



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Overview	1 Mile	3 Mile	5 Mile
Population	26,997	186,709	466,416
Households	9,618	69,848	180,397
Persons per Household	2.79  109	2.62  103	2.54  100
Household Median Income	\$109,749.2  126	\$115,752.28  133	\$110,779.24  127
Household Median Disposable Income	\$92,265.84  123	\$95,949.56  128	\$92,242.26  123
Household Median Discretionary Income	\$66,368.77  115	\$72,133.84  125	\$68,317.56  118
Average Income Per Person	\$49,857.84  106	\$59,132.74  126	\$60,207.16  128
Median Rent	\$1,815.41  129	\$1,974.77  140	\$1,992.08  141
Median House Value	\$826,968.6  211	\$888,210.23  227	\$921,712.37  235
Households in Poverty	929 (9.7%)  76	8,481 (12.1%)  96	26,545 (14.7%)  116
Household Median Wealth	\$78,336.19  96	\$80,761.93  99	\$77,932.77  95
Average Age	42.46  103	41.09  100	40.53  98
Median Age	42.01  104	40.26  100	38.21  95
Households with Children	2,487 (25.9%)  96	19,271 (27.6%)  103	44,551 (24.7%)  92
High School Graduate or Higher	17,324 (88.7%)  99	118,129 (89.6%)  100	293,954 (88.5%)  99

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	6,647 (34%)	57,919 (43.9%)	158,131 (47.6%)
Pop density (per sq mi)	9,688	6,351	6,145
Area (based on blockgroups)	3	29	76

## Population

Population 2025 Q4	26,997	186,709	466,416
Population 2025 Q3	27,087	187,049	467,027
Population 2025 Q2	27,086	186,791	466,269
Population 2025 Q1	27,057	186,471	465,627
Population 2024 Q4	27,028	185,758	463,845
Population 2024 Q3	26,967	185,095	462,604
Population 2024 Q2	26,922	184,450	461,271
Population 2024 Q1	26,935	184,073	458,847
Population 2023 Q4	26,845	183,716	457,449
Population 5 Years Forecast	26,222	183,872	464,814
Population 10 Years Forecast	25,950	183,212	466,099
Persons per Household	2.79	2.62	2.54

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	197	(0.7%)	3,478	(1.9%)	8,013	(1.7%)
Transient Population - Average Last 4 Quarters					1,738	(<0.5%)

## Households

Households 2025 Q4	9,618	69,848	180,397
Households 2025 Q3	9,642	69,930	180,494
Households 2025 Q2	9,643	69,822	180,188
Households 2025 Q1	9,631	69,702	179,937
Households 2024 Q4	9,620	69,417	179,193
Households 2024 Q3	9,601	69,164	178,690
Households 2024 Q2	9,582	68,911	178,155
Households 2024 Q1	9,584	68,766	177,207
Households 2023 Q4	9,556	68,626	176,603
Households 5 Years Forecast	9,338	68,801	179,986
Households 10 Years Forecast	9,240	68,566	180,595

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Gender

Male	12,688	(47%)	96	86,370	(46.3%)	94	219,880	(47.1%)	96
Female	14,309	(53%)	104	100,339	(53.7%)	105	246,536	(52.9%)	104

## Ethnicity

Black	14,704	(54.5%)	462	66,008	(35.4%)	300	117,853	(25.3%)	214
Hispanic (Ethnic)	5,755	(21.3%)	109	33,256	(17.8%)	91	77,167	(16.5%)	85
White	4,459	(16.5%)	29	68,250	(36.6%)	63	189,975	(40.7%)	71
Other	1,730	(6.4%)	123	11,637	(6.2%)	120	31,649	(6.8%)	130
Asian	349	(1.3%)	22	7,558	(4%)	70	49,772	(10.7%)	185

## Household by Ethnicity

Black	4,298	(44.7%)	408	21,753	(31.1%)	284	40,662	(22.5%)	206
Hispanic (Ethnic)	2,267	(23.6%)	155	10,538	(15.1%)	99	24,241	(13.4%)	89
White	1,752	(18.2%)	30	27,430	(39.3%)	64	80,938	(44.9%)	73
Other	1,175	(12.2%)	161	7,810	(11.2%)	147	19,485	(10.8%)	142
Asian	126	(1.3%)	28	2,317	(3.3%)	72	15,071	(8.4%)	181

