



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	34,003		249,399		572,960	
Households	13,013		88,215		209,076	
Persons per Household	2.57	101	2.81	110	2.72	107
Household Median Income	\$107,280.6	135	\$87,374.41	110	\$95,349.56	120
Household Median Disposable Income	\$88,092.01	128	\$73,592.74	107	\$79,486.36	116
Household Median Discretionary Income	\$61,845.71	121	\$45,884.29	90	\$53,488.44	105
Average Income Per Person	\$52,786.52	122	\$41,394.69	96	\$45,347.25	105
Median Rent	\$1,788.52	127	\$1,618.43	115	\$1,718.68	122
Median House Value	\$684,829.41	180	\$626,502.79	165	\$602,072.7	158
Households in Poverty	997 (7.7%)	60	12,085 (13.7%)	108	22,873 (10.9%)	86
Household Median Wealth	\$86,217.47	106	\$68,734.66	85	\$76,473.29	94
Average Age	41.67	102	39.32	96	40.7	99
Median Age	41.34	103	38	95	40.34	100
Households with Children	3,767 (28.9%)	108	28,720 (32.6%)	121	60,789 (29.1%)	108
High School Graduate or Higher	23,030 (93%)	104	144,003 (84.1%)	94	354,404 (87.3%)	98

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



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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	11,308 (45.7%)	56,260 (32.8%)	146,309 (36%)
Pop density (per sq mi)	5,238	7,924	7,805
Area (based on blockgroups)	6	31	73

Population

Population 2024 Q4	34,003	249,399	572,960
Population 2024 Q3	33,943	248,816	572,141
Population 2024 Q2	33,928	251,825	574,423
Population 2024 Q1	33,933	251,734	573,850
Population 2023 Q4	33,873	251,380	572,741
Population 2023 Q3	33,854	251,152	572,150
Population 2023 Q2	33,861	251,251	571,788
Population 2023 Q1	33,855	251,150	571,865
Population 2022 Q4	33,800	251,213	571,792
Population 5 Years Forecast	34,451	250,017	579,398
Population 10 Years Forecast	35,069	252,475	587,712
Persons per Household	2.57	2.81	2.72

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	● 1 Mile			● 3 Mile			● 5 Mile		
Group Quarters	510	(1.5%)		1,241	(<0.5%)		4,935	(0.9%)	
Transient Population - Average Last 4 Quarters	643	(1.9%)		2,804	(1.1%)		6,014	(1%)	

Households

Households 2024 Q4	13,013		88,215		209,076
Households 2024 Q3	12,988		87,997		208,710
Households 2024 Q2	12,981		88,869		209,300
Households 2024 Q1	12,984		88,839		209,063
Households 2023 Q4	12,961		88,698		208,618
Households 2023 Q3	12,950		88,623		208,416
Households 2023 Q2	12,956		88,658		208,282
Households 2023 Q1	12,956		88,635		208,345
Households 2022 Q4	12,931		88,658		208,293
Households 5 Years Forecast	13,203		88,479		211,629
Households 10 Years Forecast	13,448		89,381		214,803

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Gender

Male	16,639	(48.9%)	100	121,017	(48.5%)	99	277,690	(48.5%)	99
Female	17,364	(51.1%)	100	128,382	(51.5%)	101	295,270	(51.5%)	101

Ethnicity

White	21,296	(62.6%)	108	101,814	(40.8%)	71	239,170	(41.7%)	72
Hispanic (Ethnic)	6,661	(19.6%)	100	109,643	(44%)	225	226,552	(39.5%)	203
Asian	4,205	(12.4%)	215	19,829	(8%)	138	54,117	(9.4%)	164
Other	983	(2.9%)	56	6,515	(2.6%)	50	17,921	(3.1%)	60
Black	858	(2.5%)	21	11,598	(4.7%)	39	35,200	(6.1%)	52

