

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	15,617	67,665	114,054	480,965	99,444
Total Daytime Population	14,309	54,219	92,796	494,615	82,788

**TOTAL HOUSEHOLD INCOME**

Total Households	5,169	22,070	37,350	163,651	32,475
Median Household Income	\$110,659	\$103,501	\$105,551	\$114,743	\$103,770
Average Household Income	\$136,745	\$122,778	\$127,384	\$143,478	\$123,218
Under \$15,000	3.70%	4.60%	4.70%	5.60%	4.70%
\$15,000 — \$34,999	9.00%	9.60%	9.60%	9.70%	9.70%
\$35,000 — \$49,999	10.90%	7.70%	8.20%	7.40%	7.80%
\$50,000 — \$74,999	9.50%	13.30%	12.00%	11.90%	12.40%
\$75,000 — \$99,999	14.00%	14.00%	13.90%	11.90%	14.40%
\$100,000 — \$124,999	13.20%	12.70%	12.00%	10.80%	12.20%
\$125,000 — \$149,999	9.40%	9.90%	10.00%	8.80%	9.80%
\$150,000+	30.40%	28.30%	29.60%	34.00%	28.90%

**BUSINESSES**

Total Businesses	376	1,426	2,467	14,268	2,298
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**RACE/ETHNICITY**

White/Caucasian	62.30%	60.20%	59.50%	52.60%	58.90%
Black/African American	0.70%	1.00%	1.40%	3.10%	1.30%
Asian/Pacific Islander	7.50%	9.20%	9.80%	13.20%	9.80%
Hispanic/Latino	25.20%	25.70%	25.50%	27.30%	26.20%
Other	4.30%	3.80%	3.80%	3.90%	3.80%

Source: Creditintell, 2024