



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	20,206		113,265		337,789	
Households	8,173		44,472		127,945	
Persons per Household	2.43	95	2.52	99	2.61	102
Household Median Income	\$120,784.55	138	\$144,861.28	166	\$135,660.27	155
Household Median Disposable Income	\$99,353.68	133	\$117,164.25	156	\$110,387.64	147
Household Median Discretionary Income	\$76,410.54	132	\$92,443.38	160	\$87,261.52	151
Average Income Per Person	\$63,625.49	135	\$73,685.14	156	\$68,259.98	145
Median Rent	\$1,987.86	141	\$2,159.68	153	\$2,157.81	153
Median House Value	\$738,419.37	189	\$854,499.24	218	\$766,324.5	196
Households in Poverty	710 (8.7%)	69	3,385 (7.6%)	60	9,838 (7.7%)	61
Household Median Wealth	\$94,930.69	116	\$104,224.53	127	\$100,396.25	123
Average Age	41.98	102	41.91	102	41.97	102
Median Age	41.29	102	41.5	103	41.59	103
Households with Children	1,762 (21.6%)	8	12,535 (28.2%)	105	36,449 (28.5%)	106
High School Graduate or Higher	13,507 (91.5%)	102	75,632 (93.3%)	105	217,142 (90.4%)	101

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	8,496 (57.5%)	55,028 (67.9%)	147,494 (61.4%)
Pop density (per sq mi)	6,495	4,282	4,325
Area (based on blockgroups)	3	26	78

Population

Population 2025 Q4	20,206	113,265	337,789
Population 2025 Q3	20,224	113,235	337,776
Population 2025 Q2	20,259	113,762	337,817
Population 2025 Q1	20,006	112,777	336,298
Population 2024 Q4	19,962	112,607	335,462
Population 2024 Q3	19,862	111,701	333,794
Population 2024 Q2	19,784	111,296	331,953
Population 2024 Q1	19,658	110,174	330,233
Population 2023 Q4	19,609	109,750	328,808
Population 5 Years Forecast	21,181	118,094	350,770
Population 10 Years Forecast	22,121	123,034	364,799
Persons per Household	2.43 (95)	2.52 (99)	2.61 (102)

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Jan 1 - Dec 31, 2025

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	1 Mile			3 Mile			5 Mile		
Group Quarters	317	(1.6%)	67	1,372	(1.2%)	52	3,428	(1%)	43
Transient Population - Average Last 4 Quarters				1,894	(1.7%)	134	3,811	(1.1%)	90

Households

Households 2025 Q4	8,173		44,472		127,945
Households 2025 Q3	8,173		44,441		127,883
Households 2025 Q2	8,177		44,636		127,879
Households 2025 Q1	8,070		44,189		127,202
Households 2024 Q4	8,048		44,107		126,852
Households 2024 Q3	8,007		43,703		126,075
Households 2024 Q2	7,975		43,516		125,265
Households 2024 Q1	7,921		42,961		124,400
Households 2023 Q4	7,903		42,794		123,798
Households 5 Years Forecast	8,603		46,652		133,706
Households 10 Years Forecast	9,006		48,768		139,545

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



Benchmark: Nationwide



Gender

Male	9,726	(48.1%)	98	54,221	(47.9%)	98	161,635	(47.9%)	98
Female	10,480	(51.9%)	102	59,044	(52.1%)	102	176,154	(52.1%)	102

Ethnicity

White	9,047	(44.8%)	74	54,112	(47.8%)	83	138,120	(40.9%)	71
Asian	3,956	(19.6%)	339	23,019	(20.3%)	352	64,588	(19.1%)	331
Hispanic (Ethnic)	3,671	(18.2%)	93	18,332	(16.2%)	83	76,741	(22.7%)	116
Black	2,429	(12%)	102	10,864	(9.6%)	8	39,715	(11.8%)	100
Other	1,103	(5.5%)	105	6,938	(6.1%)	118	18,625	(5.5%)	106

Household by Ethnicity

White	4,109	(50.3%)	81	22,121	(49.7%)	81	58,627	(45.8%)	74
Asian	1,607	(19.7%)	425	7,996	(18%)	389	21,326	(16.7%)	361
Hispanic (Ethnic)	991	(12.1%)	81	5,674	(12.8%)	84	21,086	(16.5%)	109
Black	736	(9%)	81	4,233	(9.5%)	87	13,611	(10.6%)	97
Other	730	(8.9%)	118	4,448	(10%)	132	13,295	(10.4%)	137

