



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	9,152		115,871		293,017	
Households	3,620		45,336		112,382	
Persons per Household	2.49	98	2.53	99	2.58	101
Household Median Income	\$100,678.27	127	\$92,178.26	116	\$91,718.23	115
Household Median Disposable Income	\$83,511.2	122	\$77,250.48	113	\$76,975.82	112
Household Median Discretionary Income	\$68,003.99	133	\$57,036.04	112	\$56,475.5	111
Average Income Per Person	\$49,201.51	114	\$46,876.06	109	\$48,744.34	113
Median Rent	\$1,950.41	138	\$1,689.01	120	\$1,569.4	111
Median House Value	\$399,927.43	105	\$393,406.87	103	\$417,885.69	110
Households in Poverty	261 (7.2%)	57	4,622 (10.2%)	8	12,197 (10.9%)	86
Household Median Wealth	\$93,495.07	115	\$86,849.91	107	\$86,770.41	107
Average Age	41.39	101	41.49	101	41.19	101
Median Age	40.49	101	40.86	102	40.72	101
Households with Children	682 (18.8%)	70	11,822 (26.1%)	97	31,002 (27.6%)	103
High School Graduate or Higher	6,228 (95.3%)	107	74,964 (90.9%)	102	183,113 (89.4%)	100

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	2,844 (43.5%)	32,582 (39.5%)	83,309 (40.7%)
Pop density (per sq mi)	4,194	4,101	3,855
Area (based on blockgroups)	2	28	76

Population

Population 2024 Q4	9,152	115,871	293,017
Population 2024 Q3	9,043	115,260	292,270
Population 2024 Q2	9,025	114,999	291,086
Population 2024 Q1	8,963	114,143	289,422
Population 2023 Q4	8,921	113,815	288,688
Population 2023 Q3	8,920	113,798	288,808
Population 2023 Q2	8,788	113,423	288,326
Population 2023 Q1	8,787	113,505	288,240
Population 2022 Q4	8,797	113,524	288,234
Population 5 Years Forecast	9,513	117,183	295,014
Population 10 Years Forecast	9,787	118,973	298,877
Persons per Household	2.49	2.53	2.58

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	135	(1.5%)	62	1,141	(1%)	42	2,658	(0.9%)	38
Transient Population - Average Last 4 Quarters				3,193	(2.8%)	213	4,144	(1.4%)	109

Households

Households 2024 Q4	3,620		45,336		112,382
Households 2024 Q3	3,571		45,057		112,049
Households 2024 Q2	3,564		44,954		111,608
Households 2024 Q1	3,540		44,599		110,951
Households 2023 Q4	3,524		44,469		110,673
Households 2023 Q3	3,523		44,455		110,695
Households 2023 Q2	3,466		44,297		110,506
Households 2023 Q1	3,467		44,339		110,485
Households 2022 Q4	3,471		44,343		110,485
Households 5 Years Forecast	3,768		45,859		113,141
Households 10 Years Forecast	3,878		46,565		114,627

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Gender

Male	4,452	(48.6%)	99	55,921	(48.3%)	98	141,441	(48.3%)	98
Female	4,700	(51.4%)	101	59,950	(51.7%)	101	151,576	(51.7%)	101

Ethnicity

White	5,503	(60.1%)	104	65,207	(56.3%)	97	164,487	(56.1%)	97
Hispanic (Ethnic)	1,262	(13.8%)	71	21,639	(18.7%)	96	58,683	(20%)	103
Asian	1,046	(11.4%)	199	10,143	(8.8%)	152	17,526	(6%)	104
Black	794	(8.7%)	74	13,520	(11.7%)	99	40,308	(13.8%)	117
Other	547	(6%)	115	5,362	(4.6%)	89	12,013	(4.1%)	7

Household by Ethnicity

White	2,180	(60.2%)	98	26,755	(59%)	96	67,090	(59.7%)	97
Hispanic (Ethnic)	459	(12.7%)	83	7,220	(15.9%)	105	18,792	(16.7%)	110
Black	446	(12.3%)	111	4,619	(10.2%)	92	13,767	(12.3%)	111
Other	295	(8.1%)	107	3,821	(8.4%)	111	7,524	(6.7%)	88
Asian	240	(6.6%)	146	2,921	(6.4%)	142	5,209	(4.6%)	102

