



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

| | | | | | | |
|---------------------------------------|----------------|-----|----------------|-----|-----------------|-----|
| Population | 19,753 | | 171,687 | | 485,445 | |
| Households | 5,901 | | 53,562 | | 158,762 | |
| Persons per Household | 3.34 | 131 | 3.11 | 122 | 3 | 117 |
| Household Median Income | \$105,752.61 | 121 | \$104,616.57 | 120 | \$111,335.58 | 128 |
| Household Median Disposable Income | \$87,736.52 | 117 | \$86,701.42 | 116 | \$91,592.7 | 122 |
| Household Median Discretionary Income | \$58,013.29 | 100 | \$56,921.52 | 98 | \$65,094.6 | 112 |
| Average Income Per Person | \$51,269.31 | 109 | \$46,591.88 | 99 | \$48,268.91 | 102 |
| Median Rent | \$1,935.48 | 137 | \$1,736.85 | 123 | \$1,787.95 | 127 |
| Median House Value | \$983,944.95 | 251 | \$958,396.44 | 245 | \$869,098.71 | 222 |
| Households in Poverty | 846 (14.3%) | 113 | 8,519 (15.9%) | 126 | 18,587 (11.7%) | 93 |
| Household Median Wealth | \$84,965.81 | 104 | \$76,144.8 | 93 | \$81,907.3 | 100 |
| Average Age | 37.71 | 92 | 39.36 | 96 | 41.35 | 100 |
| Median Age | 35.05 | 87 | 36.99 | 92 | 40.58 | 100 |
| Households with Children | 1,742 (29.5%) | 110 | 16,796 (31.4%) | 117 | 44,151 (27.8%) | 104 |
| High School Graduate or Higher | 10,250 (81.8%) | 92 | 97,107 (85.4%) | 96 | 300,367 (87.9%) | 98 |

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



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| Bachelor's Degree or Higher | 4,457 (35.6%) | 40,752 (35.9%) | 115,158 (33.7%) |
| Pop density (per sq mi) | 7,761 | 6,991 | 9,371 |
| Area (based on blockgroups) | 3 | 25 | 52 |

Population

| | | | |
|------------------------------|--------|---------|---------|
| Population 2025 Q4 | 19,753 | 171,687 | 485,445 |
| Population 2025 Q3 | 19,768 | 171,616 | 485,201 |
| Population 2025 Q2 | 19,765 | 170,859 | 484,222 |
| Population 2025 Q1 | 19,878 | 170,849 | 484,218 |
| Population 2024 Q4 | 19,954 | 170,863 | 486,612 |
| Population 2024 Q3 | 19,982 | 170,774 | 486,188 |
| Population 2024 Q2 | 20,011 | 170,263 | 484,862 |
| Population 2024 Q1 | 20,036 | 169,561 | 484,053 |
| Population 2023 Q4 | 19,906 | 169,087 | 483,198 |
| Population 5 Years Forecast | 19,447 | 176,169 | 489,939 |
| Population 10 Years Forecast | 19,207 | 179,139 | 493,790 |
| Persons per Household | 3.34 | 3.11 | 3 |

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| Group Quarters | 38 | (<0.5%) | 4,860 | (2.8%) | 9,928 (2%) |
| Transient Population - Average Last 4 Quarters | | | 571 | (<0.5%) | 2,660 (0.5%) |

Households

| | | | |
|------------------------------|-------|--------|---------|
| Households 2025 Q4 | 5,901 | 53,562 | 158,762 |
| Households 2025 Q3 | 5,901 | 53,518 | 158,611 |
| Households 2025 Q2 | 5,901 | 53,271 | 158,293 |
| Households 2025 Q1 | 5,938 | 53,268 | 158,293 |
| Households 2024 Q4 | 5,961 | 53,269 | 159,137 |
| Households 2024 Q3 | 5,972 | 53,242 | 158,996 |
| Households 2024 Q2 | 5,978 | 53,058 | 158,545 |
| Households 2024 Q1 | 5,988 | 52,821 | 158,258 |
| Households 2023 Q4 | 5,938 | 52,660 | 157,961 |
| Households 5 Years Forecast | 5,819 | 55,108 | 160,317 |
| Households 10 Years Forecast | 5,750 | 56,123 | 161,613 |

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Gender

| | | | | | | | | | |
|--------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Male | 9,765 | (49.4%) | 101 | 81,918 | (47.7%) | 97 | 228,423 | (47.1%) | 96 |
| Female | 9,988 | (50.6%) | 99 | 89,769 | (52.3%) | 103 | 257,022 | (52.9%) | 104 |

Ethnicity

| | | | | | | | | | |
|-------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| White | 9,759 | (49.4%) | 86 | 57,458 | (33.5%) | 58 | 128,701 | (26.5%) | 46 |
| Hispanic (Ethnic) | 6,658 | (33.7%) | 172 | 33,590 | (19.6%) | 100 | 83,856 | (17.3%) | 88 |
| Black | 2,117 | (10.7%) | 91 | 64,802 | (37.7%) | 320 | 210,589 | (43.4%) | 368 |
| Asian | 712 | (3.6%) | 62 | 7,125 | (4.1%) | 72 | 29,936 | (6.2%) | 107 |
| Other | 507 | (2.6%) | 49 | 8,712 | (5.1%) | 98 | 32,363 | (6.7%) | 128 |

