



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

| | | | | | | |
|---------------------------------------|---------------|-----|-----------------|-----|-----------------|-----|
| Population | 24,507 | | 298,600 | | 714,184 | |
| Households | 8,209 | | 106,555 | | 252,431 | |
| Persons per Household | 2.98 | 117 | 2.78 | 109 | 2.77 | 109 |
| Household Median Income | \$130,574.28 | 150 | \$91,685.28 | 105 | \$87,181.87 | 100 |
| Household Median Disposable Income | \$106,070.07 | 141 | \$77,014.81 | 103 | \$73,419.07 | 98 |
| Household Median Discretionary Income | \$81,900.16 | 141 | \$54,096.67 | 93 | \$48,591.72 | 84 |
| Average Income Per Person | \$51,544.67 | 109 | \$45,470.77 | 97 | \$45,269.99 | 96 |
| Median Rent | \$2,097.11 | 149 | \$1,573.62 | 111 | \$1,580.12 | 112 |
| Median House Value | \$610,125.59 | 156 | \$581,157.3 | 148 | \$603,946.64 | 154 |
| Households in Poverty | 455 (5.5%) | 44 | 13,228 (12.4%) | 98 | 39,399 (15.6%) | 123 |
| Household Median Wealth | \$96,663.76 | 118 | \$71,024.01 | 87 | \$65,636.12 | 81 |
| Average Age | 42.02 | 102 | 40.1 | 97 | 39.31 | 95 |
| Median Age | 42.15 | 104 | 38.91 | 96 | 38.09 | 94 |
| Households with Children | 2,655 (32.3%) | 121 | 32,168 (30.2%) | 113 | 80,600 (31.9%) | 119 |
| High School Graduate or Higher | 15,470 (87%) | 97 | 179,752 (86.6%) | 97 | 414,951 (85.3%) | 95 |

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 |
|-----------------------------|---------------|----------------|-----------------|
| Bachelor's Degree or Higher | 7,368 (41.4%) | 66,663 (32.1%) | 149,878 (30.8%) |
| Pop density (per sq mi) | 8,007 | 10,801 | 8,556 |
| Area (based on blockgroups) | 3 | 28 | 83 |

Population

| | | | |
|------------------------------|--------|---------|---------|
| Population 2025 Q4 | 24,507 | 298,600 | 714,184 |
| Population 2025 Q3 | 24,405 | 297,788 | 712,686 |
| Population 2025 Q2 | 24,343 | 297,667 | 711,369 |
| Population 2025 Q1 | 24,209 | 296,329 | 708,510 |
| Population 2024 Q4 | 24,127 | 295,703 | 706,714 |
| Population 2024 Q3 | 24,047 | 294,183 | 703,612 |
| Population 2024 Q2 | 23,984 | 293,001 | 701,388 |
| Population 2024 Q1 | 23,833 | 291,599 | 698,017 |
| Population 2023 Q4 | 23,560 | 290,334 | 694,737 |
| Population 5 Years Forecast | 25,666 | 301,194 | 721,183 |
| Population 10 Years Forecast | 26,419 | 304,382 | 729,055 |
| Persons per Household | 2.98 | 2.78 | 2.77 |

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 |
|--|------------|------------|---------------|
| Group Quarters | 20 (<0.5%) | 2,907 (1%) | 15,498 (2.2%) |
| Transient Population - Average Last 4 Quarters | | | 6,386 (0.9%) |

Households

| | | | |
|------------------------------|-------|---------|---------|
| Households 2025 Q4 | 8,209 | 106,555 | 252,431 |
| Households 2025 Q3 | 8,174 | 106,212 | 251,745 |
| Households 2025 Q2 | 8,152 | 106,149 | 251,212 |
| Households 2025 Q1 | 8,104 | 105,653 | 250,161 |
| Households 2024 Q4 | 8,077 | 105,418 | 249,520 |
| Households 2024 Q3 | 8,048 | 104,878 | 248,404 |
| Households 2024 Q2 | 8,026 | 104,455 | 247,581 |
| Households 2024 Q1 | 7,977 | 103,951 | 246,363 |
| Households 2023 Q4 | 7,885 | 103,491 | 245,156 |
| Households 5 Years Forecast | 8,607 | 107,559 | 255,284 |
| Households 10 Years Forecast | 8,864 | 108,741 | 258,299 |

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Gender

| | | | | | | | | | |
|--------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Male | 11,840 | (48.3%) | 99 | 142,381 | (47.7%) | 97 | 343,263 | (48.1%) | 98 |
| Female | 12,667 | (51.7%) | 101 | 156,219 | (52.3%) | 103 | 370,921 | (51.9%) | 102 |

Ethnicity

| | | | | | | | | | |
|-------------------|-------|---------|-----|---------|---------|-----|---------|---------|-----|
| Black | 8,414 | (34.3%) | 291 | 124,505 | (41.7%) | 354 | 298,020 | (41.7%) | 354 |
| White | 6,673 | (27.2%) | 47 | 63,845 | (21.4%) | 37 | 157,772 | (22.1%) | 38 |
| Hispanic (Ethnic) | 5,037 | (20.6%) | 105 | 81,600 | (27.3%) | 140 | 197,169 | (27.6%) | 141 |
| Asian | 2,639 | (10.8%) | 186 | 15,295 | (5.1%) | 89 | 28,948 | (4.1%) | 70 |
| Other | 1,744 | (7.1%) | 137 | 13,355 | (4.5%) | 86 | 32,275 | (4.5%) | 87 |

