



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	15,434		133,790		313,899	
Households	6,863		53,875		125,872	
Persons per Household	2.07	8	2.31	91	2.35	92
Household Median Income	\$87,499.5	100	\$90,586.08	104	\$92,782.5	106
Household Median Disposable Income	\$73,619.61	98	\$76,028.7	101	\$77,612.24	104
Household Median Discretionary Income	\$55,316.11	96	\$56,129.51	97	\$58,310.89	101
Average Income Per Person	\$49,946.41	106	\$51,874.88	110	\$53,205.76	113
Median Rent	\$1,533.29	109	\$1,503.95	107	\$1,533.96	109
Median House Value	\$385,545.28	98	\$377,830.94	97	\$370,672.75	95
Households in Poverty	1,123 (16.4%)	129	6,352 (11.8%)	93	13,784 (11%)	87
Household Median Wealth	\$75,631.93	92	\$83,436.13	102	\$87,451.94	107
Average Age	40.96	99	40.22	98	41.32	100
Median Age	37.03	92	37.64	93	40.04	99
Households with Children	1,167 (17%)	63	13,209 (24.5%)	91	30,689 (24.4%)	91
High School Graduate or Higher	9,641 (93.2%)	104	84,288 (94%)	105	200,668 (93.1%)	104

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	5,483 (53%)	44,215 (49.3%)	105,321 (48.9%)
Pop density (per sq mi)	5,162	4,848	4,652
Area (based on blockgroups)	3	28	67

Population

Population 2025 Q4	15,434	133,790	313,899
Population 2025 Q3	15,457	134,012	314,223
Population 2025 Q2	15,417	133,692	313,883
Population 2025 Q1	15,449	133,746	314,093
Population 2024 Q4	15,455	133,934	315,113
Population 2024 Q3	15,443	133,935	315,068
Population 2024 Q2	15,391	133,835	314,800
Population 2024 Q1	15,335	133,486	314,446
Population 2023 Q4	15,295	134,249	315,177
Population 5 Years Forecast	16,069	134,569	315,160
Population 10 Years Forecast	16,446	135,414	316,858
Persons per Household	2.07	2.31	2.35

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



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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	1,237	(8%)	341	9,289	(6.9%)	295	17,695	(5.6%)	240
Transient Population - Average Last 4 Quarters	714	(4.6%)	370	1,313	(1%)	76	2,334	(0.7%)	59

Households

Households 2025 Q4	6,863		53,875		125,872
Households 2025 Q3	6,869		53,938		125,931
Households 2025 Q2	6,850		53,790		125,771
Households 2025 Q1	6,867		53,820		125,866
Households 2024 Q4	6,871		53,899		126,409
Households 2024 Q3	6,863		53,896		126,396
Households 2024 Q2	6,834		53,847		126,262
Households 2024 Q1	6,806		53,695		126,126
Households 2023 Q4	6,787		54,003		126,402
Households 5 Years Forecast	7,180		54,237		126,470
Households 10 Years Forecast	7,367		54,615		127,211

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



Benchmark: Nationwide



Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	7,085	(45.9%)	94	61,841 (46.2%)	94
Female	8,349	(54.1%)	106	71,949 (53.8%)	105

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	9,016	(58.4%)	101	67,473 (50.4%)	87
Black	3,430	(22.2%)	188	46,239 (34.6%)	293
Asian	1,258	(8.2%)	141	6,389 (4.8%)	83
Hispanic (Ethnic)	926	(6%)	31	7,371 (5.5%)	28
Other	804	(5.2%)	100	6,318 (4.7%)	91

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	4,660	(67.9%)	110	28,707 (53.3%)	86
Black	1,191	(17.4%)	158	18,283 (33.9%)	310
Other	499	(7.3%)	96	2,937 (5.5%)	72
Asian	311	(4.5%)	98	2,161 (4%)	87
Hispanic (Ethnic)	202	(2.9%)	19	1,787 (3.3%)	22

