



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Overview	1 Mile	3 Mile	5 Mile
Population	6,338	58,689	172,359
Households	2,010	24,790	69,001
Persons per Household	2.26 89	2.27 89	2.26 89
Household Median Income	\$82,459.83 104	\$76,123.37 96	\$57,325.4 72
Household Median Disposable Income	\$68,721.48 100	\$64,201.58 94	\$48,628.31 71
Household Median Discretionary Income	\$50,395.96 99	\$45,511.15 89	\$31,047.11 61
Average Income Per Person	\$43,715.17 101	\$45,393.93 105	\$35,238.37 82
Median Rent	\$1,334.63 95	\$1,231.18 87	\$1,120.85 80
Median House Value	\$285,569.11 75	\$254,805.79 67	\$231,981.21 61
Households in Poverty	191 (9.5%) 75	3,285 (13.3%) 105	14,661 (21.2%) 168
Household Median Wealth	\$83,083.92 102	\$83,359.3 103	\$62,560.01 71
Average Age	37.54 92	41.56 101	38.93 95
Median Age	28.32 71	38.81 97	35.23 88
Households with Children	613 (30.5%) 114	5,299 (21.4%) 81	15,010 (21.8%) 81
High School Graduate or Higher	3,394 (93%) 104	37,107 (92%) 103	95,492 (86.8%) 97

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Bachelor's Degree or Higher	1,647	(45.1%)	17,947	(44.5%)	39,854	(36.2%)
Pop density (per sq mi)	1,640		1,658		2,185	
Area (based on blockgroups)	4		35		79	

Population

Population 2024 Q4	6,338		58,689		172,359	
Population 2024 Q3	6,337		58,648		172,100	
Population 2024 Q2	6,335		58,694		172,116	
Population 2024 Q1	6,329		58,623		172,701	
Population 2023 Q4	6,320		58,622		172,785	
Population 2023 Q3	6,326		58,704		173,048	
Population 2023 Q2	6,319		58,758		173,294	
Population 2023 Q1	6,319		58,804		173,129	
Population 2022 Q4	6,319		58,779		173,699	
Population 5 Years Forecast	6,250		58,516		172,383	
Population 10 Years Forecast	6,208		58,443		172,477	
Persons per Household	2.26	89	2.27	89	2.26	89

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	1,799	(28.4%)	1202	2,428	(4.1%)	175	16,209	(9.4%)	398
Transient Population - Average Last 4 Quarters	63	(1%)	7	2,225	(3.8%)	293	4,042	(2.3%)	181

Households

Households 2024 Q4	2,010		24,790		69,001
Households 2024 Q3	2,011		24,738		68,803
Households 2024 Q2	2,009		24,757		68,809
Households 2024 Q1	2,007		24,725		69,061
Households 2023 Q4	2,004		24,723		69,101
Households 2023 Q3	2,005		24,763		69,222
Households 2023 Q2	2,001		24,790		69,332
Households 2023 Q1	2,002		24,808		69,229
Households 2022 Q4	2,003		24,804		69,484
Households 5 Years Forecast	1,971		24,703		69,152
Households 10 Years Forecast	1,952		24,665		69,271

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Benchmark: Nationwide



Gender

Male	2,805	(44.3%)	90	28,047	(47.8%)	98	82,915	(48.1%)	98
Female	3,533	(55.7%)	109	30,642	(52.2%)	102	89,444	(51.9%)	102

Ethnicity

White	4,274	(67.4%)	117	40,639	(69.2%)	120	98,997	(57.4%)	99
Black	842	(13.3%)	113	7,959	(13.6%)	115	35,683	(20.7%)	176
Hispanic (Ethnic)	474	(7.5%)	38	3,587	(6.1%)	31	13,546	(7.9%)	40
Other	430	(6.8%)	130	3,719	(6.3%)	122	11,348	(6.6%)	127
Asian	318	(5%)	87	2,785	(4.7%)	82	12,785	(7.4%)	129

Household by Ethnicity

White	1,381	(68.7%)	112	18,907	(76.3%)	124	44,535	(64.5%)	105
Black	297	(14.8%)	133	2,720	(11%)	99	12,091	(17.5%)	158
Other	165	(8.2%)	108	1,564	(6.3%)	83	5,266	(7.6%)	101
Asian	92	(4.6%)	101	686	(2.8%)	61	3,127	(4.5%)	100
Hispanic (Ethnic)	75	(3.7%)	25	913	(3.7%)	24	3,982	(5.8%)	38

