



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	11,703		85,166		274,865	
Households	4,497		28,929		93,473	
Persons per Household	2.6	102	2.82	110	2.84	111
Household Median Income	\$116,079.26	133	\$128,929.82	148	\$115,569.01	132
Household Median Disposable Income	\$96,357.6	129	\$105,386.78	141	\$95,549.84	127
Household Median Discretionary Income	\$72,320.96	125	\$84,411.38	146	\$71,338.49	123
Average Income Per Person	\$54,465.43	116	\$55,472.29	118	\$48,907.93	104
Median Rent	\$1,957.9	139	\$1,812.17	128	\$1,790.99	127
Median House Value	\$499,484.53	128	\$644,664.75	165	\$605,361.61	155
Households in Poverty	391 (8.7%)	69	2,551 (8.8%)	70	10,148 (10.9%)	86
Household Median Wealth	\$91,082.34	111	\$94,463.45	115	\$83,052.4	101
Average Age	40.88	99	40.44	98	39.11	95
Median Age	40.67	101	38.92	96	37.25	92
Households with Children	1,471 (32.7%)	122	9,797 (33.9%)	126	29,565 (31.6%)	118
High School Graduate or Higher	7,498 (89.1%)	100	51,498 (89.8%)	101	157,807 (86%)	96

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	3,826 (45.5%)	26,135 (45.6%)	76,824 (41.9%)
Pop density (per sq mi)	3,562	3,690	3,709
Area (based on blockgroups)	3	23	74

## Population

Population 2025 Q4	11,703	85,166	274,865
Population 2025 Q3	11,636	84,953	274,317
Population 2025 Q2	11,052	84,071	273,239
Population 2025 Q1	11,020	83,898	272,241
Population 2024 Q4	10,998	83,727	271,835
Population 2024 Q3	11,000	83,571	271,142
Population 2024 Q2	10,873	82,958	269,971
Population 2024 Q1	10,802	82,574	269,029
Population 2023 Q4	10,776	82,301	268,174
Population 5 Years Forecast	12,210	86,658	279,426
Population 10 Years Forecast	12,634	88,461	285,283
Persons per Household	2.6	2.82	2.84







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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	9	(<0.5%) 	3,702	(4.3%) 	9,125	(3.3%) 
Transient Population - Average Last 4 Quarters	159	(1.4%) 	414	(<0.5%) 	1,420	(0.5%) 

## Households

Households 2025 Q4	4,497	28,929	93,473
Households 2025 Q3	4,463	28,843	93,236
Households 2025 Q2	4,184	28,467	92,861
Households 2025 Q1	4,173	28,410	92,510
Households 2024 Q4	4,165	28,352	92,367
Households 2024 Q3	4,165	28,296	92,120
Households 2024 Q2	4,121	28,081	91,701
Households 2024 Q1	4,095	27,945	91,374
Households 2023 Q4	4,085	27,851	91,069
Households 5 Years Forecast	4,726	29,505	95,116
Households 10 Years Forecast	4,910	30,175	97,202

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Gender

Male	5,826	(49.8%)	102	41,593	(48.8%)	100	135,622	(49.3%)	101
Female	5,877	(50.2%)	98	43,573	(51.2%)	100	139,243	(50.7%)	99

## Ethnicity

White	5,889	(50.3%)	87	42,830	(50.3%)	87	112,019	(40.8%)	71
Hispanic (Ethnic)	2,347	(20.1%)	102	15,900	(18.7%)	95	73,425	(26.7%)	136
Asian	2,047	(17.5%)	303	16,325	(19.2%)	332	49,519	(18%)	312
Other	729	(6.2%)	120	3,916	(4.6%)	88	11,017	(4%)	7
Black	691	(5.9%)	50	6,195	(7.3%)	62	28,885	(10.5%)	89

## Household by Ethnicity

White	2,293	(51%)	83	15,764	(54.5%)	88	41,661	(44.6%)	72
Hispanic (Ethnic)	839	(18.7%)	123	4,142	(14.3%)	94	19,497	(20.9%)	137
Other	579	(12.9%)	170	2,681	(9.3%)	122	8,336	(8.9%)	118
Asian	551	(12.3%)	265	4,217	(14.6%)	315	14,192	(15.2%)	328
Black	235	(5.2%)	48	2,125	(7.3%)	67	9,787	(10.5%)	96

