



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

1 Mile

3 Mile

5 Mile

## Overview

Population	30,450		192,480		467,678	
Households	11,227		70,016		185,744	
Persons per Household	2.71	106	2.73	107	2.49	98
Household Median Income	\$82,454.26	104	\$84,974.43	107	\$95,811.19	120
Household Median Disposable Income	\$69,591.1	101	\$71,672.75	104	\$79,838.2	116
Household Median Discretionary Income	\$44,698.34	88	\$46,658.82	92	\$54,900.51	108
Average Income Per Person	\$38,604.86	90	\$40,206.72	93	\$51,690.26	120
Median Rent	\$2,115.6	150	\$2,024.23	144	\$2,094.81	149
Median House Value	\$707,490.97	186	\$735,742.94	193	\$776,333.49	204
Households in Poverty	1,488 (13.3%)	105	10,047 (14.3%)	113	25,692 (13.8%)	109
Household Median Wealth	\$61,202.81	75	\$61,530.46	76	\$68,177.44	84
Average Age	39.25	96	39.28	96	39.23	96
Median Age	37.69	94	37.59	94	37.12	92
Households with Children	3,341 (29.8%)	111	19,803 (28.3%)	106	44,047 (23.7%)	88
High School Graduate or Higher	17,237 (79.3%)	89	110,838 (81%)	91	286,108 (84.4%)	94

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	5,063 (23.3%) 	37,539 (27.4%) 	134,513 (39.7%) 
Pop density (per sq mi)	12,822	12,127	10,540
Area (based on blockgroups)	2	16	44

## Population

Population 2024 Q4	30,450	192,480	467,678
Population 2024 Q3	30,401	193,419	468,845
Population 2024 Q2	29,915	192,387	467,471
Population 2024 Q1	31,055	193,436	468,158
Population 2023 Q4	31,169	193,270	465,867
Population 2023 Q3	31,198	193,029	465,154
Population 2023 Q2	31,207	193,167	465,002
Population 2023 Q1	31,198	193,040	464,481
Population 2022 Q4	31,014	192,811	463,560
Population 5 Years Forecast	30,874	193,690	475,524
Population 10 Years Forecast	31,205	194,996	481,339
Persons per Household	2.71 	2.73 	2.49 

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



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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	54	(<0.5%) 	1,447	(0.8%) 	4,720	(1%) 
Transient Population - Average Last 4 Quarters	311	(1%) 	1,536	(0.8%) 	8,306	(1.8%) 

## Households

Households 2024 Q4	11,227	70,016	185,744
Households 2024 Q3	11,204	70,357	186,133
Households 2024 Q2	11,009	69,943	185,533
Households 2024 Q1	11,451	70,379	185,787
Households 2023 Q4	11,475	70,311	184,439
Households 2023 Q3	11,483	70,220	184,127
Households 2023 Q2	11,484	70,266	183,995
Households 2023 Q1	11,482	70,218	183,770
Households 2022 Q4	11,419	70,134	183,348
Households 5 Years Forecast	11,400	70,476	190,023
Households 10 Years Forecast	11,527	70,961	193,014

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# Audience Profile

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Benchmark: Nationwide



## Gender

Male	15,220	(50%)	102	95,023	(49.4%)	101	230,231	(49.2%)	100
Female	15,230	(50%)	98	97,457	(50.6%)	99	237,447	(50.8%)	100

## Ethnicity

Hispanic (Ethnic)	13,527	(44.4%)	228	74,387	(38.6%)	198	137,470	(29.4%)	151
White	12,459	(40.9%)	71	78,787	(40.9%)	71	218,463	(46.7%)	8
Other	1,906	(6.3%)	120	13,746	(7.1%)	137	32,018	(6.8%)	132
Asian	1,551	(5.1%)	88	12,366	(6.4%)	112	44,511	(9.5%)	165
Black	1,007	(3.3%)	28	13,194	(6.9%)	58	35,216	(7.5%)	64

## Household by Ethnicity

White	5,234	(46.6%)	76	32,037	(45.8%)	74	96,907	(52.2%)	85
Hispanic (Ethnic)	3,438	(30.6%)	201	19,566	(27.9%)	184	39,341	(21.2%)	139
Other	1,788	(15.9%)	210	10,533	(15%)	198	22,204	(12%)	157
Asian	393	(3.5%)	7	3,801	(5.4%)	120	15,886	(8.6%)	189
Black	374	(3.3%)	30	4,079	(5.8%)	53	11,406	(6.1%)	55

