



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Overview

Metric	1 Mile	3 Mile	5 Mile
Population	19,814	172,346	490,831
Households	5,922	53,775	160,609
Persons per Household	3.34 (131)	3.11 (122)	2.99 (117)
Household Median Income	\$99,568.98 (125)	\$95,768.02 (120)	\$102,711.13 (129)
Household Median Disposable Income	\$81,745.68 (119)	\$79,210.8 (115)	\$84,284.77 (123)
Household Median Discretionary Income	\$52,190.57 (102)	\$48,808.82 (96)	\$56,935.75 (112)
Average Income Per Person	\$47,668.49 (111)	\$42,865.74 (99)	\$44,309.68 (103)
Median Rent	\$1,936.74 (138)	\$1,737.36 (123)	\$1,784.54 (127)
Median House Value	\$928,506.65 (244)	\$906,716.41 (238)	\$821,305.99 (216)
Households in Poverty	848 (14.3%) (113)	8,551 (15.9%) (126)	18,823 (11.7%) (93)
Household Median Wealth	\$84,840.17 (105)	\$75,782.78 (93)	\$81,411.49 (100)
Average Age	37.48 (91)	39.08 (95)	41.11 (100)
Median Age	33.85 (84)	36.78 (92)	40.39 (101)
Households with Children	1,744 (29.4%) (110)	16,855 (31.3%) (117)	44,586 (27.8%) (104)
High School Graduate or Higher	10,219 (81.8%) (92)	96,874 (85.5%) (96)	302,402 (87.9%) (98)

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	4,441 (35.6%)	40,627 (35.8%)	115,679 (33.6%)
Pop density (per sq mi)	7,785	7,018	9,475
Area (based on blockgroups)	3	25	52

Population

Population 2024 Q4	19,814	172,346	490,831
Population 2024 Q3	19,820	172,516	491,133
Population 2024 Q2	19,830	172,238	490,888
Population 2024 Q1	19,907	171,911	491,066
Population 2023 Q4	19,816	171,764	491,043
Population 2023 Q3	19,816	171,812	491,072
Population 2023 Q2	19,927	171,969	491,247
Population 2023 Q1	19,940	171,959	491,182
Population 2022 Q4	19,982	171,415	490,682
Population 5 Years Forecast	19,550	176,182	495,635
Population 10 Years Forecast	19,332	178,775	499,629
Persons per Household	3.34	3.11	2.99

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	1 Mile		3 Mile		5 Mile
Group Quarters	38	(<0.5%)	4,860	(2.8%)	9,928 (2%)
Transient Population - Average Last 4 Quarters			617	(<0.5%)	2,852 (0.6%)

Households

Households 2024 Q4	5,922	53,775	160,609
Households 2024 Q3	5,920	53,812	160,648
Households 2024 Q2	5,924	53,715	160,555
Households 2024 Q1	5,950	53,601	160,592
Households 2023 Q4	5,910	53,541	160,569
Households 2023 Q3	5,913	53,562	160,582
Households 2023 Q2	5,945	53,609	160,651
Households 2023 Q1	5,950	53,596	160,601
Households 2022 Q4	5,959	53,425	160,443
Households 5 Years Forecast	5,854	55,111	162,255
Households 10 Years Forecast	5,794	56,012	163,610

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Gender

Male	9,804	(49.5%)	101	82,188	(47.7%)	97	230,688	(47%)	96
Female	10,010	(50.5%)	99	90,158	(52.3%)	103	260,143	(53%)	104

Ethnicity

White	9,807	(49.5%)	86	57,689	(33.5%)	58	129,096	(26.3%)	46
Hispanic (Ethnic)	6,660	(33.6%)	172	33,656	(19.5%)	100	84,448	(17.2%)	88
Black	2,120	(10.7%)	91	65,126	(37.8%)	320	214,371	(43.7%)	370
Asian	715	(3.6%)	63	7,141	(4.1%)	72	30,170	(6.1%)	107
Other	512	(2.6%)	50	8,734	(5.1%)	97	32,746	(6.7%)	128

