



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Overview	1 Mile	3 Mile	5 Mile
Population	7,771	91,170	159,015
Households	3,262	35,108	59,874
Persons per Household	2.38 <span>93</span>	2.51 <span>98</span>	2.56 <span>100</span>
Household Median Income	\$132,546.87 <span>152</span>	\$117,078.59 <span>134</span>	\$138,450.69 <span>159</span>
Household Median Disposable Income	\$109,145.98 <span>146</span>	\$96,889.53 <span>129</span>	\$113,082.68 <span>151</span>
Household Median Discretionary Income	\$90,784.16 <span>157</span>	\$74,685.03 <span>129</span>	\$92,737.39 <span>160</span>
Average Income Per Person	\$68,225.04 <span>145</span>	\$62,620.2 <span>133</span>	\$77,052.41 <span>164</span>
Median Rent	\$2,313.19 <span>164</span>	\$1,850.32 <span>131</span>	\$1,950.28 <span>138</span>
Median House Value	\$839,642.85 <span>214</span>	\$811,960.54 <span>207</span>	\$902,258.79 <span>230</span>
Households in Poverty	164 (5%) <span>40</span>	3,748 (10.7%) <span>84</span>	5,248 (8.8%) <span>69</span>
Household Median Wealth	\$94,338.74 <span>115</span>	\$89,584.94 <span>109</span>	\$104,361.38 <span>127</span>
Average Age	40.97 <span>99</span>	41.31 <span>100</span>	42.03 <span>102</span>
Median Age	40.02 <span>99</span>	40.81 <span>101</span>	41.8 <span>104</span>
Households with Children	798 (24.5%) <span>91</span>	10,833 (30.9%) <span>115</span>	18,887 (31.5%) <span>118</span>
High School Graduate or Higher	5,238 (91.9%) <span>103</span>	57,745 (90.1%) <span>101</span>	103,209 (93.1%) <span>104</span>

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	3,766 (66.1%)	33,855 (52.8%)	67,601 (61%)
Pop density (per sq mi)	3,116	3,759	2,027
Area (based on blockgroups)	2	24	78

## Population

Population 2025 Q4	7,771	91,170	159,015
Population 2025 Q3	7,791	91,269	159,157
Population 2025 Q2	7,799	91,519	159,156
Population 2025 Q1	7,794	91,407	159,060
Population 2024 Q4	7,781	91,167	158,672
Population 2024 Q3	7,768	90,964	158,353
Population 2024 Q2	7,712	89,996	157,065
Population 2024 Q1	7,706	89,903	156,926
Population 2023 Q4	7,685	89,428	156,167
Population 5 Years Forecast	7,729	92,230	160,427
Population 10 Years Forecast	7,731	93,059	161,659
Persons per Household	2.38	2.51	2.56

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	12	(<0.5%)	3,041	(3.3%)	5,862	(3.7%)
Transient Population - Average Last 4 Quarters	1,197	(15.4%)	1,238	(1.4%)	1,769	(1.1%)

## Households

Households 2025 Q4	3,262	35,108	59,874
Households 2025 Q3	3,265	35,126	59,898
Households 2025 Q2	3,268	35,234	59,907
Households 2025 Q1	3,266	35,192	59,875
Households 2024 Q4	3,261	35,102	59,736
Households 2024 Q3	3,255	35,016	59,604
Households 2024 Q2	3,234	34,638	59,097
Households 2024 Q1	3,229	34,594	59,033
Households 2023 Q4	3,220	34,412	58,742
Households 5 Years Forecast	3,244	35,487	60,396
Households 10 Years Forecast	3,242	35,794	60,854

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Gender

Male	3,861	(49.7%)	101	44,408	(48.7%)	99	76,331	(48%)	98
Female	3,910	(50.3%)	99	46,762	(51.3%)	101	82,684	(52%)	102

## Ethnicity

White	4,194	(54%)	94	52,690	(57.8%)	100	100,998	(63.5%)	110
Asian	1,296	(16.7%)	289	8,453	(9.3%)	160	16,970	(10.7%)	185
Hispanic (Ethnic)	1,068	(13.7%)	70	13,709	(15%)	7	17,766	(11.2%)	57
Other	711	(9.1%)	176	12,063	(13.2%)	254	17,183	(10.8%)	208
Black	502	(6.5%)	55	4,255	(4.7%)	40	6,098	(3.8%)	33

