



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	6,124		62,696		192,504	
Households	2,614		25,559		79,070	
Persons per Household	2.28	90	2.43	95	2.38	93
Household Median Income	\$109,222.93	137	\$86,807.94	109	\$82,572.32	104
Household Median Disposable Income	\$88,197.56	129	\$72,341.75	105	\$68,806.67	100
Household Median Discretionary Income	\$71,945.92	141	\$53,233.48	104	\$48,233.42	95
Average Income Per Person	\$57,047.66	132	\$45,316.25	105	\$43,639.13	101
Median Rent	\$1,525.08	108	\$1,441.11	102	\$1,411.57	100
Median House Value	\$431,955.92	113	\$403,230.21	106	\$375,498.41	99
Households in Poverty	83 (3.2%)	25	2,735 (10.7%)	84	8,700 (11%)	87
Household Median Wealth	\$95,453.64	118	\$80,967.81	100	\$79,797.89	98
Average Age	45.66	111	42.41	104	42.06	103
Median Age	46.68	116	41.69	104	41.11	102
Households with Children	505 (19.3%)	72	5,917 (23.2%)	86	19,434 (24.6%)	92
High School Graduate or Higher	4,365 (93.1%)	104	40,119 (89.6%)	100	122,350 (89.1%)	100

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	2,278 (48.6%)	16,479 (36.8%)	49,533 (36.1%)
Pop density (per sq mi)	2,552	2,486	2,474
Area (based on blockgroups)	2	25	78

Population

Population 2024 Q4	6,124	62,696	192,504
Population 2024 Q3	5,986	62,444	192,438
Population 2024 Q2	5,999	62,419	192,392
Population 2024 Q1	6,002	62,425	192,301
Population 2023 Q4	6,004	62,450	192,347
Population 2023 Q3	6,008	62,458	192,332
Population 2023 Q2	6,009	62,474	192,428
Population 2023 Q1	6,011	62,501	192,530
Population 2022 Q4	6,010	62,501	192,524
Population 5 Years Forecast	6,290	63,334	193,823
Population 10 Years Forecast	6,411	64,047	195,601
Persons per Household	2.28	2.43	2.38

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	154	(2.5%)	107	469	(0.7%)	32	4,227	(2.2%)	93
Transient Population - Average Last 4 Quarters				101	(<0.5%)	12	1,131	(0.6%)	45

Households

Households 2024 Q4	2,614		25,559		79,070
Households 2024 Q3	2,551		25,468		79,011
Households 2024 Q2	2,559		25,457		78,996
Households 2024 Q1	2,559		25,450		78,942
Households 2023 Q4	2,560		25,463		78,971
Households 2023 Q3	2,562		25,464		78,962
Households 2023 Q2	2,563		25,476		79,003
Households 2023 Q1	2,563		25,484		79,060
Households 2022 Q4	2,562		25,487		79,055
Households 5 Years Forecast	2,685		25,821		79,615
Households 10 Years Forecast	2,738		26,116		80,361

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Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	2,883	(47.1%)	96	30,057 (47.9%)	98
Female	3,241	(52.9%)	104	32,639 (52.1%)	102

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	4,696	(76.7%)	133	37,336 (59.6%)	103
Hispanic (Ethnic)	517	(8.4%)	43	13,893 (22.2%)	114
Asian	442	(7.2%)	125	4,727 (7.5%)	131
Other	297	(4.8%)	93	2,714 (4.3%)	83
Black	172	(2.8%)	24	4,026 (6.4%)	54

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	2,150	(82.2%)	134	16,025 (62.7%)	102
Hispanic (Ethnic)	174	(6.7%)	44	4,983 (19.5%)	128
Other	156	(6%)	7	1,873 (7.3%)	97
Asian	115	(4.4%)	97	1,306 (5.1%)	113
Black	19	(0.7%)	7	1,372 (5.4%)	48