Households Income

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



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	1 Mile		3 Mile		5 Mile	
Household Average Income	\$107,820.44	97	\$104,129.13	94	\$84,389.02	74
Average Income Per Person	\$43,715.17	101	\$45,393.93	105	\$35,238.37	8
Household Median Income	\$82,459.83	104	\$76,123.37	96	\$57,325.4	72
<\$15K	156 (7.8%)	96	1,918 (7.7%)	96	9,491 (13.8%)	170
\$15K - \$25K	134 (6.7%)	103	1,677 (6.8%)	105	7,017 (10.2%)	157
\$25K - \$35K	205 (10.2%)	152	1,843 (7.4%)	111	5,998 (8.7%)	129
\$35K - \$50K	106 (5.3%)	51	2,725 (11%)	107	8,616 (12.5%)	121
\$50K - \$75K	308 (15.3%)	97	4,052 (16.3%)	104	10,826 (15.7%)	100
\$75K - \$100K	290 (14.4%)	113	3,466 (14%)	109	7,648 (11.1%)	86
\$100K - \$150K	324 (16.1%)	91	3,963 (16%)	90	9,255 (13.4%)	74
\$150K - \$175K	179 (8.9%)	142	1,612 (6.5%)	104	3,193 (4.6%)	74
\$175K - \$200K	217 (10.8%)	164	1,506 (6.1%)	93	2,601 (3.8%)	57
\$200K - \$250K	51 (2.5%)	49	1,133 (4.6%)	88	2,440 (3.5%)	68
\$250K - \$500K	22 (1.1%)	49	485 (2%)	88	1,044 (1.5%)	68
>\$500K	18 (0.9%)	48	410 (1.7%)	89	872 (1.3%)	68

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	\$77,434.62		94	\$77,086.5		94	\$64,270.85		71
Household Median Disposable Income	\$68,721.48		100	\$64,201.58		94	\$48,628.31		71
<\$15K	168	(8.4%)	95	2,114	(8.5%)	97	10,220	(14.8%)	169
\$15K - \$25K	168	(8.4%)	110	1,973	(8%)	104	8,026	(11.6%)	153
\$25K - \$35K	240	(11.9%)	152	2,251	(9.1%)	115	7,282	(10.6%)	134
\$35K - \$50K	116	(5.8%)	47	3,330	(13.4%)	110	9,712	(14.1%)	115
\$50K - \$75K	405	(20.1%)	114	4,775	(19.3%)	109	11,673	(16.9%)	95
\$75K - \$100K	350	(17.4%)	122	3,535	(14.3%)	100	8,088	(11.7%)	82
\$100K - \$150K	372	(18.5%)	103	4,402	(17.8%)	99	9,072	(13.1%)	73
\$150K - \$175K	129	(6.4%)	105	974	(3.9%)	65	1,833	(2.7%)	44
\$175K - \$200K	15	(0.7%)	34	347	(1.4%)	64	749	(1.1%)	49
\$200K - \$250K	18	(0.9%)	42	436	(1.8%)	82	939	(1.4%)	64
\$250K - \$500K	26	(1.3%)	44	598	(2.4%)	82	1,292	(1.9%)	64
>\$500K	3	(<0.5%)	58	55	(<0.5%)	86	115	(<0.5%)	65

Discretionary Households Income

Household Average Discretionary Income	\$56,939.57		93	\$57,535.37		94	\$44,733.08		73
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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	\$50,395.96	99	\$45,511.15	89	\$31,047.11	61
<\$10K	155 (7.7%)	83	2,109 (8.5%)	92	13,320 (19.3%)	208
\$10K - \$20K	267 (13.3%)	125	2,788 (11.2%)	106	11,141 (16.1%)	153
\$20K - \$30K	171 (8.5%)	8	3,279 (13.2%)	125	9,205 (13.3%)	126
\$30K - \$40K	173 (8.6%)	87	2,969 (12%)	120	7,373 (10.7%)	108
\$40K - \$50K	231 (11.5%)	130	2,207 (8.9%)	100	5,081 (7.4%)	83
\$50K - \$75K	432 (21.5%)	123	4,381 (17.7%)	101	9,245 (13.4%)	7
\$75K - \$100K	244 (12.1%)	103	2,818 (11.4%)	97	5,514 (8%)	68
\$100K - \$125K	260 (12.9%)	160	1,892 (7.6%)	94	3,671 (5.3%)	66
\$125K - \$150K	42 (2.1%)	31	1,010 (4.1%)	61	1,939 (2.8%)	42
>\$150K	35 (1.7%)	29	1,337 (5.4%)	91	2,512 (3.6%)	62