## Household by Ethnicity

White	2,097	(64.3%)	104	21,289	(60.6%)	98	39,579	(66.1%)	107
Asian	448	(13.7%)	297	3,161	(9%)	195	5,862	(9.8%)	212
Other	324	(9.9%)	131	5,818	(16.6%)	218	7,765	(13%)	171
Hispanic (Ethnic)	228	(7%)	46	3,551	(10.1%)	67	4,716	(7.9%)	52
Black	165	(5.1%)	46	1,289	(3.7%)	34	1,952	(3.3%)	30

## 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	\$162,332.61	133	\$160,010.54	132	\$202,068.56	166
Average Income Per Person	\$68,225.04	145	\$62,620.2	133	\$77,052.41	164
Household Median Income	\$132,546.87	152	\$117,078.59	134	\$138,450.69	159
<\$15K	108 (3.3%)	46	2,282 (6.5%)	90	3,229 (5.4%)	75
\$15K - \$25K	113 (3.5%)	59	1,669 (4.8%)	8	2,244 (3.7%)	64
\$25K - \$35K	72 (2.2%)	36	1,287 (3.7%)	60	1,906 (3.2%)	52
\$35K - \$50K	74 (2.3%)	24	1,707 (4.9%)	52	2,616 (4.4%)	47
\$50K - \$75K	260 (8%)	53	4,173 (11.9%)	7	6,023 (10.1%)	67
\$75K - \$100K	455 (13.9%)	111	3,980 (11.3%)	90	5,837 (9.7%)	7
\$100K - \$150K	771 (23.6%)	130	6,460 (18.4%)	101	10,237 (17.1%)	94
\$150K - \$175K	232 (7.1%)	113	2,224 (6.3%)	101	3,937 (6.6%)	104
\$175K - \$200K	308 (9.4%)	189	2,081 (5.9%)	119	3,409 (5.7%)	114
\$200K - \$250K	486 (14.9%)	185	5,177 (14.7%)	183	11,442 (19.1%)	237
\$250K - \$500K	208 (6.4%)	185	2,218 (6.3%)	183	4,903 (8.2%)	237
>\$500K	175 (5.4%)	186	1,850 (5.3%)	183	4,091 (6.8%)	237

## 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	\$122,140.14		135	\$112,010.53		124	\$124,917.62		138
Household Median Disposable Income	\$109,145.98		146	\$96,889.53		129	\$113,082.68		151
<\$15K	116	(3.6%)	45	2,640	(7.5%)	95	3,721	(6.2%)	7
\$15K - \$25K	137	(4.2%)	61	1,689	(4.8%)	70	2,281	(3.8%)	55
\$25K - \$35K	67	(2.1%)	29	1,393	(4%)	55	2,141	(3.6%)	50
\$35K - \$50K	115	(3.5%)	31	2,498	(7.1%)	63	3,916	(6.5%)	58
\$50K - \$75K	414	(12.7%)	75	5,223	(14.9%)	88	7,307	(12.2%)	72
\$75K - \$100K	632	(19.4%)	135	4,789	(13.6%)	95	7,363	(12.3%)	86
\$100K - \$150K	791	(24.2%)	129	6,835	(19.5%)	103	11,418	(19.1%)	101
\$150K - \$175K	295	(9%)	176	2,659	(7.6%)	148	5,410	(9%)	176
\$175K - \$200K	205	(6.3%)	183	2,177	(6.2%)	181	4,802	(8%)	234
\$200K - \$250K	196	(6%)	181	2,093	(6%)	180	4,635	(7.7%)	233
\$250K - \$500K	271	(8.3%)	183	2,861	(8.1%)	180	6,333	(10.6%)	233
>\$500K	23	(0.7%)	177	251	(0.7%)	180	547	(0.9%)	230

