



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

| | | | | | | |
|---------------------------------------|---------------|-----|----------------|-----|-----------------|-----|
| Population | 15,262 | | 133,325 | | 315,566 | |
| Households | 6,775 | | 53,675 | | 126,688 | |
| Persons per Household | 2.07 | 8 | 2.31 | 91 | 2.35 | 92 |
| Household Median Income | \$80,860.82 | 102 | \$83,901.03 | 105 | \$86,261.02 | 108 |
| Household Median Disposable Income | \$68,222.57 | 99 | \$70,743.71 | 103 | \$72,673.99 | 106 |
| Household Median Discretionary Income | \$49,173.41 | 96 | \$50,416.77 | 99 | \$52,848.85 | 104 |
| Average Income Per Person | \$46,394.64 | 108 | \$48,314.48 | 112 | \$49,721.97 | 115 |
| Median Rent | \$1,534.71 | 109 | \$1,501.25 | 107 | \$1,529.67 | 109 |
| Median House Value | \$378,072.03 | 99 | \$368,663.06 | 97 | \$362,222.42 | 95 |
| Households in Poverty | 1,111 (16.4%) | 129 | 6,325 (11.8%) | 93 | 13,947 (11%) | 87 |
| Household Median Wealth | \$75,340.4 | 93 | \$82,555.86 | 102 | \$86,713.65 | 107 |
| Average Age | 40.94 | 100 | 40.06 | 98 | 41.15 | 100 |
| Median Age | 36.79 | 92 | 37.43 | 93 | 38.81 | 97 |
| Households with Children | 1,155 (17%) | 64 | 13,143 (24.5%) | 91 | 30,822 (24.3%) | 91 |
| High School Graduate or Higher | 9,526 (93.1%) | 104 | 83,798 (93.9%) | 105 | 201,312 (93.1%) | 104 |

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



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|-----------------------------|---------------|----------------|-----------------|
| Bachelor's Degree or Higher | 5,413 (52.9%) | 43,893 (49.2%) | 105,543 (48.8%) |
| Pop density (per sq mi) | 5,105 | 4,831 | 4,676 |
| Area (based on blockgroups) | 3 | 28 | 67 |

Population

| | | | |
|------------------------------|--------|---------|---------|
| Population 2024 Q4 | 15,262 | 133,325 | 315,566 |
| Population 2024 Q3 | 15,264 | 133,395 | 315,678 |
| Population 2024 Q2 | 15,233 | 133,302 | 315,389 |
| Population 2024 Q1 | 15,204 | 133,157 | 315,353 |
| Population 2023 Q4 | 15,197 | 134,519 | 316,766 |
| Population 2023 Q3 | 15,114 | 135,085 | 317,894 |
| Population 2023 Q2 | 15,109 | 134,958 | 317,625 |
| Population 2023 Q1 | 15,119 | 134,937 | 317,561 |
| Population 2022 Q4 | 15,132 | 135,079 | 317,904 |
| Population 5 Years Forecast | 15,892 | 134,282 | 317,207 |
| Population 10 Years Forecast | 16,265 | 135,208 | 319,116 |
| Persons per Household | 2.07 | 2.31 | 2.35 |

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|--|----------|--------|----------|-------|----------|-----|--------|--------|-----|
| Group Quarters | 1,237 | (8.1%) | 343 | 9,289 | (7%) | 295 | 17,695 | (5.6%) | 238 |
| Transient Population - Average Last 4 Quarters | 720 | (4.7%) | 364 | 1,322 | (1%) | 7 | 2,351 | (0.7%) | 57 |

Households

| | | | | | |
|------------------------------|-------|--|--------|--|---------|
| Households 2024 Q4 | 6,775 | | 53,675 | | 126,688 |
| Households 2024 Q3 | 6,772 | | 53,666 | | 126,651 |
| Households 2024 Q2 | 6,755 | | 53,625 | | 126,515 |
| Households 2024 Q1 | 6,742 | | 53,569 | | 126,515 |
| Households 2023 Q4 | 6,738 | | 54,120 | | 127,077 |
| Households 2023 Q3 | 6,695 | | 54,327 | | 127,536 |
| Households 2023 Q2 | 6,692 | | 54,280 | | 127,428 |
| Households 2023 Q1 | 6,700 | | 54,274 | | 127,403 |
| Households 2022 Q4 | 6,707 | | 54,333 | | 127,633 |
| Households 5 Years Forecast | 7,087 | | 54,110 | | 127,407 |
| Households 10 Years Forecast | 7,273 | | 54,518 | | 128,224 |

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



Benchmark: Nationwide



Gender

| | | | | | | | | | |
|--------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Male | 6,998 | (45.9%) | 94 | 61,549 | (46.2%) | 94 | 146,303 | (46.4%) | 95 |
| Female | 8,264 | (54.1%) | 106 | 71,776 | (53.8%) | 106 | 169,263 | (53.6%) | 105 |

