



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	25,587		175,454		428,835	
Households	7,922		54,221		133,483	
Persons per Household	3.21	126	3.22	126	3.15	124
Household Median Income	\$117,311.58	134	\$152,723.16	175	\$146,182.84	168
Household Median Disposable Income	\$95,301.15	127	\$121,114.92	162	\$116,229.23	155
Household Median Discretionary Income	\$65,333.26	113	\$96,253.83	166	\$91,048.04	157
Average Income Per Person	\$43,727.59	93	\$58,520.94	124	\$56,545.35	120
Median Rent	\$1,748.81	124	\$2,143.42	152	\$2,037.14	144
Median House Value	\$723,404.27	185	\$813,998.54	208	\$818,901.58	209
Households in Poverty	821 (10.4%)	8	2,753 (5.1%)	40	9,371 (7%)	56
Household Median Wealth	\$79,513.73	97	\$108,102.36	132	\$102,141.49	125
Average Age	40.63	99	41.94	102	41.85	102
Median Age	40.41	100	41.84	104	41.51	103
Households with Children	2,244 (28.3%)	106	17,618 (32.5%)	121	42,631 (31.9%)	119
High School Graduate or Higher	15,203 (85%)	95	114,358 (91.7%)	103	272,885 (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	5,498 (30.7%) 	52,807 (42.3%) 	123,095 (40.7%) 
Pop density (per sq mi)	6,934	7,871	6,491
Area (based on blockgroups)	4	22	66

Population

Population 2025 Q4	25,587	175,454	428,835
Population 2025 Q3	25,630	175,900	429,536
Population 2025 Q2	25,628	175,674	429,541
Population 2025 Q1	25,693	175,969	430,037
Population 2024 Q4	25,699	176,373	430,730
Population 2024 Q3	25,710	176,477	431,156
Population 2024 Q2	25,736	176,255	430,594
Population 2024 Q1	25,714	176,295	430,635
Population 2023 Q4	25,735	176,445	430,842
Population 5 Years Forecast	25,271	173,271	425,950
Population 10 Years Forecast	25,004	171,428	422,666
Persons per Household	3.21 	3.22 	3.15 

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	184	(0.7%)	1,119	(0.6%)	7,727	(1.8%)
Transient Population - Average Last 4 Quarters					1,131	(<0.5%)

Households

Households 2025 Q4	7,922	54,221	133,483
Households 2025 Q3	7,930	54,299	133,570
Households 2025 Q2	7,929	54,245	133,592
Households 2025 Q1	7,948	54,329	133,728
Households 2024 Q4	7,952	54,430	133,909
Households 2024 Q3	7,955	54,461	134,051
Households 2024 Q2	7,960	54,414	133,870
Households 2024 Q1	7,955	54,422	133,874
Households 2023 Q4	7,961	54,465	133,930
Households 5 Years Forecast	7,824	53,553	132,541
Households 10 Years Forecast	7,741	52,988	131,496

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



Benchmark: Nationwide



Gender

Male	12,393	(48.4%)	99	84,697	(48.3%)	99	206,636	(48.2%)	98
Female	13,194	(51.6%)	101	90,757	(51.7%)	101	222,199	(51.8%)	102

Ethnicity

Hispanic (Ethnic)	11,969	(46.8%)	239	46,070	(26.3%)	134	108,472	(25.3%)	129
White	6,411	(25.1%)	43	75,848	(43.2%)	75	203,715	(47.5%)	82
Black	5,670	(22.2%)	188	41,205	(23.5%)	199	81,874	(19.1%)	162
Other	916	(3.6%)	69	6,802	(3.9%)	75	15,487	(3.6%)	69
Asian	621	(2.4%)	42	5,529	(3.2%)	55	19,287	(4.5%)	71

Household by Ethnicity

Hispanic (Ethnic)	3,115	(39.3%)	259	10,947	(20.2%)	133	25,403	(19%)	125
White	2,296	(29%)	47	26,492	(48.9%)	74	71,029	(53.2%)	86
Black	1,585	(20%)	183	10,653	(19.6%)	179	21,453	(16.1%)	147
Other	766	(9.7%)	127	4,730	(8.7%)	115	10,830	(8.1%)	107
Asian	160	(2%)	44	1,399	(2.6%)	56	4,768	(3.6%)	71