## 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	\$104,569.13	94	\$109,986.84	99	\$128,846.36	116
Average Income Per Person	\$38,604.86	90	\$40,206.72	93	\$51,690.26	120
Household Median Income	\$82,454.26	104	\$84,974.43	107	\$95,811.19	120
<\$15K	801 (7.1%)	88	6,157 (8.8%)	109	16,657 (9%)	111
\$15K - \$25K	946 (8.4%)	130	4,937 (7.1%)	109	11,894 (6.4%)	99
\$25K - \$35K	671 (6%)	89	4,044 (5.8%)	86	9,314 (5%)	75
\$35K - \$50K	1,128 (10%)	98	5,942 (8.5%)	8	13,181 (7.1%)	69
\$50K - \$75K	1,707 (15.2%)	97	10,129 (14.5%)	92	23,120 (12.4%)	7
\$75K - \$100K	1,034 (9.2%)	72	8,502 (12.1%)	95	21,850 (11.8%)	92
\$100K - \$150K	2,190 (19.5%)	110	13,056 (18.6%)	105	33,415 (18%)	102
\$150K - \$175K	1,149 (10.2%)	163	5,577 (8%)	127	14,530 (7.8%)	125
\$175K - \$200K	918 (8.2%)	125	4,239 (6.1%)	92	13,071 (7%)	107
\$200K - \$250K	384 (3.4%)	66	4,166 (6%)	114	16,077 (8.7%)	166
\$250K - \$500K	166 (1.5%)	66	1,786 (2.6%)	114	6,894 (3.7%)	166
>\$500K	133 (1.2%)	64	1,481 (2.1%)	113	5,741 (3.1%)	166

## 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	\$80,880.81		98	\$84,643.96		103	\$93,498.24		113
Household Median Disposable Income	\$69,591.1		101	\$71,672.75		104	\$79,838.2		116
<\$15K	1,040	(9.3%)	106	7,247	(10.4%)	118	19,406	(10.4%)	119
\$15K - \$25K	913	(8.1%)	107	5,007	(7.2%)	94	11,937	(6.4%)	84
\$25K - \$35K	845	(7.5%)	96	4,657	(6.7%)	84	10,933	(5.9%)	75
\$35K - \$50K	1,406	(12.5%)	103	7,977	(11.4%)	93	17,389	(9.4%)	71
\$50K - \$75K	1,681	(15%)	84	11,502	(16.4%)	93	27,761	(14.9%)	84
\$75K - \$100K	1,315	(11.7%)	81	9,495	(13.6%)	95	25,559	(13.8%)	96
\$100K - \$150K	2,824	(25.2%)	140	14,456	(20.6%)	115	37,165	(20%)	112
\$150K - \$175K	656	(5.8%)	96	3,770	(5.4%)	88	12,736	(6.9%)	113
\$175K - \$200K	164	(1.5%)	66	1,738	(2.5%)	113	6,721	(3.6%)	164
\$200K - \$250K	152	(1.4%)	63	1,674	(2.4%)	112	6,493	(3.5%)	164
\$250K - \$500K	209	(1.9%)	64	2,287	(3.3%)	111	8,861	(4.8%)	163
>\$500K	22	(<0.5%)	76	206	(<0.5%)	114	783	(<0.5%)	164

