



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	38,585		256,252		727,285	
Households	12,366		85,197		241,639	
Persons per Household	3.07	120	2.97	116	2.98	117
Household Median Income	\$130,301.35	164	\$124,913.99	157	\$120,254.87	151
Household Median Disposable Income	\$104,434.02	152	\$100,582.9	147	\$96,534.6	141
Household Median Discretionary Income	\$82,061.67	161	\$76,922.75	151	\$71,269.77	140
Average Income Per Person	\$52,909.69	123	\$54,611.52	127	\$53,697.73	125
Median Rent	\$2,182.91	155	\$2,185.93	155	\$2,132.29	151
Median House Value	\$957,446.81	252	\$921,447.16	242	\$916,507.42	241
Households in Poverty	787 (6.4%)	50	5,335 (6.3%)	49	18,426 (7.6%)	60
Household Median Wealth	\$112,430.86	139	\$108,406.68	134	\$99,620.85	123
Average Age	44.53	109	43.9	107	43.21	105
Median Age	45.48	113	43.92	109	43.09	107
Households with Children	3,505 (28.3%)	106	22,839 (26.8%)	100	65,429 (27.1%)	101
High School Graduate or Higher	25,100 (87.1%)	97	168,251 (89.2%)	100	470,478 (88.8%)	99

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
Bachelor's Degree or Higher	14,365 (49.8%)	91,354 (48.4%)	240,915 (45.5%)
Pop density (per sq mi)	11,912	9,562	9,804
Area (based on blockgroups)	3	27	74

## Population

Population 2024 Q4	38,585	256,252	727,285
Population 2024 Q3	38,585	256,334	727,562
Population 2024 Q2	38,574	256,605	728,396
Population 2024 Q1	38,627	256,885	729,155
Population 2023 Q4	38,664	257,178	729,687
Population 2023 Q3	38,654	257,197	729,670
Population 2023 Q2	38,673	257,216	729,902
Population 2023 Q1	38,706	257,417	730,383
Population 2022 Q4	38,773	257,773	730,806
Population 5 Years Forecast	38,225	254,296	723,046
Population 10 Years Forecast	38,070	253,536	721,926
Persons per Household	3.07	2.97	2.98

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	
Group Quarters	634	(1.6%) 	3,312	(1.3%) 	7,004	(1%) 
Transient Population - Average Last 4 Quarters			148	(<0.5%) 	1,296	(<0.5%) 

## Households

Households 2024 Q4	12,366	85,197	241,639
Households 2024 Q3	12,365	85,195	241,624
Households 2024 Q2	12,361	85,269	241,828
Households 2024 Q1	12,377	85,353	242,070
Households 2023 Q4	12,388	85,437	242,247
Households 2023 Q3	12,386	85,447	242,247
Households 2023 Q2	12,392	85,452	242,335
Households 2023 Q1	12,400	85,530	242,524
Households 2022 Q4	12,429	85,644	242,631
Households 5 Years Forecast	12,249	84,537	240,263
Households 10 Years Forecast	12,204	84,310	239,944

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## Gender

Male	18,718	(48.5%)	99	123,781	(48.3%)	99	347,884	(47.8%)	98
Female	19,867	(51.5%)	101	132,471	(51.7%)	101	379,401	(52.2%)	102

## Ethnicity

Asian	18,864	(48.9%)	849	86,880	(33.9%)	589	184,693	(25.4%)	441
White	12,967	(33.6%)	58	93,856	(36.6%)	63	240,191	(33%)	57
Hispanic (Ethnic)	4,035	(10.5%)	54	37,932	(14.8%)	76	112,735	(15.5%)	7
Other	1,789	(4.6%)	89	13,440	(5.2%)	101	40,151	(5.5%)	106
Black	930	(2.4%)	20	24,144	(9.4%)	8	149,515	(20.6%)	174

## Household by Ethnicity

White	5,246	(42.4%)	69	37,509	(44%)	72	91,680	(37.9%)	62
Asian	4,940	(39.9%)	881	21,447	(25.2%)	555	48,678	(20.1%)	444
Hispanic (Ethnic)	1,050	(8.5%)	56	10,758	(12.6%)	83	32,660	(13.5%)	89
Other	887	(7.2%)	94	8,759	(10.3%)	135	24,191	(10%)	132
Black	243	(2%)	18	6,724	(7.9%)	71	44,430	(18.4%)	166

