



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	21,789		194,055		555,867	
Households	8,142		71,070		196,959	
Persons per Household	2.67	105	2.67	105	2.79	110
Household Median Income	\$140,834.96	161	\$123,688.9	142	\$117,574.92	135
Household Median Disposable Income	\$114,324.98	152	\$101,362.23	135	\$96,824.76	129
Household Median Discretionary Income	\$88,937.99	154	\$77,424.53	134	\$71,910.55	124
Average Income Per Person	\$64,714.58	137	\$59,458.18	126	\$55,174.89	117
Median Rent	\$1,882.65	133	\$1,844.88	131	\$1,770.73	125
Median House Value	\$718,463.3	184	\$700,743.72	179	\$695,813.49	178
Households in Poverty	662 (8.1%)	64	5,613 (7.9%)	62	18,678 (9.5%)	75
Household Median Wealth	\$99,877.05	122	\$91,394	112	\$87,377.22	107
Average Age	43.51	106	42.38	103	41.63	101
Median Age	45.16	112	42.15	104	41.53	103
Households with Children	2,142 (26.3%)	98	19,854 (27.9%)	104	59,972 (30.4%)	114
High School Graduate or Higher	14,765 (92.1%)	103	127,902 (91.7%)	103	354,775 (90.2%)	101

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	8,527 (53.2%)	66,978 (48%)	169,671 (43.1%)
Pop density (per sq mi)	7,265	6,837	7,316
Area (based on blockgroups)	3	28	76

## Population

Population 2025 Q4	21,789	194,055	555,867
Population 2025 Q3	21,764	193,833	555,755
Population 2025 Q2	21,733	193,658	555,731
Population 2025 Q1	21,614	192,375	554,202
Population 2024 Q4	21,603	192,127	553,401
Population 2024 Q3	21,592	191,936	552,803
Population 2024 Q2	21,551	191,135	551,338
Population 2024 Q1	21,462	190,530	550,070
Population 2023 Q4	21,442	190,160	548,931
Population 5 Years Forecast	22,610	200,604	564,353
Population 10 Years Forecast	23,337	206,540	574,996
Persons per Household	2.67	2.67	2.79

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	
Group Quarters	17	(<0.5%)	4,033	(2.1%)	5,536	(1%)
Transient Population - Average Last 4 Quarters	114	(0.5%)	1,650	(0.9%)	3,075	(0.6%)

## Households

Households 2025 Q4	8,142		71,070		196,959
Households 2025 Q3	8,129		70,920		196,783
Households 2025 Q2	8,118		70,836		196,758
Households 2025 Q1	8,068		70,311		196,156
Households 2024 Q4	8,064		70,222		195,878
Households 2024 Q3	8,061		70,157		195,686
Households 2024 Q2	8,048		69,849		195,172
Households 2024 Q1	8,010		69,588		194,681
Households 2023 Q4	8,005		69,457		194,277
Households 5 Years Forecast	8,499		73,920		200,420
Households 10 Years Forecast	8,798		76,372		204,510

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



Benchmark: Nationwide



### Gender

Male	10,560	(48.5%)	99	94,198	(48.5%)	99	268,726	(48.3%)	99
Female	11,229	(51.5%)	101	99,857	(51.5%)	101	287,141	(51.7%)	101

### Ethnicity

White	9,971	(45.8%)	74	87,504	(45.1%)	74	236,115	(42.5%)	74
Hispanic (Ethnic)	4,883	(22.4%)	114	51,037	(26.3%)	134	176,878	(31.8%)	163
Asian	4,027	(18.5%)	320	28,240	(14.6%)	252	71,930	(12.9%)	224
Black	2,290	(10.5%)	89	19,988	(10.3%)	87	53,252	(9.6%)	81
Other	618	(2.8%)	55	7,286	(3.8%)	72	17,692	(3.2%)	61

### Household by Ethnicity

White	4,029	(49.5%)	81	32,761	(46.1%)	75	85,297	(43.3%)	70
Hispanic (Ethnic)	1,704	(20.9%)	138	16,945	(23.8%)	157	59,677	(30.3%)	200
Asian	1,139	(14%)	303	8,524	(12%)	259	20,851	(10.6%)	229
Black	805	(9.9%)	90	7,336	(10.3%)	94	17,101	(8.7%)	71
Other	465	(5.7%)	75	5,504	(7.7%)	102	14,033	(7.1%)	94

