

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	7,722	46,903	122,860	515,569	254,634
Total Daytime Population	9,034	57,680	105,143	523,753	230,820

TOTAL HOUSEHOLD INCOME

Total Households	2,903	17,547	44,085	187,257	90,959
Median Household Income	\$127,346	\$127,466	\$135,001	\$109,098	\$124,143
Average Household Income	\$131,316	\$145,627	\$158,787	\$128,609	\$145,076
Under \$15,000	2.80%	3.00%	2.80%	5.10%	3.90%
\$15,000 — \$34,999	9.60%	6.60%	5.00%	7.60%	6.00%
\$35,000 — \$49,999	4.40%	4.60%	4.80%	7.40%	5.50%
\$50,000 — \$74,999	9.50%	12.00%	10.80%	14.10%	11.70%
\$75,000 — \$99,999	11.80%	12.20%	11.80%	13.30%	12.40%
\$100,000 — \$124,999	12.20%	13.30%	12.50%	12.40%	12.90%
\$125,000 — \$149,999	12.60%	11.00%	11.40%	9.90%	10.90%
\$150,000+	37.20%	37.50%	41.00%	30.20%	36.70%

BUSINESSES

Total Businesses	124	1,513	2,367	11,031	4,674
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RACE/ETHNICITY

White/Caucasian	54.40%	43.40%	43.10%	29.80%	33.60%
Black/African American	30.00%	40.80%	40.00%	50.10%	48.60%
Asian/Pacific Islander	2.60%	4.30%	5.50%	4.50%	4.80%
Hispanic/Latino	8.30%	6.90%	6.50%	11.70%	8.80%
Other	4.80%	4.60%	4.90%	3.80%	4.20%

Source: Creditintell, 2024