



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

| | | | | | | |
|---------------------------------------|----------------|-----|-----------------|-----|-----------------|-----|
| Population | 44,931 | | 219,076 | | 600,118 | |
| Households | 14,501 | | 73,791 | | 209,880 | |
| Persons per Household | 3.07 | 121 | 2.94 | 115 | 2.82 | 111 |
| Household Median Income | \$103,064.34 | 118 | \$99,554.01 | 114 | \$91,653.21 | 105 |
| Household Median Disposable Income | \$85,274.61 | 114 | \$82,524.02 | 110 | \$76,538.37 | 102 |
| Household Median Discretionary Income | \$61,479.67 | 106 | \$59,624.36 | 103 | \$53,669.38 | 93 |
| Average Income Per Person | \$40,716.81 | 86 | \$43,327.21 | 92 | \$42,677.61 | 91 |
| Median Rent | \$1,852.56 | 131 | \$1,713.65 | 121 | \$1,663.57 | 118 |
| Median House Value | \$758,835.4 | 194 | \$810,129.94 | 207 | \$769,100.59 | 196 |
| Households in Poverty | 1,463 (10.1%) | 8 | 9,643 (13.1%) | 103 | 28,796 (13.7%) | 109 |
| Household Median Wealth | \$83,726.05 | 102 | \$79,424.25 | 97 | \$72,145.11 | 88 |
| Average Age | 40.2 | 98 | 40.2 | 98 | 40.48 | 98 |
| Median Age | 38.32 | 95 | 38.43 | 95 | 38.85 | 96 |
| Households with Children | 4,024 (27.7%) | 103 | 22,851 (31%) | 115 | 63,220 (30.1%) | 112 |
| High School Graduate or Higher | 27,201 (87.1%) | 97 | 128,283 (85.2%) | 95 | 353,532 (84.6%) | 95 |




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






Audience Profile

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| | 1 Mile | 3 Mile | 5 Mile |
|-----------------------------|---|--|---|
| Bachelor's Degree or Higher | 9,633 (30.8%)  | 48,181 (32%)  | 125,399 (30%)  |
| Pop density (per sq mi) | 15,945 | 9,606 | 9,027 |
| Area (based on blockgroups) | 3 | 23 | 66 |

Population

| | | | |
|------------------------------|--|--|--|
| Population 2025 Q4 | 44,931 | 219,076 | 600,118 |
| Population 2025 Q3 | 44,958 | 218,999 | 599,667 |
| Population 2025 Q2 | 44,993 | 218,845 | 598,586 |
| Population 2025 Q1 | 44,971 | 219,688 | 597,533 |
| Population 2024 Q4 | 44,968 | 219,305 | 595,612 |
| Population 2024 Q3 | 45,020 | 219,152 | 593,873 |
| Population 2024 Q2 | 44,943 | 218,805 | 592,675 |
| Population 2024 Q1 | 44,972 | 218,211 | 591,343 |
| Population 2023 Q4 | 44,941 | 217,951 | 590,365 |
| Population 5 Years Forecast | 45,224 | 220,696 | 607,549 |
| Population 10 Years Forecast | 45,769 | 223,373 | 616,348 |
| Persons per Household | 3.07  | 2.94  | 2.82  |

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|--|----------|--------|----------|---------|----------|---------|
| Group Quarters | 356 | (0.8%) | 2,358 | (1.1%) | 7,656 | (1.3%) |
| Transient Population - Average Last 4 Quarters | | | 221 | (<0.5%) | 2,222 | (<0.5%) |

Households

| | | | |
|------------------------------|--------|--------|---------|
| Households 2025 Q4 | 14,501 | 73,791 | 209,880 |
| Households 2025 Q3 | 14,503 | 73,705 | 209,549 |
| Households 2025 Q2 | 14,515 | 73,644 | 209,136 |
| Households 2025 Q1 | 14,505 | 74,011 | 208,729 |
| Households 2024 Q4 | 14,504 | 73,869 | 207,999 |
| Households 2024 Q3 | 14,519 | 73,821 | 207,385 |
| Households 2024 Q2 | 14,498 | 73,705 | 206,955 |
| Households 2024 Q1 | 14,504 | 73,480 | 206,509 |
| Households 2023 Q4 | 14,496 | 73,393 | 206,158 |
| Households 5 Years Forecast | 14,599 | 74,366 | 212,644 |
| Households 10 Years Forecast | 14,777 | 75,290 | 215,837 |

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Audience Profile

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Gender

| | | | | | | | | | |
|--------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Male | 21,964 | (48.9%) | 100 | 106,281 | (48.5%) | 99 | 291,251 | (48.5%) | 99 |
| Female | 22,967 | (51.1%) | 100 | 112,795 | (51.5%) | 101 | 308,867 | (51.5%) | 101 |

Ethnicity

| | | | | | | | | | |
|-------------------|--------|---------|-----|--------|---------|-----|---------|---------|-----|
| White | 14,985 | (33.4%) | 58 | 91,718 | (41.9%) | 73 | 227,910 | (38%) | 66 |
| Hispanic (Ethnic) | 14,375 | (32%) | 163 | 66,269 | (30.2%) | 155 | 204,098 | (34%) | 174 |
| Black | 8,612 | (19.2%) | 163 | 29,040 | (13.3%) | 112 | 85,794 | (14.3%) | 121 |
| Asian | 5,465 | (12.2%) | 211 | 24,662 | (11.3%) | 195 | 62,043 | (10.3%) | 179 |
| Other | 1,494 | (3.3%) | 64 | 7,387 | (3.4%) | 65 | 20,273 | (3.4%) | 65 |

