



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

| | | | | | | |
|---------------------------------------|---------------|-----|----------------|-----|----------------|-----|
| Population | 6,892 | | 56,393 | | 142,018 | |
| Households | 3,293 | | 26,262 | | 63,226 | |
| Persons per Household | 2.09 | 8 | 2.13 | 83 | 2.19 | 86 |
| Household Median Income | \$84,271.53 | 106 | \$83,811.57 | 105 | \$86,058.22 | 108 |
| Household Median Disposable Income | \$72,831.71 | 106 | \$72,457.8 | 106 | \$74,221.48 | 108 |
| Household Median Discretionary Income | \$59,262.43 | 116 | \$55,700.97 | 109 | \$56,929.09 | 112 |
| Average Income Per Person | \$77,825.62 | 180 | \$55,083.55 | 128 | \$52,471.82 | 122 |
| Median Rent | \$1,649.32 | 117 | \$1,515.32 | 108 | \$1,665.33 | 118 |
| Median House Value | \$426,277.37 | 112 | \$547,791.69 | 144 | \$552,572.73 | 145 |
| Households in Poverty | 399 (12.1%) | 96 | 2,382 (9.1%) | 72 | 6,945 (11%) | 87 |
| Household Median Wealth | \$73,711.65 | 91 | \$81,263.65 | 100 | \$81,797.41 | 101 |
| Average Age | 40.52 | 99 | 40.88 | 100 | 39.73 | 97 |
| Median Age | 38.01 | 95 | 38.56 | 96 | 37.39 | 93 |
| Households with Children | 430 (13.1%) | 49 | 5,019 (19.1%) | 71 | 11,715 (18.5%) | 69 |
| High School Graduate or Higher | 4,838 (93.7%) | 105 | 39,708 (94.8%) | 106 | 95,659 (93.7%) | 105 |

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 | 2,222 (43.1%) | 21,134 (50.4%) | 50,242 (49.2%) |
| Pop density (per sq mi) | 2,058 | 2,169 | 1,957 |
| Area (based on blockgroups) | 3 | 26 | 73 |

Population

| | | | |
|------------------------------|-------|--------|---------|
| Population 2024 Q4 | 6,892 | 56,393 | 142,018 |
| Population 2024 Q3 | 6,793 | 56,278 | 141,054 |
| Population 2024 Q2 | 6,806 | 56,303 | 141,282 |
| Population 2024 Q1 | 6,885 | 56,696 | 141,020 |
| Population 2023 Q4 | 6,881 | 56,761 | 140,604 |
| Population 2023 Q3 | 6,782 | 56,325 | 140,234 |
| Population 2023 Q2 | 6,794 | 56,322 | 140,242 |
| Population 2023 Q1 | 6,802 | 56,313 | 140,094 |
| Population 2022 Q4 | 6,807 | 56,228 | 139,719 |
| Population 5 Years Forecast | 6,640 | 54,967 | 145,739 |
| Population 10 Years Forecast | 6,627 | 55,189 | 150,457 |
| Persons per Household | 2.09 | 2.13 | 2.19 |

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| | ● 1 Mile | | | ● 3 Mile | | | ● 5 Mile | | |
|--|----------|---------|-----|----------|--------|----|----------|--------|-----|
| Group Quarters | 8 | (<0.5%) | 5 | 526 | (0.9%) | 40 | 3,682 | (2.6%) | 110 |
| Transient Population - Average Last 4 Quarters | 307 | (4.5%) | 344 | 512 | (0.9%) | 70 | 3,262 | (2.3%) | 177 |

Households

| | | | | | |
|------------------------------|-------|--|--------|--|--------|
| Households 2024 Q4 | 3,293 | | 26,262 | | 63,226 |
| Households 2024 Q3 | 3,242 | | 26,192 | | 62,775 |
| Households 2024 Q2 | 3,247 | | 26,197 | | 62,867 |
| Households 2024 Q1 | 3,294 | | 26,451 | | 62,850 |
| Households 2023 Q4 | 3,292 | | 26,493 | | 62,671 |
| Households 2023 Q3 | 3,241 | | 26,285 | | 62,501 |
| Households 2023 Q2 | 3,248 | | 26,287 | | 62,501 |
| Households 2023 Q1 | 3,252 | | 26,283 | | 62,431 |
| Households 2022 Q4 | 3,252 | | 26,237 | | 62,257 |
| Households 5 Years Forecast | 3,177 | | 25,598 | | 64,854 |
| Households 10 Years Forecast | 3,173 | | 25,704 | | 66,971 |

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Gender

| Gender | 1 Mile | 3 Mile | 5 Mile |
|--------|---------------|----------------|----------------|
| Male | 3,295 (47.8%) | 26,940 (47.8%) | 68,953 (48.6%) |
| Female | 3,597 (52.2%) | 29,453 (52.2%) | 73,065 (51.4%) |

