



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Metric	1 Mile	3 Mile	5 Mile
Population	8,689	84,695	176,317
Households	3,604	33,407	67,704
Persons per Household	2.35 <span>92</span>	2.41 <span>94</span>	2.5 <span>98</span>
Household Median Income	\$90,511.71 <span>104</span>	\$84,951.41 <span>97</span>	\$88,196.41 <span>101</span>
Household Median Disposable Income	\$76,687.16 <span>102</span>	\$71,701.02 <span>96</span>	\$74,359 <span>99</span>
Household Median Discretionary Income	\$66,552.2 <span>115</span>	\$55,607.7 <span>96</span>	\$58,840.53 <span>102</span>
Average Income Per Person	\$46,348.6 <span>98</span>	\$45,690.96 <span>97</span>	\$45,591.78 <span>97</span>
Median Rent	\$1,386.27 <span>98</span>	\$1,367.32 <span>97</span>	\$1,334.1 <span>95</span>
Median House Value	\$333,573.13 <span>85</span>	\$349,544.17 <span>89</span>	\$362,263.65 <span>93</span>
Households in Poverty	344 (9.5%) <span>75</span>	4,180 (12.5%) <span>99</span>	7,738 (11.4%) <span>90</span>
Household Median Wealth	\$85,828.16 <span>105</span>	\$78,580.31 <span>96</span>	\$82,694.13 <span>101</span>
Average Age	44.89 <span>109</span>	40.29 <span>98</span>	40.52 <span>98</span>
Median Age	45.13 <span>112</span>	37.67 <span>93</span>	38.2 <span>95</span>
Households with Children	792 (22%) <span>8</span>	8,153 (24.4%) <span>91</span>	17,107 (25.3%) <span>94</span>
High School Graduate or Higher	5,779 (90.2%) <span>101</span>	52,565 (90.9%) <span>102</span>	108,932 (90.3%) <span>101</span>

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	2,401 (37.5%)	23,069 (39.9%)	45,247 (37.5%)
Pop density (per sq mi)	1,935	3,032	2,313
Area (based on blockgroups)	4	28	76

## Population

Population 2025 Q4	8,689	84,695	176,317
Population 2025 Q3	8,704	84,875	176,432
Population 2025 Q2	8,722	84,901	176,444
Population 2025 Q1	8,735	84,947	176,283
Population 2024 Q4	8,738	84,942	176,115
Population 2024 Q3	8,728	84,829	175,978
Population 2024 Q2	8,750	84,642	175,872
Population 2024 Q1	8,751	84,743	176,035
Population 2023 Q4	8,746	84,702	176,016
Population 5 Years Forecast	8,759	86,166	180,630
Population 10 Years Forecast	8,952	88,442	186,114
Persons per Household	2.35	2.41	2.5

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



# Audience Profile

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	218	(2.5%)	107	4,299	(5.1%)	216	7,193	(4.1%)	174
Transient Population - Average Last 4 Quarters	68	(0.8%)	62	838	(1%)	7	1,920	(1.1%)	87

## Households

Households 2025 Q4	3,604		33,407		67,704
Households 2025 Q3	3,611		33,473		67,736
Households 2025 Q2	3,618		33,476		67,738
Households 2025 Q1	3,624		33,497		67,671
Households 2024 Q4	3,625		33,494		67,605
Households 2024 Q3	3,621		33,445		67,539
Households 2024 Q2	3,629		33,384		67,519
Households 2024 Q1	3,629		33,426		67,593
Households 2023 Q4	3,627		33,413		67,590
Households 5 Years Forecast	3,636		34,011		69,394
Households 10 Years Forecast	3,719		34,958		71,577

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Gender

Gender	1 Mile	3 Mile	5 Mile
Male	4,190 (48.2%)	40,775 (48.1%)	85,088 (48.3%)
Female	4,499 (51.8%)	43,920 (51.9%)	91,229 (51.7%)

## Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	6,057 (69.7%)	52,760 (62.3%)	110,499 (62.7%)
Hispanic (Ethnic)	1,503 (17.3%)	18,218 (21.5%)	38,836 (22%)
Other	433 (5%)	3,648 (4.3%)	6,893 (3.9%)
Asian	421 (4.8%)	4,328 (5.1%)	7,721 (4.4%)
Black	275 (3.2%)	5,741 (6.8%)	12,368 (7%)

## Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	2,506 (69.5%)	21,138 (63.3%)	44,221 (65.3%)
Hispanic (Ethnic)	648 (18%)	6,521 (19.5%)	12,631 (18.7%)
Other	253 (7%)	2,951 (8.8%)	5,029 (7.4%)
Asian	103 (2.9%)	1,254 (3.8%)	2,170 (3.2%)
Black	94 (2.6%)	1,543 (4.6%)	3,653 (5.4%)

## 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	\$109,206.26		90	\$112,290.14		92	\$115,802.1		95
Average Income Per Person	\$46,348.6		98	\$45,690.96		97	\$45,591.78		97
Household Median Income	\$90,511.71		104	\$84,951.41		97	\$88,196.41		101
<\$15K	257	(7.1%)	99	2,207	(6.6%)	91	4,104	(6.1%)	84
\$15K - \$25K	91	(2.5%)	43	1,750	(5.2%)	89	3,487	(5.2%)	88
\$25K - \$35K	275	(7.6%)	124	1,889	(5.7%)	92	3,610	(5.3%)	87
\$35K - \$50K	312	(8.7%)	92	3,157	(9.5%)	101	5,966	(8.8%)	94
\$50K - \$75K	500	(13.9%)	93	5,532	(16.6%)	111	11,038	(16.3%)	109
\$75K - \$100K	625	(17.3%)	138	5,118	(15.3%)	122	10,260	(15.2%)	120
\$100K - \$150K	761	(21.1%)	116	6,431	(19.3%)	106	13,989	(20.7%)	114
\$150K - \$175K	242	(6.7%)	107	2,026	(6.1%)	96	4,152	(6.1%)	97
\$175K - \$200K	171	(4.7%)	95	1,554	(4.7%)	93	3,310	(4.9%)	98
\$200K - \$250K	208	(5.8%)	72	2,094	(6.3%)	7	4,362	(6.4%)	8
\$250K - \$500K	88	(2.4%)	71	897	(2.7%)	7	1,869	(2.8%)	8
>\$500K	74	(2.1%)	71	752	(2.3%)	7	1,557	(2.3%)	8

## 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	\$86,096.17		95	\$85,401.01		94	\$87,251.52		96
Household Median Disposable Income	\$76,687.16		102	\$71,701.02		96	\$74,359		99
<\$15K	294	(8.2%)	104	2,596	(7.8%)	99	4,757	(7%)	89
\$15K - \$25K	85	(2.4%)	34	1,878	(5.6%)	8	3,783	(5.6%)	8
\$25K - \$35K	392	(10.9%)	152	2,345	(7%)	98	4,633	(6.8%)	96
\$35K - \$50K	349	(9.7%)	86	3,961	(11.9%)	105	7,945	(11.7%)	104
\$50K - \$75K	628	(17.4%)	103	6,795	(20.3%)	121	13,083	(19.3%)	115
\$75K - \$100K	720	(20%)	139	5,414	(16.2%)	113	11,354	(16.8%)	117
\$100K - \$150K	700	(19.4%)	103	6,089	(18.2%)	97	13,007	(19.2%)	102
\$150K - \$175K	143	(4%)	71	1,358	(4.1%)	7	2,940	(4.3%)	85
\$175K - \$200K	84	(2.3%)	68	831	(2.5%)	73	1,741	(2.6%)	73
\$200K - \$250K	84	(2.3%)	70	860	(2.6%)	7	1,793	(2.6%)	8
\$250K - \$500K	115	(3.2%)	70	1,177	(3.5%)	7	2,455	(3.6%)	8
>\$500K	10	(<0.5%)	70	103	(<0.5%)	7	213	(<0.5%)	7

