



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	16,882		101,209		208,327	
Households	8,108		44,843		84,473	
Persons per Household	2.06	8	2.23	87	2.43	95
Household Median Income	\$139,999.4	160	\$158,632.83	182	\$158,757.05	182
Household Median Disposable Income	\$115,895.03	155	\$128,803.53	172	\$128,952.22	172
Household Median Discretionary Income	\$94,437.61	163	\$109,747.93	190	\$108,124.29	187
Average Income Per Person	\$91,347.6	194	\$97,106.1	206	\$91,663.14	195
Median Rent	\$2,484.1	176	\$2,514.35	178	\$2,468.26	175
Median House Value	\$1.17M	298	\$1.17M	300	\$1.19M	304
Households in Poverty	556 (6.9%)	54	2,765 (6.2%)	49	5,302 (6.3%)	50
Household Median Wealth	\$84,078.27	103	\$112,193.2	137	\$111,094.2	136
Average Age	41.69	101	46.25	112	45.06	109
Median Age	40.61	101	46.36	115	45.59	113
Households with Children	1,603 (19.8%)	74	9,896 (22.1%)	8	22,230 (26.3%)	98
High School Graduate or Higher	12,354 (96.1%)	108	74,516 (97.4%)	109	145,105 (94.7%)	106

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	9,108 (70.9%)	53,221 (69.6%)	97,366 (63.6%)
Pop density (per sq mi)	6,847	3,612	2,672
Area (based on blockgroups)	2	28	78

Population

Population 2025 Q4	16,882	101,209	208,327
Population 2025 Q3	16,904	101,314	208,566
Population 2025 Q2	16,907	101,232	208,513
Population 2025 Q1	16,910	100,973	208,247
Population 2024 Q4	16,894	100,831	208,133
Population 2024 Q3	16,854	100,737	208,007
Population 2024 Q2	16,772	100,484	207,619
Population 2024 Q1	16,613	99,855	207,182
Population 2023 Q4	16,602	99,797	207,079
Population 5 Years Forecast	17,704	104,419	212,356
Population 10 Years Forecast	18,547	108,524	219,357
Persons per Household	2.06	2.23	2.43

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	1 Mile			3 Mile			5 Mile		
Group Quarters	179	(1.1%)	45	1,320	(1.3%)	56	3,018	(1.4%)	62
Transient Population - Average Last 4 Quarters				1,091	(1.1%)	86	1,875	(0.9%)	72

Households

Households 2025 Q4	8,108		44,843		84,473
Households 2025 Q3	8,114		44,857		84,518
Households 2025 Q2	8,118		44,816		84,480
Households 2025 Q1	8,117		44,700		84,360
Households 2024 Q4	8,109		44,637		84,307
Households 2024 Q3	8,089		44,588		84,247
Households 2024 Q2	8,048		44,484		84,094
Households 2024 Q1	7,971		44,184		83,858
Households 2023 Q4	7,964		44,165		83,824
Households 5 Years Forecast	8,522		46,291		86,216
Households 10 Years Forecast	8,938		48,142		89,155

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Benchmark: Nationwide



Gender

Male	8,206	(48.6%)	99	47,729	(47.2%)	96	99,984	(48%)	98
Female	8,676	(51.4%)	101	53,480	(52.8%)	104	108,343	(52%)	102

Ethnicity

White	10,185	(60.3%)	105	64,709	(63.9%)	111	124,712	(59.9%)	104
Hispanic (Ethnic)	2,544	(15.1%)	71	11,572	(11.4%)	58	33,870	(16.3%)	83
Asian	2,330	(13.8%)	239	15,635	(15.4%)	267	30,344	(14.6%)	252
Other	1,410	(8.4%)	161	7,087	(7%)	135	15,058	(7.2%)	139
Black	413	(2.4%)	21	2,206	(2.2%)	18	4,343	(2.1%)	18

Household by Ethnicity

White	5,073	(62.6%)	101	29,662	(66.1%)	107	54,057	(64%)	104
Asian	1,001	(12.3%)	267	6,012	(13.4%)	290	10,897	(12.9%)	279
Hispanic (Ethnic)	941	(11.6%)	76	4,272	(9.5%)	63	9,484	(11.2%)	74
Other	864	(10.7%)	140	3,979	(8.9%)	117	8,182	(9.7%)	128
Black	229	(2.8%)	26	918	(2%)	19	1,853	(2.2%)	20