Household by Ethnicity

| | | | | | | | | | |
|-------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| White | 5,117 | (35.3%) | 57 | 32,762 | (44.4%) | 72 | 82,212 | (39.2%) | 64 |
| Hispanic (Ethnic) | 4,422 | (30.5%) | 201 | 20,043 | (27.2%) | 179 | 66,721 | (31.8%) | 209 |
| Black | 2,288 | (15.8%) | 144 | 8,462 | (11.5%) | 105 | 26,643 | (12.7%) | 116 |
| Other | 1,359 | (9.4%) | 124 | 6,213 | (8.4%) | 111 | 17,421 | (8.3%) | 109 |
| Asian | 1,315 | (9.1%) | 196 | 6,311 | (8.6%) | 185 | 16,883 | (8%) | 174 |

Households Income

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



Audience Profile

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| | ● 1 Mile | | ● 3 Mile | | ● 5 Mile | |
|---------------------------|---------------|-----|----------------|-----|----------------|-----|
| Household Average Income | \$125,441.87 | 103 | \$127,649.77 | 105 | \$120,987.22 | 99 |
| Average Income Per Person | \$40,716.81 | 86 | \$43,327.21 | 92 | \$42,677.61 | 91 |
| Household Median Income | \$103,064.34 | 118 | \$99,554.01 | 114 | \$91,653.21 | 105 |
| <\$15K | 956 (6.6%) | 91 | 5,539 (7.5%) | 104 | 15,302 (7.3%) | 101 |
| \$15K - \$25K | 628 (4.3%) | 74 | 3,595 (4.9%) | 83 | 11,584 (5.5%) | 94 |
| \$25K - \$35K | 580 (4%) | 65 | 3,722 (5%) | 8 | 11,717 (5.6%) | 91 |
| \$35K - \$50K | 1,073 (7.4%) | 7 | 6,165 (8.4%) | 89 | 18,985 (9%) | 97 |
| \$50K - \$75K | 1,888 (13%) | 87 | 9,546 (12.9%) | 86 | 29,375 (14%) | 93 |
| \$75K - \$100K | 1,942 (13.4%) | 106 | 8,476 (11.5%) | 91 | 26,236 (12.5%) | 99 |
| \$100K - \$150K | 2,688 (18.5%) | 102 | 13,670 (18.5%) | 102 | 38,579 (18.4%) | 101 |
| \$150K - \$175K | 1,230 (8.5%) | 135 | 5,443 (7.4%) | 117 | 14,495 (6.9%) | 110 |
| \$175K - \$200K | 1,026 (7.1%) | 142 | 4,539 (6.2%) | 123 | 11,491 (5.5%) | 110 |
| \$200K - \$250K | 1,393 (9.6%) | 119 | 7,340 (9.9%) | 123 | 18,000 (8.6%) | 106 |
| \$250K - \$500K | 598 (4.1%) | 119 | 3,142 (4.3%) | 123 | 7,710 (3.7%) | 106 |
| >\$500K | 499 (3.4%) | 119 | 2,614 (3.5%) | 123 | 6,406 (3.1%) | 106 |

Disposable Households Income

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



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|-------------------------------------|-------------|---------|-----|-------------|---------|-----|-------------|---------|-----|
| Household Average Disposable Income | \$98,176.76 | | 108 | \$96,214.16 | | 106 | \$91,200.23 | | 101 |
| Household Median Disposable Income | \$85,274.61 | | 114 | \$82,524.02 | | 110 | \$76,538.37 | | 102 |
| <\$15K | 1,004 | (6.9%) | 88 | 5,930 | (8%) | 102 | 16,580 | (7.9%) | 100 |
| \$15K - \$25K | 784 | (5.4%) | 74 | 4,261 | (5.8%) | 84 | 13,823 | (6.6%) | 96 |
| \$25K - \$35K | 723 | (5%) | 70 | 4,561 | (6.2%) | 86 | 14,455 | (6.9%) | 96 |
| \$35K - \$50K | 1,389 | (9.6%) | 85 | 7,771 | (10.5%) | 94 | 23,018 | (11%) | 97 |
| \$50K - \$75K | 2,461 | (17%) | 101 | 11,047 | (15%) | 89 | 34,884 | (16.6%) | 99 |
| \$75K - \$100K | 2,150 | (14.8%) | 104 | 10,824 | (14.7%) | 102 | 30,851 | (14.7%) | 103 |
| \$100K - \$150K | 3,356 | (23.1%) | 123 | 15,430 | (20.9%) | 111 | 41,664 | (19.9%) | 105 |
| \$150K - \$175K | 851 | (5.9%) | 114 | 4,510 | (6.1%) | 119 | 11,192 | (5.3%) | 104 |
| \$175K - \$200K | 438 | (3%) | 88 | 2,362 | (3.2%) | 93 | 5,953 | (2.8%) | 83 |
| \$200K - \$250K | 541 | (3.7%) | 113 | 2,855 | (3.9%) | 117 | 7,018 | (3.3%) | 101 |
| \$250K - \$500K | 739 | (5.1%) | 112 | 3,902 | (5.3%) | 117 | 9,596 | (4.6%) | 101 |
| >\$500K | 65 | (<0.5%) | 113 | 338 | (<0.5%) | 115 | 846 | (<0.5%) | 101 |