## Discretionary Households Income

Household Average Discretionary Income	\$93,214.16		136	\$83,927.09		123	\$97,053.04		142
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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	\$90,784.16	157	\$74,685.03	129	\$92,737.39	160
<\$10K	109 (3.3%)	43	2,912 (8.3%)	107	4,040 (6.7%)	87
\$10K - \$20K	155 (4.8%)	52	2,242 (6.4%)	70	3,122 (5.2%)	57
\$20K - \$30K	91 (2.8%)	30	2,244 (6.4%)	68	3,185 (5.3%)	56
\$30K - \$40K	112 (3.4%)	38	1,845 (5.3%)	57	2,775 (4.6%)	51
\$40K - \$50K	194 (5.9%)	71	2,851 (8.1%)	96	3,821 (6.4%)	76
\$50K - \$75K	649 (19.9%)	113	5,524 (15.7%)	90	7,949 (13.3%)	76
\$75K - \$100K	525 (16.1%)	129	4,299 (12.2%)	98	7,090 (11.8%)	95
\$100K - \$125K	517 (15.8%)	187	3,610 (10.3%)	121	5,943 (9.9%)	117
\$125K - \$150K	481 (14.7%)	227	3,367 (9.6%)	148	5,931 (9.9%)	153
>\$150K	429 (13.2%)	130	6,214 (17.7%)	175	16,018 (26.8%)	264

## Households Income by Ethnicity

Average Income - White	\$134,060.61	131	\$124,865.26	122	\$134,451.85	131
Median Income - White	\$142,148.71	150	\$131,896.01	139	\$153,297.66	162
Average Income - Black	\$118,384.79	159	\$107,153.19	144	\$117,565.86	158
Median Income - Black	\$137,152.29	228	\$108,487.32	180	\$129,166.5	215

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$132,062.77 (109)	\$142,517.83 (118)	\$147,112.64 (122)
Median Income - Asian	\$128,333.2 (102)	\$161,391.53 (128)	\$184,552.65 (146)
Average Income - Hispanic	\$119,233.95 (137)	\$98,626.24 (114)	\$106,225.96 (122)
Median Income - Hispanic	\$125,000 (166)	\$93,030.73 (124)	\$104,034.78 (138)
Average Income - Other	\$107,069.75 (112)	\$90,808.58 (95)	\$99,695.22 (104)
Median Income - Other	\$98,274.93 (114)	\$82,746.94 (96)	\$92,064.53 (106)

## Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	40.97 (99)	41.31 (100)	42.03 (102)
Median Age	40.02 (99)	40.81 (101)	41.8 (104)
0-4	430 (5.5%) (103)	4,382 (4.8%) (89)	6,989 (4.4%) (89)
5-13	743 (9.6%) (94)	9,307 (10.2%) (101)	15,804 (9.9%) (98)
14-17	337 (4.3%) (80)	4,591 (5%) (96)	8,704 (5.5%) (104)
18-21	327 (4.2%) (76)	4,918 (5.4%) (98)	9,387 (5.9%) (107)
22-24	233 (3%) (72)	3,862 (4.2%) (101)	7,251 (4.6%) (109)
25-29	469 (6%) (103)	5,002 (5.5%) (93)	8,386 (5.3%) (90)
30-34	654 (8.4%) (131)	5,574 (6.1%) (95)	8,360 (5.3%) (89)

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	1 Mile		3 Mile		5 Mile	
35-39	690	(8.9%)	6,632	(7.3%)	9,942	(6.3%)
40-44	601	(7.7%)	6,531	(7.2%)	10,437	(6.6%)
45-49	473	(6.1%)	5,953	(6.5%)	10,104	(6.4%)
50-54	493	(6.3%)	5,627	(6.2%)	10,183	(6.4%)
55-59	486	(6.3%)	5,727	(6.3%)	10,647	(6.7%)
60-64	495	(6.4%)	6,032	(6.6%)	10,989	(6.9%)
65-69	412	(5.3%)	5,373	(5.9%)	9,952	(6.3%)
70-74	371	(4.8%)	4,313	(4.7%)	7,902	(5%)
75-79	264	(3.4%)	3,293	(3.6%)	6,235	(3.9%)
80-84	155	(2%)	2,036	(2.2%)	3,976	(2.5%)
85+	138	(1.8%)	2,017	(2.2%)	3,767	(2.4%)

## Age - Male

Male Average Age	39.13		39.89		40.93	
Male Median Age	37.43		38.5		40.82	
0-4	221	(5.7%)	2,244	(5.1%)	3,576	(4.7%)
5-13	413	(10.7%)	4,824	(10.9%)	8,171	(10.7%)

