



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	17,638		191,583		567,232	
Households	6,620		70,096		199,460	
Persons per Household	2.66	104	2.68	105	2.82	110
Household Median Income	\$128,099.88	161	\$114,359.66	144	\$105,512.68	133
Household Median Disposable Income	\$103,709.2	151	\$93,227.77	136	\$86,896.93	127
Household Median Discretionary Income	\$77,142.43	151	\$68,631.62	135	\$61,134.27	120
Average Income Per Person	\$58,177.83	135	\$54,405.66	126	\$49,197.88	114
Median Rent	\$1,976.33	140	\$1,827.4	130	\$1,753.33	124
Median House Value	\$669,458.41	176	\$663,974.66	174	\$654,427.44	172
Households in Poverty	459 (6.9%)	55	5,568 (7.9%)	63	19,835 (9.9%)	7
Household Median Wealth	\$101,215.56	125	\$90,537.99	112	\$84,895.08	105
Average Age	43.77	107	42.06	103	41.25	101
Median Age	45.35	113	41.85	104	41.11	102
Households with Children	1,684 (25.4%)	95	19,917 (28.4%)	106	60,739 (30.5%)	114
High School Graduate or Higher	12,155 (92.7%)	104	125,771 (91.6%)	103	358,697 (89.7%)	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	6,703 (51.1%)	65,265 (47.5%)	166,146 (41.6%)
Pop density (per sq mi)	6,653	6,833	7,501
Area (based on blockgroups)	3	28	76

Population

Population 2024 Q4	17,638	191,583	567,232
Population 2024 Q3	17,606	191,257	566,457
Population 2024 Q2	17,573	190,533	566,659
Population 2024 Q1	17,537	190,309	566,175
Population 2023 Q4	17,548	190,228	565,907
Population 2023 Q3	17,527	189,980	564,738
Population 2023 Q2	17,220	189,146	563,709
Population 2023 Q1	17,227	189,302	563,792
Population 2022 Q4	17,240	188,913	563,272
Population 5 Years Forecast	18,162	196,247	575,172
Population 10 Years Forecast	18,658	201,020	585,331
Persons per Household	2.66	2.68	2.82

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	17	(<0.5%)	3,456	(1.8%)	5,549	(1%)
Transient Population - Average Last 4 Quarters	126	(0.7%)	1,749	(0.9%)	3,316	(0.6%)

Households

Households 2024 Q4	6,620	70,096	199,460
Households 2024 Q3	6,600	69,911	199,065
Households 2024 Q2	6,589	69,627	199,050
Households 2024 Q1	6,571	69,526	198,847
Households 2023 Q4	6,577	69,500	198,749
Households 2023 Q3	6,567	69,409	198,338
Households 2023 Q2	6,417	69,033	197,889
Households 2023 Q1	6,420	69,107	197,946
Households 2022 Q4	6,427	68,925	197,772
Households 5 Years Forecast	6,858	72,092	202,561
Households 10 Years Forecast	7,068	74,021	206,364

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Benchmark: Nationwide



Gender

Male	8,564	(48.6%)	99	92,922	(48.5%)	99	274,139	(48.3%)	99
Female	9,074	(51.4%)	101	98,661	(51.5%)	101	293,093	(51.7%)	101

Ethnicity

White	7,965	(45.2%)	74	87,135	(45.5%)	74	234,277	(41.3%)	72
Hispanic (Ethnic)	4,045	(22.9%)	117	50,879	(26.6%)	136	189,310	(33.4%)	171
Asian	3,045	(17.3%)	300	27,326	(14.3%)	248	69,224	(12.2%)	212
Black	2,015	(11.4%)	97	19,013	(9.9%)	84	56,742	(10%)	85
Other	568	(3.2%)	62	7,230	(3.8%)	75	17,679	(3.1%)	60

Household by Ethnicity

White	3,259	(49.2%)	8	32,791	(46.8%)	76	84,957	(42.6%)	69
Hispanic (Ethnic)	1,360	(20.5%)	135	16,938	(24.2%)	159	63,462	(31.8%)	209
Asian	892	(13.5%)	297	7,872	(11.2%)	248	19,204	(9.6%)	212
Black	709	(10.7%)	97	7,050	(10.1%)	91	17,724	(8.9%)	8
Other	400	(6%)	8	5,445	(7.8%)	102	14,113	(7.1%)	93

