



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	20,016		124,182		274,598	
Households	6,807		40,215		92,261	
Persons per Household	2.9	114	3.06	120	2.96	116
Household Median Income	\$110,149.05	126	\$131,769.89	151	\$143,735.28	165
Household Median Disposable Income	\$90,429.43	121	\$107,440.96	143	\$116,269.25	155
Household Median Discretionary Income	\$64,281.24	111	\$82,025.61	142	\$95,161.57	164
Average Income Per Person	\$49,436.19	105	\$59,983.22	127	\$69,092.05	147
Median Rent	\$1,905.48	35	\$1,824.18	129	\$1,908.17	35
Median House Value	\$655,317.16	167	\$802,271.08	205	\$848,894.77	217
Households in Poverty	583 (8.6%)	68	3,302 (8.2%)	65	6,532 (7.1%)	56
Household Median Wealth	\$81,755.14	100	\$93,308.3	114	\$103,127.52	126
Average Age	40.18	98	39.93	97	40.9	99
Median Age	40.13	99	40.1	99	41.36	102
Households with Children	2,357 (34.6%)	129	14,525 (36.1%)	135	33,189 (36%)	34
High School Graduate or Higher	11,675 (85%)	95	71,398 (85.3%)	95	167,931 (89.4%)	100

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



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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	4,809 (35%)	37,987 (45.4%)	95,954 (51.1%)
Pop density (per sq mi)	4,058	4,283	3,431
Area (based on blockgroups)	5	29	80

Population

Population 2025 Q4	20,016	124,182	274,598
Population 2025 Q3	20,002	123,792	273,360
Population 2025 Q2	20,025	123,752	272,864
Population 2025 Q1	19,894	122,782	271,261
Population 2024 Q4	19,844	122,392	270,402
Population 2024 Q3	19,803	122,159	269,799
Population 2024 Q2	19,782	121,697	268,491
Population 2024 Q1	19,623	121,272	267,636
Population 2023 Q4	19,435	120,022	265,564
Population 5 Years Forecast	20,584	126,414	279,174
Population 10 Years Forecast	21,038	128,592	284,083
Persons per Household	2.9	3.06	2.96

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



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	1 Mile			3 Mile			5 Mile		
Group Quarters	267	(1.3%)	57	1,205	(1%)	41	1,943	(0.7%)	30
Transient Population - Average Last 4 Quarters				149	(<0.5%)	10	369	(<0.5%)	11

Households

Households 2025 Q4	6,807		40,215		92,261
Households 2025 Q3	6,791		40,064		91,780
Households 2025 Q2	6,799		40,054		91,600
Households 2025 Q1	6,755		39,732		91,054
Households 2024 Q4	6,736		39,609		90,761
Households 2024 Q3	6,722		39,533		90,555
Households 2024 Q2	6,715		39,378		90,099
Households 2024 Q1	6,662		39,244		89,818
Households 2023 Q4	6,597		38,842		89,122
Households 5 Years Forecast	6,991		40,931		93,911
Households 10 Years Forecast	7,141		41,640		95,635

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



Benchmark: Nationwide



Gender

Male	9,535	(47.6%)	97	61,123	(49.2%)	100	134,517	(49%)	100
Female	10,481	(52.4%)	103	63,059	(50.8%)	100	140,081	(51%)	100

Ethnicity

Hispanic (Ethnic)	6,554	(32.7%)	167	41,913	(33.8%)	172	67,698	(24.7%)	126
Black	5,801	(29%)	246	22,262	(17.9%)	152	34,752	(12.7%)	107
White	5,339	(26.7%)	46	46,673	(37.6%)	65	129,638	(47.2%)	82
Asian	1,322	(6.6%)	114	8,357	(6.7%)	116	31,285	(11.4%)	197
Other	1,000	(5%)	96	4,977	(4%)	7	11,225	(4.1%)	7

Household by Ethnicity

White	2,293	(33.7%)	55	16,171	(40.2%)	65	46,471	(50.4%)	82
Hispanic (Ethnic)	1,990	(29.2%)	193	11,376	(28.3%)	186	18,207	(19.7%)	130
Black	1,575	(23.1%)	211	6,869	(17.1%)	156	10,776	(11.7%)	107
Other	712	(10.5%)	138	3,432	(8.5%)	112	7,542	(8.2%)	108
Asian	237	(3.5%)	75	2,367	(5.9%)	127	9,265	(10%)	217

