

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	8,253	89,456	205,186	566,635	305,842
Total Daytime Population	4,930	65,260	189,228	580,608	271,925
TOTAL HOUSEHOLD INCOME					
Total Households	2,596	30,556	76,076	215,735	113,193
Median Household Income	\$103,729	\$92,705	\$88,643	\$92,380	\$94,287
Average Household Income	\$117,165	\$108,199	\$106,661	\$111,418	\$114,047
Under \$15,000	1.2%	3.4%	5.2%	5.8%	5.2%
\$15,000 - \$34,999	7.0%	10.2%	10.6%	10.7%	10.0%
\$35,000 - \$49,999	8.9%	9.4%	9.2%	9.4%	9.0%
\$50,000 - \$74,999	15.2%	16.8%	18.7%	16.7%	17.4%
\$75,000 - \$99,999	18.0%	17.2%	16.5%	14.7%	15.5%
\$100,000 - \$124,999	15.8%	12.4%	11.9%	11.7%	11.8%
\$125,000 - \$149,999	14.5%	9.7%	8.4%	8.9%	9.0%
\$150,000+	19.4%	21.0%	19.4%	22.1%	22.1%
BUSINESSES					
Total Businesses	201	1,818	6,269	19,921	8,580
RACE/ETHNICITY					
White/Caucasian	67.9%	69.0%	69.4%	70.0%	70.2%
Black/African American	2.6%	2.4%	2.4%	3.6%	2.4%
Asian/Pacific Islander	8.4%	6.4%	6.3%	5.8%	6.2%
Hispanic/Latino	10.8%	12.6%	12.8%	12.2%	12.8%
Other	10.4%	9.6%	9.1%	8.3%	8.5%