



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Overview	1 Mile	3 Mile	5 Mile
Population	124,085	706,939	2.1M
Households	42,874	245,789	771,362
Persons per Household	2.86	2.76	2.67
Household Median Income	\$57,503.9	\$56,929.05	\$62,777.69
Household Median Disposable Income	\$48,681.49	\$48,222.24	\$53,149.59
Household Median Discretionary Income	\$26,173.14	\$25,121.46	\$29,236.77
Average Income Per Person	\$27,905.88	\$28,730.58	\$33,304.95
Median Rent	\$1,457.39	\$1,427.06	\$1,546.02
Median House Value	\$730,912.15	\$809,750.51	\$830,451.98
Households in Poverty	11,229 (26.2%)	68,317 (27.8%)	195,047 (25.3%)
Household Median Wealth	\$42,297.16	\$39,818.59	\$43,284.2
Average Age	39.42	38.55	39.73
Median Age	37.49	36.63	37.86
Households with Children	12,218 (28.5%)	74,948 (30.5%)	208,760 (27.1%)
High School Graduate or Higher	63,091 (74.3%)	353,007 (74.3%)	1.1M (76.1%)

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	16,926 (19.9%)	96,808 (20.4%)	382,293 (25.8%)
Pop density (per sq mi)	41,483	31,493	36,645
Area (based on blockgroups)	3	22	58

Population

Population 2025 Q4	124,085	706,939	2.1M
Population 2025 Q3	124,238	707,520	2.1M
Population 2025 Q2	124,449	706,556	2.1M
Population 2025 Q1	124,390	705,136	2.1M
Population 2024 Q4	124,428	702,683	2.1M
Population 2024 Q3	124,239	702,370	2.1M
Population 2024 Q2	124,136	701,503	2.1M
Population 2024 Q1	124,076	700,156	2.1M
Population 2023 Q4	124,164	698,403	2.1M
Population 5 Years Forecast	121,567	716,974	2.1M
Population 10 Years Forecast	121,331	728,232	2.2M
Persons per Household	2.86	2.76	2.67

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Audience Profile

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	1,586	(1.3%)	28,583	(4%)	64,234	(3%)
Transient Population - Average Last 4 Quarters			61	(<0.5%)	3,704	(<0.5%)

Households

Households 2025 Q4	42,874	245,789	771,362
Households 2025 Q3	42,915	245,827	771,049
Households 2025 Q2	42,988	245,465	770,279
Households 2025 Q1	42,964	244,937	769,284
Households 2024 Q4	42,977	243,999	767,546
Households 2024 Q3	42,924	243,905	766,154
Households 2024 Q2	42,882	243,590	763,511
Households 2024 Q1	42,863	243,113	761,884
Households 2023 Q4	42,896	242,441	758,794
Households 5 Years Forecast	41,960	249,415	778,981
Households 10 Years Forecast	41,855	253,514	788,333

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Audience Profile

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Gender

Male	58,230	(46.9%)	96	336,491	(47.6%)	97	1M	(47.4%)	97
Female	65,855	(53.1%)	104	370,448	(52.4%)	103	1.1M	(52.6%)	103

Ethnicity

Hispanic (Ethnic)	67,940	(54.8%)	280	390,869	(55.3%)	282	1.1M	(51.8%)	264
Black	30,666	(24.7%)	210	172,121	(24.3%)	206	513,846	(24.2%)	205
Asian	16,395	(13.2%)	229	48,421	(6.8%)	119	183,844	(8.7%)	150
Other	5,793	(4.7%)	90	23,430	(3.3%)	64	69,131	(3.3%)	63
White	3,291	(2.7%)	5	72,098	(10.2%)	18	255,875	(12.1%)	21

Household by Ethnicity

Hispanic (Ethnic)	24,106	(56.2%)	370	138,506	(56.4%)	371	382,985	(49.7%)	327
Black	9,936	(23.2%)	211	53,127	(21.6%)	197	176,626	(22.9%)	209
Other	5,324	(12.4%)	164	22,034	(9%)	118	64,011	(8.3%)	109
Asian	2,692	(6.3%)	136	10,057	(4.1%)	89	51,090	(6.6%)	143
White	816	(1.9%)	13	22,065	(9%)	15	96,650	(12.5%)	20

