



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	10,787		75,343		186,388	
Households	4,417		28,842		74,105	
Persons per Household	2.44	96	2.59	102	2.48	97
Household Median Income	\$104,310.96	131	\$131,434.08	165	\$115,372.59	145
Household Median Disposable Income	\$86,359.62	126	\$106,549.53	155	\$93,905.23	137
Household Median Discretionary Income	\$70,665.7	139	\$90,213.52	177	\$76,508.95	150
Average Income Per Person	\$52,386.93	121	\$63,689.65	148	\$60,703.28	141
Median Rent	\$1,870.34	133	\$2,112.79	150	\$1,901.69	135
Median House Value	\$509,565.78	134	\$566,836.29	149	\$539,960.39	142
Households in Poverty	318 (7.2%)	57	1,388 (4.8%)	38	5,133 (6.9%)	55
Household Median Wealth	\$97,572.41	120	\$118,011.9	146	\$105,136.07	130
Average Age	42.66	104	43.66	107	43.38	106
Median Age	42.31	105	45.14	112	43.22	108
Households with Children	1,065 (24.1%)	90	8,942 (31%)	116	20,587 (27.8%)	104
High School Graduate or Higher	7,607 (96.4%)	108	52,291 (96.5%)	108	129,741 (96.3%)	108

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



Audience Profile

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	4,550 (57.7%)	32,266 (59.5%)	75,872 (56.3%)
Pop density (per sq mi)	3,305	2,770	2,449
Area (based on blockgroups)	3	27	76

Population

Population 2024 Q4	10,787	75,343	186,388
Population 2024 Q3	10,675	75,274	186,082
Population 2024 Q2	10,664	75,184	185,510
Population 2024 Q1	10,677	75,146	185,194
Population 2023 Q4	10,641	74,858	184,514
Population 2023 Q3	10,641	74,821	184,352
Population 2023 Q2	10,613	74,689	183,905
Population 2023 Q1	10,614	74,683	183,941
Population 2022 Q4	10,614	74,711	183,980
Population 5 Years Forecast	11,156	77,405	190,742
Population 10 Years Forecast	11,487	79,345	195,112
Persons per Household	2.44	2.59	2.48

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Audience Profile

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Group Quarters	17	(<0.5%)	680	(0.9%)	2,394	(1.3%)
Transient Population - Average Last 4 Quarters			783	(1%)	3,576	(1.9%)

Households

Households 2024 Q4	4,417	28,842	74,105
Households 2024 Q3	4,361	28,794	73,943
Households 2024 Q2	4,359	28,761	73,750
Households 2024 Q1	4,365	28,744	73,625
Households 2023 Q4	4,349	28,634	73,351
Households 2023 Q3	4,351	28,620	73,283
Households 2023 Q2	4,337	28,565	73,087
Households 2023 Q1	4,338	28,558	73,102
Households 2022 Q4	4,338	28,560	73,104
Households 5 Years Forecast	4,569	29,642	75,800
Households 10 Years Forecast	4,708	30,401	77,532

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Audience Profile

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Gender

Male	5,176	(48%)	98	36,022	(47.8%)	98	89,006	(47.8%)	97
Female	5,611	(52%)	102	39,321	(52.2%)	102	97,382	(52.2%)	102

Ethnicity

White	7,702	(71.4%)	124	55,175	(73.2%)	127	129,648	(69.6%)	120
Asian	1,542	(14.3%)	248	9,328	(12.4%)	215	22,035	(11.8%)	205
Hispanic (Ethnic)	683	(6.3%)	32	4,124	(5.5%)	28	13,180	(7.1%)	36
Black	446	(4.1%)	35	3,914	(5.2%)	44	13,557	(7.3%)	62
Other	414	(3.8%)	74	2,802	(3.7%)	72	7,968	(4.3%)	82

Household by Ethnicity

White	3,240	(73.4%)	119	21,969	(76.2%)	124	53,947	(72.8%)	118
Asian	507	(11.5%)	253	2,976	(10.3%)	228	7,016	(9.5%)	209
Hispanic (Ethnic)	351	(7.9%)	52	1,305	(4.5%)	30	4,088	(5.5%)	36
Other	223	(5%)	67	1,329	(4.6%)	61	4,547	(6.1%)	82
Black	96	(2.2%)	20	1,263	(4.4%)	40	4,507	(6.1%)	55

