



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	19,602		210,748		494,219	
Households	7,485		75,458		179,692	
Persons per Household	2.59	102	2.75	108	2.72	107
Household Median Income	\$128,152.87	161	\$114,874.79	144	\$113,766.3	143
Household Median Disposable Income	\$104,015.16	152	\$93,641.42	136	\$92,718.07	135
Household Median Discretionary Income	\$77,714.77	152	\$68,678.59	135	\$67,971.9	133
Average Income Per Person	\$68,646.54	159	\$53,391.46	124	\$55,057.78	128
Median Rent	\$2,038.36	145	\$1,836.4	130	\$1,848.84	131
Median House Value	\$718,812.71	189	\$650,792.39	171	\$677,221.97	178
Households in Poverty	527 (7%)	56	5,576 (7.4%)	58	15,280 (8.5%)	67
Household Median Wealth	\$96,622.53	119	\$92,304.81	114	\$91,595.75	113
Average Age	42.3	103	42.09	103	42.15	103
Median Age	42.44	106	41.91	104	42.14	105
Households with Children	1,780 (23.8%)	89	20,873 (27.7%)	103	52,581 (29.3%)	109
High School Graduate or Higher	13,169 (93.9%)	105	137,930 (91.5%)	102	324,601 (91.7%)	103

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	9,089 (64.8%)	71,966 (47.8%)	167,519 (47.3%)
Pop density (per sq mi)	6,259	7,618	6,456
Area (based on blockgroups)	3	28	77

Population

Population 2024 Q4	19,602	210,748	494,219
Population 2024 Q3	19,563	210,296	494,434
Population 2024 Q2	19,543	209,640	493,645
Population 2024 Q1	19,515	209,446	493,173
Population 2023 Q4	19,527	209,377	493,024
Population 2023 Q3	19,507	209,042	492,038
Population 2023 Q2	18,930	208,186	490,927
Population 2023 Q1	18,959	208,290	491,018
Population 2022 Q4	18,913	207,656	490,779
Population 5 Years Forecast	20,481	216,504	501,395
Population 10 Years Forecast	21,194	222,072	510,879
Persons per Household	2.59	2.75	2.72

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	182	(0.9%)	39	3,530	(1.7%)	71	5,087	(1%)	44
Transient Population - Average Last 4 Quarters	154	(0.8%)	61	1,173	(0.6%)	43	3,700	(0.7%)	58

Households

Households 2024 Q4	7,485		75,458		179,692
Households 2024 Q3	7,460		75,229		179,726
Households 2024 Q2	7,450		74,973		179,399
Households 2024 Q1	7,434		74,875		179,199
Households 2023 Q4	7,442		74,855		179,141
Households 2023 Q3	7,433		74,735		178,783
Households 2023 Q2	7,166		74,347		178,285
Households 2023 Q1	7,179		74,409		178,351
Households 2022 Q4	7,161		74,143		178,258
Households 5 Years Forecast	7,878		77,832		182,610
Households 10 Years Forecast	8,186		80,028		186,260

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Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	9,466	(48.3%)	99	101,932 (48.4%)	98
Female	10,136	(51.7%)	101	108,816 (51.6%)	101

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	9,553	(48.7%)	84	80,768 (38.3%)	76
Hispanic (Ethnic)	3,606	(18.4%)	94	60,220 (28.6%)	35
Asian	3,148	(16.1%)	279	33,560 (15.9%)	314
Black	2,552	(13%)	110	28,072 (13.3%)	72
Other	743	(3.8%)	73	8,128 (3.9%)	64

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	3,884	(51.9%)	84	29,680 (39.3%)	73
Hispanic (Ethnic)	1,355	(18.1%)	119	20,252 (26.8%)	168
Black	932	(12.5%)	112	9,568 (12.7%)	71
Asian	897	(12%)	264	9,534 (12.6%)	322
Other	417	(5.6%)	73	6,424 (8.5%)	94

