



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	26,311		174,474		518,439	
Households	9,580		63,023		194,355	
Persons per Household	2.73	107	2.75	108	2.64	104
Household Median Income	\$122,999.99	141	\$135,134.14	155	\$127,993.88	147
Household Median Disposable Income	\$100,543.89	134	\$109,861.16	147	\$104,791.75	140
Household Median Discretionary Income	\$79,377.3	137	\$89,228.78	154	\$83,171.74	144
Average Income Per Person	\$53,887.92	114	\$63,510.78	135	\$67,759.98	144
Median Rent	\$2,067.7	146	\$2,009.37	142	\$1,942.42	138
Median House Value	\$670,867.6	171	\$739,657.38	189	\$767,125.58	196
Households in Poverty	1,024 (10.7%)	85	4,896 (7.8%)	61	16,887 (8.7%)	69
Household Median Wealth	\$90,304.78	110	\$97,307.37	119	\$93,235.93	114
Average Age	39.31	95	40.24	98	40.42	98
Median Age	38.5	95	40.19	100	40.22	100
Households with Children	2,906 (30.3%)	113	19,196 (30.5%)	114	57,899 (29.8%)	111
High School Graduate or Higher	16,453 (89%)	100	108,760 (89.4%)	100	317,874 (87.9%)	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	9,973 (54%)	70,673 (58.1%)	209,925 (58%)
Pop density (per sq mi)	8,263	6,323	6,548
Area (based on blockgroups)	3	28	79

Population

Population 2025 Q4	26,311	174,474	518,439
Population 2025 Q3	26,334	174,883	518,616
Population 2025 Q2	26,357	174,914	517,350
Population 2025 Q1	26,359	174,778	516,119
Population 2024 Q4	26,345	174,262	514,370
Population 2024 Q3	26,322	173,660	511,914
Population 2024 Q2	26,320	173,061	509,931
Population 2024 Q1	26,183	172,535	507,168
Population 2023 Q4	26,095	171,373	504,345
Population 5 Years Forecast	26,141	177,823	535,066
Population 10 Years Forecast	26,570	183,196	554,773
Persons per Household	2.73	2.75	2.64

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



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	1 Mile			3 Mile			5 Mile		
Group Quarters	147	(0.6%)	24	1,095	(0.6%)	27	4,662	(0.9%)	38
Transient Population - Average Last 4 Quarters				325	(<0.5%)	15	4,291	(0.8%)	66

Households

Households 2025 Q4	9,580		63,023		194,355
Households 2025 Q3	9,580		63,176		194,328
Households 2025 Q2	9,587		63,186		193,487
Households 2025 Q1	9,590		63,136		192,938
Households 2024 Q4	9,585		62,905		192,161
Households 2024 Q3	9,575		62,639		191,040
Households 2024 Q2	9,576		62,406		190,224
Households 2024 Q1	9,517		62,196		189,020
Households 2023 Q4	9,484		61,770		187,814
Households 5 Years Forecast	9,522		64,516		202,685
Households 10 Years Forecast	9,680		66,621		211,391

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



Benchmark: Nationwide



Gender

Male	12,721	(48.3%)	99	84,388	(48.4%)	99	249,852	(48.2%)	98
Female	13,590	(51.7%)	101	90,086	(51.6%)	101	268,587	(51.8%)	102

Ethnicity

White	8,673	(33%)	57	71,018	(40.7%)	71	195,947	(37.8%)	66
Hispanic (Ethnic)	7,760	(29.5%)	151	46,118	(26.4%)	35	133,205	(25.7%)	31
Black	5,912	(22.5%)	191	32,682	(18.7%)	159	111,240	(21.5%)	182
Asian	2,677	(10.2%)	176	14,923	(8.6%)	148	50,288	(9.7%)	168
Other	1,289	(4.9%)	94	9,733	(5.6%)	107	27,759	(5.4%)	103

Household by Ethnicity

White	3,443	(35.9%)	58	27,862	(44.2%)	72	80,666	(41.5%)	67
Black	2,277	(23.8%)	217	12,365	(19.6%)	179	40,916	(21.1%)	192
Hispanic (Ethnic)	2,055	(21.5%)	141	11,604	(18.4%)	121	36,073	(18.6%)	122
Other	1,157	(12.1%)	159	6,870	(10.9%)	144	19,938	(10.3%)	35
Asian	648	(6.8%)	146	4,322	(6.9%)	148	16,762	(8.6%)	187

