

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	15,617	67,665	114,054	480,965	99,444
Total Daytime Population	14,309	54,219	92,796	494,615	82,788

TOTAL HOUSEHOLD INCOME

Total Households	5,169	22,070	37,350	163,651	32,475
Median Household Income	\$110,659	\$103,501	\$105,551	\$114,743	\$103,770
Average Household Income	\$136,745	\$122,778	\$127,384	\$143,478	\$123,218
Under \$15,000	3.7%	4.6%	4.7%	5.6%	4.7%
\$15,000 - \$34,999	9.0%	9.6%	9.6%	9.7%	9.7%
\$35,000 - \$49,999	10.9%	7.7%	8.2%	7.4%	7.8%
\$50,000 - \$74,999	9.5%	13.3%	12.0%	11.9%	12.4%
\$75,000 - \$99,999	14.0%	14.0%	13.9%	11.9%	14.4%
\$100,000 - \$124,999	13.2%	12.7%	12.0%	10.8%	12.2%
\$125,000 - \$149,999	9.4%	9.9%	10.0%	8.8%	9.8%
\$150,000+	30.4%	28.3%	29.6%	34.0%	28.9%

BUSINESSES

Total Businesses	376	1,426	2,467	14,268	2,298
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RACE/ETHNICITY

White/Caucasian	62.3%	60.2%	59.5%	52.6%	58.9%
Black/African American	0.7%	1.0%	1.4%	3.1%	1.3%
Asian/Pacific Islander	7.5%	9.2%	9.8%	13.2%	9.8%
Hispanic/Latino	25.2%	25.7%	25.5%	27.3%	26.2%
Other	4.3%	3.8%	3.8%	3.9%	3.8%