Households Income

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 Average Income	\$127,710.7	115	\$165,193.48	148	\$151,224.01	136
Average Income Per Person	\$52,386.93	121	\$63,689.65	148	\$60,703.28	141
Household Median Income	\$104,310.96	131	\$131,434.08	165	\$115,372.59	145
<\$15K	184 (4.2%)	51	1,026 (3.6%)	44	3,573 (4.8%)	60
\$15K - \$25K	172 (3.9%)	60	900 (3.1%)	48	2,817 (3.8%)	59
\$25K - \$35K	168 (3.8%)	57	981 (3.4%)	51	3,222 (4.3%)	65
\$35K - \$50K	309 (7%)	68	1,581 (5.5%)	53	4,525 (6.1%)	59
\$50K - \$75K	694 (15.7%)	100	3,109 (10.8%)	69	9,252 (12.5%)	7
\$75K - \$100K	587 (13.3%)	104	3,184 (11%)	86	8,741 (11.8%)	92
\$100K - \$150K	933 (21.1%)	119	5,478 (19%)	107	14,236 (19.2%)	108
\$150K - \$175K	407 (9.2%)	147	2,845 (9.9%)	157	6,673 (9%)	143
\$175K - \$200K	618 (14%)	213	4,502 (15.6%)	238	9,641 (13%)	198
\$200K - \$250K	194 (4.4%)	84	2,934 (10.2%)	195	6,393 (8.6%)	165
\$250K - \$500K	83 (1.9%)	84	1,259 (4.4%)	196	2,743 (3.7%)	166
>\$500K	68 (1.5%)	83	1,043 (3.6%)	194	2,289 (3.1%)	166

Disposable Households Income

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		
Household Average Disposable Income	\$94,318.91		114	\$112,518.1		137	\$103,773.37		126
Household Median Disposable Income	\$86,359.62		126	\$106,549.53		155	\$93,905.23		137
<\$15K	190	(4.3%)	49	1,105	(3.8%)	44	3,849	(5.2%)	59
\$15K - \$25K	219	(5%)	65	1,047	(3.6%)	48	3,437	(4.6%)	61
\$25K - \$35K	207	(4.7%)	59	1,290	(4.5%)	57	3,847	(5.2%)	66
\$35K - \$50K	398	(9%)	74	1,972	(6.8%)	56	5,889	(7.9%)	65
\$50K - \$75K	867	(19.6%)	111	4,107	(14.2%)	80	11,662	(15.7%)	89
\$75K - \$100K	723	(16.4%)	115	3,966	(13.8%)	96	10,697	(14.4%)	101
\$100K - \$150K	1,006	(22.8%)	127	6,711	(23.3%)	130	16,554	(22.3%)	125
\$150K - \$175K	546	(12.4%)	203	4,683	(16.2%)	267	9,519	(12.8%)	211
\$175K - \$200K	72	(1.6%)	74	1,075	(3.7%)	169	2,345	(3.2%)	144
\$200K - \$250K	76	(1.7%)	80	1,163	(4%)	189	2,534	(3.4%)	160
\$250K - \$500K	104	(2.4%)	80	1,588	(5.5%)	188	3,466	(4.7%)	160
>\$500K	9	(<0.5%)	70	135	(<0.5%)	182	306	(<0.5%)	161

Discretionary Households Income

Household Average Discretionary Income	\$73,939.09		121	\$92,204.75		150	\$83,669.13		136
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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$70,665.7	139	\$90,213.52	177	\$76,508.95	150
<\$10K	173 (3.9%)	42	933 (3.2%)	35	3,678 (5%)	54
\$10K - \$20K	298 (6.7%)	64	1,316 (4.6%)	43	4,383 (5.9%)	56
\$20K - \$30K	281 (6.4%)	60	1,655 (5.7%)	54	5,135 (6.9%)	65
\$30K - \$40K	395 (8.9%)	90	1,420 (4.9%)	50	4,836 (6.5%)	66
\$40K - \$50K	411 (9.3%)	105	1,850 (6.4%)	72	5,619 (7.6%)	86
\$50K - \$75K	823 (18.6%)	107	4,640 (16.1%)	92	12,684 (17.1%)	98
\$75K - \$100K	739 (16.7%)	143	4,168 (14.5%)	123	10,003 (13.5%)	115
\$100K - \$125K	752 (17%)	211	4,567 (15.8%)	196	9,651 (13%)	161
\$125K - \$150K	312 (7.1%)	106	4,291 (14.9%)	224	9,450 (12.8%)	192
>\$150K	233 (5.3%)	89	4,002 (13.9%)	235	8,666 (11.7%)	198

