

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	17,938	95,153	202,787	313,595	299,033
Total Daytime Population	11,858	89,161	227,836	351,391	335,281
TOTAL HOUSEHOLD INCOME					
Total Households	5,529	33,186	74,677	117,854	111,974
Median Household Income	\$72,697	\$83,778	\$96,824	\$103,163	\$102,549
Average Household Income	\$87,529	\$105,051	\$118,770	\$127,371	\$126,375
Under \$15,000	10.4%	7.0%	6.7%	6.2%	6.2%
\$15,000 - \$34,999	16.4%	11.4%	9.4%	9.2%	9.2%
\$35,000 - \$49,999	8.6%	9.8%	8.9%	8.8%	8.7%
\$50,000 - \$74,999	19.9%	18.1%	15.7%	14.3%	14.4%
\$75,000 - \$99,999	12.9%	14.3%	13.7%	13.1%	13.1%
\$100,000 - \$124,999	12.1%	11.5%	11.9%	11.4%	11.6%
\$125,000 - \$149,999	4.5%	7.4%	8.4%	8.7%	8.8%
\$150,000+	15.3%	20.4%	25.3%	28.4%	27.9%
BUSINESSES					
Total Businesses	518	4,742	8,808	13,583	12,857
RACE/ETHNICITY					
White/Caucasian	24.0%	41.9%	50.4%	56.0%	55.4%
Black/African American	2.2%	1.9%	2.1%	1.8%	1.8%
Asian/Pacific Islander	4.9%	5.6%	5.8%	5.5%	5.6%
Hispanic/Latino	65.0%	44.8%	35.8%	30.7%	31.1%
Other	3.9%	5.8%	6.0%	6.1%	6.1%