



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	20,145		196,522		528,852	
Households	7,464		71,802		188,572	
Persons per Household	2.7	106	2.68	105	2.78	109
Household Median Income	\$142,776.23	164	\$123,341.45	141	\$119,907.16	137
Household Median Disposable Income	\$116,022.08	155	\$101,042.6	135	\$98,477.28	131
Household Median Discretionary Income	\$90,066.36	156	\$77,275.85	133	\$73,880.93	128
Average Income Per Person	\$64,807.01	138	\$58,959.49	125	\$56,393.33	120
Median Rent	\$1,909.18	135	\$1,852.27	131	\$1,782.13	126
Median House Value	\$722,052.27	184	\$694,283.33	177	\$699,641.89	179
Households in Poverty	555 (7.4%)	59	5,583 (7.8%)	61	17,206 (9.1%)	72
Household Median Wealth	\$101,297.76	124	\$91,503.48	112	\$88,968.53	109
Average Age	43.29	105	42.42	103	41.8	101
Median Age	43.98	109	42.22	105	41.73	103
Households with Children	2,004 (26.8%)	100	19,949 (27.8%)	104	56,883 (30.2%)	112
High School Graduate or Higher	13,543 (91.6%)	103	129,786 (91.8%)	103	340,225 (90.6%)	101

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	7,872 (53.2%)	67,752 (47.9%)	166,139 (44.3%)
Pop density (per sq mi)	7,097	6,899	7,131
Area (based on blockgroups)	3	28	74

Population

Population 2025 Q4	20,145	196,522	528,852
Population 2025 Q3	20,115	196,297	528,759
Population 2025 Q2	20,083	196,125	528,691
Population 2025 Q1	19,963	194,816	527,185
Population 2024 Q4	19,954	194,559	526,431
Population 2024 Q3	19,943	194,362	525,931
Population 2024 Q2	19,904	193,606	524,724
Population 2024 Q1	19,820	192,994	523,510
Population 2023 Q4	19,801	192,634	522,455
Population 5 Years Forecast	20,998	203,115	536,959
Population 10 Years Forecast	21,724	209,102	547,233
Persons per Household	2.7	2.68	2.78






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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	3	(<0.5%) 	4,040	(2.1%) 	5,510	(1%) 
Transient Population - Average Last 4 Quarters	114	(0.6%) 	1,650	(0.8%) 	3,075	(0.6%) 

Households

Households 2025 Q4	7,464	71,802	188,572
Households 2025 Q3	7,451	71,652	188,405
Households 2025 Q2	7,440	71,572	188,367
Households 2025 Q1	7,390	71,037	187,771
Households 2024 Q4	7,386	70,946	187,506
Households 2024 Q3	7,383	70,878	187,340
Households 2024 Q2	7,371	70,588	186,903
Households 2024 Q1	7,335	70,323	186,427
Households 2023 Q4	7,331	70,194	186,047
Households 5 Years Forecast	7,835	74,667	191,920
Households 10 Years Forecast	8,134	77,134	195,893

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



Benchmark: Nationwide



Gender

Gender	1 Mile	3 Mile	5 Mile
Male	9,774 (48.5%)	95,362 (48.5%)	255,690 (48.3%)
Female	10,371 (51.5%)	101,160 (51.5%)	273,162 (51.7%)

Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	9,157 (45.5%)	86,247 (43.9%)	230,882 (43.7%)
Hispanic (Ethnic)	4,497 (22.3%)	52,347 (26.6%)	159,298 (30.1%)
Asian	3,683 (18.3%)	29,025 (14.8%)	71,980 (13.6%)
Black	2,225 (11%)	21,611 (11%)	49,525 (9.4%)
Other	583 (2.9%)	7,292 (3.7%)	17,167 (3.2%)

Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	3,757 (50.3%)	32,142 (44.8%)	83,693 (44.4%)
Hispanic (Ethnic)	1,493 (20%)	17,679 (24.6%)	54,374 (28.8%)
Asian	1,004 (13.5%)	8,789 (12.2%)	20,756 (11%)
Black	780 (10.5%)	7,688 (10.7%)	16,188 (8.6%)
Other	430 (5.8%)	5,504 (7.7%)	13,561 (7.2%)

