



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	6,730		56,169		141,553	
Households	3,215		26,168		63,001	
Persons per Household	2.09	8	2.13	83	2.19	86
Household Median Income	\$92,800.37	106	\$93,314.21	107	\$95,007.99	109
Household Median Disposable Income	\$79,198.51	106	\$79,647.51	106	\$80,904.22	108
Household Median Discretionary Income	\$66,968	116	\$63,923.39	110	\$64,492.29	111
Average Income Per Person	\$86,357.34	183	\$61,082.53	130	\$57,706.34	122
Median Rent	\$1,647.55	117	\$1,517.04	107	\$1,666.54	118
Median House Value	\$448,842.6	115	\$576,344.78	147	\$579,892.54	148
Households in Poverty	390 (12.1%)	96	2,361 (9%)	71	6,931 (11%)	87
Household Median Wealth	\$74,300.76	91	\$82,590.68	101	\$82,804.43	101
Average Age	40.69	99	41.05	100	39.92	97
Median Age	38.3	95	38.9	96	37.75	93
Households with Children	419 (13%)	49	5,003 (19.1%)	71	11,679 (18.5%)	69
High School Graduate or Higher	4,714 (93.7%)	105	39,479 (94.8%)	106	95,144 (93.6%)	105

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



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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	2,170 (43.1%)	21,066 (50.6%)	49,918 (49.1%)
Pop density (per sq mi)	2,010	2,160	1,950
Area (based on blockgroups)	3	26	73

## Population

Population 2025 Q4	6,730	56,169	141,553
Population 2025 Q3	6,740	56,198	141,494
Population 2025 Q2	6,751	55,974	141,835
Population 2025 Q1	6,758	56,032	141,659
Population 2024 Q4	6,861	56,260	141,578
Population 2024 Q3	6,793	56,174	140,748
Population 2024 Q2	6,811	56,241	140,985
Population 2024 Q1	6,873	56,636	140,776
Population 2023 Q4	6,870	56,701	140,331
Population 5 Years Forecast	6,390	54,435	144,442
Population 10 Years Forecast	6,331	54,539	148,686
Persons per Household	2.09	2.13	2.19

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



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	● 1 Mile			● 3 Mile			● 5 Mile		
Group Quarters	8	(<0.5%)		526	(0.9%)		3,682	(2.6%)	
Transient Population - Average Last 4 Quarters	297	(4.4%)		495	(0.9%)		3,189	(2.3%)	

## Households

Households 2025 Q4	3,215		26,168		63,001
Households 2025 Q3	3,218		26,171		62,962
Households 2025 Q2	3,221		26,061		63,091
Households 2025 Q1	3,226		26,089		63,019
Households 2024 Q4	3,277		26,201		63,008
Households 2024 Q3	3,243		26,157		62,644
Households 2024 Q2	3,253		26,182		62,747
Households 2024 Q1	3,289		26,420		62,730
Households 2023 Q4	3,286		26,457		62,527
Households 5 Years Forecast	3,054		25,357		64,237
Households 10 Years Forecast	3,028		25,406		66,131

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## Gender

Male	3,219	(47.8%)	98	26,814	(47.7%)	97	68,707	(48.5%)	99
Female	3,511	(52.2%)	102	29,355	(52.3%)	102	72,846	(51.5%)	101

## Ethnicity

White	3,752	(55.8%)	97	37,516	(66.8%)	116	89,447	(63.2%)	110
Black	2,250	(33.4%)	284	11,754	(20.9%)	177	34,621	(24.5%)	207
Other	307	(4.6%)	88	2,422	(4.3%)	83	5,887	(4.2%)	89
Hispanic (Ethnic)	249	(3.7%)	19	3,102	(5.5%)	28	8,833	(6.2%)	32
Asian	172	(2.6%)	44	1,375	(2.4%)	42	2,765	(2%)	34

## Household by Ethnicity

White	1,859	(57.8%)	94	18,500	(70.7%)	115	42,251	(67.1%)	109
Black	989	(30.8%)	281	5,078	(19.4%)	177	13,786	(21.9%)	200
Other	250	(7.8%)	103	1,322	(5.1%)	67	3,159	(5%)	66
Asian	70	(2.2%)	47	508	(1.9%)	42	1,139	(1.8%)	39
Hispanic (Ethnic)	47	(1.5%)	10	760	(2.9%)	19	2,666	(4.2%)	28

