



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	27,174		186,696		464,683	
Households	9,682		69,820		179,611	
Persons per Household	2.79	109	2.62	103	2.54	100
Household Median Income	\$101,175.61	127	\$105,827.01	133	\$100,478.71	126
Household Median Disposable Income	\$83,749.25	122	\$87,348.54	127	\$83,352.53	121
Household Median Discretionary Income	\$57,185.8	112	\$62,855.3	123	\$59,067.68	116
Average Income Per Person	\$44,998.28	104	\$53,615.53	124	\$54,486.81	126
Median Rent	\$1,815.75	129	\$1,973.49	140	\$1,989.27	141
Median House Value	\$797,758.43	210	\$856,847.63	225	\$891,706.96	234
Households in Poverty	939 (9.7%)	77	8,473 (12.1%)	96	26,473 (14.7%)	116
Household Median Wealth	\$76,973.83	95	\$80,029.98	99	\$77,106.02	95
Average Age	42.17	103	40.84	100	40.29	98
Median Age	41.78	104	38.97	97	37.9	94
Households with Children	2,504 (25.9%)	96	19,274 (27.6%)	103	44,398 (24.7%)	92
High School Graduate or Higher	17,350 (88.7%)	99	117,782 (89.6%)	100	292,120 (88.5%)	99

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	6,660 (34%)	57,734 (43.9%)	156,978 (47.6%)
Pop density (per sq mi)	9,751	6,350	6,122
Area (based on blockgroups)	3	29	76

Population

Population 2024 Q4	27,174	186,696	464,683
Population 2024 Q3	27,207	186,607	464,681
Population 2024 Q2	27,186	186,110	463,973
Population 2024 Q1	27,221	185,968	462,141
Population 2023 Q4	27,172	185,839	461,487
Population 2023 Q3	27,175	185,748	461,460
Population 2023 Q2	27,181	185,667	461,183
Population 2023 Q1	27,136	185,325	460,784
Population 2022 Q4	27,146	185,619	460,693
Population 5 Years Forecast	26,735	185,246	465,821
Population 10 Years Forecast	26,626	185,267	468,466
Persons per Household	2.79	2.62	2.54

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	197	(0.7%)	3,478	(1.9%)	8,013	(1.7%)
Transient Population - Average Last 4 Quarters					1,822	(<0.5%)

Households

Households 2024 Q4	9,682	69,820	179,611
Households 2024 Q3	9,686	69,724	179,467
Households 2024 Q2	9,678	69,542	179,190
Households 2024 Q1	9,691	69,487	178,461
Households 2023 Q4	9,673	69,443	178,177
Households 2023 Q3	9,672	69,410	178,155
Households 2023 Q2	9,674	69,362	178,021
Households 2023 Q1	9,660	69,234	177,870
Households 2022 Q4	9,661	69,362	177,882
Households 5 Years Forecast	9,522	69,303	180,222
Households 10 Years Forecast	9,483	69,323	181,345

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Gender

Male	12,773	(47%)	96	86,333	(46.2%)	94	218,933	(47.1%)	96
Female	14,401	(53%)	104	100,363	(53.8%)	105	245,750	(52.9%)	104

Ethnicity

Black	14,783	(54.4%)	461	66,084	(35.4%)	300	117,995	(25.4%)	215
Hispanic (Ethnic)	5,811	(21.4%)	110	33,295	(17.8%)	91	77,152	(16.6%)	85
White	4,491	(16.5%)	29	68,143	(36.5%)	63	188,667	(40.6%)	70
Other	1,738	(6.4%)	123	11,631	(6.2%)	120	31,564	(6.8%)	131
Asian	351	(1.3%)	22	7,543	(4%)	70	49,305	(10.6%)	184

Household by Ethnicity

Black	4,380	(45.2%)	408	22,087	(31.6%)	285	41,394	(23%)	208
Hispanic (Ethnic)	2,302	(23.8%)	156	10,612	(15.2%)	100	24,421	(13.6%)	89
White	1,706	(17.6%)	29	27,089	(38.8%)	63	79,862	(44.5%)	72
Other	1,153	(11.9%)	157	7,751	(11.1%)	146	19,292	(10.7%)	141
Asian	141	(1.5%)	32	2,281	(3.3%)	72	14,642	(8.2%)	180

