



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	38,535		363,210		872,640	
Households	17,263		152,481		362,782	
Persons per Household	2.21	87	2.25	88	2.21	87
Household Median Income	\$162,097.24	186	\$139,103.51	159	\$132,643.3	152
Household Median Disposable Income	\$130,373.3	174	\$113,390.52	151	\$108,520.75	145
Household Median Discretionary Income	\$108,744.13	188	\$88,545.43	153	\$84,503.18	146
Average Income Per Person	\$98,841.84	210	\$79,588.92	169	\$80,255.1	170
Median Rent	\$2,704.68	192	\$2,466.17	175	\$2,407.28	171
Median House Value	\$1.25M	319	\$1.12M	286	\$1.13M	288
Households in Poverty	1,386 (8%)	63	16,864 (11.1%)	87	47,952 (13.2%)	105
Household Median Wealth	\$95,780.53	117	\$87,657.21	107	\$83,940.16	102
Average Age	39.97	97	38.23	93	38.07	92
Median Age	37.73	93	35.6	88	35.17	87
Households with Children	3,666 (21.2%)	7	28,162 (18.5%)	69	66,986 (18.5%)	69
High School Graduate or Higher	27,818 (96%)	107	247,620 (94.5%)	106	565,519 (93.5%)	105

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	22,490 (77.6%)	188,664 (72%)	419,502 (69.4%)
Pop density (per sq mi)	13,687	13,116	12,078
Area (based on blockgroups)	3	28	72

Population

Population 2025 Q4	38,535	363,210	872,640
Population 2025 Q3	38,684	362,130	871,738
Population 2025 Q2	38,610	361,925	870,833
Population 2025 Q1	38,581	361,081	867,705
Population 2024 Q4	38,692	360,871	865,276
Population 2024 Q3	37,983	358,439	861,756
Population 2024 Q2	37,916	357,393	859,713
Population 2024 Q1	37,853	356,364	856,538
Population 2023 Q4	37,298	354,574	853,689
Population 5 Years Forecast	39,569	367,129	882,704
Population 10 Years Forecast	40,240	370,248	891,065
Persons per Household	2.21	2.25	2.21

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	1 Mile		3 Mile		5 Mile
Group Quarters	344 (0.9%)	38	19,805 (5.5%)	232	70,879 (8.1%)
Transient Population - Average Last 4 Quarters	346 (0.9%)	72	2,173 (0.6%)	48	21,202 (2.4%)

Households

Households 2025 Q4	17,263	152,481	362,782
Households 2025 Q3	17,317	151,885	362,119
Households 2025 Q2	17,291	151,753	361,714
Households 2025 Q1	17,278	151,392	360,347
Households 2024 Q4	17,307	151,317	359,093
Households 2024 Q3	16,977	150,253	357,521
Households 2024 Q2	16,950	149,782	356,530
Households 2024 Q1	16,922	149,327	355,142
Households 2023 Q4	16,652	148,503	353,802
Households 5 Years Forecast	17,755	154,248	367,829
Households 10 Years Forecast	18,075	155,660	371,925

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Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	18,347	(47.6%)	97	99	98
Female	20,188	(52.4%)	103	101	101

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	23,041	(59.8%)	104	110	105
Asian	5,923	(15.4%)	266	254	284
Black	4,402	(11.4%)	97	56	56
Hispanic (Ethnic)	2,697	(7%)	36	45	51
Other	2,472	(6.4%)	123	126	123

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	10,656	(61.7%)	100	107	103
Asian	2,682	(15.5%)	336	291	323
Black	1,681	(9.7%)	89	52	50
Other	1,271	(7.4%)	97	110	109
Hispanic (Ethnic)	973	(5.6%)	37	42	51