## 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	\$180,662.34	148	\$130,272.28	107	\$128,608.26	106
Average Income Per Person	\$86,357.34	183	\$61,082.53	130	\$57,706.34	122
Household Median Income	\$92,800.37	106	\$93,314.21	107	\$95,007.99	109
<\$15K	222 (6.9%)	96	1,266 (4.8%)	67	3,890 (6.2%)	85
\$15K - \$25K	135 (4.2%)	71	1,435 (5.5%)	93	3,435 (5.5%)	93
\$25K - \$35K	137 (4.3%)	69	1,179 (4.5%)	75	2,850 (4.5%)	74
\$35K - \$50K	263 (8.2%)	87	2,268 (8.7%)	92	5,509 (8.7%)	93
\$50K - \$75K	432 (13.4%)	90	4,289 (16.4%)	109	9,253 (14.7%)	98
\$75K - \$100K	580 (18%)	143	3,501 (13.4%)	106	8,126 (12.9%)	103
\$100K - \$150K	671 (20.9%)	115	5,207 (19.9%)	110	12,160 (19.3%)	106
\$150K - \$175K	131 (4.1%)	65	2,028 (7.7%)	123	4,687 (7.4%)	118
\$175K - \$200K	100 (3.1%)	62	1,382 (5.3%)	106	3,406 (5.4%)	108
\$200K - \$250K	305 (9.5%)	118	2,022 (7.7%)	96	5,424 (8.6%)	107
\$250K - \$500K	131 (4.1%)	118	869 (3.3%)	96	2,326 (3.7%)	107
>\$500K	108 (3.4%)	117	722 (2.8%)	96	1,935 (3.1%)	107

## 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	\$94,992.75		105	\$94,097.43		104	\$95,525.23		106
Household Median Disposable Income	\$79,198.51		106	\$79,647.51		106	\$80,904.22		108
<\$15K	227	(7.1%)	90	1,379	(5.3%)	67	4,167	(6.6%)	84
\$15K - \$25K	150	(4.7%)	68	1,561	(6%)	87	3,826	(6.1%)	88
\$25K - \$35K	176	(5.5%)	77	1,299	(5%)	69	3,328	(5.3%)	74
\$35K - \$50K	283	(8.8%)	74	3,179	(12.1%)	108	7,196	(11.4%)	101
\$50K - \$75K	643	(20%)	119	4,833	(18.5%)	110	10,438	(16.6%)	98
\$75K - \$100K	623	(19.4%)	135	3,910	(14.9%)	104	9,380	(14.9%)	104
\$100K - \$150K	517	(16.1%)	85	5,662	(21.6%)	115	13,156	(20.9%)	111
\$150K - \$175K	143	(4.4%)	87	1,319	(5%)	98	3,390	(5.4%)	105
\$175K - \$200K	136	(4.2%)	123	910	(3.5%)	101	2,447	(3.9%)	113
\$200K - \$250K	127	(4%)	119	851	(3.3%)	98	2,284	(3.6%)	109
\$250K - \$500K	174	(5.4%)	119	1,163	(4.4%)	98	3,119	(5%)	109
>\$500K	16	(<0.5%)	125	102	(<0.5%)	98	270	(<0.5%)	108

### Discretionary Households Income

Household Average Discretionary Income	\$77,697.07		113	\$75,262.22		110	\$75,067.08		110
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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$66,968	116	\$63,923.39	110	\$64,492.29	111
<\$10K	213 (6.6%)	85	1,227 (4.7%)	60	3,786 (6%)	7
\$10K - \$20K	159 (4.9%)	54	1,844 (7%)	77	4,601 (7.3%)	8
\$20K - \$30K	215 (6.7%)	71	1,851 (7.1%)	75	4,900 (7.8%)	8
\$30K - \$40K	214 (6.7%)	73	2,525 (9.6%)	105	5,680 (9%)	99
\$40K - \$50K	220 (6.8%)	8	2,473 (9.5%)	112	5,313 (8.4%)	100
\$50K - \$75K	814 (25.3%)	144	5,101 (19.5%)	111	11,659 (18.5%)	105
\$75K - \$100K	495 (15.4%)	124	3,618 (13.8%)	111	8,658 (13.7%)	110
\$100K - \$125K	232 (7.2%)	85	2,864 (10.9%)	129	6,634 (10.5%)	124
\$125K - \$150K	189 (5.9%)	91	1,711 (6.5%)	101	4,217 (6.7%)	103
>\$150K	464 (14.4%)	143	2,954 (11.3%)	112	7,553 (12%)	118