## 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	\$163,177.54	147	\$162,988.58	147	\$160,528.67	144
Average Income Per Person	\$52,909.69	123	\$54,611.52	127	\$53,697.73	125
Household Median Income	\$130,301.35	164	\$124,913.99	157	\$120,254.87	151
<\$15K	456 (3.7%)	46	3,326 (3.9%)	48	11,819 (4.9%)	60
\$15K - \$25K	400 (3.2%)	50	2,793 (3.3%)	51	8,571 (3.5%)	55
\$25K - \$35K	335 (2.7%)	40	2,875 (3.4%)	50	9,723 (4%)	60
\$35K - \$50K	583 (4.7%)	46	5,579 (6.5%)	64	16,838 (7%)	68
\$50K - \$75K	1,333 (10.8%)	69	9,341 (11%)	70	26,460 (11%)	70
\$75K - \$100K	1,228 (9.9%)	77	9,160 (10.8%)	84	26,375 (10.9%)	85
\$100K - \$150K	2,658 (21.5%)	121	16,735 (19.6%)	111	47,110 (19.5%)	110
\$150K - \$175K	1,179 (9.5%)	152	8,472 (9.9%)	158	22,513 (9.3%)	148
\$175K - \$200K	1,463 (11.8%)	180	9,422 (11.1%)	168	25,984 (10.8%)	164
\$200K - \$250K	1,527 (12.3%)	237	9,789 (11.5%)	220	25,887 (10.7%)	205
\$250K - \$500K	653 (5.3%)	237	4,200 (4.9%)	221	11,096 (4.6%)	206
>\$500K	551 (4.5%)	239	3,505 (4.1%)	221	9,263 (3.8%)	206

## 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	\$114,321.48		139	\$110,266.17		134	\$106,508.87		129
Household Median Disposable Income	\$104,434.02		152	\$100,582.9		147	\$96,534.6		141
<\$15K	490	(4%)	45	3,576	(4.2%)	48	12,668	(5.2%)	60
\$15K - \$25K	418	(3.4%)	44	3,296	(3.9%)	51	10,485	(4.3%)	57
\$25K - \$35K	469	(3.8%)	48	3,779	(4.4%)	56	12,224	(5.1%)	64
\$35K - \$50K	805	(6.5%)	53	7,261	(8.5%)	70	21,418	(8.9%)	73
\$50K - \$75K	1,709	(13.8%)	74	11,880	(13.9%)	74	33,533	(13.9%)	74
\$75K - \$100K	2,013	(16.3%)	114	12,553	(14.7%)	103	34,651	(14.3%)	101
\$100K - \$150K	3,387	(27.4%)	153	21,970	(25.8%)	144	60,666	(25.1%)	140
\$150K - \$175K	1,116	(9%)	148	8,362	(9.8%)	161	22,926	(9.5%)	156
\$175K - \$200K	485	(3.9%)	178	3,073	(3.6%)	164	8,090	(3.3%)	152
\$200K - \$250K	593	(4.8%)	224	3,803	(4.5%)	209	10,050	(4.2%)	195
\$250K - \$500K	810	(6.6%)	224	5,193	(6.1%)	208	13,730	(5.7%)	194
>\$500K	71	(0.6%)	223	451	(0.5%)	206	1,198	(<0.5%)	193

## Discretionary Households Income

Household Average Discretionary Income	\$87,596.76		143	\$82,315.52		134	\$77,924.16		127
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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	\$82,061.67	161	\$76,922.75	151	\$71,269.77	140
<\$10K	449 (3.6%)	39	3,297 (3.9%)	42	14,587 (6%)	65
\$10K - \$20K	549 (4.4%)	42	4,540 (5.3%)	50	14,947 (6.2%)	58
\$20K - \$30K	542 (4.4%)	41	6,095 (7.2%)	68	18,507 (7.7%)	72
\$30K - \$40K	737 (6%)	60	5,676 (6.7%)	67	17,867 (7.4%)	74
\$40K - \$50K	985 (8%)	90	6,912 (8.1%)	92	18,492 (7.7%)	86
\$50K - \$75K	2,228 (18%)	103	14,940 (17.5%)	101	42,289 (17.5%)	100
\$75K - \$100K	1,918 (15.5%)	132	13,355 (15.7%)	134	35,207 (14.6%)	124
\$100K - \$125K	1,831 (14.8%)	183	11,427 (13.4%)	166	29,686 (12.3%)	152
\$125K - \$150K	1,540 (12.5%)	187	9,377 (11%)	166	26,678 (11%)	166
>\$150K	1,587 (12.8%)	217	9,578 (11.2%)	190	23,379 (9.7%)	164

