



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Overview									
Population	--	59,433			111,143				
Households	--	24,355			47,512				
Persons per Household	--	2.23		87	2.22			87	
Household Median Income	--	\$57,024.24		65	\$61,500.5			70	
Household Median Disposable Income	--	\$48,354.5		64	\$51,809.37			69	
Household Median Discretionary Income	--	\$34,453.62		59	\$38,093.07			66	
Average Income Per Person	--	\$32,025.28		68	\$35,264.93			75	
Median Rent	--	\$1,097.95		76	\$1,059.93			75	
Median House Value	--	\$166,049.48		42	\$182,164.92			47	
Households in Poverty	--	4,768	(19.6%)	155	8,343	(17.6%)		139	
Household Median Wealth	--	\$62,434.83		76	\$67,921.48			83	
Average Age	--	41.57		101	42.6			103	
Median Age	--	40.09		99	41.6			103	
Households with Children	--	5,288	(21.7%)	8	10,339	(21.8%)		8	
High School Graduate or Higher	--	36,652	(87.5%)	98	71,412	(89.6%)		100	

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	--	9,570 (22.9%)	19,156 (24%)
Pop density (per sq mi)	--	1,418	1,472
Area (based on blockgroups)	--	42	76

Population

Population 2025 Q4	--	59,433	111,143
Population 2025 Q3	--	59,382	111,121
Population 2025 Q2	--	59,399	111,209
Population 2025 Q1	--	59,375	111,182
Population 2024 Q4	--	59,293	111,099
Population 2024 Q3	--	59,251	111,014
Population 2024 Q2	--	59,209	110,972
Population 2024 Q1	--	59,175	110,880
Population 2023 Q4	--	59,142	110,743
Population 5 Years Forecast	--	59,462	111,102
Population 10 Years Forecast	--	59,694	111,504
Persons per Household	--	2.23	2.22

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	1 Mile	3 Mile	5 Mile
Group Quarters	--	5,093 (8.6%)	5,482 (4.9%)
Transient Population - Average Last 4 Quarters	--	1,550 (2.6%)	1,550 (1.4%)

Households

Households 2025 Q4	--	24,355	47,512
Households 2025 Q3	--	24,312	47,466
Households 2025 Q2	--	24,320	47,509
Households 2025 Q1	--	24,311	47,501
Households 2024 Q4	--	24,276	47,457
Households 2024 Q3	--	24,253	47,418
Households 2024 Q2	--	24,236	47,399
Households 2024 Q1	--	24,221	47,365
Households 2023 Q4	--	24,190	47,282
Households 5 Years Forecast	--	24,382	47,515
Households 10 Years Forecast	--	24,496	47,701

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



Benchmark: Nationwide



Gender

Male	--	29,630	(49.9%)	102	54,433	(49%)	100
Female	--	29,803	(50.1%)	98	56,710	(51%)	100

Ethnicity

White	--	38,187	(64.3%)	111	79,123	(71.2%)	123
Black	--	6,032	(10.1%)	86	8,749	(7.9%)	67
Asian	--	1,211	(2%)	35	1,665	(1.5%)	26
Hispanic (Ethnic)	--	11,684	(19.7%)	100	17,390	(15.6%)	80
Other	--	2,319	(3.9%)	75	4,216	(3.8%)	73

Household by Ethnicity

White	--	16,359	(67.2%)	109	35,138	(74%)	120
Black	--	1,984	(8.1%)	74	2,929	(6.2%)	56
Asian	--	387	(1.6%)	34	467	(1%)	21
Hispanic (Ethnic)	--	3,832	(15.7%)	104	5,837	(12.3%)	80
Other	--	1,793	(7.4%)	97	3,141	(6.6%)	87

