



Audience Profile

Jan 1 - Dec 31, 2025



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Overview									
Population	128,908			726,582			2.2M		
Households	44,560			252,802			786,949		
Persons per Household	2.86		112	2.76		108	2.67		105
Household Median Income	\$54,238.17		68	\$53,305.68		67	\$58,214.81		73
Household Median Disposable Income	\$46,075.91		67	\$45,239.58		66	\$49,320.98		72
Household Median Discretionary Income	\$22,587.11		44	\$21,542.91		42	\$24,782.35		49
Average Income Per Person	\$26,147.3		61	\$26,811.7		62	\$30,843.19		72
Median Rent	\$1,458.47		104	\$1,429.09		101	\$1,545.94		110
Median House Value	\$683,035.73		179	\$760,484.1		200	\$772,991.15		203
Households in Poverty	11,667	(26.2%)	207	70,129	(27.7%)	219	198,388	(25.2%)	199
Household Median Wealth	\$41,589.43		51	\$39,185.96		48	\$42,648.85		53
Average Age	39.14		96	38.27		93	39.48		96
Median Age	37.22		93	36.35		91	37.58		94
Households with Children	12,694	(28.5%)	106	77,084	(30.5%)	114	213,143	(27.1%)	101
High School Graduate or Higher	65,183	(74.4%)	83	361,128	(74.4%)	83	1.1M	(76.2%)	85

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	17,472	(19.9%)	57	99,218	(20.4%)	58	388,536	(25.8%)	75
Pop density (per sq mi)	43,096			32,368			37,375		
Area (based on blockgroups)	3			22			58		

Population

Population 2024 Q4	128,908	726,582	2.2M
Population 2024 Q3	128,778	726,832	2.2M
Population 2024 Q2	128,735	726,374	2.2M
Population 2024 Q1	128,910	726,285	2.2M
Population 2023 Q4	128,864	723,841	2.2M
Population 2023 Q3	128,849	722,216	2.2M
Population 2023 Q2	128,817	721,014	2.2M
Population 2023 Q1	128,733	720,876	2.2M
Population 2022 Q4	128,801	722,417	2.2M
Population 5 Years Forecast	128,201	738,660	2.2M
Population 10 Years Forecast	128,919	751,011	2.2M
Persons per Household	2.86	<	

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	1 Mile			3 Mile			5 Mile		
Group Quarters	1,586	(1.2%)	52	28,583	(3.9%)	167	64,234	(3%)	126
Transient Population - Average Last 4 Quarters				67	(<0.5%)	1	4,106	(<0.5%)	15

Households

Households 2024 Q4	44,560	252,802	786,949
Households 2024 Q3	44,507	252,774	786,370
Households 2024 Q2	44,490	252,595	784,884
Households 2024 Q1	44,558	252,584	785,264
Households 2023 Q4	44,538	251,666	782,463
Households 2023 Q3	44,537	251,088	782,315
Households 2023 Q2	44,533	250,700	782,168
Households 2023 Q1	44,496	250,626	782,596
Households 2022 Q4	44,514	251,171	784,909
Households 5 Years Forecast	44,269	257,170	795,563
Households 10 Years Forecast	44,492	261,618	805,313

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Gender

Male	60,438	(46.9%)	96	345,515	(47.6%)	97	1M	(47.4%)	97
Female	68,470	(53.1%)	104	381,067	(52.4%)	103	1.1M	(52.6%)	103

Ethnicity

Hispanic (Ethnic)	70,581	(54.8%)	280	401,648	(55.3%)	283	1.1M	(51.8%)	265
Black	31,858	(24.7%)	210	176,840	(24.3%)	206	524,632	(24.3%)	206
Asian	17,028	(13.2%)	229	49,906	(6.9%)	119	186,822	(8.6%)	150
Other	6,021	(4.7%)	90	24,164	(3.3%)	64	70,500	(3.3%)	63
White	3,420	(2.7%)	5	74,024	(10.2%)	18	260,713	(12.1%)	21

