



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

| | | | | | | |
|---------------------------------------|----------------|-----|-----------------|-----|----------------|-----|
| Population | 16,969 | | 441,875 | | 920,597 | |
| Households | 7,507 | | 184,036 | | 382,630 | |
| Persons per Household | 2.26 | 88 | 2.33 | 91 | 2.25 | 88 |
| Household Median Income | \$119,965.54 | 137 | \$120,726 | 138 | \$122,457.55 | 140 |
| Household Median Disposable Income | \$99,054.07 | 132 | \$99,257 | 132 | \$100,524.58 | 134 |
| Household Median Discretionary Income | \$74,246.73 | 128 | \$75,279.13 | 130 | \$76,722.24 | 132 |
| Average Income Per Person | \$65,562.04 | 139 | \$69,119.12 | 147 | \$73,027.04 | 155 |
| Median Rent | \$2,685.52 | 190 | \$2,360.77 | 167 | \$2,333.27 | 165 |
| Median House Value | \$797,707.55 | 204 | \$931,187.51 | 238 | \$997,815.67 | 255 |
| Households in Poverty | 1,068 (14.2%) | 113 | 23,493 (12.8%) | 101 | 54,642 (14.3%) | 113 |
| Household Median Wealth | \$66,911.42 | 8 | \$73,874.37 | 90 | \$75,663.83 | 92 |
| Average Age | 37 | 90 | 38.03 | 92 | 37.92 | 92 |
| Median Age | 35.9 | 89 | 36 | 89 | 35.42 | 88 |
| Households with Children | 1,267 (16.9%) | 63 | 35,514 (19.3%) | 72 | 70,203 (18.3%) | 68 |
| High School Graduate or Higher | 11,448 (89.5%) | 100 | 284,672 (87.7%) | 98 | 584,706 (90%) | 101 |

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 | 6,662 (52.1%) | 177,341 (54.6%) | 381,783 (58.8%) |
| Pop density (per sq mi) | 7,808 | 17,670 | 13,769 |
| Area (based on blockgroups) | 2 | 25 | 67 |

Population

| | | | |
|------------------------------|--------|---------|---------|
| Population 2025 Q4 | 16,969 | 441,875 | 920,597 |
| Population 2025 Q3 | 16,996 | 441,559 | 918,414 |
| Population 2025 Q2 | 16,762 | 442,416 | 918,180 |
| Population 2025 Q1 | 16,600 | 439,596 | 913,253 |
| Population 2024 Q4 | 16,551 | 440,044 | 912,643 |
| Population 2024 Q3 | 16,499 | 438,798 | 909,714 |
| Population 2024 Q2 | 16,488 | 437,749 | 906,588 |
| Population 2024 Q1 | 16,433 | 436,525 | 903,974 |
| Population 2023 Q4 | 16,336 | 434,714 | 899,126 |
| Population 5 Years Forecast | 17,428 | 451,049 | 939,213 |
| Population 10 Years Forecast | 17,716 | 457,558 | 952,508 |
| Persons per Household | 2.26 | 2.33 | 2.25 |

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|--|----------|---------|----------|--------|----------|--------|
| Group Quarters | 25 | (<0.5%) | 12,404 | (2.8%) | 61,230 | (6.7%) |
| Transient Population - Average Last 4 Quarters | 205 | (1.2%) | 6,861 | (1.6%) | 24,122 | (2.6%) |

Households

| | | | | | |
|------------------------------|-------|--|---------|--|---------|
| Households 2025 Q4 | 7,507 | | 184,036 | | 382,630 |
| Households 2025 Q3 | 7,515 | | 183,735 | | 381,502 |
| Households 2025 Q2 | 7,429 | | 184,128 | | 381,295 |
| Households 2025 Q1 | 7,363 | | 183,030 | | 379,180 |
| Households 2024 Q4 | 7,342 | | 183,135 | | 378,657 |
| Households 2024 Q3 | 7,316 | | 182,592 | | 377,326 |
| Households 2024 Q2 | 7,309 | | 182,134 | | 375,906 |
| Households 2024 Q1 | 7,289 | | 181,633 | | 374,701 |
| Households 2023 Q4 | 7,245 | | 180,844 | | 372,152 |
| Households 5 Years Forecast | 7,716 | | 188,410 | | 391,717 |
| Households 10 Years Forecast | 7,850 | | 191,470 | | 398,152 |

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



Audience Profile

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Gender

| | | | | | | | | | |
|--------|-------|---------|-----|---------|---------|-----|---------|---------|-----|
| Male | 8,543 | (50.3%) | 103 | 218,010 | (49.3%) | 101 | 448,167 | (48.7%) | 99 |
| Female | 8,426 | (49.7%) | 97 | 223,865 | (50.7%) | 99 | 472,430 | (51.3%) | 101 |

Ethnicity

| | | | | | | | | | |
|-------------------|-------|---------|-----|---------|---------|-----|---------|---------|-----|
| White | 7,887 | (46.5%) | 8 | 227,201 | (51.4%) | 89 | 509,514 | (55.3%) | 96 |
| Hispanic (Ethnic) | 3,567 | (21%) | 107 | 92,964 | (21%) | 107 | 158,108 | (17.2%) | 88 |
| Asian | 2,742 | (16.2%) | 280 | 56,184 | (12.7%) | 220 | 127,471 | (13.8%) | 240 |
| Other | 1,763 | (10.4%) | 200 | 32,039 | (7.3%) | 139 | 59,216 | (6.4%) | 124 |
| Black | 1,010 | (6%) | 50 | 33,487 | (7.6%) | 64 | 66,288 | (7.2%) | 61 |