Household by Ethnicity

| | | | | | | | | | |
|-------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Black | 2,602 | (31.7%) | 289 | 41,365 | (38.8%) | 354 | 100,367 | (39.8%) | 363 |
| White | 2,253 | (27.4%) | 45 | 22,056 | (20.7%) | 34 | 54,622 | (21.6%) | 35 |
| Hispanic (Ethnic) | 1,549 | (18.9%) | 124 | 28,487 | (26.7%) | 176 | 64,098 | (25.4%) | 167 |
| Other | 1,167 | (14.2%) | 187 | 10,295 | (9.7%) | 127 | 24,287 | (9.6%) | 127 |
| Asian | 638 | (7.8%) | 168 | 4,352 | (4.1%) | 88 | 9,057 | (3.6%) | 71 |

Households Income

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 | |
|---------------------------|---------------|-----|----------------|-----|----------------|-----|
| Household Average Income | \$153,796.09 | 126 | \$126,613.61 | 104 | \$127,227.64 | 105 |
| Average Income Per Person | \$51,544.67 | 109 | \$45,470.77 | 97 | \$45,269.99 | 96 |
| Household Median Income | \$130,574.28 | 150 | \$91,685.28 | 105 | \$87,181.87 | 100 |
| <\$15K | 145 (1.8%) | 24 | 7,164 (6.7%) | 93 | 22,604 (9%) | 124 |
| \$15K - \$25K | 158 (1.9%) | 33 | 5,646 (5.3%) | 90 | 15,089 (6%) | 102 |
| \$25K - \$35K | 274 (3.3%) | 54 | 5,910 (5.5%) | 90 | 14,942 (5.9%) | 97 |
| \$35K - \$50K | 481 (5.9%) | 63 | 9,872 (9.3%) | 99 | 23,453 (9.3%) | 99 |
| \$50K - \$75K | 782 (9.5%) | 64 | 15,327 (14.4%) | 96 | 34,240 (13.6%) | 91 |
| \$75K - \$100K | 1,070 (13%) | 104 | 13,176 (12.4%) | 98 | 31,472 (12.5%) | 99 |
| \$100K - \$150K | 1,935 (23.6%) | 130 | 18,373 (17.2%) | 95 | 41,910 (16.6%) | 91 |
| \$150K - \$175K | 885 (10.8%) | 171 | 7,567 (7.1%) | 113 | 15,035 (6%) | 95 |
| \$175K - \$200K | 548 (6.7%) | 134 | 5,971 (5.6%) | 112 | 12,715 (5%) | 101 |
| \$200K - \$250K | 1,082 (13.2%) | 163 | 9,824 (9.2%) | 114 | 22,940 (9.1%) | 113 |
| \$250K - \$500K | 465 (5.7%) | 164 | 4,200 (3.9%) | 114 | 9,815 (3.9%) | 113 |
| >\$500K | 384 (4.7%) | 162 | 3,525 (3.3%) | 115 | 8,216 (3.3%) | 113 |

Disposable Households Income

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 | |
|-------------------------------------|---------------|-----|----------------|-----|----------------|-----|
| Household Average Disposable Income | \$117,212.21 | 129 | \$93,882.25 | 104 | \$90,313.02 | 100 |
| Household Median Disposable Income | \$106,070.07 | 141 | \$77,014.81 | 103 | \$73,419.07 | 98 |
| <\$15K | 162 (2%) | 25 | 7,788 (7.3%) | 93 | 24,511 (9.7%) | 123 |
| \$15K - \$25K | 218 (2.7%) | 39 | 6,817 (6.4%) | 93 | 17,511 (6.9%) | 101 |
| \$25K - \$35K | 317 (3.9%) | 54 | 7,177 (6.7%) | 94 | 18,185 (7.2%) | 101 |
| \$35K - \$50K | 576 (7%) | 62 | 11,457 (10.8%) | 95 | 26,663 (10.6%) | 94 |
| \$50K - \$75K | 1,155 (14.1%) | 84 | 18,727 (17.6%) | 104 | 41,872 (16.6%) | 98 |
| \$75K - \$100K | 1,364 (16.6%) | 116 | 14,165 (13.3%) | 93 | 34,684 (13.7%) | 96 |
| \$100K - \$150K | 2,317 (28.2%) | 150 | 21,070 (19.8%) | 105 | 44,055 (17.5%) | 93 |
| \$150K - \$175K | 634 (7.7%) | 151 | 6,080 (5.7%) | 111 | 13,973 (5.5%) | 108 |
| \$175K - \$200K | 399 (4.9%) | 142 | 3,586 (3.4%) | 98 | 8,375 (3.3%) | 97 |
| \$200K - \$250K | 432 (5.3%) | 159 | 3,900 (3.7%) | 110 | 9,097 (3.6%) | 109 |
| \$250K - \$500K | 586 (7.1%) | 157 | 5,320 (5%) | 110 | 12,417 (4.9%) | 108 |
| >\$500K | 49 (0.6%) | 150 | 468 (<0.5%) | 111 | 1,088 (<0.5%) | 108 |

