



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	32,167		195,855		473,866	
Households	11,896		71,387		188,144	
Persons per Household	2.7	106	2.72	107	2.49	98
Household Median Income	\$92,866.73	106	\$94,802.63	109	\$105,272.46	121
Household Median Disposable Income	\$77,747.8	104	\$79,135.04	106	\$87,882.46	117
Household Median Discretionary Income	\$53,957.12	93	\$55,218.25	95	\$63,135.93	109
Average Income Per Person	\$43,359.52	92	\$44,692.62	95	\$56,476.47	120
Median Rent	\$2,120.16	150	\$2,028.06	144	\$2,092.51	148
Median House Value	\$734,961.75	188	\$763,006.29	195	\$802,586.22	205
Households in Poverty	1,575 (13.2%)	105	10,219 (14.3%)	113	26,229 (13.9%)	110
Household Median Wealth	\$61,962.69	76	\$62,670.59	77	\$69,093.54	84
Average Age	39.55	96	39.61	96	39.51	96
Median Age	38.05	94	37.99	94	37.52	93
Households with Children	3,523 (29.6%)	110	20,098 (28.2%)	105	44,600 (23.7%)	88
High School Graduate or Higher	18,305 (79.4%)	89	113,497 (81.2%)	91	290,202 (84.3%)	94

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	5,392 (23.4%)	38,451 (27.5%)	135,485 (39.4%)
Pop density (per sq mi)	13,545	12,340	10,679
Area (based on blockgroups)	2	16	44

Population

Population 2025 Q4	32,167	195,855	473,866
Population 2025 Q3	30,919	194,330	472,161
Population 2025 Q2	30,718	194,108	471,951
Population 2025 Q1	30,473	192,115	468,980
Population 2024 Q4	30,243	192,683	470,032
Population 2024 Q3	30,089	192,794	469,630
Population 2024 Q2	29,581	191,633	467,820
Population 2024 Q1	30,675	192,281	467,683
Population 2023 Q4	30,738	191,722	464,570
Population 5 Years Forecast	34,018	200,383	485,860
Population 10 Years Forecast	35,115	203,504	493,981
Persons per Household	2.7	2.72	2.49

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



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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	54	(<0.5%)	1,447	(0.7%)	4,720	(1%)
Transient Population - Average Last 4 Quarters	296	(0.9%)	1,464	(0.7%)	7,948	(1.7%)

Households

Households 2025 Q4	11,896	71,387	188,144
Households 2025 Q3	11,414	70,731	187,342
Households 2025 Q2	11,334	70,646	187,331
Households 2025 Q1	11,235	69,915	186,172
Households 2024 Q4	11,144	70,052	186,649
Households 2024 Q3	11,093	70,131	186,525
Households 2024 Q2	10,887	69,673	185,745
Households 2024 Q1	11,309	69,966	185,665
Households 2023 Q4	11,320	69,752	183,973
Households 5 Years Forecast	12,622	73,088	193,919
Households 10 Years Forecast	13,049	74,257	197,775

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Gender

Male	16,073	(50%)	102	96,704	(49.4%)	101	233,299	(49.2%)	100
Female	16,094	(50%)	98	99,151	(50.6%)	99	240,567	(50.8%)	100

Ethnicity

Hispanic (Ethnic)	14,274	(44.4%)	227	74,924	(38.3%)	195	138,844	(29.3%)	150
White	13,176	(41%)	71	80,649	(41.2%)	71	221,125	(46.7%)	8
Other	2,013	(6.3%)	120	14,045	(7.2%)	138	32,624	(6.9%)	132
Asian	1,640	(5.1%)	88	12,757	(6.5%)	113	45,377	(9.6%)	166
Black	1,064	(3.3%)	28	13,480	(6.9%)	58	35,896	(7.6%)	64

Household by Ethnicity

White	5,388	(45.3%)	73	32,518	(45.6%)	74	98,076	(52.1%)	85
Hispanic (Ethnic)	3,822	(32.1%)	212	20,152	(28.2%)	186	39,985	(21.3%)	140
Other	1,863	(15.7%)	206	10,649	(14.9%)	197	22,407	(11.9%)	157
Asian	442	(3.7%)	8	4,026	(5.6%)	122	16,451	(8.7%)	189
Black	381	(3.2%)	29	4,042	(5.7%)	52	11,225	(6%)	54

