



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	6,996		73,484		252,106	
Households	2,872		30,803		82,237	
Persons per Household	2.43	95	2.36	93	3.03	119
Household Median Income	\$85,389.53	107	\$79,841.62	100	\$90,953.05	114
Household Median Disposable Income	\$72,052.22	105	\$67,513.08	98	\$76,364.88	111
Household Median Discretionary Income	\$47,847.53	94	\$49,509.62	97	\$54,382.35	107
Average Income Per Person	\$43,230.96	100	\$45,343.43	105	\$39,703.81	92
Median Rent	\$1,525.76	108	\$1,806.81	128	\$1,814.04	129
Median House Value	\$437,100.01	115	\$444,204.77	117	\$567,588.42	149
Households in Poverty	340 (11.8%)	93	2,512 (8.2%)	64	8,866 (10.8%)	85
Household Median Wealth	\$76,620.63	94	\$91,324.75	113	\$91,811.74	113
Average Age	41.8	102	46.18	113	37.19	91
Median Age	41.41	103	47.07	117	32.88	8
Households with Children	604 (21%)	7	5,824 (18.9%)	71	28,290 (34.4%)	128
High School Graduate or Higher	4,780 (93.9%)	105	51,570 (94.1%)	105	142,430 (93.2%)	104

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	1,482 (29.1%)	16,627 (30.3%)	54,169 (35.4%)
Pop density (per sq mi)	2,448	3,202	3,629
Area (based on blockgroups)	3	23	69

## Population

Population 2024 Q4	6,996	73,484	252,106
Population 2024 Q3	7,004	72,846	247,085
Population 2024 Q2	7,053	72,972	246,122
Population 2024 Q1	7,046	72,958	246,294
Population 2023 Q4	6,965	72,382	244,718
Population 2023 Q3	6,951	72,279	244,470
Population 2023 Q2	6,951	72,245	244,163
Population 2023 Q1	6,961	72,265	244,211
Population 2022 Q4	6,933	72,081	244,022
Population 5 Years Forecast	7,176	74,440	259,776
Population 10 Years Forecast	7,395	76,225	268,299
Persons per Household	2.43	2.36	3.03

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



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	1 Mile			3 Mile			5 Mile		
Group Quarters	27	(<0.5%)	16	772	(1.1%)	45	2,850	(1.1%)	48
Transient Population - Average Last 4 Quarters				118	(<0.5%)	12	329	(<0.5%)	10

## Households

Households 2024 Q4	2,872		30,803		82,237
Households 2024 Q3	2,873		30,565		80,982
Households 2024 Q2	2,895		30,616		80,773
Households 2024 Q1	2,892		30,613		80,829
Households 2023 Q4	2,859		30,374		80,330
Households 2023 Q3	2,853		30,336		80,274
Households 2023 Q2	2,852		30,322		80,167
Households 2023 Q1	2,858		30,329		80,173
Households 2022 Q4	2,846		30,261		80,102
Households 5 Years Forecast	2,940		31,187		84,153
Households 10 Years Forecast	3,028		31,928		86,624

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



Benchmark: Nationwide



### Gender

Male	3,401	(48.6%)	99	34,493	(46.9%)	96	123,518	(49%)	100
Female	3,595	(51.4%)	101	38,991	(53.1%)	104	128,588	(51%)	100

### Ethnicity

White	4,883	(69.8%)	121	57,224	(77.9%)	135	205,786	(81.6%)	141
Hispanic (Ethnic)	1,451	(20.7%)	106	10,678	(14.5%)	74	29,525	(11.7%)	60
Other	311	(4.4%)	86	2,370	(3.2%)	62	7,453	(3%)	57
Black	229	(3.3%)	28	2,264	(3.1%)	26	5,804	(2.3%)	20
Asian	122	(1.7%)	30	948	(1.3%)	22	3,538	(1.4%)	24

