



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	19,321		145,649		333,022	
Households	6,901		50,266		116,479	
Persons per Household	2.78	109	2.88	113	2.83	111
Household Median Income	\$93,188.61	107	\$95,998.08	110	\$115,237.03	132
Household Median Disposable Income	\$77,876.47	104	\$79,870.82	107	\$94,644.83	126
Household Median Discretionary Income	\$52,773.22	91	\$56,384.62	97	\$71,038	123
Average Income Per Person	\$43,950.49	93	\$42,443.36	90	\$50,873.44	108
Median Rent	\$1,900.96	35	\$1,814.07	129	\$1,869.82	132
Median House Value	\$526,970.67	35	\$544,895.68	139	\$650,289.69	166
Households in Poverty	593 (8.6%)	68	6,410 (12.8%)	101	10,829 (9.3%)	74
Household Median Wealth	\$74,503.06	91	\$71,486.03	87	\$86,218.23	105
Average Age	40.77	99	39.98	97	41	100
Median Age	40.66	101	38.87	96	40.92	101
Households with Children	2,094 (30.3%)	113	16,119 (32.1%)	120	37,714 (32.4%)	121
High School Graduate or Higher	12,001 (87.6%)	98	83,425 (82.3%)	92	204,975 (87%)	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
Bachelor's Degree or Higher	3,702 (27%)	30,958 (30.5%)	91,495 (38.9%)
Pop density (per sq mi)	6,561	5,529	4,928
Area (based on blockgroups)	3	26	68

## Population

Population 2025 Q4	19,321	145,649	333,022
Population 2025 Q3	19,314	145,488	332,347
Population 2025 Q2	19,335	145,327	331,916
Population 2025 Q1	19,287	144,910	331,186
Population 2024 Q4	19,365	144,739	330,601
Population 2024 Q3	19,193	144,228	329,733
Population 2024 Q2	19,147	143,985	329,164
Population 2024 Q1	19,079	143,577	328,293
Population 2023 Q4	19,098	143,974	328,155
Population 5 Years Forecast	19,936	150,142	340,575
Population 10 Years Forecast	20,503	154,375	348,497
Persons per Household	2.78	2.88	2.83

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	107	(0.6%)		920	(0.6%)		3,228	(1%)	
Transient Population - Average Last 4 Quarters	176	(0.9%)		1,492	(1%)		2,016	(0.6%)	

## Households

Households 2025 Q4	6,901		50,266		116,479
Households 2025 Q3	6,895		50,181		116,157
Households 2025 Q2	6,900		50,166		116,057
Households 2025 Q1	6,883		50,022		115,792
Households 2024 Q4	6,913		49,966		115,592
Households 2024 Q3	6,850		49,784		115,285
Households 2024 Q2	6,834		49,698		115,066
Households 2024 Q1	6,810		49,560		114,765
Households 2023 Q4	6,816		49,678		114,682
Households 5 Years Forecast	7,144		51,913		119,278
Households 10 Years Forecast	7,358		53,436		122,152

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Gender

Male	9,441	(48.9%)		71,042	(48.8%)		163,324	(49%)	
Female	9,880	(51.1%)		74,607	(51.2%)		169,698	(51%)	

## Ethnicity

Hispanic (Ethnic)	8,980	(46.5%)		67,723	(46.5%)		97,568	(29.3%)	
White	5,734	(29.7%)		38,175	(26.2%)		128,542	(38.6%)	
Asian	2,342	(12.1%)		23,779	(16.3%)		68,513	(20.6%)	
Black	1,739	(9%)		11,989	(8.2%)		28,081	(8.4%)	
Other	526	(2.7%)		3,983	(2.7%)		10,318	(3.1%)	

## Household by Ethnicity

Hispanic (Ethnic)	3,253	(47.1%)		21,217	(42.2%)		31,073	(26.7%)	
White	2,000	(29%)		14,383	(28.6%)		48,748	(41.9%)	
Black	580	(8.4%)		4,296	(8.5%)		9,817	(8.4%)	
Asian	547	(7.9%)		6,867	(13.7%)		18,935	(16.3%)	
Other	521	(7.5%)		3,503	(7%)		7,906	(6.8%)	

