

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	37,422	203,354	369,908	798,860	967,787
Total Daytime Population	30,127	202,692	342,926	769,817	973,320

TOTAL HOUSEHOLD INCOME

Total Households	11,164	63,777	117,794	257,487	315,771
Median Household Income	\$99,501	\$100,775	\$110,457	\$119,663	\$123,745
Average Household Income	\$120,680	\$121,492	\$134,050	\$147,944	\$153,362
Under \$15,000	5.3%	6.0%	5.6%	5.5%	5.3%
\$15,000 - \$34,999	9.1%	9.3%	9.0%	8.6%	8.2%
\$35,000 - \$49,999	7.2%	7.8%	7.3%	6.6%	6.2%
\$50,000 - \$74,999	14.7%	13.9%	12.1%	10.9%	10.5%
\$75,000 - \$99,999	12.6%	13.3%	13.1%	11.4%	10.8%
\$100,000 - \$124,999	11.2%	11.8%	11.0%	9.9%	9.6%
\$125,000 - \$149,999	9.3%	9.0%	9.0%	8.6%	8.4%
\$150,000+	30.7%	28.9%	32.9%	38.5%	40.9%

BUSINESSES

Total Businesses	941	5,804	11,209	25,428	33,608
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RACE/ETHNICITY

White/Caucasian	11.1%	16.0%	18.4%	19.1%	21.1%
Black/African American	7.6%	8.9%	8.5%	10.2%	9.5%
Asian/Pacific Islander	23.8%	24.7%	32.2%	34.1%	34.9%
Hispanic/Latino	49.7%	42.9%	34.2%	30.2%	28.1%
Other	7.8%	7.5%	6.8%	6.3%	6.3%