



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	15,512		158,799		522,911	
Households	5,375		55,760		185,931	
Persons per Household	2.87	112	2.8	110	2.78	109
Household Median Income	\$164,152.66	188	\$135,800.82	156	\$107,713.48	123
Household Median Disposable Income	\$131,033.25	175	\$110,401.48	147	\$89,232.14	119
Household Median Discretionary Income	\$111,612.26	193	\$84,069.47	145	\$63,724.11	110
Average Income Per Person	\$81,050.49	172	\$72,694.28	154	\$60,630.93	129
Median Rent	\$2,126	151	\$1,932.52	137	\$1,703.58	121
Median House Value	\$996,555.11	255	\$763,767.18	195	\$697,973.13	178
Households in Poverty	291 (5.4%)	43	4,492 (8.1%)	64	23,092 (12.4%)	98
Household Median Wealth	\$113,697.53	139	\$96,379.94	118	\$81,319.73	99
Average Age	41.02	100	40.36	98	39.97	97
Median Age	42.2	105	40.7	101	38.96	96
Households with Children	1,991 (37%)	138	19,054 (34.2%)	127	60,867 (32.7%)	122
High School Graduate or Higher	9,919 (93.5%)	105	100,075 (92.3%)	103	321,188 (90.1%)	101

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



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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	6,682 (63%)	58,110 (53.6%)	155,671 (43.7%)
Pop density (per sq mi)	6,151	5,687	6,641
Area (based on blockgroups)	3	28	79

Population

Population 2025 Q4	15,512	158,799	522,911
Population 2025 Q3	15,383	158,472	521,396
Population 2025 Q2	15,399	157,546	519,928
Population 2025 Q1	15,354	156,696	517,157
Population 2024 Q4	15,290	156,371	515,931
Population 2024 Q3	15,285	155,845	513,650
Population 2024 Q2	15,189	155,388	511,509
Population 2024 Q1	15,130	154,684	509,131
Population 2023 Q4	15,074	153,895	506,482
Population 5 Years Forecast	15,655	161,255	530,546
Population 10 Years Forecast	15,817	163,482	537,795
Persons per Household	2.87	2.8	2.78

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	1 Mile	3 Mile	5 Mile
Group Quarters	106 (0.7%)	2,577 (1.6%)	6,710 (1.3%)
Transient Population - Average Last 4 Quarters			637 (<0.5%)

Households

Households 2025 Q4	5,375	55,760	185,931
Households 2025 Q3	5,329	55,594	185,242
Households 2025 Q2	5,336	55,172	184,594
Households 2025 Q1	5,318	54,788	183,509
Households 2024 Q4	5,295	54,667	183,068
Households 2024 Q3	5,296	54,487	182,232
Households 2024 Q2	5,258	54,314	181,460
Households 2024 Q1	5,241	54,053	180,591
Households 2023 Q4	5,217	53,764	179,621
Households 5 Years Forecast	5,424	56,782	188,953
Households 10 Years Forecast	5,479	57,662	191,726

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



Benchmark: Nationwide



Gender

Male	7,478	(48.2%)	98	75,976	(47.8%)	98	248,184	(47.5%)	97
Female	8,034	(51.8%)	102	82,823	(52.2%)	102	274,727	(52.5%)	103

Ethnicity

White	6,645	(42.8%)	74	60,395	(38%)	66	159,486	(30.5%)	53
Black	3,328	(21.5%)	182	50,322	(31.7%)	269	222,072	(42.5%)	360
Asian	2,752	(17.7%)	307	17,900	(11.3%)	195	36,500	(7%)	121
Hispanic (Ethnic)	1,828	(11.8%)	60	21,989	(13.8%)	71	80,275	(15.4%)	7
Other	959	(6.2%)	119	8,193	(5.2%)	99	24,578	(4.7%)	90

Household by Ethnicity

White	2,461	(45.8%)	74	21,837	(39.2%)	64	56,568	(30.4%)	49
Black	924	(17.2%)	157	15,981	(28.7%)	262	75,122	(40.4%)	369
Asian	887	(16.5%)	357	5,430	(9.7%)	211	11,413	(6.1%)	33
Hispanic (Ethnic)	575	(10.7%)	70	7,510	(13.5%)	89	26,707	(14.4%)	95
Other	528	(9.8%)	129	5,002	(9%)	118	16,121	(8.7%)	114

