



Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide



Overview	1 Mile	3 Mile	5 Mile
Population	2,978	103,177	376,903
Households	1,181	31,946	123,096
Persons per Household	2.51	2.96	2.92
Household Median Income	\$102,357.37	\$133,908.49	\$118,610.97
Household Median Disposable Income	\$85,381.28	\$109,079.69	\$97,474.39
Household Median Discretionary Income	\$57,274.83	\$86,851.79	\$73,380.81
Average Income Per Person	\$46,175.52	\$49,520.86	\$49,227.82
Median Rent	\$1,818.73	\$2,064.92	\$1,888.92
Median House Value	\$609,567.9	\$633,864.18	\$635,893.13
Households in Poverty	151 (12.8%)	1,885 (5.9%)	12,476 (10.1%)
Household Median Wealth	\$72,344.69	\$96,327.2	\$85,661.23
Average Age	38.55	38.48	38.64
Median Age	36.97	36.75	36.88
Households with Children	197 (16.7%)	11,734 (36.7%)	39,883 (32.4%)
High School Graduate or Higher	2,017 (93.2%)	61,725 (91.7%)	216,068 (86.9%)

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



Audience Profile

Apr 1, 2025 - Mar 31, 2026

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	1,251 (57.8%)	34,754 (51.6%)	114,292 (46%)
Pop density (per sq mi)	805	3,814	4,775
Area (based on blockgroups)	4	27	79

Population

Population 2025 Q4	2,978	103,177	376,903
Population 2025 Q3	2,985	103,237	376,318
Population 2025 Q2	2,988	103,370	376,087
Population 2025 Q1	2,985	103,157	375,336
Population 2024 Q4	2,979	102,933	374,561
Population 2024 Q3	2,970	102,663	373,885
Population 2024 Q2	2,963	102,420	373,290
Population 2024 Q1	2,959	102,259	372,465
Population 2023 Q4	2,946	101,801	370,916
Population 5 Years Forecast	2,980	103,541	378,780
Population 10 Years Forecast	3,016	104,880	384,114
Persons per Household	2.51 (98)	2.96 (116)	2.92 (114)

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Audience Profile

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	● 1 Mile			● 3 Mile			● 5 Mile		
Group Quarters	18	(0.6%)		8,550	(8.3%)		17,528	(4.7%)	
Transient Population - Average Last 4 Quarters	333	(11.2%)		1,104	(1.1%)		2,871	(0.8%)	

Households

Households 2025 Q4	1,181		31,946		123,096
Households 2025 Q3	1,183		31,951		122,846
Households 2025 Q2	1,184		31,994		122,807
Households 2025 Q1	1,184		31,927		122,558
Households 2024 Q4	1,181		31,845		122,290
Households 2024 Q3	1,178		31,759		122,057
Households 2024 Q2	1,175		31,674		121,861
Households 2024 Q1	1,173		31,618		121,579
Households 2023 Q4	1,168		31,466		121,067
Households 5 Years Forecast	1,181		32,068		123,747
Households 10 Years Forecast	1,195		32,521		125,599

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Apr 1, 2025 - Mar 31, 2026

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Gender

Male	1,507	(50.6%)	103	50,890	(49.3%)	101	186,603	(49.5%)	101
Female	1,471	(49.4%)	97	52,287	(50.7%)	99	190,300	(50.5%)	99

Ethnicity

Asian	1,074	(36.1%)	624	40,842	(39.6%)	685	96,971	(25.7%)	445
White	880	(29.6%)	51	28,641	(27.8%)	48	111,445	(29.6%)	51
Black	479	(16.1%)	136	14,427	(14%)	119	54,300	(14.4%)	122
Hispanic (Ethnic)	445	(14.9%)	76	14,714	(14.3%)	75	99,881	(26.5%)	135
Other	100	(3.4%)	65	4,553	(4.4%)	85	14,306	(3.8%)	73

Household by Ethnicity

Asian	398	(33.7%)	729	10,222	(32%)	692	26,764	(21.7%)	470
White	378	(32%)	52	9,334	(29.2%)	47	40,721	(33.1%)	54
Black	236	(20%)	182	5,229	(16.4%)	149	18,220	(14.8%)	135
Hispanic (Ethnic)	104	(8.8%)	58	4,258	(13.3%)	88	27,092	(22%)	145
Other	65	(5.5%)	73	2,903	(9.1%)	120	10,299	(8.4%)	110

