

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	9,448	58,838	143,051	495,906	497,148
Total Daytime Population	11,784	71,005	151,820	570,649	623,763
TOTAL HOUSEHOLD INCOME					
Total Households	3,210	19,751	51,119	171,328	171,895
Median Household Income	\$116,963	\$141,803	\$141,552	\$135,809	\$136,309
Average Household Income	\$128,376	\$169,292	\$172,770	\$168,615	\$169,547
Under \$15,000	4.0%	3.0%	2.9%	3.9%	3.8%
\$15,000 - \$34,999	3.2%	5.7%	5.7%	6.8%	6.7%
\$35,000 - \$49,999	8.9%	5.2%	4.9%	5.2%	5.1%
\$50,000 - \$74,999	12.8%	10.2%	10.1%	10.5%	10.4%
\$75,000 - \$99,999	11.4%	9.7%	10.5%	10.1%	10.0%
\$100,000 - \$124,999	11.4%	11.0%	11.5%	10.7%	10.8%
\$125,000 - \$149,999	10.8%	9.8%	8.9%	8.9%	9.0%
\$150,000+	37.6%	45.5%	45.6%	44.0%	44.2%
BUSINESSES					
Total Businesses	386	2,376	4,921	16,181	18,354
RACE/ETHNICITY					
White/Caucasian	47.6%	53.1%	52.7%	50.7%	50.6%
Black/African American	2.5%	2.1%	2.3%	2.3%	2.3%
Asian/Pacific Islander	15.4%	21.3%	24.3%	25.0%	25.2%
Hispanic/Latino	25.7%	16.0%	13.4%	14.7%	14.7%
Other	8.8%	7.5%	7.3%	7.3%	7.3%