Discretionary Households Income

| | | | | | | |
|--|-------------|-----|-------------|----|-------------|----|
| Household Average Discretionary Income | \$88,844.01 | 130 | \$66,514.04 | 97 | \$62,694.57 | 92 |
|--|-------------|-----|-------------|----|-------------|----|

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 | |
|---------------------------------------|---------------|-----|----------------|-----|----------------|-----|
| Household Median Discretionary Income | \$81,900.16 | 141 | \$54,096.67 | 93 | \$48,591.72 | 84 |
| <\$10K | 154 (1.9%) | 24 | 8,654 (8.1%) | 105 | 29,388 (11.6%) | 150 |
| \$10K - \$20K | 298 (3.6%) | 40 | 10,078 (9.5%) | 103 | 26,111 (10.3%) | 113 |
| \$20K - \$30K | 438 (5.3%) | 57 | 10,866 (10.2%) | 108 | 27,721 (11%) | 116 |
| \$30K - \$40K | 473 (5.8%) | 63 | 10,768 (10.1%) | 110 | 24,155 (9.6%) | 105 |
| \$40K - \$50K | 564 (6.9%) | 8 | 9,318 (8.7%) | 104 | 21,831 (8.6%) | 103 |
| \$50K - \$75K | 1,674 (20.4%) | 116 | 17,981 (16.9%) | 96 | 40,966 (16.2%) | 92 |
| \$75K - \$100K | 1,603 (19.5%) | 157 | 13,324 (12.5%) | 101 | 25,985 (10.3%) | 83 |
| \$100K - \$125K | 988 (12%) | 142 | 9,216 (8.6%) | 102 | 18,172 (7.2%) | 85 |
| \$125K - \$150K | 840 (10.2%) | 158 | 7,659 (7.2%) | 111 | 16,334 (6.5%) | 100 |
| >\$150K | 1,177 (14.3%) | 142 | 8,691 (8.2%) | 8 | 21,768 (8.6%) | 85 |

Households Income by Ethnicity

| | | | | | | |
|------------------------|--------------|-----|--------------|-----|--------------|-----|
| Average Income - White | \$126,090.75 | 123 | \$122,109.84 | 119 | \$125,440.85 | 122 |
| Median Income - White | \$131,169.28 | 139 | \$125,670.11 | 133 | \$132,696.79 | 140 |
| Average Income - Black | \$134,011.13 | 180 | \$91,258.79 | 123 | \$82,173.71 | 110 |
| Median Income - Black | \$138,713.36 | 231 | \$80,895.64 | 134 | \$70,101.59 | 117 |

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 |
|---------------------------|--------------------|--------------------|--------------------|
| Average Income - Asian | \$144,089.62 (119) | \$124,550.61 (103) | \$127,081.77 (105) |
| Median Income - Asian | \$165,469.3 (131) | \$137,369.3 (109) | \$142,243.71 (113) |
| Average Income - Hispanic | \$118,530.97 (137) | \$97,682.63 (113) | \$93,959.58 (108) |
| Median Income - Hispanic | \$108,588.1 (145) | \$85,848.31 (114) | \$83,894.01 (112) |
| Average Income - Other | \$112,227.06 (117) | \$105,337.14 (110) | \$99,333.52 (104) |
| Median Income - Other | \$105,462.74 (122) | \$96,608.85 (112) | \$90,669.72 (105) |

Age

| Age Group | 1 Mile | 3 Mile | 5 Mile |
|-------------|--------------------|----------------------|---------------------|
| Average Age | 42.02 (102) | 40.1 (97) | 39.31 (95) |
| Median Age | 42.15 (104) | 38.91 (96) | 38.09 (94) |
| 0-4 | 1,378 (5.6%) (105) | 17,976 (6%) (112) | 42,956 (6%) (112) |
| 5-13 | 2,097 (8.6%) (84) | 30,713 (10.3%) (101) | 78,318 (11%) (108) |
| 14-17 | 1,129 (4.6%) (87) | 15,176 (5.1%) (96) | 38,835 (5.4%) (103) |
| 18-21 | 1,200 (4.9%) (89) | 15,523 (5.2%) (94) | 38,867 (5.4%) (99) |
| 22-24 | 913 (3.7%) (89) | 11,609 (3.9%) (93) | 28,557 (4%) (95) |
| 25-29 | 1,539 (6.3%) (107) | 18,815 (6.3%) (107) | 44,918 (6.3%) (107) |
| 30-34 | 1,586 (6.5%) (101) | 19,592 (6.6%) (102) | 46,967 (6.6%) (102) |