Households Income

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



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	1 Mile	3 Mile	5 Mile
Household Average Income	--	\$75,018.27	\$80,669.49
Average Income Per Person	--	\$32,025.28	\$35,264.93
Household Median Income	--	\$57,024.24	\$61,500.5
<\$15K	--	2,888 (11.9%)	5,202 (10.9%)
\$15K - \$25K	--	2,174 (8.9%)	3,961 (8.3%)
\$25K - \$35K	--	2,259 (9.3%)	4,215 (8.9%)
\$35K - \$50K	--	3,446 (14.1%)	5,938 (12.5%)
\$50K - \$75K	--	4,524 (18.6%)	8,753 (18.4%)
\$75K - \$100K	--	3,325 (13.7%)	6,692 (14.1%)
\$100K - \$150K	--	3,209 (13.2%)	7,131 (15%)
\$150K - \$175K	--	801 (3.3%)	1,873 (3.9%)
\$175K - \$200K	--	469 (1.9%)	1,098 (2.3%)
\$200K - \$250K	--	709 (2.9%)	1,490 (3.1%)
\$250K - \$500K	--	301 (1.2%)	634 (1.3%)
>\$500K	--	250 (1%)	525 (1.1%)

Disposable Households Income

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



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	1 Mile	3 Mile	5 Mile
Household Average Disposable Income	--	\$61,701.77	\$65,235.21
Household Median Disposable Income	--	\$48,354.5	\$51,809.37
<\$15K	--	3,288 (13.5%)	6,030 (12.7%)
\$15K - \$25K	--	2,563 (10.5%)	4,442 (9.3%)
\$25K - \$35K	--	2,705 (11.1%)	5,078 (10.7%)
\$35K - \$50K	--	4,111 (16.9%)	7,447 (15.7%)
\$50K - \$75K	--	4,614 (18.9%)	9,071 (19.1%)
\$75K - \$100K	--	3,077 (12.6%)	6,472 (13.6%)
\$100K - \$150K	--	2,590 (10.6%)	5,929 (12.5%)
\$150K - \$175K	--	421 (1.7%)	951 (2%)
\$175K - \$200K	--	264 (1.1%)	573 (1.2%)
\$200K - \$250K	--	290 (1.2%)	609 (1.3%)
\$250K - \$500K	--	398 (1.6%)	836 (1.8%)
>\$500K	--	34 (<0.5%)	74 (<0.5%)

Discretionary Households Income

Household Average Discretionary Income	--	\$43,431.9	\$47,042.09
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			1 Mile	3 Mile	5 Mile
Household Median Discretionary Income	--	\$34,453.62	59	\$38,093.07	66
<\$10K	--	3,219 (13.2%)	170	5,594 (11.8%)	152
\$10K - \$20K	--	4,049 (16.6%)	182	7,074 (14.9%)	163
\$20K - \$30K	--	3,607 (14.8%)	157	6,587 (13.9%)	147
\$30K - \$40K	--	3,036 (12.5%)	136	5,559 (11.7%)	128
\$40K - \$50K	--	2,432 (10%)	118	5,006 (10.5%)	125
\$50K - \$75K	--	4,232 (17.4%)	99	8,878 (18.7%)	106
\$75K - \$100K	--	1,868 (7.7%)	62	4,416 (9.3%)	75
\$100K - \$125K	--	771 (3.2%)	37	1,845 (3.9%)	46
\$125K - \$150K	--	617 (2.5%)	39	1,286 (2.7%)	42
>\$150K	--	524 (2.2%)	21	1,267 (2.7%)	26

Households Income by Ethnicity

Average Income - White	--	\$75,515.21	74	\$77,982.31	74
Median Income - White	--	\$62,607.57	66	\$65,853.97	70
Average Income - Black	--	\$47,984.77	65	\$52,100.74	70
Median Income - Black	--	\$38,096.73	63	\$39,839.86	66

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	--	\$76,749.85	\$84,200.51
Median Income - Asian	--	\$67,051.77	\$70,392.17
Average Income - Hispanic	--	\$59,452.95	\$62,347.83
Median Income - Hispanic	--	\$49,724.67	\$56,008.33
Average Income - Other	--	\$57,593.28	\$63,180.56
Median Income - Other	--	\$47,529.26	\$54,929.28

