

Trade Area: 123 Main St - 1 mi.

	2023		2028	
	Estimate	%	Projection	%
Population				
Total Population	36,407	100.00	37,389	100.00
Foreign-Born Population**	16,191	44.47	16,960	45.36
Europe				
Europe Total	1,930	5.30	2,029	5.43
Northern Europe				
United Kingdom	270	0.74	290	0.78
Ireland	0	0.00	0	0.00
Sweden	36	0.10	39	0.10
Other Northern Europe	0	0.00	0	0.00
Western Europe				
Austria	0	0.00	0	0.00
France	148	0.41	153	0.41
Germany	133	0.36	143	0.38
Netherlands	0	0.00	0	0.00
Other Western Europe	20	0.06	20	0.05
Southern Europe				
Greece	0	0.00	0	0.00
Italy	93	0.26	94	0.25
Portugal	0	0.00	0	0.00
Spain	100	0.28	107	0.29
Other Southern Europe	2	0.01	0	0.00
Eastern Europe				
Czechoslovakia (including Czech Republic and Slovakia)	16	0.04	17	0.05
Hungary	0	0.00	0	0.00
Poland	17	0.05	18	0.05
Romania	40	0.11	41	0.11
Belarus	77	0.21	74	0.20
Russia	445	1.22	469	1.25
Ukraine	350	0.96	376	1.01
Bosnia and Herzegovina	0	0.00	0	0.00
Other Eastern Europe	134	0.37	138	0.37
Other Europe				
Other Europe	50	0.14	50	0.13

Benchmark: USA

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**For percentages, major categories (Europe, Asia, Africa, Oceania, Caribbean, etc.) are compared against the total Foreign-Born Population, and then groups within those categories (United Kingdom, China, etc.) are compared against the category's total.

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	2023 Estimate	%	2028 Projection	%
Asia				
Asia Total	12,198	33.51	12,758	34.12
Eastern Asia				
China	4,352	11.95	4,543	12.15
Hong Kong	188	0.52	208	0.56
Taiwan	611	1.68	640	1.71
Japan	856	2.35	902	2.41
Korea	1,582	4.34	1,688	4.51
Other Eastern Asia	1	0.00	0	0.00
South Central Asia				
Afghanistan	1	0.00	0	0.00
Bangladesh	45	0.12	46	0.12
India	2,136	5.87	2,170	5.80
Iran	488	1.34	509	1.36
Pakistan	1	0.00	0	0.00
Other South Central Asia	61	0.17	66	0.18
South Eastern Asia				
Cambodia	0	0.00	2	0.01
Indonesia	0	0.00	0	0.00
Laos	0	0.00	0	0.00
Malaysia	0	0.00	0	0.00
Philippines	279	0.77	298	0.80
Thailand	45	0.12	51	0.14
Vietnam	346	0.95	379	1.01
Other South Eastern Asia	27	0.07	27	0.07
Western Asia				
Iraq	1	0.00	1	0.00
Israel	573	1.57	598	1.60
Jordan	187	0.51	195	0.52
Lebanon	162	0.45	170	0.46
Syria	13	0.04	14	0.04
Turkey	58	0.16	61	0.16
Armenia	15	0.04	13	0.04
Other Western Asia	14	0.04	13	0.04
Other Asia				
Other Asia	159	0.44	164	0.44
Africa				
Africa Total	253	0.69	269	0.72
Eastern Africa				
Ethiopia	0	0.00	0	0.00
Other Eastern Africa	54	0.15	57	0.15
Middle Africa				
Middle Africa	1	0.00	0	0.00
Northern Africa				
Egypt	1	0.00	1	0.00
Other Northern Africa	51	0.14	57	0.15
Southern Africa				
South Africa	74	0.20	77	0.21
Other Southern Africa	0	0.00	0	0.00
Western Africa				
Ghana	0	0.00	0	0.00
Nigeria	56	0.15	62	0.17
Sierra Leone	0	0.00	0	0.00
Other Western Africa	16	0.04	16	0.04
Other Africa				
Other Africa	0	0.00	0	0.00