Household by Ethnicity

| | | | | | | | | | |
|-------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| White | 3,063 | (51.9%) | 84 | 17,483 | (32.6%) | 53 | 45,108 | (28.4%) | 46 |
| Hispanic (Ethnic) | 1,805 | (30.6%) | 201 | 8,957 | (16.7%) | 110 | 22,842 | (14.4%) | 95 |
| Black | 510 | (8.6%) | 71 | 19,601 | (36.6%) | 334 | 65,917 | (41.5%) | 379 |
| Other | 372 | (6.3%) | 83 | 5,632 | (10.5%) | 139 | 17,959 | (11.3%) | 149 |
| Asian | 151 | (2.6%) | 55 | 1,889 | (3.5%) | 74 | 6,936 | (4.4%) | 95 |

Households Income

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



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|---------------------------|---------------|-----|---------------|-----|----------------|-----|
| Household Average Income | \$171,359.1 | 141 | \$147,295.93 | 121 | \$145,849.41 | 120 |
| Average Income Per Person | \$51,269.31 | 109 | \$46,591.88 | 99 | \$48,268.91 | 102 |
| Household Median Income | \$105,752.61 | 121 | \$104,616.57 | 120 | \$111,335.58 | 128 |
| <\$15K | 481 (8.2%) | 113 | 4,692 (8.8%) | 121 | 11,285 (7.1%) | 98 |
| \$15K - \$25K | 278 (4.7%) | 8 | 3,066 (5.7%) | 97 | 6,922 (4.4%) | 74 |
| \$25K - \$35K | 330 (5.6%) | 91 | 2,650 (4.9%) | 8 | 7,508 (4.7%) | 7 |
| \$35K - \$50K | 411 (7%) | 74 | 4,007 (7.5%) | 8 | 11,808 (7.4%) | 7 |
| \$50K - \$75K | 753 (12.8%) | 85 | 6,334 (11.8%) | 7 | 18,345 (11.6%) | 7 |
| \$75K - \$100K | 576 (9.8%) | 7 | 5,102 (9.5%) | 7 | 16,194 (10.2%) | 8 |
| \$100K - \$150K | 1,028 (17.4%) | 96 | 9,383 (17.5%) | 97 | 29,613 (18.7%) | 103 |
| \$150K - \$175K | 393 (6.7%) | 106 | 3,801 (7.1%) | 113 | 12,379 (7.8%) | 124 |
| \$175K - \$200K | 368 (6.2%) | 125 | 3,610 (6.7%) | 135 | 11,311 (7.1%) | 143 |
| \$200K - \$250K | 717 (12.2%) | 151 | 6,113 (11.4%) | 141 | 18,703 (11.8%) | 146 |
| \$250K - \$500K | 307 (5.2%) | 151 | 2,618 (4.9%) | 141 | 8,017 (5%) | 146 |
| >\$500K | 259 (4.4%) | 152 | 2,186 (4.1%) | 142 | 6,677 (4.2%) | 146 |

Disposable Households Income

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



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|-------------------------------------|---------------|-----|----------------|-----|----------------|-----|
| Household Average Disposable Income | \$101,044.69 | 112 | \$99,149.61 | 110 | \$103,048.54 | 114 |
| Household Median Disposable Income | \$87,736.52 | 117 | \$86,701.42 | 116 | \$91,592.7 | 122 |
| <\$15K | 525 (8.9%) | 113 | 5,196 (9.7%) | 123 | 12,238 (7.7%) | 98 |
| \$15K - \$25K | 317 (5.4%) | 74 | 3,342 (6.2%) | 91 | 8,106 (5.1%) | 74 |
| \$25K - \$35K | 442 (7.5%) | 105 | 3,207 (6%) | 84 | 9,443 (5.9%) | 83 |
| \$35K - \$50K | 501 (8.5%) | 75 | 5,070 (9.5%) | 84 | 14,524 (9.1%) | 8 |
| \$50K - \$75K | 858 (14.5%) | 86 | 7,212 (13.5%) | 8 | 21,583 (13.6%) | 8 |
| \$75K - \$100K | 701 (11.9%) | 83 | 6,655 (12.4%) | 87 | 21,694 (13.7%) | 95 |
| \$100K - \$150K | 1,226 (20.8%) | 110 | 11,481 (21.4%) | 114 | 36,077 (22.7%) | 120 |
| \$150K - \$175K | 416 (7%) | 137 | 3,591 (6.7%) | 131 | 11,169 (7%) | 137 |
| \$175K - \$200K | 226 (3.8%) | 112 | 1,915 (3.6%) | 104 | 5,880 (3.7%) | 108 |
| \$200K - \$250K | 277 (4.7%) | 142 | 2,373 (4.4%) | 134 | 7,265 (4.6%) | 138 |
| \$250K - \$500K | 378 (6.4%) | 141 | 3,241 (6.1%) | 133 | 9,916 (6.2%) | 138 |
| >\$500K | 34 (0.6%) | 145 | 279 (0.5%) | 131 | 867 (0.5%) | 137 |