## 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	\$122,539.19	101	\$122,545.36	101	\$144,857.41	119
Average Income Per Person	\$43,950.49	93	\$42,443.36	90	\$50,873.44	108
Household Median Income	\$93,188.61	107	\$95,998.08	110	\$115,237.03	132
<\$15K	365 (5.3%)	75	3,308 (6.6%)	91	6,071 (5.2%)	72
\$15K - \$25K	270 (3.9%)	67	2,996 (6%)	101	4,966 (4.3%)	73
\$25K - \$35K	631 (9.1%)	149	2,914 (5.8%)	95	5,099 (4.4%)	71
\$35K - \$50K	537 (7.8%)	83	3,795 (7.5%)	8	7,533 (6.5%)	69
\$50K - \$75K	919 (13.3%)	89	6,645 (13.2%)	88	13,664 (11.7%)	74
\$75K - \$100K	998 (14.5%)	115	6,405 (12.7%)	101	13,526 (11.6%)	92
\$100K - \$150K	1,151 (16.7%)	92	9,241 (18.4%)	101	21,977 (18.9%)	104
\$150K - \$175K	536 (7.8%)	123	3,533 (7%)	112	9,652 (8.3%)	131
\$175K - \$200K	491 (7.1%)	143	3,140 (6.2%)	125	8,358 (7.2%)	144
\$200K - \$250K	562 (8.1%)	101	4,643 (9.2%)	115	14,354 (12.3%)	153
\$250K - \$500K	240 (3.5%)	101	1,993 (4%)	115	6,160 (5.3%)	153
>\$500K	201 (2.9%)	101	1,653 (3.3%)	114	5,119 (4.4%)	152

## 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	\$92,980.15	103	\$95,053.63	105	\$107,589.81	119
Household Median Disposable Income	\$77,876.47	104	\$79,870.82	107	\$94,644.83	126
<\$15K	407 (5.9%)	75	3,650 (7.3%)	92	6,636 (5.7%)	72
\$15K - \$25K	419 (6.1%)	88	3,764 (7.5%)	109	6,141 (5.3%)	71
\$25K - \$35K	664 (9.6%)	135	2,962 (5.9%)	82	5,641 (4.8%)	68
\$35K - \$50K	581 (8.4%)	75	4,676 (9.3%)	83	9,531 (8.2%)	73
\$50K - \$75K	1,204 (17.4%)	104	8,219 (16.4%)	97	17,133 (14.7%)	87
\$75K - \$100K	1,104 (16%)	112	7,532 (15%)	105	16,655 (14.3%)	100
\$100K - \$150K	1,368 (19.8%)	105	10,196 (20.3%)	108	26,651 (22.9%)	121
\$150K - \$175K	394 (5.7%)	111	3,006 (6%)	117	8,872 (7.6%)	149
\$175K - \$200K	205 (3%)	87	1,693 (3.4%)	98	5,125 (4.4%)	128
\$200K - \$250K	223 (3.2%)	97	1,836 (3.7%)	110	5,671 (4.9%)	147
\$250K - \$500K	304 (4.4%)	97	2,510 (5%)	110	7,749 (6.7%)	147
>\$500K	28 (<0.5%)	102	222 (<0.5%)	111	674 (0.6%)	146

### Discretionary Households Income

Household Average Discretionary Income	\$65,096.08	95	\$66,197.47	97	\$79,494.75	116
--	-------------	----	-------------	----	-------------	-----

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	\$52,773.22	91	\$56,384.62	97	\$71,038	123
<\$10K	382 (5.5%)	71	4,100 (8.2%)	105	6,765 (5.8%)	75
\$10K - \$20K	658 (9.5%)	104	5,259 (10.5%)	114	8,141 (7%)	76
\$20K - \$30K	834 (12.1%)	128	4,725 (9.4%)	100	8,725 (7.5%)	77
\$30K - \$40K	611 (8.9%)	97	4,433 (8.8%)	96	8,418 (7.2%)	78
\$40K - \$50K	773 (11.2%)	133	4,105 (8.2%)	97	8,883 (7.6%)	90
\$50K - \$75K	1,219 (17.7%)	101	9,237 (18.4%)	105	20,221 (17.4%)	99
\$75K - \$100K	997 (14.4%)	116	6,493 (12.9%)	104	15,956 (13.7%)	110
\$100K - \$125K	586 (8.5%)	100	4,706 (9.4%)	110	13,435 (11.5%)	136
\$125K - \$150K	339 (4.9%)	76	3,464 (6.9%)	106	11,550 (9.9%)	153
>\$150K	502 (7.3%)	72	3,744 (7.4%)	74	14,385 (12.3%)	122