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	\$233,429.95		192	\$206,348.62		170	\$169,390.4		139
Average Income Per Person	\$81,050.49		172	\$72,694.28		154	\$60,630.93		129
Household Median Income	\$164,152.66		188	\$135,800.82		156	\$107,713.48		123
<\$15K	178	(3.3%)	46	2,390	(4.3%)	59	13,526	(7.3%)	101
\$15K - \$25K	134	(2.5%)	42	1,896	(3.4%)	58	8,596	(4.6%)	71
\$25K - \$35K	165	(3.1%)	50	2,358	(4.2%)	69	9,368	(5%)	82
\$35K - \$50K	254	(4.7%)	50	3,228	(5.8%)	62	13,958	(7.5%)	89
\$50K - \$75K	373	(6.9%)	46	5,378	(9.6%)	64	22,204	(11.9%)	89
\$75K - \$100K	476	(8.9%)	70	5,720	(10.3%)	82	20,327	(10.9%)	87
\$100K - \$150K	932	(17.3%)	96	9,359	(16.8%)	92	29,200	(15.7%)	87
\$150K - \$175K	310	(5.8%)	92	4,033	(7.2%)	115	12,139	(6.5%)	104
\$175K - \$200K	279	(5.2%)	104	3,722	(6.7%)	134	10,643	(5.7%)	115
\$200K - \$250K	1,273	(23.7%)	294	9,895	(17.7%)	220	25,740	(13.8%)	172
\$250K - \$500K	545	(10.1%)	294	4,240	(7.6%)	220	11,018	(5.9%)	172
>\$500K	456	(8.5%)	294	3,541	(6.4%)	220	9,212	(5%)	172

Disposable Households Income

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



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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$137,774.35		152	\$121,970		135	\$106,369.47		118
Household Median Disposable Income	\$131,033.25		175	\$110,401.48		147	\$89,232.14		119
<\$15K	191	(3.6%)	45	2,576	(4.6%)	59	14,491	(7.8%)	99
\$15K - \$25K	159	(3%)	43	2,427	(4.4%)	63	10,404	(5.6%)	8
\$25K - \$35K	214	(4%)	56	2,763	(5%)	69	10,980	(5.9%)	83
\$35K - \$50K	305	(5.7%)	50	3,675	(6.6%)	59	16,170	(8.7%)	7
\$50K - \$75K	478	(8.9%)	53	7,141	(12.8%)	76	27,690	(14.9%)	88
\$75K - \$100K	718	(13.4%)	93	6,891	(12.4%)	86	22,728	(12.2%)	85
\$100K - \$150K	951	(17.7%)	94	11,190	(20.1%)	106	34,110	(18.3%)	97
\$150K - \$175K	640	(11.9%)	232	5,702	(10.2%)	199	14,588	(7.8%)	153
\$175K - \$200K	463	(8.6%)	251	3,629	(6.5%)	190	9,407	(5.1%)	148
\$200K - \$250K	506	(9.4%)	284	3,936	(7.1%)	213	10,210	(5.5%)	166
\$250K - \$500K	691	(12.9%)	283	5,370	(9.6%)	212	13,944	(7.5%)	165
>\$500K	59	(1.1%)	276	460	(0.8%)	208	1,209	(0.7%)	164

Discretionary Households Income

Household Average Discretionary Income	\$109,099.4		159	\$92,233.88		135	\$77,814.09		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	\$111,612.26	193	\$84,069.47	145	\$63,724.11	110
<\$10K	153 (2.8%)	37	2,601 (4.7%)	60	16,567 (8.9%)	115
\$10K - \$20K	206 (3.8%)	42	3,583 (6.4%)	70	14,835 (8%)	87
\$20K - \$30K	234 (4.4%)	46	3,499 (6.3%)	66	16,704 (9%)	95
\$30K - \$40K	253 (4.7%)	51	3,334 (6%)	65	15,160 (8.2%)	89
\$40K - \$50K	239 (4.4%)	53	3,486 (6.3%)	74	13,585 (7.3%)	87
\$50K - \$75K	738 (13.7%)	74	8,584 (15.4%)	88	27,333 (14.7%)	84
\$75K - \$100K	642 (11.9%)	96	6,832 (12.3%)	99	19,830 (10.7%)	86
\$100K - \$125K	479 (8.9%)	105	5,625 (10.1%)	119	15,724 (8.5%)	100
\$125K - \$150K	606 (11.3%)	174	5,754 (10.3%)	159	15,853 (8.5%)	132
>\$150K	1,825 (34%)	336	12,462 (22.3%)	221	30,340 (16.3%)	161

