

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	17,643	141,739	376,977	1,452,490	549,406
Total Daytime Population	20,249	158,976	434,354	1,523,304	591,728

TOTAL HOUSEHOLD INCOME

Total Households	7,058	55,163	137,763	502,432	194,826
Median Household Income	\$94,698	\$83,425	\$78,297	\$61,563	\$71,694
Average Household Income	\$108,390	\$95,285	\$93,413	\$76,022	\$86,177
Under \$15,000	5.4%	8.2%	8.9%	12.4%	10.1%
\$15,000 - \$34,999	12.2%	13.6%	14.5%	18.9%	16.0%
\$35,000 - \$49,999	11.1%	11.8%	11.7%	12.5%	12.0%
\$50,000 - \$74,999	16.5%	16.3%	16.6%	16.4%	16.9%
\$75,000 - \$99,999	10.5%	13.3%	13.9%	12.4%	13.5%
\$100,000 - \$124,999	10.5%	12.0%	11.5%	9.4%	10.8%
\$125,000 - \$149,999	10.6%	8.3%	7.4%	6.2%	7.0%
\$150,000+	23.1%	16.6%	15.5%	11.8%	13.8%

BUSINESSES

Total Businesses	586	3,812	9,321	27,008	12,117
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RACE/ETHNICITY

White/Caucasian	72.6%	71.9%	52.9%	30.3%	43.6%
Black/African American	6.2%	8.5%	23.9%	40.2%	32.5%
Asian/Pacific Islander	3.2%	2.0%	1.7%	1.7%	1.4%
Hispanic/Latino	15.5%	15.5%	19.5%	26.4%	20.6%
Other	2.5%	2.3%	2.1%	1.5%	1.9%