

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

### TOTAL POPULATION

|                          |       |        |         |         |         |
|--------------------------|-------|--------|---------|---------|---------|
| Total Population         | 474   | 21,316 | 108,999 | 576,212 | 125,037 |
| Total Daytime Population | 1,442 | 22,765 | 104,085 | 724,042 | 122,310 |

### TOTAL HOUSEHOLD INCOME

|                          |           |           |           |           |           |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Total Households         | 242       | 8,996     | 41,197    | 239,083   | 48,112    |
| Median Household Income  | \$94,593  | \$124,534 | \$133,306 | \$111,073 | \$127,508 |
| Average Household Income | \$155,190 | \$184,843 | \$169,026 | \$144,958 | \$164,224 |
| Under \$15,000           | 14.6%     | 2.1%      | 2.1%      | 5.0%      | 2.4%      |
| \$15,000 - \$34,999      | 35.4%     | 6.3%      | 6.1%      | 9.2%      | 6.5%      |
| \$35,000 - \$49,999      | 16.1%     | 6.5%      | 5.3%      | 8.4%      | 6.4%      |
| \$50,000 - \$74,999      | 8.7%      | 15.4%     | 11.2%     | 14.7%     | 12.7%     |
| \$75,000 - \$99,999      | 6.9%      | 13.5%     | 10.4%     | 11.6%     | 10.5%     |
| \$100,000 - \$124,999    | 7.1%      | 8.5%      | 9.4%      | 9.9%      | 9.5%      |
| \$125,000 - \$149,999    | 2.7%      | 6.2%      | 8.4%      | 8.3%      | 8.0%      |
| \$150,000+               | 9.0%      | 41.5%     | 47.1%     | 33.0%     | 44.1%     |

### BUSINESSES

|                  |     |     |       |        |       |
|------------------|-----|-----|-------|--------|-------|
| Total Businesses | 165 | 583 | 2,554 | 20,992 | 3,534 |
|------------------|-----|-----|-------|--------|-------|

### RACE/ETHNICITY

|                        |       |       |       |       |       |
|------------------------|-------|-------|-------|-------|-------|
| White/Caucasian        | 72.3% | 67.9% | 68.6% | 63.5% | 68.2% |
| Black/African American | 2.6%  | 3.6%  | 2.7%  | 4.0%  | 3.0%  |
| Asian/Pacific Islander | 8.0%  | 10.4% | 11.3% | 9.3%  | 10.7% |
| Hispanic/Latino        | 12.8% | 13.0% | 13.8% | 20.0% | 14.5% |
| Other                  | 4.3%  | 5.1%  | 3.6%  | 3.2%  | 3.7%  |