Households Income by Ethnicity

Average Income - White	\$153,089.42	149	\$141,146.59	138	\$140,108.52	137
Median Income - White	\$200,525.47	212	\$177,006.42	187	\$171,875.38	182
Average Income - Black	\$103,273.95	139	\$107,634.09	145	\$87,476.39	118
Median Income - Black	\$105,786.8	176	\$103,341.79	172	\$75,648.69	126

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$162,266.26 (134)	\$150,701.77 (125)	\$149,904.53 (124)
Median Income - Asian	\$213,547.76 (169)	\$192,734.74 (153)	\$194,448.73 (154)
Average Income - Hispanic	\$115,852.31 (134)	\$111,783.01 (129)	\$107,916.57 (124)
Median Income - Hispanic	\$107,412.49 (143)	\$109,472.55 (146)	\$101,527.07 (135)
Average Income - Other	\$128,877.23 (134)	\$123,191.38 (128)	\$109,666.27 (114)
Median Income - Other	\$126,923 (147)	\$129,285.55 (149)	\$104,423.39 (121)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	41.02 (100)	40.36 (98)	39.97 (97)
Median Age	42.2 (105)	40.7 (101)	38.96 (96)
0-4	734 (4.7%) (88)	8,525 (5.4%) (100)	29,917 (5.7%) (106)
5-13	1,624 (10.5%) (103)	16,419 (10.3%) (102)	56,563 (10.8%) (107)
14-17	945 (6.1%) (116)	9,409 (5.9%) (112)	29,345 (5.6%) (106)
18-21	934 (6%) (109)	9,354 (5.9%) (107)	29,311 (5.6%) (102)
22-24	668 (4.3%) (103)	6,620 (4.2%) (100)	21,319 (4.1%) (97)
25-29	809 (5.2%) (89)	9,184 (5.8%) (98)	31,812 (6.1%) (103)
30-34	700 (4.5%) (70)	8,805 (5.5%) (86)	31,191 (6%) (93)

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	1 Mile		3 Mile		5 Mile	
35-39	793	(5.1%)	9,257	(5.8%)	32,335	(6.2%)
40-44	996	(6.4%)	10,473	(6.6%)	34,263	(6.6%)
45-49	1,259	(8.1%)	11,110	(7%)	35,260	(6.7%)
50-54	1,151	(7.4%)	11,116	(7%)	34,833	(6.7%)
55-59	1,135	(7.3%)	10,966	(6.9%)	35,340	(6.8%)
60-64	1,087	(7%)	10,545	(6.6%)	33,588	(6.4%)
65-69	923	(6%)	9,296	(5.9%)	29,661	(5.7%)
70-74	696	(4.5%)	7,129	(4.5%)	22,414	(4.3%)
75-79	465	(3%)	5,024	(3.2%)	16,423	(3.1%)
80-84	314	(2%)	2,941	(1.9%)	10,270	(2%)
85+	279	(1.8%)	2,626	(1.7%)	9,066	(1.7%)

Age - Male

Male Average Age	39.79		39.12		38.58	
Male Median Age	40.68		38.31		37.42	
0-4	377	(5%)	4,380	(5.8%)	15,379	(6.2%)
5-13	813	(10.9%)	8,272	(10.9%)	28,577	(11.5%)

