



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	7,632		89,910		156,495	
Households	3,204		34,628		58,916	
Persons per Household	2.38	93	2.51	98	2.56	100
Household Median Income	\$121,632.69	153	\$107,255.23	135	\$125,045.69	157
Household Median Disposable Income	\$99,265.2	145	\$88,640.78	129	\$102,401.54	149
Household Median Discretionary Income	\$82,521.62	162	\$66,199.96	130	\$82,597.7	162
Average Income Per Person	\$62,636.08	145	\$57,033.23	132	\$70,143.66	163
Median Rent	\$2,315.86	164	\$1,854.34	132	\$1,951.88	139
Median House Value	\$809,782.62	213	\$774,191.52	203	\$869,952.23	229
Households in Poverty	162 (5.1%)	40	3,683 (10.6%)	84	5,154 (8.7%)	69
Household Median Wealth	\$96,313.17	119	\$89,291.19	110	\$104,079.43	128
Average Age	40.76	99	41.07	100	41.77	102
Median Age	38.74	96	40.53	101	41.55	103
Households with Children	787 (24.6%)	92	10,662 (30.8%)	115	18,570 (31.5%)	118
High School Graduate or Higher	5,139 (91.8%)	103	56,856 (90.1%)	101	101,271 (93.1%)	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	3,704 (66.2%)	33,399 (52.9%)	66,361 (61%)
Pop density (per sq mi)	3,060	3,707	1,995
Area (based on blockgroups)	2	24	78

## Population

Population 2024 Q4	7,632	89,910	156,495
Population 2024 Q3	7,641	89,831	156,366
Population 2024 Q2	7,631	89,301	155,780
Population 2024 Q1	7,634	89,364	155,895
Population 2023 Q4	7,621	88,975	155,413
Population 2023 Q3	7,618	88,574	154,984
Population 2023 Q2	7,595	88,391	154,676
Population 2023 Q1	7,592	88,364	154,600
Population 2022 Q4	7,631	88,346	154,620
Population 5 Years Forecast	7,616	91,613	158,539
Population 10 Years Forecast	7,629	92,769	160,084
Persons per Household	2.38 (93)	2.51 (98)	2.56 (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	
Group Quarters	12	(<0.5%)	3,041	(3.4%)	5,862	(3.7%)
Transient Population - Average Last 4 Quarters	1,249	(16.4%)	1,292	(1.4%)	1,853	(1.2%)

## Households

Households 2024 Q4	3,204	34,628	58,916
Households 2024 Q3	3,204	34,572	58,831
Households 2024 Q2	3,199	34,364	58,592
Households 2024 Q1	3,201	34,388	58,638
Households 2023 Q4	3,194	34,232	58,446
Households 2023 Q3	3,192	34,081	58,280
Households 2023 Q2	3,181	34,010	58,154
Households 2023 Q1	3,180	33,998	58,118
Households 2022 Q4	3,198	33,996	58,140
Households 5 Years Forecast	3,197	35,268	59,699
Households 10 Years Forecast	3,202	35,715	60,302

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Gender

Male	3,791	(49.7%)	101	43,787	(48.7%)	99	75,092	(48%)	98
Female	3,841	(50.3%)	99	46,123	(51.3%)	101	81,403	(52%)	102

## Ethnicity

White	4,127	(54.1%)	94	52,036	(57.9%)	100	99,481	(63.6%)	110
Asian	1,275	(16.7%)	290	8,354	(9.3%)	161	16,686	(10.7%)	185
Hispanic (Ethnic)	1,042	(13.7%)	70	13,425	(14.9%)	76	17,399	(11.1%)	57
Other	698	(9.1%)	176	11,927	(13.3%)	255	16,951	(10.8%)	208
Black	490	(6.4%)	54	4,168	(4.6%)	39	5,978	(3.8%)	32

## Household by Ethnicity

White	2,068	(64.5%)	105	21,095	(60.9%)	99	38,993	(66.2%)	107
Asian	444	(13.9%)	306	3,033	(8.8%)	193	5,713	(9.7%)	214
Other	317	(9.9%)	130	5,740	(16.6%)	218	7,658	(13%)	171
Hispanic (Ethnic)	225	(7%)	46	3,519	(10.2%)	67	4,726	(8%)	53
Black	150	(4.7%)	42	1,241	(3.6%)	32	1,826	(3.1%)	28

