



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	16,687		125,143		407,911	
Households	6,726		46,412		153,577	
Persons per Household	2.44	96	2.67	105	2.61	103
Household Median Income	\$115,675.05	133	\$168,636.48	193	\$131,245.35	150
Household Median Disposable Income	\$94,205.17	126	\$132,167.47	176	\$105,417.52	141
Household Median Discretionary Income	\$72,207.01	125	\$111,393.33	192	\$82,022.93	142
Average Income Per Person	\$76,106	162	\$96,171.46	204	\$78,003.25	166
Median Rent	\$2,097.41	149	\$2,247.34	159	\$1,945.35	138
Median House Value	\$759,863.42	194	\$1.03M	264	\$892,079.58	228
Households in Poverty	472 (7%)	55	2,700 (5.8%)	46	15,462 (10.1%)	8
Household Median Wealth	\$103,002.38	126	\$125,056.46	153	\$96,168.97	117
Average Age	45.49	110	43.87	106	42.47	103
Median Age	46.88	116	45.87	114	42.5	105
Households with Children	1,929 (28.7%)	107	15,176 (32.7%)	122	45,470 (29.6%)	110
High School Graduate or Higher	11,739 (94.6%)	106	84,284 (94.6%)	106	259,352 (89.7%)	100

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



Audience Profile

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	7,083 (57.1%)	58,189 (65.3%)	154,687 (53.5%)
Pop density (per sq mi)	6,356	4,633	6,217
Area (based on blockgroups)	3	27	66

Population

Population 2025 Q4	16,687	125,143	407,911
Population 2025 Q3	16,780	125,367	408,305
Population 2025 Q2	16,876	125,799	409,323
Population 2025 Q1	16,874	125,861	409,063
Population 2024 Q4	16,883	125,893	408,489
Population 2024 Q3	16,834	125,622	407,626
Population 2024 Q2	16,854	125,566	406,878
Population 2024 Q1	16,843	125,413	406,256
Population 2023 Q4	16,827	125,311	405,159
Population 5 Years Forecast	16,358	122,472	409,698
Population 10 Years Forecast	16,221	121,364	411,807
Persons per Household	2.44 (96)	2.67 (105)	2.61 (103)

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



Audience Profile

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	● 1 Mile			● 3 Mile			● 5 Mile		
Group Quarters	271	(1.6%)		1,256	(1%)		6,357	(1.6%)	
Transient Population - Average Last 4 Quarters				297	(<0.5%)		1,582	(<0.5%)	

Households

Households 2025 Q4	6,726	46,412	153,577
Households 2025 Q3	6,766	46,481	153,636
Households 2025 Q2	6,772	46,591	154,131
Households 2025 Q1	6,769	46,624	153,976
Households 2024 Q4	6,771	46,633	153,658
Households 2024 Q3	6,752	46,532	153,226
Households 2024 Q2	6,761	46,491	152,942
Households 2024 Q1	6,755	46,431	152,711
Households 2023 Q4	6,747	46,391	152,247
Households 5 Years Forecast	6,599	45,412	154,473
Households 10 Years Forecast	6,547	44,998	155,386

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



Benchmark: Nationwide



Gender

Male	7,821	(46.9%)	96	59,699	(47.7%)	97	193,482	(47.4%)	97
Female	8,866	(53.1%)	104	65,444	(52.3%)	103	214,429	(52.6%)	103

Ethnicity

White	8,169	(49%)	85	78,308	(62.6%)	109	190,981	(46.8%)	8
Asian	2,879	(17.3%)	299	16,000	(12.8%)	221	32,554	(8%)	138
Hispanic (Ethnic)	2,861	(17.1%)	88	17,968	(14.4%)	75	105,867	(26%)	133
Black	1,934	(11.6%)	98	7,384	(5.9%)	50	60,081	(14.7%)	125
Other	844	(5.1%)	97	5,483	(4.4%)	84	18,428	(4.5%)	87

Household by Ethnicity

White	3,510	(52.2%)	85	29,846	(64.3%)	104	73,398	(47.8%)	7
Hispanic (Ethnic)	1,159	(17.2%)	113	6,055	(13%)	86	35,824	(23.3%)	154
Asian	841	(12.5%)	271	4,854	(10.5%)	226	10,064	(6.6%)	142
Black	675	(10%)	92	2,485	(5.4%)	49	21,502	(14%)	128
Other	541	(8%)	106	3,172	(6.8%)	90	12,789	(8.3%)	110