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	\$179,066.85	161	\$147,611.3	133	\$150,396.91	35
Average Income Per Person	\$68,646.54	159	\$53,391.46	124	\$55,057.78	128
Household Median Income	\$128,152.87	161	\$114,874.79	144	\$113,766.3	143
<\$15K	335 (4.5%)	55	3,515 (4.7%)	58	8,940 (5%)	61
\$15K - \$25K	386 (5.2%)	8	3,237 (4.3%)	66	8,064 (4.5%)	69
\$25K - \$35K	317 (4.2%)	63	3,268 (4.3%)	64	8,044 (4.5%)	67
\$35K - \$50K	467 (6.2%)	61	5,171 (6.9%)	67	13,087 (7.3%)	71
\$50K - \$75K	897 (12%)	76	9,675 (12.8%)	8	21,993 (12.2%)	7
\$75K - \$100K	654 (8.7%)	68	8,470 (11.2%)	88	19,829 (11%)	86
\$100K - \$150K	1,272 (17%)	96	14,528 (19.3%)	109	34,062 (19%)	107
\$150K - \$175K	582 (7.8%)	124	6,842 (9.1%)	144	15,154 (8.4%)	34
\$175K - \$200K	434 (5.8%)	88	7,765 (10.3%)	157	17,688 (9.8%)	150
\$200K - \$250K	1,201 (16%)	308	7,271 (9.6%)	185	18,390 (10.2%)	196
\$250K - \$500K	515 (6.9%)	308	3,120 (4.1%)	185	7,881 (4.4%)	197
>\$500K	425 (5.7%)	305	2,596 (3.4%)	184	6,560 (3.7%)	196

Disposable 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 Disposable Income	\$115,713.03		\$103,873.7		\$104,090.53	
Household Median Disposable Income	\$104,015.16		\$93,641.42		\$92,718.07	
<\$15K	369 (4.9%)		3,808 (5%)		9,761 (5.4%)	
\$15K - \$25K	464 (6.2%)		3,879 (5.1%)		9,676 (5.4%)	
\$25K - \$35K	267 (3.6%)		3,901 (5.2%)		10,354 (5.8%)	
\$35K - \$50K	626 (8.4%)		6,776 (9%)		15,256 (8.5%)	
\$50K - \$75K	1,078 (14.4%)		11,624 (15.4%)		26,951 (15%)	
\$75K - \$100K	797 (10.6%)		10,056 (13.3%)		24,250 (13.5%)	
\$100K - \$150K	1,542 (20.6%)		18,369 (24.3%)		41,674 (23.2%)	
\$150K - \$175K	715 (9.6%)		7,235 (9.6%)		16,948 (9.4%)	
\$175K - \$200K	444 (5.9%)		2,651 (3.5%)		6,728 (3.7%)	
\$200K - \$250K	476 (6.4%)		2,880 (3.8%)		7,281 (4.1%)	
\$250K - \$500K	651 (8.7%)		3,924 (5.2%)		9,937 (5.5%)	
>\$500K	56 (0.7%)		355 (<0.5%)		876 (<0.5%)	

Discretionary Households Income

Household Average Discretionary Income	\$85,626.56		\$75,677.17		\$75,874.19	
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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$77,714.77	152	\$68,678.59	135	\$67,971.9	33
<\$10K	330 (4.4%)	48	4,122 (5.5%)	59	10,554 (5.9%)	63
\$10K - \$20K	591 (7.9%)	75	5,810 (7.7%)	73	13,871 (7.7%)	73
\$20K - \$30K	398 (5.3%)	50	5,810 (7.7%)	73	14,625 (8.1%)	71
\$30K - \$40K	610 (8.1%)	81	6,474 (8.6%)	86	14,591 (8.1%)	81
\$40K - \$50K	600 (8%)	90	5,983 (7.9%)	89	14,286 (8%)	90
\$50K - \$75K	1,100 (14.7%)	84	12,801 (17%)	97	29,927 (16.7%)	96
\$75K - \$100K	997 (13.3%)	114	11,110 (14.7%)	126	25,053 (13.9%)	119
\$100K - \$125K	788 (10.5%)	130	9,076 (12%)	149	21,010 (11.7%)	145
\$125K - \$150K	883 (11.8%)	177	7,908 (10.5%)	158	19,444 (10.8%)	163
>\$150K	1,188 (15.9%)	269	6,364 (8.4%)	143	16,331 (9.1%)	154