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	\$123,181.65	111	\$118,957.27	107	\$126,157.65	113
Average Income Per Person	\$49,201.51	114	\$46,876.06	109	\$48,744.34	113
Household Median Income	\$100,678.27	127	\$92,178.26	116	\$91,718.23	115
<\$15K	148 (4.1%)	51	2,607 (5.8%)	71	7,649 (6.8%)	84
\$15K - \$25K	120 (3.3%)	51	2,891 (6.4%)	99	7,229 (6.4%)	99
\$25K - \$35K	178 (4.9%)	73	2,627 (5.8%)	86	7,037 (6.3%)	93
\$35K - \$50K	201 (5.6%)	54	3,841 (8.5%)	87	8,899 (7.9%)	77
\$50K - \$75K	511 (14.1%)	90	6,286 (13.9%)	88	15,244 (13.6%)	86
\$75K - \$100K	638 (17.6%)	137	6,175 (13.6%)	106	14,472 (12.9%)	100
\$100K - \$150K	888 (24.5%)	139	8,831 (19.5%)	110	20,491 (18.2%)	103
\$150K - \$175K	335 (9.3%)	147	3,755 (8.3%)	132	8,507 (7.6%)	121
\$175K - \$200K	394 (10.9%)	166	3,676 (8.1%)	124	10,219 (9.1%)	139
\$200K - \$250K	115 (3.2%)	61	2,598 (5.7%)	110	7,071 (6.3%)	121
\$250K - \$500K	50 (1.4%)	62	1,115 (2.5%)	110	3,030 (2.7%)	121
>\$500K	42 (1.2%)	62	934 (2.1%)	110	2,534 (2.3%)	121

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	\$89,543.8	109	\$88,178.93	107	\$89,021.17	108
Household Median Disposable Income	\$83,511.2	122	\$77,250.48	113	\$76,975.82	112
<\$15K	164 (4.5%)	52	2,900 (6.4%)	73	8,406 (7.5%)	85
\$15K - \$25K	176 (4.9%)	64	3,441 (7.6%)	100	8,480 (7.5%)	99
\$25K - \$35K	254 (7%)	89	3,106 (6.9%)	87	8,062 (7.2%)	91
\$35K - \$50K	218 (6%)	49	4,483 (9.9%)	8	11,141 (9.9%)	8
\$50K - \$75K	700 (19.3%)	109	8,015 (17.7%)	100	18,623 (16.6%)	93
\$75K - \$100K	760 (21%)	147	6,931 (15.3%)	107	16,279 (14.5%)	102
\$100K - \$150K	974 (26.9%)	150	10,422 (23%)	128	22,866 (20.3%)	114
\$150K - \$175K	219 (6%)	99	2,539 (5.6%)	92	8,993 (8%)	131
\$175K - \$200K	43 (1.2%)	54	945 (2.1%)	95	2,565 (2.3%)	104
\$200K - \$250K	44 (1.2%)	57	1,024 (2.3%)	106	2,798 (2.5%)	116
\$250K - \$500K	62 (1.7%)	58	1,404 (3.1%)	106	3,828 (3.4%)	116
>\$500K	6 (<0.5%)	64	126 (<0.5%)	108	341 (<0.5%)	118

Discretionary Households Income

Household Average Discretionary Income	\$70,805.95	115	\$66,695.67	109	\$67,203.1	110
--	-------------	-----	-------------	-----	------------	-----

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	\$68,003.99	133	\$57,036.04	112	\$56,475.5	111
<\$10K	142 (3.9%)	42	2,898 (6.4%)	69	10,219 (9.1%)	98
\$10K - \$20K	164 (4.5%)	43	4,606 (10.2%)	96	12,028 (10.7%)	101
\$20K - \$30K	305 (8.4%)	8	4,286 (9.5%)	89	10,506 (9.3%)	88
\$30K - \$40K	201 (5.6%)	56	3,968 (8.8%)	88	8,781 (7.8%)	7
\$40K - \$50K	328 (9.1%)	102	4,172 (9.2%)	104	9,248 (8.2%)	93
\$50K - \$75K	950 (26.2%)	151	8,521 (18.8%)	108	18,870 (16.8%)	96
\$75K - \$100K	704 (19.4%)	166	6,433 (14.2%)	121	14,332 (12.8%)	109
\$100K - \$125K	551 (15.2%)	188	4,611 (10.2%)	126	10,683 (9.5%)	118
\$125K - \$150K	162 (4.5%)	67	2,776 (6.1%)	92	9,144 (8.1%)	122
>\$150K	113 (3.1%)	53	3,065 (6.8%)	114	8,571 (7.6%)	129

