



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Overview									
Population	--	59,198			110,905				
Households	--	24,260			47,412				
Persons per Household	--	2.23		87	2.22			87	
Household Median Income	--	\$52,693.76		66	\$56,685.98			71	
Household Median Disposable Income	--	\$45,411.84		66	\$48,357.94			70	
Household Median Discretionary Income	--	\$30,395.5		60	\$33,867.53			66	
Average Income Per Person	--	\$29,781.65		69	\$32,722.53			76	
Median Rent	--	\$1,097.06		76	\$1,059.19			75	
Median House Value	--	\$159,510.37		42	\$173,114.03			45	
Households in Poverty	--	4,771	(19.7%)		8,346	(17.6%)		139	
Household Median Wealth	--	\$61,454.76		76	\$66,888.1			82	
Average Age	--	41.44			42.48			104	
Median Age	--	38.92		97	41.48			103	
Households with Children	--	5,279	(21.8%)		10,336	(21.8%)		8	
High School Graduate or Higher	--	36,411	(87.5%)		71,153	(89.6%)		98	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	--	9,483	(22.8%)	19,075 (24%)
Pop density (per sq mi)	--	1,412		1,469
Area (based on blockgroups)	--	42		76

## Population

Population 2024 Q4	--	59,198		110,905
Population 2024 Q3	--	59,232		110,958
Population 2024 Q2	--	59,191		110,985
Population 2024 Q1	--	59,219		110,988
Population 2023 Q4	--	59,080		110,746
Population 2023 Q3	--	59,059		110,712
Population 2023 Q2	--	59,065		110,662
Population 2023 Q1	--	59,015		110,544
Population 2022 Q4	--	58,996		110,478
Population 5 Years Forecast	--	59,311		110,991
Population 10 Years Forecast	--	59,593		111,481
Persons per Household	--	2.23	87	2.22 87

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



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	1 Mile	3 Mile	5 Mile
Group Quarters	--	5,093 (8.6%)	5,482 (4.9%)
Transient Population - Average Last 4 Quarters	--	1,606 (2.7%)	1,606 (1.4%)

## Households

Households 2024 Q4	--	24,260	47,412
Households 2024 Q3	--	24,253	47,399
Households 2024 Q2	--	24,237	47,420
Households 2024 Q1	--	24,252	47,427
Households 2023 Q4	--	24,163	47,288
Households 2023 Q3	--	24,157	47,274
Households 2023 Q2	--	24,158	47,252
Households 2023 Q1	--	24,134	47,193
Households 2022 Q4	--	24,126	47,168
Households 5 Years Forecast	--	24,316	47,462
Households 10 Years Forecast	--	24,452	47,695

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



Benchmark: Nationwide



### Gender

Male	--	29,486	(49.8%)	102	54,271	(48.9%)	100
Female	--	29,712	(50.2%)	98	56,634	(51.1%)	100

### Ethnicity

White	--	37,987	(64.2%)	111	78,909	(71.2%)	123
Black	--	6,067	(10.2%)	87	8,794	(7.9%)	67
Asian	--	1,194	(2%)	35	1,641	(1.5%)	26
Hispanic (Ethnic)	--	11,629	(19.6%)	101	17,338	(15.6%)	80
Other	--	2,321	(3.9%)	75	4,223	(3.8%)	73

### Household by Ethnicity

White	--	16,189	(66.7%)	108	34,954	(73.7%)	120
Black	--	2,068	(8.5%)	77	3,003	(6.3%)	57
Asian	--	363	(1.5%)	33	442	(0.9%)	21
Hispanic (Ethnic)	--	3,836	(15.8%)	104	5,850	(12.3%)	80
Other	--	1,804	(7.4%)	98	3,163	(6.7%)	88

