



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	26,380		172,446		507,590	
Households	9,604		62,205		189,097	
Persons per Household	2.73	107	2.75	108	2.66	104
Household Median Income	\$115,198.51	145	\$125,923.08	158	\$119,059.64	150
Household Median Disposable Income	\$93,763.08	137	\$102,543.43	149	\$97,132.46	142
Household Median Discretionary Income	\$71,940.49	141	\$81,418.72	160	\$75,111.44	147
Average Income Per Person	\$49,948.24	116	\$59,033.19	137	\$62,610.82	145
Median Rent	\$2,070.5	147	\$2,011.23	143	\$1,940.47	138
Median House Value	\$650,097.15	171	\$718,204.79	189	\$749,898.62	197
Households in Poverty	1,025 (10.7%)	84	4,850 (7.8%)	62	16,611 (8.8%)	69
Household Median Wealth	\$90,495.49	112	\$97,230.85	120	\$92,825.82	114
Average Age	39.03	95	39.96	98	40.11	98
Median Age	38.15	95	38.86	97	38.86	97
Households with Children	2,917 (30.4%)	113	18,957 (30.5%)	114	56,714 (30%)	112
High School Graduate or Higher	16,505 (89%)	100	107,250 (89.4%)	100	309,804 (87.7%)	98

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	10,004	(53.9%)	154	69,716	(58.1%)	166	203,921	(57.7%)	165
Pop density (per sq mi)	8,284		6,249		6,411				
Area (based on blockgroups)	3		28		79				

Population

Population 2024 Q4	26,380		172,446		507,590	
Population 2024 Q3	26,385		172,180		506,212	
Population 2024 Q2	26,376		171,794		506,003	
Population 2024 Q1	26,286		171,509		504,060	
Population 2023 Q4	26,218		170,949		502,957	
Population 2023 Q3	26,209		170,659		502,123	
Population 2023 Q2	26,237		170,707		503,089	
Population 2023 Q1	26,288		170,874		502,894	
Population 2022 Q4	26,288		170,776		502,460	
Population 5 Years Forecast	26,402		176,630		524,448	
Population 10 Years Forecast	26,928		182,364		543,692	
Persons per Household	2.73	107	2.75	108	2.66	104

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	1 Mile			3 Mile			5 Mile		
Group Quarters	147	(0.6%)	24	1,095	(0.6%)	27	4,662	(0.9%)	39
Transient Population - Average Last 4 Quarters				355	(<0.5%)	16	4,688	(0.9%)	71

Households

Households 2024 Q4	9,604		62,205		189,097
Households 2024 Q3	9,599		62,029		188,330
Households 2024 Q2	9,595		61,880		188,324
Households 2024 Q1	9,553		61,768		187,451
Households 2023 Q4	9,528		61,591		187,001
Households 2023 Q3	9,527		61,366		186,453
Households 2023 Q2	9,536		61,383		186,837
Households 2023 Q1	9,553		61,459		186,770
Households 2022 Q4	9,554		61,420		186,543
Households 5 Years Forecast	9,619		64,010		197,035
Households 10 Years Forecast	9,814		66,252		205,218

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Gender

Male	12,766	(48.4%)	99	83,434	(48.4%)	99	244,897	(48.2%)	98
Female	13,614	(51.6%)	101	89,012	(51.6%)	101	262,693	(51.8%)	102

Ethnicity

White	8,685	(32.9%)	57	70,144	(40.7%)	70	190,205	(37.5%)	65
Hispanic (Ethnic)	7,793	(29.5%)	151	45,745	(26.5%)	36	131,795	(26%)	33
Black	5,927	(22.5%)	190	32,247	(18.7%)	159	109,164	(21.5%)	182
Asian	2,686	(10.2%)	177	14,709	(8.5%)	148	49,294	(9.7%)	169
Other	1,289	(4.9%)	94	9,601	(5.6%)	107	27,132	(5.3%)	103

Household by Ethnicity

White	3,404	(35.4%)	58	27,055	(43.5%)	71	76,484	(40.4%)	66
Black	2,305	(24%)	217	12,393	(19.9%)	180	41,152	(21.8%)	196
Hispanic (Ethnic)	2,093	(21.8%)	143	11,704	(18.8%)	124	35,878	(19%)	125
Other	1,148	(12%)	157	6,773	(10.9%)	143	19,373	(10.2%)	135
Asian	654	(6.8%)	150	4,280	(6.9%)	152	16,210	(8.6%)	189

