



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	38,389		255,083		721,637	
Households	12,298		84,772		239,599	
Persons per Household	3.07	120	2.97	116	2.98	117
Household Median Income	\$143,961.02	165	\$136,951.88	157	\$130,638.71	150
Household Median Disposable Income	\$115,329.88	154	\$109,787.2	146	\$105,022.18	140
Household Median Discretionary Income	\$92,091.42	159	\$86,319.66	149	\$80,420.74	139
Average Income Per Person	\$57,558.07	122	\$59,518.82	126	\$58,592.99	124
Median Rent	\$2,177.11	154	\$2,185.71	155	\$2,130.73	151
Median House Value	\$1.04M	264	\$980,669.38	250	\$967,924.63	247
Households in Poverty	781 (6.4%)	50	5,303 (6.3%)	49	18,241 (7.6%)	60
Household Median Wealth	\$112,798.55	138	\$108,427.23	132	\$99,762.14	122
Average Age	44.72	109	44.13	107	43.43	105
Median Age	45.59	113	45.09	112	43.26	107
Households with Children	3,488 (28.4%)	106	22,752 (26.8%)	100	64,996 (27.1%)	101
High School Graduate or Higher	25,051 (87.1%)	98	168,026 (89.2%)	100	468,538 (88.9%)	99

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



# Audience Profile

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	14,345 (49.9%)	91,295 (48.5%)	240,106 (45.5%)
Pop density (per sq mi)	11,851	9,518	9,728
Area (based on blockgroups)	3	27	74

## Population

Population 2025 Q4	38,389	255,083	721,637
Population 2025 Q3	38,388	255,511	721,422
Population 2025 Q2	38,381	255,335	723,662
Population 2025 Q1	38,388	255,483	724,063
Population 2024 Q4	38,385	255,284	723,802
Population 2024 Q3	38,379	255,224	723,455
Population 2024 Q2	38,325	254,878	722,517
Population 2024 Q1	38,309	254,743	721,847
Population 2023 Q4	38,280	254,653	721,289
Population 5 Years Forecast	37,993	252,912	717,470
Population 10 Years Forecast	37,819	252,010	716,345
Persons per Household	3.07	2.97	2.98

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	
Group Quarters	634	(1.7%)	3,312	(1.3%)	7,004	(1%)
Transient Population - Average Last 4 Quarters			137	(<0.5%)	1,196	(<0.5%)

## Households

Households 2025 Q4	12,298	84,772	239,599
Households 2025 Q3	12,296	84,862	239,378
Households 2025 Q2	12,295	84,803	240,293
Households 2025 Q1	12,298	84,838	240,433
Households 2024 Q4	12,296	84,766	240,331
Households 2024 Q3	12,291	84,723	240,195
Households 2024 Q2	12,274	84,605	239,855
Households 2024 Q1	12,270	84,539	239,589
Households 2023 Q4	12,262	84,508	239,404
Households 5 Years Forecast	12,172	84,052	238,283
Households 10 Years Forecast	12,117	83,777	237,975

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



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Benchmark: Nationwide



## Gender

Gender	1 Mile	3 Mile	5 Mile
Male	18,619 (48.5%)	123,225 (48.3%)	345,274 (47.8%)
Female	19,770 (51.5%)	131,858 (51.7%)	376,363 (52.2%)

## Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
Asian	18,749 (48.8%)	86,405 (33.9%)	182,783 (25.3%)
White	12,923 (33.7%)	93,563 (36.7%)	238,866 (33.1%)
Hispanic (Ethnic)	4,020 (10.5%)	37,758 (14.8%)	111,911 (15.5%)
Other	1,775 (4.6%)	13,356 (5.2%)	39,839 (5.5%)
Black	922 (2.4%)	24,001 (9.4%)	148,238 (20.5%)

## Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	5,168 (42%)	36,845 (43.5%)	90,374 (37.7%)
Asian	4,981 (40.5%)	21,683 (25.6%)	48,561 (20.3%)
Hispanic (Ethnic)	1,071 (8.7%)	10,898 (12.9%)	32,666 (13.6%)
Other	848 (6.9%)	8,684 (10.2%)	24,064 (10%)
Black	230 (1.9%)	6,662 (7.9%)	43,934 (18.3%)