Households Income by Ethnicity

Average Income - White	\$124,847.96	131	\$115,575.26	121	\$115,620.84	121
Median Income - White	\$132,838.67	153	\$118,504.69	137	\$118,463.49	137
Average Income - Black	\$93,124.76	135	\$99,859.9	144	\$99,818.29	144
Median Income - Black	\$90,859.58	164	\$95,506.99	172	\$95,108.55	172

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$137,125.46 (121)	\$126,280.75 (112)	\$124,154.26 (110)
Median Income - Asian	\$165,494.49 (145)	\$139,205.87 (122)	\$134,500.29 (118)
Average Income - Hispanic	\$118,355.26 (146)	\$109,530.04 (135)	\$106,120.79 (131)
Median Income - Hispanic	\$116,822.64 (168)	\$106,925.78 (154)	\$102,316.32 (147)
Average Income - Other	\$133,320.37 (149)	\$120,197.86 (134)	\$116,850.32 (131)
Median Income - Other	\$138,850.8 (174)	\$124,419.22 (156)	\$117,584.04 (148)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	42.3 (103)	42.09 (103)	42.15 (103)
Median Age	42.44 (106)	41.91 (104)	42.14 (105)
0-4	1,038 (5.3%) (98)	11,342 (5.4%) (100)	26,718 (5.4%) (100)
5-13	1,882 (9.6%) (93)	20,085 (9.5%) (92)	47,597 (9.6%) (93)
14-17	1,004 (5.1%) (96)	10,368 (4.9%) (93)	24,073 (4.9%) (92)
18-21	970 (4.9%) (90)	10,506 (5%) (91)	24,099 (4.9%) (89)
22-24	679 (3.5%) (83)	7,753 (3.7%) (89)	17,630 (3.6%) (86)
25-29	979 (5%) (84)	12,061 (5.7%) (97)	27,976 (5.7%) (96)
30-34	1,127 (5.7%) (88)	13,073 (6.2%) (95)	29,940 (6.1%) (93)

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	1 Mile		3 Mile		5 Mile				
35-39	1,320	(6.7%)	102	13,668	(6.5%)	98	31,831	(6.4%)	98
40-44	1,315	(6.7%)	105	13,627	(6.5%)	101	32,289	(6.5%)	102
45-49	1,327	(6.8%)	113	13,654	(6.5%)	108	32,644	(6.6%)	110
50-54	1,329	(6.8%)	114	13,546	(6.4%)	108	32,731	(6.6%)	111
55-59	1,321	(6.7%)	110	14,375	(6.8%)	111	34,013	(6.9%)	112
60-64	1,310	(6.7%)	104	14,640	(6.9%)	108	34,586	(7%)	109
65-69	1,326	(6.8%)	112	13,726	(6.5%)	107	31,924	(6.5%)	107
70-74	1,054	(5.4%)	107	10,572	(5%)	100	24,483	(5%)	99
75-79	810	(4.1%)	107	7,820	(3.7%)	96	18,173	(3.7%)	96
80-84	403	(2.1%)	86	4,998	(2.4%)	99	11,735	(2.4%)	99
85+	408	(2.1%)	103	4,934	(2.3%)	116	11,777	(2.4%)	118

Age - Male

Male Average Age	41.06		103	40.55		102	40.73		102
Male Median Age	41.26		108	40.3		106	40.65		107
0-4	532	(5.6%)	100	5,830	(5.7%)	101	13,736	(5.8%)	102
5-13	964	(10.2%)	95	10,290	(10.1%)	94	24,415	(10.2%)	95

