

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	8,595	41,031	87,981	264,313	112,397
Total Daytime Population	6,493	42,652	87,423	296,748	112,769

### TOTAL HOUSEHOLD INCOME

Total Households	3,362	16,632	32,987	104,616	42,394
Median Household Income	\$78,112	\$73,657	\$66,821	\$61,472	\$72,003
Average Household Income	\$95,231	\$91,143	\$83,203	\$76,421	\$89,440
Under \$15,000	4.70%	6.60%	6.20%	8.90%	6.20%
\$15,000 — \$34,999	11.30%	12.30%	14.10%	15.70%	13.60%
\$35,000 — \$49,999	13.90%	14.30%	14.80%	13.00%	13.80%
\$50,000 — \$74,999	19.40%	18.70%	18.80%	18.50%	17.80%
\$75,000 — \$99,999	16.10%	16.80%	15.10%	13.80%	15.00%
\$100,000 — \$124,999	10.10%	10.10%	9.50%	9.00%	9.40%
\$125,000 — \$149,999	9.40%	7.00%	6.30%	6.80%	6.80%
\$150,000+	15.10%	14.30%	15.40%	14.30%	17.40%

### BUSINESSES

Total Businesses	320	1,643	2,673	7,717	3,097
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### RACE/ETHNICITY

White/Caucasian	69.70%	63.80%	60.20%	63.20%	62.90%
Black/African American	24.20%	27.20%	30.40%	27.60%	28.00%
Asian/Pacific Islander	2.00%	3.00%	3.10%	2.30%	3.20%
Hispanic/Latino	1.90%	3.50%	3.40%	4.40%	3.20%
Other	2.20%	2.50%	2.90%	2.60%	2.70%

Source: Creditintell, 2024