



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	35,964		287,350		823,843	
Households	12,689		113,563		339,280	
Persons per Household	2.77	109	2.47	97	2.35	92
Household Median Income	\$90,941.98	104	\$101,022.51	116	\$114,841.35	132
Household Median Disposable Income	\$76,392.58	102	\$84,152.48	112	\$94,430.16	126
Household Median Discretionary Income	\$54,230.33	94	\$57,945.13	100	\$66,953.47	116
Average Income Per Person	\$43,372.26	92	\$55,811.22	118	\$74,968.77	159
Median Rent	\$1,729.41	123	\$1,819.8	129	\$2,005.33	142
Median House Value	\$591,706.86	151	\$663,178.15	169	\$749,888.09	192
Households in Poverty	2,215 (17.5%)	138	18,132 (16%)	126	45,390 (13.4%)	106
Household Median Wealth	\$68,161.52	83	\$63,798.62	74	\$66,924.8	81
Average Age	38.65	94	37.56	91	37.62	91
Median Age	37.27	92	36.66	91	36.64	91
Households with Children	3,667 (28.9%)	108	29,117 (25.6%)	96	80,258 (23.7%)	88
High School Graduate or Higher	22,435 (90.3%)	101	180,387 (88.6%)	99	519,334 (88.4%)	99

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	9,712 (39.1%)	95,120 (46.7%)	301,810 (51.4%)
Pop density (per sq mi)	18,282	12,145	15,013
Area (based on blockgroups)	2	24	55

## Population

Population 2025 Q4	35,964	287,350	823,843
Population 2025 Q3	35,697	285,828	821,286
Population 2025 Q2	35,532	284,043	816,537
Population 2025 Q1	35,268	281,525	810,204
Population 2024 Q4	34,756	276,653	802,553
Population 2024 Q3	34,667	274,415	796,549
Population 2024 Q2	34,552	273,317	792,012
Population 2024 Q1	34,288	271,594	787,962
Population 2023 Q4	34,079	270,371	784,135
Population 5 Years Forecast	37,640	302,694	845,469
Population 10 Years Forecast	38,842	313,419	863,301
Persons per Household	2.77	2.47	2.35

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



# Audience Profile

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	837	(2.3%)	99	6,322	(2.2%)	94	26,398	(3.2%)	136
Transient Population - Average Last 4 Quarters			6	204	(<0.5%)		11,577	(1.4%)	112

## Households

Households 2025 Q4	12,689		113,563		339,280
Households 2025 Q3	12,589		112,887		337,972
Households 2025 Q2	12,532		112,175		335,842
Households 2025 Q1	12,435		111,110		333,002
Households 2024 Q4	12,251		109,053		329,754
Households 2024 Q3	12,221		108,110		327,066
Households 2024 Q2	12,178		107,666		324,933
Households 2024 Q1	12,085		106,964		323,209
Households 2023 Q4	12,012		106,471		321,575
Households 5 Years Forecast	13,260		120,253		349,629
Households 10 Years Forecast	13,672		124,856		357,775

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Gender

Male	17,190	(47.8%)	98	143,676	(50%)	102	412,936	(50.1%)	102
Female	18,774	(52.2%)	102	143,674	(50%)	98	410,907	(49.9%)	98

## Ethnicity

Black	9,805	(27.3%)	231	60,871	(21.2%)	180	110,054	(13.4%)	113
Asian	9,501	(26.4%)	457	63,685	(22.2%)	384	138,740	(16.8%)	292
Hispanic (Ethnic)	8,619	(24%)	122	75,321	(26.2%)	134	249,841	(30.3%)	155
White	5,634	(15.7%)	27	70,781	(24.6%)	43	278,841	(33.8%)	59
Other	2,405	(6.7%)	129	16,692	(5.8%)	112	46,367	(5.6%)	108

## Household by Ethnicity

Black	3,841	(30.3%)	276	21,642	(19.1%)	174	39,364	(11.6%)	106
Asian	2,691	(21.2%)	459	22,611	(19.9%)	431	54,006	(15.9%)	344
Hispanic (Ethnic)	2,658	(20.9%)	138	26,763	(23.6%)	155	87,176	(25.7%)	169
White	1,919	(15.1%)	25	28,779	(25.3%)	41	121,911	(35.9%)	58
Other	1,580	(12.5%)	164	13,768	(12.1%)	160	36,823	(10.9%)	143

