

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	6,463	12,748	36,937	139,109	156,107
Total Daytime Population	5,871	12,517	43,798	199,231	216,486

TOTAL HOUSEHOLD INCOME

Total Households	2,397	4,844	14,913	54,711	61,252
Median Household Income	\$109,309	\$111,772	\$96,527	\$87,833	\$88,727
Average Household Income	\$122,404	\$124,775	\$117,843	\$116,135	\$117,322
Under \$15,000	6.8%	4.8%	4.7%	7.9%	7.5%
\$15,000 - \$34,999	3.1%	5.6%	12.1%	12.1%	11.9%
\$35,000 - \$49,999	4.7%	6.9%	9.2%	10.0%	10.1%
\$50,000 - \$74,999	17.2%	15.0%	16.8%	15.9%	15.8%
\$75,000 - \$99,999	11.0%	12.1%	11.7%	12.1%	12.1%
\$100,000 - \$124,999	11.8%	9.8%	11.6%	10.3%	10.3%
\$125,000 - \$149,999	13.6%	11.6%	8.8%	7.8%	7.8%
\$150,000+	31.9%	34.2%	25.2%	24.0%	24.7%

BUSINESSES

Total Businesses	223	349	1,593	4,776	5,077
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RACE/ETHNICITY

White/Caucasian	80.3%	81.1%	75.6%	71.9%	73.3%
Black/African American	5.0%	4.3%	10.4%	12.3%	11.5%
Asian/Pacific Islander	7.2%	6.3%	4.9%	6.0%	5.7%
Hispanic/Latino	4.7%	4.7%	5.7%	6.4%	6.1%
Other	2.7%	3.6%	3.4%	3.4%	3.4%