

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	10,917	94,715	207,295	630,638	519,840
Total Daytime Population	10,030	158,419	251,146	653,941	582,627
TOTAL HOUSEHOLD INCOME					
Total Households	3,981	28,705	69,603	233,626	186,933
Median Household Income	\$67,546	\$80,615	\$84,758	\$85,972	\$86,535
Average Household Income	\$91,005	\$99,570	\$102,573	\$105,992	\$104,802
Under \$15,000	10.0%	7.8%	7.9%	7.2%	7.0%
\$15,000 - \$34,999	20.8%	14.1%	12.7%	13.0%	12.7%
\$35,000 - \$49,999	12.8%	10.7%	10.1%	10.6%	10.3%
\$50,000 - \$74,999	16.0%	16.4%	16.5%	17.0%	16.8%
\$75,000 - \$99,999	9.1%	12.9%	14.4%	14.3%	14.5%
\$100,000 - \$124,999	8.8%	11.2%	10.4%	10.8%	11.0%
\$125,000 - \$149,999	5.7%	8.4%	8.5%	8.1%	8.3%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	215	1,863	5,095	18,125	13,020
RACE/ETHNICITY					
White/Caucasian	62.7%	54.0%	50.8%	49.0%	49.4%
Black/African American	6.8%	8.6%	8.5%	8.0%	8.0%
Asian/Pacific Islander	6.1%	6.2%	6.0%	5.2%	5.6%
Hispanic/Latino	19.7%	26.7%	30.1%	33.4%	32.5%
Other	4.7%	4.5%	4.6%	4.4%	4.5%