Household by Ethnicity

| | | | | | | | | | |
|-------------------|-------|---------|-----|---------|---------|-----|---------|---------|-----|
| White | 3,888 | (51.8%) | 84 | 103,493 | (56.2%) | 91 | 227,043 | (59.3%) | 96 |
| Asian | 1,370 | (18.2%) | 395 | 22,559 | (12.3%) | 265 | 48,366 | (12.6%) | 273 |
| Other | 1,116 | (14.9%) | 196 | 19,808 | (10.8%) | 142 | 36,289 | (9.5%) | 125 |
| Hispanic (Ethnic) | 868 | (11.6%) | 76 | 26,991 | (14.7%) | 97 | 48,086 | (12.6%) | 83 |
| Black | 265 | (3.5%) | 32 | 11,185 | (6.1%) | 55 | 22,846 | (6%) | 54 |

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 Income | \$148,068.71 | 122 | \$163,454.9 | 134 | \$171,298.15 | 141 |
| Average Income Per Person | \$65,562.04 | 139 | \$69,119.12 | 147 | \$73,027.04 | 155 |
| Household Median Income | \$119,965.54 | 137 | \$120,726 | 138 | \$122,457.55 | 140 |
| <\$15K | 592 (7.9%) | 109 | 12,623 (6.9%) | 95 | 29,739 (7.8%) | 108 |
| \$15K - \$25K | 460 (6.1%) | 104 | 9,223 (5%) | 85 | 20,705 (5.4%) | 92 |
| \$25K - \$35K | 319 (4.2%) | 69 | 7,210 (3.9%) | 64 | 14,838 (3.9%) | 63 |
| \$35K - \$50K | 355 (4.7%) | 50 | 10,271 (5.6%) | 60 | 20,933 (5.5%) | 58 |
| \$50K - \$75K | 617 (8.2%) | 55 | 19,211 (10.4%) | 70 | 37,632 (9.8%) | 66 |
| \$75K - \$100K | 758 (10.1%) | 81 | 18,885 (10.3%) | 81 | 36,823 (9.6%) | 77 |
| \$100K - \$150K | 1,441 (19.2%) | 106 | 32,256 (17.5%) | 97 | 63,074 (16.5%) | 91 |
| \$150K - \$175K | 449 (6%) | 95 | 13,028 (7.1%) | 112 | 26,261 (6.9%) | 109 |
| \$175K - \$200K | 518 (6.9%) | 138 | 13,172 (7.2%) | 143 | 26,318 (6.9%) | 138 |
| \$200K - \$250K | 1,119 (14.9%) | 185 | 26,961 (14.6%) | 182 | 59,517 (15.6%) | 193 |
| \$250K - \$500K | 479 (6.4%) | 185 | 11,558 (6.3%) | 182 | 25,520 (6.7%) | 193 |
| >\$500K | 400 (5.3%) | 185 | 9,638 (5.2%) | 182 | 21,270 (5.6%) | 193 |

Disposable Households Income

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



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|-------------------------------------|---------------|--|----------------|--|----------------|--|
| Household Average Disposable Income | \$111,942.84 | | \$112,390.74 | | \$113,423.32 | |
| Household Median Disposable Income | \$99,054.07 | | \$99,257 | | \$100,524.58 | |
| <\$15K | 691 (9.2%) | | 14,761 (8%) | | 34,691 (9.1%) | |
| \$15K - \$25K | 420 (5.6%) | | 9,160 (5%) | | 20,519 (5.4%) | |
| \$25K - \$35K | 355 (4.7%) | | 8,918 (4.8%) | | 17,233 (4.5%) | |
| \$35K - \$50K | 476 (6.3%) | | 13,153 (7.1%) | | 27,307 (7.1%) | |
| \$50K - \$75K | 797 (10.6%) | | 23,103 (12.6%) | | 44,909 (11.7%) | |
| \$75K - \$100K | 1,061 (14.1%) | | 23,684 (12.9%) | | 45,852 (12%) | |
| \$100K - \$150K | 1,513 (20.2%) | | 37,876 (20.6%) | | 75,409 (19.7%) | |
| \$150K - \$175K | 597 (8%) | | 14,981 (8.1%) | | 31,925 (8.3%) | |
| \$175K - \$200K | 474 (6.3%) | | 11,299 (6.1%) | | 24,942 (6.5%) | |
| \$200K - \$250K | 453 (6%) | | 10,906 (5.9%) | | 24,081 (6.3%) | |
| \$250K - \$500K | 616 (8.2%) | | 14,894 (8.1%) | | 32,896 (8.6%) | |
| >\$500K | 54 (0.7%) | | 1,301 (0.7%) | | 2,866 (0.7%) | |

Discretionary Households Income

| | | | | | | |
|--|-------------|--|-------------|--|-------------|--|
| Household Average Discretionary Income | \$79,299.94 | | \$81,798.07 | | \$83,125.65 | |
|--|-------------|--|-------------|--|-------------|--|