## Households Income

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$148,998.36	134	\$145,443.69	131	\$183,707.25	165
Average Income Per Person	\$62,636.08	145	\$57,033.23	132	\$70,143.66	163
Household Median Income	\$121,632.69	153	\$107,255.23	135	\$125,045.69	157
<\$15K	114 (3.6%)	44	2,571 (7.4%)	92	3,627 (6.2%)	76
\$15K - \$25K	127 (4%)	61	1,652 (4.8%)	74	2,228 (3.8%)	58
\$25K - \$35K	69 (2.2%)	32	1,252 (3.6%)	54	1,945 (3.3%)	49
\$35K - \$50K	82 (2.6%)	25	2,133 (6.2%)	60	3,346 (5.7%)	55
\$50K - \$75K	302 (9.4%)	60	4,626 (13.4%)	85	6,421 (10.9%)	69
\$75K - \$100K	516 (16.1%)	126	3,976 (11.5%)	90	6,017 (10.2%)	80
\$100K - \$150K	717 (22.4%)	126	6,274 (18.1%)	102	10,243 (17.4%)	98
\$150K - \$175K	302 (9.4%)	150	2,453 (7.1%)	113	4,108 (7%)	111
\$175K - \$200K	384 (12%)	183	2,519 (7.3%)	111	6,379 (10.8%)	165
\$200K - \$250K	332 (10.4%)	199	4,010 (11.6%)	222	8,172 (13.9%)	266
\$250K - \$500K	142 (4.4%)	199	1,721 (5%)	223	3,503 (5.9%)	267
>\$500K	117 (3.7%)	196	1,441 (4.2%)	223	2,927 (5%)	266

## 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	\$112,268.39		136	\$103,592.17		126	\$114,396.55		139
Household Median Disposable Income	\$99,265.2		145	\$88,640.78		129	\$102,401.54		149
<\$15K	133	(4.2%)	47	2,938	(8.5%)	97	4,097	(7%)	7
\$15K - \$25K	139	(4.3%)	57	1,729	(5%)	66	2,441	(4.1%)	54
\$25K - \$35K	54	(1.7%)	21	1,533	(4.4%)	56	2,251	(3.8%)	48
\$35K - \$50K	149	(4.7%)	38	2,888	(8.3%)	68	4,489	(7.6%)	63
\$50K - \$75K	523	(16.3%)	92	5,548	(16%)	90	7,926	(13.5%)	76
\$75K - \$100K	620	(19.4%)	136	5,026	(14.5%)	102	7,690	(13.1%)	92
\$100K - \$150K	764	(23.8%)	133	6,424	(18.6%)	104	11,528	(19.6%)	109
\$150K - \$175K	348	(10.9%)	178	2,820	(8.1%)	134	6,844	(11.6%)	191
\$175K - \$200K	140	(4.4%)	198	1,683	(4.9%)	221	3,421	(5.8%)	264
\$200K - \$250K	134	(4.2%)	196	1,624	(4.7%)	219	3,311	(5.6%)	263
\$250K - \$500K	185	(5.8%)	197	2,219	(6.4%)	219	4,524	(7.7%)	262
>\$500K	15	(<0.5%)	182	196	(0.6%)	220	394	(0.7%)	260

## Discretionary Households Income

Household Average Discretionary Income	\$85,201.65		139	\$76,442.35		125	\$88,546.2		144
--	-------------	--	-----	-------------	--	-----	------------	--	-----

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	\$82,521.62	162	\$66,199.96	130	\$82,597.7	162
<\$10K	114 (3.6%)	38	3,272 (9.4%)	102	4,538 (7.7%)	83
\$10K - \$20K	154 (4.8%)	45	2,345 (6.8%)	64	3,230 (5.5%)	52
\$20K - \$30K	113 (3.5%)	33	2,614 (7.5%)	71	3,638 (6.2%)	58
\$30K - \$40K	166 (5.2%)	52	2,431 (7%)	71	3,600 (6.1%)	61
\$40K - \$50K	234 (7.3%)	8	2,982 (8.6%)	97	4,006 (6.8%)	7
\$50K - \$75K	660 (20.6%)	118	5,319 (15.4%)	88	8,042 (13.6%)	7
\$75K - \$100K	625 (19.5%)	166	4,506 (13%)	111	7,396 (12.6%)	107
\$100K - \$125K	415 (13%)	160	3,355 (9.7%)	120	6,015 (10.2%)	126
\$125K - \$150K	436 (13.6%)	205	3,421 (9.9%)	149	7,806 (13.2%)	199
>\$150K	287 (9%)	152	4,383 (12.7%)	214	10,645 (18.1%)	306