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 Income	\$174,889.76	144	\$159,603.36	131	\$157,073.13	129
Average Income Per Person	\$64,807.01	138	\$58,959.49	125	\$56,393.33	120
Household Median Income	\$142,776.23	164	\$123,341.45	141	\$119,907.16	137
<\$15K	323 (4.3%)	60	3,073 (4.3%)	59	8,803 (4.7%)	65
\$15K - \$25K	370 (5%)	84	2,812 (3.9%)	67	7,409 (3.9%)	67
\$25K - \$35K	292 (3.9%)	64	2,831 (3.9%)	64	8,151 (4.3%)	70
\$35K - \$50K	332 (4.4%)	47	4,191 (5.8%)	62	13,179 (7%)	75
\$50K - \$75K	798 (10.7%)	71	8,350 (11.6%)	75	21,593 (11.5%)	76
\$75K - \$100K	540 (7.2%)	58	8,110 (11.3%)	90	20,314 (10.8%)	86
\$100K - \$150K	1,270 (17%)	94	13,361 (18.6%)	103	34,793 (18.5%)	102
\$150K - \$175K	675 (9%)	144	6,035 (8.4%)	133	15,107 (8%)	127
\$175K - \$200K	570 (7.6%)	153	5,249 (7.3%)	146	12,539 (6.6%)	133
\$200K - \$250K	1,284 (17.2%)	213	9,957 (13.9%)	172	26,130 (13.9%)	172
\$250K - \$500K	549 (7.4%)	213	4,269 (5.9%)	172	11,206 (5.9%)	172
>\$500K	461 (6.2%)	214	3,564 (5%)	172	9,348 (5%)	172

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	\$122,094.1		35	\$113,208.13		125	\$111,534.41		123
Household Median Disposable Income	\$116,022.08		155	\$101,042.6		135	\$98,477.28		131
<\$15K	369	(4.9%)	63	3,357	(4.7%)	59	9,599	(5.1%)	65
\$15K - \$25K	415	(5.6%)	8	3,424	(4.8%)	69	9,096	(4.8%)	70
\$25K - \$35K	317	(4.2%)	59	3,382	(4.7%)	66	10,111	(5.4%)	75
\$35K - \$50K	532	(7.1%)	63	5,233	(7.3%)	65	15,360	(8.1%)	72
\$50K - \$75K	806	(10.8%)	64	10,484	(14.6%)	87	26,593	(14.1%)	84
\$75K - \$100K	729	(9.8%)	68	9,663	(13.5%)	94	25,165	(13.3%)	93
\$100K - \$150K	1,826	(24.5%)	130	16,544	(23%)	122	41,774	(22.2%)	117
\$150K - \$175K	724	(9.7%)	189	6,217	(8.7%)	169	15,525	(8.2%)	161
\$175K - \$200K	476	(6.4%)	186	3,674	(5.1%)	149	9,609	(5.1%)	149
\$200K - \$250K	509	(6.8%)	206	3,955	(5.5%)	166	10,361	(5.5%)	166
\$250K - \$500K	697	(9.3%)	206	5,400	(7.5%)	166	14,157	(7.5%)	166
>\$500K	64	(0.9%)	216	469	(0.7%)	164	1,222	(0.6%)	163

Discretionary Households Income

Household Average Discretionary Income	\$91,949.49		134	\$83,428.44		122	\$81,883.96		120
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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$90,066.36	156	\$77,275.85	133	\$73,880.93	128
<\$10K	292 (3.9%)	50	3,856 (5.4%)	69	10,175 (5.4%)	70
\$10K - \$20K	576 (7.7%)	84	4,434 (6.2%)	67	12,915 (6.8%)	75
\$20K - \$30K	347 (4.6%)	49	4,701 (6.5%)	69	14,058 (7.5%)	71
\$30K - \$40K	548 (7.3%)	81	5,255 (7.3%)	81	14,617 (7.8%)	85
\$40K - \$50K	412 (5.5%)	65	4,997 (7%)	81	13,390 (7.1%)	84
\$50K - \$75K	956 (12.8%)	73	11,676 (16.3%)	93	30,394 (16.1%)	92
\$75K - \$100K	1,045 (14%)	113	10,672 (14.9%)	119	25,931 (13.8%)	111
\$100K - \$125K	975 (13.1%)	154	7,977 (11.1%)	131	20,577 (10.9%)	128
\$125K - \$150K	882 (11.8%)	182	8,419 (11.7%)	181	20,022 (10.6%)	164
>\$150K	1,431 (19.2%)	189	9,815 (13.7%)	135	26,493 (14%)	139