Household by Ethnicity

White	7,751	(59.6%)	97	35,315	(40%)	65	87,863	(42%)	68
Hispanic (Ethnic)	2,818	(21.7%)	142	37,488	(42.5%)	279	77,920	(37.3%)	245
Asian	1,224	(9.4%)	208	5,481	(6.2%)	137	15,277	(7.3%)	161
Other	906	(7%)	92	5,850	(6.6%)	87	15,819	(7.6%)	100
Black	314	(2.4%)	22	4,081	(4.6%)	42	12,197	(5.8%)	53

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	\$135,942.36	122	\$116,555	105	\$123,519.69	111
Average Income Per Person	\$52,786.52	122	\$41,394.69	96	\$45,347.25	105
Household Median Income	\$107,280.6	135	\$87,374.41	110	\$95,349.56	120
<\$15K	703 (5.4%)	67	6,467 (7.3%)	91	13,399 (6.4%)	7
\$15K - \$25K	611 (4.7%)	73	5,960 (6.8%)	104	11,555 (5.5%)	85
\$25K - \$35K	523 (4%)	60	5,463 (6.2%)	92	11,344 (5.4%)	8
\$35K - \$50K	864 (6.6%)	64	7,528 (8.5%)	83	16,554 (7.9%)	7
\$50K - \$75K	1,560 (12%)	76	12,774 (14.5%)	92	30,153 (14.4%)	92
\$75K - \$100K	1,767 (13.6%)	106	10,880 (12.3%)	96	25,643 (12.3%)	96
\$100K - \$150K	2,775 (21.3%)	120	16,275 (18.4%)	104	40,772 (19.5%)	110
\$150K - \$175K	852 (6.5%)	104	5,924 (6.7%)	107	15,596 (7.5%)	119
\$175K - \$200K	1,365 (10.5%)	160	6,250 (7.1%)	108	18,039 (8.6%)	31
\$200K - \$250K	1,116 (8.6%)	164	5,985 (6.8%)	130	14,569 (7%)	34
\$250K - \$500K	478 (3.7%)	165	2,555 (2.9%)	130	6,226 (3%)	33
>\$500K	399 (3.1%)	164	2,154 (2.4%)	131	5,226 (2.5%)	34

Disposable Households Income

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



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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$99,893.23	121	\$87,490.71	106	\$91,751.46	111
Household Median Disposable Income	\$88,092.01	128	\$73,592.74	107	\$79,486.36	116
<\$15K	772 (5.9%)	68	7,113 (8.1%)	92	14,564 (7%)	7
\$15K - \$25K	714 (5.5%)	72	7,091 (8%)	106	13,876 (6.6%)	87
\$25K - \$35K	698 (5.4%)	68	6,183 (7%)	89	13,359 (6.4%)	8
\$35K - \$50K	960 (7.4%)	61	8,874 (10.1%)	83	20,414 (9.8%)	8
\$50K - \$75K	2,222 (17.1%)	96	15,590 (17.7%)	100	36,409 (17.4%)	98
\$75K - \$100K	2,133 (16.4%)	115	12,643 (14.3%)	101	30,990 (14.8%)	104
\$100K - \$150K	2,714 (20.9%)	116	16,828 (19.1%)	106	42,845 (20.5%)	114
\$150K - \$175K	1,296 (10%)	164	5,826 (6.6%)	108	17,013 (8.1%)	134
\$175K - \$200K	411 (3.2%)	143	2,195 (2.5%)	113	5,312 (2.5%)	115
\$200K - \$250K	440 (3.4%)	158	2,361 (2.7%)	125	5,743 (2.7%)	129
\$250K - \$500K	599 (4.6%)	157	3,225 (3.7%)	125	7,849 (3.8%)	128
>\$500K	54 (<0.5%)	161	286 (<0.5%)	126	702 (<0.5%)	131