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



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| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|---------------------------------------|-------------|---------|-----|-------------|---------|-----|-------------|---------|-----|
| Household Median Discretionary Income | \$74,246.73 | | 128 | \$75,279.13 | | 130 | \$76,722.24 | | 132 |
| <\$10K | 700 | (9.3%) | 120 | 13,106 | (7.1%) | 92 | 31,805 | (8.3%) | 107 |
| \$10K - \$20K | 544 | (7.2%) | 79 | 13,892 | (7.5%) | 81 | 30,038 | (7.9%) | 86 |
| \$20K - \$30K | 330 | (4.4%) | 47 | 11,747 | (6.4%) | 68 | 23,926 | (6.3%) | 66 |
| \$30K - \$40K | 474 | (6.3%) | 69 | 11,323 | (6.2%) | 67 | 22,971 | (6%) | 66 |
| \$40K - \$50K | 418 | (5.6%) | 66 | 12,879 | (7%) | 83 | 23,590 | (6.2%) | 73 |
| \$50K - \$75K | 1,334 | (17.8%) | 101 | 28,774 | (15.6%) | 89 | 55,473 | (14.5%) | 83 |
| \$75K - \$100K | 979 | (13%) | 105 | 23,952 | (13%) | 105 | 46,885 | (12.3%) | 99 |
| \$100K - \$125K | 917 | (12.2%) | 144 | 20,754 | (11.3%) | 133 | 41,116 | (10.7%) | 126 |
| \$125K - \$150K | 1,045 | (13.9%) | 215 | 20,329 | (11%) | 170 | 43,236 | (11.3%) | 174 |
| >\$150K | 766 | (10.2%) | 101 | 27,280 | (14.8%) | 147 | 63,590 | (16.6%) | 164 |

Households Income by Ethnicity

| | | | | | | | | | |
|------------------------|--------------|--|-----|--------------|--|-----|--------------|--|-----|
| Average Income - White | \$128,454.58 | | 125 | \$126,952.96 | | 124 | \$128,783.77 | | 126 |
| Median Income - White | \$142,806.55 | | 151 | \$138,164.87 | | 146 | \$143,534.79 | | 152 |
| Average Income - Black | \$104,335.4 | | 140 | \$89,962.81 | | 121 | \$83,680.4 | | 112 |
| Median Income - Black | \$103,618.28 | | 172 | \$77,389.9 | | 129 | \$70,348.74 | | 117 |

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| | 1 Mile | 3 Mile | 5 Mile |
|---------------------------|--------------------|--------------------|--------------------|
| Average Income - Asian | \$108,492.28 (90) | \$117,135.75 (97) | \$111,372.48 (92) |
| Median Income - Asian | \$108,464.23 (86) | \$120,377.79 (96) | \$111,290.27 (88) |
| Average Income - Hispanic | \$104,206.51 (120) | \$105,275.32 (121) | \$101,425.25 (117) |
| Median Income - Hispanic | \$98,879.64 (132) | \$100,164.74 (133) | \$94,561.17 (126) |
| Average Income - Other | \$101,482.87 (106) | \$105,659.33 (110) | \$106,397.36 (111) |
| Median Income - Other | \$96,359.91 (111) | \$99,701.8 (115) | \$101,086.76 (117) |

Age

| Age Group | 1 Mile | 3 Mile | 5 Mile |
|-------------|---------------------|----------------------|-----------------------|
| Average Age | 37 (90) | 38.03 (92) | 37.92 (92) |
| Median Age | 35.9 (89) | 36 (89) | 35.42 (88) |
| 0-4 | 1,419 (8.4%) (156) | 32,865 (7.4%) (138) | 62,998 (6.8%) (127) |
| 5-13 | 1,412 (8.3%) (80) | 35,533 (8%) (79) | 70,265 (7.6%) (75) |
| 14-17 | 510 (3%) (57) | 16,377 (3.7%) (70) | 37,770 (4.1%) (71) |
| 18-21 | 487 (2.9%) (52) | 18,045 (4.1%) (74) | 52,352 (5.7%) (103) |
| 22-24 | 356 (2.1%) (50) | 14,302 (3.2%) (71) | 47,852 (5.2%) (124) |
| 25-29 | 1,218 (7.2%) (122) | 32,330 (7.3%) (124) | 65,248 (7.1%) (120) |
| 30-34 | 2,558 (15.1%) (235) | 58,664 (13.3%) (207) | 113,563 (12.3%) (192) |

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|-------|--------|---------|--------|--------|---------|-----|--------|---------|-----|
| 35-39 | 2,332 | (13.7%) | 209 | 51,136 | (11.6%) | 176 | 96,808 | (10.5%) | 160 |
| 40-44 | 1,595 | (9.4%) | 146 | 35,822 | (8.1%) | 126 | 68,130 | (7.4%) | 115 |
| 45-49 | 1,001 | (5.9%) | 98 | 25,662 | (5.8%) | 97 | 50,188 | (5.5%) | 91 |
| 50-54 | 796 | (4.7%) | 74 | 21,650 | (4.9%) | 83 | 42,962 | (4.7%) | 71 |
| 55-59 | 753 | (4.4%) | 73 | 20,691 | (4.7%) | 71 | 42,427 | (4.6%) | 76 |
| 60-64 | 712 | (4.2%) | 66 | 20,159 | (4.6%) | 72 | 42,457 | (4.6%) | 73 |
| 65-69 | 605 | (3.6%) | 58 | 18,496 | (4.2%) | 68 | 39,157 | (4.3%) | 70 |
| 70-74 | 465 | (2.7%) | 53 | 14,955 | (3.4%) | 66 | 32,236 | (3.5%) | 68 |
| 75-79 | 344 | (2%) | 51 | 11,488 | (2.6%) | 65 | 25,351 | (2.8%) | 69 |
| 80-84 | 209 | (1.2%) | 49 | 7,422 | (1.7%) | 67 | 16,493 | (1.8%) | 71 |
| 85+ | 197 | (1.2%) | 56 | 6,278 | (1.4%) | 68 | 14,340 | (1.6%) | 73 |

