



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	3,093		47,319		167,967	
Households	1,580		16,498		69,362	
Persons per Household	1.86	75	2.12	83	2.2	86
Household Median Income	\$62,205.44	71	\$71,847.02	82	\$73,095.48	84
Household Median Disposable Income	\$52,737.55	70	\$60,588.11	81	\$61,598.3	85
Household Median Discretionary Income	\$32,499.5	56	\$42,121.14	75	\$43,846.13	76
Average Income Per Person	\$38,260.65	81	\$33,449.63	71	\$43,972.26	93
Median Rent	\$1,301.26	92	\$1,401.66	99	\$1,302.57	92
Median House Value	\$205,303.03	52	\$248,233.17	63	\$281,797.46	72
Households in Poverty	228 (14.4%)	114	2,533 (15.4%)	121	11,410 (16.4%)	130
Household Median Wealth	\$40,045.69	49	\$68,084.74	83	\$69,715.97	85
Average Age	37.9	92	36.61	89	39.36	96
Median Age	33.51	83	30.26	75	35.77	89
Households with Children	198 (12.5%)	47	2,434 (14.8%)	55	13,995 (20.2%)	75
High School Graduate or Higher	2,232 (92.3%)	103	24,422 (91.5%)	102	102,585 (90.9%)	102

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	1,081 (44.7%)	11,786 (44.2%)	50,876 (45.1%)
Pop density (per sq mi)	1,038	1,637	2,241
Area (based on blockgroups)	3	29	75

Population

Population 2025 Q4	3,093	47,319	167,967
Population 2025 Q3	3,110	47,345	167,878
Population 2025 Q2	3,113	47,313	167,769
Population 2025 Q1	3,086	47,312	167,928
Population 2024 Q4	3,087	47,347	168,077
Population 2024 Q3	3,091	47,392	168,274
Population 2024 Q2	3,099	47,475	168,525
Population 2024 Q1	3,091	47,523	168,673
Population 2023 Q4	3,104	47,619	168,720
Population 5 Years Forecast	3,051	47,005	167,027
Population 10 Years Forecast	3,017	46,688	165,882
Persons per Household	1.86	2.12	2.2

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	161	(5.2%)	222	12,267	(25.9%)	1103	15,601	(9.3%)	395
Transient Population - Average Last 4 Quarters	336	(10.9%)	869	2,481	(5.2%)	420	4,055	(2.4%)	193

Households

Households 2025 Q4	1,580		16,498		69,362
Households 2025 Q3	1,584		16,493		69,268
Households 2025 Q2	1,585		16,479		69,201
Households 2025 Q1	1,571		16,478		69,278
Households 2024 Q4	1,572		16,493		69,364
Households 2024 Q3	1,574		16,518		69,473
Households 2024 Q2	1,577		16,551		69,604
Households 2024 Q1	1,574		16,577		69,681
Households 2023 Q4	1,582		16,622		69,683
Households 5 Years Forecast	1,557		16,328		68,938
Households 10 Years Forecast	1,539		16,167		68,433

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Audience Profile

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Gender

Male	1,615	(52.2%)	107	24,499	(51.8%)	106	83,700	(49.8%)	102
Female	1,478	(47.8%)	94	22,820	(48.2%)	95	84,267	(50.2%)	98

Ethnicity

White	1,744	(56.4%)	98	28,793	(60.8%)	106	94,796	(56.4%)	98
Asian	782	(25.3%)	438	7,111	(15%)	260	14,419	(8.6%)	149
Black	365	(11.8%)	100	6,283	(13.3%)	113	37,416	(22.3%)	189
Hispanic (Ethnic)	126	(4.1%)	21	2,831	(6%)	31	12,907	(7.7%)	39
Other	76	(2.5%)	47	2,301	(4.9%)	94	8,429	(5%)	97

Household by Ethnicity

White	1,100	(69.6%)	113	11,021	(66.8%)	108	43,536	(62.8%)	102
Asian	237	(15%)	325	2,054	(12.4%)	269	4,285	(6.2%)	34
Black	162	(10.3%)	94	2,075	(12.6%)	115	13,391	(19.3%)	176
Other	42	(2.7%)	35	770	(4.7%)	62	4,356	(6.3%)	83
Hispanic (Ethnic)	39	(2.5%)	16	578	(3.5%)	23	3,794	(5.5%)	36

