



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	34,723		304,797		827,653	
Households	12,291		121,712		341,961	
Persons per Household	2.76	108	2.45	96	2.34	92
Household Median Income	\$76,452.33	96	\$96,468.28	121	\$104,711.8	132
Household Median Disposable Income	\$64,610.19	94	\$80,349.43	117	\$86,311.14	126
Household Median Discretionary Income	\$42,422.54	83	\$52,611.15	103	\$57,939.74	114
Average Income Per Person	\$37,253.54	86	\$54,484.99	126	\$69,820.56	162
Median Rent	\$1,600.1	114	\$1,885.19	134	\$2,010.22	143
Median House Value	\$591,998.66	156	\$646,069.87	170	\$725,807.57	191
Households in Poverty	2,271 (18.5%)	146	18,377 (15.1%)	119	45,777 (13.4%)	106
Household Median Wealth	\$61,721.76	76	\$64,114.61	79	\$66,050.16	81
Average Age	38.12	93	37.11	91	37.51	92
Median Age	36.55	91	36.19	90	36.29	90
Households with Children	3,459 (28.1%)	105	31,681 (26%)	97	79,590 (23.3%)	87
High School Graduate or Higher	21,335 (89.3%)	100	193,453 (89.1%)	100	524,127 (88.4%)	99

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	8,940 (37.4%)	106,775 (49.2%)	307,457 (51.9%)
Pop density (per sq mi)	20,134	11,898	14,719
Area (based on blockgroups)	2	26	56

Population

Population 2024 Q4	34,723	304,797	827,653
Population 2024 Q3	34,721	303,023	824,547
Population 2024 Q2	34,743	302,899	824,282
Population 2024 Q1	34,575	301,998	823,052
Population 2023 Q4	34,465	301,480	821,514
Population 2023 Q3	34,476	301,180	820,636
Population 2023 Q2	34,363	300,775	820,418
Population 2023 Q1	34,332	300,387	819,949
Population 2022 Q4	34,372	301,531	822,101
Population 5 Years Forecast	36,547	319,829	846,400
Population 10 Years Forecast	37,809	330,551	862,203
Persons per Household	2.76	2.45	2.34

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



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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	843	(2.4%)	103	6,321	(2.1%)	88	27,817	(3.4%)	142
Transient Population - Average Last 4 Quarters				522	(<0.5%)	13	12,781	(1.5%)	119

Households

Households 2024 Q4	12,291		121,712		341,961
Households 2024 Q3	12,282		120,875		340,379
Households 2024 Q2	12,290		120,818		340,215
Households 2024 Q1	12,235		120,456		339,731
Households 2023 Q4	12,195		120,240		339,073
Households 2023 Q3	12,200		120,119		338,719
Households 2023 Q2	12,162		119,971		338,658
Households 2023 Q1	12,149		119,817		338,470
Households 2022 Q4	12,164		120,280		339,305
Households 5 Years Forecast	12,921		128,407		350,774
Households 10 Years Forecast	13,359		133,085		357,862

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



Benchmark: Nationwide



Gender

Male	16,684	(48%)	98	152,675	(50.1%)	102	414,744	(50.1%)	102
Female	18,039	(52%)	102	152,122	(49.9%)	98	412,909	(49.9%)	98

Ethnicity

Black	9,744	(28.1%)	238	60,589	(19.9%)	169	106,732	(12.9%)	109
Hispanic (Ethnic)	8,835	(25.4%)	130	78,824	(25.9%)	132	253,304	(30.6%)	157
Asian	7,756	(22.3%)	388	71,911	(23.6%)	410	136,761	(16.5%)	287
White	5,941	(17.1%)	30	76,216	(25%)	43	284,664	(34.4%)	60
Other	2,447	(7%)	136	17,257	(5.7%)	109	46,192	(5.6%)	107

Household by Ethnicity

Black	3,725	(30.3%)	273	22,187	(18.2%)	164	38,730	(11.3%)	102
Hispanic (Ethnic)	2,704	(22%)	145	28,546	(23.5%)	154	89,975	(26.3%)	173
Asian	2,231	(18.2%)	400	25,704	(21.1%)	466	52,354	(15.3%)	338
White	2,064	(16.8%)	27	31,094	(25.5%)	41	124,074	(36.3%)	59
Other	1,567	(12.7%)	168	14,181	(11.7%)	153	36,828	(10.8%)	142

