

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	92,564	769,763	1,672,219	7,200,860	1,374,362
Total Daytime Population	84,439	652,226	1,441,493	8,378,959	1,150,490

### TOTAL HOUSEHOLD INCOME

Total Households	32,858	266,688	590,780	2,777,358	486,886
Median Household Income	\$50,791	\$75,290	\$79,752	\$86,403	\$82,770
Average Household Income	\$68,661	\$96,368	\$100,157	\$117,699	\$104,495
Under \$15,000	14.10%	8.50%	8.10%	11.10%	8.00%
\$15,000 — \$34,999	23.60%	15.60%	14.30%	13.70%	14.60%
\$35,000 — \$49,999	11.60%	10.90%	10.20%	9.00%	10.20%
\$50,000 — \$74,999	15.50%	16.60%	16.10%	13.30%	16.20%
\$75,000 — \$99,999	11.90%	13.40%	13.20%	11.10%	13.20%
\$100,000 — \$124,999	8.00%	10.00%	10.50%	9.10%	10.50%
\$125,000 — \$149,999	4.70%	6.90%	7.50%	6.70%	7.40%
\$150,000+	10.70%	18.10%	20.10%	26.10%	20.00%

### BUSINESSES

Total Businesses	4,638	19,596	39,016	206,191	32,196
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### RACE/ETHNICITY

White/Caucasian	8.30%	23.40%	27.70%	28.60%	28.30%
Black/African American	3.70%	4.40%	8.00%	23.10%	5.60%
Asian/Pacific Islander	68.90%	34.60%	27.80%	13.10%	30.50%
Hispanic/Latino	17.10%	35.10%	32.60%	31.70%	32.30%
Other	2.10%	2.40%	3.90%	3.50%	3.40%

Source: Creditintell, 2024