



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	13,522		73,457		130,616	
Households	4,287		26,738		47,559	
Persons per Household	3.15	124	2.74	107	2.72	106
Household Median Income	\$77,963.12	98	\$105,317.49	132	\$123,824.63	156
Household Median Disposable Income	\$65,637.8	96	\$86,714.83	126	\$101,016.87	147
Household Median Discretionary Income	\$39,217.11	77	\$64,979.18	128	\$82,159.2	161
Average Income Per Person	\$34,051.42	79	\$49,785.32	115	\$60,469.82	140
Median Rent	\$2,042.55	145	\$1,816.84	129	\$1,925.62	137
Median House Value	\$534,836.07	141	\$598,542.2	157	\$672,944.31	177
Households in Poverty	600 (14%)	111	2,301 (8.6%)	68	2,993 (6.3%)	50
Household Median Wealth	\$73,865.73	91	\$91,184.31	112	\$104,386.97	129
Average Age	39.66	97	41.93	102	42.34	103
Median Age	38.93	97	41.93	104	42.6	106
Households with Children	1,540 (35.9%)	134	8,233 (30.8%)	115	14,830 (31.2%)	116
High School Graduate or Higher	7,694 (81.3%)	91	47,495 (89.8%)	101	86,871 (92.8%)	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	2,248 (23.8%)	21,517 (40.7%)	47,792 (51%)
Pop density (per sq mi)	6,394	2,844	1,979
Area (based on blockgroups)	2	26	66

## Population

Population 2024 Q4	13,522	73,457	130,616
Population 2024 Q3	13,491	73,203	130,227
Population 2024 Q2	13,522	73,429	130,552
Population 2024 Q1	13,524	73,416	130,429
Population 2023 Q4	13,487	73,415	130,281
Population 2023 Q3	13,493	73,357	130,130
Population 2023 Q2	13,490	73,235	129,889
Population 2023 Q1	13,511	73,255	129,528
Population 2022 Q4	13,492	72,300	128,538
Population 5 Years Forecast	13,676	75,612	134,035
Population 10 Years Forecast	13,949	77,880	137,814
Persons per Household	3.15	2.74	2.72

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	15	(<0.5%)	305	(<0.5%)	1,481 (1.1%)
Transient Population - Average Last 4 Quarters			108	(<0.5%)	974 (0.7%)

## Households

Households 2024 Q4	4,287		26,738		47,559
Households 2024 Q3	4,274		26,627		47,384
Households 2024 Q2	4,286		26,723		47,534
Households 2024 Q1	4,286		26,720		47,485
Households 2023 Q4	4,274		26,722		47,428
Households 2023 Q3	4,274		26,699		47,369
Households 2023 Q2	4,275		26,652		47,266
Households 2023 Q1	4,280		26,654		47,112
Households 2022 Q4	4,278		26,245		46,681
Households 5 Years Forecast	4,333		27,560		48,899
Households 10 Years Forecast	4,419		28,408		50,334

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Gender

Male	6,814	(50.4%)	103	36,110	(49.2%)	100	64,128	(49.1%)	100
Female	6,708	(49.6%)	97	37,347	(50.8%)	100	66,488	(50.9%)	100

## Ethnicity

Hispanic (Ethnic)	8,418	(62.3%)	319	27,919	(38%)	195	34,392	(26.3%)	35
White	3,523	(26.1%)	45	35,533	(48.4%)	84	74,647	(57.1%)	99
Other	607	(4.5%)	86	2,677	(3.6%)	70	5,375	(4.1%)	7
Asian	495	(3.7%)	64	5,241	(7.1%)	124	12,487	(9.6%)	166
Black	479	(3.5%)	30	2,087	(2.8%)	24	3,715	(2.8%)	24

## Household by Ethnicity

Hispanic (Ethnic)	2,242	(52.3%)	344	8,623	(32.2%)	212	10,489	(22.1%)	145
White	1,226	(28.6%)	46	13,865	(51.9%)	84	28,817	(60.6%)	98
Other	534	(12.5%)	164	2,261	(8.5%)	111	3,899	(8.2%)	108
Asian	182	(4.2%)	94	1,462	(5.5%)	121	3,373	(7.1%)	156
Black	103	(2.4%)	22	527	(2%)	18	981	(2.1%)	19