Ethnicity

| | | | | | | | | | |
|-------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| White | 8,907 | (58.4%) | 101 | 66,992 | (50.2%) | 87 | 154,945 | (49.1%) | 85 |
| Black | 3,399 | (22.3%) | 189 | 46,361 | (34.8%) | 295 | 112,616 | (35.7%) | 303 |
| Asian | 1,247 | (8.2%) | 142 | 6,359 | (4.8%) | 83 | 17,878 | (5.7%) | 98 |
| Hispanic (Ethnic) | 914 | (6%) | 31 | 7,322 | (5.5%) | 28 | 15,860 | (5%) | 26 |
| Other | 795 | (5.2%) | 100 | 6,291 | (4.7%) | 91 | 14,267 | (4.5%) | 87 |

Household by Ethnicity

| | | | | | | | | | |
|-------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| White | 4,505 | (66.5%) | 108 | 28,232 | (52.6%) | 85 | 66,162 | (52.2%) | 85 |
| Black | 1,262 | (18.6%) | 168 | 18,565 | (34.6%) | 312 | 44,166 | (34.9%) | 315 |
| Other | 487 | (7.2%) | 95 | 2,954 | (5.5%) | 73 | 6,256 | (4.9%) | 65 |
| Asian | 307 | (4.5%) | 100 | 2,119 | (3.9%) | 87 | 5,662 | (4.5%) | 99 |
| Hispanic (Ethnic) | 214 | (3.2%) | 21 | 1,805 | (3.4%) | 22 | 4,442 | (3.5%) | 23 |

Households Income

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



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| Household Average Income | \$100,231.55 | 90 | \$117,775.37 | 106 | \$120,974.44 | 109 |
| Average Income Per Person | \$46,394.64 | 108 | \$48,314.48 | 112 | \$49,721.97 | 115 |
| Household Median Income | \$80,860.82 | 102 | \$83,901.03 | 105 | \$86,261.02 | 108 |
| <\$15K | 758 (11.2%) | 138 | 4,490 (8.4%) | 103 | 9,786 (7.7%) | 95 |
| \$15K - \$25K | 574 (8.5%) | 131 | 2,624 (4.9%) | 76 | 6,293 (5%) | 7 |
| \$25K - \$35K | 422 (6.2%) | 93 | 3,018 (5.6%) | 84 | 6,561 (5.2%) | 7 |
| \$35K - \$50K | 572 (8.4%) | 88 | 4,843 (9%) | 88 | 12,122 (9.6%) | 93 |
| \$50K - \$75K | 810 (12%) | 76 | 8,844 (16.5%) | 105 | 20,049 (15.8%) | 101 |
| \$75K - \$100K | 1,041 (15.4%) | 120 | 7,636 (14.2%) | 111 | 17,366 (13.7%) | 107 |
| \$100K - \$150K | 1,011 (14.9%) | 84 | 9,141 (17%) | 96 | 22,820 (18%) | 102 |
| \$150K - \$175K | 573 (8.5%) | 135 | 3,607 (6.7%) | 107 | 8,615 (6.8%) | 108 |
| \$175K - \$200K | 397 (5.9%) | 89 | 3,679 (6.9%) | 104 | 9,462 (7.5%) | 114 |
| \$200K - \$250K | 347 (5.1%) | 98 | 3,245 (6%) | 116 | 7,623 (6%) | 115 |
| \$250K - \$500K | 149 (2.2%) | 99 | 1,383 (2.6%) | 116 | 3,255 (2.6%) | 115 |
| >\$500K | 121 (1.8%) | 96 | 1,165 (2.2%) | 116 | 2,736 (2.2%) | 116 |

Disposable Households Income

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



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| Household Average Disposable Income | \$78,822.05 | 96 | \$84,814.73 | 103 | \$86,068.1 | 104 |
| Household Median Disposable Income | \$68,222.57 | 99 | \$70,743.71 | 103 | \$72,673.99 | 106 |
| <\$15K | 815 (12%) | 137 | 4,768 (8.9%) | 101 | 10,368 (8.2%) | 93 |
| \$15K - \$25K | 648 (9.6%) | 126 | 3,265 (6.1%) | 8 | 7,750 (6.1%) | 8 |
| \$25K - \$35K | 532 (7.9%) | 100 | 3,798 (7.1%) | 90 | 8,561 (6.8%) | 86 |
| \$35K - \$50K | 614 (9.1%) | 74 | 6,536 (12.2%) | 100 | 15,338 (12.1%) | 99 |
| \$50K - \$75K | 1,142 (16.9%) | 95 | 10,064 (18.7%) | 106 | 23,299 (18.4%) | 104 |
| \$75K - \$100K | 995 (14.7%) | 103 | 7,617 (14.2%) | 100 | 18,587 (14.7%) | 103 |
| \$100K - \$150K | 1,251 (18.5%) | 103 | 9,725 (18.1%) | 101 | 24,011 (19%) | 106 |
| \$150K - \$175K | 310 (4.6%) | 75 | 3,537 (6.6%) | 108 | 8,533 (6.7%) | 111 |
| \$175K - \$200K | 128 (1.9%) | 86 | 1,172 (2.2%) | 99 | 2,750 (2.2%) | 99 |
| \$200K - \$250K | 134 (2%) | 93 | 1,278 (2.4%) | 111 | 3,000 (2.4%) | 111 |
| \$250K - \$500K | 186 (2.7%) | 94 | 1,756 (3.3%) | 112 | 4,123 (3.3%) | 111 |
| >\$500K | 20 (<0.5%) | 115 | 159 (<0.5%) | 115 | 368 (<0.5%) | 113 |