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	\$71,926.16		59	\$86,320.03		71	\$102,940.13		85
Average Income Per Person	\$38,260.65		8	\$33,449.63		71	\$43,972.26		93
Household Median Income	\$62,205.44		71	\$71,847.02		8	\$73,095.48		84
<\$15K	119	(7.5%)	104	1,413	(8.6%)	119	6,630	(9.6%)	132
\$15K - \$25K	87	(5.5%)	94	1,041	(6.3%)	107	4,894	(7.1%)	120
\$25K - \$35K	232	(14.7%)	239	1,405	(8.5%)	139	5,341	(7.7%)	126
\$35K - \$50K	165	(10.4%)	111	1,887	(11.4%)	122	7,551	(10.9%)	116
\$50K - \$75K	391	(24.7%)	165	2,817	(17.1%)	114	10,998	(15.9%)	106
\$75K - \$100K	258	(16.3%)	130	2,516	(15.3%)	121	8,901	(12.8%)	102
\$100K - \$150K	231	(14.6%)	8	3,182	(19.3%)	106	11,511	(16.6%)	91
\$150K - \$175K	35	(2.2%)	35	755	(4.6%)	73	3,495	(5%)	8
\$175K - \$200K	29	(1.8%)	37	556	(3.4%)	68	2,622	(3.8%)	76
\$200K - \$250K	18	(1.1%)	14	524	(3.2%)	39	4,161	(6%)	74
\$250K - \$500K	8	(0.5%)	15	224	(1.4%)	39	1,779	(2.6%)	74
>\$500K	7	(<0.5%)	15	178	(1.1%)	37	1,479	(2.1%)	74

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	\$58,016.21	64	\$70,159.04	7	\$77,100.8	85
Household Median Disposable Income	\$52,737.55	70	\$60,588.11	8	\$61,598.3	8
<\$15K	122 (7.7%)	98	1,524 (9.2%)	117	7,188 (10.4%)	32
\$15K - \$25K	128 (8.1%)	118	1,290 (7.8%)	114	5,762 (8.3%)	121
\$25K - \$35K	315 (19.9%)	279	1,728 (10.5%)	146	6,442 (9.3%)	30
\$35K - \$50K	156 (9.9%)	88	2,378 (14.4%)	128	9,373 (13.5%)	120
\$50K - \$75K	449 (28.4%)	169	3,257 (19.7%)	117	12,354 (17.8%)	106
\$75K - \$100K	242 (15.3%)	107	2,727 (16.5%)	115	9,738 (14%)	98
\$100K - \$150K	129 (8.2%)	43	2,601 (15.8%)	84	10,741 (15.5%)	8
\$150K - \$175K	14 (0.9%)	17	342 (2.1%)	40	2,468 (3.6%)	69
\$175K - \$200K	6 (<0.5%)	11	156 (0.9%)	28	1,288 (1.9%)	54
\$200K - \$250K	8 (0.5%)	15	198 (1.2%)	36	1,610 (2.3%)	70
\$250K - \$500K	10 (0.6%)	14	274 (1.7%)	37	2,206 (3.2%)	70
>\$500K	1 (<0.5%)	16	23 (<0.5%)	35	192 (<0.5%)	70

Discretionary Households Income

Household Average Discretionary Income	\$38,308.3	56	\$49,428.79	72	\$56,182.79	8
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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	\$32,499.5	56	\$42,121.14	73	\$43,846.13	76
<\$10K	129 (8.2%)	105	1,449 (8.8%)	113	8,183 (11.8%)	152
\$10K - \$20K	258 (16.3%)	178	2,022 (12.3%)	134	8,303 (12%)	131
\$20K - \$30K	366 (23.2%)	245	2,334 (14.1%)	150	8,616 (12.4%)	132
\$30K - \$40K	180 (11.4%)	125	2,074 (12.6%)	137	7,197 (10.4%)	113
\$40K - \$50K	243 (15.4%)	182	1,737 (10.5%)	125	5,947 (8.6%)	102
\$50K - \$75K	278 (17.6%)	100	3,527 (21.4%)	122	12,341 (17.8%)	101
\$75K - \$100K	63 (4%)	32	1,807 (11%)	88	7,181 (10.4%)	83
\$100K - \$125K	36 (2.3%)	27	818 (5%)	58	4,315 (6.2%)	73
\$125K - \$150K	27 (1.7%)	26	524 (3.2%)	49	3,109 (4.5%)	69
>\$150K			206 (1.2%)	12	4,170 (6%)	59