Household by Ethnicity

Hispanic (Ethnic)	25,162	(56.5%)	371	142,186	(56.2%)	370	391,754	(49.8%)	327
Black	10,322	(23.2%)	209	54,902	(21.7%)	196	180,979	(23%)	207
Other	5,557	(12.5%)	164	22,667	(9%)	118	65,239	(8.3%)	109
Asian	2,681	(6%)	133	10,286	(4.1%)	90	51,611	(6.6%)	145
White	838	(1.9%)	3	22,761	(9%)	15	97,366	(12.4%)	20

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	\$74,953.38		67	\$75,320.13		68	\$83,168.62		75
Average Income Per Person	\$26,147.3		61	\$26,811.7		62	\$30,843.19		72
Household Median Income	\$54,238.17		68	\$53,305.68		67	\$58,214.81		73
<\$15K	7,307	(16.4%)	203	43,846	(17.3%)	214	127,803	(16.2%)	201
\$15K - \$25K	4,435	(10%)	154	24,987	(9.9%)	153	73,592	(9.4%)	144
\$25K - \$35K	3,842	(8.6%)	128	20,946	(8.3%)	123	62,797	(8%)	119
\$35K - \$50K	5,114	(11.5%)	111	30,211	(12%)	116	86,220	(11%)	106
\$50K - \$75K	7,666	(17.2%)	109	40,594	(16.1%)	102	121,625	(15.5%)	98
\$75K - \$100K	4,685	(10.5%)	89	27,730	(11%)	86	90,026	(11.4%)	89
\$100K - \$150K	6,457	(14.5%)	89	33,019	(13.1%)	74	110,281	(14%)	79
\$150K - \$175K	1,859	(4.2%)	66	11,234	(4.4%)	71	37,883	(4.8%)	71
\$175K - \$200K	1,261	(2.8%)	43	7,529	(3%)	45	26,309	(3.3%)	51
\$200K - \$250K	1,080	(2.4%)	46	7,123	(2.8%)	54	28,236	(3.6%)	69
\$250K - \$500K	460	(1%)	46	3,035	(1.2%)	54	12,076	(1.5%)	69
>\$500K	394	(0.9%)	47	2,548	(1%)	54	10,101	(1.3%)	69

Disposable Households Income

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



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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$59,345.56		72	\$59,831.04		73	\$64,196.94		71
Household Median Disposable Income	\$46,075.91		67	\$45,239.58		66	\$49,320.98		72
<\$15K	7,773	(17.4%)	199	46,551	(18.4%)	210	135,515	(17.2%)	196
\$15K - \$25K	5,408	(12.1%)	159	29,179	(11.5%)	152	85,770	(10.9%)	143
\$25K - \$35K	4,208	(9.4%)	120	24,804	(9.8%)	125	72,982	(9.3%)	118
\$35K - \$50K	6,561	(14.7%)	121	36,475	(14.4%)	118	103,381	(13.1%)	108
\$50K - \$75K	7,420	(16.7%)	94	41,528	(16.4%)	93	132,667	(16.9%)	95
\$75K - \$100K	5,323	(11.9%)	84	28,605	(11.3%)	79	94,287	(12%)	84
\$100K - \$150K	5,565	(12.5%)	70	31,145	(12.3%)	69	105,911	(13.5%)	75
\$150K - \$175K	931	(2.1%)	34	5,494	(2.2%)	36	20,494	(2.6%)	43
\$175K - \$200K	330	(0.7%)	34	2,188	(0.9%)	39	8,721	(1.1%)	50
\$200K - \$250K	413	(0.9%)	43	2,738	(1.1%)	51	10,907	(1.4%)	65
\$250K - \$500K	572	(1.3%)	44	3,758	(1.5%)	51	14,968	(1.9%)	65
>\$500K	56	(<0.5%)	49	337	(<0.5%)	52	1,346	(<0.5%)	66

