



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	8,579		93,082		301,416	
Households	3,408		37,218		122,169	
Persons per Household	2.41	94	2.45	96	2.41	95
Household Median Income	\$72,272.27	83	\$74,285.86	85	\$76,851.13	88
Household Median Disposable Income	\$61,877.8	83	\$63,562.68	85	\$65,535.35	87
Household Median Discretionary Income	\$40,145.43	69	\$45,782.43	77	\$47,491.2	82
Average Income Per Person	\$33,039.17	70	\$37,681.37	80	\$40,476.42	86
Median Rent	\$1,556.77	110	\$1,470.98	104	\$1,486.17	105
Median House Value	\$327,452.83	84	\$348,188.55	89	\$368,863.66	94
Households in Poverty	587 (17.2%)	136	4,798 (12.9%)	102	16,375 (13.4%)	106
Household Median Wealth	\$53,169.97	65	\$67,491.79	80	\$68,438.22	84
Average Age	39.47	96	39.58	96	39.38	96
Median Age	36.75	91	37.26	92	37	92
Households with Children	958 (28.1%)	105	9,663 (26%)	97	31,811 (26%)	97
High School Graduate or Higher	5,436 (89.1%)	100	59,147 (90.6%)	101	190,186 (90.7%)	102

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



Audience Profile

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	1,356 (22.2%)	16,995 (26%)	66,229 (31.6%)
Pop density (per sq mi)	2,554	3,597	4,247
Area (based on blockgroups)	3	26	71

Population

Population 2025 Q4	8,579	93,082	301,416
Population 2025 Q3	8,589	93,134	301,560
Population 2025 Q2	7,976	92,324	300,874
Population 2025 Q1	7,936	92,271	300,933
Population 2024 Q4	8,380	92,556	300,946
Population 2024 Q3	8,196	92,409	301,279
Population 2024 Q2	8,225	92,499	301,459
Population 2024 Q1	8,274	92,518	301,061
Population 2023 Q4	8,240	91,821	300,643
Population 5 Years Forecast	8,968	94,215	304,506
Population 10 Years Forecast	9,224	94,926	307,550
Persons per Household	2.41	2.45	2.41

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Audience Profile

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Group Quarters	380	(4.4%)	189	1,815	(1.9%)	83	6,939	(2.3%)	98
Transient Population - Average Last 4 Quarters	322	(3.7%)	300	3,593	(3.9%)	309	7,763	(2.6%)	206

Households

Households 2025 Q4	3,408		37,218		122,169
Households 2025 Q3	3,411		37,217		122,162
Households 2025 Q2	3,149		36,867		121,827
Households 2025 Q1	3,132		36,846		121,832
Households 2024 Q4	3,327		36,976		121,800
Households 2024 Q3	3,251		36,915		121,878
Households 2024 Q2	3,260		36,945		121,925
Households 2024 Q1	3,281		36,953		121,725
Households 2023 Q4	3,266		36,664		121,383
Households 5 Years Forecast	3,569		37,696		123,915
Households 10 Years Forecast	3,676		37,993		125,426

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Benchmark: Nationwide



Gender

Male	4,140	(48.3%)	98	44,708	(48%)	98	145,147	(48.2%)	98
Female	4,439	(51.7%)	101	48,374	(52%)	102	156,269	(51.8%)	102

Ethnicity

Black	4,442	(51.8%)	439	38,438	(41.3%)	350	115,855	(38.4%)	326
White	2,194	(25.6%)	44	34,897	(37.5%)	65	125,813	(41.7%)	72
Hispanic (Ethnic)	919	(10.7%)	55	9,213	(9.9%)	51	26,784	(8.9%)	45
Other	561	(6.5%)	126	5,584	(6%)	115	18,226	(6%)	116
Asian	463	(5.4%)	93	4,950	(5.3%)	92	14,738	(4.9%)	85

Household by Ethnicity

Black	1,689	(49.6%)	452	15,214	(40.9%)	373	44,776	(36.7%)	334
White	918	(26.9%)	44	14,837	(39.9%)	65	54,637	(44.7%)	73
Hispanic (Ethnic)	362	(10.6%)	70	2,942	(7.9%)	52	8,586	(7%)	46
Other	332	(9.7%)	128	2,697	(7.2%)	96	9,024	(7.4%)	97
Asian	107	(3.1%)	68	1,528	(4.1%)	89	5,146	(4.2%)	91

