



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	16,742		118,952		268,500	
Households	5,929		38,314		90,035	
Persons per Household	2.78	109	3.07	120	2.96	116
Household Median Income	\$96,462.84	111	\$125,355.59	144	\$142,838.52	164
Household Median Disposable Income	\$80,306.26	107	\$102,665.25	137	\$115,583.4	154
Household Median Discretionary Income	\$55,526.68	96	\$76,905.19	133	\$93,973.72	162
Average Income Per Person	\$47,312.06	100	\$56,918.76	121	\$67,853.24	144
Median Rent	\$1,789.35	127	\$1,810.93	128	\$1,901.1	135
Median House Value	\$612,049.03	156	\$751,900.29	192	\$840,787.83	215
Households in Poverty	567 (9.6%)	76	3,257 (8.5%)	67	6,390 (7.1%)	56
Household Median Wealth	\$75,289.23	92	\$90,197.54	110	\$102,143.61	125
Average Age	40.64	99	39.71	96	40.82	99
Median Age	40.45	100	38.78	96	41.25	102
Households with Children	1,841 (31.1%)	116	13,518 (35.3%)	132	32,203 (35.8%)	133
High School Graduate or Higher	9,769 (83.5%)	94	67,559 (84.3%)	94	163,777 (89.2%)	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	3,540 (30.3%) 	34,341 (42.8%) 	92,933 (50.6%) 
Pop density (per sq mi)	3,888	4,540	3,356
Area (based on blockgroups)	4	26	80

Population

Population 2025 Q4	16,742	118,952	268,500
Population 2025 Q3	16,736	118,578	267,273
Population 2025 Q2	16,766	118,536	266,779
Population 2025 Q1	16,695	117,610	265,195
Population 2024 Q4	16,661	117,247	264,359
Population 2024 Q3	16,636	117,044	263,697
Population 2024 Q2	16,631	116,650	262,408
Population 2024 Q1	16,516	116,212	261,569
Population 2023 Q4	16,348	115,025	259,551
Population 5 Years Forecast	17,133	121,172	273,039
Population 10 Years Forecast	17,496	123,326	277,907
Persons per Household	2.78 	3.07 	2.96 

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	253	(1.5%)		1,201	(1%)		1,835	(0.7%)	
Transient Population - Average Last 4 Quarters				149	(<0.5%)		369	(<0.5%)	

Households

Households 2025 Q4	5,929		38,314		90,035
Households 2025 Q3	5,922		38,171		89,555
Households 2025 Q2	5,932		38,160		89,374
Households 2025 Q1	5,910		37,851		88,839
Households 2024 Q4	5,897		37,737		88,553
Households 2024 Q3	5,888		37,673		88,328
Households 2024 Q2	5,885		37,539		87,881
Households 2024 Q1	5,849		37,401		87,604
Households 2023 Q4	5,789		37,022		86,932
Households 5 Years Forecast	6,053		39,030		91,657
Households 10 Years Forecast	6,176		39,731		93,359

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	7,964	(47.6%)	97	101	100
Female	8,778	(52.4%)	103	99	100

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Hispanic (Ethnic)	6,193	(37%)	189	183	128
Black	5,177	(30.9%)	262	162	111
White	3,666	(21.9%)	38	60	8
Asian	1,032	(6.2%)	107	109	202
Other	674	(4%)	7	7	8

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Hispanic (Ethnic)	2,008	(33.9%)	223	196	132
White	1,787	(30.1%)	49	61	8
Black	1,474	(24.9%)	227	168	110
Other	525	(8.9%)	117	119	109
Asian	135	(2.3%)	49	113	225