Discretionary Households Income

| | | | | | | |
|--|-------------|-----|-------------|-----|-------------|-----|
| Household Average Discretionary Income | \$70,482.43 | 103 | \$68,458.84 | 100 | \$73,379.31 | 107 |
|--|-------------|-----|-------------|-----|-------------|-----|

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



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| | 1 Mile | | 3 Mile | | 5 Mile | |
|---------------------------------------|-------------|-----|---------------|-----|----------------|-----|
| Household Median Discretionary Income | \$58,013.29 | 100 | \$56,921.52 | 98 | \$65,094.6 | 112 |
| <\$10K | 721 (12.2%) | 158 | 5,798 (10.8%) | 140 | 13,255 (8.3%) | 108 |
| \$10K - \$20K | 408 (6.9%) | 76 | 5,357 (10%) | 109 | 12,229 (7.7%) | 84 |
| \$20K - \$30K | 484 (8.2%) | 87 | 4,675 (8.7%) | 92 | 13,436 (8.5%) | 90 |
| \$30K - \$40K | 533 (9%) | 99 | 4,628 (8.6%) | 94 | 12,438 (7.8%) | 86 |
| \$40K - \$50K | 449 (7.6%) | 90 | 3,886 (7.3%) | 86 | 11,103 (7%) | 83 |
| \$50K - \$75K | 884 (15%) | 85 | 8,093 (15.1%) | 86 | 27,250 (17.2%) | 98 |
| \$75K - \$100K | 714 (12.1%) | 97 | 6,265 (11.7%) | 94 | 21,244 (13.4%) | 108 |
| \$100K - \$125K | 493 (8.4%) | 98 | 5,512 (10.3%) | 121 | 18,243 (11.5%) | 135 |
| \$125K - \$150K | 527 (8.9%) | 138 | 4,543 (8.5%) | 131 | 14,676 (9.2%) | 143 |
| >\$150K | 688 (11.7%) | 115 | 4,805 (9%) | 89 | 14,888 (9.4%) | 93 |

Households Income by Ethnicity

| | | | | | | |
|------------------------|--------------|-----|--------------|-----|--------------|-----|
| Average Income - White | \$120,188.47 | 117 | \$124,753.19 | 122 | \$123,738.4 | 121 |
| Median Income - White | \$130,009 | 137 | \$139,791.65 | 148 | \$132,908.53 | 141 |
| Average Income - Black | \$115,311.36 | 155 | \$102,915.81 | 138 | \$105,913.06 | 142 |
| Median Income - Black | \$116,826.25 | 194 | \$98,528.12 | 164 | \$101,866.63 | 169 |

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| | 1 Mile | 3 Mile | 5 Mile |
|---------------------------|-------------------|-------------------|--------------------|
| Average Income - Asian | \$90,835.77 (75) | \$114,903.59 (95) | \$119,395.64 (99) |
| Median Income - Asian | \$33,624.27 (27) | \$112,374.51 (89) | \$120,582.89 (96) |
| Average Income - Hispanic | \$94,563.01 (109) | \$86,896.36 (100) | \$103,038 (119) |
| Median Income - Hispanic | \$84,784.45 (113) | \$72,282.57 (96) | \$96,997.01 (129) |
| Average Income - Other | \$85,275.17 (89) | \$99,396.51 (104) | \$111,905.11 (117) |
| Median Income - Other | \$76,027.35 (88) | \$92,402.4 (107) | \$112,967.57 (131) |

Age

| Age Group | 1 Mile | 3 Mile | 5 Mile |
|-------------|---------------------|---------------------|---------------------|
| Average Age | 37.71 (92) | 39.36 (96) | 41.35 (100) |
| Median Age | 35.05 (87) | 36.99 (92) | 40.58 (100) |
| 0-4 | 1,058 (5.4%) (100) | 9,177 (5.3%) (99) | 25,931 (5.3%) (99) |
| 5-13 | 2,673 (13.5%) (133) | 20,607 (12%) (118) | 48,728 (10%) (99) |
| 14-17 | 1,297 (6.6%) (125) | 10,264 (6%) (113) | 24,491 (5%) (96) |
| 18-21 | 1,273 (6.4%) (117) | 10,329 (6%) (109) | 25,318 (5.2%) (95) |
| 22-24 | 915 (4.6%) (111) | 7,645 (4.5%) (106) | 19,104 (3.9%) (94) |
| 25-29 | 1,348 (6.8%) (116) | 11,689 (6.8%) (116) | 31,774 (6.5%) (111) |
| 30-34 | 1,295 (6.6%) (102) | 10,848 (6.3%) (98) | 32,054 (6.6%) (103) |

