



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	19,797		111,736		330,272	
Households	7,988		43,730		124,490	
Persons per Household	2.44	96	2.52	99	2.63	103
Household Median Income	\$114,481.45	144	\$134,047.84	168	\$125,053.91	157
Household Median Disposable Income	\$93,212.12	136	\$108,350.69	158	\$102,106.04	149
Household Median Discretionary Income	\$69,336	136	\$83,257.1	163	\$78,658.89	154
Average Income Per Person	\$59,242.2	137	\$68,223.09	158	\$63,261.97	147
Median Rent	\$1,985.83	141	\$2,158.93	153	\$2,156.92	153
Median House Value	\$716,107.66	188	\$831,303.46	218	\$747,061.18	196
Households in Poverty	697 (8.7%)	69	3,353 (7.7%)	61	9,625 (7.7%)	61
Household Median Wealth	\$94,514.42	117	\$104,636.61	129	\$100,278.33	124
Average Age	41.78	102	41.74	102	41.74	102
Median Age	40.99	102	41.28	103	41.34	103
Households with Children	1,731 (21.7%)	8	12,449 (28.5%)	106	35,733 (28.7%)	107
High School Graduate or Higher	13,230 (91.5%)	102	74,444 (93.3%)	104	211,477 (90.2%)	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	8,338 (57.7%)	54,178 (67.9%)	143,425 (61.2%)
Pop density (per sq mi)	6,363	4,225	4,229
Area (based on blockgroups)	3	26	78

Population

Population 2024 Q4	19,797	111,736	330,272
Population 2024 Q3	19,736	110,872	329,213
Population 2024 Q2	19,660	110,551	327,916
Population 2024 Q1	19,559	109,774	327,523
Population 2023 Q4	19,541	109,474	326,806
Population 2023 Q3	19,436	108,980	326,038
Population 2023 Q2	19,293	108,412	324,635
Population 2023 Q1	19,231	108,371	324,245
Population 2022 Q4	19,233	108,181	323,871
Population 5 Years Forecast	20,525	116,299	343,260
Population 10 Years Forecast	21,316	121,054	357,054
Persons per Household	2.44 (96)	2.52 (99)	2.63 (103)

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Audience Profile

Jan 1 - Dec 31, 2025

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	● 1 Mile			● 3 Mile			● 5 Mile		
Group Quarters	317	(1.6%)		1,372	(1.2%)		3,428	(1%)	
Transient Population - Average Last 4 Quarters				2,068	(1.9%)		4,159	(1.3%)	

Households

Households 2024 Q4	7,988		43,730		124,490
Households 2024 Q3	7,954		43,307		123,924
Households 2024 Q2	7,920		43,152		123,344
Households 2024 Q1	7,874		42,770		123,084
Households 2023 Q4	7,870		42,652		122,788
Households 2023 Q3	7,825		42,435		122,495
Households 2023 Q2	7,755		42,188		121,926
Households 2023 Q1	7,727		42,188		121,783
Households 2022 Q4	7,726		42,095		121,646
Households 5 Years Forecast	8,302		45,723		130,004
Households 10 Years Forecast	8,634		47,708		135,576

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	9,529	(48.1%)	98	53,511 (47.9%)	158,106 (47.9%)
Female	10,268	(51.9%)	102	58,225 (52.1%)	172,166 (52.1%)

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	8,839	(44.6%)	7	53,345 (47.7%)	134,537 (40.7%)
Asian	3,868	(19.5%)	339	22,781 (20.4%)	63,170 (19.1%)
Hispanic (Ethnic)	3,616	(18.3%)	94	18,152 (16.2%)	75,648 (22.9%)
Black	2,385	(12%)	102	10,628 (9.5%)	38,711 (11.7%)
Other	1,089	(5.5%)	106	6,830 (6.1%)	18,206 (5.5%)

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	4,010	(50.2%)	8	21,377 (48.9%)	56,523 (45.4%)
Asian	1,610	(20.2%)	445	7,914 (18.1%)	20,540 (16.5%)
Hispanic (Ethnic)	977	(12.2%)	8	5,770 (13.2%)	21,119 (17%)
Other	698	(8.7%)	115	4,393 (10%)	12,886 (10.4%)
Black	693	(8.7%)	7	4,276 (9.8%)	13,422 (10.8%)