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	\$147,192.54	121	\$174,843.39	144	\$179,510.5	148
Average Income Per Person	\$53,887.92	114	\$63,510.78	135	\$67,759.98	144
Household Median Income	\$122,999.99	141	\$135,134.14	155	\$127,993.88	147
<\$15K	559 (5.8%)	8	2,843 (4.5%)	62	9,580 (4.9%)	68
\$15K - \$25K	253 (2.6%)	45	2,027 (3.2%)	55	6,311 (3.2%)	55
\$25K - \$35K	216 (2.3%)	37	2,022 (3.2%)	52	6,970 (3.6%)	58
\$35K - \$50K	459 (4.8%)	51	3,262 (5.2%)	55	11,841 (6.1%)	65
\$50K - \$75K	1,115 (11.6%)	74	6,965 (11.1%)	74	21,591 (11.1%)	74
\$75K - \$100K	1,187 (12.4%)	98	6,247 (9.9%)	79	20,445 (10.5%)	84
\$100K - \$150K	2,006 (20.9%)	115	11,250 (17.9%)	98	33,732 (17.4%)	96
\$150K - \$175K	906 (9.5%)	150	5,216 (8.3%)	131	15,057 (7.7%)	123
\$175K - \$200K	729 (7.6%)	152	4,137 (6.6%)	132	13,015 (6.7%)	34
\$200K - \$250K	1,204 (12.6%)	156	10,669 (16.9%)	210	31,254 (16.1%)	199
\$250K - \$500K	514 (5.4%)	155	4,574 (7.3%)	210	13,387 (6.9%)	199
>\$500K	432 (4.5%)	156	3,811 (6%)	210	11,172 (5.7%)	199

Disposable Households Income

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



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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$111,897.8		124	\$120,779.42		133	\$117,519.18		130
Household Median Disposable Income	\$100,543.89		134	\$109,861.16		147	\$104,791.75		140
<\$15K	613	(6.4%)	8	3,017	(4.8%)	61	10,268	(5.3%)	67
\$15K - \$25K	286	(3%)	43	2,495	(4%)	58	7,568	(3.9%)	57
\$25K - \$35K	295	(3.1%)	43	2,454	(3.9%)	54	9,006	(4.6%)	65
\$35K - \$50K	692	(7.2%)	64	4,817	(7.6%)	68	15,687	(8.1%)	72
\$50K - \$75K	1,422	(14.8%)	88	8,038	(12.8%)	76	25,687	(13.2%)	74
\$75K - \$100K	1,455	(15.2%)	106	7,891	(12.5%)	87	25,030	(12.9%)	90
\$100K - \$150K	2,501	(26.1%)	138	14,138	(22.4%)	119	40,865	(21%)	111
\$150K - \$175K	688	(7.2%)	140	5,743	(9.1%)	178	17,752	(9.1%)	178
\$175K - \$200K	444	(4.6%)	135	3,911	(6.2%)	181	11,627	(6%)	175
\$200K - \$250K	476	(5%)	150	4,231	(6.7%)	202	12,409	(6.4%)	193
\$250K - \$500K	651	(6.8%)	150	5,782	(9.2%)	202	16,961	(8.7%)	192
>\$500K	57	(0.6%)	150	506	(0.8%)	202	1,495	(0.8%)	194

Discretionary Households Income

Household Average Discretionary Income	\$86,902.75		127	\$94,831.53		138	\$91,339.63		133
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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 Median Discretionary Income	\$79,377.3	137	\$89,228.78	154	\$83,171.74	144
<\$10K	450 (4.7%)	61	2,582 (4.1%)	53	9,162 (4.7%)	61
\$10K - \$20K	423 (4.4%)	48	3,164 (5%)	55	10,778 (5.5%)	61
\$20K - \$30K	539 (5.6%)	60	3,162 (5%)	53	12,313 (6.3%)	67
\$30K - \$40K	601 (6.3%)	69	3,950 (6.3%)	69	13,388 (6.9%)	75
\$40K - \$50K	679 (7.1%)	84	4,357 (6.9%)	82	13,178 (6.8%)	80
\$50K - \$75K	1,753 (18.3%)	104	9,479 (15%)	86	29,680 (15.3%)	87
\$75K - \$100K	1,432 (14.9%)	120	7,870 (12.5%)	100	23,992 (12.3%)	99
\$100K - \$125K	1,194 (12.5%)	147	7,419 (11.8%)	139	20,055 (10.3%)	121
\$125K - \$150K	958 (10%)	154	6,594 (10.5%)	161	19,671 (10.1%)	156
>\$150K	1,551 (16.2%)	160	14,446 (22.9%)	227	42,138 (21.7%)	214

