



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	4,996		63,570		153,487	
Households	2,383		23,790		58,208	
Persons per Household	2.1	8	2.64	104	2.59	102
Household Median Income	\$116,745.25	134	\$139,032.17	159	\$151,593.55	174
Household Median Disposable Income	\$94,761.98	126	\$113,103.36	151	\$122,487.58	163
Household Median Discretionary Income	\$81,744.44	141	\$93,368.89	161	\$102,464.59	177
Average Income Per Person	\$69,852.77	148	\$68,222.01	145	\$74,559.06	158
Median Rent	\$2,233.49	158	\$2,184.37	155	\$2,020.22	143
Median House Value	\$602,678.55	154	\$811,864.01	207	\$849,696.76	217
Households in Poverty	117 (4.9%)	39	1,147 (4.8%)	38	3,450 (5.9%)	47
Household Median Wealth	\$97,811.54	119	\$106,659.86	130	\$111,207.77	136
Average Age	42.17	102	42.45	103	42.7	104
Median Age	41.64	103	42.36	105	42.49	105
Households with Children	423 (17.8%)	66	7,147 (30%)	112	16,911 (29.1%)	108
High School Graduate or Higher	3,514 (94.6%)	106	42,947 (93.1%)	104	105,563 (94.7%)	106

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	2,179 (58.7%)	26,067 (56.5%)	68,487 (61.4%)
Pop density (per sq mi)	2,776	2,430	2,039
Area (based on blockgroups)	2	26	75

Population

Population 2025 Q4	4,996	63,570	153,487
Population 2025 Q3	5,002	63,302	153,175
Population 2025 Q2	5,023	63,429	153,206
Population 2025 Q1	5,043	63,116	152,624
Population 2024 Q4	5,127	63,051	152,499
Population 2024 Q3	5,125	63,022	152,361
Population 2024 Q2	5,101	62,997	152,025
Population 2024 Q1	5,067	62,857	151,881
Population 2023 Q4	5,043	62,631	151,549
Population 5 Years Forecast	5,236	65,313	156,563
Population 10 Years Forecast	5,441	67,165	160,406
Persons per Household	2.1	2.64	2.59

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			656	(1%)	2,567 (1.7%)
Transient Population - Average Last 4 Quarters	374 (7.5%)	599	1,756 (2.8%)	221	4,066 (2.6%) 212

Households

Households 2025 Q4	2,383	23,790	58,208
Households 2025 Q3	2,387	23,688	58,069
Households 2025 Q2	2,397	23,723	58,041
Households 2025 Q1	2,408	23,608	57,827
Households 2024 Q4	2,454	23,606	57,801
Households 2024 Q3	2,453	23,596	57,747
Households 2024 Q2	2,442	23,586	57,661
Households 2024 Q1	2,427	23,534	57,605
Households 2023 Q4	2,415	23,438	57,470
Households 5 Years Forecast	2,491	24,465	59,388
Households 10 Years Forecast	2,587	25,179	60,876

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



Benchmark: Nationwide



Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	2,374	(47.5%)	97	31,230 (49.1%)	100
Female	2,622	(52.5%)	103	32,340 (50.9%)	100

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	3,227	(64.6%)	112	35,009 (55.1%)	96
Asian	925	(18.5%)	320	12,977 (20.4%)	353
Hispanic (Ethnic)	492	(9.8%)	50	9,959 (15.7%)	80
Black	232	(4.6%)	39	3,145 (4.9%)	42
Other	120	(2.4%)	46	2,480 (3.9%)	75

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	1,674	(70.2%)	114	14,714 (61.8%)	100
Asian	345	(14.5%)	313	3,701 (15.6%)	337
Hispanic (Ethnic)	202	(8.5%)	56	2,807 (11.8%)	70
Other	120	(5%)	66	1,644 (6.9%)	91
Black	42	(1.8%)	16	924 (3.9%)	35

