



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	34,961		277,670		800,809	
Households	12,331		109,565		328,894	
Persons per Household	2.77	109	2.48	97	2.35	92
Household Median Income	\$83,557.31	105	\$90,533.07	114	\$103,649.74	130
Household Median Disposable Income	\$70,578.59	103	\$76,113.71	111	\$85,674.44	125
Household Median Discretionary Income	\$47,587.77	93	\$49,038.38	96	\$57,115.34	112
Average Income Per Person	\$39,795.4	92	\$50,647.04	117	\$68,417.02	159
Median Rent	\$1,729.51	123	\$1,820.15	129	\$1,995.43	142
Median House Value	\$558,375.27	147	\$628,591.46	165	\$713,441.77	187
Households in Poverty	2,148 (17.4%)	138	17,436 (15.9%)	126	44,062 (13.4%)	106
Household Median Wealth	\$67,715.7	84	\$62,500.94	7	\$65,754.3	8
Average Age	38.39	94	37.33	91	37.41	91
Median Age	36.97	92	36.27	90	36.26	90
Households with Children	3,556 (28.8%)	108	28,107 (25.7%)	96	78,116 (23.8%)	89
High School Graduate or Higher	21,761 (90.4%)	101	174,697 (88.7%)	99	505,625 (88.4%)	99

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	9,429 (39.2%)	92,189 (46.8%)	293,592 (51.3%)
Pop density (per sq mi)	17,772	11,736	14,593
Area (based on blockgroups)	2	24	55

Population

Population 2024 Q4	34,961	277,670	800,809
Population 2024 Q3	34,958	276,109	797,652
Population 2024 Q2	34,976	276,058	797,431
Population 2024 Q1	34,811	275,157	796,205
Population 2023 Q4	34,706	274,800	794,821
Population 2023 Q3	34,716	274,430	793,925
Population 2023 Q2	34,606	274,017	793,641
Population 2023 Q1	34,578	273,638	793,181
Population 2022 Q4	34,623	274,928	795,335
Population 5 Years Forecast	36,360	291,843	819,774
Population 10 Years Forecast	37,401	301,853	835,648
Persons per Household	2.77	2.48	2.35

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	837	(2.4%)	101	6,322	(2.3%)	96	26,398	(3.3%)	140
Transient Population - Average Last 4 Quarters				210	(<0.5%)	6	12,348	(1.5%)	119

Households

Households 2024 Q4	12,331		109,565		328,894
Households 2024 Q3	12,324		108,825		327,300
Households 2024 Q2	12,332		108,802		327,164
Households 2024 Q1	12,277		108,443		326,680
Households 2023 Q4	12,239		108,291		326,096
Households 2023 Q3	12,243		108,142		325,732
Households 2023 Q2	12,206		107,994		325,633
Households 2023 Q1	12,196		107,843		325,449
Households 2022 Q4	12,212		108,357		326,279
Households 5 Years Forecast	12,803		115,772		337,794
Households 10 Years Forecast	13,157		120,076		344,906

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



Benchmark: Nationwide



Gender

Male	16,690	(47.7%)	97	138,812	(50%)	102	401,363	(50.1%)	102
Female	18,271	(52.3%)	103	138,858	(50%)	98	399,446	(49.9%)	98

Ethnicity

Black	9,545	(27.3%)	231	59,292	(21.4%)	181	106,929	(13.4%)	113
Asian	9,250	(26.5%)	460	61,450	(22.1%)	384	133,903	(16.7%)	290
Hispanic (Ethnic)	8,359	(23.9%)	122	72,721	(26.2%)	134	244,638	(30.5%)	156
White	5,460	(15.6%)	27	68,143	(24.5%)	43	270,466	(33.8%)	59
Other	2,347	(6.7%)	129	16,064	(5.8%)	111	44,873	(5.6%)	108

Household by Ethnicity

Black	3,834	(31.1%)	280	21,550	(19.7%)	177	38,852	(11.8%)	107
Asian	2,581	(20.9%)	462	21,408	(19.5%)	431	51,088	(15.5%)	343
Hispanic (Ethnic)	2,532	(20.5%)	135	26,271	(24%)	158	86,791	(26.4%)	173
White	1,874	(15.2%)	25	27,112	(24.7%)	40	116,382	(35.4%)	57
Other	1,510	(12.2%)	161	13,224	(12.1%)	159	35,781	(10.9%)	143

