

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	9,862	42,733	87,727	283,269	374,492
Total Daytime Population	15,625	74,317	147,808	334,851	415,442

TOTAL HOUSEHOLD INCOME

Total Households	5,015	21,435	41,981	123,693	163,115
Median Household Income	\$125,981	\$117,203	\$103,733	\$88,977	\$88,507
Average Household Income	\$196,385	\$192,436	\$165,424	\$133,499	\$130,856
Under \$15,000	6.2%	6.5%	6.3%	6.6%	6.3%
\$15,000 - \$34,999	8.5%	9.9%	10.6%	12.6%	12.4%
\$35,000 - \$49,999	6.1%	8.8%	9.5%	10.7%	10.7%
\$50,000 - \$74,999	12.9%	12.6%	14.0%	16.3%	15.9%
\$75,000 - \$99,999	10.6%	10.4%	11.7%	12.7%	13.2%
\$100,000 - \$124,999	6.1%	7.7%	9.3%	10.5%	10.6%
\$125,000 - \$149,999	5.2%	6.4%	6.4%	6.6%	6.8%
\$150,000+	44.2%	37.8%	32.4%	24.0%	24.1%

BUSINESSES

Total Businesses	827	3,324	6,652	11,883	13,648
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RACE/ETHNICITY

White/Caucasian	83.1%	84.6%	80.6%	69.6%	69.9%
Black/African American	1.0%	1.2%	2.2%	4.8%	4.5%
Asian/Pacific Islander	1.2%	1.4%	1.9%	1.6%	1.4%
Hispanic/Latino	13.6%	11.5%	13.7%	22.7%	22.9%
Other	1.2%	1.3%	1.6%	1.4%	1.4%