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	1 Mile			3 Mile			5 Mile		
14-17	472	(6.3%)	115	4,786	(6.3%)	115	14,881	(6%)	109
18-21	472	(6.3%)	110	4,734	(6.2%)	108	14,914	(6%)	104
22-24	342	(4.6%)	104	3,330	(4.4%)	100	10,881	(4.4%)	100
25-29	443	(5.9%)	96	4,579	(6%)	98	15,745	(6.3%)	103
30-34	355	(4.7%)	72	4,247	(5.6%)	85	14,686	(5.9%)	90
35-39	384	(5.1%)	71	4,427	(5.8%)	87	14,950	(6%)	90
40-44	478	(6.4%)	98	4,912	(6.5%)	100	15,774	(6.4%)	98
45-49	555	(7.4%)	123	5,184	(6.8%)	113	16,328	(6.6%)	109
50-54	549	(7.3%)	124	5,308	(7%)	118	16,375	(6.6%)	111
55-59	548	(7.3%)	122	5,157	(6.8%)	113	16,568	(6.7%)	111
60-64	529	(7.1%)	113	4,937	(6.5%)	104	15,726	(6.3%)	102
65-69	433	(5.8%)	99	4,255	(5.6%)	95	13,619	(5.5%)	93
70-74	300	(4%)	83	3,226	(4.2%)	88	9,954	(4%)	83
75-79	211	(2.8%)	71	2,195	(2.9%)	71	6,857	(2.8%)	71
80-84	130	(1.7%)	71	1,193	(1.6%)	72	4,058	(1.6%)	71
85+	87	(1.2%)	71	854	(1.1%)	74	2,912	(1.2%)	71

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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	42.17 (100)	41.49 (98)	41.22 (97)
Female Median Age	43.61 (105)	41.87 (101)	41.21 (99)
0-4	357 (4.4%) (86)	4,145 (5%) (97)	14,538 (5.3%) (103)
5-13	811 (10.1%) (104)	8,147 (9.8%) (101)	27,986 (10.2%) (105)
14-17	473 (5.9%) (116)	4,623 (5.6%) (110)	14,464 (5.3%) (104)
18-21	462 (5.8%) (109)	4,620 (5.6%) (106)	14,397 (5.2%) (99)
22-24	326 (4.1%) (102)	3,290 (4%) (100)	10,438 (3.8%) (95)
25-29	366 (4.6%) (8)	4,605 (5.6%) (99)	16,067 (5.8%) (104)
30-34	345 (4.3%) (69)	4,558 (5.5%) (88)	16,505 (6%) (96)
35-39	409 (5.1%) (7)	4,830 (5.8%) (90)	17,385 (6.3%) (98)
40-44	518 (6.4%) (101)	5,561 (6.7%) (105)	18,489 (6.7%) (105)
45-49	704 (8.8%) (146)	5,926 (7.2%) (119)	18,932 (6.9%) (115)
50-54	602 (7.5%) (126)	5,808 (7%) (118)	18,458 (6.7%) (113)
55-59	587 (7.3%) (120)	5,809 (7%) (115)	18,772 (6.8%) (112)
60-64	558 (6.9%) (108)	5,608 (6.8%) (105)	17,862 (6.5%) (101)

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65-69	490	(6.1%)	96	5,041	(6.1%)	96	16,042	(5.8%)	92
70-74	396	(4.9%)	91	3,903	(4.7%)	87	12,460	(4.5%)	84
75-79	254	(3.2%)	73	2,829	(3.4%)	74	9,566	(3.5%)	8
80-84	184	(2.3%)	8	1,748	(2.1%)	74	6,212	(2.3%)	7
85+	192	(2.4%)	91	1,772	(2.1%)	8	6,154	(2.2%)	85

Employment by Occupation

Total Employees (16+ Years Old)	8,463			86,103			270,406		
Professional Specialty	2,545	(30.1%)	122	25,781	(29.9%)	121	70,565	(26.1%)	105
Managerial/Executive	2,534	(29.9%)	172	19,207	(22.3%)	128	54,210	(20%)	115
Office Admin	765	(9%)	85	8,611	(10%)	94	30,458	(11.3%)	106
Production & Transportation	711	(8.4%)	65	8,335	(9.7%)	75	30,959	(11.4%)	89
Sales	632	(7.5%)	8	7,711	(9%)	96	23,274	(8.6%)	92
Construction	473	(5.6%)	70	4,924	(5.7%)	72	15,496	(5.7%)	72
Food Preparation & Serving	272	(3.2%)	63	2,274	(2.6%)	52	8,874	(3.3%)	64
Personal Care	170	(2%)	8	1,886	(2.2%)	88	7,187	(2.7%)	107
Protective	153	(1.8%)	83	2,060	(2.4%)	110	8,210	(3%)	140