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	\$111,232.72		100	\$126,769.99		114	\$164,010.57		147
Average Income Per Person	\$39,795.4		92	\$50,647.04		117	\$68,417.02		159
Household Median Income	\$83,557.31		105	\$90,533.07		114	\$103,649.74		130
<\$15K	1,274	(10.3%)	128	10,546	(9.6%)	119	27,058	(8.2%)	102
\$15K - \$25K	604	(4.9%)	76	6,886	(6.3%)	97	18,351	(5.6%)	86
\$25K - \$35K	678	(5.5%)	85	5,392	(4.9%)	75	15,740	(4.8%)	71
\$35K - \$50K	1,384	(11.2%)	109	8,948	(8.2%)	77	24,151	(7.3%)	71
\$50K - \$75K	1,701	(13.8%)	88	14,649	(13.4%)	85	40,512	(12.3%)	71
\$75K - \$100K	1,323	(10.7%)	84	12,601	(11.5%)	90	34,335	(10.4%)	81
\$100K - \$150K	2,449	(19.9%)	112	19,435	(17.7%)	100	53,988	(16.4%)	93
\$150K - \$175K	706	(5.7%)	91	7,160	(6.5%)	104	22,387	(6.8%)	108
\$175K - \$200K	404	(3.3%)	50	6,424	(5.9%)	89	31,347	(9.5%)	145
\$200K - \$250K	1,011	(8.2%)	157	9,809	(9%)	172	34,171	(10.4%)	199
\$250K - \$500K	433	(3.5%)	157	4,209	(3.8%)	172	14,650	(4.5%)	200
>\$500K	364	(3%)	158	3,506	(3.2%)	172	12,204	(3.7%)	199

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	\$86,370.19		105	\$91,456.14		111	\$99,393.74		121
Household Median Disposable Income	\$70,578.59		103	\$76,113.71		111	\$85,674.44		125
<\$15K	1,322	(10.7%)	122	11,222	(10.2%)	117	28,871	(8.8%)	100
\$15K - \$25K	753	(6.1%)	8	7,966	(7.3%)	95	21,358	(6.5%)	85
\$25K - \$35K	891	(7.2%)	92	6,793	(6.2%)	7	18,675	(5.7%)	72
\$35K - \$50K	1,437	(11.7%)	96	10,621	(9.7%)	8	30,069	(9.1%)	75
\$50K - \$75K	2,049	(16.6%)	94	17,456	(15.9%)	90	47,725	(14.5%)	82
\$75K - \$100K	1,882	(15.3%)	107	14,603	(13.3%)	93	40,410	(12.3%)	86
\$100K - \$150K	2,072	(16.8%)	94	20,010	(18.3%)	102	65,103	(19.8%)	110
\$150K - \$175K	552	(4.5%)	74	7,647	(7%)	115	31,251	(9.5%)	156
\$175K - \$200K	376	(3%)	138	3,593	(3.3%)	149	11,981	(3.6%)	165
\$200K - \$250K	400	(3.2%)	152	3,885	(3.5%)	166	13,449	(4.1%)	191
\$250K - \$500K	546	(4.4%)	151	5,305	(4.8%)	165	18,391	(5.6%)	191
>\$500K	51	(<0.5%)	161	464	(<0.5%)	165	1,611	(<0.5%)	190

Discretionary Households Income

Household Average Discretionary Income	\$57,510.67		94	\$60,774.14		99	\$69,373.61		113
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$47,587.77	93	\$49,038.38	96	\$57,115.34	112
<\$10K	1,533 (12.4%)	134	13,522 (12.3%)	133	35,068 (10.7%)	115
\$10K - \$20K	1,526 (12.4%)	117	11,752 (10.7%)	101	32,674 (9.9%)	94
\$20K - \$30K	1,347 (10.9%)	103	11,281 (10.3%)	97	29,044 (8.8%)	83
\$30K - \$40K	1,043 (8.5%)	85	9,884 (9%)	91	27,567 (8.4%)	84
\$40K - \$50K	976 (7.9%)	89	9,204 (8.4%)	95	25,048 (7.6%)	86
\$50K - \$75K	2,303 (18.7%)	107	17,692 (16.1%)	93	47,135 (14.3%)	82
\$75K - \$100K	1,518 (12.3%)	105	12,330 (11.3%)	96	34,865 (10.6%)	90
\$100K - \$125K	723 (5.9%)	73	9,877 (9%)	112	33,622 (10.2%)	126
\$125K - \$150K	594 (4.8%)	72	7,191 (6.6%)	99	33,958 (10.3%)	155
>\$150K	768 (6.2%)	105	6,832 (6.2%)	106	29,913 (9.1%)	154

