

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	23,286	140,092	332,823	767,304	174,031
Total Daytime Population	15,939	114,347	324,453	777,461	155,171

TOTAL HOUSEHOLD INCOME

Total Households	7,437	49,061	127,697	299,174	61,509
Median Household Income	\$52,240	\$57,731	\$60,654	\$70,666	\$57,643
Average Household Income	\$61,622	\$72,072	\$81,254	\$93,796	\$73,270
Under \$15,000	8.70%	10.30%	10.80%	8.80%	10.70%
\$15,000 — \$34,999	19.00%	18.60%	18.90%	16.70%	19.10%
\$35,000 — \$49,999	15.10%	16.50%	14.90%	12.60%	15.90%
\$50,000 — \$74,999	24.90%	20.20%	19.00%	18.40%	19.80%
\$75,000 — \$99,999	14.80%	13.40%	12.30%	13.40%	12.80%
\$100,000 — \$124,999	7.40%	8.90%	8.60%	9.70%	9.10%
\$125,000 — \$149,999	4.10%	5.30%	5.10%	6.10%	5.20%
\$150,000+	6.00%	7.10%	10.40%	14.50%	7.40%

BUSINESSES

Total Businesses	411	3,000	11,085	24,116	4,943
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RACE/ETHNICITY

White/Caucasian	27.20%	28.20%	35.00%	43.90%	28.80%
Black/African American	18.70%	17.70%	19.90%	23.40%	17.30%
Asian/Pacific Islander	1.70%	2.20%	2.30%	2.70%	2.10%
Hispanic/Latino	50.40%	50.00%	40.60%	27.60%	50.00%
Other	1.90%	2.00%	2.30%	2.50%	1.90%

Source: Creditintell, 2024