



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Overview

Population	25,215		153,651		440,025	
Households	8,958		56,578		165,482	
Persons per Household	2.81	110	2.7	106	2.64	103
Household Median Income	\$127,345.85	146	\$154,571.61	177	\$154,853.35	177
Household Median Disposable Income	\$105,021.28	140	\$125,949.37	168	\$126,123.3	168
Household Median Discretionary Income	\$85,412.76	147	\$105,247.35	182	\$104,850.86	181
Average Income Per Person	\$58,956.64	125	\$74,244.59	158	\$78,949.72	168
Median Rent	\$1,961.22	139	\$2,155.01	153	\$2,156.02	153
Median House Value	\$901,306.36	230	\$1.08M	277	\$1.08M	276
Households in Poverty	837 (9.3%)	74	3,197 (5.7%)	45	11,707 (7.1%)	56
Household Median Wealth	\$93,031.47	114	\$102,007.23	125	\$102,321.25	125
Average Age	38.02	92	39.54	96	39.82	97
Median Age	37.59	93	38.65	96	38.6	96
Households with Children	3,307 (36.9%)	138	18,880 (33.4%)	124	50,433 (30.5%)	114
High School Graduate or Higher	14,419 (84.6%)	95	97,561 (91.1%)	102	282,301 (91.9%)	103

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025



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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	8,855 (52%) 148	69,556 (64.9%) 185	203,699 (66.3%) 189
Pop density (per sq mi)	7,208	5,672	5,730
Area (based on blockgroups)	3	27	77

Population

Population 2025 Q4	25,215	153,651	440,025
Population 2025 Q3	24,882	153,348	439,524
Population 2025 Q2	24,752	152,838	436,992
Population 2025 Q1	24,987	152,821	436,734
Population 2024 Q4	24,916	152,515	435,685
Population 2024 Q3	24,919	152,389	433,386
Population 2024 Q2	24,834	152,129	432,613
Population 2024 Q1	24,770	151,765	430,893
Population 2023 Q4	24,638	151,227	429,635
Population 5 Years Forecast	25,740	154,678	445,558
Population 10 Years Forecast	26,505	157,937	455,465
Persons per Household	2.81 110	2.7 106	2.64 103

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Group Quarters	23	(<0.5%)	4	1,070	(0.7%)	30	3,389	(0.8%)	33
Transient Population - Average Last 4 Quarters				1,756	(1.1%)	91	7,035	(1.6%)	128

Households

Households 2025 Q4	8,958		56,578		165,482
Households 2025 Q3	8,846		56,482		165,237
Households 2025 Q2	8,798		56,364		163,876
Households 2025 Q1	8,889		56,413		163,827
Households 2024 Q4	8,866		56,302		163,432
Households 2024 Q3	8,867		56,245		162,224
Households 2024 Q2	8,835		56,135		161,835
Households 2024 Q1	8,812		55,992		161,181
Households 2023 Q4	8,760		55,787		160,686
Households 5 Years Forecast	9,144		57,017		168,782
Households 10 Years Forecast	9,415		58,263		173,247

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Gender

Male	12,451	(49.4%)	101	76,160	(49.6%)	101	217,015	(49.3%)	101
Female	12,764	(50.6%)	99	77,491	(50.4%)	99	223,010	(50.7%)	99

Ethnicity

White	10,534	(41.8%)	72	75,409	(49.1%)	85	216,868	(49.3%)	85
Hispanic (Ethnic)	8,567	(34%)	174	31,361	(20.4%)	104	83,873	(19.1%)	97
Asian	3,624	(14.4%)	249	30,251	(19.7%)	341	83,445	(19%)	328
Black	1,327	(5.3%)	45	7,839	(5.1%)	43	30,833	(7%)	59
Other	1,163	(4.6%)	89	8,791	(5.7%)	110	25,006	(5.7%)	109

Household by Ethnicity

White	3,954	(44.1%)	72	29,911	(52.9%)	86	87,797	(53.1%)	86
Hispanic (Ethnic)	2,647	(29.5%)	195	8,585	(15.2%)	100	23,556	(14.2%)	94
Asian	1,077	(12%)	260	9,891	(17.5%)	378	27,720	(16.8%)	362
Other	883	(9.9%)	130	5,292	(9.4%)	123	15,196	(9.2%)	121
Black	397	(4.4%)	40	2,899	(5.1%)	47	11,213	(6.8%)	62

