

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	1,997	16,489	34,737	169,875	87,497
Total Daytime Population	7,059	14,662	30,602	144,409	68,761

TOTAL HOUSEHOLD INCOME

Total Households	668	5,598	11,900	57,770	29,913
Median Household Income	\$100,506	\$108,220	\$105,942	\$116,073	\$112,776
Average Household Income	\$128,765	\$128,968	\$122,959	\$142,385	\$139,012
Under \$15,000	2.2%	2.1%	3.8%	4.8%	4.7%
\$15,000 - \$34,999	4.4%	4.9%	5.7%	7.4%	6.5%
\$35,000 - \$49,999	6.8%	8.3%	7.9%	8.1%	7.8%
\$50,000 - \$74,999	17.6%	15.4%	15.9%	14.0%	13.2%
\$75,000 - \$99,999	12.8%	11.4%	13.0%	11.1%	12.0%
\$100,000 - \$124,999	14.4%	14.4%	13.0%	11.0%	11.9%
\$125,000 - \$149,999	10.0%	9.2%	9.2%	9.5%	9.7%
\$150,000+	31.7%	34.4%	31.6%	34.2%	34.2%

BUSINESSES

Total Businesses	99	170	801	3,276	1,758
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RACE/ETHNICITY

White/Caucasian	93.6%	93.0%	88.4%	81.6%	84.2%
Black/African American	1.7%	2.2%	3.9%	3.6%	3.4%
Asian/Pacific Islander	1.4%	0.8%	0.9%	2.6%	1.5%
Hispanic/Latino	2.2%	3.0%	5.3%	9.9%	9.0%
Other	1.1%	1.1%	1.5%	2.3%	1.9%