



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	20,933		150,354		353,150	
Households	7,741		52,911		123,401	
Persons per Household	2.7	106	2.8	110	2.84	111
Household Median Income	\$116,002.03	133	\$119,238.61	137	\$115,926.42	133
Household Median Disposable Income	\$95,190.72	127	\$97,769.33	130	\$95,329.05	127
Household Median Discretionary Income	\$69,965.67	121	\$75,081.09	130	\$71,005.23	123
Average Income Per Person	\$51,503.04	109	\$53,125.65	113	\$50,930.23	108
Median Rent	\$2,197.8	156	\$1,921.84	136	\$1,884.17	133
Median House Value	\$503,771.95	129	\$602,494.93	154	\$639,605.26	163
Households in Poverty	706 (9.1%)	72	4,125 (7.8%)	62	11,295 (9.2%)	72
Household Median Wealth	\$88,855.43	108	\$89,481.52	109	\$87,072.52	106
Average Age	39.55	96	41.38	100	40.86	99
Median Age	38.95	96	41.36	102	40.92	101
Households with Children	2,689 (34.7%)	129	16,847 (31.8%)	119	40,831 (33.1%)	123
High School Graduate or Higher	13,734 (93.5%)	105	96,488 (89.8%)	100	217,892 (87.6%)	98

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



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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	7,779 (53%)	45,434 (42.3%)	103,047 (41.4%)
Pop density (per sq mi)	5,754	5,123	4,981
Area (based on blockgroups)	4	29	71

Population

Population 2025 Q4	20,933	150,354	353,150
Population 2025 Q3	20,772	150,274	353,057
Population 2025 Q2	20,779	150,241	352,550
Population 2025 Q1	20,692	149,904	351,669
Population 2024 Q4	20,665	149,780	351,005
Population 2024 Q3	20,606	149,274	350,126
Population 2024 Q2	20,579	149,052	349,598
Population 2024 Q1	20,552	148,717	348,628
Population 2023 Q4	20,504	148,541	348,083
Population 5 Years Forecast	21,884	153,756	358,726
Population 10 Years Forecast	22,664	157,437	365,624
Persons per Household	2.7	2.8	2.84

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	● 1 Mile	● 3 Mile	● 5 Mile
Group Quarters	2,191 (1.5%)	3,179 (0.9%)	
Transient Population - Average Last 4 Quarters	536 (2.6%)	844 (0.6%)	2,571 (0.7%)

Households

Households 2025 Q4	7,741	52,911	123,401
Households 2025 Q3	7,676	52,847	123,300
Households 2025 Q2	7,670	52,866	123,162
Households 2025 Q1	7,638	52,740	122,839
Households 2024 Q4	7,630	52,701	122,612
Households 2024 Q3	7,605	52,518	122,308
Households 2024 Q2	7,596	52,433	122,110
Households 2024 Q1	7,585	52,316	121,774
Households 2023 Q4	7,569	52,249	121,538
Households 5 Years Forecast	8,091	54,205	125,477
Households 10 Years Forecast	8,379	55,573	127,958

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



Benchmark: Nationwide



Gender

Male	10,211	(48.8%)		74,445	(49.5%)		172,557	(48.9%)	
Female	10,722	(51.2%)		75,909	(50.5%)		180,593	(51.1%)	

Ethnicity

Asian	10,456	(49.9%)		43,596	(29%)		85,194	(24.1%)	
White	4,818	(23%)		52,245	(34.7%)		119,792	(33.9%)	
Hispanic (Ethnic)	2,546	(12.2%)		36,074	(24%)		101,353	(28.7%)	
Black	2,397	(11.5%)		13,223	(8.8%)		35,384	(10%)	
Other	716	(3.4%)		5,216	(3.5%)		11,427	(3.2%)	

Household by Ethnicity

Asian	2,925	(37.8%)		11,824	(22.3%)		23,397	(19%)	
White	2,222	(28.7%)		20,111	(38%)		46,712	(37.9%)	
Black	1,227	(15.9%)		4,680	(8.8%)		12,425	(10.1%)	
Hispanic (Ethnic)	844	(10.9%)		12,186	(23%)		32,240	(26.1%)	
Other	523	(6.8%)		4,110	(7.8%)		8,627	(7%)	

