



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	13,665		61,337		220,430	
Households	5,556		23,239		80,990	
Persons per Household	2.45	96	2.6	102	2.57	101
Household Median Income	\$113,366.18	142	\$133,901.35	168	\$123,508.72	155
Household Median Disposable Income	\$93,289.5	136	\$109,391.97	159	\$101,593.51	148
Household Median Discretionary Income	\$78,797.31	155	\$92,515.55	182	\$81,842.16	161
Average Income Per Person	\$59,113.75	137	\$70,562.11	164	\$66,630.14	155
Median Rent	\$1,736.23	123	\$1,947.88	138	\$1,721.04	122
Median House Value	\$534,083.5	140	\$631,416.75	166	\$552,147.97	145
Households in Poverty	297 (5.3%)	42	1,136 (4.9%)	39	5,036 (6.2%)	49
Household Median Wealth	\$115,056.19	142	\$126,107.83	156	\$114,111.78	141
Average Age	45.11	110	44.59	109	41.38	101
Median Age	45.77	114	45.92	114	40.81	102
Households with Children	1,536 (27.6%)	103	6,467 (27.8%)	104	23,713 (29.3%)	109
High School Graduate or Higher	9,782 (96.6%)	108	42,871 (96.5%)	108	144,121 (96.8%)	108

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	5,675 (56%)	26,672 (60.1%)	90,858 (61.1%)
Pop density (per sq mi)	4,200	2,021	2,968
Area (based on blockgroups)	3	30	74

Population

Population 2024 Q4	13,665	61,337	220,430
Population 2024 Q3	13,697	61,468	220,091
Population 2024 Q2	13,693	61,442	220,112
Population 2024 Q1	13,652	61,515	220,072
Population 2023 Q4	13,452	60,735	218,749
Population 2023 Q3	13,451	60,727	218,733
Population 2023 Q2	13,449	60,720	218,690
Population 2023 Q1	13,453	60,708	218,576
Population 2022 Q4	13,434	60,605	218,468
Population 5 Years Forecast	14,318	64,007	226,567
Population 10 Years Forecast	14,872	66,329	232,859
Persons per Household	2.45	2.6	2.57

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	1 Mile	3 Mile	5 Mile
Group Quarters	66 (<0.5%)	856 (1.4%)	12,272 (5.6%)
Transient Population - Average Last 4 Quarters			584 (<0.5%)

Households

Households 2024 Q4	5,556	23,239	80,990
Households 2024 Q3	5,561	23,266	80,771
Households 2024 Q2	5,560	23,258	80,785
Households 2024 Q1	5,541	23,273	80,754
Households 2023 Q4	5,438	22,955	80,216
Households 2023 Q3	5,437	22,947	80,194
Households 2023 Q2	5,436	22,945	80,187
Households 2023 Q1	5,436	22,937	80,137
Households 2022 Q4	5,428	22,901	80,098
Households 5 Years Forecast	5,868	24,308	83,481
Households 10 Years Forecast	6,120	25,228	85,988

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



Benchmark: Nationwide



Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	6,556	(48%)	98	29,369 (47.9%)	105,204 (47.7%)
Female	7,109	(52%)	102	31,968 (52.1%)	115,226 (52.3%)

Ethnicity

White	11,453	(83.8%)	145	51,537 (84%)	174,656 (79.2%)
Asian	1,501	(11%)	191	5,341 (8.7%)	16,502 (7.5%)
Other	327	(2.4%)	46	1,718 (2.8%)	8,435 (3.8%)
Black	196	(1.4%)	12	1,158 (1.9%)	12,484 (5.7%)
Hispanic (Ethnic)	188	(1.4%)	7	1,583 (2.6%)	8,353 (3.8%)

Household by Ethnicity

White	4,843	(87.2%)	142	20,172 (86.8%)	66,821 (82.5%)
Asian	451	(8.1%)	179	1,717 (7.4%)	5,003 (6.2%)
Other	143	(2.6%)	34	627 (2.7%)	3,212 (4%)
Hispanic (Ethnic)	77	(1.4%)	9	373 (1.6%)	2,089 (2.6%)
Black	42	(0.8%)	7	350 (1.5%)	3,865 (4.8%)

