



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	19,706		192,085		520,684	
Households	7,301		70,017		185,508	
Persons per Household	2.7	106	2.69	105	2.78	109
Household Median Income	\$132,789.28	167	\$114,855.36	144	\$111,182.45	140
Household Median Disposable Income	\$107,084.36	156	\$93,576.53	136	\$90,563.76	132
Household Median Discretionary Income	\$80,190.73	157	\$69,242.77	136	\$65,625.74	129
Average Income Per Person	\$59,649.35	138	\$54,350.57	126	\$51,975.5	121
Median Rent	\$1,907.01	135	\$1,852.51	132	\$1,782.84	127
Median House Value	\$685,924.37	180	\$663,854.15	174	\$667,186.66	175
Households in Poverty	538 (7.4%)	58	5,429 (7.8%)	61	16,859 (9.1%)	72
Household Median Wealth	\$101,714.59	125	\$91,359.37	113	\$88,707.59	109
Average Age	43.05	105	42.26	103	41.61	102
Median Age	43.77	109	42.06	105	41.55	103
Households with Children	1,969 (27%)	101	19,545 (27.9%)	104	56,014 (30.2%)	113
High School Graduate or Higher	13,246 (91.6%)	103	126,787 (91.9%)	103	334,555 (90.7%)	102

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	7,704 (53.3%)	66,239 (48%)	163,471 (44.3%)
Pop density (per sq mi)	6,943	6,743	7,021
Area (based on blockgroups)	3	28	74

## Population

Population 2024 Q4	19,706	192,085	520,684
Population 2024 Q3	19,669	191,735	519,960
Population 2024 Q2	19,634	191,051	519,900
Population 2024 Q1	19,596	190,823	519,440
Population 2023 Q4	19,608	190,749	519,198
Population 2023 Q3	19,587	190,477	518,100
Population 2023 Q2	19,189	189,627	517,219
Population 2023 Q1	19,201	189,767	517,318
Population 2022 Q4	19,197	189,328	516,927
Population 5 Years Forecast	20,329	196,849	527,983
Population 10 Years Forecast	20,903	201,670	537,564
Persons per Household	2.7	2.69	2.78

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



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	● 1 Mile			● 3 Mile			● 5 Mile		
Group Quarters	3	(<0.5%)		4,040	(2.1%)		5,510	(1.1%)	
Transient Population - Average Last 4 Quarters	126	(0.6%)		1,749	(0.9%)		3,316	(0.6%)	

## Households

Households 2024 Q4	7,301		70,017		185,508
Households 2024 Q3	7,281		69,830		185,129
Households 2024 Q2	7,269		69,559		185,047
Households 2024 Q1	7,251		69,457		184,858
Households 2023 Q4	7,257		69,434		184,771
Households 2023 Q3	7,247		69,333		184,381
Households 2023 Q2	7,061		68,955		183,969
Households 2023 Q1	7,066		69,021		184,033
Households 2022 Q4	7,066		68,816		183,904
Households 5 Years Forecast	7,583		72,057		188,399
Households 10 Years Forecast	7,823		74,009		192,018

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## Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	9,564	(48.5%)	99	93,156 (48.5%)	251,641 (48.3%)
Female	10,142	(51.5%)	101	98,929 (51.5%)	269,043 (51.7%)

## Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	8,979	(45.6%)	74	84,803 (44.1%)	228,199 (43.8%)
Hispanic (Ethnic)	4,366	(22.2%)	113	50,819 (26.5%)	155,993 (30%)
Asian	3,635	(18.4%)	320	28,533 (14.9%)	71,130 (13.7%)
Black	2,157	(10.9%)	93	20,819 (10.8%)	48,451 (9.3%)
Other	569	(2.9%)	56	7,111 (3.7%)	16,911 (3.2%)

## Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	3,699	(50.7%)	80	31,755 (45.4%)	83,331 (44.9%)
Hispanic (Ethnic)	1,440	(19.7%)	130	17,189 (24.5%)	53,350 (28.8%)
Asian	1,006	(13.8%)	304	8,363 (11.9%)	19,675 (10.6%)
Black	756	(10.4%)	93	7,380 (10.5%)	15,817 (8.5%)
Other	400	(5.5%)	72	5,330 (7.6%)	13,335 (7.2%)

