



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	70,447		650,306		1.6M	
Households	27,311		236,010		582,751	
Persons per Household	2.46	97	2.69	106	2.69	106
Household Median Income	\$78,610.08	99	\$62,522.76	75	\$59,306.87	75
Household Median Disposable Income	\$66,080.81	96	\$52,869.66	77	\$50,224.92	73
Household Median Discretionary Income	\$43,146.55	85	\$27,894.04	55	\$25,435.4	50
Average Income Per Person	\$38,262.01	89	\$31,409	73	\$31,180.05	72
Median Rent	\$1,610.92	114	\$1,595.83	113	\$1,526.1	108
Median House Value	\$523,990.48	138	\$709,021.62	186	\$663,779.77	174
Households in Poverty	3,432 (12.6%)	99	51,480 (21.8%)	172	142,266 (24.4%)	193
Household Median Wealth	\$70,444.16	87	\$47,127.56	58	\$44,770.54	55
Average Age	44.26	108	39.85	97	39.33	96
Median Age	43.76	109	37.94	94	37.45	93
Households with Children	5,380 (19.7%)	73	64,688 (27.4%)	102	167,190 (28.7%)	107
High School Graduate or Higher	46,167 (87.5%)	98	357,835 (79.5%)	89	855,898 (77.3%)	86

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	16,981 (32.2%)	113,522 (25.2%)	279,722 (25.2%)
Pop density (per sq mi)	29,609	27,475	28,599
Area (based on blockgroups)	2	24	57

Population

Population 2024 Q4	70,447	650,306	1.6M
Population 2024 Q3	70,430	649,940	1.6M
Population 2024 Q2	70,525	649,442	1.6M
Population 2024 Q1	70,348	649,195	1.6M
Population 2023 Q4	70,337	648,444	1.6M
Population 2023 Q3	70,572	647,554	1.6M
Population 2023 Q2	70,603	647,210	1.6M
Population 2023 Q1	70,572	646,849	1.6M
Population 2022 Q4	71,514	648,306	1.6M
Population 5 Years Forecast	69,218	649,793	1.6M
Population 10 Years Forecast	69,159	654,779	1.7M
Persons per Household	2.46	2.69	2.69

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	3,188	(4.5%)	192	14,621	(2.2%)	95	48,609	(3%)	127
Transient Population - Average Last 4 Quarters			67	(<0.5%)	1		445	(<0.5%)	2

Households

Households 2024 Q4	27,311		236,010		582,751
Households 2024 Q3	27,291		235,702		582,106
Households 2024 Q2	27,339		235,523		581,589
Households 2024 Q1	27,267		235,440		581,022
Households 2023 Q4	27,261		235,140		579,371
Households 2023 Q3	27,361		234,822		578,989
Households 2023 Q2	27,386		234,763		578,373
Households 2023 Q1	27,364		234,593		578,039
Households 2022 Q4	27,803		235,199		579,149
Households 5 Years Forecast	26,811		235,767		589,231
Households 10 Years Forecast	26,788		237,593		596,960

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Gender

Male	31,860	(45.2%)	92	304,451	(46.8%)	96	760,617	(47%)	96
Female	38,587	(54.8%)	107	345,855	(53.2%)	104	858,212	(53%)	104

Ethnicity

Black	33,639	(47.8%)	405	211,861	(32.6%)	276	446,154	(27.6%)	234
Hispanic (Ethnic)	21,154	(30%)	154	286,800	(44.1%)	226	836,858	(51.7%)	265
White	8,434	(12%)	21	76,118	(11.7%)	20	202,538	(12.5%)	22
Asian	4,259	(6%)	105	49,673	(7.6%)	133	75,199	(4.6%)	8
Other	2,961	(4.2%)	8	25,854	(4%)	76	58,080	(3.6%)	69

Household by Ethnicity

Black	12,608	(46.2%)	416	70,777	(30%)	271	149,008	(25.6%)	231
Hispanic (Ethnic)	8,431	(30.9%)	203	107,493	(45.5%)	299	292,530	(50.2%)	330
White	2,858	(10.5%)	17	24,809	(10.5%)	17	73,158	(12.6%)	20
Other	2,399	(8.8%)	116	22,948	(9.7%)	128	51,701	(8.9%)	117
Asian	1,015	(3.7%)	8	9,983	(4.2%)	93	16,354	(2.8%)	62

