

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	15,238	126,250	317,890	833,943	210,410
Total Daytime Population	15,406	146,854	328,735	952,865	228,575

TOTAL HOUSEHOLD INCOME

Total Households	5,528	47,716	118,974	309,127	79,229
Median Household Income	\$93,380	\$83,454	\$79,327	\$75,476	\$79,736
Average Household Income	\$109,742	\$95,567	\$92,197	\$91,394	\$91,933
Under \$15,000	3.3%	5.7%	6.2%	7.8%	5.8%
\$15,000 - \$34,999	8.8%	12.4%	12.2%	13.5%	12.1%
\$35,000 - \$49,999	6.5%	10.5%	11.1%	11.2%	11.6%
\$50,000 - \$74,999	19.1%	19.4%	19.9%	18.7%	20.4%
\$75,000 - \$99,999	16.5%	16.5%	16.3%	14.3%	16.1%
\$100,000 - \$124,999	15.1%	12.2%	12.6%	11.0%	12.7%
\$125,000 - \$149,999	8.4%	9.2%	7.9%	7.8%	8.2%
\$150,000+	22.2%	14.3%	13.7%	15.8%	13.2%

BUSINESSES

Total Businesses	467	4,183	8,879	23,382	6,150
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RACE/ETHNICITY

White/Caucasian	69.1%	55.4%	51.0%	53.5%	51.6%
Black/African American	12.8%	24.2%	28.5%	29.9%	26.9%
Asian/Pacific Islander	9.3%	7.5%	7.4%	5.0%	7.9%
Hispanic/Latino	4.5%	7.8%	8.0%	7.1%	8.3%
Other	4.4%	5.1%	5.2%	4.5%	5.3%