Discretionary Households Income

| | | | | | | |
|--|-------------|----|-------------|-----|-------------|-----|
| Household Average Discretionary Income | \$57,927.64 | 94 | \$63,033.48 | 103 | \$64,664.64 | 105 |
|--|-------------|----|-------------|-----|-------------|-----|

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| | 1 Mile | | 3 Mile | | 5 Mile | |
|---------------------------------------|---------------|-----|---------------|-----|----------------|-----|
| Household Median Discretionary Income | \$49,173.41 | 96 | \$50,416.77 | 99 | \$52,848.85 | 104 |
| <\$10K | 760 (11.2%) | 121 | 5,161 (9.6%) | 104 | 11,248 (8.9%) | 96 |
| \$10K - \$20K | 849 (12.5%) | 118 | 4,740 (8.8%) | 83 | 10,933 (8.6%) | 8 |
| \$20K - \$30K | 629 (9.3%) | 88 | 5,663 (10.6%) | 100 | 13,004 (10.3%) | 97 |
| \$30K - \$40K | 559 (8.3%) | 83 | 5,593 (10.4%) | 105 | 12,767 (10.1%) | 101 |
| \$40K - \$50K | 645 (9.5%) | 107 | 5,494 (10.2%) | 116 | 12,281 (9.7%) | 109 |
| \$50K - \$75K | 1,187 (17.5%) | 101 | 9,309 (17.3%) | 100 | 22,826 (18%) | 103 |
| \$75K - \$100K | 884 (13%) | 111 | 6,292 (11.7%) | 100 | 15,149 (12%) | 102 |
| \$100K - \$125K | 651 (9.6%) | 119 | 4,393 (8.2%) | 101 | 11,290 (8.9%) | 110 |
| \$125K - \$150K | 358 (5.3%) | 7 | 3,662 (6.8%) | 103 | 8,802 (6.9%) | 105 |
| >\$150K | 253 (3.7%) | 63 | 3,368 (6.3%) | 106 | 8,388 (6.6%) | 112 |

Households Income by Ethnicity

| | | | | | | |
|------------------------|-------------|-----|--------------|-----|--------------|-----|
| Average Income - White | \$89,282.95 | 94 | \$105,340.88 | 110 | \$107,289.87 | 112 |
| Median Income - White | \$82,487.12 | 95 | \$100,860.85 | 116 | \$103,284.24 | 119 |
| Average Income - Black | \$81,448.15 | 118 | \$75,384.21 | 109 | \$76,955.11 | 111 |
| Median Income - Black | \$77,897.23 | 141 | \$67,360.67 | 122 | \$68,280.05 | 123 |

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|---------------------------|-------------------|--------------------|--------------------|
| Average Income - Asian | \$107,843.16 (96) | \$107,171.5 (95) | \$105,882.47 (94) |
| Median Income - Asian | \$107,187.22 (94) | \$102,640.74 (90) | \$102,121.68 (89) |
| Average Income - Hispanic | \$83,700.87 (103) | \$107,267.62 (133) | \$104,360.19 (129) |
| Median Income - Hispanic | \$71,325.78 (103) | \$98,839.78 (142) | \$100,614.01 (145) |
| Average Income - Other | \$90,203.21 (101) | \$94,686.05 (106) | \$97,601.22 (109) |
| Median Income - Other | \$72,547.24 (91) | \$84,910.85 (107) | \$91,644.41 (115) |

Age

| | 1 Mile | 3 Mile | 5 Mile |
|-------------|--------------------|--------------------|---------------------|
| Average Age | 40.94 (100) | 40.06 (98) | 41.15 (100) |
| Median Age | 36.79 (92) | 37.43 (93) | 38.81 (97) |
| 0-4 | 854 (5.6%) (104) | 7,458 (5.6%) (104) | 17,291 (5.5%) (101) |
| 5-13 | 1,171 (7.7%) (74) | 12,115 (9.1%) (88) | 28,971 (9.2%) (89) |
| 14-17 | 758 (5%) (94) | 8,074 (6.1%) (114) | 17,247 (5.5%) (103) |
| 18-21 | 1,150 (7.5%) (137) | 9,256 (6.9%) (126) | 19,876 (6.3%) (114) |
| 22-24 | 1,101 (7.2%) (174) | 7,208 (5.4%) (130) | 15,925 (5%) (122) |
| 25-29 | 893 (5.9%) (99) | 8,443 (6.3%) (107) | 18,719 (5.9%) (100) |
| 30-34 | 1,218 (8%) (122) | 8,797 (6.6%) (101) | 19,794 (6.3%) (96) |

