



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	6,304		58,215		171,610	
Households	1,996		24,583		68,631	
Persons per Household	2.26	88	2.27	89	2.26	89
Household Median Income	\$90,344.76	104	\$83,252.73	95	\$62,397.6	72
Household Median Disposable Income	\$75,499.9	101	\$69,420.31	93	\$52,818.27	70
Household Median Discretionary Income	\$56,856.77	98	\$51,560.86	89	\$35,844.31	62
Average Income Per Person	\$47,022.19	100	\$49,362.68	105	\$38,205.62	8
Median Rent	\$1,337.25	95	\$1,231.16	87	\$1,121.84	7
Median House Value	\$315,914.48	8	\$278,132.14	71	\$251,893.67	64
Households in Poverty	190 (9.5%)	75	3,249 (13.2%)	105	14,588 (21.3%)	168
Household Median Wealth	\$84,576.42	103	\$84,626.26	103	\$64,285.95	7
Average Age	37.57	91	41.73	101	39.13	95
Median Age	28.51	71	38.97	97	35.53	88
Households with Children	610 (30.6%)	114	5,256 (21.4%)	8	14,946 (21.8%)	8
High School Graduate or Higher	3,424 (93%)	104	36,905 (92%)	103	95,279 (86.8%)	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	1,664 (45.2%)	17,847 (44.5%)	39,658 (36.1%)
Pop density (per sq mi)	1,631	1,645	2,175
Area (based on blockgroups)	4	35	79

Population

Population 2025 Q4	6,304	58,215	171,610
Population 2025 Q3	6,308	58,305	171,747
Population 2025 Q2	6,306	58,292	171,593
Population 2025 Q1	6,313	58,423	171,522
Population 2024 Q4	6,322	58,525	171,975
Population 2024 Q3	6,339	58,507	172,153
Population 2024 Q2	6,344	58,596	172,376
Population 2024 Q1	6,341	58,525	172,927
Population 2023 Q4	6,345	58,560	173,309
Population 5 Years Forecast	6,209	57,858	171,706
Population 10 Years Forecast	6,163	57,696	171,836
Persons per Household	2.26	2.27	2.26

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



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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	1,799	(28.5%)	1215	2,428	(4.2%)	178	16,209	(9.4%)	402
Transient Population - Average Last 4 Quarters	61	(1%)	7	2,130	(3.7%)	293	3,886	(2.3%)	181

Households

Households 2025 Q4	1,996		24,583		68,631
Households 2025 Q3	1,997		24,593		68,640
Households 2025 Q2	1,997		24,583		68,575
Households 2025 Q1	2,000		24,639		68,568
Households 2024 Q4	2,003		24,687		68,776
Households 2024 Q3	2,012		24,682		68,850
Households 2024 Q2	2,014		24,713		68,954
Households 2024 Q1	2,013		24,685		69,187
Households 2023 Q4	2,014		24,699		69,357
Households 5 Years Forecast	1,953		24,414		68,753
Households 10 Years Forecast	1,932		24,339		68,867

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Gender

Male	2,792	(44.3%)	90	27,810	(47.8%)	97	82,566	(48.1%)	98
Female	3,512	(55.7%)	109	30,405	(52.2%)	102	89,044	(51.9%)	102

Ethnicity

White	4,251	(67.4%)	117	40,329	(69.3%)	120	98,528	(57.4%)	100
Black	836	(13.3%)	112	7,878	(13.5%)	115	35,531	(20.7%)	176
Hispanic (Ethnic)	472	(7.5%)	38	3,552	(6.1%)	31	13,472	(7.9%)	40
Other	429	(6.8%)	131	3,692	(6.3%)	122	11,315	(6.6%)	127
Asian	316	(5%)	87	2,764	(4.7%)	82	12,764	(7.4%)	129

Household by Ethnicity

White	1,349	(67.6%)	110	18,661	(75.9%)	123	44,184	(64.4%)	104
Black	312	(15.6%)	143	2,698	(11%)	100	12,025	(17.5%)	160
Other	161	(8.1%)	106	1,561	(6.3%)	84	5,182	(7.6%)	100
Asian	92	(4.6%)	100	697	(2.8%)	61	3,242	(4.7%)	102
Hispanic (Ethnic)	82	(4.1%)	27	966	(3.9%)	26	3,998	(5.8%)	38

