

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	7,056	54,015	107,851	388,570	288,456
Total Daytime Population	7,352	50,508	101,527	410,632	265,133

TOTAL HOUSEHOLD INCOME

Total Households	2,978	20,481	42,746	148,605	109,541
Median Household Income	\$91,413	\$107,552	\$98,071	\$88,294	\$96,034
Average Household Income	\$115,133	\$128,905	\$118,358	\$110,013	\$119,913
Under \$15,000	6.9%	3.2%	4.3%	5.8%	5.0%
\$15,000 - \$34,999	12.6%	8.0%	8.6%	10.7%	9.4%
\$35,000 - \$49,999	7.6%	8.7%	10.7%	11.2%	10.5%
\$50,000 - \$74,999	13.9%	12.8%	15.0%	16.7%	15.7%
\$75,000 - \$99,999	17.1%	14.7%	14.6%	14.1%	13.8%
\$100,000 - \$124,999	14.0%	12.8%	12.1%	10.8%	11.2%
\$125,000 - \$149,999	7.0%	8.7%	9.0%	8.0%	8.7%
\$150,000+	21.0%	31.1%	25.7%	22.7%	25.7%

BUSINESSES

Total Businesses	248	1,329	2,794	8,408	5,701
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RACE/ETHNICITY

White/Caucasian	64.1%	76.2%	66.2%	54.9%	58.1%
Black/African American	15.8%	10.5%	18.4%	28.8%	25.8%
Asian/Pacific Islander	3.3%	3.2%	3.7%	5.3%	5.2%
Hispanic/Latino	12.4%	7.1%	8.8%	8.1%	8.1%
Other	4.3%	3.0%	2.9%	3.0%	2.9%