



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	6,576		26,291		51,941	
Households	2,645		9,129		17,700	
Persons per Household	2.46	97	2.75	108	2.86	112
Household Median Income	\$92,417.55	116	\$133,911.04	168	\$170,543.55	214
Household Median Disposable Income	\$76,874.63	112	\$107,066.55	156	\$128,712.3	188
Household Median Discretionary Income	\$48,567.99	95	\$81,748.58	160	\$108,994.03	214
Average Income Per Person	\$50,566.81	117	\$74,872.92	174	\$91,384.92	212
Median Rent	\$1,917.54	136	\$2,001.03	142	\$2,085.71	148
Median House Value	\$505,490.98	133	\$899,645.28	236	\$1.06M	280
Households in Poverty	200 (7.6%)	60	792 (8.7%)	68	1,255 (7.1%)	56
Household Median Wealth	\$90,916.78	112	\$111,439.86	137	\$130,746.24	161
Average Age	42.26	103	41.77	102	41.93	102
Median Age	42.09	105	41.98	105	42.83	107
Households with Children	848 (32.1%)	120	3,141 (34.4%)	128	6,666 (37.7%)	141
High School Graduate or Higher	4,017 (84.3%)	94	15,925 (86.7%)	97	32,930 (92.1%)	103

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



Audience Profile

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	2,350 (49.3%)	10,804 (58.8%)	24,343 (68.1%)
Pop density (per sq mi)	5,031	981	635
Area (based on blockgroups)	1	27	82

Population

Population 2024 Q4	6,576	26,291	51,941
Population 2024 Q3	6,583	26,336	51,976
Population 2024 Q2	6,585	26,297	51,922
Population 2024 Q1	6,588	26,305	51,902
Population 2023 Q4	6,609	26,349	51,907
Population 2023 Q3	6,608	26,397	52,049
Population 2023 Q2	6,606	26,361	52,004
Population 2023 Q1	6,603	26,360	51,996
Population 2022 Q4	6,630	26,385	51,691
Population 5 Years Forecast	6,411	25,794	50,978
Population 10 Years Forecast	6,340	25,592	50,590
Persons per Household	2.46 (97)	2.75 (108)	2.86 (112)

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	66	(1%)	43	1,197	(4.6%)	193	1,320	(2.5%)	108
Transient Population - Average Last 4 Quarters	137	(2.1%)	161	137	(0.5%)	40	137	(<0.5%)	20

Households

Households 2024 Q4	2,645		9,129		17,700
Households 2024 Q3	2,645		9,137		17,697
Households 2024 Q2	2,646		9,122		17,680
Households 2024 Q1	2,648		9,127		17,675
Households 2023 Q4	2,654		9,144		17,681
Households 2023 Q3	2,654		9,157		17,722
Households 2023 Q2	2,654		9,148		17,709
Households 2023 Q1	2,653		9,149		17,707
Households 2022 Q4	2,667		9,164		17,596
Households 5 Years Forecast	2,576		8,945		17,359
Households 10 Years Forecast	2,545		8,868		17,219

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



Benchmark: Nationwide



Gender

Male	3,247	(49.4%)	101	12,532	(47.7%)	97	25,049	(48.2%)	98
Female	3,329	(50.6%)	99	13,759	(52.3%)	103	26,892	(51.8%)	102

Ethnicity

White	3,187	(48.5%)	84	15,745	(59.9%)	104	34,966	(67.3%)	117
Hispanic (Ethnic)	2,710	(41.2%)	211	7,160	(27.2%)	140	9,758	(18.8%)	96
Black	291	(4.4%)	38	1,203	(4.6%)	39	1,688	(3.2%)	28
Asian	227	(3.5%)	60	1,357	(5.2%)	90	3,419	(6.6%)	114
Other	161	(2.4%)	47	826	(3.1%)	60	2,110	(4.1%)	71

Household by Ethnicity

White	1,362	(51.5%)	84	5,591	(61.2%)	99	11,989	(67.7%)	110
Hispanic (Ethnic)	890	(33.6%)	221	2,169	(23.8%)	156	2,945	(16.6%)	109
Other	161	(6.1%)	8	670	(7.3%)	97	1,280	(7.2%)	95
Black	132	(5%)	45	314	(3.4%)	31	526	(3%)	27
Asian	100	(3.8%)	83	385	(4.2%)	93	960	(5.4%)	120

