



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	39,296		510,841		1.5M	
Households	14,823		163,349		533,917	
Persons per Household	2.64	103	3.1	121	2.83	111
Household Median Income	\$103,786.94	119	\$85,403.2	98	\$86,819.81	99
Household Median Disposable Income	\$85,700.73	114	\$70,901.43	95	\$72,166.45	96
Household Median Discretionary Income	\$60,186.45	104	\$44,712.25	7	\$46,160.01	8
Average Income Per Person	\$52,283.53	111	\$36,292.69	7	\$40,267.38	85
Median Rent	\$2,010.07	142	\$1,797.06	127	\$1,827.83	129
Median House Value	\$921,415.16	235	\$926,083.53	237	\$941,215.4	240
Households in Poverty	1,525 (10.3%)	8	27,587 (16.9%)	134	87,781 (16.4%)	130
Household Median Wealth	\$84,130.76	103	\$60,909.34	74	\$61,881.05	74
Average Age	43.67	106	40.24	98	40.43	98
Median Age	43.53	108	38.48	95	38.53	95
Households with Children	4,093 (27.6%)	103	44,962 (27.5%)	103	135,569 (25.4%)	95
High School Graduate or Higher	24,933 (85.7%)	96	288,482 (80%)	90	913,835 (83.1%)	93




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	8,868 (30.5%) 	80,499 (22.3%) 	329,855 (30%) 
Pop density (per sq mi)	15,695	26,659	24,701
Area (based on blockgroups)	3	19	62

Population

Population 2025 Q4	39,296	510,841	1.5M
Population 2025 Q3	39,277	511,022	1.5M
Population 2025 Q2	39,198	512,921	1.5M
Population 2025 Q1	39,167	512,348	1.5M
Population 2024 Q4	39,042	512,389	1.5M
Population 2024 Q3	38,966	511,255	1.5M
Population 2024 Q2	38,822	509,670	1.5M
Population 2024 Q1	40,052	512,219	1.5M
Population 2023 Q4	39,958	510,831	1.5M
Population 5 Years Forecast	39,010	517,556	1.6M
Population 10 Years Forecast	39,140	523,803	1.6M
Persons per Household	2.64 	3.1 	2.83 

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



Audience Profile

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	192	(<0.5%)	4,974	(1%)	26,320	(1.7%)
Transient Population - Average Last 4 Quarters			1,795	(<0.5%)	2,861	(<0.5%)

Households

Households 2025 Q4	14,823	163,349	533,917
Households 2025 Q3	14,812	163,319	535,083
Households 2025 Q2	14,779	163,944	535,516
Households 2025 Q1	14,770	163,747	534,352
Households 2024 Q4	14,724	163,713	534,585
Households 2024 Q3	14,696	163,360	533,369
Households 2024 Q2	14,642	162,982	532,357
Households 2024 Q1	15,216	164,005	532,982
Households 2023 Q4	15,178	163,554	531,661
Households 5 Years Forecast	14,716	165,888	539,182
Households 10 Years Forecast	14,766	168,084	544,722

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Audience Profile

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Benchmark: Nationwide



Gender

Male	18,695	(47.6%)	97	245,002	(48%)	98	726,125	(47.2%)	96
Female	20,601	(52.4%)	103	265,839	(52%)	102	812,334	(52.8%)	104

Ethnicity

White	18,277	(46.5%)	8	50,002	(9.8%)	17	256,844	(16.7%)	29
Hispanic (Ethnic)	11,398	(29%)	148	168,104	(32.9%)	168	391,654	(25.5%)	130
Black	4,096	(10.4%)	88	147,843	(28.9%)	245	554,805	(36.1%)	306
Asian	3,658	(9.3%)	161	84,917	(16.6%)	288	211,586	(13.8%)	238
Other	1,867	(4.8%)	91	59,975	(11.7%)	226	123,570	(8%)	154

Household by Ethnicity

White	7,035	(47.5%)	7	18,129	(11.1%)	18	95,725	(17.9%)	29
Hispanic (Ethnic)	3,746	(25.3%)	166	43,701	(26.8%)	176	117,191	(21.9%)	145
Black	1,614	(10.9%)	99	48,686	(29.8%)	272	189,174	(35.4%)	323
Other	1,321	(8.9%)	117	33,583	(20.6%)	271	75,785	(14.2%)	187
Asian	1,107	(7.5%)	162	19,250	(11.8%)	255	56,042	(10.5%)	227

