



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	44,863		218,218		589,501	
Households	14,480		73,567		205,972	
Persons per Household	3.07	121	2.93	115	2.82	111
Household Median Income	\$95,501.47	120	\$91,771.66	115	\$84,025.48	106
Household Median Disposable Income	\$79,066.43	115	\$76,465.41	111	\$70,415.66	103
Household Median Discretionary Income	\$54,574.2	107	\$52,746.54	104	\$47,075.45	92
Average Income Per Person	\$37,765.61	88	\$40,127.7	93	\$39,324.61	91
Median Rent	\$1,855.19	132	\$1,710.47	121	\$1,658.48	118
Median House Value	\$716,625.71	188	\$759,046.42	199	\$724,291.43	190
Households in Poverty	1,455 (10%)	71	9,611 (13.1%)	103	28,234 (13.7%)	108
Household Median Wealth	\$83,656.4	103	\$78,894.17	97	\$71,462.56	88
Average Age	39.9	97	39.94	97	40.25	98
Median Age	38.08	95	38.2	95	38.63	96
Households with Children	4,021 (27.8%)	104	22,736 (30.9%)	115	62,048 (30.1%)	112
High School Graduate or Higher	27,006 (87.1%)	98	127,271 (85.3%)	95	346,057 (84.6%)	95

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	9,569 (30.9%) 	47,807 (32%) 	122,605 (30%) 
Pop density (per sq mi)	15,921	9,569	8,867
Area (based on blockgroups)	3	23	66

Population

Population 2024 Q4	44,863	218,218	589,501
Population 2024 Q3	44,934	218,357	589,303
Population 2024 Q2	44,894	218,368	589,264
Population 2024 Q1	44,879	217,853	589,563
Population 2023 Q4	44,891	217,919	589,677
Population 2023 Q3	44,909	217,762	588,758
Population 2023 Q2	44,939	217,859	588,670
Population 2023 Q1	44,958	217,960	588,787
Population 2022 Q4	45,026	218,280	589,738
Population 5 Years Forecast	45,271	220,368	597,394
Population 10 Years Forecast	45,878	223,304	606,172
Persons per Household	3.07 	2.93 	2.82 

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



Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	356	(0.8%) 	2,358	(1.1%) 	7,656	(1.3%) 
Transient Population - Average Last 4 Quarters			233	(<0.5%) 	2,333	(<0.5%) 

Households

Households 2024 Q4	14,480	73,567	205,972
Households 2024 Q3	14,494	73,571	205,790
Households 2024 Q2	14,483	73,582	205,766
Households 2024 Q1	14,473	73,401	205,960
Households 2023 Q4	14,477	73,415	205,993
Households 2023 Q3	14,485	73,350	205,628
Households 2023 Q2	14,494	73,386	205,601
Households 2023 Q1	14,500	73,415	205,634
Households 2022 Q4	14,520	73,504	205,957
Households 5 Years Forecast	14,611	74,312	208,777
Households 10 Years Forecast	14,810	75,326	211,900

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Gender

Male	21,937	(48.9%)	100	105,842	(48.5%)	99	286,036	(48.5%)	99
Female	22,926	(51.1%)	100	112,376	(51.5%)	101	303,465	(51.5%)	101

Ethnicity

White	14,960	(33.3%)	58	91,555	(42%)	73	224,996	(38.2%)	66
Hispanic (Ethnic)	14,358	(32%)	164	65,806	(30.2%)	154	200,003	(33.9%)	174
Black	8,588	(19.1%)	162	28,874	(13.2%)	112	83,980	(14.2%)	121
Asian	5,462	(12.2%)	212	24,628	(11.3%)	196	60,672	(10.3%)	179
Other	1,495	(3.3%)	64	7,355	(3.4%)	65	19,850	(3.4%)	65

Household by Ethnicity

White	5,107	(35.3%)	57	32,796	(44.6%)	72	80,925	(39.3%)	64
Hispanic (Ethnic)	4,448	(30.7%)	202	20,026	(27.2%)	179	65,599	(31.8%)	209
Black	2,265	(15.6%)	141	8,324	(11.3%)	102	26,119	(12.7%)	114
Other	1,363	(9.4%)	124	6,162	(8.4%)	110	17,009	(8.3%)	109
Asian	1,297	(9%)	198	6,259	(8.5%)	188	16,320	(7.9%)	175

