



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	72,991		391,845		794,191	
Households	25,833		145,798		291,270	
Persons per Household	2.79	110	2.62	103	2.65	104
Household Median Income	\$70,429.02	8	\$72,194.18	83	\$78,640.33	90
Household Median Disposable Income	\$60,234.79	8	\$61,522.49	8	\$66,317.35	88
Household Median Discretionary Income	\$35,148.26	61	\$37,351.75	64	\$41,244.39	71
Average Income Per Person	\$31,576.83	67	\$35,475.81	75	\$40,249.4	85
Median Rent	\$1,556.84	110	\$1,556.67	110	\$1,590.27	113
Median House Value	\$527,821.32	135	\$527,391.72	135	\$564,593.22	144
Households in Poverty	5,005 (19.4%)	153	27,078 (18.6%)	147	51,716 (17.8%)	140
Household Median Wealth	\$49,655.49	61	\$49,756.89	61	\$56,955.96	70
Average Age	38.41	93	38.27	93	38.66	94
Median Age	37.06	92	36.91	91	37.32	92
Households with Children	8,127 (31.5%)	117	42,354 (29%)	108	86,518 (29.7%)	111
High School Graduate or Higher	38,557 (77%)	86	215,681 (80.7%)	90	458,633 (84.3%)	94

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	11,695 (23.4%)	68,267 (25.5%)	162,270 (29.8%)
Pop density (per sq mi)	23,977	13,077	10,943
Area (based on blockgroups)	3	30	73

Population

Population 2025 Q4	72,991	391,845	794,191
Population 2025 Q3	73,012	391,579	792,165
Population 2025 Q2	72,930	390,073	790,060
Population 2025 Q1	72,444	388,969	786,802
Population 2024 Q4	71,771	386,686	782,981
Population 2024 Q3	71,580	385,054	779,865
Population 2024 Q2	71,347	383,981	777,450
Population 2024 Q1	71,072	382,182	773,927
Population 2023 Q4	70,531	379,169	768,708
Population 5 Years Forecast	73,258	396,445	803,689
Population 10 Years Forecast	73,913	401,384	813,768
Persons per Household	2.79	2.62	2.65

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	792	(1.1%)	46	10,390	(2.7%)	113	23,629	(3%)	127
Transient Population - Average Last 4 Quarters	425	(0.6%)	47	1,484	(<0.5%)	30	4,846	(0.6%)	49

Households

Households 2025 Q4	25,833		145,798		291,270
Households 2025 Q3	25,824		145,593		290,336
Households 2025 Q2	25,801		145,024		289,555
Households 2025 Q1	25,625		144,580		288,348
Households 2024 Q4	25,387		143,712		286,934
Households 2024 Q3	25,318		143,102		285,756
Households 2024 Q2	25,236		142,649		284,806
Households 2024 Q1	25,136		141,963		283,482
Households 2023 Q4	24,947		140,793		281,436
Households 5 Years Forecast	25,932		147,993		295,165
Households 10 Years Forecast	26,168		150,132		299,155

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Gender

Male	35,995	(49.3%)	101	191,247	(48.8%)	100	385,938	(48.6%)	99
Female	36,996	(50.7%)	99	200,598	(51.2%)	100	408,253	(51.4%)	101

Ethnicity

Hispanic (Ethnic)	44,832	(61.4%)	314	169,512	(43.3%)	221	245,955	(31%)	158
White	12,577	(17.2%)	30	69,146	(17.6%)	31	154,736	(19.5%)	34
Black	8,814	(12.1%)	102	108,688	(27.7%)	235	304,303	(38.3%)	325
Other	3,927	(5.4%)	103	26,314	(6.7%)	129	45,575	(5.7%)	110
Asian	2,841	(3.9%)	67	18,185	(4.6%)	80	43,622	(5.5%)	95

Household by Ethnicity

Hispanic (Ethnic)	14,549	(56.3%)	371	52,729	(36.2%)	238	77,879	(26.7%)	176
White	4,254	(16.5%)	27	25,966	(17.8%)	29	58,239	(20%)	32
Other	3,919	(15.2%)	200	21,786	(14.9%)	197	35,629	(12.2%)	161
Black	2,412	(9.3%)	85	39,478	(27.1%)	247	105,644	(36.3%)	331
Asian	699	(2.7%)	59	5,839	(4%)	87	13,879	(4.8%)	103

