



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	7,006		73,918		252,783	
Households	2,889		30,995		82,449	
Persons per Household	2.42	95	2.36	93	3.03	119
Household Median Income	\$93,473.33	107	\$88,186.86	101	\$99,759.18	114
Household Median Disposable Income	\$77,994.68	104	\$74,176.2	99	\$83,150.26	111
Household Median Discretionary Income	\$52,316.2	90	\$56,177.88	97	\$62,213.67	107
Average Income Per Person	\$47,360.82	101	\$49,863.67	106	\$43,369.48	92
Median Rent	\$1,512.36	107	\$1,806.69	128	\$1,812.34	128
Median House Value	\$454,948.46	116	\$463,182.42	118	\$592,826.17	151
Households in Poverty	345 (11.9%)	94	2,547 (8.2%)	65	8,958 (10.9%)	86
Household Median Wealth	\$78,366.43	96	\$92,194.32	113	\$92,553.4	113
Average Age	42.09	102	46.37	113	37.52	91
Median Age	41.73	103	47.13	117	33.15	8
Households with Children	602 (20.8%)	7	5,853 (18.9%)	70	28,366 (34.4%)	128
High School Graduate or Higher	4,791 (93.8%)	105	51,878 (94.1%)	105	143,604 (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	1,485 (29.1%) 	16,710 (30.3%) 	54,518 (35.4%) 
Pop density (per sq mi)	2,451	3,221	3,639
Area (based on blockgroups)	3	23	69

Population

Population 2025 Q4	7,006	73,918	252,783
Population 2025 Q3	7,018	74,012	252,918
Population 2025 Q2	7,015	73,978	252,871
Population 2025 Q1	7,030	73,983	252,219
Population 2024 Q4	7,038	74,021	252,451
Population 2024 Q3	7,115	73,652	249,553
Population 2024 Q2	7,176	73,788	249,006
Population 2024 Q1	7,184	73,829	249,133
Population 2023 Q4	7,104	73,236	247,676
Population 5 Years Forecast	7,069	74,934	260,327
Population 10 Years Forecast	7,226	76,758	268,755
Persons per Household	2.42 	2.36 	3.03 

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	27	(<0.5%)	16	772	(1%)	44	2,850	(1.1%)	48
Transient Population - Average Last 4 Quarters				111	(<0.5%)	12	310	(<0.5%)	10

Households

Households 2025 Q4	2,889		30,995		82,449
Households 2025 Q3	2,890		31,017		82,478
Households 2025 Q2	2,890		31,002		82,448
Households 2025 Q1	2,895		31,008		82,341
Households 2024 Q4	2,899		31,029		82,399
Households 2024 Q3	2,931		30,895		81,724
Households 2024 Q2	2,955		30,951		81,650
Households 2024 Q1	2,958		30,966		81,681
Households 2023 Q4	2,927		30,722		81,205
Households 5 Years Forecast	2,907		31,402		84,308
Households 10 Years Forecast	2,967		32,162		86,741

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Gender

Male	3,402	(48.6%)	99	34,683	(46.9%)	96	123,797	(49%)	100
Female	3,604	(51.4%)	101	39,235	(53.1%)	104	128,986	(51%)	100

Ethnicity

White	4,891	(69.8%)	121	57,537	(77.8%)	135	206,358	(81.6%)	142
Hispanic (Ethnic)	1,449	(20.7%)	106	10,769	(14.6%)	74	29,616	(11.7%)	60
Other	311	(4.4%)	85	2,374	(3.2%)	62	7,464	(3%)	57
Black	234	(3.3%)	28	2,288	(3.1%)	26	5,835	(2.3%)	20
Asian	121	(1.7%)	30	950	(1.3%)	22	3,510	(1.4%)	24

Household by Ethnicity

White	2,196	(76%)	123	25,374	(81.9%)	133	66,829	(81.1%)	131
Hispanic (Ethnic)	351	(12.1%)	8	3,214	(10.4%)	68	8,138	(9.9%)	65
Other	250	(8.7%)	114	1,719	(5.5%)	73	5,056	(6.1%)	8
Black	92	(3.2%)	29	480	(1.5%)	14	1,407	(1.7%)	16
Asian				208	(0.7%)	15	1,019	(1.2%)	27