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	\$116,288.94		105	\$118,042.57		106	\$111,486.46		100
Average Income Per Person	\$37,765.61		88	\$40,127.7		93	\$39,324.61		91
Household Median Income	\$95,501.47		120	\$91,771.66		115	\$84,025.48		106
<\$15K	1,009	(7%)	86	6,040	(8.2%)	101	16,912	(8.2%)	101
\$15K - \$25K	722	(5%)	77	3,867	(5.3%)	8	12,299	(6%)	92
\$25K - \$35K	593	(4.1%)	61	4,140	(5.6%)	84	12,950	(6.3%)	93
\$35K - \$50K	1,327	(9.2%)	89	7,002	(9.5%)	92	20,476	(9.9%)	97
\$50K - \$75K	2,006	(13.9%)	88	9,597	(13%)	83	30,024	(14.6%)	93
\$75K - \$100K	1,870	(12.9%)	101	8,837	(12%)	94	25,976	(12.6%)	98
\$100K - \$150K	2,672	(18.5%)	104	13,542	(18.4%)	104	37,380	(18.1%)	102
\$150K - \$175K	1,425	(9.8%)	157	5,861	(8%)	127	14,570	(7.1%)	113
\$175K - \$200K	1,362	(9.4%)	143	5,923	(8.1%)	123	12,927	(6.3%)	96
\$200K - \$250K	838	(5.8%)	111	4,907	(6.7%)	128	12,575	(6.1%)	117
\$250K - \$500K	356	(2.5%)	110	2,100	(2.9%)	128	5,389	(2.6%)	117
>\$500K	300	(2.1%)	111	1,751	(2.4%)	128	4,494	(2.2%)	117

Disposable 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 Disposable Income	\$89,554.46		109	\$88,216.74		107	\$83,913.62		102
Household Median Disposable Income	\$79,066.43		115	\$76,465.41		111	\$70,415.66		103
<\$15K	1,067	(7.4%)	84	6,408	(8.7%)	99	18,169	(8.8%)	101
\$15K - \$25K	866	(6%)	74	4,814	(6.5%)	86	14,799	(7.2%)	94
\$25K - \$35K	878	(6.1%)	77	4,935	(6.7%)	85	16,094	(7.8%)	99
\$35K - \$50K	1,310	(9%)	74	8,245	(11.2%)	92	23,601	(11.5%)	94
\$50K - \$75K	2,744	(19%)	107	11,702	(15.9%)	90	36,145	(17.5%)	99
\$75K - \$100K	2,113	(14.6%)	102	10,645	(14.5%)	101	29,540	(14.3%)	101
\$100K - \$150K	3,517	(24.3%)	136	15,494	(21.1%)	118	39,912	(19.4%)	108
\$150K - \$175K	918	(6.3%)	104	5,017	(6.8%)	112	11,373	(5.5%)	91
\$175K - \$200K	261	(1.8%)	87	1,569	(2.1%)	97	4,140	(2%)	91
\$200K - \$250K	323	(2.2%)	104	1,906	(2.6%)	121	4,902	(2.4%)	111
\$250K - \$500K	440	(3%)	104	2,600	(3.5%)	121	6,704	(3.3%)	111
>\$500K	43	(<0.5%)	115	232	(<0.5%)	123	593	(<0.5%)	112

Discretionary Households Income

Household Average Discretionary Income	\$62,898.1		103	\$62,263.76		102	\$57,432.52		94
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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	\$54,574.2	107	\$52,746.54	104	\$47,075.45	92
<\$10K	1,182 (8.2%)	88	7,319 (9.9%)	107	21,455 (10.4%)	112
\$10K - \$20K	1,147 (7.9%)	75	6,989 (9.5%)	90	22,936 (11.1%)	105
\$20K - \$30K	1,365 (9.4%)	89	7,940 (10.8%)	102	24,201 (11.7%)	111
\$30K - \$40K	1,305 (9%)	91	6,462 (8.8%)	88	20,689 (10%)	101
\$40K - \$50K	1,638 (11.3%)	128	6,517 (8.9%)	100	18,862 (9.2%)	103
\$50K - \$75K	2,817 (19.5%)	112	13,143 (17.9%)	103	36,389 (17.7%)	101
\$75K - \$100K	2,086 (14.4%)	123	9,360 (12.7%)	108	24,894 (12.1%)	103
\$100K - \$125K	1,469 (10.1%)	125	6,949 (9.4%)	117	16,446 (8%)	99
\$125K - \$150K	920 (6.4%)	96	5,252 (7.1%)	107	12,346 (6%)	90
>\$150K	551 (3.8%)	64	3,636 (4.9%)	84	7,754 (3.8%)	64