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	\$154,331.75	127	\$185,877.99	153	\$178,667.49	147
Average Income Per Person	\$63,625.49	135	\$73,685.14	156	\$68,259.98	145
Household Median Income	\$120,784.55	138	\$144,861.28	166	\$135,660.27	155
<\$15K	388 (4.7%)	66	2,043 (4.6%)	64	6,021 (4.7%)	65
\$15K - \$25K	406 (5%)	85	1,114 (2.5%)	43	3,900 (3%)	52
\$25K - \$35K	296 (3.6%)	59	1,356 (3%)	50	4,740 (3.7%)	60
\$35K - \$50K	563 (6.9%)	74	2,019 (4.5%)	48	6,809 (5.3%)	57
\$50K - \$75K	990 (12.1%)	8	3,962 (8.9%)	60	12,329 (9.6%)	64
\$75K - \$100K	721 (8.8%)	70	4,425 (10%)	79	12,791 (10%)	79
\$100K - \$150K	1,600 (19.6%)	108	8,062 (18.1%)	100	23,518 (18.4%)	101
\$150K - \$175K	732 (9%)	142	3,779 (8.5%)	135	10,691 (8.4%)	133
\$175K - \$200K	576 (7%)	141	3,060 (6.9%)	138	8,579 (6.7%)	134
\$200K - \$250K	1,065 (13%)	162	8,204 (18.4%)	229	21,596 (16.9%)	209
\$250K - \$500K	456 (5.6%)	162	3,516 (7.9%)	229	9,254 (7.2%)	209
>\$500K	380 (4.6%)	161	2,932 (6.6%)	229	7,717 (6%)	209

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	\$110,009.72		122	\$126,191.39		139	\$120,946.28		34
Household Median Disposable Income	\$99,353.68		133	\$117,164.25		156	\$110,387.64		147
<\$15K	447	(5.5%)	69	2,170	(4.9%)	62	6,476	(5.1%)	64
\$15K - \$25K	421	(5.2%)	75	1,316	(3%)	43	4,670	(3.7%)	53
\$25K - \$35K	467	(5.7%)	81	1,769	(4%)	56	5,885	(4.6%)	64
\$35K - \$50K	699	(8.6%)	76	2,658	(6%)	53	8,848	(6.9%)	61
\$50K - \$75K	1,029	(12.6%)	75	5,084	(11.4%)	68	15,187	(11.9%)	70
\$75K - \$100K	1,059	(13%)	90	5,863	(13.2%)	92	16,886	(13.2%)	92
\$100K - \$150K	1,995	(24.4%)	129	10,101	(22.7%)	120	28,880	(22.6%)	120
\$150K - \$175K	612	(7.5%)	146	4,404	(9.9%)	193	11,884	(9.3%)	181
\$175K - \$200K	394	(4.8%)	141	3,016	(6.8%)	198	7,937	(6.2%)	181
\$200K - \$250K	421	(5.2%)	155	3,256	(7.3%)	221	8,564	(6.7%)	202
\$250K - \$500K	577	(7.1%)	156	4,447	(10%)	220	11,705	(9.1%)	202
>\$500K	52	(0.6%)	160	388	(0.9%)	220	1,023	(0.8%)	201

Discretionary Households Income

Household Average Discretionary Income	\$83,529.43		122	\$97,356.81		142	\$93,614.91		137
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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$76,410.54	132	\$92,443.38	160	\$87,261.52	151
<\$10K	408 (5%)	64	2,289 (5.1%)	66	6,212 (4.9%)	63
\$10K - \$20K	528 (6.5%)	71	1,632 (3.7%)	40	6,275 (4.9%)	54
\$20K - \$30K	496 (6.1%)	64	2,049 (4.6%)	49	7,466 (5.8%)	62
\$30K - \$40K	666 (8.1%)	89	2,379 (5.3%)	58	7,748 (6.1%)	66
\$40K - \$50K	565 (6.9%)	8	2,442 (5.5%)	65	7,232 (5.7%)	67
\$50K - \$75K	1,327 (16.2%)	92	6,932 (15.6%)	89	19,795 (15.5%)	88
\$75K - \$100K	1,318 (16.1%)	130	6,149 (13.8%)	111	17,344 (13.6%)	109
\$100K - \$125K	896 (11%)	129	4,946 (11.1%)	131	14,216 (11.1%)	131
\$125K - \$150K	661 (8.1%)	125	4,894 (11%)	170	12,798 (10%)	154
>\$150K	1,308 (16%)	158	10,760 (24.2%)	239	28,859 (22.6%)	223