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	\$154,918.36	139	\$147,173.97	132	\$138,929.8	125
Average Income Per Person	\$58,177.83	135	\$54,405.66	126	\$49,197.88	114
Household Median Income	\$128,099.88	161	\$114,359.66	144	\$105,512.68	133
<\$15K	268 (4%)	50	3,198 (4.6%)	56	11,311 (5.7%)	70
\$15K - \$25K	356 (5.4%)	83	3,226 (4.6%)	71	9,304 (4.7%)	72
\$25K - \$35K	255 (3.9%)	57	3,168 (4.5%)	67	10,053 (5%)	75
\$35K - \$50K	523 (7.9%)	77	4,540 (6.5%)	63	15,777 (7.9%)	77
\$50K - \$75K	660 (10%)	63	8,692 (12.4%)	74	25,930 (13%)	83
\$75K - \$100K	555 (8.4%)	65	8,287 (11.8%)	92	22,976 (11.5%)	90
\$100K - \$150K	1,350 (20.4%)	115	13,446 (19.2%)	108	37,515 (18.8%)	106
\$150K - \$175K	630 (9.5%)	152	6,178 (8.8%)	140	15,925 (8%)	127
\$175K - \$200K	592 (8.9%)	136	7,111 (10.1%)	155	19,050 (9.6%)	145
\$200K - \$250K	802 (12.1%)	232	6,865 (9.8%)	188	17,711 (8.9%)	170
\$250K - \$500K	342 (5.2%)	232	2,938 (4.2%)	188	7,589 (3.8%)	171
>\$500K	287 (4.3%)	232	2,447 (3.5%)	187	6,319 (3.2%)	170

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	\$110,341.02		134	\$103,942.67		126	\$98,943.24		120
Household Median Disposable Income	\$103,709.2		151	\$93,227.77		136	\$86,896.93		127
<\$15K	309	(4.7%)	53	3,483	(5%)	57	12,253	(6.1%)	70
\$15K - \$25K	376	(5.7%)	75	3,800	(5.4%)	71	11,355	(5.7%)	75
\$25K - \$35K	309	(4.7%)	59	3,681	(5.3%)	67	12,523	(6.3%)	80
\$35K - \$50K	588	(8.9%)	73	6,098	(8.7%)	71	18,482	(9.3%)	76
\$50K - \$75K	817	(12.3%)	70	10,764	(15.4%)	87	31,572	(15.8%)	89
\$75K - \$100K	765	(11.6%)	80	9,512	(13.6%)	95	27,164	(13.6%)	95
\$100K - \$150K	1,689	(25.5%)	142	16,902	(24.1%)	135	44,028	(22.1%)	123
\$150K - \$175K	685	(10.3%)	170	6,608	(9.4%)	155	18,203	(9.1%)	150
\$175K - \$200K	292	(4.4%)	200	2,495	(3.6%)	162	6,468	(3.2%)	147
\$200K - \$250K	317	(4.8%)	224	2,718	(3.9%)	181	7,002	(3.5%)	164
\$250K - \$500K	434	(6.6%)	224	3,707	(5.3%)	181	9,562	(4.8%)	164
>\$500K	39	(0.6%)	229	328	(<0.5%)	182	848	(<0.5%)	165

Discretionary Households Income

Household Average Discretionary Income	\$81,676.29		133	\$75,584.97		123	\$70,718.62		115
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Household Median Discretionary Income	\$77,142.43	151	\$68,631.62	135	\$61,134.27	120
<\$10K	237 (3.6%)	39	4,086 (5.8%)	63	14,814 (7.4%)	8
\$10K - \$20K	524 (7.9%)	75	5,392 (7.7%)	73	17,366 (8.7%)	8
\$20K - \$30K	443 (6.7%)	63	5,436 (7.8%)	73	18,325 (9.2%)	87
\$30K - \$40K	597 (9%)	91	5,668 (8.1%)	8	17,541 (8.8%)	88
\$40K - \$50K	390 (5.9%)	66	5,339 (7.6%)	86	16,411 (8.2%)	93
\$50K - \$75K	1,017 (15.4%)	88	12,140 (17.3%)	99	32,611 (16.3%)	94
\$75K - \$100K	1,071 (16.2%)	138	10,033 (14.3%)	122	26,350 (13.2%)	113
\$100K - \$125K	922 (13.9%)	172	8,600 (12.3%)	152	21,749 (10.9%)	135
\$125K - \$150K	704 (10.6%)	160	7,688 (11%)	165	19,747 (9.9%)	149
>\$150K	715 (10.8%)	183	5,714 (8.2%)	138	14,546 (7.3%)	123

