



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	10,356		95,728		195,461	
Households	4,527		37,116		71,876	
Persons per Household	2.25	88	2.52	99	2.64	103
Household Median Income	\$80,349.39	101	\$64,628.7	8	\$64,609.61	8
Household Median Disposable Income	\$67,853.41	99	\$54,657.47	8	\$54,651.99	8
Household Median Discretionary Income	\$56,923.96	112	\$37,257.53	75	\$35,883.6	70
Average Income Per Person	\$52,394.9	122	\$36,498.51	85	\$33,230.22	7
Median Rent	\$1,737.2	123	\$1,277.59	91	\$1,221.78	87
Median House Value	\$378,132.66	99	\$273,651.93	72	\$259,787.76	68
Households in Poverty	283 (6.3%)	49	6,152 (16.6%)	131	11,953 (16.6%)	131
Household Median Wealth	\$98,867.56	122	\$70,831.82	87	\$67,840.81	84
Average Age	45.93	112	40.38	99	39.43	96
Median Age	46.3	115	38.33	95	37.19	93
Households with Children	958 (21.2%)	7	10,781 (29%)	108	20,875 (29%)	108
High School Graduate or Higher	7,487 (96.7%)	108	57,067 (87.6%)	98	108,807 (83.8%)	94

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



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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	3,735 (48.3%)	19,570 (30%)	33,275 (25.6%)
Pop density (per sq mi)	2,180	4,449	2,831
Area (based on blockgroups)	5	22	69

## Population

Population 2024 Q4	10,356	95,728	195,461
Population 2024 Q3	10,353	96,249	196,306
Population 2024 Q2	10,359	95,675	195,260
Population 2024 Q1	10,339	95,253	194,796
Population 2023 Q4	10,294	95,173	194,729
Population 2023 Q3	10,292	95,154	194,596
Population 2023 Q2	10,284	95,111	194,489
Population 2023 Q1	10,281	95,030	194,533
Population 2022 Q4	10,289	95,069	194,749
Population 5 Years Forecast	10,751	98,624	200,419
Population 10 Years Forecast	11,134	101,776	206,286
Persons per Household	2.25	2.52	2.64

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



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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	188	(1.8%)	2,188	(2.3%)	5,977	(3.1%)
Transient Population - Average Last 4 Quarters	254	(2.5%)	1,808	(1.9%)	2,201	(1.1%)

## Households

Households 2024 Q4	4,527		37,116		71,876
Households 2024 Q3	4,526		37,286		72,150
Households 2024 Q2	4,526		37,061		71,753
Households 2024 Q1	4,521		36,893		71,567
Households 2023 Q4	4,497		36,849		71,530
Households 2023 Q3	4,497		36,844		71,487
Households 2023 Q2	4,493		36,824		71,437
Households 2023 Q1	4,490		36,789		71,453
Households 2022 Q4	4,494		36,803		71,533
Households 5 Years Forecast	4,708		38,318		73,835
Households 10 Years Forecast	4,880		39,603		76,110

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



Benchmark: Nationwide



### Gender

Male	4,848	(46.8%)	96	45,967	(48%)	98	94,477	(48.3%)	99
Female	5,508	(53.2%)	104	49,761	(52%)	102	100,984	(51.7%)	101

### Ethnicity

White	8,158	(78.8%)	136	48,766	(50.9%)	88	89,749	(45.9%)	8
Hispanic (Ethnic)	1,010	(9.8%)	50	35,143	(36.7%)	188	83,589	(42.8%)	219
Asian	538	(5.2%)	90	2,454	(2.6%)	45	3,541	(1.8%)	31
Other	332	(3.2%)	62	3,545	(3.7%)	71	6,183	(3.2%)	61
Black	318	(3.1%)	26	5,820	(6.1%)	52	12,399	(6.3%)	54

### Household by Ethnicity

White	3,787	(83.7%)	136	20,875	(56.2%)	91	36,035	(50.1%)	8
Hispanic (Ethnic)	369	(8.2%)	54	11,560	(31.1%)	205	26,717	(37.2%)	244
Other	209	(4.6%)	61	2,625	(7.1%)	93	5,017	(7%)	92
Asian	109	(2.4%)	53	663	(1.8%)	39	926	(1.3%)	28
Black	53	(1.2%)	11	1,393	(3.8%)	34	3,181	(4.4%)	40

