



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	38,477		292,307		647,785	
Households	14,533		105,875		229,180	
Persons per Household	2.64	104	2.73	107	2.8	110
Household Median Income	\$93,783.23	107	\$92,321.69	106	\$100,919.97	116
Household Median Disposable Income	\$78,281.26	104	\$77,435.43	103	\$84,137.99	112
Household Median Discretionary Income	\$56,220.35	97	\$51,882.82	90	\$58,130.69	100
Average Income Per Person	\$48,308.16	103	\$43,933.52	93	\$47,364.69	101
Median Rent	\$1,657.33	117	\$1,679.15	119	\$1,682.48	119
Median House Value	\$655,279.49	167	\$616,836.65	158	\$640,770.34	164
Households in Poverty	2,002 (13.8%)	109	14,443 (13.6%)	108	28,034 (12.2%)	97
Household Median Wealth	\$68,470.42	84	\$67,445.75	82	\$75,266.48	92
Average Age	40.74	99	40.35	98	40.61	99
Median Age	40.26	100	38.99	97	40.22	100
Households with Children	4,558 (31.4%)	117	30,769 (29.1%)	108	68,986 (30.1%)	112
High School Graduate or Higher	23,920 (86.9%)	97	173,209 (84.2%)	94	391,416 (86.3%)	97

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	7,865 (28.6%)	62,367 (30.3%)	161,748 (35.7%)
Pop density (per sq mi)	12,313	9,655	8,622
Area (based on blockgroups)	3	30	75

Population

Population 2025 Q4	38,477	292,307	647,785
Population 2025 Q3	38,504	291,844	647,356
Population 2025 Q2	38,519	291,247	647,076
Population 2025 Q1	38,545	290,209	645,189
Population 2024 Q4	38,518	289,706	643,906
Population 2024 Q3	38,505	289,319	642,921
Population 2024 Q2	38,424	288,099	641,159
Population 2024 Q1	38,364	287,116	639,379
Population 2023 Q4	38,319	286,502	637,730
Population 5 Years Forecast	38,116	300,321	658,689
Population 10 Years Forecast	38,370	307,641	670,484
Persons per Household	2.64	2.73	2.8

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	87	(<0.5%)	3,117	(1.1%)	6,017	(0.9%)
Transient Population - Average Last 4 Quarters			2,051	(0.7%)	4,566	(0.7%)

Households

Households 2025 Q4	14,533	105,875	229,180
Households 2025 Q3	14,534	105,655	228,904
Households 2025 Q2	14,540	105,433	228,797
Households 2025 Q1	14,553	104,996	228,093
Households 2024 Q4	14,537	104,815	227,643
Households 2024 Q3	14,534	104,693	227,332
Households 2024 Q2	14,504	104,242	226,694
Households 2024 Q1	14,487	103,864	226,039
Households 2023 Q4	14,463	103,640	225,444
Households 5 Years Forecast	14,387	109,157	233,444
Households 10 Years Forecast	14,484	112,080	237,958

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Gender

Male	18,430	(47.9%)	98	142,280	(48.7%)	99	313,721	(48.4%)	99
Female	20,047	(52.1%)	102	150,027	(51.3%)	101	334,064	(51.6%)	101

Ethnicity

White	16,728	(43.5%)	75	107,432	(36.8%)	64	245,932	(38%)	66
Hispanic (Ethnic)	14,947	(38.8%)	198	131,552	(45%)	230	259,876	(40.1%)	205
Asian	2,917	(7.6%)	131	23,219	(7.9%)	137	62,916	(9.7%)	168
Black	2,657	(6.9%)	59	22,510	(7.7%)	65	60,574	(9.4%)	7
Other	1,228	(3.2%)	61	7,594	(2.6%)	50	18,487	(2.9%)	55

Household by Ethnicity

White	6,268	(43.1%)	70	40,067	(37.8%)	61	88,097	(38.4%)	62
Hispanic (Ethnic)	5,487	(37.8%)	249	43,401	(41%)	270	87,442	(38.2%)	251
Other	1,119	(7.7%)	101	6,866	(6.5%)	85	15,768	(6.9%)	91
Black	924	(6.4%)	58	8,375	(7.9%)	72	19,651	(8.6%)	7
Asian	735	(5.1%)	109	7,166	(6.8%)	146	18,222	(8%)	172

