



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	20,074		215,732		502,673	
Households	7,660		77,425		182,996	
Persons per Household	2.6	102	2.74	107	2.72	107
Household Median Income	\$137,310.11	157	\$123,476.43	141	\$122,466.01	140
Household Median Disposable Income	\$111,719.2	149	\$101,213.1	135	\$100,310.58	134
Household Median Discretionary Income	\$86,868.05	150	\$76,869.81	133	\$76,239.62	132
Average Income Per Person	\$74,583.65	158	\$57,924.76	123	\$59,778.24	127
Median Rent	\$2,043.89	145	\$1,836.94	130	\$1,849.17	131
Median House Value	\$756,314.21	193	\$680,061.66	174	\$709,681.31	181
Households in Poverty	543 (7.1%)	56	5,744 (7.4%)	59	15,576 (8.5%)	67
Household Median Wealth	\$96,869.9	118	\$92,451.2	113	\$91,855.63	112
Average Age	42.53	103	42.27	103	42.35	103
Median Age	42.64	106	42.07	104	42.32	105
Households with Children	1,814 (23.7%)	88	21,318 (27.5%)	103	53,414 (29.2%)	109
High School Graduate or Higher	13,502 (93.9%)	105	141,350 (91.5%)	102	330,605 (91.6%)	103

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	9,322 (64.8%)	73,655 (47.7%)	170,641 (47.3%)
Pop density (per sq mi)	6,410	7,798	6,566
Area (based on blockgroups)	3	28	77

Population

Population 2025 Q4	20,074	215,732	502,673
Population 2025 Q3	20,029	215,536	502,549
Population 2025 Q2	20,010	215,375	502,009
Population 2025 Q1	19,820	213,736	500,392
Population 2024 Q4	19,797	213,423	499,714
Population 2024 Q3	19,783	213,158	499,379
Population 2024 Q2	19,758	212,492	498,223
Population 2024 Q1	19,688	211,858	497,116
Population 2023 Q4	19,667	211,454	496,329
Population 5 Years Forecast	21,236	223,687	511,192
Population 10 Years Forecast	22,125	230,627	521,654
Persons per Household	2.6	2.74	2.72

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	182	(0.9%)	39	3,530	(1.6%)	70	5,087	(1%)	43
Transient Population - Average Last 4 Quarters	139	(0.7%)	55	1,069	(<0.5%)	40	3,421	(0.7%)	54

Households

Households 2025 Q4	7,660		77,425		182,996
Households 2025 Q3	7,634		77,274		182,821
Households 2025 Q2	7,625		77,200		182,614
Households 2025 Q1	7,551		76,548		181,951
Households 2024 Q4	7,544		76,439		181,716
Households 2024 Q3	7,540		76,354		181,616
Households 2024 Q2	7,530		76,099		181,176
Households 2024 Q1	7,500		75,824		180,732
Households 2023 Q4	7,492		75,682		180,432
Households 5 Years Forecast	8,162		80,753		186,576
Households 10 Years Forecast	8,537		83,537		190,684

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Gender

Gender	1 Mile	3 Mile	5 Mile
Male	9,690 (48.3%)	104,397 (48.4%)	242,651 (48.3%)
Female	10,384 (51.7%)	111,335 (51.6%)	260,022 (51.7%)

Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	9,778 (48.7%)	82,313 (38.2%)	218,959 (43.6%)
Hispanic (Ethnic)	3,730 (18.6%)	61,989 (28.7%)	132,883 (26.4%)
Asian	3,184 (15.9%)	34,133 (15.8%)	90,928 (18.1%)
Black	2,622 (13.1%)	28,974 (13.4%)	43,229 (8.6%)
Other	760 (3.8%)	8,323 (3.9%)	16,674 (3.3%)

Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	3,978 (51.9%)	30,091 (38.9%)	81,179 (44.4%)
Hispanic (Ethnic)	1,384 (18.1%)	20,725 (26.8%)	46,784 (25.6%)
Black	964 (12.6%)	9,869 (12.7%)	14,467 (7.9%)
Asian	901 (11.8%)	10,153 (13.1%)	27,448 (15%)
Other	433 (5.7%)	6,587 (8.5%)	13,118 (7.2%)

