



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

| | | | | | | |
|---------------------------------------|---------------|--|----------------|--|-----------------|--|
| Population | 13,063 | | 128,501 | | 244,311 | |
| Households | 4,210 | | 40,945 | | 81,109 | |
| Persons per Household | 3.1 | | 3.11 | | 2.99 | |
| Household Median Income | \$112,437.01 | | \$106,146.89 | | \$127,918.71 | |
| Household Median Disposable Income | \$90,346.46 | | \$87,853.41 | | \$104,666.07 | |
| Household Median Discretionary Income | \$65,873.61 | | \$61,700.91 | | \$81,618.53 | |
| Average Income Per Person | \$43,581.58 | | \$46,121.93 | | \$57,063.65 | |
| Median Rent | \$1,608.93 | | \$1,749.89 | | \$1,858.15 | |
| Median House Value | \$597,701.15 | | \$621,959.32 | | \$696,374.28 | |
| Households in Poverty | 333 (7.9%) | | 4,554 (11.1%) | | 6,222 (7.7%) | |
| Household Median Wealth | \$84,069.09 | | \$79,476.94 | | \$94,429.09 | |
| Average Age | 39.28 | | 39.57 | | 40.58 | |
| Median Age | 38.02 | | 38.24 | | 40.63 | |
| Households with Children | 1,228 (29.2%) | | 13,755 (33.6%) | | 27,489 (33.9%) | |
| High School Graduate or Higher | 7,672 (86.7%) | | 70,999 (81.1%) | | 147,894 (87.5%) | |

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



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|-----------------------------|---------------|----------------|----------------|
| Bachelor's Degree or Higher | 2,855 (32.3%) | 28,076 (32.1%) | 74,268 (43.9%) |
| Pop density (per sq mi) | 3,611 | 3,804 | 3,013 |
| Area (based on blockgroups) | 4 | 34 | 81 |

Population

| | | | |
|------------------------------|--------|---------|---------|
| Population 2025 Q4 | 13,063 | 128,501 | 244,311 |
| Population 2025 Q3 | 12,938 | 127,670 | 243,342 |
| Population 2025 Q2 | 12,961 | 127,390 | 242,669 |
| Population 2025 Q1 | 12,934 | 127,054 | 241,622 |
| Population 2024 Q4 | 12,905 | 126,704 | 240,959 |
| Population 2024 Q3 | 12,901 | 126,567 | 240,453 |
| Population 2024 Q2 | 12,877 | 126,363 | 239,955 |
| Population 2024 Q1 | 12,838 | 125,987 | 239,239 |
| Population 2023 Q4 | 12,751 | 125,035 | 237,605 |
| Population 5 Years Forecast | 13,076 | 130,929 | 248,903 |
| Population 10 Years Forecast | 13,257 | 133,706 | 254,016 |
| Persons per Household | 3.1 | 3.11 | 2.99 |







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|--|----------|---|----------|---|----------|---|
| Group Quarters | 4 | (<0.5%)  | 1,006 | (0.8%)  | 1,487 | (0.6%)  |
| Transient Population - Average Last 4 Quarters | 79 | (0.6%)  | 228 | (<0.5%)  | 561 | (<0.5%)  |

Households

| | | | |
|------------------------------|-------|--------|--------|
| Households 2025 Q4 | 4,210 | 40,945 | 81,109 |
| Households 2025 Q3 | 4,170 | 40,645 | 80,733 |
| Households 2025 Q2 | 4,179 | 40,549 | 80,499 |
| Households 2025 Q1 | 4,170 | 40,449 | 80,161 |
| Households 2024 Q4 | 4,160 | 40,338 | 79,939 |
| Households 2024 Q3 | 4,159 | 40,294 | 79,774 |
| Households 2024 Q2 | 4,153 | 40,233 | 79,609 |
| Households 2024 Q1 | 4,142 | 40,115 | 79,374 |
| Households 2023 Q4 | 4,114 | 39,815 | 78,845 |
| Households 5 Years Forecast | 4,214 | 41,759 | 82,670 |
| Households 10 Years Forecast | 4,276 | 42,691 | 84,414 |

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Benchmark: Nationwide



Gender

| | | | | | | | | | |
|--------|-------|-------|-----|--------|---------|-----|---------|---------|-----|
| Male | 6,535 | (50%) | 102 | 63,744 | (49.6%) | 101 | 119,916 | (49.1%) | 100 |
| Female | 6,528 | (50%) | 98 | 64,757 | (50.4%) | 99 | 124,395 | (50.9%) | 100 |

Ethnicity

| | | | | | | | | | |
|-------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Hispanic (Ethnic) | 4,910 | (37.6%) | 192 | 53,871 | (41.9%) | 214 | 69,930 | (28.6%) | 146 |
| Black | 3,375 | (25.8%) | 219 | 25,299 | (19.7%) | 167 | 38,877 | (15.9%) | 35 |
| White | 3,374 | (25.8%) | 45 | 34,589 | (26.9%) | 47 | 90,286 | (37%) | 64 |
| Asian | 995 | (7.6%) | 132 | 9,844 | (7.7%) | 133 | 35,548 | (14.6%) | 252 |
| Other | 409 | (3.1%) | 60 | 4,898 | (3.8%) | 73 | 9,670 | (4%) | 76 |

