



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	35,979		314,224		851,029	
Households	12,747		125,608		352,591	
Persons per Household	2.76	108	2.45	96	2.33	92
Household Median Income	\$83,637.54	96	\$107,090.05	123	\$115,783.95	133
Household Median Disposable Income	\$70,120.94	94	\$88,832.99	118	\$95,107.22	127
Household Median Discretionary Income	\$48,713.66	84	\$61,811.3	107	\$67,802.43	117
Average Income Per Person	\$40,687.29	86	\$59,806.9	127	\$76,438.51	162
Median Rent	\$1,601.68	113	\$1,882.94	133	\$2,021.67	143
Median House Value	\$621,774.19	159	\$681,052.48	174	\$768,156.52	196
Households in Poverty	2,355 (18.5%)	146	19,062 (15.2%)	120	47,153 (13.4%)	106
Household Median Wealth	\$62,300.39	76	\$65,273.99	80	\$67,188.51	80
Average Age	38.38	93	37.35	91	37.71	92
Median Age	36.86	91	36.59	91	36.68	91
Households with Children	3,595 (28.2%)	105	32,666 (26%)	97	81,753 (23.2%)	86
High School Graduate or Higher	22,173 (89.3%)	100	198,797 (89.1%)	100	537,976 (88.4%)	99

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	9,302 (37.5%)	109,442 (49%)	315,847 (51.9%)
Pop density (per sq mi)	20,863	12,266	15,134
Area (based on blockgroups)	2	26	56

Population

Population 2025 Q4	35,979	314,224	851,029
Population 2025 Q3	35,647	312,753	848,445
Population 2025 Q2	35,438	311,034	843,648
Population 2025 Q1	35,110	308,451	837,166
Population 2024 Q4	34,524	303,593	829,694
Population 2024 Q3	34,434	301,088	823,564
Population 2024 Q2	34,322	299,812	818,753
Population 2024 Q1	34,058	298,002	814,557
Population 2023 Q4	33,840	296,543	810,514
Population 5 Years Forecast	38,205	330,060	871,936
Population 10 Years Forecast	39,693	341,286	889,444
Persons per Household	2.76	2.45	2.33

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				
Group Quarters	843	(2.3%)	100	6,321	(2%)	86	27,817	(3.3%)	139
Transient Population - Average Last 4 Quarters				502	(<0.5%)	13	11,969	(1.4%)	113

Households

Households 2025 Q4	12,747		125,608		352,591
Households 2025 Q3	12,620		124,954		351,245
Households 2025 Q2	12,548		124,268		349,080
Households 2025 Q1	12,426		123,172		346,143
Households 2024 Q4	12,209		121,116		342,997
Households 2024 Q3	12,180		120,055		340,231
Households 2024 Q2	12,138		119,529		337,943
Households 2024 Q1	12,044		118,789		336,141
Households 2023 Q4	11,968		118,192		334,395
Households 5 Years Forecast	13,528		132,605		362,592
Households 10 Years Forecast	14,050		137,478		370,571

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



Benchmark: Nationwide



Gender

Male	17,302	(48.1%)	98	157,429	(50.1%)	102	426,480	(50.1%)	102
Female	18,677	(51.9%)	102	156,795	(49.9%)	98	424,549	(49.9%)	98

Ethnicity

Black	10,080	(28%)	238	62,162	(19.8%)	168	109,852	(12.9%)	109
Hispanic (Ethnic)	9,175	(25.5%)	130	81,359	(25.9%)	132	258,490	(30.4%)	155
Asian	8,026	(22.3%)	386	74,135	(23.6%)	408	141,710	(16.7%)	288
White	6,172	(17.2%)	30	78,694	(25%)	43	293,271	(34.5%)	60
Other	2,526	(7%)	135	17,874	(5.7%)	109	47,706	(5.6%)	108

Household by Ethnicity

Black	3,754	(29.5%)	269	22,288	(17.7%)	162	39,242	(11.1%)	102
Hispanic (Ethnic)	2,846	(22.3%)	147	28,853	(23%)	151	90,396	(25.6%)	169
Asian	2,321	(18.2%)	394	27,024	(21.5%)	465	55,464	(15.7%)	340
White	2,180	(17.1%)	28	32,765	(26.1%)	42	129,622	(36.8%)	60
Other	1,646	(12.9%)	170	14,678	(11.7%)	154	37,867	(10.7%)	142