## Discretionary Households Income

Household Average Discretionary Income	\$52,841.45		86	\$55,527.07		91	\$64,676.37		105
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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	\$44,698.34	88	\$46,658.82	92	\$54,900.51	108
<\$10K	1,062 (9.5%)	102	8,165 (11.7%)	126	20,307 (10.9%)	118
\$10K - \$20K	1,294 (11.5%)	109	7,607 (10.9%)	103	17,818 (9.6%)	91
\$20K - \$30K	1,661 (14.8%)	140	7,531 (10.8%)	102	16,565 (8.9%)	84
\$30K - \$40K	1,073 (9.6%)	96	7,361 (10.5%)	106	15,878 (8.5%)	86
\$40K - \$50K	957 (8.5%)	96	6,418 (9.2%)	103	15,288 (8.2%)	93
\$50K - \$75K	1,909 (17%)	98	12,364 (17.7%)	101	31,992 (17.2%)	99
\$75K - \$100K	1,993 (17.8%)	151	9,727 (13.9%)	118	23,897 (12.9%)	110
\$100K - \$125K	921 (8.2%)	101	5,408 (7.7%)	96	17,039 (9.2%)	113
\$125K - \$150K	218 (1.9%)	29	3,667 (5.2%)	74	15,660 (8.4%)	127
>\$150K	139 (1.2%)	21	1,768 (2.5%)	43	11,300 (6.1%)	103

## Households Income by Ethnicity

Average Income - White	\$78,476.16	89	\$93,285.19	98	\$108,825.01	114
Median Income - White	\$66,216.16	76	\$84,929.41	98	\$107,470.14	124
Average Income - Black	\$108,879.35	158	\$90,887.83	131	\$88,007.24	127
Median Income - Black	\$114,999.4	208	\$86,126.89	155	\$79,543.57	144

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$92,306.83	\$97,969.47	\$104,492.27
Median Income - Asian	\$84,429.45	\$88,500.35	\$99,252.38
Average Income - Hispanic	\$106,725.82	\$96,174.75	\$92,483.25
Median Income - Hispanic	\$104,921.68	\$88,263.99	\$83,709.44
Average Income - Other	\$104,298.07	\$94,759.95	\$94,967.15
Median Income - Other	\$98,231.4	\$84,331.37	\$86,509.67

## Age

Average Age	39.25	39.28	39.23
Median Age	37.69	37.59	37.12
0-4	1,781 (5.8%)	11,365 (5.9%)	29,848 (6.4%)
5-13	3,096 (10.2%)	19,438 (10.1%)	43,912 (9.4%)
14-17	1,370 (4.5%)	9,059 (4.7%)	19,518 (4.2%)
18-21	1,405 (4.6%)	9,068 (4.7%)	20,024 (4.3%)
22-24	1,068 (3.5%)	6,736 (3.5%)	15,305 (3.3%)
25-29	2,079 (6.8%)	13,213 (6.9%)	33,766 (7.2%)
30-34	2,653 (8.7%)	16,635 (8.6%)	47,840 (10.2%)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
35-39	2,635	(8.7%)	16,547	(8.6%)	44,557	(9.5%)
40-44	2,352	(7.7%)	14,781	(7.7%)	35,336	(7.6%)
45-49	2,113	(6.9%)	12,827	(6.7%)	28,726	(6.1%)
50-54	1,850	(6.1%)	11,571	(6%)	26,129	(5.6%)
55-59	1,889	(6.2%)	11,419	(5.9%)	26,523	(5.7%)
60-64	1,747	(5.7%)	10,878	(5.7%)	25,806	(5.5%)
65-69	1,527	(5%)	9,817	(5.1%)	23,162	(5%)
70-74	1,065	(3.5%)	7,297	(3.8%)	17,846	(3.8%)
75-79	811	(2.7%)	5,231	(2.7%)	13,288	(2.8%)
80-84	539	(1.8%)	3,472	(1.8%)	8,527	(1.8%)
85+	470	(1.5%)	3,126	(1.6%)	7,565	(1.6%)

## Age - Male

Male Average Age	38.53		38.32		38.27	
Male Median Age	37.23		36.95		36.54	
0-4	911	(6%)	5,815	(6.1%)	15,286	(6.6%)
5-13	1,556	(10.2%)	9,888	(10.4%)	22,374	(9.7%)