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	\$140,539.91	116	\$188,562.32	155	\$180,044.76	148
Average Income Per Person	\$43,727.59	93	\$58,520.94	124	\$56,545.35	120
Household Median Income	\$117,311.58	134	\$152,723.16	175	\$146,182.84	168
<\$15K	433 (5.5%)	76	1,669 (3.1%)	43	5,342 (4%)	55
\$15K - \$25K	451 (5.7%)	97	1,395 (2.6%)	44	4,152 (3.1%)	53
\$25K - \$35K	243 (3.1%)	50	1,261 (2.3%)	38	3,916 (2.9%)	48
\$35K - \$50K	483 (6.1%)	65	2,376 (4.4%)	47	6,538 (4.9%)	52
\$50K - \$75K	857 (10.8%)	72	4,488 (8.3%)	55	12,225 (9.2%)	61
\$75K - \$100K	913 (11.5%)	92	5,295 (9.8%)	74	12,421 (9.3%)	74
\$100K - \$150K	1,592 (20.1%)	111	10,063 (18.6%)	102	23,923 (17.9%)	99
\$150K - \$175K	731 (9.2%)	146	5,173 (9.5%)	151	12,175 (9.1%)	145
\$175K - \$200K	549 (6.9%)	139	4,177 (7.7%)	154	10,289 (7.7%)	154
\$200K - \$250K	934 (11.8%)	146	10,256 (18.9%)	234	23,798 (17.8%)	221
\$250K - \$500K	401 (5.1%)	147	4,400 (8.1%)	235	10,199 (7.6%)	221
>\$500K	335 (4.2%)	147	3,668 (6.8%)	235	8,505 (6.4%)	221

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	\$106,057.04	117	\$129,234.51	143	\$124,476.71	138
Household Median Disposable Income	\$95,301.15	127	\$121,114.92	162	\$116,229.23	155
<\$15K	491 (6.2%)	7	1,853 (3.4%)	43	5,856 (4.4%)	56
\$15K - \$25K	467 (5.9%)	86	1,602 (3%)	43	4,863 (3.6%)	53
\$25K - \$35K	309 (3.9%)	55	1,721 (3.2%)	44	4,944 (3.7%)	52
\$35K - \$50K	576 (7.3%)	65	2,943 (5.4%)	48	8,425 (6.3%)	56
\$50K - \$75K	1,198 (15.1%)	90	6,311 (11.6%)	69	15,813 (11.8%)	70
\$75K - \$100K	1,154 (14.6%)	102	6,986 (12.9%)	90	16,517 (12.4%)	86
\$100K - \$150K	1,969 (24.9%)	132	13,670 (25.2%)	134	32,612 (24.4%)	130
\$150K - \$175K	564 (7.1%)	139	6,001 (11.1%)	216	13,968 (10.5%)	204
\$175K - \$200K	294 (3.7%)	108	3,234 (6%)	174	7,505 (5.6%)	164
\$200K - \$250K	362 (4.6%)	138	3,981 (7.3%)	221	9,245 (6.9%)	209
\$250K - \$500K	495 (6.2%)	138	5,442 (10%)	221	12,630 (9.5%)	209
>\$500K	43 (0.5%)	137	477 (0.9%)	221	1,105 (0.8%)	208

Discretionary Households Income

Household Average Discretionary Income	\$74,650.81	109	\$99,223.75	145	\$94,322.63	138
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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	\$65,333.26	113	\$96,253.83	166	\$91,048.04	157
<\$10K	508 (6.4%)	83	1,554 (2.9%)	37	6,032 (4.5%)	58
\$10K - \$20K	634 (8%)	87	2,280 (4.2%)	46	6,918 (5.2%)	57
\$20K - \$30K	516 (6.5%)	69	2,408 (4.4%)	47	6,910 (5.2%)	55
\$30K - \$40K	574 (7.2%)	74	2,704 (5%)	55	7,324 (5.5%)	60
\$40K - \$50K	685 (8.6%)	103	2,875 (5.3%)	63	7,414 (5.6%)	66
\$50K - \$75K	1,478 (18.7%)	106	8,138 (15%)	85	19,510 (14.6%)	83
\$75K - \$100K	1,347 (17%)	137	8,300 (15.3%)	123	18,947 (14.2%)	114
\$100K - \$125K	719 (9.1%)	107	6,941 (12.8%)	151	17,065 (12.8%)	150
\$125K - \$150K	694 (8.8%)	135	7,140 (13.2%)	203	16,950 (12.7%)	196
>\$150K	767 (9.7%)	96	11,881 (21.9%)	217	26,413 (19.8%)	196