### 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	--	\$69,527.02	\$74,715.48
Average Income Per Person	--	\$29,781.65	\$32,722.53
Household Median Income	--	\$52,693.76	\$56,685.98
<\$15K	--	3,137 (12.9%)	5,734 (12.1%)
\$15K - \$25K	--	2,410 (9.9%)	4,241 (8.9%)
\$25K - \$35K	--	2,449 (10.1%)	4,627 (9.8%)
\$35K - \$50K	--	3,510 (14.5%)	6,323 (13.3%)
\$50K - \$75K	--	4,576 (18.9%)	8,785 (18.5%)
\$75K - \$100K	--	3,303 (13.6%)	6,672 (14.1%)
\$100K - \$150K	--	2,774 (11.4%)	6,406 (13.5%)
\$150K - \$175K	--	667 (2.7%)	1,530 (3.2%)
\$175K - \$200K	--	926 (3.8%)	1,795 (3.8%)
\$200K - \$250K	--	288 (1.2%)	734 (1.5%)
\$250K - \$500K	--	116 (<0.5%)	306 (0.6%)
>\$500K	--	104 (<0.5%)	259 (0.5%)

## Disposable Households Income

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



Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Household Average Disposable Income	--	\$56,161.35	\$59,640.4
Household Median Disposable Income	--	\$45,411.84	\$48,357.94
<\$15K	--	3,526 (14.5%)	6,493 (13.7%)
\$15K - \$25K	--	2,785 (11.5%)	4,904 (10.3%)
\$25K - \$35K	--	2,902 (12%)	5,283 (11.1%)
\$35K - \$50K	--	4,287 (17.7%)	7,935 (16.7%)
\$50K - \$75K	--	4,649 (19.2%)	9,267 (19.5%)
\$75K - \$100K	--	2,683 (11.1%)	5,869 (12.4%)
\$100K - \$150K	--	2,243 (9.2%)	5,231 (11%)
\$150K - \$175K	--	793 (3.3%)	1,433 (3%)
\$175K - \$200K	--	101 (<0.5%)	259 (0.5%)
\$200K - \$250K	--	114 (<0.5%)	288 (0.6%)
\$250K - \$500K	--	163 (0.7%)	413 (0.9%)
>\$500K	--	14 (<0.5%)	37 (<0.5%)

### Discretionary Households Income

Household Average Discretionary Income	--	\$38,413.47	\$41,867.63
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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	--	\$30,395.5	\$33,867.53
<\$10K	--	3,725 (15.4%)	6,480 (13.7%)
\$10K - \$20K	--	4,527 (18.7%)	7,987 (16.8%)
\$20K - \$30K	--	3,742 (15.4%)	6,901 (14.6%)
\$30K - \$40K	--	3,258 (13.4%)	6,033 (12.7%)
\$40K - \$50K	--	2,403 (9.9%)	5,036 (10.6%)
\$50K - \$75K	--	3,617 (14.9%)	8,046 (17%)
\$75K - \$100K	--	1,561 (6.4%)	3,589 (7.6%)
\$100K - \$125K	--	937 (3.9%)	1,942 (4.1%)
\$125K - \$150K	--	346 (1.4%)	976 (2.1%)
>\$150K	--	144 (0.6%)	422 (0.9%)

## Households Income by Ethnicity

Average Income - White	--	\$69,823.33	\$72,309.54
Median Income - White	--	\$57,505.63	\$59,968.54
Average Income - Black	--	\$46,174.86	\$49,751.58
Median Income - Black	--	\$35,761.44	\$37,761.95

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	--	\$69,802.54 <span>62</span>	\$72,818.33 <span>64</span>
Median Income - Asian	--	\$63,796.04 <span>56</span>	\$64,137.66 <span>56</span>
Average Income - Hispanic	--	\$53,898.2 <span>67</span>	\$57,165.26 <span>71</span>
Median Income - Hispanic	--	\$43,595.34 <span>63</span>	\$51,139.59 <span>74</span>
Average Income - Other	--	\$55,538.68 <span>62</span>	\$60,465.35 <span>68</span>
Median Income - Other	--	\$45,820.73 <span>58</span>	\$52,867.58 <span>66</span>

