

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	5,191	43,301	92,342	197,783	90,792
Total Daytime Population	3,984	35,916	74,730	171,160	73,925

TOTAL HOUSEHOLD INCOME

Total Households	2,096	16,032	36,770	81,086	36,145
Median Household Income	\$55,784	\$67,258	\$61,324	\$55,855	\$61,266
Average Household Income	\$75,034	\$77,490	\$72,986	\$69,110	\$72,888
Under \$15,000	2.80%	7.90%	9.00%	9.90%	9.00%
\$15,000 — \$34,999	16.70%	14.50%	17.30%	19.60%	17.40%
\$35,000 — \$49,999	25.30%	14.60%	14.70%	15.40%	14.80%
\$50,000 — \$74,999	22.20%	20.20%	21.20%	21.50%	20.90%
\$75,000 — \$99,999	10.40%	15.50%	14.40%	12.90%	14.40%
\$100,000 — \$124,999	11.10%	10.90%	9.80%	8.20%	9.90%
\$125,000 — \$149,999	5.80%	7.70%	5.60%	4.80%	5.70%
\$150,000+	5.80%	8.80%	8.00%	7.70%	7.90%

BUSINESSES

Total Businesses	44	480	1,328	3,431	1,326
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RACE/ETHNICITY

White/Caucasian	76.80%	74.80%	75.80%	78.60%	75.80%
Black/African American	8.60%	6.00%	4.50%	4.60%	4.50%
Asian/Pacific Islander	1.10%	1.70%	1.70%	1.20%	1.80%
Hispanic/Latino	11.40%	14.60%	15.00%	12.90%	15.00%
Other	2.20%	2.90%	3.00%	2.80%	2.90%

Source: Creditintell, 2024