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	\$113,284.15		93	\$148,231.21		122	\$181,818.66		149
Average Income Per Person	\$40,687.29		86	\$59,806.9		127	\$76,438.51		162
Household Median Income	\$83,637.54		96	\$107,090.05		123	\$115,783.95		133
<\$15K	1,235	(9.7%)	134	9,942	(7.9%)	110	25,687	(7.3%)	101
\$15K - \$25K	769	(6%)	103	7,333	(5.8%)	99	17,965	(5.1%)	87
\$25K - \$35K	710	(5.6%)	91	5,826	(4.6%)	76	15,860	(4.5%)	73
\$35K - \$50K	1,224	(9.6%)	102	8,577	(6.8%)	73	22,832	(6.5%)	69
\$50K - \$75K	1,747	(13.7%)	92	14,415	(11.5%)	77	38,930	(11%)	74
\$75K - \$100K	1,755	(13.8%)	109	13,317	(10.6%)	84	35,191	(10%)	71
\$100K - \$150K	2,307	(18.1%)	100	22,002	(17.5%)	97	57,498	(16.3%)	90
\$150K - \$175K	751	(5.9%)	93	8,351	(6.6%)	105	23,397	(6.6%)	105
\$175K - \$200K	485	(3.8%)	76	6,783	(5.4%)	108	21,021	(6%)	119
\$200K - \$250K	988	(7.8%)	96	16,273	(13%)	161	52,759	(15%)	185
\$250K - \$500K	420	(3.3%)	95	6,969	(5.5%)	161	22,603	(6.4%)	186
>\$500K	356	(2.8%)	97	5,820	(4.6%)	161	18,848	(5.3%)	185

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	\$85,946.58		95	\$103,893.36		115	\$109,854.43		121
Household Median Disposable Income	\$70,120.94		94	\$88,832.99		118	\$95,107.22		127
<\$15K	1,386	(10.9%)	138	10,890	(8.7%)	110	27,960	(7.9%)	101
\$15K - \$25K	869	(6.8%)	99	8,304	(6.6%)	96	20,964	(5.9%)	86
\$25K - \$35K	757	(5.9%)	83	6,313	(5%)	70	17,592	(5%)	70
\$35K - \$50K	1,495	(11.7%)	104	10,508	(8.4%)	74	28,153	(8%)	71
\$50K - \$75K	2,290	(18%)	107	17,713	(14.1%)	84	47,168	(13.4%)	71
\$75K - \$100K	1,791	(14.1%)	98	16,318	(13%)	91	42,876	(12.2%)	85
\$100K - \$150K	2,261	(17.7%)	94	24,462	(19.5%)	103	67,404	(19.1%)	101
\$150K - \$175K	567	(4.4%)	87	9,093	(7.2%)	141	30,475	(8.6%)	169
\$175K - \$200K	362	(2.8%)	83	5,961	(4.7%)	138	18,344	(5.2%)	152
\$200K - \$250K	389	(3.1%)	92	6,453	(5.1%)	155	20,780	(5.9%)	178
\$250K - \$500K	531	(4.2%)	92	8,816	(7%)	155	28,388	(8.1%)	177
>\$500K	49	(<0.5%)	97	777	(0.6%)	156	2,487	(0.7%)	178

Discretionary Households Income

Household Average Discretionary Income	\$58,007.86		85	\$72,175.02		105	\$78,585.16		115
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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	\$48,713.66	84	\$61,811.3	107	\$67,802.43	117
<\$10K	1,424 (11.2%)	144	11,561 (9.2%)	119	29,864 (8.5%)	109
\$10K - \$20K	1,508 (11.8%)	129	11,925 (9.5%)	104	31,028 (8.8%)	96
\$20K - \$30K	1,261 (9.9%)	105	10,252 (8.2%)	86	26,799 (7.6%)	8
\$30K - \$40K	1,168 (9.2%)	100	9,844 (7.8%)	86	26,120 (7.4%)	8
\$40K - \$50K	1,175 (9.2%)	109	9,254 (7.4%)	87	25,191 (7.1%)	85
\$50K - \$75K	2,375 (18.6%)	106	19,793 (15.8%)	90	50,511 (14.3%)	8
\$75K - \$100K	1,604 (12.6%)	101	15,679 (12.5%)	100	39,951 (11.3%)	91
\$100K - \$125K	845 (6.6%)	7	11,230 (8.9%)	105	32,051 (9.1%)	107
\$125K - \$150K	774 (6.1%)	94	12,095 (9.6%)	149	37,167 (10.5%)	163
>\$150K	613 (4.8%)	48	13,975 (11.1%)	110	53,909 (15.3%)	151

