



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	13,049		59,520		101,513	
Households	4,838		21,980		37,830	
Persons per Household	2.7	106	2.69	106	2.64	104
Household Median Income	\$151,617.58	174	\$157,870.9	181	\$150,624.17	173
Household Median Disposable Income	\$122,287.08	163	\$126,846.83	169	\$121,072.89	161
Household Median Discretionary Income	\$95,423.64	165	\$107,513.1	186	\$101,122.79	175
Average Income Per Person	\$63,742.59	35	\$69,366.02	147	\$67,402.2	143
Median Rent	\$2,302.02	163	\$2,368.54	168	\$2,299.88	163
Median House Value	\$598,230.68	153	\$639,313.14	163	\$620,751.66	159
Households in Poverty	349 (7.2%)	57	1,041 (4.7%)	37	1,553 (4.1%)	32
Household Median Wealth	\$103,850.42	127	\$113,807.59	139	\$107,476.58	131
Average Age	37.46	91	40.14	97	40.25	98
Median Age	37.62	93	40.66	101	40.31	100
Households with Children	1,973 (40.8%)	152	8,283 (37.7%)	140	12,676 (33.5%)	125
High School Graduate or Higher	8,081 (94.9%)	106	39,020 (96.5%)	108	67,425 (96.7%)	108

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



# Audience Profile

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	5,110 (60%)	23,354 (57.8%)	38,555 (55.3%)
Pop density (per sq mi)	2,603	1,591	1,227
Area (based on blockgroups)	5	37	83

## Population

Population 2025 Q4	13,049	59,520	101,513
Population 2025 Q3	12,978	59,391	101,398
Population 2025 Q2	12,999	59,395	101,371
Population 2025 Q1	13,051	59,454	101,409
Population 2024 Q4	13,062	59,499	101,474
Population 2024 Q3	13,050	59,447	101,410
Population 2024 Q2	13,069	59,720	101,506
Population 2024 Q1	13,071	59,680	101,426
Population 2023 Q4	13,074	59,704	101,436
Population 5 Years Forecast	13,341	61,415	104,614
Population 10 Years Forecast	13,596	62,919	107,099
Persons per Household	2.7	2.69	2.64

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



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	1 Mile	3 Mile	5 Mile
Group Quarters	322 (0.5%)	23	1,545 (1.5%) 65
Transient Population - Average Last 4 Quarters	242 (<0.5%)	32	242 (<0.5%) 19

## Households

Households 2025 Q4	4,838	21,980	37,830
Households 2025 Q3	4,813	21,926	37,769
Households 2025 Q2	4,821	21,923	37,755
Households 2025 Q1	4,842	21,943	37,768
Households 2024 Q4	4,845	21,961	37,794
Households 2024 Q3	4,841	21,942	37,769
Households 2024 Q2	4,847	22,040	37,781
Households 2024 Q1	4,848	22,024	37,745
Households 2023 Q4	4,849	22,034	37,748
Households 5 Years Forecast	4,958	22,744	39,120
Households 10 Years Forecast	5,058	23,333	40,123

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



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### Gender

Male	6,200	(47.5%)	97	28,497	(47.9%)	98	48,711	(48%)	98
Female	6,849	(52.5%)	103	31,023	(52.1%)	102	52,802	(52%)	102

### Ethnicity

White	6,379	(48.9%)	85	36,110	(60.7%)	105	58,036	(57.2%)	99
Black	3,308	(25.4%)	215	10,207	(17.1%)	145	22,098	(21.8%)	185
Asian	1,518	(11.6%)	201	3,791	(6.4%)	110	5,782	(5.7%)	99
Hispanic (Ethnic)	1,076	(8.2%)	42	4,816	(8.1%)	41	8,390	(8.3%)	42
Other	768	(5.9%)	113	4,596	(7.7%)	148	7,207	(7.1%)	137

### Household by Ethnicity

White	2,675	(55.3%)	90	13,861	(63.1%)	102	22,836	(60.4%)	98
Black	1,191	(24.6%)	225	4,174	(19%)	173	8,263	(21.8%)	199
Asian	432	(8.9%)	193	1,065	(4.8%)	105	1,611	(4.3%)	92
Other	280	(5.8%)	76	1,704	(7.8%)	102	2,910	(7.7%)	101
Hispanic (Ethnic)	260	(5.4%)	35	1,176	(5.4%)	35	2,210	(5.8%)	38