## Households Income by Ethnicity

Average Income - White	\$127,115.78	133	\$118,158.12	124	\$126,735.65	133
Median Income - White	\$128,571.29	148	\$119,032.8	137	\$138,875.72	160
Average Income - Black	\$113,093.05	164	\$101,028.59	146	\$109,510.5	158
Median Income - Black	\$134,482.38	243	\$94,403.98	170	\$114,150.37	206

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	\$127,063.05 (113)	\$135,165.51 (120)	\$139,209.22 (123)
Median Income - Asian	\$121,847.87 (106)	\$148,676.06 (130)	\$163,141.23 (143)
Average Income - Hispanic	\$110,937.93 (137)	\$92,183.13 (114)	\$99,051.02 (122)
Median Income - Hispanic	\$107,236.56 (154)	\$83,698.97 (120)	\$94,338.85 (136)
Average Income - Other	\$97,157.26 (109)	\$84,727.02 (95)	\$93,578.54 (105)
Median Income - Other	\$88,770.64 (112)	\$75,471.16 (95)	\$84,763.35 (106)

## Age

	1 Mile	3 Mile	5 Mile
Average Age	40.76 (99)	41.07 (100)	41.77 (102)
Median Age	38.74 (96)	40.53 (101)	41.55 (103)
0-4	423 (5.5%) (103)	4,416 (4.9%) (91)	7,044 (4.5%) (83)
5-13	726 (9.5%) (92)	9,312 (10.4%) (100)	15,915 (10.2%) (99)
14-17	333 (4.4%) (80)	4,515 (5%) (95)	8,602 (5.5%) (103)
18-21	323 (4.2%) (77)	4,804 (5.3%) (97)	9,147 (5.8%) (106)
22-24	232 (3%) (73)	3,772 (4.2%) (101)	7,006 (4.5%) (108)
25-29	489 (6.4%) (108)	4,957 (5.5%) (93)	8,106 (5.2%) (87)
30-34	665 (8.7%) (133)	5,684 (6.3%) (97)	8,419 (5.4%) (80)

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	668	(8.8%)	133	6,655	(7.4%)	112	10,017	(6.4%)	97
40-44	574	(7.5%)	117	6,382	(7.1%)	111	10,293	(6.6%)	103
45-49	458	(6%)	100	5,800	(6.5%)	108	9,929	(6.3%)	106
50-54	491	(6.4%)	108	5,576	(6.2%)	104	10,125	(6.5%)	108
55-59	480	(6.3%)	103	5,742	(6.4%)	104	10,618	(6.8%)	111
60-64	484	(6.3%)	99	5,949	(6.6%)	103	10,778	(6.9%)	107
65-69	398	(5.2%)	86	5,189	(5.8%)	95	9,573	(6.1%)	101
70-74	358	(4.7%)	93	4,122	(4.6%)	91	7,556	(4.8%)	96
75-79	246	(3.2%)	84	3,119	(3.5%)	90	5,922	(3.8%)	98
80-84	149	(2%)	8	1,923	(2.1%)	89	3,742	(2.4%)	100
85+	135	(1.8%)	87	1,993	(2.2%)	109	3,703	(2.4%)	117

## Age - Male

Male Average Age	38.96		98	39.65		99	40.67		102
Male Median Age	37.13		98	38.24		100	40.59		107
0-4	221	(5.8%)	103	2,271	(5.2%)	92	3,616	(4.8%)	85
5-13	398	(10.5%)	98	4,820	(11%)	102	8,218	(10.9%)	102

