



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	3,087		47,351		168,178	
Households	1,577		16,514		69,451	
Persons per Household	1.86		2.12		2.2	
Household Median Income	\$55,385.95		\$65,556.46		\$67,041.05	
Household Median Disposable Income	\$46,769.13		\$55,455.15		\$56,659.5	
Household Median Discretionary Income	\$26,174.77		\$36,657.62		\$38,483.64	
Average Income Per Person	\$33,639.88		\$30,955.55		\$40,503.04	
Median Rent	\$1,301.32		\$1,401.76		\$1,302.87	
Median House Value	\$190,625		\$233,309.14		\$266,478.19	
Households in Poverty	226 (14.3%)		2,535 (15.4%)		11,421 (16.4%)	
Household Median Wealth	\$38,541.13		\$66,798.69		\$68,511.8	
Average Age	37.79		36.54		39.19	
Median Age	33.06		28.97		35.43	
Households with Children	198 (12.6%)		2,433 (14.7%)		14,019 (20.2%)	
High School Graduate or Higher	2,219 (92.3%)		24,402 (91.5%)		102,542 (91%)	

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	1,072	(44.6%)	11,778	(44.1%)	50,910	(45.2%)
Pop density (per sq mi)	1,036		1,638		2,244	
Area (based on blockgroups)	3		29		75	

Population

Population 2024 Q4	3,087		47,351		168,178	
Population 2024 Q3	3,095		47,375		168,236	
Population 2024 Q2	3,101		47,432		168,389	
Population 2024 Q1	3,086		47,461		168,453	
Population 2023 Q4	3,097		47,586		168,553	
Population 2023 Q3	3,092		47,460		168,646	
Population 2023 Q2	3,100		47,512		168,808	
Population 2023 Q1	3,104		47,582		169,116	
Population 2022 Q4	3,107		47,651		169,261	
Population 5 Years Forecast	3,020		46,870		166,746	
Population 10 Years Forecast	2,974		46,471		165,350	
Persons per Household	1.86		2.12		2.2	

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Group Quarters	161	(5.2%)	221	12,267	(25.9%)	1097	15,601	(9.3%)	393
Transient Population - Average Last 4 Quarters	353	(11.4%)	883	2,622	(5.5%)	427	4,278	(2.5%)	196

Households

Households 2024 Q4	1,577		16,514		69,451
Households 2024 Q3	1,577		16,512		69,446
Households 2024 Q2	1,580		16,536		69,537
Households 2024 Q1	1,572		16,549		69,571
Households 2023 Q4	1,577		16,605		69,613
Households 2023 Q3	1,574		16,544		69,653
Households 2023 Q2	1,578		16,565		69,744
Households 2023 Q1	1,580		16,599		69,864
Households 2022 Q4	1,583		16,629		69,935
Households 5 Years Forecast	1,541		16,275		68,809
Households 10 Years Forecast	1,517		16,078		68,181

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Gender

Male	1,612	(52.2%)	107	24,518	(51.8%)	106	83,812	(49.8%)	102
Female	1,475	(47.8%)	94	22,833	(48.2%)	95	84,366	(50.2%)	98

Ethnicity

White	1,740	(56.4%)	98	28,798	(60.8%)	105	94,947	(56.5%)	98
Asian	781	(25.3%)	440	7,119	(15%)	261	14,446	(8.6%)	149
Black	365	(11.8%)	100	6,296	(13.3%)	113	37,408	(22.2%)	189
Hispanic (Ethnic)	126	(4.1%)	21	2,834	(6%)	31	12,928	(7.7%)	39
Other	75	(2.4%)	47	2,304	(4.9%)	94	8,449	(5%)	97

Household by Ethnicity

White	1,099	(69.7%)	113	10,967	(66.4%)	108	43,573	(62.7%)	102
Asian	244	(15.5%)	341	2,052	(12.4%)	274	4,256	(6.1%)	35
Black	152	(9.6%)	87	2,133	(12.9%)	117	13,451	(19.4%)	175
Other	42	(2.7%)	35	788	(4.8%)	63	4,317	(6.2%)	8
Hispanic (Ethnic)	40	(2.5%)	17	574	(3.5%)	23	3,854	(5.5%)	36