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	\$131,814.07	108	\$175,271.91	144	\$201,335.33	165
Average Income Per Person	\$47,312.06	100	\$56,918.76	121	\$67,853.24	144
Household Median Income	\$96,462.84	111	\$125,355.59	144	\$142,838.52	164
<\$15K	265 (4.5%)	62	1,388 (3.6%)	50	3,311 (3.7%)	51
\$15K - \$25K	230 (3.9%)	66	1,425 (3.7%)	63	2,530 (2.8%)	48
\$25K - \$35K	228 (3.8%)	63	1,278 (3.3%)	54	2,859 (3.2%)	52
\$35K - \$50K	509 (8.6%)	92	2,399 (6.3%)	67	4,559 (5.1%)	54
\$50K - \$75K	816 (13.8%)	92	4,685 (12.2%)	82	9,503 (10.6%)	71
\$75K - \$100K	1,070 (18%)	143	4,015 (10.5%)	83	8,786 (9.8%)	71
\$100K - \$150K	1,244 (21%)	116	6,947 (18.1%)	100	15,498 (17.2%)	95
\$150K - \$175K	319 (5.4%)	85	2,850 (7.4%)	118	6,897 (7.7%)	122
\$175K - \$200K	353 (6%)	119	3,310 (8.6%)	173	7,787 (8.6%)	173
\$200K - \$250K	501 (8.4%)	105	5,610 (14.6%)	182	15,850 (17.6%)	218
\$250K - \$500K	215 (3.6%)	105	2,404 (6.3%)	182	6,789 (7.5%)	218
>\$500K	179 (3%)	105	2,003 (5.2%)	181	5,666 (6.3%)	218

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	\$95,272.46		105	\$115,878.73		128	\$124,721.22		138
Household Median Disposable Income	\$80,306.26		107	\$102,665.25		137	\$115,583.4		154
<\$15K	299	(5%)	64	1,480	(3.9%)	49	3,571	(4%)	50
\$15K - \$25K	234	(3.9%)	57	1,625	(4.2%)	62	2,994	(3.3%)	48
\$25K - \$35K	359	(6.1%)	85	1,732	(4.5%)	63	3,614	(4%)	56
\$35K - \$50K	521	(8.8%)	76	3,300	(8.6%)	76	6,068	(6.7%)	60
\$50K - \$75K	1,239	(20.9%)	124	5,227	(13.6%)	8	11,442	(12.7%)	75
\$75K - \$100K	1,221	(20.6%)	144	5,361	(14%)	98	11,386	(12.6%)	88
\$100K - \$150K	1,057	(17.8%)	95	8,007	(20.9%)	111	19,354	(21.5%)	114
\$150K - \$175K	323	(5.4%)	106	4,004	(10.5%)	204	10,174	(11.3%)	220
\$175K - \$200K	182	(3.1%)	90	2,050	(5.4%)	156	5,810	(6.5%)	188
\$200K - \$250K	199	(3.4%)	101	2,221	(5.8%)	175	6,284	(7%)	210
\$250K - \$500K	273	(4.6%)	102	3,039	(7.9%)	175	8,592	(9.5%)	210
>\$500K	22	(<0.5%)	93	268	(0.7%)	176	746	(0.8%)	209

Discretionary Households Income

Household Average Discretionary Income	\$66,139.96		97	\$87,275.77		127	\$97,544.99		142
--	-------------	--	----	-------------	--	-----	-------------	--	-----

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	\$55,526.68	96	\$76,905.19	133	\$93,973.72	162
<\$10K	323 (5.4%)	70	1,806 (4.7%)	61	3,496 (3.9%)	50
\$10K - \$20K	545 (9.2%)	100	2,503 (6.5%)	71	4,284 (4.8%)	52
\$20K - \$30K	456 (7.7%)	8	3,063 (8%)	85	5,277 (5.9%)	62
\$30K - \$40K	647 (10.9%)	119	3,210 (8.4%)	92	5,723 (6.4%)	69
\$40K - \$50K	708 (11.9%)	142	2,766 (7.2%)	86	5,757 (6.4%)	76
\$50K - \$75K	1,274 (21.5%)	122	5,474 (14.3%)	8	12,469 (13.8%)	7
\$75K - \$100K	627 (10.6%)	85	4,074 (10.6%)	85	10,317 (11.5%)	92
\$100K - \$125K	497 (8.4%)	99	3,862 (10.1%)	119	9,828 (10.9%)	128
\$125K - \$150K	405 (6.8%)	105	4,519 (11.8%)	182	11,399 (12.7%)	195
>\$150K	447 (7.5%)	75	7,037 (18.4%)	182	21,485 (23.9%)	236