Households Income by Ethnicity

Average Income - White	\$137,009.93	134	\$145,397.02	142	\$143,473.88	140
Median Income - White	\$159,764.91	169	\$179,611.37	190	\$175,216.46	185
Average Income - Black	\$103,729.53	139	\$100,302.03	135	\$99,341.05	134
Median Income - Black	\$102,807.09	171	\$91,534.1	152	\$89,754.56	149

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Audience Profile

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$131,953.25 (109)	\$128,496.98 (106)	\$124,640.13 (103)
Median Income - Asian	\$137,120.72 (109)	\$138,776.33 (110)	\$129,076.11 (102)
Average Income - Hispanic	\$112,884.73 (130)	\$113,493.26 (131)	\$107,904.63 (124)
Median Income - Hispanic	\$107,456.48 (143)	\$111,463.36 (148)	\$102,703.32 (137)
Average Income - Other	\$113,724.32 (119)	\$119,997.57 (125)	\$119,396.23 (125)
Median Income - Other	\$106,249.75 (123)	\$117,847.84 (136)	\$119,147.92 (138)

Age

	1 Mile	3 Mile	5 Mile
Average Age	39.31 (95)	40.24 (98)	40.42 (98)
Median Age	38.5 (95)	40.19 (100)	40.22 (100)
0-4	1,662 (6.3%) (118)	10,163 (5.8%) (108)	30,075 (5.8%) (108)
5-13	2,974 (11.3%) (111)	19,223 (11%) (109)	56,520 (10.9%) (107)
14-17	1,204 (4.6%) (87)	8,746 (5%) (95)	26,178 (5%) (96)
18-21	1,149 (4.4%) (77)	8,527 (4.9%) (89)	25,481 (4.9%) (89)
22-24	839 (3.2%) (76)	6,180 (3.5%) (85)	18,500 (3.6%) (85)
25-29	1,439 (5.5%) (93)	9,812 (5.6%) (96)	28,902 (5.6%) (95)
30-34	1,913 (7.3%) (113)	11,117 (6.4%) (99)	33,297 (6.4%) (100)

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Audience Profile

Jan 1 - Dec 31, 2025

URBAN EDGE

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
35-39	2,257	(8.6%)	12,830	(7.4%)	38,062	(7.3%)
40-44	2,208	(8.4%)	13,307	(7.6%)	39,310	(7.6%)
45-49	1,848	(7%)	11,980	(6.9%)	35,887	(6.9%)
50-54	1,675	(6.4%)	11,078	(6.3%)	32,785	(6.3%)
55-59	1,627	(6.2%)	10,763	(6.2%)	30,839	(5.9%)
60-64	1,544	(5.9%)	10,485	(6%)	30,155	(5.8%)
65-69	1,360	(5.2%)	9,731	(5.6%)	28,142	(5.4%)
70-74	1,086	(4.1%)	8,155	(4.7%)	24,115	(4.7%)
75-79	806	(3.1%)	5,987	(3.4%)	18,445	(3.6%)
80-84	429	(1.6%)	3,502	(2%)	11,434	(2.2%)
85+	291	(1.1%)	2,888	(1.7%)	10,312	(2%)

Age - Male

Male Average Age	38.15		39.01		38.99	
Male Median Age	37.56		38.15		37.98	
0-4	852	(6.7%)	5,212	(6.2%)	15,409	(6.2%)
5-13	1,522	(12%)	9,862	(11.7%)	28,951	(11.6%)

