



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	13,138		59,316		100,850	
Households	4,887		21,953		37,621	
Persons per Household	2.69	105	2.69	105	2.64	104
Household Median Income	\$140,736.29	177	\$146,821.16	185	\$139,530.23	175
Household Median Disposable Income	\$111,996.9	163	\$117,088.83	171	\$112,147.66	163
Household Median Discretionary Income	\$87,413.9	172	\$97,008.06	190	\$91,778.18	180
Average Income Per Person	\$58,792.37	136	\$63,973.52	148	\$62,191.86	144
Median Rent	\$2,301.15	163	\$2,375	169	\$2,303.43	164
Median House Value	\$572,557.47	150	\$623,036.89	164	\$600,611.8	158
Households in Poverty	362 (7.4%)	58	1,055 (4.8%)	38	1,555 (4.1%)	33
Household Median Wealth	\$104,563.02	129	\$114,099.84	141	\$107,616.39	33
Average Age	37.14	91	39.85	97	39.97	98
Median Age	37.27	93	40.37	101	40.02	100
Households with Children	1,986 (40.6%)	152	8,232 (37.5%)	140	12,562 (33.4%)	125
High School Graduate or Higher	8,133 (94.9%)	106	38,832 (96.6%)	108	66,826 (96.7%)	108

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	5,130 (59.9%)	23,321 (58%)	38,313 (55.4%)
Pop density (per sq mi)	2,621	1,585	1,219
Area (based on blockgroups)	5	37	83

Population

Population 2024 Q4	13,138	59,316	100,850
Population 2024 Q3	13,103	59,134	100,636
Population 2024 Q2	13,148	59,870	101,407
Population 2024 Q1	13,165	59,909	101,454
Population 2023 Q4	13,179	59,979	101,531
Population 2023 Q3	13,176	59,977	101,548
Population 2023 Q2	13,156	59,843	101,428
Population 2023 Q1	13,152	59,838	101,449
Population 2022 Q4	13,113	59,334	101,168
Population 5 Years Forecast	13,547	61,985	104,932
Population 10 Years Forecast	13,872	63,983	108,031
Persons per Household	2.69	2.69	2.64

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	1 Mile	3 Mile	5 Mile
Group Quarters	322 (0.5%)	1,545 (1.5%)	
Transient Population - Average Last 4 Quarters	242 (<0.5%)	242 (<0.5%)	

Households

Households 2024 Q4	4,887	21,953	37,621
Households 2024 Q3	4,873	21,871	37,511
Households 2024 Q2	4,892	22,149	37,777
Households 2024 Q1	4,898	22,160	37,792
Households 2023 Q4	4,904	22,188	37,825
Households 2023 Q3	4,902	22,187	37,833
Households 2023 Q2	4,894	22,134	37,784
Households 2023 Q1	4,893	22,130	37,787
Households 2022 Q4	4,877	21,919	37,672
Households 5 Years Forecast	5,063	23,036	39,335
Households 10 Years Forecast	5,197	23,831	40,605

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Gender

Gender	1 Mile	3 Mile	5 Mile
Male	6,230 (47.4%)	28,376 (47.8%)	48,387 (48%)
Female	6,908 (52.6%)	30,940 (52.2%)	52,463 (52%)

Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	6,395 (48.7%)	35,975 (60.6%)	57,659 (57.2%)
Black	3,368 (25.6%)	10,223 (17.2%)	21,998 (21.8%)
Asian	1,519 (11.6%)	3,778 (6.4%)	5,741 (5.7%)
Hispanic (Ethnic)	1,075 (8.2%)	4,770 (8%)	8,304 (8.2%)
Other	781 (5.9%)	4,570 (7.7%)	7,148 (7.1%)

Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	2,730 (55.9%)	14,018 (63.9%)	22,961 (61%)
Black	1,207 (24.7%)	4,250 (19.4%)	8,219 (21.8%)
Asian	399 (8.2%)	1,070 (4.9%)	1,582 (4.2%)
Other	294 (6%)	1,573 (7.2%)	2,776 (7.4%)
Hispanic (Ethnic)	257 (5.3%)	1,042 (4.7%)	2,083 (5.5%)