Households Income by Ethnicity

Average Income - White	\$111,794.09	117	\$107,869.77	113	\$103,648.11	109
Median Income - White	\$112,499.5	130	\$106,707.58	123	\$99,270.83	114
Average Income - Black	\$93,896.95	136	\$85,533.68	124	\$80,661.5	117
Median Income - Black	\$84,387.17	152	\$74,469.34	134	\$67,921.46	123

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$97,449.84 (86)	\$106,658.23 (94)	\$106,846.88 (95)
Median Income - Asian	\$92,290.98 (8)	\$103,625.18 (91)	\$102,471.23 (90)
Average Income - Hispanic	\$96,402.88 (119)	\$88,411.1 (109)	\$85,168.89 (105)
Median Income - Hispanic	\$90,350.89 (130)	\$79,351.42 (114)	\$74,085.71 (107)
Average Income - Other	\$100,975.42 (113)	\$95,917.74 (107)	\$91,751.24 (102)
Median Income - Other	\$92,886.03 (117)	\$87,797.42 (110)	\$84,006 (106)

Age

	1 Mile	3 Mile	5 Mile
Average Age	39.9 (97)	39.94 (97)	40.25 (98)
Median Age	38.08 (95)	38.2 (95)	38.63 (96)
0-4	2,414 (5.4%) (100)	12,005 (5.5%) (102)	33,282 (5.6%) (105)
5-13	4,604 (10.3%) (100)	24,166 (11.1%) (107)	62,944 (10.7%) (104)
14-17	2,419 (5.4%) (102)	11,895 (5.5%) (103)	30,489 (5.2%) (97)
18-21	2,519 (5.6%) (102)	11,974 (5.5%) (100)	30,748 (5.2%) (95)
22-24	1,904 (4.2%) (102)	8,891 (4.1%) (98)	22,862 (3.9%) (93)
25-29	3,125 (7%) (118)	14,049 (6.4%) (109)	37,228 (6.3%) (107)
30-34	3,086 (6.9%) (105)	14,376 (6.6%) (101)	39,835 (6.8%) (104)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
35-39	3,070	(6.8%)	104	14,674	(6.7%)	102	41,172	(7%)	106
40-44	2,751	(6.1%)	96	13,854	(6.3%)	99	38,515	(6.5%)	102
45-49	2,746	(6.1%)	102	13,499	(6.2%)	103	36,917	(6.3%)	105
50-54	2,804	(6.3%)	105	13,308	(6.1%)	102	36,268	(6.2%)	103
55-59	2,974	(6.6%)	108	13,608	(6.2%)	102	37,947	(6.4%)	105
60-64	2,954	(6.6%)	103	13,588	(6.2%)	97	37,927	(6.4%)	100
65-69	2,631	(5.9%)	97	12,724	(5.8%)	96	34,645	(5.9%)	97
70-74	1,955	(4.4%)	87	10,039	(4.6%)	92	26,704	(4.5%)	90
75-79	1,449	(3.2%)	84	7,375	(3.4%)	88	19,619	(3.3%)	87
80-84	826	(1.8%)	77	4,364	(2%)	83	11,838	(2%)	84
85+	632	(1.4%)	70	3,829	(1.8%)	87	10,561	(1.8%)	88

Age - Male

Male Average Age	38.58	97	38.6	97	39	98			
Male Median Age	36.46	96	36.78	97	37.39	98			
0-4	1,233	(5.6%)	100	6,151	(5.8%)	103	17,067	(6%)	106
5-13	2,378	(10.8%)	101	12,451	(11.8%)	110	32,153	(11.2%)	105