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	\$88,574.48	73	\$94,106.66	7	\$108,572.4	89
Average Income Per Person	\$31,576.83	67	\$35,475.81	75	\$40,249.4	85
Household Median Income	\$70,429.02	8	\$72,194.18	83	\$78,640.33	90
<\$15K	2,790 (10.8%)	149	15,662 (10.7%)	149	30,196 (10.4%)	143
\$15K - \$25K	1,692 (6.5%)	112	11,044 (7.6%)	129	19,434 (6.7%)	114
\$25K - \$35K	1,948 (7.5%)	123	9,985 (6.8%)	112	18,931 (6.5%)	106
\$35K - \$50K	2,817 (10.9%)	116	14,844 (10.2%)	109	27,661 (9.5%)	101
\$50K - \$75K	4,527 (17.5%)	117	23,803 (16.3%)	109	43,355 (14.9%)	99
\$75K - \$100K	3,874 (15%)	119	19,593 (13.4%)	107	37,467 (12.9%)	102
\$100K - \$150K	4,042 (15.6%)	86	25,265 (17.3%)	95	49,476 (17%)	94
\$150K - \$175K	1,237 (4.8%)	76	7,444 (5.1%)	8	16,024 (5.5%)	87
\$175K - \$200K	997 (3.9%)	77	5,545 (3.8%)	76	12,625 (4.3%)	87
\$200K - \$250K	1,070 (4.1%)	51	7,070 (4.8%)	60	20,220 (6.9%)	86
\$250K - \$500K	458 (1.8%)	51	3,024 (2.1%)	60	8,652 (3%)	86
>\$500K	381 (1.5%)	51	2,519 (1.7%)	60	7,229 (2.5%)	86

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	\$72,023.96		8	\$74,808.98		83	\$82,160.79		91
Household Median Disposable Income	\$60,234.79		8	\$61,522.49		8	\$66,317.35		88
<\$15K	3,021	(11.7%)	148	17,085	(11.7%)	149	32,705	(11.2%)	143
\$15K - \$25K	2,065	(8%)	116	12,949	(8.9%)	129	22,943	(7.9%)	115
\$25K - \$35K	2,271	(8.8%)	123	11,151	(7.6%)	107	21,616	(7.4%)	104
\$35K - \$50K	3,188	(12.3%)	110	18,270	(12.5%)	111	33,054	(11.3%)	101
\$50K - \$75K	5,664	(21.9%)	130	27,456	(18.8%)	112	51,377	(17.6%)	105
\$75K - \$100K	3,685	(14.3%)	100	21,214	(14.6%)	102	41,046	(14.1%)	98
\$100K - \$150K	3,745	(14.5%)	77	23,460	(16.1%)	85	48,475	(16.6%)	88
\$150K - \$175K	755	(2.9%)	57	4,703	(3.2%)	63	12,814	(4.4%)	86
\$175K - \$200K	387	(1.5%)	44	2,572	(1.8%)	51	7,365	(2.5%)	74
\$200K - \$250K	424	(1.6%)	49	2,785	(1.9%)	58	7,989	(2.7%)	83
\$250K - \$500K	577	(2.2%)	49	3,815	(2.6%)	58	10,928	(3.8%)	83
>\$500K	51	(<0.5%)	50	338	(<0.5%)	58	958	(<0.5%)	83

Discretionary Households Income

Household Average Discretionary Income	\$42,394.79		62	\$46,702.08		68	\$53,386.97		7
--	-------------	--	----	-------------	--	----	-------------	--	---

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$35,148.26	61	\$37,351.75	64	\$41,244.39	71
<\$10K	3,743 (14.5%)	187	20,520 (14.1%)	182	40,307 (13.8%)	179
\$10K - \$20K	3,919 (15.2%)	166	20,207 (13.9%)	151	35,427 (12.2%)	133
\$20K - \$30K	3,449 (13.4%)	141	19,630 (13.5%)	143	35,473 (12.2%)	129
\$30K - \$40K	3,654 (14.1%)	155	17,057 (11.7%)	128	31,064 (10.7%)	117
\$40K - \$50K	2,895 (11.2%)	133	14,440 (9.9%)	117	26,391 (9.1%)	107
\$50K - \$75K	4,057 (15.7%)	89	25,395 (17.4%)	99	48,521 (16.7%)	95
\$75K - \$100K	2,171 (8.4%)	68	13,316 (9.1%)	73	27,951 (9.6%)	77
\$100K - \$125K	1,030 (4%)	47	7,325 (5%)	59	17,917 (6.2%)	72
\$125K - \$150K	825 (3.2%)	49	6,148 (4.2%)	65	16,044 (5.5%)	85
>\$150K	90 (<0.5%)	3	1,760 (1.2%)	12	12,175 (4.2%)	41

