



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	4,430		37,455		105,577	
Households	1,801		14,434		39,696	
Persons per Household	2.4	94	2.58	101	2.65	104
Household Median Income	\$95,765.97	120	\$124,322.83	156	\$116,974.28	147
Household Median Disposable Income	\$79,690.07	116	\$101,069.94	147	\$95,151.04	139
Household Median Discretionary Income	\$64,979.92	128	\$81,935.89	161	\$74,620.12	146
Average Income Per Person	\$51,446.75	119	\$57,173.71	133	\$54,842.52	127
Median Rent	\$1,828.7	130	\$1,927.9	137	\$1,782.55	127
Median House Value	\$569,400.62	150	\$611,098.15	161	\$568,028.19	149
Households in Poverty	97 (5.4%)	43	791 (5.5%)	43	2,439 (6.1%)	49
Household Median Wealth	\$104,130.42	128	\$101,718.4	125	\$95,284.92	118
Average Age	44.98	110	43.21	105	42.27	103
Median Age	46.74	116	43.64	109	42.43	106
Households with Children	528 (29.3%)	109	3,960 (27.4%)	102	11,340 (28.6%)	107
High School Graduate or Higher	3,141 (95%)	106	26,492 (96.9%)	108	71,511 (93.5%)	105

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	1,534 (46.4%)	13,371 (48.9%)	33,957 (44.4%)
Pop density (per sq mi)	2,105	1,276	1,622
Area (based on blockgroups)	2	29	65

Population

Population 2024 Q4	4,430	37,455	105,577
Population 2024 Q3	4,431	37,447	105,440
Population 2024 Q2	4,440	37,531	105,820
Population 2024 Q1	4,444	37,460	105,822
Population 2023 Q4	4,432	37,140	105,442
Population 2023 Q3	4,427	37,102	105,341
Population 2023 Q2	4,436	37,097	105,200
Population 2023 Q1	4,428	37,069	105,206
Population 2022 Q4	4,438	37,103	104,338
Population 5 Years Forecast	4,454	37,874	107,663
Population 10 Years Forecast	4,529	38,654	110,348
Persons per Household	2.4 (94)	2.58 (101)	2.65 (104)

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	100	(2.3%) 	177	(<0.5%) 	469	(<0.5%) 
Transient Population - Average Last 4 Quarters			334	(0.9%) 	334	(<0.5%) 

Households

Households 2024 Q4	1,801	14,434	39,696
Households 2024 Q3	1,801	14,422	39,617
Households 2024 Q2	1,804	14,462	39,776
Households 2024 Q1	1,806	14,430	39,766
Households 2023 Q4	1,801	14,294	39,607
Households 2023 Q3	1,800	14,282	39,572
Households 2023 Q2	1,802	14,276	39,513
Households 2023 Q1	1,799	14,268	39,514
Households 2022 Q4	1,804	14,282	39,144
Households 5 Years Forecast	1,817	14,621	40,517
Households 10 Years Forecast	1,851	14,938	41,543

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Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	2,032	(45.9%)	94	18,202	(48.6%) 99
Female	2,398	(54.1%)	106	19,253	(51.4%) 101

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	3,287	(74.2%)	129	26,151	(69.8%) 121
Hispanic (Ethnic)	634	(14.3%)	73	5,769	(15.4%) 74
Asian	281	(6.3%)	110	2,271	(6.1%) 105
Other	121	(2.7%)	53	1,665	(4.4%) 86
Black	107	(2.4%)	20	1,599	(4.3%) 36

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	1,431	(79.5%)	129	9,970	(69.1%) 112
Hispanic (Ethnic)	158	(8.8%)	58	1,939	(13.4%) 88
Other	86	(4.8%)	63	1,231	(8.5%) 112
Black	69	(3.8%)	35	701	(4.9%) 44
Asian	57	(3.2%)	70	593	(4.1%) 91