Household by Ethnicity

White	3,032	(51.2%)	83	17,635	(32.8%)	53	45,480	(28.3%)	46
Hispanic (Ethnic)	1,892	(31.9%)	210	9,121	(17%)	111	22,991	(14.3%)	94
Black	470	(7.9%)	72	19,656	(36.6%)	330	67,394	(42%)	379
Other	379	(6.4%)	84	5,574	(10.4%)	137	17,947	(11.2%)	147
Asian	149	(2.5%)	56	1,789	(3.3%)	73	6,797	(4.2%)	93

Households Income

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



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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$159,231.79	143	\$135,341.39	122	\$133,691.17	120
Average Income Per Person	\$47,668.49	111	\$42,865.74	99	\$44,309.68	103
Household Median Income	\$99,568.98	125	\$95,768.02	120	\$102,711.13	129
<\$15K	527 (8.9%)	110	5,344 (9.9%)	123	12,564 (7.8%)	97
\$15K - \$25K	277 (4.7%)	72	3,004 (5.6%)	86	7,244 (4.5%)	70
\$25K - \$35K	389 (6.6%)	98	2,948 (5.5%)	8	8,973 (5.6%)	83
\$35K - \$50K	441 (7.4%)	72	4,463 (8.3%)	8	12,716 (7.9%)	7
\$50K - \$75K	803 (13.6%)	86	6,711 (12.5%)	75	19,784 (12.3%)	7
\$75K - \$100K	532 (9%)	70	5,186 (9.6%)	75	17,165 (10.7%)	83
\$100K - \$150K	1,094 (18.5%)	104	9,781 (18.2%)	103	30,864 (19.2%)	109
\$150K - \$175K	471 (8%)	127	4,195 (7.8%)	124	13,843 (8.6%)	137
\$175K - \$200K	259 (4.4%)	67	3,946 (7.3%)	112	13,568 (8.4%)	129
\$200K - \$250K	631 (10.7%)	204	4,591 (8.5%)	164	13,375 (8.3%)	160
\$250K - \$500K	270 (4.6%)	204	1,970 (3.7%)	164	5,730 (3.6%)	160
>\$500K	228 (3.9%)	206	1,636 (3%)	163	4,783 (3%)	160

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	\$95,807.39		116	\$91,381.04		111	\$94,424.38		115
Household Median Disposable Income	\$81,745.68		119	\$79,210.8		115	\$84,284.77		123
<\$15K	557	(9.4%)	107	5,754	(10.7%)	122	13,439	(8.4%)	95
\$15K - \$25K	373	(6.3%)	83	3,506	(6.5%)	86	9,026	(5.6%)	74
\$25K - \$35K	461	(7.8%)	99	3,430	(6.4%)	8	10,581	(6.6%)	84
\$35K - \$50K	510	(8.6%)	71	5,516	(10.3%)	84	15,886	(9.9%)	8
\$50K - \$75K	880	(14.9%)	84	7,589	(14.1%)	8	23,344	(14.5%)	8
\$75K - \$100K	722	(12.2%)	85	7,083	(13.2%)	92	22,820	(14.2%)	100
\$100K - \$150K	1,232	(20.8%)	116	11,772	(21.9%)	122	37,807	(23.5%)	131
\$150K - \$175K	383	(6.5%)	106	3,270	(6.1%)	100	10,661	(6.6%)	109
\$175K - \$200K	197	(3.3%)	151	1,437	(2.7%)	121	4,160	(2.6%)	118
\$200K - \$250K	244	(4.1%)	193	1,774	(3.3%)	154	5,179	(3.2%)	151
\$250K - \$500K	335	(5.7%)	193	2,428	(4.5%)	154	7,078	(4.4%)	150
>\$500K	28	(<0.5%)	184	216	(<0.5%)	156	628	(<0.5%)	152

