



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	25,731		176,471		430,290	
Households	7,965		54,507		133,891	
Persons per Household	3.21	126	3.22	126	3.16	124
Household Median Income	\$109,183.59	137	\$141,389.24	178	\$135,342.16	170
Household Median Disposable Income	\$88,181.99	129	\$111,778.23	163	\$107,620.97	157
Household Median Discretionary Income	\$57,535.59	113	\$86,289.15	169	\$81,475.94	160
Average Income Per Person	\$40,230.06	93	\$53,757.64	125	\$52,030.23	121
Median Rent	\$1,747.63	124	\$2,143.87	152	\$2,038.85	145
Median House Value	\$685,397.97	180	\$767,746.91	202	\$771,802.21	203
Households in Poverty	825 (10.4%)	8	2,770 (5.1%)	40	9,404 (7%)	55
Household Median Wealth	\$78,761.86	97	\$108,105.91	133	\$102,141.74	126
Average Age	40.35	98	41.66	102	41.58	101
Median Age	40.17	100	41.61	104	41.3	103
Households with Children	2,254 (28.3%)	106	17,720 (32.5%)	121	42,773 (31.9%)	119
High School Graduate or Higher	15,214 (85%)	95	114,429 (91.7%)	103	272,480 (90.2%)	101

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	5,498 (30.7%) 	52,808 (42.3%) 	122,873 (40.7%) 
Pop density (per sq mi)	6,973	7,916	6,513
Area (based on blockgroups)	4	22	66

Population

Population 2024 Q4	25,731	176,471	430,290
Population 2024 Q3	25,756	176,587	430,767
Population 2024 Q2	25,776	176,473	430,522
Population 2024 Q1	25,757	176,482	430,636
Population 2023 Q4	25,771	176,606	430,936
Population 2023 Q3	25,769	176,671	431,021
Population 2023 Q2	25,790	176,698	431,179
Population 2023 Q1	25,792	176,627	431,258
Population 2022 Q4	25,749	176,441	430,950
Population 5 Years Forecast	25,526	175,192	428,147
Population 10 Years Forecast	25,310	173,773	425,213
Persons per Household	3.21 	3.22 	3.16 

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	1 Mile	3 Mile	5 Mile
Group Quarters	184 (0.7%) 	1,119 (0.6%) 	7,727 (1.8%) 
Transient Population - Average Last 4 Quarters			1,209 (<0.5%) 

Households

Households 2024 Q4	7,965	54,507	133,891
Households 2024 Q3	7,967	54,512	133,970
Households 2024 Q2	7,972	54,480	133,887
Households 2024 Q1	7,970	54,492	133,921
Households 2023 Q4	7,972	54,525	134,006
Households 2023 Q3	7,971	54,534	134,019
Households 2023 Q2	7,977	54,540	134,064
Households 2023 Q1	7,981	54,522	134,085
Households 2022 Q4	7,966	54,457	133,977
Households 5 Years Forecast	7,904	54,100	133,174
Households 10 Years Forecast	7,836	53,649	132,210

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



Benchmark: Nationwide



Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	12,446	(48.4%)	99	85,132 (48.2%)	98
Female	13,285	(51.6%)	101	91,339 (51.8%)	102

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Hispanic (Ethnic)	12,045	(46.8%)	240	46,418 (26.3%)	130
White	6,433	(25%)	43	76,110 (43.1%)	87
Black	5,707	(22.2%)	188	41,540 (23.5%)	162
Other	922	(3.6%)	69	6,848 (3.9%)	69
Asian	624	(2.4%)	42	5,555 (3.1%)	71

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Hispanic (Ethnic)	3,127	(39.3%)	258	11,019 (20.2%)	124
White	2,321	(29.1%)	47	26,737 (49.1%)	87
Black	1,584	(19.9%)	179	10,704 (19.6%)	146
Other	776	(9.7%)	128	4,686 (8.6%)	105
Asian	157	(2%)	43	1,361 (2.5%)	71