## 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	\$141,661.92		116	\$161,869.23		133	\$142,562.51		117
Average Income Per Person	\$54,465.43		116	\$55,472.29		118	\$48,907.93		104
Household Median Income	\$116,079.26		133	\$128,929.82		148	\$115,569.01		132
<\$15K	295	(6.6%)	91	1,339	(4.6%)	64	5,334	(5.7%)	7
\$15K - \$25K	112	(2.5%)	42	921	(3.2%)	54	3,955	(4.2%)	72
\$25K - \$35K	181	(4%)	66	1,274	(4.4%)	72	3,608	(3.9%)	63
\$35K - \$50K	267	(5.9%)	63	1,582	(5.5%)	58	6,011	(6.4%)	69
\$50K - \$75K	481	(10.7%)	71	3,190	(11%)	74	10,752	(11.5%)	7
\$75K - \$100K	506	(11.3%)	89	2,864	(9.9%)	79	10,574	(11.3%)	90
\$100K - \$150K	1,132	(25.2%)	139	5,431	(18.8%)	103	19,227	(20.6%)	113
\$150K - \$175K	357	(7.9%)	126	2,497	(8.6%)	137	7,672	(8.2%)	130
\$175K - \$200K	282	(6.3%)	126	1,844	(6.4%)	128	6,131	(6.6%)	131
\$200K - \$250K	495	(11%)	136	4,471	(15.5%)	192	11,309	(12.1%)	150
\$250K - \$500K	211	(4.7%)	136	1,913	(6.6%)	191	4,848	(5.2%)	150
>\$500K	178	(4%)	137	1,603	(5.5%)	192	4,052	(4.3%)	150

## 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	\$105,941.21	117	\$116,777.1	129	\$107,160.85	118
Household Median Disposable Income	\$96,357.6	129	\$105,386.78	141	\$95,549.84	127
<\$15K	326 (7.2%)	92	1,479 (5.1%)	65	5,782 (6.2%)	7
\$15K - \$25K	127 (2.8%)	41	1,185 (4.1%)	60	4,673 (5%)	73
\$25K - \$35K	258 (5.7%)	8	1,557 (5.4%)	75	4,502 (4.8%)	67
\$35K - \$50K	261 (5.8%)	52	1,883 (6.5%)	58	7,389 (7.9%)	70
\$50K - \$75K	625 (13.9%)	8	3,868 (13.4%)	7	13,282 (14.2%)	84
\$75K - \$100K	795 (17.7%)	123	3,745 (12.9%)	90	13,799 (14.8%)	103
\$100K - \$150K	1,134 (25.2%)	134	6,676 (23.1%)	122	21,834 (23.4%)	124
\$150K - \$175K	302 (6.7%)	131	2,485 (8.6%)	168	6,902 (7.4%)	144
\$175K - \$200K	181 (4%)	117	1,639 (5.7%)	165	4,149 (4.4%)	130
\$200K - \$250K	196 (4.4%)	131	1,774 (6.1%)	185	4,487 (4.8%)	145
\$250K - \$500K	269 (6%)	132	2,424 (8.4%)	185	6,133 (6.6%)	145
>\$500K	23 (0.5%)	129	214 (0.7%)	186	541 (0.6%)	146

### Discretionary Households Income

Household Average Discretionary Income	\$80,383.71	117	\$88,712.13	129	\$79,696.53	116
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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	\$72,320.96	125	\$84,411.38	146	\$71,338.49	123
<\$10K	255 (5.7%)	73	1,341 (4.6%)	60	6,029 (6.4%)	83
\$10K - \$20K	268 (6%)	65	1,673 (5.8%)	63	6,165 (6.6%)	72
\$20K - \$30K	270 (6%)	64	1,780 (6.2%)	65	6,341 (6.8%)	72
\$30K - \$40K	266 (5.9%)	65	1,740 (6%)	66	6,518 (7%)	76
\$40K - \$50K	250 (5.6%)	66	1,725 (6%)	71	6,795 (7.3%)	86
\$50K - \$75K	1,022 (22.7%)	129	4,685 (16.2%)	92	17,116 (18.3%)	104
\$75K - \$100K	697 (15.5%)	125	4,025 (13.9%)	112	13,266 (14.2%)	114
\$100K - \$125K	556 (12.4%)	146	3,579 (12.4%)	146	10,482 (11.2%)	132
\$125K - \$150K	465 (10.3%)	160	3,519 (12.2%)	188	8,848 (9.5%)	146
>\$150K	448 (10%)	98	4,862 (16.8%)	166	11,913 (12.7%)	126

