

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

TOTAL POPULATION

| | | | | | |
|--------------------------|--------|--------|---------|---------|--------|
| Total Population | 15,617 | 67,665 | 114,054 | 480,965 | 99,444 |
| Total Daytime Population | 14,309 | 54,219 | 92,796 | 494,615 | 82,788 |

TOTAL HOUSEHOLD INCOME

| | | | | | |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Total Households | 5,169 | 22,070 | 37,350 | 163,651 | 32,475 |
| Median Household Income | \$110,659 | \$103,501 | \$105,551 | \$114,743 | \$103,770 |
| Average Household Income | \$136,745 | \$122,778 | \$127,384 | \$143,478 | \$123,218 |
| Under \$15,000 | 3.70% | 4.60% | 4.70% | 5.60% | 4.70% |
| \$15,000 — \$34,999 | 9.00% | 9.60% | 9.60% | 9.70% | 9.70% |
| \$35,000 — \$49,999 | 10.90% | 7.70% | 8.20% | 7.40% | 7.80% |
| \$50,000 — \$74,999 | 9.50% | 13.30% | 12.00% | 11.90% | 12.40% |
| \$75,000 — \$99,999 | 14.00% | 14.00% | 13.90% | 11.90% | 14.40% |
| \$100,000 — \$124,999 | 13.20% | 12.70% | 12.00% | 10.80% | 12.20% |
| \$125,000 — \$149,999 | 9.40% | 9.90% | 10.00% | 8.80% | 9.80% |
| \$150,000+ | 30.40% | 28.30% | 29.60% | 34.00% | 28.90% |

BUSINESSES

| | | | | | |
|------------------|-----|-------|-------|--------|-------|
| Total Businesses | 376 | 1,426 | 2,467 | 14,268 | 2,298 |
|------------------|-----|-------|-------|--------|-------|

RACE/ETHNICITY

| | | | | | |
|------------------------|--------|--------|--------|--------|--------|
| White/Caucasian | 62.30% | 60.20% | 59.50% | 52.60% | 58.90% |
| Black/African American | 0.70% | 1.00% | 1.40% | 3.10% | 1.30% |
| Asian/Pacific Islander | 7.50% | 9.20% | 9.80% | 13.20% | 9.80% |
| Hispanic/Latino | 25.20% | 25.70% | 25.50% | 27.30% | 26.20% |
| Other | 4.30% | 3.80% | 3.80% | 3.90% | 3.80% |