



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

|                                       |               |     |                |     |                 |     |
|---------------------------------------|---------------|-----|----------------|-----|-----------------|-----|
| Population                            | 4,280         |     | 81,810         |     | 198,442         |     |
| Households                            | 1,834         |     | 29,437         |     | 70,907          |     |
| Persons per Household                 | 2.3           | 90  | 2.74           | 107 | 2.76            | 108 |
| Household Median Income               | \$109,459.08  | 138 | \$85,522.03    | 107 | \$81,443.54     | 102 |
| Household Median Disposable Income    | \$90,901.45   | 132 | \$72,521.89    | 106 | \$69,059.41     | 101 |
| Household Median Discretionary Income | \$71,640.3    | 141 | \$47,791.48    | 94  | \$44,900.17     | 88  |
| Average Income Per Person             | \$54,779.77   | 127 | \$39,490.25    | 92  | \$38,315.89     | 89  |
| Median Rent                           | \$1,316.16    | 93  | \$1,580.59     | 112 | \$1,591.49      | 113 |
| Median House Value                    | \$555,527.89  | 146 | \$572,866.5    | 151 | \$559,176.82    | 147 |
| Households in Poverty                 | 71 (3.9%)     | 31  | 3,236 (11%)    | 87  | 9,456 (13.3%)   | 105 |
| Household Median Wealth               | \$94,622.76   | 117 | \$73,990.52    | 91  | \$70,545.11     | 87  |
| Average Age                           | 44.51         | 109 | 41.07          | 100 | 40.38           | 99  |
| Median Age                            | 45.28         | 113 | 40.22          | 100 | 38.57           | 96  |
| Households with Children              | 313 (17.1%)   | 64  | 8,546 (29%)    | 108 | 21,276 (30%)    | 112 |
| High School Graduate or Higher        | 3,171 (97.2%) | 109 | 48,475 (84.3%) | 94  | 115,006 (83.3%) | 93  |

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 | 1,293 (39.6%) | 15,676 (27.3%) | 38,128 (27.6%) |
| Pop density (per sq mi)     | 1,399         | 3,030          | 2,803          |
| Area (based on blockgroups) | 3             | 27             | 71             |

## Population

|                              |       |        |         |
|------------------------------|-------|--------|---------|
| Population 2024 Q4           | 4,280 | 81,810 | 198,442 |
| Population 2024 Q3           | 4,293 | 81,737 | 197,901 |
| Population 2024 Q2           | 4,359 | 81,261 | 197,253 |
| Population 2024 Q1           | 4,111 | 80,923 | 196,722 |
| Population 2023 Q4           | 4,094 | 80,577 | 195,841 |
| Population 2023 Q3           | 4,083 | 80,367 | 195,656 |
| Population 2023 Q2           | 4,077 | 80,310 | 194,708 |
| Population 2023 Q1           | 4,074 | 80,292 | 194,246 |
| Population 2022 Q4           | 4,074 | 80,135 | 193,916 |
| Population 5 Years Forecast  | 4,489 | 83,852 | 206,071 |
| Population 10 Years Forecast | 4,629 | 85,074 | 210,709 |
| Persons per Household        | 2.3   | 2.74   | 2.76    |

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|--|----------|--------|----|----------|---------|----|----------|--------|----|
| Group Quarters                                 | 53       | (1.2%) | 52 | 1,147    | (1.4%)  | 59 | 2,813    | (1.4%) | 60 |
| Transient Population - Average Last 4 Quarters |          |        |    | 280      | (<0.5%) | 26 | 1,775    | (0.9%) | 69 |

## Households

|                              |       |  |        |  |        |
|------------------------------|-------|--|--------|--|--------|
| Households 2024 Q4           | 1,834 |  | 29,437 |  | 70,907 |
| Households 2024 Q3           | 1,837 |  | 29,394 |  | 70,649 |
| Households 2024 Q2           | 1,863 |  | 29,222 |  | 70,412 |
| Households 2024 Q1           | 1,765 |  | 29,156 |  | 70,307 |
| Households 2023 Q4           | 1,758 |  | 28,986 |  | 69,873 |
| Households 2023 Q3           | 1,752 |  | 28,896 |  | 69,821 |
| Households 2023 Q2           | 1,750 |  | 28,870 |  | 69,421 |
| Households 2023 Q1           | 1,749 |  | 28,866 |  | 69,222 |
| Households 2022 Q4           | 1,748 |  | 28,806 |  | 69,103 |
| Households 5 Years Forecast  | 1,921 |  | 30,263 |  | 74,103 |
| Households 10 Years Forecast | 1,979 |  | 30,767 |  | 76,075 |

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



# Audience Profile

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Benchmark: Nationwide



## Gender

|        |       |         |     |        |         |     |         |         |     |
|--------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Male   | 2,030 | (47.4%) | 97  | 39,374 | (48.1%) | 98  | 96,033  | (48.4%) | 99  |
| Female | 2,250 | (52.6%) | 103 | 42,436 | (51.9%) | 102 | 102,409 | (51.6%) | 101 |