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 Income	\$115,609.82	95	\$158,325.81	130	\$149,161.64	123
Average Income Per Person	\$46,175.52	98	\$49,520.86	105	\$49,227.82	104
Household Median Income	\$102,357.37	117	\$133,908.49	153	\$118,610.97	136
<\$15K	42 (3.6%)	49	931 (2.9%)	40	6,185 (5%)	70
\$15K - \$25K	115 (9.7%)	166	750 (2.3%)	40	4,669 (3.8%)	65
\$25K - \$35K	53 (4.5%)	73	785 (2.5%)	40	4,105 (3.3%)	54
\$35K - \$50K	56 (4.7%)	51	1,701 (5.3%)	57	7,555 (6.1%)	65
\$50K - \$75K	152 (12.9%)	86	3,166 (9.9%)	66	14,913 (12.1%)	81
\$75K - \$100K	151 (12.8%)	102	3,678 (11.5%)	92	14,061 (11.4%)	91
\$100K - \$150K	335 (28.4%)	156	7,059 (22.1%)	122	24,695 (20.1%)	111
\$150K - \$175K	76 (6.4%)	102	3,184 (10%)	158	10,247 (8.3%)	132
\$175K - \$200K	60 (5.1%)	102	2,556 (8%)	160	8,931 (7.3%)	145
\$200K - \$250K	79 (6.7%)	83	4,555 (14.3%)	177	15,528 (12.6%)	156
\$250K - \$500K	34 (2.9%)	83	1,952 (6.1%)	177	6,661 (5.4%)	157
>\$500K	28 (2.4%)	81	1,629 (5.1%)	177	5,546 (4.5%)	156

Disposable Households Income

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



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Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$91,123.51		101	\$119,521.02		132	\$109,802.13		121
Household Median Disposable Income	\$85,381.28		114	\$109,079.69		145	\$97,474.39		130
<\$15K	43	(3.6%)	46	1,020	(3.2%)	41	6,655	(5.4%)	69
\$15K - \$25K	137	(11.6%)	169	954	(3%)	43	5,542	(4.5%)	65
\$25K - \$35K	53	(4.5%)	63	1,077	(3.4%)	47	5,344	(4.3%)	61
\$35K - \$50K	85	(7.2%)	64	1,950	(6.1%)	54	9,781	(7.9%)	71
\$50K - \$75K	179	(15.2%)	90	4,423	(13.8%)	81	18,029	(14.6%)	87
\$75K - \$100K	278	(23.5%)	164	4,952	(15.5%)	108	18,107	(14.7%)	103
\$100K - \$150K	247	(20.9%)	111	8,648	(27.1%)	144	28,770	(23.4%)	124
\$150K - \$175K	53	(4.5%)	88	2,754	(8.6%)	168	9,867	(8%)	156
\$175K - \$200K	29	(2.5%)	72	1,675	(5.2%)	153	5,694	(4.6%)	135
\$200K - \$250K	31	(2.6%)	71	1,807	(5.7%)	171	6,155	(5%)	151
\$250K - \$500K	42	(3.6%)	71	2,467	(7.7%)	170	8,413	(6.8%)	151
>\$500K	4	(<0.5%)	85	219	(0.7%)	173	739	(0.6%)	151

Discretionary Households Income

Household Average Discretionary Income	\$61,121.41		89	\$91,755.49		134	\$81,428.78		119
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Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$57,274.83	99	\$86,851.79	150	\$73,380.81	127
<\$10K	51 (4.3%)	56	793 (2.5%)	32	7,037 (5.7%)	74
\$10K - \$20K	148 (12.5%)	137	1,167 (3.7%)	40	7,405 (6%)	66
\$20K - \$30K	86 (7.3%)	71	1,306 (4.1%)	43	8,179 (6.6%)	70
\$30K - \$40K	98 (8.3%)	91	2,057 (6.4%)	70	9,610 (7.8%)	85
\$40K - \$50K	109 (9.2%)	109	2,039 (6.4%)	76	9,265 (7.5%)	89
\$50K - \$75K	353 (29.9%)	170	5,737 (18%)	102	21,374 (17.4%)	99
\$75K - \$100K	147 (12.4%)	100	5,657 (17.7%)	142	17,237 (14%)	113
\$100K - \$125K	71 (6%)	71	4,446 (13.9%)	164	14,069 (11.4%)	135
\$125K - \$150K	60 (5.1%)	75	3,752 (11.7%)	181	12,508 (10.2%)	157
>\$150K	58 (4.9%)	49	4,992 (15.6%)	154	16,412 (13.3%)	132

