

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	32,418	194,357	500,555	1,943,207	3,854,201
Total Daytime Population	83,265	279,332	559,725	2,232,759	4,580,907
TOTAL HOUSEHOLD INCOME					
Total Households	16,062	78,118	188,707	702,594	1,334,369
Median Household Income	\$94,399	\$115,562	\$112,356	\$90,846	\$89,098
Average Household Income	\$125,166	\$163,014	\$151,972	\$120,186	\$117,988
Under \$15,000	14.3%	8.0%	7.0%	9.9%	9.2%
\$15,000 - \$34,999	9.5%	9.3%	10.2%	13.5%	13.2%
\$35,000 - \$49,999	6.7%	6.5%	6.9%	9.1%	9.4%
\$50,000 - \$74,999	11.0%	11.9%	12.3%	14.2%	14.8%
\$75,000 - \$99,999	11.1%	11.1%	11.6%	12.0%	12.6%
\$100,000 - \$124,999	9.4%	9.5%	10.4%	9.8%	9.9%
\$125,000 - \$149,999	6.7%	7.4%	7.8%	7.2%	7.4%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	6,102	15,189	28,589	120,825	244,663
RACE/ETHNICITY					
White/Caucasian	35.4%	34.8%	29.9%	24.3%	22.9%
Black/African American	6.8%	7.0%	4.8%	3.4%	5.2%
Asian/Pacific Islander	21.8%	18.9%	25.3%	24.7%	17.8%
Hispanic/Latino	31.4%	34.0%	35.4%	44.2%	50.7%
Other	4.6%	5.3%	4.7%	3.5%	3.3%