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|-------|--------|--------|--------|-------|--------|-----|--------|--------|-----|
| 35-39 | 1,088 | (7.1%) | 108 | 8,730 | (6.5%) | 99 | 20,933 | (6.6%) | 100 |
| 40-44 | 844 | (5.5%) | 86 | 8,208 | (6.2%) | 96 | 20,048 | (6.4%) | 99 |
| 45-49 | 710 | (4.7%) | 74 | 7,294 | (5.5%) | 91 | 17,826 | (5.6%) | 94 |
| 50-54 | 688 | (4.5%) | 76 | 7,142 | (5.4%) | 90 | 17,368 | (5.5%) | 92 |
| 55-59 | 759 | (5%) | 81 | 7,564 | (5.7%) | 92 | 18,304 | (5.8%) | 95 |
| 60-64 | 783 | (5.1%) | 81 | 7,954 | (6%) | 93 | 19,503 | (6.2%) | 96 |
| 65-69 | 798 | (5.2%) | 86 | 7,858 | (5.9%) | 97 | 19,157 | (6.1%) | 100 |
| 70-74 | 845 | (5.5%) | 110 | 6,592 | (4.9%) | 98 | 16,187 | (5.1%) | 102 |
| 75-79 | 594 | (3.9%) | 101 | 4,803 | (3.6%) | 94 | 12,088 | (3.8%) | 100 |
| 80-84 | 408 | (2.7%) | 111 | 2,947 | (2.2%) | 92 | 7,784 | (2.5%) | 103 |
| 85+ | 600 | (3.9%) | 194 | 2,882 | (2.2%) | 107 | 8,545 | (2.7%) | 134 |

Age - Male

| | | | | | | | | | |
|------------------|-------|--------|-----|-------|--------|-----|--------|---------|-----|
| Male Average Age | 39.38 | | 99 | 38.55 | | 97 | 39.55 | | 99 |
| Male Median Age | 35.98 | | 95 | 36.07 | | 95 | 37.31 | | 98 |
| 0-4 | 434 | (6.2%) | 110 | 3,818 | (6.2%) | 110 | 8,850 | (6%) | 107 |
| 5-13 | 562 | (8%) | 75 | 6,132 | (10%) | 93 | 14,787 | (10.1%) | 94 |

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|-------|--------|--------|--------|-------|--------|-----|-------|--------|-----|
| 14-17 | 345 | (4.9%) | 89 | 3,812 | (6.2%) | 112 | 8,355 | (5.7%) | 103 |
| 18-21 | 503 | (7.2%) | 125 | 4,296 | (7%) | 121 | 9,374 | (6.4%) | 111 |
| 22-24 | 484 | (6.9%) | 159 | 3,357 | (5.5%) | 125 | 7,444 | (5.1%) | 117 |
| 25-29 | 436 | (6.2%) | 101 | 4,052 | (6.6%) | 107 | 9,149 | (6.3%) | 101 |
| 30-34 | 604 | (8.6%) | 129 | 4,202 | (6.8%) | 102 | 9,502 | (6.5%) | 97 |
| 35-39 | 535 | (7.6%) | 114 | 4,150 | (6.7%) | 101 | 9,870 | (6.7%) | 101 |
| 40-44 | 422 | (6%) | 94 | 3,817 | (6.2%) | 96 | 9,177 | (6.3%) | 97 |
| 45-49 | 345 | (4.9%) | 87 | 3,361 | (5.5%) | 91 | 8,251 | (5.6%) | 94 |
| 50-54 | 338 | (4.8%) | 87 | 3,303 | (5.4%) | 90 | 8,026 | (5.5%) | 92 |
| 55-59 | 364 | (5.2%) | 85 | 3,514 | (5.7%) | 94 | 8,486 | (5.8%) | 95 |
| 60-64 | 363 | (5.2%) | 87 | 3,538 | (5.7%) | 91 | 8,843 | (6%) | 96 |
| 65-69 | 363 | (5.2%) | 89 | 3,389 | (5.5%) | 95 | 8,385 | (5.7%) | 98 |
| 70-74 | 353 | (5%) | 107 | 2,787 | (4.5%) | 96 | 6,999 | (4.8%) | 101 |
| 75-79 | 246 | (3.5%) | 100 | 1,997 | (3.2%) | 92 | 5,044 | (3.4%) | 98 |
| 80-84 | 135 | (1.9%) | 93 | 1,109 | (1.8%) | 87 | 2,982 | (2%) | 98 |
| 85+ | 166 | (2.4%) | 161 | 915 | (1.5%) | 101 | 2,779 | (1.9%) | 129 |

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Age - Female

| Metric | 1 Mile | 3 Mile | 5 Mile |
|--------------------|------------|--------------|---------------|
| Female Average Age | 42.26 | 41.35 | 42.53 |
| Female Median Age | 37.57 | 38.67 | 41.18 |
| 0-4 | 420 (5.1%) | 3,640 (5.1%) | 8,441 (5%) |
| 5-13 | 609 (7.4%) | 5,983 (8.3%) | 14,184 (8.4%) |
| 14-17 | 413 (5%) | 4,262 (5.9%) | 8,892 (5.3%) |
| 18-21 | 647 (7.8%) | 4,960 (6.9%) | 10,502 (6.2%) |
| 22-24 | 617 (7.5%) | 3,851 (5.4%) | 8,481 (5%) |
| 25-29 | 457 (5.5%) | 4,391 (6.1%) | 9,570 (5.7%) |
| 30-34 | 614 (7.4%) | 4,595 (6.4%) | 10,292 (6.1%) |
| 35-39 | 553 (6.7%) | 4,580 (6.4%) | 11,063 (6.5%) |
| 40-44 | 422 (5.1%) | 4,391 (6.1%) | 10,871 (6.4%) |
| 45-49 | 365 (4.4%) | 3,933 (5.5%) | 9,575 (5.7%) |
| 50-54 | 350 (4.2%) | 3,839 (5.3%) | 9,342 (5.5%) |
| 55-59 | 395 (4.8%) | 4,050 (5.6%) | 9,818 (5.8%) |
| 60-64 | 420 (5.1%) | 4,416 (6.2%) | 10,660 (6.3%) |

