

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	8,561	77,524	139,777	264,608	350,223
Total Daytime Population	13,399	132,838	188,325	290,350	361,764
TOTAL HOUSEHOLD INCOME					
Total Households	4,162	35,277	62,916	114,866	149,512
Median Household Income	\$71,301	\$59,090	\$67,333	\$75,558	\$76,322
Average Household Income	\$89,195	\$77,678	\$87,581	\$96,657	\$97,344
Under \$15,000	11.1%	13.5%	10.7%	8.4%	8.4%
\$15,000 - \$34,999	10.6%	18.4%	16.2%	14.0%	13.6%
\$35,000 - \$49,999	9.8%	13.4%	12.3%	10.9%	10.8%
\$50,000 - \$74,999	23.7%	19.6%	19.0%	18.9%	18.6%
\$75,000 - \$99,999	19.5%	11.8%	12.2%	12.6%	13.1%
\$100,000 - \$124,999	6.6%	7.5%	9.6%	10.5%	10.6%
\$125,000 - \$149,999	9.2%	5.7%	6.5%	7.3%	7.6%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	850	5,148	7,378	10,202	12,204
RACE/ETHNICITY					
White/Caucasian	74.1%	63.8%	70.3%	74.7%	75.8%
Black/African American	9.2%	22.6%	15.6%	12.3%	11.2%
Asian/Pacific Islander	2.9%	1.5%	1.4%	1.4%	1.2%
Hispanic/Latino	9.8%	7.9%	8.3%	7.0%	7.1%
Other	3.9%	4.2%	4.5%	4.6%	4.7%