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	\$143,785.01	129	\$172,499.3	155	\$166,244.67	149
Average Income Per Person	\$59,242.2	137	\$68,223.09	158	\$63,261.97	147
Household Median Income	\$114,481.45	144	\$134,047.84	168	\$125,053.91	157
<\$15K	432 (5.4%)	67	2,153 (4.9%)	61	6,427 (5.2%)	64
\$15K - \$25K	384 (4.8%)	74	1,184 (2.7%)	42	4,135 (3.3%)	51
\$25K - \$35K	393 (4.9%)	73	1,635 (3.7%)	56	5,338 (4.3%)	64
\$35K - \$50K	566 (7.1%)	69	2,108 (4.8%)	47	7,307 (5.9%)	57
\$50K - \$75K	965 (12.1%)	77	4,259 (9.7%)	62	12,726 (10.2%)	65
\$75K - \$100K	706 (8.8%)	69	4,784 (10.9%)	85	13,373 (10.7%)	84
\$100K - \$150K	1,680 (21%)	119	8,085 (18.5%)	104	23,581 (18.9%)	107
\$150K - \$175K	775 (9.7%)	155	4,000 (9.1%)	146	10,806 (8.7%)	138
\$175K - \$200K	648 (8.1%)	124	6,342 (14.5%)	221	19,050 (15.3%)	233
\$200K - \$250K	806 (10.1%)	193	5,141 (11.8%)	225	12,180 (9.8%)	188
\$250K - \$500K	346 (4.3%)	194	2,203 (5%)	226	5,222 (4.2%)	188
>\$500K	287 (3.6%)	193	1,836 (4.2%)	225	4,345 (3.5%)	187

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	\$102,793.33		125	\$114,459.68		139	\$108,755.48		132
Household Median Disposable Income	\$93,212.12		136	\$108,350.69		158	\$102,106.04		149
<\$15K	484	(6.1%)	69	2,285	(5.2%)	60	6,887	(5.5%)	63
\$15K - \$25K	407	(5.1%)	67	1,488	(3.4%)	45	5,197	(4.2%)	55
\$25K - \$35K	513	(6.4%)	81	1,821	(4.2%)	53	5,980	(4.8%)	61
\$35K - \$50K	768	(9.6%)	79	3,020	(6.9%)	57	9,456	(7.6%)	62
\$50K - \$75K	999	(12.5%)	70	5,584	(12.8%)	72	16,413	(13.2%)	74
\$75K - \$100K	1,135	(14.2%)	100	5,936	(13.6%)	95	17,057	(13.7%)	96
\$100K - \$150K	1,916	(24%)	134	10,649	(24.4%)	136	29,898	(24%)	134
\$150K - \$175K	677	(8.5%)	139	6,004	(13.7%)	225	17,147	(13.8%)	226
\$175K - \$200K	295	(3.7%)	168	1,879	(4.3%)	195	4,454	(3.6%)	162
\$200K - \$250K	319	(4%)	187	2,036	(4.7%)	218	4,823	(3.9%)	181
\$250K - \$500K	436	(5.5%)	186	2,786	(6.4%)	217	6,597	(5.3%)	181
>\$500K	39	(<0.5%)	190	242	(0.6%)	215	581	(<0.5%)	181

Discretionary Households Income

Household Average Discretionary Income	\$77,111.31		126	\$88,516.15		144	\$84,526.87		138
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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$69,336	136	\$83,257.1	163	\$78,658.89	154
<\$10K	460 (5.8%)	62	2,423 (5.5%)	60	6,852 (5.5%)	59
\$10K - \$20K	558 (7%)	66	1,961 (4.5%)	42	7,168 (5.8%)	54
\$20K - \$30K	581 (7.3%)	69	2,267 (5.2%)	49	8,274 (6.6%)	63
\$30K - \$40K	651 (8.1%)	8	2,555 (5.8%)	59	7,857 (6.3%)	63
\$40K - \$50K	602 (7.5%)	85	2,963 (6.8%)	76	8,521 (6.8%)	7
\$50K - \$75K	1,519 (19%)	109	7,465 (17.1%)	98	20,769 (16.7%)	96
\$75K - \$100K	1,218 (15.2%)	130	5,988 (13.7%)	117	16,603 (13.3%)	114
\$100K - \$125K	737 (9.2%)	114	4,924 (11.3%)	139	14,068 (11.3%)	140
\$125K - \$150K	856 (10.7%)	161	7,604 (17.4%)	262	20,966 (16.8%)	253
>\$150K	806 (10.1%)	171	5,580 (12.8%)	216	13,412 (10.8%)	182

