



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	23,122		288,807		692,417	
Households	7,741		102,947		244,374	
Persons per Household	2.98	117	2.78	109	2.77	109
Household Median Income	\$120,211.68	151	\$82,988.78	104	\$78,670.52	99
Household Median Disposable Income	\$98,164.6	143	\$69,932.4	102	\$66,400.81	97
Household Median Discretionary Income	\$72,430.64	142	\$46,462.42	91	\$41,163.33	8
Average Income Per Person	\$47,062.25	109	\$41,302.1	96	\$41,118.41	95
Median Rent	\$2,092.2	149	\$1,565.72	111	\$1,574.32	112
Median House Value	\$588,993.39	155	\$550,841.83	145	\$575,729.93	151
Households in Poverty	424 (5.5%)	43	12,818 (12.5%)	98	38,283 (15.7%)	124
Household Median Wealth	\$96,634.29	119	\$69,751.29	86	\$64,363.72	7
Average Age	41.77	102	39.85	97	39.04	95
Median Age	41.92	104	38.68	96	37.84	94
Households with Children	2,509 (32.4%)	121	31,174 (30.3%)	113	78,172 (32%)	119
High School Graduate or Higher	14,558 (87%)	97	173,189 (86.5%)	97	400,560 (85.2%)	95

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	6,929 (41.4%)	63,851 (31.9%)	143,954 (30.6%)
Pop density (per sq mi)	7,554	10,447	8,295
Area (based on blockgroups)	3	28	83

Population

Population 2024 Q4	23,122	288,807	692,417
Population 2024 Q3	23,079	288,211	691,321
Population 2024 Q2	23,059	287,713	690,902
Population 2024 Q1	23,018	287,166	689,805
Population 2023 Q4	23,015	287,603	689,704
Population 2023 Q3	22,923	287,387	689,273
Population 2023 Q2	22,907	287,251	689,124
Population 2023 Q1	22,907	287,226	688,424
Population 2022 Q4	22,905	288,029	689,461
Population 5 Years Forecast	24,074	292,106	701,097
Population 10 Years Forecast	24,711	295,451	709,473
Persons per Household	2.98	2.78	2.77

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	20	(<0.5%)	2,907	(1%)	15,498	(2.2%)
Transient Population - Average Last 4 Quarters					6,690	(1%)

Households

Households 2024 Q4	7,741	102,947	244,374
Households 2024 Q3	7,727	102,707	243,887
Households 2024 Q2	7,719	102,523	243,734
Households 2024 Q1	7,705	102,320	243,320
Households 2023 Q4	7,702	102,490	243,301
Households 2023 Q3	7,672	102,391	243,105
Households 2023 Q2	7,667	102,336	243,061
Households 2023 Q1	7,666	102,328	242,821
Households 2022 Q4	7,665	102,636	243,239
Households 5 Years Forecast	8,065	104,137	247,678
Households 10 Years Forecast	8,279	105,350	250,813

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Gender

Male	11,179	(48.3%)	99	137,682	(47.7%)	97	332,762	(48.1%)	98
Female	11,943	(51.7%)	101	151,125	(52.3%)	103	359,655	(51.9%)	102

Ethnicity

Black	7,937	(34.3%)	291	120,649	(41.8%)	354	289,475	(41.8%)	354
White	6,292	(27.2%)	47	61,219	(21.2%)	37	152,038	(22%)	38
Hispanic (Ethnic)	4,765	(20.6%)	106	79,402	(27.5%)	141	191,799	(27.7%)	142
Asian	2,485	(10.7%)	187	14,618	(5.1%)	88	27,793	(4%)	70
Other	1,643	(7.1%)	137	12,919	(4.5%)	86	31,312	(4.5%)	87

Household by Ethnicity

Black	2,427	(31.4%)	283	40,651	(39.5%)	356	98,070	(40.1%)	362
White	2,073	(26.8%)	43	21,093	(20.5%)	33	52,215	(21.4%)	35
Hispanic (Ethnic)	1,494	(19.3%)	127	27,400	(26.6%)	175	62,202	(25.5%)	167
Other	1,119	(14.5%)	190	9,816	(9.5%)	126	23,370	(9.6%)	126
Asian	628	(8.1%)	179	3,987	(3.9%)	85	8,517	(3.5%)	7