Households Income by Ethnicity

Average Income - White	\$82,405.97	86	\$117,114.57	123	\$127,754.37	34
Median Income - White	\$61,658.54	71	\$120,855.25	139	\$143,777.46	166
Average Income - Black	\$86,851.74	126	\$75,566.94	109	\$77,494.69	112
Median Income - Black	\$77,109.1	139	\$64,376.61	116	\$64,919.07	117

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$122,090.36 (108)	\$124,364.85 (110)	\$131,889.78 (117)
Median Income - Asian	\$131,272.98 (115)	\$135,448.8 (118)	\$153,913.21 (35)
Average Income - Hispanic	\$84,104.94 (104)	\$84,436.16 (104)	\$85,598.45 (106)
Median Income - Hispanic	\$76,666.6 (110)	\$72,583.85 (104)	\$72,881.75 (105)
Average Income - Other	\$98,524.16 (110)	\$92,118.94 (103)	\$92,555.96 (103)
Median Income - Other	\$95,144.82 (120)	\$82,065.24 (103)	\$81,006.18 (102)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	38.39 (94)	37.33 (91)	37.41 (91)
Median Age	36.97 (92)	36.27 (90)	36.26 (90)
0-4	2,305 (6.6%) (122)	21,158 (7.6%) (141)	61,050 (7.6%) (141)
5-13	3,796 (10.9%) (105)	28,624 (10.3%) (100)	77,434 (9.7%) (94)
14-17	1,707 (4.9%) (92)	11,392 (4.1%) (7)	32,302 (4%) (7)
18-21	1,747 (5%) (91)	11,156 (4%) (7)	32,837 (4.1%) (7)
22-24	1,328 (3.8%) (91)	8,301 (3%) (7)	24,965 (3.1%) (7)
25-29	2,458 (7%) (119)	19,010 (6.8%) (116)	56,018 (7%) (118)
30-34	2,788 (8%) (122)	29,564 (10.6%) (163)	88,472 (11%) (169)

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	1 Mile		3 Mile		5 Mile				
35-39	2,742	(7.8%)	119	30,397	(10.9%)	166	87,079	(10.9%)	165
40-44	2,572	(7.4%)	115	23,454	(8.4%)	132	67,668	(8.4%)	132
45-49	2,168	(6.2%)	103	17,408	(6.3%)	105	52,245	(6.5%)	109
50-54	2,171	(6.2%)	104	15,286	(5.5%)	92	44,639	(5.6%)	93
55-59	2,098	(6%)	98	14,567	(5.2%)	86	41,695	(5.2%)	85
60-64	2,072	(5.9%)	92	13,585	(4.9%)	76	38,366	(4.8%)	75
65-69	1,825	(5.2%)	86	11,737	(4.2%)	70	32,880	(4.1%)	68
70-74	1,338	(3.8%)	76	8,860	(3.2%)	64	25,064	(3.1%)	62
75-79	943	(2.7%)	70	6,393	(2.3%)	60	18,217	(2.3%)	59
80-84	555	(1.6%)	66	3,832	(1.4%)	58	10,897	(1.4%)	57
85+	348	(1%)	49	2,946	(1.1%)	52	8,981	(1.1%)	55

Age - Male

Male Average Age	37.25	93	36.36	91	36.68	92			
Male Median Age	36.1	95	35.78	94	35.97	94			
0-4	1,185	(7.1%)	126	10,870	(7.8%)	139	31,359	(7.8%)	139
5-13	1,911	(11.4%)	107	14,605	(10.5%)	98	39,452	(9.8%)	92