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	1 Mile			3 Mile			5 Mile		
14-17	172	(4.5%)	8	2,320	(5.2%)	95	4,194	(5.5%)	100
18-21	168	(4.4%)	76	2,489	(5.6%)	97	4,384	(5.7%)	100
22-24	121	(3.1%)	71	1,962	(4.4%)	100	3,336	(4.4%)	99
25-29	262	(6.8%)	110	2,648	(6%)	97	4,314	(5.7%)	92
30-34	361	(9.3%)	142	2,838	(6.4%)	97	4,247	(5.6%)	84
35-39	350	(9.1%)	136	3,289	(7.4%)	111	4,896	(6.4%)	96
40-44	309	(8%)	123	3,216	(7.2%)	112	5,112	(6.7%)	103
45-49	228	(5.9%)	98	2,907	(6.5%)	109	4,922	(6.4%)	107
50-54	232	(6%)	102	2,699	(6.1%)	103	4,903	(6.4%)	109
55-59	219	(5.7%)	94	2,753	(6.2%)	103	5,108	(6.7%)	111
60-64	235	(6.1%)	98	2,904	(6.5%)	105	5,301	(6.9%)	111
65-69	184	(4.8%)	8	2,515	(5.7%)	96	4,651	(6.1%)	104
70-74	176	(4.6%)	94	1,953	(4.4%)	91	3,624	(4.7%)	98
75-79	110	(2.8%)	7	1,394	(3.1%)	86	2,710	(3.6%)	97
80-84	56	(1.5%)	66	823	(1.9%)	85	1,654	(2.2%)	99
85+	44	(1.1%)	75	630	(1.4%)	94	1,228	(1.6%)	106

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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	42.78	42.66	43.04
Female Median Age	41.92	42.08	42.73
0-4	209 (5.3%)	2,138 (4.6%)	3,413 (4.1%)
5-13	330 (8.4%)	4,483 (9.6%)	7,633 (9.2%)
14-17	165 (4.2%)	2,271 (4.9%)	4,510 (5.5%)
18-21	159 (4.1%)	2,429 (5.2%)	5,003 (6.1%)
22-24	112 (2.9%)	1,900 (4.1%)	3,915 (4.7%)
25-29	207 (5.3%)	2,354 (5%)	4,072 (4.9%)
30-34	293 (7.5%)	2,736 (5.9%)	4,113 (5%)
35-39	340 (8.7%)	3,343 (7.1%)	5,046 (6.1%)
40-44	292 (7.5%)	3,315 (7.1%)	5,325 (6.4%)
45-49	245 (6.3%)	3,046 (6.5%)	5,182 (6.3%)
50-54	261 (6.7%)	2,928 (6.3%)	5,280 (6.4%)
55-59	267 (6.8%)	2,974 (6.4%)	5,539 (6.7%)
60-64	260 (6.6%)	3,128 (6.7%)	5,688 (6.9%)

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Jan 1 - Dec 31, 2025

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	1 Mile		3 Mile		5 Mile				
65-69	228	(5.8%)	92	2,858	(6.1%)	96	5,301	(6.4%)	101
70-74	195	(5%)	92	2,360	(5%)	93	4,278	(5.2%)	96
75-79	154	(3.9%)	91	1,899	(4.1%)	94	3,525	(4.3%)	99
80-84	99	(2.5%)	89	1,213	(2.6%)	91	2,322	(2.8%)	99
85+	94	(2.4%)	92	1,387	(3%)	113	2,539	(3.1%)	117

## Employment by Occupation

Total Employees (16+ Years Old)	4,111			50,867			87,704		
Professional Specialty	1,715	(41.7%)	169	16,082	(31.6%)	128	29,993	(34.2%)	138
Managerial/Executive	1,036	(25.2%)	145	9,433	(18.5%)	107	20,149	(23%)	132
Building Maintenance & Cleaning	302	(7.3%)	216	3,286	(6.5%)	190	4,038	(4.6%)	136
Sales	284	(6.9%)	74	3,928	(7.7%)	83	6,841	(7.8%)	84
Food Preparation & Serving	217	(5.3%)	103	2,826	(5.6%)	109	3,517	(4%)	71
Production & Transportation	141	(3.4%)	27	3,517	(6.9%)	54	4,958	(5.7%)	44
Protective	122	(3%)	137	979	(1.9%)	89	1,575	(1.8%)	83
Office Admin	95	(2.3%)	22	3,827	(7.5%)	71	6,722	(7.7%)	72
Healthcare support	80	(1.9%)	59	1,308	(2.6%)	71	1,809	(2.1%)	63

