

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	5,858	39,499	113,826	498,508	162,068
Total Daytime Population	5,179	29,789	97,783	445,908	135,995

TOTAL HOUSEHOLD INCOME

Total Households	2,149	13,519	39,825	177,931	56,422
Median Household Income	\$74,101	\$82,938	\$80,894	\$83,164	\$82,097
Average Household Income	\$88,635	\$96,596	\$96,947	\$101,286	\$97,880
Under \$15,000	6.20%	3.60%	5.20%	6.30%	5.10%
\$15,000 — \$34,999	14.10%	12.80%	11.30%	13.00%	10.90%
\$35,000 — \$49,999	8.00%	9.00%	10.50%	11.30%	10.80%
\$50,000 — \$74,999	20.90%	19.60%	20.20%	18.30%	19.80%
\$75,000 — \$99,999	19.10%	18.70%	15.80%	13.30%	15.70%
\$100,000 — \$124,999	4.90%	10.10%	11.10%	10.30%	11.20%
\$125,000 — \$149,999	11.50%	9.60%	8.40%	7.60%	8.00%
\$150,000+	15.40%	16.60%	17.60%	19.80%	18.50%

BUSINESSES

Total Businesses	263	659	2,063	9,996	2,965
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RACE/ETHNICITY

White/Caucasian	32.70%	32.80%	39.80%	46.20%	41.90%
Black/African American	50.50%	51.50%	44.40%	34.20%	40.60%
Asian/Pacific Islander	0.70%	1.70%	1.70%	2.40%	1.90%
Hispanic/Latino	14.80%	11.40%	10.70%	14.10%	12.20%
Other	1.30%	2.60%	3.40%	3.10%	3.40%

Source: Creditintell, 2024