



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	5,240		85,749		358,995	
Households	2,083		30,400		123,298	
Persons per Household	2.52	99	2.73	107	2.82	111
Household Median Income	\$95,037.87	119	\$117,031.01	147	\$97,016.21	122
Household Median Disposable Income	\$79,479.3	116	\$95,368.88	139	\$80,711.26	118
Household Median Discretionary Income	\$61,499.7	121	\$73,460.02	144	\$55,411.51	109
Average Income Per Person	\$46,235.42	107	\$53,272.76	124	\$47,931.22	111
Median Rent	\$1,832.49	130	\$1,856.27	132	\$1,661.36	118
Median House Value	\$558,083.51	147	\$659,302.57	173	\$651,446.74	171
Households in Poverty	111 (5.3%)	42	2,199 (7.2%)	57	16,611 (13.5%)	106
Household Median Wealth	\$87,499.25	108	\$98,220.25	121	\$80,104.74	99
Average Age	43.56	106	42.56	104	40.5	99
Median Age	43.79	109	42.16	105	38.82	97
Households with Children	640 (30.7%)	115	8,439 (27.8%)	104	39,584 (32.1%)	120
High School Graduate or Higher	3,751 (95.6%)	107	56,422 (92.9%)	104	215,462 (87.8%)	98

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	1,279 (32.6%)	26,646 (43.9%)	91,259 (37.2%)
Pop density (per sq mi)	1,395	2,775	4,627
Area (based on blockgroups)	4	31	78

Population

Population 2024 Q4	5,240	85,749	358,995
Population 2024 Q3	5,244	85,712	358,855
Population 2024 Q2	5,240	85,940	359,196
Population 2024 Q1	5,242	85,960	359,014
Population 2023 Q4	5,241	85,848	358,636
Population 2023 Q3	4,962	85,338	358,275
Population 2023 Q2	5,132	86,104	358,643
Population 2023 Q1	5,124	86,116	358,690
Population 2022 Q4	5,124	86,146	359,324
Population 5 Years Forecast	5,312	87,453	363,187
Population 10 Years Forecast	5,374	88,802	367,322
Persons per Household	2.52	2.73	2.82

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	● 1 Mile	● 3 Mile	● 5 Mile
Group Quarters	2,664 (3.1%)	132	10,692 (3%)
Transient Population - Average Last 4 Quarters	226 (4.3%)	333	734 (0.9%)
		66	1,418 (<0.5%)

Households

Households 2024 Q4	2,083	30,400	123,298
Households 2024 Q3	2,082	30,374	123,209
Households 2024 Q2	2,082	30,466	123,342
Households 2024 Q1	2,082	30,471	123,268
Households 2023 Q4	2,082	30,435	123,103
Households 2023 Q3	1,952	30,211	122,932
Households 2023 Q2	2,032	30,535	123,129
Households 2023 Q1	2,026	30,533	123,138
Households 2022 Q4	2,026	30,544	123,397
Households 5 Years Forecast	2,114	31,029	124,774
Households 10 Years Forecast	2,139	31,526	126,237

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Gender

Male	2,577	(49.2%)	100	41,019	(47.8%)	98	172,543	(48.1%)	98
Female	2,663	(50.8%)	100	44,730	(52.2%)	102	186,452	(51.9%)	102

Ethnicity

White	3,396	(64.8%)	112	52,813	(61.6%)	107	162,907	(45.4%)	7
Hispanic (Ethnic)	1,322	(25.2%)	129	19,653	(22.9%)	117	124,332	(34.6%)	177
Asian	222	(4.2%)	74	7,208	(8.4%)	146	24,297	(6.8%)	118
Other	190	(3.6%)	70	2,282	(2.7%)	51	10,214	(2.8%)	55
Black	110	(2.1%)	18	3,793	(4.4%)	38	37,245	(10.4%)	88

Household by Ethnicity

White	1,300	(62.4%)	101	19,469	(64%)	104	59,834	(48.5%)	7
Hispanic (Ethnic)	469	(22.5%)	148	6,101	(20.1%)	132	40,302	(32.7%)	215
Other	158	(7.6%)	100	1,926	(6.3%)	83	7,492	(6.1%)	8
Asian	89	(4.3%)	94	1,956	(6.4%)	142	6,080	(4.9%)	109
Black	67	(3.2%)	29	948	(3.1%)	28	9,590	(7.8%)	70