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	\$125,396.06	113	\$141,257.2	127	\$138,890.63	125
Average Income Per Person	\$44,998.28	104	\$53,615.53	124	\$54,486.81	126
Household Median Income	\$101,175.61	127	\$105,827.01	133	\$100,478.71	126
<\$15K	627 (6.5%)	8	5,850 (8.4%)	104	17,658 (9.8%)	122
\$15K - \$25K	510 (5.3%)	8	3,893 (5.6%)	86	10,820 (6%)	93
\$25K - \$35K	687 (7.1%)	106	3,734 (5.3%)	8	9,825 (5.5%)	8
\$35K - \$50K	657 (6.8%)	66	5,229 (7.5%)	73	12,488 (7%)	68
\$50K - \$75K	1,155 (11.9%)	76	7,226 (10.3%)	66	20,260 (11.3%)	72
\$75K - \$100K	1,137 (11.7%)	92	7,317 (10.5%)	8	18,448 (10.3%)	8
\$100K - \$150K	2,218 (22.9%)	129	12,502 (17.9%)	101	29,754 (16.6%)	94
\$150K - \$175K	670 (6.9%)	110	5,761 (8.3%)	131	14,138 (7.9%)	125
\$175K - \$200K	471 (4.9%)	74	5,874 (8.4%)	128	14,000 (7.8%)	119
\$200K - \$250K	869 (9%)	172	6,966 (10%)	191	18,049 (10%)	193
\$250K - \$500K	375 (3.9%)	174	2,983 (4.3%)	192	7,734 (4.3%)	193
>\$500K	306 (3.2%)	169	2,485 (3.6%)	191	6,437 (3.6%)	192

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	\$94,514.44		115	\$99,211.51		120	\$97,173.52		118
Household Median Disposable Income	\$83,749.25		122	\$87,348.54		127	\$83,352.53		121
<\$15K	758	(7.8%)	89	6,681	(9.6%)	109	19,954	(11.1%)	127
\$15K - \$25K	633	(6.5%)	86	4,345	(6.2%)	88	11,765	(6.6%)	86
\$25K - \$35K	644	(6.7%)	84	4,152	(5.9%)	75	10,933	(6.1%)	71
\$35K - \$50K	834	(8.6%)	71	6,081	(8.7%)	71	15,474	(8.6%)	71
\$50K - \$75K	1,442	(14.9%)	84	9,115	(13.1%)	74	24,243	(13.5%)	76
\$75K - \$100K	1,777	(18.4%)	129	9,364	(13.4%)	94	21,740	(12.1%)	85
\$100K - \$150K	1,798	(18.6%)	104	14,137	(20.2%)	113	35,038	(19.5%)	109
\$150K - \$175K	562	(5.8%)	95	6,054	(8.7%)	142	14,820	(8.3%)	135
\$175K - \$200K	363	(3.7%)	170	2,905	(4.2%)	189	7,529	(4.2%)	190
\$200K - \$250K	349	(3.6%)	169	2,812	(4%)	188	7,288	(4.1%)	190
\$250K - \$500K	478	(4.9%)	169	3,835	(5.5%)	187	9,951	(5.5%)	189
>\$500K	44	(<0.5%)	177	339	(<0.5%)	189	876	(<0.5%)	190

Discretionary Households Income

Household Average Discretionary Income	\$68,231.08		111	\$71,734.19		117	\$69,190.37		113
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$57,185.8	112	\$62,855.3	123	\$59,067.68	116
<\$10K	873 (9%)	97	7,199 (10.3%)	111	21,287 (11.9%)	128
\$10K - \$20K	750 (7.7%)	75	6,444 (9.2%)	87	17,869 (9.9%)	94
\$20K - \$30K	920 (9.5%)	90	5,588 (8%)	76	14,262 (7.9%)	75
\$30K - \$40K	848 (8.8%)	88	4,489 (6.4%)	65	12,531 (7%)	70
\$40K - \$50K	715 (7.4%)	83	4,794 (6.9%)	71	12,991 (7.2%)	82
\$50K - \$75K	2,074 (21.4%)	123	11,382 (16.3%)	94	27,331 (15.2%)	87
\$75K - \$100K	1,006 (10.4%)	89	8,867 (12.7%)	108	22,105 (12.3%)	105
\$100K - \$125K	878 (9.1%)	112	7,834 (11.2%)	139	18,457 (10.3%)	127
\$125K - \$150K	774 (8%)	120	7,073 (10.1%)	152	17,158 (9.6%)	144
>\$150K	844 (8.7%)	148	6,150 (8.8%)	149	15,620 (8.7%)	147

