

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	6,759	47,517	146,776	320,154	284,735
Total Daytime Population	7,600	41,145	163,866	356,634	317,615

TOTAL HOUSEHOLD INCOME

Total Households	2,966	18,613	61,402	137,626	122,524
Median Household Income	\$104,422	\$83,481	\$87,852	\$88,994	\$87,667
Average Household Income	\$134,102	\$111,655	\$122,693	\$131,742	\$130,584
Under \$15,000	6.40%	6.60%	7.20%	6.30%	6.50%
\$15,000 — \$34,999	5.70%	11.60%	12.40%	12.40%	12.60%
\$35,000 — \$49,999	14.00%	11.40%	11.40%	10.60%	10.60%
\$50,000 — \$74,999	13.70%	15.30%	15.50%	16.30%	15.90%
\$75,000 — \$99,999	10.00%	13.50%	13.50%	13.00%	13.10%
\$100,000 — \$124,999	13.20%	11.20%	10.50%	10.70%	10.50%
\$125,000 — \$149,999	6.90%	6.60%	6.30%	6.60%	6.60%
\$150,000+	30.20%	24.00%	23.10%	24.00%	24.30%

BUSINESSES

Total Businesses	272	1,279	6,035	12,390	11,038
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RACE/ETHNICITY

White/Caucasian	80.70%	56.50%	66.70%	68.60%	69.40%
Black/African American	1.00%	6.40%	4.60%	4.80%	4.90%
Asian/Pacific Islander	2.00%	1.40%	1.80%	1.50%	1.60%
Hispanic/Latino	13.50%	34.00%	25.40%	23.70%	22.70%
Other	2.70%	1.80%	1.40%	1.40%	1.40%

Source: Creditintell, 2024