



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Metric	1 Mile	3 Mile	5 Mile
Population	16,162	145,525	353,798
Households	7,127	61,208	149,527
Persons per Household	2.25 <span>88</span>	2.22 <span>87</span>	2.27 <span>89</span>
Household Median Income	\$71,702.04 <span>8</span>	\$80,745.49 <span>93</span>	\$73,335.39 <span>84</span>
Household Median Disposable Income	\$60,399.51 <span>8</span>	\$67,726.33 <span>90</span>	\$61,936.77 <span>83</span>
Household Median Discretionary Income	\$43,789.78 <span>76</span>	\$49,109.38 <span>85</span>	\$43,907.02 <span>76</span>
Average Income Per Person	\$41,765.18 <span>89</span>	\$44,152.53 <span>94</span>	\$41,626.84 <span>88</span>
Median Rent	\$1,231.72 <span>87</span>	\$1,242.52 <span>88</span>	\$1,147.66 <span>8</span>
Median House Value	\$258,669.14 <span>66</span>	\$295,763.87 <span>76</span>	\$277,796.57 <span>71</span>
Households in Poverty	859 (12.1%) <span>95</span>	8,555 (14%) <span>111</span>	24,036 (16.1%) <span>127</span>
Household Median Wealth	\$81,690.94 <span>100</span>	\$85,180.33 <span>104</span>	\$77,230.57 <span>94</span>
Average Age	41.71 <span>101</span>	40.65 <span>99</span>	40.68 <span>99</span>
Median Age	38.69 <span>96</span>	37.3 <span>92</span>	37.82 <span>94</span>
Households with Children	1,469 (20.6%) <span>7</span>	12,548 (20.5%) <span>76</span>	34,507 (23.1%) <span>86</span>
High School Graduate or Higher	10,794 (91.8%) <span>103</span>	92,988 (95.1%) <span>107</span>	222,843 (92.3%) <span>103</span>

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



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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	4,305 (36.6%)	46,132 (47.2%)	95,437 (39.5%)
Pop density (per sq mi)	4,832	5,238	4,084
Area (based on blockgroups)	3	28	87

## Population

Population 2025 Q4	16,162	145,525	353,798
Population 2025 Q3	16,196	145,854	354,442
Population 2025 Q2	16,135	146,196	355,954
Population 2025 Q1	16,104	146,669	357,255
Population 2024 Q4	16,134	146,716	357,916
Population 2024 Q3	16,187	146,634	358,039
Population 2024 Q2	16,207	146,857	358,536
Population 2024 Q1	16,257	146,957	358,844
Population 2023 Q4	16,381	147,249	359,284
Population 5 Years Forecast	15,605	141,792	344,982
Population 10 Years Forecast	15,101	137,981	335,707
Persons per Household	2.25	2.22	2.27

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



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	1 Mile			3 Mile			5 Mile		
Group Quarters	157	(1%)	41	9,426	(6.5%)	276	14,612	(4.1%)	176
Transient Population - Average Last 4 Quarters	70	(<0.5%)	35	1,886	(1.3%)	104	2,565	(0.7%)	58

## Households

Households 2025 Q4	7,127		61,208		149,527
Households 2025 Q3	7,133		61,311		149,693
Households 2025 Q2	7,106		61,470		150,361
Households 2025 Q1	7,095		61,677		150,914
Households 2024 Q4	7,108		61,703		151,209
Households 2024 Q3	7,130		61,662		151,251
Households 2024 Q2	7,138		61,762		151,471
Households 2024 Q1	7,161		61,809		151,598
Households 2023 Q4	7,222		61,937		151,801
Households 5 Years Forecast	6,876		59,559		145,689
Households 10 Years Forecast	6,650		57,860		141,624

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Gender

Male	7,644	(47.3%)	97	71,034	(48.8%)	100	170,217	(48.1%)	98
Female	8,518	(52.7%)	103	74,491	(51.2%)	100	183,581	(51.9%)	102

## Ethnicity

White	11,672	(72.2%)	125	102,745	(70.6%)	122	221,491	(62.6%)	109
Black	1,688	(10.4%)	89	19,330	(13.3%)	113	70,958	(20.1%)	170
Asian	1,284	(7.9%)	138	10,730	(7.4%)	128	23,118	(6.5%)	113
Hispanic (Ethnic)	827	(5.1%)	26	7,274	(5%)	26	22,744	(6.4%)	33
Other	691	(4.3%)	8	5,446	(3.7%)	72	15,487	(4.4%)	84

