



# Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	12,017		186,617		580,887	
Households	4,272		68,578		203,807	
Persons per Household	2.81	110	2.67	105	2.82	111
Household Median Income	\$150,051.65	172	\$122,544.66	140	\$114,210.47	131
Household Median Disposable Income	\$120,647.32	161	\$100,473.4	134	\$94,430.54	126
Household Median Discretionary Income	\$96,542.9	167	\$76,711.15	132	\$68,846.01	119
Average Income Per Person	\$64,035.49	136	\$59,557.97	126	\$53,249.81	113
Median Rent	\$2,219.54	157	\$1,854.36	131	\$1,746.92	124
Median House Value	\$748,769.48	191	\$705,313.73	180	\$687,003.9	175
Households in Poverty	146 (3.4%)	27	5,641 (8.2%)	65	20,379 (10%)	7
Household Median Wealth	\$114,154.31	139	\$91,837.98	112	\$84,940.93	104
Average Age	43.91	107	42.53	103	41.37	100
Median Age	45.8	113	42.39	105	41.21	102
Households with Children	1,359 (31.8%)	119	19,009 (27.7%)	103	62,419 (30.6%)	114
High School Graduate or Higher	8,216 (92.7%)	104	123,370 (91.9%)	103	365,837 (89.3%)	100

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



# Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	4,621 (52.2%)	64,667 (48.2%)	168,633 (41.2%)
Pop density (per sq mi)	5,851	6,672	7,667
Area (based on blockgroups)	2	28	76

## Population

Population 2025 Q4	12,017	186,617	580,887
Population 2025 Q3	12,019	186,390	580,734
Population 2025 Q2	12,005	186,177	580,907
Population 2025 Q1	11,973	185,124	579,319
Population 2024 Q4	11,963	184,858	578,439
Population 2024 Q3	11,955	184,698	577,771
Population 2024 Q2	11,932	183,883	576,251
Population 2024 Q1	11,889	183,312	574,854
Population 2023 Q4	11,875	183,023	573,582
Population 5 Years Forecast	12,155	192,357	589,610
Population 10 Years Forecast	12,375	197,750	600,432
Persons per Household	2.81	2.67	2.82

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



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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	17	(<0.5%)	3,194	(1.7%)	5,411	(0.9%)
Transient Population - Average Last 4 Quarters	114	(0.9%)	1,650	(0.9%)	3,075	(0.5%)

## Households

Households 2025 Q4	4,272	68,578	203,807
Households 2025 Q3	4,268	68,430	203,614
Households 2025 Q2	4,265	68,329	203,649
Households 2025 Q1	4,250	67,884	203,027
Households 2024 Q4	4,247	67,789	202,725
Households 2024 Q3	4,245	67,739	202,510
Households 2024 Q2	4,238	67,424	201,982
Households 2024 Q1	4,220	67,176	201,450
Households 2023 Q4	4,216	67,072	201,003
Households 5 Years Forecast	4,331	71,124	207,343
Households 10 Years Forecast	4,413	73,372	211,491

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Benchmark: Nationwide



## Gender

Gender	1 Mile	3 Mile	5 Mile
Male	5,857 (48.7%)	90,316 (48.4%)	280,859 (48.4%)
Female	6,160 (51.3%)	96,301 (51.6%)	300,028 (51.6%)

## Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	5,750 (47.8%)	88,256 (47.3%)	234,803 (40.4%)
Hispanic (Ethnic)	2,896 (24.1%)	47,287 (25.3%)	199,648 (34.4%)
Asian	2,204 (18.3%)	27,069 (14.5%)	68,899 (11.9%)
Black	731 (6.1%)	17,163 (9.2%)	59,572 (10.3%)
Other	436 (3.6%)	6,842 (3.7%)	17,965 (3.1%)

## Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	2,224 (52.1%)	33,008 (48.1%)	84,512 (41.5%)
Hispanic (Ethnic)	875 (20.5%)	15,695 (22.9%)	66,380 (32.6%)
Asian	594 (13.9%)	8,005 (11.7%)	19,950 (9.8%)
Other	323 (7.6%)	5,108 (7.4%)	14,340 (7%)
Black	256 (6%)	6,762 (9.9%)	18,625 (9.1%)

