



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	5,963		51,807		118,755	
Households	1,920		17,211		41,119	
Persons per Household	2.88	113	2.97	116	2.86	112
Household Median Income	\$171,789.01	216	\$140,653.68	177	\$145,824.36	183
Household Median Disposable Income	\$138,627.62	202	\$112,657.27	164	\$116,205.23	169
Household Median Discretionary Income	\$124,911.59	245	\$92,931.59	182	\$97,369.81	191
Average Income Per Person	\$67,076.65	156	\$62,618.13	145	\$64,146.6	149
Median Rent	\$1,485.29	105	\$2,080.04	148	\$2,135.22	152
Median House Value	\$829,454.25	218	\$812,342.56	213	\$828,985.84	218
Households in Poverty	41 (2.1%)	17	1,188 (6.9%)	55	2,691 (6.5%)	52
Household Median Wealth	\$130,399.8	161	\$113,559.35	140	\$118,578.63	146
Average Age	43.93	107	42.37	103	43.02	105
Median Age	45.5	113	42.81	107	43.98	109
Households with Children	726 (37.8%)	141	6,088 (35.4%)	132	14,178 (34.5%)	129
High School Graduate or Higher	4,183 (95%)	106	34,087 (93.5%)	105	79,887 (94.8%)	106

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	2,435 (55.3%)	19,201 (52.7%)	46,370 (55%)
Pop density (per sq mi)	1,248	1,979	1,522
Area (based on blockgroups)	5	26	78

Population

Population 2024 Q4	5,963	51,807	118,755
Population 2024 Q3	5,998	51,998	119,379
Population 2024 Q2	6,021	52,347	119,796
Population 2024 Q1	5,990	51,975	119,106
Population 2023 Q4	6,002	51,985	119,099
Population 2023 Q3	6,022	52,043	119,061
Population 2023 Q2	6,030	52,093	119,110
Population 2023 Q1	6,031	52,097	119,066
Population 2022 Q4	6,009	52,047	119,055
Population 5 Years Forecast	5,971	51,685	119,353
Population 10 Years Forecast	6,034	52,164	120,935
Persons per Household	2.88	2.97	2.86

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	438	(7.3%)	311	736	(1.4%)	60	998	(0.8%)	36
Transient Population - Average Last 4 Quarters	58	(1%)	75	201	(<0.5%)	30	201	(<0.5%)	13

Households

Households 2024 Q4	1,920		17,211		41,119
Households 2024 Q3	1,932		17,267		41,314
Households 2024 Q2	1,939		17,399		41,464
Households 2024 Q1	1,927		17,269		41,221
Households 2023 Q4	1,932		17,274		41,218
Households 2023 Q3	1,939		17,295		41,210
Households 2023 Q2	1,941		17,309		41,221
Households 2023 Q1	1,941		17,313		41,210
Households 2022 Q4	1,934		17,272		41,179
Households 5 Years Forecast	1,923		17,177		41,326
Households 10 Years Forecast	1,945		17,342		41,886

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Benchmark: Nationwide



Gender

Male	3,114	(52.2%)	107	25,860	(49.9%)	102	58,211	(49%)	100
Female	2,849	(47.8%)	94	25,947	(50.1%)	98	60,544	(51%)	100

Ethnicity

White	4,656	(78.1%)	135	35,100	(67.8%)	117	83,436	(70.3%)	122
Hispanic (Ethnic)	478	(8%)	41	9,260	(17.9%)	92	15,582	(13.1%)	67
Asian	396	(6.6%)	115	4,281	(8.3%)	144	12,593	(10.6%)	184
Black	290	(4.9%)	41	1,753	(3.4%)	29	3,790	(3.2%)	27
Other	143	(2.4%)	46	1,413	(2.7%)	52	3,354	(2.8%)	54

Household by Ethnicity

White	1,706	(88.9%)	144	12,299	(71.5%)	116	30,241	(73.5%)	119
Asian	103	(5.4%)	118	1,129	(6.6%)	145	3,620	(8.8%)	194
Other	48	(2.5%)	33	862	(5%)	66	1,956	(4.8%)	63
Hispanic (Ethnic)	48	(2.5%)	16	2,390	(13.9%)	91	4,231	(10.3%)	68
Black	15	(0.8%)	7	531	(3.1%)	28	1,071	(2.6%)	23