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| 65-69 | 435 | (5.3%) | 84 | 4,469 | (6.2%) | 99 | 10,772 | (6.4%) | 101 |
| 70-74 | 492 | (6%) | 112 | 3,805 | (5.3%) | 100 | 9,188 | (5.4%) | 103 |
| 75-79 | 348 | (4.2%) | 101 | 2,806 | (3.9%) | 94 | 7,044 | (4.2%) | 100 |
| 80-84 | 273 | (3.3%) | 122 | 1,838 | (2.6%) | 95 | 4,802 | (2.8%) | 105 |
| 85+ | 434 | (5.3%) | 205 | 1,967 | (2.7%) | 107 | 5,766 | (3.4%) | 33 |

Employment by Occupation

| | | | | | | | | | |
|---------------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 7,916 | | | 70,896 | | | 165,966 | | |
| Professional Specialty | 2,928 | (37%) | 150 | 23,495 | (33.1%) | 134 | 57,742 | (34.8%) | 141 |
| Managerial/Executive | 1,453 | (18.4%) | 106 | 13,589 | (19.2%) | 110 | 31,720 | (19.1%) | 110 |
| Office Admin | 767 | (9.7%) | 91 | 7,399 | (10.4%) | 98 | 16,779 | (10.1%) | 95 |
| Sales | 709 | (9%) | 96 | 6,237 | (8.8%) | 94 | 13,835 | (8.3%) | 89 |
| Production & Transportation | 521 | (6.6%) | 51 | 5,989 | (8.4%) | 65 | 14,473 | (8.7%) | 67 |
| Food Preparation & Serving | 497 | (6.3%) | 123 | 3,474 | (4.9%) | 96 | 6,557 | (4%) | 7 |
| Construction | 337 | (4.3%) | 53 | 2,938 | (4.1%) | 52 | 7,532 | (4.5%) | 57 |
| Personal Care | 268 | (3.4%) | 136 | 2,086 | (2.9%) | 118 | 4,709 | (2.8%) | 114 |
| Healthcare support | 225 | (2.8%) | 87 | 2,054 | (2.9%) | 88 | 4,317 | (2.6%) | 7 |

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|---------------------------------|--------|--------|----|--------|---------|-----|--------|---------|-----|
| Building Maintenance & Cleaning | 129 | (1.6%) | 48 | 1,137 | (1.6%) | 47 | 3,738 | (2.3%) | 66 |
| Protective | 82 | (1%) | 48 | 2,353 | (3.3%) | 153 | 4,307 | (2.6%) | 120 |
| Farming, Fishing & Forestry | | | | 145 | (<0.5%) | 35 | 257 | (<0.5%) | 27 |

Employment by Industry

| | | | | | | | | | |
|------------------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 7,916 | | | 70,896 | | | 165,966 | | |
| Educational Services | 2,755 | (34.8%) | 149 | 22,950 | (32.4%) | 138 | 53,820 | (32.4%) | 138 |
| Professional Services | 1,047 | (13.2%) | 164 | 6,164 | (8.7%) | 108 | 16,922 | (10.2%) | 127 |
| Wholesale Retail | 904 | (11.4%) | 87 | 8,177 | (11.5%) | 88 | 18,774 | (11.3%) | 86 |
| Entertainment Services | 849 | (10.7%) | 124 | 5,767 | (8.1%) | 94 | 11,617 | (7%) | 81 |
| Financial, Insurance & Real Estate | 447 | (5.6%) | 84 | 5,155 | (7.3%) | 108 | 11,463 | (6.9%) | 103 |
| Manufacturing | 387 | (4.9%) | 49 | 3,579 | (5%) | 51 | 8,174 | (4.9%) | 50 |
| Transportation | 366 | (4.6%) | 71 | 4,118 | (5.8%) | 99 | 9,064 | (5.5%) | 93 |
| Other Professional Services | 339 | (4.3%) | 91 | 2,690 | (3.8%) | 81 | 7,315 | (4.4%) | 94 |
| Agriculture/Mining/Construction | 263 | (3.3%) | 39 | 3,031 | (4.3%) | 50 | 7,855 | (4.7%) | 56 |
| Public Administration | 259 | (3.3%) | 68 | 5,394 | (7.6%) | 159 | 12,295 | (7.4%) | 155 |
| Administrative/Waste Services | 217 | (2.7%) | 66 | 2,661 | (3.8%) | 90 | 5,705 | (3.4%) | 81 |