Age

Average Age	--	41.57	42.6
Median Age	--	40.09	41.6
0-4	--	3,173 (5.3%)	5,985 (5.4%)
5-13	--	5,405 (9.1%)	10,058 (9%)
14-17	--	2,904 (4.9%)	5,190 (4.7%)
18-21	--	3,354 (5.6%)	5,685 (5.1%)
22-24	--	2,726 (4.6%)	4,488 (4%)
25-29	--	4,029 (6.8%)	6,875 (6.2%)
30-34	--	3,934 (6.6%)	7,109 (6.4%)

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	1 Mile		3 Mile		5 Mile
35-39	--	4,108	(6.9%)	105	7,430 (6.7%) 102
40-44	--	3,675	(6.2%)	96	6,885 (6.2%) 96
45-49	--	3,381	(5.7%)	95	6,308 (5.7%) 94
50-54	--	3,288	(5.5%)	93	6,315 (5.7%) 96
55-59	--	3,509	(5.9%)	98	6,856 (6.2%) 102
60-64	--	3,725	(6.3%)	99	7,389 (6.6%) 105
65-69	--	3,678	(6.2%)	101	7,296 (6.6%) 107
70-74	--	3,137	(5.3%)	103	6,422 (5.8%) 113
75-79	--	2,390	(4%)	101	4,907 (4.4%) 111
80-84	--	1,534	(2.6%)	102	3,089 (2.8%) 110
85+	--	1,483	(2.5%)	120	2,856 (2.6%) 124

Age - Male

Male Average Age	--	40.22		100	41.11 103
Male Median Age	--	37.88		99	40.15 105
0-4	--	1,629	(5.5%)	98	3,070 (5.6%) 100
5-13	--	2,783	(9.4%)	89	5,211 (9.6%) 91

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	1 Mile	3 Mile	5 Mile
14-17	--	1,523 (5.1%) 94	2,731 (5%) 92
18-21	--	1,768 (6%) 104	2,973 (5.5%) 95
22-24	--	1,428 (4.8%) 109	2,311 (4.2%) 96
25-29	--	2,129 (7.2%) 117	3,542 (6.5%) 106
30-34	--	2,033 (6.9%) 104	3,557 (6.5%) 99
35-39	--	2,116 (7.1%) 107	3,691 (6.8%) 101
40-44	--	1,841 (6.2%) 96	3,409 (6.3%) 96
45-49	--	1,685 (5.7%) 94	3,085 (5.7%) 94
50-54	--	1,682 (5.7%) 96	3,132 (5.8%) 97
55-59	--	1,753 (5.9%) 98	3,387 (6.2%) 104
60-64	--	1,849 (6.2%) 100	3,620 (6.7%) 107
65-69	--	1,804 (6.1%) 104	3,464 (6.4%) 108
70-74	--	1,510 (5.1%) 105	3,030 (5.6%) 115
75-79	--	1,057 (3.6%) 98	2,156 (4%) 109
80-84	--	626 (2.1%) 96	1,237 (2.3%) 104
85+	--	414 (1.4%) 92	827 (1.5%) 100

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Benchmark: Nationwide



Age - Female

Age Group	Female Average Age	Female Median Age	1 Mile	3 Mile	5 Mile
Female Average Age	--	42.92	102	44.02	104
Female Median Age	--	41.48	100	43.02	104
0-4	--	1,544 (5.2%)	101	2,915 (5.1%)	100
5-13	--	2,622 (8.8%)	90	4,847 (8.5%)	88
14-17	--	1,381 (4.6%)	91	2,459 (4.3%)	85
18-21	--	1,586 (5.3%)	101	2,712 (4.8%)	91
22-24	--	1,298 (4.4%)	109	2,177 (3.8%)	96
25-29	--	1,900 (6.4%)	113	3,333 (5.9%)	104
30-34	--	1,901 (6.4%)	102	3,552 (6.3%)	100
35-39	--	1,992 (6.7%)	103	3,739 (6.6%)	102
40-44	--	1,834 (6.2%)	96	3,476 (6.1%)	96
45-49	--	1,696 (5.7%)	95	3,223 (5.7%)	95
50-54	--	1,606 (5.4%)	91	3,183 (5.6%)	95
55-59	--	1,756 (5.9%)	97	3,469 (6.1%)	101
60-64	--	1,876 (6.3%)	97	3,769 (6.6%)	103

