



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	36,495		447,202		937,726	
Households	15,770		183,672		394,551	
Persons per Household	2.23	87	2.15	84	2.19	86
Household Median Income	\$94,284.86	108	\$130,095.67	149	\$131,911.97	151
Household Median Disposable Income	\$78,811.74	105	\$106,600.28	142	\$107,971.5	144
Household Median Discretionary Income	\$53,694.58	93	\$82,371.04	142	\$84,304.15	146
Average Income Per Person	\$54,711.51	116	\$77,426.75	164	\$81,520.23	173
Median Rent	\$2,238.32	159	\$2,501.29	177	\$2,386.15	169
Median House Value	\$811,354.01	207	\$1.18M	301	\$1.15M	295
Households in Poverty	3,406 (21.6%)	171	25,707 (14%)	111	56,154 (14.2%)	113
Household Median Wealth	\$55,319.04	68	\$80,939.82	99	\$82,356.23	101
Average Age	33.98	8	36.06	88	38.05	92
Median Age	31.88	7	32.63	8	35.18	87
Households with Children	1,579 (10%)	37	28,477 (15.5%)	58	70,545 (17.9%)	67
High School Graduate or Higher	22,968 (92.5%)	104	283,593 (95.2%)	107	609,270 (93.3%)	104

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	17,283 (69.6%)	228,791 (76.8%)	453,185 (69.4%)
Pop density (per sq mi)	12,280	16,439	12,463
Area (based on blockgroups)	3	27	75

## Population

Population 2025 Q4	36,495	447,202	937,726
Population 2025 Q3	36,169	445,914	936,911
Population 2025 Q2	36,001	444,719	935,199
Population 2025 Q1	35,713	443,816	932,641
Population 2024 Q4	35,670	442,579	930,661
Population 2024 Q3	35,547	440,598	926,946
Population 2024 Q2	34,949	439,159	924,623
Population 2024 Q1	34,885	437,892	920,068
Population 2023 Q4	34,818	436,204	916,076
Population 5 Years Forecast	37,705	454,675	949,877
Population 10 Years Forecast	38,458	460,232	959,740
Persons per Household	2.23	2.15	2.19

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



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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	1,340	(3.7%)	156	51,839	(11.6%)	493	74,546	(7.9%)	338
Transient Population - Average Last 4 Quarters	192	(0.5%)	42	5,275	(1.2%)	94	22,578	(2.4%)	193

## Households

Households 2025 Q4	15,770		183,672		394,551
Households 2025 Q3	15,622		182,959		393,893
Households 2025 Q2	15,544		182,426		393,069
Households 2025 Q1	15,422		182,002		391,828
Households 2024 Q4	15,375		181,243		390,822
Households 2024 Q3	15,318		180,315		389,131
Households 2024 Q2	15,048		179,634		388,017
Households 2024 Q1	15,020		179,074		386,026
Households 2023 Q4	14,988		178,247		383,933
Households 5 Years Forecast	16,295		187,313		401,079
Households 10 Years Forecast	16,627		189,999		406,160

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



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## Gender

Male	18,325	(50.2%)	102	215,163	(48.1%)	98	449,887	(48%)	98
Female	18,170	(49.8%)	98	232,039	(51.9%)	102	487,839	(52%)	102

## Ethnicity

White	19,210	(52.6%)	91	271,502	(60.7%)	105	550,913	(58.7%)	102
Asian	7,893	(21.6%)	374	79,185	(17.7%)	306	136,459	(14.6%)	252
Hispanic (Ethnic)	4,823	(13.2%)	68	40,666	(9.1%)	46	109,207	(11.6%)	59
Other	2,427	(6.7%)	128	27,841	(6.2%)	120	58,348	(6.2%)	120
Black	2,142	(5.9%)	50	28,008	(6.3%)	53	82,799	(8.8%)	75

## Household by Ethnicity

White	8,452	(53.6%)	87	115,758	(63%)	102	242,664	(61.5%)	100
Asian	3,474	(22%)	477	29,957	(16.3%)	353	52,494	(13.3%)	288
Other	1,595	(10.1%)	133	15,109	(8.2%)	108	33,493	(8.5%)	112
Hispanic (Ethnic)	1,385	(8.8%)	58	12,974	(7.1%)	47	35,884	(9.1%)	60
Black	864	(5.5%)	50	9,874	(5.4%)	49	30,016	(7.6%)	69