## Household by Ethnicity

White	5,648	(79.2%)	129	46,866	(76.6%)	124	102,209	(68.4%)	111
Black	556	(7.8%)	71	6,763	(11%)	101	27,250	(18.2%)	166
Asian	378	(5.3%)	115	3,099	(5.1%)	110	6,302	(4.2%)	91
Other	317	(4.4%)	59	2,510	(4.1%)	54	7,243	(4.8%)	64
Hispanic (Ethnic)	228	(3.2%)	21	1,970	(3.2%)	21	6,523	(4.4%)	29

## 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	\$93,799.4		7	\$103,465.42		85	\$97,171.14		8
Average Income Per Person	\$41,765.18		89	\$44,152.53		94	\$41,626.84		88
Household Median Income	\$71,702.04		8	\$80,745.49		93	\$73,335.39		84
<\$15K	482	(6.8%)	94	5,007	(8.2%)	113	15,117	(10.1%)	140
\$15K - \$25K	446	(6.3%)	107	3,688	(6%)	103	10,800	(7.2%)	123
\$25K - \$35K	674	(9.5%)	154	4,238	(6.9%)	113	10,827	(7.2%)	118
\$35K - \$50K	762	(10.7%)	114	6,247	(10.2%)	109	15,858	(10.6%)	113
\$50K - \$75K	1,338	(18.8%)	125	9,471	(15.5%)	103	23,688	(15.8%)	106
\$75K - \$100K	918	(12.9%)	102	8,442	(13.8%)	110	19,980	(13.4%)	106
\$100K - \$150K	1,326	(18.6%)	103	11,466	(18.7%)	103	25,946	(17.4%)	96
\$150K - \$175K	391	(5.5%)	87	3,887	(6.4%)	101	8,040	(5.4%)	85
\$175K - \$200K	261	(3.7%)	73	2,857	(4.7%)	94	5,841	(3.9%)	71
\$200K - \$250K	296	(4.2%)	51	3,307	(5.4%)	67	7,518	(5%)	62
\$250K - \$500K	127	(1.8%)	52	1,412	(2.3%)	67	3,217	(2.2%)	62
>\$500K	106	(1.5%)	52	1,186	(1.9%)	67	2,695	(1.8%)	63

## 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	\$74,068.01		8	\$79,789.2		88	\$75,036.13		83
Household Median Disposable Income	\$60,399.51		8	\$67,726.33		90	\$61,936.77		83
<\$15K	519	(7.3%)	92	5,438	(8.9%)	113	16,456	(11%)	140
\$15K - \$25K	612	(8.6%)	125	4,635	(7.6%)	110	13,059	(8.7%)	127
\$25K - \$35K	747	(10.5%)	147	5,037	(8.2%)	115	12,670	(8.5%)	118
\$35K - \$50K	1,042	(14.6%)	130	7,477	(12.2%)	108	19,150	(12.8%)	114
\$50K - \$75K	1,370	(19.2%)	114	11,335	(18.5%)	110	27,525	(18.4%)	109
\$75K - \$100K	1,050	(14.7%)	103	9,609	(15.7%)	110	22,252	(14.9%)	104
\$100K - \$150K	1,223	(17.2%)	91	11,148	(18.2%)	97	23,977	(16%)	85
\$150K - \$175K	189	(2.7%)	52	2,322	(3.8%)	74	4,869	(3.3%)	64
\$175K - \$200K	90	(1.3%)	37	1,026	(1.7%)	49	2,330	(1.6%)	45
\$200K - \$250K	114	(1.6%)	48	1,278	(2.1%)	63	2,907	(1.9%)	59
\$250K - \$500K	158	(2.2%)	49	1,748	(2.9%)	63	3,984	(2.7%)	59
>\$500K	13	(<0.5%)	46	155	(<0.5%)	64	348	(<0.5%)	59