Ethnicity

| Ethnicity | 1 Mile | 3 Mile | 5 Mile |
|-------------------|---------------|----------------|----------------|
| White | 3,856 (55.9%) | 37,581 (66.6%) | 89,797 (63.2%) |
| Black | 2,290 (33.2%) | 11,889 (21.1%) | 34,730 (24.5%) |
| Other | 314 (4.6%) | 2,429 (4.3%) | 5,926 (4.2%) |
| Hispanic (Ethnic) | 256 (3.7%) | 3,118 (5.5%) | 8,794 (6.2%) |
| Asian | 176 (2.6%) | 1,376 (2.4%) | 2,771 (2%) |

Household by Ethnicity

| Ethnicity | 1 Mile | 3 Mile | 5 Mile |
|-------------------|---------------|----------------|----------------|
| White | 1,915 (58.2%) | 18,463 (70.3%) | 42,119 (66.6%) |
| Black | 1,012 (30.7%) | 5,202 (19.8%) | 14,223 (22.5%) |
| Other | 242 (7.3%) | 1,314 (5%) | 3,194 (5.1%) |
| Asian | 72 (2.2%) | 512 (1.9%) | 1,108 (1.8%) |
| Hispanic (Ethnic) | 52 (1.6%) | 771 (2.9%) | 2,582 (4.1%) |

Households Income

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



Audience Profile

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| | ● 1 Mile | | ● 3 Mile | | ● 5 Mile | |
|---------------------------|--------------|-----|---------------|-----|----------------|-----|
| Household Average Income | \$162,775.19 | 146 | \$117,445.23 | 106 | \$116,817.23 | 105 |
| Average Income Per Person | \$77,825.62 | 180 | \$55,083.55 | 128 | \$52,471.82 | 122 |
| Household Median Income | \$84,271.53 | 106 | \$83,811.57 | 105 | \$86,058.22 | 108 |
| <\$15K | 235 (7.1%) | 88 | 1,444 (5.5%) | 68 | 4,341 (6.9%) | 85 |
| \$15K - \$25K | 163 (4.9%) | 76 | 1,630 (6.2%) | 96 | 3,935 (6.2%) | 96 |
| \$25K - \$35K | 159 (4.8%) | 72 | 1,176 (4.5%) | 67 | 2,910 (4.6%) | 68 |
| \$35K - \$50K | 275 (8.4%) | 81 | 3,022 (11.5%) | 112 | 6,867 (10.9%) | 106 |
| \$50K - \$75K | 559 (17%) | 108 | 4,487 (17.1%) | 109 | 9,629 (15.2%) | 97 |
| \$75K - \$100K | 590 (17.9%) | 140 | 3,438 (13.1%) | 102 | 8,174 (12.9%) | 101 |
| \$100K - \$150K | 594 (18%) | 102 | 5,409 (20.6%) | 116 | 12,447 (19.7%) | 111 |
| \$150K - \$175K | 139 (4.2%) | 67 | 1,779 (6.8%) | 108 | 4,393 (6.9%) | 111 |
| \$175K - \$200K | 140 (4.3%) | 65 | 1,655 (6.3%) | 96 | 3,661 (5.8%) | 88 |
| \$200K - \$250K | 244 (7.4%) | 142 | 1,242 (4.7%) | 91 | 3,844 (6.1%) | 117 |
| \$250K - \$500K | 105 (3.2%) | 143 | 533 (2%) | 91 | 1,649 (2.6%) | 117 |
| >\$500K | 90 (2.7%) | 147 | 447 (1.7%) | 91 | 1,376 (2.2%) | 117 |

Disposable Households Income

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



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| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-------------------------------------|-------------|---------|-----|-------------|---------|-----|-------------|---------|-----|
| Household Average Disposable Income | \$87,804.27 | | 107 | \$84,686.91 | | 103 | \$87,234.94 | | 106 |
| Household Median Disposable Income | \$72,831.71 | | 106 | \$72,457.8 | | 106 | \$74,221.48 | | 108 |
| <\$15K | 257 | (7.8%) | 89 | 1,652 | (6.3%) | 72 | 4,759 | (7.5%) | 86 |
| \$15K - \$25K | 177 | (5.4%) | 71 | 1,700 | (6.5%) | 85 | 4,119 | (6.5%) | 86 |
| \$25K - \$35K | 244 | (7.4%) | 94 | 1,641 | (6.2%) | 74 | 4,110 | (6.5%) | 83 |
| \$35K - \$50K | 275 | (8.4%) | 69 | 3,452 | (13.1%) | 108 | 7,669 | (12.1%) | 100 |
| \$50K - \$75K | 762 | (23.1%) | 130 | 5,143 | (19.6%) | 110 | 11,282 | (17.8%) | 101 |
| \$75K - \$100K | 609 | (18.5%) | 130 | 4,015 | (15.3%) | 107 | 9,451 | (14.9%) | 105 |
| \$100K - \$150K | 426 | (12.9%) | 72 | 5,226 | (19.9%) | 111 | 12,458 | (19.7%) | 110 |
| \$150K - \$175K | 176 | (5.3%) | 88 | 1,567 | (6%) | 98 | 3,617 | (5.7%) | 94 |
| \$175K - \$200K | 110 | (3.3%) | 152 | 562 | (2.1%) | 97 | 1,743 | (2.8%) | 125 |
| \$200K - \$250K | 105 | (3.2%) | 149 | 523 | (2%) | 93 | 1,615 | (2.6%) | 120 |
| \$250K - \$500K | 142 | (4.3%) | 147 | 716 | (2.7%) | 93 | 2,211 | (3.5%) | 119 |
| >\$500K | 10 | (<0.5%) | 118 | 65 | (<0.5%) | 96 | 192 | (<0.5%) | 118 |

