



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	66,879		628,831		1.6M	
Households	25,778		227,832		567,832	
Persons per Household	2.47	97	2.7	106	2.7	106
Household Median Income	\$84,771.18	97	\$67,197.7	77	\$63,912.92	73
Household Median Disposable Income	\$70,687.36	94	\$56,797.61	76	\$54,066.59	72
Household Median Discretionary Income	\$48,554.11	84	\$32,307.86	56	\$29,796.17	51
Average Income Per Person	\$41,031.61	87	\$33,726.52	72	\$33,655.09	71
Median Rent	\$1,616.09	114	\$1,595.91	113	\$1,526.11	108
Median House Value	\$565,089.95	144	\$766,520.93	196	\$713,134.04	182
Households in Poverty	3,268 (12.7%)	100	49,952 (21.9%)	173	138,797 (24.4%)	193
Household Median Wealth	\$70,992.24	87	\$47,851.59	58	\$45,523.23	56
Average Age	44.39	108	40.09	97	39.58	96
Median Age	43.81	108	38.17	95	37.71	93
Households with Children	5,131 (19.9%)	74	62,683 (27.5%)	103	163,044 (28.7%)	107
High School Graduate or Higher	43,847 (87.3%)	98	347,162 (79.5%)	89	838,541 (77.2%)	86

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



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Jan 1 - Dec 31, 2025

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	16,252 (32.4%)	110,266 (25.2%)	274,335 (25.3%)
Pop density (per sq mi)	28,110	26,568	27,899
Area (based on blockgroups)	2	24	57

Population

Population 2025 Q4	66,879	628,831	1.6M
Population 2025 Q3	66,976	629,165	1.6M
Population 2025 Q2	67,162	629,121	1.6M
Population 2025 Q1	67,139	628,372	1.6M
Population 2024 Q4	68,083	629,108	1.6M
Population 2024 Q3	68,035	628,106	1.6M
Population 2024 Q2	68,091	627,335	1.6M
Population 2024 Q1	67,800	625,979	1.6M
Population 2023 Q4	67,854	625,831	1.6M
Population 5 Years Forecast	65,034	623,759	1.6M
Population 10 Years Forecast	64,631	626,317	1.6M
Persons per Household	2.47	2.7	2.7

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	3,188	(4.8%)	203	14,621	(2.3%)	99	48,609	(3.1%)	31
Transient Population - Average Last 4 Quarters			1	61	(<0.5%)	2	400	(<0.5%)	

Households

Households 2025 Q4	25,778		227,832		567,832
Households 2025 Q3	25,815		227,786		567,585
Households 2025 Q2	25,894		227,751		566,886
Households 2025 Q1	25,893		227,451		567,118
Households 2024 Q4	26,350		227,963		566,859
Households 2024 Q3	26,323		227,580		566,045
Households 2024 Q2	26,346		227,294		564,904
Households 2024 Q1	26,225		226,787		563,240
Households 2023 Q4	26,252		226,726		561,899
Households 5 Years Forecast	25,031		225,904		572,811
Households 10 Years Forecast	24,874		226,856		579,968

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Gender

Male	30,335	(45.4%)	93	294,790	(46.9%)	96	742,879	(47%)	96
Female	36,544	(54.6%)	107	334,041	(53.1%)	104	836,320	(53%)	104

Ethnicity

Black	31,871	(47.7%)	404	204,507	(32.5%)	276	434,657	(27.5%)	233
Hispanic (Ethnic)	19,970	(29.9%)	153	277,530	(44.1%)	225	816,093	(51.7%)	264
White	8,093	(12.1%)	21	73,795	(11.7%)	20	198,523	(12.6%)	22
Asian	4,103	(6.1%)	106	47,979	(7.6%)	132	73,207	(4.6%)	80
Other	2,842	(4.2%)	8	25,020	(4%)	7	56,719	(3.6%)	69

Household by Ethnicity

Black	11,925	(46.3%)	422	68,295	(30%)	274	144,721	(25.5%)	233
Hispanic (Ethnic)	7,976	(30.9%)	204	103,498	(45.4%)	299	284,740	(50.1%)	330
White	2,632	(10.2%)	17	24,108	(10.6%)	17	71,704	(12.6%)	20
Other	2,291	(8.9%)	117	22,145	(9.7%)	128	50,432	(8.9%)	117
Asian	954	(3.7%)	8	9,786	(4.3%)	93	16,235	(2.9%)	62