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	\$124,336.54	112	\$147,831.55	133	\$145,405.76	131
Average Income Per Person	\$51,446.75	119	\$57,173.71	133	\$54,842.52	127
Household Median Income	\$95,765.97	120	\$124,322.83	156	\$116,974.28	147
<\$15K	53 (2.9%)	36	569 (3.9%)	49	1,465 (3.7%)	46
\$15K - \$25K	103 (5.7%)	88	347 (2.4%)	37	1,277 (3.2%)	50
\$25K - \$35K	36 (2%)	30	565 (3.9%)	58	1,655 (4.2%)	62
\$35K - \$50K	171 (9.5%)	92	1,064 (7.4%)	72	2,770 (7%)	68
\$50K - \$75K	241 (13.4%)	85	1,661 (11.5%)	75	4,974 (12.5%)	80
\$75K - \$100K	349 (19.4%)	151	1,752 (12.1%)	95	4,752 (12%)	93
\$100K - \$150K	263 (14.6%)	80	2,718 (18.8%)	106	8,331 (21%)	118
\$150K - \$175K	164 (9.1%)	145	1,539 (10.7%)	170	3,909 (9.8%)	157
\$175K - \$200K	202 (11.2%)	171	2,213 (15.3%)	234	5,459 (13.8%)	209
\$200K - \$250K	123 (6.8%)	131	1,125 (7.8%)	149	2,860 (7.2%)	138
\$250K - \$500K	52 (2.9%)	129	482 (3.3%)	150	1,225 (3.1%)	138
>\$500K	44 (2.4%)	131	399 (2.8%)	148	1,019 (2.6%)	138

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	\$95,851.66		116	\$105,923.47		129	\$102,606.96		124
Household Median Disposable Income	\$79,690.07		116	\$101,069.94		147	\$95,151.04		139
<\$15K	69	(3.8%)	44	618	(4.3%)	49	1,618	(4.1%)	46
\$15K - \$25K	98	(5.4%)	71	438	(3%)	40	1,632	(4.1%)	54
\$25K - \$35K	126	(7%)	89	771	(5.3%)	68	1,964	(4.9%)	63
\$35K - \$50K	171	(9.5%)	74	1,150	(8%)	65	3,366	(8.5%)	70
\$50K - \$75K	353	(19.6%)	110	2,289	(15.9%)	89	6,382	(16.1%)	91
\$75K - \$100K	287	(15.9%)	112	1,866	(12.9%)	91	5,881	(14.8%)	104
\$100K - \$150K	345	(19.2%)	107	3,681	(25.5%)	142	10,235	(25.8%)	144
\$150K - \$175K	189	(10.5%)	172	2,107	(14.6%)	240	4,758	(12%)	197
\$175K - \$200K	44	(2.4%)	111	409	(2.8%)	129	1,050	(2.6%)	120
\$200K - \$250K	48	(2.7%)	125	447	(3.1%)	145	1,134	(2.9%)	34
\$250K - \$500K	65	(3.6%)	123	608	(4.2%)	144	1,547	(3.9%)	33
>\$500K	6	(<0.5%)	130	50	(<0.5%)	135	129	(<0.5%)	126

Discretionary Households Income

Household Average Discretionary Income	\$76,770.76		125	\$85,646.84		140	\$80,640.24		131
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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 Median Discretionary Income	\$64,979.92		128	\$81,935.89		161	\$74,620.12		146
<\$10K	54	(3%)	32	546	(3.8%)	41	1,508	(3.8%)	41
\$10K - \$20K	107	(5.9%)	56	608	(4.2%)	40	2,182	(5.5%)	52
\$20K - \$30K	148	(8.2%)	74	888	(6.2%)	58	2,753	(6.9%)	66
\$30K - \$40K	173	(9.6%)	97	1,080	(7.5%)	75	3,087	(7.8%)	74
\$40K - \$50K	104	(5.8%)	65	927	(6.4%)	72	3,036	(7.6%)	86
\$50K - \$75K	463	(25.7%)	148	2,578	(17.9%)	103	7,385	(18.6%)	107
\$75K - \$100K	172	(9.6%)	81	2,071	(14.3%)	122	5,789	(14.6%)	124
\$100K - \$125K	307	(17%)	211	2,014	(14%)	173	6,007	(15.1%)	187
\$125K - \$150K	98	(5.4%)	81	2,538	(17.6%)	265	4,728	(11.9%)	179
>\$150K	175	(9.7%)	164	1,184	(8.2%)	139	3,221	(8.1%)	137