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	\$118,276.66		97	\$113,529.08		93	\$91,878.95		74
Average Income Per Person	\$47,022.19		100	\$49,362.68		105	\$38,205.62		8
Household Median Income	\$90,344.76		104	\$83,252.73		95	\$62,397.6		72
<\$15K	133	(6.7%)	92	1,740	(7.1%)	98	8,647	(12.6%)	174
\$15K - \$25K	120	(6%)	102	1,473	(6%)	102	6,234	(9.1%)	155
\$25K - \$35K	155	(7.8%)	127	1,555	(6.3%)	103	5,643	(8.2%)	34
\$35K - \$50K	181	(9.1%)	97	2,610	(10.6%)	113	8,368	(12.2%)	130
\$50K - \$75K	232	(11.6%)	74	3,800	(15.5%)	103	10,456	(15.2%)	102
\$75K - \$100K	283	(14.2%)	113	3,376	(13.7%)	109	7,880	(11.5%)	91
\$100K - \$150K	364	(18.2%)	100	4,207	(17.1%)	94	9,736	(14.2%)	74
\$150K - \$175K	126	(6.3%)	100	1,497	(6.1%)	97	3,119	(4.5%)	72
\$175K - \$200K	133	(6.7%)	134	1,221	(5%)	100	2,412	(3.5%)	70
\$200K - \$250K	150	(7.5%)	93	1,735	(7.1%)	87	3,432	(5%)	62
\$250K - \$500K	64	(3.2%)	93	746	(3%)	88	1,472	(2.1%)	62
>\$500K	55	(2.8%)	96	623	(2.5%)	88	1,232	(1.8%)	62

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	\$88,271.76		98	\$84,453.52		93	\$69,869.06		7
Household Median Disposable Income	\$75,499.9		101	\$69,420.31		93	\$52,818.27		70
<\$15K	155	(7.8%)	99	1,888	(7.7%)	98	9,362	(13.6%)	173
\$15K - \$25K	144	(7.2%)	105	1,807	(7.4%)	107	7,444	(10.8%)	158
\$25K - \$35K	218	(10.9%)	153	2,022	(8.2%)	115	6,709	(9.8%)	137
\$35K - \$50K	114	(5.7%)	51	3,033	(12.3%)	110	9,355	(13.6%)	121
\$50K - \$75K	359	(18%)	107	4,541	(18.5%)	110	11,584	(16.9%)	100
\$75K - \$100K	356	(17.8%)	125	3,714	(15.1%)	105	8,359	(12.2%)	85
\$100K - \$150K	357	(17.9%)	95	4,281	(17.4%)	92	9,306	(13.6%)	72
\$150K - \$175K	98	(4.9%)	96	1,077	(4.4%)	85	2,129	(3.1%)	60
\$175K - \$200K	49	(2.5%)	72	545	(2.2%)	65	1,071	(1.6%)	46
\$200K - \$250K	59	(3%)	89	674	(2.7%)	83	1,333	(1.9%)	59
\$250K - \$500K	80	(4%)	88	920	(3.7%)	83	1,821	(2.7%)	58
>\$500K	7	(<0.5%)	88	81	(<0.5%)	83	158	(<0.5%)	58

Discretionary Households Income

Household Average Discretionary Income	\$65,468.61		96	\$64,201.54		94	\$50,226.85		73
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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$56,856.77	98	\$51,560.86	89	\$35,844.31	62
<\$10K	132 (6.6%)	85	1,792 (7.3%)	94	11,132 (16.2%)	209
\$10K - \$20K	190 (9.5%)	104	2,272 (9.2%)	101	9,973 (14.5%)	159
\$20K - \$30K	263 (13.2%)	140	2,956 (12%)	127	8,947 (13%)	138
\$30K - \$40K	81 (4.1%)	44	2,597 (10.6%)	115	7,184 (10.5%)	114
\$40K - \$50K	190 (9.5%)	113	2,381 (9.7%)	115	5,648 (8.2%)	98
\$50K - \$75K	447 (22.4%)	127	4,551 (18.5%)	105	9,858 (14.4%)	82
\$75K - \$100K	220 (11%)	89	2,729 (11.1%)	89	5,726 (8.3%)	67
\$100K - \$125K	221 (11.1%)	130	2,052 (8.3%)	98	3,944 (5.7%)	68
\$125K - \$150K	151 (7.6%)	117	1,207 (4.9%)	76	2,589 (3.8%)	58
>\$150K	101 (5.1%)	50	2,046 (8.3%)	82	3,630 (5.3%)	52