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	\$127,694.48		105	\$120,493.85		99	\$133,118		109
Average Income Per Person	\$48,308.16		103	\$43,933.52		93	\$47,364.69		101
Household Median Income	\$93,783.23		107	\$92,321.69		106	\$100,919.97		116
<\$15K	775	(5.3%)	74	7,043	(6.7%)	92	14,602	(6.4%)	88
\$15K - \$25K	795	(5.5%)	93	6,322	(6%)	102	12,257	(5.3%)	91
\$25K - \$35K	1,002	(6.9%)	112	6,065	(5.7%)	93	11,889	(5.2%)	85
\$35K - \$50K	1,078	(7.4%)	74	9,305	(8.8%)	94	18,182	(7.9%)	85
\$50K - \$75K	2,251	(15.5%)	103	14,810	(14%)	93	29,552	(12.9%)	86
\$75K - \$100K	1,773	(12.2%)	97	13,205	(12.5%)	99	27,234	(11.9%)	94
\$100K - \$150K	2,661	(18.3%)	101	19,935	(18.8%)	104	42,889	(18.7%)	103
\$150K - \$175K	987	(6.8%)	108	7,034	(6.6%)	105	16,330	(7.1%)	113
\$175K - \$200K	668	(4.6%)	92	5,377	(5.1%)	102	13,487	(5.9%)	118
\$200K - \$250K	1,424	(9.8%)	121	9,391	(8.9%)	110	23,928	(10.4%)	129
\$250K - \$500K	609	(4.2%)	121	4,023	(3.8%)	110	10,256	(4.5%)	130
>\$500K	510	(3.5%)	122	3,365	(3.2%)	110	8,574	(3.7%)	130

Disposable Households Income

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$95,257.22		105	\$92,568.23		102	\$98,806.71		109
Household Median Disposable Income	\$78,281.26		104	\$77,435.43		103	\$84,137.99		112
<\$15K	838	(5.8%)	75	7,739	(7.3%)	93	15,995	(7%)	89
\$15K - \$25K	1,033	(7.1%)	103	7,626	(7.2%)	105	14,646	(6.4%)	93
\$25K - \$35K	1,072	(7.4%)	103	7,272	(6.9%)	96	13,993	(6.1%)	85
\$35K - \$50K	1,451	(10%)	89	10,660	(10.1%)	89	21,408	(9.3%)	83
\$50K - \$75K	2,564	(17.6%)	105	17,892	(16.9%)	100	36,319	(15.8%)	94
\$75K - \$100K	1,999	(13.8%)	96	15,452	(14.6%)	102	32,334	(14.1%)	99
\$100K - \$150K	2,847	(19.6%)	104	20,877	(19.7%)	105	47,348	(20.7%)	110
\$150K - \$175K	813	(5.6%)	109	5,670	(5.4%)	104	14,789	(6.5%)	126
\$175K - \$200K	518	(3.6%)	104	3,461	(3.3%)	95	8,803	(3.8%)	112
\$200K - \$250K	563	(3.9%)	117	3,712	(3.5%)	106	9,474	(4.1%)	125
\$250K - \$500K	766	(5.3%)	116	5,068	(4.8%)	106	12,939	(5.6%)	124
>\$500K	69	(<0.5%)	119	446	(<0.5%)	106	1,132	(<0.5%)	124

Discretionary Households Income

Household Average Discretionary Income	\$66,015.59		96	\$62,684.65		91	\$68,798.1		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	
Household Median Discretionary Income	\$56,220.35	97	\$51,882.82	90	\$58,130.69	100
<\$10K	877 (6%)	7	9,373 (8.9%)	114	19,625 (8.6%)	110
\$10K - \$20K	1,543 (10.6%)	116	11,731 (11.1%)	121	21,515 (9.4%)	103
\$20K - \$30K	1,212 (8.3%)	88	10,360 (9.8%)	104	20,642 (9%)	95
\$30K - \$40K	1,577 (10.9%)	119	10,485 (9.9%)	108	20,150 (8.8%)	96
\$40K - \$50K	1,346 (9.3%)	110	9,323 (8.8%)	104	18,910 (8.3%)	98
\$50K - \$75K	2,677 (18.4%)	105	18,680 (17.6%)	100	38,767 (16.9%)	96
\$75K - \$100K	1,895 (13%)	105	13,196 (12.5%)	100	29,637 (12.9%)	104
\$100K - \$125K	1,314 (9%)	106	8,663 (8.2%)	96	21,023 (9.2%)	108
\$125K - \$150K	1,167 (8%)	124	7,624 (7.2%)	111	19,496 (8.5%)	131
>\$150K	925 (6.4%)	63	6,440 (6.1%)	60	19,415 (8.5%)	84

