

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	11,629	84,174	275,679	1,161,791	130,236
Total Daytime Population	17,440	132,545	418,059	1,374,325	204,266

TOTAL HOUSEHOLD INCOME

Total Households	5,158	37,079	111,788	436,668	53,167
Median Household Income	\$99,861	\$83,284	\$68,978	\$61,999	\$81,555
Average Household Income	\$126,175	\$119,006	\$93,150	\$79,048	\$114,704
Under \$15,000	3.30%	10.00%	10.70%	11.30%	9.90%
\$15,000 — \$34,999	13.00%	17.20%	19.70%	18.60%	17.00%
\$35,000 — \$49,999	9.90%	13.00%	13.90%	13.40%	13.00%
\$50,000 — \$74,999	16.80%	17.00%	18.30%	18.50%	17.60%
\$75,000 — \$99,999	14.40%	11.20%	11.30%	12.40%	11.10%
\$100,000 — \$124,999	8.00%	7.20%	7.70%	8.50%	8.20%
\$125,000 — \$149,999	7.30%	5.10%	5.30%	5.50%	5.60%
\$150,000+	27.50%	19.40%	13.10%	11.90%	17.60%

BUSINESSES

Total Businesses	700	5,046	11,513	31,029	6,342
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RACE/ETHNICITY

White/Caucasian	59.10%	47.40%	35.80%	28.60%	44.10%
Black/African American	2.00%	6.30%	6.60%	8.40%	6.30%
Asian/Pacific Islander	2.00%	2.20%	2.00%	2.70%	2.10%
Hispanic/Latino	33.90%	42.00%	53.30%	58.20%	45.10%
Other	2.90%	2.10%	2.30%	2.20%	2.40%

Source: Creditintell, 2024