

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	4,775	25,849	48,156	104,016	88,105
Total Daytime Population	9,279	26,110	53,063	104,466	90,242

TOTAL HOUSEHOLD INCOME

Total Households	2,257	11,463	20,641	42,002	36,160
Median Household Income	\$58,124	\$72,464	\$63,036	\$59,031	\$59,114
Average Household Income	\$73,736	\$88,749	\$80,637	\$75,024	\$76,014
Under \$15,000	9.50%	5.70%	9.70%	9.80%	9.90%
\$15,000 — \$34,999	22.90%	14.20%	15.90%	17.40%	17.70%
\$35,000 — \$49,999	10.20%	12.10%	10.60%	13.10%	12.20%
\$50,000 — \$74,999	20.90%	20.50%	19.10%	18.70%	18.80%
\$75,000 — \$99,999	14.80%	13.20%	13.00%	13.20%	13.20%
\$100,000 — \$124,999	8.20%	10.30%	9.40%	9.10%	8.70%
\$125,000 — \$149,999	4.00%	6.50%	7.40%	6.50%	6.70%
\$150,000+	9.70%	17.50%	15.00%	12.20%	12.80%

BUSINESSES

Total Businesses	316	683	1,438	2,119	1,907
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RACE/ETHNICITY

White/Caucasian	71.10%	77.10%	67.70%	66.30%	66.50%
Black/African American	15.30%	14.80%	25.40%	24.70%	25.30%
Asian/Pacific Islander	4.90%	2.80%	1.80%	1.30%	1.30%
Hispanic/Latino	2.40%	2.40%	2.70%	5.20%	4.60%
Other	6.20%	2.90%	2.40%	2.60%	2.30%

Source: Creditintell, 2024