



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	13,777		61,771		221,307	
Households	5,601		23,405		81,338	
Persons per Household	2.45	96	2.6	102	2.57	101
Household Median Income	\$122,652.75	141	\$145,719.14	167	\$133,650.92	153
Household Median Disposable Income	\$101,988.97	136	\$118,646.72	158	\$109,669.77	146
Household Median Discretionary Income	\$86,740.31	150	\$102,348.37	177	\$89,954.33	155
Average Income Per Person	\$64,102.66	136	\$76,315.91	162	\$71,920.8	153
Median Rent	\$1,734.2	123	\$1,947.25	138	\$1,720.48	122
Median House Value	\$573,580.54	147	\$664,218.44	170	\$588,677.07	150
Households in Poverty	300 (5.4%)	42	1,142 (4.9%)	39	5,062 (6.2%)	49
Household Median Wealth	\$114,999.91	140	\$125,624.55	153	\$114,225.22	139
Average Age	45.14	110	44.71	109	41.54	101
Median Age	45.71	113	45.98	114	40.95	101
Households with Children	1,545 (27.6%)	103	6,512 (27.8%)	104	23,812 (29.3%)	109
High School Graduate or Higher	9,861 (96.6%)	108	43,227 (96.5%)	108	144,954 (96.8%)	108

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	5,719 (56%)	26,920 (60.1%)	91,418 (61.1%)
Pop density (per sq mi)	4,235	2,035	2,980
Area (based on blockgroups)	3	30	74

## Population

Population 2025 Q4	13,777	61,771	221,307
Population 2025 Q3	13,792	61,817	221,362
Population 2025 Q2	13,785	61,793	221,372
Population 2025 Q1	13,776	61,774	221,318
Population 2024 Q4	13,771	61,732	221,154
Population 2024 Q3	13,776	61,750	220,693
Population 2024 Q2	13,757	61,655	220,464
Population 2024 Q1	13,710	61,609	220,134
Population 2023 Q4	13,486	60,762	218,893
Population 5 Years Forecast	14,435	64,415	227,111
Population 10 Years Forecast	14,989	66,716	233,197
Persons per Household	2.45 (96)	2.6 (102)	2.57 (101)

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	1 Mile	3 Mile	5 Mile
Group Quarters	66 (<0.5%)	856 (1.4%)	12,272 (5.5%)
Transient Population - Average Last 4 Quarters			576 (<0.5%)

## Households

Households 2025 Q4	5,601	23,405	81,338
Households 2025 Q3	5,601	23,398	81,307
Households 2025 Q2	5,598	23,389	81,308
Households 2025 Q1	5,594	23,382	81,286
Households 2024 Q4	5,593	23,365	81,217
Households 2024 Q3	5,594	23,370	81,004
Households 2024 Q2	5,585	23,336	80,919
Households 2024 Q1	5,566	23,315	80,783
Households 2023 Q4	5,451	22,962	80,266
Households 5 Years Forecast	5,911	24,454	83,691
Households 10 Years Forecast	6,159	25,363	86,123

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



Benchmark: Nationwide



### Gender

Male	6,615	(48%)	98	29,564	(47.9%)	98	105,644	(47.7%)	97
Female	7,162	(52%)	102	32,207	(52.1%)	102	115,663	(52.3%)	102

### Ethnicity

White	11,550	(83.8%)	145	51,903	(84%)	146	175,418	(79.3%)	137
Asian	1,511	(11%)	190	5,380	(8.7%)	151	16,531	(7.5%)	129
Other	330	(2.4%)	46	1,733	(2.8%)	54	8,467	(3.8%)	74
Black	197	(1.4%)	12	1,163	(1.9%)	16	12,527	(5.7%)	48
Hispanic (Ethnic)	189	(1.4%)	7	1,592	(2.6%)	13	8,364	(3.8%)	19

### Household by Ethnicity

White	4,906	(87.6%)	142	20,339	(86.9%)	141	66,988	(82.4%)	134
Asian	429	(7.7%)	166	1,660	(7.1%)	153	4,987	(6.1%)	133
Other	140	(2.5%)	33	689	(2.9%)	39	3,381	(4.2%)	55
Hispanic (Ethnic)	78	(1.4%)	9	385	(1.6%)	11	2,149	(2.6%)	17
Black	48	(0.9%)	8	332	(1.4%)	13	3,833	(4.7%)	43