Households Income by Ethnicity

Average Income - White	\$128,594.25	125	\$140,157.22	137	\$137,536.57	134
Median Income - White	\$135,605.64	143	\$163,932.55	173	\$159,098.6	168
Average Income - Black	\$114,785.8	154	\$133,797.57	180	\$120,478.06	162
Median Income - Black	\$113,921.24	189	\$144,046.29	239	\$126,466.46	210

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Audience Profile

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$119,771.59 (99)	\$153,931.05 (127)	\$145,636.01 (120)
Median Income - Asian	\$112,499.5 (89)	\$191,486.9 (152)	\$174,129.96 (138)
Average Income - Hispanic	\$107,607.81 (124)	\$126,809.74 (146)	\$122,215.93 (141)
Median Income - Hispanic	\$107,443.97 (143)	\$135,290.54 (180)	\$126,089.01 (168)
Average Income - Other	\$112,060.49 (117)	\$137,591.29 (143)	\$130,871.79 (136)
Median Income - Other	\$116,095.25 (134)	\$154,331.46 (178)	\$142,903.99 (165)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	40.63 (99)	41.94 (102)	41.85 (102)
Median Age	40.41 (100)	41.84 (104)	41.51 (103)
0-4	1,347 (5.3%) (98)	8,740 (5%) (93)	21,205 (4.9%) (92)
5-13	2,652 (10.4%) (102)	17,289 (9.9%) (97)	42,364 (9.9%) (97)
14-17	1,332 (5.2%) (99)	8,793 (5%) (95)	22,260 (5.2%) (98)
18-21	1,356 (5.3%) (96)	9,055 (5.2%) (94)	23,119 (5.4%) (98)
22-24	1,013 (4%) (95)	6,850 (3.9%) (93)	17,444 (4.1%) (97)
25-29	1,634 (6.4%) (109)	11,180 (6.4%) (108)	27,144 (6.3%) (108)
30-34	1,590 (6.2%) (97)	10,364 (5.9%) (92)	25,365 (5.9%) (92)

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	1 Mile		3 Mile		5 Mile	
35-39	1,694	(6.6%)	10,357	(5.9%)	25,415	(5.9%)
40-44	1,728	(6.8%)	11,086	(6.3%)	26,774	(6.2%)
45-49	1,719	(6.7%)	11,260	(6.4%)	26,872	(6.3%)
50-54	1,654	(6.5%)	11,366	(6.5%)	26,618	(6.2%)
55-59	1,646	(6.4%)	11,938	(6.8%)	28,496	(6.6%)
60-64	1,735	(6.8%)	12,520	(7.1%)	29,876	(7%)
65-69	1,508	(5.9%)	11,239	(6.4%)	27,472	(6.4%)
70-74	1,171	(4.6%)	8,873	(5.1%)	21,811	(5.1%)
75-79	859	(3.4%)	6,733	(3.8%)	16,532	(3.9%)
80-84	531	(2.1%)	4,237	(2.4%)	10,415	(2.4%)
85+	418	(1.6%)	3,574	(2%)	9,653	(2.3%)

Age - Male

Male Average Age	39.32		40.56		40.45	
Male Median Age	37.98		40.27		40.01	
0-4	692	(5.6%)	4,481	(5.3%)	10,856	(5.3%)
5-13	1,338	(10.8%)	8,885	(10.5%)	21,621	(10.5%)