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	598	(4.7%)	86	4,488	(5.3%)	97	13,429	(5.4%)	98
18-21	590	(4.6%)	8	4,362	(5.2%)	90	13,203	(5.3%)	92
22-24	443	(3.5%)	7	3,144	(3.7%)	85	9,660	(3.9%)	88
25-29	726	(5.7%)	93	4,909	(5.8%)	95	14,596	(5.8%)	95
30-34	924	(7.3%)	110	5,347	(6.3%)	96	16,017	(6.4%)	97
35-39	1,104	(8.7%)	130	6,177	(7.3%)	109	18,349	(7.3%)	110
40-44	1,071	(8.4%)	130	6,576	(7.8%)	120	19,053	(7.6%)	117
45-49	869	(6.8%)	113	5,769	(6.8%)	113	17,186	(6.9%)	114
50-54	769	(6%)	102	5,309	(6.3%)	106	15,813	(6.3%)	107
55-59	791	(6.2%)	103	5,095	(6%)	100	14,598	(5.8%)	97
60-64	721	(5.7%)	91	4,914	(5.8%)	93	14,126	(5.7%)	91
65-69	651	(5.1%)	87	4,483	(5.3%)	90	12,915	(5.2%)	88
70-74	476	(3.7%)	7	3,669	(4.3%)	90	10,592	(4.2%)	88
75-79	346	(2.7%)	75	2,590	(3.1%)	84	7,846	(3.1%)	86
80-84	166	(1.3%)	60	1,455	(1.7%)	7	4,609	(1.8%)	84
85+	102	(0.8%)	53	1,027	(1.2%)	8	3,500	(1.4%)	93

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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	40.39	41.39	41.76
Female Median Age	40.41	41.16	41.36
0-4	810 (6%)	4,951 (5.5%)	14,666 (5.5%)
5-13	1,452 (10.7%)	9,361 (10.4%)	27,569 (10.3%)
14-17	606 (4.5%)	4,258 (4.7%)	12,749 (4.7%)
18-21	559 (4.1%)	4,165 (4.6%)	12,278 (4.6%)
22-24	396 (2.9%)	3,036 (3.4%)	8,840 (3.3%)
25-29	713 (5.2%)	4,903 (5.4%)	14,306 (5.3%)
30-34	989 (7.3%)	5,770 (6.4%)	17,280 (6.4%)
35-39	1,153 (8.5%)	6,653 (7.4%)	19,713 (7.3%)
40-44	1,137 (8.4%)	6,731 (7.5%)	20,257 (7.5%)
45-49	979 (7.2%)	6,211 (6.9%)	18,701 (7%)
50-54	906 (6.7%)	5,769 (6.4%)	16,972 (6.3%)
55-59	836 (6.2%)	5,668 (6.3%)	16,241 (6%)
60-64	823 (6.1%)	5,571 (6.2%)	16,029 (6%)

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65-69	709	(5.2%)	5,248	(5.8%)	15,227	(5.7%)
70-74	610	(4.5%)	4,486	(5%)	13,523	(5%)
75-79	460	(3.4%)	3,397	(3.8%)	10,599	(3.9%)
80-84	263	(1.9%)	2,047	(2.3%)	6,825	(2.5%)
85+	189	(1.4%)	1,861	(2.1%)	6,812	(2.5%)

Employment by Occupation

Total Employees (16+ Years Old)	14,626		98,469		288,227	
Professional Specialty	5,510	(37.7%)	36,476	(37%)	105,795	(36.7%)
Managerial/Executive	2,975	(20.3%)	21,671	(22%)	62,586	(21.7%)
Building Maintenance & Cleaning	1,127	(7.7%)	4,744	(4.8%)	12,719	(4.4%)
Office Admin	1,116	(7.6%)	7,197	(7.3%)	18,785	(6.5%)
Construction	873	(6%)	6,423	(6.5%)	23,543	(8.2%)
Sales	861	(5.9%)	6,531	(6.6%)	18,050	(6.3%)
Production & Transportation	838	(5.7%)	5,231	(5.3%)	15,828	(5.5%)
Food Preparation & Serving	487	(3.3%)	3,986	(4%)	11,458	(4%)
Personal Care	398	(2.7%)	3,073	(3.1%)	8,163	(2.8%)

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Healthcare support	280	(1.9%)	58	1,822	(1.9%)	56	7,126	(2.5%)	74
Protective	158	(1.1%)	50	1,235	(1.3%)	58	3,926	(1.4%)	63
Farming, Fishing & Forestry	3	(<0.5%)	4	80	(<0.5%)	14	248	(<0.5%)	15