## 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	\$139,042.77	114	\$155,958.47	128	\$153,598.84	126
Average Income Per Person	\$49,857.84	106	\$59,132.74	126	\$60,207.16	128
Household Median Income	\$109,749.2	126	\$115,752.28	133	\$110,779.24	127
<\$15K	497 (5.2%)	71	5,011 (7.2%)	99	15,101 (8.4%)	116
\$15K - \$25K	550 (5.7%)	97	3,755 (5.4%)	92	10,707 (5.9%)	101
\$25K - \$35K	564 (5.9%)	96	3,509 (5%)	8	9,332 (5.2%)	84
\$35K - \$50K	591 (6.1%)	66	4,513 (6.5%)	69	11,631 (6.4%)	69
\$50K - \$75K	1,048 (10.9%)	73	7,010 (10%)	67	18,650 (10.3%)	69
\$75K - \$100K	1,084 (11.3%)	90	6,954 (10%)	7	18,054 (10%)	8
\$100K - \$150K	2,219 (23.1%)	127	12,215 (17.5%)	96	28,867 (16%)	88
\$150K - \$175K	615 (6.4%)	101	4,874 (7%)	111	12,418 (6.9%)	109
\$175K - \$200K	531 (5.5%)	111	4,842 (6.9%)	139	11,786 (6.5%)	131
\$200K - \$250K	1,075 (11.2%)	139	9,611 (13.8%)	171	24,554 (13.6%)	169
\$250K - \$500K	461 (4.8%)	139	4,119 (5.9%)	171	10,524 (5.8%)	169
>\$500K	383 (4%)	138	3,435 (4.9%)	171	8,773 (4.9%)	169

## 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	\$102,625.8		113	\$108,572.16		120	\$106,249.05		117
Household Median Disposable Income	\$92,265.84		123	\$95,949.56		128	\$92,242.26		123
<\$15K	618	(6.4%)	8	5,897	(8.4%)	107	17,868	(9.9%)	126
\$15K - \$25K	508	(5.3%)	7	3,894	(5.6%)	8	10,768	(6%)	87
\$25K - \$35K	732	(7.6%)	106	4,039	(5.8%)	8	10,660	(5.9%)	83
\$35K - \$50K	757	(7.9%)	70	5,870	(8.4%)	75	14,246	(7.9%)	70
\$50K - \$75K	1,258	(13.1%)	74	8,010	(11.5%)	68	22,287	(12.4%)	73
\$75K - \$100K	1,520	(15.8%)	110	8,826	(12.6%)	88	21,345	(11.8%)	83
\$100K - \$150K	2,144	(22.3%)	118	14,203	(20.3%)	108	34,817	(19.3%)	102
\$150K - \$175K	560	(5.8%)	114	5,419	(7.8%)	151	13,446	(7.5%)	145
\$175K - \$200K	447	(4.6%)	136	4,044	(5.8%)	169	10,305	(5.7%)	167
\$200K - \$250K	431	(4.5%)	135	3,882	(5.6%)	168	9,924	(5.5%)	166
\$250K - \$500K	590	(6.1%)	135	5,304	(7.6%)	167	13,554	(7.5%)	166
>\$500K	53	(0.6%)	139	460	(0.7%)	166	1,177	(0.7%)	164

## Discretionary Households Income

Household Average Discretionary Income	\$76,231.47		111	\$80,049.54		117	\$77,362.82		113
--	-------------	--	-----	-------------	--	-----	-------------	--	-----

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	\$66,368.77	115	\$72,133.84	125	\$68,317.56	118
<\$10K	641 (6.7%)	86	5,979 (8.6%)	110	17,911 (9.9%)	128
\$10K - \$20K	705 (7.3%)	8	5,852 (8.4%)	92	16,207 (9%)	98
\$20K - \$30K	924 (9.6%)	102	5,463 (7.8%)	83	13,614 (7.5%)	8
\$30K - \$40K	697 (7.2%)	7	4,001 (5.7%)	63	11,015 (6.1%)	67
\$40K - \$50K	595 (6.2%)	73	3,841 (5.5%)	65	11,149 (6.2%)	73
\$50K - \$75K	1,956 (20.3%)	116	10,932 (15.7%)	89	26,780 (14.8%)	85
\$75K - \$100K	1,162 (12.1%)	97	8,722 (12.5%)	100	21,362 (11.8%)	95
\$100K - \$125K	848 (8.8%)	104	7,506 (10.7%)	126	18,977 (10.5%)	124
\$125K - \$150K	826 (8.6%)	132	7,618 (10.9%)	168	18,881 (10.5%)	161
>\$150K	1,264 (13.1%)	130	9,934 (14.2%)	141	24,501 (13.6%)	134