Households Income by Ethnicity

Average Income - White	\$100,225.33	98	\$105,413.03	103	\$113,825.41	111
Median Income - White	\$92,896.66	98	\$98,952.78	105	\$112,025.67	118
Average Income - Black	\$100,118.66	135	\$90,010.43	121	\$92,696.62	125
Median Income - Black	\$85,612.78	142	\$77,411.37	129	\$80,584.64	134

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	\$151,135.24 (125)	\$128,350.08 (106)	\$129,316.15 (107)
Median Income - Asian	\$168,624.63 (134)	\$135,532.57 (108)	\$139,828.8 (111)
Average Income - Hispanic	\$100,618.07 (116)	\$93,450.31 (108)	\$97,018.28 (112)
Median Income - Hispanic	\$87,989.68 (117)	\$83,876.3 (112)	\$88,673.56 (118)
Average Income - Other	\$104,663.82 (109)	\$105,262.03 (110)	\$111,748.22 (117)
Median Income - Other	\$93,079.63 (108)	\$100,230.67 (116)	\$109,928.21 (127)

Age

Average Age	40.74 (99)	40.35 (98)	40.61 (99)
Median Age	40.26 (100)	38.99 (97)	40.22 (100)
0-4	2,422 (6.3%) (117)	17,730 (6.1%) (113)	38,123 (5.9%) (110)
5-13	3,738 (9.7%) (96)	29,597 (10.1%) (100)	66,843 (10.3%) (102)
14-17	1,744 (4.5%) (86)	14,149 (4.8%) (92)	32,171 (5%) (94)
18-21	1,753 (4.6%) (83)	14,446 (4.9%) (90)	32,690 (5%) (91)
22-24	1,294 (3.4%) (8)	10,767 (3.7%) (88)	24,352 (3.8%) (90)
25-29	2,366 (6.1%) (105)	17,699 (6.1%) (103)	39,160 (6%) (103)
30-34	2,824 (7.3%) (114)	20,059 (6.9%) (107)	42,683 (6.6%) (103)

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	2,925	(7.6%)	115	21,756	(7.4%)	113	45,404	(7%)	106
40-44	2,696	(7%)	109	20,802	(7.1%)	111	44,119	(6.8%)	106
45-49	2,561	(6.7%)	111	19,584	(6.7%)	111	42,279	(6.5%)	108
50-54	2,304	(6%)	101	18,152	(6.2%)	105	40,407	(6.2%)	105
55-59	2,493	(6.5%)	107	18,663	(6.4%)	106	41,379	(6.4%)	106
60-64	2,552	(6.6%)	104	18,443	(6.3%)	99	41,564	(6.4%)	101
65-69	2,316	(6%)	98	17,182	(5.9%)	96	38,712	(6%)	98
70-74	1,778	(4.6%)	90	13,137	(4.5%)	88	30,106	(4.6%)	91
75-79	1,258	(3.3%)	8	9,282	(3.2%)	8	22,196	(3.4%)	86
80-84	744	(1.9%)	77	5,660	(1.9%)	77	13,382	(2.1%)	8
85+	709	(1.8%)	89	5,199	(1.8%)	86	12,215	(1.9%)	91

Age - Male

Male Average Age	39.52		99	39.08		98	39.33		98
Male Median Age	38.25		100	37.89		99	38.01		99
0-4	1,248	(6.8%)	121	9,131	(6.4%)	114	19,623	(6.3%)	111
5-13	1,856	(10.1%)	95	15,046	(10.6%)	100	34,033	(10.8%)	103

