

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	37,285	232,513	497,333	1,395,697	476,258
Total Daytime Population	31,675	206,911	434,385	1,494,278	420,376

TOTAL HOUSEHOLD INCOME

Total Households	7,725	55,148	129,116	461,850	122,790
Median Household Income	\$67,275	\$78,489	\$79,059	\$87,972	\$79,579
Average Household Income	\$84,111	\$94,251	\$96,233	\$112,614	\$96,630
Under \$15,000	8.6%	7.8%	8.9%	8.9%	8.6%
\$15,000 - \$34,999	19.6%	15.7%	15.3%	13.4%	15.2%
\$35,000 - \$49,999	12.7%	10.8%	11.2%	9.9%	11.0%
\$50,000 - \$74,999	16.2%	15.2%	15.8%	14.9%	15.8%
\$75,000 - \$99,999	12.9%	14.1%	13.5%	12.6%	13.6%
\$100,000 - \$124,999	8.4%	10.9%	10.7%	10.2%	10.8%
\$125,000 - \$149,999	7.6%	7.9%	6.9%	7.4%	7.1%
\$150,000+	14.0%	17.7%	17.8%	22.6%	18.0%

BUSINESSES

Total Businesses	570	3,350	8,916	42,111	8,527
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RACE/ETHNICITY

White/Caucasian	1.8%	7.8%	15.2%	34.7%	15.0%
Black/African American	2.5%	3.0%	3.1%	3.8%	3.0%
Asian/Pacific Islander	1.1%	6.3%	8.7%	9.8%	8.6%
Hispanic/Latino	93.8%	81.7%	71.3%	48.5%	71.7%
Other	0.8%	1.3%	1.7%	3.2%	1.7%