



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Metric	1 Mile	3 Mile	5 Mile
Population	10,556	96,756	197,678
Households	4,611	37,545	72,733
Persons per Household	2.25	2.52	2.64
Household Median Income	\$87,444.56	\$70,201.04	\$70,270.79
Household Median Disposable Income	\$74,003.83	\$59,150.51	\$59,214.27
Household Median Discretionary Income	\$62,934.2	\$42,362.27	\$41,053.32
Average Income Per Person	\$56,741.54	\$39,541.41	\$35,979.63
Median Rent	\$1,733.6	\$1,276.92	\$1,221.16
Median House Value	\$391,746.98	\$287,933.6	\$273,360.8
Households in Poverty	289 (6.3%)	6,226 (16.6%)	12,109 (16.6%)
Household Median Wealth	\$99,207.87	\$71,745.74	\$68,702.15
Average Age	45.93	40.54	39.62
Median Age	46.26	38.49	37.36
Households with Children	978 (21.2%)	10,906 (29%)	21,124 (29%)
High School Graduate or Higher	7,621 (96.7%)	57,822 (87.5%)	110,451 (83.8%)

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	3,808 (48.3%)	19,853 (30.1%)	33,759 (25.6%)
Pop density (per sq mi)	2,222	4,497	2,863
Area (based on blockgroups)	5	22	69

## Population

Population 2025 Q4	10,556	96,756	197,678
Population 2025 Q3	10,551	96,683	197,609
Population 2025 Q2	10,551	96,600	197,252
Population 2025 Q1	10,515	96,431	196,701
Population 2024 Q4	10,508	96,349	196,553
Population 2024 Q3	10,490	96,564	196,924
Population 2024 Q2	10,497	96,101	196,015
Population 2024 Q1	10,446	95,619	195,443
Population 2023 Q4	10,396	95,431	195,162
Population 5 Years Forecast	11,016	99,775	203,394
Population 10 Years Forecast	11,437	103,021	209,715
Persons per Household	2.25	2.52	2.64

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



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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	188	(1.8%)	76	2,188	(2.3%)	96	5,977	(3%)	129
Transient Population - Average Last 4 Quarters	248	(2.3%)	188	1,762	(1.8%)	146	2,144	(1.1%)	87

## Households

Households 2025 Q4	4,611		37,545		72,733
Households 2025 Q3	4,608		37,470		72,651
Households 2025 Q2	4,608		37,436		72,513
Households 2025 Q1	4,592		37,364		72,313
Households 2024 Q4	4,590		37,334		72,261
Households 2024 Q3	4,582		37,408		72,388
Households 2024 Q2	4,584		37,229		72,047
Households 2024 Q1	4,566		37,038		71,827
Households 2023 Q4	4,540		36,951		71,702
Households 5 Years Forecast	4,818		38,807		74,970
Households 10 Years Forecast	5,008		40,136		77,409

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# Audience Profile

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## Gender

Male	4,940	(46.8%)	96	46,438	(48%)	98	95,535	(48.3%)	99
Female	5,616	(53.2%)	104	50,318	(52%)	102	102,143	(51.7%)	101

## Ethnicity

White	8,316	(78.8%)	137	49,283	(50.9%)	88	90,667	(45.9%)	8
Hispanic (Ethnic)	1,030	(9.8%)	50	35,512	(36.7%)	187	84,628	(42.8%)	219
Asian	548	(5.2%)	90	2,485	(2.6%)	44	3,583	(1.8%)	31
Other	338	(3.2%)	62	3,584	(3.7%)	71	6,252	(3.2%)	61
Black	324	(3.1%)	26	5,892	(6.1%)	52	12,548	(6.3%)	54

## Household by Ethnicity

White	3,858	(83.7%)	136	20,996	(55.9%)	91	36,471	(50.1%)	8
Hispanic (Ethnic)	377	(8.2%)	54	11,699	(31.2%)	205	26,920	(37%)	244
Other	211	(4.6%)	60	2,715	(7.2%)	95	5,090	(7%)	92
Asian	115	(2.5%)	54	702	(1.9%)	40	958	(1.3%)	28
Black	50	(1.1%)	10	1,433	(3.8%)	35	3,294	(4.5%)	41

