



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	17,900		103,513		210,778	
Households	8,655		46,021		85,423	
Persons per Household	2.05	8	2.22	87	2.43	95
Household Median Income	\$146,886.61	168	\$156,588.12	179	\$158,407.05	182
Household Median Disposable Income	\$120,729.43	161	\$127,383.61	170	\$128,717.06	172
Household Median Discretionary Income	\$101,682.26	176	\$108,586.19	187	\$107,827.12	186
Average Income Per Person	\$92,691.17	197	\$95,635.85	203	\$91,354.39	194
Median Rent	\$2,501.89	177	\$2,494.86	177	\$2,467.57	175
Median House Value	\$1.09M	279	\$1.17M	298	\$1.19M	304
Households in Poverty	692 (8%)	63	2,841 (6.2%)	49	5,367 (6.3%)	50
Household Median Wealth	\$84,882.31	104	\$111,916.88	137	\$110,764.23	135
Average Age	42.01	102	46.39	113	45.03	109
Median Age	40.95	101	46.52	115	45.55	113
Households with Children	1,620 (18.7%)	70	10,087 (21.9%)	8	22,479 (26.3%)	98
High School Graduate or Higher	13,112 (95.9%)	107	76,372 (97.4%)	109	146,681 (94.6%)	106

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	9,390 (68.7%)	54,135 (69%)	97,948 (63.2%)
Pop density (per sq mi)	6,715	3,684	2,677
Area (based on blockgroups)	3	28	79

Population

Population 2025 Q4	17,900	103,513	210,778
Population 2025 Q3	17,925	103,628	211,020
Population 2025 Q2	17,928	103,543	210,969
Population 2025 Q1	17,919	103,272	210,701
Population 2024 Q4	17,900	103,136	210,588
Population 2024 Q3	17,869	103,043	210,462
Population 2024 Q2	17,794	102,763	210,074
Population 2024 Q1	17,595	102,126	209,638
Population 2023 Q4	17,588	102,067	209,534
Population 5 Years Forecast	18,808	106,768	214,825
Population 10 Years Forecast	19,724	110,951	221,893
Persons per Household	2.05	2.22	2.43

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	179	(1%)	43	1,329	(1.3%)	55	3,020	(1.4%)	61
Transient Population - Average Last 4 Quarters			84	1,091	(1.1%)		1,875	(0.9%)	71

Households

Households 2025 Q4	8,655		46,021		85,423
Households 2025 Q3	8,662		46,036		85,468
Households 2025 Q2	8,665		45,994		85,431
Households 2025 Q1	8,658		45,872		85,311
Households 2024 Q4	8,648		45,810		85,258
Households 2024 Q3	8,633		45,762		85,198
Households 2024 Q2	8,597		45,648		85,045
Households 2024 Q1	8,498		45,345		84,809
Households 2023 Q4	8,493		45,325		84,775
Households 5 Years Forecast	9,115		47,490		87,173
Households 10 Years Forecast	9,570		49,381		90,138

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Gender

Male	8,672	(48.4%)	99	48,790	(47.1%)	96	101,191	(48%)	98
Female	9,228	(51.6%)	101	54,723	(52.9%)	104	109,587	(52%)	102

Ethnicity

White	10,851	(60.6%)	105	66,194	(63.9%)	111	125,610	(59.6%)	103
Hispanic (Ethnic)	2,608	(14.6%)	74	11,851	(11.4%)	58	34,581	(16.4%)	84
Asian	2,542	(14.2%)	246	15,905	(15.4%)	266	30,845	(14.6%)	253
Other	1,490	(8.3%)	160	7,278	(7%)	135	15,275	(7.2%)	139
Black	409	(2.3%)	19	2,285	(2.2%)	19	4,467	(2.1%)	18

Household by Ethnicity

White	5,454	(63%)	102	30,334	(65.9%)	107	54,541	(63.8%)	104
Asian	1,129	(13%)	282	6,184	(13.4%)	291	11,016	(12.9%)	279
Other	944	(10.9%)	144	4,120	(9%)	118	8,357	(9.8%)	129
Hispanic (Ethnic)	929	(10.7%)	71	4,436	(9.6%)	63	9,626	(11.3%)	74
Black	199	(2.3%)	21	947	(2.1%)	19	1,883	(2.2%)	20

