



Audience Profile

Jan 1 - Dec 31, 2024

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Overview									
Population	35,798			435,653			921,799		
Households	15,446			178,100			387,024		
Persons per Household	2.23		87	2.16		85	2.19		86
Household Median Income	\$86,954.29		109	\$118,201.58		149	\$119,718.07		150
Household Median Disposable Income	\$73,280.96		107	\$96,479.94		141	\$97,600.15		142
Household Median Discretionary Income	\$47,204.57		93	\$72,127.8		142	\$73,939.54		145
Average Income Per Person	\$50,107.65		116	\$70,259.98		163	\$74,098.34		172
Median Rent	\$2,241.75		159	\$2,500.29		178	\$2,383.32		169
Median House Value	\$786,474.15		207	\$1.15M		303	\$1.12M		295
Households in Poverty	3,328	(21.5%)	170	24,937	(14%)	111	55,147	(14.2%)	113
Household Median Wealth	\$54,078.68		67	\$79,576.91		98	\$81,305.62		100
Average Age	33.89		83	35.95		88	37.9		93
Median Age	31.48		74	32.24		84	33.74		84
Households with Children	1,547	(10%)	37	27,631	(15.5%)	58	69,296	(17.9%)	67
High School Graduate or Higher	22,600	(92.5%)	104	276,897	(95.3%)	107	599,803	(93.3%)	104

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



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Jan 1 - Dec 31, 2024

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	17,013 (69.6%) 199	223,417 (76.9%) 219	446,079 (69.4%) 198
Pop density (per sq mi)	12,046	16,014	12,251
Area (based on blockgroups)	3	27	75

Population

Population 2024 Q4	35,798	435,653	921,799
Population 2024 Q3	35,828	434,919	920,876
Population 2024 Q2	35,255	434,259	919,919
Population 2024 Q1	35,238	433,807	916,863
Population 2023 Q4	35,226	433,445	915,014
Population 2023 Q3	35,053	432,379	913,636
Population 2023 Q2	35,180	432,097	912,770
Population 2023 Q1	35,181	432,383	912,634
Population 2022 Q4	35,118	433,213	912,854
Population 5 Years Forecast	36,669	442,107	934,573
Population 10 Years Forecast	37,238	447,074	944,638
Persons per Household	2.23 87	2.16 85	2.19 86

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	1 Mile			3 Mile			5 Mile		
Group Quarters	1,340	(3.7%)	159	51,840	(11.9%)	504	74,547	(8.1%)	343
Transient Population - Average Last 4 Quarters	200	(0.6%)	43	5,504	(1.3%)	98	23,562	(2.6%)	197

Households

Households 2024 Q4	15,446		178,100		387,024
Households 2024 Q3	15,441		177,618		386,350
Households 2024 Q2	15,184		177,301		385,861
Households 2024 Q1	15,174		177,111		384,530
Households 2023 Q4	15,170		176,909		383,434
Households 2023 Q3	15,100		176,414		382,746
Households 2023 Q2	15,195		176,317		382,319
Households 2023 Q1	15,189		176,485		382,274
Households 2022 Q4	15,171		176,924		382,409
Households 5 Years Forecast	15,815		181,167		393,723
Households 10 Years Forecast	16,064		183,520		398,814

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Gender

Male	17,949	(50.1%)	102	209,442	(48.1%)	98	441,996	(47.9%)	98
Female	17,849	(49.9%)	98	226,211	(51.9%)	102	479,803	(52.1%)	102

Ethnicity

White	18,857	(52.7%)	91	264,638	(60.7%)	105	541,185	(58.7%)	102
Asian	7,728	(21.6%)	375	77,005	(17.7%)	307	133,656	(14.5%)	252
Hispanic (Ethnic)	4,744	(13.3%)	68	39,639	(9.1%)	47	107,824	(11.7%)	60
Other	2,374	(6.6%)	128	27,087	(6.2%)	120	57,298	(6.2%)	120
Black	2,095	(5.9%)	50	27,284	(6.3%)	53	81,836	(8.9%)	75