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



Audience Profile

Jan 1 - Dec 31, 2025

URBAN EDGE

Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | |
|-------|--------|--------|--------|--------|--------|--------|
| 35-39 | 1,556 | (6.3%) | 20,342 | (6.8%) | 48,706 | (6.8%) |
| 40-44 | 1,590 | (6.5%) | 20,479 | (6.9%) | 49,129 | (6.9%) |
| 45-49 | 1,667 | (6.8%) | 19,956 | (6.7%) | 47,993 | (6.7%) |
| 50-54 | 1,615 | (6.6%) | 19,070 | (6.4%) | 45,917 | (6.4%) |
| 55-59 | 1,775 | (7.2%) | 19,558 | (6.5%) | 46,043 | (6.4%) |
| 60-64 | 1,810 | (7.4%) | 19,583 | (6.6%) | 44,342 | (6.2%) |
| 65-69 | 1,703 | (6.9%) | 17,563 | (5.9%) | 38,925 | (5.5%) |
| 70-74 | 1,209 | (4.9%) | 13,119 | (4.4%) | 29,248 | (4.1%) |
| 75-79 | 846 | (3.5%) | 9,143 | (3.1%) | 20,911 | (2.9%) |
| 80-84 | 477 | (1.9%) | 5,657 | (1.9%) | 12,848 | (1.8%) |
| 85+ | 417 | (1.7%) | 4,726 | (1.6%) | 10,704 | (1.5%) |

Age - Male

| | | | | | | |
|------------------|-------|------|--------|---------|--------|---------|
| Male Average Age | 40.62 | | 38.79 | | 38.05 | |
| Male Median Age | 40.23 | | 37.58 | | 36.85 | |
| 0-4 | 708 | (6%) | 9,249 | (6.5%) | 22,102 | (6.4%) |
| 5-13 | 1,061 | (9%) | 15,516 | (10.9%) | 39,647 | (11.6%) |

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 | | |
|-------|--------|--------|-----|--------|--------|-----|--------|--------|-----|
| 14-17 | 592 | (5%) | 91 | 7,620 | (5.4%) | 98 | 19,644 | (5.7%) | 104 |
| 18-21 | 635 | (5.4%) | 93 | 7,862 | (5.5%) | 96 | 19,769 | (5.8%) | 100 |
| 22-24 | 487 | (4.1%) | 93 | 5,944 | (4.2%) | 95 | 14,607 | (4.3%) | 97 |
| 25-29 | 829 | (7%) | 114 | 9,451 | (6.6%) | 108 | 22,577 | (6.6%) | 107 |
| 30-34 | 792 | (6.7%) | 101 | 9,403 | (6.6%) | 100 | 22,643 | (6.6%) | 100 |
| 35-39 | 772 | (6.5%) | 98 | 9,533 | (6.7%) | 100 | 22,996 | (6.7%) | 100 |
| 40-44 | 750 | (6.3%) | 98 | 9,607 | (6.7%) | 104 | 23,314 | (6.8%) | 105 |
| 45-49 | 755 | (6.4%) | 106 | 9,270 | (6.5%) | 108 | 22,721 | (6.6%) | 110 |
| 50-54 | 731 | (6.2%) | 104 | 9,012 | (6.3%) | 107 | 22,132 | (6.4%) | 109 |
| 55-59 | 799 | (6.7%) | 112 | 9,143 | (6.4%) | 107 | 21,776 | (6.3%) | 106 |
| 60-64 | 840 | (7.1%) | 114 | 9,180 | (6.4%) | 103 | 21,069 | (6.1%) | 98 |
| 65-69 | 814 | (6.9%) | 117 | 8,164 | (5.7%) | 98 | 17,920 | (5.2%) | 89 |
| 70-74 | 549 | (4.6%) | 96 | 5,839 | (4.1%) | 85 | 13,025 | (3.8%) | 7 |
| 75-79 | 381 | (3.2%) | 88 | 3,822 | (2.7%) | 74 | 8,788 | (2.6%) | 70 |
| 80-84 | 200 | (1.7%) | 7 | 2,242 | (1.6%) | 72 | 5,045 | (1.5%) | 67 |
| 85+ | 145 | (1.2%) | 8 | 1,524 | (1.1%) | 71 | 3,488 | (1%) | 67 |

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

| Metric | 1 Mile | 3 Mile | 5 Mile |
|--------------------|-------------------|---------------------|----------------------|
| Female Average Age | 43.33 (102) | 41.29 (98) | 40.47 (96) |
| Female Median Age | 43.86 (106) | 41.08 (99) | 40.2 (97) |
| 0-4 | 670 (5.3%) (103) | 8,727 (5.6%) (109) | 20,854 (5.6%) (109) |
| 5-13 | 1,036 (8.2%) (84) | 15,197 (9.7%) (100) | 38,671 (10.4%) (107) |
| 14-17 | 537 (4.2%) (84) | 7,556 (4.8%) (95) | 19,191 (5.2%) (102) |
| 18-21 | 565 (4.5%) (84) | 7,661 (4.9%) (93) | 19,098 (5.1%) (98) |
| 22-24 | 426 (3.4%) (84) | 5,665 (3.6%) (91) | 13,950 (3.8%) (94) |
| 25-29 | 710 (5.6%) (100) | 9,364 (6%) (107) | 22,341 (6%) (107) |
| 30-34 | 794 (6.3%) (100) | 10,189 (6.5%) (104) | 24,324 (6.6%) (105) |
| 35-39 | 784 (6.2%) (95) | 10,809 (6.9%) (107) | 25,710 (6.9%) (107) |
| 40-44 | 840 (6.6%) (104) | 10,872 (7%) (109) | 25,815 (7%) (109) |
| 45-49 | 912 (7.2%) (120) | 10,686 (6.8%) (114) | 25,272 (6.8%) (113) |
| 50-54 | 884 (7%) (118) | 10,058 (6.4%) (109) | 23,785 (6.4%) (108) |
| 55-59 | 976 (7.7%) (127) | 10,415 (6.7%) (110) | 24,267 (6.5%) (108) |
| 60-64 | 970 (7.7%) (119) | 10,403 (6.7%) (103) | 23,273 (6.3%) (97) |