Age - Male

| | | | | | | | | | |
|------------------|-------|--------|-------|--------|--------|-----|--------|--------|-----|
| Male Average Age | 36.48 | 91 | 37.19 | 93 | 37.12 | 93 | | | |
| Male Median Age | 35.79 | 94 | 35.67 | 93 | 35.14 | 92 | | | |
| 0-4 | 729 | (8.5%) | 152 | 16,841 | (7.7%) | 138 | 32,284 | (7.2%) | 128 |
| 5-13 | 720 | (8.4%) | 81 | 18,174 | (8.3%) | 74 | 35,808 | (8%) | 74 |

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| 14-17 | 252 | (2.9%) | 54 | 8,225 | (3.8%) | 69 | 18,357 | (4.1%) | 75 |
| 18-21 | 246 | (2.9%) | 50 | 9,101 | (4.2%) | 72 | 25,172 | (5.6%) | 97 |
| 22-24 | 192 | (2.2%) | 51 | 7,266 | (3.3%) | 76 | 23,025 | (5.1%) | 117 |
| 25-29 | 633 | (7.4%) | 121 | 16,076 | (7.4%) | 120 | 32,124 | (7.2%) | 117 |
| 30-34 | 1,258 | (14.7%) | 223 | 28,979 | (13.3%) | 201 | 55,576 | (12.4%) | 188 |
| 35-39 | 1,224 | (14.3%) | 214 | 25,906 | (11.9%) | 178 | 48,476 | (10.8%) | 162 |
| 40-44 | 820 | (9.6%) | 148 | 18,184 | (8.3%) | 129 | 34,215 | (7.6%) | 118 |
| 45-49 | 500 | (5.9%) | 97 | 12,786 | (5.9%) | 97 | 24,971 | (5.6%) | 92 |
| 50-54 | 396 | (4.6%) | 76 | 10,680 | (4.9%) | 83 | 21,169 | (4.7%) | 80 |
| 55-59 | 381 | (4.5%) | 74 | 10,112 | (4.6%) | 77 | 20,743 | (4.6%) | 77 |
| 60-64 | 365 | (4.3%) | 68 | 9,849 | (4.5%) | 72 | 20,655 | (4.6%) | 74 |
| 65-69 | 294 | (3.4%) | 59 | 8,792 | (4%) | 69 | 18,418 | (4.1%) | 70 |
| 70-74 | 218 | (2.6%) | 53 | 6,884 | (3.2%) | 65 | 14,715 | (3.3%) | 68 |
| 75-79 | 154 | (1.8%) | 49 | 4,976 | (2.3%) | 63 | 10,855 | (2.4%) | 66 |
| 80-84 | 91 | (1.1%) | 49 | 3,042 | (1.4%) | 64 | 6,761 | (1.5%) | 69 |
| 85+ | 70 | (0.8%) | 54 | 2,137 | (1%) | 65 | 4,843 | (1.1%) | 71 |

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Audience Profile

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Benchmark: Nationwide



Age - Female

| Metric | 1 Mile | 3 Mile | 5 Mile |
|--------------------|---------------------|----------------------|----------------------|
| Female Average Age | 37.54 (89) | 38.84 (92) | 38.67 (91) |
| Female Median Age | 36.02 (87) | 36.34 (88) | 35.7 (86) |
| 0-4 | 690 (8.2%) (159) | 16,024 (7.2%) (139) | 30,714 (6.5%) (126) |
| 5-13 | 692 (8.2%) (84) | 17,359 (7.8%) (86) | 34,457 (7.3%) (75) |
| 14-17 | 258 (3.1%) (60) | 8,152 (3.6%) (72) | 19,413 (4.1%) (81) |
| 18-21 | 241 (2.9%) (54) | 8,944 (4%) (76) | 27,180 (5.8%) (109) |
| 22-24 | 164 (1.9%) (49) | 7,036 (3.1%) (79) | 24,827 (5.3%) (132) |
| 25-29 | 585 (6.9%) (123) | 16,254 (7.3%) (129) | 33,124 (7%) (125) |
| 30-34 | 1,300 (15.4%) (246) | 29,685 (13.3%) (212) | 57,987 (12.3%) (196) |
| 35-39 | 1,108 (13.1%) (203) | 25,230 (11.3%) (174) | 48,332 (10.2%) (158) |
| 40-44 | 775 (9.2%) (144) | 17,638 (7.9%) (123) | 33,915 (7.2%) (112) |
| 45-49 | 501 (5.9%) (99) | 12,876 (5.8%) (96) | 25,217 (5.3%) (89) |
| 50-54 | 400 (4.7%) (81) | 10,970 (4.9%) (83) | 21,793 (4.6%) (71) |
| 55-59 | 372 (4.4%) (73) | 10,579 (4.7%) (74) | 21,684 (4.6%) (74) |
| 60-64 | 347 (4.1%) (64) | 10,310 (4.6%) (71) | 21,802 (4.6%) (71) |