Households Income by Ethnicity

Average Income - White	\$113,481.99	119	\$126,536.65	133	\$124,790.67	131
Median Income - White	\$116,103.65	134	\$141,400.17	163	\$137,427.86	158
Average Income - Black	\$96,932	140	\$91,016.98	132	\$83,410.92	121
Median Income - Black	\$86,313.01	156	\$80,347.72	145	\$69,343.86	125

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$122,089.01 (108)	\$135,377.58 (120)	\$110,883.44 (98)
Median Income - Asian	\$136,805.08 (120)	\$152,827.32 (134)	\$111,024.9 (97)
Average Income - Hispanic	\$105,240.16 (130)	\$93,019.45 (115)	\$84,485.11 (104)
Median Income - Hispanic	\$107,134.67 (154)	\$86,660.54 (125)	\$68,574.27 (99)
Average Income - Other	\$105,295.13 (118)	\$98,159.45 (110)	\$89,257.59 (100)
Median Income - Other	\$107,588.98 (135)	\$92,275.84 (116)	\$78,189.26 (98)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	42.17 (103)	40.84 (100)	40.29 (98)
Median Age	41.78 (104)	38.97 (97)	37.9 (94)
0-4	1,349 (5%) (92)	10,218 (5.5%) (101)	27,194 (5.9%) (108)
5-13	2,538 (9.3%) (91)	18,916 (10.1%) (98)	44,253 (9.5%) (92)
14-17	1,319 (4.9%) (91)	9,371 (5%) (95)	21,125 (4.5%) (86)
18-21	1,368 (5%) (91)	9,590 (5.1%) (93)	23,306 (5%) (91)
22-24	1,038 (3.8%) (92)	7,176 (3.8%) (93)	18,783 (4%) (97)
25-29	1,681 (6.2%) (104)	11,276 (6%) (102)	30,863 (6.6%) (112)
30-34	1,707 (6.3%) (96)	13,066 (7%) (107)	39,452 (8.5%) (130)

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	1 Mile		3 Mile		5 Mile	
35-39	1,814	(6.7%)	13,843	(7.4%)	37,718	(8.1%)
40-44	1,735	(6.4%)	12,504	(6.7%)	31,201	(6.7%)
45-49	1,717	(6.3%)	11,375	(6.1%)	26,778	(5.8%)
50-54	1,716	(6.3%)	11,319	(6.1%)	26,629	(5.7%)
55-59	1,813	(6.7%)	11,716	(6.3%)	27,724	(6%)
60-64	1,881	(6.9%)	11,996	(6.4%)	28,059	(6%)
65-69	1,825	(6.7%)	10,904	(5.8%)	25,860	(5.6%)
70-74	1,495	(5.5%)	9,043	(4.8%)	21,293	(4.6%)
75-79	1,030	(3.8%)	6,449	(3.5%)	15,590	(3.4%)
80-84	618	(2.3%)	4,070	(2.2%)	9,786	(2.1%)
85+	530	(2%)	3,864	(2.1%)	9,069	(2%)

Age - Male

Male Average Age	40.18		39.08		38.74	
Male Median Age	38.41		37.22		36.54	
0-4	695	(5.4%)	5,222	(6%)	13,898	(6.3%)
5-13	1,350	(10.6%)	9,502	(11%)	22,380	(10.2%)

