

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	13,987	86,030	195,317	697,700	403,087
Total Daytime Population	14,268	78,996	167,116	641,121	341,662

TOTAL HOUSEHOLD INCOME

Total Households	4,682	28,280	66,592	279,215	150,845
Median Household Income	\$124,980	\$101,870	\$97,770	\$76,239	\$83,129
Average Household Income	\$141,429	\$127,997	\$118,984	\$96,447	\$102,405
Under \$15,000	1.5%	4.4%	5.3%	8.5%	7.1%
\$15,000 - \$34,999	4.3%	7.9%	9.9%	16.1%	13.7%
\$35,000 - \$49,999	4.8%	7.8%	8.6%	12.4%	11.5%
\$50,000 - \$74,999	10.3%	15.2%	16.0%	17.7%	17.6%
\$75,000 - \$99,999	15.3%	11.6%	13.4%	12.9%	13.2%
\$100,000 - \$124,999	12.3%	9.4%	10.2%	9.5%	10.2%
\$125,000 - \$149,999	14.0%	8.8%	8.3%	6.6%	7.3%
\$150,000+	37.6%	35.0%	28.3%	16.4%	19.4%

BUSINESSES

Total Businesses	475	3,246	6,912	22,877	12,251
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RACE/ETHNICITY

White/Caucasian	56.1%	52.0%	50.0%	47.8%	48.5%
Black/African American	15.4%	15.8%	16.6%	22.0%	18.7%
Asian/Pacific Islander	6.6%	6.0%	5.2%	3.7%	4.3%
Hispanic/Latino	18.0%	21.9%	23.7%	22.5%	24.2%
Other	3.8%	4.4%	4.6%	4.0%	4.2%