Household by Ethnicity

| | | | | | | | | | |
|-------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Hispanic (Ethnic) | 1,529 | (36.3%) | 239 | 15,005 | (36.6%) | 241 | 19,393 | (23.9%) | 157 |
| Black | 1,022 | (24.3%) | 222 | 7,528 | (18.4%) | 168 | 12,200 | (15%) | 137 |
| White | 1,017 | (24.2%) | 39 | 11,673 | (28.5%) | 46 | 32,720 | (40.3%) | 65 |
| Other | 409 | (9.7%) | 128 | 4,266 | (10.4%) | 137 | 7,066 | (8.7%) | 115 |
| Asian | 233 | (5.5%) | 120 | 2,473 | (6%) | 131 | 9,730 | (12%) | 260 |

Households Income

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



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|---------------------------|--------------|-----|---------------|-----|----------------|-----|
| Household Average Income | \$135,179.89 | 111 | \$143,712.72 | 118 | \$171,004.08 | 141 |
| Average Income Per Person | \$43,581.58 | 93 | \$46,121.93 | 98 | \$57,063.65 | 121 |
| Household Median Income | \$112,437.01 | 129 | \$106,146.89 | 122 | \$127,918.71 | 147 |
| <\$15K | 176 (4.2%) | 58 | 2,004 (4.9%) | 68 | 2,877 (3.5%) | 49 |
| \$15K - \$25K | 138 (3.3%) | 56 | 1,638 (4%) | 68 | 2,632 (3.2%) | 55 |
| \$25K - \$35K | 149 (3.5%) | 58 | 1,548 (3.8%) | 62 | 2,585 (3.2%) | 52 |
| \$35K - \$50K | 215 (5.1%) | 54 | 3,194 (7.8%) | 83 | 4,665 (5.8%) | 61 |
| \$50K - \$75K | 614 (14.6%) | 97 | 6,086 (14.9%) | 99 | 9,542 (11.8%) | 7 |
| \$75K - \$100K | 614 (14.6%) | 116 | 4,897 (12%) | 95 | 8,746 (10.8%) | 86 |
| \$100K - \$150K | 755 (17.9%) | 99 | 7,957 (19.4%) | 107 | 15,639 (19.3%) | 106 |
| \$150K - \$175K | 420 (10%) | 158 | 3,007 (7.3%) | 117 | 6,542 (8.1%) | 128 |
| \$175K - \$200K | 587 (13.9%) | 279 | 2,728 (6.7%) | 134 | 6,461 (8%) | 160 |
| \$200K - \$250K | 304 (7.2%) | 90 | 4,418 (10.8%) | 134 | 11,995 (14.8%) | 183 |
| \$250K - \$500K | 129 (3.1%) | 89 | 1,889 (4.6%) | 134 | 5,139 (6.3%) | 183 |
| >\$500K | 109 (2.6%) | 90 | 1,579 (3.9%) | 134 | 4,286 (5.3%) | 183 |

Disposable Households Income

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



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|-------------------------------------|--------------|---------|-----|--------------|---------|-----|--------------|---------|-----|
| Household Average Disposable Income | \$102,523.23 | | 113 | \$102,479.72 | | 113 | \$117,100.73 | | 129 |
| Household Median Disposable Income | \$90,346.46 | | 120 | \$87,853.41 | | 117 | \$104,666.07 | | 140 |
| <\$15K | 204 | (4.8%) | 62 | 2,189 | (5.3%) | 68 | 3,136 | (3.9%) | 49 |
| \$15K - \$25K | 175 | (4.2%) | 60 | 1,842 | (4.5%) | 65 | 3,080 | (3.8%) | 55 |
| \$25K - \$35K | 190 | (4.5%) | 63 | 2,230 | (5.4%) | 76 | 3,502 | (4.3%) | 60 |
| \$35K - \$50K | 259 | (6.2%) | 55 | 4,205 | (10.3%) | 91 | 6,124 | (7.6%) | 67 |
| \$50K - \$75K | 813 | (19.3%) | 115 | 6,739 | (16.5%) | 98 | 11,306 | (13.9%) | 83 |
| \$75K - \$100K | 633 | (15%) | 105 | 6,203 | (15.1%) | 106 | 11,663 | (14.4%) | 100 |
| \$100K - \$150K | 1,039 | (24.7%) | 131 | 8,559 | (20.9%) | 111 | 18,180 | (22.4%) | 119 |
| \$150K - \$175K | 487 | (11.6%) | 226 | 3,004 | (7.3%) | 143 | 7,900 | (9.7%) | 190 |
| \$175K - \$200K | 108 | (2.6%) | 75 | 1,615 | (3.9%) | 115 | 4,397 | (5.4%) | 158 |
| \$200K - \$250K | 120 | (2.9%) | 86 | 1,752 | (4.3%) | 129 | 4,754 | (5.9%) | 177 |
| \$250K - \$500K | 167 | (4%) | 87 | 2,396 | (5.9%) | 129 | 6,498 | (8%) | 177 |
| >\$500K | 15 | (<0.5%) | 90 | 211 | (0.5%) | 130 | 569 | (0.7%) | 177 |

