

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	15,798	42,141	71,573	122,019	121,694
Total Daytime Population	15,095	81,301	117,621	169,866	168,253
TOTAL HOUSEHOLD INCOME					
Total Households	5,273	17,772	29,432	47,118	47,105
Median Household Income	\$112,618	\$115,187	\$113,957	\$108,745	\$111,021
Average Household Income	\$138,122	\$153,307	\$150,080	\$144,414	\$147,268
Under \$15,000	5.2%	4.6%	4.3%	4.8%	4.7%
\$15,000 - \$34,999	8.2%	8.2%	9.9%	10.9%	10.9%
\$35,000 - \$49,999	5.6%	7.6%	8.1%	8.5%	8.5%
\$50,000 - \$74,999	12.6%	13.3%	12.9%	12.6%	12.6%
\$75,000 - \$99,999	12.7%	13.3%	13.3%	14.0%	13.8%
\$100,000 - \$124,999	9.9%	10.0%	9.9%	9.8%	9.7%
\$125,000 - \$149,999	11.8%	9.3%	8.9%	8.6%	8.6%
\$150,000+	34.0%	33.9%	32.9%	30.9%	31.2%
BUSINESSES					
Total Businesses	537	3,059	4,910	6,578	6,583
RACE/ETHNICITY					
White/Caucasian	68.2%	70.4%	62.4%	53.9%	53.7%
Black/African American	2.8%	2.1%	2.0%	3.6%	3.6%
Asian/Pacific Islander	7.0%	7.8%	7.5%	9.4%	9.5%
Hispanic/Latino	15.3%	13.6%	22.2%	25.5%	25.6%
Other	6.6%	6.1%	6.0%	7.5%	7.6%