Discretionary Households Income

| | | | | | | | | | |
|--|-------------|--|-----|-------------|--|-----|-------------|--|----|
| Household Average Discretionary Income | \$70,381.55 | | 103 | \$69,431.14 | | 101 | \$64,290.66 | | 94 |
|--|-------------|--|-----|-------------|--|-----|-------------|--|----|

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| | 1 Mile | | 3 Mile | | 5 Mile | |
|---------------------------------------|---------------|-----|----------------|-----|----------------|-----|
| Household Median Discretionary Income | \$61,479.67 | 106 | \$59,624.36 | 103 | \$53,669.38 | 93 |
| <\$10K | 1,057 (7.3%) | 94 | 6,309 (8.5%) | 110 | 17,793 (8.5%) | 109 |
| \$10K - \$20K | 937 (6.5%) | 71 | 5,962 (8.1%) | 88 | 20,484 (9.8%) | 107 |
| \$20K - \$30K | 1,208 (8.3%) | 88 | 7,155 (9.7%) | 103 | 21,792 (10.4%) | 110 |
| \$30K - \$40K | 1,254 (8.6%) | 95 | 6,103 (8.3%) | 90 | 19,501 (9.3%) | 102 |
| \$40K - \$50K | 1,362 (9.4%) | 111 | 5,978 (8.1%) | 96 | 19,053 (9.1%) | 108 |
| \$50K - \$75K | 2,829 (19.5%) | 111 | 13,037 (17.7%) | 101 | 37,569 (17.9%) | 102 |
| \$75K - \$100K | 2,140 (14.8%) | 119 | 10,170 (13.8%) | 111 | 27,101 (12.9%) | 104 |
| \$100K - \$125K | 1,609 (11.1%) | 131 | 7,108 (9.6%) | 113 | 18,810 (9%) | 105 |
| \$125K - \$150K | 843 (5.8%) | 90 | 5,200 (7%) | 109 | 14,360 (6.8%) | 106 |
| >\$150K | 1,262 (8.7%) | 86 | 6,769 (9.2%) | 91 | 13,417 (6.4%) | 63 |

Households Income by Ethnicity

| | | | | | | |
|------------------------|--------------|-----|--------------|-----|--------------|-----|
| Average Income - White | \$119,491.58 | 117 | \$114,564.86 | 112 | \$110,098.87 | 107 |
| Median Income - White | \$122,928.85 | 130 | \$114,468.8 | 121 | \$107,350.53 | 114 |
| Average Income - Black | \$101,496.03 | 136 | \$91,935.75 | 124 | \$87,308.95 | 117 |
| Median Income - Black | \$92,920.43 | 154 | \$83,006.8 | 138 | \$75,214.99 | 125 |

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| | 1 Mile | 3 Mile | 5 Mile |
|---------------------------|--------------------|--------------------|-------------------|
| Average Income - Asian | \$105,473.53 (87) | \$113,519.81 (94) | \$113,287.24 (94) |
| Median Income - Asian | \$99,931.07 (7) | \$110,720.85 (88) | \$110,328.89 (88) |
| Average Income - Hispanic | \$100,938.75 (116) | \$94,040.7 (108) | \$91,063.7 (105) |
| Median Income - Hispanic | \$95,021 (126) | \$84,976.06 (113) | \$80,868.85 (108) |
| Average Income - Other | \$104,704.08 (109) | \$101,411.71 (106) | \$96,820.4 (101) |
| Median Income - Other | \$96,026.7 (111) | \$93,329.98 (108) | \$89,512.65 (103) |

Age

| | 1 Mile | 3 Mile | 5 Mile |
|-------------|--------------------|----------------------|----------------------|
| Average Age | 40.2 (98) | 40.2 (98) | 40.48 (98) |
| Median Age | 38.32 (95) | 38.43 (95) | 38.85 (96) |
| 0-4 | 2,415 (5.4%) (100) | 11,925 (5.4%) (101) | 33,705 (5.6%) (105) |
| 5-13 | 4,514 (10%) (99) | 23,826 (10.9%) (107) | 63,255 (10.5%) (104) |
| 14-17 | 2,378 (5.3%) (100) | 11,834 (5.4%) (102) | 30,743 (5.1%) (97) |
| 18-21 | 2,489 (5.5%) (100) | 11,994 (5.5%) (99) | 31,160 (5.2%) (94) |
| 22-24 | 1,896 (4.2%) (101) | 8,953 (4.1%) (98) | 23,257 (3.9%) (93) |
| 25-29 | 3,126 (7%) (118) | 14,096 (6.4%) (109) | 37,531 (6.3%) (106) |
| 30-34 | 3,082 (6.9%) (107) | 14,292 (6.5%) (102) | 40,040 (6.7%) (104) |