### 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	\$173,112.85	142	\$160,567.74	132	\$154,677.06	127
Average Income Per Person	\$64,714.58	137	\$59,458.18	126	\$55,174.89	117
Household Median Income	\$140,834.96	161	\$123,688.9	142	\$117,574.92	135
<\$15K	381 (4.7%)	65	2,924 (4.1%)	57	9,601 (4.9%)	67
\$15K - \$25K	409 (5%)	86	2,800 (3.9%)	67	7,932 (4%)	69
\$25K - \$35K	325 (4%)	65	2,782 (3.9%)	64	8,575 (4.4%)	71
\$35K - \$50K	393 (4.8%)	52	4,271 (6%)	64	14,163 (7.2%)	7
\$50K - \$75K	842 (10.3%)	69	8,135 (11.4%)	76	22,899 (11.6%)	7
\$75K - \$100K	603 (7.4%)	59	7,987 (11.2%)	89	21,597 (11%)	87
\$100K - \$150K	1,390 (17.1%)	94	13,232 (18.6%)	103	36,271 (18.4%)	101
\$150K - \$175K	750 (9.2%)	146	5,917 (8.3%)	132	15,516 (7.9%)	125
\$175K - \$200K	599 (7.4%)	147	5,237 (7.4%)	148	12,628 (6.4%)	128
\$200K - \$250K	1,371 (16.8%)	209	9,954 (14%)	174	26,741 (13.6%)	168
\$250K - \$500K	586 (7.2%)	208	4,268 (6%)	174	11,468 (5.8%)	169
>\$500K	493 (6.1%)	210	3,563 (5%)	174	9,568 (4.9%)	169

## 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	\$120,771.41		133	\$113,631.52		126	\$110,229.21		122
Household Median Disposable Income	\$114,324.98		152	\$101,362.23		135	\$96,824.76		129
<\$15K	437	(5.4%)	68	3,199	(4.5%)	57	10,490	(5.3%)	68
\$15K - \$25K	447	(5.5%)	8	3,404	(4.8%)	70	9,657	(4.9%)	71
\$25K - \$35K	376	(4.6%)	65	3,367	(4.7%)	66	10,741	(5.5%)	76
\$35K - \$50K	576	(7.1%)	63	5,265	(7.4%)	66	16,415	(8.3%)	74
\$50K - \$75K	872	(10.7%)	64	10,189	(14.3%)	85	28,293	(14.4%)	85
\$75K - \$100K	798	(9.8%)	68	9,653	(13.6%)	95	26,440	(13.4%)	94
\$100K - \$150K	2,002	(24.6%)	130	16,282	(22.9%)	121	43,060	(21.9%)	116
\$150K - \$175K	769	(9.4%)	184	6,216	(8.7%)	171	15,694	(8%)	155
\$175K - \$200K	508	(6.2%)	182	3,676	(5.2%)	151	9,829	(5%)	146
\$200K - \$250K	544	(6.7%)	201	3,952	(5.6%)	168	10,604	(5.4%)	162
\$250K - \$500K	745	(9.2%)	202	5,396	(7.6%)	167	14,484	(7.4%)	162
>\$500K	68	(0.8%)	210	471	(0.7%)	167	1,252	(0.6%)	160

## Discretionary Households Income

Household Average Discretionary Income	\$90,603.54		132	\$83,948.88		123	\$80,577.83		118
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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	\$88,937.99	154	\$77,424.53	134	\$71,910.55	124
<\$10K	340 (4.2%)	54	3,583 (5%)	65	11,340 (5.8%)	74
\$10K - \$20K	631 (7.7%)	85	4,511 (6.3%)	69	13,882 (7%)	77
\$20K - \$30K	424 (5.2%)	55	4,607 (6.5%)	69	15,124 (7.7%)	81
\$30K - \$40K	575 (7.1%)	77	5,142 (7.2%)	77	15,726 (8%)	87
\$40K - \$50K	448 (5.5%)	65	5,006 (7%)	83	14,367 (7.3%)	86
\$50K - \$75K	1,049 (12.9%)	73	11,635 (16.4%)	93	31,630 (16.1%)	91
\$75K - \$100K	1,176 (14.4%)	116	10,448 (14.7%)	118	26,662 (13.5%)	109
\$100K - \$125K	1,043 (12.8%)	151	7,730 (10.9%)	128	20,979 (10.7%)	125
\$125K - \$150K	980 (12%)	186	8,383 (11.8%)	182	20,242 (10.3%)	159
>\$150K	1,476 (18.1%)	179	10,025 (14.1%)	139	27,007 (13.7%)	136