Discretionary Households Income

| | | | | | | | | | |
|--|-------------|--|-----|-------------|--|-----|-------------|--|-----|
| Household Average Discretionary Income | \$70,980.26 | | 116 | \$66,934.33 | | 109 | \$67,532.28 | | 110 |
|--|-------------|--|-----|-------------|--|-----|-------------|--|-----|

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



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| | 1 Mile | | 3 Mile | | 5 Mile | |
|---------------------------------------|-------------|-----|---------------|-----|----------------|-----|
| Household Median Discretionary Income | \$59,262.43 | 116 | \$55,700.97 | 109 | \$56,929.09 | 112 |
| <\$10K | 228 (6.9%) | 75 | 1,420 (5.4%) | 58 | 4,307 (6.8%) | 74 |
| \$10K - \$20K | 199 (6%) | 57 | 2,101 (8%) | 76 | 5,495 (8.7%) | 81 |
| \$20K - \$30K | 245 (7.4%) | 70 | 2,479 (9.4%) | 89 | 5,865 (9.3%) | 88 |
| \$30K - \$40K | 244 (7.4%) | 75 | 2,995 (11.4%) | 115 | 6,552 (10.4%) | 104 |
| \$40K - \$50K | 334 (10.1%) | 114 | 2,666 (10.2%) | 115 | 5,595 (8.8%) | 100 |
| \$50K - \$75K | 862 (26.2%) | 150 | 5,072 (19.3%) | 111 | 11,642 (18.4%) | 106 |
| \$75K - \$100K | 401 (12.2%) | 104 | 3,708 (14.1%) | 120 | 9,054 (14.3%) | 122 |
| \$100K - \$125K | 272 (8.3%) | 102 | 2,391 (9.1%) | 113 | 5,620 (8.9%) | 110 |
| \$125K - \$150K | 183 (5.6%) | 84 | 1,809 (6.9%) | 104 | 4,477 (7.1%) | 107 |
| >\$150K | 325 (9.9%) | 167 | 1,621 (6.2%) | 104 | 4,619 (7.3%) | 124 |

Households Income by Ethnicity

| | | | | | | |
|------------------------|--------------|-----|--------------|-----|--------------|-----|
| Average Income - White | \$107,417.66 | 113 | \$100,225.91 | 105 | \$106,373.43 | 111 |
| Median Income - White | \$93,983.39 | 108 | \$93,550.21 | 108 | \$102,064.48 | 118 |
| Average Income - Black | \$66,014.95 | 96 | \$71,606.6 | 104 | \$64,805.27 | 94 |
| Median Income - Black | \$61,749.89 | 111 | \$59,080.37 | 107 | \$51,883.8 | 94 |

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| | 1 Mile | 3 Mile | 5 Mile |
|---------------------------|--------------------|-------------------|-------------------|
| Average Income - Asian | \$40,616.43 (36) | \$99,519.13 (88) | \$96,584.64 (86) |
| Median Income - Asian | \$6,544.8 (6) | \$98,238.51 (86) | \$92,665.96 (8) |
| Average Income - Hispanic | \$73,733.96 (91) | \$77,155.65 (95) | \$83,532.04 (103) |
| Median Income - Hispanic | \$28,332.67 (41) | \$65,234.02 (94) | \$71,652.61 (103) |
| Average Income - Other | \$130,636.78 (146) | \$96,342.74 (108) | \$96,133.28 (107) |
| Median Income - Other | \$115,624.38 (145) | \$85,483.45 (107) | \$92,297.29 (116) |

Age

| | | | |
|-------------|------------------|--------------------|---------------------|
| Average Age | 40.52 (99) | 40.88 (100) | 39.73 (97) |
| Median Age | 38.01 (95) | 38.56 (96) | 37.39 (93) |
| 0-4 | 480 (7%) (129) | 3,733 (6.6%) (123) | 9,441 (6.6%) (123) |
| 5-13 | 616 (8.9%) (87) | 5,513 (9.8%) (95) | 13,531 (9.5%) (92) |
| 14-17 | 234 (3.4%) (64) | 2,100 (3.7%) (70) | 5,705 (4%) (76) |
| 18-21 | 226 (3.3%) (60) | 1,862 (3.3%) (60) | 6,200 (4.4%) (71) |
| 22-24 | 175 (2.5%) (61) | 1,289 (2.3%) (55) | 5,043 (3.6%) (86) |
| 25-29 | 461 (6.7%) (113) | 3,490 (6.2%) (104) | 9,117 (6.4%) (108) |
| 30-34 | 755 (11%) (168) | 5,413 (9.6%) (147) | 13,952 (9.8%) (151) |