### 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	\$171,925.8		141	\$187,085.24		154	\$179,194.55		147
Average Income Per Person	\$63,742.59		135	\$69,366.02		147	\$67,402.2		143
Household Median Income	\$151,617.58		174	\$157,870.9		181	\$150,624.17		173
<\$15K	300	(6.2%)	86	854	(3.9%)	54	1,184	(3.1%)	43
\$15K - \$25K	95	(2%)	33	362	(1.6%)	28	579	(1.5%)	26
\$25K - \$35K	88	(1.8%)	30	342	(1.6%)	25	880	(2.3%)	38
\$35K - \$50K	114	(2.4%)	25	653	(3%)	32	1,640	(4.3%)	46
\$50K - \$75K	500	(10.3%)	69	1,893	(8.6%)	58	3,558	(9.4%)	63
\$75K - \$100K	458	(9.5%)	75	2,059	(9.4%)	74	3,743	(9.9%)	71
\$100K - \$150K	831	(17.2%)	95	4,140	(18.8%)	104	7,234	(19.1%)	105
\$150K - \$175K	510	(10.5%)	167	2,182	(9.9%)	158	3,885	(10.3%)	163
\$175K - \$200K	498	(10.3%)	206	2,171	(9.9%)	198	3,465	(9.2%)	184
\$200K - \$250K	809	(16.7%)	207	4,102	(18.7%)	231	6,530	(17.3%)	214
\$250K - \$500K	346	(7.2%)	207	1,759	(8%)	232	2,801	(7.4%)	214
>\$500K	289	(6%)	207	1,463	(6.7%)	231	2,331	(6.2%)	214

## Disposable Households Income

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



# Audience Profile

Jan 1 - Dec 31, 2025

URBAN EDGE

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$125,283.69	138	\$132,266.35	146	\$128,053.08	141
Household Median Disposable Income	\$122,287.08	163	\$126,846.83	169	\$121,072.89	161
<\$15K	304 (6.3%)	8	872 (4%)	50	1,238 (3.3%)	42
\$15K - \$25K	97 (2%)	29	424 (1.9%)	28	737 (1.9%)	28
\$25K - \$35K	134 (2.8%)	39	506 (2.3%)	32	1,269 (3.4%)	47
\$35K - \$50K	312 (6.4%)	57	1,165 (5.3%)	47	2,366 (6.3%)	56
\$50K - \$75K	503 (10.4%)	62	2,257 (10.3%)	61	4,267 (11.3%)	67
\$75K - \$100K	617 (12.8%)	89	2,864 (13%)	91	4,991 (13.2%)	92
\$100K - \$150K	1,300 (26.9%)	142	5,848 (26.6%)	141	10,260 (27.1%)	144
\$150K - \$175K	475 (9.8%)	191	2,492 (11.3%)	221	3,865 (10.2%)	199
\$175K - \$200K	297 (6.1%)	179	1,505 (6.8%)	200	2,395 (6.3%)	185
\$200K - \$250K	321 (6.6%)	200	1,630 (7.4%)	224	2,594 (6.9%)	207
\$250K - \$500K	439 (9.1%)	200	2,224 (10.1%)	223	3,540 (9.4%)	206
>\$500K	39 (0.8%)	203	193 (0.9%)	221	308 (0.8%)	205

## Discretionary Households Income

Household Average Discretionary Income	\$97,484.65	142	\$106,781.7	156	\$101,604.59	148
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2025