Households Income by Ethnicity

Average Income - White	\$112,222.17	118	\$114,983.56	120	\$113,631.55	119
Median Income - White	\$110,695.88	128	\$117,102.69	135	\$115,175.99	133
Average Income - Black	\$98,523.31	143	\$99,519.07	144	\$95,480.19	138
Median Income - Black	\$103,162.52	186	\$93,226.59	168	\$87,144.06	157

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$133,179.35 (118)	\$131,870.37 (117)	\$128,379.77 (114)
Median Income - Asian	\$154,318.1 (135)	\$149,930.13 (131)	\$141,632.69 (124)
Average Income - Hispanic	\$131,591.52 (163)	\$107,290.51 (133)	\$97,763.14 (121)
Median Income - Hispanic	\$152,722.72 (220)	\$102,777.67 (148)	\$90,230.77 (130)
Average Income - Other	\$140,909.59 (157)	\$117,319.89 (131)	\$113,862.4 (127)
Median Income - Other	\$156,880.6 (197)	\$119,420.56 (150)	\$113,897.88 (143)

Age

	1 Mile	3 Mile	5 Mile
Average Age	43.77 (107)	42.06 (103)	41.25 (101)
Median Age	45.35 (113)	41.85 (104)	41.11 (102)
0-4	903 (5.1%) (95)	10,427 (5.4%) (101)	31,590 (5.6%) (103)
5-13	1,598 (9.1%) (88)	18,315 (9.6%) (93)	57,074 (10.1%) (98)
14-17	751 (4.3%) (80)	9,247 (4.8%) (91)	28,660 (5.1%) (95)
18-21	737 (4.2%) (76)	9,375 (4.9%) (89)	28,831 (5.1%) (92)
22-24	531 (3%) (73)	6,934 (3.6%) (87)	21,252 (3.7%) (90)
25-29	940 (5.3%) (90)	10,883 (5.7%) (96)	33,560 (5.9%) (100)
30-34	1,016 (5.8%) (88)	11,996 (6.3%) (96)	35,249 (6.2%) (95)

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	1 Mile		3 Mile		5 Mile	
35-39	1,079	(6.1%)	12,779	(6.7%)	37,037	(6.5%)
40-44	1,158	(6.6%)	12,595	(6.6%)	37,324	(6.6%)
45-49	1,228	(7%)	12,436	(6.5%)	37,372	(6.6%)
50-54	1,275	(7.2%)	12,167	(6.4%)	36,962	(6.5%)
55-59	1,298	(7.4%)	13,053	(6.8%)	38,381	(6.8%)
60-64	1,271	(7.2%)	13,258	(6.9%)	38,475	(6.8%)
65-69	1,223	(6.9%)	12,509	(6.5%)	35,208	(6.2%)
70-74	1,021	(5.8%)	9,632	(5%)	26,665	(4.7%)
75-79	781	(4.4%)	7,108	(3.7%)	19,436	(3.4%)
80-84	419	(2.4%)	4,394	(2.3%)	12,096	(2.1%)
85+	409	(2.3%)	4,475	(2.3%)	12,060	(2.1%)

Age - Male

Male Average Age	42.11		40.64		39.9	
Male Median Age	42.66		40.4		38.72	
0-4	467	(5.5%)	5,360	(5.8%)	16,228	(5.9%)
5-13	871	(10.2%)	9,371	(10.1%)	29,091	(10.6%)

