



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	19,223		119,682		265,014	
Households	6,538		38,748		88,935	
Persons per Household	2.9	114	3.06	120	2.96	116
Household Median Income	\$100,235.56	126	\$119,894.25	151	\$130,988.14	165
Household Median Disposable Income	\$83,702.19	122	\$97,843.89	143	\$106,280.25	155
Household Median Discretionary Income	\$56,649.5	111	\$71,742.51	141	\$84,528.49	166
Average Income Per Person	\$45,601.91	106	\$54,935.42	127	\$63,216.87	147
Median Rent	\$1,912.73	136	\$1,814.56	129	\$1,902.85	135
Median House Value	\$632,213.52	166	\$763,398.47	201	\$803,327.52	211
Households in Poverty	552 (8.4%)	67	3,189 (8.2%)	65	6,282 (7.1%)	56
Household Median Wealth	\$81,948	101	\$93,024.48	115	\$102,829.06	127
Average Age	40.05	98	39.64	97	40.63	99
Median Age	38.97	97	38.86	97	41.14	102
Households with Children	2,264 (34.6%)	129	13,975 (36.1%)	135	31,985 (36%)	134
High School Graduate or Higher	11,227 (85.2%)	95	68,412 (85.2%)	95	161,246 (89.4%)	100

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



# Audience Profile

Jan 1 - Dec 31, 2025

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	4,674 (35.5%)	36,322 (45.2%)	91,958 (51%)
Pop density (per sq mi)	3,897	4,127	3,311
Area (based on blockgroups)	5	29	80

## Population

Population 2024 Q4	19,223	119,682	265,014
Population 2024 Q3	19,232	119,707	265,186
Population 2024 Q2	19,257	119,582	264,940
Population 2024 Q1	19,212	119,489	264,550
Population 2023 Q4	19,149	118,864	263,813
Population 2023 Q3	19,072	118,408	262,951
Population 2023 Q2	18,999	118,326	263,193
Population 2023 Q1	18,944	117,995	262,801
Population 2022 Q4	18,993	118,129	263,065
Population 5 Years Forecast	19,730	121,637	268,646
Population 10 Years Forecast	20,144	123,595	272,860
Persons per Household	2.9	3.06	2.96

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



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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	267	(1.4%)	1,205	(1%)	1,943	(0.7%)
Transient Population - Average Last 4 Quarters			156	(<0.5%)	388	(<0.5%)

## Households

Households 2024 Q4	6,538	38,748	88,935
Households 2024 Q3	6,530	38,726	88,931
Households 2024 Q2	6,540	38,688	88,865
Households 2024 Q1	6,524	38,657	88,723
Households 2023 Q4	6,501	38,473	88,503
Households 2023 Q3	6,479	38,329	88,200
Households 2023 Q2	6,454	38,302	88,304
Households 2023 Q1	6,436	38,195	88,173
Households 2022 Q4	6,451	38,238	88,277
Households 5 Years Forecast	6,703	39,373	90,222
Households 10 Years Forecast	6,841	40,006	91,691

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



Benchmark: Nationwide



### Gender

Male	9,157	(47.6%)	97	58,943	(49.2%)	100	129,904	(49%)	100
Female	10,066	(52.4%)	103	60,739	(50.8%)	100	135,110	(51%)	100

### Ethnicity

Hispanic (Ethnic)	6,235	(32.4%)	166	40,543	(33.9%)	174	65,490	(24.7%)	127
Black	5,497	(28.6%)	242	21,326	(17.8%)	151	33,568	(12.7%)	107
White	5,229	(27.2%)	47	44,973	(37.6%)	65	124,704	(47.1%)	82
Asian	1,300	(6.8%)	117	8,040	(6.7%)	117	30,444	(11.5%)	200
Other	962	(5%)	96	4,800	(4%)	7	10,808	(4.1%)	7

### Household by Ethnicity

White	2,233	(34.2%)	55	15,456	(39.9%)	65	44,589	(50.1%)	8
Hispanic (Ethnic)	1,956	(29.9%)	197	11,154	(28.8%)	189	17,824	(20%)	32
Black	1,423	(21.8%)	196	6,557	(16.9%)	153	10,467	(11.8%)	106
Other	699	(10.7%)	141	3,300	(8.5%)	112	7,294	(8.2%)	108
Asian	227	(3.5%)	7	2,281	(5.9%)	130	8,761	(9.9%)	217