URBAN EDGE

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$95,423.64	165	\$107,513.1	186	\$101,122.79	175
<\$10K	294 (6.1%)	7	810 (3.7%)	48	1,641 (4.3%)	56
\$10K - \$20K	123 (2.5%)	28	493 (2.2%)	25	921 (2.4%)	27
\$20K - \$30K	131 (2.7%)	29	552 (2.5%)	27	1,374 (3.6%)	38
\$30K - \$40K	274 (5.7%)	62	820 (3.7%)	41	2,011 (5.3%)	58
\$40K - \$50K	332 (6.9%)	8	1,253 (5.7%)	68	2,023 (5.3%)	63
\$50K - \$75K	693 (14.3%)	8	3,176 (14.4%)	8	5,395 (14.3%)	8
\$75K - \$100K	680 (14.1%)	113	2,933 (13.3%)	107	5,301 (14%)	113
\$100K - \$125K	669 (13.8%)	163	3,171 (14.4%)	170	5,544 (14.7%)	172
\$125K - \$150K	610 (12.6%)	195	2,772 (12.6%)	195	4,526 (12%)	185
>\$150K	1,032 (21.3%)	211	6,000 (27.3%)	270	9,094 (24%)	238

## Households Income by Ethnicity

Average Income - White	\$131,918.76	129	\$140,205.93	137	\$134,236.48	131
Median Income - White	\$143,487.85	152	\$158,154.68	167	\$148,996.17	158
Average Income - Black	\$126,444.46	170	\$127,747.25	172	\$134,843.98	181
Median Income - Black	\$141,484.85	235	\$135,251.38	225	\$147,582.69	245

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	\$137,430.29 (114)	\$133,025.28 (110)	\$133,537.09 (110)
Median Income - Asian	\$194,530.36 (154)	\$166,297.14 (132)	\$156,344.57 (124)
Average Income - Hispanic	\$133,519.59 (154)	\$144,370.83 (166)	\$137,053.39 (158)
Median Income - Hispanic	\$161,904.52 (215)	\$179,166.09 (238)	\$158,510.47 (211)
Average Income - Other	\$154,376.86 (161)	\$153,685.48 (160)	\$143,901.96 (150)
Median Income - Other	\$178,190.92 (206)	\$190,455.03 (220)	\$167,053.93 (193)

## Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	37.46 (91)	40.14 (97)	40.25 (98)
Median Age	37.62 (93)	40.66 (101)	40.31 (100)
0-4	754 (5.8%) (108)	3,117 (5.2%) (97)	5,449 (5.4%) (100)
5-13	1,692 (13%) (128)	6,922 (11.6%) (115)	11,076 (10.9%) (108)
14-17	826 (6.3%) (120)	3,509 (5.9%) (112)	5,724 (5.6%) (107)
18-21	755 (5.8%) (105)	3,291 (5.5%) (100)	5,564 (5.5%) (99)
22-24	506 (3.9%) (93)	2,264 (3.8%) (91)	3,949 (3.9%) (93)
25-29	603 (4.6%) (77)	3,007 (5.1%) (86)	5,820 (5.7%) (97)
30-34	770 (5.9%) (92)	3,080 (5.2%) (88)	5,902 (5.8%) (90)

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	1 Mile		3 Mile		5 Mile				
35-39	945	(7.2%)	110	3,834	(6.4%)	98	6,708	(6.6%)	100
40-44	1,136	(8.7%)	135	4,486	(7.5%)	117	7,326	(7.2%)	112
45-49	1,055	(8.1%)	134	4,325	(7.3%)	121	6,921	(6.8%)	113
50-54	938	(7.2%)	121	4,032	(6.8%)	114	6,524	(6.4%)	108
55-59	782	(6%)	99	3,865	(6.5%)	107	6,686	(6.6%)	109
60-64	729	(5.6%)	88	3,757	(6.3%)	99	6,628	(6.5%)	103
65-69	560	(4.3%)	70	3,154	(5.3%)	87	5,504	(5.4%)	89
70-74	402	(3.1%)	60	2,574	(4.3%)	84	4,381	(4.3%)	84
75-79	271	(2.1%)	52	2,083	(3.5%)	88	3,500	(3.4%)	86
80-84	189	(1.4%)	57	1,287	(2.2%)	86	2,234	(2.2%)	87
85+	136	(1%)	50	933	(1.6%)	75	1,617	(1.6%)	71

## Age - Male

Male Average Age	35.88	90	38.72	97	38.91	97			
Male Median Age	35.89	94	38.17	100	37.86	99			
0-4	387	(6.2%)	111	1,599	(5.6%)	100	2,792	(5.7%)	102
5-13	878	(14.2%)	134	3,526	(12.4%)	117	5,658	(11.6%)	110