Households Income by Ethnicity

Average Income - White	\$93,544.71	91	\$128,221.18	125	\$136,269.5	133
Median Income - White	\$76,882.77	8	\$140,452.88	149	\$158,964.29	168
Average Income - Black	\$87,504.06	118	\$82,268.3	111	\$83,724.98	113
Median Income - Black	\$78,211.68	130	\$71,249.25	118	\$71,656.41	119

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$116,973.22 (97)	\$137,801.65 (114)	\$140,669.55 (116)
Median Income - Asian	\$122,213.78 (97)	\$159,178.44 (126)	\$170,307.25 (35)
Average Income - Hispanic	\$83,879.91 (97)	\$91,400.54 (105)	\$91,591.81 (106)
Median Income - Hispanic	\$76,722.02 (102)	\$80,398.56 (107)	\$79,654.48 (106)
Average Income - Other	\$95,649.73 (100)	\$98,969.76 (103)	\$98,804.66 (103)
Median Income - Other	\$89,468.29 (103)	\$89,399.97 (103)	\$88,514.76 (102)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	38.38 (93)	37.35 (91)	37.71 (92)
Median Age	36.86 (91)	36.59 (91)	36.68 (91)
0-4	2,422 (6.7%) (125)	24,541 (7.8%) (145)	65,177 (7.7%) (143)
5-13	3,867 (10.7%) (106)	33,286 (10.6%) (104)	83,576 (9.8%) (97)
14-17	1,752 (4.9%) (92)	12,583 (4%) (76)	34,274 (4%) (76)
18-21	1,771 (4.9%) (89)	11,928 (3.8%) (69)	34,204 (4%) (73)
22-24	1,344 (3.7%) (89)	8,646 (2.8%) (66)	25,523 (3%) (72)
25-29	2,543 (7.1%) (120)	19,175 (6.1%) (104)	53,720 (6.3%) (107)
30-34	2,927 (8.1%) (127)	32,602 (10.4%) (161)	89,760 (10.5%) (164)

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	1 Mile		3 Mile		5 Mile				
35-39	2,930	(8.1%)	124	36,020	(11.5%)	174	93,767	(11%)	167
40-44	2,617	(7.3%)	113	28,643	(9.1%)	142	74,664	(8.8%)	136
45-49	2,198	(6.1%)	102	20,653	(6.6%)	109	57,130	(6.7%)	112
50-54	2,232	(6.2%)	105	17,142	(5.5%)	92	47,866	(5.6%)	95
55-59	2,144	(6%)	99	16,020	(5.1%)	84	44,351	(5.2%)	86
60-64	2,078	(5.8%)	91	14,874	(4.7%)	75	41,050	(4.8%)	76
65-69	1,786	(5%)	81	13,091	(4.2%)	68	35,621	(4.2%)	68
70-74	1,368	(3.8%)	74	9,995	(3.2%)	62	27,613	(3.2%)	63
75-79	960	(2.7%)	67	7,281	(2.3%)	58	20,325	(2.4%)	60
80-84	623	(1.7%)	69	4,372	(1.4%)	55	12,385	(1.5%)	58
85+	417	(1.2%)	56	3,372	(1.1%)	52	10,023	(1.2%)	57

Age - Male

Male Average Age	37.33		93	36.42		91	37		92
Male Median Age	36.15		95	36.16		95	36.41		95
0-4	1,247	(7.2%)	128	12,621	(8%)	143	33,516	(7.9%)	140
5-13	1,938	(11.2%)	106	16,952	(10.8%)	102	42,629	(10%)	95

