

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

TOTAL POPULATION

| | | | | | |
|--------------------------|-------|---------|---------|---------|---------|
| Total Population | 6,095 | 72,362 | 173,795 | 198,479 | 238,386 |
| Total Daytime Population | 7,515 | 100,796 | 206,662 | 230,003 | 264,378 |

TOTAL HOUSEHOLD INCOME

| | | | | | |
|--------------------------|----------|-----------|-----------|-----------|-----------|
| Total Households | 2,661 | 30,139 | 70,605 | 80,448 | 95,175 |
| Median Household Income | \$69,031 | \$100,049 | \$102,072 | \$105,252 | \$109,026 |
| Average Household Income | \$84,724 | \$115,853 | \$118,013 | \$122,837 | \$128,279 |
| Under \$15,000 | 7.9% | 6.9% | 6.2% | 5.9% | 5.7% |
| \$15,000 - \$34,999 | 14.5% | 9.1% | 8.9% | 8.5% | 8.0% |
| \$35,000 - \$49,999 | 12.1% | 7.5% | 7.4% | 7.3% | 6.8% |
| \$50,000 - \$74,999 | 26.0% | 14.3% | 14.7% | 14.3% | 14.0% |
| \$75,000 - \$99,999 | 11.1% | 13.3% | 13.6% | 13.5% | 13.2% |
| \$100,000 - \$124,999 | 8.5% | 14.2% | 12.9% | 12.7% | 12.5% |
| \$125,000 - \$149,999 | 4.9% | 10.5% | 10.6% | 10.7% | 10.6% |
| \$150,000+ | 15.0% | 24.3% | 25.6% | 27.3% | 29.2% |

BUSINESSES

| | | | | | |
|------------------|-----|-------|-------|-------|-------|
| Total Businesses | 379 | 3,829 | 6,835 | 7,298 | 7,748 |
|------------------|-----|-------|-------|-------|-------|

RACE/ETHNICITY

| | | | | | |
|------------------------|-------|-------|-------|-------|-------|
| White/Caucasian | 61.8% | 69.8% | 66.3% | 67.6% | 67.8% |
| Black/African American | 3.5% | 3.3% | 4.0% | 3.7% | 3.6% |
| Asian/Pacific Islander | 8.3% | 7.1% | 7.9% | 7.5% | 7.3% |
| Hispanic/Latino | 14.5% | 10.0% | 10.7% | 10.2% | 10.3% |
| Other | 12.0% | 9.8% | 11.2% | 11.0% | 11.0% |