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	1 Mile			3 Mile			5 Mile		
14-17	392	(4.6%)	83	4,712	(5.1%)	92	14,641	(5.3%)	97
18-21	375	(4.4%)	76	4,833	(5.2%)	91	14,833	(5.4%)	94
22-24	267	(3.1%)	72	3,621	(3.9%)	89	11,019	(4%)	92
25-29	472	(5.5%)	89	5,663	(6.1%)	99	17,094	(6.2%)	101
30-34	537	(6.3%)	94	5,922	(6.4%)	95	17,372	(6.3%)	95
35-39	532	(6.2%)	93	6,354	(6.8%)	102	18,061	(6.6%)	98
40-44	555	(6.5%)	100	6,175	(6.6%)	103	18,030	(6.6%)	102
45-49	599	(7%)	116	5,987	(6.4%)	107	17,821	(6.5%)	108
50-54	625	(7.3%)	122	5,929	(6.4%)	107	17,764	(6.5%)	109
55-59	602	(7%)	115	6,199	(6.7%)	109	18,183	(6.6%)	109
60-64	600	(7%)	111	6,257	(6.7%)	107	18,145	(6.6%)	105
65-69	570	(6.7%)	114	5,807	(6.2%)	107	16,301	(5.9%)	102
70-74	452	(5.3%)	111	4,413	(4.7%)	100	12,203	(4.5%)	94
75-79	326	(3.8%)	108	3,099	(3.3%)	95	8,501	(3.1%)	88
80-84	184	(2.1%)	103	1,763	(1.9%)	91	4,837	(1.8%)	85
85+	138	(1.6%)	109	1,457	(1.6%)	106	4,015	(1.5%)	99

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	45.34	43.4	42.51
Female Median Age	46.86	43.25	42.41
0-4	436 (4.8%)	5,067 (5.1%)	15,362 (5.2%)
5-13	727 (8%)	8,944 (9.1%)	27,983 (9.5%)
14-17	359 (4%)	4,535 (4.6%)	14,019 (4.8%)
18-21	362 (4%)	4,542 (4.6%)	13,998 (4.8%)
22-24	264 (2.9%)	3,313 (3.4%)	10,233 (3.5%)
25-29	468 (5.2%)	5,220 (5.3%)	16,466 (5.6%)
30-34	479 (5.3%)	6,074 (6.2%)	17,877 (6.1%)
35-39	547 (6%)	6,425 (6.5%)	18,976 (6.5%)
40-44	603 (6.6%)	6,420 (6.5%)	19,294 (6.6%)
45-49	629 (6.9%)	6,449 (6.5%)	19,551 (6.7%)
50-54	650 (7.2%)	6,238 (6.3%)	19,198 (6.6%)
55-59	696 (7.7%)	6,854 (6.9%)	20,198 (6.9%)
60-64	671 (7.4%)	7,001 (7.1%)	20,330 (6.9%)

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65-69	653	(7.2%)	114	6,702	(6.8%)	108	18,907	(6.5%)	102
70-74	569	(6.3%)	118	5,219	(5.3%)	100	14,462	(4.9%)	93
75-79	455	(5%)	121	4,009	(4.1%)	98	10,935	(3.7%)	90
80-84	235	(2.6%)	96	2,631	(2.7%)	99	7,259	(2.5%)	92
85+	271	(3%)	117	3,018	(3.1%)	120	8,045	(2.7%)	107

Employment by Occupation

Total Employees (16+ Years Old)	9,516			102,986			301,869		
Professional Specialty	2,738	(28.8%)	116	31,612	(30.7%)	124	81,605	(27%)	109
Managerial/Executive	1,998	(21%)	121	20,437	(19.8%)	114	55,189	(18.3%)	105
Office Admin	1,279	(13.4%)	126	11,460	(11.1%)	105	34,466	(11.4%)	107
Sales	1,163	(12.2%)	131	9,711	(9.4%)	101	28,194	(9.3%)	100
Production & Transportation	768	(8.1%)	62	9,214	(8.9%)	69	37,060	(12.3%)	95
Construction	476	(5%)	63	5,893	(5.7%)	72	19,552	(6.5%)	8
Healthcare support	435	(4.6%)	139	3,579	(3.5%)	106	10,177	(3.4%)	103
Personal Care	242	(2.5%)	102	2,672	(2.6%)	104	8,246	(2.7%)	110
Building Maintenance & Cleaning	159	(1.7%)	49	2,768	(2.7%)	7	9,811	(3.3%)	96

