



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	5,696		45,872		160,769	
Households	2,096		16,387		57,982	
Persons per Household	2.72	107	2.78	109	2.7	106
Household Median Income	\$174,092.3	199	\$177,485.81	203	\$168,213.91	193
Household Median Disposable Income	\$139,705.29	186	\$140,834.79	188	\$133,929.23	179
Household Median Discretionary Income	\$128,771.4	222	\$125,060.16	216	\$116,710.82	202
Average Income Per Person	\$82,537.1	175	\$84,445.57	179	\$83,193.47	177
Median Rent	\$3,318.55	235	\$3,401.94	241	\$2,323.49	165
Median House Value	\$982,325.39	251	\$993,223.26	254	\$976,238.79	249
Households in Poverty	71 (3.4%)	27	772 (4.7%)	37	3,023 (5.2%)	41
Household Median Wealth	\$138,685.87	169	\$132,240.78	161	\$122,170.31	149
Average Age	47.31	115	44.77	109	42.87	104
Median Age	50.77	126	47.04	116	43.16	107
Households with Children	598 (28.5%)	106	5,301 (32.3%)	121	18,750 (32.3%)	121
High School Graduate or Higher	4,259 (97.7%)	109	32,112 (96.9%)	109	108,672 (96%)	107

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	2,724 (62.5%)	20,866 (63%)	73,786 (65.2%)
Pop density (per sq mi)	1,412	1,502	2,148
Area (based on blockgroups)	4	31	75

Population

Population 2025 Q4	5,696	45,872	160,769
Population 2025 Q3	5,696	45,843	160,451
Population 2025 Q2	5,678	45,683	160,551
Population 2025 Q1	5,296	44,200	158,376
Population 2024 Q4	5,177	43,781	157,629
Population 2024 Q3	5,167	43,731	157,522
Population 2024 Q2	5,094	43,395	155,728
Population 2024 Q1	5,091	43,303	155,205
Population 2023 Q4	5,089	42,884	154,392
Population 5 Years Forecast	6,350	49,297	167,990
Population 10 Years Forecast	6,803	51,735	173,994
Persons per Household	2.72	2.78	2.7

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	● 1 Mile	● 3 Mile	● 5 Mile
Group Quarters	267 (0.6%)	25	4,175 (2.6%)
Transient Population - Average Last 4 Quarters	165 (2.9%)	232	966 (2.1%)
		168	3,465 (2.2%)

Households

Households 2025 Q4	2,096	16,387	57,982
Households 2025 Q3	2,096	16,375	57,841
Households 2025 Q2	2,089	16,307	57,855
Households 2025 Q1	1,950	15,797	57,099
Households 2024 Q4	1,906	15,647	56,828
Households 2024 Q3	1,903	15,630	56,797
Households 2024 Q2	1,877	15,507	56,160
Households 2024 Q1	1,876	15,473	55,968
Households 2023 Q4	1,875	15,322	55,659
Households 5 Years Forecast	2,335	17,636	60,686
Households 10 Years Forecast	2,500	18,525	62,945

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



Benchmark: Nationwide



Gender

Male	2,725	(47.8%)	98	22,286	(48.6%)	99	77,899	(48.5%)	99
Female	2,971	(52.2%)	102	23,586	(51.4%)	101	82,870	(51.5%)	101

Ethnicity

White	4,302	(75.5%)	131	31,494	(68.7%)	119	100,853	(62.7%)	109
Asian	787	(13.8%)	239	8,322	(18.1%)	314	34,226	(21.3%)	369
Hispanic (Ethnic)	403	(7.1%)	36	3,355	(7.3%)	37	14,270	(8.9%)	45
Other	160	(2.8%)	54	1,683	(3.7%)	71	5,606	(3.5%)	67
Black	44	(0.8%)	7	1,018	(2.2%)	19	5,814	(3.6%)	31