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	\$139,273.1	114	\$150,332.49	124	\$145,218.19	119
Average Income Per Person	\$51,503.04	109	\$53,125.65	113	\$50,930.23	108
Household Median Income	\$116,002.03	133	\$119,238.61	137	\$115,926.42	133
<\$15K	350 (4.5%)	63	2,079 (3.9%)	54	6,407 (5.2%)	72
\$15K - \$25K	364 (4.7%)	8	2,018 (3.8%)	65	5,202 (4.2%)	72
\$25K - \$35K	238 (3.1%)	50	2,501 (4.7%)	7	5,574 (4.5%)	74
\$35K - \$50K	556 (7.2%)	77	3,375 (6.4%)	68	8,070 (6.5%)	70
\$50K - \$75K	709 (9.2%)	61	5,567 (10.5%)	70	14,071 (11.4%)	76
\$75K - \$100K	1,055 (13.6%)	108	6,355 (12%)	95	14,276 (11.6%)	92
\$100K - \$150K	1,724 (22.3%)	123	10,552 (19.9%)	110	23,399 (19%)	104
\$150K - \$175K	668 (8.6%)	137	4,418 (8.3%)	132	10,228 (8.3%)	132
\$175K - \$200K	554 (7.2%)	143	3,920 (7.4%)	148	8,734 (7.1%)	142
\$200K - \$250K	852 (11%)	136	6,793 (12.8%)	159	15,367 (12.5%)	154
\$250K - \$500K	367 (4.7%)	137	2,914 (5.5%)	159	6,591 (5.3%)	155
>\$500K	304 (3.9%)	136	2,419 (4.6%)	159	5,482 (4.4%)	154

Disposable Households Income

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



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	1 Mile		3 Mile		5 Mile	
Household Average Disposable Income	\$106,580.28	118	\$110,760.77	122	\$108,045.23	119
Household Median Disposable Income	\$95,190.72	127	\$97,769.33	130	\$95,329.05	127
<\$15K	394 (5.1%)	65	2,302 (4.4%)	55	7,013 (5.7%)	72
\$15K - \$25K	395 (5.1%)	74	2,608 (4.9%)	72	6,401 (5.2%)	75
\$25K - \$35K	351 (4.5%)	63	2,844 (5.4%)	75	6,291 (5.1%)	71
\$35K - \$50K	555 (7.2%)	64	3,879 (7.3%)	65	9,740 (7.9%)	70
\$50K - \$75K	1,070 (13.8%)	81	7,365 (13.9%)	83	18,049 (14.6%)	87
\$75K - \$100K	1,345 (17.4%)	121	8,164 (15.4%)	108	17,492 (14.2%)	99
\$100K - \$150K	1,949 (25.2%)	133	12,345 (23.3%)	124	28,240 (22.9%)	121
\$150K - \$175K	529 (6.8%)	133	4,223 (8%)	156	9,461 (7.7%)	150
\$175K - \$200K	314 (4.1%)	118	2,492 (4.7%)	137	5,588 (4.5%)	132
\$200K - \$250K	337 (4.4%)	131	2,693 (5.1%)	153	6,086 (4.9%)	149
\$250K - \$500K	462 (6%)	132	3,676 (6.9%)	153	8,314 (6.7%)	149
>\$500K	40 (0.5%)	130	320 (0.6%)	152	726 (0.6%)	148

Discretionary Households Income

Household Average Discretionary Income	\$75,512.01	110	\$82,738.72	121	\$79,581.23	116
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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$69,965.67	121	\$75,081.09	130	\$71,005.23	123
<\$10K	386 (5%)	64	2,064 (3.9%)	50	7,774 (6.3%)	8
\$10K - \$20K	506 (6.5%)	71	3,449 (6.5%)	71	8,765 (7.1%)	7
\$20K - \$30K	470 (6.1%)	64	3,743 (7.1%)	75	9,245 (7.5%)	7
\$30K - \$40K	580 (7.5%)	8	3,548 (6.7%)	75	8,669 (7%)	7
\$40K - \$50K	489 (6.3%)	75	4,000 (7.6%)	90	9,091 (7.4%)	87
\$50K - \$75K	1,804 (23.3%)	133	9,623 (18.2%)	104	21,321 (17.3%)	98
\$75K - \$100K	1,351 (17.5%)	140	8,158 (15.4%)	124	16,699 (13.5%)	109
\$100K - \$125K	817 (10.6%)	124	5,839 (11%)	130	13,816 (11.2%)	132
\$125K - \$150K	702 (9.1%)	140	5,373 (10.2%)	157	12,144 (9.8%)	152
>\$150K	636 (8.2%)	8	7,114 (13.4%)	133	15,877 (12.9%)	127