Households Income

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



Audience Profile

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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$219,319.24	180	\$185,491.18	152	\$187,852.72	154
Average Income Per Person	\$98,841.84	210	\$79,588.92	169	\$80,255.1	170
Household Median Income	\$162,097.24	186	\$139,103.51	159	\$132,643.3	152
<\$15K	695 (4%)	56	9,236 (6.1%)	84	26,097 (7.2%)	100
\$15K - \$25K	555 (3.2%)	55	6,331 (4.2%)	71	17,628 (4.9%)	83
\$25K - \$35K	368 (2.1%)	35	4,763 (3.1%)	51	12,684 (3.5%)	57
\$35K - \$50K	832 (4.8%)	51	6,910 (4.5%)	48	17,796 (4.9%)	52
\$50K - \$75K	1,518 (8.8%)	59	14,243 (9.3%)	62	32,850 (9.1%)	60
\$75K - \$100K	1,352 (7.8%)	62	14,327 (9.4%)	75	34,175 (9.4%)	75
\$100K - \$150K	2,695 (15.6%)	86	25,705 (16.9%)	93	59,185 (16.3%)	90
\$150K - \$175K	1,274 (7.4%)	117	11,185 (7.3%)	116	25,064 (6.9%)	110
\$175K - \$200K	1,292 (7.5%)	150	11,353 (7.4%)	149	25,516 (7%)	141
\$200K - \$250K	3,740 (21.7%)	269	27,111 (17.8%)	220	62,586 (17.3%)	214
\$250K - \$500K	1,607 (9.3%)	269	11,622 (7.6%)	221	26,830 (7.4%)	214
>\$500K	1,335 (7.7%)	268	9,695 (6.4%)	221	22,371 (6.2%)	214

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	\$134,754.72		149	\$122,675.24		136	\$119,165.3		132
Household Median Disposable Income	\$130,373.3		174	\$113,390.52		151	\$108,520.75		145
<\$15K	780	(4.5%)	57	10,506	(6.9%)	87	30,361	(8.4%)	106
\$15K - \$25K	591	(3.4%)	50	6,518	(4.3%)	62	17,255	(4.8%)	69
\$25K - \$35K	435	(2.5%)	35	5,443	(3.6%)	50	14,517	(4%)	56
\$35K - \$50K	1,255	(7.3%)	65	9,897	(6.5%)	58	23,456	(6.5%)	57
\$50K - \$75K	1,640	(9.5%)	56	17,191	(11.3%)	67	40,650	(11.2%)	67
\$75K - \$100K	1,841	(10.7%)	74	18,157	(11.9%)	83	42,808	(11.8%)	82
\$100K - \$150K	3,545	(20.5%)	109	31,917	(20.9%)	111	71,578	(19.7%)	105
\$150K - \$175K	1,849	(10.7%)	209	14,225	(9.3%)	182	32,998	(9.1%)	177
\$175K - \$200K	1,567	(9.1%)	265	11,366	(7.5%)	218	26,233	(7.2%)	211
\$200K - \$250K	1,512	(8.8%)	264	10,966	(7.2%)	217	25,327	(7%)	211
\$250K - \$500K	2,069	(12%)	264	14,990	(9.8%)	217	34,599	(9.5%)	210
>\$500K	179	(1%)	261	1,305	(0.9%)	215	3,000	(0.8%)	208

Discretionary Households Income

Household Average Discretionary Income	\$104,434.7		152	\$91,368.32		133	\$88,891.82		130
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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	\$108,744.13		188	\$88,545.43		153	\$84,503.18		146
<\$10K	639	(3.7%)	48	9,190	(6%)	74	26,988	(7.4%)	96
\$10K - \$20K	767	(4.4%)	49	9,106	(6%)	65	24,891	(6.9%)	75
\$20K - \$30K	745	(4.3%)	46	7,708	(5.1%)	54	20,010	(5.5%)	58
\$30K - \$40K	877	(5.1%)	56	8,047	(5.3%)	58	18,973	(5.2%)	57
\$40K - \$50K	827	(4.8%)	57	8,526	(5.6%)	66	20,824	(5.7%)	68
\$50K - \$75K	1,969	(11.4%)	65	22,406	(14.7%)	84	51,667	(14.2%)	81
\$75K - \$100K	2,095	(12.1%)	98	19,926	(13.1%)	105	44,381	(12.2%)	98
\$100K - \$125K	2,037	(11.8%)	139	17,866	(11.7%)	138	39,651	(10.9%)	129
\$125K - \$150K	2,246	(13%)	201	19,015	(12.5%)	192	43,392	(12%)	185
>\$150K	5,061	(29.3%)	290	30,691	(20.1%)	199	72,005	(19.8%)	196