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	\$116,309.94		105	\$146,725.91		132	\$136,806.82		123
Average Income Per Person	\$46,235.42		107	\$53,272.76		124	\$47,931.22		111
Household Median Income	\$95,037.87		119	\$117,031.01		147	\$97,016.21		122
<\$15K	83	(4%)	49	1,353	(4.5%)	55	10,208	(8.3%)	102
\$15K - \$25K	70	(3.4%)	52	1,290	(4.2%)	66	6,630	(5.4%)	83
\$25K - \$35K	58	(2.8%)	41	1,270	(4.2%)	62	6,540	(5.3%)	7
\$35K - \$50K	312	(15%)	146	2,237	(7.4%)	71	10,858	(8.8%)	86
\$50K - \$75K	186	(8.9%)	57	3,694	(12.2%)	7	15,202	(12.3%)	7
\$75K - \$100K	398	(19.1%)	149	3,163	(10.4%)	8	13,612	(11%)	86
\$100K - \$150K	431	(20.7%)	117	5,979	(19.7%)	111	20,409	(16.6%)	93
\$150K - \$175K	133	(6.4%)	102	2,853	(9.4%)	150	9,510	(7.7%)	123
\$175K - \$200K	85	(4.1%)	62	3,191	(10.5%)	160	11,411	(9.3%)	141
\$200K - \$250K	184	(8.8%)	169	3,010	(9.9%)	190	10,600	(8.6%)	165
\$250K - \$500K	80	(3.8%)	172	1,289	(4.2%)	190	4,540	(3.7%)	165
>\$500K	63	(3%)	162	1,071	(3.5%)	189	3,778	(3.1%)	164

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	\$95,926.49	116	\$105,066.57	127	\$94,678.31	115
Household Median Disposable Income	\$79,479.3	116	\$95,368.88	139	\$80,711.26	118
<\$15K	91 (4.4%)	50	1,475 (4.9%)	55	10,888 (8.8%)	101
\$15K - \$25K	80 (3.8%)	50	1,458 (4.8%)	63	7,941 (6.4%)	85
\$25K - \$35K	90 (4.3%)	55	1,706 (5.6%)	71	8,486 (6.9%)	87
\$35K - \$50K	324 (15.6%)	128	2,722 (9%)	75	11,929 (9.7%)	7
\$50K - \$75K	366 (17.6%)	99	4,405 (14.5%)	8	18,458 (15%)	84
\$75K - \$100K	328 (15.7%)	110	4,162 (13.7%)	96	15,787 (12.8%)	90
\$100K - \$150K	451 (21.7%)	121	7,428 (24.4%)	136	24,268 (19.7%)	110
\$150K - \$175K	102 (4.9%)	8	2,973 (9.8%)	161	11,257 (9.1%)	150
\$175K - \$200K	70 (3.4%)	153	1,104 (3.6%)	165	3,850 (3.1%)	142
\$200K - \$250K	73 (3.5%)	164	1,198 (3.9%)	184	4,193 (3.4%)	159
\$250K - \$500K	99 (4.8%)	162	1,629 (5.4%)	183	5,734 (4.7%)	159
>\$500K	9 (<0.5%)	168	140 (<0.5%)	179	507 (<0.5%)	160

Discretionary Households Income

Household Average Discretionary Income	\$70,733.81	115	\$79,794.54	130	\$68,163.72	111
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



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Benchmark: Nationwide

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Household Median Discretionary Income	\$61,499.7		121	\$73,460.02		144	\$55,411.51		109
<\$10K	81	(3.9%)	42	1,429	(4.7%)	51	15,216	(12.3%)	33
\$10K - \$20K	167	(8%)	76	2,104	(6.9%)	65	13,415	(10.9%)	103
\$20K - \$30K	269	(12.9%)	122	2,588	(8.5%)	81	10,905	(8.8%)	84
\$30K - \$40K	121	(5.8%)	58	2,425	(8%)	81	9,651	(7.8%)	71
\$40K - \$50K	143	(6.9%)	71	1,989	(6.5%)	74	8,160	(6.6%)	75
\$50K - \$75K	529	(25.4%)	146	4,951	(16.3%)	94	17,889	(14.5%)	83
\$75K - \$100K	295	(14.2%)	121	4,623	(15.2%)	130	13,554	(11%)	94
\$100K - \$125K	170	(8.2%)	101	3,597	(11.8%)	146	11,154	(9%)	112
\$125K - \$150K	125	(6%)	90	3,758	(12.4%)	186	12,122	(9.8%)	148
>\$150K	183	(8.8%)	149	2,936	(9.7%)	163	11,232	(9.1%)	154