Households Income

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	
Household Average Income	\$124,811.7	112	\$213,658.17	192	\$266,597.18	240
Average Income Per Person	\$50,566.81	117	\$74,872.92	174	\$91,384.92	212
Household Median Income	\$92,417.55	116	\$133,911.04	168	\$170,543.55	214
<\$15K	140 (5.3%)	65	587 (6.4%)	74	903 (5.1%)	63
\$15K - \$25K	121 (4.6%)	71	208 (2.3%)	35	286 (1.6%)	25
\$25K - \$35K	199 (7.5%)	112	429 (4.7%)	70	590 (3.3%)	50
\$35K - \$50K	264 (10%)	97	536 (5.9%)	57	655 (3.7%)	36
\$50K - \$75K	352 (13.3%)	85	964 (10.6%)	67	1,287 (7.3%)	46
\$75K - \$100K	335 (12.7%)	99	872 (9.6%)	74	1,588 (9%)	70
\$100K - \$150K	534 (20.2%)	114	1,437 (15.7%)	89	2,439 (13.8%)	74
\$150K - \$175K	156 (5.9%)	94	594 (6.5%)	104	1,341 (7.6%)	121
\$175K - \$200K	178 (6.7%)	103	1,412 (15.5%)	236	3,545 (20%)	305
\$200K - \$250K	205 (7.8%)	149	1,169 (12.8%)	246	2,836 (16%)	307
\$250K - \$500K	88 (3.3%)	149	502 (5.5%)	247	1,216 (6.9%)	308
>\$500K	73 (2.8%)	148	419 (4.6%)	246	1,014 (5.7%)	307

Disposable 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 Disposable Income	\$90,441.57	110	\$112,909.77	137	\$127,721.09	155
Household Median Disposable Income	\$76,874.63	112	\$107,066.55	156	\$128,712.3	188
<\$15K	149 (5.6%)	64	606 (6.6%)	76	929 (5.2%)	60
\$15K - \$25K	150 (5.7%)	74	285 (3.1%)	41	441 (2.5%)	33
\$25K - \$35K	278 (10.5%)	133	534 (5.8%)	74	652 (3.7%)	47
\$35K - \$50K	284 (10.7%)	88	609 (6.7%)	55	865 (4.9%)	40
\$50K - \$75K	430 (16.3%)	92	1,228 (13.5%)	76	1,823 (10.3%)	58
\$75K - \$100K	369 (14%)	98	1,017 (11.1%)	76	1,918 (10.8%)	76
\$100K - \$150K	522 (19.7%)	110	2,350 (25.7%)	144	4,745 (26.8%)	150
\$150K - \$175K	201 (7.6%)	125	1,009 (11.1%)	182	2,705 (15.3%)	251
\$175K - \$200K	65 (2.5%)	112	365 (4%)	182	887 (5%)	228
\$200K - \$250K	79 (3%)	140	452 (5%)	232	1,099 (6.2%)	290
\$250K - \$500K	109 (4.1%)	141	619 (6.8%)	231	1,503 (8.5%)	290
>\$500K	9 (<0.5%)	132	55 (0.6%)	234	133 (0.8%)	292

Discretionary Households Income

Household Average Discretionary Income	\$62,616.02	102	\$87,718.61	143	\$102,370.76	167
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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$48,567.99	95	\$81,748.58	160	\$108,994.03	214
<\$10K	166 (6.3%)	68	602 (6.6%)	71	876 (4.9%)	53
\$10K - \$20K	294 (11.1%)	105	522 (5.7%)	54	686 (3.9%)	37
\$20K - \$30K	287 (10.9%)	103	534 (5.8%)	55	663 (3.7%)	35
\$30K - \$40K	345 (13%)	131	684 (7.5%)	75	875 (4.9%)	50
\$40K - \$50K	268 (10.1%)	114	634 (6.9%)	76	841 (4.8%)	54
\$50K - \$75K	372 (14.1%)	81	1,256 (13.8%)	79	2,207 (12.5%)	72
\$75K - \$100K	386 (14.6%)	124	1,057 (11.6%)	99	1,804 (10.2%)	87
\$100K - \$125K	244 (9.2%)	114	1,124 (12.3%)	152	2,496 (14.1%)	174
\$125K - \$150K	74 (2.8%)	42	1,323 (14.5%)	218	3,688 (20.8%)	313
>\$150K	209 (7.9%)	134	1,393 (15.3%)	258	3,564 (20.1%)	341