### Household by Ethnicity

White	2,175	(75.7%)	123	25,141	(81.6%)	133	66,581	(81%)	131
Hispanic (Ethnic)	348	(12.1%)	80	3,247	(10.5%)	69	8,170	(9.9%)	65
Other	253	(8.8%)	116	1,720	(5.6%)	74	4,986	(6.1%)	80
Black	96	(3.3%)	30	491	(1.6%)	14	1,461	(1.8%)	16
Asian				204	(0.7%)	15	1,039	(1.3%)	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	\$105,016.09		94	\$107,248.4		96	\$120,604.35		108
Average Income Per Person	\$43,230.96		100	\$45,343.43		105	\$39,703.81		92
Household Median Income	\$85,389.53		107	\$79,841.62		100	\$90,953.05		114
<\$15K	279	(9.7%)	120	1,875	(6.1%)	75	3,919	(4.8%)	59
\$15K - \$25K	169	(5.9%)	91	1,903	(6.2%)	95	4,146	(5%)	7
\$25K - \$35K	167	(5.8%)	86	2,058	(6.7%)	99	4,724	(5.7%)	85
\$35K - \$50K	213	(7.4%)	72	3,466	(11.3%)	109	8,642	(10.5%)	102
\$50K - \$75K	421	(14.7%)	93	5,315	(17.3%)	110	12,980	(15.8%)	100
\$75K - \$100K	397	(13.8%)	108	3,359	(10.9%)	85	9,863	(12%)	94
\$100K - \$150K	728	(25.3%)	143	6,358	(20.6%)	117	16,206	(19.7%)	111
\$150K - \$175K	171	(6%)	95	2,184	(7.1%)	113	6,403	(7.8%)	124
\$175K - \$200K	92	(3.2%)	49	1,872	(6.1%)	93	5,628	(6.8%)	104
\$200K - \$250K	130	(4.5%)	87	1,349	(4.4%)	84	5,444	(6.6%)	127
\$250K - \$500K	57	(2%)	89	577	(1.9%)	84	2,337	(2.8%)	127
>\$500K	48	(1.7%)	90	487	(1.6%)	85	1,945	(2.4%)	127

## 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	\$79,563.58		97	\$80,726.18		98	\$89,581.04		109
Household Median Disposable Income	\$72,052.22		105	\$67,513.08		98	\$76,364.88		111
<\$15K	296	(10.3%)	117	2,021	(6.6%)	75	4,239	(5.2%)	59
\$15K - \$25K	214	(7.5%)	98	2,288	(7.4%)	98	5,001	(6.1%)	8
\$25K - \$35K	147	(5.1%)	65	2,508	(8.1%)	103	6,509	(7.9%)	100
\$35K - \$50K	316	(11%)	90	4,152	(13.5%)	111	9,968	(12.1%)	99
\$50K - \$75K	519	(18.1%)	102	5,687	(18.5%)	104	14,708	(17.9%)	101
\$75K - \$100K	557	(19.4%)	136	4,603	(14.9%)	105	12,330	(15%)	105
\$100K - \$150K	562	(19.6%)	109	6,067	(19.7%)	110	16,653	(20.3%)	113
\$150K - \$175K	84	(2.9%)	48	1,648	(5.4%)	88	5,492	(6.7%)	110
\$175K - \$200K	49	(1.7%)	7	501	(1.6%)	74	1,986	(2.4%)	110
\$200K - \$250K	50	(1.7%)	8	532	(1.7%)	8	2,153	(2.6%)	122
\$250K - \$500K	70	(2.4%)	83	729	(2.4%)	8	2,939	(3.6%)	122
>\$500K	8	(<0.5%)	108	67	(<0.5%)	85	259	(<0.5%)	122

## Discretionary Households Income

Household Average Discretionary Income	\$51,257.93		84	\$59,247.7		97	\$64,014.16		104
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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	\$47,847.53	94	\$49,509.62	97	\$54,382.35	107
<\$10K	316 (11%)	119	2,917 (9.5%)	102	6,311 (7.7%)	83
\$10K - \$20K	301 (10.5%)	99	2,925 (9.5%)	90	8,054 (9.8%)	93
\$20K - \$30K	227 (7.9%)	75	3,326 (10.8%)	102	8,407 (10.2%)	97
\$30K - \$40K	331 (11.5%)	116	3,192 (10.4%)	104	7,673 (9.3%)	94
\$40K - \$50K	329 (11.5%)	129	3,195 (10.4%)	117	7,543 (9.2%)	104
\$50K - \$75K	773 (26.9%)	155	5,639 (18.3%)	105	15,035 (18.3%)	105
\$75K - \$100K	350 (12.2%)	104	4,144 (13.5%)	115	11,301 (13.7%)	117
\$100K - \$125K	96 (3.3%)	41	2,413 (7.8%)	97	7,642 (9.3%)	115
\$125K - \$150K	118 (4.1%)	62	1,716 (5.6%)	84	5,697 (6.9%)	104
>\$150K	31 (1.1%)	18	1,336 (4.3%)	73	4,574 (5.6%)	94

