

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	2,849	45,103	93,995	234,200	361,775
Total Daytime Population	3,188	44,247	78,000	223,036	341,979
TOTAL HOUSEHOLD INCOME					
Total Households	1,012	16,093	33,430	86,042	134,735
Median Household Income	\$99,295	\$96,166	\$98,473	\$100,118	\$99,793
Average Household Income	\$129,001	\$110,725	\$112,884	\$118,264	\$118,354
Under \$15,000	1.2%	4.2%	5.0%	4.8%	5.2%
\$15,000 - \$34,999	6.3%	9.4%	8.7%	9.1%	9.4%
\$35,000 - \$49,999	4.0%	8.8%	8.9%	7.7%	8.2%
\$50,000 - \$74,999	17.7%	16.3%	15.1%	15.0%	15.0%
\$75,000 - \$99,999	21.5%	16.4%	15.0%	14.3%	14.1%
\$100,000 - \$124,999	14.5%	13.8%	13.7%	13.8%	13.0%
\$125,000 - \$149,999	5.9%	8.6%	9.9%	9.6%	9.6%
\$150,000+	28.9%	22.6%	23.7%	25.8%	25.5%
BUSINESSES					
Total Businesses	101	1,400	2,530	7,137	10,442
RACE/ETHNICITY					
White/Caucasian	72.6%	66.3%	67.6%	72.2%	70.9%
Black/African American	1.5%	1.5%	1.8%	1.9%	2.4%
Asian/Pacific Islander	3.5%	6.3%	6.0%	4.9%	5.9%
Hispanic/Latino	9.9%	15.5%	13.9%	11.3%	11.8%
Other	12.4%	10.4%	10.6%	9.7%	9.0%