



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	16,907		125,997		406,964	
Households	6,785		46,687		153,119	
Persons per Household	2.45	96	2.67	105	2.62	103
Household Median Income	\$108,966.67	137	\$155,294.1	195	\$120,764.28	152
Household Median Disposable Income	\$88,815.61	129	\$121,239.32	177	\$97,028.79	141
Household Median Discretionary Income	\$66,630.11	131	\$99,975.58	196	\$73,068.33	143
Average Income Per Person	\$71,177.65	165	\$88,422.86	205	\$71,594.6	166
Median Rent	\$2,106.3	150	\$2,251.44	160	\$1,942.25	138
Median House Value	\$719,887.97	189	\$972,523.21	256	\$839,900.34	221
Households in Poverty	475 (7%)	55	2,710 (5.8%)	46	15,374 (10%)	7
Household Median Wealth	\$104,110.37	128	\$125,765.51	155	\$96,058.67	118
Average Age	45.23	110	43.6	106	42.24	103
Median Age	46.68	116	45.64	114	42.31	105
Households with Children	1,970 (29%)	108	15,291 (32.8%)	122	45,423 (29.7%)	111
High School Graduate or Higher	11,858 (94.6%)	106	84,493 (94.6%)	106	257,876 (89.7%)	100

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	7,201 (57.5%)	58,387 (65.4%)	153,935 (53.5%)
Pop density (per sq mi)	6,440	4,665	6,202
Area (based on blockgroups)	3	27	66

Population

Population 2024 Q4	16,907	125,997	406,964
Population 2024 Q3	16,898	125,844	406,282
Population 2024 Q2	16,915	125,799	405,523
Population 2024 Q1	16,904	125,765	405,373
Population 2023 Q4	16,900	125,686	404,680
Population 2023 Q3	16,893	125,657	404,275
Population 2023 Q2	16,880	125,621	404,120
Population 2023 Q1	16,874	125,595	404,059
Population 2022 Q4	16,885	125,799	404,860
Population 5 Years Forecast	16,766	124,747	408,692
Population 10 Years Forecast	16,723	124,335	410,503
Persons per Household	2.45 (96)	2.67 (105)	2.62 (103)

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	1 Mile			3 Mile			5 Mile		
Group Quarters	271	(1.6%)	68	1,256	(1%)	42	6,357	(1.6%)	66
Transient Population - Average Last 4 Quarters				333	(<0.5%)	20	1,680	(<0.5%)	32

Households

Households 2024 Q4	6,785		46,687		153,119
Households 2024 Q3	6,778		46,607		152,673
Households 2024 Q2	6,785		46,569		152,352
Households 2024 Q1	6,780		46,556		152,295
Households 2023 Q4	6,776		46,528		151,995
Households 2023 Q3	6,773		46,523		151,841
Households 2023 Q2	6,767		46,509		151,791
Households 2023 Q1	6,765		46,495		151,767
Households 2022 Q4	6,771		46,574		152,168
Households 5 Years Forecast	6,732		46,207		153,833
Households 10 Years Forecast	6,715		46,055		154,581

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Benchmark: Nationwide



Gender

Male	7,926	(46.9%)	96	60,113	(47.7%)	97	192,967	(47.4%)	97
Female	8,981	(53.1%)	104	65,884	(52.3%)	103	213,997	(52.6%)	103

Ethnicity

White	8,274	(48.9%)	85	78,802	(62.5%)	108	191,001	(46.9%)	8
Asian	2,951	(17.5%)	303	16,155	(12.8%)	223	32,540	(8%)	139
Hispanic (Ethnic)	2,876	(17%)	87	18,074	(14.3%)	75	105,299	(25.9%)	133
Black	1,943	(11.5%)	97	7,417	(5.9%)	50	59,694	(14.7%)	124
Other	863	(5.1%)	98	5,549	(4.4%)	85	18,430	(4.5%)	87

Household by Ethnicity

White	3,549	(52.3%)	85	30,029	(64.3%)	104	72,919	(47.6%)	7
Hispanic (Ethnic)	1,145	(16.9%)	111	6,102	(13.1%)	86	36,062	(23.6%)	155
Asian	839	(12.4%)	273	4,919	(10.5%)	232	9,919	(6.5%)	143
Black	673	(9.9%)	89	2,508	(5.4%)	48	21,413	(14%)	126
Other	579	(8.5%)	112	3,129	(6.7%)	88	12,806	(8.4%)	110