## 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	\$121,377.86		100	\$139,691.13		115	\$179,543.81		148
Average Income Per Person	\$43,372.26		92	\$55,811.22		118	\$74,968.77		159
Household Median Income	\$90,941.98		104	\$101,022.51		116	\$114,841.35		132
<\$15K	1,151	(9.1%)	126	9,553	(8.4%)	116	24,509	(7.2%)	100
\$15K - \$25K	632	(5%)	85	6,841	(6%)	103	17,443	(5.1%)	88
\$25K - \$35K	665	(5.2%)	85	5,462	(4.8%)	74	15,347	(4.5%)	74
\$35K - \$50K	1,217	(9.6%)	102	8,225	(7.2%)	77	22,287	(6.6%)	70
\$50K - \$75K	1,670	(13.2%)	88	13,646	(12%)	80	37,755	(11.1%)	74
\$75K - \$100K	1,452	(11.4%)	91	12,602	(11.1%)	88	34,345	(10.1%)	80
\$100K - \$150K	2,475	(19.5%)	107	20,156	(17.7%)	98	55,507	(16.4%)	90
\$150K - \$175K	759	(6%)	95	7,436	(6.5%)	104	22,616	(6.7%)	106
\$175K - \$200K	572	(4.5%)	90	5,970	(5.3%)	105	20,317	(6%)	120
\$200K - \$250K	1,174	(9.3%)	115	13,258	(11.7%)	145	49,927	(14.7%)	182
\$250K - \$500K	500	(3.9%)	114	5,675	(5%)	145	21,389	(6.3%)	182
>\$500K	422	(3.3%)	115	4,739	(4.2%)	145	17,838	(5.3%)	182

## Disposable Households Income

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



# Audience Profile

Jan 1 - Dec 31, 2025

URBAN EDGE

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$91,969.42		102	\$99,731.46		110	\$109,267.73		121
Household Median Disposable Income	\$76,392.58		102	\$84,152.48		112	\$94,430.16		126
<\$15K	1,302	(10.3%)	130	10,463	(9.2%)	117	26,683	(7.9%)	100
\$15K - \$25K	706	(5.6%)	8	7,745	(6.8%)	99	20,391	(6%)	87
\$25K - \$35K	742	(5.8%)	8	5,918	(5.2%)	73	16,997	(5%)	70
\$35K - \$50K	1,500	(11.8%)	105	10,078	(8.9%)	74	27,482	(8.1%)	72
\$50K - \$75K	1,997	(15.7%)	93	16,747	(14.7%)	88	45,861	(13.5%)	89
\$75K - \$100K	1,769	(13.9%)	97	15,213	(13.4%)	94	41,415	(12.2%)	85
\$100K - \$150K	2,417	(19%)	101	21,939	(19.3%)	102	65,148	(19.2%)	102
\$150K - \$175K	672	(5.3%)	103	7,541	(6.6%)	129	28,950	(8.5%)	166
\$175K - \$200K	430	(3.4%)	99	4,855	(4.3%)	125	17,444	(5.1%)	150
\$200K - \$250K	464	(3.7%)	110	5,255	(4.6%)	140	19,676	(5.8%)	175
\$250K - \$500K	633	(5%)	110	7,177	(6.3%)	139	26,880	(7.9%)	175
>\$500K	57	(<0.5%)	113	632	(0.6%)	140	2,353	(0.7%)	175

## Discretionary Households Income

Household Average Discretionary Income	\$63,719.38		93	\$68,741.49		100	\$77,934.09		114
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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	\$54,230.33	94	\$57,945.13	100	\$66,953.47	116
<\$10K	1,290 (10.2%)	131	11,173 (9.8%)	127	28,831 (8.5%)	110
\$10K - \$20K	1,410 (11.1%)	121	11,181 (9.8%)	108	30,046 (8.9%)	97
\$20K - \$30K	1,278 (10.1%)	107	9,831 (8.7%)	92	26,115 (7.7%)	8
\$30K - \$40K	1,104 (8.7%)	95	9,437 (8.3%)	91	25,400 (7.5%)	8
\$40K - \$50K	858 (6.8%)	8	8,753 (7.7%)	91	24,623 (7.3%)	86
\$50K - \$75K	2,289 (18%)	103	18,521 (16.3%)	93	48,915 (14.4%)	8
\$75K - \$100K	1,781 (14%)	113	14,148 (12.5%)	100	38,719 (11.4%)	92
\$100K - \$125K	936 (7.4%)	87	9,759 (8.6%)	101	30,763 (9.1%)	107
\$125K - \$150K	780 (6.1%)	95	10,111 (8.9%)	137	35,575 (10.5%)	162
>\$150K	963 (7.6%)	75	10,649 (9.4%)	93	50,293 (14.8%)	147

