



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	41,611		298,112		638,594	
Households	15,004		105,483		227,807	
Persons per Household	2.77	109	2.8	110	2.78	109
Household Median Income	\$85,151.16	98	\$91,844.72	105	\$100,721.75	115
Household Median Disposable Income	\$71,608.46	96	\$77,098.41	103	\$83,979.31	112
Household Median Discretionary Income	\$45,608.89	76	\$51,671.46	89	\$57,862.82	100
Average Income Per Person	\$39,953.57	85	\$43,340.08	92	\$47,364.34	101
Median Rent	\$1,549.83	110	\$1,647.62	117	\$1,682.35	119
Median House Value	\$618,764.58	158	\$624,098.14	159	\$634,708.32	162
Households in Poverty	2,506 (16.7%)	132	14,090 (13.4%)	106	28,026 (12.3%)	97
Household Median Wealth	\$57,410.99	70	\$67,405.91	82	\$74,780.43	91
Average Age	38.05	92	39.81	97	40.66	99
Median Age	37.08	92	38.43	95	40.31	100
Households with Children	5,138 (34.2%)	128	32,486 (30.8%)	115	68,270 (30%)	112
High School Graduate or Higher	22,696 (80.6%)	90	173,335 (83.9%)	94	385,807 (86.1%)	96

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
Bachelor's Degree or Higher	7,675 (27.2%)	63,135 (30.6%)	155,474 (34.7%)
Pop density (per sq mi)	15,540	9,181	8,378
Area (based on blockgroups)	3	32	76

## Population

Population 2025 Q4	41,611	298,112	638,594
Population 2025 Q3	41,514	297,801	638,131
Population 2025 Q2	41,477	297,412	637,963
Population 2025 Q1	41,503	296,864	636,344
Population 2024 Q4	41,463	296,404	635,297
Population 2024 Q3	41,407	295,844	634,347
Population 2024 Q2	41,459	294,932	632,476
Population 2024 Q1	41,330	294,286	630,513
Population 2023 Q4	41,219	293,700	628,729
Population 5 Years Forecast	41,898	301,998	648,643
Population 10 Years Forecast	42,462	306,713	659,694
Persons per Household	2.77	2.8	2.78

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



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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	88	(<0.5%)	2,552	(0.9%)	6,062	(0.9%)
Transient Population - Average Last 4 Quarters			2,416	(0.8%)	4,405	(0.7%)

## Households

Households 2025 Q4	15,004	105,483	227,807
Households 2025 Q3	14,970	105,346	227,529
Households 2025 Q2	14,957	105,212	227,476
Households 2025 Q1	14,968	105,000	226,853
Households 2024 Q4	14,951	104,838	226,481
Households 2024 Q3	14,930	104,673	226,182
Households 2024 Q2	14,951	104,341	225,488
Households 2024 Q1	14,903	104,107	224,766
Households 2023 Q4	14,863	103,893	224,103
Households 5 Years Forecast	15,102	107,044	231,758
Households 10 Years Forecast	15,306	108,879	236,009

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



Benchmark: Nationwide



### Gender

Gender	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Male	20,116	(48.3%)	99	144,637	(48.5%)	99	309,100	(48.4%)	99
Female	21,495	(51.7%)	101	153,475	(51.5%)	101	329,494	(51.6%)	101

### Ethnicity

Hispanic (Ethnic)	21,899	(52.6%)	269	135,341	(45.4%)	232	262,303	(41.1%)	210
White	13,137	(31.6%)	55	113,680	(38.1%)	66	247,286	(38.7%)	67
Black	2,867	(6.9%)	58	18,166	(6.1%)	52	56,629	(8.9%)	75
Asian	2,772	(6.7%)	115	23,423	(7.9%)	136	54,115	(8.5%)	147
Other	936	(2.2%)	43	7,502	(2.5%)	48	18,261	(2.9%)	55