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	\$140,483.16	126	\$115,030.81	103	\$115,626.8	104
Average Income Per Person	\$47,062.25	109	\$41,302.1	96	\$41,118.41	95
Household Median Income	\$120,211.68	151	\$82,988.78	104	\$78,670.52	99
<\$15K	168 (2.2%)	27	7,926 (7.7%)	95	24,716 (10.1%)	125
\$15K - \$25K	180 (2.3%)	36	6,083 (5.9%)	91	15,763 (6.5%)	100
\$25K - \$35K	278 (3.6%)	53	6,483 (6.3%)	94	16,437 (6.7%)	100
\$35K - \$50K	509 (6.6%)	64	10,244 (10%)	97	24,102 (9.9%)	96
\$50K - \$75K	846 (10.9%)	69	16,332 (15.9%)	101	35,994 (14.7%)	94
\$75K - \$100K	1,119 (14.5%)	113	12,143 (11.8%)	92	30,523 (12.5%)	97
\$100K - \$150K	1,970 (25.4%)	144	18,072 (17.6%)	99	38,970 (15.9%)	90
\$150K - \$175K	711 (9.2%)	146	7,334 (7.1%)	113	14,787 (6.1%)	96
\$175K - \$200K	1,027 (13.3%)	202	7,811 (7.6%)	116	17,148 (7%)	107
\$200K - \$250K	525 (6.8%)	130	5,892 (5.7%)	110	14,527 (5.9%)	114
\$250K - \$500K	225 (2.9%)	130	2,522 (2.4%)	110	6,216 (2.5%)	114
>\$500K	183 (2.4%)	127	2,105 (2%)	110	5,191 (2.1%)	114

Disposable Households Income

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



Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$104,293.81		127	\$84,663.97		103	\$81,756		99
Household Median Disposable Income	\$98,164.6		143	\$69,932.4		102	\$66,400.81		97
<\$15K	189	(2.4%)	28	8,540	(8.3%)	95	26,404	(10.8%)	123
\$15K - \$25K	286	(3.7%)	49	7,355	(7.1%)	94	18,722	(7.7%)	101
\$25K - \$35K	369	(4.8%)	61	8,279	(8%)	102	20,610	(8.4%)	107
\$35K - \$50K	532	(6.9%)	56	11,510	(11.2%)	92	26,662	(10.9%)	90
\$50K - \$75K	1,280	(16.5%)	93	18,779	(18.2%)	103	43,250	(17.7%)	100
\$75K - \$100K	1,300	(16.8%)	118	13,423	(13%)	91	31,849	(13%)	91
\$100K - \$150K	2,297	(29.7%)	166	20,215	(19.6%)	110	41,916	(17.2%)	96
\$150K - \$175K	780	(10.1%)	165	6,923	(6.7%)	110	15,420	(6.3%)	104
\$175K - \$200K	190	(2.5%)	111	2,134	(2.1%)	94	5,261	(2.2%)	98
\$200K - \$250K	208	(2.7%)	126	2,323	(2.3%)	106	5,728	(2.3%)	110
\$250K - \$500K	285	(3.7%)	126	3,190	(3.1%)	106	7,851	(3.2%)	110
>\$500K	25	(<0.5%)	126	276	(<0.5%)	104	701	(<0.5%)	112

Discretionary Households Income

Household Average Discretionary Income	\$78,498.67		128	\$58,258.07		95	\$54,900.35		90
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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$72,430.64	142	\$46,462.42	91	\$41,163.33	8
<\$10K	194 (2.5%)	27	10,460 (10.2%)	110	34,633 (14.2%)	153
\$10K - \$20K	345 (4.5%)	42	11,980 (11.6%)	110	31,292 (12.8%)	121
\$20K - \$30K	432 (5.6%)	53	11,933 (11.6%)	110	28,853 (11.8%)	112
\$30K - \$40K	619 (8%)	8	10,938 (10.6%)	107	24,801 (10.1%)	102
\$40K - \$50K	637 (8.2%)	93	9,293 (9%)	102	21,215 (8.7%)	98
\$50K - \$75K	1,830 (23.6%)	136	17,072 (16.6%)	95	36,634 (15%)	86
\$75K - \$100K	1,319 (17%)	145	11,733 (11.4%)	97	22,892 (9.4%)	8
\$100K - \$125K	844 (10.9%)	135	8,328 (8.1%)	100	16,942 (6.9%)	86
\$125K - \$150K	1,165 (15%)	226	7,274 (7.1%)	106	15,777 (6.5%)	97
>\$150K	356 (4.6%)	7	3,936 (3.8%)	65	11,335 (4.6%)	7

