Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
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
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: Creditntell, 2024