



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	9,124		63,443		132,607	
Households	3,902		23,334		49,512	
Persons per Household	2.32	91	2.67	105	2.64	104
Household Median Income	\$111,797.28	128	\$142,480.19	163	\$137,003.82	157
Household Median Disposable Income	\$90,506.23	121	\$115,445.05	154	\$111,351.59	149
Household Median Discretionary Income	\$69,179.49	119	\$91,430.78	158	\$90,563.65	156
Average Income Per Person	\$61,846.15	131	\$64,120.56	136	\$67,582.94	143
Median Rent	\$1,797.62	127	\$2,013.99	143	\$2,061.41	146
Median House Value	\$641,393.45	164	\$720,612.89	184	\$721,892.88	184
Households in Poverty	330 (8.5%)	67	1,605 (6.9%)	54	3,288 (6.6%)	53
Household Median Wealth	\$85,619.34	105	\$102,665.57	125	\$104,584.68	128
Average Age	41.47	101	41.81	101	42.45	103
Median Age	40.55	100	41.89	104	42.52	105
Households with Children	1,093 (28%)	104	6,908 (29.6%)	110	14,401 (29.1%)	108
High School Graduate or Higher	6,249 (94.8%)	106	42,580 (93.7%)	105	89,567 (93.7%)	105

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
Bachelor's Degree or Higher	3,794 (57.6%)	24,730 (54.4%)	50,682 (53%)
Pop density (per sq mi)	3,684	2,163	1,705
Area (based on blockgroups)	2	29	78

Population

Population 2025 Q4	9,124	63,443	132,607
Population 2025 Q3	9,130	63,537	132,796
Population 2025 Q2	8,984	63,119	131,639
Population 2025 Q1	8,960	63,034	131,122
Population 2024 Q4	8,795	62,711	130,706
Population 2024 Q3	8,836	62,610	130,527
Population 2024 Q2	8,580	61,220	128,961
Population 2024 Q1	8,670	61,988	129,530
Population 2023 Q4	8,657	61,905	129,254
Population 5 Years Forecast	10,107	65,979	137,392
Population 10 Years Forecast	10,825	68,525	142,336
Persons per Household	2.32	2.67	2.64

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		
Group Quarters	72	(0.8%)		1,178	(1.9%)		1,698	(1.3%)	
Transient Population - Average Last 4 Quarters	630	(6.9%)		864	(1.4%)		2,102	(1.6%)	

Households

Households 2025 Q4	3,902		23,334		49,512
Households 2025 Q3	3,907		23,359		49,552
Households 2025 Q2	3,845		23,186		49,104
Households 2025 Q1	3,836		23,151		48,911
Households 2024 Q4	3,765		23,015		48,741
Households 2024 Q3	3,785		22,992		48,689
Households 2024 Q2	3,672		22,468		48,100
Households 2024 Q1	3,706		22,771		48,339
Households 2023 Q4	3,699		22,732		48,226
Households 5 Years Forecast	4,319		24,404		51,418
Households 10 Years Forecast	4,623		25,426		53,343

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Gender

Gender	1 Mile	3 Mile	5 Mile
Male	4,495 (49.3%)	31,300 (49.3%)	65,004 (49%)
Female	4,629 (50.7%)	32,143 (50.7%)	67,603 (51%)

Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	4,776 (52.3%)	34,169 (53.9%)	72,401 (54.6%)
Asian	1,698 (18.6%)	13,619 (21.5%)	23,194 (17.5%)
Hispanic (Ethnic)	1,444 (15.8%)	10,282 (16.2%)	24,668 (18.6%)
Black	817 (9%)	3,008 (4.7%)	7,047 (5.3%)
Other	389 (4.3%)	2,365 (3.7%)	5,297 (4%)

Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	2,009 (51.5%)	13,317 (57.1%)	28,974 (58.5%)
Asian	644 (16.5%)	4,061 (17.4%)	7,016 (14.2%)
Hispanic (Ethnic)	563 (14.4%)	3,269 (14%)	7,446 (15%)
Black	378 (9.7%)	1,079 (4.6%)	2,518 (5.1%)
Other	308 (7.9%)	1,608 (6.9%)	3,558 (7.2%)

