

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	26,892	147,107	368,180	1,238,140	125,104
Total Daytime Population	16,480	169,568	484,827	1,750,526	137,677

TOTAL HOUSEHOLD INCOME

Total Households	14,232	69,403	160,328	501,023	59,328
Median Household Income	\$76,891	\$91,760	\$96,171	\$100,888	\$89,191
Average Household Income	\$103,967	\$124,674	\$126,047	\$132,283	\$117,562
Under \$15,000	5.7%	5.8%	5.7%	5.4%	6.2%
\$15,000 - \$34,999	12.7%	10.7%	10.5%	10.3%	10.8%
\$35,000 - \$49,999	19.2%	12.0%	11.0%	9.9%	12.4%
\$50,000 - \$74,999	22.7%	19.0%	17.5%	15.4%	19.4%
\$75,000 - \$99,999	12.9%	14.3%	13.7%	13.5%	14.4%
\$100,000 - \$124,999	7.7%	10.1%	10.0%	10.5%	10.2%
\$125,000 - \$149,999	5.4%	7.6%	8.0%	8.1%	7.6%
\$150,000+	13.8%	20.5%	23.8%	27.0%	19.1%

BUSINESSES

Total Businesses	454	6,078	15,239	49,334	4,714
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RACE/ETHNICITY

White/Caucasian	43.1%	50.1%	48.8%	48.3%	48.7%
Black/African American	24.7%	15.4%	11.9%	11.1%	16.2%
Asian/Pacific Islander	6.9%	8.6%	11.5%	14.3%	8.1%
Hispanic/Latino	21.7%	22.6%	24.7%	23.2%	23.8%
Other	3.7%	3.3%	3.1%	3.1%	3.2%