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	1 Mile			3 Mile			5 Mile		
14-17	868	(5%)	92	6,465	(4.1%)	75	17,564	(4.1%)	75
18-21	878	(5.1%)	88	6,180	(3.9%)	68	17,584	(4.1%)	72
22-24	670	(3.9%)	88	4,528	(2.9%)	65	13,167	(3.1%)	70
25-29	1,215	(7%)	114	10,018	(6.4%)	104	27,246	(6.4%)	104
30-34	1,436	(8.3%)	126	16,674	(10.6%)	160	44,825	(10.5%)	159
35-39	1,384	(8%)	120	18,149	(11.5%)	172	47,254	(11.1%)	166
40-44	1,280	(7.4%)	114	14,938	(9.5%)	146	38,746	(9.1%)	140
45-49	1,114	(6.4%)	107	10,790	(6.9%)	114	29,719	(7%)	116
50-54	1,081	(6.2%)	106	8,624	(5.5%)	93	24,495	(5.7%)	97
55-59	999	(5.8%)	96	7,895	(5%)	83	22,297	(5.2%)	87
60-64	995	(5.8%)	92	7,233	(4.6%)	74	20,481	(4.8%)	71
65-69	816	(4.7%)	81	6,120	(3.9%)	66	17,164	(4%)	69
70-74	613	(3.5%)	73	4,452	(2.8%)	59	12,722	(3%)	62
75-79	407	(2.4%)	64	3,049	(1.9%)	53	8,786	(2.1%)	56
80-84	229	(1.3%)	60	1,655	(1.1%)	48	4,892	(1.1%)	52
85+	132	(0.8%)	50	1,086	(0.7%)	46	3,393	(0.8%)	53

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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	39.34	38.28	38.44
Female Median Age	37.5	37.03	36.94
0-4	1,175 (6.3%)	11,920 (7.6%)	31,661 (7.5%)
5-13	1,929 (10.3%)	16,334 (10.4%)	40,947 (9.6%)
14-17	884 (4.7%)	6,118 (3.9%)	16,710 (3.9%)
18-21	893 (4.8%)	5,748 (3.7%)	16,620 (3.9%)
22-24	674 (3.6%)	4,118 (2.6%)	12,356 (2.9%)
25-29	1,328 (7.1%)	9,157 (5.8%)	26,474 (6.2%)
30-34	1,491 (8%)	15,928 (10.2%)	44,935 (10.6%)
35-39	1,546 (8.3%)	17,871 (11.4%)	46,513 (11%)
40-44	1,337 (7.2%)	13,705 (8.7%)	35,918 (8.5%)
45-49	1,084 (5.8%)	9,863 (6.3%)	27,411 (6.5%)
50-54	1,151 (6.2%)	8,518 (5.4%)	23,371 (5.5%)
55-59	1,145 (6.1%)	8,125 (5.2%)	22,054 (5.2%)
60-64	1,083 (5.8%)	7,641 (4.9%)	20,569 (4.8%)

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65-69	970	(5.2%)	8	6,971	(4.4%)	70	18,457	(4.3%)	68
70-74	755	(4%)	75	5,543	(3.5%)	65	14,891	(3.5%)	65
75-79	553	(3%)	69	4,232	(2.7%)	63	11,539	(2.7%)	63
80-84	394	(2.1%)	74	2,717	(1.7%)	61	7,493	(1.8%)	62
85+	285	(1.5%)	58	2,286	(1.5%)	56	6,630	(1.6%)	60

Employment by Occupation

Total Employees (16+ Years Old)	17,576			164,593			460,426		
Professional Specialty	4,532	(25.8%)	104	49,305	(30%)	121	129,700	(28.2%)	114
Production & Transportation	3,018	(17.2%)	133	18,358	(11.2%)	86	47,930	(10.4%)	8
Managerial/Executive	2,261	(12.9%)	74	35,850	(21.8%)	125	111,557	(24.2%)	139
Office Admin	1,997	(11.4%)	107	14,708	(8.9%)	84	40,763	(8.9%)	83
Sales	1,350	(7.7%)	8	13,114	(8%)	85	39,982	(8.7%)	93
Healthcare support	1,047	(6%)	182	5,529	(3.4%)	103	12,132	(2.6%)	8
Construction	748	(4.3%)	53	9,341	(5.7%)	71	28,818	(6.3%)	7
Personal Care	734	(4.2%)	167	4,289	(2.6%)	104	10,725	(2.3%)	93
Food Preparation & Serving	720	(4.1%)	8	4,906	(3%)	58	15,223	(3.3%)	65

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Protective	605	(3.4%)	159	4,271	(2.6%)	120	9,110	(2%)	91
Building Maintenance & Cleaning	564	(3.2%)	95	4,816	(2.9%)	86	14,214	(3.1%)	91
Farming, Fishing & Forestry				106	(<0.5%)	11	272	(<0.5%)	10

