

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	15,273	152,293	316,552	814,532	425,196
Total Daytime Population	13,787	182,775	363,040	916,778	482,251
TOTAL HOUSEHOLD INCOME					
Total Households	6,024	59,375	119,620	300,502	161,181
Median Household Income	\$103,535	\$122,491	\$130,868	\$138,547	\$134,461
Average Household Income	\$136,070	\$150,180	\$165,484	\$180,966	\$174,618
Under \$15,000	9.3%	5.3%	4.8%	5.3%	4.9%
\$15,000 - \$34,999	11.1%	9.1%	7.5%	7.0%	7.0%
\$35,000 - \$49,999	6.7%	6.6%	6.2%	5.3%	5.9%
\$50,000 - \$74,999	12.4%	11.2%	10.2%	9.4%	9.9%
\$75,000 - \$99,999	11.8%	10.1%	10.6%	9.3%	10.4%
\$100,000 - \$124,999	9.0%	10.1%	10.6%	10.3%	10.4%
\$125,000 - \$149,999	12.0%	9.0%	8.9%	8.6%	8.9%
\$150,000+	27.8%	38.6%	41.3%	44.8%	42.7%
BUSINESSES					
Total Businesses	463	7,022	14,815	33,949	21,517
RACE/ETHNICITY					
White/Caucasian	49.4%	58.1%	59.3%	54.2%	59.6%
Black/African American	1.6%	1.6%	1.3%	1.5%	1.4%
Asian/Pacific Islander	12.9%	15.6%	13.8%	21.4%	13.4%
Hispanic/Latino	28.7%	18.4%	19.6%	16.9%	19.8%
Other	7.5%	6.2%	5.9%	6.1%	5.8%