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	\$174,491.76	157	\$236,775.23	213	\$188,389.97	169
Average Income Per Person	\$71,177.65	165	\$88,422.86	205	\$71,594.6	166
Household Median Income	\$108,966.67	137	\$155,294.1	195	\$120,764.28	152
<\$15K	369 (5.4%)	67	1,913 (4.1%)	51	9,627 (6.3%)	7
\$15K - \$25K	297 (4.4%)	68	1,409 (3%)	47	7,582 (5%)	7
\$25K - \$35K	272 (4%)	60	1,340 (2.9%)	43	6,239 (4.1%)	61
\$35K - \$50K	464 (6.8%)	66	2,548 (5.5%)	53	10,615 (6.9%)	67
\$50K - \$75K	901 (13.3%)	84	4,174 (8.9%)	57	16,079 (10.5%)	67
\$75K - \$100K	823 (12.1%)	95	3,977 (8.5%)	66	15,206 (9.9%)	7
\$100K - \$150K	1,216 (17.9%)	101	7,200 (15.4%)	87	25,266 (16.5%)	93
\$150K - \$175K	506 (7.5%)	119	3,695 (7.9%)	126	12,074 (7.9%)	126
\$175K - \$200K	599 (8.8%)	134	9,018 (19.3%)	294	21,148 (13.8%)	210
\$200K - \$250K	747 (11%)	211	6,387 (13.7%)	262	16,388 (10.7%)	205
\$250K - \$500K	322 (4.7%)	213	2,742 (5.9%)	263	7,033 (4.6%)	206
>\$500K	269 (4%)	213	2,284 (4.9%)	262	5,862 (3.8%)	205

Disposable Households Income

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



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	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$103,124.89		125	\$121,080.84		147	\$105,751.3		128
Household Median Disposable Income	\$88,815.61		129	\$121,239.32		177	\$97,028.79		141
<\$15K	393	(5.8%)	66	2,008	(4.3%)	49	10,340	(6.8%)	71
\$15K - \$25K	366	(5.4%)	71	1,690	(3.6%)	48	8,700	(5.7%)	75
\$25K - \$35K	329	(4.8%)	62	1,702	(3.6%)	46	7,651	(5%)	63
\$35K - \$50K	577	(8.5%)	70	3,187	(6.8%)	56	13,027	(8.5%)	70
\$50K - \$75K	1,175	(17.3%)	98	5,358	(11.5%)	65	20,164	(13.2%)	74
\$75K - \$100K	1,011	(14.9%)	104	5,187	(11.1%)	74	18,580	(12.1%)	85
\$100K - \$150K	1,544	(22.8%)	127	12,307	(26.4%)	147	36,492	(23.8%)	133
\$150K - \$175K	433	(6.4%)	105	7,084	(15.2%)	249	17,230	(11.3%)	185
\$175K - \$200K	236	(3.5%)	158	2,002	(4.3%)	195	5,129	(3.3%)	152
\$200K - \$250K	291	(4.3%)	201	2,482	(5.3%)	249	6,365	(4.2%)	194
\$250K - \$500K	396	(5.8%)	199	3,388	(7.3%)	248	8,684	(5.7%)	194
>\$500K	34	(0.5%)	195	292	(0.6%)	243	757	(<0.5%)	192

Discretionary Households Income

Household Average Discretionary Income	\$79,952.02		130	\$97,381.06		159	\$80,486.59		131
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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$66,630.11	131	\$99,975.58	196	\$73,068.33	143
<\$10K	372 (5.5%)	59	1,737 (3.7%)	40	11,743 (7.7%)	83
\$10K - \$20K	445 (6.6%)	62	2,072 (4.4%)	42	11,825 (7.7%)	73
\$20K - \$30K	465 (6.9%)	65	2,535 (5.4%)	51	10,691 (7%)	66
\$30K - \$40K	676 (10%)	100	2,697 (5.8%)	58	11,026 (7.2%)	72
\$40K - \$50K	552 (8.1%)	92	2,356 (5%)	57	9,942 (6.5%)	73
\$50K - \$75K	1,221 (18%)	103	6,264 (13.4%)	71	22,887 (14.9%)	86
\$75K - \$100K	770 (11.3%)	97	5,688 (12.2%)	104	18,247 (11.9%)	102
\$100K - \$125K	658 (9.7%)	120	6,314 (13.5%)	167	18,238 (11.9%)	147
\$125K - \$150K	693 (10.2%)	154	8,928 (19.1%)	288	21,195 (13.8%)	208
>\$150K	933 (13.8%)	233	8,096 (17.3%)	293	17,325 (11.3%)	191