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	\$103,374.97	85	\$91,877.11	76	\$91,874.86	76
Average Income Per Person	\$41,031.61	87	\$33,726.52	72	\$33,655.09	71
Household Median Income	\$84,771.18	97	\$67,197.7	77	\$63,912.92	73
<\$15K	2,288 (8.9%)	123	29,426 (12.9%)	179	82,851 (14.6%)	202
\$15K - \$25K	1,553 (6%)	103	18,799 (8.3%)	140	49,967 (8.8%)	150
\$25K - \$35K	1,417 (5.5%)	90	17,263 (7.6%)	124	43,339 (7.6%)	124
\$35K - \$50K	2,362 (9.2%)	98	23,701 (10.4%)	111	56,738 (10%)	107
\$50K - \$75K	3,955 (15.3%)	102	35,681 (15.7%)	105	87,332 (15.4%)	103
\$75K - \$100K	3,501 (13.6%)	108	27,839 (12.2%)	97	64,652 (11.4%)	91
\$100K - \$150K	5,201 (20.2%)	111	36,129 (15.9%)	87	83,699 (14.7%)	81
\$150K - \$175K	1,853 (7.2%)	114	11,798 (5.2%)	81	27,809 (4.9%)	71
\$175K - \$200K	1,484 (5.8%)	115	8,755 (3.8%)	77	21,756 (3.8%)	77
\$200K - \$250K	1,213 (4.7%)	58	10,333 (4.5%)	56	27,846 (4.9%)	61
\$250K - \$500K	517 (2%)	58	4,415 (1.9%)	56	11,901 (2.1%)	61
>\$500K	434 (1.7%)	58	3,693 (1.6%)	56	9,942 (1.8%)	61

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	\$80,254.75	89	\$70,841.57	74	\$70,064.37	71
Household Median Disposable Income	\$70,687.36	94	\$56,797.61	76	\$54,066.59	72
<\$15K	2,490 (9.7%)	123	32,240 (14.2%)	180	90,579 (16%)	203
\$15K - \$25K	1,810 (7%)	102	21,585 (9.5%)	138	56,559 (10%)	145
\$25K - \$35K	1,569 (6.1%)	85	18,938 (8.3%)	116	47,053 (8.3%)	116
\$35K - \$50K	3,262 (12.7%)	112	30,316 (13.3%)	118	74,216 (13.1%)	116
\$50K - \$75K	4,586 (17.8%)	106	39,654 (17.4%)	103	93,323 (16.4%)	98
\$75K - \$100K	4,410 (17.1%)	119	30,770 (13.5%)	94	70,896 (12.5%)	87
\$100K - \$150K	5,254 (20.4%)	108	34,510 (15.1%)	80	82,213 (14.5%)	71
\$150K - \$175K	846 (3.3%)	64	6,702 (2.9%)	57	17,626 (3.1%)	61
\$175K - \$200K	384 (1.5%)	43	3,184 (1.4%)	41	8,579 (1.5%)	44
\$200K - \$250K	465 (1.8%)	54	3,980 (1.7%)	53	10,748 (1.9%)	57
\$250K - \$500K	643 (2.5%)	55	5,468 (2.4%)	53	14,750 (2.6%)	57
>\$500K	59 (<0.5%)	58	485 (<0.5%)	54	1,290 (<0.5%)	57

Discretionary Households Income

Household Average Discretionary Income	\$54,505.4	8	\$42,992.55	63	\$42,733.83	62
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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$48,554.11	84	\$32,307.86	56	\$29,796.17	51
<\$10K	2,496 (9.7%)	125	43,871 (19.3%)	248	129,196 (22.8%)	294
\$10K - \$20K	2,654 (10.3%)	112	34,354 (15.1%)	165	86,780 (15.3%)	167
\$20K - \$30K	2,833 (11%)	116	29,790 (13.1%)	139	69,268 (12.2%)	129
\$30K - \$40K	2,769 (10.7%)	117	24,441 (10.7%)	117	55,255 (9.7%)	106
\$40K - \$50K	2,485 (9.6%)	114	19,743 (8.7%)	103	43,629 (7.7%)	91
\$50K - \$75K	6,089 (23.6%)	134	35,492 (15.6%)	89	78,611 (13.8%)	7
\$75K - \$100K	2,966 (11.5%)	93	18,653 (8.2%)	66	43,969 (7.7%)	62
\$100K - \$125K	1,922 (7.5%)	88	10,686 (4.7%)	55	26,981 (4.8%)	56
\$125K - \$150K	1,195 (4.6%)	72	7,027 (3.1%)	48	20,136 (3.5%)	55
>\$150K	369 (1.4%)	14	3,775 (1.7%)	16	14,007 (2.5%)	24