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



Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
65-69	--	1,874 (6.3%)	3,832 (6.8%)
70-74	--	1,627 (5.5%)	3,392 (6%)
75-79	--	1,333 (4.5%)	2,751 (4.9%)
80-84	--	908 (3%)	1,852 (3.3%)
85+	--	1,069 (3.6%)	2,029 (3.6%)

Employment by Occupation

Total Employees (16+ Years Old)	--	27,358	53,649
Managerial/Executive	--	2,774 (10.1%)	6,893 (12.8%)
Professional Specialty	--	5,970 (21.8%)	11,306 (21.1%)
Healthcare support	--	1,136 (4.2%)	2,609 (4.9%)
Protective	--	788 (2.9%)	1,337 (2.5%)
Food Preparation & Serving	--	1,981 (7.2%)	3,701 (6.9%)
Building Maintenance & Cleaning	--	1,017 (3.7%)	2,018 (3.8%)
Personal Care	--	691 (2.5%)	1,262 (2.4%)
Sales	--	2,404 (8.8%)	4,640 (8.6%)
Office Admin	--	3,292 (12%)	6,783 (12.6%)

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Farming, Fishing & Forestry	--	81 (<0.5%)	87 (<0.5%)
Construction	--	1,557 (5.7%)	3,146 (5.9%)
Production & Transportation	--	5,667 (20.7%)	9,867 (18.4%)

Employment by Industry

Total Employees (16+ Years Old)	--	27,358	53,649
Agriculture/Mining/Construction	--	1,260 (4.6%)	2,485 (4.6%)
Manufacturing	--	2,992 (10.9%)	5,107 (9.5%)
Wholesale Retail	--	4,261 (15.6%)	8,825 (16.4%)
Transportation	--	2,467 (9%)	4,669 (8.7%)
Information	--	397 (1.5%)	590 (1.1%)
Financial, Insurance & Real Estate	--	1,508 (5.5%)	2,963 (5.5%)
Professional Services	--	1,030 (3.8%)	2,368 (4.4%)
Management Services	--	19 (<0.5%)	21 (<0.5%)
Administrative/Waste Services	--	1,393 (5.1%)	2,556 (4.8%)
Educational Services	--	6,255 (22.9%)	13,517 (25.2%)
Entertainment Services	--	2,760 (10.1%)	4,986 (9.3%)

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Other Professional Services	--	1,491 (5.4%)	2,563 (4.8%)
Public Administration	--	1,525 (5.6%)	2,999 (5.6%)

Language Spoken

Speak English at Home	--	45,310 (80.5%)	89,315 (84.9%)
Speak Spanish at Home	--	8,668 (15.4%)	12,682 (12.1%)
Speak Other Language at Home	--	2,282 (4.1%)	3,161 (3%)

Ancestry

American	--	979 (1.6%)	2,192 (2%)
Mexican	--	3,507 (5.9%)	3,953 (3.6%)
Puerto Rican	--	2,727 (4.6%)	5,313 (4.8%)
Cuban	--	58 (<0.5%)	75 (<0.5%)
Dominican	--	4,084 (6.9%)	5,876 (5.3%)
Central American	--	246 (<0.5%)	425 (<0.5%)
South American	--	661 (1.1%)	1,112 (1%)
Other Hispanic	--	401 (0.7%)	636 (0.6%)
Native American (Indian/Eskimo)	--	81 (<0.5%)	156 (<0.5%)

