



# Audience Profile

Jan 1 - Dec 31, 2025



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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	11,804		182,491		571,980	
Households	4,193		66,909		200,534	
Persons per Household	2.81	110	2.68	105	2.83	111
Household Median Income	\$138,488.47	174	\$114,379.04	144	\$105,469.15	133
Household Median Disposable Income	\$110,904.67	162	\$93,142.01	136	\$86,877.4	127
Household Median Discretionary Income	\$86,370.69	169	\$68,816.2	135	\$60,871.41	119
Average Income Per Person	\$58,873.13	137	\$54,949.78	127	\$49,060.96	114
Median Rent	\$2,224.09	158	\$1,854.49	132	\$1,747.12	124
Median House Value	\$707,702.49	186	\$672,898.7	177	\$654,637.98	172
Households in Poverty	139 (3.3%)	26	5,492 (8.2%)	65	19,985 (10%)	7
Household Median Wealth	\$115,262.07	142	\$91,738.13	113	\$84,556.81	104
Average Age	43.68	107	42.36	103	41.16	100
Median Age	45.61	114	42.23	105	41.02	102
Households with Children	1,335 (31.8%)	119	18,627 (27.8%)	104	61,454 (30.6%)	114
High School Graduate or Higher	8,062 (92.8%)	104	120,532 (92%)	103	359,689 (89.4%)	100

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	4,522 (52.1%)	63,209 (48.2%)	165,873 (41.2%)
Pop density (per sq mi)	5,747	6,525	7,550
Area (based on blockgroups)	2	28	76

## Population

Population 2024 Q4	11,804	182,491	571,980
Population 2024 Q3	11,803	182,177	571,204
Population 2024 Q2	11,790	181,416	571,422
Population 2024 Q1	11,765	181,228	570,907
Population 2023 Q4	11,766	181,211	570,609
Population 2023 Q3	11,758	180,986	569,515
Population 2023 Q2	11,755	180,172	568,495
Population 2023 Q1	11,756	180,358	568,627
Population 2022 Q4	11,787	179,914	568,026
Population 5 Years Forecast	11,855	186,730	579,940
Population 10 Years Forecast	12,015	191,155	590,088
Persons per Household	2.81	2.68	2.83

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



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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	17	(<0.5%)	3,194	(1.8%)	5,411	(0.9%)
Transient Population - Average Last 4 Quarters	126	(1.1%)	1,749	(1%)	3,316	(0.6%)

## Households

Households 2024 Q4	4,193		66,909		200,534
Households 2024 Q3	4,188		66,737		200,141
Households 2024 Q2	4,186		66,441		200,130
Households 2024 Q1	4,174		66,350		199,918
Households 2023 Q4	4,174		66,347		199,811
Households 2023 Q3	4,172		66,267		199,425
Households 2023 Q2	4,171		65,899		198,976
Households 2023 Q1	4,170		65,983		199,051
Households 2022 Q4	4,184		65,782		198,850
Households 5 Years Forecast	4,216		68,747		203,642
Households 10 Years Forecast	4,275		70,546		207,437

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



Benchmark: Nationwide



### Gender

Male	5,758	(48.8%)	100	88,271	(48.4%)	99	276,424	(48.3%)	99
Female	6,046	(51.2%)	100	94,220	(51.6%)	101	295,556	(51.7%)	101

### Ethnicity

White	5,665	(48%)	83	86,819	(47.6%)	82	232,024	(40.6%)	70
Hispanic (Ethnic)	2,826	(23.9%)	123	45,921	(25.2%)	129	195,736	(34.2%)	175
Asian	2,179	(18.5%)	321	26,578	(14.6%)	253	68,048	(11.9%)	207
Black	704	(6%)	51	16,498	(9%)	71	58,478	(10.2%)	87
Other	430	(3.6%)	70	6,675	(3.7%)	70	17,694	(3.1%)	59

### Household by Ethnicity

White	2,193	(52.3%)	85	32,519	(48.6%)	71	84,199	(42%)	68
Hispanic (Ethnic)	856	(20.4%)	134	15,379	(23%)	151	65,133	(32.5%)	213
Asian	592	(14.1%)	311	7,552	(11.3%)	249	18,853	(9.4%)	207
Other	303	(7.2%)	95	4,961	(7.4%)	98	14,092	(7%)	93
Black	249	(5.9%)	54	6,498	(9.7%)	88	18,257	(9.1%)	82

