

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	23,178	168,241	341,851	1,000,708	430,950
Total Daytime Population	17,050	122,583	271,903	1,118,715	346,800
TOTAL HOUSEHOLD INCOME					
Total Households	7,842	59,670	125,725	408,128	160,337
Median Household Income	\$64,747	\$70,476	\$77,205	\$92,049	\$80,839
Average Household Income	\$78,537	\$86,686	\$94,103	\$114,414	\$98,290
Under \$15,000	9.5%	10.7%	9.7%	8.3%	7.7%
\$15,000 - \$34,999	17.5%	18.5%	16.8%	13.6%	12.8%
\$35,000 - \$49,999	18.4%	15.8%	14.9%	12.3%	11.5%
\$50,000 - \$74,999	24.3%	20.1%	19.9%	18.3%	17.7%
\$75,000 - \$99,999	14.0%	13.6%	14.1%	14.5%	13.4%
\$100,000 - \$124,999	8.3%	9.5%	10.2%	11.5%	10.5%
\$125,000 - \$149,999	3.5%	5.4%	5.8%	7.9%	8.1%
\$150,000+	4.3%	6.5%	8.7%	13.6%	18.3%
BUSINESSES					
Total Businesses	391	3,570	9,322	43,534	11,654
RACE/ETHNICITY					
White/Caucasian	55.3%	54.8%	58.1%	67.8%	60.5%
Black/African American	7.9%	7.1%	6.0%	4.2%	5.2%
Asian/Pacific Islander	10.0%	11.1%	10.8%	7.7%	10.6%
Hispanic/Latino	20.1%	18.9%	16.8%	12.4%	15.6%
Other	6.7%	8.1%	8.3%	8.0%	8.1%