



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

| Metric | 1 Mile | 3 Mile | 5 Mile |
|---------------------------------------|---------------------------------|----------------------------------|----------------------------------|
| Population | 37,089 | 354,852 | 854,177 |
| Households | 16,553 | 148,647 | 354,376 |
| Persons per Household | 2.22 87 | 2.25 88 | 2.21 87 |
| Household Median Income | \$148,061.33 186 | \$126,286.6 159 | \$120,443.18 151 |
| Household Median Disposable Income | \$118,601.39 173 | \$102,997.23 150 | \$98,224.34 143 |
| Household Median Discretionary Income | \$96,117.35 189 | \$78,154.14 153 | \$74,248.67 146 |
| Average Income Per Person | \$89,594.57 208 | \$72,428.12 168 | \$73,053.03 169 |
| Median Rent | \$2,687.58 191 | \$2,462.78 175 | \$2,405.7 171 |
| Median House Value | \$1.23M 324 | \$1.08M 283 | \$1.09M 287 |
| Households in Poverty | 1,325 (8%) 63 | 16,438 (11.1%) 87 | 46,806 (13.2%) 104 |
| Household Median Wealth | \$94,832.87 117 | \$86,726.43 107 | \$82,918 102 |
| Average Age | 39.89 97 | 38.09 93 | 37.93 93 |
| Median Age | 37.4 93 | 35.06 87 | 33.73 84 |
| Households with Children | 3,521 (21.3%) 7 | 27,470 (18.5%) 69 | 65,416 (18.5%) 69 |
| High School Graduate or Higher | 26,842 (95.9%) 107 | 242,731 (94.6%) 106 | 554,518 (93.5%) 105 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



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| | 1 Mile | 3 Mile | 5 Mile |
|-----------------------------|----------------|---------------|-----------------|
| Bachelor's Degree or Higher | 21,699 (77.5%) | 184,921 (72%) | 411,547 (69.4%) |
| Pop density (per sq mi) | 13,173 | 12,814 | 11,822 |
| Area (based on blockgroups) | 3 | 28 | 72 |

Population

| | | | |
|------------------------------|-----------|-----------|-----------|
| Population 2024 Q4 | 37,089 | 354,852 | 854,177 |
| Population 2024 Q3 | 36,629 | 353,808 | 853,406 |
| Population 2024 Q2 | 36,692 | 353,292 | 852,746 |
| Population 2024 Q1 | 36,707 | 352,908 | 851,099 |
| Population 2023 Q4 | 36,378 | 352,245 | 850,426 |
| Population 2023 Q3 | 36,169 | 351,306 | 848,625 |
| Population 2023 Q2 | 36,158 | 351,380 | 847,834 |
| Population 2023 Q1 | 36,093 | 351,208 | 847,753 |
| Population 2022 Q4 | 36,547 | 352,340 | 848,291 |
| Population 5 Years Forecast | 38,243 | 358,189 | 862,733 |
| Population 10 Years Forecast | 38,954 | 360,919 | 870,135 |
| Persons per Household | 2.22 (87) | 2.25 (88) | 2.21 (87) |

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|------------------------------------------------|----------|--------|----------|--------|----------|-----|--------|--------|-----|
| Group Quarters | 344 | (0.9%) | 39 | 19,805 | (5.6%) | 236 | 70,880 | (8.3%) | 352 |
| Transient Population - Average Last 4 Quarters | 361 | (1%) | 75 | 2,268 | (0.6%) | 49 | 22,127 | (2.6%) | 200 |

Households

| | | | | | |
|------------------------------|--------|--|---------|--|---------|
| Households 2024 Q4 | 16,553 | | 148,647 | | 354,376 |
| Households 2024 Q3 | 16,329 | | 148,076 | | 353,765 |
| Households 2024 Q2 | 16,365 | | 147,863 | | 353,427 |
| Households 2024 Q1 | 16,370 | | 147,683 | | 352,700 |
| Households 2023 Q4 | 16,210 | | 147,381 | | 352,357 |
| Households 2023 Q3 | 16,120 | | 146,965 | | 351,528 |
| Households 2023 Q2 | 16,116 | | 147,035 | | 351,152 |
| Households 2023 Q1 | 16,084 | | 146,947 | | 351,128 |
| Households 2022 Q4 | 16,322 | | 147,521 | | 351,420 |
| Households 5 Years Forecast | 17,088 | | 150,145 | | 358,824 |
| Households 10 Years Forecast | 17,416 | | 151,358 | | 362,477 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Gender

| | | | | | | | | | |
|--------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Male | 17,636 | (47.6%) | 97 | 172,188 | (48.5%) | 99 | 412,034 | (48.2%) | 98 |
| Female | 19,453 | (52.4%) | 103 | 182,664 | (51.5%) | 101 | 442,143 | (51.8%) | 102 |

Ethnicity

| | | | | | | | | | |
|-------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| White | 22,299 | (60.1%) | 104 | 225,342 | (63.5%) | 110 | 518,302 | (60.7%) | 105 |
| Asian | 5,621 | (15.2%) | 263 | 52,045 | (14.7%) | 255 | 139,952 | (16.4%) | 285 |
| Black | 4,178 | (11.3%) | 96 | 23,136 | (6.5%) | 55 | 56,091 | (6.6%) | 56 |
| Hispanic (Ethnic) | 2,593 | (7%) | 36 | 31,090 | (8.8%) | 45 | 85,416 | (10%) | 51 |
| Other | 2,398 | (6.5%) | 124 | 23,239 | (6.5%) | 126 | 54,416 | (6.4%) | 123 |

