Full Year 2023	1-Mile Radius	3-Mile Radius	5-Mile Radius	10-Mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	4,791	35,084	82,346	196,005	181,045
Total Daytime Population	9,895	43,023	86,884	185,411	175,228
TOTAL HOUSEHOLD INCOME					
Total Households	1,618	13,629	31,524	76,002	70,291
Median Household Income	$98,251	$88,145	$97,152	$99,758	$101,684
Average Household Income	$130,838	$114,625	$126,617	$130,964	$133,564
Under $15,000	2.6%	6.5%	5.4%	5.3%	5.3%
$15,000 - $34,999	6.9%	9.9%	10.3%	10.4%	10.2%
$35,000 - $49,999	15.5%	10.2%	9.5%	9.5%	9.2%
$50,000 - $74,999	14.7%	16.7%	15.8%	15.0%	14.8%
$75,000 - $99,999	9.7%	14.5%	14.6%	13.2%	13.2%
$100,000 - $124,999	14.3%	11.2%	9.8%	10.0%	10.0%
$125,000 - $149,999	6.2%	7.9%	7.9%	8.2%	8.2%
$150,000+	30.2%	23.1%	26.7%	28.6%	29.1%
BUSINESSES					
Total Businesses	592	1,495	2,518	5,117	4,790
RACE/ETHNICITY					
White/Caucasian	84.5%	81.0%	80.9%	83.8%	83.6%
Black/African American	4.0%	6.0%	7.5%	6.3%	6.5%
Asian/Pacific Islander	4.4%	5.1%	3.3%	2.3%	2.3%
Hispanic/Latino	5.6%	5.5%	5.6%	5.1%	5.1%
Other	1.5%	2.4%	2.8%	2.5%	2.5%