

Trade Area: 123 Main St - 1 mi.

	Total		White Alone		Black/African American Alone		Asian Alone		Hispanic or Latino	
	Households	%	Households	%	Households	%	Households	%	Households	%
2023 Estimate	15,513	100.00	7,324	100.00	349	100.00	5,789	100.00	1,758	100.00
SES A (Upper Class)	3,427	22.09	1,452	9.36	54	0.35	1,275	8.22	302	1.95
SES B (Upper-Middle Class)	3,386	21.83	1,786	11.51	90	0.58	1,139	7.34	390	2.51
SES C (Middle Class)	3,597	23.19	1,890	12.18	84	0.54	1,262	8.13	459	2.96
SES D (Lower-Middle Class)	2,001	12.90	1,106	7.13	72	0.46	612	3.94	249	1.60
SES E (Lower Class)	3,103	20.00	1,090	7.03	50	0.32	1,500	9.67	359	2.31

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2024. (<https://claritas.easpotlight.com/Spotlight/About/3/2023>)

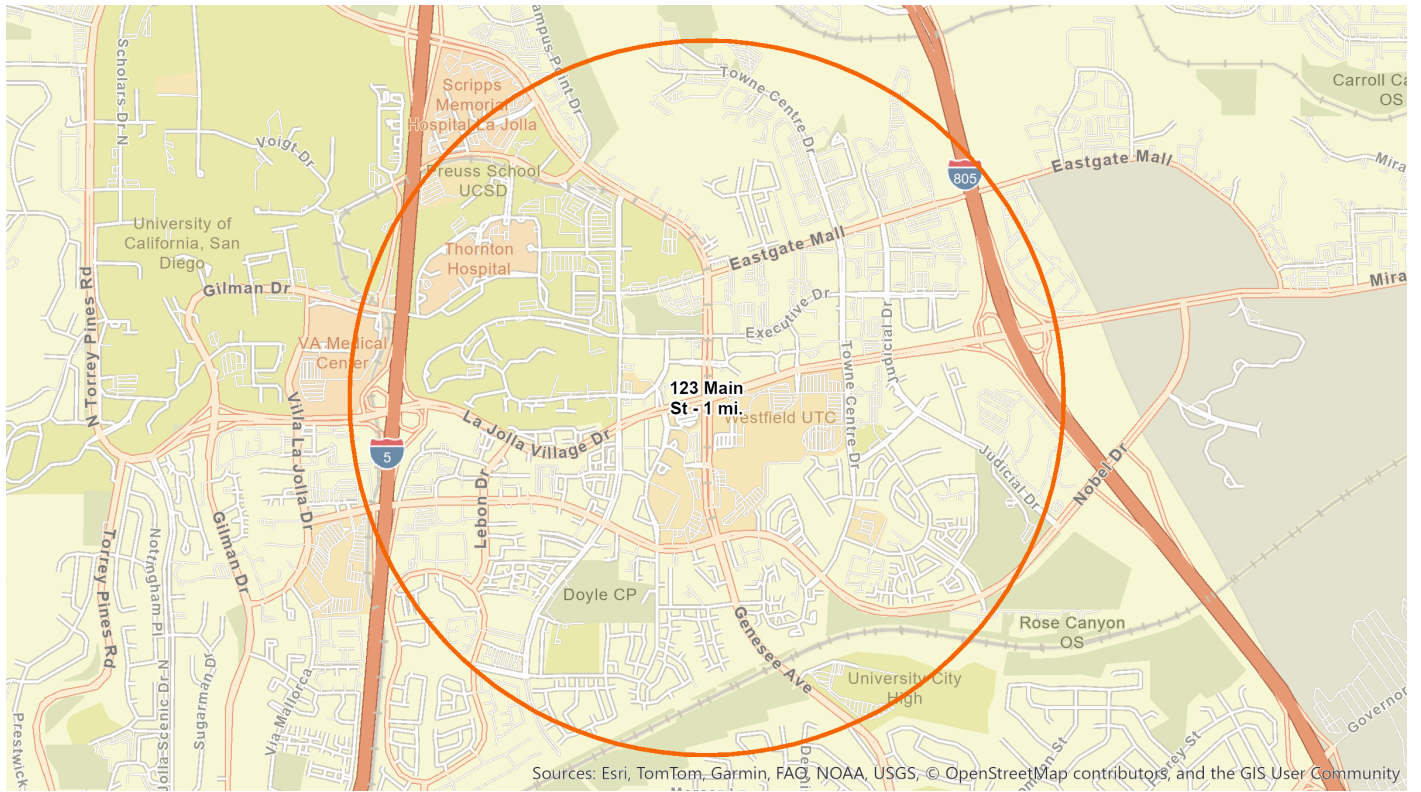
Trade Area: 123 Main St - 1 mi.