Households Income

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



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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Income	\$129,272.93	116	\$173,243.23	156	\$165,600.2	149
Average Income Per Person	\$40,230.06	93	\$53,757.64	125	\$52,030.23	121
Household Median Income	\$109,183.59	137	\$141,389.24	178	\$135,342.16	170
<\$15K	493 (6.2%)	77	1,890 (3.5%)	43	5,968 (4.5%)	55
\$15K - \$25K	451 (5.7%)	87	1,465 (2.7%)	42	4,362 (3.3%)	50
\$25K - \$35K	267 (3.4%)	50	1,486 (2.7%)	41	4,521 (3.4%)	50
\$35K - \$50K	543 (6.8%)	66	2,694 (4.9%)	48	7,400 (5.5%)	54
\$50K - \$75K	985 (12.4%)	79	5,082 (9.3%)	59	13,408 (10%)	64
\$75K - \$100K	925 (11.6%)	91	5,731 (10.5%)	82	13,005 (9.7%)	76
\$100K - \$150K	1,720 (21.6%)	122	10,798 (19.8%)	112	25,782 (19.3%)	109
\$150K - \$175K	719 (9%)	144	5,524 (10.1%)	161	13,381 (10%)	159
\$175K - \$200K	763 (9.6%)	146	8,275 (15.2%)	231	17,654 (13.2%)	201
\$200K - \$250K	616 (7.7%)	148	6,469 (11.9%)	228	15,902 (11.9%)	228
\$250K - \$500K	264 (3.3%)	149	2,775 (5.1%)	228	6,815 (5.1%)	228
>\$500K	219 (2.7%)	147	2,318 (4.3%)	228	5,693 (4.3%)	228

Disposable Households Income

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



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URBAN EDGE

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$96,778.89	117	\$116,720.81	142	\$113,311.21	137
Household Median Disposable Income	\$88,181.99	129	\$111,778.23	163	\$107,620.97	157
<\$15K	562 (7.1%)	8	2,050 (3.8%)	43	6,450 (4.8%)	55
\$15K - \$25K	446 (5.6%)	74	1,719 (3.2%)	41	5,246 (3.9%)	51
\$25K - \$35K	358 (4.5%)	57	2,102 (3.9%)	49	5,696 (4.3%)	54
\$35K - \$50K	628 (7.9%)	65	3,186 (5.8%)	48	9,253 (6.9%)	57
\$50K - \$75K	1,341 (16.8%)	95	7,208 (13.2%)	75	17,326 (12.9%)	73
\$75K - \$100K	1,172 (14.7%)	103	7,200 (13.2%)	93	17,243 (12.9%)	90
\$100K - \$150K	2,078 (26.1%)	146	15,723 (28.8%)	161	36,880 (27.5%)	154
\$150K - \$175K	595 (7.5%)	123	7,045 (12.9%)	212	15,451 (11.5%)	190
\$175K - \$200K	190 (2.4%)	108	2,026 (3.7%)	169	4,990 (3.7%)	169
\$200K - \$250K	237 (3%)	139	2,512 (4.6%)	216	6,179 (4.6%)	216
\$250K - \$500K	327 (4.1%)	140	3,436 (6.3%)	215	8,443 (6.3%)	215
>\$500K	31 (<0.5%)	151	300 (0.6%)	214	734 (0.5%)	213

Discretionary Households Income

Household Average Discretionary Income	\$66,581.78	109	\$89,549.92	146	\$85,342.79	139
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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	\$57,535.59	113	\$86,289.15	169	\$81,475.94	160
<\$10K	633 (7.9%)	86	1,872 (3.4%)	37	7,446 (5.6%)	60
\$10K - \$20K	692 (8.7%)	8	2,583 (4.7%)	45	7,560 (5.6%)	53
\$20K - \$30K	568 (7.1%)	67	3,004 (5.5%)	52	8,197 (6.1%)	58
\$30K - \$40K	769 (9.7%)	97	3,141 (5.8%)	58	8,084 (6%)	61
\$40K - \$50K	822 (10.3%)	116	3,404 (6.2%)	70	8,704 (6.5%)	73
\$50K - \$75K	1,507 (18.9%)	109	9,278 (17%)	98	21,422 (16%)	92
\$75K - \$100K	1,348 (16.9%)	144	8,653 (15.9%)	135	19,886 (14.9%)	127
\$100K - \$125K	557 (7%)	86	7,571 (13.9%)	172	18,267 (13.6%)	169
\$125K - \$150K	553 (6.9%)	104	7,621 (14%)	210	17,593 (13.1%)	198
>\$150K	516 (6.5%)	110	7,380 (13.5%)	229	16,732 (12.5%)	211