## 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	\$177,746.76	146	\$177,818.92	146	\$175,373.45	144
Average Income Per Person	\$57,558.07	122	\$59,518.82	126	\$58,592.99	124
Household Median Income	\$143,961.02	165	\$136,951.88	157	\$130,638.71	150
<\$15K	423 (3.4%)	48	3,040 (3.6%)	50	10,746 (4.5%)	62
\$15K - \$25K	321 (2.6%)	44	2,397 (2.8%)	48	7,620 (3.2%)	54
\$25K - \$35K	332 (2.7%)	44	2,533 (3%)	49	8,331 (3.5%)	57
\$35K - \$50K	540 (4.4%)	47	4,955 (5.8%)	62	14,914 (6.2%)	66
\$50K - \$75K	1,089 (8.9%)	59	8,577 (10.1%)	68	24,806 (10.4%)	69
\$75K - \$100K	1,170 (9.5%)	76	8,495 (10%)	80	24,180 (10.1%)	80
\$100K - \$150K	2,552 (20.8%)	114	16,201 (19.1%)	105	45,108 (18.8%)	104
\$150K - \$175K	1,016 (8.3%)	131	7,059 (8.3%)	132	19,712 (8.2%)	131
\$175K - \$200K	986 (8%)	161	6,813 (8%)	161	17,904 (7.5%)	150
\$200K - \$250K	2,165 (17.6%)	218	13,832 (16.3%)	202	37,120 (15.5%)	192
\$250K - \$500K	930 (7.6%)	219	5,935 (7%)	203	15,905 (6.6%)	192
>\$500K	774 (6.3%)	218	4,935 (5.8%)	202	13,253 (5.5%)	192

## 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	\$125,386.3		139	\$120,495.55		133	\$116,663.34		129
Household Median Disposable Income	\$115,329.88		154	\$109,787.2		146	\$105,022.18		140
<\$15K	451	(3.7%)	47	3,260	(3.8%)	49	11,529	(4.8%)	61
\$15K - \$25K	407	(3.3%)	48	3,003	(3.5%)	52	9,371	(3.9%)	57
\$25K - \$35K	387	(3.1%)	44	3,153	(3.7%)	52	10,492	(4.4%)	61
\$35K - \$50K	647	(5.3%)	47	6,456	(7.6%)	68	19,254	(8%)	71
\$50K - \$75K	1,545	(12.6%)	75	10,807	(12.7%)	76	30,392	(12.7%)	75
\$75K - \$100K	1,775	(14.4%)	101	11,864	(14%)	98	33,175	(13.8%)	97
\$100K - \$150K	2,983	(24.3%)	129	20,276	(23.9%)	127	55,953	(23.4%)	124
\$150K - \$175K	1,337	(10.9%)	212	8,261	(9.7%)	190	21,921	(9.1%)	178
\$175K - \$200K	682	(5.5%)	162	4,362	(5.1%)	150	11,697	(4.9%)	142
\$200K - \$250K	839	(6.8%)	206	5,364	(6.3%)	191	14,414	(6%)	181
\$250K - \$500K	1,145	(9.3%)	205	7,321	(8.6%)	190	19,671	(8.2%)	181
>\$500K	100	(0.8%)	205	645	(0.8%)	191	1,730	(0.7%)	182

## Discretionary Households Income

Household Average Discretionary Income	\$96,829.05		141	\$90,963.03		133	\$86,565.53		126
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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	\$92,091.42		159	\$86,319.66		149	\$80,420.74		139
<\$10K	415	(3.4%)	44	2,882	(3.4%)	44	12,487	(5.2%)	67
\$10K - \$20K	496	(4%)	44	3,902	(4.6%)	50	12,728	(5.3%)	58
\$20K - \$30K	392	(3.2%)	34	4,744	(5.6%)	59	15,106	(6.3%)	67
\$30K - \$40K	636	(5.2%)	57	5,460	(6.4%)	70	16,536	(6.9%)	75
\$40K - \$50K	768	(6.2%)	74	5,260	(6.2%)	74	15,336	(6.4%)	76
\$50K - \$75K	1,929	(15.7%)	89	14,240	(16.8%)	96	39,719	(16.6%)	94
\$75K - \$100K	2,065	(16.8%)	135	12,737	(15%)	121	34,198	(14.3%)	115
\$100K - \$125K	1,495	(12.2%)	143	10,935	(12.9%)	152	29,491	(12.3%)	145
\$125K - \$150K	1,656	(13.5%)	208	10,201	(12%)	186	25,738	(10.7%)	166
>\$150K	2,446	(19.9%)	197	14,411	(17%)	168	38,260	(16%)	158