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|-------|--------|--------|----|--------|--------|----|--------|--------|----|
| 65-69 | 311 | (3.7%) | 58 | 9,704 | (4.3%) | 68 | 20,739 | (4.4%) | 69 |
| 70-74 | 247 | (2.9%) | 54 | 8,071 | (3.6%) | 67 | 17,521 | (3.7%) | 69 |
| 75-79 | 190 | (2.3%) | 52 | 6,512 | (2.9%) | 67 | 14,496 | (3.1%) | 71 |
| 80-84 | 118 | (1.4%) | 49 | 4,380 | (2%) | 69 | 9,732 | (2.1%) | 72 |
| 85+ | 127 | (1.5%) | 57 | 4,141 | (1.8%) | 70 | 9,497 | (2%) | 71 |

Employment by Occupation

| | | | | | | | | | |
|---------------------------------|-------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 9,728 | | | 257,567 | | | 522,507 | | |
| Professional Specialty | 3,420 | (35.2%) | 142 | 92,295 | (35.8%) | 145 | 194,069 | (37.1%) | 150 |
| Managerial/Executive | 1,850 | (19%) | 109 | 53,922 | (20.9%) | 120 | 118,302 | (22.6%) | 130 |
| Production & Transportation | 1,035 | (10.6%) | 81 | 18,655 | (7.2%) | 56 | 31,636 | (6.1%) | 47 |
| Sales | 780 | (8%) | 86 | 16,944 | (6.6%) | 70 | 36,450 | (7%) | 75 |
| Office Admin | 694 | (7.1%) | 67 | 19,907 | (7.7%) | 73 | 42,287 | (8.1%) | 74 |
| Building Maintenance & Cleaning | 613 | (6.3%) | 186 | 10,872 | (4.2%) | 124 | 16,980 | (3.2%) | 96 |
| Construction | 579 | (6%) | 74 | 14,085 | (5.5%) | 68 | 22,043 | (4.2%) | 53 |
| Personal Care | 270 | (2.8%) | 111 | 6,056 | (2.4%) | 94 | 12,755 | (2.4%) | 98 |
| Food Preparation & Serving | 222 | (2.3%) | 45 | 14,685 | (5.7%) | 112 | 27,104 | (5.2%) | 102 |

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|-----------------------------|----------|--------|----------|-------|----------|----|--------|---------|----|
| Healthcare support | 200 | (2.1%) | 63 | 6,368 | (2.5%) | 74 | 12,743 | (2.4%) | 74 |
| Protective | 65 | (0.7%) | 31 | 3,261 | (1.3%) | 58 | 7,488 | (1.4%) | 66 |
| Farming, Fishing & Forestry | | | | 517 | (<0.5%) | 35 | 650 | (<0.5%) | 22 |

Employment by Industry

| | | | | | | | | | |
|------------------------------------|-------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 9,728 | | | 257,567 | | | 522,507 | | |
| Educational Services | 2,138 | (22%) | 94 | 68,683 | (26.7%) | 114 | 151,329 | (29%) | 124 |
| Professional Services | 1,992 | (20.5%) | 253 | 46,789 | (18.2%) | 225 | 95,152 | (18.2%) | 225 |
| Wholesale Retail | 1,003 | (10.3%) | 74 | 21,565 | (8.4%) | 64 | 44,381 | (8.5%) | 65 |
| Manufacturing | 806 | (8.3%) | 83 | 18,156 | (7%) | 71 | 35,174 | (6.7%) | 68 |
| Financial, Insurance & Real Estate | 746 | (7.7%) | 114 | 18,630 | (7.2%) | 107 | 42,467 | (8.1%) | 120 |
| Agriculture/Mining/Construction | 687 | (7.1%) | 83 | 13,715 | (5.3%) | 63 | 22,071 | (4.2%) | 50 |
| Entertainment Services | 607 | (6.2%) | 72 | 23,295 | (9%) | 104 | 44,601 | (8.5%) | 98 |
| Administrative/Waste Services | 555 | (5.7%) | 136 | 11,573 | (4.5%) | 107 | 19,382 | (3.7%) | 89 |
| Other Professional Services | 359 | (3.7%) | 74 | 10,034 | (3.9%) | 83 | 20,027 | (3.8%) | 84 |
| Information | 336 | (3.5%) | 185 | 7,106 | (2.8%) | 148 | 13,538 | (2.6%) | 139 |
| Transportation | 300 | (3.1%) | 53 | 9,943 | (3.9%) | 66 | 18,140 | (3.5%) | 59 |

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



Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-----------------------|--------|------|----|--------|---------|----|--------|---------|----|
| Public Administration | 199 | (2%) | 43 | 7,891 | (3.1%) | 64 | 15,765 | (3%) | 63 |
| Management Services | | | | 187 | (<0.5%) | 57 | 480 | (<0.5%) | 72 |

Language Spoken

| | | | | | | | | | |
|------------------------------|-------|---------|-----|---------|---------|-----|---------|---------|-----|
| Speak English at Home | 6,977 | (44.9%) | 58 | 234,710 | (57.4%) | 74 | 526,523 | (61.4%) | 7 |
| Speak Other Language at Home | 5,426 | (34.9%) | 411 | 100,217 | (24.5%) | 289 | 204,530 | (23.8%) | 281 |
| Speak Spanish at Home | 3,147 | (20.2%) | 143 | 74,083 | (18.1%) | 128 | 126,546 | (14.8%) | 104 |