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 Income	\$131,344.59	118	\$110,404.35	99	\$105,237.09	95
Average Income Per Person	\$57,047.66	132	\$45,316.25	105	\$43,639.13	101
Household Median Income	\$109,222.93	137	\$86,807.94	109	\$82,572.32	104
<\$15K	70 (2.7%)	33	1,954 (7.6%)	94	5,914 (7.5%)	92
\$15K - \$25K	78 (3%)	46	1,706 (6.7%)	103	4,752 (6%)	93
\$25K - \$35K	69 (2.6%)	39	1,422 (5.6%)	83	5,153 (6.5%)	97
\$35K - \$50K	380 (14.5%)	141	2,234 (8.7%)	85	7,697 (9.7%)	95
\$50K - \$75K	296 (11.3%)	72	3,529 (13.8%)	88	12,349 (15.6%)	99
\$75K - \$100K	262 (10%)	74	3,751 (14.7%)	114	10,836 (13.7%)	107
\$100K - \$150K	617 (23.6%)	133	4,747 (18.6%)	105	15,002 (19%)	107
\$150K - \$175K	255 (9.8%)	155	1,864 (7.3%)	116	5,512 (7%)	111
\$175K - \$200K	153 (5.9%)	89	2,066 (8.1%)	123	6,179 (7.8%)	119
\$200K - \$250K	243 (9.3%)	178	1,280 (5%)	96	3,174 (4%)	7
\$250K - \$500K	104 (4%)	178	545 (2.1%)	96	1,358 (1.7%)	7
>\$500K	87 (3.3%)	178	461 (1.8%)	97	1,144 (1.4%)	7

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	\$100,462.48		122	\$83,679.48		102	\$80,048.73		97
Household Median Disposable Income	\$88,197.56		129	\$72,341.75		105	\$68,806.67		100
<\$15K	73	(2.8%)	32	2,099	(8.2%)	94	6,365	(8%)	92
\$15K - \$25K	84	(3.2%)	42	1,909	(7.5%)	98	5,942	(7.5%)	99
\$25K - \$35K	96	(3.7%)	47	1,699	(6.6%)	84	5,784	(7.3%)	93
\$35K - \$50K	389	(14.9%)	122	2,799	(11%)	90	10,298	(13%)	107
\$50K - \$75K	416	(15.9%)	90	4,762	(18.6%)	105	14,454	(18.3%)	103
\$75K - \$100K	496	(19%)	133	3,959	(15.5%)	109	12,071	(15.3%)	107
\$100K - \$150K	564	(21.6%)	120	4,761	(18.6%)	104	15,341	(19.4%)	108
\$150K - \$175K	167	(6.4%)	105	1,845	(7.2%)	119	4,543	(5.7%)	94
\$175K - \$200K	90	(3.4%)	156	461	(1.8%)	8	1,146	(1.4%)	66
\$200K - \$250K	97	(3.7%)	174	507	(2%)	93	1,256	(1.6%)	74
\$250K - \$500K	132	(5%)	172	697	(2.7%)	93	1,719	(2.2%)	74
>\$500K	10	(<0.5%)	149	61	(<0.5%)	93	151	(<0.5%)	74

Discretionary Households Income

Household Average Discretionary Income	\$78,846.13		129	\$62,291.39		102	\$58,261.4		95
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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$71,945.92	141	\$53,233.48	104	\$48,233.42	95
<\$10K	72 (2.8%)	30	2,623 (10.3%)	111	8,528 (10.8%)	116
\$10K - \$20K	91 (3.5%)	33	2,740 (10.7%)	101	8,582 (10.9%)	103
\$20K - \$30K	138 (5.3%)	50	1,983 (7.8%)	73	8,133 (10.3%)	97
\$30K - \$40K	404 (15.5%)	155	2,693 (10.5%)	106	8,543 (10.8%)	109
\$40K - \$50K	182 (7%)	76	2,007 (7.9%)	89	6,929 (8.8%)	99
\$50K - \$75K	511 (19.5%)	112	4,897 (19.2%)	110	14,195 (18%)	103
\$75K - \$100K	438 (16.8%)	143	3,155 (12.3%)	105	9,535 (12.1%)	103
\$100K - \$125K	321 (12.3%)	152	2,654 (10.4%)	128	7,072 (8.9%)	111
\$125K - \$150K	132 (5%)	76	1,440 (5.6%)	85	4,745 (6%)	90
>\$150K	325 (12.4%)	210	1,367 (5.3%)	91	2,808 (3.6%)	60

