

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	8,621	79,268	135,021	260,600	247,149
Total Daytime Population	14,664	128,926	185,336	285,332	276,282

TOTAL HOUSEHOLD INCOME

Total Households	4,395	35,931	59,463	110,360	105,005
Median Household Income	\$65,753	\$56,513	\$62,523	\$70,451	\$70,819
Average Household Income	\$89,641	\$74,782	\$82,186	\$91,336	\$92,089
Under \$15,000	10.8%	16.0%	12.4%	9.7%	9.7%
\$15,000 - \$34,999	15.9%	18.8%	17.7%	15.3%	15.4%
\$35,000 - \$49,999	13.1%	14.2%	13.0%	11.9%	12.1%
\$50,000 - \$74,999	25.9%	19.5%	19.1%	18.7%	18.7%
\$75,000 - \$99,999	9.7%	11.1%	11.7%	12.7%	12.7%
\$100,000 - \$124,999	10.3%	7.3%	8.7%	10.2%	10.3%
\$125,000 - \$149,999	4.6%	4.4%	5.4%	6.5%	6.5%
\$150,000+	9.7%	8.7%	12.1%	15.1%	14.7%

BUSINESSES

Total Businesses	614	3,753	6,112	8,390	8,247
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RACE/ETHNICITY

White/Caucasian	77.2%	64.6%	71.1%	75.8%	75.3%
Black/African American	12.0%	24.9%	17.9%	13.8%	14.2%
Asian/Pacific Islander	2.6%	1.3%	1.2%	1.2%	1.1%
Hispanic/Latino	5.8%	6.1%	6.8%	6.0%	6.1%
Other	2.3%	3.1%	3.0%	3.2%	3.2%