



	One Mile	Three Mile	Five Mile	Seven Mile
<b>Population:</b>	<b>31,176</b>	<b>197,308</b>	<b>531,849</b>	<b>970,295</b>
<b>#of Households (HH):</b>	<b>16,310</b>	<b>78,621</b>	<b>191,793</b>	<b>332,807</b>
<b>Average HH Income:</b>	<b>\$90,625</b>	<b>\$107,010</b>	<b>\$94,686</b>	<b>\$88,538</b>
<b>Median HH Income:</b>	<b>\$67,535</b>	<b>\$78,935</b>	<b>\$71,450</b>	<b>\$67,466</b>
<b>Over \$75,000:</b>	<b>43%</b>	<b>47%</b>	<b>43%</b>	<b>40%</b>
<b>Education/College 1-4+ years:</b>	<b>80%</b>	<b>71%</b>	<b>64%</b>	<b>59%</b>
<b>Median Age:</b>	<b>35</b>	<b>34</b>	<b>34</b>	<b>34</b>
<b>Per Capita Income:</b>	<b>\$51,358</b>	<b>\$44,156</b>	<b>\$35,069</b>	<b>\$31,121</b>
<b><u>Dominant Race Classification</u></b>				
<b>White:</b>	<b>56%</b>	<b>54%</b>	<b>45%</b>	<b>44%</b>
<b>Asian:</b>	<b>26%</b>	<b>21%</b>	<b>30%</b>	<b>32%</b>
<b><u>Employment</u></b>				
<b>White Collar:</b>	<b>83%</b>	<b>75%</b>	<b>69%</b>	<b>66%</b>
<b>Blue Collar:</b>	<b>17%</b>	<b>26%</b>	<b>31%</b>	<b>34%</b>
<b>Daytime Population:</b>	<b>48,241</b>	<b>112,241</b>	<b>195,635</b>	<b>332,489</b>

Center of Radius: South Lake Avenue at Del Mar Boulevard

Source: Nielsen/Claritas Data Services November 2011 ■ Hurst/Harrigan Associates November 2011 ■ Sites USA November 2011