## Households Income by Ethnicity

Average Income - White	\$120,378.85	117	\$134,216.35	131	\$132,113.28	129
Median Income - White	\$127,614.28	135	\$154,130.87	163	\$150,119.22	159
Average Income - Black	\$105,282.21	142	\$97,750.16	131	\$89,513.37	120
Median Income - Black	\$99,079.12	165	\$88,859.37	148	\$76,521.82	127

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	\$125,981.1 (104)	\$141,928.72 (117)	\$118,719.67 (98)
Median Income - Asian	\$144,999.2 (115)	\$168,105.31 (133)	\$123,468.65 (98)
Average Income - Hispanic	\$110,878.09 (128)	\$98,939.46 (114)	\$90,348.03 (104)
Median Income - Hispanic	\$113,923.05 (152)	\$93,352.26 (124)	\$75,157.12 (100)
Average Income - Other	\$111,222.16 (116)	\$104,190.44 (109)	\$95,246.61 (99)
Median Income - Other	\$114,744.92 (133)	\$99,421.66 (115)	\$84,921.94 (98)

## Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	42.46 (103)	41.09 (100)	40.53 (98)
Median Age	42.01 (104)	40.26 (100)	38.21 (95)
0-4	1,333 (4.9%) (92)	10,118 (5.4%) (101)	27,285 (5.8%) (109)
5-13	2,468 (9.1%) (90)	18,726 (10%) (99)	44,421 (9.5%) (94)
14-17	1,288 (4.8%) (91)	9,301 (5%) (95)	21,011 (4.5%) (85)
18-21	1,348 (5%) (91)	9,580 (5.1%) (93)	23,112 (5%) (90)
22-24	1,032 (3.8%) (91)	7,164 (3.8%) (92)	18,528 (4%) (95)
25-29	1,671 (6.2%) (105)	11,066 (5.9%) (101)	29,422 (6.3%) (107)
30-34	1,687 (6.2%) (97)	12,749 (6.8%) (106)	38,539 (8.3%) (129)

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	1,797	(6.7%)	101	13,824	(7.4%)	112	38,481	(8.3%)	125
40-44	1,737	(6.4%)	100	12,728	(6.8%)	106	32,340	(6.9%)	108
45-49	1,701	(6.3%)	105	11,459	(6.1%)	102	27,244	(5.8%)	97
50-54	1,686	(6.2%)	105	11,240	(6%)	102	26,506	(5.7%)	96
55-59	1,772	(6.6%)	109	11,559	(6.2%)	102	27,445	(5.9%)	97
60-64	1,853	(6.9%)	108	11,954	(6.4%)	101	28,049	(6%)	95
65-69	1,825	(6.8%)	111	11,044	(5.9%)	97	26,241	(5.6%)	92
70-74	1,533	(5.7%)	111	9,284	(5%)	97	21,951	(4.7%)	92
75-79	1,076	(4%)	100	6,726	(3.6%)	90	16,309	(3.5%)	88
80-84	647	(2.4%)	95	4,269	(2.3%)	91	10,324	(2.2%)	88
85+	543	(2%)	97	3,918	(2.1%)	101	9,208	(2%)	95