### Households Income

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



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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$165,599.17	149	\$148,168.58	133	\$138,990.79	125
Average Income Per Person	\$58,873.13	137	\$54,949.78	127	\$49,060.96	114
Household Median Income	\$138,488.47	174	\$114,379.04	144	\$105,469.15	133
<\$15K	120 (2.9%)	35	3,116 (4.7%)	58	11,330 (5.6%)	70
\$15K - \$25K	110 (2.6%)	41	2,996 (4.5%)	69	9,453 (4.7%)	73
\$25K - \$35K	173 (4.1%)	61	3,015 (4.5%)	67	10,130 (5.1%)	75
\$35K - \$50K	328 (7.8%)	76	4,549 (6.8%)	66	15,602 (7.8%)	76
\$50K - \$75K	336 (8%)	51	8,132 (12.2%)	77	25,936 (12.9%)	82
\$75K - \$100K	381 (9.1%)	71	7,829 (11.7%)	91	23,388 (11.7%)	91
\$100K - \$150K	858 (20.5%)	116	12,725 (19%)	107	38,034 (19%)	107
\$150K - \$175K	496 (11.8%)	188	5,801 (8.7%)	138	15,829 (7.9%)	126
\$175K - \$200K	457 (10.9%)	166	6,761 (10.1%)	154	18,956 (9.5%)	144
\$200K - \$250K	524 (12.5%)	240	6,716 (10%)	192	17,854 (8.9%)	171
\$250K - \$500K	224 (5.3%)	239	2,873 (4.3%)	192	7,649 (3.8%)	171
>\$500K	186 (4.4%)	238	2,396 (3.6%)	192	6,373 (3.2%)	170

## 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	\$116,483.11		141	\$104,318.43		127	\$98,961.41		120
Household Median Disposable Income	\$110,904.67		162	\$93,142.01		136	\$86,877.4		127
<\$15K	135	(3.2%)	37	3,374	(5%)	57	12,281	(6.1%)	70
\$15K - \$25K	138	(3.3%)	43	3,623	(5.4%)	71	11,503	(5.7%)	75
\$25K - \$35K	206	(4.9%)	62	3,490	(5.2%)	66	12,488	(6.2%)	71
\$35K - \$50K	364	(8.7%)	71	5,920	(8.8%)	75	18,372	(9.2%)	75
\$50K - \$75K	467	(11.1%)	63	10,116	(15.1%)	85	31,868	(15.9%)	90
\$75K - \$100K	513	(12.2%)	86	9,172	(13.7%)	96	27,674	(13.8%)	97
\$100K - \$150K	1,185	(28.3%)	158	15,743	(23.5%)	131	43,968	(21.9%)	122
\$150K - \$175K	479	(11.4%)	188	6,425	(9.6%)	158	18,304	(9.1%)	150
\$175K - \$200K	190	(4.5%)	206	2,443	(3.7%)	166	6,523	(3.3%)	148
\$200K - \$250K	207	(4.9%)	231	2,659	(4%)	186	7,057	(3.5%)	165
\$250K - \$500K	283	(6.7%)	230	3,626	(5.4%)	185	9,640	(4.8%)	164
>\$500K	26	(0.6%)	241	318	(<0.5%)	185	856	(<0.5%)	166

### Discretionary Households Income

Household Average Discretionary Income	\$88,491.87		144	\$76,153.22		124	\$70,666.1		115
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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	\$86,370.69	169	\$68,816.2	135	\$60,871.41	119
<\$10K	77 (1.8%)	20	3,962 (5.9%)	64	14,917 (7.4%)	8
\$10K - \$20K	228 (5.4%)	51	5,151 (7.7%)	73	17,548 (8.8%)	83
\$20K - \$30K	257 (6.1%)	58	5,279 (7.9%)	75	18,460 (9.2%)	87
\$30K - \$40K	333 (7.9%)	8	5,324 (8%)	8	17,622 (8.8%)	88
\$40K - \$50K	235 (5.6%)	63	5,069 (7.6%)	85	16,583 (8.3%)	93
\$50K - \$75K	595 (14.2%)	8	11,392 (17%)	98	32,938 (16.4%)	94
\$75K - \$100K	871 (20.8%)	177	9,267 (13.9%)	118	26,322 (13.1%)	112
\$100K - \$125K	621 (14.8%)	183	8,229 (12.3%)	152	21,703 (10.8%)	134
\$125K - \$150K	389 (9.3%)	140	7,379 (11%)	166	19,579 (9.8%)	147
>\$150K	587 (14%)	237	5,857 (8.8%)	148	14,862 (7.4%)	125