Households Income by Ethnicity

Average Income - White	\$111,707.76	117	\$104,427.98	109	\$98,682.34	103
Median Income - White	\$107,075.19	123	\$96,838.38	112	\$92,240.3	106
Average Income - Black	\$124,529.89	180	\$88,383.88	128	\$79,248.93	115
Median Income - Black	\$123,213.36	222	\$85,078.13	154	\$71,834.76	130

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$104,988.07 (93)	\$112,254.31 (99)	\$106,916.68 (95)
Median Income - Asian	\$109,895.44 (96)	\$116,050.5 (101)	\$106,523.86 (93)
Average Income - Hispanic	\$112,390.51 (139)	\$68,240.99 (84)	\$73,676.51 (91)
Median Income - Hispanic	\$117,307 (169)	\$51,877.86 (75)	\$61,438.83 (88)
Average Income - Other	\$112,979.35 (126)	\$74,956.56 (84)	\$81,720.59 (91)
Median Income - Other	\$119,790.87 (150)	\$64,511.42 (8)	\$72,461.21 (91)

Age

Average Age	45.66 (111)	42.41 (104)	42.06 (103)
Median Age	46.68 (116)	41.69 (104)	41.11 (102)
0-4	303 (4.9%) (92)	3,275 (5.2%) (97)	10,382 (5.4%) (100)
5-13	433 (7.1%) (69)	6,121 (9.8%) (95)	18,166 (9.4%) (92)
14-17	255 (4.2%) (71)	3,085 (4.9%) (93)	9,482 (4.9%) (93)
18-21	259 (4.2%) (71)	3,121 (5%) (90)	9,789 (5.1%) (92)
22-24	184 (3%) (72)	2,330 (3.7%) (90)	7,318 (3.8%) (92)
25-29	327 (5.3%) (90)	3,490 (5.6%) (94)	11,046 (5.7%) (97)
30-34	402 (6.6%) (101)	4,016 (6.4%) (98)	13,224 (6.9%) (105)

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	1 Mile		3 Mile		5 Mile	
35-39	405	(6.6%)	4,158	(6.6%)	13,401	(7%)
40-44	351	(5.7%)	4,158	(6.6%)	12,420	(6.5%)
45-49	341	(5.6%)	3,601	(5.7%)	11,095	(5.8%)
50-54	389	(6.4%)	3,664	(5.8%)	11,110	(5.8%)
55-59	468	(7.6%)	4,103	(6.5%)	12,250	(6.4%)
60-64	460	(7.5%)	4,342	(6.9%)	12,978	(6.7%)
65-69	459	(7.5%)	4,035	(6.4%)	12,501	(6.5%)
70-74	356	(5.8%)	3,233	(5.2%)	9,954	(5.2%)
75-79	305	(5%)	2,447	(3.9%)	7,491	(3.9%)
80-84	211	(3.4%)	1,635	(2.6%)	4,706	(2.4%)
85+	216	(3.5%)	1,882	(3%)	5,191	(2.7%)

Age - Male

Male Average Age	43.75		40.88		40.65	
Male Median Age	43.13		40.21		38.72	
0-4	156	(5.4%)	1,681	(5.6%)	5,320	(5.7%)
5-13	223	(7.7%)	3,088	(10.3%)	9,160	(9.9%)