Households Income by Ethnicity

Average Income - White	\$103,592.75		108	\$119,823.94		126	\$120,226.23		126
Median Income - White	\$92,126.18		106	\$124,866.87		144	\$126,220.63		145
Average Income - Black	\$157,255.32		228	\$118,044.35		171	\$110,806.86		160
Median Income - Black	\$173,386.63		313	\$140,499.38		254	\$119,696.19		216

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$136,493.05 (121)	\$132,093.83 (117)	\$126,245.61 (112)
Median Income - Asian	\$153,571.36 (134)	\$153,918.84 (135)	\$146,874.12 (128)
Average Income - Hispanic	\$99,144.72 (123)	\$104,403.28 (129)	\$97,005.11 (120)
Median Income - Hispanic	\$93,749.24 (135)	\$103,455.75 (149)	\$92,039.77 (132)
Average Income - Other	\$109,450.23 (122)	\$113,895.78 (127)	\$116,630.14 (130)
Median Income - Other	\$115,624.38 (145)	\$120,667.49 (152)	\$120,521.56 (151)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	44.98 (110)	43.21 (105)	42.27 (103)
Median Age	46.74 (116)	43.64 (109)	42.43 (106)
0-4	212 (4.8%) (89)	1,922 (5.1%) (95)	5,696 (5.4%) (100)
5-13	372 (8.4%) (8)	3,345 (8.9%) (87)	9,537 (9%) (88)
14-17	182 (4.1%) (7)	1,706 (4.6%) (86)	4,869 (4.6%) (87)
18-21	200 (4.5%) (8)	1,776 (4.7%) (86)	5,092 (4.8%) (88)
22-24	159 (3.6%) (86)	1,354 (3.6%) (87)	3,881 (3.7%) (89)
25-29	244 (5.5%) (93)	2,136 (5.7%) (96)	6,154 (5.8%) (98)
30-34	208 (4.7%) (72)	2,131 (5.7%) (87)	6,452 (6.1%) (94)

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	1 Mile		3 Mile		5 Mile				
35-39	261	(5.9%)	89	2,285	(6.1%)	92	6,949	(6.6%)	100
40-44	266	(6%)	94	2,277	(6.1%)	95	6,857	(6.5%)	101
45-49	255	(5.8%)	96	2,229	(6%)	99	6,535	(6.2%)	103
50-54	280	(6.3%)	106	2,496	(6.7%)	112	7,104	(6.7%)	113
55-59	364	(8.2%)	134	2,841	(7.6%)	124	8,114	(7.7%)	125
60-64	410	(9.3%)	144	3,228	(8.6%)	134	8,479	(8%)	125
65-69	311	(7%)	116	2,644	(7.1%)	116	6,831	(6.5%)	107
70-74	248	(5.6%)	112	1,976	(5.3%)	105	5,101	(4.8%)	96
75-79	185	(4.2%)	109	1,470	(3.9%)	102	3,727	(3.5%)	92
80-84	117	(2.6%)	110	862	(2.3%)	96	2,291	(2.2%)	90
85+	156	(3.5%)	174	777	(2.1%)	102	1,908	(1.8%)	89

Age - Male

Male Average Age	43.16		108	41.92		105	41.15		103
Male Median Age	43.6		115	42.18		111	41.32		109
0-4	108	(5.3%)	94	988	(5.4%)	96	2,927	(5.6%)	100
5-13	185	(9.1%)	85	1,722	(9.5%)	88	4,874	(9.4%)	87