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	\$188,550.19	155	\$217,090.74	178	\$223,788.41	184
Average Income Per Person	\$91,347.6	194	\$97,106.1	206	\$91,663.14	195
Household Median Income	\$139,999.4	160	\$158,632.83	182	\$158,757.05	182
<\$15K	312 (3.8%)	53	1,897 (4.2%)	59	3,484 (4.1%)	57
\$15K - \$25K	133 (1.6%)	28	1,031 (2.3%)	39	2,062 (2.4%)	42
\$25K - \$35K	132 (1.6%)	27	1,151 (2.6%)	42	2,304 (2.7%)	44
\$35K - \$50K	296 (3.7%)	39	2,449 (5.5%)	58	4,053 (4.8%)	51
\$50K - \$75K	818 (10.1%)	67	3,760 (8.4%)	56	7,403 (8.8%)	59
\$75K - \$100K	972 (12%)	95	3,646 (8.1%)	65	7,186 (8.5%)	68
\$100K - \$150K	1,683 (20.8%)	114	7,331 (16.3%)	90	13,614 (16.1%)	89
\$150K - \$175K	662 (8.2%)	130	3,349 (7.5%)	119	6,082 (7.2%)	114
\$175K - \$200K	661 (8.2%)	163	3,184 (7.1%)	142	5,598 (6.6%)	33
\$200K - \$250K	1,365 (16.8%)	209	9,540 (21.3%)	264	18,300 (21.7%)	269
\$250K - \$500K	585 (7.2%)	209	4,089 (9.1%)	264	7,846 (9.3%)	269
>\$500K	489 (6%)	209	3,416 (7.6%)	264	6,541 (7.7%)	269

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	\$126,750.9		140	\$134,421.53		149	\$134,896.76		149
Household Median Disposable Income	\$115,895.03		155	\$128,803.53		172	\$128,952.22		172
<\$15K	313	(3.9%)	49	1,958	(4.4%)	55	3,573	(4.2%)	54
\$15K - \$25K	169	(2.1%)	30	1,171	(2.6%)	38	2,396	(2.8%)	41
\$25K - \$35K	182	(2.2%)	31	1,364	(3%)	43	2,742	(3.2%)	45
\$35K - \$50K	415	(5.1%)	45	3,088	(6.9%)	61	5,360	(6.3%)	56
\$50K - \$75K	1,020	(12.6%)	75	4,350	(9.7%)	58	8,522	(10.1%)	60
\$75K - \$100K	1,309	(16.1%)	113	4,897	(10.9%)	76	9,330	(11%)	77
\$100K - \$150K	2,006	(24.7%)	131	9,759	(21.8%)	115	17,713	(21%)	111
\$150K - \$175K	748	(9.2%)	180	4,660	(10.4%)	203	8,762	(10.4%)	202
\$175K - \$200K	572	(7.1%)	206	3,993	(8.9%)	260	7,668	(9.1%)	265
\$200K - \$250K	552	(6.8%)	205	3,867	(8.6%)	260	7,409	(8.8%)	264
\$250K - \$500K	755	(9.3%)	205	5,277	(11.8%)	259	10,115	(12%)	264
>\$500K	67	(0.8%)	208	459	(1%)	258	883	(1%)	263

Discretionary Households Income

Household Average Discretionary Income	\$98,776.33		144	\$107,033.3		156	\$106,363.47		155
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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	\$94,437.61		163	\$109,747.93		190	\$108,124.29		187
<\$10K	304	(3.7%)	48	1,557	(3.5%)	45	3,163	(3.7%)	48
\$10K - \$20K	180	(2.2%)	24	1,409	(3.1%)	34	2,937	(3.5%)	38
\$20K - \$30K	196	(2.4%)	26	1,796	(4%)	42	3,568	(4.2%)	45
\$30K - \$40K	457	(5.6%)	62	2,456	(5.5%)	60	4,672	(5.5%)	60
\$40K - \$50K	525	(6.5%)	77	2,229	(5%)	59	4,137	(4.9%)	58
\$50K - \$75K	1,342	(16.6%)	94	5,208	(11.6%)	66	10,276	(12.2%)	69
\$75K - \$100K	1,223	(15.1%)	121	5,609	(12.5%)	101	10,350	(12.3%)	99
\$100K - \$125K	1,143	(14.1%)	166	5,533	(12.3%)	145	9,642	(11.4%)	134
\$125K - \$150K	949	(11.7%)	181	5,605	(12.5%)	193	10,170	(12%)	186
>\$150K	1,789	(22.1%)	218	13,441	(30%)	296	25,558	(30.3%)	299