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	170	(4.5%)	8	2,285	(5.2%)	95	4,145	(5.5%)	100
18-21	167	(4.4%)	7	2,434	(5.6%)	97	4,262	(5.7%)	99
22-24	122	(3.2%)	7	1,918	(4.4%)	100	3,210	(4.3%)	98
25-29	275	(7.3%)	118	2,619	(6%)	97	4,171	(5.6%)	90
30-34	363	(9.6%)	143	2,875	(6.6%)	98	4,257	(5.7%)	85
35-39	337	(8.9%)	133	3,300	(7.5%)	113	4,927	(6.6%)	98
40-44	295	(7.8%)	121	3,143	(7.2%)	111	5,041	(6.7%)	104
45-49	217	(5.7%)	95	2,824	(6.4%)	107	4,827	(6.4%)	107
50-54	231	(6.1%)	102	2,673	(6.1%)	102	4,871	(6.5%)	109
55-59	216	(5.7%)	93	2,757	(6.3%)	103	5,086	(6.8%)	111
60-64	229	(6%)	96	2,863	(6.5%)	104	5,198	(6.9%)	110
65-69	179	(4.7%)	8	2,422	(5.5%)	95	4,467	(5.9%)	102
70-74	170	(4.5%)	95	1,861	(4.3%)	90	3,461	(4.6%)	97
75-79	101	(2.7%)	7	1,318	(3%)	85	2,571	(3.4%)	97
80-84	54	(1.4%)	68	776	(1.8%)	85	1,549	(2.1%)	99
85+	46	(1.2%)	8	628	(1.4%)	97	1,215	(1.6%)	110

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	42.54	42.42	42.78
Female Median Age	41.64	41.81	42.48
0-4	202 (5.3%)	2,145 (4.7%)	3,428 (4.2%)
5-13	328 (8.5%)	4,492 (9.7%)	7,697 (9.5%)
14-17	163 (4.2%)	2,230 (4.8%)	4,457 (5.5%)
18-21	156 (4.1%)	2,370 (5.1%)	4,885 (6%)
22-24	110 (2.9%)	1,854 (4%)	3,796 (4.7%)
25-29	214 (5.6%)	2,338 (5.1%)	3,935 (4.8%)
30-34	302 (7.9%)	2,809 (6.1%)	4,162 (5.1%)
35-39	331 (8.6%)	3,355 (7.3%)	5,090 (6.3%)
40-44	279 (7.3%)	3,239 (7%)	5,252 (6.5%)
45-49	241 (6.3%)	2,976 (6.5%)	5,102 (6.3%)
50-54	260 (6.8%)	2,903 (6.3%)	5,254 (6.5%)
55-59	264 (6.9%)	2,985 (6.5%)	5,532 (6.8%)
60-64	255 (6.6%)	3,086 (6.7%)	5,580 (6.9%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
65-69	219	(5.7%)	91	2,767	(6%)	95	5,106	(6.3%)	100
70-74	188	(4.9%)	92	2,261	(4.9%)	93	4,095	(5%)	95
75-79	145	(3.8%)	91	1,801	(3.9%)	94	3,351	(4.1%)	99
80-84	95	(2.5%)	91	1,147	(2.5%)	92	2,193	(2.7%)	100
85+	89	(2.3%)	91	1,365	(3%)	116	2,488	(3.1%)	120

### Employment by Occupation

Total Employees (16+ Years Old)	4,097			50,633			86,954		
Professional Specialty	1,713	(41.8%)	169	16,009	(31.6%)	128	29,744	(34.2%)	138
Managerial/Executive	1,030	(25.1%)	145	9,391	(18.5%)	107	19,935	(22.9%)	132
Building Maintenance & Cleaning	301	(7.3%)	216	3,271	(6.5%)	190	4,009	(4.6%)	136
Sales	283	(6.9%)	74	3,903	(7.7%)	83	6,770	(7.8%)	83
Food Preparation & Serving	216	(5.3%)	103	2,819	(5.6%)	109	3,504	(4%)	71
Production & Transportation	141	(3.4%)	27	3,495	(6.9%)	53	4,920	(5.7%)	44
Protective	121	(3%)	136	981	(1.9%)	89	1,567	(1.8%)	83
Office Admin	96	(2.3%)	22	3,809	(7.5%)	71	6,667	(7.7%)	72
Healthcare support	79	(1.9%)	59	1,301	(2.6%)	76	1,792	(2.1%)	63

