



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Overview	1 Mile	3 Mile	5 Mile
Population	16,135	434,321	904,620
Households	7,145	180,609	375,225
Persons per Household	2.25 88	2.34 92	2.25 88
Household Median Income	\$109,931.72 138	\$110,394.65 139	\$111,723.32 140
Household Median Disposable Income	\$90,556.53 132	\$90,833.49 132	\$91,756.04 134
Household Median Discretionary Income	\$64,960.66 127	\$65,703.54 129	\$66,901.54 131
Average Income Per Person	\$59,564.26 138	\$62,884.21 146	\$66,411.37 154
Median Rent	\$2,689.28 191	\$2,357.99 167	\$2,331.84 166
Median House Value	\$781,933.06 205	\$902,566.69 237	\$965,242.2 254
Households in Poverty	1,012 (14.2%) 112	22,946 (12.7%) 100	53,491 (14.3%) 113
Household Median Wealth	\$65,767.78 8	\$72,704.4 90	\$74,551.06 92
Average Age	36.77 90	37.81 92	37.74 92
Median Age	35.34 88	35.49 88	33.93 84
Households with Children	1,207 (16.9%) 63	35,040 (19.4%) 72	69,019 (18.4%) 69
High School Graduate or Higher	10,957 (89.7%) 100	279,954 (87.6%) 98	575,160 (90%) 101

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	6,416 (52.5%)	174,557 (54.6%)	376,058 (58.9%)
Pop density (per sq mi)	7,424	17,368	13,530
Area (based on blockgroups)	2	25	67

Population

Population 2024 Q4	16,135	434,321	904,620
Population 2024 Q3	16,220	434,930	904,782
Population 2024 Q2	16,255	434,486	902,811
Population 2024 Q1	16,229	434,015	901,740
Population 2023 Q4	16,169	433,349	899,093
Population 2023 Q3	16,071	432,392	897,357
Population 2023 Q2	16,066	432,066	896,935
Population 2023 Q1	16,042	432,130	896,515
Population 2022 Q4	16,011	431,919	895,638
Population 5 Years Forecast	16,283	441,623	920,064
Population 10 Years Forecast	16,404	447,081	931,558
Persons per Household	2.25	2.34	2.25

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	25	(<0.5%)	12,404	(2.9%)	61,231	(6.8%)
Transient Population - Average Last 4 Quarters	214	(1.3%)	7,162	(1.6%)	25,181	(2.8%)

Households

Households 2024 Q4	7,145	180,609	375,225
Households 2024 Q3	7,178	180,701	375,018
Households 2024 Q2	7,196	180,524	374,140
Households 2024 Q1	7,184	180,327	373,584
Households 2023 Q4	7,159	180,060	372,033
Households 2023 Q3	7,111	179,617	371,228
Households 2023 Q2	7,106	179,413	370,987
Households 2023 Q1	7,096	179,484	370,839
Households 2022 Q4	7,079	179,378	370,475
Households 5 Years Forecast	7,223	184,388	383,114
Households 10 Years Forecast	7,284	187,091	388,827

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



Benchmark: Nationwide



Gender

Male	8,129	(50.4%)	103	214,264	(49.3%)	101	440,257	(48.7%)	99
Female	8,006	(49.6%)	97	220,057	(50.7%)	99	464,363	(51.3%)	101

Ethnicity

White	7,529	(46.7%)	8	222,914	(51.3%)	89	500,590	(55.3%)	96
Hispanic (Ethnic)	3,341	(20.7%)	106	92,593	(21.3%)	109	156,340	(17.3%)	89
Asian	2,637	(16.3%)	284	54,739	(12.6%)	219	124,765	(13.8%)	240
Other	1,667	(10.3%)	199	31,338	(7.2%)	139	58,021	(6.4%)	123
Black	961	(6%)	50	32,737	(7.5%)	64	64,904	(7.2%)	61

Household by Ethnicity

White	3,596	(50.3%)	8	101,068	(56%)	91	222,161	(59.2%)	96
Asian	1,383	(19.4%)	427	21,729	(12%)	265	46,822	(12.5%)	275
Other	1,068	(14.9%)	197	19,591	(10.8%)	143	35,909	(9.6%)	126
Hispanic (Ethnic)	832	(11.6%)	7	26,755	(14.8%)	97	47,261	(12.6%)	83
Black	266	(3.7%)	34	11,466	(6.3%)	57	23,072	(6.1%)	55