Households Income

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



Audience Profile

Jan 1 - Dec 31, 2025

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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$80,049.15	66	\$80,845.57	66	\$89,928.62	74
Average Income Per Person	\$27,905.88	59	\$28,730.58	61	\$33,304.95	71
Household Median Income	\$57,503.9	66	\$56,929.05	65	\$62,777.69	72
<\$15K	6,559 (15.3%)	212	39,449 (16%)	222	114,975 (14.9%)	206
\$15K - \$25K	4,202 (9.8%)	167	23,987 (9.8%)	166	69,875 (9.1%)	154
\$25K - \$35K	3,778 (8.8%)	144	20,477 (8.3%)	136	60,969 (7.9%)	129
\$35K - \$50K	4,624 (10.8%)	115	26,678 (10.9%)	116	76,981 (10%)	106
\$50K - \$75K	7,065 (16.5%)	110	39,420 (16%)	107	117,100 (15.2%)	101
\$75K - \$100K	4,585 (10.7%)	85	26,713 (10.9%)	86	87,772 (11.4%)	90
\$100K - \$150K	6,297 (14.7%)	8	33,464 (13.6%)	75	112,716 (14.6%)	8
\$150K - \$175K	2,001 (4.7%)	74	10,985 (4.5%)	71	37,743 (4.9%)	7
\$175K - \$200K	1,187 (2.8%)	55	8,082 (3.3%)	66	28,274 (3.7%)	73
\$200K - \$250K	1,443 (3.4%)	42	9,265 (3.8%)	47	36,388 (4.7%)	58
\$250K - \$500K	617 (1.4%)	42	3,957 (1.6%)	47	15,558 (2%)	58
>\$500K	516 (1.2%)	42	3,312 (1.3%)	47	13,011 (1.7%)	59

Disposable Households Income

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



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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$63,256.39	70	\$64,021.41	71	\$69,010.54	74
Household Median Disposable Income	\$48,681.49	65	\$48,222.24	64	\$53,149.59	71
<\$15K	7,143 (16.7%)	212	43,087 (17.5%)	223	125,487 (16.3%)	207
\$15K - \$25K	4,833 (11.3%)	164	26,883 (10.9%)	159	79,266 (10.3%)	149
\$25K - \$35K	3,860 (9%)	126	22,299 (9.1%)	127	66,782 (8.7%)	121
\$35K - \$50K	6,126 (14.3%)	127	34,479 (14%)	125	97,562 (12.6%)	112
\$50K - \$75K	7,321 (17.1%)	101	40,514 (16.5%)	98	126,978 (16.5%)	98
\$75K - \$100K	4,995 (11.7%)	8	28,485 (11.6%)	8	95,650 (12.4%)	87
\$100K - \$150K	5,845 (13.6%)	72	32,266 (13.1%)	70	110,254 (14.3%)	74
\$150K - \$175K	913 (2.1%)	42	6,002 (2.4%)	48	23,082 (3%)	58
\$175K - \$200K	438 (1%)	30	2,847 (1.2%)	34	11,261 (1.5%)	43
\$200K - \$250K	558 (1.3%)	39	3,582 (1.5%)	44	14,050 (1.8%)	55
\$250K - \$500K	770 (1.8%)	40	4,913 (2%)	44	19,284 (2.5%)	55
>\$500K	72 (<0.5%)	42	432 (<0.5%)	44	1,706 (<0.5%)	56

Discretionary Households Income

Household Average Discretionary Income	\$35,300.41	52	\$36,790.72	54	\$41,501.05	61
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Audience Profile

Jan 1 - Dec 31, 2025

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	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$26,173.14	45	\$25,121.46	43	\$29,236.77	50
<\$10K	10,403 (24.3%)	313	62,961 (25.6%)	330	176,231 (22.8%)	295
\$10K - \$20K	7,489 (17.5%)	191	42,242 (17.2%)	188	121,780 (15.8%)	173
\$20K - \$30K	5,942 (13.9%)	147	32,530 (13.2%)	140	94,355 (12.2%)	130
\$30K - \$40K	4,602 (10.7%)	117	23,447 (9.5%)	104	74,958 (9.7%)	106
\$40K - \$50K	2,982 (7%)	8	18,372 (7.5%)	89	60,968 (7.9%)	94
\$50K - \$75K	6,407 (14.9%)	85	31,457 (12.8%)	75	106,742 (13.8%)	7
\$75K - \$100K	2,758 (6.4%)	52	16,499 (6.7%)	54	59,226 (7.7%)	62
\$100K - \$125K	1,416 (3.3%)	39	9,681 (3.9%)	46	37,135 (4.8%)	57
\$125K - \$150K	773 (1.8%)	28	6,191 (2.5%)	39	25,911 (3.4%)	52
>\$150K	102 (<0.5%)	2	2,409 (1%)	10	14,056 (1.8%)	18