## 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	\$160,976.6	145	\$147,291.83	132	\$144,784.49	130
Average Income Per Person	\$59,649.35	138	\$54,350.57	126	\$51,975.5	121
Household Median Income	\$132,789.28	167	\$114,855.36	144	\$111,182.45	140
<\$15K	364 (5%)	62	3,326 (4.8%)	59	9,576 (5.2%)	64
\$15K - \$25K	377 (5.2%)	8	3,065 (4.4%)	68	8,136 (4.4%)	68
\$25K - \$35K	308 (4.2%)	63	3,074 (4.4%)	65	8,954 (4.8%)	72
\$35K - \$50K	484 (6.6%)	64	4,457 (6.4%)	62	14,020 (7.6%)	73
\$50K - \$75K	683 (9.4%)	59	8,763 (12.5%)	8	22,853 (12.3%)	7
\$75K - \$100K	532 (7.3%)	57	8,291 (11.8%)	92	20,941 (11.3%)	88
\$100K - \$150K	1,372 (18.8%)	106	13,596 (19.4%)	110	35,393 (19.1%)	108
\$150K - \$175K	754 (10.3%)	165	6,069 (8.7%)	138	15,395 (8.3%)	132
\$175K - \$200K	922 (12.6%)	192	6,957 (9.9%)	151	18,428 (9.9%)	151
\$200K - \$250K	845 (11.6%)	222	6,956 (9.9%)	190	17,819 (9.6%)	184
\$250K - \$500K	360 (4.9%)	221	2,980 (4.3%)	191	7,636 (4.1%)	185
>\$500K	300 (4.1%)	220	2,483 (3.5%)	190	6,357 (3.4%)	184

## 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	\$111,471.21		135	\$104,263.54		126	\$102,205.08		124
Household Median Disposable Income	\$107,084.36		156	\$93,576.53		136	\$90,563.76		132
<\$15K	409	(5.6%)	64	3,583	(5.1%)	58	10,395	(5.6%)	64
\$15K - \$25K	420	(5.8%)	76	3,690	(5.3%)	69	10,049	(5.4%)	71
\$25K - \$35K	311	(4.3%)	54	3,491	(5%)	63	11,161	(6%)	76
\$35K - \$50K	585	(8%)	66	6,020	(8.6%)	71	16,316	(8.8%)	72
\$50K - \$75K	817	(11.2%)	63	10,931	(15.6%)	88	28,183	(15.2%)	86
\$75K - \$100K	839	(11.5%)	81	9,449	(13.5%)	95	25,144	(13.6%)	95
\$100K - \$150K	1,791	(24.5%)	137	17,061	(24.4%)	136	42,380	(22.8%)	127
\$150K - \$175K	988	(13.5%)	222	6,417	(9.2%)	151	17,847	(9.6%)	158
\$175K - \$200K	309	(4.2%)	192	2,532	(3.6%)	164	6,510	(3.5%)	159
\$200K - \$250K	334	(4.6%)	214	2,756	(3.9%)	184	7,049	(3.8%)	178
\$250K - \$500K	457	(6.3%)	214	3,755	(5.4%)	183	9,622	(5.2%)	177
>\$500K	41	(0.6%)	218	332	(<0.5%)	184	852	(<0.5%)	179

### Discretionary Households Income

Household Average Discretionary Income	\$83,406.75		136	\$75,805.73		124	\$73,973.74		121
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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	\$80,190.73	157	\$69,242.77	136	\$65,625.74	129
<\$10K	365 (5%)	54	4,368 (6.2%)	67	12,010 (6.5%)	70
\$10K - \$20K	592 (8.1%)	7	5,117 (7.3%)	69	15,082 (8.1%)	7
\$20K - \$30K	402 (5.5%)	52	5,251 (7.5%)	71	15,929 (8.6%)	8
\$30K - \$40K	620 (8.5%)	85	5,643 (8.1%)	8	15,302 (8.2%)	83
\$40K - \$50K	347 (4.8%)	54	5,302 (7.6%)	85	14,588 (7.9%)	89
\$50K - \$75K	1,080 (14.8%)	85	12,126 (17.3%)	99	30,798 (16.6%)	95
\$75K - \$100K	1,160 (15.9%)	135	10,198 (14.6%)	124	25,522 (13.8%)	117
\$100K - \$125K	926 (12.7%)	157	8,541 (12.2%)	151	21,454 (11.6%)	143
\$125K - \$150K	1,088 (14.9%)	224	7,609 (10.9%)	163	19,464 (10.5%)	158
>\$150K	721 (9.9%)	167	5,862 (8.4%)	142	15,359 (8.3%)	140