Households Income by Ethnicity

Average Income - White	\$120,138.11	126	\$130,985.29	137	\$129,466	136
Median Income - White	\$124,102.41	143	\$150,101.61	173	\$146,821.81	169
Average Income - Black	\$108,760.82	157	\$125,808.93	182	\$113,569.92	164
Median Income - Black	\$107,499.7	194	\$132,468.32	239	\$117,651.39	212

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$109,276.45 (97)	\$144,847.98 (128)	\$138,383.8 (123)
Median Income - Asian	\$89,880.36 (7)	\$171,168.53 (150)	\$159,772.17 (140)
Average Income - Hispanic	\$101,236.49 (125)	\$120,362.03 (149)	\$115,635.65 (143)
Median Income - Hispanic	\$100,038.23 (144)	\$127,932.79 (184)	\$117,803.17 (169)
Average Income - Other	\$105,433.41 (118)	\$130,949.19 (146)	\$123,931.99 (138)
Median Income - Other	\$109,999.6 (138)	\$145,577.68 (183)	\$133,019.19 (167)

Age

	1 Mile	3 Mile	5 Mile
Average Age	40.35 (98)	41.66 (102)	41.58 (101)
Median Age	40.17 (100)	41.61 (104)	41.3 (103)
0-4	1,365 (5.3%) (98)	8,871 (5%) (93)	21,456 (5%) (92)
5-13	2,723 (10.6%) (103)	17,780 (10.1%) (98)	43,450 (10.1%) (98)
14-17	1,355 (5.3%) (99)	8,961 (5.1%) (96)	22,595 (5.3%) (99)
18-21	1,369 (5.3%) (97)	9,147 (5.2%) (94)	23,254 (5.4%) (98)
22-24	1,014 (3.9%) (95)	6,892 (3.9%) (94)	17,503 (4.1%) (98)
25-29	1,635 (6.4%) (107)	11,149 (6.3%) (107)	27,068 (6.3%) (106)
30-34	1,607 (6.2%) (96)	10,374 (5.9%) (90)	25,325 (5.9%) (90)

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	1 Mile		3 Mile		5 Mile				
35-39	1,724	(6.7%)	101	10,522	(6%)	90	25,723	(6%)	91
40-44	1,756	(6.8%)	107	11,277	(6.4%)	100	27,088	(6.3%)	98
45-49	1,724	(6.7%)	112	11,374	(6.4%)	108	27,026	(6.3%)	105
50-54	1,665	(6.5%)	109	11,544	(6.5%)	110	27,004	(6.3%)	105
55-59	1,678	(6.5%)	106	12,208	(6.9%)	113	29,136	(6.8%)	110
60-64	1,752	(6.8%)	106	12,622	(7.2%)	112	30,059	(7%)	109
65-69	1,475	(5.7%)	95	11,046	(6.3%)	103	26,998	(6.3%)	103
70-74	1,140	(4.4%)	88	8,650	(4.9%)	98	21,211	(4.9%)	98
75-79	836	(3.2%)	84	6,503	(3.7%)	96	15,918	(3.7%)	96
80-84	508	(2%)	80	4,042	(2.3%)	95	9,929	(2.3%)	96
85+	405	(1.6%)	75	3,509	(2%)	98	9,547	(2.2%)	110

Age - Male

Male Average Age	39.05	98	40.27	101	40.18	101			
Male Median Age	37.78	99	40.07	105	38.81	102			
0-4	700	(5.6%)	100	4,547	(5.3%)	95	10,987	(5.3%)	94
5-13	1,372	(11%)	103	9,131	(10.7%)	100	22,192	(10.7%)	100

