

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	7,082	55,615	205,362	1,348,988	1,816,271
Total Daytime Population	9,144	59,381	199,405	1,464,194	1,936,640
TOTAL HOUSEHOLD INCOME					
Total Households	2,213	17,769	65,680	417,935	557,393
Median Household Income	\$131,158	\$109,010	\$115,794	\$106,011	\$103,422
Average Household Income	\$174,664	\$139,264	\$142,837	\$128,952	\$125,062
Under \$15,000	3.1%	5.3%	5.7%	6.0%	6.0%
\$15,000 - \$34,999	8.7%	9.6%	8.8%	9.3%	9.8%
\$35,000 - \$49,999	4.5%	7.1%	6.9%	7.9%	8.2%
\$50,000 - \$74,999	12.3%	13.1%	12.7%	13.9%	14.3%
\$75,000 - \$99,999	7.6%	11.7%	11.9%	12.7%	12.8%
\$100,000 - \$124,999	12.0%	10.5%	10.0%	11.1%	11.1%
\$125,000 - \$149,999	10.7%	9.5%	9.3%	9.1%	9.2%
\$150,000+	41.2%	33.3%	34.7%	30.0%	28.8%
BUSINESSES					
Total Businesses	276	3,712	10,308	58,289	75,877
RACE/ETHNICITY					
White/Caucasian	11.5%	11.8%	16.0%	21.8%	21.7%
Black/African American	1.2%	2.0%	2.3%	2.6%	2.6%
Asian/Pacific Islander	69.9%	64.6%	51.5%	24.1%	22.0%
Hispanic/Latino	14.6%	18.5%	26.8%	48.1%	50.4%
Other	2.8%	3.1%	3.4%	3.3%	3.3%