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 | | | | |
|-------|--------|--------|--------|-------|--------|----|--------|--------|----|
| 65-69 | 889 | (7%) | 110 | 9,399 | (6%) | 95 | 21,005 | (5.7%) | 89 |
| 70-74 | 660 | (5.2%) | 96 | 7,280 | (4.7%) | 86 | 16,223 | (4.4%) | 8 |
| 75-79 | 465 | (3.7%) | 85 | 5,321 | (3.4%) | 7 | 12,123 | (3.3%) | 7 |
| 80-84 | 277 | (2.2%) | 7 | 3,415 | (2.2%) | 7 | 7,803 | (2.1%) | 7 |
| 85+ | 272 | (2.1%) | 8 | 3,202 | (2%) | 7 | 7,216 | (1.9%) | 7 |

Employment by Occupation

| | | | | | | | | | |
|---------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 13,988 | | | 158,565 | | | 357,664 | | |
| Professional Specialty | 3,318 | (23.7%) | 96 | 33,878 | (21.4%) | 86 | 76,869 | (21.5%) | 87 |
| Managerial/Executive | 2,535 | (18.1%) | 104 | 23,608 | (14.9%) | 86 | 52,984 | (14.8%) | 85 |
| Office Admin | 1,966 | (14.1%) | 132 | 19,811 | (12.5%) | 118 | 42,976 | (12%) | 113 |
| Production & Transportation | 1,850 | (13.2%) | 103 | 25,612 | (16.2%) | 125 | 60,911 | (17%) | 132 |
| Sales | 1,058 | (7.6%) | 8 | 13,261 | (8.4%) | 90 | 29,325 | (8.2%) | 88 |
| Construction | 872 | (6.2%) | 7 | 12,815 | (8.1%) | 101 | 26,953 | (7.5%) | 94 |
| Healthcare support | 610 | (4.4%) | 133 | 8,078 | (5.1%) | 156 | 19,189 | (5.4%) | 164 |
| Building Maintenance & Cleaning | 528 | (3.8%) | 111 | 6,282 | (4%) | 117 | 13,121 | (3.7%) | 108 |
| Food Preparation & Serving | 515 | (3.7%) | 72 | 5,748 | (3.6%) | 71 | 13,676 | (3.8%) | 75 |

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

| | ● 1 Mile | | ● 3 Mile | | ● 5 Mile | | | | |
|-----------------------------|----------|---------|----------|-------|----------|-----|--------|---------|-----|
| Protective | 365 | (2.6%) | 121 | 5,211 | (3.3%) | 152 | 11,508 | (3.2%) | 149 |
| Personal Care | 345 | (2.5%) | 99 | 4,035 | (2.5%) | 102 | 9,730 | (2.7%) | 109 |
| Farming, Fishing & Forestry | 26 | (<0.5%) | 32 | 226 | (<0.5%) | 25 | 422 | (<0.5%) | 21 |

Employment by Industry

| | | | | | | | | | |
|------------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 13,988 | | | 158,565 | | | 357,664 | | |
| Educational Services | 3,668 | (26.2%) | 112 | 40,736 | (25.7%) | 110 | 90,092 | (25.2%) | 108 |
| Wholesale Retail | 1,596 | (11.4%) | 87 | 21,041 | (13.3%) | 101 | 47,264 | (13.2%) | 100 |
| Manufacturing | 1,481 | (10.6%) | 107 | 11,021 | (7%) | 70 | 24,180 | (6.8%) | 68 |
| Professional Services | 1,410 | (10.1%) | 125 | 10,372 | (6.5%) | 8 | 24,904 | (7%) | 86 |
| Transportation | 1,189 | (8.5%) | 145 | 18,131 | (11.4%) | 195 | 42,296 | (11.8%) | 202 |
| Financial, Insurance & Real Estate | 984 | (7%) | 104 | 10,310 | (6.5%) | 96 | 23,580 | (6.6%) | 98 |
| Entertainment Services | 859 | (6.1%) | 71 | 10,001 | (6.3%) | 73 | 23,292 | (6.5%) | 75 |
| Agriculture/Mining/Construction | 827 | (5.9%) | 69 | 9,873 | (6.2%) | 73 | 22,352 | (6.2%) | 73 |
| Other Professional Services | 618 | (4.4%) | 94 | 7,106 | (4.5%) | 95 | 16,634 | (4.7%) | 99 |
| Administrative/Waste Services | 566 | (4%) | 97 | 8,134 | (5.1%) | 123 | 18,229 | (5.1%) | 122 |
| Public Administration | 452 | (3.2%) | 68 | 8,102 | (5.1%) | 107 | 17,203 | (4.8%) | 101 |