Discretionary Households Income

Household Average Discretionary Income	\$70,294.3	115	\$57,047.5	93	\$62,941.23	103
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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	\$61,845.71	121	\$45,884.29	90	\$53,488.44	105
<\$10K	723 (5.6%)	60	10,516 (11.9%)	129	19,178 (9.2%)	99
\$10K - \$20K	921 (7.1%)	67	10,989 (12.5%)	118	20,928 (10%)	95
\$20K - \$30K	1,050 (8.1%)	76	8,929 (10.1%)	96	19,938 (9.5%)	90
\$30K - \$40K	1,116 (8.6%)	86	8,613 (9.8%)	98	19,926 (9.5%)	96
\$40K - \$50K	1,439 (11.1%)	125	8,213 (9.3%)	105	18,977 (9.1%)	102
\$50K - \$75K	2,587 (19.9%)	114	14,554 (16.5%)	95	37,493 (17.9%)	103
\$75K - \$100K	1,639 (12.6%)	107	9,721 (11%)	94	26,532 (12.7%)	108
\$100K - \$125K	1,536 (11.8%)	146	8,087 (9.2%)	113	20,742 (9.9%)	123
\$125K - \$150K	1,410 (10.8%)	163	5,278 (6%)	90	16,222 (7.8%)	117
>\$150K	592 (4.5%)	77	3,315 (3.8%)	64	9,140 (4.4%)	74

Households Income by Ethnicity

Average Income - White	\$108,253	113	\$104,438.72	109	\$104,427.51	109
Median Income - White	\$103,276.43	119	\$100,003.02	115	\$100,300.73	116
Average Income - Black	\$78,339.74	113	\$73,090.73	106	\$86,539.1	125
Median Income - Black	\$55,580.84	100	\$59,002.26	106	\$73,721.89	133

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Audience Profile

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$127,717.09 (113)	\$128,122.11 (113)	\$122,689.58 (109)
Median Income - Asian	\$136,057.25 (119)	\$137,547.11 (120)	\$128,216.72 (112)
Average Income - Hispanic	\$108,224.64 (134)	\$87,183.61 (108)	\$96,024.26 (119)
Median Income - Hispanic	\$109,368.26 (157)	\$76,058.35 (109)	\$88,439.01 (127)
Average Income - Other	\$111,013.22 (124)	\$99,695.71 (111)	\$106,075.15 (118)
Median Income - Other	\$111,613.71 (140)	\$94,199.52 (118)	\$102,781.37 (129)

Age

Average Age	41.67 (102)	39.32 (96)	40.7 (99)
Median Age	41.34 (103)	38 (95)	40.34 (100)
0-4	1,985 (5.8%) (108)	15,310 (6.1%) (114)	34,217 (6%) (111)
5-13	2,970 (8.7%) (85)	27,049 (10.8%) (105)	57,220 (10%) (97)
14-17	1,430 (4.2%) (71)	13,017 (5.2%) (98)	27,290 (4.8%) (90)
18-21	1,587 (4.7%) (85)	13,065 (5.2%) (95)	27,590 (4.8%) (87)
22-24	1,273 (3.7%) (90)	9,664 (3.9%) (93)	20,542 (3.6%) (86)
25-29	2,026 (6%) (101)	15,379 (6.2%) (104)	34,478 (6%) (102)
30-34	2,300 (6.8%) (104)	17,218 (6.9%) (106)	39,340 (6.9%) (105)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
35-39	2,604	(7.7%)	116	18,651	(7.5%)	113	42,395	(7.4%)	112
40-44	2,470	(7.3%)	113	17,794	(7.1%)	111	40,435	(7.1%)	110
45-49	2,316	(6.8%)	114	16,663	(6.7%)	112	37,848	(6.6%)	110
50-54	2,228	(6.6%)	110	15,427	(6.2%)	104	36,049	(6.3%)	106
55-59	2,283	(6.7%)	109	15,510	(6.2%)	101	37,321	(6.5%)	106
60-64	2,266	(6.7%)	104	15,032	(6%)	94	37,134	(6.5%)	101
65-69	2,130	(6.3%)	103	13,644	(5.5%)	90	34,248	(6%)	99
70-74	1,644	(4.8%)	96	10,412	(4.2%)	83	26,018	(4.5%)	90
75-79	1,148	(3.4%)	88	7,289	(2.9%)	76	18,836	(3.3%)	85
80-84	673	(2%)	81	4,299	(1.7%)	72	11,351	(2%)	83
85+	670	(2%)	97	3,976	(1.6%)	71	10,648	(1.9%)	92