Household by Ethnicity

| | | | | | | | | | |
|-------------------|--------|---------|-----|--------|---------|-----|---------|---------|-----|
| White | 10,127 | (61.2%) | 99 | 98,059 | (66%) | 107 | 224,734 | (63.4%) | 103 |
| Asian | 2,516 | (15.2%) | 335 | 19,855 | (13.4%) | 295 | 52,461 | (14.8%) | 327 |
| Black | 1,655 | (10%) | 90 | 8,682 | (5.8%) | 53 | 20,085 | (5.7%) | 51 |
| Other | 1,295 | (7.8%) | 103 | 12,544 | (8.4%) | 111 | 29,677 | (8.4%) | 110 |
| Hispanic (Ethnic) | 960 | (5.8%) | 38 | 9,507 | (6.4%) | 42 | 27,419 | (7.7%) | 51 |

Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|---------------------------|--------------|---------|-----|--------------|---------|-----|--------------|---------|-----|
| Household Average Income | \$199,372.36 | | 179 | \$168,706.06 | | 152 | \$170,767.75 | | 154 |
| Average Income Per Person | \$89,594.57 | | 208 | \$72,428.12 | | 168 | \$73,053.03 | | 169 |
| Household Median Income | \$148,061.33 | | 186 | \$126,286.6 | | 159 | \$120,443.18 | | 151 |
| <\$15K | 774 | (4.7%) | 58 | 10,296 | (6.9%) | 86 | 29,645 | (8.4%) | 103 |
| \$15K - \$25K | 605 | (3.7%) | 56 | 6,446 | (4.3%) | 67 | 17,163 | (4.8%) | 75 |
| \$25K - \$35K | 355 | (2.1%) | 32 | 4,957 | (3.3%) | 50 | 13,264 | (3.7%) | 56 |
| \$35K - \$50K | 1,010 | (6.1%) | 59 | 8,089 | (5.4%) | 53 | 19,398 | (5.5%) | 53 |
| \$50K - \$75K | 1,488 | (9%) | 57 | 14,968 | (10.1%) | 64 | 35,776 | (10.1%) | 64 |
| \$75K - \$100K | 1,470 | (8.9%) | 69 | 14,704 | (9.9%) | 77 | 35,337 | (10%) | 74 |
| \$100K - \$150K | 2,671 | (16.1%) | 91 | 26,023 | (17.5%) | 99 | 59,468 | (16.8%) | 95 |
| \$150K - \$175K | 1,541 | (9.3%) | 148 | 13,118 | (8.8%) | 141 | 28,109 | (7.9%) | 126 |
| \$175K - \$200K | 1,604 | (9.7%) | 148 | 11,942 | (8%) | 122 | 31,741 | (9%) | 136 |
| \$200K - \$250K | 2,821 | (17%) | 327 | 21,335 | (14.4%) | 275 | 47,300 | (13.3%) | 256 |
| \$250K - \$500K | 1,210 | (7.3%) | 328 | 9,145 | (6.2%) | 276 | 20,277 | (5.7%) | 257 |
| >\$500K | 1,004 | (6.1%) | 325 | 7,624 | (5.1%) | 275 | 16,898 | (4.8%) | 256 |

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-------------------------------------|--------------|---------|-----|--------------|---------|-----|--------------|---------|-----|
| Household Average Disposable Income | \$124,268.78 | | 151 | \$113,845.15 | | 138 | \$109,835.68 | | 33 |
| Household Median Disposable Income | \$118,601.39 | | 173 | \$102,997.23 | | 150 | \$98,224.34 | | 143 |
| <\$15K | 892 | (5.4%) | 61 | 11,699 | (7.9%) | 90 | 33,767 | (9.5%) | 109 |
| \$15K - \$25K | 588 | (3.6%) | 47 | 6,497 | (4.4%) | 57 | 17,107 | (4.8%) | 63 |
| \$25K - \$35K | 503 | (3%) | 39 | 5,485 | (3.7%) | 47 | 14,888 | (4.2%) | 53 |
| \$35K - \$50K | 1,335 | (8.1%) | 66 | 11,296 | (7.6%) | 62 | 26,317 | (7.4%) | 61 |
| \$50K - \$75K | 1,807 | (10.9%) | 62 | 18,638 | (12.5%) | 71 | 44,603 | (12.6%) | 71 |
| \$75K - \$100K | 1,862 | (11.2%) | 74 | 18,789 | (12.6%) | 89 | 43,340 | (12.2%) | 86 |
| \$100K - \$150K | 3,496 | (21.1%) | 118 | 31,527 | (21.2%) | 118 | 71,600 | (20.2%) | 113 |
| \$150K - \$175K | 2,060 | (12.4%) | 204 | 14,341 | (9.6%) | 158 | 35,437 | (10%) | 164 |
| \$175K - \$200K | 1,178 | (7.1%) | 323 | 8,943 | (6%) | 273 | 19,778 | (5.6%) | 253 |
| \$200K - \$250K | 1,140 | (6.9%) | 322 | 8,631 | (5.8%) | 272 | 19,143 | (5.4%) | 253 |
| \$250K - \$500K | 1,555 | (9.4%) | 321 | 11,783 | (7.9%) | 271 | 26,131 | (7.4%) | 252 |
| >\$500K | 137 | (0.8%) | 322 | 1,018 | (0.7%) | 266 | 2,265 | (0.6%) | 248 |