Households Income by Ethnicity

Average Income - White	\$109,598.32		115	\$118,421.25		124	\$119,511.19		125
Median Income - White	\$105,720.11		122	\$124,879.12		144	\$126,930.09		146
Average Income - Black	\$90,083.78		130	\$109,080.01		158	\$70,972.02		103
Median Income - Black	\$87,499.5		158	\$113,957.78		206	\$51,799.82		93

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Average Income - Asian	\$131,115.67 (116)	\$106,463.32 (94)	\$116,341.28 (103)
Median Income - Asian	\$132,737.78 (116)	\$102,624.2 (90)	\$118,920.63 (104)
Average Income - Hispanic	\$92,100.02 (114)	\$104,675.61 (129)	\$84,413.4 (104)
Median Income - Hispanic	\$82,247.61 (118)	\$97,097.33 (140)	\$71,798.54 (103)
Average Income - Other	\$100,935.22 (113)	\$122,686.1 (137)	\$109,359.12 (122)
Median Income - Other	\$89,215.12 (112)	\$125,462.94 (158)	\$108,312.32 (136)

Age

Average Age	43.56 (106)	42.56 (104)	40.5 (99)
Median Age	43.79 (109)	42.16 (105)	38.82 (97)
0-4	281 (5.4%) (99)	4,391 (5.1%) (95)	19,910 (5.5%) (103)
5-13	402 (7.7%) (74)	7,775 (9.1%) (88)	37,741 (10.5%) (102)
14-17	216 (4.1%) (75)	4,380 (5.1%) (96)	19,643 (5.5%) (103)
18-21	235 (4.5%) (81)	4,785 (5.6%) (101)	20,612 (5.7%) (104)
22-24	183 (3.5%) (84)	3,686 (4.3%) (104)	15,593 (4.3%) (105)
25-29	355 (6.8%) (114)	5,220 (6.1%) (103)	22,707 (6.3%) (107)
30-34	355 (6.8%) (104)	4,799 (5.6%) (86)	22,021 (6.1%) (94)

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35-39	326	(6.2%)	94	5,149	(6%)	91	22,289	(6.2%)	94
40-44	282	(5.4%)	84	4,987	(5.8%)	91	21,863	(6.1%)	95
45-49	329	(6.3%)	105	5,175	(6%)	101	21,954	(6.1%)	102
50-54	367	(7%)	117	5,385	(6.3%)	105	22,359	(6.2%)	104
55-59	410	(7.8%)	128	5,859	(6.8%)	111	23,496	(6.5%)	107
60-64	397	(7.6%)	118	5,920	(6.9%)	108	23,249	(6.5%)	101
65-69	361	(6.9%)	114	5,462	(6.4%)	105	20,761	(5.8%)	95
70-74	260	(5%)	99	4,412	(5.1%)	102	16,205	(4.5%)	90
75-79	221	(4.2%)	110	3,610	(4.2%)	109	12,543	(3.5%)	91
80-84	123	(2.3%)	98	2,395	(2.8%)	116	8,138	(2.3%)	94
85+	137	(2.6%)	129	2,359	(2.8%)	136	7,911	(2.2%)	109

Age - Male

Male Average Age	41.66		105	41.16		103	39.23		98
Male Median Age	41.23		108	40.61		107	37.47		98
0-4	145	(5.6%)	100	2,250	(5.5%)	97	10,230	(5.9%)	105
5-13	213	(8.3%)	7	3,969	(9.7%)	90	19,327	(11.2%)	104