Household by Ethnicity

White	8,202	(53.1%)	86	111,575	(62.6%)	102	237,081	(61.3%)	99
Asian	3,437	(22.3%)	491	29,074	(16.3%)	360	50,930	(13.2%)	290
Other	1,599	(10.4%)	136	14,840	(8.3%)	110	33,107	(8.6%)	113
Hispanic (Ethnic)	1,377	(8.9%)	59	12,876	(7.2%)	47	35,672	(9.2%)	61
Black	831	(5.4%)	49	9,735	(5.5%)	49	30,234	(7.8%)	70

Households Income

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



Audience Profile

Jan 1 - Dec 31, 2024

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	\$113,473.32		102	\$165,527.44		149	\$171,238.88		154
Average Income Per Person	\$50,107.65		116	\$70,259.98		163	\$74,098.34		172
Household Median Income	\$86,954.29		109	\$118,201.58		149	\$119,718.07		150
<\$15K	1,764	(11.4%)	141	15,081	(8.5%)	105	35,486	(9.2%)	113
\$15K - \$25K	976	(6.3%)	98	8,074	(4.5%)	70	19,611	(5.1%)	7
\$25K - \$35K	818	(5.3%)	7	6,326	(3.6%)	53	14,857	(3.8%)	57
\$35K - \$50K	1,238	(8%)	7	9,937	(5.6%)	54	21,676	(5.6%)	54
\$50K - \$75K	2,096	(13.6%)	86	18,865	(10.6%)	67	37,943	(9.8%)	62
\$75K - \$100K	1,688	(10.9%)	85	18,811	(10.6%)	8	36,936	(9.5%)	74
\$100K - \$150K	2,819	(18.3%)	103	30,259	(17%)	96	62,662	(16.2%)	91
\$150K - \$175K	1,025	(6.6%)	106	14,586	(8.2%)	130	30,519	(7.9%)	126
\$175K - \$200K	1,192	(7.7%)	118	13,630	(7.7%)	117	35,120	(9.1%)	138
\$200K - \$250K	1,024	(6.6%)	127	23,817	(13.4%)	256	51,634	(13.3%)	256
\$250K - \$500K	439	(2.8%)	127	10,204	(5.7%)	257	22,132	(5.7%)	256
>\$500K	367	(2.4%)	127	8,510	(4.8%)	256	18,448	(4.8%)	256

Disposable Households Income

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



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Household Average Disposable Income	\$86,011.98		104	\$109,181.53		132	\$109,071.53		132
Household Median Disposable Income	\$73,280.96		107	\$96,479.94		141	\$97,600.15		142
<\$15K	1,912	(12.4%)	141	16,908	(9.5%)	108	40,118	(10.4%)	118
\$15K - \$25K	1,035	(6.7%)	88	8,105	(4.6%)	60	19,606	(5.1%)	67
\$25K - \$35K	901	(5.8%)	74	7,025	(3.9%)	50	16,845	(4.4%)	55
\$35K - \$50K	1,800	(11.7%)	96	13,766	(7.7%)	63	28,402	(7.3%)	60
\$50K - \$75K	2,219	(14.4%)	8	23,936	(13.4%)	76	47,073	(12.2%)	69
\$75K - \$100K	2,333	(15.1%)	106	22,142	(12.4%)	87	45,484	(11.8%)	82
\$100K - \$150K	2,640	(17.1%)	95	36,166	(20.3%)	113	76,432	(19.7%)	110
\$150K - \$175K	1,149	(7.4%)	122	16,155	(9.1%)	149	39,587	(10.2%)	168
\$175K - \$200K	433	(2.8%)	127	9,960	(5.6%)	254	21,584	(5.6%)	253
\$200K - \$250K	413	(2.7%)	125	9,636	(5.4%)	253	20,895	(5.4%)	253
\$250K - \$500K	563	(3.6%)	124	13,158	(7.4%)	252	28,523	(7.4%)	252
>\$500K	48	(<0.5%)	121	1,143	(0.6%)	250	2,475	(0.6%)	249

