

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	214,029	1,102,772	2,586,493	7,570,406	3,018,553
Total Daytime Population	631,122	2,719,990	4,417,573	8,830,931	4,349,064

TOTAL HOUSEHOLD INCOME

Total Households	104,141	534,101	1,182,872	2,980,849	1,224,969
Median Household Income	\$122,348	\$128,877	\$116,982	\$91,143	\$98,415
Average Household Income	\$210,413	\$191,534	\$173,903	\$126,590	\$140,169
Under \$15,000	9.79%	7.97%	8.32%	10.42%	9.56%
\$15,000 — \$34,999	10.34%	8.54%	9.65%	12.99%	12.16%
\$35,000 — \$49,999	5.51%	5.09%	6.15%	8.33%	7.93%
\$50,000 — \$74,999	8.90%	8.55%	10.16%	13.14%	12.57%
\$75,000 — \$99,999	8.35%	7.97%	9.24%	10.83%	10.42%
\$100,000 — \$124,999	7.32%	7.98%	8.48%	9%	8.98%
\$125,000 — \$149,999	6.35%	7.24%	7.15%	6.95%	6.98%
\$150,000+	43.45%	46.67%	40.85%	28.34%	31.40%

BUSINESSES

Total Businesses	19,429	99,811	154,522	269,548	145,251
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RACE/ETHNICITY

White/Caucasian	53%	55.29%	47.05%	33.19%	35.17%
Black/African American	4.51%	6.39%	11.93%	17.32%	16.23%
Asian/Pacific Islander	25.86%	17.80%	14.21%	15.61%	17.83%
Hispanic/Latino	12.08%	15.40%	21.97%	29.22%	26.12%
Other	4.55%	5.12%	4.85%	4.66%	4.65%

Source: Creditintell, 2024