Discretionary Households Income

| | | | | | | | | | |
|----------------------------------------|-------------|--|-----|-------------|--|-----|-------------|--|----|
| Household Average Discretionary Income | \$95,526.21 | | 156 | \$83,408.22 | | 136 | \$80,741.74 | | 32 |
|----------------------------------------|-------------|--|-----|-------------|--|-----|-------------|--|----|

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

| | ● 1 Mile | | ● 3 Mile | | ● 5 Mile | |
|---------------------------------------|---------------|-----|----------------|-----|----------------|-----|
| Household Median Discretionary Income | \$96,117.35 | 189 | \$78,154.14 | 153 | \$74,248.67 | 146 |
| <\$10K | 785 (4.7%) | 51 | 10,408 (7%) | 76 | 31,408 (8.9%) | 96 |
| \$10K - \$20K | 768 (4.6%) | 44 | 9,729 (6.5%) | 62 | 25,886 (7.3%) | 69 |
| \$20K - \$30K | 914 (5.5%) | 52 | 8,790 (5.9%) | 56 | 22,405 (6.3%) | 60 |
| \$30K - \$40K | 935 (5.6%) | 57 | 8,928 (6%) | 60 | 21,604 (6.1%) | 61 |
| \$40K - \$50K | 893 (5.4%) | 61 | 9,765 (6.6%) | 74 | 23,313 (6.6%) | 74 |
| \$50K - \$75K | 2,139 (12.9%) | 74 | 23,974 (16.1%) | 93 | 54,056 (15.3%) | 88 |
| \$75K - \$100K | 2,143 (12.9%) | 110 | 20,386 (13.7%) | 117 | 44,598 (12.6%) | 107 |
| \$100K - \$125K | 1,974 (11.9%) | 148 | 17,028 (11.5%) | 142 | 39,822 (11.2%) | 139 |
| \$125K - \$150K | 2,623 (15.8%) | 238 | 18,667 (12.6%) | 189 | 43,662 (12.3%) | 185 |
| >\$150K | 3,379 (20.4%) | 345 | 20,972 (14.1%) | 239 | 47,622 (13.4%) | 227 |

Households Income by Ethnicity

| | | | | | | |
|------------------------|--------------|-----|--------------|-----|--------------|-----|
| Average Income - White | \$141,946.57 | 149 | \$127,100.5 | 133 | \$125,395.89 | 131 |
| Median Income - White | \$167,702.41 | 193 | \$138,519.55 | 160 | \$137,027.8 | 158 |
| Average Income - Black | \$84,985.45 | 123 | \$81,209.02 | 117 | \$80,632.1 | 117 |
| Median Income - Black | \$77,289.51 | 140 | \$67,663.35 | 122 | \$66,978.77 | 121 |

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

| | 1 Mile | 3 Mile | 5 Mile |
|---------------------------|--------------------|--------------------|--------------------|
| Average Income - Asian | \$124,731.67 (110) | \$119,090.71 (105) | \$109,003.82 (97) |
| Median Income - Asian | \$133,749.65 (117) | \$127,225.18 (111) | \$109,993.48 (96) |
| Average Income - Hispanic | \$113,473.26 (140) | \$107,952.19 (133) | \$96,456.24 (119) |
| Median Income - Hispanic | \$105,514.49 (152) | \$104,011.71 (150) | \$89,370.56 (129) |
| Average Income - Other | \$117,924.91 (132) | \$107,841.19 (120) | \$104,888.85 (117) |
| Median Income - Other | \$115,725.19 (145) | \$102,487.25 (129) | \$100,099.31 (126) |

Age

| Age Group | 1 Mile | 3 Mile | 5 Mile |
|-------------|---------------------|----------------------|-----------------------|
| Average Age | 39.89 (97) | 38.09 (93) | 37.93 (93) |
| Median Age | 37.4 (93) | 35.06 (87) | 33.73 (84) |
| 0-4 | 2,607 (7%) (130) | 24,328 (6.9%) (127) | 54,623 (6.4%) (118) |
| 5-13 | 3,230 (8.7%) (84) | 25,256 (7.1%) (69) | 59,722 (7%) (68) |
| 14-17 | 1,210 (3.3%) (61) | 13,133 (3.7%) (70) | 36,881 (4.3%) (8) |
| 18-21 | 1,173 (3.2%) (57) | 18,365 (5.2%) (94) | 56,247 (6.6%) (120) |
| 22-24 | 878 (2.4%) (57) | 17,060 (4.8%) (116) | 53,852 (6.3%) (152) |
| 25-29 | 2,559 (6.9%) (116) | 28,724 (8.1%) (137) | 65,811 (7.7%) (130) |
| 30-34 | 4,499 (12.1%) (186) | 50,031 (14.1%) (216) | 107,264 (12.6%) (192) |