Households Income by Ethnicity

Average Income - White	\$99,654.49	97	\$97,165.59	95	\$87,529.51	85
Median Income - White	\$91,038.52	96	\$85,122.94	90	\$72,512.84	77
Average Income - Black	\$85,119.86	114	\$79,093.74	106	\$54,679.61	73
Median Income - Black	\$43,999.2	73	\$63,028.65	105	\$40,465.29	67

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$95,037.91 (71)	\$114,558.32 (95)	\$87,755.06 (73)
Median Income - Asian	\$90,624.37 (72)	\$116,166.02 (92)	\$75,920.21 (60)
Average Income - Hispanic	\$110,723.57 (128)	\$81,571.19 (94)	\$58,437.43 (67)
Median Income - Hispanic	\$101,923 (136)	\$81,753.76 (109)	\$45,190.44 (60)
Average Income - Other	\$101,112.45 (105)	\$79,001.2 (82)	\$61,536.67 (64)
Median Income - Other	\$97,320.54 (112)	\$72,558.34 (84)	\$46,058.61 (53)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	37.57 (91)	41.73 (101)	39.13 (95)
Median Age	28.51 (71)	38.97 (97)	35.53 (88)
0-4	267 (4.2%) (74)	2,918 (5%) (93)	8,727 (5.1%) (95)
5-13	455 (7.2%) (71)	5,279 (9.1%) (89)	16,945 (9.9%) (97)
14-17	537 (8.5%) (162)	2,941 (5.1%) (96)	11,359 (6.6%) (126)
18-21	742 (11.8%) (213)	3,734 (6.4%) (116)	13,687 (8%) (145)
22-24	623 (9.9%) (236)	3,231 (5.6%) (133)	11,067 (6.4%) (154)
25-29	601 (9.5%) (162)	3,244 (5.6%) (95)	10,061 (5.9%) (100)
30-34	334 (5.3%) (82)	3,969 (6.8%) (106)	12,459 (7.3%) (113)

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	1 Mile		3 Mile		5 Mile	
35-39	298	(4.7%)	3,821	(6.6%)	11,247	(6.6%)
40-44	244	(3.9%)	3,338	(5.7%)	9,571	(5.6%)
45-49	255	(4%)	3,093	(5.3%)	8,328	(4.9%)
50-54	237	(3.8%)	3,007	(5.2%)	7,979	(4.6%)
55-59	302	(4.8%)	3,476	(6%)	9,030	(5.3%)
60-64	338	(5.4%)	3,776	(6.5%)	9,753	(5.7%)
65-69	280	(4.4%)	3,736	(6.4%)	9,647	(5.6%)
70-74	253	(4%)	3,200	(5.5%)	7,687	(4.5%)
75-79	180	(2.9%)	2,329	(4%)	5,647	(3.3%)
80-84	148	(2.3%)	1,512	(2.6%)	3,777	(2.2%)
85+	210	(3.3%)	1,611	(2.8%)	4,639	(2.7%)

Age - Male

Male Average Age	36.96		40.36		37.92	
Male Median Age	28.53		37.72		33.57	
0-4	136	(4.9%)	1,495	(5.4%)	4,473	(5.4%)
5-13	209	(7.5%)	2,718	(9.8%)	8,601	(10.4%)

