

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	1,539	14,933	38,812	150,033	88,487
Total Daytime Population	839	11,967	39,092	171,906	107,267

TOTAL HOUSEHOLD INCOME

Total Households	526	5,728	14,811	52,263	30,633
Median Household Income	\$84,942	\$88,811	\$76,314	\$72,042	\$66,488
Average Household Income	\$86,917	\$125,875	\$108,629	\$97,237	\$91,448
Under \$15,000	9.3%	6.2%	7.5%	6.9%	8.0%
\$15,000 - \$34,999	11.4%	6.5%	10.4%	15.5%	16.5%
\$35,000 - \$49,999	5.5%	13.2%	13.0%	13.2%	13.6%
\$50,000 - \$74,999	19.2%	17.1%	18.9%	17.8%	18.2%
\$75,000 - \$99,999	15.6%	14.3%	14.3%	13.5%	13.7%
\$100,000 - \$124,999	9.9%	12.3%	9.9%	9.4%	8.8%
\$125,000 - \$149,999	14.1%	7.9%	6.9%	6.7%	5.9%
\$150,000+	15.0%	22.6%	19.2%	17.0%	15.4%

BUSINESSES

Total Businesses	10	261	822	3,762	2,592
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RACE/ETHNICITY

White/Caucasian	77.2%	82.8%	75.6%	64.1%	59.0%
Black/African American	0.8%	5.2%	6.4%	6.8%	8.6%
Asian/Pacific Islander	0.9%	0.9%	1.3%	1.5%	1.3%
Hispanic/Latino	20.6%	9.1%	14.6%	25.7%	29.1%
Other	0.5%	2.0%	2.1%	2.0%	2.0%