Households Income by Ethnicity

Average Income - White	\$148,885.97		145	\$133,663.43		130	\$132,305.36		129
Median Income - White	\$185,194.02		196	\$150,880.48		160	\$149,982.95		159
Average Income - Black	\$90,151.06		121	\$86,047.72		116	\$86,643.19		116
Median Income - Black	\$82,115.1		136	\$73,348.84		122	\$74,037.8		123

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$133,096.42 (110)	\$126,466.46 (105)	\$116,924.58 (97)
Median Income - Asian	\$149,685.21 (119)	\$142,056.2 (113)	\$123,247.48 (98)
Average Income - Hispanic	\$119,464.71 (138)	\$112,993.32 (130)	\$102,049.22 (118)
Median Income - Hispanic	\$117,205.2 (156)	\$110,967.83 (148)	\$96,274.13 (128)
Average Income - Other	\$127,171.14 (133)	\$114,303.26 (119)	\$111,090.4 (116)
Median Income - Other	\$133,626.41 (154)	\$112,161.11 (130)	\$108,690.29 (126)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	39.97 (97)	38.23 (93)	38.07 (92)
Median Age	37.73 (93)	35.6 (88)	35.17 (87)
0-4	2,761 (7.2%) (133)	25,660 (7.1%) (132)	57,426 (6.6%) (122)
5-13	3,479 (9%) (89)	27,108 (7.5%) (74)	63,541 (7.3%) (72)
14-17	1,270 (3.3%) (63)	13,531 (3.7%) (71)	37,596 (4.3%) (80)
18-21	1,187 (3.1%) (56)	18,298 (5%) (91)	56,119 (6.4%) (117)
22-24	858 (2.2%) (53)	16,672 (4.6%) (110)	53,154 (6.1%) (145)
25-29	2,299 (6%) (101)	25,194 (6.9%) (118)	59,020 (6.8%) (115)
30-34	4,478 (11.6%) (181)	49,227 (13.6%) (211)	105,751 (12.1%) (189)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
35-39	4,301	(11.2%)	39,444	(10.9%)	87,258	(10%)
40-44	3,252	(8.4%)	27,117	(7.5%)	60,430	(6.9%)
45-49	2,448	(6.4%)	20,023	(5.5%)	45,685	(5.2%)
50-54	2,086	(5.4%)	17,033	(4.7%)	40,448	(4.6%)
55-59	1,975	(5.1%)	16,059	(4.4%)	39,676	(4.5%)
60-64	1,777	(4.6%)	16,005	(4.4%)	39,707	(4.6%)
65-69	1,853	(4.8%)	15,009	(4.1%)	36,550	(4.2%)
70-74	1,656	(4.3%)	13,047	(3.6%)	31,740	(3.6%)
75-79	1,334	(3.5%)	10,779	(3%)	25,999	(3%)
80-84	822	(2.1%)	6,889	(1.9%)	16,914	(1.9%)
85+	699	(1.8%)	6,115	(1.7%)	15,626	(1.8%)

Age - Male

Male Average Age	38.39		37.17		37.17	
Male Median Age	36.86		35.14		33.84	
0-4	1,417	(7.7%)	13,155	(7.5%)	29,435	(7%)
5-13	1,789	(9.8%)	13,883	(7.9%)	32,382	(7.7%)

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	1 Mile			3 Mile			5 Mile		
14-17	633	(3.5%)	63	6,710	(3.8%)	69	18,352	(4.4%)	81
18-21	590	(3.2%)	56	8,866	(5%)	87	26,842	(6.4%)	111
22-24	431	(2.3%)	53	7,992	(4.5%)	103	25,268	(6%)	136
25-29	1,148	(6.3%)	102	12,434	(7.1%)	115	28,843	(6.8%)	111
30-34	2,192	(11.9%)	181	24,397	(13.8%)	210	51,473	(12.2%)	185
35-39	2,091	(11.4%)	170	19,924	(11.3%)	169	43,616	(10.4%)	155
40-44	1,578	(8.6%)	133	13,550	(7.7%)	118	30,164	(7.2%)	110
45-49	1,187	(6.5%)	107	9,811	(5.6%)	92	22,171	(5.3%)	87
50-54	975	(5.3%)	90	8,248	(4.7%)	74	19,617	(4.7%)	71
55-59	931	(5.1%)	84	7,786	(4.4%)	73	19,166	(4.6%)	74
60-64	830	(4.5%)	73	7,641	(4.3%)	69	19,191	(4.6%)	73
65-69	791	(4.3%)	73	6,864	(3.9%)	66	17,000	(4%)	69
70-74	697	(3.8%)	74	5,780	(3.3%)	68	14,325	(3.4%)	70
75-79	529	(2.9%)	74	4,515	(2.6%)	70	11,056	(2.6%)	72
80-84	318	(1.7%)	74	2,717	(1.5%)	70	6,932	(1.6%)	75
85+	220	(1.2%)	74	2,018	(1.1%)	76	5,299	(1.3%)	83