Households Income by Ethnicity

Average Income - White	\$108,008.09	105	\$121,466.93	118	\$121,167.59	118
Median Income - White	\$107,175.64	113	\$120,727.29	128	\$123,168.66	130
Average Income - Black	\$97,470.72	131	\$117,065.48	157	\$106,476.1	143
Median Income - Black	\$78,124.88	130	\$113,256.31	188	\$101,307.48	168

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Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$101,635.67 (84)	\$144,912.44 (120)	\$140,957.06 (116)
Median Income - Asian	\$110,655.31 (88)	\$166,541.52 (132)	\$166,898.12 (132)
Average Income - Hispanic	\$88,489.12 (102)	\$119,016.57 (137)	\$99,213.34 (114)
Median Income - Hispanic	\$83,749.65 (111)	\$117,234.43 (156)	\$92,567.21 (123)
Average Income - Other	\$96,896.52 (101)	\$122,649.02 (128)	\$113,423.95 (118)
Median Income - Other	\$95,832.5 (111)	\$123,023.97 (142)	\$111,273.54 (129)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	38.55 (94)	38.48 (93)	38.64 (94)
Median Age	36.97 (92)	36.75 (91)	36.88 (91)
0-4	236 (7.9%) (148)	5,817 (5.6%) (105)	21,418 (5.7%) (106)
5-13	305 (10.2%) (101)	10,116 (9.8%) (97)	38,616 (10.2%) (101)
14-17	102 (3.4%) (65)	6,801 (6.6%) (125)	23,116 (6.1%) (116)
18-21	96 (3.2%) (58)	7,505 (7.3%) (132)	25,465 (6.8%) (122)
22-24	74 (2.5%) (59)	5,650 (5.5%) (131)	19,603 (5.2%) (124)
25-29	204 (6.9%) (116)	6,046 (5.9%) (100)	22,783 (6%) (103)
30-34	325 (10.9%) (170)	6,586 (6.4%) (99)	25,247 (6.7%) (104)

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	1 Mile		3 Mile		5 Mile				
35-39	298	(10%)	152	7,010	(6.8%)	103	25,981	(6.9%)	105
40-44	257	(8.6%)	134	7,658	(7.4%)	115	26,227	(7%)	108
45-49	173	(5.8%)	97	6,594	(6.4%)	106	24,228	(6.4%)	107
50-54	142	(4.8%)	81	5,954	(5.8%)	97	22,495	(6%)	101
55-59	167	(5.6%)	93	5,817	(5.6%)	93	22,179	(5.9%)	97
60-64	166	(5.6%)	88	5,749	(5.6%)	88	21,631	(5.7%)	90
65-69	145	(4.9%)	81	5,268	(5.1%)	83	19,526	(5.2%)	85
70-74	116	(3.9%)	76	4,294	(4.2%)	81	15,106	(4%)	74
75-79	92	(3.1%)	77	3,010	(2.9%)	75	10,881	(2.9%)	72
80-84	44	(1.5%)	59	1,834	(1.8%)	70	6,680	(1.8%)	70
85+	36	(1.2%)	58	1,468	(1.4%)	68	5,721	(1.5%)	73

Age - Male

Male Average Age	38.23		95	37.49		94	37.69		94
Male Median Age	36.61		96	35.67		93	35.95		94
0-4	121	(8%)	143	2,991	(5.9%)	105	11,035	(5.9%)	105
5-13	146	(9.7%)	92	5,141	(10.1%)	96	19,700	(10.6%)	100