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	1 Mile			3 Mile			5 Mile		
14-17	131	(4.5%)	8	1,559	(5.2%)	94	4,783	(5.2%)	94
18-21	135	(4.7%)	8	1,606	(5.3%)	93	5,044	(5.4%)	95
22-24	97	(3.4%)	7	1,213	(4%)	93	3,838	(4.1%)	95
25-29	160	(5.5%)	90	1,775	(5.9%)	96	5,633	(6.1%)	99
30-34	195	(6.8%)	101	2,009	(6.7%)	100	6,500	(7%)	105
35-39	205	(7.1%)	106	1,993	(6.6%)	99	6,494	(7%)	105
40-44	178	(6.2%)	96	2,018	(6.7%)	104	6,039	(6.5%)	101
45-49	147	(5.1%)	85	1,719	(5.7%)	95	5,290	(5.7%)	95
50-54	175	(6.1%)	102	1,756	(5.8%)	98	5,330	(5.8%)	97
55-59	229	(7.9%)	130	1,971	(6.6%)	108	5,811	(6.3%)	103
60-64	206	(7.1%)	113	2,011	(6.7%)	106	6,177	(6.7%)	106
65-69	205	(7.1%)	122	1,856	(6.2%)	106	5,793	(6.3%)	107
70-74	157	(5.4%)	115	1,453	(4.8%)	102	4,562	(4.9%)	104
75-79	130	(4.5%)	128	1,076	(3.6%)	102	3,276	(3.5%)	100
80-84	88	(3.1%)	147	664	(2.2%)	106	1,888	(2%)	98
85+	66	(2.3%)	155	609	(2%)	137	1,706	(1.8%)	125

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Benchmark: Nationwide



Age - Female

Metric	Value	1 Mile	3 Mile	5 Mile
Female Average Age	47.37	113	104	103
Female Median Age	48.74	118	104	103
0-4	147 (4.5%)	88	94	98
5-13	210 (6.5%)	65	94	91
14-17	124 (3.8%)	75	91	92
18-21	124 (3.8%)	73	88	90
22-24	87 (2.7%)	68	87	88
25-29	167 (5.2%)	91	92	95
30-34	207 (6.4%)	100	96	106
35-39	200 (6.2%)	95	102	106
40-44	173 (5.3%)	84	103	101
45-49	194 (6%)	100	96	97
50-54	214 (6.6%)	111	98	97
55-59	239 (7.4%)	120	106	105
60-64	254 (7.8%)	120	109	104

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
65-69	254	(7.8%)	124	2,179	(6.7%)	106	6,708	(6.7%)	107
70-74	199	(6.1%)	116	1,780	(5.5%)	103	5,392	(5.4%)	102
75-79	175	(5.4%)	130	1,371	(4.2%)	101	4,215	(4.2%)	101
80-84	123	(3.8%)	140	971	(3%)	110	2,818	(2.8%)	104
85+	150	(4.6%)	181	1,273	(3.9%)	153	3,485	(3.5%)	136

Employment by Occupation

Total Employees (16+ Years Old)	3,510			32,775			103,220		
Managerial/Executive	1,066	(30.4%)	175	6,301	(19.2%)	111	17,582	(17%)	98
Professional Specialty	994	(28.3%)	115	8,315	(25.4%)	103	26,065	(25.3%)	102
Office Admin	385	(11%)	103	3,970	(12.1%)	114	12,352	(12%)	113
Production & Transportation	296	(8.4%)	65	4,118	(12.6%)	97	13,018	(12.6%)	98
Sales	231	(6.6%)	71	3,335	(10.2%)	109	9,878	(9.6%)	103
Construction	137	(3.9%)	49	1,800	(5.5%)	69	6,032	(5.8%)	73
Food Preparation & Serving	109	(3.1%)	61	1,482	(4.5%)	89	5,968	(5.8%)	113
Personal Care	81	(2.3%)	93	777	(2.4%)	95	2,432	(2.4%)	94
Healthcare support	78	(2.2%)	68	1,139	(3.5%)	106	4,256	(4.1%)	126

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Protective	70	(2%)	92	470	(1.4%)	66	1,961	(1.9%)	88
Building Maintenance & Cleaning	63	(1.8%)	53	1,042	(3.2%)	94	3,629	(3.5%)	104
Farming, Fishing & Forestry				26	(<0.5%)	14	47	(<0.5%)	8

