

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	26,944	118,837	300,040	1,497,478	240,132
Total Daytime Population	23,584	138,862	354,647	1,618,567	295,104

TOTAL HOUSEHOLD INCOME

Total Households	12,448	52,249	117,708	530,887	97,965
Median Household Income	\$96,662	\$83,064	\$77,866	\$75,671	\$76,375
Average Household Income	\$133,147	\$107,677	\$102,559	\$101,879	\$100,119
Under \$15,000	8.10%	8.30%	8.50%	8.20%	8.90%
\$15,000 — \$34,999	12.50%	15.10%	15.60%	15.60%	16.30%
\$35,000 — \$49,999	12.70%	13.00%	12.50%	12.50%	12.80%
\$50,000 — \$74,999	15.60%	18.20%	18.20%	17.20%	18.30%
\$75,000 — \$99,999	13.20%	11.30%	12.60%	12.80%	12.00%
\$100,000 — \$124,999	7.80%	8.50%	8.00%	9.50%	7.90%
\$125,000 — \$149,999	4.30%	5.80%	5.70%	6.40%	5.30%
\$150,000+	25.90%	19.90%	18.90%	17.90%	18.60%

BUSINESSES

Total Businesses	391	3,670	8,992	42,744	7,149
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RACE/ETHNICITY

White/Caucasian	43.60%	39.40%	31.10%	29.30%	32.60%
Black/African American	15.70%	23.30%	22.50%	17.00%	23.20%
Asian/Pacific Islander	18.60%	12.20%	15.70%	12.80%	14.70%
Hispanic/Latino	19.00%	21.90%	27.90%	38.40%	26.60%
Other	3.10%	3.20%	2.80%	2.50%	2.90%

Source: Creditintell, 2024