

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	11,478	42,029	88,214	241,468	162,974
Total Daytime Population	8,808	38,252	100,820	256,756	181,399

### TOTAL HOUSEHOLD INCOME

Total Households	4,665	17,461	35,119	94,007	65,576
Median Household Income	\$69,926	\$66,690	\$65,400	\$51,265	\$55,806
Average Household Income	\$84,349	\$79,909	\$79,365	\$66,337	\$71,792
Under \$15,000	3.0%	7.2%	7.8%	12.9%	11.4%
\$15,000 - \$34,999	13.1%	15.6%	15.8%	20.3%	19.0%
\$35,000 - \$49,999	16.8%	14.3%	13.0%	13.1%	13.2%
\$50,000 - \$74,999	16.9%	18.7%	19.3%	17.4%	17.8%
\$75,000 - \$99,999	13.4%	14.3%	14.5%	12.6%	13.3%
\$100,000 - \$124,999	14.5%	11.7%	10.8%	8.3%	8.9%
\$125,000 - \$149,999	8.0%	6.7%	6.5%	4.8%	5.0%
\$150,000+	14.3%	11.5%	12.4%	10.6%	11.3%

### BUSINESSES

Total Businesses	84	867	2,352	5,935	4,072
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### RACE/ETHNICITY

White/Caucasian	63.3%	58.5%	57.1%	47.6%	50.2%
Black/African American	19.8%	24.5%	27.3%	40.1%	36.6%
Asian/Pacific Islander	6.1%	5.0%	4.2%	2.3%	2.9%
Hispanic/Latino	6.4%	7.6%	7.4%	6.3%	6.4%
Other	4.5%	4.4%	3.9%	3.8%	3.9%