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	\$134,373.54	121	\$148,672.03	134	\$155,619.63	140
Average Income Per Person	\$59,564.26	138	\$62,884.21	146	\$66,411.37	154
Household Median Income	\$109,931.72	138	\$110,394.65	139	\$111,723.32	140
<\$15K	661 (9.3%)	114	14,431 (8%)	99	34,112 (9.1%)	112
\$15K - \$25K	391 (5.5%)	85	9,153 (5.1%)	74	20,354 (5.4%)	84
\$25K - \$35K	304 (4.3%)	63	7,968 (4.4%)	66	15,558 (4.1%)	62
\$35K - \$50K	418 (5.9%)	57	10,928 (6.1%)	59	22,637 (6%)	59
\$50K - \$75K	621 (8.7%)	55	20,523 (11.4%)	72	40,604 (10.8%)	69
\$75K - \$100K	841 (11.8%)	92	19,842 (11%)	86	37,922 (10.1%)	71
\$100K - \$150K	1,330 (18.6%)	105	32,077 (17.8%)	100	63,297 (16.9%)	95
\$150K - \$175K	575 (8%)	128	14,746 (8.2%)	130	29,672 (7.9%)	126
\$175K - \$200K	353 (4.9%)	75	14,125 (7.8%)	119	32,433 (8.6%)	32
\$200K - \$250K	922 (12.9%)	247	20,613 (11.4%)	219	44,037 (11.7%)	225
\$250K - \$500K	397 (5.6%)	249	8,839 (4.9%)	219	18,878 (5%)	226
>\$500K	332 (4.6%)	249	7,364 (4.1%)	219	15,721 (4.2%)	225

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	\$104,842.83		127	\$103,621.62		126	\$104,085.68		126
Household Median Disposable Income	\$90,556.53		132	\$90,833.49		132	\$91,756.04		134
<\$15K	775	(10.8%)	124	16,577	(9.2%)	105	38,827	(10.3%)	118
\$15K - \$25K	406	(5.7%)	75	9,204	(5.1%)	67	20,182	(5.4%)	71
\$25K - \$35K	288	(4%)	51	9,264	(5.1%)	65	18,027	(4.8%)	61
\$35K - \$50K	525	(7.3%)	60	15,041	(8.3%)	68	30,694	(8.2%)	67
\$50K - \$75K	918	(12.8%)	72	24,931	(13.8%)	74	48,473	(12.9%)	73
\$75K - \$100K	1,102	(15.4%)	108	24,012	(13.3%)	93	46,626	(12.4%)	87
\$100K - \$150K	1,352	(18.9%)	106	37,266	(20.6%)	115	74,730	(19.9%)	111
\$150K - \$175K	464	(6.5%)	107	14,983	(8.3%)	136	35,028	(9.3%)	153
\$175K - \$200K	386	(5.4%)	245	8,618	(4.8%)	217	18,417	(4.9%)	223
\$200K - \$250K	374	(5.2%)	245	8,339	(4.6%)	216	17,799	(4.7%)	222
\$250K - \$500K	509	(7.1%)	243	11,384	(6.3%)	215	24,299	(6.5%)	221
>\$500K	46	(0.6%)	250	990	(0.5%)	213	2,123	(0.6%)	220

Discretionary Households Income

Household Average Discretionary Income	\$71,866.8		117	\$73,796.29		120	\$74,928.84		122
----------------------------------------	------------	--	-----	-------------	--	-----	-------------	--	-----

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$64,960.66	127	\$65,703.54	129	\$66,901.54	131
<\$10K	798 (11.2%)	121	15,846 (8.8%)	95	37,918 (10.1%)	109
\$10K - \$20K	525 (7.3%)	69	14,581 (8.1%)	76	30,800 (8.2%)	71
\$20K - \$30K	455 (6.4%)	60	13,194 (7.3%)	69	27,208 (7.3%)	69
\$30K - \$40K	396 (5.5%)	56	13,380 (7.4%)	75	25,659 (6.8%)	69
\$40K - \$50K	534 (7.5%)	84	13,913 (7.7%)	87	25,993 (6.9%)	71
\$50K - \$75K	1,354 (19%)	109	29,723 (16.5%)	94	57,542 (15.3%)	88
\$75K - \$100K	955 (13.4%)	114	23,610 (13.1%)	111	47,207 (12.6%)	107
\$100K - \$125K	784 (11%)	136	20,141 (11.2%)	138	40,564 (10.8%)	134
\$125K - \$150K	826 (11.6%)	174	18,585 (10.3%)	155	41,961 (11.2%)	168
>\$150K	518 (7.2%)	123	17,636 (9.8%)	165	40,373 (10.8%)	182