## Households Income by Ethnicity

Average Income - White	\$111,150.39	116	\$115,859.14	121	\$115,403.58	121
Median Income - White	\$112,604.25	130	\$118,551.54	137	\$118,124.28	136
Average Income - Black	\$100,985.71	146	\$99,443.55	144	\$98,930.2	143
Median Income - Black	\$106,976.47	193	\$93,106.62	168	\$92,889.25	168

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$143,913.82 (127)	\$129,887.75 (115)	\$129,517.98 (115)
Median Income - Asian	\$164,875.74 (144)	\$145,032.61 (127)	\$144,281.06 (126)
Average Income - Hispanic	\$135,220.99 (167)	\$107,331.66 (133)	\$101,612.42 (126)
Median Income - Hispanic	\$160,021.12 (230)	\$102,781.35 (148)	\$96,124.35 (138)
Average Income - Other	\$138,100.57 (154)	\$118,567.55 (132)	\$116,516.06 (130)
Median Income - Other	\$156,481.35 (197)	\$121,131.97 (152)	\$117,663.04 (148)

## Age

Average Age	43.05 (105)	42.26 (103)	41.61 (102)
Median Age	43.77 (109)	42.06 (105)	41.55 (103)
0-4	1,004 (5.1%) (94)	10,354 (5.4%) (100)	28,483 (5.5%) (101)
5-13	1,841 (9.3%) (91)	18,208 (9.5%) (92)	51,756 (9.9%) (96)
14-17	921 (4.7%) (88)	9,239 (4.8%) (91)	26,138 (5%) (95)
18-21	876 (4.4%) (8)	9,377 (4.9%) (89)	26,231 (5%) (92)
22-24	609 (3.1%) (74)	6,937 (3.6%) (87)	19,282 (3.7%) (89)
25-29	1,037 (5.3%) (89)	10,828 (5.6%) (95)	30,149 (5.8%) (98)
30-34	1,108 (5.6%) (86)	11,964 (6.2%) (95)	31,591 (6.1%) (93)

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	1 Mile		3 Mile		5 Mile	
35-39	1,212	(6.2%)	12,685	(6.6%)	33,482	(6.4%)
40-44	1,321	(6.7%)	12,501	(6.5%)	34,145	(6.6%)
45-49	1,386	(7%)	12,426	(6.5%)	34,412	(6.6%)
50-54	1,494	(7.6%)	12,250	(6.4%)	34,290	(6.6%)
55-59	1,454	(7.4%)	13,062	(6.8%)	35,543	(6.8%)
60-64	1,424	(7.2%)	13,440	(7%)	35,582	(6.8%)
65-69	1,339	(6.8%)	12,656	(6.6%)	32,886	(6.3%)
70-74	1,080	(5.5%)	9,776	(5.1%)	25,054	(4.8%)
75-79	789	(4%)	7,219	(3.8%)	18,395	(3.5%)
80-84	415	(2.1%)	4,525	(2.4%)	11,614	(2.2%)
85+	396	(2%)	4,638	(2.4%)	11,651	(2.2%)

## Age - Male

Male Average Age	41.61		40.81		40.22	
Male Median Age	42.22		40.55		40.12	
0-4	517	(5.4%)	5,325	(5.7%)	14,639	(5.8%)
5-13	979	(10.2%)	9,321	(10%)	26,463	(10.5%)