Employment by Industry

Total Employees (16+ Years Old)	17,576			164,593			460,426		
Educational Services	4,510	(25.7%)	110	32,201	(19.6%)	84	82,324	(17.9%)	76
Transportation	2,252	(12.8%)	219	12,691	(7.7%)	132	31,713	(6.9%)	118
Wholesale Retail	1,593	(9.1%)	69	16,786	(10.2%)	76	48,563	(10.5%)	80
Entertainment Services	1,574	(9%)	103	11,097	(6.7%)	76	31,403	(6.8%)	70
Professional Services	1,474	(8.4%)	104	23,777	(14.4%)	179	68,280	(14.8%)	184
Financial, Insurance & Real Estate	1,361	(7.7%)	115	21,751	(13.2%)	196	69,881	(15.2%)	225
Administrative/Waste Services	1,007	(5.7%)	137	7,694	(4.7%)	112	19,998	(4.3%)	104
Manufacturing	874	(5%)	50	9,625	(5.8%)	59	26,677	(5.8%)	58
Public Administration	847	(4.8%)	101	5,960	(3.6%)	76	14,761	(3.2%)	67
Agriculture/Mining/Construction	790	(4.5%)	53	8,741	(5.3%)	62	27,992	(6.1%)	71
Other Professional Services	765	(4.4%)	93	7,455	(4.5%)	96	17,938	(3.9%)	83

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Information	512	(2.9%)	156	6,448	(3.9%)	210	19,889	(4.3%)	231
Management Services	17	(<0.5%)	76	367	(<0.5%)	176	1,007	(<0.5%)	172

Language Spoken

Speak English at Home	16,486	(49.1%)	64	142,444	(49.2%)	64	397,104	(50.5%)	65
Speak Other Language at Home	11,501	(34.3%)	404	89,232	(30.8%)	363	194,074	(24.7%)	291
Speak Spanish at Home	5,570	(16.6%)	117	58,007	(20%)	141	194,674	(24.8%)	175

Ancestry

Other	5,159	(14.3%)	105	53,631	(17.1%)	125	149,647	(17.6%)	129
Puerto Rican	3,944	(11%)	390	27,841	(8.9%)	315	66,329	(7.8%)	277
Dominican	2,494	(6.9%)	1035	18,783	(6%)	893	43,997	(5.2%)	772
Unclassified	1,717	(4.8%)	32	14,483	(4.6%)	31	54,457	(6.4%)	44
South Central Asian (e.g. Indian)	1,583	(4.4%)	279	36,145	(11.5%)	728	64,520	(7.6%)	480
South East Asian (e.g. Vietnamese)	1,034	(2.9%)	608	4,515	(1.4%)	304	6,105	(0.7%)	152
Central American	985	(2.7%)	154	8,250	(2.6%)	147	28,584	(3.4%)	188
South American	916	(2.5%)	186	14,225	(4.5%)	331	68,429	(8%)	589
Middle Eastern	657	(1.8%)	328	3,700	(1.2%)	211	9,603	(1.1%)	202

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				
Chinese	549	(1.5%)	119	10,762	(3.4%)	266	33,629	(4%)	307
Other Hispanic	432	(1.2%)	113	5,620	(1.8%)	168	20,934	(2.5%)	231
Mexican	330	(0.9%)	8	3,967	(1.3%)	11	16,442	(1.9%)	17
Scottish/Irish	266	(0.7%)	12	4,679	(1.5%)	25	23,975	(2.8%)	47
Other European (e.g. Greek/Russian)	183	(0.5%)	18	3,344	(1.1%)	38	20,308	(2.4%)	86
Italian	181	(0.5%)	19	5,154	(1.6%)	61	25,568	(3%)	112
Korean	157	(<0.5%)	98	1,983	(0.6%)	142	7,214	(0.8%)	191
American	135	(<0.5%)	9	2,037	(0.6%)	16	7,912	(0.9%)	23
Other Asian	101	(<0.5%)	7	1,088	(<0.5%)	98	2,393	(<0.5%)	7
German	99	(<0.5%)	4	2,387	(0.8%)	11	13,143	(1.5%)	22
Native American (Indian/Eskimo)	91	(<0.5%)	40	665	(<0.5%)	33	1,182	(<0.5%)	22
Cuban	74	(<0.5%)	27	2,673	(0.9%)	112	13,775	(1.6%)	213
Polish	66	(<0.5%)	13	2,303	(0.7%)	54	9,990	(1.2%)	86
Japanese	61	(<0.5%)	7	818	(<0.5%)	114	2,702	(<0.5%)	140
British	59	(<0.5%)	3	1,734	(0.6%)	11	12,385	(1.5%)	28
Hawaiian/Pacific Islander	36	(<0.5%)	56	109	(<0.5%)	19	321	(<0.5%)	21