Households Income

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



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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$158,054.86	142	\$172,100.46	155	\$165,034.93	148
Average Income Per Person	\$58,792.37	136	\$63,973.52	148	\$62,191.86	144
Household Median Income	\$140,736.29	177	\$146,821.16	185	\$139,530.23	175
<\$15K	315 (6.4%)	8	885 (4%)	50	1,244 (3.3%)	41
\$15K - \$25K	91 (1.9%)	29	390 (1.8%)	27	616 (1.6%)	25
\$25K - \$35K	122 (2.5%)	37	416 (1.9%)	28	1,022 (2.7%)	40
\$35K - \$50K	241 (4.9%)	48	959 (4.4%)	42	1,976 (5.3%)	51
\$50K - \$75K	437 (8.9%)	57	1,902 (8.7%)	55	3,686 (9.8%)	62
\$75K - \$100K	490 (10%)	74	2,253 (10.3%)	80	4,116 (10.9%)	85
\$100K - \$150K	882 (18%)	102	4,434 (20.2%)	114	7,795 (20.7%)	117
\$150K - \$175K	692 (14.2%)	226	2,553 (11.6%)	185	4,296 (11.4%)	182
\$175K - \$200K	369 (7.6%)	115	4,089 (18.6%)	284	6,057 (16.1%)	245
\$200K - \$250K	699 (14.3%)	274	2,280 (10.4%)	199	3,816 (10.1%)	194
\$250K - \$500K	299 (6.1%)	274	978 (4.5%)	200	1,637 (4.4%)	195
>\$500K	250 (5.1%)	274	814 (3.7%)	199	1,360 (3.6%)	194

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	\$118,082.47	143	\$118,380.54	144	\$115,449.67	140
Household Median Disposable Income	\$111,996.9	163	\$117,088.83	171	\$112,147.66	163
<\$15K	332 (6.8%)	7	939 (4.3%)	49	1,322 (3.5%)	40
\$15K - \$25K	85 (1.7%)	23	411 (1.9%)	25	856 (2.3%)	30
\$25K - \$35K	154 (3.2%)	40	633 (2.9%)	37	1,544 (4.1%)	52
\$35K - \$50K	389 (8%)	65	1,326 (6%)	50	2,665 (7.1%)	58
\$50K - \$75K	538 (11%)	62	2,593 (11.8%)	67	4,641 (12.3%)	70
\$75K - \$100K	671 (13.7%)	96	3,047 (13.9%)	97	5,124 (13.6%)	96
\$100K - \$150K	1,368 (28%)	156	6,627 (30.2%)	168	11,054 (29.4%)	164
\$150K - \$175K	402 (8.2%)	35	3,291 (15%)	246	5,249 (14%)	229
\$175K - \$200K	257 (5.3%)	239	832 (3.8%)	172	1,397 (3.7%)	169
\$200K - \$250K	279 (5.7%)	267	909 (4.1%)	194	1,519 (4%)	189
\$250K - \$500K	380 (7.8%)	265	1,240 (5.6%)	193	2,074 (5.5%)	188
>\$500K	32 (0.7%)	255	105 (<0.5%)	186	176 (<0.5%)	182

Discretionary Households Income

Household Average Discretionary Income	\$90,586.42	148	\$96,645.84	158	\$92,342.87	151
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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$87,413.9	172	\$97,008.06	190	\$91,778.18	180
<\$10K	314 (6.4%)	69	846 (3.9%)	42	1,708 (4.5%)	49
\$10K - \$20K	132 (2.7%)	26	510 (2.3%)	22	964 (2.6%)	24
\$20K - \$30K	169 (3.5%)	33	687 (3.1%)	30	1,919 (5.1%)	48
\$30K - \$40K	410 (8.4%)	84	1,286 (5.9%)	59	2,263 (6%)	61
\$40K - \$50K	269 (5.5%)	62	1,309 (6%)	67	2,249 (6%)	67
\$50K - \$75K	826 (16.9%)	97	3,320 (15.1%)	87	5,761 (15.3%)	88
\$75K - \$100K	756 (15.5%)	132	3,478 (15.8%)	135	6,166 (16.4%)	140
\$100K - \$125K	672 (13.8%)	170	3,708 (16.9%)	209	5,866 (15.6%)	193
\$125K - \$150K	559 (11.4%)	172	3,771 (17.2%)	258	5,817 (15.5%)	233
>\$150K	780 (16%)	270	3,038 (13.8%)	234	4,908 (13%)	221