Age - Male

Male Average Age	40.57		102	38.21		96	39.43		99
Male Median Age	40.41		106	37.07		97	38.2		100
0-4	1,024	(6.2%)	109	7,850	(6.5%)	115	17,571	(6.3%)	112
5-13	1,550	(9.3%)	87	13,587	(11.2%)	105	29,064	(10.5%)	97

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	1 Mile			3 Mile			5 Mile		
14-17	713	(4.3%)	71	6,617	(5.5%)	99	13,945	(5%)	91
18-21	791	(4.8%)	83	6,650	(5.5%)	96	14,169	(5.1%)	89
22-24	641	(3.9%)	88	4,927	(4.1%)	93	10,611	(3.8%)	88
25-29	1,014	(6.1%)	99	7,781	(6.4%)	104	17,592	(6.3%)	103
30-34	1,155	(6.9%)	104	8,404	(6.9%)	104	19,276	(6.9%)	104
35-39	1,303	(7.8%)	117	9,089	(7.5%)	112	20,744	(7.5%)	112
40-44	1,239	(7.4%)	115	8,740	(7.2%)	112	19,813	(7.1%)	111
45-49	1,104	(6.6%)	111	8,089	(6.7%)	111	18,229	(6.6%)	109
50-54	1,086	(6.5%)	110	7,394	(6.1%)	103	17,378	(6.3%)	105
55-59	1,128	(6.8%)	111	7,475	(6.2%)	101	17,848	(6.4%)	105
60-64	1,110	(6.7%)	106	7,120	(5.9%)	93	17,533	(6.3%)	100
65-69	1,008	(6.1%)	104	6,345	(5.2%)	90	15,789	(5.7%)	98
70-74	793	(4.8%)	101	4,797	(4%)	84	11,936	(4.3%)	91
75-79	507	(3%)	86	3,160	(2.6%)	74	8,148	(2.9%)	83
80-84	262	(1.6%)	76	1,699	(1.4%)	67	4,538	(1.6%)	7
85+	211	(1.3%)	86	1,293	(1.1%)	75	3,506	(1.3%)	86

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	42.71 (102)	40.36 (96)	41.89 (100)
Female Median Age	42.27 (102)	38.89 (94)	41.46 (100)
0-4	961 (5.5%) (107)	7,460 (5.8%) (112)	16,646 (5.6%) (109)
5-13	1,420 (8.2%) (83)	13,462 (10.5%) (106)	28,156 (9.5%) (96)
14-17	717 (4.1%) (8)	6,400 (5%) (98)	13,345 (4.5%) (88)
18-21	796 (4.6%) (87)	6,415 (5%) (95)	13,421 (4.5%) (86)
22-24	632 (3.6%) (92)	4,737 (3.7%) (93)	9,931 (3.4%) (85)
25-29	1,012 (5.8%) (102)	7,598 (5.9%) (104)	16,886 (5.7%) (101)
30-34	1,145 (6.6%) (103)	8,814 (6.9%) (108)	20,064 (6.8%) (107)
35-39	1,301 (7.5%) (115)	9,562 (7.4%) (114)	21,651 (7.3%) (113)
40-44	1,231 (7.1%) (112)	9,054 (7.1%) (111)	20,622 (7%) (110)
45-49	1,212 (7%) (117)	8,574 (6.7%) (112)	19,619 (6.6%) (111)
50-54	1,142 (6.6%) (110)	8,033 (6.3%) (105)	18,671 (6.3%) (106)
55-59	1,155 (6.7%) (108)	8,035 (6.3%) (101)	19,473 (6.6%) (107)
60-64	1,156 (6.7%) (102)	7,912 (6.2%) (94)	19,601 (6.6%) (102)

