

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	6,759	47,517	146,776	320,154	284,735
Total Daytime Population	7,600	41,145	163,866	356,634	317,615

### TOTAL HOUSEHOLD INCOME

Total Households	2,966	18,613	61,402	137,626	122,524
Median Household Income	\$104,422	\$83,481	\$87,852	\$88,994	\$87,667
Average Household Income	\$134,102	\$111,655	\$122,693	\$131,742	\$130,584
Under \$15,000	6.4%	6.6%	7.2%	6.3%	6.5%
\$15,000 - \$34,999	5.7%	11.6%	12.4%	12.4%	12.6%
\$35,000 - \$49,999	14.0%	11.4%	11.4%	10.6%	10.6%
\$50,000 - \$74,999	13.7%	15.3%	15.5%	16.3%	15.9%
\$75,000 - \$99,999	10.0%	13.5%	13.5%	13.0%	13.1%
\$100,000 - \$124,999	13.2%	11.2%	10.5%	10.7%	10.5%
\$125,000 - \$149,999	6.9%	6.6%	6.3%	6.6%	6.6%
\$150,000+	30.2%	24.0%	23.1%	24.0%	24.3%

### BUSINESSES

Total Businesses	272	1,279	6,035	12,390	11,038
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### RACE/ETHNICITY

White/Caucasian	80.7%	56.5%	66.7%	68.6%	69.4%
Black/African American	1.0%	6.4%	4.6%	4.8%	4.9%
Asian/Pacific Islander	2.0%	1.4%	1.8%	1.5%	1.6%
Hispanic/Latino	13.5%	34.0%	25.4%	23.7%	22.7%
Other	2.7%	1.8%	1.4%	1.4%	1.4%