## Households Income by Ethnicity

Average Income - White	\$118,066.79	124	\$119,274.51	125	\$122,380.99	128
Median Income - White	\$119,200.46	137	\$121,785.39	140	\$129,911.1	150
Average Income - Black	\$95,168.53	138	\$119,391.45	173	\$107,960.33	156
Median Income - Black	\$102,462.02	185	\$123,710.08	223	\$107,336.35	194

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$130,825.67 (116)	\$126,509.95 (112)	\$118,179.09 (105)
Median Income - Asian	\$139,784.35 (122)	\$135,578.2 (118)	\$120,362.79 (105)
Average Income - Hispanic	\$132,860.41 (164)	\$121,149.08 (150)	\$114,212.57 (141)
Median Income - Hispanic	\$147,158.21 (212)	\$125,650.78 (181)	\$117,016.91 (168)
Average Income - Other	\$132,952.48 (149)	\$116,688.27 (130)	\$116,935.52 (131)
Median Income - Other	\$150,311.2 (189)	\$119,764.83 (150)	\$121,021.25 (152)

## Age

	1 Mile	3 Mile	5 Mile
Average Age	44.53 (109)	43.9 (107)	43.21 (105)
Median Age	45.48 (113)	43.92 (109)	43.09 (107)
0-4	1,813 (4.7%) (87)	12,099 (4.7%) (87)	35,660 (4.9%) (91)
5-13	3,108 (8.1%) (75)	22,080 (8.6%) (84)	65,592 (9%) (87)
14-17	1,703 (4.4%) (83)	11,731 (4.6%) (86)	34,050 (4.7%) (88)
18-21	1,779 (4.6%) (84)	12,323 (4.8%) (87)	35,436 (4.9%) (89)
22-24	1,356 (3.5%) (85)	9,401 (3.7%) (88)	26,969 (3.7%) (89)
25-29	2,417 (6.3%) (106)	15,629 (6.1%) (103)	44,658 (6.1%) (104)
30-34	2,471 (6.4%) (98)	15,292 (6%) (91)	44,384 (6.1%) (93)

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# Audience Profile

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
35-39	2,212	(5.7%)	87	14,951	(5.8%)	88	43,546	(6%)	91
40-44	2,153	(5.6%)	87	14,912	(5.8%)	91	43,127	(5.9%)	93
45-49	2,323	(6%)	100	15,756	(6.1%)	103	44,987	(6.2%)	103
50-54	2,374	(6.2%)	103	16,395	(6.4%)	107	46,675	(6.4%)	108
55-59	2,707	(7%)	114	18,013	(7%)	115	51,145	(7%)	115
60-64	2,859	(7.4%)	116	18,878	(7.4%)	115	52,805	(7.3%)	113
65-69	2,824	(7.3%)	121	18,221	(7.1%)	117	49,405	(6.8%)	112
70-74	2,408	(6.2%)	124	14,931	(5.8%)	116	39,884	(5.5%)	109
75-79	1,800	(4.7%)	121	11,203	(4.4%)	114	30,147	(4.1%)	108
80-84	1,062	(2.8%)	115	7,030	(2.7%)	114	19,344	(2.7%)	111
85+	1,216	(3.2%)	156	7,407	(2.9%)	143	19,471	(2.7%)	132

## Age - Male

Male Average Age	43.13		108	42.45		106	41.67		105
Male Median Age	42.64		112	42.11		111	41.21		108
0-4	928	(5%)	88	6,193	(5%)	89	18,237	(5.2%)	93
5-13	1,593	(8.5%)	74	11,396	(9.2%)	86	33,465	(9.6%)	90