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	● 1 Mile		● 3 Mile		● 5 Mile	
14-17	683	(4.5%)	4,603	(4.8%)	9,966	(4.3%)
18-21	721	(4.7%)	4,671	(4.9%)	10,350	(4.5%)
22-24	562	(3.7%)	3,503	(3.7%)	7,975	(3.5%)
25-29	1,077	(7.1%)	6,684	(7%)	17,010	(7.4%)
30-34	1,334	(8.8%)	8,321	(8.8%)	23,558	(10.2%)
35-39	1,375	(9%)	8,267	(8.7%)	22,309	(9.7%)
40-44	1,196	(7.9%)	7,473	(7.9%)	17,702	(7.7%)
45-49	1,056	(6.9%)	6,460	(6.8%)	14,291	(6.2%)
50-54	948	(6.2%)	5,712	(6%)	12,833	(5.6%)
55-59	965	(6.3%)	5,617	(5.9%)	12,959	(5.6%)
60-64	847	(5.6%)	5,201	(5.5%)	12,471	(5.4%)
65-69	732	(4.8%)	4,647	(4.9%)	11,004	(4.8%)
70-74	513	(3.4%)	3,367	(3.5%)	8,220	(3.6%)
75-79	351	(2.3%)	2,295	(2.4%)	5,812	(2.5%)
80-84	227	(1.5%)	1,436	(1.5%)	3,529	(1.5%)
85+	166	(1.1%)	1,063	(1.1%)	2,582	(1.1%)

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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	39.97	40.21	40.16
Female Median Age	38.2	38.24	37.7
0-4	870 (5.7%)	5,550 (5.7%)	14,562 (6.1%)
5-13	1,540 (10.1%)	9,550 (9.8%)	21,538 (9.1%)
14-17	687 (4.5%)	4,456 (4.6%)	9,552 (4%)
18-21	684 (4.5%)	4,397 (4.5%)	9,674 (4.1%)
22-24	506 (3.3%)	3,233 (3.3%)	7,330 (3.1%)
25-29	1,002 (6.6%)	6,529 (6.7%)	16,756 (7.1%)
30-34	1,319 (8.7%)	8,314 (8.5%)	24,282 (10.2%)
35-39	1,260 (8.3%)	8,280 (8.5%)	22,248 (9.4%)
40-44	1,156 (7.6%)	7,308 (7.5%)	17,634 (7.4%)
45-49	1,057 (6.9%)	6,367 (6.5%)	14,435 (6.1%)
50-54	902 (5.9%)	5,859 (6%)	13,296 (5.6%)
55-59	924 (6.1%)	5,802 (6%)	13,564 (5.7%)
60-64	900 (5.9%)	5,677 (5.8%)	13,335 (5.6%)

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	1 Mile		3 Mile		5 Mile				
65-69	795	(5.2%)	83	5,170	(5.3%)	84	12,158	(5.1%)	8
70-74	552	(3.6%)	68	3,930	(4%)	76	9,626	(4.1%)	7
75-79	460	(3%)	73	2,936	(3%)	72	7,476	(3.1%)	7
80-84	312	(2%)	76	2,036	(2.1%)	7	4,998	(2.1%)	7
85+	304	(2%)	7	2,063	(2.1%)	83	4,983	(2.1%)	8

## Employment by Occupation

Total Employees (16+ Years Old)	17,250			105,853			264,586		
Professional Specialty	2,659	(15.4%)	62	19,410	(18.3%)	74	65,549	(24.8%)	100
Production & Transportation	2,619	(15.2%)	118	13,580	(12.8%)	99	28,121	(10.6%)	8
Managerial/Executive	2,400	(13.9%)	8	15,216	(14.4%)	83	50,897	(19.2%)	111
Food Preparation & Serving	1,708	(9.9%)	194	9,601	(9.1%)	178	18,482	(7%)	137
Construction	1,679	(9.7%)	122	11,322	(10.7%)	134	19,861	(7.5%)	94
Sales	1,582	(9.2%)	98	8,129	(7.7%)	8	19,772	(7.5%)	8
Building Maintenance & Cleaning	1,557	(9%)	266	8,108	(7.7%)	226	14,906	(5.6%)	166
Office Admin	1,256	(7.3%)	68	10,248	(9.7%)	91	24,762	(9.4%)	88
Personal Care	716	(4.2%)	166	3,856	(3.6%)	146	7,692	(2.9%)	117

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Healthcare support	715	(4.1%)	126	3,711	(3.5%)	107	8,899	(3.4%)	102
Protective	346	(2%)	93	2,280	(2.2%)	99	5,194	(2%)	91
Farming, Fishing & Forestry	13	(<0.5%)	13	392	(<0.5%)	64	451	(<0.5%)	30

