

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	22,289	163,671	431,557	1,246,693	609,120
Total Daytime Population	18,273	189,917	493,353	1,373,145	751,937
TOTAL HOUSEHOLD INCOME					
Total Households	9,298	69,636	189,814	513,624	265,512
Median Household Income	\$97,919	\$103,489	\$94,290	\$93,819	\$91,538
Average Household Income	\$115,650	\$128,765	\$118,641	\$118,297	\$115,203
Under \$15,000	4.9%	6.1%	8.0%	7.2%	8.1%
\$15,000 - \$34,999	9.3%	10.8%	11.8%	11.5%	11.9%
\$35,000 - \$49,999	7.4%	9.3%	9.6%	9.7%	9.7%
\$50,000 - \$74,999	16.0%	14.8%	14.5%	15.6%	15.5%
\$75,000 - \$99,999	17.6%	13.0%	12.9%	13.2%	12.8%
\$100,000 - \$124,999	13.1%	10.4%	10.5%	10.5%	10.3%
\$125,000 - \$149,999	7.6%	8.2%	8.4%	8.3%	8.3%
\$150,000+	24.2%	27.4%	24.3%	24.0%	23.6%
BUSINESSES					
Total Businesses	573	7,742	22,764	55,558	31,483
RACE/ETHNICITY					
White/Caucasian	71.0%	70.1%	66.9%	67.6%	66.4%
Black/African American	4.3%	5.5%	6.1%	4.3%	5.6%
Asian/Pacific Islander	6.6%	6.9%	8.1%	7.4%	8.3%
Hispanic/Latino	11.1%	9.5%	10.7%	12.4%	11.7%
Other	6.9%	8.1%	8.1%	8.3%	8.1%