Discretionary Households Income

| | | | | | | | | | |
|--|-------------|--|-----|-------------|--|-----|-------------|--|-----|
| Household Average Discretionary Income | \$79,361.34 | | 116 | \$74,915.53 | | 109 | \$89,703.01 | | 131 |
|--|-------------|--|-----|-------------|--|-----|-------------|--|-----|

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



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Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | |
|---------------------------------------|-------------|-----|---------------|-----|----------------|-----|
| Household Median Discretionary Income | \$65,873.61 | 114 | \$61,700.91 | 107 | \$81,618.53 | 141 |
| <\$10K | 196 (4.7%) | 60 | 2,374 (5.8%) | 75 | 3,176 (3.9%) | 51 |
| \$10K - \$20K | 271 (6.4%) | 70 | 3,014 (7.4%) | 81 | 4,305 (5.3%) | 58 |
| \$20K - \$30K | 172 (4.1%) | 43 | 3,714 (9.1%) | 96 | 5,171 (6.4%) | 68 |
| \$30K - \$40K | 408 (9.7%) | 106 | 4,360 (10.6%) | 116 | 6,337 (7.8%) | 85 |
| \$40K - \$50K | 537 (12.8%) | 151 | 3,675 (9%) | 106 | 5,735 (7.1%) | 84 |
| \$50K - \$75K | 698 (16.6%) | 94 | 6,646 (16.2%) | 92 | 12,783 (15.8%) | 90 |
| \$75K - \$100K | 399 (9.5%) | 76 | 4,850 (11.8%) | 95 | 10,590 (13.1%) | 105 |
| \$100K - \$125K | 550 (13.1%) | 154 | 3,782 (9.2%) | 109 | 8,819 (10.9%) | 128 |
| \$125K - \$150K | 648 (15.4%) | 237 | 3,620 (8.8%) | 136 | 9,126 (11.3%) | 174 |
| >\$150K | 331 (7.9%) | 75 | 4,910 (12%) | 119 | 15,067 (18.6%) | 184 |

Households Income by Ethnicity

| | | | | | | |
|------------------------|--------------|-----|--------------|-----|--------------|-----|
| Average Income - White | \$122,173.82 | 119 | \$128,216.94 | 125 | \$136,146.66 | 133 |
| Median Income - White | \$132,168.83 | 140 | \$136,503.16 | 144 | \$153,001.15 | 162 |
| Average Income - Black | \$112,234.21 | 151 | \$104,867.44 | 141 | \$110,511.91 | 149 |
| Median Income - Black | \$117,367.73 | 195 | \$101,265.29 | 168 | \$107,637.97 | 179 |

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| | 1 Mile | 3 Mile | 5 Mile |
|---------------------------|--------------------|--------------------|--------------------|
| Average Income - Asian | \$120,285.91 (99) | \$143,367.8 (118) | \$149,929.83 (124) |
| Median Income - Asian | \$150,914.62 (120) | \$179,626.66 (143) | \$186,737.42 (148) |
| Average Income - Hispanic | \$104,323.28 (120) | \$95,510.94 (110) | \$101,748.14 (117) |
| Median Income - Hispanic | \$95,343.15 (127) | \$87,397.49 (116) | \$94,626.52 (126) |
| Average Income - Other | \$130,155.56 (136) | \$108,119.46 (113) | \$118,179.91 (123) |
| Median Income - Other | \$145,832.49 (168) | \$102,083.25 (118) | \$116,547.87 (35) |

Age

| | 1 Mile | 3 Mile | 5 Mile |
|-------------|---------------------|----------------------|----------------------|
| Average Age | 39.28 (95) | 39.57 (96) | 40.58 (99) |
| Median Age | 38.02 (94) | 38.24 (95) | 40.63 (101) |
| 0-4 | 741 (5.7%) (106) | 7,191 (5.6%) (104) | 13,230 (5.4%) (101) |
| 5-13 | 1,403 (10.7%) (106) | 14,538 (11.3%) (112) | 26,476 (10.8%) (107) |
| 14-17 | 723 (5.5%) (105) | 6,912 (5.4%) (102) | 12,858 (5.3%) (100) |
| 18-21 | 763 (5.8%) (106) | 7,027 (5.5%) (99) | 13,002 (5.3%) (96) |
| 22-24 | 585 (4.5%) (107) | 5,297 (4.1%) (98) | 9,749 (4%) (95) |
| 25-29 | 802 (6.1%) (104) | 8,321 (6.5%) (110) | 14,925 (6.1%) (104) |
| 30-34 | 861 (6.6%) (103) | 8,210 (6.4%) (99) | 14,306 (5.9%) (91) |