## Households Income

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



# Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	\$179,993.77		148	\$160,408.59		132	\$150,841.8		124
Average Income Per Person	\$64,035.49		136	\$59,557.97		126	\$53,249.81		113
Household Median Income	\$150,051.65		172	\$122,544.66		140	\$114,210.47		131
<\$15K	99	(2.3%)	32	2,873	(4.2%)	58	10,412	(5.1%)	71
\$15K - \$25K	116	(2.7%)	46	2,750	(4%)	68	8,632	(4.2%)	72
\$25K - \$35K	134	(3.1%)	51	2,805	(4.1%)	67	9,176	(4.5%)	73
\$35K - \$50K	238	(5.6%)	59	4,304	(6.3%)	67	14,769	(7.2%)	77
\$50K - \$75K	416	(9.7%)	65	7,839	(11.4%)	76	24,417	(12%)	80
\$75K - \$100K	361	(8.5%)	67	7,582	(11.1%)	88	22,849	(11.2%)	89
\$100K - \$150K	771	(18%)	99	12,665	(18.5%)	102	37,818	(18.6%)	102
\$150K - \$175K	484	(11.3%)	180	5,573	(8.1%)	129	15,695	(7.7%)	122
\$175K - \$200K	367	(8.6%)	172	4,901	(7.1%)	143	12,810	(6.3%)	126
\$200K - \$250K	720	(16.9%)	209	9,675	(14.1%)	175	26,433	(13%)	161
\$250K - \$500K	308	(7.2%)	209	4,148	(6%)	175	11,333	(5.6%)	161
>\$500K	258	(6%)	209	3,463	(5%)	175	9,463	(4.6%)	161

## Disposable Households Income

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



# Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$126,220.38	139	\$113,282.41	125	\$108,074.8	119
Household Median Disposable Income	\$120,647.32	161	\$100,473.4	134	\$94,430.54	126
<\$15K	122 (2.9%)	36	3,150 (4.6%)	58	11,347 (5.6%)	71
\$15K - \$25K	122 (2.9%)	42	3,366 (4.9%)	71	10,523 (5.2%)	75
\$25K - \$35K	188 (4.4%)	62	3,343 (4.9%)	68	11,417 (5.6%)	74
\$35K - \$50K	348 (8.1%)	72	5,257 (7.7%)	68	17,138 (8.4%)	75
\$50K - \$75K	432 (10.1%)	60	9,713 (14.2%)	84	30,175 (14.8%)	88
\$75K - \$100K	478 (11.2%)	74	9,310 (13.6%)	95	27,781 (13.6%)	95
\$100K - \$150K	1,183 (27.7%)	147	15,410 (22.5%)	119	44,078 (21.6%)	115
\$150K - \$175K	421 (9.9%)	192	5,913 (8.6%)	168	15,592 (7.7%)	149
\$175K - \$200K	266 (6.2%)	182	3,571 (5.2%)	152	9,726 (4.8%)	139
\$200K - \$250K	285 (6.7%)	201	3,841 (5.6%)	169	10,478 (5.1%)	155
\$250K - \$500K	391 (9.2%)	202	5,244 (7.6%)	169	14,311 (7%)	155
>\$500K	36 (0.8%)	212	460 (0.7%)	169	1,241 (0.6%)	153

### Discretionary Households Income

Household Average Discretionary Income	\$96,640.18	141	\$83,730.26	122	\$78,477.66	115
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$96,542.9	167	\$76,711.15	132	\$68,846.01	119
<\$10K	45 (1.1%)	14	3,544 (5.2%)	67	12,486 (6.1%)	7
\$10K - \$20K	230 (5.4%)	59	4,469 (6.5%)	71	15,309 (7.5%)	8
\$20K - \$30K	221 (5.2%)	55	4,738 (6.9%)	73	16,298 (8%)	85
\$30K - \$40K	257 (6%)	66	4,928 (7.2%)	74	16,604 (8.1%)	89
\$40K - \$50K	266 (6.2%)	74	4,817 (7%)	83	15,364 (7.5%)	89
\$50K - \$75K	554 (13%)	74	11,093 (16.2%)	92	33,352 (16.4%)	93
\$75K - \$100K	675 (15.8%)	127	9,713 (14.2%)	114	27,089 (13.3%)	107
\$100K - \$125K	720 (16.9%)	198	7,449 (10.9%)	128	21,000 (10.3%)	121
\$125K - \$150K	492 (11.5%)	178	7,697 (11.2%)	173	20,030 (9.8%)	152
>\$150K	812 (19%)	188	10,130 (14.8%)	146	26,275 (12.9%)	127