## Households Income by Ethnicity

Average Income - White	\$105,241.71	103	\$110,448.88	108	\$120,366.13	117
Median Income - White	\$93,897.55	99	\$105,292.24	111	\$124,843.86	132
Average Income - Black	\$90,094.77	121	\$101,535.65	136	\$104,288.56	140
Median Income - Black	\$82,142.57	137	\$94,165.9	157	\$98,343.38	163


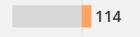
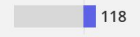


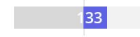


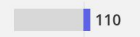





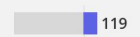



Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



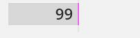






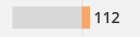

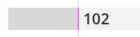





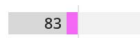



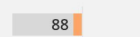






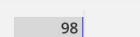
# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$127,384.7  105	\$137,977.96  114	\$143,184.27  118
Median Income - Asian	\$137,283.99  109	\$152,845.02  121	\$167,759.39  33
Average Income - Hispanic	\$97,354.35  112	\$87,887.13  101	\$95,454.02  110
Median Income - Hispanic	\$88,686.16  118	\$78,484.63  104	\$88,361.53  118
Average Income - Other	\$105,209.69  110	\$103,777.07  108	\$113,917.47  119
Median Income - Other	\$93,485.18  108	\$96,903.66  112	\$111,953.88  129

## Age

Average Age	40.77  99	39.98  97	41  100
Median Age	40.66  101	38.87  96	40.92  101
0-4	1,160 (6%)  112	8,756 (6%)  112	18,898 (5.7%)  106
5-13	2,003 (10.4%)  102	15,718 (10.8%)  106	33,595 (10.1%)  99
14-17	890 (4.6%)  87	7,257 (5%)  95	16,286 (4.9%)  93
18-21	887 (4.6%)  83	7,213 (5%)  90	16,471 (4.9%)  90
22-24	675 (3.5%)  83	5,356 (3.7%)  88	12,298 (3.7%)  88
25-29	1,109 (5.7%)  98	8,884 (6.1%)  104	19,867 (6%)  101
30-34	1,294 (6.7%)  104	9,543 (6.6%)  102	20,986 (6.3%)  98

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	1,415	(7.3%)	111	10,441	(7.2%)	109	22,715	(6.8%)	104
40-44	1,387	(7.2%)	111	10,675	(7.3%)	114	23,388	(7%)	109
45-49	1,308	(6.8%)	113	9,845	(6.8%)	112	22,419	(6.7%)	112
50-54	1,213	(6.3%)	106	9,183	(6.3%)	106	21,606	(6.5%)	110
55-59	1,246	(6.4%)	107	9,139	(6.3%)	104	22,033	(6.6%)	109
60-64	1,306	(6.8%)	106	9,130	(6.3%)	99	22,042	(6.6%)	104
65-69	1,213	(6.3%)	103	8,437	(5.8%)	95	20,502	(6.2%)	101
70-74	880	(4.6%)	89	6,480	(4.4%)	87	15,950	(4.8%)	93
75-79	630	(3.3%)	80	4,541	(3.1%)	74	11,123	(3.3%)	84
80-84	382	(2%)	74	2,674	(1.8%)	73	6,870	(2.1%)	80
85+	323	(1.7%)	80	2,377	(1.6%)	74	5,973	(1.8%)	86