Households Income by Ethnicity

Average Income - White	\$121,581.39	119	\$146,610.46	143	\$142,330.98	139
Median Income - White	\$119,031.9	126	\$174,752.25	185	\$167,972.31	178
Average Income - Black	\$87,872.53	118	\$107,447.24	144	\$108,074.2	145
Median Income - Black	\$83,512.21	139	\$105,234.99	175	\$103,696.16	172

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	\$163,770.7 35	\$165,693.24 137	\$157,252.23 130
Median Income - Asian	\$195,511.91 155	\$214,070.57 170	\$202,897.8 161
Average Income - Hispanic	\$96,675.47 111	\$96,272.06 111	\$103,529.64 119
Median Income - Hispanic	\$90,528.01 120	\$87,210.49 116	\$96,097.42 128
Average Income - Other	\$104,992.86 109	\$115,550.43 121	\$121,373.63 127
Median Income - Other	\$100,651.01 116	\$113,788.42 131	\$121,021.22 140

Age

Average Age	40.64 99	39.71 96	40.82 99
Median Age	40.45 100	38.78 96	41.25 102
0-4	972 (5.8%) 108	6,272 (5.3%) 98	13,501 (5%) 94
5-13	1,810 (10.8%) 107	14,141 (11.9%) 117	29,689 (11.1%) 109
14-17	846 (5.1%) 96	6,748 (5.7%) 108	15,328 (5.7%) 108
18-21	824 (4.9%) 89	6,689 (5.6%) 102	15,282 (5.7%) 103
22-24	596 (3.6%) 85	4,944 (4.2%) 99	11,169 (4.2%) 99
25-29	1,003 (6%) 102	7,353 (6.2%) 105	15,660 (5.8%) 99
30-34	1,079 (6.4%) 100	6,615 (5.6%) 87	13,634 (5.1%) 7

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	1,113	(6.6%)	101	7,100	(6%)	91	14,635	(5.5%)	83
40-44	1,137	(6.8%)	105	7,759	(6.5%)	101	17,176	(6.4%)	99
45-49	1,058	(6.3%)	105	7,984	(6.7%)	112	18,268	(6.8%)	113
50-54	1,075	(6.4%)	108	8,022	(6.7%)	114	18,627	(6.9%)	117
55-59	1,143	(6.8%)	113	8,036	(6.8%)	112	19,040	(7.1%)	117
60-64	1,106	(6.6%)	104	7,729	(6.5%)	102	18,432	(6.9%)	108
65-69	1,011	(6%)	99	6,702	(5.6%)	92	16,067	(6%)	98
70-74	720	(4.3%)	84	4,816	(4%)	74	11,917	(4.4%)	87
75-79	543	(3.2%)	8	3,717	(3.1%)	74	9,036	(3.4%)	84
80-84	371	(2.2%)	88	2,311	(1.9%)	77	5,781	(2.2%)	85
85+	335	(2%)	96	2,014	(1.7%)	8	5,258	(2%)	94

Age - Male

Male Average Age	39.14	98	38.7	97	39.69	99			
Male Median Age	37.98	99	37.64	98	40.03	105			
0-4	500	(6.3%)	112	3,230	(5.5%)	98	6,949	(5.3%)	94
5-13	895	(11.2%)	106	7,146	(12.2%)	115	15,123	(11.5%)	109