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 Income	\$144,775.4	130	\$183,854.25	165	\$175,799.63	158
Average Income Per Person	\$59,113.75	137	\$70,562.11	164	\$66,630.14	155
Household Median Income	\$113,366.18	142	\$133,901.35	168	\$123,508.72	155
<\$15K	188 (3.4%)	42	830 (3.6%)	44	3,320 (4.1%)	51
\$15K - \$25K	175 (3.1%)	49	630 (2.7%)	42	2,370 (2.9%)	45
\$25K - \$35K	409 (7.4%)	109	1,061 (4.6%)	68	3,726 (4.6%)	68
\$35K - \$50K	319 (5.7%)	56	1,397 (6%)	58	5,349 (6.6%)	64
\$50K - \$75K	674 (12.1%)	77	2,163 (9.3%)	59	8,964 (11.1%)	70
\$75K - \$100K	666 (12%)	93	2,355 (10.1%)	79	8,784 (10.8%)	85
\$100K - \$150K	1,090 (19.6%)	111	4,425 (19%)	108	15,683 (19.4%)	109
\$150K - \$175K	410 (7.4%)	118	1,890 (8.1%)	130	6,272 (7.7%)	123
\$175K - \$200K	557 (10%)	153	3,966 (17.1%)	260	12,141 (15%)	228
\$200K - \$250K	598 (10.8%)	206	2,531 (10.9%)	209	8,054 (9.9%)	191
\$250K - \$500K	256 (4.6%)	207	1,085 (4.7%)	209	3,452 (4.3%)	191
>\$500K	214 (3.9%)	207	906 (3.9%)	209	2,875 (3.5%)	190

Disposable Households Income

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



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	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$106,566.91		129	\$114,976.75		139	\$109,712.35		133
Household Median Disposable Income	\$93,289.5		136	\$109,391.97		159	\$101,593.51		148
<\$15K	223	(4%)	46	961	(4.1%)	47	3,766	(4.6%)	53
\$15K - \$25K	223	(4%)	53	800	(3.4%)	45	2,983	(3.7%)	48
\$25K - \$35K	400	(7.2%)	91	1,256	(5.4%)	69	4,386	(5.4%)	69
\$35K - \$50K	482	(8.7%)	71	1,664	(7.2%)	59	6,950	(8.6%)	70
\$50K - \$75K	854	(15.4%)	87	2,816	(12.1%)	68	10,942	(13.5%)	76
\$75K - \$100K	808	(14.5%)	102	3,107	(13.4%)	94	10,843	(13.4%)	94
\$100K - \$150K	1,195	(21.5%)	120	5,241	(22.6%)	126	18,280	(22.6%)	126
\$150K - \$175K	521	(9.4%)	154	3,789	(16.3%)	268	11,393	(14.1%)	231
\$175K - \$200K	238	(4.3%)	195	1,013	(4.4%)	198	3,210	(4%)	180
\$200K - \$250K	246	(4.4%)	207	1,045	(4.5%)	210	3,319	(4.1%)	192
\$250K - \$500K	336	(6%)	206	1,427	(6.1%)	210	4,531	(5.6%)	191
>\$500K	30	(0.5%)	210	120	(0.5%)	201	387	(<0.5%)	186

