

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	1,623	23,963	74,252	319,732	258,205
Total Daytime Population	1,055	23,199	69,186	327,572	234,669

TOTAL HOUSEHOLD INCOME

Total Households	534	8,488	25,790	111,321	88,813
Median Household Income	\$106,408	\$74,545	\$85,436	\$89,811	\$89,756
Average Household Income	\$112,342	\$101,632	\$105,889	\$108,916	\$109,785
Under \$15,000	5.8%	6.8%	6.4%	5.6%	5.5%
\$15,000 - \$34,999	1.3%	12.2%	10.4%	10.3%	9.8%
\$35,000 - \$49,999	12.2%	9.5%	9.0%	9.0%	8.9%
\$50,000 - \$74,999	3.0%	16.6%	16.3%	15.3%	15.7%
\$75,000 - \$99,999	21.2%	16.7%	15.7%	14.8%	14.7%
\$100,000 - \$124,999	23.2%	8.7%	10.5%	11.8%	11.7%
\$125,000 - \$149,999	16.7%	8.1%	9.2%	10.0%	10.2%
\$150,000+	16.7%	21.4%	22.5%	23.2%	23.5%

BUSINESSES

Total Businesses	30	660	1,515	7,485	5,007
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RACE/ETHNICITY

White/Caucasian	73.0%	66.5%	72.2%	70.2%	70.1%
Black/African American	5.1%	15.7%	13.6%	14.8%	14.7%
Asian/Pacific Islander	1.4%	2.4%	2.1%	2.8%	3.1%
Hispanic/Latino	18.1%	11.7%	9.4%	9.3%	9.3%
Other	2.5%	3.8%	2.7%	3.0%	2.8%