Households Income by Ethnicity

Average Income - White	\$110,758.83	116	\$106,798.2	112	\$111,226.74	116
Median Income - White	\$107,196.68	124	\$103,103.16	119	\$111,367.41	128
Average Income - Black	\$94,462.65	137	\$80,591.93	117	\$71,541.98	104
Median Income - Black	\$93,420.32	169	\$73,861.94	133	\$59,913.08	108

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
Average Income - Asian	\$87,879.84 (7)	\$99,417.81 (88)	\$103,583.55 (92)
Median Income - Asian	\$81,080.84 (71)	\$91,834 (8)	\$95,003.21 (83)
Average Income - Hispanic	\$86,634.81 (107)	\$86,638.83 (107)	\$77,167 (95)
Median Income - Hispanic	\$87,102.69 (125)	\$82,311.63 (118)	\$65,503.38 (94)
Average Income - Other	\$102,071.53 (114)	\$90,610.91 (101)	\$93,153.97 (104)
Median Income - Other	\$103,124.88 (130)	\$85,354.23 (107)	\$86,230.75 (108)

Age

Average Age	41.39 (101)	41.49 (101)	41.19 (101)
Median Age	40.49 (101)	40.86 (102)	40.72 (101)
0-4	550 (6%) (111)	6,818 (5.9%) (109)	16,600 (5.7%) (105)
5-13	935 (10.2%) (99)	11,659 (10.1%) (98)	30,799 (10.5%) (102)
14-17	406 (4.4%) (84)	5,510 (4.8%) (90)	15,211 (5.2%) (98)
18-21	411 (4.5%) (8)	5,449 (4.7%) (85)	14,894 (5.1%) (92)
22-24	314 (3.4%) (83)	3,980 (3.4%) (83)	10,736 (3.7%) (88)
25-29	519 (5.7%) (96)	6,550 (5.7%) (95)	16,388 (5.6%) (94)
30-34	667 (7.3%) (112)	7,870 (6.8%) (104)	18,404 (6.3%) (96)

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				
35-39	697	(7.6%)	115	8,398	(7.2%)	110	19,982	(6.8%)	103
40-44	628	(6.9%)	107	7,897	(6.8%)	106	19,334	(6.6%)	103
45-49	535	(5.8%)	98	6,827	(5.9%)	98	17,698	(6%)	101
50-54	490	(5.4%)	90	6,892	(5.9%)	100	17,646	(6%)	101
55-59	573	(6.3%)	102	7,458	(6.4%)	105	18,802	(6.4%)	105
60-64	615	(6.7%)	105	7,737	(6.7%)	104	19,624	(6.7%)	104
65-69	617	(6.7%)	111	7,545	(6.5%)	107	18,704	(6.4%)	105
70-74	446	(4.9%)	97	5,727	(4.9%)	98	14,340	(4.9%)	97
75-79	343	(3.7%)	97	4,352	(3.8%)	98	10,798	(3.7%)	96
80-84	183	(2%)	83	2,620	(2.3%)	94	6,722	(2.3%)	96
85+	223	(2.4%)	120	2,582	(2.2%)	110	6,335	(2.2%)	107