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Personal Care	63	(1.5%)	1,821	(3.6%)	2,676	(3.1%)
Construction	54	(1.3%)	3,781	(7.5%)	5,292	(6.1%)
Farming, Fishing & Forestry			52	(<0.5%)	78	(<0.5%)

### Employment by Industry

	1 Mile		3 Mile		5 Mile	
Total Employees (16+ Years Old)	4,097		50,633		86,954	
Educational Services	1,015	(24.8%)	12,941	(25.6%)	22,382	(25.7%)
Professional Services	851	(20.8%)	7,562	(14.9%)	14,602	(16.8%)
Manufacturing	391	(9.5%)	3,810	(7.5%)	6,887	(7.9%)
Entertainment Services	308	(7.5%)	3,987	(7.9%)	5,663	(6.5%)
Administrative/Waste Services	300	(7.3%)	2,914	(5.8%)	4,195	(4.8%)
Wholesale Retail	298	(7.3%)	6,253	(12.3%)	9,796	(11.3%)
Information	227	(5.5%)	1,127	(2.2%)	2,175	(2.5%)
Financial, Insurance & Real Estate	225	(5.5%)	2,460	(4.9%)	6,476	(7.4%)
Public Administration	130	(3.2%)	1,667	(3.3%)	2,769	(3.2%)
Agriculture/Mining/Construction	109	(2.7%)	3,897	(7.7%)	5,695	(6.5%)
Other Professional Services	101	(2.5%)	2,331	(4.6%)	3,807	(4.4%)

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Transportation	89	(2.2%)	37	1,562	(3.1%)	53	2,289	(2.6%)	45
Management Services	53	(1.3%)	1023	122	(<0.5%)	191	218	(<0.5%)	198

### Language Spoken

Speak English at Home	4,692	(65.1%)	84	52,185	(61%)	7	100,405	(67.2%)	87
Speak Other Language at Home	1,897	(26.3%)	311	22,313	(26.1%)	309	34,747	(23.2%)	275
Speak Spanish at Home	620	(8.6%)	61	10,996	(12.9%)	91	14,299	(9.6%)	68

### Ancestry

Other	1,871	(24.5%)	116	23,484	(26.1%)	124	36,778	(23.5%)	111
Unclassified	960	(12.6%)	77	11,726	(13%)	8	20,451	(13.1%)	8
Scottish/Irish	762	(10%)	150	9,488	(10.6%)	159	17,598	(11.2%)	169
South Central Asian (e.g. Indian)	524	(6.9%)	440	3,630	(4%)	258	6,945	(4.4%)	284
Chinese	484	(6.3%)	508	3,010	(3.3%)	268	6,196	(4%)	317
Other European (e.g. Greek/Russian)	385	(5%)	159	4,492	(5%)	158	9,445	(6%)	191
Italian	360	(4.7%)	158	5,517	(6.1%)	206	10,330	(6.6%)	222
British	332	(4.4%)	8	4,654	(5.2%)	97	9,396	(6%)	113
Puerto Rican	313	(4.1%)	146	3,680	(4.1%)	145	4,378	(2.8%)	99

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				
South American	224	(2.9%)	235	2,132	(2.4%)	190	3,423	(2.2%)	175
Central American	212	(2.8%)	167	4,251	(4.7%)	284	4,686	(3%)	180
German	149	(2%)	25	2,148	(2.4%)	31	4,786	(3.1%)	39
American	146	(1.9%)	40	2,009	(2.2%)	47	4,157	(2.7%)	56
South East Asian (e.g. Vietnamese)	134	(1.8%)	100	912	(1%)	58	1,857	(1.2%)	67
Other Hispanic	111	(1.5%)	102	1,230	(1.4%)	96	1,815	(1.2%)	8
Scandinavian	99	(1.3%)	68	1,253	(1.4%)	74	2,329	(1.5%)	7
Polish	96	(1.3%)	8	1,273	(1.4%)	92	2,700	(1.7%)	112
Dominican	85	(1.1%)	175	1,257	(1.4%)	219	1,432	(0.9%)	143
Mexican	85	(1.1%)	10	689	(0.8%)	7	1,320	(0.8%)	8
French	69	(0.9%)	73	1,014	(1.1%)	91	2,069	(1.3%)	107
Korean	65	(0.9%)	164	424	(<0.5%)	91	785	(0.5%)	97
Middle Eastern	58	(0.8%)	122	776	(0.9%)	139	1,735	(1.1%)	179
Japanese	43	(0.6%)	235	129	(<0.5%)	60	272	(<0.5%)	72
Other Asian	25	(<0.5%)	7	249	(<0.5%)	65	631	(<0.5%)	94
Dutch	15	(<0.5%)	33	159	(<0.5%)	29	429	(<0.5%)	45