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	880	(4.8%)	87	7,248	(5.1%)	93	16,395	(5.2%)	95
18-21	879	(4.8%)	83	7,448	(5.2%)	91	16,762	(5.3%)	93
22-24	644	(3.5%)	74	5,592	(3.9%)	89	12,556	(4%)	91
25-29	1,198	(6.5%)	106	9,077	(6.4%)	104	19,961	(6.4%)	104
30-34	1,338	(7.3%)	110	9,863	(6.9%)	105	20,933	(6.7%)	101
35-39	1,442	(7.8%)	117	10,692	(7.5%)	112	22,068	(7%)	105
40-44	1,331	(7.2%)	111	10,245	(7.2%)	111	21,502	(6.9%)	106
45-49	1,216	(6.6%)	109	9,511	(6.7%)	111	20,310	(6.5%)	107
50-54	1,096	(5.9%)	100	8,813	(6.2%)	105	19,423	(6.2%)	105
55-59	1,150	(6.2%)	104	8,961	(6.3%)	105	19,729	(6.3%)	105
60-64	1,226	(6.7%)	107	8,726	(6.1%)	98	19,584	(6.2%)	100
65-69	1,075	(5.8%)	99	8,007	(5.6%)	96	17,937	(5.7%)	97
70-74	805	(4.4%)	90	5,982	(4.2%)	87	13,789	(4.4%)	91
75-79	540	(2.9%)	81	4,043	(2.8%)	74	9,708	(3.1%)	85
80-84	285	(1.5%)	71	2,235	(1.6%)	72	5,384	(1.7%)	74
85+	221	(1.2%)	74	1,660	(1.2%)	77	4,024	(1.3%)	85

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	41.87 (99)	41.55 (98)	41.82 (99)
Female Median Age	41.3 (99)	41.1 (99)	41.4 (100)
0-4	1,174 (5.9%) (114)	8,599 (5.7%) (111)	18,500 (5.5%) (108)
5-13	1,882 (9.4%) (96)	14,551 (9.7%) (100)	32,810 (9.8%) (101)
14-17	864 (4.3%) (85)	6,901 (4.6%) (91)	15,776 (4.7%) (93)
18-21	874 (4.4%) (83)	6,998 (4.7%) (88)	15,928 (4.8%) (90)
22-24	650 (3.2%) (8)	5,175 (3.4%) (87)	11,796 (3.5%) (89)
25-29	1,168 (5.8%) (104)	8,622 (5.7%) (102)	19,199 (5.7%) (102)
30-34	1,486 (7.4%) (118)	10,196 (6.8%) (109)	21,750 (6.5%) (104)
35-39	1,483 (7.4%) (114)	11,064 (7.4%) (114)	23,336 (7%) (108)
40-44	1,365 (6.8%) (107)	10,557 (7%) (110)	22,617 (6.8%) (106)
45-49	1,345 (6.7%) (112)	10,073 (6.7%) (112)	21,969 (6.6%) (110)
50-54	1,208 (6%) (102)	9,339 (6.2%) (105)	20,984 (6.3%) (106)
55-59	1,343 (6.7%) (110)	9,702 (6.5%) (106)	21,650 (6.5%) (107)
60-64	1,326 (6.6%) (102)	9,717 (6.5%) (100)	21,980 (6.6%) (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		
65-69	1,241	(6.2%)	97	9,175	(6.1%)	96	20,775	(6.2%)	98
70-74	973	(4.9%)	90	7,155	(4.8%)	88	16,317	(4.9%)	90
75-79	718	(3.6%)	83	5,239	(3.5%)	8	12,488	(3.7%)	87
80-84	459	(2.3%)	8	3,425	(2.3%)	8	7,998	(2.4%)	84
85+	488	(2.4%)	93	3,539	(2.4%)	90	8,191	(2.5%)	93

Employment by Occupation

Total Employees (16+ Years Old)	20,249			153,365			335,573		
Professional Specialty	4,290	(21.2%)	86	33,490	(21.8%)	88	81,997	(24.4%)	99
Managerial/Executive	3,164	(15.6%)	90	21,962	(14.3%)	8	54,368	(16.2%)	93
Production & Transportation	2,830	(14%)	108	26,041	(17%)	132	51,761	(15.4%)	120
Office Admin	2,477	(12.2%)	115	17,230	(11.2%)	106	37,306	(11.1%)	105
Sales	1,949	(9.6%)	103	13,628	(8.9%)	95	31,491	(9.4%)	100
Construction	1,623	(8%)	100	13,214	(8.6%)	108	24,640	(7.3%)	92
Building Maintenance & Cleaning	977	(4.8%)	142	6,627	(4.3%)	127	12,097	(3.6%)	106
Food Preparation & Serving	889	(4.4%)	86	7,202	(4.7%)	92	13,795	(4.1%)	8
Personal Care	825	(4.1%)	163	4,834	(3.2%)	126	8,897	(2.7%)	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				
Healthcare support	815	(4%)	123	5,861	(3.8%)	117	12,714	(3.8%)	116
Protective	410	(2%)	94	3,177	(2.1%)	96	6,201	(1.8%)	85
Farming, Fishing & Forestry				99	(<0.5%)	11	306	(<0.5%)	16