## Ethnicity

|                   |       |         |     |        |         |     |        |         |     |
|-------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| White             | 2,906 | (67.9%) | 118 | 37,426 | (45.7%) | 74  | 82,753 | (41.7%) | 72  |
| Hispanic (Ethnic) | 955   | (22.3%) | 114 | 37,823 | (46.2%) | 237 | 98,872 | (49.8%) | 255 |
| Asian             | 222   | (5.2%)  | 90  | 2,104  | (2.6%)  | 45  | 6,418  | (3.2%)  | 56  |
| Other             | 118   | (2.8%)  | 53  | 2,039  | (2.5%)  | 48  | 5,232  | (2.6%)  | 51  |
| Black             | 79    | (1.8%)  | 16  | 2,418  | (3%)    | 25  | 5,167  | (2.6%)  | 22  |

## Household by Ethnicity

|                   |       |         |     |        |         |     |        |         |     |
|-------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| White             | 1,029 | (56.1%) | 91  | 13,366 | (45.4%) | 74  | 30,384 | (42.9%) | 70  |
| Hispanic (Ethnic) | 630   | (34.4%) | 226 | 12,807 | (43.5%) | 286 | 32,614 | (46%)   | 302 |
| Other             | 118   | (6.4%)  | 85  | 1,727  | (5.9%)  | 77  | 4,268  | (6%)    | 71  |
| Asian             | 37    | (2%)    | 45  | 728    | (2.5%)  | 55  | 1,860  | (2.6%)  | 58  |
| Black             | 20    | (1.1%)  | 10  | 809    | (2.7%)  | 25  | 1,781  | (2.5%)  | 23  |

## 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  | \$126,800.84 |         | 114 | \$108,710.34 |         | 98  | \$106,277.12 |         | 96  |
| Average Income Per Person | \$54,779.77  |         | 127 | \$39,490.25  |         | 92  | \$38,315.89  |         | 89  |
| Household Median Income   | \$109,459.08 |         | 138 | \$85,522.03  |         | 107 | \$81,443.54  |         | 102 |
| <\$15K                    | 72           | (3.9%)  | 49  | 2,291        | (7.8%)  | 96  | 5,953        | (8.4%)  | 104 |
| \$15K - \$25K             | 57           | (3.1%)  | 48  | 1,881        | (6.4%)  | 99  | 4,776        | (6.7%)  | 104 |
| \$25K - \$35K             | 45           | (2.5%)  | 36  | 1,822        | (6.2%)  | 92  | 4,508        | (6.4%)  | 95  |
| \$35K - \$50K             | 91           | (5%)    | 48  | 2,516        | (8.5%)  | 83  | 6,555        | (9.2%)  | 90  |
| \$50K - \$75K             | 253          | (13.8%) | 88  | 4,514        | (15.3%) | 97  | 10,944       | (15.4%) | 98  |
| \$75K - \$100K            | 315          | (17.2%) | 134 | 3,692        | (12.5%) | 98  | 9,087        | (12.8%) | 100 |
| \$100K - \$150K           | 427          | (23.3%) | 131 | 5,613        | (19.1%) | 108 | 12,954       | (18.3%) | 103 |
| \$150K - \$175K           | 217          | (11.8%) | 188 | 2,400        | (8.2%)  | 130 | 5,213        | (7.4%)  | 117 |
| \$175K - \$200K           | 111          | (6.1%)  | 92  | 2,280        | (7.7%)  | 118 | 4,230        | (6%)    | 91  |
| \$200K - \$250K           | 139          | (7.6%)  | 145 | 1,362        | (4.6%)  | 89  | 3,748        | (5.3%)  | 101 |
| \$250K - \$500K           | 59           | (3.2%)  | 144 | 581          | (2%)    | 88  | 1,603        | (2.3%)  | 101 |
| >\$500K                   | 48           | (2.6%)  | 140 | 485          | (1.6%)  | 88  | 1,336        | (1.9%)  | 101 |

## Disposable Households Income

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



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Benchmark: Nationwide

|                                     | ● 1 Mile     |     | ● 3 Mile      |     | ● 5 Mile       |     |
|-------------------------------------|--------------|-----|---------------|-----|----------------|-----|
| Household Average Disposable Income | \$102,383.38 | 124 | \$83,991.06   | 102 | \$82,539.53    | 100 |
| Household Median Disposable Income  | \$90,901.45  | 132 | \$72,521.89   | 106 | \$69,059.41    | 101 |
| <\$15K                              | 83 (4.5%)    | 52  | 2,641 (9%)    | 102 | 6,847 (9.7%)   | 110 |
| \$15K - \$25K                       | 53 (2.9%)    | 38  | 2,129 (7.2%)  | 95  | 5,224 (7.4%)   | 97  |
| \$25K - \$35K                       | 37 (2%)      | 26  | 1,902 (6.5%)  | 8   | 4,839 (6.8%)   | 87  |
| \$35K - \$50K                       | 154 (8.4%)   | 69  | 3,437 (11.7%) | 96  | 8,548 (12.1%)  | 99  |
| \$50K - \$75K                       | 360 (19.6%)  | 111 | 5,052 (17.2%) | 97  | 12,666 (17.9%) | 101 |
| \$75K - \$100K                      | 333 (18.2%)  | 127 | 4,338 (14.7%) | 103 | 10,178 (14.4%) | 101 |
| \$100K - \$150K                     | 505 (27.5%)  | 154 | 5,940 (20.2%) | 113 | 13,416 (18.9%) | 106 |
| \$150K - \$175K                     | 100 (5.5%)   | 90  | 2,026 (6.9%)  | 113 | 3,763 (5.3%)   | 87  |
| \$175K - \$200K                     | 66 (3.6%)    | 163 | 592 (2%)      | 91  | 1,639 (2.3%)   | 105 |
| \$200K - \$250K                     | 58 (3.2%)    | 148 | 554 (1.9%)    | 88  | 1,524 (2.1%)   | 101 |
| \$250K - \$500K                     | 78 (4.3%)    | 145 | 761 (2.6%)    | 88  | 2,081 (2.9%)   | 100 |
| >\$500K                             | 7 (<0.5%)    | 148 | 65 (<0.5%)    | 86  | 182 (<0.5%)    | 100 |