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	\$114,562.95		94	\$117,998.99		97	\$131,858.95		108
Average Income Per Person	\$47,360.82		101	\$49,863.67		106	\$43,369.48		92
Household Median Income	\$93,473.33		107	\$88,186.86		101	\$99,759.18		114
<\$15K	232	(8%)	111	1,694	(5.5%)	76	3,517	(4.3%)	59
\$15K - \$25K	172	(6%)	101	1,609	(5.2%)	88	3,424	(4.2%)	71
\$25K - \$35K	176	(6.1%)	99	1,835	(5.9%)	97	4,084	(5%)	8
\$35K - \$50K	172	(6%)	64	3,278	(10.6%)	113	8,235	(10%)	107
\$50K - \$75K	384	(13.3%)	89	4,773	(15.4%)	103	11,814	(14.3%)	96
\$75K - \$100K	401	(13.9%)	110	3,793	(12.2%)	97	10,231	(12.4%)	99
\$100K - \$150K	727	(25.2%)	139	6,197	(20%)	110	16,102	(19.5%)	108
\$150K - \$175K	210	(7.3%)	115	2,261	(7.3%)	116	6,027	(7.3%)	116
\$175K - \$200K	126	(4.4%)	87	1,646	(5.3%)	106	4,935	(6%)	120
\$200K - \$250K	162	(5.6%)	70	2,192	(7.1%)	88	7,887	(9.6%)	119
\$250K - \$500K	70	(2.4%)	70	940	(3%)	88	3,381	(4.1%)	119
>\$500K	57	(2%)	68	777	(2.5%)	87	2,812	(3.4%)	118

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	\$85,842.97	95	\$89,044.82	98	\$97,959.41	108
Household Median Disposable Income	\$77,994.68	104	\$74,176.2	99	\$83,150.26	111
<\$15K	262 (9.1%)	115	1,829 (5.9%)	75	3,812 (4.6%)	59
\$15K - \$25K	195 (6.7%)	98	2,090 (6.7%)	98	4,488 (5.4%)	7
\$25K - \$35K	172 (6%)	83	2,142 (6.9%)	97	5,311 (6.4%)	90
\$35K - \$50K	265 (9.2%)	8	3,885 (12.5%)	111	9,493 (11.5%)	102
\$50K - \$75K	487 (16.9%)	100	5,697 (18.4%)	109	14,170 (17.2%)	102
\$75K - \$100K	512 (17.7%)	124	4,256 (13.7%)	96	11,959 (14.5%)	101
\$100K - \$150K	667 (23.1%)	122	6,719 (21.7%)	115	17,695 (21.5%)	114
\$150K - \$175K	108 (3.7%)	73	1,420 (4.6%)	89	4,857 (5.9%)	115
\$175K - \$200K	61 (2.1%)	62	799 (2.6%)	75	2,898 (3.5%)	103
\$200K - \$250K	65 (2.2%)	68	868 (2.8%)	84	3,122 (3.8%)	114
\$250K - \$500K	87 (3%)	66	1,185 (3.8%)	84	4,269 (5.2%)	114
>\$500K	8 (<0.5%)	70	105 (<0.5%)	85	375 (<0.5%)	114

Discretionary Households Income

Household Average Discretionary Income	\$56,359.85	8	\$66,522.65	97	\$71,677.77	105
--	-------------	---	-------------	----	-------------	-----

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	\$52,316.2	90	\$56,177.88	97	\$62,213.67	107
<\$10K	262 (9.1%)	117	2,552 (8.2%)	106	5,005 (6.1%)	7
\$10K - \$20K	289 (10%)	109	2,468 (8%)	87	6,599 (8%)	87
\$20K - \$30K	254 (8.8%)	93	2,847 (9.2%)	97	7,460 (9%)	96
\$30K - \$40K	282 (9.8%)	107	3,062 (9.9%)	108	7,474 (9.1%)	99
\$40K - \$50K	288 (10%)	118	2,785 (9%)	107	6,773 (8.2%)	97
\$50K - \$75K	718 (24.9%)	141	5,727 (18.5%)	105	15,052 (18.3%)	104
\$75K - \$100K	434 (15%)	121	4,585 (14.8%)	119	12,016 (14.6%)	117
\$100K - \$125K	161 (5.6%)	66	2,682 (8.7%)	102	8,002 (9.7%)	114
\$125K - \$150K	168 (5.8%)	90	2,036 (6.6%)	101	6,825 (8.3%)	128
>\$150K	33 (1.1%)	11	2,251 (7.3%)	72	7,243 (8.8%)	87