Household by Ethnicity

White	1,580	(75.4%)	122	11,361	(69.3%)	112	38,215	(65.9%)	107
Asian	285	(13.6%)	294	2,900	(17.7%)	383	10,676	(18.4%)	398
Other	148	(7.1%)	93	972	(5.9%)	71	3,300	(5.7%)	71
Hispanic (Ethnic)	83	(4%)	26	853	(5.2%)	34	4,118	(7.1%)	47
Black				301	(1.8%)	17	1,673	(2.9%)	26

Households Income

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



Audience Profile

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$224,299.29	184	\$235,417.52	193	\$227,445.39	187
Average Income Per Person	\$82,537.1	175	\$84,445.57	179	\$83,193.47	177
Household Median Income	\$174,092.3	199	\$177,485.81	203	\$168,213.91	193
<\$15K	59 (2.8%)	39	599 (3.7%)	51	2,197 (3.8%)	52
\$15K - \$25K	18 (0.9%)	15	214 (1.3%)	22	798 (1.4%)	23
\$25K - \$35K	49 (2.3%)	38	412 (2.5%)	41	1,604 (2.8%)	45
\$35K - \$50K	60 (2.9%)	31	337 (2.1%)	22	1,904 (3.3%)	35
\$50K - \$75K	99 (4.7%)	32	1,077 (6.6%)	44	4,101 (7.1%)	47
\$75K - \$100K	90 (4.3%)	34	1,117 (6.8%)	54	4,637 (8%)	64
\$100K - \$150K	487 (23.2%)	128	2,836 (17.3%)	95	10,118 (17.5%)	96
\$150K - \$175K	193 (9.2%)	146	1,478 (9%)	143	4,985 (8.6%)	136
\$175K - \$200K	132 (6.3%)	126	1,242 (7.6%)	152	4,417 (7.6%)	153
\$200K - \$250K	509 (24.3%)	301	3,960 (24.2%)	300	13,001 (22.4%)	278
\$250K - \$500K	218 (10.4%)	301	1,700 (10.4%)	300	5,576 (9.6%)	278
>\$500K	182 (8.7%)	301	1,415 (8.6%)	300	4,644 (8%)	278

Disposable Households Income

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



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Household Average Disposable Income	\$146,018.09	161	\$144,440.71	160	\$139,097.36	154
Household Median Disposable Income	\$139,705.29	186	\$140,834.79	188	\$133,929.23	179
<\$15K	65 (3.1%)	39	618 (3.8%)	48	2,261 (3.9%)	50
\$15K - \$25K	26 (1.2%)	18	314 (1.9%)	28	1,115 (1.9%)	28
\$25K - \$35K	34 (1.6%)	23	382 (2.3%)	33	1,808 (3.1%)	44
\$35K - \$50K	92 (4.4%)	39	626 (3.8%)	34	2,537 (4.4%)	39
\$50K - \$75K	121 (5.8%)	34	1,332 (8.1%)	48	5,474 (9.4%)	56
\$75K - \$100K	304 (14.5%)	101	1,771 (10.8%)	75	6,594 (11.4%)	71
\$100K - \$150K	504 (24%)	127	3,880 (23.7%)	126	13,703 (23.6%)	125
\$150K - \$175K	261 (12.5%)	243	2,101 (12.8%)	250	6,891 (11.9%)	232
\$175K - \$200K	188 (9%)	262	1,454 (8.9%)	259	4,779 (8.2%)	241
\$200K - \$250K	202 (9.6%)	291	1,574 (9.6%)	290	5,159 (8.9%)	268
\$250K - \$500K	276 (13.2%)	290	2,149 (13.1%)	289	7,050 (12.2%)	268
>\$500K	23 (1.1%)	276	186 (1.1%)	286	611 (1.1%)	265