Households Income by Ethnicity

Average Income - White	\$90,332.97	88	\$95,779.07	93	\$110,462.23	108
Median Income - White	\$77,827.54	8	\$86,385.37	91	\$106,291.42	112
Average Income - Black	\$77,419.18	104	\$72,455.44	97	\$76,301.65	103
Median Income - Black	\$66,100.34	110	\$59,267.37	99	\$63,753.32	106

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	\$103,452.8	\$115,063.46	\$126,074.27
Median Income - Asian	\$98,712.29	\$117,661.59	\$134,558.93
Average Income - Hispanic	\$76,835.3	\$82,271.11	\$88,063.09
Median Income - Hispanic	\$67,578.49	\$71,128.77	\$76,466.17
Average Income - Other	\$84,228.38	\$83,787.04	\$89,232.74
Median Income - Other	\$75,775.01	\$73,849.14	\$79,000.56

Age

Average Age	38.41	38.27	38.66
Median Age	37.06	36.91	37.32
0-4	4,721 (6.5%)	25,891 (6.6%)	51,039 (6.4%)
5-13	7,821 (10.7%)	41,341 (10.6%)	85,242 (10.7%)
14-17	3,738 (5.1%)	20,696 (5.3%)	41,642 (5.2%)
18-21	3,797 (5.2%)	21,084 (5.4%)	41,813 (5.3%)
22-24	2,847 (3.9%)	15,569 (4%)	30,686 (3.9%)
25-29	4,877 (6.7%)	25,460 (6.5%)	50,662 (6.4%)
30-34	5,725 (7.8%)	30,657 (7.8%)	59,900 (7.5%)

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	
35-39	5,765	(7.9%)	31,934	(8.1%)	62,193	(7.8%)
40-44	5,255	(7.2%)	28,840	(7.4%)	58,003	(7.3%)
45-49	4,901	(6.7%)	25,850	(6.6%)	52,784	(6.6%)
50-54	4,552	(6.2%)	23,676	(6%)	49,101	(6.2%)
55-59	4,511	(6.2%)	23,228	(5.9%)	48,315	(6.1%)
60-64	4,213	(5.8%)	22,280	(5.7%)	46,045	(5.8%)
65-69	3,725	(5.1%)	19,693	(5%)	40,833	(5.1%)
70-74	2,580	(3.5%)	14,425	(3.7%)	30,344	(3.8%)
75-79	1,857	(2.5%)	10,139	(2.6%)	21,758	(2.7%)
80-84	1,175	(1.6%)	6,127	(1.6%)	13,185	(1.7%)
85+	931	(1.3%)	4,955	(1.3%)	10,646	(1.3%)

Age - Male

Male Average Age	37.31		37.08		37.38	
Male Median Age	35.99		35.88		36.2	
0-4	2,433	(6.8%)	13,335	(7%)	26,271	(6.8%)
5-13	4,012	(11.1%)	20,899	(10.9%)	43,209	(11.2%)