Households Income by Ethnicity

Average Income - White	\$124,475.41	130	\$120,451.02	126	\$121,797.65	128
Median Income - White	\$132,761.42	153	\$126,037.71	145	\$130,987.15	151
Average Income - Black	\$95,030.88	137	\$83,647.55	121	\$77,772.72	113
Median Income - Black	\$89,422.5	161	\$69,600.73	126	\$63,027.92	114

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$100,650.21 (89)	\$109,465.1 (97)	\$103,439.95 (92)
Median Income - Asian	\$96,084.32 (84)	\$108,524 (95)	\$98,542.23 (86)
Average Income - Hispanic	\$98,643.94 (122)	\$98,841.5 (122)	\$94,914.25 (117)
Median Income - Hispanic	\$93,553.95 (135)	\$92,433.33 (133)	\$86,936.32 (125)
Average Income - Other	\$95,198.06 (106)	\$99,056.09 (111)	\$99,558 (111)
Median Income - Other	\$88,056.8 (111)	\$91,103.41 (114)	\$91,960.35 (116)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	36.77 (90)	37.81 (92)	37.74 (92)
Median Age	35.34 (88)	35.49 (88)	33.93 (84)
0-4	1,325 (8.2%) (152)	31,551 (7.3%) (135)	60,409 (6.7%) (124)
5-13	1,261 (7.8%) (76)	33,567 (7.7%) (75)	66,294 (7.3%) (71)
14-17	475 (2.9%) (55)	16,177 (3.7%) (70)	37,300 (4.1%) (71)
18-21	486 (3%) (55)	18,488 (4.3%) (71)	52,916 (5.8%) (106)
22-24	376 (2.3%) (56)	15,045 (3.5%) (83)	48,985 (5.4%) (130)
25-29	1,378 (8.5%) (144)	36,474 (8.4%) (142)	72,808 (8%) (136)
30-34	2,583 (16%) (245)	59,905 (13.8%) (211)	115,709 (12.8%) (196)

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				
35-39	2,141	(13.3%)	201	48,150	(11.1%)	168	90,843	(10%)	152
40-44	1,405	(8.7%)	136	33,062	(7.6%)	119	62,975	(7%)	109
45-49	892	(5.5%)	92	24,261	(5.6%)	93	47,518	(5.3%)	88
50-54	744	(4.6%)	77	21,129	(4.9%)	84	42,008	(4.6%)	74
55-59	717	(4.4%)	72	20,444	(4.7%)	77	42,128	(4.7%)	76
60-64	670	(4.2%)	65	19,835	(4.6%)	71	41,939	(4.6%)	72
65-69	557	(3.5%)	57	17,925	(4.1%)	68	38,054	(4.2%)	69
70-74	431	(2.7%)	53	14,318	(3.3%)	66	31,033	(3.4%)	68
75-79	313	(1.9%)	50	10,895	(2.5%)	65	24,156	(2.7%)	69
80-84	192	(1.2%)	50	6,992	(1.6%)	67	15,559	(1.7%)	72
85+	189	(1.2%)	58	6,103	(1.4%)	69	13,986	(1.5%)	74

Age - Male

Male Average Age	36.22	91	36.99	93	36.95	93			
Male Median Age	35.24	93	35.17	92	33.71	89			
0-4	679	(8.4%)	148	16,185	(7.6%)	134	30,965	(7%)	125
5-13	648	(8%)	74	17,163	(8%)	75	33,751	(7.7%)	71

