



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	22,384		182,512		575,738	
Households	9,959		69,360		215,823	
Persons per Household	2.22	87	2.58	101	2.62	103
Household Median Income	\$142,674.59	163	\$133,180.22	153	\$104,919.84	120
Household Median Disposable Income	\$115,593.27	154	\$108,425.88	145	\$87,028.3	116
Household Median Discretionary Income	\$91,423.16	158	\$83,010.62	143	\$61,311.7	106
Average Income Per Person	\$96,707.89	205	\$72,924.36	155	\$57,982.42	123
Median Rent	\$2,230.84	158	\$1,896.93	134	\$1,673.18	119
Median House Value	\$876,479.34	224	\$774,722.38	198	\$690,960.34	176
Households in Poverty	902 (9.1%)	72	5,698 (8.2%)	65	25,439 (11.8%)	93
Household Median Wealth	\$93,886.84	115	\$95,378.1	116	\$79,692.88	97
Average Age	41.67	101	41.25	100	40.81	99
Median Age	41.29	102	41.18	102	40.52	100
Households with Children	2,675 (26.9%)	100	20,791 (30%)	112	62,837 (29.1%)	109
High School Graduate or Higher	15,642 (96.7%)	108	120,209 (94.1%)	105	357,964 (89.1%)	100

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	10,860 (67.1%)	72,161 (56.5%)	171,523 (42.7%)
Pop density (per sq mi)	7,154	6,488	7,406
Area (based on blockgroups)	3	28	78

## Population

Population 2025 Q4	22,384	182,512	575,738
Population 2025 Q3	22,343	181,529	574,423
Population 2025 Q2	22,293	180,803	572,907
Population 2025 Q1	22,288	179,586	570,257
Population 2024 Q4	22,236	179,266	568,628
Population 2024 Q3	22,116	178,814	567,088
Population 2024 Q2	22,074	177,901	564,715
Population 2024 Q1	21,997	177,252	562,301
Population 2023 Q4	21,851	175,457	557,902
Population 5 Years Forecast	22,352	185,511	581,888
Population 10 Years Forecast	22,462	188,188	588,510
Persons per Household	2.22 (87)	2.58 (101)	2.62 (103)

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	252	(1.1%)	48	3,813	(2.1%)	89	9,337	(1.6%)	69
Transient Population - Average Last 4 Quarters				247	(<0.5%)	11	1,260	(<0.5%)	18

## Households

Households 2025 Q4	9,959		69,360		215,823
Households 2025 Q3	9,926		68,930		215,196
Households 2025 Q2	9,897		68,639		214,605
Households 2025 Q1	9,896		68,198		213,628
Households 2024 Q4	9,876		68,075		213,024
Households 2024 Q3	9,819		67,895		212,429
Households 2024 Q2	9,799		67,535		211,513
Households 2024 Q1	9,765		67,281		210,587
Households 2023 Q4	9,698		66,545		208,844
Households 5 Years Forecast	9,948		70,533		218,238
Households 10 Years Forecast	9,999		71,581		220,801

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



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Gender

Male	10,426	(46.6%)	95	86,832	(47.6%)	97	273,307	(47.5%)	97
Female	11,958	(53.4%)	105	95,680	(52.4%)	103	302,431	(52.5%)	103

## Ethnicity

White	12,811	(57.2%)	99	90,742	(49.7%)	86	214,328	(37.2%)	65
Black	4,245	(19%)	161	36,232	(19.9%)	168	143,123	(24.9%)	211
Hispanic (Ethnic)	2,630	(11.7%)	60	33,760	(18.5%)	94	156,037	(27.1%)	138
Other	1,511	(6.8%)	130	9,923	(5.4%)	105	26,827	(4.7%)	90
Asian	1,187	(5.3%)	92	11,855	(6.5%)	112	35,423	(6.2%)	106

## Household by Ethnicity

White	5,978	(60%)	97	37,122	(53.5%)	87	84,421	(39.1%)	63
Black	1,647	(16.5%)	151	11,714	(16.9%)	154	50,760	(23.5%)	215
Hispanic (Ethnic)	918	(9.2%)	61	10,467	(15.1%)	99	50,946	(23.6%)	155
Other	856	(8.6%)	113	6,348	(9.2%)	121	19,062	(8.8%)	116
Asian	560	(5.6%)	122	3,709	(5.3%)	116	10,634	(4.9%)	107