Households Income by Ethnicity

Average Income - White	\$125,040.75	131	\$132,714.17	139	\$128,306.76	134
Median Income - White	\$132,046.29	152	\$152,476.43	176	\$147,334.34	170
Average Income - Black	\$103,616.58	150	\$100,164.89	145	\$99,086.74	143
Median Income - Black	\$112,499.5	203	\$90,291.36	163	\$91,446.71	165

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$90,895.34	\$123,610.6	\$123,056.53
Median Income - Asian	\$86,320.31	\$135,689.91	\$138,839.98
Average Income - Hispanic	\$104,682.03	\$114,218.51	\$106,183.45
Median Income - Hispanic	\$98,656.08	\$114,891.59	\$104,253.21
Average Income - Other	\$110,753.71	\$117,551.23	\$112,352.64
Median Income - Other	\$111,470.13	\$120,666.14	\$113,204.52

Age

	1 Mile	3 Mile	5 Mile
Average Age	41.78	41.74	41.74
Median Age	40.99	41.28	41.34
0-4	1,180 (6%)	6,302 (5.6%)	18,157 (5.5%)
5-13	1,834 (9.3%)	10,928 (9.8%)	33,173 (10%)
14-17	821 (4.1%)	5,381 (4.8%)	16,512 (5%)
18-21	845 (4.3%)	5,360 (4.8%)	16,271 (4.9%)
22-24	660 (3.3%)	3,966 (3.5%)	11,830 (3.6%)
25-29	1,136 (5.7%)	6,171 (5.5%)	18,292 (5.5%)
30-34	1,471 (7.4%)	7,217 (6.5%)	20,571 (6.2%)

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Audience Profile

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	1 Mile		3 Mile		5 Mile				
35-39	1,588	(8%)	121	8,013	(7.2%)	109	22,579	(6.8%)	104
40-44	1,463	(7.4%)	115	7,920	(7.1%)	111	23,105	(7%)	109
45-49	1,254	(6.3%)	106	7,308	(6.5%)	109	21,679	(6.6%)	110
50-54	1,197	(6%)	101	7,171	(6.4%)	108	21,088	(6.4%)	107
55-59	1,319	(6.7%)	109	7,078	(6.3%)	103	20,780	(6.3%)	103
60-64	1,244	(6.3%)	98	7,156	(6.4%)	100	21,051	(6.4%)	99
65-69	1,204	(6.1%)	100	6,558	(5.9%)	97	19,511	(5.9%)	97
70-74	890	(4.5%)	90	5,274	(4.7%)	94	15,808	(4.8%)	95
75-79	690	(3.5%)	91	4,138	(3.7%)	96	12,377	(3.7%)	97
80-84	488	(2.5%)	103	2,855	(2.6%)	107	8,672	(2.6%)	109
85+	513	(2.6%)	128	2,940	(2.6%)	130	8,816	(2.7%)	132

Age - Male

Male Average Age	40.12		101	40.33		101	40.21		101
Male Median Age	38.66		102	40.01		105	38.9		102
0-4	607	(6.4%)	113	3,233	(6%)	107	9,317	(5.9%)	105
5-13	958	(10.1%)	94	5,617	(10.5%)	98	16,980	(10.7%)	100