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Audience Profile

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	491	(5.2%)	94	5,326	(5.2%)	95	12,310	(5.2%)	94
18-21	489	(5.2%)	90	5,435	(5.3%)	93	12,391	(5.2%)	90
22-24	357	(3.8%)	87	4,037	(4%)	91	9,133	(3.8%)	88
25-29	487	(5.1%)	83	6,220	(6.1%)	99	14,323	(6%)	97
30-34	548	(5.8%)	87	6,556	(6.4%)	96	14,815	(6.2%)	93
35-39	659	(7%)	104	6,769	(6.6%)	99	15,579	(6.5%)	98
40-44	654	(6.9%)	107	6,664	(6.5%)	101	15,577	(6.5%)	101
45-49	627	(6.6%)	110	6,566	(6.4%)	107	15,569	(6.5%)	109
50-54	656	(6.9%)	116	6,570	(6.4%)	108	15,687	(6.6%)	110
55-59	633	(6.7%)	110	6,813	(6.7%)	110	16,090	(6.7%)	111
60-64	619	(6.5%)	104	6,846	(6.7%)	107	16,259	(6.8%)	108
65-69	645	(6.8%)	117	6,275	(6.2%)	106	14,779	(6.2%)	106
70-74	453	(4.8%)	101	4,777	(4.7%)	99	11,221	(4.7%)	99
75-79	351	(3.7%)	105	3,393	(3.3%)	94	7,922	(3.3%)	94
80-84	163	(1.7%)	83	1,977	(1.9%)	93	4,711	(2%)	95
85+	138	(1.5%)	99	1,588	(1.6%)	106	3,970	(1.7%)	113

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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	43.46	43.53	43.48
Female Median Age	43.61	43.46	43.52
0-4	506 (5%)	5,512 (5.1%)	12,982 (5.1%)
5-13	918 (9.1%)	9,795 (9%)	23,182 (9.1%)
14-17	513 (5.1%)	5,042 (4.6%)	11,763 (4.6%)
18-21	481 (4.7%)	5,071 (4.7%)	11,708 (4.6%)
22-24	322 (3.2%)	3,716 (3.4%)	8,497 (3.3%)
25-29	492 (4.9%)	5,841 (5.4%)	13,653 (5.3%)
30-34	579 (5.7%)	6,517 (6%)	15,125 (5.9%)
35-39	661 (6.5%)	6,899 (6.3%)	16,252 (6.4%)
40-44	661 (6.5%)	6,963 (6.4%)	16,712 (6.5%)
45-49	700 (6.9%)	7,088 (6.5%)	17,075 (6.7%)
50-54	673 (6.6%)	6,976 (6.4%)	17,044 (6.7%)
55-59	688 (6.8%)	7,562 (6.9%)	17,923 (7%)
60-64	691 (6.8%)	7,794 (7.2%)	18,327 (7.2%)

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	1 Mile			3 Mile			5 Mile		
65-69	681	(6.7%)	107	7,451	(6.8%)	109	17,145	(6.7%)	106
70-74	601	(5.9%)	112	5,795	(5.3%)	101	13,262	(5.2%)	98
75-79	459	(4.5%)	109	4,427	(4.1%)	98	10,251	(4%)	96
80-84	240	(2.4%)	88	3,021	(2.8%)	103	7,024	(2.7%)	102
85+	270	(2.7%)	104	3,346	(3.1%)	120	7,807	(3.1%)	119

Employment by Occupation

Total Employees (16+ Years Old)	10,837			113,797			265,758		
Professional Specialty	3,152	(29.1%)	118	34,146	(30%)	121	78,636	(29.6%)	120
Managerial/Executive	2,788	(25.7%)	148	23,009	(20.2%)	116	54,082	(20.4%)	117
Office Admin	1,349	(12.4%)	117	12,884	(11.3%)	106	30,745	(11.6%)	109
Sales	1,006	(9.3%)	99	10,251	(9%)	97	24,541	(9.2%)	99
Production & Transportation	646	(6%)	46	10,617	(9.3%)	72	25,572	(9.6%)	74
Healthcare support	540	(5%)	152	3,914	(3.4%)	105	8,048	(3%)	92
Food Preparation & Serving	534	(4.9%)	96	4,427	(3.9%)	76	9,161	(3.4%)	67
Construction	400	(3.7%)	46	6,294	(5.5%)	69	15,267	(5.7%)	72
Personal Care	199	(1.8%)	74	3,141	(2.8%)	111	7,794	(2.9%)	118

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Building Maintenance & Cleaning	122	(1.1%)	33	3,203	(2.8%)	83	6,954	(2.6%)	7
Protective	101	(0.9%)	43	1,900	(1.7%)	7	4,888	(1.8%)	85
Farming, Fishing & Forestry				11	(<0.5%)	2	70	(<0.5%)	5