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65-69	1,122	(6.5%)	103	7,299	(5.7%)	90	18,459	(6.3%)	99
70-74	851	(4.9%)	93	5,615	(4.4%)	83	14,082	(4.8%)	90
75-79	641	(3.7%)	89	4,129	(3.2%)	77	10,688	(3.6%)	87
80-84	411	(2.4%)	88	2,600	(2%)	75	6,813	(2.3%)	85
85+	459	(2.6%)	103	2,683	(2.1%)	82	7,142	(2.4%)	95

Employment by Occupation

Total Employees (16+ Years Old)	18,941			130,731			305,619		
Professional Specialty	5,034	(26.6%)	107	29,539	(22.6%)	91	75,092	(24.6%)	99
Managerial/Executive	4,190	(22.1%)	127	21,116	(16.2%)	93	53,343	(17.5%)	101
Sales	2,177	(11.5%)	123	11,410	(8.7%)	94	26,747	(8.8%)	94
Production & Transportation	1,707	(9%)	70	22,454	(17.2%)	133	44,842	(14.7%)	114
Office Admin	1,686	(8.9%)	84	13,470	(10.3%)	97	34,052	(11.1%)	105
Construction	1,377	(7.3%)	91	10,508	(8%)	100	23,125	(7.6%)	95
Personal Care	822	(4.3%)	174	3,840	(2.9%)	118	7,825	(2.6%)	103
Food Preparation & Serving	644	(3.4%)	67	5,812	(4.4%)	87	12,656	(4.1%)	8
Building Maintenance & Cleaning	536	(2.8%)	83	5,205	(4%)	117	10,698	(3.5%)	103

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Protective	488	(2.6%)	119	2,749	(2.1%)	97	6,915	(2.3%)	105
Healthcare support	276	(1.5%)	44	4,475	(3.4%)	104	10,159	(3.3%)	101
Farming, Fishing & Forestry	4	(<0.5%)	4	153	(<0.5%)	20	165	(<0.5%)	9

Employment by Industry

	1 Mile		3 Mile		5 Mile				
Total Employees (16+ Years Old)	18,941		130,731		305,619				
Educational Services	3,601	(19%)	8	28,840	(22.1%)	94	70,822	(23.2%)	99
Wholesale Retail	3,273	(17.3%)	131	19,753	(15.1%)	115	42,771	(14%)	106
Professional Services	2,200	(11.6%)	144	10,328	(7.9%)	98	26,289	(8.6%)	107
Financial, Insurance & Real Estate	1,697	(9%)	133	9,478	(7.3%)	108	22,841	(7.5%)	111
Manufacturing	1,369	(7.2%)	73	14,596	(11.2%)	112	31,889	(10.4%)	105
Agriculture/Mining/Construction	1,368	(7.2%)	85	9,591	(7.3%)	86	19,820	(6.5%)	74
Entertainment Services	1,311	(6.9%)	80	9,991	(7.6%)	88	22,610	(7.4%)	85
Other Professional Services	908	(4.8%)	102	6,241	(4.8%)	101	15,153	(5%)	105
Transportation	862	(4.6%)	70	8,416	(6.4%)	110	21,679	(7.1%)	121
Public Administration	845	(4.5%)	93	4,202	(3.2%)	67	11,453	(3.7%)	70
Administrative/Waste Services	769	(4.1%)	97	6,300	(4.8%)	115	12,412	(4.1%)	97

