Full Year 2023	1-Mile Radius	3-Mile Radius	5-Mile Radius	10-Mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	31,339	231,025	561,795	1,918,569	291,647
Total Daytime Population	29,401	280,499	673,280	2,225,518	386,736
TOTAL HOUSEHOLD INCOME					
Total Households	7,959	78,249	199,969	707,719	101,518
Median Household Income	$57,240	$75,672	$82,282	$90,832	$76,915
Average Household Income	$74,201	$96,647	$108,267	$125,274	$100,251
Under $15,000	10.4%	11.1%	10.1%	9.4%	11.1%
$15,000 - $34,999	15.9%	14.1%	13.8%	13.5%	14.1%
$35,000 - $49,999	16.3%	10.9%	10.3%	9.5%	10.6%
$50,000 - $74,999	17.1%	15.6%	14.8%	14.6%	15.4%
$75,000 - $99,999	14.5%	14.1%	13.2%	12.3%	13.6%
$100,000 - $124,999	9.1%	9.4%	9.7%	9.8%	9.4%
$125,000 - $149,999	5.0%	6.5%	6.9%	7.0%	6.8%
$150,000+	11.7%	18.1%	21.2%	24.1%	19.0%
BUSINESSES					
Total Businesses	748	6,606	18,048	70,676	8,857
RACE/ETHNICITY					
White/Caucasian	12.9%	34.7%	40.2%	41.2%	38.1%
Black/African American	2.0%	3.7%	3.5%	3.4%	3.7%
Asian/Pacific Islander	3.9%	7.6%	8.2%	11.3%	8.0%
Hispanic/Latino	79.5%	51.0%	44.7%	40.7%	46.9%
Other	1.8%	3.0%	3.4%	3.4%	3.3%