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	\$103,628.64	93	\$135,016.48	121	\$166,227.8	149
Average Income Per Person	\$37,253.54	86	\$54,484.99	126	\$69,820.56	162
Household Median Income	\$76,452.33	96	\$96,468.28	121	\$104,711.8	132
<\$15K	1,358 (11%)	137	10,975 (9%)	111	28,301 (8.3%)	102
\$15K - \$25K	746 (6.1%)	94	7,428 (6.1%)	94	18,857 (5.5%)	85
\$25K - \$35K	687 (5.6%)	83	5,744 (4.7%)	70	16,353 (4.8%)	71
\$35K - \$50K	1,370 (11.1%)	108	9,365 (7.7%)	75	24,746 (7.2%)	70
\$50K - \$75K	1,868 (15.2%)	97	15,584 (12.8%)	8	41,714 (12.2%)	7
\$75K - \$100K	1,601 (13%)	102	13,412 (11%)	86	35,213 (10.3%)	8
\$100K - \$150K	2,233 (18.2%)	103	21,505 (17.7%)	100	55,974 (16.4%)	92
\$150K - \$175K	583 (4.7%)	76	8,147 (6.7%)	107	23,226 (6.8%)	108
\$175K - \$200K	347 (2.8%)	43	9,353 (7.7%)	117	33,320 (9.7%)	148
\$200K - \$250K	836 (6.8%)	130	11,309 (9.3%)	178	35,981 (10.5%)	202
\$250K - \$500K	358 (2.9%)	131	4,851 (4%)	179	15,428 (4.5%)	202
>\$500K	304 (2.5%)	133	4,039 (3.3%)	178	12,848 (3.8%)	201

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	\$80,369.52		98	\$94,671.16		115	\$99,901.77		121
Household Median Disposable Income	\$64,610.19		94	\$80,349.43		117	\$86,311.14		126
<\$15K	1,429	(11.6%)	132	11,698	(9.6%)	110	30,173	(8.8%)	101
\$15K - \$25K	889	(7.2%)	95	8,623	(7.1%)	93	21,994	(6.4%)	84
\$25K - \$35K	903	(7.3%)	93	7,090	(5.8%)	74	19,293	(5.6%)	72
\$35K - \$50K	1,413	(11.5%)	94	11,198	(9.2%)	75	30,976	(9.1%)	74
\$50K - \$75K	2,388	(19.4%)	109	18,582	(15.3%)	86	48,951	(14.3%)	81
\$75K - \$100K	1,700	(13.8%)	97	15,908	(13.1%)	92	42,022	(12.3%)	86
\$100K - \$150K	1,969	(16%)	89	23,318	(19.2%)	107	67,359	(19.7%)	110
\$150K - \$175K	462	(3.8%)	62	10,010	(8.2%)	135	33,443	(9.8%)	161
\$175K - \$200K	311	(2.5%)	115	4,150	(3.4%)	155	12,554	(3.7%)	167
\$200K - \$250K	332	(2.7%)	126	4,481	(3.7%)	172	14,151	(4.1%)	194
\$250K - \$500K	453	(3.7%)	126	6,119	(5%)	172	19,351	(5.7%)	193
>\$500K	42	(<0.5%)	133	535	(<0.5%)	171	1,694	(<0.5%)	193

Discretionary Households Income

Household Average Discretionary Income	\$51,737.75		84	\$63,843.52		104	\$70,018.5		114
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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$42,422.54	83	\$52,611.15	103	\$57,939.74	114
<\$10K	1,675 (13.6%)	147	13,993 (11.5%)	124	36,238 (10.6%)	114
\$10K - \$20K	1,601 (13%)	123	12,464 (10.2%)	97	33,769 (9.9%)	93
\$20K - \$30K	1,322 (10.8%)	102	11,814 (9.7%)	92	29,813 (8.7%)	87
\$30K - \$40K	1,217 (9.9%)	100	10,403 (8.5%)	86	28,210 (8.2%)	83
\$40K - \$50K	1,290 (10.5%)	118	9,820 (8.1%)	91	25,672 (7.5%)	85
\$50K - \$75K	2,238 (18.2%)	105	19,309 (15.9%)	91	48,859 (14.3%)	87
\$75K - \$100K	1,285 (10.5%)	89	13,872 (11.4%)	97	36,018 (10.5%)	90
\$100K - \$125K	653 (5.3%)	66	12,387 (10.2%)	126	35,039 (10.2%)	127
\$125K - \$150K	638 (5.2%)	74	9,383 (7.7%)	116	36,354 (10.6%)	160
>\$150K	372 (3%)	51	8,267 (6.8%)	115	31,989 (9.4%)	158