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	\$108,096.54		89	\$126,596.83		104	\$129,788.04		107
Average Income Per Person	\$49,946.41		106	\$51,874.88		110	\$53,205.76		113
Household Median Income	\$87,499.5		100	\$90,586.08		104	\$92,782.5		106
<\$15K	734	(10.7%)	148	4,255	(7.9%)	109	9,149	(7.3%)	101
\$15K - \$25K	514	(7.5%)	128	2,336	(4.3%)	74	5,505	(4.4%)	74
\$25K - \$35K	386	(5.6%)	92	2,761	(5.1%)	84	6,188	(4.9%)	8
\$35K - \$50K	557	(8.1%)	87	4,572	(8.5%)	91	10,855	(8.6%)	92
\$50K - \$75K	831	(12.1%)	8	8,411	(15.6%)	104	19,096	(15.2%)	101
\$75K - \$100K	929	(13.5%)	108	7,352	(13.6%)	108	16,808	(13.4%)	106
\$100K - \$150K	1,142	(16.6%)	92	9,503	(17.6%)	97	23,123	(18.4%)	101
\$150K - \$175K	470	(6.8%)	109	3,520	(6.5%)	104	8,438	(6.7%)	106
\$175K - \$200K	429	(6.3%)	125	2,631	(4.9%)	98	6,762	(5.4%)	108
\$200K - \$250K	489	(7.1%)	88	4,780	(8.9%)	110	11,170	(8.9%)	110
\$250K - \$500K	209	(3%)	88	2,048	(3.8%)	110	4,788	(3.8%)	110
>\$500K	173	(2.5%)	87	1,706	(3.2%)	110	3,990	(3.2%)	110

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	\$85,048.86		94	\$91,877.49		102	\$93,107.59		103
Household Median Disposable Income	\$73,619.61		98	\$76,028.7		101	\$77,612.24		104
<\$15K	767	(11.2%)	142	4,493	(8.3%)	106	9,725	(7.7%)	98
\$15K - \$25K	609	(8.9%)	129	2,914	(5.4%)	7	6,883	(5.5%)	8
\$25K - \$35K	499	(7.3%)	102	3,429	(6.4%)	89	7,531	(6%)	84
\$35K - \$50K	635	(9.3%)	8	6,032	(11.2%)	99	14,323	(11.4%)	101
\$50K - \$75K	988	(14.4%)	85	9,653	(17.9%)	106	22,099	(17.6%)	104
\$75K - \$100K	1,123	(16.4%)	114	8,091	(15%)	105	18,998	(15.1%)	105
\$100K - \$150K	1,263	(18.4%)	98	10,079	(18.7%)	99	24,311	(19.3%)	102
\$150K - \$175K	320	(4.7%)	91	2,731	(5.1%)	99	6,933	(5.5%)	107
\$175K - \$200K	178	(2.6%)	76	1,752	(3.3%)	95	4,085	(3.2%)	95
\$200K - \$250K	193	(2.8%)	85	1,889	(3.5%)	106	4,411	(3.5%)	106
\$250K - \$500K	264	(3.8%)	85	2,580	(4.8%)	106	6,037	(4.8%)	106
>\$500K	24	(<0.5%)	88	232	(<0.5%)	108	536	(<0.5%)	107

Discretionary Households Income

Household Average Discretionary Income	\$63,621.66		93	\$69,097.42		101	\$70,657.06		103
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Household Median Discretionary Income	\$55,316.11	96	\$56,129.51	97	\$58,310.89	101
<\$10K	703 (10.2%)	132	4,689 (8.7%)	112	10,144 (8.1%)	104
\$10K - \$20K	785 (11.4%)	125	4,069 (7.6%)	83	9,494 (7.5%)	8
\$20K - \$30K	625 (9.1%)	96	5,006 (9.3%)	98	11,259 (8.9%)	95
\$30K - \$40K	476 (6.9%)	76	5,198 (9.6%)	105	11,788 (9.4%)	102
\$40K - \$50K	528 (7.7%)	91	5,152 (9.6%)	113	11,415 (9.1%)	108
\$50K - \$75K	1,391 (20.3%)	115	9,920 (18.4%)	105	23,351 (18.6%)	106
\$75K - \$100K	741 (10.8%)	87	6,418 (11.9%)	96	15,526 (12.3%)	99
\$100K - \$125K	738 (10.8%)	127	4,339 (8.1%)	95	10,831 (8.6%)	101
\$125K - \$150K	381 (5.6%)	86	3,294 (6.1%)	94	8,404 (6.7%)	103
>\$150K	495 (7.2%)	71	5,790 (10.7%)	106	13,660 (10.9%)	107