## Age - Male

Male Average Age	39.7		99	38.91		97	39.87		100
Male Median Age	38.86		102	37.92		99	38.84		102
0-4	596	(6.3%)	112	4,501	(6.3%)	113	9,718	(6%)	106
5-13	1,002	(10.6%)	100	7,963	(11.2%)	106	17,163	(10.5%)	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		
14-17	467	(4.9%)	90	3,675	(5.2%)	94	8,331	(5.1%)	93
18-21	456	(4.8%)	84	3,720	(5.2%)	91	8,544	(5.2%)	91
22-24	337	(3.6%)	8	2,791	(3.9%)	89	6,434	(3.9%)	89
25-29	591	(6.3%)	102	4,568	(6.4%)	105	10,409	(6.4%)	104
30-34	624	(6.6%)	100	4,622	(6.5%)	99	10,442	(6.4%)	97
35-39	671	(7.1%)	106	5,042	(7.1%)	106	11,062	(6.8%)	101
40-44	703	(7.4%)	115	5,271	(7.4%)	114	11,437	(7%)	108
45-49	657	(7%)	115	4,848	(6.8%)	113	11,126	(6.8%)	113
50-54	573	(6.1%)	103	4,417	(6.2%)	105	10,537	(6.5%)	109
55-59	606	(6.4%)	107	4,309	(6.1%)	101	10,552	(6.5%)	107
60-64	632	(6.7%)	107	4,390	(6.2%)	99	10,604	(6.5%)	104
65-69	607	(6.4%)	109	4,029	(5.7%)	97	9,723	(6%)	101
70-74	387	(4.1%)	85	2,970	(4.2%)	86	7,381	(4.5%)	94
75-79	268	(2.8%)	7	1,974	(2.8%)	76	4,883	(3%)	8
80-84	159	(1.7%)	7	1,116	(1.6%)	72	2,891	(1.8%)	8
85+	105	(1.1%)	74	836	(1.2%)	76	2,087	(1.3%)	84

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	41.79 (99)	40.99 (97)	42.1 (100)
Female Median Age	41.47 (100)	40.75 (98)	41.95 (101)
0-4	564 (5.7%) (111)	4,255 (5.7%) (111)	9,180 (5.4%) (105)
5-13	1,001 (10.1%) (104)	7,755 (10.4%) (107)	16,432 (9.7%) (99)
14-17	423 (4.3%) (84)	3,582 (4.8%) (95)	7,955 (4.7%) (92)
18-21	431 (4.4%) (83)	3,493 (4.7%) (89)	7,927 (4.7%) (88)
22-24	338 (3.4%) (86)	2,565 (3.4%) (86)	5,864 (3.5%) (87)
25-29	518 (5.2%) (93)	4,316 (5.8%) (103)	9,458 (5.6%) (99)
30-34	670 (6.8%) (108)	4,921 (6.6%) (105)	10,544 (6.2%) (99)
35-39	744 (7.5%) (116)	5,399 (7.2%) (112)	11,653 (6.9%) (106)
40-44	684 (6.9%) (108)	5,404 (7.2%) (113)	11,951 (7%) (110)
45-49	651 (6.6%) (110)	4,997 (6.7%) (112)	11,293 (6.7%) (111)
50-54	640 (6.5%) (109)	4,766 (6.4%) (108)	11,069 (6.5%) (110)
55-59	640 (6.5%) (107)	4,830 (6.5%) (107)	11,481 (6.8%) (111)
60-64	674 (6.8%) (106)	4,740 (6.4%) (98)	11,438 (6.7%) (104)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
65-69	606	(6.1%)	97	4,408	(5.9%)	93	10,779	(6.4%)	100
70-74	493	(5%)	92	3,510	(4.7%)	87	8,569	(5%)	93
75-79	362	(3.7%)	85	2,567	(3.4%)	8	6,240	(3.7%)	85
80-84	223	(2.3%)	7	1,558	(2.1%)	75	3,979	(2.3%)	8
85+	218	(2.2%)	84	1,541	(2.1%)	7	3,886	(2.3%)	87

### Employment by Occupation

Total Employees (16+ Years Old)	9,687			74,189			171,108		
Professional Specialty	2,275	(23.5%)	95	17,124	(23.1%)	93	47,655	(27.9%)	113
Production & Transportation	2,034	(21%)	163	15,813	(21.3%)	165	27,262	(15.9%)	123
Office Admin	1,246	(12.9%)	121	8,379	(11.3%)	106	19,476	(11.4%)	107
Managerial/Executive	1,174	(12.1%)	70	11,139	(15%)	86	30,470	(17.8%)	102
Sales	1,048	(10.8%)	116	5,787	(7.8%)	84	13,230	(7.7%)	83
Construction	654	(6.8%)	84	5,014	(6.8%)	84	10,823	(6.3%)	7
Building Maintenance & Cleaning	388	(4%)	118	2,653	(3.6%)	105	4,305	(2.5%)	74
Personal Care	270	(2.8%)	112	1,587	(2.1%)	86	2,756	(1.6%)	65
Protective	251	(2.6%)	120	1,861	(2.5%)	116	4,961	(2.9%)	34