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	\$185,921.34	153	\$257,444.09	212	\$205,291.43	169
Average Income Per Person	\$76,106	162	\$96,171.46	204	\$78,003.25	166
Household Median Income	\$115,675.05	133	\$168,636.48	193	\$131,245.35	150
<\$15K	349 (5.2%)	72	1,729 (3.7%)	52	8,861 (5.8%)	8
\$15K - \$25K	224 (3.3%)	57	1,216 (2.6%)	45	6,792 (4.4%)	75
\$25K - \$35K	287 (4.3%)	70	1,284 (2.8%)	45	6,051 (3.9%)	64
\$35K - \$50K	371 (5.5%)	59	2,132 (4.6%)	49	9,221 (6%)	64
\$50K - \$75K	841 (12.5%)	84	3,835 (8.3%)	55	15,008 (9.8%)	65
\$75K - \$100K	827 (12.3%)	98	3,803 (8.2%)	65	14,613 (9.5%)	76
\$100K - \$150K	1,253 (18.6%)	103	6,852 (14.8%)	8	24,775 (16.1%)	89
\$150K - \$175K	423 (6.3%)	100	3,159 (6.8%)	108	10,529 (6.9%)	109
\$175K - \$200K	397 (5.9%)	118	3,461 (7.5%)	149	10,747 (7%)	140
\$200K - \$250K	983 (14.6%)	181	10,604 (22.8%)	283	26,303 (17.1%)	212
\$250K - \$500K	421 (6.3%)	181	4,548 (9.8%)	284	11,275 (7.3%)	213
>\$500K	350 (5.2%)	181	3,789 (8.2%)	283	9,402 (6.1%)	212

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	\$110,808.37	122	\$135,513.23	150	\$117,377.07	130
Household Median Disposable Income	\$94,205.17	126	\$132,167.47	176	\$105,417.52	141
<\$15K	368 (5.5%)	69	1,874 (4%)	51	9,600 (6.3%)	7
\$15K - \$25K	320 (4.8%)	69	1,514 (3.3%)	47	8,216 (5.3%)	7
\$25K - \$35K	295 (4.4%)	61	1,487 (3.2%)	45	6,540 (4.3%)	60
\$35K - \$50K	551 (8.2%)	73	2,934 (6.3%)	56	12,353 (8%)	71
\$50K - \$75K	1,059 (15.7%)	93	4,743 (10.2%)	61	18,178 (11.8%)	70
\$75K - \$100K	1,014 (15.1%)	105	4,960 (10.7%)	75	18,536 (12.1%)	84
\$100K - \$150K	1,302 (19.4%)	103	8,968 (19.3%)	102	30,928 (20.1%)	107
\$150K - \$175K	556 (8.3%)	161	6,342 (13.7%)	266	15,530 (10.1%)	197
\$175K - \$200K	309 (4.6%)	134	3,347 (7.2%)	210	8,286 (5.4%)	157
\$200K - \$250K	384 (5.7%)	172	4,123 (8.9%)	268	10,229 (6.7%)	201
\$250K - \$500K	522 (7.8%)	171	5,628 (12.1%)	267	13,962 (9.1%)	200
>\$500K	46 (0.7%)	172	492 (1.1%)	267	1,219 (0.8%)	200

Discretionary Households Income

Household Average Discretionary Income	\$86,519.5	126	\$107,711.98	157	\$89,458.32	131
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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	\$72,207.01	125	\$111,393.33	192	\$82,022.93	142
<\$10K	348 (5.2%)	67	1,523 (3.3%)	42	10,062 (6.6%)	85
\$10K - \$20K	326 (4.8%)	53	1,808 (3.9%)	43	10,841 (7.1%)	7
\$20K - \$30K	429 (6.4%)	68	2,140 (4.6%)	49	9,566 (6.2%)	66
\$30K - \$40K	533 (7.9%)	87	2,524 (5.4%)	59	9,617 (6.3%)	68
\$40K - \$50K	579 (8.6%)	102	2,001 (4.3%)	51	9,092 (5.9%)	70
\$50K - \$75K	1,253 (18.6%)	106	5,831 (12.6%)	72	22,164 (14.4%)	82
\$75K - \$100K	793 (11.8%)	95	5,077 (10.9%)	88	18,179 (11.8%)	95
\$100K - \$125K	598 (8.9%)	105	5,051 (10.9%)	128	15,301 (10%)	117
\$125K - \$150K	549 (8.2%)	126	5,780 (12.5%)	192	17,113 (11.1%)	172
>\$150K	1,318 (19.6%)	194	14,677 (31.6%)	313	31,642 (20.6%)	204