## Households Income by Ethnicity

Average Income - White	\$123,210.7	120	\$122,347.16	119	\$121,434.08	118
Median Income - White	\$125,148.81	132	\$126,240.07	133	\$125,505.91	133
Average Income - Black	\$136,953.41	184	\$103,948.84	140	\$101,446.35	136
Median Income - Black	\$141,345.5	235	\$98,371.3	163	\$94,510.14	157

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# Audience Profile

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$151,107.41 (125)	\$140,544.7 (116)	\$138,008.84 (114)
Median Income - Asian	\$173,386.63 (138)	\$165,187.59 (131)	\$160,621.71 (127)
Average Income - Hispanic	\$141,058.34 (163)	\$112,225.91 (129)	\$103,331.93 (119)
Median Income - Hispanic	\$163,416.72 (218)	\$108,402.36 (144)	\$96,344.28 (128)
Average Income - Other	\$146,126.99 (152)	\$122,116.39 (127)	\$120,443.39 (126)
Median Income - Other	\$167,987.45 (194)	\$122,991.51 (142)	\$120,551.05 (139)

## Age

Average Age	43.91 (107)	42.53 (103)	41.37 (100)
Median Age	45.8 (113)	42.39 (105)	41.21 (102)
0-4	575 (4.8%) (89)	10,046 (5.4%) (100)	32,410 (5.6%) (104)
5-13	1,109 (9.2%) (91)	17,581 (9.4%) (93)	58,036 (10%) (98)
14-17	542 (4.5%) (86)	8,894 (4.8%) (90)	29,137 (5%) (95)
18-21	535 (4.5%) (8)	9,116 (4.9%) (89)	29,634 (5.1%) (92)
22-24	396 (3.3%) (7)	6,803 (3.6%) (87)	22,012 (3.8%) (90)
25-29	654 (5.4%) (93)	10,325 (5.5%) (94)	34,371 (5.9%) (101)
30-34	628 (5.2%) (8)	11,170 (6%) (93)	35,679 (6.1%) (96)

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	1 Mile		3 Mile		5 Mile				
35-39	657	(5.5%)	83	12,096	(6.5%)	98	37,614	(6.5%)	98
40-44	741	(6.2%)	96	12,176	(6.5%)	101	38,080	(6.6%)	102
45-49	860	(7.2%)	119	12,130	(6.5%)	108	38,059	(6.6%)	109
50-54	883	(7.3%)	124	11,800	(6.3%)	107	37,459	(6.4%)	109
55-59	867	(7.2%)	119	12,558	(6.7%)	111	38,830	(6.7%)	111
60-64	885	(7.4%)	116	12,886	(6.9%)	109	39,270	(6.8%)	106
65-69	853	(7.1%)	116	12,547	(6.7%)	110	36,583	(6.3%)	103
70-74	721	(6%)	117	9,932	(5.3%)	104	28,087	(4.8%)	94
75-79	541	(4.5%)	113	7,393	(4%)	99	20,606	(3.5%)	89
80-84	304	(2.5%)	100	4,600	(2.5%)	98	12,828	(2.2%)	87
85+	266	(2.2%)	106	4,564	(2.4%)	118	12,192	(2.1%)	101

## Age - Male

Male Average Age	42.29		106	41.1		103	40.01		100
Male Median Age	42.93		112	40.94		107	38.8		101
0-4	295	(5%)	90	5,168	(5.7%)	102	16,686	(5.9%)	106
5-13	588	(10%)	95	9,038	(10%)	95	29,631	(10.6%)	100