Households Income by Ethnicity

Average Income - White	\$101,787.55	107	\$121,465.63	127	\$115,202.73	121
Median Income - White	\$96,827.49	112	\$127,497.09	147	\$116,496.1	34
Average Income - Black	\$114,414.01	166	\$133,242.18	193	\$108,077.12	156
Median Income - Black	\$107,954.23	195	\$148,025.39	267	\$103,157.49	186

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$131,440.82 (116)	\$123,429.51 (109)	\$112,396.03 (100)
Median Income - Asian	\$155,078.03 (136)	\$139,492.18 (122)	\$115,509.29 (101)
Average Income - Hispanic	\$108,277.52 (134)	\$125,517.13 (155)	\$110,385.43 (136)
Median Income - Hispanic	\$99,296.78 (143)	\$134,329.34 (193)	\$110,689.81 (159)
Average Income - Other	\$120,710.02 (135)	\$132,804.93 (148)	\$114,120.49 (127)
Median Income - Other	\$117,731.85 (148)	\$145,777.32 (183)	\$119,506.06 (150)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	42.66 (104)	43.66 (107)	43.38 (106)
Median Age	42.31 (105)	45.14 (112)	43.22 (108)
0-4	614 (5.7%) (105)	3,641 (4.8%) (89)	9,669 (5.2%) (96)
5-13	1,013 (9.4%) (91)	6,974 (9.3%) (90)	17,545 (9.4%) (91)
14-17	449 (4.2%) (75)	3,762 (5%) (94)	8,897 (4.8%) (90)
18-21	462 (4.3%) (75)	3,868 (5.1%) (93)	8,920 (4.8%) (87)
22-24	357 (3.3%) (8)	2,891 (3.8%) (92)	6,570 (3.5%) (85)
25-29	617 (5.7%) (97)	4,097 (5.4%) (92)	9,961 (5.3%) (90)
30-34	730 (6.8%) (104)	3,825 (5.1%) (75)	10,741 (5.8%) (88)

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35-39	749	(6.9%)	105	4,084	(5.4%)	8	11,536	(6.2%)	94
40-44	696	(6.5%)	101	4,369	(5.8%)	91	11,609	(6.2%)	97
45-49	634	(5.9%)	98	4,645	(6.2%)	103	11,220	(6%)	100
50-54	703	(6.5%)	109	5,023	(6.7%)	112	11,646	(6.2%)	105
55-59	742	(6.9%)	112	5,384	(7.1%)	116	12,681	(6.8%)	111
60-64	749	(6.9%)	108	5,691	(7.6%)	118	13,399	(7.2%)	112
65-69	750	(7%)	115	5,333	(7.1%)	117	12,750	(6.8%)	113
70-74	550	(5.1%)	102	4,096	(5.4%)	108	10,093	(5.4%)	108
75-79	477	(4.4%)	115	3,263	(4.3%)	113	8,144	(4.4%)	114
80-84	291	(2.7%)	112	2,221	(2.9%)	123	5,498	(2.9%)	123
85+	204	(1.9%)	93	2,176	(2.9%)	143	5,509	(3%)	146

Age - Male

Male Average Age	41.51		104	42.07		106	41.7		105
Male Median Age	41.01		108	42.27		111	41.42		109
0-4	315	(6.1%)	108	1,874	(5.2%)	92	4,973	(5.6%)	99
5-13	492	(9.5%)	88	3,592	(10%)	93	9,041	(10.2%)	95