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 Income	\$136,390.48	123	\$162,659.16	146	\$166,792.55	150
Average Income Per Person	\$49,948.24	116	\$59,033.19	137	\$62,610.82	145
Household Median Income	\$115,198.51	145	\$125,923.08	158	\$119,059.64	150
<\$15K	621 (6.5%)	8	2,998 (4.8%)	60	10,194 (5.4%)	67
\$15K - \$25K	271 (2.8%)	44	2,279 (3.7%)	57	6,810 (3.6%)	56
\$25K - \$35K	215 (2.2%)	33	2,066 (3.3%)	49	7,605 (4%)	60
\$35K - \$50K	638 (6.6%)	65	3,831 (6.2%)	60	12,816 (6.8%)	66
\$50K - \$75K	1,128 (11.7%)	75	7,131 (11.5%)	75	22,396 (11.8%)	75
\$75K - \$100K	1,242 (12.9%)	101	6,394 (10.3%)	80	20,558 (10.9%)	85
\$100K - \$150K	2,101 (21.9%)	124	11,633 (18.7%)	106	33,634 (17.8%)	100
\$150K - \$175K	914 (9.5%)	152	5,350 (8.6%)	137	15,524 (8.2%)	131
\$175K - \$200K	1,234 (12.8%)	196	7,446 (12%)	182	25,887 (13.7%)	209
\$200K - \$250K	694 (7.2%)	139	7,317 (11.8%)	226	18,851 (10%)	191
\$250K - \$500K	298 (3.1%)	139	3,139 (5%)	226	8,074 (4.3%)	191
>\$500K	248 (2.6%)	138	2,621 (4.2%)	226	6,748 (3.6%)	191

Disposable Households Income

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



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Household Average Disposable Income	\$101,443.04	123	\$111,165.94	135	\$106,573.53	129
Household Median Disposable Income	\$93,763.08	137	\$102,543.43	149	\$97,132.46	142
<\$15K	639 (6.7%)	76	3,201 (5.1%)	59	10,795 (5.7%)	65
\$15K - \$25K	277 (2.9%)	38	2,619 (4.2%)	55	8,087 (4.3%)	56
\$25K - \$35K	407 (4.2%)	54	2,749 (4.4%)	56	9,845 (5.2%)	66
\$35K - \$50K	700 (7.3%)	60	5,165 (8.3%)	68	16,451 (8.7%)	71
\$50K - \$75K	1,597 (16.6%)	94	8,454 (13.6%)	71	27,004 (14.3%)	80
\$75K - \$100K	1,518 (15.8%)	111	8,155 (13.1%)	92	24,975 (13.2%)	93
\$100K - \$150K	2,627 (27.4%)	153	14,764 (23.7%)	132	43,275 (22.9%)	128
\$150K - \$175K	906 (9.4%)	155	7,215 (11.6%)	190	23,075 (12.2%)	200
\$175K - \$200K	255 (2.7%)	121	2,676 (4.3%)	195	6,980 (3.7%)	168
\$200K - \$250K	272 (2.8%)	132	2,902 (4.7%)	218	7,483 (4%)	185
\$250K - \$500K	372 (3.9%)	132	3,960 (6.4%)	217	10,232 (5.4%)	185
>\$500K	34 (<0.5%)	138	345 (0.6%)	216	895 (<0.5%)	184

Discretionary Households Income

Household Average Discretionary Income	\$78,629.78	128	\$87,217.96	142	\$82,907.52	135
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Household Median Discretionary Income	\$71,940.49	141	\$81,418.72	160	\$75,111.44	147
<\$10K	538 (5.6%)	60	2,796 (4.5%)	49	10,193 (5.4%)	58
\$10K - \$20K	413 (4.3%)	41	3,456 (5.6%)	52	12,255 (6.5%)	61
\$20K - \$30K	656 (6.8%)	65	3,547 (5.7%)	54	13,804 (7.3%)	69
\$30K - \$40K	678 (7.1%)	71	4,670 (7.5%)	76	14,205 (7.5%)	76
\$40K - \$50K	789 (8.2%)	93	4,543 (7.3%)	89	14,278 (7.6%)	85
\$50K - \$75K	1,966 (20.5%)	118	9,943 (16%)	92	29,697 (15.7%)	90
\$75K - \$100K	1,326 (13.8%)	118	7,998 (12.9%)	110	23,094 (12.2%)	104
\$100K - \$125K	1,429 (14.9%)	184	7,755 (12.5%)	154	21,101 (11.2%)	138
\$125K - \$150K	1,028 (10.7%)	161	8,411 (13.5%)	203	27,733 (14.7%)	221
>\$150K	781 (8.1%)	138	9,086 (14.6%)	247	22,737 (12%)	203