### Discretionary Households Income

|  |             |     |             |    |             |    |
|--|-------------|-----|-------------|----|-------------|----|
| Household Average Discretionary Income | \$81,158.96 | 132 | \$57,651.31 | 94 | \$56,153.66 | 92 |
|--|-------------|-----|-------------|----|-------------|----|

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Benchmark: Nationwide

|                                       | 1 Mile      |     | 3 Mile        |     | 5 Mile         |     |
|---------------------------------------|-------------|-----|---------------|-----|----------------|-----|
| Household Median Discretionary Income | \$71,640.3  | 141 | \$47,791.48   | 94  | \$44,900.17    | 88  |
| <\$10K                                | 55 (3%)     | 32  | 3,467 (11.8%) | 127 | 9,556 (13.5%)  | 145 |
| \$10K - \$20K                         | 75 (4.1%)   | 39  | 3,183 (10.8%) | 102 | 8,318 (11.7%)  | 111 |
| \$20K - \$30K                         | 51 (2.8%)   | 26  | 3,447 (11.7%) | 111 | 7,639 (10.8%)  | 102 |
| \$30K - \$40K                         | 126 (6.9%)  | 69  | 2,582 (8.8%)  | 88  | 6,693 (9.4%)   | 95  |
| \$40K - \$50K                         | 205 (11.2%) | 126 | 2,633 (8.9%)  | 101 | 6,626 (9.3%)   | 105 |
| \$50K - \$75K                         | 448 (24.4%) | 140 | 4,779 (16.2%) | 93  | 11,401 (16.1%) | 92  |
| \$75K - \$100K                        | 285 (15.5%) | 132 | 4,045 (13.7%) | 117 | 8,204 (11.6%)  | 99  |
| \$100K - \$125K                       | 281 (15.3%) | 190 | 2,865 (9.7%)  | 120 | 5,701 (8%)     | 99  |
| \$125K - \$150K                       | 131 (7.1%)  | 107 | 1,273 (4.3%)  | 65  | 3,486 (4.9%)   | 74  |
| >\$150K                               | 177 (9.7%)  | 163 | 1,163 (4%)    | 67  | 3,283 (4.6%)   | 71  |

### Households Income by Ethnicity

|                        |              |     |              |     |              |     |
|------------------------|--------------|-----|--------------|-----|--------------|-----|
| Average Income - White | \$108,581.35 | 114 | \$104,581.52 | 110 | \$106,291.51 | 111 |
| Median Income - White  | \$103,958.18 | 120 | \$102,364.99 | 118 | \$102,271.3  | 118 |
| Average Income - Black | \$99,645.95  | 144 | \$105,255.64 | 152 | \$111,558.4  | 161 |
| Median Income - Black  | \$106,249.75 | 192 | \$107,954.23 | 195 | \$116,858.57 | 211 |

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|                           | 1 Mile             | 3 Mile             | 5 Mile             |
|---------------------------|--------------------|--------------------|--------------------|
| Average Income - Asian    | \$133,657.22 (118) | \$100,884.33 (89)  | \$114,599.44 (101) |
| Median Income - Asian     | \$143,749.25 (126) | \$107,087.34 (94)  | \$114,053.11 (100) |
| Average Income - Hispanic | \$115,781.38 (143) | \$80,427.26 (99)   | \$75,208.17 (93)   |
| Median Income - Hispanic  | \$109,469.32 (157) | \$67,890.88 (98)   | \$62,612.67 (90)   |
| Average Income - Other    | \$128,369.47 (143) | \$107,073.94 (120) | \$100,698.08 (112) |
| Median Income - Other     | \$133,332.99 (167) | \$100,922.78 (127) | \$93,449.05 (117)  |

## Age

|             |                  |                     |                      |
|-------------|------------------|---------------------|----------------------|
| Average Age | 44.51 (109)      | 41.07 (100)         | 40.38 (99)           |
| Median Age  | 45.28 (113)      | 40.22 (100)         | 38.57 (96)           |
| 0-4         | 226 (5.3%) (98)  | 4,252 (5.2%) (96)   | 10,301 (5.2%) (96)   |
| 5-13        | 372 (8.7%) (84)  | 8,498 (10.4%) (101) | 21,120 (10.6%) (103) |
| 14-17       | 142 (3.3%) (62)  | 4,167 (5.1%) (96)   | 10,393 (5.2%) (99)   |
| 18-21       | 150 (3.5%) (64)  | 4,240 (5.2%) (94)   | 10,603 (5.3%) (97)   |
| 22-24       | 128 (3%) (72)    | 3,169 (3.9%) (93)   | 7,971 (4%) (97)      |
| 25-29       | 206 (4.8%) (8)   | 5,349 (6.5%) (110)  | 13,133 (6.6%) (112)  |
| 30-34       | 294 (6.9%) (105) | 5,531 (6.8%) (104)  | 13,689 (6.9%) (106)  |