Discretionary Households Income

Household Average Discretionary Income	\$64,728.26		106	\$60,977.67		99	\$65,487.5		107
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$52,190.57	102	\$48,808.82	96	\$56,935.75	112
<\$10K	791 (13.4%)	144	6,949 (12.9%)	140	15,646 (9.7%)	105
\$10K - \$20K	405 (6.8%)	65	5,868 (10.9%)	103	14,630 (9.1%)	86
\$20K - \$30K	623 (10.5%)	99	5,791 (10.8%)	102	15,628 (9.7%)	92
\$30K - \$40K	532 (9%)	90	4,565 (8.5%)	85	12,906 (8%)	8
\$40K - \$50K	532 (9%)	101	4,189 (7.8%)	88	12,981 (8.1%)	91
\$50K - \$75K	890 (15%)	86	7,927 (14.7%)	85	28,120 (17.5%)	101
\$75K - \$100K	701 (11.8%)	101	6,516 (12.1%)	103	21,599 (13.4%)	115
\$100K - \$125K	394 (6.7%)	8	4,702 (8.7%)	108	17,101 (10.6%)	132
\$125K - \$150K	631 (10.7%)	160	4,374 (8.1%)	122	13,072 (8.1%)	122
>\$150K	423 (7.1%)	121	2,894 (5.4%)	91	8,926 (5.6%)	94

Households Income by Ethnicity

Average Income - White	\$115,566.58	121	\$118,643.19	124	\$117,245.16	123
Median Income - White	\$122,647.18	141	\$129,661.76	149	\$122,719.06	141
Average Income - Black	\$113,978.08	165	\$96,441.75	140	\$99,102.37	143
Median Income - Black	\$115,815.69	209	\$90,123.28	163	\$93,140.03	168

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$80,084.19 (71)	\$105,538.97 (93)	\$110,991.39 (98)
Median Income - Asian	\$32,299.54 (28)	\$93,054.83 (8)	\$108,677.19 (95)
Average Income - Hispanic	\$90,791.19 (112)	\$81,758.09 (101)	\$97,243.02 (120)
Median Income - Hispanic	\$78,325.55 (113)	\$67,929.66 (98)	\$90,732.31 (130)
Average Income - Other	\$82,056.72 (92)	\$93,153.58 (104)	\$105,375.55 (118)
Median Income - Other	\$71,590.14 (90)	\$85,199.59 (107)	\$104,835.89 (132)

Age

Average Age	37.48 (91)	39.08 (95)	41.11 (100)
Median Age	33.85 (84)	36.78 (92)	40.39 (101)
0-4	1,100 (5.6%) (103)	9,423 (5.5%) (101)	26,352 (5.4%) (99)
5-13	2,749 (13.9%) (135)	21,239 (12.3%) (119)	50,074 (10.2%) (99)
14-17	1,312 (6.6%) (125)	10,412 (6%) (114)	25,145 (5.1%) (96)
18-21	1,265 (6.4%) (116)	10,334 (6%) (109)	25,749 (5.2%) (95)
22-24	898 (4.5%) (109)	7,592 (4.4%) (106)	19,352 (3.9%) (95)
25-29	1,330 (6.7%) (113)	11,582 (6.7%) (113)	32,221 (6.6%) (111)
30-34	1,302 (6.6%) (101)	10,846 (6.3%) (96)	32,442 (6.6%) (101)

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35-39	1,297	(6.5%)	10,653	(6.2%)	31,176	(6.4%)
40-44	1,280	(6.5%)	10,363	(6%)	29,956	(6.1%)
45-49	1,122	(5.7%)	9,961	(5.8%)	29,414	(6%)
50-54	1,029	(5.2%)	9,446	(5.5%)	29,636	(6%)
55-59	944	(4.8%)	9,797	(5.7%)	32,344	(6.6%)
60-64	996	(5%)	10,259	(6%)	33,717	(6.9%)
65-69	899	(4.5%)	9,843	(5.7%)	30,929	(6.3%)
70-74	797	(4%)	7,808	(4.5%)	23,530	(4.8%)
75-79	662	(3.3%)	5,757	(3.3%)	17,269	(3.5%)
80-84	392	(2%)	3,527	(2%)	10,970	(2.2%)
85+	440	(2.2%)	3,504	(2%)	10,555	(2.2%)

Age - Male

Male Average Age	36.09		37.35		39.3	
Male Median Age	32.46		33.64		37.24	
0-4	562	(5.7%)	4,819	(5.9%)	13,488	(5.8%)
5-13	1,418	(14.5%)	10,925	(13.3%)	25,492	(11.1%)

