Full Year 2023	1-Mile Radius	3-Mile Radius	5-Mile Radius	10-Mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	12,326	130,482	308,428	644,979	461,005
Total Daytime Population	53,826	152,904	327,448	742,744	462,968
TOTAL HOUSEHOLD INCOME					
Total Households	4,470	45,430	112,810	243,456	169,413
Median Household Income	$98,484	$132,925	$126,629	$130,411	$132,165
Average Household Income	$124,886	$163,453	$155,999	$166,450	$166,926
Under $15,000	4.4%	4.5%	4.8%	4.9%	4.5%
$15,000 - $34,999	10.3%	6.9%	7.9%	7.4%	7.2%
$35,000 - $49,999	10.7%	5.0%	6.1%	5.7%	5.7%
$50,000 - $74,999	17.3%	10.9%	11.3%	10.6%	10.5%
$75,000 - $99,999	11.2%	9.4%	10.6%	10.8%	10.9%
$100,000 - $124,999	11.0%	10.4%	10.4%	10.3%	10.7%
$125,000 - $149,999	9.4%	9.7%	9.2%	8.8%	9.2%
$150,000+	25.8%	43.4%	39.7%	41.5%	41.2%
BUSINESSES					
Total Businesses	1,740	4,442	10,624	24,819	14,867
RACE/ETHNICITY					
White/Caucasian	61.5%	64.5%	62.2%	63.8%	64.2%
Black/African American	3.4%	1.4%	1.4%	1.4%	1.4%
Asian/Pacific Islander	11.5%	12.0%	11.6%	12.7%	10.5%
Hispanic/Latino	18.7%	16.7%	20.1%	17.5%	19.4%
Other	4.9%	5.4%	4.7%	4.5%	4.5%