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Audience Profile

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	1 Mile			3 Mile			5 Mile		
14-17	423	(4.4%)	8	2,748	(5.1%)	93	8,449	(5.3%)	97
18-21	437	(4.6%)	8	2,746	(5.1%)	89	8,343	(5.3%)	92
22-24	341	(3.6%)	8	2,043	(3.8%)	88	6,072	(3.8%)	88
25-29	555	(5.8%)	94	2,991	(5.6%)	91	9,091	(5.7%)	93
30-34	747	(7.8%)	117	3,532	(6.6%)	99	10,113	(6.4%)	96
35-39	762	(8%)	119	3,832	(7.2%)	107	10,971	(6.9%)	104
40-44	724	(7.6%)	118	3,817	(7.1%)	111	11,146	(7%)	109
45-49	611	(6.4%)	107	3,528	(6.6%)	110	10,338	(6.5%)	109
50-54	568	(6%)	100	3,382	(6.3%)	106	9,944	(6.3%)	106
55-59	640	(6.7%)	110	3,303	(6.2%)	101	9,699	(6.1%)	101
60-64	573	(6%)	96	3,344	(6.2%)	99	9,822	(6.2%)	99
65-69	540	(5.7%)	97	2,976	(5.6%)	96	8,994	(5.7%)	98
70-74	406	(4.3%)	90	2,380	(4.4%)	94	6,993	(4.4%)	93
75-79	289	(3%)	86	1,830	(3.4%)	97	5,312	(3.4%)	95
80-84	180	(1.9%)	91	1,159	(2.2%)	104	3,452	(2.2%)	105
85+	168	(1.8%)	120	1,050	(2%)	133	3,070	(1.9%)	132

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	43.32	43.03	43.14
Female Median Age	42.32	42.45	42.69
0-4	573 (5.6%)	3,069 (5.3%)	8,840 (5.1%)
5-13	876 (8.5%)	5,311 (9.1%)	16,193 (9.4%)
14-17	398 (3.9%)	2,633 (4.5%)	8,063 (4.7%)
18-21	408 (4%)	2,614 (4.5%)	7,928 (4.6%)
22-24	319 (3.1%)	1,923 (3.3%)	5,758 (3.3%)
25-29	581 (5.7%)	3,180 (5.5%)	9,201 (5.3%)
30-34	724 (7.1%)	3,685 (6.3%)	10,458 (6.1%)
35-39	826 (8%)	4,181 (7.2%)	11,608 (6.7%)
40-44	739 (7.2%)	4,103 (7%)	11,959 (6.9%)
45-49	643 (6.3%)	3,780 (6.5%)	11,341 (6.6%)
50-54	629 (6.1%)	3,789 (6.5%)	11,144 (6.5%)
55-59	679 (6.6%)	3,775 (6.5%)	11,081 (6.4%)
60-64	671 (6.5%)	3,812 (6.5%)	11,229 (6.5%)

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65-69	664	(6.5%)	103	3,582	(6.2%)	98	10,517	(6.1%)	97
70-74	484	(4.7%)	89	2,894	(5%)	94	8,815	(5.1%)	97
75-79	401	(3.9%)	94	2,308	(4%)	95	7,065	(4.1%)	99
80-84	308	(3%)	111	1,696	(2.9%)	108	5,220	(3%)	112
85+	345	(3.4%)	131	1,890	(3.2%)	127	5,746	(3.3%)	131

Employment by Occupation

Total Employees (16+ Years Old)	10,706			60,775			179,643		
Professional Specialty	4,686	(43.8%)	177	26,063	(42.9%)	173	67,909	(37.8%)	153
Managerial/Executive	1,892	(17.7%)	102	15,366	(25.3%)	146	41,595	(23.2%)	133
Office Admin	779	(7.3%)	68	3,666	(6%)	57	11,755	(6.5%)	62
Sales	665	(6.2%)	67	4,030	(6.6%)	71	12,021	(6.7%)	72
Construction	611	(5.7%)	71	2,708	(4.5%)	56	12,243	(6.8%)	85
Production & Transportation	467	(4.4%)	34	2,089	(3.4%)	27	8,792	(4.9%)	38
Personal Care	445	(4.2%)	167	1,471	(2.4%)	97	4,180	(2.3%)	93
Building Maintenance & Cleaning	407	(3.8%)	112	1,727	(2.8%)	84	7,730	(4.3%)	127
Food Preparation & Serving	338	(3.2%)	62	1,754	(2.9%)	56	7,098	(4%)	7

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Protective	219	(2%)	94	968	(1.6%)	74	2,545	(1.4%)	65
Healthcare support	165	(1.5%)	47	880	(1.4%)	44	3,602	(2%)	61
Farming, Fishing & Forestry	32	(<0.5%)	52	53	(<0.5%)	15	173	(<0.5%)	17