## Age

Average Age	--	41.44 <span>101</span>	42.48 <span>104</span>
Median Age	--	38.92 <span>97</span>	41.48 <span>103</span>
0-4	--	3,159 (5.3%) <span>99</span>	5,933 (5.3%) <span>99</span>
5-13	--	5,393 (9.1%) <span>88</span>	10,071 (9.1%) <span>88</span>
14-17	--	2,912 (4.9%) <span>93</span>	5,228 (4.7%) <span>89</span>
18-21	--	3,379 (5.7%) <span>104</span>	5,720 (5.2%) <span>94</span>
22-24	--	2,755 (4.7%) <span>112</span>	4,505 (4.1%) <span>98</span>
25-29	--	4,052 (6.8%) <span>116</span>	6,930 (6.2%) <span>105</span>
30-34	--	3,935 (6.6%) <span>102</span>	7,156 (6.5%) <span>99</span>

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	--	4,094 (6.9%)	7,409 (6.7%)
40-44	--	3,607 (6.1%)	6,754 (6.1%)
45-49	--	3,343 (5.6%)	6,256 (5.6%)
50-54	--	3,312 (5.6%)	6,386 (5.8%)
55-59	--	3,556 (6%)	6,978 (6.3%)
60-64	--	3,734 (6.3%)	7,449 (6.7%)
65-69	--	3,631 (6.1%)	7,236 (6.5%)
70-74	--	3,053 (5.2%)	6,292 (5.7%)
75-79	--	2,301 (3.9%)	4,726 (4.3%)
80-84	--	1,484 (2.5%)	2,987 (2.7%)
85+	--	1,498 (2.5%)	2,889 (2.6%)

## Age - Male

Male Average Age	--	40.07	40.99
Male Median Age	--	37.72	40.02
0-4	--	1,626 (5.5%)	3,057 (5.6%)
5-13	--	2,786 (9.4%)	5,226 (9.6%)

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
14-17	--	1,531 (5.2%) 94	2,753 (5.1%) 92
18-21	--	1,778 (6%) 105	2,981 (5.5%) 96
22-24	--	1,440 (4.9%) 112	2,310 (4.3%) 98
25-29	--	2,131 (7.2%) 117	3,558 (6.6%) 106
30-34	--	2,024 (6.9%) 103	3,561 (6.6%) 98
35-39	--	2,102 (7.1%) 107	3,675 (6.8%) 101
40-44	--	1,798 (6.1%) 95	3,335 (6.1%) 95
45-49	--	1,664 (5.6%) 94	3,058 (5.6%) 94
50-54	--	1,696 (5.8%) 97	3,174 (5.8%) 98
55-59	--	1,774 (6%) 99	3,446 (6.3%) 104
60-64	--	1,850 (6.3%) 100	3,632 (6.7%) 106
65-69	--	1,782 (6%) 104	3,435 (6.3%) 109
70-74	--	1,460 (5%) 105	2,963 (5.5%) 115
75-79	--	1,014 (3.4%) 98	2,073 (3.8%) 108
80-84	--	607 (2.1%) 99	1,196 (2.2%) 106
85+	--	423 (1.4%) 97	838 (1.5%) 105

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Benchmark: Nationwide



### Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	--	42.79	43.91
Female Median Age	--	41.32	42.91
0-4	--	1,533 (5.2%)	2,876 (5.1%)
5-13	--	2,607 (8.8%)	4,845 (8.6%)
14-17	--	1,381 (4.6%)	2,475 (4.4%)
18-21	--	1,601 (5.4%)	2,739 (4.8%)
22-24	--	1,315 (4.4%)	2,195 (3.9%)
25-29	--	1,921 (6.5%)	3,372 (6%)
30-34	--	1,911 (6.4%)	3,595 (6.3%)
35-39	--	1,992 (6.7%)	3,734 (6.6%)
40-44	--	1,809 (6.1%)	3,419 (6%)
45-49	--	1,679 (5.7%)	3,198 (5.6%)
50-54	--	1,616 (5.4%)	3,212 (5.7%)
55-59	--	1,782 (6%)	3,532 (6.2%)
60-64	--	1,884 (6.3%)	3,817 (6.7%)

