



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	9,554		108,506		301,762	
Households	3,154		39,113		102,848	
Persons per Household	3.03	119	2.76	108	2.9	114
Household Median Income	\$112,085.62	141	\$95,690.9	120	\$94,477.45	119
Household Median Disposable Income	\$90,675.53	132	\$79,733.41	116	\$78,977.58	115
Household Median Discretionary Income	\$70,268.77	138	\$57,653.12	113	\$56,761.56	111
Average Income Per Person	\$47,636.05	110	\$41,759.43	97	\$40,073.53	93
Median Rent	\$1,581.34	112	\$1,863.84	132	\$1,737.02	123
Median House Value	\$562,787.36	148	\$414,796.61	109	\$439,207.72	115
Households in Poverty	251 (8%)	63	3,595 (9.2%)	73	10,594 (10.3%)	8
Household Median Wealth	\$87,967.99	108	\$78,685.36	97	\$78,031.42	96
Average Age	38.55	94	39.44	96	39.27	96
Median Age	37.99	95	37.95	94	37.79	94
Households with Children	1,417 (44.9%)	168	11,359 (29%)	108	29,834 (29%)	108
High School Graduate or Higher	5,617 (89%)	100	66,380 (88.7%)	99	177,729 (86.2%)	97

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



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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	2,608 (41.3%)	26,928 (36%)	68,526 (33.2%)
Pop density (per sq mi)	3,892	4,229	4,148
Area (based on blockgroups)	2	26	73

Population

Population 2024 Q4	9,554	108,506	301,762
Population 2024 Q3	9,545	108,512	302,054
Population 2024 Q2	9,533	108,501	302,042
Population 2024 Q1	9,535	108,409	301,645
Population 2023 Q4	9,282	107,331	300,453
Population 2023 Q3	9,186	106,797	299,813
Population 2023 Q2	9,129	106,331	299,244
Population 2023 Q1	9,122	106,258	298,940
Population 2022 Q4	9,178	106,280	299,374
Population 5 Years Forecast	10,160	111,376	306,593
Population 10 Years Forecast	10,580	113,956	312,242
Persons per Household	3.03	2.76	2.9

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	1 Mile	3 Mile	5 Mile
Group Quarters	704 (0.6%)	3,083 (1%)	
Transient Population - Average Last 4 Quarters	734 (0.7%)	2,064 (0.7%)	

Households

Households 2024 Q4	3,154	39,113	102,848
Households 2024 Q3	3,151	39,095	102,932
Households 2024 Q2	3,146	39,092	102,928
Households 2024 Q1	3,146	39,053	102,787
Households 2023 Q4	3,058	38,698	102,408
Households 2023 Q3	3,028	38,510	102,189
Households 2023 Q2	3,009	38,346	101,985
Households 2023 Q1	3,006	38,322	101,875
Households 2022 Q4	3,026	38,316	102,052
Households 5 Years Forecast	3,354	40,147	104,425
Households 10 Years Forecast	3,492	41,077	106,325

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



Benchmark: Nationwide



Gender

Male	4,469	(46.8%)	95	49,866	(46%)	94	141,775	(47%)	96
Female	5,085	(53.2%)	104	58,640	(54%)	106	159,987	(53%)	104

Ethnicity

Black	7,451	(78%)	661	81,598	(75.2%)	638	204,122	(67.6%)	573
Hispanic (Ethnic)	1,091	(11.4%)	58	17,569	(16.2%)	83	63,502	(21%)	108
Other	483	(5.1%)	97	3,982	(3.7%)	71	11,368	(3.8%)	72
Asian	334	(3.5%)	61	1,926	(1.8%)	31	8,187	(2.7%)	47
White	195	(2%)	4	3,431	(3.2%)	5	14,583	(4.8%)	8

Household by Ethnicity

Black	2,585	(82%)	739	30,260	(77.4%)	698	73,218	(71.2%)	642
Hispanic (Ethnic)	209	(6.6%)	44	4,390	(11.2%)	74	14,699	(14.3%)	94
White	132	(4.2%)	7	1,340	(3.4%)	6	5,356	(5.2%)	8
Other	125	(4%)	52	2,638	(6.7%)	89	7,479	(7.3%)	96
Asian	103	(3.3%)	72	485	(1.2%)	27	2,096	(2%)	45