Households Income by Ethnicity

Average Income - White	\$96,678.61	94	\$117,803.83	115	\$119,236.24	116
Median Income - White	\$89,183.82	94	\$118,571.61	125	\$122,837.81	130
Average Income - Black	\$109,221.75	147	\$105,021.62	141	\$101,546.6	136
Median Income - Black	\$99,630.16	166	\$101,364.16	168	\$96,109.53	160

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$136,727.99 (113)	\$143,679.94 (119)	\$145,592.42 (120)
Median Income - Asian	\$146,296.7 (116)	\$165,804.03 (132)	\$172,685.23 (137)
Average Income - Hispanic	\$107,990.57 (125)	\$103,475.92 (119)	\$95,622.16 (110)
Median Income - Hispanic	\$109,648.74 (146)	\$99,493.83 (132)	\$88,285.18 (118)
Average Income - Other	\$108,179.71 (113)	\$111,671.81 (116)	\$114,071.59 (119)
Median Income - Other	\$108,134.6 (125)	\$108,881.23 (126)	\$112,246.52 (130)

Age

	1 Mile	3 Mile	5 Mile
Average Age	39.55 (96)	41.38 (100)	40.86 (99)
Median Age	38.95 (96)	41.36 (102)	40.92 (101)
0-4	1,407 (6.7%) (125)	8,578 (5.7%) (106)	20,170 (5.7%) (106)
5-13	2,419 (11.6%) (114)	14,824 (9.9%) (97)	35,979 (10.2%) (100)
14-17	976 (4.7%) (88)	7,078 (4.7%) (89)	17,660 (5%) (95)
18-21	860 (4.1%) (74)	7,092 (4.7%) (86)	17,657 (5%) (91)
22-24	580 (2.8%) (66)	5,278 (3.5%) (84)	13,037 (3.7%) (88)
25-29	993 (4.7%) (8)	8,558 (5.7%) (97)	20,573 (5.8%) (99)
30-34	1,392 (6.6%) (103)	9,387 (6.2%) (97)	21,674 (6.1%) (95)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
35-39	1,862	(8.9%)	10,571	(7%)	23,954	(6.8%)
40-44	2,107	(10.1%)	11,239	(7.5%)	25,624	(7.3%)
45-49	1,505	(7.2%)	10,463	(7%)	24,671	(7%)
50-54	1,195	(5.7%)	9,696	(6.4%)	23,234	(6.6%)
55-59	1,061	(5.1%)	9,734	(6.5%)	22,967	(6.5%)
60-64	1,115	(5.3%)	9,953	(6.6%)	22,743	(6.4%)
65-69	1,095	(5.2%)	9,318	(6.2%)	21,244	(6%)
70-74	927	(4.4%)	7,329	(4.9%)	16,531	(4.7%)
75-79	670	(3.2%)	5,125	(3.4%)	11,664	(3.3%)
80-84	444	(2.1%)	3,167	(2.1%)	7,220	(2%)
85+	325	(1.6%)	2,964	(2%)	6,548	(1.9%)

Age - Male

Male Average Age	38.46		40.26		39.72	
Male Median Age	38.65		40.41		38.88	
0-4	723	(7.1%)	4,413	(5.9%)	10,367	(6%)
5-13	1,234	(12.1%)	7,574	(10.2%)	18,256	(10.6%)