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	\$95,788.92	86	\$85,376.56	7	\$84,936.07	74
Average Income Per Person	\$38,262.01	89	\$31,409	73	\$31,180.05	72
Household Median Income	\$78,610.08	99	\$62,522.76	74	\$59,306.87	75
<\$15K	2,604 (9.5%)	118	33,118 (14%)	173	92,334 (15.8%)	196
\$15K - \$25K	1,760 (6.4%)	100	20,354 (8.6%)	133	53,157 (9.1%)	141
\$25K - \$35K	1,463 (5.4%)	8	17,737 (7.5%)	112	44,285 (7.6%)	113
\$35K - \$50K	2,961 (10.8%)	105	27,318 (11.6%)	112	65,494 (11.2%)	109
\$50K - \$75K	4,219 (15.4%)	98	37,660 (16%)	101	89,936 (15.4%)	98
\$75K - \$100K	3,999 (14.6%)	114	29,154 (12.4%)	96	67,113 (11.5%)	90
\$100K - \$150K	5,367 (19.7%)	111	35,927 (15.2%)	86	82,283 (14.1%)	8
\$150K - \$175K	2,102 (7.7%)	123	11,863 (5%)	8	28,911 (5%)	7
\$175K - \$200K	1,268 (4.6%)	71	9,119 (3.9%)	59	22,614 (3.9%)	59
\$200K - \$250K	875 (3.2%)	61	7,713 (3.3%)	63	20,521 (3.5%)	68
\$250K - \$500K	378 (1.4%)	62	3,295 (1.4%)	63	8,764 (1.5%)	67
>\$500K	315 (1.2%)	62	2,752 (1.2%)	63	7,339 (1.3%)	68

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	\$74,464.4		90	\$65,940.87		80	\$64,982.34		70
Household Median Disposable Income	\$66,080.81		96	\$52,869.66		77	\$50,224.92		73
<\$15K	2,752	(10.1%)	115	35,182	(14.9%)	170	97,968	(16.8%)	192
\$15K - \$25K	2,063	(7.6%)	99	23,843	(10.1%)	133	61,497	(10.6%)	139
\$25K - \$35K	1,895	(6.9%)	88	21,563	(9.1%)	116	52,565	(9%)	114
\$35K - \$50K	3,676	(13.5%)	110	31,998	(13.6%)	111	78,336	(13.4%)	110
\$50K - \$75K	5,189	(19%)	107	42,388	(18%)	101	98,340	(16.9%)	95
\$75K - \$100K	4,595	(16.8%)	118	31,164	(13.2%)	93	71,166	(12.2%)	86
\$100K - \$150K	5,243	(19.2%)	107	34,147	(14.5%)	80	80,595	(13.8%)	70
\$150K - \$175K	777	(2.8%)	47	5,953	(2.5%)	41	16,212	(2.8%)	46
\$175K - \$200K	274	(1%)	46	2,354	(1%)	45	6,310	(1.1%)	49
\$200K - \$250K	342	(1.3%)	59	2,976	(1.3%)	59	7,928	(1.4%)	64
\$250K - \$500K	467	(1.7%)	58	4,078	(1.7%)	59	10,867	(1.9%)	64
>\$500K	38	(<0.5%)	54	364	(<0.5%)	60	967	(<0.5%)	65

Discretionary Households Income

Household Average Discretionary Income	\$48,736.26		70	\$37,847.72		62	\$37,485.94		61
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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	\$43,146.55	85	\$27,894.04	55	\$25,435.4	50
<\$10K	2,820 (10.3%)	111	53,249 (22.6%)	244	154,420 (26.5%)	286
\$10K - \$20K	3,181 (11.6%)	110	38,567 (16.3%)	154	94,274 (16.2%)	153
\$20K - \$30K	3,540 (13%)	122	32,562 (13.8%)	130	72,999 (12.5%)	118
\$30K - \$40K	3,210 (11.8%)	118	25,377 (10.8%)	108	56,998 (9.8%)	98
\$40K - \$50K	3,002 (11%)	124	19,888 (8.4%)	95	42,976 (7.4%)	83
\$50K - \$75K	5,921 (21.7%)	124	33,532 (14.2%)	87	74,806 (12.8%)	74
\$75K - \$100K	3,164 (11.6%)	99	16,553 (7%)	60	38,888 (6.7%)	57
\$100K - \$125K	1,615 (5.9%)	73	9,292 (3.9%)	49	23,885 (4.1%)	51
\$125K - \$150K	723 (2.6%)	40	4,884 (2.1%)	31	15,093 (2.6%)	39
>\$150K	135 (<0.5%)	8	2,106 (0.9%)	15	8,412 (1.4%)	24