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|-------|--------|--------|--------|-------|--------|-----|--------|--------|-----|
| 35-39 | 866 | (6.6%) | 101 | 8,334 | (6.5%) | 98 | 15,040 | (6.2%) | 93 |
| 40-44 | 795 | (6.1%) | 95 | 8,482 | (6.6%) | 102 | 16,189 | (6.6%) | 103 |
| 45-49 | 855 | (6.5%) | 109 | 8,282 | (6.4%) | 107 | 16,249 | (6.7%) | 111 |
| 50-54 | 889 | (6.8%) | 115 | 8,102 | (6.3%) | 106 | 16,078 | (6.6%) | 111 |
| 55-59 | 943 | (7.2%) | 119 | 8,486 | (6.6%) | 109 | 16,671 | (6.8%) | 113 |
| 60-64 | 870 | (6.7%) | 105 | 8,386 | (6.5%) | 103 | 16,675 | (6.8%) | 107 |
| 65-69 | 713 | (5.5%) | 89 | 7,366 | (5.7%) | 94 | 14,635 | (6%) | 98 |
| 70-74 | 532 | (4.1%) | 74 | 5,314 | (4.1%) | 81 | 10,772 | (4.4%) | 86 |
| 75-79 | 359 | (2.7%) | 69 | 3,865 | (3%) | 75 | 8,106 | (3.3%) | 83 |
| 80-84 | 212 | (1.6%) | 64 | 2,398 | (1.9%) | 74 | 5,097 | (2.1%) | 83 |
| 85+ | 151 | (1.2%) | 56 | 1,990 | (1.5%) | 74 | 4,253 | (1.7%) | 84 |

Age - Male

| | | | | | | | | | |
|------------------|-------|---------|-----|-------|---------|-----|--------|---------|-----|
| Male Average Age | 38.27 | | 96 | 38.56 | | 96 | 39.53 | | 99 |
| Male Median Age | 36.96 | | 97 | 37.15 | | 97 | 38.5 | | 101 |
| 0-4 | 381 | (5.8%) | 104 | 3,705 | (5.8%) | 104 | 6,812 | (5.7%) | 101 |
| 5-13 | 707 | (10.8%) | 102 | 7,390 | (11.6%) | 110 | 13,371 | (11.2%) | 105 |

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|-------|----------|--------|----------|-------|----------|-----|-------|--------|-----|
| 14-17 | 383 | (5.9%) | 107 | 3,520 | (5.5%) | 101 | 6,540 | (5.5%) | 100 |
| 18-21 | 423 | (6.5%) | 112 | 3,615 | (5.7%) | 98 | 6,665 | (5.6%) | 96 |
| 22-24 | 331 | (5.1%) | 115 | 2,749 | (4.3%) | 98 | 5,026 | (4.2%) | 95 |
| 25-29 | 411 | (6.3%) | 102 | 4,396 | (6.9%) | 112 | 7,724 | (6.4%) | 105 |
| 30-34 | 422 | (6.5%) | 98 | 4,253 | (6.7%) | 101 | 7,300 | (6.1%) | 92 |
| 35-39 | 427 | (6.5%) | 98 | 4,177 | (6.6%) | 98 | 7,441 | (6.2%) | 93 |
| 40-44 | 410 | (6.3%) | 97 | 4,248 | (6.7%) | 103 | 7,870 | (6.6%) | 101 |
| 45-49 | 413 | (6.3%) | 105 | 4,086 | (6.4%) | 106 | 7,965 | (6.6%) | 110 |
| 50-54 | 442 | (6.8%) | 114 | 3,979 | (6.2%) | 105 | 7,858 | (6.6%) | 111 |
| 55-59 | 460 | (7%) | 117 | 4,144 | (6.5%) | 108 | 8,120 | (6.8%) | 113 |
| 60-64 | 437 | (6.7%) | 107 | 4,085 | (6.4%) | 103 | 8,027 | (6.7%) | 107 |
| 65-69 | 351 | (5.4%) | 91 | 3,541 | (5.6%) | 95 | 6,963 | (5.8%) | 99 |
| 70-74 | 238 | (3.6%) | 75 | 2,470 | (3.9%) | 81 | 5,063 | (4.2%) | 87 |
| 75-79 | 167 | (2.6%) | 70 | 1,726 | (2.7%) | 74 | 3,577 | (3%) | 81 |
| 80-84 | 88 | (1.3%) | 61 | 990 | (1.6%) | 71 | 2,140 | (1.8%) | 81 |
| 85+ | 44 | (0.7%) | 45 | 670 | (1.1%) | 69 | 1,454 | (1.2%) | 81 |

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Age - Female

| Metric | 1 Mile | 3 Mile | 5 Mile |
|--------------------|-------------------|--------------------|----------------------|
| Female Average Age | 40.3 (95) | 40.57 (96) | 41.58 (98) |
| Female Median Age | 40.05 (96) | 40.33 (97) | 41.68 (100) |
| 0-4 | 360 (5.5%) (107) | 3,486 (5.4%) (105) | 6,418 (5.2%) (100) |
| 5-13 | 696 (10.7%) (109) | 7,148 (11%) (113) | 13,105 (10.5%) (108) |
| 14-17 | 340 (5.2%) (103) | 3,392 (5.2%) (103) | 6,318 (5.1%) (100) |
| 18-21 | 340 (5.2%) (99) | 3,412 (5.3%) (100) | 6,337 (5.1%) (96) |
| 22-24 | 254 (3.9%) (98) | 2,548 (3.9%) (99) | 4,723 (3.8%) (95) |
| 25-29 | 391 (6%) (106) | 3,925 (6.1%) (108) | 7,201 (5.8%) (103) |
| 30-34 | 439 (6.7%) (107) | 3,957 (6.1%) (98) | 7,006 (5.6%) (90) |
| 35-39 | 439 (6.7%) (104) | 4,157 (6.4%) (99) | 7,599 (6.1%) (94) |
| 40-44 | 385 (5.9%) (92) | 4,234 (6.5%) (102) | 8,319 (6.7%) (105) |
| 45-49 | 442 (6.8%) (113) | 4,196 (6.5%) (108) | 8,284 (6.7%) (111) |
| 50-54 | 447 (6.8%) (115) | 4,123 (6.4%) (107) | 8,220 (6.6%) (111) |
| 55-59 | 483 (7.4%) (122) | 4,342 (6.7%) (110) | 8,551 (6.9%) (113) |
| 60-64 | 433 (6.6%) (103) | 4,301 (6.6%) (103) | 8,648 (7%) (108) |

