



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

| | | | | | | |
|---------------------------------------|----------------|-----|-----------------|-----|-----------------|-----|
| Population | 39,709 | | 522,197 | | 1.6M | |
| Households | 14,986 | | 167,005 | | 545,351 | |
| Persons per Household | 2.64 | 103 | 3.1 | 121 | 2.83 | 111 |
| Household Median Income | \$93,618.32 | 118 | \$77,458.14 | 97 | \$78,841.15 | 99 |
| Household Median Disposable Income | \$77,736.17 | 113 | \$65,310.44 | 95 | \$66,315.33 | 97 |
| Household Median Discretionary Income | \$52,064.1 | 102 | \$37,723.2 | 74 | \$39,086.42 | 7 |
| Average Income Per Person | \$47,570.46 | 110 | \$33,037.94 | 7 | \$36,698.06 | 85 |
| Median Rent | \$2,008.46 | 143 | \$1,798.32 | 128 | \$1,828.4 | 130 |
| Median House Value | \$864,857.18 | 227 | \$872,134.92 | 229 | \$885,313.32 | 233 |
| Households in Poverty | 1,547 (10.3%) | 8 | 28,145 (16.9%) | 133 | 89,553 (16.4%) | 130 |
| Household Median Wealth | \$83,714.17 | 103 | \$60,040.67 | 74 | \$61,059.44 | 75 |
| Average Age | 43.42 | 106 | 39.94 | 97 | 40.18 | 98 |
| Median Age | 43.29 | 108 | 38.2 | 95 | 38.26 | 95 |
| Households with Children | 4,139 (27.6%) | 103 | 46,010 (27.6%) | 103 | 138,459 (25.4%) | 95 |
| High School Graduate or Higher | 25,122 (85.7%) | 96 | 293,187 (79.9%) | 89 | 929,872 (83.2%) | 93 |

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



Audience Profile

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| | 1 Mile | 3 Mile | 5 Mile |
|-----------------------------|---|---|---|
| Bachelor's Degree or Higher | 8,924 (30.4%)  | 81,882 (22.3%)  | 336,270 (30.1%)  |
| Pop density (per sq mi) | 15,860 | 27,252 | 25,210 |
| Area (based on blockgroups) | 3 | 19 | 62 |

Population

| | | | |
|------------------------------|--|--|--|
| Population 2024 Q4 | 39,709 | 522,197 | 1.6M |
| Population 2024 Q3 | 39,736 | 522,218 | 1.6M |
| Population 2024 Q2 | 39,704 | 521,883 | 1.6M |
| Population 2024 Q1 | 41,087 | 525,978 | 1.6M |
| Population 2023 Q4 | 41,084 | 525,402 | 1.6M |
| Population 2023 Q3 | 41,072 | 525,035 | 1.6M |
| Population 2023 Q2 | 41,126 | 526,319 | 1.6M |
| Population 2023 Q1 | 41,110 | 526,366 | 1.6M |
| Population 2022 Q4 | 41,069 | 525,939 | 1.6M |
| Population 5 Years Forecast | 39,463 | 530,225 | 1.6M |
| Population 10 Years Forecast | 39,619 | 537,204 | 1.6M |
| Persons per Household | 2.64  | 3.1  | 2.83  |

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|--|----------|---------|----------|---------|----------|---------|
| Group Quarters | 192 | (<0.5%) | 4,974 | (1%) | 26,320 | (1.7%) |
| Transient Population - Average Last 4 Quarters | | | 1,920 | (<0.5%) | 3,069 | (<0.5%) |

Households

| | | | | | |
|------------------------------|--------|--|---------|--|---------|
| Households 2024 Q4 | 14,986 | | 167,005 | | 545,351 |
| Households 2024 Q3 | 14,990 | | 166,928 | | 545,036 |
| Households 2024 Q2 | 14,977 | | 166,952 | | 545,295 |
| Households 2024 Q1 | 15,613 | | 168,463 | | 547,508 |
| Households 2023 Q4 | 15,611 | | 168,270 | | 546,971 |
| Households 2023 Q3 | 15,606 | | 168,157 | | 546,655 |
| Households 2023 Q2 | 15,622 | | 168,777 | | 547,915 |
| Households 2023 Q1 | 15,612 | | 168,798 | | 548,208 |
| Households 2022 Q4 | 15,597 | | 168,670 | | 548,685 |
| Households 5 Years Forecast | 14,889 | | 169,891 | | 550,917 |
| Households 10 Years Forecast | 14,953 | | 172,305 | | 556,670 |

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Audience Profile

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Benchmark: Nationwide



Gender

| | | | | | | | | | |
|--------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Male | 18,861 | (47.5%) | 97 | 250,334 | (47.9%) | 98 | 740,294 | (47.1%) | 96 |
| Female | 20,848 | (52.5%) | 103 | 271,863 | (52.1%) | 102 | 829,836 | (52.9%) | 104 |

Ethnicity

| | | | | | | | | | |
|-------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| White | 18,467 | (46.5%) | 8 | 51,208 | (9.8%) | 17 | 262,079 | (16.7%) | 29 |
| Hispanic (Ethnic) | 11,508 | (29%) | 148 | 172,061 | (32.9%) | 169 | 399,423 | (25.4%) | 130 |
| Black | 4,160 | (10.5%) | 89 | 150,785 | (28.9%) | 245 | 566,393 | (36.1%) | 306 |
| Asian | 3,692 | (9.3%) | 162 | 86,948 | (16.7%) | 289 | 216,216 | (13.8%) | 239 |
| Other | 1,882 | (4.7%) | 91 | 61,195 | (11.7%) | 225 | 126,019 | (8%) | 154 |