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	\$143,709.49	118	\$171,823.49	141	\$179,247.11	147
Average Income Per Person	\$61,846.15	131	\$64,120.56	136	\$67,582.94	143
Household Median Income	\$111,797.28	128	\$142,480.19	163	\$137,003.82	157
<\$15K	210 (5.4%)	74	904 (3.9%)	54	1,900 (3.8%)	53
\$15K - \$25K	183 (4.7%)	8	853 (3.7%)	62	1,778 (3.6%)	61
\$25K - \$35K	212 (5.4%)	89	789 (3.4%)	55	1,844 (3.7%)	61
\$35K - \$50K	218 (5.6%)	60	1,155 (4.9%)	53	2,632 (5.3%)	57
\$50K - \$75K	447 (11.5%)	77	2,172 (9.3%)	62	4,648 (9.4%)	63
\$75K - \$100K	513 (13.1%)	105	2,356 (10.1%)	80	5,018 (10.1%)	80
\$100K - \$150K	676 (17.3%)	95	3,989 (17.1%)	94	9,230 (18.6%)	103
\$150K - \$175K	308 (7.9%)	125	2,071 (8.9%)	141	4,056 (8.2%)	130
\$175K - \$200K	240 (6.2%)	123	1,833 (7.9%)	157	3,201 (6.5%)	130
\$200K - \$250K	501 (12.8%)	159	4,038 (17.3%)	215	8,514 (17.2%)	213
\$250K - \$500K	215 (5.5%)	159	1,731 (7.4%)	215	3,651 (7.4%)	213
>\$500K	179 (4.6%)	159	1,443 (6.2%)	215	3,040 (6.1%)	213

Disposable 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 Disposable Income	\$107,194.63		118	\$123,625.32		137	\$122,099.53		35
Household Median Disposable Income	\$90,506.23		121	\$115,445.05		154	\$111,351.59		149
<\$15K	232	(5.9%)	75	1,020	(4.4%)	56	2,080	(4.2%)	53
\$15K - \$25K	207	(5.3%)	7	963	(4.1%)	60	2,264	(4.6%)	67
\$25K - \$35K	231	(5.9%)	83	1,018	(4.4%)	61	2,127	(4.3%)	60
\$35K - \$50K	280	(7.2%)	64	1,267	(5.4%)	48	3,044	(6.1%)	55
\$50K - \$75K	594	(15.2%)	90	2,959	(12.7%)	75	6,112	(12.3%)	73
\$75K - \$100K	562	(14.4%)	101	2,922	(12.5%)	87	6,459	(13%)	91
\$100K - \$150K	833	(21.3%)	113	5,463	(23.4%)	124	11,315	(22.9%)	121
\$150K - \$175K	286	(7.3%)	143	2,269	(9.7%)	190	4,612	(9.3%)	182
\$175K - \$200K	183	(4.7%)	137	1,468	(6.3%)	184	3,100	(6.3%)	183
\$200K - \$250K	199	(5.1%)	154	1,607	(6.9%)	208	3,382	(6.8%)	206
\$250K - \$500K	272	(7%)	154	2,188	(9.4%)	207	4,617	(9.3%)	206
>\$500K	23	(0.6%)	148	190	(0.8%)	205	400	(0.8%)	203

Discretionary Households Income

Household Average Discretionary Income	\$78,395.86		114	\$94,937.01		139	\$95,676.46		140
--	-------------	--	-----	-------------	--	-----	-------------	--	-----

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 Median Discretionary Income	\$69,179.49	119	\$91,430.78	158	\$90,563.65	156
<\$10K	216 (5.5%)	71	896 (3.8%)	50	1,894 (3.8%)	49
\$10K - \$20K	276 (7.1%)	72	1,191 (5.1%)	56	2,595 (5.2%)	57
\$20K - \$30K	271 (6.9%)	74	1,220 (5.2%)	55	2,705 (5.5%)	58
\$30K - \$40K	316 (8.1%)	89	1,249 (5.4%)	59	2,846 (5.7%)	63
\$40K - \$50K	338 (8.7%)	103	1,435 (6.1%)	73	2,746 (5.5%)	66
\$50K - \$75K	674 (17.3%)	98	3,749 (16.1%)	91	7,530 (15.2%)	87
\$75K - \$100K	485 (12.4%)	100	2,946 (12.6%)	102	6,805 (13.7%)	110
\$100K - \$125K	402 (10.3%)	121	2,867 (12.3%)	145	5,909 (11.9%)	140
\$125K - \$150K	387 (9.9%)	153	2,790 (12%)	184	5,047 (10.2%)	157
>\$150K	537 (13.8%)	136	4,991 (21.4%)	211	11,435 (23.1%)	228