Households Income

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



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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Income	\$144,297.66	130	\$114,881.64	103	\$116,546.54	105
Average Income Per Person	\$47,636.05	110	\$41,759.43	97	\$40,073.53	93
Household Median Income	\$112,085.62	141	\$95,690.9	120	\$94,477.45	119
<\$15K	121 (3.8%)	47	2,344 (6%)	74	6,967 (6.8%)	84
\$15K - \$25K	202 (6.4%)	99	1,380 (3.5%)	55	3,904 (3.8%)	59
\$25K - \$35K	158 (5%)	74	1,506 (3.9%)	57	4,529 (4.4%)	65
\$35K - \$50K	183 (5.8%)	56	3,213 (8.2%)	8	9,242 (9%)	87
\$50K - \$75K	358 (11.4%)	72	6,006 (15.4%)	98	15,545 (15.1%)	96
\$75K - \$100K	482 (15.3%)	119	6,021 (15.4%)	120	13,926 (13.5%)	106
\$100K - \$150K	433 (13.7%)	75	8,844 (22.6%)	128	22,368 (21.7%)	123
\$150K - \$175K	217 (6.9%)	110	3,204 (8.2%)	130	8,445 (8.2%)	131
\$175K - \$200K	940 (29.8%)	454	3,802 (9.7%)	148	9,871 (9.6%)	146
\$200K - \$250K	34 (1.1%)	21	1,563 (4%)	7	4,508 (4.4%)	84
\$250K - \$500K	14 (<0.5%)	20	668 (1.7%)	7	1,927 (1.9%)	84
>\$500K	12 (<0.5%)	20	562 (1.4%)	7	1,616 (1.6%)	84

Disposable Households Income

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



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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$95,642.45	116	\$87,765.31	106	\$87,440.65	106
Household Median Disposable Income	\$90,675.53	132	\$79,733.41	116	\$78,977.58	115
<\$15K	137 (4.3%)	50	2,447 (6.3%)	71	7,293 (7.1%)	8
\$15K - \$25K	252 (8%)	105	1,720 (4.4%)	58	4,822 (4.7%)	62
\$25K - \$35K	141 (4.5%)	57	1,794 (4.6%)	58	5,955 (5.8%)	73
\$35K - \$50K	215 (6.8%)	56	4,466 (11.4%)	94	11,545 (11.2%)	92
\$50K - \$75K	575 (18.2%)	103	7,677 (19.6%)	111	19,013 (18.5%)	104
\$75K - \$100K	326 (10.3%)	72	7,210 (18.4%)	129	17,206 (16.7%)	117
\$100K - \$150K	600 (19%)	106	8,854 (22.6%)	126	23,039 (22.4%)	125
\$150K - \$175K	864 (27.4%)	450	2,842 (7.3%)	119	7,875 (7.7%)	126
\$175K - \$200K	11 (<0.5%)	16	567 (1.4%)	66	1,650 (1.6%)	73
\$200K - \$250K	13 (<0.5%)	19	622 (1.6%)	74	1,792 (1.7%)	8
\$250K - \$500K	19 (0.6%)	21	847 (2.2%)	74	2,445 (2.4%)	8
>\$500K	1 (<0.5%)	12	67 (<0.5%)	67	213 (<0.5%)	8

Discretionary Households Income

Household Average Discretionary Income	\$79,515.97	130	\$65,316.51	106	\$64,714.98	106
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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$70,268.77	138	\$57,653.12	113	\$56,761.56	111
<\$10K	282 (8.9%)	97	2,697 (6.9%)	74	8,344 (8.1%)	88
\$10K - \$20K	316 (10%)	95	3,008 (7.7%)	73	7,923 (7.7%)	73
\$20K - \$30K	223 (7.1%)	67	3,596 (9.2%)	87	10,571 (10.3%)	97
\$30K - \$40K	116 (3.7%)	37	3,692 (9.4%)	95	9,793 (9.5%)	96
\$40K - \$50K	128 (4.1%)	46	3,637 (9.3%)	105	8,875 (8.6%)	97
\$50K - \$75K	600 (19%)	109	8,558 (21.9%)	126	19,808 (19.3%)	111
\$75K - \$100K	207 (6.6%)	56	5,729 (14.6%)	125	15,331 (14.9%)	127
\$100K - \$125K	293 (9.3%)	115	3,717 (9.5%)	118	9,899 (9.6%)	119
\$125K - \$150K	971 (30.8%)	463	2,743 (7%)	106	7,742 (7.5%)	113
>\$150K	18 (0.6%)	10	1,736 (4.4%)	75	4,562 (4.4%)	75