Discretionary Households Income

Household Average Discretionary Income	\$30,892.48		50	\$32,147.25		52	\$36,356.55		59
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



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Household Median Discretionary Income	\$22,587.11		44	\$21,542.91		42	\$24,782.35		49
<\$10K	12,198	(27.4%)	296	74,815	(29.6%)	319	209,711	(26.6%)	288
\$10K - \$20K	8,133	(18.3%)	172	45,769	(18.1%)	171	132,451	(16.8%)	159
\$20K - \$30K	6,761	(15.2%)	143	33,239	(13.1%)	124	98,850	(12.6%)	119
\$30K - \$40K	4,427	(9.9%)	100	24,254	(9.6%)	97	77,899	(9.9%)	100
\$40K - \$50K	3,289	(7.4%)	83	18,069	(7.1%)	8	58,724	(7.5%)	84
\$50K - \$75K	5,877	(13.2%)	76	29,196	(11.5%)	66	99,366	(12.6%)	72
\$75K - \$100K	2,482	(5.6%)	47	14,002	(5.5%)	47	52,214	(6.6%)	57
\$100K - \$125K	995	(2.2%)	28	8,470	(3.4%)	41	30,879	(3.9%)	49
\$125K - \$150K	371	(0.8%)	13	3,417	(1.4%)	20	17,611	(2.2%)	34
>\$150K	27	(<0.5%)	1	1,571	(0.6%)	11	9,244	(1.2%)	20

Households Income by Ethnicity

Average Income - White	\$78,706.53		8	\$89,017.98		93	\$102,157.34		107
Median Income - White	\$62,054.66		72	\$78,593.49		91	\$96,384.5		111
Average Income - Black	\$71,272.63		103	\$64,470.23		93	\$68,838.95		100
Median Income - Black	\$57,987.01		105	\$49,175.1		89	\$55,062.75		99

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	1 Mile		3 Mile		5 Mile	
Average Income - Asian	\$90,661.35	8	\$93,196.11	83	\$87,233.04	7
Median Income - Asian	\$78,998.16	69	\$84,108.47	74	\$75,501.21	66
Average Income - Hispanic	\$64,110.91	7	\$64,517.27	8	\$65,703.68	8
Median Income - Hispanic	\$49,935.87	72	\$49,836.63	72	\$51,235.71	74
Average Income - Other	\$67,570.87	75	\$69,279.87	7	\$72,423.15	8
Median Income - Other	\$55,011.35	69	\$55,236.58	69	\$58,264.43	73

Age

Average Age	39.14	96	38.27	93	39.48	96
Median Age	37.22	93	36.35	91	37.58	94
0-4	7,498 (5.8%)	108	43,535 (6%)	111	130,644 (6%)	112
5-13	14,155 (11%)	106	82,319 (11.3%)	110	220,506 (10.2%)	99
14-17	7,018 (5.4%)	102	40,999 (5.6%)	106	107,812 (5%)	94
18-21	7,162 (5.6%)	101	42,137 (5.8%)	105	111,132 (5.1%)	93
22-24	5,414 (4.2%)	101	31,879 (4.4%)	106	84,495 (3.9%)	94
25-29	8,934 (6.9%)	117	50,820 (7%)	118	149,072 (6.9%)	116
30-34	9,314 (7.2%)	111	53,757 (7.4%)	113	170,591 (7.9%)	121