### 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	\$118,089.16	106	\$92,649.95	83	\$88,698.46	8
Average Income Per Person	\$52,394.9	122	\$36,498.51	85	\$33,230.22	7
Household Median Income	\$80,349.39	101	\$64,628.7	8	\$64,609.61	8
<\$15K	253 (5.6%)	69	3,856 (10.4%)	128	7,397 (10.3%)	127
\$15K - \$25K	225 (5%)	77	2,933 (7.9%)	122	6,427 (8.9%)	138
\$25K - \$35K	301 (6.6%)	99	3,439 (9.3%)	138	6,170 (8.6%)	128
\$35K - \$50K	524 (11.6%)	112	4,348 (11.7%)	114	8,179 (11.4%)	111
\$50K - \$75K	857 (18.9%)	120	6,444 (17.4%)	110	12,746 (17.7%)	113
\$75K - \$100K	451 (10%)	74	4,573 (12.3%)	96	9,412 (13.1%)	102
\$100K - \$150K	745 (16.5%)	93	5,699 (15.4%)	87	10,905 (15.2%)	86
\$150K - \$175K	390 (8.6%)	137	1,956 (5.3%)	84	3,745 (5.2%)	83
\$175K - \$200K	464 (10.2%)	156	2,432 (6.6%)	100	4,250 (5.9%)	90
\$200K - \$250K	178 (3.9%)	75	805 (2.2%)	42	1,487 (2.1%)	40
\$250K - \$500K	76 (1.7%)	75	343 (0.9%)	41	628 (0.9%)	39
>\$500K	63 (1.4%)	75	288 (0.8%)	42	530 (0.7%)	40

## 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	\$82,825.23		100	\$67,754.92		89	\$66,826.34		88
Household Median Disposable Income	\$67,853.41		99	\$54,657.47		88	\$54,651.99		88
<\$15K	296	(6.5%)	75	4,398	(11.8%)	135	8,579	(11.9%)	136
\$15K - \$25K	303	(6.7%)	88	3,482	(9.4%)	123	7,052	(9.8%)	129
\$25K - \$35K	444	(9.8%)	124	3,929	(10.6%)	134	7,230	(10.1%)	128
\$35K - \$50K	552	(12.2%)	100	5,208	(14%)	115	10,007	(13.9%)	114
\$50K - \$75K	827	(18.3%)	103	6,734	(18.1%)	102	13,788	(19.2%)	108
\$75K - \$100K	678	(15%)	105	5,092	(13.7%)	96	9,764	(13.6%)	95
\$100K - \$150K	783	(17.3%)	97	5,178	(14%)	74	9,993	(13.9%)	74
\$150K - \$175K	391	(8.6%)	142	1,968	(5.3%)	87	3,391	(4.7%)	71
\$175K - \$200K	72	(1.6%)	72	312	(0.8%)	38	565	(0.8%)	36
\$200K - \$250K	72	(1.6%)	74	324	(0.9%)	41	597	(0.8%)	39
\$250K - \$500K	99	(2.2%)	75	450	(1.2%)	41	835	(1.2%)	40
>\$500K	10	(<0.5%)	86	41	(<0.5%)	43	75	(<0.5%)	41

## Discretionary Households Income

Household Average Discretionary Income	\$68,674.43		112	\$49,005.32		84	\$47,741.71		74
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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	\$56,923.96	112	\$37,257.53	73	\$35,883.6	70
<\$10K	231 (5.1%)	55	5,381 (14.5%)	157	10,706 (14.9%)	161
\$10K - \$20K	399 (8.8%)	83	5,221 (14.1%)	133	10,653 (14.8%)	140
\$20K - \$30K	457 (10.1%)	95	4,844 (13.1%)	123	9,699 (13.5%)	128
\$30K - \$40K	462 (10.2%)	103	4,245 (11.4%)	115	7,940 (11%)	111
\$40K - \$50K	447 (9.9%)	111	3,333 (9%)	101	6,610 (9.2%)	104
\$50K - \$75K	756 (16.7%)	96	5,708 (15.4%)	88	10,977 (15.3%)	88
\$75K - \$100K	599 (13.2%)	113	3,424 (9.2%)	79	6,275 (8.7%)	74
\$100K - \$125K	466 (10.3%)	127	2,560 (6.9%)	85	4,500 (6.3%)	71
\$125K - \$150K	488 (10.8%)	162	1,519 (4.1%)	62	2,815 (3.9%)	59
>\$150K	222 (4.9%)	83	881 (2.4%)	40	1,701 (2.4%)	40