Discretionary Households Income

Household Average Discretionary Income	\$85,679.03		140	\$94,834.91		155	\$87,319.04		142
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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$78,797.31	155	\$92,515.55	182	\$81,842.16	161
<\$10K	175 (3.1%)	34	734 (3.2%)	34	4,410 (5.4%)	59
\$10K - \$20K	325 (5.8%)	55	1,036 (4.5%)	42	3,884 (4.8%)	45
\$20K - \$30K	401 (7.2%)	68	1,445 (6.2%)	59	5,380 (6.6%)	63
\$30K - \$40K	396 (7.1%)	72	1,267 (5.5%)	55	4,917 (6.1%)	61
\$40K - \$50K	318 (5.7%)	65	1,133 (4.9%)	55	5,268 (6.5%)	73
\$50K - \$75K	1,005 (18.1%)	104	3,376 (14.5%)	83	12,932 (16%)	92
\$75K - \$100K	868 (15.6%)	133	3,552 (15.3%)	130	11,632 (14.4%)	122
\$100K - \$125K	721 (13%)	161	3,302 (14.2%)	176	9,685 (12%)	148
\$125K - \$150K	566 (10.2%)	153	3,644 (15.7%)	236	12,337 (15.2%)	229
>\$150K	781 (14.1%)	238	3,750 (16.1%)	273	10,545 (13%)	220

Households Income by Ethnicity

Average Income - White	\$116,338.56	122	\$124,383.39	130	\$120,886.89	127
Median Income - White	\$116,280.06	134	\$135,815.71	157	\$127,937.48	147
Average Income - Black	\$107,983.81	156	\$119,860.03	173	\$96,195.63	139
Median Income - Black	\$91,666	165	\$129,374.83	234	\$89,813.49	162

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$101,165.33 (90)	\$120,246.3 (106)	\$118,506.16 (105)
Median Income - Asian	\$103,836.48 (91)	\$124,472.2 (109)	\$120,521.25 (105)
Average Income - Hispanic	\$132,293.84 (164)	\$132,212.82 (163)	\$116,891.84 (145)
Median Income - Hispanic	\$137,499.49 (198)	\$150,694.43 (217)	\$117,946.53 (170)
Average Income - Other	\$96,284.51 (108)	\$107,375.88 (120)	\$102,005 (114)
Median Income - Other	\$83,795.94 (105)	\$99,096.98 (124)	\$92,633.85 (116)

Age

	1 Mile	3 Mile	5 Mile
Average Age	45.11 (110)	44.59 (109)	41.38 (101)
Median Age	45.77 (114)	45.92 (114)	40.81 (102)
0-4	666 (4.9%) (90)	2,804 (4.6%) (85)	10,660 (4.8%) (90)
5-13	1,283 (9.4%) (91)	6,188 (10.1%) (98)	22,220 (10.1%) (98)
14-17	597 (4.4%) (80)	2,992 (4.9%) (92)	13,813 (6.3%) (118)
18-21	577 (4.2%) (77)	2,873 (4.7%) (85)	14,438 (6.5%) (119)
22-24	416 (3%) (73)	2,068 (3.4%) (81)	10,476 (4.8%) (114)
25-29	736 (5.4%) (91)	3,163 (5.2%) (87)	11,719 (5.3%) (90)
30-34	735 (5.4%) (81)	2,800 (4.6%) (70)	11,047 (5%) (77)

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	1 Mile		3 Mile		5 Mile	
35-39	875	(6.4%)	3,372	(5.5%)	13,083	(5.9%)
40-44	810	(5.9%)	3,618	(5.9%)	13,698	(6.2%)
45-49	715	(5.2%)	3,432	(5.6%)	12,942	(5.9%)
50-54	689	(5%)	3,534	(5.8%)	12,610	(5.7%)
55-59	969	(7.1%)	4,085	(6.7%)	13,551	(6.1%)
60-64	1,035	(7.6%)	4,735	(7.7%)	14,734	(6.7%)
65-69	1,026	(7.5%)	4,688	(7.6%)	14,203	(6.4%)
70-74	830	(6.1%)	4,007	(6.5%)	12,001	(5.4%)
75-79	649	(4.7%)	3,009	(4.9%)	8,711	(4%)
80-84	481	(3.5%)	1,973	(3.2%)	5,453	(2.5%)
85+	576	(4.2%)	1,996	(3.3%)	5,071	(2.3%)

Age - Male

Male Average Age	43.38		43.15		40.31	
Male Median Age	42.85		43.31		38.82	
0-4	339	(5.2%)	1,430	(4.9%)	5,449	(5.2%)
5-13	651	(9.9%)	3,137	(10.7%)	11,375	(10.8%)

