

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	2,398	40,394	138,893	560,213	330,299
Total Daytime Population	1,783	36,819	108,130	584,806	358,991

TOTAL HOUSEHOLD INCOME

Total Households	844	13,615	47,400	200,113	115,699
Median Household Income	\$92,911	\$122,865	\$117,826	\$85,864	\$89,934
Average Household Income	\$109,440	\$148,805	\$139,283	\$103,529	\$109,740
Under \$15,000	5.0%	3.1%	3.3%	6.0%	5.3%
\$15,000 - \$34,999	7.9%	6.5%	7.8%	11.3%	11.1%
\$35,000 - \$49,999	13.9%	6.7%	7.1%	10.3%	9.9%
\$50,000 - \$74,999	7.7%	10.1%	13.2%	17.1%	16.5%
\$75,000 - \$99,999	21.1%	12.3%	13.5%	14.3%	14.0%
\$100,000 - \$124,999	10.7%	12.4%	11.4%	11.3%	11.4%
\$125,000 - \$149,999	11.5%	9.6%	10.2%	8.8%	8.6%
\$150,000+	22.3%	39.4%	33.7%	21.1%	23.1%

BUSINESSES

Total Businesses	102	654	2,078	14,451	8,234
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RACE/ETHNICITY

White/Caucasian	71.2%	73.8%	64.8%	54.1%	54.3%
Black/African American	23.2%	15.1%	20.9%	25.8%	26.0%
Asian/Pacific Islander	0.8%	3.2%	3.3%	3.3%	3.1%
Hispanic/Latino	3.5%	4.0%	8.1%	13.4%	13.8%
Other	1.2%	3.9%	2.9%	3.5%	2.9%