## Households Income by Ethnicity

Average Income - White	\$94,446.8	99	\$90,047.25	94	\$89,958.24	94
Median Income - White	\$83,483.04	96	\$80,915.46	93	\$80,382.57	93
Average Income - Black	\$81,919.43	119	\$55,080.9	81	\$68,821.21	100
Median Income - Black	\$67,499.5	122	\$39,762.56	72	\$55,658.12	100

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# Audience Profile

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$95,939.69 (85)	\$84,629.05 (75)	\$83,840.57 (74)
Median Income - Asian	\$68,436.94 (60)	\$68,522.16 (60)	\$69,303.18 (61)
Average Income - Hispanic	\$86,116.15 (106)	\$57,653.28 (71)	\$59,521.77 (74)
Median Income - Hispanic	\$72,069.51 (104)	\$46,794.12 (67)	\$49,551.24 (71)
Average Income - Other	\$88,641.04 (99)	\$71,873.88 (84)	\$71,863.17 (84)
Median Income - Other	\$82,916.35 (104)	\$66,347.62 (83)	\$65,498.7 (84)

## Age

Average Age	45.93 (112)	40.38 (99)	39.43 (96)
Median Age	46.3 (115)	38.33 (95)	37.19 (93)
0-4	503 (4.9%) (90)	5,450 (5.7%) (105)	11,050 (5.7%) (105)
5-13	917 (8.9%) (86)	10,615 (11.1%) (108)	22,608 (11.6%) (112)
14-17	434 (4.2%) (74)	5,242 (5.5%) (103)	11,333 (5.8%) (109)
18-21	434 (4.2%) (76)	5,293 (5.5%) (100)	11,730 (6%) (109)
22-24	328 (3.2%) (76)	3,956 (4.1%) (100)	8,939 (4.6%) (110)
25-29	524 (5.1%) (85)	5,942 (6.2%) (105)	12,705 (6.5%) (110)
30-34	593 (5.7%) (88)	6,193 (6.5%) (99)	12,627 (6.5%) (99)

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	1 Mile		3 Mile		5 Mile				
35-39	595	(5.7%)	87	6,220	(6.5%)	98	12,328	(6.3%)	96
40-44	669	(6.5%)	101	5,893	(6.2%)	96	11,741	(6%)	94
45-49	558	(5.4%)	90	5,476	(5.7%)	95	11,037	(5.6%)	94
50-54	585	(5.6%)	95	5,539	(5.8%)	97	11,136	(5.7%)	96
55-59	631	(6.1%)	99	5,894	(6.2%)	100	11,803	(6%)	98
60-64	681	(6.6%)	103	5,880	(6.1%)	96	11,916	(6.1%)	95
65-69	681	(6.6%)	108	5,435	(5.7%)	94	10,685	(5.5%)	90
70-74	662	(6.4%)	127	4,543	(4.7%)	95	8,809	(4.5%)	90
75-79	653	(6.3%)	164	3,595	(3.8%)	98	6,799	(3.5%)	90
80-84	438	(4.2%)	176	2,330	(2.4%)	101	4,154	(2.1%)	89
85+	470	(4.5%)	224	2,232	(2.3%)	115	4,061	(2.1%)	103

## Age - Male

Male Average Age	43.95		110	38.98		98	38.18		96
Male Median Age	43.25		114	36.99		97	35.95		94
0-4	257	(5.3%)	94	2,800	(6.1%)	108	5,670	(6%)	106
5-13	462	(9.5%)	89	5,392	(11.7%)	109	11,535	(12.2%)	114