Households Income by Ethnicity

Average Income - White	\$82,530.65	86	\$87,717.62	92	\$97,940.93	103
Median Income - White	\$68,936.91	77	\$76,868.96	89	\$90,464.23	104
Average Income - Black	\$85,480.06	124	\$79,464.24	115	\$73,685.88	107
Median Income - Black	\$78,872.44	142	\$68,949.69	124	\$60,714.62	110

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$97,710.79 (87)	\$90,490.86 (80)	\$96,928.63 (86)
Median Income - Asian	\$92,162.01 (8)	\$80,313.22 (70)	\$88,646.98 (7)
Average Income - Hispanic	\$87,723.89 (108)	\$68,634.72 (85)	\$66,433.17 (8)
Median Income - Hispanic	\$81,309.16 (117)	\$55,005.47 (7)	\$52,031.69 (75)
Average Income - Other	\$84,691.24 (95)	\$74,220.45 (83)	\$75,456.29 (84)
Median Income - Other	\$79,204.38 (99)	\$61,812.49 (7)	\$61,967.46 (7)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	44.26 (108)	39.85 (97)	39.33 (96)
Median Age	43.76 (109)	37.94 (94)	37.45 (93)
0-4	3,571 (5.1%) (94)	37,625 (5.8%) (107)	95,249 (5.9%) (109)
5-13	5,673 (8.1%) (75)	67,482 (10.4%) (101)	173,297 (10.7%) (104)
14-17	2,861 (4.1%) (76)	33,531 (5.2%) (97)	85,852 (5.3%) (100)
18-21	3,106 (4.4%) (80)	34,920 (5.4%) (98)	88,916 (5.5%) (100)
22-24	2,449 (3.5%) (84)	26,652 (4.1%) (99)	67,654 (4.2%) (101)
25-29	4,702 (6.7%) (113)	43,719 (6.7%) (113)	109,751 (6.8%) (114)
30-34	4,648 (6.6%) (101)	47,378 (7.3%) (112)	117,814 (7.3%) (111)

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	1 Mile		3 Mile		5 Mile	
35-39	4,339	(6.2%)	46,078	(7.1%)	115,510	(7.1%)
40-44	4,118	(5.8%)	41,713	(6.4%)	105,762	(6.5%)
45-49	3,992	(5.7%)	39,865	(6.1%)	99,920	(6.2%)
50-54	4,243	(6%)	38,602	(5.9%)	95,960	(5.9%)
55-59	4,924	(7%)	41,790	(6.4%)	102,503	(6.3%)
60-64	5,276	(7.5%)	41,733	(6.4%)	100,215	(6.2%)
65-69	5,036	(7.1%)	36,727	(5.6%)	87,182	(5.4%)
70-74	3,864	(5.5%)	27,399	(4.2%)	65,703	(4.1%)
75-79	3,176	(4.5%)	20,148	(3.1%)	48,219	(3%)
80-84	2,168	(3.1%)	13,048	(2%)	30,879	(1.9%)
85+	2,301	(3.3%)	11,896	(1.8%)	28,443	(1.8%)

Age - Male

Male Average Age	41.74		38.12		37.6	
Male Median Age	40.68		36.16		35.69	
0-4	1,820	(5.7%)	19,255	(6.3%)	48,767	(6.4%)
5-13	2,892	(9.1%)	34,253	(11.3%)	88,143	(11.6%)