Age - Male

Male Average Age	40.15		101	40.09		101	39.82		100
Male Median Age	38.46		101	38.57		101	38.38		101
0-4	282	(6.3%)	112	3,509	(6.3%)	111	8,533	(6%)	107
5-13	470	(10.6%)	98	6,047	(10.8%)	101	15,844	(11.2%)	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				
14-17	209	(4.7%)	85	2,811	(5%)	91	7,823	(5.5%)	100
18-21	214	(4.8%)	84	2,786	(5%)	87	7,656	(5.4%)	94
22-24	162	(3.6%)	83	2,036	(3.6%)	84	5,512	(3.9%)	89
25-29	255	(5.7%)	93	3,274	(5.9%)	95	8,209	(5.8%)	94
30-34	333	(7.5%)	112	3,869	(6.9%)	103	9,031	(6.4%)	95
35-39	348	(7.8%)	117	4,061	(7.3%)	108	9,596	(6.8%)	101
40-44	303	(6.8%)	106	3,786	(6.8%)	105	9,283	(6.6%)	102
45-49	282	(6.3%)	105	3,290	(5.9%)	98	8,461	(6%)	100
50-54	231	(5.2%)	87	3,328	(6%)	100	8,485	(6%)	101
55-59	270	(6.1%)	99	3,564	(6.4%)	104	8,900	(6.3%)	103
60-64	297	(6.7%)	106	3,657	(6.5%)	104	9,253	(6.5%)	104
65-69	294	(6.6%)	113	3,491	(6.2%)	107	8,798	(6.2%)	107
70-74	206	(4.6%)	98	2,587	(4.6%)	98	6,519	(4.6%)	97
75-79	156	(3.5%)	99	1,897	(3.4%)	96	4,634	(3.3%)	93
80-84	70	(1.6%)	76	1,070	(1.9%)	92	2,723	(1.9%)	93
85+	70	(1.6%)	107	858	(1.5%)	104	2,181	(1.5%)	105

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	42.57	42.79	42.48
Female Median Age	41.53	42.08	41.98
0-4	268 (5.7%)	3,309 (5.5%)	8,067 (5.3%)
5-13	465 (9.9%)	5,612 (9.4%)	14,955 (9.9%)
14-17	197 (4.2%)	2,699 (4.5%)	7,388 (4.9%)
18-21	197 (4.2%)	2,663 (4.4%)	7,238 (4.8%)
22-24	152 (3.2%)	1,944 (3.2%)	5,224 (3.4%)
25-29	264 (5.6%)	3,276 (5.5%)	8,179 (5.4%)
30-34	334 (7.1%)	4,001 (6.7%)	9,373 (6.2%)
35-39	349 (7.4%)	4,337 (7.2%)	10,386 (6.9%)
40-44	325 (6.9%)	4,111 (6.9%)	10,051 (6.6%)
45-49	253 (5.4%)	3,537 (5.9%)	9,237 (6.1%)
50-54	259 (5.5%)	3,564 (5.9%)	9,161 (6%)
55-59	303 (6.4%)	3,894 (6.5%)	9,902 (6.5%)
60-64	318 (6.8%)	4,080 (6.8%)	10,371 (6.8%)

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				
65-69	323	(6.9%)	109	4,054	(6.8%)	107	9,906	(6.5%)	104
70-74	240	(5.1%)	96	3,140	(5.2%)	99	7,821	(5.2%)	97
75-79	187	(4%)	96	2,455	(4.1%)	98	6,164	(4.1%)	98
80-84	113	(2.4%)	89	1,550	(2.6%)	96	3,999	(2.6%)	98
85+	153	(3.3%)	127	1,724	(2.9%)	112	4,154	(2.7%)	107

Employment by Occupation

Total Employees (16+ Years Old)	4,854			61,335			152,616		
Professional Specialty	1,580	(32.6%)	132	17,225	(28.1%)	114	42,550	(27.9%)	113
Production & Transportation	789	(16.3%)	126	7,716	(12.6%)	97	19,702	(12.9%)	100
Managerial/Executive	665	(13.7%)	75	10,750	(17.5%)	101	27,876	(18.3%)	105
Office Admin	474	(9.8%)	92	7,171	(11.7%)	110	16,926	(11.1%)	104
Sales	353	(7.3%)	75	6,032	(9.8%)	105	14,245	(9.3%)	100
Construction	347	(7.1%)	89	4,114	(6.7%)	84	8,980	(5.9%)	74
Food Preparation & Serving	234	(4.8%)	94	2,318	(3.8%)	74	6,719	(4.4%)	86
Healthcare support	209	(4.3%)	131	1,506	(2.5%)	75	4,130	(2.7%)	87
Building Maintenance & Cleaning	89	(1.8%)	54	1,781	(2.9%)	85	4,783	(3.1%)	92