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	\$143,727.03	118	\$183,845.2	151	\$204,606.06	168
Average Income Per Person	\$49,436.19	105	\$59,983.22	127	\$69,092.05	147
Household Median Income	\$110,149.05	126	\$131,769.89	151	\$143,735.28	165
<\$15K	321 (4.7%)	65	1,417 (3.5%)	49	3,414 (3.7%)	51
\$15K - \$25K	184 (2.7%)	46	1,410 (3.5%)	60	2,625 (2.8%)	48
\$25K - \$35K	258 (3.8%)	62	1,314 (3.3%)	53	2,952 (3.2%)	52
\$35K - \$50K	356 (5.2%)	56	2,386 (5.9%)	63	4,650 (5%)	54
\$50K - \$75K	838 (12.3%)	81	4,638 (11.5%)	71	9,583 (10.4%)	69
\$75K - \$100K	1,073 (15.8%)	125	4,108 (10.2%)	81	9,001 (9.8%)	71
\$100K - \$150K	1,513 (22.2%)	122	7,095 (17.6%)	97	15,699 (17%)	94
\$150K - \$175K	479 (7%)	112	2,958 (7.4%)	117	6,894 (7.5%)	119
\$175K - \$200K	494 (7.3%)	145	3,705 (9.2%)	185	8,061 (8.7%)	175
\$200K - \$250K	723 (10.6%)	132	6,265 (15.6%)	193	16,453 (17.8%)	221
\$250K - \$500K	310 (4.6%)	132	2,685 (6.7%)	193	7,048 (7.6%)	221
>\$500K	258 (3.8%)	131	2,234 (5.6%)	193	5,881 (6.4%)	221

Disposable Households Income

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



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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$105,305.81	116	\$119,048.88	132	\$125,209.96	138
Household Median Disposable Income	\$90,429.43	121	\$107,440.96	143	\$116,269.25	155
<\$15K	353 (5.2%)	66	1,507 (3.7%)	48	3,685 (4%)	51
\$15K - \$25K	197 (2.9%)	42	1,617 (4%)	58	3,103 (3.4%)	49
\$25K - \$35K	338 (5%)	69	1,766 (4.4%)	61	3,695 (4%)	56
\$35K - \$50K	428 (6.3%)	56	3,251 (8.1%)	72	6,177 (6.7%)	59
\$50K - \$75K	1,232 (18.1%)	107	5,263 (13.1%)	74	11,622 (12.6%)	79
\$75K - \$100K	1,309 (19.2%)	134	5,462 (13.6%)	95	11,595 (12.6%)	88
\$100K - \$150K	1,515 (22.3%)	118	8,338 (20.7%)	110	19,485 (21.1%)	112
\$150K - \$175K	459 (6.7%)	131	4,549 (11.3%)	221	10,655 (11.5%)	225
\$175K - \$200K	267 (3.9%)	114	2,290 (5.7%)	166	6,029 (6.5%)	191
\$200K - \$250K	286 (4.2%)	127	2,480 (6.2%)	186	6,522 (7.1%)	213
\$250K - \$500K	390 (5.7%)	126	3,393 (8.4%)	186	8,919 (9.7%)	213
>\$500K	33 (<0.5%)	122	299 (0.7%)	187	774 (0.8%)	211

Discretionary Households Income

Household Average Discretionary Income	\$73,431.64	107	\$90,786.78	133	\$98,392.07	144
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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$64,281.24	111	\$82,025.61	142	\$95,161.57	164
<\$10K	347 (5.1%)	66	1,829 (4.5%)	59	3,570 (3.9%)	50
\$10K - \$20K	478 (7%)	7	2,484 (6.2%)	67	4,385 (4.8%)	52
\$20K - \$30K	362 (5.3%)	56	3,058 (7.6%)	8	5,414 (5.9%)	62
\$30K - \$40K	658 (9.7%)	106	3,116 (7.7%)	85	5,708 (6.2%)	68
\$40K - \$50K	703 (10.3%)	122	2,744 (6.8%)	8	5,833 (6.3%)	75
\$50K - \$75K	1,447 (21.3%)	121	5,614 (14%)	7	12,626 (13.7%)	7
\$75K - \$100K	911 (13.4%)	108	4,114 (10.2%)	8	10,376 (11.2%)	90
\$100K - \$125K	703 (10.3%)	122	3,985 (9.9%)	117	9,891 (10.7%)	126
\$125K - \$150K	564 (8.3%)	128	5,107 (12.7%)	196	11,794 (12.8%)	197
>\$150K	634 (9.3%)	92	8,164 (20.3%)	201	22,664 (24.6%)	243

