



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	16,054		146,529		357,118	
Households	7,081		61,668		150,970	
Persons per Household	2.25	88	2.22	87	2.27	89
Household Median Income	\$65,630.61	8	\$74,713.1	94	\$67,516.99	85
Household Median Disposable Income	\$55,482.19	8	\$62,875.15	92	\$57,074.33	83
Household Median Discretionary Income	\$38,484.33	76	\$43,757.51	86	\$38,781.89	76
Average Income Per Person	\$38,444.67	89	\$40,745.64	94	\$38,394.11	89
Median Rent	\$1,232.09	87	\$1,242.17	88	\$1,146.84	8
Median House Value	\$242,857.14	64	\$276,157.3	73	\$259,037.54	68
Households in Poverty	854 (12.1%)	95	8,619 (14%)	110	24,323 (16.1%)	127
Household Median Wealth	\$81,155.33	100	\$84,200.6	104	\$76,148.76	94
Average Age	41.62	102	40.49	99	40.47	99
Median Age	38.49	96	37.05	92	37.57	94
Households with Children	1,450 (20.5%)	76	12,640 (20.5%)	76	34,836 (23.1%)	86
High School Graduate or Higher	10,723 (91.8%)	103	93,644 (95.1%)	107	224,472 (92.3%)	103

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	4,275 (36.6%)	46,484 (47.2%)	96,029 (39.5%)
Pop density (per sq mi)	4,800	5,275	4,122
Area (based on blockgroups)	3	28	87

## Population

Population 2024 Q4	16,054	146,529	357,118
Population 2024 Q3	16,097	146,439	357,019
Population 2024 Q2	16,125	146,712	357,501
Population 2024 Q1	16,181	146,791	357,743
Population 2023 Q4	16,422	147,352	358,451
Population 2023 Q3	16,436	147,224	358,603
Population 2023 Q2	16,382	147,292	359,375
Population 2023 Q1	16,401	147,411	359,787
Population 2022 Q4	16,410	147,428	360,458
Population 5 Years Forecast	15,411	142,818	348,800
Population 10 Years Forecast	14,868	139,003	339,681
Persons per Household	2.25 (88)	2.22 (87)	2.27 (89)

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	157	(1%)	41	9,426	(6.4%)	273	14,612	(4.1%)	173
Transient Population - Average Last 4 Quarters	74	(<0.5%)	36	1,987	(1.4%)	105	2,705	(0.8%)	58

## Households

Households 2024 Q4	7,081		61,668		150,970
Households 2024 Q3	7,090		61,572		150,803
Households 2024 Q2	7,101		61,687		151,012
Households 2024 Q1	7,128		61,722		151,115
Households 2023 Q4	7,242		61,970		151,426
Households 2023 Q3	7,251		61,927		151,526
Households 2023 Q2	7,233		61,963		151,857
Households 2023 Q1	7,242		62,012		152,036
Households 2022 Q4	7,246		62,030		152,331
Households 5 Years Forecast	6,791		60,026		147,332
Households 10 Years Forecast	6,548		58,324		143,334

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Gender

Male	7,582	(47.2%)	96	71,457	(48.8%)	99	171,741	(48.1%)	98
Female	8,472	(52.8%)	104	75,072	(51.2%)	100	185,377	(51.9%)	102

## Ethnicity

White	11,598	(72.2%)	125	103,529	(70.7%)	122	223,220	(62.5%)	108
Black	1,673	(10.4%)	88	19,456	(13.3%)	113	71,919	(20.1%)	171
Asian	1,274	(7.9%)	138	10,745	(7.3%)	127	23,272	(6.5%)	113
Hispanic (Ethnic)	823	(5.1%)	26	7,322	(5%)	26	23,056	(6.5%)	33
Other	686	(4.3%)	8	5,477	(3.7%)	72	15,651	(4.4%)	84