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	\$146,447.51	120	\$181,196.56	149	\$193,583.51	159
Average Income Per Person	\$69,852.77	148	\$68,222.01	145	\$74,559.06	158
Household Median Income	\$116,745.25	134	\$139,032.17	159	\$151,593.55	174
<\$15K	62 (2.6%)	36	805 (3.4%)	47	2,248 (3.9%)	53
\$15K - \$25K	43 (1.8%)	31	544 (2.3%)	39	1,302 (2.2%)	38
\$25K - \$35K	80 (3.4%)	55	754 (3.2%)	52	1,736 (3%)	49
\$35K - \$50K	205 (8.6%)	92	1,454 (6.1%)	65	2,605 (4.5%)	48
\$50K - \$75K	206 (8.6%)	58	2,204 (9.3%)	62	4,886 (8.4%)	56
\$75K - \$100K	349 (14.6%)	116	2,442 (10.3%)	82	5,544 (9.5%)	74
\$100K - \$150K	622 (26.1%)	144	4,590 (19.3%)	106	10,466 (18%)	99
\$150K - \$175K	218 (9.1%)	145	1,954 (8.2%)	130	4,973 (8.5%)	136
\$175K - \$200K	137 (5.7%)	115	1,649 (6.9%)	139	4,304 (7.4%)	148
\$200K - \$250K	258 (10.8%)	134	4,140 (17.4%)	216	11,278 (19.4%)	240
\$250K - \$500K	111 (4.7%)	135	1,774 (7.5%)	216	4,837 (8.3%)	241
>\$500K	92 (3.9%)	134	1,480 (6.2%)	216	4,029 (6.9%)	240

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	\$108,443.86	120	\$124,036.61	137	\$129,821.55	143
Household Median Disposable Income	\$94,761.98	126	\$113,103.36	151	\$122,487.58	163
<\$15K	64 (2.7%)	34	846 (3.6%)	45	2,378 (4.1%)	52
\$15K - \$25K	64 (2.7%)	39	752 (3.2%)	46	1,668 (2.9%)	42
\$25K - \$35K	81 (3.4%)	48	962 (4%)	57	2,091 (3.6%)	50
\$35K - \$50K	292 (12.3%)	109	1,705 (7.2%)	64	3,337 (5.7%)	51
\$50K - \$75K	220 (9.2%)	55	2,810 (11.8%)	70	6,392 (11%)	65
\$75K - \$100K	559 (23.5%)	164	3,377 (14.2%)	99	7,579 (13%)	91
\$100K - \$150K	604 (25.3%)	134	5,479 (23%)	122	13,341 (22.9%)	122
\$150K - \$175K	149 (6.3%)	122	2,247 (9.4%)	184	6,136 (10.5%)	206
\$175K - \$200K	95 (4%)	116	1,528 (6.4%)	187	4,154 (7.1%)	208
\$200K - \$250K	102 (4.3%)	129	1,643 (6.9%)	208	4,480 (7.7%)	232
\$250K - \$500K	140 (5.9%)	130	2,247 (9.4%)	208	6,119 (10.5%)	232
>\$500K	13 (0.5%)	137	194 (0.8%)	205	533 (0.9%)	230

Discretionary Households Income

Household Average Discretionary Income	\$89,656.12	131	\$97,408	142	\$103,162.29	151
--	-------------	-----	----------	-----	--------------	-----

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	\$81,744.44		141	\$93,368.89		161	\$102,464.59		177
<\$10K	52	(2.2%)	28	778	(3.3%)	42	2,080	(3.6%)	46
\$10K - \$20K	61	(2.6%)	28	806	(3.4%)	37	1,923	(3.3%)	36
\$20K - \$30K	118	(5%)	52	1,397	(5.9%)	62	2,851	(4.9%)	52
\$30K - \$40K	216	(9.1%)	99	1,338	(5.6%)	61	2,638	(4.5%)	50
\$40K - \$50K	126	(5.3%)	63	1,303	(5.5%)	65	2,814	(4.8%)	57
\$50K - \$75K	465	(19.5%)	111	3,692	(15.5%)	88	8,229	(14.1%)	80
\$75K - \$100K	468	(19.6%)	158	3,408	(14.3%)	115	7,871	(13.5%)	109
\$100K - \$125K	303	(12.7%)	150	2,826	(11.9%)	140	7,080	(12.2%)	143
\$125K - \$150K	190	(8%)	123	2,866	(12%)	186	6,905	(11.9%)	183
>\$150K	384	(16.1%)	159	5,376	(22.6%)	223	15,817	(27.2%)	269