## Employment by Industry

Total Employees (16+ Years Old)	17,250			105,853			264,586		
Educational Services	3,341	(19.4%)	83	21,547	(20.4%)	87	58,944	(22.3%)	95
Wholesale Retail	2,378	(13.8%)	105	12,492	(11.8%)	90	26,874	(10.2%)	7
Entertainment Services	2,341	(13.6%)	156	14,007	(13.2%)	152	28,326	(10.7%)	123
Agriculture/Mining/Construction	1,635	(9.5%)	111	10,308	(9.7%)	114	19,000	(7.2%)	84
Administrative/Waste Services	1,448	(8.4%)	201	7,753	(7.3%)	175	15,534	(5.9%)	141
Transportation	1,254	(7.3%)	124	7,082	(6.7%)	114	14,872	(5.6%)	96
Other Professional Services	1,076	(6.2%)	133	5,924	(5.6%)	119	12,165	(4.6%)	98
Professional Services	1,061	(6.2%)	76	7,908	(7.5%)	93	33,820	(12.8%)	159
Manufacturing	1,025	(5.9%)	60	6,570	(6.2%)	62	18,495	(7%)	70
Financial, Insurance & Real Estate	875	(5.1%)	75	6,236	(5.9%)	88	20,910	(7.9%)	117
Public Administration	662	(3.8%)	8	4,197	(4%)	83	9,963	(3.8%)	7

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Information	123	(0.7%)	38	1,743	(1.6%)	88	5,513	(2.1%)	112
Management Services	31	(<0.5%)	142	86	(<0.5%)	64	170	(<0.5%)	51

### Language Spoken

Speak Spanish at Home	12,162	(42.4%)	300	63,127	(34.9%)	247	113,883	(26%)	184
Speak English at Home	10,551	(36.8%)	48	77,683	(42.9%)	55	225,341	(51.5%)	66
Speak Other Language at Home	5,956	(20.8%)	246	40,305	(22.3%)	263	98,606	(22.5%)	266

### Ancestry

Other	6,242	(20.5%)	97	40,058	(20.8%)	99	102,116	(21.8%)	104
Central American	6,205	(20.4%)	1225	39,409	(20.5%)	1231	62,195	(13.3%)	799
South American	3,479	(11.4%)	916	11,920	(6.2%)	497	19,472	(4.2%)	334
Unclassified	2,834	(9.3%)	57	20,183	(10.5%)	65	52,904	(11.3%)	70
Italian	2,637	(8.7%)	291	17,851	(9.3%)	312	39,182	(8.4%)	281
Other Hispanic	1,505	(4.9%)	345	6,805	(3.5%)	247	13,513	(2.9%)	202
Puerto Rican	1,453	(4.8%)	169	9,435	(4.9%)	174	18,712	(4%)	142
Scottish/Irish	1,119	(3.7%)	55	10,722	(5.6%)	84	35,776	(7.6%)	115
Other European (e.g. Greek/Russian)	853	(2.8%)	88	3,864	(2%)	63	12,376	(2.6%)	84

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South East Asian (e.g. Vietnamese)	700	(2.3%)	131	3,708	(1.9%)	109	10,777	(2.3%)	131
Mexican	527	(1.7%)	16	2,716	(1.4%)	13	6,827	(1.5%)	13
Middle Eastern	457	(1.5%)	242	2,348	(1.2%)	197	5,929	(1.3%)	204
South Central Asian (e.g. Indian)	345	(1.1%)	75	3,796	(2%)	126	9,821	(2.1%)	134
American	326	(1.1%)	22	2,692	(1.4%)	29	7,849	(1.7%)	35
British	322	(1.1%)	20	2,825	(1.5%)	28	10,971	(2.3%)	44
Chinese	317	(1%)	83	3,424	(1.8%)	142	18,448	(3.9%)	316
Dominican	316	(1%)	163	3,505	(1.8%)	286	15,447	(3.3%)	518
Polish	179	(0.6%)	38	1,514	(0.8%)	51	4,666	(1%)	65
German	151	(<0.5%)	6	1,395	(0.7%)	9	6,112	(1.3%)	17
French	142	(<0.5%)	38	1,233	(0.6%)	52	3,946	(0.8%)	68
Other Asian	142	(<0.5%)	109	1,019	(0.5%)	124	3,248	(0.7%)	163
Scandinavian	82	(<0.5%)	14	686	(<0.5%)	19	2,784	(0.6%)	31
Cuban	42	(<0.5%)	19	597	(<0.5%)	43	1,304	(<0.5%)	38
Japanese	35	(<0.5%)	48	172	(<0.5%)	37	911	(<0.5%)	8
Native American (Indian/Eskimo)	19	(<0.5%)	10	233	(<0.5%)	19	522	(<0.5%)	18