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|-------|--------|--------|--------|-------|--------|----|-------|--------|----|
| 65-69 | 362 | (5.5%) | 87 | 3,825 | (5.9%) | 93 | 7,672 | (6.2%) | 97 |
| 70-74 | 294 | (4.5%) | 83 | 2,844 | (4.4%) | 8 | 5,709 | (4.6%) | 85 |
| 75-79 | 192 | (2.9%) | 68 | 2,139 | (3.3%) | 7 | 4,529 | (3.6%) | 84 |
| 80-84 | 124 | (1.9%) | 67 | 1,408 | (2.2%) | 7 | 2,957 | (2.4%) | 84 |
| 85+ | 107 | (1.6%) | 62 | 1,320 | (2%) | 7 | 2,799 | (2.3%) | 86 |

Employment by Occupation

| | | | | | | | | | |
|---------------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 7,461 | | | 68,568 | | | 131,631 | | |
| Professional Specialty | 1,638 | (22%) | 89 | 12,851 | (18.7%) | 7 | 33,144 | (25.2%) | 102 |
| Managerial/Executive | 1,213 | (16.3%) | 93 | 10,925 | (15.9%) | 92 | 27,067 | (20.6%) | 118 |
| Production & Transportation | 1,137 | (15.2%) | 118 | 12,904 | (18.8%) | 146 | 17,941 | (13.6%) | 106 |
| Office Admin | 920 | (12.3%) | 116 | 7,443 | (10.9%) | 102 | 13,821 | (10.5%) | 99 |
| Sales | 834 | (11.2%) | 120 | 5,688 | (8.3%) | 89 | 11,263 | (8.6%) | 92 |
| Construction | 768 | (10.3%) | 129 | 7,051 | (10.3%) | 129 | 9,562 | (7.3%) | 91 |
| Building Maintenance & Cleaning | 261 | (3.5%) | 103 | 4,885 | (7.1%) | 210 | 6,210 | (4.7%) | 139 |
| Food Preparation & Serving | 216 | (2.9%) | 57 | 2,464 | (3.6%) | 70 | 4,148 | (3.2%) | 62 |
| Healthcare support | 188 | (2.5%) | 7 | 1,692 | (2.5%) | 75 | 2,866 | (2.2%) | 66 |

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| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-----------------------------|--------|---------|-----|--------|---------|----|--------|---------|-----|
| Protective | 168 | (2.3%) | 104 | 1,413 | (2.1%) | 95 | 2,933 | (2.2%) | 103 |
| Personal Care | 101 | (1.4%) | 54 | 1,136 | (1.7%) | 66 | 2,501 | (1.9%) | 74 |
| Farming, Fishing & Forestry | 17 | (<0.5%) | 40 | 116 | (<0.5%) | 29 | 175 | (<0.5%) | 23 |

Employment by Industry

| | | | | | | | | | |
|------------------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Total Employees (16+ Years Old) | 7,461 | | | 68,568 | | | 131,631 | | |
| Educational Services | 1,594 | (21.4%) | 91 | 12,873 | (18.8%) | 8 | 27,344 | (20.8%) | 89 |
| Wholesale Retail | 1,075 | (14.4%) | 110 | 9,478 | (13.8%) | 105 | 17,154 | (13%) | 99 |
| Manufacturing | 814 | (10.9%) | 110 | 7,335 | (10.7%) | 108 | 13,433 | (10.2%) | 103 |
| Transportation | 753 | (10.1%) | 172 | 7,324 | (10.7%) | 183 | 10,744 | (8.2%) | 140 |
| Agriculture/Mining/Construction | 681 | (9.1%) | 107 | 6,272 | (9.1%) | 107 | 9,364 | (7.1%) | 84 |
| Professional Services | 569 | (7.6%) | 94 | 4,352 | (6.3%) | 7 | 12,980 | (9.9%) | 122 |
| Entertainment Services | 495 | (6.6%) | 76 | 4,392 | (6.4%) | 74 | 7,656 | (5.8%) | 67 |
| Financial, Insurance & Real Estate | 409 | (5.5%) | 8 | 4,446 | (6.5%) | 96 | 11,609 | (8.8%) | 131 |
| Administrative/Waste Services | 321 | (4.3%) | 103 | 5,485 | (8%) | 191 | 7,393 | (5.6%) | 134 |
| Information | 278 | (3.7%) | 200 | 1,740 | (2.5%) | 136 | 3,678 | (2.8%) | 150 |
| Other Professional Services | 266 | (3.6%) | 76 | 2,387 | (3.5%) | 74 | 5,072 | (3.9%) | 8 |

