

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	29,782	191,913	458,679	1,682,574	282,674
Total Daytime Population	29,848	213,634	477,538	2,037,633	289,392

TOTAL HOUSEHOLD INCOME

Total Households	10,035	67,313	153,312	535,580	97,991
Median Household Income	\$102,797	\$104,310	\$100,554	\$98,004	\$102,408
Average Household Income	\$126,537	\$132,180	\$127,149	\$120,996	\$130,786
Under \$15,000	4.0%	6.9%	7.1%	7.0%	7.0%
\$15,000 - \$34,999	10.0%	11.0%	11.3%	10.9%	11.3%
\$35,000 - \$49,999	6.6%	7.9%	8.3%	8.9%	8.1%
\$50,000 - \$74,999	15.9%	12.5%	13.2%	14.1%	12.7%
\$75,000 - \$99,999	11.6%	11.7%	12.5%	13.4%	12.3%
\$100,000 - \$124,999	12.7%	10.6%	10.4%	11.3%	10.4%
\$125,000 - \$149,999	10.4%	9.2%	8.7%	8.7%	9.1%
\$150,000+	28.7%	30.2%	28.5%	25.8%	29.4%

BUSINESSES

Total Businesses	883	6,662	13,790	54,434	9,162
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RACE/ETHNICITY

White/Caucasian	47.5%	48.5%	41.9%	33.2%	45.9%
Black/African American	1.3%	1.0%	0.9%	2.0%	0.9%
Asian/Pacific Islander	10.4%	25.0%	30.7%	19.9%	28.1%
Hispanic/Latino	36.1%	21.1%	22.5%	41.6%	20.6%
Other	4.7%	4.4%	4.0%	3.3%	4.5%