### Households Income by Ethnicity

Average Income - White	\$115,290.22	112	\$109,388.46	107	\$114,370.4	112
Median Income - White	\$103,194.94	109	\$104,172.49	110	\$112,389.86	119
Average Income - Black	\$70,951.92	95	\$77,526	104	\$69,655.84	94
Median Income - Black	\$72,286.42	120	\$64,948.91	108	\$55,958.51	93

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$45,016.71 <span>37</span>	\$104,901.01 <span>87</span>	\$103,875.32 <span>86</span>
Median Income - Asian	\$7,607.93 <span>6</span>	\$103,333.2 <span>8</span>	\$100,767.51 <span>8</span>
Average Income - Hispanic	\$76,280.94 <span>88</span>	\$86,023.71 <span>99</span>	\$88,786.88 <span>102</span>
Median Income - Hispanic	\$29,037.65 <span>39</span>	\$73,786.96 <span>98</span>	\$77,357.23 <span>103</span>
Average Income - Other	\$131,592.21 <span>137</span>	\$98,473.22 <span>103</span>	\$99,684.32 <span>104</span>
Median Income - Other	\$117,948 <span>136</span>	\$85,994.32 <span>99</span>	\$94,980.95 <span>110</span>

## Age

Average Age	40.69 <span>99</span>	41.05 <span>100</span>	39.92 <span>97</span>
Median Age	38.3 <span>95</span>	38.9 <span>96</span>	37.75 <span>93</span>
0-4	467 (6.9%) <span>129</span>	3,672 (6.5%) <span>122</span>	9,320 (6.6%) <span>123</span>
5-13	625 (9.3%) <span>92</span>	5,613 (10%) <span>98</span>	13,777 (9.7%) <span>96</span>
14-17	230 (3.4%) <span>65</span>	2,159 (3.8%) <span>73</span>	5,793 (4.1%) <span>7</span>
18-21	216 (3.2%) <span>58</span>	1,856 (3.3%) <span>60</span>	6,160 (4.4%) <span>7</span>
22-24	161 (2.4%) <span>57</span>	1,235 (2.2%) <span>53</span>	4,891 (3.5%) <span>83</span>
25-29	403 (6%) <span>102</span>	3,120 (5.6%) <span>94</span>	8,201 (5.8%) <span>98</span>
30-34	710 (10.5%) <span>164</span>	5,144 (9.2%) <span>142</span>	13,295 (9.4%) <span>146</span>

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	1 Mile		3 Mile		5 Mile				
35-39	670	(10%)	151	5,417	(9.6%)	146	13,596	(9.6%)	146
40-44	530	(7.9%)	122	4,760	(8.5%)	132	11,420	(8.1%)	125
45-49	418	(6.2%)	103	3,669	(6.5%)	109	8,630	(6.1%)	101
50-54	339	(5%)	85	2,967	(5.3%)	89	7,112	(5%)	85
55-59	337	(5%)	83	2,760	(4.9%)	8	6,766	(4.8%)	7
60-64	406	(6%)	95	3,101	(5.5%)	87	7,581	(5.4%)	84
65-69	407	(6%)	99	3,177	(5.7%)	92	7,676	(5.4%)	89
70-74	303	(4.5%)	88	2,770	(4.9%)	96	6,639	(4.7%)	91
75-79	234	(3.5%)	87	2,267	(4%)	101	5,233	(3.7%)	93
80-84	155	(2.3%)	91	1,337	(2.4%)	94	3,115	(2.2%)	87
85+	119	(1.8%)	85	1,145	(2%)	98	2,348	(1.7%)	8

## Age - Male

Male Average Age	38.85		97	39.54		99	38.38		96
Male Median Age	37.49		98	38.09		100	36.83		96
0-4	238	(7.4%)	132	1,871	(7%)	124	4,755	(6.9%)	123
5-13	315	(9.8%)	93	2,887	(10.8%)	102	7,116	(10.4%)	98

