

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	18,979	103,236	237,849	782,482	300,320
Total Daytime Population	15,463	121,359	290,013	951,282	362,511
TOTAL HOUSEHOLD INCOME					
Total Households	8,662	42,110	93,181	320,936	117,754
Median Household Income	\$73,228	\$98,628	\$109,816	\$107,883	\$109,733
Average Household Income	\$95,445	\$115,757	\$134,504	\$138,201	\$138,303
Under \$15,000	8.2%	6.0%	5.3%	5.7%	5.2%
\$15,000 - \$34,999	18.0%	11.2%	9.2%	9.6%	9.6%
\$35,000 - \$49,999	11.2%	7.9%	7.3%	8.0%	7.4%
\$50,000 - \$74,999	18.4%	15.5%	13.3%	13.6%	13.1%
\$75,000 - \$99,999	13.1%	12.2%	12.0%	12.2%	12.3%
\$100,000 - \$124,999	7.9%	11.5%	12.1%	10.9%	11.5%
\$125,000 - \$149,999	5.5%	8.7%	9.0%	8.7%	8.8%
\$150,000+	17.8%	26.9%	31.8%	31.3%	32.1%
BUSINESSES					
Total Businesses	376	5,626	10,582	36,640	13,211
RACE/ETHNICITY					
White/Caucasian	73.6%	68.3%	70.4%	69.7%	69.9%
Black/African American	2.4%	1.9%	1.8%	2.1%	1.7%
Asian/Pacific Islander	7.7%	8.5%	8.0%	8.4%	7.9%
Hispanic/Latino	10.3%	13.5%	11.9%	12.2%	12.7%
Other	6.0%	7.8%	7.9%	7.6%	7.8%