Discretionary Households Income

Household Average Discretionary Income	\$55,186.04		90	\$79,383.09		129	\$80,124.27		131
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2024

Benchmark: Nationwide

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Household Median Discretionary Income	\$47,204.57		93	\$72,127.8		142	\$73,939.54		145
<\$10K	1,936	(12.5%)	135	15,996	(9%)	97	38,803	(10%)	108
\$10K - \$20K	1,752	(11.3%)	107	12,221	(6.9%)	65	29,500	(7.6%)	72
\$20K - \$30K	1,629	(10.5%)	100	11,334	(6.4%)	60	24,287	(6.3%)	59
\$30K - \$40K	1,405	(9.1%)	92	11,756	(6.6%)	66	22,577	(5.8%)	59
\$40K - \$50K	1,380	(8.9%)	101	12,628	(7.1%)	8	24,726	(6.4%)	72
\$50K - \$75K	3,057	(19.8%)	114	27,946	(15.7%)	90	55,839	(14.4%)	83
\$75K - \$100K	1,733	(11.2%)	96	23,128	(13%)	111	47,299	(12.2%)	104
\$100K - \$125K	1,199	(7.8%)	96	19,478	(10.9%)	135	42,915	(11.1%)	137
\$125K - \$150K	1,255	(8.1%)	122	20,057	(11.3%)	169	48,701	(12.6%)	189
>\$150K	100	(0.6%)	11	23,556	(13.2%)	224	52,377	(13.5%)	229

Households Income by Ethnicity

Average Income - White	\$104,343.96		109	\$124,433.08		130	\$128,286.37		134
Median Income - White	\$101,539.98		117	\$133,195.88		153	\$143,739.38		166
Average Income - Black	\$56,378.65		8	\$80,035.8		116	\$76,951.53		111
Median Income - Black	\$47,124.58		85	\$68,875.21		124	\$60,028.44		108

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Average Income - Asian	\$86,909.9	77	\$106,542.37	94	\$107,175.19	95
Median Income - Asian	\$77,247.54	68	\$104,190.2	91	\$106,266.85	93
Average Income - Hispanic	\$79,260.84	98	\$99,470.31	123	\$88,920.51	110
Median Income - Hispanic	\$67,152.7	97	\$93,435.75	134	\$75,014.39	108
Average Income - Other	\$94,205.55	105	\$107,310.07	120	\$100,606.79	112
Median Income - Other	\$86,028.97	108	\$103,914.37	131	\$93,411.72	117

Age

Average Age	33.89	83	35.95	88	37.9	93
Median Age	31.48	76	32.24	86	33.74	84
0-4	2,777 (7.8%)	144	29,149 (6.7%)	124	60,429 (6.6%)	121
5-13	1,887 (5.3%)	51	26,047 (6%)	58	65,021 (7.1%)	68
14-17	836 (2.3%)	44	18,711 (4.3%)	8	39,068 (4.2%)	8
18-21	2,612 (7.3%)	133	34,838 (8%)	145	58,528 (6.3%)	115
22-24	3,258 (9.1%)	219	36,232 (8.3%)	200	55,612 (6%)	145
25-29	3,657 (10.2%)	172	36,893 (8.5%)	143	72,922 (7.9%)	34
30-34	7,776 (21.7%)	333	64,266 (14.8%)	226	117,000 (12.7%)	194