Households Income by Ethnicity

Average Income - White	\$118,424.44	124	\$113,225.89	119	\$117,065.27	123
Median Income - White	\$124,233.73	143	\$114,554.55	132	\$120,186.05	138
Average Income - Black	\$128,369.21	186	\$84,824.52	123	\$76,171.53	110
Median Income - Black	\$132,609.72	239	\$73,064.15	132	\$63,965.38	115

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$130,403.33 (115)	\$114,750.71 (102)	\$117,620.16 (104)
Median Income - Asian	\$149,081.61 (130)	\$124,769.95 (109)	\$129,437.59 (113)
Average Income - Hispanic	\$105,671.82 (131)	\$90,454.2 (112)	\$87,173.51 (108)
Median Income - Hispanic	\$96,029.56 (138)	\$77,720.31 (112)	\$76,299.02 (110)
Average Income - Other	\$97,600.41 (109)	\$97,785.95 (109)	\$91,983.17 (103)
Median Income - Other	\$89,210.74 (112)	\$88,487.37 (111)	\$82,660.6 (104)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	41.77 (102)	39.85 (97)	39.04 (95)
Median Age	41.92 (104)	38.68 (96)	37.84 (94)
0-4	1,285 (5.6%) (103)	17,414 (6%) (112)	41,890 (6%) (112)
5-13	2,002 (8.7%) (84)	30,033 (10.4%) (101)	77,098 (11.1%) (108)
14-17	1,088 (4.7%) (89)	14,876 (5.2%) (97)	38,008 (5.5%) (103)
18-21	1,144 (4.9%) (90)	15,085 (5.2%) (95)	37,764 (5.5%) (99)
22-24	870 (3.8%) (91)	11,224 (3.9%) (94)	27,606 (4%) (96)
25-29	1,467 (6.3%) (107)	18,245 (6.3%) (107)	43,667 (6.3%) (106)
30-34	1,504 (6.5%) (100)	19,243 (6.7%) (102)	46,264 (6.7%) (102)

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	1 Mile		3 Mile		5 Mile	
35-39	1,470	(6.4%)	19,873	(6.9%)	47,684	(6.9%)
40-44	1,519	(6.6%)	19,905	(6.9%)	47,846	(6.9%)
45-49	1,577	(6.8%)	19,301	(6.7%)	46,562	(6.7%)
50-54	1,549	(6.7%)	18,590	(6.4%)	44,788	(6.5%)
55-59	1,702	(7.4%)	19,144	(6.6%)	44,887	(6.5%)
60-64	1,720	(7.4%)	18,955	(6.6%)	42,729	(6.2%)
65-69	1,563	(6.8%)	16,551	(5.7%)	36,761	(5.3%)
70-74	1,087	(4.7%)	12,167	(4.2%)	27,296	(3.9%)
75-79	761	(3.3%)	8,466	(2.9%)	19,433	(2.8%)
80-84	423	(1.8%)	5,214	(1.8%)	11,877	(1.7%)
85+	391	(1.7%)	4,521	(1.6%)	10,257	(1.5%)

Age - Male

Male Average Age	40.42		38.57		37.81	
Male Median Age	40.1		37.4		36.66	
0-4	658	(5.9%)	8,940	(6.5%)	21,518	(6.5%)
5-13	1,016	(9.1%)	15,143	(11%)	39,002	(11.7%)