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



Benchmark: Nationwide

| | ● 1 Mile | | ● 3 Mile | | ● 5 Mile | | | | |
|-----------------------|----------|---------|----------|-------|----------|-----|-------|---------|-----|
| Public Administration | 191 | (2.6%) | 54 | 2,153 | (3.1%) | 66 | 4,745 | (3.6%) | 73 |
| Management Services | 15 | (<0.5%) | 158 | 331 | (<0.5%) | 380 | 459 | (<0.5%) | 275 |

Language Spoken

| | | | | | | | | | |
|------------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Speak English at Home | 6,172 | (50.1%) | 65 | 59,952 | (49.4%) | 64 | 130,953 | (56.7%) | 73 |
| Speak Spanish at Home | 4,612 | (37.4%) | 264 | 46,980 | (38.7%) | 273 | 57,518 | (24.9%) | 176 |
| Speak Other Language at Home | 1,538 | (12.5%) | 147 | 14,378 | (11.9%) | 140 | 42,610 | (18.4%) | 217 |

Ancestry

| | | | | | | | | | |
|-----------------------------------|-------|---------|-----|--------|---------|------|--------|---------|-----|
| Central American | 1,936 | (14.8%) | 831 | 24,138 | (18.8%) | 1054 | 27,059 | (11.1%) | 621 |
| Other | 1,734 | (13.3%) | 97 | 15,596 | (12.1%) | 89 | 33,573 | (13.7%) | 101 |
| South American | 1,201 | (9.2%) | 673 | 12,677 | (9.9%) | 722 | 17,109 | (7%) | 513 |
| Unclassified | 634 | (4.9%) | 33 | 6,772 | (5.3%) | 36 | 14,886 | (6.1%) | 41 |
| Puerto Rican | 583 | (4.5%) | 159 | 4,976 | (3.9%) | 138 | 8,416 | (3.4%) | 122 |
| Dominican | 562 | (4.3%) | 642 | 4,729 | (3.7%) | 550 | 6,702 | (2.7%) | 410 |
| Other Hispanic | 459 | (3.5%) | 330 | 3,659 | (2.8%) | 268 | 4,735 | (1.9%) | 182 |
| Chinese | 400 | (3.1%) | 238 | 2,312 | (1.8%) | 140 | 6,065 | (2.5%) | 193 |
| South Central Asian (e.g. Indian) | 396 | (3%) | 192 | 4,504 | (3.5%) | 222 | 21,888 | (9%) | 567 |

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 | 296 | (2.3%) | 85 | 4,245 | (3.3%) | 124 | 13,800 | (5.6%) | 211 |
| German | 255 | (2%) | 28 | 2,225 | (1.7%) | 24 | 6,567 | (2.7%) | 38 |
| Scottish/Irish | 243 | (1.9%) | 31 | 2,934 | (2.3%) | 38 | 9,296 | (3.8%) | 64 |
| Middle Eastern | 130 | (1%) | 179 | 677 | (0.5%) | 95 | 1,399 | (0.6%) | 103 |
| Other European (e.g. Greek/Russian) | 115 | (0.9%) | 32 | 2,099 | (1.6%) | 59 | 6,330 | (2.6%) | 93 |
| Polish | 96 | (0.7%) | 54 | 1,505 | (1.2%) | 86 | 4,525 | (1.9%) | 35 |
| Cuban | 91 | (0.7%) | 92 | 886 | (0.7%) | 91 | 2,015 | (0.8%) | 109 |
| American | 83 | (0.6%) | 16 | 991 | (0.8%) | 19 | 2,969 | (1.2%) | 30 |
| Mexican | 78 | (0.6%) | 5 | 2,806 | (2.2%) | 20 | 3,894 | (1.6%) | 14 |
| British | 77 | (0.6%) | 11 | 1,097 | (0.9%) | 16 | 3,203 | (1.3%) | 25 |
| South East Asian (e.g. Vietnamese) | 40 | (<0.5%) | 65 | 476 | (<0.5%) | 74 | 1,327 | (0.5%) | 115 |
| French | 29 | (<0.5%) | 21 | 224 | (<0.5%) | 16 | 636 | (<0.5%) | 24 |
| Korean | 26 | (<0.5%) | 45 | 664 | (0.5%) | 116 | 1,274 | (0.5%) | 118 |
| Scandinavian | 21 | (<0.5%) | 9 | 236 | (<0.5%) | 11 | 938 | (<0.5%) | 22 |
| Native American (Indian/Eskimo) | 13 | (<0.5%) | 16 | 182 | (<0.5%) | 22 | 337 | (<0.5%) | 22 |
| Other Asian | 8 | (<0.5%) | 17 | 304 | (<0.5%) | 67 | 646 | (<0.5%) | 75 |

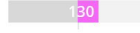

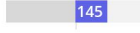


















Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | |
|---------------------------|--------|---|--------|---|--------|---|
| Japanese | 8 | (<0.5%)  | 55 | (<0.5%)  | 199 | (<0.5%)  |
| Dutch | 5 | (<0.5%)  | 172 | (<0.5%)  | 483 | (<0.5%)  |
| Hawaiian/Pacific Islander | 1 | (<0.5%)  | 26 | (<0.5%)  | 48 | (<0.5%)  |

