



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	16,692		100,237		207,212	
Households	8,005		44,367		83,933	
Persons per Household	2.06	8	2.23	87	2.43	95
Household Median Income	\$126,648.49	159	\$145,843.27	183	\$145,426.66	183
Household Median Disposable Income	\$105,847.79	154	\$119,252.07	174	\$119,093.98	174
Household Median Discretionary Income	\$84,011.1	165	\$98,519.06	193	\$96,919.03	190
Average Income Per Person	\$83,037.18	193	\$88,544.36	205	\$83,360.77	193
Median Rent	\$2,483.47	176	\$2,513.71	178	\$2,466.06	175
Median House Value	\$1.17M	307	\$1.18M	310	\$1.19M	314
Households in Poverty	553 (6.9%)	55	2,731 (6.2%)	49	5,271 (6.3%)	50
Household Median Wealth	\$83,655.75	103	\$112,561	139	\$111,415.8	137
Average Age	41.44	101	46.03	112	44.79	109
Median Age	40.13	100	46.12	115	45.31	113
Households with Children	1,589 (19.9%)	74	9,809 (22.1%)	8	22,103 (26.3%)	98
High School Graduate or Higher	12,227 (96.1%)	108	73,804 (97.4%)	109	144,040 (94.7%)	106

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	9,013 (70.8%)	52,719 (69.6%)	96,598 (63.5%)
Pop density (per sq mi)	6,770	3,578	2,658
Area (based on blockgroups)	2	28	78

Population

Population 2024 Q4	16,692	100,237	207,212
Population 2024 Q3	16,696	100,296	207,364
Population 2024 Q2	16,654	100,221	207,282
Population 2024 Q1	16,461	99,720	206,974
Population 2023 Q4	16,482	99,794	207,106
Population 2023 Q3	16,340	99,267	206,594
Population 2023 Q2	16,344	99,311	206,706
Population 2023 Q1	16,362	99,414	206,892
Population 2022 Q4	16,443	99,497	207,038
Population 5 Years Forecast	17,564	103,404	211,940
Population 10 Years Forecast	18,436	107,459	219,291
Persons per Household	2.06	2.23	2.43

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	179	(1.1%)	45	1,320	(1.3%)	56	3,018	(1.5%)	62
Transient Population - Average Last 4 Quarters			86	1,121	(1.1%)	86	1,924	(0.9%)	72

Households

Households 2024 Q4	8,005		44,367		83,933
Households 2024 Q3	8,002		44,370		83,946
Households 2024 Q2	7,984		44,350		83,932
Households 2024 Q1	7,891		44,108		83,753
Households 2023 Q4	7,901		44,148		83,814
Households 2023 Q3	7,827		43,927		83,599
Households 2023 Q2	7,830		43,965		83,664
Households 2023 Q1	7,838		44,011		83,740
Households 2022 Q4	7,883		44,059		83,812
Households 5 Years Forecast	8,438		45,794		85,945
Households 10 Years Forecast	8,863		47,609		88,993

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Gender

Male	8,096	(48.5%)	99	47,257	(47.1%)	96	99,439	(48%)	98
Female	8,596	(51.5%)	101	52,980	(52.9%)	104	107,773	(52%)	102

Ethnicity

White	10,070	(60.3%)	105	64,161	(64%)	111	124,022	(59.9%)	104
Hispanic (Ethnic)	2,519	(15.1%)	71	11,429	(11.4%)	58	33,773	(16.3%)	83
Asian	2,295	(13.7%)	239	15,450	(15.4%)	268	30,137	(14.5%)	253
Other	1,399	(8.4%)	161	7,022	(7%)	135	14,971	(7.2%)	139
Black	409	(2.5%)	21	2,175	(2.2%)	18	4,309	(2.1%)	18

Household by Ethnicity

White	5,069	(63.3%)	103	28,994	(65.4%)	106	53,255	(63.4%)	103
Asian	1,001	(12.5%)	276	6,067	(13.7%)	302	10,964	(13.1%)	288
Hispanic (Ethnic)	901	(11.3%)	74	4,391	(9.9%)	65	9,598	(11.4%)	74
Other	831	(10.4%)	137	4,009	(9%)	119	8,283	(9.9%)	130
Black	203	(2.5%)	23	906	(2%)	18	1,833	(2.2%)	20

