

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	28,788	115,807	261,898	849,718	125,450
Total Daytime Population	20,878	144,235	317,758	1,295,021	151,163

TOTAL HOUSEHOLD INCOME

Total Households	11,851	47,708	103,486	385,820	51,574
Median Household Income	\$105,549	\$100,280	\$101,071	\$110,738	\$102,016
Average Household Income	\$126,220	\$124,538	\$129,494	\$148,165	\$126,123
Under \$15,000	5.4%	5.9%	6.3%	5.9%	5.6%
\$15,000 - \$34,999	10.7%	11.1%	10.7%	9.6%	10.9%
\$35,000 - \$49,999	7.0%	7.8%	8.0%	7.5%	7.9%
\$50,000 - \$74,999	13.8%	13.6%	13.7%	13.5%	13.8%
\$75,000 - \$99,999	14.0%	12.0%	11.7%	11.2%	12.2%
\$100,000 - \$124,999	11.8%	10.8%	10.5%	10.2%	10.9%
\$125,000 - \$149,999	8.5%	8.8%	8.5%	8.4%	8.8%
\$150,000+	28.9%	30.1%	30.6%	33.6%	30.0%

BUSINESSES

Total Businesses	568	3,095	7,446	33,985	3,301
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RACE/ETHNICITY

White/Caucasian	51.5%	54.0%	47.6%	55.6%	54.4%
Black/African American	9.4%	8.6%	12.1%	9.3%	8.5%
Asian/Pacific Islander	14.2%	13.4%	19.5%	17.6%	13.2%
Hispanic/Latino	14.9%	16.5%	13.4%	10.3%	16.4%
Other	10.1%	7.6%	7.4%	7.1%	7.5%