Households Income by Ethnicity

Average Income - White	\$133,805.26	131	\$148,503.17	145	\$142,457.86	139
Median Income - White	\$144,290.09	153	\$177,933.75	188	\$168,763.45	178
Average Income - Black	\$93,427.94	126	\$107,356.7	144	\$107,015.73	144
Median Income - Black	\$89,575.23	149	\$104,651.42	174	\$101,957.3	169

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$144,740.68 (120)	\$167,732.99 (139)	\$157,280.12 (130)
Median Income - Asian	\$188,305.68 (149)	\$213,676.15 (170)	\$203,790.24 (162)
Average Income - Hispanic	\$105,322.21 (121)	\$96,905.18 (112)	\$104,080.48 (120)
Median Income - Hispanic	\$98,039.46 (130)	\$87,894.68 (117)	\$96,632.82 (129)
Average Income - Other	\$112,548.8 (117)	\$117,085.86 (122)	\$121,898.25 (127)
Median Income - Other	\$108,928.21 (126)	\$116,079.46 (134)	\$122,056.23 (141)

Age

	1 Mile	3 Mile	5 Mile
Average Age	40.18 (98)	39.93 (97)	40.9 (99)
Median Age	40.13 (99)	40.1 (99)	41.36 (102)
0-4	1,144 (5.7%) (106)	6,413 (5.2%) (96)	13,730 (5%) (93)
5-13	2,281 (11.4%) (112)	14,671 (11.8%) (116)	30,337 (11%) (109)
14-17	1,070 (5.3%) (101)	7,101 (5.7%) (108)	15,709 (5.7%) (109)
18-21	1,033 (5.2%) (94)	7,049 (5.7%) (103)	15,645 (5.7%) (103)
22-24	749 (3.7%) (89)	5,205 (4.2%) (100)	11,421 (4.2%) (99)
25-29	1,182 (5.9%) (100)	7,636 (6.1%) (105)	15,962 (5.8%) (99)
30-34	1,214 (6.1%) (94)	6,681 (5.4%) (84)	13,754 (5%) (7)

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	1 Mile		3 Mile		5 Mile				
35-39	1,290	(6.4%)	98	7,144	(5.8%)	87	14,813	(5.4%)	8
40-44	1,387	(6.9%)	108	7,984	(6.4%)	100	17,482	(6.4%)	99
45-49	1,316	(6.6%)	109	8,316	(6.7%)	111	18,707	(6.8%)	113
50-54	1,276	(6.4%)	108	8,468	(6.8%)	115	19,042	(6.9%)	117
55-59	1,331	(6.6%)	110	8,515	(6.9%)	113	19,616	(7.1%)	118
60-64	1,274	(6.4%)	100	8,179	(6.6%)	104	18,894	(6.9%)	108
65-69	1,150	(5.7%)	94	7,077	(5.7%)	93	16,446	(6%)	98
70-74	843	(4.2%)	8	5,108	(4.1%)	8	12,247	(4.5%)	87
75-79	625	(3.1%)	7	4,002	(3.2%)	8	9,309	(3.4%)	85
80-84	435	(2.2%)	86	2,485	(2%)	7	5,995	(2.2%)	86
85+	416	(2.1%)	100	2,148	(1.7%)	83	5,489	(2%)	96

Age - Male

Male Average Age	38.76		97	38.92		97	39.77		99
Male Median Age	37.66		98	37.89		99	40.15		105
0-4	588	(6.2%)	110	3,302	(5.4%)	96	7,066	(5.3%)	94
5-13	1,138	(11.9%)	113	7,388	(12.1%)	114	15,455	(11.5%)	109