Households Income by Ethnicity

Average Income - White	\$126,069.76	132	\$132,255.65	139	\$126,826.97	133
Median Income - White	\$133,085.18	153	\$149,426.64	172	\$139,632.11	161
Average Income - Black	\$122,345.36	177	\$120,388.79	174	\$126,308.04	183
Median Income - Black	\$128,372.88	232	\$126,207.69	228	\$137,942.17	249

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$134,719.13 (119)	\$125,167.92 (111)	\$124,976.63 (111)
Median Income - Asian	\$185,144.23 (162)	\$153,584.15 (134)	\$142,809.75 (125)
Average Income - Hispanic	\$130,814.99 (162)	\$129,510.18 (160)	\$126,492.45 (156)
Median Income - Hispanic	\$158,333.17 (228)	\$152,307.65 (219)	\$134,712.45 (194)
Average Income - Other	\$146,353.1 (163)	\$141,062.38 (158)	\$133,695.4 (149)
Median Income - Other	\$170,587.82 (214)	\$164,899.26 (207)	\$146,766.37 (184)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	37.14 (91)	39.85 (97)	39.97 (98)
Median Age	37.27 (93)	40.37 (101)	40.02 (100)
0-4	786 (6%) (111)	3,180 (5.4%) (99)	5,492 (5.4%) (101)
5-13	1,745 (13.3%) (129)	7,104 (12%) (116)	11,281 (11.2%) (108)
14-17	824 (6.3%) (118)	3,476 (5.9%) (110)	5,672 (5.6%) (106)
18-21	733 (5.6%) (101)	3,186 (5.4%) (98)	5,438 (5.4%) (98)
22-24	480 (3.7%) (88)	2,164 (3.6%) (88)	3,852 (3.8%) (92)
25-29	606 (4.6%) (77)	2,935 (4.9%) (84)	5,782 (5.7%) (97)
30-34	823 (6.3%) (96)	3,187 (5.4%) (88)	6,005 (6%) (91)

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	1 Mile		3 Mile		5 Mile	
35-39	1,006	(7.7%)	4,003	(6.7%)	6,860	(6.8%)
40-44	1,161	(8.8%)	4,541	(7.7%)	7,328	(7.3%)
45-49	1,045	(8%)	4,272	(7.2%)	6,816	(6.8%)
50-54	925	(7%)	3,993	(6.7%)	6,495	(6.4%)
55-59	775	(5.9%)	3,842	(6.5%)	6,680	(6.6%)
60-64	717	(5.5%)	3,691	(6.2%)	6,509	(6.5%)
65-69	535	(4.1%)	3,071	(5.2%)	5,324	(5.3%)
70-74	388	(3%)	2,533	(4.3%)	4,270	(4.2%)
75-79	266	(2%)	2,022	(3.4%)	3,385	(3.4%)
80-84	189	(1.4%)	1,219	(2.1%)	2,109	(2.1%)
85+	134	(1%)	897	(1.5%)	1,552	(1.5%)

Age - Male

Male Average Age	35.57		38.46		38.64	
Male Median Age	35.64		37.91		37.59	
0-4	403	(6.5%)	1,630	(5.7%)	2,822	(5.8%)
5-13	905	(14.5%)	3,618	(12.8%)	5,755	(11.9%)