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	\$190,156.75	156	\$213,078.48	175	\$223,166.77	183
Average Income Per Person	\$92,691.17	197	\$95,635.85	203	\$91,354.39	194
Household Median Income	\$146,886.61	168	\$156,588.12	179	\$158,407.05	182
<\$15K	447 (5.2%)	71	1,943 (4.2%)	58	3,547 (4.2%)	57
\$15K - \$25K	157 (1.8%)	31	1,132 (2.5%)	42	2,076 (2.4%)	41
\$25K - \$35K	186 (2.1%)	35	1,217 (2.6%)	43	2,345 (2.7%)	45
\$35K - \$50K	342 (4%)	42	2,502 (5.4%)	58	4,096 (4.8%)	51
\$50K - \$75K	739 (8.5%)	57	3,943 (8.6%)	57	7,508 (8.8%)	59
\$75K - \$100K	856 (9.9%)	74	3,781 (8.2%)	65	7,332 (8.6%)	68
\$100K - \$150K	1,694 (19.6%)	108	7,592 (16.5%)	91	13,745 (16.1%)	89
\$150K - \$175K	729 (8.4%)	134	3,417 (7.4%)	118	6,133 (7.2%)	114
\$175K - \$200K	754 (8.7%)	175	3,194 (6.9%)	139	5,667 (6.6%)	33
\$200K - \$250K	1,539 (17.8%)	220	9,683 (21%)	261	18,461 (21.6%)	268
\$250K - \$500K	660 (7.6%)	221	4,151 (9%)	261	7,915 (9.3%)	268
>\$500K	552 (6.4%)	221	3,466 (7.5%)	261	6,598 (7.7%)	268

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	\$128,410.68		142	\$133,578.22		148	\$134,712.25		149
Household Median Disposable Income	\$120,729.43		161	\$127,383.61		170	\$128,717.06		172
<\$15K	449	(5.2%)	66	2,004	(4.4%)	55	3,637	(4.3%)	54
\$15K - \$25K	193	(2.2%)	32	1,296	(2.8%)	41	2,420	(2.8%)	41
\$25K - \$35K	244	(2.8%)	39	1,427	(3.1%)	43	2,774	(3.2%)	45
\$35K - \$50K	471	(5.4%)	48	3,158	(6.9%)	61	5,458	(6.4%)	57
\$50K - \$75K	850	(9.8%)	58	4,579	(9.9%)	59	8,627	(10.1%)	60
\$75K - \$100K	1,249	(14.4%)	101	5,027	(10.9%)	76	9,505	(11.1%)	71
\$100K - \$150K	2,158	(24.9%)	132	10,012	(21.8%)	115	17,851	(20.9%)	111
\$150K - \$175K	845	(9.8%)	190	4,718	(10.3%)	200	8,847	(10.4%)	202
\$175K - \$200K	645	(7.5%)	217	4,055	(8.8%)	257	7,737	(9.1%)	264
\$200K - \$250K	624	(7.2%)	217	3,924	(8.5%)	257	7,473	(8.7%)	264
\$250K - \$500K	853	(9.9%)	217	5,355	(11.6%)	257	10,203	(11.9%)	263
>\$500K	74	(0.9%)	215	466	(1%)	255	891	(1%)	263

Discretionary Households Income

Household Average Discretionary Income	\$100,571.95		147	\$106,252.91		155	\$106,177.5		155
--	--------------	--	-----	--------------	--	-----	-------------	--	-----

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	\$101,682.26	176	\$108,586.19	187	\$107,827.12	186
<\$10K	429 (5%)	64	1,604 (3.5%)	45	3,222 (3.8%)	49
\$10K - \$20K	183 (2.1%)	23	1,547 (3.4%)	37	2,968 (3.5%)	38
\$20K - \$30K	271 (3.1%)	33	1,843 (4%)	42	3,621 (4.2%)	45
\$30K - \$40K	441 (5.1%)	56	2,545 (5.5%)	60	4,749 (5.6%)	61
\$40K - \$50K	411 (4.7%)	56	2,308 (5%)	59	4,205 (4.9%)	58
\$50K - \$75K	1,274 (14.7%)	84	5,407 (11.7%)	67	10,422 (12.2%)	69
\$75K - \$100K	1,229 (14.2%)	114	5,784 (12.6%)	101	10,479 (12.3%)	99
\$100K - \$125K	1,330 (15.4%)	181	5,743 (12.5%)	147	9,727 (11.4%)	134
\$125K - \$150K	1,031 (11.9%)	184	5,653 (12.3%)	189	10,308 (12.1%)	186
>\$150K	2,056 (23.8%)	235	13,587 (29.5%)	292	25,722 (30.1%)	298