Households Income by Ethnicity

Average Income - White	\$94,676	92	\$111,391.3	109	\$113,288.28	111
Median Income - White	\$88,492.99	94	\$108,740.66	115	\$110,956.42	117
Average Income - Black	\$85,749.64	115	\$79,819.41	107	\$81,364.68	109
Median Income - Black	\$80,803.34	134	\$70,927.59	118	\$72,076.32	120

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	1 Mile		3 Mile		5 Mile	
Average Income - Asian	\$113,241.59	94	\$113,771.7	94	\$113,456.29	94
Median Income - Asian	\$114,095.18	91	\$110,811.8	88	\$112,433.6	89
Average Income - Hispanic	\$86,219.05	99	\$113,983.02	131	\$109,857.69	127
Median Income - Hispanic	\$72,765.11	97	\$110,187.46	147	\$107,411.21	143
Average Income - Other	\$93,061.11	97	\$98,411.32	103	\$101,977.78	106
Median Income - Other	\$74,871.89	87	\$89,487.19	103	\$96,176.98	111

Age

Average Age	40.96	99	40.22	98	41.32	100
Median Age	37.03	92	37.64	93	40.04	99
0-4	874 (5.7%)	105	7,554 (5.6%)	105	17,288 (5.5%)	103
5-13	1,220 (7.9%)	75	12,114 (9.1%)	89	28,649 (9.1%)	90
14-17	761 (4.9%)	94	8,031 (6%)	114	17,067 (5.4%)	103
18-21	1,147 (7.4%)	135	9,209 (6.9%)	125	19,634 (6.3%)	113
22-24	1,086 (7%)	168	7,182 (5.4%)	128	15,734 (5%)	120
25-29	853 (5.5%)	94	8,299 (6.2%)	105	18,371 (5.9%)	99
30-34	1,198 (7.8%)	121	8,718 (6.5%)	101	19,321 (6.2%)	96

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	1 Mile		3 Mile		5 Mile				
35-39	1,139	(7.4%)	112	8,780	(6.6%)	100	20,678	(6.6%)	100
40-44	903	(5.9%)	91	8,356	(6.2%)	97	20,209	(6.4%)	100
45-49	735	(4.8%)	74	7,404	(5.5%)	92	17,981	(5.7%)	95
50-54	690	(4.5%)	75	7,111	(5.3%)	90	17,188	(5.5%)	92
55-59	751	(4.9%)	81	7,449	(5.6%)	92	17,894	(5.7%)	94
60-64	783	(5.1%)	81	7,859	(5.9%)	92	19,116	(6.1%)	96
65-69	792	(5.1%)	84	7,904	(5.9%)	97	19,140	(6.1%)	100
70-74	866	(5.6%)	109	6,773	(5.1%)	99	16,443	(5.2%)	102
75-79	623	(4%)	101	5,015	(3.7%)	94	12,505	(4%)	100
80-84	421	(2.7%)	108	3,111	(2.3%)	92	8,088	(2.6%)	102
85+	592	(3.8%)	184	2,921	(2.2%)	105	8,593	(2.7%)	132

Age - Male

Male Average Age	39.41		98	38.69		97	39.7		99
Male Median Age	36.27		95	36.24		95	37.49		98
0-4	448	(6.3%)	113	3,873	(6.3%)	112	8,867	(6.1%)	108
5-13	586	(8.3%)	74	6,134	(9.9%)	94	14,628	(10%)	95

