

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	50,180	492,134	1,222,593	3,369,863	548,964
Total Daytime Population	31,726	463,494	1,449,305	4,003,061	519,560

TOTAL HOUSEHOLD INCOME

Total Households	17,427	187,660	483,401	1,226,393	207,928
Median Household Income	\$76,295	\$75,580	\$77,434	\$80,939	\$72,526
Average Household Income	\$103,782	\$106,434	\$108,840	\$112,202	\$103,473
Under \$15,000	9.7%	11.6%	11.9%	10.9%	12.2%
\$15,000 - \$34,999	15.1%	16.8%	16.2%	15.0%	17.1%
\$35,000 - \$49,999	14.0%	12.1%	11.1%	10.4%	12.5%
\$50,000 - \$74,999	15.2%	15.6%	14.9%	14.7%	15.6%
\$75,000 - \$99,999	11.8%	11.6%	11.8%	12.0%	11.6%
\$100,000 - \$124,999	7.5%	8.4%	8.7%	8.9%	8.4%
\$125,000 - \$149,999	6.7%	5.9%	6.0%	6.4%	5.8%
\$150,000+	20.0%	18.0%	19.5%	21.7%	16.7%

BUSINESSES

Total Businesses	784	16,985	49,017	118,423	19,027
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RACE/ETHNICITY

White/Caucasian	12.8%	19.4%	25.1%	26.8%	19.0%
Black/African American	20.8%	16.2%	13.6%	11.8%	15.4%
Asian/Pacific Islander	14.2%	16.9%	13.5%	10.1%	16.8%
Hispanic/Latino	49.0%	44.4%	44.4%	48.2%	45.8%
Other	3.2%	3.1%	3.3%	3.1%	3.1%