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14-17	675	(6.9%)	125	5,380	(6.5%)	119	12,877	(5.6%)	101
18-21	665	(6.8%)	118	5,355	(6.5%)	113	13,198	(5.7%)	100
22-24	487	(5%)	114	3,948	(4.8%)	110	9,919	(4.3%)	99
25-29	697	(7.1%)	115	5,864	(7.1%)	116	16,194	(7%)	114
30-34	647	(6.6%)	99	5,278	(6.4%)	96	15,922	(6.9%)	103
35-39	630	(6.4%)	96	5,054	(6.1%)	92	14,719	(6.4%)	95
40-44	666	(6.8%)	105	4,784	(5.8%)	90	13,801	(6%)	93
45-49	552	(5.6%)	94	4,561	(5.5%)	92	13,315	(5.8%)	96
50-54	493	(5%)	84	4,245	(5.2%)	87	13,294	(5.8%)	97
55-59	461	(4.7%)	71	4,343	(5.3%)	87	14,450	(6.3%)	103
60-64	473	(4.8%)	71	4,662	(5.7%)	90	15,192	(6.6%)	105
65-69	419	(4.3%)	73	4,480	(5.5%)	94	13,803	(6%)	103
70-74	367	(3.7%)	71	3,489	(4.2%)	90	10,371	(4.5%)	95
75-79	278	(2.8%)	81	2,434	(3%)	84	7,116	(3.1%)	88
80-84	161	(1.6%)	71	1,400	(1.7%)	81	4,164	(1.8%)	87
85+	153	(1.6%)	106	1,167	(1.4%)	96	3,373	(1.5%)	99

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Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	38.84	40.66	42.72
Female Median Age	36.2	38.73	42.32
0-4	538 (5.4%)	4,604 (5.1%)	12,864 (4.9%)
5-13	1,331 (13.3%)	10,314 (11.4%)	24,582 (9.4%)
14-17	637 (6.4%)	5,032 (5.6%)	12,268 (4.7%)
18-21	600 (6%)	4,979 (5.5%)	12,551 (4.8%)
22-24	411 (4.1%)	3,644 (4%)	9,433 (3.6%)
25-29	633 (6.3%)	5,718 (6.3%)	16,027 (6.2%)
30-34	655 (6.5%)	5,568 (6.2%)	16,520 (6.4%)
35-39	667 (6.7%)	5,599 (6.2%)	16,457 (6.3%)
40-44	614 (6.1%)	5,579 (6.2%)	16,155 (6.2%)
45-49	570 (5.7%)	5,400 (6%)	16,099 (6.2%)
50-54	536 (5.4%)	5,201 (5.8%)	16,342 (6.3%)
55-59	483 (4.8%)	5,454 (6%)	17,894 (6.9%)
60-64	523 (5.2%)	5,597 (6.2%)	18,525 (7.1%)

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65-69	480	(4.8%)	5,363	(5.9%)	17,126	(6.6%)
70-74	430	(4.3%)	4,319	(4.8%)	13,159	(5.1%)
75-79	384	(3.8%)	3,323	(3.7%)	10,153	(3.9%)
80-84	231	(2.3%)	2,127	(2.4%)	6,806	(2.6%)
85+	287	(2.9%)	2,337	(2.6%)	7,182	(2.8%)

Employment by Occupation

Total Employees (16+ Years Old)	8,934		78,196		238,656	
Professional Specialty	2,213	(24.8%)	22,109	(28.3%)	61,986	(26%)
Managerial/Executive	1,788	(20%)	10,992	(14.1%)	35,039	(14.7%)
Building Maintenance & Cleaning	928	(10.4%)	3,980	(5.1%)	9,136	(3.8%)
Office Admin	878	(9.8%)	8,320	(10.6%)	29,157	(12.2%)
Construction	745	(8.3%)	5,049	(6.5%)	16,454	(6.9%)
Production & Transportation	651	(7.3%)	6,567	(8.4%)	23,322	(9.8%)
Sales	626	(7%)	6,119	(7.8%)	17,652	(7.4%)
Healthcare support	431	(4.8%)	7,160	(9.2%)	20,129	(8.4%)
Protective	254	(2.8%)	2,951	(3.8%)	10,492	(4.4%)

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Food Preparation & Serving	217	(2.4%)	48	2,382	(3%)	60	7,407	(3.1%)	61
Personal Care	187	(2.1%)	84	2,465	(3.2%)	126	7,719	(3.2%)	130
Farming, Fishing & Forestry	16	(<0.5%)	31	102	(<0.5%)	23	163	(<0.5%)	12