Employment by Industry

Total Employees (16+ Years Old)	20,249			153,365			335,573		
Educational Services	5,097	(25.2%)	108	35,674	(23.3%)	99	80,501	(24%)	103
Wholesale Retail	3,049	(15.1%)	114	22,581	(14.7%)	112	48,430	(14.4%)	110
Manufacturing	1,903	(9.4%)	95	16,047	(10.5%)	105	36,021	(10.7%)	108
Entertainment Services	1,569	(7.7%)	89	12,540	(8.2%)	94	24,618	(7.3%)	85
Financial, Insurance & Real Estate	1,517	(7.5%)	111	10,823	(7.1%)	105	24,549	(7.3%)	108
Transportation	1,473	(7.3%)	124	10,657	(6.9%)	119	23,558	(7%)	120
Professional Services	1,463	(7.2%)	89	10,883	(7.1%)	88	28,517	(8.5%)	105
Agriculture/Mining/Construction	1,323	(6.5%)	7	11,272	(7.3%)	86	21,252	(6.3%)	74
Other Professional Services	1,143	(5.6%)	120	7,669	(5%)	106	16,376	(4.9%)	104
Administrative/Waste Services	840	(4.1%)	99	7,221	(4.7%)	113	13,948	(4.2%)	99
Public Administration	464	(2.3%)	48	4,826	(3.1%)	66	10,266	(3.1%)	64

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



Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Information	391	(1.9%)	103	2,880	(1.9%)	101	6,998	(2.1%)	112
Management Services	17	(<0.5%)	66	292	(<0.5%)	150	539	(<0.5%)	127

Language Spoken

Speak English at Home	16,980	(47.1%)	61	115,642	(42.1%)	54	280,260	(46%)	59
Speak Spanish at Home	11,720	(32.5%)	229	105,715	(38.5%)	272	209,376	(34.3%)	242
Speak Other Language at Home	7,355	(20.4%)	240	53,220	(19.4%)	228	120,026	(19.7%)	232

Ancestry

Other	6,702	(17.4%)	127	41,332	(14.1%)	103	94,547	(14.6%)	107
South American	5,659	(14.7%)	1077	33,552	(11.5%)	840	66,052	(10.2%)	746
Dominican	4,090	(10.6%)	1587	34,913	(11.9%)	1784	80,330	(12.4%)	1852
Italian	3,427	(8.9%)	333	16,339	(5.6%)	209	32,960	(5.1%)	190
Unclassified	2,732	(7.1%)	48	17,951	(6.1%)	42	43,510	(6.7%)	46
Puerto Rican	1,859	(4.8%)	172	18,926	(6.5%)	230	41,761	(6.4%)	229
Polish	1,032	(2.7%)	196	10,956	(3.7%)	274	18,906	(2.9%)	213
Other Hispanic	1,017	(2.6%)	249	7,493	(2.6%)	241	14,501	(2.2%)	210
South Central Asian (e.g. Indian)	1,008	(2.6%)	166	9,656	(3.3%)	209	23,254	(3.6%)	227

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		
Scottish/Irish	955	(2.5%)	42	6,638	(2.3%)	38	16,037	(2.5%)	41
Central American	906	(2.4%)	132	7,212	(2.5%)	138	14,833	(2.3%)	128
Other European (e.g. Greek/Russian)	811	(2.1%)	76	7,188	(2.5%)	89	19,688	(3%)	110
Mexican	779	(2%)	18	25,514	(8.7%)	76	34,080	(5.3%)	47
Middle Eastern	663	(1.7%)	309	3,191	(1.1%)	196	9,789	(1.5%)	271
Cuban	637	(1.7%)	218	3,942	(1.3%)	178	8,319	(1.3%)	169
German	593	(1.5%)	22	4,728	(1.6%)	23	11,734	(1.8%)	26
American	406	(1.1%)	26	2,611	(0.9%)	22	6,745	(1%)	26
Chinese	228	(0.6%)	46	2,176	(0.7%)	58	6,410	(1%)	7
Korean	205	(0.5%)	120	3,063	(1%)	236	14,021	(2.2%)	488
British	163	(<0.5%)	8	1,568	(0.5%)	10	4,211	(0.7%)	12
South East Asian (e.g. Vietnamese)	143	(<0.5%)	75	1,171	(<0.5%)	85	2,974	(<0.5%)	97
Dutch	92	(<0.5%)	46	523	(<0.5%)	34	1,282	(<0.5%)	38
Scandinavian	86	(<0.5%)	13	479	(<0.5%)	10	1,228	(<0.5%)	11
French	83	(<0.5%)	20	441	(<0.5%)	14	1,240	(<0.5%)	18
Native American (Indian/Eskimo)	27	(<0.5%)	11	315	(<0.5%)	17	630	(<0.5%)	15