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	1 Mile		3 Mile		5 Mile				
14-17	345	(4.9%)	89	3,788	(6.1%)	112	8,279	(5.7%)	104
18-21	503	(7.1%)	123	4,291	(6.9%)	120	9,278	(6.4%)	111
22-24	474	(6.7%)	152	3,365	(5.4%)	124	7,376	(5.1%)	115
25-29	414	(5.8%)	95	4,005	(6.5%)	105	9,020	(6.2%)	101
30-34	594	(8.4%)	127	4,165	(6.7%)	102	9,304	(6.4%)	97
35-39	560	(7.9%)	118	4,181	(6.8%)	101	9,780	(6.7%)	100
40-44	453	(6.4%)	99	3,900	(6.3%)	97	9,262	(6.4%)	98
45-49	358	(5.1%)	84	3,412	(5.5%)	92	8,308	(5.7%)	95
50-54	338	(4.8%)	8	3,277	(5.3%)	90	7,924	(5.4%)	92
55-59	362	(5.1%)	85	3,478	(5.6%)	94	8,320	(5.7%)	95
60-64	361	(5.1%)	8	3,506	(5.7%)	91	8,683	(6%)	96
65-69	365	(5.2%)	88	3,413	(5.5%)	94	8,385	(5.8%)	98
70-74	362	(5.1%)	106	2,856	(4.6%)	96	7,104	(4.9%)	101
75-79	260	(3.7%)	101	2,088	(3.4%)	93	5,233	(3.6%)	98
80-84	141	(2%)	91	1,177	(1.9%)	87	3,104	(2.1%)	97
85+	161	(2.3%)	150	932	(1.5%)	100	2,801	(1.9%)	127

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	42.28	41.54	42.72
Female Median Age	37.76	38.9	41.43
0-4	426 (5.1%)	3,681 (5.1%)	8,421 (5%)
5-13	634 (7.6%)	5,980 (8.3%)	14,021 (8.3%)
14-17	416 (5%)	4,243 (5.9%)	8,788 (5.2%)
18-21	644 (7.7%)	4,918 (6.8%)	10,356 (6.2%)
22-24	612 (7.3%)	3,817 (5.3%)	8,358 (5%)
25-29	439 (5.3%)	4,294 (6%)	9,351 (5.6%)
30-34	604 (7.2%)	4,553 (6.3%)	10,017 (6%)
35-39	579 (6.9%)	4,599 (6.4%)	10,898 (6.5%)
40-44	450 (5.4%)	4,456 (6.2%)	10,947 (6.5%)
45-49	377 (4.5%)	3,992 (5.5%)	9,673 (5.7%)
50-54	352 (4.2%)	3,834 (5.3%)	9,264 (5.5%)
55-59	389 (4.7%)	3,971 (5.5%)	9,574 (5.7%)
60-64	422 (5.1%)	4,353 (6.1%)	10,433 (6.2%)

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65-69	427	(5.1%)	8	4,491	(6.2%)	98	10,755	(6.4%)	101
70-74	504	(6%)	112	3,917	(5.4%)	101	9,339	(5.6%)	103
75-79	363	(4.3%)	101	2,927	(4.1%)	94	7,272	(4.3%)	100
80-84	280	(3.4%)	118	1,934	(2.7%)	94	4,984	(3%)	104
85+	431	(5.2%)	197	1,989	(2.8%)	105	5,792	(3.4%)	31

Employment by Occupation

Total Employees (16+ Years Old)	7,901			70,612			163,947		
Professional Specialty	2,921	(37%)	149	23,462	(33.2%)	134	57,054	(34.8%)	141
Managerial/Executive	1,454	(18.4%)	106	13,587	(19.2%)	111	31,489	(19.2%)	110
Office Admin	764	(9.7%)	91	7,352	(10.4%)	98	16,579	(10.1%)	95
Sales	706	(8.9%)	96	6,187	(8.8%)	94	13,691	(8.4%)	89
Production & Transportation	519	(6.6%)	51	5,950	(8.4%)	65	14,188	(8.7%)	67
Food Preparation & Serving	495	(6.3%)	123	3,438	(4.9%)	95	6,456	(3.9%)	7
Construction	338	(4.3%)	53	2,926	(4.1%)	52	7,421	(4.5%)	57
Personal Care	267	(3.4%)	135	2,072	(2.9%)	118	4,641	(2.8%)	114
Healthcare support	226	(2.9%)	87	2,035	(2.9%)	88	4,250	(2.6%)	7

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Building Maintenance & Cleaning	129	(1.6%)	48	1,129	(1.6%)	47	3,676	(2.2%)	66
Protective	82	(1%)	48	2,331	(3.3%)	152	4,249	(2.6%)	120
Farming, Fishing & Forestry				143	(<0.5%)	35	253	(<0.5%)	27