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| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|-------|--------|--------|--------|-------|--------|-----|--------|--------|-----|
| 35-39 | 663 | (9.6%) | 146 | 5,385 | (9.5%) | 145 | 13,449 | (9.5%) | 143 |
| 40-44 | 521 | (7.6%) | 118 | 4,605 | (8.2%) | 128 | 10,993 | (7.7%) | 121 |
| 45-49 | 414 | (6%) | 100 | 3,513 | (6.2%) | 104 | 8,278 | (5.8%) | 97 |
| 50-54 | 346 | (5%) | 84 | 2,907 | (5.2%) | 86 | 6,998 | (4.9%) | 83 |
| 55-59 | 358 | (5.2%) | 85 | 2,819 | (5%) | 8 | 6,914 | (4.9%) | 7 |
| 60-64 | 427 | (6.2%) | 97 | 3,183 | (5.6%) | 88 | 7,766 | (5.5%) | 85 |
| 65-69 | 413 | (6%) | 99 | 3,190 | (5.7%) | 93 | 7,711 | (5.4%) | 90 |
| 70-74 | 300 | (4.4%) | 87 | 2,753 | (4.9%) | 97 | 6,564 | (4.6%) | 92 |
| 75-79 | 233 | (3.4%) | 88 | 2,204 | (3.9%) | 102 | 5,066 | (3.6%) | 93 |
| 80-84 | 153 | (2.2%) | 93 | 1,275 | (2.3%) | 94 | 2,944 | (2.1%) | 86 |
| 85+ | 117 | (1.7%) | 84 | 1,159 | (2.1%) | 101 | 2,346 | (1.7%) | 8 |

Age - Male

| | | | | | | | | | |
|------------------|-------|--------|-----|-------|---------|-----|-------|---------|-----|
| Male Average Age | 38.69 | | 97 | 39.42 | | 99 | 38.23 | | 96 |
| Male Median Age | 37.17 | | 98 | 37.77 | | 99 | 36.49 | | 96 |
| 0-4 | 247 | (7.5%) | 133 | 1,908 | (7.1%) | 126 | 4,827 | (7%) | 124 |
| 5-13 | 310 | (9.4%) | 88 | 2,836 | (10.5%) | 98 | 6,997 | (10.1%) | 94 |

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|-------|--------|--------|-----|--------|--------|-----|--------|--------|-----|
| 14-17 | 122 | (3.7%) | 67 | 1,085 | (4%) | 73 | 3,084 | (4.5%) | 8 |
| 18-21 | 118 | (3.6%) | 62 | 944 | (3.5%) | 61 | 3,363 | (4.9%) | 85 |
| 22-24 | 89 | (2.7%) | 62 | 634 | (2.4%) | 54 | 2,707 | (3.9%) | 90 |
| 25-29 | 218 | (6.6%) | 107 | 1,659 | (6.2%) | 100 | 4,313 | (6.3%) | 101 |
| 30-34 | 364 | (11%) | 165 | 2,588 | (9.6%) | 144 | 6,696 | (9.7%) | 145 |
| 35-39 | 331 | (10%) | 150 | 2,626 | (9.7%) | 146 | 6,669 | (9.7%) | 144 |
| 40-44 | 275 | (8.3%) | 129 | 2,283 | (8.5%) | 131 | 5,472 | (7.9%) | 123 |
| 45-49 | 227 | (6.9%) | 115 | 1,764 | (6.5%) | 109 | 4,167 | (6%) | 101 |
| 50-54 | 173 | (5.3%) | 88 | 1,411 | (5.2%) | 88 | 3,417 | (5%) | 83 |
| 55-59 | 166 | (5%) | 83 | 1,332 | (4.9%) | 8 | 3,290 | (4.8%) | 7 |
| 60-64 | 187 | (5.7%) | 90 | 1,452 | (5.4%) | 86 | 3,607 | (5.2%) | 83 |
| 65-69 | 184 | (5.6%) | 96 | 1,409 | (5.2%) | 90 | 3,480 | (5%) | 87 |
| 70-74 | 112 | (3.4%) | 72 | 1,219 | (4.5%) | 96 | 2,830 | (4.1%) | 87 |
| 75-79 | 86 | (2.6%) | 74 | 913 | (3.4%) | 96 | 2,106 | (3.1%) | 87 |
| 80-84 | 45 | (1.4%) | 66 | 480 | (1.8%) | 86 | 1,157 | (1.7%) | 8 |
| 85+ | 41 | (1.2%) | 84 | 397 | (1.5%) | 100 | 771 | (1.1%) | 7 |

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Benchmark: Nationwide



Age - Female

| Metric | 1 Mile | 3 Mile | 5 Mile |
|--------------------|-------------|--------------|--------------|
| Female Average Age | 42.2 | 42.22 | 41.15 |
| Female Median Age | 38.85 | 40.38 | 38.26 |
| 0-4 | 233 (6.5%) | 1,825 (6.2%) | 4,614 (6.3%) |
| 5-13 | 306 (8.5%) | 2,677 (9.1%) | 6,534 (8.9%) |
| 14-17 | 112 (3.1%) | 1,015 (3.4%) | 2,621 (3.6%) |
| 18-21 | 108 (3%) | 918 (3.1%) | 2,837 (3.9%) |
| 22-24 | 86 (2.4%) | 655 (2.2%) | 2,336 (3.2%) |
| 25-29 | 243 (6.8%) | 1,831 (6.2%) | 4,804 (6.6%) |
| 30-34 | 391 (10.9%) | 2,825 (9.6%) | 7,256 (9.9%) |
| 35-39 | 332 (9.2%) | 2,759 (9.4%) | 6,780 (9.3%) |
| 40-44 | 246 (6.8%) | 2,322 (7.9%) | 5,521 (7.6%) |
| 45-49 | 187 (5.2%) | 1,749 (5.9%) | 4,111 (5.6%) |
| 50-54 | 173 (4.8%) | 1,496 (5.1%) | 3,581 (4.9%) |
| 55-59 | 192 (5.3%) | 1,487 (5%) | 3,624 (5%) |
| 60-64 | 240 (6.7%) | 1,731 (5.9%) | 4,159 (5.7%) |