Households Income by Ethnicity

Average Income - White	\$87,355.15	91	\$120,484.58	126	\$128,313.08	134
Median Income - White	\$68,908.03	74	\$127,629.11	147	\$145,597.31	168
Average Income - Black	\$80,772.61	117	\$75,942.78	110	\$77,588.28	112
Median Income - Black	\$69,555.04	126	\$64,272.38	116	\$65,168.31	118

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	1 Mile		3 Mile		5 Mile	
Average Income - Asian	\$111,056.48	98	\$128,602.16	114	\$131,470.14	116
Median Income - Asian	\$110,463.07	97	\$144,805.47	127	\$153,722.75	134
Average Income - Hispanic	\$79,484.56	98	\$85,792.47	106	\$85,567.28	106
Median Income - Hispanic	\$72,499.17	104	\$74,131.79	107	\$72,710.6	105
Average Income - Other	\$91,692.84	102	\$94,203.4	105	\$92,860.19	104
Median Income - Other	\$84,792.92	107	\$84,679.86	106	\$81,622.75	103

Age

Average Age	38.12	93	37.11	91	37.51	92
Median Age	36.55	91	36.19	90	36.29	90
0-4	2,330 (6.7%)	124	23,866 (7.8%)	145	63,016 (7.6%)	141
5-13	3,734 (10.8%)	104	31,417 (10.3%)	100	79,015 (9.5%)	93
14-17	1,706 (4.9%)	93	12,046 (4%)	74	33,206 (4%)	76
18-21	1,743 (5%)	91	11,698 (3.8%)	70	33,902 (4.1%)	74
22-24	1,330 (3.8%)	92	8,695 (2.9%)	69	25,833 (3.1%)	75
25-29	2,552 (7.3%)	124	20,728 (6.8%)	115	57,936 (7%)	118
30-34	2,874 (8.3%)	127	33,627 (11%)	169	91,935 (11.1%)	170

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	● 1 Mile		● 3 Mile		● 5 Mile				
35-39	2,816	(8.1%)	123	34,751	(11.4%)	173	90,001	(10.9%)	165
40-44	2,471	(7.1%)	111	26,502	(8.7%)	136	69,630	(8.4%)	131
45-49	2,111	(6.1%)	101	19,227	(6.3%)	105	53,762	(6.5%)	108
50-54	2,169	(6.2%)	105	16,454	(5.4%)	91	46,049	(5.6%)	93
55-59	2,081	(6%)	98	15,554	(5.1%)	83	43,183	(5.2%)	85
60-64	1,999	(5.8%)	90	14,352	(4.7%)	75	39,758	(4.8%)	75
65-69	1,685	(4.9%)	86	12,461	(4.1%)	67	34,066	(4.1%)	68
70-74	1,269	(3.7%)	73	9,388	(3.1%)	61	26,130	(3.2%)	63
75-79	896	(2.6%)	67	6,820	(2.2%)	58	19,086	(2.3%)	60
80-84	576	(1.7%)	69	4,052	(1.3%)	55	11,551	(1.4%)	58
85+	381	(1.1%)	54	3,159	(1%)	51	9,594	(1.2%)	57

Age - Male

Male Average Age	37.08		93	36.18		91	36.79		92
Male Median Age	35.84		94	35.75		94	36.03		95
0-4	1,198	(7.2%)	127	12,261	(8%)	142	32,373	(7.8%)	138
5-13	1,870	(11.2%)	104	16,006	(10.5%)	98	40,314	(9.7%)	90