### 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	\$157,065.73	129	\$199,044.26	164	\$190,160.91	156
Average Income Per Person	\$64,102.66	136	\$76,315.91	162	\$71,920.8	153
Household Median Income	\$122,652.75	141	\$145,719.14	167	\$133,650.92	153
<\$15K	177 (3.2%)	44	773 (3.3%)	46	3,044 (3.7%)	52
\$15K - \$25K	151 (2.7%)	46	547 (2.3%)	40	2,155 (2.6%)	45
\$25K - \$35K	363 (6.5%)	106	921 (3.9%)	64	3,120 (3.8%)	63
\$35K - \$50K	299 (5.3%)	57	1,352 (5.8%)	62	4,990 (6.1%)	65
\$50K - \$75K	600 (10.7%)	72	1,951 (8.3%)	56	8,422 (10.4%)	69
\$75K - \$100K	665 (11.9%)	94	2,197 (9.4%)	75	8,329 (10.2%)	81
\$100K - \$150K	1,090 (19.5%)	107	4,295 (18.4%)	101	15,220 (18.7%)	103
\$150K - \$175K	395 (7.1%)	112	1,814 (7.8%)	123	6,251 (7.7%)	122
\$175K - \$200K	420 (7.5%)	150	1,522 (6.5%)	130	5,180 (6.4%)	128
\$200K - \$250K	806 (14.4%)	178	4,496 (19.2%)	238	13,784 (16.9%)	210
\$250K - \$500K	347 (6.2%)	179	1,928 (8.2%)	238	5,907 (7.3%)	210
>\$500K	288 (5.1%)	178	1,609 (6.9%)	238	4,936 (6.1%)	210

## 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	\$115,471.33		128	\$128,893.12		142	\$121,978.24		35
Household Median Disposable Income	\$101,988.97		136	\$118,646.72		158	\$109,669.77		146
<\$15K	195	(3.5%)	44	891	(3.8%)	48	3,523	(4.3%)	55
\$15K - \$25K	180	(3.2%)	47	647	(2.8%)	40	2,520	(3.1%)	45
\$25K - \$35K	422	(7.5%)	105	1,168	(5%)	70	4,095	(5%)	70
\$35K - \$50K	422	(7.5%)	67	1,569	(6.7%)	60	6,259	(7.7%)	68
\$50K - \$75K	786	(14%)	83	2,528	(10.8%)	64	10,077	(12.4%)	74
\$75K - \$100K	741	(13.2%)	92	2,899	(12.4%)	86	10,460	(12.9%)	90
\$100K - \$150K	1,204	(21.5%)	114	5,053	(21.6%)	114	17,586	(21.6%)	115
\$150K - \$175K	499	(8.9%)	174	2,234	(9.5%)	186	7,189	(8.8%)	172
\$175K - \$200K	324	(5.8%)	169	1,800	(7.7%)	224	5,502	(6.8%)	197
\$200K - \$250K	333	(5.9%)	179	1,858	(7.9%)	239	5,688	(7%)	211
\$250K - \$500K	456	(8.1%)	179	2,537	(10.8%)	239	7,768	(9.6%)	211
>\$500K	39	(0.7%)	175	221	(0.9%)	238	671	(0.8%)	208

## Discretionary Households Income

Household Average Discretionary Income	\$93,155.06		136	\$104,711.08		153	\$96,131.22		140
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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	\$86,740.31	150	\$102,348.37	177	\$89,954.33	155
<\$10K	166 (3%)	38	672 (2.9%)	37	4,046 (5%)	64
\$10K - \$20K	221 (3.9%)	43	800 (3.4%)	37	3,292 (4%)	44
\$20K - \$30K	438 (7.8%)	83	1,253 (5.4%)	57	4,759 (5.9%)	62
\$30K - \$40K	347 (6.2%)	68	1,366 (5.8%)	64	4,736 (5.8%)	64
\$40K - \$50K	282 (5%)	60	975 (4.2%)	49	4,515 (5.6%)	66
\$50K - \$75K	937 (16.7%)	95	3,015 (12.9%)	75	12,067 (14.8%)	84
\$75K - \$100K	866 (15.5%)	124	3,372 (14.4%)	116	11,387 (14%)	113
\$100K - \$125K	570 (10.2%)	120	2,656 (11.3%)	134	8,845 (10.9%)	128
\$125K - \$150K	617 (11%)	170	2,412 (10.3%)	159	8,085 (9.9%)	153
>\$150K	1,157 (20.7%)	204	6,884 (29.4%)	291	19,606 (24.1%)	238