Employment by Industry

Total Employees (16+ Years Old)	10,837			113,797			265,758		
Educational Services	3,204	(29.6%)	126	31,919	(28%)	120	70,927	(26.7%)	114
Professional Services	1,612	(14.9%)	185	12,412	(10.9%)	135	28,335	(10.7%)	132
Financial, Insurance & Real Estate	1,253	(11.6%)	172	9,944	(8.7%)	130	24,871	(9.4%)	139
Wholesale Retail	1,036	(9.6%)	73	14,341	(12.6%)	96	36,241	(13.6%)	104
Manufacturing	750	(6.9%)	70	8,303	(7.3%)	73	20,148	(7.6%)	74
Entertainment Services	691	(6.4%)	73	8,475	(7.4%)	86	18,639	(7%)	8
Other Professional Services	604	(5.6%)	118	5,760	(5.1%)	108	12,939	(4.9%)	104
Transportation	494	(4.6%)	7	6,402	(5.6%)	96	15,318	(5.8%)	99
Administrative/Waste Services	338	(3.1%)	75	3,692	(3.2%)	7	8,225	(3.1%)	74
Agriculture/Mining/Construction	299	(2.8%)	32	5,660	(5%)	58	14,348	(5.4%)	63
Public Administration	256	(2.4%)	49	3,556	(3.1%)	65	8,147	(3.1%)	64

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Information	245	(2.3%)	121	2,979	(2.6%)	140	7,078	(2.7%)	143
Management Services	55	(0.5%)	401	354	(<0.5%)	246	542	(<0.5%)	161

Language Spoken

Speak English at Home	12,019	(64.7%)	84	112,332	(56.3%)	73	245,982	(52.6%)	68
Speak Other Language at Home	3,997	(21.5%)	255	42,632	(21.4%)	253	123,216	(26.4%)	312
Speak Spanish at Home	2,548	(13.7%)	97	44,442	(22.3%)	158	98,303	(21%)	149

Ancestry

Other	4,600	(23.5%)	111	53,133	(25.2%)	120	110,763	(22.4%)	106
Unclassified	2,314	(11.8%)	73	17,605	(8.4%)	51	37,390	(7.6%)	47
Other European (e.g. Greek/Russian)	1,447	(7.4%)	233	8,388	(4%)	126	22,794	(4.6%)	146
South American	1,186	(6.1%)	485	18,173	(8.6%)	692	40,725	(8.2%)	661
Italian	1,078	(5.5%)	185	10,818	(5.1%)	172	33,413	(6.8%)	227
Korean	928	(4.7%)	914	6,000	(2.8%)	550	32,040	(6.5%)	1251
Puerto Rican	922	(4.7%)	167	11,555	(5.5%)	195	22,339	(4.5%)	161
South East Asian (e.g. Vietnamese)	747	(3.8%)	216	11,945	(5.7%)	322	20,293	(4.1%)	233
Scottish/Irish	745	(3.8%)	57	8,415	(4%)	60	19,390	(3.9%)	59

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German	685	(3.5%)	45	5,369	(2.5%)	33	13,195	(2.7%)	34
Chinese	650	(3.3%)	266	3,965	(1.9%)	151	11,106	(2.2%)	180
South Central Asian (e.g. Indian)	623	(3.2%)	203	9,872	(4.7%)	300	20,481	(4.1%)	265
American	586	(3%)	62	3,203	(1.5%)	32	7,820	(1.6%)	33
Dominican	584	(3%)	467	15,095	(7.2%)	1123	31,906	(6.5%)	1012
Polish	550	(2.8%)	183	3,077	(1.5%)	95	11,921	(2.4%)	157
Cuban	373	(1.9%)	263	2,576	(1.2%)	169	7,180	(1.5%)	200
Middle Eastern	346	(1.8%)	284	2,995	(1.4%)	229	8,559	(1.7%)	279
Other Hispanic	269	(1.4%)	96	4,700	(2.2%)	156	9,914	(2%)	140
British	259	(1.3%)	25	1,986	(0.9%)	18	4,534	(0.9%)	17
Japanese	182	(0.9%)	387	801	(<0.5%)	158	3,065	(0.6%)	258
Mexican	174	(0.9%)	8	3,161	(1.5%)	14	6,597	(1.3%)	12
French	120	(0.6%)	49	580	(<0.5%)	22	1,516	(<0.5%)	25
Central American	98	(<0.5%)	30	4,960	(2.4%)	141	11,597	(2.3%)	141
Scandinavian	49	(<0.5%)	13	709	(<0.5%)	18	1,611	(<0.5%)	17
Dutch	48	(<0.5%)	41	398	(<0.5%)	31	1,145	(<0.5%)	38