Households Income by Ethnicity

Average Income - White	\$98,157.32	96	\$99,065.53	97	\$107,455.13	105
Median Income - White	\$97,146.77	103	\$90,269.35	95	\$101,518.3	107
Average Income - Black	\$57,183.27	7	\$66,499.12	89	\$75,311.42	101
Median Income - Black	\$62,999.8	105	\$65,184.84	108	\$69,658.45	116

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		\$98,744.05	\$109,591.07
Median Income - Asian		\$87,499.5	\$97,073.58
Average Income - Hispanic	\$97,488.62	\$97,491.85	\$102,055.27
Median Income - Hispanic	\$97,264.73	\$90,958.1	\$92,499.3
Average Income - Other	\$93,854.43	\$103,779.15	\$112,419.44
Median Income - Other	\$91,278.42	\$102,237.9	\$106,559.14

Age

Average Age	42.09	46.37	37.52
Median Age	41.73	47.13	33.15
0-4	403 (5.8%)	3,541 (4.8%)	13,290 (5.3%)
5-13	676 (9.6%)	7,000 (9.5%)	43,434 (17.2%)
14-17	297 (4.2%)	3,064 (4.1%)	16,833 (6.7%)
18-21	297 (4.2%)	2,980 (4%)	14,885 (5.9%)
22-24	228 (3.3%)	2,186 (3%)	10,120 (4%)
25-29	402 (5.7%)	3,641 (4.9%)	15,098 (6%)
30-34	459 (6.6%)	4,064 (5.5%)	16,149 (6.4%)

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	518	(7.4%)	112	4,471	(6%)	92	15,303	(6.1%)	92
40-44	515	(7.4%)	114	4,106	(5.6%)	86	13,789	(5.5%)	85
45-49	409	(5.8%)	97	3,573	(4.8%)	88	11,875	(4.7%)	71
50-54	409	(5.8%)	99	3,604	(4.9%)	88	10,826	(4.3%)	72
55-59	481	(6.9%)	114	4,265	(5.8%)	95	11,473	(4.5%)	75
60-64	543	(7.8%)	122	5,289	(7.2%)	113	13,010	(5.1%)	81
65-69	480	(6.9%)	112	5,859	(7.9%)	130	13,321	(5.3%)	86
70-74	344	(4.9%)	96	5,085	(6.9%)	134	11,104	(4.4%)	86
75-79	254	(3.6%)	91	4,381	(5.9%)	149	9,177	(3.6%)	91
80-84	173	(2.5%)	98	3,238	(4.4%)	174	6,471	(2.6%)	101
85+	118	(1.7%)	8	3,571	(4.8%)	232	6,625	(2.6%)	126

Age - Male

Male Average Age	40.38		101	43.92		110	35.97		90
Male Median Age	40.2		105	43.13		113	31.94		84
0-4	207	(6.1%)	108	1,821	(5.3%)	94	6,841	(5.5%)	98
5-13	355	(10.4%)	99	3,547	(10.2%)	97	22,216	(17.9%)	170