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Personal Care	64	(1.6%)	1,833	(3.6%)	2,698	(3.1%)
Construction	55	(1.3%)	3,797	(7.5%)	5,327	(6.1%)
Farming, Fishing & Forestry			51	(<0.5%)	77	(<0.5%)

### Employment by Industry

Total Employees (16+ Years Old)	4,111		50,867		87,704	
Educational Services	1,022	(24.9%)	12,998	(25.6%)	22,561	(25.7%)
Professional Services	850	(20.7%)	7,602	(14.9%)	14,747	(16.8%)
Manufacturing	391	(9.5%)	3,824	(7.5%)	6,950	(7.9%)
Entertainment Services	310	(7.5%)	4,021	(7.9%)	5,724	(6.5%)
Administrative/Waste Services	302	(7.3%)	2,915	(5.7%)	4,214	(4.8%)
Wholesale Retail	300	(7.3%)	6,295	(12.4%)	9,892	(11.3%)
Information	227	(5.5%)	1,136	(2.2%)	2,196	(2.5%)
Financial, Insurance & Real Estate	226	(5.5%)	2,468	(4.9%)	6,543	(7.5%)
Public Administration	130	(3.2%)	1,673	(3.3%)	2,790	(3.2%)
Agriculture/Mining/Construction	109	(2.7%)	3,913	(7.7%)	5,739	(6.5%)
Other Professional Services	102	(2.5%)	2,340	(4.6%)	3,833	(4.4%)

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	1 Mile			3 Mile			5 Mile		
Transportation	89	(2.2%)	37	1,560	(3.1%)	52	2,297	(2.6%)	45
Management Services	53	(1.3%)	1016	122	(<0.5%)	189	218	(<0.5%)	196

### Language Spoken

Speak English at Home	4,777	(65.1%)	84	52,929	(61%)	7	102,069	(67.1%)	87
Speak Other Language at Home	1,930	(26.3%)	310	22,658	(26.1%)	308	35,385	(23.3%)	274
Speak Spanish at Home	634	(8.6%)	61	11,201	(12.9%)	91	14,572	(9.6%)	68

### Ancestry

Other	1,583	(20.4%)	149	20,512	(22.5%)	165	32,205	(20.3%)	148
Unclassified	787	(10.1%)	69	11,091	(12.2%)	83	20,002	(12.6%)	86
Scottish/Irish	750	(9.7%)	161	9,174	(10.1%)	168	17,120	(10.8%)	180
Chinese	598	(7.7%)	598	3,366	(3.7%)	287	6,712	(4.2%)	328
Puerto Rican	449	(5.8%)	205	3,731	(4.1%)	145	4,687	(2.9%)	105
South Central Asian (e.g. Indian)	431	(5.5%)	351	3,550	(3.9%)	247	7,387	(4.6%)	294
Italian	380	(4.9%)	183	5,263	(5.8%)	216	10,045	(6.3%)	236
Other European (e.g. Greek/Russian)	358	(4.6%)	166	4,271	(4.7%)	169	9,124	(5.7%)	207
Central American	304	(3.9%)	219	4,049	(4.4%)	249	4,632	(2.9%)	163