## 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	\$107,299.68	96	\$136,369.26	123	\$164,148.63	148
Average Income Per Person	\$34,051.42	74	\$49,785.32	115	\$60,469.82	140
Household Median Income	\$77,963.12	98	\$105,317.49	132	\$123,824.63	156
<\$15K	266 (6.2%)	77	1,153 (4.3%)	53	1,674 (3.5%)	44
\$15K - \$25K	183 (4.3%)	66	1,166 (4.4%)	67	1,503 (3.2%)	49
\$25K - \$35K	298 (7%)	103	1,516 (5.7%)	84	1,924 (4%)	60
\$35K - \$50K	431 (10.1%)	98	2,114 (7.9%)	77	3,312 (7%)	68
\$50K - \$75K	892 (20.8%)	132	3,693 (13.8%)	88	5,150 (10.8%)	69
\$75K - \$100K	526 (12.3%)	96	3,101 (11.6%)	90	5,236 (11%)	86
\$100K - \$150K	653 (15.2%)	86	5,022 (18.8%)	106	8,941 (18.8%)	106
\$150K - \$175K	313 (7.3%)	116	2,436 (9.1%)	145	4,482 (9.4%)	150
\$175K - \$200K	592 (13.8%)	210	3,108 (11.6%)	177	6,709 (14.1%)	215
\$200K - \$250K	75 (1.7%)	34	1,923 (7.2%)	138	4,834 (10.2%)	195
\$250K - \$500K	32 (0.7%)	33	823 (3.1%)	138	2,070 (4.4%)	195
>\$500K	26 (0.6%)	33	683 (2.6%)	137	1,724 (3.6%)	194

## 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	\$79,817.54	97	\$97,443.74	118	\$109,963.23	133
Household Median Disposable Income	\$65,637.8	96	\$86,714.83	126	\$101,016.87	147
<\$15K	287 (6.7%)	76	1,255 (4.7%)	53	1,793 (3.8%)	43
\$15K - \$25K	227 (5.3%)	70	1,457 (5.4%)	72	1,932 (4.1%)	53
\$25K - \$35K	383 (8.9%)	113	1,618 (6.1%)	71	2,335 (4.9%)	62
\$35K - \$50K	407 (9.5%)	76	2,762 (10.3%)	85	3,951 (8.3%)	68
\$50K - \$75K	1,097 (25.6%)	144	4,445 (16.6%)	94	6,705 (14.1%)	71
\$75K - \$100K	547 (12.8%)	89	3,876 (14.5%)	102	6,841 (14.4%)	101
\$100K - \$150K	733 (17.1%)	95	5,765 (21.6%)	120	10,868 (22.9%)	128
\$150K - \$175K	506 (11.8%)	194	2,968 (11.1%)	182	6,608 (13.9%)	228
\$175K - \$200K	26 (0.6%)	28	705 (2.6%)	120	1,771 (3.7%)	169
\$200K - \$250K	29 (0.7%)	32	761 (2.8%)	133	1,914 (4%)	188
\$250K - \$500K	41 (1%)	33	1,037 (3.9%)	132	2,617 (5.5%)	188
>\$500K	4 (<0.5%)	36	89 (<0.5%)	129	224 (<0.5%)	183

### Discretionary Households Income

Household Average Discretionary Income	\$54,168.44	88	\$73,821.71	120	\$87,578.34	143
--	-------------	----	-------------	-----	-------------	-----

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	\$39,217.11	77	\$64,979.18	128	\$82,159.2	161
<\$10K	415 (9.7%)	105	1,369 (5.1%)	55	1,752 (3.7%)	40
\$10K - \$20K	667 (15.6%)	147	2,210 (8.3%)	76	2,733 (5.7%)	54
\$20K - \$30K	754 (17.6%)	166	2,565 (9.6%)	91	3,309 (7%)	66
\$30K - \$40K	338 (7.9%)	74	2,466 (9.2%)	93	3,476 (7.3%)	74
\$40K - \$50K	302 (7%)	74	2,018 (7.5%)	85	2,855 (6%)	68
\$50K - \$75K	500 (11.7%)	67	4,518 (16.9%)	97	7,687 (16.2%)	93
\$75K - \$100K	526 (12.3%)	105	3,282 (12.3%)	105	6,085 (12.8%)	109
\$100K - \$125K	254 (5.9%)	73	3,450 (12.9%)	160	6,566 (13.8%)	171
\$125K - \$150K	519 (12.1%)	182	2,685 (10%)	151	6,965 (14.6%)	220
>\$150K	12 (<0.5%)	5	2,175 (8.1%)	138	6,131 (12.9%)	218