Employment by Industry

Total Employees (16+ Years Old)	7,901			70,612			163,947		
Educational Services	2,744	(34.7%)	148	22,858	(32.4%)	138	53,106	(32.4%)	138
Professional Services	1,049	(13.3%)	164	6,171	(8.7%)	108	16,760	(10.2%)	127
Wholesale Retail	899	(11.4%)	87	8,106	(11.5%)	87	18,491	(11.3%)	86
Entertainment Services	842	(10.7%)	123	5,723	(8.1%)	93	11,472	(7%)	81
Financial, Insurance & Real Estate	446	(5.6%)	84	5,165	(7.3%)	108	11,396	(7%)	103
Manufacturing	386	(4.9%)	49	3,571	(5.1%)	51	8,093	(4.9%)	50
Transportation	368	(4.7%)	81	4,078	(5.8%)	99	8,908	(5.4%)	93
Other Professional Services	342	(4.3%)	92	2,683	(3.8%)	81	7,229	(4.4%)	94
Agriculture/Mining/Construction	266	(3.4%)	40	3,035	(4.3%)	50	7,776	(4.7%)	56
Public Administration	259	(3.3%)	69	5,369	(7.6%)	159	12,139	(7.4%)	155
Administrative/Waste Services	217	(2.7%)	66	2,644	(3.7%)	90	5,628	(3.4%)	81

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Information	71	(0.9%)	48	1,063	(1.5%)	8	2,772	(1.7%)	91
Management Services	12	(<0.5%)	120	146	(<0.5%)	163	177	(<0.5%)	85

Language Spoken

Speak English at Home	12,274	(84.3%)	109	110,868	(87.8%)	114	259,446	(87.5%)	113
Speak Other Language at Home	1,847	(12.7%)	149	11,182	(8.9%)	104	27,529	(9.3%)	109
Speak Spanish at Home	439	(3%)	21	4,186	(3.3%)	23	9,636	(3.2%)	23

Ancestry

Other	2,246	(14.6%)	107	18,578	(13.9%)	102	44,194	(14.1%)	103
Unclassified	1,946	(12.6%)	86	13,798	(10.3%)	70	31,863	(10.2%)	69
Scottish/Irish	1,211	(7.8%)	131	9,225	(6.9%)	115	19,099	(6.1%)	102
German	1,139	(7.4%)	104	9,431	(7%)	99	21,284	(6.8%)	96
British	864	(5.6%)	107	6,660	(5%)	96	13,874	(4.4%)	85
Italian	644	(4.2%)	156	4,016	(3%)	112	8,884	(2.8%)	106
South Central Asian (e.g. Indian)	449	(2.9%)	184	1,681	(1.3%)	8	5,780	(1.8%)	117
Other European (e.g. Greek/Russian)	428	(2.8%)	100	3,673	(2.7%)	99	10,091	(3.2%)	116
Polish	377	(2.4%)	178	1,966	(1.5%)	107	5,235	(1.7%)	122

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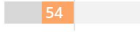





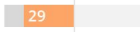

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
American	338	(2.2%)	2,474	(1.8%)	5,493	(1.7%)
Chinese	335	(2.2%)	1,982	(1.5%)	4,916	(1.6%)
South American	240	(1.6%)	1,759	(1.3%)	2,972	(0.9%)
Middle Eastern	231	(1.5%)	702	(0.5%)	1,608	(0.5%)
Mexican	230	(1.5%)	1,530	(1.1%)	3,177	(1%)
Dominican	208	(1.3%)	388	(<0.5%)	726	(<0.5%)
Other Asian	183	(1.2%)	357	(<0.5%)	1,094	(<0.5%)
South East Asian (e.g. Vietnamese)	174	(1.1%)	462	(<0.5%)	855	(<0.5%)
Puerto Rican	121	(0.8%)	1,691	(1.3%)	3,545	(1.1%)
French	108	(0.7%)	912	(0.7%)	1,928	(0.6%)
Scandinavian	104	(0.7%)	984	(0.7%)	2,217	(0.7%)
Dutch	97	(0.6%)	492	(<0.5%)	1,025	(<0.5%)
Central American	90	(0.6%)	1,328	(1%)	3,260	(1%)
Korean	43	(<0.5%)	494	(<0.5%)	1,989	(0.6%)
Native American (Indian/Eskimo)	36	(<0.5%)	215	(<0.5%)	482	(<0.5%)
Other Hispanic	31	(<0.5%)	379	(<0.5%)	1,068	(<0.5%)