### Household by Ethnicity

Hispanic (Ethnic)	7,735	(51.6%)	340	44,777	(42.4%)	280	88,361	(38.8%)	255
White	4,688	(31.2%)	51	40,294	(38.2%)	62	89,601	(39.3%)	64
Black	945	(6.3%)	57	6,637	(6.3%)	57	18,275	(8%)	73
Other	916	(6.1%)	8	6,800	(6.4%)	85	15,815	(6.9%)	92
Asian	720	(4.8%)	104	6,975	(6.6%)	143	15,755	(6.9%)	150

### 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	\$110,632.7	91	\$121,612.06	100	\$131,995.19	108
Average Income Per Person	\$39,953.57	85	\$43,340.08	92	\$47,364.34	101
Household Median Income	\$85,151.16	98	\$91,844.72	105	\$100,721.75	115
<\$15K	1,094 (7.3%)	101	6,768 (6.4%)	89	14,750 (6.5%)	90
\$15K - \$25K	888 (5.9%)	101	6,328 (6%)	102	12,006 (5.3%)	90
\$25K - \$35K	1,001 (6.7%)	109	6,337 (6%)	98	11,965 (5.3%)	86
\$35K - \$50K	1,298 (8.7%)	92	9,140 (8.7%)	92	18,080 (7.9%)	85
\$50K - \$75K	2,376 (15.8%)	106	14,803 (14%)	94	29,539 (13%)	87
\$75K - \$100K	2,124 (14.2%)	113	13,301 (12.6%)	100	26,877 (11.8%)	94
\$100K - \$150K	2,761 (18.4%)	101	19,734 (18.7%)	103	42,840 (18.8%)	104
\$150K - \$175K	878 (5.9%)	93	6,952 (6.6%)	105	16,287 (7.1%)	113
\$175K - \$200K	536 (3.6%)	72	5,328 (5.1%)	101	13,317 (5.8%)	117
\$200K - \$250K	1,146 (7.6%)	95	9,399 (8.9%)	110	23,590 (10.4%)	128
\$250K - \$500K	492 (3.3%)	95	4,029 (3.8%)	111	10,108 (4.4%)	128
>\$500K	410 (2.7%)	95	3,364 (3.2%)	111	8,448 (3.7%)	129

## 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	\$86,328.25		95	\$92,670.78		102	\$98,508.94		109
Household Median Disposable Income	\$71,608.46		96	\$77,098.41		103	\$83,979.31		112
<\$15K	1,143	(7.6%)	97	7,465	(7.1%)	90	16,129	(7.1%)	90
\$15K - \$25K	1,171	(7.8%)	114	7,593	(7.2%)	105	14,386	(6.3%)	92
\$25K - \$35K	1,107	(7.4%)	103	7,396	(7%)	98	14,143	(6.2%)	87
\$35K - \$50K	1,618	(10.8%)	96	10,500	(10%)	88	21,119	(9.3%)	82
\$50K - \$75K	2,834	(18.9%)	112	18,320	(17.4%)	103	36,377	(16%)	95
\$75K - \$100K	2,408	(16%)	112	15,142	(14.4%)	100	32,059	(14.1%)	98
\$100K - \$150K	2,531	(16.9%)	89	20,595	(19.5%)	104	47,172	(20.7%)	110
\$150K - \$175K	643	(4.3%)	84	5,785	(5.5%)	107	14,544	(6.4%)	125
\$175K - \$200K	417	(2.8%)	8	3,457	(3.3%)	96	8,679	(3.8%)	111
\$200K - \$250K	454	(3%)	91	3,715	(3.5%)	106	9,336	(4.1%)	124
\$250K - \$500K	623	(4.2%)	92	5,071	(4.8%)	106	12,752	(5.6%)	123
>\$500K	55	(<0.5%)	92	444	(<0.5%)	106	1,111	(<0.5%)	123