### 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	\$132,370.83	119	\$168,248.16	151	\$187,305.06	168
Average Income Per Person	\$45,601.91	106	\$54,935.42	127	\$63,216.87	147
Household Median Income	\$100,235.56	126	\$119,894.25	151	\$130,988.14	165
<\$15K	372 (5.7%)	70	1,531 (4%)	49	3,661 (4.1%)	51
\$15K - \$25K	157 (2.4%)	37	1,504 (3.9%)	60	2,880 (3.2%)	50
\$25K - \$35K	300 (4.6%)	68	1,512 (3.9%)	58	3,134 (3.5%)	52
\$35K - \$50K	308 (4.7%)	46	2,730 (7%)	68	5,311 (6%)	58
\$50K - \$75K	986 (15.1%)	96	4,649 (12%)	76	10,133 (11.4%)	72
\$75K - \$100K	1,138 (17.4%)	136	4,377 (11.3%)	88	9,226 (10.4%)	81
\$100K - \$150K	1,280 (19.6%)	111	6,770 (17.5%)	99	15,391 (17.3%)	98
\$150K - \$175K	611 (9.3%)	149	3,148 (8.1%)	129	7,369 (8.3%)	132
\$175K - \$200K	612 (9.4%)	143	5,615 (14.5%)	221	11,173 (12.6%)	191
\$200K - \$250K	432 (6.6%)	127	3,870 (10%)	191	11,565 (13%)	249
\$250K - \$500K	187 (2.9%)	128	1,656 (4.3%)	192	4,956 (5.6%)	250
>\$500K	155 (2.4%)	127	1,386 (3.6%)	192	4,136 (4.7%)	249

## 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	\$95,673.53	116	\$107,778.94	131	\$114,921.79	139
Household Median Disposable Income	\$83,702.19	122	\$97,843.89	143	\$106,280.25	155
<\$15K	387 (5.9%)	67	1,689 (4.4%)	50	3,929 (4.4%)	50
\$15K - \$25K	222 (3.4%)	45	1,721 (4.4%)	58	3,505 (3.9%)	52
\$25K - \$35K	374 (5.7%)	73	1,915 (4.9%)	63	3,983 (4.5%)	57
\$35K - \$50K	473 (7.2%)	59	3,687 (9.5%)	74	6,931 (7.8%)	64
\$50K - \$75K	1,351 (20.7%)	116	5,512 (14.2%)	86	12,298 (13.8%)	74
\$75K - \$100K	1,213 (18.6%)	130	5,263 (13.6%)	95	11,351 (12.8%)	90
\$100K - \$150K	1,417 (21.7%)	121	8,436 (21.8%)	121	20,426 (23%)	128
\$150K - \$175K	515 (7.9%)	129	5,312 (13.7%)	225	10,887 (12.2%)	201
\$175K - \$200K	158 (2.4%)	110	1,416 (3.7%)	166	4,230 (4.8%)	216
\$200K - \$250K	173 (2.6%)	124	1,526 (3.9%)	184	4,581 (5.2%)	241
\$250K - \$500K	234 (3.6%)	122	2,085 (5.4%)	184	6,261 (7%)	240
>\$500K	21 (<0.5%)	125	186 (<0.5%)	187	553 (0.6%)	242

### Discretionary Households Income

Household Average Discretionary Income	\$65,089.66	106	\$81,585.02	133	\$89,801.9	146
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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	\$56,649.5	111	\$71,742.51	141	\$84,528.49	166
<\$10K	379 (5.8%)	63	2,241 (5.8%)	62	4,171 (4.7%)	51
\$10K - \$20K	550 (8.4%)	79	3,250 (8.4%)	79	5,498 (6.2%)	58
\$20K - \$30K	562 (8.6%)	88	3,369 (8.7%)	88	6,022 (6.8%)	64
\$30K - \$40K	809 (12.4%)	124	3,256 (8.4%)	85	6,374 (7.2%)	72
\$40K - \$50K	581 (8.9%)	100	2,503 (6.5%)	75	5,716 (6.4%)	73
\$50K - \$75K	1,388 (21.2%)	122	5,325 (13.7%)	79	12,420 (14%)	89
\$75K - \$100K	837 (12.8%)	109	4,067 (10.5%)	89	10,486 (11.8%)	101
\$100K - \$125K	751 (11.5%)	142	4,161 (10.7%)	133	10,052 (11.3%)	140
\$125K - \$150K	291 (4.5%)	67	5,747 (14.8%)	223	13,286 (14.9%)	225
>\$150K	390 (6%)	101	4,829 (12.5%)	211	14,910 (16.8%)	284