## Households Income by Ethnicity

Average Income - White	\$123,409.29	120	\$133,711.85	130	\$129,261.08	126
Median Income - White	\$126,836.42	134	\$148,418.78	157	\$138,572.84	147
Average Income - Black	\$104,118.73	140	\$121,694.7	164	\$101,912.79	137
Median Income - Black	\$89,582.75	149	\$129,999.8	216	\$94,901.08	158

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$105,928.64 (88)	\$129,459.97 (107)	\$127,936.33 (106)
Median Income - Asian	\$108,287.71 (86)	\$134,425.85 (107)	\$132,207.74 (105)
Average Income - Hispanic	\$131,675.59 (152)	\$133,064.39 (153)	\$121,273.29 (140)
Median Income - Hispanic	\$137,499.5 (183)	\$145,311.69 (193)	\$121,786.52 (162)
Average Income - Other	\$102,742.16 (107)	\$112,145.46 (117)	\$109,094.44 (114)
Median Income - Other	\$89,422.5 (103)	\$102,249.92 (118)	\$98,719.82 (114)

## Age

	1 Mile	3 Mile	5 Mile
Average Age	45.14 (110)	44.71 (109)	41.54 (101)
Median Age	45.71 (113)	45.98 (114)	40.95 (101)
0-4	667 (4.8%) (90)	2,787 (4.5%) (84)	10,573 (4.8%) (89)
5-13	1,289 (9.4%) (92)	6,108 (9.9%) (97)	21,912 (9.9%) (98)
14-17	603 (4.4%) (83)	3,024 (4.9%) (93)	13,869 (6.3%) (119)
18-21	588 (4.3%) (77)	2,945 (4.8%) (86)	14,615 (6.6%) (120)
22-24	422 (3.1%) (73)	2,123 (3.4%) (82)	10,649 (4.8%) (115)
25-29	746 (5.4%) (92)	3,272 (5.3%) (90)	11,986 (5.4%) (92)
30-34	725 (5.3%) (87)	2,810 (4.5%) (71)	10,947 (4.9%) (77)

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	1 Mile		3 Mile		5 Mile	
35-39	876	(6.4%)	3,318	(5.4%)	12,850	(5.8%)
40-44	840	(6.1%)	3,643	(5.9%)	13,739	(6.2%)
45-49	742	(5.4%)	3,487	(5.6%)	13,119	(5.9%)
50-54	672	(4.9%)	3,508	(5.7%)	12,579	(5.7%)
55-59	941	(6.8%)	3,994	(6.5%)	13,341	(6%)
60-64	1,032	(7.5%)	4,693	(7.6%)	14,597	(6.6%)
65-69	1,051	(7.6%)	4,767	(7.7%)	14,359	(6.5%)
70-74	861	(6.2%)	4,131	(6.7%)	12,354	(5.6%)
75-79	673	(4.9%)	3,134	(5.1%)	9,098	(4.1%)
80-84	490	(3.6%)	2,057	(3.3%)	5,718	(2.6%)
85+	559	(4.1%)	1,970	(3.2%)	5,002	(2.3%)

## Age - Male

Male Average Age	43.39		43.22		40.43	
Male Median Age	42.8		43.31		38.91	
0-4	342	(5.2%)	1,427	(4.8%)	5,416	(5.1%)
5-13	656	(9.9%)	3,099	(10.5%)	11,224	(10.6%)