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Food Preparation & Serving	179	(1.8%)	36	2,854	(3.8%)	75	5,419	(3.2%)	62
Healthcare support	168	(1.7%)	53	1,899	(2.6%)	74	4,558	(2.7%)	8
Farming, Fishing & Forestry				79	(<0.5%)	19	193	(<0.5%)	20

### Employment by Industry

Total Employees (16+ Years Old)	9,687			74,189			171,108		
Educational Services	2,260	(23.3%)	100	14,951	(20.2%)	86	39,286	(23%)	98
Wholesale Retail	1,939	(20%)	152	11,469	(15.5%)	118	24,013	(14%)	107
Transportation	1,026	(10.6%)	181	9,263	(12.5%)	213	17,288	(10.1%)	173
Manufacturing	823	(8.5%)	86	6,583	(8.9%)	89	13,860	(8.1%)	82
Financial, Insurance & Real Estate	809	(8.4%)	124	5,722	(7.7%)	114	15,476	(9%)	134
Professional Services	725	(7.5%)	93	6,557	(8.8%)	109	17,846	(10.4%)	129
Agriculture/Mining/Construction	587	(6.1%)	71	3,837	(5.2%)	61	8,918	(5.2%)	61
Other Professional Services	384	(4%)	84	3,479	(4.7%)	100	6,062	(3.5%)	75
Entertainment Services	375	(3.9%)	45	4,132	(5.6%)	64	9,299	(5.4%)	63
Administrative/Waste Services	366	(3.8%)	90	3,582	(4.8%)	115	6,421	(3.8%)	90
Public Administration	277	(2.9%)	60	2,879	(3.9%)	8	8,150	(4.8%)	100

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				
Information	116	(1.2%)	64	1,704	(2.3%)	123	4,143	(2.4%)	130
Management Services			33	31	(<0.5%)		346	(<0.5%)	159

## Language Spoken

Speak Spanish at Home	8,044	(44.3%)	312	56,424	(41.2%)	291	75,897	(24.2%)	170
Speak English at Home	7,442	(41%)	53	53,414	(39%)	50	159,508	(50.8%)	66
Speak Other Language at Home	2,675	(14.7%)	174	27,055	(19.8%)	233	78,719	(25.1%)	295

## Ancestry

Dominican	3,273	(16.9%)	2530	26,582	(18.3%)	2725	31,123	(9.3%)	1396
Puerto Rican	3,075	(15.9%)	566	17,782	(12.2%)	434	28,890	(8.7%)	308
Other	2,596	(13.4%)	98	17,794	(12.2%)	89	42,468	(12.8%)	93
South American	1,705	(8.8%)	646	9,045	(6.2%)	455	15,745	(4.7%)	346
South Central Asian (e.g. Indian)	1,533	(7.9%)	502	17,158	(11.8%)	746	49,473	(14.9%)	941
Unclassified	1,203	(6.2%)	42	7,137	(4.9%)	33	25,215	(7.6%)	52
Other European (e.g. Greek/Russian)	524	(2.7%)	98	3,124	(2.1%)	7	9,882	(3%)	107
Italian	469	(2.4%)	91	3,556	(2.4%)	91	24,220	(7.3%)	272
Scottish/Irish	439	(2.3%)	38	3,302	(2.3%)	38	12,434	(3.7%)	62

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				
Polish	311	(1.6%)	118	2,254	(1.5%)	113	7,376	(2.2%)	162
Other Hispanic	283	(1.5%)	138	3,101	(2.1%)	200	4,740	(1.4%)	34
Cuban	244	(1.3%)	166	1,978	(1.4%)	179	3,732	(1.1%)	148
Mexican	238	(1.2%)	11	5,775	(4%)	36	7,375	(2.2%)	20
Other Asian	228	(1.2%)	333	863	(0.6%)	167	1,791	(0.5%)	152
American	217	(1.1%)	28	1,035	(0.7%)	18	3,465	(1%)	26
German	214	(1.1%)	16	1,772	(1.2%)	17	5,721	(1.7%)	24
Central American	162	(0.8%)	47	3,460	(2.4%)	133	5,963	(1.8%)	100
Chinese	92	(<0.5%)	37	1,193	(0.8%)	64	6,699	(2%)	156
British	89	(<0.5%)	9	689	(<0.5%)	9	2,116	(0.6%)	12
Korean	88	(<0.5%)	103	821	(0.6%)	127	2,245	(0.7%)	152
Scandinavian	68	(<0.5%)	20	386	(<0.5%)	15	1,435	(<0.5%)	25
Middle Eastern	38	(<0.5%)	35	447	(<0.5%)	55	2,062	(0.6%)	111
French	37	(<0.5%)	18	182	(<0.5%)	12	543	(<0.5%)	15
South East Asian (e.g. Vietnamese)	35	(<0.5%)	38	765	(0.5%)	111	1,889	(0.6%)	120
Dutch	10	(<0.5%)	10	67	(<0.5%)	9	317	(<0.5%)	18