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	1 Mile			3 Mile			5 Mile		
14-17	892	(4.8%)	86	6,028	(4.9%)	88	17,489	(5%)	91
18-21	922	(4.9%)	86	6,336	(5.1%)	89	18,200	(5.2%)	91
22-24	696	(3.7%)	85	4,848	(3.9%)	90	13,841	(4%)	91
25-29	1,233	(6.6%)	107	8,093	(6.5%)	106	23,013	(6.6%)	107
30-34	1,305	(7%)	104	7,849	(6.3%)	95	22,327	(6.4%)	96
35-39	1,123	(6%)	90	7,370	(6%)	89	21,152	(6.1%)	91
40-44	1,010	(5.4%)	84	7,151	(5.8%)	90	20,502	(5.9%)	91
45-49	1,086	(5.8%)	97	7,434	(6%)	100	21,032	(6%)	101
50-54	1,114	(6%)	100	7,781	(6.3%)	105	21,843	(6.3%)	105
55-59	1,241	(6.6%)	109	8,400	(6.8%)	111	23,609	(6.8%)	111
60-64	1,373	(7.3%)	117	8,904	(7.2%)	114	24,639	(7.1%)	112
65-69	1,381	(7.4%)	127	8,593	(6.9%)	119	22,813	(6.6%)	113
70-74	1,151	(6.1%)	130	6,898	(5.6%)	118	18,266	(5.3%)	111
75-79	829	(4.4%)	126	5,029	(4.1%)	115	13,123	(3.8%)	107
80-84	448	(2.4%)	115	2,989	(2.4%)	116	7,808	(2.2%)	108
85+	393	(2.1%)	142	2,489	(2%)	136	6,525	(1.9%)	127

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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	45.84	45.26	44.63
Female Median Age	47.02	46.48	45.75
0-4	885 (4.5%)	5,906 (4.5%)	17,423 (4.6%)
5-13	1,515 (7.6%)	10,684 (8.1%)	32,127 (8.5%)
14-17	811 (4.1%)	5,703 (4.3%)	16,561 (4.4%)
18-21	857 (4.3%)	5,987 (4.5%)	17,236 (4.5%)
22-24	660 (3.3%)	4,553 (3.4%)	13,128 (3.5%)
25-29	1,184 (6%)	7,536 (5.7%)	21,645 (5.7%)
30-34	1,166 (5.9%)	7,443 (5.6%)	22,057 (5.8%)
35-39	1,089 (5.5%)	7,581 (5.7%)	22,394 (5.9%)
40-44	1,143 (5.8%)	7,761 (5.9%)	22,625 (6%)
45-49	1,237 (6.2%)	8,322 (6.3%)	23,955 (6.3%)
50-54	1,260 (6.3%)	8,614 (6.5%)	24,832 (6.5%)
55-59	1,466 (7.4%)	9,613 (7.3%)	27,536 (7.3%)
60-64	1,486 (7.5%)	9,974 (7.5%)	28,166 (7.4%)

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	1 Mile		3 Mile		5 Mile				
65-69	1,443	(7.3%)	115	9,628	(7.3%)	115	26,592	(7%)	111
70-74	1,257	(6.3%)	119	8,033	(6.1%)	115	21,618	(5.7%)	108
75-79	971	(4.9%)	118	6,174	(4.7%)	112	17,024	(4.5%)	108
80-84	614	(3.1%)	114	4,041	(3.1%)	113	11,536	(3%)	112
85+	823	(4.1%)	162	4,918	(3.7%)	145	12,946	(3.4%)	33

## Employment by Occupation

Total Employees (16+ Years Old)	19,386			131,587			372,691		
Professional Specialty	6,654	(34.3%)	139	41,697	(31.7%)	128	110,116	(29.5%)	119
Managerial/Executive	3,428	(17.7%)	102	23,017	(17.5%)	101	66,624	(17.9%)	103
Office Admin	2,364	(12.2%)	115	14,536	(11%)	104	41,539	(11.1%)	105
Sales	2,234	(11.5%)	123	13,706	(10.4%)	112	35,988	(9.7%)	103
Production & Transportation	1,580	(8.2%)	63	11,046	(8.4%)	65	32,858	(8.8%)	68
Construction	900	(4.6%)	58	7,293	(5.5%)	69	22,856	(6.1%)	7
Healthcare support	843	(4.3%)	132	5,618	(4.3%)	130	18,242	(4.9%)	149
Building Maintenance & Cleaning	459	(2.4%)	70	3,827	(2.9%)	86	11,238	(3%)	89
Protective	431	(2.2%)	103	4,053	(3.1%)	142	11,533	(3.1%)	143