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14-17	573	(5.1%)	93	7,482	(5.4%)	98	19,250	(5.8%)	105
18-21	608	(5.4%)	95	7,663	(5.6%)	97	19,199	(5.8%)	100
22-24	467	(4.2%)	96	5,764	(4.2%)	96	14,108	(4.2%)	97
25-29	785	(7%)	114	9,102	(6.6%)	107	21,767	(6.5%)	106
30-34	745	(6.7%)	100	9,166	(6.7%)	100	22,183	(6.7%)	100
35-39	719	(6.4%)	96	9,294	(6.8%)	101	22,504	(6.8%)	101
40-44	710	(6.4%)	98	9,339	(6.8%)	105	22,731	(6.8%)	106
45-49	714	(6.4%)	106	8,987	(6.5%)	109	22,123	(6.6%)	111
50-54	704	(6.3%)	106	8,802	(6.4%)	107	21,643	(6.5%)	109
55-59	769	(6.9%)	113	8,961	(6.5%)	107	21,266	(6.4%)	105
60-64	807	(7.2%)	115	8,910	(6.5%)	103	20,326	(6.1%)	97
65-69	752	(6.7%)	116	7,684	(5.6%)	96	16,893	(5.1%)	87
70-74	494	(4.4%)	93	5,402	(3.9%)	83	12,121	(3.6%)	7
75-79	346	(3.1%)	88	3,525	(2.6%)	73	8,141	(2.4%)	69
80-84	175	(1.6%)	75	2,059	(1.5%)	72	4,646	(1.4%)	67
85+	137	(1.2%)	83	1,459	(1.1%)	72	3,341	(1%)	68

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● 1 Mile

● 3 Mile

● 5 Mile

Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	43.04	41.02	40.18
Female Median Age	43.52	40.8	38.9
0-4	627 (5.2%)	8,474 (5.6%)	20,372 (5.7%)
5-13	986 (8.3%)	14,890 (9.9%)	38,096 (10.6%)
14-17	515 (4.3%)	7,394 (4.9%)	18,758 (5.2%)
18-21	536 (4.5%)	7,422 (4.9%)	18,565 (5.2%)
22-24	403 (3.4%)	5,460 (3.6%)	13,498 (3.8%)
25-29	682 (5.7%)	9,143 (6%)	21,900 (6.1%)
30-34	759 (6.4%)	10,077 (6.7%)	24,081 (6.7%)
35-39	751 (6.3%)	10,579 (7%)	25,180 (7%)
40-44	809 (6.8%)	10,566 (7%)	25,115 (7%)
45-49	863 (7.2%)	10,314 (6.8%)	24,439 (6.8%)
50-54	845 (7.1%)	9,788 (6.5%)	23,145 (6.4%)
55-59	933 (7.8%)	10,183 (6.7%)	23,621 (6.6%)
60-64	913 (7.6%)	10,045 (6.6%)	22,403 (6.2%)

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65-69	811	(6.8%)	108	8,867	(5.9%)	93	19,868	(5.5%)	88
70-74	593	(5%)	94	6,765	(4.5%)	85	15,175	(4.2%)	8
75-79	415	(3.5%)	84	4,941	(3.3%)	7	11,292	(3.1%)	75
80-84	248	(2.1%)	7	3,155	(2.1%)	7	7,231	(2%)	74
85+	254	(2.1%)	83	3,062	(2%)	7	6,916	(1.9%)	75

Employment by Occupation

Total Employees (16+ Years Old)	13,348			154,806			349,413		
Professional Specialty	3,176	(23.8%)	96	32,872	(21.2%)	86	74,736	(21.4%)	87
Managerial/Executive	2,407	(18%)	104	22,869	(14.8%)	85	51,449	(14.7%)	85
Office Admin	1,874	(14%)	132	19,349	(12.5%)	118	42,063	(12%)	113
Production & Transportation	1,767	(13.2%)	102	25,177	(16.3%)	126	59,739	(17.1%)	132
Sales	1,010	(7.6%)	8	12,904	(8.3%)	89	28,652	(8.2%)	88
Construction	828	(6.2%)	7	12,604	(8.1%)	102	26,445	(7.6%)	95
Healthcare support	586	(4.4%)	134	7,941	(5.1%)	156	18,851	(5.4%)	164
Food Preparation & Serving	502	(3.8%)	74	5,639	(3.6%)	71	13,413	(3.8%)	75
Building Maintenance & Cleaning	500	(3.7%)	110	6,199	(4%)	118	12,880	(3.7%)	109

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Protective	350	(2.6%)	121	5,094	(3.3%)	152	11,284	(3.2%)	149
Personal Care	323	(2.4%)	97	3,933	(2.5%)	102	9,488	(2.7%)	109
Farming, Fishing & Forestry	25	(<0.5%)	32	225	(<0.5%)	25	413	(<0.5%)	21