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



Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|---------------------|--------|--------|--------|-------|---------|-----|-------|---------|-----|
| Information | 338 | (2.4%) | 129 | 3,553 | (2.2%) | 120 | 7,324 | (2%) | 110 |
| Management Services | | | 92 | 185 | (<0.5%) | | 314 | (<0.5%) | 69 |

Language Spoken

| | | | | | | | | | |
|------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Speak English at Home | 11,460 | (49.5%) | 64 | 152,448 | (54.3%) | 70 | 384,489 | (57.3%) | 74 |
| Speak Other Language at Home | 7,995 | (34.6%) | 407 | 60,923 | (21.7%) | 256 | 127,310 | (19%) | 223 |
| Speak Spanish at Home | 3,674 | (15.9%) | 112 | 67,253 | (24%) | 169 | 159,429 | (23.8%) | 168 |

Ancestry

| | | | | | | | | | |
|-----------------------------------|-------|---------|-----|--------|--------|-----|--------|--------|-----|
| Other | 4,263 | (17.4%) | 127 | 35,727 | (12%) | 88 | 78,512 | (11%) | 80 |
| South American | 1,826 | (7.5%) | 545 | 29,375 | (9.8%) | 720 | 62,248 | (8.7%) | 638 |
| Unclassified | 1,244 | (5.1%) | 35 | 13,124 | (4.4%) | 30 | 32,050 | (4.5%) | 31 |
| Puerto Rican | 1,104 | (4.5%) | 160 | 15,436 | (5.2%) | 184 | 41,005 | (5.7%) | 204 |
| Central American | 754 | (3.1%) | 173 | 10,977 | (3.7%) | 206 | 31,072 | (4.4%) | 244 |
| Italian | 676 | (2.8%) | 103 | 6,325 | (2.1%) | 74 | 16,989 | (2.4%) | 89 |
| South Central Asian (e.g. Indian) | 662 | (2.7%) | 171 | 5,801 | (1.9%) | 123 | 10,842 | (1.5%) | 96 |
| American | 519 | (2.1%) | 53 | 3,263 | (1.1%) | 27 | 8,410 | (1.2%) | 30 |
| Cuban | 455 | (1.9%) | 244 | 5,161 | (1.7%) | 228 | 12,505 | (1.8%) | 231 |

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 | | | | |
|-------------------------------------|----------|---------|----------|-------|----------|-----|--------|---------|-----|
| Dominican | 451 | (1.8%) | 275 | 9,980 | (3.3%) | 499 | 27,031 | (3.8%) | 565 |
| Scottish/Irish | 388 | (1.6%) | 26 | 4,319 | (1.4%) | 24 | 12,929 | (1.8%) | 30 |
| German | 352 | (1.4%) | 20 | 3,031 | (1%) | 14 | 8,254 | (1.2%) | 16 |
| Other Hispanic | 338 | (1.4%) | 130 | 6,526 | (2.2%) | 205 | 13,582 | (1.9%) | 179 |
| Other European (e.g. Greek/Russian) | 326 | (1.3%) | 48 | 3,949 | (1.3%) | 48 | 12,116 | (1.7%) | 61 |
| Polish | 315 | (1.3%) | 94 | 2,519 | (0.8%) | 62 | 7,832 | (1.1%) | 8 |
| South East Asian (e.g. Vietnamese) | 234 | (1%) | 202 | 1,022 | (<0.5%) | 72 | 1,397 | (<0.5%) | 41 |
| Chinese | 183 | (0.7%) | 58 | 2,176 | (0.7%) | 57 | 5,956 | (0.8%) | 65 |
| British | 139 | (0.6%) | 11 | 1,860 | (0.6%) | 12 | 5,115 | (0.7%) | 14 |
| Mexican | 109 | (<0.5%) | 4 | 4,145 | (1.4%) | 12 | 9,726 | (1.4%) | 12 |
| Native American (Indian/Eskimo) | 48 | (<0.5%) | 31 | 362 | (<0.5%) | 19 | 882 | (<0.5%) | 20 |
| Middle Eastern | 44 | (<0.5%) | 32 | 820 | (<0.5%) | 49 | 1,908 | (<0.5%) | 48 |
| Korean | 28 | (<0.5%) | 26 | 499 | (<0.5%) | 38 | 1,299 | (<0.5%) | 41 |
| Scandinavian | 25 | (<0.5%) | 6 | 339 | (<0.5%) | 7 | 1,119 | (<0.5%) | 9 |
| French | 20 | (<0.5%) | 8 | 274 | (<0.5%) | 9 | 935 | (<0.5%) | 12 |
| Dutch | 16 | (<0.5%) | 12 | 163 | (<0.5%) | 10 | 436 | (<0.5%) | 12 |

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



Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|---------------------------|--------|---------|----|--------|---------|----|--------|---------|----|
| Japanese | 10 | (<0.5%) | 18 | 152 | (<0.5%) | 22 | 410 | (<0.5%) | 25 |
| Hawaiian/Pacific Islander | 5 | (<0.5%) | 11 | 44 | (<0.5%) | 8 | 106 | (<0.5%) | 8 |
| Other Asian | 3 | (<0.5%) | 3 | 620 | (<0.5%) | 59 | 1,424 | (<0.5%) | 56 |