## Household by Ethnicity

White	5,647	(79.7%)	130	47,125	(76.4%)	124	102,952	(68.2%)	111
Black	565	(8%)	72	6,948	(11.3%)	102	27,841	(18.4%)	166
Asian	345	(4.9%)	107	3,126	(5.1%)	112	6,326	(4.2%)	92
Other	318	(4.5%)	59	2,549	(4.1%)	54	7,390	(4.9%)	64
Hispanic (Ethnic)	206	(2.9%)	19	1,920	(3.1%)	20	6,461	(4.3%)	28

## 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	\$86,243.5		7	\$95,317.4		86	\$89,510.78		8
Average Income Per Person	\$38,444.67		89	\$40,745.64		94	\$38,394.11		89
Household Median Income	\$65,630.61		8	\$74,713.1		94	\$67,516.99		85
<\$15K	541	(7.6%)	94	5,518	(8.9%)	111	16,665	(11%)	136
\$15K - \$25K	511	(7.2%)	111	4,131	(6.7%)	103	11,902	(7.9%)	122
\$25K - \$35K	715	(10.1%)	150	4,560	(7.4%)	110	11,482	(7.6%)	113
\$35K - \$50K	895	(12.6%)	123	6,671	(10.8%)	105	17,364	(11.5%)	112
\$50K - \$75K	1,267	(17.9%)	114	10,055	(16.3%)	104	24,710	(16.4%)	104
\$75K - \$100K	932	(13.2%)	103	8,865	(14.4%)	112	20,776	(13.8%)	107
\$100K - \$150K	1,273	(18%)	102	11,213	(18.2%)	103	24,806	(16.4%)	93
\$150K - \$175K	345	(4.9%)	7	3,593	(5.8%)	93	7,657	(5.1%)	8
\$175K - \$200K	374	(5.3%)	8	3,189	(5.2%)	7	6,906	(4.6%)	70
\$200K - \$250K	128	(1.8%)	35	2,166	(3.5%)	67	4,867	(3.2%)	62
\$250K - \$500K	53	(0.7%)	34	929	(1.5%)	68	2,083	(1.4%)	62
>\$500K	47	(0.7%)	36	778	(1.3%)	68	1,752	(1.2%)	62

## 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	\$67,067.34		8	\$73,325.25		89	\$68,916.73		84
Household Median Disposable Income	\$55,482.19		8	\$62,875.15		92	\$57,074.33		83
<\$15K	579	(8.2%)	93	5,907	(9.6%)	109	17,879	(11.8%)	135
\$15K - \$25K	733	(10.4%)	136	5,204	(8.4%)	111	14,378	(9.5%)	125
\$25K - \$35K	687	(9.7%)	123	5,453	(8.8%)	112	13,902	(9.2%)	117
\$35K - \$50K	1,211	(17.1%)	140	8,188	(13.3%)	109	20,704	(13.7%)	113
\$50K - \$75K	1,323	(18.7%)	105	11,884	(19.3%)	109	28,719	(19%)	107
\$75K - \$100K	1,008	(14.2%)	100	9,311	(15.1%)	106	21,449	(14.2%)	100
\$100K - \$150K	1,091	(15.4%)	86	11,028	(17.9%)	100	22,938	(15.2%)	85
\$150K - \$175K	289	(4.1%)	67	1,949	(3.2%)	52	4,831	(3.2%)	53
\$175K - \$200K	37	(0.5%)	24	656	(1.1%)	48	1,472	(1%)	44
\$200K - \$250K	47	(0.7%)	31	836	(1.4%)	63	1,877	(1.2%)	58
\$250K - \$500K	70	(1%)	34	1,147	(1.9%)	63	2,584	(1.7%)	58
>\$500K	6	(<0.5%)	33	105	(<0.5%)	66	237	(<0.5%)	61

