



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	17,851		177,307		624,892	
Households	7,410		65,904		227,845	
Persons per Household	2.4	94	2.67	105	2.72	107
Household Median Income	\$108,311.85	124	\$111,046.41	127	\$98,246.23	113
Household Median Disposable Income	\$90,979.7	121	\$92,322.94	123	\$81,976.09	109
Household Median Discretionary Income	\$62,662.51	108	\$65,352.32	113	\$55,821.32	96
Average Income Per Person	\$55,560.46	118	\$53,480.08	114	\$46,905.72	100
Median Rent	\$1,814.64	129	\$1,709.83	121	\$1,706.96	121
Median House Value	\$701,251	179	\$690,390.83	176	\$635,642.78	162
Households in Poverty	617 (8.3%)	66	7,265 (11%)	87	27,838 (12.2%)	97
Household Median Wealth	\$75,786.08	93	\$80,863.86	99	\$72,361.09	88
Average Age	41.14	100	40.57	98	40.59	99
Median Age	40.79	101	40.29	100	40.22	100
Households with Children	2,119 (28.6%)	107	20,681 (31.4%)	117	66,787 (29.3%)	109
High School Graduate or Higher	11,999 (91.7%)	103	111,032 (88.9%)	100	378,953 (85.5%)	96

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	5,764 (44%)	51,673 (41.4%)	153,510 (34.6%)
Pop density (per sq mi)	2,095	6,062	8,613
Area (based on blockgroups)	9	29	73

Population

Population 2025 Q4	17,851	177,307	624,892
Population 2025 Q3	17,835	177,140	624,594
Population 2025 Q2	17,846	177,063	623,901
Population 2025 Q1	17,868	177,011	622,143
Population 2024 Q4	17,863	177,018	622,841
Population 2024 Q3	17,838	176,565	621,782
Population 2024 Q2	17,834	176,253	620,016
Population 2024 Q1	17,814	176,027	617,865
Population 2023 Q4	17,755	174,846	614,937
Population 5 Years Forecast	17,946	177,423	628,311
Population 10 Years Forecast	18,199	179,135	635,855
Persons per Household	2.4	2.67	2.72

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	● 1 Mile			● 3 Mile			● 5 Mile		
Group Quarters	67	(<0.5%)	16	1,030	(0.6%)	25	4,319	(0.7%)	29
Transient Population - Average Last 4 Quarters	1,563	(8.8%)	700	4,668	(2.6%)	211	5,476	(0.9%)	70

Households

Households 2025 Q4	7,410		65,904		227,845
Households 2025 Q3	7,399		65,822		227,645
Households 2025 Q2	7,406		65,809		227,394
Households 2025 Q1	7,414		65,791		226,713
Households 2024 Q4	7,412		65,796		226,975
Households 2024 Q3	7,403		65,657		226,633
Households 2024 Q2	7,398		65,530		225,966
Households 2024 Q1	7,391		65,447		225,181
Households 2023 Q4	7,366		64,968		224,044
Households 5 Years Forecast	7,460		65,931		229,324
Households 10 Years Forecast	7,572		66,578		232,262

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Audience Profile

Jan 1 - Dec 31, 2025

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Gender

Male	8,699	(48.7%)	99	86,116	(48.6%)	99	304,220	(48.7%)	99
Female	9,152	(51.3%)	101	91,191	(51.4%)	101	320,672	(51.3%)	101

Ethnicity

White	9,520	(53.3%)	92	85,412	(48.2%)	84	226,542	(36.3%)	63
Hispanic (Ethnic)	4,601	(25.8%)	132	58,946	(33.2%)	170	286,865	(45.9%)	234
Asian	2,362	(13.2%)	229	20,906	(11.8%)	204	61,140	(9.8%)	169
Other	714	(4%)	77	5,235	(3%)	57	18,516	(3%)	57
Black	654	(3.7%)	31	6,808	(3.8%)	33	31,829	(5.1%)	43

Household by Ethnicity

White	3,928	(53%)	86	30,628	(46.5%)	75	83,438	(36.6%)	59
Hispanic (Ethnic)	1,956	(26.4%)	174	21,659	(32.9%)	216	97,762	(42.9%)	283
Asian	693	(9.4%)	202	6,343	(9.6%)	208	18,509	(8.1%)	176
Other	615	(8.3%)	109	4,696	(7.1%)	94	16,644	(7.3%)	96
Black	218	(2.9%)	27	2,578	(3.9%)	36	11,492	(5%)	46

