

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	5,376	42,230	99,428	345,559	589,848
Total Daytime Population	9,794	46,799	98,727	345,409	724,341
TOTAL HOUSEHOLD INCOME					
Total Households	2,522	18,291	40,326	139,185	240,250
Median Household Income	\$66,643	\$84,457	\$93,524	\$90,860	\$76,134
Average Household Income	\$81,504	\$101,882	\$114,675	\$112,978	\$96,411
Under \$15,000	7.0%	5.7%	5.1%	7.1%	9.2%
\$15,000 - \$34,999	15.0%	14.4%	11.6%	12.0%	14.5%
\$35,000 - \$49,999	14.1%	11.4%	9.6%	9.9%	10.8%
\$50,000 - \$74,999	21.0%	19.1%	16.0%	15.2%	15.9%
\$75,000 - \$99,999	15.8%	12.0%	12.7%	11.4%	11.5%
\$100,000 - \$124,999	10.4%	11.6%	11.3%	10.1%	8.9%
\$125,000 - \$149,999	5.7%	7.2%	8.2%	8.5%	7.3%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	642	2,189	3,665	11,585	21,300
RACE/ETHNICITY					
White/Caucasian	62.7%	59.1%	68.3%	65.5%	56.6%
Black/African American	22.7%	23.3%	16.5%	21.5%	32.3%
Asian/Pacific Islander	3.5%	5.1%	4.8%	3.6%	2.7%
Hispanic/Latino	5.7%	8.8%	7.1%	6.0%	5.2%
Other	5.3%	3.7%	3.3%	3.4%	3.2%