Households Income by Ethnicity

Average Income - White	\$120,491.27		118	\$133,584.31		130	\$138,360.23		135
Median Income - White	\$120,272.3		127	\$146,252.32		155	\$159,292.09		168
Average Income - Black	\$64,664.81		87	\$100,167.33		135	\$105,548.99		142
Median Income - Black	\$43,076.31		72	\$81,976.47		136	\$93,958.57		156

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	\$132,226.18 (109)	\$144,827.48 (120)	\$145,816.91 (121)
Median Income - Asian	\$132,880.12 (105)	\$171,481.99 (136)	\$178,740.11 (142)
Average Income - Hispanic	\$102,646.49 (118)	\$104,321.17 (120)	\$110,398.27 (127)
Median Income - Hispanic	\$98,717 (131)	\$100,674.69 (134)	\$107,704.5 (143)
Average Income - Other	\$92,628.77 (97)	\$124,210.4 (130)	\$128,574.49 (134)
Median Income - Other	\$78,846 (91)	\$126,417.47 (146)	\$134,418.89 (155)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	42.17 (102)	42.45 (103)	42.7 (104)
Median Age	41.64 (103)	42.36 (105)	42.49 (105)
0-4	329 (6.6%) (123)	3,458 (5.4%) (101)	8,287 (5.4%) (100)
5-13	498 (10%) (98)	5,855 (9.2%) (91)	13,977 (9.1%) (90)
14-17	176 (3.5%) (67)	2,928 (4.6%) (87)	6,961 (4.5%) (86)
18-21	159 (3.2%) (58)	2,973 (4.7%) (85)	7,267 (4.7%) (86)
22-24	120 (2.4%) (57)	2,210 (3.5%) (83)	5,543 (3.6%) (86)
25-29	186 (3.7%) (63)	3,509 (5.5%) (94)	8,707 (5.7%) (96)
30-34	399 (8%) (124)	3,964 (6.2%) (97)	9,639 (6.3%) (98)

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	456	(9.1%)	139	4,292	(6.8%)	103	10,144	(6.6%)	100
40-44	428	(8.6%)	133	4,402	(6.9%)	108	10,006	(6.5%)	101
45-49	377	(7.5%)	125	4,194	(6.6%)	110	9,598	(6.3%)	104
50-54	282	(5.6%)	95	4,114	(6.5%)	109	9,703	(6.3%)	107
55-59	272	(5.4%)	90	4,455	(7%)	116	10,927	(7.1%)	118
60-64	309	(6.2%)	97	4,577	(7.2%)	113	11,305	(7.4%)	116
65-69	310	(6.2%)	101	4,012	(6.3%)	103	9,933	(6.5%)	106
70-74	261	(5.2%)	102	3,226	(5.1%)	99	7,727	(5%)	98
75-79	191	(3.8%)	96	2,396	(3.8%)	95	5,916	(3.9%)	97
80-84	128	(2.6%)	102	1,618	(2.5%)	101	4,058	(2.6%)	105
85+	115	(2.3%)	111	1,387	(2.2%)	105	3,789	(2.5%)	119