Households Income by Ethnicity

Average Income - White	\$118,838.73	116	\$143,574.34	140	\$136,265.67	133
Median Income - White	\$119,605.38	126	\$178,021.54	188	\$162,766.2	172
Average Income - Black	\$103,941.73	140	\$114,922.39	154	\$100,185.99	135
Median Income - Black	\$108,429.9	180	\$115,306.4	192	\$92,684.24	154

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$129,637.36 (107)	\$148,073.12 (122)	\$145,881.55 (121)
Median Income - Asian	\$120,119.06 (95)	\$193,570.55 (154)	\$183,914.95 (146)
Average Income - Hispanic	\$117,893.08 (136)	\$123,332.47 (142)	\$106,005.4 (122)
Median Income - Hispanic	\$111,909.9 (149)	\$126,939.99 (169)	\$100,858.19 (34)
Average Income - Other	\$113,878.27 (119)	\$137,476.13 (143)	\$120,499.15 (126)
Median Income - Other	\$108,768.3 (126)	\$164,052.01 (190)	\$125,779.16 (145)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	45.49 (110)	43.87 (106)	42.47 (103)
Median Age	46.88 (116)	45.87 (114)	42.5 (105)
0-4	732 (4.4%) (8)	5,198 (4.2%) (7)	19,661 (4.8%) (90)
5-13	1,529 (9.2%) (90)	12,248 (9.8%) (96)	40,242 (9.9%) (97)
14-17	722 (4.3%) (8)	6,872 (5.5%) (104)	21,239 (5.2%) (99)
18-21	737 (4.4%) (8)	6,844 (5.5%) (99)	21,584 (5.3%) (96)
22-24	555 (3.3%) (7)	4,923 (3.9%) (94)	15,962 (3.9%) (93)
25-29	798 (4.8%) (8)	6,520 (5.2%) (89)	22,794 (5.6%) (95)
30-34	806 (4.8%) (7)	5,374 (4.3%) (67)	22,610 (5.5%) (86)

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	1 Mile		3 Mile		5 Mile				
35-39	955	(5.7%)	87	5,651	(4.5%)	69	23,831	(5.8%)	89
40-44	1,004	(6%)	93	7,094	(5.7%)	88	25,631	(6.3%)	98
45-49	1,073	(6.4%)	107	8,528	(6.8%)	113	27,033	(6.6%)	110
50-54	1,080	(6.5%)	109	8,882	(7.1%)	120	27,054	(6.6%)	112
55-59	1,215	(7.3%)	120	9,488	(7.6%)	125	28,365	(7%)	115
60-64	1,207	(7.2%)	114	9,021	(7.2%)	113	27,524	(6.7%)	106
65-69	1,214	(7.3%)	119	8,287	(6.6%)	108	25,568	(6.3%)	102
70-74	975	(5.8%)	114	6,855	(5.5%)	107	20,577	(5%)	98
75-79	810	(4.9%)	122	5,583	(4.5%)	112	16,355	(4%)	101
80-84	627	(3.8%)	149	3,857	(3.1%)	122	11,123	(2.7%)	108
85+	648	(3.9%)	187	3,918	(3.1%)	151	10,758	(2.6%)	127

Age - Male

Male Average Age	43.26		108	42.14		105	40.82		102
Male Median Age	43.66		114	43.07		113	40.72		106
0-4	374	(4.8%)	85	2,668	(4.5%)	8	10,072	(5.2%)	93
5-13	797	(10.2%)	96	6,313	(10.6%)	100	20,579	(10.6%)	101