Description	Definition
Socioeconomic Status (SES)	A blend of income, education, occupation and housing characteristics. Households are grouped into common segments with an A-E status. "A" is the highest level of socioeconomic status while "E" is the lowest level. The following descriptions are typical for the SES categories. However, there can be greater diversity within a category, particularly for household income and educational attainment.
A (Upper Class)	Households with over \$100,000 annual household income, 4 year college degree or graduate degree, owned housing, and employed in professional occupations.
B (Upper-Middle Class)	Households generally between \$75,000 and \$200,000 annual household income, some college or higher education, owned housing, professional or skilled occupation.
C (Middle Class)	Households usually between \$40,000 and \$125,000 annual household income, high school graduate to some college, and employed as skilled labor or service worker.
D (Lower-Middle Class)	Households typically between \$25,000 and \$60,000 annual household income, high school or lower education, rented housing, employed as service or labor worker.
E (Lower Class)	Households most often below \$35,000 annual household income; less than high school education; rented housing, labor or service worker or unemployed.
SES Segment (Geographic A-E)	Households are grouped into common segments as an A-E segment by geography. "A" is the highest level of socioeconomic status while "E" is the lowest level. Not applicable is indicated by a null or blank field. Refer to Socioeconomic Status (SES) above for definitions for A-E.

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2024.
<https://claritas.easpotlight.com/Spotlight/About/3/2023>

Trade Area: 123 Main St - 1 mi.



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community
©2006-2024 TomTom

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2024.
(<https://claritas.easpotlight.com/Spotlight/About/3/2023>)

Trade Area: 123 Main St - 3 mi.

	Total		White Alone		Black/African American Alone		Asian Alone		Hispanic or Latino	
	Households	%	Households	%	Households	%	Households	%	Households	%
2023 Estimate	34,248	100.00	20,634	100.00	658	100.00	8,372	100.00	4,011	100.00
SES A (Upper Class)	10,412	30.40	6,572	19.19	96	0.28	2,229	6.51	1,046	3.05
SES B (Upper-Middle Class)	7,531	21.99	4,790	13.99	161	0.47	1,645	4.80	903	2.64
SES C (Middle Class)	7,530	21.99	4,686	13.68	200	0.58	1,803	5.26	918	2.68
SES D (Lower-Middle Class)	3,809	11.12	2,371	6.92	118	0.34	832	2.43	535	1.56
SES E (Lower Class)	4,966	14.50	2,215	6.47	82	0.24	1,862	5.44	609	1.78

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2024.
<https://claritas.easpotlight.com/Spotlight/About/3/2023>

Trade Area: 123 Main St - 3 mi.

