

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	474	21,316	108,999	576,212	125,037
Total Daytime Population	1,442	22,765	104,085	724,042	122,310

TOTAL HOUSEHOLD INCOME

Total Households	242	8,996	41,197	239,083	48,112
Median Household Income	\$895,973	\$124,534	\$133,306	\$111,073	\$127,508
Average Household Income	\$155,190	\$184,843	\$169,026	\$144,958	\$164,224
Under \$15,000	14.60%	2.10%	2.10%	5.00%	2.40%
\$15,000 — \$34,999	35.40%	6.30%	6.10%	9.20%	6.50%
\$35,000 — \$49,999	16.10%	6.50%	5.30%	8.40%	6.40%
\$50,000 — \$74,999	8.70%	15.40%	11.20%	14.70%	12.70%
\$75,000 — \$99,999	6.90%	13.50%	10.40%	11.60%	10.50%
\$100,000 — \$124,999	7.10%	8.50%	9.40%	9.90%	9.50%
\$125,000 — \$149,999	2.70%	6.20%	8.40%	8.30%	8.00%
\$150,000+	9.00%	41.50%	47.10%	33.00%	44.10%

BUSINESSES

Total Businesses	165	583	2,554	20,992	3,534
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RACE/ETHNICITY

White/Caucasian	72.30%	67.90%	68.60%	63.50%	68.20%
Black/African American	2.60%	3.60%	2.70%	4.00%	3.00%
Asian/Pacific Islander	8.00%	10.40%	11.30%	9.30%	10.70%
Hispanic/Latino	12.80%	13.00%	13.80%	20.00%	14.50%
Other	4.30%	5.10%	3.60%	3.20%	3.70%

Source: Creditintell, 2024