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	1 Mile			3 Mile			5 Mile		
14-17	289	(4.9%)	90	4,528	(5%)	92	14,839	(5.3%)	96
18-21	280	(4.8%)	83	4,673	(5.2%)	90	15,224	(5.4%)	94
22-24	208	(3.6%)	8	3,517	(3.9%)	88	11,416	(4.1%)	92
25-29	331	(5.7%)	92	5,339	(5.9%)	96	17,608	(6.3%)	102
30-34	344	(5.9%)	89	5,524	(6.1%)	93	17,612	(6.3%)	95
35-39	336	(5.7%)	86	5,972	(6.6%)	99	18,337	(6.5%)	98
40-44	351	(6%)	92	5,946	(6.6%)	101	18,434	(6.6%)	101
45-49	410	(7%)	116	5,824	(6.4%)	107	18,163	(6.5%)	107
50-54	423	(7.2%)	122	5,735	(6.3%)	107	18,002	(6.4%)	108
55-59	410	(7%)	116	5,976	(6.6%)	110	18,350	(6.5%)	109
60-64	417	(7.1%)	114	6,077	(6.7%)	108	18,541	(6.6%)	106
65-69	392	(6.7%)	114	5,826	(6.5%)	110	16,925	(6%)	103
70-74	321	(5.5%)	113	4,572	(5.1%)	105	12,828	(4.6%)	95
75-79	237	(4%)	111	3,276	(3.6%)	99	9,047	(3.2%)	88
80-84	132	(2.3%)	103	1,846	(2%)	93	5,145	(1.8%)	84
85+	93	(1.6%)	105	1,479	(1.6%)	108	4,071	(1.4%)	96

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# Audience Profile

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Benchmark: Nationwide



## Age - Female

Metric	Value	1 Mile	3 Mile	5 Mile
Female Average Age	45.45	108	43.87	104
Female Median Age	47.36	114	43.77	105
0-4	280 (4.5%)	88	4,878 (5.1%)	99
5-13	521 (8.5%)	87	8,543 (8.9%)	91
14-17	253 (4.1%)	8	4,366 (4.5%)	89
18-21	255 (4.1%)	74	4,443 (4.6%)	87
22-24	188 (3.1%)	77	3,286 (3.4%)	86
25-29	323 (5.2%)	93	4,986 (5.2%)	92
30-34	284 (4.6%)	74	5,646 (5.9%)	94
35-39	321 (5.2%)	8	6,124 (6.4%)	98
40-44	390 (6.3%)	99	6,230 (6.5%)	101
45-49	450 (7.3%)	122	6,306 (6.5%)	109
50-54	460 (7.5%)	126	6,065 (6.3%)	106
55-59	457 (7.4%)	122	6,582 (6.8%)	113
60-64	468 (7.6%)	118	6,809 (7.1%)	109

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	1 Mile		3 Mile		5 Mile				
65-69	461	(7.5%)	118	6,721	(7%)	110	19,658	(6.6%)	103
70-74	400	(6.5%)	120	5,360	(5.6%)	103	15,259	(5.1%)	94
75-79	304	(4.9%)	114	4,117	(4.3%)	99	11,559	(3.9%)	89
80-84	172	(2.8%)	98	2,754	(2.9%)	100	7,683	(2.6%)	90
85+	173	(2.8%)	107	3,085	(3.2%)	122	8,121	(2.7%)	103

## Employment by Occupation

Total Employees (16+ Years Old)	6,154			98,737			306,558		
Professional Specialty	1,877	(30.5%)	123	30,341	(30.7%)	124	82,115	(26.8%)	108
Managerial/Executive	1,407	(22.9%)	131	20,044	(20.3%)	117	55,617	(18.1%)	104
Office Admin	717	(11.7%)	110	10,624	(10.8%)	101	34,500	(11.3%)	106
Sales	707	(11.5%)	123	9,284	(9.4%)	101	28,676	(9.4%)	100
Production & Transportation	473	(7.7%)	60	8,655	(8.8%)	68	38,699	(12.6%)	98
Construction	376	(6.1%)	76	6,112	(6.2%)	7	19,949	(6.5%)	8
Personal Care	178	(2.9%)	116	2,514	(2.5%)	102	8,507	(2.8%)	111
Healthcare support	162	(2.6%)	8	3,418	(3.5%)	106	10,631	(3.5%)	106
Protective	106	(1.7%)	8	1,978	(2%)	93	5,764	(1.9%)	87

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Food Preparation & Serving	100	(1.6%)	32	3,250	(3.3%)	65	11,970	(3.9%)	7
Building Maintenance & Cleaning	51	(0.8%)	24	2,495	(2.5%)	74	9,946	(3.2%)	96
Farming, Fishing & Forestry				22	(<0.5%)	4	184	(<0.5%)	10