Households Income by Ethnicity

Average Income - White	\$111,684.15	117	\$134,301.04	141	\$127,333.27	133
Median Income - White	\$108,647.2	125	\$157,848.21	182	\$149,581.85	172
Average Income - Black	\$97,629.47	141	\$103,670	150	\$94,365.91	137
Median Income - Black	\$102,349.53	185	\$103,350.39	187	\$86,794.79	157

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$126,780.53 (112)	\$140,100.88 (124)	\$137,582.75 (122)
Median Income - Asian	\$120,514.45 (105)	\$167,370.32 (146)	\$163,143.44 (143)
Average Income - Hispanic	\$112,315.56 (139)	\$117,112.83 (145)	\$99,842.24 (123)
Median Income - Hispanic	\$102,083.25 (147)	\$119,757.27 (172)	\$94,096.2 (135)
Average Income - Other	\$115,722.86 (129)	\$129,371.43 (145)	\$112,639.89 (126)
Median Income - Other	\$113,124.48 (142)	\$151,420.77 (190)	\$116,637.93 (147)

Age

	1 Mile	3 Mile	5 Mile
Average Age	45.23 (110)	43.6 (106)	42.24 (103)
Median Age	46.68 (116)	45.64 (114)	42.31 (105)
0-4	754 (4.5%) (83)	5,308 (4.2%) (74)	19,751 (4.9%) (90)
5-13	1,576 (9.3%) (90)	12,816 (10.2%) (99)	41,145 (10.1%) (98)
14-17	746 (4.4%) (83)	7,003 (5.6%) (105)	21,439 (5.3%) (99)
18-21	747 (4.4%) (80)	6,793 (5.4%) (98)	21,466 (5.3%) (96)
22-24	552 (3.3%) (74)	4,800 (3.8%) (92)	15,700 (3.9%) (93)
25-29	790 (4.7%) (74)	6,268 (5%) (84)	22,418 (5.5%) (93)
30-34	824 (4.9%) (75)	5,307 (4.2%) (65)	22,606 (5.6%) (85)

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	1 Mile		3 Mile		5 Mile				
35-39	981	(5.8%)	88	5,866	(4.7%)	71	24,012	(5.9%)	89
40-44	1,021	(6%)	94	7,431	(5.9%)	92	25,877	(6.4%)	99
45-49	1,103	(6.5%)	109	8,765	(7%)	116	27,157	(6.7%)	111
50-54	1,123	(6.6%)	111	9,049	(7.2%)	120	27,268	(6.7%)	112
55-59	1,242	(7.3%)	120	9,599	(7.6%)	124	28,512	(7%)	114
60-64	1,219	(7.2%)	112	9,004	(7.1%)	111	27,323	(6.7%)	105
65-69	1,211	(7.2%)	118	8,179	(6.5%)	107	25,066	(6.2%)	102
70-74	956	(5.7%)	113	6,728	(5.3%)	106	20,008	(4.9%)	98
75-79	800	(4.7%)	123	5,433	(4.3%)	112	15,844	(3.9%)	101
80-84	619	(3.7%)	153	3,735	(3%)	124	10,717	(2.6%)	110
85+	643	(3.8%)	188	3,913	(3.1%)	153	10,655	(2.6%)	129

Age - Male

Male Average Age	43.09		108	41.91		105	40.6		102
Male Median Age	43.64		115	42.94		113	40.59		107
0-4	386	(4.9%)	86	2,724	(4.5%)	8	10,124	(5.2%)	93
5-13	818	(10.3%)	96	6,610	(11%)	102	21,053	(10.9%)	102