Households Income

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



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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$194,764.76	160	\$159,929.39	131	\$163,191.7	134
Average Income Per Person	\$74,583.65	158	\$57,924.76	123	\$59,778.24	127
Household Median Income	\$137,310.11	157	\$123,476.43	141	\$122,466.01	140
<\$15K	297 (3.9%)	54	3,205 (4.1%)	57	8,235 (4.5%)	62
\$15K - \$25K	352 (4.6%)	74	3,036 (3.9%)	67	7,257 (4%)	68
\$25K - \$35K	340 (4.4%)	72	2,938 (3.8%)	62	7,492 (4.1%)	67
\$35K - \$50K	278 (3.6%)	39	4,913 (6.3%)	68	12,346 (6.7%)	72
\$50K - \$75K	956 (12.5%)	83	9,174 (11.8%)	74	20,584 (11.2%)	75
\$75K - \$100K	717 (9.4%)	74	8,454 (10.9%)	87	19,495 (10.7%)	85
\$100K - \$150K	1,225 (16%)	88	14,247 (18.4%)	101	33,473 (18.3%)	101
\$150K - \$175K	551 (7.2%)	114	6,586 (8.5%)	135	14,556 (8%)	126
\$175K - \$200K	454 (5.9%)	119	5,679 (7.3%)	147	12,499 (6.8%)	137
\$200K - \$250K	1,392 (18.2%)	225	10,740 (13.9%)	172	26,340 (14.4%)	178
\$250K - \$500K	596 (7.8%)	225	4,608 (6%)	172	11,297 (6.2%)	179
>\$500K	502 (6.6%)	227	3,845 (5%)	172	9,422 (5.1%)	179

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	\$122,196.37		35	\$113,182.04		125	\$113,295.29		125
Household Median Disposable Income	\$111,719.2		149	\$101,213.1		135	\$100,310.58		134
<\$15K	342	(4.5%)	57	3,540	(4.6%)	58	8,979	(4.9%)	62
\$15K - \$25K	432	(5.6%)	8	3,638	(4.7%)	68	8,949	(4.9%)	71
\$25K - \$35K	302	(3.9%)	55	3,644	(4.7%)	66	9,199	(5%)	70
\$35K - \$50K	545	(7.1%)	63	6,015	(7.8%)	69	14,358	(7.8%)	70
\$50K - \$75K	1,050	(13.7%)	8	11,316	(14.6%)	87	25,648	(14%)	83
\$75K - \$100K	761	(9.9%)	69	10,115	(13.1%)	91	24,104	(13.2%)	92
\$100K - \$150K	1,600	(20.9%)	111	17,986	(23.2%)	123	40,519	(22.1%)	117
\$150K - \$175K	736	(9.6%)	187	6,600	(8.5%)	166	15,605	(8.5%)	166
\$175K - \$200K	514	(6.7%)	196	3,971	(5.1%)	150	9,685	(5.3%)	154
\$200K - \$250K	554	(7.2%)	218	4,265	(5.5%)	166	10,444	(5.7%)	172
\$250K - \$500K	756	(9.9%)	218	5,829	(7.5%)	166	14,275	(7.8%)	172
>\$500K	68	(0.9%)	223	506	(0.7%)	164	1,231	(0.7%)	169

Discretionary Households Income

Household Average Discretionary Income	\$91,997.67		134	\$83,513.05		122	\$83,701.88		122
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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$86,868.05	150	\$76,869.81	133	\$76,239.62	132
<\$10K	266 (3.5%)	45	3,520 (4.5%)	59	9,158 (5%)	65
\$10K - \$20K	591 (7.7%)	84	4,982 (6.4%)	70	11,861 (6.5%)	71
\$20K - \$30K	308 (4%)	43	5,259 (6.8%)	72	12,934 (7.1%)	75
\$30K - \$40K	507 (6.6%)	72	6,004 (7.8%)	85	13,552 (7.4%)	87
\$40K - \$50K	583 (7.6%)	90	5,638 (7.3%)	86	13,224 (7.2%)	86
\$50K - \$75K	1,097 (14.3%)	88	12,435 (16.1%)	91	29,484 (16.1%)	92
\$75K - \$100K	981 (12.8%)	103	11,491 (14.8%)	119	25,387 (13.9%)	112
\$100K - \$125K	872 (11.4%)	134	8,654 (11.2%)	132	20,297 (11.1%)	131
\$125K - \$150K	929 (12.1%)	187	8,646 (11.2%)	172	20,034 (10.9%)	169
>\$150K	1,526 (19.9%)	197	10,796 (13.9%)	138	27,065 (14.8%)	146