Households Income by Ethnicity

Average Income - White	\$109,357.56	115	\$127,917.86	134	\$140,488.52	147
Median Income - White	\$100,531.89	116	\$151,618.15	175	\$168,279.43	194
Average Income - Black	\$102,753.42	149	\$113,358.67	164	\$125,961.09	182
Median Income - Black	\$106,249.75	192	\$116,128.39	210	\$132,777.47	240

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$130,043.04 (115)	\$148,535.11 (132)	\$155,791.95 (138)
Median Income - Asian	\$119,317.41 (104)	\$175,574.2 (153)	\$180,807.46 (158)
Average Income - Hispanic	\$85,427.82 (106)	\$104,706.77 (129)	\$117,535.28 (145)
Median Income - Hispanic	\$82,446.51 (119)	\$101,075.78 (145)	\$120,543.35 (173)
Average Income - Other	\$91,018.34 (102)	\$115,574.92 (129)	\$126,012.01 (141)
Median Income - Other	\$87,082.85 (109)	\$105,850.83 (133)	\$121,747.1 (153)

Age

	1 Mile	3 Mile	5 Mile
Average Age	42.26 (103)	41.77 (102)	41.93 (102)
Median Age	42.09 (105)	41.98 (105)	42.83 (107)
0-4	324 (4.9%) (91)	1,147 (4.4%) (8)	2,171 (4.2%) (7)
5-13	624 (9.5%) (92)	2,697 (10.3%) (99)	5,531 (10.6%) (103)
14-17	303 (4.6%) (87)	1,405 (5.3%) (101)	3,023 (5.8%) (110)
18-21	318 (4.8%) (88)	1,508 (5.7%) (104)	3,113 (6%) (109)
22-24	244 (3.7%) (89)	1,169 (4.4%) (107)	2,334 (4.5%) (108)
25-29	336 (5.1%) (86)	1,515 (5.8%) (97)	2,897 (5.6%) (94)
30-34	417 (6.3%) (97)	1,384 (5.3%) (8)	2,274 (4.4%) (67)

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	1 Mile		3 Mile		5 Mile				
35-39	472	(7.2%)	109	1,507	(5.7%)	87	2,446	(4.7%)	71
40-44	479	(7.3%)	114	1,642	(6.2%)	98	3,087	(5.9%)	93
45-49	463	(7%)	118	1,766	(6.7%)	112	3,371	(6.5%)	108
50-54	459	(7%)	117	1,801	(6.9%)	115	3,678	(7.1%)	119
55-59	473	(7.2%)	117	1,964	(7.5%)	122	4,068	(7.8%)	128
60-64	383	(5.8%)	91	1,782	(6.8%)	106	3,943	(7.6%)	118
65-69	404	(6.1%)	101	1,628	(6.2%)	102	3,412	(6.6%)	108
70-74	305	(4.6%)	92	1,272	(4.8%)	96	2,570	(4.9%)	99
75-79	243	(3.7%)	96	908	(3.5%)	90	1,832	(3.5%)	92
80-84	165	(2.5%)	105	649	(2.5%)	103	1,178	(2.3%)	95
85+	164	(2.5%)	123	547	(2.1%)	103	1,013	(2%)	96

Age - Male

Male Average Age	40.68		102	40.64		102	41.07		103
Male Median Age	40.93		108	41.06		108	41.97		110
0-4	166	(5.1%)	91	595	(4.7%)	84	1,117	(4.5%)	7
5-13	313	(9.6%)	90	1,414	(11.3%)	105	2,842	(11.3%)	106