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	233	(2.9%)	52	8,130	(3.8%)	69	18,126	(4.1%)	75
18-21	248	(3.1%)	53	9,303	(4.3%)	76	25,419	(5.8%)	100
22-24	202	(2.5%)	57	7,617	(3.6%)	80	23,534	(5.3%)	123
25-29	709	(8.7%)	141	18,062	(8.4%)	137	35,737	(8.1%)	132
30-34	1,277	(15.7%)	235	29,629	(13.8%)	207	56,758	(12.9%)	193
35-39	1,135	(14%)	209	24,489	(11.4%)	171	45,658	(10.4%)	155
40-44	717	(8.8%)	137	16,763	(7.8%)	121	31,603	(7.2%)	111
45-49	446	(5.5%)	91	12,056	(5.6%)	94	23,625	(5.4%)	89
50-54	372	(4.6%)	71	10,406	(4.9%)	80	20,674	(4.7%)	70
55-59	363	(4.5%)	73	10,011	(4.7%)	77	20,599	(4.7%)	71
60-64	341	(4.2%)	67	9,691	(4.5%)	72	20,375	(4.6%)	74
65-69	267	(3.3%)	56	8,506	(4%)	68	17,851	(4.1%)	70
70-74	201	(2.5%)	52	6,566	(3.1%)	65	14,110	(3.2%)	68
75-79	141	(1.7%)	49	4,726	(2.2%)	63	10,371	(2.4%)	67
80-84	83	(1%)	49	2,865	(1.3%)	64	6,370	(1.4%)	70
85+	67	(0.8%)	56	2,096	(1%)	66	4,731	(1.1%)	73

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	37.33 (89)	38.6 (92)	38.48 (92)
Female Median Age	35.46 (86)	35.83 (87)	35.18 (85)
0-4	646 (8.1%) (156)	15,366 (7%) (135)	29,444 (6.3%) (123)
5-13	613 (7.7%) (71)	16,404 (7.5%) (75)	32,543 (7%) (71)
14-17	242 (3%) (59)	8,047 (3.7%) (72)	19,174 (4.1%) (81)
18-21	238 (3%) (56)	9,185 (4.2%) (71)	27,497 (5.9%) (112)
22-24	174 (2.2%) (55)	7,428 (3.4%) (85)	25,451 (5.5%) (139)
25-29	669 (8.4%) (147)	18,412 (8.4%) (147)	37,071 (8%) (140)
30-34	1,306 (16.3%) (256)	30,276 (13.8%) (216)	58,951 (12.7%) (199)
35-39	1,006 (12.6%) (193)	23,661 (10.8%) (165)	45,185 (9.7%) (149)
40-44	688 (8.6%) (135)	16,299 (7.4%) (117)	31,372 (6.8%) (106)
45-49	446 (5.6%) (93)	12,205 (5.5%) (93)	23,893 (5.1%) (86)
50-54	372 (4.6%) (71)	10,723 (4.9%) (81)	21,334 (4.6%) (71)
55-59	354 (4.4%) (72)	10,433 (4.7%) (71)	21,529 (4.6%) (71)
60-64	329 (4.1%) (63)	10,144 (4.6%) (71)	21,564 (4.6%) (71)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
65-69	290	(3.6%)	58	9,419	(4.3%)	68	20,203	(4.4%)	69
70-74	230	(2.9%)	54	7,752	(3.5%)	67	16,923	(3.6%)	69
75-79	172	(2.1%)	52	6,169	(2.8%)	67	13,785	(3%)	71
80-84	109	(1.4%)	50	4,127	(1.9%)	69	9,189	(2%)	73
85+	122	(1.5%)	60	4,007	(1.8%)	71	9,255	(2%)	71

Employment by Occupation

Total Employees (16+ Years Old)	9,428			257,899			522,816		
Professional Specialty	3,341	(35.4%)	143	92,255	(35.8%)	145	193,808	(37.1%)	150
Managerial/Executive	1,807	(19.2%)	110	54,117	(21%)	121	118,603	(22.7%)	131
Production & Transportation	993	(10.5%)	81	18,778	(7.3%)	56	31,758	(6.1%)	47
Sales	750	(8%)	85	16,910	(6.6%)	70	36,456	(7%)	75
Office Admin	669	(7.1%)	67	19,940	(7.7%)	73	42,448	(8.1%)	74
Building Maintenance & Cleaning	577	(6.1%)	180	10,832	(4.2%)	124	16,923	(3.2%)	95
Construction	549	(5.8%)	73	14,132	(5.5%)	69	22,019	(4.2%)	53
Personal Care	268	(2.8%)	114	6,056	(2.3%)	94	12,773	(2.4%)	98
Food Preparation & Serving	218	(2.3%)	45	14,776	(5.7%)	112	27,203	(5.2%)	102

