

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	11,629	84,174	275,679	1,161,791	130,236
Total Daytime Population	17,440	132,545	418,059	1,374,325	204,266

TOTAL HOUSEHOLD INCOME

Total Households	5,158	37,079	111,788	436,668	53,167
Median Household Income	\$99,861	\$83,284	\$68,978	\$61,999	\$81,555
Average Household Income	\$126,175	\$119,006	\$93,150	\$79,048	\$114,704
Under \$15,000	3.3%	10.0%	10.7%	11.3%	9.9%
\$15,000 - \$34,999	13.0%	17.2%	19.7%	18.6%	17.0%
\$35,000 - \$49,999	9.9%	13.0%	13.9%	13.4%	13.0%
\$50,000 - \$74,999	16.8%	17.0%	18.3%	18.5%	17.6%
\$75,000 - \$99,999	14.4%	11.2%	11.3%	12.4%	11.1%
\$100,000 - \$124,999	8.0%	7.2%	7.7%	8.5%	8.2%
\$125,000 - \$149,999	7.3%	5.1%	5.3%	5.5%	5.6%
\$150,000+	27.5%	19.4%	13.1%	11.9%	17.6%

BUSINESSES

Total Businesses	700	5,046	11,513	31,029	6,342
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RACE/ETHNICITY

White/Caucasian	59.1%	47.4%	35.8%	28.6%	44.1%
Black/African American	2.0%	6.3%	6.6%	8.4%	6.3%
Asian/Pacific Islander	2.0%	2.2%	2.0%	2.7%	2.1%
Hispanic/Latino	33.9%	42.0%	53.3%	58.2%	45.1%
Other	2.9%	2.1%	2.3%	2.2%	2.4%