Households Income by Ethnicity

Average Income - White	\$86,789.09	85	\$93,885.3	92	\$104,427.64	102
Median Income - White	\$72,965.23	7	\$83,957.39	89	\$98,415.99	104
Average Income - Black	\$90,447.34	122	\$84,237.04	113	\$78,356.54	105
Median Income - Black	\$83,850.54	139	\$73,926.37	123	\$65,475.46	109

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$105,256.04 (87)	\$96,090.57 (74)	\$102,850.22 (85)
Median Income - Asian	\$98,892.85 (74)	\$86,525.77 (69)	\$95,595.4 (74)
Average Income - Hispanic	\$92,379.47 (107)	\$72,524.64 (84)	\$70,470.98 (8)
Median Income - Hispanic	\$86,122.67 (115)	\$58,329.82 (74)	\$55,639.08 (74)
Average Income - Other	\$92,524.76 (96)	\$78,816.54 (84)	\$80,213.39 (84)
Median Income - Other	\$88,201.23 (102)	\$65,630.01 (76)	\$66,300.39 (7)

Age

Average Age	44.39 (108)	40.09 (97)	39.58 (96)
Median Age	43.81 (108)	38.17 (95)	37.71 (93)
0-4	3,418 (5.1%) (95)	36,250 (5.8%) (107)	92,429 (5.9%) (109)
5-13	5,384 (8.1%) (74)	64,569 (10.3%) (101)	166,871 (10.6%) (104)
14-17	2,679 (4%) (76)	32,024 (5.1%) (97)	82,606 (5.2%) (99)
18-21	2,901 (4.3%) (74)	33,474 (5.3%) (97)	86,019 (5.4%) (99)
22-24	2,292 (3.4%) (84)	25,577 (4.1%) (97)	65,567 (4.2%) (99)
25-29	4,442 (6.6%) (113)	41,705 (6.6%) (113)	105,734 (6.7%) (114)
30-34	4,415 (6.6%) (103)	45,253 (7.2%) (112)	113,582 (7.2%) (112)

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	● 1 Mile		● 3 Mile		● 5 Mile				
35-39	4,142	(6.2%)	94	44,846	(7.1%)	108	113,210	(7.2%)	109
40-44	3,957	(5.9%)	92	40,750	(6.5%)	101	104,172	(6.6%)	102
45-49	3,784	(5.7%)	94	38,684	(6.2%)	102	97,983	(6.2%)	103
50-54	3,934	(5.9%)	99	36,869	(5.9%)	99	92,711	(5.9%)	99
55-59	4,544	(6.8%)	112	39,699	(6.3%)	104	98,512	(6.2%)	103
60-64	4,949	(7.4%)	116	40,332	(6.4%)	101	97,957	(6.2%)	98
65-69	4,873	(7.3%)	119	36,358	(5.8%)	95	87,018	(5.5%)	90
70-74	3,753	(5.6%)	109	27,416	(4.4%)	85	66,310	(4.2%)	82
75-79	3,096	(4.6%)	116	20,174	(3.2%)	86	48,787	(3.1%)	77
80-84	2,113	(3.2%)	125	13,083	(2.1%)	87	31,363	(2%)	77
85+	2,203	(3.3%)	158	11,768	(1.9%)	90	28,368	(1.8%)	86

Age - Male

Male Average Age	41.88		105	38.35		96	37.84		94
Male Median Age	40.78		107	36.39		95	35.94		94
0-4	1,743	(5.7%)	102	18,567	(6.3%)	112	47,362	(6.4%)	114
5-13	2,753	(9.1%)	86	32,791	(11.1%)	105	84,877	(11.4%)	108