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	\$171,479.25	154	\$197,949.15	178	\$203,513.78	183
Average Income Per Person	\$83,037.18	193	\$88,544.36	205	\$83,360.77	193
Household Median Income	\$126,648.49	159	\$145,843.27	183	\$145,426.66	183
<\$15K	322 (4%)	50	2,034 (4.6%)	57	3,812 (4.5%)	56
\$15K - \$25K	145 (1.8%)	28	1,041 (2.3%)	36	2,099 (2.5%)	39
\$25K - \$35K	187 (2.3%)	35	1,337 (3%)	45	2,723 (3.2%)	48
\$35K - \$50K	355 (4.4%)	43	2,736 (6.2%)	60	4,721 (5.6%)	55
\$50K - \$75K	878 (11%)	70	4,001 (9%)	57	7,873 (9.4%)	60
\$75K - \$100K	1,120 (14%)	109	3,971 (9%)	70	7,728 (9.2%)	72
\$100K - \$150K	1,640 (20.5%)	116	7,642 (17.2%)	97	14,201 (16.9%)	96
\$150K - \$175K	806 (10.1%)	160	3,959 (8.9%)	142	6,965 (8.3%)	132
\$175K - \$200K	467 (5.8%)	89	5,321 (12%)	183	11,001 (13.1%)	200
\$200K - \$250K	1,168 (14.6%)	280	6,905 (15.6%)	298	12,774 (15.2%)	292
\$250K - \$500K	500 (6.2%)	280	2,960 (6.7%)	299	5,480 (6.5%)	293
>\$500K	417 (5.2%)	279	2,460 (5.5%)	297	4,556 (5.4%)	291

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	\$118,873.12		144	\$123,624.65		150	\$123,257.94		150
Household Median Disposable Income	\$105,847.79		154	\$119,252.07		174	\$119,093.98		174
<\$15K	337	(4.2%)	48	2,158	(4.9%)	55	4,045	(4.8%)	55
\$15K - \$25K	177	(2.2%)	29	1,397	(3.1%)	41	2,724	(3.2%)	43
\$25K - \$35K	188	(2.3%)	30	1,603	(3.6%)	46	3,063	(3.6%)	46
\$35K - \$50K	587	(7.3%)	60	3,237	(7.3%)	60	5,840	(7%)	57
\$50K - \$75K	1,178	(14.7%)	83	4,790	(10.8%)	61	9,557	(11.4%)	64
\$75K - \$100K	1,310	(16.4%)	115	5,275	(11.9%)	83	9,897	(11.8%)	83
\$100K - \$150K	1,971	(24.6%)	137	9,731	(21.9%)	122	17,902	(21.3%)	119
\$150K - \$175K	592	(7.4%)	121	6,351	(14.3%)	235	12,724	(15.2%)	249
\$175K - \$200K	491	(6.1%)	279	2,887	(6.5%)	296	5,339	(6.4%)	289
\$200K - \$250K	472	(5.9%)	276	2,794	(6.3%)	295	5,167	(6.2%)	288
\$250K - \$500K	645	(8.1%)	275	3,816	(8.6%)	294	7,065	(8.4%)	287
>\$500K	57	(0.7%)	277	328	(0.7%)	287	610	(0.7%)	283

Discretionary Households Income

Household Average Discretionary Income	\$91,119.37		149	\$98,376.45		160	\$97,145.05		158
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	\$84,011.1		165	\$98,519.06		193	\$96,919.03		190
<\$10K	314	(3.9%)	42	1,748	(3.9%)	43	3,537	(4.2%)	45
\$10K - \$20K	206	(2.6%)	24	1,489	(3.4%)	32	3,303	(3.9%)	37
\$20K - \$30K	341	(4.3%)	40	2,281	(5.1%)	49	4,533	(5.4%)	51
\$30K - \$40K	487	(6.1%)	61	2,656	(6%)	60	5,176	(6.2%)	62
\$40K - \$50K	644	(8%)	91	2,469	(5.6%)	63	4,509	(5.4%)	61
\$50K - \$75K	1,573	(19.7%)	113	5,786	(13%)	75	11,423	(13.6%)	71
\$75K - \$100K	1,092	(13.6%)	116	6,129	(13.8%)	118	10,812	(12.9%)	110
\$100K - \$125K	1,147	(14.3%)	177	5,424	(12.2%)	151	9,705	(11.6%)	143
\$125K - \$150K	836	(10.4%)	157	7,677	(17.3%)	260	14,655	(17.5%)	263
>\$150K	1,365	(17.1%)	289	8,708	(19.6%)	332	16,280	(19.4%)	328