## Households Income by Ethnicity

Average Income - White	\$116,543.03	122	\$119,169.06	125	\$127,707.23	34
Median Income - White	\$123,483.91	142	\$123,841.32	143	\$142,140.76	164
Average Income - Black	\$116,336.21	168	\$105,927.19	153	\$110,332.37	160
Median Income - Black	\$150,531.9	272	\$92,830.17	168	\$101,584.44	183

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	\$96,051.07 (85)	\$126,926.23 (112)	\$141,848.05 (126)
Median Income - Asian	\$94,530.47 (83)	\$140,554.94 (123)	\$160,980.29 (141)
Average Income - Hispanic	\$74,623.14 (92)	\$87,868.67 (109)	\$94,263 (117)
Median Income - Hispanic	\$65,801.5 (95)	\$74,977.87 (108)	\$84,945.95 (122)
Average Income - Other	\$101,577.49 (113)	\$106,419.97 (119)	\$115,528.99 (129)
Median Income - Other	\$100,980.35 (127)	\$105,969.15 (133)	\$118,458.86 (149)

## Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	39.66 (97)	41.93 (102)	42.34 (103)
Median Age	38.93 (97)	41.93 (104)	42.6 (106)
0-4	772 (5.7%) (106)	4,018 (5.5%) (101)	6,777 (5.2%) (96)
5-13	1,329 (9.8%) (95)	6,942 (9.5%) (92)	12,476 (9.6%) (93)
14-17	686 (5.1%) (96)	3,431 (4.7%) (88)	6,315 (4.8%) (91)
18-21	723 (5.3%) (97)	3,531 (4.8%) (87)	6,502 (5%) (90)
22-24	552 (4.1%) (98)	2,665 (3.6%) (87)	4,904 (3.8%) (90)
25-29	908 (6.7%) (113)	4,253 (5.8%) (98)	7,184 (5.5%) (93)
30-34	899 (6.6%) (102)	4,532 (6.2%) (95)	7,302 (5.6%) (86)

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	907	(6.7%)	102	4,907	(6.7%)	101	8,204	(6.3%)	95
40-44	1,024	(7.6%)	118	5,088	(6.9%)	108	8,695	(6.7%)	104
45-49	919	(6.8%)	113	4,790	(6.5%)	109	8,561	(6.6%)	109
50-54	926	(6.8%)	115	4,863	(6.6%)	111	8,844	(6.8%)	114
55-59	1,014	(7.5%)	122	5,449	(7.4%)	121	9,793	(7.5%)	122
60-64	922	(6.8%)	106	5,267	(7.2%)	112	9,739	(7.5%)	116
65-69	734	(5.4%)	90	4,506	(6.1%)	101	8,234	(6.3%)	104
70-74	509	(3.8%)	75	3,325	(4.5%)	90	6,256	(4.8%)	95
75-79	302	(2.2%)	58	2,564	(3.5%)	91	4,724	(3.6%)	94
80-84	219	(1.6%)	68	1,737	(2.4%)	99	3,149	(2.4%)	100
85+	177	(1.3%)	65	1,589	(2.2%)	107	2,957	(2.3%)	112

## Age - Male

Male Average Age	38.59		97	40.63		102	41.04		103
Male Median Age	37.97		100	40.76		107	41.33		109
0-4	399	(5.9%)	104	2,066	(5.7%)	101	3,488	(5.4%)	96
5-13	682	(10%)	93	3,564	(9.9%)	92	6,484	(10.1%)	94

