

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

TOTAL POPULATION

| | | | | | |
|--------------------------|--------|---------|---------|-----------|---------|
| Total Population | 37,285 | 232,513 | 497,333 | 1,395,697 | 476,258 |
| Total Daytime Population | 31,675 | 206,911 | 434,385 | 1,494,278 | 420,376 |

TOTAL HOUSEHOLD INCOME

| | | | | | |
|--------------------------|----------|----------|----------|-----------|----------|
| Total Households | 7,725 | 55,148 | 129,116 | 461,850 | 122,790 |
| Median Household Income | \$67,275 | \$78,489 | \$79,059 | \$87,972 | \$79,579 |
| Average Household Income | \$84,111 | \$94,251 | \$96,233 | \$112,614 | \$96,630 |
| Under \$15,000 | 8.60% | 7.80% | 8.90% | 8.90% | 8.60% |
| \$15,000 — \$34,999 | 19.60% | 15.70% | 15.30% | 13.40% | 15.20% |
| \$35,000 — \$49,999 | 12.70% | 10.80% | 11.20% | 9.90% | 11.00% |
| \$50,000 — \$74,999 | 16.20% | 15.20% | 15.80% | 14.90% | 15.80% |
| \$75,000 — \$99,999 | 12.90% | 14.10% | 13.50% | 12.60% | 13.60% |
| \$100,000 — \$124,999 | 8.40% | 10.90% | 10.70% | 10.20% | 10.80% |
| \$125,000 — \$149,999 | 7.60% | 7.90% | 6.90% | 7.40% | 7.10% |
| \$150,000+ | 14.00% | 17.70% | 17.80% | 22.60% | 18.00% |

BUSINESSES

| | | | | | |
|------------------|-----|-------|-------|--------|-------|
| Total Businesses | 570 | 3,350 | 8,916 | 42,111 | 8,527 |
|------------------|-----|-------|-------|--------|-------|

RACE/ETHNICITY

| | | | | | |
|------------------------|--------|--------|--------|--------|--------|
| White/Caucasian | 1.80% | 7.80% | 15.20% | 34.70% | 15.00% |
| Black/African American | 2.50% | 3.00% | 3.10% | 3.80% | 3.00% |
| Asian/Pacific Islander | 1.10% | 6.30% | 8.70% | 9.80% | 8.60% |
| Hispanic/Latino | 93.80% | 81.70% | 71.30% | 48.50% | 71.70% |
| Other | 0.80% | 1.30% | 1.70% | 3.20% | 1.70% |