Households Income by Ethnicity

Average Income - White	\$135,863.33		133	\$138,863.6		135	\$141,142.45		138
Median Income - White	\$150,149.69		159	\$165,665.77		175	\$171,652.41		182
Average Income - Black	\$101,319.63		136	\$105,681.83		142	\$100,609.27		135
Median Income - Black	\$97,320.54		162	\$97,419.74		162	\$84,096.5		140

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$123,426.97 (102)	\$138,221.5 (114)	\$142,534.17 (118)
Median Income - Asian	\$132,581.66 (105)	\$166,357.99 (132)	\$174,477 (138)
Average Income - Hispanic	\$125,838.18 (145)	\$128,846.37 (149)	\$119,268.71 (138)
Median Income - Hispanic	\$125,116.82 (167)	\$136,604.47 (182)	\$117,551.43 (156)
Average Income - Other	\$134,787.65 (141)	\$133,484.86 (139)	\$129,283.18 (135)
Median Income - Other	\$136,556.14 (158)	\$146,218.5 (169)	\$138,322.05 (160)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	41.69 (101)	46.25 (112)	45.06 (109)
Median Age	40.61 (101)	46.36 (115)	45.59 (113)
0-4	1,073 (6.4%) (118)	4,658 (4.6%) (86)	9,196 (4.4%) (89)
5-13	1,364 (8.1%) (81)	8,860 (8.8%) (86)	19,242 (9.2%) (91)
14-17	601 (3.6%) (68)	4,125 (4.1%) (77)	9,710 (4.7%) (88)
18-21	579 (3.4%) (62)	4,070 (4%) (73)	9,806 (4.7%) (85)
22-24	414 (2.5%) (59)	2,976 (2.9%) (70)	7,200 (3.5%) (83)
25-29	843 (5%) (85)	4,016 (4%) (67)	9,469 (4.5%) (77)
30-34	1,504 (8.9%) (139)	5,631 (5.6%) (87)	10,768 (5.2%) (81)

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				
35-39	1,836	(10.9%)	165	7,098	(7%)	107	13,062	(6.3%)	95
40-44	1,489	(8.8%)	137	7,038	(7%)	108	13,793	(6.6%)	103
45-49	1,190	(7%)	117	6,265	(6.2%)	103	13,053	(6.3%)	104
50-54	1,073	(6.4%)	107	6,145	(6.1%)	102	12,881	(6.2%)	104
55-59	1,010	(6%)	99	6,077	(6%)	99	13,165	(6.3%)	105
60-64	937	(5.6%)	87	6,382	(6.3%)	99	13,655	(6.6%)	103
65-69	886	(5.2%)	86	6,455	(6.4%)	104	13,458	(6.5%)	106
70-74	724	(4.3%)	84	6,033	(6%)	116	12,076	(5.8%)	113
75-79	586	(3.5%)	87	5,641	(5.6%)	140	10,791	(5.2%)	130
80-84	367	(2.2%)	86	4,369	(4.3%)	171	8,021	(3.9%)	153
85+	406	(2.4%)	116	5,370	(5.3%)	255	8,981	(4.3%)	207

Age - Male

Male Average Age	40.9		102	44.24		110	43.41		108
Male Median Age	40.24		105	43.49		114	42.98		112
0-4	549	(6.7%)	119	2,377	(5%)	89	4,691	(4.7%)	84
5-13	669	(8.2%)	7	4,491	(9.4%)	89	9,736	(9.7%)	92