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	\$80,397.16	66	\$93,123.58	7	\$98,997.44	8
Average Income Per Person	\$33,039.17	70	\$37,681.37	8	\$40,476.42	86
Household Median Income	\$72,272.27	83	\$74,285.86	85	\$76,851.13	88
<\$15K	194 (5.7%)	7	2,786 (7.5%)	104	10,079 (8.3%)	114
\$15K - \$25K	269 (7.9%)	134	2,069 (5.6%)	95	6,800 (5.6%)	95
\$25K - \$35K	245 (7.2%)	117	2,393 (6.4%)	105	7,692 (6.3%)	103
\$35K - \$50K	417 (12.2%)	131	4,102 (11%)	118	12,560 (10.3%)	110
\$50K - \$75K	669 (19.6%)	131	7,461 (20%)	134	22,663 (18.6%)	124
\$75K - \$100K	659 (19.3%)	154	5,469 (14.7%)	117	17,444 (14.3%)	114
\$100K - \$150K	613 (18%)	99	6,717 (18%)	99	22,941 (18.8%)	103
\$150K - \$175K	112 (3.3%)	52	1,870 (5%)	8	6,480 (5.3%)	84
\$175K - \$200K	124 (3.6%)	73	1,371 (3.7%)	74	4,483 (3.7%)	74
\$200K - \$250K	60 (1.8%)	22	1,673 (4.5%)	56	6,178 (5.1%)	63
\$250K - \$500K	26 (0.8%)	22	715 (1.9%)	56	2,644 (2.2%)	63
>\$500K	20 (0.6%)	20	592 (1.6%)	55	2,205 (1.8%)	63

Disposable Households Income

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



Audience Profile

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	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$67,897.23		75	\$76,865.56		85	\$78,951.8		87
Household Median Disposable Income	\$61,877.8		83	\$63,562.68		85	\$65,535.35		87
<\$15K	211	(6.2%)	74	3,016	(8.1%)	103	11,009	(9%)	114
\$15K - \$25K	368	(10.8%)	157	2,636	(7.1%)	103	8,353	(6.8%)	99
\$25K - \$35K	229	(6.7%)	94	2,874	(7.7%)	108	9,183	(7.5%)	105
\$35K - \$50K	520	(15.3%)	135	5,298	(14.2%)	126	15,673	(12.8%)	114
\$50K - \$75K	827	(24.3%)	144	8,099	(21.8%)	129	25,282	(20.7%)	123
\$75K - \$100K	657	(19.3%)	135	5,773	(15.5%)	108	19,146	(15.7%)	109
\$100K - \$150K	439	(12.9%)	68	5,995	(16.1%)	85	20,702	(16.9%)	90
\$150K - \$175K	74	(2.2%)	42	1,158	(3.1%)	61	4,059	(3.3%)	65
\$175K - \$200K	26	(0.8%)	22	696	(1.9%)	55	2,560	(2.1%)	61
\$200K - \$250K	23	(0.7%)	20	673	(1.8%)	55	2,488	(2%)	61
\$250K - \$500K	30	(0.9%)	19	921	(2.5%)	55	3,413	(2.8%)	62
>\$500K	4	(<0.5%)	30	79	(<0.5%)	53	301	(<0.5%)	62