Households Income by Ethnicity

Average Income - White	\$138,430.36	135	\$137,921.56	135	\$140,876.22	137
Median Income - White	\$159,503.94	169	\$163,157.63	173	\$171,086.47	181
Average Income - Black	\$93,192.89	125	\$107,229.25	144	\$101,233.58	136
Median Income - Black	\$91,287.22	152	\$98,376.93	164	\$84,908.93	141

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	\$130,234.61 (108)	\$138,215.54 (114)	\$142,355.82 (118)
Median Income - Asian	\$154,490.2 (123)	\$165,984.09 (132)	\$174,147.55 (138)
Average Income - Hispanic	\$123,164.72 (142)	\$128,375.38 (148)	\$119,485.03 (138)
Median Income - Hispanic	\$124,206.78 (165)	\$136,240.77 (181)	\$117,657.83 (157)
Average Income - Other	\$123,672.61 (129)	\$132,374.69 (138)	\$129,395.71 (135)
Median Income - Other	\$125,714.25 (145)	\$143,655.97 (166)	\$138,188.58 (160)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	42.01 (102)	46.39 (113)	45.03 (109)
Median Age	40.95 (101)	46.52 (115)	45.55 (113)
0-4	1,128 (6.3%) (117)	4,733 (4.6%) (85)	9,326 (4.4%) (82)
5-13	1,472 (8.2%) (8)	9,103 (8.8%) (87)	19,453 (9.2%) (91)
14-17	616 (3.4%) (65)	4,155 (4%) (76)	9,819 (4.7%) (88)
18-21	590 (3.3%) (60)	4,090 (4%) (72)	9,919 (4.7%) (85)
22-24	426 (2.4%) (57)	2,997 (2.9%) (69)	7,286 (3.5%) (83)
25-29	843 (4.7%) (8)	4,070 (3.9%) (67)	9,604 (4.6%) (7)
30-34	1,555 (8.7%) (135)	5,717 (5.5%) (86)	10,948 (5.2%) (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				
35-39	1,940	(10.8%)	165	7,254	(7%)	106	13,231	(6.3%)	95
40-44	1,607	(9%)	139	7,204	(7%)	108	13,987	(6.6%)	103
45-49	1,256	(7%)	117	6,400	(6.2%)	103	13,204	(6.3%)	104
50-54	1,114	(6.2%)	105	6,266	(6.1%)	102	13,026	(6.2%)	104
55-59	1,099	(6.1%)	102	6,181	(6%)	99	13,332	(6.3%)	105
60-64	1,013	(5.7%)	89	6,555	(6.3%)	100	13,853	(6.6%)	103
65-69	938	(5.2%)	86	6,628	(6.4%)	105	13,615	(6.5%)	106
70-74	809	(4.5%)	88	6,267	(6.1%)	118	12,189	(5.8%)	113
75-79	660	(3.7%)	92	5,863	(5.7%)	142	10,874	(5.2%)	129
80-84	383	(2.1%)	85	4,514	(4.4%)	173	8,073	(3.8%)	152
85+	451	(2.5%)	121	5,516	(5.3%)	256	9,039	(4.3%)	206

Age - Male

Male Average Age	41.27		103	44.34		111	43.39		108
Male Median Age	40.62		106	43.56		114	42.96		112
0-4	577	(6.7%)	119	2,416	(5%)	88	4,758	(4.7%)	84
5-13	717	(8.3%)	71	4,624	(9.5%)	90	9,844	(9.7%)	92