Age - Male

Male Average Age	40.63		101	41.21		103	41.41		103
Male Median Age	40.69		106	41.07		107	41.11		107
0-4	169	(7.1%)	127	1,776	(5.7%)	101	4,263	(5.7%)	101
5-13	250	(10.5%)	100	3,029	(9.7%)	92	7,248	(9.6%)	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				
14-17	81	(3.4%)	62	1,498	(4.8%)	88	3,562	(4.7%)	86
18-21	80	(3.4%)	58	1,535	(4.9%)	85	3,739	(5%)	86
22-24	66	(2.8%)	63	1,151	(3.7%)	84	2,880	(3.8%)	87
25-29	103	(4.3%)	71	1,853	(5.9%)	97	4,598	(6.1%)	99
30-34	194	(8.2%)	124	2,054	(6.6%)	100	4,928	(6.5%)	99
35-39	208	(8.8%)	131	2,145	(6.9%)	103	5,071	(6.7%)	101
40-44	210	(8.8%)	136	2,153	(6.9%)	106	4,981	(6.6%)	102
45-49	183	(7.7%)	128	2,044	(6.5%)	109	4,654	(6.2%)	102
50-54	138	(5.8%)	98	1,976	(6.3%)	107	4,622	(6.1%)	104
55-59	140	(5.9%)	98	2,162	(6.9%)	115	5,328	(7.1%)	118
60-64	137	(5.8%)	92	2,187	(7%)	112	5,475	(7.3%)	116
65-69	141	(5.9%)	101	1,941	(6.2%)	106	4,777	(6.3%)	108
70-74	109	(4.6%)	95	1,514	(4.8%)	100	3,627	(4.8%)	100
75-79	82	(3.5%)	95	1,022	(3.3%)	90	2,571	(3.4%)	94
80-84	47	(2%)	90	698	(2.2%)	102	1,664	(2.2%)	101
85+	36	(1.5%)	100	492	(1.6%)	104	1,349	(1.8%)	118

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	43.56	43.65	43.95
Female Median Age	42.55	43.6	43.85
0-4	160 (6.1%)	1,682 (5.2%)	4,024 (5.1%)
5-13	248 (9.5%)	2,826 (8.7%)	6,729 (8.6%)
14-17	95 (3.6%)	1,430 (4.4%)	3,399 (4.3%)
18-21	79 (3%)	1,438 (4.4%)	3,528 (4.5%)
22-24	54 (2.1%)	1,059 (3.3%)	2,663 (3.4%)
25-29	83 (3.2%)	1,656 (5.1%)	4,109 (5.3%)
30-34	205 (7.8%)	1,910 (5.9%)	4,711 (6%)
35-39	248 (9.5%)	2,147 (6.6%)	5,073 (6.5%)
40-44	218 (8.3%)	2,249 (7%)	5,025 (6.4%)
45-49	194 (7.4%)	2,150 (6.6%)	4,944 (6.3%)
50-54	144 (5.5%)	2,138 (6.6%)	5,081 (6.5%)
55-59	132 (5%)	2,293 (7.1%)	5,599 (7.2%)
60-64	172 (6.6%)	2,390 (7.4%)	5,830 (7.5%)

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				
65-69	169	(6.4%)	101	2,071	(6.4%)	101	5,156	(6.6%)	104
70-74	152	(5.8%)	107	1,712	(5.3%)	98	4,100	(5.2%)	97
75-79	109	(4.2%)	96	1,374	(4.2%)	99	3,345	(4.3%)	99
80-84	81	(3.1%)	109	920	(2.8%)	100	2,394	(3.1%)	108
85+	79	(3%)	115	895	(2.8%)	105	2,440	(3.1%)	119

Employment by Occupation

Total Employees (16+ Years Old)	2,833			35,090			84,529		
Professional Specialty	922	(32.5%)	132	11,487	(32.7%)	132	27,636	(32.7%)	132
Managerial/Executive	707	(25%)	144	8,316	(23.7%)	136	22,938	(27.1%)	156
Office Admin	435	(15.4%)	144	3,464	(9.9%)	93	7,832	(9.3%)	87
Sales	216	(7.6%)	87	3,605	(10.3%)	110	8,484	(10%)	107
Production & Transportation	181	(6.4%)	50	2,507	(7.1%)	55	5,498	(6.5%)	50
Construction	152	(5.4%)	67	1,711	(4.9%)	61	3,620	(4.3%)	54
Personal Care	128	(4.5%)	181	970	(2.8%)	111	1,775	(2.1%)	84
Building Maintenance & Cleaning	34	(1.2%)	35	905	(2.6%)	76	2,057	(2.4%)	72
Protective	33	(1.2%)	54	573	(1.6%)	75	1,327	(1.6%)	72

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		
Food Preparation & Serving	25	(0.9%)	17	1,190	(3.4%)	66	2,254	(2.7%)	52
Farming, Fishing & Forestry							4	(<0.5%)	1
Healthcare support				362	(1%)	31	1,104	(1.3%)	40

