Full Year 2023	1-Mile Radius	3-Mile Radius	5-Mile Radius	10-Mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	26,944	118,837	300,040	1,497,478	240,132
Total Daytime Population	23,584	138,862	354,647	1,618,567	295,104
TOTAL HOUSEHOLD INCOME					
Total Households	12,448	52,249	117,708	530,887	97,965
Median Household Income	$96,662	$83,064	$77,866	$75,671	$76,375
Average Household Income	$133,147	$107,677	$102,559	$101,879	$100,119
Under $15,000	8.1%	8.3%	8.5%	8.2%	8.9%
$15,000 - $34,999	12.5%	15.1%	15.6%	15.6%	16.3%
$35,000 - $49,999	12.7%	13.0%	12.5%	12.5%	12.8%
$50,000 - $74,999	15.6%	18.2%	18.2%	17.2%	18.3%
$75,000 - $99,999	13.2%	11.3%	12.6%	12.8%	12.0%
$100,000 - $124,999	7.8%	8.5%	8.0%	9.5%	7.9%
$125,000 - $149,999	4.3%	5.8%	5.7%	6.4%	5.3%
$150,000+	25.9%	19.9%	18.9%	17.9%	18.6%
BUSINESSES					
Total Businesses	391	3,670	8,992	42,744	7,149
RACE/ETHNICITY					
White/Caucasian	43.6%	39.4%	31.1%	29.3%	32.6%
Black/African American	15.7%	23.3%	22.5%	17.0%	23.2%
Asian/Pacific Islander	18.6%	12.2%	15.7%	12.8%	14.7%
Hispanic/Latino	19.0%	21.9%	27.9%	38.4%	26.6%
Other	3.1%	3.2%	2.8%	2.5%	2.9%