Discretionary Households Income

Household Average Discretionary Income	\$124,341.68	181	\$120,128.95	175	\$112,687.71	164
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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$128,771.4	222	\$125,060.16	216	\$116,710.82	202
<\$10K	42 (2%)	26	559 (3.4%)	44	2,027 (3.5%)	45
\$10K - \$20K	35 (1.7%)	18	280 (1.7%)	19	1,202 (2.1%)	23
\$20K - \$30K	49 (2.3%)	25	462 (2.8%)	30	2,114 (3.6%)	39
\$30K - \$40K	62 (3%)	32	370 (2.3%)	25	1,914 (3.3%)	36
\$40K - \$50K	43 (2.1%)	24	614 (3.7%)	44	2,554 (4.4%)	52
\$50K - \$75K	135 (6.4%)	37	1,564 (9.5%)	54	6,712 (11.6%)	66
\$75K - \$100K	403 (19.2%)	155	1,958 (11.9%)	96	7,621 (13.1%)	106
\$100K - \$125K	244 (11.6%)	137	2,382 (14.5%)	171	7,251 (12.5%)	147
\$125K - \$150K	232 (11.1%)	171	1,870 (11.4%)	176	7,334 (12.6%)	195
>\$150K	851 (40.6%)	401	6,328 (38.6%)	382	19,253 (33.2%)	328

Households Income by Ethnicity

Average Income - White	\$152,925.68	149	\$142,593.16	139	\$141,603.88	138
Median Income - White	\$181,800.83	192	\$169,400.03	179	\$166,767.95	176
Average Income - Black			\$133,681.17	180	\$122,858.98	165
Median Income - Black			\$163,982.77	273	\$126,630.37	210

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$156,280.93 (129)	\$170,094.89 (141)	\$157,146.9 (130)
Median Income - Asian	\$187,263.4 (149)	\$220,373.42 (175)	\$202,697.77 (161)
Average Income - Hispanic	\$108,404.77 (125)	\$149,163.15 (172)	\$131,979.47 (152)
Median Income - Hispanic	\$55,832.75 (74)	\$160,937.28 (214)	\$138,445.27 (184)
Average Income - Other	\$126,127.97 (132)	\$142,728.27 (149)	\$135,562.45 (141)
Median Income - Other	\$124,417.63 (144)	\$146,267.8 (169)	\$142,691.6 (165)

Age

	1 Mile	3 Mile	5 Mile
Average Age	47.31 (115)	44.77 (109)	42.87 (104)
Median Age	50.77 (126)	47.04 (116)	43.16 (107)
0-4	256 (4.5%) (84)	1,959 (4.3%) (74)	7,620 (4.7%) (88)
5-13	416 (7.3%) (72)	4,146 (9%) (89)	14,856 (9.2%) (91)
14-17	222 (3.9%) (74)	2,334 (5.1%) (97)	8,728 (5.4%) (103)
18-21	246 (4.3%) (74)	2,452 (5.3%) (97)	9,295 (5.8%) (105)
22-24	196 (3.4%) (84)	1,858 (4.1%) (97)	7,042 (4.4%) (105)
25-29	372 (6.5%) (111)	2,694 (5.9%) (100)	9,142 (5.7%) (97)
30-34	294 (5.2%) (84)	1,876 (4.1%) (64)	7,852 (4.9%) (74)

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	1 Mile		3 Mile		5 Mile	
35-39	241	(4.2%)	1,808	(3.9%)	8,299	(5.2%)
40-44	289	(5.1%)	2,422	(5.3%)	9,561	(5.9%)
45-49	252	(4.4%)	2,726	(5.9%)	10,313	(6.4%)
50-54	331	(5.8%)	3,274	(7.1%)	10,874	(6.8%)
55-59	420	(7.4%)	3,598	(7.8%)	11,551	(7.2%)
60-64	466	(8.2%)	3,583	(7.8%)	11,460	(7.1%)
65-69	496	(8.7%)	3,302	(7.2%)	10,246	(6.4%)
70-74	377	(6.6%)	2,533	(5.5%)	8,000	(5%)
75-79	338	(5.9%)	2,177	(4.7%)	6,602	(4.1%)
80-84	258	(4.5%)	1,591	(3.5%)	4,625	(2.9%)
85+	226	(4%)	1,539	(3.4%)	4,703	(2.9%)

Age - Male

Male Average Age	45.88		43.43		41.61	
Male Median Age	47.85		45.64		41.77	
0-4	131	(4.8%)	1,009	(4.5%)	3,919	(5%)
5-13	210	(7.7%)	2,141	(9.6%)	7,624	(9.8%)