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
14-17	413	(6.7%)	122	1,776	(6.2%)	114	2,865	(5.9%)	107
18-21	378	(6.1%)	106	1,675	(5.9%)	102	2,773	(5.7%)	99
22-24	262	(4.2%)	96	1,159	(4.1%)	92	1,964	(4%)	92
25-29	312	(5%)	8	1,539	(5.4%)	88	3,006	(6.2%)	100
30-34	372	(6%)	91	1,515	(5.3%)	8	2,963	(6.1%)	92
35-39	440	(7.1%)	106	1,841	(6.5%)	97	3,270	(6.7%)	100
40-44	533	(8.6%)	132	2,125	(7.5%)	115	3,520	(7.2%)	111
45-49	459	(7.4%)	123	1,992	(7%)	116	3,219	(6.6%)	110
50-54	451	(7.3%)	123	1,919	(6.7%)	114	3,044	(6.2%)	106
55-59	334	(5.4%)	90	1,798	(6.3%)	105	3,113	(6.4%)	106
60-64	344	(5.5%)	89	1,752	(6.1%)	99	3,110	(6.4%)	102
65-69	237	(3.8%)	65	1,410	(4.9%)	84	2,508	(5.1%)	88
70-74	181	(2.9%)	60	1,161	(4.1%)	84	1,963	(4%)	83
75-79	109	(1.8%)	48	865	(3%)	83	1,458	(3%)	8
80-84	70	(1.1%)	52	521	(1.8%)	83	910	(1.9%)	85
85+	40	(0.6%)	43	324	(1.1%)	75	575	(1.2%)	7

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



Benchmark: Nationwide



### Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	38.89 (92)	41.43 (98)	41.48 (98)
Female Median Age	40.1 (97)	41.89 (101)	41.58 (100)
0-4	367 (5.4%) (104)	1,518 (4.9%) (95)	2,657 (5%) (98)
5-13	814 (11.9%) (122)	3,396 (10.9%) (112)	5,418 (10.3%) (105)
14-17	413 (6%) (119)	1,733 (5.6%) (110)	2,859 (5.4%) (107)
18-21	377 (5.5%) (104)	1,616 (5.2%) (99)	2,791 (5.3%) (100)
22-24	244 (3.6%) (89)	1,105 (3.6%) (89)	1,985 (3.8%) (94)
25-29	291 (4.2%) (75)	1,468 (4.7%) (84)	2,814 (5.3%) (95)
30-34	398 (5.8%) (93)	1,565 (5%) (8)	2,939 (5.6%) (89)
35-39	505 (7.4%) (114)	1,993 (6.4%) (99)	3,438 (6.5%) (100)
40-44	603 (8.8%) (138)	2,361 (7.6%) (119)	3,806 (7.2%) (113)
45-49	596 (8.7%) (145)	2,333 (7.5%) (125)	3,702 (7%) (117)
50-54	487 (7.1%) (120)	2,113 (6.8%) (115)	3,480 (6.6%) (111)
55-59	448 (6.5%) (108)	2,067 (6.7%) (110)	3,573 (6.8%) (111)
60-64	385 (5.6%) (87)	2,005 (6.5%) (100)	3,518 (6.7%) (103)

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Benchmark: Nationwide

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65-69	323	(4.7%)	74	1,744	(5.6%)	89	2,996	(5.7%)	89
70-74	221	(3.2%)	60	1,413	(4.6%)	84	2,418	(4.6%)	85
75-79	162	(2.4%)	55	1,218	(3.9%)	91	2,042	(3.9%)	90
80-84	119	(1.7%)	61	766	(2.5%)	87	1,324	(2.5%)	88
85+	96	(1.4%)	53	609	(2%)	75	1,042	(2%)	75

## Employment by Occupation

Total Employees (16+ Years Old)	7,248			33,408			57,664		
Professional Specialty	2,301	(31.7%)	128	11,878	(35.6%)	144	20,483	(35.5%)	144
Managerial/Executive	2,011	(27.7%)	160	8,110	(24.3%)	140	14,080	(24.4%)	140
Office Admin	821	(11.3%)	107	3,513	(10.5%)	99	5,726	(9.9%)	93
Production & Transportation	486	(6.7%)	52	2,027	(6.1%)	47	3,489	(6.1%)	47
Sales	480	(6.6%)	71	2,502	(7.5%)	86	4,881	(8.5%)	91
Protective	362	(5%)	231	987	(3%)	136	1,617	(2.8%)	129
Construction	213	(2.9%)	37	1,360	(4.1%)	51	2,589	(4.5%)	56
Personal Care	210	(2.9%)	116	880	(2.6%)	106	1,231	(2.1%)	86
Healthcare support	165	(2.3%)	70	532	(1.6%)	49	937	(1.6%)	50