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	● 1 Mile		● 3 Mile		● 5 Mile				
14-17	389	(4.9%)	89	3,646	(6.1%)	110	10,960	(5.7%)	103
18-21	396	(5%)	87	3,555	(5.9%)	103	10,952	(5.7%)	99
22-24	297	(3.7%)	86	2,530	(4.2%)	97	8,022	(4.2%)	95
25-29	401	(5.1%)	88	3,146	(5.2%)	85	11,283	(5.8%)	95
30-34	403	(5.1%)	76	2,602	(4.3%)	65	10,949	(5.7%)	85
35-39	454	(5.7%)	86	2,750	(4.6%)	68	11,385	(5.9%)	88
40-44	461	(5.8%)	90	3,389	(5.6%)	87	11,955	(6.2%)	96
45-49	513	(6.5%)	108	4,110	(6.8%)	114	12,652	(6.6%)	109
50-54	524	(6.6%)	111	4,285	(7.1%)	120	12,821	(6.6%)	111
55-59	582	(7.3%)	120	4,554	(7.6%)	124	13,375	(6.9%)	114
60-64	564	(7.1%)	113	4,257	(7.1%)	112	12,755	(6.6%)	105
65-69	551	(7%)	119	3,762	(6.3%)	108	11,447	(5.9%)	102
70-74	417	(5.3%)	111	2,989	(5%)	105	8,837	(4.6%)	97
75-79	333	(4.2%)	119	2,392	(4%)	113	6,716	(3.5%)	99
80-84	232	(2.9%)	141	1,504	(2.5%)	120	4,216	(2.2%)	105
85+	205	(2.6%)	176	1,308	(2.2%)	148	3,465	(1.8%)	122

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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	47.12	45.15	43.71
Female Median Age	48.42	46.98	43.79
0-4	368 (4.1%)	2,584 (3.9%)	9,627 (4.5%)
5-13	758 (8.4%)	6,206 (9.4%)	20,092 (9.4%)
14-17	357 (4%)	3,357 (5.1%)	10,479 (4.9%)
18-21	351 (3.9%)	3,238 (4.9%)	10,514 (4.9%)
22-24	255 (2.8%)	2,270 (3.4%)	7,678 (3.6%)
25-29	389 (4.3%)	3,122 (4.7%)	11,135 (5.2%)
30-34	421 (4.7%)	2,705 (4.1%)	11,657 (5.4%)
35-39	527 (5.9%)	3,116 (4.7%)	12,627 (5.9%)
40-44	560 (6.2%)	4,042 (6.1%)	13,922 (6.5%)
45-49	590 (6.6%)	4,655 (7.1%)	14,505 (6.8%)
50-54	599 (6.7%)	4,764 (7.2%)	14,447 (6.8%)
55-59	660 (7.3%)	5,045 (7.7%)	15,137 (7.1%)
60-64	655 (7.3%)	4,747 (7.2%)	14,568 (6.8%)

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65-69	660	(7.3%)	117	4,417	(6.7%)	106	13,619	(6.4%)	101
70-74	539	(6%)	113	3,739	(5.7%)	107	11,171	(5.2%)	99
75-79	467	(5.2%)	125	3,041	(4.6%)	111	9,128	(4.3%)	103
80-84	387	(4.3%)	159	2,231	(3.4%)	125	6,501	(3%)	112
85+	438	(4.9%)	191	2,605	(4%)	155	7,190	(3.4%)	131

Employment by Occupation

Total Employees (16+ Years Old)	8,783			66,241			213,510		
Professional Specialty	3,108	(35.4%)	143	24,499	(37%)	150	69,507	(32.6%)	132
Managerial/Executive	1,868	(21.3%)	123	17,827	(26.9%)	155	46,424	(21.7%)	125
Sales	993	(11.3%)	121	6,333	(9.6%)	102	19,074	(8.9%)	96
Office Admin	828	(9.4%)	89	5,970	(9%)	85	19,421	(9.1%)	86
Production & Transportation	501	(5.7%)	44	2,837	(4.3%)	33	13,000	(6.1%)	47
Healthcare support	318	(3.6%)	110	1,164	(1.8%)	53	7,864	(3.7%)	112
Food Preparation & Serving	313	(3.6%)	70	1,371	(2.1%)	41	6,646	(3.1%)	61
Protective	306	(3.5%)	161	1,588	(2.4%)	111	6,192	(2.9%)	134
Construction	252	(2.9%)	36	2,124	(3.2%)	40	12,821	(6%)	75