Household by Ethnicity

| | | | | | | | | | |
|-------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| White | 7,174 | (47.9%) | 75 | 18,860 | (11.3%) | 18 | 97,496 | (17.9%) | 29 |
| Hispanic (Ethnic) | 3,780 | (25.2%) | 166 | 44,554 | (26.7%) | 175 | 120,180 | (22%) | 145 |
| Black | 1,648 | (11%) | 99 | 49,689 | (29.8%) | 268 | 193,450 | (35.5%) | 320 |
| Other | 1,312 | (8.8%) | 115 | 34,270 | (20.5%) | 270 | 77,097 | (14.1%) | 186 |
| Asian | 1,072 | (7.2%) | 158 | 19,632 | (11.8%) | 259 | 57,128 | (10.5%) | 231 |

Households Income

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



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| | ● 1 Mile | | ● 3 Mile | | ● 5 Mile | |
|---------------------------|---------------|-----|----------------|-----|----------------|-----|
| Household Average Income | \$125,686.75 | 113 | \$102,554.17 | 92 | \$104,575.36 | 94 |
| Average Income Per Person | \$47,570.46 | 110 | \$33,037.94 | 7 | \$36,698.06 | 85 |
| Household Median Income | \$93,618.32 | 118 | \$77,458.14 | 97 | \$78,841.15 | 99 |
| <\$15K | 1,364 (9.1%) | 113 | 18,216 (10.9%) | 35 | 57,969 (10.6%) | 31 |
| \$15K - \$25K | 649 (4.3%) | 67 | 10,902 (6.5%) | 101 | 36,278 (6.7%) | 103 |
| \$25K - \$35K | 634 (4.2%) | 63 | 10,607 (6.4%) | 94 | 34,820 (6.4%) | 95 |
| \$35K - \$50K | 1,478 (9.9%) | 96 | 16,481 (9.9%) | 96 | 51,593 (9.5%) | 92 |
| \$50K - \$75K | 2,056 (13.7%) | 87 | 24,919 (14.9%) | 95 | 80,197 (14.7%) | 93 |
| \$75K - \$100K | 1,681 (11.2%) | 87 | 21,494 (12.9%) | 100 | 68,769 (12.6%) | 98 |
| \$100K - \$150K | 2,934 (19.6%) | 111 | 29,442 (17.6%) | 100 | 96,698 (17.7%) | 100 |
| \$150K - \$175K | 1,202 (8%) | 128 | 10,886 (6.5%) | 104 | 36,088 (6.6%) | 105 |
| \$175K - \$200K | 907 (6.1%) | 92 | 9,430 (5.6%) | 86 | 28,585 (5.2%) | 8 |
| \$200K - \$250K | 1,167 (7.8%) | 149 | 8,197 (4.9%) | 94 | 30,457 (5.6%) | 107 |
| \$250K - \$500K | 501 (3.3%) | 150 | 3,509 (2.1%) | 94 | 13,037 (2.4%) | 107 |
| >\$500K | 413 (2.8%) | 148 | 2,922 (1.7%) | 94 | 10,860 (2%) | 107 |

Disposable Households Income

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



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| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-------------------------------------|-------------|---------|-----|-------------|---------|-----|-------------|---------|-----|
| Household Average Disposable Income | \$90,119.13 | | 109 | \$77,368.85 | | 94 | \$79,152.04 | | 96 |
| Household Median Disposable Income | \$77,736.17 | | 113 | \$65,310.44 | | 95 | \$66,315.33 | | 97 |
| <\$15K | 1,405 | (9.4%) | 107 | 19,420 | (11.6%) | 133 | 61,692 | (11.3%) | 129 |
| \$15K - \$25K | 770 | (5.1%) | 67 | 13,151 | (7.9%) | 103 | 43,017 | (7.9%) | 104 |
| \$25K - \$35K | 951 | (6.3%) | 8 | 13,083 | (7.8%) | 99 | 43,335 | (7.9%) | 101 |
| \$35K - \$50K | 1,609 | (10.7%) | 88 | 19,897 | (11.9%) | 98 | 62,419 | (11.4%) | 94 |
| \$50K - \$75K | 2,521 | (16.8%) | 95 | 29,384 | (17.6%) | 99 | 94,520 | (17.3%) | 98 |
| \$75K - \$100K | 2,138 | (14.3%) | 100 | 24,196 | (14.5%) | 102 | 79,056 | (14.5%) | 102 |
| \$100K - \$150K | 3,306 | (22.1%) | 123 | 30,135 | (18%) | 101 | 98,080 | (18%) | 100 |
| \$150K - \$175K | 794 | (5.3%) | 87 | 7,306 | (4.4%) | 72 | 24,425 | (4.5%) | 74 |
| \$175K - \$200K | 367 | (2.4%) | 111 | 2,550 | (1.5%) | 69 | 9,475 | (1.7%) | 7 |
| \$200K - \$250K | 451 | (3%) | 141 | 3,155 | (1.9%) | 88 | 11,761 | (2.2%) | 101 |
| \$250K - \$500K | 618 | (4.1%) | 141 | 4,331 | (2.6%) | 89 | 16,114 | (3%) | 101 |
| >\$500K | 56 | (<0.5%) | 145 | 397 | (<0.5%) | 92 | 1,457 | (<0.5%) | 104 |