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	1 Mile			3 Mile			5 Mile		
14-17	666	(5.2%)	94	4,747	(5.5%)	100	10,800	(4.9%)	89
18-21	699	(5.5%)	95	4,882	(5.7%)	98	11,953	(5.5%)	95
22-24	542	(4.2%)	97	3,656	(4.2%)	97	9,624	(4.4%)	101
25-29	872	(6.8%)	111	5,575	(6.5%)	105	15,178	(6.9%)	112
30-34	823	(6.4%)	96	6,075	(7%)	105	18,783	(8.6%)	128
35-39	868	(6.8%)	102	6,328	(7.3%)	110	17,808	(8.1%)	122
40-44	782	(6.1%)	95	5,583	(6.5%)	100	14,445	(6.6%)	102
45-49	764	(6%)	100	4,968	(5.8%)	96	12,111	(5.5%)	92
50-54	769	(6%)	101	5,031	(5.8%)	98	12,151	(5.6%)	93
55-59	826	(6.5%)	106	5,274	(6.1%)	100	12,786	(5.8%)	96
60-64	857	(6.7%)	107	5,380	(6.2%)	99	12,898	(5.9%)	94
65-69	787	(6.2%)	106	4,742	(5.5%)	94	11,461	(5.2%)	90
70-74	625	(4.9%)	103	3,888	(4.5%)	95	9,278	(4.2%)	90
75-79	442	(3.5%)	98	2,734	(3.2%)	90	6,615	(3%)	86
80-84	238	(1.9%)	90	1,572	(1.8%)	87	3,836	(1.8%)	84
85+	168	(1.3%)	89	1,174	(1.4%)	92	2,928	(1.3%)	91

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Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	43.94	42.35	41.67
Female Median Age	43.78	41.57	40.14
0-4	654 (4.5%)	4,996 (5%)	13,296 (5.4%)
5-13	1,188 (8.2%)	9,414 (9.4%)	21,873 (8.9%)
14-17	653 (4.5%)	4,624 (4.6%)	10,325 (4.2%)
18-21	669 (4.6%)	4,708 (4.7%)	11,353 (4.6%)
22-24	496 (3.4%)	3,520 (3.5%)	9,159 (3.7%)
25-29	809 (5.6%)	5,701 (5.7%)	15,685 (6.4%)
30-34	884 (6.1%)	6,991 (7%)	20,669 (8.4%)
35-39	946 (6.6%)	7,515 (7.5%)	19,910 (8.1%)
40-44	953 (6.6%)	6,921 (6.9%)	16,756 (6.8%)
45-49	953 (6.6%)	6,407 (6.4%)	14,667 (6%)
50-54	947 (6.6%)	6,288 (6.3%)	14,478 (5.9%)
55-59	987 (6.9%)	6,442 (6.4%)	14,938 (6.1%)
60-64	1,024 (7.1%)	6,616 (6.6%)	15,161 (6.2%)

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65-69	1,038	(7.2%)	114	6,162	(6.1%)	97	14,399	(5.9%)	93
70-74	870	(6%)	114	5,155	(5.1%)	97	12,015	(4.9%)	92
75-79	588	(4.1%)	98	3,715	(3.7%)	89	8,975	(3.7%)	88
80-84	380	(2.6%)	98	2,498	(2.5%)	92	5,950	(2.4%)	90
85+	362	(2.5%)	98	2,690	(2.7%)	105	6,141	(2.5%)	98

Employment by Occupation

Total Employees (16+ Years Old)	14,966			104,549			256,915		
Professional Specialty	3,474	(23.2%)	94	31,682	(30.3%)	123	82,824	(32.2%)	130
Managerial/Executive	2,315	(15.5%)	89	19,480	(18.6%)	107	49,311	(19.2%)	111
Production & Transportation	1,784	(11.9%)	92	8,491	(8.1%)	63	19,681	(7.7%)	59
Office Admin	1,711	(11.4%)	108	10,885	(10.4%)	98	25,040	(9.7%)	92
Building Maintenance & Cleaning	1,414	(9.4%)	278	5,006	(4.8%)	141	10,004	(3.9%)	115
Sales	1,007	(6.7%)	72	7,545	(7.2%)	7	19,709	(7.7%)	8
Healthcare support	959	(6.4%)	195	5,846	(5.6%)	170	11,535	(4.5%)	137
Construction	827	(5.5%)	69	4,738	(4.5%)	57	10,717	(4.2%)	52
Protective	789	(5.3%)	243	3,626	(3.5%)	160	7,278	(2.8%)	131

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Personal Care	372	(2.5%)	100	3,309	(3.2%)	127	7,750	(3%)	121
Food Preparation & Serving	299	(2%)	39	3,926	(3.8%)	74	12,823	(5%)	98
Farming, Fishing & Forestry	15	(<0.5%)	17	15	(<0.5%)	2	243	(<0.5%)	16