Households Income by Ethnicity

Average Income - White	\$130,702.27	127	\$141,647.77	138	\$137,172.1	134
Median Income - White	\$140,844.86	149	\$168,180.8	178	\$159,208.49	168
Average Income - Black	\$106,753.16	143	\$105,006.8	141	\$104,704	141
Median Income - Black	\$116,817.51	194	\$95,230.75	158	\$97,076.37	161

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$97,481.11	\$131,116.73	\$132,377.28
Median Income - Asian	\$93,089.34	\$145,062.67	\$151,183.04
Average Income - Hispanic	\$107,195.94	\$119,251.72	\$112,204.53
Median Income - Hispanic	\$101,186.09	\$118,682.41	\$109,784.17
Average Income - Other	\$115,245.33	\$124,008.34	\$119,561.69
Median Income - Other	\$115,539.92	\$127,028.56	\$120,297.76

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	41.98	41.91	41.97
Median Age	41.29	41.5	41.59
0-4	1,219 (6%)	6,440 (5.7%)	18,590 (5.5%)
5-13	1,869 (9.2%)	10,921 (9.6%)	33,322 (9.9%)
14-17	831 (4.1%)	5,393 (4.8%)	16,709 (4.9%)
18-21	857 (4.2%)	5,445 (4.8%)	16,668 (4.9%)
22-24	664 (3.3%)	4,044 (3.6%)	12,192 (3.6%)
25-29	1,119 (5.5%)	6,195 (5.5%)	18,569 (5.5%)
30-34	1,446 (7.2%)	7,156 (6.3%)	20,635 (6.1%)

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	1 Mile		3 Mile		5 Mile				
35-39	1,608	(8%)	121	8,021	(7.1%)	108	22,812	(6.8%)	103
40-44	1,522	(7.5%)	117	8,068	(7.1%)	111	23,665	(7%)	109
45-49	1,301	(6.4%)	107	7,459	(6.6%)	109	22,304	(6.6%)	110
50-54	1,207	(6%)	101	7,258	(6.4%)	108	21,542	(6.4%)	108
55-59	1,332	(6.6%)	109	7,149	(6.3%)	104	21,101	(6.2%)	103
60-64	1,273	(6.3%)	99	7,250	(6.4%)	101	21,494	(6.4%)	100
65-69	1,262	(6.2%)	102	6,774	(6%)	98	20,276	(6%)	98
70-74	940	(4.7%)	91	5,464	(4.8%)	94	16,560	(4.9%)	96
75-79	721	(3.6%)	89	4,294	(3.8%)	95	13,036	(3.9%)	97
80-84	509	(2.5%)	100	2,965	(2.6%)	104	9,161	(2.7%)	107
85+	526	(2.6%)	125	2,969	(2.6%)	126	9,153	(2.7%)	130

Age - Male

Male Average Age	40.32		101	40.48		101	40.4		101
Male Median Age	38.96		102	40.21		105	40.12		105
0-4	624	(6.4%)	114	3,303	(6.1%)	109	9,537	(5.9%)	105
5-13	978	(10.1%)	95	5,618	(10.4%)	98	17,068	(10.6%)	100