### Discretionary Households Income

Household Average Discretionary Income	\$55,027.67		8	\$59,037.99		86	\$55,270.18		8
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$43,789.78	76	\$49,109.38	85	\$43,907.02	74
<\$10K	474 (6.7%)	86	5,785 (9.5%)	122	17,999 (12%)	155
\$10K - \$20K	888 (12.5%)	136	6,663 (10.9%)	119	17,829 (11.9%)	130
\$20K - \$30K	1,095 (15.4%)	163	6,841 (11.2%)	118	17,171 (11.5%)	122
\$30K - \$40K	826 (11.6%)	127	6,310 (10.3%)	113	16,013 (10.7%)	117
\$40K - \$50K	719 (10.1%)	120	5,462 (8.9%)	106	13,736 (9.2%)	109
\$50K - \$75K	1,295 (18.2%)	103	11,819 (19.3%)	110	27,006 (18.1%)	103
\$75K - \$100K	786 (11%)	89	7,530 (12.3%)	99	16,170 (10.8%)	87
\$100K - \$125K	518 (7.3%)	86	4,590 (7.5%)	88	9,694 (6.5%)	74
\$125K - \$150K	290 (4.1%)	63	2,946 (4.8%)	74	6,114 (4.1%)	63
>\$150K	236 (3.3%)	33	3,262 (5.3%)	53	7,795 (5.2%)	52

### Households Income by Ethnicity

Average Income - White	\$86,075.36	84	\$95,496.28	93	\$93,432.01	91
Median Income - White	\$74,263.2	74	\$87,394.34	92	\$84,486.29	89
Average Income - Black	\$81,585.72	110	\$68,793.13	92	\$61,538.42	83
Median Income - Black	\$66,455.27	110	\$57,591.49	96	\$49,383.56	84

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$66,551.26 (55)	\$67,095.42 (55)	\$73,412.36 (61)
Median Income - Asian	\$53,799.62 (43)	\$52,697.9 (42)	\$57,354.19 (46)
Average Income - Hispanic	\$83,543.87 (96)	\$76,755.19 (89)	\$65,286.42 (75)
Median Income - Hispanic	\$74,133.67 (99)	\$70,491.91 (94)	\$53,124.69 (71)
Average Income - Other	\$83,945.38 (88)	\$86,240.44 (90)	\$74,486.66 (74)
Median Income - Other	\$72,499.17 (84)	\$80,907.3 (93)	\$59,008.01 (68)

## Age

	1 Mile	3 Mile	5 Mile
Average Age	41.71 (101)	40.65 (99)	40.68 (99)
Median Age	38.69 (96)	37.3 (92)	37.82 (94)
0-4	983 (6.1%) (113)	7,445 (5.1%) (95)	18,910 (5.3%) (99)
5-13	1,592 (9.9%) (97)	12,258 (8.4%) (83)	34,000 (9.6%) (95)
14-17	664 (4.1%) (74)	8,514 (5.9%) (111)	19,654 (5.6%) (105)
18-21	661 (4.1%) (74)	10,706 (7.4%) (133)	22,201 (6.3%) (114)
22-24	501 (3.1%) (74)	8,859 (6.1%) (145)	17,516 (5%) (118)
25-29	1,031 (6.4%) (108)	7,946 (5.5%) (93)	20,974 (5.9%) (101)
30-34	1,361 (8.4%) (131)	11,038 (7.6%) (118)	25,846 (7.3%) (114)

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	1 Mile		3 Mile		5 Mile	
35-39	1,395	(8.6%)	10,420	(7.2%)	25,255	(7.1%)
40-44	1,074	(6.6%)	8,832	(6.1%)	21,768	(6.2%)
45-49	848	(5.2%)	7,092	(4.9%)	18,096	(5.1%)
50-54	767	(4.7%)	6,738	(4.6%)	17,641	(5%)
55-59	883	(5.5%)	7,459	(5.1%)	19,259	(5.4%)
60-64	937	(5.8%)	8,346	(5.7%)	21,250	(6%)
65-69	1,032	(6.4%)	9,086	(6.2%)	22,444	(6.3%)
70-74	917	(5.7%)	7,986	(5.5%)	18,904	(5.3%)
75-79	616	(3.8%)	5,758	(4%)	13,550	(3.8%)
80-84	425	(2.6%)	3,577	(2.5%)	8,373	(2.4%)
85+	475	(2.9%)	3,465	(2.4%)	8,157	(2.3%)