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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	41.42	39.24	38.92
Female Median Age	38.55	36.07	35.53
0-4	1,344 (6.7%)	12,505 (6.7%)	27,991 (6.2%)
5-13	1,690 (8.4%)	13,225 (7.1%)	31,159 (6.9%)
14-17	637 (3.2%)	6,821 (3.6%)	19,244 (4.3%)
18-21	597 (3%)	9,432 (5%)	29,277 (6.5%)
22-24	427 (2.1%)	8,680 (4.6%)	27,886 (6.2%)
25-29	1,151 (5.7%)	12,760 (6.8%)	30,177 (6.7%)
30-34	2,286 (11.3%)	24,830 (13.3%)	54,278 (12%)
35-39	2,210 (10.9%)	19,520 (10.4%)	43,642 (9.7%)
40-44	1,674 (8.3%)	13,567 (7.3%)	30,266 (6.7%)
45-49	1,261 (6.2%)	10,212 (5.5%)	23,514 (5.2%)
50-54	1,111 (5.5%)	8,785 (4.7%)	20,831 (4.6%)
55-59	1,044 (5.2%)	8,273 (4.4%)	20,510 (4.5%)
60-64	947 (4.7%)	8,364 (4.5%)	20,516 (4.5%)

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	1 Mile		3 Mile		5 Mile				
65-69	1,062	(5.3%)	83	8,145	(4.4%)	69	19,550	(4.3%)	68
70-74	959	(4.8%)	88	7,267	(3.9%)	72	17,415	(3.9%)	71
75-79	805	(4%)	92	6,264	(3.4%)	76	14,943	(3.3%)	77
80-84	504	(2.5%)	88	4,172	(2.2%)	76	9,982	(2.2%)	77
85+	479	(2.4%)	90	4,097	(2.2%)	84	10,327	(2.3%)	87

Employment by Occupation

Total Employees (16+ Years Old)	22,913			213,330			495,486		
Professional Specialty	11,826	(51.6%)	209	104,874	(49.2%)	199	221,370	(44.7%)	181
Managerial/Executive	5,307	(23.2%)	133	47,269	(22.2%)	127	117,453	(23.7%)	136
Office Admin	1,185	(5.2%)	49	14,822	(6.9%)	65	35,990	(7.3%)	68
Sales	1,163	(5.1%)	54	12,430	(5.8%)	62	31,053	(6.3%)	67
Production & Transportation	1,150	(5%)	39	8,293	(3.9%)	30	20,589	(4.2%)	32
Food Preparation & Serving	686	(3%)	59	6,965	(3.3%)	64	19,000	(3.8%)	75
Construction	510	(2.2%)	28	5,028	(2.4%)	29	12,871	(2.6%)	32
Healthcare support	379	(1.7%)	51	3,271	(1.5%)	47	9,680	(2%)	60
Personal Care	240	(1%)	42	4,246	(2%)	8	11,671	(2.4%)	94

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Protective	239	(1%)	48	2,501	(1.2%)	54	5,795	(1.2%)	54
Building Maintenance & Cleaning	214	(0.9%)	28	3,373	(1.6%)	47	9,632	(1.9%)	57
Farming, Fishing & Forestry	14	(<0.5%)	11	258	(<0.5%)	21	382	(<0.5%)	13