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	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	--	7 (<0.5%)	21 (<0.5%)
Chinese	--	196 (<0.5%)	224 (<0.5%)
Japanese	--	38 (<0.5%)	54 (<0.5%)
Korean	--	81 (<0.5%)	91 (<0.5%)
South Central Asian (e.g. Indian)	--	362 (0.6%)	479 (<0.5%)
South East Asian (e.g. Vietnamese)	--	38 (<0.5%)	80 (<0.5%)
Other Asian	--	229 (<0.5%)	331 (<0.5%)
British	--	2,051 (3.5%)	4,977 (4.5%)
Dutch	--	225 (<0.5%)	501 (<0.5%)
French	--	143 (<0.5%)	314 (<0.5%)
German	--	3,364 (5.7%)	7,190 (6.5%)
Italian	--	3,396 (5.7%)	7,167 (6.4%)
Polish	--	5,252 (8.8%)	11,734 (10.6%)
Scandinavian	--	125 (<0.5%)	403 (<0.5%)
Scottish/Irish	--	4,788 (8.1%)	10,389 (9.3%)
Other European (e.g. Greek/Russian)	--	3,806 (6.4%)	8,401 (7.6%)

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	1 Mile	3 Mile	5 Mile
Middle Eastern	--	387 (0.7%)	748 (0.7%)
Other	--	6,308 (10.6%)	10,866 (9.8%)
Unclassified	--	9,367 (15.8%)	17,968 (16.2%)

Education (Age 25+)

Total Educated Population	--	41,871	79,737
Elementary (0 to 8 Years)	--	1,802 (4.3%)	2,601 (3.3%)
Some High School (9 to 11 Years)	--	3,417 (8.2%)	5,724 (7.2%)
High School Graduate (12 Years)	--	15,424 (36.8%)	28,969 (36.3%)
Some College (13 to 16 Years)	--	7,306 (17.4%)	14,274 (17.9%)
Associates Degree Only	--	4,352 (10.4%)	9,013 (11.3%)
Bachelor's Degree Only	--	6,029 (14.4%)	12,176 (15.3%)
Graduate Degree	--	3,541 (8.5%)	6,980 (8.8%)

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Household Type

Household Type	Count	Percentage	1 Mile	3 Mile	5 Mile
Households	24,355	--			47,512
One Person Households	9,346	(38.4%)	140		17,626 (37.1%) 135
Married Couple	7,836	(32.2%)	67		16,437 (34.6%) 72
Male Householder	1,266	(5.2%)	102		2,222 (4.7%) 92
Female Householder	3,888	(16%)	128		7,549 (15.9%) 128
Non Family Households	2,019	(8.3%)	117		3,678 (7.7%) 109

Household Size

Household Size	Count	Percentage	1 Mile	3 Mile	5 Mile
Households	24,355	--			47,512
1 Person Household	9,346	(38.4%)	140		17,626 (37.1%) 135
2 Person Household	7,655	(31.4%)	96		15,395 (32.4%) 98
3 Person Household	3,348	(13.7%)	88		6,767 (14.2%) 91
4 Person Household	2,251	(9.2%)	70		4,460 (9.4%) 72
5 Person Household	1,077	(4.4%)	70		2,007 (4.2%) 67
6 Person Household	390	(1.6%)	59		763 (1.6%) 59
7+ Person Household	288	(1.2%)	65		494 (1%) 57

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Housing Units

Total Housing Units	--	27,771	53,478
Owner Occupied Housing	--	13,379	28,057
Renter Occupied Housing	--	10,976	19,455
Vacant Housing	--	3,416	5,966