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| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|-------|--------|---------|--------|--------|---------|-----|--------|--------|-----|
| 35-39 | 3,985 | (10.7%) | 163 | 36,351 | (10.2%) | 155 | 80,989 | (9.5%) | 144 |
| 40-44 | 2,953 | (8%) | 124 | 24,829 | (7%) | 109 | 55,557 | (6.5%) | 102 |
| 45-49 | 2,263 | (6.1%) | 102 | 18,831 | (5.3%) | 89 | 43,277 | (5.1%) | 85 |
| 50-54 | 1,988 | (5.4%) | 90 | 16,462 | (4.6%) | 74 | 39,399 | (4.6%) | 71 |
| 55-59 | 1,901 | (5.1%) | 84 | 15,784 | (4.4%) | 73 | 39,154 | (4.6%) | 75 |
| 60-64 | 1,738 | (4.7%) | 73 | 15,753 | (4.4%) | 69 | 39,023 | (4.6%) | 71 |
| 65-69 | 1,824 | (4.9%) | 81 | 14,656 | (4.1%) | 68 | 35,597 | (4.2%) | 69 |
| 70-74 | 1,598 | (4.3%) | 86 | 12,641 | (3.6%) | 71 | 30,747 | (3.6%) | 72 |
| 75-79 | 1,252 | (3.4%) | 88 | 10,238 | (2.9%) | 75 | 24,763 | (2.9%) | 75 |
| 80-84 | 757 | (2%) | 85 | 6,453 | (1.8%) | 76 | 15,973 | (1.9%) | 74 |
| 85+ | 674 | (1.8%) | 90 | 5,957 | (1.7%) | 83 | 15,298 | (1.8%) | 88 |

Age - Male

| | | | | | | | | | |
|------------------|-------|--------|-----|--------|--------|-----|--------|--------|-----|
| Male Average Age | 38.32 | | 96 | 37.04 | | 93 | 37.05 | | 93 |
| Male Median Age | 36.5 | | 96 | 33.69 | | 89 | 33.45 | | 88 |
| 0-4 | 1,336 | (7.6%) | 134 | 12,491 | (7.3%) | 129 | 28,007 | (6.8%) | 121 |
| 5-13 | 1,656 | (9.4%) | 87 | 12,930 | (7.5%) | 70 | 30,427 | (7.4%) | 69 |

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| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-------|--------|---------|-----|--------|---------|-----|--------|---------|-----|
| 14-17 | 600 | (3.4%) | 62 | 6,503 | (3.8%) | 68 | 17,980 | (4.4%) | 71 |
| 18-21 | 582 | (3.3%) | 57 | 8,877 | (5.2%) | 90 | 26,846 | (6.5%) | 113 |
| 22-24 | 441 | (2.5%) | 57 | 8,163 | (4.7%) | 109 | 25,556 | (6.2%) | 142 |
| 25-29 | 1,270 | (7.2%) | 117 | 14,164 | (8.2%) | 133 | 32,051 | (7.8%) | 126 |
| 30-34 | 2,205 | (12.5%) | 187 | 24,877 | (14.4%) | 216 | 52,353 | (12.7%) | 190 |
| 35-39 | 1,938 | (11%) | 164 | 18,413 | (10.7%) | 160 | 40,648 | (9.9%) | 147 |
| 40-44 | 1,434 | (8.1%) | 126 | 12,362 | (7.2%) | 111 | 27,653 | (6.7%) | 104 |
| 45-49 | 1,097 | (6.2%) | 104 | 9,206 | (5.3%) | 89 | 20,951 | (5.1%) | 85 |
| 50-54 | 928 | (5.3%) | 88 | 7,976 | (4.6%) | 74 | 19,121 | (4.6%) | 74 |
| 55-59 | 897 | (5.1%) | 83 | 7,650 | (4.4%) | 73 | 18,944 | (4.6%) | 73 |
| 60-64 | 806 | (4.6%) | 73 | 7,504 | (4.4%) | 69 | 18,841 | (4.6%) | 73 |
| 65-69 | 772 | (4.4%) | 75 | 6,675 | (3.9%) | 67 | 16,508 | (4%) | 69 |
| 70-74 | 672 | (3.8%) | 81 | 5,581 | (3.2%) | 68 | 13,836 | (3.4%) | 71 |
| 75-79 | 496 | (2.8%) | 81 | 4,288 | (2.5%) | 71 | 10,543 | (2.6%) | 73 |
| 80-84 | 294 | (1.7%) | 81 | 2,543 | (1.5%) | 71 | 6,544 | (1.6%) | 74 |
| 85+ | 212 | (1.2%) | 81 | 1,985 | (1.2%) | 74 | 5,225 | (1.3%) | 86 |

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Benchmark: Nationwide



Age - Female

| Metric | 1 Mile | 3 Mile | 5 Mile |
|--------------------|---------------|----------------|----------------|
| Female Average Age | 41.31 | 39.09 | 38.76 |
| Female Median Age | 38.24 | 35.54 | 33.99 |
| 0-4 | 1,271 (6.5%) | 11,837 (6.5%) | 26,616 (6%) |
| 5-13 | 1,574 (8.1%) | 12,326 (6.7%) | 29,295 (6.6%) |
| 14-17 | 610 (3.1%) | 6,630 (3.6%) | 18,901 (4.3%) |
| 18-21 | 591 (3%) | 9,488 (5.2%) | 29,401 (6.6%) |
| 22-24 | 437 (2.2%) | 8,897 (4.9%) | 28,296 (6.4%) |
| 25-29 | 1,289 (6.6%) | 14,560 (8%) | 33,760 (7.6%) |
| 30-34 | 2,294 (11.8%) | 25,154 (13.8%) | 54,911 (12.4%) |
| 35-39 | 2,047 (10.5%) | 17,938 (9.8%) | 40,341 (9.1%) |
| 40-44 | 1,519 (7.8%) | 12,467 (6.8%) | 27,904 (6.3%) |
| 45-49 | 1,166 (6%) | 9,625 (5.3%) | 22,326 (5%) |
| 50-54 | 1,060 (5.4%) | 8,486 (4.6%) | 20,278 (4.6%) |
| 55-59 | 1,004 (5.2%) | 8,134 (4.5%) | 20,210 (4.6%) |
| 60-64 | 932 (4.8%) | 8,249 (4.5%) | 20,182 (4.6%) |