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	1 Mile			3 Mile			5 Mile		
14-17	302	(4.6%)	83	1,536	(5.2%)	95	6,756	(6.4%)	117
18-21	302	(4.6%)	74	1,494	(5.1%)	88	7,034	(6.7%)	116
22-24	225	(3.4%)	74	1,083	(3.7%)	83	5,118	(4.8%)	110
25-29	395	(6%)	97	1,689	(5.7%)	93	5,881	(5.6%)	91
30-34	371	(5.6%)	85	1,396	(4.7%)	72	5,395	(5.1%)	77
35-39	430	(6.5%)	97	1,581	(5.3%)	86	6,141	(5.8%)	87
40-44	406	(6.1%)	95	1,784	(6%)	93	6,592	(6.2%)	96
45-49	365	(5.5%)	92	1,689	(5.7%)	95	6,312	(6%)	99
50-54	336	(5.1%)	86	1,668	(5.6%)	95	6,100	(5.8%)	98
55-59	428	(6.5%)	108	1,876	(6.3%)	106	6,316	(6%)	99
60-64	485	(7.3%)	118	2,228	(7.5%)	121	6,841	(6.5%)	104
65-69	495	(7.5%)	127	2,176	(7.4%)	125	6,677	(6.3%)	108
70-74	412	(6.2%)	129	1,927	(6.5%)	135	5,709	(5.4%)	112
75-79	295	(4.5%)	122	1,396	(4.7%)	129	4,086	(3.9%)	106
80-84	191	(2.9%)	132	855	(2.9%)	132	2,369	(2.2%)	102
85+	179	(2.7%)	179	660	(2.2%)	148	1,677	(1.6%)	105

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



Benchmark: Nationwide



### Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	46.75	46.07	42.55
Female Median Age	47.69	47.59	41.9
0-4	325 (4.5%)	1,360 (4.2%)	5,157 (4.5%)
5-13	633 (8.8%)	3,009 (9.3%)	10,688 (9.2%)
14-17	301 (4.2%)	1,488 (4.6%)	7,113 (6.1%)
18-21	286 (4%)	1,451 (4.5%)	7,581 (6.6%)
22-24	197 (2.8%)	1,040 (3.2%)	5,531 (4.8%)
25-29	351 (4.9%)	1,583 (4.9%)	6,105 (5.3%)
30-34	354 (4.9%)	1,414 (4.4%)	5,552 (4.8%)
35-39	446 (6.2%)	1,737 (5.4%)	6,709 (5.8%)
40-44	434 (6.1%)	1,859 (5.8%)	7,147 (6.2%)
45-49	377 (5.3%)	1,798 (5.6%)	6,807 (5.9%)
50-54	336 (4.7%)	1,840 (5.7%)	6,479 (5.6%)
55-59	513 (7.2%)	2,118 (6.6%)	7,025 (6.1%)
60-64	547 (7.6%)	2,465 (7.7%)	7,756 (6.7%)

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Benchmark: Nationwide

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65-69	556	(7.8%)	122	2,591	(8%)	127	7,682	(6.6%)	105
70-74	449	(6.3%)	116	2,204	(6.8%)	126	6,645	(5.7%)	106
75-79	378	(5.3%)	122	1,738	(5.4%)	125	5,012	(4.3%)	100
80-84	299	(4.2%)	147	1,202	(3.7%)	131	3,349	(2.9%)	102
85+	380	(5.3%)	202	1,310	(4.1%)	155	3,325	(2.9%)	110

## Employment by Occupation

Total Employees (16+ Years Old)	7,566			32,489			116,742		
Professional Specialty	2,472	(32.7%)	132	11,776	(36.2%)	147	41,552	(35.6%)	144
Managerial/Executive	1,756	(23.2%)	133	8,395	(25.8%)	149	29,194	(25%)	144
Office Admin	883	(11.7%)	110	2,666	(8.2%)	77	10,094	(8.6%)	81
Sales	687	(9.1%)	97	3,030	(9.3%)	100	11,065	(9.5%)	101
Construction	448	(5.9%)	74	1,581	(4.9%)	61	5,148	(4.4%)	55
Production & Transportation	447	(5.9%)	46	1,777	(5.5%)	42	6,792	(5.8%)	45
Food Preparation & Serving	336	(4.4%)	87	1,105	(3.4%)	67	4,391	(3.8%)	74
Personal Care	251	(3.3%)	133	749	(2.3%)	92	3,021	(2.6%)	104
Building Maintenance & Cleaning	142	(1.9%)	55	504	(1.6%)	46	1,867	(1.6%)	47