## Households Income by Ethnicity

Average Income - White	\$92,570.8	97	\$91,676.89	96	\$100,322.7	105
Median Income - White	\$90,860.02	105	\$80,586.76	93	\$93,098.34	107
Average Income - Black	\$56,340.01	8	\$64,463.5	93	\$74,753.96	108
Median Income - Black	\$64,374.71	116	\$64,499.7	116	\$68,874.96	124

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian		\$86,402.74	\$99,198.82
Median Income - Asian		\$77,205.8	\$85,431.91
Average Income - Hispanic	\$88,588.22	\$90,983.51	\$95,389.14
Median Income - Hispanic	\$79,032.1	\$82,168.3	\$85,086.89
Average Income - Other	\$84,350.06	\$96,192.92	\$106,869.51
Median Income - Other	\$78,928.41	\$94,836.16	\$100,698.73

## Age

Average Age	41.8	46.18	37.19
Median Age	41.41	47.07	32.88
0-4	401 (5.7%)	3,577 (4.9%)	14,583 (5.8%)
5-13	679 (9.7%)	6,976 (9.5%)	44,064 (17.5%)
14-17	298 (4.3%)	3,026 (4.1%)	16,340 (6.5%)
18-21	300 (4.3%)	2,939 (4%)	14,418 (5.7%)
22-24	230 (3.3%)	2,159 (2.9%)	9,818 (3.9%)
25-29	411 (5.9%)	3,682 (5%)	15,148 (6%)
30-34	474 (6.8%)	4,127 (5.6%)	16,229 (6.4%)

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	1 Mile		3 Mile		5 Mile				
35-39	528	(7.5%)	114	4,445	(6%)	92	15,099	(6%)	91
40-44	501	(7.2%)	112	3,992	(5.4%)	85	13,507	(5.4%)	84
45-49	400	(5.7%)	95	3,519	(4.8%)	8	11,623	(4.6%)	7
50-54	421	(6%)	101	3,681	(5%)	84	10,875	(4.3%)	72
55-59	499	(7.1%)	116	4,442	(6%)	99	11,801	(4.7%)	76
60-64	541	(7.7%)	121	5,418	(7.4%)	115	13,190	(5.2%)	82
65-69	464	(6.6%)	109	5,783	(7.9%)	130	13,125	(5.2%)	86
70-74	327	(4.7%)	93	4,912	(6.7%)	133	10,776	(4.3%)	85
75-79	248	(3.5%)	92	4,224	(5.7%)	149	8,863	(3.5%)	91
80-84	162	(2.3%)	97	3,098	(4.2%)	176	6,173	(2.4%)	102
85+	112	(1.6%)	7	3,484	(4.7%)	234	6,474	(2.6%)	127

## Age - Male

Male Average Age	40.05		100	43.75		110	35.66		89
Male Median Age	38.77		102	43.03		113	31.7		83
0-4	206	(6.1%)	107	1,841	(5.3%)	95	7,509	(6.1%)	108
5-13	359	(10.6%)	98	3,525	(10.2%)	95	22,521	(18.2%)	170