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Food Preparation & Serving	140	(1.5%)	29	3,620	(3.5%)	69	11,497	(3.8%)	74
Protective	118	(1.2%)	57	1,998	(1.9%)	90	5,937	(2%)	91
Farming, Fishing & Forestry				22	(<0.5%)	4	135	(<0.5%)	8

Employment by Industry

Total Employees (16+ Years Old)	9,516			102,986			301,869		
Educational Services	2,946	(31%)	132	28,859	(28%)	120	78,180	(25.9%)	111
Wholesale Retail	1,269	(13.3%)	101	13,268	(12.9%)	98	42,033	(13.9%)	106
Financial, Insurance & Real Estate	1,024	(10.8%)	160	9,371	(9.1%)	135	25,326	(8.4%)	125
Professional Services	903	(9.5%)	118	11,379	(11%)	137	28,305	(9.4%)	116
Manufacturing	762	(8%)	8	7,420	(7.2%)	72	26,596	(8.8%)	89
Other Professional Services	509	(5.3%)	114	5,224	(5.1%)	108	14,006	(4.6%)	99
Entertainment Services	504	(5.3%)	61	6,924	(6.7%)	77	21,608	(7.2%)	82
Transportation	420	(4.4%)	75	5,883	(5.7%)	98	19,286	(6.4%)	109
Agriculture/Mining/Construction	340	(3.6%)	42	5,334	(5.2%)	61	17,421	(5.8%)	68
Information	297	(3.1%)	167	2,532	(2.5%)	132	7,138	(2.4%)	127
Public Administration	276	(2.9%)	61	3,392	(3.3%)	69	9,921	(3.3%)	69

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Administrative/Waste Services	175	(1.8%)	44	3,072	(3%)	71	11,497	(3.8%)	91
Management Services	91	(1%)	756	328	(<0.5%)	252	552	(<0.5%)	145

Language Spoken

Speak English at Home	10,495	(62.7%)	8	103,526	(57.1%)	74	271,776	(50.7%)	66
Speak Other Language at Home	3,769	(22.5%)	266	40,065	(22.1%)	261	115,021	(21.5%)	254
Speak Spanish at Home	2,471	(14.8%)	105	37,565	(20.7%)	147	148,845	(27.8%)	197

Ancestry

Other	4,072	(23.1%)	109	44,786	(23.4%)	111	125,574	(22.1%)	105
Italian	1,651	(9.4%)	314	14,297	(7.5%)	251	36,664	(6.5%)	217
Unclassified	1,521	(8.6%)	53	16,333	(8.5%)	52	41,784	(7.4%)	45
Puerto Rican	1,219	(6.9%)	245	9,980	(5.2%)	185	30,844	(5.4%)	193
South American	1,107	(6.3%)	503	16,564	(8.6%)	693	50,975	(9%)	721
Scottish/Irish	920	(5.2%)	7	8,370	(4.4%)	66	21,663	(3.8%)	57
South East Asian (e.g. Vietnamese)	862	(4.9%)	278	8,432	(4.4%)	250	20,064	(3.5%)	201
Korean	712	(4%)	779	4,614	(2.4%)	465	15,833	(2.8%)	539
South Central Asian (e.g. Indian)	708	(4%)	257	9,259	(4.8%)	309	20,819	(3.7%)	235

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Other European (e.g. Greek/Russian)	615	(3.5%)	110	8,663	(4.5%)	143	24,336	(4.3%)	35
Dominican	605	(3.4%)	538	12,176	(6.4%)	997	52,002	(9.2%)	1438
Chinese	592	(3.4%)	269	3,648	(1.9%)	153	7,964	(1.4%)	112
German	553	(3.1%)	40	5,783	(3%)	39	14,386	(2.5%)	33
Cuban	543	(3.1%)	425	2,214	(1.2%)	159	7,911	(1.4%)	192
Middle Eastern	308	(1.7%)	281	3,606	(1.9%)	303	9,185	(1.6%)	261
Other Hispanic	298	(1.7%)	118	4,248	(2.2%)	155	12,485	(2.2%)	154
British	260	(1.5%)	28	1,947	(1%)	19	5,229	(0.9%)	17
Polish	222	(1.3%)	8	4,231	(2.2%)	144	16,447	(2.9%)	189
American	214	(1.2%)	25	3,287	(1.7%)	36	8,218	(1.4%)	30
Mexican	159	(0.9%)	8	2,380	(1.2%)	11	22,349	(3.9%)	36
Central American	114	(0.6%)	39	3,317	(1.7%)	104	12,744	(2.2%)	35
Japanese	95	(0.5%)	224	698	(<0.5%)	152	2,161	(<0.5%)	159
Other Asian	76	(<0.5%)	101	675	(<0.5%)	83	2,383	(<0.5%)	98
French	71	(<0.5%)	32	584	(<0.5%)	25	1,544	(<0.5%)	22
Scandinavian	66	(<0.5%)	20	715	(<0.5%)	20	1,646	(<0.5%)	15