## 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	\$124,010.88	102	\$182,373.32	150	\$188,602.79	155
Average Income Per Person	\$54,711.51	116	\$77,426.75	164	\$81,520.23	173
Household Median Income	\$94,284.86	108	\$130,095.67	149	\$131,911.97	151
<\$15K	1,585 (10.1%)	139	13,473 (7.3%)	101	30,891 (7.8%)	108
\$15K - \$25K	909 (5.8%)	98	8,292 (4.5%)	71	20,383 (5.2%)	88
\$25K - \$35K	786 (5%)	81	6,017 (3.3%)	53	14,368 (3.6%)	59
\$35K - \$50K	1,140 (7.2%)	77	8,783 (4.8%)	51	19,764 (5%)	53
\$50K - \$75K	2,111 (13.4%)	89	17,524 (9.5%)	64	34,866 (8.8%)	59
\$75K - \$100K	1,733 (11%)	87	18,496 (10.1%)	81	35,903 (9.1%)	72
\$100K - \$150K	2,925 (18.5%)	102	30,379 (16.5%)	91	61,858 (15.7%)	86
\$150K - \$175K	876 (5.6%)	88	12,999 (7.1%)	112	26,685 (6.8%)	107
\$175K - \$200K	847 (5.4%)	108	12,738 (6.9%)	139	27,376 (6.9%)	139
\$200K - \$250K	1,601 (10.2%)	126	30,774 (16.8%)	208	68,565 (17.4%)	215
\$250K - \$500K	684 (4.3%)	126	13,193 (7.2%)	208	29,392 (7.4%)	216
>\$500K	573 (3.6%)	126	11,004 (6%)	208	24,500 (6.2%)	215

## 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	\$94,422.18		104	\$118,116.61		130	\$118,484.74		131
Household Median Disposable Income	\$78,811.74		105	\$106,600.28		142	\$107,971.5		144
<\$15K	1,802	(11.4%)	145	15,538	(8.5%)	107	36,301	(9.2%)	117
\$15K - \$25K	1,006	(6.4%)	93	8,123	(4.4%)	64	19,536	(5%)	72
\$25K - \$35K	863	(5.5%)	77	6,854	(3.7%)	52	16,328	(4.1%)	58
\$35K - \$50K	1,618	(10.3%)	91	12,201	(6.6%)	59	25,637	(6.5%)	58
\$50K - \$75K	2,230	(14.1%)	84	21,742	(11.8%)	70	42,792	(10.8%)	64
\$75K - \$100K	2,173	(13.8%)	96	22,487	(12.2%)	85	44,594	(11.3%)	77
\$100K - \$150K	2,874	(18.2%)	97	36,733	(20%)	106	75,846	(19.2%)	102
\$150K - \$175K	920	(5.8%)	114	16,154	(8.8%)	172	35,850	(9.1%)	177
\$175K - \$200K	673	(4.3%)	125	12,887	(7%)	205	28,732	(7.3%)	213
\$200K - \$250K	647	(4.1%)	124	12,448	(6.8%)	204	27,738	(7%)	212
\$250K - \$500K	886	(5.6%)	124	17,023	(9.3%)	204	37,907	(9.6%)	212
>\$500K	78	(<0.5%)	124	1,482	(0.8%)	203	3,290	(0.8%)	210

## Discretionary Households Income

Household Average Discretionary Income	\$62,527.31		91	\$87,434.33		128	\$88,315.64		129
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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	\$53,694.58	93	\$82,371.04	142	\$84,304.15	146
<\$10K	1,805 (11.4%)	148	14,182 (7.7%)	100	33,098 (8.4%)	108
\$10K - \$20K	1,345 (8.5%)	93	11,490 (6.3%)	68	28,838 (7.3%)	8
\$20K - \$30K	1,452 (9.2%)	98	10,147 (5.5%)	59	21,855 (5.5%)	59
\$30K - \$40K	1,603 (10.2%)	111	9,965 (5.4%)	59	20,146 (5.1%)	56
\$40K - \$50K	1,190 (7.5%)	89	11,355 (6.2%)	73	21,645 (5.5%)	65
\$50K - \$75K	3,064 (19.4%)	111	27,574 (15%)	85	53,293 (13.5%)	7
\$75K - \$100K	1,816 (11.5%)	93	22,548 (12.3%)	99	46,489 (11.8%)	95
\$100K - \$125K	1,287 (8.2%)	96	20,346 (11.1%)	130	42,633 (10.8%)	127
\$125K - \$150K	1,665 (10.6%)	163	22,065 (12%)	185	47,242 (12%)	185
>\$150K	543 (3.4%)	34	34,000 (18.5%)	183	79,312 (20.1%)	199