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	440	(5.5%)	101	3,430	(5.8%)	107	7,861	(6%)	109
18-21	422	(5.3%)	92	3,413	(5.8%)	101	7,880	(6%)	104
22-24	295	(3.7%)	84	2,516	(4.3%)	97	5,770	(4.4%)	100
25-29	500	(6.3%)	102	3,844	(6.6%)	107	8,047	(6.1%)	99
30-34	543	(6.8%)	103	3,425	(5.8%)	88	6,991	(5.3%)	8
35-39	520	(6.5%)	98	3,514	(6%)	90	7,116	(5.4%)	8
40-44	541	(6.8%)	105	3,819	(6.5%)	100	8,262	(6.3%)	97
45-49	504	(6.3%)	105	3,929	(6.7%)	111	8,867	(6.7%)	112
50-54	499	(6.3%)	106	3,964	(6.8%)	114	9,118	(6.9%)	117
55-59	538	(6.8%)	112	3,949	(6.7%)	112	9,217	(7%)	117
60-64	538	(6.8%)	108	3,719	(6.3%)	102	8,896	(6.8%)	108
65-69	455	(5.7%)	97	3,242	(5.5%)	94	7,731	(5.9%)	100
70-74	309	(3.9%)	8	2,273	(3.9%)	8	5,601	(4.3%)	88
75-79	213	(2.7%)	75	1,627	(2.8%)	76	3,944	(3%)	8
80-84	147	(1.8%)	84	953	(1.6%)	74	2,394	(1.8%)	83
85+	105	(1.3%)	87	661	(1.1%)	74	1,813	(1.4%)	91

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



Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	42 (99)	40.69 (96)	41.91 (99)
Female Median Age	41.75 (101)	40.82 (98)	42.38 (102)
0-4	472 (5.4%) (105)	3,042 (5%) (98)	6,552 (4.8%) (93)
5-13	915 (10.4%) (107)	6,995 (11.6%) (119)	14,566 (10.6%) (109)
14-17	406 (4.6%) (91)	3,318 (5.5%) (108)	7,467 (5.5%) (107)
18-21	402 (4.6%) (87)	3,276 (5.4%) (103)	7,402 (5.4%) (102)
22-24	301 (3.4%) (86)	2,428 (4%) (101)	5,399 (3.9%) (99)
25-29	503 (5.7%) (102)	3,509 (5.8%) (103)	7,613 (5.6%) (99)
30-34	536 (6.1%) (98)	3,190 (5.3%) (85)	6,643 (4.9%) (7)
35-39	593 (6.8%) (104)	3,586 (5.9%) (92)	7,519 (5.5%) (85)
40-44	596 (6.8%) (106)	3,940 (6.5%) (102)	8,914 (6.5%) (102)
45-49	554 (6.3%) (105)	4,055 (6.7%) (112)	9,401 (6.9%) (114)
50-54	576 (6.6%) (111)	4,058 (6.7%) (114)	9,509 (6.9%) (117)
55-59	605 (6.9%) (113)	4,087 (6.8%) (112)	9,823 (7.2%) (118)
60-64	568 (6.5%) (100)	4,010 (6.7%) (103)	9,536 (7%) (108)

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	556	(6.3%)	100	3,460	(5.7%)	90	8,336	(6.1%)	96
70-74	411	(4.7%)	86	2,543	(4.2%)	74	6,316	(4.6%)	85
75-79	330	(3.8%)	87	2,090	(3.5%)	81	5,092	(3.7%)	86
80-84	224	(2.6%)	90	1,358	(2.3%)	74	3,387	(2.5%)	87
85+	230	(2.6%)	100	1,353	(2.2%)	86	3,445	(2.5%)	96

Employment by Occupation

Total Employees (16+ Years Old)	8,926			62,714			140,287		
Production & Transportation	1,703	(19.1%)	148	9,811	(15.6%)	121	16,601	(11.8%)	92
Professional Specialty	1,538	(17.2%)	70	13,478	(21.5%)	87	36,884	(26.3%)	106
Managerial/Executive	1,446	(16.2%)	93	13,365	(21.3%)	123	32,830	(23.4%)	135
Office Admin	1,063	(11.9%)	112	5,808	(9.3%)	87	13,915	(9.9%)	93
Building Maintenance & Cleaning	904	(10.1%)	298	3,792	(6%)	178	5,797	(4.1%)	122
Construction	784	(8.8%)	110	5,314	(8.5%)	106	9,401	(6.7%)	84
Sales	487	(5.5%)	58	4,999	(8%)	85	12,304	(8.8%)	94
Food Preparation & Serving	472	(5.3%)	104	2,081	(3.3%)	65	4,207	(3%)	59
Healthcare support	235	(2.6%)	8	1,379	(2.2%)	67	2,577	(1.8%)	56