Households Income by Ethnicity

Average Income - White	\$144,058.36	151	\$110,839.52	116	\$111,254.68	117
Median Income - White	\$164,673.62	190	\$110,312.09	127	\$110,366.41	127
Average Income - Black	\$110,600.39	160	\$100,572.16	146	\$97,777.55	141
Median Income - Black	\$125,053.19	226	\$98,229.82	177	\$93,181.09	168

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$95,028.17 (84)	\$102,672.31 (91)	\$108,952.75 (96)
Median Income - Asian	\$74,790.68 (65)	\$95,960.7 (84)	\$112,499.5 (98)
Average Income - Hispanic	\$92,851.73 (115)	\$97,039.61 (120)	\$99,762.7 (123)
Median Income - Hispanic	\$85,226.86 (123)	\$86,966.47 (125)	\$94,112.46 (135)
Average Income - Other	\$81,091.5 (91)	\$97,153.29 (109)	\$103,930.9 (116)
Median Income - Other	\$79,435.31 (100)	\$91,518.95 (115)	\$101,426.83 (127)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	38.55 (94)	39.44 (96)	39.27 (96)
Median Age	37.99 (95)	37.95 (94)	37.79 (94)
0-4	556 (5.8%) (108)	6,786 (6.3%) (116)	18,189 (6%) (112)
5-13	1,256 (13.1%) (127)	12,015 (11.1%) (107)	34,144 (11.3%) (110)
14-17	562 (5.9%) (111)	5,571 (5.1%) (97)	16,149 (5.4%) (101)
18-21	515 (5.4%) (98)	5,398 (5%) (90)	15,727 (5.2%) (95)
22-24	356 (3.7%) (90)	3,899 (3.6%) (87)	11,371 (3.8%) (91)
25-29	484 (5.1%) (85)	6,662 (6.1%) (104)	19,062 (6.3%) (107)
30-34	543 (5.7%) (87)	8,078 (7.4%) (114)	21,183 (7%) (108)

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	1 Mile		3 Mile		5 Mile				
35-39	675	(7.1%)	107	7,931	(7.3%)	111	21,586	(7.2%)	108
40-44	729	(7.6%)	119	7,547	(7%)	109	20,941	(6.9%)	108
45-49	675	(7.1%)	118	6,847	(6.3%)	105	19,119	(6.3%)	106
50-54	607	(6.4%)	107	6,595	(6.1%)	102	18,191	(6%)	101
55-59	599	(6.3%)	102	6,751	(6.2%)	101	18,334	(6.1%)	99
60-64	570	(6%)	93	6,701	(6.2%)	96	18,549	(6.1%)	96
65-69	485	(5.1%)	84	6,019	(5.5%)	91	16,900	(5.6%)	92
70-74	365	(3.8%)	76	4,592	(4.2%)	84	13,063	(4.3%)	86
75-79	285	(3%)	74	3,450	(3.2%)	83	9,397	(3.1%)	81
80-84	154	(1.6%)	67	2,025	(1.9%)	74	5,575	(1.8%)	71
85+	138	(1.4%)	71	1,639	(1.5%)	75	4,282	(1.4%)	70

Age - Male

Male Average Age	36.77		92	37.19		93	37.43		94
Male Median Age	36.38		96	35.77		94	35.97		94
0-4	285	(6.4%)	113	3,478	(7%)	124	9,307	(6.6%)	116
5-13	649	(14.5%)	135	6,161	(12.4%)	115	17,458	(12.3%)	115