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	\$138,237.85	114	\$112,731.26	93	\$114,922.86	94
Average Income Per Person	\$52,283.53	111	\$36,292.69	7	\$40,267.38	85
Household Median Income	\$103,786.94	119	\$85,403.2	98	\$86,819.81	99
<\$15K	1,199 (8.1%)	112	15,758 (9.6%)	133	50,018 (9.4%)	130
\$15K - \$25K	640 (4.3%)	74	10,356 (6.3%)	108	33,661 (6.3%)	107
\$25K - \$35K	518 (3.5%)	57	9,608 (5.9%)	96	31,479 (5.9%)	96
\$35K - \$50K	1,204 (8.1%)	87	14,634 (9%)	96	47,485 (8.9%)	95
\$50K - \$75K	1,940 (13.1%)	87	22,777 (13.9%)	93	72,890 (13.7%)	91
\$75K - \$100K	1,691 (11.4%)	91	20,515 (12.6%)	100	65,535 (12.3%)	98
\$100K - \$150K	2,865 (19.3%)	106	29,761 (18.2%)	100	97,090 (18.2%)	100
\$150K - \$175K	1,127 (7.6%)	121	10,106 (6.2%)	98	33,526 (6.3%)	100
\$175K - \$200K	1,058 (7.1%)	143	8,487 (5.2%)	104	28,092 (5.3%)	105
\$200K - \$250K	1,446 (9.8%)	121	11,963 (7.3%)	91	41,541 (7.8%)	96
\$250K - \$500K	619 (4.2%)	121	5,121 (3.1%)	91	17,780 (3.3%)	96
>\$500K	516 (3.5%)	121	4,263 (2.6%)	91	14,820 (2.8%)	96

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	\$97,598.9		108	\$84,933.8		94	\$86,450.61		96
Household Median Disposable Income	\$85,700.73		114	\$70,901.43		95	\$72,166.45		96
<\$15K	1,333	(9%)	114	17,095	(10.5%)	133	54,277	(10.2%)	129
\$15K - \$25K	699	(4.7%)	69	12,110	(7.4%)	108	39,800	(7.5%)	108
\$25K - \$35K	735	(5%)	69	11,216	(6.9%)	96	36,918	(6.9%)	97
\$35K - \$50K	1,533	(10.3%)	92	18,333	(11.2%)	100	57,943	(10.9%)	96
\$50K - \$75K	2,288	(15.4%)	92	27,182	(16.6%)	99	87,261	(16.3%)	97
\$75K - \$100K	1,983	(13.4%)	93	24,035	(14.7%)	103	78,413	(14.7%)	103
\$100K - \$150K	3,549	(23.9%)	127	30,861	(18.9%)	100	101,108	(18.9%)	100
\$150K - \$175K	853	(5.8%)	112	7,241	(4.4%)	86	25,164	(4.7%)	92
\$175K - \$200K	457	(3.1%)	90	3,753	(2.3%)	67	13,008	(2.4%)	71
\$200K - \$250K	560	(3.8%)	114	4,635	(2.8%)	86	16,091	(3%)	91
\$250K - \$500K	765	(5.2%)	114	6,322	(3.9%)	85	21,972	(4.1%)	91
>\$500K	68	(<0.5%)	115	566	(<0.5%)	87	1,962	(<0.5%)	92

Discretionary Households Income

Household Average Discretionary Income	\$70,216.09		102	\$53,920.48		74	\$55,945.56		82
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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$60,186.45	104	\$44,712.25	7	\$46,160.01	8
<\$10K	1,178 (7.9%)	103	20,886 (12.8%)	165	66,389 (12.4%)	160
\$10K - \$20K	1,180 (8%)	87	20,176 (12.4%)	135	60,792 (11.4%)	124
\$20K - \$30K	1,190 (8%)	85	17,666 (10.8%)	115	56,746 (10.6%)	113
\$30K - \$40K	1,301 (8.8%)	96	15,872 (9.7%)	106	52,619 (9.9%)	108
\$40K - \$50K	1,258 (8.5%)	101	14,878 (9.1%)	108	48,616 (9.1%)	108
\$50K - \$75K	2,720 (18.3%)	104	29,870 (18.3%)	104	96,131 (18%)	103
\$75K - \$100K	2,054 (13.9%)	111	18,820 (11.5%)	93	62,021 (11.6%)	93
\$100K - \$125K	1,505 (10.2%)	120	11,908 (7.3%)	86	40,808 (7.6%)	90
\$125K - \$150K	1,114 (7.5%)	116	8,443 (5.2%)	8	30,227 (5.7%)	87
>\$150K	1,323 (8.9%)	88	4,830 (3%)	29	19,568 (3.7%)	36