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35-39	3,795	(10.6%)	161	42,987	(9.9%)	149	88,935	(9.6%)	146
40-44	1,793	(5%)	7	26,371	(6.1%)	95	60,163	(6.5%)	102
45-49	1,166	(3.3%)	54	19,044	(4.4%)	73	45,978	(5%)	83
50-54	965	(2.7%)	45	16,801	(3.9%)	65	41,859	(4.5%)	7
55-59	988	(2.8%)	45	15,886	(3.6%)	59	41,794	(4.5%)	74
60-64	990	(2.8%)	43	15,675	(3.6%)	56	42,185	(4.6%)	71
65-69	951	(2.7%)	44	14,624	(3.4%)	55	38,713	(4.2%)	69
70-74	789	(2.2%)	44	13,270	(3%)	61	33,449	(3.6%)	72
75-79	610	(1.7%)	44	11,160	(2.6%)	67	27,069	(2.9%)	7
80-84	431	(1.2%)	50	7,098	(1.6%)	68	17,138	(1.9%)	7
85+	517	(1.4%)	71	6,601	(1.5%)	75	15,936	(1.7%)	85

Age - Male

Male Average Age	33.26	83	35.18	88	36.94	93			
Male Median Age	31.55	83	32.14	84	33.4	88			
0-4	1,428	(8%)	141	14,958	(7.1%)	127	30,976	(7%)	124
5-13	979	(5.5%)	51	13,306	(6.4%)	59	33,105	(7.5%)	70

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14-17	435	(2.4%)	44	8,933	(4.3%)	7	19,153	(4.3%)	7
18-21	1,234	(6.9%)	120	16,204	(7.7%)	35	28,025	(6.3%)	110
22-24	1,501	(8.4%)	192	16,749	(8%)	183	26,415	(6%)	37
25-29	1,850	(10.3%)	167	17,830	(8.5%)	38	35,236	(8%)	29
30-34	3,998	(22.3%)	333	31,363	(15%)	224	56,608	(12.8%)	192
35-39	2,081	(11.6%)	173	21,842	(10.4%)	156	44,092	(10%)	149
40-44	961	(5.4%)	83	13,285	(6.3%)	98	29,588	(6.7%)	104
45-49	635	(3.5%)	59	9,326	(4.5%)	74	22,069	(5%)	83
50-54	471	(2.6%)	44	8,141	(3.9%)	65	20,090	(4.5%)	7
55-59	516	(2.9%)	47	7,697	(3.7%)	60	20,020	(4.5%)	74
60-64	475	(2.6%)	42	7,523	(3.6%)	57	20,062	(4.5%)	72
65-69	464	(2.6%)	44	6,686	(3.2%)	55	17,771	(4%)	66
70-74	357	(2%)	42	5,821	(2.8%)	59	14,884	(3.4%)	71
75-79	253	(1.4%)	40	4,701	(2.2%)	64	11,493	(2.6%)	74
80-84	154	(0.9%)	41	2,852	(1.4%)	65	6,984	(1.6%)	7
85+	157	(0.9%)	59	2,225	(1.1%)	72	5,425	(1.2%)	83

Age - Female

Female Average Age	34.52		8	36.66		87	38.79		92
Female Median Age	31.4		76	32.34		7	35.07		85
0-4	1,349	(7.6%)	146	14,191	(6.3%)	121	29,453	(6.1%)	119
5-13	908	(5.1%)	51	12,741	(5.6%)	57	31,916	(6.7%)	67
14-17	401	(2.2%)	44	9,778	(4.3%)	85	19,915	(4.2%)	8
18-21	1,378	(7.7%)	146	18,634	(8.2%)	156	30,503	(6.4%)	121
22-24	1,757	(9.8%)	349	19,483	(8.6%)	218	29,197	(6.1%)	154
25-29	1,807	(10.1%)	178	19,063	(8.4%)	148	37,686	(7.9%)	38
30-34	3,778	(21.2%)	332	32,903	(14.5%)	228	60,392	(12.6%)	197
35-39	1,714	(9.6%)	147	21,145	(9.3%)	143	44,843	(9.3%)	143
40-44	832	(4.7%)	75	13,086	(5.8%)	91	30,575	(6.4%)	100
45-49	531	(3%)	50	9,718	(4.3%)	72	23,909	(5%)	83
50-54	494	(2.8%)	46	8,660	(3.8%)	64	21,769	(4.5%)	7
55-59	472	(2.6%)	43	8,189	(3.6%)	59	21,774	(4.5%)	74
60-64	515	(2.9%)	44	8,152	(3.6%)	55	22,123	(4.6%)	71
65-69	487	(2.7%)	43	7,938	(3.5%)	56	20,942	(4.4%)	66
70-74	432	(2.4%)	46	7,449	(3.3%)	62	18,565	(3.9%)	75
75-79	357	(2%)	48	6,459	(2.9%)	69	15,576	(3.2%)	7
80-84	277	(1.6%)	57	4,246	(1.9%)	69	10,154	(2.1%)	7
85+	360	(2%)	7	4,376	(1.9%)	76	10,511	(2.2%)	86