Households Income by Ethnicity

Average Income - White	\$119,132.87	116	\$122,573.04	120	\$122,171.29	119
Median Income - White	\$122,093.06	129	\$127,341.99	135	\$126,978.15	134
Average Income - Black	\$104,872.21	141	\$105,483.38	142	\$105,518.88	142
Median Income - Black	\$112,999.48	188	\$100,038.58	166	\$101,218.72	168

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$152,849.46 (126)	\$138,354.51 (114)	\$138,176.52 (114)
Median Income - Asian	\$181,480.85 (144)	\$159,399.33 (127)	\$160,998.02 (128)
Average Income - Hispanic	\$140,382.15 (162)	\$113,444.29 (131)	\$108,117.4 (125)
Median Income - Hispanic	\$166,603.2 (222)	\$110,118.64 (147)	\$103,428.27 (138)
Average Income - Other	\$143,997.2 (150)	\$124,046.99 (129)	\$122,969.28 (128)
Median Income - Other	\$167,326.39 (193)	\$126,172.56 (146)	\$124,434.82 (144)

Age

Average Age	43.29 (105)	42.42 (103)	41.8 (101)
Median Age	43.98 (109)	42.22 (105)	41.73 (103)
0-4	1,026 (5.1%) (95)	10,640 (5.4%) (101)	28,956 (5.5%) (102)
5-13	1,838 (9.1%) (90)	18,403 (9.4%) (92)	51,804 (9.8%) (97)
14-17	944 (4.7%) (89)	9,362 (4.8%) (90)	26,263 (5%) (94)
18-21	908 (4.5%) (89)	9,599 (4.9%) (89)	26,699 (5%) (92)
22-24	644 (3.2%) (76)	7,174 (3.7%) (87)	19,786 (3.7%) (89)
25-29	1,052 (5.2%) (89)	10,991 (5.6%) (95)	30,612 (5.8%) (98)
30-34	1,119 (5.6%) (86)	12,081 (6.1%) (96)	31,704 (6%) (93)

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	1 Mile		3 Mile		5 Mile	
35-39	1,218	(6%)	12,925	(6.6%)	33,700	(6.4%)
40-44	1,330	(6.6%)	12,795	(6.5%)	34,468	(6.5%)
45-49	1,389	(6.9%)	12,724	(6.5%)	34,818	(6.6%)
50-54	1,508	(7.5%)	12,423	(6.3%)	34,550	(6.5%)
55-59	1,484	(7.4%)	13,127	(6.7%)	35,663	(6.7%)
60-64	1,456	(7.2%)	13,640	(6.9%)	36,017	(6.8%)
65-69	1,383	(6.9%)	13,131	(6.7%)	34,014	(6.4%)
70-74	1,129	(5.6%)	10,285	(5.2%)	26,267	(5%)
75-79	849	(4.2%)	7,684	(3.9%)	19,434	(3.7%)
80-84	454	(2.3%)	4,822	(2.5%)	12,274	(2.3%)
85+	414	(2.1%)	4,716	(2.4%)	11,823	(2.2%)

Age - Male

Male Average Age	41.83		40.97		40.4	
Male Median Age	42.39		40.71		40.27	
0-4	527	(5.4%)	5,473	(5.7%)	14,910	(5.8%)
5-13	976	(10%)	9,436	(9.9%)	26,515	(10.4%)

