

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

TOTAL POPULATION

| | | | | | |
|--------------------------|--------|---------|---------|-----------|---------|
| Total Population | 20,556 | 295,316 | 526,248 | 1,858,736 | 454,391 |
| Total Daytime Population | 22,874 | 324,685 | 588,441 | 2,040,584 | 510,516 |

TOTAL HOUSEHOLD INCOME

| | | | | | |
|--------------------------|----------|----------|-----------|-----------|-----------|
| Total Households | 6,513 | 107,525 | 186,878 | 588,440 | 163,772 |
| Median Household Income | \$74,162 | \$77,524 | \$85,771 | \$85,179 | \$86,813 |
| Average Household Income | \$90,460 | \$96,000 | \$104,795 | \$103,126 | \$105,698 |
| Under \$15,000 | 8.00% | 9.20% | 8.20% | 7.70% | 8.60% |
| \$15,000 — \$34,999 | 18.30% | 14.70% | 13.30% | 12.90% | 13.10% |
| \$35,000 — \$49,999 | 9.60% | 11.40% | 10.30% | 10.30% | 10.40% |
| \$50,000 — \$74,999 | 19.40% | 17.60% | 16.00% | 15.80% | 16.30% |
| \$75,000 — \$99,999 | 10.70% | 13.50% | 13.70% | 13.80% | 13.70% |
| \$100,000 — \$124,999 | 10.30% | 9.50% | 10.30% | 10.70% | 10.20% |
| \$125,000 — \$149,999 | 6.90% | 7.10% | 7.70% | 7.90% | 7.70% |
| \$150,000+ | 16.70% | 17.00% | 20.50% | 21.10% | 20.20% |

BUSINESSES

| | | | | | |
|------------------|-----|-------|--------|--------|-------|
| Total Businesses | 756 | 7,131 | 11,954 | 45,082 | 9,666 |
|------------------|-----|-------|--------|--------|-------|

RACE/ETHNICITY

| | | | | | |
|------------------------|--------|--------|--------|--------|--------|
| White/Caucasian | 17.00% | 27.00% | 30.40% | 22.50% | 30.50% |
| Black/African American | 12.70% | 12.30% | 11.40% | 10.00% | 11.70% |
| Asian/Pacific Islander | 24.20% | 14.10% | 13.30% | 15.50% | 13.60% |
| Hispanic/Latino | 42.70% | 42.50% | 40.40% | 48.40% | 40.00% |
| Other | 3.40% | 4.10% | 4.40% | 3.60% | 4.30% |