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				
Healthcare support	195	(2.1%)	63	6,322	(2.5%)	74	12,701	(2.4%)	74
Protective	61	(0.6%)	30	3,260	(1.3%)	58	7,470	(1.4%)	66
Farming, Fishing & Forestry				521	(<0.5%)	35	654	(<0.5%)	22

Employment by Industry

Total Employees (16+ Years Old)	9,428			257,899			522,816		
Educational Services	2,067	(21.9%)	94	68,725	(26.6%)	114	151,334	(28.9%)	124
Professional Services	1,954	(20.7%)	257	46,825	(18.2%)	225	95,215	(18.2%)	226
Wholesale Retail	957	(10.2%)	77	21,500	(8.3%)	63	44,360	(8.5%)	65
Manufacturing	793	(8.4%)	85	18,146	(7%)	71	35,122	(6.7%)	68
Financial, Insurance & Real Estate	732	(7.8%)	115	18,795	(7.3%)	108	42,746	(8.2%)	121
Agriculture/Mining/Construction	654	(6.9%)	8	13,784	(5.3%)	63	22,076	(4.2%)	50
Entertainment Services	586	(6.2%)	72	23,390	(9.1%)	104	44,748	(8.6%)	99
Administrative/Waste Services	532	(5.6%)	35	11,502	(4.5%)	107	19,283	(3.7%)	88
Other Professional Services	346	(3.7%)	7	10,023	(3.9%)	83	20,008	(3.8%)	8
Information	329	(3.5%)	187	7,106	(2.8%)	148	13,523	(2.6%)	139
Transportation	290	(3.1%)	53	10,021	(3.9%)	66	18,160	(3.5%)	59

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Public Administration	188	(2%)	42	7,899	(3.1%)	64	15,764	(3%)	63
Management Services				183	(<0.5%)	56	477	(<0.5%)	72

Language Spoken

Speak English at Home	6,674	(45.1%)	58	230,901	(57.3%)	74	518,521	(61.4%)	7
Speak Other Language at Home	5,191	(35.1%)	414	98,036	(24.3%)	288	200,524	(23.8%)	281
Speak Spanish at Home	2,945	(19.9%)	141	73,833	(18.3%)	130	125,166	(14.8%)	105

Ancestry

Other	4,194	(26%)	123	103,548	(23.8%)	113	210,788	(23.3%)	111
Unclassified	1,551	(9.6%)	59	52,304	(12%)	74	111,518	(12.3%)	76
Italian	1,452	(9%)	302	31,126	(7.2%)	241	63,750	(7%)	237
Central American	1,283	(8%)	478	45,415	(10.5%)	629	59,426	(6.6%)	395
Chinese	1,252	(7.8%)	622	24,554	(5.7%)	453	58,495	(6.5%)	518
Scottish/Irish	1,048	(6.5%)	98	34,656	(8%)	120	81,431	(9%)	135
South American	830	(5.1%)	413	12,591	(2.9%)	232	25,166	(2.8%)	223
South Central Asian (e.g. Indian)	613	(3.8%)	243	13,067	(3%)	193	30,221	(3.3%)	214
Other European (e.g. Greek/Russian)	456	(2.8%)	89	15,442	(3.6%)	112	38,308	(4.2%)	134

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)	456	(2.8%)	161	8,354	(1.9%)	109	16,432	(1.8%)	103
Other Hispanic	443	(2.7%)	192	10,008	(2.3%)	161	17,983	(2%)	139
Puerto Rican	353	(2.2%)	77	13,307	(3.1%)	109	26,854	(3%)	105
Mexican	317	(2%)	18	5,662	(1.3%)	12	11,445	(1.3%)	12
American	292	(1.8%)	38	7,386	(1.7%)	36	14,772	(1.6%)	34
British	279	(1.7%)	33	13,280	(3.1%)	58	30,845	(3.4%)	64
German	266	(1.6%)	21	9,653	(2.2%)	29	23,868	(2.6%)	34
Middle Eastern	236	(1.5%)	236	5,325	(1.2%)	197	14,205	(1.6%)	253
Polish	191	(1.2%)	77	4,826	(1.1%)	72	11,711	(1.3%)	84
Other Asian	141	(0.9%)	205	4,058	(0.9%)	219	7,212	(0.8%)	187
Dominican	103	(0.6%)	100	4,223	(1%)	152	12,523	(1.4%)	217
Scandinavian	95	(0.6%)	31	3,506	(0.8%)	43	8,874	(1%)	52
Korean	90	(0.6%)	108	3,310	(0.8%)	147	8,403	(0.9%)	179
Japanese	85	(0.5%)	220	1,396	(<0.5%)	134	4,002	(<0.5%)	184
French	76	(<0.5%)	38	4,382	(1%)	8	10,122	(1.1%)	90
Native American (Indian/Eskimo)	17	(<0.5%)	17	469	(<0.5%)	17	899	(<0.5%)	16