### Households Income by Ethnicity

Average Income - White	\$118,047.42	115	\$122,507.9	120	\$122,004.52	119
Median Income - White	\$119,902.48	127	\$127,077.99	134	\$126,538.68	134
Average Income - Black	\$106,759.71	144	\$106,349.34	143	\$103,862.01	140
Median Income - Black	\$116,185.25	193	\$102,166.84	170	\$98,464.88	164

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$146,775.65 (121)	\$139,606.1 (115)	\$138,016.75 (114)
Median Income - Asian	\$176,798.71 (140)	\$161,226.14 (128)	\$160,204.32 (127)
Average Income - Hispanic	\$138,611.88 (160)	\$113,780.15 (131)	\$105,917.62 (122)
Median Income - Hispanic	\$163,615.29 (218)	\$110,686.94 (147)	\$99,587.43 (133)
Average Income - Other	\$142,543.56 (149)	\$123,373.97 (129)	\$121,804.46 (127)
Median Income - Other	\$166,105.45 (192)	\$124,645.41 (144)	\$122,698.9 (142)

## Age

Average Age	43.51 (106)	42.38 (103)	41.63 (101)
Median Age	45.16 (112)	42.15 (104)	41.53 (103)
0-4	1,110 (5.1%) (95)	10,535 (5.4%) (101)	30,631 (5.5%) (103)
5-13	1,996 (9.2%) (90)	18,292 (9.4%) (93)	54,913 (9.9%) (97)
14-17	994 (4.6%) (87)	9,218 (4.8%) (90)	27,767 (5%) (95)
18-21	967 (4.4%) (80)	9,468 (4.9%) (88)	28,206 (5.1%) (92)
22-24	691 (3.2%) (76)	7,087 (3.7%) (87)	20,893 (3.8%) (90)
25-29	1,133 (5.2%) (88)	10,846 (5.6%) (95)	32,413 (5.8%) (99)
30-34	1,194 (5.5%) (85)	12,007 (6.2%) (96)	33,627 (6%) (94)

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
35-39	1,306	(6%)	91	12,777	(6.6%)	100	35,616	(6.4%)	97
40-44	1,445	(6.6%)	103	12,620	(6.5%)	101	36,275	(6.5%)	101
45-49	1,498	(6.9%)	114	12,548	(6.5%)	107	36,599	(6.6%)	109
50-54	1,610	(7.4%)	125	12,174	(6.3%)	106	36,158	(6.5%)	110
55-59	1,599	(7.3%)	121	13,006	(6.7%)	111	37,351	(6.7%)	111
60-64	1,589	(7.3%)	115	13,445	(6.9%)	109	37,809	(6.8%)	107
65-69	1,477	(6.8%)	111	12,964	(6.7%)	109	35,429	(6.4%)	104
70-74	1,218	(5.6%)	109	10,119	(5.2%)	102	27,234	(4.9%)	96
75-79	956	(4.4%)	110	7,561	(3.9%)	98	20,121	(3.6%)	91
80-84	523	(2.4%)	95	4,733	(2.4%)	97	12,645	(2.3%)	90
85+	483	(2.2%)	107	4,655	(2.4%)	115	12,180	(2.2%)	105

## Age - Male

Male Average Age	41.99		105	40.95		102	40.24		100
Male Median Age	42.61		111	40.68		106	40.07		105
0-4	570	(5.4%)	96	5,418	(5.8%)	102	15,773	(5.9%)	105
5-13	1,064	(10.1%)	95	9,381	(10%)	94	28,082	(10.5%)	99

