

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	5,446	30,320	74,632	178,257	4,763,574
Total Daytime Population	6,247	24,167	51,660	144,366	4,558,332

### TOTAL HOUSEHOLD INCOME

Total Households	1,864	11,382	27,295	64,834	1,775,517
Median Household Income	\$76,945	\$73,561	\$74,615	\$82,126	\$74,231
Average Household Income	\$88,199	\$86,104	\$88,257	\$96,390	\$92,549
Under \$15,000	4.8%	6.3%	5.9%	4.9%	7.4%
\$15,000 — \$34,999	13.0%	11.7%	12.9%	10.8%	14.5%
\$35,000 — \$49,999	15.0%	11.4%	11.2%	11.2%	11.7%
\$50,000 — \$74,999	20.5%	22.9%	20.6%	18.6%	18.2%
\$75,000 — \$99,999	17.6%	15.2%	15.6%	15.7%	14.2%
\$100,000 — \$124,999	9.3%	10.1%	11.8%	12.0%	10.3%
\$125,000 — \$149,999	9.8%	8.3%	8.5%	9.0%	7.3%
\$150,000+	9.9%	14.2%	13.6%	17.8%	16.5%

### BUSINESSES

Total Businesses	170	441	1,177	3,452	118,350
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### RACE/ETHNICITY

White/Caucasian	39.1%	48.3%	45.9%	48.5%	50.4%
Black/African American	9.5%	8.9%	9.2%	7.9%	12.9%
Asian/Pacific Islander	1.0%	1.8%	2.2%	2.7%	3.9%
Hispanic/Latino	44.5%	35.9%	37.6%	34.1%	28.1%
Other	5.9%	5.2%	5.1%	6.8%	4.7%

Source: Creditintell, 2024