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Information	724	(3.8%)	205	2,908	(2.2%)	119	7,237	(2.4%)	127
Management Services	14	(<0.5%)	58	87	(<0.5%)	53	643	(<0.5%)	166

Language Spoken

Speak English at Home	18,690	(58.4%)	75	102,306	(43.7%)	56	252,457	(46.9%)	61
Speak Other Language at Home	8,742	(27.3%)	323	42,332	(18.1%)	214	107,629	(20%)	236
Speak Spanish at Home	4,586	(14.3%)	101	89,451	(38.2%)	270	178,657	(33.2%)	235

Ancestry

Other	6,436	(18.9%)	90	44,101	(17.7%)	84	112,212	(19.6%)	93
Polish	3,825	(11.2%)	733	11,582	(4.6%)	303	20,527	(3.6%)	234
Italian	3,643	(10.7%)	360	18,372	(7.4%)	247	45,062	(7.9%)	264
Unclassified	2,960	(8.7%)	54	16,503	(6.6%)	41	38,477	(6.7%)	41
South American	2,553	(7.5%)	602	24,471	(9.8%)	787	64,096	(11.2%)	897
Scottish/Irish	1,921	(5.6%)	85	7,772	(3.1%)	47	20,539	(3.6%)	54
South Central Asian (e.g. Indian)	1,856	(5.5%)	349	8,609	(3.5%)	221	21,947	(3.8%)	245
Puerto Rican	1,468	(4.3%)	153	17,391	(7%)	248	41,210	(7.2%)	255
German	1,183	(3.5%)	45	4,576	(1.8%)	24	12,166	(2.1%)	27

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)	1,174	(3.5%)	109	7,893	(3.2%)	100	17,798	(3.1%)	98
Dominican	891	(2.6%)	411	26,167	(10.5%)	1645	52,023	(9.1%)	1424
Korean	788	(2.3%)	447	3,061	(1.2%)	237	8,179	(1.4%)	276
South East Asian (e.g. Vietnamese)	767	(2.3%)	128	5,206	(2.1%)	119	15,728	(2.7%)	156
Middle Eastern	692	(2%)	328	3,126	(1.3%)	202	10,282	(1.8%)	289
Other Hispanic	633	(1.9%)	130	6,840	(2.7%)	192	15,115	(2.6%)	184
Cuban	586	(1.7%)	238	3,923	(1.6%)	217	9,510	(1.7%)	229
Chinese	540	(1.6%)	127	1,946	(0.8%)	63	5,697	(1%)	80
American	447	(1.3%)	27	2,450	(1%)	21	6,042	(1.1%)	22
Mexican	385	(1.1%)	10	25,483	(10.2%)	93	31,536	(5.5%)	50
British	375	(1.1%)	21	1,737	(0.7%)	13	4,639	(0.8%)	15
Other Asian	223	(0.7%)	154	703	(<0.5%)	66	1,872	(<0.5%)	7
French	186	(0.5%)	44	565	(<0.5%)	18	1,267	(<0.5%)	18
Scandinavian	148	(<0.5%)	23	471	(<0.5%)	10	1,250	(<0.5%)	12
Central American	145	(<0.5%)	26	5,368	(2.2%)	129	13,062	(2.3%)	137
Dutch	94	(<0.5%)	46	513	(<0.5%)	34	1,341	(<0.5%)	39

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Native American (Indian/Eskimo)	51	(<0.5%)	24	240	(<0.5%)	15	589	(<0.5%)	16
Japanese	31	(<0.5%)	38	304	(<0.5%)	51	694	(<0.5%)	50
Hawaiian/Pacific Islander	2	(<0.5%)	3	26	(<0.5%)	6	100	(<0.5%)	10

Education (Age 25+)

