

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	8,621	79,268	135,021	260,600	247,149
Total Daytime Population	14,664	128,926	185,336	285,332	276,282

TOTAL HOUSEHOLD INCOME

Total Households	4,395	35,931	59,463	110,360	105,005
Median Household Income	\$65,753	\$56,513	\$62,523	\$70,451	\$70,819
Average Household Income	\$89,641	\$74,782	\$82,186	\$91,336	\$92,089
Under \$15,000	10.80%	16.00%	12.40%	9.70%	9.70%
\$15,000 — \$34,999	15.90%	18.80%	17.70%	15.30%	15.40%
\$35,000 — \$49,999	13.10%	14.20%	13.00%	11.90%	12.10%
\$50,000 — \$74,999	25.90%	19.50%	19.10%	18.70%	18.70%
\$75,000 — \$99,999	9.70%	11.10%	11.70%	12.70%	12.70%
\$100,000 — \$124,999	10.30%	7.30%	8.70%	10.20%	10.30%
\$125,000 — \$149,999	4.60%	4.40%	5.40%	6.50%	6.50%
\$150,000+	9.70%	8.70%	12.10%	15.10%	14.70%

BUSINESSES

Total Businesses	614	3,753	6,112	8,390	8,247
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RACE/ETHNICITY

White/Caucasian	77.20%	64.60%	71.10%	75.80%	75.30%
Black/African American	12.00%	24.90%	17.90%	13.80%	14.20%
Asian/Pacific Islander	2.60%	1.30%	1.20%	1.20%	1.10%
Hispanic/Latino	5.80%	6.10%	6.80%	6.00%	6.10%
Other	2.30%	3.10%	3.00%	3.20%	3.20%

Source: Creditintell, 2024