



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	34,180		253,978		584,249	
Households	13,084		89,637		213,074	
Persons per Household	2.57	101	2.82	111	2.72	107
Household Median Income	\$116,184.23	133	\$95,212.22	109	\$103,524.32	119
Household Median Disposable Income	\$96,241.65	128	\$79,418.67	106	\$86,255.26	115
Household Median Discretionary Income	\$70,293.47	121	\$52,494.73	91	\$60,637.9	105
Average Income Per Person	\$57,535.31	122	\$44,827.81	95	\$49,208	104
Median Rent	\$1,788.98	127	\$1,615.12	114	\$1,717.42	122
Median House Value	\$722,553.48	185	\$659,317.99	168	\$633,111.45	162
Households in Poverty	1,003 (7.7%)	61	12,406 (13.8%)	109	23,446 (11%)	87
Household Median Wealth	\$86,449.65	106	\$69,091.29	84	\$76,844.48	94
Average Age	41.88	102	39.52	96	40.89	99
Median Age	41.61	103	38.23	95	40.57	100
Households with Children	3,788 (29%)	108	29,298 (32.7%)	122	62,009 (29.1%)	108
High School Graduate or Higher	23,181 (93%)	104	146,429 (83.8%)	94	361,176 (87.1%)	98

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	11,381 (45.7%)	56,900 (32.6%)	148,712 (35.9%)
Pop density (per sq mi)	5,265	8,070	7,959
Area (based on blockgroups)	6	31	73

Population

Population 2025 Q4	34,180	253,978	584,249
Population 2025 Q3	34,169	253,778	583,759
Population 2025 Q2	34,128	253,716	583,175
Population 2025 Q1	34,170	253,639	581,718
Population 2024 Q4	34,153	253,401	580,774
Population 2024 Q3	34,113	252,857	579,866
Population 2024 Q2	34,097	252,423	578,207
Population 2024 Q1	34,072	252,000	576,519
Population 2023 Q4	33,967	251,249	574,256
Population 5 Years Forecast	34,450	254,163	591,734
Population 10 Years Forecast	34,970	256,443	600,914
Persons per Household	2.57	2.82	2.72

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	510	(1.5%)	64	1,241	(<0.5%)	21	4,935	(0.8%)	36
Transient Population - Average Last 4 Quarters	614	(1.8%)	144	2,674	(1.1%)	84	5,737	(1%)	7

Households

Households 2025 Q4	13,084		89,637		213,074
Households 2025 Q3	13,077		89,546		212,824
Households 2025 Q2	13,063		89,541		212,625
Households 2025 Q1	13,077		89,533		212,053
Households 2024 Q4	13,070		89,437		211,703
Households 2024 Q3	13,058		89,273		211,426
Households 2024 Q2	13,051		89,121		210,787
Households 2024 Q1	13,040		88,982		210,161
Households 2023 Q4	12,997		88,694		209,288
Households 5 Years Forecast	13,204		89,664		216,033
Households 10 Years Forecast	13,417		90,497		219,581

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Gender

Male	16,720	(48.9%)	100	123,330	(48.6%)	99	283,332	(48.5%)	99
Female	17,460	(51.1%)	100	130,648	(51.4%)	101	300,917	(51.5%)	101

Ethnicity

White	21,405	(62.6%)	109	102,645	(40.4%)	70	242,184	(41.5%)	72
Hispanic (Ethnic)	6,696	(19.6%)	100	112,831	(44.4%)	227	232,489	(39.8%)	203
Asian	4,227	(12.4%)	214	20,057	(7.9%)	137	55,021	(9.4%)	163
Other	987	(2.9%)	56	6,592	(2.6%)	50	18,243	(3.1%)	60
Black	865	(2.5%)	21	11,853	(4.7%)	40	36,312	(6.2%)	53