Households Income by Ethnicity

Average Income - White	\$128,637.82		135	\$130,972.23		137	\$132,887.72		139
Median Income - White	\$135,533.61		156	\$150,304.87		173	\$153,960.72		177
Average Income - Black	\$99,877.82		145	\$96,802.4		140	\$93,223.33		135
Median Income - Black	\$95,177.76		172	\$87,401.08		158	\$73,470.67		133

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$117,200.09 (104)	\$131,067.76 (116)	\$135,022.74 (120)
Median Income - Asian	\$115,096.8 (101)	\$153,700.29 (134)	\$159,100.94 (139)
Average Income - Hispanic	\$120,556.24 (149)	\$123,559.63 (153)	\$112,540.27 (139)
Median Income - Hispanic	\$117,550.66 (169)	\$130,591.11 (188)	\$108,974 (157)
Average Income - Other	\$129,607.51 (145)	\$128,447.79 (143)	\$122,794.26 (137)
Median Income - Other	\$126,728.65 (159)	\$139,468.4 (175)	\$129,549.39 (163)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	41.44 (101)	46.03 (112)	44.79 (109)
Median Age	40.13 (100)	46.12 (115)	45.31 (113)
0-4	1,056 (6.3%) (117)	4,662 (4.7%) (86)	9,326 (4.5%) (83)
5-13	1,317 (7.9%) (77)	8,845 (8.8%) (86)	19,481 (9.4%) (91)
14-17	598 (3.6%) (67)	4,093 (4.1%) (77)	9,712 (4.7%) (88)
18-21	584 (3.5%) (64)	3,977 (4%) (72)	9,644 (4.7%) (85)
22-24	415 (2.5%) (60)	2,869 (2.9%) (69)	6,984 (3.4%) (81)
25-29	926 (5.5%) (94)	4,065 (4.1%) (68)	9,369 (4.5%) (74)
30-34	1,596 (9.6%) (146)	5,888 (5.9%) (90)	11,107 (5.4%) (87)

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	● 1 Mile		● 3 Mile		● 5 Mile				
35-39	1,809	(10.8%)	164	7,134	(7.1%)	108	13,280	(6.4%)	97
40-44	1,410	(8.4%)	132	6,867	(6.9%)	107	13,701	(6.6%)	103
45-49	1,144	(6.9%)	114	6,133	(6.1%)	102	12,902	(6.2%)	104
50-54	1,047	(6.3%)	105	6,069	(6.1%)	102	12,841	(6.2%)	104
55-59	995	(6%)	97	6,079	(6.1%)	99	13,249	(6.4%)	104
60-64	924	(5.5%)	86	6,386	(6.4%)	99	13,670	(6.6%)	103
65-69	858	(5.1%)	85	6,357	(6.3%)	105	13,269	(6.4%)	106
70-74	704	(4.2%)	84	5,959	(5.9%)	118	11,885	(5.7%)	114
75-79	565	(3.4%)	88	5,504	(5.5%)	143	10,506	(5.1%)	132
80-84	346	(2.1%)	86	4,178	(4.2%)	174	7,650	(3.7%)	154
85+	398	(2.4%)	118	5,172	(5.2%)	255	8,636	(4.2%)	206

Age - Male

Male Average Age	40.68		102	44.04		110	43.15		108
Male Median Age	38.83		102	43.26		114	42.73		112
0-4	539	(6.7%)	118	2,386	(5%)	90	4,763	(4.8%)	85
5-13	641	(7.9%)	74	4,470	(9.5%)	88	9,857	(9.9%)	92