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	1 Mile			3 Mile			5 Mile		
14-17	848	(5.1%)	92	5,834	(4.2%)	70	16,575	(4.1%)	75
18-21	853	(5.1%)	89	5,753	(4.1%)	72	16,898	(4.2%)	75
22-24	649	(3.9%)	89	4,336	(3.1%)	72	12,884	(3.2%)	74
25-29	1,178	(7.1%)	114	9,877	(7.1%)	115	28,439	(7.1%)	115
30-34	1,365	(8.2%)	122	15,131	(10.9%)	163	44,356	(11.1%)	165
35-39	1,291	(7.7%)	116	15,408	(11.1%)	166	44,115	(11%)	164
40-44	1,236	(7.4%)	115	12,234	(8.8%)	137	35,222	(8.8%)	136
45-49	1,083	(6.5%)	108	8,984	(6.5%)	108	27,128	(6.8%)	113
50-54	1,038	(6.2%)	104	7,643	(5.5%)	92	22,732	(5.7%)	95
55-59	983	(5.9%)	97	7,121	(5.1%)	84	20,896	(5.2%)	85
60-64	969	(5.8%)	92	6,583	(4.7%)	75	19,005	(4.7%)	75
65-69	801	(4.8%)	80	5,446	(3.9%)	67	15,702	(3.9%)	67
70-74	586	(3.5%)	74	3,936	(2.8%)	60	11,489	(2.9%)	60
75-79	397	(2.4%)	68	2,658	(1.9%)	54	7,824	(1.9%)	55
80-84	210	(1.3%)	60	1,439	(1%)	50	4,249	(1.1%)	51
85+	107	(0.6%)	44	954	(0.7%)	47	3,038	(0.8%)	51

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Audience Profile

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	39.43	38.3	38.15
Female Median Age	37.74	36.77	36.55
0-4	1,120 (6.1%)	10,288 (7.4%)	29,691 (7.4%)
5-13	1,885 (10.3%)	14,019 (10.1%)	37,982 (9.5%)
14-17	859 (4.7%)	5,558 (4%)	15,727 (3.9%)
18-21	894 (4.9%)	5,403 (3.9%)	15,939 (4%)
22-24	679 (3.7%)	3,965 (2.9%)	12,081 (3%)
25-29	1,280 (7%)	9,133 (6.6%)	27,579 (6.9%)
30-34	1,423 (7.8%)	14,433 (10.4%)	44,116 (11%)
35-39	1,451 (7.9%)	14,989 (10.8%)	42,964 (10.8%)
40-44	1,336 (7.3%)	11,220 (8.1%)	32,446 (8.1%)
45-49	1,085 (5.9%)	8,424 (6.1%)	25,117 (6.3%)
50-54	1,133 (6.2%)	7,643 (5.5%)	21,907 (5.5%)
55-59	1,115 (6.1%)	7,446 (5.4%)	20,799 (5.2%)
60-64	1,103 (6%)	7,002 (5%)	19,361 (4.8%)

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65-69	1,024	(5.6%)	89	6,291	(4.5%)	72	17,178	(4.3%)	68
70-74	752	(4.1%)	74	4,924	(3.5%)	67	13,575	(3.4%)	64
75-79	546	(3%)	72	3,735	(2.7%)	65	10,393	(2.6%)	63
80-84	345	(1.9%)	70	2,393	(1.7%)	64	6,648	(1.7%)	62
85+	241	(1.3%)	52	1,992	(1.4%)	56	5,943	(1.5%)	58

Employment by Occupation

Total Employees (16+ Years Old)	17,462			144,336			435,499		
Professional Specialty	4,894	(28%)	113	42,559	(29.5%)	119	121,648	(27.9%)	113
Production & Transportation	2,588	(14.8%)	115	16,725	(11.6%)	90	46,275	(10.6%)	89
Managerial/Executive	2,396	(13.7%)	74	28,823	(20%)	115	104,649	(24%)	138
Office Admin	2,082	(11.9%)	112	13,668	(9.5%)	89	39,144	(9%)	85
Sales	1,374	(7.9%)	84	11,650	(8.1%)	86	37,302	(8.6%)	92
Healthcare support	956	(5.5%)	167	5,106	(3.5%)	108	11,445	(2.6%)	81
Construction	760	(4.4%)	54	8,792	(6.1%)	76	27,968	(6.4%)	81
Food Preparation & Serving	651	(3.7%)	73	4,406	(3.1%)	60	14,214	(3.3%)	64
Personal Care	647	(3.7%)	149	3,874	(2.7%)	108	9,982	(2.3%)	92