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	1 Mile			3 Mile			5 Mile		
14-17	696	(5.6%)	101	4,599	(5.4%)	98	11,436	(5.5%)	100
18-21	704	(5.7%)	98	4,679	(5.5%)	96	11,784	(5.7%)	99
22-24	520	(4.2%)	96	3,508	(4.1%)	95	8,892	(4.3%)	98
25-29	867	(7%)	113	5,658	(6.6%)	108	13,738	(6.6%)	107
30-34	795	(6.4%)	96	5,203	(6.1%)	91	12,791	(6.2%)	92
35-39	819	(6.6%)	98	5,141	(6%)	90	12,401	(6%)	89
40-44	832	(6.7%)	104	5,404	(6.3%)	98	13,121	(6.3%)	98
45-49	834	(6.7%)	112	5,429	(6.4%)	106	13,033	(6.3%)	105
50-54	806	(6.5%)	109	5,459	(6.4%)	108	12,916	(6.2%)	105
55-59	783	(6.3%)	103	5,730	(6.7%)	110	13,741	(6.6%)	109
60-64	842	(6.8%)	107	5,928	(7%)	111	14,135	(6.8%)	108
65-69	679	(5.5%)	94	5,181	(6.1%)	105	12,565	(6.1%)	104
70-74	503	(4%)	85	3,866	(4.5%)	96	9,601	(4.6%)	98
75-79	347	(2.8%)	77	2,848	(3.3%)	95	6,915	(3.3%)	95
80-84	209	(1.7%)	81	1,646	(1.9%)	93	3,960	(1.9%)	92
85+	138	(1.1%)	75	1,175	(1.4%)	94	3,080	(1.5%)	101

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	41.57	42.95	42.88
Female Median Age	41.4	43.02	42.68
0-4	665 (5%)	4,324 (4.7%)	10,469 (4.7%)
5-13	1,351 (10.2%)	8,649 (9.5%)	21,258 (9.5%)
14-17	659 (5%)	4,362 (4.8%)	11,159 (5%)
18-21	665 (5%)	4,468 (4.9%)	11,470 (5.1%)
22-24	494 (3.7%)	3,384 (3.7%)	8,611 (3.9%)
25-29	768 (5.8%)	5,491 (6%)	13,330 (6%)
30-34	812 (6.1%)	5,171 (5.7%)	12,534 (5.6%)
35-39	905 (6.8%)	5,381 (5.9%)	13,322 (6%)
40-44	924 (7%)	5,873 (6.4%)	13,967 (6.3%)
45-49	890 (6.7%)	5,945 (6.5%)	13,993 (6.3%)
50-54	859 (6.5%)	6,085 (6.7%)	14,088 (6.3%)
55-59	895 (6.7%)	6,478 (7.1%)	15,395 (6.9%)
60-64	910 (6.8%)	6,694 (7.3%)	15,924 (7.1%)

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	1 Mile			3 Mile			5 Mile		
65-69	796	(6%)	95	5,865	(6.4%)	102	14,433	(6.5%)	103
70-74	637	(4.8%)	91	4,784	(5.2%)	99	11,610	(5.2%)	98
75-79	489	(3.7%)	89	3,655	(4%)	96	9,003	(4%)	97
80-84	299	(2.3%)	83	2,396	(2.6%)	97	5,969	(2.7%)	99
85+	267	(2%)	74	2,334	(2.6%)	100	6,467	(2.9%)	113

Employment by Occupation

Total Employees (16+ Years Old)	14,249			96,875			228,269		
Professional Specialty	3,491	(24.5%)	99	27,491	(28.4%)	115	61,279	(26.8%)	109
Production & Transportation	1,897	(13.3%)	103	8,522	(8.8%)	68	20,445	(9%)	69
Office Admin	1,828	(12.8%)	121	10,901	(11.3%)	106	24,859	(10.9%)	102
Managerial/Executive	1,609	(11.3%)	65	16,037	(16.6%)	95	38,355	(16.8%)	97
Construction	1,119	(7.9%)	98	7,509	(7.8%)	97	17,509	(7.7%)	96
Food Preparation & Serving	1,110	(7.8%)	152	3,799	(3.9%)	7	10,054	(4.4%)	86
Sales	1,024	(7.2%)	7	8,773	(9.1%)	97	21,674	(9.5%)	102
Building Maintenance & Cleaning	997	(7%)	206	3,489	(3.6%)	106	9,259	(4.1%)	119
Healthcare support	699	(4.9%)	149	4,035	(4.2%)	127	10,019	(4.4%)	34