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	1 Mile		3 Mile		5 Mile	
14-17	215	(4.4%)	2,693	(5.9%)	5,764	(6.1%)
18-21	214	(4.4%)	2,709	(5.9%)	5,926	(6.3%)
22-24	165	(3.4%)	2,016	(4.4%)	4,488	(4.8%)
25-29	276	(5.7%)	2,902	(6.3%)	6,302	(6.7%)
30-34	288	(5.9%)	2,995	(6.5%)	6,158	(6.5%)
35-39	293	(6%)	2,973	(6.5%)	5,892	(6.2%)
40-44	313	(6.5%)	2,765	(6%)	5,582	(5.9%)
45-49	269	(5.5%)	2,656	(5.8%)	5,411	(5.7%)
50-54	288	(5.9%)	2,615	(5.7%)	5,325	(5.6%)
55-59	300	(6.2%)	2,824	(6.1%)	5,634	(6%)
60-64	324	(6.7%)	2,864	(6.2%)	5,762	(6.1%)
65-69	294	(6.1%)	2,515	(5.5%)	5,040	(5.3%)
70-74	287	(5.9%)	2,064	(4.5%)	4,130	(4.4%)
75-79	273	(5.6%)	1,537	(3.3%)	2,939	(3.1%)
80-84	179	(3.7%)	914	(2%)	1,640	(1.7%)
85+	151	(3.1%)	733	(1.6%)	1,279	(1.4%)

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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	47.67	41.67	40.6
Female Median Age	48.32	40.57	38.32
0-4	246 (4.5%)	2,650 (5.3%)	5,380 (5.3%)
5-13	455 (8.3%)	5,223 (10.5%)	11,073 (11%)
14-17	219 (4%)	2,549 (5.1%)	5,569 (5.5%)
18-21	220 (4%)	2,584 (5.2%)	5,804 (5.7%)
22-24	163 (3%)	1,940 (3.9%)	4,451 (4.4%)
25-29	248 (4.5%)	3,040 (6.1%)	6,403 (6.3%)
30-34	305 (5.5%)	3,198 (6.4%)	6,469 (6.4%)
35-39	302 (5.5%)	3,247 (6.5%)	6,436 (6.4%)
40-44	356 (6.5%)	3,128 (6.3%)	6,159 (6.1%)
45-49	289 (5.2%)	2,820 (5.7%)	5,626 (5.6%)
50-54	297 (5.4%)	2,924 (5.9%)	5,811 (5.8%)
55-59	331 (6%)	3,070 (6.2%)	6,169 (6.1%)
60-64	357 (6.5%)	3,016 (6.1%)	6,154 (6.1%)

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65-69	387	(7%)	112	2,920	(5.9%)	93	5,645	(5.6%)	89
70-74	375	(6.8%)	129	2,479	(5%)	94	4,679	(4.6%)	87
75-79	380	(6.9%)	166	2,058	(4.1%)	99	3,860	(3.8%)	92
80-84	259	(4.7%)	174	1,416	(2.8%)	105	2,514	(2.5%)	92
85+	319	(5.8%)	226	1,499	(3%)	118	2,782	(2.8%)	108

## Employment by Occupation

Total Employees (16+ Years Old)	5,474			46,345			95,420		
Professional Specialty	1,868	(34.1%)	138	10,816	(23.3%)	94	19,740	(20.7%)	84
Managerial/Executive	1,080	(19.7%)	114	6,785	(14.6%)	84	11,340	(11.9%)	68
Office Admin	581	(10.6%)	100	5,403	(11.7%)	110	10,889	(11.4%)	107
Production & Transportation	516	(9.4%)	73	7,766	(16.8%)	130	20,910	(21.9%)	170
Sales	504	(9.2%)	99	3,908	(8.4%)	90	7,489	(7.8%)	84
Food Preparation & Serving	316	(5.8%)	113	2,819	(6.1%)	119	6,034	(6.3%)	124
Healthcare support	206	(3.8%)	115	2,118	(4.6%)	139	4,554	(4.8%)	145
Construction	182	(3.3%)	42	2,412	(5.2%)	65	5,527	(5.8%)	72
Personal Care	74	(1.4%)	54	1,239	(2.7%)	107	2,357	(2.5%)	99