## Households Income by Ethnicity

Average Income - White	\$88,151.21	86	\$124,548.49	121	\$135,717.83	132
Median Income - White	\$65,546.97	69	\$133,118.63	141	\$157,155.52	166
Average Income - Black	\$93,766.51	126	\$81,570.39	110	\$83,626.8	112
Median Income - Black	\$88,053.8	146	\$71,188.22	118	\$71,497.31	119

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	\$127,274.6 (105)	\$132,769.8 (110)	\$141,166.5 (117)
Median Income - Asian	\$141,064.17 (112)	\$148,604.89 (118)	\$170,723.54 (136)
Average Income - Hispanic	\$87,848.74 (101)	\$90,266.74 (104)	\$91,543.89 (106)
Median Income - Hispanic	\$80,460.31 (107)	\$78,913.57 (105)	\$79,760.32 (106)
Average Income - Other	\$101,779.45 (106)	\$96,988.59 (101)	\$98,449.43 (103)
Median Income - Other	\$97,676.09 (113)	\$86,946.3 (100)	\$87,721.84 (101)

## Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	38.65 (94)	37.56 (91)	37.62 (91)
Median Age	37.27 (92)	36.66 (91)	36.64 (91)
0-4	2,365 (6.6%) (122)	21,874 (7.6%) (142)	63,114 (7.7%) (143)
5-13	3,904 (10.9%) (107)	30,306 (10.5%) (104)	81,873 (9.9%) (98)
14-17	1,745 (4.9%) (92)	11,889 (4.1%) (74)	33,381 (4.1%) (71)
18-21	1,770 (4.9%) (89)	11,410 (4%) (72)	33,156 (4%) (73)
22-24	1,343 (3.7%) (89)	8,307 (2.9%) (69)	24,676 (3%) (72)
25-29	2,439 (6.8%) (115)	17,839 (6.2%) (106)	52,036 (6.3%) (107)
30-34	2,819 (7.8%) (122)	28,932 (10.1%) (157)	86,439 (10.5%) (163)

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
35-39	2,813	(7.8%)	119	31,685	(11%)	167
40-44	2,684	(7.5%)	116	25,405	(8.8%)	137
45-49	2,250	(6.3%)	104	18,682	(6.5%)	108
50-54	2,225	(6.2%)	104	15,927	(5.5%)	94
55-59	2,142	(6%)	99	15,018	(5.2%)	86
60-64	2,122	(5.9%)	93	14,105	(4.9%)	71
65-69	1,915	(5.3%)	87	12,372	(4.3%)	70
70-74	1,439	(4%)	74	9,460	(3.3%)	64
75-79	1,006	(2.8%)	70	6,840	(2.4%)	60
80-84	604	(1.7%)	67	4,145	(1.4%)	57
85+	379	(1.1%)	51	3,154	(1.1%)	53

## Age - Male

Male Average Age	37.52	94	36.59	91	36.88	92
Male Median Age	36.41	95	36.17	95	36.36	95
0-4	1,217	(7.1%)	126	11,249	(7.8%)	140
5-13	1,964	(11.4%)	108	15,454	(10.8%)	102