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	
Japanese	11	(<0.5%)	407	(<0.5%)	1,103	(<0.5%)
Other Asian			215	(<0.5%)	1,036	(<0.5%)
Hawaiian/Pacific Islander			38	(<0.5%)	96	(<0.5%)

Education (Age 25+)

Total Educated Population	27,526		205,618		453,606	
Elementary (0 to 8 Years)	2,389	(8.7%)	19,113	(9.3%)	35,712	(7.9%)
Some High School (9 to 11 Years)	1,217	(4.4%)	13,296	(6.5%)	26,478	(5.8%)
High School Graduate (12 Years)	8,996	(32.7%)	63,708	(31%)	131,392	(29%)
Some College (13 to 16 Years)	4,590	(16.7%)	31,546	(15.3%)	68,613	(15.1%)
Associates Degree Only	2,469	(9%)	15,588	(7.6%)	29,663	(6.5%)
Bachelor's Degree Only	4,550	(16.5%)	40,147	(19.5%)	101,798	(22.4%)
Graduate Degree	3,315	(12%)	22,220	(10.8%)	59,950	(13.2%)

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	14,533	105,875	229,180
One Person Households	4,006 (27.6%)	28,226 (26.7%)	57,461 (25.1%)
Married Couple	6,137 (42.2%)	45,128 (42.6%)	106,532 (46.5%)
Male Householder	717 (4.9%)	6,782 (6.4%)	13,471 (5.9%)
Female Householder	2,729 (18.8%)	19,489 (18.4%)	39,437 (17.2%)
Non Family Households	944 (6.5%)	6,250 (5.9%)	12,279 (5.4%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	14,533	105,875	229,180
1 Person Household	4,006 (27.6%)	28,226 (26.7%)	57,461 (25.1%)
2 Person Household	3,996 (27.5%)	28,834 (27.2%)	61,882 (27%)
3 Person Household	2,659 (18.3%)	18,579 (17.5%)	41,165 (18%)
4 Person Household	2,292 (15.8%)	16,333 (15.4%)	36,510 (15.9%)
5 Person Household	942 (6.5%)	7,853 (7.4%)	18,172 (7.9%)
6 Person Household	403 (2.8%)	3,554 (3.4%)	8,172 (3.6%)
7+ Person Household	235 (1.6%)	2,496 (2.4%)	5,818 (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	15,269	110,569	238,887
Renter Occupied Housing	7,845	58,819	113,294
Owner Occupied Housing	6,688	47,056	115,886
Vacant Housing	736	4,694	9,707

Housing Rent

Average Rent	\$1,659.37	107	\$1,705.55	110	\$1,714.7	111
Median Rent	\$1,657.33	117	\$1,679.15	119	\$1,682.48	119
Total Cash Rents Housing	7,625	57,816	110,682			
<\$300	75 (1%)	35	1,228 (2.1%)	76	2,649 (2.4%)	86
\$300-\$500	178 (2.3%)	61	1,276 (2.2%)	57	2,495 (2.3%)	58
\$500-\$750	262 (3.4%)	40	2,133 (3.7%)	42	3,793 (3.4%)	39
\$750-\$1000	376 (4.9%)	38	3,003 (5.2%)	40	5,951 (5.4%)	41
\$1000-\$1500	2,026 (26.6%)	101	14,356 (24.8%)	94	27,075 (24.5%)	93
\$1500-\$2000	2,846 (37.3%)	177	19,291 (33.4%)	158	36,657 (33.1%)	157
\$2000-\$2500	1,301 (17.1%)	145	9,829 (17%)	145	18,768 (17%)	144