Households Income

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



Audience Profile

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Income	\$133,380.99	110	\$143,293.22	118	\$128,077.7	105
Average Income Per Person	\$55,560.46	118	\$53,480.08	114	\$46,905.72	100
Household Median Income	\$108,311.85	124	\$111,046.41	127	\$98,246.23	113
<\$15K	425 (5.7%)	74	3,922 (6%)	82	14,623 (6.4%)	89
\$15K - \$25K	345 (4.7%)	74	3,127 (4.7%)	82	12,107 (5.3%)	90
\$25K - \$35K	322 (4.3%)	71	2,647 (4%)	65	12,659 (5.6%)	91
\$35K - \$50K	425 (5.7%)	61	4,550 (6.9%)	74	17,721 (7.8%)	83
\$50K - \$75K	899 (12.1%)	82	8,131 (12.3%)	82	30,629 (13.4%)	90
\$75K - \$100K	1,027 (13.9%)	110	7,538 (11.4%)	91	27,951 (12.3%)	98
\$100K - \$150K	1,668 (22.5%)	124	12,500 (19%)	105	43,223 (19%)	105
\$150K - \$175K	534 (7.2%)	114	4,758 (7.2%)	115	15,727 (6.9%)	110
\$175K - \$200K	380 (5.1%)	103	4,030 (6.1%)	123	13,044 (5.7%)	115
\$200K - \$250K	775 (10.5%)	130	8,231 (12.5%)	155	22,486 (9.9%)	122
\$250K - \$500K	333 (4.5%)	130	3,527 (5.4%)	155	9,633 (4.2%)	122
>\$500K	277 (3.7%)	130	2,943 (4.5%)	155	8,042 (3.5%)	122

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	\$101,903.05	113	\$105,968.25	117	\$96,910.41	107
Household Median Disposable Income	\$90,979.7	121	\$92,322.94	123	\$81,976.09	109
<\$15K	443 (6%)	76	4,302 (6.5%)	83	16,035 (7%)	89
\$15K - \$25K	438 (5.9%)	86	3,602 (5.5%)	74	14,714 (6.5%)	94
\$25K - \$35K	320 (4.3%)	60	3,259 (4.9%)	69	14,458 (6.3%)	89
\$35K - \$50K	498 (6.7%)	60	5,402 (8.2%)	75	21,081 (9.3%)	87
\$50K - \$75K	1,372 (18.5%)	110	10,267 (15.6%)	92	37,849 (16.6%)	99
\$75K - \$100K	1,035 (14%)	98	9,113 (13.8%)	97	32,875 (14.4%)	101
\$100K - \$150K	1,797 (24.3%)	129	13,965 (21.2%)	112	46,429 (20.4%)	108
\$150K - \$175K	461 (6.2%)	121	4,885 (7.4%)	145	14,015 (6.2%)	120
\$175K - \$200K	289 (3.9%)	114	3,026 (4.6%)	134	8,269 (3.6%)	106
\$200K - \$250K	305 (4.1%)	124	3,253 (4.9%)	149	8,906 (3.9%)	118
\$250K - \$500K	414 (5.6%)	123	4,446 (6.7%)	149	12,160 (5.3%)	118
>\$500K	38 (0.5%)	129	384 (0.6%)	147	1,054 (<0.5%)	116

Discretionary Households Income

Household Average Discretionary Income	\$69,352	101	\$74,277.07	108	\$66,329.16	97
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Audience Profile