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	92	(4.5%)	8	888	(4.9%)	88	2,501	(4.8%)	87
18-21	91	(4.5%)	7	916	(5%)	88	2,635	(5.1%)	88
22-24	65	(3.2%)	7	694	(3.8%)	87	2,021	(3.9%)	89
25-29	117	(5.8%)	93	1,075	(5.9%)	96	3,167	(6.1%)	99
30-34	113	(5.6%)	83	1,081	(5.9%)	89	3,244	(6.3%)	93
35-39	136	(6.7%)	100	1,125	(6.2%)	92	3,437	(6.6%)	99
40-44	121	(6%)	92	1,123	(6.2%)	96	3,454	(6.7%)	103
45-49	127	(6.3%)	104	1,098	(6%)	100	3,296	(6.4%)	106
50-54	117	(5.8%)	97	1,186	(6.5%)	109	3,461	(6.7%)	112
55-59	165	(8.1%)	133	1,337	(7.3%)	120	3,929	(7.6%)	124
60-64	186	(9.2%)	145	1,559	(8.6%)	136	4,128	(8%)	126
65-69	134	(6.6%)	113	1,258	(6.9%)	119	3,219	(6.2%)	107
70-74	116	(5.7%)	121	871	(4.8%)	101	2,363	(4.6%)	96
75-79	71	(3.5%)	99	626	(3.4%)	98	1,614	(3.1%)	88
80-84	45	(2.2%)	106	360	(2%)	95	945	(1.8%)	87
85+	43	(2.1%)	144	295	(1.6%)	110	685	(1.3%)	90

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	46.52	44.43	43.34
Female Median Age	48.84	46.08	43.54
0-4	104 (4.3%)	934 (4.9%)	2,769 (5.2%)
5-13	187 (7.8%)	1,623 (8.4%)	4,663 (8.7%)
14-17	90 (3.8%)	818 (4.2%)	2,368 (4.4%)
18-21	109 (4.5%)	860 (4.5%)	2,457 (4.6%)
22-24	94 (3.9%)	660 (3.4%)	1,860 (3.5%)
25-29	127 (5.3%)	1,061 (5.5%)	2,987 (5.6%)
30-34	95 (4%)	1,050 (5.5%)	3,208 (6%)
35-39	125 (5.2%)	1,160 (6%)	3,512 (6.5%)
40-44	145 (6%)	1,154 (6%)	3,403 (6.3%)
45-49	128 (5.3%)	1,131 (5.9%)	3,239 (6%)
50-54	163 (6.8%)	1,310 (6.8%)	3,643 (6.8%)
55-59	199 (8.3%)	1,504 (7.8%)	4,185 (7.8%)
60-64	224 (9.3%)	1,669 (8.7%)	4,351 (8.1%)

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65-69	177	(7.4%)	117	1,386	(7.2%)	114	3,612	(6.7%)	107
70-74	132	(5.5%)	104	1,105	(5.7%)	108	2,738	(5.1%)	96
75-79	114	(4.8%)	114	844	(4.4%)	105	2,113	(3.9%)	95
80-84	72	(3%)	111	502	(2.6%)	96	1,346	(2.5%)	93
85+	113	(4.7%)	184	482	(2.5%)	98	1,223	(2.3%)	89

Employment by Occupation

Total Employees (16+ Years Old)	2,500			21,085			61,286		
Professional Specialty	758	(30.3%)	123	5,576	(26.4%)	107	15,773	(25.7%)	104
Managerial/Executive	601	(24%)	138	4,545	(21.6%)	124	12,297	(20.1%)	116
Production & Transportation	275	(11%)	85	1,705	(8.1%)	63	6,420	(10.5%)	8
Sales	252	(10.1%)	108	2,383	(11.3%)	121	6,367	(10.4%)	111
Office Admin	235	(9.4%)	88	2,542	(12.1%)	113	7,162	(11.7%)	110
Food Preparation & Serving	99	(4%)	7	811	(3.8%)	75	2,269	(3.7%)	72
Construction	96	(3.8%)	48	1,480	(7%)	88	4,800	(7.8%)	98
Healthcare support	89	(3.6%)	108	564	(2.7%)	8	1,737	(2.8%)	86
Building Maintenance & Cleaning	44	(1.8%)	52	370	(1.8%)	52	1,878	(3.1%)	90