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Food Preparation & Serving	290	(1.5%)	29	3,698	(2.8%)	55	11,887	(3.2%)	62
Personal Care	200	(1%)	41	2,982	(2.3%)	91	9,402	(2.5%)	101
Farming, Fishing & Forestry	3	(<0.5%)	3	114	(<0.5%)	15	408	(<0.5%)	19

### Employment by Industry

Total Employees (16+ Years Old)	19,386			131,587			372,691		
Educational Services	6,351	(32.8%)	140	42,026	(31.9%)	36	116,402	(31.2%)	33
Wholesale Retail	2,396	(12.4%)	94	15,879	(12.1%)	92	43,445	(11.7%)	89
Financial, Insurance & Real Estate	1,968	(10.2%)	151	13,244	(10.1%)	150	36,393	(9.8%)	145
Professional Services	1,839	(9.5%)	118	11,942	(9.1%)	113	32,270	(8.7%)	107
Transportation	1,484	(7.7%)	131	8,687	(6.6%)	113	26,861	(7.2%)	123
Public Administration	980	(5.1%)	106	6,934	(5.3%)	110	18,862	(5.1%)	106
Agriculture/Mining/Construction	976	(5%)	59	7,214	(5.5%)	64	22,243	(6%)	70
Entertainment Services	917	(4.7%)	54	8,103	(6.2%)	71	23,945	(6.4%)	74
Information	664	(3.4%)	184	3,279	(2.5%)	134	8,893	(2.4%)	128
Administrative/Waste Services	657	(3.4%)	8	4,620	(3.5%)	84	13,142	(3.5%)	84
Manufacturing	656	(3.4%)	34	4,729	(3.6%)	36	13,355	(3.6%)	36

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Benchmark: Nationwide

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Other Professional Services	489	(2.5%)	54	4,845	(3.7%)	72	16,484	(4.4%)	94
Management Services	9	(<0.5%)	37	85	(<0.5%)	51	396	(<0.5%)	84

### Language Spoken

Speak English at Home	17,956	(48.8%)	63	136,881	(56.1%)	72	406,522	(58.8%)	76
Speak Other Language at Home	16,344	(44.4%)	525	81,204	(33.3%)	393	205,305	(29.7%)	351
Speak Spanish at Home	2,472	(6.7%)	48	26,068	(10.7%)	76	79,798	(11.5%)	82

### Ancestry

South Central Asian (e.g. Indian)	13,160	(34.1%)	2184	44,561	(17.4%)	1113	72,744	(10%)	640
Other	6,380	(16.5%)	74	54,209	(21.2%)	100	212,110	(29.2%)	138
Chinese	3,754	(9.7%)	779	23,301	(9.1%)	728	62,861	(8.6%)	692
Italian	2,452	(6.4%)	213	18,525	(7.2%)	243	42,145	(5.8%)	195
Unclassified	2,212	(5.7%)	35	19,335	(7.5%)	46	66,243	(9.1%)	56
Scottish/Irish	1,540	(4%)	60	12,847	(5%)	75	27,455	(3.8%)	57
South American	1,172	(3%)	244	12,055	(4.7%)	377	29,008	(4%)	320
South East Asian (e.g. Vietnamese)	1,099	(2.8%)	162	7,962	(3.1%)	176	18,075	(2.5%)	141
Puerto Rican	931	(2.4%)	86	7,742	(3%)	107	21,586	(3%)	105