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	515	(4.9%)	89	4,705	(5%)	91	14,188	(5.3%)	96
18-21	489	(4.6%)	8	4,884	(5.2%)	90	14,510	(5.4%)	94
22-24	351	(3.3%)	76	3,699	(3.9%)	89	10,829	(4%)	92
25-29	575	(5.4%)	89	5,643	(6%)	97	16,620	(6.2%)	101
30-34	626	(5.9%)	90	5,964	(6.3%)	96	16,669	(6.2%)	94
35-39	634	(6%)	90	6,346	(6.7%)	101	17,385	(6.5%)	97
40-44	700	(6.6%)	102	6,219	(6.6%)	102	17,531	(6.5%)	101
45-49	724	(6.9%)	114	6,040	(6.4%)	106	17,456	(6.5%)	108
50-54	785	(7.4%)	126	5,921	(6.3%)	106	17,393	(6.5%)	109
55-59	748	(7.1%)	118	6,191	(6.6%)	109	17,677	(6.6%)	109
60-64	741	(7%)	112	6,325	(6.7%)	108	17,819	(6.6%)	106
65-69	704	(6.7%)	114	6,029	(6.4%)	109	16,380	(6.1%)	104
70-74	540	(5.1%)	106	4,676	(5%)	103	12,460	(4.6%)	96
75-79	395	(3.7%)	103	3,340	(3.5%)	97	8,850	(3.3%)	90
80-84	229	(2.2%)	99	1,905	(2%)	92	5,049	(1.9%)	86
85+	170	(1.6%)	106	1,512	(1.6%)	106	4,055	(1.5%)	100

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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	44.93	43.72	42.94
Female Median Age	46.56	43.59	42.89
0-4	540 (4.8%)	5,117 (5.1%)	14,858 (5.2%)
5-13	932 (8.3%)	8,911 (8.9%)	26,831 (9.3%)
14-17	479 (4.3%)	4,513 (4.5%)	13,579 (4.7%)
18-21	478 (4.3%)	4,584 (4.6%)	13,696 (4.8%)
22-24	340 (3%)	3,388 (3.4%)	10,064 (3.5%)
25-29	558 (5%)	5,203 (5.2%)	15,793 (5.5%)
30-34	568 (5.1%)	6,043 (6.1%)	16,958 (5.9%)
35-39	672 (6%)	6,431 (6.4%)	18,231 (6.3%)
40-44	745 (6.6%)	6,401 (6.4%)	18,744 (6.5%)
45-49	774 (6.9%)	6,508 (6.5%)	19,143 (6.7%)
50-54	825 (7.3%)	6,253 (6.3%)	18,765 (6.5%)
55-59	851 (7.6%)	6,815 (6.8%)	19,674 (6.9%)
60-64	848 (7.6%)	7,120 (7.1%)	19,990 (7%)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
65-69	773	(6.9%)	108	6,935	(6.9%)	109	19,049	(6.6%)	104
70-74	678	(6%)	112	5,443	(5.5%)	101	14,774	(5.1%)	95
75-79	561	(5%)	116	4,221	(4.2%)	98	11,271	(3.9%)	91
80-84	294	(2.6%)	92	2,828	(2.8%)	100	7,596	(2.6%)	93
85+	313	(2.8%)	106	3,143	(3.1%)	120	8,125	(2.8%)	108

### Employment by Occupation

Total Employees (16+ Years Old)	11,777			103,667			294,267		
Professional Specialty	3,334	(28.3%)	114	31,921	(30.8%)	124	82,166	(27.9%)	113
Managerial/Executive	2,476	(21%)	121	20,845	(20.1%)	116	55,510	(18.9%)	108
Office Admin	1,495	(12.7%)	119	11,312	(10.9%)	103	33,694	(11.5%)	108
Sales	1,419	(12%)	129	9,895	(9.5%)	102	27,467	(9.3%)	100
Production & Transportation	994	(8.4%)	65	9,074	(8.8%)	68	33,857	(11.5%)	89
Construction	659	(5.6%)	70	6,131	(5.9%)	74	18,191	(6.2%)	7
Healthcare support	502	(4.3%)	130	3,429	(3.3%)	101	9,527	(3.2%)	99
Personal Care	314	(2.7%)	107	2,753	(2.7%)	106	8,104	(2.8%)	110
Food Preparation & Serving	290	(2.5%)	48	3,572	(3.4%)	68	10,999	(3.7%)	73

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Building Maintenance & Cleaning	161	(1.4%)	40	2,735	(2.6%)	7	9,166	(3.1%)	92
Protective	133	(1.1%)	52	1,978	(1.9%)	88	5,443	(1.8%)	85
Farming, Fishing & Forestry				22	(<0.5%)	4	143	(<0.5%)	8