Households Income by Ethnicity

Average Income - White	\$129,524.09	136	\$138,327.61	145	\$135,367.14	142
Median Income - White	\$150,853.87	174	\$162,571.62	187	\$158,780.53	183
Average Income - Black	\$97,176.26	141	\$95,312.46	138	\$94,079.85	136
Median Income - Black	\$94,504.25	171	\$86,785.69	157	\$84,596.69	153

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$119,968.64 (106)	\$120,536.37 (107)	\$116,071.91 (103)
Median Income - Asian	\$117,044.78 (102)	\$128,545.09 (112)	\$119,094.78 (104)
Average Income - Hispanic	\$106,809.81 (132)	\$108,195.92 (134)	\$102,456.02 (127)
Median Income - Hispanic	\$102,561.37 (147)	\$106,871.69 (154)	\$97,391.87 (140)
Average Income - Other	\$107,202.57 (120)	\$114,056.09 (127)	\$112,100.91 (125)
Median Income - Other	\$101,714.22 (128)	\$112,089.93 (141)	\$110,932.56 (139)

Age

	1 Mile	3 Mile	5 Mile
Average Age	39.03 (95)	39.96 (98)	40.11 (98)
Median Age	38.15 (95)	38.86 (97)	38.86 (97)
0-4	1,691 (6.4%) (119)	10,210 (5.9%) (110)	29,862 (5.9%) (109)
5-13	2,963 (11.2%) (109)	19,146 (11.1%) (108)	56,088 (11%) (107)
14-17	1,190 (4.5%) (85)	8,655 (5%) (94)	25,668 (5.1%) (95)
18-21	1,144 (4.3%) (77)	8,390 (4.9%) (88)	24,833 (4.9%) (89)
22-24	847 (3.2%) (77)	6,057 (3.5%) (85)	18,011 (3.5%) (85)
25-29	1,512 (5.7%) (97)	9,848 (5.7%) (96)	28,868 (5.7%) (96)
30-34	2,021 (7.7%) (117)	11,385 (6.6%) (101)	33,749 (6.6%) (102)

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	1 Mile		3 Mile		5 Mile	
35-39	2,315	(8.8%)	12,981	(7.5%)	38,030	(7.5%)
40-44	2,193	(8.3%)	13,117	(7.6%)	38,405	(7.6%)
45-49	1,819	(6.9%)	11,697	(6.8%)	34,723	(6.8%)
50-54	1,675	(6.3%)	10,904	(6.3%)	31,826	(6.3%)
55-59	1,637	(6.2%)	10,675	(6.2%)	30,177	(5.9%)
60-64	1,535	(5.8%)	10,331	(6%)	29,436	(5.8%)
65-69	1,335	(5.1%)	9,501	(5.5%)	27,170	(5.4%)
70-74	1,058	(4%)	7,849	(4.6%)	23,037	(4.5%)
75-79	770	(2.9%)	5,633	(3.3%)	17,222	(3.4%)
80-84	390	(1.5%)	3,263	(1.9%)	10,558	(2.1%)
85+	285	(1.1%)	2,804	(1.6%)	9,927	(2%)

Age - Male

Male Average Age	37.91		38.75		38.72	
Male Median Age	37.25		37.86		37.67	
0-4	869	(6.8%)	5,247	(6.3%)	15,302	(6.2%)
5-13	1,508	(11.8%)	9,809	(11.8%)	28,734	(11.7%)