Education (Age 25+)

| | | | | | | |
|----------------------------------|-------|---|--------|---|---------|---|
| Total Educated Population | 8,848 | | 87,536 | | 168,996 | |
| Elementary (0 to 8 Years) | 551 | (6.2%)  | 9,661 | (11%)  | 11,745 | (6.9%)  |
| Some High School (9 to 11 Years) | 625 | (7.1%)  | 6,876 | (7.9%)  | 9,357 | (5.5%)  |
| High School Graduate (12 Years) | 2,364 | (26.7%)  | 23,386 | (26.7%)  | 38,287 | (22.7%)  |
| Some College (13 to 16 Years) | 1,972 | (22.3%)  | 14,289 | (16.3%)  | 24,540 | (14.5%)  |
| Associates Degree Only | 481 | (5.4%)  | 5,248 | (6%)  | 10,799 | (6.4%)  |
| Bachelor's Degree Only | 1,717 | (19.4%)  | 17,766 | (20.3%)  | 43,349 | (25.7%)  |
| Graduate Degree | 1,138 | (12.9%)  | 10,310 | (11.8%)  | 30,919 | (18.3%)  |

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



Benchmark: Nationwide



Household Type

| Household Type | 1 Mile | 3 Mile | 5 Mile |
|-----------------------|---------------|----------------|----------------|
| Households | 4,210 | 40,945 | 81,109 |
| One Person Households | 813 (19.3%) | 7,973 (19.5%) | 15,477 (19.1%) |
| Married Couple | 2,324 (55.2%) | 21,027 (51.4%) | 46,339 (57.1%) |
| Male Householder | 126 (3%) | 3,101 (7.6%) | 4,631 (5.7%) |
| Female Householder | 883 (21%) | 6,974 (17%) | 11,086 (13.7%) |
| Non Family Households | 64 (1.5%) | 1,870 (4.6%) | 3,576 (4.4%) |

Household Size

| Household Size | 1 Mile | 3 Mile | 5 Mile |
|---------------------|---------------|----------------|----------------|
| Households | 4,210 | 40,945 | 81,109 |
| 1 Person Household | 813 (19.3%) | 7,973 (19.5%) | 15,477 (19.1%) |
| 2 Person Household | 1,143 (27.1%) | 10,338 (25.2%) | 21,566 (26.6%) |
| 3 Person Household | 785 (18.6%) | 7,703 (18.8%) | 15,892 (19.6%) |
| 4 Person Household | 719 (17.1%) | 7,369 (18%) | 15,616 (19.3%) |
| 5 Person Household | 375 (8.9%) | 3,953 (9.7%) | 7,178 (8.8%) |
| 6 Person Household | 198 (4.7%) | 1,933 (4.7%) | 3,058 (3.8%) |
| 7+ Person Household | 177 (4.2%) | 1,676 (4.1%) | 2,322 (2.9%) |

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



Benchmark: Nationwide



Housing Units

| | | | |
|-------------------------|-------|--------|--------|
| Total Housing Units | 4,338 | 42,712 | 84,156 |
| Owner Occupied Housing | 2,742 | 25,673 | 56,933 |
| Renter Occupied Housing | 1,468 | 15,272 | 24,176 |
| Vacant Housing | 128 | 1,767 | 3,047 |

Housing Rent

| | | | | | | |
|--------------------------|-------------|--------|---------------|-----|---------------|-----|
| Average Rent | \$1,613.93 | 104 | \$1,767.87 | 114 | \$1,913.69 | 124 |
| Median Rent | \$1,608.93 | 114 | \$1,749.89 | 124 | \$1,858.15 | 132 |
| Total Cash Rents Housing | 1,391 | 14,883 | 23,414 | | | |
| <\$300 | 33 (2.4%) | 85 | 318 (2.1%) | 76 | 347 (1.5%) | 53 |
| \$300-\$500 | 1 (<0.5%) | 2 | 418 (2.8%) | 73 | 491 (2.1%) | 54 |
| \$500-\$750 | 79 (5.7%) | 65 | 575 (3.9%) | 45 | 702 (3%) | 35 |
| \$750-\$1000 | 126 (9.1%) | 70 | 584 (3.9%) | 30 | 728 (3.1%) | 24 |
| \$1000-\$1500 | 343 (24.7%) | 94 | 3,354 (22.5%) | 86 | 4,508 (19.3%) | 73 |
| \$1500-\$2000 | 521 (37.5%) | 178 | 4,387 (29.5%) | 140 | 6,884 (29.4%) | 140 |
| \$2000-\$2500 | 172 (12.4%) | 105 | 3,114 (20.9%) | 178 | 5,155 (22%) | 187 |

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 | 69 | (5%) | 86 | 1,411 | (9.5%) | 164 | 2,546 | (10.9%) | 188 |
| \$3000-\$3500 | 27 | (1.9%) | 63 | 476 | (3.2%) | 104 | 996 | (4.3%) | 139 |
| >\$3500 | 20 | (1.4%) | 39 | 246 | (1.7%) | 45 | 1,057 | (4.5%) | 123 |