Households Income by Ethnicity

Average Income - White	\$118,217.09	115	\$129,292.89	126	\$129,407.17	126
Median Income - White	\$111,444.36	118	\$141,225.98	149	\$138,596.9	147
Average Income - Black	\$98,847.43	133	\$108,264.19	146	\$103,905.04	140
Median Income - Black	\$125,000	208	\$122,793.21	204	\$105,994.66	176

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
Average Income - Asian	\$128,983.02 (107)	\$154,953.51 (128)	\$156,266.32 (129)
Median Income - Asian	\$143,650.04 (114)	\$193,308.06 (153)	\$200,735.71 (159)
Average Income - Hispanic	\$98,706.37 (114)	\$108,782.72 (125)	\$107,798.57 (124)
Median Income - Hispanic	\$92,653.93 (123)	\$101,399.68 (135)	\$101,129.38 (135)
Average Income - Other	\$108,304.64 (113)	\$124,099.48 (129)	\$118,638.07 (124)
Median Income - Other	\$102,380.85 (118)	\$125,581.38 (145)	\$117,344.81 (136)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	41.47 (101)	41.81 (101)	42.45 (103)
Median Age	40.55 (100)	41.89 (104)	42.52 (105)
0-4	563 (6.2%) (115)	3,471 (5.5%) (102)	7,139 (5.4%) (100)
5-13	891 (9.8%) (96)	5,806 (9.2%) (90)	12,165 (9.2%) (90)
14-17	384 (4.2%) (8)	3,112 (4.9%) (93)	6,379 (4.8%) (91)
18-21	397 (4.4%) (7)	3,209 (5.1%) (92)	6,511 (4.9%) (89)
22-24	298 (3.3%) (7)	2,378 (3.7%) (90)	4,827 (3.6%) (87)
25-29	461 (5.1%) (86)	3,608 (5.7%) (97)	7,412 (5.6%) (95)
30-34	639 (7%) (109)	3,793 (6%) (93)	7,726 (5.8%) (91)

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	
35-39	834	(9.1%)	4,268	(6.7%)	8,452	(6.4%)
40-44	693	(7.6%)	4,387	(6.9%)	9,043	(6.8%)
45-49	576	(6.3%)	4,244	(6.7%)	8,654	(6.5%)
50-54	521	(5.7%)	4,246	(6.7%)	8,592	(6.5%)
55-59	557	(6.1%)	4,574	(7.2%)	9,469	(7.1%)
60-64	572	(6.3%)	4,686	(7.4%)	9,938	(7.5%)
65-69	533	(5.8%)	4,140	(6.5%)	8,892	(6.7%)
70-74	421	(4.6%)	2,812	(4.4%)	6,377	(4.8%)
75-79	330	(3.6%)	1,935	(3%)	4,642	(3.5%)
80-84	217	(2.4%)	1,303	(2.1%)	3,117	(2.4%)
85+	237	(2.6%)	1,471	(2.3%)	3,272	(2.5%)

Age - Male

Male Average Age	39.71		40.54		41.19	
Male Median Age	38.57		40.73		41.42	
0-4	291	(6.5%)	1,788	(5.7%)	3,678	(5.7%)
5-13	471	(10.5%)	3,011	(9.6%)	6,258	(9.6%)