## 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	\$128,161.28	105	\$100,432.41	83	\$96,138.75	7
Average Income Per Person	\$56,741.54	120	\$39,541.41	84	\$35,979.63	74
Household Median Income	\$87,444.56	100	\$70,201.04	8	\$70,270.79	8
<\$15K	242 (5.2%)	75	3,570 (9.5%)	132	6,743 (9.3%)	128
\$15K - \$25K	190 (4.1%)	70	2,644 (7%)	120	5,758 (7.9%)	35
\$25K - \$35K	305 (6.6%)	108	3,286 (8.8%)	143	6,027 (8.3%)	35
\$35K - \$50K	486 (10.5%)	112	4,047 (10.8%)	115	7,813 (10.7%)	115
\$50K - \$75K	783 (17%)	113	6,383 (17%)	114	12,374 (17%)	114
\$75K - \$100K	523 (11.3%)	90	4,668 (12.4%)	99	9,619 (13.2%)	105
\$100K - \$150K	805 (17.5%)	96	6,203 (16.5%)	91	11,978 (16.5%)	91
\$150K - \$175K	282 (6.1%)	97	1,825 (4.9%)	7	3,591 (4.9%)	7
\$175K - \$200K	299 (6.5%)	130	1,522 (4.1%)	8	2,845 (3.9%)	7
\$200K - \$250K	389 (8.4%)	105	1,903 (5.1%)	63	3,353 (4.6%)	57
\$250K - \$500K	167 (3.6%)	105	813 (2.2%)	63	1,427 (2%)	57
>\$500K	140 (3%)	105	681 (1.8%)	63	1,205 (1.7%)	57

## Disposable 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 Disposable Income	\$92,375.51	102	\$75,156.52	83	\$73,846.03	8
Household Median Disposable Income	\$74,003.83	99	\$59,150.51	74	\$59,214.27	7
<\$15K	275 (6%)	76	4,133 (11%)	140	7,950 (10.9%)	139
\$15K - \$25K	248 (5.4%)	74	3,165 (8.4%)	123	6,686 (9.2%)	134
\$25K - \$35K	372 (8.1%)	113	3,734 (9.9%)	139	6,749 (9.3%)	130
\$35K - \$50K	575 (12.5%)	111	4,905 (13.1%)	116	9,455 (13%)	115
\$50K - \$75K	857 (18.6%)	110	6,798 (18.1%)	107	13,673 (18.8%)	112
\$75K - \$100K	632 (13.7%)	96	5,131 (13.7%)	95	10,161 (14%)	98
\$100K - \$150K	835 (18.1%)	96	5,707 (15.2%)	8	11,034 (15.2%)	8
\$150K - \$175K	258 (5.6%)	109	1,266 (3.4%)	66	2,280 (3.1%)	61
\$175K - \$200K	160 (3.5%)	101	761 (2%)	59	1,320 (1.8%)	53
\$200K - \$250K	161 (3.5%)	105	780 (2.1%)	63	1,374 (1.9%)	57
\$250K - \$500K	219 (4.7%)	105	1,068 (2.8%)	63	1,888 (2.6%)	57
>\$500K	19 (<0.5%)	104	97 (<0.5%)	65	163 (<0.5%)	56

### Discretionary Households Income

Household Average Discretionary Income	\$76,202.76	111	\$55,344.17	8	\$53,940.68	7
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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Household Median Discretionary Income	\$62,934.2	109	\$42,362.27	73	\$41,053.32	71			
<\$10K	209	(4.5%)	58	4,536	(12.1%)	156	8,759	(12%)	155
\$10K - \$20K	350	(7.6%)	83	4,835	(12.9%)	141	10,052	(13.8%)	151
\$20K - \$30K	345	(7.5%)	74	4,614	(12.3%)	130	8,877	(12.2%)	129
\$30K - \$40K	512	(11.1%)	121	3,901	(10.4%)	114	7,968	(11%)	120
\$40K - \$50K	377	(8.2%)	97	3,506	(9.3%)	111	6,534	(9%)	106
\$50K - \$75K	822	(17.8%)	101	6,171	(16.4%)	94	12,269	(16.9%)	96
\$75K - \$100K	632	(13.7%)	110	3,724	(9.9%)	80	6,941	(9.5%)	77
\$100K - \$125K	411	(8.9%)	105	2,315	(6.2%)	73	4,258	(5.9%)	69
\$125K - \$150K	409	(8.9%)	137	1,718	(4.6%)	71	3,131	(4.3%)	66
>\$150K	544	(11.8%)	117	2,225	(5.9%)	59	3,944	(5.4%)	54