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	304	(3.5%)	64	2,134	(4.4%)	81	5,023	(5%)	91
18-21	291	(3.4%)	58	2,129	(4.4%)	76	5,115	(5.1%)	88
22-24	209	(2.4%)	55	1,573	(3.2%)	73	3,781	(3.7%)	85
25-29	433	(5%)	8	2,017	(4.1%)	67	4,907	(4.8%)	7
30-34	730	(8.4%)	128	2,758	(5.7%)	86	5,484	(5.4%)	8
35-39	948	(10.9%)	164	3,515	(7.2%)	108	6,479	(6.4%)	96
40-44	814	(9.4%)	145	3,628	(7.4%)	115	7,023	(6.9%)	107
45-49	625	(7.2%)	120	3,114	(6.4%)	106	6,430	(6.4%)	105
50-54	563	(6.5%)	110	3,018	(6.2%)	105	6,293	(6.2%)	105
55-59	516	(6%)	99	2,963	(6.1%)	101	6,463	(6.4%)	106
60-64	497	(5.7%)	92	3,128	(6.4%)	103	6,702	(6.6%)	106
65-69	449	(5.2%)	88	3,014	(6.2%)	105	6,304	(6.2%)	106
70-74	362	(4.2%)	86	2,697	(5.5%)	114	5,384	(5.3%)	110
75-79	319	(3.7%)	101	2,449	(5%)	138	4,684	(4.6%)	127
80-84	158	(1.8%)	83	1,752	(3.6%)	164	3,295	(3.3%)	149
85+	160	(1.8%)	122	1,861	(3.8%)	252	3,222	(3.2%)	210

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	Value	1 Mile	3 Mile	5 Mile
Female Average Age	42.71	101	48.23	114
Female Median Age	41.28	99	48.45	117
0-4	551 (6%)	116	2,317 (4.2%)	8
5-13	755 (8.2%)	84	4,479 (8.2%)	90
14-17	312 (3.4%)	67	2,021 (3.7%)	73
18-21	299 (3.2%)	61	1,961 (3.6%)	68
22-24	217 (2.4%)	59	1,424 (2.6%)	65
25-29	410 (4.4%)	74	2,053 (3.8%)	67
30-34	825 (8.9%)	143	2,959 (5.4%)	86
35-39	992 (10.7%)	166	3,739 (6.8%)	105
40-44	793 (8.6%)	134	3,576 (6.5%)	102
45-49	631 (6.8%)	114	3,286 (6%)	100
50-54	551 (6%)	101	3,248 (5.9%)	100
55-59	583 (6.3%)	104	3,218 (5.9%)	97
60-64	516 (5.6%)	87	3,427 (6.3%)	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				
65-69	489	(5.3%)	83	3,614	(6.6%)	104	7,311	(6.7%)	105
70-74	447	(4.8%)	89	3,570	(6.5%)	121	6,805	(6.2%)	115
75-79	341	(3.7%)	86	3,414	(6.2%)	145	6,190	(5.6%)	131
80-84	225	(2.4%)	86	2,762	(5%)	177	4,778	(4.4%)	153
85+	291	(3.2%)	120	3,655	(6.7%)	255	5,817	(5.3%)	202

Employment by Occupation

Total Employees (16+ Years Old)	10,273			51,923			106,300		
Professional Specialty	3,668	(35.7%)	144	18,226	(35.1%)	142	33,277	(31.3%)	127
Managerial/Executive	2,661	(25.9%)	149	15,879	(30.6%)	176	31,161	(29.3%)	169
Sales	1,314	(12.8%)	137	5,243	(10.1%)	108	10,705	(10.1%)	108
Office Admin	713	(6.9%)	65	3,796	(7.3%)	69	7,547	(7.1%)	67
Food Preparation & Serving	456	(4.4%)	87	1,455	(2.8%)	55	4,049	(3.8%)	75
Production & Transportation	427	(4.2%)	32	2,418	(4.7%)	36	5,349	(5%)	39
Construction	306	(3%)	37	1,309	(2.5%)	32	4,040	(3.8%)	48
Protective	258	(2.5%)	116	1,011	(1.9%)	90	2,005	(1.9%)	87
Personal Care	221	(2.2%)	86	1,217	(2.3%)	94	2,518	(2.4%)	95

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		
Healthcare support	121	(1.2%)	36	698	(1.3%)	41	2,516	(2.4%)	72
Farming, Fishing & Forestry	65	(0.6%)	110	81	(<0.5%)	27	172	(<0.5%)	28
Building Maintenance & Cleaning	63	(0.6%)	18	590	(1.1%)	33	2,961	(2.8%)	8