## Households Income by Ethnicity

Average Income - White	\$110,686.04	108	\$131,351.65	128	\$135,274.63	132
Median Income - White	\$108,194.12	114	\$146,666.71	155	\$156,707.61	166
Average Income - Black	\$62,821.11	84	\$85,286.39	115	\$82,382.65	111
Median Income - Black	\$50,410.92	84	\$74,352.49	124	\$66,504.06	111

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$94,295.12 (7)	\$114,054.99 (94)	\$115,205.69 (95)
Median Income - Asian	\$87,579.62 (70)	\$116,200.93 (92)	\$119,730.47 (95)
Average Income - Hispanic	\$84,836.33 (98)	\$104,768.41 (121)	\$94,479.11 (109)
Median Income - Hispanic	\$71,454.72 (95)	\$100,237.14 (133)	\$81,751.66 (109)
Average Income - Other	\$100,888.33 (105)	\$113,502.53 (118)	\$106,642.28 (111)
Median Income - Other	\$92,442.27 (107)	\$113,488.47 (131)	\$101,457.7 (117)

## Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	33.98 (8)	36.06 (88)	38.05 (92)
Median Age	31.88 (7)	32.63 (8)	35.18 (87)
0-4	2,993 (8.2%) (153)	31,178 (7%) (130)	63,231 (6.7%) (126)
5-13	2,135 (5.9%) (58)	28,600 (6.4%) (63)	68,908 (7.3%) (72)
14-17	857 (2.3%) (45)	19,138 (4.3%) (8)	39,622 (4.2%) (8)
18-21	2,539 (7%) (126)	34,745 (7.8%) (141)	58,095 (6.2%) (112)
22-24	3,135 (8.6%) (205)	35,741 (8%) (191)	54,570 (5.8%) (139)
25-29	2,978 (8.2%) (139)	32,250 (7.2%) (123)	65,201 (7%) (118)
30-34	7,696 (21.1%) (328)	63,714 (14.2%) (222)	114,896 (12.3%) (191)

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	1 Mile			3 Mile			5 Mile		
35-39	4,449	(12.2%)	185	47,639	(10.7%)	162	95,329	(10.2%)	154
40-44	2,100	(5.8%)	89	29,437	(6.6%)	102	65,315	(7%)	108
45-49	1,271	(3.5%)	58	20,464	(4.6%)	76	48,400	(5.2%)	86
50-54	991	(2.7%)	46	17,446	(3.9%)	66	42,739	(4.6%)	71
55-59	993	(2.7%)	45	16,266	(3.6%)	60	42,072	(4.5%)	74
60-64	990	(2.7%)	43	15,981	(3.6%)	56	42,600	(4.5%)	72
65-69	962	(2.6%)	43	14,927	(3.3%)	55	39,536	(4.2%)	69
70-74	813	(2.2%)	43	13,601	(3%)	59	34,370	(3.7%)	71
75-79	640	(1.8%)	44	11,726	(2.6%)	66	28,341	(3%)	76
80-84	438	(1.2%)	48	7,568	(1.7%)	67	18,203	(1.9%)	71
85+	515	(1.4%)	68	6,781	(1.5%)	73	16,298	(1.7%)	84

## Age - Male

Male Average Age	33.37	83	35.28	88	37.07	93			
Male Median Age	31.95	84	32.52	85	33.79	88			
0-4	1,536	(8.4%)	149	15,996	(7.4%)	132	32,396	(7.2%)	128
5-13	1,107	(6%)	57	14,599	(6.8%)	64	35,109	(7.8%)	74