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	\$117,117.12	96	\$122,082.76	100	\$140,957.56	116
Average Income Per Person	\$43,359.52	92	\$44,692.62	95	\$56,476.47	120
Household Median Income	\$92,866.73	106	\$94,802.63	109	\$105,272.46	121
<\$15K	700 (5.9%)	8	5,228 (7.3%)	101	14,408 (7.7%)	106
\$15K - \$25K	916 (7.7%)	131	4,678 (6.6%)	112	11,760 (6.3%)	106
\$25K - \$35K	688 (5.8%)	94	3,885 (5.4%)	89	8,830 (4.7%)	7
\$35K - \$50K	1,108 (9.3%)	99	5,453 (7.6%)	8	12,593 (6.7%)	71
\$50K - \$75K	1,562 (13.1%)	88	9,584 (13.4%)	90	21,642 (11.5%)	7
\$75K - \$100K	1,266 (10.6%)	85	8,508 (11.9%)	95	20,902 (11.1%)	88
\$100K - \$150K	2,000 (16.8%)	93	12,963 (18.2%)	100	33,762 (17.9%)	99
\$150K - \$175K	1,116 (9.4%)	149	5,528 (7.7%)	123	13,240 (7%)	112
\$175K - \$200K	990 (8.3%)	167	4,543 (6.4%)	128	12,569 (6.7%)	34
\$200K - \$250K	867 (7.3%)	90	6,169 (8.6%)	107	21,520 (11.4%)	142
\$250K - \$500K	374 (3.1%)	91	2,650 (3.7%)	107	9,225 (4.9%)	142
>\$500K	309 (2.6%)	90	2,198 (3.1%)	107	7,693 (4.1%)	142

Disposable Households Income

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



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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$91,950.98		102	\$93,571.29		103	\$101,594.36		112
Household Median Disposable Income	\$77,747.8		104	\$79,135.04		106	\$87,882.46		117
<\$15K	847	(7.1%)	90	6,220	(8.7%)	111	17,041	(9.1%)	115
\$15K - \$25K	974	(8.2%)	119	4,932	(6.9%)	100	11,939	(6.3%)	92
\$25K - \$35K	746	(6.3%)	88	4,466	(6.3%)	87	10,380	(5.5%)	71
\$35K - \$50K	1,380	(11.6%)	103	7,161	(10%)	89	15,847	(8.4%)	75
\$50K - \$75K	1,835	(15.4%)	92	11,012	(15.4%)	92	25,864	(13.7%)	82
\$75K - \$100K	1,329	(11.2%)	74	9,766	(13.7%)	96	25,510	(13.6%)	95
\$100K - \$150K	2,876	(24.2%)	128	15,153	(21.2%)	113	38,309	(20.4%)	108
\$150K - \$175K	679	(5.7%)	111	3,905	(5.5%)	107	12,609	(6.7%)	131
\$175K - \$200K	362	(3%)	89	2,580	(3.6%)	105	9,019	(4.8%)	140
\$200K - \$250K	351	(3%)	89	2,488	(3.5%)	105	8,703	(4.6%)	139
\$250K - \$500K	476	(4%)	88	3,397	(4.8%)	105	11,876	(6.3%)	139
>\$500K	41	(<0.5%)	87	307	(<0.5%)	108	1,047	(0.6%)	140

Discretionary Households Income

Household Average Discretionary Income	\$62,583.04		91	\$63,941.5		93	\$72,191.56		105
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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$53,957.12	93	\$55,218.25	95	\$63,135.93	109
<\$10K	808 (6.8%)	88	6,248 (8.8%)	113	16,215 (8.6%)	111
\$10K - \$20K	1,377 (11.6%)	126	7,420 (10.4%)	114	17,679 (9.4%)	103
\$20K - \$30K	1,311 (11%)	117	6,400 (9%)	95	14,188 (7.5%)	8
\$30K - \$40K	1,099 (9.2%)	101	6,468 (9.1%)	99	14,284 (7.6%)	83
\$40K - \$50K	958 (8.1%)	95	6,143 (8.6%)	102	14,217 (7.6%)	90
\$50K - \$75K	1,861 (15.6%)	89	12,908 (18.1%)	103	31,860 (16.9%)	96
\$75K - \$100K	1,922 (16.2%)	130	9,716 (13.6%)	109	24,505 (13%)	105
\$100K - \$125K	1,395 (11.7%)	138	6,954 (9.7%)	115	19,181 (10.2%)	120
\$125K - \$150K	819 (6.9%)	106	6,029 (8.4%)	130	17,843 (9.5%)	146
>\$150K	346 (2.9%)	29	3,101 (4.3%)	43	18,172 (9.7%)	95