Housing Rent

Average Rent	--	\$1,134.78	75	\$1,117.72	72
Median Rent	--	\$1,097.95	74	\$1,059.93	75
Total Cash Rents Housing	--	10,239	18,320		
<\$300	--	636 (6.2%)	222	970 (5.3%)	190
\$300-\$500	--	500 (4.9%)	127	1,194 (6.5%)	169
\$500-\$750	--	1,318 (12.9%)	148	2,601 (14.2%)	164
\$750-\$1000	--	1,953 (19.1%)	147	3,653 (19.9%)	153
\$1000-\$1500	--	3,637 (35.5%)	135	6,191 (33.8%)	128
\$1500-\$2000	--	1,710 (16.7%)	74	2,770 (15.1%)	72
\$2000-\$2500	--	351 (3.4%)	29	654 (3.6%)	30

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	1 Mile	3 Mile	5 Mile
\$2500-\$3000	--	39 (<0.5%)	91 (<0.5%)
\$3000-\$3500	--	2 (<0.5%)	23 (<0.5%)
>\$3500	--	93 (0.9%)	173 (0.9%)

Value of Owner-Occupied Housing Units

Average House Value	--	\$203,089.35	\$220,747.43
Median House Value	--	\$166,049.48	\$182,164.92
Owner Occupied Housing	--	13,379	28,057
<\$100K	--	2,820 (21.1%)	4,714 (16.8%)
\$100K - \$200K	--	5,435 (40.6%)	10,874 (38.8%)
\$200K - \$300K	--	2,834 (21.2%)	6,795 (24.2%)
\$300K - \$400K	--	1,370 (10.2%)	3,156 (11.2%)
\$400K - \$500K	--	454 (3.4%)	1,265 (4.5%)
\$500K - \$1000K	--	430 (3.2%)	1,108 (3.9%)
>\$1000K	--	36 (<0.5%)	145 (0.5%)

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Poverty

Households in Poverty	--	4,768	(19.6%)	155	8,343	(17.6%)	139
Households Above Poverty	--	19,587	(80.4%)	92	39,169	(82.4%)	94
Households in Poverty (Married)	--	581	(2.4%)	110	947	(2%)	91
Households in Poverty (Male Householder)	--	243	(1%)	157	396	(0.8%)	131
Households in Poverty (Female Householder)	--	1,129	(4.6%)	157	2,340	(4.9%)	167
Households in Poverty (Non-Family)	--	2,564	(10.5%)	168	4,305	(9.1%)	145
Households in Poverty (Non-Family Student)	--	251	(1%)	165	355	(0.7%)	120

Wealth per Household

Household Average Wealth	--	\$214,799.53	89	\$221,415.22	91		
Household Median Wealth	--	\$62,434.83	76	\$67,921.48	83		
<\$0K	--	4,588	(18.8%)	109	8,731	(18.4%)	106
\$0K - \$5K	--	2,401	(9.9%)	116	4,498	(9.5%)	112
\$5K - \$10K	--	1,238	(5.1%)	112	2,339	(4.9%)	109
\$10K - \$25K	--	1,641	(6.7%)	106	3,146	(6.6%)	105
\$25K - \$50K	--	1,687	(6.9%)	102	3,281	(6.9%)	101

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



Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
\$50K - \$100K	--	2,503 (10.3%)	4,913 (10.3%)
\$100K - \$250K	--	4,259 (17.5%)	8,438 (17.8%)
\$250K - \$500K	--	2,955 (12.1%)	5,917 (12.5%)
>\$500K	--	3,083 (12.7%)	6,249 (13.2%)

Vehicles per Household

Total Number of Vehicles	--	34,069	70,531
Average Number of Vehicles	--	1.4	1.48
No Vehicles	--	3,787 (15.5%)	6,325 (13.3%)
1 Vehicle	--	10,579 (43.4%)	20,129 (42.4%)
2 Vehicles	--	7,348 (30.2%)	14,814 (31.2%)
3 or more Vehicles	--	2,641 (10.8%)	6,244 (13.1%)

Population Change

Births	--	556	1,038
Deaths	--	542	1,124
Migration	--	175	215

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Workplace

Total Businesses	--	2,428	3,692
Total Employees	--	47,447	68,812

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