

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	14,913	109,488	323,442	910,645	335,239
Total Daytime Population	13,249	95,482	304,291	1,026,644	310,939

### TOTAL HOUSEHOLD INCOME

Total Households	5,444	40,971	128,889	376,040	134,207
Median Household Income	\$87,727	\$93,701	\$84,129	\$78,618	\$83,334
Average Household Income	\$106,889	\$115,209	\$104,967	\$103,063	\$106,060
Under \$15,000	4.9%	5.3%	7.6%	8.6%	7.7%
\$15,000 - \$34,999	11.2%	10.7%	13.6%	15.7%	14.0%
\$35,000 - \$49,999	11.4%	11.0%	11.3%	11.8%	11.3%
\$50,000 - \$74,999	15.9%	17.5%	17.2%	17.4%	17.1%
\$75,000 - \$99,999	16.3%	13.4%	12.6%	12.3%	12.5%
\$100,000 - \$124,999	9.5%	11.1%	9.7%	9.3%	9.6%
\$125,000 - \$149,999	6.4%	8.1%	7.1%	6.5%	7.0%
\$150,000+	24.4%	22.9%	20.9%	18.4%	20.7%

### BUSINESSES

Total Businesses	525	3,774	11,514	36,618	11,791
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### RACE/ETHNICITY

White/Caucasian	55.7%	58.3%	58.6%	53.6%	58.7%
Black/African American	10.9%	10.9%	12.8%	19.3%	12.8%
Asian/Pacific Islander	6.7%	3.8%	4.1%	3.2%	4.0%
Hispanic/Latino	22.2%	21.6%	20.2%	20.4%	20.2%
Other	4.6%	5.5%	4.4%	3.6%	4.4%