Employment by Industry

Total Employees (16+ Years Old)	3,510			32,775			103,220		
Educational Services	852	(24.3%)	104	7,720	(23.6%)	101	27,091	(26.2%)	112
Manufacturing	725	(20.7%)	208	3,990	(12.2%)	122	12,031	(11.7%)	117
Wholesale Retail	414	(11.8%)	90	4,570	(13.9%)	106	13,755	(13.3%)	101
Financial, Insurance & Real Estate	408	(11.6%)	173	3,846	(11.7%)	174	9,910	(9.6%)	143
Professional Services	244	(7%)	86	2,104	(6.4%)	80	6,507	(6.3%)	70
Public Administration	219	(6.2%)	131	1,468	(4.5%)	94	4,573	(4.4%)	93
Entertainment Services	173	(4.9%)	57	2,388	(7.3%)	84	7,847	(7.6%)	88
Other Professional Services	158	(4.5%)	96	1,486	(4.5%)	96	4,316	(4.2%)	89
Agriculture/Mining/Construction	106	(3%)	35	1,600	(4.9%)	57	5,350	(5.2%)	61
Administrative/Waste Services	86	(2.5%)	59	1,290	(3.9%)	94	4,459	(4.3%)	103
Transportation	80	(2.3%)	39	1,861	(5.7%)	97	6,083	(5.9%)	101

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Information	45	(1.3%)	69	452	(1.4%)	74	1,271	(1.2%)	66
Management Services							27	(<0.5%)	21

Language Spoken

Speak English at Home	3,998	(68.7%)	89	39,411	(66.3%)	86	119,527	(65.6%)	85
Speak Other Language at Home	1,433	(24.6%)	291	10,346	(17.4%)	206	30,936	(17%)	201
Speak Spanish at Home	390	(6.7%)	47	9,664	(16.3%)	115	31,659	(17.4%)	123

Ancestry

Other	1,118	(18.3%)	87	12,640	(20.2%)	96	39,429	(20.5%)	97
Italian	889	(14.5%)	488	7,090	(11.3%)	380	19,217	(10%)	335
Polish	770	(12.6%)	820	4,779	(7.6%)	497	15,205	(7.9%)	515
Unclassified	572	(9.3%)	57	5,372	(8.6%)	53	18,212	(9.5%)	58
Scottish/Irish	509	(8.3%)	125	4,234	(6.8%)	101	12,222	(6.3%)	95
British	315	(5.1%)	97	2,060	(3.3%)	62	6,005	(3.1%)	59
Other European (e.g. Greek/Russian)	313	(5.1%)	161	2,381	(3.8%)	120	7,666	(4%)	126
German	222	(3.6%)	47	1,619	(2.6%)	33	5,310	(2.8%)	35
Puerto Rican	216	(3.5%)	125	9,934	(15.8%)	563	32,600	(16.9%)	601

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South Central Asian (e.g. Indian)	215	(3.5%)	225	3,148	(5%)	321	6,481	(3.4%)	216
French	212	(3.5%)	279	1,625	(2.6%)	209	4,517	(2.3%)	189
South East Asian (e.g. Vietnamese)	157	(2.6%)	146	612	(1%)	55	2,240	(1.2%)	66
South American	129	(2.1%)	169	1,644	(2.6%)	210	4,813	(2.5%)	201
American	121	(2%)	41	1,063	(1.7%)	35	3,675	(1.9%)	40
Other Hispanic	81	(1.3%)	92	434	(0.7%)	48	2,019	(1%)	73
Scandinavian	78	(1.3%)	67	714	(1.1%)	60	2,129	(1.1%)	58
Cuban	67	(1.1%)	151	225	(<0.5%)	50	973	(0.5%)	70
Chinese	53	(0.9%)	69	412	(0.7%)	53	1,360	(0.7%)	57
Middle Eastern	35	(0.6%)	92	357	(0.6%)	92	1,239	(0.6%)	104
Mexican	12	(<0.5%)	2	736	(1.2%)	11	2,170	(1.1%)	10
Korean	9	(<0.5%)	28	232	(<0.5%)	71	580	(<0.5%)	58
Other Asian	7	(<0.5%)	27	317	(0.5%)	118	903	(<0.5%)	110
Dutch	6	(<0.5%)	16	65	(<0.5%)	17	289	(<0.5%)	25
Central American	6	(<0.5%)	6	287	(<0.5%)	28	994	(0.5%)	31
Dominican	6	(<0.5%)	15	633	(1%)	158	1,900	(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	
Hawaiian/Pacific Islander	3	(<0.5%)	24	(<0.5%)	49	(<0.5%)
Native American (Indian/Eskimo)	2	(<0.5%)	53	(<0.5%)	197	(<0.5%)
Japanese	1	(<0.5%)	6	(<0.5%)	110	(<0.5%)