Households Income by Ethnicity

Average Income - White	\$83,886.48	8	\$93,608.61	91	\$107,842.7	105
Median Income - White	\$68,181.27	72	\$84,189.65	89	\$104,548.52	111
Average Income - Black	\$75,511.96	102	\$68,782.88	92	\$73,235.79	98
Median Income - Black	\$62,485.25	104	\$53,603.11	89	\$59,316.37	99

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Audience Profile

Jan 1 - Dec 31, 2025

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$96,314.68	\$98,888.25	\$92,780.88
Median Income - Asian	\$87,959.34	\$91,045.53	\$82,500.13
Average Income - Hispanic	\$67,400.83	\$68,186.36	\$69,866.93
Median Income - Hispanic	\$52,049.98	\$52,941.39	\$54,951.93
Average Income - Other	\$71,348.82	\$73,393.26	\$76,888.89
Median Income - Other	\$57,878.79	\$58,488.73	\$62,812.31

Age

Average Age	39.42	38.55	39.73
Median Age	37.49	36.63	37.86
0-4	7,188 (5.8%)	41,978 (5.9%)	128,335 (6.1%)
5-13	13,384 (10.8%)	78,751 (11.1%)	214,108 (10.1%)
14-17	6,641 (5.4%)	39,426 (5.6%)	104,287 (4.9%)
18-21	6,842 (5.5%)	40,777 (5.8%)	107,719 (5.1%)
22-24	5,168 (4.2%)	30,869 (4.4%)	81,738 (3.9%)
25-29	8,526 (6.9%)	48,980 (6.9%)	142,232 (6.7%)
30-34	8,922 (7.2%)	51,718 (7.3%)	164,356 (7.7%)

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	1 Mile		3 Mile		5 Mile				
35-39	8,638	(7%)	106	51,453	(7.3%)	111	164,634	(7.8%)	118
40-44	7,983	(6.4%)	100	46,682	(6.6%)	103	146,351	(6.9%)	107
45-49	7,705	(6.2%)	103	43,618	(6.2%)	103	133,218	(6.3%)	104
50-54	7,334	(5.9%)	100	40,596	(5.7%)	97	124,674	(5.9%)	99
55-59	7,730	(6.2%)	103	42,896	(6.1%)	100	130,997	(6.2%)	102
60-64	7,550	(6.1%)	96	41,768	(5.9%)	93	129,191	(6.1%)	96
65-69	6,794	(5.5%)	90	36,354	(5.1%)	84	115,905	(5.5%)	89
70-74	5,136	(4.1%)	8	27,053	(3.8%)	75	88,071	(4.2%)	8
75-79	3,925	(3.2%)	7	19,818	(2.8%)	70	64,945	(3.1%)	7
80-84	2,562	(2.1%)	8	12,685	(1.8%)	71	41,775	(2%)	7
85+	2,057	(1.7%)	8	11,517	(1.6%)	7	38,213	(1.8%)	87

Age - Male

Male Average Age	37.64	94	36.98	92	38.05	95			
Male Median Age	35.71	93	33.98	89	36.36	95			
0-4	3,675	(6.3%)	112	21,505	(6.4%)	114	65,782	(6.5%)	117
5-13	6,756	(11.6%)	110	40,169	(11.9%)	113	109,035	(10.8%)	103