## 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	\$215,748.54	177	\$189,695.06	156	\$152,992.06	126
Average Income Per Person	\$96,707.89	205	\$72,924.36	155	\$57,982.42	123
Household Median Income	\$142,674.59	163	\$133,180.22	153	\$104,919.84	120
<\$15K	647 (6.5%)	90	3,517 (5.1%)	70	15,265 (7.1%)	98
\$15K - \$25K	379 (3.8%)	65	2,571 (3.7%)	63	10,746 (5%)	85
\$25K - \$35K	454 (4.6%)	74	2,527 (3.6%)	59	11,107 (5.1%)	84
\$35K - \$50K	558 (5.6%)	60	3,630 (5.2%)	56	15,554 (7.2%)	7
\$50K - \$75K	819 (8.2%)	55	6,838 (9.9%)	66	26,054 (12.1%)	8
\$75K - \$100K	884 (8.9%)	71	7,614 (11%)	87	25,106 (11.6%)	92
\$100K - \$150K	1,414 (14.2%)	75	11,359 (16.4%)	90	36,732 (17%)	94
\$150K - \$175K	621 (6.2%)	99	5,159 (7.4%)	118	14,083 (6.5%)	104
\$175K - \$200K	630 (6.3%)	127	4,865 (7%)	141	12,520 (5.8%)	116
\$200K - \$250K	1,989 (20%)	248	11,917 (17.2%)	213	27,240 (12.6%)	156
\$250K - \$500K	855 (8.6%)	249	5,113 (7.4%)	213	11,674 (5.4%)	157
>\$500K	709 (7.1%)	247	4,250 (6.1%)	213	9,742 (4.5%)	157

## 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	\$124,292.93		137	\$120,379.83		133	\$103,608.07		114
Household Median Disposable Income	\$115,593.27		154	\$108,425.88		145	\$87,028.3		116
<\$15K	667	(6.7%)	85	3,779	(5.4%)	69	16,513	(7.7%)	97
\$15K - \$25K	483	(4.8%)	71	3,029	(4.4%)	64	12,832	(5.9%)	86
\$25K - \$35K	582	(5.8%)	80	3,091	(4.5%)	62	12,700	(5.9%)	82
\$35K - \$50K	530	(5.3%)	47	4,474	(6.5%)	57	19,042	(8.8%)	74
\$50K - \$75K	1,101	(11.1%)	66	8,949	(12.9%)	71	31,918	(14.8%)	88
\$75K - \$100K	1,115	(11.2%)	74	9,060	(13.1%)	91	29,252	(13.6%)	95
\$100K - \$150K	1,748	(17.6%)	93	13,991	(20.2%)	107	40,823	(18.9%)	100
\$150K - \$175K	1,046	(10.5%)	205	6,872	(9.9%)	193	15,920	(7.4%)	144
\$175K - \$200K	722	(7.2%)	212	4,369	(6.3%)	184	10,003	(4.6%)	135
\$200K - \$250K	791	(7.9%)	240	4,730	(6.8%)	206	10,797	(5%)	151
\$250K - \$500K	1,081	(10.9%)	239	6,454	(9.3%)	205	14,750	(6.8%)	151
>\$500K	93	(0.9%)	235	562	(0.8%)	204	1,273	(0.6%)	148

### Discretionary Households Income

Household Average Discretionary Income	\$94,047.78		137	\$90,782.08		133	\$74,871.17		109
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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	\$91,423.16		158	\$83,010.62		143	\$61,311.7		106
<\$10K	664	(6.7%)	86	4,374	(6.3%)	8	19,740	(9.1%)	118
\$10K - \$20K	490	(4.9%)	54	3,832	(5.5%)	60	18,798	(8.7%)	95
\$20K - \$30K	687	(6.9%)	73	4,042	(5.8%)	62	19,226	(8.9%)	94
\$30K - \$40K	533	(5.4%)	59	4,477	(6.5%)	71	17,399	(8.1%)	88
\$40K - \$50K	360	(3.6%)	43	4,261	(6.1%)	73	16,137	(7.5%)	89
\$50K - \$75K	1,539	(15.5%)	88	10,940	(15.8%)	90	33,856	(15.7%)	89
\$75K - \$100K	1,038	(10.4%)	84	7,815	(11.3%)	91	23,261	(10.8%)	87
\$100K - \$125K	1,085	(10.9%)	128	7,117	(10.3%)	121	18,682	(8.7%)	102
\$125K - \$150K	1,157	(11.6%)	179	7,872	(11.3%)	175	18,456	(8.6%)	132
>\$150K	2,406	(24.2%)	239	14,630	(21.1%)	208	30,268	(14%)	139