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| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|-------|--------|--------|--------|-------|--------|----|--------|--------|----|
| 65-69 | 1,052 | (5.4%) | 86 | 7,981 | (4.4%) | 69 | 19,089 | (4.3%) | 69 |
| 70-74 | 926 | (4.8%) | 90 | 7,060 | (3.9%) | 73 | 16,911 | (3.8%) | 72 |
| 75-79 | 756 | (3.9%) | 93 | 5,950 | (3.3%) | 76 | 14,220 | (3.2%) | 71 |
| 80-84 | 463 | (2.4%) | 88 | 3,910 | (2.1%) | 74 | 9,429 | (2.1%) | 71 |
| 85+ | 462 | (2.4%) | 93 | 3,972 | (2.2%) | 85 | 10,073 | (2.3%) | 89 |

Employment by Occupation

| | | | | | | | | | |
|---------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 22,331 | | | 211,881 | | | 493,219 | | |
| Professional Specialty | 11,486 | (51.4%) | 208 | 104,179 | (49.2%) | 199 | 220,155 | (44.6%) | 181 |
| Managerial/Executive | 5,172 | (23.2%) | 133 | 46,944 | (22.2%) | 128 | 117,183 | (23.8%) | 137 |
| Office Admin | 1,173 | (5.3%) | 49 | 14,749 | (7%) | 65 | 35,896 | (7.3%) | 68 |
| Sales | 1,150 | (5.1%) | 55 | 12,330 | (5.8%) | 62 | 30,926 | (6.3%) | 67 |
| Production & Transportation | 1,135 | (5.1%) | 39 | 8,240 | (3.9%) | 30 | 20,458 | (4.1%) | 32 |
| Food Preparation & Serving | 668 | (3%) | 59 | 6,901 | (3.3%) | 64 | 18,945 | (3.8%) | 74 |
| Construction | 482 | (2.2%) | 27 | 4,964 | (2.3%) | 29 | 12,738 | (2.6%) | 32 |
| Healthcare support | 369 | (1.7%) | 50 | 3,244 | (1.5%) | 47 | 9,675 | (2%) | 60 |
| Personal Care | 239 | (1.1%) | 43 | 4,234 | (2%) | 8 | 11,632 | (2.4%) | 95 |

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Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|---------------------------------|--------|---------|----|--------|---------|----|--------|---------|----|
| Protective | 237 | (1.1%) | 49 | 2,484 | (1.2%) | 54 | 5,780 | (1.2%) | 54 |
| Building Maintenance & Cleaning | 206 | (0.9%) | 27 | 3,361 | (1.6%) | 47 | 9,455 | (1.9%) | 56 |
| Farming, Fishing & Forestry | 14 | (<0.5%) | 11 | 251 | (<0.5%) | 21 | 376 | (<0.5%) | 13 |

Employment by Industry

| | | | | | | | | | |
|------------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 22,331 | | | 211,881 | | | 493,219 | | |
| Educational Services | 7,153 | (32%) | 137 | 72,385 | (34.2%) | 146 | 162,844 | (33%) | 141 |
| Professional Services | 5,223 | (23.4%) | 290 | 45,552 | (21.5%) | 267 | 100,274 | (20.3%) | 252 |
| Manufacturing | 2,312 | (10.4%) | 104 | 17,302 | (8.2%) | 82 | 36,149 | (7.3%) | 74 |
| Wholesale Retail | 1,511 | (6.8%) | 51 | 15,815 | (7.5%) | 57 | 37,739 | (7.7%) | 58 |
| Financial, Insurance & Real Estate | 1,165 | (5.2%) | 74 | 12,234 | (5.8%) | 86 | 37,698 | (7.6%) | 114 |
| Entertainment Services | 1,077 | (4.8%) | 56 | 13,560 | (6.4%) | 74 | 35,298 | (7.2%) | 82 |
| Other Professional Services | 861 | (3.9%) | 82 | 7,490 | (3.5%) | 75 | 17,629 | (3.6%) | 74 |
| Public Administration | 761 | (3.4%) | 71 | 5,540 | (2.6%) | 55 | 12,468 | (2.5%) | 53 |
| Information | 748 | (3.3%) | 180 | 6,690 | (3.2%) | 169 | 14,490 | (2.9%) | 158 |
| Transportation | 581 | (2.6%) | 44 | 4,711 | (2.2%) | 38 | 11,078 | (2.2%) | 38 |
| Agriculture/Mining/Construction | 517 | (2.3%) | 27 | 5,706 | (2.7%) | 32 | 14,669 | (3%) | 35 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-------------------------------|--------|---------|----|--------|---------|----|--------|---------|----|
| Administrative/Waste Services | 395 | (1.8%) | 42 | 4,648 | (2.2%) | 52 | 12,280 | (2.5%) | 60 |
| Management Services | 27 | (<0.5%) | 96 | 248 | (<0.5%) | 93 | 603 | (<0.5%) | 97 |