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Healthcare support	124	(1.6%)	50	541	(1.7%)	51	1,961	(1.7%)	51
Protective	20	(<0.5%)	12	322	(1%)	46	1,518	(1.3%)	60
Farming, Fishing & Forestry				43	(<0.5%)	23	139	(<0.5%)	21

### Employment by Industry

Total Employees (16+ Years Old)	7,566			32,489			116,742		
Educational Services	1,809	(23.9%)	102	9,179	(28.3%)	121	33,902	(29%)	124
Financial, Insurance & Real Estate	952	(12.6%)	187	3,623	(11.2%)	165	12,527	(10.7%)	159
Wholesale Retail	865	(11.4%)	87	3,212	(9.9%)	75	12,640	(10.8%)	82
Manufacturing	663	(8.8%)	88	2,530	(7.8%)	74	8,739	(7.5%)	75
Professional Services	657	(8.7%)	107	4,456	(13.7%)	170	15,311	(13.1%)	162
Other Professional Services	652	(8.6%)	183	1,676	(5.2%)	110	5,154	(4.4%)	94
Entertainment Services	512	(6.8%)	71	2,083	(6.4%)	74	8,125	(7%)	81
Agriculture/Mining/Construction	457	(6%)	71	1,905	(5.9%)	69	6,292	(5.4%)	63
Transportation	305	(4%)	69	1,082	(3.3%)	57	4,349	(3.7%)	64
Administrative/Waste Services	280	(3.7%)	88	988	(3%)	73	3,515	(3%)	72
Public Administration	214	(2.8%)	59	810	(2.5%)	52	3,107	(2.7%)	56

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Information	155	(2%)	110	817	(2.5%)	135	2,580	(2.2%)	118
Management Services	45	(0.6%)	469	128	(<0.5%)	310	501	(<0.5%)	338

## Language Spoken

Speak English at Home	10,842	(82.7%)	107	50,329	(85.3%)	110	183,486	(87.1%)	113
Speak Other Language at Home	2,186	(16.7%)	196	7,851	(13.3%)	157	22,271	(10.6%)	125
Speak Spanish at Home	82	(0.6%)	4	804	(1.4%)	10	4,977	(2.4%)	17

## Ancestry

Scottish/Irish	2,740	(19.9%)	333	11,619	(18.8%)	315	41,032	(18.5%)	310
Unclassified	2,420	(17.6%)	120	9,731	(15.8%)	107	32,167	(14.5%)	99
Italian	1,988	(14.4%)	540	8,533	(13.8%)	517	25,543	(11.5%)	432
German	1,056	(7.7%)	108	4,770	(7.7%)	109	16,484	(7.4%)	105
Other	994	(7.2%)	53	5,695	(9.2%)	67	23,827	(10.8%)	7
Other European (e.g. Greek/Russian)	791	(5.7%)	207	4,126	(6.7%)	241	12,219	(5.5%)	199
British	669	(4.9%)	93	3,967	(6.4%)	123	13,810	(6.2%)	120
Chinese	445	(3.2%)	251	1,657	(2.7%)	209	5,033	(2.3%)	177
Middle Eastern	441	(3.2%)	574	1,327	(2.1%)	385	2,864	(1.3%)	232