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	1 Mile			3 Mile			5 Mile		
14-17	1,259	(5.7%)	104	6,094	(5.8%)	104	15,553	(5.4%)	99
18-21	1,309	(6%)	104	6,149	(5.8%)	101	15,775	(5.5%)	96
22-24	989	(4.5%)	103	4,580	(4.3%)	99	11,802	(4.1%)	95
25-29	1,639	(7.5%)	121	7,231	(6.8%)	111	19,010	(6.6%)	108
30-34	1,599	(7.3%)	109	7,107	(6.7%)	100	19,783	(6.9%)	103
35-39	1,540	(7%)	105	7,108	(6.7%)	100	19,900	(7%)	104
40-44	1,293	(5.9%)	91	6,679	(6.3%)	98	18,478	(6.5%)	100
45-49	1,290	(5.9%)	98	6,397	(6%)	101	17,665	(6.2%)	103
50-54	1,292	(5.9%)	99	6,299	(6%)	100	17,397	(6.1%)	102
55-59	1,405	(6.4%)	105	6,420	(6.1%)	99	17,990	(6.3%)	103
60-64	1,391	(6.3%)	101	6,454	(6.1%)	97	18,098	(6.3%)	101
65-69	1,234	(5.6%)	97	5,931	(5.6%)	96	16,355	(5.7%)	98
70-74	884	(4%)	85	4,500	(4.3%)	90	12,271	(4.3%)	91
75-79	629	(2.9%)	8	3,213	(3%)	86	8,494	(3%)	84
80-84	354	(1.6%)	7	1,789	(1.7%)	8	4,775	(1.7%)	8
85+	219	(1%)	68	1,289	(1.2%)	83	3,470	(1.2%)	8

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	41.17 (98)	41.21 (98)	41.43 (99)
Female Median Age	40.74 (99)	40.57 (98)	40.84 (99)
0-4	1,181 (5.2%) (100)	5,854 (5.2%) (101)	16,215 (5.3%) (103)
5-13	2,226 (9.7%) (98)	11,715 (10.4%) (105)	30,791 (10.1%) (102)
14-17	1,160 (5.1%) (99)	5,801 (5.2%) (101)	14,936 (4.9%) (96)
18-21	1,210 (5.3%) (100)	5,825 (5.2%) (98)	14,973 (4.9%) (94)
22-24	915 (4%) (101)	4,311 (3.8%) (97)	11,060 (3.6%) (92)
25-29	1,486 (6.5%) (114)	6,818 (6.1%) (107)	18,218 (6%) (106)
30-34	1,487 (6.5%) (102)	7,269 (6.5%) (101)	20,052 (6.6%) (104)
35-39	1,530 (6.7%) (102)	7,566 (6.7%) (103)	21,272 (7%) (108)
40-44	1,458 (6.4%) (100)	7,175 (6.4%) (100)	20,037 (6.6%) (104)
45-49	1,456 (6.4%) (106)	7,102 (6.3%) (106)	19,252 (6.3%) (106)
50-54	1,512 (6.6%) (111)	7,009 (6.2%) (105)	18,871 (6.2%) (104)
55-59	1,569 (6.8%) (111)	7,188 (6.4%) (104)	19,957 (6.6%) (107)
60-64	1,563 (6.8%) (104)	7,134 (6.3%) (97)	19,829 (6.5%) (100)

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65-69	1,397	(6.1%)	6,793	(6%)	18,290	(6%)
70-74	1,071	(4.7%)	5,539	(4.9%)	14,433	(4.8%)
75-79	820	(3.6%)	4,162	(3.7%)	11,125	(3.7%)
80-84	472	(2.1%)	2,575	(2.3%)	7,063	(2.3%)
85+	413	(1.8%)	2,540	(2.3%)	7,091	(2.3%)

Employment by Occupation

Total Employees (16+ Years Old)	20,580		100,813		283,115	
Professional Specialty	5,453	(26.5%)	26,550	(26.3%)	65,352	(23.1%)
Managerial/Executive	3,102	(15.1%)	12,909	(12.8%)	34,836	(12.3%)
Office Admin	2,453	(11.9%)	11,302	(11.2%)	32,911	(11.6%)
Production & Transportation	2,349	(11.4%)	13,300	(13.2%)	44,120	(15.6%)
Sales	1,648	(8%)	8,646	(8.6%)	22,571	(8%)
Construction	1,273	(6.2%)	7,996	(7.9%)	23,588	(8.3%)
Healthcare support	1,258	(6.1%)	5,270	(5.2%)	16,105	(5.7%)
Protective	976	(4.7%)	4,140	(4.1%)	11,567	(4.1%)
Food Preparation & Serving	777	(3.8%)	3,966	(3.9%)	12,194	(4.3%)