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Protective	63	(1.3%)	60	1,294	(2.1%)	97	3,021	(2%)	91
Personal Care	51	(1.1%)	42	1,314	(2.1%)	86	3,484	(2.3%)	92
Farming, Fishing & Forestry				114	(<0.5%)	32	200	(<0.5%)	23

Employment by Industry

Total Employees (16+ Years Old)	4,854			61,335			152,616		
Educational Services	1,119	(23.1%)	98	14,326	(23.4%)	100	38,751	(25.4%)	108
Professional Services	684	(14.1%)	175	6,150	(10%)	124	14,548	(9.5%)	118
Wholesale Retail	501	(10.3%)	74	9,400	(15.3%)	117	22,030	(14.4%)	110
Transportation	452	(9.3%)	159	3,813	(6.2%)	106	9,745	(6.4%)	109
Entertainment Services	418	(8.6%)	99	4,237	(6.9%)	80	11,661	(7.6%)	88
Public Administration	369	(7.6%)	159	3,899	(6.4%)	133	7,664	(5%)	105
Other Professional Services	339	(7%)	148	2,566	(4.2%)	89	6,215	(4.1%)	87
Agriculture/Mining/Construction	276	(5.7%)	67	3,587	(5.8%)	69	8,050	(5.3%)	62
Manufacturing	252	(5.2%)	52	5,213	(8.5%)	86	12,412	(8.1%)	80
Financial, Insurance & Real Estate	194	(4%)	59	4,802	(7.8%)	116	11,750	(7.7%)	114
Administrative/Waste Services	136	(2.8%)	67	2,163	(3.5%)	84	6,543	(4.3%)	103

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



Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Information	114	(2.3%)	126	1,143	(1.9%)	100	3,037	(2%)	107
Management Services				36	(<0.5%)	46	210	(<0.5%)	109

Language Spoken

Speak English at Home	6,421	(74.6%)	96	82,603	(75.7%)	98	211,718	(76.6%)	99
Speak Other Language at Home	1,342	(15.6%)	184	12,843	(11.8%)	139	23,836	(8.6%)	102
Speak Spanish at Home	839	(9.8%)	69	13,607	(12.5%)	88	40,863	(14.8%)	105

Ancestry

Other	1,904	(20.8%)	99	21,776	(18.8%)	89	54,078	(18.5%)	88
Unclassified	1,252	(13.7%)	84	13,501	(11.7%)	72	35,161	(12%)	74
Italian	976	(10.7%)	358	10,538	(9.1%)	305	25,534	(8.7%)	293
Other European (e.g. Greek/Russian)	649	(7.1%)	224	5,145	(4.4%)	140	12,733	(4.3%)	137
Scottish/Irish	629	(6.9%)	103	11,941	(10.3%)	155	33,168	(11.3%)	170
Puerto Rican	574	(6.3%)	223	10,287	(8.9%)	315	28,834	(9.8%)	349
South East Asian (e.g. Vietnamese)	480	(5.2%)	298	4,653	(4%)	228	6,746	(2.3%)	131
German	457	(5%)	64	7,782	(6.7%)	86	21,068	(7.2%)	92
Chinese	389	(4.3%)	340	1,524	(1.3%)	105	3,266	(1.1%)	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				
Polish	352	(3.8%)	251	3,520	(3%)	198	9,444	(3.2%)	210
British	270	(3%)	56	4,679	(4%)	76	13,000	(4.4%)	84
Central American	185	(2%)	122	1,993	(1.7%)	103	4,417	(1.5%)	91
Dominican	184	(2%)	315	3,745	(3.2%)	507	11,278	(3.8%)	604
South American	162	(1.8%)	142	1,823	(1.6%)	126	3,493	(1.2%)	96
American	154	(1.7%)	35	2,136	(1.8%)	39	5,432	(1.9%)	39
Cuban	99	(1.1%)	149	494	(<0.5%)	59	1,078	(<0.5%)	51
Other Asian	83	(0.9%)	212	550	(<0.5%)	111	971	(<0.5%)	76
French	74	(0.8%)	65	775	(0.7%)	54	1,959	(0.7%)	54
Middle Eastern	61	(0.7%)	107	1,016	(0.9%)	141	1,800	(0.6%)	99
Korean	56	(0.6%)	118	783	(0.7%)	130	1,851	(0.6%)	122
Scandinavian	35	(<0.5%)	20	838	(0.7%)	38	2,240	(0.8%)	40
Other Hispanic	33	(<0.5%)	25	1,504	(1.3%)	91	3,415	(1.2%)	86
Mexican	25	(<0.5%)	2	1,793	(1.5%)	14	6,168	(2.1%)	19
South Central Asian (e.g. Indian)	24	(<0.5%)	17	2,524	(2.2%)	139	4,462	(1.5%)	97
Dutch	14	(<0.5%)	25	250	(<0.5%)	36	757	(<0.5%)	43