## Households Income by Ethnicity

Average Income - White	\$126,398.57		123	\$126,219.89		123	\$129,898.79		127
Median Income - White	\$132,704.44		140	\$133,608.9		141	\$142,696.66		151
Average Income - Black	\$98,806.48		133	\$125,601.92		169	\$114,921.53		154
Median Income - Black	\$103,365.25		172	\$131,267.45		218	\$115,738.63		192

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$137,849.48 (114)	\$134,596.32 (111)	\$125,936.55 (104)
Median Income - Asian	\$152,435.01 (121)	\$150,464.01 (119)	\$132,357.26 (105)
Average Income - Hispanic	\$141,640.92 (163)	\$128,216.99 (148)	\$120,950.74 (139)
Median Income - Hispanic	\$157,798.99 (210)	\$135,250.27 (180)	\$125,089.49 (166)
Average Income - Other	\$141,515 (148)	\$123,294.01 (129)	\$123,470.5 (129)
Median Income - Other	\$158,376.79 (183)	\$128,172.32 (148)	\$129,950.4 (150)

## Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	44.72 (109)	44.13 (107)	43.43 (105)
Median Age	45.59 (113)	45.09 (112)	43.26 (107)
0-4	1,829 (4.8%) (89)	12,089 (4.7%) (88)	35,498 (4.9%) (92)
5-13	3,037 (7.9%) (75)	21,634 (8.5%) (84)	64,020 (8.9%) (87)
14-17	1,665 (4.3%) (80)	11,508 (4.5%) (86)	33,284 (4.6%) (87)
18-21	1,753 (4.6%) (83)	12,168 (4.8%) (86)	34,904 (4.8%) (88)
22-24	1,341 (3.5%) (83)	9,317 (3.7%) (87)	26,658 (3.7%) (88)
25-29	2,376 (6.2%) (105)	15,518 (6.1%) (103)	44,275 (6.1%) (104)
30-34	2,482 (6.5%) (101)	15,263 (6%) (93)	44,147 (6.1%) (95)

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	● 1 Mile		● 3 Mile		● 5 Mile				
35-39	2,243	(5.8%)	89	14,932	(5.9%)	89	43,278	(6%)	91
40-44	2,131	(5.6%)	86	14,761	(5.8%)	90	42,623	(5.9%)	92
45-49	2,287	(6%)	99	15,512	(6.1%)	101	44,245	(6.1%)	102
50-54	2,309	(6%)	102	16,069	(6.3%)	106	45,572	(6.3%)	107
55-59	2,632	(6.9%)	113	17,608	(6.9%)	114	49,836	(6.9%)	114
60-64	2,821	(7.3%)	116	18,633	(7.3%)	115	52,160	(7.2%)	114
65-69	2,826	(7.4%)	120	18,342	(7.2%)	118	49,760	(6.9%)	113
70-74	2,451	(6.4%)	124	15,282	(6%)	117	40,684	(5.6%)	110
75-79	1,879	(4.9%)	123	11,643	(4.6%)	114	31,095	(4.3%)	108
80-84	1,118	(2.9%)	115	7,375	(2.9%)	115	20,098	(2.8%)	110
85+	1,209	(3.1%)	151	7,429	(2.9%)	140	19,500	(2.7%)	130

## Age - Male

Male Average Age	43.33		108	42.67		107	41.87		105
Male Median Age	42.69		112	42.24		110	41.34		108
0-4	936	(5%)	90	6,189	(5%)	89	18,173	(5.3%)	94
5-13	1,551	(8.3%)	7	11,145	(9%)	86	32,632	(9.5%)	89