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Audience Profile

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	1 Mile			3 Mile			5 Mile		
14-17	429	(4.4%)	8	2,757	(5.1%)	93	8,552	(5.3%)	97
18-21	446	(4.6%)	8	2,796	(5.2%)	89	8,552	(5.3%)	92
22-24	345	(3.5%)	8	2,091	(3.9%)	88	6,268	(3.9%)	88
25-29	544	(5.6%)	91	3,009	(5.5%)	90	9,256	(5.7%)	93
30-34	731	(7.5%)	114	3,495	(6.4%)	98	10,154	(6.3%)	95
35-39	774	(8%)	119	3,834	(7.1%)	106	11,096	(6.9%)	103
40-44	751	(7.7%)	119	3,883	(7.2%)	110	11,426	(7.1%)	109
45-49	636	(6.5%)	108	3,603	(6.6%)	110	10,637	(6.6%)	109
50-54	574	(5.9%)	100	3,433	(6.3%)	107	10,177	(6.3%)	106
55-59	647	(6.7%)	111	3,324	(6.1%)	102	9,829	(6.1%)	101
60-64	589	(6.1%)	97	3,384	(6.2%)	100	10,005	(6.2%)	99
65-69	567	(5.8%)	99	3,074	(5.7%)	97	9,352	(5.8%)	99
70-74	426	(4.4%)	91	2,453	(4.5%)	94	7,328	(4.5%)	94
75-79	306	(3.1%)	86	1,900	(3.5%)	96	5,588	(3.5%)	95
80-84	187	(1.9%)	88	1,202	(2.2%)	101	3,633	(2.2%)	103
85+	172	(1.8%)	117	1,062	(2%)	129	3,177	(2%)	130

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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	43.51	43.23	43.4
Female Median Age	42.58	42.69	42.96
0-4	595 (5.7%)	3,137 (5.3%)	9,053 (5.1%)
5-13	891 (8.5%)	5,303 (9%)	16,254 (9.2%)
14-17	402 (3.8%)	2,636 (4.5%)	8,157 (4.6%)
18-21	411 (3.9%)	2,649 (4.5%)	8,116 (4.6%)
22-24	319 (3%)	1,953 (3.3%)	5,924 (3.4%)
25-29	575 (5.5%)	3,186 (5.4%)	9,313 (5.3%)
30-34	715 (6.8%)	3,661 (6.2%)	10,481 (5.9%)
35-39	834 (8%)	4,187 (7.1%)	11,716 (6.7%)
40-44	771 (7.4%)	4,185 (7.1%)	12,239 (6.9%)
45-49	665 (6.3%)	3,856 (6.5%)	11,667 (6.6%)
50-54	633 (6%)	3,825 (6.5%)	11,365 (6.5%)
55-59	685 (6.5%)	3,825 (6.5%)	11,272 (6.4%)
60-64	684 (6.5%)	3,866 (6.5%)	11,489 (6.5%)

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Audience Profile

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65-69	695	(6.6%)	104	3,700	(6.3%)	99	10,924	(6.2%)	98
70-74	514	(4.9%)	91	3,011	(5.1%)	94	9,232	(5.2%)	97
75-79	415	(4%)	92	2,394	(4.1%)	94	7,448	(4.2%)	98
80-84	322	(3.1%)	108	1,763	(3%)	105	5,528	(3.1%)	110
85+	354	(3.4%)	129	1,907	(3.2%)	123	5,976	(3.4%)	129

Employment by Occupation

Total Employees (16+ Years Old)	10,820			61,187			182,274		
Professional Specialty	4,734	(43.8%)	177	26,215	(42.8%)	173	69,231	(38%)	154
Managerial/Executive	1,909	(17.6%)	101	15,482	(25.3%)	146	42,272	(23.2%)	133
Office Admin	789	(7.3%)	69	3,706	(6.1%)	57	11,940	(6.6%)	62
Sales	674	(6.2%)	67	4,091	(6.7%)	72	12,176	(6.7%)	72
Construction	623	(5.8%)	72	2,741	(4.5%)	56	12,303	(6.7%)	84
Production & Transportation	473	(4.4%)	34	2,106	(3.4%)	27	8,851	(4.9%)	38
Personal Care	454	(4.2%)	168	1,490	(2.4%)	98	4,258	(2.3%)	94
Building Maintenance & Cleaning	406	(3.8%)	111	1,717	(2.8%)	83	7,732	(4.2%)	125
Food Preparation & Serving	339	(3.1%)	61	1,752	(2.9%)	56	7,140	(3.9%)	7

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Protective	220	(2%)	94	960	(1.6%)	72	2,567	(1.4%)	65
Healthcare support	168	(1.6%)	47	875	(1.4%)	44	3,631	(2%)	61
Farming, Fishing & Forestry	31	(<0.5%)	50	52	(<0.5%)	15	173	(<0.5%)	17