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14-17	124	(4.8%)	87	2,168	(5.3%)	96	9,801	(5.7%)	103
18-21	135	(5.2%)	91	2,337	(5.7%)	99	10,258	(5.9%)	103
22-24	101	(3.9%)	90	1,786	(4.4%)	100	7,799	(4.5%)	104
25-29	185	(7.2%)	116	2,690	(6.6%)	106	11,459	(6.6%)	108
30-34	183	(7.1%)	106	2,396	(5.8%)	87	10,722	(6.2%)	93
35-39	160	(6.2%)	93	2,551	(6.2%)	93	10,790	(6.3%)	93
40-44	138	(5.4%)	83	2,376	(5.8%)	90	10,392	(6%)	93
45-49	153	(5.9%)	99	2,453	(6%)	100	10,342	(6%)	100
50-54	171	(6.6%)	111	2,581	(6.3%)	106	10,638	(6.2%)	103
55-59	211	(8.2%)	134	2,818	(6.9%)	113	11,224	(6.5%)	107
60-64	192	(7.5%)	118	2,829	(6.9%)	110	11,031	(6.4%)	102
65-69	155	(6%)	103	2,567	(6.3%)	108	9,698	(5.6%)	97
70-74	129	(5%)	106	2,013	(4.9%)	104	7,487	(4.3%)	92
75-79	85	(3.3%)	94	1,529	(3.7%)	106	5,412	(3.1%)	89
80-84	52	(2%)	97	925	(2.3%)	108	3,237	(1.9%)	90
85+	45	(1.7%)	118	781	(1.9%)	129	2,696	(1.6%)	106

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	45.4	43.84	41.68
Female Median Age	46.83	43.56	41.08
0-4	136 (5.1%)	2,141 (4.8%)	9,680 (5.2%)
5-13	189 (7.1%)	3,806 (8.5%)	18,414 (9.9%)
14-17	92 (3.5%)	2,212 (4.9%)	9,842 (5.3%)
18-21	100 (3.8%)	2,448 (5.5%)	10,354 (5.6%)
22-24	82 (3.1%)	1,900 (4.2%)	7,794 (4.2%)
25-29	170 (6.4%)	2,530 (5.7%)	11,248 (6%)
30-34	172 (6.5%)	2,403 (5.4%)	11,299 (6.1%)
35-39	166 (6.2%)	2,598 (5.8%)	11,499 (6.2%)
40-44	144 (5.4%)	2,611 (5.8%)	11,471 (6.2%)
45-49	176 (6.6%)	2,722 (6.1%)	11,612 (6.2%)
50-54	196 (7.4%)	2,804 (6.3%)	11,721 (6.3%)
55-59	199 (7.5%)	3,041 (6.8%)	12,272 (6.6%)
60-64	205 (7.7%)	3,091 (6.9%)	12,218 (6.6%)

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65-69	206	(7.7%)	123	2,895	(6.5%)	103	11,063	(5.9%)	94
70-74	131	(4.9%)	93	2,399	(5.4%)	101	8,718	(4.7%)	88
75-79	136	(5.1%)	123	2,081	(4.7%)	112	7,131	(3.8%)	92
80-84	71	(2.7%)	99	1,470	(3.3%)	121	4,901	(2.6%)	97
85+	92	(3.5%)	135	1,578	(3.5%)	138	5,215	(2.8%)	109

Employment by Occupation

Total Employees (16+ Years Old)	3,011			45,149			181,315		
Managerial/Executive	695	(23.1%)	133	9,730	(21.6%)	124	32,741	(18.1%)	104
Professional Specialty	441	(14.6%)	59	10,799	(23.9%)	97	43,012	(23.7%)	96
Office Admin	400	(13.3%)	125	5,821	(12.9%)	121	19,400	(10.7%)	101
Production & Transportation	385	(12.8%)	99	4,611	(10.2%)	79	26,667	(14.7%)	114
Sales	335	(11.1%)	119	5,066	(11.2%)	120	18,360	(10.1%)	108
Construction	278	(9.2%)	115	2,851	(6.3%)	79	12,254	(6.8%)	84
Food Preparation & Serving	135	(4.5%)	88	1,859	(4.1%)	8	7,697	(4.2%)	83
Personal Care	125	(4.2%)	166	1,076	(2.4%)	96	4,605	(2.5%)	102
Protective	104	(3.5%)	160	1,471	(3.3%)	150	4,138	(2.3%)	105