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Personal Care	160	(1.8%)	73	1,541	(2.3%)	93	5,505	(2.6%)	103
Building Maintenance & Cleaning	127	(1.4%)	43	935	(1.4%)	42	6,735	(3.2%)	93
Farming, Fishing & Forestry	9	(<0.5%)	18	52	(<0.5%)	14	321	(<0.5%)	26

Employment by Industry

Total Employees (16+ Years Old)	8,783			66,241			213,510		
Educational Services	3,300	(37.6%)	160	20,012	(30.2%)	129	66,496	(31.1%)	133
Financial, Insurance & Real Estate	1,298	(14.8%)	220	9,169	(13.8%)	206	23,116	(10.8%)	161
Wholesale Retail	990	(11.3%)	86	6,717	(10.1%)	71	21,708	(10.2%)	71
Professional Services	673	(7.7%)	95	9,165	(13.8%)	172	23,687	(11.1%)	138
Entertainment Services	593	(6.8%)	74	4,022	(6.1%)	70	14,800	(6.9%)	81
Public Administration	391	(4.5%)	93	3,428	(5.2%)	108	8,950	(4.2%)	88
Transportation	361	(4.1%)	70	1,849	(2.8%)	48	8,915	(4.2%)	71
Other Professional Services	348	(4%)	84	2,813	(4.2%)	90	10,424	(4.9%)	104
Manufacturing	263	(3%)	30	2,175	(3.3%)	33	7,448	(3.5%)	35
Administrative/Waste Services	229	(2.6%)	62	1,730	(2.6%)	63	7,501	(3.5%)	84
Agriculture/Mining/Construction	203	(2.3%)	27	2,639	(4%)	47	12,930	(6.1%)	71

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Information	124	(1.4%)	2,172	(3.3%)	6,640	(3.1%)
Management Services	10	(<0.5%)	350	(0.5%)	895	(<0.5%)

Language Spoken

Speak English at Home	10,462	(64.8%)	85,595	(70.9%)	247,243	(63.9%)
Speak Other Language at Home	3,857	(23.9%)	23,709	(19.6%)	62,232	(16.1%)
Speak Spanish at Home	1,834	(11.4%)	11,385	(9.4%)	77,738	(20.1%)

Ancestry

Other	4,066	(24%)	25,001	(19.8%)	99,895	(24.5%)
Italian	1,674	(9.9%)	16,271	(12.9%)	37,164	(9.1%)
South Central Asian (e.g. Indian)	1,366	(8.1%)	5,931	(4.7%)	12,419	(3.1%)
Unclassified	1,325	(7.8%)	12,321	(9.8%)	39,511	(9.7%)
Dominican	1,119	(6.6%)	4,281	(3.4%)	22,301	(5.5%)
Other European (e.g. Greek/Russian)	1,067	(6.3%)	9,976	(7.9%)	22,900	(5.6%)
Scottish/Irish	1,001	(5.9%)	10,244	(8.1%)	24,024	(5.9%)
Puerto Rican	974	(5.8%)	5,265	(4.2%)	24,167	(5.9%)
American	515	(3%)	4,925	(3.9%)	12,206	(3%)

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South East Asian (e.g. Vietnamese)	510	(3%)	171	2,013	(1.6%)	91	5,502	(1.4%)	7
German	449	(2.7%)	34	4,496	(3.6%)	46	10,968	(2.7%)	35
Chinese	409	(2.4%)	194	3,485	(2.8%)	222	6,645	(1.6%)	31
Japanese	393	(2.3%)	969	2,137	(1.7%)	707	2,984	(0.7%)	306
South American	324	(1.9%)	154	4,335	(3.4%)	276	20,164	(5%)	397
British	323	(1.9%)	36	2,925	(2.3%)	44	7,736	(1.9%)	36
Polish	295	(1.7%)	114	2,782	(2.2%)	144	6,711	(1.6%)	108
Korean	240	(1.4%)	274	2,099	(1.7%)	322	3,740	(0.9%)	177
Other Hispanic	232	(1.4%)	96	1,662	(1.3%)	92	8,236	(2%)	141
Central American	142	(0.8%)	50	816	(0.6%)	39	9,471	(2.3%)	140
Middle Eastern	139	(0.8%)	132	1,129	(0.9%)	144	3,334	(0.8%)	132
Scandinavian	86	(0.5%)	27	673	(0.5%)	28	1,720	(<0.5%)	22
French	75	(<0.5%)	36	664	(0.5%)	43	1,864	(<0.5%)	37
Cuban	53	(<0.5%)	43	469	(<0.5%)	51	2,444	(0.6%)	83
Other Asian	33	(<0.5%)	46	490	(<0.5%)	91	1,250	(<0.5%)	72
Mexican	32	(<0.5%)	2	1,246	(1%)	9	18,516	(4.5%)	41