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	1 Mile			3 Mile			5 Mile		
14-17	870	(4.7%)	85	5,904	(4.8%)	87	17,082	(4.9%)	90
18-21	910	(4.9%)	85	6,250	(5.1%)	88	17,930	(5.2%)	90
22-24	693	(3.7%)	85	4,808	(3.9%)	89	13,691	(4%)	90
25-29	1,208	(6.5%)	106	8,045	(6.5%)	106	22,844	(6.6%)	108
30-34	1,313	(7.1%)	107	7,876	(6.4%)	97	22,336	(6.5%)	98
35-39	1,150	(6.2%)	92	7,408	(6%)	90	21,139	(6.1%)	92
40-44	1,009	(5.4%)	83	7,110	(5.8%)	89	20,327	(5.9%)	91
45-49	1,066	(5.7%)	95	7,315	(5.9%)	98	20,682	(6%)	99
50-54	1,080	(5.8%)	98	7,630	(6.2%)	105	21,345	(6.2%)	104
55-59	1,202	(6.5%)	107	8,205	(6.7%)	111	22,975	(6.7%)	111
60-64	1,345	(7.2%)	116	8,752	(7.1%)	114	24,262	(7%)	113
65-69	1,377	(7.4%)	126	8,637	(7%)	119	22,960	(6.6%)	113
70-74	1,174	(6.3%)	130	7,063	(5.7%)	119	18,622	(5.4%)	112
75-79	864	(4.6%)	127	5,223	(4.2%)	116	13,574	(3.9%)	108
80-84	478	(2.6%)	117	3,163	(2.6%)	117	8,168	(2.4%)	108
85+	393	(2.1%)	140	2,502	(2%)	134	6,532	(1.9%)	125

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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	46.04	45.5	44.87
Female Median Age	47.19	46.7	45.96
0-4	893 (4.5%)	5,900 (4.5%)	17,325 (4.6%)
5-13	1,486 (7.5%)	10,489 (8%)	31,388 (8.3%)
14-17	795 (4%)	5,604 (4.3%)	16,202 (4.3%)
18-21	843 (4.3%)	5,918 (4.5%)	16,974 (4.5%)
22-24	648 (3.3%)	4,509 (3.4%)	12,967 (3.4%)
25-29	1,168 (5.9%)	7,473 (5.7%)	21,431 (5.7%)
30-34	1,169 (5.9%)	7,387 (5.6%)	21,811 (5.8%)
35-39	1,093 (5.5%)	7,524 (5.7%)	22,139 (5.9%)
40-44	1,122 (5.7%)	7,651 (5.8%)	22,296 (5.9%)
45-49	1,221 (6.2%)	8,197 (6.2%)	23,563 (6.3%)
50-54	1,229 (6.2%)	8,439 (6.4%)	24,227 (6.4%)
55-59	1,430 (7.2%)	9,403 (7.1%)	26,861 (7.1%)
60-64	1,476 (7.5%)	9,881 (7.5%)	27,898 (7.4%)

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65-69	1,449	(7.3%)	115	9,705	(7.4%)	116	26,800	(7.1%)	112
70-74	1,277	(6.5%)	119	8,219	(6.2%)	115	22,062	(5.9%)	108
75-79	1,015	(5.1%)	119	6,420	(4.9%)	113	17,521	(4.7%)	108
80-84	640	(3.2%)	114	4,212	(3.2%)	112	11,930	(3.2%)	111
85+	816	(4.1%)	157	4,927	(3.7%)	142	12,968	(3.4%)	131

## Employment by Occupation

Total Employees (16+ Years Old)	19,334			131,379			371,036		
Professional Specialty	6,636	(34.3%)	139	41,630	(31.7%)	128	109,715	(29.6%)	120
Managerial/Executive	3,426	(17.7%)	102	23,002	(17.5%)	101	66,409	(17.9%)	103
Office Admin	2,355	(12.2%)	115	14,507	(11%)	104	41,357	(11.1%)	105
Sales	2,227	(11.5%)	123	13,667	(10.4%)	111	35,845	(9.7%)	103
Production & Transportation	1,574	(8.1%)	63	11,008	(8.4%)	65	32,595	(8.8%)	68
Construction	898	(4.6%)	58	7,282	(5.5%)	69	22,745	(6.1%)	7
Healthcare support	837	(4.3%)	132	5,596	(4.3%)	130	18,111	(4.9%)	149
Building Maintenance & Cleaning	458	(2.4%)	70	3,834	(2.9%)	86	11,178	(3%)	89
Protective	432	(2.2%)	103	4,054	(3.1%)	142	11,486	(3.1%)	143