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Audience Profile

Jan 1 - Dec 31, 2025

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	1 Mile			3 Mile			5 Mile		
14-17	682	(5.5%)	100	4,515	(5.3%)	97	11,256	(5.4%)	99
18-21	696	(5.6%)	97	4,638	(5.5%)	95	11,718	(5.7%)	98
22-24	520	(4.2%)	95	3,479	(4.1%)	93	8,865	(4.3%)	97
25-29	867	(7%)	114	5,680	(6.7%)	109	13,797	(6.7%)	109
30-34	799	(6.4%)	98	5,215	(6.2%)	93	12,871	(6.2%)	94
35-39	810	(6.5%)	98	5,091	(6%)	90	12,303	(6%)	89
40-44	817	(6.6%)	102	5,317	(6.3%)	97	12,952	(6.3%)	97
45-49	832	(6.7%)	111	5,377	(6.3%)	105	12,972	(6.3%)	104
50-54	805	(6.5%)	110	5,385	(6.4%)	107	12,763	(6.2%)	104
55-59	768	(6.2%)	103	5,615	(6.6%)	110	13,452	(6.5%)	108
60-64	829	(6.7%)	107	5,859	(6.9%)	111	14,017	(6.8%)	109
65-69	700	(5.6%)	96	5,282	(6.2%)	106	12,773	(6.2%)	105
70-74	521	(4.2%)	87	3,978	(4.7%)	97	9,894	(4.8%)	99
75-79	354	(2.9%)	77	2,950	(3.5%)	95	7,198	(3.5%)	95
80-84	219	(1.8%)	81	1,744	(2.1%)	94	4,201	(2%)	93
85+	144	(1.2%)	77	1,206	(1.4%)	94	3,127	(1.5%)	100

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	41.86	43.24	43.15
Female Median Age	41.68	43.28	42.91
0-4	655 (5%)	4,259 (4.7%)	10,349 (4.7%)
5-13	1,314 (10%)	8,404 (9.3%)	20,743 (9.3%)
14-17	650 (4.9%)	4,278 (4.7%)	11,004 (5%)
18-21	660 (5%)	4,417 (4.9%)	11,401 (5.1%)
22-24	493 (3.7%)	3,371 (3.7%)	8,579 (3.9%)
25-29	767 (5.8%)	5,500 (6.1%)	13,347 (6%)
30-34	791 (6%)	5,149 (5.7%)	12,494 (5.6%)
35-39	884 (6.7%)	5,266 (5.8%)	13,112 (5.9%)
40-44	911 (6.9%)	5,769 (6.4%)	13,822 (6.2%)
45-49	887 (6.7%)	5,883 (6.5%)	13,900 (6.3%)
50-54	849 (6.4%)	5,981 (6.6%)	13,855 (6.2%)
55-59	878 (6.7%)	6,323 (7%)	15,044 (6.8%)
60-64	906 (6.9%)	6,661 (7.3%)	15,859 (7.1%)

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65-69	808	(6.1%)	96	5,957	(6.6%)	103	14,699	(6.6%)	104
70-74	650	(4.9%)	91	4,895	(5.4%)	100	11,917	(5.4%)	99
75-79	505	(3.8%)	89	3,783	(4.2%)	97	9,334	(4.2%)	97
80-84	312	(2.4%)	83	2,493	(2.7%)	97	6,214	(2.8%)	98
85+	274	(2.1%)	74	2,368	(2.6%)	99	6,526	(2.9%)	112

Employment by Occupation

Total Employees (16+ Years Old)	14,204			96,571			228,024		
Professional Specialty	3,484	(24.5%)	99	27,416	(28.4%)	115	61,236	(26.9%)	109
Production & Transportation	1,893	(13.3%)	103	8,492	(8.8%)	68	20,413	(9%)	69
Office Admin	1,822	(12.8%)	121	10,873	(11.3%)	106	24,831	(10.9%)	102
Managerial/Executive	1,604	(11.3%)	65	16,006	(16.6%)	95	38,334	(16.8%)	97
Construction	1,114	(7.8%)	98	7,479	(7.7%)	97	17,483	(7.7%)	96
Food Preparation & Serving	1,107	(7.8%)	153	3,797	(3.9%)	7	10,061	(4.4%)	86
Sales	1,020	(7.2%)	7	8,754	(9.1%)	97	21,675	(9.5%)	102
Building Maintenance & Cleaning	991	(7%)	206	3,462	(3.6%)	106	9,222	(4%)	119
Healthcare support	697	(4.9%)	150	4,005	(4.1%)	127	9,993	(4.4%)	34