Employment by Industry

Total Employees (16+ Years Old)	22,913			213,330			495,486		
Educational Services	7,365	(32.1%)	137	72,802	(34.1%)	146	163,435	(33%)	141
Professional Services	5,377	(23.5%)	290	45,952	(21.5%)	267	100,726	(20.3%)	252
Manufacturing	2,357	(10.3%)	104	17,397	(8.2%)	82	36,431	(7.4%)	74
Wholesale Retail	1,542	(6.7%)	51	15,953	(7.5%)	57	37,965	(7.7%)	58
Financial, Insurance & Real Estate	1,185	(5.2%)	71	12,314	(5.8%)	86	37,676	(7.6%)	113
Entertainment Services	1,089	(4.8%)	55	13,585	(6.4%)	73	35,395	(7.1%)	82
Other Professional Services	883	(3.9%)	82	7,522	(3.5%)	75	17,767	(3.6%)	76
Public Administration	773	(3.4%)	71	5,595	(2.6%)	55	12,518	(2.5%)	53
Information	770	(3.4%)	180	6,736	(3.2%)	169	14,560	(2.9%)	157
Transportation	604	(2.6%)	45	4,753	(2.2%)	38	11,141	(2.2%)	38
Agriculture/Mining/Construction	530	(2.3%)	27	5,754	(2.7%)	32	14,778	(3%)	35

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Administrative/Waste Services	410	(1.8%)	43	4,715	(2.2%)	53	12,480	(2.5%)	60
Management Services	28	(<0.5%)	96	252	(<0.5%)	93	614	(<0.5%)	98

Language Spoken

Speak English at Home	25,346	(70.9%)	92	236,514	(70.1%)	91	543,333	(66.6%)	86
Speak Other Language at Home	8,947	(25%)	295	78,603	(23.3%)	274	208,891	(25.6%)	302
Speak Spanish at Home	1,481	(4.1%)	29	22,433	(6.6%)	47	62,990	(7.7%)	54

Ancestry

Other	6,613	(17.2%)	126	68,664	(18.9%)	138	164,726	(18.9%)	138
Unclassified	4,679	(12.1%)	83	46,736	(12.9%)	88	110,186	(12.6%)	86
Scottish/Irish	3,050	(7.9%)	132	34,387	(9.5%)	158	76,267	(8.7%)	146
South Central Asian (e.g. Indian)	2,542	(6.6%)	418	16,237	(4.5%)	283	35,698	(4.1%)	259
British	2,164	(5.6%)	108	16,618	(4.6%)	88	34,585	(4%)	74
Other European (e.g. Greek/Russian)	2,126	(5.5%)	199	19,118	(5.3%)	190	44,271	(5.1%)	183
Chinese	1,946	(5%)	393	22,162	(6.1%)	474	69,105	(7.9%)	616
German	1,671	(4.3%)	61	12,899	(3.6%)	50	27,260	(3.1%)	44
Italian	1,650	(4.3%)	160	22,016	(6.1%)	227	51,394	(5.9%)	220

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Puerto Rican	821	(2.1%)	6,123	(1.7%)	19,134	(2.2%)
American	640	(1.7%)	5,476	(1.5%)	13,320	(1.5%)
Middle Eastern	614	(1.6%)	7,538	(2.1%)	16,244	(1.9%)
Scandinavian	589	(1.5%)	4,549	(1.3%)	9,904	(1.1%)
South American	577	(1.5%)	6,106	(1.7%)	14,691	(1.7%)
French	562	(1.5%)	4,613	(1.3%)	9,701	(1.1%)
Polish	483	(1.3%)	4,833	(1.3%)	11,566	(1.3%)
Mexican	480	(1.2%)	4,453	(1.2%)	10,669	(1.2%)
Korean	392	(1%)	4,801	(1.3%)	11,083	(1.3%)
Central American	389	(1%)	8,374	(2.3%)	23,099	(2.6%)
Japanese	377	(1%)	2,336	(0.6%)	5,529	(0.6%)
Other Asian	220	(0.6%)	2,183	(0.6%)	5,205	(0.6%)
Other Hispanic	172	(<0.5%)	3,383	(0.9%)	8,338	(1%)
Dutch	170	(<0.5%)	1,318	(<0.5%)	2,468	(<0.5%)
Cuban	147	(<0.5%)	1,274	(<0.5%)	2,999	(<0.5%)
South East Asian (e.g. Vietnamese)	134	(<0.5%)	2,394	(0.7%)	5,368	(0.6%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Dominican	111	(<0.5%)	2,115	(0.6%)	8,651	(1%)
Native American (Indian/Eskimo)	36	(<0.5%)	305	(<0.5%)	806	(<0.5%)
Hawaiian/Pacific Islander	13	(<0.5%)	114	(<0.5%)	302	(<0.5%)