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| | ● 1 Mile | | ● 3 Mile | | ● 5 Mile | | | | |
|-------|----------|--------|----------|--------|----------|-----|--------|--------|-----|
| 35-39 | 3,092 | (6.9%) | 105 | 14,708 | (6.7%) | 102 | 41,974 | (7%) | 106 |
| 40-44 | 2,772 | (6.2%) | 96 | 13,968 | (6.4%) | 99 | 39,541 | (6.6%) | 102 |
| 45-49 | 2,731 | (6.1%) | 101 | 13,534 | (6.2%) | 103 | 37,643 | (6.3%) | 104 |
| 50-54 | 2,772 | (6.2%) | 104 | 13,258 | (6.1%) | 102 | 36,561 | (6.1%) | 103 |
| 55-59 | 2,935 | (6.5%) | 108 | 13,517 | (6.2%) | 102 | 38,084 | (6.3%) | 105 |
| 60-64 | 2,958 | (6.6%) | 104 | 13,566 | (6.2%) | 97 | 38,459 | (6.4%) | 101 |
| 65-69 | 2,694 | (6%) | 98 | 12,934 | (5.9%) | 97 | 35,817 | (6%) | 98 |
| 70-74 | 2,026 | (4.5%) | 88 | 10,360 | (4.7%) | 92 | 28,004 | (4.7%) | 91 |
| 75-79 | 1,517 | (3.4%) | 85 | 7,753 | (3.5%) | 89 | 20,791 | (3.5%) | 87 |
| 80-84 | 880 | (2%) | 74 | 4,647 | (2.1%) | 84 | 12,654 | (2.1%) | 84 |
| 85+ | 654 | (1.5%) | 70 | 3,911 | (1.8%) | 86 | 10,899 | (1.8%) | 87 |

Age - Male

| | | | | | | | | | |
|------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Male Average Age | 38.85 | | 97 | 38.84 | | 97 | 39.22 | | 98 |
| Male Median Age | 36.7 | | 96 | 36.98 | | 97 | 37.59 | | 98 |
| 0-4 | 1,236 | (5.6%) | 100 | 6,110 | (5.7%) | 102 | 17,304 | (5.9%) | 106 |
| 5-13 | 2,328 | (10.6%) | 100 | 12,271 | (11.5%) | 109 | 32,293 | (11.1%) | 105 |

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|-------|----------|--------|-----|----------|--------|-----|----------|--------|-----|
| 14-17 | 1,240 | (5.6%) | 103 | 6,069 | (5.7%) | 104 | 15,667 | (5.4%) | 98 |
| 18-21 | 1,295 | (5.9%) | 102 | 6,158 | (5.8%) | 101 | 15,977 | (5.5%) | 95 |
| 22-24 | 983 | (4.5%) | 102 | 4,607 | (4.3%) | 98 | 11,988 | (4.1%) | 94 |
| 25-29 | 1,633 | (7.4%) | 121 | 7,280 | (6.8%) | 111 | 19,233 | (6.6%) | 107 |
| 30-34 | 1,603 | (7.3%) | 111 | 7,103 | (6.7%) | 101 | 19,981 | (6.9%) | 104 |
| 35-39 | 1,564 | (7.1%) | 107 | 7,145 | (6.7%) | 101 | 20,358 | (7%) | 105 |
| 40-44 | 1,310 | (6%) | 92 | 6,751 | (6.4%) | 98 | 19,014 | (6.5%) | 101 |
| 45-49 | 1,286 | (5.9%) | 97 | 6,419 | (6%) | 100 | 17,997 | (6.2%) | 102 |
| 50-54 | 1,274 | (5.8%) | 98 | 6,282 | (5.9%) | 100 | 17,564 | (6%) | 102 |
| 55-59 | 1,381 | (6.3%) | 105 | 6,366 | (6%) | 100 | 18,039 | (6.2%) | 103 |
| 60-64 | 1,391 | (6.3%) | 102 | 6,439 | (6.1%) | 97 | 18,313 | (6.3%) | 101 |
| 65-69 | 1,262 | (5.7%) | 98 | 6,034 | (5.7%) | 97 | 16,897 | (5.8%) | 99 |
| 70-74 | 917 | (4.2%) | 86 | 4,652 | (4.4%) | 91 | 12,902 | (4.4%) | 92 |
| 75-79 | 654 | (3%) | 8 | 3,371 | (3.2%) | 87 | 9,023 | (3.1%) | 85 |
| 80-84 | 379 | (1.7%) | 7 | 1,914 | (1.8%) | 8 | 5,124 | (1.8%) | 8 |
| 85+ | 228 | (1%) | 69 | 1,310 | (1.2%) | 8 | 3,577 | (1.2%) | 8 |