Households Income by Ethnicity

Average Income - White	\$130,132.1	127	\$122,278.13	119	\$122,184.89	119
Median Income - White	\$144,192.78	152	\$127,251.52	135	\$127,333.46	135
Average Income - Black	\$97,139.34	131	\$106,196.64	143	\$106,018.66	143
Median Income - Black	\$95,651.35	159	\$102,152.84	170	\$102,382.9	170

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$144,608.81 (120)	\$134,876.81 (111)	\$132,380.98 (109)
Median Income - Asian	\$175,671.53 (139)	\$154,824.46 (123)	\$149,869.29 (119)
Average Income - Hispanic	\$123,894.78 (143)	\$115,795.96 (134)	\$112,630.96 (130)
Median Income - Hispanic	\$124,631.37 (166)	\$114,273.08 (152)	\$109,773.51 (146)
Average Income - Other	\$135,351.83 (141)	\$126,469.17 (132)	\$122,964.14 (128)
Median Income - Other	\$139,642.27 (161)	\$131,808.15 (152)	\$124,027.54 (143)

Age

	1 Mile	3 Mile	5 Mile
Average Age	42.53 (103)	42.27 (103)	42.35 (103)
Median Age	42.64 (106)	42.07 (104)	42.32 (105)
0-4	1,067 (5.3%) (99)	11,673 (5.4%) (101)	27,233 (5.4%) (101)
5-13	1,872 (9.3%) (92)	20,254 (9.4%) (93)	47,781 (9.5%) (94)
14-17	1,017 (5.1%) (96)	10,484 (4.9%) (92)	24,237 (4.8%) (91)
18-21	1,007 (5%) (91)	10,753 (5%) (90)	24,541 (4.9%) (89)
22-24	725 (3.6%) (86)	8,030 (3.7%) (89)	18,113 (3.6%) (86)
25-29	1,007 (5%) (85)	12,274 (5.7%) (97)	28,339 (5.6%) (96)
30-34	1,122 (5.6%) (87)	13,240 (6.1%) (95)	30,037 (6%) (93)

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	1 Mile		3 Mile		5 Mile				
35-39	1,333	(6.6%)	101	13,950	(6.5%)	98	32,102	(6.4%)	97
40-44	1,342	(6.7%)	104	13,913	(6.4%)	100	32,672	(6.5%)	101
45-49	1,353	(6.7%)	112	13,953	(6.5%)	108	33,058	(6.6%)	109
50-54	1,354	(6.7%)	114	13,732	(6.4%)	107	33,020	(6.6%)	111
55-59	1,345	(6.7%)	111	14,481	(6.7%)	111	34,123	(6.8%)	112
60-64	1,330	(6.6%)	104	14,894	(6.9%)	109	35,030	(7%)	110
65-69	1,362	(6.8%)	111	14,257	(6.6%)	108	33,084	(6.6%)	108
70-74	1,105	(5.5%)	107	11,133	(5.2%)	101	25,699	(5.1%)	100
75-79	869	(4.3%)	109	8,319	(3.9%)	97	19,211	(3.8%)	96
80-84	445	(2.2%)	88	5,340	(2.5%)	98	12,411	(2.5%)	98
85+	419	(2.1%)	100	5,052	(2.3%)	113	11,982	(2.4%)	115

Age - Male

Male Average Age	41.25		103	40.73		102	40.9		102
Male Median Age	41.43		108	40.46		106	40.8		107
0-4	548	(5.7%)	101	6,005	(5.8%)	102	14,020	(5.8%)	103
5-13	962	(9.9%)	94	10,386	(9.9%)	94	24,543	(10.1%)	96