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Scandinavian	15	(<0.5%)	2	544	(<0.5%)	10	3,070	(<0.5%)	21
French	6	(<0.5%)	2	638	(<0.5%)	19	3,252	(<0.5%)	36
Dutch	1	(<0.5%)	1	194	(<0.5%)	12	1,222	(<0.5%)	27

Education (Age 25+)

Total Educated Population	24,823			223,240			608,275		
Elementary (0 to 8 Years)	1,033	(4.2%)	87	12,902	(5.8%)	121	39,972	(6.6%)	137
Some High School (9 to 11 Years)	1,617	(6.5%)	110	11,541	(5.2%)	88	30,327	(5%)	85
High School Graduate (12 Years)	7,097	(28.6%)	110	49,602	(22.2%)	85	129,554	(21.3%)	82
Some College (13 to 16 Years)	4,274	(17.2%)	89	28,565	(12.8%)	66	66,747	(11%)	57
Associates Degree Only	1,500	(6%)	69	11,188	(5%)	57	25,828	(4.2%)	48
Bachelor's Degree Only	6,382	(25.7%)	121	63,681	(28.5%)	134	184,818	(30.4%)	142
Graduate Degree	2,920	(11.8%)	85	45,761	(20.5%)	149	131,029	(21.5%)	157

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	12,747	125,608	352,591
One Person Households	3,437 (27%)	38,438 (30.6%)	118,356 (33.6%)
Married Couple	4,934 (38.7%)	48,143 (38.3%)	129,469 (36.7%)
Male Householder	970 (7.6%)	6,436 (5.1%)	16,968 (4.8%)
Female Householder	2,475 (19.4%)	18,037 (14.4%)	43,607 (12.4%)
Non Family Households	931 (7.3%)	14,554 (11.6%)	44,191 (12.5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	12,747	125,608	352,591
1 Person Household	3,437 (27%)	38,438 (30.6%)	118,356 (33.6%)
2 Person Household	3,356 (26.3%)	38,794 (30.9%)	110,321 (31.3%)
3 Person Household	2,426 (19%)	22,224 (17.7%)	57,119 (16.2%)
4 Person Household	1,849 (14.5%)	15,268 (12.2%)	40,018 (11.3%)
5 Person Household	1,003 (7.9%)	6,576 (5.2%)	16,103 (4.6%)
6 Person Household	410 (3.2%)	2,778 (2.2%)	6,762 (1.9%)
7+ Person Household	266 (2.1%)	1,530 (1.2%)	3,912 (1.1%)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	13,561	135,726	385,173
Renter Occupied Housing	8,121	87,531	247,254
Owner Occupied Housing	4,626	38,077	105,337
Vacant Housing	814	10,118	32,582

Housing Rent

Average Rent	\$1,640.53	106	\$1,971.99	128	\$2,177.75	141
Median Rent	\$1,601.68	113	\$1,882.94	133	\$2,021.67	143
Total Cash Rents Housing	7,992	85,967	243,094			
<\$300	274 (3.4%)	123	2,931 (3.4%)	122	6,248 (2.6%)	92
\$300-\$500	222 (2.8%)	72	2,036 (2.4%)	61	5,356 (2.2%)	57
\$500-\$750	234 (2.9%)	34	3,022 (3.5%)	40	7,611 (3.1%)	36
\$750-\$1000	712 (8.9%)	68	4,699 (5.5%)	42	11,896 (4.9%)	38
\$1000-\$1500	2,130 (26.7%)	101	15,554 (18.1%)	69	41,675 (17.1%)	65
\$1500-\$2000	2,085 (26.1%)	124	19,248 (22.4%)	106	47,275 (19.4%)	92
\$2000-\$2500	1,385 (17.3%)	147	14,824 (17.2%)	147	34,288 (14.1%)	120