## Households Income by Ethnicity

Average Income - White	\$124,839.56	131	\$140,081.92	147	\$135,206.02	142
Median Income - White	\$129,092.1	149	\$161,516.68	186	\$155,698.33	179
Average Income - Black	\$87,178.13	126	\$100,126.74	145	\$100,118.21	145
Median Income - Black	\$83,860.95	151	\$95,203.21	172	\$93,095.72	168

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$136,950.15 (121)	\$158,513.14 (140)	\$149,996.3 (33)
Median Income - Asian	\$173,875.93 (152)	\$187,254.76 (164)	\$184,794.26 (161)
Average Income - Hispanic	\$97,427.16 (120)	\$89,740.72 (111)	\$96,960.64 (120)
Median Income - Hispanic	\$90,759.01 (131)	\$80,737.93 (116)	\$88,866.49 (128)
Average Income - Other	\$107,844.77 (120)	\$108,973.37 (122)	\$114,627.09 (128)
Median Income - Other	\$103,096.21 (130)	\$105,874.44 (133)	\$112,857.52 (142)

## Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	40.05 (98)	39.64 (97)	40.63 (99)
Median Age	38.97 (97)	38.86 (97)	41.14 (102)
0-4	1,107 (5.8%) (107)	6,352 (5.3%) (98)	13,488 (5.1%) (94)
5-13	2,219 (11.5%) (112)	14,465 (12.1%) (117)	30,113 (11.4%) (110)
14-17	1,024 (5.3%) (100)	6,852 (5.7%) (108)	15,272 (5.8%) (108)
18-21	991 (5.2%) (94)	6,750 (5.6%) (102)	14,959 (5.6%) (103)
22-24	708 (3.7%) (89)	4,952 (4.1%) (100)	10,792 (4.1%) (98)
25-29	1,131 (5.9%) (99)	7,202 (6%) (102)	14,958 (5.6%) (95)
30-34	1,176 (6.1%) (94)	6,445 (5.4%) (88)	13,242 (5%) (7)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
35-39	1,265	(6.6%)	100	7,074	(5.9%)	90	14,764	(5.6%)	84
40-44	1,332	(6.9%)	108	7,814	(6.5%)	102	17,255	(6.5%)	102
45-49	1,258	(6.5%)	109	8,112	(6.8%)	113	18,256	(6.9%)	115
50-54	1,235	(6.4%)	108	8,220	(6.9%)	115	18,524	(7%)	117
55-59	1,291	(6.7%)	109	8,231	(6.9%)	112	19,019	(7.2%)	117
60-64	1,218	(6.3%)	99	7,796	(6.5%)	102	18,033	(6.8%)	106
65-69	1,075	(5.6%)	92	6,589	(5.5%)	91	15,394	(5.8%)	96
70-74	782	(4.1%)	8	4,729	(4%)	7	11,394	(4.3%)	86
75-79	582	(3%)	7	3,724	(3.1%)	8	8,672	(3.3%)	85
80-84	420	(2.2%)	91	2,296	(1.9%)	8	5,559	(2.1%)	87
85+	409	(2.1%)	105	2,079	(1.7%)	86	5,320	(2%)	99

## Age - Male

Male Average Age	38.61	97	38.64	97	39.51	99			
Male Median Age	37.54	99	37.7	99	39	102			
0-4	568	(6.2%)	110	3,267	(5.5%)	98	6,939	(5.3%)	95
5-13	1,111	(12.1%)	113	7,276	(12.3%)	115	15,339	(11.8%)	110