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Protective	261	(1.8%)	85	3,974	(4.1%)	190	8,568	(3.8%)	174
Personal Care	204	(1.4%)	58	2,111	(2.2%)	88	5,765	(2.5%)	101
Farming, Fishing & Forestry	7	(<0.5%)	9	202	(<0.5%)	36	443	(<0.5%)	34

Employment by Industry

Total Employees (16+ Years Old)	14,204			96,571			228,024		
Educational Services	4,554	(32.1%)	137	32,458	(33.6%)	144	73,130	(32.1%)	137
Wholesale Retail	2,127	(15%)	114	11,455	(11.9%)	90	27,708	(12.2%)	92
Entertainment Services	1,287	(9.1%)	104	6,203	(6.4%)	74	15,726	(6.9%)	7
Transportation	1,158	(8.2%)	139	6,549	(6.8%)	116	14,427	(6.3%)	108
Agriculture/Mining/Construction	930	(6.5%)	71	6,279	(6.5%)	76	16,516	(7.2%)	85
Administrative/Waste Services	879	(6.2%)	148	3,596	(3.7%)	89	8,916	(3.9%)	93
Professional Services	717	(5%)	62	8,017	(8.3%)	103	17,755	(7.8%)	96
Financial, Insurance & Real Estate	689	(4.9%)	72	6,974	(7.2%)	107	18,126	(7.9%)	118
Manufacturing	643	(4.5%)	46	3,878	(4%)	40	9,129	(4%)	40
Public Administration	617	(4.3%)	91	5,930	(6.1%)	129	12,601	(5.5%)	116
Other Professional Services	474	(3.3%)	71	3,068	(3.2%)	68	8,639	(3.8%)	8

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Information	129	(0.9%)	2,123	(2.2%)	5,130	(2.2%)
Management Services			41	(<0.5%)	221	(<0.5%)

Language Spoken

Speak English at Home	13,621	(56.2%)	119,218	(71.5%)	289,417	(71%)
Speak Spanish at Home	8,610	(35.5%)	32,641	(19.6%)	79,207	(19.4%)
Speak Other Language at Home	2,009	(8.3%)	14,855	(8.9%)	39,006	(9.6%)

Ancestry

Central American	4,379	(17.1%)	16,616	(9.5%)	44,152	(10.3%)
Dominican	3,510	(13.7%)	10,005	(5.7%)	17,424	(4.1%)
Other	2,361	(9.2%)	17,532	(10%)	44,821	(10.5%)
Unclassified	1,427	(5.6%)	17,510	(10%)	42,977	(10%)
Puerto Rican	1,353	(5.3%)	7,202	(4.1%)	15,403	(3.6%)
South American	1,272	(5%)	5,519	(3.1%)	15,890	(3.7%)
Italian	1,091	(4.3%)	14,453	(8.2%)	41,395	(9.7%)
Other Hispanic	891	(3.5%)	4,389	(2.5%)	9,400	(2.2%)
Scottish/Irish	797	(3.1%)	9,941	(5.7%)	28,434	(6.6%)

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)	549	(2.1%)	7,393	(4.2%)	18,014	(4.2%)
German	396	(1.5%)	5,973	(3.4%)	16,009	(3.7%)
Cuban	324	(1.3%)	1,317	(0.8%)	2,788	(0.7%)
Mexican	240	(0.9%)	1,022	(0.6%)	3,415	(0.8%)
American	223	(0.9%)	3,132	(1.8%)	8,193	(1.9%)
South Central Asian (e.g. Indian)	194	(0.8%)	2,040	(1.2%)	8,529	(2%)
Polish	166	(0.6%)	2,417	(1.4%)	6,887	(1.6%)
Chinese	162	(0.6%)	1,424	(0.8%)	4,381	(1%)
Other Asian	109	(<0.5%)	321	(<0.5%)	826	(<0.5%)
Korean	95	(<0.5%)	553	(<0.5%)	1,411	(<0.5%)
British	85	(<0.5%)	1,436	(0.8%)	4,239	(1%)
Middle Eastern	70	(<0.5%)	879	(0.5%)	1,960	(<0.5%)
Native American (Indian/Eskimo)	44	(<0.5%)	230	(<0.5%)	579	(<0.5%)
Scandinavian	37	(<0.5%)	660	(<0.5%)	1,915	(<0.5%)
French	25	(<0.5%)	418	(<0.5%)	1,130	(<0.5%)
Dutch	5	(<0.5%)	118	(<0.5%)	363	(<0.5%)

