Full Year 2023	1-Mile Radius	3-Mile Radius	5-Mile Radius	10-Mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	3,666	6,453	33,132	159,931	7,965,222
Total Daytime Population	4,181	6,292	28,668	156,764	7,571,436
TOTAL HOUSEHOLD INCOME					
Total Households	1,336	2,816	12,538	59,736	2,989,846
Median Household Income	$66,647	$61,292	$62,668	$69,662	$69,644
Average Household Income	$74,060	$78,829	$80,001	$86,017	$88,671
Under $15,000	2.2%	4.2%	6.8%	5.4%	8.0%
$15,000 - $34,999	17.0%	17.6%	13.7%	12.5%	15.3%
$35,000 - $49,999	12.9%	17.9%	14.0%	13.5%	12.4%
$50,000 - $74,999	27.1%	21.2%	23.7%	20.6%	18.4%
$75,000 - $99,999	19.2%	17.5%	16.2%	13.9%	13.9%
$100,000 - $124,999	10.0%	7.9%	9.3%	11.7%	10.0%
$125,000 - $149,999	6.9%	8.1%	5.9%	7.0%	6.7%
$150,000+	4.9%	5.6%	10.5%	15.4%	15.3%
BUSINESSES					
Total Businesses	28	94	437	2,016	167,318
RACE/ETHNICITY					
White/Caucasian	56.4%	65.8%	54.8%	54.9%	55.9%
Black/African American	6.2%	6.0%	7.8%	7.0%	14.4%
Asian/Pacific Islander	0.8%	0.6%	1.9%	2.6%	3.4%
Hispanic/Latino	32.1%	24.6%	32.5%	31.5%	23.1%
Other	4.6%	2.9%	3.0%	4.1%	3.2%