

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	5,937	46,571	115,111	512,576	350,955
Total Daytime Population	4,334	34,428	93,987	441,873	280,494
TOTAL HOUSEHOLD INCOME					
Total Households	2,171	15,942	40,261	184,581	124,889
Median Household Income	\$84,149	\$86,620	\$88,211	\$92,754	\$88,165
Average Household Income	\$94,002	\$102,238	\$102,451	\$111,355	\$104,325
Under \$15,000	5.8%	4.0%	4.7%	5.6%	5.6%
\$15,000 - \$34,999	13.8%	10.9%	10.6%	11.1%	10.9%
\$35,000 - \$49,999	9.1%	9.4%	9.7%	9.8%	10.4%
\$50,000 - \$74,999	21.2%	18.4%	19.2%	17.7%	19.0%
\$75,000 - \$99,999	15.6%	18.6%	16.6%	13.9%	14.7%
\$100,000 - \$124,999	9.4%	9.9%	10.5%	10.6%	11.0%
\$125,000 - \$149,999	9.5%	10.1%	10.2%	8.9%	8.5%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	178	737	2,287	11,247	6,927
RACE/ETHNICITY					
White/Caucasian	36.4%	28.1%	33.2%	42.0%	39.0%
Black/African American	37.5%	52.1%	45.4%	35.4%	37.6%
Asian/Pacific Islander	0.5%	1.8%	1.7%	2.4%	2.1%
Hispanic/Latino	22.8%	14.1%	15.2%	15.6%	16.8%
Other	2.9%	3.9%	4.5%	4.6%	4.6%