## Households Income by Ethnicity

Average Income - White	\$137,959.26		135	\$133,772.76		130	\$128,495.87		125
Median Income - White	\$166,322.71		176	\$155,629.33		165	\$140,052.58		148
Average Income - Black	\$85,949.28		116	\$100,332.94		135	\$85,452.04		115
Median Income - Black	\$64,466.61		107	\$93,224.2		155	\$73,163.28		122

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$147,471.49	\$145,652.56	\$137,776.01
Median Income - Asian	\$178,749.43	\$168,968.77	\$156,260.6
Average Income - Hispanic	\$121,862.97	\$117,088.39	\$98,710.55
Median Income - Hispanic	\$132,726.96	\$116,587.39	\$89,475.51
Average Income - Other	\$126,212.86	\$126,873.49	\$109,456.12
Median Income - Other	\$133,333	\$135,285.82	\$106,217.79

## Age

	1 Mile	3 Mile	5 Mile
Average Age	41.67	41.25	40.81
Median Age	41.29	41.18	40.52
0-4	1,408 (6.3%)	10,069 (5.5%)	33,464 (5.8%)
5-13	1,958 (8.7%)	18,038 (9.9%)	58,901 (10.2%)
14-17	1,012 (4.5%)	9,546 (5.2%)	29,479 (5.1%)
18-21	1,053 (4.7%)	9,842 (5.4%)	29,961 (5.2%)
22-24	780 (3.5%)	7,273 (4%)	22,180 (3.9%)
25-29	1,123 (5%)	10,301 (5.6%)	34,127 (5.9%)
30-34	1,622 (7.2%)	10,755 (5.9%)	36,047 (6.3%)

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	1 Mile		3 Mile		5 Mile				
35-39	1,729	(7.7%)	117	11,816	(6.5%)	98	38,722	(6.7%)	102
40-44	1,576	(7%)	109	12,226	(6.7%)	104	38,730	(6.7%)	104
45-49	1,424	(6.4%)	106	12,178	(6.7%)	111	37,792	(6.6%)	109
50-54	1,501	(6.7%)	113	12,127	(6.6%)	112	36,773	(6.4%)	108
55-59	1,539	(6.9%)	114	12,366	(6.8%)	112	37,242	(6.5%)	107
60-64	1,554	(6.9%)	109	11,952	(6.5%)	103	36,651	(6.4%)	100
65-69	1,305	(5.8%)	95	10,901	(6%)	98	34,108	(5.9%)	97
70-74	1,037	(4.6%)	90	8,774	(4.8%)	94	26,958	(4.7%)	91
75-79	740	(3.3%)	83	6,453	(3.5%)	89	20,286	(3.5%)	88
80-84	507	(2.3%)	90	4,127	(2.3%)	90	12,847	(2.2%)	88
85+	516	(2.3%)	111	3,768	(2.1%)	99	11,470	(2%)	96

## Age - Male

Male Average Age	40.06		100	39.77		99	39.35		98
Male Median Age	38.74		101	38.63		101	38.06		100
0-4	723	(6.9%)	124	5,180	(6%)	106	17,213	(6.3%)	112
5-13	965	(9.3%)	88	9,291	(10.7%)	101	29,940	(11%)	104