Households Income

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025



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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	\$165,789.76		136	\$200,423.03		165	\$208,526.44		171
Average Income Per Person	\$58,956.64		125	\$74,244.59		158	\$78,949.72		168
Household Median Income	\$127,345.85		146	\$154,571.61		177	\$154,853.35		177
<\$15K	256	(2.9%)	40	1,525	(2.7%)	37	6,349	(3.8%)	53
\$15K - \$25K	190	(2.1%)	36	1,269	(2.2%)	38	4,612	(2.8%)	47
\$25K - \$35K	421	(4.7%)	71	1,646	(2.9%)	47	5,161	(3.1%)	51
\$35K - \$50K	436	(4.9%)	52	2,278	(4%)	43	7,429	(4.5%)	48
\$50K - \$75K	965	(10.8%)	72	4,671	(8.3%)	55	13,210	(8%)	53
\$75K - \$100K	1,280	(14.3%)	114	5,792	(10.2%)	8	15,486	(9.4%)	74
\$100K - \$150K	1,578	(17.6%)	97	10,256	(18.1%)	100	27,929	(16.9%)	93
\$150K - \$175K	691	(7.7%)	122	4,659	(8.2%)	131	13,212	(8%)	127
\$175K - \$200K	758	(8.5%)	170	4,183	(7.4%)	148	12,039	(7.3%)	146
\$200K - \$250K	1,335	(14.9%)	185	11,368	(20.1%)	249	33,631	(20.3%)	252
\$250K - \$500K	573	(6.4%)	185	4,874	(8.6%)	249	14,413	(8.7%)	252
>\$500K	475	(5.3%)	184	4,057	(7.2%)	249	12,011	(7.3%)	252

Disposable Households Income

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025



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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$119,027.01		131	\$133,792.99		148	\$132,560.07		146
Household Median Disposable Income	\$105,021.28		140	\$125,949.37		168	\$126,123.3		168
<\$15K	265	(3%)	38	1,644	(2.9%)	37	6,831	(4.1%)	52
\$15K - \$25K	306	(3.4%)	50	1,639	(2.9%)	42	5,683	(3.4%)	50
\$25K - \$35K	514	(5.7%)	8	2,030	(3.6%)	50	6,073	(3.7%)	51
\$35K - \$50K	591	(6.6%)	59	2,989	(5.3%)	47	9,310	(5.6%)	50
\$50K - \$75K	1,249	(13.9%)	83	6,031	(10.7%)	63	16,680	(10.1%)	60
\$75K - \$100K	1,367	(15.3%)	107	7,571	(13.4%)	93	20,475	(12.4%)	86
\$100K - \$150K	1,858	(20.7%)	110	12,490	(22.1%)	117	34,863	(21.1%)	112
\$150K - \$175K	909	(10.1%)	198	5,994	(10.6%)	207	17,638	(10.7%)	208
\$175K - \$200K	558	(6.2%)	182	4,765	(8.4%)	246	14,107	(8.5%)	249
\$200K - \$250K	539	(6%)	181	4,598	(8.1%)	245	13,615	(8.2%)	248
\$250K - \$500K	735	(8.2%)	181	6,277	(11.1%)	245	18,592	(11.2%)	248
>\$500K	67	(0.7%)	188	550	(1%)	245	1,615	(1%)	246
Discretionary Households Income									
Household Average Discretionary Income	\$93,572.88		137	\$106,109.67		155	\$104,669.06		153

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	\$85,412.76		147	\$105,247.35		182	\$104,850.86		181
<\$10K	253	(2.8%)	36	1,464	(2.6%)	33	6,159	(3.7%)	48
\$10K - \$20K	349	(3.9%)	43	1,853	(3.3%)	36	7,128	(4.3%)	47
\$20K - \$30K	530	(5.9%)	63	2,483	(4.4%)	47	7,495	(4.5%)	48
\$30K - \$40K	599	(6.7%)	73	2,678	(4.7%)	52	8,162	(4.9%)	54
\$40K - \$50K	461	(5.1%)	61	2,735	(4.8%)	57	7,934	(4.8%)	57
\$50K - \$75K	1,767	(19.7%)	112	8,514	(15%)	86	22,037	(13.3%)	76
\$75K - \$100K	1,098	(12.3%)	99	7,252	(12.8%)	103	20,289	(12.3%)	99
\$100K - \$125K	1,027	(11.5%)	135	6,241	(11%)	130	18,228	(11%)	130
\$125K - \$150K	1,237	(13.8%)	213	6,873	(12.1%)	187	18,681	(11.3%)	174
>\$150K	1,637	(18.3%)	181	16,485	(29.1%)	288	49,369	(29.8%)	295