Jan 1 - Dec 31, 2025

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	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$62,662.51	108	\$65,352.32	113	\$55,821.32	96
<\$10K	451 (6.1%)	74	5,419 (8.2%)	106	19,985 (8.8%)	113
\$10K - \$20K	552 (7.4%)	8	5,467 (8.3%)	91	22,197 (9.7%)	106
\$20K - \$30K	516 (7%)	74	4,696 (7.1%)	76	20,437 (9%)	95
\$30K - \$40K	593 (8%)	87	4,490 (6.8%)	74	20,057 (8.8%)	96
\$40K - \$50K	826 (11.1%)	132	5,672 (8.6%)	102	20,721 (9.1%)	108
\$50K - \$75K	1,493 (20.1%)	115	11,201 (17%)	97	40,381 (17.7%)	101
\$75K - \$100K	1,175 (15.9%)	127	8,752 (13.3%)	107	29,158 (12.8%)	103
\$100K - \$125K	727 (9.8%)	115	6,970 (10.6%)	124	20,302 (8.9%)	105
\$125K - \$150K	603 (8.1%)	126	6,258 (9.5%)	146	18,008 (7.9%)	122
>\$150K	474 (6.4%)	63	6,979 (10.6%)	105	16,599 (7.3%)	72

Households Income by Ethnicity

Average Income - White	\$112,000.44	109	\$118,773.29	116	\$110,149.12	107
Median Income - White	\$107,841.3	114	\$118,585.31	125	\$106,379.57	112
Average Income - Black	\$46,939.07	63	\$84,573.3	114	\$93,110.26	125
Median Income - Black	\$46,041.46	7	\$66,514.72	111	\$79,996.33	133

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Audience Profile

Jan 1 - Dec 31, 2025

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$142,908.09 (118)	\$141,702.96 (117)	\$131,178.45 (108)
Median Income - Asian	\$166,313.23 (132)	\$163,790.13 (130)	\$141,812.87 (113)
Average Income - Hispanic	\$105,315.41 (121)	\$101,047.21 (117)	\$96,380.72 (111)
Median Income - Hispanic	\$105,757.34 (141)	\$93,634.99 (125)	\$87,748.4 (117)
Average Income - Other	\$105,911.11 (110)	\$110,654.48 (115)	\$108,794.46 (113)
Median Income - Other	\$104,704.11 (121)	\$107,299.32 (124)	\$104,659.54 (121)

Age

	1 Mile	3 Mile	5 Mile
Average Age	41.14 (100)	40.57 (98)	40.59 (99)
Median Age	40.79 (101)	40.29 (100)	40.22 (100)
0-4	1,180 (6.6%) (123)	10,669 (6%) (112)	38,065 (6.1%) (113)
5-13	1,622 (9.1%) (90)	18,118 (10.2%) (101)	62,498 (10%) (99)
14-17	696 (3.9%) (74)	8,457 (4.8%) (90)	29,291 (4.7%) (89)
18-21	723 (4.1%) (73)	8,685 (4.9%) (89)	29,731 (4.8%) (86)
22-24	542 (3%) (73)	6,528 (3.7%) (88)	22,192 (3.6%) (85)
25-29	950 (5.3%) (90)	10,239 (5.8%) (98)	37,392 (6%) (102)
30-34	1,326 (7.4%) (116)	11,691 (6.6%) (103)	43,414 (6.9%) (108)

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Audience Profile

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	1 Mile		3 Mile		5 Mile	
35-39	1,602	(9%)	13,344	(7.5%)	47,378	(7.6%)
40-44	1,438	(8.1%)	12,840	(7.2%)	45,321	(7.3%)
45-49	1,240	(6.9%)	11,890	(6.7%)	41,852	(6.7%)
50-54	1,152	(6.5%)	11,192	(6.3%)	39,090	(6.3%)
55-59	1,157	(6.5%)	11,256	(6.3%)	39,556	(6.3%)
60-64	1,140	(6.4%)	11,093	(6.3%)	39,516	(6.3%)
65-69	981	(5.5%)	10,366	(5.8%)	36,816	(5.9%)
70-74	833	(4.7%)	8,151	(4.6%)	28,256	(4.5%)
75-79	582	(3.3%)	5,958	(3.4%)	20,529	(3.3%)
80-84	349	(2%)	3,637	(2.1%)	12,644	(2%)
85+	338	(1.9%)	3,193	(1.8%)	11,351	(1.8%)

Age - Male

Male Average Age	39.99		39.39		39.3	
Male Median Age	38.99		38.29		38.11	
0-4	606	(7%)	5,489	(6.4%)	19,588	(6.4%)
5-13	838	(9.6%)	9,138	(10.6%)	31,694	(10.4%)

