

Full Year 2023	1-Mile Radius	3-Mile Radius	5-Mile Radius	10-Mile Radius	70% True Trade Area
----------------	---------------	---------------	---------------	----------------	---------------------

TOTAL POPULATION

Total Population	39,582	87,790	209,589	730,663	1,133,068
Total Daytime Population	90,655	205,069	439,707	1,181,008	1,667,182

TOTAL HOUSEHOLD INCOME

Total Households	14,785	35,102	85,606	298,555	453,816
Median Household Income	\$82,292	\$118,184	\$119,318	\$113,802	\$110,029
Average Household Income	\$92,796	\$149,353	\$153,375	\$143,466	\$138,863
Under \$15,000	12.1%	9.0%	6.0%	5.4%	5.9%
\$15,000 - \$34,999	10.4%	8.2%	7.2%	7.9%	9.1%
\$35,000 - \$49,999	8.1%	7.3%	7.0%	7.2%	7.6%
\$50,000 - \$74,999	16.5%	12.5%	12.3%	13.0%	13.1%
\$75,000 - \$99,999	13.6%	11.8%	12.2%	12.2%	11.8%
\$100,000 - \$124,999	10.8%	10.2%	10.3%	11.3%	10.9%
\$125,000 - \$149,999	8.4%	8.2%	9.3%	9.0%	8.7%
\$150,000+	20.2%	32.8%	35.7%	34.0%	32.7%

BUSINESSES

Total Businesses	1,009	3,861	11,240	31,423	42,541
------------------	-------	-------	--------	--------	--------

RACE/ETHNICITY

White/Caucasian	44.3%	55.5%	59.4%	56.7%	54.3%
Black/African American	1.9%	1.5%	1.7%	3.2%	4.3%
Asian/Pacific Islander	39.0%	26.0%	20.0%	18.7%	16.6%
Hispanic/Latino	10.2%	12.6%	14.2%	16.1%	19.7%
Other	4.5%	4.5%	4.7%	5.4%	5.2%