

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

TOTAL POPULATION

| | | | | | |
|--------------------------|-------|--------|---------|---------|---------|
| Total Population | 5,937 | 46,571 | 115,111 | 512,576 | 350,955 |
| Total Daytime Population | 4,334 | 34,428 | 93,987 | 441,873 | 280,494 |

TOTAL HOUSEHOLD INCOME

| | | | | | |
|--------------------------|----------|-----------|-----------|-----------|-----------|
| Total Households | 2,171 | 15,942 | 40,261 | 184,581 | 124,889 |
| Median Household Income | \$84,149 | \$86,620 | \$88,211 | \$92,754 | \$88,165 |
| Average Household Income | \$94,002 | \$102,238 | \$102,451 | \$111,355 | \$104,325 |
| Under \$15,000 | 5.8% | 4.0% | 4.7% | 5.6% | 5.6% |
| \$15,000 - \$34,999 | 13.8% | 10.9% | 10.6% | 11.1% | 10.9% |
| \$35,000 - \$49,999 | 9.1% | 9.4% | 9.7% | 9.8% | 10.4% |
| \$50,000 - \$74,999 | 21.2% | 18.4% | 19.2% | 17.7% | 19.0% |
| \$75,000 - \$99,999 | 15.6% | 18.6% | 16.6% | 13.9% | 14.7% |
| \$100,000 - \$124,999 | 9.4% | 9.9% | 10.5% | 10.6% | 11.0% |
| \$125,000 - \$149,999 | 9.5% | 10.1% | 10.2% | 8.9% | 8.5% |
| \$150,000+ | N/A | N/A | N/A | N/A | N/A |

BUSINESSES

| | | | | | |
|------------------|-----|-----|-------|--------|-------|
| Total Businesses | 178 | 737 | 2,287 | 11,247 | 6,927 |
|------------------|-----|-----|-------|--------|-------|

RACE/ETHNICITY

| | | | | | |
|------------------------|-------|-------|-------|-------|-------|
| White/Caucasian | 36.4% | 28.1% | 33.2% | 42.0% | 39.0% |
| Black/African American | 37.5% | 52.1% | 45.4% | 35.4% | 37.6% |
| Asian/Pacific Islander | 0.5% | 1.8% | 1.7% | 2.4% | 2.1% |
| Hispanic/Latino | 22.8% | 14.1% | 15.2% | 15.6% | 16.8% |
| Other | 2.9% | 3.9% | 4.5% | 4.6% | 4.6% |