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	1 Mile		3 Mile		5 Mile				
14-17	409	(6.6%)	119	1,758	(6.2%)	112	2,838	(5.9%)	106
18-21	368	(5.9%)	103	1,620	(5.7%)	99	2,713	(5.6%)	98
22-24	249	(4%)	92	1,112	(3.9%)	90	1,921	(4%)	91
25-29	311	(5%)	8	1,498	(5.3%)	86	2,990	(6.2%)	100
30-34	395	(6.3%)	95	1,560	(5.5%)	8	3,000	(6.2%)	93
35-39	468	(7.5%)	112	1,913	(6.7%)	101	3,328	(6.9%)	103
40-44	541	(8.7%)	135	2,140	(7.5%)	117	3,505	(7.2%)	112
45-49	453	(7.3%)	121	1,968	(6.9%)	116	3,162	(6.5%)	109
50-54	443	(7.1%)	119	1,903	(6.7%)	113	3,032	(6.3%)	105
55-59	329	(5.3%)	87	1,778	(6.3%)	103	3,111	(6.4%)	105
60-64	340	(5.5%)	87	1,716	(6%)	96	3,051	(6.3%)	100
65-69	226	(3.6%)	62	1,373	(4.8%)	83	2,427	(5%)	86
70-74	176	(2.8%)	60	1,143	(4%)	85	1,909	(3.9%)	83
75-79	106	(1.7%)	48	838	(3%)	84	1,412	(2.9%)	83
80-84	69	(1.1%)	53	498	(1.8%)	84	867	(1.8%)	86
85+	39	(0.6%)	42	310	(1.1%)	74	544	(1.1%)	7

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Audience Profile

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	38.55	41.13	41.19
Female Median Age	38.7	41.57	41.27
0-4	383 (5.5%)	1,550 (5%)	2,670 (5.1%)
5-13	840 (12.2%)	3,486 (11.3%)	5,526 (10.5%)
14-17	415 (6%)	1,718 (5.6%)	2,834 (5.4%)
18-21	365 (5.3%)	1,566 (5.1%)	2,725 (5.2%)
22-24	231 (3.3%)	1,052 (3.4%)	1,931 (3.7%)
25-29	295 (4.3%)	1,437 (4.6%)	2,792 (5.3%)
30-34	428 (6.2%)	1,627 (5.3%)	3,005 (5.7%)
35-39	538 (7.8%)	2,090 (6.8%)	3,532 (6.7%)
40-44	620 (9%)	2,401 (7.8%)	3,823 (7.3%)
45-49	592 (8.6%)	2,304 (7.4%)	3,654 (7%)
50-54	482 (7%)	2,090 (6.8%)	3,463 (6.6%)
55-59	446 (6.5%)	2,064 (6.7%)	3,569 (6.8%)
60-64	377 (5.5%)	1,975 (6.4%)	3,458 (6.6%)

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65-69	309	(4.5%)	1,698	(5.5%)	2,897	(5.5%)
70-74	212	(3.1%)	1,390	(4.5%)	2,361	(4.5%)
75-79	160	(2.3%)	1,184	(3.8%)	1,973	(3.8%)
80-84	120	(1.7%)	721	(2.3%)	1,242	(2.4%)
85+	95	(1.4%)	587	(1.9%)	1,008	(1.9%)

Employment by Occupation

Total Employees (16+ Years Old)	7,319		33,351		57,462	
Professional Specialty	2,324	(31.8%)	11,867	(35.6%)	20,423	(35.5%)
Managerial/Executive	2,026	(27.7%)	8,148	(24.4%)	14,070	(24.5%)
Office Admin	827	(11.3%)	3,518	(10.5%)	5,714	(9.9%)
Production & Transportation	498	(6.8%)	2,012	(6%)	3,476	(6%)
Sales	484	(6.6%)	2,485	(7.5%)	4,849	(8.4%)
Protective	366	(5%)	991	(3%)	1,619	(2.8%)
Construction	218	(3%)	1,340	(4%)	2,567	(4.5%)
Personal Care	213	(2.9%)	879	(2.6%)	1,223	(2.1%)
Healthcare support	165	(2.3%)	528	(1.6%)	933	(1.6%)

