

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
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TOTAL POPULATION

Total Population	12,187	117,311	281,816	1,197,224	354,601
Total Daytime Population	14,056	208,434	418,208	1,733,511	514,034

TOTAL HOUSEHOLD INCOME

Total Households	4,531	50,018	116,909	519,038	143,769
Median Household Income	\$164,106	\$153,154	\$150,292	\$140,447	\$154,168
Average Household Income	\$240,947	\$221,026	\$215,322	\$192,956	\$216,262
Under \$15,000	0.8%	4.3%	4.3%	5.2%	4.0%
\$15,000 - \$34,999	5.2%	5.6%	5.8%	7.2%	5.6%
\$35,000 - \$49,999	2.8%	4.1%	4.2%	5.4%	4.2%
\$50,000 - \$74,999	9.0%	7.7%	8.7%	10.2%	8.5%
\$75,000 - \$99,999	5.9%	8.9%	9.0%	9.5%	9.0%
\$100,000 - \$124,999	13.1%	9.2%	9.2%	8.9%	9.1%
\$125,000 - \$149,999	9.1%	7.2%	8.9%	9.1%	8.2%
\$150,000+	50.6%	55.9%	51.3%	49.8%	45.4%

BUSINESSES

Total Businesses	330	7,331	14,137	56,299	16,156
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RACE/ETHNICITY

White/Caucasian	58.0%	53.5%	52.2%	58.1%	54.7%
Black/African American	1.6%	1.9%	2.1%	3.9%	2.0%
Asian/Pacific Islander	27.1%	31.2%	31.6%	23.3%	29.4%
Hispanic/Latino	6.4%	7.0%	7.6%	7.2%	7.3%
Other	6.9%	6.3%	6.5%	7.5%	6.7%