## Households Income by Ethnicity

Average Income - White	\$101,206.12	99	\$96,847.55	94	\$96,589.4	94
Median Income - White	\$92,434.29	98	\$88,163.96	93	\$87,099.13	92
Average Income - Black	\$90,438.62	122	\$61,755.59	83	\$74,490.55	100
Median Income - Black	\$74,999	125	\$45,124.98	75	\$62,059.72	103

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# Audience Profile

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$102,126.81 (84)	\$88,398.56 (72)	\$89,160.78 (74)
Median Income - Asian	\$69,203.93 (55)	\$69,999.34 (56)	\$73,051.08 (58)
Average Income - Hispanic	\$93,444.74 (108)	\$62,239.34 (72)	\$64,425.72 (74)
Median Income - Hispanic	\$74,668.14 (99)	\$50,543.77 (67)	\$54,556.13 (73)
Average Income - Other	\$95,071.15 (99)	\$80,040.38 (83)	\$78,088.08 (8)
Median Income - Other	\$87,082.85 (101)	\$72,566.05 (84)	\$71,234.66 (8)

## Age

Average Age	45.93 (111)	40.54 (98)	39.62 (96)
Median Age	46.26 (115)	38.49 (95)	37.36 (93)
0-4	517 (4.9%) (91)	5,467 (5.7%) (105)	11,060 (5.6%) (104)
5-13	927 (8.8%) (87)	10,549 (10.9%) (107)	22,421 (11.3%) (112)
14-17	447 (4.2%) (8)	5,281 (5.5%) (104)	11,362 (5.7%) (109)
18-21	447 (4.2%) (7)	5,370 (5.6%) (101)	11,875 (6%) (109)
22-24	339 (3.2%) (7)	4,035 (4.2%) (100)	9,098 (4.6%) (110)
25-29	531 (5%) (86)	5,992 (6.2%) (105)	12,910 (6.5%) (111)
30-34	598 (5.7%) (88)	6,202 (6.4%) (100)	12,748 (6.4%) (100)

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	1 Mile		3 Mile		5 Mile				
35-39	600	(5.7%)	86	6,280	(6.5%)	99	12,494	(6.3%)	96
40-44	687	(6.5%)	101	6,026	(6.2%)	97	11,969	(6.1%)	94
45-49	585	(5.5%)	92	5,564	(5.8%)	96	11,200	(5.7%)	94
50-54	588	(5.6%)	94	5,521	(5.7%)	96	11,122	(5.6%)	95
55-59	631	(6%)	99	5,868	(6.1%)	100	11,744	(5.9%)	98
60-64	688	(6.5%)	103	5,943	(6.1%)	97	12,046	(6.1%)	96
65-69	695	(6.6%)	108	5,572	(5.8%)	94	10,984	(5.6%)	91
70-74	668	(6.3%)	123	4,687	(4.8%)	94	9,096	(4.6%)	90
75-79	675	(6.4%)	160	3,737	(3.9%)	97	7,117	(3.6%)	90
80-84	460	(4.4%)	173	2,442	(2.5%)	100	4,387	(2.2%)	88
85+	473	(4.5%)	215	2,220	(2.3%)	110	4,045	(2%)	98

## Age - Male

Male Average Age	43.9		110	39.13		98	38.35		96
Male Median Age	43.2		113	37.12		97	36.08		94
0-4	264	(5.3%)	95	2,805	(6%)	108	5,669	(5.9%)	106
5-13	468	(9.5%)	90	5,355	(11.5%)	109	11,445	(12%)	113