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	449	(2.5%)	45	9,167	(4.3%)	7	19,441	(4.3%)	7
18-21	1,199	(6.5%)	114	16,191	(7.5%)	131	27,879	(6.2%)	108
22-24	1,446	(7.9%)	179	16,546	(7.7%)	175	25,976	(5.8%)	131
25-29	1,504	(8.2%)	134	15,613	(7.3%)	118	31,624	(7%)	114
30-34	3,944	(21.5%)	326	30,948	(14.4%)	218	55,443	(12.3%)	187
35-39	2,416	(13.2%)	197	24,051	(11.2%)	167	47,111	(10.5%)	157
40-44	1,129	(6.2%)	95	14,866	(6.9%)	106	32,208	(7.2%)	110
45-49	698	(3.8%)	63	10,059	(4.7%)	7	23,282	(5.2%)	86
50-54	484	(2.6%)	45	8,472	(3.9%)	67	20,504	(4.6%)	7
55-59	517	(2.8%)	47	7,871	(3.7%)	61	20,134	(4.5%)	74
60-64	476	(2.6%)	42	7,694	(3.6%)	57	20,304	(4.5%)	72
65-69	468	(2.6%)	43	6,862	(3.2%)	54	18,206	(4%)	69
70-74	370	(2%)	42	5,986	(2.8%)	58	15,323	(3.4%)	70
75-79	265	(1.4%)	40	4,931	(2.3%)	63	12,008	(2.7%)	73
80-84	161	(0.9%)	40	3,042	(1.4%)	65	7,427	(1.7%)	75
85+	156	(0.9%)	56	2,269	(1.1%)	70	5,512	(1.2%)	8

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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	34.59	36.79	38.95
Female Median Age	31.8	32.74	35.6
0-4	1,457 (8%)	15,182 (6.5%)	30,835 (6.3%)
5-13	1,028 (5.7%)	14,001 (6%)	33,799 (6.9%)
14-17	408 (2.2%)	9,971 (4.3%)	20,181 (4.1%)
18-21	1,340 (7.4%)	18,554 (8%)	30,216 (6.2%)
22-24	1,689 (9.3%)	19,195 (8.3%)	28,594 (5.9%)
25-29	1,474 (8.1%)	16,637 (7.2%)	33,577 (6.9%)
30-34	3,752 (20.6%)	32,766 (14.1%)	59,453 (12.2%)
35-39	2,033 (11.2%)	23,588 (10.2%)	48,218 (9.9%)
40-44	971 (5.3%)	14,571 (6.3%)	33,107 (6.8%)
45-49	573 (3.2%)	10,405 (4.5%)	25,118 (5.1%)
50-54	507 (2.8%)	8,974 (3.9%)	22,235 (4.6%)
55-59	476 (2.6%)	8,395 (3.6%)	21,938 (4.5%)
60-64	514 (2.8%)	8,287 (3.6%)	22,296 (4.6%)

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65-69	494	(2.7%)	43	8,065	(3.5%)	55	21,330	(4.4%)	69
70-74	443	(2.4%)	45	7,615	(3.3%)	61	19,047	(3.9%)	72
75-79	375	(2.1%)	48	6,795	(2.9%)	68	16,333	(3.3%)	71
80-84	277	(1.5%)	54	4,526	(2%)	69	10,776	(2.2%)	71
85+	359	(2%)	75	4,512	(1.9%)	74	10,786	(2.2%)	84

## Employment by Occupation

Total Employees (16+ Years Old)	21,059			255,356			529,451		
Professional Specialty	9,958	(47.3%)	191	130,045	(50.9%)	206	235,889	(44.6%)	180
Managerial/Executive	3,724	(17.7%)	102	57,058	(22.3%)	128	126,782	(23.9%)	138
Office Admin	2,068	(9.8%)	92	17,304	(6.8%)	64	39,201	(7.4%)	70
Sales	1,499	(7.1%)	76	13,933	(5.5%)	58	34,223	(6.5%)	69
Food Preparation & Serving	1,133	(5.4%)	105	8,929	(3.5%)	69	19,745	(3.7%)	73
Production & Transportation	805	(3.8%)	30	8,440	(3.3%)	26	20,425	(3.9%)	30
Healthcare support	631	(3%)	91	4,178	(1.6%)	50	11,574	(2.2%)	67
Building Maintenance & Cleaning	528	(2.5%)	74	3,342	(1.3%)	39	10,534	(2%)	59
Personal Care	323	(1.5%)	61	5,475	(2.1%)	86	11,927	(2.3%)	90

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Benchmark: Nationwide

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Construction	263	(1.2%)	16	4,087	(1.6%)	20	12,218	(2.3%)	29
Protective	127	(0.6%)	28	2,452	(1%)	44	6,540	(1.2%)	57
Farming, Fishing & Forestry				113	(<0.5%)	8	393	(<0.5%)	13