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	1 Mile			3 Mile			5 Mile		
14-17	299	(4.6%)	83	1,520	(5.2%)	94	6,724	(6.4%)	116
18-21	298	(4.5%)	74	1,460	(5%)	87	6,926	(6.6%)	115
22-24	225	(3.4%)	74	1,054	(3.6%)	84	5,020	(4.8%)	109
25-29	387	(5.9%)	96	1,634	(5.6%)	90	5,736	(5.5%)	88
30-34	373	(5.7%)	85	1,381	(4.7%)	70	5,421	(5.2%)	77
35-39	427	(6.5%)	97	1,604	(5.5%)	84	6,232	(5.9%)	89
40-44	391	(6%)	92	1,769	(6%)	93	6,578	(6.3%)	97
45-49	354	(5.4%)	90	1,661	(5.7%)	94	6,252	(5.9%)	99
50-54	343	(5.2%)	88	1,681	(5.7%)	96	6,113	(5.8%)	97
55-59	441	(6.7%)	110	1,930	(6.6%)	108	6,399	(6.1%)	100
60-64	489	(7.5%)	118	2,246	(7.6%)	121	6,910	(6.6%)	104
65-69	486	(7.4%)	127	2,148	(7.3%)	126	6,614	(6.3%)	108
70-74	397	(6.1%)	128	1,875	(6.4%)	135	5,554	(5.3%)	111
75-79	282	(4.3%)	122	1,340	(4.6%)	130	3,915	(3.7%)	106
80-84	188	(2.9%)	138	823	(2.8%)	135	2,264	(2.2%)	103
85+	186	(2.8%)	193	676	(2.3%)	156	1,722	(1.6%)	111

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	Value	1 Mile	3 Mile	5 Mile
Female Average Age	46.7	111	109	101
Female Median Age	47.76	116	115	101
0-4	327 (4.6%)	89	83	87
5-13	632 (8.9%)	90	96	95
14-17	298 (4.2%)	8	90	120
18-21	279 (3.9%)	74	84	124
22-24	191 (2.7%)	68	8	120
25-29	349 (4.9%)	86	84	91
30-34	362 (5.1%)	8	70	7
35-39	448 (6.3%)	97	85	91
40-44	419 (5.9%)	93	91	97
45-49	361 (5.1%)	85	93	97
50-54	346 (4.9%)	8	97	94
55-59	528 (7.4%)	120	109	101
60-64	546 (7.7%)	118	119	104

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65-69	540	(7.6%)	121	2,540	(7.9%)	126	7,589	(6.6%)	105
70-74	433	(6.1%)	115	2,132	(6.7%)	126	6,447	(5.6%)	106
75-79	367	(5.2%)	124	1,669	(5.2%)	126	4,796	(4.2%)	100
80-84	293	(4.1%)	152	1,150	(3.6%)	133	3,189	(2.8%)	102
85+	390	(5.5%)	215	1,320	(4.1%)	161	3,349	(2.9%)	114

Employment by Occupation

Total Employees (16+ Years Old)	7,543			32,416			117,090		
Professional Specialty	2,466	(32.7%)	132	11,754	(36.3%)	147	41,695	(35.6%)	144
Managerial/Executive	1,748	(23.2%)	133	8,365	(25.8%)	149	29,262	(25%)	144
Office Admin	879	(11.7%)	110	2,662	(8.2%)	77	10,134	(8.7%)	81
Sales	685	(9.1%)	97	3,018	(9.3%)	100	11,086	(9.5%)	101
Construction	447	(5.9%)	74	1,581	(4.9%)	61	5,164	(4.4%)	55
Production & Transportation	446	(5.9%)	46	1,777	(5.5%)	42	6,814	(5.8%)	45
Food Preparation & Serving	335	(4.4%)	87	1,101	(3.4%)	66	4,394	(3.8%)	73
Personal Care	250	(3.3%)	133	744	(2.3%)	92	3,029	(2.6%)	104
Building Maintenance & Cleaning	142	(1.9%)	55	504	(1.6%)	46	1,872	(1.6%)	47