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14-17	3,359	(5.8%)	105	20,183	(6%)	110	53,372	(5.3%)	97
18-21	3,459	(5.9%)	103	20,965	(6.2%)	108	55,244	(5.5%)	95
22-24	2,598	(4.5%)	101	15,895	(4.7%)	107	41,895	(4.2%)	95
25-29	4,294	(7.4%)	120	24,830	(7.4%)	120	71,230	(7.1%)	115
30-34	4,232	(7.3%)	110	24,816	(7.4%)	112	79,464	(7.9%)	120
35-39	4,181	(7.2%)	107	24,204	(7.2%)	108	79,044	(7.9%)	118
40-44	3,715	(6.4%)	98	21,616	(6.4%)	99	69,430	(6.9%)	106
45-49	3,484	(6%)	99	19,740	(5.9%)	97	61,670	(6.1%)	102
50-54	3,273	(5.6%)	95	18,437	(5.5%)	93	57,136	(5.7%)	96
55-59	3,497	(6%)	100	19,762	(5.9%)	98	60,234	(6%)	100
60-64	3,430	(5.9%)	94	19,299	(5.7%)	92	58,823	(5.8%)	94
65-69	3,002	(5.2%)	88	16,651	(4.9%)	84	51,788	(5.1%)	88
70-74	2,175	(3.7%)	77	11,785	(3.5%)	72	37,869	(3.8%)	77
75-79	1,534	(2.6%)	72	8,073	(2.4%)	66	26,102	(2.6%)	71
80-84	943	(1.6%)	74	4,895	(1.5%)	66	15,618	(1.6%)	71
85+	623	(1.1%)	71	3,666	(1.1%)	72	11,915	(1.2%)	77

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Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	40.99	39.97	41.25
Female Median Age	40.16	38.1	40.27
0-4	3,513 (5.3%)	20,473 (5.5%)	62,553 (5.6%)
5-13	6,628 (10.1%)	38,582 (10.4%)	105,073 (9.4%)
14-17	3,282 (5%)	19,243 (5.2%)	50,915 (4.6%)
18-21	3,383 (5.1%)	19,812 (5.3%)	52,475 (4.7%)
22-24	2,570 (3.9%)	14,974 (4%)	39,843 (3.6%)
25-29	4,232 (6.4%)	24,150 (6.5%)	71,002 (6.4%)
30-34	4,690 (7.1%)	26,902 (7.3%)	84,892 (7.6%)
35-39	4,457 (6.8%)	27,249 (7.4%)	85,590 (7.7%)
40-44	4,268 (6.5%)	25,066 (6.8%)	76,921 (6.9%)
45-49	4,221 (6.4%)	23,878 (6.4%)	71,548 (6.4%)
50-54	4,061 (6.2%)	22,159 (6%)	67,538 (6.1%)
55-59	4,233 (6.4%)	23,134 (6.2%)	70,763 (6.3%)
60-64	4,120 (6.3%)	22,469 (6.1%)	70,368 (6.3%)

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Audience Profile

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65-69	3,792	(5.8%)	91	19,703	(5.3%)	84	64,117	(5.7%)	91
70-74	2,961	(4.5%)	83	15,268	(4.1%)	76	50,202	(4.5%)	83
75-79	2,391	(3.6%)	84	11,745	(3.2%)	74	38,843	(3.5%)	8
80-84	1,619	(2.5%)	86	7,790	(2.1%)	74	26,157	(2.3%)	8
85+	1,434	(2.2%)	83	7,851	(2.1%)	8	26,298	(2.4%)	90

Employment by Occupation

Total Employees (16+ Years Old)	51,568			303,459			968,068		
Professional Specialty	8,247	(16%)	65	52,050	(17.2%)	69	195,028	(20.1%)	8
Office Admin	6,881	(13.3%)	126	36,329	(12%)	113	105,879	(10.9%)	103
Production & Transportation	6,870	(13.3%)	103	40,922	(13.5%)	105	113,295	(11.7%)	91
Managerial/Executive	5,836	(11.3%)	65	31,406	(10.3%)	60	113,257	(11.7%)	67
Healthcare support	5,790	(11.2%)	343	34,344	(11.3%)	346	97,246	(10%)	307
Sales	4,663	(9%)	97	25,246	(8.3%)	89	78,209	(8.1%)	86
Food Preparation & Serving	3,612	(7%)	137	19,267	(6.3%)	124	66,464	(6.9%)	35
Construction	3,500	(6.8%)	85	20,056	(6.6%)	83	60,624	(6.3%)	7
Building Maintenance & Cleaning	2,765	(5.4%)	158	19,241	(6.3%)	187	61,837	(6.4%)	188