Households Income by Ethnicity

Average Income - White	\$87,107.67	85	\$100,444.65	98	\$114,830.46	112
Median Income - White	\$76,413.37	8	\$93,772.93	99	\$116,543.22	123
Average Income - Black	\$115,693.89	156	\$99,430.08	134	\$95,650.75	129
Median Income - Black	\$118,034.99	196	\$97,435	162	\$89,465.27	149

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$104,582.22 (86)	\$106,842.72 (88)	\$112,601.97 (93)
Median Income - Asian	\$94,614.6 (75)	\$98,076 (77)	\$112,283.28 (89)
Average Income - Hispanic	\$114,327.53 (132)	\$104,019.33 (120)	\$99,045.29 (114)
Median Income - Hispanic	\$112,330.59 (150)	\$96,881.34 (129)	\$90,916.86 (121)
Average Income - Other	\$113,592.93 (118)	\$102,161.42 (107)	\$101,459.66 (106)
Median Income - Other	\$114,441.17 (132)	\$93,703.93 (108)	\$94,047.95 (109)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	39.55 (96)	39.61 (96)	39.51 (96)
Median Age	38.05 (94)	37.99 (94)	37.52 (93)
0-4	1,863 (5.8%) (108)	11,489 (5.9%) (109)	30,266 (6.4%) (119)
5-13	3,269 (10.2%) (100)	19,617 (10%) (99)	44,945 (9.5%) (93)
14-17	1,428 (4.4%) (84)	9,094 (4.6%) (88)	19,672 (4.2%) (77)
18-21	1,448 (4.5%) (87)	9,084 (4.6%) (84)	19,904 (4.2%) (76)
22-24	1,105 (3.4%) (87)	6,725 (3.4%) (87)	15,009 (3.2%) (74)
25-29	2,093 (6.5%) (111)	12,777 (6.5%) (111)	31,542 (6.7%) (113)
30-34	2,729 (8.5%) (132)	16,487 (8.4%) (131)	46,645 (9.8%) (153)

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	● 1 Mile		● 3 Mile		● 5 Mile				
35-39	2,818	(8.8%)	133	16,949	(8.7%)	131	45,905	(9.7%)	147
40-44	2,530	(7.9%)	122	15,333	(7.8%)	122	37,171	(7.8%)	122
45-49	2,271	(7.1%)	117	13,303	(6.8%)	113	29,858	(6.3%)	105
50-54	1,958	(6.1%)	103	11,842	(6%)	102	26,533	(5.6%)	95
55-59	1,990	(6.2%)	102	11,611	(5.9%)	98	26,703	(5.6%)	93
60-64	1,856	(5.8%)	91	11,122	(5.7%)	89	26,234	(5.5%)	87
65-69	1,663	(5.2%)	85	10,249	(5.2%)	86	23,992	(5.1%)	83
70-74	1,178	(3.7%)	71	7,760	(4%)	7	18,741	(4%)	7
75-79	879	(2.7%)	69	5,530	(2.8%)	71	13,986	(3%)	74
80-84	592	(1.8%)	73	3,671	(1.9%)	74	9,014	(1.9%)	73
85+	497	(1.5%)	74	3,212	(1.6%)	74	7,746	(1.6%)	7

Age - Male

Male Average Age	38.85		97	38.64		96	38.53		96
Male Median Age	37.6		98	37.34		98	36.94		97
0-4	952	(5.9%)	106	5,878	(6.1%)	108	15,505	(6.6%)	118
5-13	1,647	(10.2%)	97	9,994	(10.3%)	98	22,925	(9.8%)	93