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14-17	846	(5.1%)	92	6,185	(4.1%)	73	16,997	(4.1%)	74
18-21	861	(5.2%)	90	6,054	(4%)	69	17,379	(4.2%)	73
22-24	662	(4%)	91	4,557	(3%)	68	13,278	(3.2%)	73
25-29	1,218	(7.3%)	118	10,792	(7.1%)	115	29,297	(7.1%)	114
30-34	1,408	(8.4%)	126	17,167	(11.2%)	168	45,976	(11.1%)	166
35-39	1,330	(8%)	119	17,567	(11.5%)	172	45,599	(11%)	164
40-44	1,218	(7.3%)	113	13,904	(9.1%)	141	36,278	(8.7%)	136
45-49	1,066	(6.4%)	106	10,011	(6.6%)	109	27,956	(6.7%)	112
50-54	1,043	(6.3%)	105	8,240	(5.4%)	91	23,506	(5.7%)	95
55-59	974	(5.8%)	96	7,660	(5%)	81	21,698	(5.2%)	86
60-64	956	(5.7%)	91	6,954	(4.6%)	72	19,790	(4.8%)	74
65-69	761	(4.6%)	71	5,776	(3.8%)	65	16,306	(3.9%)	68
70-74	565	(3.4%)	72	4,158	(2.7%)	58	11,970	(2.9%)	61
75-79	378	(2.3%)	64	2,840	(1.9%)	53	8,211	(2%)	56
80-84	210	(1.3%)	60	1,523	(1%)	48	4,552	(1.1%)	53
85+	120	(0.7%)	49	1,020	(0.7%)	45	3,264	(0.8%)	53

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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	39.09	38.04	38.23
Female Median Age	37.19	36.63	36.55
0-4	1,132 (6.3%)	11,605 (7.6%)	30,643 (7.4%)
5-13	1,864 (10.3%)	15,411 (10.1%)	38,701 (9.4%)
14-17	860 (4.8%)	5,861 (3.9%)	16,209 (3.9%)
18-21	882 (4.9%)	5,644 (3.7%)	16,523 (4%)
22-24	668 (3.7%)	4,138 (2.7%)	12,555 (3%)
25-29	1,334 (7.4%)	9,936 (6.5%)	28,639 (6.9%)
30-34	1,466 (8.1%)	16,460 (10.8%)	45,959 (11.1%)
35-39	1,486 (8.2%)	17,184 (11.3%)	44,402 (10.8%)
40-44	1,253 (6.9%)	12,598 (8.3%)	33,352 (8.1%)
45-49	1,045 (5.8%)	9,216 (6.1%)	25,806 (6.2%)
50-54	1,126 (6.2%)	8,214 (5.4%)	22,543 (5.5%)
55-59	1,107 (6.1%)	7,894 (5.2%)	21,485 (5.2%)
60-64	1,043 (5.8%)	7,398 (4.9%)	19,968 (4.8%)

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65-69	924	(5.1%)	8	6,685	(4.4%)	70	17,760	(4.3%)	68
70-74	704	(3.9%)	74	5,230	(3.4%)	65	14,160	(3.4%)	65
75-79	518	(2.9%)	69	3,980	(2.6%)	63	10,875	(2.6%)	63
80-84	366	(2%)	75	2,529	(1.7%)	61	6,999	(1.7%)	63
85+	261	(1.4%)	57	2,139	(1.4%)	55	6,330	(1.5%)	60

Employment by Occupation

Total Employees (16+ Years Old)	17,066			161,283			451,270		
Professional Specialty	4,401	(25.8%)	104	48,318	(30%)	121	126,795	(28.1%)	114
Production & Transportation	2,931	(17.2%)	133	17,890	(11.1%)	86	47,188	(10.5%)	8
Managerial/Executive	2,186	(12.8%)	74	35,300	(21.9%)	126	109,360	(24.2%)	140
Office Admin	1,945	(11.4%)	107	14,454	(9%)	84	40,142	(8.9%)	84
Sales	1,307	(7.7%)	8	12,855	(8%)	85	39,048	(8.7%)	93
Healthcare support	1,017	(6%)	181	5,398	(3.3%)	102	11,895	(2.6%)	8
Construction	727	(4.3%)	53	9,091	(5.6%)	70	28,142	(6.2%)	7
Personal Care	718	(4.2%)	169	4,171	(2.6%)	104	10,536	(2.3%)	94
Food Preparation & Serving	700	(4.1%)	8	4,788	(3%)	58	14,918	(3.3%)	65