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Age - Female

| Metric | 1 Mile | 3 Mile | 5 Mile |
|--------------------|--------------------|----------------------|---------------------|
| Female Average Age | 41.49 (98) | 41.49 (98) | 41.67 (99) |
| Female Median Age | 41.02 (99) | 40.84 (98) | 41.09 (99) |
| 0-4 | 1,179 (5.1%) (100) | 5,815 (5.2%) (100) | 16,401 (5.3%) (103) |
| 5-13 | 2,186 (9.5%) (98) | 11,555 (10.2%) (105) | 30,962 (10%) (103) |
| 14-17 | 1,138 (5%) (98) | 5,765 (5.1%) (101) | 15,076 (4.9%) (96) |
| 18-21 | 1,194 (5.2%) (98) | 5,836 (5.2%) (98) | 15,183 (4.9%) (93) |
| 22-24 | 913 (4%) (100) | 4,346 (3.9%) (97) | 11,269 (3.6%) (92) |
| 25-29 | 1,493 (6.5%) (116) | 6,816 (6%) (107) | 18,298 (5.9%) (105) |
| 30-34 | 1,479 (6.4%) (103) | 7,189 (6.4%) (102) | 20,059 (6.5%) (104) |
| 35-39 | 1,528 (6.7%) (103) | 7,563 (6.7%) (103) | 21,616 (7%) (108) |
| 40-44 | 1,462 (6.4%) (100) | 7,217 (6.4%) (100) | 20,527 (6.6%) (104) |
| 45-49 | 1,445 (6.3%) (105) | 7,115 (6.3%) (105) | 19,646 (6.4%) (106) |
| 50-54 | 1,498 (6.5%) (110) | 6,976 (6.2%) (104) | 18,997 (6.2%) (104) |
| 55-59 | 1,554 (6.8%) (111) | 7,151 (6.3%) (104) | 20,045 (6.5%) (107) |
| 60-64 | 1,567 (6.8%) (106) | 7,127 (6.3%) (98) | 20,146 (6.5%) (101) |

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|-------|--------|--------|----|--------|--------|----|--------|--------|----|
| 65-69 | 1,432 | (6.2%) | 98 | 6,900 | (6.1%) | 96 | 18,920 | (6.1%) | 96 |
| 70-74 | 1,109 | (4.8%) | 89 | 5,708 | (5.1%) | 93 | 15,102 | (4.9%) | 90 |
| 75-79 | 863 | (3.8%) | 87 | 4,382 | (3.9%) | 90 | 11,768 | (3.8%) | 88 |
| 80-84 | 501 | (2.2%) | 77 | 2,733 | (2.4%) | 85 | 7,530 | (2.4%) | 86 |
| 85+ | 426 | (1.9%) | 71 | 2,601 | (2.3%) | 88 | 7,322 | (2.4%) | 90 |

Employment by Occupation

| | | | | | | | | | |
|---------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 20,894 | | | 102,014 | | | 289,015 | | |
| Professional Specialty | 5,525 | (26.4%) | 107 | 26,852 | (26.3%) | 106 | 66,843 | (23.1%) | 93 |
| Managerial/Executive | 3,147 | (15.1%) | 87 | 13,076 | (12.8%) | 74 | 35,648 | (12.3%) | 71 |
| Office Admin | 2,489 | (11.9%) | 112 | 11,422 | (11.2%) | 105 | 33,587 | (11.6%) | 109 |
| Production & Transportation | 2,390 | (11.4%) | 89 | 13,463 | (13.2%) | 102 | 44,903 | (15.5%) | 120 |
| Sales | 1,672 | (8%) | 86 | 8,740 | (8.6%) | 92 | 22,987 | (8%) | 85 |
| Construction | 1,292 | (6.2%) | 77 | 8,078 | (7.9%) | 99 | 24,089 | (8.3%) | 104 |
| Healthcare support | 1,284 | (6.1%) | 188 | 5,361 | (5.3%) | 160 | 16,461 | (5.7%) | 174 |
| Protective | 993 | (4.8%) | 219 | 4,207 | (4.1%) | 190 | 11,792 | (4.1%) | 188 |
| Food Preparation & Serving | 793 | (3.8%) | 74 | 4,025 | (3.9%) | 77 | 12,481 | (4.3%) | 85 |

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Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|---------------------------------|--------|---------|--------|-------|---------|-----|--------|---------|-----|
| Building Maintenance & Cleaning | 737 | (3.5%) | 104 | 3,586 | (3.5%) | 104 | 12,061 | (4.2%) | 123 |
| Personal Care | 499 | (2.4%) | 96 | 3,029 | (3%) | 119 | 7,754 | (2.7%) | 108 |
| Farming, Fishing & Forestry | 73 | (<0.5%) | 61 | 175 | (<0.5%) | 30 | 409 | (<0.5%) | 25 |

Employment by Industry

| | | | | | | | | | |
|------------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 20,894 | | | 102,014 | | | 289,015 | | |
| Educational Services | 6,896 | (33%) | 141 | 31,315 | (30.7%) | 131 | 79,972 | (27.7%) | 118 |
| Wholesale Retail | 2,531 | (12.1%) | 92 | 13,497 | (13.2%) | 101 | 37,235 | (12.9%) | 98 |
| Transportation | 1,959 | (9.4%) | 160 | 10,176 | (10%) | 170 | 31,362 | (10.9%) | 185 |
| Entertainment Services | 1,548 | (7.4%) | 85 | 6,617 | (6.5%) | 75 | 19,931 | (6.9%) | 71 |
| Financial, Insurance & Real Estate | 1,542 | (7.4%) | 109 | 6,937 | (6.8%) | 101 | 19,415 | (6.7%) | 100 |
| Professional Services | 1,421 | (6.8%) | 84 | 6,203 | (6.1%) | 75 | 17,820 | (6.2%) | 74 |
| Agriculture/Mining/Construction | 1,392 | (6.7%) | 71 | 7,154 | (7%) | 81 | 21,085 | (7.3%) | 86 |
| Public Administration | 1,207 | (5.8%) | 121 | 5,542 | (5.4%) | 114 | 14,612 | (5.1%) | 106 |
| Administrative/Waste Services | 1,195 | (5.7%) | 137 | 4,451 | (4.4%) | 104 | 14,715 | (5.1%) | 122 |
| Other Professional Services | 570 | (2.7%) | 58 | 4,457 | (4.4%) | 93 | 13,292 | (4.6%) | 98 |
| Information | 309 | (1.5%) | 71 | 2,200 | (2.2%) | 116 | 5,473 | (1.9%) | 101 |