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Protective	73	(1.3%)	62	695	(1.5%)	69	1,328	(1.4%)	64
Building Maintenance & Cleaning	44	(0.8%)	24	1,898	(4.1%)	121	3,644	(3.8%)	112
Farming, Fishing & Forestry	30	(0.5%)	95	486	(1%)	182	1,608	(1.7%)	292

## Employment by Industry

Total Employees (16+ Years Old)	5,474			46,345			95,420		
Educational Services	1,857	(33.9%)	145	12,089	(26.1%)	111	23,927	(25.1%)	107
Wholesale Retail	705	(12.9%)	98	5,924	(12.8%)	97	12,755	(13.4%)	102
Professional Services	558	(10.2%)	126	3,297	(7.1%)	88	5,021	(5.3%)	65
Manufacturing	547	(10%)	101	7,121	(15.4%)	155	16,428	(17.2%)	173
Entertainment Services	355	(6.5%)	75	3,761	(8.1%)	93	7,705	(8.1%)	93
Financial, Insurance & Real Estate	321	(5.9%)	87	2,804	(6.1%)	90	5,113	(5.4%)	81
Transportation	278	(5.1%)	87	2,760	(6%)	102	6,516	(6.8%)	117
Agriculture/Mining/Construction	242	(4.4%)	52	2,953	(6.4%)	75	7,076	(7.4%)	87
Administrative/Waste Services	236	(4.3%)	103	1,977	(4.3%)	102	3,687	(3.9%)	92
Other Professional Services	174	(3.2%)	68	1,832	(4%)	84	3,790	(4%)	84
Public Administration	118	(2.2%)	45	1,303	(2.8%)	59	2,457	(2.6%)	54

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Information	83	(1.5%)	8	500	(1.1%)	58	910	(1%)	51
Management Services				24	(<0.5%)	41	35	(<0.5%)	29

### Language Spoken

Speak English at Home	8,314	(84.4%)	109	62,716	(69.5%)	90	118,556	(64.3%)	83
Speak Spanish at Home	957	(9.7%)	69	23,636	(26.2%)	185	58,924	(32%)	226
Speak Other Language at Home	582	(5.9%)	70	3,926	(4.3%)	51	6,931	(3.8%)	44

### Ancestry

German	2,229	(21.5%)	276	12,498	(13.1%)	168	23,714	(12.1%)	156
Unclassified	2,102	(20.3%)	125	14,004	(14.6%)	90	25,945	(13.3%)	82
Other	1,305	(12.6%)	60	12,743	(13.3%)	63	25,017	(12.8%)	61
Italian	773	(7.5%)	251	3,981	(4.2%)	140	6,862	(3.5%)	118
Scottish/Irish	753	(7.3%)	109	4,517	(4.7%)	71	7,495	(3.8%)	58
Other European (e.g. Greek/Russian)	453	(4.4%)	138	2,263	(2.4%)	75	4,371	(2.2%)	71
British	441	(4.3%)	8	2,577	(2.7%)	51	4,389	(2.2%)	42
Puerto Rican	409	(3.9%)	140	18,749	(19.6%)	696	42,630	(21.8%)	775
Polish	352	(3.4%)	222	2,420	(2.5%)	165	4,534	(2.3%)	151

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South Central Asian (e.g. Indian)	282	(2.7%)	1,036	(1.1%)	1,408	(0.7%)
Mexican	179	(1.7%)	3,756	(3.9%)	11,904	(6.1%)
Dominican	162	(1.6%)	7,763	(8.1%)	18,705	(9.6%)
American	137	(1.3%)	1,396	(1.5%)	2,841	(1.5%)
South American	111	(1.1%)	1,921	(2%)	3,362	(1.7%)
South East Asian (e.g. Vietnamese)	109	(1.1%)	640	(0.7%)	1,002	(0.5%)
Central American	86	(0.8%)	1,455	(1.5%)	3,085	(1.6%)
Scandinavian	85	(0.8%)	425	(<0.5%)	679	(<0.5%)
Dutch	80	(0.8%)	580	(0.6%)	1,093	(0.6%)
Chinese	76	(0.7%)	276	(<0.5%)	399	(<0.5%)
French	60	(0.6%)	418	(<0.5%)	878	(<0.5%)
Other Hispanic	52	(0.5%)	1,241	(1.3%)	3,062	(1.6%)
Korean	35	(<0.5%)	207	(<0.5%)	273	(<0.5%)
Japanese	24	(<0.5%)	57	(<0.5%)	83	(<0.5%)
Middle Eastern	22	(<0.5%)	192	(<0.5%)	278	(<0.5%)
Native American (Indian/Eskimo)	16	(<0.5%)	109	(<0.5%)	206	(<0.5%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Other Asian	12	(<0.5%)	238	(<0.5%)	376	(<0.5%)
Cuban	11	(<0.5%)	258	(<0.5%)	841	(<0.5%)
Hawaiian/Pacific Islander			8	(<0.5%)	29	(<0.5%)