Households Income by Ethnicity

Average Income - White	\$91,435.08	96	\$90,541.13	95	\$81,926.86	86
Median Income - White	\$81,590.65	94	\$77,822.31	90	\$66,981.11	7
Average Income - Black	\$84,217.55	122	\$72,992.9	106	\$50,452.3	73
Median Income - Black	\$48,213.64	87	\$49,449.66	89	\$37,340.75	67

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Audience Profile

Jan 1 - Dec 31, 2025

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$85,632.25 (76)	\$110,053.95 (97)	\$83,455.73 (74)
Median Income - Asian	\$81,817.91 (72)	\$110,713.85 (97)	\$70,503.13 (62)
Average Income - Hispanic	\$94,066.12 (116)	\$78,799.25 (97)	\$54,217.29 (67)
Median Income - Hispanic	\$92,904.69 (134)	\$80,604.93 (116)	\$39,999 (58)
Average Income - Other	\$92,769.75 (104)	\$73,974.13 (83)	\$56,630.38 (63)
Median Income - Other	\$90,177.96 (113)	\$67,142.38 (84)	\$42,592.07 (54)

Age

Average Age	37.54 (92)	41.56 (101)	38.93 (95)
Median Age	28.32 (71)	38.81 (97)	35.23 (88)
0-4	265 (4.2%) (77)	2,957 (5%) (93)	8,901 (5.2%) (96)
5-13	457 (7.2%) (70)	5,349 (9.1%) (88)	17,178 (10%) (97)
14-17	558 (8.8%) (166)	3,005 (5.1%) (96)	11,407 (6.6%) (125)
18-21	770 (12.1%) (221)	3,782 (6.4%) (117)	13,752 (8%) (145)
22-24	639 (10.1%) (243)	3,265 (5.6%) (134)	11,138 (6.5%) (156)
25-29	578 (9.1%) (154)	3,333 (5.7%) (96)	10,462 (6.1%) (102)
30-34	307 (4.8%) (74)	4,062 (6.9%) (106)	12,698 (7.4%) (113)

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35-39	294	(4.6%)	3,773	(6.4%)	11,033	(6.4%)
40-44	241	(3.8%)	3,298	(5.6%)	9,365	(5.4%)
45-49	257	(4.1%)	3,108	(5.3%)	8,259	(4.8%)
50-54	238	(3.8%)	3,077	(5.2%)	8,130	(4.7%)
55-59	316	(5%)	3,584	(6.1%)	9,295	(5.4%)
60-64	348	(5.5%)	3,863	(6.6%)	9,937	(5.8%)
65-69	279	(4.4%)	3,755	(6.4%)	9,584	(5.6%)
70-74	250	(3.9%)	3,142	(5.4%)	7,473	(4.3%)
75-79	176	(2.8%)	2,245	(3.8%)	5,433	(3.2%)
80-84	150	(2.4%)	1,470	(2.5%)	3,651	(2.1%)
85+	215	(3.4%)	1,621	(2.8%)	4,663	(2.7%)

Age - Male

Male Average Age	36.97		40.22		37.76	
Male Median Age	28.37		37.57		33.34	
0-4	133	(4.7%)	1,521	(5.4%)	4,557	(5.5%)
5-13	210	(7.5%)	2,747	(9.8%)	8,716	(10.5%)