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	522	(5.7%)	103	3,485	(5.9%)	107	7,846	(6%)	109
18-21	495	(5.4%)	94	3,449	(5.9%)	102	7,716	(5.9%)	103
22-24	349	(3.8%)	87	2,539	(4.3%)	99	5,583	(4.3%)	99
25-29	578	(6.3%)	102	3,796	(6.4%)	104	7,673	(5.9%)	96
30-34	588	(6.4%)	96	3,307	(5.6%)	84	6,736	(5.2%)	7
35-39	578	(6.3%)	94	3,481	(5.9%)	88	7,128	(5.5%)	8
40-44	636	(6.9%)	108	3,838	(6.5%)	101	8,322	(6.4%)	99
45-49	603	(6.6%)	110	3,986	(6.8%)	113	8,868	(6.8%)	114
50-54	577	(6.3%)	106	4,037	(6.8%)	115	9,089	(7%)	117
55-59	601	(6.6%)	108	4,025	(6.8%)	112	9,242	(7.1%)	117
60-64	584	(6.4%)	101	3,763	(6.4%)	101	8,768	(6.7%)	107
65-69	490	(5.4%)	92	3,188	(5.4%)	93	7,442	(5.7%)	98
70-74	341	(3.7%)	7	2,212	(3.8%)	7	5,314	(4.1%)	86
75-79	242	(2.6%)	7	1,641	(2.8%)	7	3,773	(2.9%)	8
80-84	163	(1.8%)	86	956	(1.6%)	7	2,300	(1.8%)	85
85+	131	(1.4%)	97	697	(1.2%)	8	1,826	(1.4%)	95

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Benchmark: Nationwide



### Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	41.35 (98)	40.61 (97)	41.71 (99)
Female Median Age	41.16 (100)	40.88 (99)	42.21 (102)
0-4	539 (5.4%) (104)	3,085 (5.1%) (98)	6,549 (4.8%) (94)
5-13	1,108 (11%) (111)	7,189 (11.8%) (120)	14,774 (10.9%) (110)
14-17	502 (5%) (98)	3,367 (5.5%) (108)	7,426 (5.5%) (108)
18-21	496 (4.9%) (93)	3,301 (5.4%) (103)	7,243 (5.4%) (102)
22-24	359 (3.6%) (90)	2,413 (4%) (101)	5,209 (3.9%) (98)
25-29	553 (5.5%) (97)	3,406 (5.6%) (99)	7,285 (5.4%) (95)
30-34	588 (5.8%) (92)	3,138 (5.2%) (8)	6,506 (4.8%) (7)
35-39	687 (6.8%) (105)	3,593 (5.9%) (91)	7,636 (5.7%) (87)
40-44	696 (6.9%) (109)	3,976 (6.5%) (103)	8,933 (6.6%) (104)
45-49	655 (6.5%) (109)	4,126 (6.8%) (114)	9,388 (6.9%) (116)
50-54	658 (6.5%) (110)	4,183 (6.9%) (115)	9,435 (7%) (117)
55-59	690 (6.9%) (111)	4,206 (6.9%) (112)	9,777 (7.2%) (117)
60-64	634 (6.3%) (96)	4,033 (6.6%) (102)	9,265 (6.9%) (105)

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Benchmark: Nationwide

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65-69	585	(5.8%)	92	3,401	(5.6%)	89	7,952	(5.9%)	93
70-74	441	(4.4%)	83	2,517	(4.1%)	74	6,080	(4.5%)	85
75-79	340	(3.4%)	8	2,083	(3.4%)	8	4,899	(3.6%)	87
80-84	257	(2.6%)	94	1,340	(2.2%)	8	3,259	(2.4%)	89
85+	278	(2.8%)	108	1,382	(2.3%)	89	3,494	(2.6%)	101

## Employment by Occupation

Total Employees (16+ Years Old)	10,341			63,404			139,357		
Professional Specialty	2,133	(20.6%)	83	14,350	(22.6%)	92	36,831	(26.4%)	107
Managerial/Executive	1,952	(18.9%)	109	13,978	(22%)	127	32,708	(23.5%)	135
Production & Transportation	1,652	(16%)	124	9,418	(14.9%)	115	16,214	(11.6%)	90
Office Admin	1,131	(10.9%)	103	5,949	(9.4%)	88	13,725	(9.8%)	93
Building Maintenance & Cleaning	992	(9.6%)	282	3,612	(5.7%)	168	5,660	(4.1%)	120
Construction	721	(7%)	87	5,204	(8.2%)	103	9,458	(6.8%)	85
Sales	561	(5.4%)	58	4,807	(7.6%)	8	12,250	(8.8%)	94
Food Preparation & Serving	498	(4.8%)	94	2,026	(3.2%)	63	4,120	(3%)	58
Healthcare support	273	(2.6%)	8	1,279	(2%)	61	2,602	(1.9%)	57

