



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	138,387		969,557		1.8M	
Households	48,831		334,703		635,997	
Persons per Household	2.82	110	2.87	112	2.76	108
Household Median Income	\$86,189.16	99	\$85,619.66	98	\$89,131.28	102
Household Median Disposable Income	\$71,823.82	96	\$71,362.69	95	\$74,256.39	99
Household Median Discretionary Income	\$47,739.57	8	\$46,653.78	8	\$48,825.32	84
Average Income Per Person	\$43,127.88	92	\$41,875.06	89	\$46,291.22	98
Median Rent	\$1,851.7	131	\$1,806.93	128	\$1,825.54	129
Median House Value	\$1.22M	312	\$1.15M	294	\$1.16M	297
Households in Poverty	9,075 (18.6%)	147	60,227 (18%)	142	110,525 (17.4%)	137
Household Median Wealth	\$71,388.4	87	\$67,727.58	83	\$64,488.2	7
Average Age	39.6	96	40.22	98	40.08	97
Median Age	37.24	92	38.14	94	38.2	95
Households with Children	13,976 (28.6%)	107	93,329 (27.9%)	104	165,122 (26%)	97
High School Graduate or Higher	79,241 (84.8%)	95	552,550 (82.9%)	93	1M (83%)	93

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	39,764 (42.6%)	248,986 (37.4%)	476,814 (38.3%)
Pop density (per sq mi)	43,739	39,223	35,161
Area (based on blockgroups)	3	25	51

## Population

Population 2025 Q4	138,387	969,557	1.8M
Population 2025 Q3	138,592	970,437	1.8M
Population 2025 Q2	138,766	971,280	1.8M
Population 2025 Q1	138,702	971,001	1.8M
Population 2024 Q4	138,568	970,025	1.8M
Population 2024 Q3	138,342	968,455	1.8M
Population 2024 Q2	138,023	966,242	1.8M
Population 2024 Q1	137,621	963,615	1.8M
Population 2023 Q4	137,426	962,571	1.8M
Population 5 Years Forecast	134,900	951,658	1.8M
Population 10 Years Forecast	133,420	944,589	1.8M
Persons per Household	2.82	2.87	2.76

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	1 Mile			3 Mile			5 Mile		
Group Quarters	782	(0.6%)	24	10,066	(1%)	44	25,782	(1.4%)	62
Transient Population - Average Last 4 Quarters				83	(<0.5%)	1	338	(<0.5%)	2

## Households

Households 2025 Q4	48,831		334,703		635,997
Households 2025 Q3	48,874		334,833		636,038
Households 2025 Q2	48,940		335,130		635,761
Households 2025 Q1	48,914		335,022		635,053
Households 2024 Q4	48,864		334,688		634,251
Households 2024 Q3	48,786		334,163		633,315
Households 2024 Q2	48,667		333,378		632,097
Households 2024 Q1	48,530		332,463		630,786
Households 2023 Q4	48,469		332,121		629,652
Households 5 Years Forecast	47,601		328,537		629,572
Households 10 Years Forecast	47,073		326,128		627,693

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Benchmark: Nationwide



## Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	67,625	(48.9%)	100	467,240 (48.2%)	846,108 (47.6%)
Female	70,762	(51.1%)	100	502,317 (51.8%)	932,808 (52.4%)

## Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	89,844	(64.9%)	113	447,402 (46.1%)	660,779 (37.1%)
Asian	25,133	(18.2%)	314	193,678 (20%)	289,485 (16.3%)
Hispanic (Ethnic)	13,038	(9.4%)	48	120,035 (12.4%)	262,069 (14.7%)
Other	6,635	(4.8%)	92	49,093 (5.1%)	94,508 (5.3%)
Black	3,737	(2.7%)	23	159,349 (16.4%)	472,075 (26.5%)

## Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	32,430	(66.4%)	108	163,046 (48.7%)	249,054 (39.2%)
Asian	7,186	(14.7%)	318	51,494 (15.4%)	77,487 (12.2%)
Other	3,911	(8%)	106	29,702 (8.9%)	59,113 (9.3%)
Hispanic (Ethnic)	3,748	(7.7%)	51	36,006 (10.8%)	83,316 (13.1%)
Black	1,556	(3.2%)	29	54,455 (16.3%)	167,027 (26.3%)