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	516	(4.9%)	90	4,762	(5.5%)	100	14,830	(5.4%)	99
18-21	540	(5.2%)	90	4,910	(5.7%)	98	15,074	(5.5%)	96
22-24	395	(3.8%)	86	3,666	(4.2%)	96	11,177	(4.1%)	93
25-29	548	(5.3%)	86	5,183	(6%)	97	17,128	(6.3%)	102
30-34	768	(7.4%)	112	5,296	(6.1%)	92	17,327	(6.3%)	96
35-39	811	(7.8%)	116	5,648	(6.5%)	97	18,231	(6.7%)	100
40-44	719	(6.9%)	106	5,762	(6.6%)	102	18,159	(6.6%)	102
45-49	650	(6.2%)	103	5,661	(6.5%)	108	17,696	(6.5%)	107
50-54	657	(6.3%)	106	5,626	(6.5%)	109	17,242	(6.3%)	107
55-59	709	(6.8%)	113	5,756	(6.6%)	110	17,308	(6.3%)	105
60-64	741	(7.1%)	114	5,603	(6.5%)	103	17,073	(6.2%)	100
65-69	584	(5.6%)	95	4,942	(5.7%)	97	15,478	(5.7%)	96
70-74	446	(4.3%)	89	3,927	(4.5%)	94	11,996	(4.4%)	91
75-79	306	(2.9%)	8	2,712	(3.1%)	86	8,557	(3.1%)	86
80-84	199	(1.9%)	87	1,672	(1.9%)	88	5,103	(1.9%)	85
85+	149	(1.4%)	94	1,235	(1.4%)	94	3,775	(1.4%)	91

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Age - Female

Metric	Value	1 Mile	3 Mile	5 Mile
Female Average Age	43.08	102	42.59	101
Female Median Age	42.61	103	42.56	103
0-4	685 (5.7%)	111	4,889 (5.1%)	99
5-13	993 (8.3%)	85	8,747 (9.1%)	94
14-17	496 (4.1%)	8	4,784 (5%)	99
18-21	513 (4.3%)	8	4,932 (5.2%)	98
22-24	385 (3.2%)	8	3,607 (3.8%)	95
25-29	575 (4.8%)	85	5,118 (5.3%)	95
30-34	854 (7.1%)	114	5,459 (5.7%)	91
35-39	918 (7.7%)	118	6,168 (6.4%)	99
40-44	857 (7.2%)	112	6,464 (6.8%)	106
45-49	774 (6.5%)	108	6,517 (6.8%)	113
50-54	844 (7.1%)	119	6,501 (6.8%)	115
55-59	830 (6.9%)	114	6,610 (6.9%)	114
60-64	813 (6.8%)	105	6,349 (6.6%)	103

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
65-69	721	(6%)	95	5,959	(6.2%)	98	18,630	(6.2%)	97
70-74	591	(4.9%)	91	4,847	(5.1%)	94	14,962	(4.9%)	91
75-79	434	(3.6%)	84	3,741	(3.9%)	91	11,729	(3.9%)	90
80-84	308	(2.6%)	91	2,455	(2.6%)	90	7,744	(2.6%)	90
85+	367	(3.1%)	117	2,533	(2.6%)	101	7,695	(2.5%)	97

### Employment by Occupation

Total Employees (16+ Years Old)	13,270			100,061			299,595		
Professional Specialty	5,215	(39.3%)	159	32,980	(33%)	133	81,270	(27.1%)	110
Managerial/Executive	3,742	(28.2%)	162	23,891	(23.9%)	137	59,866	(20%)	115
Sales	1,143	(8.6%)	92	8,870	(8.9%)	95	25,307	(8.4%)	90
Office Admin	918	(6.9%)	65	9,412	(9.4%)	88	31,804	(10.6%)	100
Production & Transportation	776	(5.8%)	45	7,679	(7.7%)	59	34,533	(11.5%)	89
Construction	354	(2.7%)	33	5,016	(5%)	63	18,276	(6.1%)	74
Food Preparation & Serving	327	(2.5%)	48	2,911	(2.9%)	57	10,441	(3.5%)	68
Personal Care	316	(2.4%)	95	2,507	(2.5%)	100	8,107	(2.7%)	108
Healthcare support	192	(1.4%)	44	2,438	(2.4%)	74	11,642	(3.9%)	119

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Benchmark: Nationwide

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Protective	183	(1.4%)	64	1,954	(2%)	90	9,385	(3.1%)	145
Building Maintenance & Cleaning	104	(0.8%)	23	2,384	(2.4%)	70	8,841	(3%)	87
Farming, Fishing & Forestry				19	(<0.5%)	3	123	(<0.5%)	7