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Food Preparation & Serving	290	(1.5%)	29	3,692	(2.8%)	55	11,817	(3.2%)	62
Personal Care	198	(1%)	41	2,993	(2.3%)	91	9,368	(2.5%)	101
Farming, Fishing & Forestry	3	(<0.5%)	3	114	(<0.5%)	15	410	(<0.5%)	19

### Employment by Industry

Total Employees (16+ Years Old)	19,334			131,379			371,036		
Educational Services	6,334	(32.8%)	140	41,955	(31.9%)	37	115,880	(31.2%)	33
Wholesale Retail	2,385	(12.3%)	94	15,850	(12.1%)	92	43,298	(11.7%)	89
Financial, Insurance & Real Estate	1,969	(10.2%)	151	13,231	(10.1%)	149	36,275	(9.8%)	145
Professional Services	1,834	(9.5%)	117	11,921	(9.1%)	112	32,142	(8.7%)	107
Transportation	1,476	(7.6%)	130	8,668	(6.6%)	113	26,695	(7.2%)	123
Public Administration	982	(5.1%)	106	6,936	(5.3%)	111	18,800	(5.1%)	106
Agriculture/Mining/Construction	971	(5%)	59	7,196	(5.5%)	64	22,166	(6%)	70
Entertainment Services	912	(4.7%)	54	8,095	(6.2%)	71	23,836	(6.4%)	74
Administrative/Waste Services	661	(3.4%)	8	4,613	(3.5%)	84	13,083	(3.5%)	84
Information	660	(3.4%)	183	3,275	(2.5%)	134	8,870	(2.4%)	128
Manufacturing	656	(3.4%)	34	4,727	(3.6%)	36	13,260	(3.6%)	36

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Other Professional Services	485	(2.5%)	53	4,826	(3.7%)	73	16,336	(4.4%)	94
Management Services	9	(<0.5%)	37	86	(<0.5%)	52	395	(<0.5%)	84

### Language Spoken

Speak English at Home	17,875	(48.9%)	63	136,352	(56.1%)	73	403,676	(58.8%)	76
Speak Other Language at Home	16,225	(44.4%)	523	80,727	(33.2%)	391	203,233	(29.6%)	349
Speak Spanish at Home	2,460	(6.7%)	47	25,915	(10.7%)	75	79,230	(11.5%)	81

### Ancestry

South Central Asian (e.g. Indian)	12,599	(32.8%)	2078	42,581	(16.7%)	1057	70,139	(9.7%)	615
Other	5,321	(13.9%)	101	35,914	(14.1%)	103	97,050	(13.4%)	98
Chinese	3,750	(9.8%)	759	23,562	(9.2%)	718	64,888	(9%)	699
Unclassified	2,511	(6.5%)	45	18,105	(7.1%)	48	49,598	(6.9%)	47
Italian	2,368	(6.2%)	231	16,461	(6.5%)	241	36,890	(5.1%)	191
South American	1,586	(4.1%)	302	11,893	(4.7%)	341	29,701	(4.1%)	301
Scottish/Irish	1,491	(3.9%)	65	11,735	(4.6%)	71	24,650	(3.4%)	57
Puerto Rican	1,019	(2.7%)	94	8,244	(3.2%)	115	21,862	(3%)	108
German	794	(2.1%)	29	5,701	(2.2%)	31	12,671	(1.8%)	25

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Other European (e.g. Greek/Russian)	767	(2%)	72	6,684	(2.6%)	94	21,933	(3%)	110
Korean	731	(1.9%)	429	8,508	(3.3%)	752	23,158	(3.2%)	723
Other Asian	476	(1.2%)	350	2,476	(1%)	274	4,544	(0.6%)	178
Polish	429	(1.1%)	8	2,964	(1.2%)	85	7,499	(1%)	7
Central American	407	(1.1%)	59	6,523	(2.6%)	143	27,732	(3.8%)	216
American	375	(1%)	24	3,268	(1.3%)	32	9,327	(1.3%)	32
South East Asian (e.g. Vietnamese)	357	(0.9%)	197	2,246	(0.9%)	186	4,607	(0.6%)	135
Other Hispanic	343	(0.9%)	84	3,178	(1.2%)	117	9,709	(1.3%)	126
Cuban	306	(0.8%)	105	1,436	(0.6%)	74	3,684	(0.5%)	67
Dominican	261	(0.7%)	102	4,980	(2%)	292	14,958	(2.1%)	310
Middle Eastern	186	(<0.5%)	87	1,495	(0.6%)	105	7,733	(1.1%)	192
British	138	(<0.5%)	7	1,705	(0.7%)	13	4,228	(0.6%)	11
Native American (Indian/Eskimo)	110	(<0.5%)	45	762	(<0.5%)	47	1,991	(<0.5%)	44
Mexican	98	(<0.5%)	2	1,504	(0.6%)	5	4,265	(0.6%)	5
Scandinavian	55	(<0.5%)	8	612	(<0.5%)	14	1,443	(<0.5%)	12
French	50	(<0.5%)	12	480	(<0.5%)	18	1,092	(<0.5%)	14