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| 65-69 | 229 | (6.4%) | 101 | 1,781 | (6%) | 96 | 4,231 | (5.8%) | 92 |
| 70-74 | 188 | (5.2%) | 99 | 1,534 | (5.2%) | 98 | 3,734 | (5.1%) | 97 |
| 75-79 | 147 | (4.1%) | 98 | 1,291 | (4.4%) | 105 | 2,960 | (4.1%) | 97 |
| 80-84 | 108 | (3%) | 111 | 795 | (2.7%) | 100 | 1,787 | (2.4%) | 90 |
| 85+ | 76 | (2.1%) | 83 | 762 | (2.6%) | 101 | 1,575 | (2.2%) | 84 |

Employment by Occupation

| | | | | | | | | | |
|---------------------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Total Employees (16+ Years Old) | 4,193 | | | 32,196 | | | 77,409 | | |
| Professional Specialty | 1,058 | (25.2%) | 102 | 9,744 | (30.3%) | 122 | 22,927 | (29.6%) | 120 |
| Production & Transportation | 986 | (23.5%) | 182 | 3,169 | (9.8%) | 76 | 7,157 | (9.2%) | 72 |
| Managerial/Executive | 619 | (14.8%) | 85 | 6,301 | (19.6%) | 113 | 15,511 | (20%) | 115 |
| Sales | 457 | (10.9%) | 117 | 3,948 | (12.3%) | 131 | 8,556 | (11.1%) | 118 |
| Office Admin | 320 | (7.6%) | 72 | 2,308 | (7.2%) | 67 | 6,026 | (7.8%) | 73 |
| Building Maintenance & Cleaning | 245 | (5.8%) | 172 | 910 | (2.8%) | 83 | 2,550 | (3.3%) | 97 |
| Food Preparation & Serving | 235 | (5.6%) | 110 | 1,748 | (5.4%) | 106 | 5,195 | (6.7%) | 131 |
| Construction | 208 | (5%) | 62 | 1,711 | (5.3%) | 66 | 4,496 | (5.8%) | 73 |
| Personal Care | 34 | (0.8%) | 33 | 859 | (2.7%) | 107 | 1,867 | (2.4%) | 97 |

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Benchmark: Nationwide

| | 1 Mile | | | 3 Mile | | | 5 Mile | | |
|-----------------------------|--------|---------|----|--------|---------|----|--------|---------|----|
| Protective | 16 | (<0.5%) | 18 | 650 | (2%) | 93 | 1,483 | (1.9%) | 88 |
| Healthcare support | 15 | (<0.5%) | 11 | 813 | (2.5%) | 7 | 1,456 | (1.9%) | 57 |
| Farming, Fishing & Forestry | | | | 35 | (<0.5%) | 19 | 185 | (<0.5%) | 41 |

Employment by Industry

| | | | | | | | | | |
|------------------------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Total Employees (16+ Years Old) | 4,193 | | | 32,196 | | | 77,409 | | |
| Educational Services | 765 | (18.2%) | 76 | 7,590 | (23.6%) | 101 | 18,347 | (23.7%) | 101 |
| Manufacturing | 712 | (17%) | 171 | 2,433 | (7.6%) | 76 | 5,518 | (7.1%) | 72 |
| Entertainment Services | 580 | (13.8%) | 159 | 3,804 | (11.8%) | 136 | 9,784 | (12.6%) | 146 |
| Wholesale Retail | 542 | (12.9%) | 98 | 3,967 | (12.3%) | 94 | 9,510 | (12.3%) | 93 |
| Professional Services | 413 | (9.8%) | 122 | 3,952 | (12.3%) | 152 | 8,739 | (11.3%) | 140 |
| Transportation | 305 | (7.3%) | 124 | 1,523 | (4.7%) | 8 | 2,945 | (3.8%) | 65 |
| Agriculture/Mining/Construction | 247 | (5.9%) | 69 | 1,743 | (5.4%) | 64 | 4,536 | (5.9%) | 69 |
| Administrative/Waste Services | 234 | (5.6%) | 134 | 1,429 | (4.4%) | 106 | 3,671 | (4.7%) | 113 |
| Financial, Insurance & Real Estate | 152 | (3.6%) | 54 | 2,344 | (7.3%) | 108 | 5,902 | (7.6%) | 113 |
| Public Administration | 127 | (3%) | 63 | 1,429 | (4.4%) | 93 | 3,384 | (4.4%) | 91 |
| Other Professional Services | 66 | (1.6%) | 33 | 1,323 | (4.1%) | 87 | 3,496 | (4.5%) | 96 |