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Audience Profile

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	● 1 Mile		● 3 Mile		● 5 Mile				
14-17	295	(3.6%)	66	2,109	(4.4%)	8	4,970	(5%)	91
18-21	288	(3.5%)	61	2,116	(4.4%)	7	5,066	(5.1%)	88
22-24	209	(2.5%)	58	1,565	(3.3%)	74	3,746	(3.7%)	85
25-29	432	(5.3%)	86	1,985	(4.2%)	68	4,842	(4.8%)	7
30-34	713	(8.7%)	132	2,713	(5.7%)	86	5,386	(5.4%)	8
35-39	902	(11%)	164	3,425	(7.2%)	107	6,391	(6.4%)	96
40-44	759	(9.2%)	143	3,535	(7.4%)	114	6,923	(6.9%)	107
45-49	593	(7.2%)	120	3,067	(6.4%)	107	6,351	(6.4%)	105
50-54	536	(6.5%)	110	2,958	(6.2%)	105	6,218	(6.2%)	105
55-59	475	(5.8%)	96	2,916	(6.1%)	102	6,383	(6.4%)	106
60-64	461	(5.6%)	90	3,058	(6.4%)	103	6,600	(6.6%)	106
65-69	431	(5.3%)	89	2,921	(6.1%)	104	6,231	(6.2%)	106
70-74	322	(3.9%)	8	2,617	(5.5%)	113	5,336	(5.3%)	110
75-79	277	(3.4%)	93	2,357	(4.9%)	135	4,649	(4.6%)	127
80-84	150	(1.8%)	83	1,696	(3.6%)	162	3,268	(3.3%)	149
85+	145	(1.8%)	117	1,823	(3.8%)	252	3,197	(3.2%)	211

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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	42.43	48.04	46.59
Female Median Age	40.99	48.23	47.19
0-4	524 (6%)	2,281 (4.3%)	4,505 (4.2%)
5-13	695 (8%)	4,369 (8.2%)	9,506 (8.8%)
14-17	306 (3.5%)	2,016 (3.8%)	4,740 (4.4%)
18-21	291 (3.4%)	1,954 (3.7%)	4,740 (4.4%)
22-24	205 (2.4%)	1,411 (2.6%)	3,454 (3.2%)
25-29	411 (4.7%)	2,031 (3.8%)	4,627 (4.3%)
30-34	791 (9.1%)	2,918 (5.5%)	5,382 (5%)
35-39	934 (10.8%)	3,673 (6.9%)	6,671 (6.2%)
40-44	730 (8.4%)	3,503 (6.6%)	6,870 (6.3%)
45-49	597 (6.9%)	3,198 (6%)	6,702 (6.2%)
50-54	537 (6.2%)	3,187 (6%)	6,663 (6.1%)
55-59	535 (6.2%)	3,161 (5.9%)	6,782 (6.3%)
60-64	476 (5.5%)	3,324 (6.2%)	7,055 (6.5%)

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	1 Mile		3 Mile		5 Mile				
65-69	455	(5.2%)	83	3,534	(6.6%)	104	7,227	(6.7%)	105
70-74	402	(4.6%)	86	3,416	(6.4%)	118	6,740	(6.2%)	115
75-79	309	(3.6%)	83	3,284	(6.1%)	142	6,142	(5.7%)	131
80-84	217	(2.5%)	88	2,673	(5%)	176	4,753	(4.4%)	154
85+	261	(3%)	115	3,547	(6.6%)	253	5,784	(5.3%)	203

Employment by Occupation

Total Employees (16+ Years Old)	9,642			50,962			105,081		
Professional Specialty	3,582	(37.1%)	150	17,705	(34.7%)	140	33,073	(31.5%)	127
Managerial/Executive	2,424	(25.1%)	145	15,871	(31.1%)	179	30,947	(29.5%)	169
Sales	1,262	(13.1%)	140	5,056	(9.9%)	106	10,625	(10.1%)	108
Office Admin	630	(6.5%)	61	3,801	(7.5%)	70	7,419	(7.1%)	66
Food Preparation & Serving	483	(5%)	98	1,413	(2.8%)	54	3,891	(3.7%)	73
Production & Transportation	354	(3.7%)	28	2,380	(4.7%)	36	5,198	(4.9%)	38
Construction	338	(3.5%)	44	1,226	(2.4%)	30	3,944	(3.8%)	47
Protective	225	(2.3%)	108	996	(2%)	90	1,969	(1.9%)	87
Personal Care	169	(1.8%)	70	1,172	(2.3%)	92	2,458	(2.3%)	94