Language Spoken

| | | | | | | | | | |
|------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Speak English at Home | 24,495 | (71%) | 92 | 231,628 | (70.1%) | 91 | 533,432 | (66.7%) | 86 |
| Speak Other Language at Home | 8,561 | (24.8%) | 294 | 76,935 | (23.3%) | 275 | 204,607 | (25.6%) | 303 |
| Speak Spanish at Home | 1,426 | (4.1%) | 29 | 21,961 | (6.6%) | 47 | 61,515 | (7.7%) | 54 |

Ancestry

| | | | | | | | | | |
|-------------------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Other | 8,935 | (24.1%) | 114 | 85,007 | (24%) | 114 | 202,523 | (23.7%) | 112 |
| Unclassified | 4,683 | (12.6%) | 74 | 46,026 | (13%) | 80 | 110,271 | (12.9%) | 70 |
| Scottish/Irish | 3,475 | (9.4%) | 141 | 36,328 | (10.2%) | 154 | 81,189 | (9.5%) | 143 |
| South Central Asian (e.g. Indian) | 2,547 | (6.9%) | 440 | 14,881 | (4.2%) | 268 | 34,594 | (4%) | 259 |
| Other European (e.g. Greek/Russian) | 2,471 | (6.7%) | 210 | 21,141 | (6%) | 188 | 47,977 | (5.6%) | 177 |
| British | 2,375 | (6.4%) | 121 | 16,231 | (4.6%) | 86 | 34,590 | (4%) | 74 |
| German | 1,860 | (5%) | 64 | 13,332 | (3.8%) | 48 | 28,329 | (3.3%) | 43 |
| Italian | 1,685 | (4.5%) | 153 | 22,882 | (6.4%) | 217 | 55,000 | (6.4%) | 216 |
| Chinese | 1,626 | (4.4%) | 351 | 21,264 | (6%) | 480 | 68,032 | (8%) | 638 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

| | ● 1 Mile | | ● 3 Mile | | ● 5 Mile | | | | |
|------------------------------------|----------|---------|----------|-------|----------|-----|--------|---------|-----|
| Middle Eastern | 776 | (2.1%) | 337 | 7,948 | (2.2%) | 361 | 17,352 | (2%) | 327 |
| Puerto Rican | 732 | (2%) | 70 | 5,928 | (1.7%) | 59 | 18,591 | (2.2%) | 7 |
| Scandinavian | 722 | (1.9%) | 103 | 4,934 | (1.4%) | 73 | 10,711 | (1.3%) | 66 |
| American | 629 | (1.7%) | 35 | 6,086 | (1.7%) | 36 | 14,562 | (1.7%) | 36 |
| French | 590 | (1.6%) | 128 | 4,856 | (1.4%) | 110 | 10,482 | (1.2%) | 99 |
| Polish | 506 | (1.4%) | 89 | 5,295 | (1.5%) | 97 | 12,236 | (1.4%) | 93 |
| Korean | 496 | (1.3%) | 258 | 4,844 | (1.4%) | 263 | 10,514 | (1.2%) | 238 |
| Other Hispanic | 487 | (1.3%) | 92 | 4,847 | (1.4%) | 95 | 11,741 | (1.4%) | 96 |
| South East Asian (e.g. Vietnamese) | 458 | (1.2%) | 70 | 5,847 | (1.6%) | 94 | 14,271 | (1.7%) | 95 |
| South American | 388 | (1%) | 84 | 5,617 | (1.6%) | 127 | 13,719 | (1.6%) | 129 |
| Mexican | 385 | (1%) | 9 | 4,153 | (1.2%) | 11 | 9,518 | (1.1%) | 10 |
| Central American | 338 | (0.9%) | 55 | 7,425 | (2.1%) | 126 | 20,491 | (2.4%) | 144 |
| Other Asian | 298 | (0.8%) | 188 | 3,325 | (0.9%) | 219 | 7,231 | (0.8%) | 198 |
| Japanese | 196 | (0.5%) | 220 | 1,884 | (0.5%) | 221 | 5,310 | (0.6%) | 259 |
| Cuban | 164 | (<0.5%) | 61 | 1,212 | (<0.5%) | 47 | 3,149 | (<0.5%) | 51 |
| Dutch | 120 | (<0.5%) | 54 | 1,241 | (<0.5%) | 58 | 2,497 | (<0.5%) | 48 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|---------------------------------|--------|---------|--------|-------|---------|----|-------|---------|-----|
| Dominican | 99 | (<0.5%) | 42 | 1,908 | (0.5%) | 84 | 8,207 | (1%) | 151 |
| Native American (Indian/Eskimo) | 35 | (<0.5%) | 15 | 300 | (<0.5%) | 13 | 795 | (<0.5%) | 15 |
| Hawaiian/Pacific Islander | 13 | (<0.5%) | 20 | 110 | (<0.5%) | 17 | 295 | (<0.5%) | 19 |

Education (Age 25+)

| | | | | | | | | | |
|----------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Educated Population | 27,991 | | | 256,710 | | | 592,852 | | |
| Elementary (0 to 8 Years) | 705 | (2.5%) | 53 | 8,032 | (3.1%) | 66 | 22,088 | (3.7%) | 71 |
| Some High School (9 to 11 Years) | 444 | (1.6%) | 27 | 5,947 | (2.3%) | 39 | 16,246 | (2.7%) | 46 |
| High School Graduate (12 Years) | 2,249 | (8%) | 31 | 28,329 | (11%) | 42 | 72,793 | (12.3%) | 47 |
| Some College (13 to 16 Years) | 2,125 | (7.6%) | 39 | 19,994 | (7.8%) | 40 | 48,241 | (8.1%) | 42 |
| Associates Degree Only | 769 | (2.7%) | 31 | 9,487 | (3.7%) | 42 | 21,937 | (3.7%) | 42 |
| Bachelor's Degree Only | 8,375 | (29.9%) | 140 | 83,143 | (32.4%) | 152 | 184,322 | (31.1%) | 146 |
| Graduate Degree | 13,324 | (47.6%) | 346 | 101,778 | (39.6%) | 288 | 227,225 | (38.3%) | 279 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide



Household Type

| Household Type | 1 Mile | 3 Mile | 5 Mile |
|-----------------------|--------------------|---------------------|----------------------|
| Households | 16,553 | 148,647 | 354,376 |
| One Person Households | 5,410 (32.7%) 119 | 48,109 (32.4%) 118 | 123,691 (34.9%) 127 |
| Married Couple | 6,354 (38.4%) 8 | 53,636 (36.1%) 75 | 125,806 (35.5%) 74 |
| Male Householder | 330 (2%) 39 | 3,915 (2.6%) 52 | 9,616 (2.7%) 53 |
| Female Householder | 1,252 (7.6%) 61 | 10,901 (7.3%) 59 | 26,633 (7.5%) 60 |
| Non Family Households | 3,207 (19.4%) 274 | 32,086 (21.6%) 305 | 68,630 (19.4%) 274 |

Household Size

| Household Size | 1 Mile | 3 Mile | 5 Mile |
|---------------------|--------------------|---------------------|----------------------|
| Households | 16,553 | 148,647 | 354,376 |
| 1 Person Household | 5,410 (32.7%) 119 | 48,109 (32.4%) 118 | 123,691 (34.9%) 127 |
| 2 Person Household | 5,964 (36%) 109 | 51,843 (34.9%) 106 | 121,175 (34.2%) 104 |
| 3 Person Household | 2,585 (15.6%) 100 | 24,623 (16.6%) 106 | 52,914 (14.9%) 96 |
| 4 Person Household | 1,825 (11%) 84 | 16,576 (11.2%) 85 | 37,676 (10.6%) 8 |
| 5 Person Household | 565 (3.4%) 54 | 5,171 (3.5%) 55 | 12,580 (3.5%) 56 |
| 6 Person Household | 143 (0.9%) 32 | 1,571 (1.1%) 39 | 4,243 (1.2%) 44 |
| 7+ Person Household | 61 (<0.5%) 20 | 754 (0.5%) 28 | 2,097 (0.6%) 33 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide



Housing Units

| | | | |
|-------------------------|--------|---------|---------|
| Total Housing Units | 17,855 | 157,375 | 379,391 |
| Renter Occupied Housing | 9,426 | 85,798 | 207,044 |
| Owner Occupied Housing | 7,127 | 62,849 | 147,332 |
| Vacant Housing | 1,302 | 8,728 | 25,015 |

Housing Rent

| | | | | | | |
|--------------------------|---------------|--------|----------------|-----|----------------|-----|
| Average Rent | \$2,547.27 | 165 | \$2,394.69 | 155 | \$2,338.22 | 152 |
| Median Rent | \$2,687.58 | 191 | \$2,462.78 | 175 | \$2,405.7 | 171 |
| Total Cash Rents Housing | 9,283 | 83,839 | 202,528 | | | |
| <\$300 | 221 (2.4%) | 85 | 2,758 (3.3%) | 117 | 7,826 (3.9%) | 138 |
| \$300-\$500 | 250 (2.7%) | 70 | 2,205 (2.6%) | 68 | 6,847 (3.4%) | 87 |
| \$500-\$750 | 288 (3.1%) | 36 | 2,241 (2.7%) | 31 | 6,897 (3.4%) | 39 |
| \$750-\$1000 | 189 (2%) | 16 | 1,934 (2.3%) | 18 | 5,574 (2.8%) | 21 |
| \$1000-\$1500 | 582 (6.3%) | 24 | 5,732 (6.8%) | 26 | 14,835 (7.3%) | 28 |
| \$1500-\$2000 | 1,073 (11.6%) | 55 | 11,811 (14.1%) | 67 | 28,918 (14.3%) | 68 |
| \$2000-\$2500 | 1,415 (15.2%) | 130 | 16,464 (19.6%) | 168 | 37,425 (18.5%) | 158 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|---------------|--------|---------|--------|--------|---------|-----|--------|---------|-----|
| \$2500-\$3000 | 1,662 | (17.9%) | 311 | 15,370 | (18.3%) | 319 | 33,256 | (16.4%) | 286 |
| \$3000-\$3500 | 1,406 | (15.1%) | 498 | 11,462 | (13.7%) | 449 | 25,839 | (12.8%) | 419 |
| >\$3500 | 2,197 | (23.7%) | 649 | 13,862 | (16.5%) | 453 | 35,111 | (17.3%) | 475 |