Households Income by Ethnicity

Average Income - White	\$103,329.84	101	\$95,487.55	93	\$108,108.23	105
Median Income - White	\$95,568.98	101	\$84,534	89	\$104,195.46	110
Average Income - Black	\$85,923.14	115	\$87,205.02	117	\$89,092.14	120
Median Income - Black	\$75,746.24	126	\$75,891.78	126	\$78,493.6	130

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$119,439.24 (99)	\$104,774.78 (87)	\$102,952.15 (85)
Median Income - Asian	\$117,951.41 (94)	\$97,191.74 (7)	\$96,757.97 (7)
Average Income - Hispanic	\$115,917.77 (134)	\$93,244.78 (108)	\$92,161.84 (106)
Median Income - Hispanic	\$119,785.31 (159)	\$84,888.62 (113)	\$83,648.92 (111)
Average Income - Other	\$119,941.41 (125)	\$99,400.89 (104)	\$96,617.14 (101)
Median Income - Other	\$123,188.73 (142)	\$92,803.08 (107)	\$88,961.43 (103)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	43.67 (106)	40.24 (98)	40.43 (98)
Median Age	43.53 (108)	38.48 (95)	38.53 (95)
0-4	2,008 (5.1%) (95)	29,162 (5.7%) (106)	92,793 (6%) (112)
5-13	3,536 (9%) (89)	50,155 (9.8%) (97)	148,059 (9.6%) (95)
14-17	1,673 (4.3%) (8)	24,583 (4.8%) (91)	70,384 (4.6%) (87)
18-21	1,706 (4.3%) (7)	26,005 (5.1%) (92)	72,782 (4.7%) (86)
22-24	1,293 (3.3%) (7)	20,151 (3.9%) (94)	55,382 (3.6%) (86)
25-29	2,265 (5.8%) (98)	36,020 (7.1%) (120)	104,937 (6.8%) (116)
30-34	2,398 (6.1%) (95)	37,779 (7.4%) (115)	120,931 (7.9%) (122)

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	● 1 Mile		● 3 Mile		● 5 Mile				
35-39	2,534	(6.4%)	98	36,314	(7.1%)	108	117,855	(7.7%)	116
40-44	2,533	(6.4%)	100	33,417	(6.5%)	102	105,197	(6.8%)	106
45-49	2,536	(6.5%)	107	31,889	(6.2%)	104	97,414	(6.3%)	105
50-54	2,457	(6.3%)	106	31,496	(6.2%)	104	92,485	(6%)	101
55-59	2,791	(7.1%)	118	34,247	(6.7%)	111	96,635	(6.3%)	104
60-64	2,803	(7.1%)	112	33,791	(6.6%)	104	96,638	(6.3%)	99
65-69	2,657	(6.8%)	111	30,120	(5.9%)	96	89,110	(5.8%)	95
70-74	2,147	(5.5%)	107	22,126	(4.3%)	84	68,629	(4.5%)	87
75-79	1,775	(4.5%)	113	15,784	(3.1%)	77	50,071	(3.3%)	82
80-84	1,116	(2.8%)	113	9,586	(1.9%)	74	31,333	(2%)	81
85+	1,068	(2.7%)	131	8,216	(1.6%)	77	27,824	(1.8%)	87

Age - Male

Male Average Age	42.05		105	38.77		97	38.76		97
Male Median Age	41.85		109	36.88		96	36.99		97
0-4	1,031	(5.5%)	98	14,945	(6.1%)	109	47,518	(6.5%)	117
5-13	1,805	(9.7%)	91	25,370	(10.4%)	98	75,194	(10.4%)	98