## Households Income by Ethnicity

Average Income - White	\$118,241.23	115	\$123,584.18	121	\$118,264.21	115
Median Income - White	\$124,116.27	131	\$128,585.19	136	\$120,328.08	127
Average Income - Black	\$146,694.66	197	\$116,783.65	157	\$100,269.73	135
Median Income - Black	\$144,550.5	240	\$126,706.99	211	\$95,347.8	158

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$110,182.62 (91)	\$141,303.34 (117)	\$132,576.16 (110)
Median Income - Asian	\$94,642.07 (75)	\$175,982.18 (140)	\$151,210.33 (120)
Average Income - Hispanic	\$108,140.48 (125)	\$113,392.09 (131)	\$103,754.7 (120)
Median Income - Hispanic	\$103,555.89 (138)	\$106,555.01 (142)	\$97,961.93 (130)
Average Income - Other	\$102,987.89 (107)	\$114,538.1 (119)	\$114,700.14 (120)
Median Income - Other	\$93,340.39 (108)	\$109,086.52 (126)	\$112,380 (130)

## Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	40.88 (99)	40.44 (98)	39.11 (95)
Median Age	40.67 (101)	38.92 (96)	37.25 (92)
0-4	708 (6%) (113)	4,288 (5%) (94)	15,552 (5.7%) (105)
5-13	1,117 (9.5%) (94)	7,916 (9.3%) (92)	27,162 (9.9%) (97)
14-17	517 (4.4%) (84)	5,389 (6.3%) (120)	16,257 (5.9%) (112)
18-21	532 (4.5%) (80)	5,873 (6.9%) (125)	18,169 (6.6%) (120)
22-24	413 (3.5%) (84)	4,366 (5.1%) (122)	14,183 (5.2%) (123)
25-29	671 (5.7%) (97)	4,849 (5.7%) (97)	17,140 (6.2%) (106)
30-34	862 (7.4%) (115)	4,957 (5.8%) (91)	18,497 (6.7%) (105)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
35-39	885	(7.6%)	115	5,044	(5.9%)	90	18,601	(6.8%)	103
40-44	879	(7.5%)	117	5,340	(6.3%)	97	18,376	(6.7%)	104
45-49	797	(6.8%)	113	5,364	(6.3%)	105	17,186	(6.3%)	104
50-54	755	(6.5%)	109	5,357	(6.3%)	106	16,542	(6%)	102
55-59	746	(6.4%)	105	5,531	(6.5%)	107	16,624	(6%)	100
60-64	780	(6.7%)	105	5,624	(6.6%)	104	16,625	(6%)	95
65-69	708	(6%)	99	5,153	(6.1%)	99	15,039	(5.5%)	89
70-74	544	(4.6%)	91	4,000	(4.7%)	92	11,662	(4.2%)	83
75-79	394	(3.4%)	84	2,831	(3.3%)	83	8,049	(2.9%)	75
80-84	216	(1.8%)	73	1,745	(2%)	8	4,929	(1.8%)	71
85+	179	(1.5%)	74	1,539	(1.8%)	87	4,272	(1.6%)	75

## Age - Male

Male Average Age	39.65		99	39.56		99	38.11		95
Male Median Age	38.46		101	37.8		99	36.2		95
0-4	363	(6.2%)	111	2,202	(5.3%)	94	8,003	(5.9%)	105
5-13	592	(10.2%)	96	4,018	(9.7%)	91	13,941	(10.3%)	97