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	477	(5%)	90	4,731	(5.1%)	92	13,363	(5.3%)	96
18-21	445	(4.7%)	8	4,861	(5.2%)	91	13,524	(5.4%)	94
22-24	307	(3.2%)	74	3,632	(3.9%)	89	10,034	(4%)	91
25-29	523	(5.5%)	89	5,613	(6%)	98	15,404	(6.1%)	99
30-34	579	(6.1%)	91	5,928	(6.4%)	95	15,582	(6.2%)	93
35-39	600	(6.3%)	94	6,322	(6.8%)	101	16,327	(6.5%)	97
40-44	639	(6.7%)	104	6,134	(6.6%)	102	16,472	(6.5%)	102
45-49	663	(6.9%)	115	5,967	(6.4%)	107	16,423	(6.5%)	109
50-54	720	(7.5%)	126	5,965	(6.4%)	107	16,498	(6.6%)	110
55-59	678	(7.1%)	116	6,188	(6.6%)	109	16,855	(6.7%)	110
60-64	669	(7%)	111	6,314	(6.8%)	108	16,789	(6.7%)	106
65-69	632	(6.6%)	114	5,846	(6.3%)	108	15,216	(6%)	104
70-74	480	(5%)	106	4,525	(4.9%)	103	11,479	(4.6%)	96
75-79	331	(3.5%)	98	3,170	(3.4%)	97	8,040	(3.2%)	91
80-84	184	(1.9%)	92	1,795	(1.9%)	93	4,623	(1.8%)	88
85+	141	(1.5%)	100	1,519	(1.6%)	111	3,910	(1.6%)	105

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	44.41	43.62	42.9
Female Median Age	46.15	43.52	42.88
0-4	487 (4.8%)	5,029 (5.1%)	13,844 (5.1%)
5-13	862 (8.5%)	8,887 (9%)	25,293 (9.4%)
14-17	444 (4.4%)	4,508 (4.6%)	12,775 (4.7%)
18-21	431 (4.2%)	4,516 (4.6%)	12,707 (4.7%)
22-24	302 (3%)	3,305 (3.3%)	9,248 (3.4%)
25-29	514 (5.1%)	5,215 (5.3%)	14,745 (5.5%)
30-34	529 (5.2%)	6,036 (6.1%)	16,009 (6%)
35-39	612 (6%)	6,363 (6.4%)	17,155 (6.4%)
40-44	682 (6.7%)	6,367 (6.4%)	17,673 (6.6%)
45-49	723 (7.1%)	6,459 (6.5%)	17,989 (6.7%)
50-54	774 (7.6%)	6,285 (6.4%)	17,792 (6.6%)
55-59	776 (7.7%)	6,874 (6.9%)	18,688 (6.9%)
60-64	755 (7.4%)	7,126 (7.2%)	18,793 (7%)

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	1 Mile		3 Mile		5 Mile				
65-69	707	(7%)	111	6,810	(6.9%)	109	17,670	(6.6%)	104
70-74	600	(5.9%)	112	5,251	(5.3%)	100	13,575	(5%)	95
75-79	458	(4.5%)	109	4,049	(4.1%)	98	10,355	(3.8%)	93
80-84	231	(2.3%)	84	2,730	(2.8%)	102	6,991	(2.6%)	96
85+	255	(2.5%)	98	3,119	(3.2%)	123	7,741	(2.9%)	113

## Employment by Occupation

Total Employees (16+ Years Old)	10,718			103,612			278,278		
Professional Specialty	3,005	(28%)	113	31,693	(30.6%)	124	79,691	(28.6%)	116
Managerial/Executive	2,250	(21%)	121	20,774	(20%)	115	53,782	(19.3%)	111
Office Admin	1,397	(13%)	123	11,358	(11%)	103	31,741	(11.4%)	107
Sales	1,295	(12.1%)	129	9,708	(9.4%)	100	25,806	(9.3%)	99
Production & Transportation	799	(7.5%)	58	9,168	(8.8%)	68	30,013	(10.8%)	83
Construction	634	(5.9%)	74	6,252	(6%)	75	16,923	(6.1%)	74
Healthcare support	497	(4.6%)	141	3,472	(3.4%)	102	8,947	(3.2%)	98
Personal Care	301	(2.8%)	113	2,810	(2.7%)	109	7,741	(2.8%)	112
Food Preparation & Serving	277	(2.6%)	51	3,449	(3.3%)	65	9,868	(3.5%)	69

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Building Maintenance & Cleaning	159	(1.5%)	44	2,896	(2.8%)	89	8,402	(3%)	89
Protective	104	(1%)	45	2,010	(1.9%)	90	5,229	(1.9%)	87
Farming, Fishing & Forestry				22	(<0.5%)	4	135	(<0.5%)	8