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Korean	12	(<0.5%)	247	(<0.5%)	1,306	(<0.5%)
Dutch	6	(<0.5%)	97	(<0.5%)	455	(<0.5%)
Hawaiian/Pacific Islander	3	(<0.5%)	26	(<0.5%)	109	(<0.5%)

### Education (Age 25+)

Total Educated Population	21,730		136,814		339,071	
Elementary (0 to 8 Years)	3,023	(13.9%)	16,114	(11.8%)	32,237	(9.5%)
Some High School (9 to 11 Years)	1,470	(6.8%)	9,862	(7.2%)	20,726	(6.1%)
High School Graduate (12 Years)	7,933	(36.5%)	45,068	(32.9%)	89,888	(26.5%)
Some College (13 to 16 Years)	2,899	(13.3%)	20,199	(14.8%)	42,313	(12.5%)
Associates Degree Only	1,342	(6.2%)	8,032	(5.9%)	19,394	(5.7%)
Bachelor's Degree Only	3,446	(15.9%)	24,315	(17.8%)	78,233	(23.1%)
Graduate Degree	1,617	(7.4%)	13,224	(9.7%)	56,280	(16.6%)

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	11,227	70,016	185,744
One Person Households	3,245 (28.9%)	19,103 (27.3%)	58,653 (31.6%)
Married Couple	5,010 (44.6%)	28,350 (40.5%)	70,212 (37.8%)
Male Householder	888 (7.9%)	5,421 (7.7%)	10,794 (5.8%)
Female Householder	1,345 (12%)	10,094 (14.4%)	22,646 (12.2%)
Non Family Households	739 (6.6%)	7,048 (10.1%)	23,439 (12.6%)

## Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	11,227	70,016	185,744
1 Person Household	3,245 (28.9%)	19,103 (27.3%)	58,653 (31.6%)
2 Person Household	2,998 (26.7%)	18,889 (27%)	56,007 (30.2%)
3 Person Household	1,808 (16.1%)	12,126 (17.3%)	28,879 (15.5%)
4 Person Household	1,553 (13.8%)	10,060 (14.4%)	22,643 (12.2%)
5 Person Household	865 (7.7%)	5,303 (7.6%)	10,950 (5.9%)
6 Person Household	445 (4%)	2,622 (3.7%)	5,074 (2.7%)
7+ Person Household	313 (2.8%)	1,913 (2.7%)	3,538 (1.9%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Housing Units

Total Housing Units	12,042	74,267	199,044
Renter Occupied Housing	6,426	40,500	106,812
Owner Occupied Housing	4,801	29,516	78,932
Vacant Housing	815	4,251	13,300

### Housing Rent

Average Rent	\$2,033.43	\$1,983.72	\$2,076.44
Median Rent	\$2,115.6	\$2,024.23	\$2,094.81
Total Cash Rents Housing	6,113	39,284	104,010
<\$300	267 (4.4%)	1,031 (2.6%)	4,633 (4.5%)
\$300-\$500	247 (4%)	1,372 (3.5%)	4,162 (4%)
\$500-\$750	259 (4.2%)	1,878 (4.8%)	4,185 (4%)
\$750-\$1000	241 (3.9%)	1,656 (4.2%)	4,023 (3.9%)
\$1000-\$1500	580 (9.5%)	4,407 (11.2%)	10,586 (10.2%)
\$1500-\$2000	1,115 (18.2%)	8,840 (22.5%)	20,452 (19.7%)
\$2000-\$2500	1,503 (24.6%)	9,451 (24.1%)	20,904 (20.1%)