Benchmark: USA

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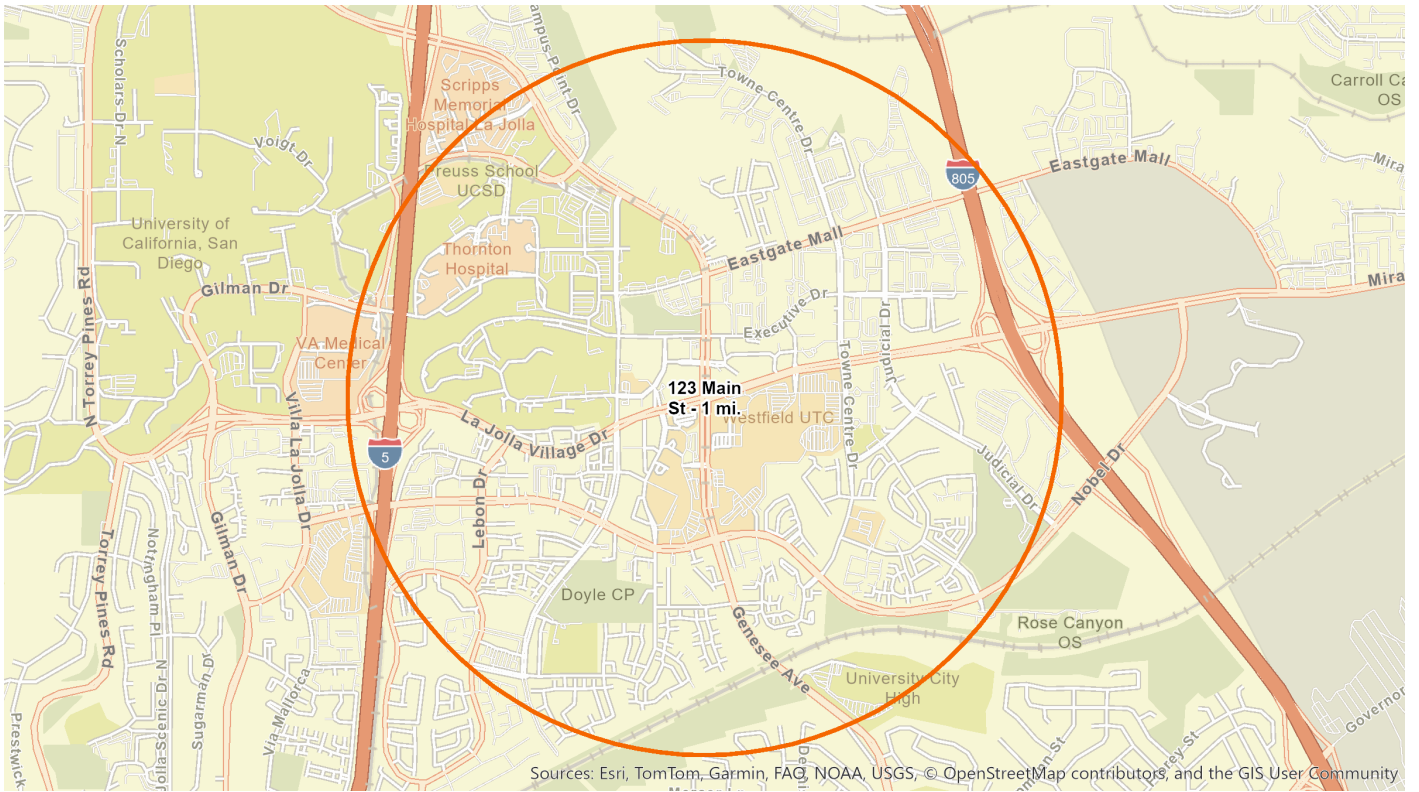
Trade Area: 123 Main St - 1 mi.

