

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	7,051	42,891	96,812	338,542	276,066
Total Daytime Population	15,712	55,405	118,121	403,092	341,755

### TOTAL HOUSEHOLD INCOME

Total Households	3,147	17,680	38,530	135,851	110,111
Median Household Income	\$79,087	\$80,711	\$85,367	\$83,388	\$91,039
Average Household Income	\$90,962	\$100,847	\$107,687	\$105,867	\$113,386
Under \$15,000	7.30%	6.70%	5.60%	7.60%	6.10%
\$15,000 — \$34,999	13.30%	15.00%	12.40%	12.80%	11.50%
\$35,000 — \$49,999	12.60%	12.90%	11.30%	11.00%	10.70%
\$50,000 — \$74,999	19.70%	16.80%	15.00%	15.00%	14.90%
\$75,000 — \$99,999	12.00%	12.90%	14.70%	12.60%	13.40%
\$100,000 — \$124,999	13.50%	11.60%	10.90%	10.10%	10.80%
\$125,000 — \$149,999	8.20%	7.60%	8.00%	8.20%	8.70%
\$150,000+	13.50%	16.50%	22.10%	22.70%	23.90%

### BUSINESSES

Total Businesses	692	1,952	3,820	11,247	9,921
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### RACE/ETHNICITY

White/Caucasian	68.90%	61.80%	71.20%	67.70%	72.30%
Black/African American	16.80%	20.80%	15.00%	21.00%	16.20%
Asian/Pacific Islander	5.70%	5.30%	3.90%	3.10%	3.50%
Hispanic/Latino	4.50%	9.80%	7.90%	5.90%	5.80%
Other	4.20%	2.40%	1.90%	2.20%	2.30%

Source: Creditintell, 2024