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	1,960	(5.4%)	99	10,750	(5.6%)	103	21,344	(5.5%)	101
18-21	1,966	(5.5%)	95	11,035	(5.8%)	100	21,650	(5.6%)	97
22-24	1,449	(4%)	91	8,135	(4.3%)	97	15,981	(4.1%)	94
25-29	2,493	(6.9%)	113	13,037	(6.8%)	111	25,990	(6.7%)	110
30-34	2,976	(8.3%)	125	15,007	(7.8%)	119	29,473	(7.6%)	116
35-39	2,853	(7.9%)	119	15,487	(8.1%)	121	30,088	(7.8%)	117
40-44	2,566	(7.1%)	110	13,959	(7.3%)	112	28,193	(7.3%)	113
45-49	2,352	(6.5%)	108	12,563	(6.6%)	109	25,614	(6.6%)	110
50-54	2,200	(6.1%)	103	11,421	(6%)	101	23,678	(6.1%)	104
55-59	2,145	(6%)	99	11,126	(5.8%)	97	22,963	(5.9%)	99
60-64	2,042	(5.7%)	91	10,602	(5.5%)	89	21,772	(5.6%)	90
65-69	1,759	(4.9%)	83	9,061	(4.7%)	81	18,581	(4.8%)	82
70-74	1,180	(3.3%)	68	6,445	(3.4%)	70	13,437	(3.5%)	72
75-79	820	(2.3%)	62	4,375	(2.3%)	63	9,126	(2.4%)	65
80-84	471	(1.3%)	60	2,363	(1.2%)	56	5,100	(1.3%)	60
85+	318	(0.9%)	58	1,647	(0.9%)	57	3,468	(0.9%)	59

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	39.49	39.4	39.87
Female Median Age	38.11	37.87	38.37
0-4	2,288 (6.2%)	12,556 (6.3%)	24,768 (6.1%)
5-13	3,809 (10.3%)	20,442 (10.2%)	42,033 (10.3%)
14-17	1,778 (4.8%)	9,946 (5%)	20,298 (5%)
18-21	1,831 (4.9%)	10,049 (5%)	20,163 (4.9%)
22-24	1,398 (3.8%)	7,434 (3.7%)	14,705 (3.6%)
25-29	2,384 (6.4%)	12,423 (6.2%)	24,672 (6%)
30-34	2,749 (7.4%)	15,650 (7.8%)	30,427 (7.5%)
35-39	2,912 (7.9%)	16,447 (8.2%)	32,105 (7.9%)
40-44	2,689 (7.3%)	14,881 (7.4%)	29,810 (7.3%)
45-49	2,549 (6.9%)	13,287 (6.6%)	27,170 (6.7%)
50-54	2,352 (6.4%)	12,255 (6.1%)	25,423 (6.2%)
55-59	2,366 (6.4%)	12,102 (6%)	25,352 (6.2%)
60-64	2,171 (5.9%)	11,678 (5.8%)	24,273 (5.9%)

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				
65-69	1,966	(5.3%)	84	10,632	(5.3%)	83	22,252	(5.5%)	86
70-74	1,400	(3.8%)	70	7,980	(4%)	73	16,907	(4.1%)	71
75-79	1,037	(2.8%)	65	5,764	(2.9%)	67	12,632	(3.1%)	72
80-84	704	(1.9%)	67	3,764	(1.9%)	66	8,085	(2%)	70
85+	613	(1.7%)	63	3,308	(1.6%)	63	7,178	(1.8%)	67

Employment by Occupation

Total Employees (16+ Years Old)	35,956			193,131			392,049		
Production & Transportation	8,174	(22.7%)	176	35,265	(18.3%)	142	61,017	(15.6%)	121
Professional Specialty	5,958	(16.6%)	67	36,520	(18.9%)	76	85,015	(21.7%)	88
Office Admin	5,043	(14%)	132	21,757	(11.3%)	106	46,127	(11.8%)	111
Managerial/Executive	3,910	(10.9%)	63	23,687	(12.3%)	71	56,060	(14.3%)	80
Construction	3,829	(10.6%)	133	22,669	(11.7%)	147	35,083	(8.9%)	112
Sales	2,244	(6.2%)	67	13,532	(7%)	75	29,893	(7.6%)	80
Building Maintenance & Cleaning	1,823	(5.1%)	149	9,798	(5.1%)	150	16,788	(4.3%)	126
Food Preparation & Serving	1,553	(4.3%)	85	8,739	(4.5%)	89	16,589	(4.2%)	83
Personal Care	1,276	(3.5%)	142	5,471	(2.8%)	114	11,432	(2.9%)	117

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				
Healthcare support	1,275	(3.5%)	108	8,503	(4.4%)	134	19,940	(5.1%)	155
Protective	871	(2.4%)	112	7,070	(3.7%)	169	13,823	(3.5%)	163
Farming, Fishing & Forestry				120	(<0.5%)	11	282	(<0.5%)	13