Households Income by Ethnicity

Average Income - White	\$67,498.01	66	\$81,390.15	74	\$95,381.3	93
Median Income - White	\$63,085.51	67	\$75,020.7	74	\$85,686.66	91
Average Income - Black	\$60,167.82	8	\$81,644.14	110	\$58,370.46	7
Median Income - Black	\$58,204.31	97	\$66,447.41	110	\$46,888.14	7

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Audience Profile

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$71,539.03 (59)	\$70,023.31 (58)	\$87,841.8 (73)
Median Income - Asian	\$62,624.82 (50)	\$51,022.12 (40)	\$66,374.57 (53)
Average Income - Hispanic	\$81,142.38 (94)	\$98,929.02 (114)	\$79,074.9 (91)
Median Income - Hispanic	\$86,457.87 (115)	\$96,652.68 (129)	\$67,437.86 (90)
Average Income - Other	\$66,016.17 (69)	\$82,171.2 (86)	\$82,464.07 (86)
Median Income - Other	\$77,083.25 (89)	\$82,608.39 (95)	\$75,915.46 (88)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	37.9 (92)	36.61 (89)	39.36 (96)
Median Age	33.51 (83)	30.26 (75)	35.77 (89)
0-4	266 (8.6%) (160)	2,110 (4.5%) (83)	9,448 (5.6%) (105)
5-13	217 (7%) (69)	2,912 (6.2%) (61)	14,114 (8.4%) (83)
14-17	70 (2.3%) (43)	4,267 (9%) (171)	9,717 (5.8%) (110)
18-21	70 (2.3%) (41)	6,120 (12.9%) (234)	12,001 (7.1%) (130)
22-24	52 (1.7%) (40)	5,220 (11%) (263)	9,879 (5.9%) (140)
25-29	421 (13.6%) (231)	2,765 (5.8%) (99)	11,650 (6.9%) (118)
30-34	513 (16.6%) (258)	4,097 (8.7%) (135)	14,718 (8.8%) (136)

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35-39	369	(11.9%)	181	3,080	(6.5%)	99	12,689	(7.6%)	115
40-44	200	(6.5%)	100	2,176	(4.6%)	71	9,865	(5.9%)	91
45-49	123	(4%)	66	1,534	(3.2%)	54	7,843	(4.7%)	7
50-54	99	(3.2%)	54	1,528	(3.2%)	55	7,865	(4.7%)	7
55-59	102	(3.3%)	55	1,721	(3.6%)	60	8,732	(5.2%)	86
60-64	113	(3.7%)	58	2,115	(4.5%)	70	9,438	(5.6%)	88
65-69	151	(4.9%)	8	2,047	(4.3%)	71	9,095	(5.4%)	89
70-74	104	(3.4%)	66	1,795	(3.8%)	74	7,443	(4.4%)	86
75-79	75	(2.4%)	61	1,376	(2.9%)	75	5,817	(3.5%)	87
80-84	58	(1.9%)	74	1,010	(2.1%)	85	3,759	(2.2%)	89
85+	90	(2.9%)	140	1,446	(3.1%)	147	3,894	(2.3%)	111

Age - Male

Male Average Age	36.89	92	34.45	86	37.98	95			
Male Median Age	33.27	87	27.18	71	33.61	88			
0-4	137	(8.5%)	151	1,086	(4.4%)	7	4,847	(5.8%)	103
5-13	117	(7.2%)	69	1,501	(6.1%)	58	7,143	(8.5%)	8