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	1 Mile			3 Mile			5 Mile		
35-39	8,916	(6.9%)	105	52,685	(7.3%)	110	166,446	(7.7%)	117
40-44	8,255	(6.4%)	100	47,466	(6.5%)	102	146,738	(6.8%)	106
45-49	7,987	(6.2%)	103	44,564	(6.1%)	102	134,702	(6.2%)	104
50-54	7,689	(6%)	100	42,080	(5.8%)	97	128,175	(5.9%)	99
55-59	8,126	(6.3%)	103	44,690	(6.2%)	100	135,426	(6.3%)	102
60-64	7,822	(6.1%)	95	42,742	(5.9%)	92	131,657	(6.1%)	95
65-69	6,881	(5.3%)	88	36,421	(5%)	83	115,677	(5.3%)	88
70-74	5,165	(4%)	8	26,779	(3.7%)	73	86,846	(4%)	8
75-79	3,961	(3.1%)	8	19,612	(2.7%)	70	63,889	(3%)	7
80-84	2,546	(2%)	8	12,545	(1.7%)	72	40,973	(1.9%)	7
85+	2,065	(1.6%)	7	11,552	(1.6%)	7	38,205	(1.8%)	87

Age - Male

Male Average Age	37.37	94	36.72	92	37.81	95			
Male Median Age	35.44	93	33.74	89	36.07	95			
0-4	3,832	(6.3%)	112	22,298	(6.5%)	114	66,935	(6.5%)	116
5-13	7,144	(11.8%)	110	41,985	(12.2%)	113	112,262	(11%)	102

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14-17	3,546	(5.9%)	106	20,976	(6.1%)	110	55,178	(5.4%)	98
18-21	3,615	(6%)	104	21,621	(6.3%)	109	56,901	(5.6%)	97
22-24	2,723	(4.5%)	103	16,372	(4.7%)	109	43,176	(4.2%)	97
25-29	4,480	(7.4%)	120	25,576	(7.4%)	120	74,216	(7.2%)	117
30-34	4,405	(7.3%)	109	25,604	(7.4%)	111	82,165	(8%)	120
35-39	4,304	(7.1%)	106	24,724	(7.2%)	107	79,816	(7.8%)	116
40-44	3,815	(6.3%)	98	21,912	(6.3%)	98	69,346	(6.8%)	105
45-49	3,591	(5.9%)	99	20,133	(5.8%)	97	62,130	(6.1%)	101
50-54	3,440	(5.7%)	95	19,175	(5.5%)	93	58,740	(5.7%)	96
55-59	3,685	(6.1%)	100	20,663	(6%)	98	62,297	(6.1%)	100
60-64	3,548	(5.9%)	93	19,786	(5.7%)	91	59,905	(5.8%)	93
65-69	3,029	(5%)	86	16,640	(4.8%)	83	51,563	(5%)	86
70-74	2,185	(3.6%)	76	11,596	(3.4%)	71	37,167	(3.6%)	7
75-79	1,546	(2.6%)	73	7,967	(2.3%)	65	25,599	(2.5%)	71
80-84	938	(1.6%)	75	4,838	(1.4%)	67	15,271	(1.5%)	72
85+	612	(1%)	69	3,649	(1.1%)	72	11,874	(1.2%)	7

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	1 Mile			3 Mile			5 Mile		
Age - Female									
Female Average Age	40.7		97	39.68		94	40.98		98
Female Median Age	38.89		94	37.79		92	38.96		94
0-4	3,666	(5.4%)	104	21,237	(5.6%)	108	63,709	(5.6%)	108
5-13	7,011	(10.2%)	103	40,334	(10.6%)	107	108,244	(9.5%)	96
14-17	3,472	(5.1%)	99	20,023	(5.3%)	103	52,634	(4.6%)	90
18-21	3,547	(5.2%)	98	20,516	(5.4%)	102	54,231	(4.8%)	90
22-24	2,691	(3.9%)	99	15,507	(4.1%)	103	41,319	(3.6%)	92
25-29	4,454	(6.5%)	114	25,244	(6.6%)	116	74,856	(6.6%)	116
30-34	4,909	(7.2%)	112	28,153	(7.4%)	116	88,426	(7.8%)	122
35-39	4,612	(6.7%)	103	27,961	(7.3%)	113	86,630	(7.6%)	117
40-44	4,440	(6.5%)	102	25,554	(6.7%)	106	77,392	(6.8%)	107
45-49	4,396	(6.4%)	107	24,431	(6.4%)	107	72,572	(6.4%)	107
50-54	4,249	(6.2%)	104	22,905	(6%)	101	69,435	(6.1%)	102
55-59	4,441	(6.5%)	105	24,027	(6.3%)	102	73,129	(6.4%)	104
60-64	4,274	(6.2%)	96	22,956	(6%)	92	71,752	(6.3%)	97