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Building Maintenance & Cleaning	726	(3.5%)	104	3,549	(3.5%)	104	11,839	(4.2%)	123
Personal Care	493	(2.4%)	96	3,013	(3%)	120	7,628	(2.7%)	108
Farming, Fishing & Forestry	72	(<0.5%)	61	172	(<0.5%)	30	404	(<0.5%)	25

Employment by Industry

Total Employees (16+ Years Old)	20,580			100,813			283,115		
Educational Services	6,790	(33%)	141	30,928	(30.7%)	131	78,357	(27.7%)	118
Wholesale Retail	2,495	(12.1%)	92	13,360	(13.3%)	101	36,587	(12.9%)	98
Transportation	1,924	(9.3%)	160	10,089	(10%)	171	30,840	(10.9%)	186
Entertainment Services	1,521	(7.4%)	85	6,541	(6.5%)	75	19,509	(6.9%)	71
Financial, Insurance & Real Estate	1,520	(7.4%)	110	6,847	(6.8%)	101	18,992	(6.7%)	100
Professional Services	1,402	(6.8%)	85	6,116	(6.1%)	75	17,312	(6.1%)	74
Agriculture/Mining/Construction	1,374	(6.7%)	71	7,054	(7%)	81	20,541	(7.3%)	85
Public Administration	1,193	(5.8%)	121	5,461	(5.4%)	113	14,302	(5.1%)	106
Administrative/Waste Services	1,177	(5.7%)	137	4,399	(4.4%)	104	14,456	(5.1%)	122
Other Professional Services	559	(2.7%)	58	4,405	(4.4%)	93	13,046	(4.6%)	98
Information	305	(1.5%)	71	2,168	(2.2%)	115	5,323	(1.9%)	101

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	1 Mile			3 Mile			5 Mile		
Manufacturing	288	(1.4%)	14	3,356	(3.3%)	33	13,687	(4.8%)	49
Management Services	32	(<0.5%)	123	89	(<0.5%)	70	163	(<0.5%)	46

Language Spoken

Speak English at Home	24,699	(58.2%)	75	120,007	(58.2%)	75	287,570	(51.7%)	67
Speak Spanish at Home	9,106	(21.5%)	152	41,984	(20.4%)	144	141,503	(25.4%)	180
Speak Other Language at Home	8,644	(20.4%)	241	44,222	(21.4%)	254	127,146	(22.9%)	270

Ancestry

Other	11,978	(26.7%)	127	49,718	(22.8%)	108	135,605	(23%)	109
Puerto Rican	6,928	(15.4%)	548	23,906	(11%)	389	62,553	(10.6%)	377
Italian	4,027	(9%)	302	19,883	(9.1%)	306	53,384	(9.1%)	304
Mexican	3,869	(8.6%)	71	12,052	(5.5%)	50	22,795	(3.9%)	35
Unclassified	3,592	(8%)	49	18,924	(8.7%)	53	49,971	(8.5%)	52
South Central Asian (e.g. Indian)	2,682	(6%)	383	10,562	(4.8%)	310	24,141	(4.1%)	262
Scottish/Irish	1,544	(3.4%)	52	10,338	(4.7%)	71	22,545	(3.8%)	57
South American	1,500	(3.3%)	268	9,448	(4.3%)	347	45,103	(7.7%)	614
Chinese	1,238	(2.8%)	221	7,178	(3.3%)	263	20,621	(3.5%)	280