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Audience Profile

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	1 Mile			3 Mile			5 Mile		
14-17	352	(4%)	74	4,318	(5%)	92	15,016	(4.9%)	90
18-21	364	(4.2%)	75	4,454	(5.2%)	90	15,315	(5%)	87
22-24	273	(3.1%)	71	3,347	(3.9%)	88	11,445	(3.8%)	85
25-29	491	(5.6%)	92	5,233	(6.1%)	99	19,406	(6.4%)	104
30-34	652	(7.5%)	114	5,763	(6.7%)	101	21,523	(7.1%)	107
35-39	776	(8.9%)	133	6,472	(7.5%)	112	23,318	(7.7%)	115
40-44	694	(8%)	123	6,315	(7.3%)	113	22,453	(7.4%)	114
45-49	617	(7.1%)	118	5,799	(6.7%)	112	20,375	(6.7%)	111
50-54	556	(6.4%)	108	5,371	(6.2%)	105	18,946	(6.2%)	105
55-59	576	(6.6%)	110	5,446	(6.3%)	105	19,014	(6.3%)	104
60-64	578	(6.6%)	106	5,267	(6.1%)	98	18,656	(6.1%)	98
65-69	451	(5.2%)	88	4,822	(5.6%)	95	17,005	(5.6%)	95
70-74	386	(4.4%)	92	3,761	(4.4%)	90	12,857	(4.2%)	87
75-79	256	(2.9%)	8	2,583	(3%)	8	8,822	(2.9%)	7
80-84	128	(1.5%)	67	1,473	(1.7%)	7	5,016	(1.6%)	7
85+	105	(1.2%)	8	1,065	(1.2%)	8	3,771	(1.2%)	8

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Audience Profile

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	42.23	41.68	41.8
Female Median Age	41.54	41.27	41.34
0-4	574 (6.3%)	5,180 (5.7%)	18,477 (5.8%)
5-13	784 (8.6%)	8,980 (9.8%)	30,804 (9.6%)
14-17	344 (3.8%)	4,139 (4.5%)	14,275 (4.5%)
18-21	359 (3.9%)	4,231 (4.6%)	14,416 (4.5%)
22-24	269 (2.9%)	3,181 (3.5%)	10,747 (3.4%)
25-29	459 (5%)	5,006 (5.5%)	17,986 (5.6%)
30-34	674 (7.4%)	5,928 (6.5%)	21,891 (6.8%)
35-39	826 (9%)	6,872 (7.5%)	24,060 (7.5%)
40-44	744 (8.1%)	6,525 (7.2%)	22,868 (7.1%)
45-49	623 (6.8%)	6,091 (6.7%)	21,477 (6.7%)
50-54	596 (6.5%)	5,821 (6.4%)	20,144 (6.3%)
55-59	581 (6.3%)	5,810 (6.4%)	20,542 (6.4%)
60-64	562 (6.1%)	5,826 (6.4%)	20,860 (6.5%)

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Audience Profile

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65-69	530	(5.8%)	91	5,544	(6.1%)	96	19,811	(6.2%)	97
70-74	447	(4.9%)	90	4,390	(4.8%)	89	15,399	(4.8%)	89
75-79	326	(3.6%)	83	3,375	(3.7%)	86	11,707	(3.7%)	85
80-84	221	(2.4%)	85	2,164	(2.4%)	83	7,628	(2.4%)	84
85+	233	(2.5%)	97	2,128	(2.3%)	89	7,580	(2.4%)	90

Employment by Occupation

Total Employees (16+ Years Old)	9,776			94,171			330,001		
Professional Specialty	2,787	(28.5%)	115	24,509	(26%)	105	76,307	(23.1%)	93
Managerial/Executive	2,341	(23.9%)	138	18,808	(20%)	115	55,760	(16.9%)	97
Sales	1,158	(11.8%)	127	8,254	(8.8%)	94	28,770	(8.7%)	93
Office Admin	847	(8.7%)	80	9,196	(9.8%)	92	35,930	(10.9%)	102
Production & Transportation	729	(7.5%)	58	13,264	(14.1%)	109	50,386	(15.3%)	118
Construction	515	(5.3%)	66	6,185	(6.6%)	80	25,885	(7.8%)	98
Personal Care	353	(3.6%)	145	2,613	(2.8%)	111	9,904	(3%)	120
Food Preparation & Serving	322	(3.3%)	65	3,404	(3.6%)	71	14,951	(4.5%)	89
Building Maintenance & Cleaning	314	(3.2%)	95	2,983	(3.2%)	93	13,134	(4%)	117

