

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	2,210	16,489	34,737	169,875	87,497
Total Daytime Population	11,608	14,662	30,602	144,409	68,761

TOTAL HOUSEHOLD INCOME

Total Households	4,492	5,598	11,900	57,770	29,913
Median Household Income	\$80,963	\$108,220	\$105,942	\$116,073	\$112,776
Average Household Income	\$98,818	\$128,968	\$122,959	\$142,385	\$139,012
Under \$15,000	2.20%	2.10%	3.80%	4.80%	4.70%
\$15,000 — \$34,999	4.40%	4.90%	5.70%	7.40%	6.50%
\$35,000 — \$49,999	6.80%	8.30%	7.90%	8.10%	7.80%
\$50,000 — \$74,999	17.60%	15.40%	15.90%	14.00%	13.20%
\$75,000 — \$99,999	12.80%	11.40%	13.00%	11.10%	12.00%
\$100,000 — \$124,999	14.40%	14.40%	13.00%	11.00%	11.90%
\$125,000 — \$149,999	10.00%	9.20%	9.20%	9.50%	9.70%
\$150,000+	31.70%	34.40%	31.60%	34.20%	34.20%

BUSINESSES

Total Businesses	99	170	801	3,276	1,758
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RACE/ETHNICITY

White/Caucasian	69.40%	93.00%	88.40%	81.60%	84.20%
Black/African American	14.60%	2.20%	3.90%	3.60%	3.40%
Asian/Pacific Islander	5.80%	0.80%	0.90%	2.60%	1.50%
Hispanic/Latino	5.10%	3.00%	5.30%	9.90%	9.00%
Other	5.20%	1.10%	1.50%	2.30%	1.90%

Source: Creditintell, 2024