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14-17	862	(4.6%)	84	12,588	(5.1%)	94	35,882	(4.9%)	90
18-21	870	(4.7%)	8	13,344	(5.4%)	95	37,113	(5.1%)	89
22-24	653	(3.5%)	7	10,346	(4.2%)	96	28,245	(3.9%)	88
25-29	1,173	(6.3%)	102	18,403	(7.5%)	122	51,809	(7.1%)	116
30-34	1,178	(6.3%)	95	19,094	(7.8%)	118	59,043	(8.1%)	123
35-39	1,212	(6.5%)	97	17,893	(7.3%)	109	56,882	(7.8%)	117
40-44	1,220	(6.5%)	101	15,830	(6.5%)	100	49,543	(6.8%)	105
45-49	1,176	(6.3%)	104	14,733	(6%)	100	44,833	(6.2%)	102
50-54	1,172	(6.3%)	106	14,584	(6%)	101	42,521	(5.9%)	99
55-59	1,331	(7.1%)	118	15,692	(6.4%)	107	43,802	(6%)	100
60-64	1,283	(6.9%)	110	15,457	(6.3%)	101	43,342	(6%)	96
65-69	1,208	(6.5%)	110	13,846	(5.7%)	96	39,569	(5.4%)	93
70-74	982	(5.3%)	109	9,937	(4.1%)	84	29,782	(4.1%)	85
75-79	735	(3.9%)	108	6,556	(2.7%)	73	20,359	(2.8%)	7
80-84	442	(2.4%)	108	3,661	(1.5%)	68	11,769	(1.6%)	74
85+	362	(1.9%)	128	2,723	(1.1%)	73	8,919	(1.2%)	8

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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	45.14	41.6	41.92
Female Median Age	46.05	41.08	41.06
0-4	977 (4.7%)	14,217 (5.3%)	45,275 (5.6%)
5-13	1,731 (8.4%)	24,785 (9.3%)	72,865 (9%)
14-17	811 (3.9%)	11,995 (4.5%)	34,502 (4.2%)
18-21	836 (4.1%)	12,661 (4.8%)	35,669 (4.4%)
22-24	640 (3.1%)	9,805 (3.7%)	27,137 (3.3%)
25-29	1,092 (5.3%)	17,617 (6.6%)	53,128 (6.5%)
30-34	1,220 (5.9%)	18,685 (7%)	61,888 (7.6%)
35-39	1,322 (6.4%)	18,421 (6.9%)	60,973 (7.5%)
40-44	1,313 (6.4%)	17,587 (6.6%)	55,654 (6.9%)
45-49	1,360 (6.6%)	17,156 (6.5%)	52,581 (6.5%)
50-54	1,285 (6.2%)	16,912 (6.4%)	49,964 (6.2%)
55-59	1,460 (7.1%)	18,555 (7%)	52,833 (6.5%)
60-64	1,520 (7.4%)	18,334 (6.9%)	53,296 (6.6%)

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65-69	1,449	(7%)	111	16,274	(6.1%)	96	49,541	(6.1%)	96
70-74	1,165	(5.7%)	104	12,189	(4.6%)	85	38,847	(4.8%)	88
75-79	1,040	(5%)	117	9,228	(3.5%)	8	29,712	(3.7%)	85
80-84	674	(3.3%)	115	5,925	(2.2%)	7	19,564	(2.4%)	85
85+	706	(3.4%)	131	5,493	(2.1%)	7	18,905	(2.3%)	89

Employment by Occupation

Total Employees (16+ Years Old)	18,321			239,364			744,281		
Professional Specialty	4,467	(24.4%)	99	45,037	(18.8%)	76	172,281	(23.1%)	94
Managerial/Executive	3,500	(19.1%)	110	26,694	(11.2%)	64	99,483	(13.4%)	7
Production & Transportation	2,306	(12.6%)	98	32,567	(13.6%)	105	82,983	(11.1%)	86
Office Admin	2,141	(11.7%)	110	30,312	(12.7%)	119	89,312	(12%)	113
Construction	1,571	(8.6%)	107	20,704	(8.6%)	108	54,553	(7.3%)	92
Sales	1,237	(6.8%)	72	18,508	(7.7%)	83	55,962	(7.5%)	8
Healthcare support	729	(4%)	121	24,022	(10%)	306	66,832	(9%)	274
Building Maintenance & Cleaning	668	(3.6%)	107	12,604	(5.3%)	155	33,805	(4.5%)	34
Personal Care	638	(3.5%)	140	9,525	(4%)	160	27,855	(3.7%)	150

