

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	10,098	85,941	190,677	544,200	140,427
Total Daytime Population	6,394	100,874	226,532	578,279	181,831

### TOTAL HOUSEHOLD INCOME

Total Households	3,674	30,138	69,419	197,500	50,253
Median Household Income	\$81,867	\$83,656	\$85,202	\$97,276	\$82,404
Average Household Income	\$100,456	\$98,839	\$101,135	\$117,988	\$97,793
Under \$15,000	7.8%	6.7%	6.6%	5.7%	7.1%
\$15,000 - \$34,999	11.0%	11.3%	11.6%	10.4%	12.1%
\$35,000 - \$49,999	10.9%	9.8%	9.9%	8.8%	10.1%
\$50,000 - \$74,999	16.5%	17.6%	17.2%	14.7%	17.1%
\$75,000 - \$99,999	12.4%	15.4%	14.7%	13.7%	15.2%
\$100,000 - \$124,999	14.0%	12.3%	12.6%	11.3%	12.3%
\$125,000 - \$149,999	10.7%	9.2%	8.7%	9.0%	9.1%
\$150,000+	16.9%	17.7%	18.7%	26.3%	17.1%

### BUSINESSES

Total Businesses	96	2,751	6,259	15,393	5,003
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### RACE/ETHNICITY

White/Caucasian	64.3%	60.1%	62.5%	68.7%	62.5%
Black/African American	18.4%	19.7%	17.6%	13.5%	17.8%
Asian/Pacific Islander	5.3%	4.0%	4.5%	4.1%	3.7%
Hispanic/Latino	7.9%	12.4%	12.2%	10.5%	12.6%
Other	4.2%	3.7%	3.2%	3.3%	3.4%