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



Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
65-69	--	1,849 (6.2%)	3,801 (6.7%)
70-74	--	1,593 (5.4%)	3,329 (5.9%)
75-79	--	1,287 (4.3%)	2,653 (4.7%)
80-84	--	877 (3%)	1,791 (3.2%)
85+	--	1,075 (3.6%)	2,051 (3.6%)

### Employment by Occupation

Total Employees (16+ Years Old)	--	27,917	54,785
Managerial/Executive	--	2,810 (10.1%)	7,006 (12.8%)
Professional Specialty	--	6,098 (21.8%)	11,542 (21.1%)
Healthcare support	--	1,157 (4.1%)	2,664 (4.9%)
Protective	--	805 (2.9%)	1,362 (2.5%)
Food Preparation & Serving	--	2,014 (7.2%)	3,776 (6.9%)
Building Maintenance & Cleaning	--	1,041 (3.7%)	2,067 (3.8%)
Personal Care	--	696 (2.5%)	1,279 (2.3%)
Sales	--	2,449 (8.8%)	4,744 (8.7%)
Office Admin	--	3,384 (12.1%)	6,964 (12.7%)

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Farming, Fishing & Forestry	--	82 (<0.5%)	88 (<0.5%)
Construction	--	1,582 (5.7%)	3,202 (5.8%)
Production & Transportation	--	5,799 (20.8%)	10,091 (18.4%)

### Employment by Industry

Total Employees (16+ Years Old)	--	27,917	54,785
Agriculture/Mining/Construction	--	1,275 (4.6%)	2,521 (4.6%)
Manufacturing	--	3,072 (11%)	5,229 (9.5%)
Wholesale Retail	--	4,360 (15.6%)	9,030 (16.5%)
Transportation	--	2,530 (9.1%)	4,797 (8.8%)
Information	--	401 (1.4%)	598 (1.1%)
Financial, Insurance & Real Estate	--	1,542 (5.5%)	3,023 (5.5%)
Professional Services	--	1,053 (3.8%)	2,421 (4.4%)
Management Services	--	19 (<0.5%)	21 (<0.5%)
Administrative/Waste Services	--	1,425 (5.1%)	2,618 (4.8%)
Educational Services	--	6,370 (22.8%)	13,781 (25.2%)
Entertainment Services	--	2,810 (10.1%)	5,086 (9.3%)

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



Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Other Professional Services	--	1,512 (5.4%)	2,608 (4.8%)
Public Administration	--	1,548 (5.5%)	3,052 (5.6%)

### Language Spoken

Speak English at Home	--	45,131 (80.5%)	89,170 (84.9%)
Speak Spanish at Home	--	8,639 (15.4%)	12,650 (12.1%)
Speak Other Language at Home	--	2,269 (4%)	3,152 (3%)

### Ancestry

American	--	905 (1.5%)	2,261 (2%)
Mexican	--	3,720 (6.3%)	4,331 (3.9%)
Puerto Rican	--	2,609 (4.4%)	5,327 (4.8%)
Cuban	--	114 (<0.5%)	129 (<0.5%)
Dominican	--	3,542 (6%)	4,923 (4.4%)
Central American	--	435 (0.7%)	703 (0.6%)
South American	--	585 (1%)	1,009 (0.9%)
Other Hispanic	--	624 (1.1%)	916 (0.8%)
Native American (Indian/Eskimo)	--	81 (<0.5%)	155 (<0.5%)