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		
14-17	191	(4.2%)	74	1,613	(5.2%)	94	3,279	(5%)	92
18-21	203	(4.5%)	74	1,661	(5.3%)	92	3,366	(5.2%)	90
22-24	156	(3.5%)	74	1,232	(3.9%)	89	2,514	(3.9%)	88
25-29	230	(5.1%)	83	1,884	(6%)	98	3,762	(5.8%)	94
30-34	324	(7.2%)	109	1,957	(6.3%)	95	3,923	(6%)	91
35-39	428	(9.5%)	142	2,105	(6.7%)	101	4,130	(6.4%)	95
40-44	376	(8.4%)	129	2,196	(7%)	108	4,498	(6.9%)	107
45-49	307	(6.8%)	113	2,105	(6.7%)	112	4,334	(6.7%)	111
50-54	263	(5.9%)	99	2,084	(6.7%)	112	4,209	(6.5%)	109
55-59	260	(5.8%)	96	2,207	(7.1%)	117	4,574	(7%)	117
60-64	284	(6.3%)	101	2,280	(7.3%)	117	4,890	(7.5%)	121
65-69	254	(5.7%)	96	2,031	(6.5%)	110	4,262	(6.6%)	112
70-74	193	(4.3%)	89	1,337	(4.3%)	88	3,017	(4.6%)	96
75-79	135	(3%)	81	849	(2.7%)	74	2,018	(3.1%)	85
80-84	68	(1.5%)	69	496	(1.6%)	72	1,222	(1.9%)	86
85+	61	(1.4%)	90	464	(1.5%)	98	1,070	(1.6%)	109

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	Value	1 Mile	3 Mile	5 Mile
Female Average Age	43.17	102	43.05	103
Female Median Age	41.79	101	43.06	105
0-4	272 (5.9%)	114	1,683 (5.2%)	100
5-13	420 (9.1%)	93	2,795 (8.7%)	90
14-17	193 (4.2%)	8	1,499 (4.7%)	90
18-21	194 (4.2%)	7	1,548 (4.8%)	88
22-24	142 (3.1%)	7	1,146 (3.6%)	86
25-29	231 (5%)	89	1,724 (5.4%)	96
30-34	315 (6.8%)	109	1,836 (5.7%)	90
35-39	406 (8.8%)	135	2,163 (6.7%)	99
40-44	317 (6.8%)	107	2,191 (6.8%)	105
45-49	269 (5.8%)	97	2,139 (6.7%)	106
50-54	258 (5.6%)	94	2,162 (6.7%)	109
55-59	297 (6.4%)	106	2,367 (7.4%)	119
60-64	288 (6.2%)	96	2,406 (7.5%)	116

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				
65-69	279	(6%)	95	2,109	(6.6%)	103	4,630	(6.8%)	108
70-74	228	(4.9%)	91	1,475	(4.6%)	85	3,360	(5%)	92
75-79	195	(4.2%)	98	1,086	(3.4%)	76	2,624	(3.9%)	90
80-84	149	(3.2%)	113	807	(2.5%)	88	1,895	(2.8%)	99
85+	176	(3.8%)	145	1,007	(3.1%)	119	2,202	(3.3%)	124

Employment by Occupation

	1 Mile		3 Mile		5 Mile				
Total Employees (16+ Years Old)	5,067		35,103		72,684				
Professional Specialty	1,834	(36.2%)	146	11,904	(33.9%)	137	23,305	(32.1%)	130
Managerial/Executive	1,100	(21.7%)	125	8,267	(23.6%)	135	17,083	(23.5%)	135
Sales	485	(9.6%)	102	3,050	(8.7%)	93	5,986	(8.2%)	88
Production & Transportation	448	(8.8%)	69	2,659	(7.6%)	59	6,552	(9%)	70
Construction	288	(5.7%)	71	1,676	(4.8%)	60	4,010	(5.5%)	69
Office Admin	279	(5.5%)	52	3,008	(8.6%)	8	6,375	(8.8%)	83
Healthcare support	240	(4.7%)	145	752	(2.1%)	65	1,537	(2.1%)	65
Protective	149	(2.9%)	136	580	(1.7%)	76	1,082	(1.5%)	69
Food Preparation & Serving	97	(1.9%)	38	1,563	(4.5%)	87	2,841	(3.9%)	7

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Personal Care	84	(1.7%)	66	874	(2.5%)	100	1,846	(2.5%)	102
Building Maintenance & Cleaning	63	(1.2%)	37	770	(2.2%)	65	1,988	(2.7%)	8
Farming, Fishing & Forestry							79	(<0.5%)	19

