

| FULL YEAR 2026 | 1 MILE RADIUS | 3 MILE RADIUS | 5 MILE RADIUS | 10 MILE RADIUS | 70% TRUE TRADE AREA |
|----------------|---------------|---------------|---------------|----------------|---------------------|
|----------------|---------------|---------------|---------------|----------------|---------------------|

TOTAL POPULATION

| | | | | | |
|--------------------------|-------|--------|--------|---------|---------|
| Total Population | 5,193 | 37,630 | 77,599 | 140,218 | 281,528 |
| Total Daytime Population | 9,109 | 46,594 | 78,062 | 127,482 | 240,905 |

TOTAL HOUSEHOLD INCOME

| | | | | | |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Total Households | 2,363 | 15,472 | 30,859 | 54,480 | 109,065 |
| Median Household Income | \$123,568 | \$114,935 | \$120,658 | \$127,899 | \$123,532 |
| Average Household Income | \$177,994 | \$143,429 | \$153,637 | \$173,081 | \$164,631 |
| Under \$15,000 | 4.9% | 3.9% | 3.9% | 3.8% | 4.0% |
| \$15,000 - \$34,999 | 5.5% | 7.0% | 7.1% | 6.9% | 6.6% |
| \$35,000 - \$49,999 | 5.4% | 7.3% | 7.4% | 7.3% | 7.1% |
| \$50,000 - \$74,999 | 14.6% | 14.3% | 13.0% | 12.1% | 12.6% |
| \$75,000 - \$99,999 | 11.0% | 13.5% | 12.7% | 12.1% | 12.0% |
| \$100,000 - \$124,999 | 10.9% | 10.7% | 10.9% | 10.5% | 11.2% |
| \$125,000 - \$149,999 | 12.0% | 10.0% | 9.0% | 8.9% | 8.7% |
| \$150,000+ | 35.7% | 33.2% | 36.1% | 38.4% | 37.9% |

BUSINESSES

| | | | | | |
|------------------|-----|-------|-------|-------|-------|
| Total Businesses | 720 | 2,169 | 3,004 | 4,309 | 8,325 |
|------------------|-----|-------|-------|-------|-------|

RACE/ETHNICITY

| | | | | | |
|------------------------|-------|-------|-------|-------|-------|
| White/Caucasian | 81.8% | 73.8% | 75.8% | 78.4% | 78.9% |
| Black/African American | 2.1% | 7.1% | 8.1% | 7.3% | 6.7% |
| Asian/Pacific Islander | 4.7% | 6.3% | 4.4% | 3.4% | 3.2% |
| Hispanic/Latino | 8.3% | 7.9% | 6.9% | 6.3% | 6.5% |
| Other | 3.0% | 5.0% | 4.8% | 4.6% | 4.8% |