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14-17	235	(4.5%)	8	1,929	(5.4%)	97	4,586	(5.2%)	93
18-21	244	(4.7%)	8	1,980	(5.5%)	96	4,572	(5.1%)	89
22-24	187	(3.6%)	83	1,488	(4.1%)	95	3,357	(3.8%)	87
25-29	298	(5.8%)	93	2,077	(5.8%)	93	5,058	(5.7%)	92
30-34	373	(7.2%)	108	1,915	(5.3%)	8	5,372	(6%)	90
35-39	364	(7%)	105	1,987	(5.5%)	8	5,585	(6.3%)	94
40-44	317	(6.1%)	95	2,058	(5.7%)	89	5,507	(6.2%)	96
45-49	302	(5.8%)	97	2,209	(6.1%)	102	5,358	(6%)	100
50-54	338	(6.5%)	110	2,368	(6.6%)	110	5,529	(6.2%)	104
55-59	342	(6.6%)	108	2,503	(6.9%)	114	5,926	(6.7%)	109
60-64	366	(7.1%)	112	2,688	(7.5%)	119	6,280	(7.1%)	112
65-69	353	(6.8%)	117	2,436	(6.8%)	116	5,800	(6.5%)	112
70-74	241	(4.7%)	98	1,828	(5.1%)	107	4,478	(5%)	106
75-79	219	(4.2%)	120	1,425	(4%)	112	3,428	(3.9%)	109
80-84	117	(2.3%)	109	911	(2.5%)	122	2,215	(2.5%)	120
85+	73	(1.4%)	96	754	(2.1%)	142	1,941	(2.2%)	148

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Age - Female

Metric	Value	Percentage	1 Mile	Value	Percentage	3 Mile	Value	Percentage	5 Mile
Female Average Age	43.71		104	45.13		107	44.91		107
Female Median Age	43.4		105	46.72		113	45.88		111
0-4	299	(5.3%)	103	1,767	(4.5%)	87	4,696	(4.8%)	93
5-13	521	(9.3%)	94	3,382	(8.6%)	87	8,504	(8.7%)	88
14-17	214	(3.8%)	75	1,833	(4.7%)	91	4,311	(4.4%)	87
18-21	218	(3.9%)	74	1,888	(4.8%)	91	4,348	(4.5%)	85
22-24	170	(3%)	71	1,403	(3.6%)	90	3,213	(3.3%)	83
25-29	319	(5.7%)	100	2,020	(5.1%)	90	4,903	(5%)	88
30-34	357	(6.4%)	100	1,910	(4.9%)	76	5,369	(5.5%)	86
35-39	385	(6.9%)	105	2,097	(5.3%)	82	5,951	(6.1%)	94
40-44	379	(6.8%)	106	2,311	(5.9%)	92	6,102	(6.3%)	99
45-49	332	(5.9%)	99	2,436	(6.2%)	104	5,862	(6%)	101
50-54	365	(6.5%)	109	2,655	(6.8%)	113	6,117	(6.3%)	105
55-59	400	(7.1%)	116	2,881	(7.3%)	119	6,755	(6.9%)	112
60-64	383	(6.8%)	105	3,003	(7.6%)	117	7,119	(7.3%)	112

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65-69	397	(7.1%)	112	2,897	(7.4%)	117	6,950	(7.1%)	113
70-74	309	(5.5%)	104	2,268	(5.8%)	109	5,615	(5.8%)	109
75-79	258	(4.6%)	111	1,838	(4.7%)	112	4,716	(4.8%)	116
80-84	174	(3.1%)	115	1,310	(3.3%)	123	3,283	(3.4%)	125
85+	131	(2.3%)	91	1,422	(3.6%)	141	3,568	(3.7%)	143

Employment by Occupation

Total Employees (16+ Years Old)	5,812			40,102			100,272		
Professional Specialty	2,103	(36.2%)	146	14,261	(35.6%)	144	34,458	(34.4%)	139
Managerial/Executive	1,587	(27.3%)	157	9,973	(24.9%)	143	24,018	(24%)	138
Office Admin	463	(8%)	75	3,866	(9.6%)	91	10,381	(10.4%)	97
Production & Transportation	441	(7.6%)	59	2,346	(5.9%)	45	6,157	(6.1%)	48
Sales	393	(6.8%)	72	3,574	(8.9%)	95	9,370	(9.3%)	100
Food Preparation & Serving	240	(4.1%)	8	1,964	(4.9%)	96	4,349	(4.3%)	85
Construction	208	(3.6%)	45	1,284	(3.2%)	40	4,165	(4.2%)	52
Personal Care	162	(2.8%)	112	1,030	(2.6%)	103	2,424	(2.4%)	97
Healthcare support	101	(1.7%)	53	486	(1.2%)	37	1,642	(1.6%)	50

