

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	28,788	115,807	261,898	849,718	125,450
Total Daytime Population	20,878	144,235	317,758	1,295,021	151,163

TOTAL HOUSEHOLD INCOME

Total Households	11,851	47,708	103,486	385,820	51,574
Median Household Income	\$105,549	\$100,280	\$101,071	\$110,738	\$102,016
Average Household Income	\$126,220	\$124,538	\$129,494	\$148,165	\$126,123
Under \$15,000	5.40%	5.90%	6.30%	5.90%	5.60%
\$15,000 — \$34,999	10.70%	11.10%	10.70%	9.60%	10.90%
\$35,000 — \$49,999	7.00%	7.80%	8.00%	7.50%	7.90%
\$50,000 — \$74,999	13.80%	13.60%	13.70%	13.50%	13.80%
\$75,000 — \$99,999	14.00%	12.00%	11.70%	11.20%	12.20%
\$100,000 — \$124,999	11.80%	10.80%	10.50%	10.20%	10.90%
\$125,000 — \$149,999	8.50%	8.80%	8.50%	8.40%	8.80%
\$150,000+	28.90%	30.10%	30.60%	33.60%	30.00%

BUSINESSES

Total Businesses	568	3,095	7,446	33,985	3,301
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RACE/ETHNICITY

White/Caucasian	51.50%	54.00%	47.60%	55.60%	54.40%
Black/African American	9.40%	8.60%	12.10%	9.30%	8.50%
Asian/Pacific Islander	14.20%	13.40%	19.50%	17.60%	13.20%
Hispanic/Latino	14.90%	16.50%	13.40%	10.30%	16.40%
Other	10.10%	7.60%	7.40%	7.10%	7.50%

Source: Creditintell, 2024