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	1 Mile			3 Mile			5 Mile		
14-17	109	(4%)	73	1,214	(5.4%)	99	4,429	(5.7%)	104
18-21	123	(4.5%)	74	1,277	(5.7%)	99	4,697	(6%)	105
22-24	101	(3.7%)	84	972	(4.4%)	99	3,561	(4.6%)	104
25-29	185	(6.8%)	110	1,369	(6.1%)	100	4,705	(6%)	98
30-34	161	(5.9%)	90	965	(4.3%)	66	3,914	(5%)	76
35-39	121	(4.4%)	66	877	(3.9%)	59	4,071	(5.2%)	74
40-44	143	(5.2%)	81	1,111	(5%)	71	4,597	(5.9%)	91
45-49	110	(4%)	67	1,295	(5.8%)	96	4,924	(6.3%)	105
50-54	165	(6.1%)	102	1,563	(7%)	118	5,191	(6.7%)	113
55-59	192	(7%)	117	1,744	(7.8%)	130	5,541	(7.1%)	118
60-64	217	(8%)	128	1,753	(7.9%)	126	5,577	(7.2%)	115
65-69	246	(9%)	154	1,581	(7.1%)	121	4,938	(6.3%)	108
70-74	179	(6.6%)	136	1,191	(5.3%)	111	3,767	(4.8%)	100
75-79	141	(5.2%)	142	960	(4.3%)	118	2,857	(3.7%)	101
80-84	105	(3.9%)	176	669	(3%)	137	1,925	(2.5%)	113
85+	86	(3.2%)	209	595	(2.7%)	176	1,662	(2.1%)	141

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	48.62	46.03	44.07
Female Median Age	52.3	48.3	45.41
0-4	125 (4.2%)	950 (4%)	3,701 (4.5%)
5-13	206 (6.9%)	2,005 (8.5%)	7,232 (8.7%)
14-17	113 (3.8%)	1,120 (4.7%)	4,299 (5.2%)
18-21	123 (4.1%)	1,175 (5%)	4,598 (5.5%)
22-24	95 (3.2%)	886 (3.8%)	3,481 (4.2%)
25-29	187 (6.3%)	1,325 (5.6%)	4,437 (5.4%)
30-34	133 (4.5%)	911 (3.9%)	3,938 (4.8%)
35-39	120 (4%)	931 (3.9%)	4,228 (5.1%)
40-44	146 (4.9%)	1,311 (5.6%)	4,964 (6%)
45-49	142 (4.8%)	1,431 (6.1%)	5,389 (6.5%)
50-54	166 (5.6%)	1,711 (7.3%)	5,683 (6.9%)
55-59	228 (7.7%)	1,854 (7.9%)	6,010 (7.3%)
60-64	249 (8.4%)	1,830 (7.8%)	5,883 (7.1%)

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	1 Mile		3 Mile		5 Mile				
65-69	250	(8.4%)	132	1,721	(7.3%)	115	5,308	(6.4%)	101
70-74	198	(6.7%)	123	1,342	(5.7%)	105	4,233	(5.1%)	94
75-79	197	(6.6%)	154	1,217	(5.2%)	120	3,745	(4.5%)	105
80-84	153	(5.1%)	181	922	(3.9%)	137	2,700	(3.3%)	114
85+	140	(4.7%)	180	944	(4%)	153	3,041	(3.7%)	140

Employment by Occupation

Total Employees (16+ Years Old)	3,301			23,999			86,359		
Professional Specialty	1,214	(36.8%)	149	8,408	(35%)	142	30,392	(35.2%)	142
Managerial/Executive	1,016	(30.8%)	177	7,435	(31%)	178	26,174	(30.3%)	174
Sales	404	(12.2%)	131	2,481	(10.3%)	111	8,389	(9.7%)	104
Office Admin	268	(8.1%)	76	1,747	(7.3%)	68	6,825	(7.9%)	74
Production & Transportation	111	(3.4%)	26	1,158	(4.8%)	37	4,177	(4.8%)	37
Construction	100	(3%)	38	812	(3.4%)	42	2,698	(3.1%)	39
Protective	79	(2.4%)	111	527	(2.2%)	101	1,415	(1.6%)	76
Personal Care	57	(1.7%)	69	283	(1.2%)	47	1,543	(1.8%)	72
Building Maintenance & Cleaning	27	(0.8%)	24	398	(1.7%)	49	1,457	(1.7%)	50