Household by Ethnicity

White	7,799	(59.6%)	97	35,816	(40%)	65	89,073	(41.8%)	68
Hispanic (Ethnic)	2,725	(20.8%)	137	38,106	(42.5%)	280	79,393	(37.3%)	245
Asian	1,372	(10.5%)	227	5,768	(6.4%)	139	16,030	(7.5%)	163
Other	883	(6.7%)	89	5,894	(6.6%)	87	16,121	(7.6%)	100
Black	305	(2.3%)	21	4,053	(4.5%)	41	12,457	(5.8%)	53

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	\$148,324.28	122	\$126,547.99	104	\$134,190.79	110
Average Income Per Person	\$57,535.31	122	\$44,827.81	95	\$49,208	104
Household Median Income	\$116,184.23	133	\$95,212.22	109	\$103,524.32	119
<\$15K	655 (5%)	69	5,872 (6.6%)	91	12,218 (5.7%)	7
\$15K - \$25K	523 (4%)	68	5,501 (6.1%)	104	10,672 (5%)	85
\$25K - \$35K	499 (3.8%)	62	5,269 (5.9%)	96	10,539 (4.9%)	8
\$35K - \$50K	826 (6.3%)	67	7,149 (8%)	85	15,964 (7.5%)	8
\$50K - \$75K	1,323 (10.1%)	68	11,865 (13.2%)	88	27,912 (13.1%)	88
\$75K - \$100K	1,697 (13%)	103	11,091 (12.4%)	98	26,005 (12.2%)	97
\$100K - \$150K	2,847 (21.8%)	120	16,603 (18.5%)	102	41,269 (19.4%)	107
\$150K - \$175K	825 (6.3%)	100	5,955 (6.6%)	105	15,346 (7.2%)	114
\$175K - \$200K	685 (5.2%)	105	4,763 (5.3%)	106	12,647 (5.9%)	119
\$200K - \$250K	1,793 (13.7%)	170	8,714 (9.7%)	121	22,674 (10.6%)	32
\$250K - \$500K	770 (5.9%)	170	3,733 (4.2%)	121	9,715 (4.6%)	32
>\$500K	641 (4.9%)	170	3,122 (3.5%)	121	8,113 (3.8%)	32

Disposable Households Income

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



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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$110,377.36	122	\$95,205.06	105	\$100,413.87	111
Household Median Disposable Income	\$96,241.65	128	\$79,418.67	106	\$86,255.26	115
<\$15K	685 (5.2%)	66	6,427 (7.2%)	91	13,372 (6.3%)	8
\$15K - \$25K	684 (5.2%)	76	6,654 (7.4%)	108	12,918 (6.1%)	88
\$25K - \$35K	586 (4.5%)	63	5,978 (6.7%)	93	12,595 (5.9%)	83
\$35K - \$50K	919 (7%)	62	8,246 (9.2%)	8	18,571 (8.7%)	7
\$50K - \$75K	1,939 (14.8%)	88	14,959 (16.7%)	99	35,177 (16.5%)	98
\$75K - \$100K	2,077 (15.9%)	111	12,723 (14.2%)	99	30,864 (14.5%)	101
\$100K - \$150K	2,790 (21.3%)	113	17,589 (19.6%)	104	45,019 (21.1%)	112
\$150K - \$175K	986 (7.5%)	147	5,304 (5.9%)	115	13,918 (6.5%)	127
\$175K - \$200K	666 (5.1%)	149	3,206 (3.6%)	104	8,345 (3.9%)	114
\$200K - \$250K	705 (5.4%)	162	3,439 (3.8%)	116	8,975 (4.2%)	127
\$250K - \$500K	961 (7.3%)	162	4,701 (5.2%)	116	12,257 (5.8%)	127
>\$500K	86 (0.7%)	165	411 (<0.5%)	115	1,063 (<0.5%)	126