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	410	(5.4%)	93	4,279	(7.4%)	128	7,805	(7.1%)	122
\$3000-\$3500	113	(1.5%)	48	1,425	(2.5%)	8	2,912	(2.6%)	86
>\$3500	38	(<0.5%)	14	996	(1.7%)	47	2,577	(2.3%)	63

Value of Owner-Occupied Housing Units

Average House Value	\$689,873.08		128	\$631,271.33		118	\$674,976.06		126
Median House Value	\$655,279.49		167	\$616,836.65		158	\$640,770.34		164
Owner Occupied Housing	6,688			47,056			115,886		
<\$100K	196	(2.9%)	36	1,599	(3.4%)	41	3,321	(2.9%)	35
\$100K - \$200K	60	(0.9%)	7	675	(1.4%)	11	1,616	(1.4%)	11
\$200K - \$300K	207	(3.1%)	20	2,178	(4.6%)	30	4,337	(3.7%)	24
\$300K - \$400K	376	(5.6%)	39	3,878	(8.2%)	57	8,463	(7.3%)	50
\$400K - \$500K	905	(13.5%)	117	6,904	(14.7%)	127	15,931	(13.7%)	119
\$500K - \$1000K	4,256	(63.6%)	249	27,977	(59.5%)	232	68,911	(59.5%)	232
>\$1000K	688	(10.3%)	89	3,845	(8.2%)	70	13,307	(11.5%)	99

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



Benchmark: Nationwide



Poverty

Households in Poverty	2,002	(13.8%)		14,443	(13.6%)		28,034	(12.2%)	
Households Above Poverty	12,531	(86.2%)		91,432	(86.4%)		201,146	(87.8%)	
Households in Poverty (Married)	348	(2.4%)		2,850	(2.7%)		5,197	(2.3%)	
Households in Poverty (Male Householder)	36	(<0.5%)		939	(0.9%)		1,670	(0.7%)	
Households in Poverty (Female Householder)	903	(6.2%)		4,554	(4.3%)		8,315	(3.6%)	
Households in Poverty (Non-Family)	683	(4.7%)		5,740	(5.4%)		12,068	(5.3%)	
Households in Poverty (Non-Family Student)	32	(<0.5%)		360	(<0.5%)		784	(<0.5%)	

Wealth per Household

Household Average Wealth	\$227,653.62		\$226,560.47		\$236,713.24				
Household Median Wealth	\$68,470.42		\$67,445.75		\$75,266.48				
<\$0K	2,689	(18.5%)		19,668	(18.6%)		41,157	(18%)	
\$0K - \$5K	1,384	(9.5%)		10,174	(9.6%)		20,786	(9.1%)	
\$5K - \$10K	717	(4.9%)		5,234	(4.9%)		10,839	(4.7%)	
\$10K - \$25K	953	(6.6%)		6,970	(6.6%)		14,719	(6.4%)	
\$25K - \$50K	986	(6.8%)		7,202	(6.8%)		15,496	(6.8%)	

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



Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,455	(10%)	98	10,574	(10%)	98	22,941	(10%)	98
\$100K - \$250K	2,520	(17.3%)	96	18,291	(17.3%)	95	40,301	(17.6%)	97
\$250K - \$500K	1,813	(12.5%)	94	13,161	(12.4%)	94	29,498	(12.9%)	97
>\$500K	2,016	(13.9%)	93	14,601	(13.8%)	92	33,443	(14.6%)	98

Vehicles per Household

Total Number of Vehicles	23,420			158,860			354,820		
Average Number of Vehicles	1.61		88	1.5		87	1.55		85
No Vehicles	1,582	(10.9%)	132	14,455	(13.7%)	165	30,160	(13.2%)	159
1 Vehicle	5,674	(39%)	119	43,795	(41.4%)	126	90,412	(39.5%)	120
2 Vehicles	4,846	(33.3%)	90	32,745	(30.9%)	84	74,468	(32.5%)	88
3 or more Vehicles	2,431	(16.7%)	76	14,880	(14.1%)	64	34,140	(14.9%)	68

Population Change

Births	439			3,243			7,076		
Deaths	270			1,974			4,561		
Migration	-189			1,442			1,641		

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	805	10,239	21,521
Total Employees	7,746	126,480	262,744

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