## Discretionary Households Income

Household Average Discretionary Income	\$48,627.8		7	\$52,935.46		86	\$49,398.08		8
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$38,484.33	76	\$43,757.51	86	\$38,781.89	74
<\$10K	566 (8%)	86	7,037 (11.4%)	123	21,651 (14.3%)	155
\$10K - \$20K	1,083 (15.3%)	144	7,310 (11.9%)	112	19,375 (12.8%)	121
\$20K - \$30K	1,053 (14.9%)	141	7,485 (12.1%)	115	19,171 (12.7%)	120
\$30K - \$40K	970 (13.7%)	138	6,841 (11.1%)	112	17,292 (11.5%)	115
\$40K - \$50K	674 (9.5%)	107	5,625 (9.1%)	103	13,810 (9.1%)	103
\$50K - \$75K	1,218 (17.2%)	99	11,940 (19.4%)	111	26,231 (17.4%)	100
\$75K - \$100K	804 (11.4%)	97	7,036 (11.4%)	97	14,944 (9.9%)	84
\$100K - \$125K	397 (5.6%)	69	4,107 (6.7%)	82	8,581 (5.7%)	70
\$125K - \$150K	238 (3.4%)	51	2,616 (4.2%)	64	5,829 (3.9%)	58
>\$150K	78 (1.1%)	19	1,671 (2.7%)	46	4,086 (2.7%)	46

### Households Income by Ethnicity

Average Income - White	\$79,262.46	83	\$89,315.52	94	\$87,340.84	91
Median Income - White	\$67,574.8	77	\$81,013.03	93	\$78,314.6	90
Average Income - Black	\$80,097.7	116	\$64,900.23	94	\$57,517.42	83
Median Income - Black	\$62,849.81	113	\$54,264.75	98	\$45,652.31	82

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$61,220.54 (54)	\$62,581.04 (55)	\$68,139.3 (60)
Median Income - Asian	\$47,360.64 (41)	\$50,710.16 (44)	\$54,510.13 (48)
Average Income - Hispanic	\$72,545.01 (90)	\$71,791.2 (89)	\$60,544.18 (75)
Median Income - Hispanic	\$68,946.77 (99)	\$66,874.54 (96)	\$49,636.92 (71)
Average Income - Other	\$74,679.86 (83)	\$80,472.21 (90)	\$69,421.98 (71)
Median Income - Other	\$67,058.35 (84)	\$75,420.47 (95)	\$55,174.02 (69)

## Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	41.62 (102)	40.49 (99)	40.47 (99)
Median Age	38.49 (96)	37.05 (92)	37.57 (94)
0-4	971 (6%) (112)	7,517 (5.1%) (95)	19,226 (5.4%) (100)
5-13	1,563 (9.7%) (94)	12,275 (8.4%) (8)	34,534 (9.7%) (94)
14-17	658 (4.1%) (7)	8,557 (5.8%) (110)	19,856 (5.6%) (105)
18-21	668 (4.2%) (76)	10,796 (7.4%) (134)	22,455 (6.3%) (114)
22-24	512 (3.2%) (7)	8,964 (6.1%) (147)	17,741 (5%) (120)
25-29	1,084 (6.8%) (114)	8,510 (5.8%) (98)	22,009 (6.2%) (104)
30-34	1,389 (8.7%) (133)	11,379 (7.8%) (119)	26,616 (7.5%) (114)

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# Audience Profile

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
35-39	1,353	(8.4%)	128	10,263	(7%)	106	25,106	(7%)	106
40-44	1,017	(6.3%)	99	8,584	(5.9%)	92	21,322	(6%)	93
45-49	818	(5.1%)	85	6,983	(4.8%)	8	17,996	(5%)	84
50-54	770	(4.8%)	8	6,881	(4.7%)	7	18,075	(5.1%)	85
55-59	900	(5.6%)	91	7,725	(5.3%)	86	19,929	(5.6%)	91
60-64	947	(5.9%)	92	8,631	(5.9%)	92	21,937	(6.1%)	96
65-69	1,033	(6.4%)	106	9,187	(6.3%)	103	22,597	(6.3%)	104
70-74	886	(5.5%)	110	7,846	(5.4%)	107	18,507	(5.2%)	103
75-79	593	(3.7%)	96	5,531	(3.8%)	98	13,003	(3.6%)	95
80-84	415	(2.6%)	108	3,421	(2.3%)	97	8,030	(2.2%)	94
85+	477	(3%)	147	3,479	(2.4%)	117	8,179	(2.3%)	113