Employment by Industry

Total Employees (16+ Years Old)	10,820			61,187			182,274		
Educational Services	2,471	(22.8%)	98	12,953	(21.2%)	90	37,444	(20.5%)	88
Professional Services	2,162	(20%)	247	14,209	(23.2%)	287	36,842	(20.2%)	250
Public Administration	1,432	(13.2%)	277	7,999	(13.1%)	274	20,946	(11.5%)	241
Wholesale Retail	919	(8.5%)	65	4,061	(6.6%)	50	13,662	(7.5%)	57
Agriculture/Mining/Construction	800	(7.4%)	87	3,346	(5.5%)	64	13,312	(7.3%)	86
Entertainment Services	794	(7.3%)	85	3,988	(6.5%)	75	13,362	(7.3%)	84
Other Professional Services	652	(6%)	128	3,636	(5.9%)	126	11,663	(6.4%)	136
Financial, Insurance & Real Estate	594	(5.5%)	8	3,824	(6.2%)	93	11,529	(6.3%)	94
Administrative/Waste Services	294	(2.7%)	65	2,069	(3.4%)	8	7,884	(4.3%)	103
Transportation	267	(2.5%)	42	1,478	(2.4%)	41	5,595	(3.1%)	52
Manufacturing	231	(2.1%)	22	1,871	(3.1%)	31	5,902	(3.2%)	33

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Information	204	(1.9%)	101	1,669	(2.7%)	115
Management Services				84	(<0.5%)	102

Language Spoken

Speak English at Home	11,027	(58.1%)	75	61,464	(57.5%)	74	168,559	(52.8%)	68
Speak Other Language at Home	5,387	(28.4%)	334	30,590	(28.6%)	337	87,082	(27.3%)	321
Speak Spanish at Home	2,573	(13.6%)	96	14,771	(13.8%)	98	63,558	(19.9%)	140

Ancestry

Other	4,211	(20.8%)	153	23,443	(20.7%)	151	61,699	(18.3%)	34
Chinese	1,975	(9.8%)	760	9,380	(8.3%)	644	23,010	(6.8%)	530
Unclassified	1,362	(6.7%)	46	8,713	(7.7%)	52	23,001	(6.8%)	46
Central American	1,270	(6.3%)	353	5,927	(5.2%)	294	37,540	(11.1%)	623
South American	1,262	(6.2%)	457	5,988	(5.3%)	387	18,919	(5.6%)	410
Other European (e.g. Greek/Russian)	828	(4.1%)	148	6,554	(5.8%)	209	15,065	(4.5%)	161
Scottish/Irish	763	(3.8%)	63	4,720	(4.2%)	70	11,957	(3.5%)	59
German	689	(3.4%)	48	4,218	(3.7%)	52	10,175	(3%)	42
South Central Asian (e.g. Indian)	627	(3.1%)	196	4,944	(4.4%)	276	16,167	(4.8%)	303

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Other Hispanic	621	(3.1%)	289	2,135	(1.9%)	177	8,411	(2.5%)	234
British	604	(3%)	57	3,392	(3%)	57	8,956	(2.7%)	51
Middle Eastern	497	(2.5%)	441	2,455	(2.2%)	389	5,922	(1.8%)	315
Korean	338	(1.7%)	377	2,932	(2.6%)	583	7,902	(2.3%)	527
Italian	255	(1.3%)	47	1,709	(1.5%)	56	4,689	(1.4%)	52
Polish	237	(1.2%)	86	1,493	(1.3%)	96	3,619	(1.1%)	74
Mexican	236	(1.2%)	11	1,821	(1.6%)	14	5,065	(1.5%)	13
American	233	(1.2%)	29	1,820	(1.6%)	40	5,101	(1.5%)	38
South East Asian (e.g. Vietnamese)	159	(0.8%)	166	1,194	(1.1%)	223	3,756	(1.1%)	235
French	146	(0.7%)	68	701	(0.6%)	58	1,783	(0.5%)	50
Puerto Rican	133	(0.7%)	23	1,021	(0.9%)	32	3,359	(1%)	35
Scandinavian	125	(0.6%)	36	724	(0.6%)	37	1,880	(0.6%)	32
Other Asian	101	(<0.5%)	141	778	(0.7%)	194	2,349	(0.7%)	197
Dominican	99	(<0.5%)	73	1,151	(1%)	152	2,564	(0.8%)	113
Japanese	71	(<0.5%)	155	839	(0.7%)	326	1,985	(0.6%)	258
Cuban	50	(<0.5%)	33	289	(<0.5%)	34	883	(<0.5%)	34