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	663	(8.3%)	143	9,795	(11.4%)	197	23,924	(9.8%)	170
\$3000-\$3500	230	(2.9%)	94	6,225	(7.2%)	236	19,380	(8%)	260
>\$3500	57	(0.7%)	19	7,633	(8.9%)	241	45,441	(18.7%)	508

Value of Owner-Occupied Housing Units

Average House Value	\$731,499.2	136	\$790,971.51	147	\$1.12M	209			
Median House Value	\$621,774.19	159	\$681,052.48	174	\$768,156.52	196			
Owner Occupied Housing	4,626		38,077		105,337				
<\$100K	197	(4.3%)	52	907	(2.4%)	29	2,275	(2.2%)	26
\$100K - \$200K	146	(3.2%)	25	500	(1.3%)	10	1,101	(1%)	8
\$200K - \$300K	284	(6.1%)	39	1,755	(4.6%)	30	3,893	(3.7%)	24
\$300K - \$400K	249	(5.4%)	37	2,965	(7.8%)	54	6,953	(6.6%)	45
\$400K - \$500K	682	(14.7%)	127	4,754	(12.5%)	108	11,022	(10.5%)	90
\$500K - \$1000K	2,483	(53.7%)	210	18,689	(49.1%)	192	44,018	(41.8%)	163
>\$1000K	585	(12.6%)	109	8,507	(22.3%)	193	36,075	(34.2%)	295

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

Poverty

Households in Poverty	2,355	(18.5%)	146	19,062	(15.2%)	120	47,153	(13.4%)	106
Households Above Poverty	10,392	(81.5%)	93	106,546	(84.8%)	97	305,438	(86.6%)	99
Households in Poverty (Married)	569	(4.5%)	205	3,420	(2.7%)	125	7,447	(2.1%)	97
Households in Poverty (Male Householder)	100	(0.8%)	123	810	(0.6%)	101	1,971	(0.6%)	88
Households in Poverty (Female Householder)	739	(5.8%)	197	4,928	(3.9%)	133	10,731	(3%)	103
Households in Poverty (Non-Family)	818	(6.4%)	103	9,125	(7.3%)	116	24,841	(7%)	113
Households in Poverty (Non-Family Student)	129	(1%)	162	779	(0.6%)	100	2,163	(0.6%)	98

Wealth per Household

Household Average Wealth	\$222,143.45	92	\$231,546.36	95	\$235,056.62	97			
Household Median Wealth	\$62,300.39	76	\$65,273.99	86	\$67,188.51	81			
<\$0K	2,428	(19%)	110	23,921	(19%)	110	66,742	(18.9%)	109
\$0K - \$5K	1,259	(9.9%)	117	12,150	(9.7%)	114	33,761	(9.6%)	113
\$5K - \$10K	653	(5.1%)	113	6,339	(5%)	111	17,630	(5%)	110
\$10K - \$25K	856	(6.7%)	106	8,349	(6.6%)	105	23,299	(6.6%)	104
\$25K - \$50K	869	(6.8%)	100	8,392	(6.7%)	98	23,403	(6.6%)	97

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,254	(9.8%)	96	11,958	(9.5%)	93	33,337	(9.5%)	92
\$100K - \$250K	2,155	(16.9%)	93	20,840	(16.6%)	92	58,437	(16.6%)	91
\$250K - \$500K	1,549	(12.2%)	92	15,452	(12.3%)	93	43,731	(12.4%)	94
>\$500K	1,724	(13.5%)	91	18,207	(14.5%)	97	52,251	(14.8%)	99

Vehicles per Household

Total Number of Vehicles	12,572			107,323			271,607		
Average Number of Vehicles	0.99		54	0.85		47	0.77		42
No Vehicles	4,029	(31.6%)	382	47,183	(37.6%)	454	154,910	(43.9%)	531
1 Vehicle	5,504	(43.2%)	132	55,319	(44%)	134	140,489	(39.8%)	121
2 Vehicles	2,677	(21%)	57	18,536	(14.8%)	40	44,265	(12.6%)	34
3 or more Vehicles	537	(4.2%)	19	4,570	(3.6%)	17	12,927	(3.7%)	17

Population Change

Births	450			4,058			10,954		
Deaths	204			1,568			4,378		
Migration	1,229			8,273			15,135		

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	587	6,585	44,905
Total Employees	6,285	92,123	1.1M

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