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Japanese	14	(<0.5%)	109	(<0.5%)	230	(<0.5%)
Hawaiian/Pacific Islander	9	(<0.5%)	51	(<0.5%)	93	(<0.5%)
Native American (Indian/Eskimo)	8	(<0.5%)	141	(<0.5%)	341	(<0.5%)

Education (Age 25+)

Total Educated Population	6,536		82,455		204,777	
Elementary (0 to 8 Years)	160	(2.4%)	3,318	(4%)	10,569	(5.2%)
Some High School (9 to 11 Years)	148	(2.3%)	4,173	(5.1%)	11,095	(5.4%)
High School Graduate (12 Years)	1,478	(22.6%)	22,064	(26.8%)	51,699	(25.2%)
Some College (13 to 16 Years)	976	(14.9%)	13,399	(16.3%)	33,633	(16.4%)
Associates Degree Only	930	(14.2%)	6,919	(8.4%)	14,472	(7.1%)
Bachelor's Degree Only	1,331	(20.4%)	19,603	(23.8%)	48,960	(23.9%)
Graduate Degree	1,513	(23.1%)	12,979	(15.7%)	34,349	(16.8%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	3,620	45,336	112,382
One Person Households	1,093 (30.2%)	13,040 (28.8%)	31,109 (27.7%)
Married Couple	1,593 (44%)	20,680 (45.6%)	50,768 (45.2%)
Male Householder	207 (5.7%)	2,679 (5.9%)	5,954 (5.3%)
Female Householder	511 (14.1%)	5,880 (13%)	17,549 (15.6%)
Non Family Households	216 (6%)	3,057 (6.7%)	7,002 (6.2%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,620	45,336	112,382
1 Person Household	1,093 (30.2%)	13,040 (28.8%)	31,109 (27.7%)
2 Person Household	1,190 (32.9%)	13,986 (30.8%)	33,988 (30.2%)
3 Person Household	592 (16.4%)	7,453 (16.4%)	18,901 (16.8%)
4 Person Household	425 (11.7%)	6,226 (13.7%)	16,194 (14.4%)
5 Person Household	190 (5.2%)	2,837 (6.3%)	7,601 (6.8%)
6 Person Household	81 (2.2%)	1,098 (2.4%)	2,936 (2.6%)
7+ Person Household	49 (1.4%)	696 (1.5%)	1,653 (1.5%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	4,045	48,126	119,770
Owner Occupied Housing	2,523	30,756	75,802
Renter Occupied Housing	1,097	14,580	36,580
Vacant Housing	425	2,790	7,388

Housing Rent

Average Rent	\$1,956.32	127	\$1,725.5	112	\$1,628.91	106
Median Rent	\$1,950.41	138	\$1,689.01	120	\$1,569.4	111
Total Cash Rents Housing	1,021	14,040	35,373			
<\$300	231	(1.6%)	59	790	(2.2%)	8
\$300-\$500	6	(0.6%)	15	249	(1.8%)	46
\$500-\$750	17	(1.7%)	19	440	(3.1%)	36
\$750-\$1000	15	(1.5%)	11	826	(5.9%)	45
\$1000-\$1500	141	(13.8%)	52	3,619	(25.8%)	98
\$1500-\$2000	368	(36%)	171	4,378	(31.2%)	148
\$2000-\$2500	355	(34.8%)	297	2,692	(19.2%)	164

