

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	13,987	86,030	195,317	697,700	403,087
Total Daytime Population	14,268	78,996	167,116	641,121	341,662

TOTAL HOUSEHOLD INCOME

Total Households	4,682	28,280	66,592	279,215	150,845
Median Household Income	\$124,980	\$101,870	\$97,770	\$76,239	\$83,129
Average Household Income	\$141,429	\$127,997	\$118,984	\$96,447	\$102,405
Under \$15,000	1.50%	4.40%	5.30%	8.50%	7.10%
\$15,000 — \$34,999	4.30%	7.90%	9.90%	16.10%	13.70%
\$35,000 — \$49,999	4.80%	7.80%	8.60%	12.40%	11.50%
\$50,000 — \$74,999	10.30%	15.20%	16.00%	17.70%	17.60%
\$75,000 — \$99,999	15.30%	11.60%	13.40%	12.90%	13.20%
\$100,000 — \$124,999	12.30%	9.40%	10.20%	9.50%	10.20%
\$125,000 — \$149,999	14.00%	8.80%	8.30%	6.60%	7.30%
\$150,000+	37.60%	35.00%	28.30%	16.40%	19.40%

BUSINESSES

Total Businesses	475	3,246	6,912	22,877	12,251
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RACE/ETHNICITY

White/Caucasian	56.10%	52.00%	50.00%	47.80%	48.50%
Black/African American	15.40%	15.80%	16.60%	22.00%	18.70%
Asian/Pacific Islander	6.60%	6.00%	5.20%	3.70%	4.30%
Hispanic/Latino	18.00%	21.90%	23.70%	22.50%	24.20%
Other	3.80%	4.40%	4.60%	4.00%	4.20%

Source: Creditintell, 2024