

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	3,412	25,918	63,551	217,455	201,079
Total Daytime Population	3,755	28,957	69,147	207,779	193,488

TOTAL HOUSEHOLD INCOME

Total Households	1,451	9,461	22,655	79,065	72,303
Median Household Income	\$80,929	\$116,195	\$111,431	\$97,003	\$98,600
Average Household Income	\$120,038	\$150,965	\$143,171	\$119,108	\$121,323
Under \$15,000	17.20%	4.50%	4.50%	5.70%	5.20%
\$15,000 — \$34,999	4.30%	5.80%	6.70%	10.60%	10.20%
\$35,000 — \$49,999	10.80%	5.60%	6.20%	10.00%	10.00%
\$50,000 — \$74,999	5.40%	9.70%	12.70%	15.50%	15.20%
\$75,000 — \$99,999	24.70%	15.80%	13.80%	14.30%	14.30%
\$100,000 — \$124,999	5.20%	13.10%	11.50%	10.80%	10.60%
\$125,000 — \$149,999	5.10%	7.70%	9.70%	8.80%	9.10%
\$150,000+	27.40%	37.90%	34.90%	24.30%	25.40%

BUSINESSES

Total Businesses	90	898	1,974	5,406	4,896
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RACE/ETHNICITY

White/Caucasian	67.80%	73.70%	72.50%	58.10%	60.60%
Black/African American	14.50%	9.70%	12.20%	28.40%	25.80%
Asian/Pacific Islander	7.10%	7.00%	4.70%	3.30%	3.30%
Hispanic/Latino	5.20%	5.30%	6.80%	7.40%	7.40%
Other	5.30%	4.30%	3.90%	2.80%	2.90%

Source: Creditintell, 2024