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Benchmark: Nationwide



Employment by Occupation

Total Employees (16+ Years Old)	21,136			253,329			529,263		
Professional Specialty	10,009	(47.4%)	192	128,953	(50.9%)	206	235,134	(44.4%)	180
Managerial/Executive	3,730	(17.6%)	102	56,538	(22.3%)	129	126,926	(24%)	138
Office Admin	2,085	(9.9%)	93	17,256	(6.8%)	64	39,325	(7.4%)	70
Sales	1,499	(7.1%)	76	13,840	(5.5%)	59	34,288	(6.5%)	69
Food Preparation & Serving	1,139	(5.4%)	105	8,859	(3.5%)	68	19,846	(3.7%)	73
Production & Transportation	809	(3.8%)	30	8,389	(3.3%)	26	20,495	(3.9%)	30
Healthcare support	633	(3%)	91	4,167	(1.6%)	50	11,608	(2.2%)	67
Building Maintenance & Cleaning	531	(2.5%)	74	3,309	(1.3%)	38	10,597	(2%)	59
Personal Care	323	(1.5%)	61	5,446	(2.1%)	86	11,927	(2.3%)	90
Construction	254	(1.2%)	15	4,020	(1.6%)	20	12,186	(2.3%)	29
Protective	124	(0.6%)	27	2,438	(1%)	44	6,543	(1.2%)	57
Farming, Fishing & Forestry				114	(<0.5%)	8	388	(<0.5%)	13

Employment by Industry

Total Employees (16+ Years Old)	21,136			253,329			529,263		
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Educational Services	7,735	(36.6%)	156	96,657	(38.2%)	163	178,505	(33.7%)	144
Professional Services	3,399	(16.1%)	200	51,807	(20.5%)	254	106,417	(20.1%)	249
Entertainment Services	1,985	(9.4%)	108	17,488	(6.9%)	8	36,636	(6.9%)	8
Wholesale Retail	1,829	(8.7%)	66	18,643	(7.4%)	56	41,870	(7.9%)	60
Manufacturing	1,684	(8%)	8	16,860	(6.7%)	67	35,955	(6.8%)	68
Financial, Insurance & Real Estate	1,264	(6%)	89	15,656	(6.2%)	92	41,069	(7.8%)	115
Other Professional Services	918	(4.3%)	92	8,003	(3.2%)	67	18,947	(3.6%)	76
Information	623	(2.9%)	158	7,579	(3%)	160	14,984	(2.8%)	152
Administrative/Waste Services	563	(2.7%)	64	4,506	(1.8%)	43	13,656	(2.6%)	62
Agriculture/Mining/Construction	494	(2.3%)	27	5,393	(2.1%)	25	14,033	(2.7%)	31
Transportation	315	(1.5%)	25	4,775	(1.9%)	32	12,481	(2.4%)	40
Public Administration	304	(1.4%)	30	5,607	(2.2%)	46	14,002	(2.6%)	55
Management Services	23	(<0.5%)	86	355	(<0.5%)	111	708	(<0.5%)	106