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	1 Mile			3 Mile			5 Mile		
14-17	499	(5.1%)	94	5,375	(5.1%)	94	12,393	(5.1%)	93
18-21	504	(5.2%)	90	5,552	(5.3%)	92	12,606	(5.2%)	90
22-24	378	(3.9%)	89	4,178	(4%)	91	9,372	(3.9%)	88
25-29	507	(5.2%)	85	6,345	(6.1%)	99	14,563	(6%)	98
30-34	544	(5.6%)	85	6,652	(6.4%)	97	14,924	(6.2%)	93
35-39	663	(6.8%)	102	6,922	(6.6%)	99	15,732	(6.5%)	97
40-44	670	(6.9%)	107	6,822	(6.5%)	101	15,801	(6.5%)	100
45-49	639	(6.6%)	109	6,724	(6.4%)	107	15,783	(6.5%)	108
50-54	669	(6.9%)	117	6,660	(6.4%)	108	15,811	(6.5%)	110
55-59	646	(6.7%)	111	6,886	(6.6%)	110	16,146	(6.7%)	111
60-64	623	(6.4%)	103	6,972	(6.7%)	107	16,456	(6.8%)	109
65-69	663	(6.8%)	117	6,521	(6.2%)	106	15,302	(6.3%)	107
70-74	478	(4.9%)	102	5,024	(4.8%)	100	11,777	(4.9%)	100
75-79	377	(3.9%)	107	3,630	(3.5%)	95	8,415	(3.5%)	95
80-84	178	(1.8%)	84	2,115	(2%)	93	4,985	(2.1%)	94
85+	142	(1.5%)	97	1,628	(1.6%)	103	4,022	(1.7%)	110

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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	43.72	43.71	43.7
Female Median Age	43.85	43.62	43.74
0-4	519 (5%)	5,668 (5.1%)	13,213 (5.1%)
5-13	910 (8.8%)	9,868 (8.9%)	23,238 (8.9%)
14-17	518 (5%)	5,109 (4.6%)	11,844 (4.6%)
18-21	503 (4.8%)	5,201 (4.7%)	11,935 (4.6%)
22-24	347 (3.3%)	3,852 (3.5%)	8,741 (3.4%)
25-29	500 (4.8%)	5,929 (5.3%)	13,776 (5.3%)
30-34	578 (5.6%)	6,588 (5.9%)	15,113 (5.8%)
35-39	670 (6.5%)	7,028 (6.3%)	16,370 (6.3%)
40-44	672 (6.5%)	7,091 (6.4%)	16,871 (6.5%)
45-49	714 (6.9%)	7,229 (6.5%)	17,275 (6.6%)
50-54	685 (6.6%)	7,072 (6.4%)	17,209 (6.6%)
55-59	699 (6.7%)	7,595 (6.8%)	17,977 (6.9%)
60-64	707 (6.8%)	7,922 (7.1%)	18,574 (7.1%)

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65-69	699	(6.7%)	106	7,736	(6.9%)	109	17,782	(6.8%)	108
70-74	627	(6%)	112	6,109	(5.5%)	101	13,922	(5.4%)	99
75-79	492	(4.7%)	110	4,689	(4.2%)	98	10,796	(4.2%)	96
80-84	267	(2.6%)	90	3,225	(2.9%)	102	7,426	(2.9%)	100
85+	277	(2.7%)	102	3,424	(3.1%)	117	7,960	(3.1%)	117

Employment by Occupation

Total Employees (16+ Years Old)	11,035			115,587			268,278		
Professional Specialty	3,209	(29.1%)	118	34,643	(30%)	121	79,406	(29.6%)	120
Managerial/Executive	2,843	(25.8%)	148	23,355	(20.2%)	116	54,583	(20.3%)	117
Office Admin	1,375	(12.5%)	117	13,053	(11.3%)	106	31,020	(11.6%)	109
Sales	1,020	(9.2%)	99	10,400	(9%)	96	24,733	(9.2%)	99
Production & Transportation	657	(6%)	46	10,842	(9.4%)	75	25,858	(9.6%)	75
Healthcare support	548	(5%)	152	3,988	(3.5%)	105	8,145	(3%)	93
Food Preparation & Serving	540	(4.9%)	96	4,487	(3.9%)	70	9,257	(3.5%)	68
Construction	411	(3.7%)	47	6,425	(5.6%)	69	15,426	(5.8%)	72
Personal Care	206	(1.9%)	75	3,204	(2.8%)	111	7,868	(2.9%)	118