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	● 1 Mile		● 3 Mile		● 5 Mile				
14-17	269	(4.6%)	84	2,673	(6.4%)	117	8,194	(6%)	110
18-21	281	(4.8%)	84	2,905	(7%)	121	9,194	(6.8%)	118
22-24	226	(3.9%)	88	2,172	(5.2%)	119	7,258	(5.4%)	122
25-29	353	(6.1%)	99	2,519	(6.1%)	99	8,930	(6.6%)	107
30-34	431	(7.4%)	112	2,555	(6.1%)	93	9,510	(7%)	106
35-39	460	(7.9%)	118	2,507	(6%)	90	9,262	(6.8%)	102
40-44	417	(7.2%)	110	2,543	(6.1%)	94	9,016	(6.6%)	102
45-49	415	(7.1%)	118	2,560	(6.2%)	102	8,426	(6.2%)	103
50-54	378	(6.5%)	110	2,586	(6.2%)	105	8,021	(5.9%)	100
55-59	354	(6.1%)	101	2,676	(6.4%)	107	8,116	(6%)	100
60-64	375	(6.4%)	103	2,703	(6.5%)	104	7,949	(5.9%)	94
65-69	330	(5.7%)	96	2,477	(6%)	101	7,186	(5.3%)	90
70-74	255	(4.4%)	91	1,928	(4.6%)	96	5,466	(4%)	83
75-79	173	(3%)	8	1,277	(3.1%)	84	3,573	(2.6%)	72
80-84	96	(1.6%)	75	756	(1.8%)	83	2,097	(1.5%)	71
85+	58	(1%)	66	536	(1.3%)	85	1,480	(1.1%)	72

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide



### Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	42.1 (100)	41.28 (98)	40.08 (95)
Female Median Age	41.81 (101)	40.94 (99)	38.29 (92)
0-4	345 (5.9%) (114)	2,086 (4.8%) (93)	7,549 (5.4%) (105)
5-13	525 (8.9%) (92)	3,898 (8.9%) (92)	13,221 (9.5%) (98)
14-17	248 (4.2%) (83)	2,716 (6.2%) (123)	8,063 (5.8%) (114)
18-21	251 (4.3%) (8)	2,968 (6.8%) (129)	8,975 (6.4%) (122)
22-24	187 (3.2%) (8)	2,194 (5%) (126)	6,925 (5%) (125)
25-29	318 (5.4%) (96)	2,330 (5.3%) (95)	8,210 (5.9%) (105)
30-34	431 (7.3%) (117)	2,402 (5.5%) (88)	8,987 (6.5%) (103)
35-39	425 (7.2%) (111)	2,537 (5.8%) (90)	9,339 (6.7%) (103)
40-44	462 (7.9%) (123)	2,797 (6.4%) (100)	9,360 (6.7%) (105)
45-49	382 (6.5%) (108)	2,804 (6.4%) (107)	8,760 (6.3%) (105)
50-54	377 (6.4%) (108)	2,771 (6.4%) (107)	8,521 (6.1%) (103)
55-59	392 (6.7%) (110)	2,855 (6.6%) (108)	8,508 (6.1%) (101)
60-64	405 (6.9%) (107)	2,921 (6.7%) (104)	8,676 (6.2%) (96)

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65-69	378	(6.4%)	101	2,676	(6.1%)	97	7,853	(5.6%)	89
70-74	289	(4.9%)	91	2,072	(4.8%)	88	6,196	(4.4%)	82
75-79	221	(3.8%)	87	1,554	(3.6%)	83	4,476	(3.2%)	75
80-84	120	(2%)	72	989	(2.3%)	84	2,832	(2%)	71
85+	121	(2.1%)	74	1,003	(2.3%)	88	2,792	(2%)	76

## Employment by Occupation

Total Employees (16+ Years Old)	6,076			45,137			145,793		
Professional Specialty	1,772	(29.2%)	118	13,373	(29.6%)	120	39,919	(27.4%)	111
Managerial/Executive	1,334	(22%)	126	9,215	(20.4%)	117	25,681	(17.6%)	101
Production & Transportation	791	(13%)	101	5,222	(11.6%)	90	23,066	(15.8%)	123
Construction	598	(9.8%)	123	2,734	(6.1%)	76	8,717	(6%)	75
Office Admin	466	(7.7%)	72	5,433	(12%)	113	16,693	(11.4%)	108
Sales	380	(6.3%)	67	3,321	(7.4%)	74	10,342	(7.1%)	74
Food Preparation & Serving	366	(6%)	118	1,536	(3.4%)	67	6,140	(4.2%)	83
Building Maintenance & Cleaning	179	(2.9%)	87	1,095	(2.4%)	71	5,291	(3.6%)	107
Personal Care	93	(1.5%)	61	914	(2%)	8	2,974	(2%)	8