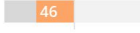

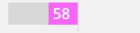


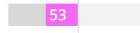
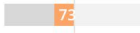
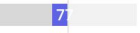



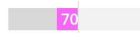
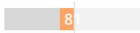


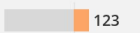




Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Japanese	13	(<0.5%) 	163	(<0.5%) 	442	(<0.5%) 
Hawaiian/Pacific Islander	8	(<0.5%) 	51	(<0.5%) 	99	(<0.5%) 
Cuban	6	(<0.5%) 	296	(<0.5%) 	1,042	(<0.5%) 

Education (Age 25+)

Total Educated Population	10,346		89,700		215,527	
Elementary (0 to 8 Years)	354	(3.4%) 	1,976	(2.2%) 	5,001	(2.3%) 
Some High School (9 to 11 Years)	351	(3.4%) 	3,436	(3.8%) 	9,858	(4.6%) 
High School Graduate (12 Years)	1,434	(13.9%) 	17,199	(19.2%) 	43,330	(20.1%) 
Some College (13 to 16 Years)	2,087	(20.2%) 	16,498	(18.4%) 	37,816	(17.5%) 
Associates Degree Only	637	(6.2%) 	6,376	(7.1%) 	14,201	(6.6%) 
Bachelor's Degree Only	3,055	(29.5%) 	23,505	(26.2%) 	52,931	(24.6%) 
Graduate Degree	2,428	(23.5%) 	20,710	(23.1%) 	52,390	(24.3%) 

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	6,863	53,875	125,872
One Person Households	2,807 (40.9%)	18,006 (33.4%)	41,284 (32.8%)
Married Couple	2,427 (35.4%)	20,784 (38.6%)	49,520 (39.3%)
Male Householder	227 (3.3%)	2,235 (4.1%)	5,317 (4.2%)
Female Householder	507 (7.4%)	8,119 (15.1%)	19,555 (15.5%)
Non Family Households	895 (13%)	4,731 (8.8%)	10,196 (8.1%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	6,863	53,875	125,872
1 Person Household	2,807 (40.9%)	18,006 (33.4%)	41,284 (32.8%)
2 Person Household	2,095 (30.5%)	16,909 (31.4%)	39,410 (31.3%)
3 Person Household	909 (13.2%)	8,413 (15.6%)	19,771 (15.7%)
4 Person Household	657 (9.6%)	6,385 (11.9%)	15,038 (11.9%)
5 Person Household	254 (3.7%)	2,566 (4.8%)	6,297 (5%)
6 Person Household	98 (1.4%)	1,026 (1.9%)	2,562 (2%)
7+ Person Household	43 (0.6%)	570 (1.1%)	1,510 (1.2%)

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	7,407	57,952	135,507
Renter Occupied Housing	3,568	22,123	46,098
Owner Occupied Housing	3,295	31,752	79,774
Vacant Housing	544	4,077	9,635

Housing Rent

Average Rent	\$1,467.52	95	\$1,560.87	101	\$1,613.62	104			
Median Rent	\$1,533.29	109	\$1,503.95	107	\$1,533.96	109			
Total Cash Rents Housing	3,525	21,729	44,496						
<\$300	344	(9.8%)	349	574	(2.6%)	95	961	(2.2%)	7
\$300-\$500	196	(5.6%)	144	555	(2.6%)	66	940	(2.1%)	55
\$500-\$750	243	(6.9%)	7	847	(3.9%)	45	1,472	(3.3%)	38
\$750-\$1000	161	(4.6%)	35	1,632	(7.5%)	58	3,375	(7.6%)	58
\$1000-\$1500	747	(21.2%)	8	7,206	(33.2%)	126	14,640	(32.9%)	125
\$1500-\$2000	1,074	(30.5%)	145	6,400	(29.5%)	140	12,662	(28.5%)	35
\$2000-\$2500	495	(14%)	119	2,908	(13.4%)	114	6,324	(14.2%)	121