Households Income by Ethnicity

Average Income - White	\$146,152.45		143	\$148,883.64		145	\$148,652.16		145
Median Income - White	\$174,110.19		184	\$181,838.66		192	\$182,165.51		193
Average Income - Black	\$92,411.03		124	\$112,877.38		152	\$105,230.72		141
Median Income - Black	\$79,971.39		133	\$106,269.22		177	\$99,400.62		165

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$112,080.1493	\$132,073.52109	\$129,868.82107
Median Income - Asian	\$119,263.9495	\$143,393.12114	\$143,062.1114
Average Income - Hispanic	\$106,096.48122	\$114,016.54131	\$111,257.95128
Median Income - Hispanic	\$95,862.97128	\$106,492.24142	\$104,151.06139
Average Income - Other	\$116,048.41121	\$132,669.3138	\$129,904.3235
Median Income - Other	\$107,069.39124	\$141,074.74163	\$140,311.89162

Age

Average Age	38.0292	39.5496	39.8297
Median Age	37.5993	38.6596	38.696
0-4	1,494 (5.9%)110	8,949 (5.8%)108	25,590 (5.8%)108
5-13	3,213 (12.7%)126	17,262 (11.2%)111	47,184 (10.7%)106
14-17	1,338 (5.3%)101	7,765 (5.1%)96	22,694 (5.2%)98
18-21	1,249 (5%)90	7,358 (4.8%)87	21,853 (5%)90
22-24	879 (3.5%)83	5,225 (3.4%)8	15,577 (3.5%)85
25-29	1,386 (5.5%)93	8,316 (5.4%)92	26,045 (5.9%)101
30-34	1,734 (6.9%)107	11,189 (7.3%)113	32,242 (7.3%)114

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Audience Profile

Jan 1 - Dec 31, 2025

URBAN EDGE

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
35-39	2,033	(8.1%)	122	11,789	(7.7%)	117	32,052	(7.3%)	111
40-44	2,150	(8.5%)	132	12,197	(7.9%)	123	32,489	(7.4%)	115
45-49	1,847	(7.3%)	122	11,000	(7.2%)	119	30,654	(7%)	116
50-54	1,629	(6.5%)	109	10,293	(6.7%)	113	29,344	(6.7%)	113
55-59	1,536	(6.1%)	101	9,554	(6.2%)	103	27,417	(6.2%)	103
60-64	1,407	(5.6%)	88	8,944	(5.8%)	92	25,824	(5.9%)	92
65-69	1,150	(4.6%)	75	7,921	(5.2%)	84	22,670	(5.2%)	84
70-74	891	(3.5%)	69	6,188	(4%)	74	18,029	(4.1%)	8
75-79	674	(2.7%)	67	4,680	(3%)	76	14,084	(3.2%)	8
80-84	345	(1.4%)	54	2,835	(1.8%)	73	8,860	(2%)	8
85+	260	(1%)	50	2,186	(1.4%)	68	7,417	(1.7%)	8

Age - Male

Male Average Age	37.15	93	38.59	96	38.76	97			
Male Median Age	36.74	96	37.75	99	37.55	98			
0-4	759	(6.1%)	109	4,550	(6%)	106	13,028	(6%)	107
5-13	1,625	(13.1%)	123	8,851	(11.6%)	110	24,188	(11.1%)	105

