

| FULL YEAR 2024 | 1 MILE RADIUS | 3 MILE RADIUS | 5 MILE RADIUS | 10 MILE RADIUS | 70% TRUE TRADE AREA |
|--------------------------|---------------|---------------|---------------|----------------|---------------------|
| TOTAL POPULATION | | | | | |
| Total Population | 11,388 | 79,898 | 143,343 | 356,704 | 182,091 |
| Total Daytime Population | 13,040 | 90,865 | 168,409 | 409,928 | 206,795 |
| TOTAL HOUSEHOLD INCOME | | | | | |
| Total Households | 3,623 | 29,121 | 52,874 | 127,036 | 66,184 |
| Median Household Income | \$127,760 | \$118,625 | \$133,535 | \$131,824 | \$135,684 |
| Average Household Income | \$147,747 | \$147,770 | \$168,831 | \$171,661 | \$171,810 |
| Under \$15,000 | 5.2% | 6.7% | 5.7% | 4.7% | 5.2% |
| \$15,000 - \$34,999 | 6.4% | 8.1% | 6.8% | 7.2% | 6.6% |
| \$35,000 - \$49,999 | 7.7% | 7.0% | 6.2% | 6.2% | 6.3% |
| \$50,000 - \$74,999 | 11.9% | 11.4% | 10.2% | 10.3% | 9.9% |
| \$75,000 - \$99,999 | 11.7% | 11.3% | 10.3% | 10.9% | 10.3% |
| \$100,000 - \$124,999 | 11.1% | 9.7% | 9.0% | 9.7% | 9.2% |
| \$125,000 - \$149,999 | 9.4% | 8.7% | 8.4% | 8.8% | 8.5% |
| \$150,000+ | 36.6% | 37.3% | 43.5% | 42.3% | 43.9% |
| BUSINESSES | | | | | |
| Total Businesses | 678 | 3,852 | 8,375 | 17,386 | 10,048 |
| RACE/ETHNICITY | | | | | |
| White/Caucasian | 62.4% | 60.6% | 64.1% | 60.5% | 63.2% |
| Black/African American | 1.5% | 1.9% | 1.6% | 1.6% | 1.6% |
| Asian/Pacific Islander | 4.7% | 8.4% | 9.4% | 9.8% | 9.2% |
| Hispanic/Latino | 26.2% | 24.0% | 19.4% | 22.8% | 20.5% |
| Other | 5.3% | 5.2% | 5.5% | 5.4% | 5.6% |