## Employment by Industry

Total Employees (16+ Years Old)	6,154			98,737			306,558		
Educational Services	2,043	(33.2%)	142	27,472	(27.8%)	119	79,342	(25.9%)	111
Wholesale Retail	897	(14.6%)	111	12,774	(12.9%)	98	42,258	(13.8%)	105
Financial, Insurance & Real Estate	614	(10%)	148	8,954	(9.1%)	134	25,391	(8.3%)	123
Professional Services	505	(8.2%)	102	10,836	(11%)	136	28,515	(9.3%)	115
Entertainment Services	404	(6.6%)	76	6,336	(6.4%)	74	22,446	(7.3%)	84
Manufacturing	399	(6.5%)	65	7,123	(7.2%)	73	27,187	(8.9%)	89
Agriculture/Mining/Construction	272	(4.4%)	52	5,604	(5.7%)	67	17,799	(5.8%)	68
Information	245	(4%)	213	2,454	(2.5%)	133	7,250	(2.4%)	127
Other Professional Services	225	(3.7%)	77	5,182	(5.2%)	112	14,341	(4.7%)	99
Public Administration	215	(3.5%)	73	3,289	(3.3%)	70	9,945	(3.2%)	68
Transportation	201	(3.3%)	56	5,514	(5.6%)	95	19,693	(6.4%)	110

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Administrative/Waste Services	78	(1.3%)	30	2,870	(2.9%)	70	11,843	(3.9%)	92
Management Services	56	(0.9%)	717	329	(<0.5%)	263	548	(<0.5%)	141

## Language Spoken

Speak English at Home	7,482	(65.4%)	85	101,626	(57.6%)	74	277,521	(50.6%)	65
Speak Other Language at Home	2,414	(21.1%)	249	40,800	(23.1%)	272	113,900	(20.8%)	245
Speak Spanish at Home	1,546	(13.5%)	95	34,145	(19.3%)	136	157,056	(28.6%)	202

## Ancestry

Other	1,944	(16.2%)	118	31,991	(17.1%)	125	87,441	(15.1%)	110
Unclassified	1,044	(8.7%)	59	16,491	(8.8%)	60	41,185	(7.1%)	48
Italian	1,039	(8.6%)	323	12,576	(6.7%)	252	32,101	(5.5%)	207
South American	882	(7.3%)	537	15,180	(8.1%)	595	54,621	(9.4%)	688
Puerto Rican	737	(6.1%)	218	8,424	(4.5%)	160	30,486	(5.2%)	187
Korean	636	(5.3%)	1193	4,799	(2.6%)	580	14,749	(2.5%)	572
Dominican	614	(5.1%)	763	12,845	(6.9%)	1028	60,730	(10.5%)	1561
Scottish/Irish	604	(5%)	84	7,131	(3.8%)	64	18,950	(3.3%)	55
South Central Asian (e.g. Indian)	401	(3.3%)	211	9,189	(4.9%)	312	21,197	(3.6%)	231

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Chinese	400	(3.3%)	259	3,663	(2%)	153	7,885	(1.4%)	106
German	387	(3.2%)	45	5,313	(2.8%)	40	12,859	(2.2%)	31
Other European (e.g. Greek/Russian)	348	(2.9%)	104	7,645	(4.1%)	148	21,270	(3.7%)	32
Cuban	298	(2.5%)	326	2,535	(1.4%)	179	7,412	(1.3%)	168
Other Hispanic	181	(1.5%)	142	3,698	(2%)	186	11,582	(2%)	187
Polish	174	(1.4%)	106	3,866	(2.1%)	151	12,775	(2.2%)	161
British	170	(1.4%)	27	1,787	(1%)	18	4,849	(0.8%)	16
Middle Eastern	148	(1.2%)	221	3,375	(1.8%)	325	8,040	(1.4%)	248
American	137	(1.1%)	29	2,729	(1.5%)	37	6,966	(1.2%)	30
Central American	106	(0.9%)	49	3,002	(1.6%)	90	12,522	(2.2%)	121
Mexican	78	(0.6%)	6	1,603	(0.9%)	8	22,295	(3.8%)	35
South East Asian (e.g. Vietnamese)	71	(0.6%)	125	1,504	(0.8%)	171	3,253	(0.6%)	118
Other Asian	63	(0.5%)	148	490	(<0.5%)	74	1,574	(<0.5%)	7
Japanese	61	(0.5%)	223	559	(<0.5%)	132	1,756	(<0.5%)	33
Scandinavian	57	(<0.5%)	28	564	(<0.5%)	18	1,430	(<0.5%)	14
French	40	(<0.5%)	31	505	(<0.5%)	25	1,310	(<0.5%)	21

