

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

TOTAL POPULATION

| | | | | | |
|--------------------------|--------|--------|---------|---------|---------|
| Total Population | 15,719 | 61,027 | 174,513 | 387,794 | 327,246 |
| Total Daytime Population | 9,609 | 72,752 | 149,079 | 329,393 | 266,478 |

TOTAL HOUSEHOLD INCOME

| | | | | | |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Total Households | 5,202 | 21,115 | 62,413 | 143,104 | 120,499 |
| Median Household Income | \$118,155 | \$119,466 | \$101,880 | \$95,964 | \$98,612 |
| Average Household Income | \$141,881 | \$150,529 | \$125,125 | \$117,627 | \$120,448 |
| Under \$15,000 | 1.9% | 3.8% | 5.4% | 6.6% | 6.1% |
| \$15,000 - \$34,999 | 5.3% | 6.4% | 8.9% | 10.4% | 9.7% |
| \$35,000 - \$49,999 | 3.7% | 6.7% | 7.7% | 8.6% | 8.7% |
| \$50,000 - \$74,999 | 13.9% | 13.1% | 15.7% | 15.3% | 15.1% |
| \$75,000 - \$99,999 | 12.5% | 12.0% | 12.8% | 13.2% | 12.5% |
| \$100,000 - \$124,999 | 16.4% | 12.9% | 11.9% | 11.4% | 11.5% |
| \$125,000 - \$149,999 | 10.1% | 9.1% | 8.7% | 8.5% | 8.7% |
| \$150,000+ | 36.1% | 36.0% | 29.0% | 26.1% | 27.6% |

BUSINESSES

| | | | | | |
|------------------|-----|-------|-------|--------|--------|
| Total Businesses | 223 | 3,357 | 5,841 | 12,782 | 10,156 |
|------------------|-----|-------|-------|--------|--------|

RACE/ETHNICITY

| | | | | | |
|------------------------|-------|-------|-------|-------|-------|
| White/Caucasian | 58.1% | 66.1% | 65.7% | 63.6% | 65.9% |
| Black/African American | 2.9% | 1.9% | 3.0% | 4.0% | 3.3% |
| Asian/Pacific Islander | 20.9% | 14.0% | 11.1% | 9.8% | 9.9% |
| Hispanic/Latino | 9.3% | 10.1% | 12.4% | 14.5% | 12.9% |
| Other | 8.9% | 7.9% | 7.8% | 8.2% | 8.0% |