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)	1,097	(2.4%)	7,283	(3.3%)	19,504	(3.3%)
Dominican	881	(2%)	6,931	(3.2%)	22,603	(3.8%)
American	851	(1.9%)	5,314	(2.4%)	10,739	(1.8%)
South East Asian (e.g. Vietnamese)	833	(1.9%)	3,694	(1.7%)	9,169	(1.6%)
Middle Eastern	597	(1.3%)	5,277	(2.4%)	10,139	(1.7%)
Central American	561	(1.3%)	7,773	(3.6%)	24,013	(4.1%)
Other Hispanic	540	(1.2%)	4,122	(1.9%)	13,030	(2.2%)
Other Asian	494	(1.1%)	1,225	(0.6%)	2,522	(<0.5%)
Polish	491	(1.1%)	4,732	(2.2%)	11,691	(2%)
German	417	(0.9%)	3,159	(1.4%)	7,316	(1.2%)
Korean	207	(<0.5%)	1,911	(0.9%)	4,026	(0.7%)
Scandinavian	174	(<0.5%)	1,134	(0.5%)	2,437	(<0.5%)
British	101	(<0.5%)	1,202	(0.6%)	3,123	(0.5%)
Native American (Indian/Eskimo)	85	(<0.5%)	287	(<0.5%)	732	(<0.5%)
Cuban	79	(<0.5%)	1,574	(0.7%)	9,906	(1.7%)
French	43	(<0.5%)	321	(<0.5%)	1,025	(<0.5%)

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	
Dutch	23	(<0.5%)	145	(<0.5%)	464	(<0.5%)
Hawaiian/Pacific Islander	23	(<0.5%)	67	(<0.5%)	151	(<0.5%)
Japanese	8	(<0.5%)	58	(<0.5%)	193	(<0.5%)

Education (Age 25+)

Total Educated Population	31,003		149,287		409,176	
Elementary (0 to 8 Years)	2,050	(6.6%)	11,133	(7.5%)	33,369	(8.2%)
Some High School (9 to 11 Years)	1,947	(6.3%)	10,883	(7.3%)	29,750	(7.3%)
High School Graduate (12 Years)	10,079	(32.5%)	46,036	(30.8%)	130,270	(31.8%)
Some College (13 to 16 Years)	4,665	(15%)	23,011	(15.4%)	66,346	(16.2%)
Associates Degree Only	2,693	(8.7%)	10,417	(7%)	26,836	(6.6%)
Bachelor's Degree Only	6,297	(20.3%)	29,953	(20.1%)	76,701	(18.7%)
Graduate Degree	3,272	(10.6%)	17,854	(12%)	45,904	(11.2%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	14,480	73,567	205,972
One Person Households	3,045 (21%)	17,362 (23.6%)	52,732 (25.6%)
Married Couple	6,749 (46.6%)	35,133 (47.8%)	90,868 (44.1%)
Male Householder	1,056 (7.3%)	4,160 (5.7%)	14,332 (7%)
Female Householder	2,832 (19.6%)	13,670 (18.6%)	38,081 (18.5%)
Non Family Households	798 (5.5%)	3,242 (4.4%)	9,959 (4.8%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	14,480	73,567	205,972
1 Person Household	3,045 (21%)	17,362 (23.6%)	52,732 (25.6%)
2 Person Household	3,533 (24.4%)	18,749 (25.5%)	53,197 (25.8%)
3 Person Household	2,645 (18.3%)	12,930 (17.6%)	36,616 (17.8%)
4 Person Household	2,496 (17.2%)	12,305 (16.7%)	32,667 (15.9%)
5 Person Household	1,431 (9.9%)	6,618 (9%)	17,190 (8.3%)
6 Person Household	803 (5.5%)	3,296 (4.5%)	8,174 (4%)
7+ Person Household	527 (3.6%)	2,307 (3.1%)	5,396 (2.6%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	15,337	78,227	218,904
Owner Occupied Housing	10,254	45,725	110,334
Renter Occupied Housing	4,226	27,842	95,638
Vacant Housing	857	4,660	12,932

Housing Rent

Average Rent	\$1,839.77	119	\$1,711	111	\$1,662.57	108
Median Rent	\$1,855.19	132	\$1,710.47	121	\$1,658.48	118
Total Cash Rents Housing	3,997	26,795	92,621			
<\$300	155 (3.9%)	138	1,265 (4.7%)	168	3,962 (4.3%)	152
\$300-\$500	162 (4.1%)	105	877 (3.3%)	84	2,920 (3.2%)	81
\$500-\$750	241 (6%)	69	1,211 (4.5%)	52	4,186 (4.5%)	52
\$750-\$1000	177 (4.4%)	34	1,590 (5.9%)	45	5,767 (6.2%)	48
\$1000-\$1500	627 (15.7%)	60	5,553 (20.7%)	71	21,337 (23%)	87
\$1500-\$2000	896 (22.4%)	107	6,893 (25.7%)	122	25,677 (27.7%)	132
\$2000-\$2500	813 (20.3%)	174	5,207 (19.4%)	166	17,140 (18.5%)	158