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	1 Mile			3 Mile			5 Mile		
14-17	1,356	(4.5%)	8	16,240	(5.5%)	101	42,213	(5.7%)	104
18-21	1,465	(4.8%)	84	17,001	(5.8%)	100	43,986	(5.9%)	103
22-24	1,161	(3.8%)	87	13,000	(4.4%)	100	33,502	(4.5%)	102
25-29	2,242	(7.4%)	120	20,960	(7.1%)	116	52,792	(7.1%)	116
30-34	2,122	(7%)	106	21,496	(7.3%)	110	54,235	(7.3%)	111
35-39	1,960	(6.5%)	97	21,126	(7.2%)	107	53,091	(7.1%)	107
40-44	1,868	(6.2%)	95	18,962	(6.4%)	99	48,184	(6.5%)	100
45-49	1,629	(5.4%)	89	17,232	(5.8%)	97	44,169	(5.9%)	99
50-54	1,687	(5.6%)	94	16,329	(5.5%)	94	41,644	(5.6%)	95
55-59	1,993	(6.6%)	109	17,940	(6.1%)	101	44,741	(6%)	100
60-64	2,135	(7%)	113	18,241	(6.2%)	99	44,353	(6%)	96
65-69	2,042	(6.7%)	115	16,256	(5.5%)	94	38,916	(5.2%)	89
70-74	1,550	(5.1%)	106	11,762	(4%)	83	28,470	(3.8%)	7
75-79	1,219	(4%)	110	8,264	(2.8%)	7	19,865	(2.7%)	73
80-84	779	(2.6%)	117	4,985	(1.7%)	7	11,759	(1.6%)	72
85+	631	(2.1%)	137	3,638	(1.2%)	8	8,720	(1.2%)	7

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

	1 Mile	3 Mile	5 Mile
Female Average Age	46.47	41.63	41.13
Female Median Age	47.44	40.83	40.3
0-4	1,675 (4.6%)	17,683 (5.3%)	45,067 (5.4%)
5-13	2,631 (7.2%)	31,778 (9.5%)	81,994 (9.8%)
14-17	1,323 (3.6%)	15,784 (4.7%)	40,393 (4.8%)
18-21	1,436 (3.9%)	16,473 (4.9%)	42,033 (5%)
22-24	1,131 (3.1%)	12,577 (3.8%)	32,065 (3.8%)
25-29	2,200 (6%)	20,745 (6.2%)	52,942 (6.3%)
30-34	2,293 (6.3%)	23,757 (7.1%)	59,347 (7.1%)
35-39	2,182 (6%)	23,720 (7.1%)	60,119 (7.2%)
40-44	2,089 (5.7%)	21,788 (6.5%)	55,988 (6.7%)
45-49	2,155 (5.9%)	21,452 (6.4%)	53,814 (6.4%)
50-54	2,247 (6.1%)	20,540 (6.1%)	51,067 (6.1%)
55-59	2,551 (7%)	21,759 (6.5%)	53,771 (6.4%)
60-64	2,814 (7.7%)	22,091 (6.6%)	53,604 (6.4%)

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65-69	2,831	(7.7%)	122	20,102	(6%)	95	48,102	(5.8%)	91
70-74	2,203	(6%)	111	15,654	(4.7%)	87	37,840	(4.5%)	84
75-79	1,877	(5.1%)	119	11,910	(3.6%)	83	28,922	(3.5%)	8
80-84	1,334	(3.7%)	128	8,098	(2.4%)	85	19,604	(2.3%)	8
85+	1,572	(4.3%)	164	8,130	(2.4%)	93	19,648	(2.3%)	90

Employment by Occupation

Total Employees (16+ Years Old)	31,986			290,205			720,851		
Professional Specialty	7,556	(23.6%)	95	56,373	(19.4%)	7	142,627	(19.8%)	8
Office Admin	4,324	(13.5%)	127	34,139	(11.8%)	111	80,012	(11.1%)	104
Managerial/Executive	4,187	(13.1%)	75	32,572	(11.2%)	65	82,259	(11.4%)	66
Healthcare support	3,065	(9.6%)	293	32,583	(11.2%)	343	78,012	(10.8%)	330
Production & Transportation	2,767	(8.7%)	67	35,138	(12.1%)	94	85,686	(11.9%)	92
Sales	2,591	(8.1%)	87	22,664	(7.8%)	84	57,919	(8%)	86
Building Maintenance & Cleaning	1,938	(6.1%)	179	17,682	(6.1%)	180	46,491	(6.4%)	190
Protective	1,563	(4.9%)	226	12,428	(4.3%)	198	29,803	(4.1%)	191
Construction	1,397	(4.4%)	55	18,357	(6.3%)	7	45,619	(6.3%)	7