Education (Age 25+)

Total Educated Population	4,690		44,764		137,367	
Elementary (0 to 8 Years)	218	(4.6%)	2,131	(4.8%)	7,037	(5.1%)
Some High School (9 to 11 Years)	107	(2.3%)	2,514	(5.6%)	7,980	(5.8%)
High School Graduate (12 Years)	943	(20.1%)	12,758	(28.5%)	38,199	(27.8%)
Some College (13 to 16 Years)	834	(17.8%)	7,363	(16.4%)	22,645	(16.5%)
Associates Degree Only	310	(6.6%)	3,519	(7.9%)	11,973	(8.7%)
Bachelor's Degree Only	1,261	(26.9%)	9,505	(21.2%)	27,937	(20.3%)
Graduate Degree	1,017	(21.7%)	6,974	(15.6%)	21,596	(15.7%)

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	2,614	25,559	79,070
One Person Households	782 (29.9%)	7,721 (30.2%)	25,152 (31.8%)
Married Couple	1,055 (40.4%)	10,674 (41.8%)	32,497 (41.1%)
Male Householder	217 (8.3%)	1,967 (7.7%)	4,464 (5.6%)
Female Householder	366 (14%)	3,803 (14.9%)	11,623 (14.7%)
Non Family Households	194 (7.4%)	1,394 (5.5%)	5,334 (6.7%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,614	25,559	79,070
1 Person Household	782 (29.9%)	7,721 (30.2%)	25,152 (31.8%)
2 Person Household	880 (33.7%)	7,846 (30.7%)	24,699 (31.2%)
3 Person Household	416 (15.9%)	4,266 (16.7%)	12,797 (16.2%)
4 Person Household	329 (12.6%)	3,665 (14.3%)	10,215 (12.9%)
5 Person Household	137 (5.2%)	1,340 (5.2%)	4,001 (5.1%)
6 Person Household	36 (1.4%)	460 (1.8%)	1,435 (1.8%)
7+ Person Household	34 (1.3%)	261 (1%)	771 (1%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	2,714	27,144	83,732
Owner Occupied Housing	1,740	15,908	49,238
Renter Occupied Housing	874	9,651	29,832
Vacant Housing	100	1,585	4,662

Housing Rent

Average Rent	\$1,581.23	102	\$1,464.95	95	\$1,439.17	93
Median Rent	\$1,525.08	108	\$1,441.11	102	\$1,411.57	100
Total Cash Rents Housing	851	9,094	28,547			
<\$300		313 (3.4%)	123	944 (3.3%)	118	
\$300-\$500		326 (3.6%)	93	1,064 (3.7%)	96	
\$500-\$750	2 (<0.5%)	3	386 (4.2%)	49	1,679 (5.9%)	67
\$750-\$1000	1 (<0.5%)	1	803 (8.8%)	68	2,751 (9.6%)	74
\$1000-\$1500	406 (47.7%)	181	3,082 (33.9%)	129	9,519 (33.3%)	127
\$1500-\$2000	329 (38.7%)	184	2,762 (30.4%)	144	8,302 (29.1%)	138
\$2000-\$2500	101 (11.9%)	101	983 (10.8%)	92	3,018 (10.6%)	90