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	1 Mile			3 Mile			5 Mile		
14-17	710	(4.4%)	8	4,615	(4.8%)	87	10,021	(4.3%)	7
18-21	737	(4.6%)	8	4,667	(4.8%)	84	10,272	(4.4%)	7
22-24	578	(3.6%)	8	3,497	(3.6%)	8	7,839	(3.4%)	7
25-29	1,090	(6.8%)	110	6,485	(6.7%)	109	15,994	(6.9%)	112
30-34	1,366	(8.5%)	129	8,277	(8.6%)	130	22,998	(9.9%)	149
35-39	1,469	(9.1%)	137	8,458	(8.7%)	131	22,925	(9.8%)	147
40-44	1,295	(8.1%)	124	7,744	(8%)	123	18,634	(8%)	123
45-49	1,131	(7%)	117	6,704	(6.9%)	115	14,854	(6.4%)	106
50-54	998	(6.2%)	105	5,860	(6.1%)	102	13,052	(5.6%)	95
55-59	1,020	(6.3%)	106	5,732	(5.9%)	99	13,054	(5.6%)	93
60-64	904	(5.6%)	90	5,330	(5.5%)	88	12,680	(5.4%)	87
65-69	795	(4.9%)	84	4,845	(5%)	85	11,404	(4.9%)	83
70-74	569	(3.5%)	73	3,588	(3.7%)	7	8,663	(3.7%)	7
75-79	382	(2.4%)	65	2,417	(2.5%)	68	6,094	(2.6%)	72
80-84	250	(1.6%)	71	1,514	(1.6%)	72	3,734	(1.6%)	73
85+	180	(1.1%)	74	1,099	(1.1%)	75	2,651	(1.1%)	75

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	40.25	40.55	40.46
Female Median Age	38.53	38.63	38.11
0-4	911 (5.7%)	5,611 (5.7%)	14,761 (6.1%)
5-13	1,622 (10.1%)	9,623 (9.7%)	22,020 (9.2%)
14-17	718 (4.5%)	4,479 (4.5%)	9,651 (4%)
18-21	711 (4.4%)	4,417 (4.5%)	9,632 (4%)
22-24	527 (3.3%)	3,228 (3.3%)	7,170 (3%)
25-29	1,003 (6.2%)	6,292 (6.3%)	15,548 (6.5%)
30-34	1,363 (8.5%)	8,210 (8.3%)	23,647 (9.8%)
35-39	1,349 (8.4%)	8,491 (8.6%)	22,980 (9.6%)
40-44	1,235 (7.7%)	7,589 (7.7%)	18,537 (7.7%)
45-49	1,140 (7.1%)	6,599 (6.7%)	15,004 (6.2%)
50-54	960 (6%)	5,982 (6%)	13,481 (5.6%)
55-59	970 (6%)	5,879 (5.9%)	13,649 (5.7%)
60-64	952 (5.9%)	5,792 (5.8%)	13,554 (5.6%)

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65-69	868	(5.4%)	85	5,404	(5.5%)	86	12,588	(5.2%)	8
70-74	609	(3.8%)	70	4,172	(4.2%)	74	10,078	(4.2%)	7
75-79	497	(3.1%)	72	3,113	(3.1%)	73	7,892	(3.3%)	7
80-84	342	(2.1%)	75	2,157	(2.2%)	76	5,280	(2.2%)	7
85+	317	(2%)	75	2,113	(2.1%)	8	5,095	(2.1%)	8

Employment by Occupation

Total Employees (16+ Years Old)	17,932			106,261			263,952		
Professional Specialty	2,776	(15.5%)	63	19,534	(18.4%)	74	65,202	(24.7%)	100
Production & Transportation	2,708	(15.1%)	117	13,471	(12.7%)	98	28,084	(10.6%)	8
Managerial/Executive	2,526	(14.1%)	8	15,322	(14.4%)	83	50,458	(19.1%)	110
Food Preparation & Serving	1,778	(9.9%)	194	9,657	(9.1%)	178	18,448	(7%)	137
Construction	1,739	(9.7%)	121	11,311	(10.6%)	133	19,869	(7.5%)	94
Sales	1,633	(9.1%)	98	8,185	(7.7%)	8	19,766	(7.5%)	8
Building Maintenance & Cleaning	1,622	(9%)	267	8,233	(7.7%)	228	14,991	(5.7%)	167
Office Admin	1,300	(7.2%)	68	10,234	(9.6%)	91	24,767	(9.4%)	88
Healthcare support	747	(4.2%)	127	3,753	(3.5%)	108	8,995	(3.4%)	104