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	1 Mile			3 Mile			5 Mile		
14-17	688	(5.5%)	101	4,011	(5.3%)	96	11,608	(5.3%)	98
18-21	643	(5.2%)	90	3,813	(5%)	87	11,265	(5.2%)	90
22-24	451	(3.6%)	8	2,707	(3.6%)	8	8,108	(3.7%)	85
25-29	715	(5.7%)	93	4,370	(5.7%)	93	13,397	(6.2%)	100
30-34	902	(7.2%)	110	5,783	(7.6%)	115	16,708	(7.7%)	117
35-39	1,020	(8.2%)	123	5,818	(7.6%)	114	16,034	(7.4%)	111
40-44	1,062	(8.5%)	131	6,038	(7.9%)	122	15,962	(7.4%)	113
45-49	877	(7%)	117	5,360	(7%)	117	14,785	(6.8%)	113
50-54	802	(6.4%)	109	5,053	(6.6%)	112	14,263	(6.6%)	111
55-59	735	(5.9%)	98	4,689	(6.2%)	102	13,418	(6.2%)	103
60-64	687	(5.5%)	88	4,420	(5.8%)	93	12,721	(5.9%)	94
65-69	540	(4.3%)	74	3,773	(5%)	84	10,776	(5%)	85
70-74	405	(3.3%)	67	2,899	(3.8%)	79	8,268	(3.8%)	7
75-79	296	(2.4%)	65	2,058	(2.7%)	74	6,216	(2.9%)	7
80-84	143	(1.1%)	52	1,183	(1.6%)	71	3,678	(1.7%)	7
85+	101	(0.8%)	54	784	(1%)	68	2,592	(1.2%)	7

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Age - Female

Female Average Age	38.86	92	40.48	96	40.85	97
Female Median Age	38.44	93	40.52	98	40.63	98
0-4	735 (5.8%)	112	4,399 (5.7%)	110	12,562 (5.6%)	110
5-13	1,588 (12.4%)	128	8,411 (10.9%)	111	22,996 (10.3%)	106
14-17	650 (5.1%)	100	3,754 (4.8%)	95	11,086 (5%)	98
18-21	606 (4.7%)	90	3,545 (4.6%)	87	10,588 (4.7%)	90
22-24	428 (3.4%)	84	2,518 (3.2%)	88	7,469 (3.3%)	84
25-29	671 (5.3%)	93	3,946 (5.1%)	90	12,648 (5.7%)	101
30-34	832 (6.5%)	104	5,406 (7%)	111	15,534 (7%)	111
35-39	1,013 (7.9%)	122	5,971 (7.7%)	119	16,018 (7.2%)	111
40-44	1,088 (8.5%)	133	6,159 (7.9%)	124	16,527 (7.4%)	116
45-49	970 (7.6%)	127	5,640 (7.3%)	121	15,869 (7.1%)	119
50-54	827 (6.5%)	109	5,240 (6.8%)	114	15,081 (6.8%)	114
55-59	801 (6.3%)	103	4,865 (6.3%)	103	13,999 (6.3%)	103
60-64	720 (5.6%)	87	4,524 (5.8%)	90	13,103 (5.9%)	91

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65-69	610	(4.8%)	79	4,148	(5.4%)	84	11,894	(5.3%)	84
70-74	486	(3.8%)	70	3,289	(4.2%)	75	9,761	(4.4%)	8
75-79	378	(3%)	69	2,622	(3.4%)	75	7,868	(3.5%)	8
80-84	202	(1.6%)	56	1,652	(2.1%)	75	5,182	(2.3%)	8
85+	159	(1.2%)	47	1,402	(1.8%)	69	4,825	(2.2%)	8

Employment by Occupation

Total Employees (16+ Years Old)	14,379			87,201			245,620		
Professional Specialty	4,066	(28.3%)	114	31,163	(35.7%)	144	89,336	(36.4%)	147
Managerial/Executive	3,193	(22.2%)	128	24,697	(28.3%)	163	69,005	(28.1%)	162
Food Preparation & Serving	1,265	(8.8%)	172	4,193	(4.8%)	94	10,632	(4.3%)	85
Office Admin	1,196	(8.3%)	74	6,161	(7.1%)	66	15,491	(6.3%)	59
Production & Transportation	1,054	(7.3%)	57	3,906	(4.5%)	35	11,095	(4.5%)	35
Construction	992	(6.9%)	86	3,891	(4.5%)	56	11,974	(4.9%)	61
Sales	941	(6.5%)	70	5,693	(6.5%)	70	16,375	(6.7%)	71
Building Maintenance & Cleaning	764	(5.3%)	157	2,173	(2.5%)	73	5,876	(2.4%)	71
Personal Care	551	(3.8%)	154	2,845	(3.3%)	131	7,257	(3%)	118

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Protective	290	(2%)	93	1,494	(1.7%)	75	4,608	(1.9%)	87
Healthcare support	67	(<0.5%)	14	985	(1.1%)	34	3,795	(1.5%)	47
Farming, Fishing & Forestry							176	(<0.5%)	12

