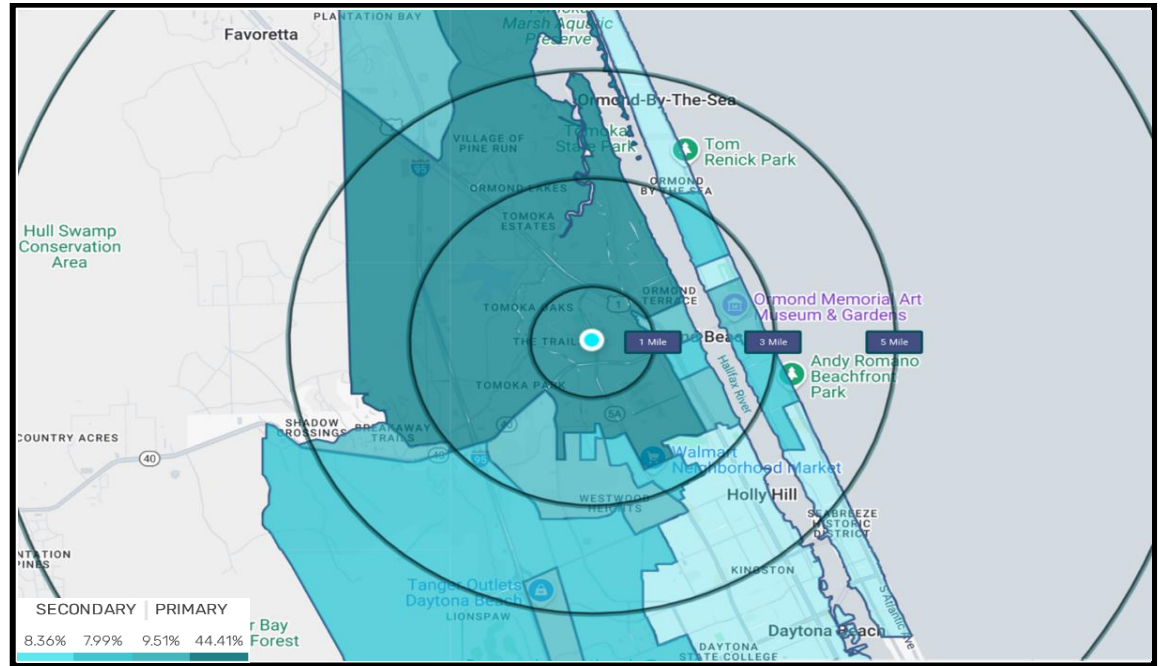




PRIMARY
The Trails
216-348 N. Nova Road,
Ormond Beach, FL 32174 • 159,267 SF

Location Overview

| | |
|--------------------|------------|
| Total Visits | 2.16M |
| Unique Visitors | 93.92K |
| Average Freq. | 22.98 |
| Average Dwell Time | 35 Minutes |



| Category | Sub-Category | Variable | 1-Mile Visitors | 3-Mile Visitors | 5-Mile Visitors |
|------------|------------------------|----------------------------|-----------------|-----------------|-----------------|
| Population | Visitors | Total Visitors | 950 | 28,122 | 42,337 |
| Population | Visitors | Total Households | 448 | 12,725 | 18,900 |
| Income | Household Income | Average Household Income | \$ 65,499 | \$ 92,644 | \$ 93,777 |
| Income | Household Income | Median Household Income | \$ 54,790 | \$ 72,925 | \$ 72,170 |
| Income | Household Income | <\$75K | 71.9% | 53.0% | 52.2% |
| Income | Household Income | \$75K-\$100K | 15.9% | 16.7% | 16.9% |
| Income | Household Income | \$100K-\$125K | 3.1% | 5.3% | 5.1% |
| Income | Household Income | \$125K-\$150K | 1.3% | 4.2% | 3.7% |
| Income | Household Income | \$150K+ | 7.8% | 20.8% | 22.1% |
| Education | Educational Attainment | Bachelor's Degree & Higher | 22.0% | 29.0% | 29.0% |
| Employment | Occupation | Blue Collar | 54.1% | 63.5% | 66.5% |
| Employment | Occupation | White Collar | 45.9% | 36.5% | 33.6% |