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Cuban	12	(<0.5%)	1,387	(<0.5%)	2,943	(<0.5%)
Dutch	2	(<0.5%)	967	(<0.5%)	2,141	(<0.5%)
Hawaiian/Pacific Islander	2	(<0.5%)	119	(<0.5%)	283	(<0.5%)

Education (Age 25+)

Total Educated Population	12,212		319,493		638,716	
Elementary (0 to 8 Years)	816	(6.7%)	24,054	(7.5%)	38,398	(6%)
Some High School (9 to 11 Years)	439	(3.6%)	15,485	(4.8%)	25,158	(3.9%)
High School Graduate (12 Years)	3,071	(25.1%)	60,636	(19%)	111,186	(17.4%)
Some College (13 to 16 Years)	1,101	(9%)	31,462	(9.8%)	61,749	(9.7%)
Associates Degree Only	369	(3%)	13,299	(4.2%)	26,167	(4.1%)
Bachelor's Degree Only	3,648	(29.9%)	88,490	(27.7%)	186,211	(29.2%)
Graduate Degree	2,768	(22.7%)	86,067	(26.9%)	189,847	(29.7%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,145	180,609	375,225
One Person Households	2,274 (31.8%) 116	59,335 (32.9%) 120	131,312 (35%) 127
Married Couple	2,224 (31.1%) 65	61,648 (34.1%) 71	127,495 (34%) 71
Male Householder	208 (2.9%) 57	7,235 (4%) 74	13,004 (3.5%) 68
Female Householder	797 (11.2%) 90	17,064 (9.4%) 76	33,270 (8.9%) 71
Non Family Households	1,642 (23%) 325	35,327 (19.6%) 276	70,144 (18.7%) 264

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,145	180,609	375,225
1 Person Household	2,274 (31.8%) 116	59,335 (32.9%) 120	131,312 (35%) 127
2 Person Household	2,660 (37.2%) 113	60,264 (33.4%) 101	125,194 (33.4%) 101
3 Person Household	1,059 (14.8%) 95	28,207 (15.6%) 100	55,777 (14.9%) 95
4 Person Household	658 (9.2%) 70	19,321 (10.7%) 82	38,565 (10.3%) 74
5 Person Household	277 (3.9%) 61	7,957 (4.4%) 70	14,854 (4%) 63
6 Person Household	137 (1.9%) 70	3,344 (1.9%) 68	5,912 (1.6%) 58
7+ Person Household	80 (1.1%) 62	2,181 (1.2%) 66	3,611 (1%) 53

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	7,792	193,380	403,793
Renter Occupied Housing	4,628	111,153	228,978
Owner Occupied Housing	2,517	69,456	146,247
Vacant Housing	647	12,771	28,568

Housing Rent

Average Rent	\$2,588.21	168	\$2,313.42	150	\$2,275.65	147
Median Rent	\$2,689.28	191	\$2,357.99	167	\$2,331.84	166
Total Cash Rents Housing	4,507	108,672	223,877			
<\$300	46 (1%)	36	3,496 (3.2%)	115	8,722 (3.9%)	139
\$300-\$500	91 (2%)	52	3,290 (3%)	74	8,250 (3.7%)	95
\$500-\$750	60 (1.3%)	15	3,234 (3%)	34	8,567 (3.8%)	44
\$750-\$1000	66 (1.5%)	11	2,979 (2.7%)	21	7,155 (3.2%)	24
\$1000-\$1500	382 (8.5%)	32	8,835 (8.1%)	31	18,582 (8.3%)	31
\$1500-\$2000	609 (13.5%)	64	17,240 (15.9%)	75	33,519 (15%)	71
\$2000-\$2500	694 (15.4%)	132	21,316 (19.6%)	168	40,898 (18.3%)	156