Employment by Industry

Total Employees (16+ Years Old)	14,379			87,201			245,620		
Professional Services	2,533	(17.6%)	218	21,001	(24.1%)	298	59,138	(24.1%)	298
Educational Services	2,362	(16.4%)	70	14,887	(17.1%)	73	42,440	(17.3%)	74
Public Administration	1,785	(12.4%)	260	11,076	(12.7%)	266	29,872	(12.2%)	255
Entertainment Services	1,628	(11.3%)	130	7,422	(8.5%)	98	19,223	(7.8%)	90
Agriculture/Mining/Construction	1,211	(8.4%)	99	4,683	(5.4%)	63	13,616	(5.5%)	65
Other Professional Services	1,175	(8.2%)	174	6,187	(7.1%)	151	16,872	(6.9%)	146
Wholesale Retail	1,151	(8%)	61	5,994	(6.9%)	52	17,485	(7.1%)	54
Financial, Insurance & Real Estate	694	(4.8%)	72	6,242	(7.2%)	106	18,926	(7.7%)	114
Transportation	565	(3.9%)	67	2,403	(2.8%)	47	6,703	(2.7%)	47
Administrative/Waste Services	562	(3.9%)	93	2,691	(3.1%)	74	8,436	(3.4%)	85
Manufacturing	465	(3.2%)	33	2,549	(2.9%)	29	6,909	(2.8%)	28

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Information	232	(1.6%)	86	1,922	(2.2%)	118	5,612	(2.3%)	122
Management Services	16	(<0.5%)	88	144	(<0.5%)	130	388	(<0.5%)	124

Language Spoken

Speak English at Home	12,000	(50.6%)	65	85,664	(59.2%)	7	246,760	(59.5%)	7
Speak Spanish at Home	7,591	(32%)	226	24,125	(16.7%)	118	63,401	(15.3%)	108
Speak Other Language at Home	4,130	(17.4%)	205	34,913	(24.1%)	284	104,274	(25.2%)	296

Ancestry

Other	4,847	(19.2%)	141	28,122	(18.3%)	134	79,254	(18%)	32
Central American	3,736	(14.8%)	831	13,083	(8.5%)	478	35,103	(8%)	448
South American	3,287	(13%)	954	9,686	(6.3%)	461	24,266	(5.5%)	404
Unclassified	1,924	(7.6%)	52	13,177	(8.6%)	58	38,025	(8.6%)	59
South Central Asian (e.g. Indian)	1,027	(4.1%)	258	9,161	(6%)	377	22,926	(5.2%)	330
Scottish/Irish	997	(4%)	66	8,006	(5.2%)	87	23,244	(5.3%)	88
British	842	(3.3%)	64	7,326	(4.8%)	91	21,715	(4.9%)	95
German	738	(2.9%)	41	6,876	(4.5%)	63	18,619	(4.2%)	60
Other Hispanic	714	(2.8%)	266	3,007	(2%)	184	8,346	(1.9%)	178

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
South East Asian (e.g. Vietnamese)	637	(2.5%)	535	3,288	(2.1%)	453	7,166	(1.6%)	345
Mexican	612	(2.4%)	22	3,167	(2.1%)	19	9,432	(2.1%)	19
Other European (e.g. Greek/Russian)	579	(2.3%)	83	5,415	(3.5%)	127	16,485	(3.7%)	35
Middle Eastern	399	(1.6%)	284	3,777	(2.5%)	441	11,766	(2.7%)	480
American	356	(1.4%)	35	2,749	(1.8%)	45	7,272	(1.7%)	41
Chinese	349	(1.4%)	108	4,145	(2.7%)	210	13,895	(3.2%)	245
Italian	313	(1.2%)	46	2,849	(1.9%)	69	8,767	(2%)	75
Korean	246	(1%)	220	3,268	(2.1%)	479	12,041	(2.7%)	617
Scandinavian	224	(0.9%)	52	1,861	(1.2%)	70	5,042	(1.1%)	67
Polish	171	(0.7%)	50	1,387	(0.9%)	66	4,004	(0.9%)	66
Puerto Rican	151	(0.6%)	21	1,420	(0.9%)	33	4,201	(1%)	34
French	113	(<0.5%)	42	1,046	(0.7%)	64	2,897	(0.7%)	62
Other Asian	98	(<0.5%)	110	1,338	(0.9%)	246	5,761	(1.3%)	370
Dutch	65	(<0.5%)	49	463	(<0.5%)	57	1,225	(<0.5%)	53
Cuban	40	(<0.5%)	21	823	(0.5%)	71	2,154	(<0.5%)	64
Japanese	31	(<0.5%)	54	471	(<0.5%)	135	1,459	(<0.5%)	146

