

| Full Year 2023 | 1-Mile Radius | 3-Mile Radius | 5-Mile Radius | 10-Mile Radius | 70% True Trade Area |
|----------------|---------------|---------------|---------------|----------------|---------------------|
|----------------|---------------|---------------|---------------|----------------|---------------------|

## TOTAL POPULATION

|                          |        |         |         |           |           |
|--------------------------|--------|---------|---------|-----------|-----------|
| Total Population         | 17,704 | 138,105 | 415,787 | 1,116,555 | 740,573   |
| Total Daytime Population | 31,614 | 165,297 | 668,341 | 1,569,119 | 1,119,686 |

## TOTAL HOUSEHOLD INCOME

|                          |           |           |           |           |           |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Total Households         | 7,151     | 67,712    | 200,837   | 479,517   | 329,559   |
| Median Household Income  | \$117,451 | \$116,231 | \$105,399 | \$83,624  | \$91,634  |
| Average Household Income | \$154,629 | \$160,782 | \$148,520 | \$117,509 | \$129,445 |
| Under \$15,000           | 9.1%      | 6.6%      | 7.3%      | 9.0%      | 8.2%      |
| \$15,000 - \$34,999      | 7.3%      | 9.8%      | 9.9%      | 14.0%     | 12.5%     |
| \$35,000 - \$49,999      | 8.9%      | 7.2%      | 7.7%      | 7.7%      | 10.1%     |
| \$50,000 - \$74,999      | 12.9%     | 13.1%     | 13.7%     | 14.9%     | 14.8%     |
| \$75,000 - \$99,999      | 8.5%      | 12.1%     | 12.0%     | 11.9%     | 12.0%     |
| \$100,000 - \$124,999    | 10.7%     | 10.2%     | 10.0%     | 9.0%      | 9.4%      |
| \$125,000 - \$149,999    | 8.1%      | 7.7%      | 7.8%      | 6.7%      | 7.0%      |
| \$150,000+               | 34.5%     | 33.4%     | 31.6%     | 24.1%     | 26.1%     |

## BUSINESSES

|                  |     |       |        |        |        |
|------------------|-----|-------|--------|--------|--------|
| Total Businesses | 277 | 4,725 | 18,029 | 40,864 | 29,419 |
|------------------|-----|-------|--------|--------|--------|

## RACE/ETHNICITY

|                        |       |       |       |       |       |
|------------------------|-------|-------|-------|-------|-------|
| White/Caucasian        | 65.3% | 63.7% | 57.1% | 39.0% | 45.0% |
| Black/African American | 11.4% | 13.8% | 21.4% | 40.9% | 35.3% |
| Asian/Pacific Islander | 13.4% | 8.1%  | 7.9%  | 6.2%  | 6.8%  |
| Hispanic/Latino        | 6.7%  | 11.1% | 10.2% | 11.0% | 9.8%  |
| Other                  | 3.1%  | 3.3%  | 3.4%  | 2.9%  | 3.1%  |