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		
14-17	869	(5.1%)	92	6,098	(4.2%)	7	17,141	(4.2%)	7
18-21	870	(5.1%)	88	5,892	(4.1%)	71	17,101	(4.1%)	72
22-24	657	(3.8%)	87	4,337	(3%)	69	12,777	(3.1%)	70
25-29	1,167	(6.8%)	110	9,289	(6.5%)	105	26,501	(6.4%)	104
30-34	1,383	(8%)	122	14,821	(10.3%)	156	43,291	(10.5%)	159
35-39	1,327	(7.7%)	115	16,015	(11.1%)	167	45,714	(11.1%)	166
40-44	1,281	(7.5%)	115	13,192	(9.2%)	141	37,623	(9.1%)	140
45-49	1,127	(6.6%)	109	9,677	(6.7%)	112	28,859	(7%)	116
50-54	1,072	(6.2%)	105	7,994	(5.6%)	94	23,716	(5.7%)	97
55-59	1,004	(5.8%)	97	7,348	(5.1%)	85	21,502	(5.2%)	87
60-64	997	(5.8%)	93	6,856	(4.8%)	76	19,683	(4.8%)	76
65-69	849	(4.9%)	84	5,787	(4%)	69	16,536	(4%)	68
70-74	632	(3.7%)	76	4,229	(2.9%)	61	12,217	(3%)	61
75-79	424	(2.5%)	68	2,858	(2%)	55	8,381	(2%)	56
80-84	232	(1.3%)	62	1,563	(1.1%)	50	4,577	(1.1%)	51
85+	118	(0.7%)	45	1,017	(0.7%)	47	3,161	(0.8%)	51

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	39.69 (94)	38.53 (91)	38.36 (91)
Female Median Age	38.04 (92)	37.15 (90)	36.93 (89)
0-4	1,148 (6.1%) (119)	10,625 (7.4%) (144)	30,660 (7.5%) (145)
5-13	1,940 (10.3%) (106)	14,852 (10.3%) (106)	40,171 (9.8%) (100)
14-17	876 (4.7%) (92)	5,791 (4%) (74)	16,240 (4%) (74)
18-21	900 (4.8%) (91)	5,518 (3.8%) (75)	16,055 (3.9%) (74)
22-24	686 (3.7%) (92)	3,970 (2.8%) (69)	11,899 (2.9%) (73)
25-29	1,272 (6.8%) (120)	8,550 (6%) (106)	25,535 (6.2%) (110)
30-34	1,436 (7.6%) (122)	14,111 (9.8%) (157)	43,148 (10.5%) (168)
35-39	1,486 (7.9%) (122)	15,670 (10.9%) (168)	44,971 (10.9%) (169)
40-44	1,403 (7.5%) (117)	12,213 (8.5%) (133)	34,931 (8.5%) (133)
45-49	1,123 (6%) (100)	9,005 (6.3%) (104)	26,687 (6.5%) (108)
50-54	1,153 (6.1%) (104)	7,933 (5.5%) (93)	22,732 (5.5%) (93)
55-59	1,138 (6.1%) (100)	7,670 (5.3%) (88)	21,372 (5.2%) (86)
60-64	1,125 (6%) (93)	7,249 (5%) (74)	19,949 (4.9%) (75)

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# Audience Profile

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	1 Mile		3 Mile		5 Mile				
65-69	1,066	(5.7%)	89	6,585	(4.6%)	72	17,874	(4.3%)	68
70-74	807	(4.3%)	74	5,231	(3.6%)	67	14,299	(3.5%)	64
75-79	582	(3.1%)	72	3,982	(2.8%)	64	11,025	(2.7%)	62
80-84	372	(2%)	70	2,582	(1.8%)	63	7,122	(1.7%)	61
85+	261	(1.4%)	53	2,137	(1.5%)	57	6,237	(1.5%)	58

## Employment by Occupation

Total Employees (16+ Years Old)	17,876			148,040			444,496		
Professional Specialty	5,006	(28%)	113	43,664	(29.5%)	119	124,436	(28%)	113
Production & Transportation	2,653	(14.8%)	115	17,210	(11.6%)	90	47,005	(10.6%)	82
Managerial/Executive	2,458	(13.8%)	74	29,518	(19.9%)	115	106,838	(24%)	138
Office Admin	2,124	(11.9%)	112	13,947	(9.4%)	89	39,777	(8.9%)	84
Sales	1,414	(7.9%)	85	11,950	(8.1%)	86	38,234	(8.6%)	92
Healthcare support	977	(5.5%)	167	5,246	(3.5%)	108	11,679	(2.6%)	81
Construction	777	(4.3%)	54	9,058	(6.1%)	76	28,645	(6.4%)	81
Food Preparation & Serving	666	(3.7%)	73	4,532	(3.1%)	60	14,497	(3.3%)	64
Personal Care	658	(3.7%)	148	3,994	(2.7%)	108	10,164	(2.3%)	92