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Protective	62	(1%)	47	1,105	(2.4%)	113	2,678	(1.8%)	85
Healthcare support	35	(0.6%)	18	1,166	(2.6%)	74	4,164	(2.9%)	87
Farming, Fishing & Forestry				23	(<0.5%)	9	128	(<0.5%)	15

## Employment by Industry

Total Employees (16+ Years Old)	6,076			45,137			145,793		
Educational Services	1,326	(21.8%)	93	12,159	(26.9%)	115	36,942	(25.3%)	108
Professional Services	822	(13.5%)	167	4,575	(10.1%)	125	14,332	(9.8%)	122
Financial, Insurance & Real Estate	560	(9.2%)	137	4,321	(9.6%)	142	11,649	(8%)	118
Wholesale Retail	553	(9.1%)	69	5,901	(13.1%)	99	20,216	(13.9%)	105
Agriculture/Mining/Construction	542	(8.9%)	105	2,853	(6.3%)	74	8,402	(5.8%)	68
Entertainment Services	508	(8.4%)	96	2,269	(5%)	58	8,718	(6%)	69
Manufacturing	444	(7.3%)	74	3,672	(8.1%)	81	12,657	(8.7%)	87
Transportation	410	(6.7%)	115	2,657	(5.9%)	101	11,537	(7.9%)	35
Administrative/Waste Services	282	(4.6%)	111	1,826	(4%)	97	6,359	(4.4%)	104
Other Professional Services	276	(4.5%)	97	2,037	(4.5%)	96	6,332	(4.3%)	92
Public Administration	228	(3.8%)	74	1,827	(4%)	85	5,168	(3.5%)	74

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Information	125	(2.1%)	110	1,029	(2.3%)	122	3,343	(2.3%)	123
Management Services				11	(<0.5%)	19	138	(<0.5%)	75

### Language Spoken

Speak English at Home	5,254	(47.8%)	62	46,032	(56.9%)	74	139,977	(54%)	70
Speak Other Language at Home	3,832	(34.9%)	411	22,764	(28.1%)	332	62,479	(24.1%)	284
Speak Spanish at Home	1,909	(17.4%)	122	12,082	(14.9%)	105	56,857	(21.9%)	155

### Ancestry

Other	2,203	(18.8%)	138	15,099	(17.7%)	130	42,571	(15.5%)	113
Unclassified	1,214	(10.4%)	71	7,945	(9.3%)	63	22,782	(8.3%)	56
South Central Asian (e.g. Indian)	917	(7.8%)	496	8,608	(10.1%)	640	28,468	(10.4%)	656
Other European (e.g. Greek/Russian)	753	(6.4%)	232	4,399	(5.2%)	186	10,165	(3.7%)	133
South American	668	(5.7%)	418	3,151	(3.7%)	271	10,055	(3.7%)	268
Italian	646	(5.5%)	206	4,696	(5.5%)	206	11,865	(4.3%)	161
Chinese	524	(4.5%)	348	3,996	(4.7%)	365	10,556	(3.8%)	299
Polish	522	(4.5%)	326	3,253	(3.8%)	279	7,466	(2.7%)	198
Puerto Rican	475	(4.1%)	144	3,087	(3.6%)	129	11,679	(4.2%)	151

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				
Central American	454	(3.9%)	218	2,476	(2.9%)	163	11,085	(4%)	226
Scottish/Irish	300	(2.6%)	43	3,867	(4.5%)	74	9,869	(3.6%)	60
Mexican	285	(2.4%)	22	2,917	(3.4%)	31	20,769	(7.6%)	68
Other Hispanic	264	(2.3%)	212	1,021	(1.2%)	113	3,839	(1.4%)	131
Middle Eastern	260	(2.2%)	399	1,661	(2%)	350	3,384	(1.2%)	221
German	173	(1.5%)	21	2,420	(2.8%)	40	5,861	(2.1%)	30
American	153	(1.3%)	33	1,354	(1.6%)	40	3,074	(1.1%)	28
French	132	(1.1%)	106	340	(<0.5%)	38	781	(<0.5%)	27
British	125	(1.1%)	20	980	(1.2%)	22	2,813	(1%)	20
Korean	125	(1.1%)	241	933	(1.1%)	247	2,233	(0.8%)	183
Cuban	107	(0.9%)	120	626	(0.7%)	97	1,765	(0.6%)	85
Dominican	94	(0.8%)	120	2,622	(3.1%)	460	14,233	(5.2%)	773
South East Asian (e.g. Vietnamese)	56	(<0.5%)	101	274	(<0.5%)	68	1,084	(<0.5%)	83
Scandinavian	53	(<0.5%)	26	289	(<0.5%)	20	866	(<0.5%)	18
Dutch	37	(<0.5%)	60	118	(<0.5%)	26	297	(<0.5%)	21
Other Asian	13	(<0.5%)	31	450	(0.5%)	149	1,289	(<0.5%)	33