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	● 1 Mile			● 3 Mile			● 5 Mile		
14-17	502	(4.9%)	90	3,640	(4.9%)	89	9,003	(5.2%)	95
18-21	448	(4.4%)	76	3,732	(5%)	87	9,173	(5.3%)	92
22-24	303	(3%)	67	2,817	(3.8%)	86	6,855	(4%)	90
25-29	476	(4.7%)	76	4,626	(6.2%)	101	10,692	(6.2%)	101
30-34	635	(6.2%)	94	4,687	(6.3%)	95	10,768	(6.2%)	95
35-39	860	(8.4%)	126	5,151	(6.9%)	104	11,513	(6.7%)	100
40-44	1,079	(10.6%)	163	5,628	(7.6%)	116	12,438	(7.2%)	111
45-49	825	(8.1%)	134	5,333	(7.2%)	119	12,155	(7%)	117
50-54	580	(5.7%)	96	4,777	(6.4%)	108	11,388	(6.6%)	111
55-59	533	(5.2%)	87	4,710	(6.3%)	105	11,008	(6.4%)	106
60-64	504	(4.9%)	77	4,832	(6.5%)	104	10,944	(6.3%)	102
65-69	521	(5.1%)	87	4,458	(6%)	102	10,032	(5.8%)	99
70-74	430	(4.2%)	87	3,431	(4.6%)	95	7,631	(4.4%)	91
75-79	284	(2.8%)	76	2,260	(3%)	83	5,108	(3%)	8
80-84	174	(1.7%)	77	1,317	(1.8%)	8	2,965	(1.7%)	7
85+	100	(1%)	65	1,059	(1.4%)	94	2,261	(1.3%)	87

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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	40.59 (96)	42.48 (100)	41.96 (99)
Female Median Age	40.21 (97)	42.3 (102)	41.89 (101)
0-4	684 (6.4%) (124)	4,165 (5.5%) (107)	9,803 (5.4%) (106)
5-13	1,185 (11.1%) (113)	7,250 (9.6%) (98)	17,723 (9.8%) (101)
14-17	474 (4.4%) (87)	3,438 (4.5%) (89)	8,657 (4.8%) (94)
18-21	412 (3.8%) (73)	3,360 (4.4%) (84)	8,484 (4.7%) (89)
22-24	277 (2.6%) (65)	2,461 (3.2%) (8)	6,182 (3.4%) (86)
25-29	517 (4.8%) (86)	3,932 (5.2%) (92)	9,881 (5.5%) (97)
30-34	757 (7.1%) (113)	4,700 (6.2%) (99)	10,906 (6%) (96)
35-39	1,002 (9.3%) (144)	5,420 (7.1%) (110)	12,441 (6.9%) (106)
40-44	1,028 (9.6%) (150)	5,611 (7.4%) (116)	13,186 (7.3%) (114)
45-49	680 (6.3%) (106)	5,130 (6.8%) (113)	12,516 (6.9%) (115)
50-54	615 (5.7%) (97)	4,919 (6.5%) (109)	11,846 (6.6%) (111)
55-59	528 (4.9%) (8)	5,024 (6.6%) (109)	11,959 (6.6%) (109)
60-64	611 (5.7%) (88)	5,121 (6.7%) (104)	11,799 (6.5%) (101)

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65-69	574	(5.4%)	84	4,860	(6.4%)	101	11,212	(6.2%)	98
70-74	497	(4.6%)	86	3,898	(5.1%)	95	8,900	(4.9%)	91
75-79	386	(3.6%)	83	2,865	(3.8%)	88	6,556	(3.6%)	84
80-84	270	(2.5%)	88	1,850	(2.4%)	86	4,255	(2.4%)	83
85+	225	(2.1%)	8	1,905	(2.5%)	96	4,287	(2.4%)	90

Employment by Occupation

Total Employees (16+ Years Old)	10,617			77,527			180,854		
Professional Specialty	3,730	(35.1%)	142	24,246	(31.3%)	126	52,917	(29.3%)	118
Managerial/Executive	2,470	(23.3%)	134	14,462	(18.7%)	107	32,272	(17.8%)	103
Production & Transportation	1,280	(12.1%)	93	10,316	(13.3%)	103	27,864	(15.4%)	119
Office Admin	1,032	(9.7%)	91	8,732	(11.3%)	106	20,556	(11.4%)	107
Sales	912	(8.6%)	92	6,398	(8.3%)	88	14,236	(7.9%)	84
Construction	358	(3.4%)	42	4,107	(5.3%)	66	10,028	(5.5%)	69
Food Preparation & Serving	228	(2.1%)	42	2,287	(2.9%)	58	5,807	(3.2%)	63
Personal Care	169	(1.6%)	64	1,400	(1.8%)	72	3,276	(1.8%)	73
Protective	169	(1.6%)	74	1,785	(2.3%)	106	4,761	(2.6%)	122