Employment by Industry

Total Employees (16+ Years Old)	14,966			104,549			256,915		
Educational Services	5,914	(39.5%)	169	36,552	(35%)	149	85,558	(33.3%)	142
Wholesale Retail	1,426	(9.5%)	72	10,936	(10.5%)	8	26,169	(10.2%)	7
Transportation	1,307	(8.7%)	149	6,074	(5.8%)	99	12,925	(5%)	86
Financial, Insurance & Real Estate	1,256	(8.4%)	125	7,750	(7.4%)	110	19,667	(7.7%)	114
Public Administration	992	(6.6%)	139	5,779	(5.5%)	116	11,871	(4.6%)	97
Entertainment Services	943	(6.3%)	73	7,273	(7%)	8	21,288	(8.3%)	95
Administrative/Waste Services	909	(6.1%)	145	4,389	(4.2%)	100	10,231	(4%)	95
Professional Services	598	(4%)	50	10,291	(9.8%)	122	29,709	(11.6%)	143
Other Professional Services	456	(3%)	65	5,169	(4.9%)	105	12,182	(4.7%)	101
Agriculture/Mining/Construction	396	(2.6%)	31	4,068	(3.9%)	46	9,753	(3.8%)	45
Information	394	(2.6%)	141	2,070	(2%)	106	5,466	(2.1%)	114

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Manufacturing	375	(2.5%)	25	4,093	(3.9%)	39	11,865	(4.6%)	46
Management Services				105	(<0.5%)	7	231	(<0.5%)	71

Language Spoken

Speak English at Home	16,630	(64.4%)	83	120,212	(68.1%)	88	286,923	(65.6%)	85
Speak Other Language at Home	4,722	(18.3%)	216	32,110	(18.2%)	215	93,156	(21.3%)	252
Speak Spanish at Home	4,473	(17.3%)	123	24,156	(13.7%)	97	57,410	(13.1%)	93

Ancestry

Other	12,888	(47.4%)	225	72,579	(38.9%)	184	155,708	(33.5%)	159
Unclassified	3,867	(14.2%)	88	25,545	(13.7%)	84	61,206	(13.2%)	8
Puerto Rican	2,580	(9.5%)	337	10,947	(5.9%)	208	24,185	(5.2%)	185
Scottish/Irish	1,565	(5.8%)	87	18,489	(9.9%)	149	46,317	(10%)	150
Dominican	1,443	(5.3%)	833	11,869	(6.4%)	997	27,047	(5.8%)	913
Italian	705	(2.6%)	87	6,178	(3.3%)	111	15,098	(3.2%)	109
Central American	662	(2.4%)	146	3,820	(2%)	123	8,726	(1.9%)	113
South American	512	(1.9%)	151	2,547	(1.4%)	109	5,751	(1.2%)	99
American	507	(1.9%)	39	3,554	(1.9%)	40	8,373	(1.8%)	38

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Other European (e.g. Greek/Russian)	359	(1.3%)	42	5,294	(2.8%)	90	14,594	(3.1%)	99
British	327	(1.2%)	23	4,644	(2.5%)	47	11,554	(2.5%)	47
Other Hispanic	285	(1%)	73	2,330	(1.2%)	87	6,968	(1.5%)	105
German	217	(0.8%)	10	3,408	(1.8%)	23	8,494	(1.8%)	23
Cuban	208	(0.8%)	106	722	(<0.5%)	53	1,770	(<0.5%)	53
Scandinavian	191	(0.7%)	37	1,393	(0.7%)	39	3,670	(0.8%)	42
Chinese	154	(0.6%)	45	2,306	(1.2%)	99	21,858	(4.7%)	377
Polish	134	(<0.5%)	32	1,466	(0.8%)	51	4,106	(0.9%)	58
Mexican	121	(<0.5%)	4	1,060	(0.6%)	5	2,705	(0.6%)	5
French	97	(<0.5%)	29	1,220	(0.7%)	53	3,185	(0.7%)	55
South East Asian (e.g. Vietnamese)	97	(<0.5%)	20	2,556	(1.4%)	74	14,898	(3.2%)	182
Middle Eastern	71	(<0.5%)	42	1,465	(0.8%)	126	4,432	(1%)	154
South Central Asian (e.g. Indian)	63	(<0.5%)	15	1,645	(0.9%)	56	7,556	(1.6%)	104
Native American (Indian/Eskimo)	60	(<0.5%)	35	342	(<0.5%)	29	712	(<0.5%)	24
Japanese	19	(<0.5%)	29	254	(<0.5%)	57	1,319	(<0.5%)	118
Hawaiian/Pacific Islander	15	(<0.5%)	31	61	(<0.5%)	18	125	(<0.5%)	15