Discretionary Households Income

Household Average Discretionary Income	\$79,005.5	115	\$63,990.84	93	\$70,435.04	103
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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	\$70,293.47	121	\$52,494.73	91	\$60,637.9	105
<\$10K	644 (4.9%)	63	8,490 (9.5%)	122	15,987 (7.5%)	97
\$10K - \$20K	868 (6.6%)	72	10,310 (11.5%)	126	18,647 (8.8%)	96
\$20K - \$30K	898 (6.9%)	75	8,055 (9%)	95	17,888 (8.4%)	89
\$30K - \$40K	807 (6.2%)	67	7,882 (8.8%)	96	18,309 (8.6%)	94
\$40K - \$50K	1,187 (9.1%)	108	8,252 (9.2%)	109	18,556 (8.7%)	103
\$50K - \$75K	2,603 (19.9%)	113	15,112 (16.9%)	96	37,979 (17.8%)	101
\$75K - \$100K	1,859 (14.2%)	114	10,796 (12%)	97	28,773 (13.5%)	109
\$100K - \$125K	1,314 (10%)	118	7,745 (8.6%)	102	20,059 (9.4%)	111
\$125K - \$150K	1,327 (10.1%)	156	6,869 (7.7%)	118	18,272 (8.6%)	132
>\$150K	1,577 (12.1%)	119	6,126 (6.8%)	68	18,604 (8.7%)	86

Households Income by Ethnicity

Average Income - White	\$116,054.25	113	\$111,499.42	109	\$111,501.34	109
Median Income - White	\$113,381.64	120	\$108,437.95	115	\$108,423.24	115
Average Income - Black	\$91,088.4	122	\$79,367.03	107	\$92,968.29	125
Median Income - Black	\$64,166.39	107	\$63,764.99	106	\$80,244.18	133


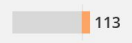

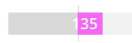


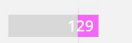

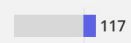
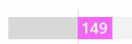


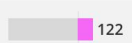
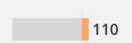

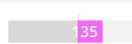

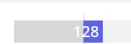
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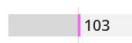





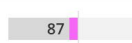




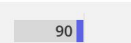
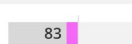

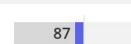
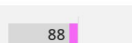

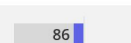



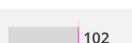


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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$141,764.7  117	\$136,852.78  113	\$131,503.39  109
Median Income - Asian	\$169,798.26  135	\$152,590.91  121	\$141,505.75  112
Average Income - Hispanic	\$111,520.87  129	\$92,325.07  106	\$101,843.33  117
Median Income - Hispanic	\$112,007.18  149	\$82,041.97  109	\$94,827.79  126
Average Income - Other	\$117,299.51  122	\$105,009.76  110	\$113,099.66  118
Median Income - Other	\$117,174.11  135	\$100,038.46  116	\$110,757.66  128

Age

Average Age	41.88  102	39.52  96	40.89  99
Median Age	41.61  103	38.23  95	40.57  100
0-4	2,007 (5.9%)  109	15,513 (6.1%)  114	34,915 (6%)  111
5-13	3,018 (8.8%)  87	27,384 (10.8%)  106	58,198 (10%)  98
14-17	1,409 (4.1%)  71	13,118 (5.2%)  98	27,599 (4.7%)  90
18-21	1,568 (4.6%)  83	13,327 (5.2%)  95	28,063 (4.8%)  87
22-24	1,256 (3.7%)  88	9,886 (3.9%)  93	20,927 (3.6%)  86
25-29	2,004 (5.9%)  100	15,531 (6.1%)  104	34,573 (5.9%)  101
30-34	2,237 (6.5%)  102	17,061 (6.7%)  105	39,067 (6.7%)  104