	2023 Estimate	%	2028 Projection	%
Oceania				
Oceania Total	76	0.21	82	0.22
Australia	23	0.06	26	0.07
Other Australian and New Zealand Subregion	7	0.02	8	0.02
Other Oceania	46	0.13	48	0.13
Caribbean				
Caribbean Total	13	0.04	12	0.03
Barbados	0	0.00	1	0.00
Cuba	3	0.01	3	0.01
Dominican Republic	2	0.01	2	0.01
Haiti	3	0.01	3	0.01
Jamaica	3	0.01	1	0.00
Trinidad and Tobago	1	0.00	1	0.00
Other Caribbean	1	0.00	1	0.00
Central America				
Central America Total	917	2.52	965	2.58
Mexico	889	2.44	933	2.50
Costa Rica	0	0.00	0	0.00
El Salvador	7	0.02	10	0.03
Guatemala	15	0.04	18	0.05
Honduras	1	0.00	1	0.00
Nicaragua	3	0.01	2	0.01
Panama	1	0.00	0	0.00
Other Central America	0	0.00	0	0.00
South America				
South America Total	630	1.73	662	1.77
Argentina	54	0.15	55	0.15
Bolivia	11	0.03	11	0.03
Brazil	222	0.61	236	0.63
Chile	71	0.20	71	0.19
Colombia	119	0.33	124	0.33
Ecuador	39	0.11	40	0.11
Guyana	10	0.03	11	0.03
Peru	62	0.17	67	0.18
Venezuela	24	0.07	25	0.07
Other South America	18	0.05	22	0.06
North America				
Northern America Total	174	0.48	183	0.49
Canada	174	0.48	183	0.49
Other Northern America	0	0.00	0	0.00

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Trade Area: 123 Main St - 3 mi.

	2023		2028	
	Estimate	%	Projection	%
Population				
Total Population	91,327	100.00	92,444	100.00
Foreign-Born Population**	30,571	33.47	31,693	34.28
Europe				
Europe Total	4,689	5.13	4,828	5.22
Northern Europe				
United Kingdom	650	0.71	678	0.73
Ireland	2	0.00	0	0.00
Sweden	97	0.11	106	0.12
Other Northern Europe	54	0.06	52	0.06
Western Europe				
Austria	18	0.02	19	0.02
France	414	0.45	425	0.46
Germany	403	0.44	421	0.46
Netherlands	22	0.02	20	0.02
Other Western Europe	292	0.32	291	0.32
Southern Europe				
Greece	21	0.02	22	0.02
Italy	421	0.46	426	0.46
Portugal	2	0.00	2	0.00
Spain	205	0.23	214	0.23
Other Southern Europe	12	0.01	9	0.01
Eastern Europe				
Czechoslovakia (including Czech Republic and Slovakia)	27	0.03	30	0.03
Hungary	10	0.01	10	0.01
Poland	96	0.10	103	0.11
Romania	60	0.07	59	0.06
Belarus	110	0.12	109	0.12
Russia	814	0.89	838	0.91
Ukraine	526	0.58	555	0.60
Bosnia and Herzegovina	9	0.01	9	0.01
Other Eastern Europe	359	0.39	366	0.40
Other Europe				
Other Europe	66	0.07	65	0.07

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	2023 Estimate	%	2028 Projection	%
Asia				
Asia Total	20,165	22.08	20,908	22.62
Eastern Asia				
China	6,410	7.02	6,632	7.17
Hong Kong	358	0.39	379	0.41
Taiwan	1,148	1.26	1,186	1.28
Japan	1,372	1.50	1,444	1.56
Korea	2,678	2.93	2,812	3.04
Other Eastern Asia	1	0.00	2	0.00
South Central Asia				
Afghanistan	42	0.05	41	0.04
Bangladesh	143	0.16	145	0.16
India	2,636	2.89	2,666	2.88
Iran	1,177	1.29	1,202	1.30
Pakistan	46	0.05	41	0.04
Other South Central Asia	118	0.13	123	0.13
South Eastern Asia				
Cambodia	5	0.01	7	0.01
Indonesia	13	0.01	14	0.01
Laos	57	0.06	60	0.07
Malaysia	13	0.01	11	0.01
Philippines	781	0.85	824	0.89
Thailand	144	0.16	154	0.17
Vietnam	982	1.07	1,036	1.12
Other South Eastern Asia	81	0.09	85	0.09
Western Asia				
Iraq	130	0.14	133	0.14
Israel	727	0.80	758	0.82
Jordan	199	0.22	207	0.22
Lebanon	200	0.22	210	0.23
Syria	63	0.07	79	0.09
Turkey	265	0.29	280	0.30
Armenia	15	0.02	14	0.01
Other Western Asia	169	0.18	165	0.18
Other Asia				
Other Asia	192	0.21	196	0.21
Africa				
Africa Total	793	0.87	835	0.90
Eastern Africa				
Ethiopia	41	0.04	41	0.04
Other Eastern Africa	163	0.18	174	0.19
Middle Africa				
Middle Africa	6	0.01	5	0.01
Northern Africa				
Egypt	121	0.13	122	0.13
Other Northern Africa	95	0.10	104	0.11
Southern Africa				
South Africa	296	0.32	311	0.34
Other Southern Africa	0	0.00	0	0.00
Western Africa				
Ghana	0	0.00	0	0.00
Nigeria	56	0.06	62	0.07
Sierra Leone	0	0.00	0	0.00
Other Western Africa	16	0.02	16	0.02
Other Africa				
Other Africa	0	0.00	0	0.00