## Employment by Industry

Total Employees (16+ Years Old)	11,777			103,667			294,267		
Educational Services	3,336	(28.3%)	121	28,781	(27.8%)	119	77,129	(26.2%)	112
Wholesale Retail	1,487	(12.6%)	96	13,502	(13%)	99	40,740	(13.8%)	105
Professional Services	1,306	(11.1%)	137	11,624	(11.2%)	139	28,839	(9.8%)	121
Financial, Insurance & Real Estate	1,285	(10.9%)	162	9,274	(8.9%)	133	25,420	(8.6%)	128
Manufacturing	1,098	(9.3%)	94	7,299	(7%)	71	25,309	(8.6%)	87
Entertainment Services	631	(5.4%)	62	6,981	(6.7%)	74	21,058	(7.2%)	80
Other Professional Services	586	(5%)	106	5,440	(5.2%)	112	13,332	(4.5%)	96
Transportation	579	(4.9%)	84	5,747	(5.5%)	95	17,826	(6.1%)	104
Agriculture/Mining/Construction	493	(4.2%)	49	5,487	(5.3%)	62	16,732	(5.7%)	67
Information	362	(3.1%)	165	2,570	(2.5%)	133	7,195	(2.4%)	131
Public Administration	300	(2.5%)	53	3,504	(3.4%)	71	9,389	(3.2%)	67

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Administrative/Waste Services	221	(1.9%)	45	3,123	(3%)	72	10,764	(3.7%)	87
Management Services	93	(0.8%)	622	335	(<0.5%)	255	534	(<0.5%)	143

### Language Spoken

Speak English at Home	12,802	(61.9%)	8	105,720	(57.6%)	74	272,487	(51.9%)	67
Speak Other Language at Home	4,731	(22.9%)	270	40,256	(21.9%)	258	115,456	(22%)	259
Speak Spanish at Home	3,146	(15.2%)	107	37,544	(20.5%)	144	137,293	(26.1%)	184

### Ancestry

Other	3,544	(16.3%)	119	32,988	(17%)	124	88,034	(15.8%)	116
Italian	1,718	(7.9%)	295	12,004	(6.2%)	231	32,075	(5.8%)	216
Unclassified	1,702	(7.8%)	53	16,569	(8.5%)	58	41,286	(7.4%)	51
South American	1,506	(6.9%)	506	16,468	(8.5%)	621	50,115	(9%)	660
Dominican	1,333	(6.1%)	914	13,792	(7.1%)	1061	50,976	(9.2%)	1369
Korean	1,180	(5.4%)	1221	4,916	(2.5%)	571	17,031	(3.1%)	691
Scottish/Irish	1,062	(4.9%)	8	7,176	(3.7%)	62	18,794	(3.4%)	57
Puerto Rican	954	(4.4%)	156	9,173	(4.7%)	168	27,187	(4.9%)	174
South Central Asian (e.g. Indian)	902	(4.1%)	262	9,112	(4.7%)	297	21,319	(3.8%)	243

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Chinese	707	(3.2%)	252	3,636	(1.9%)	146	8,213	(1.5%)	115
Other European (e.g. Greek/Russian)	618	(2.8%)	102	7,329	(3.8%)	136	21,722	(3.9%)	141
German	617	(2.8%)	40	5,286	(2.7%)	38	12,905	(2.3%)	33
Cuban	457	(2.1%)	276	2,655	(1.4%)	180	7,446	(1.3%)	176
Middle Eastern	314	(1.4%)	259	3,192	(1.6%)	295	8,004	(1.4%)	258
Other Hispanic	270	(1.2%)	117	4,013	(2.1%)	194	10,356	(1.9%)	175
British	264	(1.2%)	23	1,785	(0.9%)	18	4,819	(0.9%)	17
Polish	259	(1.2%)	87	3,565	(1.8%)	134	12,707	(2.3%)	167
Central American	252	(1.2%)	65	3,321	(1.7%)	96	11,047	(2%)	111
American	200	(0.9%)	23	2,665	(1.4%)	34	7,105	(1.3%)	32
South East Asian (e.g. Vietnamese)	127	(0.6%)	123	1,616	(0.8%)	176	3,248	(0.6%)	124
Mexican	111	(0.5%)	5	1,615	(0.8%)	7	19,751	(3.6%)	32
Japanese	110	(0.5%)	222	560	(<0.5%)	127	1,852	(<0.5%)	147
Other Asian	105	(<0.5%)	136	497	(<0.5%)	72	1,606	(<0.5%)	8
Scandinavian	97	(<0.5%)	26	567	(<0.5%)	17	1,406	(<0.5%)	15
French	67	(<0.5%)	29	497	(<0.5%)	24	1,382	(<0.5%)	23