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	1 Mile			3 Mile			5 Mile		
14-17	490	(5%)	92	4,784	(5%)	92	13,412	(5.2%)	96
18-21	460	(4.7%)	87	4,959	(5.2%)	90	13,744	(5.4%)	93
22-24	325	(3.3%)	76	3,750	(3.9%)	89	10,277	(4%)	91
25-29	528	(5.4%)	88	5,720	(6%)	98	15,712	(6.1%)	100
30-34	588	(6%)	91	6,007	(6.3%)	95	15,708	(6.1%)	93
35-39	605	(6.2%)	93	6,439	(6.8%)	101	16,451	(6.4%)	96
40-44	649	(6.6%)	102	6,303	(6.6%)	102	16,670	(6.5%)	100
45-49	665	(6.8%)	113	6,131	(6.4%)	107	16,625	(6.5%)	108
50-54	731	(7.5%)	126	6,051	(6.3%)	107	16,619	(6.5%)	110
55-59	693	(7.1%)	118	6,236	(6.5%)	109	16,913	(6.6%)	110
60-64	680	(7%)	112	6,406	(6.7%)	108	16,989	(6.6%)	106
65-69	653	(6.7%)	114	6,061	(6.4%)	108	15,735	(6.2%)	105
70-74	502	(5.1%)	106	4,748	(5%)	103	12,022	(4.7%)	97
75-79	356	(3.6%)	100	3,398	(3.6%)	98	8,538	(3.3%)	92
80-84	198	(2%)	93	1,920	(2%)	92	4,899	(1.9%)	88
85+	148	(1.5%)	100	1,540	(1.6%)	107	3,951	(1.5%)	102

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Audience Profile

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	44.67	43.8	43.12
Female Median Age	46.41	43.68	43.1
0-4	499 (4.8%)	5,167 (5.1%)	14,046 (5.1%)
5-13	862 (8.3%)	8,967 (8.9%)	25,289 (9.3%)
14-17	454 (4.4%)	4,578 (4.5%)	12,851 (4.7%)
18-21	448 (4.3%)	4,640 (4.6%)	12,955 (4.7%)
22-24	319 (3.1%)	3,424 (3.4%)	9,509 (3.5%)
25-29	524 (5.1%)	5,271 (5.2%)	14,900 (5.5%)
30-34	531 (5.1%)	6,074 (6%)	15,996 (5.9%)
35-39	613 (5.9%)	6,486 (6.4%)	17,249 (6.3%)
40-44	681 (6.6%)	6,492 (6.4%)	17,798 (6.5%)
45-49	724 (7%)	6,593 (6.5%)	18,193 (6.7%)
50-54	777 (7.5%)	6,372 (6.3%)	17,931 (6.6%)
55-59	791 (7.6%)	6,891 (6.8%)	18,750 (6.9%)
60-64	776 (7.5%)	7,234 (7.2%)	19,028 (7%)

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65-69	730	(7%)	111	7,070	(7%)	110	18,279	(6.7%)	105
70-74	627	(6%)	112	5,537	(5.5%)	101	14,245	(5.2%)	96
75-79	493	(4.8%)	110	4,286	(4.2%)	98	10,896	(4%)	92
80-84	256	(2.5%)	87	2,902	(2.9%)	101	7,375	(2.7%)	95
85+	266	(2.6%)	98	3,176	(3.1%)	120	7,872	(2.9%)	110

Employment by Occupation

Total Employees (16+ Years Old)	10,872			105,167			280,575		
Professional Specialty	3,044	(28%)	113	32,136	(30.6%)	124	80,309	(28.6%)	116
Managerial/Executive	2,283	(21%)	121	21,091	(20.1%)	115	54,169	(19.3%)	111
Office Admin	1,422	(13.1%)	123	11,519	(11%)	103	31,952	(11.4%)	107
Sales	1,305	(12%)	129	9,833	(9.3%)	100	25,975	(9.3%)	99
Production & Transportation	813	(7.5%)	58	9,331	(8.9%)	69	30,366	(10.8%)	84
Construction	648	(6%)	75	6,352	(6%)	76	17,099	(6.1%)	74
Healthcare support	502	(4.6%)	141	3,537	(3.4%)	103	9,059	(3.2%)	99
Personal Care	307	(2.8%)	113	2,854	(2.7%)	109	7,809	(2.8%)	112
Food Preparation & Serving	280	(2.6%)	50	3,516	(3.3%)	66	9,955	(3.5%)	70

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Building Maintenance & Cleaning	161	(1.5%)	44	2,942	(2.8%)	89	8,481	(3%)	89
Protective	107	(1%)	45	2,034	(1.9%)	89	5,258	(1.9%)	87
Farming, Fishing & Forestry				22	(<0.5%)	4	143	(<0.5%)	9