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Japanese	6	(<0.5%)	146	(<0.5%)	315	(<0.5%)
Native American (Indian/Eskimo)	2	(<0.5%)	67	(<0.5%)	355	(<0.5%)
Hawaiian/Pacific Islander			20	(<0.5%)	72	(<0.5%)

### Education (Age 25+)

Total Educated Population	8,416		57,334		183,542	
Elementary (0 to 8 Years)	382	(4.5%)	2,671	(4.7%)	14,640	(8%)
Some High School (9 to 11 Years)	536	(6.4%)	3,165	(5.5%)	11,095	(6%)
High School Graduate (12 Years)	2,111	(25.1%)	12,641	(22%)	44,010	(24%)
Some College (13 to 16 Years)	1,180	(14%)	8,568	(14.9%)	25,504	(13.9%)
Associates Degree Only	381	(4.5%)	4,154	(7.2%)	11,469	(6.2%)
Bachelor's Degree Only	2,016	(24%)	15,218	(26.5%)	44,553	(24.3%)
Graduate Degree	1,810	(21.5%)	10,917	(19%)	32,271	(17.6%)

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	4,497	28,929	93,473
One Person Households	1,262 (28.1%)	6,115 (21.1%)	21,429 (22.9%)
Married Couple	2,158 (48%)	16,356 (56.5%)	47,702 (51%)
Male Householder	244 (5.4%)	1,592 (5.5%)	5,944 (6.4%)
Female Householder	490 (10.9%)	3,448 (11.9%)	11,886 (12.7%)
Non Family Households	343 (7.6%)	1,418 (4.9%)	6,512 (7%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,497	28,929	93,473
1 Person Household	1,262 (28.1%)	6,115 (21.1%)	21,429 (22.9%)
2 Person Household	1,274 (28.3%)	8,255 (28.5%)	25,979 (27.8%)
3 Person Household	760 (16.9%)	5,353 (18.5%)	17,155 (18.4%)
4 Person Household	660 (14.7%)	5,439 (18.8%)	15,952 (17.1%)
5 Person Household	337 (7.5%)	2,288 (7.9%)	7,347 (7.9%)
6 Person Household	122 (2.7%)	930 (3.2%)	3,293 (3.5%)
7+ Person Household	82 (1.8%)	549 (1.9%)	2,318 (2.5%)

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	4,903	30,267	98,502
Owner Occupied Housing	3,166	20,044	54,723
Renter Occupied Housing	1,331	8,885	38,750
Vacant Housing	406	1,338	5,029

### Housing Rent

Average Rent	\$2,050	\$1,883.12	\$1,836.06
Median Rent	\$1,957.9	\$1,812.17	\$1,790.99
Total Cash Rents Housing	1,291	8,493	37,256
<\$300	5 (<0.5%)	157 (1.8%)	692 (1.9%)
\$300-\$500	22 (1.7%)	142 (1.7%)	872 (2.3%)
\$500-\$750	26 (2%)	210 (2.5%)	1,110 (3%)
\$750-\$1000	46 (3.6%)	410 (4.8%)	1,620 (4.3%)
\$1000-\$1500	193 (14.9%)	1,811 (21.3%)	7,536 (20.2%)
\$1500-\$2000	386 (29.9%)	2,429 (28.6%)	11,681 (31.4%)
\$2000-\$2500	302 (23.4%)	1,757 (20.7%)	7,561 (20.3%)