## Households Income

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



# Audience Profile

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Income	\$121,685.81	100	\$120,448.86	99	\$128,437.89	106
Average Income Per Person	\$43,127.88	92	\$41,875.06	89	\$46,291.22	98
Household Median Income	\$86,189.16	99	\$85,619.66	98	\$89,131.28	102
<\$15K	4,339 (8.9%)	123	27,903 (8.3%)	115	53,231 (8.4%)	116
\$15K - \$25K	4,065 (8.3%)	142	24,801 (7.4%)	126	44,342 (7%)	119
\$25K - \$35K	3,207 (6.6%)	107	21,869 (6.5%)	107	38,808 (6.1%)	100
\$35K - \$50K	4,468 (9.1%)	98	30,375 (9.1%)	97	55,121 (8.7%)	92
\$50K - \$75K	5,735 (11.7%)	74	45,814 (13.7%)	91	84,400 (13.3%)	89
\$75K - \$100K	5,621 (11.5%)	92	39,506 (11.8%)	94	73,493 (11.6%)	92
\$100K - \$150K	8,461 (17.3%)	95	56,840 (17%)	94	107,517 (16.9%)	93
\$150K - \$175K	2,765 (5.7%)	90	19,497 (5.8%)	92	37,797 (5.9%)	94
\$175K - \$200K	2,234 (4.6%)	92	16,491 (4.9%)	99	32,663 (5.1%)	103
\$200K - \$250K	4,447 (9.1%)	113	28,903 (8.6%)	107	60,830 (9.6%)	119
\$250K - \$500K	1,906 (3.9%)	113	12,379 (3.7%)	107	26,060 (4.1%)	119
>\$500K	1,583 (3.2%)	112	10,325 (3.1%)	107	21,735 (3.4%)	119

## 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	\$88,005.25		97	\$87,548.72		97	\$90,726.36		100
Household Median Disposable Income	\$71,823.82		96	\$71,362.69		95	\$74,256.39		99
<\$15K	4,847	(9.9%)	126	31,217	(9.3%)	118	59,240	(9.3%)	118
\$15K - \$25K	4,553	(9.3%)	136	28,411	(8.5%)	123	51,068	(8%)	117
\$25K - \$35K	3,670	(7.5%)	105	25,637	(7.7%)	107	45,250	(7.1%)	99
\$35K - \$50K	5,168	(10.6%)	94	36,403	(10.9%)	97	67,605	(10.6%)	94
\$50K - \$75K	7,115	(14.6%)	86	53,266	(15.9%)	94	97,718	(15.4%)	91
\$75K - \$100K	6,572	(13.5%)	94	46,404	(13.9%)	97	86,951	(13.7%)	95
\$100K - \$150K	8,615	(17.6%)	94	59,215	(17.7%)	94	114,257	(18%)	95
\$150K - \$175K	2,625	(5.4%)	105	17,220	(5.1%)	100	36,165	(5.7%)	111
\$175K - \$200K	1,397	(2.9%)	83	9,080	(2.7%)	79	19,098	(3%)	88
\$200K - \$250K	1,716	(3.5%)	106	11,189	(3.3%)	101	23,579	(3.7%)	112
\$250K - \$500K	2,342	(4.8%)	106	15,310	(4.6%)	101	32,223	(5.1%)	112
>\$500K	211	(<0.5%)	109	1,351	(<0.5%)	102	2,843	(<0.5%)	113

### Discretionary Households Income

Household Average Discretionary Income	\$58,637.2		86	\$57,801.84		84	\$60,594.64		88
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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$47,739.57	8	\$46,653.78	8	\$48,825.32	84
<\$10K	4,966 (10.2%)	131	35,626 (10.6%)	137	68,745 (10.8%)	139
\$10K - \$20K	6,714 (13.7%)	150	42,843 (12.8%)	140	75,974 (11.9%)	131
\$20K - \$30K	5,014 (10.3%)	109	37,110 (11.1%)	117	67,438 (10.6%)	112
\$30K - \$40K	4,496 (9.2%)	101	31,962 (9.5%)	104	59,288 (9.3%)	102
\$40K - \$50K	4,129 (8.5%)	100	29,274 (8.7%)	104	52,517 (8.3%)	98
\$50K - \$75K	8,374 (17.1%)	98	57,675 (17.2%)	98	107,034 (16.8%)	96
\$75K - \$100K	5,614 (11.5%)	92	37,787 (11.3%)	91	71,497 (11.2%)	90
\$100K - \$125K	3,737 (7.7%)	90	25,711 (7.7%)	90	50,291 (7.9%)	93
\$125K - \$150K	3,813 (7.8%)	120	22,013 (6.6%)	101	45,074 (7.1%)	109
>\$150K	1,974 (4%)	40	14,702 (4.4%)	43	38,139 (6%)	59