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Healthcare support	25	(0.8%)	23	272	(1.1%)	35	1,013	(1.2%)	36
Farming, Fishing & Forestry							4	(<0.5%)	1
Food Preparation & Serving				478	(2%)	39	2,272	(2.6%)	52

Employment by Industry

Total Employees (16+ Years Old)	3,301			23,999			86,359		
Educational Services	1,167	(35.4%)	151	6,117	(25.5%)	109	20,852	(24.1%)	103
Financial, Insurance & Real Estate	379	(11.5%)	170	3,542	(14.8%)	219	12,144	(14.1%)	208
Professional Services	333	(10.1%)	125	3,493	(14.6%)	180	13,877	(16.1%)	199
Wholesale Retail	329	(10%)	76	2,309	(9.6%)	73	8,536	(9.9%)	75
Manufacturing	283	(8.6%)	86	2,251	(9.4%)	95	8,425	(9.8%)	98
Entertainment Services	242	(7.3%)	84	1,167	(4.9%)	56	4,851	(5.6%)	65
Public Administration	105	(3.2%)	67	886	(3.7%)	77	2,472	(2.9%)	60
Information	103	(3.1%)	167	774	(3.2%)	173	3,285	(3.8%)	204
Agriculture/Mining/Construction	99	(3%)	35	923	(3.8%)	45	3,223	(3.7%)	44
Transportation	98	(3%)	51	922	(3.8%)	66	2,988	(3.5%)	59
Administrative/Waste Services	92	(2.8%)	67	798	(3.3%)	81	2,923	(3.4%)	81

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Other Professional Services	71	(2.2%)	46	750	(3.1%)	66	2,597	(3%)	64
Management Services				67	(<0.5%)	220	186	(<0.5%)	170

Language Spoken

Speak English at Home	4,181	(76.9%)	99	31,839	(72.5%)	94	106,817	(69.7%)	90
Speak Other Language at Home	1,084	(19.9%)	235	9,841	(22.4%)	264	36,643	(23.9%)	282
Speak Spanish at Home	175	(3.2%)	23	2,233	(5.1%)	36	9,689	(6.3%)	45

Ancestry

Italian	1,385	(24.3%)	910	6,919	(15.1%)	564	18,224	(11.3%)	424
Other	876	(15.4%)	113	8,495	(18.5%)	136	27,818	(17.3%)	127
Unclassified	788	(13.8%)	94	4,763	(10.4%)	71	16,338	(10.2%)	69
Scottish/Irish	363	(6.4%)	107	3,115	(6.8%)	114	11,827	(7.4%)	123
Chinese	341	(6%)	465	3,123	(6.8%)	529	10,712	(6.7%)	518
South Central Asian (e.g. Indian)	270	(4.7%)	300	3,457	(7.5%)	477	17,579	(10.9%)	692
German	222	(3.9%)	55	1,971	(4.3%)	61	7,004	(4.4%)	61
Other European (e.g. Greek/Russian)	164	(2.9%)	104	2,790	(6.1%)	219	8,685	(5.4%)	195
British	136	(2.4%)	46	1,090	(2.4%)	46	4,116	(2.6%)	49