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Protective	624	(3.5%)	161	4,034	(2.7%)	126	8,916	(2%)	93
Building Maintenance & Cleaning	519	(2.9%)	86	4,795	(3.2%)	95	14,062	(3.2%)	93
Farming, Fishing & Forestry				92	(<0.5%)	11	243	(<0.5%)	10

### Employment by Industry

Total Employees (16+ Years Old)	17,876			148,040			444,496		
Educational Services	4,646	(26%)	111	30,360	(20.5%)	88	79,386	(17.9%)	76
Transportation	2,079	(11.6%)	199	11,858	(8%)	137	31,377	(7.1%)	121
Wholesale Retail	1,760	(9.8%)	75	15,617	(10.5%)	80	46,947	(10.6%)	80
Financial, Insurance & Real Estate	1,588	(8.9%)	132	18,551	(12.5%)	186	67,004	(15.1%)	223
Entertainment Services	1,346	(7.5%)	87	9,911	(6.7%)	77	29,616	(6.7%)	77
Professional Services	1,331	(7.4%)	92	19,762	(13.3%)	165	65,200	(14.7%)	182
Administrative/Waste Services	990	(5.5%)	132	7,350	(5%)	119	19,700	(4.4%)	106
Manufacturing	977	(5.5%)	55	8,184	(5.5%)	56	26,078	(5.9%)	59
Public Administration	911	(5.1%)	107	5,539	(3.7%)	74	14,287	(3.2%)	67
Agriculture/Mining/Construction	885	(5%)	58	8,272	(5.6%)	66	27,649	(6.2%)	75
Other Professional Services	850	(4.8%)	101	6,877	(4.6%)	99	17,458	(3.9%)	84

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Information	487	(2.7%)	146	5,417	(3.7%)	196	18,836	(4.2%)	227
Management Services	26	(<0.5%)	115	342	(<0.5%)	182	958	(<0.5%)	170

### Language Spoken

Speak English at Home	16,765	(49.9%)	65	131,656	(49.6%)	64	381,896	(50.2%)	65
Speak Other Language at Home	11,624	(34.6%)	408	79,497	(29.9%)	353	191,032	(25.1%)	296
Speak Spanish at Home	5,210	(15.5%)	109	54,323	(20.5%)	144	187,801	(24.7%)	174

### Ancestry

Other	5,039	(14%)	103	49,038	(17.1%)	125	145,174	(17.6%)	129
Puerto Rican	3,828	(10.6%)	378	25,874	(9%)	320	64,437	(7.8%)	278
Dominican	2,388	(6.6%)	992	17,883	(6.2%)	929	42,556	(5.2%)	771
South Central Asian (e.g. Indian)	1,756	(4.9%)	309	29,424	(10.2%)	648	63,958	(7.8%)	492
Unclassified	1,515	(4.2%)	29	13,067	(4.5%)	31	51,478	(6.2%)	43
South East Asian (e.g. Vietnamese)	1,078	(3%)	634	4,298	(1.5%)	316	5,989	(0.7%)	154
Central American	900	(2.5%)	140	7,796	(2.7%)	152	27,605	(3.4%)	188
South American	790	(2.2%)	161	12,500	(4.4%)	318	66,493	(8.1%)	591
Chinese	725	(2%)	157	8,043	(2.8%)	218	32,162	(3.9%)	304

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				
Middle Eastern	527	(1.5%)	263	3,550	(1.2%)	222	9,427	(1.1%)	205
Other Hispanic	383	(1.1%)	100	5,376	(1.9%)	176	20,308	(2.5%)	232
Mexican	270	(0.8%)	7	3,500	(1.2%)	11	15,658	(1.9%)	17
Scottish/Irish	226	(0.6%)	11	4,180	(1.5%)	24	22,700	(2.8%)	46
Korean	200	(0.6%)	125	1,740	(0.6%)	36	6,967	(0.8%)	191
Italian	181	(0.5%)	19	4,580	(1.6%)	60	24,493	(3%)	111
Other Asian	132	(<0.5%)	104	1,003	(<0.5%)	99	2,331	(<0.5%)	8
American	122	(<0.5%)	9	1,880	(0.7%)	16	7,587	(0.9%)	23
Other European (e.g. Greek/Russian)	113	(<0.5%)	11	2,739	(1%)	34	18,762	(2.3%)	8
German	74	(<0.5%)	3	2,137	(0.7%)	10	11,968	(1.5%)	20
Native American (Indian/Eskimo)	71	(<0.5%)	31	620	(<0.5%)	34	1,152	(<0.5%)	22
Polish	64	(<0.5%)	13	2,132	(0.7%)	54	9,634	(1.2%)	85
Cuban	60	(<0.5%)	22	2,392	(0.8%)	110	12,784	(1.6%)	204
Japanese	51	(<0.5%)	62	755	(<0.5%)	116	2,359	(<0.5%)	126
British	40	(<0.5%)	2	1,400	(<0.5%)	9	11,124	(1.4%)	26
Hawaiian/Pacific Islander	31	(<0.5%)	48	108	(<0.5%)	21	307	(<0.5%)	21