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	119	(3.7%)	67	1,120	(4.2%)	70	3,135	(4.6%)	83
18-21	114	(3.5%)	61	949	(3.5%)	61	3,367	(4.9%)	85
22-24	84	(2.6%)	59	617	(2.3%)	52	2,662	(3.9%)	88
25-29	191	(5.9%)	97	1,483	(5.5%)	90	3,886	(5.7%)	92
30-34	342	(10.6%)	161	2,452	(9.1%)	139	6,358	(9.3%)	140
35-39	332	(10.3%)	154	2,628	(9.8%)	147	6,709	(9.8%)	146
40-44	277	(8.6%)	133	2,349	(8.8%)	135	5,666	(8.2%)	127
45-49	230	(7.1%)	119	1,844	(6.9%)	114	4,341	(6.3%)	105
50-54	173	(5.4%)	91	1,450	(5.4%)	91	3,491	(5.1%)	86
55-59	157	(4.9%)	81	1,307	(4.9%)	81	3,223	(4.7%)	79
60-64	178	(5.5%)	89	1,418	(5.3%)	85	3,525	(5.1%)	87
65-69	183	(5.7%)	97	1,398	(5.2%)	89	3,474	(5.1%)	86
70-74	115	(3.6%)	74	1,219	(4.5%)	94	2,862	(4.2%)	86
75-79	87	(2.7%)	74	938	(3.5%)	96	2,163	(3.1%)	86
80-84	44	(1.4%)	62	499	(1.9%)	85	1,216	(1.8%)	81
85+	40	(1.2%)	81	385	(1.4%)	95	758	(1.1%)	73

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Benchmark: Nationwide



### Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	42.39	42.43	41.38
Female Median Age	40.13	40.78	38.64
0-4	229 (6.5%)	1,801 (6.1%)	4,565 (6.3%)
5-13	310 (8.8%)	2,726 (9.3%)	6,661 (9.1%)
14-17	111 (3.2%)	1,039 (3.5%)	2,658 (3.6%)
18-21	102 (2.9%)	907 (3.1%)	2,793 (3.8%)
22-24	77 (2.2%)	618 (2.1%)	2,229 (3.1%)
25-29	212 (6%)	1,637 (5.6%)	4,315 (5.9%)
30-34	368 (10.5%)	2,692 (9.2%)	6,937 (9.5%)
35-39	338 (9.6%)	2,789 (9.5%)	6,887 (9.5%)
40-44	253 (7.2%)	2,411 (8.2%)	5,754 (7.9%)
45-49	188 (5.4%)	1,825 (6.2%)	4,289 (5.9%)
50-54	166 (4.7%)	1,517 (5.2%)	3,621 (5%)
55-59	180 (5.1%)	1,453 (4.9%)	3,543 (4.9%)
60-64	228 (6.5%)	1,683 (5.7%)	4,056 (5.6%)

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65-69	224	(6.4%)	100	1,779	(6.1%)	95	4,202	(5.8%)	91
70-74	188	(5.4%)	99	1,551	(5.3%)	98	3,777	(5.2%)	96
75-79	147	(4.2%)	97	1,329	(4.5%)	105	3,070	(4.2%)	98
80-84	111	(3.2%)	111	838	(2.9%)	100	1,899	(2.6%)	92
85+	79	(2.3%)	86	760	(2.6%)	99	1,590	(2.2%)	83

## Employment by Occupation

Total Employees (16+ Years Old)	4,079			32,018			76,965		
Professional Specialty	1,032	(25.3%)	102	9,669	(30.2%)	122	22,677	(29.5%)	119
Production & Transportation	963	(23.6%)	183	3,128	(9.8%)	76	7,111	(9.2%)	72
Managerial/Executive	602	(14.8%)	85	6,304	(19.7%)	113	15,442	(20.1%)	115
Sales	443	(10.9%)	116	3,933	(12.3%)	132	8,535	(11.1%)	119
Office Admin	309	(7.6%)	71	2,291	(7.2%)	67	5,981	(7.8%)	73
Building Maintenance & Cleaning	233	(5.7%)	168	897	(2.8%)	83	2,563	(3.3%)	98
Food Preparation & Serving	230	(5.6%)	111	1,756	(5.5%)	107	5,176	(6.7%)	132
Construction	203	(5%)	62	1,700	(5.3%)	66	4,528	(5.9%)	74
Personal Care	34	(0.8%)	33	854	(2.7%)	107	1,851	(2.4%)	96