## Age - Male

Male Average Age	39.78		100	38.74		97	38.9		98
Male Median Age	37.27		98	35.36		93	36.09		95
0-4	496	(6.5%)	116	3,843	(5.4%)	95	9,839	(5.7%)	102
5-13	780	(10.3%)	96	6,237	(8.7%)	8	17,579	(10.2%)	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				
14-17	320	(4.2%)	76	4,457	(6.2%)	113	10,097	(5.9%)	107
18-21	335	(4.4%)	77	5,745	(8%)	140	11,600	(6.8%)	118
22-24	266	(3.5%)	88	4,849	(6.8%)	156	9,309	(5.4%)	124
25-29	541	(7.1%)	116	4,318	(6%)	98	10,978	(6.4%)	104
30-34	674	(8.9%)	133	5,815	(8.1%)	122	13,147	(7.7%)	114
35-39	667	(8.8%)	131	5,164	(7.2%)	108	12,236	(7.1%)	106
40-44	520	(6.9%)	106	4,321	(6%)	94	10,362	(6%)	94
45-49	394	(5.2%)	87	3,371	(4.7%)	79	8,556	(5%)	83
50-54	357	(4.7%)	79	3,253	(4.6%)	76	8,550	(5%)	84
55-59	436	(5.8%)	94	3,651	(5.1%)	84	9,398	(5.5%)	90
60-64	428	(5.6%)	90	3,974	(5.6%)	88	10,174	(5.9%)	94
65-69	444	(5.9%)	101	4,087	(5.7%)	98	10,227	(6%)	102
70-74	398	(5.2%)	111	3,520	(4.9%)	104	8,350	(4.9%)	103
75-79	238	(3.1%)	89	2,367	(3.3%)	94	5,564	(3.2%)	92
80-84	156	(2.1%)	99	1,396	(2%)	94	3,182	(1.9%)	89
85+	132	(1.7%)	118	1,089	(1.5%)	103	2,593	(1.5%)	102

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Age - Female

Age Group	1 Mile	3 Mile	5 Mile
Female Average Age	43.28	42.16	41.92
Female Median Age	40.94	38.77	38.98
0-4	475 (5.6%)	3,674 (4.9%)	9,387 (5.1%)
5-13	783 (9.2%)	6,038 (8%)	16,955 (9.1%)
14-17	338 (4%)	4,100 (5.5%)	9,759 (5.3%)
18-21	333 (3.9%)	5,051 (6.7%)	10,855 (5.9%)
22-24	246 (2.9%)	4,115 (5.5%)	8,432 (4.5%)
25-29	543 (6.4%)	4,192 (5.6%)	11,031 (6%)
30-34	715 (8.4%)	5,564 (7.4%)	13,469 (7.3%)
35-39	686 (8.1%)	5,099 (6.8%)	12,870 (6.9%)
40-44	497 (5.9%)	4,263 (5.7%)	10,960 (5.9%)
45-49	424 (5%)	3,612 (4.8%)	9,440 (5.1%)
50-54	413 (4.9%)	3,628 (4.8%)	9,525 (5.1%)
55-59	464 (5.5%)	4,074 (5.4%)	10,531 (5.7%)
60-64	519 (6.1%)	4,657 (6.2%)	11,763 (6.3%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
65-69	589	(7%)	110	5,100	(6.8%)	108	12,370	(6.7%)	106
70-74	488	(5.8%)	109	4,326	(5.8%)	109	10,157	(5.5%)	103
75-79	355	(4.2%)	101	3,164	(4.2%)	101	7,439	(4%)	96
80-84	259	(3.1%)	113	2,025	(2.7%)	100	4,848	(2.6%)	97
85+	345	(4.1%)	159	2,390	(3.2%)	125	5,586	(3%)	118