Ancestry

| | | | | | | | | | |
|-----------------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Other | 3,958 | (23.3%) | 171 | 80,987 | (18.3%) | 134 | 165,515 | (18%) | 132 |
| Central American | 1,891 | (11.1%) | 625 | 44,969 | (10.2%) | 571 | 59,021 | (6.4%) | 360 |
| Unclassified | 1,609 | (9.5%) | 65 | 52,163 | (11.8%) | 80 | 111,401 | (12.1%) | 80 |
| Chinese | 1,479 | (8.7%) | 678 | 24,736 | (5.6%) | 435 | 59,800 | (6.5%) | 505 |
| Italian | 1,339 | (7.9%) | 295 | 28,442 | (6.4%) | 241 | 59,124 | (6.4%) | 240 |
| Scottish/Irish | 963 | (5.7%) | 95 | 31,553 | (7.1%) | 119 | 76,005 | (8.3%) | 138 |
| South American | 704 | (4.1%) | 304 | 12,428 | (2.8%) | 206 | 27,846 | (3%) | 221 |
| South Central Asian (e.g. Indian) | 679 | (4%) | 253 | 14,280 | (3.2%) | 205 | 31,433 | (3.4%) | 216 |
| Puerto Rican | 534 | (3.1%) | 112 | 13,740 | (3.1%) | 111 | 26,374 | (2.9%) | 102 |

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

| | ● 1 Mile | | ● 3 Mile | | ● 5 Mile | | | | |
|-------------------------------------|----------|---------|----------|--------|----------|-----|--------|---------|-----|
| Other European (e.g. Greek/Russian) | 349 | (2.1%) | 74 | 13,597 | (3.1%) | 111 | 34,717 | (3.8%) | 136 |
| Middle Eastern | 269 | (1.6%) | 284 | 5,140 | (1.2%) | 209 | 13,053 | (1.4%) | 254 |
| British | 257 | (1.5%) | 29 | 13,259 | (3%) | 58 | 30,475 | (3.3%) | 64 |
| German | 240 | (1.4%) | 20 | 9,230 | (2.1%) | 29 | 22,652 | (2.5%) | 35 |
| American | 187 | (1.1%) | 28 | 6,712 | (1.5%) | 38 | 13,780 | (1.5%) | 38 |
| Mexican | 174 | (1%) | 9 | 6,321 | (1.4%) | 13 | 12,699 | (1.4%) | 12 |
| Other Hispanic | 170 | (1%) | 94 | 9,596 | (2.2%) | 204 | 15,927 | (1.7%) | 163 |
| Polish | 155 | (0.9%) | 67 | 4,409 | (1%) | 75 | 10,780 | (1.2%) | 86 |
| South East Asian (e.g. Vietnamese) | 104 | (0.6%) | 130 | 2,869 | (0.6%) | 137 | 6,260 | (0.7%) | 144 |
| French | 88 | (0.5%) | 49 | 4,049 | (0.9%) | 86 | 9,145 | (1%) | 93 |
| Japanese | 85 | (0.5%) | 220 | 1,365 | (<0.5%) | 136 | 4,069 | (<0.5%) | 194 |
| Dominican | 71 | (<0.5%) | 62 | 4,552 | (1%) | 154 | 13,209 | (1.4%) | 214 |
| Scandinavian | 68 | (<0.5%) | 23 | 3,460 | (0.8%) | 46 | 8,403 | (0.9%) | 53 |
| Korean | 55 | (<0.5%) | 75 | 3,458 | (0.8%) | 176 | 8,983 | (1%) | 220 |
| Cuban | 23 | (<0.5%) | 18 | 1,358 | (<0.5%) | 40 | 3,032 | (<0.5%) | 43 |
| Other Asian | 21 | (<0.5%) | 35 | 2,133 | (<0.5%) | 136 | 4,397 | (<0.5%) | 135 |

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



Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|---------------------------------|--------|---------|----|--------|---------|----|--------|---------|----|
| Native American (Indian/Eskimo) | 17 | (<0.5%) | 16 | 472 | (<0.5%) | 17 | 909 | (<0.5%) | 16 |
| Dutch | 2 | (<0.5%) | 2 | 968 | (<0.5%) | 42 | 2,106 | (<0.5%) | 44 |
| Hawaiian/Pacific Islander | 2 | (<0.5%) | 7 | 123 | (<0.5%) | 16 | 292 | (<0.5%) | 18 |

Education (Age 25+)

| | | | | | | | | | |
|----------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Educated Population | 12,785 | | | 324,753 | | | 649,360 | | |
| Elementary (0 to 8 Years) | 875 | (6.8%) | 143 | 24,324 | (7.5%) | 157 | 39,029 | (6%) | 126 |
| Some High School (9 to 11 Years) | 462 | (3.6%) | 61 | 15,757 | (4.9%) | 89 | 25,625 | (3.9%) | 67 |
| High School Graduate (12 Years) | 3,255 | (25.5%) | 98 | 61,834 | (19%) | 73 | 113,491 | (17.5%) | 67 |
| Some College (13 to 16 Years) | 1,148 | (9%) | 46 | 31,983 | (9.8%) | 51 | 62,835 | (9.7%) | 50 |
| Associates Degree Only | 383 | (3%) | 34 | 13,514 | (4.2%) | 47 | 26,597 | (4.1%) | 47 |
| Bachelor's Degree Only | 3,796 | (29.7%) | 139 | 90,057 | (27.7%) | 130 | 189,126 | (29.1%) | 137 |
| Graduate Degree | 2,866 | (22.4%) | 163 | 87,284 | (26.9%) | 195 | 192,657 | (29.7%) | 216 |