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
14-17	154	(4.7%)	86	724	(5.8%)	105	1,561	(6.2%)	113
18-21	164	(5.1%)	88	749	(6%)	104	1,572	(6.3%)	109
22-24	128	(3.9%)	90	566	(4.5%)	104	1,149	(4.6%)	105
25-29	184	(5.7%)	92	711	(5.7%)	92	1,393	(5.6%)	90
30-34	217	(6.7%)	100	614	(4.9%)	75	1,065	(4.3%)	64
35-39	237	(7.3%)	109	690	(5.5%)	8	1,119	(4.5%)	67
40-44	261	(8%)	125	769	(6.1%)	95	1,433	(5.7%)	89
45-49	252	(7.8%)	129	862	(6.9%)	115	1,612	(6.4%)	107
50-54	241	(7.4%)	125	823	(6.6%)	110	1,715	(6.8%)	115
55-59	226	(7%)	114	929	(7.4%)	122	1,908	(7.6%)	125
60-64	184	(5.7%)	90	858	(6.8%)	109	1,935	(7.7%)	123
65-69	185	(5.7%)	98	785	(6.3%)	108	1,634	(6.5%)	112
70-74	122	(3.8%)	7	580	(4.6%)	98	1,257	(5%)	106
75-79	92	(2.8%)	8	397	(3.2%)	90	837	(3.3%)	95
80-84	60	(1.8%)	89	257	(2.1%)	99	497	(2%)	95
85+	61	(1.9%)	127	209	(1.7%)	113	403	(1.6%)	109

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	Value	1 Mile	3 Mile	5 Mile
Female Average Age	43.81	104	42.8	102
Female Median Age	43.48	105	42.8	106
0-4	158 (4.7%)	92	552 (4%)	1,054 (3.9%)
5-13	311 (9.3%)	94	1,283 (9.3%)	2,689 (10%)
14-17	149 (4.5%)	88	681 (4.9%)	1,462 (5.4%)
18-21	154 (4.6%)	88	759 (5.5%)	1,541 (5.7%)
22-24	116 (3.5%)	88	603 (4.4%)	1,185 (4.4%)
25-29	152 (4.6%)	86	804 (5.8%)	1,504 (5.6%)
30-34	200 (6%)	94	770 (5.6%)	1,209 (4.5%)
35-39	235 (7.1%)	108	817 (5.9%)	1,327 (4.9%)
40-44	218 (6.5%)	103	873 (6.3%)	1,654 (6.2%)
45-49	211 (6.3%)	106	904 (6.6%)	1,759 (6.5%)
50-54	218 (6.5%)	110	978 (7.1%)	1,963 (7.3%)
55-59	247 (7.4%)	120	1,035 (7.5%)	2,160 (8%)
60-64	199 (6%)	92	924 (6.7%)	2,008 (7.5%)

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65-69	219	(6.6%)	104	843	(6.1%)	97	1,778	(6.6%)	105
70-74	183	(5.5%)	104	692	(5%)	95	1,313	(4.9%)	92
75-79	151	(4.5%)	109	511	(3.7%)	89	995	(3.7%)	89
80-84	105	(3.2%)	117	392	(2.8%)	105	681	(2.5%)	94
85+	103	(3.1%)	121	338	(2.5%)	96	610	(2.3%)	89

Employment by Occupation

Total Employees (16+ Years Old)	3,635			13,354			26,670		
Professional Specialty	1,085	(29.8%)	121	4,285	(32.1%)	130	9,606	(36%)	146
Managerial/Executive	585	(16.1%)	93	3,718	(27.8%)	160	7,686	(28.8%)	166
Sales	380	(10.5%)	112	1,113	(8.3%)	89	2,337	(8.8%)	94
Construction	349	(9.6%)	120	907	(6.8%)	85	1,264	(4.7%)	59
Production & Transportation	318	(8.7%)	68	666	(5%)	39	957	(3.6%)	28
Healthcare support	210	(5.8%)	176	281	(2.1%)	64	371	(1.4%)	42
Office Admin	208	(5.7%)	54	985	(7.4%)	69	1,900	(7.1%)	67
Building Maintenance & Cleaning	195	(5.4%)	158	512	(3.8%)	113	746	(2.8%)	8
Personal Care	177	(4.9%)	195	332	(2.5%)	100	679	(2.5%)	102