## Age - Male

Male Average Age	40.42		101	39.3		98	38.96		97
Male Median Age	38.59		101	37.45		98	36.85		96
0-4	684	(5.4%)	96	5,171	(6%)	107	13,945	(6.3%)	113
5-13	1,315	(10.4%)	98	9,412	(10.9%)	103	22,463	(10.2%)	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		
14-17	651	(5.1%)	94	4,703	(5.4%)	99	10,728	(4.9%)	89
18-21	688	(5.4%)	94	4,878	(5.6%)	98	11,869	(5.4%)	94
22-24	538	(4.2%)	96	3,662	(4.2%)	96	9,536	(4.3%)	99
25-29	875	(6.9%)	112	5,524	(6.4%)	104	14,577	(6.6%)	108
30-34	817	(6.4%)	98	5,961	(6.9%)	105	18,403	(8.4%)	127
35-39	864	(6.8%)	102	6,334	(7.3%)	110	18,214	(8.3%)	124
40-44	789	(6.2%)	96	5,709	(6.6%)	102	15,047	(6.8%)	105
45-49	757	(6%)	99	5,011	(5.8%)	96	12,346	(5.6%)	93
50-54	753	(5.9%)	100	4,972	(5.8%)	97	12,052	(5.5%)	93
55-59	801	(6.3%)	105	5,185	(6%)	100	12,621	(5.7%)	96
60-64	850	(6.7%)	107	5,372	(6.2%)	100	12,929	(5.9%)	94
65-69	787	(6.2%)	106	4,798	(5.6%)	95	11,651	(5.3%)	90
70-74	635	(5%)	104	3,972	(4.6%)	95	9,544	(4.3%)	90
75-79	459	(3.6%)	99	2,853	(3.3%)	91	6,925	(3.1%)	86
80-84	253	(2%)	91	1,664	(1.9%)	88	4,064	(1.8%)	84
85+	172	(1.4%)	90	1,189	(1.4%)	91	2,966	(1.3%)	89

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	44.26	42.62	41.93
Female Median Age	45.06	41.87	40.51
0-4	649 (4.5%)	4,947 (4.9%)	13,340 (5.4%)
5-13	1,153 (8.1%)	9,314 (9.3%)	21,958 (8.9%)
14-17	637 (4.5%)	4,598 (4.6%)	10,283 (4.2%)
18-21	660 (4.6%)	4,702 (4.7%)	11,243 (4.6%)
22-24	494 (3.5%)	3,502 (3.5%)	8,992 (3.6%)
25-29	796 (5.6%)	5,542 (5.5%)	14,845 (6%)
30-34	870 (6.1%)	6,788 (6.8%)	20,136 (8.2%)
35-39	933 (6.5%)	7,490 (7.5%)	20,267 (8.2%)
40-44	948 (6.6%)	7,019 (7%)	17,293 (7%)
45-49	944 (6.6%)	6,448 (6.4%)	14,898 (6%)
50-54	933 (6.5%)	6,268 (6.2%)	14,454 (5.9%)
55-59	971 (6.8%)	6,374 (6.4%)	14,824 (6%)
60-64	1,003 (7%)	6,582 (6.6%)	15,120 (6.1%)

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				
65-69	1,038	(7.3%)	114	6,246	(6.2%)	98	14,590	(5.9%)	93
70-74	898	(6.3%)	116	5,312	(5.3%)	98	12,407	(5%)	93
75-79	617	(4.3%)	100	3,873	(3.9%)	89	9,384	(3.8%)	88
80-84	394	(2.8%)	97	2,605	(2.6%)	91	6,260	(2.5%)	89
85+	371	(2.6%)	99	2,729	(2.7%)	104	6,242	(2.5%)	96

## Employment by Occupation

Total Employees (16+ Years Old)	14,666			103,248			254,391		
Professional Specialty	3,411	(23.3%)	94	31,362	(30.4%)	123	82,233	(32.3%)	131
Managerial/Executive	2,277	(15.5%)	89	19,294	(18.7%)	107	48,923	(19.2%)	111
Production & Transportation	1,740	(11.9%)	92	8,359	(8.1%)	63	19,395	(7.6%)	59
Office Admin	1,677	(11.4%)	108	10,732	(10.4%)	98	24,753	(9.7%)	92
Building Maintenance & Cleaning	1,383	(9.4%)	278	4,914	(4.8%)	140	9,842	(3.9%)	114
Sales	981	(6.7%)	72	7,446	(7.2%)	7	19,529	(7.7%)	8
Healthcare support	945	(6.4%)	197	5,749	(5.6%)	170	11,370	(4.5%)	136
Construction	811	(5.5%)	69	4,671	(4.5%)	57	10,586	(4.2%)	52
Protective	773	(5.3%)	243	3,576	(3.5%)	160	7,190	(2.8%)	131