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Language Spoken

Speak English at Home	20,945	(63.4%)	8	276,761	(68.1%)	88	585,107	(67.9%)	88
Speak Other Language at Home	9,125	(27.6%)	327	102,241	(25.2%)	297	197,073	(22.9%)	270
Speak Spanish at Home	2,951	(8.9%)	63	27,502	(6.8%)	48	79,190	(9.2%)	65

Ancestry

Other	9,917	(27.7%)	31	106,850	(24.5%)	116	230,561	(25%)	119
Unclassified	4,242	(11.8%)	73	56,425	(13%)	8	121,973	(13.2%)	8
Chinese	4,146	(11.6%)	928	35,006	(8%)	644	63,689	(6.9%)	553
Scottish/Irish	2,359	(6.6%)	99	36,183	(8.3%)	125	84,446	(9.2%)	138
South Central Asian (e.g. Indian)	1,363	(3.8%)	244	19,514	(4.5%)	287	32,679	(3.5%)	227
Other European (e.g. Greek/Russian)	1,324	(3.7%)	117	27,902	(6.4%)	202	53,222	(5.8%)	182
Italian	1,302	(3.6%)	122	20,859	(4.8%)	161	51,253	(5.6%)	187
South East Asian (e.g. Vietnamese)	1,224	(3.4%)	194	7,857	(1.8%)	102	14,161	(1.5%)	87
Central American	1,110	(3.1%)	186	5,968	(1.4%)	8	16,849	(1.8%)	110
German	1,021	(2.9%)	37	16,191	(3.7%)	48	30,540	(3.3%)	43
Puerto Rican	946	(2.6%)	94	9,014	(2.1%)	73	27,124	(2.9%)	105

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



Audience Profile

Jan 1 - Dec 31, 2024

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
British	924	(2.6%)	49	18,035	(4.1%)	74	35,892	(3.9%)	73
Other Hispanic	822	(2.3%)	160	6,134	(1.4%)	98	14,531	(1.6%)	110
South American	639	(1.8%)	143	7,419	(1.7%)	137	14,481	(1.6%)	126
Middle Eastern	637	(1.8%)	287	10,080	(2.3%)	373	17,519	(1.9%)	306
Mexican	614	(1.7%)	16	5,620	(1.3%)	12	10,230	(1.1%)	10
Korean	437	(1.2%)	236	7,158	(1.6%)	317	10,814	(1.2%)	226
Dominican	431	(1.2%)	189	3,536	(0.8%)	127	20,970	(2.3%)	357
American	428	(1.2%)	25	6,403	(1.5%)	31	15,667	(1.7%)	36
French	348	(1%)	74	5,380	(1.2%)	100	10,803	(1.2%)	95
Scandinavian	347	(1%)	51	6,051	(1.4%)	73	11,285	(1.2%)	65
Polish	334	(0.9%)	61	6,493	(1.5%)	97	13,263	(1.4%)	94
Other Asian	307	(0.9%)	201	3,750	(0.9%)	202	6,884	(0.7%)	175
Japanese	251	(0.7%)	292	3,720	(0.9%)	356	5,429	(0.6%)	245
Cuban	182	(0.5%)	70	1,948	(<0.5%)	62	3,639	(<0.5%)	54
Dutch	96	(<0.5%)	44	1,517	(<0.5%)	58	2,607	(<0.5%)	47
Native American (Indian/Eskimo)	33	(<0.5%)	14	446	(<0.5%)	16	952	(<0.5%)	16

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



Audience Profile

Jan 1 - Dec 31, 2024

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Hawaiian/Pacific Islander	14	(<0.5%)	22	194	(<0.5%)	25	336	(<0.5%)	20
Education (Age 25+)									
Total Educated Population	24,428			290,676			643,141		
Elementary (0 to 8 Years)	998	(4.1%)	86	7,995	(2.8%)	58	25,071	(3.9%)	8
Some High School (9 to 11 Years)	830	(3.4%)	58	5,784	(2%)	34	18,267	(2.8%)	48
High School Graduate (12 Years)	2,895	(11.9%)	45	25,779	(8.9%)	34	77,733	(12.1%)	46
Some College (13 to 16 Years)	1,747	(7.2%)	37	19,815	(6.8%)	35	52,838	(8.2%)	43
Associates Degree Only	945	(3.9%)	44	7,886	(2.7%)	31	23,153	(3.6%)	41
Bachelor's Degree Only	9,751	(39.9%)	187	96,506	(33.2%)	156	199,340	(31%)	145
Graduate Degree	7,262	(29.7%)	216	126,911	(43.7%)	318	246,739	(38.4%)	279