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Building Maintenance & Cleaning	123	(1.1%)	33	3,255	(2.8%)	83	6,995	(2.6%)	7
Protective	103	(0.9%)	43	1,924	(1.7%)	7	4,917	(1.8%)	85
Farming, Fishing & Forestry				11	(<0.5%)	2	70	(<0.5%)	5

Employment by Industry

Total Employees (16+ Years Old)	11,035			115,587			268,278		
Educational Services	3,267	(29.6%)	127	32,413	(28%)	120	71,626	(26.7%)	114
Professional Services	1,638	(14.8%)	184	12,622	(10.9%)	135	28,679	(10.7%)	132
Financial, Insurance & Real Estate	1,274	(11.5%)	171	10,079	(8.7%)	129	25,075	(9.3%)	139
Wholesale Retail	1,054	(9.6%)	73	14,562	(12.6%)	96	36,562	(13.6%)	104
Manufacturing	765	(6.9%)	70	8,456	(7.3%)	74	20,337	(7.6%)	74
Entertainment Services	705	(6.4%)	74	8,587	(7.4%)	86	18,822	(7%)	8
Other Professional Services	621	(5.6%)	120	5,846	(5.1%)	108	13,051	(4.9%)	103
Transportation	499	(4.5%)	7	6,510	(5.6%)	96	15,437	(5.8%)	98
Administrative/Waste Services	340	(3.1%)	74	3,767	(3.3%)	7	8,317	(3.1%)	74
Agriculture/Mining/Construction	307	(2.8%)	33	5,772	(5%)	59	14,488	(5.4%)	63
Public Administration	258	(2.3%)	49	3,609	(3.1%)	65	8,207	(3.1%)	64

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Information	251	(2.3%)	122	3,007	(2.6%)	139	7,134	(2.7%)	142
Management Services	56	(0.5%)	400	357	(<0.5%)	243	543	(<0.5%)	160

Language Spoken

Speak English at Home	12,308	(64.8%)	84	114,830	(56.3%)	73	249,861	(52.6%)	68
Speak Other Language at Home	4,071	(21.4%)	252	43,531	(21.3%)	251	125,376	(26.4%)	311
Speak Spanish at Home	2,628	(13.8%)	98	45,698	(22.4%)	158	100,203	(21.1%)	149

Ancestry

Other	3,071	(15.3%)	112	34,758	(16.1%)	118	85,707	(17.1%)	125
Unclassified	2,412	(12%)	8	16,191	(7.5%)	51	38,040	(7.6%)	52
Other European (e.g. Greek/Russian)	1,290	(6.4%)	232	6,866	(3.2%)	115	19,646	(3.9%)	141
South American	1,257	(6.3%)	458	19,505	(9%)	662	42,003	(8.4%)	612
Dominican	1,068	(5.3%)	794	17,542	(8.1%)	1214	37,410	(7.4%)	1111
Italian	905	(4.5%)	169	9,380	(4.3%)	163	29,497	(5.9%)	219
Korean	863	(4.3%)	969	6,009	(2.8%)	628	32,205	(6.4%)	1444
South Central Asian (e.g. Indian)	823	(4.1%)	260	10,289	(4.8%)	302	20,611	(4.1%)	260
German	598	(3%)	42	4,817	(2.2%)	31	11,690	(2.3%)	33

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	● 1 Mile		● 3 Mile		● 5 Mile				
Scottish/Irish	546	(2.7%)	46	6,990	(3.2%)	54	16,728	(3.3%)	56
Puerto Rican	529	(2.6%)	94	10,704	(5%)	176	20,378	(4.1%)	144
Chinese	478	(2.4%)	185	3,595	(1.7%)	130	11,472	(2.3%)	177
American	476	(2.4%)	59	2,567	(1.2%)	30	6,555	(1.3%)	33
Polish	445	(2.2%)	162	2,677	(1.2%)	91	10,329	(2.1%)	150
Middle Eastern	307	(1.5%)	274	2,535	(1.2%)	211	7,809	(1.6%)	279
Other Hispanic	284	(1.4%)	133	4,530	(2.1%)	197	8,943	(1.8%)	167
Central American	271	(1.4%)	76	4,327	(2%)	113	10,445	(2.1%)	117
British	266	(1.3%)	25	1,725	(0.8%)	15	3,985	(0.8%)	15
Cuban	252	(1.3%)	165	2,997	(1.4%)	183	7,737	(1.5%)	203
South East Asian (e.g. Vietnamese)	190	(0.9%)	200	2,090	(1%)	205	3,271	(0.7%)	138
Japanese	103	(0.5%)	226	647	(<0.5%)	132	2,568	(0.5%)	225
French	94	(<0.5%)	44	480	(<0.5%)	21	1,322	(<0.5%)	25
Mexican	69	(<0.5%)	3	2,384	(1.1%)	10	5,967	(1.2%)	11
Scandinavian	51	(<0.5%)	15	560	(<0.5%)	15	1,325	(<0.5%)	15
Other Asian	48	(<0.5%)	68	746	(<0.5%)	98	1,705	(<0.5%)	96