### Households Income by Ethnicity

Average Income - White	\$115,646.47	121	\$115,867.88	121	\$114,587.02	120
Median Income - White	\$114,604.01	132	\$118,061.27	136	\$116,744.5	135
Average Income - Black	\$131,181.22	190	\$98,157.51	142	\$94,938.3	137
Median Income - Black	\$137,749.49	249	\$91,757.91	166	\$86,582	156

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$145,270.64 (129)	\$131,925.22 (117)	\$129,043.8 (114)
Median Income - Asian	\$163,020.57 (142)	\$150,486.82 (132)	\$143,373.9 (125)
Average Income - Hispanic	\$135,465.03 (167)	\$106,295.93 (131)	\$96,998.84 (120)
Median Income - Hispanic	\$157,328.84 (226)	\$101,245.47 (146)	\$89,562.54 (129)
Average Income - Other	\$139,675.82 (156)	\$116,606.59 (130)	\$113,903.01 (127)
Median Income - Other	\$155,833.22 (196)	\$118,224.15 (149)	\$113,689.55 (143)

## Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	43.68 (107)	42.36 (103)	41.16 (100)
Median Age	45.61 (114)	42.23 (105)	41.02 (102)
0-4	564 (4.8%) (88)	9,799 (5.4%) (99)	31,928 (5.6%) (103)
5-13	1,117 (9.5%) (92)	17,405 (9.5%) (92)	57,967 (10.1%) (98)
14-17	531 (4.5%) (85)	8,787 (4.8%) (91)	29,003 (5.1%) (95)
18-21	524 (4.4%) (8)	8,907 (4.9%) (89)	29,151 (5.1%) (93)
22-24	382 (3.2%) (7)	6,587 (3.6%) (87)	21,494 (3.8%) (91)
25-29	637 (5.4%) (91)	10,137 (5.6%) (94)	33,917 (5.9%) (100)
30-34	613 (5.2%) (8)	11,067 (6.1%) (93)	35,564 (6.2%) (95)

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	1 Mile			3 Mile			5 Mile		
35-39	653	(5.5%)	84	11,901	(6.5%)	99	37,330	(6.5%)	99
40-44	750	(6.4%)	99	11,912	(6.5%)	102	37,666	(6.6%)	103
45-49	860	(7.3%)	122	11,858	(6.5%)	108	37,564	(6.6%)	110
50-54	876	(7.4%)	124	11,645	(6.4%)	107	37,186	(6.5%)	109
55-59	859	(7.3%)	119	12,496	(6.8%)	112	38,748	(6.8%)	110
60-64	868	(7.4%)	115	12,691	(7%)	108	38,762	(6.8%)	106
65-69	829	(7%)	116	12,118	(6.6%)	109	35,307	(6.2%)	102
70-74	698	(5.9%)	118	9,434	(5.2%)	103	26,778	(4.7%)	93
75-79	505	(4.3%)	111	6,941	(3.8%)	99	19,483	(3.4%)	89
80-84	279	(2.4%)	99	4,314	(2.4%)	99	12,130	(2.1%)	88
85+	259	(2.2%)	108	4,492	(2.5%)	121	12,002	(2.1%)	104

## Age - Male

Male Average Age	42.07		106	40.93		103	39.82		100
Male Median Age	42.79		112	40.79		107	38.64		101
0-4	290	(5%)	89	5,042	(5.7%)	101	16,407	(5.9%)	105
5-13	596	(10.4%)	96	8,926	(10.1%)	94	29,556	(10.7%)	100