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	1 Mile			3 Mile			5 Mile		
14-17	596	(4.7%)	85	4,438	(5.3%)	96	13,200	(5.4%)	98
18-21	589	(4.6%)	8	4,282	(5.1%)	89	12,865	(5.3%)	91
22-24	448	(3.5%)	8	3,075	(3.7%)	85	9,400	(3.8%)	88
25-29	760	(6%)	96	4,904	(5.9%)	95	14,481	(5.9%)	96
30-34	976	(7.6%)	114	5,464	(6.5%)	98	16,215	(6.6%)	99
35-39	1,134	(8.9%)	133	6,284	(7.5%)	113	18,378	(7.5%)	112
40-44	1,062	(8.3%)	129	6,488	(7.8%)	121	18,630	(7.6%)	118
45-49	850	(6.7%)	111	5,616	(6.7%)	112	16,658	(6.8%)	113
50-54	776	(6.1%)	102	5,226	(6.3%)	105	15,362	(6.3%)	105
55-59	797	(6.2%)	102	5,047	(6%)	99	14,271	(5.8%)	96
60-64	720	(5.6%)	90	4,846	(5.8%)	92	13,808	(5.6%)	90
65-69	640	(5%)	86	4,380	(5.2%)	90	12,476	(5.1%)	88
70-74	459	(3.6%)	76	3,530	(4.2%)	89	10,116	(4.1%)	87
75-79	330	(2.6%)	73	2,444	(2.9%)	83	7,358	(3%)	85
80-84	149	(1.2%)	56	1,359	(1.6%)	74	4,270	(1.7%)	84
85+	103	(0.8%)	55	995	(1.2%)	8	3,373	(1.4%)	93

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	40.07 (95)	41.08 (98)	41.42 (99)
Female Median Age	40.01 (97)	40.81 (99)	40.97 (99)
0-4	822 (6%) (117)	4,963 (5.6%) (108)	14,560 (5.5%) (107)
5-13	1,455 (10.7%) (108)	9,337 (10.5%) (106)	27,354 (10.4%) (105)
14-17	594 (4.4%) (85)	4,217 (4.7%) (93)	12,468 (4.7%) (93)
18-21	555 (4.1%) (71)	4,108 (4.6%) (88)	11,968 (4.6%) (86)
22-24	399 (2.9%) (74)	2,982 (3.4%) (85)	8,611 (3.3%) (83)
25-29	752 (5.5%) (97)	4,944 (5.6%) (98)	14,387 (5.5%) (96)
30-34	1,045 (7.7%) (120)	5,921 (6.7%) (104)	17,534 (6.7%) (105)
35-39	1,181 (8.7%) (133)	6,697 (7.5%) (115)	19,652 (7.5%) (115)
40-44	1,131 (8.3%) (131)	6,629 (7.4%) (117)	19,775 (7.5%) (118)
45-49	969 (7.1%) (119)	6,081 (6.8%) (114)	18,065 (6.9%) (115)
50-54	899 (6.6%) (111)	5,678 (6.4%) (107)	16,464 (6.3%) (105)
55-59	840 (6.2%) (100)	5,628 (6.3%) (102)	15,906 (6.1%) (98)
60-64	815 (6%) (92)	5,485 (6.2%) (94)	15,628 (5.9%) (91)

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65-69	695	(5.1%)	5,121	(5.8%)	14,694	(5.6%)
70-74	599	(4.4%)	4,319	(4.9%)	12,921	(4.9%)
75-79	440	(3.2%)	3,189	(3.6%)	9,864	(3.8%)
80-84	241	(1.8%)	1,904	(2.1%)	6,288	(2.4%)
85+	182	(1.3%)	1,809	(2%)	6,554	(2.5%)

Employment by Occupation

Total Employees (16+ Years Old)	14,848		98,171		284,645	
Professional Specialty	5,593	(37.7%)	36,338	(37%)	103,778	(36.5%)
Managerial/Executive	3,014	(20.3%)	21,606	(22%)	61,522	(21.6%)
Building Maintenance & Cleaning	1,148	(7.7%)	4,772	(4.9%)	12,754	(4.5%)
Office Admin	1,133	(7.6%)	7,160	(7.3%)	18,521	(6.5%)
Construction	891	(6%)	6,426	(6.5%)	23,678	(8.3%)
Sales	874	(5.9%)	6,493	(6.6%)	17,880	(6.3%)
Production & Transportation	853	(5.7%)	5,206	(5.3%)	15,813	(5.6%)
Food Preparation & Serving	496	(3.3%)	3,973	(4%)	11,428	(4%)
Personal Care	404	(2.7%)	3,073	(3.1%)	8,052	(2.8%)

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Healthcare support	281	(1.9%)	58	1,812	(1.8%)	56	7,107	(2.5%)	74
Protective	158	(1.1%)	49	1,232	(1.3%)	58	3,864	(1.4%)	63
Farming, Fishing & Forestry	3	(<0.5%)	4	80	(<0.5%)	14	248	(<0.5%)	15