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	--	7 (<0.5%)	21 (<0.5%)
Chinese	--	178 (<0.5%)	225 (<0.5%)
Japanese	--	67 (<0.5%)	78 (<0.5%)
Korean	--	72 (<0.5%)	133 (<0.5%)
South Central Asian (e.g. Indian)	--	335 (0.6%)	462 (<0.5%)
South East Asian (e.g. Vietnamese)	--	490 (0.8%)	634 (0.6%)
Other Asian	--	52 (<0.5%)	109 (<0.5%)
British	--	2,387 (4%)	5,561 (5%)
Dutch	--	218 (<0.5%)	497 (<0.5%)
French	--	200 (<0.5%)	447 (<0.5%)
German	--	4,070 (6.9%)	8,256 (7.4%)
Italian	--	3,989 (6.7%)	8,230 (7.4%)
Polish	--	6,567 (11.1%)	13,818 (12.5%)
Scandinavian	--	173 (<0.5%)	383 (<0.5%)
Scottish/Irish	--	5,590 (9.4%)	11,959 (10.8%)
Other European (e.g. Greek/Russian)	--	4,378 (7.4%)	9,673 (8.7%)

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	1 Mile	3 Mile	5 Mile
Middle Eastern	--	504 (0.9%)	920 (0.8%)
Other	--	7,692 (13%)	11,915 (10.7%)
Unclassified	--	9,614 (16.2%)	17,830 (16.1%)

## Education (Age 25+)

Total Educated Population	--	41,600	79,448
Elementary (0 to 8 Years)	--	1,790 (4.3%)	2,585 (3.3%)
Some High School (9 to 11 Years)	--	3,399 (8.2%)	5,710 (7.2%)
High School Graduate (12 Years)	--	15,331 (36.9%)	28,862 (36.3%)
Some College (13 to 16 Years)	--	7,293 (17.5%)	14,255 (17.9%)
Associates Degree Only	--	4,304 (10.3%)	8,961 (11.3%)
Bachelor's Degree Only	--	5,973 (14.4%)	12,131 (15.3%)
Graduate Degree	--	3,510 (8.4%)	6,944 (8.7%)

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Benchmark: Nationwide



### Household Type

Household Type	Count	Percentage	1 Mile	3 Mile	5 Mile
Households	24,260	--			47,412
One Person Households	9,308	(38.4%)	140		17,584 (37.1%) 135
Married Couple	7,779	(32.1%)	67		16,370 (34.5%) 72
Male Householder	1,270	(5.2%)	103		2,229 (4.7%) 93
Female Householder	3,895	(16.1%)	129		7,562 (15.9%) 128
Non Family Households	2,008	(8.3%)	117		3,667 (7.7%) 109

### Household Size

Household Size	Count	Percentage	1 Mile	3 Mile	5 Mile
Households	24,260	--			47,412
1 Person Household	9,308	(38.4%)	140		17,584 (37.1%) 135
2 Person Household	7,623	(31.4%)	95		15,356 (32.4%) 98
3 Person Household	3,334	(13.7%)	88		6,750 (14.2%) 91
4 Person Household	2,243	(9.2%)	71		4,458 (9.4%) 72
5 Person Household	1,071	(4.4%)	70		2,001 (4.2%) 67
6 Person Household	393	(1.6%)	59		769 (1.6%) 59
7+ Person Household	288	(1.2%)	65		494 (1%) 57

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Benchmark: Nationwide



### Housing Units

Total Housing Units	--	27,681	53,385
Owner Occupied Housing	--	13,331	27,994
Renter Occupied Housing	--	10,929	19,418
Vacant Housing	--	3,421	5,973