## Households Income by Ethnicity

Average Income - White	\$96,092.61	94	\$96,822.26	94	\$107,839.29	105
Median Income - White	\$85,398.48	90	\$85,283.19	90	\$102,428.4	108
Average Income - Black	\$76,794.91	103	\$93,825.48	126	\$89,653	121
Median Income - Black	\$73,509.74	122	\$83,999.71	140	\$78,606.42	131

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$107,013.2	\$102,961.85	\$103,602.3
Median Income - Asian	\$101,209.63	\$94,822.13	\$94,674.17
Average Income - Hispanic	\$89,614.72	\$90,472.38	\$90,053.83
Median Income - Hispanic	\$82,345.28	\$81,242.68	\$79,597.6
Average Income - Other	\$90,366.78	\$90,317.59	\$93,980.88
Median Income - Other	\$81,586.97	\$80,590.03	\$84,499.96

## Age

Average Age	39.6	40.22	40.08
Median Age	37.24	38.14	38.2
0-4	7,610 (5.5%)	52,932 (5.5%)	104,926 (5.9%)
5-13	17,380 (12.6%)	113,478 (11.7%)	193,976 (10.9%)
14-17	7,442 (5.4%)	50,629 (5.2%)	87,077 (4.9%)
18-21	7,237 (5.2%)	49,584 (5.1%)	85,491 (4.8%)
22-24	5,327 (3.8%)	36,508 (3.8%)	62,908 (3.5%)
25-29	8,765 (6.3%)	61,692 (6.4%)	111,170 (6.2%)
30-34	9,743 (7%)	66,053 (6.8%)	132,322 (7.4%)

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	1 Mile		3 Mile		5 Mile	
35-39	10,161	(7.3%)	68,766	(7.1%)	139,443	(7.8%)
40-44	9,005	(6.5%)	63,921	(6.6%)	127,083	(7.1%)
45-49	7,949	(5.7%)	58,735	(6.1%)	113,025	(6.4%)
50-54	7,132	(5.2%)	55,127	(5.7%)	103,273	(5.8%)
55-59	7,244	(5.2%)	53,401	(5.5%)	99,871	(5.6%)
60-64	7,428	(5.4%)	54,889	(5.7%)	100,150	(5.6%)
65-69	7,458	(5.4%)	54,697	(5.6%)	97,764	(5.5%)
70-74	6,754	(4.9%)	47,224	(4.9%)	82,093	(4.6%)
75-79	5,400	(3.9%)	37,888	(3.9%)	63,748	(3.6%)
80-84	2,955	(2.1%)	21,136	(2.2%)	37,055	(2.1%)
85+	3,397	(2.5%)	22,897	(2.4%)	37,541	(2.1%)

## Age - Male

Male Average Age	38.2		38.59		38.39	
Male Median Age	36		36.58		36.76	
0-4	3,897	(5.8%)	27,105	(5.8%)	53,751	(6.4%)
5-13	8,957	(13.2%)	58,329	(12.5%)	99,176	(11.7%)

