

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	11,650	71,029	156,976	359,391	713,509
Total Daytime Population	9,928	89,279	169,818	404,120	714,046

TOTAL HOUSEHOLD INCOME

Total Households	5,572	33,141	70,685	159,342	284,965
Median Household Income	\$92,003	\$102,748	\$98,207	\$86,720	\$82,210
Average Household Income	\$112,529	\$154,223	\$143,082	\$124,197	\$113,898
Under \$15,000	5.6%	5.3%	6.0%	7.9%	7.8%
\$15,000 - \$34,999	11.0%	10.5%	11.0%	13.8%	14.2%
\$35,000 - \$49,999	9.8%	8.7%	9.0%	10.4%	11.2%
\$50,000 - \$74,999	15.8%	14.4%	14.4%	16.1%	17.0%
\$75,000 - \$99,999	12.4%	11.9%	12.6%	12.2%	12.9%
\$100,000 - \$124,999	11.6%	10.6%	10.0%	9.5%	10.0%
\$125,000 - \$149,999	9.1%	8.0%	8.0%	6.9%	6.8%
\$150,000+	24.8%	30.4%	29.0%	23.3%	20.1%

BUSINESSES

Total Businesses	411	3,556	6,422	15,186	25,193
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RACE/ETHNICITY

White/Caucasian	75.4%	79.2%	71.2%	61.1%	52.2%
Black/African American	4.6%	4.0%	13.4%	21.4%	18.5%
Asian/Pacific Islander	3.9%	3.5%	2.8%	2.4%	2.5%
Hispanic/Latino	13.4%	10.7%	10.1%	12.5%	24.3%
Other	2.8%	2.6%	2.6%	2.7%	2.5%