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	\$62,872.21	57	\$79,149.88	71	\$94,540.98	85
Average Income Per Person	\$33,639.88	74	\$30,955.55	72	\$40,503.04	94
Household Median Income	\$55,385.95	70	\$65,556.46	81	\$67,041.05	84
<\$15K	126 (8%)	99	1,537 (9.3%)	115	7,364 (10.6%)	131
\$15K - \$25K	116 (7.4%)	114	1,140 (6.9%)	107	5,042 (7.3%)	112
\$25K - \$35K	327 (20.7%)	308	1,621 (9.8%)	146	6,184 (8.9%)	132
\$35K - \$50K	86 (5.5%)	53	2,096 (12.7%)	123	8,104 (11.7%)	113
\$50K - \$75K	466 (29.5%)	188	2,867 (17.4%)	110	11,252 (16.2%)	103
\$75K - \$100K	249 (15.8%)	123	2,616 (15.8%)	124	9,038 (13%)	101
\$100K - \$150K	147 (9.3%)	53	2,848 (17.2%)	97	10,768 (15.5%)	88
\$150K - \$175K	30 (1.9%)	30	695 (4.2%)	67	3,492 (5%)	81
\$175K - \$200K	10 (0.6%)	10	452 (2.7%)	42	3,331 (4.8%)	73
\$200K - \$250K	11 (0.7%)	13	360 (2.2%)	42	2,730 (3.9%)	74
\$250K - \$500K	5 (<0.5%)	14	154 (0.9%)	42	1,170 (1.7%)	74
>\$500K	4 (<0.5%)	14	128 (0.8%)	42	976 (1.4%)	75

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	\$51,359.04		62	\$64,548.17		7	\$70,590.23		86
Household Median Disposable Income	\$46,769.13		68	\$55,455.15		8	\$56,659.5		83
<\$15K	138	(8.8%)	100	1,655	(10%)	114	7,986	(11.5%)	131
\$15K - \$25K	192	(12.2%)	160	1,526	(9.2%)	121	6,340	(9.1%)	120
\$25K - \$35K	246	(15.6%)	198	1,853	(11.2%)	142	7,185	(10.3%)	131
\$35K - \$50K	312	(19.8%)	162	2,495	(15.1%)	124	9,650	(13.9%)	114
\$50K - \$75K	395	(25%)	141	3,436	(20.8%)	117	12,681	(18.3%)	103
\$75K - \$100K	181	(11.5%)	8	2,566	(15.5%)	109	9,297	(13.4%)	94
\$100K - \$150K	90	(5.7%)	32	2,256	(13.7%)	76	10,074	(14.5%)	8
\$150K - \$175K	9	(0.6%)	9	273	(1.7%)	27	2,771	(4%)	66
\$175K - \$200K	3	(<0.5%)	9	111	(0.7%)	31	842	(1.2%)	55
\$200K - \$250K	4	(<0.5%)	12	137	(0.8%)	39	1,054	(1.5%)	71
\$250K - \$500K	6	(<0.5%)	13	190	(1.2%)	39	1,443	(2.1%)	71
>\$500K	1	(<0.5%)	25	16	(<0.5%)	38	128	(<0.5%)	72

Discretionary Households Income

Household Average Discretionary Income	\$31,154.46		51	\$43,646.55		71	\$50,031.52		8
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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$26,174.77	51	\$36,657.62	72	\$38,483.64	74
<\$10K	163 (10.3%)	112	1,754 (10.6%)	115	9,963 (14.3%)	155
\$10K - \$20K	411 (26.1%)	246	2,497 (15.1%)	143	9,578 (13.8%)	130
\$20K - \$30K	291 (18.5%)	174	2,538 (15.4%)	145	8,925 (12.9%)	121
\$30K - \$40K	301 (19.1%)	192	2,107 (12.8%)	128	7,285 (10.5%)	106
\$40K - \$50K	170 (10.8%)	122	1,838 (11.1%)	126	6,205 (8.9%)	101
\$50K - \$75K	166 (10.5%)	60	3,236 (19.6%)	113	11,646 (16.8%)	96
\$75K - \$100K	51 (3.2%)	28	1,590 (9.6%)	81	6,694 (9.6%)	82
\$100K - \$125K	11 (0.7%)	9	510 (3.1%)	38	3,597 (5.2%)	64
\$125K - \$150K	13 (0.8%)	12	356 (2.2%)	32	3,702 (5.3%)	80
>\$150K			88 (0.5%)	9	1,856 (2.7%)	45