Employment by Industry

Total Employees (16+ Years Old)	35,956			193,131			392,049		
Educational Services	7,113	(19.8%)	85	40,402	(20.9%)	89	93,897	(24%)	102
Wholesale Retail	5,178	(14.4%)	109	24,163	(12.5%)	95	48,626	(12.4%)	94
Manufacturing	4,243	(11.8%)	119	15,588	(8.1%)	8	27,040	(6.9%)	69
Transportation	3,821	(10.6%)	182	21,229	(11%)	188	40,481	(10.3%)	176
Agriculture/Mining/Construction	3,634	(10.1%)	119	21,203	(11%)	129	31,518	(8%)	94
Professional Services	2,203	(6.1%)	76	11,653	(6%)	75	27,709	(7.1%)	87
Administrative/Waste Services	2,188	(6.1%)	146	11,766	(6.1%)	146	22,338	(5.7%)	136
Entertainment Services	2,098	(5.8%)	67	13,319	(6.9%)	74	26,407	(6.7%)	71
Other Professional Services	2,060	(5.7%)	122	10,300	(5.3%)	113	20,015	(5.1%)	109
Financial, Insurance & Real Estate	1,935	(5.4%)	8	10,805	(5.6%)	83	25,711	(6.6%)	97
Public Administration	1,085	(3%)	63	9,079	(4.7%)	98	18,824	(4.8%)	101

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Information	368	(1%)	55	3,472	(1.8%)	96	9,027	(2.3%)	123
Management Services	30	(<0.5%)	66	152	(<0.5%)	62	456	(<0.5%)	92

Language Spoken

Speak Spanish at Home	36,639	(53.7%)	379	132,332	(36.2%)	255	189,446	(25.5%)	180
Speak English at Home	20,963	(30.7%)	40	166,550	(45.5%)	59	416,647	(56.1%)	72
Speak Other Language at Home	10,668	(15.6%)	184	67,072	(18.3%)	216	137,059	(18.4%)	217

Ancestry

South American	15,477	(21.2%)	1552	59,794	(15.3%)	1117	81,694	(10.3%)	753
Puerto Rican	12,520	(17.2%)	610	46,430	(11.8%)	421	65,885	(8.3%)	295
Other	9,603	(13.2%)	96	56,807	(14.5%)	106	97,293	(12.3%)	90
Dominican	6,385	(8.7%)	1306	23,955	(6.1%)	913	36,027	(4.5%)	677
Central American	3,412	(4.7%)	262	14,704	(3.8%)	211	25,851	(3.3%)	183
Other Hispanic	3,397	(4.7%)	438	12,105	(3.1%)	290	16,986	(2.1%)	201
Unclassified	3,079	(4.2%)	29	15,303	(3.9%)	27	33,091	(4.2%)	28
Mexican	1,948	(2.7%)	24	7,358	(1.9%)	17	11,029	(1.4%)	12
Cuban	1,693	(2.3%)	305	5,166	(1.3%)	174	8,483	(1.1%)	141

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				
South Central Asian (e.g. Indian)	1,286	(1.8%)	112	7,417	(1.9%)	120	17,841	(2.2%)	142
Chinese	1,061	(1.5%)	113	4,035	(1%)	8	6,828	(0.9%)	67
Italian	741	(1%)	38	6,560	(1.7%)	63	21,463	(2.7%)	101
Scottish/Irish	729	(1%)	17	4,060	(1%)	17	12,418	(1.6%)	26
Polish	525	(0.7%)	53	2,112	(0.5%)	39	5,360	(0.7%)	49
American	379	(0.5%)	13	2,023	(0.5%)	13	4,601	(0.6%)	15
Other European (e.g. Greek/Russian)	284	(<0.5%)	14	1,837	(<0.5%)	17	6,539	(0.8%)	30
German	223	(<0.5%)	4	1,501	(<0.5%)	5	5,500	(0.7%)	10
Middle Eastern	215	(<0.5%)	53	1,275	(<0.5%)	58	3,302	(<0.5%)	75
British	156	(<0.5%)	4	952	(<0.5%)	5	3,595	(<0.5%)	9
Other Asian	98	(<0.5%)	38	592	(<0.5%)	43	1,400	(<0.5%)	50
Native American (Indian/Eskimo)	92	(<0.5%)	20	640	(<0.5%)	26	1,248	(<0.5%)	25
Korean	77	(<0.5%)	24	1,031	(<0.5%)	59	2,345	(<0.5%)	67
South East Asian (e.g. Vietnamese)	64	(<0.5%)	19	1,076	(<0.5%)	58	2,994	(<0.5%)	8
Japanese	54	(<0.5%)	33	131	(<0.5%)	15	439	(<0.5%)	24
French	48	(<0.5%)	6	249	(<0.5%)	6	807	(<0.5%)	10