Discretionary Households Income

| | | | | | | | | | |
|--|-------------|--|-----|-------------|--|----|-------------|--|---|
| Household Average Discretionary Income | \$62,708.76 | | 102 | \$46,525.46 | | 76 | \$48,700.99 | | 7 |
|--|-------------|--|-----|-------------|--|----|-------------|--|---|

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| | 1 Mile | | 3 Mile | | 5 Mile | |
|---------------------------------------|---------------|-----|----------------|-----|----------------|-----|
| Household Median Discretionary Income | \$52,064.1 | 102 | \$37,723.2 | 74 | \$39,086.42 | 7 |
| <\$10K | 1,420 (9.5%) | 102 | 27,162 (16.3%) | 176 | 83,755 (15.4%) | 166 |
| \$10K - \$20K | 1,386 (9.2%) | 87 | 23,001 (13.8%) | 130 | 71,609 (13.1%) | 124 |
| \$20K - \$30K | 1,408 (9.4%) | 89 | 19,624 (11.8%) | 111 | 63,857 (11.7%) | 111 |
| \$30K - \$40K | 1,576 (10.5%) | 106 | 17,678 (10.6%) | 106 | 58,666 (10.8%) | 108 |
| \$40K - \$50K | 1,447 (9.7%) | 109 | 16,106 (9.6%) | 109 | 50,920 (9.3%) | 105 |
| \$50K - \$75K | 2,636 (17.6%) | 101 | 28,573 (17.1%) | 98 | 93,578 (17.2%) | 99 |
| \$75K - \$100K | 1,955 (13%) | 111 | 16,953 (10.2%) | 87 | 55,562 (10.2%) | 87 |
| \$100K - \$125K | 1,425 (9.5%) | 118 | 10,655 (6.4%) | 79 | 36,640 (6.7%) | 83 |
| \$125K - \$150K | 759 (5.1%) | 76 | 4,594 (2.8%) | 41 | 19,629 (3.6%) | 54 |
| >\$150K | 974 (6.5%) | 110 | 2,659 (1.6%) | 27 | 11,135 (2%) | 35 |

Households Income by Ethnicity

| | | | | | | |
|------------------------|-------------|-----|-------------|-----|--------------|-----|
| Average Income - White | \$97,561.61 | 102 | \$89,484.92 | 94 | \$101,467.97 | 106 |
| Median Income - White | \$87,906.46 | 101 | \$75,715.01 | 87 | \$94,783.04 | 109 |
| Average Income - Black | \$79,900.38 | 116 | \$80,588.04 | 117 | \$82,592.99 | 119 |
| Median Income - Black | \$69,668.78 | 126 | \$68,408.63 | 123 | \$71,248.38 | 129 |

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| | 1 Mile | 3 Mile | 5 Mile |
|---------------------------|--------------------|-------------------|-------------------|
| Average Income - Asian | \$111,963.84 (99) | \$97,603.38 (86) | \$96,579.64 (86) |
| Median Income - Asian | \$103,055.44 (90) | \$89,107.12 (7) | \$89,175.1 (7) |
| Average Income - Hispanic | \$108,170.21 (134) | \$86,759.04 (107) | \$86,022.97 (106) |
| Median Income - Hispanic | \$108,252.68 (156) | \$78,140.88 (112) | \$76,607.52 (110) |
| Average Income - Other | \$113,181.69 (126) | \$92,769.17 (104) | \$90,230.13 (101) |
| Median Income - Other | \$113,063.99 (142) | \$85,644.84 (108) | \$81,693.21 (103) |

Age

| Age Group | 1 Mile | 3 Mile | 5 Mile |
|-------------|-------------------|---------------------|----------------------|
| Average Age | 43.42 (106) | 39.94 (97) | 40.18 (98) |
| Median Age | 43.29 (108) | 38.2 (95) | 38.26 (95) |
| 0-4 | 2,038 (5.1%) (95) | 29,812 (5.7%) (106) | 94,395 (6%) (111) |
| 5-13 | 3,609 (9.1%) (88) | 51,863 (9.9%) (96) | 151,457 (9.6%) (94) |
| 14-17 | 1,706 (4.3%) (8) | 25,652 (4.9%) (92) | 72,834 (4.6%) (87) |
| 18-21 | 1,735 (4.4%) (7) | 27,076 (5.2%) (94) | 75,592 (4.8%) (87) |
| 22-24 | 1,313 (3.3%) (8) | 20,982 (4%) (97) | 57,817 (3.7%) (89) |
| 25-29 | 2,324 (5.9%) (99) | 37,405 (7.2%) (121) | 110,721 (7.1%) (119) |
| 30-34 | 2,454 (6.2%) (95) | 38,792 (7.4%) (114) | 125,199 (8%) (122) |