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	
Korean	10	(<0.5%)	332	(<0.5%)	1,498	(<0.5%)
Dutch	9	(<0.5%)	220	(<0.5%)	652	(<0.5%)
Other Asian	8	(<0.5%)	450	(<0.5%)	2,176	(<0.5%)

Education (Age 25+)

Total Educated Population	19,562		131,425		330,022	
Elementary (0 to 8 Years)	1,134	(5.8%)	6,496	(4.9%)	20,319	(6.2%)
Some High School (9 to 11 Years)	1,078	(5.5%)	7,147	(5.4%)	17,583	(5.3%)
High School Graduate (12 Years)	5,074	(25.9%)	29,731	(22.6%)	68,585	(20.8%)
Some College (13 to 16 Years)	3,822	(19.5%)	19,989	(15.2%)	45,844	(13.9%)
Associates Degree Only	1,794	(9.2%)	10,328	(7.9%)	20,713	(6.3%)
Bachelor's Degree Only	4,014	(20.5%)	29,857	(22.7%)	79,688	(24.1%)
Graduate Degree	2,646	(13.5%)	27,877	(21.2%)	77,290	(23.4%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	9,682	69,820	179,611
One Person Households	2,428 (25.1%)	18,962 (27.2%)	52,512 (29.2%)
Married Couple	3,549 (36.7%)	27,102 (38.8%)	65,912 (36.7%)
Male Householder	809 (8.4%)	3,816 (5.5%)	9,428 (5.2%)
Female Householder	2,286 (23.6%)	14,713 (21.1%)	31,707 (17.7%)
Non Family Households	610 (6.3%)	5,227 (7.5%)	20,052 (11.2%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	9,682	69,820	179,611
1 Person Household	2,428 (25.1%)	18,962 (27.2%)	52,512 (29.2%)
2 Person Household	2,612 (27%)	20,288 (29.1%)	53,334 (29.7%)
3 Person Household	1,824 (18.8%)	12,584 (18%)	31,325 (17.4%)
4 Person Household	1,465 (15.1%)	10,274 (14.7%)	24,566 (13.7%)
5 Person Household	741 (7.7%)	4,583 (6.6%)	10,824 (6%)
6 Person Household	404 (4.2%)	1,891 (2.7%)	4,352 (2.4%)
7+ Person Household	208 (2.1%)	1,238 (1.8%)	2,698 (1.5%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	10,138	73,602	189,939
Owner Occupied Housing	5,649	37,152	88,082
Renter Occupied Housing	4,033	32,668	91,529
Vacant Housing	456	3,782	10,328

Housing Rent

Average Rent	\$1,774.24	115	\$1,926.27	125	\$1,960.34	127
Median Rent	\$1,815.75	129	\$1,973.49	140	\$1,989.27	141
Total Cash Rents Housing	3,905	31,595	88,919			
<\$300	220 (5.6%)	201	1,219 (3.9%)	138	3,915 (4.4%)	157
\$300-\$500	146 (3.7%)	97	1,227 (3.9%)	100	4,322 (4.9%)	125
\$500-\$750	195 (5%)	57	1,774 (5.6%)	64	5,679 (6.4%)	73
\$750-\$1000	233 (6%)	46	1,808 (5.7%)	44	4,919 (5.5%)	42
\$1000-\$1500	587 (15%)	57	4,116 (13%)	49	10,734 (12.1%)	46
\$1500-\$2000	905 (23.2%)	110	5,970 (18.9%)	90	15,217 (17.1%)	8
\$2000-\$2500	811 (20.8%)	177	6,739 (21.3%)	182	16,596 (18.7%)	160