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	● 1 Mile		● 3 Mile		● 5 Mile	
South Central Asian (e.g. Indian)	371	(2.7%)	1,532	(2.5%)	5,189	(2.3%)
Polish	261	(1.9%)	1,134	(1.8%)	4,589	(2.1%)
American	203	(1.5%)	1,328	(2.1%)	5,255	(2.4%)
Other Asian	172	(1.2%)	265	(<0.5%)	691	(<0.5%)
Korean	148	(1.1%)	849	(1.4%)	2,010	(0.9%)
Scandinavian	111	(0.8%)	526	(0.9%)	2,105	(1%)
French	110	(0.8%)	396	(0.6%)	1,768	(0.8%)
Mexican	105	(0.8%)	537	(0.9%)	2,701	(1.2%)
Dutch	57	(<0.5%)	208	(<0.5%)	837	(<0.5%)
South American	35	(<0.5%)	315	(0.5%)	1,622	(0.7%)
Cuban	26	(<0.5%)	195	(<0.5%)	551	(<0.5%)
South East Asian (e.g. Vietnamese)	23	(<0.5%)	98	(<0.5%)	595	(<0.5%)
Puerto Rican	17	(<0.5%)	362	(0.6%)	1,715	(0.8%)
Japanese	8	(<0.5%)	60	(<0.5%)	367	(<0.5%)
Other Hispanic	6	(<0.5%)	98	(<0.5%)	801	(<0.5%)
Native American (Indian/Eskimo)	3	(<0.5%)	19	(<0.5%)	174	(<0.5%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	1	(<0.5%)	4	(<0.5%)	4	(<0.5%)
Central American			53	(<0.5%)	5	(<0.5%)
Dominican			32	(<0.5%)	8	(<0.5%)

### Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	10,208		44,784		149,689	
Elementary (0 to 8 Years)	184	(1.8%)	722	(1.6%)	1,745	(1.2%)
Some High School (9 to 11 Years)	163	(1.6%)	835	(1.9%)	2,990	(2%)
High School Graduate (12 Years)	2,282	(22.4%)	8,679	(19.4%)	25,866	(17.3%)
Some College (13 to 16 Years)	1,167	(11.4%)	4,825	(10.8%)	18,421	(12.3%)
Associates Degree Only	693	(6.8%)	2,803	(6.3%)	9,249	(6.2%)
Bachelor's Degree Only	3,635	(35.6%)	14,426	(32.2%)	48,509	(32.4%)
Graduate Degree	2,084	(20.4%)	12,494	(27.9%)	42,909	(28.7%)

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	5,601	23,405	81,338
One Person Households	1,672 (29.9%)	5,602 (23.9%)	21,236 (26.1%)
Married Couple	3,271 (58.4%)	15,181 (64.9%)	46,575 (57.3%)
Male Householder	178 (3.2%)	514 (2.2%)	2,417 (3%)
Female Householder	398 (7.1%)	1,292 (5.5%)	6,630 (8.2%)
Non Family Households	82 (1.5%)	816 (3.5%)	4,480 (5.5%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	5,601	23,405	81,338
1 Person Household	1,672 (29.9%)	5,602 (23.9%)	21,236 (26.1%)
2 Person Household	1,782 (31.8%)	7,806 (33.4%)	25,871 (31.8%)
3 Person Household	857 (15.3%)	3,763 (16.1%)	13,048 (16%)
4 Person Household	763 (13.6%)	3,775 (16.1%)	13,030 (16%)
5 Person Household	369 (6.6%)	1,731 (7.4%)	5,665 (7%)
6 Person Household	105 (1.9%)	513 (2.2%)	1,771 (2.2%)
7+ Person Household	53 (0.9%)	215 (0.9%)	717 (0.9%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Housing Units

Total Housing Units	5,866	24,453	85,429
Owner Occupied Housing	4,354	18,919	60,790
Renter Occupied Housing	1,247	4,486	20,548
Vacant Housing	265	1,048	4,091

### Housing Rent

Average Rent	\$1,895.19	123	\$2,124.19	137	\$1,852.28	120			
Median Rent	\$1,734.2	123	\$1,947.25	138	\$1,720.48	122			
Total Cash Rents Housing	1,189	4,333	19,708						
<\$300			23	(<0.5%)	4				
\$300-\$500			81	(<0.5%)	11				
\$500-\$750	4	(<0.5%)	4	13	(<0.5%)	3	338	(1.7%)	20
\$750-\$1000	41	(3.4%)	27	136	(3.1%)	24	1,341	(6.8%)	52
\$1000-\$1500	379	(31.9%)	121	928	(21.4%)	8	5,812	(29.5%)	112
\$1500-\$2000	364	(30.6%)	145	1,218	(28.1%)	133	5,123	(26%)	123
\$2000-\$2500	192	(16.1%)	137	910	(21%)	179	3,636	(18.4%)	157