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Jan 1 - Dec 31, 2025


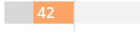





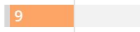

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
British	291	(3.7%)	4,295	(4.7%)	9,047	(5.7%)
German	164	(2.1%)	2,204	(2.4%)	4,652	(2.9%)
American	147	(1.9%)	2,000	(2.2%)	4,128	(2.6%)
South American	120	(1.5%)	2,446	(2.7%)	3,869	(2.4%)
Middle Eastern	88	(1.1%)	982	(1.1%)	1,958	(1.2%)
Polish	87	(1.1%)	1,328	(1.5%)	2,706	(1.7%)
Dominican	87	(1.1%)	1,513	(1.7%)	1,778	(1.1%)
Scandinavian	75	(1%)	1,079	(1.2%)	2,127	(1.3%)
Mexican	66	(0.8%)	759	(0.8%)	1,253	(0.8%)
Korean	58	(0.7%)	364	(<0.5%)	608	(<0.5%)
French	54	(0.7%)	878	(1%)	1,932	(1.2%)
South East Asian (e.g. Vietnamese)	40	(0.5%)	298	(<0.5%)	510	(<0.5%)
Other Hispanic	37	(<0.5%)	1,056	(1.2%)	1,243	(0.8%)
Japanese	28	(<0.5%)	156	(<0.5%)	313	(<0.5%)
Dutch	17	(<0.5%)	162	(<0.5%)	548	(<0.5%)
Native American (Indian/Eskimo)	12	(<0.5%)	125	(<0.5%)	182	(<0.5%)



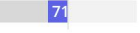


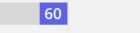
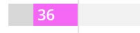
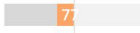
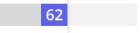



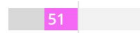
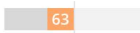


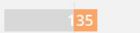




Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Other Asian	9	(<0.5%) 	137	(<0.5%) 	339	(<0.5%) 
Cuban	5	(<0.5%) 	155	(<0.5%) 	304	(<0.5%) 
Hawaiian/Pacific Islander	1	(<0.5%) 	15	(<0.5%) 	31	(<0.5%) 

### Education (Age 25+)

Total Educated Population	5,701		64,110		110,880	
Elementary (0 to 8 Years)	132	(2.3%) 	3,138	(4.9%) 	3,748	(3.4%) 
Some High School (9 to 11 Years)	331	(5.8%) 	3,227	(5%) 	3,923	(3.5%) 
High School Graduate (12 Years)	543	(9.5%) 	12,865	(20.1%) 	18,051	(16.3%) 
Some College (13 to 16 Years)	675	(11.8%) 	7,462	(11.6%) 	11,856	(10.7%) 
Associates Degree Only	254	(4.5%) 	3,563	(5.6%) 	5,701	(5.1%) 
Bachelor's Degree Only	2,100	(36.8%) 	18,416	(28.7%) 	34,268	(30.9%) 
Graduate Degree	1,666	(29.2%) 	15,439	(24.1%) 	33,333	(30.1%) 

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	3,262	35,108	59,874
One Person Households	949 (29.1%)	9,843 (28%)	15,443 (25.8%)
Married Couple	1,353 (41.5%)	17,307 (49.3%)	32,994 (55.1%)
Male Householder	179 (5.5%)	1,415 (4%)	2,198 (3.7%)
Female Householder	390 (12%)	4,063 (11.6%)	5,685 (9.5%)
Non Family Households	391 (12%)	2,480 (7.1%)	3,554 (5.9%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,262	35,108	59,874
1 Person Household	949 (29.1%)	9,843 (28%)	15,443 (25.8%)
2 Person Household	1,133 (34.7%)	10,831 (30.9%)	18,707 (31.2%)
3 Person Household	566 (17.4%)	6,072 (17.3%)	10,389 (17.4%)
4 Person Household	424 (13%)	5,475 (15.6%)	10,105 (16.9%)
5 Person Household	115 (3.5%)	1,918 (5.5%)	3,573 (6%)
6 Person Household	46 (1.4%)	636 (1.8%)	1,088 (1.8%)
7+ Person Household	29 (0.9%)	333 (0.9%)	569 (1%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Housing Units

Total Housing Units	3,482	36,712	62,521
Owner Occupied Housing	1,814	20,094	39,531
Renter Occupied Housing	1,448	15,014	20,343
Vacant Housing	220	1,604	2,647

### Housing Rent

Average Rent	\$2,395.4	\$1,842.23	\$1,944.87
Median Rent	\$2,313.19	\$1,850.32	\$1,950.28
Total Cash Rents Housing	1,414	14,506	19,610
<\$300		523 (3.6%)	678 (3.5%)
\$300-\$500	4 (<0.5%)	681 (4.7%)	881 (4.5%)
\$500-\$750	17 (1.2%)	909 (6.3%)	1,129 (5.8%)
\$750-\$1000	17 (1.2%)	737 (5.1%)	838 (4.3%)
\$1000-\$1500	111 (7.9%)	1,962 (13.5%)	2,367 (12.1%)
\$1500-\$2000	330 (23.3%)	3,484 (24%)	4,344 (22.2%)
\$2000-\$2500	364 (25.7%)	3,105 (21.4%)	4,320 (22%)

