

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	17,488	127,854	317,658	604,104	192,370
Total Daytime Population	11,674	119,719	352,091	680,733	217,121

### TOTAL HOUSEHOLD INCOME

Total Households	7,342	54,208	143,389	275,178	82,045
Median Household Income	\$64,282	\$61,571	\$65,580	\$68,979	\$62,715
Average Household Income	\$72,046	\$74,959	\$85,375	\$89,868	\$79,276
Under \$15,000	9.30%	9.60%	9.20%	9.00%	9.40%
\$15,000 — \$34,999	19.00%	18.00%	18.10%	16.60%	18.10%
\$35,000 — \$49,999	12.80%	15.10%	13.70%	13.60%	14.50%
\$50,000 — \$74,999	18.70%	19.10%	17.70%	18.10%	18.60%
\$75,000 — \$99,999	16.90%	14.00%	13.60%	13.60%	14.30%
\$100,000 — \$124,999	10.90%	9.70%	9.20%	9.30%	9.50%
\$125,000 — \$149,999	5.30%	5.90%	5.80%	5.90%	5.60%
\$150,000+	7.30%	8.60%	12.80%	13.90%	10.00%

### BUSINESSES

Total Businesses	249	4,079	9,507	18,389	6,049
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### RACE/ETHNICITY

White/Caucasian	72.00%	70.90%	69.40%	71.70%	69.70%
Black/African American	5.20%	9.50%	14.60%	13.10%	12.00%
Asian/Pacific Islander	6.60%	5.90%	4.40%	3.70%	5.30%
Hispanic/Latino	12.50%	10.30%	8.40%	8.50%	9.70%
Other	3.70%	3.40%	3.20%	3.10%	3.30%

Source: Creditintell, 2024