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Benchmark: Nationwide

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Food Preparation & Serving	157	(2.2%)	42	1,300	(3.9%)	74	2,136	(3.7%)	73
Building Maintenance & Cleaning	42	(0.6%)	17	279	(0.8%)	25	455	(0.8%)	23
Farming, Fishing & Forestry				40	(<0.5%)	21	40	(<0.5%)	12

### Employment by Industry

Total Employees (16+ Years Old)	7,248			33,408			57,664		
Educational Services	1,417	(19.6%)	84	7,094	(21.2%)	91	12,235	(21.2%)	91
Professional Services	1,248	(17.2%)	213	5,582	(16.7%)	207	8,851	(15.3%)	190
Public Administration	1,100	(15.2%)	318	5,254	(15.7%)	329	9,451	(16.4%)	343
Wholesale Retail	640	(8.8%)	67	2,901	(8.7%)	66	5,902	(10.2%)	74
Entertainment Services	528	(7.3%)	84	2,541	(7.6%)	88	4,070	(7.1%)	84
Financial, Insurance & Real Estate	481	(6.6%)	98	2,060	(6.2%)	91	3,306	(5.7%)	85
Administrative/Waste Services	404	(5.6%)	133	1,282	(3.8%)	92	2,055	(3.6%)	85
Agriculture/Mining/Construction	327	(4.5%)	53	1,922	(5.8%)	68	3,494	(6.1%)	71
Other Professional Services	320	(4.4%)	94	1,330	(4%)	85	2,300	(4%)	85
Manufacturing	295	(4.1%)	41	1,162	(3.5%)	35	2,031	(3.5%)	35
Transportation	293	(4%)	69	1,446	(4.3%)	74	2,463	(4.3%)	73

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	● 1 Mile		● 3 Mile		● 5 Mile				
Information	183	(2.5%)	135	784	(2.3%)	126	1,456	(2.5%)	35
Management Services	12	(<0.5%)	130	50	(<0.5%)	118	50	(<0.5%)	68

### Language Spoken

Speak English at Home	9,295	(75.6%)	98	48,250	(85.5%)	111	82,649	(86%)	111
Speak Other Language at Home	2,200	(17.9%)	211	5,480	(9.7%)	114	8,488	(8.8%)	104
Speak Spanish at Home	800	(6.5%)	46	2,673	(4.7%)	33	4,927	(5.1%)	36

### Ancestry

Other	1,944	(14.9%)	109	9,097	(15.3%)	112	15,509	(15.3%)	112
Unclassified	1,542	(11.8%)	8	8,348	(14%)	95	13,862	(13.7%)	93
Scottish/Irish	775	(5.9%)	99	4,901	(8.2%)	138	7,625	(7.5%)	126
South Central Asian (e.g. Indian)	730	(5.6%)	354	1,452	(2.4%)	154	2,158	(2.1%)	35
German	693	(5.3%)	75	4,462	(7.5%)	106	7,063	(7%)	98
British	529	(4.1%)	7	3,832	(6.4%)	124	5,985	(5.9%)	113
Chinese	434	(3.3%)	259	700	(1.2%)	91	926	(0.9%)	71
Italian	351	(2.7%)	101	2,182	(3.7%)	137	3,237	(3.2%)	119
Other European (e.g. Greek/Russian)	342	(2.6%)	94	2,530	(4.3%)	153	3,577	(3.5%)	127