### Employment by Industry

Total Employees (16+ Years Old)	13,270			100,061			299,595		
Educational Services	3,694	(27.8%)	119	26,805	(26.8%)	115	78,097	(26.1%)	111
Professional Services	2,026	(15.3%)	189	13,138	(13.1%)	162	30,539	(10.2%)	126
Financial, Insurance & Real Estate	1,636	(12.3%)	183	9,882	(9.9%)	146	23,447	(7.8%)	116
Wholesale Retail	1,170	(8.8%)	67	10,249	(10.2%)	74	35,516	(11.9%)	90
Manufacturing	1,035	(7.8%)	74	7,100	(7.1%)	71	22,682	(7.6%)	74
Entertainment Services	801	(6%)	70	6,135	(6.1%)	71	19,044	(6.4%)	73
Information	715	(5.4%)	289	4,730	(4.7%)	253	9,754	(3.3%)	174
Other Professional Services	694	(5.2%)	111	4,499	(4.5%)	96	14,932	(5%)	106
Transportation	459	(3.5%)	59	5,161	(5.2%)	88	21,323	(7.1%)	122
Public Administration	376	(2.8%)	59	3,776	(3.8%)	74	13,969	(4.7%)	98
Agriculture/Mining/Construction	347	(2.6%)	31	4,672	(4.7%)	55	16,866	(5.6%)	66

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Administrative/Waste Services	270	(2%)	49	3,678	(3.7%)	88	12,912	(4.3%)	103
Management Services	47	(<0.5%)	279	236	(<0.5%)	186	514	(<0.5%)	35

### Language Spoken

Speak English at Home	17,113	(81.6%)	105	127,171	(73.7%)	95	350,180	(64.6%)	84
Speak Other Language at Home	2,388	(11.4%)	134	22,710	(13.2%)	155	78,774	(14.5%)	171
Speak Spanish at Home	1,475	(7%)	50	22,562	(13.1%)	92	113,320	(20.9%)	147

### Ancestry

Other	4,138	(18.5%)	135	27,093	(14.8%)	109	72,361	(12.6%)	92
Unclassified	2,504	(11.2%)	76	17,396	(9.5%)	65	41,489	(7.2%)	49
Italian	1,678	(7.5%)	280	15,484	(8.5%)	317	37,963	(6.6%)	247
Scottish/Irish	1,599	(7.1%)	120	11,301	(6.2%)	104	22,034	(3.8%)	64
Other European (e.g. Greek/Russian)	1,176	(5.3%)	189	7,423	(4.1%)	147	16,753	(2.9%)	105
German	821	(3.7%)	52	5,597	(3.1%)	43	12,250	(2.1%)	30
British	707	(3.2%)	61	4,364	(2.4%)	46	7,854	(1.4%)	26
Puerto Rican	695	(3.1%)	110	8,279	(4.5%)	161	45,069	(7.8%)	278
South American	688	(3.1%)	225	11,406	(6.2%)	457	48,066	(8.3%)	611

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	1 Mile		3 Mile		5 Mile	
American	468	(2.1%)	2,937	(1.6%)	7,082	(1.2%)
South Central Asian (e.g. Indian)	400	(1.8%)	4,254	(2.3%)	13,731	(2.4%)
Polish	354	(1.6%)	3,557	(1.9%)	9,723	(1.7%)
Mexican	305	(1.4%)	2,339	(1.3%)	7,284	(1.3%)
Other Hispanic	280	(1.3%)	1,634	(0.9%)	9,250	(1.6%)
Dominican	280	(1.3%)	4,042	(2.2%)	23,964	(4.2%)
Middle Eastern	278	(1.2%)	1,672	(0.9%)	5,046	(0.9%)
Chinese	259	(1.2%)	1,950	(1.1%)	6,091	(1.1%)
Central American	227	(1%)	3,841	(2.1%)	15,457	(2.7%)
Scandinavian	191	(0.9%)	1,066	(0.6%)	1,903	(<0.5%)
Korean	165	(0.7%)	880	(<0.5%)	2,347	(<0.5%)
Cuban	155	(0.7%)	2,219	(1.2%)	6,947	(1.2%)
French	99	(<0.5%)	701	(<0.5%)	1,380	(<0.5%)
Japanese	69	(<0.5%)	351	(<0.5%)	609	(<0.5%)
Dutch	67	(<0.5%)	448	(<0.5%)	1,120	(<0.5%)
Native American (Indian/Eskimo)	23	(<0.5%)	213	(<0.5%)	800	(<0.5%)