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Protective	1,950	(3.8%)	175	13,280	(4.4%)	202	34,534	(3.6%)	165
Personal Care	1,441	(2.8%)	112	10,889	(3.6%)	144	40,473	(4.2%)	168
Farming, Fishing & Forestry	13	(<0.5%)	4	429	(<0.5%)	25	1,222	(<0.5%)	22

Employment by Industry

Total Employees (16+ Years Old)	51,568			303,459			968,068		
Educational Services	17,605	(34.1%)	146	101,496	(33.4%)	143	312,478	(32.3%)	138
Wholesale Retail	6,827	(13.2%)	101	37,043	(12.2%)	93	111,227	(11.5%)	87
Entertainment Services	5,550	(10.8%)	124	29,143	(9.6%)	111	107,654	(11.1%)	128
Transportation	5,099	(9.9%)	169	27,139	(8.9%)	153	75,471	(7.8%)	133
Financial, Insurance & Real Estate	3,352	(6.5%)	96	19,012	(6.3%)	93	62,569	(6.5%)	96
Agriculture/Mining/Construction	2,926	(5.7%)	67	18,022	(5.9%)	70	54,582	(5.6%)	66
Public Administration	2,366	(4.6%)	96	11,533	(3.8%)	86	33,335	(3.4%)	72
Administrative/Waste Services	2,076	(4%)	96	17,699	(5.8%)	139	51,148	(5.3%)	126
Professional Services	2,037	(4%)	49	12,479	(4.1%)	51	52,727	(5.4%)	67
Other Professional Services	1,920	(3.7%)	77	14,527	(4.8%)	102	54,208	(5.6%)	119
Manufacturing	1,242	(2.4%)	24	10,099	(3.3%)	34	29,163	(3%)	30

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Information	518	(1%)	54	4,938	(1.6%)	87	22,629	(2.3%)	125
Management Services	50	(<0.5%)	76	329	(<0.5%)	85	877	(<0.5%)	71

Language Spoken

Speak Spanish at Home	51,847	(44.4%)	313	293,711	(44.2%)	312	865,051	(43.4%)	306
Speak English at Home	48,061	(41.1%)	53	277,390	(41.7%)	54	815,969	(41%)	53
Speak Other Language at Home	16,989	(14.5%)	171	93,860	(14.1%)	166	311,394	(15.6%)	184

Ancestry

Puerto Rican	33,472	(27%)	959	162,559	(23%)	817	320,108	(15.1%)	537
Dominican	19,147	(15.4%)	2304	123,465	(17.5%)	2608	424,722	(20%)	2991
South Central Asian (e.g. Indian)	13,514	(10.9%)	690	25,732	(3.6%)	230	53,848	(2.5%)	161
Other	6,262	(5%)	37	47,149	(6.7%)	49	164,952	(7.8%)	57
South American	4,858	(3.9%)	287	28,205	(4%)	292	105,717	(5%)	365
Mexican	3,597	(2.9%)	26	29,168	(4.1%)	37	107,287	(5.1%)	45
Other Hispanic	3,302	(2.7%)	250	21,983	(3.1%)	292	73,830	(3.5%)	327
Central American	3,039	(2.4%)	137	21,076	(3%)	167	51,625	(2.4%)	137
Unclassified	1,764	(1.4%)	10	17,891	(2.5%)	17	58,877	(2.8%)	19