Households Income

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



Audience Profile

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$200,179.62	180	\$186,823.12	168	\$184,238.13	166
Average Income Per Person	\$67,076.65	156	\$62,618.13	145	\$64,146.6	149
Household Median Income	\$171,789.01	216	\$140,653.68	177	\$145,824.36	183
<\$15K	19 (1%)	12	843 (4.9%)	61	1,855 (4.5%)	56
\$15K - \$25K	28 (1.5%)	23	548 (3.2%)	49	1,272 (3.1%)	48
\$25K - \$35K	33 (1.7%)	26	607 (3.5%)	52	1,723 (4.2%)	62
\$35K - \$50K	45 (2.3%)	23	1,067 (6.2%)	60	2,501 (6.1%)	59
\$50K - \$75K	226 (11.8%)	75	1,704 (9.9%)	63	3,859 (9.4%)	60
\$75K - \$100K	112 (5.8%)	45	1,481 (8.6%)	67	3,171 (7.7%)	60
\$100K - \$150K	273 (14.2%)	80	2,794 (16.2%)	92	6,691 (16.3%)	92
\$150K - \$175K	257 (13.4%)	213	1,608 (9.3%)	149	3,955 (9.6%)	153
\$175K - \$200K	125 (6.5%)	99	1,636 (9.5%)	145	4,675 (11.4%)	173
\$200K - \$250K	449 (23.4%)	448	2,757 (16%)	307	6,394 (15.5%)	298
\$250K - \$500K	192 (10%)	448	1,183 (6.9%)	308	2,742 (6.7%)	299
>\$500K	161 (8.4%)	450	983 (5.7%)	306	2,281 (5.5%)	297

Disposable Households Income

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



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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$143,737.3	174	\$120,322.42	146	\$121,037.45	147
Household Median Disposable Income	\$138,627.62	202	\$112,657.27	164	\$116,205.23	169
<\$15K	23 (1.2%)	14	899 (5.2%)	60	1,966 (4.8%)	54
\$15K - \$25K	30 (1.6%)	21	717 (4.2%)	55	1,653 (4%)	53
\$25K - \$35K	54 (2.8%)	36	738 (4.3%)	54	1,990 (4.8%)	61
\$35K - \$50K	71 (3.7%)	30	1,172 (6.8%)	56	2,848 (6.9%)	57
\$50K - \$75K	242 (12.6%)	71	2,145 (12.5%)	70	4,679 (11.4%)	64
\$75K - \$100K	186 (9.7%)	68	2,052 (11.9%)	84	4,522 (11%)	7
\$100K - \$150K	480 (25%)	140	3,689 (21.4%)	120	9,231 (22.4%)	125
\$150K - \$175K	226 (11.8%)	193	2,069 (12%)	197	5,582 (13.6%)	223
\$175K - \$200K	167 (8.7%)	395	1,015 (5.9%)	268	2,351 (5.7%)	260
\$200K - \$250K	177 (9.2%)	431	1,092 (6.3%)	297	2,534 (6.2%)	288
\$250K - \$500K	243 (12.7%)	432	1,495 (8.7%)	296	3,463 (8.4%)	287
>\$500K	21 (1.1%)	425	128 (0.7%)	289	300 (0.7%)	284

Discretionary Households Income

Household Average Discretionary Income	\$120,953.06	197	\$94,989.99	155	\$96,558.16	157
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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$124,911.59	245	\$92,931.59	182	\$97,369.81	191
<\$10K	19 (1%)	11	1,275 (7.4%)	8	2,130 (5.2%)	56
\$10K - \$20K	28 (1.5%)	14	887 (5.2%)	49	2,107 (5.1%)	48
\$20K - \$30K	42 (2.2%)	21	818 (4.8%)	45	2,543 (6.2%)	58
\$30K - \$40K	37 (1.9%)	19	1,034 (6%)	60	2,141 (5.2%)	52
\$40K - \$50K	109 (5.7%)	64	1,034 (6%)	68	2,288 (5.6%)	63
\$50K - \$75K	218 (11.4%)	65	2,104 (12.2%)	70	4,800 (11.7%)	67
\$75K - \$100K	222 (11.6%)	99	1,992 (11.6%)	99	5,108 (12.4%)	106
\$100K - \$125K	286 (14.9%)	184	2,036 (11.8%)	146	5,342 (13%)	161
\$125K - \$150K	234 (12.2%)	183	1,983 (11.5%)	173	5,988 (14.6%)	219
>\$150K	725 (37.8%)	639	4,048 (23.5%)	398	8,672 (21.1%)	357