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Native American (Indian/Eskimo)	21	(<0.5%)	17	263	(<0.5%)	20	447	(<0.5%)	14
Other Asian	18	(<0.5%)	22	977	(<0.5%)	109	2,403	(<0.5%)	114
Hawaiian/Pacific Islander				29	(<0.5%)	8	75	(<0.5%)	8

Education (Age 25+)

Total Educated Population	14,029			150,694			354,102		
Elementary (0 to 8 Years)	459	(3.3%)	69	6,574	(4.4%)	91	16,372	(4.6%)	97
Some High School (9 to 11 Years)	401	(2.9%)	48	6,190	(4.1%)	70	13,129	(3.7%)	63
High School Graduate (12 Years)	1,750	(12.5%)	48	32,127	(21.3%)	82	78,883	(22.3%)	85
Some College (13 to 16 Years)	1,923	(13.7%)	71	23,076	(15.3%)	74	51,568	(14.6%)	74
Associates Degree Only	407	(2.9%)	33	10,761	(7.1%)	8	26,631	(7.5%)	85
Bachelor's Degree Only	5,886	(42%)	197	44,408	(29.5%)	138	100,766	(28.5%)	134
Graduate Degree	3,203	(22.8%)	166	27,558	(18.3%)	133	66,753	(18.9%)	137

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



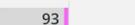
Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,485	75,458	179,692
One Person Households	2,028 (27.1%) 	19,231 (25.5%) 	44,389 (24.7%) 
Married Couple	3,858 (51.5%) 	39,259 (52%) 	94,790 (52.8%) 
Male Householder	168 (2.2%) 	3,225 (4.3%) 	8,311 (4.6%) 
Female Householder	864 (11.5%) 	9,788 (13%) 	23,086 (12.8%) 
Non Family Households	567 (7.6%) 	3,955 (5.2%) 	9,116 (5.1%) 

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,485	75,458	179,692
1 Person Household	2,028 (27.1%) 	19,231 (25.5%) 	44,389 (24.7%) 
2 Person Household	2,318 (31%) 	21,105 (28%) 	50,936 (28.3%) 
3 Person Household	1,210 (16.2%) 	13,158 (17.4%) 	32,416 (18%) 
4 Person Household	1,048 (14%) 	12,115 (16.1%) 	30,212 (16.8%) 
5 Person Household	564 (7.5%) 	5,939 (7.9%) 	13,637 (7.6%) 
6 Person Household	230 (3.1%) 	2,499 (3.3%) 	5,279 (2.9%) 
7+ Person Household	87 (1.2%) 	1,411 (1.9%) 	2,823 (1.6%) 

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	7,793	78,491	187,290
Owner Occupied Housing	4,265	47,093	109,819
Renter Occupied Housing	3,220	28,365	69,873
Vacant Housing	308	3,033	7,598

Housing Rent

Average Rent	\$2,178.68	141	\$1,920.12	124	\$1,952.37	127			
Median Rent	\$2,038.36	145	\$1,836.4	130	\$1,848.84	131			
Total Cash Rents Housing	3,162		27,615		67,794				
<\$300	11	(<0.5%)	12	544	(2%)	70	1,357	(2%)	71
\$300-\$500	3	(<0.5%)	2	486	(1.8%)	45	1,305	(1.9%)	50
\$500-\$750	24	(0.8%)	9	690	(2.5%)	29	1,737	(2.6%)	29
\$750-\$1000	53	(1.7%)	13	816	(3%)	23	2,163	(3.2%)	24
\$1000-\$1500	372	(11.8%)	45	4,892	(17.7%)	67	12,492	(18.4%)	70
\$1500-\$2000	1,060	(33.5%)	159	9,482	(34.3%)	163	21,275	(31.4%)	149
\$2000-\$2500	756	(23.9%)	204	5,445	(19.7%)	169	12,753	(18.8%)	161