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



Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|---------------------|--------|--------|--------|-----|---------|-----|-------|---------|-----|
| Information | 50 | (1.2%) | 64 | 632 | (2%) | 105 | 1,499 | (1.9%) | 104 |
| Management Services | | | | 27 | (<0.5%) | 66 | 78 | (<0.5%) | 8 |

Language Spoken

| | | | | | | | | | |
|------------------------------|-------|--------|-----|--------|---------|-----|---------|---------|-----|
| Speak English at Home | 6,028 | (94%) | 121 | 48,329 | (91.8%) | 119 | 121,824 | (91.9%) | 119 |
| Speak Other Language at Home | 245 | (3.8%) | 45 | 2,203 | (4.2%) | 49 | 4,215 | (3.2%) | 38 |
| Speak Spanish at Home | 139 | (2.2%) | 15 | 2,128 | (4%) | 29 | 6,538 | (4.9%) | 35 |

Ancestry

| | | | | | | | | | |
|-------------------------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Other | 2,161 | (31.4%) | 149 | 14,188 | (25.2%) | 119 | 42,307 | (29.8%) | 141 |
| American | 1,372 | (19.9%) | 416 | 9,955 | (17.7%) | 369 | 21,975 | (15.5%) | 323 |
| Unclassified | 1,146 | (16.6%) | 102 | 9,347 | (16.6%) | 102 | 23,499 | (16.5%) | 102 |
| British | 475 | (6.9%) | 130 | 4,260 | (7.6%) | 142 | 9,593 | (6.8%) | 127 |
| Scottish/Irish | 451 | (6.5%) | 98 | 4,728 | (8.4%) | 126 | 11,081 | (7.8%) | 117 |
| German | 384 | (5.6%) | 72 | 3,550 | (6.3%) | 8 | 8,406 | (5.9%) | 74 |
| Other European (e.g. Greek/Russian) | 207 | (3%) | 95 | 1,842 | (3.3%) | 103 | 4,133 | (2.9%) | 92 |
| Mexican | 114 | (1.7%) | 15 | 1,496 | (2.7%) | 24 | 4,536 | (3.2%) | 29 |
| Other Asian | 95 | (1.4%) | 323 | 192 | (<0.5%) | 8 | 386 | (<0.5%) | 64 |

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 | | |
|------------------------------------|--------|---------|----|--------|---------|-----|--------|---------|-----|
| Italian | 93 | (1.3%) | 45 | 1,143 | (2%) | 68 | 3,072 | (2.2%) | 73 |
| South American | 55 | (0.8%) | 64 | 680 | (1.2%) | 97 | 1,396 | (1%) | 7 |
| French | 51 | (0.7%) | 60 | 697 | (1.2%) | 100 | 1,722 | (1.2%) | 98 |
| Puerto Rican | 46 | (0.7%) | 24 | 471 | (0.8%) | 30 | 1,102 | (0.8%) | 28 |
| Chinese | 40 | (0.6%) | 46 | 297 | (0.5%) | 42 | 506 | (<0.5%) | 29 |
| Scandinavian | 32 | (<0.5%) | 24 | 638 | (1.1%) | 60 | 1,347 | (0.9%) | 50 |
| Polish | 32 | (<0.5%) | 30 | 468 | (0.8%) | 54 | 1,302 | (0.9%) | 60 |
| South East Asian (e.g. Vietnamese) | 31 | (<0.5%) | 26 | 467 | (0.8%) | 47 | 872 | (0.6%) | 35 |
| Other Hispanic | 25 | (<0.5%) | 25 | 200 | (<0.5%) | 25 | 901 | (0.6%) | 44 |
| Middle Eastern | 24 | (<0.5%) | 56 | 490 | (0.9%) | 140 | 891 | (0.6%) | 101 |
| Native American (Indian/Eskimo) | 19 | (<0.5%) | 43 | 100 | (<0.5%) | 28 | 283 | (<0.5%) | 31 |
| Central American | 10 | (<0.5%) | 9 | 72 | (<0.5%) | 8 | 551 | (<0.5%) | 23 |
| South Central Asian (e.g. Indian) | 9 | (<0.5%) | 8 | 277 | (<0.5%) | 31 | 639 | (<0.5%) | 29 |
| Dutch | 7 | (<0.5%) | 17 | 374 | (0.7%) | 110 | 678 | (<0.5%) | 7 |
| Hawaiian/Pacific Islander | 6 | (<0.5%) | 49 | 119 | (<0.5%) | 118 | 164 | (<0.5%) | 65 |
| Cuban | 5 | (<0.5%) | 10 | 90 | (<0.5%) | 22 | 176 | (<0.5%) | 17 |

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



Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | |
|-----------|--------|---------|--------|---------|--------|---------|
| Japanese | 1 | (<0.5%) | 63 | (<0.5%) | 109 | (<0.5%) |
| Dominican | 1 | (<0.5%) | 109 | (<0.5%) | 132 | (<0.5%) |
| Korean | | | 80 | (<0.5%) | 259 | (<0.5%) |