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Dutch	26	(<0.5%)	25	248	(<0.5%)	42	638	(<0.5%)	36
Native American (Indian/Eskimo)	17	(<0.5%)	13	188	(<0.5%)	26	485	(<0.5%)	23
Hawaiian/Pacific Islander	1	(<0.5%)	3	57	(<0.5%)	28	177	(<0.5%)	29

Education (Age 25+)

Total Educated Population	14,766			81,022			240,308		
Elementary (0 to 8 Years)	660	(4.5%)	94	2,980	(3.7%)	71	14,886	(6.2%)	130
Some High School (9 to 11 Years)	599	(4.1%)	69	2,410	(3%)	50	8,280	(3.4%)	58
High School Graduate (12 Years)	2,026	(13.7%)	53	8,377	(10.3%)	40	30,710	(12.8%)	49
Some College (13 to 16 Years)	2,204	(14.9%)	71	8,539	(10.5%)	55	26,888	(11.2%)	58
Associates Degree Only	781	(5.3%)	60	3,688	(4.6%)	52	12,050	(5%)	57
Bachelor's Degree Only	3,870	(26.2%)	123	22,798	(28.1%)	132	65,716	(27.3%)	128
Graduate Degree	4,626	(31.3%)	228	32,230	(39.8%)	289	81,778	(34%)	247

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	8,173	44,472	127,945
One Person Households	2,708 (33.1%) 121	12,444 (28%) 102	35,498 (27.7%) 101
Married Couple	3,629 (44.4%) 93	22,396 (50.4%) 105	64,569 (50.5%) 105
Male Householder	424 (5.2%) 102	2,029 (4.6%) 90	5,637 (4.4%) 87
Female Householder	898 (11%) 88	4,359 (9.8%) 7	13,149 (10.3%) 83
Non Family Households	514 (6.3%) 89	3,244 (7.3%) 103	9,092 (7.1%) 100

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	8,173	44,472	127,945
1 Person Household	2,708 (33.1%) 121	12,444 (28%) 102	35,498 (27.7%) 101
2 Person Household	2,530 (31%) 94	14,214 (32%) 97	38,291 (29.9%) 91
3 Person Household	1,169 (14.3%) 91	7,070 (15.9%) 102	20,593 (16.1%) 103
4 Person Household	1,014 (12.4%) 95	6,449 (14.5%) 111	18,920 (14.8%) 113
5 Person Household	409 (5%) 7	2,562 (5.8%) 91	8,232 (6.4%) 102
6 Person Household	204 (2.5%) 91	1,041 (2.3%) 86	3,628 (2.8%) 104
7+ Person Household	139 (1.7%) 93	692 (1.6%) 86	2,783 (2.2%) 120

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	8,660	46,672	133,781
Owner Occupied Housing	5,019	27,061	79,614
Renter Occupied Housing	3,154	17,411	48,331
Vacant Housing	487	2,200	5,836

Housing Rent

Average Rent	\$1,992.6	\$2,224.28	\$2,229
Median Rent	\$1,987.86	\$2,159.68	\$2,157.81
Total Cash Rents Housing	3,083	16,871	46,664
<\$300	182 (5.9%)	302 (1.8%)	729 (1.6%)
\$300-\$500	140 (4.5%)	213 (1.3%)	441 (0.9%)
\$500-\$750	42 (1.4%)	214 (1.3%)	516 (1.1%)
\$750-\$1000	99 (3.2%)	500 (3%)	1,063 (2.3%)
\$1000-\$1500	295 (9.6%)	1,417 (8.4%)	4,515 (9.7%)
\$1500-\$2000	803 (26%)	4,498 (26.7%)	12,367 (26.5%)
\$2000-\$2500	694 (22.5%)	4,044 (24%)	11,726 (25.1%)