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Healthcare support	160	(1.5%)	46	1,628	(2.1%)	64	4,324	(2.4%)	73
Building Maintenance & Cleaning	101	(1%)	28	2,023	(2.6%)	71	4,636	(2.6%)	74
Farming, Fishing & Forestry	8	(<0.5%)	13	143	(<0.5%)	32	177	(<0.5%)	17

Employment by Industry

Total Employees (16+ Years Old)	10,617			77,527			180,854		
Professional Services	1,928	(18.2%)	225	9,716	(12.5%)	155	21,104	(11.7%)	144
Educational Services	1,753	(16.5%)	71	17,214	(22.2%)	95	38,858	(21.5%)	92
Wholesale Retail	1,589	(15%)	114	11,521	(14.9%)	113	26,245	(14.5%)	110
Financial, Insurance & Real Estate	1,231	(11.6%)	172	7,643	(9.9%)	146	16,982	(9.4%)	139
Manufacturing	1,006	(9.5%)	95	7,325	(9.4%)	95	15,518	(8.6%)	86
Transportation	913	(8.6%)	147	6,556	(8.5%)	145	17,712	(9.8%)	167
Public Administration	562	(5.3%)	111	3,250	(4.2%)	88	8,317	(4.6%)	96
Entertainment Services	409	(3.9%)	44	3,602	(4.6%)	54	9,543	(5.3%)	61
Information	354	(3.3%)	179	1,928	(2.5%)	133	4,139	(2.3%)	123
Administrative/Waste Services	314	(3%)	71	2,527	(3.3%)	74	6,763	(3.7%)	89
Other Professional Services	311	(2.9%)	62	3,099	(4%)	85	6,604	(3.7%)	71

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Agriculture/Mining/Construction	247	(2.3%)	27	3,006	(3.9%)	46	8,713	(4.8%)	57
Management Services				140	(<0.5%)	142	356	(<0.5%)	155

Language Spoken

Speak Other Language at Home	9,644	(49.4%)	582	43,790	(30.9%)	364	91,063	(27.3%)	322
Speak English at Home	7,991	(40.9%)	53	70,648	(49.8%)	64	163,836	(49.2%)	64
Speak Spanish at Home	1,891	(9.7%)	68	27,338	(19.3%)	136	78,081	(23.4%)	165

Ancestry

South Central Asian (e.g. Indian)	8,756	(41.8%)	2648	33,128	(22%)	1395	63,065	(17.9%)	1131
Other	2,817	(13.5%)	98	21,278	(14.2%)	104	45,447	(12.9%)	94
Unclassified	898	(4.3%)	29	10,496	(7%)	48	23,276	(6.6%)	45
Puerto Rican	543	(2.6%)	92	11,894	(7.9%)	281	29,020	(8.2%)	292
South American	522	(2.5%)	183	8,253	(5.5%)	402	17,287	(4.9%)	358
Mexican	479	(2.3%)	21	2,066	(1.4%)	12	7,587	(2.1%)	19
Dominican	457	(2.2%)	326	8,451	(5.6%)	839	30,810	(8.7%)	1303
Italian	379	(1.8%)	68	5,585	(3.7%)	139	17,801	(5%)	189
Chinese	344	(1.6%)	128	2,620	(1.7%)	135	8,279	(2.3%)	182