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	365	(5.4%)	97	1,757	(4.9%)	88	3,254	(5.1%)	92
18-21	390	(5.7%)	100	1,841	(5.1%)	89	3,377	(5.3%)	92
22-24	292	(4.3%)	98	1,408	(3.9%)	89	2,566	(4%)	92
25-29	458	(6.7%)	109	2,207	(6.1%)	99	3,739	(5.8%)	94
30-34	471	(6.9%)	103	2,288	(6.3%)	95	3,688	(5.8%)	86
35-39	472	(6.9%)	103	2,438	(6.8%)	101	4,034	(6.3%)	94
40-44	558	(8.2%)	127	2,567	(7.1%)	110	4,312	(6.7%)	104
45-49	459	(6.7%)	112	2,373	(6.6%)	109	4,215	(6.6%)	109
50-54	462	(6.8%)	114	2,394	(6.6%)	111	4,310	(6.7%)	113
55-59	507	(7.4%)	122	2,703	(7.5%)	123	4,828	(7.5%)	123
60-64	444	(6.5%)	103	2,542	(7%)	112	4,682	(7.3%)	116
65-69	346	(5.1%)	87	2,129	(5.9%)	101	3,903	(6.1%)	105
70-74	231	(3.4%)	72	1,540	(4.3%)	90	2,913	(4.5%)	96
75-79	134	(2%)	56	1,082	(3%)	85	2,021	(3.2%)	89
80-84	82	(1.2%)	58	669	(1.9%)	89	1,271	(2%)	95
85+	62	(0.9%)	62	542	(1.5%)	102	1,043	(1.6%)	110

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Age - Female

	1 Mile	3 Mile	5 Mile
Female Average Age	40.75 (97)	43.19 (103)	43.6 (104)
Female Median Age	40.92 (99)	43.12 (104)	43.84 (106)
0-4	373 (5.6%) (108)	1,952 (5.2%) (101)	3,289 (4.9%) (96)
5-13	647 (9.6%) (97)	3,378 (9%) (91)	5,992 (9%) (91)
14-17	321 (4.8%) (94)	1,674 (4.5%) (88)	3,061 (4.6%) (90)
18-21	333 (5%) (94)	1,690 (4.5%) (86)	3,125 (4.7%) (89)
22-24	260 (3.9%) (98)	1,257 (3.4%) (85)	2,338 (3.5%) (89)
25-29	450 (6.7%) (118)	2,046 (5.5%) (96)	3,445 (5.2%) (91)
30-34	428 (6.4%) (100)	2,244 (6%) (94)	3,614 (5.4%) (85)
35-39	435 (6.5%) (100)	2,469 (6.6%) (101)	4,170 (6.3%) (96)
40-44	466 (6.9%) (109)	2,521 (6.8%) (106)	4,383 (6.6%) (104)
45-49	460 (6.9%) (115)	2,417 (6.5%) (108)	4,346 (6.5%) (109)
50-54	464 (6.9%) (116)	2,469 (6.6%) (111)	4,534 (6.8%) (114)
55-59	507 (7.6%) (123)	2,746 (7.4%) (119)	4,965 (7.5%) (121)
60-64	478 (7.1%) (109)	2,725 (7.3%) (112)	5,057 (7.6%) (117)

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	388	(5.8%)	2,377	(6.4%)	4,331	(6.5%)
70-74	278	(4.1%)	1,785	(4.8%)	3,343	(5%)
75-79	168	(2.5%)	1,482	(4%)	2,703	(4.1%)
80-84	137	(2%)	1,068	(2.9%)	1,878	(2.8%)
85+	115	(1.7%)	1,047	(2.8%)	1,914	(2.9%)

## Employment by Occupation

Total Employees (16+ Years Old)	7,830		41,297		73,047	
Production & Transportation	1,703	(21.7%)	5,920	(14.3%)	7,700	(10.5%)
Professional Specialty	1,153	(14.7%)	9,948	(24.1%)	20,929	(28.7%)
Construction	876	(11.2%)	3,408	(8.3%)	4,491	(6.1%)
Managerial/Executive	847	(10.8%)	7,449	(18%)	16,656	(22.8%)
Office Admin	840	(10.7%)	4,234	(10.3%)	7,000	(9.6%)
Building Maintenance & Cleaning	698	(8.9%)	2,478	(6%)	2,976	(4.1%)
Sales	633	(8.1%)	3,469	(8.4%)	6,256	(8.6%)
Food Preparation & Serving	541	(6.9%)	1,550	(3.8%)	2,181	(3%)
Personal Care	368	(4.7%)	1,269	(3.1%)	2,201	(3%)