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Food Preparation & Serving	156	(2.1%)	42	1,271	(3.8%)	75	2,099	(3.7%)	72
Building Maintenance & Cleaning	42	(0.6%)	17	275	(0.8%)	24	452	(0.8%)	23
Farming, Fishing & Forestry				37	(<0.5%)	19	37	(<0.5%)	11

Employment by Industry

Total Employees (16+ Years Old)	7,319			33,351			57,462		
Educational Services	1,437	(19.6%)	84	7,093	(21.3%)	91	12,208	(21.2%)	91
Professional Services	1,268	(17.3%)	215	5,599	(16.8%)	208	8,834	(15.4%)	191
Public Administration	1,104	(15.1%)	316	5,254	(15.8%)	330	9,424	(16.4%)	343
Wholesale Retail	646	(8.8%)	67	2,882	(8.6%)	66	5,889	(10.2%)	76
Entertainment Services	522	(7.1%)	80	2,504	(7.5%)	86	4,008	(7%)	80
Financial, Insurance & Real Estate	487	(6.7%)	99	2,077	(6.2%)	93	3,302	(5.7%)	85
Administrative/Waste Services	401	(5.5%)	131	1,267	(3.8%)	91	2,036	(3.5%)	85
Agriculture/Mining/Construction	331	(4.5%)	53	1,911	(5.7%)	67	3,479	(6.1%)	71
Other Professional Services	328	(4.5%)	95	1,339	(4%)	85	2,311	(4%)	85
Transportation	299	(4.1%)	70	1,422	(4.3%)	73	2,441	(4.2%)	73
Manufacturing	299	(4.1%)	41	1,170	(3.5%)	35	2,030	(3.5%)	36

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Information	185	(2.5%)	136	783	(2.3%)	126	1,450	(2.5%)	35
Management Services	12	(<0.5%)	130	50	(<0.5%)	119	50	(<0.5%)	69

Language Spoken

Speak English at Home	9,364	(75.8%)	98	48,047	(85.6%)	111	82,092	(86.1%)	111
Speak Other Language at Home	2,192	(17.7%)	210	5,469	(9.7%)	115	8,435	(8.8%)	105
Speak Spanish at Home	796	(6.4%)	46	2,620	(4.7%)	33	4,831	(5.1%)	36

Ancestry

Other	3,161	(24.1%)	114	12,876	(21.7%)	103	24,922	(24.7%)	117
Unclassified	2,108	(16%)	99	10,274	(17.3%)	107	17,563	(17.4%)	107
Scottish/Irish	1,063	(8.1%)	122	5,935	(10%)	150	9,847	(9.8%)	147
German	964	(7.3%)	94	5,123	(8.6%)	111	8,561	(8.5%)	109
British	777	(5.9%)	111	4,396	(7.4%)	140	7,117	(7.1%)	33
Other European (e.g. Greek/Russian)	641	(4.9%)	154	3,525	(5.9%)	188	5,191	(5.1%)	163
South Central Asian (e.g. Indian)	631	(4.8%)	307	1,223	(2.1%)	132	1,821	(1.8%)	116
Italian	493	(3.8%)	126	2,308	(3.9%)	131	3,632	(3.6%)	121
Chinese	478	(3.6%)	291	813	(1.4%)	110	1,062	(1.1%)	84

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American	409	(3.1%)	2,433	(4.1%)	3,919	(3.9%)
Central American	343	(2.6%)	1,271	(2.1%)	2,030	(2%)
Puerto Rican	324	(2.5%)	1,367	(2.3%)	2,195	(2.2%)
French	217	(1.7%)	807	(1.4%)	1,220	(1.2%)
Polish	196	(1.5%)	1,262	(2.1%)	2,048	(2%)
Scandinavian	187	(1.4%)	891	(1.5%)	1,398	(1.4%)
South East Asian (e.g. Vietnamese)	171	(1.3%)	877	(1.5%)	1,534	(1.5%)
Middle Eastern	161	(1.2%)	481	(0.8%)	666	(0.7%)
South American	138	(1.1%)	735	(1.2%)	979	(1%)
Dutch	132	(1%)	301	(0.5%)	446	(<0.5%)
Other Asian	129	(1%)	304	(0.5%)	440	(<0.5%)
Mexican	128	(1%)	730	(1.2%)	1,409	(1.4%)
Korean	109	(0.8%)	527	(0.9%)	791	(0.8%)
Other Hispanic	86	(0.7%)	400	(0.7%)	960	(1%)
Cuban	56	(<0.5%)	197	(<0.5%)	325	(<0.5%)
Native American (Indian/Eskimo)	18	(<0.5%)	116	(<0.5%)	193	(<0.5%)