Employment by Industry

Total Employees (16+ Years Old)	5,067			35,103			72,684		
Educational Services	1,366	(27%)	115	7,760	(22.1%)	94	15,571	(21.4%)	92
Manufacturing	753	(14.9%)	150	4,945	(14.1%)	142	10,583	(14.6%)	147
Professional Services	729	(14.4%)	178	4,890	(13.9%)	172	9,216	(12.7%)	157
Wholesale Retail	624	(12.3%)	94	4,273	(12.2%)	93	9,343	(12.9%)	98
Agriculture/Mining/Construction	384	(7.6%)	89	1,577	(4.5%)	53	3,851	(5.3%)	62
Financial, Insurance & Real Estate	376	(7.4%)	110	3,054	(8.7%)	129	6,165	(8.5%)	126
Entertainment Services	219	(4.3%)	50	2,887	(8.2%)	95	4,989	(6.9%)	7
Transportation	180	(3.6%)	61	1,235	(3.5%)	60	3,043	(4.2%)	72
Administrative/Waste Services	162	(3.2%)	76	894	(2.5%)	61	2,597	(3.6%)	85
Public Administration	118	(2.3%)	49	1,028	(2.9%)	61	2,018	(2.8%)	58
Information	84	(1.7%)	89	1,212	(3.5%)	185	2,406	(3.3%)	177

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Other Professional Services	57	(1.1%)	24	1,210	(3.4%)	73	2,725	(3.7%)	8
Management Services	15	(<0.5%)	233	138	(<0.5%)	310	177	(<0.5%)	192

Language Spoken

Speak English at Home	5,275	(61.6%)	8	38,629	(64.4%)	83	82,463	(65.7%)	85
Speak Other Language at Home	2,268	(26.5%)	312	13,847	(23.1%)	272	24,941	(19.9%)	234
Speak Spanish at Home	1,018	(11.9%)	84	7,496	(12.5%)	88	18,064	(14.4%)	102

Ancestry

Other	1,757	(19.3%)	141	11,139	(17.6%)	129	22,461	(16.9%)	124
South Central Asian (e.g. Indian)	760	(8.3%)	527	7,235	(11.4%)	722	12,862	(9.7%)	614
Unclassified	739	(8.1%)	55	5,524	(8.7%)	59	11,945	(9%)	61
Italian	652	(7.1%)	267	4,820	(7.6%)	284	10,179	(7.7%)	287
Scottish/Irish	596	(6.5%)	109	3,537	(5.6%)	93	7,349	(5.5%)	93
South American	429	(4.7%)	344	3,527	(5.6%)	407	7,217	(5.4%)	398
Central American	394	(4.3%)	242	2,095	(3.3%)	185	5,658	(4.3%)	239
German	369	(4%)	57	2,681	(4.2%)	60	5,864	(4.4%)	62
Chinese	360	(3.9%)	307	3,099	(4.9%)	380	5,004	(3.8%)	293

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				
Puerto Rican	267	(2.9%)	104	1,876	(3%)	105	4,169	(3.1%)	112
Other European (e.g. Greek/Russian)	252	(2.8%)	100	2,468	(3.9%)	140	5,674	(4.3%)	154
British	225	(2.5%)	47	1,521	(2.4%)	46	3,283	(2.5%)	47
Polish	210	(2.3%)	168	2,304	(3.6%)	265	5,244	(4%)	289
Other Hispanic	164	(1.8%)	169	716	(1.1%)	106	1,498	(1.1%)	106
American	123	(1.3%)	34	1,060	(1.7%)	42	2,486	(1.9%)	47
Mexican	81	(0.9%)	8	963	(1.5%)	14	3,768	(2.8%)	26
South East Asian (e.g. Vietnamese)	76	(0.8%)	176	351	(0.6%)	117	460	(<0.5%)	73
Dominican	62	(0.7%)	101	876	(1.4%)	206	1,675	(1.3%)	189
Scandinavian	58	(0.6%)	37	421	(0.7%)	39	942	(0.7%)	41
French	58	(0.6%)	60	245	(<0.5%)	36	538	(<0.5%)	38
Other Asian	54	(0.6%)	167	168	(<0.5%)	75	368	(<0.5%)	71
Korean	54	(0.6%)	133	395	(0.6%)	140	749	(0.6%)	127
Cuban	47	(0.5%)	68	229	(<0.5%)	48	683	(0.5%)	68
Dutch	44	(<0.5%)	92	209	(<0.5%)	63	425	(<0.5%)	61
Middle Eastern	29	(<0.5%)	57	261	(<0.5%)	74	564	(<0.5%)	74