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	12	(1.4%)	25	318	(3.5%)	61	816	(2.9%)	50
\$3000-\$3500				50	(0.5%)	18	208	(0.7%)	24
>\$3500				71	(0.8%)	21	246	(0.9%)	24

Value of Owner-Occupied Housing Units

Average House Value	\$462,788.36		89	\$451,580.56		86	\$412,862.88		7
Median House Value	\$431,955.92		113	\$403,230.21		106	\$375,498.41		99
Owner Occupied Housing	1,740			15,908			49,238		
<\$100K	55	(3.2%)	37	415	(2.6%)	30	1,408	(2.9%)	33
\$100K - \$200K	48	(2.8%)	20	694	(4.4%)	32	3,308	(6.7%)	50
\$200K - \$300K	188	(10.8%)	67	2,964	(18.6%)	115	10,360	(21%)	130
\$300K - \$400K	463	(26.6%)	183	3,786	(23.8%)	163	12,640	(25.7%)	176
\$400K - \$500K	363	(20.9%)	181	2,941	(18.5%)	160	9,115	(18.5%)	161
\$500K - \$1000K	589	(33.9%)	137	4,705	(29.6%)	120	11,604	(23.6%)	95
>\$1000K	34	(2%)	18	403	(2.5%)	23	803	(1.6%)	15

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



Benchmark: Nationwide



Poverty

Households in Poverty	83	(3.2%)	25	2,735	(10.7%)	84	8,700	(11%)	87
Households Above Poverty	2,531	(96.8%)	111	22,824	(89.3%)	102	70,370	(89%)	102
Households in Poverty (Married)				365	(1.4%)	65	1,057	(1.3%)	61
Households in Poverty (Male Householder)				235	(0.9%)	144	491	(0.6%)	97
Households in Poverty (Female Householder)				710	(2.8%)	94	2,391	(3%)	102
Households in Poverty (Non-Family)	77	(2.9%)	47	1,317	(5.2%)	8	4,424	(5.6%)	89
Households in Poverty (Non-Family Student)	6	(<0.5%)	37	108	(<0.5%)	68	337	(<0.5%)	68

Wealth per Household

Household Average Wealth	\$262,831.87		109	\$242,409.82		100	\$240,661.09		100
Household Median Wealth	\$95,453.64		118	\$80,967.81		100	\$79,797.89		98
<\$0K	424	(16.2%)	93	4,448	(17.4%)	100	13,837	(17.5%)	101
\$0K - \$5K	198	(7.6%)	88	2,208	(8.6%)	101	6,869	(8.7%)	101
\$5K - \$10K	112	(4.3%)	94	1,171	(4.6%)	101	3,643	(4.6%)	101
\$10K - \$25K	159	(6.1%)	96	1,620	(6.3%)	100	5,038	(6.4%)	100
\$25K - \$50K	174	(6.7%)	98	1,724	(6.7%)	99	5,357	(6.8%)	100

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	264	(10.1%)	2,597	(10.2%)	8,039	(10.2%)
\$100K - \$250K	482	(18.4%)	4,596	(18%)	14,197	(18%)
\$250K - \$500K	366	(14%)	3,369	(13.2%)	10,371	(13.1%)
>\$500K	435	(16.6%)	3,826	(15%)	11,719	(14.8%)

Vehicles per Household

Total Number of Vehicles	4,572		43,391		132,243	
Average Number of Vehicles	1.75		1.7		1.67	
No Vehicles	166	(6.4%)	2,623	(10.3%)	8,205	(10.4%)
1 Vehicle	945	(36.2%)	9,177	(35.9%)	29,148	(36.9%)
2 Vehicles	969	(37.1%)	8,779	(34.3%)	26,936	(34.1%)
3 or more Vehicles	534	(20.4%)	4,980	(19.5%)	14,781	(18.7%)

Population Change

Births	58		609		1,910
Deaths	61		555		1,610
Migration	125		232		7

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	143	1,910	6,061
Total Employees	1,450	19,366	64,828

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