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	17	(<0.5%)	40	(<0.5%)	82	(<0.5%)
Japanese	1	(<0.5%)	34	(<0.5%)	93	(<0.5%)
Dominican			70	(<0.5%)	406	(<0.5%)

Education (Age 25+)

Total Educated Population	8,570		40,206		69,115	
Elementary (0 to 8 Years)	298	(3.5%)	659	(1.6%)	982	(1.4%)
Some High School (9 to 11 Years)	139	(1.6%)	715	(1.8%)	1,307	(1.9%)
High School Graduate (12 Years)	855	(10%)	5,770	(14.4%)	11,192	(16.2%)
Some College (13 to 16 Years)	1,616	(18.9%)	6,782	(16.9%)	12,491	(18.1%)
Associates Degree Only	532	(6.2%)	2,959	(7.4%)	4,830	(7%)
Bachelor's Degree Only	3,105	(36.2%)	12,838	(31.9%)	20,836	(30.1%)
Graduate Degree	2,025	(23.6%)	10,483	(26.1%)	17,477	(25.3%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	4,887	21,953	37,621
One Person Households	1,250 (25.6%)	5,046 (23%)	9,164 (24.4%)
Married Couple	2,526 (51.7%)	12,417 (56.6%)	20,126 (53.5%)
Male Householder	232 (4.7%)	1,002 (4.6%)	1,969 (5.2%)
Female Householder	713 (14.6%)	2,741 (12.5%)	4,701 (12.5%)
Non Family Households	166 (3.4%)	747 (3.4%)	1,661 (4.4%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,887	21,953	37,621
1 Person Household	1,250 (25.6%)	5,046 (23%)	9,164 (24.4%)
2 Person Household	1,338 (27.4%)	6,789 (30.9%)	11,906 (31.6%)
3 Person Household	883 (18.1%)	3,858 (17.6%)	6,479 (17.2%)
4 Person Household	863 (17.7%)	3,873 (17.6%)	6,012 (16%)
5 Person Household	369 (7.6%)	1,518 (6.9%)	2,543 (6.8%)
6 Person Household	113 (2.3%)	590 (2.7%)	1,011 (2.7%)
7+ Person Household	71 (1.5%)	279 (1.3%)	506 (1.3%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	5,240	22,888	39,117
Owner Occupied Housing	3,568	17,018	28,073
Renter Occupied Housing	1,319	4,935	9,548
Vacant Housing	353	935	1,496

Housing Rent

Average Rent	\$2,378.7	154	\$2,424.53	157	\$2,327.56	151		
Median Rent	\$2,301.15	163	\$2,375	169	\$2,303.43	164		
Total Cash Rents Housing	1,319	4,813	9,144					
<\$300			18	(<0.5%)	7			
\$300-\$500			56	(0.6%)	16			
\$500-\$750		16	(<0.5%)	4	120	(1.3%)	15	
\$750-\$1000	2	(<0.5%)	1	(<0.5%)	3	101	(1.1%)	8
\$1000-\$1500	46	(3.5%)	13	(4.2%)	16	530	(5.8%)	22
\$1500-\$2000	323	(24.5%)	116	(20%)	95	1,941	(21.2%)	101
\$2000-\$2500	479	(36.3%)	310	(33.4%)	285	2,976	(32.5%)	278