### Employment by Industry

Total Employees (16+ Years Old)	10,718			103,612			278,278		
Educational Services	3,132	(29.2%)	125	29,095	(28.1%)	120	74,445	(26.8%)	114
Wholesale Retail	1,331	(12.4%)	94	13,252	(12.8%)	97	37,883	(13.6%)	103
Financial, Insurance & Real Estate	1,227	(11.4%)	170	9,417	(9.1%)	135	24,650	(8.9%)	132
Professional Services	1,226	(11.4%)	142	11,315	(10.9%)	135	28,032	(10.1%)	125
Manufacturing	990	(9.2%)	93	7,353	(7.1%)	71	22,876	(8.2%)	83
Entertainment Services	587	(5.5%)	63	6,865	(6.6%)	76	19,636	(7.1%)	81
Transportation	479	(4.5%)	76	5,880	(5.7%)	97	16,270	(5.8%)	100
Other Professional Services	471	(4.4%)	93	5,351	(5.2%)	110	12,779	(4.6%)	98
Agriculture/Mining/Construction	458	(4.3%)	50	5,373	(5.2%)	61	15,747	(5.7%)	66
Information	304	(2.8%)	152	2,540	(2.5%)	131	6,712	(2.4%)	129
Public Administration	230	(2.1%)	45	3,550	(3.4%)	72	8,942	(3.2%)	67

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Administrative/Waste Services	212	(2%)	47	3,277	(3.2%)	74	9,764	(3.5%)	84
Management Services	71	(0.7%)	524	344	(<0.5%)	263	542	(<0.5%)	154

### Language Spoken

Speak English at Home	11,685	(62.5%)	8	104,831	(57.7%)	75	259,706	(52.8%)	68
Speak Other Language at Home	4,259	(22.8%)	269	39,386	(21.7%)	256	112,106	(22.8%)	269
Speak Spanish at Home	2,758	(14.7%)	104	37,514	(20.6%)	146	120,389	(24.5%)	173

### Ancestry

Other	4,509	(22.9%)	109	45,662	(23.8%)	113	116,566	(22.4%)	106
Italian	1,784	(9.1%)	304	13,363	(7%)	234	35,751	(6.9%)	231
Unclassified	1,644	(8.3%)	51	16,467	(8.6%)	53	40,030	(7.7%)	47
South American	1,208	(6.1%)	492	15,924	(8.3%)	665	45,205	(8.7%)	696
Puerto Rican	1,190	(6%)	214	9,959	(5.2%)	184	26,165	(5%)	178
Scottish/Irish	1,136	(5.8%)	87	8,618	(4.5%)	67	21,161	(4.1%)	61
Korean	1,060	(5.4%)	1038	4,646	(2.4%)	467	17,582	(3.4%)	652
South East Asian (e.g. Vietnamese)	916	(4.6%)	264	9,575	(5%)	283	19,845	(3.8%)	216
Dominican	757	(3.8%)	602	12,551	(6.5%)	1025	39,055	(7.5%)	1176

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Jan 1 - Dec 31, 2025

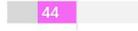
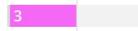
Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
South Central Asian (e.g. Indian)	714	(3.6%)	232	9,152	(4.8%)	305	20,902	(4%)	257
Chinese	693	(3.5%)	282	3,697	(1.9%)	154	8,234	(1.6%)	127
Other European (e.g. Greek/Russian)	686	(3.5%)	110	8,295	(4.3%)	136	24,288	(4.7%)	147
German	613	(3.1%)	40	5,840	(3%)	39	14,162	(2.7%)	35
Cuban	566	(2.9%)	396	2,178	(1.1%)	156	7,466	(1.4%)	198
Middle Eastern	340	(1.7%)	278	3,422	(1.8%)	287	8,791	(1.7%)	272
Other Hispanic	323	(1.6%)	114	4,158	(2.2%)	151	10,917	(2.1%)	146
British	291	(1.5%)	28	1,953	(1%)	19	5,129	(1%)	19
Polish	237	(1.2%)	76	3,855	(2%)	131	14,409	(2.8%)	180
American	234	(1.2%)	25	3,198	(1.7%)	35	8,143	(1.6%)	33
Mexican	187	(0.9%)	9	2,453	(1.3%)	12	15,822	(3%)	28
Japanese	180	(0.9%)	381	718	(<0.5%)	156	2,191	(<0.5%)	175
Central American	135	(0.7%)	41	3,596	(1.9%)	113	11,363	(2.2%)	131
Scandinavian	80	(<0.5%)	21	723	(<0.5%)	20	1,648	(<0.5%)	17
French	77	(<0.5%)	32	577	(<0.5%)	24	1,574	(<0.5%)	24
Other Asian	72	(<0.5%)	86	745	(<0.5%)	91	2,376	(<0.5%)	107