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|---------------------|--------|---------|-----|--------|---------|----|--------|---------|----|
| Manufacturing | 292 | (1.4%) | 14 | 3,374 | (3.3%) | 33 | 13,934 | (4.8%) | 49 |
| Management Services | 32 | (<0.5%) | 121 | 91 | (<0.5%) | 70 | 169 | (<0.5%) | 46 |

Language Spoken

| | | | | | | | | | |
|------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Speak English at Home | 24,752 | (58.2%) | 75 | 120,529 | (58.2%) | 75 | 292,644 | (51.7%) | 67 |
| Speak Spanish at Home | 9,109 | (21.4%) | 151 | 42,325 | (20.4%) | 144 | 144,420 | (25.5%) | 180 |
| Speak Other Language at Home | 8,655 | (20.4%) | 240 | 44,297 | (21.4%) | 252 | 129,349 | (22.8%) | 269 |

Ancestry

| | | | | | | | | | |
|-----------------------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Puerto Rican | 6,964 | (15.5%) | 551 | 23,441 | (10.7%) | 380 | 60,379 | (10.1%) | 358 |
| Other | 6,049 | (13.5%) | 99 | 31,293 | (14.3%) | 105 | 81,706 | (13.6%) | 100 |
| Italian | 3,297 | (7.3%) | 274 | 16,812 | (7.7%) | 287 | 47,073 | (7.8%) | 293 |
| Mexican | 3,246 | (7.2%) | 65 | 12,012 | (5.5%) | 49 | 22,979 | (3.8%) | 34 |
| Unclassified | 2,891 | (6.4%) | 44 | 17,352 | (7.9%) | 54 | 43,095 | (7.2%) | 49 |
| South Central Asian (e.g. Indian) | 2,458 | (5.5%) | 346 | 9,331 | (4.3%) | 270 | 20,989 | (3.5%) | 221 |
| South American | 1,567 | (3.5%) | 255 | 9,830 | (4.5%) | 328 | 45,677 | (7.6%) | 557 |
| Chinese | 1,537 | (3.4%) | 266 | 8,480 | (3.9%) | 301 | 24,423 | (4.1%) | 316 |
| Dominican | 1,134 | (2.5%) | 377 | 8,358 | (3.8%) | 570 | 27,220 | (4.5%) | 677 |

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 | 1,088 | (2.4%) | 41 | 8,330 | (3.8%) | 64 | 18,404 | (3.1%) | 51 |
| Central American | 868 | (1.9%) | 108 | 7,729 | (3.5%) | 198 | 26,720 | (4.5%) | 250 |
| Other European (e.g. Greek/Russian) | 818 | (1.8%) | 66 | 6,079 | (2.8%) | 100 | 16,681 | (2.8%) | 100 |
| Middle Eastern | 571 | (1.3%) | 228 | 5,222 | (2.4%) | 428 | 9,983 | (1.7%) | 298 |
| American | 502 | (1.1%) | 28 | 4,061 | (1.9%) | 46 | 7,940 | (1.3%) | 33 |
| Other Hispanic | 440 | (1%) | 92 | 3,170 | (1.4%) | 136 | 11,168 | (1.9%) | 175 |
| Polish | 420 | (0.9%) | 68 | 3,611 | (1.6%) | 120 | 8,903 | (1.5%) | 108 |
| South East Asian (e.g. Vietnamese) | 372 | (0.8%) | 175 | 1,151 | (0.5%) | 111 | 2,593 | (<0.5%) | 91 |
| German | 350 | (0.8%) | 11 | 2,604 | (1.2%) | 17 | 6,073 | (1%) | 14 |
| Other Asian | 164 | (<0.5%) | 103 | 508 | (<0.5%) | 66 | 1,771 | (<0.5%) | 83 |
| Cuban | 156 | (<0.5%) | 46 | 1,729 | (0.8%) | 104 | 9,955 | (1.7%) | 218 |
| Scandinavian | 130 | (<0.5%) | 17 | 930 | (<0.5%) | 25 | 1,870 | (<0.5%) | 18 |
| French | 103 | (<0.5%) | 22 | 325 | (<0.5%) | 14 | 827 | (<0.5%) | 13 |
| British | 87 | (<0.5%) | 4 | 1,086 | (<0.5%) | 10 | 2,590 | (<0.5%) | 8 |
| Native American (Indian/Eskimo) | 85 | (<0.5%) | 30 | 289 | (<0.5%) | 21 | 751 | (<0.5%) | 20 |
| Korean | 41 | (<0.5%) | 21 | 1,463 | (0.7%) | 151 | 2,617 | (<0.5%) | 98 |