### Employment by Occupation

Total Employees (16+ Years Old)	9,042			76,727			179,536		
Professional Specialty	2,838	(31.4%)	127	23,394	(30.5%)	123	49,764	(27.7%)	112
Production & Transportation	1,360	(15%)	116	7,216	(9.4%)	73	19,088	(10.6%)	82
Office Admin	1,257	(13.9%)	131	9,887	(12.9%)	121	23,170	(12.9%)	121
Managerial/Executive	1,209	(13.4%)	77	13,838	(18%)	104	29,039	(16.2%)	93
Sales	744	(8.2%)	88	7,504	(9.8%)	105	17,565	(9.8%)	105
Construction	503	(5.6%)	70	3,402	(4.4%)	55	9,078	(5.1%)	63
Food Preparation & Serving	484	(5.4%)	105	3,879	(5.1%)	99	9,726	(5.4%)	106
Personal Care	249	(2.8%)	110	1,901	(2.5%)	99	4,925	(2.7%)	110
Building Maintenance & Cleaning	182	(2%)	59	1,644	(2.1%)	63	4,972	(2.8%)	82

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	1 Mile		3 Mile		5 Mile	
Healthcare support	119	(1.3%)	2,687	(3.5%)	8,285	(4.6%)
Protective	97	(1.1%)	1,194	(1.6%)	3,638	(2%)
Farming, Fishing & Forestry			181	(<0.5%)	286	(<0.5%)

## Employment by Industry

Total Employees (16+ Years Old)	9,042		76,727		179,536	
Educational Services	2,595	(28.7%)	24,435	(31.8%)	55,467	(30.9%)
Wholesale Retail	1,242	(13.7%)	11,023	(14.4%)	23,896	(13.3%)
Manufacturing	1,086	(12%)	6,166	(8%)	15,473	(8.6%)
Entertainment Services	779	(8.6%)	5,705	(7.4%)	15,173	(8.5%)
Financial, Insurance & Real Estate	628	(6.9%)	7,337	(9.6%)	15,681	(8.7%)
Professional Services	615	(6.8%)	5,654	(7.4%)	12,401	(6.9%)
Transportation	501	(5.5%)	3,347	(4.4%)	8,878	(4.9%)
Public Administration	385	(4.3%)	3,431	(4.5%)	7,478	(4.2%)
Agriculture/Mining/Construction	365	(4%)	3,340	(4.4%)	8,093	(4.5%)
Other Professional Services	315	(3.5%)	2,399	(3.1%)	7,369	(4.1%)
Administrative/Waste Services	288	(3.2%)	2,420	(3.2%)	6,577	(3.7%)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Information	243	(2.7%)	144	1,394	(1.8%)	97	2,838	(1.6%)	85
Management Services				76	(<0.5%)	7	212	(<0.5%)	93

### Language Spoken

Speak English at Home	13,064	(86.6%)	112	121,035	(87.1%)	112	292,561	(86.6%)	112
Speak Other Language at Home	1,734	(11.5%)	136	14,101	(10.1%)	120	32,946	(9.8%)	115
Speak Spanish at Home	285	(1.9%)	13	3,876	(2.8%)	20	12,385	(3.7%)	26

### Ancestry

Other	2,648	(16.5%)	74	25,909	(17.7%)	84	80,259	(22.5%)	107
German	2,311	(14.4%)	185	18,581	(12.7%)	163	40,065	(11.2%)	144
Unclassified	2,109	(13.1%)	8	20,543	(14%)	86	50,143	(14%)	86
Italian	1,864	(11.6%)	390	17,600	(12%)	403	36,006	(10.1%)	339
Scottish/Irish	1,542	(9.6%)	144	15,092	(10.3%)	155	31,598	(8.8%)	33
Polish	1,212	(7.5%)	492	9,529	(6.5%)	424	25,150	(7%)	459
British	760	(4.7%)	89	7,163	(4.9%)	92	14,833	(4.2%)	7
Other European (e.g. Greek/Russian)	582	(3.6%)	114	5,120	(3.5%)	110	11,797	(3.3%)	104
Puerto Rican	518	(3.2%)	115	3,300	(2.3%)	8	13,662	(3.8%)	136