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Protective	294	(3%)	139	2,149	(2.3%)	105	7,318	(2.2%)	102
Healthcare support	116	(1.2%)	36	2,691	(2.9%)	87	11,347	(3.4%)	105
Farming, Fishing & Forestry				115	(<0.5%)	21	309	(<0.5%)	16

Employment by Industry

Total Employees (16+ Years Old)	9,776			94,171			330,001		
Educational Services	1,593	(16.3%)	70	20,966	(22.3%)	95	73,773	(22.4%)	96
Wholesale Retail	1,566	(16%)	122	13,534	(14.4%)	109	47,549	(14.4%)	110
Professional Services	1,376	(14.1%)	174	9,303	(9.9%)	122	27,433	(8.3%)	103
Financial, Insurance & Real Estate	963	(9.9%)	146	8,212	(8.7%)	129	25,107	(7.6%)	113
Entertainment Services	889	(9.1%)	105	6,753	(7.2%)	83	25,449	(7.7%)	89
Manufacturing	659	(6.7%)	68	9,501	(10.1%)	102	32,995	(10%)	101
Information	501	(5.1%)	275	2,519	(2.7%)	143	7,406	(2.2%)	120
Public Administration	499	(5.1%)	107	3,697	(3.9%)	82	11,328	(3.4%)	72
Administrative/Waste Services	498	(5.1%)	122	4,017	(4.3%)	102	14,781	(4.5%)	107
Agriculture/Mining/Construction	497	(5.1%)	60	5,801	(6.2%)	72	22,419	(6.8%)	8
Transportation	399	(4.1%)	70	5,496	(5.8%)	100	23,775	(7.2%)	123

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Other Professional Services	331	(3.4%)	4,286	(4.6%)	17,339	(5.3%)
Management Services	5	(<0.5%)	86	(<0.5%)	647	(<0.5%)

Language Spoken

Speak English at Home	10,111	(60.7%)	83,512	(50.1%)	250,509	(42.7%)
Speak Other Language at Home	3,638	(21.8%)	35,770	(21.5%)	110,119	(18.8%)
Speak Spanish at Home	2,922	(17.5%)	47,356	(28.4%)	226,199	(38.5%)

Ancestry

Other	3,565	(20%)	30,101	(17%)	90,921	(14.5%)
South American	1,760	(9.9%)	15,951	(9%)	82,490	(13.2%)
Italian	1,635	(9.2%)	14,802	(8.3%)	36,257	(5.8%)
Unclassified	1,600	(9%)	14,027	(7.9%)	38,264	(6.1%)
Scottish/Irish	848	(4.8%)	6,680	(3.8%)	16,746	(2.7%)
Dominican	760	(4.3%)	13,449	(7.6%)	61,726	(9.9%)
South Central Asian (e.g. Indian)	738	(4.1%)	9,634	(5.4%)	24,029	(3.8%)
Korean	658	(3.7%)	2,896	(1.6%)	11,556	(1.8%)
German	633	(3.5%)	4,093	(2.3%)	9,761	(1.6%)

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Polish	632	(3.5%)	259	8,132	(4.6%)	335	16,767	(2.7%)	196
Mexican	583	(3.3%)	29	10,249	(5.8%)	52	34,051	(5.4%)	49
Cuban	549	(3.1%)	405	3,315	(1.9%)	246	20,550	(3.3%)	433
Puerto Rican	535	(3%)	107	9,813	(5.5%)	197	42,375	(6.8%)	241
Chinese	386	(2.2%)	168	2,383	(1.3%)	104	6,186	(1%)	7
Middle Eastern	320	(1.8%)	322	2,200	(1.2%)	223	7,119	(1.1%)	204
Other European (e.g. Greek/Russian)	301	(1.7%)	61	4,708	(2.7%)	96	13,604	(2.2%)	7
Other Hispanic	228	(1.3%)	120	3,228	(1.8%)	171	17,806	(2.8%)	268
British	192	(1.1%)	21	1,383	(0.8%)	15	3,665	(0.6%)	11
Central American	186	(1%)	58	2,941	(1.7%)	93	27,867	(4.5%)	250
South East Asian (e.g. Vietnamese)	157	(0.9%)	186	1,038	(0.6%)	124	3,096	(<0.5%)	105
American	145	(0.8%)	20	1,946	(1.1%)	28	5,395	(0.9%)	22
Scandinavian	66	(<0.5%)	22	322	(<0.5%)	11	941	(<0.5%)	9
Other Asian	50	(<0.5%)	7	311	(<0.5%)	50	952	(<0.5%)	43
French	42	(<0.5%)	22	476	(<0.5%)	25	1,149	(<0.5%)	17
Dutch	33	(<0.5%)	35	364	(<0.5%)	39	946	(<0.5%)	29