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Audience Profile

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	1 Mile			3 Mile			5 Mile		
14-17	61	(4%)	74	3,519	(6.9%)	126	11,697	(6.3%)	114
18-21	59	(3.9%)	68	3,888	(7.6%)	133	12,967	(6.9%)	121
22-24	44	(2.9%)	66	2,921	(5.7%)	130	10,059	(5.4%)	122
25-29	108	(7.2%)	117	3,130	(6.2%)	100	11,882	(6.4%)	104
30-34	157	(10.4%)	158	3,299	(6.5%)	98	12,911	(6.9%)	105
35-39	143	(9.5%)	142	3,313	(6.5%)	97	12,852	(6.9%)	103
40-44	127	(8.4%)	130	3,777	(7.4%)	114	12,958	(6.9%)	107
45-49	88	(5.8%)	97	3,352	(6.6%)	109	12,114	(6.5%)	108
50-54	70	(4.6%)	74	2,896	(5.7%)	96	11,138	(6%)	101
55-59	79	(5.2%)	87	2,797	(5.5%)	91	10,884	(5.8%)	97
60-64	91	(6%)	97	2,754	(5.4%)	87	10,458	(5.6%)	90
65-69	73	(4.8%)	81	2,411	(4.7%)	81	9,237	(5%)	84
70-74	53	(3.5%)	73	2,018	(4%)	81	7,106	(3.8%)	71
75-79	43	(2.9%)	74	1,342	(2.6%)	72	4,840	(2.6%)	71
80-84	26	(1.7%)	74	805	(1.6%)	72	2,805	(1.5%)	69
85+	18	(1.2%)	74	536	(1.1%)	70	1,960	(1.1%)	69

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Audience Profile

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Benchmark: Nationwide



Age - Female

Metric	Value	1 Mile	3 Mile	5 Mile
Female Average Age	38.88	92	39.45	93
Female Median Age	37.31	90	37.72	91
0-4	115 (7.8%)	152	2,826 (5.4%)	105
5-13	159 (10.8%)	111	4,975 (9.5%)	98
14-17	41 (2.8%)	55	3,282 (6.3%)	124
18-21	37 (2.5%)	48	3,617 (6.9%)	131
22-24	30 (2%)	51	2,729 (5.2%)	131
25-29	96 (6.5%)	116	2,916 (5.6%)	99
30-34	168 (11.4%)	182	3,287 (6.3%)	100
35-39	155 (10.5%)	162	3,697 (7.1%)	109
40-44	130 (8.8%)	138	3,881 (7.4%)	116
45-49	85 (5.8%)	96	3,242 (6.2%)	103
50-54	72 (4.9%)	83	3,058 (5.8%)	99
55-59	88 (6%)	98	3,020 (5.8%)	95
60-64	75 (5.1%)	74	2,995 (5.7%)	89

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Apr 1, 2025 - Mar 31, 2026

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65-69	72	(4.9%)	2,857	(5.5%)	10,289	(5.4%)
70-74	63	(4.3%)	2,276	(4.4%)	8,000	(4.2%)
75-79	49	(3.3%)	1,668	(3.2%)	6,041	(3.2%)
80-84	18	(1.2%)	1,029	(2%)	3,875	(2%)
85+	18	(1.2%)	932	(1.8%)	3,761	(2%)

Employment by Occupation

Total Employees (16+ Years Old)	1,554		54,398		200,529	
Professional Specialty	427	(27.5%)	19,226	(35.3%)	60,496	(30.2%)
Managerial/Executive	399	(25.7%)	10,289	(18.9%)	36,208	(18.1%)
Production & Transportation	243	(15.6%)	5,851	(10.8%)	28,142	(14%)
Sales	168	(10.8%)	3,579	(6.6%)	14,292	(7.1%)
Office Admin	146	(9.4%)	6,640	(12.2%)	21,421	(10.7%)
Construction	52	(3.3%)	2,063	(3.8%)	12,172	(6.1%)
Building Maintenance & Cleaning	35	(2.3%)	1,325	(2.4%)	8,099	(4%)
Food Preparation & Serving	35	(2.3%)	1,663	(3.1%)	6,862	(3.4%)
Personal Care	27	(1.7%)	808	(1.5%)	3,445	(1.7%)

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Healthcare support	15	(1%)	29	1,495	(2.7%)	84	5,078	(2.5%)	7
Protective	7	(<0.5%)	21	1,459	(2.7%)	124	4,026	(2%)	93
Farming, Fishing & Forestry							288	(<0.5%)	25