## Age - Male

Male Average Age	39.89		38.89		39.09	
Male Median Age	37.52		35.67		36.35	
0-4	503	(6.6%)	3,812	(5.4%)	9,682	(5.7%)
5-13	796	(10.4%)	6,218	(8.8%)	17,292	(10.2%)

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	1 Mile			3 Mile			5 Mile		
14-17	324	(4.2%)	77	4,437	(6.2%)	114	9,980	(5.9%)	107
18-21	330	(4.3%)	75	5,702	(8%)	139	11,482	(6.7%)	117
22-24	260	(3.4%)	77	4,792	(6.7%)	153	9,210	(5.4%)	123
25-29	515	(6.7%)	110	4,034	(5.7%)	92	10,502	(6.2%)	100
30-34	662	(8.7%)	131	5,644	(7.9%)	120	12,804	(7.5%)	114
35-39	685	(9%)	134	5,265	(7.4%)	111	12,337	(7.2%)	108
40-44	550	(7.2%)	111	4,457	(6.3%)	97	10,603	(6.2%)	96
45-49	411	(5.4%)	89	3,449	(4.9%)	81	8,624	(5.1%)	84
50-54	352	(4.6%)	76	3,190	(4.5%)	76	8,332	(4.9%)	83
55-59	431	(5.6%)	94	3,540	(5%)	83	9,105	(5.3%)	89
60-64	426	(5.6%)	89	3,852	(5.4%)	87	9,865	(5.8%)	93
65-69	445	(5.8%)	99	4,046	(5.7%)	97	10,152	(6%)	102
70-74	414	(5.4%)	112	3,576	(5%)	104	8,518	(5%)	104
75-79	247	(3.2%)	89	2,460	(3.5%)	95	5,804	(3.4%)	93
80-84	161	(2.1%)	96	1,468	(2.1%)	94	3,343	(2%)	90
85+	132	(1.7%)	114	1,092	(1.5%)	102	2,582	(1.5%)	100

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	43.35	42.32	42.14
Female Median Age	41.11	38.97	40.26
0-4	480 (5.6%)	3,633 (4.9%)	9,228 (5%)
5-13	796 (9.3%)	6,040 (8.1%)	16,708 (9.1%)
14-17	340 (4%)	4,077 (5.5%)	9,674 (5.3%)
18-21	331 (3.9%)	5,004 (6.7%)	10,719 (5.8%)
22-24	241 (2.8%)	4,067 (5.5%)	8,306 (4.5%)
25-29	516 (6.1%)	3,912 (5.3%)	10,472 (5.7%)
30-34	699 (8.2%)	5,394 (7.2%)	13,042 (7.1%)
35-39	710 (8.3%)	5,155 (6.9%)	12,918 (7%)
40-44	524 (6.2%)	4,375 (5.9%)	11,165 (6.1%)
45-49	437 (5.1%)	3,643 (4.9%)	9,472 (5.2%)
50-54	415 (4.9%)	3,548 (4.8%)	9,309 (5.1%)
55-59	452 (5.3%)	3,919 (5.3%)	10,154 (5.5%)
60-64	511 (6%)	4,494 (6%)	11,385 (6.2%)

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65-69	587	(6.9%)	108	5,040	(6.8%)	107	12,292	(6.7%)	105
70-74	503	(5.9%)	109	4,410	(5.9%)	109	10,386	(5.7%)	105
75-79	369	(4.3%)	100	3,298	(4.4%)	103	7,746	(4.2%)	98
80-84	264	(3.1%)	109	2,109	(2.8%)	99	5,030	(2.7%)	96
85+	343	(4%)	153	2,373	(3.2%)	121	5,575	(3%)	116

## Employment by Occupation

Total Employees (16+ Years Old)	9,089			76,110			177,993		
Professional Specialty	2,849	(31.3%)	127	23,206	(30.5%)	123	49,370	(27.7%)	112
Production & Transportation	1,377	(15.2%)	117	7,170	(9.4%)	73	18,913	(10.6%)	82
Office Admin	1,258	(13.8%)	130	9,813	(12.9%)	121	22,933	(12.9%)	121
Managerial/Executive	1,219	(13.4%)	77	13,709	(18%)	104	28,800	(16.2%)	93
Sales	746	(8.2%)	88	7,442	(9.8%)	105	17,426	(9.8%)	105
Construction	504	(5.5%)	69	3,377	(4.4%)	55	9,000	(5.1%)	63
Food Preparation & Serving	490	(5.4%)	106	3,850	(5.1%)	99	9,651	(5.4%)	106
Personal Care	250	(2.8%)	110	1,886	(2.5%)	99	4,883	(2.7%)	110
Building Maintenance & Cleaning	179	(2%)	58	1,625	(2.1%)	63	4,923	(2.8%)	82

