

| Full Year 2024 | 1-mile Radius | 3-mile Radius | 5-mile Radius | 10-mile Radius | 70% True Trade Area |
|----------------|---------------|---------------|---------------|----------------|---------------------|
|----------------|---------------|---------------|---------------|----------------|---------------------|

TOTAL POPULATION

| | | | | | |
|--------------------------|--------|---------|-----------|-----------|---------|
| Total Population | 33,571 | 359,595 | 995,058 | 2,225,253 | 514,635 |
| Total Daytime Population | 31,367 | 402,284 | 1,311,426 | 2,527,193 | 588,706 |

TOTAL HOUSEHOLD INCOME

| | | | | | |
|--------------------------|----------|----------|----------|----------|----------|
| Total Households | 13,940 | 138,040 | 403,180 | 869,901 | 198,810 |
| Median Household Income | \$42,815 | \$47,581 | \$60,552 | \$68,419 | \$50,720 |
| Average Household Income | \$54,600 | \$63,194 | \$80,741 | \$89,228 | \$67,461 |
| Under \$15,000 | 23.30% | 22.50% | 17.10% | 13.60% | 20.70% |
| \$15,000 — \$34,999 | 24.00% | 22.20% | 17.80% | 16.60% | 20.90% |
| \$35,000 — \$49,999 | 11.30% | 10.90% | 10.40% | 11.00% | 11.00% |
| \$50,000 — \$74,999 | 13.80% | 15.10% | 15.80% | 15.90% | 15.50% |
| \$75,000 — \$99,999 | 8.40% | 9.70% | 10.90% | 11.70% | 10.20% |
| \$100,000 — \$124,999 | 8.90% | 6.10% | 7.60% | 8.60% | 6.60% |
| \$125,000 — \$149,999 | 3.80% | 3.90% | 5.00% | 5.80% | 4.20% |
| \$150,000+ | 6.70% | 9.60% | 15.40% | 16.90% | 10.90% |

BUSINESSES

| | | | | | |
|------------------|-----|-------|--------|--------|-------|
| Total Businesses | 422 | 5,182 | 21,419 | 47,777 | 7,431 |
|------------------|-----|-------|--------|--------|-------|

RACE/ETHNICITY

| | | | | | |
|------------------------|--------|--------|--------|--------|--------|
| White/Caucasian | 13.10% | 19.10% | 29.60% | 42.40% | 20.90% |
| Black/African American | 78.70% | 56.50% | 46.90% | 35.30% | 54.10% |
| Asian/Pacific Islander | 1.30% | 2.90% | 5.40% | 6.40% | 4.10% |
| Hispanic/Latino | 3.30% | 19.00% | 15.00% | 13.00% | 18.10% |
| Other | 3.60% | 2.60% | 3.10% | 3.00% | 2.70% |