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Protective	585	(3.4%)	158	4,196	(2.6%)	120	8,960	(2%)	92
Building Maintenance & Cleaning	549	(3.2%)	95	4,720	(2.9%)	86	14,019	(3.1%)	91
Farming, Fishing & Forestry				102	(<0.5%)	11	267	(<0.5%)	10

Employment by Industry

Total Employees (16+ Years Old)	17,066			161,283			451,270		
Educational Services	4,385	(25.7%)	110	31,522	(19.5%)	83	80,853	(17.9%)	76
Transportation	2,189	(12.8%)	219	12,388	(7.7%)	131	31,141	(6.9%)	118
Wholesale Retail	1,554	(9.1%)	69	16,433	(10.2%)	77	47,765	(10.6%)	80
Entertainment Services	1,528	(9%)	103	10,819	(6.7%)	77	30,824	(6.8%)	70
Professional Services	1,426	(8.4%)	104	23,358	(14.5%)	180	66,639	(14.8%)	183
Financial, Insurance & Real Estate	1,321	(7.7%)	115	21,398	(13.3%)	197	68,217	(15.1%)	225
Administrative/Waste Services	973	(5.7%)	136	7,551	(4.7%)	112	19,661	(4.4%)	104
Manufacturing	849	(5%)	50	9,497	(5.9%)	59	26,394	(5.8%)	59
Public Administration	821	(4.8%)	101	5,830	(3.6%)	76	14,423	(3.2%)	67
Agriculture/Mining/Construction	768	(4.5%)	53	8,539	(5.3%)	62	27,307	(6.1%)	71
Other Professional Services	745	(4.4%)	93	7,260	(4.5%)	96	17,555	(3.9%)	83

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Information	491	(2.9%)	154	6,325	(3.9%)	210	19,498	(4.3%)	232
Management Services	16	(<0.5%)	74	363	(<0.5%)	178	993	(<0.5%)	174

Language Spoken

Speak English at Home	15,932	(49.2%)	64	138,528	(49.3%)	64	385,833	(50.5%)	65
Speak Other Language at Home	11,093	(34.2%)	405	86,230	(30.7%)	363	187,856	(24.6%)	290
Speak Spanish at Home	5,368	(16.6%)	117	56,173	(20%)	142	190,948	(25%)	177

Ancestry

Other	12,156	(35%)	166	98,594	(32.3%)	153	224,870	(27.2%)	129
South East Asian (e.g. Vietnamese)	5,148	(14.8%)	842	21,626	(7.1%)	403	29,912	(3.6%)	205
Puerto Rican	4,049	(11.7%)	414	26,633	(8.7%)	310	66,231	(8%)	284
Unclassified	2,947	(8.5%)	52	21,284	(7%)	43	66,145	(8%)	49
Dominican	2,162	(6.2%)	976	18,122	(5.9%)	932	42,202	(5.1%)	800
South Central Asian (e.g. Indian)	1,628	(4.7%)	300	36,778	(12.1%)	773	63,310	(7.6%)	490
South American	1,308	(3.8%)	302	15,303	(5%)	403	66,627	(8.1%)	646
Middle Eastern	1,120	(3.2%)	520	5,223	(1.7%)	276	10,556	(1.3%)	205
Central American	538	(1.5%)	93	7,057	(2.3%)	139	24,934	(3%)	181

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Scottish/Irish	518	(1.5%)	22	5,686	(1.9%)	28	26,014	(3.1%)	47
Chinese	489	(1.4%)	113	8,531	(2.8%)	224	29,365	(3.5%)	284
Other Hispanic	421	(1.2%)	85	5,619	(1.8%)	129	25,000	(3%)	211
Italian	288	(0.8%)	28	6,187	(2%)	68	28,397	(3.4%)	115
Mexican	273	(0.8%)	7	3,717	(1.2%)	11	14,808	(1.8%)	16
American	255	(0.7%)	15	2,978	(1%)	20	10,302	(1.2%)	26
Korean	237	(0.7%)	32	2,457	(0.8%)	156	7,595	(0.9%)	177
German	235	(0.7%)	9	2,960	(1%)	12	14,416	(1.7%)	22
Other European (e.g. Greek/Russian)	195	(0.6%)	18	4,049	(1.3%)	42	21,786	(2.6%)	83
Polish	192	(0.6%)	36	2,932	(1%)	63	12,279	(1.5%)	97
Japanese	159	(<0.5%)	191	777	(<0.5%)	106	2,313	(<0.5%)	116
Other Asian	95	(<0.5%)	64	1,742	(0.6%)	134	4,266	(0.5%)	121
Native American (Indian/Eskimo)	87	(<0.5%)	39	643	(<0.5%)	33	1,147	(<0.5%)	22
Cuban	84	(<0.5%)	33	2,373	(0.8%)	107	13,502	(1.6%)	225
British	72	(<0.5%)	4	1,864	(0.6%)	12	12,633	(1.5%)	29
Hawaiian/Pacific Islander	33	(<0.5%)	53	99	(<0.5%)	18	299	(<0.5%)	20

