

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

TOTAL POPULATION

| | | | | | |
|--------------------------|--------|--------|---------|---------|---------|
| Total Population | 14,518 | 77,120 | 153,637 | 276,897 | 288,416 |
| Total Daytime Population | 11,118 | 75,814 | 136,996 | 295,032 | 304,552 |

TOTAL HOUSEHOLD INCOME

| | | | | | |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Total Households | 5,975 | 30,490 | 59,049 | 105,483 | 110,325 |
| Median Household Income | \$139,229 | \$150,627 | \$153,802 | \$153,292 | \$152,292 |
| Average Household Income | \$180,785 | \$210,422 | \$214,091 | \$216,174 | \$213,389 |
| Under \$15,000 | 3.9% | 3.3% | 3.9% | 4.1% | 4.3% |
| \$15,000 - \$34,999 | 7.4% | 6.3% | 5.2% | 5.2% | 5.2% |
| \$35,000 - \$49,999 | 5.1% | 5.1% | 4.8% | 4.8% | 4.9% |
| \$50,000 - \$74,999 | 8.5% | 8.1% | 8.4% | 8.3% | 8.3% |
| \$75,000 - \$99,999 | 9.7% | 9.3% | 8.4% | 8.6% | 8.6% |
| \$100,000 - \$124,999 | 10.1% | 9.0% | 9.3% | 9.2% | 9.3% |
| \$125,000 - \$149,999 | 11.4% | 8.9% | 8.7% | 8.2% | 8.2% |
| \$150,000+ | 44.1% | 50.2% | 51.3% | 51.8% | 51.3% |

BUSINESSES

| | | | | | |
|------------------|-----|-------|-------|--------|--------|
| Total Businesses | 517 | 3,659 | 6,533 | 14,066 | 14,451 |
|------------------|-----|-------|-------|--------|--------|

RACE/ETHNICITY

| | | | | | |
|------------------------|-------|-------|-------|-------|-------|
| White/Caucasian | 66.7% | 64.6% | 65.6% | 65.8% | 65.4% |
| Black/African American | 1.2% | 0.8% | 0.8% | 0.9% | 1.0% |
| Asian/Pacific Islander | 4.2% | 4.0% | 5.8% | 7.9% | 8.0% |
| Hispanic/Latino | 22.6% | 24.9% | 21.9% | 18.8% | 19.0% |
| Other | 5.3% | 5.7% | 6.0% | 6.6% | 6.6% |