## Discretionary Households Income

Household Average Discretionary Income	\$71,328.95		104	\$65,732.01		96	\$68,422.82		100
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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	\$66,552.2	115	\$55,607.7	96	\$58,840.53	102
<\$10K	218 (6%)	74	2,411 (7.2%)	93	4,306 (6.4%)	87
\$10K - \$20K	131 (3.6%)	40	2,698 (8.1%)	88	5,312 (7.8%)	86
\$20K - \$30K	449 (12.5%)	132	3,147 (9.4%)	100	6,071 (9%)	95
\$30K - \$40K	352 (9.8%)	107	3,429 (10.3%)	112	6,554 (9.7%)	106
\$40K - \$50K	224 (6.2%)	74	3,306 (9.9%)	117	6,409 (9.5%)	112
\$50K - \$75K	768 (21.3%)	121	7,063 (21.1%)	120	14,310 (21.1%)	120
\$75K - \$100K	544 (15.1%)	121	4,265 (12.8%)	103	9,251 (13.7%)	110
\$100K - \$125K	405 (11.2%)	132	2,532 (7.6%)	89	5,706 (8.4%)	99
\$125K - \$150K	245 (6.8%)	105	1,955 (5.9%)	90	4,106 (6.1%)	94
>\$150K	268 (7.4%)	73	2,601 (7.8%)	77	5,679 (8.4%)	83

## Households Income by Ethnicity

Average Income - White	\$103,558.78	101	\$102,827.68	100	\$104,364.23	102
Median Income - White	\$97,583.95	103	\$95,120.41	101	\$97,693.09	103
Average Income - Black	\$86,588.77	116	\$79,484.62	107	\$73,472.5	99
Median Income - Black	\$79,838.52	133	\$70,481.58	117	\$66,323.67	110

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$143,462.65 (119)	\$115,066.81 (95)	\$115,839.76 (96)
Median Income - Asian	\$158,552.46 (126)	\$112,499.5 (89)	\$112,919.65 (90)
Average Income - Hispanic	\$69,470.39 (8)	\$74,841.02 (86)	\$76,496.83 (88)
Median Income - Hispanic	\$73,013.84 (97)	\$66,342.61 (88)	\$68,470.21 (91)
Average Income - Other	\$69,437.8 (72)	\$76,105.82 (7)	\$85,291.5 (89)
Median Income - Other	\$65,430.67 (76)	\$66,539.56 (7)	\$75,918.13 (88)

## Age

	1 Mile	3 Mile	5 Mile
Average Age	44.89 (109)	40.29 (98)	40.52 (98)
Median Age	45.13 (112)	37.67 (93)	38.2 (95)
0-4	418 (4.8%) (90)	4,886 (5.8%) (107)	9,935 (5.6%) (105)
5-13	872 (10%) (99)	8,476 (10%) (99)	18,340 (10.4%) (103)
14-17	393 (4.5%) (86)	4,572 (5.4%) (102)	9,421 (5.3%) (101)
18-21	355 (4.1%) (74)	5,025 (5.9%) (108)	10,103 (5.7%) (104)
22-24	247 (2.8%) (68)	3,926 (4.6%) (111)	7,840 (4.4%) (106)
25-29	434 (5%) (85)	5,339 (6.3%) (107)	10,720 (6.1%) (103)
30-34	498 (5.7%) (89)	6,105 (7.2%) (112)	11,954 (6.8%) (105)

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# Audience Profile

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
35-39	553	(6.4%)	97	6,011	(7.1%)	108	12,312	(7%)	106
40-44	557	(6.4%)	100	5,402	(6.4%)	99	11,349	(6.4%)	100
45-49	520	(6%)	99	4,766	(5.6%)	94	10,157	(5.8%)	96
50-54	456	(5.2%)	89	4,412	(5.2%)	88	9,417	(5.3%)	90
55-59	494	(5.7%)	94	4,494	(5.3%)	88	9,678	(5.5%)	91
60-64	562	(6.5%)	102	4,952	(5.8%)	92	10,563	(6%)	94
65-69	646	(7.4%)	122	4,800	(5.7%)	93	10,402	(5.9%)	96
70-74	532	(6.1%)	119	4,108	(4.9%)	95	8,933	(5.1%)	99
75-79	454	(5.2%)	131	3,245	(3.8%)	96	6,868	(3.9%)	98
80-84	319	(3.7%)	145	2,187	(2.6%)	102	4,463	(2.5%)	100
85+	379	(4.4%)	210	1,989	(2.3%)	113	3,862	(2.2%)	105

## Age - Male

Male Average Age	42.7		107	39.12		98	39.3		98
Male Median Age	42.02		110	36.79		96	37.18		97
0-4	215	(5.1%)	91	2,499	(6.1%)	109	5,087	(6%)	107
5-13	459	(11%)	104	4,333	(10.6%)	101	9,419	(11.1%)	105