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	998	(16.3%)	284	6,055	(15.4%)	268	15,210	(14.6%)	254
\$3000-\$3500	540	(8.8%)	290	3,040	(7.7%)	254	9,732	(9.4%)	308
>\$3500	363	(5.9%)	163	1,554	(4%)	108	10,123	(9.7%)	267

## Value of Owner-Occupied Housing Units

Average House Value	\$755,592.2	145	\$774,987.55	148	\$855,003.67	164			
Median House Value	\$707,490.97	186	\$735,742.94	193	\$776,333.49	204			
Owner Occupied Housing	4,801		29,516		78,932				
<\$100K	120	(2.5%)	29	752	(2.5%)	30	1,732	(2.2%)	26
\$100K - \$200K	92	(1.9%)	14	308	(1%)	8	942	(1.2%)	9
\$200K - \$300K	129	(2.7%)	17	483	(1.6%)	10	1,689	(2.1%)	13
\$300K - \$400K	311	(6.5%)	44	1,510	(5.1%)	35	4,050	(5.1%)	35
\$400K - \$500K	599	(12.5%)	108	2,776	(9.4%)	82	6,845	(8.7%)	75
\$500K - \$1000K	2,686	(55.9%)	226	17,861	(60.5%)	245	42,826	(54.3%)	219
>\$1000K	864	(18%)	165	5,826	(19.7%)	181	20,848	(26.4%)	242

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

## Poverty

Households in Poverty	1,488	(13.3%)	105	10,047	(14.3%)	113	25,692	(13.8%)	109
Households Above Poverty	9,739	(86.7%)	99	59,969	(85.7%)	98	160,052	(86.2%)	99
Households in Poverty (Married)	267	(2.4%)	109	1,906	(2.7%)	125	4,110	(2.2%)	101
Households in Poverty (Male Householder)	163	(1.5%)	228	713	(1%)	160	1,303	(0.7%)	110
Households in Poverty (Female Householder)	234	(2.1%)	71	2,295	(3.3%)	111	4,455	(2.4%)	8
Households in Poverty (Non-Family)	803	(7.2%)	114	4,863	(6.9%)	111	14,642	(7.9%)	126
Households in Poverty (Non-Family Student)	21	(<0.5%)	30	270	(<0.5%)	62	1,182	(0.6%)	102

## Wealth per Household

Household Average Wealth	\$218,480.67	90	\$219,983.47	91	\$231,761.74	96			
Household Median Wealth	\$61,202.81	75	\$61,530.46	76	\$68,177.44	84			
<\$0K	2,136	(19%)	109	13,333	(19%)	109	34,705	(18.7%)	107
\$0K - \$5K	1,137	(10.1%)	118	7,036	(10%)	117	17,764	(9.6%)	112
\$5K - \$10K	572	(5.1%)	112	3,568	(5.1%)	112	9,170	(4.9%)	108
\$10K - \$25K	755	(6.7%)	106	4,705	(6.7%)	106	12,216	(6.6%)	104
\$25K - \$50K	763	(6.8%)	100	4,766	(6.8%)	100	12,437	(6.7%)	99

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	1,118	(10%)	98	6,938	(9.9%)	97	18,099	(9.7%)	95
\$100K - \$250K	1,914	(17%)	94	11,892	(17%)	94	31,549	(17%)	94
\$250K - \$500K	1,355	(12.1%)	91	8,452	(12.1%)	91	23,084	(12.4%)	94
>\$500K	1,477	(13.2%)	88	9,326	(13.3%)	90	26,720	(14.4%)	97

### Vehicles per Household

Total Number of Vehicles	13,267			90,936			227,487		
Average Number of Vehicles	1.18		65	1.3		71	1.22		67
No Vehicles	2,437	(21.7%)	262	13,341	(19.1%)	230	43,156	(23.2%)	281
1 Vehicle	5,348	(47.6%)	145	31,445	(44.9%)	137	80,875	(43.5%)	133
2 Vehicles	2,529	(22.5%)	61	18,578	(26.5%)	72	45,302	(24.4%)	66
3 or more Vehicles	913	(8.1%)	37	6,652	(9.5%)	43	16,411	(8.8%)	40

### Population Change

Births	337			2,135			5,651		
Deaths	199			1,246			3,058		
Migration	-841			-1,574			-528		

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	576	3,786	18,707
Total Employees	4,857	39,430	294,583

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