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



Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | |
|---------------------------|--------|---------|--------|---------|--------|---------|
| Hawaiian/Pacific Islander | 23 | (<0.5%) | 67 | (<0.5%) | 157 | (<0.5%) |
| Japanese | 12 | (<0.5%) | 197 | (<0.5%) | 448 | (<0.5%) |
| Dutch | 11 | (<0.5%) | 127 | (<0.5%) | 318 | (<0.5%) |

Education (Age 25+)

| | | | | | | |
|----------------------------------|--------|---------|---------|---------|---------|---------|
| Total Educated Population | 31,239 | | 150,544 | | 417,998 | |
| Elementary (0 to 8 Years) | 2,073 | (6.6%) | 11,259 | (7.5%) | 34,106 | (8.2%) |
| Some High School (9 to 11 Years) | 1,965 | (6.3%) | 11,002 | (7.3%) | 30,360 | (7.3%) |
| High School Graduate (12 Years) | 10,161 | (32.5%) | 46,474 | (30.9%) | 132,957 | (31.8%) |
| Some College (13 to 16 Years) | 4,694 | (15%) | 23,124 | (15.4%) | 67,755 | (16.2%) |
| Associates Degree Only | 2,713 | (8.7%) | 10,504 | (7%) | 27,421 | (6.6%) |
| Bachelor's Degree Only | 6,337 | (20.3%) | 30,196 | (20.1%) | 78,506 | (18.8%) |
| Graduate Degree | 3,296 | (10.6%) | 17,985 | (11.9%) | 46,893 | (11.2%) |

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Household Type

| Household Type | 1 Mile | 3 Mile | 5 Mile |
|-----------------------|---------------|----------------|----------------|
| Households | 14,501 | 73,791 | 209,880 |
| One Person Households | 3,050 (21%) | 17,392 (23.6%) | 53,771 (25.6%) |
| Married Couple | 6,756 (46.6%) | 35,283 (47.8%) | 92,476 (44.1%) |
| Male Householder | 1,057 (7.3%) | 4,189 (5.7%) | 14,608 (7%) |
| Female Householder | 2,840 (19.6%) | 13,686 (18.5%) | 38,705 (18.4%) |
| Non Family Households | 798 (5.5%) | 3,241 (4.4%) | 10,320 (4.9%) |

Household Size

| Household Size | 1 Mile | 3 Mile | 5 Mile |
|---------------------|---------------|----------------|----------------|
| Households | 14,501 | 73,791 | 209,880 |
| 1 Person Household | 3,050 (21%) | 17,392 (23.6%) | 53,771 (25.6%) |
| 2 Person Household | 3,535 (24.4%) | 18,793 (25.5%) | 54,240 (25.8%) |
| 3 Person Household | 2,646 (18.2%) | 12,974 (17.6%) | 37,341 (17.8%) |
| 4 Person Household | 2,501 (17.2%) | 12,359 (16.7%) | 33,270 (15.9%) |
| 5 Person Household | 1,435 (9.9%) | 6,653 (9%) | 17,488 (8.3%) |
| 6 Person Household | 807 (5.6%) | 3,308 (4.5%) | 8,300 (4%) |
| 7+ Person Household | 527 (3.6%) | 2,312 (3.1%) | 5,470 (2.6%) |

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



Benchmark: Nationwide



Housing Units

| | | | |
|-------------------------|--------|--------|---------|
| Total Housing Units | 15,360 | 78,469 | 223,105 |
| Owner Occupied Housing | 10,262 | 45,915 | 112,388 |
| Renter Occupied Housing | 4,239 | 27,876 | 97,492 |
| Vacant Housing | 859 | 4,678 | 13,225 |

Housing Rent

| | | | |
|--------------------------|-------------|---------------|----------------|
| Average Rent | \$1,836.9 | \$1,713.49 | \$1,667.63 |
| Median Rent | \$1,852.56 | \$1,713.65 | \$1,663.57 |
| Total Cash Rents Housing | 4,009 | 26,825 | 94,426 |
| <\$300 | 156 (3.9%) | 1,264 (4.7%) | 3,982 (4.2%) |
| \$300-\$500 | 165 (4.1%) | 867 (3.2%) | 2,937 (3.1%) |
| \$500-\$750 | 242 (6%) | 1,214 (4.5%) | 4,231 (4.5%) |
| \$750-\$1000 | 180 (4.5%) | 1,585 (5.9%) | 5,859 (6.2%) |
| \$1000-\$1500 | 629 (15.7%) | 5,526 (20.6%) | 21,644 (22.9%) |
| \$1500-\$2000 | 897 (22.4%) | 6,919 (25.8%) | 26,166 (27.7%) |
| \$2000-\$2500 | 816 (20.4%) | 5,232 (19.5%) | 17,608 (18.6%) |

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 | 573 | (14.3%) | 247 | 2,800 | (10.4%) | 180 | 8,192 | (8.7%) | 150 |
| \$3000-\$3500 | 236 | (5.9%) | 192 | 1,046 | (3.9%) | 127 | 2,686 | (2.8%) | 93 |
| >\$3500 | 115 | (2.9%) | 74 | 372 | (1.4%) | 38 | 1,121 | (1.2%) | 32 |