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Hawaiian/Pacific Islander	21	(<0.5%)	31	121	(<0.5%)	26	288	(<0.5%)	22
Japanese	16	(<0.5%)	18	343	(<0.5%)	59	920	(<0.5%)	56
Dutch	7	(<0.5%)	3	147	(<0.5%)	11	360	(<0.5%)	10

### Education (Age 25+)

Total Educated Population	28,764			188,367			527,273		
Elementary (0 to 8 Years)	1,870	(6.5%)	136	11,571	(6.1%)	129	32,641	(6.2%)	130
Some High School (9 to 11 Years)	1,843	(6.4%)	109	8,770	(4.7%)	74	26,094	(4.9%)	84
High School Graduate (12 Years)	5,461	(19%)	73	37,949	(20.1%)	77	110,929	(21%)	81
Some College (13 to 16 Years)	3,521	(12.2%)	63	25,281	(13.4%)	69	76,999	(14.6%)	76
Associates Degree Only	1,724	(6%)	68	13,501	(7.2%)	81	40,504	(7.7%)	87
Bachelor's Degree Only	8,532	(29.7%)	139	51,319	(27.2%)	128	133,849	(25.4%)	119
Graduate Degree	5,813	(20.2%)	147	39,976	(21.2%)	154	106,257	(20.2%)	146

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



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	12,298	84,772	239,599
One Person Households	2,217 (18%)	17,349 (20.5%)	51,406 (21.5%)
Married Couple	8,027 (65.3%)	50,719 (59.8%)	133,186 (55.6%)
Male Householder	520 (4.2%)	4,025 (4.7%)	12,773 (5.3%)
Female Householder	1,059 (8.6%)	9,509 (11.2%)	33,867 (14.1%)
Non Family Households	475 (3.9%)	3,170 (3.7%)	8,367 (3.5%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	12,298	84,772	239,599
1 Person Household	2,217 (18%)	17,349 (20.5%)	51,406 (21.5%)
2 Person Household	3,105 (25.2%)	22,476 (26.5%)	61,964 (25.9%)
3 Person Household	2,212 (18%)	14,905 (17.6%)	42,034 (17.5%)
4 Person Household	2,449 (19.9%)	15,717 (18.5%)	42,127 (17.6%)
5 Person Household	1,214 (9.9%)	7,758 (9.2%)	22,449 (9.4%)
6 Person Household	606 (4.9%)	3,800 (4.5%)	11,127 (4.6%)
7+ Person Household	495 (4%)	2,767 (3.3%)	8,492 (3.5%)

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



Benchmark: Nationwide



### Housing Units

Total Housing Units	12,758	88,345	250,233
Owner Occupied Housing	10,055	66,172	176,893
Renter Occupied Housing	2,243	18,600	62,706
Vacant Housing	460	3,573	10,634

### Housing Rent

Average Rent	\$2,248.84	\$2,247.85	\$2,185.87
Median Rent	\$2,177.11	\$2,185.71	\$2,130.73
Total Cash Rents Housing	1,911	17,127	58,321
<\$300	98 (0.6%)	803 (1.4%)	
\$300-\$500	36 (1.9%)	632 (1.1%)	
\$500-\$750	46 (2.4%)	1,106 (1.9%)	
\$750-\$1000	53 (2.8%)	2,041 (3.5%)	
\$1000-\$1500	295 (15.4%)	8,515 (14.6%)	
\$1500-\$2000	387 (20.3%)	12,588 (21.6%)	
\$2000-\$2500	391 (20.5%)	13,293 (22.8%)	