## Discretionary Households Income

Household Average Discretionary Income	\$55,273.96		8	\$62,717.43		92	\$68,560.08		100
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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	\$45,608.89		77	\$51,671.46		89	\$57,862.82		100
<\$10K	1,387	(9.2%)	119	9,131	(8.7%)	112	19,785	(8.7%)	112
\$10K - \$20K	1,952	(13%)	142	11,877	(11.3%)	123	21,287	(9.3%)	102
\$20K - \$30K	1,552	(10.3%)	110	10,340	(9.8%)	104	20,610	(9%)	96
\$30K - \$40K	1,707	(11.4%)	124	10,267	(9.7%)	106	20,062	(8.8%)	96
\$40K - \$50K	1,625	(10.8%)	128	9,659	(9.2%)	109	18,866	(8.3%)	98
\$50K - \$75K	2,826	(18.8%)	107	18,583	(17.6%)	100	38,617	(17%)	97
\$75K - \$100K	1,508	(10.1%)	8	13,079	(12.4%)	100	29,277	(12.9%)	103
\$100K - \$125K	939	(6.3%)	74	8,432	(8%)	94	20,987	(9.2%)	108
\$125K - \$150K	1,235	(8.2%)	127	7,568	(7.2%)	111	19,067	(8.4%)	129
>\$150K	273	(1.8%)	18	6,547	(6.2%)	61	19,249	(8.4%)	84

## Households Income by Ethnicity

Average Income - White	\$99,063.46		97	\$108,013.15		105	\$113,152.42		110
Median Income - White	\$91,523.31		97	\$102,431.72		108	\$111,250.86		118
Average Income - Black	\$84,928.81		114	\$84,446.67		114	\$90,538.17		122
Median Income - Black	\$78,124.88		130	\$69,435.84		115	\$76,079.83		126

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
Average Income - Asian	\$142,334.69 (118)	\$132,083.72 (109)	\$132,041.21 (109)
Median Income - Asian	\$166,666.34 (132)	\$142,682.74 (113)	\$145,798.19 (116)
Average Income - Hispanic	\$88,375.17 (102)	\$91,755.37 (106)	\$97,456.76 (112)
Median Income - Hispanic	\$77,605.94 (103)	\$81,992.68 (109)	\$89,062.5 (119)
Average Income - Other	\$97,802.08 (102)	\$103,099.86 (108)	\$111,580.93 (116)
Median Income - Other	\$87,085.61 (101)	\$97,177.44 (112)	\$109,968.81 (127)

## Age

Average Age	38.05 (92)	39.81 (97)	40.66 (99)
Median Age	37.08 (92)	38.43 (95)	40.31 (100)
0-4	2,785 (6.7%) (125)	18,192 (6.1%) (114)	37,698 (5.9%) (110)
5-13	4,819 (11.6%) (114)	31,403 (10.5%) (104)	65,588 (10.3%) (101)
14-17	2,132 (5.1%) (97)	15,052 (5%) (96)	31,367 (4.9%) (93)
18-21	2,125 (5.1%) (93)	15,380 (5.2%) (94)	31,909 (5%) (91)
22-24	1,575 (3.8%) (90)	11,481 (3.9%) (92)	23,802 (3.7%) (89)
25-29	2,540 (6.1%) (104)	18,254 (6.1%) (104)	38,442 (6%) (102)
30-34	3,036 (7.3%) (114)	20,360 (6.8%) (106)	42,004 (6.6%) (102)