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Dutch	31	(<0.5%)	29	319	(<0.5%)	28	946	(<0.5%)	36
Native American (Indian/Eskimo)	21	(<0.5%)	17	268	(<0.5%)	20	454	(<0.5%)	14
Hawaiian/Pacific Islander				32	(<0.5%)	8	76	(<0.5%)	8

Education (Age 25+)

Total Educated Population	14,386			154,538			360,768		
Elementary (0 to 8 Years)	473	(3.3%)	69	6,797	(4.4%)	92	16,747	(4.6%)	97
Some High School (9 to 11 Years)	411	(2.9%)	48	6,391	(4.1%)	70	13,416	(3.7%)	63
High School Graduate (12 Years)	1,789	(12.4%)	48	32,993	(21.3%)	82	80,324	(22.3%)	85
Some College (13 to 16 Years)	1,975	(13.7%)	71	23,671	(15.3%)	74	52,510	(14.6%)	74
Associates Degree Only	416	(2.9%)	33	11,031	(7.1%)	81	27,130	(7.5%)	85
Bachelor's Degree Only	6,028	(41.9%)	196	45,390	(29.4%)	138	102,615	(28.4%)	133
Graduate Degree	3,294	(22.9%)	166	28,265	(18.3%)	133	68,026	(18.9%)	137

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,660	77,425	182,996
One Person Households	2,079 (27.1%)	19,863 (25.7%)	45,380 (24.8%)
Married Couple	3,939 (51.4%)	40,116 (51.8%)	96,317 (52.6%)
Male Householder	175 (2.3%)	3,330 (4.3%)	8,494 (4.6%)
Female Householder	882 (11.5%)	10,044 (13%)	23,505 (12.8%)
Non Family Households	585 (7.6%)	4,072 (5.3%)	9,300 (5.1%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,660	77,425	182,996
1 Person Household	2,079 (27.1%)	19,863 (25.7%)	45,380 (24.8%)
2 Person Household	2,375 (31%)	21,665 (28%)	51,887 (28.4%)
3 Person Household	1,236 (16.1%)	13,465 (17.4%)	32,957 (18%)
4 Person Household	1,065 (13.9%)	12,356 (16%)	30,676 (16.8%)
5 Person Household	579 (7.6%)	6,078 (7.9%)	13,871 (7.6%)
6 Person Household	237 (3.1%)	2,550 (3.3%)	5,355 (2.9%)
7+ Person Household	89 (1.2%)	1,448 (1.9%)	2,870 (1.6%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	7,976	80,565	190,747
Owner Occupied Housing	4,375	48,286	111,825
Renter Occupied Housing	3,285	29,139	71,171
Vacant Housing	316	3,140	7,751

Housing Rent

Average Rent	\$2,183.56	\$1,920.59	\$1,952.43
Median Rent	\$2,043.89	\$1,836.94	\$1,849.17
Total Cash Rents Housing	3,227	28,377	69,061
<\$300	11 (<0.5%)	561 (2%)	1,394 (2%)
\$300-\$500	3 (<0.5%)	502 (1.8%)	1,331 (1.9%)
\$500-\$750	25 (0.8%)	710 (2.5%)	1,768 (2.6%)
\$750-\$1000	55 (1.7%)	839 (3%)	2,195 (3.2%)
\$1000-\$1500	377 (11.7%)	5,023 (17.7%)	12,713 (18.4%)
\$1500-\$2000	1,075 (33.3%)	9,725 (34.3%)	21,665 (31.4%)
\$2000-\$2500	769 (23.8%)	5,610 (19.8%)	13,009 (18.8%)