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
South East Asian (e.g. Vietnamese)	21	(<0.5%)	20	966	(0.5%)	112	2,715	(<0.5%)	100
Hawaiian/Pacific Islander	7	(<0.5%)	17	44	(<0.5%)	13	123	(<0.5%)	12
Other Asian	1	(<0.5%)	1	360	(<0.5%)	56	1,049	(<0.5%)	51

### Education (Age 25+)

Total Educated Population	16,173			127,744			401,753		
Elementary (0 to 8 Years)	104	(0.6%)	13	3,683	(2.9%)	60	23,420	(5.8%)	122
Some High School (9 to 11 Years)	427	(2.6%)	45	3,852	(3%)	51	20,369	(5.1%)	86
High School Graduate (12 Years)	2,117	(13.1%)	50	24,099	(18.9%)	72	101,573	(25.3%)	97
Some College (13 to 16 Years)	1,839	(11.4%)	59	16,679	(13.1%)	68	61,211	(15.2%)	7
Associates Degree Only	826	(5.1%)	58	7,270	(5.7%)	65	23,657	(5.9%)	67
Bachelor's Degree Only	5,275	(32.6%)	153	40,254	(31.5%)	148	101,583	(25.3%)	119
Graduate Degree	5,585	(34.5%)	251	31,907	(25%)	181	69,940	(17.4%)	126

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	9,959	69,360	215,823
One Person Households	3,726 (37.4%)	19,410 (28%)	61,244 (28.4%)
Married Couple	3,917 (39.3%)	34,687 (50%)	98,157 (45.5%)
Male Householder	336 (3.4%)	2,881 (4.2%)	11,796 (5.5%)
Female Householder	973 (9.8%)	8,146 (11.7%)	32,789 (15.2%)
Non Family Households	1,007 (10.1%)	4,236 (6.1%)	11,837 (5.5%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	9,959	69,360	215,823
1 Person Household	3,726 (37.4%)	19,410 (28%)	61,244 (28.4%)
2 Person Household	2,948 (29.6%)	19,520 (28.1%)	59,589 (27.6%)
3 Person Household	1,385 (13.9%)	11,870 (17.1%)	37,030 (17.2%)
4 Person Household	1,187 (11.9%)	11,214 (16.2%)	32,460 (15%)
5 Person Household	470 (4.7%)	4,709 (6.8%)	15,149 (7%)
6 Person Household	168 (1.7%)	1,667 (2.4%)	6,167 (2.9%)
7+ Person Household	75 (0.8%)	970 (1.4%)	4,184 (1.9%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Housing Units

Total Housing Units	10,546	72,677	227,183
Renter Occupied Housing	5,126	28,190	104,191
Owner Occupied Housing	4,833	41,170	111,632
Vacant Housing	587	3,317	11,360

### Housing Rent

Average Rent	\$2,272.73	147	\$1,966.11	127	\$1,708.32	110
Median Rent	\$2,230.84	158	\$1,896.93	134	\$1,673.18	119
Total Cash Rents Housing	5,053	27,449	100,961			
<\$300	42 (0.8%)	30	415 (1.5%)	54	3,339 (3.3%)	118
\$300-\$500	38 (0.8%)	20	641 (2.3%)	61	3,157 (3.1%)	8
\$500-\$750	66 (1.3%)	15	784 (2.9%)	33	3,794 (3.8%)	43
\$750-\$1000	161 (3.2%)	24	983 (3.6%)	28	5,562 (5.5%)	42
\$1000-\$1500	538 (10.6%)	40	4,784 (17.4%)	66	24,524 (24.3%)	92
\$1500-\$2000	1,091 (21.6%)	102	7,706 (28.1%)	133	29,173 (28.9%)	137
\$2000-\$2500	1,279 (25.3%)	215	5,950 (21.7%)	184	17,992 (17.8%)	152