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Dutch	34	(<0.5%)	30	420	(<0.5%)	41	1,208	(<0.5%)	41
Native American (Indian/Eskimo)	23	(<0.5%)	17	218	(<0.5%)	18	515	(<0.5%)	15
Hawaiian/Pacific Islander	1	(<0.5%)	3	27	(<0.5%)	8	75	(<0.5%)	8

### Education (Age 25+)

Total Educated Population	16,031			139,455			393,457		
Elementary (0 to 8 Years)	682	(4.3%)	89	6,212	(4.5%)	93	22,106	(5.6%)	118
Some High School (9 to 11 Years)	584	(3.6%)	62	5,341	(3.8%)	65	16,576	(4.2%)	71
High School Graduate (12 Years)	2,749	(17.1%)	66	29,867	(21.4%)	82	96,968	(24.6%)	94
Some College (13 to 16 Years)	2,542	(15.9%)	81	21,064	(15.1%)	74	59,612	(15.2%)	74
Associates Degree Only	947	(5.9%)	67	9,993	(7.2%)	81	28,524	(7.2%)	82
Bachelor's Degree Only	5,720	(35.7%)	167	40,645	(29.1%)	137	102,866	(26.1%)	123
Graduate Degree	2,807	(17.5%)	127	26,333	(18.9%)	137	66,805	(17%)	123

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 Type

Household Type	1 Mile	3 Mile	5 Mile
Households	8,142	71,070	196,959
One Person Households	1,993 (24.5%)	18,962 (26.7%)	46,739 (23.7%)
Married Couple	4,451 (54.7%)	35,825 (50.4%)	101,464 (51.5%)
Male Householder	205 (2.5%)	3,048 (4.3%)	9,835 (5%)
Female Householder	986 (12.1%)	9,104 (12.8%)	29,083 (14.8%)
Non Family Households	507 (6.2%)	4,131 (5.8%)	9,838 (5%)

## Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	8,142	71,070	196,959
1 Person Household	1,993 (24.5%)	18,962 (26.7%)	46,739 (23.7%)
2 Person Household	2,380 (29.2%)	20,244 (28.5%)	54,470 (27.7%)
3 Person Household	1,486 (18.3%)	12,034 (16.9%)	35,801 (18.2%)
4 Person Household	1,428 (17.5%)	11,211 (15.8%)	33,783 (17.2%)
5 Person Household	547 (6.7%)	5,246 (7.4%)	15,922 (8.1%)
6 Person Household	177 (2.2%)	2,206 (3.1%)	6,442 (3.3%)
7+ Person Household	131 (1.6%)	1,167 (1.6%)	3,802 (1.9%)

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	8,399	73,869	205,069
Owner Occupied Housing	5,633	43,115	116,243
Renter Occupied Housing	2,509	27,955	80,716
Vacant Housing	257	2,799	8,110

### Housing Rent

Average Rent	\$1,930.91	125	\$1,937.34	125	\$1,854.82	120
Median Rent	\$1,882.65	133	\$1,844.88	131	\$1,770.73	125
Total Cash Rents Housing	2,431	27,256	78,431			
<\$300	92 (3.8%)	35	338 (1.2%)	44	1,184 (1.5%)	54
\$300-\$500	55 (2.3%)	59	438 (1.6%)	42	1,398 (1.8%)	46
\$500-\$750	49 (2%)	23	674 (2.5%)	28	2,375 (3%)	35
\$750-\$1000	63 (2.6%)	20	845 (3.1%)	24	3,272 (4.2%)	32
\$1000-\$1500	319 (13.1%)	50	4,770 (17.5%)	67	17,199 (21.9%)	83
\$1500-\$2000	833 (34.3%)	163	9,515 (34.9%)	166	25,464 (32.5%)	154
\$2000-\$2500	547 (22.5%)	191	5,342 (19.6%)	167	13,967 (17.8%)	152