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	574	(14.4%)	250	2,788	(10.4%)	181	7,916	(8.5%)	149
\$3000-\$3500	239	(6%)	197	1,041	(3.9%)	128	2,621	(2.8%)	93
>\$3500	113	(2.8%)	74	370	(1.4%)	38	1,095	(1.2%)	32

Value of Owner-Occupied Housing Units

Average House Value	\$746,311.34	143	\$779,492.62	149	\$760,036.43	145			
Median House Value	\$716,625.71	188	\$759,046.42	199	\$724,291.43	190			
Owner Occupied Housing	10,254		45,725		110,334				
<\$100K	253	(2.5%)	29	936	(2%)	24	2,597	(2.4%)	28
\$100K - \$200K	37	(<0.5%)	3	500	(1.1%)	8	1,383	(1.3%)	9
\$200K - \$300K	127	(1.2%)	8	1,022	(2.2%)	14	3,544	(3.2%)	20
\$300K - \$400K	420	(4.1%)	28	2,428	(5.3%)	36	7,287	(6.6%)	45
\$400K - \$500K	1,116	(10.9%)	94	3,556	(7.8%)	68	9,873	(8.9%)	71
\$500K - \$1000K	6,506	(63.4%)	256	27,272	(59.6%)	241	63,350	(57.4%)	232
>\$1000K	1,795	(17.5%)	160	10,011	(21.9%)	200	22,300	(20.2%)	185

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

Households in Poverty	1,455	(10%)	7	9,611	(13.1%)	103	28,234	(13.7%)	108
Households Above Poverty	13,025	(90%)	103	63,956	(86.9%)	100	177,738	(86.3%)	99
Households in Poverty (Married)	354	(2.4%)	112	2,211	(3%)	138	5,797	(2.8%)	129
Households in Poverty (Male Householder)	105	(0.7%)	114	412	(0.6%)	88	1,534	(0.7%)	117
Households in Poverty (Female Householder)	474	(3.3%)	111	3,143	(4.3%)	145	7,553	(3.7%)	124
Households in Poverty (Non-Family)	486	(3.4%)	54	3,640	(4.9%)	7	12,626	(6.1%)	98
Households in Poverty (Non-Family Student)	36	(<0.5%)	40	205	(<0.5%)	45	724	(<0.5%)	56

Wealth per Household

Household Average Wealth	\$244,038.33		101	\$239,439.9		99	\$230,556.11		95
Household Median Wealth	\$83,656.4		103	\$78,894.17		97	\$71,462.56		88
<\$0K	2,477	(17.1%)	98	12,932	(17.6%)	101	37,507	(18.2%)	105
\$0K - \$5K	1,217	(8.4%)	98	6,486	(8.8%)	103	19,262	(9.4%)	109
\$5K - \$10K	648	(4.5%)	98	3,394	(4.6%)	101	9,943	(4.8%)	106
\$10K - \$25K	907	(6.3%)	99	4,666	(6.3%)	100	13,385	(6.5%)	102
\$25K - \$50K	986	(6.8%)	100	4,984	(6.8%)	100	13,981	(6.8%)	100

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	1,493	(10.3%)	7,478	(10.2%)	20,752	(10.1%)
\$100K - \$250K	2,649	(18.3%)	13,191	(17.9%)	36,164	(17.6%)
\$250K - \$500K	1,929	(13.3%)	9,601	(13.1%)	26,010	(12.6%)
>\$500K	2,174	(15%)	10,835	(14.7%)	28,968	(14.1%)

Vehicles per Household

Total Number of Vehicles	21,334		103,238		280,738	
Average Number of Vehicles	1.47		1.4		1.36	
No Vehicles	2,463	(17%)	13,591	(18.5%)	40,346	(19.6%)
1 Vehicle	5,159	(35.6%)	27,753	(37.7%)	82,474	(40%)
2 Vehicles	4,922	(34%)	23,685	(32.2%)	59,728	(29%)
3 or more Vehicles	1,936	(13.4%)	8,538	(11.6%)	23,424	(11.4%)

Population Change

Births	471		2,299		6,317
Deaths	291		1,477		3,976
Migration	-182		-390		-2,187

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	593	4,425	12,701
Total Employees	8,659	59,439	158,470

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