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	1 Mile			3 Mile			5 Mile		
14-17	284	(4.9%)	89	4,478	(5.1%)	92	14,789	(5.4%)	97
18-21	276	(4.8%)	83	4,579	(5.2%)	90	14,998	(5.4%)	94
22-24	198	(3.4%)	74	3,416	(3.9%)	89	11,165	(4%)	93
25-29	326	(5.7%)	92	5,226	(5.9%)	96	17,288	(6.3%)	101
30-34	336	(5.8%)	87	5,445	(6.2%)	92	17,477	(6.3%)	95
35-39	330	(5.7%)	86	5,871	(6.7%)	99	18,184	(6.6%)	98
40-44	349	(6.1%)	94	5,801	(6.6%)	102	18,188	(6.6%)	102
45-49	409	(7.1%)	118	5,680	(6.4%)	107	17,923	(6.5%)	108
50-54	418	(7.3%)	122	5,662	(6.4%)	108	17,872	(6.5%)	108
55-59	405	(7%)	115	5,935	(6.7%)	110	18,318	(6.6%)	109
60-64	412	(7.2%)	114	5,987	(6.8%)	108	18,308	(6.6%)	105
65-69	380	(6.6%)	113	5,624	(6.4%)	109	16,329	(5.9%)	101
70-74	314	(5.5%)	115	4,354	(4.9%)	104	12,240	(4.4%)	94
75-79	222	(3.9%)	109	3,060	(3.5%)	98	8,515	(3.1%)	87
80-84	122	(2.1%)	102	1,724	(2%)	94	4,848	(1.8%)	84
85+	91	(1.6%)	107	1,461	(1.7%)	112	4,019	(1.5%)	99

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	45.22	43.69	42.42
Female Median Age	47.1	43.6	42.32
0-4	274 (4.5%)	4,757 (5%)	15,521 (5.3%)
5-13	521 (8.6%)	8,479 (9%)	28,411 (9.6%)
14-17	247 (4.1%)	4,309 (4.6%)	14,214 (4.8%)
18-21	248 (4.1%)	4,328 (4.6%)	14,153 (4.8%)
22-24	184 (3%)	3,171 (3.4%)	10,329 (3.5%)
25-29	311 (5.1%)	4,911 (5.2%)	16,629 (5.6%)
30-34	277 (4.6%)	5,622 (6%)	18,087 (6.1%)
35-39	323 (5.3%)	6,030 (6.4%)	19,146 (6.5%)
40-44	401 (6.6%)	6,111 (6.5%)	19,478 (6.6%)
45-49	451 (7.5%)	6,178 (6.6%)	19,641 (6.6%)
50-54	458 (7.6%)	5,983 (6.4%)	19,314 (6.5%)
55-59	454 (7.5%)	6,561 (7%)	20,430 (6.9%)
60-64	456 (7.5%)	6,704 (7.1%)	20,454 (6.9%)

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65-69	449	(7.4%)	118	6,494	(6.9%)	109	18,978	(6.4%)	102
70-74	384	(6.4%)	120	5,080	(5.4%)	102	14,538	(4.9%)	93
75-79	283	(4.7%)	113	3,881	(4.1%)	99	10,968	(3.7%)	89
80-84	157	(2.6%)	96	2,590	(2.7%)	102	7,282	(2.5%)	91
85+	168	(2.8%)	109	3,031	(3.2%)	126	7,983	(2.7%)	106

## Employment by Occupation

Total Employees (16+ Years Old)	6,098			97,286			303,988		
Professional Specialty	1,867	(30.6%)	124	29,924	(30.8%)	124	81,464	(26.8%)	108
Managerial/Executive	1,393	(22.8%)	132	19,736	(20.3%)	117	55,201	(18.2%)	105
Office Admin	708	(11.6%)	109	10,477	(10.8%)	101	34,273	(11.3%)	106
Sales	705	(11.6%)	124	9,170	(9.4%)	101	28,486	(9.4%)	100
Production & Transportation	467	(7.7%)	59	8,507	(8.7%)	68	38,266	(12.6%)	97
Construction	369	(6.1%)	76	6,019	(6.2%)	7	19,754	(6.5%)	8
Personal Care	175	(2.9%)	115	2,478	(2.5%)	102	8,432	(2.8%)	111
Healthcare support	160	(2.6%)	8	3,353	(3.4%)	105	10,513	(3.5%)	105
Protective	105	(1.7%)	8	1,955	(2%)	93	5,737	(1.9%)	87