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Healthcare support	120	(1.3%)	2,668	(3.5%)	8,202	(4.6%)
Protective	97	(1.1%)	1,183	(1.6%)	3,605	(2%)
Farming, Fishing & Forestry			181	(<0.5%)	287	(<0.5%)

### Employment by Industry

Total Employees (16+ Years Old)	9,089		76,110		177,993	
Educational Services	2,602	(28.6%)	24,275	(31.9%)	55,056	(30.9%)
Wholesale Retail	1,252	(13.8%)	10,942	(14.4%)	23,689	(13.3%)
Manufacturing	1,096	(12.1%)	6,138	(8.1%)	15,353	(8.6%)
Entertainment Services	783	(8.6%)	5,672	(7.5%)	15,062	(8.5%)
Financial, Insurance & Real Estate	631	(6.9%)	7,259	(9.5%)	15,546	(8.7%)
Professional Services	618	(6.8%)	5,576	(7.3%)	12,255	(6.9%)
Transportation	505	(5.6%)	3,323	(4.4%)	8,768	(4.9%)
Public Administration	385	(4.2%)	3,399	(4.5%)	7,410	(4.2%)
Agriculture/Mining/Construction	368	(4%)	3,316	(4.4%)	8,051	(4.5%)
Other Professional Services	317	(3.5%)	2,374	(3.1%)	7,299	(4.1%)
Administrative/Waste Services	290	(3.2%)	2,376	(3.1%)	6,476	(3.6%)

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Benchmark: Nationwide

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Information	242	(2.7%)	143	1,383	(1.8%)	97	2,815	(1.6%)	85
Management Services				77	(<0.5%)	8	213	(<0.5%)	94

### Language Spoken

Speak English at Home	13,146	(86.6%)	112	120,180	(87%)	113	289,932	(86.6%)	112
Speak Other Language at Home	1,745	(11.5%)	135	14,059	(10.2%)	120	32,742	(9.8%)	115
Speak Spanish at Home	288	(1.9%)	13	3,841	(2.8%)	20	12,214	(3.6%)	26

### Ancestry

Unclassified	2,093	(13%)	88	19,877	(13.7%)	93	44,106	(12.5%)	85
German	2,073	(12.8%)	181	16,031	(11%)	155	34,294	(9.7%)	137
Other	1,938	(12%)	88	15,596	(10.7%)	74	35,701	(10.1%)	74
Italian	1,577	(9.8%)	365	15,320	(10.5%)	394	30,623	(8.7%)	324
Scottish/Irish	1,456	(9%)	151	13,564	(9.3%)	156	27,997	(7.9%)	132
Polish	1,121	(6.9%)	506	7,960	(5.5%)	399	20,702	(5.9%)	427
British	720	(4.5%)	85	6,539	(4.5%)	86	13,541	(3.8%)	73
Puerto Rican	502	(3.1%)	110	3,439	(2.4%)	84	13,554	(3.8%)	136
Other European (e.g. Greek/Russian)	473	(2.9%)	105	4,597	(3.2%)	114	10,137	(2.9%)	103