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Protective	16	(<0.5%)	18	641	(2%)	92	1,456	(1.9%)	87
Healthcare support	14	(<0.5%)	10	810	(2.5%)	7	1,460	(1.9%)	58
Farming, Fishing & Forestry				35	(<0.5%)	19	185	(<0.5%)	42

### Employment by Industry

Total Employees (16+ Years Old)	4,079			32,018			76,965		
Educational Services	745	(18.3%)	74	7,544	(23.6%)	101	18,195	(23.6%)	101
Manufacturing	694	(17%)	171	2,421	(7.6%)	76	5,485	(7.1%)	72
Entertainment Services	566	(13.9%)	160	3,768	(11.8%)	136	9,716	(12.6%)	145
Wholesale Retail	523	(12.8%)	97	3,954	(12.3%)	94	9,486	(12.3%)	94
Professional Services	401	(9.8%)	122	3,935	(12.3%)	152	8,668	(11.3%)	139
Transportation	295	(7.2%)	124	1,512	(4.7%)	8	2,938	(3.8%)	65
Agriculture/Mining/Construction	242	(5.9%)	70	1,731	(5.4%)	63	4,544	(5.9%)	69
Administrative/Waste Services	225	(5.5%)	132	1,415	(4.4%)	106	3,675	(4.8%)	114
Financial, Insurance & Real Estate	148	(3.6%)	54	2,347	(7.3%)	109	5,890	(7.7%)	113
Public Administration	126	(3.1%)	65	1,411	(4.4%)	92	3,333	(4.3%)	91
Other Professional Services	65	(1.6%)	34	1,320	(4.1%)	88	3,481	(4.5%)	96

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Information	49	(1.2%)	64	634	(2%)	106	1,476	(1.9%)	103
Management Services			64	26	(<0.5%)		78	(<0.5%)	8

### Language Spoken

Speak English at Home	5,884	(93.9%)	121	48,181	(91.8%)	119	121,457	(91.9%)	119
Speak Other Language at Home	241	(3.8%)	45	2,204	(4.2%)	49	4,207	(3.2%)	37
Speak Spanish at Home	138	(2.2%)	16	2,112	(4%)	28	6,569	(5%)	35

### Ancestry

Other	1,170	(17.4%)	127	10,152	(18.1%)	132	25,466	(18%)	132
Unclassified	855	(12.7%)	86	8,149	(14.5%)	99	20,631	(14.6%)	99
American	700	(10.4%)	261	5,267	(9.4%)	235	11,284	(8%)	200
British	334	(5%)	95	3,974	(7.1%)	136	9,061	(6.4%)	123
Scottish/Irish	306	(4.5%)	76	3,941	(7%)	117	9,054	(6.4%)	107
German	255	(3.8%)	53	3,235	(5.8%)	8	7,173	(5.1%)	71
Other European (e.g. Greek/Russian)	205	(3%)	110	1,673	(3%)	107	3,539	(2.5%)	90
Mexican	99	(1.5%)	13	1,681	(3%)	27	4,961	(3.5%)	32
Italian	81	(1.2%)	45	960	(1.7%)	64	2,745	(1.9%)	73