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Trade Area: 123 Main St - 3 mi.

	2023 Estimate	%	2028 Projection	%
Oceania				
Oceania Total	267	0.29	280	0.30
Australia	105	0.12	113	0.12
Other Australian and New Zealand Subregion	29	0.03	30	0.03
Other Oceania	133	0.15	137	0.15
Caribbean				
Caribbean Total	45	0.05	43	0.05
Barbados	0	0.00	1	0.00
Cuba	6	0.01	6	0.01
Dominican Republic	5	0.01	4	0.00
Haiti	4	0.00	3	0.00
Jamaica	4	0.00	2	0.00
Trinidad and Tobago	16	0.02	16	0.02
Other Caribbean	10	0.01	11	0.01
Central America				
Central America Total	2,509	2.75	2,617	2.83
Mexico	2,431	2.66	2,530	2.74
Costa Rica	0	0.00	0	0.00
El Salvador	26	0.03	29	0.03
Guatemala	42	0.05	51	0.06
Honduras	4	0.00	3	0.00
Nicaragua	5	0.01	4	0.00
Panama	2	0.00	1	0.00
Other Central America	0	0.00	0	0.00
South America				
South America Total	1,563	1.71	1,625	1.76
Argentina	146	0.16	152	0.16
Bolivia	28	0.03	27	0.03
Brazil	553	0.60	571	0.62
Chile	139	0.15	145	0.16
Colombia	301	0.33	312	0.34
Ecuador	87	0.10	96	0.10
Guyana	28	0.03	25	0.03
Peru	165	0.18	174	0.19
Venezuela	65	0.07	67	0.07
Other South America	52	0.06	56	0.06
North America				
Northern America Total	539	0.59	558	0.60
Canada	539	0.59	558	0.60
Other Northern America	0	0.00	0	0.00

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Trade Area: 123 Main St - 5 mi.

	2023		2028	
	Estimate	%	Projection	%
Population				
Total Population	224,593	100.00	226,927	100.00
Foreign-Born Population**	65,043	28.96	67,471	29.73
Europe				
Europe Total	8,793	3.92	9,044	3.98
Northern Europe				
United Kingdom	1,118	0.50	1,151	0.51
Ireland	43	0.02	40	0.02
Sweden	160	0.07	170	0.07
Other Northern Europe	235	0.10	236	0.10
Western Europe				
Austria	33	0.01	39	0.02
France	881	0.39	909	0.40
Germany	734	0.33	760	0.34
Netherlands	68	0.03	64	0.03
Other Western Europe	445	0.20	445	0.20
Southern Europe				
Greece	49	0.02	51	0.02
Italy	720	0.32	735	0.32
Portugal	50	0.02	49	0.02
Spain	317	0.14	331	0.15
Other Southern Europe	14	0.01	12	0.01
Eastern Europe				
Czechoslovakia (including Czech Republic and Slovakia)	175	0.08	182	0.08
Hungary	145	0.07	148	0.07
Poland	346	0.15	361	0.16
Romania	159	0.07	162	0.07
Belarus	159	0.07	164	0.07
Russia	1,446	0.64	1,491	0.66
Ukraine	595	0.27	624	0.28
Bosnia and Herzegovina	53	0.02	52	0.02
Other Eastern Europe	768	0.34	791	0.35
Other Europe				
Other Europe	79	0.04	77	0.03