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	1 Mile		3 Mile		5 Mile	
14-17	34	(2.1%)	2,376	(9.7%)	5,162	(6.2%)
18-21	35	(2.2%)	3,471	(14.2%)	6,537	(7.8%)
22-24	24	(1.5%)	2,986	(12.2%)	5,452	(6.5%)
25-29	218	(13.5%)	1,524	(6.2%)	5,893	(7%)
30-34	297	(18.4%)	2,268	(9.3%)	7,554	(9%)
35-39	198	(12.3%)	1,625	(6.6%)	6,411	(7.7%)
40-44	112	(6.9%)	1,160	(4.7%)	5,011	(6%)
45-49	68	(4.2%)	765	(3.1%)	3,855	(4.6%)
50-54	56	(3.5%)	760	(3.1%)	3,791	(4.5%)
55-59	48	(3%)	812	(3.3%)	4,242	(5.1%)
60-64	62	(3.8%)	1,002	(4.1%)	4,578	(5.5%)
65-69	75	(4.6%)	939	(3.8%)	4,322	(5.2%)
70-74	45	(2.8%)	802	(3.3%)	3,490	(4.2%)
75-79	31	(1.9%)	590	(2.4%)	2,614	(3.1%)
80-84	25	(1.5%)	401	(1.6%)	1,505	(1.8%)
85+	33	(2%)	431	(1.8%)	1,293	(1.5%)

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	39.01	38.93	40.73
Female Median Age	33.85	32.1	37.04
0-4	129 (8.7%)	1,024 (4.5%)	4,601 (5.5%)
5-13	100 (6.8%)	1,411 (6.2%)	6,971 (8.3%)
14-17	36 (2.4%)	1,891 (8.3%)	4,555 (5.4%)
18-21	35 (2.4%)	2,649 (11.6%)	5,464 (6.5%)
22-24	28 (1.9%)	2,234 (9.8%)	4,427 (5.3%)
25-29	203 (13.7%)	1,241 (5.4%)	5,757 (6.8%)
30-34	216 (14.6%)	1,829 (8%)	7,164 (8.5%)
35-39	171 (11.6%)	1,455 (6.4%)	6,278 (7.5%)
40-44	88 (6%)	1,016 (4.5%)	4,854 (5.8%)
45-49	55 (3.7%)	769 (3.4%)	3,988 (4.7%)
50-54	43 (2.9%)	768 (3.4%)	4,074 (4.8%)
55-59	54 (3.7%)	909 (4%)	4,490 (5.3%)
60-64	51 (3.5%)	1,113 (4.9%)	4,860 (5.8%)

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65-69	76	(5.1%)	8	1,108	(4.9%)	76	4,773	(5.7%)	89
70-74	59	(4%)	74	993	(4.4%)	8	3,953	(4.7%)	87
75-79	44	(3%)	69	786	(3.4%)	8	3,203	(3.8%)	88
80-84	33	(2.2%)	74	609	(2.7%)	94	2,254	(2.7%)	94
85+	57	(3.9%)	147	1,015	(4.4%)	170	2,601	(3.1%)	118

Employment by Occupation

Total Employees (16+ Years Old)	1,523			22,664			85,206		
Professional Specialty	434	(28.5%)	115	8,512	(37.6%)	152	30,510	(35.8%)	145
Managerial/Executive	282	(18.5%)	106	2,599	(11.5%)	66	12,463	(14.6%)	84
Production & Transportation	227	(14.9%)	116	2,363	(10.4%)	8	7,662	(9%)	70
Food Preparation & Serving	144	(9.5%)	185	1,852	(8.2%)	160	5,547	(6.5%)	128
Healthcare support	139	(9.1%)	279	748	(3.3%)	101	3,449	(4%)	124
Sales	89	(5.8%)	63	1,517	(6.7%)	72	6,856	(8%)	86
Office Admin	88	(5.8%)	54	2,567	(11.3%)	107	9,128	(10.7%)	101
Building Maintenance & Cleaning	53	(3.5%)	103	469	(2.1%)	61	1,889	(2.2%)	65
Construction	36	(2.4%)	30	1,026	(4.5%)	57	3,384	(4%)	50

