

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	14,218	66,340	181,709	738,547	777,039
Total Daytime Population	19,316	61,482	144,462	663,917	707,966
TOTAL HOUSEHOLD INCOME					
Total Households	4,620	21,717	58,364	231,718	245,619
Median Household Income	\$146,633	\$149,561	\$147,800	\$137,331	\$135,469
Average Household Income	\$169,582	\$181,491	\$191,655	\$183,019	\$179,955
Under \$15,000	5.2%	3.3%	2.8%	4.2%	4.3%
\$15,000 - \$34,999	6.4%	5.8%	5.7%	7.2%	7.4%
\$35,000 - \$49,999	7.7%	5.7%	5.9%	5.9%	6.0%
\$50,000 - \$74,999	7.6%	9.3%	9.2%	10.1%	10.3%
\$75,000 - \$99,999	5.4%	8.9%	9.3%	9.7%	9.8%
\$100,000 - \$124,999	7.9%	9.0%	8.9%	9.4%	9.5%
\$125,000 - \$149,999	7.5%	9.7%	8.5%	7.7%	7.7%
\$150,000+	52.4%	48.3%	49.6%	45.8%	45.2%
BUSINESSES					
Total Businesses	672	1,927	3,936	21,220	24,080
RACE/ETHNICITY					
White/Caucasian	31.6%	29.7%	28.5%	27.1%	27.1%
Black/African American	3.7%	3.1%	2.7%	2.6%	2.6%
Asian/Pacific Islander	28.0%	32.9%	34.6%	32.1%	31.5%
Hispanic/Latino	30.6%	28.6%	28.9%	33.5%	34.0%
Other	6.1%	5.7%	5.4%	4.8%	4.8%