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	1 Mile			3 Mile			5 Mile		
14-17	546	(5.7%)	105	3,601	(5.9%)	108	8,052	(6%)	109
18-21	520	(5.5%)	95	3,599	(5.9%)	102	8,072	(6%)	104
22-24	368	(3.9%)	88	2,655	(4.3%)	99	5,903	(4.4%)	100
25-29	599	(6.3%)	102	4,011	(6.6%)	107	8,189	(6.1%)	99
30-34	614	(6.4%)	98	3,458	(5.7%)	86	7,038	(5.2%)	7
35-39	593	(6.2%)	93	3,525	(5.8%)	86	7,178	(5.3%)	8
40-44	655	(6.9%)	106	3,905	(6.4%)	98	8,398	(6.2%)	96
45-49	633	(6.6%)	110	4,085	(6.7%)	111	9,062	(6.7%)	112
50-54	598	(6.3%)	106	4,156	(6.8%)	115	9,333	(6.9%)	117
55-59	618	(6.5%)	108	4,160	(6.8%)	113	9,516	(7.1%)	118
60-64	607	(6.4%)	102	3,933	(6.4%)	103	9,152	(6.8%)	109
65-69	530	(5.6%)	95	3,420	(5.6%)	95	7,944	(5.9%)	101
70-74	369	(3.9%)	8	2,404	(3.9%)	8	5,741	(4.3%)	88
75-79	255	(2.7%)	73	1,762	(2.9%)	7	4,055	(3%)	83
80-84	171	(1.8%)	8	1,035	(1.7%)	7	2,479	(1.8%)	84
85+	133	(1.4%)	92	724	(1.2%)	7	1,884	(1.4%)	93

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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	41.48 (98)	40.9 (97)	41.99 (99)
Female Median Age	41.33 (100)	41.15 (99)	42.48 (102)
0-4	556 (5.3%) (103)	3,111 (4.9%) (96)	6,664 (4.8%) (93)
5-13	1,143 (10.9%) (112)	7,283 (11.5%) (119)	14,882 (10.6%) (109)
14-17	524 (5%) (99)	3,500 (5.6%) (109)	7,657 (5.5%) (108)
18-21	513 (4.9%) (93)	3,450 (5.5%) (104)	7,573 (5.4%) (102)
22-24	381 (3.6%) (91)	2,550 (4%) (102)	5,518 (3.9%) (99)
25-29	583 (5.6%) (99)	3,625 (5.7%) (102)	7,773 (5.5%) (99)
30-34	600 (5.7%) (91)	3,223 (5.1%) (87)	6,716 (4.8%) (77)
35-39	697 (6.7%) (102)	3,619 (5.7%) (88)	7,635 (5.5%) (84)
40-44	732 (7%) (109)	4,079 (6.5%) (101)	9,084 (6.5%) (101)
45-49	683 (6.5%) (109)	4,231 (6.7%) (112)	9,645 (6.9%) (115)
50-54	678 (6.5%) (109)	4,312 (6.8%) (115)	9,709 (6.9%) (117)
55-59	713 (6.8%) (112)	4,355 (6.9%) (114)	10,100 (7.2%) (119)
60-64	667 (6.4%) (99)	4,246 (6.7%) (104)	9,742 (7%) (108)

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	1 Mile			3 Mile			5 Mile		
65-69	620	(5.9%)	93	3,657	(5.8%)	91	8,502	(6.1%)	96
70-74	474	(4.5%)	84	2,704	(4.3%)	74	6,506	(4.6%)	86
75-79	370	(3.5%)	8	2,240	(3.6%)	8	5,254	(3.8%)	87
80-84	264	(2.5%)	89	1,450	(2.3%)	8	3,516	(2.5%)	88
85+	283	(2.7%)	103	1,424	(2.3%)	86	3,605	(2.6%)	98

Employment by Occupation

Total Employees (16+ Years Old)	10,647			65,293			143,524		
Professional Specialty	2,169	(20.4%)	8	14,821	(22.7%)	92	38,045	(26.5%)	107
Managerial/Executive	2,001	(18.8%)	108	14,492	(22.2%)	128	33,854	(23.6%)	136
Production & Transportation	1,706	(16%)	124	9,610	(14.7%)	114	16,516	(11.5%)	89
Office Admin	1,163	(10.9%)	103	6,118	(9.4%)	88	14,131	(9.8%)	93
Building Maintenance & Cleaning	1,040	(9.8%)	288	3,708	(5.7%)	167	5,783	(4%)	119
Construction	741	(7%)	87	5,304	(8.1%)	102	9,681	(6.7%)	84
Sales	578	(5.4%)	58	4,971	(7.6%)	8	12,640	(8.8%)	94
Food Preparation & Serving	520	(4.9%)	96	2,102	(3.2%)	63	4,260	(3%)	58
Healthcare support	286	(2.7%)	8	1,312	(2%)	61	2,656	(1.9%)	56