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Protective	263	(1.8%)	85	3,991	(4.1%)	190	8,590	(3.8%)	174
Personal Care	205	(1.4%)	58	2,123	(2.2%)	88	5,779	(2.5%)	101
Farming, Fishing & Forestry	7	(<0.5%)	9	205	(<0.5%)	37	447	(<0.5%)	34

Employment by Industry

Total Employees (16+ Years Old)	14,249			96,875			228,269		
Educational Services	4,566	(32%)	137	32,556	(33.6%)	143	73,194	(32.1%)	137
Wholesale Retail	2,136	(15%)	114	11,493	(11.9%)	90	27,730	(12.1%)	92
Entertainment Services	1,290	(9.1%)	104	6,217	(6.4%)	74	15,744	(6.9%)	7
Transportation	1,162	(8.2%)	139	6,574	(6.8%)	116	14,453	(6.3%)	108
Agriculture/Mining/Construction	934	(6.6%)	71	6,301	(6.5%)	76	16,537	(7.2%)	85
Administrative/Waste Services	883	(6.2%)	148	3,614	(3.7%)	89	8,944	(3.9%)	94
Professional Services	719	(5%)	63	8,028	(8.3%)	103	17,747	(7.8%)	96
Financial, Insurance & Real Estate	689	(4.8%)	72	6,985	(7.2%)	107	18,118	(7.9%)	118
Manufacturing	644	(4.5%)	45	3,893	(4%)	40	9,148	(4%)	40
Public Administration	619	(4.3%)	91	5,955	(6.1%)	129	12,635	(5.5%)	116
Other Professional Services	475	(3.3%)	71	3,089	(3.2%)	68	8,660	(3.8%)	8

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Information	132	(0.9%)	2,129	(2.2%)	5,136	(2.2%)
Management Services			41	(<0.5%)	223	(<0.5%)

Language Spoken

Speak English at Home	13,685	(56.2%)	119,788	(71.5%)	290,204	(71%)
Speak Spanish at Home	8,663	(35.6%)	32,883	(19.6%)	79,531	(19.5%)
Speak Other Language at Home	2,018	(8.3%)	14,929	(8.9%)	39,099	(9.6%)

Ancestry

Other	6,661	(25.9%)	45,355	(25.7%)	102,964	(23.9%)
Central American	4,086	(15.9%)	15,611	(8.8%)	42,004	(9.8%)
Dominican	3,379	(13.1%)	9,397	(5.3%)	16,992	(3.9%)
Unclassified	2,178	(8.5%)	22,951	(13%)	51,805	(12%)
Puerto Rican	1,539	(6%)	7,388	(4.2%)	15,610	(3.6%)
Italian	1,273	(4.9%)	16,756	(9.5%)	46,434	(10.8%)
Other Hispanic	1,200	(4.7%)	5,415	(3.1%)	11,638	(2.7%)
South American	1,124	(4.4%)	5,481	(3.1%)	16,026	(3.7%)
Scottish/Irish	897	(3.5%)	11,922	(6.8%)	32,574	(7.6%)