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| | 1 Mile | | 3 Mile | | 5 Mile | |
|-------|--------|--------|--------|--------|---------|--------|
| 35-39 | 2,569 | (6.5%) | 36,853 | (7.1%) | 119,086 | (7.6%) |
| 40-44 | 2,559 | (6.4%) | 33,926 | (6.5%) | 105,950 | (6.7%) |
| 45-49 | 2,553 | (6.4%) | 32,610 | (6.2%) | 98,877 | (6.3%) |
| 50-54 | 2,521 | (6.3%) | 32,742 | (6.3%) | 95,180 | (6.1%) |
| 55-59 | 2,861 | (7.2%) | 35,534 | (6.8%) | 100,003 | (6.4%) |
| 60-64 | 2,834 | (7.1%) | 34,435 | (6.6%) | 98,884 | (6.3%) |
| 65-69 | 2,653 | (6.7%) | 29,946 | (5.7%) | 89,237 | (5.7%) |
| 70-74 | 2,108 | (5.3%) | 21,665 | (4.1%) | 67,593 | (4.3%) |
| 75-79 | 1,736 | (4.4%) | 15,446 | (3%) | 49,084 | (3.1%) |
| 80-84 | 1,068 | (2.7%) | 9,298 | (1.8%) | 30,454 | (1.9%) |
| 85+ | 1,068 | (2.7%) | 8,160 | (1.6%) | 27,767 | (1.8%) |

Age - Male

| | | | | | | |
|------------------|-------|--------|--------|---------|--------|---------|
| Male Average Age | 41.83 | | 38.49 | | 38.53 | |
| Male Median Age | 41.66 | | 36.61 | | 36.71 | |
| 0-4 | 1,046 | (5.5%) | 15,242 | (6.1%) | 48,280 | (6.5%) |
| 5-13 | 1,840 | (9.8%) | 26,258 | (10.5%) | 76,932 | (10.4%) |

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|-------|--------|--------|-----|--------|--------|-----|--------|--------|-----|
| 14-17 | 875 | (4.6%) | 84 | 13,152 | (5.3%) | 95 | 37,150 | (5%) | 91 |
| 18-21 | 881 | (4.7%) | 8 | 13,878 | (5.5%) | 96 | 38,455 | (5.2%) | 90 |
| 22-24 | 664 | (3.5%) | 8 | 10,763 | (4.3%) | 99 | 29,352 | (4%) | 91 |
| 25-29 | 1,197 | (6.3%) | 103 | 19,087 | (7.6%) | 124 | 54,460 | (7.4%) | 119 |
| 30-34 | 1,190 | (6.3%) | 94 | 19,529 | (7.8%) | 117 | 61,003 | (8.2%) | 123 |
| 35-39 | 1,228 | (6.5%) | 97 | 18,056 | (7.2%) | 108 | 57,278 | (7.7%) | 116 |
| 40-44 | 1,227 | (6.5%) | 101 | 15,982 | (6.4%) | 99 | 49,658 | (6.7%) | 104 |
| 45-49 | 1,179 | (6.3%) | 104 | 15,034 | (6%) | 100 | 45,414 | (6.1%) | 102 |
| 50-54 | 1,206 | (6.4%) | 107 | 15,162 | (6.1%) | 102 | 43,710 | (5.9%) | 99 |
| 55-59 | 1,358 | (7.2%) | 118 | 16,280 | (6.5%) | 107 | 45,259 | (6.1%) | 100 |
| 60-64 | 1,297 | (6.9%) | 109 | 15,790 | (6.3%) | 100 | 44,341 | (6%) | 95 |
| 65-69 | 1,214 | (6.4%) | 111 | 13,810 | (5.5%) | 95 | 39,631 | (5.4%) | 92 |
| 70-74 | 959 | (5.1%) | 107 | 9,696 | (3.9%) | 8 | 29,239 | (3.9%) | 83 |
| 75-79 | 714 | (3.8%) | 107 | 6,389 | (2.6%) | 72 | 19,876 | (2.7%) | 7 |
| 80-84 | 424 | (2.2%) | 108 | 3,517 | (1.4%) | 68 | 11,368 | (1.5%) | 74 |
| 85+ | 362 | (1.9%) | 130 | 2,709 | (1.1%) | 73 | 8,888 | (1.2%) | 8 |

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Age - Female

| Metric | 1 Mile | 3 Mile | 5 Mile |
|--------------------|--------------|---------------|---------------|
| Female Average Age | 44.86 | 41.29 | 41.66 |
| Female Median Age | 45.77 | 40.77 | 40.76 |
| 0-4 | 992 (4.8%) | 14,570 (5.4%) | 46,115 (5.6%) |
| 5-13 | 1,769 (8.5%) | 25,605 (9.4%) | 74,525 (9%) |
| 14-17 | 831 (4%) | 12,500 (4.6%) | 35,684 (4.3%) |
| 18-21 | 854 (4.1%) | 13,198 (4.9%) | 37,137 (4.5%) |
| 22-24 | 649 (3.1%) | 10,219 (3.8%) | 28,465 (3.4%) |
| 25-29 | 1,127 (5.4%) | 18,318 (6.7%) | 56,261 (6.8%) |
| 30-34 | 1,264 (6.1%) | 19,263 (7.1%) | 64,196 (7.7%) |
| 35-39 | 1,341 (6.4%) | 18,797 (6.9%) | 61,808 (7.4%) |
| 40-44 | 1,332 (6.4%) | 17,944 (6.6%) | 56,292 (6.8%) |
| 45-49 | 1,374 (6.6%) | 17,576 (6.5%) | 53,463 (6.4%) |
| 50-54 | 1,315 (6.3%) | 17,580 (6.5%) | 51,470 (6.2%) |
| 55-59 | 1,503 (7.2%) | 19,254 (7.1%) | 54,744 (6.6%) |
| 60-64 | 1,537 (7.4%) | 18,645 (6.9%) | 54,543 (6.6%) |