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Building Maintenance & Cleaning	66	(1.1%)	33	571	(1.4%)	42	1,458	(1.5%)	43
Protective	48	(0.8%)	38	721	(1.8%)	83	1,800	(1.8%)	83
Farming, Fishing & Forestry				26	(<0.5%)	11	50	(<0.5%)	9

Employment by Industry

Total Employees (16+ Years Old)	5,812			40,102			100,272		
Educational Services	1,583	(27.2%)	116	11,532	(28.8%)	123	27,225	(27.2%)	116
Financial, Insurance & Real Estate	788	(13.6%)	201	4,677	(11.7%)	173	10,398	(10.4%)	154
Wholesale Retail	774	(13.3%)	101	4,576	(11.4%)	87	12,573	(12.5%)	95
Professional Services	701	(12.1%)	150	4,644	(11.6%)	144	12,583	(12.5%)	156
Entertainment Services	411	(7.1%)	8	3,408	(8.5%)	98	7,352	(7.3%)	84
Public Administration	337	(5.8%)	121	2,315	(5.8%)	121	5,461	(5.4%)	114
Manufacturing	320	(5.5%)	55	2,510	(6.3%)	63	6,481	(6.5%)	65
Other Professional Services	273	(4.7%)	100	1,390	(3.5%)	74	3,873	(3.9%)	8
Agriculture/Mining/Construction	243	(4.2%)	49	1,682	(4.2%)	49	4,597	(4.6%)	54
Transportation	180	(3.1%)	53	1,500	(3.7%)	64	4,808	(4.8%)	8
Administrative/Waste Services	146	(2.5%)	60	975	(2.4%)	58	2,330	(2.3%)	56

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Information	56	(1%)	52	709	(1.8%)	95	2,272	(2.3%)	121
Management Services				184	(<0.5%)	363	319	(<0.5%)	252

Language Spoken

Speak English at Home	8,423	(82.8%)	107	59,530	(83%)	107	145,206	(82.2%)	106
Speak Other Language at Home	1,403	(13.8%)	163	10,162	(14.2%)	168	24,745	(14%)	166
Speak Spanish at Home	347	(3.4%)	24	2,010	(2.8%)	20	6,768	(3.8%)	27

Ancestry

Other	1,679	(15.6%)	74	13,076	(17.4%)	81	33,384	(17.9%)	85
Italian	1,515	(14%)	472	9,878	(13.1%)	440	21,776	(11.7%)	392
Unclassified	1,323	(12.3%)	75	9,367	(12.4%)	77	23,582	(12.7%)	71
Scottish/Irish	1,177	(10.9%)	164	7,948	(10.5%)	158	20,159	(10.8%)	162
Other European (e.g. Greek/Russian)	764	(7.1%)	224	5,986	(7.9%)	251	13,341	(7.2%)	226
German	687	(6.4%)	81	5,298	(7%)	90	13,734	(7.4%)	95
Chinese	491	(4.6%)	365	2,342	(3.1%)	249	4,235	(2.3%)	182
South Central Asian (e.g. Indian)	456	(4.2%)	271	3,325	(4.4%)	283	8,986	(4.8%)	309
Polish	432	(4%)	261	2,958	(3.9%)	256	6,338	(3.4%)	222