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14-17	3,827	(5.7%)	103	25,974	(5.6%)	101	44,684	(5.3%)	96
18-21	3,754	(5.6%)	96	25,486	(5.5%)	95	43,980	(5.2%)	90
22-24	2,774	(4.1%)	93	18,810	(4%)	91	32,410	(3.8%)	87
25-29	4,574	(6.8%)	110	31,771	(6.8%)	111	55,898	(6.6%)	107
30-34	4,777	(7.1%)	107	32,781	(7%)	106	63,794	(7.5%)	114
35-39	5,027	(7.4%)	111	33,750	(7.2%)	108	66,903	(7.9%)	118
40-44	4,424	(6.5%)	101	31,034	(6.6%)	102	60,751	(7.2%)	111
45-49	3,925	(5.8%)	96	28,178	(6%)	100	53,474	(6.3%)	105
50-54	3,400	(5%)	85	26,031	(5.6%)	94	48,301	(5.7%)	96
55-59	3,440	(5.1%)	85	24,899	(5.3%)	89	45,896	(5.4%)	90
60-64	3,498	(5.2%)	83	25,266	(5.4%)	87	45,266	(5.3%)	86
65-69	3,433	(5.1%)	86	24,593	(5.3%)	90	43,198	(5.1%)	87
70-74	3,101	(4.6%)	95	20,728	(4.4%)	92	35,279	(4.2%)	86
75-79	2,376	(3.5%)	96	16,263	(3.5%)	95	26,577	(3.1%)	86
80-84	1,248	(1.8%)	84	8,563	(1.8%)	84	14,502	(1.7%)	7
85+	1,193	(1.8%)	117	7,679	(1.6%)	109	12,268	(1.4%)	96

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Benchmark: Nationwide



## Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	40.94 (97)	41.73 (99)	41.62 (98)
Female Median Age	38.46 (93)	40.67 (98)	40.58 (98)
0-4	3,713 (5.2%) (102)	25,827 (5.1%) (100)	51,175 (5.5%) (107)
5-13	8,423 (11.9%) (122)	55,149 (11%) (113)	94,800 (10.2%) (104)
14-17	3,615 (5.1%) (101)	24,655 (4.9%) (97)	42,393 (4.5%) (90)
18-21	3,483 (4.9%) (93)	24,098 (4.8%) (91)	41,511 (4.5%) (84)
22-24	2,553 (3.6%) (91)	17,698 (3.5%) (88)	30,498 (3.3%) (82)
25-29	4,191 (5.9%) (105)	29,921 (6%) (106)	55,272 (5.9%) (105)
30-34	4,966 (7%) (112)	33,272 (6.6%) (106)	68,528 (7.3%) (117)
35-39	5,134 (7.3%) (112)	35,016 (7%) (107)	72,540 (7.8%) (120)
40-44	4,581 (6.5%) (101)	32,887 (6.5%) (102)	66,332 (7.1%) (111)
45-49	4,024 (5.7%) (95)	30,557 (6.1%) (101)	59,551 (6.4%) (106)
50-54	3,732 (5.3%) (89)	29,096 (5.8%) (98)	54,972 (5.9%) (99)
55-59	3,804 (5.4%) (88)	28,502 (5.7%) (93)	53,975 (5.8%) (95)
60-64	3,930 (5.6%) (86)	29,623 (5.9%) (91)	54,884 (5.9%) (91)

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65-69	4,025	(5.7%)	30,104	(6%)	54,566	(5.8%)
70-74	3,653	(5.2%)	26,496	(5.3%)	46,814	(5%)
75-79	3,024	(4.3%)	21,625	(4.3%)	37,171	(4%)
80-84	1,707	(2.4%)	12,573	(2.5%)	22,553	(2.4%)
85+	2,204	(3.1%)	15,218	(3%)	25,273	(2.7%)

## Employment by Occupation

Total Employees (16+ Years Old)	61,185		442,367		844,790	
Professional Specialty	16,100	(26.3%)	116,284	(26.3%)	237,627	(28.1%)
Managerial/Executive	10,028	(16.4%)	64,055	(14.5%)	129,659	(15.3%)
Office Admin	7,137	(11.7%)	49,971	(11.3%)	90,357	(10.7%)
Healthcare support	6,234	(10.2%)	43,961	(9.9%)	75,934	(9%)
Sales	6,191	(10.1%)	36,882	(8.3%)	65,166	(7.7%)
Production & Transportation	5,234	(8.6%)	44,275	(10%)	75,662	(9%)
Construction	3,668	(6%)	30,258	(6.8%)	51,956	(6.2%)
Building Maintenance & Cleaning	2,334	(3.8%)	15,624	(3.5%)	28,895	(3.4%)
Food Preparation & Serving	1,984	(3.2%)	18,451	(4.2%)	40,171	(4.8%)

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Personal Care	1,549	(2.5%)	102	12,015	(2.7%)	109	25,122	(3%)	119
Protective	726	(1.2%)	55	10,351	(2.3%)	108	23,770	(2.8%)	130
Farming, Fishing & Forestry				240	(<0.5%)	9	471	(<0.5%)	10