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Personal Care	41	(1.6%)	66	633	(3%)	120	1,437	(2.3%)	94
Protective	10	(<0.5%)	18	423	(2%)	93	1,064	(1.7%)	8
Farming, Fishing & Forestry				53	(<0.5%)	44	82	(<0.5%)	23

Employment by Industry

Total Employees (16+ Years Old)	2,500			21,085			61,286		
Educational Services	546	(21.8%)	93	4,906	(23.3%)	99	13,006	(21.2%)	91
Wholesale Retail	472	(18.9%)	144	3,311	(15.7%)	119	8,772	(14.3%)	109
Professional Services	336	(13.4%)	167	1,913	(9.1%)	113	5,724	(9.3%)	116
Manufacturing	225	(9%)	91	2,254	(10.7%)	108	7,616	(12.4%)	125
Agriculture/Mining/Construction	193	(7.7%)	91	1,461	(6.9%)	8	4,355	(7.1%)	83
Financial, Insurance & Real Estate	189	(7.6%)	112	1,727	(8.2%)	122	4,518	(7.4%)	110
Entertainment Services	171	(6.8%)	7	1,484	(7%)	8	4,637	(7.6%)	87
Information	105	(4.2%)	225	591	(2.8%)	150	1,713	(2.8%)	150
Public Administration	88	(3.5%)	74	820	(3.9%)	8	2,131	(3.5%)	73
Other Professional Services	87	(3.5%)	74	1,010	(4.8%)	102	2,563	(4.2%)	89
Transportation	62	(2.5%)	42	1,058	(5%)	86	3,299	(5.4%)	92

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	1 Mile		3 Mile		5 Mile	
Administrative/Waste Services	17	(0.7%)	515	(2.4%)	2,871	(4.7%)
Management Services	9	(<0.5%)	35	(<0.5%)	81	(<0.5%)

Language Spoken

Speak English at Home	3,344	(79.3%)	28,002	(78.8%)	69,693	(69.8%)
Speak Spanish at Home	467	(11.1%)	4,637	(13%)	22,270	(22.3%)
Speak Other Language at Home	407	(9.6%)	2,894	(8.1%)	7,918	(7.9%)

Ancestry

Italian	690	(15.6%)	5,660	(15.1%)	12,018	(11.4%)
Scottish/Irish	535	(12.1%)	3,984	(10.6%)	9,458	(9%)
Other	529	(11.9%)	5,786	(15.4%)	17,278	(16.4%)
Unclassified	431	(9.7%)	3,858	(10.3%)	9,631	(9.1%)
German	343	(7.7%)	2,963	(7.9%)	7,315	(6.9%)
Other European (e.g. Greek/Russian)	265	(6%)	1,794	(4.8%)	4,740	(4.5%)
South American	242	(5.5%)	2,172	(5.8%)	9,861	(9.3%)
Polish	199	(4.5%)	1,373	(3.7%)	2,886	(2.7%)
Puerto Rican	189	(4.3%)	1,542	(4.1%)	5,548	(5.3%)

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American	172	(3.9%)	1,281	(3.4%)	2,516	(2.4%)
British	150	(3.4%)	1,324	(3.5%)	3,251	(3.1%)
Scandinavian	135	(3%)	686	(1.8%)	1,276	(1.2%)
South Central Asian (e.g. Indian)	111	(2.5%)	921	(2.5%)	2,982	(2.8%)
Other Hispanic	84	(1.9%)	473	(1.3%)	2,292	(2.2%)
Chinese	82	(1.9%)	397	(1.1%)	844	(0.8%)
South East Asian (e.g. Vietnamese)	58	(1.3%)	674	(1.8%)	1,717	(1.6%)
Dominican	45	(1%)	273	(0.7%)	1,508	(1.4%)
Cuban	36	(0.8%)	208	(0.6%)	718	(0.7%)
Korean	30	(0.7%)	209	(0.6%)	410	(<0.5%)
Middle Eastern	29	(0.7%)	194	(0.5%)	772	(0.7%)
French	20	(<0.5%)	237	(0.6%)	625	(0.6%)
Central American	20	(<0.5%)	676	(1.8%)	3,649	(3.5%)
Mexican	18	(<0.5%)	425	(1.1%)	3,207	(3%)
Dutch	17	(<0.5%)	240	(0.6%)	769	(0.7%)
Other Asian			58	(<0.5%)	148	(<0.5%)

