

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

TOTAL POPULATION

| | | | | | |
|--------------------------|--------|---------|---------|---------|---------|
| Total Population | 11,203 | 92,490 | 208,748 | 409,094 | 392,457 |
| Total Daytime Population | 10,273 | 154,429 | 250,206 | 413,066 | 397,596 |

TOTAL HOUSEHOLD INCOME

| | | | | | |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Total Households | 4,093 | 27,741 | 70,217 | 142,940 | 138,627 |
| Median Household Income | \$93,377 | \$98,692 | \$98,532 | \$98,886 | \$99,459 |
| Average Household Income | \$122,237 | \$115,248 | \$115,936 | \$116,207 | \$117,017 |
| Under \$15,000 | 7.2% | 7.8% | 7.1% | 6.6% | 7.0% |
| \$15,000 - \$34,999 | 12.9% | 10.3% | 9.6% | 9.4% | 9.2% |
| \$35,000 - \$49,999 | 7.3% | 8.1% | 8.6% | 8.4% | 8.4% |
| \$50,000 - \$74,999 | 15.8% | 15.0% | 15.7% | 16.0% | 15.9% |
| \$75,000 - \$99,999 | 12.2% | 12.1% | 13.4% | 13.5% | 13.3% |
| \$100,000 - \$124,999 | 9.9% | 10.4% | 10.4% | 11.4% | 11.3% |
| \$125,000 - \$149,999 | 8.3% | 9.4% | 9.3% | 9.0% | 9.0% |
| \$150,000+ | 26.4% | 26.9% | 25.9% | 25.8% | 25.9% |

BUSINESSES

| | | | | | |
|------------------|-----|-------|-------|--------|-------|
| Total Businesses | 224 | 1,851 | 5,497 | 10,128 | 9,859 |
|------------------|-----|-------|-------|--------|-------|

RACE/ETHNICITY

| | | | | | |
|------------------------|-------|-------|-------|-------|-------|
| White/Caucasian | 63.6% | 52.7% | 49.4% | 46.2% | 48.0% |
| Black/African American | 6.6% | 8.5% | 8.7% | 8.5% | 8.8% |
| Asian/Pacific Islander | 6.0% | 6.7% | 6.0% | 6.1% | 6.1% |
| Hispanic/Latino | 18.8% | 26.8% | 30.8% | 34.2% | 32.2% |
| Other | 5.0% | 5.4% | 5.2% | 5.0% | 5.1% |