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	● 1 Mile		● 3 Mile		● 5 Mile				
14-17	226	(8.1%)	146	1,460	(5.2%)	94	5,644	(6.8%)	123
18-21	325	(11.6%)	202	1,871	(6.7%)	116	6,756	(8.1%)	142
22-24	281	(10%)	230	1,651	(5.9%)	135	5,484	(6.6%)	152
25-29	270	(9.6%)	156	1,602	(5.7%)	93	5,069	(6.1%)	99
30-34	142	(5.1%)	76	1,989	(7.1%)	106	6,270	(7.6%)	113
35-39	140	(5%)	75	1,841	(6.6%)	98	5,359	(6.5%)	97
40-44	114	(4.1%)	63	1,629	(5.8%)	90	4,616	(5.6%)	86
45-49	120	(4.3%)	71	1,500	(5.3%)	89	3,978	(4.8%)	80
50-54	101	(3.6%)	60	1,423	(5.1%)	85	3,841	(4.6%)	74
55-59	152	(5.4%)	89	1,713	(6.1%)	100	4,559	(5.5%)	90
60-64	149	(5.3%)	84	1,786	(6.4%)	101	4,714	(5.7%)	90
65-69	119	(4.2%)	73	1,767	(6.3%)	108	4,512	(5.4%)	93
70-74	112	(4%)	84	1,423	(5.1%)	107	3,487	(4.2%)	89
75-79	83	(3%)	84	988	(3.5%)	100	2,357	(2.8%)	80
80-84	62	(2.2%)	106	588	(2.1%)	101	1,521	(1.8%)	88
85+	66	(2.4%)	160	548	(2%)	133	1,475	(1.8%)	121

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	37.98	42.79	40.02
Female Median Age	28.28	41.14	36.19
0-4	132 (3.7%)	1,436 (4.7%)	4,344 (4.9%)
5-13	247 (7%)	2,602 (8.5%)	8,462 (9.5%)
14-17	332 (9.4%)	1,545 (5%)	5,763 (6.4%)
18-21	445 (12.6%)	1,911 (6.2%)	6,996 (7.8%)
22-24	358 (10.1%)	1,614 (5.3%)	5,654 (6.3%)
25-29	308 (8.7%)	1,731 (5.6%)	5,393 (6%)
30-34	165 (4.7%)	2,073 (6.8%)	6,428 (7.2%)
35-39	154 (4.4%)	1,932 (6.3%)	5,674 (6.3%)
40-44	127 (3.6%)	1,669 (5.4%)	4,749 (5.3%)
45-49	137 (3.9%)	1,608 (5.2%)	4,281 (4.8%)
50-54	137 (3.9%)	1,654 (5.4%)	4,289 (4.8%)
55-59	164 (4.6%)	1,871 (6.1%)	4,736 (5.3%)
60-64	199 (5.6%)	2,077 (6.8%)	5,223 (5.8%)

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65-69	160	(4.5%)	72	1,988	(6.5%)	103	5,072	(5.7%)	90
70-74	138	(3.9%)	74	1,719	(5.6%)	106	3,986	(4.5%)	84
75-79	93	(2.6%)	63	1,257	(4.1%)	99	3,076	(3.4%)	83
80-84	88	(2.5%)	92	882	(2.9%)	106	2,130	(2.4%)	88
85+	149	(4.2%)	165	1,073	(3.5%)	37	3,188	(3.6%)	139

Employment by Occupation

Total Employees (16+ Years Old)	3,051			30,148			79,956		
Professional Specialty	930	(30.5%)	123	9,505	(31.5%)	128	23,774	(29.7%)	120
Managerial/Executive	513	(16.8%)	97	5,562	(18.4%)	106	11,680	(14.6%)	84
Office Admin	284	(9.3%)	88	3,258	(10.8%)	102	8,569	(10.7%)	101
Food Preparation & Serving	259	(8.5%)	166	1,336	(4.4%)	87	4,466	(5.6%)	109
Sales	247	(8.1%)	87	2,804	(9.3%)	100	6,770	(8.5%)	91
Production & Transportation	195	(6.4%)	49	3,265	(10.8%)	84	9,652	(12.1%)	93
Personal Care	182	(6%)	239	789	(2.6%)	105	3,057	(3.8%)	153
Healthcare support	178	(5.8%)	178	960	(3.2%)	97	3,809	(4.8%)	145
Protective	123	(4%)	186	571	(1.9%)	87	1,685	(2.1%)	97

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Construction	87	(2.9%)	36	1,330	(4.4%)	55	3,753	(4.7%)	59
Building Maintenance & Cleaning	53	(1.7%)	51	720	(2.4%)	70	2,586	(3.2%)	95
Farming, Fishing & Forestry				48	(<0.5%)	28	155	(<0.5%)	34

