

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	3,133	67,687	179,871	768,094	241,651
Total Daytime Population	1,836	70,983	266,670	953,486	357,645

TOTAL HOUSEHOLD INCOME

Total Households	1,229	26,698	69,800	302,064	92,366
Median Household Income	\$119,804	\$92,752	\$99,790	\$101,475	\$100,414
Average Household Income	\$162,289	\$112,078	\$119,719	\$127,512	\$120,982
Under \$15,000	2.0%	6.0%	5.7%	5.5%	5.9%
\$15,000 - \$34,999	12.6%	10.9%	11.0%	10.1%	10.7%
\$35,000 - \$49,999	2.7%	10.7%	9.6%	9.2%	9.5%
\$50,000 - \$74,999	7.7%	15.0%	14.2%	15.8%	14.3%
\$75,000 - \$99,999	11.9%	12.7%	12.4%	13.6%	12.2%
\$100,000 - \$124,999	15.7%	11.4%	10.7%	10.7%	10.7%
\$125,000 - \$149,999	3.3%	8.6%	7.7%	8.3%	8.0%
\$150,000+	44.1%	24.7%	28.7%	26.9%	28.7%

BUSINESSES

Total Businesses	26	2,915	7,935	27,849	10,865
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RACE/ETHNICITY

White/Caucasian	68.3%	60.8%	62.9%	59.9%	63.0%
Black/African American	14.1%	16.7%	14.9%	18.5%	15.7%
Asian/Pacific Islander	10.4%	6.8%	6.8%	5.5%	6.1%
Hispanic/Latino	4.2%	11.0%	11.5%	12.8%	11.4%
Other	3.1%	4.7%	3.9%	3.4%	3.8%