Description	Definition
Socioeconomic Status (SES)	A blend of income, education, occupation and housing characteristics. Households are grouped into common segments with an A-E status. "A" is the highest level of socioeconomic status while "E" is the lowest level. The following descriptions are typical for the SES categories. However, there can be greater diversity within a category, particularly for household income and educational attainment.
A (Upper Class)	Households with over \$100,000 annual household income, 4 year college degree or graduate degree, owned housing, and employed in professional occupations.
B (Upper-Middle Class)	Households generally between \$75,000 and \$200,000 annual household income, some college or higher education, owned housing, professional or skilled occupation.
C (Middle Class)	Households usually between \$40,000 and \$125,000 annual household income, high school graduate to some college, and employed as skilled labor or service worker.
D (Lower-Middle Class)	Households typically between \$25,000 and \$60,000 annual household income, high school or lower education, rented housing, employed as service or labor worker.
E (Lower Class)	Households most often below \$35,000 annual household income; less than high school education; rented housing, labor or service worker or unemployed.
SES Segment (Geographic A-E)	Households are grouped into common segments as an A-E segment by geography. "A" is the highest level of socioeconomic status while "E" is the lowest level. Not applicable is indicated by a null or blank field. Refer to Socioeconomic Status (SES) above for definitions for A-E.

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2024.
<https://claritas.easpotlight.com/Spotlight/About/3/2023>

Trade Area: 123 Main St - 3 mi.



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

©2006-2024 TomTom

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2024.
(<https://claritas.easpotlight.com/Spotlight/About/3/2023>)

Trade Area: 123 Main St - 5 mi.

	Total		White Alone		Black/African American Alone		Asian Alone		Hispanic or Latino	
	Households	%	Households	%	Households	%	Households	%	Households	%
2023 Estimate	82,940	100.00	52,084	100.00	1,751	100.00	17,788	100.00	9,677	100.00
SES A (Upper Class)	29,514	35.59	18,734	22.59	359	0.43	6,529	7.87	2,643	3.19
SES B (Upper-Middle Class)	18,705	22.55	11,994	14.46	421	0.51	3,771	4.55	2,279	2.75
SES C (Middle Class)	17,372	20.95	11,041	13.31	425	0.51	3,477	4.19	2,226	2.68
SES D (Lower-Middle Class)	8,424	10.16	5,477	6.60	273	0.33	1,574	1.90	1,262	1.52
SES E (Lower Class)	8,926	10.76	4,839	5.83	272	0.33	2,436	2.94	1,266	1.53

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2024.
<https://claritas.easpotlight.com/Spotlight/About/3/2023>