Employment by Industry

Total Employees (16+ Years Old)	10,872			105,167			280,575		
Educational Services	3,177	(29.2%)	125	29,542	(28.1%)	120	75,043	(26.7%)	114
Wholesale Retail	1,341	(12.3%)	94	13,439	(12.8%)	97	38,153	(13.6%)	103
Professional Services	1,242	(11.4%)	141	11,512	(10.9%)	135	28,307	(10.1%)	125
Financial, Insurance & Real Estate	1,242	(11.4%)	169	9,537	(9.1%)	134	24,810	(8.8%)	131
Manufacturing	1,006	(9.3%)	93	7,461	(7.1%)	71	23,097	(8.2%)	83
Entertainment Services	595	(5.5%)	63	6,972	(6.6%)	76	19,790	(7.1%)	81
Transportation	487	(4.5%)	77	5,968	(5.7%)	97	16,373	(5.8%)	100
Other Professional Services	481	(4.4%)	94	5,417	(5.2%)	110	12,872	(4.6%)	98
Agriculture/Mining/Construction	466	(4.3%)	50	5,460	(5.2%)	61	15,924	(5.7%)	67
Information	309	(2.8%)	152	2,572	(2.4%)	131	6,758	(2.4%)	129
Public Administration	232	(2.1%)	45	3,601	(3.4%)	72	9,010	(3.2%)	67

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Administrative/Waste Services	221	(2%)	49	3,340	(3.2%)	74	9,895	(3.5%)	84
Management Services	73	(0.7%)	529	346	(<0.5%)	259	543	(<0.5%)	153

Language Spoken

Speak English at Home	11,933	(62.4%)	8	107,054	(57.6%)	74	263,367	(52.7%)	68
Speak Other Language at Home	4,342	(22.7%)	268	40,215	(21.6%)	255	113,587	(22.7%)	268
Speak Spanish at Home	2,844	(14.9%)	105	38,613	(20.8%)	147	122,942	(24.6%)	173

Ancestry

Other	3,278	(16.3%)	119	32,753	(16.7%)	122	85,897	(16.2%)	119
Unclassified	1,576	(7.8%)	53	16,422	(8.4%)	57	40,328	(7.6%)	52
Italian	1,550	(7.7%)	288	11,683	(5.9%)	222	31,345	(5.9%)	222
South American	1,425	(7.1%)	518	16,811	(8.6%)	626	47,004	(8.9%)	651
Dominican	1,228	(6.1%)	910	14,571	(7.4%)	1107	44,497	(8.4%)	1256
Korean	1,141	(5.7%)	1277	4,934	(2.5%)	566	17,352	(3.3%)	740
Scottish/Irish	972	(4.8%)	8	7,249	(3.7%)	62	18,373	(3.5%)	58
Puerto Rican	851	(4.2%)	150	9,165	(4.7%)	166	24,379	(4.6%)	164
South Central Asian (e.g. Indian)	730	(3.6%)	229	8,912	(4.5%)	287	21,156	(4%)	253

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Chinese	668	(3.3%)	258	3,625	(1.8%)	143	8,283	(1.6%)	122
German	572	(2.8%)	40	5,283	(2.7%)	38	12,678	(2.4%)	34
Other European (e.g. Greek/Russian)	565	(2.8%)	101	7,086	(3.6%)	130	21,282	(4%)	145
Cuban	396	(2%)	259	2,535	(1.3%)	170	7,240	(1.4%)	180
Middle Eastern	299	(1.5%)	266	3,077	(1.6%)	281	7,895	(1.5%)	268
Other Hispanic	250	(1.2%)	117	4,084	(2.1%)	195	9,557	(1.8%)	170
British	246	(1.2%)	23	1,774	(0.9%)	17	4,694	(0.9%)	17
Central American	245	(1.2%)	68	3,434	(1.7%)	98	10,273	(1.9%)	109
Polish	237	(1.2%)	86	3,393	(1.7%)	126	12,344	(2.3%)	170
American	179	(0.9%)	22	2,627	(1.3%)	34	6,987	(1.3%)	33
South East Asian (e.g. Vietnamese)	125	(0.6%)	131	1,709	(0.9%)	184	3,224	(0.6%)	129
Other Asian	105	(0.5%)	147	532	(<0.5%)	76	1,608	(<0.5%)	86
Japanese	103	(0.5%)	225	554	(<0.5%)	124	1,864	(<0.5%)	155
Mexican	102	(0.5%)	5	1,747	(0.9%)	8	16,348	(3.1%)	28
Scandinavian	91	(<0.5%)	26	576	(<0.5%)	17	1,391	(<0.5%)	15
French	59	(<0.5%)	28	486	(<0.5%)	23	1,373	(<0.5%)	24