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Central American	308 (2.4%)	1,046 (1.8%)	2,211 (2.2%)
Puerto Rican	278 (2.1%)	1,205 (2%)	2,220 (2.2%)
Polish	220 (1.7%)	1,165 (2%)	1,750 (1.7%)
Mexican	216 (1.7%)	1,093 (1.8%)	1,710 (1.7%)
American	209 (1.6%)	1,626 (2.7%)	2,553 (2.5%)
South American	201 (1.5%)	1,108 (1.9%)	1,465 (1.4%)
Scandinavian	149 (1.1%)	687 (1.2%)	1,117 (1.1%)
French	149 (1.1%)	606 (1%)	897 (0.9%)
Middle Eastern	103 (0.8%)	371 (0.6%)	504 (<0.5%)
Japanese	65 (<0.5%)	188 (<0.5%)	290 (<0.5%)
Other Asian	53 (<0.5%)	101 (<0.5%)	169 (<0.5%)
Cuban	47 (<0.5%)	212 (<0.5%)	337 (<0.5%)
Korean	45 (<0.5%)	347 (0.6%)	734 (0.7%)
Other Hispanic	26 (<0.5%)	144 (<0.5%)	281 (<0.5%)
Dutch	18 (<0.5%)	184 (<0.5%)	292 (<0.5%)
Native American (Indian/Eskimo)	18 (<0.5%)	117 (<0.5%)	196 (<0.5%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	17	(<0.5%)	39	(<0.5%)	81	(<0.5%)
South East Asian (e.g. Vietnamese)	16	(<0.5%)	189	(<0.5%)	302	(<0.5%)
Dominican			8	(<0.5%)	166	(<0.5%)

### Education (Age 25+)

Total Educated Population	8,516		40,417		69,751	
Elementary (0 to 8 Years)	301	(3.5%)	666	(1.6%)	991	(1.4%)
Some High School (9 to 11 Years)	134	(1.6%)	731	(1.8%)	1,335	(1.9%)
High School Graduate (12 Years)	852	(10%)	5,830	(14.4%)	11,346	(16.3%)
Some College (13 to 16 Years)	1,592	(18.7%)	6,838	(16.9%)	12,630	(18.1%)
Associates Degree Only	527	(6.2%)	2,998	(7.4%)	4,894	(7%)
Bachelor's Degree Only	3,076	(36.1%)	12,812	(31.7%)	20,935	(30%)
Graduate Degree	2,034	(23.9%)	10,542	(26.1%)	17,620	(25.3%)

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





# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	4,838	21,980	37,830
One Person Households	1,226 (25.3%)	5,030 (22.9%)	9,199 (24.3%)
Married Couple	2,516 (52%)	12,443 (56.6%)	20,237 (53.5%)
Male Householder	229 (4.7%)	1,008 (4.6%)	1,990 (5.3%)
Female Householder	703 (14.5%)	2,745 (12.5%)	4,724 (12.5%)
Non Family Households	164 (3.4%)	754 (3.4%)	1,680 (4.4%)

## Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,838	21,980	37,830
1 Person Household	1,226 (25.3%)	5,030 (22.9%)	9,199 (24.3%)
2 Person Household	1,322 (27.3%)	6,774 (30.8%)	11,949 (31.6%)
3 Person Household	879 (18.2%)	3,872 (17.6%)	6,525 (17.2%)
4 Person Household	862 (17.8%)	3,899 (17.7%)	6,063 (16%)
5 Person Household	366 (7.6%)	1,527 (6.9%)	2,565 (6.8%)
6 Person Household	113 (2.3%)	597 (2.7%)	1,021 (2.7%)
7+ Person Household	70 (1.4%)	281 (1.3%)	508 (1.3%)

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	5,179	22,907	39,320
Owner Occupied Housing	3,539	17,027	28,223
Renter Occupied Housing	1,299	4,953	9,607
Vacant Housing	341	927	1,490

### Housing Rent

Average Rent	\$2,377.98	154	\$2,416.05	156	\$2,322.93	150		
Median Rent	\$2,302.02	163	\$2,368.54	168	\$2,299.88	163		
Total Cash Rents Housing	1,299	4,827	9,191					
<\$300			17	(<0.5%)	7			
\$300-\$500			56	(0.6%)	16			
\$500-\$750		16	(<0.5%)	4	119	(1.3%)	15	
\$750-\$1000	2	(<0.5%)	1	(<0.5%)	3	100	(1.1%)	8
\$1000-\$1500	47	(3.6%)	14	(4.3%)	16	539	(5.9%)	22
\$1500-\$2000	316	(24.3%)	115	(20.1%)	95	1,961	(21.3%)	101
\$2000-\$2500	471	(36.3%)	309	(33.7%)	287	3,007	(32.7%)	278