Total Educated Population	24,758			171,294			406,101		
Elementary (0 to 8 Years)	684	(2.8%)	58	16,259	(9.5%)	199	29,787	(7.3%)	154
Some High School (9 to 11 Years)	1,044	(4.2%)	71	11,032	(6.4%)	109	21,910	(5.4%)	91
High School Graduate (12 Years)	6,173	(24.9%)	95	51,999	(30.4%)	116	118,631	(29.2%)	112
Some College (13 to 16 Years)	3,224	(13%)	67	23,779	(13.9%)	72	61,395	(15.1%)	71
Associates Degree Only	2,325	(9.4%)	107	11,965	(7%)	71	28,069	(6.9%)	71
Bachelor's Degree Only	6,942	(28%)	132	35,452	(20.7%)	97	93,844	(23.1%)	108
Graduate Degree	4,366	(17.6%)	128	20,808	(12.1%)	88	52,465	(12.9%)	94

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	13,013	88,215	209,076
One Person Households	3,349 (25.7%)	21,875 (24.8%)	54,577 (26.1%)
Married Couple	6,500 (50%)	40,183 (45.6%)	97,593 (46.7%)
Male Householder	879 (6.8%)	5,046 (5.7%)	12,254 (5.9%)
Female Householder	1,347 (10.4%)	16,770 (19%)	32,522 (15.6%)
Non Family Households	938 (7.2%)	4,341 (4.9%)	12,130 (5.8%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	13,013	88,215	209,076
1 Person Household	3,349 (25.7%)	21,875 (24.8%)	54,577 (26.1%)
2 Person Household	4,074 (31.3%)	23,644 (26.8%)	58,214 (27.8%)
3 Person Household	2,340 (18%)	16,107 (18.3%)	37,453 (17.9%)
4 Person Household	2,015 (15.5%)	14,014 (15.9%)	32,290 (15.4%)
5 Person Household	792 (6.1%)	6,853 (7.8%)	15,072 (7.2%)
6 Person Household	302 (2.3%)	3,185 (3.6%)	6,671 (3.2%)
7+ Person Household	141 (1.1%)	2,537 (2.9%)	4,799 (2.3%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	13,629	91,993	217,921
Owner Occupied Housing	7,272	40,276	107,867
Renter Occupied Housing	5,741	47,939	101,209
Vacant Housing	616	3,778	8,845

Housing Rent

Average Rent	\$1,852.89	120	\$1,651.64	107	\$1,756.43	114			
Median Rent	\$1,788.52	127	\$1,618.43	115	\$1,718.68	122			
Total Cash Rents Housing	5,556	46,970	98,817						
<\$300	8	(<0.5%)	5	1,111	(2.4%)	84	1,725	(1.7%)	62
\$300-\$500	28	(0.5%)	13	999	(2.1%)	55	1,778	(1.8%)	46
\$500-\$750	34	(0.6%)	7	1,808	(3.8%)	44	3,033	(3.1%)	35
\$750-\$1000	216	(3.9%)	30	2,866	(6.1%)	47	4,549	(4.6%)	35
\$1000-\$1500	1,436	(25.8%)	98	13,155	(28%)	106	23,848	(24.1%)	92
\$1500-\$2000	1,830	(32.9%)	157	14,971	(31.9%)	152	33,098	(33.5%)	159
\$2000-\$2500	1,217	(21.9%)	187	7,257	(15.5%)	132	18,113	(18.3%)	157

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	525	(9.4%)	164	3,065	(6.5%)	114	7,932	(8%)	140
\$3000-\$3500	180	(3.2%)	107	1,088	(2.3%)	76	2,716	(2.7%)	90
>\$3500	82	(1.5%)	40	650	(1.4%)	38	2,025	(2%)	56