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



Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|---------------------|--------|---------|--------|-------|---------|-----|-------|---------|----|
| Information | 71 | (0.9%) | 48 | 1,064 | (1.5%) | 80 | 2,785 | (1.7%) | 90 |
| Management Services | 12 | (<0.5%) | 120 | 146 | (<0.5%) | 163 | 177 | (<0.5%) | 84 |

Language Spoken

| | | | | | | | | | |
|------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Speak English at Home | 12,147 | (84.3%) | 109 | 110,542 | (87.8%) | 113 | 260,823 | (87.4%) | 113 |
| Speak Other Language at Home | 1,830 | (12.7%) | 150 | 11,157 | (8.9%) | 105 | 27,754 | (9.3%) | 110 |
| Speak Spanish at Home | 431 | (3%) | 21 | 4,168 | (3.3%) | 23 | 9,698 | (3.3%) | 23 |

Ancestry

| | | | | | | | | | |
|-------------------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Other | 3,109 | (20.4%) | 97 | 43,649 | (32.7%) | 155 | 108,079 | (34.2%) | 162 |
| Unclassified | 2,842 | (18.6%) | 115 | 22,509 | (16.9%) | 104 | 51,944 | (16.5%) | 101 |
| Scottish/Irish | 1,711 | (11.2%) | 168 | 12,138 | (9.1%) | 137 | 25,199 | (8%) | 120 |
| German | 1,482 | (9.7%) | 125 | 12,158 | (9.1%) | 117 | 28,470 | (9%) | 116 |
| British | 978 | (6.4%) | 121 | 8,024 | (6%) | 113 | 16,808 | (5.3%) | 100 |
| Italian | 838 | (5.5%) | 184 | 5,644 | (4.2%) | 142 | 12,306 | (3.9%) | 131 |
| Other European (e.g. Greek/Russian) | 566 | (3.7%) | 117 | 4,971 | (3.7%) | 118 | 13,158 | (4.2%) | 132 |
| American | 503 | (3.3%) | 69 | 3,705 | (2.8%) | 58 | 9,048 | (2.9%) | 60 |
| Polish | 415 | (2.7%) | 177 | 2,610 | (2%) | 128 | 7,201 | (2.3%) | 149 |

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 |
|------------------------------------|------------|--------------|---------------|
| Other Asian | 353 (2.3%) | 1,221 (0.9%) | 2,853 (0.9%) |
| Chinese | 318 (2.1%) | 1,765 (1.3%) | 4,627 (1.5%) |
| Middle Eastern | 280 (1.8%) | 1,192 (0.9%) | 2,622 (0.8%) |
| South Central Asian (e.g. Indian) | 249 (1.6%) | 1,163 (0.9%) | 4,684 (1.5%) |
| South East Asian (e.g. Vietnamese) | 209 (1.4%) | 1,305 (1%) | 3,277 (1%) |
| Puerto Rican | 197 (1.3%) | 1,845 (1.4%) | 3,696 (1.2%) |
| South American | 190 (1.2%) | 1,272 (1%) | 2,611 (0.8%) |
| Dominican | 177 (1.2%) | 429 (<0.5%) | 838 (<0.5%) |
| French | 139 (0.9%) | 1,101 (0.8%) | 2,503 (0.8%) |
| Scandinavian | 135 (0.9%) | 1,183 (0.9%) | 2,631 (0.8%) |
| Other Hispanic | 126 (0.8%) | 1,024 (0.8%) | 2,380 (0.8%) |
| Mexican | 113 (0.7%) | 1,201 (0.9%) | 2,753 (0.9%) |
| Korean | 104 (0.7%) | 732 (0.5%) | 2,069 (0.7%) |
| Central American | 92 (0.6%) | 1,269 (1%) | 2,792 (0.9%) |
| Dutch | 59 (<0.5%) | 494 (<0.5%) | 1,271 (<0.5%) |
| Native American (Indian/Eskimo) | 36 (<0.5%) | 215 (<0.5%) | 486 (<0.5%) |

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



Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|---------------------------|--------|---------|----|--------|---------|----|--------|---------|----|
| Cuban | 19 | (<0.5%) | 17 | 282 | (<0.5%) | 29 | 790 | (<0.5%) | 35 |
| Japanese | 14 | (<0.5%) | 38 | 173 | (<0.5%) | 54 | 368 | (<0.5%) | 49 |
| Hawaiian/Pacific Islander | 8 | (<0.5%) | 29 | 51 | (<0.5%) | 21 | 102 | (<0.5%) | 18 |

Education (Age 25+)

| | | | | | | | | | |
|----------------------------------|--------|---------|-----|--------|---------|-----|---------|---------|-----|
| Total Educated Population | 10,228 | | | 89,214 | | | 216,256 | | |
| Elementary (0 to 8 Years) | 352 | (3.4%) | 72 | 1,979 | (2.2%) | 46 | 5,014 | (2.3%) | 49 |
| Some High School (9 to 11 Years) | 350 | (3.4%) | 58 | 3,437 | (3.9%) | 65 | 9,930 | (4.6%) | 71 |
| High School Graduate (12 Years) | 1,418 | (13.9%) | 53 | 17,135 | (19.2%) | 73 | 43,536 | (20.1%) | 71 |
| Some College (13 to 16 Years) | 2,062 | (20.2%) | 104 | 16,431 | (18.4%) | 95 | 37,980 | (17.6%) | 91 |
| Associates Degree Only | 633 | (6.2%) | 70 | 6,339 | (7.1%) | 81 | 14,253 | (6.6%) | 73 |
| Bachelor's Degree Only | 3,022 | (29.5%) | 139 | 23,349 | (26.2%) | 123 | 53,005 | (24.5%) | 115 |
| Graduate Degree | 2,391 | (23.4%) | 170 | 20,544 | (23%) | 168 | 52,538 | (24.3%) | 177 |