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
35-39	3,441	(8.3%)	126	22,085	(7.4%)	113	45,062	(7.1%)	107
40-44	3,300	(7.9%)	123	21,139	(7.1%)	110	44,100	(6.9%)	107
45-49	2,808	(6.7%)	112	19,861	(6.7%)	111	41,932	(6.6%)	109
50-54	2,516	(6%)	102	18,261	(6.1%)	103	40,013	(6.3%)	106
55-59	2,445	(5.9%)	97	18,572	(6.2%)	103	40,884	(6.4%)	106
60-64	2,281	(5.5%)	86	18,210	(6.1%)	96	40,781	(6.4%)	101
65-69	2,028	(4.9%)	81	16,972	(5.7%)	93	38,039	(6%)	97
70-74	1,554	(3.7%)	73	13,074	(4.4%)	86	29,794	(4.7%)	91
75-79	1,082	(2.6%)	65	9,312	(3.1%)	74	22,001	(3.4%)	86
80-84	621	(1.5%)	59	5,510	(1.8%)	73	13,319	(2.1%)	83
85+	523	(1.3%)	60	4,994	(1.7%)	81	11,859	(1.9%)	89

## Age - Male

Male Average Age	37.05		92	38.64		96	39.38		98
Male Median Age	36.43		95	37.43		98	38.11		100
0-4	1,435	(7.1%)	127	9,371	(6.5%)	115	19,402	(6.3%)	112
5-13	2,361	(11.7%)	111	15,774	(10.9%)	103	33,434	(10.8%)	102

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	1 Mile			3 Mile			5 Mile		
14-17	1,102	(5.5%)	100	7,647	(5.3%)	97	15,978	(5.2%)	94
18-21	1,094	(5.4%)	94	7,858	(5.4%)	94	16,328	(5.3%)	92
22-24	797	(4%)	90	5,892	(4.1%)	93	12,239	(4%)	90
25-29	1,238	(6.2%)	100	9,298	(6.4%)	105	19,604	(6.3%)	103
30-34	1,438	(7.1%)	108	9,916	(6.9%)	104	20,552	(6.6%)	101
35-39	1,663	(8.3%)	124	10,781	(7.5%)	112	21,867	(7.1%)	106
40-44	1,634	(8.1%)	125	10,411	(7.2%)	111	21,492	(7%)	107
45-49	1,352	(6.7%)	111	9,634	(6.7%)	110	20,115	(6.5%)	108
50-54	1,229	(6.1%)	103	8,766	(6.1%)	102	19,221	(6.2%)	105
55-59	1,197	(6%)	99	8,883	(6.1%)	102	19,534	(6.3%)	105
60-64	1,102	(5.5%)	88	8,620	(6%)	96	19,240	(6.2%)	100
65-69	914	(4.5%)	77	7,912	(5.5%)	93	17,580	(5.7%)	97
70-74	692	(3.4%)	71	6,034	(4.2%)	86	13,639	(4.4%)	91
75-79	460	(2.3%)	63	4,058	(2.8%)	77	9,542	(3.1%)	85
80-84	252	(1.3%)	57	2,192	(1.5%)	69	5,396	(1.7%)	8
85+	156	(0.8%)	51	1,590	(1.1%)	75	3,937	(1.3%)	84

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Benchmark: Nationwide



### Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	38.98 (92)	40.9 (97)	41.86 (99)
Female Median Age	37.7 (91)	40.4 (97)	41.46 (100)
0-4	1,350 (6.3%) (122)	8,821 (5.7%) (112)	18,296 (5.6%) (108)
5-13	2,458 (11.4%) (117)	15,629 (10.2%) (105)	32,154 (9.8%) (100)
14-17	1,030 (4.8%) (94)	7,405 (4.8%) (95)	15,389 (4.7%) (92)
18-21	1,031 (4.8%) (91)	7,522 (4.9%) (93)	15,581 (4.7%) (90)
22-24	778 (3.6%) (91)	5,589 (3.6%) (91)	11,563 (3.5%) (88)
25-29	1,302 (6.1%) (108)	8,956 (5.8%) (104)	18,838 (5.7%) (102)
30-34	1,598 (7.4%) (119)	10,444 (6.8%) (109)	21,452 (6.5%) (104)
35-39	1,778 (8.3%) (127)	11,304 (7.4%) (114)	23,195 (7%) (108)
40-44	1,666 (7.8%) (121)	10,728 (7%) (109)	22,608 (6.9%) (107)
45-49	1,456 (6.8%) (113)	10,227 (6.7%) (111)	21,817 (6.6%) (110)
50-54	1,287 (6%) (101)	9,495 (6.2%) (104)	20,792 (6.3%) (106)
55-59	1,248 (5.8%) (96)	9,689 (6.3%) (104)	21,350 (6.5%) (107)
60-64	1,179 (5.5%) (85)	9,590 (6.2%) (97)	21,541 (6.5%) (101)