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	1,445	(4.5%)	8	17,012	(5.6%)	101	43,877	(5.8%)	105
18-21	1,571	(4.9%)	86	17,714	(5.8%)	101	45,404	(6%)	104
22-24	1,248	(3.9%)	90	13,531	(4.4%)	102	34,498	(4.5%)	104
25-29	2,356	(7.4%)	120	21,787	(7.2%)	116	54,420	(7.2%)	116
30-34	2,219	(7%)	104	22,385	(7.4%)	110	55,906	(7.4%)	110
35-39	2,053	(6.4%)	96	21,681	(7.1%)	106	54,034	(7.1%)	106
40-44	1,924	(6%)	94	19,319	(6.3%)	98	48,739	(6.4%)	99
45-49	1,705	(5.4%)	89	17,658	(5.8%)	97	44,896	(5.9%)	98
50-54	1,827	(5.7%)	96	17,141	(5.6%)	94	43,176	(5.7%)	95
55-59	2,152	(6.8%)	111	18,942	(6.2%)	102	46,622	(6.1%)	100
60-64	2,270	(7.1%)	113	18,890	(6.2%)	99	45,380	(6%)	95
65-69	2,097	(6.6%)	113	16,380	(5.4%)	92	38,889	(5.1%)	88
70-74	1,590	(5%)	105	11,700	(3.8%)	8	28,108	(3.7%)	7
75-79	1,244	(3.9%)	111	8,230	(2.7%)	7	19,584	(2.6%)	7
80-84	798	(2.5%)	120	4,933	(1.6%)	7	11,493	(1.5%)	7
85+	649	(2%)	138	3,640	(1.2%)	8	8,681	(1.1%)	7

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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	46.34	41.38	40.86
Female Median Age	47.37	40.56	40.01
0-4	1,751 (4.5%)	18,370 (5.3%)	46,482 (5.4%)
5-13	2,781 (7.2%)	33,229 (9.6%)	85,154 (9.9%)
14-17	1,416 (3.7%)	16,519 (4.8%)	41,975 (4.9%)
18-21	1,535 (4%)	17,206 (5%)	43,512 (5.1%)
22-24	1,201 (3.1%)	13,121 (3.8%)	33,156 (3.9%)
25-29	2,346 (6.1%)	21,932 (6.3%)	55,331 (6.4%)
30-34	2,429 (6.3%)	24,993 (7.2%)	61,908 (7.2%)
35-39	2,286 (5.9%)	24,397 (7.1%)	61,476 (7.2%)
40-44	2,194 (5.7%)	22,394 (6.5%)	57,023 (6.6%)
45-49	2,287 (5.9%)	22,207 (6.4%)	55,024 (6.4%)
50-54	2,416 (6.3%)	21,461 (6.2%)	52,784 (6.2%)
55-59	2,772 (7.2%)	22,848 (6.6%)	55,881 (6.5%)
60-64	3,006 (7.8%)	22,843 (6.6%)	54,835 (6.4%)

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65-69	2,939	(7.6%)	121	20,347	(5.9%)	93	48,293	(5.6%)	89
70-74	2,274	(5.9%)	111	15,699	(4.5%)	86	37,595	(4.4%)	83
75-79	1,932	(5%)	120	11,918	(3.4%)	83	28,635	(3.3%)	8
80-84	1,370	(3.6%)	131	8,115	(2.3%)	87	19,386	(2.3%)	84
85+	1,652	(4.3%)	167	8,256	(2.4%)	93	19,762	(2.3%)	90

Employment by Occupation

Total Employees (16+ Years Old)	33,620			298,300			733,188		
Professional Specialty	7,950	(23.6%)	96	57,947	(19.4%)	74	145,052	(19.8%)	80
Office Admin	4,539	(13.5%)	127	35,115	(11.8%)	111	81,464	(11.1%)	105
Managerial/Executive	4,374	(13%)	75	33,434	(11.2%)	65	83,404	(11.4%)	66
Healthcare support	3,217	(9.6%)	291	33,398	(11.2%)	341	79,285	(10.8%)	329
Production & Transportation	2,869	(8.5%)	66	36,031	(12.1%)	93	87,117	(11.9%)	92
Sales	2,788	(8.3%)	89	23,367	(7.8%)	84	59,000	(8%)	86
Building Maintenance & Cleaning	2,006	(6%)	176	18,101	(6.1%)	179	47,243	(6.4%)	190
Protective	1,643	(4.9%)	226	12,869	(4.3%)	199	30,434	(4.2%)	192
Construction	1,484	(4.4%)	55	18,879	(6.3%)	74	46,400	(6.3%)	71