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Other European (e.g. Greek/Russian)	836	(2.2%)	68	7,482	(2.9%)	92	25,669	(3.5%)	111
German	824	(2.1%)	27	6,369	(2.5%)	32	14,910	(2.1%)	26
Central American	580	(1.5%)	90	6,854	(2.7%)	161	28,748	(4%)	238
Dominican	502	(1.3%)	204	4,672	(1.8%)	286	14,124	(1.9%)	305
Korean	489	(1.3%)	245	8,266	(3.2%)	623	24,172	(3.3%)	642
Polish	460	(1.2%)	74	3,320	(1.3%)	84	8,494	(1.2%)	74
Other Hispanic	449	(1.2%)	81	3,879	(1.5%)	106	11,413	(1.6%)	110
American	392	(1%)	21	3,625	(1.4%)	30	13,714	(1.9%)	39
Other Asian	341	(0.9%)	207	2,477	(1%)	226	5,856	(0.8%)	189
Cuban	301	(0.8%)	108	1,310	(0.5%)	71	3,428	(<0.5%)	65
Middle Eastern	218	(0.6%)	91	1,485	(0.6%)	93	8,550	(1.2%)	189
British	122	(<0.5%)	6	1,925	(0.8%)	14	4,909	(0.7%)	13
Native American (Indian/Eskimo)	110	(<0.5%)	45	766	(<0.5%)	47	2,008	(<0.5%)	43
Mexican	100	(<0.5%)	2	1,420	(0.6%)	5	4,428	(0.6%)	6
Scandinavian	60	(<0.5%)	8	744	(<0.5%)	15	1,651	(<0.5%)	12
French	50	(<0.5%)	10	523	(<0.5%)	16	1,252	(<0.5%)	14

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Hawaiian/Pacific Islander	22	(<0.5%)	32	122	(<0.5%)	27	291	(<0.5%)	22
Japanese	21	(<0.5%)	23	313	(<0.5%)	51	985	(<0.5%)	56
Dutch	8	(<0.5%)	3	163	(<0.5%)	11	456	(<0.5%)	10

### Education (Age 25+)

Total Educated Population	28,826			188,618			529,578		
Elementary (0 to 8 Years)	1,877	(6.5%)	136	11,588	(6.1%)	129	32,862	(6.2%)	130
Some High School (9 to 11 Years)	1,849	(6.4%)	109	8,779	(4.7%)	74	26,238	(5%)	84
High School Graduate (12 Years)	5,475	(19%)	73	38,017	(20.2%)	77	111,507	(21.1%)	81
Some College (13 to 16 Years)	3,531	(12.2%)	63	25,339	(13.4%)	70	77,375	(14.6%)	76
Associates Degree Only	1,729	(6%)	68	13,541	(7.2%)	81	40,681	(7.7%)	87
Bachelor's Degree Only	8,550	(29.7%)	139	51,375	(27.2%)	128	134,294	(25.4%)	119
Graduate Degree	5,815	(20.2%)	147	39,979	(21.2%)	154	106,621	(20.1%)	146

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



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	12,366	85,197	241,639
One Person Households	2,232 (18%)	17,463 (20.5%)	51,957 (21.5%)
Married Couple	8,067 (65.2%)	50,934 (59.8%)	134,153 (55.5%)
Male Householder	520 (4.2%)	4,033 (4.7%)	12,861 (5.3%)
Female Householder	1,068 (8.6%)	9,572 (11.2%)	34,194 (14.2%)
Non Family Households	479 (3.9%)	3,195 (3.8%)	8,474 (3.5%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	12,366	85,197	241,639
1 Person Household	2,232 (18%)	17,463 (20.5%)	51,957 (21.5%)
2 Person Household	3,128 (25.3%)	22,622 (26.6%)	62,557 (25.9%)
3 Person Household	2,228 (18%)	14,982 (17.6%)	42,416 (17.6%)
4 Person Household	2,462 (19.9%)	15,782 (18.5%)	42,459 (17.6%)
5 Person Household	1,214 (9.8%)	7,779 (9.1%)	22,567 (9.3%)
6 Person Household	607 (4.9%)	3,799 (4.5%)	11,159 (4.6%)
7+ Person Household	495 (4%)	2,770 (3.3%)	8,524 (3.5%)

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Housing Units

Total Housing Units	12,830	88,800	252,408
Owner Occupied Housing	10,104	66,436	178,114
Renter Occupied Housing	2,262	18,761	63,525
Vacant Housing	464	3,603	10,769

## Housing Rent

Average Rent	\$2,252.96	\$2,248.65	\$2,187.13
Median Rent	\$2,182.91	\$2,185.93	\$2,132.29
Total Cash Rents Housing	1,927	17,267	59,086
<\$300	99 (0.6%)	807 (1.4%)	
\$300-\$500	38 (2%)	633 (1.1%)	
\$500-\$750	46 (2.4%)	1,113 (1.9%)	
\$750-\$1000	50 (2.6%)	2,047 (3.5%)	
\$1000-\$1500	299 (15.5%)	8,612 (14.6%)	
\$1500-\$2000	386 (20%)	12,757 (21.6%)	
\$2000-\$2500	395 (20.5%)	13,508 (22.9%)	