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Dutch	30	(<0.5%)	28	406	(<0.5%)	39	1,160	(<0.5%)	42
Native American (Indian/Eskimo)	21	(<0.5%)	16	224	(<0.5%)	18	499	(<0.5%)	15
Hawaiian/Pacific Islander	1	(<0.5%)	3	27	(<0.5%)	8	71	(<0.5%)	7

Education (Age 25+)

	1 Mile			3 Mile			5 Mile		
Total Educated Population	14,785			141,344			375,344		
Elementary (0 to 8 Years)	672	(4.5%)	95	5,948	(4.2%)	88	19,839	(5.3%)	111
Some High School (9 to 11 Years)	570	(3.9%)	65	5,610	(4%)	67	15,280	(4.1%)	69
High School Graduate (12 Years)	2,298	(15.5%)	60	30,148	(21.3%)	82	89,936	(24%)	92
Some College (13 to 16 Years)	2,452	(16.6%)	86	21,703	(15.4%)	79	56,469	(15%)	71
Associates Degree Only	921	(6.2%)	71	10,183	(7.2%)	82	27,681	(7.4%)	84
Bachelor's Degree Only	5,203	(35.2%)	165	41,341	(29.2%)	137	100,305	(26.7%)	125
Graduate Degree	2,669	(18.1%)	131	26,411	(18.7%)	136	65,834	(17.5%)	127

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	7,464	71,802	188,572
One Person Households	1,795 (24%)	19,042 (26.5%)	45,090 (23.9%)
Married Couple	4,080 (54.7%)	36,321 (50.6%)	98,035 (52%)
Male Householder	193 (2.6%)	3,072 (4.3%)	9,155 (4.9%)
Female Householder	903 (12.1%)	9,298 (12.9%)	26,832 (14.2%)
Non Family Households	493 (6.6%)	4,069 (5.7%)	9,460 (5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,464	71,802	188,572
1 Person Household	1,795 (24%)	19,042 (26.5%)	45,090 (23.9%)
2 Person Household	2,184 (29.3%)	20,344 (28.3%)	52,477 (27.8%)
3 Person Household	1,382 (18.5%)	12,273 (17.1%)	34,258 (18.2%)
4 Person Household	1,320 (17.7%)	11,362 (15.8%)	32,320 (17.1%)
5 Person Household	506 (6.8%)	5,339 (7.4%)	15,041 (8%)
6 Person Household	161 (2.2%)	2,250 (3.1%)	5,991 (3.2%)
7+ Person Household	116 (1.6%)	1,192 (1.7%)	3,395 (1.8%)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	7,709	74,521	196,300
Owner Occupied Housing	5,290	43,683	113,210
Renter Occupied Housing	2,174	28,119	75,362
Vacant Housing	245	2,719	7,728

Housing Rent

Average Rent	\$2,019.29	\$1,939.75	\$1,867.45
Median Rent	\$1,909.18	\$1,852.27	\$1,782.13
Total Cash Rents Housing	2,107	27,495	73,126
<\$300	11 (0.5%)	402 (1.5%)	1,147 (1.6%)
\$300-\$500	5 (<0.5%)	458 (1.7%)	1,317 (1.8%)
\$500-\$750	24 (1.1%)	707 (2.6%)	2,183 (3%)
\$750-\$1000	58 (2.8%)	804 (2.9%)	2,943 (4%)
\$1000-\$1500	300 (14.2%)	4,558 (16.6%)	15,600 (21.3%)
\$1500-\$2000	801 (38%)	9,678 (35.2%)	23,700 (32.4%)
\$2000-\$2500	513 (24.3%)	5,511 (20%)	13,188 (18%)