Employment by Industry

Total Employees (16+ Years Old)	3,051			30,148			79,956		
Educational Services	1,068	(35%)	149	9,986	(33.1%)	141	27,467	(34.4%)	147
Entertainment Services	494	(16.2%)	187	2,338	(7.8%)	89	7,258	(9.1%)	105
Public Administration	280	(9.2%)	192	1,278	(4.2%)	89	2,745	(3.4%)	72
Wholesale Retail	259	(8.5%)	65	3,667	(12.2%)	92	10,304	(12.9%)	98
Manufacturing	210	(6.9%)	69	2,304	(7.6%)	77	5,899	(7.4%)	74
Professional Services	187	(6.1%)	76	2,837	(9.4%)	117	5,905	(7.4%)	92
Other Professional Services	163	(5.3%)	114	1,466	(4.9%)	103	3,868	(4.8%)	103
Agriculture/Mining/Construction	113	(3.7%)	44	1,317	(4.4%)	51	3,925	(4.9%)	58
Financial, Insurance & Real Estate	107	(3.5%)	52	1,721	(5.7%)	85	4,024	(5%)	75
Information	61	(2%)	107	572	(1.9%)	102	1,497	(1.9%)	100
Administrative/Waste Services	55	(1.8%)	43	655	(2.2%)	52	2,537	(3.2%)	76

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Transportation	54	(1.8%)	30	1,981	(6.6%)	112	4,487	(5.6%)	96
Management Services				26	(<0.5%)	68	40	(<0.5%)	40

Language Spoken

Speak English at Home	4,892	(80.6%)	104	48,512	(87%)	112	134,619	(82.4%)	106
Speak Other Language at Home	605	(10%)	118	5,287	(9.5%)	112	20,321	(12.4%)	147
Speak Spanish at Home	576	(9.5%)	67	1,933	(3.5%)	25	8,518	(5.2%)	37

Ancestry

Other	1,527	(24.1%)	114	11,930	(20.3%)	96	43,324	(25.1%)	119
Unclassified	1,257	(19.8%)	122	9,021	(15.4%)	95	29,287	(17%)	105
Scottish/Irish	593	(9.4%)	141	7,017	(12%)	180	15,839	(9.2%)	138
Italian	463	(7.3%)	245	5,553	(9.5%)	318	14,915	(8.7%)	291
Other European (e.g. Greek/Russian)	398	(6.3%)	198	2,975	(5.1%)	160	6,185	(3.6%)	113
German	346	(5.5%)	70	4,885	(8.3%)	107	11,015	(6.4%)	82
British	248	(3.9%)	74	3,888	(6.6%)	125	8,537	(5%)	93
Polish	244	(3.8%)	251	2,010	(3.4%)	223	4,696	(2.7%)	178
Dominican	178	(2.8%)	440	453	(0.8%)	121	1,609	(0.9%)	146

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American	139	(2.2%)	46	1,433	(2.4%)	51	3,639	(2.1%)	44
Chinese	126	(2%)	159	517	(0.9%)	71	2,991	(1.7%)	139
Middle Eastern	121	(1.9%)	308	1,122	(1.9%)	308	2,505	(1.5%)	234
South Central Asian (e.g. Indian)	98	(1.5%)	99	1,047	(1.8%)	114	2,741	(1.6%)	102
South East Asian (e.g. Vietnamese)	80	(1.3%)	72	701	(1.2%)	68	3,506	(2%)	116
French	77	(1.2%)	98	1,049	(1.8%)	144	2,478	(1.4%)	116
Cuban	71	(1.1%)	155	511	(0.9%)	120	1,237	(0.7%)	99
Scandinavian	66	(1%)	55	656	(1.1%)	59	1,453	(0.8%)	44
Other Hispanic	63	(1%)	69	333	(0.6%)	40	1,052	(0.6%)	43
Puerto Rican	54	(0.9%)	30	1,066	(1.8%)	65	6,812	(4%)	140
Mexican	52	(0.8%)	7	492	(0.8%)	8	1,206	(0.7%)	6
Dutch	43	(0.7%)	112	503	(0.9%)	142	1,032	(0.6%)	99
South American	42	(0.7%)	53	590	(1%)	8	1,127	(0.7%)	52
Native American (Indian/Eskimo)	20	(<0.5%)	50	267	(<0.5%)	72	1,067	(0.6%)	97
Central American	14	(<0.5%)	13	142	(<0.5%)	15	503	(<0.5%)	18
Korean	9	(<0.5%)	27	174	(<0.5%)	57	736	(<0.5%)	8