## Employment by Industry

Total Employees (16+ Years Old)	61,185			442,367			844,790		
Educational Services	20,828	(34%)	146	151,017	(34.1%)	146	276,766	(32.8%)	140
Wholesale Retail	8,640	(14.1%)	107	51,603	(11.7%)	89	88,850	(10.5%)	89
Professional Services	5,135	(8.4%)	104	34,010	(7.7%)	95	74,924	(8.9%)	110
Financial, Insurance & Real Estate	4,711	(7.7%)	114	31,417	(7.1%)	105	59,053	(7%)	104
Transportation	4,535	(7.4%)	127	35,730	(8.1%)	138	61,569	(7.3%)	125
Entertainment Services	4,047	(6.6%)	76	32,350	(7.3%)	84	72,436	(8.6%)	99
Agriculture/Mining/Construction	3,653	(6%)	70	28,280	(6.4%)	75	46,601	(5.5%)	65
Other Professional Services	2,278	(3.7%)	77	19,805	(4.5%)	95	41,926	(5%)	106
Administrative/Waste Services	2,255	(3.7%)	88	15,894	(3.6%)	86	31,689	(3.8%)	90
Manufacturing	1,842	(3%)	30	13,974	(3.2%)	32	24,541	(2.9%)	29
Public Administration	1,675	(2.7%)	57	16,140	(3.6%)	76	34,712	(4.1%)	86

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Information	1,487	(2.4%)	130	11,621	(2.6%)	141	30,436	(3.6%)	193
Management Services	99	(<0.5%)	128	526	(<0.5%)	94	1,287	(<0.5%)	120

### Language Spoken

Speak Other Language at Home	66,422	(50.8%)	598	453,199	(49.4%)	583	624,937	(37.3%)	440
Speak English at Home	54,236	(41.5%)	54	377,345	(41.2%)	53	860,383	(51.4%)	66
Speak Spanish at Home	10,119	(7.7%)	55	86,081	(9.4%)	66	188,670	(11.3%)	7

### Ancestry

Other	35,437	(25.6%)	187	201,807	(20.8%)	152	303,916	(17.1%)	125
Unclassified	21,590	(15.6%)	106	102,599	(10.6%)	72	155,612	(8.7%)	60
Other European (e.g. Greek/Russian)	16,738	(12.1%)	436	78,498	(8.1%)	292	99,800	(5.6%)	202
Chinese	14,959	(10.8%)	840	125,570	(13%)	1007	197,885	(11.1%)	865
Middle Eastern	7,046	(5.1%)	914	17,940	(1.9%)	332	27,203	(1.5%)	274
American	6,636	(4.8%)	120	26,722	(2.8%)	69	36,194	(2%)	51
Mexican	4,850	(3.5%)	32	32,263	(3.3%)	30	63,366	(3.6%)	32
South Central Asian (e.g. Indian)	4,646	(3.4%)	213	42,683	(4.4%)	279	53,333	(3%)	190
Italian	3,924	(2.8%)	106	33,477	(3.5%)	129	49,529	(2.8%)	104

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Other Asian	3,649	(2.6%)	745	13,609	(1.4%)	397	16,009	(0.9%)	254
Puerto Rican	2,773	(2%)	71	33,353	(3.4%)	122	75,074	(4.2%)	150
Polish	2,089	(1.5%)	110	13,065	(1.3%)	98	18,232	(1%)	75
South American	1,891	(1.4%)	100	15,756	(1.6%)	119	32,278	(1.8%)	133
Central American	1,560	(1.1%)	63	17,385	(1.8%)	101	33,526	(1.9%)	106
Scottish/Irish	1,063	(0.8%)	13	9,558	(1%)	16	26,831	(1.5%)	25
Dominican	973	(0.7%)	105	10,300	(1.1%)	159	32,651	(1.8%)	274
German	929	(0.7%)	9	5,203	(0.5%)	8	13,037	(0.7%)	10
Other Hispanic	814	(0.6%)	55	8,666	(0.9%)	84	19,403	(1.1%)	103
Korean	569	(<0.5%)	93	2,870	(<0.5%)	67	5,589	(<0.5%)	71
British	434	(<0.5%)	6	2,672	(<0.5%)	5	10,386	(0.6%)	11
South East Asian (e.g. Vietnamese)	263	(<0.5%)	40	2,671	(<0.5%)	58	4,558	(<0.5%)	54
Cuban	177	(<0.5%)	17	2,312	(<0.5%)	31	5,771	(<0.5%)	43
French	164	(<0.5%)	11	961	(<0.5%)	9	2,710	(<0.5%)	14
Native American (Indian/Eskimo)	97	(<0.5%)	11	920	(<0.5%)	15	1,944	(<0.5%)	17
Scandinavian	89	(<0.5%)	4	936	(<0.5%)	6	3,884	(<0.5%)	13