Households Income by Ethnicity

Average Income - White	\$59,146.19	62	\$75,689.78	74	\$89,369.09	94
Median Income - White	\$54,775.16	63	\$69,111.08	81	\$79,131.77	91
Average Income - Black	\$58,772.05	85	\$75,299.29	109	\$54,065.6	71
Median Income - Black	\$55,999.4	101	\$59,368.98	107	\$44,073.13	81

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$61,159.32 (54)	\$64,505.63 (57)	\$79,639.43 (71)
Median Income - Asian	\$53,939 (47)	\$47,444.57 (41)	\$59,551.76 (52)
Average Income - Hispanic	\$68,212.18 (84)	\$90,002.67 (111)	\$72,669.81 (90)
Median Income - Hispanic	\$74,999 (108)	\$87,590.74 (126)	\$61,851.73 (89)
Average Income - Other	\$59,199.36 (66)	\$76,737.49 (86)	\$76,644.71 (86)
Median Income - Other	\$64,999.67 (8)	\$77,456.55 (97)	\$70,865.86 (89)

Age

	1 Mile	3 Mile	5 Mile
Average Age	37.79 (92)	36.54 (89)	39.19 (96)
Median Age	33.06 (8)	28.97 (72)	35.43 (88)
0-4	256 (8.3%) (154)	2,083 (4.4%) (8)	9,373 (5.6%) (103)
5-13	197 (6.4%) (62)	2,838 (6%) (58)	14,066 (8.4%) (8)
14-17	70 (2.3%) (43)	4,274 (9%) (170)	9,744 (5.8%) (109)
18-21	85 (2.8%) (50)	6,179 (13%) (237)	12,164 (7.2%) (131)
22-24	74 (2.4%) (58)	5,299 (11.2%) (270)	10,094 (6%) (145)
25-29	470 (15.2%) (257)	3,029 (6.4%) (108)	12,402 (7.4%) (124)
30-34	511 (16.6%) (254)	4,155 (8.8%) (134)	14,925 (8.9%) (136)

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	1 Mile		3 Mile		5 Mile	
35-39	338	(10.9%)	2,884	(6.1%)	12,262	(7.3%)
40-44	177	(5.7%)	2,042	(4.3%)	9,461	(5.6%)
45-49	115	(3.7%)	1,478	(3.1%)	7,726	(4.6%)
50-54	99	(3.2%)	1,554	(3.3%)	8,053	(4.8%)
55-59	106	(3.4%)	1,795	(3.8%)	8,976	(5.3%)
60-64	117	(3.8%)	2,157	(4.6%)	9,552	(5.7%)
65-69	151	(4.9%)	2,028	(4.3%)	9,005	(5.4%)
70-74	98	(3.2%)	1,757	(3.7%)	7,292	(4.3%)
75-79	73	(2.4%)	1,336	(2.8%)	5,619	(3.3%)
80-84	60	(1.9%)	999	(2.1%)	3,609	(2.1%)
85+	90	(2.9%)	1,464	(3.1%)	3,855	(2.3%)

Age - Male

Male Average Age	36.75		34.35		37.83	
Male Median Age	32.81		26.92		33.32	
0-4	132	(8.2%)	1,075	(4.4%)	4,804	(5.7%)
5-13	105	(6.5%)	1,463	(6%)	7,114	(8.5%)