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Personal Care	734	(4.1%)	164	3,870	(3.6%)	146	7,707	(2.9%)	117
Protective	356	(2%)	92	2,310	(2.2%)	100	5,224	(2%)	91
Farming, Fishing & Forestry	13	(<0.5%)	13	381	(<0.5%)	62	441	(<0.5%)	29

Employment by Industry

Total Employees (16+ Years Old)	17,932			106,261			263,952		
Educational Services	3,478	(19.4%)	83	21,587	(20.3%)	87	58,789	(22.3%)	95
Wholesale Retail	2,452	(13.7%)	104	12,509	(11.8%)	89	26,917	(10.2%)	74
Entertainment Services	2,440	(13.6%)	157	14,074	(13.2%)	153	28,308	(10.7%)	124
Agriculture/Mining/Construction	1,706	(9.5%)	112	10,287	(9.7%)	114	18,994	(7.2%)	84
Administrative/Waste Services	1,505	(8.4%)	201	7,897	(7.4%)	178	15,627	(5.9%)	142
Transportation	1,297	(7.2%)	124	7,058	(6.6%)	114	14,871	(5.6%)	96
Professional Services	1,121	(6.3%)	71	7,965	(7.5%)	93	33,462	(12.7%)	157
Other Professional Services	1,118	(6.2%)	133	5,991	(5.6%)	120	12,194	(4.6%)	98
Manufacturing	1,057	(5.9%)	59	6,613	(6.2%)	63	18,511	(7%)	71
Financial, Insurance & Real Estate	914	(5.1%)	76	6,221	(5.9%)	87	20,690	(7.8%)	116
Public Administration	683	(3.8%)	81	4,229	(4%)	83	9,957	(3.8%)	71

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Information	129	(0.7%)	39	1,744	(1.6%)	88	5,463	(2.1%)	111
Management Services	32	(<0.5%)	141	86	(<0.5%)	64	169	(<0.5%)	50

Language Spoken

Speak Spanish at Home	12,842	(42.4%)	299	63,692	(34.5%)	244	115,262	(26%)	183
Speak English at Home	11,157	(36.8%)	48	79,207	(43%)	56	227,722	(51.3%)	66
Speak Other Language at Home	6,305	(20.8%)	245	41,467	(22.5%)	265	100,616	(22.7%)	267

Ancestry

Central American	5,525	(17.2%)	964	38,126	(19.5%)	1092	62,308	(13.1%)	738
Other	5,461	(17%)	124	31,589	(16.1%)	118	77,357	(16.3%)	119
South American	5,220	(16.2%)	1188	13,337	(6.8%)	498	21,356	(4.5%)	330
Unclassified	3,199	(9.9%)	68	20,832	(10.6%)	72	53,398	(11.3%)	7
Italian	2,794	(8.7%)	325	16,357	(8.4%)	312	35,922	(7.6%)	284
Other Hispanic	1,666	(5.2%)	487	7,052	(3.6%)	339	13,659	(2.9%)	271
Scottish/Irish	1,121	(3.5%)	58	9,497	(4.8%)	8	32,493	(6.9%)	115
Puerto Rican	802	(2.5%)	89	8,851	(4.5%)	161	18,166	(3.8%)	136
Other European (e.g. Greek/Russian)	709	(2.2%)	7	3,209	(1.6%)	59	10,846	(2.3%)	8

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Mexican	676	(2.1%)	19	3,014	(1.5%)	14	6,469	(1.4%)	12
South Central Asian (e.g. Indian)	616	(1.9%)	121	3,352	(1.7%)	108	9,923	(2.1%)	33
South East Asian (e.g. Vietnamese)	473	(1.5%)	311	1,661	(0.8%)	179	5,943	(1.3%)	265
Middle Eastern	440	(1.4%)	245	2,324	(1.2%)	213	5,559	(1.2%)	211
American	398	(1.2%)	31	2,492	(1.3%)	32	7,045	(1.5%)	37
Dominican	329	(1%)	153	3,926	(2%)	299	15,575	(3.3%)	491
Chinese	325	(1%)	76	3,895	(2%)	155	18,593	(3.9%)	305
British	295	(0.9%)	18	2,656	(1.4%)	26	10,346	(2.2%)	42
Polish	178	(0.6%)	40	1,330	(0.7%)	50	4,181	(0.9%)	64
German	178	(0.6%)	8	1,235	(0.6%)	9	5,528	(1.2%)	16
French	134	(<0.5%)	39	1,060	(0.5%)	51	3,393	(0.7%)	67
Scandinavian	120	(<0.5%)	22	663	(<0.5%)	20	2,524	(0.5%)	31
Cuban	56	(<0.5%)	23	618	(<0.5%)	42	1,311	(<0.5%)	36
Other Asian	34	(<0.5%)	30	382	(<0.5%)	55	1,495	(<0.5%)	89
Native American (Indian/Eskimo)	21	(<0.5%)	10	236	(<0.5%)	19	525	(<0.5%)	17
Japanese	20	(<0.5%)	27	51	(<0.5%)	11	568	(<0.5%)	53