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65-69	3,852	(5.6%)	89	19,781	(5.2%)	89	64,114	(5.6%)	89
70-74	2,980	(4.4%)	89	15,183	(4%)	79	49,679	(4.4%)	89
75-79	2,415	(3.5%)	85	11,645	(3.1%)	73	38,290	(3.4%)	89
80-84	1,608	(2.3%)	87	7,707	(2%)	79	25,702	(2.3%)	83
85+	1,453	(2.1%)	83	7,903	(2.1%)	89	26,331	(2.3%)	90

Employment by Occupation

Total Employees (16+ Years Old)	53,194			309,518			980,393		
Professional Specialty	8,510	(16%)	65	53,142	(17.2%)	69	197,435	(20.1%)	89
Production & Transportation	7,094	(13.3%)	103	41,737	(13.5%)	104	114,706	(11.7%)	91
Office Admin	7,094	(13.3%)	125	37,035	(12%)	113	107,313	(10.9%)	103
Managerial/Executive	6,016	(11.3%)	65	32,096	(10.4%)	60	114,519	(11.7%)	67
Healthcare support	5,965	(11.2%)	341	34,883	(11.3%)	343	98,431	(10%)	306
Sales	4,806	(9%)	97	25,785	(8.3%)	89	79,335	(8.1%)	87
Food Preparation & Serving	3,727	(7%)	137	19,618	(6.3%)	124	67,161	(6.9%)	134
Construction	3,621	(6.8%)	85	20,556	(6.6%)	83	61,550	(6.3%)	79
Building Maintenance & Cleaning	2,848	(5.4%)	158	19,589	(6.3%)	186	62,589	(6.4%)	188

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Protective	2,018	(3.8%)	175	13,526	(4.4%)	202	35,073	(3.6%)	165
Personal Care	1,482	(2.8%)	112	11,117	(3.6%)	144	41,045	(4.2%)	168
Farming, Fishing & Forestry	13	(<0.5%)	4	434	(<0.5%)	24	1,236	(<0.5%)	22

Employment by Industry

Total Employees (16+ Years Old)	53,194			309,518			980,393		
Educational Services	18,159	(34.1%)	146	103,412	(33.4%)	143	316,761	(32.3%)	138
Wholesale Retail	7,034	(13.2%)	101	37,780	(12.2%)	93	112,693	(11.5%)	87
Entertainment Services	5,724	(10.8%)	124	29,651	(9.6%)	110	108,606	(11.1%)	128
Transportation	5,262	(9.9%)	169	27,720	(9%)	153	76,591	(7.8%)	134
Financial, Insurance & Real Estate	3,455	(6.5%)	96	19,450	(6.3%)	93	63,504	(6.5%)	96
Agriculture/Mining/Construction	3,029	(5.7%)	67	18,450	(6%)	70	55,304	(5.6%)	66
Public Administration	2,438	(4.6%)	96	11,799	(3.8%)	86	33,884	(3.5%)	72
Administrative/Waste Services	2,143	(4%)	96	18,026	(5.8%)	139	51,826	(5.3%)	127
Professional Services	2,099	(3.9%)	49	12,750	(4.1%)	51	53,115	(5.4%)	67
Other Professional Services	1,983	(3.7%)	7	14,805	(4.8%)	102	54,878	(5.6%)	119
Manufacturing	1,278	(2.4%)	24	10,322	(3.3%)	34	29,554	(3%)	30

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Information	537	(1%)	54	5,016	(1.6%)	87	22,783	(2.3%)	125
Management Services	53	(<0.5%)	7	337	(<0.5%)	86	894	(<0.5%)	72