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# Audience Profile

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
South Central Asian (e.g. Indian)	487	(3%)	194	3,280	(2.2%)	143
South East Asian (e.g. Vietnamese)	379	(2.4%)	134	2,174	(1.5%)	73
American	367	(2.3%)	48	2,796	(1.9%)	37
Chinese	201	(1.3%)	100	3,369	(2.3%)	112
Middle Eastern	167	(1%)	168	1,779	(1.2%)	219
French	156	(1%)	74	1,585	(1.1%)	87
Scandinavian	140	(0.9%)	46	1,458	(1%)	44
Other Hispanic	131	(0.8%)	57	905	(0.6%)	38
Other Asian	108	(0.7%)	158	892	(0.6%)	254
Korean	97	(0.6%)	117	868	(0.6%)	81
Dominican	93	(0.6%)	91	881	(0.6%)	84
Dutch	63	(<0.5%)	65	931	(0.6%)	81
Native American (Indian/Eskimo)	36	(<0.5%)	35	338	(<0.5%)	50
South American	36	(<0.5%)	18	696	(<0.5%)	40
Mexican	30	(<0.5%)	2	800	(0.5%)	6
Cuban	9	(<0.5%)	8	339	(<0.5%)	26

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Central American	6	(<0.5%)	401	(<0.5%)	820	(<0.5%)
Japanese	2	(<0.5%)	162	(<0.5%)	393	(<0.5%)
Hawaiian/Pacific Islander			38	(<0.5%)	89	(<0.5%)

### Education (Age 25+)

Total Educated Population	11,682		98,420		243,306	
Elementary (0 to 8 Years)	497	(4.3%)	1,651	(1.7%)	7,767	(3.2%)
Some High School (9 to 11 Years)	462	(4%)	3,125	(3.2%)	11,067	(4.5%)
High School Graduate (12 Years)	2,544	(21.8%)	18,446	(18.7%)	56,068	(23%)
Some College (13 to 16 Years)	2,352	(20.1%)	17,362	(17.6%)	44,241	(18.2%)
Associates Degree Only	1,552	(13.3%)	11,352	(11.5%)	28,134	(11.6%)
Bachelor's Degree Only	2,658	(22.8%)	24,899	(25.3%)	52,490	(21.6%)
Graduate Degree	1,617	(13.8%)	21,585	(21.9%)	43,539	(17.9%)

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



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,081	61,668	150,970
One Person Households	2,438 (34.4%)	21,581 (35%)	53,438 (35.4%)
Married Couple	2,880 (40.7%)	23,303 (37.8%)	54,181 (35.9%)
Male Householder	324 (4.6%)	2,795 (4.5%)	7,044 (4.7%)
Female Householder	875 (12.4%)	6,372 (10.3%)	22,403 (14.8%)
Non Family Households	564 (8%)	7,617 (12.4%)	13,904 (9.2%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,081	61,668	150,970
1 Person Household	2,438 (34.4%)	21,581 (35%)	53,438 (35.4%)
2 Person Household	2,324 (32.8%)	20,952 (34%)	48,772 (32.3%)
3 Person Household	1,119 (15.8%)	8,920 (14.5%)	22,193 (14.7%)
4 Person Household	753 (10.6%)	6,687 (10.8%)	16,153 (10.7%)
5 Person Household	308 (4.3%)	2,343 (3.8%)	6,497 (4.3%)
6 Person Household	92 (1.3%)	761 (1.2%)	2,455 (1.6%)
7+ Person Household	47 (0.7%)	424 (0.7%)	1,462 (1%)

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	7,442	65,509	162,947
Owner Occupied Housing	4,868	40,922	92,756
Renter Occupied Housing	2,213	20,746	58,214
Vacant Housing	361	3,841	11,977

### Housing Rent

Average Rent	\$1,220.53	\$1,294.73	\$1,207.81
Median Rent	\$1,232.09	\$1,242.17	\$1,146.84
Total Cash Rents Housing	2,052	19,811	55,860
<\$300	35 (1.7%)	437 (2.2%)	2,130 (3.8%)
\$300-\$500	171 (8.3%)	601 (3%)	2,434 (4.4%)
\$500-\$750	141 (6.9%)	1,510 (7.6%)	6,062 (10.9%)
\$750-\$1000	232 (11.3%)	3,476 (17.5%)	11,395 (20.4%)
\$1000-\$1500	963 (46.9%)	8,014 (40.5%)	20,121 (36%)
\$1500-\$2000	427 (20.8%)	4,015 (20.3%)	9,340 (16.7%)
\$2000-\$2500	79 (3.8%)	1,301 (6.6%)	3,020 (5.4%)