Education (Age 25+)

| | | | | | | | | | |
|----------------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Educated Population | 17,790 | | | 207,603 | | | 486,651 | | |
| Elementary (0 to 8 Years) | 1,493 | (8.4%) | 176 | 15,667 | (7.5%) | 158 | 36,714 | (7.5%) | 158 |
| Some High School (9 to 11 Years) | 827 | (4.6%) | 74 | 12,184 | (5.9%) | 99 | 34,986 | (7.2%) | 122 |
| High School Graduate (12 Years) | 3,935 | (22.1%) | 85 | 62,409 | (30.1%) | 115 | 149,168 | (30.7%) | 117 |
| Some College (13 to 16 Years) | 2,809 | (15.8%) | 84 | 38,049 | (18.3%) | 95 | 85,780 | (17.6%) | 91 |
| Associates Degree Only | 1,358 | (7.6%) | 87 | 12,631 | (6.1%) | 69 | 30,125 | (6.2%) | 70 |
| Bachelor's Degree Only | 4,800 | (27%) | 126 | 42,442 | (20.4%) | 96 | 92,086 | (18.9%) | 89 |
| Graduate Degree | 2,568 | (14.4%) | 105 | 24,221 | (11.7%) | 85 | 57,792 | (11.9%) | 86 |

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



Benchmark: Nationwide



Household Type

| Household Type | 1 Mile | 3 Mile | 5 Mile |
|-----------------------|---------------|----------------|-----------------|
| Households | 8,209 | 106,555 | 252,431 |
| One Person Households | 1,499 (18.3%) | 27,429 (25.7%) | 66,779 (26.5%) |
| Married Couple | 4,729 (57.6%) | 45,897 (43.1%) | 100,512 (39.8%) |
| Male Householder | 583 (7.1%) | 7,584 (7.1%) | 19,244 (7.6%) |
| Female Householder | 1,148 (14%) | 20,347 (19.1%) | 53,222 (21.1%) |
| Non Family Households | 250 (3%) | 5,298 (5%) | 12,674 (5%) |

Household Size

| Household Size | 1 Mile | 3 Mile | 5 Mile |
|---------------------|---------------|----------------|----------------|
| Households | 8,209 | 106,555 | 252,431 |
| 1 Person Household | 1,499 (18.3%) | 27,429 (25.7%) | 66,779 (26.5%) |
| 2 Person Household | 2,363 (28.8%) | 27,695 (26%) | 64,312 (25.5%) |
| 3 Person Household | 1,673 (20.4%) | 19,773 (18.6%) | 46,304 (18.3%) |
| 4 Person Household | 1,448 (17.6%) | 16,943 (15.9%) | 40,088 (15.9%) |
| 5 Person Household | 676 (8.2%) | 8,457 (7.9%) | 20,266 (8%) |
| 6 Person Household | 348 (4.2%) | 3,794 (3.6%) | 8,855 (3.5%) |
| 7+ Person Household | 202 (2.5%) | 2,464 (2.3%) | 5,827 (2.3%) |

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



Benchmark: Nationwide



Housing Units

| | | | |
|-------------------------|-------|---------|---------|
| Total Housing Units | 8,613 | 112,739 | 268,997 |
| Owner Occupied Housing | 6,246 | 52,828 | 114,642 |
| Renter Occupied Housing | 1,963 | 53,727 | 137,789 |
| Vacant Housing | 404 | 6,184 | 16,566 |

Housing Rent

| | | | |
|--------------------------|-------------|----------------|----------------|
| Average Rent | \$2,069.03 | \$1,649.81 | \$1,631.57 |
| Median Rent | \$2,097.11 | \$1,573.62 | \$1,580.12 |
| Total Cash Rents Housing | 1,913 | 52,728 | 135,278 |
| <\$300 | 2 (<0.5%) | 1,408 (2.7%) | 4,867 (3.6%) |
| \$300-\$500 | | 1,267 (2.4%) | 4,720 (3.5%) |
| \$500-\$750 | 19 (1%) | 2,026 (3.8%) | 6,346 (4.7%) |
| \$750-\$1000 | 63 (3.3%) | 3,979 (7.5%) | 10,243 (7.6%) |
| \$1000-\$1500 | 262 (13.7%) | 15,637 (29.7%) | 35,841 (26.5%) |
| \$1500-\$2000 | 493 (25.8%) | 13,903 (26.4%) | 35,084 (25.9%) |
| \$2000-\$2500 | 605 (31.6%) | 8,191 (15.5%) | 21,926 (16.2%) |

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 | 380 | (19.9%) | 343 | 3,750 | (7.1%) | 123 | 9,523 | (7%) | 122 |
| \$3000-\$3500 | 79 | (4.1%) | 135 | 1,439 | (2.7%) | 89 | 3,562 | (2.6%) | 86 |
| >\$3500 | 10 | (0.5%) | 14 | 1,128 | (2.1%) | 58 | 3,166 | (2.3%) | 64 |