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Personal Care	1,233	(3.7%)	147	11,873	(4%)	160	28,760	(3.9%)	157
Food Preparation & Serving	1,231	(3.7%)	72	16,684	(5.6%)	109	43,967	(6%)	117
Farming, Fishing & Forestry	286	(0.9%)	148	602	(<0.5%)	35	1,062	(<0.5%)	25

Employment by Industry

Total Employees (16+ Years Old)	33,620			298,300			733,188		
Educational Services	14,153	(42.1%)	180	107,651	(36.1%)	154	255,252	(34.8%)	149
Wholesale Retail	3,285	(9.8%)	74	31,479	(10.6%)	8	83,893	(11.4%)	87
Transportation	2,819	(8.4%)	143	26,048	(8.7%)	149	58,428	(8%)	136
Financial, Insurance & Real Estate	2,337	(7%)	103	18,696	(6.3%)	93	46,277	(6.3%)	94
Entertainment Services	1,907	(5.7%)	65	27,434	(9.2%)	106	70,077	(9.6%)	110
Agriculture/Mining/Construction	1,858	(5.5%)	65	17,021	(5.7%)	67	41,708	(5.7%)	67
Administrative/Waste Services	1,786	(5.3%)	127	16,130	(5.4%)	129	40,896	(5.6%)	33
Professional Services	1,430	(4.3%)	53	12,448	(4.2%)	52	34,179	(4.7%)	58
Public Administration	1,387	(4.1%)	86	11,909	(4%)	84	26,874	(3.7%)	7
Other Professional Services	1,230	(3.7%)	7	15,435	(5.2%)	110	38,274	(5.2%)	111
Manufacturing	1,021	(3%)	31	8,984	(3%)	30	23,627	(3.2%)	32

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Benchmark: Nationwide

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Information	407	(1.2%)	65	4,735	(1.6%)	85	12,806	(1.7%)	94
Management Services				330	(<0.5%)	88	897	(<0.5%)	97

Language Spoken

Speak English at Home	41,942	(62.7%)	8	299,166	(48.8%)	63	683,745	(44.9%)	58
Speak Spanish at Home	15,096	(22.6%)	160	222,532	(36.3%)	257	653,337	(42.9%)	304
Speak Other Language at Home	9,838	(14.7%)	174	90,983	(14.8%)	176	186,498	(12.2%)	145

Ancestry

Other	31,043	(44.1%)	209	212,044	(32.6%)	155	465,509	(28.8%)	136
Puerto Rican	11,823	(16.8%)	596	121,291	(18.7%)	662	280,698	(17.3%)	616
Unclassified	7,390	(10.5%)	65	50,680	(7.8%)	48	110,901	(6.9%)	42
Dominican	4,650	(6.6%)	1035	88,133	(13.6%)	2125	318,169	(19.7%)	3082
Italian	2,074	(2.9%)	99	17,369	(2.7%)	90	37,526	(2.3%)	71
South American	1,857	(2.6%)	211	19,048	(2.9%)	235	51,077	(3.2%)	253
South East Asian (e.g. Vietnamese)	1,593	(2.3%)	128	11,126	(1.7%)	97	17,765	(1.1%)	62
American	1,582	(2.2%)	47	7,695	(1.2%)	25	17,966	(1.1%)	23
South Central Asian (e.g. Indian)	1,508	(2.1%)	137	28,480	(4.4%)	280	37,839	(2.3%)	150

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)	1,491	(2.1%)	8,482	(1.3%)	21,031	(1.3%)
Other Hispanic	1,381	(2%)	14,900	(2.3%)	53,530	(3.3%)
Chinese	742	(1.1%)	4,925	(0.8%)	9,461	(0.6%)
Central American	616	(0.9%)	13,229	(2%)	41,338	(2.6%)
Mexican	578	(0.8%)	25,882	(4%)	80,405	(5%)
Scottish/Irish	415	(0.6%)	7,444	(1.1%)	25,081	(1.5%)
Korean	265	(<0.5%)	1,821	(<0.5%)	4,376	(<0.5%)
Cuban	249	(<0.5%)	4,317	(0.7%)	11,641	(0.7%)
Polish	229	(<0.5%)	1,180	(<0.5%)	3,999	(<0.5%)
German	228	(<0.5%)	2,682	(<0.5%)	8,640	(0.5%)
British	177	(<0.5%)	1,283	(<0.5%)	4,537	(<0.5%)
Native American (Indian/Eskimo)	166	(<0.5%)	1,696	(<0.5%)	3,447	(<0.5%)
Other Asian	127	(<0.5%)	2,921	(<0.5%)	4,680	(<0.5%)
Middle Eastern	91	(<0.5%)	2,014	(<0.5%)	4,214	(<0.5%)
French	66	(<0.5%)	601	(<0.5%)	1,751	(<0.5%)
Hawaiian/Pacific Islander	39	(<0.5%)	206	(<0.5%)	512	(<0.5%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Scandinavian	33	(<0.5%)	376	(<0.5%)	1,321	(<0.5%)
Japanese	24	(<0.5%)	400	(<0.5%)	1,078	(<0.5%)
Dutch	10	(<0.5%)	81	(<0.5%)	337	(<0.5%)

