

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	8,032	36,432	68,529	127,132	134,105
Total Daytime Population	18,187	27,114	53,886	94,809	98,839

TOTAL HOUSEHOLD INCOME

Total Households	2,669	12,088	23,965	45,047	47,974
Median Household Income	\$102,654	\$96,500	\$102,560	\$112,521	\$108,552
Average Household Income	\$115,095	\$110,956	\$118,770	\$138,147	\$135,014
Under \$15,000	2.40%	2.30%	3.20%	3.30%	3.40%
\$15,000 — \$34,999	6.00%	7.70%	7.70%	7.20%	7.60%
\$35,000 — \$49,999	8.50%	9.80%	10.40%	9.30%	9.70%
\$50,000 — \$74,999	15.80%	15.80%	14.30%	13.90%	14.00%
\$75,000 — \$99,999	14.10%	16.00%	17.40%	15.00%	14.60%
\$100,000 — \$124,999	13.30%	13.40%	13.50%	12.10%	11.90%
\$125,000 — \$149,999	9.50%	9.40%	9.20%	9.10%	9.10%
\$150,000+	30.50%	25.60%	24.40%	30.10%	29.70%

BUSINESSES

Total Businesses	335	292	750	1,599	1,703
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RACE/ETHNICITY

White/Caucasian	88.30%	86.40%	85.10%	85.30%	84.90%
Black/African American	4.00%	3.70%	4.90%	4.90%	5.30%
Asian/Pacific Islander	0.80%	0.80%	1.30%	1.70%	1.70%
Hispanic/Latino	5.20%	6.80%	5.80%	5.40%	5.40%
Other	1.70%	2.30%	2.90%	2.70%	2.70%

Source: Creditintell, 2025