

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	12,993	73,549	150,537	391,841	962,249
Total Daytime Population	11,607	48,517	112,448	304,005	896,127
TOTAL HOUSEHOLD INCOME					
Total Households	4,337	25,143	50,673	131,332	307,768
Median Household Income	\$117,672	\$112,780	\$117,869	\$95,200	\$72,527
Average Household Income	\$133,507	\$134,103	\$143,500	\$114,726	\$88,417
Under \$15,000	2.1%	3.0%	3.1%	5.6%	7.9%
\$15,000 - \$34,999	5.1%	7.2%	7.0%	10.3%	15.1%
\$35,000 - \$49,999	2.9%	4.6%	5.0%	8.3%	11.6%
\$50,000 - \$74,999	17.6%	15.5%	13.7%	16.7%	17.6%
\$75,000 - \$99,999	13.7%	12.2%	13.6%	13.8%	13.2%
\$100,000 - \$124,999	17.2%	10.8%	10.7%	10.9%	9.8%
\$125,000 - \$149,999	8.9%	11.6%	11.0%	9.2%	7.2%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	301	1,045	2,100	6,836	15,206
RACE/ETHNICITY					
White/Caucasian	53.9%	50.0%	48.2%	41.2%	27.6%
Black/African American	17.1%	17.0%	17.3%	18.8%	19.5%
Asian/Pacific Islander	2.6%	3.3%	3.2%	2.9%	2.1%
Hispanic/Latino	22.5%	25.4%	26.8%	33.1%	47.7%
Other	3.8%	4.3%	4.5%	4.0%	3.0%