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	92	(7.7%)	134	391	(9%)	156	1,571	(8%)	138
\$3000-\$3500	39	(3.3%)	107	202	(4.7%)	152	667	(3.4%)	110
>\$3500	78	(6.6%)	178	535	(12.3%)	336	1,116	(5.7%)	154

## Value of Owner-Occupied Housing Units

Average House Value	\$596,561.84	111	\$734,666.99	137	\$698,914.77	130			
Median House Value	\$573,580.54	147	\$664,218.44	170	\$588,677.07	150			
Owner Occupied Housing	4,354		18,919		60,790				
<\$100K	108	(2.5%)	30	246	(1.3%)	16	1,080	(1.8%)	22
\$100K - \$200K	57	(1.3%)	10	355	(1.9%)	15	1,713	(2.8%)	22
\$200K - \$300K	141	(3.2%)	21	565	(3%)	19	4,587	(7.5%)	48
\$300K - \$400K	520	(11.9%)	8	1,679	(8.9%)	61	7,438	(12.2%)	84
\$400K - \$500K	843	(19.4%)	167	2,534	(13.4%)	116	9,614	(15.8%)	137
\$500K - \$1000K	2,435	(55.9%)	219	10,223	(54%)	211	26,313	(43.3%)	169
>\$1000K	250	(5.7%)	50	3,317	(17.5%)	151	10,045	(16.5%)	142

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



Benchmark: Nationwide



### Poverty

Households in Poverty	300	(5.4%)	42	1,142	(4.9%)	39	5,062	(6.2%)	49
Households Above Poverty	5,301	(94.6%)	108	22,263	(95.1%)	109	76,276	(93.8%)	107
Households in Poverty (Married)	51	(0.9%)	42	231	(1%)	45	788	(1%)	44
Households in Poverty (Male Householder)				39	(<0.5%)	26	131	(<0.5%)	25
Households in Poverty (Female Householder)	60	(1.1%)	36	139	(0.6%)	20	813	(1%)	34
Households in Poverty (Non-Family)	181	(3.2%)	52	704	(3%)	48	3,039	(3.7%)	60
Households in Poverty (Non-Family Student)	8	(<0.5%)	23	29	(<0.5%)	20	291	(<0.5%)	57

### Wealth per Household

Household Average Wealth	\$279,546.06		115	\$290,076.8		120	\$281,291.68		116
Household Median Wealth	\$114,999.91		140	\$125,624.55		153	\$114,225.22		139
<\$0K	839	(15%)	87	3,408	(14.6%)	84	12,412	(15.3%)	88
\$0K - \$5K	372	(6.6%)	71	1,458	(6.2%)	73	5,432	(6.7%)	71
\$5K - \$10K	213	(3.8%)	84	847	(3.6%)	81	3,119	(3.8%)	85
\$10K - \$25K	322	(5.7%)	91	1,310	(5.6%)	88	4,696	(5.8%)	91
\$25K - \$50K	372	(6.6%)	97	1,528	(6.5%)	96	5,348	(6.6%)	96

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	575	(10.3%)	2,379	(10.2%)	8,204	(10.1%)
\$100K - \$250K	1,075	(19.2%)	4,522	(19.3%)	15,374	(18.9%)
\$250K - \$500K	833	(14.9%)	3,558	(15.2%)	11,998	(14.8%)
>\$500K	1,000	(17.9%)	4,395	(18.8%)	14,755	(18.1%)

### Vehicles per Household

Total Number of Vehicles	10,067		44,768		147,882	
Average Number of Vehicles	1.8		1.91		1.82	
No Vehicles	379	(6.8%)	1,146	(4.9%)	3,916	(4.8%)
1 Vehicle	1,810	(32.3%)	6,450	(27.6%)	26,849	(33%)
2 Vehicles	2,389	(42.7%)	10,866	(46.4%)	36,103	(44.4%)
3 or more Vehicles	1,023	(18.3%)	4,943	(21.1%)	14,470	(17.8%)

### Population Change

Births	115		513		1,975
Deaths	185		748		2,163
Migration	93		333		466

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	314	1,765	7,551
Total Employees	4,437	24,181	106,344

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