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|-------|--------|--------|--------|-------|--------|-----|--------|--------|-----|
| 35-39 | 317    | (7.4%) | 112    | 5,422 | (6.6%) | 100 | 13,471 | (6.8%) | 103 |
| 40-44 | 288    | (6.7%) | 105    | 5,020 | (6.1%) | 96  | 12,486 | (6.3%) | 98  |
| 45-49 | 247    | (5.8%) | 96     | 4,864 | (5.9%) | 99  | 11,889 | (6%)   | 100 |
| 50-54 | 278    | (6.5%) | 109    | 5,014 | (6.1%) | 103 | 12,168 | (6.1%) | 103 |
| 55-59 | 317    | (7.4%) | 121    | 5,443 | (6.7%) | 108 | 13,226 | (6.7%) | 109 |
| 60-64 | 353    | (8.2%) | 129    | 5,402 | (6.6%) | 103 | 13,135 | (6.6%) | 103 |
| 65-69 | 326    | (7.6%) | 126    | 5,015 | (6.1%) | 101 | 11,796 | (5.9%) | 98  |
| 70-74 | 206    | (4.8%) | 96     | 3,879 | (4.7%) | 94  | 9,061  | (4.6%) | 91  |
| 75-79 | 172    | (4%)   | 104    | 2,865 | (3.5%) | 91  | 6,458  | (3.3%) | 85  |
| 80-84 | 137    | (3.2%) | 133    | 1,842 | (2.3%) | 94  | 3,949  | (2%)   | 83  |
| 85+   | 121    | (2.8%) | 140    | 1,838 | (2.2%) | 111 | 3,593  | (1.8%) | 89  |

## Age - Male

|                  |       |        |     |       |         |     |        |         |     |
|------------------|-------|--------|-----|-------|---------|-----|--------|---------|-----|
| Male Average Age | 43.39 |        | 109 | 39.49 |         | 99  | 38.96  |         | 98  |
| Male Median Age  | 43.5  |        | 114 | 37.46 |         | 98  | 36.97  |         | 97  |
| 0-4              | 115   | (5.7%) | 100 | 2,190 | (5.6%)  | 99  | 5,300  | (5.5%)  | 98  |
| 5-13             | 184   | (9.1%) | 84  | 4,422 | (11.2%) | 105 | 10,850 | (11.3%) | 105 |

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|-------|--------|--------|--------|-------|--------|-----|-------|--------|-----|
| 14-17 | 69     | (3.4%) | 62     | 2,163 | (5.5%) | 100 | 5,336 | (5.6%) | 101 |
| 18-21 | 76     | (3.7%) | 65     | 2,192 | (5.6%) | 97  | 5,492 | (5.7%) | 100 |
| 22-24 | 69     | (3.4%) | 74     | 1,644 | (4.2%) | 96  | 4,171 | (4.3%) | 100 |
| 25-29 | 108    | (5.3%) | 86     | 2,740 | (7%)   | 113 | 6,790 | (7.1%) | 115 |
| 30-34 | 136    | (6.7%) | 100    | 2,720 | (6.9%) | 103 | 6,816 | (7.1%) | 106 |
| 35-39 | 147    | (7.2%) | 108    | 2,624 | (6.7%) | 100 | 6,611 | (6.9%) | 103 |
| 40-44 | 127    | (6.3%) | 97     | 2,306 | (5.9%) | 91  | 5,910 | (6.2%) | 95  |
| 45-49 | 116    | (5.7%) | 95     | 2,241 | (5.7%) | 95  | 5,476 | (5.7%) | 95  |
| 50-54 | 135    | (6.7%) | 112    | 2,332 | (5.9%) | 99  | 5,697 | (5.9%) | 100 |
| 55-59 | 150    | (7.4%) | 121    | 2,566 | (6.5%) | 107 | 6,209 | (6.5%) | 106 |
| 60-64 | 179    | (8.8%) | 140    | 2,580 | (6.6%) | 104 | 6,186 | (6.4%) | 102 |
| 65-69 | 154    | (7.6%) | 130    | 2,363 | (6%)   | 103 | 5,519 | (5.7%) | 99  |
| 70-74 | 98     | (4.8%) | 102    | 1,748 | (4.4%) | 94  | 4,094 | (4.3%) | 90  |
| 75-79 | 78     | (3.8%) | 109    | 1,246 | (3.2%) | 90  | 2,810 | (2.9%) | 83  |
| 80-84 | 50     | (2.5%) | 118    | 728   | (1.8%) | 89  | 1,586 | (1.7%) | 7   |
| 85+   | 39     | (1.9%) | 130    | 569   | (1.4%) | 98  | 1,180 | (1.2%) | 83  |