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Scandinavian	19	(<0.5%)	553	(<0.5%)	3,377	(<0.5%)
French	12	(<0.5%)	787	(<0.5%)	3,890	(<0.5%)
Dutch	3	(<0.5%)	223	(<0.5%)	1,477	(<0.5%)

Education (Age 25+)

Total Educated Population	23,880		217,075		592,681	
Elementary (0 to 8 Years)	993	(4.2%)	12,433	(5.7%)	38,897	(6.6%)
Some High School (9 to 11 Years)	1,552	(6.5%)	11,189	(5.2%)	29,657	(5%)
High School Graduate (12 Years)	6,828	(28.6%)	48,063	(22.1%)	126,509	(21.3%)
Some College (13 to 16 Years)	4,117	(17.2%)	27,771	(12.8%)	65,087	(11%)
Associates Degree Only	1,450	(6.1%)	10,844	(5%)	25,074	(4.2%)
Bachelor's Degree Only	6,146	(25.7%)	62,104	(28.6%)	179,957	(30.4%)
Graduate Degree	2,794	(11.7%)	44,671	(20.6%)	127,500	(21.5%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	12,291	121,712	341,961
One Person Households	3,317 (27%)	37,207 (30.6%)	114,468 (33.5%)
Married Couple	4,747 (38.6%)	46,699 (38.4%)	125,840 (36.8%)
Male Householder	948 (7.7%)	6,247 (5.1%)	16,570 (4.8%)
Female Householder	2,382 (19.4%)	17,459 (14.3%)	42,521 (12.4%)
Non Family Households	897 (7.3%)	14,100 (11.6%)	42,562 (12.4%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	12,291	121,712	341,961
1 Person Household	3,317 (27%)	37,207 (30.6%)	114,468 (33.5%)
2 Person Household	3,233 (26.3%)	37,603 (30.9%)	106,990 (31.3%)
3 Person Household	2,332 (19%)	21,554 (17.7%)	55,490 (16.2%)
4 Person Household	1,791 (14.6%)	14,806 (12.2%)	38,921 (11.4%)
5 Person Household	967 (7.9%)	6,368 (5.2%)	15,672 (4.6%)
6 Person Household	395 (3.2%)	2,690 (2.2%)	6,595 (1.9%)
7+ Person Household	256 (2.1%)	1,484 (1.2%)	3,825 (1.1%)

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	13,083	131,560	373,444
Renter Occupied Housing	7,807	84,867	239,772
Owner Occupied Housing	4,484	36,845	102,189
Vacant Housing	792	9,848	31,483

Housing Rent

Average Rent	\$1,639.09	106	\$1,974.46	128	\$2,169.99	141
Median Rent	\$1,600.1	114	\$1,885.19	134	\$2,010.22	143
Total Cash Rents Housing	7,680	83,333	235,706			
<\$300	261 (3.4%)	121	2,827 (3.4%)	121	6,104 (2.6%)	92
\$300-\$500	212 (2.8%)	71	1,961 (2.4%)	61	5,251 (2.2%)	58
\$500-\$750	227 (3%)	34	2,915 (3.5%)	40	7,437 (3.2%)	36
\$750-\$1000	699 (9.1%)	70	4,536 (5.4%)	42	11,573 (4.9%)	38
\$1000-\$1500	2,041 (26.6%)	101	15,059 (18.1%)	69	40,611 (17.2%)	65
\$1500-\$2000	1,998 (26%)	124	18,651 (22.4%)	106	46,195 (19.6%)	93
\$2000-\$2500	1,331 (17.3%)	148	14,394 (17.3%)	148	33,368 (14.2%)	121