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Personal Care	255	(2.5%)	99	1,357	(2.1%)	86	2,841	(2%)	8
Protective	173	(1.7%)	7	1,306	(2.1%)	95	2,830	(2%)	94
Farming, Fishing & Forestry				118	(<0.5%)	32	118	(<0.5%)	15

## Employment by Industry

Total Employees (16+ Years Old)	10,341			63,404			139,357		
Educational Services	2,317	(22.4%)	96	12,563	(19.8%)	85	27,908	(20%)	85
Wholesale Retail	1,230	(11.9%)	90	7,220	(11.4%)	87	16,555	(11.9%)	90
Manufacturing	1,174	(11.4%)	114	6,084	(9.6%)	97	13,584	(9.7%)	98
Financial, Insurance & Real Estate	939	(9.1%)	35	6,213	(9.8%)	146	15,913	(11.4%)	170
Transportation	930	(9%)	154	5,796	(9.1%)	156	10,287	(7.4%)	126
Entertainment Services	783	(7.6%)	87	3,912	(6.2%)	71	8,217	(5.9%)	68
Administrative/Waste Services	710	(6.9%)	164	4,296	(6.8%)	162	7,230	(5.2%)	124
Agriculture/Mining/Construction	690	(6.7%)	7	4,736	(7.5%)	88	9,388	(6.7%)	7
Professional Services	626	(6.1%)	75	5,611	(8.8%)	110	15,106	(10.8%)	34
Information	318	(3.1%)	165	2,155	(3.4%)	182	4,525	(3.2%)	174
Other Professional Services	313	(3%)	64	2,544	(4%)	85	5,369	(3.9%)	8

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Public Administration	300	(2.9%)	61	1,998	(3.2%)	66	4,822	(3.5%)	72
Management Services	11	(<0.5%)	84	276	(<0.5%)	344	453	(<0.5%)	257

### Language Spoken

Speak English at Home	10,996	(60.7%)	74	66,052	(58.3%)	75	157,698	(62.7%)	8
Speak Spanish at Home	5,574	(30.8%)	218	34,700	(30.6%)	217	53,147	(21.1%)	150
Speak Other Language at Home	1,546	(8.5%)	101	12,578	(11.1%)	131	40,681	(16.2%)	191

### Ancestry

Other	5,986	(31.1%)	148	29,418	(24.6%)	117	58,674	(22.1%)	105
Central American	2,509	(13.1%)	785	15,906	(13.3%)	799	22,419	(8.5%)	509
Unclassified	1,855	(9.6%)	59	10,753	(9%)	55	23,823	(9%)	55
South American	1,131	(5.9%)	472	9,349	(7.8%)	626	15,713	(5.9%)	476
Italian	959	(5%)	168	7,344	(6.1%)	206	20,934	(7.9%)	265
Scottish/Irish	780	(4.1%)	61	6,030	(5%)	76	16,924	(6.4%)	96
Dominican	719	(3.7%)	587	4,142	(3.5%)	543	5,855	(2.2%)	346
Mexican	665	(3.5%)	31	2,596	(2.2%)	20	3,957	(1.5%)	14
Puerto Rican	609	(3.2%)	113	3,944	(3.3%)	117	8,413	(3.2%)	113

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
South Central Asian (e.g. Indian)	602	(3.1%)	200	3,356	(2.8%)	180	15,814	(6%)	382
German	492	(2.6%)	33	3,816	(3.2%)	41	10,979	(4.1%)	53
Other Hispanic	460	(2.4%)	167	3,377	(2.8%)	197	6,494	(2.5%)	171
Other European (e.g. Greek/Russian)	435	(2.3%)	71	4,092	(3.4%)	108	11,751	(4.4%)	140
American	330	(1.7%)	36	2,565	(2.1%)	45	6,421	(2.4%)	51
South East Asian (e.g. Vietnamese)	306	(1.6%)	90	1,147	(1%)	54	3,400	(1.3%)	73
Polish	304	(1.6%)	103	2,445	(2%)	133	7,219	(2.7%)	178
Chinese	266	(1.4%)	111	2,415	(2%)	162	8,200	(3.1%)	248
British	216	(1.1%)	21	2,427	(2%)	38	6,492	(2.4%)	46
Cuban	142	(0.7%)	102	1,229	(1%)	142	2,639	(1%)	137
Middle Eastern	110	(0.6%)	92	699	(0.6%)	94	1,870	(0.7%)	114
Scandinavian	69	(<0.5%)	19	599	(0.5%)	26	1,766	(0.7%)	35
Other Asian	61	(<0.5%)	74	469	(<0.5%)	92	998	(<0.5%)	88
Dutch	58	(<0.5%)	50	358	(<0.5%)	50	865	(<0.5%)	54
Native American (Indian/Eskimo)	58	(<0.5%)	47	142	(<0.5%)	19	293	(<0.5%)	17
Korean	55	(<0.5%)	55	515	(<0.5%)	83	1,662	(0.6%)	121