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Native American (Indian/Eskimo)	12	(<0.5%)	25	124	(<0.5%)	22	177	(<0.5%)	18
Cuban	12	(<0.5%)	22	186	(<0.5%)	29	345	(<0.5%)	30
Hawaiian/Pacific Islander	1	(<0.5%)	7	14	(<0.5%)	9	30	(<0.5%)	11

### Education (Age 25+)

Total Educated Population	5,595			63,091			108,781		
Elementary (0 to 8 Years)	128	(2.3%)	48	3,063	(4.9%)	102	3,658	(3.4%)	70
Some High School (9 to 11 Years)	328	(5.9%)	99	3,172	(5%)	85	3,852	(3.5%)	60
High School Graduate (12 Years)	524	(9.4%)	36	12,600	(20%)	76	17,668	(16.2%)	62
Some College (13 to 16 Years)	664	(11.9%)	61	7,355	(11.7%)	60	11,645	(10.7%)	55
Associates Degree Only	247	(4.4%)	50	3,502	(5.6%)	63	5,597	(5.1%)	58
Bachelor's Degree Only	2,065	(36.9%)	173	18,164	(28.8%)	135	33,630	(30.9%)	145
Graduate Degree	1,639	(29.3%)	213	15,235	(24.1%)	176	32,731	(30.1%)	219

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	3,204	34,628	58,916
One Person Households	930 (29%)	9,711 (28%)	15,204 (25.8%)
Married Couple	1,332 (41.6%)	17,085 (49.3%)	32,479 (55.1%)
Male Householder	175 (5.5%)	1,397 (4%)	2,160 (3.7%)
Female Householder	384 (12%)	3,984 (11.5%)	5,577 (9.5%)
Non Family Households	383 (12%)	2,451 (7.1%)	3,496 (5.9%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,204	34,628	58,916
1 Person Household	930 (29%)	9,711 (28%)	15,204 (25.8%)
2 Person Household	1,110 (34.6%)	10,695 (30.9%)	18,414 (31.3%)
3 Person Household	556 (17.4%)	5,982 (17.3%)	10,211 (17.3%)
4 Person Household	418 (13%)	5,394 (15.6%)	9,936 (16.9%)
5 Person Household	114 (3.6%)	1,884 (5.4%)	3,509 (6%)
6 Person Household	47 (1.5%)	634 (1.8%)	1,080 (1.8%)
7+ Person Household	29 (0.9%)	328 (0.9%)	562 (1%)

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Housing Units

Total Housing Units	3,421	36,209	61,521
Owner Occupied Housing	1,784	19,845	38,942
Renter Occupied Housing	1,420	14,783	19,974
Vacant Housing	217	1,581	2,605

## Housing Rent

Average Rent	\$2,398.34	155	\$1,846.07	120	\$1,946.36	126			
Median Rent	\$2,315.86	164	\$1,854.34	132	\$1,951.88	139			
Total Cash Rents Housing	1,386	14,279	19,253						
<\$300	505	(3.5%)	126	655	(3.4%)	121			
\$300-\$500	4	(<0.5%)	7	663	(4.6%)	120	858	(4.5%)	115
\$500-\$750	17	(1.2%)	14	893	(6.3%)	72	1,104	(5.7%)	66
\$750-\$1000	17	(1.2%)	9	716	(5%)	38	819	(4.3%)	33
\$1000-\$1500	108	(7.8%)	30	1,931	(13.5%)	51	2,326	(12.1%)	46
\$1500-\$2000	324	(23.4%)	111	3,431	(24%)	114	4,276	(22.2%)	106
\$2000-\$2500	353	(25.5%)	218	3,076	(21.5%)	184	4,264	(22.1%)	189