Employment by Industry

Total Employees (16+ Years Old)	10,706			60,775			179,643		
Educational Services	2,458	(23%)	98	12,902	(21.2%)	91	36,850	(20.5%)	88
Professional Services	2,132	(19.9%)	247	14,144	(23.3%)	289	36,214	(20.2%)	250
Public Administration	1,428	(13.3%)	279	7,950	(13.1%)	274	20,609	(11.5%)	240
Wholesale Retail	904	(8.4%)	64	4,019	(6.6%)	50	13,513	(7.5%)	57
Entertainment Services	793	(7.4%)	85	3,948	(6.5%)	75	13,188	(7.3%)	85
Agriculture/Mining/Construction	781	(7.3%)	86	3,315	(5.5%)	64	13,215	(7.4%)	86
Other Professional Services	645	(6%)	128	3,606	(5.9%)	126	11,488	(6.4%)	136
Financial, Insurance & Real Estate	582	(5.4%)	8	3,788	(6.2%)	93	11,378	(6.3%)	94
Administrative/Waste Services	289	(2.7%)	65	2,082	(3.4%)	8	7,863	(4.4%)	105
Transportation	264	(2.5%)	42	1,441	(2.4%)	41	5,529	(3.1%)	53
Manufacturing	226	(2.1%)	21	1,849	(3%)	31	5,789	(3.2%)	32

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Information	204	(1.9%)	102	1,645	(2.7%)	145	3,783	(2.1%)	113
Management Services				86	(<0.5%)	112	224	(<0.5%)	99

Language Spoken

Speak English at Home	10,812	(58.1%)	75	60,387	(57.3%)	74	164,164	(52.6%)	68
Speak Other Language at Home	5,269	(28.3%)	335	30,365	(28.8%)	340	85,306	(27.3%)	323
Speak Spanish at Home	2,536	(13.6%)	96	14,682	(13.9%)	99	62,645	(20.1%)	142

Ancestry

Other	5,297	(26.8%)	127	29,629	(26.5%)	126	84,706	(25.6%)	122
Chinese	1,948	(9.8%)	788	9,563	(8.6%)	686	23,384	(7.1%)	567
Central American	1,681	(8.5%)	510	6,284	(5.6%)	338	36,703	(11.1%)	668
Unclassified	1,645	(8.3%)	51	9,270	(8.3%)	51	26,106	(7.9%)	49
Scottish/Irish	926	(4.7%)	70	5,450	(4.9%)	73	13,621	(4.1%)	62
Other European (e.g. Greek/Russian)	912	(4.6%)	145	7,494	(6.7%)	212	17,836	(5.4%)	171
German	908	(4.6%)	59	4,726	(4.2%)	54	11,734	(3.6%)	46
South American	852	(4.3%)	345	5,401	(4.8%)	388	18,000	(5.5%)	437
South Central Asian (e.g. Indian)	717	(3.6%)	232	5,177	(4.6%)	297	16,066	(4.9%)	311

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British	669	(3.4%)	64	3,544	(3.2%)	60	9,711	(2.9%)	55
Middle Eastern	641	(3.2%)	522	2,755	(2.5%)	397	6,493	(2%)	317
South East Asian (e.g. Vietnamese)	579	(2.9%)	166	3,036	(2.7%)	154	10,174	(3.1%)	175
Other Hispanic	477	(2.4%)	168	2,358	(2.1%)	147	8,790	(2.7%)	186
American	391	(2%)	41	2,314	(2.1%)	43	5,967	(1.8%)	38
Other Asian	305	(1.5%)	361	1,438	(1.3%)	301	4,135	(1.3%)	293
Korean	303	(1.5%)	295	2,773	(2.5%)	479	7,560	(2.3%)	442
Mexican	303	(1.5%)	14	1,733	(1.6%)	14	5,062	(1.5%)	14
Polish	295	(1.5%)	97	1,518	(1.4%)	89	3,831	(1.2%)	76
Italian	286	(1.4%)	49	1,823	(1.6%)	55	5,593	(1.7%)	57
Puerto Rican	166	(0.8%)	30	974	(0.9%)	31	3,480	(1.1%)	37
French	149	(0.8%)	61	787	(0.7%)	57	1,997	(0.6%)	49
Scandinavian	139	(0.7%)	37	927	(0.8%)	44	2,395	(0.7%)	38
Dominican	85	(<0.5%)	67	863	(0.8%)	121	2,343	(0.7%)	111
Cuban	52	(<0.5%)	36	539	(<0.5%)	67	1,270	(<0.5%)	53
Dutch	37	(<0.5%)	31	323	(<0.5%)	48	813	(<0.5%)	41