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
French	33	(<0.5%)	14	391	(<0.5%)	26	1,022	(<0.5%)	31
Japanese	10	(<0.5%)	22	138	(<0.5%)	48	370	(<0.5%)	58
Hawaiian/Pacific Islander	3	(<0.5%)	9	20	(<0.5%)	9	47	(<0.5%)	10

### Education (Age 25+)

Total Educated Population	13,174			80,311			180,390		
Elementary (0 to 8 Years)	1,205	(9.1%)	192	7,209	(9%)	188	11,115	(6.2%)	129
Some High School (9 to 11 Years)	742	(5.6%)	95	4,690	(5.8%)	99	8,029	(4.5%)	75
High School Graduate (12 Years)	3,644	(27.7%)	106	16,422	(20.4%)	74	35,221	(19.5%)	75
Some College (13 to 16 Years)	2,153	(16.3%)	85	11,392	(14.2%)	73	24,081	(13.3%)	69
Associates Degree Only	756	(5.7%)	65	4,276	(5.3%)	60	9,986	(5.5%)	63
Bachelor's Degree Only	2,764	(21%)	98	20,569	(25.6%)	120	51,175	(28.4%)	133
Graduate Degree	1,910	(14.5%)	105	15,753	(19.6%)	143	40,783	(22.6%)	164

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



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	6,538	38,748	88,935
One Person Households	1,421 (21.7%)	7,243 (18.7%)	17,148 (19.3%)
Married Couple	3,162 (48.4%)	22,104 (57%)	54,482 (61.3%)
Male Householder	425 (6.5%)	2,517 (6.5%)	4,317 (4.9%)
Female Householder	1,105 (16.9%)	5,270 (13.6%)	10,170 (11.4%)
Non Family Households	425 (6.5%)	1,614 (4.2%)	2,818 (3.2%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	6,538	38,748	88,935
1 Person Household	1,421 (21.7%)	7,243 (18.7%)	17,148 (19.3%)
2 Person Household	1,690 (25.8%)	10,042 (25.9%)	23,613 (26.6%)
3 Person Household	1,215 (18.6%)	7,407 (19.1%)	16,519 (18.6%)
4 Person Household	1,114 (17%)	7,582 (19.6%)	18,319 (20.6%)
5 Person Household	604 (9.2%)	3,713 (9.6%)	8,146 (9.2%)
6 Person Household	258 (3.9%)	1,551 (4%)	3,089 (3.5%)
7+ Person Household	236 (3.6%)	1,210 (3.1%)	2,101 (2.4%)

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	6,802	40,258	92,492
Owner Occupied Housing	3,907	26,345	64,333
Renter Occupied Housing	2,631	12,403	24,602
Vacant Housing	264	1,510	3,557

### Housing Rent

Average Rent	\$1,974.17	128	\$1,880.14	122	\$1,960.83	127
Median Rent	\$1,912.73	136	\$1,814.56	129	\$1,902.85	135
Total Cash Rents Housing	2,577	12,161	23,755			
<\$300	56 (2.2%)	77	189 (1.6%)	55	505 (2.1%)	74
\$300-\$500	81 (3.1%)	8	366 (3%)	74	550 (2.3%)	60
\$500-\$750	105 (4.1%)	47	519 (4.3%)	49	787 (3.3%)	38
\$750-\$1000	66 (2.6%)	20	464 (3.8%)	29	805 (3.4%)	26
\$1000-\$1500	439 (17%)	65	2,618 (21.5%)	8	4,149 (17.5%)	66
\$1500-\$2000	656 (25.5%)	121	3,059 (25.2%)	120	6,307 (26.6%)	126
\$2000-\$2500	496 (19.2%)	164	2,527 (20.8%)	178	5,221 (22%)	188