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
South Central Asian (e.g. Indian)	435	(2.7%)	170	3,675	(2.5%)	160	9,782	(2.8%)	175
Other Asian	288	(1.8%)	504	803	(0.6%)	156	1,759	(<0.5%)	140
American	251	(1.6%)	39	2,432	(1.7%)	42	5,418	(1.5%)	38
Middle Eastern	205	(1.3%)	228	1,403	(1%)	173	3,829	(1.1%)	194
French	161	(1%)	94	1,324	(0.9%)	86	3,038	(0.9%)	8
Chinese	144	(0.9%)	69	3,387	(2.3%)	181	4,959	(1.4%)	109
Scandinavian	138	(0.9%)	50	1,152	(0.8%)	46	2,452	(0.7%)	40
Other Hispanic	124	(0.8%)	72	662	(<0.5%)	43	1,349	(<0.5%)	36
Korean	122	(0.8%)	170	980	(0.7%)	152	1,793	(0.5%)	114
South American	68	(<0.5%)	31	773	(0.5%)	39	2,003	(0.6%)	41
Dominican	56	(<0.5%)	52	805	(0.6%)	83	1,861	(0.5%)	7
Mexican	47	(<0.5%)	3	792	(0.5%)	5	2,208	(0.6%)	6
Dutch	46	(<0.5%)	54	819	(0.6%)	107	1,475	(<0.5%)	7
Native American (Indian/Eskimo)	36	(<0.5%)	35	333	(<0.5%)	36	1,114	(<0.5%)	50
South East Asian (e.g. Vietnamese)	23	(<0.5%)	30	445	(<0.5%)	65	2,610	(0.7%)	156
Central American	15	(<0.5%)	5	540	(<0.5%)	21	1,163	(<0.5%)	18

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Cuban	15	(<0.5%)	263	(<0.5%)	606	(<0.5%)
Japanese	3	(<0.5%)	142	(<0.5%)	462	(<0.5%)
Hawaiian/Pacific Islander			38	(<0.5%)	85	(<0.5%)

### Education (Age 25+)

Total Educated Population	11,761		97,743		241,517	
Elementary (0 to 8 Years)	502	(4.3%)	1,648	(1.7%)	7,701	(3.2%)
Some High School (9 to 11 Years)	465	(4%)	3,107	(3.2%)	10,973	(4.5%)
High School Graduate (12 Years)	2,561	(21.8%)	18,334	(18.8%)	55,578	(23%)
Some College (13 to 16 Years)	2,369	(20.1%)	17,255	(17.7%)	43,926	(18.2%)
Associates Degree Only	1,559	(13.3%)	11,267	(11.5%)	27,902	(11.6%)
Bachelor's Degree Only	2,677	(22.8%)	24,722	(25.3%)	52,153	(21.6%)
Graduate Degree	1,628	(13.8%)	21,410	(21.9%)	43,284	(17.9%)

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



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,127	61,208	149,527
One Person Households	2,451 (34.4%)	21,400 (35%)	52,892 (35.4%)
Married Couple	2,898 (40.7%)	23,124 (37.8%)	53,766 (36%)
Male Householder	328 (4.6%)	2,780 (4.5%)	6,986 (4.7%)
Female Householder	882 (12.4%)	6,323 (10.3%)	22,104 (14.8%)
Non Family Households	568 (8%)	7,581 (12.4%)	13,779 (9.2%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,127	61,208	149,527
1 Person Household	2,451 (34.4%)	21,400 (35%)	52,892 (35.4%)
2 Person Household	2,345 (32.9%)	20,806 (34%)	48,343 (32.3%)
3 Person Household	1,125 (15.8%)	8,850 (14.5%)	21,968 (14.7%)
4 Person Household	754 (10.6%)	6,635 (10.8%)	15,999 (10.7%)
5 Person Household	311 (4.4%)	2,334 (3.8%)	6,442 (4.3%)
6 Person Household	92 (1.3%)	758 (1.2%)	2,434 (1.6%)
7+ Person Household	49 (0.7%)	425 (0.7%)	1,449 (1%)

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	7,488	65,043	161,445
Owner Occupied Housing	4,903	40,619	91,920
Renter Occupied Housing	2,224	20,589	57,607
Vacant Housing	361	3,835	11,918

### Housing Rent

Average Rent	\$1,220.77	76	\$1,295.32	84	\$1,209.08	74
Median Rent	\$1,231.72	87	\$1,242.52	88	\$1,147.66	81
Total Cash Rents Housing	2,064	19,661	55,275			
<\$300	35 (1.7%)	61	432 (2.2%)	74	2,082 (3.8%)	135
\$300-\$500	172 (8.3%)	216	596 (3%)	74	2,398 (4.3%)	113
\$500-\$750	140 (6.8%)	74	1,484 (7.5%)	87	5,983 (10.8%)	125
\$750-\$1000	235 (11.4%)	88	3,459 (17.6%)	135	11,291 (20.4%)	157
\$1000-\$1500	971 (47%)	179	7,957 (40.5%)	154	19,923 (36%)	137
\$1500-\$2000	427 (20.7%)	98	3,983 (20.3%)	96	9,244 (16.7%)	71
\$2000-\$2500	79 (3.8%)	33	1,298 (6.6%)	56	3,003 (5.4%)	46

