

| FULL YEAR 2024 | 1 MILE RADIUS | 3 MILE RADIUS | 5 MILE RADIUS | 10 MILE RADIUS | 70% TRUE TRADE AREA |
|--------------------------|---------------|---------------|---------------|----------------|---------------------|
| TOTAL POPULATION | | | | | |
| Total Population | 8,100 | 70,200 | 171,800 | 242,800 | 305,798 |
| Total Daytime Population | 13,900 | 98,100 | 205,000 | 269,300 | 312,637 |
| TOTAL HOUSEHOLD INCOME | | | | | |
| Total Households | 3,700 | 29,200 | 69,900 | 97,200 | 116,876 |
| Median Household Income | \$52,600 | \$85,100 | \$86,100 | \$92,800 | \$90,847 |
| Average Household Income | \$65,000 | \$98,000 | \$100,900 | \$110,200 | \$107,893 |
| Under \$15,000 | 13.5% | 6.9% | 6.7% | 6.1% | 6.2% |
| \$15,000 - \$34,999 | 20.7% | 12.8% | 11.5% | 10.4% | 10.7% |
| \$35,000 - \$49,999 | 15.2% | 10.9% | 9.5% | 8.7% | 8.8% |
| \$50,000 - \$74,999 | 20.1% | 14.9% | 17.4% | 16.5% | 16.6% |
| \$75,000 - \$99,999 | 12.8% | 14.8% | 14.5% | 13.7% | 14.3% |
| \$100,000 - \$124,999 | 6.6% | 13.3% | 12.8% | 13.2% | 13.0% |
| \$125,000 - \$149,999 | 4.3% | 9.7% | 9.1% | 9.5% | 9.2% |
| \$150,000+ | 6.9% | 16.8% | 18.4% | 21.8% | 21.3% |
| BUSINESSES | | | | | |
| Total Businesses | 886 | 3,800 | 7,100 | 8,300 | 9,067 |
| RACE/ETHNICITY | | | | | |
| White/Caucasian | 63.2% | 70.2% | 67.5% | 69.1% | 10.5% |
| Black/African American | 4.6% | 3.7% | 3.9% | 3.6% | 3.9% |
| Asian/Pacific Islander | 6.1% | 6.6% | 7.4% | 7.0% | 6.2% |
| Hispanic/Latino | 16.2% | 9.8% | 10.6% | 10.1% | 10.5% |
| Other | 10.0% | 9.7% | 10.6% | 10.3% | 68.9% |