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	410	(12.7%)	220	2,533	(8.9%)	154	6,536	(9.5%)	164
\$3000-\$3500	226	(7%)	229	1,251	(4.4%)	144	3,334	(4.8%)	158
>\$3500	276	(8.6%)	232	1,623	(5.7%)	155	5,116	(7.4%)	201

Value of Owner-Occupied Housing Units

Average House Value	\$881,276.75		164	\$738,066.45		137	\$805,001.02		150
Median House Value	\$756,314.21		193	\$680,061.66		174	\$709,681.31		181
Owner Occupied Housing	4,375			48,286			111,825		
<\$100K	49	(1.1%)	14	1,054	(2.2%)	27	2,282	(2%)	25
\$100K - \$200K	28	(0.6%)	5	563	(1.2%)	9	1,823	(1.6%)	13
\$200K - \$300K	135	(3.1%)	20	1,581	(3.3%)	21	3,392	(3%)	19
\$300K - \$400K	217	(5%)	34	2,847	(5.9%)	41	5,899	(5.3%)	36
\$400K - \$500K	315	(7.2%)	62	5,601	(11.6%)	100	12,028	(10.8%)	93
\$500K - \$1000K	2,582	(59%)	231	29,157	(60.4%)	236	62,918	(56.3%)	220
>\$1000K	1,049	(24%)	207	7,483	(15.5%)	134	23,483	(21%)	181

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



Benchmark: Nationwide



Poverty

Households in Poverty	543	(7.1%)		5,744	(7.4%)		15,576	(8.5%)	
Households Above Poverty	7,117	(92.9%)		71,681	(92.6%)		167,420	(91.5%)	
Households in Poverty (Married)	122	(1.6%)		1,235	(1.6%)		3,500	(1.9%)	
Households in Poverty (Male Householder)	55	(0.7%)		216	(<0.5%)		635	(<0.5%)	
Households in Poverty (Female Householder)	15	(<0.5%)		1,051	(1.4%)		3,706	(2%)	
Households in Poverty (Non-Family)	324	(4.2%)		3,017	(3.9%)		7,218	(3.9%)	
Households in Poverty (Non-Family Student)	27	(<0.5%)		225	(<0.5%)		517	(<0.5%)	

Wealth per Household

Household Average Wealth	\$268,002.94		\$259,452.44		\$258,772.46				
Household Median Wealth	\$96,869.9		\$92,451.2		\$91,855.63				
<\$0K	1,263	(16.5%)		12,868	(16.6%)		30,489	(16.7%)	
\$0K - \$5K	581	(7.6%)		6,076	(7.8%)		14,459	(7.9%)	
\$5K - \$10K	319	(4.2%)		3,300	(4.3%)		7,841	(4.3%)	
\$10K - \$25K	459	(6%)		4,708	(6.1%)		11,154	(6.1%)	
\$25K - \$50K	504	(6.6%)		5,166	(6.7%)		12,192	(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	751	(9.8%)	96	7,767	(10%)	98	18,352	(10%)	98
\$100K - \$250K	1,386	(18.1%)	100	14,118	(18.2%)	101	33,314	(18.2%)	100
\$250K - \$500K	1,078	(14.1%)	106	10,725	(13.9%)	104	25,271	(13.8%)	104
>\$500K	1,319	(17.2%)	115	12,697	(16.4%)	110	29,924	(16.4%)	110

Vehicles per Household

Total Number of Vehicles	12,237			127,997			307,613		
Average Number of Vehicles	1.6		87	1.65		90	1.68		92
No Vehicles	723	(9.4%)	114	7,301	(9.4%)	114	15,881	(8.7%)	105
1 Vehicle	3,075	(40.1%)	122	29,975	(38.7%)	118	68,619	(37.5%)	114
2 Vehicles	2,760	(36%)	98	27,141	(35.1%)	95	67,305	(36.8%)	100
3 or more Vehicles	1,102	(14.4%)	65	13,008	(16.8%)	76	31,191	(17%)	7

Population Change

Births	197			2,178			5,034		
Deaths	154			1,699			4,015		
Migration	246			1,947			2,210		

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	1,041	8,190	18,745
Total Employees	12,507	98,894	215,301

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