Language Spoken

Speak Spanish at Home	53,841	(44.3%)	314	301,488	(44.1%)	312	882,226	(43.4%)	307
Speak English at Home	49,927	(41.1%)	53	284,988	(41.7%)	54	832,996	(41%)	53
Speak Other Language at Home	17,642	(14.5%)	172	96,571	(14.1%)	167	317,120	(15.6%)	184

Ancestry

Puerto Rican	35,841	(27.8%)	987	170,679	(23.5%)	834	334,272	(15.5%)	549
Other	32,021	(24.8%)	118	186,450	(25.7%)	122	577,341	(26.7%)	127
Dominican	19,234	(14.9%)	2340	121,263	(16.7%)	2617	426,604	(19.7%)	3093
South Central Asian (e.g. Indian)	12,476	(9.7%)	620	24,100	(3.3%)	212	54,450	(2.5%)	161
Unclassified	6,805	(5.3%)	32	45,033	(6.2%)	38	137,087	(6.3%)	39
South American	4,920	(3.8%)	306	27,483	(3.8%)	303	104,905	(4.9%)	389
Other Hispanic	3,616	(2.8%)	196	23,670	(3.3%)	228	78,764	(3.6%)	254
Mexican	3,243	(2.5%)	23	30,981	(4.3%)	39	105,805	(4.9%)	44
Central American	2,837	(2.2%)	132	22,810	(3.1%)	189	54,898	(2.5%)	153

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		
South East Asian (e.g. Vietnamese)	2,448	(1.9%)	108	10,111	(1.4%)	74	23,799	(1.1%)	62
Chinese	1,347	(1%)	84	10,061	(1.4%)	111	74,268	(3.4%)	275
Cuban	890	(0.7%)	95	4,762	(0.7%)	90	15,071	(0.7%)	96
American	763	(0.6%)	12	5,672	(0.8%)	16	21,760	(1%)	21
Other Asian	633	(<0.5%)	115	2,717	(<0.5%)	88	10,715	(<0.5%)	116
Native American (Indian/Eskimo)	529	(<0.5%)	65	1,676	(<0.5%)	36	3,926	(<0.5%)	29
Italian	409	(<0.5%)	11	16,885	(2.3%)	74	35,704	(1.7%)	55
Scottish/Irish	200	(<0.5%)	2	5,596	(0.8%)	12	17,872	(0.8%)	12
Middle Eastern	190	(<0.5%)	24	1,819	(<0.5%)	40	7,313	(<0.5%)	54
Korean	114	(<0.5%)	17	2,660	(<0.5%)	71	21,281	(1%)	190
German	96	(<0.5%)	1	2,465	(<0.5%)	4	9,756	(<0.5%)	6
Other European (e.g. Greek/Russian)	94	(<0.5%)	2	6,887	(0.9%)	30	30,080	(1.4%)	44
French	56	(<0.5%)	4	451	(<0.5%)	5	2,315	(<0.5%)	9
Hawaiian/Pacific Islander	51	(<0.5%)	22	240	(<0.5%)	18	690	(<0.5%)	18
Polish	37	(<0.5%)	2	848	(<0.5%)	8	4,828	(<0.5%)	15
British	32	(<0.5%)		678	(<0.5%)	2	5,083	(<0.5%)	4

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		
Scandinavian	16	(<0.5%)	1	269	(<0.5%)	2	1,640	(<0.5%)	4
Japanese	10	(<0.5%)	3	257	(<0.5%)	15	2,309	(<0.5%)	44
Dutch				59	(<0.5%)	1	450	(<0.5%)	3

Education (Age 25+)