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## Age - Female

| Metric             | 1 Mile     | 3 Mile       | 5 Mile       |
|--------------------|------------|--------------|--------------|
| Female Average Age | 45.52      | 42.54        | 41.71        |
| Female Median Age  | 46.01      | 41.89        | 41.15        |
| 0-4                | 111 (4.9%) | 2,062 (4.9%) | 5,001 (4.9%) |
| 5-13               | 188 (8.4%) | 4,076 (9.6%) | 10,270 (10%) |
| 14-17              | 73 (3.2%)  | 2,004 (4.7%) | 5,057 (4.9%) |
| 18-21              | 74 (3.3%)  | 2,048 (4.8%) | 5,111 (5%)   |
| 22-24              | 59 (2.6%)  | 1,525 (3.6%) | 3,800 (3.7%) |
| 25-29              | 98 (4.4%)  | 2,609 (6.1%) | 6,343 (6.2%) |
| 30-34              | 158 (7%)   | 2,811 (6.6%) | 6,873 (6.7%) |
| 35-39              | 170 (7.6%) | 2,798 (6.6%) | 6,860 (6.7%) |
| 40-44              | 161 (7.2%) | 2,714 (6.4%) | 6,576 (6.4%) |
| 45-49              | 131 (5.8%) | 2,623 (6.2%) | 6,413 (6.3%) |
| 50-54              | 143 (6.4%) | 2,682 (6.3%) | 6,471 (6.3%) |
| 55-59              | 167 (7.4%) | 2,877 (6.8%) | 7,017 (6.9%) |
| 60-64              | 174 (7.7%) | 2,822 (6.7%) | 6,949 (6.8%) |

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|-------|--------|--------|--------|-------|--------|-----|-------|--------|----|
| 65-69 | 172    | (7.6%) | 121    | 2,652 | (6.2%) | 99  | 6,277 | (6.1%) | 97 |
| 70-74 | 108    | (4.8%) | 91     | 2,131 | (5%)   | 95  | 4,967 | (4.9%) | 92 |
| 75-79 | 94     | (4.2%) | 100    | 1,619 | (3.8%) | 92  | 3,648 | (3.6%) | 86 |
| 80-84 | 87     | (3.9%) | 143    | 1,114 | (2.6%) | 97  | 2,363 | (2.3%) | 85 |
| 85+   | 82     | (3.6%) | 143    | 1,269 | (3%)   | 117 | 2,413 | (2.4%) | 92 |

## Employment by Occupation

|                                 |       |         |     |        |         |     |         |         |     |
|---------------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 2,330 |         |     | 43,899 |         |     | 107,023 |         |     |
| Professional Specialty          | 772   | (33.1%) | 134 | 9,361  | (21.3%) | 86  | 22,595  | (21.1%) | 85  |
| Managerial/Executive            | 385   | (16.5%) | 95  | 5,122  | (11.7%) | 67  | 13,247  | (12.4%) | 71  |
| Building Maintenance & Cleaning | 280   | (12%)   | 354 | 2,175  | (5%)    | 146 | 5,171   | (4.8%)  | 142 |
| Office Admin                    | 263   | (11.3%) | 106 | 5,267  | (12%)   | 113 | 11,608  | (10.8%) | 102 |
| Production & Transportation     | 219   | (9.4%)  | 73  | 7,511  | (17.1%) | 132 | 19,928  | (18.6%) | 144 |
| Construction                    | 161   | (6.9%)  | 86  | 3,727  | (8.5%)  | 106 | 8,089   | (7.6%)  | 94  |
| Sales                           | 130   | (5.6%)  | 60  | 3,838  | (8.7%)  | 94  | 9,852   | (9.2%)  | 99  |
| Healthcare support              | 43    | (1.8%)  | 56  | 2,169  | (4.9%)  | 150 | 5,094   | (4.8%)  | 145 |
| Food Preparation & Serving      | 34    | (1.5%)  | 29  | 2,570  | (5.9%)  | 115 | 6,045   | (5.6%)  | 111 |

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  |     |       |         |     |
|-----------------------------|--------|--------|--------|-------|---------|-----|-------|---------|-----|
| Protective                  | 23     | (1%)   | 46     | 995   | (2.3%)  | 105 | 2,199 | (2.1%)  | 95  |
| Personal Care               | 20     | (0.9%) | 34     | 1,121 | (2.6%)  | 102 | 3,105 | (2.9%)  | 116 |
| Farming, Fishing & Forestry |        |        |        | 43    | (<0.5%) | 17  | 90    | (<0.5%) | 15  |

## Employment by Industry

|                                    |       |         |     |        |         |     |         |         |     |
|------------------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old)    | 2,330 |         |     | 43,899 |         |     | 107,023 |         |     |
| Wholesale Retail                   | 420   | (18%)   | 137 | 6,140  | (14%)   | 106 | 13,838  | (12.9%) | 98  |
| Manufacturing                      | 387   | (16.6%) | 167 | 6,556  | (14.9%) | 150 | 16,554  | (15.5%) | 156 |
| Educational Services               | 372   | (16%)   | 68  | 10,076 | (23%)   | 98  | 24,660  | (23%)   | 98  |
| Professional Services              | 302   | (13%)   | 161 | 2,927  | (6.7%)  | 83  | 7,143   | (6.7%)  | 83  |
| Administrative/Waste Services      | 277   | (11.9%) | 285 | 2,634  | (6%)    | 144 | 6,580   | (6.1%)  | 147 |
| Financial, Insurance & Real Estate | 191   | (8.2%)  | 122 | 2,328  | (5.3%)  | 74  | 5,730   | (5.4%)  | 80  |
| Agriculture/Mining/Construction    | 98    | (4.2%)  | 49  | 3,037  | (6.9%)  | 81  | 6,432   | (6%)    | 71  |
| Public Administration              | 67    | (2.9%)  | 60  | 1,724  | (3.9%)  | 82  | 3,998   | (3.7%)  | 74  |
| Other Professional Services        | 59    | (2.5%)  | 54  | 1,615  | (3.7%)  | 74  | 4,502   | (4.2%)  | 89  |
| Entertainment Services             | 57    | (2.4%)  | 28  | 3,575  | (8.1%)  | 94  | 8,660   | (8.1%)  | 93  |
| Transportation                     | 57    | (2.4%)  | 42  | 2,607  | (5.9%)  | 102 | 7,195   | (6.7%)  | 115 |

