

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	19,864	130,389	295,256	907,813	236,477
Total Daytime Population	15,158	125,939	385,009	1,145,539	329,325

TOTAL HOUSEHOLD INCOME

Total Households	8,991	56,615	126,066	357,587	102,040
Median Household Income	\$66,616	\$74,314	\$74,950	\$73,040	\$76,008
Average Household Income	\$78,509	\$94,157	\$97,458	\$96,171	\$98,379
Under \$15,000	8.7%	8.7%	9.6%	9.5%	8.9%
\$15,000 - \$34,999	21.5%	18.5%	17.7%	17.6%	17.1%
\$35,000 - \$49,999	16.7%	13.8%	13.1%	13.5%	12.8%
\$50,000 - \$74,999	18.0%	18.3%	18.0%	18.2%	17.9%
\$75,000 - \$99,999	13.8%	12.5%	12.2%	13.3%	12.6%
\$100,000 - \$124,999	8.5%	8.3%	8.8%	9.1%	9.2%
\$125,000 - \$149,999	5.4%	5.7%	5.4%	5.6%	5.6%
\$150,000+	7.6%	14.2%	15.2%	13.3%	16.0%

BUSINESSES

Total Businesses	492	3,730	10,496	31,516	8,999
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RACE/ETHNICITY

White/Caucasian	46.3%	48.3%	45.6%	41.3%	48.2%
Black/African American	10.5%	7.3%	12.6%	19.7%	9.9%
Asian/Pacific Islander	2.7%	2.6%	3.4%	4.2%	3.4%
Hispanic/Latino	37.6%	38.7%	35.4%	31.5%	35.6%
Other	2.9%	3.1%	2.9%	3.4%	3.0%