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Healthcare support	125	(1.7%)	50	543	(1.7%)	51	1,976	(1.7%)	51
Protective	20	(<0.5%)	12	325	(1%)	46	1,525	(1.3%)	60
Farming, Fishing & Forestry				42	(<0.5%)	22	139	(<0.5%)	21

Employment by Industry

Total Employees (16+ Years Old)	7,543			32,416			117,090		
Educational Services	1,799	(23.8%)	102	9,152	(28.2%)	121	34,026	(29.1%)	124
Financial, Insurance & Real Estate	949	(12.6%)	187	3,617	(11.2%)	166	12,549	(10.7%)	159
Wholesale Retail	861	(11.4%)	87	3,203	(9.9%)	75	12,658	(10.8%)	82
Manufacturing	661	(8.8%)	88	2,523	(7.8%)	74	8,760	(7.5%)	75
Professional Services	658	(8.7%)	108	4,452	(13.7%)	170	15,366	(13.1%)	163
Other Professional Services	653	(8.7%)	184	1,676	(5.2%)	110	5,175	(4.4%)	94
Entertainment Services	511	(6.8%)	71	2,077	(6.4%)	74	8,140	(7%)	81
Agriculture/Mining/Construction	456	(6%)	71	1,899	(5.9%)	69	6,318	(5.4%)	63
Transportation	305	(4%)	69	1,080	(3.3%)	57	4,370	(3.7%)	64
Administrative/Waste Services	278	(3.7%)	88	988	(3%)	73	3,524	(3%)	72
Public Administration	211	(2.8%)	59	809	(2.5%)	52	3,116	(2.7%)	56

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Information	156	(2.1%)	111	813	(2.5%)	134	2,587	(2.2%)	118
Management Services	45	(0.6%)	472	127	(<0.5%)	310	501	(<0.5%)	338

Language Spoken

Speak English at Home	10,757	(82.8%)	107	49,951	(85.3%)	110	182,634	(87.1%)	112
Speak Other Language at Home	2,161	(16.6%)	197	7,788	(13.3%)	157	22,178	(10.6%)	125
Speak Spanish at Home	81	(0.6%)	4	794	(1.4%)	10	4,958	(2.4%)	17

Ancestry

Scottish/Irish	2,703	(19.8%)	297	11,629	(19%)	285	44,424	(20.2%)	303
Unclassified	2,375	(17.4%)	107	9,097	(14.8%)	91	30,877	(14%)	86
Italian	2,149	(15.7%)	528	8,909	(14.5%)	488	26,964	(12.2%)	411
Other	1,097	(8%)	38	6,450	(10.5%)	50	27,944	(12.7%)	60
German	1,079	(7.9%)	101	5,066	(8.3%)	106	18,747	(8.5%)	109
British	695	(5.1%)	96	3,885	(6.3%)	119	14,550	(6.6%)	124
Other European (e.g. Greek/Russian)	678	(5%)	157	4,303	(7%)	222	13,402	(6.1%)	192
South Central Asian (e.g. Indian)	531	(3.9%)	249	1,644	(2.7%)	172	5,821	(2.6%)	169
American	389	(2.8%)	59	1,630	(2.7%)	56	5,821	(2.6%)	55

