

| FULL YEAR 2024 | 1 MILE RADIUS | 3 MILE RADIUS | 5 MILE RADIUS | 10 MILE RADIUS | 70% TRUE TRADE AREA |
|--------------------------|---------------|---------------|---------------|----------------|---------------------|
| TOTAL POPULATION | | | | | |
| Total Population | 14,388 | 86,501 | 173,152 | 478,475 | 216,177 |
| Total Daytime Population | 15,535 | 105,090 | 175,553 | 468,857 | 208,833 |
| TOTAL HOUSEHOLD INCOME | | | | | |
| Total Households | 4,846 | 31,087 | 63,695 | 179,044 | 78,912 |
| Median Household Income | \$94,857 | \$103,121 | \$99,543 | \$106,354 | \$100,995 |
| Average Household Income | \$106,971 | \$123,090 | \$118,576 | \$129,170 | \$120,122 |
| Under \$15,000 | 3.6% | 3.8% | 3.4% | 4.2% | 3.6% |
| \$15,000 - \$34,999 | 5.3% | 7.8% | 8.3% | 9.0% | 8.9% |
| \$35,000 - \$49,999 | 14.8% | 8.2% | 8.8% | 8.0% | 8.5% |
| \$50,000 - \$74,999 | 21.0% | 15.7% | 16.3% | 14.3% | 16.4% |
| \$75,000 - \$99,999 | 18.3% | 13.7% | 14.6% | 13.5% | 14.6% |
| \$100,000 - \$124,999 | 11.9% | 12.2% | 12.3% | 11.4% | 11.8% |
| \$125,000 - \$149,999 | 6.2% | 10.5% | 9.7% | 9.2% | 9.4% |
| \$150,000+ | 18.9% | 28.2% | 26.6% | 30.5% | 26.7% |
| BUSINESSES | | | | | |
| Total Businesses | 328 | 3,304 | 5,337 | 15,223 | 6,604 |
| RACE/ETHNICITY | | | | | |
| White/Caucasian | 52.6% | 55.7% | 55.0% | 58.6% | 54.3% |
| Black/African American | 0.6% | 2.0% | 2.8% | 2.4% | 2.7% |
| Asian/Pacific Islander | 3.0% | 9.8% | 11.3% | 13.1% | 12.2% |
| Hispanic/Latino | 38.8% | 25.4% | 23.6% | 18.8% | 23.8% |
| Other | 5.0% | 7.0% | 7.3% | 7.2% | 7.1% |