### Employment by Industry

Total Employees (16+ Years Old)	21,059			255,356			529,451		
Educational Services	7,706	(36.6%)	156	97,250	(38.1%)	163	178,765	(33.8%)	144
Professional Services	3,386	(16.1%)	199	52,361	(20.5%)	254	106,522	(20.1%)	249
Entertainment Services	1,962	(9.3%)	107	17,574	(6.9%)	7	36,511	(6.9%)	7
Wholesale Retail	1,829	(8.7%)	66	18,770	(7.4%)	56	41,869	(7.9%)	60
Manufacturing	1,681	(8%)	8	17,032	(6.7%)	67	36,085	(6.8%)	69
Financial, Insurance & Real Estate	1,255	(6%)	88	15,769	(6.2%)	92	40,916	(7.7%)	115
Other Professional Services	905	(4.3%)	91	8,087	(3.2%)	67	18,900	(3.6%)	7
Information	620	(2.9%)	158	7,655	(3%)	161	15,027	(2.8%)	152
Administrative/Waste Services	568	(2.7%)	64	4,554	(1.8%)	43	13,615	(2.6%)	61
Agriculture/Mining/Construction	506	(2.4%)	28	5,470	(2.1%)	25	14,057	(2.7%)	31
Transportation	315	(1.5%)	26	4,822	(1.9%)	32	12,478	(2.4%)	40

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Public Administration	304	(1.4%)	30	5,647	(2.2%)	46	13,988	(2.6%)	55
Management Services	22	(<0.5%)	8	365	(<0.5%)	113	718	(<0.5%)	107

### Language Spoken

Speak English at Home	21,254	(63.4%)	8	283,263	(68.1%)	88	593,982	(67.9%)	88
Speak Other Language at Home	9,265	(27.7%)	326	104,635	(25.2%)	296	200,457	(22.9%)	270
Speak Spanish at Home	2,983	(8.9%)	63	28,126	(6.8%)	48	80,056	(9.2%)	65

### Ancestry

Other	8,182	(22.4%)	164	90,449	(20.2%)	148	172,228	(18.4%)	34
Unclassified	4,377	(12%)	8	56,078	(12.5%)	85	115,936	(12.4%)	84
Chinese	3,878	(10.6%)	826	36,216	(8.1%)	630	65,971	(7%)	547
Scottish/Irish	2,293	(6.3%)	105	34,474	(7.7%)	129	79,280	(8.5%)	141
South Central Asian (e.g. Indian)	1,773	(4.9%)	308	20,269	(4.5%)	287	33,412	(3.6%)	226
Italian	1,331	(3.6%)	136	19,937	(4.5%)	167	48,370	(5.2%)	193
Other European (e.g. Greek/Russian)	1,180	(3.2%)	117	25,228	(5.6%)	203	48,607	(5.2%)	187
Central American	1,139	(3.1%)	175	7,188	(1.6%)	90	19,000	(2%)	114
Puerto Rican	992	(2.7%)	97	9,206	(2.1%)	73	26,993	(2.9%)	102

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				
British	953	(2.6%)	50	17,961	(4%)	7	35,851	(3.8%)	73
German	947	(2.6%)	37	15,671	(3.5%)	49	29,287	(3.1%)	44
Other Hispanic	840	(2.3%)	216	4,030	(0.9%)	85	10,285	(1.1%)	103
South East Asian (e.g. Vietnamese)	758	(2.1%)	439	2,967	(0.7%)	140	5,122	(0.5%)	116
South American	734	(2%)	147	8,164	(1.8%)	134	15,985	(1.7%)	125
Middle Eastern	624	(1.7%)	307	9,329	(2.1%)	374	16,591	(1.8%)	317
Mexican	585	(1.6%)	14	6,238	(1.4%)	13	11,586	(1.2%)	11
Korean	581	(1.6%)	359	7,545	(1.7%)	380	11,421	(1.2%)	275
Dominican	374	(1%)	153	3,927	(0.9%)	131	21,796	(2.3%)	347
American	349	(1%)	24	5,860	(1.3%)	33	13,966	(1.5%)	37
French	340	(0.9%)	88	5,146	(1.2%)	108	10,044	(1.1%)	101
Polish	301	(0.8%)	60	6,116	(1.4%)	100	12,472	(1.3%)	97
Scandinavian	285	(0.8%)	45	5,398	(1.2%)	70	10,557	(1.1%)	66
Other Asian	233	(0.6%)	180	2,941	(0.7%)	186	5,367	(0.6%)	162
Japanese	220	(0.6%)	265	3,901	(0.9%)	384	5,532	(0.6%)	259
Cuban	159	(<0.5%)	57	1,913	(<0.5%)	56	3,562	(<0.5%)	50