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	209	(5%)	91	2,214	(5.4%)	99	4,684	(5.5%)	101
18-21	190	(4.5%)	74	2,468	(6.1%)	105	4,999	(5.9%)	102
22-24	133	(3.2%)	72	1,983	(4.9%)	110	3,915	(4.6%)	105
25-29	213	(5.1%)	83	2,579	(6.3%)	103	5,263	(6.2%)	101
30-34	266	(6.3%)	96	2,992	(7.3%)	111	5,909	(6.9%)	105
35-39	270	(6.4%)	96	2,951	(7.2%)	108	5,987	(7%)	105
40-44	277	(6.6%)	102	2,669	(6.5%)	101	5,557	(6.5%)	101
45-49	257	(6.1%)	102	2,319	(5.7%)	94	4,966	(5.8%)	97
50-54	231	(5.5%)	93	2,158	(5.3%)	89	4,630	(5.4%)	92
55-59	246	(5.9%)	98	2,168	(5.3%)	88	4,668	(5.5%)	91
60-64	257	(6.1%)	98	2,344	(5.7%)	92	4,937	(5.8%)	93
65-69	289	(6.9%)	117	2,236	(5.5%)	93	4,836	(5.7%)	97
70-74	228	(5.4%)	113	1,884	(4.6%)	96	4,058	(4.8%)	99
75-79	197	(4.7%)	129	1,446	(3.5%)	97	3,062	(3.6%)	99
80-84	124	(3%)	135	875	(2.1%)	98	1,830	(2.2%)	98
85+	129	(3.1%)	203	657	(1.6%)	106	1,281	(1.5%)	100

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Age - Female

Age Group	1 Mile	3 Mile	5 Mile
Female Average Age	46.93	41.39	41.67
Female Median Age	47.35	38.53	40.17
0-4	203 (4.5%)	2,387 (5.4%)	4,848 (5.3%)
5-13	413 (9.2%)	4,143 (9.4%)	8,921 (9.8%)
14-17	184 (4.1%)	2,358 (5.4%)	4,737 (5.2%)
18-21	165 (3.7%)	2,557 (5.8%)	5,104 (5.6%)
22-24	114 (2.5%)	1,943 (4.4%)	3,925 (4.3%)
25-29	221 (4.9%)	2,760 (6.3%)	5,457 (6%)
30-34	232 (5.2%)	3,113 (7.1%)	6,045 (6.6%)
35-39	283 (6.3%)	3,060 (7%)	6,325 (6.9%)
40-44	280 (6.2%)	2,733 (6.2%)	5,792 (6.3%)
45-49	263 (5.8%)	2,447 (5.6%)	5,191 (5.7%)
50-54	225 (5%)	2,254 (5.1%)	4,787 (5.2%)
55-59	248 (5.5%)	2,326 (5.3%)	5,010 (5.5%)
60-64	305 (6.8%)	2,608 (5.9%)	5,626 (6.2%)

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65-69	357	(7.9%)	125	2,564	(5.8%)	92	5,566	(6.1%)	96
70-74	304	(6.8%)	125	2,224	(5.1%)	94	4,875	(5.3%)	99
75-79	257	(5.7%)	132	1,799	(4.1%)	95	3,806	(4.2%)	97
80-84	195	(4.3%)	152	1,312	(3%)	105	2,633	(2.9%)	101
85+	250	(5.6%)	212	1,332	(3%)	116	2,581	(2.8%)	108

## Employment by Occupation

Total Employees (16+ Years Old)	4,843			45,456			91,581		
Professional Specialty	1,033	(21.3%)	86	11,984	(26.4%)	107	23,511	(25.7%)	104
Production & Transportation	763	(15.8%)	122	7,139	(15.7%)	122	14,119	(15.4%)	119
Sales	674	(13.9%)	149	4,404	(9.7%)	104	8,926	(9.7%)	104
Managerial/Executive	621	(12.8%)	74	6,851	(15.1%)	87	14,830	(16.2%)	93
Office Admin	447	(9.2%)	87	4,930	(10.8%)	102	10,147	(11.1%)	104
Healthcare support	426	(8.8%)	269	1,876	(4.1%)	126	3,199	(3.5%)	107
Food Preparation & Serving	349	(7.2%)	141	2,848	(6.3%)	123	5,172	(5.6%)	111
Construction	216	(4.5%)	56	2,243	(4.9%)	62	5,245	(5.7%)	72
Building Maintenance & Cleaning	208	(4.3%)	127	1,491	(3.3%)	97	2,891	(3.2%)	93