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Protective	607	(3.5%)	161	3,958	(2.7%)	127	8,771	(2%)	93
Building Maintenance & Cleaning	507	(2.9%)	85	4,687	(3.2%)	96	13,863	(3.2%)	94
Farming, Fishing & Forestry				88	(<0.5%)	11	238	(<0.5%)	9

Employment by Industry

Total Employees (16+ Years Old)	17,462			144,336			435,499		
Educational Services	4,538	(26%)	111	29,621	(20.5%)	88	77,955	(17.9%)	76
Transportation	2,030	(11.6%)	199	11,545	(8%)	137	30,799	(7.1%)	121
Wholesale Retail	1,726	(9.9%)	75	15,226	(10.5%)	80	46,166	(10.6%)	80
Financial, Insurance & Real Estate	1,551	(8.9%)	132	18,118	(12.6%)	186	65,335	(15%)	223
Entertainment Services	1,316	(7.5%)	87	9,615	(6.7%)	77	29,079	(6.7%)	77
Professional Services	1,297	(7.4%)	92	19,261	(13.3%)	166	63,624	(14.6%)	181
Administrative/Waste Services	963	(5.5%)	132	7,187	(5%)	119	19,362	(4.4%)	106
Manufacturing	957	(5.5%)	55	8,018	(5.6%)	56	25,795	(5.9%)	60
Public Administration	892	(5.1%)	107	5,404	(3.7%)	74	13,951	(3.2%)	67
Agriculture/Mining/Construction	867	(5%)	58	8,057	(5.6%)	66	26,959	(6.2%)	75
Other Professional Services	831	(4.8%)	101	6,679	(4.6%)	98	17,071	(3.9%)	83

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Information	469	(2.7%)	144	5,266	(3.6%)	196	18,459	(4.2%)	227
Management Services	25	(<0.5%)	113	339	(<0.5%)	186	944	(<0.5%)	171

Language Spoken

Speak English at Home	16,323	(50%)	65	127,588	(49.7%)	64	370,826	(50.1%)	65
Speak Other Language at Home	11,275	(34.5%)	408	76,489	(29.8%)	353	184,876	(25%)	295
Speak Spanish at Home	5,058	(15.5%)	110	52,435	(20.4%)	145	184,057	(24.9%)	176

Ancestry

Other	11,933	(34.1%)	162	92,725	(33.4%)	158	220,586	(27.5%)	131
South East Asian (e.g. Vietnamese)	6,315	(18.1%)	1026	20,430	(7.4%)	418	29,734	(3.7%)	211
Puerto Rican	3,880	(11.1%)	394	24,714	(8.9%)	316	63,954	(8%)	284
Unclassified	2,855	(8.2%)	50	19,997	(7.2%)	44	63,243	(7.9%)	49
Dominican	1,931	(5.5%)	866	17,109	(6.2%)	966	40,998	(5.1%)	803
South Central Asian (e.g. Indian)	1,788	(5.1%)	327	30,076	(10.8%)	693	62,542	(7.8%)	500
South American	1,354	(3.9%)	311	13,949	(5%)	403	64,254	(8%)	643
Middle Eastern	909	(2.6%)	419	5,041	(1.8%)	292	10,441	(1.3%)	210
Chinese	652	(1.9%)	149	6,465	(2.3%)	187	28,020	(3.5%)	280

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				
Central American	489	(1.4%)	84	6,440	(2.3%)	139	24,362	(3%)	183
Scottish/Irish	462	(1.3%)	20	5,171	(1.9%)	28	24,799	(3.1%)	47
Other Hispanic	364	(1%)	73	5,214	(1.9%)	131	24,291	(3%)	212
Italian	292	(0.8%)	28	5,588	(2%)	68	27,192	(3.4%)	114
Korean	251	(0.7%)	139	2,223	(0.8%)	155	7,341	(0.9%)	177
Mexican	243	(0.7%)	6	3,166	(1.1%)	10	14,241	(1.8%)	16
American	209	(0.6%)	12	2,837	(1%)	21	10,006	(1.2%)	26
German	196	(0.6%)	7	2,655	(1%)	12	13,335	(1.7%)	21
Polish	172	(<0.5%)	32	2,675	(1%)	63	11,822	(1.5%)	96
Other European (e.g. Greek/Russian)	147	(<0.5%)	13	3,333	(1.2%)	38	20,249	(2.5%)	8
Japanese	131	(<0.5%)	156	734	(<0.5%)	110	2,160	(<0.5%)	112
Other Asian	113	(<0.5%)	76	1,522	(0.5%)	128	4,106	(0.5%)	120
Cuban	98	(<0.5%)	39	2,129	(0.8%)	106	12,538	(1.6%)	216
Native American (Indian/Eskimo)	69	(<0.5%)	31	599	(<0.5%)	34	1,116	(<0.5%)	22
British	52	(<0.5%)	3	1,502	(0.5%)	10	11,462	(1.4%)	27
Hawaiian/Pacific Islander	28	(<0.5%)	45	98	(<0.5%)	20	285	(<0.5%)	20