Employment by Industry

Total Employees (16+ Years Old)	1,554			54,398			200,529		
Wholesale Retail	344	(22.1%)	168	6,585	(12.1%)	92	24,850	(12.4%)	94
Professional Services	317	(20.4%)	252	8,313	(15.3%)	189	24,198	(12.1%)	149
Educational Services	252	(16.2%)	69	13,408	(24.6%)	105	47,530	(23.7%)	101
Manufacturing	225	(14.5%)	146	5,911	(10.9%)	109	19,946	(9.9%)	100
Transportation	120	(7.7%)	132	3,661	(6.7%)	115	15,357	(7.7%)	131
Agriculture/Mining/Construction	110	(7.1%)	83	2,068	(3.8%)	45	11,320	(5.6%)	66
Entertainment Services	46	(3%)	34	2,850	(5.2%)	60	11,539	(5.8%)	66
Financial, Insurance & Real Estate	41	(2.6%)	39	4,651	(8.5%)	127	16,118	(8%)	119
Public Administration	30	(1.9%)	40	2,240	(4.1%)	86	6,337	(3.2%)	66
Administrative/Waste Services	28	(1.8%)	43	1,708	(3.1%)	75	10,271	(5.1%)	122
Other Professional Services	27	(1.7%)	37	1,797	(3.3%)	70	7,630	(3.8%)	8

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Information	14	(0.9%)	48	1,160	(2.1%)	114	5,040	(2.5%)	35
Management Services				46	(<0.5%)	67	393	(<0.5%)	154

Language Spoken

Speak English at Home	1,435	(52.3%)	68	49,701	(51%)	66	180,411	(50.8%)	66
Speak Other Language at Home	1,027	(37.5%)	441	35,998	(37%)	436	94,165	(26.5%)	312
Speak Spanish at Home	280	(10.2%)	72	11,661	(12%)	84	80,909	(22.8%)	161

Ancestry

South Central Asian (e.g. Indian)	731	(24.5%)	1554	29,632	(28.7%)	1818	64,440	(17.1%)	1083
Other	537	(18%)	132	13,568	(13.2%)	96	50,850	(13.5%)	99
South American	210	(7.1%)	516	4,249	(4.1%)	301	19,877	(5.3%)	386
Unclassified	173	(5.8%)	40	7,892	(7.6%)	52	25,154	(6.7%)	45
Chinese	111	(3.7%)	290	4,964	(4.8%)	374	15,833	(4.2%)	327
South East Asian (e.g. Vietnamese)	77	(2.6%)	547	1,198	(1.2%)	246	2,713	(0.7%)	152
Puerto Rican	75	(2.5%)	90	2,806	(2.7%)	97	13,304	(3.5%)	125
Italian	67	(2.2%)	84	3,107	(3%)	113	11,267	(3%)	112
Dominican	61	(2%)	306	2,642	(2.6%)	382	13,614	(3.6%)	539

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Scottish/Irish	47	(1.6%)	26	1,869	(1.8%)	30	8,850	(2.3%)	39
Central American	38	(1.3%)	72	2,443	(2.4%)	133	28,948	(7.7%)	431
Other European (e.g. Greek/Russian)	33	(1.1%)	40	1,326	(1.3%)	46	7,404	(2%)	71
German	33	(1.1%)	16	1,481	(1.4%)	20	5,953	(1.6%)	22
Mexican	31	(1%)	9	1,020	(1%)	9	15,756	(4.2%)	38
American	31	(1%)	26	699	(0.7%)	17	2,725	(0.7%)	18
Korean	28	(0.9%)	212	965	(0.9%)	211	3,033	(0.8%)	181
Other Hispanic	25	(0.8%)	79	988	(1%)	90	6,233	(1.7%)	155
Polish	19	(0.6%)	47	1,251	(1.2%)	89	4,952	(1.3%)	96
British	14	(<0.5%)	9	539	(0.5%)	10	2,935	(0.8%)	15
Scandinavian	8	(<0.5%)	16	175	(<0.5%)	10	1,002	(<0.5%)	15
French	5	(<0.5%)	16	144	(<0.5%)	13	744	(<0.5%)	19
Native American (Indian/Eskimo)	5	(<0.5%)	27	339	(<0.5%)	52	700	(<0.5%)	29
Cuban	5	(<0.5%)	22	566	(0.5%)	72	2,149	(0.6%)	74
Middle Eastern	3	(<0.5%)	18	462	(<0.5%)	8	1,908	(0.5%)	91
Dutch	2	(<0.5%)	13	89	(<0.5%)	16	388	(<0.5%)	20