Employment by Industry

Total Employees (16+ Years Old)	14,626			98,469			288,227		
Educational Services	3,000	(20.5%)	88	20,947	(21.3%)	91	61,735	(21.4%)	92
Professional Services	2,388	(16.3%)	202	17,052	(17.3%)	214	50,833	(17.6%)	218
Public Administration	1,949	(13.3%)	279	11,390	(11.6%)	242	32,433	(11.3%)	236
Wholesale Retail	1,188	(8.1%)	62	7,489	(7.6%)	58	21,622	(7.5%)	57
Administrative/Waste Services	1,154	(7.9%)	189	5,038	(5.1%)	122	14,040	(4.9%)	116
Agriculture/Mining/Construction	1,132	(7.7%)	91	6,593	(6.7%)	74	24,265	(8.4%)	99
Entertainment Services	1,089	(7.4%)	86	8,371	(8.5%)	98	23,264	(8.1%)	93
Other Professional Services	829	(5.7%)	121	8,331	(8.5%)	180	22,274	(7.7%)	164
Financial, Insurance & Real Estate	682	(4.7%)	69	5,308	(5.4%)	84	15,622	(5.4%)	84
Information	446	(3%)	163	2,496	(2.5%)	136	6,399	(2.2%)	119
Manufacturing	404	(2.8%)	28	2,204	(2.2%)	23	6,344	(2.2%)	22

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Transportation	342	(2.3%)	40	3,128	(3.2%)	54	9,065	(3.1%)	54
Management Services	23	(<0.5%)	124	122	(<0.5%)	98	331	(<0.5%)	91

Language Spoken

Speak English at Home	13,345	(54.1%)	70	96,389	(58.7%)	76	272,656	(55.8%)	72
Speak Spanish at Home	5,754	(23.3%)	165	37,089	(22.6%)	159	111,845	(22.9%)	162
Speak Other Language at Home	5,550	(22.5%)	265	30,833	(18.8%)	221	103,863	(21.3%)	251

Ancestry

Other	4,645	(17.7%)	129	29,022	(16.6%)	122	80,914	(15.6%)	114
Central American	4,347	(16.5%)	927	25,107	(14.4%)	807	78,324	(15.1%)	847
Unclassified	1,538	(5.8%)	40	12,552	(7.2%)	49	34,108	(6.6%)	45
South American	1,309	(5%)	364	8,614	(4.9%)	361	21,722	(4.2%)	307
Mexican	841	(3.2%)	29	3,778	(2.2%)	19	10,276	(2%)	18
Scottish/Irish	782	(3%)	50	7,850	(4.5%)	75	20,492	(4%)	66
Chinese	747	(2.8%)	221	3,063	(1.8%)	136	9,985	(1.9%)	150
German	667	(2.5%)	36	5,893	(3.4%)	48	15,165	(2.9%)	41
South Central Asian (e.g. Indian)	659	(2.5%)	159	3,638	(2.1%)	132	13,074	(2.5%)	160

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Audience Profile

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	● 1 Mile		● 3 Mile		● 5 Mile				
Other European (e.g. Greek/Russian)	608	(2.3%)	83	7,040	(4%)	145	21,882	(4.2%)	152
Other Hispanic	603	(2.3%)	215	4,677	(2.7%)	252	11,909	(2.3%)	216
British	565	(2.1%)	41	5,778	(3.3%)	64	15,255	(2.9%)	56
Puerto Rican	466	(1.8%)	63	2,129	(1.2%)	43	4,967	(1%)	34
South East Asian (e.g. Vietnamese)	400	(1.5%)	322	2,177	(1.2%)	264	5,390	(1%)	220
Italian	281	(1.1%)	40	2,730	(1.6%)	59	7,040	(1.4%)	51
American	189	(0.7%)	18	2,266	(1.3%)	33	6,408	(1.2%)	31
Polish	164	(0.6%)	46	1,817	(1%)	76	4,822	(0.9%)	68
Korean	151	(0.6%)	129	1,101	(0.6%)	142	5,609	(1.1%)	244
Scandinavian	144	(0.5%)	32	1,531	(0.9%)	51	3,846	(0.7%)	43
Middle Eastern	123	(<0.5%)	84	1,382	(0.8%)	142	5,623	(1.1%)	195
French	108	(<0.5%)	39	1,086	(0.6%)	59	3,171	(0.6%)	58
Cuban	103	(<0.5%)	52	671	(<0.5%)	51	1,735	(<0.5%)	44
Dominican	91	(<0.5%)	52	1,142	(0.7%)	98	4,272	(0.8%)	123
Other Asian	72	(<0.5%)	7	731	(<0.5%)	118	2,774	(0.5%)	151
Japanese	41	(<0.5%)	69	327	(<0.5%)	8	2,206	(<0.5%)	187