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	5	(<0.5%)	267	(1.4%)	843	(1.5%)
\$3000-\$3500			110	(0.6%)	239	(<0.5%)
>\$3500			75	(<0.5%)	269	(<0.5%)

## Value of Owner-Occupied Housing Units

Average House Value	\$289,172.93		\$335,707.45		\$328,325.28	
Median House Value	\$258,669.14		\$295,763.87		\$277,796.57	
Owner Occupied Housing	4,903		40,619		91,920	
<\$100K	97	(2%)	1,614	(4%)	6,984	(7.6%)
\$100K - \$200K	1,108	(22.6%)	6,644	(16.4%)	19,308	(21%)
\$200K - \$300K	2,026	(41.3%)	12,580	(31%)	24,789	(27%)
\$300K - \$400K	1,229	(25.1%)	10,609	(26.1%)	18,966	(20.6%)
\$400K - \$500K	302	(6.2%)	4,373	(10.8%)	9,050	(9.8%)
\$500K - \$1000K	82	(1.7%)	4,156	(10.2%)	10,970	(11.9%)
>\$1000K	59	(1.2%)	643	(1.6%)	1,853	(2%)

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



Benchmark: Nationwide



### Poverty

Households in Poverty	859	(12.1%)	95	8,555	(14%)	111	24,036	(16.1%)	127
Households Above Poverty	6,268	(87.9%)	101	52,653	(86%)	98	125,491	(83.9%)	96
Households in Poverty (Married)	145	(2%)	93	855	(1.4%)	64	2,478	(1.7%)	76
Households in Poverty (Male Householder)	12	(<0.5%)	26	293	(<0.5%)	75	860	(0.6%)	90
Households in Poverty (Female Householder)	153	(2.1%)	75	1,170	(1.9%)	65	5,864	(3.9%)	33
Households in Poverty (Non-Family)	483	(6.8%)	108	4,872	(8%)	127	12,739	(8.5%)	136
Households in Poverty (Non-Family Student)	66	(0.9%)	149	1,365	(2.2%)	358	2,095	(1.4%)	225

### Wealth per Household

Household Average Wealth	\$240,629.3	99	\$248,005.69	102	\$237,062.09	98			
Household Median Wealth	\$81,690.94	100	\$85,180.33	104	\$77,230.57	94			
<\$0K	1,235	(17.3%)	100	10,509	(17.2%)	99	26,611	(17.8%)	103
\$0K - \$5K	597	(8.4%)	99	4,975	(8.1%)	96	13,080	(8.7%)	103
\$5K - \$10K	323	(4.5%)	100	2,728	(4.5%)	98	6,978	(4.7%)	103
\$10K - \$25K	455	(6.4%)	101	3,852	(6.3%)	99	9,607	(6.4%)	101
\$25K - \$50K	487	(6.8%)	100	4,148	(6.8%)	99	10,188	(6.8%)	100

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	736	(10.3%)	101	6,242	(10.2%)	100	15,239	(10.2%)	100
\$100K - \$250K	1,300	(18.2%)	101	11,106	(18.1%)	100	26,706	(17.9%)	99
\$250K - \$500K	947	(13.3%)	100	8,217	(13.4%)	101	19,396	(13%)	98
>\$500K	1,047	(14.7%)	98	9,431	(15.4%)	103	21,722	(14.5%)	97

### Vehicles per Household

Total Number of Vehicles	10,660			94,885			219,011		
Average Number of Vehicles	1.5		85	1.55		85	1.46		80
No Vehicles	495	(6.9%)	84	5,658	(9.2%)	112	19,048	(12.7%)	154
1 Vehicle	3,584	(50.3%)	153	26,010	(42.5%)	130	63,269	(42.3%)	129
2 Vehicles	2,272	(31.9%)	86	22,276	(36.4%)	99	51,244	(34.3%)	93
3 or more Vehicles	776	(10.9%)	49	7,264	(11.9%)	54	15,966	(10.7%)	48

### Population Change

Births	175			1,435			3,600		
Deaths	136			1,123			2,696		
Migration	13			-1,388			-4,747		

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	620	3,391	9,193
Total Employees	8,919	57,501	156,512

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