

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	19,712	154,388	317,230	1,300,253	321,888
Total Daytime Population	19,134	136,112	354,903	1,665,417	363,415
TOTAL HOUSEHOLD INCOME					
Total Households	8,339	59,988	117,689	426,069	119,621
Median Household Income	\$124,367	\$123,649	\$120,037	\$108,150	\$119,221
Average Household Income	\$182,696	\$158,054	\$151,866	\$137,933	\$151,022
Under \$15,000	6.8%	4.7%	5.6%	6.5%	5.7%
\$15,000 - \$34,999	11.7%	7.9%	8.4%	9.8%	8.4%
\$35,000 - \$49,999	6.8%	5.9%	6.3%	7.8%	6.4%
\$50,000 - \$74,999	8.9%	11.2%	11.9%	13.0%	12.0%
\$75,000 - \$99,999	8.9%	11.3%	11.9%	12.3%	12.0%
\$100,000 - \$124,999	10.9%	11.7%	10.8%	10.9%	10.7%
\$125,000 - \$149,999	9.0%	9.6%	9.5%	8.8%	9.4%
\$150,000+	37.0%	37.7%	35.7%	30.9%	35.4%
BUSINESSES					
Total Businesses	822	6,025	13,013	59,137	13,412
RACE/ETHNICITY					
White/Caucasian	60.0%	57.4%	50.5%	33.2%	50.1%
Black/African American	0.7%	1.0%	1.0%	1.4%	1.0%
Asian/Pacific Islander	16.0%	15.0%	22.3%	22.1%	22.7%
Hispanic/Latino	16.3%	19.7%	20.1%	39.0%	20.0%
Other	7.0%	7.0%	6.2%	4.2%	6.1%