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Building Maintenance & Cleaning	78	(2.6%)	76	718	(1.6%)	47	6,063	(3.3%)	98
Healthcare support	35	(1.2%)	35	1,147	(2.5%)	7	6,180	(3.4%)	104
Farming, Fishing & Forestry							198	(<0.5%)	19

Employment by Industry

Total Employees (16+ Years Old)	3,011			45,149			181,315		
Educational Services	563	(18.7%)	8	11,471	(25.4%)	108	42,867	(23.6%)	101
Manufacturing	423	(14%)	141	4,413	(9.8%)	98	20,333	(11.2%)	113
Wholesale Retail	400	(13.3%)	101	7,062	(15.6%)	119	26,197	(14.4%)	110
Transportation	344	(11.4%)	195	2,537	(5.6%)	96	12,995	(7.2%)	123
Agriculture/Mining/Construction	327	(10.9%)	128	2,553	(5.7%)	66	10,239	(5.6%)	66
Financial, Insurance & Real Estate	274	(9.1%)	135	3,922	(8.7%)	129	13,346	(7.4%)	109
Entertainment Services	142	(4.7%)	54	3,035	(6.7%)	7	13,210	(7.3%)	84
Information	128	(4.3%)	228	969	(2.1%)	115	3,982	(2.2%)	118
Other Professional Services	126	(4.2%)	89	2,091	(4.6%)	98	8,718	(4.8%)	102
Professional Services	120	(4%)	49	3,889	(8.6%)	107	15,855	(8.7%)	108
Public Administration	95	(3.2%)	66	1,873	(4.1%)	87	6,044	(3.3%)	70

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Administrative/Waste Services	53	(1.8%)	42	1,293	(2.9%)	69	7,212	(4%)	95
Management Services	16	(0.5%)	420	41	(<0.5%)	72	317	(<0.5%)	138

Language Spoken

Speak English at Home	3,300	(66.5%)	86	51,808	(63.7%)	8	190,207	(56.1%)	72
Speak Other Language at Home	944	(19%)	225	15,702	(19.3%)	228	51,084	(15.1%)	178
Speak Spanish at Home	715	(14.4%)	102	13,848	(17%)	120	97,794	(28.8%)	204

Ancestry

Italian	787	(15%)	504	13,617	(15.9%)	533	36,990	(10.3%)	346
Other	769	(14.7%)	70	12,777	(14.9%)	71	67,476	(18.8%)	89
Unclassified	608	(11.6%)	71	9,027	(10.5%)	65	29,726	(8.3%)	51
South American	553	(10.6%)	846	6,383	(7.4%)	597	30,466	(8.5%)	681
Scottish/Irish	340	(6.5%)	97	5,141	(6%)	90	17,285	(4.8%)	72
Puerto Rican	323	(6.2%)	219	5,096	(5.9%)	211	28,021	(7.8%)	277
Middle Eastern	321	(6.1%)	987	2,939	(3.4%)	552	8,797	(2.5%)	395
Other European (e.g. Greek/Russian)	222	(4.2%)	134	4,313	(5%)	159	14,192	(4%)	125
Central American	216	(4.1%)	248	1,357	(1.6%)	95	5,923	(1.6%)	99

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German	200	(3.8%)	49	3,607	(4.2%)	54	11,497	(3.2%)	41
Polish	164	(3.1%)	204	2,715	(3.2%)	206	8,522	(2.4%)	155
British	128	(2.4%)	46	1,753	(2%)	38	5,775	(1.6%)	30
Other Hispanic	125	(2.4%)	167	1,641	(1.9%)	134	7,550	(2.1%)	147
South East Asian (e.g. Vietnamese)	92	(1.8%)	100	1,781	(2.1%)	118	4,435	(1.2%)	70
South Central Asian (e.g. Indian)	76	(1.5%)	93	3,437	(4%)	257	14,165	(3.9%)	253
American	72	(1.4%)	29	1,514	(1.8%)	37	4,823	(1.3%)	28
Dominican	64	(1.2%)	192	2,927	(3.4%)	535	37,212	(10.4%)	1625
Dutch	43	(0.8%)	36	649	(0.8%)	125	2,266	(0.6%)	104
Chinese	28	(0.5%)	43	865	(1%)	8	2,667	(0.7%)	60
French	27	(0.5%)	42	332	(<0.5%)	31	1,118	(<0.5%)	25
Korean	23	(<0.5%)	85	521	(0.6%)	117	1,610	(<0.5%)	87
Cuban	21	(<0.5%)	55	1,134	(1.3%)	183	4,539	(1.3%)	174
Mexican	20	(<0.5%)	3	1,115	(1.3%)	12	10,621	(3%)	27
Scandinavian	14	(<0.5%)	14	445	(0.5%)	27	1,574	(<0.5%)	23
Japanese	2	(<0.5%)	16	106	(<0.5%)	52	313	(<0.5%)	36