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Chinese	1,069	(0.9%)	10,253	(1.5%)	77,623	(3.7%)
Other Asian	872	(0.7%)	2,642	(<0.5%)	9,113	(<0.5%)
Cuban	525	(<0.5%)	4,413	(0.6%)	14,764	(0.7%)
Native American (Indian/Eskimo)	508	(<0.5%)	1,618	(<0.5%)	3,840	(<0.5%)
American	181	(<0.5%)	1,961	(<0.5%)	8,096	(<0.5%)
South East Asian (e.g. Vietnamese)	129	(<0.5%)	1,724	(<0.5%)	6,026	(<0.5%)
Italian	119	(<0.5%)	12,992	(1.8%)	27,490	(1.3%)
Korean	80	(<0.5%)	1,757	(<0.5%)	19,757	(0.9%)
Middle Eastern	69	(<0.5%)	1,151	(<0.5%)	4,869	(<0.5%)
Scottish/Irish	49	(<0.5%)	4,256	(0.6%)	13,587	(0.6%)
Hawaiian/Pacific Islander	49	(<0.5%)	232	(<0.5%)	673	(<0.5%)
Other European (e.g. Greek/Russian)	33	(<0.5%)	4,477	(0.6%)	22,642	(1.1%)
German	19	(<0.5%)	1,784	(<0.5%)	7,336	(<0.5%)
Japanese	11	(<0.5%)	283	(<0.5%)	2,140	(<0.5%)
Polish	3	(<0.5%)	586	(<0.5%)	3,161	(<0.5%)
French	3	(<0.5%)	269	(<0.5%)	1,597	(<0.5%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Scandinavian	1	(<0.5%)	174	(<0.5%)	1,230	(<0.5%)
Dutch			33	(<0.5%)	312	(<0.5%)
British			390	(<0.5%)	3,742	(<0.5%)

Education (Age 25+)

Total Educated Population	84,862		475,138		1.5M	
Elementary (0 to 8 Years)	11,548	(13.6%)	63,097	(13.3%)	189,187	(12.7%)
Some High School (9 to 11 Years)	10,223	(12%)	59,034	(12.4%)	165,111	(11.1%)
High School Graduate (12 Years)	24,831	(29.3%)	136,897	(28.8%)	401,801	(27.1%)
Some College (13 to 16 Years)	14,733	(17.4%)	80,111	(16.9%)	235,207	(15.8%)
Associates Degree Only	6,601	(7.8%)	39,191	(8.2%)	110,963	(7.5%)
Bachelor's Degree Only	11,364	(13.4%)	64,241	(13.5%)	238,684	(16.1%)
Graduate Degree	5,562	(6.6%)	32,567	(6.9%)	143,609	(9.7%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	42,874	245,789	771,362
One Person Households	11,473 (26.8%)	70,057 (28.5%)	229,400 (29.7%)
Married Couple	12,648 (29.5%)	69,538 (28.3%)	225,911 (29.3%)
Male Householder	3,764 (8.8%)	20,410 (8.3%)	59,930 (7.8%)
Female Householder	12,970 (30.3%)	74,091 (30.1%)	205,849 (26.7%)
Non Family Households	2,019 (4.7%)	11,693 (4.8%)	50,272 (6.5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	42,874	245,789	771,362
1 Person Household	11,473 (26.8%)	70,057 (28.5%)	229,400 (29.7%)
2 Person Household	10,171 (23.7%)	59,813 (24.3%)	199,955 (25.9%)
3 Person Household	7,783 (18.2%)	44,431 (18.1%)	136,445 (17.7%)
4 Person Household	6,321 (14.7%)	34,676 (14.1%)	101,817 (13.2%)
5 Person Household	3,668 (8.6%)	19,604 (8%)	55,387 (7.2%)
6 Person Household	1,892 (4.4%)	9,617 (3.9%)	27,586 (3.6%)
7+ Person Household	1,566 (3.7%)	7,591 (3.1%)	20,772 (2.7%)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	44,683	257,471	814,132
Renter Occupied Housing	32,329	192,957	608,674
Owner Occupied Housing	10,545	52,832	162,688
Vacant Housing	1,809	11,682	42,770

Housing Rent

Average Rent	\$1,456.37	94	\$1,455.54	94	\$1,586.29	103
Median Rent	\$1,457.39	103	\$1,427.06	101	\$1,546.02	110
Total Cash Rents Housing	31,631	188,422	593,726			
<\$300	2,155 (6.8%)	244	12,208 (6.5%)	232	28,931 (4.9%)	174
\$300-\$500	2,134 (6.7%)	175	11,969 (6.4%)	165	29,710 (5%)	130
\$500-\$750	2,195 (6.9%)	8	13,021 (6.9%)	8	36,561 (6.2%)	71
\$750-\$1000	2,499 (7.9%)	61	15,958 (8.5%)	65	46,279 (7.8%)	60
\$1000-\$1500	7,469 (23.6%)	90	48,067 (25.5%)	97	141,749 (23.9%)	91
\$1500-\$2000	7,657 (24.2%)	115	45,660 (24.2%)	115	148,136 (25%)	118
\$2000-\$2500	5,059 (16%)	136	25,225 (13.4%)	114	88,372 (14.9%)	127

