

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	4,791	35,084	82,346	196,005	181,045
Total Daytime Population	9,895	43,023	86,884	185,411	175,228

TOTAL HOUSEHOLD INCOME

Total Households	1,618	13,629	31,524	76,002	70,291
Median Household Income	\$98,251	\$88,145	\$97,152	\$99,758	\$101,684
Average Household Income	\$130,838	\$114,625	\$126,617	\$130,964	\$133,564
Under \$15,000	2.60%	6.50%	5.40%	5.30%	5.30%
\$15,000 — \$34,999	6.90%	9.90%	10.30%	10.40%	10.20%
\$35,000 — \$49,999	15.50%	10.20%	9.50%	9.50%	9.20%
\$50,000 — \$74,999	14.70%	16.70%	15.80%	15.00%	14.80%
\$75,000 — \$99,999	9.70%	14.50%	14.60%	13.20%	13.20%
\$100,000 — \$124,999	14.30%	11.20%	9.80%	10.00%	10.00%
\$125,000 — \$149,999	6.20%	7.90%	7.90%	8.20%	8.20%
\$150,000+	30.20%	23.10%	26.70%	28.60%	29.10%

BUSINESSES

Total Businesses	592	1,495	2,518	5,117	4,790
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RACE/ETHNICITY

White/Caucasian	84.50%	81.00%	80.90%	83.80%	83.60%
Black/African American	4.00%	6.00%	7.50%	6.30%	6.50%
Asian/Pacific Islander	4.40%	5.10%	3.30%	2.30%	2.30%
Hispanic/Latino	5.60%	5.50%	5.60%	5.10%	5.10%
Other	1.50%	2.40%	2.80%	2.50%	2.50%

Source: Creditintell, 2024