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14-17	288	(6.4%)	117	2,851	(5.7%)	104	8,269	(5.8%)	106
18-21	254	(5.7%)	99	2,731	(5.5%)	95	8,010	(5.6%)	98
22-24	170	(3.8%)	87	1,952	(3.9%)	90	5,760	(4.1%)	93
25-29	241	(5.4%)	87	3,268	(6.6%)	106	9,430	(6.7%)	108
30-34	241	(5.4%)	8	3,792	(7.6%)	114	10,210	(7.2%)	108
35-39	308	(6.9%)	103	3,630	(7.3%)	109	10,088	(7.1%)	106
40-44	346	(7.7%)	120	3,475	(7%)	108	9,869	(7%)	108
45-49	320	(7.2%)	119	3,132	(6.3%)	105	8,907	(6.3%)	105
50-54	267	(6%)	100	2,886	(5.8%)	97	8,306	(5.9%)	98
55-59	257	(5.8%)	94	2,902	(5.8%)	95	8,230	(5.8%)	95
60-64	275	(6.2%)	98	2,825	(5.7%)	90	8,058	(5.7%)	90
65-69	217	(4.9%)	83	2,490	(5%)	86	7,270	(5.1%)	88
70-74	143	(3.2%)	68	1,784	(3.6%)	76	5,375	(3.8%)	8
75-79	109	(2.4%)	69	1,263	(2.5%)	72	3,730	(2.6%)	75
80-84	52	(1.2%)	56	712	(1.4%)	69	2,078	(1.5%)	70
85+	47	(1.1%)	71	534	(1.1%)	73	1,420	(1%)	68

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Audience Profile

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	40.11 (95)	41.35 (98)	40.89 (97)
Female Median Age	40.33 (98)	40.83 (99)	40.4 (98)
0-4	271 (5.3%) (103)	3,308 (5.6%) (109)	8,882 (5.6%) (107)
5-13	607 (11.9%) (121)	5,854 (10%) (101)	16,686 (10.4%) (105)
14-17	274 (5.4%) (105)	2,720 (4.6%) (91)	7,880 (4.9%) (96)
18-21	261 (5.1%) (97)	2,667 (4.5%) (86)	7,717 (4.8%) (92)
22-24	186 (3.7%) (93)	1,947 (3.3%) (84)	5,611 (3.5%) (89)
25-29	243 (4.8%) (84)	3,394 (5.8%) (102)	9,632 (6%) (106)
30-34	302 (5.9%) (93)	4,286 (7.3%) (115)	10,973 (6.9%) (108)
35-39	367 (7.2%) (111)	4,301 (7.3%) (113)	11,498 (7.2%) (110)
40-44	383 (7.5%) (118)	4,072 (6.9%) (109)	11,072 (6.9%) (109)
45-49	355 (7%) (117)	3,715 (6.3%) (106)	10,212 (6.4%) (107)
50-54	340 (6.7%) (112)	3,709 (6.3%) (106)	9,885 (6.2%) (104)
55-59	342 (6.7%) (109)	3,849 (6.6%) (106)	10,104 (6.3%) (102)
60-64	295 (5.8%) (89)	3,876 (6.6%) (101)	10,491 (6.6%) (100)

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65-69	268	(5.3%)	84	3,529	(6%)	96	9,630	(6%)	96
70-74	222	(4.4%)	8	2,808	(4.8%)	90	7,688	(4.8%)	91
75-79	176	(3.5%)	83	2,187	(3.7%)	90	5,667	(3.5%)	85
80-84	102	(2%)	74	1,313	(2.2%)	83	3,497	(2.2%)	8
85+	91	(1.8%)	70	1,105	(1.9%)	74	2,862	(1.8%)	70

Employment by Occupation

Total Employees (16+ Years Old)	5,257			59,528			160,323		
Professional Specialty	1,317	(25.1%)	101	14,795	(24.9%)	101	38,612	(24.1%)	97
Managerial/Executive	1,263	(24%)	138	10,120	(17%)	98	25,692	(16%)	92
Office Admin	873	(16.6%)	156	7,541	(12.7%)	119	20,137	(12.6%)	118
Healthcare support	406	(7.7%)	235	3,366	(5.7%)	172	7,375	(4.6%)	140
Construction	322	(6.1%)	7	4,653	(7.8%)	98	15,958	(10%)	124
Production & Transportation	295	(5.6%)	43	5,323	(8.9%)	69	16,159	(10.1%)	7
Protective	227	(4.3%)	199	3,459	(5.8%)	268	7,174	(4.5%)	207
Building Maintenance & Cleaning	165	(3.1%)	92	2,510	(4.2%)	124	7,749	(4.8%)	142
Sales	140	(2.7%)	29	3,576	(6%)	64	10,227	(6.4%)	68