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
British	400	(3.7%)	70	3,342	(4.4%)	84	8,578	(4.6%)	87
South East Asian (e.g. Vietnamese)	362	(3.4%)	191	1,556	(2.1%)	117	4,902	(2.6%)	149
Puerto Rican	244	(2.3%)	8	1,459	(1.9%)	69	4,883	(2.6%)	93
American	229	(2.1%)	44	1,959	(2.6%)	54	4,485	(2.4%)	50
Korean	200	(1.9%)	358	1,548	(2.1%)	397	2,917	(1.6%)	302
Scandinavian	122	(1.1%)	60	689	(0.9%)	48	1,652	(0.9%)	47
Middle Eastern	108	(1%)	161	632	(0.8%)	135	2,070	(1.1%)	179
Other Hispanic	101	(0.9%)	65	263	(<0.5%)	24	843	(<0.5%)	32
Dominican	101	(0.9%)	147	461	(0.6%)	96	1,374	(0.7%)	116
French	84	(0.8%)	63	514	(0.7%)	55	1,312	(0.7%)	57
Mexican	73	(0.7%)	6	519	(0.7%)	6	1,737	(0.9%)	8
Central American	65	(0.6%)	36	282	(<0.5%)	23	1,101	(0.6%)	36
South American	57	(0.5%)	42	979	(1.3%)	104	2,632	(1.4%)	113
Cuban	42	(<0.5%)	54	161	(<0.5%)	29	610	(<0.5%)	45
Dutch	35	(<0.5%)	54	196	(<0.5%)	43	563	(<0.5%)	50
Other Asian	31	(<0.5%)	67	363	(<0.5%)	113	627	(<0.5%)	7

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	4	(<0.5%)	20	(<0.5%)	64	(<0.5%)
Native American (Indian/Eskimo)	3	(<0.5%)	28	(<0.5%)	135	(<0.5%)
Japanese	2	(<0.5%)	194	(<0.5%)	368	(<0.5%)

Education (Age 25+)

Total Educated Population	7,892		54,207		134,787	
Elementary (0 to 8 Years)	96	(1.2%)	1,163	(2.1%)	2,607	(1.9%)
Some High School (9 to 11 Years)	189	(2.4%)	753	(1.4%)	2,439	(1.8%)
High School Graduate (12 Years)	1,602	(20.3%)	9,347	(17.2%)	25,809	(19.1%)
Some College (13 to 16 Years)	1,080	(13.7%)	7,117	(13.1%)	18,930	(14%)
Associates Degree Only	375	(4.8%)	3,561	(6.6%)	9,130	(6.8%)
Bachelor's Degree Only	2,625	(33.3%)	18,289	(33.7%)	45,160	(33.5%)
Graduate Degree	1,925	(24.4%)	13,977	(25.8%)	30,712	(22.8%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	4,417	28,842	74,105
One Person Households	1,269 (28.7%)	7,041 (24.4%)	20,535 (27.7%)
Married Couple	2,185 (49.5%)	17,552 (60.9%)	40,346 (54.4%)
Male Householder	188 (4.3%)	804 (2.8%)	2,585 (3.5%)
Female Householder	276 (6.2%)	2,180 (7.6%)	6,550 (8.8%)
Non Family Households	499 (11.3%)	1,265 (4.4%)	4,089 (5.5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,417	28,842	74,105
1 Person Household	1,269 (28.7%)	7,041 (24.4%)	20,535 (27.7%)
2 Person Household	1,432 (32.4%)	9,152 (31.7%)	23,762 (32.1%)
3 Person Household	705 (16%)	5,023 (17.4%)	12,244 (16.5%)
4 Person Household	640 (14.5%)	5,002 (17.3%)	11,376 (15.4%)
5 Person Household	255 (5.8%)	1,876 (6.5%)	4,211 (5.7%)
6 Person Household	72 (1.6%)	518 (1.8%)	1,350 (1.8%)
7+ Person Household	44 (1%)	230 (0.8%)	627 (0.8%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	4,582	29,905	77,374
Owner Occupied Housing	2,883	22,107	53,372
Renter Occupied Housing	1,534	6,735	20,733
Vacant Housing	165	1,063	3,269

Housing Rent

Average Rent	\$1,955.92	127	\$2,121.98	138	\$1,948.6	126			
Median Rent	\$1,870.34	133	\$2,112.79	150	\$1,901.69	135			
Total Cash Rents Housing	1,486	6,552	20,086						
<\$300	46	(0.7%)	25	356	(1.8%)	63			
\$300-\$500	77	(1.2%)	30	220	(1.1%)	28			
\$500-\$750	132	(2%)	23	391	(1.9%)	22			
\$750-\$1000	146	(2.2%)	17	653	(3.3%)	25			
\$1000-\$1500	346	(23.3%)	88	797	(12.2%)	46	3,418	(17%)	65
\$1500-\$2000	536	(36.1%)	171	1,660	(25.3%)	120	6,230	(31%)	147
\$2000-\$2500	347	(23.4%)	200	1,853	(28.3%)	242	4,858	(24.2%)	207