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Healthcare support	116	(1.4%)	42	3,188	(3.7%)	113	13,017	(4.8%)	147
Building Maintenance & Cleaning	92	(1.1%)	32	2,096	(2.4%)	72	7,892	(2.9%)	86
Farming, Fishing & Forestry				30	(<0.5%)	6	264	(<0.5%)	17

Employment by Industry

Total Employees (16+ Years Old)	8,463			86,103			270,406		
Educational Services	1,633	(19.3%)	8	22,084	(25.6%)	110	72,000	(26.6%)	114
Financial, Insurance & Real Estate	1,415	(16.7%)	248	9,530	(11.1%)	164	26,435	(9.8%)	145
Professional Services	1,104	(13%)	161	10,444	(12.1%)	150	26,555	(9.8%)	122
Entertainment Services	712	(8.4%)	97	5,124	(6%)	69	16,525	(6.1%)	70
Wholesale Retail	693	(8.2%)	62	9,548	(11.1%)	84	31,372	(11.6%)	88
Agriculture/Mining/Construction	678	(8%)	94	4,189	(4.9%)	57	12,872	(4.8%)	56
Transportation	614	(7.3%)	124	5,978	(6.9%)	119	23,503	(8.7%)	149
Manufacturing	580	(6.9%)	69	5,480	(6.4%)	64	16,151	(6%)	60
Information	317	(3.7%)	201	3,334	(3.9%)	207	7,852	(2.9%)	156
Other Professional Services	291	(3.4%)	73	3,379	(3.9%)	83	11,979	(4.4%)	94
Public Administration	209	(2.5%)	52	3,668	(4.3%)	89	12,658	(4.7%)	98

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Administrative/Waste Services	198	(2.3%)	56	3,160	(3.7%)	88	12,076	(4.5%)	107
Management Services	19	(<0.5%)	177	185	(<0.5%)	169	428	(<0.5%)	125

Language Spoken

Speak English at Home	9,041	(61.2%)	74	95,700	(63.7%)	84	332,032	(67.4%)	87
Speak Other Language at Home	4,457	(30.2%)	355	37,860	(25.2%)	297	99,522	(20.2%)	238
Speak Spanish at Home	1,280	(8.7%)	61	16,714	(11.1%)	74	61,440	(12.5%)	88

Ancestry

Other	2,570	(16.6%)	121	24,645	(15.5%)	114	64,392	(12.3%)	90
Chinese	1,215	(7.8%)	609	4,588	(2.9%)	225	10,138	(1.9%)	151
Unclassified	1,174	(7.6%)	52	11,285	(7.1%)	48	30,354	(5.8%)	40
South Central Asian (e.g. Indian)	920	(5.9%)	376	6,856	(4.3%)	273	13,892	(2.7%)	168
Other European (e.g. Greek/Russian)	839	(5.4%)	195	6,514	(4.1%)	148	14,620	(2.8%)	101
Scottish/Irish	650	(4.2%)	70	4,841	(3%)	51	15,798	(3%)	51
Italian	608	(3.9%)	147	5,824	(3.7%)	137	17,964	(3.4%)	129
South American	516	(3.3%)	243	5,914	(3.7%)	273	23,024	(4.4%)	322
Puerto Rican	487	(3.1%)	112	4,984	(3.1%)	112	18,433	(3.5%)	125

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	1 Mile			3 Mile			5 Mile		
British	395	(2.5%)	49	2,655	(1.7%)	32	6,794	(1.3%)	25
German	387	(2.5%)	35	3,511	(2.2%)	31	9,700	(1.9%)	26
Central American	382	(2.5%)	138	4,528	(2.9%)	160	13,352	(2.6%)	143
American	339	(2.2%)	55	3,794	(2.4%)	60	9,255	(1.8%)	44
Polish	201	(1.3%)	95	2,363	(1.5%)	109	6,573	(1.3%)	92
Mexican	179	(1.2%)	10	1,566	(1%)	9	4,655	(0.9%)	8
Dominican	166	(1.1%)	160	2,047	(1.3%)	192	9,804	(1.9%)	280
Middle Eastern	128	(0.8%)	148	948	(0.6%)	107	2,159	(<0.5%)	74
Korean	101	(0.7%)	147	780	(<0.5%)	111	1,840	(<0.5%)	7
French	86	(0.6%)	52	530	(<0.5%)	31	1,185	(<0.5%)	21
Cuban	68	(<0.5%)	58	1,165	(0.7%)	97	4,602	(0.9%)	116
South East Asian (e.g. Vietnamese)	62	(<0.5%)	85	714	(<0.5%)	95	1,473	(<0.5%)	60
Other Asian	57	(<0.5%)	104	507	(<0.5%)	90	1,078	(<0.5%)	58
Scandinavian	56	(<0.5%)	21	458	(<0.5%)	17	1,616	(<0.5%)	18
Japanese	46	(<0.5%)	130	233	(<0.5%)	65	512	(<0.5%)	43
Native American (Indian/Eskimo)	32	(<0.5%)	33	148	(<0.5%)	15	603	(<0.5%)	18