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	153	(4.5%)	8	1,537	(4.4%)	8	8,602	(6.9%)	127
18-21	153	(4.5%)	7	1,514	(4.4%)	7	7,626	(6.2%)	107
22-24	119	(3.5%)	7	1,131	(3.3%)	7	5,200	(4.2%)	95
25-29	202	(5.9%)	97	1,859	(5.4%)	87	7,387	(6%)	97
30-34	230	(6.8%)	102	2,048	(5.9%)	89	8,303	(6.7%)	102
35-39	269	(7.9%)	118	2,239	(6.5%)	97	7,749	(6.3%)	94
40-44	260	(7.6%)	118	2,103	(6.1%)	93	6,997	(5.7%)	87
45-49	203	(6%)	99	1,818	(5.2%)	87	6,038	(4.9%)	8
50-54	203	(6%)	101	1,753	(5.1%)	85	5,360	(4.3%)	73
55-59	208	(6.1%)	102	2,059	(5.9%)	99	5,551	(4.5%)	75
60-64	270	(7.9%)	127	2,460	(7.1%)	114	6,209	(5%)	8
65-69	214	(6.3%)	107	2,618	(7.5%)	129	6,183	(5%)	85
70-74	160	(4.7%)	97	2,140	(6.2%)	128	4,933	(4%)	8
75-79	102	(3%)	8	1,719	(5%)	136	3,885	(3.1%)	86
80-84	58	(1.7%)	7	1,188	(3.4%)	156	2,507	(2%)	92
85+	36	(1.1%)	70	1,129	(3.3%)	215	2,210	(1.8%)	118

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	Value	1 Mile	3 Mile	5 Mile
Female Average Age	43.7	103	48.54	115
Female Median Age	43.29	104	51.31	124
0-4	196 (5.4%)	106	1,720 (4.4%)	85
5-13	321 (8.9%)	91	3,453 (8.8%)	90
14-17	144 (4%)	74	1,527 (3.9%)	77
18-21	144 (4%)	76	1,466 (3.7%)	71
22-24	109 (3%)	76	1,055 (2.7%)	68
25-29	200 (5.5%)	99	1,782 (4.5%)	81
30-34	229 (6.4%)	101	2,016 (5.1%)	82
35-39	249 (6.9%)	106	2,232 (5.7%)	88
40-44	255 (7.1%)	111	2,003 (5.1%)	80
45-49	206 (5.7%)	95	1,755 (4.5%)	75
50-54	206 (5.7%)	96	1,851 (4.7%)	80
55-59	273 (7.6%)	125	2,206 (5.6%)	93
60-64	273 (7.6%)	117	2,829 (7.2%)	112

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	266	(7.4%)	116	3,241	(8.3%)	130	7,138	(5.5%)	87
70-74	184	(5.1%)	94	2,945	(7.5%)	139	6,171	(4.8%)	88
75-79	152	(4.2%)	98	2,662	(6.8%)	157	5,292	(4.1%)	95
80-84	115	(3.2%)	112	2,050	(5.2%)	184	3,964	(3.1%)	108
85+	82	(2.3%)	87	2,442	(6.2%)	237	4,415	(3.4%)	130

Employment by Occupation

Total Employees (16+ Years Old)	3,839			35,404			109,586		
Production & Transportation	642	(16.7%)	130	3,346	(9.5%)	75	8,616	(7.9%)	61
Managerial/Executive	593	(15.4%)	89	5,293	(15%)	86	19,077	(17.4%)	100
Office Admin	585	(15.2%)	143	4,934	(13.9%)	131	13,903	(12.7%)	119
Professional Specialty	557	(14.5%)	59	7,966	(22.5%)	91	30,128	(27.5%)	111
Construction	350	(9.1%)	114	3,136	(8.9%)	111	8,395	(7.7%)	96
Sales	289	(7.5%)	8	4,095	(11.6%)	124	12,479	(11.4%)	122
Food Preparation & Serving	230	(6%)	117	1,790	(5.1%)	99	4,949	(4.5%)	89
Healthcare support	175	(4.6%)	139	1,352	(3.8%)	117	2,673	(2.4%)	74
Personal Care	156	(4.1%)	163	1,110	(3.1%)	126	3,751	(3.4%)	137

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				
Protective	122	(3.2%)	147	1,076	(3%)	140	2,661	(2.4%)	112
Building Maintenance & Cleaning	110	(2.9%)	84	1,228	(3.5%)	102	2,845	(2.6%)	7
Farming, Fishing & Forestry	30	(0.8%)	136	78	(<0.5%)	38	109	(<0.5%)	17