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Food Preparation & Serving	107	(2.9%)	58	386	(2.9%)	57	838	(3.1%)	62
Protective	18	(<0.5%)	23	166	(1.2%)	57	283	(1.1%)	49
Farming, Fishing & Forestry	3	(<0.5%)	14	3	(<0.5%)	4	3	(<0.5%)	2

Employment by Industry

Total Employees (16+ Years Old)	3,635			13,354			26,670		
Educational Services	1,025	(28.2%)	120	3,512	(26.3%)	112	7,056	(26.5%)	113
Wholesale Retail	444	(12.2%)	93	1,471	(11%)	84	2,443	(9.2%)	70
Entertainment Services	369	(10.2%)	117	852	(6.4%)	75	1,634	(6.1%)	71
Manufacturing	324	(8.9%)	90	540	(4%)	41	1,451	(5.4%)	55
Professional Services	302	(8.3%)	103	1,633	(12.2%)	152	4,168	(15.6%)	194
Financial, Insurance & Real Estate	298	(8.2%)	122	1,545	(11.6%)	172	3,832	(14.4%)	213
Other Professional Services	251	(6.9%)	147	774	(5.8%)	123	1,129	(4.2%)	90
Administrative/Waste Services	234	(6.4%)	154	801	(6%)	144	1,074	(4%)	96
Agriculture/Mining/Construction	220	(6.1%)	71	1,089	(8.2%)	96	1,684	(6.3%)	74
Transportation	92	(2.5%)	43	440	(3.3%)	56	663	(2.5%)	43
Information	48	(1.3%)	71	448	(3.4%)	180	950	(3.6%)	191

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Public Administration	28	(0.8%)	16	244	(1.8%)	38	470	(1.8%)	37
Management Services				5	(<0.5%)	30	116	(<0.5%)	344

Language Spoken

Speak English at Home	3,221	(51.5%)	67	17,509	(69.6%)	90	38,117	(76.6%)	99
Speak Spanish at Home	2,130	(34.1%)	241	4,560	(18.1%)	128	6,047	(12.1%)	86
Speak Other Language at Home	901	(14.4%)	170	3,075	(12.2%)	145	5,606	(11.3%)	33

Ancestry

Other	1,487	(22.6%)	107	5,023	(19.1%)	91	8,814	(17%)	80
Central American	1,461	(22.2%)	1336	3,364	(12.8%)	769	3,492	(6.7%)	404
Unclassified	597	(9.1%)	56	3,298	(12.5%)	77	7,007	(13.5%)	83
Italian	440	(6.7%)	225	2,163	(8.2%)	276	5,215	(10%)	337
Puerto Rican	440	(6.7%)	238	1,149	(4.4%)	155	1,968	(3.8%)	35
Scottish/Irish	331	(5%)	76	1,722	(6.5%)	98	4,323	(8.3%)	125
Other European (e.g. Greek/Russian)	282	(4.3%)	135	1,882	(7.2%)	226	4,693	(9%)	285
Mexican	234	(3.6%)	32	394	(1.5%)	14	578	(1.1%)	10
South American	201	(3.1%)	245	1,134	(4.3%)	346	1,807	(3.5%)	279

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Dominican	199	(3%)	475	360	(1.4%)	215	625	(1.2%)	189
Other Hispanic	168	(2.6%)	178	698	(2.7%)	185	1,035	(2%)	139
German	113	(1.7%)	22	900	(3.4%)	44	2,335	(4.5%)	58
Polish	96	(1.5%)	95	472	(1.8%)	117	1,127	(2.2%)	141
Scandinavian	86	(1.3%)	69	318	(1.2%)	64	718	(1.4%)	73
British	85	(1.3%)	24	864	(3.3%)	62	1,962	(3.8%)	71
American	66	(1%)	21	768	(2.9%)	61	1,635	(3.1%)	66
Chinese	58	(0.9%)	71	502	(1.9%)	153	1,284	(2.5%)	198
South Central Asian (e.g. Indian)	56	(0.9%)	55	277	(1.1%)	67	853	(1.6%)	105
Other Asian	40	(0.6%)	142	63	(<0.5%)	56	158	(<0.5%)	71
Japanese	34	(0.5%)	216	61	(<0.5%)	97	231	(<0.5%)	185
South East Asian (e.g. Vietnamese)	29	(<0.5%)	25	334	(1.3%)	72	565	(1.1%)	62
French	21	(<0.5%)	26	139	(0.5%)	43	323	(0.6%)	50
Dutch	13	(<0.5%)	33	65	(<0.5%)	41	197	(<0.5%)	63
Middle Eastern	11	(<0.5%)	27	124	(<0.5%)	76	365	(0.7%)	113
Korean	10	(<0.5%)	29	120	(<0.5%)	88	328	(0.6%)	122