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65-69	1,114	(5.2%)	80	9,060	(5.9%)	93	20,459	(6.2%)	98
70-74	862	(4%)	74	7,040	(4.6%)	85	16,155	(4.9%)	91
75-79	622	(2.9%)	67	5,254	(3.4%)	74	12,459	(3.8%)	88
80-84	369	(1.7%)	60	3,318	(2.2%)	76	7,923	(2.4%)	85
85+	367	(1.7%)	65	3,404	(2.2%)	85	7,922	(2.4%)	92

## Employment by Occupation

Total Employees (16+ Years Old)	21,295			154,655			331,661		
Production & Transportation	4,520	(21.2%)	165	26,921	(17.4%)	135	52,379	(15.8%)	122
Professional Specialty	4,025	(18.9%)	76	33,455	(21.6%)	87	79,097	(23.8%)	96
Managerial/Executive	2,598	(12.2%)	70	22,867	(14.8%)	85	54,499	(16.4%)	94
Office Admin	2,219	(10.4%)	98	17,050	(11%)	104	37,046	(11.2%)	105
Construction	1,970	(9.3%)	116	12,789	(8.3%)	103	24,670	(7.4%)	93
Sales	1,850	(8.7%)	93	13,819	(8.9%)	96	30,206	(9.1%)	98
Building Maintenance & Cleaning	1,142	(5.4%)	158	6,855	(4.4%)	131	12,276	(3.7%)	109
Food Preparation & Serving	913	(4.3%)	84	7,355	(4.8%)	93	13,822	(4.2%)	87
Healthcare support	825	(3.9%)	118	5,656	(3.7%)	112	12,526	(3.8%)	115

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Personal Care	737	(3.5%)	139	4,706	(3%)	122	8,372	(2.5%)	101
Protective	435	(2%)	94	3,043	(2%)	91	6,462	(1.9%)	90
Farming, Fishing & Forestry	61	(<0.5%)	50	139	(<0.5%)	16	306	(<0.5%)	16

## Employment by Industry

Total Employees (16+ Years Old)	21,295			154,655			331,661		
Educational Services	4,419	(20.8%)	89	34,956	(22.6%)	97	78,494	(23.7%)	101
Wholesale Retail	3,418	(16.1%)	122	23,526	(15.2%)	116	46,732	(14.1%)	107
Manufacturing	2,759	(13%)	131	17,380	(11.2%)	113	36,538	(11%)	111
Entertainment Services	1,790	(8.4%)	97	12,284	(7.9%)	92	24,502	(7.4%)	85
Agriculture/Mining/Construction	1,738	(8.2%)	96	11,073	(7.2%)	84	21,148	(6.4%)	75
Financial, Insurance & Real Estate	1,553	(7.3%)	108	10,503	(6.8%)	101	24,118	(7.3%)	108
Transportation	1,400	(6.6%)	112	10,436	(6.7%)	115	23,775	(7.2%)	123
Administrative/Waste Services	1,128	(5.3%)	127	7,524	(4.9%)	116	13,679	(4.1%)	99
Professional Services	1,106	(5.2%)	64	11,683	(7.6%)	93	27,631	(8.3%)	103
Other Professional Services	812	(3.8%)	8	7,535	(4.9%)	104	16,367	(4.9%)	105
Public Administration	722	(3.4%)	71	4,529	(2.9%)	61	10,537	(3.2%)	67