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



Benchmark: Nationwide



Household Type

| Household Type | 1 Mile | 3 Mile | 5 Mile |
|-----------------------|--------------------|---------------------|---------------------|
| Households | 7,507 | 184,036 | 382,630 |
| One Person Households | 2,389 (31.8%) 116 | 60,442 (32.8%) 120 | 133,962 (35%) 127 |
| Married Couple | 2,343 (31.2%) 65 | 62,621 (34%) 71 | 129,739 (33.9%) 71 |
| Male Householder | 217 (2.9%) 57 | 7,457 (4.1%) 8 | 13,340 (3.5%) 69 |
| Female Householder | 841 (11.2%) 90 | 17,363 (9.4%) 76 | 33,846 (8.8%) 71 |
| Non Family Households | 1,717 (22.9%) 323 | 36,153 (19.6%) 277 | 71,743 (18.7%) 264 |

Household Size

| Household Size | 1 Mile | 3 Mile | 5 Mile |
|---------------------|--------------------|---------------------|----------------------|
| Households | 7,507 | 184,036 | 382,630 |
| 1 Person Household | 2,389 (31.8%) 116 | 60,442 (32.8%) 120 | 133,962 (35%) 127 |
| 2 Person Household | 2,785 (37.1%) 113 | 61,481 (33.4%) 102 | 127,689 (33.4%) 101 |
| 3 Person Household | 1,112 (14.8%) 95 | 28,786 (15.6%) 100 | 56,905 (14.9%) 95 |
| 4 Person Household | 695 (9.3%) 71 | 19,685 (10.7%) 8 | 39,297 (10.3%) 7 |
| 5 Person Household | 293 (3.9%) 62 | 8,059 (4.4%) 69 | 15,108 (3.9%) 62 |
| 6 Person Household | 148 (2%) 72 | 3,394 (1.8%) 67 | 6,018 (1.6%) 58 |
| 7+ Person Household | 85 (1.1%) 62 | 2,189 (1.2%) 65 | 3,651 (1%) 52 |

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



Benchmark: Nationwide



Housing Units

| | | | |
|-------------------------|-------|---------|---------|
| Total Housing Units | 8,187 | 197,049 | 411,724 |
| Renter Occupied Housing | 4,781 | 112,550 | 232,601 |
| Owner Occupied Housing | 2,726 | 71,486 | 150,029 |
| Vacant Housing | 680 | 13,013 | 29,094 |

Housing Rent

| | | | | | | |
|--------------------------|-------------|---------|----------------|-----|----------------|-----|
| Average Rent | \$2,584.35 | 167 | \$2,316.11 | 150 | \$2,276.97 | 147 |
| Median Rent | \$2,685.52 | 190 | \$2,360.77 | 167 | \$2,333.27 | 165 |
| Total Cash Rents Housing | 4,656 | 110,024 | 227,390 | | | |
| <\$300 | 48 (1%) | 37 | 3,556 (3.2%) | 116 | 8,885 (3.9%) | 140 |
| \$300-\$500 | 96 (2.1%) | 53 | 3,304 (3%) | 74 | 8,347 (3.7%) | 95 |
| \$500-\$750 | 62 (1.3%) | 15 | 3,248 (3%) | 34 | 8,646 (3.8%) | 44 |
| \$750-\$1000 | 71 (1.5%) | 12 | 3,009 (2.7%) | 21 | 7,243 (3.2%) | 24 |
| \$1000-\$1500 | 394 (8.5%) | 32 | 8,946 (8.1%) | 31 | 18,865 (8.3%) | 32 |
| \$1500-\$2000 | 634 (13.6%) | 65 | 17,423 (15.8%) | 75 | 34,027 (15%) | 71 |
| \$2000-\$2500 | 718 (15.4%) | 131 | 21,518 (19.6%) | 166 | 41,531 (18.3%) | 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 | 822 | (17.7%) | 305 | 18,851 | (17.1%) | 296 | 35,771 | (15.7%) | 272 |
| \$3000-\$3500 | 766 | (16.5%) | 537 | 13,504 | (12.3%) | 400 | 27,754 | (12.2%) | 398 |
| >\$3500 | 1,045 | (22.4%) | 610 | 16,665 | (15.1%) | 412 | 36,321 | (16%) | 434 |