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Other Hispanic	30	(<0.5%)	1,785	(1.1%)	6,405	(1.2%)
Dutch	27	(<0.5%)	214	(<0.5%)	571	(<0.5%)
Hawaiian/Pacific Islander	5	(<0.5%)	27	(<0.5%)	77	(<0.5%)

Education (Age 25+)

Total Educated Population	10,607		108,472		356,456	
Elementary (0 to 8 Years)	372	(3.5%)	4,750	(4.4%)	18,583	(5.2%)
Some High School (9 to 11 Years)	316	(3%)	3,647	(3.4%)	16,685	(4.7%)
High School Graduate (12 Years)	1,407	(13.3%)	19,992	(18.4%)	85,640	(24%)
Some College (13 to 16 Years)	1,228	(11.6%)	16,282	(15%)	58,739	(16.5%)
Associates Degree Only	602	(5.7%)	5,691	(5.2%)	21,138	(5.9%)
Bachelor's Degree Only	3,379	(31.9%)	31,168	(28.7%)	88,122	(24.7%)
Graduate Degree	3,303	(31.1%)	26,942	(24.8%)	67,549	(19%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	5,375	55,760	185,931
One Person Households	1,076 (20%)	12,708 (22.8%)	46,227 (24.9%)
Married Couple	3,167 (58.9%)	30,015 (53.8%)	85,214 (45.8%)
Male Householder	264 (4.9%)	2,852 (5.1%)	11,981 (6.4%)
Female Householder	662 (12.3%)	7,377 (13.2%)	34,069 (18.3%)
Non Family Households	206 (3.8%)	2,808 (5%)	8,440 (4.5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	5,375	55,760	185,931
1 Person Household	1,076 (20%)	12,708 (22.8%)	46,227 (24.9%)
2 Person Household	1,317 (24.5%)	14,704 (26.4%)	48,698 (26.2%)
3 Person Household	1,109 (20.6%)	10,500 (18.8%)	34,135 (18.4%)
4 Person Household	1,187 (22.1%)	10,631 (19.1%)	31,650 (17%)
5 Person Household	474 (8.8%)	4,468 (8%)	15,127 (8.1%)
6 Person Household	133 (2.5%)	1,739 (3.1%)	6,188 (3.3%)
7+ Person Household	79 (1.5%)	1,010 (1.8%)	3,906 (2.1%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	5,592	58,430	198,255
Owner Occupied Housing	3,824	34,717	100,098
Renter Occupied Housing	1,551	21,043	85,833
Vacant Housing	217	2,670	12,324

Housing Rent

Average Rent	\$2,222.47	144	\$2,031.76	131	\$1,788.48	116			
Median Rent	\$2,126	151	\$1,932.52	137	\$1,703.58	121			
Total Cash Rents Housing	1,539	20,624	83,853						
<\$300	1	(<0.5%)	2	313	(1.5%)	54	2,263	(2.7%)	97
\$300-\$500	9	(0.6%)	15	165	(0.8%)	21	1,841	(2.2%)	57
\$500-\$750	36	(2.3%)	27	429	(2.1%)	24	2,920	(3.5%)	40
\$750-\$1000	35	(2.3%)	17	1,065	(5.2%)	40	5,823	(6.9%)	53
\$1000-\$1500	194	(12.6%)	48	4,302	(20.9%)	7	20,351	(24.3%)	92
\$1500-\$2000	400	(26%)	123	4,668	(22.6%)	107	21,438	(25.6%)	121
\$2000-\$2500	375	(24.4%)	207	4,072	(19.7%)	168	14,493	(17.3%)	147