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		
Personal Care	169	(1.9%)	76	1,310	(2.1%)	84	2,909	(2.1%)	83
Protective	125	(1.4%)	65	1,261	(2%)	93	2,746	(2%)	90
Farming, Fishing & Forestry				116	(<0.5%)	32	116	(<0.5%)	14

Employment by Industry

Total Employees (16+ Years Old)	8,926			62,714			140,287		
Educational Services	1,803	(20.2%)	86	12,426	(19.8%)	85	27,994	(20%)	85
Wholesale Retail	1,194	(13.4%)	102	7,188	(11.5%)	87	16,592	(11.8%)	90
Transportation	1,018	(11.4%)	195	5,940	(9.5%)	162	10,533	(7.5%)	128
Manufacturing	912	(10.2%)	103	6,092	(9.7%)	98	13,938	(9.9%)	100
Entertainment Services	757	(8.5%)	98	3,805	(6.1%)	70	8,375	(6%)	69
Administrative/Waste Services	727	(8.1%)	195	4,310	(6.9%)	164	7,330	(5.2%)	125
Financial, Insurance & Real Estate	617	(6.9%)	102	5,783	(9.2%)	137	16,168	(11.5%)	171
Agriculture/Mining/Construction	582	(6.5%)	71	4,906	(7.8%)	92	9,458	(6.7%)	71
Professional Services	477	(5.3%)	66	5,262	(8.4%)	104	14,725	(10.5%)	130
Public Administration	316	(3.5%)	74	1,874	(3%)	63	4,645	(3.3%)	69
Information	284	(3.2%)	170	2,226	(3.5%)	190	4,606	(3.3%)	176

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Other Professional Services	228	(2.6%)	2,622	(4.2%)	5,457	(3.9%)
Management Services	11	(<0.5%)	280	(<0.5%)	466	(<0.5%)

Language Spoken

Speak English at Home	8,989	(57%)	63,963	(56.8%)	158,363	(62.1%)
Speak Spanish at Home	5,467	(34.7%)	36,746	(32.6%)	54,869	(21.5%)
Speak Other Language at Home	1,314	(8.3%)	11,971	(10.6%)	41,767	(16.4%)

Ancestry

Central American	2,596	(15.5%)	18,868	(15.9%)	26,121	(9.7%)
Other	1,795	(10.7%)	14,948	(12.6%)	37,284	(13.9%)
South American	1,325	(7.9%)	9,573	(8%)	16,347	(6.1%)
Unclassified	751	(4.5%)	6,486	(5.5%)	19,485	(7.3%)
Mexican	650	(3.9%)	2,889	(2.4%)	4,027	(1.5%)
Puerto Rican	601	(3.6%)	3,908	(3.3%)	7,781	(2.9%)
South Central Asian (e.g. Indian)	550	(3.3%)	3,760	(3.2%)	17,118	(6.4%)
Dominican	510	(3%)	3,611	(3%)	5,689	(2.1%)
Italian	415	(2.5%)	6,141	(5.2%)	18,746	(7%)

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				
Other Hispanic	336	(2%)	189	2,632	(2.2%)	208	4,693	(1.7%)	164
Scottish/Irish	320	(1.9%)	32	4,710	(4%)	66	14,473	(5.4%)	90
Other European (e.g. Greek/Russian)	231	(1.4%)	50	3,192	(2.7%)	97	10,215	(3.8%)	137
German	190	(1.1%)	16	2,874	(2.4%)	34	9,443	(3.5%)	50
Polish	176	(1.1%)	7	1,880	(1.6%)	115	6,012	(2.2%)	164
Chinese	176	(1.1%)	8	1,877	(1.6%)	123	7,662	(2.9%)	222
Cuban	175	(1%)	138	1,232	(1%)	136	2,854	(1.1%)	140
British	114	(0.7%)	13	1,777	(1.5%)	29	5,817	(2.2%)	42
Korean	101	(0.6%)	136	445	(<0.5%)	84	1,537	(0.6%)	129
American	99	(0.6%)	15	1,691	(1.4%)	36	5,619	(2.1%)	52
South East Asian (e.g. Vietnamese)	73	(<0.5%)	92	338	(<0.5%)	60	935	(<0.5%)	74
Middle Eastern	56	(<0.5%)	60	484	(<0.5%)	73	1,801	(0.7%)	120
Scandinavian	37	(<0.5%)	13	469	(<0.5%)	23	1,493	(0.6%)	32
Native American (Indian/Eskimo)	35	(<0.5%)	33	146	(<0.5%)	19	305	(<0.5%)	18
French	20	(<0.5%)	11	322	(<0.5%)	25	1,086	(<0.5%)	38
Dutch	20	(<0.5%)	23	244	(<0.5%)	39	657	(<0.5%)	47