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Farming, Fishing & Forestry	78	(1.6%)	280	212	(<0.5%)	508	(0.6%)	97	
Personal Care	28	(0.6%)	23	1,019	(2.2%)	90	2,036	(2.2%)	89
Protective				459	(1%)	47	997	(1.1%)	50

## Employment by Industry

Total Employees (16+ Years Old)	4,843			45,456			91,581		
Educational Services	1,604	(33.1%)	142	12,936	(28.5%)	122	25,499	(27.8%)	119
Wholesale Retail	710	(14.7%)	111	6,603	(14.5%)	110	13,034	(14.2%)	108
Manufacturing	533	(11%)	111	5,571	(12.3%)	123	12,257	(13.4%)	35
Agriculture/Mining/Construction	397	(8.2%)	96	1,925	(4.2%)	50	5,119	(5.6%)	66
Professional Services	361	(7.5%)	92	3,364	(7.4%)	92	6,318	(6.9%)	85
Entertainment Services	353	(7.3%)	84	4,523	(10%)	115	8,096	(8.8%)	102
Financial, Insurance & Real Estate	252	(5.2%)	7	2,433	(5.4%)	7	5,106	(5.6%)	83
Administrative/Waste Services	234	(4.8%)	116	1,706	(3.8%)	90	3,810	(4.2%)	99
Other Professional Services	181	(3.7%)	7	2,304	(5.1%)	108	4,470	(4.9%)	104
Transportation	179	(3.7%)	63	2,477	(5.4%)	93	4,622	(5%)	86
Public Administration	29	(0.6%)	13	909	(2%)	42	1,969	(2.2%)	45

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Information	10	(<0.5%)	11	701	(1.5%)	83	1,171	(1.3%)	69
Management Services				4	(<0.5%)	7	110	(<0.5%)	95

### Language Spoken

Speak English at Home	6,857	(82.9%)	107	63,890	(80.1%)	104	131,153	(78.8%)	102
Speak Spanish at Home	896	(10.8%)	76	10,504	(13.2%)	93	23,065	(13.9%)	98
Speak Other Language at Home	518	(6.3%)	74	5,415	(6.8%)	84	12,164	(7.3%)	86

### Ancestry

Unclassified	1,575	(18.1%)	123	13,342	(15.8%)	107	26,933	(15.3%)	104
German	1,541	(17.7%)	250	12,302	(14.5%)	205	27,563	(15.6%)	220
Puerto Rican	1,161	(13.4%)	475	12,805	(15.1%)	537	27,251	(15.5%)	549
Other	1,004	(11.6%)	85	10,767	(12.7%)	93	21,054	(11.9%)	87
Scottish/Irish	511	(5.9%)	98	5,210	(6.2%)	103	10,853	(6.2%)	103
British	448	(5.2%)	99	3,645	(4.3%)	83	7,891	(4.5%)	86
American	413	(4.8%)	119	2,562	(3%)	74	5,211	(3%)	74
Italian	365	(4.2%)	157	2,727	(3.2%)	120	5,588	(3.2%)	119
South Central Asian (e.g. Indian)	325	(3.7%)	237	1,453	(1.7%)	109	2,148	(1.2%)	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 European (e.g. Greek/Russian)	276	(3.2%)	114	2,307	(2.7%)	98	4,921	(2.8%)	101
Cuban	112	(1.3%)	170	838	(1%)	130	1,262	(0.7%)	94
Mexican	102	(1.2%)	11	1,216	(1.4%)	13	2,242	(1.3%)	11
Polish	100	(1.2%)	84	1,133	(1.3%)	98	2,583	(1.5%)	107
Dominican	87	(1%)	150	1,061	(1.3%)	187	2,956	(1.7%)	250
French	86	(1%)	93	643	(0.8%)	71	1,281	(0.7%)	68
Scandinavian	56	(0.6%)	38	604	(0.7%)	42	1,080	(0.6%)	36
Chinese	41	(<0.5%)	37	703	(0.8%)	65	1,053	(0.6%)	46
Other Hispanic	39	(<0.5%)	42	632	(0.7%)	70	1,502	(0.9%)	8
Dutch	25	(<0.5%)	55	291	(<0.5%)	65	699	(<0.5%)	7
South East Asian (e.g. Vietnamese)	22	(<0.5%)	54	558	(0.7%)	139	875	(<0.5%)	105
Native American (Indian/Eskimo)	11	(<0.5%)	20	88	(<0.5%)	16	178	(<0.5%)	16
Korean	7	(<0.5%)	18	236	(<0.5%)	63	335	(<0.5%)	43
Hawaiian/Pacific Islander	5	(<0.5%)	32	14	(<0.5%)	9	31	(<0.5%)	10
Middle Eastern	4	(<0.5%)	8	217	(<0.5%)	46	472	(<0.5%)	48
South American	1	(<0.5%)	1	1,132	(1.3%)	98	2,724	(1.5%)	113