### Education (Age 25+)

Total Educated Population	7,740		65,172		129,801	
Elementary (0 to 8 Years)	178	(2.3%)	3,335	(5.1%)	8,743	(6.7%)
Some High School (9 to 11 Years)	75	(1%)	4,770	(7.3%)	12,251	(9.4%)
High School Graduate (12 Years)	2,016	(26%)	21,519	(33%)	45,312	(34.9%)
Some College (13 to 16 Years)	984	(12.7%)	10,249	(15.7%)	19,652	(15.1%)
Associates Degree Only	752	(9.7%)	5,729	(8.8%)	10,568	(8.1%)
Bachelor's Degree Only	2,145	(27.7%)	12,176	(18.7%)	20,945	(16.1%)
Graduate Degree	1,590	(20.5%)	7,394	(11.3%)	12,330	(9.5%)

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	4,527	37,116	71,876
One Person Households	1,498 (33.1%)  120	11,071 (29.8%)  109	19,964 (27.8%)  101
Married Couple	2,384 (52.7%)  110	14,714 (39.6%)  83	28,630 (39.8%)  83
Male Householder	102 (2.3%)  44	1,746 (4.7%)  93	4,394 (6.1%)  120
Female Householder	272 (6%)  48	7,062 (19%)  153	13,809 (19.2%)  154
Non Family Households	271 (6%)  85	2,523 (6.8%)  96	5,079 (7.1%)  100

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,527	37,116	71,876
1 Person Household	1,498 (33.1%)  120	11,071 (29.8%)  109	19,964 (27.8%)  101
2 Person Household	1,609 (35.5%)  108	11,572 (31.2%)  95	21,904 (30.5%)  93
3 Person Household	586 (12.9%)  83	5,784 (15.6%)  100	11,667 (16.2%)  104
4 Person Household	543 (12%)  91	4,802 (12.9%)  99	9,705 (13.5%)  103
5 Person Household	193 (4.3%)  67	2,336 (6.3%)  100	5,041 (7%)  111
6 Person Household	66 (1.5%)  53	950 (2.6%)  94	2,166 (3%)  110
7+ Person Household	32 (0.7%)  39	601 (1.6%)  89	1,429 (2%)  109

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	4,756	39,408	76,838
Owner Occupied Housing	3,256	22,416	43,378
Renter Occupied Housing	1,271	14,700	28,498
Vacant Housing	229	2,292	4,962

### Housing Rent

Average Rent	\$1,870.63	121	\$1,331.33	86	\$1,267.33	82			
Median Rent	\$1,737.2	123	\$1,277.59	91	\$1,221.78	87			
Total Cash Rents Housing	1,224	14,322	27,776						
<\$300	1	(<0.5%)	3	745	(5.2%)	185	1,282	(4.6%)	165
\$300-\$500				595	(4.2%)	107	1,057	(3.8%)	98
\$500-\$750	30	(2.5%)	28	1,182	(8.3%)	95	2,738	(9.9%)	113
\$750-\$1000	48	(3.9%)	30	2,043	(14.3%)	109	4,465	(16.1%)	123
\$1000-\$1500	357	(29.2%)	111	4,676	(32.6%)	124	9,798	(35.3%)	34
\$1500-\$2000	371	(30.3%)	144	3,232	(22.6%)	107	5,746	(20.7%)	98
\$2000-\$2500	254	(20.8%)	177	1,338	(9.3%)	8	2,061	(7.4%)	63