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Farming, Fishing & Forestry	65	(0.7%)	117	81	(<0.5%)	172	(<0.5%)	
Healthcare support	61	(0.6%)	19	667	(1.3%)	40	2,474	(2.4%)
Building Maintenance & Cleaning	49	(0.5%)	15	594	(1.2%)	34	2,911	(2.8%)

Employment by Industry

Total Employees (16+ Years Old)	9,642			50,962			105,081	
Educational Services	2,229	(23.1%)	99	10,846	(21.3%)	91	23,466	(22.3%)
Professional Services	1,682	(17.4%)	216	11,011	(21.6%)	267	18,788	(17.9%)
Financial, Insurance & Real Estate	1,256	(13%)	193	6,019	(11.8%)	175	11,728	(11.2%)
Wholesale Retail	1,088	(11.3%)	86	5,309	(10.4%)	79	11,411	(10.9%)
Entertainment Services	669	(6.9%)	80	3,032	(5.9%)	69	7,840	(7.5%)
Agriculture/Mining/Construction	624	(6.5%)	76	2,841	(5.6%)	65	6,621	(6.3%)
Manufacturing	529	(5.5%)	55	2,919	(5.7%)	58	5,782	(5.5%)
Other Professional Services	424	(4.4%)	94	1,717	(3.4%)	72	4,028	(3.8%)
Public Administration	352	(3.7%)	76	2,020	(4%)	83	3,561	(3.4%)
Transportation	277	(2.9%)	49	2,197	(4.3%)	74	4,086	(3.9%)
Information	266	(2.8%)	148	1,369	(2.7%)	144	2,627	(2.5%)

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	● 1 Mile		● 3 Mile		● 5 Mile				
Administrative/Waste Services	244	(2.5%)	61	1,569	(3.1%)	74	4,965	(4.7%)	113
Management Services	2	(<0.5%)	16	113	(<0.5%)	175	178	(<0.5%)	33

Language Spoken

Speak English at Home	11,350	(71.8%)	93	72,033	(74.6%)	96	142,516	(71.6%)	93
Speak Other Language at Home	2,983	(18.9%)	222	17,644	(18.3%)	215	34,961	(17.6%)	207
Speak Spanish at Home	1,476	(9.3%)	66	6,874	(7.1%)	50	21,654	(10.9%)	7

Ancestry

Other	3,030	(17.9%)	131	17,719	(17.5%)	128	36,388	(17.5%)	128
Unclassified	1,840	(10.9%)	74	10,593	(10.5%)	71	21,416	(10.3%)	70
Mexican	1,525	(9%)	8	6,692	(6.6%)	59	21,127	(10.1%)	91
German	1,125	(6.7%)	94	6,755	(6.7%)	94	12,519	(6%)	85
British	1,098	(6.5%)	125	7,289	(7.2%)	138	13,587	(6.5%)	125
Scottish/Irish	1,074	(6.4%)	106	7,104	(7%)	117	13,613	(6.5%)	109
Other European (e.g. Greek/Russian)	907	(5.4%)	194	5,729	(5.7%)	204	10,366	(5%)	179
Scandinavian	566	(3.4%)	195	3,266	(3.2%)	188	6,345	(3%)	177
Italian	523	(3.1%)	116	3,648	(3.6%)	135	7,195	(3.5%)	129

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Audience Profile

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Chinese	473	(2.8%)	218	4,834	(4.8%)	371	9,590	(4.6%)	358
Middle Eastern	431	(2.6%)	458	2,634	(2.6%)	467	4,630	(2.2%)	399
South Central Asian (e.g. Indian)	381	(2.3%)	143	2,996	(3%)	187	5,387	(2.6%)	164
Other Asian	325	(1.9%)	544	1,629	(1.6%)	455	2,738	(1.3%)	371
Other Hispanic	313	(1.9%)	174	879	(0.9%)	8	2,523	(1.2%)	114
Central American	308	(1.8%)	102	1,664	(1.6%)	92	5,365	(2.6%)	144
American	303	(1.8%)	45	2,271	(2.2%)	56	4,289	(2.1%)	52
South American	272	(1.6%)	118	1,573	(1.6%)	114	3,274	(1.6%)	115
South East Asian (e.g. Vietnamese)	257	(1.5%)	322	875	(0.9%)	183	1,952	(0.9%)	198
French	218	(1.3%)	121	1,391	(1.4%)	129	2,596	(1.2%)	117
Korean	204	(1.2%)	272	1,162	(1.1%)	259	1,892	(0.9%)	205
Japanese	166	(1%)	432	1,170	(1.2%)	508	2,010	(1%)	424
Polish	153	(0.9%)	66	1,128	(1.1%)	8	2,053	(1%)	72
Dutch	102	(0.6%)	115	653	(0.6%)	123	1,219	(0.6%)	111
Puerto Rican	70	(<0.5%)	15	570	(0.6%)	20	1,096	(0.5%)	19
Dominican	48	(<0.5%)	42	88	(<0.5%)	13	89	(<0.5%)	6