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Dutch	32	(<0.5%)	222	(<0.5%)	1,146	(<0.5%)
Japanese	21	(<0.5%)	512	(<0.5%)	1,866	(<0.5%)
Hawaiian/Pacific Islander	15	(<0.5%)	163	(<0.5%)	362	(<0.5%)

### Education (Age 25+)

Total Educated Population	93,391		666,426		1.2M	
Elementary (0 to 8 Years)	8,365	(9%)	65,262	(9.8%)	114,834	(9.2%)
Some High School (9 to 11 Years)	5,785	(6.2%)	48,614	(7.3%)	96,540	(7.8%)
High School Graduate (12 Years)	21,000	(22.5%)	171,644	(25.8%)	309,678	(24.9%)
Some College (13 to 16 Years)	11,328	(12.1%)	82,731	(12.4%)	159,787	(12.8%)
Associates Degree Only	7,149	(7.7%)	49,189	(7.4%)	86,885	(7%)
Bachelor's Degree Only	22,970	(24.6%)	147,903	(22.2%)	279,561	(22.5%)
Graduate Degree	16,794	(18%)	101,083	(15.2%)	197,253	(15.8%)

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	48,831	334,703	635,997
One Person Households	13,093 (26.8%)	88,681 (26.5%)	177,712 (27.9%)
Married Couple	25,669 (52.6%)	159,561 (47.7%)	264,129 (41.5%)
Male Householder	2,299 (4.7%)	19,689 (5.9%)	37,562 (5.9%)
Female Householder	5,490 (11.2%)	49,973 (14.9%)	110,556 (17.4%)
Non Family Households	2,280 (4.7%)	16,799 (5%)	46,038 (7.2%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	48,831	334,703	635,997
1 Person Household	13,093 (26.8%)	88,681 (26.5%)	177,712 (27.9%)
2 Person Household	13,565 (27.8%)	89,496 (26.7%)	173,827 (27.3%)
3 Person Household	8,032 (16.4%)	56,058 (16.7%)	107,431 (16.9%)
4 Person Household	6,315 (12.9%)	45,625 (13.6%)	84,169 (13.2%)
5 Person Household	3,745 (7.7%)	25,520 (7.6%)	44,615 (7%)
6 Person Household	2,170 (4.4%)	14,885 (4.4%)	25,286 (4%)
7+ Person Household	1,911 (3.9%)	14,438 (4.3%)	22,957 (3.6%)

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	52,122	356,015	678,382
Renter Occupied Housing	30,185	205,283	416,875
Owner Occupied Housing	18,646	129,420	219,122
Vacant Housing	3,291	21,312	42,385

### Housing Rent

Average Rent	\$1,887.15	122	\$1,830.32	118	\$1,872.64	121
Median Rent	\$1,851.7	131	\$1,806.93	128	\$1,825.54	129
Total Cash Rents Housing	29,056	198,041	404,472			
<\$300	762 (2.6%)	94	5,127 (2.6%)	93	11,419 (2.8%)	101
\$300-\$500	602 (2.1%)	54	4,859 (2.5%)	64	10,833 (2.7%)	69
\$500-\$750	783 (2.7%)	31	6,801 (3.4%)	40	15,160 (3.7%)	43
\$750-\$1000	1,227 (4.2%)	32	9,692 (4.9%)	38	21,211 (5.2%)	40
\$1000-\$1500	4,957 (17.1%)	65	36,933 (18.6%)	71	73,783 (18.2%)	69
\$1500-\$2000	8,810 (30.3%)	144	58,008 (29.3%)	139	107,251 (26.5%)	126
\$2000-\$2500	6,391 (22%)	187	42,402 (21.4%)	182	80,659 (19.9%)	170