Households Income by Ethnicity

Average Income - White	\$148,959.82	156	\$133,460.68	140	\$129,158.86	135
Median Income - White	\$179,969.73	207	\$157,565.51	182	\$150,611.76	174
Average Income - Black	\$185,497.4	268	\$84,667.67	122	\$93,041.43	135
Median Income - Black	\$206,250	372	\$57,343.02	103	\$66,213.87	120

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$167,277.43 (148)	\$145,379.33 (129)	\$147,598.37 (131)
Median Income - Asian	\$199,136.95 (174)	\$180,377.88 (158)	\$175,407.75 (153)
Average Income - Hispanic	\$112,586.33 (139)	\$98,299.84 (122)	\$112,034.35 (139)
Median Income - Hispanic	\$83,333 (120)	\$89,455.66 (129)	\$106,456.55 (153)
Average Income - Other	\$118,120 (132)	\$114,307.88 (128)	\$129,044.28 (144)
Median Income - Other	\$97,221.33 (122)	\$107,189.25 (135)	\$131,794.6 (166)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	43.93 (107)	42.37 (103)	43.02 (105)
Median Age	45.5 (113)	42.81 (107)	43.98 (109)
0-4	247 (4.1%) (77)	2,408 (4.6%) (86)	5,425 (4.6%) (85)
5-13	473 (7.9%) (77)	4,951 (9.6%) (93)	10,790 (9.1%) (88)
14-17	295 (4.9%) (93)	2,898 (5.6%) (105)	6,548 (5.5%) (104)
18-21	311 (5.2%) (95)	2,943 (5.7%) (103)	6,721 (5.7%) (103)
22-24	234 (3.9%) (95)	2,165 (4.2%) (101)	4,970 (4.2%) (101)
25-29	371 (6.2%) (105)	3,216 (6.2%) (105)	7,243 (6.1%) (103)
30-34	342 (5.7%) (88)	2,582 (5%) (76)	5,658 (4.8%) (73)

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	1 Mile		3 Mile		5 Mile	
35-39	311	(5.2%)	2,618	(5.1%)	5,587	(4.7%)
40-44	353	(5.9%)	3,026	(5.8%)	6,474	(5.5%)
45-49	358	(6%)	3,306	(6.4%)	7,471	(6.3%)
50-54	433	(7.3%)	3,621	(7%)	8,293	(7%)
55-59	446	(7.5%)	3,783	(7.3%)	9,219	(7.8%)
60-64	487	(8.2%)	3,834	(7.4%)	9,427	(7.9%)
65-69	443	(7.4%)	3,388	(6.5%)	8,303	(7%)
70-74	345	(5.8%)	2,549	(4.9%)	6,141	(5.2%)
75-79	255	(4.3%)	2,011	(3.9%)	4,831	(4.1%)
80-84	153	(2.6%)	1,244	(2.4%)	2,992	(2.5%)
85+	106	(1.8%)	1,264	(2.4%)	2,662	(2.2%)

Age - Male

Male Average Age	42.08		41.1		41.79	
Male Median Age	41.77		41.22		42.32	
0-4	129	(4.1%)	1,236	(4.8%)	2,787	(4.8%)
5-13	264	(8.5%)	2,533	(9.8%)	5,494	(9.4%)