Employment by Industry

Total Employees (16+ Years Old)	3,839			35,404			109,586		
Educational Services	964	(25.1%)	107	9,400	(26.6%)	113	33,764	(30.8%)	32
Wholesale Retail	576	(15%)	114	5,632	(15.9%)	121	15,628	(14.3%)	108
Manufacturing	434	(11.3%)	114	2,142	(6.1%)	61	6,334	(5.8%)	58
Agriculture/Mining/Construction	404	(10.5%)	124	2,540	(7.2%)	84	8,023	(7.3%)	86
Entertainment Services	302	(7.9%)	91	3,092	(8.7%)	101	8,551	(7.8%)	90
Other Professional Services	276	(7.2%)	153	2,027	(5.7%)	122	4,905	(4.5%)	95
Financial, Insurance & Real Estate	265	(6.9%)	102	2,068	(5.8%)	87	6,980	(6.4%)	94
Transportation	237	(6.2%)	106	2,597	(7.3%)	125	5,702	(5.2%)	89
Professional Services	129	(3.4%)	42	2,437	(6.9%)	85	9,103	(8.3%)	103
Public Administration	127	(3.3%)	69	1,702	(4.8%)	101	4,384	(4%)	84
Administrative/Waste Services	117	(3%)	73	1,118	(3.2%)	76	4,197	(3.8%)	92

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Information	8	(<0.5%)	11	624	(1.8%)	94	1,849	(1.7%)	90
Management Services				25	(<0.5%)	56	166	(<0.5%)	119

Language Spoken

Speak English at Home	5,490	(83.1%)	108	59,917	(85.1%)	110	196,589	(82.1%)	106
Speak Spanish at Home	745	(11.3%)	8	6,766	(9.6%)	68	19,843	(8.3%)	58
Speak Other Language at Home	368	(5.6%)	66	3,694	(5.2%)	62	23,061	(9.6%)	113

Ancestry

Unclassified	998	(14.2%)	97	10,562	(14.3%)	97	48,702	(19.3%)	131
Scottish/Irish	947	(13.5%)	226	9,859	(13.3%)	223	22,143	(8.8%)	147
Italian	869	(12.4%)	464	10,962	(14.8%)	555	25,458	(10.1%)	377
Other	840	(12%)	88	9,345	(12.6%)	93	39,413	(15.6%)	114
Puerto Rican	468	(6.7%)	237	3,293	(4.5%)	158	8,383	(3.3%)	118
German	370	(5.3%)	74	5,015	(6.8%)	96	13,309	(5.3%)	74
Mexican	299	(4.3%)	38	2,910	(3.9%)	35	8,734	(3.5%)	31
South American	294	(4.2%)	307	2,173	(2.9%)	215	4,647	(1.8%)	35
Polish	250	(3.6%)	261	2,900	(3.9%)	286	10,460	(4.1%)	302

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				
Central American	231	(3.3%)	185	503	(0.7%)	38	1,608	(0.6%)	36
British	223	(3.2%)	61	2,598	(3.5%)	67	6,426	(2.5%)	49
American	221	(3.2%)	7	2,704	(3.7%)	92	21,659	(8.6%)	215
Other European (e.g. Greek/Russian)	177	(2.5%)	91	3,292	(4.5%)	161	18,712	(7.4%)	267
Scandinavian	97	(1.4%)	8	845	(1.1%)	67	1,877	(0.7%)	43
Middle Eastern	88	(1.3%)	225	482	(0.7%)	117	2,147	(0.8%)	152
Cuban	65	(0.9%)	122	414	(0.6%)	74	930	(<0.5%)	48
Dominican	53	(0.8%)	113	873	(1.2%)	176	3,614	(1.4%)	213
South East Asian (e.g. Vietnamese)	48	(0.7%)	145	106	(<0.5%)	30	264	(<0.5%)	22
Other Hispanic	39	(0.6%)	52	603	(0.8%)	77	1,700	(0.7%)	63
French	37	(0.5%)	50	453	(0.6%)	58	1,161	(<0.5%)	43
Dutch	34	(<0.5%)	92	398	(0.5%)	103	924	(<0.5%)	70
Other Asian	24	(<0.5%)	97	68	(<0.5%)	26	124	(<0.5%)	14
Native American (Indian/Eskimo)	16	(<0.5%)	36	72	(<0.5%)	15	200	(<0.5%)	12
South Central Asian (e.g. Indian)	11	(<0.5%)	10	156	(<0.5%)	13	576	(<0.5%)	14
Korean	8	(<0.5%)	26	69	(<0.5%)	21	285	(<0.5%)	25