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|-------|--------|--------|-----|--------|--------|----|--------|--------|-----|
| 35-39 | 1,288 | (6.5%) | 99 | 10,626 | (6.2%) | 94 | 30,994 | (6.4%) | 97 |
| 40-44 | 1,289 | (6.5%) | 101 | 10,346 | (6%) | 94 | 29,739 | (6.1%) | 95 |
| 45-49 | 1,144 | (5.8%) | 96 | 9,967 | (5.8%) | 96 | 29,050 | (6%) | 99 |
| 50-54 | 1,044 | (5.3%) | 89 | 9,377 | (5.5%) | 92 | 28,863 | (5.9%) | 100 |
| 55-59 | 926 | (4.7%) | 74 | 9,557 | (5.6%) | 92 | 31,254 | (6.4%) | 107 |
| 60-64 | 982 | (5%) | 74 | 10,107 | (5.9%) | 93 | 33,090 | (6.8%) | 107 |
| 65-69 | 892 | (4.5%) | 74 | 9,913 | (5.8%) | 94 | 31,204 | (6.4%) | 105 |
| 70-74 | 806 | (4.1%) | 80 | 8,011 | (4.7%) | 91 | 24,127 | (5%) | 97 |
| 75-79 | 676 | (3.4%) | 86 | 5,998 | (3.5%) | 88 | 17,785 | (3.7%) | 92 |
| 80-84 | 413 | (2.1%) | 83 | 3,691 | (2.1%) | 85 | 11,346 | (2.3%) | 93 |
| 85+ | 434 | (2.2%) | 106 | 3,535 | (2.1%) | 99 | 10,593 | (2.2%) | 105 |

Age - Male

| | | | | | | | | | |
|------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Male Average Age | 36.34 | | 91 | 37.61 | | 94 | 39.53 | | 99 |
| Male Median Age | 32.67 | | 85 | 33.84 | | 88 | 37.43 | | 98 |
| 0-4 | 541 | (5.5%) | 99 | 4,697 | (5.7%) | 102 | 13,284 | (5.8%) | 104 |
| 5-13 | 1,377 | (14.1%) | 133 | 10,583 | (12.9%) | 122 | 24,798 | (10.9%) | 103 |

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|-------|----------|--------|----------|-------|----------|-----|--------|--------|-----|
| 14-17 | 668 | (6.8%) | 125 | 5,313 | (6.5%) | 118 | 12,543 | (5.5%) | 100 |
| 18-21 | 666 | (6.8%) | 118 | 5,354 | (6.5%) | 113 | 12,989 | (5.7%) | 99 |
| 22-24 | 491 | (5%) | 114 | 3,976 | (4.9%) | 110 | 9,810 | (4.3%) | 98 |
| 25-29 | 709 | (7.3%) | 118 | 5,952 | (7.3%) | 118 | 16,041 | (7%) | 114 |
| 30-34 | 645 | (6.6%) | 100 | 5,300 | (6.5%) | 98 | 15,804 | (6.9%) | 105 |
| 35-39 | 618 | (6.3%) | 95 | 5,064 | (6.2%) | 92 | 14,741 | (6.5%) | 97 |
| 40-44 | 667 | (6.8%) | 105 | 4,795 | (5.9%) | 90 | 13,768 | (6%) | 93 |
| 45-49 | 567 | (5.8%) | 96 | 4,574 | (5.6%) | 93 | 13,191 | (5.8%) | 96 |
| 50-54 | 502 | (5.1%) | 87 | 4,230 | (5.2%) | 87 | 12,964 | (5.7%) | 96 |
| 55-59 | 453 | (4.6%) | 77 | 4,223 | (5.2%) | 86 | 13,935 | (6.1%) | 102 |
| 60-64 | 465 | (4.8%) | 76 | 4,568 | (5.6%) | 89 | 14,881 | (6.5%) | 104 |
| 65-69 | 417 | (4.3%) | 73 | 4,502 | (5.5%) | 94 | 13,918 | (6.1%) | 104 |
| 70-74 | 371 | (3.8%) | 74 | 3,582 | (4.4%) | 90 | 10,635 | (4.7%) | 96 |
| 75-79 | 284 | (2.9%) | 81 | 2,548 | (3.1%) | 85 | 7,383 | (3.2%) | 89 |
| 80-84 | 173 | (1.8%) | 81 | 1,476 | (1.8%) | 81 | 4,347 | (1.9%) | 87 |
| 85+ | 151 | (1.5%) | 102 | 1,181 | (1.4%) | 95 | 3,391 | (1.5%) | 98 |

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Age - Female

| Metric | 1 Mile | 3 Mile | 5 Mile |
|--------------------|-------------------|----------------------|---------------------|
| Female Average Age | 39.04 (92) | 40.95 (97) | 42.97 (102) |
| Female Median Age | 36.39 (88) | 38.96 (94) | 42.54 (102) |
| 0-4 | 517 (5.2%) (101) | 4,480 (5%) (97) | 12,647 (4.9%) (96) |
| 5-13 | 1,296 (13%) (133) | 10,024 (11.2%) (115) | 23,930 (9.3%) (96) |
| 14-17 | 629 (6.3%) (124) | 4,951 (5.5%) (109) | 11,948 (4.6%) (92) |
| 18-21 | 607 (6.1%) (115) | 4,975 (5.5%) (105) | 12,329 (4.8%) (91) |
| 22-24 | 424 (4.2%) (107) | 3,669 (4.1%) (103) | 9,294 (3.6%) (91) |
| 25-29 | 639 (6.4%) (114) | 5,737 (6.4%) (114) | 15,733 (6.1%) (109) |
| 30-34 | 650 (6.5%) (104) | 5,548 (6.2%) (99) | 16,250 (6.3%) (101) |
| 35-39 | 670 (6.7%) (103) | 5,562 (6.2%) (95) | 16,253 (6.3%) (97) |
| 40-44 | 622 (6.2%) (97) | 5,551 (6.2%) (97) | 15,971 (6.2%) (97) |
| 45-49 | 577 (5.8%) (96) | 5,393 (6%) (100) | 15,859 (6.2%) (103) |
| 50-54 | 542 (5.4%) (92) | 5,147 (5.7%) (97) | 15,899 (6.2%) (104) |
| 55-59 | 473 (4.7%) (77) | 5,334 (5.9%) (98) | 17,319 (6.7%) (111) |
| 60-64 | 517 (5.2%) (88) | 5,539 (6.2%) (96) | 18,209 (7.1%) (110) |