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	1 Mile		3 Mile		5 Mile				
14-17	161	(5.2%)	94	1,538	(5.9%)	108	3,403	(5.8%)	106
18-21	173	(5.6%)	97	1,571	(6.1%)	106	3,505	(6%)	105
22-24	132	(4.2%)	97	1,157	(4.5%)	103	2,592	(4.5%)	102
25-29	210	(6.7%)	109	1,710	(6.6%)	107	3,820	(6.6%)	106
30-34	214	(6.9%)	103	1,372	(5.3%)	74	2,923	(5%)	75
35-39	189	(6.1%)	91	1,344	(5.2%)	74	2,769	(4.8%)	71
40-44	192	(6.2%)	96	1,534	(5.9%)	92	3,129	(5.4%)	83
45-49	191	(6.1%)	102	1,638	(6.3%)	105	3,570	(6.1%)	102
50-54	221	(7.1%)	119	1,792	(6.9%)	116	4,030	(6.9%)	116
55-59	229	(7.4%)	121	1,848	(7.1%)	117	4,436	(7.6%)	125
60-64	241	(7.7%)	123	1,885	(7.3%)	116	4,519	(7.8%)	123
65-69	190	(6.1%)	105	1,611	(6.2%)	107	3,949	(6.8%)	117
70-74	150	(4.8%)	102	1,192	(4.6%)	97	2,878	(4.9%)	104
75-79	117	(3.8%)	107	940	(3.6%)	103	2,192	(3.8%)	107
80-84	62	(2%)	96	528	(2%)	98	1,275	(2.2%)	105
85+	49	(1.6%)	107	431	(1.7%)	113	940	(1.6%)	110

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	45.95	43.64	44.21
Female Median Age	48.63	45.39	46.31
0-4	118 (4.1%)	1,172 (4.5%)	2,638 (4.4%)
5-13	209 (7.3%)	2,418 (9.3%)	5,296 (8.7%)
14-17	134 (4.7%)	1,360 (5.2%)	3,145 (5.2%)
18-21	138 (4.8%)	1,372 (5.3%)	3,216 (5.3%)
22-24	102 (3.6%)	1,008 (3.9%)	2,378 (3.9%)
25-29	161 (5.7%)	1,506 (5.8%)	3,423 (5.7%)
30-34	128 (4.5%)	1,210 (4.7%)	2,735 (4.5%)
35-39	122 (4.3%)	1,274 (4.9%)	2,818 (4.7%)
40-44	161 (5.7%)	1,492 (5.8%)	3,345 (5.5%)
45-49	167 (5.9%)	1,668 (6.4%)	3,901 (6.4%)
50-54	212 (7.4%)	1,829 (7%)	4,263 (7%)
55-59	217 (7.6%)	1,935 (7.5%)	4,783 (7.9%)
60-64	246 (8.6%)	1,949 (7.5%)	4,908 (8.1%)

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65-69	253	(8.9%)	141	1,777	(6.8%)	109	4,354	(7.2%)	114
70-74	195	(6.8%)	129	1,357	(5.2%)	99	3,263	(5.4%)	102
75-79	138	(4.8%)	116	1,071	(4.1%)	99	2,639	(4.4%)	105
80-84	91	(3.2%)	118	716	(2.8%)	102	1,717	(2.8%)	105
85+	57	(2%)	74	833	(3.2%)	126	1,722	(2.8%)	111

Employment by Occupation

Total Employees (16+ Years Old)	3,165			27,906			63,855		
Professional Specialty	1,092	(34.5%)	140	8,480	(30.4%)	123	19,592	(30.7%)	124
Managerial/Executive	696	(22%)	127	6,409	(23%)	132	15,490	(24.3%)	140
Sales	477	(15.1%)	161	3,479	(12.5%)	134	7,260	(11.4%)	122
Office Admin	247	(7.8%)	73	2,657	(9.5%)	90	6,531	(10.2%)	96
Construction	155	(4.9%)	61	1,572	(5.6%)	70	3,547	(5.6%)	69
Production & Transportation	145	(4.6%)	35	1,614	(5.8%)	45	4,173	(6.5%)	51
Building Maintenance & Cleaning	129	(4.1%)	120	973	(3.5%)	103	1,483	(2.3%)	68
Protective	122	(3.9%)	178	507	(1.8%)	84	1,660	(2.6%)	120
Healthcare support	47	(1.5%)	45	555	(2%)	61	1,021	(1.6%)	49