Employment by Industry

Total Employees (16+ Years Old)	10,273			51,923			106,300		
Educational Services	2,185	(21.3%)	91	11,136	(21.4%)	92	23,644	(22.2%)	95
Professional Services	2,106	(20.5%)	254	11,091	(21.4%)	264	18,863	(17.7%)	220
Financial, Insurance & Real Estate	1,251	(12.2%)	181	6,057	(11.7%)	173	11,845	(11.1%)	165
Wholesale Retail	1,032	(10%)	76	5,530	(10.7%)	8	11,533	(10.8%)	8
Entertainment Services	705	(6.9%)	75	3,100	(6%)	69	7,980	(7.5%)	86
Agriculture/Mining/Construction	638	(6.2%)	73	3,008	(5.8%)	68	6,678	(6.3%)	74
Other Professional Services	546	(5.3%)	113	1,782	(3.4%)	73	4,182	(3.9%)	84
Manufacturing	536	(5.2%)	53	3,083	(5.9%)	60	5,789	(5.4%)	55
Transportation	376	(3.7%)	63	2,218	(4.3%)	73	4,220	(4%)	68
Public Administration	366	(3.6%)	75	2,083	(4%)	84	3,632	(3.4%)	72
Administrative/Waste Services	267	(2.6%)	62	1,350	(2.6%)	62	5,079	(4.8%)	114

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Information	265	(2.6%)	138	1,372	(2.6%)	142	2,677	(2.5%)	35
Management Services				113	(<0.5%)	172	178	(<0.5%)	32

Language Spoken

Speak English at Home	12,042	(71.8%)	93	73,595	(74.5%)	96	144,069	(71.5%)	92
Speak Other Language at Home	3,393	(20.2%)	238	18,128	(18.4%)	216	35,295	(17.5%)	206
Speak Spanish at Home	1,337	(8%)	56	7,057	(7.1%)	50	22,088	(11%)	7

Ancestry

Other	3,178	(17.8%)	130	18,211	(17.6%)	129	36,835	(17.5%)	128
Unclassified	1,889	(10.6%)	72	10,926	(10.6%)	72	21,542	(10.2%)	70
Mexican	1,550	(8.7%)	74	6,850	(6.6%)	59	21,551	(10.2%)	92
German	1,162	(6.5%)	91	6,978	(6.7%)	95	12,596	(6%)	84
Scottish/Irish	1,137	(6.4%)	106	7,169	(6.9%)	116	13,690	(6.5%)	109
Other European (e.g. Greek/Russian)	1,136	(6.3%)	229	5,908	(5.7%)	206	10,424	(4.9%)	178
British	1,115	(6.2%)	120	7,378	(7.1%)	137	13,699	(6.5%)	125
Chinese	593	(3.3%)	258	4,883	(4.7%)	367	9,725	(4.6%)	359
Italian	555	(3.1%)	116	3,644	(3.5%)	132	7,255	(3.4%)	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				
Scandinavian	551	(3.1%)	179	3,354	(3.2%)	189	6,376	(3%)	176
South Central Asian (e.g. Indian)	550	(3.1%)	195	3,130	(3%)	191	5,480	(2.6%)	165
Middle Eastern	510	(2.8%)	511	2,688	(2.6%)	466	4,662	(2.2%)	397
American	358	(2%)	50	2,260	(2.2%)	55	4,327	(2.1%)	51
Central American	340	(1.9%)	107	1,727	(1.7%)	94	5,532	(2.6%)	147
South American	289	(1.6%)	118	1,547	(1.5%)	109	3,340	(1.6%)	116
Other Hispanic	276	(1.5%)	145	932	(0.9%)	85	2,542	(1.2%)	113
Other Asian	272	(1.5%)	429	1,630	(1.6%)	445	2,798	(1.3%)	375
French	223	(1.2%)	117	1,413	(1.4%)	128	2,610	(1.2%)	116
Korean	190	(1.1%)	239	1,140	(1.1%)	248	1,907	(0.9%)	204
South East Asian (e.g. Vietnamese)	178	(1%)	210	876	(0.8%)	179	1,982	(0.9%)	199
Polish	169	(0.9%)	69	1,130	(1.1%)	80	2,061	(1%)	71
Japanese	127	(0.7%)	312	1,181	(1.1%)	502	2,042	(1%)	426
Dutch	99	(0.6%)	105	653	(0.6%)	120	1,224	(0.6%)	111
Puerto Rican	72	(<0.5%)	14	598	(0.6%)	21	1,120	(0.5%)	19
Dominican	48	(<0.5%)	40	88	(<0.5%)	13	89	(<0.5%)	6

