

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	9,524	53,750	97,120	330,655	160,120
Total Daytime Population	11,008	61,533	96,268	248,125	138,753

TOTAL HOUSEHOLD INCOME

Total Households	3,915	19,688	34,903	120,363	57,121
Median Household Income	\$91,572	\$70,311	\$71,055	\$77,700	\$75,348
Average Household Income	\$96,881	\$83,856	\$83,542	\$92,113	\$88,188
Under \$15,000	3.90%	7.50%	6.60%	5.30%	5.40%
\$15,000 — \$34,999	13.20%	13.30%	13.80%	12.10%	12.40%
\$35,000 — \$49,999	11.20%	12.60%	13.80%	12.00%	12.00%
\$50,000 — \$74,999	13.40%	19.00%	19.50%	19.30%	19.40%
\$75,000 — \$99,999	16.70%	16.10%	16.00%	14.80%	15.00%
\$100,000 — \$124,999	18.90%	12.10%	12.80%	11.80%	13.40%
\$125,000 — \$149,999	13.00%	7.30%	6.90%	7.30%	7.90%
\$150,000+	9.70%	12.10%	10.50%	17.30%	14.50%

BUSINESSES

Total Businesses	281	1,198	1,708	3,713	2,174
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RACE/ETHNICITY

White/Caucasian	68.90%	66.40%	62.40%	61.20%	63.70%
Black/African American	15.40%	15.20%	18.30%	19.90%	17.60%
Asian/Pacific Islander	4.00%	3.60%	3.60%	4.10%	4.40%
Hispanic/Latino	7.60%	10.80%	12.20%	11.40%	11.00%
Other	4.10%	4.00%	3.50%	3.40%	3.40%

Source: Creditintell, 2025