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Native American (Indian/Eskimo)	10	(<0.5%)	158	(<0.5%)	441	(<0.5%)
Hawaiian/Pacific Islander	3	(<0.5%)	25	(<0.5%)	58	(<0.5%)
Japanese	1	(<0.5%)	20	(<0.5%)	69	(<0.5%)

### Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	13,706		101,349		235,474	
Elementary (0 to 8 Years)	842	(6.1%)	9,826	(9.7%)	14,449	(6.1%)
Some High School (9 to 11 Years)	863	(6.3%)	8,098	(8%)	16,050	(6.8%)
High School Graduate (12 Years)	4,692	(34.2%)	28,083	(27.7%)	59,906	(25.4%)
Some College (13 to 16 Years)	2,277	(16.6%)	16,391	(16.2%)	36,097	(15.3%)
Associates Degree Only	1,330	(9.7%)	7,993	(7.9%)	17,477	(7.4%)
Bachelor's Degree Only	2,301	(16.8%)	18,612	(18.4%)	54,432	(23.1%)
Graduate Degree	1,401	(10.2%)	12,346	(12.2%)	37,063	(15.7%)

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



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	6,901	50,266	116,479
One Person Households	1,702 (24.7%)	11,402 (22.7%)	25,945 (22.3%)
Married Couple	3,333 (48.3%)	23,134 (46%)	61,734 (53%)
Male Householder	306 (4.4%)	3,604 (7.2%)	6,228 (5.3%)
Female Householder	1,174 (17%)	9,042 (18%)	16,578 (14.2%)
Non Family Households	386 (5.6%)	3,084 (6.1%)	5,994 (5.1%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	6,901	50,266	116,479
1 Person Household	1,702 (24.7%)	11,402 (22.7%)	25,945 (22.3%)
2 Person Household	1,899 (27.5%)	13,239 (26.3%)	31,521 (27.1%)
3 Person Household	1,356 (19.6%)	9,814 (19.5%)	22,521 (19.3%)
4 Person Household	1,088 (15.8%)	8,566 (17%)	20,964 (18%)
5 Person Household	493 (7.1%)	4,141 (8.2%)	9,220 (7.9%)
6 Person Household	214 (3.1%)	1,821 (3.6%)	3,877 (3.3%)
7+ Person Household	149 (2.2%)	1,283 (2.6%)	2,431 (2.1%)

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	7,151	52,508	121,802
Owner Occupied Housing	4,043	26,008	73,127
Renter Occupied Housing	2,858	24,258	43,352
Vacant Housing	250	2,242	5,323

### Housing Rent

Average Rent	\$1,941.91	126	\$1,832.96	119	\$1,901.22	123
Median Rent	\$1,900.96	135	\$1,814.07	129	\$1,869.82	132
Total Cash Rents Housing	2,783	23,513	41,551			
<\$300	71 (2.6%)	91	355 (1.5%)	54	606 (1.5%)	52
\$300-\$500	52 (1.9%)	48	521 (2.2%)	57	958 (2.3%)	60
\$500-\$750	71 (2.6%)	29	575 (2.4%)	28	1,098 (2.6%)	30
\$750-\$1000	74 (2.7%)	20	782 (3.3%)	26	1,416 (3.4%)	26
\$1000-\$1500	583 (20.9%)	8	4,651 (19.8%)	75	7,500 (18.1%)	69
\$1500-\$2000	674 (24.2%)	115	7,757 (33%)	157	12,435 (29.9%)	142
\$2000-\$2500	553 (19.9%)	169	5,496 (23.4%)	199	9,926 (23.9%)	203