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Healthcare support	92	(1.2%)	36	760	(1.8%)	56	1,136	(1.6%)	47
Protective	55	(0.7%)	32	777	(1.9%)	87	1,486	(2%)	94
Farming, Fishing & Forestry	24	(<0.5%)	53	35	(<0.5%)	15	35	(<0.5%)	8

### Employment by Industry

Total Employees (16+ Years Old)	7,830			41,297			73,047		
Educational Services	1,327	(16.9%)	72	8,414	(20.4%)	87	16,646	(22.8%)	97
Wholesale Retail	1,140	(14.6%)	111	5,298	(12.8%)	98	8,439	(11.6%)	88
Manufacturing	1,062	(13.6%)	136	5,349	(13%)	130	8,732	(12%)	120
Administrative/Waste Services	907	(11.6%)	277	2,974	(7.2%)	172	3,821	(5.2%)	125
Agriculture/Mining/Construction	776	(9.9%)	116	3,033	(7.3%)	86	4,304	(5.9%)	69
Financial, Insurance & Real Estate	618	(7.9%)	117	2,798	(6.8%)	101	5,998	(8.2%)	122
Entertainment Services	596	(7.6%)	88	2,758	(6.7%)	77	4,574	(6.3%)	72
Transportation	527	(6.7%)	115	2,628	(6.4%)	109	3,745	(5.1%)	88
Other Professional Services	385	(4.9%)	105	2,047	(5%)	105	3,387	(4.6%)	99
Professional Services	252	(3.2%)	40	3,840	(9.3%)	115	8,595	(11.8%)	146
Information	140	(1.8%)	96	910	(2.2%)	118	2,035	(2.8%)	149

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Public Administration	100	(1.3%)	27	1,194	(2.9%)	61	2,641	(3.6%)	74
Management Services				54	(<0.5%)	103	130	(<0.5%)	141

### Language Spoken

Speak Spanish at Home	6,854	(53.8%)	380	24,190	(34.8%)	247	28,926	(23.4%)	165
Speak English at Home	5,073	(39.8%)	51	39,305	(56.6%)	73	80,760	(65.2%)	84
Speak Other Language at Home	823	(6.5%)	76	5,944	(8.6%)	101	14,153	(11.4%)	35

### Ancestry

South American	2,962	(21.9%)	1757	10,430	(14.2%)	1139	12,776	(9.8%)	784
Central American	2,218	(16.4%)	986	5,361	(7.3%)	439	6,260	(4.8%)	288
Other	2,167	(16%)	76	12,997	(17.7%)	84	22,419	(17.2%)	81
Mexican	1,225	(9.1%)	81	3,474	(4.7%)	43	4,179	(3.2%)	29
Puerto Rican	1,163	(8.6%)	305	4,388	(6%)	212	5,687	(4.4%)	155
Other Hispanic	614	(4.5%)	317	2,291	(3.1%)	218	2,895	(2.2%)	155
Unclassified	572	(4.2%)	26	5,094	(6.9%)	43	10,659	(8.2%)	50
Scottish/Irish	421	(3.1%)	47	4,368	(5.9%)	89	10,879	(8.3%)	125
Italian	385	(2.8%)	96	5,919	(8.1%)	271	12,421	(9.5%)	319