Employment by Industry

	1 Mile		3 Mile		5 Mile				
Total Employees (16+ Years Old)	13,348			154,806		349,413			
Educational Services	3,509	(26.3%)	112	39,708	(25.7%)	110	87,965	(25.2%)	107
Wholesale Retail	1,532	(11.5%)	87	20,529	(13.3%)	101	46,266	(13.2%)	101
Manufacturing	1,408	(10.5%)	106	10,749	(6.9%)	70	23,590	(6.8%)	68
Professional Services	1,342	(10.1%)	125	10,057	(6.5%)	8	24,151	(6.9%)	86
Transportation	1,133	(8.5%)	145	17,830	(11.5%)	197	41,537	(11.9%)	203
Financial, Insurance & Real Estate	939	(7%)	105	9,988	(6.5%)	96	22,913	(6.6%)	97
Entertainment Services	815	(6.1%)	70	9,748	(6.3%)	73	22,738	(6.5%)	75
Agriculture/Mining/Construction	788	(5.9%)	69	9,707	(6.3%)	74	21,930	(6.3%)	74
Other Professional Services	587	(4.4%)	93	6,931	(4.5%)	95	16,210	(4.6%)	99
Administrative/Waste Services	537	(4%)	96	7,996	(5.2%)	124	17,906	(5.1%)	123
Public Administration	431	(3.2%)	68	7,939	(5.1%)	107	16,792	(4.8%)	101

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Information	327	(2.4%)	131	3,449	(2.2%)	119	7,115	(2%)	109
Management Services			89	175	(<0.5%)		300	(<0.5%)	68

Language Spoken

Speak English at Home	10,823	(49.6%)	64	147,043	(54.2%)	70	372,309	(57.2%)	74
Speak Other Language at Home	7,528	(34.5%)	408	58,825	(21.7%)	256	123,116	(18.9%)	224
Speak Spanish at Home	3,486	(16%)	113	65,525	(24.1%)	171	155,102	(23.8%)	169

Ancestry

Other	9,187	(39.7%)	188	125,064	(43.3%)	205	298,060	(43%)	204
Unclassified	1,899	(8.2%)	51	28,586	(9.9%)	61	70,783	(10.2%)	63
South American	1,486	(6.4%)	515	26,277	(9.1%)	730	57,593	(8.3%)	667
South East Asian (e.g. Vietnamese)	1,462	(6.3%)	359	5,226	(1.8%)	103	7,713	(1.1%)	63
Puerto Rican	1,171	(5.1%)	180	15,479	(5.4%)	190	41,677	(6%)	214
Italian	1,161	(5%)	169	8,829	(3.1%)	103	21,696	(3.1%)	105
American	889	(3.8%)	8	7,110	(2.5%)	51	15,550	(2.2%)	47
South Central Asian (e.g. Indian)	744	(3.2%)	206	6,066	(2.1%)	134	10,549	(1.5%)	98
Central American	667	(2.9%)	173	10,578	(3.7%)	220	27,882	(4%)	242

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	● 1 Mile		● 3 Mile		● 5 Mile				
German	620	(2.7%)	34	4,293	(1.5%)	19	10,882	(1.6%)	20
Scottish/Irish	593	(2.6%)	39	6,053	(2.1%)	31	16,573	(2.4%)	36
Other Hispanic	578	(2.5%)	175	7,826	(2.7%)	189	16,164	(2.3%)	163
Polish	563	(2.4%)	159	4,015	(1.4%)	91	10,854	(1.6%)	102
Other European (e.g. Greek/Russian)	507	(2.2%)	69	5,927	(2.1%)	65	15,846	(2.3%)	72
Cuban	457	(2%)	273	5,455	(1.9%)	261	13,061	(1.9%)	260
Dominican	340	(1.5%)	231	9,030	(3.1%)	490	25,640	(3.7%)	581
British	190	(0.8%)	15	2,109	(0.7%)	14	5,872	(0.8%)	16
Chinese	131	(0.6%)	45	1,964	(0.7%)	54	5,702	(0.8%)	66
Korean	120	(0.5%)	100	843	(<0.5%)	56	2,290	(<0.5%)	64
Middle Eastern	87	(<0.5%)	61	1,294	(<0.5%)	72	2,704	(<0.5%)	63
Mexican	66	(<0.5%)	3	4,757	(1.6%)	15	9,782	(1.4%)	13
Scandinavian	51	(<0.5%)	12	425	(<0.5%)	8	1,363	(<0.5%)	10
Native American (Indian/Eskimo)	46	(<0.5%)	31	351	(<0.5%)	19	862	(<0.5%)	20
Dutch	42	(<0.5%)	30	273	(<0.5%)	16	593	(<0.5%)	14
French	32	(<0.5%)	11	415	(<0.5%)	12	1,083	(<0.5%)	13