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Polish	129 (2.3%)	1,352 (2.9%)	4,051 (2.5%)
Cuban	124 (2.2%)	565 (1.2%)	1,393 (0.9%)
American	120 (2.1%)	1,215 (2.6%)	3,294 (2%)
Puerto Rican	100 (1.8%)	514 (1.1%)	2,571 (1.6%)
South American	81 (1.4%)	1,082 (2.4%)	5,256 (3.3%)
Middle Eastern	54 (0.9%)	444 (1%)	1,683 (1%)
Dominican	42 (0.7%)	355 (0.8%)	1,103 (0.7%)
Korean	38 (0.7%)	630 (1.4%)	1,712 (1.1%)
South East Asian (e.g. Vietnamese)	25 (<0.5%)	204 (<0.5%)	645 (<0.5%)
Central American	25 (<0.5%)	471 (1%)	2,220 (1.4%)
Other Hispanic	22 (<0.5%)	113 (<0.5%)	841 (0.5%)
Mexican	9 (<0.5%)	255 (0.6%)	886 (0.6%)
French	8 (<0.5%)	146 (<0.5%)	643 (<0.5%)
Scandinavian	7 (<0.5%)	165 (<0.5%)	1,005 (0.6%)
Native American (Indian/Eskimo)	7 (<0.5%)	35 (<0.5%)	116 (<0.5%)
Dutch	6 (<0.5%)	129 (<0.5%)	418 (<0.5%)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Other Asian	2	(<0.5%)	87	(<0.5%)	680	(<0.5%)
Japanese	1	(<0.5%)	196	(<0.5%)	345	(<0.5%)
Hawaiian/Pacific Islander			9	(<0.5%)	42	(<0.5%)

Education (Age 25+)

Total Educated Population	4,360		33,123		113,228	
Elementary (0 to 8 Years)	48	(1.1%)	484	(1.5%)	2,293	(2%)
Some High School (9 to 11 Years)	53	(1.2%)	527	(1.6%)	2,263	(2%)
High School Graduate (12 Years)	889	(20.4%)	6,465	(19.5%)	17,545	(15.5%)
Some College (13 to 16 Years)	380	(8.7%)	3,241	(9.8%)	11,800	(10.4%)
Associates Degree Only	266	(6.1%)	1,540	(4.6%)	5,541	(4.9%)
Bachelor's Degree Only	1,322	(30.3%)	10,889	(32.9%)	39,389	(34.8%)
Graduate Degree	1,402	(32.2%)	9,977	(30.1%)	34,397	(30.4%)

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	2,096	16,387	57,982
One Person Households	390 (18.6%)	3,078 (18.8%)	12,765 (22%)
Married Couple	1,453 (69.3%)	11,035 (67.3%)	36,652 (63.2%)
Male Householder	61 (2.9%)	348 (2.1%)	1,415 (2.4%)
Female Householder	137 (6.5%)	1,405 (8.6%)	4,257 (7.3%)
Non Family Households	55 (2.6%)	521 (3.2%)	2,893 (5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,096	16,387	57,982
1 Person Household	390 (18.6%)	3,078 (18.8%)	12,765 (22%)
2 Person Household	754 (36%)	5,135 (31.3%)	17,531 (30.2%)
3 Person Household	386 (18.4%)	2,939 (17.9%)	10,339 (17.8%)
4 Person Household	381 (18.2%)	3,436 (21%)	11,314 (19.5%)
5 Person Household	121 (5.8%)	1,268 (7.7%)	4,127 (7.1%)
6 Person Household	42 (2%)	370 (2.3%)	1,303 (2.2%)
7+ Person Household	22 (1%)	161 (1%)	603 (1%)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	2,158	16,945	60,193
Owner Occupied Housing	1,859	13,361	42,336
Renter Occupied Housing	237	3,026	15,646
Vacant Housing	62	558	2,211

Housing Rent

Average Rent	\$3,283.9	\$3,026.51	\$2,385.33
Median Rent	\$3,318.55	\$3,401.94	\$2,323.49
Total Cash Rents Housing	177	2,844	14,956
<\$300			184 (1.2%)
\$300-\$500	6 (<0.5%)	5	133 (0.9%)
\$500-\$750	2 (<0.5%)	1	118 (0.8%)
\$750-\$1000	86 (3%)	23	365 (2.4%)
\$1000-\$1500	233 (8.2%)	31	1,762 (11.8%)
\$1500-\$2000	146 (5.1%)	24	3,371 (22.5%)
\$2000-\$2500	5 (2.8%)	203 (7.1%)	2,388 (16%)