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Food Preparation & Serving	135	(2.6%)	50	2,719	(4.6%)	89	7,275	(4.5%)	89
Personal Care	114	(2.2%)	87	1,450	(2.4%)	98	3,817	(2.4%)	95
Farming, Fishing & Forestry				16	(<0.5%)	5	148	(<0.5%)	16

Employment by Industry

Total Employees (16+ Years Old)	5,257			59,528			160,323		
Educational Services	1,233	(23.5%)	100	15,079	(25.3%)	108	36,977	(23.1%)	98
Public Administration	866	(16.5%)	345	8,720	(14.6%)	307	22,472	(14%)	293
Professional Services	736	(14%)	174	5,744	(9.6%)	120	12,846	(8%)	99
Transportation	527	(10%)	171	4,455	(7.5%)	128	12,079	(7.5%)	129
Agriculture/Mining/Construction	453	(8.6%)	101	4,383	(7.4%)	86	14,236	(8.9%)	104
Entertainment Services	385	(7.3%)	84	4,574	(7.7%)	89	12,768	(8%)	92
Other Professional Services	336	(6.4%)	136	3,213	(5.4%)	115	8,798	(5.5%)	117
Wholesale Retail	278	(5.3%)	40	4,863	(8.2%)	62	14,864	(9.3%)	70
Administrative/Waste Services	140	(2.7%)	64	3,629	(6.1%)	146	10,818	(6.7%)	161
Financial, Insurance & Real Estate	138	(2.6%)	39	2,528	(4.2%)	63	7,717	(4.8%)	72
Information	116	(2.2%)	118	1,170	(2%)	105	2,988	(1.9%)	100

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Manufacturing	49	(0.9%)	9	1,072	(1.8%)	18	3,583	(2.2%)	22
Management Services				98	(<0.5%)	130	177	(<0.5%)	87

Language Spoken

Speak English at Home	6,727	(74.8%)	97	75,024	(73.8%)	95	197,668	(69.7%)	90
Speak Other Language at Home	1,536	(17.1%)	202	12,707	(12.5%)	148	34,057	(12%)	142
Speak Spanish at Home	735	(8.2%)	58	13,989	(13.8%)	97	51,848	(18.3%)	129

Ancestry

Other	5,849	(61.2%)	290	69,270	(63.8%)	303	174,252	(57.7%)	274
Unclassified	1,406	(14.7%)	91	13,839	(12.8%)	79	37,684	(12.5%)	77
Central American	685	(7.2%)	431	9,934	(9.2%)	550	34,379	(11.4%)	685
American	298	(3.1%)	65	2,123	(2%)	41	5,043	(1.7%)	35
Middle Eastern	291	(3%)	491	707	(0.7%)	105	1,688	(0.6%)	90
Mexican	191	(2%)	18	3,757	(3.5%)	31	15,945	(5.3%)	48
Other Asian	177	(1.9%)	434	302	(<0.5%)	65	1,648	(0.5%)	128
Other Hispanic	102	(1.1%)	75	1,362	(1.3%)	88	3,948	(1.3%)	91
British	72	(0.8%)	14	551	(0.5%)	10	1,984	(0.7%)	12

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	1 Mile		3 Mile		5 Mile	
Chinese	71	(0.7%)	328	(<0.5%)	1,036	(<0.5%)
German	61	(0.6%)	650	(0.6%)	2,618	(0.9%)
Puerto Rican	60	(0.6%)	601	(0.6%)	1,862	(0.6%)
Scottish/Irish	59	(0.6%)	622	(0.6%)	2,549	(0.8%)
South Central Asian (e.g. Indian)	56	(0.6%)	470	(<0.5%)	2,329	(0.8%)
Dominican	37	(<0.5%)	1,270	(1.2%)	4,270	(1.4%)
Italian	35	(<0.5%)	413	(<0.5%)	1,157	(<0.5%)
South East Asian (e.g. Vietnamese)	25	(<0.5%)	677	(0.6%)	2,314	(0.8%)
Other European (e.g. Greek/Russian)	19	(<0.5%)	284	(<0.5%)	1,161	(<0.5%)
South American	14	(<0.5%)	468	(<0.5%)	2,719	(0.9%)
Scandinavian	12	(<0.5%)	107	(<0.5%)	390	(<0.5%)
Native American (Indian/Eskimo)	11	(<0.5%)	214	(<0.5%)	544	(<0.5%)
French	7	(<0.5%)	116	(<0.5%)	444	(<0.5%)
Polish	6	(<0.5%)	82	(<0.5%)	393	(<0.5%)
Korean	5	(<0.5%)	136	(<0.5%)	765	(<0.5%)
Dutch	2	(<0.5%)	23	(<0.5%)	93	(<0.5%)