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| 65-69 | 1,439 | (6.9%) | 110 | 16,136 | (5.9%) | 94 | 49,606 | (6%) | 95 |
| 70-74 | 1,149 | (5.5%) | 104 | 11,969 | (4.4%) | 83 | 38,354 | (4.6%) | 87 |
| 75-79 | 1,022 | (4.9%) | 118 | 9,057 | (3.3%) | 8 | 29,208 | (3.5%) | 85 |
| 80-84 | 644 | (3.1%) | 114 | 5,781 | (2.1%) | 7 | 19,086 | (2.3%) | 85 |
| 85+ | 706 | (3.4%) | 132 | 5,451 | (2%) | 7 | 18,879 | (2.3%) | 89 |

Employment by Occupation

| | | | | | | | | | |
|---------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 18,399 | | | 242,601 | | | 754,219 | | |
| Professional Specialty | 4,490 | (24.4%) | 99 | 45,550 | (18.8%) | 76 | 174,708 | (23.2%) | 94 |
| Managerial/Executive | 3,514 | (19.1%) | 110 | 27,089 | (11.2%) | 64 | 101,058 | (13.4%) | 7 |
| Production & Transportation | 2,313 | (12.6%) | 97 | 33,025 | (13.6%) | 105 | 84,019 | (11.1%) | 86 |
| Office Admin | 2,150 | (11.7%) | 110 | 30,712 | (12.7%) | 119 | 90,519 | (12%) | 113 |
| Construction | 1,577 | (8.6%) | 107 | 21,041 | (8.7%) | 108 | 55,277 | (7.3%) | 92 |
| Sales | 1,238 | (6.7%) | 72 | 18,772 | (7.7%) | 83 | 56,756 | (7.5%) | 8 |
| Healthcare support | 734 | (4%) | 121 | 24,313 | (10%) | 305 | 67,595 | (9%) | 273 |
| Building Maintenance & Cleaning | 671 | (3.6%) | 107 | 12,779 | (5.3%) | 155 | 34,185 | (4.5%) | 33 |
| Personal Care | 640 | (3.5%) | 139 | 9,651 | (4%) | 159 | 28,173 | (3.7%) | 150 |

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|-----------------------------|--------|---------|--------|--------|---------|-----|--------|---------|-----|
| Protective | 565 | (3.1%) | 142 | 9,199 | (3.8%) | 175 | 28,544 | (3.8%) | 175 |
| Food Preparation & Serving | 497 | (2.7%) | 53 | 10,315 | (4.3%) | 83 | 33,087 | (4.4%) | 86 |
| Farming, Fishing & Forestry | 10 | (<0.5%) | 9 | 155 | (<0.5%) | 11 | 298 | (<0.5%) | 7 |

Employment by Industry

| | | | | | | | | | |
|------------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 18,399 | | | 242,601 | | | 754,219 | | |
| Educational Services | 5,812 | (31.6%) | 135 | 74,717 | (30.8%) | 131 | 236,206 | (31.3%) | 134 |
| Transportation | 2,062 | (11.2%) | 192 | 28,548 | (11.8%) | 201 | 74,063 | (9.8%) | 168 |
| Wholesale Retail | 1,639 | (8.9%) | 68 | 26,992 | (11.1%) | 85 | 78,338 | (10.4%) | 71 |
| Agriculture/Mining/Construction | 1,625 | (8.8%) | 104 | 17,404 | (7.2%) | 84 | 46,606 | (6.2%) | 73 |
| Financial, Insurance & Real Estate | 1,508 | (8.2%) | 122 | 15,001 | (6.2%) | 92 | 50,661 | (6.7%) | 100 |
| Professional Services | 1,102 | (6%) | 74 | 12,760 | (5.3%) | 65 | 50,871 | (6.7%) | 84 |
| Entertainment Services | 1,042 | (5.7%) | 65 | 19,144 | (7.9%) | 91 | 61,842 | (8.2%) | 94 |
| Other Professional Services | 1,020 | (5.5%) | 118 | 12,704 | (5.2%) | 111 | 40,336 | (5.3%) | 114 |
| Public Administration | 999 | (5.4%) | 114 | 11,414 | (4.7%) | 98 | 37,236 | (4.9%) | 103 |
| Administrative/Waste Services | 930 | (5.1%) | 121 | 12,869 | (5.3%) | 127 | 37,056 | (4.9%) | 118 |
| Information | 387 | (2.1%) | 113 | 3,833 | (1.6%) | 85 | 18,682 | (2.5%) | 133 |

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 | | |
|---------------------|--------|--------|----|--------|---------|----|--------|---------|----|
| Manufacturing | 273 | (1.5%) | 15 | 7,118 | (2.9%) | 30 | 21,783 | (2.9%) | 29 |
| Management Services | | | | 97 | (<0.5%) | 32 | 539 | (<0.5%) | 57 |