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Scandinavian	8	(<0.5%)	517	(<0.5%)	2,742	(<0.5%)
French	4	(<0.5%)	570	(<0.5%)	2,804	(<0.5%)
Dutch	1	(<0.5%)	169	(<0.5%)	1,090	(<0.5%)

### Education (Age 25+)

Total Educated Population	24,837		203,564		587,643	
Elementary (0 to 8 Years)	967	(3.9%)	12,094	(5.9%)	39,064	(6.6%)
Some High School (9 to 11 Years)	1,435	(5.8%)	11,083	(5.4%)	29,245	(5%)
High School Graduate (12 Years)	6,950	(28%)	47,588	(23.4%)	127,394	(21.7%)
Some College (13 to 16 Years)	4,140	(16.7%)	27,247	(13.4%)	64,741	(11%)
Associates Degree Only	1,633	(6.6%)	10,432	(5.1%)	25,389	(4.3%)
Bachelor's Degree Only	6,311	(25.4%)	57,006	(28%)	176,225	(30%)
Graduate Degree	3,401	(13.7%)	38,114	(18.7%)	125,585	(21.4%)

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



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	12,689	113,563	339,280
One Person Households	3,268 (25.8%)	34,724 (30.6%)	111,952 (33%)
Married Couple	4,976 (39.2%)	42,498 (37.4%)	126,279 (37.2%)
Male Householder	1,030 (8.1%)	6,097 (5.4%)	16,460 (4.9%)
Female Householder	2,279 (18%)	17,303 (15.2%)	42,602 (12.6%)
Non Family Households	1,136 (9%)	12,941 (11.4%)	41,987 (12.4%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	12,689	113,563	339,280
1 Person Household	3,268 (25.8%)	34,724 (30.6%)	111,952 (33%)
2 Person Household	3,402 (26.8%)	34,338 (30.2%)	106,143 (31.3%)
3 Person Household	2,453 (19.3%)	20,101 (17.7%)	55,752 (16.4%)
4 Person Household	1,885 (14.9%)	14,059 (12.4%)	39,184 (11.5%)
5 Person Household	981 (7.7%)	6,244 (5.5%)	15,825 (4.7%)
6 Person Household	428 (3.4%)	2,652 (2.3%)	6,608 (1.9%)
7+ Person Household	272 (2.1%)	1,445 (1.3%)	3,816 (1.1%)

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	13,420	122,605	369,720
Renter Occupied Housing	7,360	78,561	237,635
Owner Occupied Housing	5,329	35,002	101,645
Vacant Housing	731	9,042	30,440

### Housing Rent

Average Rent	\$1,770.37	114	\$1,902.02	123	\$2,163.06	140
Median Rent	\$1,729.41	123	\$1,819.8	129	\$2,005.33	142
Total Cash Rents Housing	7,235	77,093	233,548			
<\$300	200 (2.8%)	99	2,644 (3.4%)	123	6,147 (2.6%)	94
\$300-\$500	149 (2.1%)	53	1,974 (2.6%)	66	5,243 (2.2%)	58
\$500-\$750	165 (2.3%)	26	2,878 (3.7%)	43	7,426 (3.2%)	37
\$750-\$1000	625 (8.6%)	66	4,512 (5.9%)	45	11,407 (4.9%)	38
\$1000-\$1500	1,643 (22.7%)	86	14,904 (19.3%)	73	40,410 (17.3%)	66
\$1500-\$2000	1,821 (25.2%)	119	18,190 (23.6%)	112	45,784 (19.6%)	93
\$2000-\$2500	1,376 (19%)	162	13,317 (17.3%)	147	33,492 (14.3%)	122