Employment by Industry

Total Employees (16+ Years Old)	14,848			98,171			284,645		
Educational Services	3,043	(20.5%)	87	20,850	(21.2%)	91	60,765	(21.3%)	91
Professional Services	2,418	(16.3%)	202	16,939	(17.3%)	214	49,741	(17.5%)	217
Public Administration	1,976	(13.3%)	278	11,370	(11.6%)	242	31,869	(11.2%)	234
Wholesale Retail	1,209	(8.1%)	62	7,449	(7.6%)	58	21,483	(7.5%)	57
Administrative/Waste Services	1,173	(7.9%)	189	5,061	(5.2%)	123	14,035	(4.9%)	118
Agriculture/Mining/Construction	1,154	(7.8%)	91	6,591	(6.7%)	74	24,303	(8.5%)	100
Entertainment Services	1,103	(7.4%)	86	8,356	(8.5%)	98	23,044	(8.1%)	93
Other Professional Services	843	(5.7%)	121	8,330	(8.5%)	180	22,064	(7.8%)	165
Financial, Insurance & Real Estate	692	(4.7%)	69	5,273	(5.4%)	84	15,356	(5.4%)	84
Information	450	(3%)	163	2,497	(2.5%)	136	6,336	(2.2%)	119
Manufacturing	414	(2.8%)	28	2,196	(2.2%)	23	6,304	(2.2%)	22

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Transportation	350	(2.4%)	40	3,135	(3.2%)	55	9,027	(3.2%)	54
Management Services	23	(<0.5%)	123	124	(<0.5%)	100	318	(<0.5%)	88

Language Spoken

Speak English at Home	13,350	(54.1%)	70	95,112	(58.6%)	76	265,400	(55.6%)	72
Speak Spanish at Home	5,769	(23.4%)	165	36,703	(22.6%)	160	110,486	(23.1%)	164
Speak Other Language at Home	5,570	(22.6%)	267	30,421	(18.8%)	222	101,842	(21.3%)	252

Ancestry

Other	8,345	(31.6%)	150	49,732	(28.8%)	137	154,885	(30.5%)	145
Central American	4,375	(16.6%)	997	25,745	(14.9%)	897	78,174	(15.4%)	926
Unclassified	2,070	(7.8%)	48	15,608	(9.1%)	56	43,807	(8.6%)	53
South American	1,259	(4.8%)	383	7,286	(4.2%)	339	19,912	(3.9%)	315
Other European (e.g. Greek/Russian)	1,091	(4.1%)	131	9,101	(5.3%)	167	26,452	(5.2%)	165
Scottish/Irish	1,008	(3.8%)	57	9,343	(5.4%)	8	24,733	(4.9%)	73
German	978	(3.7%)	48	7,167	(4.2%)	53	18,367	(3.6%)	46
South Central Asian (e.g. Indian)	784	(3%)	190	3,259	(1.9%)	121	12,420	(2.4%)	157
South East Asian (e.g. Vietnamese)	781	(3%)	168	5,140	(3%)	169	14,620	(2.9%)	164

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
British	757	(2.9%)	54	6,671	(3.9%)	73	17,579	(3.5%)	65
Other Hispanic	707	(2.7%)	187	5,465	(3.2%)	221	13,871	(2.7%)	191
Puerto Rican	678	(2.6%)	91	2,239	(1.3%)	46	4,428	(0.9%)	31
Chinese	672	(2.5%)	204	2,974	(1.7%)	138	10,318	(2%)	163
Mexican	540	(2%)	19	2,928	(1.7%)	15	9,181	(1.8%)	16
American	439	(1.7%)	35	3,222	(1.9%)	39	8,609	(1.7%)	35
Italian	364	(1.4%)	46	3,486	(2%)	68	9,256	(1.8%)	61
Scandinavian	231	(0.9%)	46	1,967	(1.1%)	60	5,047	(1%)	52
Polish	220	(0.8%)	54	2,146	(1.2%)	8	5,614	(1.1%)	72
Dominican	192	(0.7%)	114	1,438	(0.8%)	131	4,220	(0.8%)	130
Middle Eastern	180	(0.7%)	110	1,627	(0.9%)	152	6,153	(1.2%)	195
Other Asian	178	(0.7%)	158	1,858	(1.1%)	252	4,131	(0.8%)	191
Korean	169	(0.6%)	124	1,027	(0.6%)	115	5,343	(1.1%)	203
French	151	(0.6%)	46	1,200	(0.7%)	56	3,736	(0.7%)	59
Japanese	102	(<0.5%)	161	451	(<0.5%)	109	2,462	(<0.5%)	202
Cuban	42	(<0.5%)	22	644	(<0.5%)	52	2,009	(<0.5%)	55

