

DISCOVER

Your Demographic Playbook

| Category | 3-Mile Radius | 5-Mile Radius | 10-Mile Radius | 5-Minute Drive Time | 10-Minute Drive Time | 15-Minute Drive Time |
|-----------------------------------|---------------|---------------|----------------|---------------------|----------------------|----------------------|
| Current Year Estimated Population | 8,646 | 11,562 | 15,967 | 2,708 | 11,777 | 21,636 |
| Number of Households | 3,350 | 4,500 | 6,127 | 997 | 4,586 | 8,027 |
| Projected Annual Growth (5 YR) | 1.40% | 1.42% | 1.75% | 1.18% | 1.48% | 1.66% |
| Median HH Income 2020 | \$43,214 | \$44,575 | \$47,298 | \$48,322 | \$44,695 | \$44,372 |
| Current Year Average Age | 38.3 | 38.9 | 39.3 | 39.1 | 39 | 38.4 |
| Average Home Value | \$142,182 | \$156,192 | \$173,138 | \$131,771 | \$159,328 | \$168,729 |
| Current Year % Bachelor's Degree | 6% | 7% | 8% | 6% | 8% | 8% |
| Daytime Population | 13,748 | 15,862 | 18,774 | 7,016 | 15,579 | 26,850 |
| Labor Force | 6,693 | 9,015 | 12,512 | 2,124 | 9,189 | 16,783 |