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	1 Mile		3 Mile		5 Mile				
35-39	2,586	(7.6%)	115	18,783	(7.4%)	112	42,869	(7.3%)	111
40-44	2,500	(7.3%)	114	18,196	(7.2%)	111	41,453	(7.1%)	110
45-49	2,330	(6.8%)	113	17,094	(6.7%)	112	38,846	(6.6%)	111
50-54	2,235	(6.5%)	110	15,731	(6.2%)	105	36,638	(6.3%)	106
55-59	2,283	(6.7%)	111	15,655	(6.2%)	102	37,586	(6.4%)	106
60-64	2,272	(6.6%)	105	15,265	(6%)	95	37,677	(6.4%)	102
65-69	2,170	(6.3%)	104	14,116	(5.6%)	91	35,482	(6.1%)	99
70-74	1,707	(5%)	97	10,935	(4.3%)	84	27,385	(4.7%)	91
75-79	1,214	(3.6%)	89	7,759	(3.1%)	77	20,020	(3.4%)	86
80-84	705	(2.1%)	80	4,576	(1.8%)	71	12,100	(2.1%)	80
85+	679	(2%)	96	4,048	(1.6%)	77	10,851	(1.9%)	89

Age - Male

Male Average Age	40.79		102	38.41		96	39.62		99
Male Median Age	40.68		106	37.26		97	38.42		100
0-4	1,033	(6.2%)	110	7,985	(6.5%)	115	17,967	(6.3%)	113
5-13	1,571	(9.4%)	89	13,759	(11.2%)	106	29,566	(10.4%)	99

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14-17	701	(4.2%)	7	6,659	(5.4%)	99	14,078	(5%)	91
18-21	783	(4.7%)	8	6,787	(5.5%)	95	14,402	(5.1%)	88
22-24	634	(3.8%)	86	5,038	(4.1%)	93	10,796	(3.8%)	87
25-29	1,006	(6%)	98	7,898	(6.4%)	104	17,747	(6.3%)	102
30-34	1,120	(6.7%)	101	8,364	(6.8%)	103	19,215	(6.8%)	103
35-39	1,298	(7.8%)	116	9,144	(7.4%)	111	20,960	(7.4%)	111
40-44	1,254	(7.5%)	116	8,927	(7.2%)	112	20,329	(7.2%)	111
45-49	1,114	(6.7%)	111	8,307	(6.7%)	112	18,736	(6.6%)	110
50-54	1,086	(6.5%)	110	7,546	(6.1%)	103	17,661	(6.2%)	105
55-59	1,125	(6.7%)	112	7,528	(6.1%)	102	17,979	(6.3%)	106
60-64	1,116	(6.7%)	107	7,248	(5.9%)	94	17,823	(6.3%)	101
65-69	1,025	(6.1%)	104	6,558	(5.3%)	91	16,366	(5.8%)	98
70-74	821	(4.9%)	102	5,045	(4.1%)	85	12,564	(4.4%)	92
75-79	542	(3.2%)	89	3,383	(2.7%)	75	8,701	(3.1%)	84
80-84	284	(1.7%)	7	1,835	(1.5%)	68	4,876	(1.7%)	7
85+	207	(1.2%)	8	1,319	(1.1%)	71	3,566	(1.3%)	83

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	42.92	40.58	42.09
Female Median Age	42.54	40.15	41.7
0-4	974 (5.6%)	7,528 (5.8%)	16,948 (5.6%)
5-13	1,447 (8.3%)	13,625 (10.4%)	28,632 (9.5%)
14-17	708 (4.1%)	6,459 (4.9%)	13,521 (4.5%)
18-21	785 (4.5%)	6,540 (5%)	13,661 (4.5%)
22-24	622 (3.6%)	4,848 (3.7%)	10,131 (3.4%)
25-29	998 (5.7%)	7,633 (5.8%)	16,826 (5.6%)
30-34	1,117 (6.4%)	8,697 (6.7%)	19,852 (6.6%)
35-39	1,288 (7.4%)	9,639 (7.4%)	21,909 (7.3%)
40-44	1,246 (7.1%)	9,269 (7.1%)	21,124 (7%)
45-49	1,216 (7%)	8,787 (6.7%)	20,110 (6.7%)
50-54	1,149 (6.6%)	8,185 (6.3%)	18,977 (6.3%)
55-59	1,158 (6.6%)	8,127 (6.2%)	19,607 (6.5%)
60-64	1,156 (6.6%)	8,017 (6.1%)	19,854 (6.6%)

