

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	22,735	143,576	275,111	469,038	1,152,208
Total Daytime Population	23,752	194,171	326,254	501,625	1,201,081
TOTAL HOUSEHOLD INCOME					
Total Households	10,247	57,694	109,223	177,974	426,328
Median Household Income	\$120,966	\$127,831	\$130,308	\$135,718	\$124,936
Average Household Income	\$146,828	\$158,467	\$168,697	\$188,650	\$169,837
Under \$15,000	4.8%	6.4%	5.6%	5.1%	6.2%
\$15,000 - \$34,999	7.1%	6.4%	6.4%	6.4%	7.8%
\$35,000 - \$49,999	6.2%	6.2%	6.6%	6.1%	6.4%
\$50,000 - \$74,999	13.6%	11.1%	10.7%	10.1%	11.0%
\$75,000 - \$99,999	9.6%	10.0%	10.1%	9.8%	10.2%
\$100,000 - \$124,999	8.8%	9.9%	10.0%	9.8%	9.7%
\$125,000 - \$149,999	10.0%	8.4%	8.8%	8.4%	8.1%
\$150,000+	39.9%	41.7%	41.9%	44.3%	40.6%
BUSINESSES					
Total Businesses	1,316	8,353	13,810	19,819	43,920
RACE/ETHNICITY					
White/Caucasian	52.3%	51.7%	54.4%	53.9%	42.1%
Black/African American	4.2%	3.1%	3.0%	3.5%	9.7%
Asian/Pacific Islander	20.8%	15.9%	15.0%	14.8%	18.5%
Hispanic/Latino	15.9%	22.2%	20.3%	20.7%	22.4%
Other	6.8%	7.0%	7.4%	7.1%	7.3%