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	185	(12.4%)	217	1,105	(16.9%)	2,329	(11.6%)	202
\$3000-\$3500	47	(3.2%)	104	428	(6.5%)	888	(4.4%)	145
>\$3500	25	(1.7%)	46	308	(4.7%)	743	(3.7%)	101

Value of Owner-Occupied Housing Units

Average House Value	\$534,067.4	102	\$607,993.04	116	\$593,507.19	114			
Median House Value	\$509,565.78	134	\$566,836.29	149	\$539,960.39	142			
Owner Occupied Housing	2,883		22,107		53,372				
<\$100K	53	(1.8%)	21	380	(1.7%)	20	1,010	(1.9%)	22
\$100K - \$200K	59	(2%)	15	271	(1.2%)	9	1,291	(2.4%)	18
\$200K - \$300K	229	(7.9%)	49	1,025	(4.6%)	29	4,015	(7.5%)	46
\$300K - \$400K	500	(17.3%)	119	2,795	(12.6%)	87	7,805	(14.6%)	100
\$400K - \$500K	556	(19.3%)	167	4,205	(19%)	165	9,618	(18%)	156
\$500K - \$1000K	1,377	(47.8%)	193	11,538	(52.2%)	211	24,717	(46.3%)	187
>\$1000K	109	(3.8%)	35	1,893	(8.6%)	74	4,916	(9.2%)	84

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



Benchmark: Nationwide



Poverty

Households in Poverty	318	(7.2%)	57	1,388	(4.8%)	38	5,133	(6.9%)	55
Households Above Poverty	4,099	(92.8%)	106	27,454	(95.2%)	109	68,972	(93.1%)	107
Households in Poverty (Married)	97	(2.2%)	101	366	(1.3%)	58	1,106	(1.5%)	68
Households in Poverty (Male Householder)							139	(<0.5%)	29
Households in Poverty (Female Householder)	6	(<0.5%)	5	169	(0.6%)	20	875	(1.2%)	40
Households in Poverty (Non-Family)	202	(4.6%)	73	815	(2.8%)	45	2,821	(3.8%)	61
Households in Poverty (Non-Family Student)	13	(<0.5%)	47	38	(<0.5%)	21	192	(<0.5%)	42

Wealth per Household

Household Average Wealth	\$266,511.21		110	\$284,190.5		118	\$273,063.93		113
Household Median Wealth	\$97,572.41		120	\$118,011.9		146	\$105,136.07		130
<\$0K	715	(16.2%)	93	4,339	(15%)	86	11,640	(15.7%)	90
\$0K - \$5K	328	(7.4%)	87	1,888	(6.5%)	76	5,248	(7.1%)	83
\$5K - \$10K	184	(4.2%)	91	1,084	(3.8%)	82	2,953	(4%)	87
\$10K - \$25K	266	(6%)	95	1,647	(5.7%)	90	4,362	(5.9%)	93
\$25K - \$50K	294	(6.7%)	98	1,890	(6.6%)	97	4,896	(6.6%)	97

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	443	(10%)	98	2,914	(10.1%)	99	7,478	(10.1%)	99
\$100K - \$250K	814	(18.4%)	102	5,488	(19%)	105	13,887	(18.7%)	104
\$250K - \$500K	623	(14.1%)	107	4,299	(14.9%)	113	10,707	(14.4%)	109
>\$500K	750	(17%)	114	5,293	(18.4%)	123	12,934	(17.5%)	117

Vehicles per Household

Total Number of Vehicles	7,404			55,411			136,200		
Average Number of Vehicles	1.68		92	1.92		105	1.84		101
No Vehicles	133	(3%)	36	1,065	(3.7%)	45	3,265	(4.4%)	53
1 Vehicle	1,926	(43.6%)	133	8,891	(30.8%)	94	25,525	(34.4%)	105
2 Vehicles	1,759	(39.8%)	108	12,716	(44.1%)	120	31,297	(42.2%)	115
3 or more Vehicles	599	(13.6%)	62	6,170	(21.4%)	97	14,018	(18.9%)	86

Population Change

Births	117			743			1,878		
Deaths	85			661			1,613		
Migration	132			467			1,728		

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	751	3,157	7,305
Total Employees	10,690	47,758	106,789

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