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14-17	294	(3.6%)	66	2,108	(4.5%)	8	4,997	(5%)	91
18-21	292	(3.6%)	63	2,079	(4.4%)	7	5,002	(5%)	88
22-24	207	(2.6%)	59	1,502	(3.2%)	7	3,627	(3.6%)	84
25-29	466	(5.8%)	93	1,984	(4.2%)	68	4,760	(4.8%)	7
30-34	754	(9.3%)	139	2,830	(6%)	90	5,529	(5.6%)	83
35-39	894	(11%)	165	3,452	(7.3%)	109	6,495	(6.5%)	98
40-44	721	(8.9%)	138	3,458	(7.3%)	113	6,874	(6.9%)	107
45-49	568	(7%)	117	2,991	(6.3%)	105	6,259	(6.3%)	105
50-54	520	(6.4%)	108	2,914	(6.2%)	103	6,195	(6.2%)	105
55-59	467	(5.8%)	95	2,916	(6.2%)	101	6,422	(6.5%)	106
60-64	456	(5.6%)	89	3,047	(6.4%)	102	6,582	(6.6%)	105
65-69	412	(5.1%)	87	2,853	(6%)	104	6,096	(6.1%)	105
70-74	316	(3.9%)	8	2,588	(5.5%)	116	5,250	(5.3%)	112
75-79	267	(3.3%)	94	2,298	(4.9%)	138	4,529	(4.6%)	129
80-84	138	(1.7%)	8	1,624	(3.4%)	165	3,129	(3.1%)	151
85+	144	(1.8%)	121	1,757	(3.7%)	252	3,073	(3.1%)	210

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	42.14	47.81	46.31
Female Median Age	40.49	48	46.92
0-4	517 (6%)	2,276 (4.3%)	4,563 (4.2%)
5-13	676 (7.9%)	4,375 (8.3%)	9,624 (8.9%)
14-17	304 (3.5%)	1,985 (3.7%)	4,715 (4.4%)
18-21	292 (3.4%)	1,898 (3.6%)	4,642 (4.3%)
22-24	208 (2.4%)	1,367 (2.6%)	3,357 (3.1%)
25-29	460 (5.4%)	2,081 (3.9%)	4,609 (4.3%)
30-34	842 (9.8%)	3,058 (5.8%)	5,578 (5.2%)
35-39	915 (10.6%)	3,682 (6.9%)	6,785 (6.3%)
40-44	689 (8%)	3,409 (6.4%)	6,827 (6.3%)
45-49	576 (6.7%)	3,142 (5.9%)	6,643 (6.2%)
50-54	527 (6.1%)	3,155 (6%)	6,646 (6.2%)
55-59	528 (6.1%)	3,163 (6%)	6,827 (6.3%)
60-64	468 (5.4%)	3,339 (6.3%)	7,088 (6.6%)

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65-69	446	(5.2%)	3,504	(6.6%)	7,173	(6.7%)
70-74	388	(4.5%)	3,371	(6.4%)	6,635	(6.2%)
75-79	298	(3.5%)	3,206	(6.1%)	5,977	(5.5%)
80-84	208	(2.4%)	2,554	(4.8%)	4,521	(4.2%)
85+	254	(3%)	3,415	(6.4%)	5,563	(5.2%)

Employment by Occupation

Total Employees (16+ Years Old)	9,582		50,502		104,429	
Professional Specialty	3,556	(37.1%)	17,550	(34.8%)	32,856	(31.5%)
Managerial/Executive	2,401	(25.1%)	15,716	(31.1%)	30,730	(29.4%)
Sales	1,260	(13.1%)	5,016	(9.9%)	10,542	(10.1%)
Office Admin	631	(6.6%)	3,772	(7.5%)	7,371	(7.1%)
Food Preparation & Serving	481	(5%)	1,400	(2.8%)	3,874	(3.7%)
Production & Transportation	352	(3.7%)	2,361	(4.7%)	5,176	(5%)
Construction	335	(3.5%)	1,214	(2.4%)	3,934	(3.8%)
Protective	224	(2.3%)	989	(2%)	1,962	(1.9%)
Personal Care	167	(1.7%)	1,155	(2.3%)	2,439	(2.3%)

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Farming, Fishing & Forestry	64	(0.7%)	116	80	(<0.5%)	170	(<0.5%)	
Healthcare support	62	(0.6%)	20	663	(1.3%)	40	2,471	(2.4%)
Building Maintenance & Cleaning	49	(0.5%)	15	586	(1.2%)	34	2,904	(2.8%)