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Information	407	(1.9%)	102	3,082	(2%)	107	7,497	(2.3%)	121
Management Services	43	(<0.5%)	159	144	(<0.5%)	73	643	(<0.5%)	153

### Language Spoken

Speak Spanish at Home	19,390	(49.9%)	352	109,448	(39.1%)	276	211,329	(35.2%)	248
Speak English at Home	12,500	(32.2%)	42	116,176	(41.5%)	54	277,825	(46.2%)	60
Speak Other Language at Home	6,936	(17.9%)	211	54,296	(19.4%)	229	111,742	(18.6%)	219

### Ancestry

Mexican	5,985	(14.4%)	129	28,096	(9.4%)	85	35,336	(5.5%)	50
Dominican	5,695	(13.7%)	2044	35,333	(11.9%)	1770	79,152	(12.4%)	1851
Other	5,687	(13.7%)	100	44,027	(14.8%)	108	92,516	(14.5%)	106
South American	4,905	(11.8%)	863	33,845	(11.4%)	831	67,554	(10.6%)	774
Puerto Rican	2,581	(6.2%)	220	20,174	(6.8%)	241	41,909	(6.6%)	233
Unclassified	2,086	(5%)	34	18,879	(6.3%)	43	41,900	(6.6%)	45
Italian	1,956	(4.7%)	176	15,838	(5.3%)	199	37,802	(5.9%)	221
Polish	1,642	(3.9%)	288	12,443	(4.2%)	305	19,340	(3%)	221
South Central Asian (e.g. Indian)	1,397	(3.4%)	213	10,155	(3.4%)	216	21,482	(3.4%)	213

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				
Other Hispanic	1,303	(3.1%)	294	7,229	(2.4%)	228	14,261	(2.2%)	210
Central American	1,177	(2.8%)	159	6,668	(2.2%)	125	14,968	(2.3%)	131
Other European (e.g. Greek/Russian)	890	(2.1%)	7	8,211	(2.8%)	99	18,264	(2.9%)	103
Korean	622	(1.5%)	337	3,163	(1.1%)	239	8,497	(1.3%)	300
Scottish/Irish	544	(1.3%)	22	6,486	(2.2%)	36	16,926	(2.7%)	44
Middle Eastern	322	(0.8%)	139	3,523	(1.2%)	212	9,719	(1.5%)	273
German	322	(0.8%)	11	4,662	(1.6%)	22	11,845	(1.9%)	26
Cuban	253	(0.6%)	8	3,996	(1.3%)	176	9,123	(1.4%)	188
American	231	(0.6%)	14	3,008	(1%)	25	6,206	(1%)	24
Chinese	224	(0.5%)	42	2,018	(0.7%)	53	5,899	(0.9%)	72
British	111	(<0.5%)	5	1,446	(<0.5%)	9	4,254	(0.7%)	13
Dutch	76	(<0.5%)	35	553	(<0.5%)	35	1,304	(<0.5%)	39
Japanese	63	(<0.5%)	67	297	(<0.5%)	44	941	(<0.5%)	65
South East Asian (e.g. Vietnamese)	62	(<0.5%)	32	1,142	(<0.5%)	8	2,918	(<0.5%)	97
Scandinavian	58	(<0.5%)	8	473	(<0.5%)	9	1,224	(<0.5%)	11
French	51	(<0.5%)	12	521	(<0.5%)	16	1,168	(<0.5%)	17

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Native American (Indian/Eskimo)	49	(<0.5%)	19	324	(<0.5%)	17	621	(<0.5%)	15
Other Asian	4	(<0.5%)	3	261	(<0.5%)	25	990	(<0.5%)	44
Hawaiian/Pacific Islander	1	(<0.5%)	1	33	(<0.5%)	6	103	(<0.5%)	9