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	
Cuban	2	(<0.5%)	177	(<0.5%)	379	(<0.5%)
Hawaiian/Pacific Islander	1	(<0.5%)	10	(<0.5%)	73	(<0.5%)
Japanese			13	(<0.5%)	95	(<0.5%)

Education (Age 25+)

Total Educated Population	6,309		74,837		206,182	
Elementary (0 to 8 Years)	462	(7.3%)	4,317	(5.8%)	15,653	(7.6%)
Some High School (9 to 11 Years)	230	(3.6%)	4,140	(5.5%)	12,800	(6.2%)
High School Graduate (12 Years)	1,300	(20.6%)	19,436	(26%)	56,368	(27.3%)
Some College (13 to 16 Years)	1,360	(21.6%)	14,992	(20%)	40,791	(19.8%)
Associates Degree Only	349	(5.5%)	5,024	(6.7%)	12,044	(5.8%)
Bachelor's Degree Only	1,113	(17.6%)	15,626	(20.9%)	39,946	(19.4%)
Graduate Degree	1,495	(23.7%)	11,302	(15.1%)	28,580	(13.9%)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	3,154	39,113	102,848
One Person Households	684 (21.7%)	11,197 (28.6%)	27,304 (26.5%)
Married Couple	1,242 (39.4%)	14,259 (36.5%)	38,430 (37.4%)
Male Householder	522 (16.6%)	3,262 (8.3%)	7,899 (7.7%)
Female Householder	645 (20.5%)	8,957 (22.9%)	24,364 (23.7%)
Non Family Households	61 (1.9%)	1,438 (3.7%)	4,851 (4.7%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,154	39,113	102,848
1 Person Household	684 (21.7%)	11,197 (28.6%)	27,304 (26.5%)
2 Person Household	795 (25.2%)	10,192 (26.1%)	26,544 (25.8%)
3 Person Household	578 (18.3%)	6,783 (17.3%)	17,533 (17%)
4 Person Household	494 (15.7%)	4,888 (12.5%)	13,772 (13.4%)
5 Person Household	297 (9.4%)	2,939 (7.5%)	8,395 (8.2%)
6 Person Household	160 (5.1%)	1,607 (4.1%)	4,698 (4.6%)
7+ Person Household	146 (4.6%)	1,507 (3.9%)	4,602 (4.5%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	3,266	40,912	107,897
Owner Occupied Housing	2,221	24,026	64,531
Renter Occupied Housing	933	15,087	38,317
Vacant Housing	112	1,799	5,049

Housing Rent

Average Rent	\$1,610.44	104	\$1,902.57	123	\$1,766.78	114
Median Rent	\$1,581.34	112	\$1,863.84	132	\$1,737.02	123
Total Cash Rents Housing	857	14,748	37,250			
<\$300	9 (1.1%)	37	124 (0.8%)	30	855 (2.3%)	82
\$300-\$500	2 (<0.5%)	6	180 (1.2%)	32	867 (2.3%)	60
\$500-\$750	14 (1.6%)	19	256 (1.7%)	20	1,018 (2.7%)	31
\$750-\$1000	62 (7.2%)	55	532 (3.6%)	28	2,013 (5.4%)	41
\$1000-\$1500	287 (33.5%)	127	2,629 (17.8%)	68	8,211 (22%)	84
\$1500-\$2000	335 (39.1%)	186	5,020 (34%)	162	11,942 (32.1%)	152
\$2000-\$2500	88 (10.3%)	88	3,677 (24.9%)	213	7,296 (19.6%)	167