Value of Owner-Occupied Housing Units

| | | | | | | | | | |
|------------------------|--------------|---------|--------------|--------|--------------|-----|--------|---------|-----|
| Average House Value | \$692,779.06 | 129 | \$753,467.84 | 140 | \$821,208.13 | 153 | | | |
| Median House Value | \$597,701.15 | 153 | \$621,959.32 | 159 | \$696,374.28 | 178 | | | |
| Owner Occupied Housing | 2,742 | | 25,673 | | 56,933 | | | | |
| <\$100K | 21 | (0.8%) | 9 | 409 | (1.6%) | 19 | 722 | (1.3%) | 15 |
| \$100K - \$200K | 29 | (1.1%) | 8 | 366 | (1.4%) | 11 | 553 | (1%) | 8 |
| \$200K - \$300K | 35 | (1.3%) | 8 | 889 | (3.5%) | 22 | 1,159 | (2%) | 13 |
| \$300K - \$400K | 280 | (10.2%) | 70 | 2,465 | (9.6%) | 66 | 3,576 | (6.3%) | 43 |
| \$400K - \$500K | 564 | (20.6%) | 178 | 4,476 | (17.4%) | 151 | 7,470 | (13.1%) | 113 |
| \$500K - \$1000K | 1,357 | (49.5%) | 193 | 11,573 | (45.1%) | 176 | 29,016 | (51%) | 199 |
| >\$1000K | 456 | (16.6%) | 143 | 5,495 | (21.4%) | 185 | 14,437 | (25.4%) | 219 |

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

| | | | | | | | | | |
|--|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Households in Poverty | 333 | (7.9%) | 63 | 4,554 | (11.1%) | 88 | 6,222 | (7.7%) | 61 |
| Households Above Poverty | 3,877 | (92.1%) | 105 | 36,391 | (88.9%) | 102 | 74,887 | (92.3%) | 106 |
| Households in Poverty (Married) | 56 | (1.3%) | 61 | 1,218 | (3%) | 37 | 1,712 | (2.1%) | 97 |
| Households in Poverty (Male Householder) | | | | 453 | (1.1%) | 174 | 535 | (0.7%) | 104 |
| Households in Poverty (Female Householder) | 75 | (1.8%) | 60 | 1,166 | (2.8%) | 97 | 1,438 | (1.8%) | 60 |
| Households in Poverty (Non-Family) | 194 | (4.6%) | 74 | 1,634 | (4%) | 64 | 2,406 | (3%) | 47 |
| Households in Poverty (Non-Family Student) | 8 | (<0.5%) | 30 | 83 | (<0.5%) | 33 | 131 | (<0.5%) | 26 |

Wealth per Household

| | | | | | | | | | |
|--------------------------|--------------|---------|-----|--------------|---------|-----|--------------|---------|-----|
| Household Average Wealth | \$246,138.36 | | 101 | \$240,121.75 | | 99 | \$261,109.93 | | 108 |
| Household Median Wealth | \$84,069.09 | | 103 | \$79,476.94 | | 97 | \$94,429.09 | | 115 |
| <\$0K | 725 | (17.2%) | 99 | 7,179 | (17.5%) | 101 | 13,284 | (16.4%) | 95 |
| \$0K - \$5K | 354 | (8.4%) | 99 | 3,570 | (8.7%) | 103 | 6,213 | (7.7%) | 90 |
| \$5K - \$10K | 187 | (4.4%) | 98 | 1,867 | (4.6%) | 101 | 3,387 | (4.2%) | 92 |
| \$10K - \$25K | 261 | (6.2%) | 98 | 2,594 | (6.3%) | 100 | 4,891 | (6%) | 95 |
| \$25K - \$50K | 285 | (6.8%) | 99 | 2,797 | (6.8%) | 100 | 5,445 | (6.7%) | 99 |

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



Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | |
|-----------------|--------|---------|--------|---------|--------|---------|
| \$50K - \$100K | 430 | (10.2%) | 4,182 | (10.2%) | 8,254 | (10.2%) |
| \$100K - \$250K | 764 | (18.1%) | 7,346 | (17.9%) | 14,957 | (18.4%) |
| \$250K - \$500K | 562 | (13.3%) | 5,361 | (13.1%) | 11,307 | (13.9%) |
| >\$500K | 642 | (15.2%) | 6,049 | (14.8%) | 13,371 | (16.5%) |

Vehicles per Household

| | | | | | | |
|----------------------------|-------|---------|--------|---------|---------|---------|
| Total Number of Vehicles | 8,221 | | 76,462 | | 157,436 | |
| Average Number of Vehicles | 1.95 | | 1.87 | | 1.94 | |
| No Vehicles | 184 | (4.4%) | 3,308 | (8.1%) | 4,745 | (5.9%) |
| 1 Vehicle | 1,550 | (36.8%) | 12,883 | (31.5%) | 23,349 | (28.8%) |
| 2 Vehicles | 1,323 | (31.4%) | 15,341 | (37.5%) | 33,718 | (41.6%) |
| 3 or more Vehicles | 1,153 | (27.4%) | 9,413 | (23%) | 19,297 | (23.8%) |

Population Change

| | | | | | | |
|-----------|-----|--|-------|--|-------|--|
| Births | 145 | | 1,403 | | 2,562 | |
| Deaths | 76 | | 814 | | 1,683 | |
| Migration | 93 | | 1,276 | | 2,637 | |

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 | 222 | 2,925 | 6,402 |
| Total Employees | 1,959 | 30,138 | 78,052 |

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