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



# Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Dutch	24	(<0.5%)	423	(<0.5%)	1,255	(<0.5%)
Native American (Indian/Eskimo)	12	(<0.5%)	191	(<0.5%)	530	(<0.5%)
Hawaiian/Pacific Islander	1	(<0.5%)	27	(<0.5%)	76	(<0.5%)

## Education (Age 25+)

Total Educated Population	8,860		134,177		409,658	
Elementary (0 to 8 Years)	287	(3.2%)	5,971	(4.5%)	25,455	(6.2%)
Some High School (9 to 11 Years)	357	(4%)	4,836	(3.6%)	18,366	(4.5%)
High School Graduate (12 Years)	1,657	(18.7%)	29,221	(21.8%)	105,395	(25.7%)
Some College (13 to 16 Years)	1,286	(14.5%)	19,928	(14.9%)	62,650	(15.3%)
Associates Degree Only	652	(7.4%)	9,554	(7.1%)	29,159	(7.1%)
Bachelor's Degree Only	2,982	(33.7%)	39,547	(29.5%)	103,505	(25.3%)
Graduate Degree	1,639	(18.5%)	25,120	(18.7%)	65,128	(15.9%)

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



# Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide



## Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	4,272	68,578	203,807
One Person Households	851 (19.9%)	18,249 (26.6%)	47,855 (23.5%)
Married Couple	2,654 (62.1%)	34,846 (50.8%)	103,088 (50.6%)
Male Householder	160 (3.7%)	3,003 (4.4%)	10,703 (5.3%)
Female Householder	364 (8.5%)	8,640 (12.6%)	31,864 (15.6%)
Non Family Households	243 (5.7%)	3,840 (5.6%)	10,297 (5.1%)

## Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,272	68,578	203,807
1 Person Household	851 (19.9%)	18,249 (26.6%)	47,855 (23.5%)
2 Person Household	1,315 (30.8%)	19,579 (28.5%)	55,687 (27.3%)
3 Person Household	742 (17.4%)	11,661 (17%)	37,216 (18.3%)
4 Person Household	873 (20.4%)	10,908 (15.9%)	35,128 (17.2%)
5 Person Household	311 (7.3%)	5,012 (7.3%)	16,742 (8.2%)
6 Person Household	99 (2.3%)	2,103 (3.1%)	6,944 (3.4%)
7+ Person Household	81 (1.9%)	1,066 (1.6%)	4,235 (2.1%)

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



# Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide



## Housing Units

Total Housing Units	4,414	71,249	212,275
Owner Occupied Housing	3,448	41,916	117,811
Renter Occupied Housing	824	26,662	85,996
Vacant Housing	142	2,671	8,468

## Housing Rent

Average Rent	\$2,261.88	146	\$1,944.71	126	\$1,817.48	118
Median Rent	\$2,219.54	157	\$1,854.36	131	\$1,746.92	124
Total Cash Rents Housing	789	26,007	83,627			
<\$300	11 (1.4%)	50	340 (1.3%)	47	1,275 (1.5%)	55
\$300-\$500	4 (0.5%)	13	422 (1.6%)	42	1,547 (1.8%)	48
\$500-\$750	24 (3%)	35	641 (2.5%)	28	2,614 (3.1%)	36
\$750-\$1000	23 (2.9%)	22	798 (3.1%)	24	3,566 (4.3%)	33
\$1000-\$1500	56 (7.1%)	27	4,468 (17.2%)	65	19,128 (22.9%)	87
\$1500-\$2000	190 (24.1%)	114	8,938 (34.4%)	163	27,708 (33.1%)	157
\$2000-\$2500	197 (25%)	212	5,158 (19.8%)	169	14,833 (17.7%)	151