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%)	17	192	(<0.5%)	18	642	(<0.5%)	20
Dutch	27	(<0.5%)	17	464	(<0.5%)	45	1,424	(<0.5%)	46
Hawaiian/Pacific Islander	11	(<0.5%)	23	66	(<0.5%)	21	197	(<0.5%)	22

Education (Age 25+)

Total Educated Population	18,545			119,988			353,128		
Elementary (0 to 8 Years)	1,188	(6.4%)	134	8,043	(6.7%)	140	28,564	(8.1%)	169
Some High School (9 to 11 Years)	852	(4.6%)	74	4,695	(3.9%)	66	14,760	(4.2%)	71
High School Graduate (12 Years)	2,511	(13.5%)	52	16,642	(13.9%)	53	49,668	(14.1%)	54
Some College (13 to 16 Years)	3,239	(17.5%)	90	14,888	(12.4%)	64	38,415	(10.9%)	56
Associates Degree Only	751	(4%)	46	6,004	(5%)	57	17,800	(5%)	57
Bachelor's Degree Only	4,809	(25.9%)	122	30,842	(25.7%)	121	86,595	(24.5%)	115
Graduate Degree	5,195	(28%)	204	38,874	(32.4%)	236	117,326	(33.2%)	242

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	9,604	62,205	189,097
One Person Households	2,854 (29.7%) 108	16,581 (26.7%) 97	54,758 (29%) 105
Married Couple	4,200 (43.7%) 91	30,571 (49.1%) 103	87,440 (46.2%) 97
Male Householder	463 (4.8%) 95	2,931 (4.7%) 93	9,914 (5.2%) 103
Female Householder	1,316 (13.7%) 110	7,033 (11.3%) 91	22,146 (11.7%) 94
Non Family Households	771 (8%) 113	5,089 (8.2%) 116	14,839 (7.8%) 111

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	9,604	62,205	189,097
1 Person Household	2,854 (29.7%) 108	16,581 (26.7%) 97	54,758 (29%) 105
2 Person Household	2,672 (27.8%) 85	17,889 (28.8%) 87	53,627 (28.4%) 86
3 Person Household	1,518 (15.8%) 101	10,214 (16.4%) 105	29,568 (15.6%) 100
4 Person Household	1,326 (13.8%) 105	9,365 (15.1%) 115	27,388 (14.5%) 110
5 Person Household	668 (7%) 110	4,373 (7%) 111	13,024 (6.9%) 109
6 Person Household	295 (3.1%) 113	2,000 (3.2%) 118	5,868 (3.1%) 114
7+ Person Household	271 (2.8%) 155	1,783 (2.9%) 158	4,864 (2.6%) 142

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



Benchmark: Nationwide



Housing Units

Total Housing Units	10,006	64,906	198,642
Owner Occupied Housing	5,805	38,882	107,320
Renter Occupied Housing	3,799	23,323	81,777
Vacant Housing	402	2,701	9,545

Housing Rent

Average Rent	\$2,036.89	132	\$2,084.64	135	\$2,045.07	133
Median Rent	\$2,070.5	147	\$2,011.23	143	\$1,940.47	138
Total Cash Rents Housing	3,700	22,635	79,917			
<\$300	169 (4.6%)	163	453 (2%)	71	1,078 (1.3%)	48
\$300-\$500	126 (3.4%)	88	317 (1.4%)	36	818 (1%)	26
\$500-\$750	84 (2.3%)	26	337 (1.5%)	17	1,180 (1.5%)	17
\$750-\$1000	56 (1.5%)	12	372 (1.6%)	13	2,291 (2.9%)	22
\$1000-\$1500	376 (10.2%)	39	2,817 (12.4%)	47	12,799 (16%)	61
\$1500-\$2000	920 (24.9%)	118	6,899 (30.5%)	145	24,738 (31%)	147
\$2000-\$2500	844 (22.8%)	195	5,452 (24.1%)	206	17,646 (22.1%)	189