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	
Hawaiian/Pacific Islander	5	(<0.5%)	35	(<0.5%)	76	(<0.5%)
South East Asian (e.g. Vietnamese)	3	(<0.5%)	182	(<0.5%)	624	(<0.5%)
Japanese	1	(<0.5%)	52	(<0.5%)	227	(<0.5%)

Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	17,887		124,727		302,443	
Elementary (0 to 8 Years)	1,875	(10.5%)	5,888	(4.7%)	16,609	(5.5%)
Some High School (9 to 11 Years)	809	(4.5%)	4,481	(3.6%)	12,949	(4.3%)
High School Graduate (12 Years)	5,048	(28.2%)	30,322	(24.3%)	75,398	(24.9%)
Some College (13 to 16 Years)	3,002	(16.8%)	19,851	(15.9%)	47,796	(15.8%)
Associates Degree Only	1,655	(9.3%)	11,378	(9.1%)	26,596	(8.8%)
Bachelor's Degree Only	3,317	(18.5%)	30,263	(24.3%)	68,396	(22.6%)
Graduate Degree	2,181	(12.2%)	22,544	(18.1%)	54,699	(18.1%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,922	54,221	133,483
One Person Households	1,727 (21.8%)	9,295 (17.1%)	24,926 (18.7%)
Married Couple	3,560 (44.9%)	32,025 (59.1%)	75,777 (56.8%)
Male Householder	778 (9.8%)	3,184 (5.9%)	7,785 (5.8%)
Female Householder	1,586 (20%)	7,857 (14.5%)	19,984 (15%)
Non Family Households	271 (3.4%)	1,860 (3.4%)	5,011 (3.8%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,922	54,221	133,483
1 Person Household	1,727 (21.8%)	9,295 (17.1%)	24,926 (18.7%)
2 Person Household	1,773 (22.4%)	13,791 (25.4%)	34,044 (25.5%)
3 Person Household	1,351 (17.1%)	10,086 (18.6%)	24,055 (18%)
4 Person Household	1,373 (17.3%)	10,966 (20.2%)	25,800 (19.3%)
5 Person Household	793 (10%)	5,329 (9.8%)	13,205 (9.9%)
6 Person Household	392 (4.9%)	2,433 (4.5%)	5,868 (4.4%)
7+ Person Household	513 (6.5%)	2,321 (4.3%)	5,585 (4.2%)

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

Housing Units

Total Housing Units	8,231	56,093	138,385
Owner Occupied Housing	4,662	44,897	106,162
Renter Occupied Housing	3,260	9,324	27,321
Vacant Housing	309	1,872	4,902

Housing Rent

Average Rent	\$1,837.49	119	\$2,170.65	140	\$2,070.21	34
Median Rent	\$1,748.81	124	\$2,143.42	152	\$2,037.14	144
Total Cash Rents Housing	3,130	8,438	25,510			
<\$300	80 (2.6%)	91	203 (2.4%)	86	824 (3.2%)	116
\$300-\$500	159 (5.1%)	132	280 (3.3%)	86	914 (3.6%)	93
\$500-\$750	132 (4.2%)	49	334 (4%)	46	1,188 (4.7%)	54
\$750-\$1000	192 (6.1%)	47	332 (3.9%)	30	1,195 (4.7%)	36
\$1000-\$1500	583 (18.6%)	71	1,048 (12.4%)	47	3,423 (13.4%)	51
\$1500-\$2000	842 (26.9%)	128	1,621 (19.2%)	91	4,868 (19.1%)	91
\$2000-\$2500	469 (15%)	128	1,398 (16.6%)	141	4,618 (18.1%)	154

