

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	5,508	57,799	164,148	569,622	144,813
Total Daytime Population	3,110	53,303	140,886	615,690	126,058

TOTAL HOUSEHOLD INCOME

Total Households	2,342	21,916	59,342	207,474	52,506
Median Household Income	\$90,429	\$105,772	\$107,559	\$109,050	\$107,195
Average Household Income	\$102,369	\$127,343	\$129,296	\$134,250	\$129,304
Under \$15,000	8.80%	3.20%	4.60%	5.10%	4.80%
\$15,000 — \$34,999	5.60%	9.20%	9.30%	9.40%	9.00%
\$35,000 — \$49,999	11.50%	9.90%	7.90%	8.40%	8.30%
\$50,000 — \$74,999	15.70%	15.50%	14.20%	13.80%	14.40%
\$75,000 — \$99,999	14.00%	13.90%	14.10%	13.00%	14.10%
\$100,000 — \$124,999	16.40%	12.50%	13.10%	11.10%	12.60%
\$125,000 — \$149,999	10.00%	9.30%	9.60%	9.20%	9.60%
\$150,000+	18.00%	26.60%	27.20%	30.10%	27.30%

BUSINESSES

Total Businesses	113	1,768	3,974	18,999	3,616
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RACE/ETHNICITY

White/Caucasian	74.70%	74.00%	74.40%	70.10%	74.40%
Black/African American	7.50%	7.50%	8.70%	11.30%	8.60%
Asian/Pacific Islander	3.40%	4.20%	4.00%	4.70%	3.80%
Hispanic/Latino	8.20%	10.90%	9.60%	10.60%	10.00%
Other	6.20%	3.50%	3.30%	3.30%	3.20%

Source: Creditintell, 2025