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Scottish/Irish	333	(1.6%)	4,964	(3.3%)	10,664	(3%)
Other Asian	298	(1.4%)	1,068	(0.7%)	1,724	(<0.5%)
Other European (e.g. Greek/Russian)	282	(1.3%)	4,493	(3%)	9,390	(2.7%)
Other Hispanic	258	(1.2%)	1,696	(1.1%)	5,084	(1.4%)
Polish	243	(1.2%)	3,332	(2.2%)	7,377	(2.1%)
South East Asian (e.g. Vietnamese)	224	(1.1%)	1,333	(0.9%)	2,097	(0.6%)
German	207	(1%)	2,746	(1.8%)	6,179	(1.7%)
Cuban	179	(0.9%)	1,479	(1%)	4,569	(1.3%)
Korean	145	(0.7%)	1,275	(0.8%)	2,354	(0.7%)
Middle Eastern	121	(0.6%)	583	(<0.5%)	1,327	(<0.5%)
Central American	108	(0.5%)	2,235	(1.5%)	6,996	(2%)
American	76	(<0.5%)	1,349	(0.9%)	3,636	(1%)
British	69	(<0.5%)	1,000	(0.7%)	2,279	(0.6%)
Native American (Indian/Eskimo)	41	(<0.5%)	253	(<0.5%)	546	(<0.5%)
Scandinavian	31	(<0.5%)	648	(<0.5%)	1,183	(<0.5%)
French	17	(<0.5%)	257	(<0.5%)	597	(<0.5%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Dutch	8	(<0.5%)	115	(<0.5%)	279	(<0.5%)
Japanese	8	(<0.5%)	26	(<0.5%)	187	(<0.5%)
Hawaiian/Pacific Islander	1	(<0.5%)	35	(<0.5%)	67	(<0.5%)

Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	14,691		107,504		248,647	
Elementary (0 to 8 Years)	265	(1.8%)	4,720	(4.4%)	15,130	(6.1%)
Some High School (9 to 11 Years)	692	(4.7%)	6,296	(5.9%)	15,625	(6.3%)
High School Graduate (12 Years)	3,133	(21.3%)	27,459	(25.5%)	61,328	(24.7%)
Some College (13 to 16 Years)	1,683	(11.5%)	15,484	(14.4%)	36,031	(14.5%)
Associates Degree Only	1,139	(7.8%)	8,111	(7.5%)	17,486	(7%)
Bachelor's Degree Only	4,141	(28.2%)	26,325	(24.5%)	60,440	(24.3%)
Graduate Degree	3,638	(24.8%)	19,109	(17.8%)	42,607	(17.1%)

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	7,741	52,911	123,401
One Person Households	1,762 (22.8%)	11,622 (22%)	27,228 (22.1%)
Married Couple	4,363 (56.4%)	29,137 (55.1%)	65,696 (53.2%)
Male Householder	537 (6.9%)	2,647 (5%)	6,701 (5.4%)
Female Householder	669 (8.6%)	6,710 (12.7%)	17,411 (14.1%)
Non Family Households	410 (5.3%)	2,795 (5.3%)	6,365 (5.2%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,741	52,911	123,401
1 Person Household	1,762 (22.8%)	11,622 (22%)	27,228 (22.1%)
2 Person Household	2,200 (28.4%)	14,705 (27.8%)	32,903 (26.7%)
3 Person Household	1,677 (21.7%)	10,509 (19.9%)	24,105 (19.5%)
4 Person Household	1,343 (17.3%)	9,790 (18.5%)	23,119 (18.7%)
5 Person Household	452 (5.8%)	3,820 (7.2%)	9,507 (7.7%)
6 Person Household	210 (2.7%)	1,545 (2.9%)	4,002 (3.2%)
7+ Person Household	97 (1.3%)	920 (1.7%)	2,537 (2.1%)

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

Housing Units

Total Housing Units	8,161	55,140	128,649
Owner Occupied Housing	4,155	33,168	76,132
Renter Occupied Housing	3,586	19,743	47,269
Vacant Housing	420	2,229	5,248

Housing Rent

Average Rent	\$2,231.88	\$1,964.45	\$1,896.22
Median Rent	\$2,197.8	\$1,921.84	\$1,884.17
Total Cash Rents Housing	3,440	18,811	45,402
<\$300	21 (0.6%)	157 (0.8%)	794 (1.7%)
\$300-\$500	35 (1%)	236 (1.3%)	983 (2.2%)
\$500-\$750	11 (<0.5%)	365 (1.9%)	1,127 (2.5%)
\$750-\$1000	11 (<0.5%)	484 (2.6%)	1,508 (3.3%)
\$1000-\$1500	123 (3.6%)	3,066 (16.3%)	7,815 (17.2%)
\$1500-\$2000	1,015 (29.5%)	6,042 (32.1%)	13,632 (30%)
\$2000-\$2500	1,274 (37%)	4,885 (26%)	11,461 (25.2%)

