

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	5,858	39,499	113,826	498,508	162,068
Total Daytime Population	5,179	29,789	97,783	445,908	135,995

TOTAL HOUSEHOLD INCOME

Total Households	2,149	13,519	39,825	177,931	56,422
Median Household Income	\$74,101	\$82,938	\$80,894	\$83,164	\$82,097
Average Household Income	\$88,635	\$96,596	\$96,947	\$101,286	\$97,880
Under \$15,000	6.2%	3.6%	5.2%	6.3%	5.1%
\$15,000 - \$34,999	14.1%	12.8%	11.3%	13.0%	10.9%
\$35,000 - \$49,999	8.0%	9.0%	10.5%	11.3%	10.8%
\$50,000 - \$74,999	20.9%	19.6%	20.2%	18.3%	19.8%
\$75,000 - \$99,999	19.1%	18.7%	15.8%	13.3%	15.7%
\$100,000 - \$124,999	4.9%	10.1%	11.1%	10.3%	11.2%
\$125,000 - \$149,999	11.5%	9.6%	8.4%	7.6%	8.0%
\$150,000+	15.4%	16.6%	17.6%	19.8%	18.5%

BUSINESSES

Total Businesses	263	659	2,063	9,996	2,965
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RACE/ETHNICITY

White/Caucasian	32.7%	32.8%	39.8%	46.2%	41.9%
Black/African American	50.5%	51.5%	44.4%	34.2%	40.6%
Asian/Pacific Islander	0.7%	1.7%	1.7%	2.4%	1.9%
Hispanic/Latino	14.8%	11.4%	10.7%	14.1%	12.2%
Other	1.3%	2.6%	3.4%	3.1%	3.4%