Language Spoken

| | | | | | | | | | |
|------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Speak English at Home | 22,622 | (60.1%) | 74 | 271,337 | (55.1%) | 71 | 858,666 | (58.2%) | 75 |
| Speak Spanish at Home | 7,924 | (21%) | 149 | 132,406 | (26.9%) | 190 | 300,223 | (20.3%) | 144 |
| Speak Other Language at Home | 7,125 | (18.9%) | 224 | 88,642 | (18%) | 213 | 316,846 | (21.5%) | 254 |

Ancestry

| | | | | | | | | | |
|-----------------------------------|-------|---------|-----|---------|---------|------|---------|---------|-----|
| Other | 8,125 | (20.5%) | 97 | 177,975 | (34.1%) | 162 | 637,164 | (40.6%) | 192 |
| Italian | 7,384 | (18.6%) | 625 | 11,670 | (2.2%) | 75 | 32,377 | (2.1%) | 69 |
| Unclassified | 3,979 | (10%) | 62 | 45,912 | (8.8%) | 54 | 151,152 | (9.6%) | 59 |
| Puerto Rican | 3,971 | (10%) | 355 | 48,540 | (9.3%) | 330 | 116,077 | (7.4%) | 263 |
| South American | 2,613 | (6.6%) | 528 | 33,277 | (6.4%) | 511 | 81,084 | (5.2%) | 414 |
| Dominican | 2,451 | (6.2%) | 968 | 46,265 | (8.9%) | 1389 | 87,083 | (5.5%) | 870 |
| Scottish/Irish | 1,776 | (4.5%) | 67 | 3,506 | (0.7%) | 10 | 15,235 | (1%) | 15 |
| South Central Asian (e.g. Indian) | 1,597 | (4%) | 257 | 64,193 | (12.3%) | 787 | 119,709 | (7.6%) | 488 |
| Other Hispanic | 1,151 | (2.9%) | 202 | 14,422 | (2.8%) | 193 | 34,707 | (2.2%) | 154 |

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 | | | | |
|-------------------------------------|----------|---------|----------|--------|----------|-----|--------|---------|-----|
| South East Asian (e.g. Vietnamese) | 941 | (2.4%) | 135 | 8,650 | (1.7%) | 94 | 25,736 | (1.6%) | 93 |
| Chinese | 898 | (2.3%) | 181 | 11,417 | (2.2%) | 175 | 52,689 | (3.4%) | 269 |
| Central American | 809 | (2%) | 122 | 16,327 | (3.1%) | 188 | 43,052 | (2.7%) | 165 |
| Polish | 808 | (2%) | 133 | 2,123 | (<0.5%) | 27 | 13,997 | (0.9%) | 58 |
| Other European (e.g. Greek/Russian) | 713 | (1.8%) | 57 | 3,996 | (0.8%) | 24 | 33,483 | (2.1%) | 67 |
| German | 555 | (1.4%) | 18 | 1,843 | (<0.5%) | 5 | 11,852 | (0.8%) | 10 |
| American | 476 | (1.2%) | 25 | 7,978 | (1.5%) | 32 | 30,985 | (2%) | 41 |
| Mexican | 295 | (0.7%) | 7 | 11,549 | (2.2%) | 20 | 32,322 | (2.1%) | 19 |
| British | 233 | (0.6%) | 11 | 631 | (<0.5%) | 2 | 4,235 | (<0.5%) | 5 |
| Cuban | 218 | (0.5%) | 7 | 1,681 | (<0.5%) | 44 | 5,098 | (<0.5%) | 45 |
| Other Asian | 217 | (0.5%) | 128 | 2,084 | (<0.5%) | 93 | 9,709 | (0.6%) | 145 |
| Middle Eastern | 161 | (<0.5%) | 65 | 1,102 | (<0.5%) | 34 | 11,075 | (0.7%) | 114 |
| Dutch | 98 | (<0.5%) | 41 | 167 | (<0.5%) | 5 | 618 | (<0.5%) | 7 |
| French | 86 | (<0.5%) | 17 | 346 | (<0.5%) | 5 | 2,237 | (<0.5%) | 11 |
| Native American (Indian/Eskimo) | 80 | (<0.5%) | 32 | 5,376 | (1%) | 162 | 7,983 | (0.5%) | 8 |
| Korean | 28 | (<0.5%) | 14 | 442 | (<0.5%) | 16 | 5,673 | (<0.5%) | 70 |

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 | |
|---------------------------|--------|---------|--------|---------|--------|---------|
| Scandinavian | 18 | (<0.5%) | 160 | (<0.5%) | 1,260 | (<0.5%) |
| Hawaiian/Pacific Islander | 17 | (<0.5%) | 403 | (<0.5%) | 838 | (<0.5%) |
| Japanese | 11 | (<0.5%) | 162 | (<0.5%) | 2,700 | (<0.5%) |