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	228	(16.5%)	286	1,625	(11.4%)	198	2,367	(12.3%)	214
\$3000-\$3500	165	(11.9%)	391	739	(5.2%)	170	1,117	(5.8%)	191
>\$3500	170	(12.3%)	336	700	(4.9%)	134	1,467	(7.6%)	209

## Value of Owner-Occupied Housing Units

Average House Value	\$823,821.64	158	\$828,956.53	159	\$1.01M	194			
Median House Value	\$809,782.62	213	\$774,191.52	203	\$869,952.23	229			
Owner Occupied Housing	1,784		19,845		38,942				
<\$100K	23	(1.3%)	15	270	(1.4%)	16	421	(1.1%)	13
\$100K - \$200K				129	(0.7%)	5	189	(<0.5%)	4
\$200K - \$300K	29	(1.6%)	10	534	(2.7%)	17	852	(2.2%)	14
\$300K - \$400K	27	(1.5%)	10	984	(5%)	34	1,389	(3.6%)	24
\$400K - \$500K	58	(3.3%)	28	1,128	(5.7%)	49	1,869	(4.8%)	42
\$500K - \$1000K	1,245	(69.8%)	282	12,240	(61.7%)	249	20,084	(51.6%)	208
>\$1000K	402	(22.5%)	206	4,560	(23%)	210	14,138	(36.3%)	332

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Poverty

Households in Poverty	162	(5.1%)	40	3,683	(10.6%)	84	5,154	(8.7%)	69
Households Above Poverty	3,042	(94.9%)	109	30,945	(89.4%)	102	53,762	(91.3%)	104
Households in Poverty (Married)				645	(1.9%)	85	857	(1.5%)	67
Households in Poverty (Male Householder)				106	(<0.5%)	48	202	(<0.5%)	54
Households in Poverty (Female Householder)	102	(3.2%)	108	1,005	(2.9%)	98	1,276	(2.2%)	73
Households in Poverty (Non-Family)	55	(1.7%)	27	1,852	(5.3%)	85	2,709	(4.6%)	73
Households in Poverty (Non-Family Student)	5	(<0.5%)	25	75	(<0.5%)	35	110	(<0.5%)	30

### Wealth per Household

Household Average Wealth	\$269,270.44		111	\$257,569.31		107	\$274,905.93		114
Household Median Wealth	\$96,313.17		119	\$89,291.19		110	\$104,079.43		128
<\$0K	532	(16.6%)	95	5,890	(17%)	98	9,402	(16%)	92
\$0K - \$5K	244	(7.6%)	89	2,808	(8.1%)	95	4,259	(7.2%)	84
\$5K - \$10K	134	(4.2%)	92	1,507	(4.4%)	96	2,365	(4%)	88
\$10K - \$25K	193	(6%)	95	2,130	(6.2%)	97	3,462	(5.9%)	93
\$25K - \$50K	210	(6.6%)	97	2,293	(6.6%)	98	3,849	(6.5%)	96

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	312	(9.7%)	3,418	(9.9%)	5,826	(9.9%)
\$100K - \$250K	572	(17.9%)	6,201	(17.9%)	10,847	(18.4%)
\$250K - \$500K	449	(14%)	4,712	(13.6%)	8,445	(14.3%)
>\$500K	558	(17.4%)	5,669	(16.4%)	10,461	(17.8%)

### Vehicles per Household

Total Number of Vehicles	4,630		55,568		101,298	
Average Number of Vehicles	1.45		1.6		1.72	
No Vehicles	204	(6.4%)	3,057	(8.8%)	4,209	(7.1%)
1 Vehicle	1,639	(51.2%)	13,591	(39.2%)	20,731	(35.2%)
2 Vehicles	1,137	(35.5%)	13,238	(38.2%)	24,229	(41.1%)
3 or more Vehicles	224	(7%)	4,742	(13.7%)	9,747	(16.5%)

### Population Change

Births	77		785		1,282
Deaths	55		687		1,279
Migration			892		1,168

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	752	3,888	6,120
Total Employees	9,058	48,268	68,938

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