

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

TOTAL POPULATION

| | | | | | |
|--------------------------|--------|---------|---------|-----------|---------|
| Total Population | 35,148 | 159,310 | 464,197 | 1,464,489 | 286,206 |
| Total Daytime Population | 21,710 | 126,399 | 383,532 | 1,413,253 | 243,804 |

TOTAL HOUSEHOLD INCOME

| | | | | | |
|--------------------------|----------|----------|----------|----------|----------|
| Total Households | 12,428 | 49,739 | 151,146 | 487,234 | 91,054 |
| Median Household Income | \$58,892 | \$67,363 | \$62,359 | \$64,735 | \$64,926 |
| Average Household Income | \$70,928 | \$80,937 | \$74,613 | \$80,188 | \$77,950 |
| Under \$15,000 | 12.30% | 8.70% | 11.60% | 11.30% | 9.50% |
| \$15,000 — \$34,999 | 19.00% | 15.40% | 16.10% | 17.30% | 15.40% |
| \$35,000 — \$49,999 | 12.70% | 12.10% | 13.50% | 13.10% | 12.60% |
| \$50,000 — \$74,999 | 21.10% | 19.60% | 18.50% | 17.80% | 19.10% |
| \$75,000 — \$99,999 | 13.00% | 14.60% | 14.00% | 12.90% | 14.60% |
| \$100,000 — \$124,999 | 7.90% | 10.20% | 9.60% | 8.80% | 10.60% |
| \$125,000 — \$149,999 | 4.20% | 6.40% | 5.80% | 5.80% | 6.60% |
| \$150,000+ | 9.90% | 13.00% | 11.00% | 13.00% | 11.70% |

BUSINESSES

| | | | | | |
|------------------|-----|-------|-------|--------|-------|
| Total Businesses | 573 | 3,322 | 9,841 | 47,739 | 6,434 |
|------------------|-----|-------|-------|--------|-------|

RACE/ETHNICITY

| | | | | | |
|------------------------|--------|--------|--------|--------|--------|
| White/Caucasian | 6.50% | 7.60% | 8.10% | 15.20% | 7.20% |
| Black/African American | 10.20% | 17.10% | 25.80% | 28.00% | 23.70% |
| Asian/Pacific Islander | 1.30% | 2.00% | 2.20% | 2.40% | 2.00% |
| Hispanic/Latino | 80.70% | 72.40% | 62.40% | 52.50% | 65.90% |
| Other | 1.40% | 1.00% | 1.40% | 1.90% | 1.20% |