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Other Asian	1	(<0.5%)	498	(0.6%)	1,107	(<0.5%)
Native American (Indian/Eskimo)	1	(<0.5%)	54	(<0.5%)	289	(<0.5%)
Hawaiian/Pacific Islander			5	(<0.5%)	36	(<0.5%)

Education (Age 25+)

Total Educated Population	3,923		60,732		245,496	
Elementary (0 to 8 Years)	109	(2.8%)	2,193	(3.6%)	16,341	(6.7%)
Some High School (9 to 11 Years)	63	(1.6%)	2,117	(3.5%)	13,693	(5.6%)
High School Graduate (12 Years)	1,319	(33.6%)	16,298	(26.8%)	74,543	(30.4%)
Some College (13 to 16 Years)	893	(22.8%)	9,640	(15.9%)	36,565	(14.9%)
Associates Degree Only	260	(6.6%)	3,838	(6.3%)	13,095	(5.3%)
Bachelor's Degree Only	864	(22%)	16,685	(27.5%)	55,985	(22.8%)
Graduate Degree	415	(10.6%)	9,961	(16.4%)	35,274	(14.4%)

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	2,083	30,400	123,298
One Person Households	646 (31%)	7,217 (23.7%)	29,565 (24%)
Married Couple	963 (46.2%)	17,521 (57.6%)	60,714 (49.2%)
Male Householder	77 (3.7%)	1,272 (4.2%)	6,987 (5.7%)
Female Householder	361 (17.3%)	3,174 (10.4%)	20,673 (16.8%)
Non Family Households	36 (1.7%)	1,216 (4%)	5,359 (4.3%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,083	30,400	123,298
1 Person Household	646 (31%)	7,217 (23.7%)	29,565 (24%)
2 Person Household	609 (29.2%)	8,895 (29.3%)	33,087 (26.8%)
3 Person Household	297 (14.3%)	5,151 (16.9%)	21,430 (17.4%)
4 Person Household	325 (15.6%)	5,120 (16.8%)	21,188 (17.2%)
5 Person Household	123 (5.9%)	2,306 (7.6%)	10,356 (8.4%)
6 Person Household	50 (2.4%)	1,065 (3.5%)	4,484 (3.6%)
7+ Person Household	33 (1.6%)	646 (2.1%)	3,188 (2.6%)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	2,149	31,463	128,232
Owner Occupied Housing	1,427	21,629	69,026
Renter Occupied Housing	656	8,771	54,272
Vacant Housing	66	1,063	4,934

Housing Rent

Average Rent	\$1,905.17	123	\$1,930.15	125	\$1,675.69	109			
Median Rent	\$1,832.49	130	\$1,856.27	132	\$1,661.36	118			
Total Cash Rents Housing	638	8,296	52,495						
<\$300	99	(1.2%)	43	1,794	(3.4%)	122			
\$300-\$500	97	(1.2%)	30	1,813	(3.5%)	89			
\$500-\$750	2	(<0.5%)	4	151	(1.8%)	21	2,162	(4.1%)	47
\$750-\$1000	14	(2.2%)	17	286	(3.4%)	26	3,167	(6%)	46
\$1000-\$1500	172	(27%)	102	1,594	(19.2%)	73	11,873	(22.6%)	86
\$1500-\$2000	197	(30.9%)	147	2,696	(32.5%)	155	16,852	(32.1%)	153
\$2000-\$2500	161	(25.2%)	216	1,789	(21.6%)	184	8,636	(16.5%)	141