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	
Hawaiian/Pacific Islander	44	(<0.5%)	185	(<0.5%)	466	(<0.5%)
Native American (Indian/Eskimo)	29	(<0.5%)	127	(<0.5%)	321	(<0.5%)
Cuban	8	(<0.5%)	106	(<0.5%)	396	(<0.5%)

Education (Age 25+)

Total Educated Population	12,851		76,520		153,173	
Elementary (0 to 8 Years)	228	(1.8%)	931	(1.2%)	4,011	(2.6%)
Some High School (9 to 11 Years)	269	(2.1%)	1,073	(1.4%)	4,057	(2.6%)
High School Graduate (12 Years)	1,029	(8%)	6,602	(8.6%)	15,713	(10.3%)
Some College (13 to 16 Years)	1,594	(12.4%)	10,019	(13.1%)	21,435	(14%)
Associates Degree Only	623	(4.8%)	4,674	(6.1%)	10,591	(6.9%)
Bachelor's Degree Only	4,876	(37.9%)	29,183	(38.1%)	55,109	(36%)
Graduate Degree	4,232	(32.9%)	24,038	(31.4%)	42,257	(27.6%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	8,108	44,843	84,473
One Person Households	3,206 (39.5%)	15,073 (33.6%)	23,839 (28.2%)
Married Couple	3,087 (38.1%)	21,236 (47.4%)	44,135 (52.2%)
Male Householder	485 (6%)	1,580 (3.5%)	3,454 (4.1%)
Female Householder	531 (6.5%)	2,858 (6.4%)	6,743 (8%)
Non Family Households	799 (9.9%)	4,096 (9.1%)	6,302 (7.5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	8,108	44,843	84,473
1 Person Household	3,206 (39.5%)	15,073 (33.6%)	23,839 (28.2%)
2 Person Household	2,706 (33.4%)	15,380 (34.3%)	28,708 (34%)
3 Person Household	1,032 (12.7%)	6,103 (13.6%)	12,775 (15.1%)
4 Person Household	795 (9.8%)	5,636 (12.6%)	12,266 (14.5%)
5 Person Household	246 (3%)	1,819 (4.1%)	4,496 (5.3%)
6 Person Household	79 (1%)	525 (1.2%)	1,456 (1.7%)
7+ Person Household	44 (0.5%)	307 (0.7%)	933 (1.1%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	8,804	47,290	88,369
Renter Occupied Housing	5,334	17,512	29,483
Owner Occupied Housing	2,774	27,331	54,990
Vacant Housing	696	2,447	3,896

Housing Rent

Average Rent	\$2,508.04	\$2,506.64	\$2,489.61
Median Rent	\$2,484.1	\$2,514.35	\$2,468.26
Total Cash Rents Housing	5,175	16,969	28,492
<\$300	10 (<0.5%)	234 (1.4%)	254 (0.9%)
\$300-\$500	24 (<0.5%)	225 (1.3%)	274 (1%)
\$500-\$750	62 (1.2%)	269 (1.6%)	381 (1.3%)
\$750-\$1000	56 (1.1%)	281 (1.7%)	512 (1.8%)
\$1000-\$1500	256 (4.9%)	1,158 (6.8%)	2,235 (7.8%)
\$1500-\$2000	733 (14.2%)	2,444 (14.4%)	4,821 (16.9%)
\$2000-\$2500	1,494 (28.9%)	3,783 (22.3%)	6,160 (21.6%)