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65-69	1,145	(6.6%)	103	7,558	(5.8%)	91	19,116	(6.4%)	100
70-74	886	(5.1%)	94	5,890	(4.5%)	83	14,821	(4.9%)	91
75-79	672	(3.8%)	89	4,376	(3.3%)	76	11,319	(3.8%)	87
80-84	421	(2.4%)	85	2,741	(2.1%)	74	7,224	(2.4%)	84
85+	472	(2.7%)	103	2,729	(2.1%)	86	7,285	(2.4%)	92

Employment by Occupation

Total Employees (16+ Years Old)	18,873			131,965			308,874		
Professional Specialty	5,009	(26.5%)	107	29,616	(22.4%)	91	75,680	(24.5%)	99
Managerial/Executive	4,174	(22.1%)	127	21,165	(16%)	92	53,729	(17.4%)	100
Sales	2,163	(11.5%)	123	11,479	(8.7%)	93	26,977	(8.7%)	94
Production & Transportation	1,696	(9%)	70	22,890	(17.3%)	134	45,577	(14.8%)	114
Office Admin	1,685	(8.9%)	84	13,573	(10.3%)	97	34,332	(11.1%)	105
Construction	1,373	(7.3%)	91	10,638	(8.1%)	101	23,428	(7.6%)	95
Personal Care	824	(4.4%)	175	3,875	(2.9%)	118	7,905	(2.6%)	103
Food Preparation & Serving	646	(3.4%)	67	5,931	(4.5%)	88	12,884	(4.2%)	86
Building Maintenance & Cleaning	535	(2.8%)	84	5,294	(4%)	118	10,851	(3.5%)	104

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				
Protective	490	(2.6%)	120	2,766	(2.1%)	97	6,965	(2.3%)	104
Healthcare support	274	(1.5%)	44	4,575	(3.5%)	106	10,371	(3.4%)	103
Farming, Fishing & Forestry	4	(<0.5%)	4	163	(<0.5%)	22	175	(<0.5%)	10

Employment by Industry

	1 Mile		3 Mile		5 Mile				
Total Employees (16+ Years Old)	18,873			131,965			308,874		
Educational Services	3,576	(18.9%)	8	29,065	(22%)	94	71,580	(23.2%)	99
Wholesale Retail	3,260	(17.3%)	31	19,945	(15.1%)	115	43,226	(14%)	106
Professional Services	2,196	(11.6%)	144	10,373	(7.9%)	97	26,508	(8.6%)	106
Financial, Insurance & Real Estate	1,690	(9%)	33	9,516	(7.2%)	107	23,001	(7.4%)	110
Agriculture/Mining/Construction	1,368	(7.2%)	85	9,701	(7.4%)	86	20,095	(6.5%)	74
Manufacturing	1,366	(7.2%)	73	14,845	(11.2%)	113	32,289	(10.5%)	105
Entertainment Services	1,311	(6.9%)	8	10,126	(7.7%)	88	22,923	(7.4%)	85
Other Professional Services	906	(4.8%)	102	6,294	(4.8%)	101	15,301	(5%)	105
Transportation	857	(4.5%)	7	8,497	(6.4%)	110	21,889	(7.1%)	121
Public Administration	844	(4.5%)	94	4,206	(3.2%)	67	11,527	(3.7%)	7
Administrative/Waste Services	768	(4.1%)	97	6,414	(4.9%)	116	12,633	(4.1%)	98

