

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	20,556	295,316	526,248	1,858,736	454,391
Total Daytime Population	22,874	324,685	588,441	2,040,584	510,516

TOTAL HOUSEHOLD INCOME

Total Households	6,513	107,525	186,878	588,440	163,772
Median Household Income	\$74,162	\$77,524	\$85,771	\$85,179	\$86,813
Average Household Income	\$90,460	\$96,000	\$104,795	\$103,126	\$105,698
Under \$15,000	8.0%	9.2%	8.2%	7.7%	8.6%
\$15,000 - \$34,999	18.3%	14.7%	13.3%	12.9%	13.1%
\$35,000 - \$49,999	9.6%	11.4%	10.3%	10.3%	10.4%
\$50,000 - \$74,999	19.4%	17.6%	16.0%	15.8%	16.3%
\$75,000 - \$99,999	10.7%	13.5%	13.7%	13.8%	13.7%
\$100,000 - \$124,999	10.3%	9.5%	10.3%	10.7%	10.2%
\$125,000 - \$149,999	6.9%	7.1%	7.7%	7.9%	7.7%
\$150,000+	16.7%	17.0%	20.5%	21.1%	20.2%

BUSINESSES

Total Businesses	756	7,131	11,954	45,082	9,666
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RACE/ETHNICITY

White/Caucasian	17.0%	27.0%	30.4%	22.5%	30.5%
Black/African American	12.7%	12.3%	11.4%	10.0%	11.7%
Asian/Pacific Islander	24.2%	14.1%	13.3%	15.5%	13.6%
Hispanic/Latino	42.7%	42.5%	40.4%	48.4%	40.0%
Other	3.4%	4.1%	4.4%	3.6%	4.3%