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|-------|--------|--------|--------|--------|--------|--------|
| 65-69 | 475 | (4.8%) | 5,411 | (6%) | 17,286 | (6.7%) |
| 70-74 | 435 | (4.4%) | 4,429 | (4.9%) | 13,492 | (5.2%) |
| 75-79 | 392 | (3.9%) | 3,450 | (3.8%) | 10,402 | (4%) |
| 80-84 | 240 | (2.4%) | 2,215 | (2.5%) | 6,999 | (2.7%) |
| 85+ | 283 | (2.8%) | 2,354 | (2.6%) | 7,202 | (2.8%) |

Employment by Occupation

| | | | | | | |
|---------------------------------|-------|---------|--------|---------|---------|---------|
| Total Employees (16+ Years Old) | 8,964 | | 78,586 | | 237,326 | |
| Professional Specialty | 2,221 | (24.8%) | 22,211 | (28.3%) | 61,761 | (26%) |
| Managerial/Executive | 1,789 | (20%) | 11,037 | (14%) | 34,860 | (14.7%) |
| Building Maintenance & Cleaning | 936 | (10.4%) | 4,024 | (5.1%) | 9,140 | (3.9%) |
| Office Admin | 878 | (9.8%) | 8,332 | (10.6%) | 28,905 | (12.2%) |
| Construction | 748 | (8.3%) | 5,081 | (6.5%) | 16,336 | (6.9%) |
| Production & Transportation | 649 | (7.2%) | 6,584 | (8.4%) | 23,146 | (9.8%) |
| Sales | 633 | (7.1%) | 6,161 | (7.8%) | 17,559 | (7.4%) |
| Healthcare support | 433 | (4.8%) | 7,191 | (9.2%) | 19,968 | (8.4%) |
| Protective | 255 | (2.8%) | 2,973 | (3.8%) | 10,428 | (4.4%) |

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|-----------------------------|--------|---------|----|--------|---------|-----|--------|---------|-----|
| Food Preparation & Serving | 217 | (2.4%) | 47 | 2,401 | (3.1%) | 60 | 7,383 | (3.1%) | 61 |
| Personal Care | 189 | (2.1%) | 85 | 2,490 | (3.2%) | 127 | 7,679 | (3.2%) | 130 |
| Farming, Fishing & Forestry | 16 | (<0.5%) | 31 | 101 | (<0.5%) | 22 | 161 | (<0.5%) | 12 |

Employment by Industry

| | | | | | | | | | |
|------------------------------------|-------|---------|-----|--------|--------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 8,964 | | | 78,586 | | | 237,326 | | |
| Educational Services | 2,694 | (30.1%) | 128 | 30,669 | (39%) | 167 | 86,253 | (36.3%) | 155 |
| Wholesale Retail | 1,015 | (11.3%) | 86 | 7,502 | (9.5%) | 75 | 23,213 | (9.8%) | 74 |
| Professional Services | 848 | (9.5%) | 117 | 5,507 | (7%) | 87 | 14,708 | (6.2%) | 7 |
| Agriculture/Mining/Construction | 731 | (8.2%) | 96 | 4,230 | (5.4%) | 63 | 14,097 | (5.9%) | 70 |
| Other Professional Services | 718 | (8%) | 170 | 4,243 | (5.4%) | 115 | 10,380 | (4.4%) | 93 |
| Financial, Insurance & Real Estate | 689 | (7.7%) | 114 | 5,913 | (7.5%) | 112 | 18,124 | (7.6%) | 113 |
| Administrative/Waste Services | 570 | (6.4%) | 152 | 3,448 | (4.4%) | 105 | 8,816 | (3.7%) | 89 |
| Entertainment Services | 448 | (5%) | 58 | 4,241 | (5.4%) | 62 | 13,709 | (5.8%) | 67 |
| Transportation | 438 | (4.9%) | 84 | 5,770 | (7.3%) | 125 | 22,414 | (9.4%) | 161 |
| Manufacturing | 362 | (4%) | 41 | 1,933 | (2.5%) | 25 | 6,434 | (2.7%) | 27 |
| Information | 275 | (3.1%) | 164 | 1,307 | (1.7%) | 89 | 4,438 | (1.9%) | 100 |