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Food Preparation & Serving	1,190	(3.7%)	16,230	(5.6%)	43,207	(6%)
Personal Care	1,131	(3.5%)	11,452	(3.9%)	28,171	(3.9%)
Farming, Fishing & Forestry	277	(0.9%)	587	(<0.5%)	1,045	(<0.5%)

Employment by Industry

Total Employees (16+ Years Old)	31,986		290,205		720,851	
Educational Services	13,462	(42.1%)	104,762	(36.1%)	250,797	(34.8%)
Wholesale Retail	3,079	(9.6%)	30,600	(10.5%)	82,448	(11.4%)
Transportation	2,684	(8.4%)	25,351	(8.7%)	57,233	(7.9%)
Financial, Insurance & Real Estate	2,166	(6.8%)	18,122	(6.2%)	45,370	(6.3%)
Entertainment Services	1,834	(5.7%)	26,731	(9.2%)	69,051	(9.6%)
Agriculture/Mining/Construction	1,804	(5.6%)	16,601	(5.7%)	41,078	(5.7%)
Administrative/Waste Services	1,717	(5.4%)	15,708	(5.4%)	40,262	(5.6%)
Professional Services	1,366	(4.3%)	12,128	(4.2%)	33,825	(4.7%)
Public Administration	1,327	(4.1%)	11,528	(4%)	26,253	(3.6%)
Other Professional Services	1,172	(3.7%)	15,031	(5.2%)	37,731	(5.2%)
Manufacturing	983	(3.1%)	8,726	(3%)	23,255	(3.2%)

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Information	392	(1.2%)	4,598	(1.6%)	12,668	(1.8%)
Management Services			319	(<0.5%)	880	(<0.5%)

Language Spoken

Speak English at Home	39,747	(62.6%)	289,193	(48.8%)	667,182	(44.9%)
Speak Spanish at Home	14,306	(22.5%)	215,447	(36.4%)	637,687	(42.9%)
Speak Other Language at Home	9,408	(14.8%)	87,941	(14.8%)	181,901	(12.2%)

Ancestry

Puerto Rican	10,601	(15.9%)	111,883	(17.8%)	264,838	(16.8%)
Other	5,404	(8.1%)	48,180	(7.7%)	118,549	(7.5%)
Dominican	4,360	(6.5%)	90,537	(14.4%)	320,603	(20.3%)
Unclassified	2,420	(3.6%)	18,185	(2.9%)	45,979	(2.9%)
South American	1,981	(3%)	18,668	(3%)	51,584	(3.3%)
South Central Asian (e.g. Indian)	1,398	(2.1%)	30,235	(4.8%)	39,630	(2.5%)
Italian	1,249	(1.9%)	12,699	(2%)	26,787	(1.7%)
Other Hispanic	1,144	(1.7%)	14,265	(2.3%)	50,213	(3.2%)
Central American	764	(1.1%)	12,609	(2%)	39,311	(2.5%)

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	● 1 Mile			● 3 Mile			● 5 Mile		
Mexican	718	(1.1%)	10	25,455	(4%)	36	78,472	(5%)	45
Other European (e.g. Greek/Russian)	658	(1%)	35	4,671	(0.7%)	27	14,701	(0.9%)	34
Chinese	628	(0.9%)	73	4,902	(0.8%)	61	9,996	(0.6%)	49
Cuban	402	(0.6%)	74	4,113	(0.7%)	86	11,072	(0.7%)	92
South East Asian (e.g. Vietnamese)	327	(<0.5%)	103	2,530	(<0.5%)	85	3,990	(<0.5%)	53
American	322	(<0.5%)	12	2,257	(<0.5%)	9	7,236	(<0.5%)	11
Scottish/Irish	233	(<0.5%)	6	5,455	(0.9%)	15	18,533	(1.2%)	20
Native American (Indian/Eskimo)	154	(<0.5%)	36	1,633	(<0.5%)	41	3,356	(<0.5%)	34
German	136	(<0.5%)	3	1,896	(<0.5%)	4	6,339	(<0.5%)	6
Other Asian	132	(<0.5%)	56	2,420	(<0.5%)	109	4,057	(<0.5%)	73
Middle Eastern	102	(<0.5%)	27	1,119	(<0.5%)	32	2,764	(<0.5%)	31
Korean	92	(<0.5%)	31	1,175	(<0.5%)	42	3,320	(<0.5%)	47
Polish	68	(<0.5%)	7	705	(<0.5%)	8	2,912	(<0.5%)	13
Hawaiian/Pacific Islander	37	(<0.5%)	31	199	(<0.5%)	18	495	(<0.5%)	17
British	33	(<0.5%)	1	795	(<0.5%)	2	3,208	(<0.5%)	4
Japanese	24	(<0.5%)	16	266	(<0.5%)	19	1,085	(<0.5%)	30

