

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	3,609	83,005	262,709	968,777	3,265,861
Total Daytime Population	31,307	126,549	340,866	1,095,965	3,634,442
TOTAL HOUSEHOLD INCOME					
Total Households	1,595	34,375	103,813	364,735	1,206,687
Median Household Income	\$113,261	\$98,085	\$105,176	\$101,483	\$104,691
Average Household Income	\$133,175	\$113,033	\$124,533	\$121,818	\$135,033
Under \$15,000	0.7%	4.5%	4.3%	5.1%	5.8%
\$15,000 - \$34,999	5.7%	10.0%	9.5%	9.7%	10.3%
\$35,000 - \$49,999	2.1%	9.1%	8.2%	8.5%	8.4%
\$50,000 - \$74,999	16.1%	16.0%	14.5%	14.9%	14.0%
\$75,000 - \$99,999	10.5%	16.0%	14.5%	14.0%	12.9%
\$100,000 - \$124,999	26.3%	12.7%	12.2%	11.6%	10.8%
\$125,000 - \$149,999	15.4%	8.2%	9.4%	9.2%	8.5%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	1,327	4,332	10,061	31,534	102,151
RACE/ETHNICITY					
White/Caucasian	41.0%	56.0%	63.0%	57.8%	56.1%
Black/African American	5.1%	3.6%	2.9%	3.4%	6.6%
Asian/Pacific Islander	42.5%	21.6%	16.6%	15.9%	11.0%
Hispanic/Latino	7.9%	15.4%	14.3%	20.0%	23.2%
Other	3.5%	3.3%	3.1%	3.0%	3.2%