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	146	(4.1%)	72	985	(4.5%)	74	2,314	(5.2%)	90
\$3000-\$3500	49	(1.4%)	45	282	(1.3%)	42	849	(1.9%)	62
>\$3500	70	(2%)	54	340	(1.6%)	43	959	(2.2%)	59

Value of Owner-Occupied Housing Units

Average House Value	\$433,793.25	8	\$465,373.96	87	\$464,403.96	86			
Median House Value	\$385,545.28	98	\$377,830.94	97	\$370,672.75	95			
Owner Occupied Housing	3,295		31,752		79,774				
<\$100K	127	(3.9%)	47	714	(2.2%)	27	2,180	(2.7%)	33
\$100K - \$200K	218	(6.6%)	51	3,368	(10.6%)	82	7,809	(9.8%)	74
\$200K - \$300K	471	(14.3%)	92	6,426	(20.2%)	130	17,502	(21.9%)	140
\$300K - \$400K	972	(29.5%)	203	6,897	(21.7%)	149	17,540	(22%)	151
\$400K - \$500K	457	(13.9%)	120	4,687	(14.8%)	127	11,328	(14.2%)	123
\$500K - \$1000K	1,019	(30.9%)	121	8,056	(25.4%)	99	18,322	(23%)	90
>\$1000K	31	(0.9%)	8	1,604	(5.1%)	44	5,093	(6.4%)	55

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



Benchmark: Nationwide



Poverty

Households in Poverty	1,123	(16.4%)	129	6,352	(11.8%)	93	13,784	(11%)	87
Households Above Poverty	5,740	(83.6%)	96	47,523	(88.2%)	101	112,088	(89%)	102
Households in Poverty (Married)	54	(0.8%)	36	534	(1%)	46	1,495	(1.2%)	55
Households in Poverty (Male Householder)	63	(0.9%)	144	229	(<0.5%)	67	527	(<0.5%)	66
Households in Poverty (Female Householder)	55	(0.8%)	27	885	(1.6%)	56	2,334	(1.9%)	63
Households in Poverty (Non-Family)	771	(11.2%)	179	3,813	(7.1%)	113	7,961	(6.3%)	101
Households in Poverty (Non-Family Student)	180	(2.6%)	421	891	(1.7%)	265	1,467	(1.2%)	187

Wealth per Household

Household Average Wealth	\$240,190.15	99	\$247,942.88	102	\$252,533.8	104			
Household Median Wealth	\$75,631.93	92	\$83,436.13	102	\$87,451.94	107			
<\$0K	1,245	(18.1%)	105	9,376	(17.4%)	101	21,447	(17%)	98
\$0K - \$5K	617	(9%)	106	4,502	(8.4%)	99	10,198	(8.1%)	96
\$5K - \$10K	324	(4.7%)	104	2,437	(4.5%)	100	5,541	(4.4%)	97
\$10K - \$25K	443	(6.5%)	102	3,393	(6.3%)	99	7,804	(6.2%)	98
\$25K - \$50K	458	(6.7%)	98	3,621	(6.7%)	99	8,445	(6.7%)	98

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	672	(9.8%)	5,396	(10%)	12,684	(10.1%)
\$100K - \$250K	1,190	(17.3%)	9,623	(17.9%)	22,779	(18.1%)
\$250K - \$500K	885	(12.9%)	7,172	(13.3%)	17,032	(13.5%)
>\$500K	1,029	(15%)	8,355	(15.5%)	19,942	(15.8%)

Vehicles per Household

Total Number of Vehicles	9,603		83,351		194,978	
Average Number of Vehicles	1.4		1.55		1.55	
No Vehicles	1,054	(15.4%)	5,179	(9.6%)	13,478	(10.7%)
1 Vehicle	2,799	(40.8%)	22,739	(42.2%)	51,390	(40.8%)
2 Vehicles	2,285	(33.3%)	19,250	(35.7%)	44,755	(35.6%)
3 or more Vehicles	725	(10.6%)	6,707	(12.4%)	16,249	(12.9%)

Population Change

Births	163		1,359		3,070
Deaths	159		1,130		2,893
Migration	-15		-290		-1,204

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	999	5,076	8,576
Total Employees	18,262	74,620	124,589

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