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Personal Care	363	(2.5%)	99	3,263	(3.2%)	127	7,656	(3%)	121
Food Preparation & Serving	291	(2%)	39	3,868	(3.7%)	73	12,673	(5%)	98
Farming, Fishing & Forestry	14	(<0.5%)	17	14	(<0.5%)	2	241	(<0.5%)	16

### Employment by Industry

Total Employees (16+ Years Old)	14,666			103,248			254,391		
Educational Services	5,815	(39.6%)	169	36,109	(35%)	149	84,762	(33.3%)	142
Wholesale Retail	1,392	(9.5%)	72	10,788	(10.4%)	74	25,885	(10.2%)	77
Transportation	1,270	(8.7%)	148	5,971	(5.8%)	99	12,747	(5%)	86
Financial, Insurance & Real Estate	1,221	(8.3%)	123	7,660	(7.4%)	110	19,504	(7.7%)	114
Public Administration	980	(6.7%)	140	5,711	(5.5%)	116	11,736	(4.6%)	97
Entertainment Services	924	(6.3%)	73	7,178	(7%)	80	21,070	(8.3%)	95
Administrative/Waste Services	891	(6.1%)	145	4,313	(4.2%)	100	10,073	(4%)	95
Professional Services	589	(4%)	50	10,202	(9.9%)	122	29,495	(11.6%)	143
Other Professional Services	448	(3.1%)	65	5,093	(4.9%)	105	12,028	(4.7%)	101
Agriculture/Mining/Construction	387	(2.6%)	31	4,013	(3.9%)	46	9,643	(3.8%)	45
Information	385	(2.6%)	141	2,054	(2%)	107	5,432	(2.1%)	114

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Manufacturing	364	(2.5%)	25	4,053	(3.9%)	40	11,784	(4.6%)	47
Management Services				103	(<0.5%)	7	232	(<0.5%)	72

### Language Spoken

Speak English at Home	16,531	(64.4%)	83	120,351	(68.2%)	88	288,096	(65.6%)	85
Speak Other Language at Home	4,701	(18.3%)	216	32,110	(18.2%)	214	93,619	(21.3%)	251
Speak Spanish at Home	4,432	(17.3%)	122	24,130	(13.7%)	96	57,416	(13.1%)	92

### Ancestry

Other	2,474	(9.2%)	67	22,986	(12.3%)	90	67,163	(14.4%)	105
Puerto Rican	2,240	(8.3%)	295	9,545	(5.1%)	182	22,560	(4.8%)	172
Dominican	1,952	(7.2%)	1080	12,170	(6.5%)	973	27,589	(5.9%)	883
Unclassified	1,590	(5.9%)	40	16,543	(8.9%)	60	44,959	(9.6%)	66
Scottish/Irish	771	(2.9%)	48	15,692	(8.4%)	141	41,293	(8.9%)	148
Central American	553	(2%)	115	4,604	(2.5%)	138	10,101	(2.2%)	121
South American	381	(1.4%)	103	2,954	(1.6%)	116	6,505	(1.4%)	102
Italian	313	(1.2%)	43	5,235	(2.8%)	105	13,255	(2.8%)	106
Other Hispanic	239	(0.9%)	83	1,801	(1%)	91	5,333	(1.1%)	108

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		
Other European (e.g. Greek/Russian)	222	(0.8%)	30	4,456	(2.4%)	86	13,009	(2.8%)	101
Cuban	210	(0.8%)	102	842	(<0.5%)	59	1,876	(<0.5%)	53
Mexican	180	(0.7%)	6	1,340	(0.7%)	6	3,203	(0.7%)	6
American	179	(0.7%)	17	2,108	(1.1%)	28	5,824	(1.2%)	31
British	176	(0.7%)	13	3,868	(2.1%)	40	10,265	(2.2%)	42
Chinese	155	(0.6%)	45	2,370	(1.3%)	99	22,090	(4.7%)	368
German	96	(<0.5%)	5	2,762	(1.5%)	21	7,558	(1.6%)	23
French	91	(<0.5%)	32	1,013	(0.5%)	51	2,713	(0.6%)	55
Polish	63	(<0.5%)	17	1,303	(0.7%)	51	3,760	(0.8%)	59
Native American (Indian/Eskimo)	60	(<0.5%)	35	340	(<0.5%)	29	710	(<0.5%)	24
South Central Asian (e.g. Indian)	56	(<0.5%)	13	1,378	(0.7%)	47	7,029	(1.5%)	95
Scandinavian	51	(<0.5%)	11	1,074	(0.6%)	33	3,073	(0.7%)	38
South East Asian (e.g. Vietnamese)	41	(<0.5%)	32	564	(<0.5%)	64	3,408	(0.7%)	155
Japanese	23	(<0.5%)	37	187	(<0.5%)	44	878	(<0.5%)	83
Middle Eastern	21	(<0.5%)	14	1,021	(0.5%)	98	3,775	(0.8%)	145
Hawaiian/Pacific Islander	15	(<0.5%)	31	61	(<0.5%)	18	125	(<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	
Dutch	10	(<0.5%)	167	(<0.5%)	467	(<0.5%)
Other Asian	7	(<0.5%)	318	(<0.5%)	1,672	(<0.5%)
Korean	7	(<0.5%)	414	(<0.5%)	1,951	(<0.5%)