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	164	(7.8%)	135	2,653	(9.6%)	167	6,229	(8.5%)	147
\$3000-\$3500	126	(6%)	195	1,200	(4.4%)	142	2,857	(3.9%)	127
>\$3500	105	(5%)	135	1,524	(5.5%)	151	3,962	(5.4%)	147

Value of Owner-Occupied Housing Units

Average House Value	\$751,609.34	140	\$744,945.5	139	\$766,264.52	143			
Median House Value	\$722,052.27	184	\$694,283.33	177	\$699,641.89	179			
Owner Occupied Housing	5,290		43,683		113,210				
<\$100K	62	(1.2%)	14	1,070	(2.4%)	30	2,575	(2.3%)	28
\$100K - \$200K	34	(0.6%)	5	498	(1.1%)	9	1,138	(1%)	8
\$200K - \$300K	197	(3.7%)	24	1,419	(3.2%)	21	2,753	(2.4%)	16
\$300K - \$400K	219	(4.1%)	28	2,368	(5.4%)	37	5,994	(5.3%)	36
\$400K - \$500K	536	(10.1%)	87	4,629	(10.6%)	91	12,592	(11.1%)	96
\$500K - \$1000K	3,355	(63.4%)	248	26,599	(60.9%)	238	67,783	(59.9%)	234
>\$1000K	887	(16.8%)	145	7,100	(16.3%)	140	20,375	(18%)	155

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



Benchmark: Nationwide



Poverty

Households in Poverty	555	(7.4%)	59	5,583	(7.8%)	61	17,206	(9.1%)	72
Households Above Poverty	6,909	(92.6%)	106	66,219	(92.2%)	106	171,366	(90.9%)	104
Households in Poverty (Married)	65	(0.9%)	40	1,206	(1.7%)	7	3,826	(2%)	93
Households in Poverty (Male Householder)	55	(0.7%)	116	265	(<0.5%)	58	889	(<0.5%)	74
Households in Poverty (Female Householder)	25	(<0.5%)	11	1,037	(1.4%)	49	4,622	(2.5%)	83
Households in Poverty (Non-Family)	382	(5.1%)	8	2,873	(4%)	64	7,376	(3.9%)	62
Households in Poverty (Non-Family Student)	28	(<0.5%)	60	202	(<0.5%)	45	493	(<0.5%)	42

Wealth per Household

Household Average Wealth	\$270,183.55	111	\$258,538.31	107	\$254,779.85	105			
Household Median Wealth	\$101,297.76	124	\$91,503.48	112	\$88,968.53	109			
<\$0K	1,193	(16%)	92	11,997	(16.7%)	97	31,831	(16.9%)	98
\$0K - \$5K	542	(7.3%)	86	5,684	(7.9%)	93	15,280	(8.1%)	96
\$5K - \$10K	299	(4%)	88	3,085	(4.3%)	95	8,224	(4.4%)	96
\$10K - \$25K	438	(5.9%)	93	4,379	(6.1%)	96	11,593	(6.1%)	97
\$25K - \$50K	495	(6.6%)	97	4,791	(6.7%)	98	12,605	(6.7%)	98

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	753	(10.1%)	99	7,186	(10%)	98	18,929	(10%)	98
\$100K - \$250K	1,387	(18.6%)	103	13,042	(18.2%)	100	34,157	(18.1%)	100
\$250K - \$500K	1,071	(14.3%)	108	9,903	(13.8%)	104	25,730	(13.6%)	103
>\$500K	1,286	(17.2%)	115	11,735	(16.3%)	110	30,223	(16%)	107

Vehicles per Household

Total Number of Vehicles	12,758			120,078			317,735		
Average Number of Vehicles	1.71		93	1.67		91	1.68		92
No Vehicles	663	(8.9%)	107	6,142	(8.6%)	103	17,492	(9.3%)	112
1 Vehicle	2,728	(36.5%)	111	28,163	(39.2%)	120	68,693	(36.4%)	111
2 Vehicles	2,682	(35.9%)	97	25,040	(34.9%)	95	69,615	(36.9%)	100
3 or more Vehicles	1,391	(18.6%)	85	12,457	(17.3%)	79	32,772	(17.4%)	79

Population Change

Births	185			1,960			5,410		
Deaths	164			1,546			4,042		
Migration	176			1,644			1,339		

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	738	8,565	18,247
Total Employees	10,064	109,933	213,996

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