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
French	14	(<0.5%)	597	(<0.5%)	3,375	(<0.5%)
Scandinavian	11	(<0.5%)	503	(<0.5%)	3,053	(<0.5%)
Dutch	3	(<0.5%)	178	(<0.5%)	1,304	(<0.5%)

Education (Age 25+)

Total Educated Population	24,078		197,039		572,221	
Elementary (0 to 8 Years)	934	(3.9%)	11,611	(5.9%)	38,008	(6.6%)
Some High School (9 to 11 Years)	1,383	(5.7%)	10,731	(5.4%)	28,588	(5%)
High School Graduate (12 Years)	6,729	(27.9%)	45,998	(23.3%)	124,319	(21.7%)
Some College (13 to 16 Years)	4,016	(16.7%)	26,433	(13.4%)	63,088	(11%)
Associates Degree Only	1,587	(6.6%)	10,077	(5.1%)	24,626	(4.3%)
Bachelor's Degree Only	6,124	(25.4%)	55,276	(28.1%)	171,404	(30%)
Graduate Degree	3,305	(13.7%)	36,913	(18.7%)	122,188	(21.4%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	12,331	109,565	328,894
One Person Households	3,182 (25.8%)	33,464 (30.5%)	108,217 (32.9%)
Married Couple	4,835 (39.2%)	41,011 (37.4%)	122,683 (37.3%)
Male Householder	1,009 (8.2%)	5,899 (5.4%)	16,062 (4.9%)
Female Householder	2,200 (17.8%)	16,718 (15.3%)	41,542 (12.6%)
Non Family Households	1,105 (9%)	12,473 (11.4%)	40,390 (12.3%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	12,331	109,565	328,894
1 Person Household	3,182 (25.8%)	33,464 (30.5%)	108,217 (32.9%)
2 Person Household	3,302 (26.8%)	33,116 (30.2%)	102,889 (31.3%)
3 Person Household	2,377 (19.3%)	19,416 (17.7%)	54,131 (16.5%)
4 Person Household	1,837 (14.9%)	13,582 (12.4%)	38,094 (11.6%)
5 Person Household	953 (7.7%)	6,029 (5.5%)	15,391 (4.7%)
6 Person Household	416 (3.4%)	2,560 (2.3%)	6,442 (2%)
7+ Person Household	264 (2.1%)	1,398 (1.3%)	3,730 (1.1%)

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



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	13,048	118,329	358,282
Renter Occupied Housing	7,122	75,824	230,342
Owner Occupied Housing	5,209	33,741	98,552
Vacant Housing	717	8,764	29,388

Housing Rent

Average Rent	\$1,770.23	115	\$1,902.42	123	\$2,154.85	140
Median Rent	\$1,729.51	123	\$1,820.15	129	\$1,995.43	142
Total Cash Rents Housing	6,999	74,386	226,344			
<\$300	191 (2.7%)	97	2,537 (3.4%)	122	6,003 (2.7%)	95
\$300-\$500	143 (2%)	53	1,900 (2.6%)	66	5,140 (2.3%)	59
\$500-\$750	162 (2.3%)	27	2,771 (3.7%)	43	7,255 (3.2%)	37
\$750-\$1000	616 (8.8%)	67	4,338 (5.8%)	45	11,098 (4.9%)	38
\$1000-\$1500	1,581 (22.6%)	86	14,391 (19.3%)	73	39,351 (17.4%)	66
\$1500-\$2000	1,757 (25.1%)	119	17,579 (23.6%)	112	44,734 (19.8%)	94
\$2000-\$2500	1,332 (19%)	163	12,878 (17.3%)	148	32,600 (14.4%)	123

