

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	8,845	65,586	187,180	886,814	289,760
Total Daytime Population	8,575	66,080	181,416	837,457	308,920
TOTAL HOUSEHOLD INCOME					
Total Households	3,270	25,034	70,469	345,175	107,591
Median Household Income	\$116,139	\$104,537	\$90,914	\$90,929	\$84,749
Average Household Income	\$137,783	\$130,461	\$111,881	\$111,555	\$104,540
Under \$15,000	5.6%	5.0%	5.8%	6.7%	6.6%
\$15,000 - \$34,999	4.5%	6.8%	9.8%	11.5%	11.4%
\$35,000 - \$49,999	4.9%	8.0%	9.9%	10.1%	10.1%
\$50,000 - \$74,999	13.4%	15.8%	18.0%	16.8%	18.2%
\$75,000 - \$99,999	11.4%	14.8%	14.7%	13.9%	14.9%
\$100,000 - \$124,999	14.4%	10.6%	11.2%	11.0%	11.4%
\$125,000 - \$149,999	13.1%	9.5%	7.9%	8.5%	7.5%
\$150,000+	32.8%	29.6%	22.7%	21.6%	19.8%
BUSINESSES					
Total Businesses	246	1,883	5,363	29,359	9,970
RACE/ETHNICITY					
White/Caucasian	63.1%	68.3%	64.3%	66.4%	63.4%
Black/African American	2.1%	1.9%	4.3%	4.5%	4.5%
Asian/Pacific Islander	21.0%	10.4%	8.5%	7.2%	8.0%
Hispanic/Latino	6.6%	10.7%	14.3%	13.6%	15.3%
Other	7.2%	8.6%	8.7%	8.3%	8.8%