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	1 Mile			3 Mile			5 Mile		
14-17	223	(4.5%)	8	2,719	(5.9%)	107	5,791	(6.1%)	111
18-21	222	(4.5%)	7	2,754	(5.9%)	103	6,012	(6.3%)	109
22-24	170	(3.4%)	7	2,060	(4.4%)	101	4,579	(4.8%)	109
25-29	278	(5.6%)	92	2,940	(6.3%)	103	6,426	(6.7%)	109
30-34	291	(5.9%)	89	2,994	(6.4%)	98	6,226	(6.5%)	99
35-39	296	(6%)	90	3,009	(6.5%)	97	5,987	(6.3%)	94
40-44	322	(6.5%)	100	2,820	(6.1%)	94	5,666	(5.9%)	91
45-49	278	(5.6%)	93	2,695	(5.8%)	96	5,480	(5.7%)	95
50-54	291	(5.9%)	100	2,606	(5.6%)	95	5,329	(5.6%)	94
55-59	301	(6.1%)	101	2,796	(6%)	100	5,589	(5.9%)	97
60-64	330	(6.7%)	107	2,897	(6.2%)	100	5,815	(6.1%)	98
65-69	300	(6.1%)	103	2,586	(5.6%)	95	5,177	(5.4%)	92
70-74	289	(5.9%)	121	2,131	(4.6%)	95	4,275	(4.5%)	93
75-79	280	(5.7%)	155	1,597	(3.4%)	94	3,085	(3.2%)	88
80-84	188	(3.8%)	174	955	(2.1%)	94	1,730	(1.8%)	83
85+	149	(3%)	199	719	(1.5%)	102	1,254	(1.3%)	87

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Benchmark: Nationwide



## Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	47.71	41.85	40.82
Female Median Age	48.24	40.77	38.53
0-4	253 (4.5%)	2,662 (5.3%)	5,391 (5.3%)
5-13	459 (8.2%)	5,194 (10.3%)	10,976 (10.7%)
14-17	224 (4%)	2,562 (5.1%)	5,571 (5.5%)
18-21	225 (4%)	2,616 (5.2%)	5,863 (5.7%)
22-24	169 (3%)	1,975 (3.9%)	4,519 (4.4%)
25-29	253 (4.5%)	3,052 (6.1%)	6,484 (6.3%)
30-34	307 (5.5%)	3,208 (6.4%)	6,522 (6.4%)
35-39	304 (5.4%)	3,271 (6.5%)	6,507 (6.4%)
40-44	365 (6.5%)	3,206 (6.4%)	6,303 (6.2%)
45-49	307 (5.5%)	2,869 (5.7%)	5,720 (5.6%)
50-54	297 (5.3%)	2,915 (5.8%)	5,793 (5.7%)
55-59	330 (5.9%)	3,072 (6.1%)	6,155 (6%)
60-64	358 (6.4%)	3,046 (6.1%)	6,231 (6.1%)

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65-69	395	(7%)	111	2,986	(5.9%)	93	5,807	(5.7%)	90
70-74	379	(6.7%)	125	2,556	(5.1%)	94	4,821	(4.7%)	87
75-79	395	(7%)	163	2,140	(4.3%)	99	4,032	(3.9%)	92
80-84	272	(4.8%)	170	1,487	(3%)	104	2,657	(2.6%)	91
85+	324	(5.8%)	220	1,501	(3%)	114	2,791	(2.7%)	104

## Employment by Occupation

Total Employees (16+ Years Old)	5,535			46,127			94,894		
Professional Specialty	1,885	(34.1%)	138	10,829	(23.5%)	95	19,744	(20.8%)	84
Managerial/Executive	1,092	(19.7%)	113	6,789	(14.7%)	85	11,320	(11.9%)	69
Office Admin	589	(10.6%)	100	5,390	(11.7%)	110	10,852	(11.4%)	108
Production & Transportation	524	(9.5%)	73	7,677	(16.6%)	129	20,721	(21.8%)	169
Sales	507	(9.2%)	98	3,887	(8.4%)	90	7,436	(7.8%)	84
Food Preparation & Serving	321	(5.8%)	114	2,797	(6.1%)	119	5,990	(6.3%)	124
Healthcare support	210	(3.8%)	116	2,104	(4.6%)	139	4,511	(4.8%)	145
Construction	184	(3.3%)	42	2,395	(5.2%)	65	5,485	(5.8%)	72
Personal Care	75	(1.4%)	54	1,230	(2.7%)	107	2,345	(2.5%)	99