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Chinese	8	(<0.5%)	372	(0.5%)	619	(<0.5%)
Hawaiian/Pacific Islander	3	(<0.5%)	12	(<0.5%)	28	(<0.5%)
Japanese			34	(<0.5%)	95	(<0.5%)

Education (Age 25+)

Total Educated Population	5,105		55,147		154,221	
Elementary (0 to 8 Years)	89	(1.7%)	1,247	(2.3%)	4,455	(2.9%)
Some High School (9 to 11 Years)	225	(4.4%)	2,022	(3.7%)	6,162	(4%)
High School Graduate (12 Years)	1,728	(33.8%)	20,617	(37.4%)	48,221	(31.3%)
Some College (13 to 16 Years)	1,063	(20.8%)	10,068	(18.3%)	30,756	(19.9%)
Associates Degree Only	515	(10.1%)	4,483	(8.1%)	10,109	(6.6%)
Bachelor's Degree Only	1,073	(21%)	11,105	(20.1%)	34,402	(22.3%)
Graduate Degree	412	(8.1%)	5,605	(10.2%)	20,116	(13%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	2,889	30,995	82,449
One Person Households	998 (34.5%)	10,733 (34.6%)	20,245 (24.6%)
Married Couple	1,001 (34.6%)	13,406 (43.3%)	47,390 (57.5%)
Male Householder	72 (2.5%)	1,424 (4.6%)	3,711 (4.5%)
Female Householder	407 (14.1%)	3,617 (11.7%)	6,910 (8.4%)
Non Family Households	411 (14.2%)	1,815 (5.9%)	4,193 (5.1%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,889	30,995	82,449
1 Person Household	998 (34.5%)	10,733 (34.6%)	20,245 (24.6%)
2 Person Household	801 (27.7%)	10,002 (32.3%)	23,787 (28.9%)
3 Person Household	468 (16.2%)	4,323 (13.9%)	12,254 (14.9%)
4 Person Household	341 (11.8%)	3,176 (10.2%)	10,365 (12.6%)
5 Person Household	173 (6%)	1,524 (4.9%)	5,793 (7%)
6 Person Household	55 (1.9%)	609 (2%)	3,216 (3.9%)
7+ Person Household	53 (1.8%)	628 (2%)	6,789 (8.2%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	3,003	33,492	89,644
Owner Occupied Housing	1,755	23,606	60,627
Renter Occupied Housing	1,134	7,389	21,822
Vacant Housing	114	2,497	7,195

Housing Rent

Average Rent	\$1,510.82	98	\$1,843.75	119	\$1,886.8	122
Median Rent	\$1,512.36	107	\$1,806.69	128	\$1,812.34	128
Total Cash Rents Housing	1,121	6,814	20,480			
<\$300	92 (8.2%)	294	93 (1.4%)	49	217 (1.1%)	38
\$300-\$500	108 (9.6%)	250	200 (2.9%)	76	355 (1.7%)	45
\$500-\$750	50 (4.5%)	51	140 (2.1%)	24	319 (1.6%)	18
\$750-\$1000	85 (7.6%)	58	261 (3.8%)	29	1,008 (4.9%)	38
\$1000-\$1500	219 (19.5%)	74	1,328 (19.5%)	74	4,553 (22.2%)	84
\$1500-\$2000	263 (23.5%)	111	2,258 (33.1%)	157	6,064 (29.6%)	141
\$2000-\$2500	150 (13.4%)	114	1,559 (22.9%)	195	4,259 (20.8%)	177

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	89	(7.9%)	137	483	(7.1%)	123	1,812	(8.8%)	153
\$3000-\$3500	58	(5.2%)	169	278	(4.1%)	133	1,164	(5.7%)	185
>\$3500	7	(0.6%)	17	214	(3.1%)	85	729	(3.6%)	97