Education (Age 25+)

Total Educated Population	52,787		450,096		1.1M	
Elementary (0 to 8 Years)	2,952	(5.6%)	45,321	(10.1%)	126,789	(11.4%)
Some High School (9 to 11 Years)	3,668	(6.9%)	46,940	(10.4%)	125,174	(11.3%)
High School Graduate (12 Years)	14,091	(26.7%)	131,079	(29.1%)	305,117	(27.5%)
Some College (13 to 16 Years)	10,085	(19.1%)	75,940	(16.9%)	185,906	(16.8%)
Associates Degree Only	5,010	(9.5%)	37,294	(8.3%)	85,153	(7.7%)
Bachelor's Degree Only	9,916	(18.8%)	71,410	(15.9%)	169,116	(15.3%)
Graduate Degree	7,065	(13.4%)	42,112	(9.4%)	110,606	(10%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	27,311	236,010	582,751
One Person Households	9,488 (34.7%)	69,959 (29.6%)	173,048 (29.7%)
Married Couple	9,440 (34.6%)	74,151 (31.4%)	175,615 (30.1%)
Male Householder	1,854 (6.8%)	18,942 (8%)	45,833 (7.9%)
Female Householder	5,542 (20.3%)	61,078 (25.9%)	159,004 (27.3%)
Non Family Households	987 (3.6%)	11,880 (5%)	29,251 (5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	27,311	236,010	582,751
1 Person Household	9,488 (34.7%)	69,959 (29.6%)	173,048 (29.7%)
2 Person Household	7,307 (26.8%)	58,956 (25%)	145,484 (25%)
3 Person Household	4,372 (16%)	41,648 (17.6%)	103,484 (17.8%)
4 Person Household	3,090 (11.3%)	32,216 (13.7%)	79,672 (13.7%)
5 Person Household	1,720 (6.3%)	17,807 (7.5%)	44,153 (7.6%)
6 Person Household	783 (2.9%)	8,793 (3.7%)	21,133 (3.6%)
7+ Person Household	551 (2%)	6,631 (2.8%)	15,777 (2.7%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	28,688	248,089	610,068
Renter Occupied Housing	13,906	169,577	440,432
Owner Occupied Housing	13,405	66,433	142,319
Vacant Housing	1,377	12,079	27,317

Housing Rent

Average Rent	\$1,709.76	111	\$1,597.44	104	\$1,542.07	100
Median Rent	\$1,610.92	114	\$1,595.83	113	\$1,526.1	108
Total Cash Rents Housing	13,549		165,261		429,461	
<\$300	157 (1.2%)	41	6,556 (4%)	141	19,912 (4.6%)	165
\$300-\$500	163 (1.2%)	31	6,919 (4.2%)	108	20,869 (4.9%)	125
\$500-\$750	394 (2.9%)	33	7,659 (4.6%)	53	25,362 (5.9%)	68
\$750-\$1000	1,346 (9.9%)	76	10,777 (6.5%)	50	32,579 (7.6%)	58
\$1000-\$1500	3,909 (28.9%)	109	41,357 (25%)	95	109,827 (25.6%)	97
\$1500-\$2000	3,631 (26.8%)	127	48,851 (29.6%)	141	118,414 (27.6%)	131
\$2000-\$2500	1,983 (14.6%)	125	26,817 (16.2%)	139	62,140 (14.5%)	124

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	1,175	(8.7%)	151	10,932	(6.6%)	115	24,591	(5.7%)	100
\$3000-\$3500	494	(3.6%)	120	3,568	(2.2%)	71	9,012	(2.1%)	69
>\$3500	297	(2.2%)	60	1,825	(1.1%)	30	6,755	(1.6%)	43