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	3,136	(10.8%)	187	20,255	(10.2%)	177	43,183	(10.7%)	185
\$3000-\$3500	1,315	(4.5%)	148	8,232	(4.2%)	136	20,906	(5.2%)	169
>\$3500	1,073	(3.7%)	100	5,732	(2.9%)	74	20,067	(5%)	135

## Value of Owner-Occupied Housing Units

Average House Value	\$1.43M	266	\$1.32M	245	\$1.38M	256			
Median House Value	\$1.22M	312	\$1.15M	294	\$1.16M	297			
Owner Occupied Housing	18,646		129,420		219,122				
<\$100K	325	(1.7%)	21	3,228	(2.5%)	30	5,389	(2.5%)	30
\$100K - \$200K	390	(2.1%)	16	2,429	(1.9%)	15	3,822	(1.7%)	14
\$200K - \$300K	353	(1.9%)	12	2,219	(1.7%)	11	3,132	(1.4%)	9
\$300K - \$400K	735	(3.9%)	27	3,875	(3%)	21	5,586	(2.5%)	18
\$400K - \$500K	631	(3.4%)	29	4,224	(3.3%)	28	6,745	(3.1%)	27
\$500K - \$1000K	3,052	(16.4%)	64	30,828	(23.8%)	93	54,312	(24.8%)	97
>\$1000K	13,160	(70.6%)	608	82,684	(63.9%)	551	140,203	(64%)	552

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



Benchmark: Nationwide



### Poverty

Households in Poverty	9,075	(18.6%)		60,227	(18%)		110,525	(17.4%)	
Households Above Poverty	39,756	(81.4%)		274,476	(82%)		525,472	(82.6%)	
Households in Poverty (Married)	3,038	(6.2%)		19,846	(5.9%)		29,643	(4.7%)	
Households in Poverty (Male Householder)	290	(0.6%)		1,994	(0.6%)		3,976	(0.6%)	
Households in Poverty (Female Householder)	1,191	(2.4%)		9,780	(2.9%)		22,017	(3.5%)	
Households in Poverty (Non-Family)	4,259	(8.7%)		26,843	(8%)		51,617	(8.1%)	
Households in Poverty (Non-Family Student)	297	(0.6%)		1,764	(0.5%)		3,272	(0.5%)	

### Wealth per Household

Household Average Wealth	\$234,662.87		\$229,003.76		\$226,511.31				
Household Median Wealth	\$71,388.4		\$67,727.58		\$64,488.2				
<\$0K	8,975	(18.4%)		62,275	(18.6%)		120,457	(18.9%)	
\$0K - \$5K	4,615	(9.5%)		32,417	(9.7%)		62,882	(9.9%)	
\$5K - \$10K	2,365	(4.8%)		16,537	(4.9%)		32,005	(5%)	
\$10K - \$25K	3,167	(6.5%)		21,965	(6.6%)		42,072	(6.6%)	
\$25K - \$50K	3,256	(6.7%)		22,495	(6.7%)		42,653	(6.7%)	

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	4,763	(9.8%)	95	32,893	(9.8%)	96	61,875	(9.7%)	95
\$100K - \$250K	8,401	(17.2%)	95	57,370	(17.1%)	95	107,393	(16.9%)	93
\$250K - \$500K	6,183	(12.7%)	95	41,668	(12.4%)	94	78,027	(12.3%)	93
>\$500K	7,106	(14.6%)	98	47,083	(14.1%)	94	88,633	(13.9%)	93

### Vehicles per Household

Total Number of Vehicles	37,252			242,788			404,964		
Average Number of Vehicles	0.76		42	0.73		40	0.64		35
No Vehicles	20,807	(42.6%)	515	150,875	(45.1%)	545	323,303	(50.8%)	615
1 Vehicle	20,342	(41.7%)	127	136,470	(40.8%)	124	238,999	(37.6%)	115
2 Vehicles	6,548	(13.4%)	36	38,754	(11.6%)	31	59,639	(9.4%)	25
3 or more Vehicles	1,134	(2.3%)	11	8,604	(2.6%)	12	14,056	(2.2%)	10

### Population Change

Births	1,444			10,063			19,078		
Deaths	1,077			7,379			12,660		
Migration	-468			-2,663			-1,959		

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	4,289	24,507	44,826
Total Employees	39,289	253,178	486,230

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