Value of Owner-Occupied Housing Units

| | | | | | | | | | |
|------------------------|--------------|---------|--------------|--------|--------------|-----|--------|---------|-----|
| Average House Value | \$622,508.84 | 116 | \$627,570.13 | 117 | \$696,996.59 | 130 | | | |
| Median House Value | \$610,125.59 | 156 | \$581,157.3 | 148 | \$603,946.64 | 154 | | | |
| Owner Occupied Housing | 6,246 | | 52,828 | | 114,642 | | | | |
| <\$100K | 64 | (1%) | 12 | 1,153 | (2.2%) | 27 | 2,872 | (2.5%) | 31 |
| \$100K - \$200K | | | | 585 | (1.1%) | 9 | 1,969 | (1.7%) | 13 |
| \$200K - \$300K | 139 | (2.2%) | 14 | 2,631 | (5%) | 32 | 6,388 | (5.6%) | 36 |
| \$300K - \$400K | 354 | (5.7%) | 39 | 6,163 | (11.7%) | 8 | 13,324 | (11.6%) | 8 |
| \$400K - \$500K | 1,163 | (18.6%) | 161 | 9,492 | (18%) | 155 | 17,650 | (15.4%) | 33 |
| \$500K - \$1000K | 4,199 | (67.2%) | 263 | 27,242 | (51.6%) | 202 | 53,843 | (47%) | 184 |
| >\$1000K | 327 | (5.2%) | 45 | 5,562 | (10.5%) | 91 | 18,596 | (16.2%) | 140 |

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

| | | | | | | | | | |
|--|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Households in Poverty | 455 | (5.5%) | 44 | 13,228 | (12.4%) | 98 | 39,399 | (15.6%) | 123 |
| Households Above Poverty | 7,754 | (94.5%) | 108 | 93,327 | (87.6%) | 100 | 213,032 | (84.4%) | 97 |
| Households in Poverty (Married) | 251 | (3.1%) | 140 | 1,895 | (1.8%) | 8 | 4,726 | (1.9%) | 86 |
| Households in Poverty (Male Householder) | | | | 964 | (0.9%) | 142 | 2,648 | (1%) | 165 |
| Households in Poverty (Female Householder) | 51 | (0.6%) | 21 | 3,335 | (3.1%) | 106 | 11,567 | (4.6%) | 156 |
| Households in Poverty (Non-Family) | 138 | (1.7%) | 27 | 6,428 | (6%) | 96 | 18,954 | (7.5%) | 120 |
| Households in Poverty (Non-Family Student) | 15 | (<0.5%) | 29 | 606 | (0.6%) | 91 | 1,504 | (0.6%) | 96 |

Wealth per Household

| | | | | | | | | | |
|--------------------------|--------------|---------|-----|--------------|---------|-----|--------------|---------|-----|
| Household Average Wealth | \$262,829.52 | | 108 | \$230,646.07 | | 95 | \$224,466.08 | | 93 |
| Household Median Wealth | \$96,663.76 | | 118 | \$71,024.01 | | 87 | \$65,636.12 | | 8 |
| <\$0K | 1,323 | (16.1%) | 93 | 19,470 | (18.3%) | 106 | 47,356 | (18.8%) | 108 |
| \$0K - \$5K | 608 | (7.4%) | 87 | 9,959 | (9.3%) | 110 | 24,559 | (9.7%) | 115 |
| \$5K - \$10K | 335 | (4.1%) | 90 | 5,163 | (4.8%) | 107 | 12,600 | (5%) | 110 |
| \$10K - \$25K | 492 | (6%) | 95 | 6,942 | (6.5%) | 103 | 16,670 | (6.6%) | 104 |
| \$25K - \$50K | 556 | (6.8%) | 99 | 7,251 | (6.8%) | 100 | 17,166 | (6.8%) | 100 |

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



Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | |
|-----------------|--------|---------|--------|---------|--------|---------|
| \$50K - \$100K | 847 | (10.3%) | 10,684 | (10%) | 25,148 | (10%) |
| \$100K - \$250K | 1,531 | (18.7%) | 18,611 | (17.5%) | 43,405 | (17.2%) |
| \$250K - \$500K | 1,159 | (14.1%) | 13,462 | (12.6%) | 31,101 | (12.3%) |
| >\$500K | 1,358 | (16.5%) | 15,013 | (14.1%) | 34,426 | (13.6%) |

Vehicles per Household

| | | | | | | |
|----------------------------|--------|---------|---------|---------|---------|---------|
| Total Number of Vehicles | 16,641 | | 159,322 | | 349,264 | |
| Average Number of Vehicles | 2.03 | | 1.5 | | 1.38 | |
| No Vehicles | 339 | (4.1%) | 17,272 | (16.2%) | 50,167 | (19.9%) |
| 1 Vehicle | 2,271 | (27.7%) | 40,606 | (38.1%) | 97,750 | (38.7%) |
| 2 Vehicles | 3,260 | (39.7%) | 32,969 | (30.9%) | 72,792 | (28.8%) |
| 3 or more Vehicles | 2,339 | (28.5%) | 15,708 | (14.7%) | 31,722 | (12.6%) |

Population Change

| | | | | | |
|-----------|-----|--|-------|--|-------|
| Births | 251 | | 3,349 | | 8,062 |
| Deaths | 178 | | 1,961 | | 4,436 |
| Migration | 308 | | 1,597 | | 4,112 |

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 | 681 | 6,490 | 16,406 |
| Total Employees | 8,856 | 80,109 | 269,806 |

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