

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	32,273	144,907	315,651	1,272,015	496,860
Total Daytime Population	21,548	137,955	401,006	1,716,218	748,273

TOTAL HOUSEHOLD INCOME

Total Households	10,996	52,869	116,326	418,798	175,509
Median Household Income	\$142,057	\$127,583	\$122,502	\$113,201	\$118,933
Average Household Income	\$179,052	\$157,374	\$153,485	\$141,214	\$147,851
Under \$15,000	5.6%	5.8%	6.5%	6.2%	7.1%
\$15,000 - \$34,999	4.3%	5.7%	6.7%	8.5%	7.1%
\$35,000 - \$49,999	4.7%	5.1%	5.8%	7.2%	6.3%
\$50,000 - \$74,999	10.1%	11.1%	11.5%	12.5%	11.8%
\$75,000 - \$99,999	8.2%	10.4%	10.7%	12.0%	11.1%
\$100,000 - \$124,999	8.1%	9.7%	10.5%	10.7%	10.3%
\$125,000 - \$149,999	10.8%	9.6%	9.3%	8.9%	9.1%
\$150,000+	48.3%	42.7%	39.1%	34.0%	37.2%

BUSINESSES

Total Businesses	362	3,214	12,429	49,587	26,187
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RACE/ETHNICITY

White/Caucasian	39.5%	38.5%	40.1%	38.8%	40.1%
Black/African American	0.6%	1.4%	1.6%	1.4%	1.6%
Asian/Pacific Islander	47.3%	42.6%	35.0%	19.0%	28.1%
Hispanic/Latino	8.3%	12.4%	18.3%	37.2%	25.8%
Other	4.4%	5.1%	5.1%	3.6%	4.5%