Discretionary Households Income

Household Average Discretionary Income	\$43,880.97		64	\$54,993.25		81	\$57,647.7		84
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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$40,145.43	69	\$45,782.43	74	\$47,491.2	81
<\$10K	209 (6.1%)	74	3,033 (8.1%)	105	11,441 (9.4%)	121
\$10K - \$20K	499 (14.6%)	160	4,003 (10.8%)	118	12,595 (10.3%)	113
\$20K - \$30K	515 (15.1%)	160	4,717 (12.7%)	134	13,590 (11.1%)	118
\$30K - \$40K	473 (13.9%)	152	4,441 (11.9%)	130	14,057 (11.5%)	126
\$40K - \$50K	516 (15.1%)	179	4,091 (11%)	130	12,423 (10.2%)	121
\$50K - \$75K	796 (23.4%)	133	7,583 (20.4%)	116	23,854 (19.5%)	111
\$75K - \$100K	239 (7%)	56	4,429 (11.9%)	96	15,054 (12.3%)	99
\$100K - \$125K	93 (2.7%)	32	1,993 (5.4%)	63	7,619 (6.2%)	73
\$125K - \$150K	68 (2%)	31	1,543 (4.1%)	64	5,362 (4.4%)	68
>\$150K			1,385 (3.7%)	37	6,174 (5.1%)	50

Households Income by Ethnicity

Average Income - White	\$89,423.61	87	\$96,952.38	95	\$100,882.64	98
Median Income - White	\$85,171.16	90	\$87,851.13	93	\$93,416.67	99
Average Income - Black	\$72,326.32	97	\$71,792.26	97	\$70,167.27	94
Median Income - Black	\$67,884.99	113	\$60,547.08	101	\$58,556.44	97

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Audience Profile

Jan 1 - Dec 31, 2025

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$90,981.79	\$99,698.32	\$96,978.87
Median Income - Asian	\$62,249.85	\$90,302.42	\$88,683.24
Average Income - Hispanic	\$69,004.91	\$87,465.72	\$86,708.01
Median Income - Hispanic	\$57,142.14	\$78,271.85	\$78,922.76
Average Income - Other	\$73,690.94	\$90,392.69	\$87,357.62
Median Income - Other	\$68,371.53	\$77,624.35	\$77,069.45

Age

Average Age	39.47	39.58	39.38
Median Age	36.75	37.26	37
0-4	580 (6.8%)	5,956 (6.4%)	19,249 (6.4%)
5-13	898 (10.5%)	10,084 (10.8%)	32,410 (10.8%)
14-17	363 (4.2%)	4,333 (4.7%)	14,847 (4.9%)
18-21	362 (4.2%)	4,284 (4.6%)	14,654 (4.9%)
22-24	274 (3.2%)	3,164 (3.4%)	10,675 (3.5%)
25-29	724 (8.4%)	6,704 (7.2%)	21,016 (7%)
30-34	792 (9.2%)	7,882 (8.5%)	25,774 (8.6%)

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35-39	677	(7.9%)	120	7,310	(7.9%)	119	24,121	(8%)	122
40-44	522	(6.1%)	94	6,242	(6.7%)	104	20,460	(6.8%)	105
45-49	442	(5.2%)	86	5,159	(5.5%)	92	16,585	(5.5%)	91
50-54	433	(5%)	85	4,736	(5.1%)	86	14,714	(4.9%)	8
55-59	452	(5.3%)	87	4,919	(5.3%)	87	15,639	(5.2%)	86
60-64	549	(6.4%)	101	5,698	(6.1%)	96	18,058	(6%)	94
65-69	570	(6.6%)	109	5,809	(6.2%)	102	17,896	(5.9%)	97
70-74	376	(4.4%)	85	4,411	(4.7%)	92	14,102	(4.7%)	91
75-79	249	(2.9%)	73	3,093	(3.3%)	83	10,101	(3.4%)	84
80-84	158	(1.8%)	73	1,755	(1.9%)	75	6,184	(2.1%)	8
85+	158	(1.8%)	89	1,543	(1.7%)	8	4,931	(1.6%)	7

Age - Male

Male Average Age	37.4		93	38.2		95	37.93		95
Male Median Age	33.98		89	36.05		94	35.77		94
0-4	296	(7.1%)	127	3,035	(6.8%)	121	9,806	(6.8%)	120
5-13	469	(11.3%)	107	5,085	(11.4%)	108	16,598	(11.4%)	108