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Hawaiian/Pacific Islander	16	(<0.5%)	12	87	(<0.5%)	12	192	(<0.5%)	13
Scandinavian	7	(<0.5%)	1	145	(<0.5%)	2	771	(<0.5%)	6
Dutch	5	(<0.5%)	1	114	(<0.5%)	6	413	(<0.5%)	10

Education (Age 25+)

Total Educated Population	50,067			267,264			543,769		
Elementary (0 to 8 Years)	6,952	(13.9%)	290	29,546	(11.1%)	231	45,135	(8.3%)	174
Some High School (9 to 11 Years)	4,558	(9.1%)	154	22,037	(8.2%)	140	40,001	(7.4%)	125
High School Graduate (12 Years)	16,160	(32.3%)	124	91,336	(34.2%)	131	172,638	(31.7%)	122
Some College (13 to 16 Years)	7,665	(15.3%)	74	41,306	(15.5%)	80	90,189	(16.6%)	86
Associates Degree Only	3,037	(6.1%)	69	14,772	(5.5%)	63	33,536	(6.2%)	70
Bachelor's Degree Only	7,655	(15.3%)	72	44,442	(16.6%)	74	102,821	(18.9%)	89
Graduate Degree	4,040	(8.1%)	59	23,825	(8.9%)	65	59,449	(10.9%)	71

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	25,833	145,798	291,270
One Person Households	6,353 (24.6%)	43,548 (29.9%)	84,976 (29.2%)
Married Couple	10,351 (40.1%)	52,217 (35.8%)	105,818 (36.3%)
Male Householder	2,106 (8.2%)	11,409 (7.8%)	22,173 (7.6%)
Female Householder	5,282 (20.4%)	29,462 (20.2%)	60,376 (20.7%)
Non Family Households	1,741 (6.7%)	9,162 (6.3%)	17,927 (6.2%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	25,833	145,798	291,270
1 Person Household	6,353 (24.6%)	43,548 (29.9%)	84,976 (29.2%)
2 Person Household	6,792 (26.3%)	38,850 (26.6%)	77,146 (26.5%)
3 Person Household	5,103 (19.8%)	25,867 (17.7%)	52,543 (18%)
4 Person Household	3,997 (15.5%)	20,093 (13.8%)	40,958 (14.1%)
5 Person Household	2,004 (7.8%)	9,875 (6.8%)	20,524 (7%)
6 Person Household	918 (3.6%)	4,542 (3.1%)	9,041 (3.1%)
7+ Person Household	666 (2.6%)	3,023 (2.1%)	6,082 (2.1%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	27,329	155,271	311,727
Renter Occupied Housing	17,542	99,591	185,649
Owner Occupied Housing	8,291	46,207	105,621
Vacant Housing	1,496	9,473	20,457

Housing Rent

Average Rent	\$1,565.24	101	\$1,572.16	102	\$1,615.88	104
Median Rent	\$1,556.84	110	\$1,556.67	110	\$1,590.27	113
Total Cash Rents Housing	17,041	97,439	181,981			
<\$300	523 (3.1%)	110	4,185 (4.3%)	154	6,692 (3.7%)	132
\$300-\$500	472 (2.8%)	72	3,890 (4%)	104	6,072 (3.3%)	87
\$500-\$750	447 (2.6%)	30	4,196 (4.3%)	50	7,664 (4.2%)	49
\$750-\$1000	999 (5.9%)	45	6,311 (6.5%)	50	12,473 (6.9%)	53
\$1000-\$1500	5,437 (31.9%)	121	27,021 (27.7%)	105	48,838 (26.8%)	102
\$1500-\$2000	5,652 (33.2%)	157	27,497 (28.2%)	134	51,244 (28.2%)	134
\$2000-\$2500	2,565 (15.1%)	128	15,662 (16.1%)	137	30,098 (16.5%)	141

