

Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
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### TOTAL POPULATION

Total Population	206,670	1,089,279	2,601,191	7,615,561	726,811
Total Daytime Population	588,630	2,730,416	4,427,779	8,871,732	1,431,740

### TOTAL HOUSEHOLD INCOME

Total Households	103,825	535,502	1,195,362	2,995,960	318,298
Median Household Income	\$133,224	\$128,249	\$117,659	\$90,943	\$112,299
Average Household Income	\$226,303	\$191,433	\$175,625	\$126,302	\$166,313
Under \$15,000	8.38%	7.89%	8.29%	10.45%	8.51%
\$15,000 — \$34,999	8.27%	8.56%	9.65%	13%	10.54%
\$35,000 — \$49,999	5.01%	5.23%	6.08%	8.35%	6.78%
\$50,000 — \$74,999	8.18%	8.38%	10.13%	13.16%	11.06%
\$75,000 — \$99,999	8.17%	8.07%	9.21%	10.84%	9.95%
\$100,000 — \$124,999	7.38%	8.06%	8.44%	9%	8.75%
\$125,000 — \$149,999	6.96%	7.19%	7.12%	6.96%	6.88%
\$150,000+	47.65%	46.61%	41.08%	28.25%	37.52%

### BUSINESSES

Total Businesses	19,338	100,452	155,194	270,081	52,451
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### RACE/ETHNICITY

White/Caucasian	59.86%	54.41%	47.47%	32.86%	40.52%
Black/African American	3.57%	6.02%	11.19%	17.36%	13.52%
Asian/Pacific Islander	21.75%	18.42%	14.29%	15.56%	17.22%
Hispanic/Latino	10.08%	16.10%	22.23%	29.60%	23.87%
Other	4.74%	5.05%	4.82%	4.62%	4.87%

Source: Creditintell, 2024