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



Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Japanese	12 (<0.5%)	13 (<0.5%)	32 (<0.5%)
Hawaiian/Pacific Islander	2 (<0.5%)	3 (<0.5%)	9 (<0.5%)
Native American (Indian/Eskimo)	33 (<0.5%)	14 (<0.5%)	117 (<0.5%)

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	3,305	27,352	76,502
Elementary (0 to 8 Years)	71 (2.1%)	483 (1.8%)	2,731 (3.6%)
Some High School (9 to 11 Years)	93 (2.8%)	377 (1.4%)	2,260 (3%)
High School Graduate (12 Years)	736 (22.3%)	5,804 (21.2%)	18,095 (23.7%)
Some College (13 to 16 Years)	588 (17.8%)	4,546 (16.6%)	12,955 (16.9%)
Associates Degree Only	283 (8.6%)	2,771 (10.1%)	6,504 (8.5%)
Bachelor's Degree Only	1,096 (33.2%)	8,653 (31.6%)	22,410 (29.3%)
Graduate Degree	438 (13.3%)	4,718 (17.2%)	11,547 (15.1%)

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



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Households	1,801		14,434		39,696	
One Person Households	581 (32.3%)	117	3,460 (24%)	87	9,603 (24.2%)	88
Married Couple	863 (47.9%)	100	8,172 (56.6%)	118	21,483 (54.1%)	113
Male Householder	83 (4.6%)	91	516 (3.6%)	70	1,755 (4.4%)	87
Female Householder	170 (9.4%)	76	1,568 (10.9%)	87	4,552 (11.5%)	92
Non Family Households	104 (5.8%)	82	718 (5%)	70	2,303 (5.8%)	82

Household Size

Households	1,801		14,434		39,696	
1 Person Household	581 (32.3%)	117	3,460 (24%)	87	9,603 (24.2%)	88
2 Person Household	518 (28.8%)	87	4,638 (32.1%)	98	12,210 (30.8%)	93
3 Person Household	298 (16.5%)	106	2,505 (17.4%)	111	7,055 (17.8%)	114
4 Person Household	266 (14.8%)	113	2,426 (16.8%)	128	6,654 (16.8%)	128
5 Person Household	84 (4.7%)	74	953 (6.6%)	105	2,686 (6.8%)	107
6 Person Household	40 (2.2%)	8	297 (2.1%)	75	952 (2.4%)	88
7+ Person Household	14 (0.8%)	43	155 (1.1%)	59	536 (1.4%)	74

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



Benchmark: Nationwide



Housing Units

Total Housing Units	1,878	15,075	41,477
Owner Occupied Housing	1,456	10,680	27,795
Renter Occupied Housing	345	3,754	11,901
Vacant Housing	77	641	1,781

Housing Rent

Average Rent	\$1,901.42	123	\$2,050.75	133	\$1,839.64	119
Median Rent	\$1,828.7	130	\$1,927.9	137	\$1,782.55	127
Total Cash Rents Housing	334	3,645	11,662			
<\$300	2 (0.6%)	21	8 (<0.5%)	8	171 (1.5%)	52
\$300-\$500	1 (<0.5%)	8	17 (<0.5%)	12	161 (1.4%)	36
\$500-\$750			13 (<0.5%)	4	268 (2.3%)	26
\$750-\$1000	17 (5.1%)	39	61 (1.7%)	13	375 (3.2%)	25
\$1000-\$1500	76 (22.8%)	86	676 (18.5%)	70	2,382 (20.4%)	7
\$1500-\$2000	108 (32.3%)	154	1,224 (33.6%)	160	4,378 (37.5%)	178
\$2000-\$2500	70 (21%)	179	797 (21.9%)	187	2,214 (19%)	162