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Protective	563	(3.1%)	142	9,092	(3.8%)	175	28,249	(3.8%)	175
Food Preparation & Serving	491	(2.7%)	53	10,157	(4.2%)	83	32,683	(4.4%)	86
Farming, Fishing & Forestry	10	(<0.5%)	10	142	(<0.5%)	10	283	(<0.5%)	7

Employment by Industry

Total Employees (16+ Years Old)	18,321			239,364			744,281		
Educational Services	5,788	(31.6%)	135	73,767	(30.8%)	132	233,055	(31.3%)	134
Transportation	2,055	(11.2%)	192	28,200	(11.8%)	201	73,157	(9.8%)	168
Wholesale Retail	1,633	(8.9%)	68	26,577	(11.1%)	84	77,313	(10.4%)	71
Agriculture/Mining/Construction	1,618	(8.8%)	104	17,139	(7.2%)	84	46,006	(6.2%)	73
Financial, Insurance & Real Estate	1,502	(8.2%)	122	14,775	(6.2%)	92	49,825	(6.7%)	99
Professional Services	1,100	(6%)	74	12,596	(5.3%)	65	50,109	(6.7%)	83
Entertainment Services	1,038	(5.7%)	65	18,897	(7.9%)	91	61,123	(8.2%)	95
Other Professional Services	1,012	(5.5%)	117	12,545	(5.2%)	111	39,878	(5.4%)	114
Public Administration	996	(5.4%)	114	11,276	(4.7%)	99	36,742	(4.9%)	103
Administrative/Waste Services	927	(5.1%)	121	12,710	(5.3%)	127	36,611	(4.9%)	118
Information	383	(2.1%)	112	3,743	(1.6%)	84	18,396	(2.5%)	132

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Manufacturing	269	(1.5%)	15	7,044	(2.9%)	30	21,533	(2.9%)	29
Management Services				95	(<0.5%)	31	533	(<0.5%)	56

Language Spoken

Speak English at Home	22,380	(60%)	74	265,955	(55.2%)	71	841,699	(58.2%)	75
Speak Spanish at Home	7,844	(21%)	148	129,372	(26.9%)	189	294,195	(20.4%)	144
Speak Other Language at Home	7,064	(18.9%)	223	86,352	(17.9%)	211	309,772	(21.4%)	252

Ancestry

Italian	6,712	(17.1%)	639	9,615	(1.9%)	70	26,384	(1.7%)	64
Other	4,874	(12.4%)	91	58,686	(11.5%)	84	183,942	(12%)	88
Puerto Rican	4,816	(12.3%)	436	46,639	(9.1%)	325	109,544	(7.1%)	253
Unclassified	3,953	(10.1%)	68	22,688	(4.4%)	30	74,239	(4.8%)	33
Dominican	2,393	(6.1%)	909	47,959	(9.4%)	1402	91,226	(5.9%)	885
South American	2,166	(5.5%)	403	33,572	(6.6%)	481	85,350	(5.5%)	406
Scottish/Irish	1,627	(4.1%)	69	2,775	(0.5%)	9	12,677	(0.8%)	14
South Central Asian (e.g. Indian)	1,489	(3.8%)	240	65,510	(12.8%)	812	120,853	(7.9%)	497
Chinese	949	(2.4%)	188	11,512	(2.3%)	175	53,410	(3.5%)	270