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	270	(14%)	244	2,434	(14.1%)	245	8,225	(13.9%)	242
\$3000-\$3500	176	(9.1%)	300	1,377	(8%)	262	4,847	(8.2%)	270
>\$3500	267	(13.9%)	380	2,320	(13.4%)	368	6,537	(11.1%)	303

## Value of Owner-Occupied Housing Units

Average House Value	\$937,044.03	179	\$981,662.42	188	\$1.04M	198			
Median House Value	\$957,446.81	252	\$921,447.16	242	\$916,507.42	241			
Owner Occupied Housing	10,104		66,436		178,114				
<\$100K	164	(1.6%)	19	993	(1.5%)	17	2,693	(1.5%)	18
\$100K - \$200K	86	(0.9%)	6	824	(1.2%)	9	2,111	(1.2%)	9
\$200K - \$300K	93	(0.9%)	6	1,295	(1.9%)	12	4,104	(2.3%)	14
\$300K - \$400K	271	(2.7%)	18	2,327	(3.5%)	24	6,296	(3.5%)	24
\$400K - \$500K	301	(3%)	26	3,483	(5.2%)	46	8,127	(4.6%)	40
\$500K - \$1000K	4,633	(45.9%)	185	29,724	(44.7%)	181	80,932	(45.4%)	184
>\$1000K	4,556	(45.1%)	413	27,901	(42%)	385	73,962	(41.5%)	380

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



Benchmark: Nationwide



### Poverty

Households in Poverty	787	(6.4%)	50	5,335	(6.3%)	49	18,426	(7.6%)	60
Households Above Poverty	11,579	(93.6%)	107	79,862	(93.7%)	107	223,213	(92.4%)	106
Households in Poverty (Married)	183	(1.5%)	68	1,772	(2.1%)	95	4,885	(2%)	93
Households in Poverty (Male Householder)	38	(<0.5%)	48	268	(<0.5%)	49	904	(<0.5%)	59
Households in Poverty (Female Householder)	137	(1.1%)	38	643	(0.8%)	26	3,546	(1.5%)	50
Households in Poverty (Non-Family)	403	(3.3%)	52	2,460	(2.9%)	46	8,465	(3.5%)	56
Households in Poverty (Non-Family Student)	26	(<0.5%)	34	192	(<0.5%)	36	626	(<0.5%)	42

### Wealth per Household

Household Average Wealth	\$278,403.28	115	\$275,090.67	114	\$267,927.47	111			
Household Median Wealth	\$112,430.86	139	\$108,406.68	134	\$99,620.85	123			
<\$0K	1,885	(15.2%)	88	13,174	(15.5%)	89	38,554	(16%)	92
\$0K - \$5K	846	(6.8%)	8	5,979	(7%)	8	17,905	(7.4%)	87
\$5K - \$10K	469	(3.8%)	83	3,310	(3.9%)	85	9,776	(4%)	89
\$10K - \$25K	708	(5.7%)	90	4,933	(5.8%)	91	14,261	(5.9%)	93
\$25K - \$50K	815	(6.6%)	97	5,618	(6.6%)	97	15,982	(6.6%)	97

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	1,265	(10.2%)	8,681	(10.2%)	24,527	(10.2%)
\$100K - \$250K	2,353	(19%)	16,121	(18.9%)	45,097	(18.7%)
\$250K - \$500K	1,820	(14.7%)	12,405	(14.6%)	34,390	(14.2%)
>\$500K	2,205	(17.8%)	14,976	(17.6%)	41,147	(17%)

### Vehicles per Household

Total Number of Vehicles	22,743		147,255		390,740	
Average Number of Vehicles	1.84		1.73		1.62	
No Vehicles	774	(6.3%)	7,270	(8.5%)	28,314	(11.7%)
1 Vehicle	3,955	(32%)	29,374	(34.5%)	89,306	(37%)
2 Vehicles	4,903	(39.6%)	33,054	(38.8%)	84,518	(35%)
3 or more Vehicles	2,734	(22.1%)	15,499	(18.2%)	39,501	(16.3%)

### Population Change

Births	347		2,276		6,725
Deaths	350		2,335		6,306
Migration	-74		-756		-2,482

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	2,024	9,605	26,363
Total Employees	27,142	112,430	283,181

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