### Housing Rent

Average Rent	--	\$1,132.23	73	\$1,115.94	72
Median Rent	--	\$1,097.06	74	\$1,059.19	75
Total Cash Rents Housing	--	10,203		18,297	
<\$300	--	642 (6.3%)	224	978 (5.3%)	191
\$300-\$500	--	504 (4.9%)	127	1,202 (6.6%)	170
\$500-\$750	--	1,304 (12.8%)	146	2,588 (14.1%)	162
\$750-\$1000	--	1,948 (19.1%)	146	3,649 (19.9%)	153
\$1000-\$1500	--	3,624 (35.5%)	135	6,179 (33.8%)	128
\$1500-\$2000	--	1,711 (16.8%)	84	2,779 (15.2%)	72
\$2000-\$2500	--	342 (3.4%)	29	643 (3.5%)	30

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	1 Mile	3 Mile	5 Mile
\$2500-\$3000	--	38 (<0.5%)	88 (<0.5%)
\$3000-\$3500	--	2 (<0.5%)	23 (<0.5%)
>\$3500	--	88 (0.9%)	168 (0.9%)

## Value of Owner-Occupied Housing Units

Average House Value	--	\$195,463.71	\$212,726.94
Median House Value	--	\$159,510.37	\$173,114.03
Owner Occupied Housing	--	13,331	27,994
<\$100K	--	2,899 (21.7%)	4,874 (17.4%)
\$100K - \$200K	--	5,575 (41.8%)	11,270 (40.3%)
\$200K - \$300K	--	2,769 (20.8%)	6,640 (23.7%)
\$300K - \$400K	--	1,268 (9.5%)	2,946 (10.5%)
\$400K - \$500K	--	397 (3%)	1,149 (4.1%)
\$500K - \$1000K	--	397 (3%)	993 (3.5%)
>\$1000K	--	26 (<0.5%)	122 (<0.5%)

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### Poverty

Households in Poverty	--	4,771	(19.7%)	155	8,346	(17.6%)	139
Households Above Poverty	--	19,489	(80.3%)	92	39,066	(82.4%)	94
Households in Poverty (Married)	--	585	(2.4%)	111	953	(2%)	92
Households in Poverty (Male Householder)	--	241	(1%)	156	392	(0.8%)	130
Households in Poverty (Female Householder)	--	1,133	(4.7%)	158	2,344	(4.9%)	167
Households in Poverty (Non-Family)	--	2,560	(10.6%)	168	4,301	(9.1%)	145
Households in Poverty (Non-Family Student)	--	252	(1%)	167	356	(0.8%)	121

### Wealth per Household

Household Average Wealth	--	\$213,823.68	88	\$220,431.91	91		
Household Median Wealth	--	\$61,454.76	76	\$66,888.1	82		
<\$0K	--	4,591	(18.9%)	109	8,759	(18.5%)	106
\$0K - \$5K	--	2,420	(10%)	116	4,536	(9.6%)	112
\$5K - \$10K	--	1,240	(5.1%)	112	2,350	(5%)	109
\$10K - \$25K	--	1,640	(6.8%)	106	3,153	(6.7%)	105
\$25K - \$50K	--	1,669	(6.9%)	101	3,258	(6.9%)	101

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



Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
\$50K - \$100K	--	2,488 (10.3%)	4,885 (10.3%)
\$100K - \$250K	--	4,230 (17.4%)	8,391 (17.7%)
\$250K - \$500K	--	2,925 (12.1%)	5,872 (12.4%)
>\$500K	--	3,057 (12.6%)	6,208 (13.1%)

### Vehicles per Household

Total Number of Vehicles	--	33,891	70,334
Average Number of Vehicles	--	1.4	1.48
No Vehicles	--	3,796 (15.6%)	6,335 (13.4%)
1 Vehicle	--	10,527 (43.4%)	20,085 (42.4%)
2 Vehicles	--	7,313 (30.1%)	14,767 (31.1%)
3 or more Vehicles	--	2,624 (10.8%)	6,225 (13.1%)

### Population Change

Births	--	560	1,042
Deaths	--	511	1,064
Migration	--	118	266

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