Value of Owner-Occupied Housing Units

Average House Value	\$692,963.73	133	\$647,601.5	124	\$622,121.53	119			
Median House Value	\$684,829.41	180	\$626,502.79	165	\$602,072.7	158			
Owner Occupied Housing	7,272		40,276		107,867				
<\$100K	193	(2.7%)	31	1,233	(3.1%)	36	3,126	(2.9%)	34
\$100K - \$200K	23	(<0.5%)	2	508	(1.3%)	9	1,484	(1.4%)	10
\$200K - \$300K	155	(2.1%)	13	1,608	(4%)	25	4,740	(4.4%)	27
\$300K - \$400K	314	(4.3%)	30	3,541	(8.8%)	60	10,239	(9.5%)	65
\$400K - \$500K	719	(9.9%)	86	5,714	(14.2%)	123	17,527	(16.2%)	141
\$500K - \$1000K	5,075	(69.8%)	282	23,907	(59.4%)	240	62,462	(57.9%)	234
>\$1000K	793	(10.9%)	100	3,765	(9.3%)	86	8,289	(7.7%)	70

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



Benchmark: Nationwide



Poverty

Households in Poverty	997	(7.7%)	60	12,085	(13.7%)	108	22,873	(10.9%)	86
Households Above Poverty	12,016	(92.3%)	106	76,130	(86.3%)	99	186,203	(89.1%)	102
Households in Poverty (Married)	162	(1.2%)	57	1,997	(2.3%)	104	4,473	(2.1%)	98
Households in Poverty (Male Householder)	238	(1.8%)	287	689	(0.8%)	122	1,284	(0.6%)	96
Households in Poverty (Female Householder)	143	(1.1%)	37	4,690	(5.3%)	180	6,520	(3.1%)	106
Households in Poverty (Non-Family)	416	(3.2%)	51	4,432	(5%)	8	9,939	(4.8%)	76
Households in Poverty (Non-Family Student)	38	(<0.5%)	47	277	(<0.5%)	50	657	(<0.5%)	51

Wealth per Household

Household Average Wealth	\$251,986.86		104	\$229,023.1		95	\$238,420.5		99
Household Median Wealth	\$86,217.47		106	\$68,734.66		85	\$76,473.29		94
<\$0K	2,233	(17.2%)	99	16,320	(18.5%)	106	37,317	(17.8%)	103
\$0K - \$5K	1,074	(8.3%)	96	8,427	(9.6%)	112	18,805	(9%)	105
\$5K - \$10K	579	(4.4%)	98	4,333	(4.9%)	108	9,851	(4.7%)	103
\$10K - \$25K	813	(6.2%)	98	5,774	(6.5%)	103	13,412	(6.4%)	101
\$25K - \$50K	868	(6.7%)	98	5,967	(6.8%)	100	14,088	(6.7%)	99

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	1,297	(10%)	98	8,771	(9.9%)	97	20,898	(10%)	98
\$100K - \$250K	2,333	(17.9%)	99	15,239	(17.3%)	96	36,860	(17.6%)	98
\$250K - \$500K	1,754	(13.5%)	102	11,014	(12.5%)	95	27,038	(12.9%)	98
>\$500K	2,062	(15.8%)	107	12,370	(14%)	94	30,807	(14.7%)	99

Vehicles per Household

Total Number of Vehicles	21,823			134,826			333,409		
Average Number of Vehicles	1.68		92	1.53		84	1.59		87
No Vehicles	1,063	(8.2%)	99	11,869	(13.5%)	163	22,808	(10.9%)	132
1 Vehicle	4,974	(38.2%)	117	35,405	(40.1%)	122	83,231	(39.8%)	121
2 Vehicles	4,974	(38.2%)	104	28,182	(31.9%)	87	71,217	(34.1%)	92
3 or more Vehicles	2,002	(15.4%)	70	12,759	(14.5%)	66	31,820	(15.2%)	69

Population Change

Births	370			2,911			6,419		
Deaths	247			1,573			3,943		
Migration	8			-3,229			-2,045		

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	1,186	7,376	18,343
Total Employees	20,351	89,212	222,481

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