Value of Owner-Occupied Housing Units

| | | | | | | | | | |
|------------------------|--------------|---------|--------------|--------|--------------|-----|--------|---------|-----|
| Average House Value | \$795,199.44 | 148 | \$829,306.55 | 154 | \$805,143.25 | 150 | | | |
| Median House Value | \$758,835.4 | 194 | \$810,129.94 | 207 | \$769,100.59 | 196 | | | |
| Owner Occupied Housing | 10,262 | | 45,915 | | 112,388 | | | | |
| <\$100K | 251 | (2.4%) | 30 | 896 | (2%) | 24 | 2,568 | (2.3%) | 28 |
| \$100K - \$200K | 25 | (<0.5%) | 2 | 486 | (1.1%) | 8 | 1,212 | (1.1%) | 8 |
| \$200K - \$300K | 103 | (1%) | 6 | 796 | (1.7%) | 11 | 2,859 | (2.5%) | 16 |
| \$300K - \$400K | 245 | (2.4%) | 16 | 1,880 | (4.1%) | 28 | 6,213 | (5.5%) | 38 |
| \$400K - \$500K | 969 | (9.4%) | 8 | 3,285 | (7.2%) | 62 | 9,422 | (8.4%) | 72 |
| \$500K - \$1000K | 6,404 | (62.4%) | 244 | 26,049 | (56.7%) | 222 | 62,570 | (55.7%) | 218 |
| >\$1000K | 2,265 | (22.1%) | 190 | 12,523 | (27.3%) | 235 | 27,544 | (24.5%) | 211 |

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

| | | | | | | | | | |
|--|--------|---------|-----|--------|---------|-----|---------|---------|-----|
| Households in Poverty | 1,463 | (10.1%) | 8 | 9,643 | (13.1%) | 103 | 28,796 | (13.7%) | 109 |
| Households Above Poverty | 13,038 | (89.9%) | 103 | 64,148 | (86.9%) | 100 | 181,084 | (86.3%) | 99 |
| Households in Poverty (Married) | 356 | (2.5%) | 113 | 2,228 | (3%) | 139 | 5,908 | (2.8%) | 129 |
| Households in Poverty (Male Householder) | 105 | (0.7%) | 114 | 413 | (0.6%) | 88 | 1,571 | (0.7%) | 118 |
| Households in Poverty (Female Householder) | 477 | (3.3%) | 112 | 3,160 | (4.3%) | 145 | 7,675 | (3.7%) | 124 |
| Households in Poverty (Non-Family) | 489 | (3.4%) | 54 | 3,635 | (4.9%) | 71 | 12,896 | (6.1%) | 98 |
| Households in Poverty (Non-Family Student) | 36 | (<0.5%) | 40 | 207 | (<0.5%) | 45 | 746 | (<0.5%) | 57 |

Wealth per Household

| | | | | | | | | | |
|--------------------------|--------------|---------|-----|--------------|---------|-----|--------------|---------|-----|
| Household Average Wealth | \$243,797.67 | | 101 | \$239,697.63 | | 99 | \$231,021.82 | | 95 |
| Household Median Wealth | \$83,726.05 | | 102 | \$79,424.25 | | 97 | \$72,145.11 | | 88 |
| <\$0K | 2,476 | (17.1%) | 99 | 12,933 | (17.5%) | 101 | 38,077 | (18.1%) | 105 |
| \$0K - \$5K | 1,212 | (8.4%) | 99 | 6,454 | (8.7%) | 103 | 19,465 | (9.3%) | 109 |
| \$5K - \$10K | 646 | (4.5%) | 98 | 3,384 | (4.6%) | 101 | 10,083 | (4.8%) | 106 |
| \$10K - \$25K | 907 | (6.3%) | 99 | 4,670 | (6.3%) | 100 | 13,615 | (6.5%) | 102 |
| \$25K - \$50K | 995 | (6.9%) | 101 | 5,019 | (6.8%) | 100 | 14,297 | (6.8%) | 100 |

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 | 1,504 | (10.4%) | 7,537 | (10.2%) | 21,230 | (10.1%) |
| \$100K - \$250K | 2,654 | (18.3%) | 13,266 | (18%) | 36,951 | (17.6%) |
| \$250K - \$500K | 1,936 | (13.4%) | 9,662 | (13.1%) | 26,612 | (12.7%) |
| >\$500K | 2,171 | (15%) | 10,866 | (14.7%) | 29,550 | (14.1%) |

Vehicles per Household

| | | | | | | |
|----------------------------|--------|---------|---------|---------|---------|---------|
| Total Number of Vehicles | 21,361 | | 103,639 | | 286,026 | |
| Average Number of Vehicles | 1.47 | | 1.4 | | 1.36 | |
| No Vehicles | 2,471 | (17%) | 13,609 | (18.4%) | 41,053 | (19.6%) |
| 1 Vehicle | 5,163 | (35.6%) | 27,823 | (37.7%) | 84,199 | (40.1%) |
| 2 Vehicles | 4,929 | (34%) | 23,779 | (32.2%) | 60,787 | (29%) |
| 3 or more Vehicles | 1,938 | (13.4%) | 8,580 | (11.6%) | 23,841 | (11.4%) |

Population Change

| | | | | | |
|-----------|------|--|-------|--|-------|
| Births | 472 | | 2,290 | | 6,340 |
| Deaths | 299 | | 1,519 | | 4,169 |
| Migration | -184 | | -867 | | 2,665 |

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 | 594 | 4,447 | 12,733 |
| Total Employees | 8,570 | 59,339 | 160,278 |

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