Employment by Industry

Total Employees (16+ Years Old)	9,582			50,502			104,429	
Educational Services	2,210	(23.1%)	98	10,764	(21.3%)	91	23,350	(22.4%)
Professional Services	1,672	(17.4%)	216	10,908	(21.6%)	268	18,636	(17.8%)
Financial, Insurance & Real Estate	1,242	(13%)	193	5,959	(11.8%)	175	11,637	(11.1%)
Wholesale Retail	1,080	(11.3%)	86	5,263	(10.4%)	79	11,335	(10.9%)
Entertainment Services	665	(6.9%)	86	2,997	(5.9%)	68	7,782	(7.5%)
Agriculture/Mining/Construction	621	(6.5%)	76	2,813	(5.6%)	65	6,599	(6.3%)
Manufacturing	530	(5.5%)	56	2,896	(5.7%)	58	5,750	(5.5%)
Other Professional Services	420	(4.4%)	93	1,704	(3.4%)	72	4,015	(3.8%)
Public Administration	353	(3.7%)	77	1,999	(4%)	83	3,536	(3.4%)
Transportation	278	(2.9%)	50	2,178	(4.3%)	74	4,060	(3.9%)
Information	265	(2.8%)	148	1,354	(2.7%)	144	2,604	(2.5%)

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Administrative/Waste Services	244	(2.5%)	61	1,555	(3.1%)	74	4,947	(4.7%)	113
Management Services	2	(<0.5%)	17	112	(<0.5%)	175	178	(<0.5%)	35

Language Spoken

Speak English at Home	11,234	(71.8%)	93	71,398	(74.7%)	96	141,636	(71.6%)	92
Speak Other Language at Home	2,950	(18.9%)	223	17,403	(18.2%)	215	34,681	(17.5%)	207
Speak Spanish at Home	1,452	(9.3%)	66	6,774	(7.1%)	50	21,569	(10.9%)	7

Ancestry

Other	3,240	(19.4%)	92	19,156	(19.1%)	91	39,628	(19.1%)	91
Unclassified	2,044	(12.2%)	75	10,860	(10.8%)	67	21,274	(10.3%)	63
Mexican	1,472	(8.8%)	8	5,931	(5.9%)	54	19,398	(9.4%)	85
Other European (e.g. Greek/Russian)	1,210	(7.2%)	229	6,570	(6.6%)	207	11,263	(5.4%)	172
British	1,080	(6.5%)	122	7,422	(7.4%)	139	13,874	(6.7%)	126
German	1,016	(6.1%)	7	6,721	(6.7%)	86	12,637	(6.1%)	7
Scottish/Irish	1,007	(6%)	91	7,241	(7.2%)	109	14,512	(7%)	105
South East Asian (e.g. Vietnamese)	692	(4.1%)	235	3,252	(3.2%)	184	7,117	(3.4%)	195
Middle Eastern	538	(3.2%)	519	2,494	(2.5%)	401	4,575	(2.2%)	356

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	● 1 Mile		● 3 Mile		● 5 Mile				
Chinese	520	(3.1%)	250	4,927	(4.9%)	394	10,163	(4.9%)	393
Scandinavian	506	(3%)	160	3,562	(3.6%)	187	6,960	(3.4%)	177
Italian	465	(2.8%)	94	3,444	(3.4%)	115	7,279	(3.5%)	118
Other Hispanic	377	(2.3%)	158	1,851	(1.8%)	129	4,635	(2.2%)	156
South Central Asian (e.g. Indian)	363	(2.2%)	139	2,994	(3%)	191	4,995	(2.4%)	154
Other Asian	339	(2%)	476	1,621	(1.6%)	379	3,207	(1.5%)	362
South American	318	(1.9%)	153	1,671	(1.7%)	134	3,476	(1.7%)	135
American	282	(1.7%)	35	2,231	(2.2%)	47	4,166	(2%)	42
Central American	260	(1.6%)	94	1,265	(1.3%)	76	4,716	(2.3%)	137
Korean	238	(1.4%)	275	1,469	(1.5%)	283	2,561	(1.2%)	239
French	221	(1.3%)	107	1,581	(1.6%)	127	2,921	(1.4%)	114
Japanese	143	(0.9%)	357	1,187	(1.2%)	494	2,094	(1%)	421
Dutch	99	(0.6%)	98	668	(0.7%)	110	1,260	(0.6%)	101
Polish	97	(0.6%)	38	1,098	(1.1%)	71	2,167	(1%)	68
Puerto Rican	73	(<0.5%)	16	503	(0.5%)	18	1,084	(0.5%)	19
Hawaiian/Pacific Islander	44	(<0.5%)	148	183	(<0.5%)	102	464	(<0.5%)	125