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Korean	11	(<0.5%)	346	(<0.5%)	1,653	(<0.5%)
Dutch	5	(<0.5%)	84	(<0.5%)	402	(<0.5%)
Hawaiian/Pacific Islander	4	(<0.5%)	27	(<0.5%)	114	(<0.5%)

Education (Age 25+)

Total Educated Population	23,054		139,846		344,070	
Elementary (0 to 8 Years)	3,186	(13.8%)	16,290	(11.6%)	32,715	(9.5%)
Some High School (9 to 11 Years)	1,563	(6.8%)	10,059	(7.2%)	21,153	(6.1%)
High School Graduate (12 Years)	8,415	(36.5%)	46,165	(33%)	91,855	(26.7%)
Some College (13 to 16 Years)	3,084	(13.4%)	20,669	(14.8%)	43,094	(12.5%)
Associates Degree Only	1,414	(6.1%)	8,212	(5.9%)	19,768	(5.7%)
Bachelor's Degree Only	3,656	(15.9%)	25,001	(17.9%)	79,116	(23%)
Graduate Degree	1,736	(7.5%)	13,450	(9.6%)	56,369	(16.4%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	11,896	71,387	188,144
One Person Households	3,450 (29%)	19,499 (27.3%)	59,335 (31.5%)
Married Couple	5,285 (44.4%)	28,812 (40.4%)	71,023 (37.7%)
Male Householder	940 (7.9%)	5,629 (7.9%)	11,074 (5.9%)
Female Householder	1,428 (12%)	10,231 (14.3%)	23,008 (12.2%)
Non Family Households	793 (6.7%)	7,216 (10.1%)	23,704 (12.6%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	11,896	71,387	188,144
1 Person Household	3,450 (29%)	19,499 (27.3%)	59,335 (31.5%)
2 Person Household	3,190 (26.8%)	19,350 (27.1%)	56,703 (30.1%)
3 Person Household	1,912 (16.1%)	12,343 (17.3%)	29,307 (15.6%)
4 Person Household	1,632 (13.7%)	10,227 (14.3%)	22,962 (12.2%)
5 Person Household	910 (7.6%)	5,375 (7.5%)	11,106 (5.9%)
6 Person Household	470 (4%)	2,663 (3.7%)	5,149 (2.7%)
7+ Person Household	332 (2.8%)	1,930 (2.7%)	3,582 (1.9%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	12,776	75,729	201,541
Renter Occupied Housing	6,841	41,109	107,725
Owner Occupied Housing	5,055	30,278	80,419
Vacant Housing	880	4,342	13,397

Housing Rent

Average Rent	\$2,038.4	\$1,987.36	\$2,074.61
Median Rent	\$2,120.16	\$2,028.06	\$2,092.51
Total Cash Rents Housing	6,509	39,849	104,853
<\$300	282 (4.3%)	1,046 (2.6%)	4,731 (4.5%)
\$300-\$500	262 (4%)	1,376 (3.5%)	4,194 (4%)
\$500-\$750	272 (4.2%)	1,889 (4.7%)	4,204 (4%)
\$750-\$1000	253 (3.9%)	1,655 (4.2%)	4,043 (3.9%)
\$1000-\$1500	618 (9.5%)	4,449 (11.2%)	10,692 (10.2%)
\$1500-\$2000	1,183 (18.2%)	8,970 (22.5%)	20,666 (19.7%)
\$2000-\$2500	1,600 (24.6%)	9,612 (24.1%)	21,059 (20.1%)