Employment by Industry

Total Employees (16+ Years Old)	2,833			35,090			84,529		
Educational Services	673	(23.8%)	102	7,852	(22.4%)	96	19,306	(22.8%)	98
Professional Services	386	(13.6%)	169	5,472	(15.6%)	193	12,581	(14.9%)	184
Manufacturing	330	(11.6%)	117	4,219	(12%)	121	10,687	(12.6%)	127
Financial, Insurance & Real Estate	250	(8.8%)	131	3,178	(9.1%)	134	8,515	(10.1%)	149
Transportation	244	(8.6%)	147	1,124	(3.2%)	55	3,389	(4%)	69
Agriculture/Mining/Construction	243	(8.6%)	101	1,776	(5.1%)	59	3,797	(4.5%)	53
Wholesale Retail	158	(5.6%)	42	4,177	(11.9%)	90	9,872	(11.7%)	89
Entertainment Services	135	(4.8%)	55	2,264	(6.5%)	74	4,768	(5.6%)	65
Public Administration	129	(4.6%)	95	1,412	(4%)	84	2,898	(3.4%)	72
Other Professional Services	111	(3.9%)	83	1,326	(3.8%)	81	3,006	(3.6%)	71
Administrative/Waste Services	101	(3.6%)	85	1,350	(3.8%)	92	3,166	(3.7%)	90

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



Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Information	52	(1.8%)	98	901	(2.6%)	138	2,463	(2.9%)	156
Management Services	21	(0.7%)	584	39	(<0.5%)	88	81	(<0.5%)	74

Language Spoken

Speak English at Home	3,296	(70.6%)	91	38,783	(64.5%)	83	102,147	(70.3%)	91
Speak Other Language at Home	1,124	(24.1%)	284	14,217	(23.7%)	279	28,280	(19.5%)	230
Speak Spanish at Home	247	(5.3%)	37	7,112	(11.8%)	83	14,773	(10.2%)	72

Ancestry

Other	916	(18.3%)	134	10,807	(17%)	124	24,801	(16.2%)	118
Scottish/Irish	518	(10.4%)	173	4,578	(7.2%)	121	13,548	(8.8%)	148
Italian	439	(8.8%)	329	5,683	(8.9%)	334	14,571	(9.5%)	355
Unclassified	356	(7.1%)	48	5,352	(8.4%)	57	14,118	(9.2%)	63
South Central Asian (e.g. Indian)	340	(6.8%)	431	7,702	(12.1%)	767	15,402	(10%)	635
Chinese	310	(6.2%)	482	3,156	(5%)	386	6,273	(4.1%)	318
German	265	(5.3%)	75	2,846	(4.5%)	63	8,196	(5.3%)	75
Other European (e.g. Greek/Russian)	231	(4.6%)	167	2,363	(3.7%)	134	7,631	(5%)	179
South American	207	(4.1%)	303	2,874	(4.5%)	331	6,819	(4.4%)	325

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				
British	180	(3.6%)	69	1,564	(2.5%)	47	5,047	(3.3%)	63
Polish	177	(3.5%)	259	1,495	(2.4%)	172	4,148	(2.7%)	197
Mexican	119	(2.4%)	21	895	(1.4%)	13	1,726	(1.1%)	10
Other Asian	115	(2.3%)	650	277	(<0.5%)	123	480	(<0.5%)	88
Puerto Rican	72	(1.4%)	51	1,180	(1.9%)	66	3,895	(2.5%)	90
American	66	(1.3%)	33	784	(1.2%)	31	2,564	(1.7%)	42
Middle Eastern	62	(1.2%)	223	633	(1%)	179	1,365	(0.9%)	160
Dutch	49	(1%)	187	285	(<0.5%)	85	725	(<0.5%)	90
Cuban	38	(0.8%)	100	317	(<0.5%)	66	733	(<0.5%)	63
Scandinavian	36	(0.7%)	42	399	(0.6%)	37	1,542	(1%)	58
Central American	30	(0.6%)	34	3,520	(5.5%)	311	5,554	(3.6%)	203
French	24	(<0.5%)	45	273	(<0.5%)	40	883	(0.6%)	54
Korean	18	(<0.5%)	8	417	(0.7%)	148	928	(0.6%)	36
Other Hispanic	14	(<0.5%)	26	818	(1.3%)	121	1,684	(1.1%)	103
Dominican	12	(<0.5%)	36	355	(0.6%)	83	1,011	(0.7%)	98
Japanese	10	(<0.5%)	88	86	(<0.5%)	59	267	(<0.5%)	7

