

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	29,782	191,913	458,679	1,682,574	282,674
Total Daytime Population	29,848	213,634	477,538	2,037,633	289,392

### TOTAL HOUSEHOLD INCOME

Total Households	10,035	67,313	153,312	535,580	97,991
Median Household Income	\$102,797	\$104,310	\$100,554	\$98,004	\$102,408
Average Household Income	\$126,537	\$132,180	\$127,149	\$120,996	\$130,786
Under \$15,000	4.00%	6.90%	7.10%	7.00%	7.00%
\$15,000 — \$34,999	10.00%	11.00%	11.30%	10.90%	11.30%
\$35,000 — \$49,999	6.60%	7.90%	8.30%	8.90%	8.10%
\$50,000 — \$74,999	15.90%	12.50%	13.20%	14.10%	12.70%
\$75,000 — \$99,999	11.60%	11.70%	12.50%	13.40%	12.30%
\$100,000 — \$124,999	12.70%	10.60%	10.40%	11.30%	10.40%
\$125,000 — \$149,999	10.40%	9.20%	8.70%	8.70%	9.10%
\$150,000+	28.70%	30.20%	28.50%	25.80%	29.40%

### BUSINESSES

Total Businesses	883	6,662	13,790	54,434	9,162
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### RACE/ETHNICITY

White/Caucasian	47.50%	48.50%	41.90%	33.20%	45.90%
Black/African American	1.30%	1.00%	0.90%	2.00%	0.90%
Asian/Pacific Islander	10.40%	25.00%	30.70%	19.90%	28.10%
Hispanic/Latino	36.10%	21.10%	22.50%	41.60%	20.60%
Other	4.70%	4.40%	4.00%	3.30%	4.50%

Source: Creditintell, 2024