Education (Age 25+)

| | | | | | | |
|----------------------------------|-------|---------|--------|---------|---------|---------|
| Total Educated Population | 5,161 | | 41,896 | | 102,098 | |
| Elementary (0 to 8 Years) | 90 | (1.7%) | 556 | (1.3%) | 1,792 | (1.8%) |
| Some High School (9 to 11 Years) | 233 | (4.5%) | 1,632 | (3.9%) | 4,647 | (4.6%) |
| High School Graduate (12 Years) | 1,114 | (21.6%) | 7,826 | (18.7%) | 19,931 | (19.5%) |
| Some College (13 to 16 Years) | 881 | (17.1%) | 7,201 | (17.2%) | 17,850 | (17.5%) |
| Associates Degree Only | 621 | (12%) | 3,547 | (8.5%) | 7,636 | (7.5%) |
| Bachelor's Degree Only | 1,488 | (28.8%) | 13,383 | (31.9%) | 31,035 | (30.4%) |
| Graduate Degree | 734 | (14.2%) | 7,751 | (18.5%) | 19,207 | (18.8%) |

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



Benchmark: Nationwide



Household Type

| Household Type | 1 Mile | 3 Mile | 5 Mile |
|-----------------------|---------------|----------------|----------------|
| Households | 3,293 | 26,262 | 63,226 |
| One Person Households | 1,265 (38.4%) | 9,530 (36.3%) | 21,715 (34.3%) |
| Married Couple | 1,192 (36.2%) | 10,206 (38.9%) | 25,222 (39.9%) |
| Male Householder | 110 (3.3%) | 1,100 (4.2%) | 2,247 (3.6%) |
| Female Householder | 205 (6.2%) | 2,163 (8.2%) | 5,892 (9.3%) |
| Non Family Households | 521 (15.8%) | 3,263 (12.4%) | 8,150 (12.9%) |

Household Size

| Household Size | 1 Mile | 3 Mile | 5 Mile |
|---------------------|---------------|---------------|----------------|
| Households | 3,293 | 26,262 | 63,226 |
| 1 Person Household | 1,265 (38.4%) | 9,530 (36.3%) | 21,715 (34.3%) |
| 2 Person Household | 1,148 (34.9%) | 9,457 (36%) | 22,689 (35.9%) |
| 3 Person Household | 483 (14.7%) | 3,630 (13.8%) | 9,414 (14.9%) |
| 4 Person Household | 245 (7.4%) | 2,394 (9.1%) | 6,041 (9.6%) |
| 5 Person Household | 94 (2.9%) | 865 (3.3%) | 2,234 (3.5%) |
| 6 Person Household | 36 (1.1%) | 267 (1%) | 754 (1.2%) |
| 7+ Person Household | 22 (0.7%) | 119 (<0.5%) | 379 (0.6%) |

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



Benchmark: Nationwide



Housing Units

| | | | |
|-------------------------|-------|--------|--------|
| Total Housing Units | 3,531 | 28,644 | 71,123 |
| Owner Occupied Housing | 1,718 | 14,955 | 36,621 |
| Renter Occupied Housing | 1,575 | 11,307 | 26,605 |
| Vacant Housing | 238 | 2,382 | 7,897 |

Housing Rent

| | | | | | | | | | |
|--------------------------|------------|---------|------------|-------|------------|-----|-------|---------|-----|
| Average Rent | \$1,579.59 | 102 | \$1,560.63 | 101 | \$1,714.16 | 111 | | | |
| Median Rent | \$1,649.32 | 117 | \$1,515.32 | 108 | \$1,665.33 | 118 | | | |
| Total Cash Rents Housing | 1,575 | 11,021 | 25,704 | | | | | | |
| <\$300 | 86 | (5.5%) | 195 | 141 | (1.3%) | 46 | 345 | (1.3%) | 48 |
| \$300-\$500 | 78 | (5%) | 128 | 187 | (1.7%) | 44 | 454 | (1.8%) | 46 |
| \$500-\$750 | 46 | (2.9%) | 33 | 362 | (3.3%) | 38 | 788 | (3.1%) | 35 |
| \$750-\$1000 | 70 | (4.4%) | 34 | 1,058 | (9.6%) | 73 | 1,890 | (7.4%) | 56 |
| \$1000-\$1500 | 331 | (21%) | 8 | 3,655 | (33.2%) | 126 | 6,853 | (26.7%) | 101 |
| \$1500-\$2000 | 591 | (37.5%) | 178 | 3,509 | (31.8%) | 151 | 7,627 | (29.7%) | 141 |
| \$2000-\$2500 | 277 | (17.6%) | 150 | 1,436 | (13%) | 111 | 4,745 | (18.5%) | 158 |

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 | 69 | (4.4%) | 439 | (4%) | 1,830 | (7.1%) |
| \$3000-\$3500 | 17 | (1.1%) | 147 | (1.3%) | 672 | (2.6%) |
| >\$3500 | 10 | (0.6%) | 87 | (0.8%) | 500 | (1.9%) |