Value of Owner-Occupied Housing Units

| | | | | | | | | | |
|------------------------|--------------|---------|--------------|--------|--------------|-----|--------|---------|-----|
| Average House Value | \$845,994.11 | 158 | \$1.07M | 199 | \$1.18M | 221 | | | |
| Median House Value | \$797,707.55 | 204 | \$931,187.51 | 238 | \$997,815.67 | 255 | | | |
| Owner Occupied Housing | 2,726 | | 71,486 | | 150,029 | | | | |
| <\$100K | 37 | (1.4%) | 17 | 1,088 | (1.5%) | 19 | 2,197 | (1.5%) | 18 |
| \$100K - \$200K | 19 | (0.7%) | 5 | 364 | (0.5%) | 4 | 919 | (0.6%) | 5 |
| \$200K - \$300K | 33 | (1.2%) | 8 | 842 | (1.2%) | 8 | 1,825 | (1.2%) | 8 |
| \$300K - \$400K | 112 | (4.1%) | 28 | 1,901 | (2.7%) | 18 | 3,723 | (2.5%) | 17 |
| \$400K - \$500K | 252 | (9.2%) | 8 | 3,418 | (4.8%) | 41 | 6,657 | (4.4%) | 38 |
| \$500K - \$1000K | 1,563 | (57.3%) | 224 | 33,169 | (46.4%) | 181 | 59,986 | (40%) | 156 |
| >\$1000K | 710 | (26%) | 225 | 30,704 | (43%) | 370 | 74,722 | (49.8%) | 429 |

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

| | | | | | | | | | |
|--|-------|---------|-----|---------|---------|-----|---------|---------|-----|
| Households in Poverty | 1,068 | (14.2%) | 113 | 23,493 | (12.8%) | 101 | 54,642 | (14.3%) | 113 |
| Households Above Poverty | 6,439 | (85.8%) | 98 | 160,543 | (87.2%) | 100 | 327,988 | (85.7%) | 98 |
| Households in Poverty (Married) | 52 | (0.7%) | 32 | 3,198 | (1.7%) | 8 | 6,145 | (1.6%) | 74 |
| Households in Poverty (Male Householder) | 31 | (<0.5%) | 65 | 1,089 | (0.6%) | 93 | 1,821 | (<0.5%) | 75 |
| Households in Poverty (Female Householder) | 319 | (4.2%) | 144 | 3,667 | (2%) | 68 | 7,191 | (1.9%) | 64 |
| Households in Poverty (Non-Family) | 578 | (7.7%) | 123 | 13,432 | (7.3%) | 117 | 31,398 | (8.2%) | 131 |
| Households in Poverty (Non-Family Student) | 88 | (1.2%) | 188 | 2,107 | (1.1%) | 184 | 8,087 | (2.1%) | 339 |

Wealth per Household

| | | | | | | | | | |
|--------------------------|--------------|--------|--------------|--------|-------------|-----|--------|---------|-----|
| Household Average Wealth | \$234,238.38 | 97 | \$243,063.37 | 100 | \$246,035.7 | 101 | | | |
| Household Median Wealth | \$66,911.42 | 8 | \$73,874.37 | 90 | \$75,663.83 | 92 | | | |
| <\$0K | 1,429 | (19%) | 110 | 33,947 | (18.4%) | 107 | 70,246 | (18.4%) | 106 |
| \$0K - \$5K | 713 | (9.5%) | 112 | 16,771 | (9.1%) | 107 | 34,480 | (9%) | 106 |
| \$5K - \$10K | 373 | (5%) | 110 | 8,849 | (4.8%) | 106 | 18,244 | (4.8%) | 105 |
| \$10K - \$25K | 497 | (6.6%) | 105 | 11,928 | (6.5%) | 102 | 24,647 | (6.4%) | 102 |
| \$25K - \$50K | 500 | (6.7%) | 98 | 12,152 | (6.6%) | 97 | 25,097 | (6.6%) | 96 |

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



Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-----------------|--------|---------|----|--------|---------|-----|--------|---------|-----|
| \$50K - \$100K | 714 | (9.5%) | 93 | 17,531 | (9.5%) | 93 | 36,239 | (9.5%) | 92 |
| \$100K - \$250K | 1,247 | (16.6%) | 92 | 31,022 | (16.9%) | 93 | 64,527 | (16.9%) | 93 |
| \$250K - \$500K | 927 | (12.3%) | 93 | 23,392 | (12.7%) | 96 | 48,984 | (12.8%) | 97 |
| >\$500K | 1,107 | (14.7%) | 99 | 28,444 | (15.5%) | 104 | 60,166 | (15.7%) | 105 |

Vehicles per Household

| | | | | | | | | | |
|----------------------------|-------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Number of Vehicles | 9,601 | | | 196,755 | | | 398,649 | | |
| Average Number of Vehicles | 1.28 | | 70 | 1.07 | | 58 | 1.04 | | 57 |
| No Vehicles | 1,098 | (14.6%) | 177 | 51,671 | (28.1%) | 340 | 112,682 | (29.4%) | 356 |
| 1 Vehicle | 3,948 | (52.6%) | 160 | 82,929 | (45.1%) | 137 | 170,481 | (44.6%) | 136 |
| 2 Vehicles | 1,876 | (25%) | 68 | 38,499 | (20.9%) | 57 | 77,757 | (20.3%) | 55 |
| 3 or more Vehicles | 585 | (7.8%) | 35 | 10,937 | (5.9%) | 27 | 21,710 | (5.7%) | 26 |

Population Change

| | | | | | | | | | |
|-----------|-----|--|--|--------|--|--|--------|--|--|
| Births | 251 | | | 6,072 | | | 12,017 | | |
| Deaths | 86 | | | 2,589 | | | 5,557 | | |
| Migration | 258 | | | -1,403 | | | 1,978 | | |

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 | 646 | 19,280 | 42,809 |
| Total Employees | 7,605 | 375,364 | 963,281 |

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