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Japanese	29	(<0.5%)	240	(<0.5%)	806	(<0.5%)
Native American (Indian/Eskimo)	20	(<0.5%)	163	(<0.5%)	619	(<0.5%)
Hawaiian/Pacific Islander	3	(<0.5%)	24	(<0.5%)	115	(<0.5%)

Education (Age 25+)

Total Educated Population	13,088		124,850		443,115	
Elementary (0 to 8 Years)	439	(3.4%)	7,370	(5.9%)	37,837	(8.5%)
Some High School (9 to 11 Years)	650	(5%)	6,448	(5.2%)	26,325	(5.9%)
High School Graduate (12 Years)	2,954	(22.6%)	33,393	(26.7%)	126,950	(28.6%)
Some College (13 to 16 Years)	1,956	(14.9%)	16,971	(13.6%)	68,242	(15.4%)
Associates Degree Only	1,325	(10.1%)	8,995	(7.2%)	30,251	(6.8%)
Bachelor's Degree Only	3,857	(29.5%)	32,245	(25.8%)	98,116	(22.1%)
Graduate Degree	1,907	(14.6%)	19,428	(15.6%)	55,394	(12.5%)

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	7,410	65,904	227,845
One Person Households	2,237 (30.2%)	17,193 (26.1%)	59,358 (26.1%)
Married Couple	2,871 (38.7%)	32,373 (49.1%)	103,437 (45.4%)
Male Householder	471 (6.4%)	3,556 (5.4%)	14,309 (6.3%)
Female Householder	1,159 (15.6%)	9,517 (14.4%)	37,552 (16.5%)
Non Family Households	672 (9.1%)	3,265 (5%)	13,189 (5.8%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,410	65,904	227,845
1 Person Household	2,237 (30.2%)	17,193 (26.1%)	59,358 (26.1%)
2 Person Household	2,320 (31.3%)	18,799 (28.5%)	62,963 (27.6%)
3 Person Household	1,221 (16.5%)	11,959 (18.1%)	41,433 (18.2%)
4 Person Household	1,024 (13.8%)	9,996 (15.2%)	34,892 (15.3%)
5 Person Household	381 (5.1%)	4,429 (6.7%)	16,631 (7.3%)
6 Person Household	152 (2.1%)	1,980 (3%)	7,370 (3.2%)
7+ Person Household	75 (1%)	1,548 (2.3%)	5,198 (2.3%)

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



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	7,768	68,803	238,117
Renter Occupied Housing	4,131	31,376	119,625
Owner Occupied Housing	3,279	34,528	108,220
Vacant Housing	358	2,899	10,272

Housing Rent

Average Rent	\$1,890.91	122	\$1,769.76	114	\$1,743.16	113
Median Rent	\$1,814.64	129	\$1,709.83	121	\$1,706.96	121
Total Cash Rents Housing	4,080	30,659	117,278			
<\$300	65 (1.6%)	57	619 (2%)	72	2,487 (2.1%)	74
\$300-\$500	42 (1%)	27	636 (2.1%)	54	2,525 (2.2%)	56
\$500-\$750	20 (<0.5%)	6	890 (2.9%)	33	4,326 (3.7%)	42
\$750-\$1000	141 (3.5%)	27	1,573 (5.1%)	39	5,976 (5.1%)	39
\$1000-\$1500	1,054 (25.8%)	98	7,697 (25.1%)	95	28,059 (23.9%)	91
\$1500-\$2000	1,141 (28%)	133	9,328 (30.4%)	144	36,882 (31.4%)	149
\$2000-\$2500	887 (21.7%)	185	5,326 (17.4%)	148	21,259 (18.1%)	154