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Japanese	16	(<0.5%)	29	133	(<0.5%)	19	307	(<0.5%)	18
Other Asian	12	(<0.5%)	12	386	(<0.5%)	31	1,232	(<0.5%)	42
Hawaiian/Pacific Islander	5	(<0.5%)	12	43	(<0.5%)	8	104	(<0.5%)	8

Education (Age 25+)

Total Educated Population	16,733			200,175			470,051		
Elementary (0 to 8 Years)	1,398	(8.4%)	175	15,217	(7.6%)	159	35,563	(7.6%)	158
Some High School (9 to 11 Years)	777	(4.6%)	74	11,769	(5.9%)	100	33,928	(7.2%)	122
High School Graduate (12 Years)	3,710	(22.2%)	85	60,476	(30.2%)	116	144,673	(30.8%)	118
Some College (13 to 16 Years)	2,641	(15.8%)	84	36,678	(18.3%)	95	82,818	(17.6%)	91
Associates Degree Only	1,278	(7.6%)	87	12,184	(6.1%)	69	29,115	(6.2%)	70
Bachelor's Degree Only	4,520	(27%)	127	40,685	(20.3%)	95	88,459	(18.8%)	88
Graduate Degree	2,409	(14.4%)	105	23,166	(11.6%)	84	55,495	(11.8%)	86

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,741	102,947	244,374
One Person Households	1,406 (18.2%)	26,456 (25.7%)	64,584 (26.4%)
Married Couple	4,475 (57.8%)	44,345 (43.1%)	97,189 (39.8%)
Male Householder	549 (7.1%)	7,343 (7.1%)	18,670 (7.6%)
Female Householder	1,081 (14%)	19,741 (19.2%)	51,715 (21.2%)
Non Family Households	230 (3%)	5,062 (4.9%)	12,216 (5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,741	102,947	244,374
1 Person Household	1,406 (18.2%)	26,456 (25.7%)	64,584 (26.4%)
2 Person Household	2,229 (28.8%)	26,735 (26%)	62,198 (25.5%)
3 Person Household	1,582 (20.4%)	19,135 (18.6%)	44,850 (18.4%)
4 Person Household	1,364 (17.6%)	16,381 (15.9%)	38,843 (15.9%)
5 Person Household	639 (8.3%)	8,178 (7.9%)	19,651 (8%)
6 Person Household	328 (4.2%)	3,681 (3.6%)	8,591 (3.5%)
7+ Person Household	193 (2.5%)	2,381 (2.3%)	5,657 (2.3%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	8,124	108,909	260,449
Owner Occupied Housing	5,936	50,855	110,433
Renter Occupied Housing	1,805	52,092	133,941
Vacant Housing	383	5,962	16,075

Housing Rent

Average Rent	\$2,059.96	\$1,642.54	\$1,625.64
Median Rent	\$2,092.2	\$1,565.72	\$1,574.32
Total Cash Rents Housing	1,762	51,145	131,542
<\$300	1 (<0.5%)	1,337 (2.6%)	4,721 (3.6%)
\$300-\$500		1,217 (2.4%)	4,611 (3.5%)
\$500-\$750	18 (1%)	1,990 (3.9%)	6,236 (4.7%)
\$750-\$1000	60 (3.4%)	3,897 (7.6%)	10,022 (7.6%)
\$1000-\$1500	250 (14.2%)	15,353 (30%)	35,101 (26.7%)
\$1500-\$2000	448 (25.4%)	13,531 (26.5%)	34,176 (26%)
\$2000-\$2500	564 (32%)	7,860 (15.4%)	21,183 (16.1%)