Education (Age 25+)

| | | | | | | |
|----------------------------------|--------|---------|---------|---------|---------|---------|
| Total Educated Population | 29,308 | | 366,812 | | 1.1M | |
| Elementary (0 to 8 Years) | 2,281 | (7.8%) | 41,155 | (11.2%) | 97,582 | (8.7%) |
| Some High School (9 to 11 Years) | 1,905 | (6.5%) | 32,470 | (8.9%) | 90,581 | (8.1%) |
| High School Graduate (12 Years) | 8,557 | (29.2%) | 129,025 | (35.2%) | 329,802 | (29.5%) |
| Some College (13 to 16 Years) | 5,049 | (17.2%) | 53,302 | (14.5%) | 175,133 | (15.7%) |
| Associates Degree Only | 2,592 | (8.8%) | 28,978 | (7.9%) | 88,667 | (7.9%) |
| Bachelor's Degree Only | 5,003 | (17.1%) | 53,622 | (14.6%) | 211,892 | (19%) |
| Graduate Degree | 3,921 | (13.4%) | 28,260 | (7.7%) | 124,378 | (11.1%) |

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Household Type

| Household Type | 1 Mile | 3 Mile | 5 Mile |
|-----------------------|---------------|----------------|-----------------|
| Households | 14,986 | 167,005 | 545,351 |
| One Person Households | 4,207 (28.1%) | 37,525 (22.5%) | 141,977 (26%) |
| Married Couple | 7,144 (47.7%) | 69,431 (41.6%) | 204,139 (37.4%) |
| Male Householder | 867 (5.8%) | 13,511 (8.1%) | 38,675 (7.1%) |
| Female Householder | 2,280 (15.2%) | 38,849 (23.3%) | 122,122 (22.4%) |
| Non Family Households | 488 (3.3%) | 7,689 (4.6%) | 38,438 (7%) |

Household Size

| Household Size | 1 Mile | 3 Mile | 5 Mile |
|---------------------|---------------|----------------|-----------------|
| Households | 14,986 | 167,005 | 545,351 |
| 1 Person Household | 4,207 (28.1%) | 37,525 (22.5%) | 141,977 (26%) |
| 2 Person Household | 4,095 (27.3%) | 38,951 (23.3%) | 140,635 (25.8%) |
| 3 Person Household | 2,668 (17.8%) | 31,685 (19%) | 100,341 (18.4%) |
| 4 Person Household | 2,186 (14.6%) | 27,268 (16.3%) | 79,293 (14.5%) |
| 5 Person Household | 1,031 (6.9%) | 15,607 (9.3%) | 42,528 (7.8%) |
| 6 Person Household | 505 (3.4%) | 8,750 (5.2%) | 22,615 (4.1%) |
| 7+ Person Household | 294 (2%) | 7,219 (4.3%) | 17,962 (3.3%) |

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



Benchmark: Nationwide



Housing Units

| | | | |
|-------------------------|--------|---------|---------|
| Total Housing Units | 15,783 | 176,601 | 578,233 |
| Owner Occupied Housing | 9,550 | 74,639 | 217,354 |
| Renter Occupied Housing | 5,436 | 92,366 | 327,997 |
| Vacant Housing | 797 | 9,596 | 32,882 |

Housing Rent

| | | | | | | |
|--------------------------|---------------|--------|----------------|-----|----------------|-----|
| Average Rent | \$1,978.16 | 128 | \$1,776.9 | 115 | \$1,843.98 | 120 |
| Median Rent | \$2,008.46 | 143 | \$1,798.32 | 128 | \$1,828.4 | 130 |
| Total Cash Rents Housing | 5,150 | 89,591 | 318,903 | | | |
| <\$300 | 127 (2.5%) | 88 | 3,480 (3.9%) | 138 | 9,825 (3.1%) | 110 |
| \$300-\$500 | 54 (1%) | 27 | 3,277 (3.7%) | 94 | 9,947 (3.1%) | 8 |
| \$500-\$750 | 47 (0.9%) | 10 | 4,172 (4.7%) | 53 | 14,247 (4.5%) | 51 |
| \$750-\$1000 | 108 (2.1%) | 16 | 4,515 (5%) | 39 | 18,486 (5.8%) | 44 |
| \$1000-\$1500 | 942 (18.3%) | 69 | 15,299 (17.1%) | 65 | 54,765 (17.2%) | 65 |
| \$1500-\$2000 | 1,272 (24.7%) | 117 | 23,553 (26.3%) | 125 | 79,449 (24.9%) | 118 |
| \$2000-\$2500 | 1,478 (28.7%) | 245 | 19,927 (22.2%) | 190 | 66,413 (20.8%) | 178 |

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 | 798 | (15.5%) | 270 | 10,177 | (11.4%) | 198 | 37,518 | (11.8%) | 205 |
| \$3000-\$3500 | 231 | (4.5%) | 147 | 3,653 | (4.1%) | 134 | 17,055 | (5.3%) | 176 |
| >\$3500 | 93 | (1.8%) | 50 | 1,538 | (1.7%) | 47 | 11,198 | (3.5%) | 96 |