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	
Other European (e.g. Greek/Russian)	775	(2%)	2,798	(0.5%)	26,048	(1.7%)
Central American	741	(1.9%)	15,344	(3%)	39,802	(2.6%)
Other Hispanic	697	(1.8%)	12,151	(2.4%)	30,193	(2%)
Polish	558	(1.4%)	1,584	(<0.5%)	11,310	(0.7%)
German	441	(1.1%)	1,342	(<0.5%)	9,758	(0.6%)
Mexican	430	(1.1%)	11,209	(2.2%)	30,676	(2%)
American	377	(1%)	2,574	(0.5%)	12,299	(0.8%)
South East Asian (e.g. Vietnamese)	358	(0.9%)	1,422	(<0.5%)	5,831	(<0.5%)
British	201	(0.5%)	474	(<0.5%)	2,956	(<0.5%)
Other Asian	201	(0.5%)	1,948	(<0.5%)	6,747	(<0.5%)
Middle Eastern	168	(<0.5%)	846	(<0.5%)	7,165	(<0.5%)
Cuban	155	(<0.5%)	1,230	(<0.5%)	4,863	(<0.5%)
Native American (Indian/Eskimo)	79	(<0.5%)	5,249	(1%)	7,813	(0.5%)
Korean	59	(<0.5%)	509	(<0.5%)	5,712	(<0.5%)
French	47	(<0.5%)	219	(<0.5%)	1,217	(<0.5%)
Japanese	40	(<0.5%)	117	(<0.5%)	2,254	(<0.5%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Scandinavian	36	(<0.5%)	98	(<0.5%)	883	(<0.5%)
Dutch	19	(<0.5%)	49	(<0.5%)	368	(<0.5%)
Hawaiian/Pacific Islander	18	(<0.5%)	394	(<0.5%)	824	(<0.5%)

Education (Age 25+)

Total Educated Population	29,080		360,785		1.1M	
Elementary (0 to 8 Years)	2,262	(7.8%)	40,435	(11.2%)	96,071	(8.7%)
Some High School (9 to 11 Years)	1,885	(6.5%)	31,868	(8.8%)	89,153	(8.1%)
High School Graduate (12 Years)	8,493	(29.2%)	127,052	(35.2%)	324,624	(29.5%)
Some College (13 to 16 Years)	5,000	(17.2%)	52,432	(14.5%)	172,158	(15.7%)
Associates Degree Only	2,572	(8.8%)	28,499	(7.9%)	87,198	(7.9%)
Bachelor's Degree Only	4,976	(17.1%)	52,752	(14.6%)	208,158	(18.9%)
Graduate Degree	3,892	(13.4%)	27,747	(7.7%)	121,697	(11.1%)

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	14,823	163,349	533,917
One Person Households	4,157 (28%)	36,701 (22.5%)	138,847 (26%)
Married Couple	7,065 (47.7%)	67,889 (41.6%)	199,879 (37.4%)
Male Householder	860 (5.8%)	13,245 (8.1%)	37,932 (7.1%)
Female Householder	2,259 (15.2%)	38,041 (23.3%)	119,609 (22.4%)
Non Family Households	482 (3.3%)	7,473 (4.6%)	37,650 (7.1%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	14,823	163,349	533,917
1 Person Household	4,157 (28%)	36,701 (22.5%)	138,847 (26%)
2 Person Household	4,054 (27.3%)	38,077 (23.3%)	137,596 (25.8%)
3 Person Household	2,641 (17.8%)	30,995 (19%)	98,248 (18.4%)
4 Person Household	2,160 (14.6%)	26,668 (16.3%)	77,647 (14.5%)
5 Person Household	1,018 (6.9%)	15,246 (9.3%)	41,688 (7.8%)
6 Person Household	501 (3.4%)	8,569 (5.2%)	22,207 (4.2%)
7+ Person Household	292 (2%)	7,093 (4.3%)	17,684 (3.3%)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	15,612	172,742	566,190
Owner Occupied Housing	9,458	73,144	212,876
Renter Occupied Housing	5,365	90,205	321,041
Vacant Housing	789	9,393	32,273

Housing Rent

Average Rent	\$1,979.19	128	\$1,775.56	115	\$1,843.36	119
Median Rent	\$2,010.07	142	\$1,797.06	127	\$1,827.83	129
Total Cash Rents Housing	5,083	87,511	312,199			
<\$300	125 (2.5%)	88	3,411 (3.9%)	140	9,603 (3.1%)	110
\$300-\$500	53 (1%)	27	3,219 (3.7%)	95	9,750 (3.1%)	81
\$500-\$750	46 (0.9%)	10	4,092 (4.7%)	54	14,012 (4.5%)	52
\$750-\$1000	106 (2.1%)	16	4,431 (5.1%)	39	18,090 (5.8%)	45
\$1000-\$1500	924 (18.2%)	69	14,969 (17.1%)	65	53,628 (17.2%)	65
\$1500-\$2000	1,258 (24.7%)	117	22,947 (26.2%)	124	77,810 (24.9%)	118
\$2000-\$2500	1,465 (28.8%)	245	19,447 (22.2%)	189	65,021 (20.8%)	177