Value of Owner-Occupied Housing Units

| | | | | | | |
|------------------------|--------------|---------|--------------|---------|--------------|---------|
| Average House Value | \$516,903.88 | | \$634,999.81 | | \$656,310.78 | |
| Median House Value | \$426,277.37 | | \$547,791.69 | | \$552,572.73 | |
| Owner Occupied Housing | 1,718 | | 14,955 | | 36,621 | |
| <\$100K | 10 | (0.6%) | 277 | (1.9%) | 778 | (2.1%) |
| \$100K - \$200K | 54 | (3.1%) | 367 | (2.5%) | 1,467 | (4%) |
| \$200K - \$300K | 287 | (16.7%) | 1,074 | (7.2%) | 3,017 | (8.2%) |
| \$300K - \$400K | 400 | (23.3%) | 2,274 | (15.2%) | 4,866 | (13.3%) |
| \$400K - \$500K | 411 | (23.9%) | 2,622 | (17.5%) | 6,043 | (16.5%) |
| \$500K - \$1000K | 462 | (26.9%) | 6,593 | (44.1%) | 15,172 | (41.4%) |
| >\$1000K | 94 | (5.5%) | 1,748 | (11.7%) | 5,278 | (14.4%) |

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



Benchmark: Nationwide



Poverty

| | | | | | | | | | |
|--|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Households in Poverty | 399 | (12.1%) | 96 | 2,382 | (9.1%) | 72 | 6,945 | (11%) | 87 |
| Households Above Poverty | 2,894 | (87.9%) | 101 | 23,880 | (90.9%) | 104 | 56,281 | (89%) | 102 |
| Households in Poverty (Married) | 64 | (1.9%) | 89 | 267 | (1%) | 47 | 760 | (1.2%) | 55 |
| Households in Poverty (Male Householder) | 36 | (1.1%) | 171 | 121 | (<0.5%) | 72 | 227 | (<0.5%) | 56 |
| Households in Poverty (Female Householder) | 54 | (1.6%) | 56 | 519 | (2%) | 67 | 1,406 | (2.2%) | 75 |
| Households in Poverty (Non-Family) | 230 | (7%) | 111 | 1,381 | (5.3%) | 84 | 4,104 | (6.5%) | 103 |
| Households in Poverty (Non-Family Student) | 15 | (<0.5%) | 73 | 94 | (<0.5%) | 58 | 448 | (0.7%) | 114 |

Wealth per Household

| | | | | | | | | | |
|--------------------------|--------------|---------|--------------|-------|-------------|-----|--------|---------|-----|
| Household Average Wealth | \$235,416.03 | 97 | \$245,164.78 | 101 | \$246,092.9 | 102 | | | |
| Household Median Wealth | \$73,711.65 | 91 | \$81,263.65 | 100 | \$81,797.41 | 101 | | | |
| <\$0K | 598 | (18.2%) | 104 | 4,608 | (17.5%) | 101 | 11,077 | (17.5%) | 101 |
| \$0K - \$5K | 292 | (8.9%) | 104 | 2,210 | (8.4%) | 98 | 5,322 | (8.4%) | 98 |
| \$5K - \$10K | 158 | (4.8%) | 105 | 1,207 | (4.6%) | 101 | 2,890 | (4.6%) | 100 |
| \$10K - \$25K | 217 | (6.6%) | 104 | 1,688 | (6.4%) | 101 | 4,038 | (6.4%) | 101 |
| \$25K - \$50K | 225 | (6.8%) | 101 | 1,776 | (6.8%) | 100 | 4,268 | (6.8%) | 99 |

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 | 330 | (10%) | 98 | 2,626 | (10%) | 98 | 6,318 | (10%) | 98 |
| \$100K - \$250K | 574 | (17.4%) | 97 | 4,662 | (17.8%) | 98 | 11,231 | (17.8%) | 98 |
| \$250K - \$500K | 421 | (12.8%) | 97 | 3,472 | (13.2%) | 100 | 8,364 | (13.2%) | 100 |
| >\$500K | 478 | (14.5%) | 98 | 4,013 | (15.3%) | 103 | 9,718 | (15.4%) | 103 |

Vehicles per Household

| | | | | | | | | | |
|----------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Total Number of Vehicles | 5,706 | | | 44,158 | | | 107,497 | | |
| Average Number of Vehicles | 1.73 | | 95 | 1.68 | | 92 | 1.7 | | 93 |
| No Vehicles | 120 | (3.6%) | 44 | 1,436 | (5.5%) | 66 | 4,102 | (6.5%) | 71 |
| 1 Vehicle | 1,241 | (37.7%) | 115 | 10,467 | (39.9%) | 121 | 23,377 | (37%) | 113 |
| 2 Vehicles | 1,450 | (44%) | 119 | 10,369 | (39.5%) | 107 | 26,067 | (41.2%) | 112 |
| 3 or more Vehicles | 482 | (14.6%) | 66 | 3,990 | (15.2%) | 69 | 9,680 | (15.3%) | 69 |

Population Change

| | | | | | | | | | |
|-----------|----|--|--|------|--|--|-------|--|--|
| Births | 79 | | | 619 | | | 1,703 | | |
| Deaths | 58 | | | 477 | | | 1,109 | | |
| Migration | -4 | | | -493 | | | 865 | | |

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 | 763 | 3,076 | 7,245 |
| Total Employees | 6,636 | 26,876 | 75,732 |

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