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Personal Care	265	(2.5%)	100	1,392	(2.1%)	85	2,945	(2.1%)	8
Protective	178	(1.7%)	7	1,347	(2.1%)	95	2,897	(2%)	93
Farming, Fishing & Forestry				116	(<0.5%)	31	116	(<0.5%)	14

Employment by Industry

Total Employees (16+ Years Old)	10,647			65,293			143,524		
Educational Services	2,379	(22.3%)	96	12,909	(19.8%)	85	28,655	(20%)	85
Wholesale Retail	1,265	(11.9%)	90	7,447	(11.4%)	87	17,061	(11.9%)	90
Manufacturing	1,204	(11.3%)	114	6,258	(9.6%)	97	13,981	(9.7%)	98
Financial, Insurance & Real Estate	966	(9.1%)	35	6,441	(9.9%)	146	16,530	(11.5%)	171
Transportation	963	(9%)	155	5,922	(9.1%)	155	10,493	(7.3%)	125
Entertainment Services	814	(7.6%)	88	4,044	(6.2%)	71	8,483	(5.9%)	68
Administrative/Waste Services	736	(6.9%)	165	4,400	(6.7%)	161	7,405	(5.2%)	123
Agriculture/Mining/Construction	708	(6.6%)	7	4,839	(7.4%)	87	9,620	(6.7%)	7
Professional Services	642	(6%)	75	5,828	(8.9%)	110	15,642	(10.9%)	35
Information	332	(3.1%)	167	2,248	(3.4%)	184	4,696	(3.3%)	175
Other Professional Services	319	(3%)	64	2,611	(4%)	85	5,538	(3.9%)	8

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Public Administration	308	(2.9%)	61	2,066	(3.2%)	66	4,954	(3.5%)	72
Management Services	11	(<0.5%)	8	280	(<0.5%)	338	466	(<0.5%)	256

Language Spoken

Speak English at Home	11,418	(60.5%)	74	68,696	(58.3%)	75	163,833	(62.8%)	8
Speak Spanish at Home	5,863	(31.1%)	219	35,987	(30.6%)	216	55,034	(21.1%)	149
Speak Other Language at Home	1,591	(8.4%)	99	13,086	(11.1%)	131	42,001	(16.1%)	190

Ancestry

Central American	2,935	(14.7%)	823	18,114	(14.6%)	818	26,184	(9.5%)	535
Other	2,291	(11.4%)	84	16,056	(12.9%)	95	38,188	(13.9%)	102
South American	1,217	(6.1%)	445	9,583	(7.7%)	565	16,567	(6%)	442
Unclassified	912	(4.6%)	31	7,408	(6%)	41	20,617	(7.5%)	51
Italian	826	(4.1%)	154	6,897	(5.6%)	208	19,675	(7.2%)	268
South Central Asian (e.g. Indian)	773	(3.9%)	245	3,981	(3.2%)	203	16,830	(6.1%)	388
Mexican	740	(3.7%)	33	2,757	(2.2%)	20	4,050	(1.5%)	13
Puerto Rican	650	(3.2%)	115	3,921	(3.2%)	112	7,806	(2.8%)	101
Scottish/Irish	643	(3.2%)	54	5,349	(4.3%)	72	15,343	(5.6%)	93