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Dutch	67	(<0.5%)	35	1,508	(<0.5%)	64	2,494	(<0.5%)	51
Native American (Indian/Eskimo)	33	(<0.5%)	14	454	(<0.5%)	16	960	(<0.5%)	16
Hawaiian/Pacific Islander	15	(<0.5%)	23	199	(<0.5%)	25	344	(<0.5%)	20

### Education (Age 25+)

Total Educated Population	24,836			297,800			653,300		
Elementary (0 to 8 Years)	1,013	(4.1%)	85	8,244	(2.8%)	58	25,497	(3.9%)	82
Some High School (9 to 11 Years)	855	(3.4%)	58	5,963	(2%)	34	18,533	(2.8%)	48
High School Graduate (12 Years)	2,949	(11.9%)	45	26,478	(8.9%)	34	79,017	(12.1%)	46
Some College (13 to 16 Years)	1,773	(7.1%)	37	20,273	(6.8%)	35	53,612	(8.2%)	42
Associates Degree Only	963	(3.9%)	44	8,051	(2.7%)	31	23,456	(3.6%)	41
Bachelor's Degree Only	9,931	(40%)	187	98,785	(33.2%)	156	202,291	(31%)	145
Graduate Degree	7,352	(29.6%)	215	130,006	(43.7%)	317	250,894	(38.4%)	279

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	15,770	183,672	394,551
One Person Households	5,438 (34.5%)	65,821 (35.8%)	140,069 (35.5%)
Married Couple	3,470 (22%)	57,413 (31.3%)	133,014 (33.7%)
Male Householder	392 (2.5%)	4,192 (2.3%)	10,429 (2.6%)
Female Householder	1,387 (8.8%)	11,870 (6.5%)	34,529 (8.8%)
Non Family Households	5,083 (32.2%)	44,376 (24.2%)	76,510 (19.4%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	15,770	183,672	394,551
1 Person Household	5,438 (34.5%)	65,821 (35.8%)	140,069 (35.5%)
2 Person Household	5,599 (35.5%)	64,117 (34.9%)	135,089 (34.2%)
3 Person Household	2,468 (15.6%)	27,637 (15%)	58,835 (14.9%)
4 Person Household	1,381 (8.8%)	17,991 (9.8%)	40,092 (10.2%)
5 Person Household	549 (3.5%)	5,573 (3%)	13,599 (3.4%)
6 Person Household	214 (1.4%)	1,726 (0.9%)	4,534 (1.1%)
7+ Person Household	121 (0.8%)	807 (<0.5%)	2,333 (0.6%)

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Housing Units

Total Housing Units	16,762	195,796	423,521
Renter Occupied Housing	11,818	116,654	234,496
Owner Occupied Housing	3,952	67,018	160,055
Vacant Housing	992	12,124	28,970

## Housing Rent

Average Rent	\$2,243.12	145	\$2,423.92	157	\$2,292.01	148
Median Rent	\$2,238.32	159	\$2,501.29	177	\$2,386.15	169
Total Cash Rents Housing	11,694		114,429		229,788	
<\$300	226 (1.9%)	69	3,942 (3.4%)	123	10,415 (4.5%)	162
\$300-\$500	298 (2.5%)	66	3,112 (2.7%)	71	9,608 (4.2%)	108
\$500-\$750	418 (3.6%)	41	3,180 (2.8%)	32	9,648 (4.2%)	48
\$750-\$1000	334 (2.9%)	22	2,431 (2.1%)	16	7,701 (3.4%)	26
\$1000-\$1500	1,037 (8.9%)	34	7,170 (6.3%)	24	18,108 (7.9%)	30
\$1500-\$2000	2,310 (19.8%)	94	15,579 (13.6%)	65	29,892 (13%)	62
\$2000-\$2500	2,568 (22%)	187	21,748 (19%)	162	38,226 (16.6%)	142