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Jan 1 - Dec 31, 2025

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	● 1 Mile		● 3 Mile		● 5 Mile				
14-17	215	(7.7%)	141	1,433	(5.2%)	94	5,624	(6.8%)	124
18-21	312	(11.2%)	194	1,849	(6.6%)	115	6,748	(8.2%)	142
22-24	276	(9.9%)	225	1,644	(5.9%)	134	5,477	(6.6%)	151
25-29	281	(10.1%)	164	1,563	(5.6%)	91	4,885	(5.9%)	96
30-34	154	(5.5%)	84	1,934	(7%)	105	6,143	(7.4%)	113
35-39	143	(5.1%)	77	1,866	(6.7%)	100	5,473	(6.6%)	99
40-44	115	(4.1%)	63	1,643	(5.9%)	91	4,703	(5.7%)	88
45-49	119	(4.3%)	71	1,497	(5.4%)	89	4,024	(4.9%)	8
50-54	100	(3.6%)	61	1,396	(5%)	85	3,773	(4.6%)	7
55-59	145	(5.2%)	86	1,660	(6%)	99	4,420	(5.4%)	89
60-64	145	(5.2%)	83	1,738	(6.2%)	100	4,625	(5.6%)	90
65-69	121	(4.3%)	74	1,752	(6.3%)	107	4,522	(5.5%)	93
70-74	112	(4%)	83	1,448	(5.2%)	108	3,588	(4.3%)	90
75-79	85	(3%)	83	1,026	(3.7%)	101	2,456	(3%)	8
80-84	61	(2.2%)	100	610	(2.2%)	100	1,574	(1.9%)	87
85+	63	(2.3%)	149	538	(1.9%)	128	1,457	(1.8%)	117

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	38.05 (90)	42.99 (102)	40.25 (95)
Female Median Age	28.5 (69)	41.34 (100)	36.5 (88)
0-4	131 (3.7%) (75)	1,423 (4.7%) (91)	4,254 (4.8%) (93)
5-13	246 (7%) (72)	2,561 (8.4%) (86)	8,344 (9.4%) (96)
14-17	322 (9.2%) (181)	1,508 (5%) (98)	5,735 (6.4%) (127)
18-21	430 (12.2%) (232)	1,885 (6.2%) (117)	6,939 (7.8%) (148)
22-24	347 (9.9%) (248)	1,587 (5.2%) (131)	5,590 (6.3%) (158)
25-29	320 (9.1%) (162)	1,681 (5.5%) (98)	5,176 (5.8%) (103)
30-34	180 (5.1%) (81)	2,035 (6.7%) (107)	6,316 (7.1%) (113)
35-39	155 (4.4%) (68)	1,955 (6.4%) (99)	5,774 (6.5%) (100)
40-44	129 (3.7%) (57)	1,695 (5.6%) (87)	4,868 (5.5%) (86)
45-49	136 (3.9%) (64)	1,596 (5.2%) (87)	4,304 (4.8%) (81)
50-54	137 (3.9%) (66)	1,611 (5.3%) (89)	4,206 (4.7%) (81)
55-59	157 (4.5%) (74)	1,816 (6%) (98)	4,610 (5.2%) (85)
60-64	193 (5.5%) (85)	2,038 (6.7%) (104)	5,128 (5.8%) (89)

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65-69	159	(4.5%)	71	1,984	(6.5%)	103	5,125	(5.8%)	91
70-74	141	(4%)	74	1,752	(5.8%)	106	4,099	(4.6%)	85
75-79	95	(2.7%)	63	1,303	(4.3%)	99	3,191	(3.6%)	83
80-84	87	(2.5%)	87	902	(3%)	104	2,203	(2.5%)	87
85+	147	(4.2%)	160	1,073	(3.5%)	134	3,182	(3.6%)	136

Employment by Occupation

Total Employees (16+ Years Old)	3,035			29,934			79,738		
Professional Specialty	926	(30.5%)	123	9,438	(31.5%)	127	23,656	(29.7%)	120
Managerial/Executive	516	(17%)	98	5,533	(18.5%)	106	11,631	(14.6%)	84
Office Admin	282	(9.3%)	87	3,236	(10.8%)	102	8,544	(10.7%)	101
Food Preparation & Serving	255	(8.4%)	165	1,325	(4.4%)	87	4,440	(5.6%)	109
Sales	245	(8.1%)	86	2,787	(9.3%)	100	6,744	(8.5%)	91
Production & Transportation	191	(6.3%)	49	3,240	(10.8%)	84	9,660	(12.1%)	94
Personal Care	182	(6%)	240	779	(2.6%)	104	3,056	(3.8%)	154
Healthcare support	176	(5.8%)	177	950	(3.2%)	97	3,814	(4.8%)	146
Protective	123	(4.1%)	187	569	(1.9%)	88	1,678	(2.1%)	97

