

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

### TOTAL POPULATION

|                          |       |        |        |        |         |
|--------------------------|-------|--------|--------|--------|---------|
| Total Population         | 6,791 | 14,320 | 17,157 | 38,136 | 690,339 |
| Total Daytime Population | 7,121 | 12,724 | 16,211 | 42,252 | 800,230 |

### TOTAL HOUSEHOLD INCOME

|                          |           |           |           |           |           |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Total Households         | 2,649     | 5,410     | 6,493     | 14,436    | 229,631   |
| Median Household Income  | \$105,073 | \$109,082 | \$127,882 | \$128,368 | \$104,231 |
| Average Household Income | \$145,864 | \$153,754 | \$183,943 | \$198,973 | \$132,985 |
| Under \$15,000           | 4.7%      | 4.7%      | 4.4%      | 4.6%      | 6.2%      |
| \$15,000 - \$34,999      | 9.3%      | 10.3%     | 9.1%      | 7.9%      | 9.6%      |
| \$35,000 - \$49,999      | 14.8%     | 11.2%     | 9.6%      | 9.2%      | 9.0%      |
| \$50,000 - \$74,999      | 7.7%      | 9.5%      | 8.5%      | 11.3%     | 13.7%     |
| \$75,000 - \$99,999      | 12.6%     | 11.6%     | 10.8%     | 9.7%      | 12.9%     |
| \$100,000 - \$124,999    | 8.7%      | 8.2%      | 8.3%      | 7.1%      | 10.6%     |
| \$125,000 - \$149,999    | 6.2%      | 6.1%      | 6.6%      | 7.5%      | 8.7%      |
| \$150,000+               | 36.0%     | 38.5%     | 42.7%     | 42.7%     | 29.2%     |

### BUSINESSES

|                  |     |     |     |       |        |
|------------------|-----|-----|-----|-------|--------|
| Total Businesses | 358 | 587 | 653 | 1,782 | 26,031 |
|------------------|-----|-----|-----|-------|--------|

### RACE/ETHNICITY

|                        |       |       |       |       |       |
|------------------------|-------|-------|-------|-------|-------|
| White/Caucasian        | 50.0% | 48.7% | 52.7% | 54.1% | 39.5% |
| Black/African American | 0.4%  | 0.7%  | 0.8%  | 1.0%  | 1.6%  |
| Asian/Pacific Islander | 2.3%  | 2.3%  | 2.1%  | 2.5%  | 6.2%  |
| Hispanic/Latino        | 42.7% | 44.4% | 40.0% | 38.2% | 48.5% |
| Other                  | 4.6%  | 3.9%  | 4.4%  | 4.2%  | 4.2%  |