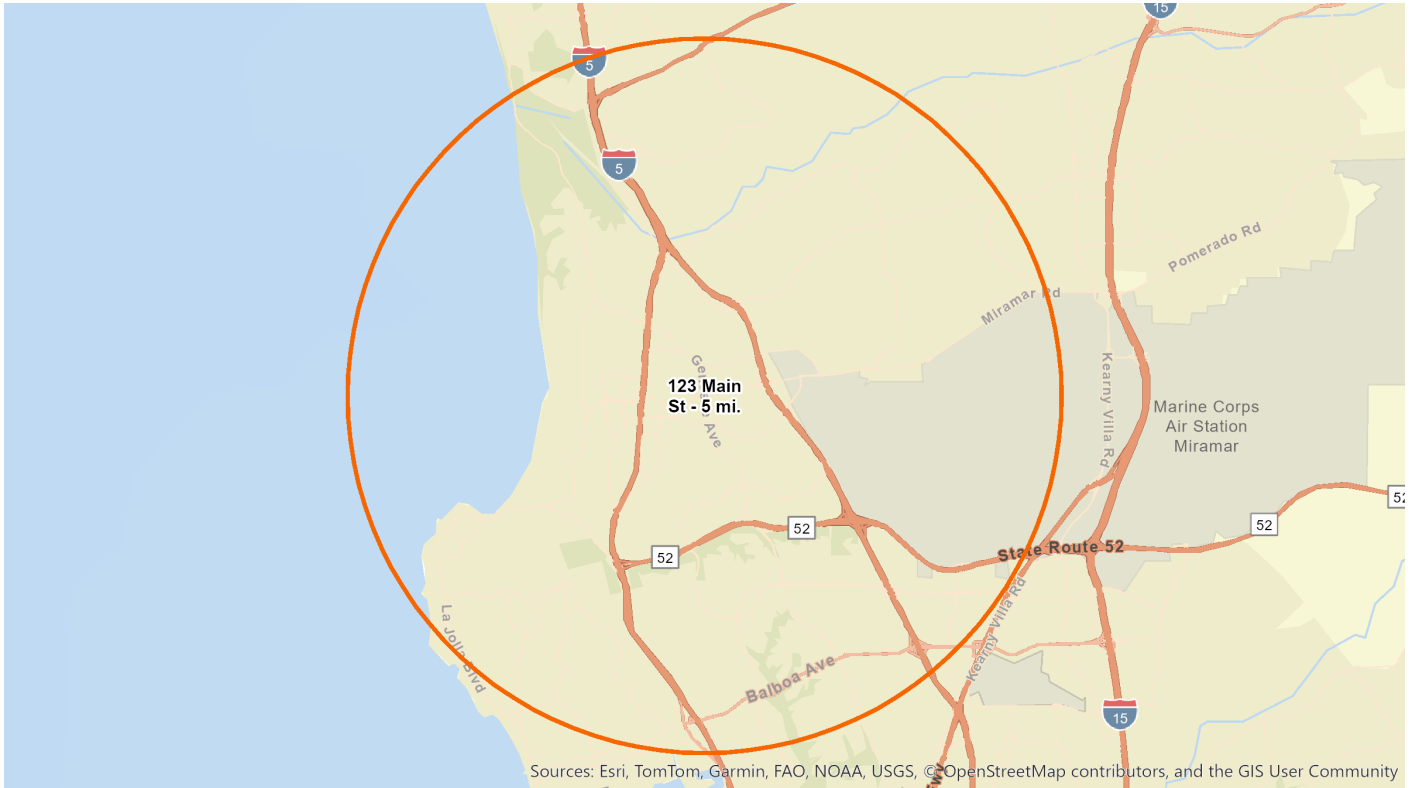
Trade Area: 123 Main St - 5 mi.

Description	Definition
Socioeconomic Status (SES)	A blend of income, education, occupation and housing characteristics. Households are grouped into common segments with an A-E status. "A" is the highest level of socioeconomic status while "E" is the lowest level. The following descriptions are typical for the SES categories. However, there can be greater diversity within a category, particularly for household income and educational attainment.
A (Upper Class)	Households with over \$100,000 annual household income, 4 year college degree or graduate degree, owned housing, and employed in professional occupations.
B (Upper-Middle Class)	Households generally between \$75,000 and \$200,000 annual household income, some college or higher education, owned housing, professional or skilled occupation.
C (Middle Class)	Households usually between \$40,000 and \$125,000 annual household income, high school graduate to some college, and employed as skilled labor or service worker.
D (Lower-Middle Class)	Households typically between \$25,000 and \$60,000 annual household income, high school or lower education, rented housing, employed as service or labor worker.
E (Lower Class)	Households most often below \$35,000 annual household income; less than high school education; rented housing, labor or service worker or unemployed.
SES Segment (Geographic A-E)	Households are grouped into common segments as an A-E segment by geography. "A" is the highest level of socioeconomic status while "E" is the lowest level. Not applicable is indicated by a null or blank field. Refer to Socioeconomic Status (SES) above for definitions for A-E.

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2024.
<https://claritas.easpotlight.com/Spotlight/About/3/2023>

Trade Area: 123 Main St - 5 mi.



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, ©OpenStreetMap contributors, and the GIS User Community

©2006-2024 TomTom

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2024.
(<https://claritas.easptight.com/Spotlight/About/3/2023>)

Report Details

Name: Executive Dashboard
Date / Time: 2/26/2024 7:34:41 PM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
123 Main St - 1 mi.		N/A
123 Main St - 3 mi.		N/A
123 Main St - 5 mi.		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Claritas Culture Codes	Claritas	©Claritas, LLC 2024 https://claritas.easpotlight.com/Spotlight/About