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



Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Other Asian	2	(<0.5%)	19	468	(<0.5%)	128	1,520	(<0.5%)	114
Japanese	1	(<0.5%)	15	162	(<0.5%)	69	403	(<0.5%)	47
Hawaiian/Pacific Islander	1	(<0.5%)	19	36	(<0.5%)	19	110	(<0.5%)	16

Education (Age 25+)

Total Educated Population	2,165			67,288			248,685		
Elementary (0 to 8 Years)	41	(1.9%)	40	2,538	(3.8%)	75	18,695	(7.5%)	157
Some High School (9 to 11 Years)	107	(4.9%)	84	3,025	(4.5%)	76	13,922	(5.6%)	95
High School Graduate (12 Years)	379	(17.5%)	67	13,223	(19.7%)	75	52,860	(21.3%)	81
Some College (13 to 16 Years)	305	(14.1%)	73	9,239	(13.7%)	71	33,445	(13.4%)	70
Associates Degree Only	82	(3.8%)	43	4,509	(6.7%)	76	15,471	(6.2%)	71
Bachelor's Degree Only	601	(27.8%)	130	19,796	(29.4%)	138	64,672	(26%)	122
Graduate Degree	650	(30%)	218	14,958	(22.2%)	162	49,620	(20%)	145

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



Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	1,181	31,946	123,096
One Person Households	341 (28.9%)	5,504 (17.2%)	26,630 (21.6%)
Married Couple	536 (45.4%)	19,389 (60.7%)	64,571 (52.5%)
Male Householder	79 (6.7%)	1,725 (5.4%)	7,090 (5.8%)
Female Householder	48 (4.1%)	3,578 (11.2%)	16,071 (13.1%)
Non Family Households	177 (15%)	1,750 (5.5%)	8,734 (7.1%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	1,181	31,946	123,096
1 Person Household	341 (28.9%)	5,504 (17.2%)	26,630 (21.6%)
2 Person Household	346 (29.3%)	8,460 (26.5%)	32,879 (26.7%)
3 Person Household	245 (20.7%)	7,121 (22.3%)	23,600 (19.2%)
4 Person Household	143 (12.1%)	6,720 (21%)	22,422 (18.2%)
5 Person Household	58 (4.9%)	2,440 (7.6%)	9,625 (7.8%)
6 Person Household	28 (2.4%)	1,056 (3.3%)	4,539 (3.7%)
7+ Person Household	20 (1.7%)	645 (2%)	3,401 (2.8%)

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



Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide



Housing Units

Total Housing Units	1,223	33,062	129,345
Renter Occupied Housing	801	11,309	51,231
Owner Occupied Housing	380	20,637	71,865
Vacant Housing	42	1,116	6,249

Housing Rent

Average Rent	\$1,839.42	119	\$2,092.68	135	\$1,920.98	124
Median Rent	\$1,818.73	129	\$2,064.92	146	\$1,888.92	34
Total Cash Rents Housing	773	11,044	49,685			
<\$300		148 (1.3%)	48	734 (1.5%)	53	
\$300-\$500		70 (0.6%)	16	930 (1.9%)	49	
\$500-\$750	2 (<0.5%)	3	79 (0.7%)	8	1,260 (2.5%)	29
\$750-\$1000	23 (3%)	23	122 (1.1%)	8	1,615 (3.3%)	25
\$1000-\$1500	125 (16.2%)	61	1,131 (10.2%)	39	8,425 (17%)	64
\$1500-\$2000	371 (48%)	228	3,549 (32.1%)	153	15,271 (30.7%)	146
\$2000-\$2500	196 (25.4%)	216	3,258 (29.5%)	251	12,109 (24.4%)	207

