

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	19,296	123,898	273,538	1,106,768	860,333
Total Daytime Population	35,270	236,964	422,844	1,690,948	1,281,324
TOTAL HOUSEHOLD INCOME					
Total Households	8,514	51,928	111,548	474,682	358,668
Median Household Income	\$123,310	\$149,279	\$156,292	\$139,083	\$144,129
Average Household Income	\$156,866	\$204,523	\$225,319	\$192,915	\$202,842
Under \$15,000	8.1%	4.7%	4.2%	5.5%	5.4%
\$15,000 - \$34,999	10.7%	6.3%	5.6%	7.4%	7.0%
\$35,000 - \$49,999	6.2%	4.4%	4.1%	5.3%	5.0%
\$50,000 - \$74,999	8.6%	7.8%	8.0%	10.1%	9.4%
\$75,000 - \$99,999	12.6%	8.6%	8.4%	9.5%	9.1%
\$100,000 - \$124,999	8.0%	9.0%	8.6%	9.0%	8.6%
\$125,000 - \$149,999	6.1%	9.7%	9.1%	8.2%	8.1%
\$150,000+	39.8%	49.5%	51.9%	45.2%	47.4%
BUSINESSES					
Total Businesses	1,743	8,167	13,577	54,329	41,152
RACE/ETHNICITY					
White/Caucasian	29.9%	44.1%	49.4%	54.4%	53.5%
Black/African American	2.6%	2.7%	2.1%	4.7%	4.1%
Asian/Pacific Islander	50.1%	39.6%	35.3%	25.8%	27.9%
Hispanic/Latino	12.7%	8.0%	7.1%	7.6%	7.2%
Other	4.7%	5.6%	6.1%	7.4%	7.3%