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	1 Mile		3 Mile		5 Mile				
14-17	34	(2.1%)	38	2,381	(9.7%)	176	5,182	(6.2%)	112
18-21	41	(2.5%)	44	3,506	(14.3%)	249	6,622	(7.9%)	137
22-24	36	(2.2%)	51	3,030	(12.4%)	284	5,546	(6.6%)	152
25-29	248	(15.4%)	249	1,672	(6.8%)	111	6,273	(7.5%)	121
30-34	299	(18.5%)	277	2,302	(9.4%)	140	7,665	(9.1%)	137
35-39	179	(11.1%)	166	1,513	(6.2%)	92	6,194	(7.4%)	110
40-44	100	(6.2%)	96	1,084	(4.4%)	69	4,795	(5.7%)	89
45-49	64	(4%)	66	734	(3%)	50	3,780	(4.5%)	75
50-54	55	(3.4%)	57	770	(3.1%)	53	3,886	(4.6%)	71
55-59	50	(3.1%)	51	844	(3.4%)	56	4,368	(5.2%)	85
60-64	64	(4%)	63	1,025	(4.2%)	66	4,648	(5.5%)	88
65-69	73	(4.5%)	71	933	(3.8%)	65	4,291	(5.1%)	88
70-74	42	(2.6%)	55	784	(3.2%)	68	3,417	(4.1%)	86
75-79	31	(1.9%)	55	575	(2.3%)	67	2,511	(3%)	85
80-84	26	(1.6%)	71	391	(1.6%)	71	1,435	(1.7%)	81
85+	33	(2%)	139	436	(1.8%)	121	1,281	(1.5%)	104

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	38.92	38.88	40.55
Female Median Age	33.42	31.82	36.73
0-4	124 (8.4%)	1,008 (4.4%)	4,569 (5.4%)
5-13	92 (6.2%)	1,375 (6%)	6,952 (8.2%)
14-17	36 (2.4%)	1,893 (8.3%)	4,562 (5.4%)
18-21	44 (3%)	2,673 (11.7%)	5,542 (6.6%)
22-24	38 (2.6%)	2,269 (9.9%)	4,548 (5.4%)
25-29	222 (15.1%)	1,357 (5.9%)	6,129 (7.3%)
30-34	212 (14.4%)	1,853 (8.1%)	7,260 (8.6%)
35-39	159 (10.8%)	1,371 (6%)	6,068 (7.2%)
40-44	77 (5.2%)	958 (4.2%)	4,666 (5.5%)
45-49	51 (3.5%)	744 (3.3%)	3,946 (4.7%)
50-54	44 (3%)	784 (3.4%)	4,167 (4.9%)
55-59	56 (3.8%)	951 (4.2%)	4,608 (5.5%)
60-64	53 (3.6%)	1,132 (5%)	4,904 (5.8%)

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65-69	78	(5.3%)	84	1,095	(4.8%)	76	4,714	(5.6%)	89
70-74	56	(3.8%)	72	973	(4.3%)	81	3,875	(4.6%)	87
75-79	42	(2.8%)	68	761	(3.3%)	81	3,108	(3.7%)	89
80-84	34	(2.3%)	85	608	(2.7%)	98	2,174	(2.6%)	95
85+	57	(3.9%)	151	1,028	(4.5%)	176	2,574	(3.1%)	119

Employment by Occupation

Total Employees (16+ Years Old)	1,534			22,753			85,564		
Professional Specialty	445	(29%)	117	8,564	(37.6%)	152	30,687	(35.9%)	145
Managerial/Executive	281	(18.3%)	106	2,609	(11.5%)	66	12,516	(14.6%)	84
Production & Transportation	227	(14.8%)	115	2,366	(10.4%)	81	7,677	(9%)	69
Food Preparation & Serving	144	(9.4%)	184	1,857	(8.2%)	160	5,573	(6.5%)	128
Healthcare support	138	(9%)	274	745	(3.3%)	100	3,449	(4%)	123
Sales	90	(5.9%)	63	1,525	(6.7%)	72	6,892	(8.1%)	86
Office Admin	89	(5.8%)	55	2,574	(11.3%)	106	9,155	(10.7%)	101
Building Maintenance & Cleaning	54	(3.5%)	104	471	(2.1%)	61	1,888	(2.2%)	65
Construction	36	(2.3%)	29	1,030	(4.5%)	57	3,401	(4%)	50