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Food Preparation & Serving	46	(1.5%)	28	994	(3.6%)	70	1,666	(2.6%)	51
Personal Care	9	(<0.5%)	11	635	(2.3%)	91	1,387	(2.2%)	87
Farming, Fishing & Forestry				31	(<0.5%)	19	45	(<0.5%)	12

Employment by Industry

Total Employees (16+ Years Old)	3,165			27,906			63,855		
Educational Services	756	(23.9%)	102	6,821	(24.4%)	104	16,053	(25.1%)	107
Wholesale Retail	520	(16.4%)	125	3,598	(12.9%)	98	8,047	(12.6%)	96
Financial, Insurance & Real Estate	449	(14.2%)	211	2,980	(10.7%)	159	6,911	(10.8%)	161
Professional Services	385	(12.2%)	151	3,863	(13.8%)	172	8,384	(13.1%)	163
Public Administration	250	(7.9%)	165	1,165	(4.2%)	87	3,122	(4.9%)	102
Agriculture/Mining/Construction	195	(6.2%)	72	1,840	(6.6%)	77	4,031	(6.3%)	74
Manufacturing	144	(4.5%)	46	1,655	(5.9%)	60	3,723	(5.8%)	59
Administrative/Waste Services	118	(3.7%)	89	1,376	(4.9%)	118	2,623	(4.1%)	98
Information	103	(3.3%)	175	702	(2.5%)	135	2,152	(3.4%)	181
Transportation	90	(2.8%)	49	954	(3.4%)	58	2,385	(3.7%)	64
Other Professional Services	78	(2.5%)	52	797	(2.9%)	61	2,104	(3.3%)	70

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Entertainment Services	77	(2.4%)	28	2,039	(7.3%)	84	4,133	(6.5%)	75
Management Services				116	(<0.5%)	329	187	(<0.5%)	232

Language Spoken

Speak English at Home	4,621	(80.8%)	104	35,216	(71.3%)	92	84,729	(74.8%)	97
Speak Other Language at Home	958	(16.8%)	198	7,696	(15.6%)	184	19,446	(17.2%)	203
Speak Spanish at Home	137	(2.4%)	17	6,487	(13.1%)	93	9,155	(8.1%)	57

Ancestry

Italian	1,244	(20.9%)	701	7,372	(14.2%)	478	17,872	(15%)	506
Other	1,201	(20.1%)	96	9,562	(18.5%)	88	22,295	(18.8%)	89
Unclassified	672	(11.3%)	69	5,590	(10.8%)	66	13,206	(11.1%)	68
Other European (e.g. Greek/Russian)	510	(8.6%)	270	4,568	(8.8%)	278	10,445	(8.8%)	278
Scottish/Irish	477	(8%)	120	3,426	(6.6%)	99	8,125	(6.8%)	103
Polish	287	(4.8%)	314	1,929	(3.7%)	243	4,606	(3.9%)	253
German	263	(4.4%)	57	1,878	(3.6%)	47	4,581	(3.9%)	50
Chinese	219	(3.7%)	294	1,520	(2.9%)	235	4,162	(3.5%)	281
American	182	(3.1%)	64	1,835	(3.5%)	74	4,367	(3.7%)	7

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Puerto Rican	175	(2.9%)	104	1,888	(3.6%)	129	4,314	(3.6%)	129
British	138	(2.3%)	44	880	(1.7%)	32	2,179	(1.8%)	35
Cuban	117	(2%)	271	719	(1.4%)	192	1,163	(1%)	35
Central American	72	(1.2%)	73	656	(1.3%)	76	1,140	(1%)	58
Korean	71	(1.2%)	230	295	(0.6%)	110	725	(0.6%)	118
Middle Eastern	66	(1.1%)	178	710	(1.4%)	221	1,643	(1.4%)	223
South Central Asian (e.g. Indian)	63	(1.1%)	68	1,434	(2.8%)	177	5,267	(4.4%)	284
South East Asian (e.g. Vietnamese)	42	(0.7%)	40	807	(1.6%)	88	1,931	(1.6%)	92
South American	38	(0.6%)	51	1,085	(2.1%)	168	2,193	(1.8%)	148
Mexican	38	(0.6%)	6	4,367	(8.4%)	77	5,041	(4.2%)	39
Other Hispanic	31	(0.5%)	36	380	(0.7%)	51	1,079	(0.9%)	63
French	19	(<0.5%)	26	161	(<0.5%)	25	353	(<0.5%)	24
Scandinavian	17	(<0.5%)	15	226	(<0.5%)	23	552	(<0.5%)	25
Dutch	10	(<0.5%)	28	96	(<0.5%)	31	279	(<0.5%)	39
Dominican	7	(<0.5%)	18	165	(<0.5%)	50	652	(0.5%)	86
Native American (Indian/Eskimo)	3	(<0.5%)	8	29	(<0.5%)	9	67	(<0.5%)	9