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	4	(<0.5%)	271	(1.4%)	849	(1.5%)
\$3000-\$3500			110	(0.6%)	238	(<0.5%)
>\$3500			76	(<0.5%)	271	(<0.5%)

## Value of Owner-Occupied Housing Units

Average House Value	\$273,300.39		\$315,839.92		\$308,731.9	
Median House Value	\$242,857.14		\$276,157.3		\$259,037.54	
Owner Occupied Housing	4,868		40,922		92,756	
<\$100K	112	(2.3%)	1,834	(4.5%)	8,090	(8.7%)
\$100K - \$200K	1,272	(26.1%)	7,662	(18.7%)	21,098	(22.7%)
\$200K - \$300K	2,105	(43.2%)	14,251	(34.8%)	27,447	(29.6%)
\$300K - \$400K	1,095	(22.5%)	9,767	(23.9%)	17,365	(18.7%)
\$400K - \$500K	175	(3.6%)	3,441	(8.4%)	7,822	(8.4%)
\$500K - \$1000K	54	(1.1%)	3,453	(8.4%)	9,477	(10.2%)
>\$1000K	55	(1.1%)	514	(1.3%)	1,457	(1.6%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Poverty

Households in Poverty	854	(12.1%)	95	8,619	(14%)	110	24,323	(16.1%)	127
Households Above Poverty	6,227	(87.9%)	101	53,049	(86%)	98	126,647	(83.9%)	96
Households in Poverty (Married)	144	(2%)	93	868	(1.4%)	65	2,509	(1.7%)	74
Households in Poverty (Male Householder)	12	(<0.5%)	27	302	(<0.5%)	71	879	(0.6%)	91
Households in Poverty (Female Householder)	151	(2.1%)	72	1,178	(1.9%)	65	5,946	(3.9%)	33
Households in Poverty (Non-Family)	481	(6.8%)	108	4,902	(7.9%)	127	12,884	(8.5%)	136
Households in Poverty (Non-Family Student)	66	(0.9%)	150	1,369	(2.2%)	357	2,105	(1.4%)	224

### Wealth per Household

Household Average Wealth	\$240,038.84	99	\$247,108.79	102	\$236,120.14	98			
Household Median Wealth	\$81,155.33	100	\$84,200.6	104	\$76,148.76	94			
<\$0K	1,225	(17.3%)	99	10,642	(17.3%)	99	27,021	(17.9%)	103
\$0K - \$5K	601	(8.5%)	99	5,080	(8.2%)	96	13,376	(8.9%)	103
\$5K - \$10K	323	(4.6%)	100	2,770	(4.5%)	99	7,102	(4.7%)	103
\$10K - \$25K	453	(6.4%)	101	3,896	(6.3%)	99	9,733	(6.4%)	102
\$25K - \$50K	483	(6.8%)	100	4,164	(6.8%)	99	10,244	(6.8%)	100

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	731	(10.3%)	6,260	(10.2%)	15,314	(10.1%)
\$100K - \$250K	1,291	(18.2%)	11,148	(18.1%)	26,854	(17.8%)
\$250K - \$500K	936	(13.2%)	8,236	(13.4%)	19,469	(12.9%)
>\$500K	1,038	(14.7%)	9,472	(15.4%)	21,857	(14.5%)

### Vehicles per Household

Total Number of Vehicles	10,597		95,615		220,937	
Average Number of Vehicles	1.5		1.55		1.46	
No Vehicles	492	(6.9%)	5,722	(9.3%)	19,324	(12.8%)
1 Vehicle	3,560	(50.3%)	26,177	(42.4%)	63,865	(42.3%)
2 Vehicles	2,255	(31.8%)	22,457	(36.4%)	51,706	(34.2%)
3 or more Vehicles	774	(10.9%)	7,312	(11.9%)	16,075	(10.6%)

### Population Change

Births	176		1,473		3,679
Deaths	136		1,110		2,669
Migration	-384		-1,071		-2,068

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

618

3,311

9,055

Total Employees

8,641

54,754

150,606

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