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



Benchmark: Nationwide

|                     | 1 Mile |        | 3 Mile |         | 5 Mile |         |
|---------------------|--------|--------|--------|---------|--------|---------|
| Information         | 43     | (1.8%) | 576    | (1.3%)  | 1,567  | (1.5%)  |
| Management Services |        |        | 104    | (<0.5%) | 164    | (<0.5%) |

### Language Spoken

|                              |       |         |        |         |        |         |
|------------------------------|-------|---------|--------|---------|--------|---------|
| Speak English at Home        | 2,758 | (68%)   | 39,313 | (50.7%) | 91,844 | (48.8%) |
| Speak Spanish at Home        | 1,025 | (25.3%) | 32,544 | (42%)   | 82,081 | (43.6%) |
| Speak Other Language at Home | 271   | (6.7%)  | 5,701  | (7.4%)  | 14,216 | (7.6%)  |

### Ancestry

|                |     |         |        |         |        |         |
|----------------|-----|---------|--------|---------|--------|---------|
| Other          | 909 | (21.2%) | 13,530 | (16.5%) | 30,257 | (15.2%) |
| Unclassified   | 495 | (11.6%) | 6,521  | (8%)    | 14,630 | (7.4%)  |
| Scottish/Irish | 433 | (10.1%) | 5,483  | (6.7%)  | 12,661 | (6.4%)  |
| Dominican      | 401 | (9.4%)  | 23,450 | (28.7%) | 57,179 | (28.8%) |
| Italian        | 292 | (6.8%)  | 4,876  | (6%)    | 10,894 | (5.5%)  |
| French         | 246 | (5.7%)  | 2,414  | (3%)    | 5,270  | (2.7%)  |
| Puerto Rican   | 208 | (4.9%)  | 7,872  | (9.6%)  | 25,289 | (12.7%) |
| Other Hispanic | 206 | (4.8%)  | 2,244  | (2.7%)  | 5,738  | (2.9%)  |
| British        | 192 | (4.5%)  | 2,412  | (2.9%)  | 5,633  | (2.8%)  |

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                      | 134      | (3.1%)  | 504      | 1,704 | (2.1%)   | 336 | 2,688 | (1.4%)  | 218 |
| American                            | 133      | (3.1%)  | 65       | 1,089 | (1.3%)   | 28  | 2,352 | (1.2%)  | 25  |
| German                              | 108      | (2.5%)  | 32       | 1,251 | (1.5%)   | 20  | 2,514 | (1.3%)  | 16  |
| South Central Asian (e.g. Indian)   | 98       | (2.3%)  | 147      | 785   | (1%)     | 61  | 2,149 | (1.1%)  | 69  |
| Other European (e.g. Greek/Russian) | 91       | (2.1%)  | 67       | 1,133 | (1.4%)   | 44  | 2,745 | (1.4%)  | 44  |
| South East Asian (e.g. Vietnamese)  | 84       | (2%)    | 111      | 654   | (0.8%)   | 45  | 2,238 | (1.1%)  | 64  |
| Mexican                             | 55       | (1.3%)  | 12       | 669   | (0.8%)   | 7   | 1,462 | (0.7%)  | 7   |
| South American                      | 47       | (1.1%)  | 88       | 501   | (0.6%)   | 49  | 1,799 | (0.9%)  | 73  |
| Polish                              | 42       | (1%)    | 64       | 1,019 | (1.2%)   | 8   | 2,195 | (1.1%)  | 72  |
| Scandinavian                        | 24       | (0.6%)  | 30       | 325   | (<0.5%)  | 21  | 903   | (<0.5%) | 24  |
| Central American                    | 24       | (0.6%)  | 34       | 2,880 | (3.5%)   | 212 | 6,760 | (3.4%)  | 205 |
| Other Asian                         | 17       | (<0.5%) | 93       | 193   | (<0.5%)  | 55  | 521   | (<0.5%) | 61  |
| Cuban                               | 14       | (<0.5%) | 45       | 207   | (<0.5%)  | 35  | 645   | (<0.5%) | 45  |
| Japanese                            | 9        | (<0.5%) | 88       | 62    | (<0.5%)  | 32  | 162   | (<0.5%) | 34  |
| Korean                              | 7        | (<0.5%) | 32       | 159   | (<0.5%)  | 38  | 349   | (<0.5%) | 34  |
| Chinese                             | 7        | (<0.5%) | 13       | 251   | (<0.5%)  | 25  | 999   | (0.5%)  | 40  |

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 |         |
|---------------------------------|--------|---------|--------|---------|--------|---------|
| Dutch                           | 2      | (<0.5%) | 43     | (<0.5%) | 173    | (<0.5%) |
| Native American (Indian/Eskimo) | 2      | (<0.5%) | 73     | (<0.5%) | 207    | (<0.5%) |
| Hawaiian/Pacific Islander       |        |         | 10     | (<0.5%) | 30     | (<0.5%) |

