

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	32,273	144,907	315,651	1,272,015	496,860
Total Daytime Population	21,548	137,955	401,006	1,716,218	748,273

### TOTAL HOUSEHOLD INCOME

Total Households	10,996	52,869	116,326	418,798	175,509
Median Household Income	\$142,057	\$127,583	\$122,502	\$113,201	\$118,933
Average Household Income	\$179,052	\$157,374	\$153,485	\$141,214	\$147,851
Under \$15,000	5.60%	5.80%	6.50%	6.20%	7.10%
\$15,000 — \$34,999	4.30%	5.70%	6.70%	8.50%	7.10%
\$35,000 — \$49,999	4.70%	5.10%	5.80%	7.20%	6.30%
\$50,000 — \$74,999	10.10%	11.10%	11.50%	12.50%	11.80%
\$75,000 — \$99,999	8.20%	10.40%	10.70%	12.00%	11.10%
\$100,000 — \$124,999	8.10%	9.70%	10.50%	10.70%	10.30%
\$125,000 — \$149,999	10.80%	9.60%	9.30%	8.90%	9.10%
\$150,000+	48.30%	42.70%	39.10%	34.00%	37.20%

### BUSINESSES

Total Businesses	362	3,214	12,429	49,587	26,187
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### RACE/ETHNICITY

White/Caucasian	39.50%	38.50%	40.10%	38.80%	40.10%
Black/African American	0.60%	1.40%	1.60%	1.40%	1.60%
Asian/Pacific Islander	47.30%	42.60%	35.00%	19.00%	28.10%
Hispanic/Latino	8.30%	12.40%	18.30%	37.20%	25.80%
Other	4.40%	5.10%	5.10%	3.60%	4.50%

Source: Creditintell, 2024