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	433	(15.6%)	269	2,275	(9.7%)	167	4,563	(11%)	190
\$3000-\$3500	199	(7.2%)	233	693	(2.9%)	96	1,707	(4.1%)	34
>\$3500	73	(2.6%)	71	408	(1.7%)	47	1,342	(3.2%)	88

## Value of Owner-Occupied Housing Units

Average House Value	\$552,468.99	103	\$587,302.17	109	\$730,553.57	36			
Median House Value	\$526,970.67	35	\$544,895.68	39	\$650,289.69	166			
Owner Occupied Housing	4,043		26,008		73,127				
<\$100K	61	(1.5%)	18	434	(1.7%)	20	1,778	(2.4%)	30
\$100K - \$200K	95	(2.3%)	18	650	(2.5%)	19	1,127	(1.5%)	12
\$200K - \$300K	319	(7.9%)	51	1,238	(4.8%)	30	2,227	(3%)	20
\$300K - \$400K	493	(12.2%)	84	3,377	(13%)	89	5,798	(7.9%)	55
\$400K - \$500K	866	(21.4%)	185	5,523	(21.2%)	183	10,744	(14.7%)	127
\$500K - \$1000K	2,031	(50.2%)	196	13,137	(50.5%)	197	37,476	(51.2%)	200
>\$1000K	178	(4.4%)	38	1,649	(6.3%)	55	13,977	(19.1%)	165

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Poverty

Households in Poverty	593	(8.6%)	68	6,410	(12.8%)	101	10,829	(9.3%)	74
Households Above Poverty	6,308	(91.4%)	105	43,856	(87.2%)	100	105,650	(90.7%)	104
Households in Poverty (Married)	73	(1.1%)	49	1,121	(2.2%)	102	1,963	(1.7%)	7
Households in Poverty (Male Householder)				261	(0.5%)	8	419	(<0.5%)	56
Households in Poverty (Female Householder)	170	(2.5%)	84	2,490	(5%)	168	3,428	(2.9%)	100
Households in Poverty (Non-Family)	330	(4.8%)	76	2,367	(4.7%)	75	4,710	(4%)	65
Households in Poverty (Non-Family Student)	20	(<0.5%)	47	171	(<0.5%)	55	309	(<0.5%)	43

### Wealth per Household

Household Average Wealth	\$232,659.03		96	\$231,125.46		95	\$250,233.28		103
Household Median Wealth	\$74,503.06		91	\$71,486.03		87	\$86,218.23		105
<\$0K	1,233	(17.9%)	103	9,164	(18.2%)	105	19,849	(17%)	98
\$0K - \$5K	624	(9%)	107	4,680	(9.3%)	110	9,621	(8.3%)	97
\$5K - \$10K	328	(4.8%)	105	2,415	(4.8%)	106	5,129	(4.4%)	97
\$10K - \$25K	447	(6.5%)	102	3,273	(6.5%)	103	7,238	(6.2%)	98
\$25K - \$50K	473	(6.9%)	101	3,427	(6.8%)	100	7,857	(6.7%)	99

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	705	(10.2%)	100	5,059	(10.1%)	98	11,797	(10.1%)	99
\$100K - \$250K	1,230	(17.8%)	98	8,792	(17.5%)	97	21,089	(18.1%)	100
\$250K - \$500K	885	(12.8%)	97	6,355	(12.6%)	95	15,698	(13.5%)	102
>\$500K	976	(14.1%)	95	7,101	(14.1%)	95	18,201	(15.6%)	105

### Vehicles per Household

Total Number of Vehicles	11,589			78,582			200,365		
Average Number of Vehicles	1.68		92	1.56		86	1.72		94
No Vehicles	420	(6.1%)	74	6,086	(12.1%)	146	9,643	(8.3%)	100
1 Vehicle	2,956	(42.8%)	131	20,391	(40.6%)	124	42,471	(36.5%)	111
2 Vehicles	2,496	(36.2%)	98	16,477	(32.8%)	89	43,829	(37.6%)	102
3 or more Vehicles	1,029	(14.9%)	68	7,312	(14.5%)	66	20,536	(17.6%)	81

### Population Change

Births	209			1,599			3,477		
Deaths	134			952			2,345		
Migration	-117			290			1,370		

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	500	4,312	9,076
Total Employees	4,653	69,787	127,988

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