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	1 Mile			3 Mile			5 Mile		
Construction	87	(2.9%)	36	1,318	(4.4%)	55	3,771	(4.7%)	59
Building Maintenance & Cleaning	52	(1.7%)	50	711	(2.4%)	70	2,589	(3.2%)	96
Farming, Fishing & Forestry				48	(<0.5%)	28	155	(<0.5%)	34

Employment by Industry

Total Employees (16+ Years Old)	3,035			29,934			79,738		
Educational Services	1,061	(35%)	149	9,909	(33.1%)	141	27,355	(34.3%)	147
Entertainment Services	489	(16.1%)	186	2,318	(7.7%)	89	7,223	(9.1%)	104
Public Administration	278	(9.2%)	192	1,268	(4.2%)	89	2,730	(3.4%)	72
Wholesale Retail	256	(8.4%)	64	3,637	(12.2%)	92	10,286	(12.9%)	98
Manufacturing	209	(6.9%)	69	2,292	(7.7%)	77	5,893	(7.4%)	74
Professional Services	187	(6.2%)	76	2,818	(9.4%)	116	5,874	(7.4%)	91
Other Professional Services	163	(5.4%)	114	1,453	(4.9%)	103	3,877	(4.9%)	103
Agriculture/Mining/Construction	114	(3.8%)	44	1,310	(4.4%)	51	3,927	(4.9%)	58
Financial, Insurance & Real Estate	107	(3.5%)	52	1,712	(5.7%)	85	4,022	(5%)	75
Information	62	(2%)	109	571	(1.9%)	102	1,498	(1.9%)	101
Administrative/Waste Services	55	(1.8%)	43	650	(2.2%)	52	2,539	(3.2%)	76

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Transportation	54	(1.8%)	30	1,970	(6.6%)	112	4,474	(5.6%)	96
Management Services				26	(<0.5%)	68	40	(<0.5%)	40

Language Spoken

Speak English at Home	4,864	(80.6%)	104	48,137	(87.1%)	113	134,079	(82.3%)	106
Speak Other Language at Home	601	(10%)	117	5,245	(9.5%)	112	20,306	(12.5%)	147
Speak Spanish at Home	572	(9.5%)	67	1,915	(3.5%)	24	8,498	(5.2%)	37

Ancestry

Unclassified	1,358	(21.5%)	147	9,042	(15.5%)	106	26,898	(15.7%)	107
Other	1,044	(16.6%)	121	7,568	(13%)	95	22,316	(13%)	95
Scottish/Irish	471	(7.5%)	125	5,938	(10.2%)	171	12,732	(7.4%)	124
Italian	412	(6.5%)	244	4,824	(8.3%)	310	12,063	(7%)	263
German	332	(5.3%)	74	4,215	(7.2%)	102	9,076	(5.3%)	75
Other European (e.g. Greek/Russian)	328	(5.2%)	188	2,641	(4.5%)	163	5,197	(3%)	109
British	210	(3.3%)	64	3,460	(5.9%)	114	7,358	(4.3%)	82
Dominican	209	(3.3%)	495	403	(0.7%)	103	1,324	(0.8%)	115
Polish	173	(2.7%)	200	1,649	(2.8%)	207	3,619	(2.1%)	154

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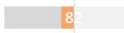







Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Chinese	149	(2.4%)	184	639	(1.1%)	85	3,415	(2%)	155
Middle Eastern	94	(1.5%)	268	849	(1.5%)	262	1,726	(1%)	180
American	70	(1.1%)	28	1,229	(2.1%)	53	2,752	(1.6%)	40
Cuban	66	(1%)	138	415	(0.7%)	94	1,276	(0.7%)	98
Other Hispanic	61	(1%)	91	249	(<0.5%)	40	925	(0.5%)	51
South American	59	(0.9%)	69	715	(1.2%)	90	1,193	(0.7%)	51
French	54	(0.9%)	8	928	(1.6%)	150	1,831	(1.1%)	100
Scandinavian	47	(0.7%)	43	488	(0.8%)	49	1,077	(0.6%)	37
South Central Asian (e.g. Indian)	47	(0.7%)	47	1,281	(2.2%)	139	3,110	(1.8%)	115
Dutch	36	(0.6%)	109	382	(0.7%)	125	832	(<0.5%)	92
Mexican	31	(<0.5%)	4	496	(0.9%)	8	1,157	(0.7%)	6
Puerto Rican	24	(<0.5%)	14	1,065	(1.8%)	65	7,051	(4.1%)	146
Central American	22	(<0.5%)	20	209	(<0.5%)	20	546	(<0.5%)	18
Native American (Indian/Eskimo)	20	(<0.5%)	50	265	(<0.5%)	72	1,065	(0.6%)	98
Other Asian	18	(<0.5%)	8	61	(<0.5%)	30	1,012	(0.6%)	167
Korean	14	(<0.5%)	50	102	(<0.5%)	39	582	(<0.5%)	7