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	557	(14.3%)	248	4,917	(15.6%)	271	12,856	(14.5%)	252
\$3000-\$3500	208	(5.3%)	175	2,249	(7.1%)	234	7,308	(8.2%)	270
>\$3500	43	(1.1%)	30	1,576	(5%)	137	7,373	(8.3%)	227

Value of Owner-Occupied Housing Units

Average House Value	\$805,040.43	154	\$936,342.99	179	\$1M	192			
Median House Value	\$797,758.43	210	\$856,847.63	225	\$891,706.96	234			
Owner Occupied Housing	5,649		37,152		88,082				
<\$100K	321	(5.7%)	66	962	(2.6%)	30	2,231	(2.5%)	30
\$100K - \$200K	27	(<0.5%)	4	367	(1%)	7	686	(0.8%)	6
\$200K - \$300K	30	(0.5%)	3	333	(0.9%)	6	679	(0.8%)	5
\$300K - \$400K	324	(5.7%)	39	1,208	(3.3%)	22	2,388	(2.7%)	19
\$400K - \$500K	354	(6.3%)	54	1,800	(4.8%)	42	4,359	(4.9%)	43
\$500K - \$1000K	3,185	(56.4%)	228	20,140	(54.2%)	219	44,001	(50%)	202
>\$1000K	1,408	(24.9%)	228	12,342	(33.2%)	304	33,738	(38.3%)	351

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

Households in Poverty	939	(9.7%)	77	8,473	(12.1%)	96	26,473	(14.7%)	116
Households Above Poverty	8,743	(90.3%)	103	61,347	(87.9%)	101	153,138	(85.3%)	98
Households in Poverty (Married)	93	(1%)	44	529	(0.8%)	35	2,673	(1.5%)	68
Households in Poverty (Male Householder)	86	(0.9%)	139	412	(0.6%)	92	1,004	(0.6%)	88
Households in Poverty (Female Householder)	235	(2.4%)	8	2,968	(4.3%)	144	6,729	(3.7%)	127
Households in Poverty (Non-Family)	499	(5.2%)	8	4,239	(6.1%)	97	14,517	(8.1%)	129
Households in Poverty (Non-Family Student)	26	(<0.5%)	43	325	(<0.5%)	75	1,550	(0.9%)	139

Wealth per Household

Household Average Wealth	\$238,332.47	99	\$245,731.31	102	\$243,469.43	101			
Household Median Wealth	\$76,973.83	95	\$80,029.98	99	\$77,106.02	95			
<\$0K	1,731	(17.9%)	103	12,439	(17.8%)	102	32,489	(18.1%)	104
\$0K - \$5K	861	(8.9%)	104	6,111	(8.8%)	102	16,105	(9%)	105
\$5K - \$10K	453	(4.7%)	103	3,215	(4.6%)	101	8,437	(4.7%)	103
\$10K - \$25K	617	(6.4%)	100	4,389	(6.3%)	99	11,407	(6.4%)	100
\$25K - \$50K	653	(6.7%)	99	4,631	(6.6%)	98	11,884	(6.6%)	97

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	975	(10.1%)	99	6,868	(9.8%)	96	17,493	(9.7%)	95
\$100K - \$250K	1,714	(17.7%)	98	12,250	(17.5%)	97	31,085	(17.3%)	96
\$250K - \$500K	1,255	(13%)	98	9,134	(13.1%)	99	23,171	(12.9%)	98
>\$500K	1,423	(14.7%)	99	10,783	(15.4%)	104	27,540	(15.3%)	103

Vehicles per Household

Total Number of Vehicles	14,670			98,005			231,536		
Average Number of Vehicles	1.52		83	1.4		7	1.29		70
No Vehicles	2,008	(20.7%)	251	12,569	(18%)	218	37,220	(20.7%)	251
1 Vehicle	3,420	(35.3%)	108	28,514	(40.8%)	124	76,455	(42.6%)	130
2 Vehicles	2,429	(25.1%)	68	20,039	(28.7%)	7	48,820	(27.2%)	74
3 or more Vehicles	1,825	(18.8%)	85	8,698	(12.5%)	57	17,116	(9.5%)	43

Population Change

Births	251			1,869			5,176		
Deaths	223			1,405			3,369		
Migration	-6			515			1,712		

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	447	3,512	11,538
Total Employees	3,154	29,337	128,438

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