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	4	(<0.5%)	8	(<0.5%)	56	(<0.5%)
Japanese	3	(<0.5%)	22	(<0.5%)	99	(<0.5%)
Other Asian	2	(<0.5%)	324	(0.6%)	2,712	(1.6%)

Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	3,649		40,331		109,983	
Elementary (0 to 8 Years)	64	(1.8%)	1,286	(3.2%)	5,771	(5.2%)
Some High School (9 to 11 Years)	191	(5.2%)	1,938	(4.8%)	8,720	(7.9%)
High School Graduate (12 Years)	721	(19.8%)	7,681	(19%)	26,188	(23.8%)
Some College (13 to 16 Years)	512	(14%)	7,124	(17.7%)	18,284	(16.6%)
Associates Degree Only	514	(14.1%)	4,355	(10.8%)	11,166	(10.2%)
Bachelor's Degree Only	753	(20.6%)	8,586	(21.3%)	20,145	(18.3%)
Graduate Degree	894	(24.5%)	9,361	(23.2%)	19,709	(17.9%)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Household Type

Household Type	2,010		24,790		69,001	
Households	2,010		24,790		69,001	
One Person Households	716 (35.6%)	130	8,694 (35.1%)	128	27,029 (39.2%)	143
Married Couple	788 (39.2%)	8	9,168 (37%)	7	21,122 (30.6%)	64
Male Householder	105 (5.2%)	103	1,543 (6.2%)	122	3,972 (5.8%)	113
Female Householder	323 (16.1%)	129	2,765 (11.2%)	90	9,933 (14.4%)	116
Non Family Households	78 (3.9%)	55	2,620 (10.6%)	149	6,945 (10.1%)	142

Household Size

Household Size	2,010		24,790		69,001	
Households	2,010		24,790		69,001	
1 Person Household	716 (35.6%)	130	8,694 (35.1%)	128	27,029 (39.2%)	143
2 Person Household	650 (32.3%)	98	8,121 (32.8%)	100	20,344 (29.5%)	90
3 Person Household	306 (15.2%)	97	3,681 (14.8%)	95	9,404 (13.6%)	87
4 Person Household	200 (10%)	76	2,560 (10.3%)	7	6,841 (9.9%)	74
5 Person Household	68 (3.4%)	54	1,051 (4.2%)	67	3,025 (4.4%)	69
6 Person Household	35 (1.7%)	64	419 (1.7%)	62	1,355 (2%)	72
7+ Person Household	35 (1.7%)	96	264 (1.1%)	59	1,003 (1.5%)	8

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	2,166	26,628	76,598
Owner Occupied Housing	1,198	15,387	34,056
Renter Occupied Housing	812	9,403	34,945
Vacant Housing	156	1,838	7,597

Housing Rent

Average Rent	\$1,557.27	101	\$1,361.2	88	\$1,204.07	74
Median Rent	\$1,334.63	95	\$1,231.18	87	\$1,120.85	80
Total Cash Rents Housing	812	9,097	33,773			
<\$300	30 (3.7%)	132	232 (2.6%)	91	1,503 (4.5%)	159
\$300-\$500	60 (7.4%)	191	345 (3.8%)	98	1,906 (5.6%)	146
\$500-\$750	70 (8.6%)	99	809 (8.9%)	102	4,201 (12.4%)	142
\$750-\$1000	74 (9.1%)	70	1,713 (18.8%)	144	6,515 (19.3%)	148
\$1000-\$1500	257 (31.7%)	120	3,135 (34.5%)	131	11,425 (33.8%)	128
\$1500-\$2000	147 (18.1%)	86	1,545 (17%)	8	5,156 (15.3%)	73
\$2000-\$2500	61 (7.5%)	64	719 (7.9%)	68	1,830 (5.4%)	46