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	155	(4.6%)	83	1,526	(4.4%)	81	8,367	(6.8%)	123
18-21	155	(4.6%)	74	1,502	(4.4%)	76	7,382	(6%)	104
22-24	120	(3.5%)	8	1,118	(3.2%)	74	5,023	(4.1%)	93
25-29	208	(6.1%)	99	1,876	(5.4%)	88	7,408	(6%)	97
30-34	239	(7%)	105	2,077	(6%)	90	8,371	(6.8%)	101
35-39	274	(8.1%)	120	2,231	(6.5%)	97	7,631	(6.2%)	92
40-44	252	(7.4%)	115	2,050	(5.9%)	92	6,866	(5.6%)	86
45-49	198	(5.8%)	97	1,783	(5.2%)	86	5,897	(4.8%)	80
50-54	203	(6%)	100	1,779	(5.2%)	87	5,361	(4.3%)	73
55-59	220	(6.5%)	106	2,141	(6.2%)	102	5,708	(4.6%)	76
60-64	268	(7.9%)	125	2,507	(7.3%)	115	6,285	(5.1%)	81
65-69	207	(6.1%)	105	2,578	(7.5%)	128	6,090	(4.9%)	85
70-74	152	(4.5%)	94	2,054	(6%)	126	4,780	(3.9%)	82
75-79	96	(2.8%)	8	1,657	(4.8%)	136	3,754	(3%)	86
80-84	54	(1.6%)	76	1,138	(3.3%)	159	2,391	(1.9%)	93
85+	35	(1%)	70	1,110	(3.2%)	218	2,174	(1.8%)	119

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	43.46	48.34	38.66
Female Median Age	43.09	51.23	35.15
0-4	195 (5.4%)	1,736 (4.5%)	7,074 (5.5%)
5-13	320 (8.9%)	3,451 (8.9%)	21,543 (16.8%)
14-17	143 (4%)	1,500 (3.8%)	7,973 (6.2%)
18-21	145 (4%)	1,437 (3.7%)	7,036 (5.5%)
22-24	110 (3.1%)	1,041 (2.7%)	4,795 (3.7%)
25-29	203 (5.6%)	1,806 (4.6%)	7,740 (6%)
30-34	235 (6.5%)	2,050 (5.3%)	7,858 (6.1%)
35-39	254 (7.1%)	2,214 (5.7%)	7,468 (5.8%)
40-44	249 (6.9%)	1,942 (5%)	6,641 (5.2%)
45-49	202 (5.6%)	1,736 (4.5%)	5,726 (4.5%)
50-54	218 (6.1%)	1,902 (4.9%)	5,514 (4.3%)
55-59	279 (7.8%)	2,301 (5.9%)	6,093 (4.7%)
60-64	273 (7.6%)	2,911 (7.5%)	6,905 (5.4%)

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	1 Mile		3 Mile		5 Mile				
65-69	257	(7.1%)	114	3,205	(8.2%)	131	7,035	(5.5%)	87
70-74	175	(4.9%)	92	2,858	(7.3%)	138	5,996	(4.7%)	88
75-79	152	(4.2%)	102	2,567	(6.6%)	158	5,109	(4%)	96
80-84	108	(3%)	111	1,960	(5%)	186	3,782	(2.9%)	109
85+	77	(2.1%)	84	2,374	(6.1%)	238	4,300	(3.3%)	131

## Employment by Occupation

Total Employees (16+ Years Old)	3,891			35,825			109,974		
Production & Transportation	655	(16.8%)	130	3,388	(9.5%)	75	8,687	(7.9%)	61
Managerial/Executive	607	(15.6%)	90	5,355	(14.9%)	86	19,144	(17.4%)	100
Office Admin	588	(15.1%)	142	4,987	(13.9%)	131	13,950	(12.7%)	119
Professional Specialty	566	(14.5%)	59	8,075	(22.5%)	91	30,141	(27.4%)	111
Construction	358	(9.2%)	115	3,179	(8.9%)	111	8,463	(7.7%)	96
Sales	292	(7.5%)	8	4,151	(11.6%)	124	12,553	(11.4%)	122
Food Preparation & Serving	230	(5.9%)	116	1,809	(5%)	99	4,956	(4.5%)	88
Healthcare support	176	(4.5%)	138	1,367	(3.8%)	116	2,705	(2.5%)	75
Personal Care	158	(4.1%)	163	1,119	(3.1%)	125	3,717	(3.4%)	135