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	● 1 Mile		● 3 Mile		● 5 Mile	
Other European (e.g. Greek/Russian)	613	(2.4%)	8,639	(4.9%)	20,073	(4.7%)
German	551	(2.1%)	7,121	(4%)	17,750	(4.1%)
Cuban	438	(1.7%)	1,416	(0.8%)	2,757	(0.6%)
American	298	(1.2%)	4,074	(2.3%)	9,943	(2.3%)
Mexican	279	(1.1%)	1,710	(1%)	3,996	(0.9%)
South Central Asian (e.g. Indian)	250	(1%)	2,062	(1.2%)	8,460	(2%)
Polish	237	(0.9%)	3,113	(1.8%)	8,145	(1.9%)
Other Asian	152	(0.6%)	429	(<0.5%)	1,586	(<0.5%)
British	127	(<0.5%)	1,821	(1%)	5,007	(1.2%)
Chinese	94	(<0.5%)	1,143	(0.6%)	3,410	(0.8%)
Korean	66	(<0.5%)	789	(<0.5%)	1,903	(<0.5%)
South East Asian (e.g. Vietnamese)	62	(<0.5%)	1,107	(0.6%)	3,726	(0.9%)
Scandinavian	56	(<0.5%)	759	(<0.5%)	2,095	(<0.5%)
French	54	(<0.5%)	534	(<0.5%)	1,465	(<0.5%)
Middle Eastern	51	(<0.5%)	974	(0.6%)	2,425	(0.6%)
Native American (Indian/Eskimo)	44	(<0.5%)	231	(<0.5%)	580	(<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	17	(<0.5%)	213	(<0.5%)	600	(<0.5%)
Hawaiian/Pacific Islander	5	(<0.5%)	35	(<0.5%)	75	(<0.5%)
Japanese			25	(<0.5%)	247	(<0.5%)

Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	17,905		124,820		302,032	
Elementary (0 to 8 Years)	1,880	(10.5%)	5,903	(4.7%)	16,615	(5.5%)
Some High School (9 to 11 Years)	811	(4.5%)	4,488	(3.6%)	12,937	(4.3%)
High School Graduate (12 Years)	5,051	(28.2%)	30,360	(24.3%)	75,322	(24.9%)
Some College (13 to 16 Years)	3,009	(16.8%)	19,870	(15.9%)	47,729	(15.8%)
Associates Degree Only	1,656	(9.2%)	11,391	(9.1%)	26,556	(8.8%)
Bachelor's Degree Only	3,317	(18.5%)	30,260	(24.2%)	68,281	(22.6%)
Graduate Degree	2,181	(12.2%)	22,548	(18.1%)	54,592	(18.1%)

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



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,965	54,507	133,891
One Person Households	1,741 (21.9%)	9,345 (17.1%)	24,992 (18.7%)
Married Couple	3,574 (44.9%)	32,182 (59%)	75,982 (56.7%)
Male Householder	782 (9.8%)	3,201 (5.9%)	7,805 (5.8%)
Female Householder	1,595 (20%)	7,908 (14.5%)	20,062 (15%)
Non Family Households	273 (3.4%)	1,871 (3.4%)	5,050 (3.8%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,965	54,507	133,891
1 Person Household	1,741 (21.9%)	9,345 (17.1%)	24,992 (18.7%)
2 Person Household	1,782 (22.4%)	13,871 (25.4%)	34,141 (25.5%)
3 Person Household	1,358 (17%)	10,137 (18.6%)	24,141 (18%)
4 Person Household	1,383 (17.4%)	11,022 (20.2%)	25,890 (19.3%)
5 Person Household	794 (10%)	5,353 (9.8%)	13,238 (9.9%)
6 Person Household	393 (4.9%)	2,441 (4.5%)	5,875 (4.4%)
7+ Person Household	514 (6.5%)	2,338 (4.3%)	5,614 (4.2%)

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

Housing Units

Total Housing Units	8,277	56,386	138,828
Owner Occupied Housing	4,690	45,124	106,515
Renter Occupied Housing	3,275	9,383	27,376
Vacant Housing	312	1,879	4,937

Housing Rent

Average Rent	\$1,836.83	119	\$2,170.51	141	\$2,071.44	34
Median Rent	\$1,747.63	124	\$2,143.87	152	\$2,038.85	145
Total Cash Rents Housing	3,143	8,486	25,552			
<\$300	82 (2.6%)	93	207 (2.4%)	87	826 (3.2%)	115
\$300-\$500	159 (5.1%)	131	281 (3.3%)	85	914 (3.6%)	92
\$500-\$750	133 (4.2%)	48	337 (4%)	45	1,193 (4.7%)	53
\$750-\$1000	191 (6.1%)	47	329 (3.9%)	30	1,192 (4.7%)	36
\$1000-\$1500	588 (18.7%)	71	1,059 (12.5%)	47	3,424 (13.4%)	51
\$1500-\$2000	845 (26.9%)	128	1,626 (19.2%)	91	4,868 (19.1%)	91
\$2000-\$2500	469 (14.9%)	128	1,404 (16.5%)	141	4,620 (18.1%)	155

