

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	17,248	141,489	331,047	1,021,024	150,959
Total Daytime Population	11,506	135,800	312,138	1,109,580	131,131
TOTAL HOUSEHOLD INCOME					
Total Households	7,249	56,855	134,772	416,433	61,882
Median Household Income	\$101,266	\$114,699	\$116,880	\$128,289	\$111,693
Average Household Income	\$122,696	\$137,453	\$147,150	\$164,189	\$136,325
Under \$15,000	5.3%	4.6%	5.1%	4.9%	5.5%
\$15,000 - \$34,999	7.9%	9.3%	9.1%	7.6%	10.1%
\$35,000 - \$49,999	6.6%	7.2%	6.8%	6.0%	7.6%
\$50,000 - \$74,999	17.0%	14.5%	13.6%	12.2%	14.2%
\$75,000 - \$99,999	14.5%	12.7%	12.3%	11.1%	12.4%
\$100,000 - \$124,999	12.1%	9.9%	9.9%	10.1%	10.3%
\$125,000 - \$149,999	8.4%	9.1%	8.8%	8.8%	7.8%
\$150,000+	28.2%	32.7%	34.4%	39.4%	32.1%
BUSINESSES					
Total Businesses	421	4,171	10,167	35,237	4,051
RACE/ETHNICITY					
White/Caucasian	65.4%	62.8%	62.9%	62.6%	62.1%
Black/African American	4.6%	5.4%	5.3%	3.8%	6.1%
Asian/Pacific Islander	11.6%	13.7%	14.6%	16.7%	14.3%
Hispanic/Latino	10.1%	9.6%	9.3%	8.8%	9.6%
Other	8.3%	8.4%	7.9%	8.1%	7.9%