### Education (Age 25+)

Total Educated Population	28,175			206,604			448,230		
Elementary (0 to 8 Years)	3,391	(12%)	252	19,387	(9.4%)	196	36,336	(8.1%)	170
Some High School (9 to 11 Years)	2,088	(7.4%)	126	13,882	(6.7%)	114	26,087	(5.8%)	99
High School Graduate (12 Years)	8,650	(30.7%)	118	64,341	(31.1%)	119	132,366	(29.5%)	113
Some College (13 to 16 Years)	4,241	(15.1%)	74	31,322	(15.2%)	74	68,576	(15.3%)	71
Associates Degree Only	2,130	(7.6%)	86	14,537	(7%)	80	29,391	(6.6%)	74
Bachelor's Degree Only	4,985	(17.7%)	83	40,636	(19.7%)	92	98,652	(22%)	103
Graduate Degree	2,690	(9.5%)	69	22,499	(10.9%)	74	56,822	(12.7%)	92

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



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	15,004	105,483	227,807
One Person Households	3,768 (25.1%)	27,058 (25.7%)	57,945 (25.4%)
Married Couple	6,153 (41%)	46,307 (43.9%)	104,899 (46%)
Male Householder	1,044 (7%)	6,805 (6.5%)	13,735 (6%)
Female Householder	3,174 (21.2%)	19,407 (18.4%)	38,798 (17%)
Non Family Households	865 (5.8%)	5,906 (5.6%)	12,430 (5.5%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	15,004	105,483	227,807
1 Person Household	3,768 (25.1%)	27,058 (25.7%)	57,945 (25.4%)
2 Person Household	3,913 (26.1%)	28,194 (26.7%)	62,090 (27.3%)
3 Person Household	2,902 (19.3%)	18,751 (17.8%)	40,647 (17.8%)
4 Person Household	2,403 (16%)	16,442 (15.6%)	35,994 (15.8%)
5 Person Household	1,147 (7.6%)	8,199 (7.8%)	17,584 (7.7%)
6 Person Household	536 (3.6%)	3,847 (3.6%)	7,798 (3.4%)
7+ Person Household	335 (2.2%)	2,992 (2.8%)	5,749 (2.5%)

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Housing Units

Total Housing Units	15,774	110,147	237,543
Renter Occupied Housing	9,488	58,759	112,862
Owner Occupied Housing	5,516	46,724	114,945
Vacant Housing	770	4,664	9,736

## Housing Rent

Average Rent	\$1,585.74	103	\$1,670.64	108	\$1,711.23	111
Median Rent	\$1,549.83	110	\$1,647.62	117	\$1,682.35	119
Total Cash Rents Housing	9,332	57,812	110,081			
<\$300	198 (2.1%)	76	1,368 (2.4%)	85	2,467 (2.2%)	80
\$300-\$500	212 (2.3%)	59	1,315 (2.3%)	59	2,500 (2.3%)	59
\$500-\$750	358 (3.8%)	44	2,168 (3.8%)	43	3,921 (3.6%)	41
\$750-\$1000	707 (7.6%)	58	3,299 (5.7%)	44	5,945 (5.4%)	42
\$1000-\$1500	2,905 (31.1%)	118	15,202 (26.3%)	100	26,962 (24.5%)	93
\$1500-\$2000	2,870 (30.8%)	146	18,812 (32.5%)	154	36,318 (33%)	157
\$2000-\$2500	1,356 (14.5%)	124	9,591 (16.6%)	141	18,940 (17.2%)	146

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	508	(5.4%)	94	3,972	(6.9%)	119	7,943	(7.2%)	125
\$3000-\$3500	156	(1.7%)	55	1,269	(2.2%)	72	2,869	(2.6%)	85
>\$3500	62	(0.7%)	18	816	(1.4%)	38	2,216	(2%)	55