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14-17	195	(4.7%)	86	2,196	(4.9%)	90	7,420	(5.1%)	93
18-21	195	(4.7%)	88	2,149	(4.8%)	83	7,341	(5.1%)	88
22-24	147	(3.6%)	88	1,565	(3.5%)	88	5,381	(3.7%)	84
25-29	376	(9.1%)	148	3,448	(7.7%)	125	10,715	(7.4%)	120
30-34	394	(9.5%)	144	3,934	(8.8%)	133	13,014	(9%)	136
35-39	346	(8.4%)	125	3,587	(8%)	120	11,918	(8.2%)	123
40-44	255	(6.2%)	95	3,034	(6.8%)	105	9,918	(6.8%)	105
45-49	209	(5%)	84	2,437	(5.5%)	90	7,898	(5.4%)	90
50-54	198	(4.8%)	88	2,186	(4.9%)	83	6,930	(4.8%)	88
55-59	201	(4.9%)	88	2,308	(5.2%)	86	7,320	(5%)	84
60-64	252	(6.1%)	98	2,635	(5.9%)	94	8,388	(5.8%)	93
65-69	236	(5.7%)	97	2,678	(6%)	102	8,069	(5.6%)	95
70-74	161	(3.9%)	88	1,923	(4.3%)	89	6,109	(4.2%)	87
75-79	111	(2.7%)	73	1,311	(2.9%)	88	4,250	(2.9%)	88
80-84	60	(1.4%)	66	688	(1.5%)	70	2,439	(1.7%)	71
85+	39	(0.9%)	62	509	(1.1%)	75	1,633	(1.1%)	74

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	41.4	40.85	40.73
Female Median Age	38.61	38.43	38.21
0-4	284 (6.4%)	2,921 (6%)	9,443 (6%)
5-13	429 (9.7%)	4,999 (10.3%)	15,812 (10.1%)
14-17	168 (3.8%)	2,137 (4.4%)	7,427 (4.8%)
18-21	167 (3.8%)	2,135 (4.4%)	7,313 (4.7%)
22-24	127 (2.9%)	1,599 (3.3%)	5,294 (3.4%)
25-29	348 (7.8%)	3,256 (6.7%)	10,301 (6.6%)
30-34	398 (9%)	3,948 (8.2%)	12,760 (8.2%)
35-39	331 (7.5%)	3,723 (7.7%)	12,203 (7.8%)
40-44	267 (6%)	3,208 (6.6%)	10,542 (6.7%)
45-49	233 (5.2%)	2,722 (5.6%)	8,687 (5.6%)
50-54	235 (5.3%)	2,550 (5.3%)	7,784 (5%)
55-59	251 (5.7%)	2,611 (5.4%)	8,319 (5.3%)
60-64	297 (6.7%)	3,063 (6.3%)	9,670 (6.2%)

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65-69	334	(7.5%)	118	3,131	(6.5%)	102	9,827	(6.3%)	99
70-74	215	(4.8%)	89	2,488	(5.1%)	95	7,993	(5.1%)	94
75-79	138	(3.1%)	72	1,782	(3.7%)	85	5,851	(3.7%)	87
80-84	98	(2.2%)	74	1,067	(2.2%)	74	3,745	(2.4%)	84
85+	119	(2.7%)	102	1,034	(2.1%)	8	3,298	(2.1%)	8

Employment by Occupation

Total Employees (16+ Years Old)	4,963			49,915			156,930		
Professional Specialty	837	(16.9%)	68	9,951	(19.9%)	8	37,579	(23.9%)	97
Production & Transportation	696	(14%)	109	6,576	(13.2%)	102	18,186	(11.6%)	90
Sales	652	(13.1%)	141	5,060	(10.1%)	109	14,760	(9.4%)	101
Office Admin	635	(12.8%)	120	6,538	(13.1%)	123	19,807	(12.6%)	119
Construction	503	(10.1%)	127	4,328	(8.7%)	108	12,831	(8.2%)	102
Food Preparation & Serving	446	(9%)	176	3,402	(6.8%)	134	9,477	(6%)	118
Building Maintenance & Cleaning	405	(8.2%)	240	2,438	(4.9%)	144	6,759	(4.3%)	127
Managerial/Executive	367	(7.4%)	43	7,017	(14.1%)	8	22,836	(14.6%)	84
Personal Care	214	(4.3%)	173	1,637	(3.3%)	131	5,150	(3.3%)	132

