

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	12,326	130,482	308,428	644,979	461,005
Total Daytime Population	53,826	152,904	327,448	742,744	462,968

### TOTAL HOUSEHOLD INCOME

Total Households	4,470	45,430	112,810	243,456	169,413
Median Household Income	\$98,484	\$132,925	\$126,629	\$130,411	\$132,165
Average Household Income	\$124,886	\$163,453	\$155,999	\$166,450	\$166,926
Under \$15,000	4.40%	4.50%	4.80%	4.90%	4.50%
\$15,000 — \$34,999	10.30%	6.90%	7.90%	7.40%	7.20%
\$35,000 — \$49,999	10.70%	5.00%	6.10%	5.70%	5.70%
\$50,000 — \$74,999	17.30%	10.90%	11.30%	10.60%	10.50%
\$75,000 — \$99,999	11.20%	9.40%	10.60%	10.80%	10.90%
\$100,000 — \$124,999	11.00%	10.40%	10.40%	10.30%	10.70%
\$125,000 — \$149,999	9.40%	9.70%	9.20%	8.80%	9.20%
\$150,000+	25.80%	43.40%	39.70%	41.50%	41.20%

### BUSINESSES

Total Businesses	1,740	4,442	10,624	24,819	14,867
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### RACE/ETHNICITY

White/Caucasian	61.50%	64.50%	62.20%	63.80%	64.20%
Black/African American	3.40%	1.40%	1.40%	1.40%	1.40%
Asian/Pacific Islander	11.50%	12.00%	11.60%	12.70%	10.50%
Hispanic/Latino	18.70%	16.70%	20.10%	17.50%	19.40%
Other	4.90%	5.40%	4.70%	4.50%	4.50%

Source: Creditintell, 2024