## Value of Owner-Occupied Housing Units

Average House Value	\$627,951.09		117	\$646,376.22		120	\$661,394.21		123
Median House Value	\$618,764.58		158	\$624,098.14		159	\$634,708.32		162
Owner Occupied Housing	5,516			46,724			114,945		
<\$100K	143	(2.6%)	32	1,532	(3.3%)	40	3,204	(2.8%)	34
\$100K - \$200K	29	(0.5%)	4	605	(1.3%)	10	1,648	(1.4%)	11
\$200K - \$300K	227	(4.1%)	26	1,998	(4.3%)	27	4,450	(3.9%)	25
\$300K - \$400K	385	(7%)	48	3,857	(8.3%)	57	8,568	(7.5%)	51
\$400K - \$500K	955	(17.3%)	149	6,770	(14.5%)	125	15,910	(13.8%)	119
\$500K - \$1000K	3,390	(61.5%)	240	27,475	(58.8%)	230	69,623	(60.6%)	237
>\$1000K	387	(7%)	60	4,487	(9.6%)	83	11,542	(10%)	87

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



Benchmark: Nationwide



### Poverty

Households in Poverty	2,506	(16.7%)	132	14,090	(13.4%)	106	28,026	(12.3%)	97
Households Above Poverty	12,498	(83.3%)	95	91,393	(86.6%)	99	199,781	(87.7%)	100
Households in Poverty (Married)	393	(2.6%)	120	2,668	(2.5%)	116	4,875	(2.1%)	98
Households in Poverty (Male Householder)	188	(1.3%)	197	920	(0.9%)	137	1,690	(0.7%)	116
Households in Poverty (Female Householder)	1,220	(8.1%)	276	4,874	(4.6%)	157	8,340	(3.7%)	124
Households in Poverty (Non-Family)	662	(4.4%)	70	5,294	(5%)	86	12,347	(5.4%)	87
Households in Poverty (Non-Family Student)	43	(<0.5%)	46	334	(<0.5%)	51	774	(<0.5%)	55

### Wealth per Household

Household Average Wealth	\$214,356.5	88	\$226,521.57	93	\$235,909.53	97			
Household Median Wealth	\$57,410.99	70	\$67,405.91	86	\$74,780.43	91			
<\$0K	2,911	(19.4%)	112	19,584	(18.6%)	107	40,973	(18%)	104
\$0K - \$5K	1,538	(10.3%)	121	10,145	(9.6%)	113	20,735	(9.1%)	107
\$5K - \$10K	783	(5.2%)	115	5,216	(4.9%)	109	10,803	(4.7%)	105
\$10K - \$25K	1,020	(6.8%)	107	6,951	(6.6%)	104	14,659	(6.4%)	102
\$25K - \$50K	1,029	(6.9%)	101	7,178	(6.8%)	100	15,422	(6.8%)	99

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,491	(9.9%)	97	10,535	(10%)	98	22,823	(10%)	98
\$100K - \$250K	2,522	(16.8%)	93	18,220	(17.3%)	95	40,048	(17.6%)	97
\$250K - \$500K	1,781	(11.9%)	90	13,110	(12.4%)	94	29,264	(12.8%)	97
>\$500K	1,929	(12.9%)	86	14,544	(13.8%)	92	33,080	(14.5%)	97

### Vehicles per Household

Total Number of Vehicles	21,478			159,053			352,159		
Average Number of Vehicles	1.43		74	1.51		82	1.55		85
No Vehicles	2,667	(17.8%)	215	14,083	(13.4%)	161	29,735	(13.1%)	158
1 Vehicle	5,820	(38.8%)	118	43,624	(41.4%)	126	90,995	(39.9%)	122
2 Vehicles	4,559	(30.4%)	80	33,234	(31.5%)	85	73,257	(32.2%)	87
3 or more Vehicles	1,958	(13%)	59	14,542	(13.8%)	63	33,820	(14.8%)	67

### Population Change

Births	505			3,370			6,938		
Deaths	234			1,951			4,508		
Migration	-103			382			1,129		

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	725	9,823	20,891
Total Employees	5,960	123,239	258,447

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