

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	6,284	45,797	184,917	837,919	145,414
Total Daytime Population	4,975	36,205	168,315	821,312	131,673

### TOTAL HOUSEHOLD INCOME

Total Households	2,316	16,654	65,172	297,907	51,946
Median Household Income	\$116,336	\$95,542	\$77,049	\$72,098	\$76,300
Average Household Income	\$127,347	\$111,599	\$91,070	\$88,020	\$90,512
Under \$15,000	7.6%	8.3%	7.2%	7.5%	7.2%
\$15,000 - \$34,999	8.1%	12.3%	14.8%	16.1%	15.1%
\$35,000 - \$49,999	6.5%	8.1%	13.0%	13.4%	13.1%
\$50,000 - \$74,999	11.9%	15.6%	18.4%	19.3%	18.3%
\$75,000 - \$99,999	10.3%	12.2%	12.9%	13.1%	13.1%
\$100,000 - \$124,999	17.0%	12.4%	11.2%	9.7%	11.0%
\$125,000 - \$149,999	7.1%	8.9%	7.3%	6.7%	7.1%
\$150,000+	31.4%	22.2%	15.3%	14.2%	15.1%

### BUSINESSES

Total Businesses	221	981	4,274	22,412	3,511
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### RACE/ETHNICITY

White/Caucasian	57.9%	46.1%	29.3%	25.6%	31.3%
Black/African American	18.9%	27.0%	40.7%	42.2%	40.5%
Asian/Pacific Islander	14.2%	14.4%	9.8%	9.2%	10.2%
Hispanic/Latino	4.8%	9.5%	17.2%	20.1%	15.0%
Other	4.3%	3.0%	3.0%	3.0%	3.0%