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Native American (Indian/Eskimo)	28	(<0.5%)	17	194	(<0.5%)	18	652	(<0.5%)	20
Dutch	24	(<0.5%)	17	367	(<0.5%)	40	1,147	(<0.5%)	42
Hawaiian/Pacific Islander	10	(<0.5%)	21	66	(<0.5%)	21	200	(<0.5%)	22

Education (Age 25+)

Total Educated Population	18,483			121,635			361,685		
Elementary (0 to 8 Years)	1,183	(6.4%)	134	8,131	(6.7%)	140	28,806	(8%)	167
Some High School (9 to 11 Years)	847	(4.6%)	74	4,744	(3.9%)	66	15,005	(4.1%)	70
High School Graduate (12 Years)	2,502	(13.5%)	52	16,891	(13.9%)	53	50,513	(14%)	54
Some College (13 to 16 Years)	3,231	(17.5%)	90	15,102	(12.4%)	64	39,246	(10.9%)	56
Associates Degree Only	747	(4%)	46	6,094	(5%)	57	18,190	(5%)	57
Bachelor's Degree Only	4,793	(25.9%)	122	31,233	(25.7%)	120	88,830	(24.6%)	115
Graduate Degree	5,180	(28%)	204	39,440	(32.4%)	236	121,095	(33.5%)	243

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	9,580	63,023	194,355
One Person Households	2,843 (29.7%) 108	16,818 (26.7%) 97	56,966 (29.3%) 107
Married Couple	4,196 (43.8%) 91	30,982 (49.2%) 103	89,485 (46%) 96
Male Householder	461 (4.8%) 95	2,955 (4.7%) 92	10,065 (5.2%) 102
Female Householder	1,310 (13.7%) 110	7,116 (11.3%) 91	22,641 (11.6%) 94
Non Family Households	770 (8%) 113	5,152 (8.2%) 115	15,198 (7.8%) 110

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	9,580	63,023	194,355
1 Person Household	2,843 (29.7%) 108	16,818 (26.7%) 97	56,966 (29.3%) 107
2 Person Household	2,664 (27.8%) 85	18,145 (28.8%) 87	55,168 (28.4%) 86
3 Person Household	1,513 (15.8%) 101	10,331 (16.4%) 105	30,199 (15.5%) 99
4 Person Household	1,323 (13.8%) 105	9,469 (15%) 115	27,865 (14.3%) 109
5 Person Household	669 (7%) 110	4,429 (7%) 111	13,259 (6.8%) 108
6 Person Household	296 (3.1%) 113	2,026 (3.2%) 118	5,974 (3.1%) 112
7+ Person Household	272 (2.8%) 156	1,805 (2.9%) 157	4,924 (2.5%) 139

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	9,981	65,762	204,227
Owner Occupied Housing	5,793	39,406	110,489
Renter Occupied Housing	3,787	23,617	83,866
Vacant Housing	401	2,739	9,872

Housing Rent

Average Rent	\$2,035	\$2,083.44	\$2,047.73
Median Rent	\$2,067.7	\$2,009.37	\$1,942.42
Total Cash Rents Housing	3,688	22,925	81,849
<\$300	168 (4.6%)	461 (2%)	1,095 (1.3%)
\$300-\$500	125 (3.4%)	318 (1.4%)	832 (1%)
\$500-\$750	82 (2.2%)	337 (1.5%)	1,198 (1.5%)
\$750-\$1000	55 (1.5%)	373 (1.6%)	2,322 (2.8%)
\$1000-\$1500	377 (10.2%)	2,861 (12.5%)	13,085 (16%)
\$1500-\$2000	923 (25%)	7,009 (30.6%)	25,307 (30.9%)
\$2000-\$2500	842 (22.8%)	5,522 (24.1%)	18,103 (22.1%)

