

Full Year 2023	1-Mile Radius	3-Mile Radius	5-Mile Radius	10-Mile Radius	70% True Trade Area
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### TOTAL POPULATION

Total Population	20,949	201,019	443,929	1,415,314	270,442
Total Daytime Population	15,238	271,341	530,096	1,767,947	351,413

### TOTAL HOUSEHOLD INCOME

Total Households	7,674	75,012	157,802	448,120	100,718
Median Household Income	\$120,083	\$108,312	\$111,478	\$102,997	\$111,396
Average Household Income	\$146,095	\$133,658	\$142,113	\$131,233	\$139,851
Under \$15,000	3.6%	5.2%	5.0%	6.9%	4.9%
\$15,000 - \$34,999	8.2%	9.6%	9.2%	10.4%	9.3%
\$35,000 - \$49,999	6.0%	7.8%	7.9%	8.2%	7.8%
\$50,000 - \$74,999	10.2%	12.6%	12.8%	13.7%	12.6%
\$75,000 - \$99,999	11.2%	13.5%	13.0%	12.7%	12.8%
\$100,000 - \$124,999	13.6%	11.0%	11.5%	11.0%	11.2%
\$125,000 - \$149,999	11.1%	9.3%	9.4%	8.6%	9.5%
\$150,000+	36.2%	30.9%	31.3%	28.5%	32.0%

### BUSINESSES

Total Businesses	428	7,473	15,689	51,421	10,667
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### RACE/ETHNICITY

White/Caucasian	67.7%	56.3%	49.0%	34.7%	56.0%
Black/African American	0.6%	0.9%	1.0%	1.2%	0.9%
Asian/Pacific Islander	12.3%	12.7%	16.8%	21.5%	13.0%
Hispanic/Latino	14.6%	25.4%	29.2%	39.2%	25.6%
Other	4.9%	4.7%	4.1%	3.4%	4.5%