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	284	(9.1%)	157	1,260	(14.9%)	258	3,263	(12.8%)	221
\$3000-\$3500	144	(4.6%)	150	881	(10.4%)	341	2,383	(9.3%)	305
>\$3500	245	(7.8%)	213	1,081	(12.8%)	348	2,834	(11.1%)	302

Value of Owner-Occupied Housing Units

Average House Value	\$732,087.17		136	\$848,832.07		158	\$851,730.14		159
Median House Value	\$723,404.27		185	\$813,998.54		208	\$818,901.58		209
Owner Occupied Housing	4,662			44,897			106,162		
<\$100K	48	(1%)	13	719	(1.6%)	20	1,752	(1.7%)	20
\$100K - \$200K	93	(2%)	15	319	(0.7%)	6	749	(0.7%)	5
\$200K - \$300K	243	(5.2%)	33	672	(1.5%)	10	1,662	(1.6%)	10
\$300K - \$400K	218	(4.7%)	32	1,291	(2.9%)	20	2,667	(2.5%)	17
\$400K - \$500K	301	(6.5%)	56	2,268	(5.1%)	44	5,081	(4.8%)	41
\$500K - \$1000K	3,066	(65.8%)	257	28,754	(64%)	250	68,229	(64.3%)	251
>\$1000K	693	(14.9%)	128	10,874	(24.2%)	209	26,022	(24.5%)	211

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



Benchmark: Nationwide



Poverty

Households in Poverty	821	(10.4%)		2,753	(5.1%)		9,371	(7%)	
Households Above Poverty	7,101	(89.6%)		51,468	(94.9%)		124,112	(93%)	
Households in Poverty (Married)	100	(1.3%)		473	(0.9%)		1,704	(1.3%)	
Households in Poverty (Male Householder)	110	(1.4%)		207	(<0.5%)		623	(<0.5%)	
Households in Poverty (Female Householder)	165	(2.1%)		488	(0.9%)		2,038	(1.5%)	
Households in Poverty (Non-Family)	427	(5.4%)		1,500	(2.8%)		4,649	(3.5%)	
Households in Poverty (Non-Family Student)	19	(<0.5%)		85	(<0.5%)		357	(<0.5%)	

Wealth per Household

Household Average Wealth	\$240,899.08		\$273,872.25		\$269,082.34	
Household Median Wealth	\$79,513.73		\$108,102.36		\$102,141.49	
<\$0K	1,388	(17.5%)	8,345	(15.4%)	21,005	(15.7%)
\$0K - \$5K	697	(8.8%)	3,749	(6.9%)	9,627	(7.2%)
\$5K - \$10K	365	(4.6%)	2,104	(3.9%)	5,307	(4%)
\$10K - \$25K	502	(6.3%)	3,150	(5.8%)	7,832	(5.9%)
\$25K - \$50K	535	(6.8%)	3,612	(6.7%)	8,897	(6.7%)

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	803	(10.1%)	99	5,593	(10.3%)	101	13,714	(10.3%)	100
\$100K - \$250K	1,417	(17.9%)	99	10,321	(19%)	105	25,181	(18.9%)	104
\$250K - \$500K	1,037	(13.1%)	99	7,902	(14.6%)	110	19,155	(14.4%)	108
>\$500K	1,178	(14.9%)	100	9,445	(17.4%)	117	22,765	(17.1%)	114

Vehicles per Household

Total Number of Vehicles	12,549			105,738			252,868		
Average Number of Vehicles	1.58		87	1.95		107	1.89		104
No Vehicles	1,019	(12.9%)	156	3,380	(6.2%)	75	10,790	(8.1%)	98
1 Vehicle	2,713	(34.2%)	104	14,303	(26.4%)	86	37,415	(28%)	85
2 Vehicles	3,103	(39.2%)	106	23,766	(43.8%)	119	53,769	(40.3%)	109
3 or more Vehicles	1,087	(13.7%)	62	12,772	(23.6%)	107	31,509	(23.6%)	107

Population Change

Births	251			1,674			4,078		
Deaths	179			1,360			3,340		
Migration	-164			-1,114			-2,331		

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	1,196	4,964	13,035
Total Employees	9,074	37,215	119,046

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