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	808	(11.2%)	193	8,300	(10.8%)	186	22,943	(9.8%)	170
\$3000-\$3500	339	(4.7%)	153	4,907	(6.4%)	208	18,315	(7.8%)	256
>\$3500	109	(1.5%)	41	5,467	(7.1%)	193	42,381	(18.1%)	493

## Value of Owner-Occupied Housing Units

Average House Value	\$647,836.57	121	\$774,709.23	144	\$1.08M	201			
Median House Value	\$591,706.86	151	\$663,178.15	169	\$749,888.09	192			
Owner Occupied Housing	5,329		35,002		101,645				
<\$100K	208	(3.9%)	48	907	(2.6%)	32	2,259	(2.2%)	27
\$100K - \$200K	114	(2.1%)	17	491	(1.4%)	11	1,108	(1.1%)	8
\$200K - \$300K	366	(6.9%)	44	1,648	(4.7%)	30	3,853	(3.8%)	24
\$300K - \$400K	344	(6.5%)	44	2,887	(8.2%)	57	7,034	(6.9%)	48
\$400K - \$500K	948	(17.8%)	154	4,614	(13.2%)	114	10,893	(10.7%)	93
\$500K - \$1000K	2,960	(55.5%)	217	17,498	(50%)	195	43,171	(42.5%)	166
>\$1000K	389	(7.3%)	63	6,957	(19.9%)	171	33,327	(32.8%)	283

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Poverty

Households in Poverty	2,215	(17.5%)	138	18,132	(16%)	126	45,390	(13.4%)	106
Households Above Poverty	10,474	(82.5%)	94	95,431	(84%)	96	293,890	(86.6%)	99
Households in Poverty (Married)	609	(4.8%)	220	3,197	(2.8%)	129	7,313	(2.2%)	99
Households in Poverty (Male Householder)	100	(0.8%)	124	745	(0.7%)	103	1,863	(0.5%)	86
Households in Poverty (Female Householder)	665	(5.2%)	178	4,831	(4.3%)	144	10,501	(3.1%)	105
Households in Poverty (Non-Family)	757	(6%)	95	8,596	(7.6%)	121	23,726	(7%)	112
Households in Poverty (Non-Family Student)	84	(0.7%)	106	763	(0.7%)	108	1,987	(0.6%)	94

### Wealth per Household

Household Average Wealth	\$229,315.75	95	\$228,832.37	94	\$234,571.39	97			
Household Median Wealth	\$68,161.52	83	\$63,798.62	74	\$66,924.8	81			
<\$0K	2,356	(18.6%)	107	21,723	(19.1%)	111	64,272	(18.9%)	109
\$0K - \$5K	1,201	(9.5%)	112	11,093	(9.8%)	115	32,530	(9.6%)	113
\$5K - \$10K	632	(5%)	110	5,771	(5.1%)	112	16,985	(5%)	111
\$10K - \$25K	839	(6.6%)	104	7,580	(6.7%)	105	22,441	(6.6%)	104
\$25K - \$50K	861	(6.8%)	100	7,616	(6.7%)	98	22,542	(6.6%)	98

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,254	(9.9%)	96	10,865	(9.6%)	93	32,112	(9.5%)	92
\$100K - \$250K	2,178	(17.2%)	95	18,855	(16.6%)	92	56,242	(16.6%)	91
\$250K - \$500K	1,581	(12.5%)	94	13,883	(12.2%)	92	42,029	(12.4%)	93
>\$500K	1,787	(14.1%)	94	16,177	(14.2%)	95	50,127	(14.8%)	99

### Vehicles per Household

Total Number of Vehicles	13,788			98,723			266,442		
Average Number of Vehicles	1.09		59	0.87		48	0.79		43
No Vehicles	3,359	(26.5%)	320	42,159	(37.1%)	449	145,193	(42.8%)	518
1 Vehicle	5,646	(44.5%)	136	49,611	(43.7%)	133	137,943	(40.7%)	124
2 Vehicles	3,056	(24.1%)	65	17,375	(15.3%)	41	43,602	(12.9%)	35
3 or more Vehicles	628	(4.9%)	22	4,418	(3.9%)	18	12,542	(3.7%)	17

### Population Change

Births	439			3,677			10,600		
Deaths	202			1,463			4,192		
Migration	986			8,615			15,237		

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	513	6,004	42,018
Total Employees	5,824	79,922	1M

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