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	398	(12.6%)	2,473	(9%)	6,410	(9.5%)
\$3000-\$3500	219	(6.9%)	1,218	(4.4%)	3,290	(4.9%)
>\$3500	266	(8.4%)	1,569	(5.7%)	5,012	(7.4%)

Value of Owner-Occupied Housing Units

Average House Value	\$831,035.12		\$696,663.55		\$759,127.94	
Median House Value	\$718,812.71		\$650,792.39		\$677,221.97	
Owner Occupied Housing	4,265		47,093		109,819	
<\$100K	58	(1.4%)	1,089	(2.3%)	2,349	(2.1%)
\$100K - \$200K	16	(<0.5%)	621	(1.3%)	1,884	(1.7%)
\$200K - \$300K	166	(3.9%)	1,843	(3.9%)	4,105	(3.7%)
\$300K - \$400K	254	(6%)	3,736	(7.9%)	7,818	(7.1%)
\$400K - \$500K	330	(7.7%)	5,696	(12.1%)	12,497	(11.4%)
\$500K - \$1000K	2,525	(59.2%)	27,990	(59.4%)	61,286	(55.8%)
>\$1000K	916	(21.5%)	6,118	(13%)	19,880	(18.1%)

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



Benchmark: Nationwide



Poverty

Households in Poverty	527	(7%)	56	5,576	(7.4%)	58	15,280	(8.5%)	67
Households Above Poverty	6,958	(93%)	106	69,882	(92.6%)	106	164,412	(91.5%)	105
Households in Poverty (Married)	119	(1.6%)	73	1,199	(1.6%)	73	3,441	(1.9%)	88
Households in Poverty (Male Householder)	51	(0.7%)	107	210	(<0.5%)	44	627	(<0.5%)	55
Households in Poverty (Female Householder)	14	(<0.5%)	6	1,025	(1.4%)	46	3,654	(2%)	69
Households in Poverty (Non-Family)	318	(4.2%)	68	2,920	(3.9%)	62	7,051	(3.9%)	63
Households in Poverty (Non-Family Student)	25	(<0.5%)	54	222	(<0.5%)	47	507	(<0.5%)	45

Wealth per Household

Household Average Wealth	\$267,972.95		111	\$259,499.32		107	\$258,696.55		107
Household Median Wealth	\$96,622.53		119	\$92,304.81		114	\$91,595.75		113
<\$0K	1,232	(16.5%)	95	12,558	(16.6%)	96	30,005	(16.7%)	96
\$0K - \$5K	571	(7.6%)	89	5,949	(7.9%)	92	14,286	(8%)	93
\$5K - \$10K	315	(4.2%)	92	3,227	(4.3%)	94	7,727	(4.3%)	94
\$10K - \$25K	450	(6%)	95	4,595	(6.1%)	96	10,964	(6.1%)	96
\$25K - \$50K	491	(6.6%)	97	5,011	(6.6%)	98	11,925	(6.6%)	98

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



Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	733	(9.8%)	96	7,551	(10%)	98	17,957	(10%)	98
\$100K - \$250K	1,352	(18.1%)	100	13,744	(18.2%)	101	32,659	(18.2%)	101
\$250K - \$500K	1,051	(14%)	106	10,433	(13.8%)	105	24,765	(13.8%)	104
>\$500K	1,290	(17.2%)	116	12,390	(16.4%)	110	29,404	(16.4%)	110

Vehicles per Household

Total Number of Vehicles	11,956			125,182			302,715		
Average Number of Vehicles	1.6		87	1.66		91	1.68		92
No Vehicles	710	(9.5%)	115	7,060	(9.4%)	113	15,494	(8.6%)	104
1 Vehicle	2,995	(40%)	122	29,035	(38.5%)	117	67,134	(37.4%)	114
2 Vehicles	2,706	(36.2%)	98	26,587	(35.2%)	96	66,280	(36.9%)	100
3 or more Vehicles	1,074	(14.3%)	65	12,776	(16.9%)	7	30,784	(17.1%)	7

Population Change

Births	199			2,187			5,094		
Deaths	144			1,604			3,829		
Migration	32			905			200		

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

	1 Mile	3 Mile	5 Mile
Total Businesses	1,045	8,174	18,670
Total Employees	11,941	94,034	204,152

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