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Personal Care	30	(2%)	7	697	(3.1%)	123	2,276	(2.7%)	107
Farming, Fishing & Forestry				5	(<0.5%)	4	141	(<0.5%)	29
Protective				310	(1.4%)	63	1,909	(2.2%)	103

Employment by Industry

Total Employees (16+ Years Old)	1,534			22,753			85,564		
Educational Services	470	(30.6%)	131	8,455	(37.2%)	159	30,841	(36%)	154
Wholesale Retail	275	(17.9%)	136	2,922	(12.8%)	98	10,184	(11.9%)	90
Entertainment Services	178	(11.6%)	134	2,223	(9.8%)	113	7,829	(9.1%)	105
Manufacturing	165	(10.8%)	108	2,002	(8.8%)	89	7,465	(8.7%)	88
Financial, Insurance & Real Estate	163	(10.6%)	158	586	(2.6%)	38	3,713	(4.3%)	64
Professional Services	123	(8%)	99	2,322	(10.2%)	127	8,166	(9.5%)	118
Agriculture/Mining/Construction	53	(3.5%)	41	624	(2.7%)	32	2,672	(3.1%)	37
Transportation	41	(2.7%)	46	970	(4.3%)	73	3,448	(4%)	69
Other Professional Services	30	(2%)	42	902	(4%)	84	3,268	(3.8%)	8
Administrative/Waste Services	13	(0.8%)	20	594	(2.6%)	62	3,106	(3.6%)	87
Management Services	13	(0.8%)	670	48	(<0.5%)	167	147	(<0.5%)	136

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Information	10	(0.7%)	35	412	(1.8%)	97	1,671	(2%)	105
Public Administration				693	(3%)	64	3,054	(3.6%)	75

Language Spoken

Speak English at Home	2,239	(79.1%)	102	37,318	(82.4%)	106	136,241	(85.8%)	111
Speak Other Language at Home	544	(19.2%)	227	6,688	(14.8%)	175	15,291	(9.6%)	114
Speak Spanish at Home	48	(1.7%)	12	1,262	(2.8%)	20	7,273	(4.6%)	32

Ancestry

Other	670	(21.7%)	103	10,752	(22.7%)	108	46,361	(27.6%)	131
Unclassified	415	(13.4%)	83	8,310	(17.5%)	108	26,869	(16%)	98
South Central Asian (e.g. Indian)	393	(12.7%)	815	2,726	(5.8%)	369	5,298	(3.2%)	202
German	197	(6.4%)	8	3,440	(7.3%)	93	12,439	(7.4%)	95
Chinese	194	(6.3%)	503	2,560	(5.4%)	433	4,294	(2.6%)	205
Scottish/Irish	189	(6.1%)	92	3,014	(6.4%)	96	12,649	(7.5%)	113
Italian	164	(5.3%)	178	3,047	(6.4%)	216	10,928	(6.5%)	218
Other European (e.g. Greek/Russian)	128	(4.1%)	131	1,894	(4%)	126	6,436	(3.8%)	121
British	122	(4%)	74	2,211	(4.7%)	88	9,521	(5.7%)	107

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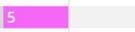
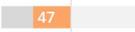
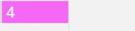
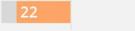
Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
American	96	(3.1%)	1,518	(3.2%)	5,419	(3.2%)
South East Asian (e.g. Vietnamese)	79	(2.6%)	775	(1.6%)	1,728	(1%)
Other Asian	69	(2.2%)	450	(1%)	1,740	(1%)
Middle Eastern	62	(2%)	512	(1.1%)	1,476	(0.9%)
Puerto Rican	57	(1.8%)	1,207	(2.5%)	7,668	(4.6%)
Polish	46	(1.5%)	1,168	(2.5%)	3,667	(2.2%)
Scandinavian	40	(1.3%)	475	(1%)	1,551	(0.9%)
Mexican	37	(1.2%)	472	(1%)	1,114	(0.7%)
Korean	33	(1.1%)	461	(1%)	1,082	(0.6%)
French	25	(0.8%)	498	(1.1%)	1,758	(1%)
Dutch	21	(0.7%)	447	(0.9%)	1,339	(0.8%)
Other Hispanic	19	(0.6%)	367	(0.8%)	1,183	(0.7%)
Japanese	13	(<0.5%)	147	(<0.5%)	304	(<0.5%)
Cuban	6	(<0.5%)	151	(<0.5%)	781	(<0.5%)
Native American (Indian/Eskimo)	4	(<0.5%)	101	(<0.5%)	335	(<0.5%)
Dominican	3	(<0.5%)	186	(<0.5%)	930	(0.6%)