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	246	(18.9%)	327	1,168	(24.2%)	418	1,987	(21.6%)	374
\$3000-\$3500	149	(11.5%)	374	524	(10.9%)	354	882	(9.6%)	313
>\$3500	68	(5.2%)	142	294	(6.1%)	166	523	(5.7%)	155

## Value of Owner-Occupied Housing Units

Average House Value	\$635,869.45	118	\$675,649.21	126	\$668,486.28	125			
Median House Value	\$598,230.68	153	\$639,313.14	163	\$620,751.66	159			
Owner Occupied Housing	3,539		17,027		28,223				
<\$100K	49	(1.4%)	17	272	(1.6%)	19	498	(1.8%)	22
\$100K - \$200K	4	(<0.5%)	1	62	(<0.5%)	3	113	(<0.5%)	3
\$200K - \$300K	118	(3.3%)	21	477	(2.8%)	18	699	(2.5%)	16
\$300K - \$400K	505	(14.3%)	98	1,899	(11.2%)	77	3,220	(11.4%)	71
\$400K - \$500K	666	(18.8%)	162	2,684	(15.8%)	136	5,048	(17.9%)	154
\$500K - \$1000K	1,773	(50.1%)	196	9,389	(55.1%)	216	15,170	(53.8%)	210
>\$1000K	424	(12%)	103	2,244	(13.2%)	114	3,475	(12.3%)	106

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



Benchmark: Nationwide



### Poverty

Households in Poverty	349	(7.2%)		1,041	(4.7%)		1,553	(4.1%)	
Households Above Poverty	4,489	(92.8%)		20,939	(95.3%)		36,277	(95.9%)	
Households in Poverty (Married)	33	(0.7%)		131	(0.6%)		245	(0.6%)	
Households in Poverty (Male Householder)				53	(<0.5%)		53	(<0.5%)	
Households in Poverty (Female Householder)				119	(0.5%)		211	(0.6%)	
Households in Poverty (Non-Family)	300	(6.2%)		687	(3.1%)		970	(2.6%)	
Households in Poverty (Non-Family Student)	16	(<0.5%)		51	(<0.5%)		74	(<0.5%)	

### Wealth per Household

Household Average Wealth	\$273,473.54			\$281,287.31			\$276,129.99		
Household Median Wealth	\$103,850.42			\$113,807.59			\$107,476.58		
<\$0K	773	(16%)		3,380	(15.4%)		5,934	(15.7%)	
\$0K - \$5K	337	(7%)		1,449	(6.6%)		2,595	(6.9%)	
\$5K - \$10K	192	(4%)		839	(3.8%)		1,489	(3.9%)	
\$10K - \$25K	284	(5.9%)		1,266	(5.8%)		2,216	(5.9%)	
\$25K - \$50K	323	(6.7%)		1,452	(6.6%)		2,509	(6.6%)	

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	487	(10.1%)	2,223	(10.1%)	3,820	(10.1%)
\$100K - \$250K	896	(18.5%)	4,139	(18.8%)	7,062	(18.7%)
\$250K - \$500K	697	(14.4%)	3,243	(14.8%)	5,491	(14.5%)
>\$500K	849	(17.5%)	3,989	(18.1%)	6,714	(17.7%)

## Vehicles per Household

Total Number of Vehicles	8,734		43,882		75,413	
Average Number of Vehicles	1.81		2		1.99	
No Vehicles	161	(3.3%)	621	(2.8%)	1,209	(3.2%)
1 Vehicle	1,820	(37.6%)	6,555	(29.8%)	11,436	(30.2%)
2 Vehicles	1,928	(39.9%)	9,553	(43.5%)	15,955	(42.2%)
3 or more Vehicles	929	(19.2%)	5,251	(23.9%)	9,230	(24.4%)

## Population Change

Births	127		551		974
Deaths	78		467		800
Migration	-62		-44		-82

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	373	1,008	2,164
Total Employees	5,279	14,831	46,111

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