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Native American (Indian/Eskimo)	20	(<0.5%)	35	81	(<0.5%)	20	126	(<0.5%)	15
Japanese	14	(<0.5%)	67	74	(<0.5%)	51	234	(<0.5%)	7
Hawaiian/Pacific Islander				10	(<0.5%)	9	26	(<0.5%)	11

Education (Age 25+)

Total Educated Population	6,591			45,467			95,586		
Elementary (0 to 8 Years)	176	(2.7%)	56	1,429	(3.1%)	66	2,695	(2.8%)	59
Some High School (9 to 11 Years)	166	(2.5%)	43	1,458	(3.2%)	54	3,324	(3.5%)	59
High School Graduate (12 Years)	1,427	(21.7%)	83	10,002	(22%)	84	21,052	(22%)	84
Some College (13 to 16 Years)	741	(11.2%)	58	5,326	(11.7%)	61	12,197	(12.8%)	66
Associates Degree Only	287	(4.4%)	49	2,522	(5.5%)	63	5,636	(5.9%)	67
Bachelor's Degree Only	2,089	(31.7%)	149	13,934	(30.6%)	144	27,986	(29.3%)	137
Graduate Degree	1,705	(25.9%)	188	10,796	(23.7%)	173	22,696	(23.7%)	173

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	3,902	23,334	49,512
One Person Households	1,388 (35.6%)	5,600 (24%)	12,072 (24.4%)
Married Couple	1,665 (42.7%)	12,890 (55.2%)	27,195 (54.9%)
Male Householder	91 (2.3%)	600 (2.6%)	2,018 (4.1%)
Female Householder	379 (9.7%)	2,035 (8.7%)	4,756 (9.6%)
Non Family Households	379 (9.7%)	2,209 (9.5%)	3,471 (7%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,902	23,334	49,512
1 Person Household	1,388 (35.6%)	5,600 (24%)	12,072 (24.4%)
2 Person Household	1,079 (27.7%)	6,793 (29.1%)	14,855 (30%)
3 Person Household	576 (14.8%)	4,211 (18%)	8,952 (18.1%)
4 Person Household	522 (13.4%)	4,315 (18.5%)	8,545 (17.3%)
5 Person Household	207 (5.3%)	1,565 (6.7%)	3,203 (6.5%)
6 Person Household	84 (2.2%)	569 (2.4%)	1,259 (2.5%)
7+ Person Household	46 (1.2%)	281 (1.2%)	626 (1.3%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	4,104	24,467	52,144
Renter Occupied Housing	2,081	7,098	13,769
Owner Occupied Housing	1,821	16,236	35,743
Vacant Housing	202	1,133	2,632

Housing Rent

Average Rent	\$1,751.51	113	\$2,073.2	134	\$2,140.59	138
Median Rent	\$1,797.62	127	\$2,013.99	143	\$2,061.41	146
Total Cash Rents Housing	2,073	6,973	13,419			
<\$300	53 (2.6%)	92	74 (1.1%)	38	75 (0.6%)	20
\$300-\$500	42 (2%)	53	54 (0.8%)	20	56 (<0.5%)	11
\$500-\$750	87 (4.2%)	48	119 (1.7%)	20	202 (1.5%)	17
\$750-\$1000	80 (3.9%)	30	167 (2.4%)	18	293 (2.2%)	17
\$1000-\$1500	337 (16.3%)	62	941 (13.5%)	51	1,931 (14.4%)	55
\$1500-\$2000	735 (35.5%)	168	2,080 (29.8%)	142	3,751 (28%)	33
\$2000-\$2500	573 (27.6%)	235	1,841 (26.4%)	225	3,269 (24.4%)	207