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	39	(11.7%)	203	446	(12.2%)	213	995	(8.5%)	148
\$3000-\$3500	16	(4.8%)	157	225	(6.2%)	203	362	(3.1%)	102
>\$3500	5	(1.5%)	41	178	(4.9%)	134	356	(3.1%)	84

Value of Owner-Occupied Housing Units

Average House Value	\$574,857.46	110	\$656,473.98	126	\$625,506.5	120		
Median House Value	\$569,400.62	150	\$611,098.15	161	\$568,028.19	149		
Owner Occupied Housing	1,456		10,680		27,795			
<\$100K			108	(1%)	12	416	(1.5%)	17
\$100K - \$200K	13	(0.9%)	7		3	283	(1%)	8
\$200K - \$300K	69	(4.7%)	29		15	1,540	(5.5%)	34
\$300K - \$400K	195	(13.4%)	92		63	3,431	(12.3%)	85
\$400K - \$500K	275	(18.9%)	164		166	5,591	(20.1%)	175
\$500K - \$1000K	862	(59.2%)	239		240	13,783	(49.6%)	200
>\$1000K	42	(2.9%)	26		7	2,751	(9.9%)	91

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



Benchmark: Nationwide



Poverty

Households in Poverty	97	(5.4%)	43	791	(5.5%)	43	2,439	(6.1%)	49
Households Above Poverty	1,704	(94.6%)	108	13,643	(94.5%)	108	37,257	(93.9%)	107
Households in Poverty (Married)	15	(0.8%)	38	85	(0.6%)	27	565	(1.4%)	65
Households in Poverty (Male Householder)							52	(<0.5%)	21
Households in Poverty (Female Householder)	31	(1.7%)	58	267	(1.8%)	63	691	(1.7%)	59
Households in Poverty (Non-Family)	45	(2.5%)	40	403	(2.8%)	45	1,046	(2.6%)	42
Households in Poverty (Non-Family Student)	6	(<0.5%)	54	36	(<0.5%)	40	85	(<0.5%)	34

Wealth per Household

Household Average Wealth	\$268,542.48		111	\$269,439.69		111	\$261,770.71		108
Household Median Wealth	\$104,130.42		128	\$101,718.4		125	\$95,284.92		118
<\$0K	277	(15.4%)	88	2,280	(15.8%)	91	6,456	(16.3%)	93
\$0K - \$5K	126	(7%)	8	1,030	(7.1%)	83	3,001	(7.6%)	88
\$5K - \$10K	71	(3.9%)	87	582	(4%)	88	1,659	(4.2%)	92
\$10K - \$25K	107	(5.9%)	94	858	(5.9%)	94	2,406	(6.1%)	95
\$25K - \$50K	122	(6.8%)	100	963	(6.7%)	98	2,666	(6.7%)	99

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	188	(10.4%)	1,473	(10.2%)	4,041	(10.2%)
\$100K - \$250K	345	(19.2%)	2,706	(18.7%)	7,348	(18.5%)
\$250K - \$500K	261	(14.5%)	2,072	(14.4%)	5,566	(14%)
>\$500K	304	(16.9%)	2,470	(17.1%)	6,553	(16.5%)

Vehicles per Household

Total Number of Vehicles	3,520		29,755		77,431	
Average Number of Vehicles	1.95		2.06		1.95	
No Vehicles	79	(4.4%)	558	(3.9%)	1,712	(4.3%)
1 Vehicle	578	(32.1%)	3,446	(23.9%)	11,534	(29.1%)
2 Vehicles	639	(35.5%)	6,808	(47.2%)	17,395	(43.8%)
3 or more Vehicles	505	(28%)	3,622	(25.1%)	9,055	(22.8%)

Population Change

Births	44		379		1,107
Deaths	39		292		758
Migration	-6		247		-143

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	185	1,081	2,554
Total Employees	1,620	10,201	26,442

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