

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	7,120	38,622	98,103	330,100	464,051
Total Daytime Population	8,685	50,605	108,207	377,387	477,459

### TOTAL HOUSEHOLD INCOME

Total Households	3,526	16,320	39,774	134,721	187,846
Median Household Income	\$62,611	\$75,095	\$68,959	\$63,325	\$65,726
Average Household Income	\$80,299	\$89,825	\$84,379	\$81,912	\$86,028
Under \$15,000	8.80%	8.00%	8.70%	10.00%	9.40%
\$15,000 — \$34,999	12.60%	14.60%	17.30%	18.70%	17.80%
\$35,000 — \$49,999	16.20%	14.10%	13.50%	13.60%	13.40%
\$50,000 — \$74,999	22.90%	17.30%	17.50%	17.10%	17.40%
\$75,000 — \$99,999	14.00%	15.10%	14.20%	13.50%	13.60%
\$100,000 — \$124,999	7.90%	10.40%	9.30%	8.90%	9.20%
\$125,000 — \$149,999	2.80%	6.60%	5.90%	5.80%	5.90%
\$150,000+	14.80%	14.00%	13.60%	12.40%	13.30%

### BUSINESSES

Total Businesses	320	1,689	3,102	9,819	11,556
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### RACE/ETHNICITY

White/Caucasian	68.10%	65.10%	60.80%	68.40%	74.80%
Black/African American	16.50%	21.90%	27.40%	21.20%	16.00%
Asian/Pacific Islander	7.60%	4.40%	3.20%	2.10%	1.80%
Hispanic/Latino	4.90%	6.30%	5.90%	5.60%	4.80%
Other	3.00%	2.30%	2.60%	2.70%	2.60%

Source: Creditintell, 2024