Full Year 2023	1-Mile Radius	3-Mile Radius	5-Mile Radius	10-Mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	3,753	22,704	52,584	286,248	176,666
Total Daytime Population	3,773	21,659	49,208	239,834	143,605
TOTAL HOUSEHOLD INCOME					
Total Households	1,332	8,461	18,945	100,216	61,022
Median Household Income	$104,134	$89,860	$95,351	$78,900	$87,274
Average Household Income	$120,414	$107,058	$114,840	$95,430	$106,404
Under $15,000	1.6%	5.9%	5.0%	7.2%	6.0%
$15,000 - $34,999	4.8%	10.8%	7.6%	14.8%	13.4%
$35,000 - $49,999	7.6%	10.3%	9.7%	11.2%	9.6%
$50,000 - $74,999	18.5%	16.8%	18.0%	18.6%	18.8%
$75,000 - $99,999	15.8%	14.9%	13.7%	15.1%	15.0%
$100,000 - $124,999	16.4%	13.1%	12.7%	9.7%	10.5%
$125,000 - $149,999	11.8%	10.3%	11.1%	7.3%	8.5%
$150,000+	23.4%	17.9%	22.2%	16.1%	18.3%
BUSINESSES					
Total Businesses	208	904	1,655	5,507	3,047
RACE/ETHNICITY					
White/Caucasian	62.2%	58.2%	52.9%	34.5%	39.2%
Black/African American	25.4%	28.4%	34.1%	50.4%	46.2%
Asian/Pacific Islander	3.6%	4.6%	3.8%	3.1%	2.8%
Hispanic/Latino	6.3%	5.4%	5.6%	9.2%	8.7%
Other	2.4%	3.3%	3.7%	2.9%	3.1%