

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	16,191	79,996	153,490	414,098	217,810
Total Daytime Population	10,642	77,149	133,836	423,601	231,548

### TOTAL HOUSEHOLD INCOME

Total Households	6,607	31,268	58,607	158,066	82,128
Median Household Income	\$110,545	\$126,274	\$129,559	\$129,319	\$130,776
Average Household Income	\$140,696	\$167,441	\$172,101	\$168,803	\$173,261
Under \$15,000	3.9%	4.8%	4.7%	4.7%	4.6%
\$15,000 - \$34,999	9.8%	8.9%	7.9%	7.7%	7.4%
\$35,000 - \$49,999	6.0%	5.5%	5.8%	5.7%	5.5%
\$50,000 - \$74,999	12.0%	10.2%	9.9%	10.5%	9.7%
\$75,000 - \$99,999	11.6%	11.0%	10.9%	10.7%	10.6%
\$100,000 - \$124,999	16.3%	11.7%	11.3%	10.5%	10.8%
\$125,000 - \$149,999	10.6%	8.6%	9.1%	8.9%	9.0%
\$150,000+	29.8%	39.3%	40.6%	41.3%	42.3%

### BUSINESSES

Total Businesses	318	2,980	4,937	14,193	8,043
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### RACE/ETHNICITY

White/Caucasian	70.0%	67.5%	68.9%	67.8%	69.2%
Black/African American	1.2%	1.0%	0.9%	1.3%	1.2%
Asian/Pacific Islander	4.1%	4.1%	5.4%	9.0%	6.4%
Hispanic/Latino	20.8%	24.0%	21.0%	17.5%	19.0%
Other	3.9%	3.5%	3.8%	4.5%	4.3%