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	● 1 Mile		● 3 Mile		● 5 Mile				
14-17	375	(4.8%)	88	3,565	(6%)	109	10,822	(5.6%)	102
18-21	391	(5%)	87	3,588	(6%)	104	11,018	(5.7%)	99
22-24	297	(3.8%)	86	2,598	(4.4%)	99	8,163	(4.2%)	96
25-29	410	(5.2%)	85	3,302	(5.5%)	90	11,548	(6%)	97
30-34	404	(5.2%)	77	2,659	(4.5%)	67	11,033	(5.7%)	86
35-39	447	(5.7%)	85	2,675	(4.5%)	67	11,356	(5.9%)	88
40-44	454	(5.8%)	89	3,236	(5.4%)	84	11,869	(6.1%)	95
45-49	497	(6.4%)	105	3,982	(6.7%)	111	12,579	(6.5%)	108
50-54	505	(6.5%)	109	4,195	(7%)	119	12,706	(6.6%)	111
55-59	567	(7.2%)	121	4,496	(7.5%)	125	13,292	(6.9%)	114
60-64	552	(7.1%)	113	4,258	(7.1%)	114	12,832	(6.6%)	106
65-69	548	(7%)	119	3,815	(6.4%)	109	11,691	(6%)	103
70-74	424	(5.4%)	112	3,044	(5.1%)	105	9,105	(4.7%)	97
75-79	340	(4.3%)	119	2,449	(4.1%)	112	6,938	(3.6%)	98
80-84	236	(3%)	138	1,555	(2.6%)	119	4,397	(2.3%)	104
85+	203	(2.6%)	172	1,301	(2.2%)	144	3,482	(1.8%)	119

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Audience Profile

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	47.46	45.45	43.95
Female Median Age	48.78	47.29	45.03
0-4	358 (4%)	2,530 (3.9%)	9,589 (4.5%)
5-13	732 (8.3%)	5,935 (9.1%)	19,663 (9.2%)
14-17	347 (3.9%)	3,307 (5.1%)	10,417 (4.9%)
18-21	346 (3.9%)	3,256 (5%)	10,566 (4.9%)
22-24	258 (2.9%)	2,325 (3.6%)	7,799 (3.6%)
25-29	388 (4.4%)	3,218 (4.9%)	11,246 (5.2%)
30-34	402 (4.5%)	2,715 (4.1%)	11,577 (5.4%)
35-39	508 (5.7%)	2,976 (4.5%)	12,475 (5.8%)
40-44	550 (6.2%)	3,858 (5.9%)	13,762 (6.4%)
45-49	576 (6.5%)	4,546 (6.9%)	14,454 (6.7%)
50-54	575 (6.5%)	4,687 (7.2%)	14,348 (6.7%)
55-59	648 (7.3%)	4,992 (7.6%)	15,073 (7%)
60-64	655 (7.4%)	4,763 (7.3%)	14,692 (6.9%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
65-69	666	(7.5%)	118	4,472	(6.8%)	108	13,877	(6.5%)	102
70-74	551	(6.2%)	115	3,811	(5.8%)	108	11,472	(5.4%)	99
75-79	470	(5.3%)	123	3,134	(4.8%)	111	9,417	(4.4%)	102
80-84	391	(4.4%)	155	2,302	(3.5%)	124	6,726	(3.1%)	110
85+	445	(5%)	191	2,617	(4%)	152	7,276	(3.4%)	129

Employment by Occupation

Total Employees (16+ Years Old)	8,709			66,261			215,388		
Professional Specialty	3,071	(35.3%)	143	24,505	(37%)	150	70,115	(32.6%)	132
Managerial/Executive	1,842	(21.2%)	122	17,819	(26.9%)	155	46,640	(21.7%)	125
Sales	986	(11.3%)	121	6,345	(9.6%)	103	19,275	(8.9%)	96
Office Admin	826	(9.5%)	89	5,981	(9%)	85	19,580	(9.1%)	86
Production & Transportation	500	(5.7%)	45	2,843	(4.3%)	33	13,102	(6.1%)	47
Healthcare support	318	(3.7%)	111	1,163	(1.8%)	54	7,970	(3.7%)	113
Food Preparation & Serving	314	(3.6%)	71	1,376	(2.1%)	41	6,736	(3.1%)	61
Protective	304	(3.5%)	161	1,587	(2.4%)	111	6,248	(2.9%)	134
Construction	253	(2.9%)	36	2,119	(3.2%)	40	13,024	(6%)	76