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	783	(11.2%)	195	7,987	(10.7%)	187	22,039	(9.7%)	169
\$3000-\$3500	330	(4.7%)	155	4,730	(6.4%)	209	17,720	(7.8%)	257
>\$3500	104	(1.5%)	41	5,275	(7.1%)	194	40,404	(17.9%)	490

Value of Owner-Occupied Housing Units

Average House Value	\$610,816.89	117	\$730,741.25	140	\$1.01M	194			
Median House Value	\$558,375.27	147	\$628,591.46	165	\$713,441.77	187			
Owner Occupied Housing	5,209		33,741		98,552				
<\$100K	223	(4.3%)	50	961	(2.8%)	33	2,288	(2.3%)	27
\$100K - \$200K	152	(2.9%)	22	618	(1.8%)	14	1,399	(1.4%)	11
\$200K - \$300K	370	(7.1%)	44	1,964	(5.8%)	36	4,554	(4.6%)	29
\$300K - \$400K	523	(10%)	69	3,460	(10.3%)	70	8,466	(8.6%)	59
\$400K - \$500K	919	(17.6%)	153	4,640	(13.8%)	119	11,288	(11.5%)	99
\$500K - \$1000K	2,698	(51.8%)	209	16,406	(48.6%)	197	41,516	(42.1%)	170
>\$1000K	324	(6.2%)	57	5,692	(16.9%)	154	29,041	(29.5%)	270

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



Benchmark: Nationwide



Poverty

Households in Poverty	2,148	(17.4%)	138	17,436	(15.9%)	126	44,062	(13.4%)	106
Households Above Poverty	10,183	(82.6%)	95	92,129	(84.1%)	96	284,832	(86.6%)	99
Households in Poverty (Married)	592	(4.8%)	220	3,086	(2.8%)	129	7,116	(2.2%)	99
Households in Poverty (Male Householder)	96	(0.8%)	122	720	(0.7%)	103	1,821	(0.6%)	87
Households in Poverty (Female Householder)	643	(5.2%)	177	4,615	(4.2%)	143	10,182	(3.1%)	105
Households in Poverty (Non-Family)	735	(6%)	95	8,278	(7.6%)	120	23,011	(7%)	112
Households in Poverty (Non-Family Student)	82	(0.7%)	107	737	(0.7%)	108	1,932	(0.6%)	94

Wealth per Household

Household Average Wealth	\$228,979		95	\$227,656.48		94	\$233,488.93		97
Household Median Wealth	\$67,715.7		84	\$62,500.94		77	\$65,754.3		81
<\$0K	2,301	(18.7%)	107	21,103	(19.3%)	111	62,661	(19.1%)	110
\$0K - \$5K	1,174	(9.5%)	111	10,809	(9.9%)	115	31,833	(9.7%)	113
\$5K - \$10K	614	(5%)	109	5,598	(5.1%)	112	16,561	(5%)	111
\$10K - \$25K	815	(6.6%)	104	7,335	(6.7%)	105	21,826	(6.6%)	105
\$25K - \$50K	831	(6.7%)	99	7,327	(6.7%)	99	21,789	(6.6%)	98

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,215	(9.9%)	97	10,441	(9.5%)	93	31,029	(9.4%)	92
\$100K - \$250K	2,114	(17.1%)	95	18,117	(16.5%)	92	54,322	(16.5%)	91
\$250K - \$500K	1,532	(12.4%)	94	13,308	(12.1%)	92	40,506	(12.3%)	93
>\$500K	1,735	(14.1%)	95	15,527	(14.2%)	95	48,367	(14.7%)	99

Vehicles per Household

Total Number of Vehicles	13,434			95,500			260,258		
Average Number of Vehicles	1.09		60	0.87		48	0.79		43
No Vehicles	3,241	(26.3%)	318	40,506	(37%)	447	139,323	(42.4%)	512
1 Vehicle	5,499	(44.6%)	136	47,969	(43.8%)	133	134,734	(41%)	125
2 Vehicles	2,978	(24.2%)	65	16,804	(15.3%)	42	42,562	(12.9%)	35
3 or more Vehicles	613	(5%)	23	4,286	(3.9%)	18	12,275	(3.7%)	17

Population Change

Births	443			3,789			10,952		
Deaths	187			1,342			3,909		
Migration	14			555			-700		

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	514	6,029	37,648
Total Employees	5,612	76,581	871,585

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