Value of Owner-Occupied Housing Units

Average House Value	\$524,040.43	100	\$705,025.73	135	\$705,438.68	135			
Median House Value	\$523,990.48	138	\$709,021.62	186	\$663,779.77	174			
Owner Occupied Housing	13,405		66,433		142,319				
<\$100K	4,517	(33.7%)	394	7,901	(11.9%)	139	11,438	(8%)	94
\$100K - \$200K	542	(4%)	30	2,403	(3.6%)	27	7,089	(5%)	37
\$200K - \$300K	518	(3.9%)	24	3,777	(5.7%)	35	10,481	(7.4%)	45
\$300K - \$400K	399	(3%)	20	3,424	(5.2%)	35	10,541	(7.4%)	51
\$400K - \$500K	515	(3.8%)	33	3,615	(5.4%)	47	10,629	(7.5%)	65
\$500K - \$1000K	4,767	(35.6%)	144	31,647	(47.6%)	193	63,542	(44.6%)	180
>\$1000K	2,147	(16%)	147	13,666	(20.6%)	188	28,599	(20.1%)	184

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



Benchmark: Nationwide



Poverty

Households in Poverty	3,432	(12.6%)	99	51,480	(21.8%)	172	142,266	(24.4%)	193
Households Above Poverty	23,879	(87.4%)	100	184,530	(78.2%)	90	440,485	(75.6%)	87
Households in Poverty (Married)	465	(1.7%)	7	6,845	(2.9%)	133	16,718	(2.9%)	132
Households in Poverty (Male Householder)	176	(0.6%)	101	3,021	(1.3%)	201	7,298	(1.3%)	196
Households in Poverty (Female Householder)	720	(2.6%)	89	15,121	(6.4%)	217	46,236	(7.9%)	269
Households in Poverty (Non-Family)	1,860	(6.8%)	109	24,429	(10.4%)	165	66,705	(11.4%)	183
Households in Poverty (Non-Family Student)	211	(0.8%)	124	2,064	(0.9%)	141	5,309	(0.9%)	146

Wealth per Household

Household Average Wealth	\$229,731.52	95	\$202,048.98	84	\$199,200.63	8			
Household Median Wealth	\$70,444.16	87	\$47,127.56	58	\$44,770.54	55			
<\$0K	5,007	(18.3%)	105	48,125	(20.4%)	117	120,538	(20.7%)	119
\$0K - \$5K	2,576	(9.4%)	110	26,296	(11.1%)	130	66,396	(11.4%)	133
\$5K - \$10K	1,333	(4.9%)	107	12,983	(5.5%)	121	32,494	(5.6%)	122
\$10K - \$25K	1,777	(6.5%)	102	16,391	(6.9%)	109	40,674	(7%)	110
\$25K - \$50K	1,845	(6.8%)	100	16,054	(6.8%)	100	39,544	(6.8%)	100

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	2,733	(10%)	98	22,986	(9.7%)	95	56,306	(9.7%)	95
\$100K - \$250K	4,775	(17.5%)	97	38,408	(16.3%)	90	93,638	(16.1%)	89
\$250K - \$500K	3,437	(12.6%)	95	26,526	(11.2%)	85	64,465	(11.1%)	84
>\$500K	3,828	(14%)	94	28,241	(12%)	81	68,696	(11.8%)	77

Vehicles per Household

Total Number of Vehicles	25,307			165,601			378,143		
Average Number of Vehicles	0.93		51	0.7		38	0.65		35
No Vehicles	9,753	(35.7%)	432	118,481	(50.2%)	607	314,133	(53.9%)	652
1 Vehicle	11,442	(41.9%)	128	80,364	(34.1%)	104	185,653	(31.9%)	97
2 Vehicles	4,889	(17.9%)	49	28,673	(12.1%)	33	63,035	(10.8%)	29
3 or more Vehicles	1,227	(4.5%)	20	8,492	(3.6%)	16	19,930	(3.4%)	16

Population Change

Births	655			7,016			17,565		
Deaths	611			4,246			10,185		
Migration	86			-465			1,799		

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	1,054	9,432	24,164
Total Employees	14,597	143,308	310,001

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