

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	5,191	43,301	92,342	197,783	90,792
Total Daytime Population	3,984	35,916	74,730	171,160	73,925

### TOTAL HOUSEHOLD INCOME

Total Households	2,096	16,032	36,770	81,086	36,145
Median Household Income	\$55,784	\$67,258	\$61,324	\$55,855	\$61,266
Average Household Income	\$75,034	\$77,490	\$72,986	\$69,110	\$72,888
Under \$15,000	2.8%	7.9%	9.0%	9.9%	9.0%
\$15,000 - \$34,999	16.7%	14.5%	17.3%	19.6%	17.4%
\$35,000 - \$49,999	25.3%	14.6%	14.7%	15.4%	14.8%
\$50,000 - \$74,999	22.2%	20.2%	21.2%	21.5%	20.9%
\$75,000 - \$99,999	10.4%	15.5%	14.4%	12.9%	14.4%
\$100,000 - \$124,999	11.1%	10.9%	9.8%	8.2%	9.9%
\$125,000 - \$149,999	5.8%	7.7%	5.6%	4.8%	5.7%
\$150,000+	5.8%	8.8%	8.0%	7.7%	7.9%

### BUSINESSES

Total Businesses	44	480	1,328	3,431	1,326
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### RACE/ETHNICITY

White/Caucasian	76.8%	74.8%	75.8%	78.6%	75.8%
Black/African American	8.6%	6.0%	4.5%	4.6%	4.5%
Asian/Pacific Islander	1.1%	1.7%	1.7%	1.2%	1.8%
Hispanic/Latino	11.4%	14.6%	15.0%	12.9%	15.0%
Other	2.2%	2.9%	3.0%	2.8%	2.9%