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	47	(3.8%)	216	(1.5%)	307	(1.1%)
\$3000-\$3500	5	(<0.5%)	41	(<0.5%)	48	(<0.5%)
>\$3500	111	(9.1%)	254	(1.8%)	274	(1%)

## Value of Owner-Occupied Housing Units

Average House Value	\$408,016.57		\$323,637.66		\$301,125.85	
Median House Value	\$378,132.66		\$273,651.93		\$259,787.76	
Owner Occupied Housing	3,256		22,416		43,378	
<\$100K	17	(0.5%)	2,078	(9.3%)	5,653	(13%)
\$100K - \$200K	265	(8.1%)	4,427	(19.7%)	9,258	(21.3%)
\$200K - \$300K	710	(21.8%)	6,335	(28.3%)	11,363	(26.2%)
\$300K - \$400K	814	(25%)	3,949	(17.6%)	7,329	(16.9%)
\$400K - \$500K	727	(22.3%)	2,378	(10.6%)	4,572	(10.5%)
\$500K - \$1000K	683	(21%)	2,911	(13%)	4,696	(10.8%)
>\$1000K	40	(1.2%)	338	(1.5%)	507	(1.2%)

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



Benchmark: Nationwide

1 Mile

3 Mile

5 Mile

### Poverty

Households in Poverty	283	(6.3%)	49	6,152	(16.6%)	131	11,953	(16.6%)	131
Households Above Poverty	4,244	(93.7%)	107	30,964	(83.4%)	96	59,923	(83.4%)	95
Households in Poverty (Married)	16	(<0.5%)	16	709	(1.9%)	88	1,626	(2.3%)	104
Households in Poverty (Male Householder)	14	(<0.5%)	48	257	(0.7%)	109	512	(0.7%)	112
Households in Poverty (Female Householder)	41	(0.9%)	31	2,143	(5.8%)	196	3,944	(5.5%)	186
Households in Poverty (Non-Family)	203	(4.5%)	71	2,894	(7.8%)	124	5,586	(7.8%)	124
Households in Poverty (Non-Family Student)	9	(<0.5%)	32	149	(<0.5%)	65	285	(<0.5%)	64

### Wealth per Household

Household Average Wealth	\$264,576.43	109	\$227,240.88	94	\$222,798.15	92			
Household Median Wealth	\$98,867.56	122	\$70,831.82	87	\$67,840.81	84			
<\$0K	719	(15.9%)	91	6,761	(18.2%)	105	13,241	(18.4%)	106
\$0K - \$5K	335	(7.4%)	86	3,452	(9.3%)	109	6,847	(9.5%)	111
\$5K - \$10K	185	(4.1%)	90	1,797	(4.8%)	106	3,527	(4.9%)	108
\$10K - \$25K	270	(6%)	94	2,428	(6.5%)	103	4,744	(6.6%)	104
\$25K - \$50K	301	(6.6%)	98	2,538	(6.8%)	101	4,946	(6.9%)	101

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	464	(10.2%)	3,797	(10.2%)	7,379	(10.3%)
\$100K - \$250K	854	(18.9%)	6,582	(17.7%)	12,687	(17.7%)
\$250K - \$500K	646	(14.3%)	4,677	(12.6%)	8,923	(12.4%)
>\$500K	753	(16.6%)	5,084	(13.7%)	9,582	(13.3%)

### Vehicles per Household

Total Number of Vehicles	7,440		57,125		112,717	
Average Number of Vehicles	1.64	90	1.54	84	1.57	86
No Vehicles	394	(8.7%)	5,194	(14%)	10,166	(14.1%)
1 Vehicle	1,807	(39.9%)	13,964	(37.6%)	26,307	(36.6%)
2 Vehicles	1,572	(34.7%)	12,504	(33.7%)	24,042	(33.4%)
3 or more Vehicles	754	(16.7%)	5,454	(14.7%)	11,361	(15.8%)

### Population Change

Births	87		987		2,060
Deaths	134		822		1,555
Migration	111		469		340

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	906	3,021	4,854
Total Employees	15,971	64,279	97,635

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