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	44	(24.9%)	430	373	(13.1%)	227	2,359	(15.8%)	273
\$3000-\$3500	62	(35%)	1143	464	(16.3%)	532	1,592	(10.6%)	347
>\$3500	66	(37.3%)	1013	1,331	(46.8%)	1272	2,684	(17.9%)	488

Value of Owner-Occupied Housing Units

Average House Value	\$1.03M	193	\$1.08M	202	\$1.08M	202			
Median House Value	\$982,325.39	251	\$993,223.26	254	\$976,238.79	249			
Owner Occupied Housing	1,859		13,361		42,336				
<\$100K	25	(1.3%)	16	113	(0.8%)	10	336	(0.8%)	10
\$100K - \$200K	5	(<0.5%)	2	26	(<0.5%)	2	320	(0.8%)	6
\$200K - \$300K	46	(2.5%)	16	97	(0.7%)	5	240	(0.6%)	4
\$300K - \$400K				70	(0.5%)	4	421	(1%)	7
\$400K - \$500K	25	(1.3%)	12	309	(2.3%)	20	1,372	(3.2%)	28
\$500K - \$1000K	870	(46.8%)	183	6,180	(46.3%)	181	19,626	(46.4%)	181
>\$1000K	888	(47.8%)	412	6,566	(49.1%)	424	20,021	(47.3%)	408

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

Households in Poverty	71	(3.4%)		772	(4.7%)		3,023	(5.2%)	
Households Above Poverty	2,025	(96.6%)		15,615	(95.3%)		54,959	(94.8%)	
Households in Poverty (Married)	29	(1.4%)		200	(1.2%)		677	(1.2%)	
Households in Poverty (Male Householder)				19	(<0.5%)		88	(<0.5%)	
Households in Poverty (Female Householder)				65	(<0.5%)		434	(0.7%)	
Households in Poverty (Non-Family)	40	(1.9%)		474	(2.9%)		1,679	(2.9%)	
Households in Poverty (Non-Family Student)	2	(<0.5%)		14	(<0.5%)		145	(<0.5%)	

Wealth per Household

Household Average Wealth	\$302,369.99		\$297,309.76		\$289,706.37				
Household Median Wealth	\$138,685.87		\$132,240.78		\$122,170.31				
<\$0K	292	(13.9%)		2,356	(14.4%)		8,706	(15%)	
\$0K - \$5K	118	(5.6%)		984	(6%)		3,733	(6.4%)	
\$5K - \$10K	71	(3.4%)		572	(3.5%)		2,142	(3.7%)	
\$10K - \$25K	113	(5.4%)		898	(5.5%)		3,274	(5.6%)	
\$25K - \$50K	135	(6.4%)		1,056	(6.4%)		3,757	(6.5%)	

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	213	(10.2%)	1,647	(10.1%)	5,761	(9.9%)
\$100K - \$250K	411	(19.6%)	3,166	(19.3%)	10,947	(18.9%)
\$250K - \$500K	328	(15.6%)	2,521	(15.4%)	8,697	(15%)
>\$500K	415	(19.8%)	3,187	(19.4%)	10,965	(18.9%)

Vehicles per Household

Total Number of Vehicles	4,303		32,582		108,418	
Average Number of Vehicles	2.05		1.99		1.87	
No Vehicles	87	(4.2%)	502	(3.1%)	3,172	(5.5%)
1 Vehicle	436	(20.8%)	4,581	(28%)	16,644	(28.7%)
2 Vehicles	1,054	(50.3%)	7,354	(44.9%)	26,807	(46.2%)
3 or more Vehicles	519	(24.8%)	3,950	(24.1%)	11,359	(19.6%)

Population Change

Births	53		413		1,514	
Deaths	68		460		1,410	
Migration	534		2,152		3,117	

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	380	2,241	7,481
Total Employees	7,328	42,644	141,343

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