Total Educated Population	87,661			485,713			1.5M		
Elementary (0 to 8 Years)	11,910	(13.6%)	285	64,433	(13.3%)	278	191,745	(12.7%)	266
Some High School (9 to 11 Years)	10,568	(12.1%)	204	60,152	(12.4%)	210	167,571	(11.1%)	188
High School Graduate (12 Years)	25,679	(29.3%)	112	139,883	(28.8%)	110	408,119	(27.1%)	104
Some College (13 to 16 Years)	15,213	(17.4%)	90	81,995	(16.9%)	87	239,480	(15.9%)	82
Associates Degree Only	6,819	(7.8%)	88	40,032	(8.2%)	94	112,946	(7.5%)	85
Bachelor's Degree Only	11,733	(13.4%)	63	65,808	(13.5%)	64	242,404	(16.1%)	75
Graduate Degree	5,739	(6.5%)	48	33,410	(6.9%)	50	146,132	(9.7%)	70

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Household Type

Households	44,560			252,802			786,949		
One Person Households	11,909	(26.7%)	97	71,989	(28.5%)	104	234,005	(29.7%)	108
Married Couple	13,137	(29.5%)	62	71,618	(28.3%)	59	230,853	(29.3%)	61
Male Householder	3,908	(8.8%)	173	21,085	(8.3%)	164	61,290	(7.8%)	153
Female Householder	13,506	(30.3%)	243	76,125	(30.1%)	242	209,842	(26.7%)	214
Non Family Households	2,100	(4.7%)	67	11,985	(4.7%)	67	50,959	(6.5%)	91

Household Size

Households	44,560			252,802			786,949		
1 Person Household	11,909	(26.7%)	97	71,989	(28.5%)	104	234,005	(29.7%)	108
2 Person Household	10,567	(23.7%)	72	61,498	(24.3%)	74	203,864	(25.9%)	7
3 Person Household	8,089	(18.2%)	116	45,713	(18.1%)	116	139,255	(17.7%)	113
4 Person Household	6,585	(14.8%)	113	35,691	(14.1%)	108	103,970	(13.2%)	101
5 Person Household	3,816	(8.6%)	136	20,189	(8%)	126	56,576	(7.2%)	114
6 Person Household	1,968	(4.4%)	162	9,905	(3.9%)	144	28,122	(3.6%)	131
7+ Person Household	1,626	(3.6%)	201	7,817	(3.1%)	170	21,157	(2.7%)	148

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	46,433	264,801	830,462
Renter Occupied Housing	33,652	198,451	620,156
Owner Occupied Housing	10,908	54,351	166,793
Vacant Housing	1,873	11,999	43,513

Housing Rent

Average Rent	\$1,456.98	94	\$1,457.65	94	\$1,586.11	103			
Median Rent	\$1,458.47	104	\$1,429.09	101	\$1,545.94	110			
Total Cash Rents Housing	32,923		193,790		604,885				
<\$300	2,243	(6.8%)	243	12,486	(6.4%)	230	29,330	(4.8%)	173
\$300-\$500	2,212	(6.7%)	173	12,252	(6.3%)	163	30,190	(5%)	129
\$500-\$750	2,281	(6.9%)	71	13,363	(6.9%)	71	37,114	(6.1%)	70
\$750-\$1000	2,600	(7.9%)	60	16,367	(8.4%)	65	47,060	(7.8%)	60
\$1000-\$1500	7,771	(23.6%)	90	49,438	(25.5%)	97	144,845	(23.9%)	91
\$1500-\$2000	7,978	(24.2%)	115	46,978	(24.2%)	115	151,321	(25%)	119
\$2000-\$2500	5,277	(16%)	137	26,042	(13.4%)	115	89,964	(14.9%)	127