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	1 Mile		3 Mile		5 Mile	
South Central Asian (e.g. Indian)	76	(1.1%)	484	(0.9%)	731	(0.5%)
South American	63	(0.9%)	613	(1.1%)	1,300	(0.9%)
Other Asian	60	(0.9%)	125	(<0.5%)	287	(<0.5%)
Central American	51	(0.8%)	167	(<0.5%)	663	(<0.5%)
French	46	(0.7%)	643	(1.1%)	1,650	(1.2%)
Scandinavian	35	(0.5%)	594	(1.1%)	1,309	(0.9%)
Polish	32	(<0.5%)	464	(0.8%)	1,288	(0.9%)
Puerto Rican	26	(<0.5%)	313	(0.6%)	876	(0.6%)
Chinese	20	(<0.5%)	348	(0.6%)	702	(<0.5%)
Native American (Indian/Eskimo)	18	(<0.5%)	98	(<0.5%)	282	(<0.5%)
Korean	15	(<0.5%)	107	(<0.5%)	187	(<0.5%)
Middle Eastern	10	(<0.5%)	303	(0.5%)	662	(<0.5%)
Dutch	6	(<0.5%)	221	(<0.5%)	430	(<0.5%)
Hawaiian/Pacific Islander	6	(<0.5%)	119	(<0.5%)	165	(<0.5%)
Other Hispanic	6	(<0.5%)	59	(<0.5%)	635	(<0.5%)
Cuban	3	(<0.5%)	111	(<0.5%)	219	(<0.5%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Japanese	1	(<0.5%)	43	(<0.5%)	49	(<0.5%)
Dominican	1	(<0.5%)	158	(<0.5%)	179	(<0.5%)
South East Asian (e.g. Vietnamese)			38	(<0.5%)	166	(<0.5%)

### Education (Age 25+)

Total Educated Population	5,031		41,634		101,612	
Elementary (0 to 8 Years)	89	(1.8%)	549	(1.3%)	1,807	(1.8%)
Some High School (9 to 11 Years)	228	(4.5%)	1,606	(3.9%)	4,661	(4.6%)
High School Graduate (12 Years)	1,079	(21.4%)	7,735	(18.6%)	19,874	(19.6%)
Some College (13 to 16 Years)	862	(17.1%)	7,165	(17.2%)	17,751	(17.5%)
Associates Degree Only	603	(12%)	3,513	(8.4%)	7,601	(7.5%)
Bachelor's Degree Only	1,451	(28.8%)	13,352	(32.1%)	30,901	(30.4%)
Graduate Degree	719	(14.3%)	7,714	(18.5%)	19,017	(18.7%)

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



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	3,215	26,168	63,001
One Person Households	1,234 (38.4%)	9,489 (36.3%)	21,618 (34.3%)
Married Couple	1,161 (36.1%)	10,186 (38.9%)	25,121 (39.9%)
Male Householder	107 (3.3%)	1,099 (4.2%)	2,263 (3.6%)
Female Householder	202 (6.3%)	2,149 (8.2%)	5,905 (9.4%)
Non Family Households	511 (15.9%)	3,245 (12.4%)	8,094 (12.8%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,215	26,168	63,001
1 Person Household	1,234 (38.4%)	9,489 (36.3%)	21,618 (34.3%)
2 Person Household	1,121 (34.9%)	9,429 (36%)	22,610 (35.9%)
3 Person Household	472 (14.7%)	3,616 (13.8%)	9,380 (14.9%)
4 Person Household	240 (7.5%)	2,383 (9.1%)	6,022 (9.6%)
5 Person Household	93 (2.9%)	866 (3.3%)	2,240 (3.6%)
6 Person Household	34 (1.1%)	267 (1%)	756 (1.2%)
7+ Person Household	21 (0.7%)	118 (<0.5%)	375 (0.6%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Housing Units

Total Housing Units	3,451	28,561	70,835
Owner Occupied Housing	1,678	14,878	36,460
Renter Occupied Housing	1,537	11,290	26,541
Vacant Housing	236	2,393	7,834

### Housing Rent

Average Rent	\$1,578.97	102	\$1,561.69	101	\$1,715.19	111
Median Rent	\$1,647.55	117	\$1,517.04	107	\$1,666.54	118
Total Cash Rents Housing	1,537	11,015	25,656			
<\$300	83 (5.4%)	193	136 (1.2%)	44	338 (1.3%)	47
\$300-\$500	77 (5%)	130	184 (1.7%)	43	449 (1.8%)	45
\$500-\$750	46 (3%)	34	357 (3.2%)	37	785 (3.1%)	35
\$750-\$1000	69 (4.5%)	35	1,051 (9.5%)	73	1,879 (7.3%)	56
\$1000-\$1500	325 (21.1%)	8	3,659 (33.2%)	126	6,829 (26.6%)	101
\$1500-\$2000	571 (37.2%)	176	3,536 (32.1%)	152	7,650 (29.8%)	142
\$2000-\$2500	272 (17.7%)	151	1,427 (13%)	110	4,735 (18.5%)	157