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Native American (Indian/Eskimo)	29	(<0.5%)	18	184	(<0.5%)	19	489	(<0.5%)	18
Dominican	27	(<0.5%)	16	175	(<0.5%)	17	371	(<0.5%)	13
Hawaiian/Pacific Islander	16	(<0.5%)	35	71	(<0.5%)	26	191	(<0.5%)	24

Education (Age 25+)

Total Educated Population	17,042			107,092			307,127		
Elementary (0 to 8 Years)	1,496	(8.8%)	184	5,248	(4.9%)	103	14,540	(4.7%)	99
Some High School (9 to 11 Years)	1,127	(6.6%)	112	4,283	(4%)	68	10,286	(3.3%)	57
High School Graduate (12 Years)	3,024	(17.7%)	68	12,934	(12.1%)	46	34,288	(11.2%)	43
Some College (13 to 16 Years)	1,774	(10.4%)	54	10,666	(10%)	52	30,310	(9.9%)	51
Associates Degree Only	766	(4.5%)	51	4,405	(4.1%)	47	14,004	(4.6%)	52
Bachelor's Degree Only	4,172	(24.5%)	115	32,328	(30.2%)	142	95,240	(31%)	145
Graduate Degree	4,683	(27.5%)	200	37,228	(34.8%)	253	108,459	(35.3%)	257

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Household Type

Households	8,958			56,578			165,482		
One Person Households	2,141	(23.9%)	87	13,720	(24.2%)	88	44,398	(26.8%)	98
Married Couple	4,635	(51.7%)	108	30,540	(54%)	113	85,912	(51.9%)	108
Male Householder	523	(5.8%)	115	2,134	(3.8%)	74	6,977	(4.2%)	83
Female Householder	870	(9.7%)	74	5,269	(9.3%)	75	13,615	(8.2%)	66
Non Family Households	789	(8.8%)	124	4,915	(8.7%)	123	14,580	(8.8%)	124

Household Size

Households	8,958			56,578			165,482		
1 Person Household	2,141	(23.9%)	87	13,720	(24.2%)	88	44,398	(26.8%)	98
2 Person Household	2,446	(27.3%)	83	17,183	(30.4%)	92	49,094	(29.7%)	90
3 Person Household	1,565	(17.5%)	112	9,540	(16.9%)	108	26,601	(16.1%)	103
4 Person Household	1,557	(17.4%)	132	9,371	(16.6%)	126	26,775	(16.2%)	123
5 Person Household	742	(8.3%)	131	4,072	(7.2%)	114	11,344	(6.9%)	108
6 Person Household	316	(3.5%)	129	1,654	(2.9%)	107	4,457	(2.7%)	99
7+ Person Household	191	(2.1%)	117	1,038	(1.8%)	101	2,813	(1.7%)	93

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	9,225	58,771	174,145
Owner Occupied Housing	5,753	34,827	100,265
Renter Occupied Housing	3,205	21,751	65,217
Vacant Housing	267	2,193	8,663

Housing Rent

Average Rent	\$1,986.19		128	\$2,201.65		142	\$2,214.54		143
Median Rent	\$1,961.22		139	\$2,155.01		153	\$2,156.02		153
Total Cash Rents Housing	3,160			21,304			63,737		
<\$300	47	(1.5%)	53	439	(2.1%)	74	1,322	(2.1%)	74
\$300-\$500	48	(1.5%)	39	272	(1.3%)	33	769	(1.2%)	31
\$500-\$750	81	(2.6%)	30	323	(1.5%)	17	958	(1.5%)	17
\$750-\$1000	116	(3.7%)	28	407	(1.9%)	15	1,202	(1.9%)	14
\$1000-\$1500	384	(12.2%)	46	1,573	(7.4%)	28	5,673	(8.9%)	34
\$1500-\$2000	980	(31%)	147	5,842	(27.4%)	130	16,959	(26.6%)	126
\$2000-\$2500	789	(25%)	212	5,793	(27.2%)	231	15,977	(25.1%)	213