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Dutch	52	(<0.5%)	49	541	(<0.5%)	47	1,412	(<0.5%)	41
Native American (Indian/Eskimo)	22	(<0.5%)	20	208	(<0.5%)	17	527	(<0.5%)	15
Hawaiian/Pacific Islander	1	(<0.5%)	3	27	(<0.5%)	8	83	(<0.5%)	8

Education (Age 25+)

Total Educated Population	13,118			137,285			399,825		
Elementary (0 to 8 Years)	418	(3.2%)	67	6,312	(4.6%)	96	23,553	(5.9%)	123
Some High School (9 to 11 Years)	545	(4.2%)	70	5,202	(3.8%)	64	17,575	(4.4%)	74
High School Graduate (12 Years)	2,498	(19%)	73	29,789	(21.7%)	83	102,200	(25.6%)	98
Some College (13 to 16 Years)	2,138	(16.3%)	84	20,685	(15.1%)	74	61,485	(15.4%)	80
Associates Degree Only	816	(6.2%)	71	10,032	(7.3%)	83	28,866	(7.2%)	82
Bachelor's Degree Only	4,471	(34.1%)	160	39,838	(29%)	136	101,960	(25.5%)	120
Graduate Degree	2,232	(17%)	124	25,427	(18.5%)	135	64,186	(16.1%)	117

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	6,620	70,096	199,460
One Person Households	1,645 (24.8%)	18,640 (26.6%)	46,939 (23.5%)
Married Couple	3,487 (52.7%)	35,338 (50.4%)	101,357 (50.8%)
Male Householder	197 (3%)	3,113 (4.4%)	10,337 (5.2%)
Female Householder	865 (13.1%)	9,038 (12.9%)	30,754 (15.4%)
Non Family Households	426 (6.4%)	3,967 (5.7%)	10,073 (5.1%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	6,620	70,096	199,460
1 Person Household	1,645 (24.8%)	18,640 (26.6%)	46,939 (23.5%)
2 Person Household	1,997 (30.2%)	20,011 (28.5%)	54,862 (27.5%)
3 Person Household	1,128 (17%)	11,968 (17.1%)	36,426 (18.3%)
4 Person Household	1,133 (17.1%)	10,995 (15.7%)	34,314 (17.2%)
5 Person Household	448 (6.8%)	5,168 (7.4%)	16,219 (8.1%)
6 Person Household	151 (2.3%)	2,159 (3.1%)	6,685 (3.4%)
7+ Person Household	118 (1.8%)	1,155 (1.6%)	4,015 (2%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	6,859	72,875	207,703
Owner Occupied Housing	4,730	42,196	115,488
Renter Occupied Housing	1,890	27,900	83,972
Vacant Housing	239	2,779	8,243

Housing Rent

Average Rent	\$1,979.4	\$1,915.6	\$1,831.75
Median Rent	\$1,976.33	\$1,827.4	\$1,753.33
Total Cash Rents Housing	1,818	27,266	81,599
<\$300	92 (5.1%)	339 (1.2%)	1,202 (1.5%)
\$300-\$500	55 (3%)	478 (1.8%)	1,413 (1.7%)
\$500-\$750	40 (2.2%)	701 (2.6%)	2,501 (3.1%)
\$750-\$1000	36 (2%)	881 (3.2%)	3,454 (4.2%)
\$1000-\$1500	183 (10.1%)	5,067 (18.6%)	18,717 (22.9%)
\$1500-\$2000	528 (29%)	9,418 (34.5%)	26,670 (32.7%)
\$2000-\$2500	456 (25.1%)	5,206 (19.1%)	14,417 (17.7%)