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Protective	74	(1.3%)	62	687	(1.5%)	69	1,316	(1.4%)	64
Building Maintenance & Cleaning	44	(0.8%)	23	1,868	(4%)	119	3,592	(3.8%)	112
Farming, Fishing & Forestry	30	(0.5%)	94	474	(1%)	179	1,582	(1.7%)	290

## Employment by Industry

Total Employees (16+ Years Old)	5,535			46,127			94,894		
Educational Services	1,875	(33.9%)	145	12,078	(26.2%)	112	23,859	(25.1%)	107
Wholesale Retail	712	(12.9%)	98	5,899	(12.8%)	97	12,678	(13.4%)	102
Professional Services	564	(10.2%)	126	3,300	(7.2%)	89	5,024	(5.3%)	66
Manufacturing	553	(10%)	101	7,052	(15.3%)	154	16,295	(17.2%)	173
Entertainment Services	362	(6.5%)	75	3,744	(8.1%)	94	7,659	(8.1%)	93
Financial, Insurance & Real Estate	325	(5.9%)	87	2,789	(6%)	90	5,080	(5.4%)	7
Transportation	282	(5.1%)	87	2,749	(6%)	102	6,487	(6.8%)	117
Agriculture/Mining/Construction	245	(4.4%)	52	2,925	(6.3%)	74	7,011	(7.4%)	87
Administrative/Waste Services	237	(4.3%)	102	1,947	(4.2%)	101	3,640	(3.8%)	92
Other Professional Services	176	(3.2%)	68	1,820	(3.9%)	84	3,768	(4%)	84
Public Administration	121	(2.2%)	46	1,301	(2.8%)	59	2,454	(2.6%)	54

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Information	83	(1.5%)	8	497	(1.1%)	58	902	(1%)	51
Management Services				26	(<0.5%)	44	37	(<0.5%)	31

### Language Spoken

Speak English at Home	8,474	(84.4%)	109	63,421	(69.5%)	90	119,878	(64.2%)	83
Speak Spanish at Home	973	(9.7%)	68	23,898	(26.2%)	185	59,734	(32%)	226
Speak Other Language at Home	592	(5.9%)	69	3,970	(4.3%)	51	7,006	(3.8%)	44

### Ancestry

German	2,144	(20.3%)	286	11,796	(12.2%)	172	22,130	(11.2%)	158
Unclassified	1,988	(18.8%)	128	12,094	(12.5%)	85	21,935	(11.1%)	76
Other	1,080	(10.2%)	75	10,044	(10.4%)	76	20,432	(10.3%)	76
Italian	814	(7.7%)	288	4,132	(4.3%)	160	6,761	(3.4%)	128
Scottish/Irish	774	(7.3%)	123	4,475	(4.6%)	77	7,104	(3.6%)	60
Puerto Rican	537	(5.1%)	181	18,804	(19.4%)	691	41,526	(21%)	747
Other European (e.g. Greek/Russian)	474	(4.5%)	162	2,179	(2.3%)	81	4,056	(2.1%)	74
British	442	(4.2%)	81	2,612	(2.7%)	52	4,277	(2.2%)	42
Polish	369	(3.5%)	255	2,077	(2.1%)	157	3,844	(1.9%)	142