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	841	(16.6%)	288	3,086	(11.2%)	194	7,614	(7.5%)	130
\$3000-\$3500	461	(9.1%)	298	1,331	(4.8%)	158	2,857	(2.8%)	92
>\$3500	536	(10.6%)	288	1,769	(6.4%)	175	2,949	(2.9%)	7

## Value of Owner-Occupied Housing Units

Average House Value	\$1.06M		198	\$897,075.99		167	\$790,146		147
Median House Value	\$876,479.34		224	\$774,722.38		198	\$690,960.34		176
Owner Occupied Housing	4,833			41,170			111,632		
<\$100K	85	(1.8%)	21	622	(1.5%)	18	2,323	(2.1%)	25
\$100K - \$200K	25	(0.5%)	4	229	(0.6%)	4	1,418	(1.3%)	10
\$200K - \$300K	44	(0.9%)	6	871	(2.1%)	14	4,075	(3.7%)	23
\$300K - \$400K	223	(4.6%)	32	2,238	(5.4%)	37	8,593	(7.7%)	53
\$400K - \$500K	451	(9.3%)	8	3,749	(9.1%)	7	12,435	(11.1%)	96
\$500K - \$1000K	2,006	(41.5%)	162	21,396	(52%)	203	58,537	(52.4%)	205
>\$1000K	1,999	(41.4%)	357	12,134	(29.5%)	254	24,320	(21.8%)	188

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Poverty

Households in Poverty	902	(9.1%)	72	5,698	(8.2%)	65	25,439	(11.8%)	93
Households Above Poverty	9,057	(90.9%)	104	63,662	(91.8%)	105	190,384	(88.2%)	101
Households in Poverty (Married)	77	(0.8%)	35	679	(1%)	45	3,340	(1.5%)	71
Households in Poverty (Male Householder)	15	(<0.5%)	24	186	(<0.5%)	42	1,313	(0.6%)	96
Households in Poverty (Female Householder)	159	(1.6%)	54	1,204	(1.7%)	59	6,145	(2.8%)	97
Households in Poverty (Non-Family)	619	(6.2%)	99	3,350	(4.8%)	7	13,700	(6.3%)	101
Households in Poverty (Non-Family Student)	32	(<0.5%)	52	279	(<0.5%)	65	941	(<0.5%)	70

### Wealth per Household

Household Average Wealth	\$267,247.21	110	\$265,318.66	109	\$243,579.43	100			
Household Median Wealth	\$93,886.84	115	\$95,378.1	116	\$79,692.88	97			
<\$0K	1,677	(16.8%)	97	11,437	(16.5%)	95	38,104	(17.7%)	102
\$0K - \$5K	790	(7.9%)	94	5,332	(7.7%)	91	18,942	(8.8%)	104
\$5K - \$10K	430	(4.3%)	95	2,931	(4.2%)	93	9,990	(4.6%)	102
\$10K - \$25K	603	(6.1%)	96	4,188	(6%)	95	13,675	(6.3%)	100
\$25K - \$50K	643	(6.5%)	95	4,566	(6.6%)	97	14,462	(6.7%)	98

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				
\$50K - \$100K	953	(9.6%)	93	6,860	(9.9%)	97	21,450	(9.9%)	97
\$100K - \$250K	1,761	(17.7%)	98	12,586	(18.1%)	100	38,135	(17.7%)	98
\$250K - \$500K	1,376	(13.8%)	104	9,687	(14%)	105	28,290	(13.1%)	99
>\$500K	1,726	(17.3%)	116	11,773	(17%)	114	32,775	(15.2%)	102

## Vehicles per Household

Total Number of Vehicles	14,094			108,405			318,306		
Average Number of Vehicles	1.42		77	1.56		85	1.47		81
No Vehicles	972	(9.8%)	118	6,394	(9.2%)	111	33,055	(15.3%)	185
1 Vehicle	4,964	(49.8%)	152	28,629	(41.3%)	126	83,961	(38.9%)	119
2 Vehicles	3,287	(33%)	89	26,097	(37.6%)	102	71,481	(33.1%)	90
3 or more Vehicles	736	(7.4%)	34	8,240	(11.9%)	54	27,326	(12.7%)	57

## Population Change

Births	243			1,853			6,160		
Deaths	167			1,339			4,146		
Migration	94			2,812			5,331		

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	1,330	5,146	13,854
Total Employees	12,584	51,244	148,756

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