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Scandinavian	17	(<0.5%)	262	(<0.5%)	1,022	(<0.5%)
French	12	(<0.5%)	284	(<0.5%)	1,024	(<0.5%)
Dutch	4	(<0.5%)	72	(<0.5%)	291	(<0.5%)

Education (Age 25+)

Total Educated Population	50,205		436,937		1.1M	
Elementary (0 to 8 Years)	2,849	(5.7%)	44,194	(10.1%)	124,435	(11.5%)
Some High School (9 to 11 Years)	3,509	(7%)	45,581	(10.4%)	122,731	(11.3%)
High School Graduate (12 Years)	13,450	(26.8%)	127,295	(29.1%)	299,088	(27.5%)
Some College (13 to 16 Years)	9,404	(18.7%)	73,510	(16.8%)	181,756	(16.7%)
Associates Degree Only	4,741	(9.4%)	36,091	(8.3%)	83,362	(7.7%)
Bachelor's Degree Only	9,480	(18.9%)	69,370	(15.9%)	165,804	(15.3%)
Graduate Degree	6,772	(13.5%)	40,896	(9.4%)	108,531	(10%)

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



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Households	25,778		227,832		567,832	
One Person Households	8,901 (34.5%)	126	67,362 (29.6%)	108	168,479 (29.7%)	108
Married Couple	8,954 (34.7%)	72	71,587 (31.4%)	66	171,248 (30.2%)	63
Male Householder	1,758 (6.8%)	134	18,236 (8%)	158	44,489 (7.8%)	154
Female Householder	5,254 (20.4%)	164	59,160 (26%)	209	154,948 (27.3%)	219
Non Family Households	911 (3.5%)	50	11,487 (5%)	71	28,668 (5%)	71

Household Size

Households	25,778		227,832		567,832	
1 Person Household	8,901 (34.5%)	126	67,362 (29.6%)	108	168,479 (29.7%)	108
2 Person Household	6,893 (26.7%)	8	56,880 (25%)	76	141,755 (25%)	74
3 Person Household	4,153 (16.1%)	103	40,259 (17.7%)	113	100,850 (17.8%)	114
4 Person Household	2,924 (11.3%)	86	31,138 (13.7%)	104	77,691 (13.7%)	104
5 Person Household	1,637 (6.4%)	100	17,233 (7.6%)	120	43,042 (7.6%)	120
6 Person Household	743 (2.9%)	105	8,519 (3.7%)	137	20,614 (3.6%)	133
7+ Person Household	527 (2%)	112	6,441 (2.8%)	155	15,401 (2.7%)	149

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



Benchmark: Nationwide



Housing Units

Total Housing Units	27,068	239,525	594,492
Renter Occupied Housing	13,019	163,696	428,668
Owner Occupied Housing	12,759	64,136	139,164
Vacant Housing	1,290	11,693	26,660

Housing Rent

Average Rent	\$1,714.38	111	\$1,596.91	103	\$1,541.48	100
Median Rent	\$1,616.09	114	\$1,595.91	113	\$1,526.11	108
Total Cash Rents Housing	12,680	159,529	417,996			
<\$300	146 (1.2%)	41	6,394 (4%)	143	19,454 (4.7%)	167
\$300-\$500	156 (1.2%)	32	6,696 (4.2%)	109	20,343 (4.9%)	126
\$500-\$750	370 (2.9%)	34	7,385 (4.6%)	53	24,732 (5.9%)	68
\$750-\$1000	1,270 (10%)	77	10,403 (6.5%)	50	31,739 (7.6%)	58
\$1000-\$1500	3,616 (28.5%)	108	39,845 (25%)	95	106,712 (25.5%)	97
\$1500-\$2000	3,368 (26.6%)	126	47,134 (29.5%)	140	115,259 (27.6%)	131
\$2000-\$2500	1,881 (14.8%)	126	25,926 (16.3%)	138	60,545 (14.5%)	123