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	807	(17.9%)	312	18,630	(17.1%)	298	35,186	(15.7%)	273
\$3000-\$3500	735	(16.3%)	536	13,333	(12.3%)	403	27,335	(12.2%)	401
>\$3500	1,017	(22.6%)	619	16,319	(15%)	412	35,663	(15.9%)	437

Value of Owner-Occupied Housing Units

Average House Value	\$831,730.13		159	\$1.03M		198	\$1.15M		219
Median House Value	\$781,933.06		205	\$902,566.69		237	\$965,242.2		254
Owner Occupied Housing	2,517			69,456			146,247		
<\$100K	37	(1.5%)	17	1,119	(1.6%)	19	2,277	(1.6%)	18
\$100K - \$200K	21	(0.8%)	6	369	(0.5%)	4	930	(0.6%)	5
\$200K - \$300K	36	(1.4%)	9	944	(1.4%)	8	2,015	(1.4%)	9
\$300K - \$400K	117	(4.6%)	32	2,097	(3%)	21	4,108	(2.8%)	19
\$400K - \$500K	240	(9.5%)	83	3,560	(5.1%)	44	7,054	(4.8%)	42
\$500K - \$1000K	1,446	(57.4%)	232	33,563	(48.3%)	195	61,357	(42%)	170
>\$1000K	620	(24.6%)	226	27,804	(40%)	367	68,506	(46.8%)	429

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



Benchmark: Nationwide

1 Mile

3 Mile

5 Mile

Poverty

Households in Poverty	1,012	(14.2%)	112	22,946	(12.7%)	100	53,491	(14.3%)	113
Households Above Poverty	6,133	(85.8%)	98	157,663	(87.3%)	100	321,734	(85.7%)	98
Households in Poverty (Married)	49	(0.7%)	31	3,148	(1.7%)	8	6,049	(1.6%)	74
Households in Poverty (Male Householder)	30	(<0.5%)	66	996	(0.6%)	86	1,705	(<0.5%)	71
Households in Poverty (Female Householder)	299	(4.2%)	142	3,575	(2%)	67	7,055	(1.9%)	64
Households in Poverty (Non-Family)	547	(7.7%)	122	13,211	(7.3%)	117	30,830	(8.2%)	131
Households in Poverty (Non-Family Student)	87	(1.2%)	196	2,016	(1.1%)	179	7,852	(2.1%)	336

Wealth per Household

Household Average Wealth	\$233,680.9	97	\$242,107.85	100	\$245,091.2	101			
Household Median Wealth	\$65,767.78	8	\$72,704.4	90	\$74,551.06	92			
<\$0K	1,365	(19.1%)	110	33,489	(18.5%)	107	69,244	(18.5%)	106
\$0K - \$5K	686	(9.6%)	112	16,640	(9.2%)	108	34,162	(9.1%)	106
\$5K - \$10K	359	(5%)	110	8,756	(4.8%)	106	18,034	(4.8%)	105
\$10K - \$25K	476	(6.7%)	105	11,755	(6.5%)	102	24,267	(6.5%)	102
\$25K - \$50K	473	(6.6%)	98	11,884	(6.6%)	97	24,523	(6.5%)	96

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	677	(9.5%)	93	17,134	(9.5%)	93	35,400	(9.4%)	92
\$100K - \$250K	1,178	(16.5%)	91	30,311	(16.8%)	93	63,028	(16.8%)	93
\$250K - \$500K	878	(12.3%)	93	22,818	(12.6%)	96	47,764	(12.7%)	96
>\$500K	1,053	(14.7%)	99	27,822	(15.4%)	104	58,803	(15.7%)	105

Vehicles per Household

Total Number of Vehicles	9,158			192,875			390,916		
Average Number of Vehicles	1.28		70	1.07		58	1.04		57
No Vehicles	1,036	(14.5%)	175	50,858	(28.2%)	340	110,663	(29.5%)	357
1 Vehicle	3,763	(52.7%)	161	81,284	(45%)	137	166,934	(44.5%)	136
2 Vehicles	1,785	(25%)	68	37,746	(20.9%)	57	76,311	(20.3%)	55
3 or more Vehicles	561	(7.9%)	36	10,721	(5.9%)	27	21,317	(5.7%)	26

Population Change

Births	252			6,243			12,299		
Deaths	83			2,489			5,375		
Migration	-198			-2,533			-914		

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	643	18,635	41,955
Total Employees	6,989	341,905	881,864

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