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	1,767	(5.6%)	97	10,532	(5.6%)	97	41,480	(7%)	121
\$3000-\$3500	514	(1.6%)	53	3,711	(2%)	64	17,970	(3%)	99
>\$3500	182	(0.6%)	16	2,071	(1.1%)	30	14,538	(2.4%)	67

Value of Owner-Occupied Housing Units

Average House Value	\$741,085.11		138	\$828,291.93		154	\$902,467.43		168
Median House Value	\$730,912.15		187	\$809,750.51		207	\$830,451.98		212
Owner Occupied Housing	10,545			52,832			162,688		
<\$100K	563	(5.3%)	65	2,400	(4.5%)	55	13,094	(8%)	98
\$100K - \$200K	502	(4.8%)	37	1,712	(3.2%)	25	4,883	(3%)	23
\$200K - \$300K	823	(7.8%)	50	2,586	(4.9%)	31	7,188	(4.4%)	28
\$300K - \$400K	705	(6.7%)	46	2,930	(5.5%)	38	8,723	(5.4%)	37
\$400K - \$500K	629	(6%)	51	2,923	(5.5%)	48	10,115	(6.2%)	54
\$500K - \$1000K	4,885	(46.3%)	181	24,175	(45.8%)	179	57,897	(35.6%)	139
>\$1000K	2,438	(23.1%)	199	16,106	(30.5%)	263	60,788	(37.4%)	322

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



Benchmark: Nationwide



Poverty

Households in Poverty	11,229	(26.2%)		68,317	(27.8%)		195,047	(25.3%)	
Households Above Poverty	31,645	(73.8%)		177,472	(72.2%)		576,315	(74.7%)	
Households in Poverty (Married)	1,490	(3.5%)		7,262	(3%)		24,104	(3.1%)	
Households in Poverty (Male Householder)	601	(1.4%)		3,751	(1.5%)		9,900	(1.3%)	
Households in Poverty (Female Householder)	3,920	(9.1%)		23,323	(9.5%)		60,944	(7.9%)	
Households in Poverty (Non-Family)	4,911	(11.5%)		31,509	(12.8%)		92,807	(12%)	
Households in Poverty (Non-Family Student)	307	(0.7%)		2,472	(1%)		7,292	(0.9%)	

Wealth per Household

Household Average Wealth	\$192,589.33		\$189,403.51		\$196,849.29				
Household Median Wealth	\$42,297.16		\$39,818.59		\$43,284.2				
<\$0K	8,966	(20.9%)		52,156	(21.2%)		160,824	(20.8%)	
\$0K - \$5K	4,996	(11.7%)		29,124	(11.8%)		88,838	(11.5%)	
\$5K - \$10K	2,430	(5.7%)		14,148	(5.8%)		43,436	(5.6%)	
\$10K - \$25K	3,017	(7%)		17,476	(7.1%)		54,170	(7%)	
\$25K - \$50K	2,931	(6.8%)		16,854	(6.9%)		52,520	(6.8%)	

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	4,189	(9.8%)	23,847	(9.7%)	74,392	(9.6%)
\$100K - \$250K	6,887	(16.1%)	38,930	(15.8%)	123,064	(16%)
\$250K - \$500K	4,662	(10.9%)	26,270	(10.7%)	84,571	(11%)
>\$500K	4,796	(11.2%)	26,984	(11%)	89,547	(11.6%)

Vehicles per Household

Total Number of Vehicles	26,400		145,352		398,736	
Average Number of Vehicles	0.62		0.59		0.52	
No Vehicles	23,602	(55%)	141,042	(57.4%)	472,647	(61.3%)
1 Vehicle	13,802	(32.2%)	73,655	(30%)	221,047	(28.7%)
2 Vehicles	4,270	(10%)	23,871	(9.7%)	60,164	(7.8%)
3 or more Vehicles	1,200	(2.8%)	7,221	(2.9%)	17,504	(2.3%)

Population Change

Births	1,378		7,785		23,243
Deaths	804		4,246		13,712
Migration	-877		1,074		1,726

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	1,017	10,085	38,388
Total Employees	16,848	159,206	564,021

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