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Personal Care	159	(1.8%)	73	1,540	(2.3%)	93	5,577	(2.6%)	104
Building Maintenance & Cleaning	127	(1.5%)	43	930	(1.4%)	41	6,798	(3.2%)	93
Farming, Fishing & Forestry	9	(<0.5%)	18	53	(<0.5%)	14	323	(<0.5%)	26

Employment by Industry

Total Employees (16+ Years Old)	8,709			66,261			215,388		
Educational Services	3,286	(37.7%)	161	20,014	(30.2%)	129	67,109	(31.2%)	133
Financial, Insurance & Real Estate	1,264	(14.5%)	215	9,136	(13.8%)	204	23,216	(10.8%)	160
Wholesale Retail	988	(11.3%)	86	6,755	(10.2%)	74	21,970	(10.2%)	74
Professional Services	665	(7.6%)	94	9,169	(13.8%)	171	23,887	(11.1%)	137
Entertainment Services	594	(6.8%)	74	4,030	(6.1%)	70	14,903	(6.9%)	81
Public Administration	388	(4.5%)	93	3,418	(5.2%)	108	9,012	(4.2%)	88
Transportation	355	(4.1%)	70	1,842	(2.8%)	48	8,955	(4.2%)	71
Other Professional Services	347	(4%)	85	2,820	(4.3%)	90	10,551	(4.9%)	104
Manufacturing	262	(3%)	30	2,179	(3.3%)	33	7,508	(3.5%)	35
Administrative/Waste Services	225	(2.6%)	62	1,733	(2.6%)	63	7,572	(3.5%)	84
Agriculture/Mining/Construction	201	(2.3%)	27	2,637	(4%)	47	13,115	(6.1%)	71

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Information	124	(1.4%)	2,175	(3.3%)	6,679	(3.1%)
Management Services	10	(<0.5%)	353	(0.5%)	911	(<0.5%)

Language Spoken

Speak English at Home	10,328	(64.7%)	85,071	(70.9%)	247,448	(63.7%)
Speak Other Language at Home	3,806	(23.9%)	23,546	(19.6%)	62,401	(16.1%)
Speak Spanish at Home	1,821	(11.4%)	11,328	(9.4%)	78,401	(20.2%)

Ancestry

Other	2,799	(16.8%)	20,967	(16.8%)	63,731	(15.6%)
Italian	1,400	(8.4%)	14,508	(11.6%)	30,870	(7.6%)
Unclassified	1,388	(8.3%)	12,676	(10.1%)	33,656	(8.3%)
South Central Asian (e.g. Indian)	1,234	(7.4%)	5,651	(4.5%)	12,485	(3.1%)
Puerto Rican	1,050	(6.3%)	5,432	(4.3%)	24,210	(5.9%)
Dominican	923	(5.5%)	4,190	(3.3%)	24,916	(6.1%)
Other European (e.g. Greek/Russian)	865	(5.2%)	9,311	(7.4%)	20,454	(5%)
Scottish/Irish	837	(5%)	9,413	(7.5%)	20,616	(5.1%)
German	379	(2.3%)	4,200	(3.4%)	9,341	(2.3%)

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Chinese	361	(2.2%)	168	3,134	(2.5%)	195	6,695	(1.6%)	128
South American	358	(2.1%)	157	4,170	(3.3%)	244	21,996	(5.4%)	395
Japanese	355	(2.1%)	935	2,012	(1.6%)	707	2,931	(0.7%)	316
British	333	(2%)	38	3,074	(2.5%)	47	7,074	(1.7%)	33
American	304	(1.8%)	46	3,801	(3%)	76	8,966	(2.2%)	55
Polish	280	(1.7%)	123	2,386	(1.9%)	139	5,360	(1.3%)	96
Korean	253	(1.5%)	342	2,191	(1.8%)	395	3,787	(0.9%)	209
Middle Eastern	224	(1.3%)	241	1,154	(0.9%)	165	3,049	(0.7%)	34
Central American	191	(1.1%)	64	1,007	(0.8%)	45	9,433	(2.3%)	130
Other Hispanic	169	(1%)	95	930	(0.7%)	70	5,876	(1.4%)	135
South East Asian (e.g. Vietnamese)	106	(0.6%)	134	468	(<0.5%)	79	1,201	(<0.5%)	62
Cuban	93	(0.6%)	73	537	(<0.5%)	56	2,730	(0.7%)	88
Mexican	77	(<0.5%)	4	1,702	(1.4%)	12	16,706	(4.1%)	37
Scandinavian	65	(<0.5%)	23	649	(0.5%)	30	1,515	(<0.5%)	22
Other Asian	61	(<0.5%)	103	469	(<0.5%)	106	835	(<0.5%)	58
French	41	(<0.5%)	23	542	(<0.5%)	41	1,405	(<0.5%)	32