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	268	(14%)	242	2,416	(14.1%)	244	8,102	(13.9%)	240
\$3000-\$3500	172	(9%)	294	1,366	(8%)	260	4,769	(8.2%)	267
>\$3500	263	(13.8%)	374	2,303	(13.4%)	365	6,472	(11.1%)	302

## Value of Owner-Occupied Housing Units

Average House Value	\$994,175.92	185	\$1.04M	194	\$1.1M	205			
Median House Value	\$1.04M	264	\$980,669.38	250	\$967,924.63	247			
Owner Occupied Housing	10,055		66,172		176,893				
<\$100K	163	(1.6%)	20	970	(1.5%)	18	2,576	(1.5%)	18
\$100K - \$200K	67	(0.7%)	5	786	(1.2%)	9	2,020	(1.1%)	9
\$200K - \$300K	82	(0.8%)	5	996	(1.5%)	10	3,095	(1.7%)	11
\$300K - \$400K	229	(2.3%)	16	1,972	(3%)	20	5,584	(3.2%)	22
\$400K - \$500K	302	(3%)	26	3,202	(4.8%)	42	7,537	(4.3%)	37
\$500K - \$1000K	3,853	(38.3%)	150	26,411	(39.9%)	156	73,284	(41.4%)	162
>\$1000K	5,359	(53.3%)	459	31,835	(48.1%)	415	82,797	(46.8%)	404

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



Benchmark: Nationwide



### Poverty

Households in Poverty	781	(6.4%)	50	5,303	(6.3%)	49	18,241	(7.6%)	60
Households Above Poverty	11,517	(93.6%)	107	79,469	(93.7%)	107	221,358	(92.4%)	106
Households in Poverty (Married)	182	(1.5%)	68	1,759	(2.1%)	95	4,819	(2%)	92
Households in Poverty (Male Householder)	38	(<0.5%)	49	269	(<0.5%)	50	900	(<0.5%)	59
Households in Poverty (Female Householder)	137	(1.1%)	38	642	(0.8%)	26	3,521	(1.5%)	50
Households in Poverty (Non-Family)	399	(3.2%)	52	2,442	(2.9%)	46	8,383	(3.5%)	56
Households in Poverty (Non-Family Student)	25	(<0.5%)	33	191	(<0.5%)	36	618	(<0.5%)	41

### Wealth per Household

Household Average Wealth	\$278,491.83	115	\$274,918.99	113	\$267,872.54	110			
Household Median Wealth	\$112,798.55	138	\$108,427.23	132	\$99,762.14	122			
<\$0K	1,872	(15.2%)	88	13,085	(15.4%)	89	38,171	(15.9%)	92
\$0K - \$5K	835	(6.8%)	8	5,924	(7%)	8	17,650	(7.4%)	87
\$5K - \$10K	464	(3.8%)	83	3,291	(3.9%)	86	9,665	(4%)	89
\$10K - \$25K	705	(5.7%)	91	4,913	(5.8%)	92	14,131	(5.9%)	93
\$25K - \$50K	815	(6.6%)	97	5,613	(6.6%)	97	15,917	(6.6%)	97

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



# Audience Profile

Jan 1 - Dec 31, 2025

URBAN EDGE

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	1,258	(10.2%)	8,658	(10.2%)	24,381	(10.2%)
\$100K - \$250K	2,344	(19.1%)	16,055	(18.9%)	44,785	(18.7%)
\$250K - \$500K	1,813	(14.7%)	12,356	(14.6%)	34,150	(14.3%)
>\$500K	2,192	(17.8%)	14,877	(17.5%)	40,749	(17%)

## Vehicles per Household

Total Number of Vehicles	22,621		146,607		387,795	
Average Number of Vehicles	1.84		1.73		1.62	
No Vehicles	768	(6.2%)	7,217	(8.5%)	28,050	(11.7%)
1 Vehicle	3,930	(32%)	29,192	(34.4%)	88,386	(36.9%)
2 Vehicles	4,885	(39.7%)	32,934	(38.9%)	83,921	(35%)
3 or more Vehicles	2,715	(22.1%)	15,429	(18.2%)	39,242	(16.4%)

## Population Change

Births	344		2,272		6,668	
Deaths	354		2,375		6,376	
Migration	16		13		-2,118	

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Workplace

Total Businesses	2,033	9,622	26,825
Total Employees	28,126	114,261	290,221

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