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	197	(12.8%)	221	2,502	(12.1%)	210	7,086	(8.5%)	146
\$3000-\$3500	119	(7.7%)	252	1,308	(6.3%)	207	3,440	(4.1%)	134
>\$3500	173	(11.2%)	306	1,800	(8.7%)	237	4,198	(5%)	136

Value of Owner-Occupied Housing Units

Average House Value	\$1.08M	201	\$1M	187	\$880,101.52	164			
Median House Value	\$996,555.11	255	\$763,767.18	195	\$697,973.13	178			
Owner Occupied Housing	3,824		34,717		100,098				
<\$100K	38	(1%)	12	414	(1.2%)	15	1,829	(1.8%)	22
\$100K - \$200K	25	(0.7%)	5	149	(<0.5%)	3	1,216	(1.2%)	9
\$200K - \$300K	31	(0.8%)	5	1,043	(3%)	19	4,394	(4.4%)	28
\$300K - \$400K	146	(3.8%)	26	2,149	(6.2%)	43	8,946	(8.9%)	61
\$400K - \$500K	403	(10.5%)	91	3,638	(10.5%)	90	12,332	(12.3%)	106
\$500K - \$1000K	1,276	(33.4%)	130	15,465	(44.5%)	174	42,633	(42.6%)	166
>\$1000K	1,905	(49.8%)	429	11,859	(34.2%)	295	28,748	(28.7%)	248

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



Benchmark: Nationwide



Poverty

Households in Poverty	291	(5.4%)	43	4,492	(8.1%)	64	23,092	(12.4%)	98
Households Above Poverty	5,084	(94.6%)	108	51,268	(91.9%)	105	162,839	(87.6%)	100
Households in Poverty (Married)	58	(1.1%)	50	998	(1.8%)	8	2,894	(1.6%)	71
Households in Poverty (Male Householder)				206	(<0.5%)	58	1,707	(0.9%)	144
Households in Poverty (Female Householder)	68	(1.3%)	43	1,022	(1.8%)	62	6,710	(3.6%)	122
Households in Poverty (Non-Family)	157	(2.9%)	47	2,058	(3.7%)	59	10,791	(5.8%)	93
Households in Poverty (Non-Family Student)	8	(<0.5%)	24	208	(<0.5%)	60	990	(0.5%)	85

Wealth per Household

Household Average Wealth	\$282,756.74		117	\$266,264.39		110	\$245,915.53		101
Household Median Wealth	\$113,697.53		139	\$96,379.94		118	\$81,319.73		99
<\$0K	828	(15.4%)	89	9,138	(16.4%)	95	32,658	(17.6%)	101
\$0K - \$5K	363	(6.8%)	8	4,243	(7.6%)	90	16,079	(8.6%)	102
\$5K - \$10K	208	(3.9%)	85	2,331	(4.2%)	92	8,516	(4.6%)	101
\$10K - \$25K	310	(5.8%)	91	3,345	(6%)	95	11,698	(6.3%)	99
\$25K - \$50K	352	(6.5%)	96	3,684	(6.6%)	97	12,441	(6.7%)	98

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	535	(10%)	97	5,540	(9.9%)	97	18,476	(9.9%)	97
\$100K - \$250K	1,002	(18.6%)	103	10,165	(18.2%)	101	32,941	(17.7%)	98
\$250K - \$500K	790	(14.7%)	111	7,818	(14%)	106	24,519	(13.2%)	99
>\$500K	987	(18.4%)	123	9,496	(17%)	114	28,603	(15.4%)	103

Vehicles per Household

Total Number of Vehicles	9,548			93,432			280,907		
Average Number of Vehicles	1.78		97	1.68		92	1.51		83
No Vehicles	236	(4.4%)	53	5,235	(9.4%)	114	28,631	(15.4%)	186
1 Vehicle	2,070	(38.5%)	117	20,201	(36.2%)	110	69,147	(37.2%)	113
2 Vehicles	2,071	(38.5%)	104	21,058	(37.8%)	102	61,722	(33.2%)	90
3 or more Vehicles	998	(18.6%)	84	9,266	(16.6%)	75	26,431	(14.2%)	65

Population Change

Births	142			1,639			5,690		
Deaths	107			1,069			3,484		
Migration	196			1,922			4,990		

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	921	4,423	13,422
Total Employees	8,360	53,077	162,536

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