

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	14,753	111,627	247,107	808,106	290,057
Total Daytime Population	12,180	133,290	308,037	980,082	349,892
TOTAL HOUSEHOLD INCOME					
Total Households	7,140	45,397	96,993	333,062	113,998
Median Household Income	\$66,421	\$98,546	\$109,881	\$107,203	\$110,659
Average Household Income	\$85,609	\$117,338	\$134,911	\$137,377	\$139,605
Under \$15,000	9.4%	6.4%	5.2%	5.9%	5.3%
\$15,000 - \$34,999	20.0%	11.3%	9.2%	9.6%	9.3%
\$35,000 - \$49,999	12.1%	7.9%	7.3%	8.1%	7.2%
\$50,000 - \$74,999	19.6%	15.0%	13.4%	13.6%	13.1%
\$75,000 - \$99,999	12.6%	11.9%	11.9%	12.2%	12.2%
\$100,000 - \$124,999	8.3%	12.0%	12.1%	10.8%	11.7%
\$125,000 - \$149,999	4.5%	8.8%	9.0%	8.7%	8.7%
\$150,000+	13.5%	26.8%	32.0%	31.1%	32.5%
BUSINESSES					
Total Businesses	356	6,520	11,371	37,825	12,876
RACE/ETHNICITY					
White/Caucasian	75.1%	67.5%	70.4%	69.8%	70.8%
Black/African American	2.0%	1.9%	1.8%	2.1%	1.7%
Asian/Pacific Islander	7.9%	8.6%	7.8%	8.3%	7.7%
Hispanic/Latino	9.8%	14.3%	12.1%	12.1%	12.1%
Other	5.2%	7.8%	7.8%	7.6%	7.7%