Education (Age 25+)

Total Educated Population	28,980		261,941		604,804	
Elementary (0 to 8 Years)	712	(2.5%)	8,209	(3.1%)	22,674	(3.7%)
Some High School (9 to 11 Years)	450	(1.6%)	6,112	(2.3%)	16,611	(2.7%)
High School Graduate (12 Years)	2,316	(8%)	28,961	(11.1%)	74,565	(12.3%)
Some College (13 to 16 Years)	2,219	(7.7%)	20,366	(7.8%)	49,167	(8.1%)
Associates Degree Only	793	(2.7%)	9,629	(3.7%)	22,285	(3.7%)
Bachelor's Degree Only	8,670	(29.9%)	84,843	(32.4%)	187,900	(31.1%)
Graduate Degree	13,820	(47.7%)	103,821	(39.6%)	231,602	(38.3%)

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



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Households	17,263		152,481		362,782	
One Person Households	5,673 (32.9%)	120	49,404 (32.4%)	118	126,665 (34.9%)	127
Married Couple	6,611 (38.3%)	8	54,941 (36%)	75	128,558 (35.4%)	74
Male Householder	344 (2%)	39	4,024 (2.6%)	52	9,925 (2.7%)	54
Female Householder	1,285 (7.4%)	60	11,190 (7.3%)	59	27,207 (7.5%)	60
Non Family Households	3,350 (19.4%)	274	32,922 (21.6%)	304	70,427 (19.4%)	274

Household Size

Households	17,263		152,481		362,782	
1 Person Household	5,673 (32.9%)	120	49,404 (32.4%)	118	126,665 (34.9%)	127
2 Person Household	6,220 (36%)	109	53,177 (34.9%)	106	123,966 (34.2%)	104
3 Person Household	2,679 (15.5%)	99	25,231 (16.5%)	106	54,207 (14.9%)	96
4 Person Household	1,891 (11%)	83	16,979 (11.1%)	85	38,579 (10.6%)	8
5 Person Household	585 (3.4%)	54	5,311 (3.5%)	55	12,886 (3.6%)	56
6 Person Household	150 (0.9%)	32	1,609 (1.1%)	39	4,340 (1.2%)	44
7+ Person Household	65 (<0.5%)	21	770 (0.5%)	28	2,139 (0.6%)	32

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



Benchmark: Nationwide



Housing Units

Total Housing Units	18,651	161,453	388,403
Renter Occupied Housing	9,730	87,572	210,998
Owner Occupied Housing	7,533	64,909	151,784
Vacant Housing	1,388	8,972	25,621

Housing Rent

Average Rent	\$2,560	166	\$2,397.42	155	\$2,340.18	151
Median Rent	\$2,704.68	192	\$2,466.17	175	\$2,407.28	171
Total Cash Rents Housing	9,583	85,569	206,380			
<\$300	224 (2.3%)	84	2,794 (3.3%)	117	7,918 (3.8%)	137
\$300-\$500	256 (2.7%)	69	2,253 (2.6%)	68	6,910 (3.3%)	87
\$500-\$750	289 (3%)	35	2,277 (2.7%)	31	6,958 (3.4%)	39
\$750-\$1000	195 (2%)	16	1,976 (2.3%)	18	5,684 (2.8%)	21
\$1000-\$1500	590 (6.2%)	23	5,839 (6.8%)	26	15,137 (7.3%)	28
\$1500-\$2000	1,087 (11.3%)	54	12,010 (14%)	67	29,523 (14.3%)	68
\$2000-\$2500	1,446 (15.1%)	128	16,770 (19.6%)	167	38,131 (18.5%)	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	1,721	(18%)	310	15,699	(18.3%)	317	33,945	(16.4%)	284
\$3000-\$3500	1,474	(15.4%)	502	11,729	(13.7%)	447	26,382	(12.8%)	417
>\$3500	2,301	(24%)	653	14,222	(16.6%)	452	35,792	(17.3%)	471