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	353	(13.7%)	238	1,189	(9.8%)	170	2,721	(11.5%)	199
\$3000-\$3500	158	(6.1%)	202	469	(3.9%)	127	1,057	(4.4%)	146
>\$3500	167	(6.5%)	178	761	(6.3%)	172	1,653	(7%)	191

## Value of Owner-Occupied Housing Units

Average House Value	\$741,035.94	142	\$861,144.93	165	\$922,789.62	177			
Median House Value	\$632,213.52	166	\$763,398.47	201	\$803,327.52	211			
Owner Occupied Housing	3,907		26,345		64,333				
<\$100K	67	(1.7%)	20	279	(1.1%)	12	761	(1.2%)	14
\$100K - \$200K	46	(1.2%)	9	328	(1.2%)	9	561	(0.9%)	6
\$200K - \$300K	190	(4.9%)	30	766	(2.9%)	18	1,432	(2.2%)	14
\$300K - \$400K	351	(9%)	62	1,849	(7%)	48	3,346	(5.2%)	36
\$400K - \$500K	658	(16.8%)	146	3,084	(11.7%)	102	6,249	(9.7%)	84
\$500K - \$1000K	1,863	(47.7%)	193	12,120	(46%)	186	30,415	(47.3%)	191
>\$1000K	732	(18.7%)	172	7,919	(30.1%)	275	21,569	(33.5%)	307

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



Benchmark: Nationwide



### Poverty

Households in Poverty	552	(8.4%)		3,189	(8.2%)		6,282	(7.1%)	
Households Above Poverty	5,986	(91.6%)		35,559	(91.8%)		82,653	(92.9%)	
Households in Poverty (Married)	57	(0.9%)		657	(1.7%)		1,659	(1.9%)	
Households in Poverty (Male Householder)	56	(0.9%)		376	(1%)		486	(0.5%)	
Households in Poverty (Female Householder)	150	(2.3%)		784	(2%)		1,286	(1.4%)	
Households in Poverty (Non-Family)	280	(4.3%)		1,311	(3.4%)		2,707	(3%)	
Households in Poverty (Non-Family Student)	9	(<0.5%)		61	(<0.5%)		144	(<0.5%)	

### Wealth per Household

Household Average Wealth	\$244,393.55		\$260,144.65		\$271,750.91				
Household Median Wealth	\$81,948		\$93,024.48		\$102,829.06				
<\$0K	1,138	(17.4%)	100	6,420	(16.6%)	95	14,106	(15.9%)	91
\$0K - \$5K	560	(8.6%)	100	3,026	(7.8%)	91	6,431	(7.2%)	84
\$5K - \$10K	296	(4.5%)	99	1,633	(4.2%)	92	3,551	(4%)	88
\$10K - \$25K	410	(6.3%)	99	2,342	(6%)	95	5,224	(5.9%)	93
\$25K - \$50K	442	(6.8%)	100	2,591	(6.7%)	98	5,877	(6.6%)	97

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	662	(10.1%)	3,907	(10.1%)	8,966	(10.1%)
\$100K - \$250K	1,174	(18%)	7,087	(18.3%)	16,569	(18.6%)
\$250K - \$500K	865	(13.2%)	5,365	(13.8%)	12,751	(14.3%)
>\$500K	991	(15.2%)	6,377	(16.5%)	15,460	(17.4%)

### Vehicles per Household

Total Number of Vehicles	12,029		72,477		170,307	
Average Number of Vehicles	1.84		1.87		1.91	
No Vehicles	414	(6.3%)	2,855	(7.4%)	5,259	(5.9%)
1 Vehicle	2,109	(32.3%)	11,499	(29.7%)	24,990	(28.1%)
2 Vehicles	2,730	(41.8%)	15,829	(40.9%)	38,898	(43.7%)
3 or more Vehicles	1,285	(19.7%)	8,565	(22.1%)	19,788	(22.2%)

### Population Change

Births	212		1,253		2,672	
Deaths	125		756		1,843	
Migration	16		417		540	

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	519	2,722	6,658
Total Employees	4,380	25,604	71,077

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