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	1,886	(16.1%)	279	20,416	(17.8%)	308	36,033	(15.7%)	271
\$3000-\$3500	1,185	(10.1%)	331	16,156	(14.1%)	461	29,261	(12.7%)	415
>\$3500	1,432	(12.2%)	333	20,695	(18.1%)	492	40,896	(17.8%)	484

## Value of Owner-Occupied Housing Units

Average House Value	\$993,048.13	185	\$1.41M	262	\$1.37M	255			
Median House Value	\$811,354.01	207	\$1.18M	301	\$1.15M	295			
Owner Occupied Housing	3,952		67,018		160,055				
<\$100K	102	(2.6%)	31	705	(1.1%)	13	1,801	(1.1%)	14
\$100K - \$200K	27	(0.7%)	5	344	(0.5%)	4	787	(<0.5%)	4
\$200K - \$300K	120	(3%)	19	837	(1.2%)	8	1,466	(0.9%)	6
\$300K - \$400K	292	(7.4%)	51	1,251	(1.9%)	13	2,488	(1.6%)	11
\$400K - \$500K	331	(8.4%)	72	1,941	(2.9%)	25	4,686	(2.9%)	25
\$500K - \$1000K	1,639	(41.5%)	162	18,947	(28.3%)	111	49,119	(30.7%)	120
>\$1000K	1,441	(36.5%)	314	42,993	(64.2%)	553	99,708	(62.3%)	537

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



Benchmark: Nationwide



### Poverty

Households in Poverty	3,406	(21.6%)		25,707	(14%)		56,154	(14.2%)	
Households Above Poverty	12,364	(78.4%)		157,965	(86%)		338,397	(85.8%)	
Households in Poverty (Married)	180	(1.1%)		2,005	(1.1%)		5,055	(1.3%)	
Households in Poverty (Male Householder)	91	(0.6%)		285	(<0.5%)		1,094	(<0.5%)	
Households in Poverty (Female Householder)	474	(3%)		2,229	(1.2%)		7,614	(1.9%)	
Households in Poverty (Non-Family)	1,811	(11.5%)		15,091	(8.2%)		33,670	(8.5%)	
Households in Poverty (Non-Family Student)	850	(5.4%)		6,097	(3.3%)		8,721	(2.2%)	

### Wealth per Household

Household Average Wealth	\$224,968.77		\$256,420.14		\$256,046.37				
Household Median Wealth	\$55,319.04		\$80,939.82		\$82,356.23				
<\$0K	3,163	(20.1%)		33,405	(18.2%)		70,885	(18%)	
\$0K - \$5K	1,590	(10.1%)		15,853	(8.6%)		33,915	(8.6%)	
\$5K - \$10K	837	(5.3%)		8,578	(4.7%)		18,194	(4.6%)	
\$10K - \$25K	1,091	(6.9%)		11,679	(6.4%)		24,852	(6.3%)	
\$25K - \$50K	1,049	(6.7%)		11,826	(6.4%)		25,510	(6.5%)	

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,457	(9.2%)	90	16,960	(9.2%)	90	36,962	(9.4%)	91
\$100K - \$250K	2,491	(15.8%)	87	30,710	(16.7%)	92	66,926	(17%)	94
\$250K - \$500K	1,853	(11.8%)	89	23,939	(13%)	98	51,809	(13.1%)	99
>\$500K	2,239	(14.2%)	95	30,722	(16.7%)	112	65,498	(16.6%)	111

### Vehicles per Household

Total Number of Vehicles	13,802			176,907			409,909		
Average Number of Vehicles	0.88		48	0.96		53	1.04		57
No Vehicles	6,288	(39.9%)	482	58,839	(32%)	387	115,866	(29.4%)	355
1 Vehicle	6,302	(40%)	122	82,894	(45.1%)	138	174,268	(44.2%)	135
2 Vehicles	2,326	(14.7%)	40	34,141	(18.6%)	50	83,538	(21.2%)	57
3 or more Vehicles	854	(5.4%)	25	7,798	(4.2%)	19	20,879	(5.3%)	24

### Population Change

Births	689			6,352			12,223		
Deaths	164			2,478			5,954		
Migration	332			1,025			1,412		

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	1,327	18,721	44,874
Total Employees	17,212	524,287	970,641

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