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	1,839	(5.6%)	97	10,892	(5.6%)	98	42,093	(7%)	121
\$3000-\$3500	534	(1.6%)	53	3,839	(2%)	65	18,220	(3%)	99
>\$3500	188	(0.6%)	16	2,133	(1.1%)	30	14,748	(2.4%)	67
Value of Owner-Occupied Housing Units									
Average House Value	\$700,101.11		134	\$781,673.6		150	\$843,132.08		161
Median House Value	\$683,035.73		179	\$760,484.1		200	\$772,991.15		203
Owner Occupied Housing	10,908			54,351			166,793		
<\$100K	601	(5.5%)	64	2,486	(4.6%)	53	14,049	(8.4%)	98
\$100K - \$200K	557	(5.1%)	38	1,925	(3.5%)	26	5,403	(3.2%)	24
\$200K - \$300K	926	(8.5%)	52	2,996	(5.5%)	34	8,549	(5.1%)	32
\$300K - \$400K	724	(6.6%)	46	3,201	(5.9%)	40	9,874	(5.9%)	41
\$400K - \$500K	760	(7%)	60	3,331	(6.1%)	53	11,467	(6.9%)	60
\$500K - \$1000K	5,331	(48.9%)	198	26,704	(49.1%)	199	63,187	(37.9%)	153
>\$1000K	2,009	(18.4%)	169	13,708	(25.2%)	231	54,264	(32.5%)	298

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Poverty

Households in Poverty	11,667	(26.2%)	207	70,129	(27.7%)	219	198,388	(25.2%)	199
Households Above Poverty	32,893	(73.8%)	85	182,673	(72.3%)	83	588,561	(74.8%)	86
Households in Poverty (Married)	1,548	(3.5%)	159	7,494	(3%)	136	24,594	(3.1%)	143
Households in Poverty (Male Householder)	626	(1.4%)	220	3,872	(1.5%)	240	10,075	(1.3%)	201
Households in Poverty (Female Householder)	4,074	(9.1%)	310	23,920	(9.5%)	320	62,034	(7.9%)	267
Households in Poverty (Non-Family)	5,096	(11.4%)	182	32,292	(12.8%)	204	94,253	(12%)	191
Households in Poverty (Non-Family Student)	323	(0.7%)	116	2,551	(1%)	162	7,432	(0.9%)	152

Wealth per Household

Household Average Wealth	\$192,020.03	7%	\$188,944.01	7%	\$196,300	8%			
Household Median Wealth	\$41,589.43	51	\$39,185.96	48	\$42,648.85	53			
<\$0K	9,356	(21%)	121	53,864	(21.3%)	122	164,714	(20.9%)	120
\$0K - \$5K	5,227	(11.7%)	137	30,133	(11.9%)	139	91,220	(11.6%)	135
\$5K - \$10K	2,533	(5.7%)	125	14,589	(5.8%)	127	44,476	(5.7%)	124
\$10K - \$25K	3,142	(7.1%)	111	18,007	(7.1%)	112	55,358	(7%)	111
\$25K - \$50K	3,047	(6.8%)	101	17,284	(6.8%)	101	53,410	(6.8%)	100

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	4,335	(9.7%)	95	24,430	(9.7%)	95	75,628	(9.6%)	94
\$100K - \$250K	7,122	(16%)	88	39,893	(15.8%)	87	125,117	(15.9%)	88
\$250K - \$500K	4,823	(10.8%)	8	26,877	(10.6%)	8	85,838	(10.9%)	83
>\$500K	4,975	(11.2%)	75	27,725	(11%)	74	91,188	(11.6%)	7

Vehicles per Household

Total Number of Vehicles	27,446			149,718			408,817		
Average Number of Vehicles	0.62		34	0.59		32	0.52		28
No Vehicles	24,529	(55%)	666	144,809	(57.3%)	693	480,601	(61.1%)	738
1 Vehicle	14,348	(32.2%)	98	76,054	(30.1%)	92	226,769	(28.8%)	88
2 Vehicles	4,433	(9.9%)	27	24,525	(9.7%)	26	61,671	(7.8%)	21
3 or more Vehicles	1,250	(2.8%)	13	7,414	(2.9%)	13	17,908	(2.3%)	10

Population Change

Births	1,426			8,016			23,860		
Deaths	818			4,260			13,685		
Migration	-524			-658			1,711		

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Workplace

Total Businesses	1,019	10,018	38,108
Total Employees	16,282	152,504	541,455

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