

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	10,496	92,764	245,574	805,642	445,519
Total Daytime Population	24,770	126,614	292,965	977,628	511,524

TOTAL HOUSEHOLD INCOME

Total Households	3,796	33,948	84,288	273,682	149,514
Median Household Income	\$114,374	\$118,722	\$126,498	\$105,229	\$112,756
Average Household Income	\$143,885	\$143,419	\$154,007	\$126,724	\$137,401
Under \$15,000	3.0%	3.5%	3.6%	4.6%	4.5%
\$15,000 - \$34,999	6.9%	7.5%	7.3%	9.1%	8.3%
\$35,000 - \$49,999	6.5%	6.6%	6.8%	8.2%	8.0%
\$50,000 - \$74,999	15.9%	13.7%	12.4%	14.7%	14.3%
\$75,000 - \$99,999	13.5%	13.3%	11.4%	13.2%	12.3%
\$100,000 - \$124,999	11.4%	11.7%	10.9%	11.6%	10.7%
\$125,000 - \$149,999	9.1%	9.2%	9.3%	9.5%	9.4%
\$150,000+	33.8%	34.7%	38.2%	29.1%	32.7%

BUSINESSES

Total Businesses	726	3,697	7,346	22,208	12,299
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RACE/ETHNICITY

White/Caucasian	50.7%	60.3%	59.5%	58.5%	53.8%
Black/African American	8.7%	8.2%	6.6%	7.7%	7.6%
Asian/Pacific Islander	27.8%	18.2%	15.8%	9.5%	12.9%
Hispanic/Latino	10.1%	10.3%	15.4%	21.8%	23.1%
Other	2.6%	3.0%	2.8%	2.6%	2.6%