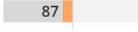
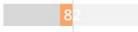
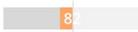
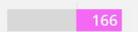
Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Dutch	52	(<0.5%) 	517	(<0.5%) 	1,350	(<0.5%) 
Native American (Indian/Eskimo)	21	(<0.5%) 	219	(<0.5%) 	490	(<0.5%) 
Hawaiian/Pacific Islander	1	(<0.5%) 	24	(<0.5%) 	69	(<0.5%) 

### Education (Age 25+)

Total Educated Population	14,455		137,970		368,794	
Elementary (0 to 8 Years)	652	(4.5%) 	5,746	(4.2%) 	19,342	(5.2%) 
Some High School (9 to 11 Years)	557	(3.9%) 	5,437	(3.9%) 	14,897	(4%) 
High School Graduate (12 Years)	2,245	(15.5%) 	29,400	(21.3%) 	88,316	(23.9%) 
Some College (13 to 16 Years)	2,396	(16.6%) 	21,181	(15.4%) 	55,532	(15.1%) 
Associates Degree Only	901	(6.2%) 	9,967	(7.2%) 	27,236	(7.4%) 
Bachelor's Degree Only	5,098	(35.3%) 	40,443	(29.3%) 	98,697	(26.8%) 
Graduate Degree	2,606	(18%) 	25,796	(18.7%) 	64,774	(17.6%) 

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,301	70,017	185,508
One Person Households	1,749 (24%)	18,452 (26.4%)	44,221 (23.8%)
Married Couple	4,006 (54.9%)	35,571 (50.8%)	96,696 (52.1%)
Male Householder	185 (2.5%)	2,975 (4.2%)	8,972 (4.8%)
Female Householder	884 (12.1%)	9,064 (12.9%)	26,322 (14.2%)
Non Family Households	477 (6.5%)	3,955 (5.6%)	9,297 (5%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,301	70,017	185,508
1 Person Household	1,749 (24%)	18,452 (26.4%)	44,221 (23.8%)
2 Person Household	2,132 (29.2%)	19,831 (28.3%)	51,637 (27.8%)
3 Person Household	1,354 (18.5%)	12,000 (17.1%)	33,764 (18.2%)
4 Person Household	1,303 (17.8%)	11,145 (15.9%)	31,859 (17.2%)
5 Person Household	493 (6.8%)	5,219 (7.5%)	14,793 (8%)
6 Person Household	157 (2.2%)	2,208 (3.2%)	5,904 (3.2%)
7+ Person Household	113 (1.5%)	1,162 (1.7%)	3,330 (1.8%)

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Housing Units

Total Housing Units	7,542	72,645	193,096
Owner Occupied Housing	5,170	42,615	111,421
Renter Occupied Housing	2,131	27,402	74,087
Vacant Housing	241	2,628	7,588

## Housing Rent

Average Rent	\$2,015.21	\$1,940.26	\$1,868.36
Median Rent	\$1,907.01	\$1,852.51	\$1,782.84
Total Cash Rents Housing	2,064	26,785	71,880
<\$300	11 (0.5%)	392 (1.5%)	1,117 (1.6%)
\$300-\$500	5 (<0.5%)	442 (1.7%)	1,292 (1.8%)
\$500-\$750	23 (1.1%)	685 (2.6%)	2,145 (3%)
\$750-\$1000	57 (2.8%)	782 (2.9%)	2,894 (4%)
\$1000-\$1500	297 (14.4%)	4,434 (16.6%)	15,301 (21.3%)
\$1500-\$2000	785 (38%)	9,443 (35.3%)	23,319 (32.4%)
\$2000-\$2500	503 (24.4%)	5,359 (20%)	12,965 (18%)