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Native American (Indian/Eskimo)	17	(<0.5%)	14	186	(<0.5%)	26	478	(<0.5%)	23
Japanese	16	(<0.5%)	34	794	(0.7%)	296	1,851	(0.6%)	234
Hawaiian/Pacific Islander	1	(<0.5%)	3	57	(<0.5%)	29	173	(<0.5%)	29

Education (Age 25+)

Total Educated Population	14,457			79,799			234,329		
Elementary (0 to 8 Years)	645	(4.5%)	93	2,962	(3.7%)	76	14,701	(6.3%)	131
Some High School (9 to 11 Years)	582	(4%)	68	2,393	(3%)	51	8,151	(3.5%)	59
High School Graduate (12 Years)	1,982	(13.7%)	52	8,262	(10.4%)	40	30,144	(12.9%)	49
Some College (13 to 16 Years)	2,162	(15%)	71	8,404	(10.5%)	54	26,214	(11.2%)	58
Associates Degree Only	748	(5.2%)	59	3,600	(4.5%)	51	11,694	(5%)	57
Bachelor's Degree Only	3,808	(26.3%)	124	22,462	(28.1%)	132	63,954	(27.3%)	128
Graduate Degree	4,530	(31.3%)	228	31,716	(39.7%)	289	79,471	(33.9%)	247

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	7,988	43,730	124,490
One Person Households	2,630 (32.9%) 120	12,160 (27.8%) 101	34,172 (27.4%) 100
Married Couple	3,554 (44.5%) 93	22,148 (50.6%) 106	63,187 (50.8%) 106
Male Householder	416 (5.2%) 102	1,997 (4.6%) 90	5,512 (4.4%) 87
Female Householder	885 (11.1%) 89	4,312 (9.9%) 7	12,854 (10.3%) 83
Non Family Households	503 (6.3%) 89	3,113 (7.1%) 101	8,765 (7%) 99

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,988	43,730	124,490
1 Person Household	2,630 (32.9%) 120	12,160 (27.8%) 101	34,172 (27.4%) 100
2 Person Household	2,474 (31%) 94	13,957 (31.9%) 97	37,247 (29.9%) 91
3 Person Household	1,150 (14.4%) 92	6,972 (15.9%) 102	20,126 (16.2%) 103
4 Person Household	997 (12.5%) 95	6,387 (14.6%) 111	18,573 (14.9%) 114
5 Person Household	401 (5%) 7	2,535 (5.8%) 92	8,083 (6.5%) 103
6 Person Household	199 (2.5%) 91	1,029 (2.4%) 86	3,552 (2.9%) 105
7+ Person Household	137 (1.7%) 94	690 (1.6%) 87	2,737 (2.2%) 121

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



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	8,463	45,860	130,090
Owner Occupied Housing	4,882	26,593	77,510
Renter Occupied Housing	3,106	17,137	46,980
Vacant Housing	475	2,130	5,600

Housing Rent

Average Rent	\$1,987.14	129	\$2,221.29	144	\$2,226.83	144
Median Rent	\$1,985.83	141	\$2,158.93	153	\$2,156.92	153
Total Cash Rents Housing	3,037	16,617	45,366			
<\$300	184 (6.1%)	216	308 (1.9%)	66	731 (1.6%)	57
\$300-\$500	139 (4.6%)	118	212 (1.3%)	33	435 (1%)	25
\$500-\$750	43 (1.4%)	16	213 (1.3%)	15	501 (1.1%)	13
\$750-\$1000	97 (3.2%)	24	497 (3%)	23	1,040 (2.3%)	18
\$1000-\$1500	284 (9.4%)	35	1,385 (8.3%)	32	4,378 (9.7%)	37
\$1500-\$2000	794 (26.1%)	124	4,424 (26.6%)	127	12,015 (26.5%)	126
\$2000-\$2500	686 (22.6%)	193	3,994 (24%)	205	11,417 (25.2%)	215