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South Central Asian (e.g. Indian)	269	(2.5%)	909	(0.9%)	1,235	(0.6%)
American	198	(1.9%)	1,563	(1.6%)	2,999	(1.5%)
Dominican	191	(1.8%)	8,180	(8.5%)	20,914	(10.6%)
Central American	135	(1.3%)	1,444	(1.5%)	2,980	(1.5%)
Mexican	102	(1%)	3,840	(4%)	12,761	(6.5%)
Dutch	99	(0.9%)	522	(0.5%)	943	(<0.5%)
Scandinavian	92	(0.9%)	387	(<0.5%)	594	(<0.5%)
Chinese	92	(0.9%)	242	(<0.5%)	479	(<0.5%)
French	55	(0.5%)	426	(<0.5%)	847	(<0.5%)
South American	36	(<0.5%)	2,054	(2.1%)	3,392	(1.7%)
Cuban	25	(<0.5%)	326	(<0.5%)	855	(<0.5%)
Middle Eastern	23	(<0.5%)	155	(<0.5%)	251	(<0.5%)
Japanese	21	(<0.5%)	52	(<0.5%)	58	(<0.5%)
Korean	18	(<0.5%)	113	(<0.5%)	152	(<0.5%)
Native American (Indian/Eskimo)	17	(<0.5%)	111	(<0.5%)	210	(<0.5%)
South East Asian (e.g. Vietnamese)	14	(<0.5%)	168	(<0.5%)	335	(<0.5%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Other Asian	5	(<0.5%)	101	(<0.5%)	207	(<0.5%)
Other Hispanic	4	(<0.5%)	864	(0.9%)	2,200	(1.1%)
Hawaiian/Pacific Islander			8	(<0.5%)	29	(<0.5%)

### Education (Age 25+)

Total Educated Population	7,879		66,054		131,862	
Elementary (0 to 8 Years)	182	(2.3%)	3,385	(5.1%)	8,915	(6.8%)
Some High School (9 to 11 Years)	76	(1%)	4,847	(7.3%)	12,496	(9.5%)
High School Graduate (12 Years)	2,050	(26%)	21,796	(33%)	46,017	(34.9%)
Some College (13 to 16 Years)	1,000	(12.7%)	10,383	(15.7%)	19,963	(15.1%)
Associates Degree Only	763	(9.7%)	5,790	(8.8%)	10,712	(8.1%)
Bachelor's Degree Only	2,188	(27.8%)	12,360	(18.7%)	21,264	(16.1%)
Graduate Degree	1,620	(20.6%)	7,493	(11.3%)	12,495	(9.5%)

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	4,611	37,545	72,733
One Person Households	1,524 (33.1%)  120	11,206 (29.8%)  109	20,208 (27.8%)  101
Married Couple	2,431 (52.7%)  110	14,886 (39.6%)  83	28,953 (39.8%)  83
Male Householder	103 (2.2%)  44	1,755 (4.7%)  92	4,446 (6.1%)  120
Female Householder	277 (6%)  48	7,145 (19%)  153	13,980 (19.2%)  154
Non Family Households	276 (6%)  84	2,553 (6.8%)  96	5,146 (7.1%)  100

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,611	37,545	72,733
1 Person Household	1,524 (33.1%)  120	11,206 (29.8%)  109	20,208 (27.8%)  101
2 Person Household	1,639 (35.5%)  108	11,702 (31.2%)  95	22,153 (30.5%)  93
3 Person Household	598 (13%)  83	5,856 (15.6%)  100	11,818 (16.2%)  104
4 Person Household	553 (12%)  91	4,859 (12.9%)  99	9,834 (13.5%)  103
5 Person Household	197 (4.3%)  68	2,359 (6.3%)  99	5,094 (7%)  111
6 Person Household	68 (1.5%)  54	961 (2.6%)  94	2,189 (3%)  110
7+ Person Household	32 (0.7%)  38	602 (1.6%)  88	1,437 (2%)  109

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Housing Units

Total Housing Units	4,845	39,871	77,745
Owner Occupied Housing	3,317	22,711	43,966
Renter Occupied Housing	1,294	14,834	28,767
Vacant Housing	234	2,326	5,012

### Housing Rent

Average Rent	\$1,865.57	121	\$1,329.64	86	\$1,266.46	82			
Median Rent	\$1,733.6	123	\$1,276.92	90	\$1,221.16	87			
Total Cash Rents Housing	1,244	14,449	28,035						
<\$300	1	(<0.5%)	3	750	(5.2%)	186	1,293	(4.6%)	165
\$300-\$500				605	(4.2%)	109	1,069	(3.8%)	99
\$500-\$750	31	(2.5%)	29	1,197	(8.3%)	95	2,772	(9.9%)	114
\$750-\$1000	50	(4%)	31	2,065	(14.3%)	110	4,516	(16.1%)	124
\$1000-\$1500	362	(29.1%)	111	4,708	(32.6%)	124	9,874	(35.2%)	34
\$1500-\$2000	381	(30.6%)	145	3,272	(22.6%)	107	5,806	(20.7%)	98
\$2000-\$2500	255	(20.5%)	174	1,344	(9.3%)	71	2,076	(7.4%)	63