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	8	(1%)	17	223	(2.5%)	43	571	(1.7%)	29
\$3000-\$3500	8	(1%)	32	116	(1.3%)	42	277	(0.8%)	27
>\$3500	97	(11.9%)	328	260	(2.9%)	74	389	(1.2%)	32

Value of Owner-Occupied Housing Units

Average House Value	\$313,541.72	60	\$326,832.75	63	\$296,832.03	57			
Median House Value	\$285,569.11	75	\$254,805.79	67	\$231,981.21	61			
Owner Occupied Housing	1,198		15,387		34,056				
<\$100K	16	(1.3%)	16	759	(4.9%)	58	3,451	(10.1%)	118
\$100K - \$200K	209	(17.4%)	129	4,252	(27.6%)	205	10,581	(31.1%)	230
\$200K - \$300K	445	(37.1%)	229	4,521	(29.4%)	181	8,532	(25.1%)	155
\$300K - \$400K	375	(31.3%)	215	2,768	(18%)	123	5,489	(16.1%)	111
\$400K - \$500K	89	(7.4%)	64	1,049	(6.8%)	59	2,282	(6.7%)	58
\$500K - \$1000K	41	(3.4%)	14	1,595	(10.4%)	42	2,948	(8.7%)	35
>\$1000K	23	(1.9%)	18	443	(2.9%)	26	773	(2.3%)	21

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



Benchmark: Nationwide



Poverty

Households in Poverty	191	(9.5%)	75	3,285	(13.3%)	105	14,661	(21.2%)	168
Households Above Poverty	1,819	(90.5%)	104	21,505	(86.7%)	99	54,340	(78.8%)	90
Households in Poverty (Married)	8	(<0.5%)	18	162	(0.7%)	30	1,344	(1.9%)	89
Households in Poverty (Male Householder)	12	(0.6%)	94	148	(0.6%)	94	626	(0.9%)	142
Households in Poverty (Female Householder)	40	(2%)	67	725	(2.9%)	99	3,486	(5.1%)	171
Households in Poverty (Non-Family)	113	(5.6%)	90	1,927	(7.8%)	124	7,501	(10.9%)	173
Households in Poverty (Non-Family Student)	18	(0.9%)	144	323	(1.3%)	209	1,704	(2.5%)	397

Wealth per Household

Household Average Wealth	\$247,435.32	102	\$246,503.63	102	\$221,137.34	91			
Household Median Wealth	\$83,083.92	102	\$83,359.3	103	\$62,560.01	7			
<\$0K	350	(17.4%)	100	4,293	(17.3%)	100	13,178	(19.1%)	110
\$0K - \$5K	171	(8.5%)	99	2,088	(8.4%)	98	6,830	(9.9%)	116
\$5K - \$10K	91	(4.5%)	99	1,118	(4.5%)	99	3,494	(5.1%)	111
\$10K - \$25K	127	(6.3%)	100	1,564	(6.3%)	99	4,616	(6.7%)	105
\$25K - \$50K	133	(6.6%)	97	1,662	(6.7%)	99	4,663	(6.8%)	100

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	201	(10%)	98	2,503	(10.1%)	99	6,845	(9.9%)	97
\$100K - \$250K	359	(17.9%)	99	4,461	(18%)	100	11,768	(17.1%)	94
\$250K - \$500K	267	(13.3%)	101	3,299	(13.3%)	101	8,352	(12.1%)	92
>\$500K	311	(15.5%)	104	3,802	(15.3%)	103	9,255	(13.4%)	90

Vehicles per Household

Total Number of Vehicles	2,810			37,313			87,962		
Average Number of Vehicles	1.4		76	1.51		82	1.27		70
No Vehicles	297	(14.8%)	179	2,914	(11.8%)	142	14,074	(20.4%)	247
1 Vehicle	863	(42.9%)	131	10,239	(41.3%)	126	29,675	(43%)	131
2 Vehicles	617	(30.7%)	83	8,701	(35.1%)	95	19,392	(28.1%)	74
3 or more Vehicles	233	(11.6%)	53	2,936	(11.8%)	54	5,860	(8.5%)	39

Population Change

Births	61			589			1,801		
Deaths	41			492			1,153		
Migration	-3			42			-942		

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	375	2,257	7,098
Total Employees	7,639	39,093	138,748

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