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Native American (Indian/Eskimo)	23	(<0.5%)	22	82	(<0.5%)	10	444	(<0.5%)	17
Dutch	20	(<0.5%)	23	219	(<0.5%)	33	487	(<0.5%)	23
Hawaiian/Pacific Islander	14	(<0.5%)	47	32	(<0.5%)	14	85	(<0.5%)	12

Education (Age 25+)

Total Educated Population	12,412			89,058			289,223		
Elementary (0 to 8 Years)	283	(2.3%)	48	2,157	(2.4%)	51	15,209	(5.3%)	110
Some High School (9 to 11 Years)	390	(3.1%)	53	2,617	(2.9%)	50	14,662	(5.1%)	86
High School Graduate (12 Years)	2,096	(16.9%)	65	12,108	(13.6%)	52	50,975	(17.6%)	68
Some College (13 to 16 Years)	1,389	(11.2%)	58	9,074	(10.2%)	53	35,818	(12.4%)	64
Associates Degree Only	1,171	(9.4%)	107	4,913	(5.5%)	63	17,872	(6.2%)	70
Bachelor's Degree Only	3,702	(29.8%)	140	27,250	(30.6%)	143	74,672	(25.8%)	121
Graduate Degree	3,381	(27.2%)	198	30,939	(34.7%)	252	80,015	(27.7%)	201

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	6,726	46,412	153,577
One Person Households	2,100 (31.2%)	11,603 (25%)	43,878 (28.6%)
Married Couple	3,544 (52.7%)	28,225 (60.8%)	77,046 (50.2%)
Male Householder	234 (3.5%)	1,610 (3.5%)	6,403 (4.2%)
Female Householder	644 (9.6%)	3,495 (7.5%)	19,732 (12.8%)
Non Family Households	204 (3%)	1,479 (3.2%)	6,518 (4.2%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	6,726	46,412	153,577
1 Person Household	2,100 (31.2%)	11,603 (25%)	43,878 (28.6%)
2 Person Household	1,978 (29.4%)	13,214 (28.5%)	43,250 (28.2%)
3 Person Household	1,031 (15.3%)	7,672 (16.5%)	25,187 (16.4%)
4 Person Household	978 (14.5%)	8,675 (18.7%)	23,990 (15.6%)
5 Person Household	416 (6.2%)	3,637 (7.8%)	11,021 (7.2%)
6 Person Household	147 (2.2%)	1,065 (2.3%)	3,908 (2.5%)
7+ Person Household	76 (1.1%)	546 (1.2%)	2,343 (1.5%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	7,034	48,577	162,118
Owner Occupied Housing	4,220	34,961	94,680
Renter Occupied Housing	2,506	11,451	58,897
Vacant Housing	308	2,165	8,541

Housing Rent

Average Rent	\$2,181.67	\$2,328.74	\$2,020.24
Median Rent	\$2,097.41	\$2,247.34	\$1,945.35
Total Cash Rents Housing	2,437	10,964	56,549
<\$300	43 (1.8%)	143 (1.3%)	1,705 (3%)
\$300-\$500	26 (1.1%)	198 (1.8%)	1,712 (3%)
\$500-\$750	39 (1.6%)	247 (2.3%)	2,057 (3.6%)
\$750-\$1000	74 (3%)	422 (3.8%)	2,764 (4.9%)
\$1000-\$1500	272 (11.2%)	1,257 (11.5%)	8,331 (14.7%)
\$1500-\$2000	648 (26.6%)	2,192 (20%)	13,142 (23.2%)
\$2000-\$2500	598 (24.5%)	2,068 (18.9%)	11,175 (19.8%)