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	1,070	(16.4%)	284	6,180	(15.5%)	268	15,295	(14.6%)	252
\$3000-\$3500	579	(8.9%)	290	3,085	(7.7%)	253	9,763	(9.3%)	304
>\$3500	390	(6%)	163	1,587	(4%)	108	10,206	(9.7%)	265

Value of Owner-Occupied Housing Units

Average House Value	\$778,364.52	145	\$800,746.67	149	\$881,354.93	164			
Median House Value	\$734,961.75	188	\$763,006.29	195	\$802,586.22	205			
Owner Occupied Housing	5,055		30,278		80,419				
<\$100K	121	(2.4%)	29	734	(2.4%)	30	1,684	(2.1%)	26
\$100K - \$200K	96	(1.9%)	15	299	(1%)	8	977	(1.2%)	9
\$200K - \$300K	109	(2.2%)	14	438	(1.4%)	9	1,510	(1.9%)	12
\$300K - \$400K	297	(5.9%)	40	1,374	(4.5%)	31	3,650	(4.5%)	31
\$400K - \$500K	553	(10.9%)	94	2,611	(8.6%)	74	6,500	(8.1%)	70
\$500K - \$1000K	2,834	(56.1%)	219	17,992	(59.4%)	232	43,178	(53.7%)	210
>\$1000K	1,045	(20.7%)	178	6,830	(22.6%)	194	22,920	(28.5%)	246

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



Benchmark: Nationwide



Poverty

Households in Poverty	1,575	(13.2%)	105	10,219	(14.3%)	113	26,229	(13.9%)	110
Households Above Poverty	10,321	(86.8%)	99	61,168	(85.7%)	98	161,915	(86.1%)	99
Households in Poverty (Married)	284	(2.4%)	110	1,943	(2.7%)	125	4,204	(2.2%)	103
Households in Poverty (Male Householder)	175	(1.5%)	231	803	(1.1%)	177	1,406	(0.7%)	117
Households in Poverty (Female Householder)	243	(2%)	69	2,315	(3.2%)	110	4,545	(2.4%)	82
Households in Poverty (Non-Family)	852	(7.2%)	114	4,889	(6.8%)	109	14,879	(7.9%)	126
Households in Poverty (Non-Family Student)	21	(<0.5%)	28	269	(<0.5%)	60	1,195	(0.6%)	102

Wealth per Household

Household Average Wealth	\$219,343.06	90	\$221,045.95	91	\$232,366.35	96			
Household Median Wealth	\$61,962.69	76	\$62,670.59	77	\$69,093.54	84			
<\$0K	2,256	(19%)	110	13,534	(19%)	110	34,986	(18.6%)	107
\$0K - \$5K	1,194	(10%)	118	7,092	(9.9%)	117	17,833	(9.5%)	112
\$5K - \$10K	603	(5.1%)	112	3,617	(5.1%)	112	9,229	(4.9%)	108
\$10K - \$25K	802	(6.7%)	106	4,785	(6.7%)	106	12,347	(6.6%)	104
\$25K - \$50K	809	(6.8%)	100	4,867	(6.8%)	100	12,647	(6.7%)	99

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,187	(10%)	97	7,097	(9.9%)	97	18,409	(9.8%)	96
\$100K - \$250K	2,033	(17.1%)	94	12,171	(17%)	94	32,088	(17.1%)	94
\$250K - \$500K	1,439	(12.1%)	91	8,668	(12.1%)	92	23,499	(12.5%)	94
>\$500K	1,573	(13.2%)	89	9,556	(13.4%)	90	27,106	(14.4%)	97

Vehicles per Household

Total Number of Vehicles	14,030			92,879			230,934		
Average Number of Vehicles	1.18		65	1.3		71	1.23		67
No Vehicles	2,578	(21.7%)	262	13,498	(18.9%)	229	43,476	(23.1%)	279
1 Vehicle	5,689	(47.8%)	146	32,114	(45%)	137	81,990	(43.6%)	133
2 Vehicles	2,670	(22.4%)	61	18,986	(26.6%)	72	45,979	(24.4%)	66
3 or more Vehicles	959	(8.1%)	37	6,789	(9.5%)	43	16,699	(8.9%)	40

Population Change

Births	350			2,127			5,528		
Deaths	212			1,279			3,142		
Migration	1,802			2,429			1,702		

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	571	3,927	18,999
Total Employees	5,038	43,434	318,265

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