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Dutch	27	(<0.5%)	26	246	(<0.5%)	32	563	(<0.5%)	23
Native American (Indian/Eskimo)	23	(<0.5%)	21	82	(<0.5%)	10	444	(<0.5%)	17
Hawaiian/Pacific Islander	15	(<0.5%)	50	33	(<0.5%)	15	85	(<0.5%)	12

Education (Age 25+)

Total Educated Population	12,532			89,277			287,463		
Elementary (0 to 8 Years)	284	(2.3%)	47	2,172	(2.4%)	51	15,029	(5.2%)	110
Some High School (9 to 11 Years)	390	(3.1%)	53	2,612	(2.9%)	50	14,558	(5.1%)	86
High School Graduate (12 Years)	2,092	(16.7%)	64	12,110	(13.6%)	52	50,574	(17.6%)	67
Some College (13 to 16 Years)	1,388	(11.1%)	57	9,071	(10.2%)	53	35,566	(12.4%)	64
Associates Degree Only	1,177	(9.4%)	107	4,925	(5.5%)	63	17,801	(6.2%)	70
Bachelor's Degree Only	3,748	(29.9%)	140	27,286	(30.6%)	143	74,224	(25.8%)	121
Graduate Degree	3,453	(27.6%)	200	31,101	(34.8%)	253	79,711	(27.7%)	202

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	6,785	46,687	153,119
One Person Households	2,101 (31%)	11,647 (24.9%)	43,663 (28.5%)
Married Couple	3,600 (53.1%)	28,414 (60.9%)	76,924 (50.2%)
Male Householder	236 (3.5%)	1,630 (3.5%)	6,409 (4.2%)
Female Householder	642 (9.5%)	3,509 (7.5%)	19,661 (12.8%)
Non Family Households	206 (3%)	1,487 (3.2%)	6,462 (4.2%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	6,785	46,687	153,119
1 Person Household	2,101 (31%)	11,647 (24.9%)	43,663 (28.5%)
2 Person Household	1,994 (29.4%)	13,288 (28.5%)	43,123 (28.2%)
3 Person Household	1,043 (15.4%)	7,725 (16.5%)	25,132 (16.4%)
4 Person Household	998 (14.7%)	8,752 (18.7%)	23,995 (15.7%)
5 Person Household	424 (6.2%)	3,659 (7.8%)	11,000 (7.2%)
6 Person Household	149 (2.2%)	1,070 (2.3%)	3,889 (2.5%)
7+ Person Household	76 (1.1%)	546 (1.2%)	2,317 (1.5%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	7,093	48,867	161,581
Owner Occupied Housing	4,280	35,176	94,424
Renter Occupied Housing	2,505	11,511	58,695
Vacant Housing	308	2,180	8,462

Housing Rent

Average Rent	\$2,190.5	\$2,332.45	\$2,016.74
Median Rent	\$2,106.3	\$2,251.44	\$1,942.25
Total Cash Rents Housing	2,435	11,013	56,319
<\$300	44 (1.8%)	144 (1.3%)	1,721 (3.1%)
\$300-\$500	26 (1.1%)	197 (1.8%)	1,716 (3%)
\$500-\$750	38 (1.6%)	248 (2.3%)	2,068 (3.7%)
\$750-\$1000	71 (2.9%)	419 (3.8%)	2,760 (4.9%)
\$1000-\$1500	268 (11%)	1,252 (11.4%)	8,297 (14.7%)
\$1500-\$2000	644 (26.4%)	2,201 (20%)	13,112 (23.3%)
\$2000-\$2500	595 (24.4%)	2,079 (18.9%)	11,109 (19.7%)

