

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	12,492	53,646	123,584	372,014	207,347
Total Daytime Population	8,132	37,283	125,556	347,176	200,981
TOTAL HOUSEHOLD INCOME					
Total Households	4,405	18,035	44,960	136,057	76,591
Median Household Income	\$114,203	\$118,124	\$103,206	\$106,166	\$102,203
Average Household Income	\$132,294	\$134,775	\$119,080	\$124,387	\$117,205
Under \$15,000	2.1%	1.9%	5.1%	5.1%	5.4%
\$15,000 - \$34,999	7.5%	5.0%	8.7%	8.4%	8.6%
\$35,000 - \$49,999	4.5%	4.7%	6.9%	7.9%	7.7%
\$50,000 - \$74,999	15.7%	13.4%	15.3%	15.1%	15.2%
\$75,000 - \$99,999	13.9%	13.6%	13.3%	13.6%	13.2%
\$100,000 - \$124,999	16.5%	15.8%	13.5%	12.5%	13.0%
\$125,000 - \$149,999	11.2%	12.8%	10.5%	10.0%	10.4%
\$150,000+	28.7%	32.9%	26.7%	27.5%	26.4%
BUSINESSES					
Total Businesses	303	808	4,067	9,931	6,594
RACE/ETHNICITY					
White/Caucasian	69.4%	72.7%	71.9%	67.1%	70.7%
Black/African American	2.0%	2.2%	2.5%	3.2%	2.7%
Asian/Pacific Islander	5.7%	6.0%	5.7%	8.3%	5.9%
Hispanic/Latino	14.7%	10.8%	11.2%	12.5%	11.9%
Other	8.2%	8.4%	8.8%	8.9%	8.8%