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



Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Information	717	(3.8%)	204	2,897	(2.2%)	118	7,257	(2.3%)	126
Management Services	14	(<0.5%)	58	86	(<0.5%)	51	645	(<0.5%)	165

Language Spoken

Speak English at Home	18,756	(58.3%)	75	103,453	(43.4%)	56	256,626	(46.7%)	60
Speak Other Language at Home	8,804	(27.4%)	322	42,736	(17.9%)	211	109,259	(19.9%)	234
Speak Spanish at Home	4,613	(14.3%)	101	92,276	(38.7%)	273	183,449	(33.4%)	236

Ancestry

Other	6,530	(19.1%)	140	37,814	(14.9%)	109	90,737	(15.5%)	114
Polish	3,664	(10.7%)	783	10,779	(4.2%)	310	18,635	(3.2%)	233
Italian	3,557	(10.4%)	389	16,265	(6.4%)	240	39,630	(6.8%)	254
Unclassified	2,933	(8.6%)	58	16,694	(6.6%)	45	40,481	(6.9%)	47
South American	2,493	(7.3%)	534	25,884	(10.2%)	746	68,339	(11.7%)	856
Scottish/Irish	1,735	(5.1%)	85	6,747	(2.7%)	44	18,285	(3.1%)	52
South Central Asian (e.g. Indian)	1,539	(4.5%)	285	8,211	(3.2%)	205	22,151	(3.8%)	240
Dominican	1,238	(3.6%)	541	29,226	(11.5%)	1718	57,222	(9.8%)	1463
Puerto Rican	1,203	(3.5%)	125	16,479	(6.5%)	231	38,644	(6.6%)	235

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				
German	1,111	(3.3%)	46	4,345	(1.7%)	24	11,123	(1.9%)	27
Korean	1,006	(2.9%)	663	2,790	(1.1%)	248	7,288	(1.2%)	281
Other European (e.g. Greek/Russian)	1,000	(2.9%)	105	6,678	(2.6%)	95	15,597	(2.7%)	96
Cuban	682	(2%)	263	3,864	(1.5%)	200	10,019	(1.7%)	226
Chinese	614	(1.8%)	140	2,029	(0.8%)	62	5,521	(0.9%)	73
Mexican	496	(1.5%)	13	26,391	(10.4%)	93	31,626	(5.4%)	49
American	435	(1.3%)	32	2,525	(1%)	25	5,658	(1%)	24
Middle Eastern	385	(1.1%)	202	2,956	(1.2%)	209	9,251	(1.6%)	284
British	382	(1.1%)	21	1,542	(0.6%)	12	4,171	(0.7%)	14
Other Hispanic	371	(1.1%)	102	5,488	(2.2%)	203	12,722	(2.2%)	205
South East Asian (e.g. Vietnamese)	259	(0.8%)	160	1,066	(<0.5%)	89	3,330	(0.6%)	121
Central American	213	(0.6%)	35	5,499	(2.2%)	121	13,917	(2.4%)	34
French	171	(0.5%)	47	528	(<0.5%)	20	1,126	(<0.5%)	18
Scandinavian	132	(<0.5%)	22	421	(<0.5%)	10	1,094	(<0.5%)	11
Dutch	82	(<0.5%)	46	420	(<0.5%)	31	1,151	(<0.5%)	38
Other Asian	77	(<0.5%)	64	322	(<0.5%)	36	935	(<0.5%)	45

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Native American (Indian/Eskimo)	51	(<0.5%)	24	244	(<0.5%)	15	601	(<0.5%)	16
Japanese	49	(<0.5%)	63	271	(<0.5%)	47	712	(<0.5%)	54
Hawaiian/Pacific Islander	2	(<0.5%)	3	27	(<0.5%)	6	108	(<0.5%)	10

Education (Age 25+)

