

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	35,148	159,310	464,197	1,464,489	286,206
Total Daytime Population	21,710	126,399	383,532	1,413,253	243,804

### TOTAL HOUSEHOLD INCOME

Total Households	12,428	49,739	151,146	487,234	91,054
Median Household Income	\$58,892	\$67,363	\$62,359	\$64,735	\$64,926
Average Household Income	\$70,928	\$80,937	\$74,613	\$80,188	\$77,950
Under \$15,000	12.3%	8.7%	11.6%	11.3%	9.5%
\$15,000 - \$34,999	19.0%	15.4%	16.1%	17.3%	15.4%
\$35,000 - \$49,999	12.7%	12.1%	13.5%	13.1%	12.6%
\$50,000 - \$74,999	21.1%	19.6%	18.5%	17.8%	19.1%
\$75,000 - \$99,999	13.0%	14.6%	14.0%	12.9%	14.6%
\$100,000 - \$124,999	7.9%	10.2%	9.6%	8.8%	10.6%
\$125,000 - \$149,999	4.2%	6.4%	5.8%	5.8%	6.6%
\$150,000+	9.9%	13.0%	11.0%	13.0%	11.7%

### BUSINESSES

Total Businesses	573	3,322	9,841	47,739	6,434
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### RACE/ETHNICITY

White/Caucasian	6.5%	7.6%	8.1%	15.2%	7.2%
Black/African American	10.2%	17.1%	25.8%	28.0%	23.7%
Asian/Pacific Islander	1.3%	2.0%	2.2%	2.4%	2.0%
Hispanic/Latino	80.7%	72.4%	62.4%	52.5%	65.9%
Other	1.4%	1.0%	1.4%	1.9%	1.2%