

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	7,056	54,015	107,851	388,570	288,456
Total Daytime Population	7,352	50,508	101,527	410,632	265,133

TOTAL HOUSEHOLD INCOME

Total Households	2,978	20,481	42,746	148,605	109,541
Median Household Income	\$91,413	\$107,552	\$98,071	\$88,294	\$96,034
Average Household Income	\$115,133	\$128,905	\$118,358	\$110,013	\$119,913
Under \$15,000	6.90%	3.20%	4.30%	5.80%	5.00%
\$15,000 — \$34,999	12.60%	8.00%	8.60%	10.70%	9.40%
\$35,000 — \$49,999	7.60%	8.70%	10.70%	11.20%	10.50%
\$50,000 — \$74,999	13.90%	12.80%	15.00%	16.70%	15.70%
\$75,000 — \$99,999	17.10%	14.70%	14.60%	14.10%	13.80%
\$100,000 — \$124,999	14.00%	12.80%	12.10%	10.80%	11.20%
\$125,000 — \$149,999	7.00%	8.70%	9.00%	8.00%	8.70%
\$150,000+	21.00%	31.10%	25.70%	22.70%	25.70%

BUSINESSES

Total Businesses	248	1,329	2,794	8,408	5,701
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RACE/ETHNICITY

White/Caucasian	64.10%	76.20%	66.20%	54.90%	58.10%
Black/African American	15.80%	10.50%	18.40%	28.80%	25.80%
Asian/Pacific Islander	3.30%	3.20%	3.70%	5.30%	5.20%
Hispanic/Latino	12.40%	7.10%	8.80%	8.10%	8.10%
Other	4.30%	3.00%	2.90%	3.00%	2.90%

Source: Creditintell, 2024