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	289	(11.9%)	205	1,289	(11.8%)	203	6,029	(10.7%)	184
\$3000-\$3500	167	(6.9%)	224	1,004	(9.2%)	299	3,331	(5.9%)	192
>\$3500	281	(11.5%)	313	2,144	(19.6%)	531	6,303	(11.1%)	303

Value of Owner-Occupied Housing Units

Average House Value	\$1M	187	\$1.16M	217	\$1.03M	192			
Median House Value	\$759,863.42	194	\$1.03M	264	\$892,079.58	228			
Owner Occupied Housing	4,220		34,961		94,680				
<\$100K	32	(0.8%)	9	596	(1.7%)	21	1,728	(1.8%)	22
\$100K - \$200K	158	(3.7%)	29	794	(2.3%)	18	3,815	(4%)	31
\$200K - \$300K	395	(9.4%)	60	1,741	(5%)	32	5,989	(6.3%)	41
\$300K - \$400K	495	(11.7%)	8	1,820	(5.2%)	36	6,097	(6.4%)	44
\$400K - \$500K	349	(8.3%)	71	1,606	(4.6%)	40	5,211	(5.5%)	48
\$500K - \$1000K	1,314	(31.1%)	122	10,083	(28.8%)	113	32,193	(34%)	33
>\$1000K	1,477	(35%)	302	18,321	(52.4%)	452	39,647	(41.9%)	361

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



Benchmark: Nationwide



Poverty

Households in Poverty	472	(7%)		2,700	(5.8%)		15,462	(10.1%)	
Households Above Poverty	6,254	(93%)		43,712	(94.2%)		138,115	(89.9%)	
Households in Poverty (Married)	94	(1.4%)		497	(1.1%)		2,465	(1.6%)	
Households in Poverty (Male Householder)	6	(<0.5%)		214	(<0.5%)		677	(<0.5%)	
Households in Poverty (Female Householder)	90	(1.3%)		333	(0.7%)		4,007	(2.6%)	
Households in Poverty (Non-Family)	260	(3.9%)		1,558	(3.4%)		7,699	(5%)	
Households in Poverty (Non-Family Student)	22	(<0.5%)		98	(<0.5%)		614	(<0.5%)	

Wealth per Household

Household Average Wealth	\$272,143.18		\$291,826.2		\$266,097.36				
Household Median Wealth	\$103,002.38		\$125,056.46		\$96,168.97				
<\$0K	1,068	(15.9%)		6,874	(14.8%)		25,211	(16.4%)	
\$0K - \$5K	489	(7.3%)		2,950	(6.4%)		11,861	(7.7%)	
\$5K - \$10K	271	(4%)		1,693	(3.6%)		6,422	(4.2%)	
\$10K - \$25K	396	(5.9%)		2,593	(5.6%)		9,176	(6%)	
\$25K - \$50K	440	(6.5%)		2,991	(6.4%)		10,069	(6.6%)	

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	674	(10%)	98	4,630	(10%)	97	15,215	(9.9%)	97
\$100K - \$250K	1,249	(18.6%)	102	8,830	(19%)	105	27,984	(18.2%)	101
\$250K - \$500K	967	(14.4%)	108	7,003	(15.1%)	114	21,483	(14%)	105
>\$500K	1,172	(17.4%)	117	8,848	(19.1%)	128	26,156	(17%)	114

Vehicles per Household

Total Number of Vehicles	9,964			77,427			224,779		
Average Number of Vehicles	1.48		8	1.67		91	1.46		8
No Vehicles	781	(11.6%)	140	3,498	(7.5%)	91	23,932	(15.6%)	188
1 Vehicle	2,988	(44.4%)	35	17,627	(38%)	116	60,716	(39.5%)	120
2 Vehicles	2,121	(31.5%)	85	18,228	(39.3%)	106	49,630	(32.3%)	88
3 or more Vehicles	836	(12.4%)	56	7,059	(15.2%)	69	19,299	(12.6%)	57

Population Change

Births	132			1,029			3,746		
Deaths	179			1,179			3,423		
Migration	-140			-551			-662		

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	459	4,434	14,202
Total Employees	3,498	35,363	140,086

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