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	284	(9%)	157	1,268	(14.9%)	260	3,271	(12.8%)	223
\$3000-\$3500	146	(4.6%)	153	889	(10.5%)	344	2,406	(9.4%)	310
>\$3500	246	(7.8%)	215	1,086	(12.8%)	351	2,838	(11.1%)	305

Value of Owner-Occupied Housing Units

Average House Value	\$687,112.42	132	\$798,080.71	153	\$800,680.39	153			
Median House Value	\$685,397.97	180	\$767,746.91	202	\$771,802.21	203			
Owner Occupied Housing	4,690		45,124		106,515				
<\$100K	52	(1.1%)	13	755	(1.7%)	20	1,849	(1.7%)	20
\$100K - \$200K	132	(2.8%)	21	365	(0.8%)	6	847	(0.8%)	6
\$200K - \$300K	247	(5.3%)	33	829	(1.8%)	11	2,019	(1.9%)	12
\$300K - \$400K	264	(5.6%)	39	1,659	(3.7%)	25	3,415	(3.2%)	22
\$400K - \$500K	327	(7%)	61	2,534	(5.6%)	49	5,930	(5.6%)	48
\$500K - \$1000K	3,182	(67.8%)	274	30,567	(67.7%)	274	72,152	(67.7%)	274
>\$1000K	486	(10.4%)	95	8,415	(18.6%)	171	20,303	(19.1%)	175

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



Benchmark: Nationwide



Poverty

Households in Poverty	825	(10.4%)		2,770	(5.1%)		9,404	(7%)	
Households Above Poverty	7,140	(89.6%)		51,737	(94.9%)		124,487	(93%)	
Households in Poverty (Married)	100	(1.3%)		475	(0.9%)		1,713	(1.3%)	
Households in Poverty (Male Householder)	111	(1.4%)		209	(<0.5%)		627	(<0.5%)	
Households in Poverty (Female Householder)	166	(2.1%)		494	(0.9%)		2,044	(1.5%)	
Households in Poverty (Non-Family)	429	(5.4%)		1,507	(2.8%)		4,663	(3.5%)	
Households in Poverty (Non-Family Student)	19	(<0.5%)		85	(<0.5%)		357	(<0.5%)	

Wealth per Household

Household Average Wealth	\$240,387.95		\$273,920.09		\$269,169.12	
Household Median Wealth	\$78,761.86		\$108,105.91		\$102,141.74	
<\$0K	1,408	(17.7%)	8,406	(15.4%)	21,080	(15.7%)
\$0K - \$5K	706	(8.9%)	3,789	(7%)	9,702	(7.2%)
\$5K - \$10K	367	(4.6%)	2,115	(3.9%)	5,333	(4%)
\$10K - \$25K	502	(6.3%)	3,163	(5.8%)	7,864	(5.9%)
\$25K - \$50K	537	(6.7%)	3,616	(6.6%)	8,884	(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	804	(10.1%)	5,604	(10.3%)	13,722	(10.2%)
\$100K - \$250K	1,419	(17.8%)	10,372	(19%)	25,248	(18.9%)
\$250K - \$500K	1,039	(13%)	7,941	(14.6%)	19,202	(14.3%)
>\$500K	1,183	(14.9%)	9,501	(17.4%)	22,856	(17.1%)

Vehicles per Household

Total Number of Vehicles	12,617		106,297		253,696	
Average Number of Vehicles	1.58		1.95		1.89	
No Vehicles	1,025	(12.9%)	3,401	(6.2%)	10,823	(8.1%)
1 Vehicle	2,728	(34.2%)	14,387	(26.4%)	37,513	(28%)
2 Vehicles	3,120	(39.2%)	23,875	(43.8%)	53,927	(40.3%)
3 or more Vehicles	1,092	(13.7%)	12,844	(23.6%)	31,628	(23.6%)

Population Change

Births	252		1,671		4,061	
Deaths	174		1,336		3,283	
Migration	-98		-351		-1,122	

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	1,193	4,912	12,778
Total Employees	9,099	37,065	117,789

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