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Native American (Indian/Eskimo)	29	(<0.5%)	27	127	(<0.5%)	20	322	(<0.5%)	24
Cuban	19	(<0.5%)	16	204	(<0.5%)	28	459	(<0.5%)	31
Dominican				4	(<0.5%)	1	5	(<0.5%)	

Education (Age 25+)

Total Educated Population	12,722			75,791			152,065		
Elementary (0 to 8 Years)	228	(1.8%)	38	925	(1.2%)	26	3,993	(2.6%)	55
Some High School (9 to 11 Years)	267	(2.1%)	36	1,062	(1.4%)	24	4,032	(2.7%)	45
High School Graduate (12 Years)	1,017	(8%)	31	6,537	(8.6%)	33	15,616	(10.3%)	39
Some College (13 to 16 Years)	1,582	(12.4%)	64	9,927	(13.1%)	68	21,307	(14%)	73
Associates Degree Only	615	(4.8%)	55	4,621	(6.1%)	69	10,519	(6.9%)	71
Bachelor's Degree Only	4,824	(37.9%)	178	28,898	(38.1%)	179	54,665	(35.9%)	169
Graduate Degree	4,189	(32.9%)	240	23,821	(31.4%)	229	41,933	(27.6%)	201

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	8,005	44,367	83,933
One Person Households	3,158 (39.5%)	14,900 (33.6%)	23,654 (28.2%)
Married Couple	3,047 (38.1%)	21,040 (47.4%)	43,896 (52.3%)
Male Householder	484 (6%)	1,567 (3.5%)	3,448 (4.1%)
Female Householder	530 (6.6%)	2,838 (6.4%)	6,707 (8%)
Non Family Households	786 (9.8%)	4,022 (9.1%)	6,228 (7.4%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	8,005	44,367	83,933
1 Person Household	3,158 (39.5%)	14,900 (33.6%)	23,654 (28.2%)
2 Person Household	2,674 (33.4%)	15,215 (34.3%)	28,520 (34%)
3 Person Household	1,021 (12.8%)	6,033 (13.6%)	12,705 (15.1%)
4 Person Household	789 (9.9%)	5,592 (12.6%)	12,209 (14.5%)
5 Person Household	242 (3%)	1,798 (4.1%)	4,464 (5.3%)
6 Person Household	77 (1%)	522 (1.2%)	1,451 (1.7%)
7+ Person Household	44 (0.5%)	307 (0.7%)	930 (1.1%)

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



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	8,691	46,772	87,779
Renter Occupied Housing	5,257	17,252	29,215
Owner Occupied Housing	2,748	27,115	54,718
Vacant Housing	686	2,405	3,846

Housing Rent

Average Rent	\$2,507.69	163	\$2,506.07	162	\$2,488.02	161			
Median Rent	\$2,483.47	176	\$2,513.71	178	\$2,466.06	175			
Total Cash Rents Housing	5,099	16,716	28,234						
<\$300	9	(<0.5%)	6	232	(1.4%)	49	252	(0.9%)	32
\$300-\$500	24	(<0.5%)	12	223	(1.3%)	34	273	(1%)	25
\$500-\$750	61	(1.2%)	14	264	(1.6%)	18	377	(1.3%)	15
\$750-\$1000	55	(1.1%)	8	274	(1.6%)	13	506	(1.8%)	14
\$1000-\$1500	259	(5.1%)	19	1,150	(6.9%)	26	2,228	(7.9%)	30
\$1500-\$2000	723	(14.2%)	67	2,410	(14.4%)	69	4,796	(17%)	8
\$2000-\$2500	1,467	(28.8%)	246	3,720	(22.3%)	190	6,099	(21.6%)	185