## Education (Age 25+)

|                                  |       |         |        |         |         |         |
|----------------------------------|-------|---------|--------|---------|---------|---------|
| Total Educated Population        | 3,262 |         | 57,484 |         | 138,054 |         |
| Elementary (0 to 8 Years)        | 30    | (0.9%)  | 5,239  | (9.1%)  | 12,610  | (9.1%)  |
| Some High School (9 to 11 Years) | 61    | (1.9%)  | 3,770  | (6.6%)  | 10,438  | (7.6%)  |
| High School Graduate (12 Years)  | 1,015 | (31.1%) | 17,980 | (31.3%) | 43,738  | (31.7%) |
| Some College (13 to 16 Years)    | 617   | (18.9%) | 10,986 | (19.1%) | 24,127  | (17.5%) |
| Associates Degree Only           | 246   | (7.5%)  | 3,833  | (6.7%)  | 9,013   | (6.5%)  |
| Bachelor's Degree Only           | 700   | (21.5%) | 10,392 | (18.1%) | 24,598  | (17.8%) |
| Graduate Degree                  | 593   | (18.2%) | 5,284  | (9.2%)  | 13,530  | (9.8%)  |

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            | 1,834       | 29,437         | 70,907         |
| One Person Households | 588 (32.1%) | 7,694 (26.1%)  | 17,973 (25.3%) |
| Married Couple        | 916 (49.9%) | 12,896 (43.8%) | 29,832 (42.1%) |
| Male Householder      | 30 (1.6%)   | 1,915 (6.5%)   | 4,786 (6.7%)   |
| Female Householder    | 86 (4.7%)   | 5,319 (18.1%)  | 14,036 (19.8%) |
| Non Family Households | 214 (11.7%) | 1,613 (5.5%)   | 4,280 (6%)     |

### Household Size

| Household Size      | 1 Mile      | 3 Mile        | 5 Mile         |
|---------------------|-------------|---------------|----------------|
| Households          | 1,834       | 29,437        | 70,907         |
| 1 Person Household  | 588 (32.1%) | 7,694 (26.1%) | 17,973 (25.3%) |
| 2 Person Household  | 631 (34.4%) | 8,207 (27.9%) | 19,999 (28.2%) |
| 3 Person Household  | 269 (14.7%) | 5,124 (17.4%) | 12,451 (17.6%) |
| 4 Person Household  | 214 (11.7%) | 4,515 (15.3%) | 11,022 (15.5%) |
| 5 Person Household  | 82 (4.5%)   | 2,311 (7.9%)  | 5,573 (7.9%)   |
| 6 Person Household  | 29 (1.6%)   | 1,026 (3.5%)  | 2,424 (3.4%)   |
| 7+ Person Household | 21 (1.1%)   | 560 (1.9%)    | 1,465 (2.1%)   |

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



Benchmark: Nationwide



### Housing Units

|                         |       |        |        |
|-------------------------|-------|--------|--------|
| Total Housing Units     | 1,865 | 30,566 | 73,839 |
| Owner Occupied Housing  | 1,233 | 17,615 | 40,401 |
| Renter Occupied Housing | 601   | 11,822 | 30,506 |
| Vacant Housing          | 31    | 1,129  | 2,932  |

### Housing Rent

|                          |             |        |               |     |               |     |
|--------------------------|-------------|--------|---------------|-----|---------------|-----|
| Average Rent             | \$1,340.34  | 87     | \$1,531.86    | 99  | \$1,541.53    | 100 |
| Median Rent              | \$1,316.16  | 93     | \$1,580.59    | 112 | \$1,591.49    | 113 |
| Total Cash Rents Housing | 572         | 11,535 | 29,434        |     |               |     |
| <\$300                   | 50 (8.7%)   | 312    | 674 (5.8%)    | 208 | 1,998 (6.8%)  | 242 |
| \$300-\$500              | 2 (<0.5%)   | 9      | 686 (5.9%)    | 153 | 1,680 (5.7%)  | 147 |
| \$500-\$750              |             |        | 576 (5%)      | 57  | 1,425 (4.8%)  | 55  |
| \$750-\$1000             | 7 (1.2%)    | 9      | 630 (5.5%)    | 42  | 1,811 (6.2%)  | 47  |
| \$1000-\$1500            | 359 (62.8%) | 238    | 2,629 (22.8%) | 86  | 6,248 (21.2%) | 8   |
| \$1500-\$2000            | 110 (19.2%) | 91     | 3,552 (30.8%) | 146 | 8,498 (28.9%) | 137 |
| \$2000-\$2500            | 24 (4.2%)   | 36     | 1,885 (16.3%) | 140 | 5,245 (17.8%) | 152 |

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 | 16     | (2.8%) | 49     | 665 | (5.8%) | 100 | 1,781 | (6.1%) | 105 |
| \$3000-\$3500 | 4      | (0.7%) | 23     | 163 | (1.4%) | 46  | 518   | (1.8%) | 58  |
| >\$3500       |        |        |        | 75  | (0.7%) | 18  | 230   | (0.8%) | 21  |