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Middle Eastern	334 (2.4%)	1,088 (1.8%)	2,628 (1.2%)
Chinese	295 (2.2%)	1,136 (1.9%)	3,948 (1.8%)
South East Asian (e.g. Vietnamese)	264 (1.9%)	997 (1.6%)	2,944 (1.3%)
Polish	224 (1.6%)	1,222 (2%)	5,059 (2.3%)
Other Asian	216 (1.6%)	368 (0.6%)	1,238 (0.6%)
Korean	194 (1.4%)	1,139 (1.9%)	2,227 (1%)
Scandinavian	110 (0.8%)	572 (0.9%)	2,273 (1%)
French	101 (0.7%)	391 (0.6%)	1,857 (0.8%)
Mexican	91 (0.7%)	367 (0.6%)	2,257 (1%)
Dutch	38 (<0.5%)	147 (<0.5%)	785 (<0.5%)
Cuban	38 (<0.5%)	165 (<0.5%)	532 (<0.5%)
South American	31 (<0.5%)	323 (0.5%)	1,603 (0.7%)
Puerto Rican	19 (<0.5%)	375 (0.6%)	1,586 (0.7%)
Other Hispanic	9 (<0.5%)	222 (<0.5%)	1,254 (0.6%)
Native American (Indian/Eskimo)	3 (<0.5%)	20 (<0.5%)	173 (<0.5%)
Japanese	1 (<0.5%)	57 (<0.5%)	324 (<0.5%)

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	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	1	(<0.5%)	4	4	(<0.5%)	18
Central American				85	(<0.5%)	20
Dominican				46	(<0.5%)	27

Education (Age 25+)

Total Educated Population	10,126		44,412		148,823
Elementary (0 to 8 Years)	182	(1.8%)	715	(1.6%)	1,734
Some High School (9 to 11 Years)	162	(1.6%)	826	(1.9%)	2,968
High School Graduate (12 Years)	2,264	(22.4%)	8,624	(19.4%)	25,748
Some College (13 to 16 Years)	1,158	(11.4%)	4,792	(10.8%)	18,323
Associates Degree Only	685	(6.8%)	2,783	(6.3%)	9,192
Bachelor's Degree Only	3,608	(35.6%)	14,300	(32.2%)	48,227
Graduate Degree	2,067	(20.4%)	12,372	(27.9%)	42,631

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	5,556	23,239	80,990
One Person Households	1,658 (29.8%)	5,564 (23.9%)	21,146 (26.1%)
Married Couple	3,246 (58.4%)	15,072 (64.9%)	46,367 (57.3%)
Male Householder	178 (3.2%)	510 (2.2%)	2,399 (3%)
Female Householder	393 (7.1%)	1,279 (5.5%)	6,607 (8.2%)
Non Family Households	81 (1.5%)	814 (3.5%)	4,471 (5.5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	5,556	23,239	80,990
1 Person Household	1,658 (29.8%)	5,564 (23.9%)	21,146 (26.1%)
2 Person Household	1,764 (31.7%)	7,747 (33.3%)	25,749 (31.8%)
3 Person Household	852 (15.3%)	3,739 (16.1%)	12,998 (16%)
4 Person Household	758 (13.6%)	3,749 (16.1%)	12,971 (16%)
5 Person Household	367 (6.6%)	1,715 (7.4%)	5,642 (7%)
6 Person Household	105 (1.9%)	512 (2.2%)	1,770 (2.2%)
7+ Person Household	52 (0.9%)	213 (0.9%)	714 (0.9%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	5,820	24,282	85,064
Owner Occupied Housing	4,322	18,804	60,543
Renter Occupied Housing	1,234	4,435	20,447
Vacant Housing	264	1,043	4,074

Housing Rent

Average Rent	\$1,895.39	123	\$2,120.19	137	\$1,851.22	120	
Median Rent	\$1,736.23	123	\$1,947.88	138	\$1,721.04	122	
Total Cash Rents Housing	1,177	4,285	19,605				
<\$300			24	(<0.5%)	4		
\$300-\$500			81	(<0.5%)	11		
\$500-\$750	4	(<0.5%)	4	(<0.5%)	14	(1.7%)	20
\$750-\$1000	41	(3.5%)	27	(3.2%)	24	(6.8%)	52
\$1000-\$1500	372	(31.6%)	120	(21.3%)	8	(29.5%)	112
\$1500-\$2000	363	(30.8%)	147	(28.1%)	134	(26%)	124
\$2000-\$2500	193	(16.4%)	140	(21.4%)	182	(18.6%)	159