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	1 (<0.5%)	534 (0.6%)	899 (0.5%)
Other Asian		140 (<0.5%)	420 (<0.5%)
Japanese		81 (<0.5%)	97 (<0.5%)

## Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	6,404	57,810	120,678
Elementary (0 to 8 Years)	102 (1.6%)	1,769 (3.1%)	4,601 (3.8%)
Some High School (9 to 11 Years)	523 (8.2%)	3,476 (6%)	7,145 (5.9%)
High School Graduate (12 Years)	2,217 (34.6%)	16,682 (28.9%)	36,384 (30.1%)
Some College (13 to 16 Years)	718 (11.2%)	8,241 (14.3%)	17,310 (14.3%)
Associates Degree Only	443 (6.9%)	4,573 (7.9%)	9,991 (8.3%)
Bachelor's Degree Only	1,550 (24.2%)	14,548 (25.2%)	28,577 (23.7%)
Graduate Degree	851 (13.3%)	8,521 (14.7%)	16,670 (13.8%)

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



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	3,604	33,407	67,704
One Person Households	1,064 (29.5%)  108	10,218 (30.6%)  111	18,910 (27.9%)  102
Married Couple	1,746 (48.4%)  101	14,129 (42.3%)  88	31,969 (47.2%)  99
Male Householder	161 (4.5%)  88	1,356 (4.1%)  8	3,110 (4.6%)  90
Female Householder	333 (9.2%)  74	3,921 (11.7%)  94	7,587 (11.2%)  90
Non Family Households	300 (8.3%)  117	3,783 (11.3%)  160	6,128 (9.1%)  128

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,604	33,407	67,704
1 Person Household	1,064 (29.5%)  108	10,218 (30.6%)  111	18,910 (27.9%)  102
2 Person Household	1,333 (37%)  112	11,521 (34.5%)  105	23,466 (34.7%)  105
3 Person Household	496 (13.8%)  88	4,987 (14.9%)  95	10,611 (15.7%)  100
4 Person Household	389 (10.8%)  8	3,745 (11.2%)  85	8,344 (12.3%)  94
5 Person Household	191 (5.3%)  84	1,785 (5.3%)  85	3,801 (5.6%)  89
6 Person Household	76 (2.1%)  7	690 (2.1%)  76	1,564 (2.3%)  85
7+ Person Household	55 (1.5%)  84	461 (1.4%)  76	1,008 (1.5%)  8

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Housing Units

Total Housing Units	3,759	35,410	71,173
Owner Occupied Housing	2,466	19,825	44,042
Renter Occupied Housing	1,138	13,582	23,662
Vacant Housing	155	2,003	3,469

## Housing Rent

Average Rent	\$1,540.82	100	\$1,432.96	93	\$1,403.42	91
Median Rent	\$1,386.27	98	\$1,367.32	97	\$1,334.1	95
Total Cash Rents Housing	1,095		13,291		23,037	
<\$300			271 (2%)	73	613 (2.7%)	95
\$300-\$500	13 (1.2%)	31	367 (2.8%)	72	904 (3.9%)	102
\$500-\$750	73 (6.7%)	77	669 (5%)	58	1,525 (6.6%)	76
\$750-\$1000	93 (8.5%)	65	1,799 (13.5%)	104	3,141 (13.6%)	105
\$1000-\$1500	477 (43.6%)	166	4,818 (36.3%)	138	7,985 (34.7%)	132
\$1500-\$2000	218 (19.9%)	95	3,458 (26%)	124	5,583 (24.2%)	115
\$2000-\$2500	128 (11.7%)	99	1,283 (9.7%)	8	2,106 (9.1%)	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		
\$2500-\$3000	53	(4.8%)	84	385	(2.9%)	50	624	(2.7%)	47
\$3000-\$3500	13	(1.2%)	39	115	(0.9%)	28	231	(1%)	33
>\$3500	27	(2.5%)	67	126	(0.9%)	26	325	(1.4%)	38