Employment by Industry

Total Employees (16+ Years Old)	8,934			78,196			238,656		
Educational Services	2,690	(30.1%)	129	30,518	(39%)	167	86,747	(36.3%)	155
Wholesale Retail	1,008	(11.3%)	86	7,470	(9.6%)	75	23,293	(9.8%)	74
Professional Services	847	(9.5%)	118	5,482	(7%)	87	14,741	(6.2%)	77
Agriculture/Mining/Construction	727	(8.1%)	96	4,200	(5.4%)	63	14,176	(5.9%)	70
Other Professional Services	711	(8%)	169	4,225	(5.4%)	115	10,444	(4.4%)	93
Financial, Insurance & Real Estate	690	(7.7%)	115	5,879	(7.5%)	112	18,281	(7.7%)	114
Administrative/Waste Services	568	(6.4%)	152	3,425	(4.4%)	105	8,848	(3.7%)	89
Entertainment Services	446	(5%)	58	4,223	(5.4%)	62	13,772	(5.8%)	66
Transportation	435	(4.9%)	83	5,753	(7.4%)	126	22,595	(9.5%)	162
Manufacturing	363	(4.1%)	41	1,926	(2.5%)	25	6,465	(2.7%)	27
Information	274	(3.1%)	164	1,303	(1.7%)	89	4,476	(1.9%)	101

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Public Administration	175	(2%)	41	3,726	(4.8%)	100	14,580	(6.1%)	128
Management Services				66	(<0.5%)	67	238	(<0.5%)	7

Language Spoken

Speak English at Home	10,056	(53.7%)	69	112,539	(69.1%)	89	338,899	(73%)	94
Speak Spanish at Home	5,168	(27.6%)	195	25,202	(15.5%)	109	59,508	(12.8%)	91
Speak Other Language at Home	3,490	(18.6%)	220	25,182	(15.5%)	183	66,072	(14.2%)	168

Ancestry

Central American	4,372	(22.1%)	1326	12,615	(7.3%)	440	19,298	(3.9%)	236
Other	4,092	(20.7%)	98	71,522	(41.5%)	197	218,589	(44.5%)	211
Unclassified	2,608	(13.2%)	8	26,385	(15.3%)	94	68,117	(13.9%)	85
Other European (e.g. Greek/Russian)	1,433	(7.2%)	228	10,003	(5.8%)	183	16,375	(3.3%)	105
South American	965	(4.9%)	391	4,291	(2.5%)	200	16,225	(3.3%)	265
Italian	955	(4.8%)	162	3,900	(2.3%)	76	19,723	(4%)	35
Polish	945	(4.8%)	311	4,577	(2.7%)	173	7,351	(1.5%)	98
American	802	(4%)	85	6,694	(3.9%)	8	14,914	(3%)	64
Other Hispanic	588	(3%)	207	3,573	(2.1%)	145	8,173	(1.7%)	116

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Middle Eastern	518	(2.6%)	421	2,273	(1.3%)	212	3,457	(0.7%)	113
Scottish/Irish	469	(2.4%)	36	2,495	(1.4%)	22	14,275	(2.9%)	44
German	368	(1.9%)	24	1,906	(1.1%)	14	6,829	(1.4%)	18
Puerto Rican	322	(1.6%)	58	6,552	(3.8%)	135	21,958	(4.5%)	159
Mexican	295	(1.5%)	14	889	(0.5%)	5	2,402	(<0.5%)	4
South East Asian (e.g. Vietnamese)	235	(1.2%)	67	1,527	(0.9%)	50	6,247	(1.3%)	72
South Central Asian (e.g. Indian)	226	(1.1%)	73	3,915	(2.3%)	145	16,946	(3.5%)	221
Korean	129	(0.7%)	126	370	(<0.5%)	41	1,188	(<0.5%)	47
British	125	(0.6%)	12	661	(<0.5%)	7	2,341	(<0.5%)	9
Other Asian	95	(<0.5%)	112	470	(<0.5%)	64	1,764	(<0.5%)	84
Dominican	92	(<0.5%)	73	5,309	(3.1%)	483	14,407	(2.9%)	460
French	64	(<0.5%)	26	360	(<0.5%)	17	854	(<0.5%)	14
Scandinavian	48	(<0.5%)	13	164	(<0.5%)	5	690	(<0.5%)	7
Cuban	26	(<0.5%)	18	427	(<0.5%)	34	1,985	(<0.5%)	56
Chinese	19	(<0.5%)	8	836	(<0.5%)	39	3,877	(0.8%)	63
Japanese	11	(<0.5%)	23	23	(<0.5%)	6	148	(<0.5%)	13