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Personal Care	31	(2%)	8	694	(3.1%)	123	2,266	(2.7%)	107
Farming, Fishing & Forestry				5	(<0.5%)	4	143	(<0.5%)	29
Protective				312	(1.4%)	64	1,909	(2.2%)	103

Employment by Industry

Total Employees (16+ Years Old)	1,523			22,664			85,206		
Educational Services	465	(30.5%)	131	8,418	(37.1%)	159	30,727	(36.1%)	154
Wholesale Retail	276	(18.1%)	138	2,914	(12.9%)	98	10,137	(11.9%)	90
Entertainment Services	178	(11.7%)	135	2,215	(9.8%)	113	7,778	(9.1%)	105
Financial, Insurance & Real Estate	164	(10.8%)	160	583	(2.6%)	38	3,692	(4.3%)	64
Manufacturing	163	(10.7%)	108	1,998	(8.8%)	89	7,457	(8.8%)	88
Professional Services	119	(7.8%)	97	2,308	(10.2%)	126	8,121	(9.5%)	118
Agriculture/Mining/Construction	52	(3.4%)	40	619	(2.7%)	32	2,654	(3.1%)	37
Transportation	41	(2.7%)	46	970	(4.3%)	73	3,438	(4%)	69
Other Professional Services	30	(2%)	42	897	(4%)	84	3,242	(3.8%)	8
Administrative/Waste Services	13	(0.9%)	20	594	(2.6%)	63	3,101	(3.6%)	87
Management Services	13	(0.9%)	673	46	(<0.5%)	160	145	(<0.5%)	34

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Information	9	(0.6%)	32	410	(1.8%)	97	1,668	(2%)	105
Public Administration				692	(3.1%)	64	3,046	(3.6%)	75

Language Spoken

Speak English at Home	2,236	(79.1%)	102	37,272	(82.4%)	107	135,999	(85.8%)	111
Speak Other Language at Home	544	(19.2%)	227	6,677	(14.8%)	174	15,260	(9.6%)	113
Speak Spanish at Home	47	(1.7%)	12	1,260	(2.8%)	20	7,260	(4.6%)	32

Ancestry

Other	479	(15.5%)	113	7,725	(16.3%)	119	23,764	(14.1%)	104
Unclassified	420	(13.6%)	92	7,652	(16.2%)	110	20,976	(12.5%)	85
Chinese	324	(10.5%)	814	2,999	(6.3%)	493	4,581	(2.7%)	212
South Central Asian (e.g. Indian)	287	(9.3%)	587	2,224	(4.7%)	298	5,617	(3.3%)	212
German	170	(5.5%)	7	2,781	(5.9%)	83	10,153	(6%)	85
Scottish/Irish	168	(5.4%)	91	2,607	(5.5%)	92	10,801	(6.4%)	108
Italian	139	(4.5%)	168	2,652	(5.6%)	210	9,294	(5.5%)	207
British	111	(3.6%)	69	1,978	(4.2%)	8	8,541	(5.1%)	98
Other European (e.g. Greek/Russian)	102	(3.3%)	119	1,623	(3.4%)	124	5,711	(3.4%)	123

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American	76	(2.5%)	62	1,194	(2.5%)	63	4,477	(2.7%)	67
Puerto Rican	71	(2.3%)	8	1,438	(3%)	108	8,249	(4.9%)	175
Korean	45	(1.5%)	328	523	(1.1%)	249	1,236	(0.7%)	166
Polish	41	(1.3%)	97	1,015	(2.1%)	157	3,167	(1.9%)	138
Middle Eastern	40	(1.3%)	232	374	(0.8%)	142	1,172	(0.7%)	125
South East Asian (e.g. Vietnamese)	39	(1.3%)	267	311	(0.7%)	139	719	(<0.5%)	91
Other Asian	34	(1.1%)	311	230	(<0.5%)	137	475	(<0.5%)	8
Mexican	27	(0.9%)	8	404	(0.9%)	8	1,011	(0.6%)	5
Scandinavian	25	(0.8%)	47	341	(0.7%)	42	1,286	(0.8%)	45
French	19	(0.6%)	58	404	(0.9%)	8	1,210	(0.7%)	68
Dutch	19	(0.6%)	117	370	(0.8%)	149	1,172	(0.7%)	133
South American	9	(<0.5%)	21	265	(0.6%)	41	695	(<0.5%)	30
Japanese	7	(<0.5%)	100	128	(<0.5%)	119	257	(<0.5%)	67
Dominican	7	(<0.5%)	34	161	(<0.5%)	51	869	(0.5%)	7
Other Hispanic	6	(<0.5%)	18	260	(0.5%)	52	920	(0.5%)	51
Native American (Indian/Eskimo)	4	(<0.5%)	20	101	(<0.5%)	34	333	(<0.5%)	31