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



Benchmark: Nationwide



Household Type

| Household Type | 1 Mile | 3 Mile | 5 Mile |
|-----------------------|---------------|----------------|----------------|
| Households | 6,775 | 53,675 | 126,688 |
| One Person Households | 2,769 (40.9%) | 17,949 (33.4%) | 41,694 (32.9%) |
| Married Couple | 2,398 (35.4%) | 20,682 (38.5%) | 49,668 (39.2%) |
| Male Householder | 225 (3.3%) | 2,233 (4.2%) | 5,355 (4.2%) |
| Female Householder | 500 (7.4%) | 8,107 (15.1%) | 19,714 (15.6%) |
| Non Family Households | 883 (13%) | 4,704 (8.8%) | 10,257 (8.1%) |

Household Size

| Household Size | 1 Mile | 3 Mile | 5 Mile |
|---------------------|---------------|----------------|----------------|
| Households | 6,775 | 53,675 | 126,688 |
| 1 Person Household | 2,769 (40.9%) | 17,949 (33.4%) | 41,694 (32.9%) |
| 2 Person Household | 2,071 (30.6%) | 16,856 (31.4%) | 39,654 (31.3%) |
| 3 Person Household | 897 (13.2%) | 8,375 (15.6%) | 19,873 (15.7%) |
| 4 Person Household | 649 (9.6%) | 6,356 (11.8%) | 15,079 (11.9%) |
| 5 Person Household | 251 (3.7%) | 2,549 (4.7%) | 6,311 (5%) |
| 6 Person Household | 96 (1.4%) | 1,021 (1.9%) | 2,564 (2%) |
| 7+ Person Household | 42 (0.6%) | 569 (1.1%) | 1,513 (1.2%) |

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

| | | | |
|-------------------------|-------|--------|---------|
| Total Housing Units | 7,313 | 57,739 | 136,397 |
| Renter Occupied Housing | 3,537 | 22,103 | 46,603 |
| Owner Occupied Housing | 3,238 | 31,572 | 80,085 |
| Vacant Housing | 538 | 4,064 | 9,709 |

Housing Rent

| | | | | | | |
|--------------------------|---------------|--------|---------------|-----|----------------|-----|
| Average Rent | \$1,467.54 | 95 | \$1,558.57 | 101 | \$1,610.45 | 104 |
| Median Rent | \$1,534.71 | 109 | \$1,501.25 | 107 | \$1,529.67 | 109 |
| Total Cash Rents Housing | 3,494 | 21,710 | 44,966 | | | |
| <\$300 | 343 (9.8%) | 350 | 574 (2.6%) | 94 | 965 (2.1%) | 7 |
| \$300-\$500 | 195 (5.6%) | 144 | 557 (2.6%) | 66 | 942 (2.1%) | 54 |
| \$500-\$750 | 240 (6.9%) | 7 | 852 (3.9%) | 45 | 1,485 (3.3%) | 38 |
| \$750-\$1000 | 157 (4.5%) | 34 | 1,631 (7.5%) | 58 | 3,431 (7.6%) | 58 |
| \$1000-\$1500 | 738 (21.1%) | 8 | 7,225 (33.3%) | 126 | 14,902 (33.1%) | 126 |
| \$1500-\$2000 | 1,066 (30.5%) | 145 | 6,386 (29.4%) | 140 | 12,773 (28.4%) | 35 |
| \$2000-\$2500 | 493 (14.1%) | 121 | 2,891 (13.3%) | 114 | 6,354 (14.1%) | 121 |

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 | 144 | (4.1%) | 72 | 979 | (4.5%) | 74 | 2,313 | (5.1%) | 89 |
| \$3000-\$3500 | 50 | (1.4%) | 47 | 284 | (1.3%) | 43 | 855 | (1.9%) | 63 |
| >\$3500 | 68 | (1.9%) | 53 | 331 | (1.5%) | 42 | 946 | (2.1%) | 58 |