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				
\$2500-\$3000	345	(19.6%)	341	3,559	(7%)	121	9,125	(6.9%)	121
\$3000-\$3500	67	(3.8%)	125	1,360	(2.7%)	87	3,392	(2.6%)	85
>\$3500	9	(0.5%)	14	1,041	(2%)	56	2,975	(2.3%)	62

Value of Owner-Occupied Housing Units

Average House Value	\$591,418.29	113	\$594,688.71	114	\$662,127.39	127			
Median House Value	\$588,993.39	155	\$550,841.83	145	\$575,729.93	151			
Owner Occupied Housing	5,936		50,855		110,433				
<\$100K	62	(1%)	12	1,167	(2.3%)	27	2,921	(2.6%)	31
\$100K - \$200K				754	(1.5%)	11	2,360	(2.1%)	16
\$200K - \$300K	187	(3.2%)	19	3,311	(6.5%)	40	7,843	(7.1%)	44
\$300K - \$400K	353	(5.9%)	41	6,661	(13.1%)	90	14,164	(12.8%)	88
\$400K - \$500K	1,344	(22.6%)	197	9,941	(19.5%)	170	17,844	(16.2%)	140
\$500K - \$1000K	3,866	(65.1%)	263	25,009	(49.2%)	199	50,412	(45.6%)	185
>\$1000K	124	(2.1%)	19	4,012	(7.9%)	72	14,889	(13.5%)	123

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



Benchmark: Nationwide



Poverty

Households in Poverty	424	(5.5%)	43	12,818	(12.5%)	98	38,283	(15.7%)	124
Households Above Poverty	7,317	(94.5%)	108	90,129	(87.5%)	100	206,091	(84.3%)	97
Households in Poverty (Married)	235	(3%)	139	1,842	(1.8%)	8	4,596	(1.9%)	86
Households in Poverty (Male Householder)				942	(0.9%)	143	2,569	(1.1%)	165
Households in Poverty (Female Householder)	48	(0.6%)	21	3,258	(3.2%)	107	11,286	(4.6%)	156
Households in Poverty (Non-Family)	130	(1.7%)	27	6,214	(6%)	96	18,399	(7.5%)	120
Households in Poverty (Non-Family Student)	11	(<0.5%)	23	562	(0.5%)	88	1,433	(0.6%)	94

Wealth per Household

Household Average Wealth	\$262,801.96		109	\$229,330.48		95	\$223,216		92
Household Median Wealth	\$96,634.29		119	\$69,751.29		86	\$64,363.72		7
<\$0K	1,249	(16.1%)	93	18,943	(18.4%)	106	46,132	(18.9%)	109
\$0K - \$5K	577	(7.5%)	87	9,729	(9.5%)	110	24,045	(9.8%)	115
\$5K - \$10K	316	(4.1%)	90	5,025	(4.9%)	107	12,285	(5%)	110
\$10K - \$25K	465	(6%)	95	6,730	(6.5%)	103	16,190	(6.6%)	104
\$25K - \$50K	522	(6.7%)	99	6,982	(6.8%)	100	16,563	(6.8%)	100

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



Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
\$50K - \$100K	795	(10.3%)	101	10,289	(10%)	98	24,269	(9.9%)	97
\$100K - \$250K	1,444	(18.7%)	103	17,917	(17.4%)	96	41,859	(17.1%)	95
\$250K - \$500K	1,092	(14.1%)	107	12,915	(12.5%)	95	29,896	(12.2%)	93
>\$500K	1,281	(16.5%)	111	14,417	(14%)	94	33,135	(13.6%)	91

Vehicles per Household

Total Number of Vehicles	15,738			153,604			337,705		
Average Number of Vehicles	2.03		111	1.49		8	1.38		7
No Vehicles	317	(4.1%)	50	16,797	(16.3%)	197	48,723	(19.9%)	241
1 Vehicle	2,131	(27.5%)	84	39,244	(38.1%)	116	94,659	(38.7%)	118
2 Vehicles	3,068	(39.6%)	107	31,798	(30.9%)	84	70,348	(28.8%)	7
3 or more Vehicles	2,225	(28.7%)	130	15,108	(14.7%)	67	30,644	(12.5%)	57

Population Change

Births	247			3,349			8,094		
Deaths	163			1,821			4,135		
Migration	24			-236			-978		

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	685	6,500	16,405
Total Employees	8,558	76,462	257,319

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