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025



Audience Profile

Jan 1 - Dec 31, 2025

URBAN EDGE

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$2500-\$3000	476	(15.1%)	3,121	(14.6%)	9,420	(14.8%)
\$3000-\$3500	155	(4.9%)	1,776	(8.3%)	5,190	(8.1%)
>\$3500	84	(2.7%)	1,758	(8.3%)	6,267	(9.8%)

Value of Owner-Occupied Housing Units

Average House Value	\$947,001.21		\$1.16M		\$1.21M	
Median House Value	\$901,306.36		\$1.08M		\$1.08M	
Owner Occupied Housing	5,753		34,827		100,265	
<\$100K	29	(0.5%)	265	(0.8%)	1,045	(1%)
\$100K - \$200K	67	(1.2%)	232	(0.7%)	734	(0.7%)
\$200K - \$300K	405	(7%)	669	(1.9%)	2,180	(2.2%)
\$300K - \$400K	246	(4.3%)	941	(2.7%)	3,359	(3.4%)
\$400K - \$500K	309	(5.4%)	1,269	(3.6%)	4,468	(4.5%)
\$500K - \$1000K	2,372	(41.2%)	11,483	(33%)	31,198	(31.1%)
>\$1000K	2,325	(40.4%)	19,968	(57.3%)	57,281	(57.1%)

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Poverty

Households in Poverty	837	(9.3%)	74	3,197	(5.7%)	45	11,707	(7.1%)	56
Households Above Poverty	8,121	(90.7%)	104	53,381	(94.3%)	108	153,775	(92.9%)	106
Households in Poverty (Married)	213	(2.4%)	109	989	(1.7%)	8	2,904	(1.8%)	8
Households in Poverty (Male Householder)	51	(0.6%)	89	168	(<0.5%)	47	559	(<0.5%)	53
Households in Poverty (Female Householder)	108	(1.2%)	41	534	(0.9%)	32	1,945	(1.2%)	40
Households in Poverty (Non-Family)	428	(4.8%)	74	1,406	(2.5%)	40	5,898	(3.6%)	57
Households in Poverty (Non-Family Student)	37	(<0.5%)	66	100	(<0.5%)	28	401	(<0.5%)	39

Wealth per Household

Household Average Wealth	\$262,085.57	108	\$275,597.8	114	\$276,018.78	114			
Household Median Wealth	\$93,031.47	114	\$102,007.23	125	\$102,321.25	125			
<\$0K	1,494	(16.7%)	96	9,185	(16.2%)	94	26,865	(16.2%)	94
\$0K - \$5K	693	(7.7%)	91	4,107	(7.3%)	86	12,046	(7.3%)	86
\$5K - \$10K	378	(4.2%)	93	2,298	(4.1%)	90	6,728	(4.1%)	90
\$10K - \$25K	544	(6.1%)	96	3,349	(5.9%)	93	9,783	(5.9%)	93
\$25K - \$50K	598	(6.7%)	98	3,689	(6.5%)	96	10,751	(6.5%)	95

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	897	(10%)	98	5,524	(9.8%)	95	16,105	(9.7%)	95
\$100K - \$250K	1,622	(18.1%)	100	10,238	(18.1%)	100	29,919	(18.1%)	100
\$250K - \$500K	1,235	(13.8%)	104	8,041	(14.2%)	107	23,532	(14.2%)	107
>\$500K	1,497	(16.7%)	112	10,147	(17.9%)	120	29,753	(18%)	121

Vehicles per Household

Total Number of Vehicles	16,020			98,665			280,746		
Average Number of Vehicles	1.79		98	1.74		95	1.7		93
No Vehicles	394	(4.4%)	53	2,968	(5.2%)	63	12,241	(7.4%)	89
1 Vehicle	3,335	(37.2%)	113	21,294	(37.6%)	115	62,786	(37.9%)	116
2 Vehicles	3,682	(41.1%)	111	22,981	(40.6%)	110	64,198	(38.8%)	105
3 or more Vehicles	1,547	(17.3%)	74	9,335	(16.5%)	75	26,257	(15.9%)	72

Population Change

Births	264			1,578			4,625		
Deaths	159			1,108			3,368		
Migration	198			726			3,264		

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Workplace

Total Businesses	558	7,116	20,366
Total Employees	10,541	93,853	307,672

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