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Other Asian	1	(<0.5%)	223	(<0.5%)	480	(<0.5%)
Japanese			2	(<0.5%)	28	(<0.5%)
Hawaiian/Pacific Islander			4	(<0.5%)	10	(<0.5%)

Education (Age 25+)

Total Educated Population	4,403		36,442		84,301	
Elementary (0 to 8 Years)	24	(0.5%)	1,039	(2.9%)	1,877	(2.2%)
Some High School (9 to 11 Years)	196	(4.5%)	1,316	(3.6%)	2,537	(3%)
High School Graduate (12 Years)	857	(19.5%)	7,260	(19.9%)	16,546	(19.6%)
Some College (13 to 16 Years)	552	(12.5%)	4,820	(13.2%)	11,204	(13.3%)
Associates Degree Only	339	(7.7%)	2,806	(7.7%)	5,767	(6.8%)
Bachelor's Degree Only	1,667	(37.9%)	12,025	(33%)	28,176	(33.4%)
Graduate Degree	768	(17.4%)	7,176	(19.7%)	18,194	(21.6%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	1,920	17,211	41,119
One Person Households	279 (14.5%)	3,091 (18%)	7,739 (18.8%)
Married Couple	1,363 (71%)	11,386 (66.2%)	27,313 (66.4%)
Male Householder	29 (1.5%)	832 (4.8%)	1,400 (3.4%)
Female Householder	201 (10.5%)	1,396 (8.1%)	3,270 (8%)
Non Family Households	48 (2.5%)	506 (2.9%)	1,397 (3.4%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	1,920	17,211	41,119
1 Person Household	279 (14.5%)	3,091 (18%)	7,739 (18.8%)
2 Person Household	670 (34.9%)	4,911 (28.5%)	12,156 (29.6%)
3 Person Household	339 (17.7%)	3,094 (18%)	7,327 (17.8%)
4 Person Household	450 (23.4%)	3,700 (21.5%)	8,627 (21%)
5 Person Household	121 (6.3%)	1,553 (9%)	3,554 (8.6%)
6 Person Household	48 (2.5%)	554 (3.2%)	1,130 (2.7%)
7+ Person Household	13 (0.7%)	308 (1.8%)	586 (1.4%)

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

Housing Units

Total Housing Units	2,011	17,920	42,593
Owner Occupied Housing	1,760	13,808	33,418
Renter Occupied Housing	160	3,403	7,701
Vacant Housing	91	709	1,474

Housing Rent

Average Rent	\$1,622.28	105	\$2,118.26	137	\$2,187.08	142			
Median Rent	\$1,485.29	105	\$2,080.04	148	\$2,135.22	152			
Total Cash Rents Housing	138	3,111	7,075						
<\$300	51	(1.6%)	58	69	(1%)	35			
\$300-\$500	90	(2.9%)	75	109	(1.5%)	40			
\$500-\$750	134	(4.3%)	49	158	(2.2%)	26			
\$750-\$1000	3	(2.2%)	17	108	(3.5%)	27	165	(2.3%)	18
\$1000-\$1500	68	(49.3%)	187	319	(10.3%)	39	925	(13.1%)	50
\$1500-\$2000	52	(37.7%)	179	744	(23.9%)	114	1,708	(24.1%)	115
\$2000-\$2500	7	(5.1%)	43	684	(22%)	188	1,492	(21.1%)	180