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	67	(4.4%)	75	428	(3.9%)	67	1,817	(7.1%)	122
\$3000-\$3500	17	(1.1%)	36	146	(1.3%)	43	674	(2.6%)	86
>\$3500	10	(0.7%)	18	91	(0.8%)	22	500	(1.9%)	53

## Value of Owner-Occupied Housing Units

Average House Value	\$542,941.53	101	\$666,372.09	124	\$687,509.08	128			
Median House Value	\$448,842.6	115	\$576,344.78	147	\$579,892.54	148			
Owner Occupied Housing	1,678		14,878		36,460				
<\$100K	8	(<0.5%)	6	247	(1.7%)	20	725	(2%)	24
\$100K - \$200K	35	(2.1%)	16	319	(2.1%)	17	1,348	(3.7%)	29
\$200K - \$300K	259	(15.4%)	99	871	(5.9%)	37	2,626	(7.2%)	46
\$300K - \$400K	326	(19.4%)	134	1,860	(12.5%)	86	4,130	(11.3%)	71
\$400K - \$500K	432	(25.7%)	222	2,700	(18.1%)	157	6,011	(16.5%)	142
\$500K - \$1000K	501	(29.9%)	117	6,784	(45.6%)	178	15,572	(42.7%)	167
>\$1000K	117	(7%)	60	2,097	(14.1%)	122	6,048	(16.6%)	143

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



Benchmark: Nationwide



### Poverty

Households in Poverty	390	(12.1%)	96	2,361	(9%)	71	6,931	(11%)	87
Households Above Poverty	2,825	(87.9%)	101	23,807	(91%)	104	56,070	(89%)	102
Households in Poverty (Married)	63	(2%)	90	263	(1%)	46	759	(1.2%)	55
Households in Poverty (Male Householder)	35	(1.1%)	171	119	(<0.5%)	71	225	(<0.5%)	56
Households in Poverty (Female Householder)	53	(1.6%)	56	517	(2%)	67	1,405	(2.2%)	76
Households in Poverty (Non-Family)	224	(7%)	111	1,369	(5.2%)	84	4,098	(6.5%)	104
Households in Poverty (Non-Family Student)	15	(<0.5%)	75	93	(<0.5%)	57	444	(0.7%)	113

### Wealth per Household

Household Average Wealth	\$235,823.48	97	\$246,474.61	102	\$246,956.83	102			
Household Median Wealth	\$74,300.76	91	\$82,590.68	101	\$82,804.43	101			
<\$0K	584	(18.2%)	105	4,560	(17.4%)	101	10,979	(17.4%)	101
\$0K - \$5K	283	(8.8%)	104	2,170	(8.3%)	98	5,240	(8.3%)	98
\$5K - \$10K	153	(4.8%)	105	1,195	(4.6%)	101	2,861	(4.5%)	100
\$10K - \$25K	211	(6.6%)	104	1,672	(6.4%)	101	4,004	(6.4%)	100
\$25K - \$50K	220	(6.8%)	100	1,774	(6.8%)	99	4,266	(6.8%)	99

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	322	(10%)	2,628	(10%)	6,326	(10%)
\$100K - \$250K	562	(17.5%)	4,667	(17.8%)	11,237	(17.8%)
\$250K - \$500K	413	(12.8%)	3,482	(13.3%)	8,376	(13.3%)
>\$500K	467	(14.5%)	4,020	(15.4%)	9,712	(15.4%)

### Vehicles per Household

Total Number of Vehicles	5,564		44,053		107,162	
Average Number of Vehicles	1.73		1.68		1.7	
No Vehicles	117	(3.6%)	1,418	(5.4%)	4,081	(6.5%)
1 Vehicle	1,213	(37.7%)	10,412	(39.8%)	23,294	(37%)
2 Vehicles	1,418	(44.1%)	10,350	(39.6%)	25,948	(41.2%)
3 or more Vehicles	467	(14.5%)	3,988	(15.2%)	9,678	(15.4%)

### Population Change

Births	74		599		1,650
Deaths	63		527		1,225
Migration	-136		-146		-405

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	772	3,073	7,256
Total Employees	6,450	25,828	73,329

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