

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

TOTAL POPULATION

| | | | | | |
|--------------------------|--------|---------|---------|-----------|---------|
| Total Population | 19,864 | 130,389 | 295,256 | 907,813 | 236,477 |
| Total Daytime Population | 15,158 | 125,939 | 385,009 | 1,145,539 | 329,325 |

TOTAL HOUSEHOLD INCOME

| | | | | | |
|--------------------------|----------|----------|----------|----------|----------|
| Total Households | 8,991 | 56,615 | 126,066 | 357,587 | 102,040 |
| Median Household Income | \$66,616 | \$74,314 | \$74,950 | \$73,040 | \$76,008 |
| Average Household Income | \$78,509 | \$94,157 | \$97,458 | \$96,171 | \$98,379 |
| Under \$15,000 | 8.70% | 8.70% | 9.60% | 9.50% | 8.90% |
| \$15,000 — \$34,999 | 21.50% | 18.50% | 17.70% | 17.60% | 17.10% |
| \$35,000 — \$49,999 | 16.70% | 13.80% | 13.10% | 13.50% | 12.80% |
| \$50,000 — \$74,999 | 18.00% | 18.30% | 18.00% | 18.20% | 17.90% |
| \$75,000 — \$99,999 | 13.80% | 12.50% | 12.20% | 13.30% | 12.60% |
| \$100,000 — \$124,999 | 8.50% | 8.30% | 8.80% | 9.10% | 9.20% |
| \$125,000 — \$149,999 | 5.40% | 5.70% | 5.40% | 5.60% | 5.60% |
| \$150,000+ | 7.60% | 14.20% | 15.20% | 13.30% | 16.00% |

BUSINESSES

| | | | | | |
|------------------|-----|-------|--------|--------|-------|
| Total Businesses | 492 | 3,730 | 10,496 | 31,516 | 8,999 |
|------------------|-----|-------|--------|--------|-------|

RACE/ETHNICITY

| | | | | | |
|------------------------|--------|--------|--------|--------|--------|
| White/Caucasian | 46.30% | 48.30% | 45.60% | 41.30% | 48.20% |
| Black/African American | 10.50% | 7.30% | 12.60% | 19.70% | 9.90% |
| Asian/Pacific Islander | 2.70% | 2.60% | 3.40% | 4.20% | 3.40% |
| Hispanic/Latino | 37.60% | 38.70% | 35.40% | 31.50% | 35.60% |
| Other | 2.90% | 3.10% | 2.90% | 3.40% | 3.00% |