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	128	(6.2%)	107	890	(12.8%)	221	1,929	(14.4%)	248
\$3000-\$3500	19	(0.9%)	30	458	(6.6%)	214	1,007	(7.5%)	245
>\$3500	19	(0.9%)	25	349	(5%)	136	906	(6.8%)	183

Value of Owner-Occupied Housing Units

Average House Value	\$670,122.85	125	\$788,129.48	147	\$814,128.1	152			
Median House Value	\$641,393.45	164	\$720,612.89	184	\$721,892.88	184			
Owner Occupied Housing	1,821		16,236		35,743				
<\$100K	32	(1.8%)	21	193	(1.2%)	14	619	(1.7%)	21
\$100K - \$200K	15	(0.8%)	6	147	(0.9%)	7	485	(1.4%)	11
\$200K - \$300K	2	(<0.5%)	1	417	(2.6%)	16	827	(2.3%)	15
\$300K - \$400K	110	(6%)	42	988	(6.1%)	42	2,239	(6.3%)	43
\$400K - \$500K	234	(12.9%)	111	1,636	(10.1%)	87	3,932	(11%)	95
\$500K - \$1000K	1,248	(68.5%)	268	9,073	(55.9%)	218	18,574	(52%)	203
>\$1000K	180	(9.9%)	85	3,782	(23.3%)	201	9,067	(25.4%)	219

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



Benchmark: Nationwide



Poverty

Households in Poverty	330	(8.5%)	67	1,605	(6.9%)	54	3,288	(6.6%)	53
Households Above Poverty	3,572	(91.5%)	105	21,729	(93.1%)	107	46,224	(93.4%)	107
Households in Poverty (Married)	13	(<0.5%)	15	274	(1.2%)	54	553	(1.1%)	51
Households in Poverty (Male Householder)				18	(<0.5%)	12	226	(<0.5%)	72
Households in Poverty (Female Householder)	18	(<0.5%)	16	228	(1%)	33	607	(1.2%)	42
Households in Poverty (Non-Family)	284	(7.3%)	116	1,031	(4.4%)	71	1,799	(3.6%)	58
Households in Poverty (Non-Family Student)	15	(<0.5%)	62	54	(<0.5%)	37	103	(<0.5%)	33

Wealth per Household

Household Average Wealth	\$254,292.67		105	\$272,095.44		112	\$272,981.15		113
Household Median Wealth	\$85,619.34		105	\$102,665.57		125	\$104,584.68		128
<\$0K	677	(17.4%)	100	3,702	(15.9%)	92	7,783	(15.7%)	91
\$0K - \$5K	326	(8.4%)	99	1,681	(7.2%)	85	3,519	(7.1%)	84
\$5K - \$10K	176	(4.5%)	100	937	(4%)	89	1,972	(4%)	88
\$10K - \$25K	243	(6.2%)	98	1,379	(5.9%)	93	2,911	(5.9%)	93
\$25K - \$50K	259	(6.6%)	97	1,547	(6.6%)	97	3,283	(6.6%)	97

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	379	(9.7%)	2,344	(10%)	5,005	(10.1%)
\$100K - \$250K	687	(17.6%)	4,333	(18.6%)	9,259	(18.7%)
\$250K - \$500K	524	(13.4%)	3,343	(14.3%)	7,132	(14.4%)
>\$500K	631	(16.2%)	4,068	(17.4%)	8,648	(17.5%)

Vehicles per Household

Total Number of Vehicles	5,801		43,818		92,807	
Average Number of Vehicles	1.49		1.88		1.87	
No Vehicles	555	(14.2%)	1,424	(6.1%)	2,838	(5.7%)
1 Vehicle	1,575	(40.4%)	7,110	(30.5%)	15,772	(31.9%)
2 Vehicles	1,243	(31.9%)	9,637	(41.3%)	19,838	(40.1%)
3 or more Vehicles	529	(13.6%)	5,163	(22.1%)	11,064	(22.3%)

Population Change

Births	97		649		1,339
Deaths	72		450		1,033
Migration	302		574		1,678

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	619	2,767	5,076
Total Employees	12,854	56,118	92,082

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