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	296	(12.2%)	211	1,301	(11.8%)	206	6,001	(10.7%)	185
\$3000-\$3500	165	(6.8%)	223	1,004	(9.1%)	300	3,286	(5.8%)	192
>\$3500	288	(11.8%)	324	2,168	(19.7%)	540	6,249	(11.1%)	304

Value of Owner-Occupied Housing Units

Average House Value	\$959,009.18	184	\$1.1M	210	\$973,173.53	186			
Median House Value	\$719,887.97	189	\$972,523.21	256	\$839,900.34	221			
Owner Occupied Housing	4,280		35,176		94,424				
<\$100K	38	(0.9%)	10	611	(1.7%)	20	1,863	(2%)	23
\$100K - \$200K	176	(4.1%)	30	1,030	(2.9%)	22	4,473	(4.7%)	35
\$200K - \$300K	464	(10.8%)	67	1,850	(5.3%)	32	6,538	(6.9%)	43
\$300K - \$400K	510	(11.9%)	81	1,910	(5.4%)	37	6,128	(6.5%)	45
\$400K - \$500K	324	(7.6%)	66	1,584	(4.5%)	39	5,198	(5.5%)	48
\$500K - \$1000K	1,344	(31.4%)	127	11,313	(32.2%)	130	34,641	(36.7%)	148
>\$1000K	1,424	(33.3%)	305	16,878	(48%)	439	35,583	(37.7%)	345

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



Benchmark: Nationwide



Poverty

Households in Poverty	475	(7%)	55	2,710	(5.8%)	46	15,374	(10%)	7
Households Above Poverty	6,310	(93%)	106	43,977	(94.2%)	108	137,745	(90%)	103
Households in Poverty (Married)	99	(1.5%)	67	501	(1.1%)	49	2,457	(1.6%)	74
Households in Poverty (Male Householder)	6	(<0.5%)	14	215	(<0.5%)	72	670	(<0.5%)	69
Households in Poverty (Female Householder)	91	(1.3%)	45	335	(0.7%)	24	3,976	(2.6%)	88
Households in Poverty (Non-Family)	257	(3.8%)	60	1,561	(3.3%)	53	7,665	(5%)	8
Households in Poverty (Non-Family Student)	22	(<0.5%)	52	98	(<0.5%)	34	606	(<0.5%)	64

Wealth per Household

Household Average Wealth	\$273,414.89	113	\$292,524.26	121	\$266,155.39	110			
Household Median Wealth	\$104,110.37	128	\$125,765.51	155	\$96,058.67	118			
<\$0K	1,076	(15.9%)	91	6,898	(14.8%)	85	25,195	(16.5%)	95
\$0K - \$5K	495	(7.3%)	85	2,978	(6.4%)	74	11,888	(7.8%)	91
\$5K - \$10K	274	(4%)	89	1,703	(3.6%)	8	6,412	(4.2%)	92
\$10K - \$25K	398	(5.9%)	92	2,605	(5.6%)	88	9,140	(6%)	94
\$25K - \$50K	439	(6.5%)	95	2,992	(6.4%)	94	9,997	(6.5%)	96

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	676	(10%)	98	4,642	(9.9%)	97	15,119	(9.9%)	97
\$100K - \$250K	1,259	(18.6%)	103	8,881	(19%)	105	27,865	(18.2%)	101
\$250K - \$500K	977	(14.4%)	109	7,058	(15.1%)	115	21,396	(14%)	106
>\$500K	1,191	(17.6%)	118	8,930	(19.1%)	129	26,107	(17.1%)	115

Vehicles per Household

Total Number of Vehicles	10,105			77,962			224,405		
Average Number of Vehicles	1.49		8	1.67		91	1.47		8
No Vehicles	776	(11.4%)	138	3,510	(7.5%)	91	23,787	(15.5%)	188
1 Vehicle	2,988	(44%)	134	17,696	(37.9%)	116	60,424	(39.5%)	120
2 Vehicles	2,174	(32%)	87	18,368	(39.3%)	107	49,611	(32.4%)	88
3 or more Vehicles	847	(12.5%)	57	7,113	(15.2%)	69	19,297	(12.6%)	57

Population Change

Births	133			1,013			3,701		
Deaths	178			1,167			3,357		
Migration	61			514			2,179		

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	452	4,388	13,930
Total Employees	3,401	34,538	135,984

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