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	53	(8.3%)	145	826	(10%)	173	3,388	(6.5%)	112
\$3000-\$3500	24	(3.8%)	124	471	(5.7%)	187	1,538	(2.9%)	96
>\$3500	15	(2.4%)	64	287	(3.5%)	95	1,272	(2.4%)	66

Value of Owner-Occupied Housing Units

Average House Value	\$554,078.43	106	\$706,206.14	135	\$717,867.58	137			
Median House Value	\$558,083.51	147	\$659,302.57	173	\$651,446.74	171			
Owner Occupied Housing	1,427		21,629		69,026				
<\$100K	48	(3.4%)	39	282	(1.3%)	15	1,287	(1.9%)	22
\$100K - \$200K	66	(4.6%)	34	251	(1.2%)	9	1,276	(1.8%)	14
\$200K - \$300K	109	(7.6%)	47	724	(3.3%)	21	3,216	(4.7%)	29
\$300K - \$400K	252	(17.7%)	121	2,283	(10.6%)	72	7,012	(10.2%)	70
\$400K - \$500K	130	(9.1%)	75	2,656	(12.3%)	107	8,574	(12.4%)	108
\$500K - \$1000K	750	(52.6%)	212	12,673	(58.6%)	237	36,655	(53.1%)	215
>\$1000K	72	(5%)	46	2,760	(12.8%)	117	11,006	(15.9%)	146

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



Benchmark: Nationwide



Poverty

Households in Poverty	111	(5.3%)	42	2,199	(7.2%)	57	16,611	(13.5%)	106
Households Above Poverty	1,972	(94.7%)	108	28,201	(92.8%)	106	106,687	(86.5%)	99
Households in Poverty (Married)				532	(1.8%)	8	2,494	(2%)	93
Households in Poverty (Male Householder)	17	(0.8%)	128	67	(<0.5%)	35	724	(0.6%)	92
Households in Poverty (Female Householder)				456	(1.5%)	51	5,339	(4.3%)	147
Households in Poverty (Non-Family)	91	(4.4%)	70	1,044	(3.4%)	55	7,558	(6.1%)	98
Households in Poverty (Non-Family Student)	3	(<0.5%)	23	100	(<0.5%)	53	496	(<0.5%)	65

Wealth per Household

Household Average Wealth	\$248,407.35		103	\$265,162.99		110	\$242,833.38		100
Household Median Wealth	\$87,499.25		108	\$98,220.25		121	\$80,104.74		99
<\$0K	350	(16.8%)	97	4,848	(15.9%)	92	21,639	(17.6%)	101
\$0K - \$5K	167	(8%)	94	2,277	(7.5%)	87	10,858	(8.8%)	103
\$5K - \$10K	92	(4.4%)	97	1,247	(4.1%)	90	5,677	(4.6%)	101
\$10K - \$25K	130	(6.2%)	98	1,817	(6%)	94	7,782	(6.3%)	99
\$25K - \$50K	142	(6.8%)	100	2,029	(6.7%)	98	8,263	(6.7%)	99

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	214	(10.3%)	101	3,092	(10.2%)	100	12,340	(10%)	98
\$100K - \$250K	386	(18.5%)	103	5,685	(18.7%)	104	21,972	(17.8%)	99
\$250K - \$500K	283	(13.6%)	103	4,310	(14.2%)	107	16,180	(13.1%)	99
>\$500K	319	(15.3%)	103	5,095	(16.8%)	113	18,587	(15.1%)	101

Vehicles per Household

Total Number of Vehicles	3,736			56,945			199,878		
Average Number of Vehicles	1.79		98	1.87		102	1.62		89
No Vehicles	41	(2%)	24	1,650	(5.4%)	66	16,862	(13.7%)	165
1 Vehicle	1,091	(52.4%)	160	9,963	(32.8%)	100	42,755	(34.7%)	106
2 Vehicles	452	(21.7%)	59	12,090	(39.8%)	108	42,729	(34.7%)	94
3 or more Vehicles	499	(24%)	109	6,697	(22%)	100	20,952	(17%)	7

Population Change

Births	55			871			3,959		
Deaths	43			723			2,575		
Migration	-9			-208			-873		

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	703	3,268	11,340
Total Employees	9,241	41,363	126,615

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