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



Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
South East Asian (e.g. Vietnamese)	3 (<0.5%)	172 (<0.5%)	520 (<0.5%)
Native American (Indian/Eskimo)	1 (<0.5%)	73 (<0.5%)	168 (<0.5%)
Hawaiian/Pacific Islander		16 (<0.5%)	34 (<0.5%)

Education (Age 25+)

Total Educated Population	3,714	46,146	111,452
Elementary (0 to 8 Years)	80 (2.2%)	1,723 (3.7%)	3,051 (2.7%)
Some High School (9 to 11 Years)	120 (3.2%)	1,476 (3.2%)	2,838 (2.5%)
High School Graduate (12 Years)	561 (15.1%)	8,717 (18.9%)	18,566 (16.7%)
Some College (13 to 16 Years)	415 (11.2%)	5,229 (11.3%)	12,405 (11.1%)
Associates Degree Only	359 (9.7%)	2,934 (6.4%)	6,105 (5.5%)
Bachelor's Degree Only	1,236 (33.3%)	14,352 (31.1%)	38,388 (34.4%)
Graduate Degree	943 (25.4%)	11,715 (25.4%)	30,099 (27%)

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



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Households	2,383		23,790		58,208	
One Person Households	915 (38.4%)	140	5,877 (24.7%)	90	14,825 (25.5%)	93
Married Couple	981 (41.2%)	86	13,692 (57.6%)	120	33,964 (58.3%)	122
Male Householder	28 (1.2%)	23	746 (3.1%)	62	1,489 (2.6%)	50
Female Householder	154 (6.5%)	52	1,977 (8.3%)	67	4,205 (7.2%)	58
Non Family Households	305 (12.8%)	181	1,498 (6.3%)	89	3,725 (6.4%)	90

Household Size

Households	2,383		23,790		58,208	
1 Person Household	915 (38.4%)	140	5,877 (24.7%)	90	14,825 (25.5%)	93
2 Person Household	756 (31.7%)	96	7,188 (30.2%)	92	18,131 (31.1%)	95
3 Person Household	287 (12%)	7	4,273 (18%)	115	10,068 (17.3%)	111
4 Person Household	308 (12.9%)	99	4,132 (17.4%)	132	9,723 (16.7%)	127
5 Person Household	92 (3.9%)	61	1,480 (6.2%)	98	3,606 (6.2%)	98
6 Person Household	13 (0.5%)	20	538 (2.3%)	83	1,219 (2.1%)	7
7+ Person Household	12 (0.5%)	28	302 (1.3%)	70	636 (1.1%)	60

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



Benchmark: Nationwide



Housing Units

Total Housing Units	2,489	24,587	60,677
Owner Occupied Housing	1,532	16,585	40,324
Renter Occupied Housing	851	7,205	17,884
Vacant Housing	106	797	2,469

Housing Rent

Average Rent	\$2,341.67	151	\$2,235.5	145	\$2,131.73	138
Median Rent	\$2,233.49	158	\$2,184.37	155	\$2,020.22	143
Total Cash Rents Housing	843	6,995	17,509			
<\$300		107 (1.5%)	55	463 (2.6%)	95	
\$300-\$500	6 (0.7%)	18	156 (2.2%)	58	354 (2%)	52
\$500-\$750	9 (1.1%)	12	150 (2.1%)	25	326 (1.9%)	21
\$750-\$1000	16 (1.9%)	15	113 (1.6%)	12	529 (3%)	23
\$1000-\$1500	70 (8.3%)	32	763 (10.9%)	41	2,341 (13.4%)	51
\$1500-\$2000	271 (32.1%)	153	1,752 (25%)	119	4,616 (26.4%)	125
\$2000-\$2500	106 (12.6%)	107	1,238 (17.7%)	151	3,103 (17.7%)	151