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	81	(7.9%)	138	1,033	(7.4%)	128	2,184	(6.2%)	107
\$3000-\$3500	26	(2.5%)	84	268	(1.9%)	63	670	(1.9%)	62
>\$3500	12	(1.2%)	32	304	(2.2%)	59	643	(1.8%)	50

Value of Owner-Occupied Housing Units

Average House Value	\$416,618.05	8	\$456,880.11	87	\$505,266.45	97			
Median House Value	\$399,927.43	105	\$393,406.87	103	\$417,885.69	110			
Owner Occupied Housing	2,523		30,756		75,802				
<\$100K	54	(2.1%)	25	1,062	(3.5%)	40	2,984	(3.9%)	46
\$100K - \$200K	74	(2.9%)	22	1,893	(6.2%)	46	6,809	(9%)	67
\$200K - \$300K	445	(17.6%)	109	5,056	(16.4%)	101	11,330	(14.9%)	92
\$300K - \$400K	689	(27.3%)	187	7,887	(25.6%)	176	14,631	(19.3%)	32
\$400K - \$500K	714	(28.3%)	246	5,587	(18.2%)	158	12,004	(15.8%)	37
\$500K - \$1000K	543	(21.5%)	87	7,951	(25.9%)	105	22,058	(29.1%)	118
>\$1000K	4	(<0.5%)	1	1,320	(4.3%)	39	5,986	(7.9%)	72

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



Benchmark: Nationwide



Poverty

Households in Poverty	261	(7.2%)	57	4,622	(10.2%)	8	12,197	(10.9%)	86
Households Above Poverty	3,359	(92.8%)	106	40,714	(89.8%)	103	100,185	(89.1%)	102
Households in Poverty (Married)	44	(1.2%)	56	1,042	(2.3%)	105	2,129	(1.9%)	87
Households in Poverty (Male Householder)				253	(0.6%)	87	598	(0.5%)	83
Households in Poverty (Female Householder)	102	(2.8%)	95	1,300	(2.9%)	97	3,570	(3.2%)	108
Households in Poverty (Non-Family)	110	(3%)	48	1,902	(4.2%)	67	5,560	(4.9%)	7
Households in Poverty (Non-Family Student)	5	(<0.5%)	22	125	(<0.5%)	44	340	(<0.5%)	49

Wealth per Household

Household Average Wealth	\$259,627.07		107	\$249,852.71		103	\$250,117.06		103
Household Median Wealth	\$93,495.07		115	\$86,849.91		107	\$86,770.41		107
<\$0K	595	(16.4%)	94	7,682	(16.9%)	97	19,071	(17%)	98
\$0K - \$5K	276	(7.6%)	89	3,703	(8.2%)	95	9,239	(8.2%)	96
\$5K - \$10K	154	(4.3%)	93	1,998	(4.4%)	97	4,955	(4.4%)	97
\$10K - \$25K	221	(6.1%)	96	2,816	(6.2%)	98	6,954	(6.2%)	97
\$25K - \$50K	243	(6.7%)	99	3,064	(6.8%)	100	7,572	(6.7%)	99

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	369	(10.2%)	4,620	(10.2%)	11,422	(10.2%)
\$100K - \$250K	667	(18.4%)	8,278	(18.3%)	20,477	(18.2%)
\$250K - \$500K	503	(13.9%)	6,130	(13.5%)	15,183	(13.5%)
>\$500K	592	(16.4%)	7,045	(15.5%)	17,509	(15.6%)

Vehicles per Household

Total Number of Vehicles	6,656		77,821		189,033	
Average Number of Vehicles	1.84		1.72		1.68	
No Vehicles	157	(4.3%)	3,075	(6.8%)	11,121	(9.9%)
1 Vehicle	1,309	(36.2%)	17,050	(37.6%)	39,551	(35.2%)
2 Vehicles	1,487	(41.1%)	17,697	(39%)	42,849	(38.1%)
3 or more Vehicles	667	(18.4%)	7,514	(16.6%)	18,861	(16.8%)

Population Change

Births	104		1,280		3,161	
Deaths	69		864		2,170	
Migration	202		1,680		3,413	

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	390	4,088	9,206
Total Employees	5,166	54,085	123,886

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