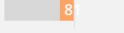
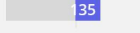









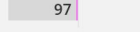
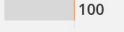




Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
South East Asian (e.g. Vietnamese)	8	(<0.5%) 	226	(<0.5%) 	2,699	(1.6%) 
Hawaiian/Pacific Islander	4	(<0.5%) 	8	(<0.5%) 	56	(<0.5%) 
Japanese	1	(<0.5%) 	36	(<0.5%) 	86	(<0.5%) 

Education (Age 25+)

Total Educated Population	3,680		40,112		109,825	
Elementary (0 to 8 Years)	64	(1.7%) 	1,279	(3.2%) 	5,804	(5.3%) 
Some High School (9 to 11 Years)	192	(5.2%) 	1,928	(4.8%) 	8,742	(8%) 
High School Graduate (12 Years)	725	(19.7%) 	7,640	(19%) 	26,219	(23.9%) 
Some College (13 to 16 Years)	516	(14%) 	7,082	(17.7%) 	18,257	(16.6%) 
Associates Degree Only	519	(14.1%) 	4,336	(10.8%) 	11,145	(10.1%) 
Bachelor's Degree Only	760	(20.7%) 	8,540	(21.3%) 	20,065	(18.3%) 
Graduate Degree	904	(24.6%) 	9,307	(23.2%) 	19,593	(17.8%) 

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	1,996	24,583	68,631
One Person Households	711 (35.6%)	8,619 (35.1%)	26,871 (39.2%)
Married Couple	781 (39.1%)	9,094 (37%)	21,004 (30.6%)
Male Householder	105 (5.3%)	1,523 (6.2%)	3,947 (5.8%)
Female Householder	322 (16.1%)	2,747 (11.2%)	9,914 (14.4%)
Non Family Households	77 (3.9%)	2,600 (10.6%)	6,895 (10%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	1,996	24,583	68,631
1 Person Household	711 (35.6%)	8,619 (35.1%)	26,871 (39.2%)
2 Person Household	647 (32.4%)	8,058 (32.8%)	20,240 (29.5%)
3 Person Household	304 (15.2%)	3,648 (14.8%)	9,356 (13.6%)
4 Person Household	196 (9.8%)	2,533 (10.3%)	6,801 (9.9%)
5 Person Household	68 (3.4%)	1,044 (4.2%)	3,014 (4.4%)
6 Person Household	35 (1.8%)	418 (1.7%)	1,350 (2%)
7+ Person Household	35 (1.8%)	263 (1.1%)	999 (1.5%)

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

Housing Units

Total Housing Units	2,150	26,412	76,136
Owner Occupied Housing	1,190	15,265	33,845
Renter Occupied Housing	806	9,318	34,786
Vacant Housing	154	1,829	7,505

Housing Rent

Average Rent	\$1,563.12	101	\$1,359.73	88	\$1,203.93	74
Median Rent	\$1,337.25	95	\$1,231.16	87	\$1,121.84	71
Total Cash Rents Housing	806	9,016	33,623			
<\$300	29 (3.6%)	129	231 (2.6%)	92	1,498 (4.5%)	159
\$300-\$500	61 (7.6%)	196	342 (3.8%)	98	1,894 (5.6%)	146
\$500-\$750	68 (8.4%)	97	798 (8.9%)	102	4,176 (12.4%)	143
\$750-\$1000	73 (9.1%)	70	1,695 (18.8%)	145	6,466 (19.2%)	148
\$1000-\$1500	255 (31.6%)	120	3,119 (34.6%)	131	11,398 (33.9%)	129
\$1500-\$2000	146 (18.1%)	86	1,537 (17%)	8	5,155 (15.3%)	73
\$2000-\$2500	60 (7.4%)	63	708 (7.9%)	67	1,818 (5.4%)	46