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Dominican	430	(2.1%)	321	3,604	(2.9%)	433	5,505	(2%)	299
Other Hispanic	388	(1.9%)	182	2,518	(2%)	191	4,648	(1.7%)	159
Other European (e.g. Greek/Russian)	367	(1.8%)	66	3,723	(3%)	108	10,782	(3.9%)	142
German	343	(1.7%)	24	3,297	(2.7%)	37	9,901	(3.6%)	51
Polish	250	(1.2%)	91	2,222	(1.8%)	131	6,441	(2.3%)	171
Cuban	194	(1%)	128	1,416	(1.1%)	150	2,938	(1.1%)	141
Chinese	185	(0.9%)	72	2,286	(1.8%)	143	7,769	(2.8%)	220
British	178	(0.9%)	17	2,140	(1.7%)	33	6,074	(2.2%)	42
American	163	(0.8%)	20	1,972	(1.6%)	40	6,145	(2.2%)	56
Korean	130	(0.6%)	146	512	(<0.5%)	93	1,585	(0.6%)	130
South East Asian (e.g. Vietnamese)	106	(0.5%)	112	349	(<0.5%)	59	897	(<0.5%)	69
Middle Eastern	64	(<0.5%)	57	537	(<0.5%)	74	1,872	(0.7%)	122
Scandinavian	62	(<0.5%)	18	527	(<0.5%)	25	1,550	(0.6%)	33
Native American (Indian/Eskimo)	62	(<0.5%)	49	147	(<0.5%)	19	298	(<0.5%)	17
Dutch	44	(<0.5%)	42	278	(<0.5%)	43	674	(<0.5%)	47
French	38	(<0.5%)	18	362	(<0.5%)	27	1,126	(<0.5%)	39

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Other Asian	23	(<0.5%)	32	269	(<0.5%)	61	730	(<0.5%)	75
Japanese	12	(<0.5%)	26	97	(<0.5%)	34	258	(<0.5%)	41
Hawaiian/Pacific Islander	3	(<0.5%)	8	20	(<0.5%)	9	48	(<0.5%)	10

Education (Age 25+)

Total Educated Population	13,739			83,743			187,756		
Elementary (0 to 8 Years)	1,283	(9.3%)	195	7,475	(8.9%)	187	11,476	(6.1%)	128
Some High School (9 to 11 Years)	781	(5.7%)	96	4,870	(5.8%)	99	8,349	(4.4%)	75
High School Graduate (12 Years)	3,819	(27.8%)	106	17,109	(20.4%)	74	36,625	(19.5%)	75
Some College (13 to 16 Years)	2,257	(16.4%)	85	11,826	(14.1%)	73	24,958	(13.3%)	69
Associates Degree Only	790	(5.8%)	65	4,476	(5.3%)	61	10,394	(5.5%)	63
Bachelor's Degree Only	2,852	(20.8%)	97	21,522	(25.7%)	120	53,464	(28.5%)	133
Graduate Degree	1,957	(14.2%)	103	16,465	(19.7%)	143	42,490	(22.6%)	164

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	6,807	40,215	92,261
One Person Households	1,482 (21.8%)	7,491 (18.6%)	17,823 (19.3%)
Married Couple	3,276 (48.1%)	22,991 (57.2%)	56,545 (61.3%)
Male Householder	442 (6.5%)	2,600 (6.5%)	4,472 (4.8%)
Female Householder	1,162 (17.1%)	5,464 (13.6%)	10,499 (11.4%)
Non Family Households	445 (6.5%)	1,669 (4.2%)	2,922 (3.2%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	6,807	40,215	92,261
1 Person Household	1,482 (21.8%)	7,491 (18.6%)	17,823 (19.3%)
2 Person Household	1,755 (25.8%)	10,430 (25.9%)	24,511 (26.6%)
3 Person Household	1,260 (18.5%)	7,680 (19.1%)	17,116 (18.6%)
4 Person Household	1,159 (17%)	7,897 (19.6%)	18,999 (20.6%)
5 Person Household	634 (9.3%)	3,855 (9.6%)	8,447 (9.2%)
6 Person Household	271 (4%)	1,613 (4%)	3,199 (3.5%)
7+ Person Household	246 (3.6%)	1,249 (3.1%)	2,166 (2.3%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	7,080	41,783	95,974
Owner Occupied Housing	4,053	27,249	66,445
Renter Occupied Housing	2,754	12,966	25,816
Vacant Housing	273	1,568	3,713

Housing Rent

Average Rent	\$1,965.15	127	\$1,892.06	122	\$1,967.01	127
Median Rent	\$1,905.48	135	\$1,824.18	129	\$1,908.17	135
Total Cash Rents Housing	2,698	12,674	24,886			
<\$300	59 (2.2%)	74	196 (1.5%)	55	527 (2.1%)	74
\$300-\$500	85 (3.2%)	80	377 (3%)	77	576 (2.3%)	60
\$500-\$750	111 (4.1%)	47	541 (4.3%)	49	840 (3.4%)	39
\$750-\$1000	72 (2.7%)	21	477 (3.8%)	29	839 (3.4%)	26
\$1000-\$1500	460 (17%)	65	2,692 (21.2%)	8	4,323 (17.4%)	66
\$1500-\$2000	693 (25.7%)	122	3,168 (25%)	119	6,539 (26.3%)	125
\$2000-\$2500	521 (19.3%)	164	2,635 (20.8%)	177	5,460 (21.9%)	187