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Protective	121	(3.1%)	144	1,085	(3%)	140	2,690	(2.4%)	113
Building Maintenance & Cleaning	111	(2.9%)	84	1,232	(3.4%)	101	2,858	(2.6%)	7
Farming, Fishing & Forestry	29	(0.7%)	129	78	(<0.5%)	38	110	(<0.5%)	17

## Employment by Industry

Total Employees (16+ Years Old)	3,891			35,825			109,974		
Educational Services	969	(24.9%)	106	9,522	(26.6%)	113	33,766	(30.7%)	31
Wholesale Retail	583	(15%)	114	5,709	(15.9%)	121	15,724	(14.3%)	109
Manufacturing	445	(11.4%)	115	2,170	(6.1%)	61	6,362	(5.8%)	58
Agriculture/Mining/Construction	416	(10.7%)	126	2,580	(7.2%)	85	8,078	(7.3%)	86
Entertainment Services	306	(7.9%)	91	3,130	(8.7%)	101	8,584	(7.8%)	90
Other Professional Services	280	(7.2%)	153	2,033	(5.7%)	121	4,889	(4.4%)	95
Financial, Insurance & Real Estate	263	(6.8%)	100	2,081	(5.8%)	86	7,007	(6.4%)	95
Transportation	242	(6.2%)	106	2,626	(7.3%)	125	5,728	(5.2%)	89
Professional Services	134	(3.4%)	43	2,458	(6.9%)	85	9,140	(8.3%)	103
Public Administration	127	(3.3%)	68	1,728	(4.8%)	101	4,441	(4%)	85
Administrative/Waste Services	117	(3%)	72	1,128	(3.1%)	75	4,229	(3.8%)	92

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Information	9	(<0.5%)	12	634	(1.8%)	95	1,857	(1.7%)	91
Management Services				26	(<0.5%)	57	169	(<0.5%)	122

### Language Spoken

Speak English at Home	5,484	(83.2%)	107	59,565	(85.2%)	110	195,195	(82.2%)	106
Speak Spanish at Home	743	(11.3%)	8	6,687	(9.6%)	68	19,649	(8.3%)	59
Speak Other Language at Home	368	(5.6%)	66	3,655	(5.2%)	62	22,679	(9.5%)	113

### Ancestry

Unclassified	1,121	(16%)	99	10,017	(13.6%)	84	42,121	(16.7%)	103
Other	918	(13.1%)	62	10,772	(14.7%)	70	49,412	(19.6%)	93
Italian	899	(12.9%)	432	11,381	(15.5%)	520	27,333	(10.8%)	364
Scottish/Irish	882	(12.6%)	189	9,948	(13.5%)	203	24,003	(9.5%)	143
Puerto Rican	504	(7.2%)	256	3,505	(4.8%)	169	8,103	(3.2%)	114
German	439	(6.3%)	8	5,624	(7.7%)	98	14,520	(5.8%)	74
South American	319	(4.6%)	366	1,541	(2.1%)	168	3,827	(1.5%)	122
Polish	275	(3.9%)	256	3,083	(4.2%)	274	11,337	(4.5%)	293
Mexican	233	(3.3%)	30	2,388	(3.2%)	30	9,108	(3.6%)	33

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	● 1 Mile		● 3 Mile		● 5 Mile	
American	226	(3.2%)	2,483	(3.4%)	18,934	(7.5%)
British	213	(3%)	2,595	(3.5%)	6,489	(2.6%)
Other European (e.g. Greek/Russian)	179	(2.6%)	3,543	(4.8%)	18,652	(7.4%)
Other Hispanic	168	(2.4%)	1,327	(1.8%)	2,543	(1%)
Central American	148	(2.1%)	620	(0.8%)	1,505	(0.6%)
Scandinavian	100	(1.4%)	920	(1.3%)	2,105	(0.8%)
Middle Eastern	78	(1.1%)	500	(0.7%)	1,568	(0.6%)
Cuban	64	(0.9%)	420	(0.6%)	965	(<0.5%)
South Central Asian (e.g. Indian)	44	(0.6%)	267	(<0.5%)	821	(<0.5%)
Dutch	38	(0.5%)	416	(0.6%)	990	(<0.5%)
French	36	(0.5%)	492	(0.7%)	1,352	(0.5%)
South East Asian (e.g. Vietnamese)	30	(<0.5%)	155	(<0.5%)	1,118	(<0.5%)
Other Asian	19	(<0.5%)	140	(<0.5%)	358	(<0.5%)
Korean	19	(<0.5%)	121	(<0.5%)	720	(<0.5%)
Native American (Indian/Eskimo)	16	(<0.5%)	72	(<0.5%)	199	(<0.5%)
Dominican	15	(<0.5%)	877	(1.2%)	3,474	(1.4%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Chinese	10	(<0.5%)	260	(<0.5%)	477	(<0.5%)
Hawaiian/Pacific Islander	3	(<0.5%)	12	(<0.5%)	28	(<0.5%)
Japanese			5	(<0.5%)	44	(<0.5%)