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Native American (Indian/Eskimo)	6	(<0.5%)	448	(<0.5%)	2,105	(<0.5%)
Dutch	4	(<0.5%)	92	(<0.5%)	297	(<0.5%)
Hawaiian/Pacific Islander	2	(<0.5%)	69	(<0.5%)	296	(<0.5%)

Education (Age 25+)

Total Educated Population	12,490		113,346		344,159	
Elementary (0 to 8 Years)	1,250	(10%)	8,505	(7.5%)	20,367	(5.9%)
Some High School (9 to 11 Years)	1,021	(8.2%)	7,967	(7%)	21,390	(6.2%)
High School Graduate (12 Years)	2,849	(22.8%)	27,572	(24.3%)	93,034	(27%)
Some College (13 to 16 Years)	2,032	(16.3%)	20,204	(17.8%)	64,184	(18.6%)
Associates Degree Only	897	(7.2%)	8,471	(7.5%)	29,505	(8.6%)
Bachelor's Degree Only	2,484	(19.9%)	22,439	(19.8%)	67,977	(19.8%)
Graduate Degree	1,957	(15.7%)	18,188	(16%)	47,702	(13.9%)

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	5,922	53,775	160,609
One Person Households	1,257 (21.2%)	12,450 (23.2%)	37,991 (23.7%)
Married Couple	3,332 (56.3%)	24,802 (46.1%)	71,169 (44.3%)
Male Householder	407 (6.9%)	3,391 (6.3%)	10,129 (6.3%)
Female Householder	706 (11.9%)	10,967 (20.4%)	34,905 (21.7%)
Non Family Households	220 (3.7%)	2,165 (4%)	6,415 (4%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	5,922	53,775	160,609
1 Person Household	1,257 (21.2%)	12,450 (23.2%)	37,991 (23.7%)
2 Person Household	1,471 (24.8%)	13,202 (24.6%)	40,219 (25%)
3 Person Household	843 (14.2%)	9,058 (16.8%)	28,218 (17.6%)
4 Person Household	843 (14.2%)	8,090 (15%)	25,102 (15.6%)
5 Person Household	666 (11.2%)	5,356 (10%)	14,748 (9.2%)
6 Person Household	415 (7%)	3,114 (5.8%)	7,934 (4.9%)
7+ Person Household	427 (7.2%)	2,505 (4.7%)	6,397 (4%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	6,400	57,039	169,328
Owner Occupied Housing	3,695	27,812	97,585
Renter Occupied Housing	2,227	25,963	63,024
Vacant Housing	478	3,264	8,719

Housing Rent

Average Rent	\$1,978.71	128	\$1,731.02	112	\$1,816.46	118
Median Rent	\$1,936.74	138	\$1,737.36	123	\$1,784.54	127
Total Cash Rents Housing	2,214	25,351	61,060			
<\$300	50 (2.3%)	8	1,527 (6%)	215	2,329 (3.8%)	136
\$300-\$500	35 (1.6%)	41	1,501 (5.9%)	153	2,444 (4%)	103
\$500-\$750	70 (3.2%)	36	1,528 (6%)	69	3,215 (5.3%)	60
\$750-\$1000	99 (4.5%)	34	1,528 (6%)	46	4,810 (7.9%)	60
\$1000-\$1500	280 (12.6%)	48	4,046 (16%)	61	10,792 (17.7%)	67
\$1500-\$2000	656 (29.6%)	141	5,362 (21.2%)	101	12,195 (20%)	95
\$2000-\$2500	528 (23.8%)	204	4,646 (18.3%)	157	11,075 (18.1%)	155

