

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	10,280	54,559	115,790	252,580	284,472
Total Daytime Population	13,032	58,872	114,289	267,399	334,104
TOTAL HOUSEHOLD INCOME					
Total Households	4,039	20,345	44,588	96,768	108,507
Median Household Income	\$72,786	\$86,211	\$87,435	\$90,363	\$90,821
Average Household Income	\$80,707	\$99,254	\$100,803	\$106,593	\$108,068
Under \$15,000	5.5%	6.2%	6.7%	6.4%	6.1%
\$15,000 - \$34,999	10.9%	10.3%	11.4%	10.8%	10.2%
\$35,000 - \$49,999	9.6%	9.6%	9.1%	9.0%	9.0%
\$50,000 - \$74,999	25.3%	17.5%	16.8%	17.0%	17.0%
\$75,000 - \$99,999	17.8%	15.6%	14.6%	14.0%	14.4%
\$100,000 - \$124,999	11.4%	12.9%	12.6%	13.1%	13.2%
\$125,000 - \$149,999	6.9%	8.4%	8.9%	9.4%	9.1%
\$150,000+	12.5%	19.6%	19.9%	20.3%	21.0%
BUSINESSES					
Total Businesses	429	1,742	3,546	8,147	8,667
RACE/ETHNICITY					
White/Caucasian	51.5%	60.1%	64.0%	66.9%	67.2%
Black/African American	5.8%	4.9%	4.6%	4.4%	4.4%
Asian/Pacific Islander	8.2%	10.9%	8.6%	7.0%	6.7%
Hispanic/Latino	21.5%	12.0%	11.4%	11.2%	11.1%
Other	12.9%	12.1%	11.3%	10.5%	10.5%