Value of Owner-Occupied Housing Units

Average House Value	\$1.49M		277	\$1.27M		237	\$1.33M		249
Median House Value	\$1.25M		319	\$1.12M		286	\$1.13M		288
Owner Occupied Housing	7,533			64,909			151,784		
<\$100K	87	(1.2%)	14	672	(1%)	13	1,665	(1.1%)	13
\$100K - \$200K	100	(1.3%)	10	349	(0.5%)	4	789	(0.5%)	4
\$200K - \$300K	109	(1.4%)	9	741	(1.1%)	7	1,606	(1.1%)	7
\$300K - \$400K	72	(1%)	7	924	(1.4%)	10	2,766	(1.8%)	13
\$400K - \$500K	184	(2.4%)	21	1,681	(2.6%)	22	4,881	(3.2%)	28
\$500K - \$1000K	1,657	(22%)	86	21,245	(32.7%)	128	49,425	(32.6%)	127
>\$1000K	5,324	(70.7%)	609	39,297	(60.5%)	522	90,652	(59.7%)	515

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



Benchmark: Nationwide



Poverty

Households in Poverty	1,386	(8%)	63	16,864	(11.1%)	87	47,952	(13.2%)	105
Households Above Poverty	15,877	(92%)	105	135,617	(88.9%)	102	314,830	(86.8%)	99
Households in Poverty (Married)	185	(1.1%)	49	1,699	(1.1%)	51	4,992	(1.4%)	63
Households in Poverty (Male Householder)				272	(<0.5%)	28	1,171	(<0.5%)	51
Households in Poverty (Female Householder)	236	(1.4%)	46	2,061	(1.4%)	46	5,077	(1.4%)	47
Households in Poverty (Non-Family)	853	(4.9%)	76	10,247	(6.7%)	107	28,413	(7.8%)	125
Households in Poverty (Non-Family Student)	112	(0.6%)	104	2,585	(1.7%)	272	8,299	(2.3%)	367

Wealth per Household

Household Average Wealth	\$273,835.66		113	\$262,496.43		108	\$257,698.17		106
Household Median Wealth	\$95,780.53		117	\$87,657.21		107	\$83,940.16		102
<\$0K	2,931	(17%)	98	26,768	(17.6%)	101	64,662	(17.8%)	103
\$0K - \$5K	1,341	(7.8%)	92	12,527	(8.2%)	97	30,760	(8.5%)	100
\$5K - \$10K	742	(4.3%)	95	6,837	(4.5%)	99	16,587	(4.6%)	101
\$10K - \$25K	1,044	(6%)	95	9,477	(6.2%)	98	22,781	(6.3%)	99
\$25K - \$50K	1,103	(6.4%)	94	9,844	(6.5%)	95	23,471	(6.5%)	95

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,606	(9.3%)	91	14,323	(9.4%)	92	34,074	(9.4%)	92
\$100K - \$250K	2,992	(17.3%)	96	26,168	(17.2%)	95	61,844	(17%)	94
\$250K - \$500K	2,383	(13.8%)	104	20,452	(13.4%)	101	47,957	(13.2%)	100
>\$500K	3,121	(18.1%)	121	26,085	(17.1%)	115	60,646	(16.7%)	112

Vehicles per Household

Total Number of Vehicles	19,740			177,573			393,918		
Average Number of Vehicles	1.14		63	1.16		64	1.09		59
No Vehicles	3,311	(19.2%)	232	34,972	(22.9%)	277	101,008	(27.8%)	337
1 Vehicle	9,392	(54.4%)	166	70,003	(45.9%)	140	157,616	(43.4%)	132
2 Vehicles	3,656	(21.2%)	57	38,013	(24.9%)	68	82,649	(22.8%)	62
3 or more Vehicles	904	(5.2%)	24	9,493	(6.2%)	28	21,509	(5.9%)	27

Population Change

Births	478			4,903			11,204		
Deaths	268			2,299			5,592		
Migration	-350			-38			2,289		

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	1,419	12,300	40,723
Total Employees	27,114	241,830	896,972

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