

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	7,043	84,294	204,246	588,445	245,383
Total Daytime Population	5,319	150,606	243,068	615,204	287,059

### TOTAL HOUSEHOLD INCOME

Total Households	2,868	26,371	70,672	221,759	87,118
Median Household Income	\$64,926	\$81,556	\$82,330	\$83,268	\$82,535
Average Household Income	\$83,233	\$96,190	\$98,210	\$106,395	\$97,332
Under \$15,000	11.10%	9.60%	9.10%	7.80%	9.10%
\$15,000 — \$34,999	25.00%	14.40%	14.00%	14.50%	13.90%
\$35,000 — \$49,999	11.70%	10.80%	10.60%	11.20%	10.80%
\$50,000 — \$74,999	15.60%	15.30%	17.10%	17.50%	17.10%
\$75,000 — \$99,999	8.00%	13.20%	14.00%	14.20%	13.90%
\$100,000 — \$124,999	10.90%	11.90%	10.50%	10.30%	10.70%
\$125,000 — \$149,999	3.50%	7.30%	8.30%	7.90%	8.30%
\$150,000+	14.40%	17.50%	16.50%	16.70%	16.30%

### BUSINESSES

Total Businesses	68	1,538	4,295	14,887	5,235
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### RACE/ETHNICITY

White/Caucasian	70.30%	61.50%	55.40%	55.40%	56.60%
Black/African American	5.90%	7.70%	7.90%	7.50%	7.70%
Asian/Pacific Islander	4.80%	5.20%	5.50%	4.70%	5.20%
Hispanic/Latino	15.80%	23.10%	28.30%	29.50%	27.60%
Other	3.20%	2.50%	2.80%	2.90%	2.90%

Source: Creditintell, 2024