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Food Preparation & Serving	98	(1.6%)	31	3,192	(3.3%)	64	11,850	(3.9%)	74
Building Maintenance & Cleaning	51	(0.8%)	25	2,453	(2.5%)	74	9,836	(3.2%)	95
Farming, Fishing & Forestry				22	(<0.5%)	4	176	(<0.5%)	10

## Employment by Industry

Total Employees (16+ Years Old)	6,098			97,286			303,988		
Educational Services	2,020	(33.1%)	141	27,058	(27.8%)	119	78,712	(25.9%)	111
Wholesale Retail	894	(14.7%)	111	12,610	(13%)	99	41,930	(13.8%)	105
Financial, Insurance & Real Estate	610	(10%)	149	8,847	(9.1%)	135	25,228	(8.3%)	123
Professional Services	500	(8.2%)	102	10,643	(10.9%)	136	28,221	(9.3%)	115
Entertainment Services	400	(6.6%)	76	6,242	(6.4%)	74	22,263	(7.3%)	84
Manufacturing	394	(6.5%)	65	7,017	(7.2%)	73	26,924	(8.9%)	89
Agriculture/Mining/Construction	269	(4.4%)	52	5,513	(5.7%)	67	17,604	(5.8%)	68
Information	241	(4%)	212	2,420	(2.5%)	133	7,205	(2.4%)	127
Other Professional Services	224	(3.7%)	77	5,114	(5.3%)	112	14,242	(4.7%)	100
Public Administration	214	(3.5%)	73	3,240	(3.3%)	70	9,877	(3.2%)	68
Transportation	203	(3.3%)	57	5,441	(5.6%)	96	19,564	(6.4%)	110

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Administrative/Waste Services	74	(1.2%)	29	2,813	(2.9%)	69	11,671	(3.8%)	92
Management Services	55	(0.9%)	713	328	(<0.5%)	267	547	(<0.5%)	142

### Language Spoken

Speak English at Home	7,357	(65.5%)	85	99,556	(57.6%)	74	273,727	(50.7%)	65
Speak Other Language at Home	2,372	(21.1%)	250	39,932	(23.1%)	273	112,357	(20.8%)	246
Speak Spanish at Home	1,511	(13.4%)	95	33,204	(19.2%)	136	153,968	(28.5%)	202

### Ancestry

Other	2,398	(20.3%)	96	41,541	(22.8%)	108	126,369	(22.1%)	105
Italian	1,187	(10.1%)	338	14,390	(7.9%)	265	36,681	(6.4%)	215
Unclassified	970	(8.2%)	51	15,780	(8.6%)	53	41,915	(7.3%)	45
Puerto Rican	814	(6.9%)	245	9,259	(5.1%)	180	31,856	(5.6%)	198
South American	749	(6.3%)	509	14,942	(8.2%)	657	52,144	(9.1%)	731
Scottish/Irish	661	(5.6%)	84	8,396	(4.6%)	69	21,707	(3.8%)	57
South East Asian (e.g. Vietnamese)	560	(4.7%)	269	7,780	(4.3%)	242	19,891	(3.5%)	198
Korean	555	(4.7%)	908	4,427	(2.4%)	468	14,887	(2.6%)	502
South Central Asian (e.g. Indian)	489	(4.1%)	265	9,291	(5.1%)	326	20,795	(3.6%)	233

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	● 1 Mile		● 3 Mile		● 5 Mile				
Dominican	452	(3.8%)	600	10,877	(6%)	935	55,022	(9.6%)	1508
Chinese	431	(3.7%)	292	3,684	(2%)	162	7,935	(1.4%)	111
Other European (e.g. Greek/Russian)	403	(3.4%)	108	8,736	(4.8%)	151	24,337	(4.3%)	34
German	395	(3.3%)	43	5,815	(3.2%)	41	14,354	(2.5%)	32
Cuban	354	(3%)	414	2,139	(1.2%)	162	7,722	(1.4%)	186
Other Hispanic	255	(2.2%)	151	3,702	(2%)	142	13,159	(2.3%)	161
British	178	(1.5%)	28	1,899	(1%)	20	5,276	(0.9%)	17
Polish	166	(1.4%)	92	4,246	(2.3%)	152	14,896	(2.6%)	170
American	164	(1.4%)	29	3,417	(1.9%)	39	8,234	(1.4%)	30
Middle Eastern	132	(1.1%)	180	3,778	(2.1%)	333	9,180	(1.6%)	259
Mexican	116	(1%)	9	2,000	(1.1%)	10	22,858	(4%)	36
Central American	86	(0.7%)	44	3,002	(1.6%)	99	12,975	(2.3%)	36
Japanese	74	(0.6%)	261	710	(<0.5%)	162	2,134	(<0.5%)	156
Other Asian	70	(0.6%)	139	686	(<0.5%)	88	2,406	(<0.5%)	99
Scandinavian	52	(<0.5%)	23	699	(<0.5%)	20	1,664	(<0.5%)	15
French	45	(<0.5%)	31	565	(<0.5%)	25	1,530	(<0.5%)	22