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Other Asian	18	(<0.5%)	210	(<0.5%)	736	(<0.5%)
Japanese	10	(<0.5%)	79	(<0.5%)	257	(<0.5%)
Hawaiian/Pacific Islander	4	(<0.5%)	21	(<0.5%)	49	(<0.5%)

Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	11,694		80,158		183,531	
Elementary (0 to 8 Years)	1,158	(9.9%)	7,658	(9.6%)	11,440	(6.2%)
Some High School (9 to 11 Years)	767	(6.6%)	4,941	(6.2%)	8,314	(4.5%)
High School Graduate (12 Years)	3,349	(28.6%)	17,064	(21.3%)	36,501	(19.9%)
Some College (13 to 16 Years)	2,226	(19%)	11,752	(14.7%)	24,132	(13.1%)
Associates Degree Only	654	(5.6%)	4,402	(5.5%)	10,211	(5.6%)
Bachelor's Degree Only	2,182	(18.7%)	19,833	(24.7%)	51,624	(28.1%)
Graduate Degree	1,358	(11.6%)	14,508	(18.1%)	41,309	(22.5%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	5,929	38,314	90,035
One Person Households	1,422 (24%)	7,268 (19%)	17,279 (19.2%)
Married Couple	2,639 (44.5%)	21,123 (55.1%)	54,809 (60.9%)
Male Householder	506 (8.5%)	2,660 (6.9%)	4,448 (4.9%)
Female Householder	932 (15.7%)	5,591 (14.6%)	10,518 (11.7%)
Non Family Households	430 (7.3%)	1,672 (4.4%)	2,981 (3.3%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	5,929	38,314	90,035
1 Person Household	1,422 (24%)	7,268 (19%)	17,279 (19.2%)
2 Person Household	1,552 (26.2%)	9,745 (25.4%)	23,922 (26.6%)
3 Person Household	1,069 (18%)	7,340 (19.2%)	16,805 (18.7%)
4 Person Household	939 (15.8%)	7,401 (19.3%)	18,453 (20.5%)
5 Person Household	511 (8.6%)	3,681 (9.6%)	8,242 (9.2%)
6 Person Household	224 (3.8%)	1,609 (4.2%)	3,165 (3.5%)
7+ Person Household	212 (3.6%)	1,270 (3.3%)	2,169 (2.4%)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	6,119	39,819	93,683
Owner Occupied Housing	3,281	25,381	64,658
Renter Occupied Housing	2,648	12,933	25,377
Vacant Housing	190	1,505	3,648

Housing Rent

Average Rent	\$1,859.13	120	\$1,863.74	121	\$1,960.31	127
Median Rent	\$1,789.35	127	\$1,810.93	128	\$1,901.1	135
Total Cash Rents Housing	2,608	12,645	24,445			
<\$300	53 (2%)	73	195 (1.5%)	55	519 (2.1%)	74
\$300-\$500	81 (3.1%)	8	377 (3%)	77	575 (2.4%)	61
\$500-\$750	81 (3.1%)	36	541 (4.3%)	49	840 (3.4%)	40
\$750-\$1000	51 (2%)	15	479 (3.8%)	29	814 (3.3%)	26
\$1000-\$1500	549 (21.1%)	8	2,720 (21.5%)	8	4,237 (17.3%)	66
\$1500-\$2000	845 (32.4%)	154	3,233 (25.6%)	121	6,529 (26.7%)	127
\$2000-\$2500	452 (17.3%)	147	2,691 (21.3%)	181	5,356 (21.9%)	186