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	716	(19.4%)	336	3,145	(13.7%)	237	9,430	(11.5%)	199
\$3000-\$3500	239	(6.5%)	211	1,514	(6.6%)	215	4,539	(5.5%)	181
>\$3500	161	(4.4%)	119	1,385	(6%)	164	5,938	(7.3%)	197

Value of Owner-Occupied Housing Units

Average House Value	\$676,469.18	126	\$804,593.23	150	\$889,403.04	166			
Median House Value	\$670,867.6	171	\$739,657.38	189	\$767,125.58	196			
Owner Occupied Housing	5,793		39,406		110,489				
<\$100K	39	(0.7%)	8	390	(1%)	12	1,662	(1.5%)	18
\$100K - \$200K	83	(1.4%)	11	423	(1.1%)	8	2,003	(1.8%)	14
\$200K - \$300K	226	(3.9%)	25	1,203	(3.1%)	20	4,047	(3.7%)	23
\$300K - \$400K	376	(6.5%)	45	2,027	(5.1%)	35	6,543	(5.9%)	41
\$400K - \$500K	593	(10.2%)	88	2,985	(7.6%)	65	8,428	(7.6%)	66
\$500K - \$1000K	3,961	(68.4%)	267	23,828	(60.5%)	236	55,549	(50.3%)	197
>\$1000K	515	(8.9%)	7	8,550	(21.7%)	187	32,257	(29.2%)	252

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



Benchmark: Nationwide



Poverty

Households in Poverty	1,024	(10.7%)	85	4,896	(7.8%)	61	16,887	(8.7%)	69
Households Above Poverty	8,556	(89.3%)	102	58,127	(92.2%)	106	177,468	(91.3%)	105
Households in Poverty (Married)	110	(1.1%)	53	846	(1.3%)	62	2,939	(1.5%)	69
Households in Poverty (Male Householder)	18	(<0.5%)	30	243	(<0.5%)	61	670	(<0.5%)	54
Households in Poverty (Female Householder)	214	(2.2%)	76	1,095	(1.7%)	59	4,023	(2.1%)	70
Households in Poverty (Non-Family)	638	(6.7%)	106	2,547	(4%)	65	8,639	(4.4%)	71
Households in Poverty (Non-Family Student)	44	(<0.5%)	74	165	(<0.5%)	42	616	(<0.5%)	51

Wealth per Household

Household Average Wealth	\$259,824.37	107	\$269,337.07	111	\$264,713.68	109			
Household Median Wealth	\$90,304.78	110	\$97,307.37	119	\$93,235.93	114			
<\$0K	1,630	(17%)	98	10,384	(16.5%)	95	32,691	(16.8%)	97
\$0K - \$5K	758	(7.9%)	93	4,760	(7.6%)	89	15,299	(7.9%)	93
\$5K - \$10K	414	(4.3%)	95	2,612	(4.1%)	92	8,300	(4.3%)	94
\$10K - \$25K	586	(6.1%)	97	3,763	(6%)	94	11,761	(6.1%)	96
\$25K - \$50K	637	(6.6%)	98	4,131	(6.6%)	96	12,719	(6.5%)	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		
\$50K - \$100K	949	(9.9%)	97	6,195	(9.8%)	96	18,974	(9.8%)	95
\$100K - \$250K	1,711	(17.9%)	99	11,396	(18.1%)	100	34,707	(17.9%)	99
\$250K - \$500K	1,305	(13.6%)	103	8,830	(14%)	106	26,777	(13.8%)	104
>\$500K	1,590	(16.6%)	111	10,952	(17.4%)	116	33,127	(17%)	114

Vehicles per Household

Total Number of Vehicles	14,858			105,558			303,340		
Average Number of Vehicles	1.55		85	1.67		92	1.56		85
No Vehicles	1,316	(13.7%)	166	6,395	(10.1%)	123	22,803	(11.7%)	142
1 Vehicle	3,600	(37.6%)	115	23,193	(36.8%)	112	78,600	(40.4%)	123
2 Vehicles	3,292	(34.4%)	93	22,637	(35.9%)	97	64,957	(33.4%)	91
3 or more Vehicles	1,372	(14.3%)	65	10,798	(17.1%)	74	27,995	(14.4%)	65

Population Change

Births	268			1,746			5,119		
Deaths	181			1,380			4,344		
Migration	-101			-58			3,564		

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	947	5,525	17,705
Total Employees	7,446	56,592	224,448

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