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	788	(15.5%)	268	9,922	(11.3%)	196	36,660	(11.7%)	203
\$3000-\$3500	227	(4.5%)	146	3,572	(4.1%)	133	16,678	(5.3%)	174
>\$3500	91	(1.8%)	49	1,501	(1.7%)	47	10,947	(3.5%)	95

Value of Owner-Occupied Housing Units

Average House Value	\$938,489.59	175	\$960,406.73	179	\$999,725.01	186			
Median House Value	\$921,415.16	235	\$926,083.53	237	\$941,215.4	240			
Owner Occupied Housing	9,458		73,144		212,876				
<\$100K	284	(3%)	37	1,845	(2.5%)	31	5,622	(2.6%)	32
\$100K - \$200K	381	(4%)	31	1,160	(1.6%)	12	3,542	(1.7%)	13
\$200K - \$300K	475	(5%)	32	1,344	(1.8%)	12	4,804	(2.3%)	14
\$300K - \$400K	527	(5.6%)	38	1,908	(2.6%)	18	8,007	(3.8%)	26
\$400K - \$500K	659	(7%)	60	2,719	(3.7%)	32	10,791	(5.1%)	44
\$500K - \$1000K	2,905	(30.7%)	120	33,763	(46.2%)	180	85,483	(40.2%)	157
>\$1000K	4,227	(44.7%)	385	30,435	(41.6%)	359	94,657	(44.5%)	383

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



Benchmark: Nationwide



Poverty

Households in Poverty	1,525	(10.3%)	8	27,587	(16.9%)	134	87,781	(16.4%)	130
Households Above Poverty	13,298	(89.7%)	103	135,762	(83.1%)	95	446,136	(83.6%)	96
Households in Poverty (Married)	147	(1%)	46	5,178	(3.2%)	146	14,669	(2.7%)	126
Households in Poverty (Male Householder)	76	(0.5%)	8	1,605	(1%)	154	4,475	(0.8%)	132
Households in Poverty (Female Householder)	201	(1.4%)	46	7,737	(4.7%)	161	24,694	(4.6%)	157
Households in Poverty (Non-Family)	1,047	(7.1%)	113	12,272	(7.5%)	120	40,960	(7.7%)	123
Households in Poverty (Non-Family Student)	54	(<0.5%)	58	795	(<0.5%)	7	2,983	(0.6%)	90

Wealth per Household

Household Average Wealth	\$245,465.66	101	\$216,441.07	89	\$220,378.63	91			
Household Median Wealth	\$84,130.76	103	\$60,909.34	74	\$61,881.05	76			
<\$0K	2,537	(17.1%)	99	31,132	(19.1%)	110	101,906	(19.1%)	110
\$0K - \$5K	1,262	(8.5%)	100	16,558	(10.1%)	120	53,515	(10%)	118
\$5K - \$10K	658	(4.4%)	98	8,321	(5.1%)	113	27,170	(5.1%)	112
\$10K - \$25K	922	(6.2%)	98	10,896	(6.7%)	105	35,559	(6.7%)	105
\$25K - \$50K	999	(6.7%)	99	11,180	(6.8%)	100	36,240	(6.8%)	100

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	1,514	(10.2%)	16,442	(10.1%)	52,892	(9.9%)
\$100K - \$250K	2,701	(18.2%)	28,026	(17.2%)	90,703	(17%)
\$250K - \$500K	1,983	(13.4%)	19,664	(12%)	64,683	(12.1%)
>\$500K	2,247	(15.2%)	21,130	(12.9%)	71,249	(13.3%)

Vehicles per Household

Total Number of Vehicles	19,998		151,092		431,925	
Average Number of Vehicles	1.35		0.92		0.81	
No Vehicles	2,233	(15.1%)	63,919	(39.1%)	233,397	(43.7%)
1 Vehicle	6,900	(46.5%)	61,556	(37.7%)	202,047	(37.8%)
2 Vehicles	4,440	(30%)	27,841	(17%)	74,292	(13.9%)
3 or more Vehicles	1,250	(8.4%)	10,033	(6.1%)	24,181	(4.5%)

Population Change

Births	363		5,556		16,882
Deaths	356		3,373		10,472
Migration	261		-3,451		-7,688

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	760	8,443	30,500
Total Employees	6,980	102,683	439,633

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