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	367	(13.6%)	235	1,251	(9.9%)	171	2,870	(11.5%)	199
\$3000-\$3500	160	(5.9%)	193	495	(3.9%)	127	1,124	(4.5%)	147
>\$3500	170	(6.3%)	171	842	(6.6%)	181	1,788	(7.2%)	195

Value of Owner-Occupied Housing Units

Average House Value	\$774,268.06	144	\$904,029.02	168	\$971,110.1	181			
Median House Value	\$655,317.16	167	\$802,271.08	205	\$848,894.77	217			
Owner Occupied Housing	4,053		27,249		66,445				
<\$100K	67	(1.7%)	20	262	(1%)	12	751	(1.1%)	14
\$100K - \$200K	43	(1.1%)	8	283	(1%)	8	491	(0.7%)	6
\$200K - \$300K	145	(3.6%)	23	672	(2.5%)	16	1,128	(1.7%)	11
\$300K - \$400K	334	(8.2%)	57	1,666	(6.1%)	42	3,150	(4.7%)	33
\$400K - \$500K	605	(14.9%)	129	2,866	(10.5%)	91	5,510	(8.3%)	72
\$500K - \$1000K	1,991	(49.1%)	192	12,220	(44.8%)	175	30,163	(45.4%)	177
>\$1000K	868	(21.4%)	185	9,280	(34.1%)	294	25,252	(38%)	328

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



Benchmark: Nationwide



Poverty

Households in Poverty	583	(8.6%)		3,302	(8.2%)		6,532	(7.1%)	
Households Above Poverty	6,224	(91.4%)		36,913	(91.8%)		85,729	(92.9%)	
Households in Poverty (Married)	60	(0.9%)		677	(1.7%)		1,724	(1.9%)	
Households in Poverty (Male Householder)	60	(0.9%)		387	(1%)		502	(0.5%)	
Households in Poverty (Female Householder)	158	(2.3%)		815	(2%)		1,335	(1.4%)	
Households in Poverty (Non-Family)	294	(4.3%)		1,359	(3.4%)		2,820	(3.1%)	
Households in Poverty (Non-Family Student)	11	(<0.5%)		64	(<0.5%)		151	(<0.5%)	

Wealth per Household

Household Average Wealth	\$243,950.35		\$260,433.67		\$271,960.58				
Household Median Wealth	\$81,755.14		\$93,308.3		\$103,127.52				
<\$0K	1,186	(17.4%)		6,641	(16.5%)		14,602	(15.8%)	
\$0K - \$5K	583	(8.6%)		3,126	(7.8%)		6,639	(7.2%)	
\$5K - \$10K	307	(4.5%)		1,692	(4.2%)		3,678	(4%)	
\$10K - \$25K	427	(6.3%)		2,432	(6%)		5,417	(5.9%)	
\$25K - \$50K	461	(6.8%)		2,692	(6.7%)		6,114	(6.6%)	

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



Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
\$50K - \$100K	692	(10.2%)	4,069	(10.1%)	9,322	(10.1%)
\$100K - \$250K	1,223	(18%)	7,363	(18.3%)	17,194	(18.6%)
\$250K - \$500K	899	(13.2%)	5,575	(13.9%)	13,248	(14.4%)
>\$500K	1,029	(15.1%)	6,625	(16.5%)	16,047	(17.4%)

Vehicles per Household

Total Number of Vehicles	12,500		75,432		176,698	
Average Number of Vehicles	1.84		1.88		1.92	
No Vehicles	442	(6.5%)	2,966	(7.4%)	5,477	(5.9%)
1 Vehicle	2,201	(32.3%)	11,876	(29.5%)	25,941	(28.1%)
2 Vehicles	2,835	(41.6%)	16,404	(40.8%)	40,283	(43.7%)
3 or more Vehicles	1,329	(19.5%)	8,969	(22.3%)	20,560	(22.3%)

Population Change

Births	215		1,274		2,721
Deaths	137		819		1,984
Migration	123		1,431		3,627

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	519	2,724	6,737
Total Employees	4,511	26,532	74,081

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