### Education (Age 25+)

Total Educated Population	5,088		54,807		152,883	
Elementary (0 to 8 Years)	87	(1.7%)	1,235	(2.3%)	4,351	(2.8%)
Some High School (9 to 11 Years)	221	(4.3%)	2,002	(3.7%)	6,102	(4%)
High School Graduate (12 Years)	1,724	(33.9%)	20,481	(37.4%)	47,738	(31.2%)
Some College (13 to 16 Years)	1,057	(20.8%)	9,994	(18.2%)	30,413	(19.9%)
Associates Degree Only	517	(10.2%)	4,468	(8.2%)	10,110	(6.6%)
Bachelor's Degree Only	1,069	(21%)	11,052	(20.2%)	34,224	(22.4%)
Graduate Degree	413	(8.1%)	5,575	(10.2%)	19,945	(13%)

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



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	2,872	30,803	82,237
One Person Households	980 (34.1%)	10,638 (34.5%)	20,158 (24.5%)
Married Couple	1,005 (35%)	13,339 (43.3%)	47,268 (57.5%)
Male Householder	72 (2.5%)	1,415 (4.6%)	3,704 (4.5%)
Female Householder	404 (14.1%)	3,595 (11.7%)	6,905 (8.4%)
Non Family Households	411 (14.3%)	1,816 (5.9%)	4,202 (5.1%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,872	30,803	82,237
1 Person Household	980 (34.1%)	10,638 (34.5%)	20,158 (24.5%)
2 Person Household	801 (27.9%)	9,947 (32.3%)	23,731 (28.9%)
3 Person Household	470 (16.4%)	4,315 (14%)	12,257 (14.9%)
4 Person Household	340 (11.8%)	3,164 (10.3%)	10,365 (12.6%)
5 Person Household	173 (6%)	1,516 (4.9%)	5,786 (7%)
6 Person Household	54 (1.9%)	603 (2%)	3,205 (3.9%)
7+ Person Household	54 (1.9%)	620 (2%)	6,735 (8.2%)

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	2,985	33,284	89,422
Owner Occupied Housing	1,741	23,449	60,475
Renter Occupied Housing	1,131	7,354	21,762
Vacant Housing	113	2,481	7,185

### Housing Rent

Average Rent	\$1,522.72	99	\$1,843.72	119	\$1,888.89	122
Median Rent	\$1,525.76	108	\$1,806.81	128	\$1,814.04	129
Total Cash Rents Housing	1,119	6,779	20,425			
<\$300	91 (8.1%)	290	92 (1.4%)	48	213 (1%)	37
\$300-\$500	106 (9.5%)	244	197 (2.9%)	75	351 (1.7%)	44
\$500-\$750	49 (4.4%)	50	138 (2%)	23	320 (1.6%)	18
\$750-\$1000	84 (7.5%)	57	258 (3.8%)	29	1,004 (4.9%)	38
\$1000-\$1500	216 (19.3%)	73	1,322 (19.5%)	74	4,529 (22.2%)	84
\$1500-\$2000	262 (23.4%)	111	2,253 (33.2%)	158	6,043 (29.6%)	141
\$2000-\$2500	155 (13.9%)	118	1,556 (23%)	196	4,259 (20.9%)	178

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	89	(8%)	138	477	(7%)	122	1,805	(8.8%)	154
\$3000-\$3500	59	(5.3%)	173	273	(4%)	132	1,164	(5.7%)	187
>\$3500	8	(0.7%)	20	213	(3.1%)	86	737	(3.6%)	99