Value of Owner-Occupied Housing Units

| | | | | | | | | | |
|------------------------|---------|---------|-----|---------|---------|-----|---------|---------|-----|
| Average House Value | \$1.45M | | 278 | \$1.22M | | 233 | \$1.29M | | 247 |
| Median House Value | \$1.23M | | 324 | \$1.08M | | 283 | \$1.09M | | 287 |
| Owner Occupied Housing | 7,127 | | | 62,849 | | | 147,332 | | |
| <\$100K | 107 | (1.5%) | 18 | 703 | (1.1%) | 13 | 1,714 | (1.2%) | 14 |
| \$100K - \$200K | 93 | (1.3%) | 10 | 371 | (0.6%) | 4 | 819 | (0.6%) | 4 |
| \$200K - \$300K | 113 | (1.6%) | 10 | 795 | (1.3%) | 8 | 1,764 | (1.2%) | 7 |
| \$300K - \$400K | 73 | (1%) | 7 | 1,031 | (1.6%) | 11 | 2,987 | (2%) | 14 |
| \$400K - \$500K | 168 | (2.4%) | 20 | 1,787 | (2.8%) | 25 | 5,032 | (3.4%) | 30 |
| \$500K - \$1000K | 1,700 | (23.9%) | 96 | 22,732 | (36.2%) | 146 | 51,442 | (34.9%) | 141 |
| >\$1000K | 4,873 | (68.4%) | 626 | 35,430 | (56.4%) | 516 | 83,574 | (56.7%) | 519 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide



Poverty

| | | | | | | | | | |
|--------------------------------------------|--------|--------|-----|---------|---------|-----|---------|---------|-----|
| Households in Poverty | 1,325 | (8%) | 63 | 16,438 | (11.1%) | 87 | 46,806 | (13.2%) | 104 |
| Households Above Poverty | 15,228 | (92%) | 105 | 132,209 | (88.9%) | 102 | 307,570 | (86.8%) | 99 |
| Households in Poverty (Married) | 179 | (1.1%) | 50 | 1,668 | (1.1%) | 51 | 4,893 | (1.4%) | 63 |
| Households in Poverty (Male Householder) | | | | 257 | (<0.5%) | 27 | 1,064 | (<0.5%) | 47 |
| Households in Poverty (Female Householder) | 221 | (1.3%) | 45 | 1,984 | (1.3%) | 45 | 4,956 | (1.4%) | 47 |
| Households in Poverty (Non-Family) | 819 | (4.9%) | 76 | 10,030 | (6.7%) | 108 | 27,847 | (7.9%) | 125 |
| Households in Poverty (Non-Family Student) | 106 | (0.6%) | 103 | 2,499 | (1.7%) | 270 | 8,046 | (2.3%) | 365 |

Wealth per Household

| | | | | | | | | | |
|--------------------------|--------------|---------|-----|--------------|---------|-----|--------------|---------|-----|
| Household Average Wealth | \$272,861.41 | | 113 | \$261,729.26 | | 108 | \$256,842.25 | | 106 |
| Household Median Wealth | \$94,832.87 | | 117 | \$86,726.43 | | 107 | \$82,918 | | 102 |
| <\$0K | 2,831 | (17.1%) | 98 | 26,198 | (17.6%) | 101 | 63,463 | (17.9%) | 103 |
| \$0K - \$5K | 1,300 | (7.9%) | 92 | 12,354 | (8.3%) | 97 | 30,381 | (8.6%) | 100 |
| \$5K - \$10K | 720 | (4.3%) | 95 | 6,722 | (4.5%) | 99 | 16,339 | (4.6%) | 101 |
| \$10K - \$25K | 1,005 | (6.1%) | 96 | 9,279 | (6.2%) | 98 | 22,342 | (6.3%) | 99 |
| \$25K - \$50K | 1,045 | (6.3%) | 93 | 9,553 | (6.4%) | 95 | 22,832 | (6.4%) | 95 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-----------------|--------|---------|-----|--------|---------|-----|--------|---------|-----|
| \$50K - \$100K | 1,534 | (9.3%) | 91 | 13,910 | (9.4%) | 92 | 33,159 | (9.4%) | 92 |
| \$100K - \$250K | 2,859 | (17.3%) | 96 | 25,417 | (17.1%) | 95 | 60,185 | (17%) | 94 |
| \$250K - \$500K | 2,277 | (13.8%) | 104 | 19,843 | (13.3%) | 101 | 46,594 | (13.1%) | 100 |
| >\$500K | 2,982 | (18%) | 121 | 25,371 | (17.1%) | 115 | 59,081 | (16.7%) | 112 |

Vehicles per Household

| | | | | | | | | | |
|----------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Number of Vehicles | 19,082 | | | 173,397 | | | 384,950 | | |
| Average Number of Vehicles | 1.15 | | 63 | 1.17 | | 64 | 1.09 | | 59 |
| No Vehicles | 3,122 | (18.9%) | 228 | 34,053 | (22.9%) | 277 | 98,792 | (27.9%) | 337 |
| 1 Vehicle | 8,988 | (54.3%) | 166 | 68,131 | (45.8%) | 140 | 153,631 | (43.4%) | 132 |
| 2 Vehicles | 3,556 | (21.5%) | 58 | 37,149 | (25%) | 68 | 80,909 | (22.8%) | 62 |
| 3 or more Vehicles | 887 | (5.4%) | 24 | 9,314 | (6.3%) | 28 | 21,044 | (5.9%) | 27 |

Population Change

| | | | | | | | | | |
|-----------|-----|--|--|-------|--|--|--------|--|--|
| Births | 479 | | | 5,004 | | | 11,409 | | |
| Deaths | 258 | | | 2,209 | | | 5,397 | | |
| Migration | 507 | | | 39 | | | -1,725 | | |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

| | | | |
|------------------|--------|---------|---------|
| Total Businesses | 1,433 | 12,082 | 39,977 |
| Total Employees | 25,466 | 223,270 | 819,354 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats