



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

| | | | | | | |
|---------------------------------------|----------------|-----|-----------------|-----|-----------------|-----|
| Population | 34,293 | | 485,740 | | 1.8M | |
| Households | 11,376 | | 204,153 | | 801,048 | |
| Persons per Household | 3.01 | 118 | 2.29 | 90 | 2.16 | 85 |
| Household Median Income | \$88,647.56 | 102 | \$118,593.89 | 36 | \$114,148.25 | 31 |
| Household Median Disposable Income | \$74,728.17 | 100 | \$97,004.86 | 129 | \$93,287.3 | 124 |
| Household Median Discretionary Income | \$50,756.73 | 88 | \$71,860.3 | 124 | \$68,601.36 | 118 |
| Average Income Per Person | \$39,483.44 | 84 | \$82,481.59 | 175 | \$86,675.25 | 184 |
| Median Rent | \$1,767.53 | 125 | \$2,046.16 | 145 | \$2,083.91 | 148 |
| Median House Value | \$665,068.91 | 170 | \$991,814.31 | 253 | \$1.13M | 289 |
| Households in Poverty | 1,755 (15.4%) | 122 | 26,981 (13.2%) | 105 | 120,671 (15.1%) | 119 |
| Household Median Wealth | \$62,949.69 | 7 | \$80,001.21 | 98 | \$71,197.19 | 87 |
| Average Age | 39.4 | 96 | 41.94 | 102 | 41.24 | 100 |
| Median Age | 37.86 | 94 | 40.83 | 101 | 38.84 | 96 |
| Households with Children | 3,652 (32.1%) | 120 | 43,958 (21.5%) | 8 | 155,819 (19.5%) | 73 |
| High School Graduate or Higher | 19,004 (78.8%) | 88 | 315,474 (88.7%) | 99 | 1.2M (88.4%) | 99 |

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 | 6,321 (26.2%) | 199,283 (56.1%) | 752,255 (56.6%) |
| Pop density (per sq mi) | 25,065 | 23,479 | 26,562 |
| Area (based on blockgroups) | 1 | 21 | 67 |

Population

| | | | |
|------------------------------|--------|---------|------|
| Population 2025 Q4 | 34,293 | 485,740 | 1.8M |
| Population 2025 Q3 | 34,376 | 485,101 | 1.8M |
| Population 2025 Q2 | 34,411 | 484,657 | 1.8M |
| Population 2025 Q1 | 34,360 | 483,307 | 1.8M |
| Population 2024 Q4 | 34,210 | 484,420 | 1.8M |
| Population 2024 Q3 | 34,164 | 482,878 | 1.8M |
| Population 2024 Q2 | 34,070 | 480,871 | 1.7M |
| Population 2024 Q1 | 33,768 | 478,645 | 1.7M |
| Population 2023 Q4 | 33,685 | 476,367 | 1.7M |
| Population 5 Years Forecast | 34,315 | 481,676 | 1.8M |
| Population 10 Years Forecast | 34,671 | 482,287 | 1.8M |
| Persons per Household | 3.01 | 2.29 | 2.16 |

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| Group Quarters | 8 (<0.5%) | 17,898 (3.7%) | 56,919 (3.2%) |
| Transient Population - Average Last 4 Quarters | | 4,789 (1%) | 80,345 (4.5%) |

Households

| | | | |
|------------------------------|--------|---------|---------|
| Households 2025 Q4 | 11,376 | 204,153 | 801,048 |
| Households 2025 Q3 | 11,396 | 203,769 | 798,532 |
| Households 2025 Q2 | 11,407 | 203,678 | 796,644 |
| Households 2025 Q1 | 11,389 | 203,100 | 791,806 |
| Households 2024 Q4 | 11,343 | 203,276 | 788,536 |
| Households 2024 Q3 | 11,325 | 202,564 | 784,138 |
| Households 2024 Q2 | 11,294 | 201,653 | 779,125 |
| Households 2024 Q1 | 11,199 | 200,719 | 776,800 |
| Households 2023 Q4 | 11,168 | 199,726 | 772,452 |
| Households 5 Years Forecast | 11,390 | 202,426 | 805,110 |
| Households 10 Years Forecast | 11,512 | 202,579 | 809,892 |

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Audience Profile

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Gender

| | | | | | | | | | |
|--------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Male | 17,204 | (50.2%) | 102 | 231,501 | (47.7%) | 97 | 847,570 | (47.5%) | 97 |
| Female | 17,089 | (49.8%) | 98 | 254,239 | (52.3%) | 103 | 937,515 | (52.5%) | 103 |

Ethnicity

| | | | | | | | | | |
|-------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Hispanic (Ethnic) | 24,504 | (71.5%) | 365 | 181,929 | (37.5%) | 191 | 574,303 | (32.2%) | 164 |
| White | 6,841 | (19.9%) | 35 | 194,827 | (40.1%) | 70 | 705,186 | (39.5%) | 69 |
| Asian | 1,487 | (4.3%) | 75 | 68,469 | (14.1%) | 244 | 214,904 | (12%) | 208 |
| Other | 955 | (2.8%) | 54 | 18,182 | (3.7%) | 72 | 71,958 | (4%) | 71 |
| Black | 506 | (1.5%) | 13 | 22,333 | (4.6%) | 39 | 218,734 | (12.3%) | 104 |

Household by Ethnicity

| | | | | | | | | | |
|-------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Hispanic (Ethnic) | 7,624 | (67%) | 441 | 66,246 | (32.4%) | 214 | 217,402 | (27.1%) | 179 |
| White | 2,248 | (19.8%) | 32 | 90,971 | (44.6%) | 72 | 351,870 | (43.9%) | 71 |
| Other | 898 | (7.9%) | 104 | 14,535 | (7.1%) | 94 | 59,275 | (7.4%) | 98 |
| Asian | 462 | (4.1%) | 88 | 23,804 | (11.7%) | 252 | 84,916 | (10.6%) | 229 |
| Black | 144 | (1.3%) | 12 | 8,597 | (4.2%) | 38 | 87,585 | (10.9%) | 100 |

Households Income

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



Audience Profile

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Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|---------------------------|--------------|---------|-----|--------------|---------|-----|--------------|---------|-----|
| Household Average Income | \$119,001.97 | | 98 | \$191,683.09 | | 158 | \$188,890.85 | | 155 |
| Average Income Per Person | \$39,483.44 | | 84 | \$82,481.59 | | 175 | \$86,675.25 | | 184 |
| Household Median Income | \$88,647.56 | | 102 | \$118,593.89 | | 136 | \$114,148.25 | | 131 |
| <\$15K | 750 | (6.6%) | 91 | 15,453 | (7.6%) | 105 | 71,515 | (8.9%) | 124 |
| \$15K - \$25K | 743 | (6.5%) | 111 | 9,742 | (4.8%) | 8 | 44,918 | (5.6%) | 95 |
| \$25K - \$35K | 888 | (7.8%) | 127 | 9,554 | (4.7%) | 76 | 38,819 | (4.8%) | 7 |
| \$35K - \$50K | 873 | (7.7%) | 8 | 13,188 | (6.5%) | 69 | 51,326 | (6.4%) | 68 |
| \$50K - \$75K | 1,501 | (13.2%) | 88 | 20,563 | (10.1%) | 67 | 81,931 | (10.2%) | 68 |
| \$75K - \$100K | 1,700 | (14.9%) | 119 | 19,574 | (9.6%) | 76 | 74,365 | (9.3%) | 74 |
| \$100K - \$150K | 2,036 | (17.9%) | 99 | 33,591 | (16.5%) | 91 | 120,012 | (15%) | 83 |
| \$150K - \$175K | 769 | (6.8%) | 107 | 13,353 | (6.5%) | 104 | 50,861 | (6.3%) | 101 |
| \$175K - \$200K | 563 | (4.9%) | 99 | 12,751 | (6.2%) | 125 | 47,817 | (6%) | 120 |
| \$200K - \$250K | 869 | (7.6%) | 95 | 31,565 | (15.5%) | 192 | 122,887 | (15.3%) | 190 |
| \$250K - \$500K | 369 | (3.2%) | 94 | 13,528 | (6.6%) | 192 | 52,662 | (6.6%) | 190 |
| >\$500K | 315 | (2.8%) | 96 | 11,291 | (5.5%) | 192 | 43,935 | (5.5%) | 190 |

Disposable Households Income

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



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Benchmark: Nationwide

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|-------------------------------------|-------------|---------|-----|--------------|---------|-----|--------------|---------|-----|
| Household Average Disposable Income | \$88,059.8 | | 97 | \$111,119.54 | | 123 | \$108,397.82 | | 120 |
| Household Median Disposable Income | \$74,728.17 | | 100 | \$97,004.86 | | 129 | \$93,287.3 | | 124 |
| <\$15K | 829 | (7.3%) | 93 | 16,824 | (8.2%) | 105 | 77,689 | (9.7%) | 123 |
| \$15K - \$25K | 954 | (8.4%) | 122 | 11,390 | (5.6%) | 8 | 52,031 | (6.5%) | 94 |
| \$25K - \$35K | 1,028 | (9%) | 126 | 11,277 | (5.5%) | 7 | 43,449 | (5.4%) | 76 |
| \$35K - \$50K | 1,028 | (9%) | 8 | 15,059 | (7.4%) | 65 | 61,792 | (7.7%) | 68 |
| \$50K - \$75K | 1,873 | (16.5%) | 98 | 25,365 | (12.4%) | 74 | 98,804 | (12.3%) | 73 |
| \$75K - \$100K | 1,863 | (16.4%) | 114 | 25,403 | (12.4%) | 87 | 91,462 | (11.4%) | 80 |
| \$100K - \$150K | 2,086 | (18.3%) | 97 | 38,394 | (18.8%) | 100 | 144,224 | (18%) | 95 |
| \$150K - \$175K | 537 | (4.7%) | 92 | 19,209 | (9.4%) | 183 | 72,353 | (9%) | 176 |
| \$175K - \$200K | 322 | (2.8%) | 83 | 10,507 | (5.1%) | 150 | 39,969 | (5%) | 146 |
| \$200K - \$250K | 345 | (3%) | 91 | 12,367 | (6.1%) | 183 | 47,989 | (6%) | 181 |
| \$250K - \$500K | 468 | (4.1%) | 91 | 16,896 | (8.3%) | 182 | 65,586 | (8.2%) | 180 |
| >\$500K | 43 | (<0.5%) | 95 | 1,462 | (0.7%) | 180 | 5,700 | (0.7%) | 179 |

Discretionary Households Income

| | | | | | | | | | |
|--|-------------|--|----|-------------|--|-----|-------------|--|-----|
| Household Average Discretionary Income | \$57,929.62 | | 85 | \$81,545.64 | | 119 | \$79,177.69 | | 116 |
|--|-------------|--|----|-------------|--|-----|-------------|--|-----|

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| | ● 1 Mile | | ● 3 Mile | | ● 5 Mile | |
|---------------------------------------|---------------|-----|----------------|-----|-----------------|-----|
| Household Median Discretionary Income | \$50,756.73 | 88 | \$71,860.3 | 124 | \$68,601.36 | 118 |
| <\$10K | 856 (7.5%) | 97 | 19,194 (9.4%) | 121 | 90,403 (11.3%) | 146 |
| \$10K - \$20K | 1,567 (13.8%) | 151 | 16,661 (8.2%) | 89 | 70,068 (8.7%) | 96 |
| \$20K - \$30K | 1,035 (9.1%) | 96 | 14,570 (7.1%) | 76 | 58,498 (7.3%) | 71 |
| \$30K - \$40K | 1,060 (9.3%) | 102 | 13,508 (6.6%) | 72 | 52,234 (6.5%) | 71 |
| \$40K - \$50K | 1,071 (9.4%) | 112 | 12,310 (6%) | 71 | 48,725 (6.1%) | 72 |
| \$50K - \$75K | 2,522 (22.2%) | 126 | 29,148 (14.3%) | 81 | 105,658 (13.2%) | 75 |
| \$75K - \$100K | 1,359 (11.9%) | 96 | 23,654 (11.6%) | 93 | 85,257 (10.6%) | 86 |
| \$100K - \$125K | 853 (7.5%) | 88 | 18,969 (9.3%) | 109 | 72,328 (9%) | 106 |
| \$125K - \$150K | 780 (6.9%) | 106 | 21,005 (10.3%) | 159 | 83,151 (10.4%) | 160 |
| >\$150K | 273 (2.4%) | 24 | 35,134 (17.2%) | 170 | 134,726 (16.8%) | 166 |

Households Income by Ethnicity

| | | | | | | |
|------------------------|--------------|-----|--------------|-----|--------------|-----|
| Average Income - White | \$95,751.78 | 93 | \$137,302.37 | 134 | \$137,786.37 | 34 |
| Median Income - White | \$85,725.13 | 91 | \$163,521.14 | 173 | \$164,682.81 | 174 |
| Average Income - Black | \$140,350.71 | 189 | \$88,293.19 | 119 | \$77,641.83 | 104 |
| Median Income - Black | \$172,548.57 | 287 | \$70,610.49 | 117 | \$60,960.65 | 101 |

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| | 1 Mile | 3 Mile | 5 Mile |
|---------------------------|-------------------|--------------------|--------------------|
| Average Income - Asian | \$114,613.54 (95) | \$127,430.34 (105) | \$133,048.61 (110) |
| Median Income - Asian | \$111,065.13 (88) | \$140,243.3 (111) | \$155,309.22 (123) |
| Average Income - Hispanic | \$95,212.47 (110) | \$90,548.24 (104) | \$85,525.84 (99) |
| Median Income - Hispanic | \$87,815.68 (117) | \$80,089.09 (107) | \$70,924.97 (94) |
| Average Income - Other | \$95,901.16 (100) | \$109,126.72 (114) | \$104,088.11 (109) |
| Median Income - Other | \$88,203.7 (102) | \$105,968.96 (122) | \$96,742.85 (112) |

Age

| Age Group | 1 Mile | 3 Mile | 5 Mile |
|-------------|---------------------|---------------------|----------------------|
| Average Age | 39.4 (96) | 41.94 (102) | 41.24 (100) |
| Median Age | 37.86 (94) | 40.83 (101) | 38.84 (96) |
| 0-4 | 2,131 (6.2%) (116) | 29,357 (6%) (112) | 120,627 (6.8%) (126) |
| 5-13 | 3,574 (10.4%) (103) | 41,831 (8.6%) (85) | 146,452 (8.2%) (81) |
| 14-17 | 1,590 (4.6%) (88) | 19,718 (4.1%) (77) | 65,759 (3.7%) (70) |
| 18-21 | 1,638 (4.8%) (87) | 21,844 (4.5%) (82) | 69,399 (3.9%) (70) |
| 22-24 | 1,256 (3.7%) (87) | 17,514 (3.6%) (86) | 53,777 (3%) (72) |
| 25-29 | 2,283 (6.7%) (113) | 26,979 (5.6%) (94) | 109,893 (6.2%) (105) |
| 30-34 | 2,720 (7.9%) (123) | 38,153 (7.9%) (122) | 164,944 (9.2%) (144) |

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|-------|--------|--------|--------|--------|---------|--------|
| 35-39 | 2,735 | (8%) | 40,102 | (8.3%) | 168,638 | (9.4%) |
| 40-44 | 2,499 | (7.3%) | 35,735 | (7.4%) | 136,858 | (7.7%) |
| 45-49 | 2,357 | (6.9%) | 30,814 | (6.3%) | 112,678 | (6.3%) |
| 50-54 | 2,072 | (6%) | 28,930 | (6%) | 103,118 | (5.8%) |
| 55-59 | 2,021 | (5.9%) | 29,280 | (6%) | 104,980 | (5.9%) |
| 60-64 | 2,123 | (6.2%) | 29,899 | (6.2%) | 104,116 | (5.8%) |
| 65-69 | 1,787 | (5.2%) | 27,985 | (5.8%) | 94,904 | (5.3%) |
| 70-74 | 1,330 | (3.9%) | 23,190 | (4.8%) | 78,994 | (4.4%) |
| 75-79 | 970 | (2.8%) | 19,114 | (3.9%) | 64,599 | (3.6%) |
| 80-84 | 623 | (1.8%) | 13,145 | (2.7%) | 44,610 | (2.5%) |
| 85+ | 584 | (1.7%) | 12,150 | (2.5%) | 40,739 | (2.3%) |

Age - Male

| | | | | | | |
|------------------|-------|---------|--------|--------|--------|--------|
| Male Average Age | 38.3 | | 40.6 | | 39.93 | |
| Male Median Age | 36.98 | | 38.86 | | 38.17 | |
| 0-4 | 1,099 | (6.4%) | 15,065 | (6.5%) | 61,874 | (7.3%) |
| 5-13 | 1,793 | (10.4%) | 21,276 | (9.2%) | 74,377 | (8.8%) |

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|-------|--------|--------|-----|--------|--------|-----|--------|--------|-----|
| 14-17 | 819 | (4.8%) | 87 | 9,711 | (4.2%) | 7 | 32,668 | (3.9%) | 70 |
| 18-21 | 847 | (4.9%) | 85 | 10,600 | (4.6%) | 7 | 34,051 | (4%) | 70 |
| 22-24 | 648 | (3.8%) | 86 | 8,461 | (3.7%) | 83 | 26,234 | (3.1%) | 70 |
| 25-29 | 1,209 | (7%) | 114 | 13,258 | (5.7%) | 93 | 51,635 | (6.1%) | 99 |
| 30-34 | 1,479 | (8.6%) | 130 | 18,563 | (8%) | 121 | 77,971 | (9.2%) | 139 |
| 35-39 | 1,429 | (8.3%) | 124 | 19,518 | (8.4%) | 126 | 81,890 | (9.7%) | 145 |
| 40-44 | 1,303 | (7.6%) | 117 | 17,734 | (7.7%) | 118 | 67,668 | (8%) | 123 |
| 45-49 | 1,213 | (7.1%) | 117 | 15,041 | (6.5%) | 108 | 54,906 | (6.5%) | 107 |
| 50-54 | 1,037 | (6%) | 102 | 13,950 | (6%) | 102 | 49,772 | (5.9%) | 99 |
| 55-59 | 1,006 | (5.8%) | 97 | 13,996 | (6%) | 101 | 50,352 | (5.9%) | 99 |
| 60-64 | 1,041 | (6.1%) | 97 | 14,048 | (6.1%) | 97 | 49,292 | (5.8%) | 93 |
| 65-69 | 835 | (4.9%) | 83 | 12,816 | (5.5%) | 94 | 43,486 | (5.1%) | 87 |
| 70-74 | 603 | (3.5%) | 73 | 10,314 | (4.5%) | 92 | 34,660 | (4.1%) | 85 |
| 75-79 | 403 | (2.3%) | 64 | 7,933 | (3.4%) | 94 | 26,151 | (3.1%) | 85 |
| 80-84 | 242 | (1.4%) | 64 | 5,045 | (2.2%) | 100 | 16,815 | (2%) | 91 |
| 85+ | 198 | (1.2%) | 76 | 4,172 | (1.8%) | 119 | 13,768 | (1.6%) | 107 |

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Audience Profile

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Benchmark: Nationwide



Age - Female

| Metric | 1 Mile | 3 Mile | 5 Mile |
|--------------------|---------------------|---------------------|---------------------|
| Female Average Age | 40.52 (96) | 43.17 (102) | 42.42 (100) |
| Female Median Age | 38.82 (94) | 41.79 (101) | 40.58 (98) |
| 0-4 | 1,032 (6%) (117) | 14,292 (5.6%) (109) | 58,753 (6.3%) (122) |
| 5-13 | 1,781 (10.4%) (107) | 20,555 (8.1%) (83) | 72,075 (7.7%) (7) |
| 14-17 | 771 (4.5%) (89) | 10,007 (3.9%) (7) | 33,091 (3.5%) (70) |
| 18-21 | 791 (4.6%) (88) | 11,244 (4.4%) (84) | 35,348 (3.8%) (71) |
| 22-24 | 608 (3.6%) (89) | 9,053 (3.6%) (89) | 27,543 (2.9%) (74) |
| 25-29 | 1,074 (6.3%) (112) | 13,721 (5.4%) (96) | 58,258 (6.2%) (110) |
| 30-34 | 1,241 (7.3%) (116) | 19,590 (7.7%) (123) | 86,973 (9.3%) (148) |
| 35-39 | 1,306 (7.6%) (118) | 20,584 (8.1%) (125) | 86,748 (9.3%) (143) |
| 40-44 | 1,196 (7%) (110) | 18,001 (7.1%) (111) | 69,190 (7.4%) (115) |
| 45-49 | 1,144 (6.7%) (111) | 15,773 (6.2%) (103) | 57,772 (6.2%) (103) |
| 50-54 | 1,035 (6.1%) (102) | 14,980 (5.9%) (99) | 53,346 (5.7%) (96) |
| 55-59 | 1,015 (5.9%) (98) | 15,284 (6%) (99) | 54,628 (5.8%) (96) |
| 60-64 | 1,082 (6.3%) (98) | 15,851 (6.2%) (97) | 54,824 (5.8%) (91) |

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|-------|--------|--------|--------|--------|--------|-----|--------|--------|-----|
| 65-69 | 952 | (5.6%) | 88 | 15,169 | (6%) | 94 | 51,418 | (5.5%) | 86 |
| 70-74 | 727 | (4.3%) | 74 | 12,876 | (5.1%) | 94 | 44,334 | (4.7%) | 87 |
| 75-79 | 567 | (3.3%) | 74 | 11,181 | (4.4%) | 102 | 38,448 | (4.1%) | 95 |
| 80-84 | 381 | (2.2%) | 74 | 8,100 | (3.2%) | 112 | 27,795 | (3%) | 104 |
| 85+ | 386 | (2.3%) | 86 | 7,978 | (3.1%) | 120 | 26,971 | (2.9%) | 110 |

Employment by Occupation

| | | | | | | | | | |
|---------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 18,059 | | | 257,863 | | | 941,658 | | |
| Production & Transportation | 3,102 | (17.2%) | 133 | 23,663 | (9.2%) | 71 | 66,955 | (7.1%) | 55 |
| Professional Specialty | 2,887 | (16%) | 65 | 81,002 | (31.4%) | 127 | 298,834 | (31.7%) | 128 |
| Managerial/Executive | 2,374 | (13.1%) | 76 | 60,099 | (23.3%) | 134 | 242,425 | (25.7%) | 148 |
| Office Admin | 1,999 | (11.1%) | 104 | 21,693 | (8.4%) | 74 | 79,091 | (8.4%) | 71 |
| Construction | 1,768 | (9.8%) | 122 | 11,656 | (4.5%) | 57 | 30,797 | (3.3%) | 41 |
| Sales | 1,626 | (9%) | 96 | 21,763 | (8.4%) | 90 | 82,601 | (8.8%) | 94 |
| Food Preparation & Serving | 1,287 | (7.1%) | 140 | 10,518 | (4.1%) | 84 | 36,944 | (3.9%) | 71 |
| Personal Care | 1,186 | (6.6%) | 263 | 9,299 | (3.6%) | 145 | 29,932 | (3.2%) | 127 |
| Building Maintenance & Cleaning | 1,068 | (5.9%) | 174 | 8,453 | (3.3%) | 97 | 26,635 | (2.8%) | 83 |

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| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-----------------------------|--------|---------|----|--------|---------|----|--------|---------|-----|
| Healthcare support | 521 | (2.9%) | 88 | 5,577 | (2.2%) | 66 | 31,006 | (3.3%) | 101 |
| Protective | 221 | (1.2%) | 57 | 3,979 | (1.5%) | 71 | 15,952 | (1.7%) | 7 |
| Farming, Fishing & Forestry | 20 | (<0.5%) | 19 | 161 | (<0.5%) | 11 | 486 | (<0.5%) | 9 |

Employment by Industry

| | | | | | | | | | |
|------------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 18,059 | | | 257,863 | | | 941,658 | | |
| Educational Services | 3,479 | (19.3%) | 8 | 61,426 | (23.8%) | 102 | 230,303 | (24.5%) | 105 |
| Wholesale Retail | 2,917 | (16.2%) | 123 | 28,662 | (11.1%) | 85 | 97,477 | (10.4%) | 7 |
| Entertainment Services | 2,111 | (11.7%) | 35 | 23,024 | (8.9%) | 103 | 83,987 | (8.9%) | 103 |
| Transportation | 1,783 | (9.9%) | 169 | 13,329 | (5.2%) | 88 | 43,159 | (4.6%) | 7 |
| Agriculture/Mining/Construction | 1,398 | (7.7%) | 91 | 10,682 | (4.1%) | 49 | 30,391 | (3.2%) | 38 |
| Other Professional Services | 1,296 | (7.2%) | 153 | 13,320 | (5.2%) | 110 | 40,966 | (4.4%) | 93 |
| Administrative/Waste Services | 1,206 | (6.7%) | 160 | 9,812 | (3.8%) | 91 | 33,321 | (3.5%) | 85 |
| Financial, Insurance & Real Estate | 1,184 | (6.6%) | 97 | 27,901 | (10.8%) | 160 | 124,273 | (13.2%) | 196 |
| Manufacturing | 1,116 | (6.2%) | 62 | 14,602 | (5.7%) | 57 | 40,613 | (4.3%) | 43 |
| Professional Services | 905 | (5%) | 62 | 35,278 | (13.7%) | 169 | 141,825 | (15.1%) | 186 |
| Public Administration | 471 | (2.6%) | 55 | 8,598 | (3.3%) | 70 | 29,518 | (3.1%) | 66 |

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



Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|---------------------|--------|---------|-----|--------|---------|-----|--------|---------|-----|
| Information | 140 | (0.8%) | 42 | 10,617 | (4.1%) | 221 | 43,967 | (4.7%) | 250 |
| Management Services | 53 | (<0.5%) | 231 | 612 | (<0.5%) | 187 | 1,858 | (<0.5%) | 155 |

Language Spoken

| | | | | | | | | | |
|------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Speak Spanish at Home | 20,199 | (62.8%) | 443 | 146,817 | (32.2%) | 227 | 443,024 | (26.6%) | 188 |
| Speak English at Home | 8,052 | (25%) | 32 | 213,187 | (46.7%) | 60 | 911,584 | (54.8%) | 71 |
| Speak Other Language at Home | 3,911 | (12.2%) | 143 | 96,379 | (21.1%) | 249 | 309,850 | (18.6%) | 219 |

Ancestry

| | | | | | | | | | |
|-----------------------------------|-------|---------|------|--------|---------|------|---------|---------|------|
| Central American | 6,714 | (19.6%) | 1098 | 29,692 | (6.1%) | 343 | 55,585 | (3.1%) | 175 |
| South American | 6,524 | (19%) | 1393 | 44,493 | (9.2%) | 670 | 101,886 | (5.7%) | 418 |
| Other | 4,220 | (12.3%) | 90 | 78,315 | (16.1%) | 118 | 274,087 | (15.4%) | 112 |
| Dominican | 3,295 | (9.6%) | 1435 | 32,903 | (6.8%) | 1012 | 163,811 | (9.2%) | 1370 |
| Cuban | 3,222 | (9.4%) | 1237 | 24,499 | (5%) | 664 | 41,219 | (2.3%) | 304 |
| Other Hispanic | 2,280 | (6.6%) | 625 | 14,939 | (3.1%) | 289 | 47,770 | (2.7%) | 252 |
| Puerto Rican | 2,028 | (5.9%) | 210 | 23,276 | (4.8%) | 170 | 116,071 | (6.5%) | 231 |
| Unclassified | 1,392 | (4.1%) | 28 | 37,085 | (7.6%) | 52 | 133,863 | (7.5%) | 51 |
| South Central Asian (e.g. Indian) | 725 | (2.1%) | 134 | 13,157 | (2.7%) | 171 | 53,167 | (3%) | 189 |

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 | | | | |
|-------------------------------------|----------|---------|----------|--------|----------|------|--------|---------|-----|
| Italian | 652 | (1.9%) | 71 | 13,761 | (2.8%) | 106 | 51,450 | (2.9%) | 108 |
| Middle Eastern | 463 | (1.4%) | 242 | 5,957 | (1.2%) | 220 | 20,431 | (1.1%) | 205 |
| Mexican | 441 | (1.3%) | 12 | 12,127 | (2.5%) | 22 | 47,961 | (2.7%) | 24 |
| Other European (e.g. Greek/Russian) | 280 | (0.8%) | 29 | 24,583 | (5.1%) | 182 | 83,563 | (4.7%) | 169 |
| Chinese | 217 | (0.6%) | 49 | 17,578 | (3.6%) | 281 | 62,306 | (3.5%) | 271 |
| Scottish/Irish | 189 | (0.6%) | 9 | 12,172 | (2.5%) | 42 | 52,615 | (2.9%) | 49 |
| German | 143 | (<0.5%) | 6 | 10,457 | (2.2%) | 30 | 39,611 | (2.2%) | 31 |
| Korean | 131 | (<0.5%) | 86 | 25,306 | (5.2%) | 1174 | 49,908 | (2.8%) | 630 |
| American | 130 | (<0.5%) | 10 | 8,374 | (1.7%) | 43 | 32,058 | (1.8%) | 45 |
| French | 75 | (<0.5%) | 21 | 2,735 | (0.6%) | 53 | 11,743 | (0.7%) | 62 |
| Polish | 56 | (<0.5%) | 12 | 5,387 | (1.1%) | 8 | 21,735 | (1.2%) | 89 |
| British | 45 | (<0.5%) | 3 | 7,833 | (1.6%) | 31 | 32,120 | (1.8%) | 35 |
| South East Asian (e.g. Vietnamese) | 45 | (<0.5%) | 28 | 1,529 | (<0.5%) | 67 | 6,074 | (<0.5%) | 72 |
| Japanese | 44 | (<0.5%) | 56 | 3,944 | (0.8%) | 357 | 15,187 | (0.9%) | 374 |
| Other Asian | 39 | (<0.5%) | 32 | 2,149 | (<0.5%) | 125 | 7,282 | (<0.5%) | 115 |
| Native American (Indian/Eskimo) | 32 | (<0.5%) | 15 | 476 | (<0.5%) | 15 | 2,030 | (<0.5%) | 18 |

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



Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | |
|---------------------------|--------|---------|--------|---------|--------|---------|
| Dutch | 16 | (<0.5%) | 920 | (<0.5%) | 3,182 | (<0.5%) |
| Scandinavian | 11 | (<0.5%) | 2,631 | (0.5%) | 8,855 | (<0.5%) |
| Hawaiian/Pacific Islander | 3 | (<0.5%) | 89 | (<0.5%) | 636 | (<0.5%) |