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				
German	324	(2.4%)	31	3,181	(4.3%)	56	7,300	(5.6%)	72
South Central Asian (e.g. Indian)	214	(1.6%)	101	2,362	(3.2%)	206	5,979	(4.6%)	293
American	158	(1.2%)	24	1,119	(1.5%)	32	2,250	(1.7%)	36
Other European (e.g. Greek/Russian)	148	(1.1%)	35	2,473	(3.4%)	106	6,084	(4.7%)	147
British	145	(1.1%)	20	1,808	(2.5%)	46	4,278	(3.3%)	62
Dominican	136	(1%)	158	1,496	(2%)	319	1,781	(1.4%)	214
Polish	132	(1%)	64	1,534	(2.1%)	136	3,572	(2.7%)	178
Cuban	100	(0.7%)	102	479	(0.7%)	90	814	(0.6%)	86
South East Asian (e.g. Vietnamese)	90	(0.7%)	38	1,232	(1.7%)	95	2,031	(1.6%)	88
Chinese	82	(0.6%)	49	1,033	(1.4%)	113	3,199	(2.4%)	196
Other Asian	68	(0.5%)	118	290	(<0.5%)	92	553	(<0.5%)	99
Scandinavian	66	(<0.5%)	26	696	(0.9%)	50	1,449	(1.1%)	59
Native American (Indian/Eskimo)	48	(<0.5%)	56	126	(<0.5%)	27	168	(<0.5%)	20
Korean	41	(<0.5%)	59	301	(<0.5%)	71	631	(<0.5%)	93
Middle Eastern	20	(<0.5%)	24	414	(0.6%)	91	936	(0.7%)	115
French	17	(<0.5%)	10	331	(<0.5%)	36	714	(0.5%)	44

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Dutch	6	(<0.5%)	231	(<0.5%)	588	(<0.5%)
Japanese			23	(<0.5%)	94	(<0.5%)
Hawaiian/Pacific Islander			6	(<0.5%)	20	(<0.5%)

### Education (Age 25+)

Total Educated Population	9,460		52,870		93,642	
Elementary (0 to 8 Years)	693	(7.3%)	2,731	(5.2%)	3,450	(3.7%)
Some High School (9 to 11 Years)	1,073	(11.3%)	2,644	(5%)	3,321	(3.5%)
High School Graduate (12 Years)	3,185	(33.7%)	13,174	(24.9%)	19,184	(20.5%)
Some College (13 to 16 Years)	1,832	(19.4%)	9,070	(17.2%)	13,400	(14.3%)
Associates Degree Only	429	(4.5%)	3,734	(7.1%)	6,495	(6.9%)
Bachelor's Degree Only	1,462	(15.5%)	13,736	(26%)	28,518	(30.5%)
Graduate Degree	786	(8.3%)	7,781	(14.7%)	19,274	(20.6%)

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



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	4,287	26,738	47,559
One Person Households	795 (18.5%)	6,456 (24.1%)	10,897 (22.9%)
Married Couple	2,446 (57.1%)	14,841 (55.5%)	28,042 (59%)
Male Householder	280 (6.5%)	1,177 (4.4%)	1,919 (4%)
Female Householder	584 (13.6%)	2,821 (10.6%)	4,278 (9%)
Non Family Households	182 (4.2%)	1,443 (5.4%)	2,423 (5.1%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,287	26,738	47,559
1 Person Household	795 (18.5%)	6,456 (24.1%)	10,897 (22.9%)
2 Person Household	1,097 (25.6%)	7,736 (28.9%)	14,155 (29.8%)
3 Person Household	852 (19.9%)	4,811 (18%)	8,737 (18.4%)
4 Person Household	829 (19.3%)	4,573 (17.1%)	8,529 (17.9%)
5 Person Household	407 (9.5%)	1,951 (7.3%)	3,386 (7.1%)
6 Person Household	176 (4.1%)	724 (2.7%)	1,168 (2.5%)
7+ Person Household	131 (3.1%)	487 (1.8%)	687 (1.4%)

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	4,449	27,613	49,257
Owner Occupied Housing	2,538	17,625	34,637
Renter Occupied Housing	1,749	9,113	12,922
Vacant Housing	162	875	1,698

### Housing Rent

Average Rent	\$2,000.64	\$1,863.3	\$2,020.45
Median Rent	\$2,042.55	\$1,816.84	\$1,925.62
Total Cash Rents Housing	1,718	8,891	12,623
<\$300	65 (3.8%)	155 (1.7%)	208 (1.6%)
\$300-\$500	34 (2%)	124 (1.4%)	184 (1.5%)
\$500-\$750	20 (1.2%)	179 (2%)	236 (1.9%)
\$750-\$1000	16 (0.9%)	249 (2.8%)	325 (2.6%)
\$1000-\$1500	209 (12.2%)	1,674 (18.8%)	1,985 (15.7%)
\$1500-\$2000	471 (27.4%)	3,258 (36.6%)	3,963 (31.4%)
\$2000-\$2500	517 (30.1%)	1,867 (21%)	2,624 (20.8%)