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Dutch	35	(<0.5%)	518	(<0.5%)	1,458	(<0.5%)
Native American (Indian/Eskimo)	12	(<0.5%)	187	(<0.5%)	521	(<0.5%)
Hawaiian/Pacific Islander	1	(<0.5%)	25	(<0.5%)	74	(<0.5%)

### Education (Age 25+)

Total Educated Population	8,686		131,006		402,437	
Elementary (0 to 8 Years)	277	(3.2%)	5,783	(4.4%)	24,829	(6.2%)
Some High School (9 to 11 Years)	347	(4%)	4,691	(3.6%)	17,919	(4.5%)
High School Graduate (12 Years)	1,627	(18.7%)	28,517	(21.8%)	103,501	(25.7%)
Some College (13 to 16 Years)	1,271	(14.6%)	19,451	(14.8%)	61,629	(15.3%)
Associates Degree Only	642	(7.4%)	9,355	(7.1%)	28,686	(7.1%)
Bachelor's Degree Only	2,916	(33.6%)	38,656	(29.5%)	101,820	(25.3%)
Graduate Degree	1,606	(18.5%)	24,553	(18.7%)	64,053	(15.9%)

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



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	4,193	66,909	200,534
One Person Households	831 (19.8%)	17,693 (26.4%)	46,943 (23.4%)
Married Couple	2,610 (62.2%)	34,139 (51%)	101,683 (50.7%)
Male Householder	155 (3.7%)	2,915 (4.4%)	10,514 (5.2%)
Female Householder	359 (8.6%)	8,423 (12.6%)	31,275 (15.6%)
Non Family Households	238 (5.7%)	3,739 (5.6%)	10,119 (5%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,193	66,909	200,534
1 Person Household	831 (19.8%)	17,693 (26.4%)	46,943 (23.4%)
2 Person Household	1,290 (30.8%)	19,105 (28.6%)	54,812 (27.3%)
3 Person Household	728 (17.4%)	11,402 (17%)	36,685 (18.3%)
4 Person Household	864 (20.6%)	10,706 (16%)	34,633 (17.3%)
5 Person Household	303 (7.2%)	4,901 (7.3%)	16,471 (8.2%)
6 Person Household	97 (2.3%)	2,062 (3.1%)	6,838 (3.4%)
7+ Person Household	80 (1.9%)	1,040 (1.6%)	4,152 (2.1%)

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	4,333	69,505	208,858
Owner Occupied Housing	3,383	40,937	115,929
Renter Occupied Housing	810	25,972	84,605
Vacant Housing	140	2,596	8,324

### Housing Rent

Average Rent	\$2,264.52	147	\$1,945.24	126	\$1,817.69	118
Median Rent	\$2,224.09	158	\$1,854.49	132	\$1,747.12	124
Total Cash Rents Housing	775	25,332	82,266			
<\$300	11 (1.4%)	51	330 (1.3%)	46	1,244 (1.5%)	54
\$300-\$500	4 (0.5%)	13	408 (1.6%)	42	1,520 (1.8%)	48
\$500-\$750	22 (2.8%)	33	619 (2.4%)	28	2,573 (3.1%)	36
\$750-\$1000	24 (3.1%)	24	775 (3.1%)	23	3,510 (4.3%)	33
\$1000-\$1500	55 (7.1%)	27	4,358 (17.2%)	65	18,802 (22.9%)	87
\$1500-\$2000	185 (23.9%)	113	8,711 (34.4%)	163	27,282 (33.2%)	158
\$2000-\$2500	193 (24.9%)	213	5,016 (19.8%)	169	14,586 (17.7%)	152