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	688	(4%)	70	5,938	(6.1%)	105	12,463	(6.8%)	118
\$3000-\$3500	131	(0.8%)	25	1,750	(1.8%)	59	3,869	(2.1%)	69
>\$3500	127	(0.7%)	20	989	(1%)	28	2,568	(1.4%)	38

Value of Owner-Occupied Housing Units

Average House Value	\$557,119.82		104	\$557,452.22		104	\$620,710.02		116
Median House Value	\$527,821.32		35	\$527,391.72		35	\$564,593.22		144
Owner Occupied Housing	8,291			46,207			105,621		
<\$100K	212	(2.6%)	31	1,684	(3.6%)	44	3,377	(3.2%)	39
\$100K - \$200K	196	(2.4%)	18	1,277	(2.8%)	21	2,347	(2.2%)	17
\$200K - \$300K	804	(9.7%)	62	3,758	(8.1%)	52	7,343	(7%)	45
\$300K - \$400K	1,123	(13.5%)	93	6,508	(14.1%)	97	13,518	(12.8%)	88
\$400K - \$500K	1,491	(18%)	155	8,146	(17.6%)	152	17,292	(16.4%)	141
\$500K - \$1000K	4,023	(48.5%)	190	22,195	(48%)	188	51,134	(48.4%)	189
>\$1000K	442	(5.3%)	46	2,639	(5.7%)	49	10,610	(10%)	87

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



Benchmark: Nationwide



Poverty

Households in Poverty	5,005	(19.4%)	153	27,078	(18.6%)	147	51,716	(17.8%)	140
Households Above Poverty	20,828	(80.6%)	92	118,720	(81.4%)	93	239,554	(82.2%)	94
Households in Poverty (Married)	859	(3.3%)	153	3,596	(2.5%)	113	6,278	(2.2%)	99
Households in Poverty (Male Householder)	235	(0.9%)	143	1,444	(1%)	156	3,157	(1.1%)	170
Households in Poverty (Female Householder)	1,447	(5.6%)	190	7,629	(5.2%)	178	15,302	(5.3%)	178
Households in Poverty (Non-Family)	2,256	(8.7%)	140	13,388	(9.2%)	147	25,059	(8.6%)	137
Households in Poverty (Non-Family Student)	208	(0.8%)	129	1,021	(0.7%)	112	1,920	(0.7%)	106

Wealth per Household

Household Average Wealth	\$203,872.37	84	\$205,153.71	85	\$214,589.15	88			
Household Median Wealth	\$49,655.49	61	\$49,756.89	61	\$56,955.96	70			
<\$0K	5,163	(20%)	115	29,200	(20%)	116	56,718	(19.5%)	112
\$0K - \$5K	2,804	(10.9%)	128	15,769	(10.8%)	128	30,017	(10.3%)	122
\$5K - \$10K	1,398	(5.4%)	120	7,904	(5.4%)	120	15,258	(5.2%)	116
\$10K - \$25K	1,793	(6.9%)	110	10,107	(6.9%)	109	19,771	(6.8%)	107
\$25K - \$50K	1,783	(6.9%)	101	10,016	(6.9%)	101	19,875	(6.8%)	100

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	2,564	(9.9%)	97	14,366	(9.9%)	96	28,723	(9.9%)	96
\$100K - \$250K	4,272	(16.5%)	91	24,040	(16.5%)	91	48,820	(16.8%)	93
\$250K - \$500K	2,952	(11.4%)	86	16,673	(11.4%)	86	34,501	(11.8%)	89
>\$500K	3,104	(12%)	8	17,723	(12.2%)	8	37,587	(12.9%)	87

Vehicles per Household

Total Number of Vehicles	29,117			161,680			348,126		
Average Number of Vehicles	1.13		62	1.11		61	1.2		65
No Vehicles	7,672	(29.7%)	359	41,906	(28.7%)	348	72,103	(24.8%)	299
1 Vehicle	9,918	(38.4%)	117	61,418	(42.1%)	128	124,400	(42.7%)	130
2 Vehicles	5,997	(23.2%)	63	30,621	(21%)	57	69,147	(23.7%)	64
3 or more Vehicles	2,246	(8.7%)	39	11,853	(8.1%)	37	25,620	(8.8%)	40

Population Change

Births	877			4,693			9,264		
Deaths	401			2,183			4,601		
Migration	783			2,811			6,878		

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	1,114	8,736	16,644
Total Employees	11,717	138,557	264,186

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