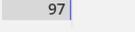
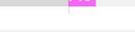
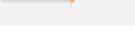
Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
South American	2	(<0.5%) 	278	(0.6%) 	662	(<0.5%) 
Central American	2	(<0.5%) 	173	(<0.5%) 	590	(<0.5%) 
Hawaiian/Pacific Islander	1	(<0.5%) 	11	(<0.5%) 	56	(<0.5%) 

Education (Age 25+)

Total Educated Population	2,405		26,678		112,737	
Elementary (0 to 8 Years)	83	(3.5%) 	964	(3.6%) 	3,708	(3.3%) 
Some High School (9 to 11 Years)	103	(4.3%) 	1,312	(4.9%) 	6,487	(5.8%) 
High School Graduate (12 Years)	412	(17.1%) 	5,399	(20.2%) 	21,562	(19.1%) 
Some College (13 to 16 Years)	438	(18.2%) 	3,830	(14.4%) 	18,018	(16%) 
Associates Degree Only	297	(12.3%) 	3,395	(12.7%) 	12,052	(10.7%) 
Bachelor's Degree Only	481	(20%) 	6,092	(22.8%) 	26,143	(23.2%) 
Graduate Degree	591	(24.6%) 	5,686	(21.3%) 	24,767	(22%) 

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	1,577	16,514	69,451
One Person Households	696 (44.1%)	6,379 (38.6%)	26,474 (38.1%)
Married Couple	330 (20.9%)	5,029 (30.5%)	22,242 (32%)
Male Householder	47 (3%)	715 (4.3%)	2,423 (3.5%)
Female Householder	198 (12.6%)	1,691 (10.2%)	9,460 (13.6%)
Non Family Households	306 (19.4%)	2,700 (16.3%)	8,852 (12.7%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	1,577	16,514	69,451
1 Person Household	696 (44.1%)	6,379 (38.6%)	26,474 (38.1%)
2 Person Household	551 (34.9%)	5,485 (33.2%)	22,184 (31.9%)
3 Person Household	174 (11%)	2,301 (13.9%)	9,446 (13.6%)
4 Person Household	103 (6.5%)	1,511 (9.1%)	6,845 (9.9%)
5 Person Household	36 (2.3%)	489 (3%)	2,753 (4%)
6 Person Household	12 (0.8%)	219 (1.3%)	1,080 (1.6%)
7+ Person Household	5 (<0.5%)	130 (0.8%)	669 (1%)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	1,726	17,705	75,087
Renter Occupied Housing	1,313	8,222	34,303
Owner Occupied Housing	264	8,292	35,148
Vacant Housing	149	1,191	5,636

Housing Rent

Average Rent	\$1,356.6	88	\$1,528.74	99	\$1,386.92	90
Median Rent	\$1,301.32	92	\$1,401.76	100	\$1,302.87	93
Total Cash Rents Housing	1,296	7,991	33,622			
<\$300		77 (1%)	34	793 (2.4%)	84	
\$300-\$500	1 (<0.5%)	2	151 (1.9%)	49	1,041 (3.1%)	8
\$500-\$750	22 (1.7%)	19	294 (3.7%)	42	2,752 (8.2%)	94
\$750-\$1000	170 (13.1%)	100	1,026 (12.8%)	98	4,921 (14.6%)	112
\$1000-\$1500	755 (58.3%)	221	3,046 (38.1%)	145	12,058 (35.9%)	136
\$1500-\$2000	278 (21.5%)	102	1,913 (23.9%)	114	7,345 (21.8%)	104
\$2000-\$2500	56 (4.3%)	37	880 (11%)	94	2,959 (8.8%)	75