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	251	(11.3%)	197	2,995	(11.8%)	206	7,739	(12.7%)	221
\$3000-\$3500	132	(6%)	196	1,373	(5.4%)	178	3,786	(6.2%)	204
>\$3500	113	(5.1%)	140	845	(3.3%)	91	2,675	(4.4%)	120

Value of Owner-Occupied Housing Units

Average House Value	\$1.07M	206	\$1.02M	195	\$872,515.11	167			
Median House Value	\$928,506.65	244	\$906,716.41	238	\$821,305.99	216			
Owner Occupied Housing	3,695		27,812		97,585				
<\$100K	17	(<0.5%)	5	438	(1.6%)	18	3,054	(3.1%)	37
\$100K - \$200K	23	(0.6%)	5	276	(1%)	7	1,135	(1.2%)	9
\$200K - \$300K	113	(3.1%)	19	401	(1.4%)	9	1,556	(1.6%)	10
\$300K - \$400K	168	(4.5%)	31	823	(3%)	20	2,575	(2.6%)	18
\$400K - \$500K	255	(6.9%)	60	1,259	(4.5%)	39	4,192	(4.3%)	37
\$500K - \$1000K	1,508	(40.8%)	165	13,509	(48.6%)	196	59,708	(61.2%)	247
>\$1000K	1,611	(43.6%)	399	11,106	(39.9%)	366	25,445	(26.1%)	239

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

Households in Poverty	848	(14.3%)	113	8,551	(15.9%)	126	18,823	(11.7%)	93
Households Above Poverty	5,074	(85.7%)	98	45,224	(84.1%)	96	141,786	(88.3%)	101
Households in Poverty (Married)	137	(2.3%)	106	1,175	(2.2%)	100	2,582	(1.6%)	74
Households in Poverty (Male Householder)	149	(2.5%)	394	597	(1.1%)	174	1,162	(0.7%)	113
Households in Poverty (Female Householder)	87	(1.5%)	50	2,043	(3.8%)	129	5,611	(3.5%)	118
Households in Poverty (Non-Family)	441	(7.4%)	119	4,472	(8.3%)	133	8,842	(5.5%)	88
Households in Poverty (Non-Family Student)	34	(0.6%)	92	264	(<0.5%)	7	626	(<0.5%)	63

Wealth per Household

Household Average Wealth	\$248,484.04	103	\$238,575.69	99	\$243,786.84	101			
Household Median Wealth	\$84,840.17	105	\$75,782.78	93	\$81,411.49	100			
<\$0K	1,018	(17.2%)	99	9,688	(18%)	104	28,046	(17.5%)	100
\$0K - \$5K	503	(8.5%)	99	4,921	(9.2%)	107	13,969	(8.7%)	102
\$5K - \$10K	260	(4.4%)	96	2,527	(4.7%)	103	7,303	(4.5%)	100
\$10K - \$25K	368	(6.2%)	98	3,418	(6.4%)	100	10,048	(6.3%)	99
\$25K - \$50K	396	(6.7%)	98	3,585	(6.7%)	98	10,766	(6.7%)	99

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	597	(10.1%)	99	5,330	(9.9%)	97	16,192	(10.1%)	99
\$100K - \$250K	1,070	(18.1%)	100	9,428	(17.5%)	97	28,809	(17.9%)	99
\$250K - \$500K	792	(13.4%)	101	6,918	(12.9%)	97	21,195	(13.2%)	100
>\$500K	918	(15.5%)	104	7,960	(14.8%)	99	24,281	(15.1%)	102

Vehicles per Household

Total Number of Vehicles	9,109			67,269			226,520		
Average Number of Vehicles	1.54		84	1.25		68	1.41		7
No Vehicles	1,092	(18.4%)	223	14,672	(27.3%)	330	33,404	(20.8%)	251
1 Vehicle	1,850	(31.2%)	95	18,654	(34.7%)	106	59,086	(36.8%)	112
2 Vehicles	2,081	(35.1%)	95	14,639	(27.2%)	74	45,879	(28.6%)	7
3 or more Vehicles	899	(15.2%)	69	5,810	(10.8%)	49	22,240	(13.8%)	63

Population Change

Births	211			1,790			4,986		
Deaths	140			1,164			3,600		
Migration	-60			21			-1,385		

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	1,090	4,496	11,395
Total Employees	9,151	99,052	168,224

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