Education (Age 25+)

| | | | | | | |
|----------------------------------|--------|---------|---------|---------|---------|---------|
| Total Educated Population | 24,104 | | 355,476 | | 1.3M | |
| Elementary (0 to 8 Years) | 3,253 | (13.5%) | 24,515 | (6.9%) | 85,740 | (6.5%) |
| Some High School (9 to 11 Years) | 1,847 | (7.7%) | 15,487 | (4.4%) | 68,779 | (5.2%) |
| High School Graduate (12 Years) | 6,349 | (26.3%) | 60,389 | (17%) | 212,349 | (16%) |
| Some College (13 to 16 Years) | 4,613 | (19.1%) | 40,287 | (11.3%) | 150,712 | (11.3%) |
| Associates Degree Only | 1,721 | (7.1%) | 15,515 | (4.4%) | 59,236 | (4.5%) |
| Bachelor's Degree Only | 4,126 | (17.1%) | 100,211 | (28.2%) | 391,024 | (29.4%) |
| Graduate Degree | 2,195 | (9.1%) | 99,072 | (27.9%) | 361,231 | (27.2%) |

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Household Type

| Household Type | 1 Mile | 3 Mile | 5 Mile |
|-----------------------|---------------|----------------|-----------------|
| Households | 11,376 | 204,153 | 801,048 |
| One Person Households | 2,400 (21.1%) | 73,484 (36%) | 320,489 (40%) |
| Married Couple | 5,418 (47.6%) | 80,015 (39.2%) | 262,776 (32.8%) |
| Male Householder | 834 (7.3%) | 10,423 (5.1%) | 33,795 (4.2%) |
| Female Householder | 2,020 (17.8%) | 22,676 (11.1%) | 104,660 (13.1%) |
| Non Family Households | 704 (6.2%) | 17,555 (8.6%) | 79,328 (9.9%) |

Household Size

| Household Size | 1 Mile | 3 Mile | 5 Mile |
|---------------------|---------------|----------------|-----------------|
| Households | 11,376 | 204,153 | 801,048 |
| 1 Person Household | 2,400 (21.1%) | 73,484 (36%) | 320,489 (40%) |
| 2 Person Household | 2,905 (25.5%) | 61,782 (30.3%) | 245,888 (30.7%) |
| 3 Person Household | 2,181 (19.2%) | 30,653 (15%) | 108,286 (13.5%) |
| 4 Person Household | 1,970 (17.3%) | 23,099 (11.3%) | 76,105 (9.5%) |
| 5 Person Household | 1,087 (9.6%) | 9,242 (4.5%) | 30,114 (3.8%) |
| 6 Person Household | 504 (4.4%) | 3,664 (1.8%) | 12,381 (1.5%) |
| 7+ Person Household | 329 (2.9%) | 2,229 (1.1%) | 7,785 (1%) |

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

| | | | |
|-------------------------|--------|---------|---------|
| Total Housing Units | 11,863 | 223,736 | 896,361 |
| Renter Occupied Housing | 6,372 | 129,158 | 566,864 |
| Owner Occupied Housing | 5,004 | 74,995 | 234,184 |
| Vacant Housing | 487 | 19,583 | 95,313 |

Housing Rent

| | | | | | | |
|--------------------------|---------------|---------|----------------|-----|----------------|-----|
| Average Rent | \$1,806.62 | 117 | \$2,156.44 | 139 | \$2,174.04 | 141 |
| Median Rent | \$1,767.53 | 125 | \$2,046.16 | 145 | \$2,083.91 | 148 |
| Total Cash Rents Housing | 6,267 | 126,647 | 555,629 | | | |
| <\$300 | 133 (2.1%) | 76 | 3,700 (2.9%) | 105 | 18,493 (3.3%) | 119 |
| \$300-\$500 | 91 (1.5%) | 38 | 3,294 (2.6%) | 67 | 18,004 (3.2%) | 84 |
| \$500-\$750 | 230 (3.7%) | 42 | 4,762 (3.8%) | 43 | 25,595 (4.6%) | 53 |
| \$750-\$1000 | 370 (5.9%) | 45 | 5,969 (4.7%) | 36 | 31,951 (5.8%) | 44 |
| \$1000-\$1500 | 1,272 (20.3%) | 77 | 19,458 (15.4%) | 58 | 85,326 (15.4%) | 58 |
| \$1500-\$2000 | 1,939 (30.9%) | 147 | 24,313 (19.2%) | 91 | 86,001 (15.5%) | 75 |
| \$2000-\$2500 | 1,220 (19.5%) | 166 | 19,794 (15.6%) | 133 | 74,154 (13.3%) | 114 |

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 | 613 | (9.8%) | 169 | 13,248 | (10.5%) | 181 | 56,295 | (10.1%) | 175 |
| \$3000-\$3500 | 224 | (3.6%) | 117 | 10,426 | (8.2%) | 269 | 48,148 | (8.7%) | 283 |
| >\$3500 | 175 | (2.8%) | 76 | 21,683 | (17.1%) | 465 | 111,662 | (20.1%) | 546 |

Value of Owner-Occupied Housing Units

| | | | | | | | | | |
|------------------------|--------------|---------|--------------|--------|---------|-----|---------|---------|-----|
| Average House Value | \$693,844.25 | 129 | \$1.47M | 274 | \$1.6M | 298 | | | |
| Median House Value | \$665,068.91 | 170 | \$991,814.31 | 253 | \$1.13M | 289 | | | |
| Owner Occupied Housing | 5,004 | | 74,995 | | 234,184 | | | | |
| <\$100K | 129 | (2.6%) | 31 | 1,462 | (1.9%) | 24 | 5,687 | (2.4%) | 30 |
| \$100K - \$200K | 105 | (2.1%) | 16 | 1,027 | (1.4%) | 11 | 4,187 | (1.8%) | 14 |
| \$200K - \$300K | 200 | (4%) | 26 | 1,916 | (2.6%) | 16 | 5,849 | (2.5%) | 16 |
| \$300K - \$400K | 450 | (9%) | 62 | 3,243 | (4.3%) | 30 | 8,059 | (3.4%) | 24 |
| \$400K - \$500K | 516 | (10.3%) | 89 | 4,876 | (6.5%) | 56 | 11,036 | (4.7%) | 41 |
| \$500K - \$1000K | 2,974 | (59.4%) | 232 | 25,369 | (33.8%) | 132 | 67,193 | (28.7%) | 112 |
| >\$1000K | 630 | (12.6%) | 109 | 37,102 | (49.5%) | 427 | 132,173 | (56.4%) | 487 |

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



Benchmark: Nationwide



Poverty

| | | | | | | | | | |
|--|-------|---------|--|---------|---------|--|---------|---------|--|
| Households in Poverty | 1,755 | (15.4%) | | 26,981 | (13.2%) | | 120,671 | (15.1%) | |
| Households Above Poverty | 9,621 | (84.6%) | | 177,172 | (86.8%) | | 680,377 | (84.9%) | |
| Households in Poverty (Married) | 319 | (2.8%) | | 3,587 | (1.8%) | | 13,853 | (1.7%) | |
| Households in Poverty (Male Householder) | 69 | (0.6%) | | 1,065 | (0.5%) | | 5,668 | (0.7%) | |
| Households in Poverty (Female Householder) | 542 | (4.8%) | | 4,961 | (2.4%) | | 25,502 | (3.2%) | |
| Households in Poverty (Non-Family) | 786 | (6.9%) | | 15,478 | (7.6%) | | 69,486 | (8.7%) | |
| Households in Poverty (Non-Family Student) | 39 | (<0.5%) | | 1,890 | (0.9%) | | 6,162 | (0.8%) | |

Wealth per Household

| | | | | | | |
|--------------------------|--------------|---------|--------------|--------|--------------|--|
| Household Average Wealth | \$220,289.86 | | \$250,076.56 | | \$241,042.63 | |
| Household Median Wealth | \$62,949.69 | | \$80,001.21 | | \$71,197.19 | |
| <\$0K | 2,148 | (18.9%) | | 36,554 | (17.9%) | |
| \$0K - \$5K | 1,129 | (9.9%) | | 18,186 | (8.9%) | |
| \$5K - \$10K | 575 | (5.1%) | | 9,531 | (4.7%) | |
| \$10K - \$25K | 759 | (6.7%) | | 12,879 | (6.3%) | |
| \$25K - \$50K | 782 | (6.9%) | | 13,296 | (6.5%) | |

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



Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|-----------------|--------|---------|--------|--------|---------|-----|---------|---------|-----|
| \$50K - \$100K | 1,139 | (10%) | 98 | 19,383 | (9.5%) | 93 | 74,966 | (9.4%) | 91 |
| \$100K - \$250K | 1,947 | (17.1%) | 94 | 35,002 | (17.1%) | 95 | 133,453 | (16.7%) | 92 |
| \$250K - \$500K | 1,387 | (12.2%) | 92 | 26,701 | (13.1%) | 99 | 101,002 | (12.6%) | 95 |
| >\$500K | 1,510 | (13.3%) | 89 | 32,621 | (16%) | 107 | 122,885 | (15.3%) | 103 |

Vehicles per Household

| | | | | | | | | | |
|----------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Number of Vehicles | 14,257 | | | 154,942 | | | 408,318 | | |
| Average Number of Vehicles | 1.25 | | 69 | 0.76 | | 42 | 0.51 | | 28 |
| No Vehicles | 2,244 | (19.7%) | 239 | 96,749 | (47.4%) | 573 | 501,217 | (62.6%) | 757 |
| 1 Vehicle | 5,400 | (47.5%) | 145 | 72,326 | (35.4%) | 108 | 218,256 | (27.2%) | 83 |
| 2 Vehicles | 2,708 | (23.8%) | 65 | 26,047 | (12.8%) | 35 | 61,846 | (7.7%) | 21 |
| 3 or more Vehicles | 1,024 | (9%) | 41 | 9,031 | (4.4%) | 20 | 19,729 | (2.5%) | 11 |

Population Change

| | | | | | | | | | |
|-----------|-----|--|--|-------|--|--|--------|--|--|
| Births | 399 | | | 5,130 | | | 20,524 | | |
| Deaths | 220 | | | 3,856 | | | 13,352 | | |
| Migration | -75 | | | 167 | | | 16,698 | | |

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 | 599 | 12,448 | 98,997 |
| Total Employees | 4,903 | 138,674 | 1.7M |

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