

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

## TOTAL POPULATION

|                          |        |        |         |         |         |
|--------------------------|--------|--------|---------|---------|---------|
| Total Population         | 6,939  | 49,670 | 118,685 | 329,589 | 317,451 |
| Total Daytime Population | 22,021 | 72,454 | 149,336 | 387,591 | 378,681 |

## TOTAL HOUSEHOLD INCOME

|                          |           |           |           |           |           |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Total Households         | 2,891     | 19,684    | 45,237    | 116,277   | 111,993   |
| Median Household Income  | \$140,007 | \$143,754 | \$137,854 | \$135,861 | \$135,381 |
| Average Household Income | \$190,311 | \$193,900 | \$182,261 | \$183,415 | \$181,977 |
| Under \$15,000           | 4.5%      | 6.0%      | 5.7%      | 4.8%      | 4.8%      |
| \$15,000 - \$34,999      | 3.1%      | 6.8%      | 6.3%      | 6.8%      | 6.9%      |
| \$35,000 - \$49,999      | 7.3%      | 5.6%      | 6.2%      | 6.0%      | 6.0%      |
| \$50,000 - \$74,999      | 10.2%     | 9.4%      | 10.4%     | 9.8%      | 9.9%      |
| \$75,000 - \$99,999      | 14.0%     | 9.8%      | 10.2%     | 10.4%     | 10.4%     |
| \$100,000 - \$124,999    | 8.3%      | 8.1%      | 9.4%      | 9.8%      | 9.8%      |
| \$125,000 - \$149,999    | 8.6%      | 7.2%      | 8.1%      | 8.2%      | 8.3%      |
| \$150,000+               | 43.9%     | 47.1%     | 43.7%     | 44.2%     | 43.9%     |

## BUSINESSES

|                  |       |       |       |        |        |
|------------------|-------|-------|-------|--------|--------|
| Total Businesses | 1,938 | 5,301 | 8,952 | 18,197 | 17,770 |
|------------------|-------|-------|-------|--------|--------|

## RACE/ETHNICITY

|                        |       |       |       |       |       |
|------------------------|-------|-------|-------|-------|-------|
| White/Caucasian        | 69.1% | 68.6% | 66.3% | 62.5% | 62.3% |
| Black/African American | 1.5%  | 1.3%  | 1.6%  | 1.6%  | 1.6%  |
| Asian/Pacific Islander | 10.1% | 9.1%  | 9.5%  | 9.6%  | 9.7%  |
| Hispanic/Latino        | 10.9% | 15.4% | 16.9% | 20.9% | 21.0% |
| Other                  | 8.3%  | 5.6%  | 5.7%  | 5.4%  | 5.4%  |