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				
\$2500-\$3000	597	(17.4%)	300	2,253	(12%)	207	5,307	(11.7%)	202
\$3000-\$3500	236	(6.9%)	224	741	(3.9%)	129	1,713	(3.8%)	123
>\$3500	117	(3.4%)	92	582	(3.1%)	84	1,062	(2.3%)	64

Value of Owner-Occupied Housing Units

Average House Value	\$558,324.04	104	\$660,771.97	123	\$700,496.77	130			
Median House Value	\$503,771.95	129	\$602,494.93	154	\$639,605.26	163			
Owner Occupied Housing	4,155		33,168		76,132				
<\$100K	46	(1.1%)	14	796	(2.4%)	29	1,706	(2.2%)	27
\$100K - \$200K	26	(0.6%)	5	581	(1.8%)	14	946	(1.2%)	10
\$200K - \$300K	204	(4.9%)	31	1,078	(3.3%)	21	2,256	(3%)	19
\$300K - \$400K	679	(16.3%)	112	3,067	(9.2%)	64	6,347	(8.3%)	57
\$400K - \$500K	1,101	(26.5%)	229	5,820	(17.5%)	151	11,264	(14.8%)	128
\$500K - \$1000K	1,939	(46.7%)	182	18,032	(54.4%)	213	42,033	(55.2%)	216
>\$1000K	160	(3.9%)	33	3,794	(11.4%)	99	11,580	(15.2%)	131

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



Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Poverty

Households in Poverty	706	(9.1%)		4,125	(7.8%)		11,295	(9.2%)	
Households Above Poverty	7,035	(90.9%)		48,786	(92.2%)		112,106	(90.8%)	
Households in Poverty (Married)	254	(3.3%)		986	(1.9%)		1,979	(1.6%)	
Households in Poverty (Male Householder)	79	(1%)		210	(<0.5%)		352	(<0.5%)	
Households in Poverty (Female Householder)	30	(<0.5%)		1,170	(2.2%)		3,401	(2.8%)	
Households in Poverty (Non-Family)	329	(4.3%)		1,653	(3.1%)		5,212	(4.2%)	
Households in Poverty (Non-Family Student)	14	(<0.5%)		106	(<0.5%)		351	(<0.5%)	

Wealth per Household

Household Average Wealth	\$256,685.83		\$254,871.91		\$251,855.6	
Household Median Wealth	\$88,855.43		\$89,481.52		\$87,072.52	
<\$0K	1,314	(17%)	8,875	(16.8%)	20,975	(17%)
\$0K - \$5K	625	(8.1%)	4,254	(8%)	10,135	(8.2%)
\$5K - \$10K	341	(4.4%)	2,296	(4.3%)	5,418	(4.4%)
\$10K - \$25K	482	(6.2%)	3,262	(6.2%)	7,647	(6.2%)
\$25K - \$50K	514	(6.6%)	3,551	(6.7%)	8,295	(6.7%)

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	765	(9.9%)	5,341	(10.1%)	12,449	(10.1%)
\$100K - \$250K	1,386	(17.9%)	9,632	(18.2%)	22,324	(18.1%)
\$250K - \$500K	1,054	(13.6%)	7,230	(13.7%)	16,688	(13.5%)
>\$500K	1,260	(16.3%)	8,470	(16%)	19,470	(15.8%)

Vehicles per Household

Total Number of Vehicles	11,886		91,630		210,340	
Average Number of Vehicles	1.54		1.73		1.7	
No Vehicles	624	(8.1%)	3,400	(6.4%)	10,150	(8.2%)
1 Vehicle	3,549	(45.8%)	20,399	(38.6%)	46,440	(37.6%)
2 Vehicles	2,696	(34.8%)	20,039	(37.9%)	45,592	(36.9%)
3 or more Vehicles	872	(11.3%)	9,073	(17.1%)	21,219	(17.2%)

Population Change

Births	223		1,525		3,690
Deaths	139		1,083		2,482
Migration	184		161		1,036

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	866	4,439	9,968
Total Employees	13,505	65,911	141,993

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