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Protective	104	(2.1%)	97	1,189	(2.4%)	110	3,965	(2.5%)	117
Healthcare support	104	(2.1%)	64	1,745	(3.5%)	107	5,405	(3.4%)	105
Farming, Fishing & Forestry				34	(<0.5%)	12	175	(<0.5%)	19

Employment by Industry

Total Employees (16+ Years Old)	4,963			49,915			156,930		
Educational Services	1,148	(23.1%)	99	11,593	(23.2%)	99	37,448	(23.9%)	102
Wholesale Retail	857	(17.3%)	131	6,730	(13.5%)	103	20,165	(12.8%)	98
Entertainment Services	575	(11.6%)	133	5,007	(10%)	116	15,635	(10%)	115
Financial, Insurance & Real Estate	429	(8.6%)	128	3,097	(6.2%)	92	10,888	(6.9%)	103
Other Professional Services	381	(7.7%)	163	2,429	(4.9%)	103	7,595	(4.8%)	103
Administrative/Waste Services	364	(7.3%)	175	3,126	(6.3%)	150	9,256	(5.9%)	141
Agriculture/Mining/Construction	343	(6.9%)	8	3,284	(6.6%)	7	9,937	(6.3%)	74
Manufacturing	291	(5.9%)	59	3,900	(7.8%)	7	10,916	(7%)	70
Transportation	258	(5.2%)	89	3,198	(6.4%)	110	9,012	(5.7%)	98
Public Administration	194	(3.9%)	8	3,489	(7%)	146	11,650	(7.4%)	155
Professional Services	97	(2%)	24	3,221	(6.5%)	8	11,905	(7.6%)	94

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Information	26	(0.5%)	28	786	(1.6%)	84	2,423	(1.5%)	83
Management Services				55	(<0.5%)	87	100	(<0.5%)	50

Language Spoken

Speak English at Home	7,005	(87.6%)	113	77,268	(88.7%)	115	250,665	(88.8%)	115
Speak Spanish at Home	546	(6.8%)	48	4,957	(5.7%)	40	14,582	(5.2%)	36
Speak Other Language at Home	448	(5.6%)	66	4,901	(5.6%)	66	16,920	(6%)	71

Ancestry

Other	1,209	(14.1%)	103	14,673	(15.8%)	115	47,237	(15.7%)	115
Unclassified	818	(9.5%)	65	10,129	(10.9%)	74	34,446	(11.4%)	71
Dominican	216	(2.5%)	376	512	(0.6%)	81	1,337	(<0.5%)	66
Mexican	206	(2.4%)	22	2,667	(2.9%)	26	8,863	(2.9%)	26
Central American	190	(2.2%)	124	2,230	(2.4%)	134	5,213	(1.7%)	97
American	134	(1.6%)	39	2,435	(2.6%)	66	9,245	(3.1%)	71
Scottish/Irish	117	(1.4%)	23	3,021	(3.2%)	54	12,248	(4.1%)	68
German	109	(1.3%)	18	2,421	(2.6%)	37	9,691	(3.2%)	45
British	108	(1.3%)	24	3,243	(3.5%)	67	12,009	(4%)	71

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South American	107	(1.2%)	91	649	(0.7%)	51	2,129	(0.7%)	52
Puerto Rican	105	(1.2%)	44	2,415	(2.6%)	92	6,696	(2.2%)	7
South East Asian (e.g. Vietnamese)	77	(0.9%)	190	601	(0.6%)	37	1,636	(0.5%)	115
Cuban	66	(0.8%)	101	345	(<0.5%)	49	866	(<0.5%)	38
Italian	63	(0.7%)	27	1,144	(1.2%)	46	4,799	(1.6%)	60
Other European (e.g. Greek/Russian)	44	(0.5%)	18	713	(0.8%)	28	4,722	(1.6%)	56
French	38	(<0.5%)	42	437	(<0.5%)	44	1,711	(0.6%)	53
Native American (Indian/Eskimo)	35	(<0.5%)	64	289	(<0.5%)	49	943	(<0.5%)	49
Scandinavian	32	(<0.5%)	22	529	(0.6%)	33	1,850	(0.6%)	36
Other Hispanic	29	(<0.5%)	32	395	(<0.5%)	40	1,680	(0.6%)	52
South Central Asian (e.g. Indian)	25	(<0.5%)	18	190	(<0.5%)	13	1,938	(0.6%)	41
Polish	15	(<0.5%)	13	471	(0.5%)	37	1,918	(0.6%)	46
Dutch	12	(<0.5%)	27	142	(<0.5%)	29	624	(<0.5%)	39
Chinese	12	(<0.5%)	11	230	(<0.5%)	19	1,524	(0.5%)	39
Hawaiian/Pacific Islander	12	(<0.5%)	7	113	(<0.5%)	68	402	(<0.5%)	74
Japanese	9	(<0.5%)	46	99	(<0.5%)	47	253	(<0.5%)	37