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	109	(14.1%)	245	2,589	(10.2%)	178	6,427	(7.8%)	136
\$3000-\$3500	109	(14.1%)	462	1,142	(4.5%)	148	2,773	(3.4%)	111
>\$3500	63	(8.1%)	223	1,384	(5.5%)	150	3,549	(4.3%)	118

## Value of Owner-Occupied Housing Units

Average House Value	\$735,331.08	141	\$712,362.79	136	\$703,259.8	135			
Median House Value	\$707,702.49	186	\$672,898.7	177	\$654,637.98	172			
Owner Occupied Housing	3,383		40,937		115,929				
<\$100K	40	(1.2%)	14	983	(2.4%)	28	2,757	(2.4%)	28
\$100K - \$200K	38	(1.1%)	8	508	(1.2%)	9	1,358	(1.2%)	9
\$200K - \$300K	54	(1.6%)	10	1,647	(4%)	25	4,074	(3.5%)	22
\$300K - \$400K	168	(5%)	34	2,848	(7%)	48	9,370	(8.1%)	55
\$400K - \$500K	294	(8.7%)	75	4,222	(10.3%)	90	14,709	(12.7%)	110
\$500K - \$1000K	2,281	(67.4%)	273	24,901	(60.8%)	246	67,430	(58.2%)	235
>\$1000K	508	(15%)	138	5,828	(14.2%)	130	16,231	(14%)	128

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



Benchmark: Nationwide



### Poverty

Households in Poverty	139	(3.3%)	26	5,492	(8.2%)	65	19,985	(10%)	7
Households Above Poverty	4,054	(96.7%)	111	61,417	(91.8%)	105	180,549	(90%)	103
Households in Poverty (Married)	4	(<0.5%)	4	1,275	(1.9%)	87	4,312	(2.2%)	99
Households in Poverty (Male Householder)	51	(1.2%)	191	282	(<0.5%)	66	1,087	(0.5%)	85
Households in Poverty (Female Householder)	32	(0.8%)	26	1,163	(1.7%)	59	6,005	(3%)	101
Households in Poverty (Non-Family)	50	(1.2%)	19	2,594	(3.9%)	62	8,050	(4%)	64
Households in Poverty (Non-Family Student)	2	(<0.5%)	8	178	(<0.5%)	43	531	(<0.5%)	43

### Wealth per Household

Household Average Wealth	\$280,742.9	116	\$258,934	107	\$249,098.94	103			
Household Median Wealth	\$115,262.07	142	\$91,738.13	113	\$84,556.81	104			
<\$0K	631	(15%)	87	11,166	(16.7%)	96	34,578	(17.2%)	99
\$0K - \$5K	279	(6.7%)	7	5,312	(7.9%)	93	16,907	(8.4%)	98
\$5K - \$10K	157	(3.7%)	8	2,875	(4.3%)	94	8,998	(4.5%)	98
\$10K - \$25K	241	(5.7%)	91	4,082	(6.1%)	96	12,506	(6.2%)	98
\$25K - \$50K	277	(6.6%)	97	4,439	(6.6%)	98	13,408	(6.7%)	98

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	
\$50K - \$100K	430	(10.3%)	6,685	(10%)	20,068	(10%)
\$100K - \$250K	801	(19.1%)	12,158	(18.2%)	35,976	(17.9%)
\$250K - \$500K	622	(14.8%)	9,230	(13.8%)	26,836	(13.4%)
>\$500K	755	(18%)	10,962	(16.4%)	31,257	(15.6%)

## Vehicles per Household

Total Number of Vehicles	8,102		113,377		333,378	
Average Number of Vehicles	1.93		1.69		1.66	
No Vehicles	271	(6.5%)	5,223	(7.8%)	20,390	(10.2%)
1 Vehicle	1,217	(29%)	25,858	(38.6%)	73,863	(36.8%)
2 Vehicles	1,638	(39.1%)	23,903	(35.7%)	72,078	(35.9%)
3 or more Vehicles	1,067	(25.4%)	11,925	(17.8%)	34,203	(17.1%)

## Population Change

Births	107		1,861		6,146	
Deaths	97		1,404		4,111	
Migration	38		916		-374	

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	526	8,032	19,525
Total Employees	6,878	100,787	216,084

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