Full Year 2023	1-Mile Radius	3-Mile Radius	5-Mile Radius	10-Mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	3,412	25,918	63,551	217,455	201,079
Total Daytime Population	3,755	28,957	69,147	207,779	193,488
TOTAL HOUSEHOLD INCOME					
Total Households	1,451	9,461	22,655	79,065	72,303
Median Household Income	$80,929	$116,195	$111,431	$97,003	$98,600
Average Household Income	$120,038	$150,965	$143,171	$119,108	$121,323
Under $15,000	17.2%	4.5%	4.5%	5.7%	5.2%
$15,000 - $34,999	4.3%	5.8%	6.7%	10.6%	10.2%
$35,000 - $49,999	10.8%	5.6%	6.2%	10.0%	10.0%
$50,000 - $74,999	5.4%	9.7%	12.7%	15.5%	15.2%
$75,000 - $99,999	24.7%	15.8%	13.8%	14.3%	14.3%
$100,000 - $124,999	5.2%	13.1%	11.5%	10.8%	10.6%
$125,000 - $149,999	5.1%	7.7%	9.7%	8.8%	9.1%
$150,000+	27.4%	37.9%	34.9%	24.3%	25.4%
BUSINESSES					
Total Businesses	90	898	1,974	5,406	4,896
RACE/ETHNICITY					
White/Caucasian	67.8%	73.7%	72.5%	58.1%	60.6%
Black/African American	14.5%	9.7%	12.2%	28.4%	25.8%
Asian/Pacific Islander	7.1%	7.0%	4.7%	3.3%	3.3%
Hispanic/Latino	5.2%	5.3%	6.8%	7.4%	7.4%
Other	5.3%	4.3%	3.9%	2.8%	2.9%