

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	14,913	109,488	323,442	910,645	335,239
Total Daytime Population	13,249	95,482	304,291	1,026,644	310,939

TOTAL HOUSEHOLD INCOME

Total Households	5,444	40,971	128,889	376,040	134,207
Median Household Income	\$87,727	\$93,701	\$84,129	\$78,618	\$83,334
Average Household Income	\$106,889	\$115,209	\$104,967	\$103,063	\$106,060
Under \$15,000	4.90%	5.30%	7.60%	8.60%	7.70%
\$15,000 — \$34,999	11.20%	10.70%	13.60%	15.70%	14.00%
\$35,000 — \$49,999	11.40%	11.00%	11.30%	11.80%	11.30%
\$50,000 — \$74,999	15.90%	17.50%	17.20%	17.40%	17.10%
\$75,000 — \$99,999	16.30%	13.40%	12.60%	12.30%	12.50%
\$100,000 — \$124,999	9.50%	11.10%	9.70%	9.30%	9.60%
\$125,000 — \$149,999	6.40%	8.10%	7.10%	6.50%	7.00%
\$150,000+	24.40%	22.90%	20.90%	18.40%	20.70%

BUSINESSES

Total Businesses	525	3,774	11,514	36,618	11,791
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RACE/ETHNICITY

White/Caucasian	55.70%	58.30%	58.60%	53.60%	58.70%
Black/African American	10.90%	10.90%	12.80%	19.30%	12.80%
Asian/Pacific Islander	6.70%	3.80%	4.10%	3.20%	4.00%
Hispanic/Latino	22.20%	21.60%	20.20%	20.40%	20.20%
Other	4.60%	5.50%	4.40%	3.60%	4.40%

Source: Creditintell, 2024