## Value of Owner-Occupied Housing Units

Average House Value	\$454,950.31	87	\$493,599.62	94	\$629,063.55	120			
Median House Value	\$437,100.01	115	\$444,204.77	117	\$567,588.42	149			
Owner Occupied Housing	1,741		23,449		60,475				
<\$100K	61	(3.5%)	41	847	(3.6%)	42	1,801	(3%)	35
\$100K - \$200K	63	(3.6%)	27	1,902	(8.1%)	60	2,572	(4.3%)	32
\$200K - \$300K	202	(11.6%)	72	2,813	(12%)	74	4,496	(7.4%)	46
\$300K - \$400K	359	(20.6%)	141	4,103	(17.5%)	120	7,158	(11.8%)	8
\$400K - \$500K	500	(28.7%)	249	4,659	(19.9%)	172	9,442	(15.6%)	136
\$500K - \$1000K	537	(30.8%)	125	7,912	(33.7%)	136	27,527	(45.5%)	184
>\$1000K	19	(1.1%)	10	1,213	(5.2%)	47	7,479	(12.4%)	113

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



Benchmark: Nationwide



### Poverty

Households in Poverty	340	(11.8%)	93	2,512	(8.2%)	64	8,866	(10.8%)	85
Households Above Poverty	2,532	(88.2%)	101	28,291	(91.8%)	105	73,371	(89.2%)	102
Households in Poverty (Married)	77	(2.7%)	123	484	(1.6%)	72	4,328	(5.3%)	241
Households in Poverty (Male Householder)				107	(<0.5%)	54	456	(0.6%)	87
Households in Poverty (Female Householder)	20	(0.7%)	24	493	(1.6%)	54	1,023	(1.2%)	42
Households in Poverty (Non-Family)	224	(7.8%)	124	1,374	(4.5%)	71	2,892	(3.5%)	56
Households in Poverty (Non-Family Student)	19	(0.7%)	106	54	(<0.5%)	28	167	(<0.5%)	33

### Wealth per Household

Household Average Wealth	\$235,302.92	97	\$251,142.26	104	\$254,186.07	105			
Household Median Wealth	\$76,620.63	94	\$91,324.75	113	\$91,811.74	113			
<\$0K	512	(17.8%)	102	5,002	(16.2%)	93	13,450	(16.4%)	94
\$0K - \$5K	254	(8.8%)	103	2,446	(7.9%)	93	6,419	(7.8%)	91
\$5K - \$10K	134	(4.7%)	102	1,320	(4.3%)	94	3,511	(4.3%)	94
\$10K - \$25K	185	(6.4%)	101	1,889	(6.1%)	97	5,064	(6.2%)	97
\$25K - \$50K	195	(6.8%)	100	2,079	(6.7%)	99	5,558	(6.8%)	100

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	293	(10.2%)	100	3,225	(10.5%)	103	8,510	(10.3%)	101
\$100K - \$250K	515	(17.9%)	99	5,828	(18.9%)	105	15,374	(18.7%)	103
\$250K - \$500K	372	(13%)	98	4,267	(13.9%)	105	11,385	(13.8%)	105
>\$500K	412	(14.3%)	96	4,747	(15.4%)	104	12,966	(15.8%)	106

### Vehicles per Household

Total Number of Vehicles	4,966			53,024			147,374		
Average Number of Vehicles	1.73		95	1.72		94	1.79		98
No Vehicles	224	(7.8%)	94	1,898	(6.2%)	74	4,517	(5.5%)	66
1 Vehicle	1,056	(36.8%)	112	12,988	(42.2%)	129	28,371	(34.5%)	105
2 Vehicles	1,098	(38.2%)	104	10,544	(34.2%)	93	35,014	(42.6%)	115
3 or more Vehicles	494	(17.2%)	71	5,373	(17.4%)	71	14,335	(17.4%)	71

### Population Change

Births	77			680			2,809		
Deaths	50			864			1,797		
Migration	11			1,330			6,468		

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	327	2,176	5,996
Total Employees	3,903	25,156	67,580

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