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Middle Eastern	4	(<0.5%)	230	(<0.5%)	614	(<0.5%)
Other Asian	2	(<0.5%)	51	(<0.5%)	337	(<0.5%)
Korean	2	(<0.5%)	69	(<0.5%)	497	(<0.5%)

Education (Age 25+)

Total Educated Population	6,102		65,261		209,581	
Elementary (0 to 8 Years)	271	(4.4%)	2,176	(3.3%)	6,534	(3.1%)
Some High School (9 to 11 Years)	395	(6.5%)	3,938	(6%)	12,861	(6.1%)
High School Graduate (12 Years)	2,219	(36.4%)	19,005	(29.1%)	54,307	(25.9%)
Some College (13 to 16 Years)	1,192	(19.5%)	16,828	(25.8%)	49,922	(23.8%)
Associates Degree Only	669	(11%)	6,319	(9.7%)	19,728	(9.4%)
Bachelor's Degree Only	911	(14.9%)	10,932	(16.8%)	41,431	(19.8%)
Graduate Degree	445	(7.3%)	6,063	(9.3%)	24,798	(11.8%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	3,408	37,218	122,169
One Person Households	1,042 (30.6%)	10,693 (28.7%)	36,949 (30.2%)
Married Couple	981 (28.8%)	14,021 (37.7%)	46,875 (38.4%)
Male Householder	170 (5%)	2,325 (6.2%)	6,699 (5.5%)
Female Householder	957 (28.1%)	7,468 (20.1%)	22,542 (18.5%)
Non Family Households	258 (7.6%)	2,711 (7.3%)	9,104 (7.5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,408	37,218	122,169
1 Person Household	1,042 (30.6%)	10,693 (28.7%)	36,949 (30.2%)
2 Person Household	1,106 (32.5%)	12,462 (33.5%)	40,045 (32.8%)
3 Person Household	616 (18.1%)	6,491 (17.4%)	20,692 (16.9%)
4 Person Household	378 (11.1%)	4,421 (11.9%)	14,093 (11.5%)
5 Person Household	159 (4.7%)	2,009 (5.4%)	6,447 (5.3%)
6 Person Household	79 (2.3%)	744 (2%)	2,515 (2.1%)
7+ Person Household	28 (0.8%)	398 (1.1%)	1,428 (1.2%)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	3,599	39,073	129,098
Renter Occupied Housing	1,971	16,052	56,634
Owner Occupied Housing	1,437	21,166	65,535
Vacant Housing	191	1,855	6,929

Housing Rent

Average Rent	\$1,503.28	97	\$1,507.26	97	\$1,500.65	97
Median Rent	\$1,556.77	110	\$1,470.98	104	\$1,486.17	105
Total Cash Rents Housing	1,913	15,486	54,835			
<\$300	49 (2.6%)	92	339 (2.2%)	74	1,910 (3.5%)	125
\$300-\$500	72 (3.8%)	98	344 (2.2%)	58	1,528 (2.8%)	72
\$500-\$750	43 (2.2%)	26	614 (4%)	46	2,647 (4.8%)	56
\$750-\$1000	160 (8.4%)	64	1,528 (9.9%)	76	5,146 (9.4%)	72
\$1000-\$1500	547 (28.6%)	109	5,221 (33.7%)	128	16,647 (30.4%)	115
\$1500-\$2000	753 (39.4%)	187	4,802 (31%)	147	16,499 (30.1%)	143
\$2000-\$2500	252 (13.2%)	112	1,888 (12.2%)	104	7,593 (13.8%)	118