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



Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	56	(7.2%)	125	1,802	(16.3%)	282	5,729	(11.5%)	199
\$3000-\$3500				648	(5.9%)	191	2,079	(4.2%)	137
>\$3500				237	(2.1%)	58	1,533	(3.1%)	84

Value of Owner-Occupied Housing Units

Average House Value	\$635,336.59		118	\$682,788.52		127	\$696,628.94		130
Median House Value	\$609,567.9		156	\$633,864.18		162	\$635,893.13		162
Owner Occupied Housing	380			20,637			71,865		
<\$100K				324	(1.6%)	19	1,177	(1.6%)	20
\$100K - \$200K				98	(<0.5%)	4	768	(1.1%)	8
\$200K - \$300K	18	(4.7%)	30	364	(1.8%)	11	1,977	(2.8%)	18
\$300K - \$400K	38	(10%)	69	1,352	(6.6%)	45	5,516	(7.7%)	53
\$400K - \$500K	63	(16.6%)	143	3,280	(15.9%)	137	11,069	(15.4%)	133
\$500K - \$1000K	225	(59.2%)	231	12,833	(62.2%)	243	40,809	(56.8%)	222
>\$1000K	36	(9.5%)	8	2,386	(11.6%)	100	10,549	(14.7%)	127

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



Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

1 Mile

3 Mile

5 Mile

Poverty

Households in Poverty	151	(12.8%)	101	1,885	(5.9%)	47	12,476	(10.1%)	8
Households Above Poverty	1,030	(87.2%)	100	30,061	(94.1%)	108	110,620	(89.9%)	103
Households in Poverty (Married)	32	(2.7%)	124	579	(1.8%)	83	2,495	(2%)	93
Households in Poverty (Male Householder)	16	(1.4%)	213	138	(<0.5%)	68	938	(0.8%)	120
Households in Poverty (Female Householder)				291	(0.9%)	31	2,819	(2.3%)	7
Households in Poverty (Non-Family)	92	(7.8%)	124	784	(2.5%)	39	5,047	(4.1%)	65
Households in Poverty (Non-Family Student)	11	(0.9%)	149	93	(<0.5%)	47	1,177	(1%)	153

Wealth per Household

Household Average Wealth	\$240,613.89	99	\$265,565.02	110	\$251,830.1	104			
Household Median Wealth	\$72,344.69	88	\$96,327.2	118	\$85,661.23	105			
<\$0K	218	(18.5%)	107	5,228	(16.4%)	95	21,201	(17.2%)	100
\$0K - \$5K	109	(9.2%)	109	2,392	(7.5%)	88	10,189	(8.3%)	98
\$5K - \$10K	57	(4.8%)	107	1,331	(4.2%)	92	5,467	(4.4%)	98
\$10K - \$25K	78	(6.6%)	104	1,928	(6%)	95	7,673	(6.2%)	98
\$25K - \$50K	78	(6.6%)	97	2,129	(6.7%)	98	8,258	(6.7%)	98

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



Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	113	(9.6%)	93	3,200	(10%)	98	12,282	(10%)	97
\$100K - \$250K	199	(16.9%)	93	5,844	(18.3%)	101	21,979	(17.9%)	99
\$250K - \$500K	149	(12.6%)	95	4,484	(14%)	106	16,521	(13.4%)	101
>\$500K	180	(15.2%)	102	5,410	(16.9%)	114	19,526	(15.9%)	106

Vehicles per Household

Total Number of Vehicles	1,927			60,638			215,479		
Average Number of Vehicles	1.63		89	1.9		104	1.75		96
No Vehicles	158	(13.4%)	162	1,676	(5.2%)	63	11,322	(9.2%)	111
1 Vehicle	411	(34.8%)	106	10,382	(32.5%)	99	42,534	(34.6%)	105
2 Vehicles	411	(34.8%)	94	12,653	(39.6%)	107	44,925	(36.5%)	99
3 or more Vehicles	201	(17%)	7	7,235	(22.6%)	103	24,315	(19.8%)	90

Population Change

Births	37			1,042			4,061		
Deaths	17			614			2,287		
Migration	-21			-136			743		

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



Audience Profile

Apr 1, 2025 - Mar 31, 2026

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	451	2,994	10,888
Total Employees	8,740	53,850	173,913

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