Value of Owner-Occupied Housing Units

| | | | | | | | | | |
|------------------------|--------------|---------|--------------|-------|--------------|-----|--------|---------|-----|
| Average House Value | \$422,889.17 | 8 | \$454,597.46 | 87 | \$453,995.51 | 87 | | | |
| Median House Value | \$378,072.03 | 99 | \$368,663.06 | 97 | \$362,222.42 | 95 | | | |
| Owner Occupied Housing | 3,238 | | 31,572 | | 80,085 | | | | |
| <\$100K | 134 | (4.1%) | 48 | 737 | (2.3%) | 27 | 2,312 | (2.9%) | 34 |
| \$100K - \$200K | 218 | (6.7%) | 50 | 3,526 | (11.2%) | 83 | 8,199 | (10.2%) | 74 |
| \$200K - \$300K | 530 | (16.4%) | 101 | 6,834 | (21.6%) | 134 | 18,716 | (23.4%) | 144 |
| \$300K - \$400K | 944 | (29.2%) | 200 | 6,829 | (21.6%) | 148 | 17,382 | (21.7%) | 149 |
| \$400K - \$500K | 445 | (13.7%) | 119 | 4,541 | (14.4%) | 125 | 11,173 | (14%) | 121 |
| \$500K - \$1000K | 939 | (29%) | 117 | 7,600 | (24.1%) | 97 | 17,469 | (21.8%) | 88 |
| >\$1000K | 28 | (0.9%) | 8 | 1,505 | (4.8%) | 44 | 4,834 | (6%) | 55 |

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

| | | | | | | | | | |
|--|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Households in Poverty | 1,111 | (16.4%) | 129 | 6,325 | (11.8%) | 93 | 13,947 | (11%) | 87 |
| Households Above Poverty | 5,664 | (83.6%) | 96 | 47,350 | (88.2%) | 101 | 112,741 | (89%) | 102 |
| Households in Poverty (Married) | 53 | (0.8%) | 36 | 531 | (1%) | 45 | 1,518 | (1.2%) | 55 |
| Households in Poverty (Male Householder) | 60 | (0.9%) | 139 | 226 | (<0.5%) | 66 | 525 | (<0.5%) | 65 |
| Households in Poverty (Female Householder) | 55 | (0.8%) | 27 | 881 | (1.6%) | 56 | 2,362 | (1.9%) | 63 |
| Households in Poverty (Non-Family) | 763 | (11.3%) | 180 | 3,804 | (7.1%) | 113 | 8,037 | (6.3%) | 101 |
| Households in Poverty (Non-Family Student) | 180 | (2.7%) | 427 | 883 | (1.6%) | 264 | 1,505 | (1.2%) | 191 |

Wealth per Household

| | | | | | | | | | |
|--------------------------|--------------|---------|-------------|-------|--------------|-----|--------|---------|----|
| Household Average Wealth | \$240,390.41 | 99 | \$247,233.3 | 102 | \$252,009.48 | 104 | | | |
| Household Median Wealth | \$75,340.4 | 93 | \$82,555.86 | 102 | \$86,713.65 | 107 | | | |
| <\$0K | 1,231 | (18.2%) | 104 | 9,379 | (17.5%) | 100 | 21,668 | (17.1%) | 98 |
| \$0K - \$5K | 613 | (9%) | 106 | 4,529 | (8.4%) | 99 | 10,370 | (8.2%) | 96 |
| \$5K - \$10K | 323 | (4.8%) | 105 | 2,446 | (4.6%) | 100 | 5,621 | (4.4%) | 97 |
| \$10K - \$25K | 438 | (6.5%) | 102 | 3,396 | (6.3%) | 100 | 7,879 | (6.2%) | 98 |
| \$25K - \$50K | 448 | (6.6%) | 97 | 3,602 | (6.7%) | 99 | 8,471 | (6.7%) | 98 |

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 | | |
|-----------------|--------|---------|-----|--------|---------|-----|--------|---------|-----|
| \$50K - \$100K | 660 | (9.7%) | 95 | 5,353 | (10%) | 98 | 12,713 | (10%) | 98 |
| \$100K - \$250K | 1,172 | (17.3%) | 96 | 9,552 | (17.8%) | 99 | 22,842 | (18%) | 100 |
| \$250K - \$500K | 871 | (12.9%) | 97 | 7,112 | (13.3%) | 100 | 17,075 | (13.5%) | 102 |
| >\$500K | 1,019 | (15%) | 101 | 8,306 | (15.5%) | 104 | 20,049 | (15.8%) | 106 |

Vehicles per Household

| | | | | | | | | | |
|----------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Total Number of Vehicles | 9,483 | | | 83,019 | | | 195,801 | | |
| Average Number of Vehicles | 1.4 | | 77 | 1.55 | | 85 | 1.55 | | 85 |
| No Vehicles | 1,040 | (15.4%) | 186 | 5,167 | (9.6%) | 116 | 13,770 | (10.9%) | 131 |
| 1 Vehicle | 2,762 | (40.8%) | 124 | 22,666 | (42.2%) | 129 | 51,700 | (40.8%) | 124 |
| 2 Vehicles | 2,257 | (33.3%) | 90 | 19,164 | (35.7%) | 97 | 44,918 | (35.5%) | 96 |
| 3 or more Vehicles | 716 | (10.6%) | 48 | 6,678 | (12.4%) | 56 | 16,300 | (12.9%) | 58 |

Population Change

| | | | | | | | | | |
|-----------|-----|--|--|--------|--|--|--------|--|--|
| Births | 174 | | | 1,469 | | | 3,358 | | |
| Deaths | 145 | | | 1,037 | | | 2,678 | | |
| Migration | 46 | | | -1,543 | | | -1,693 | | |

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 | 1,003 | 5,090 | 8,490 |
| Total Employees | 18,602 | 76,398 | 127,969 |

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