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	32	(1.7%)	29	494	(3.2%)	55	1,995	(3.6%)	63
\$3000-\$3500	5	(<0.5%)	9	128	(0.8%)	27	563	(1%)	33
>\$3500				128	(0.8%)	22	307	(0.6%)	15

Value of Owner-Occupied Housing Units

Average House Value	\$337,022.22		63	\$399,107.45		74	\$420,732.42		7
Median House Value	\$327,452.83		84	\$348,188.55		89	\$368,863.66		94
Owner Occupied Housing	1,437			21,166			65,535		
<\$100K	35	(2.4%)	30	801	(3.8%)	46	2,644	(4%)	49
\$100K - \$200K	109	(7.6%)	59	1,949	(9.2%)	71	4,560	(7%)	54
\$200K - \$300K	429	(29.9%)	191	5,226	(24.7%)	158	14,128	(21.6%)	138
\$300K - \$400K	530	(36.9%)	254	5,410	(25.6%)	176	16,606	(25.3%)	174
\$400K - \$500K	216	(15%)	130	3,365	(15.9%)	137	11,612	(17.7%)	153
\$500K - \$1000K	118	(8.2%)	32	4,024	(19%)	74	14,290	(21.8%)	85
>\$1000K				391	(1.8%)	16	1,695	(2.6%)	22

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



Benchmark: Nationwide



Poverty

Households in Poverty	587	(17.2%)	136	4,798	(12.9%)	102	16,375	(13.4%)	106
Households Above Poverty	2,821	(82.8%)	95	32,420	(87.1%)	100	105,794	(86.6%)	99
Households in Poverty (Married)	98	(2.9%)	132	649	(1.7%)	81	1,819	(1.5%)	68
Households in Poverty (Male Householder)				259	(0.7%)	109	772	(0.6%)	99
Households in Poverty (Female Householder)	300	(8.8%)	299	1,755	(4.7%)	160	5,744	(4.7%)	160
Households in Poverty (Non-Family)	176	(5.2%)	81	1,965	(5.3%)	84	7,385	(6%)	97
Households in Poverty (Non-Family Student)	13	(<0.5%)	61	170	(<0.5%)	75	655	(0.5%)	86

Wealth per Household

Household Average Wealth	\$204,701.44	84	\$222,681.97	92	\$225,862	93			
Household Median Wealth	\$53,169.97	65	\$67,491.79	81	\$68,438.22	84			
<\$0K	671	(19.7%)	114	6,887	(18.5%)	107	22,624	(18.5%)	107
\$0K - \$5K	353	(10.4%)	122	3,479	(9.3%)	110	11,377	(9.3%)	110
\$5K - \$10K	184	(5.4%)	119	1,842	(4.9%)	109	6,009	(4.9%)	109
\$10K - \$25K	237	(7%)	110	2,483	(6.7%)	105	8,100	(6.6%)	105
\$25K - \$50K	237	(7%)	102	2,583	(6.9%)	102	8,408	(6.9%)	101

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	347	(10.2%)	3,816	(10.3%)	12,383	(10.1%)
\$100K - \$250K	576	(16.9%)	6,540	(17.6%)	21,326	(17.5%)
\$250K - \$500K	396	(11.6%)	4,630	(12.4%)	15,264	(12.5%)
>\$500K	407	(11.9%)	4,958	(13.3%)	16,678	(13.7%)

Vehicles per Household

Total Number of Vehicles	6,077		67,882		211,789	
Average Number of Vehicles	1.78		1.82		1.73	
No Vehicles	303	(8.9%)	2,760	(7.4%)	10,681	(8.7%)
1 Vehicle	1,229	(36.1%)	12,825	(34.5%)	44,776	(36.7%)
2 Vehicles	1,132	(33.2%)	13,136	(35.3%)	42,880	(35.1%)
3 or more Vehicles	744	(21.8%)	8,497	(22.8%)	23,832	(19.5%)

Population Change

Births	100		1,065		3,416
Deaths	62		707		2,340
Migration	164		218		-478

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	586	3,310	10,033
Total Employees	12,938	57,343	158,812

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