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



Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-----------------------|--------|------|----|--------|---------|-----|--------|---------|-----|
| Public Administration | 176 | (2%) | 41 | 3,755 | (4.8%) | 100 | 14,501 | (6.1%) | 128 |
| Management Services | | | | 68 | (<0.5%) | 68 | 239 | (<0.5%) | 7 |

Language Spoken

| | | | | | | | | | |
|------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Speak English at Home | 10,030 | (53.7%) | 69 | 112,190 | (69%) | 89 | 334,883 | (72.9%) | 94 |
| Speak Spanish at Home | 5,178 | (27.7%) | 195 | 25,187 | (15.5%) | 109 | 59,117 | (12.9%) | 91 |
| Speak Other Language at Home | 3,487 | (18.7%) | 220 | 25,133 | (15.5%) | 182 | 65,514 | (14.3%) | 168 |

Ancestry

| | | | | | | | | | |
|-------------------------------------|-------|---------|------|--------|---------|-----|--------|---------|-----|
| Central American | 4,328 | (21.9%) | 1229 | 13,110 | (7.6%) | 428 | 20,190 | (4.2%) | 233 |
| Other | 2,888 | (14.6%) | 107 | 22,855 | (13.3%) | 97 | 54,577 | (11.2%) | 82 |
| Unclassified | 2,569 | (13%) | 89 | 17,443 | (10.2%) | 69 | 37,450 | (7.7%) | 53 |
| Other European (e.g. Greek/Russian) | 1,064 | (5.4%) | 194 | 7,742 | (4.5%) | 163 | 13,152 | (2.7%) | 98 |
| Polish | 873 | (4.4%) | 323 | 3,713 | (2.2%) | 158 | 5,898 | (1.2%) | 89 |
| South American | 858 | (4.3%) | 318 | 4,227 | (2.5%) | 180 | 16,417 | (3.4%) | 248 |
| American | 772 | (3.9%) | 98 | 4,776 | (2.8%) | 70 | 8,274 | (1.7%) | 43 |
| Italian | 619 | (3.1%) | 117 | 2,712 | (1.6%) | 59 | 15,478 | (3.2%) | 119 |
| Other Hispanic | 500 | (2.5%) | 238 | 3,026 | (1.8%) | 166 | 6,974 | (1.4%) | 135 |

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 | |
|------------------------------------|--------|---------|--------|---------|--------|---------|
| Scottish/Irish | 435 | (2.2%) | 1,946 | (1.1%) | 11,853 | (2.4%) |
| Middle Eastern | 395 | (2%) | 1,586 | (0.9%) | 2,271 | (<0.5%) |
| South Central Asian (e.g. Indian) | 395 | (2%) | 4,215 | (2.5%) | 19,347 | (4%) |
| German | 331 | (1.7%) | 1,531 | (0.9%) | 5,816 | (1.2%) |
| Dominican | 313 | (1.6%) | 5,552 | (3.2%) | 14,552 | (3%) |
| Puerto Rican | 297 | (1.5%) | 6,196 | (3.6%) | 20,929 | (4.3%) |
| Mexican | 264 | (1.3%) | 923 | (0.5%) | 2,916 | (0.6%) |
| Korean | 126 | (0.6%) | 411 | (<0.5%) | 920 | (<0.5%) |
| British | 105 | (0.5%) | 463 | (<0.5%) | 1,659 | (<0.5%) |
| Cuban | 98 | (<0.5%) | 556 | (<0.5%) | 1,878 | (<0.5%) |
| French | 54 | (<0.5%) | 254 | (<0.5%) | 580 | (<0.5%) |
| Scandinavian | 40 | (<0.5%) | 143 | (<0.5%) | 616 | (<0.5%) |
| Chinese | 25 | (<0.5%) | 1,024 | (0.6%) | 4,268 | (0.9%) |
| South East Asian (e.g. Vietnamese) | 16 | (<0.5%) | 218 | (<0.5%) | 671 | (<0.5%) |
| Japanese | 8 | (<0.5%) | 18 | (<0.5%) | 168 | (<0.5%) |
| Native American (Indian/Eskimo) | 6 | (<0.5%) | 449 | (<0.5%) | 2,076 | (<0.5%) |

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%) | 22 | (<0.5%) | 129 | (<0.5%) |
| Hawaiian/Pacific Islander | 2 | (<0.5%) | 70 | (<0.5%) | 292 | (<0.5%) |
| Other Asian | | | 323 | (<0.5%) | 969 | (<0.5%) |

Education (Age 25+)

| | 1 Mile | | 3 Mile | | 5 Mile | |
|----------------------------------|--------|---------|---------|---------|---------|---------|
| Total Educated Population | 12,537 | | 113,665 | | 341,873 | |
| Elementary (0 to 8 Years) | 1,260 | (10.1%) | 8,565 | (7.5%) | 20,293 | (5.9%) |
| Some High School (9 to 11 Years) | 1,027 | (8.2%) | 7,993 | (7%) | 21,213 | (6.2%) |
| High School Graduate (12 Years) | 2,851 | (22.7%) | 27,625 | (24.3%) | 92,232 | (27%) |
| Some College (13 to 16 Years) | 2,045 | (16.3%) | 20,250 | (17.8%) | 63,658 | (18.6%) |
| Associates Degree Only | 897 | (7.2%) | 8,480 | (7.5%) | 29,319 | (8.6%) |
| Bachelor's Degree Only | 2,490 | (19.9%) | 22,505 | (19.8%) | 67,634 | (19.8%) |
| Graduate Degree | 1,967 | (15.7%) | 18,247 | (16.1%) | 47,524 | (13.9%) |