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



Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Hawaiian/Pacific Islander	45	(<0.5%)	140	194	(<0.5%)	105	483	(<0.5%)	128
Cuban	33	(<0.5%)	24	109	(<0.5%)	14	407	(<0.5%)	25
Native American (Indian/Eskimo)	30	(<0.5%)	26	134	(<0.5%)	20	330	(<0.5%)	25

Education (Age 25+)

Total Educated Population	13,668			78,435			154,975		
Elementary (0 to 8 Years)	235	(1.7%)	36	940	(1.2%)	25	4,135	(2.7%)	56
Some High School (9 to 11 Years)	321	(2.3%)	40	1,123	(1.4%)	24	4,159	(2.7%)	45
High School Graduate (12 Years)	1,103	(8.1%)	31	6,836	(8.7%)	33	16,133	(10.4%)	40
Some College (13 to 16 Years)	1,873	(13.7%)	71	10,527	(13.4%)	69	21,795	(14.1%)	73
Associates Degree Only	746	(5.5%)	62	4,874	(6.2%)	71	10,805	(7%)	71
Bachelor's Degree Only	4,985	(36.5%)	171	29,362	(37.4%)	175	55,481	(35.8%)	168
Graduate Degree	4,405	(32.2%)	234	24,773	(31.6%)	229	42,467	(27.4%)	199

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 Type

Household Type	1 Mile	3 Mile	5 Mile
Households	8,655	46,021	85,423
One Person Households	3,460 (40%)	15,600 (33.9%)	24,002 (28.1%)
Married Couple	3,116 (36%)	21,667 (47.1%)	44,672 (52.3%)
Male Householder	492 (5.7%)	1,695 (3.7%)	3,493 (4.1%)
Female Householder	634 (7.3%)	2,907 (6.3%)	6,933 (8.1%)
Non Family Households	953 (11%)	4,152 (9%)	6,323 (7.4%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	8,655	46,021	85,423
1 Person Household	3,460 (40%)	15,600 (33.9%)	24,002 (28.1%)
2 Person Household	2,929 (33.8%)	15,740 (34.2%)	29,054 (34%)
3 Person Household	1,077 (12.4%)	6,296 (13.7%)	12,931 (15.1%)
4 Person Household	821 (9.5%)	5,713 (12.4%)	12,443 (14.6%)
5 Person Household	249 (2.9%)	1,831 (4%)	4,548 (5.3%)
6 Person Household	74 (0.9%)	525 (1.1%)	1,492 (1.7%)
7+ Person Household	45 (0.5%)	316 (0.7%)	953 (1.1%)

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	9,365	48,546	89,337
Renter Occupied Housing	5,495	18,006	29,793
Owner Occupied Housing	3,160	28,015	55,630
Vacant Housing	710	2,525	3,914

Housing Rent

Average Rent	\$2,526.13	163	\$2,491.46	161	\$2,489.07	161			
Median Rent	\$2,501.89	177	\$2,494.86	177	\$2,467.57	175			
Total Cash Rents Housing	5,326	17,463	28,795						
<\$300	22	(<0.5%)	15	235	(1.3%)	48	254	(0.9%)	32
\$300-\$500	40	(0.8%)	19	227	(1.3%)	34	281	(1%)	25
\$500-\$750	78	(1.5%)	17	280	(1.6%)	18	390	(1.4%)	16
\$750-\$1000	65	(1.2%)	9	313	(1.8%)	14	520	(1.8%)	14
\$1000-\$1500	322	(6%)	23	1,227	(7%)	27	2,269	(7.9%)	30
\$1500-\$2000	774	(14.5%)	69	2,646	(15.2%)	72	4,852	(16.9%)	8
\$2000-\$2500	1,358	(25.5%)	217	3,843	(22%)	187	6,236	(21.7%)	184