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	48	(3.9%)	217	(1.5%)	309	(1.1%)
\$3000-\$3500	5	(<0.5%)	41	(<0.5%)	48	(<0.5%)
>\$3500	111	(8.9%)	250	(1.7%)	272	(1%)

## Value of Owner-Occupied Housing Units

Average House Value	\$426,916.52		\$339,054.93		\$315,159.72	
Median House Value	\$391,746.98		\$287,933.6		\$273,360.8	
Owner Occupied Housing	3,317		22,711		43,966	
<\$100K	14	(<0.5%)	1,952	(8.6%)	5,343	(12.2%)
\$100K - \$200K	193	(5.8%)	4,067	(17.9%)	8,903	(20.2%)
\$200K - \$300K	690	(20.8%)	6,067	(26.7%)	10,581	(24.1%)
\$300K - \$400K	830	(25%)	4,479	(19.7%)	8,414	(19.1%)
\$400K - \$500K	709	(21.4%)	2,424	(10.7%)	4,626	(10.5%)
\$500K - \$1000K	831	(25.1%)	3,250	(14.3%)	5,375	(12.2%)
>\$1000K	50	(1.5%)	472	(2.1%)	724	(1.6%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Poverty

Households in Poverty	289	(6.3%)	50	6,226	(16.6%)	131	12,109	(16.6%)	132
Households Above Poverty	4,322	(93.7%)	107	31,319	(83.4%)	95	60,624	(83.4%)	95
Households in Poverty (Married)	17	(<0.5%)	17	717	(1.9%)	88	1,645	(2.3%)	104
Households in Poverty (Male Householder)	14	(<0.5%)	48	258	(0.7%)	108	514	(0.7%)	111
Households in Poverty (Female Householder)	42	(0.9%)	31	2,172	(5.8%)	196	3,999	(5.5%)	187
Households in Poverty (Non-Family)	207	(4.5%)	72	2,928	(7.8%)	125	5,660	(7.8%)	124
Households in Poverty (Non-Family Student)	9	(<0.5%)	31	151	(<0.5%)	65	291	(<0.5%)	64

### Wealth per Household

Household Average Wealth	\$264,787.46		109	\$228,050.01		94	\$223,508.1		92
Household Median Wealth	\$99,207.87		121	\$71,745.74		88	\$68,702.15		84
<\$0K	727	(15.8%)	91	6,792	(18.1%)	105	13,330	(18.3%)	106
\$0K - \$5K	338	(7.3%)	86	3,458	(9.2%)	109	6,864	(9.4%)	111
\$5K - \$10K	189	(4.1%)	91	1,806	(4.8%)	106	3,548	(4.9%)	108
\$10K - \$25K	277	(6%)	95	2,452	(6.5%)	103	4,789	(6.6%)	104
\$25K - \$50K	308	(6.7%)	98	2,587	(6.9%)	101	5,029	(6.9%)	101

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	474	(10.3%)	3,857	(10.3%)	7,503	(10.3%)
\$100K - \$250K	872	(18.9%)	6,680	(17.8%)	12,878	(17.7%)
\$250K - \$500K	659	(14.3%)	4,754	(12.7%)	9,069	(12.5%)
>\$500K	767	(16.6%)	5,159	(13.7%)	9,723	(13.4%)

### Vehicles per Household

Total Number of Vehicles	7,587		57,761		113,993	
Average Number of Vehicles	1.65	90	1.54	84	1.57	86
No Vehicles	399	(8.7%)	5,265	(14%)	10,309	(14.2%)
1 Vehicle	1,838	(39.9%)	14,123	(37.6%)	26,635	(36.6%)
2 Vehicles	1,606	(34.8%)	12,642	(33.7%)	24,299	(33.4%)
3 or more Vehicles	768	(16.7%)	5,515	(14.7%)	11,490	(15.8%)

### Population Change

Births	91		995		2,083
Deaths	144		880		1,674
Migration	103		371		829

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	913	3,023	4,863
Total Employees	16,847	67,231	102,022

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