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	47	(5.5%)	95	1,493	(10.1%)	176	2,973	(8%)	139
\$3000-\$3500	12	(1.4%)	46	492	(3.3%)	110	1,191	(3.2%)	105
>\$3500	1	(<0.5%)	3	345	(2.3%)	64	884	(2.4%)	65

Value of Owner-Occupied Housing Units

Average House Value	\$563,954.55	108	\$449,580.35	86	\$488,997.08	94			
Median House Value	\$562,787.36	148	\$414,796.61	109	\$439,207.72	115			
Owner Occupied Housing	2,221		24,026		64,531				
<\$100K	60	(2.7%)	32	616	(2.6%)	30	1,848	(2.9%)	33
\$100K - \$200K	12	(0.5%)	4	575	(2.4%)	18	1,445	(2.2%)	17
\$200K - \$300K	64	(2.9%)	18	3,513	(14.6%)	90	7,344	(11.4%)	70
\$300K - \$400K	380	(17.1%)	117	6,436	(26.8%)	184	15,309	(23.7%)	163
\$400K - \$500K	376	(16.9%)	147	5,900	(24.6%)	213	16,118	(25%)	217
\$500K - \$1000K	1,307	(58.8%)	238	6,791	(28.3%)	114	20,680	(32%)	130
>\$1000K	22	(1%)	9	195	(0.8%)	7	1,787	(2.8%)	25

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



Benchmark: Nationwide



Poverty

Households in Poverty	251	(8%)	63	3,595	(9.2%)	72	10,594	(10.3%)	8
Households Above Poverty	2,903	(92%)	105	35,518	(90.8%)	104	92,254	(89.7%)	103
Households in Poverty (Married)	66	(2.1%)	96	555	(1.4%)	65	1,673	(1.6%)	75
Households in Poverty (Male Householder)	13	(<0.5%)	65	289	(0.7%)	116	693	(0.7%)	106
Households in Poverty (Female Householder)	86	(2.7%)	92	904	(2.3%)	74	2,831	(2.8%)	93
Households in Poverty (Non-Family)	78	(2.5%)	39	1,710	(4.4%)	70	5,058	(4.9%)	71
Households in Poverty (Non-Family Student)	8	(<0.5%)	41	137	(<0.5%)	56	339	(<0.5%)	53

Wealth per Household

Household Average Wealth	\$253,096.86		105	\$240,242.12		99	\$238,778.1		99
Household Median Wealth	\$87,967.99		108	\$78,685.36		97	\$78,031.42		96
<\$0K	533	(16.9%)	97	6,922	(17.7%)	102	18,225	(17.7%)	102
\$0K - \$5K	255	(8.1%)	94	3,398	(8.7%)	101	9,053	(8.8%)	103
\$5K - \$10K	139	(4.4%)	97	1,814	(4.6%)	102	4,773	(4.6%)	102
\$10K - \$25K	195	(6.2%)	97	2,493	(6.4%)	100	6,539	(6.4%)	100
\$25K - \$50K	212	(6.7%)	99	2,657	(6.8%)	100	6,977	(6.8%)	100

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	320	(10.1%)	99	3,961	(10.1%)	99	10,447	(10.2%)	100
\$100K - \$250K	572	(18.1%)	100	6,963	(17.8%)	99	18,349	(17.8%)	99
\$250K - \$500K	427	(13.5%)	103	5,103	(13%)	99	13,370	(13%)	98
>\$500K	501	(15.9%)	107	5,802	(14.8%)	100	15,115	(14.7%)	99

Vehicles per Household

Total Number of Vehicles	5,771			66,217			176,058		
Average Number of Vehicles	1.83		100	1.69		93	1.71		94
No Vehicles	200	(6.3%)	77	3,219	(8.2%)	100	10,410	(10.1%)	122
1 Vehicle	1,107	(35.1%)	107	16,453	(42.1%)	128	40,083	(39%)	119
2 Vehicles	1,059	(33.6%)	91	11,844	(30.3%)	87	30,861	(30%)	87
3 or more Vehicles	788	(25%)	113	7,597	(19.4%)	88	21,494	(20.9%)	95

Population Change

Births	102			1,270			3,381		
Deaths	64			738			2,053		
Migration	235			695			134		

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	149	2,335	5,615
Total Employees	3,528	42,482	92,090

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