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	1,060	(19.9%)	344	3,211	(18.4%)	318	5,038	(17.5%)	302
\$3000-\$3500	849	(15.9%)	520	2,523	(14.4%)	471	3,941	(13.7%)	447
>\$3500	758	(14.2%)	387	2,958	(16.9%)	460	5,014	(17.4%)	473

Value of Owner-Occupied Housing Units

Average House Value	\$1.21M		225	\$1.36M		253	\$1.4M		262
Median House Value	\$1.09M		279	\$1.17M		298	\$1.19M		304
Owner Occupied Housing	3,160			28,015			55,630		
<\$100K	140	(4.4%)	54	402	(1.4%)	18	1,010	(1.8%)	22
\$100K - \$200K				155	(0.6%)	4	608	(1.1%)	8
\$200K - \$300K	80	(2.5%)	16	325	(1.2%)	7	747	(1.3%)	9
\$300K - \$400K	198	(6.3%)	43	823	(2.9%)	20	1,372	(2.5%)	17
\$400K - \$500K	205	(6.5%)	56	1,429	(5.1%)	44	2,194	(3.9%)	34
\$500K - \$1000K	748	(23.7%)	93	7,136	(25.5%)	100	14,168	(25.5%)	100
>\$1000K	1,789	(56.6%)	488	17,745	(63.3%)	546	35,531	(63.9%)	551

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



Benchmark: Nationwide



Poverty

Households in Poverty	692	(8%)	63	2,841	(6.2%)	49	5,367	(6.3%)	50
Households Above Poverty	7,963	(92%)	105	43,180	(93.8%)	107	80,056	(93.7%)	107
Households in Poverty (Married)	80	(0.9%)	42	359	(0.8%)	36	962	(1.1%)	52
Households in Poverty (Male Householder)	112	(1.3%)	203	246	(0.5%)	84	426	(<0.5%)	7
Households in Poverty (Female Householder)	136	(1.6%)	53	307	(0.7%)	23	731	(0.9%)	29
Households in Poverty (Non-Family)	331	(3.8%)	61	1,782	(3.9%)	62	2,970	(3.5%)	56
Households in Poverty (Non-Family Student)	33	(<0.5%)	61	147	(<0.5%)	51	278	(<0.5%)	52

Wealth per Household

Household Average Wealth	\$258,591.57		107	\$282,172.32		116	\$280,204.86		116
Household Median Wealth	\$84,882.31		104	\$111,916.88		137	\$110,764.23		135
<\$0K	1,533	(17.7%)	102	7,198	(15.6%)	90	13,342	(15.6%)	90
\$0K - \$5K	726	(8.4%)	99	3,206	(7%)	82	5,945	(7%)	82
\$5K - \$10K	395	(4.6%)	101	1,810	(3.9%)	87	3,346	(3.9%)	87
\$10K - \$25K	544	(6.3%)	99	2,665	(5.8%)	91	4,949	(5.8%)	91
\$25K - \$50K	563	(6.5%)	95	2,964	(6.4%)	95	5,552	(6.5%)	95

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	812	(9.4%)	4,493	(9.8%)	8,440	(9.9%)
\$100K - \$250K	1,476	(17.1%)	8,490	(18.4%)	15,851	(18.6%)
\$250K - \$500K	1,156	(13.4%)	6,738	(14.6%)	12,486	(14.6%)
>\$500K	1,450	(16.8%)	8,457	(18.4%)	15,512	(18.2%)

Vehicles per Household

Total Number of Vehicles	12,872		78,151		159,257	
Average Number of Vehicles	1.49		1.7		1.86	
No Vehicles	618	(7.1%)	2,992	(6.5%)	4,258	(5%)
1 Vehicle	4,424	(51.1%)	18,533	(40.3%)	29,531	(34.6%)
2 Vehicles	2,559	(29.6%)	16,693	(36.3%)	32,713	(38.3%)
3 or more Vehicles	1,054	(12.2%)	7,803	(17%)	18,921	(22.1%)

Population Change

Births	171		793		1,668
Deaths	125		1,178		2,139
Migration	-35		824		781

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	2,920	6,959	10,639
Total Employees	25,306	58,692	85,826

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