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	638	(8.3%)	145	9,494	(11.4%)	198	22,995	(9.8%)	170
\$3000-\$3500	220	(2.9%)	94	6,060	(7.3%)	239	18,751	(8%)	262
>\$3500	53	(0.7%)	19	7,436	(8.9%)	245	43,421	(18.4%)	505

Value of Owner-Occupied Housing Units

Average House Value	\$692,080.37	132	\$745,756.56	143	\$1.05M	201			
Median House Value	\$591,998.66	156	\$646,069.87	170	\$725,807.57	191			
Owner Occupied Housing	4,484		36,845		102,189				
<\$100K	212	(4.7%)	55	961	(2.6%)	30	2,306	(2.3%)	26
\$100K - \$200K	179	(4%)	30	632	(1.7%)	13	1,405	(1.4%)	10
\$200K - \$300K	255	(5.7%)	35	2,076	(5.6%)	35	4,560	(4.5%)	28
\$300K - \$400K	384	(8.6%)	59	3,564	(9.7%)	66	8,442	(8.3%)	57
\$400K - \$500K	667	(14.9%)	129	4,808	(13%)	113	11,481	(11.2%)	98
\$500K - \$1000K	2,286	(51%)	206	18,008	(48.9%)	198	42,337	(41.4%)	167
>\$1000K	501	(11.2%)	102	6,796	(18.4%)	169	31,658	(31%)	284

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



Benchmark: Nationwide



Poverty

Households in Poverty	2,271	(18.5%)	146	18,377	(15.1%)	119	45,777	(13.4%)	106
Households Above Poverty	10,020	(81.5%)	93	103,335	(84.9%)	97	296,184	(86.6%)	99
Households in Poverty (Married)	552	(4.5%)	206	3,309	(2.7%)	125	7,248	(2.1%)	97
Households in Poverty (Male Householder)	96	(0.8%)	122	786	(0.6%)	101	1,930	(0.6%)	88
Households in Poverty (Female Householder)	712	(5.8%)	196	4,715	(3.9%)	131	10,411	(3%)	103
Households in Poverty (Non-Family)	787	(6.4%)	102	8,814	(7.2%)	115	24,100	(7%)	112
Households in Poverty (Non-Family Student)	124	(1%)	162	753	(0.6%)	99	2,088	(0.6%)	98

Wealth per Household

Household Average Wealth	\$221,527.95	92	\$230,552.72	95	\$234,014.87	97			
Household Median Wealth	\$61,721.76	76	\$64,114.61	74	\$66,050.16	81			
<\$0K	2,355	(19.2%)	110	23,331	(19.2%)	110	65,094	(19%)	109
\$0K - \$5K	1,223	(10%)	116	11,879	(9.8%)	114	33,047	(9.7%)	113
\$5K - \$10K	629	(5.1%)	112	6,172	(5.1%)	111	17,194	(5%)	110
\$10K - \$25K	825	(6.7%)	106	8,109	(6.7%)	105	22,667	(6.6%)	104
\$25K - \$50K	831	(6.8%)	100	8,107	(6.7%)	98	22,633	(6.6%)	97

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,205	(9.8%)	96	11,541	(9.5%)	93	32,228	(9.4%)	92
\$100K - \$250K	2,076	(16.9%)	94	20,116	(16.5%)	92	56,475	(16.5%)	91
\$250K - \$500K	1,490	(12.1%)	92	14,886	(12.2%)	93	42,170	(12.3%)	93
>\$500K	1,657	(13.5%)	91	17,571	(14.4%)	97	50,453	(14.8%)	99

Vehicles per Household

Total Number of Vehicles	12,139			104,207			265,458		
Average Number of Vehicles	0.99		54	0.86		47	0.78		42
No Vehicles	3,867	(31.5%)	380	45,557	(37.4%)	453	148,792	(43.5%)	526
1 Vehicle	5,324	(43.3%)	132	53,729	(44.1%)	135	137,262	(40.1%)	122
2 Vehicles	2,582	(21%)	57	17,981	(14.8%)	40	43,243	(12.6%)	34
3 or more Vehicles	518	(4.2%)	19	4,445	(3.7%)	17	12,664	(3.7%)	17

Population Change

Births	451			4,226			11,321		
Deaths	186			1,444			4,089		
Migration	13			667			-717		

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	585	6,574	40,527
Total Employees	6,041	87,253	914,713

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