## Education (Age 25+)

Total Educated Population	19,528		131,820		332,059	
Elementary (0 to 8 Years)	1,130	(5.8%)	6,525	(4.9%)	20,445	(6.2%)
Some High School (9 to 11 Years)	1,074	(5.5%)	7,166	(5.4%)	17,660	(5.3%)
High School Graduate (12 Years)	5,070	(26%)	29,818	(22.6%)	68,950	(20.8%)
Some College (13 to 16 Years)	3,819	(19.6%)	20,054	(15.2%)	46,074	(13.9%)
Associates Degree Only	1,788	(9.2%)	10,338	(7.8%)	20,799	(6.3%)
Bachelor's Degree Only	3,997	(20.5%)	29,930	(22.7%)	80,176	(24.1%)
Graduate Degree	2,650	(13.6%)	27,989	(21.2%)	77,955	(23.5%)

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	9,618	69,848	180,397
One Person Households	2,410 (25.1%)	18,979 (27.2%)	52,772 (29.3%)
Married Couple	3,526 (36.7%)	27,106 (38.8%)	66,238 (36.7%)
Male Householder	806 (8.4%)	3,816 (5.5%)	9,472 (5.3%)
Female Householder	2,268 (23.6%)	14,709 (21.1%)	31,762 (17.6%)
Non Family Households	608 (6.3%)	5,238 (7.5%)	20,153 (11.2%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	9,618	69,848	180,397
1 Person Household	2,410 (25.1%)	18,979 (27.2%)	52,772 (29.3%)
2 Person Household	2,596 (27%)	20,297 (29.1%)	53,590 (29.7%)
3 Person Household	1,807 (18.8%)	12,581 (18%)	31,430 (17.4%)
4 Person Household	1,454 (15.1%)	10,270 (14.7%)	24,669 (13.7%)
5 Person Household	740 (7.7%)	4,590 (6.6%)	10,863 (6%)
6 Person Household	403 (4.2%)	1,890 (2.7%)	4,363 (2.4%)
7+ Person Household	208 (2.2%)	1,241 (1.8%)	2,710 (1.5%)

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Housing Units

Total Housing Units	10,076	73,647	190,777
Owner Occupied Housing	5,614	37,152	88,586
Renter Occupied Housing	4,004	32,696	91,811
Vacant Housing	458	3,799	10,380

## Housing Rent

Average Rent	\$1,773.75	115	\$1,927.39	125	\$1,962.39	127
Median Rent	\$1,815.41	129	\$1,974.77	140	\$1,992.08	141
Total Cash Rents Housing	3,878	31,631	89,207			
<\$300	219 (5.6%)	202	1,214 (3.8%)	137	3,906 (4.4%)	157
\$300-\$500	145 (3.7%)	97	1,230 (3.9%)	101	4,324 (4.8%)	126
\$500-\$750	191 (4.9%)	57	1,772 (5.6%)	65	5,687 (6.4%)	73
\$750-\$1000	233 (6%)	46	1,824 (5.8%)	44	4,942 (5.5%)	43
\$1000-\$1500	582 (15%)	57	4,101 (13%)	49	10,734 (12%)	46
\$1500-\$2000	902 (23.3%)	110	5,976 (18.9%)	90	15,252 (17.1%)	8
\$2000-\$2500	809 (20.9%)	178	6,745 (21.3%)	181	16,685 (18.7%)	159