## Value of Owner-Occupied Housing Units

Average House Value	\$334,842.29	62	\$420,644.03	74	\$419,752.45	74			
Median House Value	\$333,573.13	85	\$349,544.17	89	\$362,263.65	93			
Owner Occupied Housing	2,466		19,825		44,042				
<\$100K	320	(13%)	158	810	(4.1%)	50	1,515	(3.4%)	42
\$100K - \$200K	231	(9.4%)	73	2,161	(10.9%)	85	4,118	(9.4%)	73
\$200K - \$300K	402	(16.3%)	104	4,496	(22.7%)	145	9,242	(21%)	34
\$300K - \$400K	834	(33.8%)	233	4,936	(24.9%)	171	11,477	(26.1%)	179
\$400K - \$500K	444	(18%)	155	2,978	(15%)	130	7,305	(16.6%)	143
\$500K - \$1000K	189	(7.7%)	30	3,691	(18.6%)	73	8,982	(20.4%)	81
>\$1000K	46	(1.9%)	16	753	(3.8%)	33	1,403	(3.2%)	27

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Poverty

Households in Poverty	344	(9.5%)	75	4,180	(12.5%)	99	7,738	(11.4%)	90
Households Above Poverty	3,260	(90.5%)	104	29,227	(87.5%)	100	59,966	(88.6%)	101
Households in Poverty (Married)	15	(<0.5%)	19	385	(1.2%)	53	980	(1.4%)	66
Households in Poverty (Male Householder)				132	(<0.5%)	62	331	(<0.5%)	7
Households in Poverty (Female Householder)	139	(3.9%)	131	1,401	(4.2%)	142	2,129	(3.1%)	107
Households in Poverty (Non-Family)	179	(5%)	76	2,017	(6%)	96	3,772	(5.6%)	89
Households in Poverty (Non-Family Student)	11	(<0.5%)	49	245	(0.7%)	118	526	(0.8%)	125

### Wealth per Household

Household Average Wealth	\$245,824.08		101	\$238,933.76		99	\$243,074.82		100
Household Median Wealth	\$85,828.16		105	\$78,580.31		96	\$82,694.13		101
<\$0K	608	(16.9%)	97	5,890	(17.6%)	102	11,642	(17.2%)	99
\$0K - \$5K	295	(8.2%)	97	2,894	(8.7%)	102	5,675	(8.4%)	99
\$5K - \$10K	160	(4.4%)	98	1,553	(4.6%)	103	3,059	(4.5%)	100
\$10K - \$25K	225	(6.2%)	99	2,143	(6.4%)	101	4,289	(6.3%)	100
\$25K - \$50K	246	(6.8%)	100	2,280	(6.8%)	100	4,630	(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	374	(10.4%)	101	3,400	(10.2%)	99	6,969	(10.3%)	101
\$100K - \$250K	666	(18.5%)	102	5,981	(17.9%)	99	12,313	(18.2%)	100
\$250K - \$500K	486	(13.5%)	102	4,364	(13.1%)	99	9,013	(13.3%)	100
>\$500K	544	(15.1%)	101	4,902	(14.7%)	98	10,114	(14.9%)	100

## Vehicles per Household

Total Number of Vehicles	6,352			54,607			117,236		
Average Number of Vehicles	1.76		96	1.63		89	1.73		95
No Vehicles	71	(2%)	24	2,870	(8.6%)	104	5,129	(7.6%)	92
1 Vehicle	1,462	(40.6%)	124	13,127	(39.3%)	120	24,024	(35.5%)	108
2 Vehicles	1,475	(40.9%)	111	12,276	(36.7%)	100	26,498	(39.1%)	106
3 or more Vehicles	596	(16.5%)	75	5,134	(15.4%)	70	12,053	(17.8%)	8

## Population Change

Births	72			880			1,806		
Deaths	110			782			1,603		
Migration	-12			-314			65		

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	534	3,101	5,951
Total Employees	9,701	60,854	116,544

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