

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	3,133	67,687	179,871	768,094	241,651
Total Daytime Population	1,836	70,983	266,670	953,486	357,645

TOTAL HOUSEHOLD INCOME

Total Households	1,229	26,698	69,800	302,064	92,366
Median Household Income	\$119,804	\$92,752	\$99,790	\$101,475	\$100,414
Average Household Income	\$162,289	\$112,078	\$119,719	\$127,512	\$120,982
Under \$15,000	2.00%	6.00%	5.70%	5.50%	5.90%
\$15,000 — \$34,999	12.60%	10.90%	11.00%	10.10%	10.70%
\$35,000 — \$49,999	2.70%	10.70%	9.60%	9.20%	9.50%
\$50,000 — \$74,999	7.70%	15.00%	14.20%	15.80%	14.30%
\$75,000 — \$99,999	11.90%	12.70%	12.40%	13.60%	12.20%
\$100,000 — \$124,999	15.70%	11.40%	10.70%	10.70%	10.70%
\$125,000 — \$149,999	3.30%	8.60%	7.70%	8.30%	8.00%
\$150,000+	44.10%	24.70%	28.70%	26.90%	28.70%

BUSINESSES

Total Businesses	26	2,915	7,935	27,849	10,865
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RACE/ETHNICITY

White/Caucasian	68.30%	60.80%	62.90%	59.90%	63.00%
Black/African American	14.10%	16.70%	14.90%	18.50%	15.70%
Asian/Pacific Islander	10.40%	6.80%	6.80%	5.50%	6.10%
Hispanic/Latino	4.20%	11.00%	11.50%	12.80%	11.40%
Other	3.10%	4.70%	3.90%	3.40%	3.80%

Source: Creditintell, 2024