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	364	(12%)	209	2,517	(15.1%)	264	6,674	(14.7%)	256
\$3000-\$3500	243	(8%)	263	1,341	(8.1%)	265	3,362	(7.4%)	244
>\$3500	203	(6.7%)	183	1,726	(10.4%)	285	4,813	(10.6%)	291

Value of Owner-Occupied Housing Units

Average House Value	\$754,688.79	144	\$878,711.31	168	\$838,702.54	161			
Median House Value	\$716,107.66	188	\$831,303.46	218	\$747,061.18	196			
Owner Occupied Housing	4,882		26,593		77,510				
<\$100K	82	(1.7%)	20	334	(1.3%)	15	1,146	(1.5%)	17
\$100K - \$200K	48	(1%)	7	376	(1.4%)	10	1,525	(2%)	15
\$200K - \$300K	150	(3.1%)	19	657	(2.5%)	15	3,518	(4.5%)	28
\$300K - \$400K	336	(6.9%)	47	1,153	(4.3%)	30	5,473	(7.1%)	48
\$400K - \$500K	588	(12%)	105	1,979	(7.4%)	65	7,253	(9.4%)	8
\$500K - \$1000K	2,695	(55.2%)	223	13,216	(49.7%)	201	35,883	(46.3%)	187
>\$1000K	983	(20.1%)	184	8,878	(33.4%)	306	22,712	(29.3%)	268

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



Benchmark: Nationwide



Poverty

Households in Poverty	697	(8.7%)	69	3,353	(7.7%)	61	9,625	(7.7%)	61
Households Above Poverty	7,291	(91.3%)	105	40,377	(92.3%)	106	114,865	(92.3%)	106
Households in Poverty (Married)	234	(2.9%)	134	594	(1.4%)	62	1,792	(1.4%)	66
Households in Poverty (Male Householder)	61	(0.8%)	120	149	(<0.5%)	53	341	(<0.5%)	43
Households in Poverty (Female Householder)	76	(1%)	32	465	(1.1%)	36	1,763	(1.4%)	48
Households in Poverty (Non-Family)	304	(3.8%)	61	1,922	(4.4%)	70	5,308	(4.3%)	68
Households in Poverty (Non-Family Student)	22	(<0.5%)	44	223	(0.5%)	8	421	(<0.5%)	54

Wealth per Household

Household Average Wealth	\$265,476.34	110	\$278,045.45	115	\$273,106.86	113			
Household Median Wealth	\$94,514.42	117	\$104,636.61	129	\$100,278.33	124			
<\$0K	1,330	(16.6%)	96	7,052	(16.1%)	93	20,215	(16.2%)	93
\$0K - \$5K	623	(7.8%)	91	3,184	(7.3%)	85	9,284	(7.5%)	87
\$5K - \$10K	341	(4.3%)	94	1,771	(4%)	89	5,094	(4.1%)	90
\$10K - \$25K	482	(6%)	95	2,567	(5.9%)	92	7,354	(5.9%)	93
\$25K - \$50K	520	(6.5%)	96	2,813	(6.4%)	95	8,073	(6.5%)	96

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



Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
\$50K - \$100K	784	(9.8%)	96	4,233	(9.7%)	95	12,183	(9.8%)	96
\$100K - \$250K	1,438	(18%)	100	7,926	(18.1%)	100	22,635	(18.2%)	101
\$250K - \$500K	1,107	(13.9%)	105	6,242	(14.3%)	108	17,633	(14.2%)	107
>\$500K	1,363	(17.1%)	115	7,942	(18.2%)	122	22,019	(17.7%)	119

Vehicles per Household

Total Number of Vehicles	11,496			69,936			208,108		
Average Number of Vehicles	1.44		76	1.6		87	1.67		91
No Vehicles	1,057	(13.2%)	160	4,223	(9.7%)	117	10,626	(8.5%)	103
1 Vehicle	3,513	(44%)	134	16,538	(37.8%)	115	47,932	(38.5%)	117
2 Vehicles	2,522	(31.6%)	86	17,305	(39.6%)	107	45,208	(36.3%)	98
3 or more Vehicles	896	(11.2%)	51	5,664	(13%)	59	20,724	(16.6%)	74

Population Change

Births	215			1,172			3,405		
Deaths	167			970			2,922		
Migration	227			2,118			3,131		

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	1,334	6,250	12,590
Total Employees	30,018	93,312	165,687

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