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	233	(16.5%)	285	1,647	(11.4%)	196	2,418	(12.3%)	213
\$3000-\$3500	167	(11.8%)	385	746	(5.1%)	168	1,131	(5.8%)	188
>\$3500	171	(12.1%)	329	712	(4.9%)	133	1,504	(7.7%)	208

## Value of Owner-Occupied Housing Units

Average House Value	\$858,671.69	160	\$868,809.81	162	\$1.06M	197			
Median House Value	\$839,642.85	214	\$811,960.54	207	\$902,258.79	230			
Owner Occupied Housing	1,814		20,094		39,531				
<\$100K	23	(1.3%)	15	262	(1.3%)	16	402	(1%)	12
\$100K - \$200K				107	(0.5%)	4	173	(<0.5%)	3
\$200K - \$300K	27	(1.5%)	10	455	(2.3%)	15	728	(1.8%)	12
\$300K - \$400K	21	(1.2%)	8	858	(4.3%)	29	1,172	(3%)	20
\$400K - \$500K	55	(3%)	26	1,021	(5.1%)	44	1,713	(4.3%)	37
\$500K - \$1000K	1,230	(67.8%)	265	12,224	(60.8%)	238	19,857	(50.2%)	196
>\$1000K	458	(25.2%)	218	5,167	(25.7%)	222	15,486	(39.2%)	338

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Poverty

Households in Poverty	164	(5%)	40	3,748	(10.7%)	84	5,248	(8.8%)	69
Households Above Poverty	3,098	(95%)	109	31,360	(89.3%)	102	54,626	(91.2%)	104
Households in Poverty (Married)				660	(1.9%)	86	876	(1.5%)	67
Households in Poverty (Male Householder)				110	(<0.5%)	49	208	(<0.5%)	55
Households in Poverty (Female Householder)	104	(3.2%)	108	1,029	(2.9%)	99	1,307	(2.2%)	74
Households in Poverty (Non-Family)	56	(1.7%)	27	1,875	(5.3%)	85	2,747	(4.6%)	73
Households in Poverty (Non-Family Student)	4	(<0.5%)	20	74	(<0.5%)	34	110	(<0.5%)	29

### Wealth per Household

Household Average Wealth	\$266,771.15		110	\$257,681.94		106	\$274,950.27		113
Household Median Wealth	\$94,338.74		115	\$89,584.94		109	\$104,361.38		127
<\$0K	550	(16.9%)	97	5,953	(17%)	98	9,532	(15.9%)	92
\$0K - \$5K	248	(7.6%)	90	2,829	(8.1%)	95	4,302	(7.2%)	85
\$5K - \$10K	138	(4.2%)	93	1,534	(4.4%)	97	2,403	(4%)	89
\$10K - \$25K	198	(6.1%)	96	2,154	(6.1%)	97	3,514	(5.9%)	93
\$25K - \$50K	215	(6.6%)	97	2,332	(6.6%)	97	3,924	(6.6%)	96

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	318	(9.7%)	3,476	(9.9%)	5,941	(9.9%)
\$100K - \$250K	581	(17.8%)	6,298	(17.9%)	11,040	(18.4%)
\$250K - \$500K	452	(13.9%)	4,787	(13.6%)	8,593	(14.4%)
>\$500K	562	(17.2%)	5,745	(16.4%)	10,625	(17.7%)

## Vehicles per Household

Total Number of Vehicles	4,716		56,327		102,954	
Average Number of Vehicles	1.45		1.6		1.72	
No Vehicles	210	(6.4%)	3,114	(8.9%)	4,290	(7.2%)
1 Vehicle	1,662	(51%)	13,752	(39.2%)	21,033	(35.1%)
2 Vehicles	1,162	(35.6%)	13,439	(38.3%)	24,644	(41.2%)
3 or more Vehicles	228	(7%)	4,803	(13.7%)	9,907	(16.5%)

## Population Change

Births	76		785		1,299
Deaths	57		710		1,320
Migration	-18		-17		453

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	759	3,895	6,141
Total Employees	9,912	51,591	73,858

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