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	2023 Estimate	%	2028 Projection	%
Asia				
Asia Total	42,968	19.13	44,572	19.64
Eastern Asia				
China	9,134	4.07	9,488	4.18
Hong Kong	626	0.28	652	0.29
Taiwan	1,880	0.84	1,961	0.86
Japan	2,275	1.01	2,405	1.06
Korea	3,902	1.74	4,097	1.80
Other Eastern Asia	5	0.00	5	0.00
South Central Asia				
Afghanistan	228	0.10	226	0.10
Bangladesh	156	0.07	159	0.07
India	6,380	2.84	6,437	2.84
Iran	2,893	1.29	2,988	1.32
Pakistan	163	0.07	155	0.07
Other South Central Asia	272	0.12	279	0.12
South Eastern Asia				
Cambodia	67	0.03	72	0.03
Indonesia	116	0.05	116	0.05
Laos	284	0.13	291	0.13
Malaysia	50	0.02	48	0.02
Philippines	5,451	2.43	5,686	2.51
Thailand	215	0.10	231	0.10
Vietnam	5,261	2.34	5,473	2.41
Other South Eastern Asia	113	0.05	118	0.05
Western Asia				
Iraq	772	0.34	816	0.36
Israel	939	0.42	975	0.43
Jordan	223	0.10	231	0.10
Lebanon	222	0.10	234	0.10
Syria	287	0.13	350	0.15
Turkey	323	0.14	345	0.15
Armenia	83	0.04	83	0.04
Other Western Asia	383	0.17	382	0.17
Other Asia				
Other Asia	265	0.12	269	0.12
Africa				
Africa Total	1,904	0.85	1,992	0.88
Eastern Africa				
Ethiopia	139	0.06	146	0.06
Other Eastern Africa	492	0.22	519	0.23
Middle Africa				
Middle Africa	6	0.00	5	0.00
Northern Africa				
Egypt	277	0.12	278	0.12
Other Northern Africa	328	0.15	354	0.16
Southern Africa				
South Africa	527	0.23	548	0.24
Other Southern Africa	0	0.00	2	0.00
Western Africa				
Ghana	14	0.01	14	0.01
Nigeria	67	0.03	72	0.03
Sierra Leone	0	0.00	0	0.00
Other Western Africa	53	0.02	53	0.02
Other Africa				
Other Africa	0	0.00	1	0.00