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				
\$2500-\$3000	211	(11.6%)	202	2,574	(9.4%)	164	6,511	(8%)	139
\$3000-\$3500	133	(7.3%)	240	1,170	(4.3%)	141	2,903	(3.6%)	117
>\$3500	84	(4.6%)	127	1,432	(5.3%)	144	3,811	(4.7%)	128

Value of Owner-Occupied Housing Units

Average House Value	\$689,136.83	132	\$702,549.27	134	\$702,465.73	134			
Median House Value	\$669,458.41	176	\$663,974.66	174	\$654,427.44	172			
Owner Occupied Housing	4,730		42,196		115,488				
<\$100K	61	(1.3%)	15	1,023	(2.4%)	28	2,762	(2.4%)	28
\$100K - \$200K	58	(1.2%)	9	526	(1.2%)	9	1,343	(1.2%)	9
\$200K - \$300K	224	(4.7%)	29	1,682	(4%)	25	4,003	(3.5%)	21
\$300K - \$400K	285	(6%)	41	3,075	(7.3%)	50	9,114	(7.9%)	54
\$400K - \$500K	523	(11.1%)	96	4,640	(11%)	95	14,753	(12.8%)	111
\$500K - \$1000K	3,028	(64%)	259	25,595	(60.7%)	245	67,444	(58.4%)	236
>\$1000K	551	(11.6%)	107	5,655	(13.4%)	123	16,069	(13.9%)	127

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



Benchmark: Nationwide



Poverty

Households in Poverty	459	(6.9%)	55	5,568	(7.9%)	63	19,835	(9.9%)	7
Households Above Poverty	6,161	(93.1%)	107	64,528	(92.1%)	105	179,625	(90.1%)	103
Households in Poverty (Married)	61	(0.9%)	42	1,206	(1.7%)	7	4,244	(2.1%)	98
Households in Poverty (Male Householder)	51	(0.8%)	121	255	(<0.5%)	57	1,030	(0.5%)	8
Households in Poverty (Female Householder)	38	(0.6%)	19	1,215	(1.7%)	59	5,824	(2.9%)	99
Households in Poverty (Non-Family)	296	(4.5%)	71	2,706	(3.9%)	62	8,192	(4.1%)	65
Households in Poverty (Non-Family Student)	13	(<0.5%)	32	186	(<0.5%)	43	545	(<0.5%)	44

Wealth per Household

Household Average Wealth	\$269,826.28	112	\$257,531.24	107	\$249,546.43	103			
Household Median Wealth	\$101,215.56	125	\$90,537.99	112	\$84,895.08	105			
<\$0K	1,051	(15.9%)	91	11,769	(16.8%)	97	34,335	(17.2%)	99
\$0K - \$5K	484	(7.3%)	85	5,620	(8%)	94	16,770	(8.4%)	98
\$5K - \$10K	264	(4%)	88	3,035	(4.3%)	95	8,934	(4.5%)	98
\$10K - \$25K	392	(5.9%)	93	4,297	(6.1%)	97	12,430	(6.2%)	98
\$25K - \$50K	438	(6.6%)	97	4,654	(6.6%)	98	13,332	(6.7%)	98

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	671	(10.1%)	6,997	(10%)	19,958	(10%)
\$100K - \$250K	1,234	(18.6%)	12,692	(18.1%)	35,808	(18%)
\$250K - \$500K	948	(14.3%)	9,620	(13.7%)	26,733	(13.4%)
>\$500K	1,138	(17.2%)	11,412	(16.3%)	31,160	(15.6%)

Vehicles per Household

Total Number of Vehicles	11,537		117,618		331,386	
Average Number of Vehicles	1.74		1.68		1.66	
No Vehicles	465	(7%)	5,934	(8.5%)	20,253	(10.2%)
1 Vehicle	2,476	(37.4%)	27,247	(38.9%)	73,487	(36.8%)
2 Vehicles	2,406	(36.3%)	24,537	(35%)	71,647	(35.9%)
3 or more Vehicles	1,273	(19.2%)	12,378	(17.7%)	34,073	(17.1%)

Population Change

Births	171		1,983		6,083	
Deaths	146		1,448		4,098	
Migration	75		926		-367	

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	738	8,442	19,250
Total Employees	9,452	104,255	213,089

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