Total Educated Population	24,922			174,750			414,547		
Elementary (0 to 8 Years)	687	(2.8%)	58	16,875	(9.7%)	202	30,775	(7.4%)	155
Some High School (9 to 11 Years)	1,054	(4.2%)	72	11,446	(6.5%)	111	22,596	(5.5%)	92
High School Graduate (12 Years)	6,217	(24.9%)	96	53,235	(30.5%)	117	121,289	(29.3%)	112
Some College (13 to 16 Years)	3,244	(13%)	67	24,196	(13.8%)	72	62,612	(15.1%)	71
Associates Degree Only	2,339	(9.4%)	107	12,098	(6.9%)	71	28,563	(6.9%)	71
Bachelor's Degree Only	6,985	(28%)	131	35,889	(20.5%)	96	95,447	(23%)	108
Graduate Degree	4,396	(17.6%)	128	21,011	(12%)	87	53,265	(12.8%)	93

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	13,084	89,637	213,074
One Person Households	3,372 (25.8%)	22,170 (24.7%)	55,637 (26.1%)
Married Couple	6,539 (50%)	40,698 (45.4%)	99,231 (46.6%)
Male Householder	882 (6.7%)	5,155 (5.8%)	12,507 (5.9%)
Female Householder	1,347 (10.3%)	17,221 (19.2%)	33,350 (15.7%)
Non Family Households	944 (7.2%)	4,393 (4.9%)	12,349 (5.8%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	13,084	89,637	213,074
1 Person Household	3,372 (25.8%)	22,170 (24.7%)	55,637 (26.1%)
2 Person Household	4,098 (31.3%)	23,965 (26.7%)	59,225 (27.8%)
3 Person Household	2,351 (18%)	16,360 (18.3%)	38,153 (17.9%)
4 Person Household	2,026 (15.5%)	14,265 (15.9%)	32,898 (15.4%)
5 Person Household	794 (6.1%)	6,999 (7.8%)	15,398 (7.2%)
6 Person Household	303 (2.3%)	3,261 (3.6%)	6,825 (3.2%)
7+ Person Household	140 (1.1%)	2,617 (2.9%)	4,938 (2.3%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	13,706	93,476	222,114
Owner Occupied Housing	7,302	40,884	109,885
Renter Occupied Housing	5,782	48,753	103,189
Vacant Housing	622	3,839	9,040

Housing Rent

Average Rent	\$1,854.12	120	\$1,648.1	107	\$1,754.81	113			
Median Rent	\$1,788.98	127	\$1,615.12	114	\$1,717.42	122			
Total Cash Rents Housing	5,597	47,782	100,760						
<\$300	8	(<0.5%)	5	1,139	(2.4%)	85	1,765	(1.8%)	63
\$300-\$500	28	(0.5%)	13	1,023	(2.1%)	56	1,824	(1.8%)	47
\$500-\$750	34	(0.6%)	7	1,846	(3.9%)	45	3,103	(3.1%)	35
\$750-\$1000	217	(3.9%)	30	2,930	(6.1%)	47	4,657	(4.6%)	36
\$1000-\$1500	1,444	(25.8%)	98	13,447	(28.1%)	107	24,364	(24.2%)	92
\$1500-\$2000	1,847	(33%)	157	15,228	(31.9%)	151	33,730	(33.5%)	159
\$2000-\$2500	1,221	(21.8%)	186	7,337	(15.4%)	131	18,457	(18.3%)	156

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	532	(9.5%)	164	3,087	(6.5%)	112	8,061	(8%)	138
\$3000-\$3500	182	(3.3%)	106	1,094	(2.3%)	75	2,737	(2.7%)	89
>\$3500	84	(1.5%)	41	651	(1.4%)	37	2,062	(2%)	56