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	277	(10.6%)	184	1,273	(10.1%)	174	2,783	(11.4%)	197
\$3000-\$3500	104	(4%)	130	487	(3.9%)	126	1,043	(4.3%)	139
>\$3500	115	(4.4%)	120	649	(5.1%)	139	1,749	(7.2%)	194

Value of Owner-Occupied Housing Units

Average House Value	\$759,184.09		141	\$862,197.09		161	\$963,245.51		179
Median House Value	\$612,049.03		156	\$751,900.29		192	\$840,787.83		215
Owner Occupied Housing	3,281			25,381			64,658		
<\$100K	36	(1.1%)	13	241	(0.9%)	12	718	(1.1%)	14
\$100K - \$200K	99	(3%)	23	283	(1.1%)	9	461	(0.7%)	6
\$200K - \$300K	115	(3.5%)	22	683	(2.7%)	17	1,131	(1.7%)	11
\$300K - \$400K	316	(9.6%)	66	1,739	(6.9%)	47	3,199	(4.9%)	34
\$400K - \$500K	590	(18%)	155	2,935	(11.6%)	100	5,655	(8.7%)	74
\$500K - \$1000K	1,454	(44.3%)	173	11,836	(46.6%)	182	29,281	(45.3%)	177
>\$1000K	671	(20.5%)	176	7,664	(30.2%)	260	24,213	(37.4%)	323

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



Benchmark: Nationwide



Poverty

Households in Poverty	567	(9.6%)		3,257	(8.5%)		6,390	(7.1%)	
Households Above Poverty	5,362	(90.4%)		35,057	(91.5%)		83,645	(92.9%)	
Households in Poverty (Married)	99	(1.7%)		663	(1.7%)		1,749	(1.9%)	
Households in Poverty (Male Householder)	60	(1%)		387	(1%)		502	(0.6%)	
Households in Poverty (Female Householder)	119	(2%)		815	(2.1%)		1,309	(1.5%)	
Households in Poverty (Non-Family)	278	(4.7%)		1,331	(3.5%)		2,686	(3%)	
Households in Poverty (Non-Family Student)	11	(<0.5%)		61	(<0.5%)		144	(<0.5%)	

Wealth per Household

Household Average Wealth	\$234,571.18		\$256,072.91		\$271,151.41				
Household Median Wealth	\$75,289.23		\$90,197.54		\$102,143.61				
<\$0K	1,060	(17.9%)		6,417	(16.7%)		14,294	(15.9%)	
\$0K - \$5K	536	(9%)		3,058	(8%)		6,514	(7.2%)	
\$5K - \$10K	277	(4.7%)		1,643	(4.3%)		3,604	(4%)	
\$10K - \$25K	381	(6.4%)		2,342	(6.1%)		5,298	(5.9%)	
\$25K - \$50K	405	(6.8%)		2,576	(6.7%)		5,969	(6.6%)	

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



Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	604	(10.2%)	99	3,882	(10.1%)	99	9,099	(10.1%)	99
\$100K - \$250K	1,054	(17.8%)	98	6,977	(18.2%)	101	16,759	(18.6%)	103
\$250K - \$500K	762	(12.9%)	97	5,244	(13.7%)	103	12,896	(14.3%)	108
>\$500K	850	(14.3%)	96	6,175	(16.1%)	108	15,602	(17.3%)	116

Vehicles per Household

Total Number of Vehicles	10,451			71,268			172,667		
Average Number of Vehicles	1.76		96	1.86		102	1.92		105
No Vehicles	351	(5.9%)	72	3,009	(7.9%)	95	5,240	(5.8%)	70
1 Vehicle	2,133	(36%)	110	11,719	(30.6%)	93	25,409	(28.2%)	86
2 Vehicles	2,500	(42.2%)	114	14,972	(39.1%)	106	39,259	(43.6%)	118
3 or more Vehicles	945	(15.9%)	72	8,614	(22.5%)	102	20,127	(22.4%)	101

Population Change

Births	181			1,240			2,677		
Deaths	114			768			1,924		
Migration	32			1,324			3,563		

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	371	2,633	6,949
Total Employees	3,331	25,270	77,310

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