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	161	(7.8%)	136	2,595	(9.7%)	169	6,129	(8.5%)	148
\$3000-\$3500	121	(5.9%)	193	1,177	(4.4%)	144	2,825	(3.9%)	129
>\$3500	101	(4.9%)	134	1,476	(5.5%)	151	3,893	(5.4%)	149

## Value of Owner-Occupied Housing Units

Average House Value	\$709,520.2		136	\$703,898.95		135	\$721,877.41		138
Median House Value	\$685,924.37		180	\$663,854.15		174	\$667,186.66		175
Owner Occupied Housing	5,170			42,615			111,421		
<\$100K	61	(1.2%)	14	1,106	(2.6%)	30	2,625	(2.4%)	28
\$100K - \$200K	41	(0.8%)	6	549	(1.3%)	10	1,250	(1.1%)	8
\$200K - \$300K	225	(4.4%)	27	1,644	(3.9%)	24	3,379	(3%)	19
\$300K - \$400K	296	(5.7%)	39	3,026	(7.1%)	49	8,180	(7.3%)	50
\$400K - \$500K	546	(10.6%)	92	4,661	(10.9%)	95	13,322	(12%)	104
\$500K - \$1000K	3,308	(64%)	259	25,881	(60.7%)	246	65,836	(59.1%)	239
>\$1000K	693	(13.4%)	123	5,748	(13.5%)	124	16,829	(15.1%)	138

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



Benchmark: Nationwide



### Poverty

Households in Poverty	538	(7.4%)	58	5,429	(7.8%)	61	16,859	(9.1%)	72
Households Above Poverty	6,763	(92.6%)	106	64,588	(92.2%)	106	168,649	(90.9%)	104
Households in Poverty (Married)	63	(0.9%)	40	1,175	(1.7%)	7	3,759	(2%)	93
Households in Poverty (Male Householder)	51	(0.7%)	109	258	(<0.5%)	58	871	(<0.5%)	74
Households in Poverty (Female Householder)	24	(<0.5%)	11	1,015	(1.4%)	49	4,514	(2.4%)	8
Households in Poverty (Non-Family)	374	(5.1%)	8	2,783	(4%)	63	7,231	(3.9%)	62
Households in Poverty (Non-Family Student)	26	(<0.5%)	57	198	(<0.5%)	45	484	(<0.5%)	42

### Wealth per Household

Household Average Wealth	\$270,909.46	112	\$258,584.92	107	\$254,718.62	105			
Household Median Wealth	\$101,714.59	125	\$91,359.37	113	\$88,707.59	109			
<\$0K	1,161	(15.9%)	91	11,720	(16.7%)	96	31,382	(16.9%)	97
\$0K - \$5K	533	(7.3%)	85	5,568	(8%)	93	15,117	(8.1%)	95
\$5K - \$10K	292	(4%)	88	3,015	(4.3%)	95	8,118	(4.4%)	96
\$10K - \$25K	430	(5.9%)	93	4,279	(6.1%)	96	11,418	(6.2%)	97
\$25K - \$50K	483	(6.6%)	97	4,646	(6.6%)	98	12,352	(6.7%)	98

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	736	(10.1%)	6,988	(10%)	18,558	(10%)
\$100K - \$250K	1,356	(18.6%)	12,702	(18.1%)	33,546	(18.1%)
\$250K - \$500K	1,046	(14.3%)	9,642	(13.8%)	25,262	(13.6%)
>\$500K	1,264	(17.3%)	11,457	(16.4%)	29,755	(16%)

## Vehicles per Household

Total Number of Vehicles	12,486		117,532		313,322	
Average Number of Vehicles	1.71		1.68		1.69	
No Vehicles	655	(9%)	5,933	(8.5%)	17,057	(9.2%)
1 Vehicle	2,651	(36.3%)	27,275	(39%)	67,361	(36.3%)
2 Vehicles	2,632	(36%)	24,564	(35.1%)	68,693	(37%)
3 or more Vehicles	1,363	(18.7%)	12,245	(17.5%)	32,397	(17.5%)

## Population Change

Births	189		1,974		5,458	
Deaths	153		1,462		3,866	
Migration	68		919		180	

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	735	8,570	18,183
Total Employees	9,535	104,755	203,266

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