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	379	(9.3%)	161	2,588	(8.4%)	146	9,664	(8.2%)	142
\$3000-\$3500	232	(5.7%)	186	1,148	(3.7%)	122	3,565	(3%)	99
>\$3500	119	(2.9%)	74	854	(2.8%)	76	2,535	(2.2%)	59

Value of Owner-Occupied Housing Units

Average House Value	\$705,498.12		131	\$719,094.65		134	\$662,081.9		123
Median House Value	\$701,251		179	\$690,390.83		176	\$635,642.78		162
Owner Occupied Housing	3,279			34,528			108,220		
<\$100K	84	(2.6%)	31	864	(2.5%)	31	2,791	(2.6%)	31
\$100K - \$200K	11	(<0.5%)	3	350	(1%)	8	1,321	(1.2%)	9
\$200K - \$300K	99	(3%)	19	937	(2.7%)	17	3,764	(3.5%)	22
\$300K - \$400K	155	(4.7%)	33	1,765	(5.1%)	35	7,860	(7.3%)	50
\$400K - \$500K	277	(8.4%)	73	3,897	(11.3%)	97	15,554	(14.4%)	124
\$500K - \$1000K	2,183	(66.6%)	260	21,770	(63.1%)	246	65,883	(60.9%)	238
>\$1000K	470	(14.3%)	124	4,945	(14.3%)	123	11,047	(10.2%)	88

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



Benchmark: Nationwide



Poverty

Households in Poverty	617	(8.3%)		7,265	(11%)		27,838	(12.2%)	
Households Above Poverty	6,793	(91.7%)		58,639	(89%)		200,007	(87.8%)	
Households in Poverty (Married)	97	(1.3%)		1,033	(1.6%)		4,993	(2.2%)	
Households in Poverty (Male Householder)	123	(1.7%)		425	(0.6%)		1,352	(0.6%)	
Households in Poverty (Female Householder)	149	(2%)		2,488	(3.8%)		8,093	(3.6%)	
Households in Poverty (Non-Family)	233	(3.1%)		3,118	(4.7%)		12,547	(5.5%)	
Households in Poverty (Non-Family Student)	15	(<0.5%)		201	(<0.5%)		853	(<0.5%)	

Wealth per Household

Household Average Wealth	\$239,591.43		\$244,735.6		\$233,199.5				
Household Median Wealth	\$75,786.08		\$80,863.86		\$72,361.09				
<\$0K	1,337	(18%)		11,561	(17.5%)		41,438	(18.2%)	
\$0K - \$5K	664	(9%)		5,696	(8.6%)		21,087	(9.3%)	
\$5K - \$10K	352	(4.8%)		3,026	(4.6%)		10,976	(4.8%)	
\$10K - \$25K	477	(6.4%)		4,169	(6.3%)		14,793	(6.5%)	
\$25K - \$50K	498	(6.7%)		4,437	(6.7%)		15,454	(6.8%)	

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		
\$50K - \$100K	731	(9.9%)	96	6,582	(10%)	98	22,750	(10%)	97
\$100K - \$250K	1,287	(17.4%)	96	11,685	(17.7%)	98	39,748	(17.4%)	96
\$250K - \$500K	960	(13%)	98	8,694	(13.2%)	99	28,962	(12.7%)	96
>\$500K	1,104	(14.9%)	100	10,054	(15.3%)	102	32,637	(14.3%)	96

Vehicles per Household

Total Number of Vehicles	11,037			105,342			339,218		
Average Number of Vehicles	1.49		8	1.6		87	1.49		8
No Vehicles	866	(11.7%)	141	7,200	(10.9%)	132	32,994	(14.5%)	175
1 Vehicle	3,251	(43.9%)	134	25,879	(39.3%)	120	93,727	(41.1%)	125
2 Vehicles	2,474	(33.4%)	91	23,068	(35%)	95	69,805	(30.6%)	83
3 or more Vehicles	819	(11.1%)	50	9,757	(14.8%)	67	31,319	(13.7%)	62

Population Change

Births	194			1,918			6,857		
Deaths	128			1,246			4,331		
Migration	-75			-318			-239		

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	1,551	6,077	19,730
Total Employees	29,519	94,248	240,137

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