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	717	(19.4%)	337	3,113	(13.8%)	239	9,208	(11.5%)	200
\$3000-\$3500	243	(6.6%)	216	1,497	(6.6%)	217	4,414	(5.5%)	182
>\$3500	165	(4.5%)	122	1,378	(6.1%)	167	5,745	(7.2%)	197

Value of Owner-Occupied Housing Units

Average House Value	\$658,172.31	126	\$784,172.23	150	\$883,244.76	169			
Median House Value	\$650,097.15	171	\$718,204.79	189	\$749,898.62	197			
Owner Occupied Housing	5,805		38,882		107,320				
<\$100K	40	(0.7%)	8	395	(1%)	12	1,626	(1.5%)	18
\$100K - \$200K	88	(1.5%)	11	462	(1.2%)	9	2,149	(2%)	15
\$200K - \$300K	236	(4.1%)	25	1,242	(3.2%)	20	3,927	(3.7%)	23
\$300K - \$400K	415	(7.1%)	49	2,145	(5.5%)	38	6,651	(6.2%)	43
\$400K - \$500K	733	(12.6%)	110	3,791	(9.8%)	85	9,722	(9.1%)	7
\$500K - \$1000K	3,833	(66%)	267	22,927	(59%)	238	52,551	(49%)	198
>\$1000K	460	(7.9%)	73	7,920	(20.4%)	187	30,694	(28.6%)	262

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



Benchmark: Nationwide



Poverty

Households in Poverty	1,025	(10.7%)	84	4,850	(7.8%)	62	16,611	(8.8%)	69
Households Above Poverty	8,579	(89.3%)	102	57,355	(92.2%)	106	172,486	(91.2%)	104
Households in Poverty (Married)	109	(1.1%)	52	842	(1.4%)	62	2,912	(1.5%)	71
Households in Poverty (Male Householder)	18	(<0.5%)	29	240	(<0.5%)	60	666	(<0.5%)	55
Households in Poverty (Female Householder)	214	(2.2%)	75	1,089	(1.8%)	59	4,004	(2.1%)	72
Households in Poverty (Non-Family)	640	(6.7%)	106	2,515	(4%)	64	8,424	(4.5%)	71
Households in Poverty (Non-Family Student)	44	(<0.5%)	74	164	(<0.5%)	42	605	(<0.5%)	51

Wealth per Household

Household Average Wealth	\$260,325.39	108	\$269,448.52	111	\$264,423.18	109			
Household Median Wealth	\$90,495.49	112	\$97,230.85	120	\$92,825.82	114			
<\$0K	1,635	(17%)	98	10,256	(16.5%)	95	31,866	(16.9%)	97
\$0K - \$5K	763	(7.9%)	93	4,723	(7.6%)	89	15,002	(7.9%)	93
\$5K - \$10K	414	(4.3%)	95	2,587	(4.2%)	91	8,116	(4.3%)	94
\$10K - \$25K	588	(6.1%)	96	3,717	(6%)	94	11,466	(6.1%)	95
\$25K - \$50K	635	(6.6%)	97	4,061	(6.5%)	96	12,334	(6.5%)	96

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	947	(9.9%)	97	6,096	(9.8%)	96	18,405	(9.7%)	95
\$100K - \$250K	1,713	(17.8%)	99	11,236	(18.1%)	100	33,704	(17.8%)	99
\$250K - \$500K	1,310	(13.6%)	103	8,704	(14%)	106	25,988	(13.7%)	104
>\$500K	1,599	(16.6%)	112	10,825	(17.4%)	117	32,216	(17%)	115

Vehicles per Household

Total Number of Vehicles	14,892			104,338			296,362		
Average Number of Vehicles	1.55		85	1.68		92	1.57		86
No Vehicles	1,322	(13.8%)	166	6,300	(10.1%)	122	22,144	(11.7%)	142
1 Vehicle	3,609	(37.6%)	115	22,857	(36.7%)	112	75,870	(40.1%)	122
2 Vehicles	3,294	(34.3%)	93	22,328	(35.9%)	97	63,473	(33.6%)	91
3 or more Vehicles	1,379	(14.4%)	65	10,720	(17.2%)	74	27,610	(14.6%)	66

Population Change

Births	293			1,855			5,350		
Deaths	163			1,245			3,865		
Migration	52			983			3,418		

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	937	5,576	17,788
Total Employees	7,445	57,593	226,816

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