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	4	(<0.5%)	109	(<0.5%)	429	(<0.5%)
Central American	2	(<0.5%)	194	(<0.5%)	734	(<0.5%)
Hawaiian/Pacific Islander	1	(<0.5%)	11	(<0.5%)	56	(<0.5%)

Education (Age 25+)

Total Educated Population	2,418		26,690		112,808	
Elementary (0 to 8 Years)	83	(3.4%)	963	(3.6%)	3,722	(3.3%)
Some High School (9 to 11 Years)	103	(4.3%)	1,305	(4.9%)	6,501	(5.8%)
High School Graduate (12 Years)	412	(17%)	5,405	(20.3%)	21,622	(19.2%)
Some College (13 to 16 Years)	442	(18.3%)	3,835	(14.4%)	18,047	(16%)
Associates Degree Only	297	(12.3%)	3,396	(12.7%)	12,040	(10.7%)
Bachelor's Degree Only	486	(20.1%)	6,117	(22.9%)	26,157	(23.2%)
Graduate Degree	595	(24.6%)	5,669	(21.2%)	24,719	(21.9%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	1,580	16,498	69,362
One Person Households	697 (44.1%)	6,370 (38.6%)	26,453 (38.1%)
Married Couple	330 (20.9%)	5,033 (30.5%)	22,211 (32%)
Male Householder	47 (3%)	718 (4.4%)	2,421 (3.5%)
Female Householder	201 (12.7%)	1,688 (10.2%)	9,445 (13.6%)
Non Family Households	305 (19.3%)	2,689 (16.3%)	8,832 (12.7%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	1,580	16,498	69,362
1 Person Household	697 (44.1%)	6,370 (38.6%)	26,453 (38.1%)
2 Person Household	551 (34.9%)	5,477 (33.2%)	22,146 (31.9%)
3 Person Household	175 (11.1%)	2,302 (14%)	9,435 (13.6%)
4 Person Household	104 (6.6%)	1,513 (9.2%)	6,828 (9.8%)
5 Person Household	36 (2.3%)	488 (3%)	2,756 (4%)
6 Person Household	12 (0.8%)	219 (1.3%)	1,078 (1.6%)
7+ Person Household	5 (<0.5%)	129 (0.8%)	666 (1%)

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	1,730	17,689	75,001
Renter Occupied Housing	1,314	8,209	34,274
Owner Occupied Housing	266	8,289	35,088
Vacant Housing	150	1,191	5,639

Housing Rent

Average Rent	\$1,356.52	88	\$1,528.24	99	\$1,386.39	90
Median Rent	\$1,301.26	92	\$1,401.66	99	\$1,302.57	92
Total Cash Rents Housing	1,297	7,979	33,593			
<\$300		77 (1%)	35	793 (2.4%)	84	
\$300-\$500	1 (<0.5%)	2	151 (1.9%)	49	1,036 (3.1%)	8
\$500-\$750	22 (1.7%)	20	294 (3.7%)	42	2,764 (8.2%)	95
\$750-\$1000	170 (13.1%)	101	1,023 (12.8%)	99	4,920 (14.6%)	113
\$1000-\$1500	756 (58.3%)	222	3,043 (38.1%)	145	12,036 (35.8%)	136
\$1500-\$2000	278 (21.4%)	102	1,910 (23.9%)	114	7,345 (21.9%)	104
\$2000-\$2500	56 (4.3%)	37	881 (11%)	94	2,956 (8.8%)	75

