

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	23,200	137,500	276,500	623,900	525,851
Total Daytime Population	30,700	153,400	254,100	594,500	516,274
TOTAL HOUSEHOLD INCOME					
Total Households	8,900	51,900	104,000	236,200	197,711
Median Household Income	\$76,700	\$91,400	\$109,100	\$115,700	\$114,678
Average Household Income	\$92,100	\$110,700	\$129,200	\$139,100	\$137,046
Under \$15,000	5.9%	6.2%	5.2%	4.8%	5.0%
\$15,000 - \$34,999	12.2%	10.8%	8.5%	8.0%	8.3%
\$35,000 - \$49,999	9.0%	10.1%	8.4%	7.1%	7.3%
\$50,000 - \$74,999	25.8%	17.2%	14.3%	13.9%	13.7%
\$75,000 - \$99,999	15.2%	14.6%	13.1%	12.4%	12.6%
\$100,000 - \$124,999	12.7%	11.4%	11.9%	11.2%	11.3%
\$125,000 - \$149,999	6.9%	9.4%	10.1%	10.0%	9.8%
\$150,000+	12.4%	20.4%	28.5%	32.5%	32.0%
BUSINESSES					
Total Businesses	530	3,700	6,700	17,600	15,020
RACE/ETHNICITY					
White/Caucasian	47.5%	52.4%	55.5%	60.7%	8.3%
Black/African American	9.4%	6.9%	5.5%	4.1%	4.5%
Asian/Pacific Islander	11.5%	15.7%	17.0%	15.6%	16.5%
Hispanic/Latino	23.9%	16.7%	13.4%	11.4%	11.9%
Other	7.6%	8.3%	8.6%	8.3%	58.9%