

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

TOTAL POPULATION

| | | | | | |
|--------------------------|--------|---------|---------|---------|---------|
| Total Population | 20,776 | 137,073 | 317,769 | 771,751 | 427,430 |
| Total Daytime Population | 16,846 | 126,000 | 293,608 | 733,650 | 389,231 |

TOTAL HOUSEHOLD INCOME

| | | | | | |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Total Households | 8,126 | 52,506 | 123,644 | 301,424 | 164,286 |
| Median Household Income | \$93,001 | \$107,458 | \$112,292 | \$119,929 | \$115,846 |
| Average Household Income | \$105,612 | \$129,359 | \$136,648 | \$146,120 | \$141,495 |
| Under \$15,000 | 9.6% | 5.9% | 5.0% | 4.8% | 4.8% |
| \$15,000 - \$34,999 | 11.3% | 9.2% | 8.2% | 8.2% | 8.5% |
| \$35,000 - \$49,999 | 7.1% | 7.6% | 7.0% | 6.8% | 7.0% |
| \$50,000 - \$74,999 | 13.0% | 13.4% | 14.8% | 13.3% | 14.3% |
| \$75,000 - \$99,999 | 14.2% | 13.2% | 12.4% | 12.2% | 12.5% |
| \$100,000 - \$124,999 | 13.1% | 11.8% | 11.6% | 10.6% | 11.0% |
| \$125,000 - \$149,999 | 11.5% | 9.4% | 9.7% | 9.5% | 9.5% |
| \$150,000+ | 20.3% | 29.5% | 31.3% | 34.7% | 32.6% |

BUSINESSES

| | | | | | |
|------------------|-----|-------|-------|--------|--------|
| Total Businesses | 459 | 4,045 | 8,736 | 21,445 | 11,218 |
|------------------|-----|-------|-------|--------|--------|

RACE/ETHNICITY

| | | | | | |
|------------------------|-------|-------|-------|-------|-------|
| White/Caucasian | 51.1% | 53.9% | 57.7% | 60.4% | 57.0% |
| Black/African American | 6.3% | 6.3% | 5.3% | 4.6% | 5.1% |
| Asian/Pacific Islander | 18.9% | 18.9% | 16.9% | 16.4% | 18.2% |
| Hispanic/Latino | 15.6% | 12.7% | 11.6% | 10.4% | 11.4% |
| Other | 8.0% | 8.3% | 8.5% | 8.2% | 8.3% |