

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	23,237	116,579	282,975	825,997	180,280
Total Daytime Population	24,294	169,225	350,002	998,730	246,502

### TOTAL HOUSEHOLD INCOME

Total Households	8,319	40,766	108,790	305,771	65,229
Median Household Income	\$121,687	\$121,497	\$123,859	\$128,283	\$124,307
Average Household Income	\$141,857	\$140,595	\$147,572	\$162,816	\$146,894
Under \$15,000	5.20%	4.70%	5.70%	5.70%	5.10%
\$15,000 — \$34,999	7.60%	6.90%	7.50%	7.20%	7.00%
\$35,000 — \$49,999	7.50%	7.40%	6.40%	5.60%	7.10%
\$50,000 — \$74,999	10.60%	11.70%	11.10%	10.90%	11.60%
\$75,000 — \$99,999	14.30%	13.60%	11.60%	10.60%	12.30%
\$100,000 — \$124,999	9.00%	10.00%	10.10%	10.20%	9.70%
\$125,000 — \$149,999	8.90%	9.70%	9.40%	9.10%	9.30%
\$150,000+	37.00%	36.10%	38.30%	40.80%	37.90%

### BUSINESSES

Total Businesses	654	6,708	12,109	29,492	9,237
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### RACE/ETHNICITY

White/Caucasian	62.80%	55.80%	57.80%	54.30%	58.80%
Black/African American	2.10%	1.80%	1.60%	1.50%	1.70%
Asian/Pacific Islander	12.40%	13.80%	17.90%	22.50%	14.10%
Hispanic/Latino	19.50%	24.20%	18.20%	16.80%	21.10%
Other	3.30%	4.40%	4.50%	4.90%	4.30%

Source: Creditintell, 2024