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Native American (Indian/Eskimo)	10	(<0.5%)	35	(<0.5%)	45	(<0.5%)
Cuban	7	(<0.5%)	61	(<0.5%)	253	(<0.5%)
Hawaiian/Pacific Islander	1	(<0.5%)	1	(<0.5%)	5	(<0.5%)

Education (Age 25+)

Total Educated Population	4,763		18,365		35,769	
Elementary (0 to 8 Years)	537	(11.3%)	1,521	(8.3%)	1,774	(5%)
Some High School (9 to 11 Years)	209	(4.4%)	919	(5%)	1,065	(3%)
High School Graduate (12 Years)	966	(20.3%)	2,532	(13.8%)	3,763	(10.5%)
Some College (13 to 16 Years)	484	(10.2%)	1,673	(9.1%)	2,958	(8.3%)
Associates Degree Only	217	(4.6%)	916	(5%)	1,866	(5.2%)
Bachelor's Degree Only	1,398	(29.4%)	4,951	(27%)	11,520	(32.2%)
Graduate Degree	952	(20%)	5,853	(31.9%)	12,823	(35.8%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	2,645	9,129	17,700
One Person Households	901 (34.1%)	2,195 (24%)	3,454 (19.5%)
Married Couple	1,277 (48.3%)	5,498 (60.2%)	11,786 (66.6%)
Male Householder	105 (4%)	249 (2.7%)	483 (2.7%)
Female Householder	238 (9%)	841 (9.2%)	1,441 (8.1%)
Non Family Households	124 (4.7%)	346 (3.8%)	536 (3%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,645	9,129	17,700
1 Person Household	901 (34.1%)	2,195 (24%)	3,454 (19.5%)
2 Person Household	689 (26%)	2,522 (27.6%)	5,079 (28.7%)
3 Person Household	368 (13.9%)	1,531 (16.8%)	3,090 (17.5%)
4 Person Household	411 (15.5%)	1,722 (18.9%)	3,771 (21.3%)
5 Person Household	164 (6.2%)	744 (8.1%)	1,561 (8.8%)
6 Person Household	65 (2.5%)	246 (2.7%)	480 (2.7%)
7+ Person Household	47 (1.8%)	169 (1.9%)	265 (1.5%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	2,731	9,629	18,745
Owner Occupied Housing	1,667	6,289	13,845
Renter Occupied Housing	978	2,840	3,855
Vacant Housing	86	500	1,045

Housing Rent

Average Rent	\$1,835.84	119	\$2,019.12	131	\$2,149.67	139
Median Rent	\$1,917.54	136	\$2,001.03	142	\$2,085.71	148
Total Cash Rents Housing	957	2,799	3,652			
<\$300	22 (2.3%)	8	22 (0.8%)	28	28 (0.8%)	27
\$300-\$500	64 (6.7%)	173	64 (2.3%)	59	71 (1.9%)	50
\$500-\$750	83 (8.7%)	99	127 (4.5%)	52	128 (3.5%)	40
\$750-\$1000	29 (3%)	23	106 (3.8%)	29	106 (2.9%)	22
\$1000-\$1500	121 (12.6%)	48	299 (10.7%)	41	421 (11.5%)	44
\$1500-\$2000	191 (20%)	95	780 (27.9%)	132	922 (25.2%)	120
\$2000-\$2500	257 (26.9%)	230	726 (25.9%)	222	875 (24%)	205