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



Audience Profile

Jan 1 - Dec 31, 2024

Benchmark: Nationwide



Household Type

Households	15,446		178,100		387,024
One Person Households	5,324	(34.5%)	63,715	(35.8%)	137,325
Married Couple	3,384	(21.9%)	55,757	(31.3%)	130,608
Male Householder	383	(2.5%)	4,063	(2.3%)	10,236
Female Householder	1,360	(8.8%)	11,525	(6.5%)	34,010
Non Family Households	4,995	(32.3%)	43,040	(24.2%)	74,845

Household Size

Households	15,446		178,100		387,024
1 Person Household	5,324	(34.5%)	63,715	(35.8%)	137,325
2 Person Household	5,485	(35.5%)	62,206	(34.9%)	132,541
3 Person Household	2,420	(15.7%)	26,821	(15.1%)	57,700
4 Person Household	1,352	(8.8%)	17,478	(9.8%)	39,335
5 Person Household	539	(3.5%)	5,415	(3%)	13,357
6 Person Household	210	(1.4%)	1,676	(0.9%)	4,461
7+ Person Household	116	(0.8%)	789	(<0.5%)	2,305

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



Audience Profile

Jan 1 - Dec 31, 2024

Benchmark: Nationwide



Housing Units

Total Housing Units	16,429	189,820	415,529
Renter Occupied Housing	11,618	113,765	230,809
Owner Occupied Housing	3,828	64,335	156,215
Vacant Housing	983	11,720	28,505

Housing Rent

Average Rent	\$2,246.63	146	\$2,422.44	157	\$2,289.5	148
Median Rent	\$2,241.75	159	\$2,500.29	178	\$2,383.32	169
Total Cash Rents Housing	11,497		111,589		226,178	
<\$300	218	(1.9%) 68	3,884	(3.5%) 124	10,290	(4.5%) 162
\$300-\$500	290	(2.5%) 65	3,051	(2.7%) 71	9,514	(4.2%) 109
\$500-\$750	406	(3.5%) 40	3,126	(2.8%) 32	9,570	(4.2%) 48
\$750-\$1000	330	(2.9%) 22	2,358	(2.1%) 16	7,579	(3.4%) 26
\$1000-\$1500	1,019	(8.9%) 34	6,978	(6.3%) 24	17,860	(7.9%) 30
\$1500-\$2000	2,269	(19.7%) 94	15,168	(13.6%) 65	29,438	(13%) 62
\$2000-\$2500	2,516	(21.9%) 187	21,218	(19%) 162	37,616	(16.6%) 142

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



Audience Profile

Jan 1 - Dec 31, 2024

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	1,865	(16.2%)	282	19,902	(17.8%)	310	35,395	(15.6%)	272
\$3000-\$3500	1,172	(10.2%)	335	15,760	(14.1%)	464	28,754	(12.7%)	418
>\$3500	1,412	(12.3%)	337	20,144	(18.1%)	495	40,162	(17.8%)	487
Value of Owner-Occupied Housing Units									
Average House Value	\$966,377.66		185	\$1.36M		261	\$1.32M		253
Median House Value	\$786,474.15		207	\$1.15M		303	\$1.12M		295
Owner Occupied Housing	3,828			64,335			156,215		
<\$100K	96	(2.5%)	29	722	(1.1%)	13	1,839	(1.2%)	14
\$100K - \$200K	30	(0.8%)	6	373	(0.6%)	4	820	(0.5%)	4
\$200K - \$300K	132	(3.4%)	21	908	(1.4%)	9	1,643	(1.1%)	6
\$300K - \$400K	305	(8%)	55	1,262	(2%)	13	2,743	(1.8%)	12
\$400K - \$500K	353	(9.2%)	8	2,018	(3.1%)	27	5,005	(3.2%)	28
\$500K - \$1000K	1,560	(40.8%)	165	19,578	(30.4%)	123	51,675	(33.1%)	34
>\$1000K	1,352	(35.3%)	323	39,474	(61.4%)	562	92,490	(59.2%)	542