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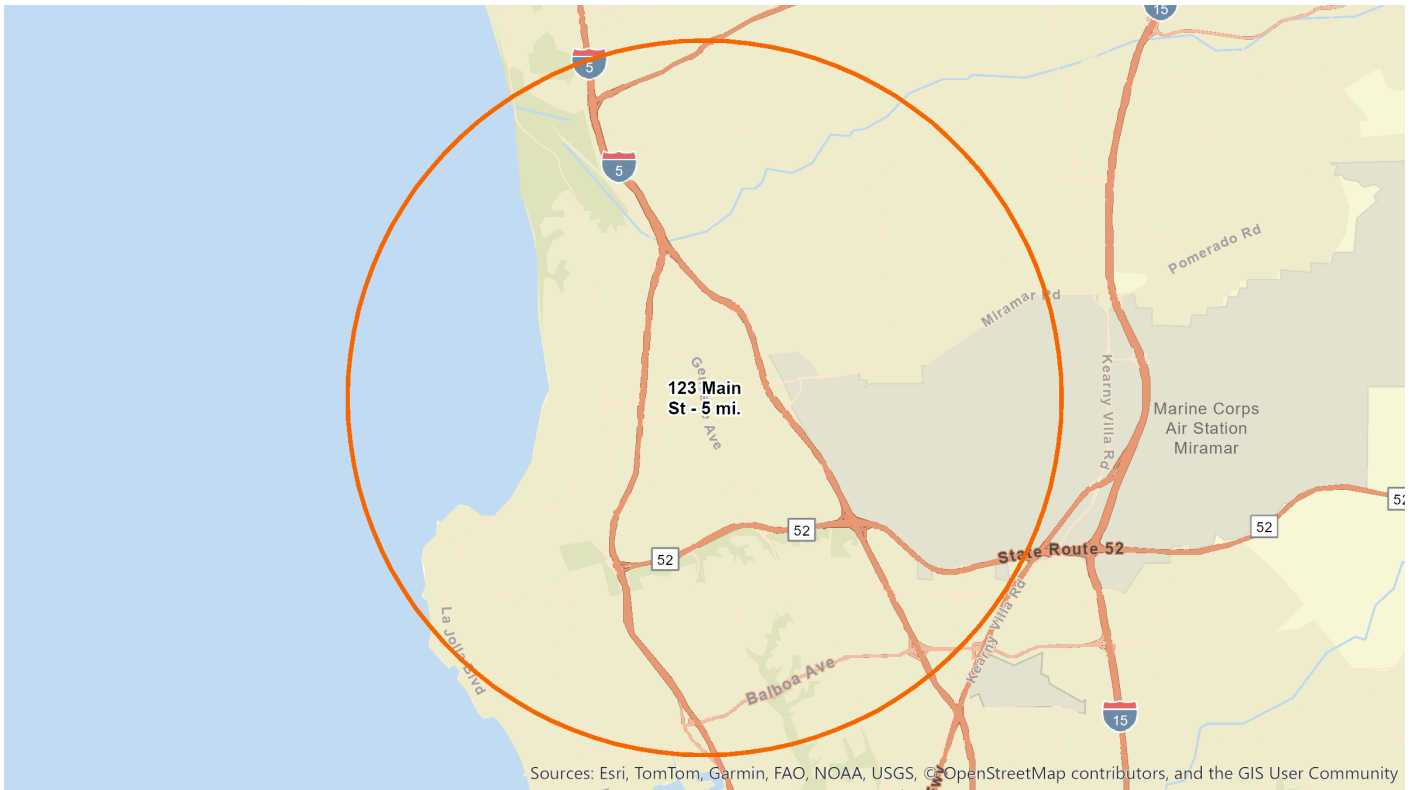
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Oceania				
Oceania Total	366	0.16	382	0.17
Australia	149	0.07	155	0.07
Other Australian and New Zealand Subregion	39	0.02	41	0.02
Other Oceania	178	0.08	186	0.08
Caribbean				
Caribbean Total	296	0.13	302	0.13
Barbados	2	0.00	4	0.00
Cuba	59	0.03	59	0.03
Dominican Republic	99	0.04	102	0.04
Haiti	49	0.02	47	0.02
Jamaica	34	0.01	36	0.02
Trinidad and Tobago	33	0.01	32	0.01
Other Caribbean	19	0.01	23	0.01
Central America				
Central America Total	6,674	2.97	6,948	3.06
Mexico	6,456	2.88	6,714	2.96
Costa Rica	1	0.00	2	0.00
El Salvador	74	0.03	76	0.03
Guatemala	124	0.06	134	0.06
Honduras	7	0.00	10	0.00
Nicaragua	10	0.01	9	0.00
Panama	2	0.00	2	0.00
Other Central America	0	0.00	1	0.00
South America				
South America Total	2,718	1.21	2,850	1.26
Argentina	261	0.12	276	0.12
Bolivia	47	0.02	43	0.02
Brazil	941	0.42	977	0.43
Chile	243	0.11	251	0.11
Colombia	536	0.24	560	0.25
Ecuador	149	0.07	165	0.07
Guyana	42	0.02	46	0.02
Peru	291	0.13	308	0.14
Venezuela	116	0.05	124	0.06
Other South America	92	0.04	101	0.04
North America				
Northern America Total	1,323	0.59	1,382	0.61
Canada	1,323	0.59	1,382	0.61
Other Northern America	0	0.00	0	0.00

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Report Details

Name: MultiCultural® Foreign-Born
Date / Time: 2/26/2024 7:16:08 PM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
123 Main St - 1 mi.		N/A
123 Main St - 3 mi.		N/A
123 Main St - 5 mi.		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

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