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



# Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	108	(13.7%)	237	2,652	(10.2%)	176	6,527	(7.8%)	35
\$3000-\$3500	113	(14.3%)	467	1,160	(4.5%)	146	2,809	(3.4%)	110
>\$3500	63	(8%)	217	1,430	(5.5%)	149	3,620	(4.3%)	118

## Value of Owner-Occupied Housing Units

Average House Value	\$780,319.34	145	\$754,122.99	140	\$746,725.56	139			
Median House Value	\$748,769.48	191	\$705,313.73	180	\$687,003.9	175			
Owner Occupied Housing	3,448		41,916		117,811				
<\$100K	40	(1.2%)	14	949	(2.3%)	28	2,701	(2.3%)	28
\$100K - \$200K	38	(1.1%)	9	463	(1.1%)	9	1,188	(1%)	8
\$200K - \$300K	37	(1.1%)	7	1,393	(3.3%)	21	3,362	(2.9%)	18
\$300K - \$400K	118	(3.4%)	24	2,310	(5.5%)	38	6,966	(5.9%)	41
\$400K - \$500K	278	(8.1%)	70	4,182	(10%)	86	13,966	(11.9%)	102
\$500K - \$1000K	2,284	(66.2%)	259	25,413	(60.6%)	237	69,825	(59.3%)	232
>\$1000K	653	(18.9%)	163	7,206	(17.2%)	148	19,803	(16.8%)	145

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



# Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide



## Poverty

Households in Poverty	146	(3.4%)	27	5,641	(8.2%)	65	20,379	(10%)	7
Households Above Poverty	4,126	(96.6%)	111	62,937	(91.8%)	105	183,428	(90%)	103
Households in Poverty (Married)	4	(<0.5%)	4	1,308	(1.9%)	88	4,387	(2.2%)	99
Households in Poverty (Male Householder)	55	(1.3%)	202	289	(<0.5%)	66	1,104	(0.5%)	85
Households in Poverty (Female Householder)	32	(0.7%)	25	1,183	(1.7%)	59	6,131	(3%)	102
Households in Poverty (Non-Family)	53	(1.2%)	20	2,678	(3.9%)	62	8,216	(4%)	64
Households in Poverty (Non-Family Student)	2	(<0.5%)	8	183	(<0.5%)	43	541	(<0.5%)	43

## Wealth per Household

Household Average Wealth	\$279,289.56	115	\$258,816.53	107	\$249,290.52	103			
Household Median Wealth	\$114,154.31	139	\$91,837.98	112	\$84,940.93	104			
<\$0K	650	(15.2%)	88	11,423	(16.7%)	96	35,034	(17.2%)	99
\$0K - \$5K	284	(6.6%)	7	5,420	(7.9%)	93	17,079	(8.4%)	99
\$5K - \$10K	161	(3.8%)	83	2,940	(4.3%)	95	9,109	(4.5%)	99
\$10K - \$25K	244	(5.7%)	90	4,179	(6.1%)	96	12,695	(6.2%)	98
\$25K - \$50K	283	(6.6%)	97	4,575	(6.7%)	98	13,680	(6.7%)	99

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



# Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	437	(10.2%)	100	6,874	(10%)	98	20,472	(10%)	98
\$100K - \$250K	816	(19.1%)	105	12,478	(18.2%)	100	36,634	(18%)	99
\$250K - \$500K	634	(14.8%)	112	9,471	(13.8%)	104	27,343	(13.4%)	101
>\$500K	763	(17.9%)	120	11,218	(16.4%)	110	31,761	(15.6%)	104

## Vehicles per Household

Total Number of Vehicles	8,243			115,760			338,014		
Average Number of Vehicles	1.93		106	1.69		92	1.66		91
No Vehicles	275	(6.4%)	74	5,409	(7.9%)	95	20,877	(10.2%)	124
1 Vehicle	1,254	(29.4%)	89	26,697	(38.9%)	119	75,312	(37%)	113
2 Vehicles	1,658	(38.8%)	105	24,349	(35.5%)	96	73,023	(35.8%)	97
3 or more Vehicles	1,085	(25.4%)	115	12,123	(17.7%)	86	34,595	(17%)	77

## Population Change

Births	100			1,849			6,077		
Deaths	103			1,488			4,303		
Migration	67			1,491			964		

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



# Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Workplace

Total Businesses	531	8,027	19,597
Total Employees	7,306	105,824	227,185

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