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	369	(12%)	207	2,545	(15.1%)	261	6,853	(14.7%)	254
\$3000-\$3500	249	(8.1%)	264	1,368	(8.1%)	265	3,484	(7.5%)	244
>\$3500	210	(6.8%)	185	1,770	(10.5%)	285	4,970	(10.7%)	289

Value of Owner-Occupied Housing Units

Average House Value	\$772,020.5		144	\$899,616.87		168	\$856,039.57		159
Median House Value	\$738,419.37		189	\$854,499.24		218	\$766,324.5		196
Owner Occupied Housing	5,019			27,061			79,614		
<\$100K	64	(1.3%)	16	314	(1.2%)	14	1,123	(1.4%)	17
\$100K - \$200K	25	(<0.5%)	4	315	(1.2%)	9	1,426	(1.8%)	14
\$200K - \$300K	153	(3%)	20	644	(2.4%)	15	3,520	(4.4%)	28
\$300K - \$400K	339	(6.8%)	46	1,115	(4.1%)	28	5,453	(6.8%)	47
\$400K - \$500K	580	(11.6%)	100	1,772	(6.5%)	57	6,412	(8.1%)	70
\$500K - \$1000K	2,749	(54.8%)	214	13,235	(48.9%)	191	37,261	(46.8%)	183
>\$1000K	1,109	(22.1%)	191	9,666	(35.7%)	308	24,419	(30.7%)	264

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



Benchmark: Nationwide



Poverty

Households in Poverty	710	(8.7%)	69	3,385	(7.6%)	60	9,838	(7.7%)	61
Households Above Poverty	7,463	(91.3%)	105	41,087	(92.4%)	106	118,107	(92.3%)	106
Households in Poverty (Married)	242	(3%)	136	597	(1.3%)	62	1,827	(1.4%)	66
Households in Poverty (Male Householder)	64	(0.8%)	123	154	(<0.5%)	54	353	(<0.5%)	43
Households in Poverty (Female Householder)	77	(0.9%)	32	477	(1.1%)	36	1,795	(1.4%)	48
Households in Poverty (Non-Family)	307	(3.8%)	60	1,938	(4.4%)	70	5,442	(4.3%)	68
Households in Poverty (Non-Family Student)	20	(<0.5%)	39	219	(<0.5%)	7	421	(<0.5%)	53

Wealth per Household

Household Average Wealth	\$265,573.84	110	\$277,597.08	114	\$273,092.44	113			
Household Median Wealth	\$94,930.69	116	\$104,224.53	127	\$100,396.25	123			
<\$0K	1,356	(16.6%)	96	7,184	(16.2%)	93	20,763	(16.2%)	94
\$0K - \$5K	631	(7.7%)	91	3,223	(7.2%)	85	9,482	(7.4%)	87
\$5K - \$10K	346	(4.2%)	94	1,801	(4%)	89	5,219	(4.1%)	90
\$10K - \$25K	495	(6.1%)	96	2,614	(5.9%)	93	7,558	(5.9%)	93
\$25K - \$50K	536	(6.6%)	96	2,871	(6.5%)	95	8,334	(6.5%)	96

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	804	(9.8%)	4,316	(9.7%)	12,555	(9.8%)
\$100K - \$250K	1,476	(18.1%)	8,060	(18.1%)	23,281	(18.2%)
\$250K - \$500K	1,136	(13.9%)	6,347	(14.3%)	18,137	(14.2%)
>\$500K	1,393	(17%)	8,056	(18.1%)	22,616	(17.7%)

Vehicles per Household

Total Number of Vehicles	11,751		71,092		213,348	
Average Number of Vehicles	1.44		1.6		1.67	
No Vehicles	1,083	(13.3%)	4,272	(9.6%)	10,880	(8.5%)
1 Vehicle	3,591	(43.9%)	16,841	(37.9%)	49,580	(38.8%)
2 Vehicles	2,594	(31.7%)	17,633	(39.6%)	46,403	(36.3%)
3 or more Vehicles	905	(11.1%)	5,726	(12.9%)	21,082	(16.5%)

Population Change

Births	196		1,111		3,268
Deaths	183		1,053		3,249
Migration	250		658		2,456

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	1,384	6,390	12,893
Total Employees	30,514	94,382	168,317

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