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	111	(11.6%)	202	385	(13.8%)	239	503	(13.8%)	240
\$3000-\$3500	29	(3%)	100	136	(4.9%)	160	178	(4.9%)	160
>\$3500	50	(5.2%)	143	154	(5.5%)	151	420	(11.5%)	315

Value of Owner-Occupied Housing Units

Average House Value	\$568,612.04	109	\$1.06M	203	\$1.25M	240			
Median House Value	\$505,490.98	133	\$899,645.28	236	\$1.06M	280			
Owner Occupied Housing	1,667		6,289		13,845				
<\$100K	21	(1.3%)	15	60	(1%)	11	120	(0.9%)	10
\$100K - \$200K	198	(11.9%)	88	206	(3.3%)	24	227	(1.6%)	12
\$200K - \$300K	313	(18.8%)	116	445	(7.1%)	44	484	(3.5%)	22
\$300K - \$400K	184	(11%)	76	285	(4.5%)	31	371	(2.7%)	18
\$400K - \$500K	109	(6.5%)	57	271	(4.3%)	37	354	(2.6%)	22
\$500K - \$1000K	698	(41.9%)	169	2,415	(38.4%)	155	4,755	(34.3%)	139
>\$1000K	144	(8.6%)	74	2,607	(41.5%)	380	7,534	(54.4%)	498

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



Benchmark: Nationwide



Poverty

Households in Poverty	200	(7.6%)	60	792	(8.7%)	68	1,255	(7.1%)	56
Households Above Poverty	2,445	(92.4%)	106	8,337	(91.3%)	105	16,445	(92.9%)	106
Households in Poverty (Married)	96	(3.6%)	166	261	(2.9%)	131	412	(2.3%)	107
Households in Poverty (Male Householder)							50	(<0.5%)	44
Households in Poverty (Female Householder)				31	(<0.5%)	11	215	(1.2%)	41
Households in Poverty (Non-Family)	98	(3.7%)	59	484	(5.3%)	85	558	(3.2%)	50
Households in Poverty (Non-Family Student)	6	(<0.5%)	36	16	(<0.5%)	28	20	(<0.5%)	18

Wealth per Household

Household Average Wealth	\$256,965.03		106	\$280,992.72		116	\$297,556.36		123
Household Median Wealth	\$90,916.78		112	\$111,439.86		137	\$130,746.24		161
<\$0K	441	(16.7%)	96	1,419	(15.5%)	89	2,580	(14.6%)	84
\$0K - \$5K	213	(8.1%)	94	644	(7.1%)	82	1,087	(6.1%)	72
\$5K - \$10K	113	(4.3%)	94	356	(3.9%)	86	630	(3.6%)	71
\$10K - \$25K	161	(6.1%)	96	523	(5.7%)	90	971	(5.5%)	86
\$25K - \$50K	176	(6.7%)	98	590	(6.5%)	95	1,133	(6.4%)	94

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				
\$50K - \$100K	267	(10.1%)	99	903	(9.9%)	97	1,757	(9.9%)	97
\$100K - \$250K	482	(18.2%)	101	1,698	(18.6%)	103	3,376	(19.1%)	106
\$250K - \$500K	364	(13.8%)	104	1,330	(14.6%)	110	2,702	(15.3%)	116
>\$500K	428	(16.2%)	109	1,666	(18.2%)	123	3,464	(19.6%)	132

Vehicles per Household

Total Number of Vehicles	3,699			16,424			35,366		
Average Number of Vehicles	1.4		76	1.8		98	2		109
No Vehicles	333	(12.6%)	152	551	(6%)	75	759	(4.3%)	52
1 Vehicle	1,292	(48.8%)	149	3,416	(37.4%)	114	4,902	(27.7%)	84
2 Vehicles	718	(27.1%)	74	3,290	(36%)	98	7,543	(42.6%)	116
3 or more Vehicles	302	(11.4%)	52	1,872	(20.5%)	93	4,496	(25.4%)	115

Population Change

Births	59			222			438		
Deaths	53			200			395		
Migration	-32			-55			36		

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	508	1,776	2,690
Total Employees	5,586	17,601	24,236

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