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	164	(19.5%)	336	1,191	(17%)	2,370	(13.5%)	234
\$3000-\$3500	106	(12.6%)	410	866	(12.4%)	1,666	(9.5%)	310
>\$3500	95	(11.3%)	306	659	(9.4%)	1,741	(9.9%)	270

Value of Owner-Occupied Housing Units

Average House Value	\$678,584.3	126	\$832,580.8	155	\$901,849.33	168			
Median House Value	\$602,678.55	154	\$811,864.01	207	\$849,696.76	217			
Owner Occupied Housing	1,532		16,585		40,324				
<\$100K			106	(0.6%)	8	435	(1.1%)	13	
\$100K - \$200K	17	(1.1%)	9	216	(1.3%)	10	469	(1.2%)	9
\$200K - \$300K	187	(12.2%)	7	383	(2.3%)	15	546	(1.4%)	9
\$300K - \$400K	275	(18%)	123	507	(3.1%)	21	1,146	(2.8%)	20
\$400K - \$500K	172	(11.2%)	97	1,102	(6.6%)	57	2,573	(6.4%)	55
\$500K - \$1000K	627	(40.9%)	160	9,824	(59.2%)	232	22,130	(54.9%)	215
>\$1000K	254	(16.6%)	143	4,447	(26.8%)	231	13,025	(32.3%)	278

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



Benchmark: Nationwide



Poverty

Households in Poverty	117	(4.9%)	39	1,147	(4.8%)	38	3,450	(5.9%)	47
Households Above Poverty	2,266	(95.1%)	109	22,643	(95.2%)	109	54,758	(94.1%)	108
Households in Poverty (Married)	13	(0.5%)	25	320	(1.3%)	62	906	(1.6%)	71
Households in Poverty (Male Householder)				42	(<0.5%)	28	53	(<0.5%)	14
Households in Poverty (Female Householder)	20	(0.8%)	28	104	(<0.5%)	15	541	(0.9%)	32
Households in Poverty (Non-Family)	78	(3.3%)	52	628	(2.6%)	42	1,821	(3.1%)	50
Households in Poverty (Non-Family Student)	6	(<0.5%)	40	53	(<0.5%)	36	129	(<0.5%)	36

Wealth per Household

Household Average Wealth	\$266,585.19		110	\$275,483.92		114	\$280,125.63		116
Household Median Wealth	\$97,811.54		119	\$106,659.86		130	\$111,207.77		136
<\$0K	385	(16.2%)	93	3,729	(15.7%)	91	9,049	(15.5%)	90
\$0K - \$5K	174	(7.3%)	86	1,673	(7%)	83	3,993	(6.9%)	8
\$5K - \$10K	99	(4.2%)	92	944	(4%)	88	2,263	(3.9%)	86
\$10K - \$25K	144	(6%)	95	1,395	(5.9%)	93	3,377	(5.8%)	92
\$25K - \$50K	160	(6.7%)	99	1,571	(6.6%)	97	3,814	(6.6%)	96

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	240	(10.1%)	2,386	(10%)	5,797	(10%)
\$100K - \$250K	439	(18.4%)	4,437	(18.7%)	10,854	(18.6%)
\$250K - \$500K	338	(14.2%)	3,442	(14.5%)	8,510	(14.6%)
>\$500K	404	(17%)	4,213	(17.7%)	10,551	(18.1%)

Vehicles per Household

Total Number of Vehicles	3,804		44,056		107,390	
Average Number of Vehicles	1.6		1.85		1.84	
No Vehicles	36	(1.5%)	1,187	(5%)	3,604	(6.2%)
1 Vehicle	1,237	(51.9%)	7,909	(33.2%)	18,355	(31.5%)
2 Vehicles	798	(33.5%)	9,826	(41.3%)	24,405	(41.9%)
3 or more Vehicles	312	(13.1%)	4,868	(20.5%)	11,844	(20.3%)

Population Change

Births	50		635		1,553
Deaths	40		509		1,235
Migration	-140		435		764

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	183	2,428	7,134
Total Employees	4,420	55,438	137,951

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