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



Audience Profile

Jan 1 - Dec 31, 2024

Benchmark: Nationwide



Poverty

Households in Poverty	3,328	(21.5%)	170	24,937	(14%)	111	55,147	(14.2%)	113
Households Above Poverty	12,118	(78.5%)	90	153,163	(86%)	98	331,877	(85.8%)	98
Households in Poverty (Married)	175	(1.1%)	52	1,967	(1.1%)	51	4,992	(1.3%)	59
Households in Poverty (Male Householder)	88	(0.6%)	89	278	(<0.5%)	24	1,067	(<0.5%)	43
Households in Poverty (Female Householder)	459	(3%)	101	2,155	(1.2%)	41	7,517	(1.9%)	66
Households in Poverty (Non-Family)	1,774	(11.5%)	183	14,664	(8.2%)	131	33,096	(8.6%)	136
Households in Poverty (Non-Family Student)	832	(5.4%)	866	5,873	(3.3%)	530	8,475	(2.2%)	352

Wealth per Household

Household Average Wealth	\$224,254.99	93	\$255,255.22	106	\$255,132.29	106			
Household Median Wealth	\$54,078.68	67	\$79,576.91	98	\$81,305.62	100			
<\$0K	3,116	(20.2%)	116	32,587	(18.3%)	105	69,870	(18.1%)	104
\$0K - \$5K	1,575	(10.2%)	119	15,558	(8.7%)	102	33,616	(8.7%)	101
\$5K - \$10K	826	(5.3%)	117	8,404	(4.7%)	104	18,000	(4.7%)	102
\$10K - \$25K	1,072	(6.9%)	109	11,391	(6.4%)	101	24,478	(6.3%)	100
\$25K - \$50K	1,018	(6.6%)	97	11,421	(6.4%)	94	24,933	(6.4%)	95

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



Audience Profile

Jan 1 - Dec 31, 2024

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,422	(9.2%)	90	16,379	(9.2%)	90	36,119	(9.3%)	91
\$100K - \$250K	2,425	(15.7%)	87	29,632	(16.6%)	92	65,410	(16.9%)	94
\$250K - \$500K	1,802	(11.7%)	88	23,057	(12.9%)	98	50,550	(13.1%)	99
>\$500K	2,190	(14.2%)	95	29,671	(16.7%)	112	64,048	(16.5%)	111

Vehicles per Household

Total Number of Vehicles	13,513			171,844			402,069		
Average Number of Vehicles	0.87		48	0.96		53	1.04		57
No Vehicles	6,157	(39.9%)	482	57,020	(32%)	387	113,843	(29.4%)	356
1 Vehicle	6,180	(40%)	122	80,235	(45.1%)	137	170,658	(44.1%)	34
2 Vehicles	2,278	(14.7%)	40	33,232	(18.7%)	51	82,013	(21.2%)	57
3 or more Vehicles	831	(5.4%)	24	7,613	(4.3%)	19	20,510	(5.3%)	24

Population Change

Births	705			6,447			12,510		
Deaths	161			2,379			5,746		
Migration	60			-1,585			636		

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



Audience Profile

Jan 1 - Dec 31, 2024

Benchmark: Nationwide



Workplace

Total Businesses	1,336	18,379	44,151
Total Employees	16,055	477,789	888,237

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