

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	23,237	116,579	282,975	825,997	180,280
Total Daytime Population	24,294	169,225	350,002	998,730	246,502

TOTAL HOUSEHOLD INCOME

Total Households	8,319	40,766	108,790	305,771	65,229
Median Household Income	\$121,687	\$121,497	\$123,859	\$128,283	\$124,307
Average Household Income	\$141,857	\$140,595	\$147,572	\$162,816	\$146,894
Under \$15,000	5.2%	4.7%	5.7%	5.7%	5.1%
\$15,000 - \$34,999	7.6%	6.9%	7.5%	7.2%	7.0%
\$35,000 - \$49,999	7.5%	7.4%	6.4%	5.6%	7.1%
\$50,000 - \$74,999	10.6%	11.7%	11.1%	10.9%	11.6%
\$75,000 - \$99,999	14.3%	13.6%	11.6%	10.6%	12.3%
\$100,000 - \$124,999	9.0%	10.0%	10.1%	10.2%	9.7%
\$125,000 - \$149,999	8.9%	9.7%	9.4%	9.1%	9.3%
\$150,000+	37.0%	36.1%	38.3%	40.8%	37.9%

BUSINESSES

Total Businesses	654	6,708	12,109	29,492	9,237
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RACE/ETHNICITY

White/Caucasian	62.8%	55.8%	57.8%	54.3%	58.8%
Black/African American	2.1%	1.8%	1.6%	1.5%	1.7%
Asian/Pacific Islander	12.4%	13.8%	17.9%	22.5%	14.1%
Hispanic/Latino	19.5%	24.2%	18.2%	16.8%	21.1%
Other	3.3%	4.4%	4.5%	4.9%	4.3%