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	248	(18.8%)	327	1,161	(24.1%)	420	1,972	(21.6%)	375
\$3000-\$3500	151	(11.4%)	376	536	(11.1%)	366	892	(9.8%)	321
>\$3500	70	(5.3%)	146	308	(6.4%)	175	538	(5.9%)	161

Value of Owner-Occupied Housing Units

Average House Value	\$617,086.03	118	\$660,026.93	126	\$652,303.1	125			
Median House Value	\$572,557.47	150	\$623,036.89	164	\$600,611.8	158			
Owner Occupied Housing	3,568		17,018		28,073				
<\$100K	48	(1.3%)	16	271	(1.6%)	19	489	(1.7%)	20
\$100K - \$200K	4	(<0.5%)	1	62	(<0.5%)	3	117	(<0.5%)	3
\$200K - \$300K	140	(3.9%)	24	527	(3.1%)	19	776	(2.8%)	17
\$300K - \$400K	588	(16.5%)	113	2,205	(13%)	89	3,791	(13.5%)	93
\$400K - \$500K	701	(19.6%)	171	2,749	(16.2%)	140	5,262	(18.7%)	163
\$500K - \$1000K	1,715	(48.1%)	194	9,103	(53.5%)	216	14,375	(51.2%)	207
>\$1000K	372	(10.4%)	95	2,101	(12.3%)	113	3,263	(11.6%)	106

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



Benchmark: Nationwide



Poverty

Households in Poverty	362	(7.4%)	58	1,055	(4.8%)	38	1,555	(4.1%)	33
Households Above Poverty	4,525	(92.6%)	106	20,898	(95.2%)	109	36,066	(95.9%)	110
Households in Poverty (Married)	33	(0.7%)	31	128	(0.6%)	27	238	(0.6%)	29
Households in Poverty (Male Householder)				51	(<0.5%)	36	51	(<0.5%)	21
Households in Poverty (Female Householder)				126	(0.6%)	19	212	(0.6%)	19
Households in Poverty (Non-Family)	312	(6.4%)	102	698	(3.2%)	51	979	(2.6%)	41
Households in Poverty (Non-Family Student)	17	(<0.5%)	56	52	(<0.5%)	38	75	(<0.5%)	32

Wealth per Household

Household Average Wealth	\$274,391.75		114	\$281,680.64		117	\$276,369.18		114
Household Median Wealth	\$104,563.02		129	\$114,099.84		141	\$107,616.39		133
<\$0K	778	(15.9%)	92	3,376	(15.4%)	88	5,904	(15.7%)	90
\$0K - \$5K	340	(7%)	8	1,453	(6.6%)	7	2,593	(6.9%)	8
\$5K - \$10K	194	(4%)	87	839	(3.8%)	84	1,485	(3.9%)	87
\$10K - \$25K	287	(5.9%)	92	1,262	(5.7%)	91	2,203	(5.9%)	92
\$25K - \$50K	326	(6.7%)	98	1,444	(6.6%)	97	2,483	(6.6%)	97

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



Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	491	(10%)	2,214	(10.1%)	3,786	(10.1%)
\$100K - \$250K	904	(18.5%)	4,133	(18.8%)	7,021	(18.7%)
\$250K - \$500K	705	(14.4%)	3,238	(14.7%)	5,457	(14.5%)
>\$500K	862	(17.6%)	3,994	(18.2%)	6,689	(17.8%)

Vehicles per Household

Total Number of Vehicles	8,775		43,740		74,947	
Average Number of Vehicles	1.8		1.99		1.99	
No Vehicles	166	(3.4%)	619	(2.8%)	1,205	(3.2%)
1 Vehicle	1,862	(38.1%)	6,573	(29.9%)	11,379	(30.2%)
2 Vehicles	1,933	(39.6%)	9,548	(43.5%)	15,886	(42.2%)
3 or more Vehicles	926	(18.9%)	5,213	(23.7%)	9,151	(24.3%)

Population Change

Births	143		600		1,045
Deaths	73		424		728
Migration	-111		-820		-945

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	349	977	2,115
Total Employees	4,637	13,606	43,902

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