Value of Owner-Occupied Housing Units

Average House Value	\$739,784.05	138	\$687,165.36	128	\$660,112.56	123			
Median House Value	\$722,553.48	185	\$659,317.99	168	\$633,111.45	162			
Owner Occupied Housing	7,302		40,884		109,885				
<\$100K	193	(2.6%)	32	1,238	(3%)	37	3,038	(2.8%)	34
\$100K - \$200K	6	(<0.5%)	1	425	(1%)	8	1,330	(1.2%)	9
\$200K - \$300K	122	(1.7%)	11	1,344	(3.3%)	21	3,922	(3.6%)	23
\$300K - \$400K	191	(2.6%)	18	2,745	(6.7%)	46	7,990	(7.3%)	50
\$400K - \$500K	601	(8.2%)	71	5,187	(12.7%)	110	15,885	(14.5%)	125
\$500K - \$1000K	5,131	(70.3%)	275	25,008	(61.2%)	239	66,605	(60.6%)	237
>\$1000K	1,058	(14.5%)	125	4,937	(12.1%)	104	11,115	(10.1%)	87

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



Benchmark: Nationwide



Poverty

Households in Poverty	1,003	(7.7%)	61	12,406	(13.8%)	109	23,446	(11%)	87
Households Above Poverty	12,081	(92.3%)	106	77,231	(86.2%)	99	189,628	(89%)	102
Households in Poverty (Married)	162	(1.2%)	57	2,039	(2.3%)	104	4,572	(2.1%)	99
Households in Poverty (Male Householder)	239	(1.8%)	287	710	(0.8%)	124	1,310	(0.6%)	97
Households in Poverty (Female Householder)	144	(1.1%)	37	4,848	(5.4%)	184	6,723	(3.2%)	107
Households in Poverty (Non-Family)	420	(3.2%)	51	4,526	(5%)	8	10,166	(4.8%)	76
Households in Poverty (Non-Family Student)	38	(<0.5%)	47	283	(<0.5%)	51	675	(<0.5%)	51

Wealth per Household

Household Average Wealth	\$251,999.39		104	\$229,086.12		94	\$238,487.64		98
Household Median Wealth	\$86,449.65		106	\$69,091.29		84	\$76,844.48		94
<\$0K	2,237	(17.1%)	99	16,554	(18.5%)	107	37,937	(17.8%)	103
\$0K - \$5K	1,075	(8.2%)	97	8,511	(9.5%)	112	19,041	(8.9%)	105
\$5K - \$10K	581	(4.4%)	98	4,389	(4.9%)	108	10,003	(4.7%)	104
\$10K - \$25K	818	(6.3%)	99	5,862	(6.5%)	103	13,648	(6.4%)	101
\$25K - \$50K	876	(6.7%)	98	6,087	(6.8%)	100	14,428	(6.8%)	99

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,310	(10%)	98	8,945	(10%)	97	21,382	(10%)	98
\$100K - \$250K	2,349	(18%)	99	15,511	(17.3%)	96	37,647	(17.7%)	98
\$250K - \$500K	1,767	(13.5%)	102	11,222	(12.5%)	94	27,627	(13%)	98
>\$500K	2,071	(15.8%)	106	12,556	(14%)	94	31,361	(14.7%)	99

Vehicles per Household

Total Number of Vehicles	21,935			136,553			339,067		
Average Number of Vehicles	1.68		92	1.52		83	1.59		87
No Vehicles	1,066	(8.1%)	99	12,192	(13.6%)	165	23,440	(11%)	133
1 Vehicle	5,009	(38.3%)	117	36,014	(40.2%)	122	84,980	(39.9%)	122
2 Vehicles	4,998	(38.2%)	104	28,561	(31.9%)	86	72,348	(34%)	92
3 or more Vehicles	2,011	(15.4%)	70	12,870	(14.4%)	65	32,306	(15.2%)	69

Population Change

Births	358			2,864			6,308		
Deaths	257			1,641			4,139		
Migration	-73			-556			1,518		

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

	1 Mile	3 Mile	5 Mile
Total Businesses	1,190	7,423	18,564
Total Employees	21,495	93,663	234,848

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