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			434	(14%)	243	1,144	(16.2%)	281		
\$3000-\$3500	1	(0.7%)	24		233	(7.5%)	246	731	(10.3%)	340
>\$3500	7	(5.1%)	139		314	(10.1%)	277	574	(8.1%)	222

Value of Owner-Occupied Housing Units

Average House Value	\$842,308.89		161		\$855,236.83		164		\$859,713.08		165
Median House Value	\$829,454.25		218		\$812,342.56		213		\$828,985.84		218
Owner Occupied Housing	1,760				13,808				33,418		
<\$100K	19	(1.1%)	13		277	(2%)	23		741	(2.2%)	26
\$100K - \$200K	22	(1.3%)	9		170	(1.2%)	9		486	(1.5%)	11
\$200K - \$300K	11	(0.6%)	4		181	(1.3%)	8		873	(2.6%)	16
\$300K - \$400K	34	(1.9%)	13		514	(3.7%)	26		1,420	(4.2%)	29
\$400K - \$500K	100	(5.7%)	49		966	(7%)	61		2,296	(6.9%)	60
\$500K - \$1000K	1,119	(63.6%)	257		7,478	(54.2%)	219		17,213	(51.5%)	208
>\$1000K	455	(25.9%)	237		4,222	(30.6%)	280		10,389	(31.1%)	285

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



Benchmark: Nationwide



Poverty

Households in Poverty	41	(2.1%)	17	1,188	(6.9%)	55	2,691	(6.5%)	52
Households Above Poverty	1,879	(97.9%)	112	16,023	(93.1%)	107	38,428	(93.5%)	107
Households in Poverty (Married)	14	(0.7%)	33	229	(1.3%)	61	659	(1.6%)	74
Households in Poverty (Male Householder)				74	(<0.5%)	67	123	(<0.5%)	47
Households in Poverty (Female Householder)	9	(<0.5%)	16	198	(1.2%)	39	366	(0.9%)	30
Households in Poverty (Non-Family)	18	(0.9%)	15	657	(3.8%)	61	1,478	(3.6%)	57
Households in Poverty (Non-Family Student)				30	(<0.5%)	28	65	(<0.5%)	25

Wealth per Household

Household Average Wealth	\$293,647.14		121	\$279,214.89		115	\$283,669.84		117
Household Median Wealth	\$130,399.8		161	\$113,559.35		140	\$118,578.63		146
<\$0K	274	(14.3%)	8	2,607	(15.1%)	87	6,131	(14.9%)	86
\$0K - \$5K	113	(5.9%)	69	1,161	(6.7%)	74	2,697	(6.6%)	77
\$5K - \$10K	67	(3.5%)	7	655	(3.8%)	84	1,533	(3.7%)	8
\$10K - \$25K	106	(5.5%)	87	993	(5.8%)	91	2,336	(5.7%)	89
\$25K - \$50K	127	(6.6%)	97	1,136	(6.6%)	97	2,698	(6.6%)	97

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	197	(10.3%)	101	1,757	(10.2%)	100	4,188	(10.2%)	100
\$100K - \$250K	375	(19.5%)	108	3,280	(19.1%)	106	7,884	(19.2%)	106
\$250K - \$500K	296	(15.4%)	117	2,544	(14.8%)	112	6,147	(14.9%)	113
>\$500K	365	(19%)	128	3,078	(17.9%)	120	7,505	(18.3%)	123

Vehicles per Household

Total Number of Vehicles	4,094			34,011			82,948		
Average Number of Vehicles	2.13		117	1.98		108	2.02		110
No Vehicles	22	(1.1%)	14	1,353	(7.9%)	95	2,425	(5.9%)	71
1 Vehicle	255	(13.3%)	40	3,661	(21.3%)	65	9,705	(23.6%)	72
2 Vehicles	1,245	(64.8%)	176	7,806	(45.4%)	123	18,211	(44.3%)	120
3 or more Vehicles	398	(20.7%)	94	4,391	(25.5%)	116	10,778	(26.2%)	119

Population Change

Births	53			512			1,165		
Deaths	46			407			951		
Migration	-42			-255			-503		

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	352	1,762	3,876
Total Employees	3,360	18,252	39,380

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