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



Benchmark: Nationwide



Household Type

| Household Type | 1 Mile | 3 Mile | 5 Mile |
|-----------------------|---------------|----------------|----------------|
| Households | 5,901 | 53,562 | 158,762 |
| One Person Households | 1,256 (21.3%) | 12,402 (23.2%) | 37,498 (23.6%) |
| Married Couple | 3,319 (56.2%) | 24,715 (46.1%) | 70,534 (44.4%) |
| Male Householder | 407 (6.9%) | 3,377 (6.3%) | 9,967 (6.3%) |
| Female Householder | 701 (11.9%) | 10,918 (20.4%) | 34,414 (21.7%) |
| Non Family Households | 218 (3.7%) | 2,150 (4%) | 6,349 (4%) |

Household Size

| Household Size | 1 Mile | 3 Mile | 5 Mile |
|---------------------|---------------|----------------|----------------|
| Households | 5,901 | 53,562 | 158,762 |
| 1 Person Household | 1,256 (21.3%) | 12,402 (23.2%) | 37,498 (23.6%) |
| 2 Person Household | 1,464 (24.8%) | 13,147 (24.5%) | 39,744 (25%) |
| 3 Person Household | 837 (14.2%) | 9,016 (16.8%) | 27,876 (17.6%) |
| 4 Person Household | 840 (14.2%) | 8,059 (15%) | 24,837 (15.6%) |
| 5 Person Household | 663 (11.2%) | 5,330 (10%) | 14,597 (9.2%) |
| 6 Person Household | 413 (7%) | 3,105 (5.8%) | 7,864 (5%) |
| 7+ Person Household | 428 (7.3%) | 2,503 (4.7%) | 6,346 (4%) |

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

| | | | |
|-------------------------|-------|--------|---------|
| Total Housing Units | 6,379 | 56,815 | 167,406 |
| Owner Occupied Housing | 3,680 | 27,689 | 96,684 |
| Renter Occupied Housing | 2,221 | 25,873 | 62,078 |
| Vacant Housing | 478 | 3,253 | 8,644 |

Housing Rent

| | | | | | | |
|--------------------------|-------------|--------|---------------|-----|----------------|-----|
| Average Rent | \$1,975.94 | 128 | \$1,730.66 | 112 | \$1,818.33 | 118 |
| Median Rent | \$1,935.48 | 137 | \$1,736.85 | 123 | \$1,787.95 | 127 |
| Total Cash Rents Housing | 2,208 | 25,265 | 60,164 | | | |
| <\$300 | 50 (2.3%) | 8 | 1,522 (6%) | 216 | 2,304 (3.8%) | 137 |
| \$300-\$500 | 35 (1.6%) | 41 | 1,502 (5.9%) | 154 | 2,432 (4%) | 105 |
| \$500-\$750 | 70 (3.2%) | 37 | 1,521 (6%) | 69 | 3,182 (5.3%) | 61 |
| \$750-\$1000 | 99 (4.5%) | 34 | 1,515 (6%) | 46 | 4,697 (7.8%) | 60 |
| \$1000-\$1500 | 283 (12.8%) | 49 | 4,041 (16%) | 61 | 10,539 (17.5%) | 67 |
| \$1500-\$2000 | 651 (29.5%) | 140 | 5,344 (21.2%) | 100 | 12,030 (20%) | 95 |
| \$2000-\$2500 | 528 (23.9%) | 203 | 4,625 (18.3%) | 156 | 10,937 (18.2%) | 155 |

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 | 250 | (11.3%) | 196 | 2,988 | (11.8%) | 204 | 7,639 | (12.7%) | 219 |
| \$3000-\$3500 | 130 | (5.9%) | 192 | 1,366 | (5.4%) | 176 | 3,752 | (6.2%) | 203 |
| >\$3500 | 112 | (5.1%) | 138 | 841 | (3.3%) | 90 | 2,652 | (4.4%) | 120 |

