

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	9,176	82,392	137,693	396,458	266,259
Total Daytime Population	9,613	58,177	110,525	322,937	208,239

### TOTAL HOUSEHOLD INCOME

Total Households	3,209	27,799	46,615	133,356	91,099
Median Household Income	\$104,816	\$102,762	\$111,680	\$90,484	\$99,077
Average Household Income	\$120,175	\$118,231	\$134,396	\$109,102	\$120,031
Under \$15,000	1.9%	2.8%	3.3%	6.1%	4.9%
\$15,000 - \$34,999	7.6%	7.9%	8.3%	11.2%	9.1%
\$35,000 - \$49,999	4.3%	6.3%	6.9%	9.3%	8.5%
\$50,000 - \$74,999	18.4%	15.4%	14.8%	16.5%	15.9%
\$75,000 - \$99,999	15.1%	13.6%	13.4%	13.0%	12.9%
\$100,000 - \$124,999	17.7%	13.9%	12.3%	11.3%	11.2%
\$125,000 - \$149,999	11.0%	11.7%	10.8%	9.5%	10.2%
\$150,000+	23.9%	28.5%	30.2%	23.2%	27.2%

### BUSINESSES

Total Businesses	243	1,119	2,082	5,995	3,975
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### RACE/ETHNICITY

White/Caucasian	60.2%	54.1%	58.9%	47.1%	54.1%
Black/African American	17.5%	17.1%	14.5%	17.6%	15.5%
Asian/Pacific Islander	2.7%	3.3%	2.5%	2.5%	2.8%
Hispanic/Latino	16.2%	22.7%	21.4%	30.4%	25.1%
Other	3.4%	2.9%	2.7%	2.5%	2.6%