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	1,210	(23.7%)	413	3,099	(18.5%)	323	4,930	(17.5%)	304
\$3000-\$3500	738	(14.5%)	476	2,449	(14.7%)	482	3,871	(13.7%)	451
>\$3500	553	(10.8%)	297	2,895	(17.3%)	475	4,902	(17.4%)	476

Value of Owner-Occupied Housing Units

Average House Value	\$1.3M	250	\$1.38M	265	\$1.41M	270			
Median House Value	\$1.17M	307	\$1.18M	310	\$1.19M	314			
Owner Occupied Housing	2,748		27,115		54,718				
<\$100K	109	(4%)	46	387	(1.4%)	17	1,008	(1.8%)	22
\$100K - \$200K				171	(0.6%)	5	602	(1.1%)	8
\$200K - \$300K	58	(2.1%)	13	302	(1.1%)	7	730	(1.3%)	8
\$300K - \$400K	97	(3.5%)	24	792	(2.9%)	20	1,325	(2.4%)	17
\$400K - \$500K	101	(3.7%)	32	1,391	(5.1%)	45	2,143	(3.9%)	34
\$500K - \$1000K	638	(23.2%)	94	6,694	(24.7%)	100	13,714	(25.1%)	101
>\$1000K	1,745	(63.5%)	581	17,378	(64.1%)	587	35,196	(64.3%)	589

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



Benchmark: Nationwide



Poverty

Households in Poverty	553	(6.9%)		2,731	(6.2%)		5,271	(6.3%)	
Households Above Poverty	7,452	(93.1%)		41,636	(93.8%)		78,662	(93.7%)	
Households in Poverty (Married)	67	(0.8%)		343	(0.8%)		964	(1.1%)	
Households in Poverty (Male Householder)	113	(1.4%)		247	(0.6%)		426	(0.5%)	
Households in Poverty (Female Householder)	90	(1.1%)		290	(0.7%)		727	(0.9%)	
Households in Poverty (Non-Family)	257	(3.2%)		1,709	(3.9%)		2,883	(3.4%)	
Households in Poverty (Non-Family Student)	26	(<0.5%)		142	(<0.5%)		271	(<0.5%)	

Wealth per Household

Household Average Wealth	\$257,726.42		\$282,797.8		\$280,818.81				
Household Median Wealth	\$83,655.75		\$112,561		\$111,415.8				
<\$0K	1,425	(17.8%)		6,912	(15.6%)		13,073	(15.6%)	
\$0K - \$5K	675	(8.4%)		3,098	(7%)		5,858	(7%)	
\$5K - \$10K	371	(4.6%)		1,747	(3.9%)		3,288	(3.9%)	
\$10K - \$25K	506	(6.3%)		2,566	(5.8%)		4,857	(5.8%)	
\$25K - \$50K	522	(6.5%)		2,851	(6.4%)		5,435	(6.5%)	

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				
\$50K - \$100K	748	(9.3%)	92	4,324	(9.7%)	96	8,270	(9.9%)	97
\$100K - \$250K	1,357	(17%)	94	8,186	(18.5%)	102	15,577	(18.6%)	103
\$250K - \$500K	1,063	(13.3%)	101	6,505	(14.7%)	111	12,287	(14.6%)	111
>\$500K	1,338	(16.7%)	112	8,178	(18.4%)	124	15,288	(18.2%)	122

Vehicles per Household

Total Number of Vehicles	12,081			75,520			156,211		
Average Number of Vehicles	1.51		83	1.7		93	1.86		102
No Vehicles	494	(6.2%)	75	2,881	(6.5%)	74	4,205	(5%)	61
1 Vehicle	4,139	(51.7%)	158	17,800	(40.1%)	122	28,962	(34.5%)	105
2 Vehicles	2,328	(29.1%)	71	16,154	(36.4%)	99	32,293	(38.5%)	104
3 or more Vehicles	1,044	(13%)	59	7,532	(17%)	71	18,473	(22%)	100

Population Change

Births	179			810			1,700		
Deaths	122			1,187			2,200		
Migration	164			873			724		

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	2,342	6,644	10,629
Total Employees	20,972	58,335	87,753

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