## Value of Owner-Occupied Housing Units

|                        |              |         |              |       |              |     |        |         |     |
|------------------------|--------------|---------|--------------|-------|--------------|-----|--------|---------|-----|
| Average House Value    | \$564,136.59 | 108     | \$586,746.63 | 112   | \$580,613.62 | 111 |        |         |     |
| Median House Value     | \$555,527.89 | 146     | \$572,866.5  | 151   | \$559,176.82 | 147 |        |         |     |
| Owner Occupied Housing | 1,233        |         | 17,615       |       | 40,401       |     |        |         |     |
| <\$100K                | 28           | (2.3%)  | 27           | 393   | (2.2%)       | 26  | 1,106  | (2.7%)  | 32  |
| \$100K - \$200K        |              |         |              | 411   | (2.3%)       | 17  | 1,031  | (2.6%)  | 19  |
| \$200K - \$300K        | 50           | (4.1%)  | 25           | 1,151 | (6.5%)       | 40  | 3,135  | (7.8%)  | 48  |
| \$300K - \$400K        | 202          | (16.4%) | 112          | 1,880 | (10.7%)      | 73  | 4,740  | (11.7%) | 8   |
| \$400K - \$500K        | 225          | (18.2%) | 158          | 3,036 | (17.2%)      | 150 | 6,863  | (17%)   | 147 |
| \$500K - \$1000K       | 679          | (55.1%) | 223          | 9,865 | (56%)        | 226 | 21,171 | (52.4%) | 212 |
| >\$1000K               | 49           | (4%)    | 36           | 879   | (5%)         | 46  | 2,355  | (5.8%)  | 53  |

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Poverty

|  |       |         |  |        |         |  |        |         |  |
|--|-------|---------|--|--------|---------|--|--------|---------|--|
| Households in Poverty                      | 71    | (3.9%)  |  | 3,236  | (11%)   |  | 9,456  | (13.3%) |  |
| Households Above Poverty                   | 1,763 | (96.1%) |  | 26,201 | (89%)   |  | 61,451 | (86.7%) |  |
| Households in Poverty (Married)            |       |         |  | 531    | (1.8%)  |  | 1,285  | (1.8%)  |  |
| Households in Poverty (Male Householder)   |       |         |  | 89     | (<0.5%) |  | 542    | (0.8%)  |  |
| Households in Poverty (Female Householder) |       |         |  | 858    | (2.9%)  |  | 2,596  | (3.7%)  |  |
| Households in Poverty (Non-Family)         | 67    | (3.7%)  |  | 1,660  | (5.6%)  |  | 4,774  | (6.7%)  |  |
| Households in Poverty (Non-Family Student) | 4     | (<0.5%) |  | 98     | (<0.5%) |  | 259    | (<0.5%) |  |

### Wealth per Household

|                          |              |         |              |       |              |  |        |         |  |
|--------------------------|--------------|---------|--------------|-------|--------------|--|--------|---------|--|
| Household Average Wealth | \$260,278.08 |         | \$232,361.31 |       | \$228,497.96 |  |        |         |  |
| Household Median Wealth  | \$94,622.76  |         | \$73,990.52  |       | \$70,545.11  |  |        |         |  |
| <\$0K                    | 297          | (16.2%) |              | 5,286 | (18%)        |  | 12,959 | (18.3%) |  |
| \$0K - \$5K              | 140          | (7.6%)  |              | 2,690 | (9.1%)       |  | 6,643  | (9.4%)  |  |
| \$5K - \$10K             | 78           | (4.3%)  |              | 1,397 | (4.7%)       |  | 3,430  | (4.8%)  |  |
| \$10K - \$25K            | 113          | (6.2%)  |              | 1,901 | (6.5%)       |  | 4,622  | (6.5%)  |  |
| \$25K - \$50K            | 123          | (6.7%)  |              | 2,006 | (6.8%)       |  | 4,843  | (6.8%)  |  |

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  | 186    | (10.1%) | 2,998  | (10.2%) | 7,195  | (10.1%) |
| \$100K - \$250K | 340    | (18.5%) | 5,232  | (17.8%) | 12,468 | (17.6%) |
| \$250K - \$500K | 257    | (14%)   | 3,765  | (12.8%) | 8,914  | (12.6%) |
| >\$500K         | 300    | (16.4%) | 4,162  | (14.1%) | 9,833  | (13.9%) |

## Vehicles per Household

|                            |       |         |        |         |         |         |
|----------------------------|-------|---------|--------|---------|---------|---------|
| Total Number of Vehicles   | 3,302 |         | 51,027 |         | 116,455 |         |
| Average Number of Vehicles | 1.8   |         | 1.73   |         | 1.64    |         |
| No Vehicles                | 17    | (0.9%)  | 3,103  | (10.5%) | 8,921   | (12.6%) |
| 1 Vehicle                  | 792   | (43.2%) | 10,198 | (34.6%) | 25,299  | (35.7%) |
| 2 Vehicles                 | 624   | (34%)   | 10,096 | (34.3%) | 23,940  | (33.8%) |
| 3 or more Vehicles         | 401   | (21.9%) | 6,040  | (20.5%) | 12,747  | (18%)   |

## Population Change

|           |     |  |       |  |       |  |
|-----------|-----|--|-------|--|-------|--|
| Births    | 38  |  | 795   |  | 1,968 |  |
| Deaths    | 45  |  | 655   |  | 1,464 |  |
| Migration | 200 |  | 1,151 |  | 2,221 |  |

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 | 225   | 2,119  | 6,210  |
| Total Employees  | 2,626 | 23,907 | 68,737 |

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