

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	11,881	108,810	258,353	1,038,567	712,181
Total Daytime Population	43,998	192,731	384,102	1,435,536	1,043,265

### TOTAL HOUSEHOLD INCOME

Total Households	6,218	50,042	113,514	451,285	293,734
Median Household Income	\$111,653	\$115,757	\$117,477	\$107,147	\$99,990
Average Household Income	\$147,195	\$161,486	\$172,759	\$148,702	\$133,425
Under \$15,000	2.7%	4.9%	5.3%	5.7%	6.3%
\$15,000 - \$34,999	4.1%	8.1%	8.7%	10.5%	10.9%
\$35,000 - \$49,999	6.6%	7.5%	7.9%	9.1%	10.0%
\$50,000 - \$74,999	18.9%	14.5%	14.0%	14.9%	15.3%
\$75,000 - \$99,999	13.9%	12.9%	12.9%	12.4%	13.2%
\$100,000 - \$124,999	11.5%	10.8%	9.7%	9.4%	9.8%
\$125,000 - \$149,999	10.7%	8.0%	7.4%	7.4%	7.4%
\$150,000+	31.5%	33.4%	34.1%	30.6%	27.1%

### BUSINESSES

Total Businesses	1,800	6,500	13,000	48,100	42,500
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### RACE/ETHNICITY

White/Caucasian	59.0%	61.7%	59.6%	55.0%	49.3%
Black/African American	15.9%	14.0%	13.0%	17.3%	23.1%
Asian/Pacific Islander	17.2%	11.1%	8.5%	8.4%	11.0%
Hispanic/Latino	4.5%	10.4%	16.1%	16.0%	13.3%
Other	3.4%	2.8%	2.8%	3.3%	3.3%