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	1,235	(23.9%)	413	3,154	(18.6%)	321	4,988	(17.5%)	303
\$3000-\$3500	748	(14.5%)	472	2,485	(14.6%)	478	3,917	(13.7%)	449
>\$3500	557	(10.8%)	293	2,936	(17.3%)	470	4,950	(17.4%)	472

Value of Owner-Occupied Housing Units

Average House Value	\$1.3M		242	\$1.37M		256	\$1.41M		262
Median House Value	\$1.17M		298	\$1.17M		300	\$1.19M		304
Owner Occupied Housing	2,774			27,331			54,990		
<\$100K	110	(4%)	48	389	(1.4%)	17	1,010	(1.8%)	22
\$100K - \$200K				172	(0.6%)	5	601	(1.1%)	8
\$200K - \$300K	61	(2.2%)	14	314	(1.1%)	7	738	(1.3%)	9
\$300K - \$400K	95	(3.4%)	24	822	(3%)	21	1,361	(2.5%)	17
\$400K - \$500K	100	(3.6%)	31	1,423	(5.2%)	45	2,170	(3.9%)	34
\$500K - \$1000K	657	(23.7%)	93	6,844	(25%)	98	13,919	(25.3%)	99
>\$1000K	1,751	(63.1%)	544	17,367	(63.5%)	548	35,191	(64%)	552

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



Benchmark: Nationwide



Poverty

Households in Poverty	556	(6.9%)	54	2,765	(6.2%)	49	5,302	(6.3%)	50
Households Above Poverty	7,552	(93.1%)	107	42,078	(93.8%)	107	79,171	(93.7%)	107
Households in Poverty (Married)	67	(0.8%)	38	345	(0.8%)	35	962	(1.1%)	52
Households in Poverty (Male Householder)	112	(1.4%)	217	246	(0.5%)	86	426	(0.5%)	7
Households in Poverty (Female Householder)	92	(1.1%)	39	293	(0.7%)	22	731	(0.9%)	29
Households in Poverty (Non-Family)	259	(3.2%)	51	1,736	(3.9%)	62	2,909	(3.4%)	55
Households in Poverty (Non-Family Student)	26	(<0.5%)	51	145	(<0.5%)	52	274	(<0.5%)	52

Wealth per Household

Household Average Wealth	\$257,827.45	106	\$282,443.08	116	\$280,520.88	116			
Household Median Wealth	\$84,078.27	103	\$112,193.2	137	\$111,094.2	136			
<\$0K	1,440	(17.8%)	103	7,009	(15.6%)	90	13,183	(15.6%)	90
\$0K - \$5K	681	(8.4%)	99	3,117	(7%)	82	5,869	(6.9%)	82
\$5K - \$10K	373	(4.6%)	102	1,762	(3.9%)	87	3,305	(3.9%)	86
\$10K - \$25K	513	(6.3%)	100	2,595	(5.8%)	91	4,891	(5.8%)	91
\$25K - \$50K	529	(6.5%)	96	2,888	(6.4%)	95	5,487	(6.5%)	95

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	760	(9.4%)	92	4,378	(9.8%)	95	8,342	(9.9%)	96
\$100K - \$250K	1,378	(17%)	94	8,273	(18.4%)	102	15,677	(18.6%)	102
\$250K - \$500K	1,080	(13.3%)	100	6,570	(14.7%)	110	12,356	(14.6%)	110
>\$500K	1,354	(16.7%)	112	8,251	(18.4%)	123	15,363	(18.2%)	122

Vehicles per Household

Total Number of Vehicles	12,220			76,235			157,068		
Average Number of Vehicles	1.51		8	1.7		93	1.86		102
No Vehicles	502	(6.2%)	75	2,916	(6.5%)	7	4,244	(5%)	61
1 Vehicle	4,200	(51.8%)	158	18,036	(40.2%)	123	29,217	(34.6%)	105
2 Vehicles	2,353	(29%)	7	16,307	(36.4%)	99	32,463	(38.4%)	104
3 or more Vehicles	1,053	(13%)	59	7,584	(16.9%)	7	18,549	(22%)	100

Population Change

Births	165			784			1,645		
Deaths	115			1,142			2,121		
Migration	-51			789			788		

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	2,335	6,628	10,593
Total Employees	20,256	56,395	84,875

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