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	213	(8.8%)	151	2,621	(9.6%)	166	6,496	(8.3%)	143
\$3000-\$3500	151	(6.2%)	203	1,194	(4.4%)	143	2,989	(3.8%)	124
>\$3500	109	(4.5%)	122	1,519	(5.6%)	151	4,087	(5.2%)	142

## Value of Owner-Occupied Housing Units

Average House Value	\$747,457.94	139	\$750,872.61	140	\$762,867.64	142			
Median House Value	\$718,463.3	184	\$700,743.72	179	\$695,813.49	178			
Owner Occupied Housing	5,633		43,115		116,243				
<\$100K	62	(1.1%)	13	996	(2.3%)	28	2,628	(2.3%)	28
\$100K - \$200K	51	(0.9%)	7	471	(1.1%)	8	1,166	(1%)	8
\$200K - \$300K	198	(3.5%)	23	1,402	(3.3%)	21	2,967	(2.6%)	16
\$300K - \$400K	227	(4%)	28	2,358	(5.5%)	38	6,312	(5.4%)	37
\$400K - \$500K	564	(10%)	86	4,481	(10.4%)	90	13,304	(11.4%)	99
\$500K - \$1000K	3,611	(64.1%)	251	26,189	(60.7%)	237	69,082	(59.4%)	232
>\$1000K	920	(16.3%)	141	7,218	(16.7%)	144	20,784	(17.9%)	154

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



Benchmark: Nationwide



### Poverty

Households in Poverty	662	(8.1%)		5,613	(7.9%)		18,678	(9.5%)	
Households Above Poverty	7,480	(91.9%)		65,457	(92.1%)		178,281	(90.5%)	
Households in Poverty (Married)	83	(1%)		1,232	(1.7%)		4,037	(2%)	
Households in Poverty (Male Householder)	55	(0.7%)		262	(<0.5%)		1,032	(0.5%)	
Households in Poverty (Female Householder)	39	(<0.5%)		1,117	(1.6%)		5,273	(2.7%)	
Households in Poverty (Non-Family)	451	(5.5%)		2,809	(4%)		7,808	(4%)	
Households in Poverty (Non-Family Student)	34	(<0.5%)		193	(<0.5%)		528	(<0.5%)	

### Wealth per Household

Household Average Wealth	\$269,057.05		\$258,466.44		\$252,658.07	
Household Median Wealth	\$99,877.05		\$91,394		\$87,377.22	
<\$0K	1,308	(16.1%)	11,881	(16.7%)	33,493	(17%)
\$0K - \$5K	598	(7.3%)	5,632	(7.9%)	16,174	(8.2%)
\$5K - \$10K	328	(4%)	3,057	(4.3%)	8,675	(4.4%)
\$10K - \$25K	479	(5.9%)	4,338	(6.1%)	12,174	(6.2%)
\$25K - \$50K	540	(6.6%)	4,739	(6.7%)	13,185	(6.7%)

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	820	(10.1%)	98	7,112	(10%)	98	19,769	(10%)	98
\$100K - \$250K	1,509	(18.5%)	102	12,901	(18.2%)	100	35,560	(18.1%)	100
\$250K - \$500K	1,164	(14.3%)	108	9,796	(13.8%)	104	26,695	(13.6%)	102
>\$500K	1,396	(17.1%)	115	11,614	(16.3%)	110	31,234	(15.9%)	106

### Vehicles per Household

Total Number of Vehicles	14,056			118,818			329,931		
Average Number of Vehicles	1.73		94	1.67		91	1.68		92
No Vehicles	683	(8.4%)	101	5,909	(8.3%)	101	18,916	(9.6%)	116
1 Vehicle	2,969	(36.5%)	111	28,053	(39.5%)	120	72,333	(36.7%)	112
2 Vehicles	2,946	(36.2%)	98	24,801	(34.9%)	95	71,763	(36.4%)	99
3 or more Vehicles	1,544	(19%)	86	12,307	(17.3%)	79	33,947	(17.2%)	79

### Population Change

Births	197			1,942			5,734		
Deaths	183			1,524			4,197		
Migration	182			1,609			1,218		

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	778	8,569	18,752
Total Employees	10,431	111,160	218,636

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