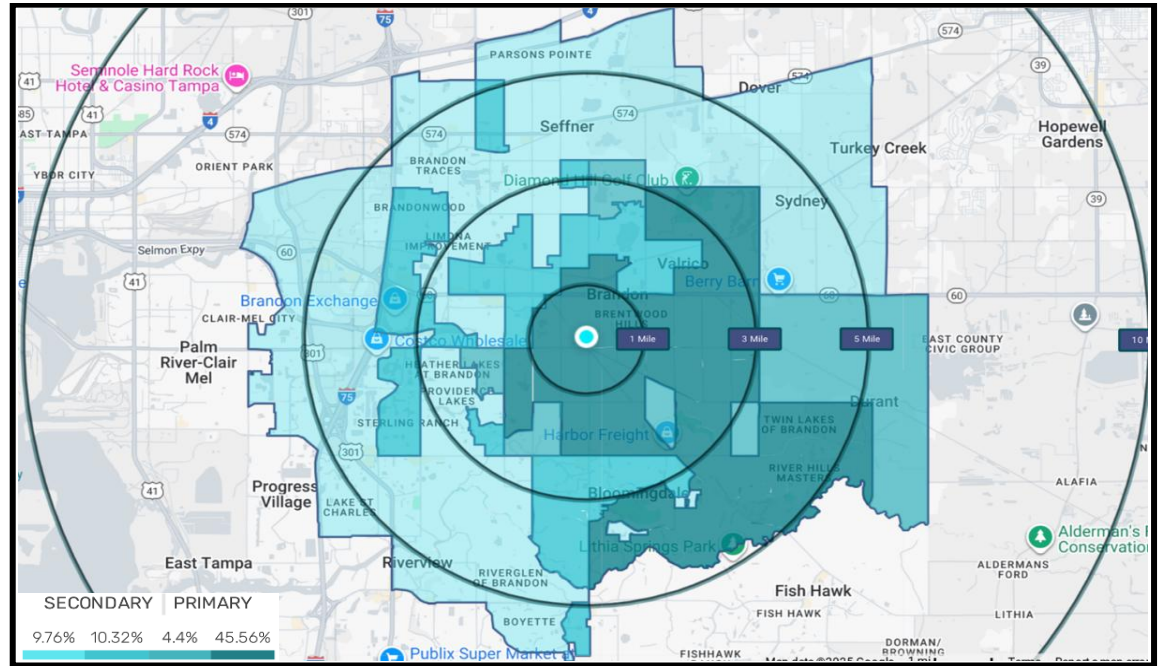




PRIMARY
Lithia Square
901 Lithia Pinecrest Road,
Brandon, FL 33511 • 70,542 SF

Location Overview

Total Visits	1.05M
Unique Visitors	62.39K
Average Freq.	16.76
Average Dwell Time	30 Minutes



Category	Sub-Category	Variable	1-Mile Visitors	3-Mile Visitors	5-Mile Visitors
Population	Visitors	Total Visitors	6,055	22,277	33,140
Population	Visitors	Total Households	2,170	8,101	12,007
Income	Household Income	Average Household Income	\$ 116,638	\$ 108,568	\$ 109,964
Income	Household Income	Median Household Income	\$ 95,752	\$ 90,742	\$ 92,145
Income	Household Income	<\$75K	34.9%	41.0%	41.4%
Income	Household Income	\$75K-\$100K	17.4%	18.8%	19.1%
Income	Household Income	\$100K-\$125K	5.8%	8.0%	7.7%
Income	Household Income	\$125K-\$150K	6.6%	5.5%	4.9%
Income	Household Income	\$150K+	35.3%	26.7%	26.9%
Education	Educational Attainment	Bachelor's Degree & Higher	41.0%	34.0%	36.0%
Employment	Occupation	Blue Collar	61.3%	55.0%	61.8%
Employment	Occupation	White Collar	38.7%	45.0%	38.2%