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	13	(1%)	17	269	(3.4%)	59	903	(2.7%)	47
\$3000-\$3500	1	(<0.5%)	3	137	(1.7%)	56	370	(1.1%)	36
>\$3500				198	(2.5%)	68	480	(1.4%)	39

Value of Owner-Occupied Housing Units

Average House Value	\$194,482.42	37	\$272,658.05	52	\$329,949.59	63			
Median House Value	\$190,625	50	\$233,309.14	61	\$266,478.19	70			
Owner Occupied Housing	264		8,292		35,148				
<\$100K	45	(17%)	199	455	(5.5%)	64	3,005	(8.5%)	100
\$100K - \$200K	99	(37.5%)	278	2,314	(27.9%)	207	7,535	(21.4%)	159
\$200K - \$300K	100	(37.9%)	234	3,610	(43.5%)	269	10,354	(29.5%)	182
\$300K - \$400K	16	(6.1%)	42	1,359	(16.4%)	112	6,389	(18.2%)	125
\$400K - \$500K				238	(2.9%)	25	2,803	(8%)	69
\$500K - \$1000K	3	(1.1%)	5	216	(2.6%)	11	4,135	(11.8%)	48
>\$1000K	1	(<0.5%)	3	100	(1.2%)	11	927	(2.6%)	24

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



Benchmark: Nationwide



Poverty

Households in Poverty	226	(14.3%)	113	2,535	(15.4%)	121	11,421	(16.4%)	130
Households Above Poverty	1,351	(85.7%)	98	13,979	(84.6%)	97	58,030	(83.6%)	96
Households in Poverty (Married)	55	(3.5%)	160	234	(1.4%)	65	735	(1.1%)	49
Households in Poverty (Male Householder)				73	(<0.5%)	69	320	(<0.5%)	72
Households in Poverty (Female Householder)	26	(1.6%)	56	321	(1.9%)	66	2,475	(3.6%)	121
Households in Poverty (Non-Family)	130	(8.2%)	131	1,424	(8.6%)	137	6,801	(9.8%)	156
Households in Poverty (Non-Family Student)	15	(1%)	153	483	(2.9%)	470	1,090	(1.6%)	252

Wealth per Household

Household Average Wealth	\$193,086.56	8	\$227,576.3	94	\$230,290.49	95			
Household Median Wealth	\$38,541.13	48	\$66,798.69	8	\$68,511.8	84			
<\$0K	339	(21.5%)	124	3,109	(18.8%)	108	12,982	(18.7%)	107
\$0K - \$5K	181	(11.5%)	134	1,556	(9.4%)	110	6,514	(9.4%)	110
\$5K - \$10K	93	(5.9%)	129	822	(5%)	109	3,422	(4.9%)	108
\$10K - \$25K	117	(7.4%)	117	1,103	(6.7%)	105	4,586	(6.6%)	104
\$25K - \$50K	108	(6.8%)	101	1,117	(6.8%)	100	4,682	(6.7%)	99

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	148	(9.4%)	1,637	(9.9%)	6,859	(9.9%)
\$100K - \$250K	243	(15.4%)	2,826	(17.1%)	11,909	(17.1%)
\$250K - \$500K	167	(10.6%)	2,039	(12.3%)	8,639	(12.4%)
>\$500K	181	(11.5%)	2,305	(14%)	9,858	(14.2%)

Vehicles per Household

Total Number of Vehicles	1,976		24,389		99,895	
Average Number of Vehicles	1.25		1.48		1.44	
No Vehicles	123	(7.8%)	1,717	(10.4%)	10,006	(14.4%)
1 Vehicle	955	(60.6%)	7,819	(47.3%)	29,321	(42.2%)
2 Vehicles	476	(30.2%)	5,002	(30.3%)	22,319	(32.1%)
3 or more Vehicles	23	(1.5%)	1,976	(12%)	7,805	(11.2%)

Population Change

Births	48		448		1,841	
Deaths	14		283		1,115	
Migration	-35		-366		-985	

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	443	3,388	7,136
Total Employees	10,693	112,962	184,161

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