Value of Owner-Occupied Housing Units

Average House Value	\$475,421.77	89	\$517,104.85	96	\$658,350.32	123			
Median House Value	\$454,948.46	116	\$463,182.42	118	\$592,826.17	151			
Owner Occupied Housing	1,755		23,606		60,627				
<\$100K	57	(3.2%)	40	706	(3%)	36	1,590	(2.6%)	32
\$100K - \$200K	55	(3.1%)	24	1,927	(8.2%)	63	2,586	(4.3%)	33
\$200K - \$300K	172	(9.8%)	63	2,482	(10.5%)	67	3,920	(6.5%)	41
\$300K - \$400K	327	(18.6%)	128	3,841	(16.3%)	112	6,505	(10.7%)	74
\$400K - \$500K	485	(27.6%)	239	4,506	(19.1%)	165	8,905	(14.7%)	127
\$500K - \$1000K	628	(35.8%)	140	8,591	(36.4%)	142	28,076	(46.3%)	181
>\$1000K	31	(1.8%)	15	1,553	(6.6%)	57	9,045	(14.9%)	129

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



Benchmark: Nationwide



Poverty

Households in Poverty	345	(11.9%)	94	2,547	(8.2%)	65	8,958	(10.9%)	86
Households Above Poverty	2,544	(88.1%)	101	28,448	(91.8%)	105	73,491	(89.1%)	102
Households in Poverty (Married)	74	(2.6%)	118	490	(1.6%)	73	4,375	(5.3%)	244
Households in Poverty (Male Householder)				109	(<0.5%)	55	462	(0.6%)	88
Households in Poverty (Female Householder)	20	(0.7%)	23	503	(1.6%)	55	1,031	(1.3%)	42
Households in Poverty (Non-Family)	232	(8%)	128	1,391	(4.5%)	72	2,922	(3.5%)	57
Households in Poverty (Non-Family Student)	19	(0.7%)	106	54	(<0.5%)	28	168	(<0.5%)	33

Wealth per Household

Household Average Wealth	\$236,917.62	98	\$252,036.22	104	\$254,858	105			
Household Median Wealth	\$78,366.43	96	\$92,194.32	113	\$92,553.4	113			
<\$0K	506	(17.5%)	101	5,000	(16.1%)	93	13,410	(16.3%)	94
\$0K - \$5K	254	(8.8%)	104	2,432	(7.8%)	93	6,368	(7.7%)	91
\$5K - \$10K	135	(4.7%)	103	1,320	(4.3%)	94	3,500	(4.2%)	94
\$10K - \$25K	184	(6.4%)	101	1,894	(6.1%)	96	5,061	(6.1%)	97
\$25K - \$50K	197	(6.8%)	100	2,097	(6.8%)	99	5,590	(6.8%)	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		
\$50K - \$100K	297	(10.3%)	100	3,264	(10.5%)	103	8,572	(10.4%)	102
\$100K - \$250K	521	(18%)	100	5,881	(19%)	105	15,458	(18.7%)	103
\$250K - \$500K	378	(13.1%)	99	4,315	(13.9%)	105	11,465	(13.9%)	105
>\$500K	417	(14.4%)	97	4,792	(15.5%)	104	13,025	(15.8%)	106

Vehicles per Household

Total Number of Vehicles	4,975			53,237			147,577		
Average Number of Vehicles	1.72		94	1.72		94	1.79		98
No Vehicles	231	(8%)	97	1,922	(6.2%)	75	4,551	(5.5%)	67
1 Vehicle	1,067	(36.9%)	113	13,107	(42.3%)	129	28,512	(34.6%)	105
2 Vehicles	1,098	(38%)	103	10,594	(34.2%)	93	35,063	(42.5%)	115
3 or more Vehicles	493	(17.1%)	71	5,372	(17.3%)	71	14,323	(17.4%)	71

Population Change

Births	73			666			2,818		
Deaths	50			894			1,873		
Migration	-48			169			-521		

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	330	2,216	6,352
Total Employees	4,129	27,084	75,789

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