Value of Owner-Occupied Housing Units

| | | | | | | | | | |
|------------------------|--------------|---------|--------------|--------|--------------|-----|--------|---------|-----|
| Average House Value | \$886,006.17 | 170 | \$903,800.34 | 173 | \$940,943.69 | 180 | | | |
| Median House Value | \$864,857.18 | 227 | \$872,134.92 | 229 | \$885,313.32 | 233 | | | |
| Owner Occupied Housing | 9,550 | | 74,639 | | 217,354 | | | | |
| <\$100K | 289 | (3%) | 35 | 1,921 | (2.6%) | 30 | 5,923 | (2.7%) | 32 |
| \$100K - \$200K | 429 | (4.5%) | 33 | 1,224 | (1.6%) | 12 | 3,682 | (1.7%) | 13 |
| \$200K - \$300K | 519 | (5.4%) | 34 | 1,711 | (2.3%) | 14 | 6,170 | (2.8%) | 18 |
| \$300K - \$400K | 611 | (6.4%) | 44 | 2,150 | (2.9%) | 20 | 9,198 | (4.2%) | 29 |
| \$400K - \$500K | 690 | (7.2%) | 63 | 3,240 | (4.3%) | 38 | 12,293 | (5.7%) | 49 |
| \$500K - \$1000K | 3,183 | (33.3%) | 135 | 38,253 | (51.3%) | 207 | 95,920 | (44.1%) | 178 |
| >\$1000K | 3,829 | (40.1%) | 367 | 26,140 | (35%) | 321 | 84,168 | (38.7%) | 355 |

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



Benchmark: Nationwide



Poverty

| | | | | | | | | | |
|--|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Households in Poverty | 1,547 | (10.3%) | 8 | 28,145 | (16.9%) | 133 | 89,553 | (16.4%) | 130 |
| Households Above Poverty | 13,439 | (89.7%) | 103 | 138,860 | (83.1%) | 95 | 455,798 | (83.6%) | 96 |
| Households in Poverty (Married) | 149 | (1%) | 46 | 5,267 | (3.2%) | 145 | 14,932 | (2.7%) | 126 |
| Households in Poverty (Male Householder) | 77 | (0.5%) | 8 | 1,633 | (1%) | 153 | 4,545 | (0.8%) | 131 |
| Households in Poverty (Female Householder) | 204 | (1.4%) | 46 | 7,904 | (4.7%) | 160 | 25,225 | (4.6%) | 157 |
| Households in Poverty (Non-Family) | 1,062 | (7.1%) | 113 | 12,529 | (7.5%) | 120 | 41,825 | (7.7%) | 122 |
| Households in Poverty (Non-Family Student) | 55 | (<0.5%) | 59 | 812 | (<0.5%) | 7 | 3,026 | (0.6%) | 89 |

Wealth per Household

| | | | | | | | | | |
|--------------------------|--------------|---------|-----|--------------|---------|-----|--------------|---------|-----|
| Household Average Wealth | \$245,153.98 | | 101 | \$215,792.27 | | 89 | \$219,797.27 | | 91 |
| Household Median Wealth | \$83,714.17 | | 103 | \$60,040.67 | | 74 | \$61,059.44 | | 75 |
| <\$0K | 2,567 | (17.1%) | 98 | 31,946 | (19.1%) | 110 | 104,476 | (19.2%) | 110 |
| \$0K - \$5K | 1,283 | (8.6%) | 100 | 17,073 | (10.2%) | 119 | 55,094 | (10.1%) | 118 |
| \$5K - \$10K | 671 | (4.5%) | 98 | 8,557 | (5.1%) | 112 | 27,890 | (5.1%) | 112 |
| \$10K - \$25K | 935 | (6.2%) | 98 | 11,168 | (6.7%) | 105 | 36,405 | (6.7%) | 105 |
| \$25K - \$50K | 1,006 | (6.7%) | 99 | 11,393 | (6.8%) | 100 | 36,903 | (6.8%) | 100 |

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



Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-----------------|--------|---------|-----|--------|---------|----|--------|---------|----|
| \$50K - \$100K | 1,529 | (10.2%) | 100 | 16,759 | (10%) | 98 | 53,833 | (9.9%) | 97 |
| \$100K - \$250K | 2,725 | (18.2%) | 101 | 28,551 | (17.1%) | 95 | 92,359 | (16.9%) | 94 |
| \$250K - \$500K | 2,000 | (13.3%) | 101 | 20,004 | (12%) | 91 | 65,748 | (12.1%) | 91 |
| >\$500K | 2,270 | (15.1%) | 102 | 21,554 | (12.9%) | 87 | 72,643 | (13.3%) | 90 |

Vehicles per Household

| | | | | | | | | | |
|----------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Number of Vehicles | 20,209 | | | 154,306 | | | 440,762 | | |
| Average Number of Vehicles | 1.35 | | 74 | 0.92 | | 51 | 0.81 | | 44 |
| No Vehicles | 2,263 | (15.1%) | 183 | 65,385 | (39.2%) | 473 | 238,478 | (43.7%) | 529 |
| 1 Vehicle | 6,980 | (46.6%) | 142 | 62,992 | (37.7%) | 115 | 206,490 | (37.9%) | 115 |
| 2 Vehicles | 4,476 | (29.9%) | 8 | 28,391 | (17%) | 46 | 75,758 | (13.9%) | 38 |
| 3 or more Vehicles | 1,267 | (8.5%) | 38 | 10,237 | (6.1%) | 28 | 24,625 | (4.5%) | 20 |

Population Change

| | | | | | | | | | |
|-----------|--------|--|--|--------|--|--|---------|--|--|
| Births | 373 | | | 5,691 | | | 17,398 | | |
| Deaths | 354 | | | 3,351 | | | 10,438 | | |
| Migration | -1,380 | | | -5,265 | | | -10,291 | | |

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 | 757 | 8,165 | 29,900 |
| Total Employees | 6,603 | 94,251 | 412,682 |

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