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	8	(1%)	17	216	(2.4%)	41	560	(1.7%)	29
\$3000-\$3500	8	(1%)	32	114	(1.3%)	41	274	(0.8%)	27
>\$3500	98	(12.2%)	330	256	(2.8%)	71	384	(1.1%)	31

Value of Owner-Occupied Housing Units

Average House Value	\$343,820.86	64	\$354,795.41	66	\$321,491.18	60			
Median House Value	\$315,914.48	8	\$278,132.14	71	\$251,893.67	64			
Owner Occupied Housing	1,190		15,265		33,845				
<\$100K	15	(1.3%)	15	681	(4.5%)	54	3,028	(8.9%)	109
\$100K - \$200K	162	(13.6%)	106	3,609	(23.6%)	184	9,582	(28.3%)	220
\$200K - \$300K	351	(29.5%)	189	4,299	(28.2%)	180	8,212	(24.3%)	155
\$300K - \$400K	421	(35.4%)	243	2,905	(19%)	131	5,639	(16.7%)	115
\$400K - \$500K	151	(12.7%)	110	1,413	(9.3%)	80	2,961	(8.7%)	74
\$500K - \$1000K	67	(5.6%)	22	1,798	(11.8%)	46	3,459	(10.2%)	40
>\$1000K	23	(1.9%)	17	560	(3.7%)	32	964	(2.8%)	25

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



Benchmark: Nationwide



Poverty

Households in Poverty	190	(9.5%)	75	3,249	(13.2%)	105	14,588	(21.3%)	168
Households Above Poverty	1,806	(90.5%)	104	21,334	(86.8%)	99	54,043	(78.7%)	90
Households in Poverty (Married)	8	(<0.5%)	18	158	(0.6%)	30	1,339	(2%)	90
Households in Poverty (Male Householder)	12	(0.6%)	94	144	(0.6%)	92	621	(0.9%)	142
Households in Poverty (Female Householder)	40	(2%)	68	717	(2.9%)	99	3,476	(5.1%)	172
Households in Poverty (Non-Family)	112	(5.6%)	90	1,908	(7.8%)	124	7,466	(10.9%)	174
Households in Poverty (Non-Family Student)	18	(0.9%)	145	322	(1.3%)	210	1,686	(2.5%)	394

Wealth per Household

Household Average Wealth	\$248,623.5	103	\$247,602.71	102	\$222,602.25	92			
Household Median Wealth	\$84,576.42	103	\$84,626.26	103	\$64,285.95	7			
<\$0K	346	(17.3%)	100	4,228	(17.2%)	99	12,976	(18.9%)	109
\$0K - \$5K	168	(8.4%)	99	2,040	(8.3%)	98	6,708	(9.8%)	115
\$5K - \$10K	89	(4.5%)	98	1,101	(4.5%)	99	3,445	(5%)	111
\$10K - \$25K	123	(6.2%)	97	1,542	(6.3%)	99	4,574	(6.7%)	105
\$25K - \$50K	133	(6.7%)	98	1,654	(6.7%)	99	4,657	(6.8%)	100

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	201	(10.1%)	2,493	(10.1%)	6,844	(10%)
\$100K - \$250K	359	(18%)	4,447	(18.1%)	11,779	(17.2%)
\$250K - \$500K	267	(13.4%)	3,294	(13.4%)	8,388	(12.2%)
>\$500K	310	(15.5%)	3,784	(15.4%)	9,260	(13.5%)

Vehicles per Household

Total Number of Vehicles	2,788		36,997		87,478	
Average Number of Vehicles	1.4		1.5		1.27	
No Vehicles	294	(14.7%)	2,893	(11.8%)	13,998	(20.4%)
1 Vehicle	858	(43%)	10,155	(41.3%)	29,527	(43%)
2 Vehicles	615	(30.8%)	8,620	(35.1%)	19,276	(28.1%)
3 or more Vehicles	229	(11.5%)	2,915	(11.9%)	5,830	(8.5%)

Population Change

Births	61		586		1,791	
Deaths	41		494		1,162	
Migration	-39		-330		-862	

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	382	2,285	7,154
Total Employees	7,932	40,294	142,753

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