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				
\$2500-\$3000	273	(15.9%)	276	875	(9.8%)	1,576	(12.5%)	217	
\$3000-\$3500	72	(4.2%)	138	299	(3.4%)	111	789	(6.3%)	205
>\$3500	41	(2.4%)	65	211	(2.4%)	65	733	(5.8%)	159

## Value of Owner-Occupied Housing Units

Average House Value	\$548,632.85	105	\$635,001.6	122	\$731,616.74	140			
Median House Value	\$534,836.07	141	\$598,542.2	157	\$672,944.31	177			
Owner Occupied Housing	2,538		17,625		34,637				
<\$100K	50	(2%)	23	407	(2.3%)	27	592	(1.7%)	20
\$100K - \$200K	29	(1.1%)	8	141	(0.8%)	6	233	(0.7%)	5
\$200K - \$300K	197	(7.8%)	48	826	(4.7%)	29	1,261	(3.6%)	22
\$300K - \$400K	292	(11.5%)	71	1,716	(9.7%)	67	2,566	(7.4%)	51
\$400K - \$500K	565	(22.3%)	193	3,093	(17.5%)	152	4,691	(13.5%)	118
\$500K - \$1000K	1,273	(50.2%)	203	9,664	(54.8%)	222	19,272	(55.6%)	225
>\$1000K	132	(5.2%)	48	1,778	(10.1%)	92	6,022	(17.4%)	159

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



Benchmark: Nationwide



### Poverty

Households in Poverty	600	(14%)	111	2,301	(8.6%)	68	2,993	(6.3%)	50
Households Above Poverty	3,687	(86%)	98	24,437	(91.4%)	105	44,566	(93.7%)	107
Households in Poverty (Married)	148	(3.5%)	158	752	(2.8%)	129	816	(1.7%)	7
Households in Poverty (Male Householder)				53	(<0.5%)	31	53	(<0.5%)	17
Households in Poverty (Female Householder)	199	(4.6%)	157	531	(2%)	67	709	(1.5%)	50
Households in Poverty (Non-Family)	246	(5.7%)	91	917	(3.4%)	55	1,340	(2.8%)	45
Households in Poverty (Non-Family Student)	7	(<0.5%)	26	48	(<0.5%)	29	75	(<0.5%)	25

### Wealth per Household

Household Average Wealth	\$231,083.51	96	\$256,140.32	106	\$272,428.35	113			
Household Median Wealth	\$73,865.73	91	\$91,184.31	112	\$104,386.97	129			
<\$0K	765	(17.8%)	103	4,427	(16.6%)	95	7,467	(15.7%)	90
\$0K - \$5K	393	(9.2%)	107	2,120	(7.9%)	93	3,382	(7.1%)	83
\$5K - \$10K	202	(4.7%)	103	1,143	(4.3%)	94	1,888	(4%)	87
\$10K - \$25K	279	(6.5%)	102	1,644	(6.1%)	97	2,806	(5.9%)	93
\$25K - \$50K	294	(6.9%)	101	1,797	(6.7%)	99	3,156	(6.6%)	98

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	441	(10.3%)	2,717	(10.2%)	4,820	(10.1%)
\$100K - \$250K	766	(17.9%)	4,910	(18.4%)	8,907	(18.7%)
\$250K - \$500K	547	(12.8%)	3,687	(13.8%)	6,859	(14.4%)
>\$500K	600	(14%)	4,293	(16.1%)	8,274	(17.4%)

### Vehicles per Household

Total Number of Vehicles	7,954		48,858		91,131	
Average Number of Vehicles	1.86		1.83		1.92	
No Vehicles	457	(10.7%)	1,682	(6.3%)	2,237	(4.7%)
1 Vehicle	1,276	(29.8%)	9,212	(34.5%)	14,675	(30.9%)
2 Vehicles	1,545	(36%)	10,431	(39%)	20,246	(42.6%)
3 or more Vehicles	1,009	(23.5%)	5,413	(20.2%)	10,401	(21.9%)

### Population Change

Births	156		778		1,315
Deaths	78		549		985
Migration	-36		-147		75

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	214	2,135	4,180
Total Employees	2,404	24,102	53,873

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