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	13	(1%)	17	268	(3.4%)	58	894	(2.7%)	46
\$3000-\$3500	1	(<0.5%)	3	135	(1.7%)	55	370	(1.1%)	36
>\$3500				197	(2.5%)	67	479	(1.4%)	39

Value of Owner-Occupied Housing Units

Average House Value	\$206,205.92	38	\$288,969.16	54	\$348,588.16	65			
Median House Value	\$205,303.03	52	\$248,233.17	63	\$281,797.46	72			
Owner Occupied Housing	266		8,289		35,088				
<\$100K	43	(16.2%)	197	400	(4.8%)	59	2,685	(7.7%)	93
\$100K - \$200K	83	(31.2%)	242	2,011	(24.3%)	188	6,979	(19.9%)	154
\$200K - \$300K	112	(42.1%)	270	3,554	(42.9%)	275	9,717	(27.7%)	177
\$300K - \$400K	22	(8.3%)	57	1,645	(19.8%)	136	6,851	(19.5%)	34
\$400K - \$500K	1	(<0.5%)	3	315	(3.8%)	33	3,231	(9.2%)	7
\$500K - \$1000K	3	(1.1%)	4	245	(3%)	12	4,449	(12.7%)	50
>\$1000K	2	(0.8%)	6	119	(1.4%)	12	1,176	(3.4%)	29

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



Benchmark: Nationwide



Poverty

Households in Poverty	228	(14.4%)	114	2,533	(15.4%)	121	11,410	(16.4%)	130
Households Above Poverty	1,352	(85.6%)	98	13,965	(84.6%)	97	57,952	(83.6%)	96
Households in Poverty (Married)	55	(3.5%)	160	233	(1.4%)	65	733	(1.1%)	49
Households in Poverty (Male Householder)				73	(<0.5%)	69	320	(<0.5%)	72
Households in Poverty (Female Householder)	26	(1.6%)	56	320	(1.9%)	66	2,472	(3.6%)	121
Households in Poverty (Non-Family)	132	(8.4%)	133	1,424	(8.6%)	138	6,795	(9.8%)	156
Households in Poverty (Non-Family Student)	15	(0.9%)	152	483	(2.9%)	470	1,090	(1.6%)	252

Wealth per Household

Household Average Wealth	\$194,898.73	8	\$228,459.51	94	\$231,272.17	95			
Household Median Wealth	\$40,045.69	49	\$68,084.74	83	\$69,715.97	85			
<\$0K	337	(21.3%)	123	3,080	(18.7%)	108	12,874	(18.6%)	107
\$0K - \$5K	178	(11.3%)	133	1,536	(9.3%)	110	6,429	(9.3%)	109
\$5K - \$10K	93	(5.9%)	130	818	(5%)	110	3,400	(4.9%)	108
\$10K - \$25K	117	(7.4%)	117	1,100	(6.7%)	105	4,573	(6.6%)	104
\$25K - \$50K	108	(6.8%)	100	1,120	(6.8%)	100	4,694	(6.8%)	99

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	150	(9.5%)	1,645	(10%)	6,875	(9.9%)
\$100K - \$250K	244	(15.4%)	2,838	(17.2%)	11,950	(17.2%)
\$250K - \$500K	170	(10.8%)	2,053	(12.4%)	8,688	(12.5%)
>\$500K	183	(11.6%)	2,308	(14%)	9,879	(14.2%)

Vehicles per Household

Total Number of Vehicles	1,980		24,372		99,765	
Average Number of Vehicles	1.25		1.48		1.44	
No Vehicles	124	(7.8%)	1,718	(10.4%)	10,006	(14.4%)
1 Vehicle	955	(60.4%)	7,805	(47.3%)	29,273	(42.2%)
2 Vehicles	478	(30.3%)	5,000	(30.3%)	22,281	(32.1%)
3 or more Vehicles	23	(1.5%)	1,975	(12%)	7,802	(11.2%)

Population Change

Births	47		440		1,809	
Deaths	15		283		1,137	
Migration	-17		-151		-666	

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	455	3,473	7,276
Total Employees	11,022	115,932	188,315

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