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	145	(11.2%)	194	790	(9.3%)	161	3,524	(9.5%)	164
\$3000-\$3500	74	(5.7%)	187	337	(4%)	129	1,399	(3.8%)	123
>\$3500	92	(7.1%)	194	450	(5.3%)	144	1,261	(3.4%)	92

## Value of Owner-Occupied Housing Units

Average House Value	\$541,662.42	101	\$686,241.31	128	\$640,877.56	119			
Median House Value	\$499,484.53	128	\$644,664.75	165	\$605,361.61	155			
Owner Occupied Housing	3,166		20,044		54,723				
<\$100K	86	(2.7%)	33	317	(1.6%)	19	1,326	(2.4%)	30
\$100K - \$200K	58	(1.8%)	14	166	(0.8%)	6	849	(1.6%)	12
\$200K - \$300K	341	(10.8%)	69	802	(4%)	26	2,517	(4.6%)	29
\$300K - \$400K	519	(16.4%)	113	1,865	(9.3%)	64	5,518	(10.1%)	69
\$400K - \$500K	582	(18.4%)	159	2,859	(14.3%)	123	8,731	(16%)	138
\$500K - \$1000K	1,437	(45.4%)	177	11,226	(56%)	219	29,763	(54.4%)	213
>\$1000K	143	(4.5%)	39	2,809	(14%)	121	6,019	(11%)	95

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



Benchmark: Nationwide



### Poverty

Households in Poverty	391	(8.7%)	69	2,551	(8.8%)	70	10,148	(10.9%)	86
Households Above Poverty	4,106	(91.3%)	105	26,378	(91.2%)	104	83,325	(89.1%)	102
Households in Poverty (Married)	34	(0.8%)	35	551	(1.9%)	87	1,720	(1.8%)	84
Households in Poverty (Male Householder)				23	(<0.5%)	12	577	(0.6%)	97
Households in Poverty (Female Householder)	82	(1.8%)	62	717	(2.5%)	84	2,494	(2.7%)	91
Households in Poverty (Non-Family)	253	(5.6%)	90	1,046	(3.6%)	58	4,253	(4.5%)	73
Households in Poverty (Non-Family Student)	22	(<0.5%)	74	214	(0.7%)	119	1,104	(1.2%)	190

### Wealth per Household

Household Average Wealth	\$257,064.15		106	\$261,423.4		108	\$247,673.1		102
Household Median Wealth	\$91,082.34		111	\$94,463.45		115	\$83,052.4		101
<\$0K	750	(16.7%)	96	4,737	(16.4%)	95	16,244	(17.4%)	100
\$0K - \$5K	351	(7.8%)	92	2,219	(7.7%)	90	7,920	(8.5%)	100
\$5K - \$10K	193	(4.3%)	95	1,216	(4.2%)	93	4,216	(4.5%)	100
\$10K - \$25K	276	(6.1%)	97	1,750	(6%)	96	5,873	(6.3%)	99
\$25K - \$50K	303	(6.7%)	99	1,936	(6.7%)	98	6,292	(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	457	(10.2%)	99	2,931	(10.1%)	99	9,366	(10%)	98
\$100K - \$250K	822	(18.3%)	101	5,325	(18.4%)	102	16,663	(17.8%)	98
\$250K - \$500K	617	(13.7%)	103	4,035	(13.9%)	105	12,411	(13.3%)	100
>\$500K	728	(16.2%)	109	4,780	(16.5%)	111	14,488	(15.5%)	104

### Vehicles per Household

Total Number of Vehicles	7,691			55,686			165,663		
Average Number of Vehicles	1.71		94	1.92		105	1.77		97
No Vehicles	201	(4.5%)	54	1,703	(5.9%)	71	9,347	(10%)	121
1 Vehicle	2,017	(44.9%)	137	9,342	(32.3%)	98	30,743	(32.9%)	100
2 Vehicles	1,447	(32.2%)	87	10,654	(36.8%)	100	33,232	(35.6%)	96
3 or more Vehicles	832	(18.5%)	84	7,230	(25%)	113	20,151	(21.6%)	98

### Population Change

Births	127			855			3,030		
Deaths	80			597			1,737		
Migration	666			1,199			1,827		

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	640	2,955	9,077
Total Employees	6,978	34,963	140,712

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