Value of Owner-Occupied Housing Units

| | | | | | | | | | |
|------------------------|--------------|---------|--------------|--------|--------------|-----|--------|---------|-----|
| Average House Value | \$1.15M | 214 | \$1.08M | 202 | \$928,370.61 | 173 | | | |
| Median House Value | \$983,944.95 | 251 | \$958,396.44 | 245 | \$869,098.71 | 222 | | | |
| Owner Occupied Housing | 3,680 | | 27,689 | | 96,684 | | | | |
| <\$100K | 17 | (<0.5%) | 6 | 441 | (1.6%) | 19 | 2,963 | (3.1%) | 37 |
| \$100K - \$200K | 20 | (0.5%) | 4 | 249 | (0.9%) | 7 | 1,071 | (1.1%) | 9 |
| \$200K - \$300K | 109 | (3%) | 19 | 345 | (1.2%) | 8 | 1,261 | (1.3%) | 8 |
| \$300K - \$400K | 122 | (3.3%) | 23 | 599 | (2.2%) | 15 | 2,005 | (2.1%) | 14 |
| \$400K - \$500K | 231 | (6.3%) | 54 | 1,113 | (4%) | 35 | 3,583 | (3.7%) | 32 |
| \$500K - \$1000K | 1,390 | (37.8%) | 148 | 12,306 | (44.4%) | 174 | 54,661 | (56.5%) | 221 |
| >\$1000K | 1,791 | (48.7%) | 420 | 12,636 | (45.6%) | 393 | 31,140 | (32.2%) | 278 |

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



Benchmark: Nationwide



Poverty

| | | | | | | | | | |
|--|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Households in Poverty | 846 | (14.3%) | 113 | 8,519 | (15.9%) | 126 | 18,587 | (11.7%) | 93 |
| Households Above Poverty | 5,055 | (85.7%) | 98 | 45,043 | (84.1%) | 96 | 140,175 | (88.3%) | 101 |
| Households in Poverty (Married) | 136 | (2.3%) | 106 | 1,170 | (2.2%) | 100 | 2,567 | (1.6%) | 74 |
| Households in Poverty (Male Householder) | 150 | (2.5%) | 399 | 597 | (1.1%) | 175 | 1,149 | (0.7%) | 114 |
| Households in Poverty (Female Householder) | 86 | (1.5%) | 49 | 2,030 | (3.8%) | 129 | 5,512 | (3.5%) | 118 |
| Households in Poverty (Non-Family) | 440 | (7.5%) | 119 | 4,456 | (8.3%) | 133 | 8,741 | (5.5%) | 88 |
| Households in Poverty (Non-Family Student) | 34 | (0.6%) | 92 | 266 | (<0.5%) | 8 | 618 | (<0.5%) | 62 |

Wealth per Household

| | | | | | | | | | |
|--------------------------|--------------|--------|--------------|-------|--------------|-----|--------|---------|-----|
| Household Average Wealth | \$248,264.28 | 102 | \$238,682.79 | 98 | \$244,114.71 | 101 | | | |
| Household Median Wealth | \$84,965.81 | 104 | \$76,144.8 | 93 | \$81,907.3 | 100 | | | |
| <\$0K | 1,006 | (17%) | 98 | 9,607 | (17.9%) | 104 | 27,616 | (17.4%) | 100 |
| \$0K - \$5K | 501 | (8.5%) | 100 | 4,876 | (9.1%) | 107 | 13,712 | (8.6%) | 102 |
| \$5K - \$10K | 262 | (4.4%) | 98 | 2,516 | (4.7%) | 104 | 7,202 | (4.5%) | 100 |
| \$10K - \$25K | 368 | (6.2%) | 98 | 3,411 | (6.4%) | 101 | 9,929 | (6.3%) | 99 |
| \$25K - \$50K | 396 | (6.7%) | 98 | 3,586 | (6.7%) | 98 | 10,677 | (6.7%) | 99 |

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



Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-----------------|--------|---------|-----|--------|---------|----|--------|---------|-----|
| \$50K - \$100K | 597 | (10.1%) | 99 | 5,326 | (9.9%) | 97 | 16,054 | (10.1%) | 99 |
| \$100K - \$250K | 1,067 | (18.1%) | 100 | 9,408 | (17.6%) | 97 | 28,543 | (18%) | 99 |
| \$250K - \$500K | 792 | (13.4%) | 101 | 6,910 | (12.9%) | 97 | 21,015 | (13.2%) | 100 |
| >\$500K | 912 | (15.5%) | 104 | 7,922 | (14.8%) | 99 | 24,014 | (15.1%) | 101 |

Vehicles per Household

| | | | | | | | | | |
|----------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Total Number of Vehicles | 9,072 | | | 67,000 | | | 224,378 | | |
| Average Number of Vehicles | 1.54 | | 84 | 1.25 | | 68 | 1.41 | | 7 |
| No Vehicles | 1,089 | (18.5%) | 223 | 14,620 | (27.3%) | 330 | 32,880 | (20.7%) | 250 |
| 1 Vehicle | 1,846 | (31.3%) | 95 | 18,567 | (34.7%) | 106 | 58,354 | (36.8%) | 112 |
| 2 Vehicles | 2,070 | (35.1%) | 95 | 14,592 | (27.2%) | 74 | 45,448 | (28.6%) | 7 |
| 3 or more Vehicles | 896 | (15.2%) | 69 | 5,783 | (10.8%) | 49 | 22,080 | (13.9%) | 63 |

Population Change

| | | | | | | | | | |
|-----------|------|--|--|-------|--|--|--------|--|--|
| Births | 217 | | | 1,814 | | | 4,960 | | |
| Deaths | 139 | | | 1,183 | | | 3,628 | | |
| Migration | -266 | | | 258 | | | -2,286 | | |

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 | 1,067 | 4,479 | 11,484 |
| Total Employees | 8,937 | 101,447 | 173,243 |

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