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	88	(7.5%)	130	386	(9%)	157	1,560	(8%)	138
\$3000-\$3500	38	(3.2%)	106	195	(4.6%)	150	660	(3.4%)	111
>\$3500	78	(6.6%)	182	521	(12.2%)	333	1,097	(5.6%)	153

Value of Owner-Occupied Housing Units

Average House Value	\$572,322.61	110	\$703,755.54	135	\$669,709.91	128			
Median House Value	\$534,083.5	140	\$631,416.75	166	\$552,147.97	145			
Owner Occupied Housing	4,322		18,804		60,543				
<\$100K	108	(2.5%)	29	252	(1.3%)	16	1,105	(1.8%)	21
\$100K - \$200K	86	(2%)	15	384	(2%)	15	1,902	(3.1%)	23
\$200K - \$300K	149	(3.4%)	21	653	(3.5%)	21	5,062	(8.4%)	52
\$300K - \$400K	625	(14.5%)	99	2,011	(10.7%)	73	8,526	(14.1%)	97
\$400K - \$500K	984	(22.8%)	198	2,989	(15.9%)	138	10,416	(17.2%)	149
\$500K - \$1000K	2,151	(49.8%)	201	9,585	(51%)	206	24,389	(40.3%)	163
>\$1000K	219	(5.1%)	46	2,930	(15.6%)	143	9,143	(15.1%)	138

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



Benchmark: Nationwide



Poverty

Households in Poverty	297	(5.3%)	42	1,136	(4.9%)	39	5,036	(6.2%)	49
Households Above Poverty	5,259	(94.7%)	108	22,103	(95.1%)	109	75,954	(93.8%)	107
Households in Poverty (Married)	50	(0.9%)	41	230	(1%)	45	782	(1%)	44
Households in Poverty (Male Householder)				39	(<0.5%)	26	130	(<0.5%)	25
Households in Poverty (Female Householder)	60	(1.1%)	37	138	(0.6%)	20	812	(1%)	34
Households in Poverty (Non-Family)	179	(3.2%)	51	701	(3%)	48	3,027	(3.7%)	60
Households in Poverty (Non-Family Student)	8	(<0.5%)	23	28	(<0.5%)	19	285	(<0.5%)	57

Wealth per Household

Household Average Wealth	\$279,794.82		116	\$290,629.98		120	\$281,357.48		116
Household Median Wealth	\$115,056.19		142	\$126,107.83		156	\$114,111.78		141
<\$0K	831	(15%)	86	3,379	(14.5%)	84	12,393	(15.3%)	88
\$0K - \$5K	372	(6.7%)	71	1,456	(6.3%)	73	5,439	(6.7%)	71
\$5K - \$10K	212	(3.8%)	84	843	(3.6%)	81	3,114	(3.8%)	84
\$10K - \$25K	319	(5.7%)	90	1,295	(5.6%)	88	4,673	(5.8%)	91
\$25K - \$50K	367	(6.6%)	97	1,508	(6.5%)	96	5,295	(6.5%)	96

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



Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	570	(10.3%)	2,357	(10.1%)	8,143	(10.1%)
\$100K - \$250K	1,066	(19.2%)	4,490	(19.3%)	15,285	(18.9%)
\$250K - \$500K	825	(14.8%)	3,534	(15.2%)	11,942	(14.7%)
>\$500K	994	(17.9%)	4,377	(18.8%)	14,706	(18.2%)

Vehicles per Household

Total Number of Vehicles	9,989		44,442		147,250	
Average Number of Vehicles	1.8		1.91		1.82	
No Vehicles	377	(6.8%)	1,139	(4.9%)	3,906	(4.8%)
1 Vehicle	1,792	(32.3%)	6,409	(27.6%)	26,724	(33%)
2 Vehicles	2,373	(42.7%)	10,788	(46.4%)	35,959	(44.4%)
3 or more Vehicles	1,014	(18.3%)	4,903	(21.1%)	14,401	(17.8%)

Population Change

Births	115		508		1,971
Deaths	174		704		2,032
Migration	289		857		1,867

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	316	1,771	7,599
Total Employees	4,390	23,820	105,264

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