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	1,124	(8.9%)	153	10,562	(6.6%)	114	23,953	(5.7%)	99
\$3000-\$3500	469	(3.7%)	121	3,425	(2.1%)	70	8,730	(2.1%)	68
>\$3500	280	(2.2%)	60	1,759	(1.1%)	30	6,529	(1.6%)	42

Value of Owner-Occupied Housing Units

Average House Value	\$561,504.73	105	\$751,258.24	140	\$751,346.67	140			
Median House Value	\$565,089.95	144	\$766,520.93	196	\$713,134.04	182			
Owner Occupied Housing	12,759		64,136		139,164				
<\$100K	4,191	(32.8%)	401	7,249	(11.3%)	138	10,523	(7.6%)	92
\$100K - \$200K	460	(3.6%)	28	2,171	(3.4%)	26	6,398	(4.6%)	36
\$200K - \$300K	474	(3.7%)	24	3,308	(5.2%)	33	9,133	(6.6%)	42
\$300K - \$400K	349	(2.7%)	19	3,128	(4.9%)	34	9,776	(7%)	48
\$400K - \$500K	428	(3.4%)	29	3,164	(4.9%)	43	9,667	(6.9%)	60
\$500K - \$1000K	4,331	(33.9%)	133	28,537	(44.5%)	174	59,493	(42.8%)	167
>\$1000K	2,526	(19.8%)	171	16,579	(25.8%)	223	34,174	(24.6%)	212

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



Benchmark: Nationwide



Poverty

Households in Poverty	3,268	(12.7%)	100	49,952	(21.9%)	173	138,797	(24.4%)	193
Households Above Poverty	22,510	(87.3%)	100	177,880	(78.1%)	89	429,035	(75.6%)	86
Households in Poverty (Married)	448	(1.7%)	8	6,610	(2.9%)	133	16,253	(2.9%)	131
Households in Poverty (Male Householder)	170	(0.7%)	104	2,927	(1.3%)	202	7,082	(1.2%)	196
Households in Poverty (Female Householder)	691	(2.7%)	91	14,702	(6.5%)	219	45,106	(7.9%)	270
Households in Poverty (Non-Family)	1,761	(6.8%)	109	23,723	(10.4%)	166	65,190	(11.5%)	183
Households in Poverty (Non-Family Student)	198	(0.8%)	123	1,990	(0.9%)	140	5,166	(0.9%)	146

Wealth per Household

Household Average Wealth	\$230,021.53	95	\$202,699.54	84	\$199,893.52	8			
Household Median Wealth	\$70,992.24	87	\$47,851.59	58	\$45,523.23	56			
<\$0K	4,716	(18.3%)	106	46,225	(20.3%)	117	116,904	(20.6%)	119
\$0K - \$5K	2,415	(9.4%)	111	25,209	(11.1%)	131	64,217	(11.3%)	133
\$5K - \$10K	1,247	(4.8%)	107	12,478	(5.5%)	121	31,521	(5.6%)	123
\$10K - \$25K	1,676	(6.5%)	103	15,787	(6.9%)	109	39,543	(7%)	110
\$25K - \$50K	1,748	(6.8%)	100	15,553	(6.8%)	100	38,651	(6.8%)	100

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	2,589	(10%)	22,278	(9.8%)	55,084	(9.7%)
\$100K - \$250K	4,516	(17.5%)	37,222	(16.3%)	91,613	(16.1%)
\$250K - \$500K	3,258	(12.6%)	25,759	(11.3%)	63,192	(11.1%)
>\$500K	3,613	(14%)	27,321	(12%)	67,107	(11.8%)

Vehicles per Household

Total Number of Vehicles	23,963		159,781		369,856	
Average Number of Vehicles	0.93		0.7		0.65	
No Vehicles	9,212	(35.7%)	114,635	(50.3%)	305,764	(53.8%)
1 Vehicle	10,748	(41.7%)	77,202	(33.9%)	180,460	(31.8%)
2 Vehicles	4,631	(18%)	27,756	(12.2%)	61,969	(10.9%)
3 or more Vehicles	1,187	(4.6%)	8,239	(3.6%)	19,639	(3.5%)

Population Change

Births	616		6,754		17,088
Deaths	587		4,199		10,172
Migration	-1,213		-2,389		-3,003

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	1,073	9,485	24,401
Total Employees	15,402	149,622	323,013

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