

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	20,208	203,726	419,961	1,224,432	542,616
Total Daytime Population	22,001	169,931	472,679	1,573,311	566,261
TOTAL HOUSEHOLD INCOME					
Total Households	7,194	65,584	135,200	491,195	179,138
Median Household Income	\$127,749	\$126,603	\$126,883	\$139,082	\$132,040
Average Household Income	\$155,208	\$154,349	\$165,528	\$197,358	\$175,706
Under \$15,000	3.5%	4.8%	5.2%	6.6%	5.3%
\$15,000 - \$34,999	6.3%	7.6%	7.7%	8.2%	7.6%
\$35,000 - \$49,999	5.2%	6.1%	6.0%	5.2%	5.5%
\$50,000 - \$74,999	11.3%	10.4%	10.5%	8.7%	10.1%
\$75,000 - \$99,999	10.8%	11.3%	11.1%	9.1%	10.6%
\$100,000 - \$124,999	12.3%	10.4%	9.6%	7.9%	9.0%
\$125,000 - \$149,999	9.2%	8.5%	8.1%	7.2%	8.1%
\$150,000+	41.4%	41.0%	41.8%	47.1%	43.7%
BUSINESSES					
Total Businesses	799	4,476	10,732	72,476	15,164
RACE/ETHNICITY					
White/Caucasian	22.3%	17.8%	20.0%	35.6%	23.5%
Black/African American	1.4%	2.1%	3.1%	4.1%	3.6%
Asian/Pacific Islander	48.2%	48.8%	46.8%	35.8%	44.4%
Hispanic/Latino	22.2%	25.4%	24.2%	17.9%	22.4%
Other	5.9%	5.8%	5.9%	6.6%	6.0%