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	547	(14.1%)	244	4,926	(15.6%)	269	12,902	(14.5%)	250
\$3000-\$3500	207	(5.3%)	174	2,261	(7.1%)	233	7,344	(8.2%)	269
>\$3500	43	(1.1%)	30	1,582	(5%)	136	7,431	(8.3%)	226

## Value of Owner-Occupied Housing Units

Average House Value	\$834,117.91	155	\$970,201.76	181	\$1.04M	193			
Median House Value	\$826,968.6	211	\$888,210.23	227	\$921,712.37	235			
Owner Occupied Housing	5,614		37,152		88,586				
<\$100K	320	(5.7%)	70	959	(2.6%)	31	2,228	(2.5%)	31
\$100K - \$200K	27	(<0.5%)	4	364	(1%)	8	667	(0.8%)	6
\$200K - \$300K	22	(<0.5%)	3	292	(0.8%)	5	601	(0.7%)	4
\$300K - \$400K	270	(4.8%)	33	1,078	(2.9%)	20	2,086	(2.4%)	16
\$400K - \$500K	342	(6.1%)	53	1,638	(4.4%)	38	3,935	(4.4%)	38
\$500K - \$1000K	2,995	(53.3%)	209	19,022	(51.2%)	200	42,146	(47.6%)	186
>\$1000K	1,638	(29.2%)	252	13,799	(37.1%)	320	36,923	(41.7%)	359

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



Benchmark: Nationwide



### Poverty

Households in Poverty	929	(9.7%)	76	8,481	(12.1%)	96	26,545	(14.7%)	116
Households Above Poverty	8,689	(90.3%)	103	61,367	(87.9%)	101	153,852	(85.3%)	98
Households in Poverty (Married)	92	(1%)	44	531	(0.8%)	35	2,683	(1.5%)	68
Households in Poverty (Male Householder)	84	(0.9%)	137	411	(0.6%)	92	1,008	(0.6%)	88
Households in Poverty (Female Householder)	233	(2.4%)	8	2,968	(4.2%)	144	6,726	(3.7%)	127
Households in Poverty (Non-Family)	494	(5.1%)	8	4,244	(6.1%)	97	14,574	(8.1%)	129
Households in Poverty (Non-Family Student)	26	(<0.5%)	43	327	(<0.5%)	75	1,554	(0.9%)	138

### Wealth per Household

Household Average Wealth	\$239,683.41	99	\$246,314.32	102	\$244,199.52	101			
Household Median Wealth	\$78,336.19	96	\$80,761.93	99	\$77,932.77	95			
<\$0K	1,701	(17.7%)	102	12,351	(17.7%)	102	32,450	(18%)	104
\$0K - \$5K	846	(8.8%)	104	6,073	(8.7%)	103	16,042	(8.9%)	105
\$5K - \$10K	449	(4.7%)	103	3,211	(4.6%)	102	8,430	(4.7%)	103
\$10K - \$25K	611	(6.4%)	100	4,392	(6.3%)	99	11,451	(6.3%)	100
\$25K - \$50K	650	(6.8%)	99	4,653	(6.7%)	98	11,979	(6.6%)	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	
\$50K - \$100K	974	(10.1%)	6,898	(9.9%)	17,625	(9.8%)
\$100K - \$250K	1,711	(17.8%)	12,292	(17.6%)	31,316	(17.4%)
\$250K - \$500K	1,254	(13%)	9,172	(13.1%)	23,370	(13%)
>\$500K	1,422	(14.8%)	10,806	(15.5%)	27,734	(15.4%)

## Vehicles per Household

Total Number of Vehicles	14,571		97,994		232,595	
Average Number of Vehicles	1.51	83	1.4	71	1.29	
No Vehicles	1,994	(20.7%)	12,579	(18%)	37,309	(20.7%)
1 Vehicle	3,400	(35.4%)	28,552	(40.9%)	76,858	(42.6%)
2 Vehicles	2,411	(25.1%)	20,021	(28.7%)	49,051	(27.2%)
3 or more Vehicles	1,813	(18.9%)	8,696	(12.4%)	17,179	(9.5%)

## Population Change

Births	245		1,830		5,062
Deaths	225		1,433		3,459
Migration	-31		676		1,291

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	453	3,543	11,650
Total Employees	3,371	31,465	138,632

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