



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	4,426		37,492		105,870	
Households	1,801		14,445		39,805	
Persons per Household	2.4	94	2.58	101	2.65	104
Household Median Income	\$103,812.34	119	\$132,450.23	152	\$124,480.09	143
Household Median Disposable Income	\$85,376.64	114	\$107,743.26	144	\$101,941.16	136
Household Median Discretionary Income	\$71,499.7	123	\$89,834.99	155	\$82,133.97	142
Average Income Per Person	\$55,117.44	117	\$61,589.01	131	\$59,030.73	125
Median Rent	\$1,821.1	129	\$1,925.31	136	\$1,781.87	126
Median House Value	\$591,180.86	151	\$634,274.02	162	\$596,506.39	152
Households in Poverty	97 (5.4%)	43	792 (5.5%)	43	2,458 (6.2%)	49
Household Median Wealth	\$104,130.41	127	\$103,064.03	126	\$96,016.07	117
Average Age	45.12	110	43.44	105	42.52	103
Median Age	46.84	116	43.81	108	42.65	106
Households with Children	529 (29.4%)	109	3,965 (27.4%)	102	11,394 (28.6%)	107
High School Graduate or Higher	3,143 (95%)	106	26,582 (96.9%)	108	71,909 (93.5%)	105

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	1,536 (46.4%)	13,436 (49%)	34,191 (44.4%)
Pop density (per sq mi)	2,103	1,277	1,626
Area (based on blockgroups)	2	29	65

Population

Population 2025 Q4	4,426	37,492	105,870
Population 2025 Q3	4,425	37,526	106,017
Population 2025 Q2	4,434	37,413	105,700
Population 2025 Q1	4,440	37,458	105,891
Population 2024 Q4	4,436	37,423	105,858
Population 2024 Q3	4,436	37,416	105,748
Population 2024 Q2	4,445	37,488	105,962
Population 2024 Q1	4,448	37,409	105,909
Population 2023 Q4	4,440	37,111	105,509
Population 5 Years Forecast	4,425	37,766	107,662
Population 10 Years Forecast	4,489	38,464	110,191
Persons per Household	2.4 (94)	2.58 (101)	2.65 (104)

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	100	(2.3%)	96	177	(<0.5%)	20	469	(<0.5%)	19
Transient Population - Average Last 4 Quarters				314	(0.8%)	67	314	(<0.5%)	24

Households

Households 2025 Q4	1,801	14,445	39,805
Households 2025 Q3	1,800	14,450	39,831
Households 2025 Q2	1,804	14,411	39,686
Households 2025 Q1	1,807	14,429	39,766
Households 2024 Q4	1,805	14,416	39,748
Households 2024 Q3	1,805	14,416	39,715
Households 2024 Q2	1,808	14,444	39,798
Households 2024 Q1	1,809	14,412	39,772
Households 2023 Q4	1,805	14,283	39,607
Households 5 Years Forecast	1,807	14,572	40,508
Households 10 Years Forecast	1,837	14,850	41,470

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



Benchmark: Nationwide



Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	2,031	(45.9%)	94	18,214 (48.6%)	99
Female	2,395	(54.1%)	106	19,278 (51.4%)	101

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	3,284	(74.2%)	129	26,171 (69.8%)	121
Hispanic (Ethnic)	634	(14.3%)	73	5,765 (15.4%)	74
Asian	280	(6.3%)	110	2,282 (6.1%)	105
Other	120	(2.7%)	52	1,670 (4.5%)	86
Black	108	(2.4%)	21	1,604 (4.3%)	36

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	1,421	(78.9%)	128	10,028 (69.4%)	113
Hispanic (Ethnic)	159	(8.8%)	58	1,946 (13.5%)	89
Other	86	(4.8%)	63	1,212 (8.4%)	111
Black	68	(3.8%)	34	674 (4.7%)	43
Asian	67	(3.7%)	8	585 (4%)	88

Households Income

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



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	1 Mile			3 Mile			5 Mile		
Household Average Income	\$133,243.08		110	\$159,325.32		131	\$156,550.72		129
Average Income Per Person	\$55,117.44		117	\$61,589.01		131	\$59,030.73		125
Household Median Income	\$103,812.34		119	\$132,450.23		152	\$124,480.09		143
<\$15K	51	(2.8%)	39	518	(3.6%)	50	1,362	(3.4%)	47
\$15K - \$25K	95	(5.3%)	90	361	(2.5%)	43	1,122	(2.8%)	48
\$25K - \$35K	39	(2.2%)	35	409	(2.8%)	46	1,434	(3.6%)	59
\$35K - \$50K	153	(8.5%)	91	966	(6.7%)	71	2,499	(6.3%)	67
\$50K - \$75K	227	(12.6%)	84	1,594	(11%)	74	4,678	(11.8%)	7
\$75K - \$100K	305	(16.9%)	135	1,666	(11.5%)	92	4,538	(11.4%)	91
\$100K - \$150K	308	(17.1%)	94	2,560	(17.7%)	98	7,967	(20%)	110
\$150K - \$175K	131	(7.3%)	115	1,449	(10%)	159	3,805	(9.6%)	152
\$175K - \$200K	124	(6.9%)	138	1,117	(7.7%)	155	3,071	(7.7%)	155
\$200K - \$250K	207	(11.5%)	142	2,132	(14.8%)	183	5,225	(13.1%)	163
\$250K - \$500K	89	(4.9%)	143	914	(6.3%)	183	2,241	(5.6%)	163
>\$500K	72	(4%)	139	759	(5.3%)	182	1,863	(4.7%)	162

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	\$104,863.81		116	\$117,939.94		130	\$113,586.29		125
Household Median Disposable Income	\$85,376.64		114	\$107,743.26		144	\$101,941.16		136
<\$15K	53	(2.9%)	37	567	(3.9%)	50	1,473	(3.7%)	47
\$15K - \$25K	107	(5.9%)	86	396	(2.7%)	40	1,433	(3.6%)	52
\$25K - \$35K	71	(3.9%)	55	653	(4.5%)	63	1,822	(4.6%)	64
\$35K - \$50K	175	(9.7%)	86	1,125	(7.8%)	69	3,132	(7.9%)	70
\$50K - \$75K	325	(18%)	107	2,076	(14.4%)	85	5,900	(14.8%)	88
\$75K - \$100K	323	(17.9%)	125	1,900	(13.2%)	92	5,760	(14.5%)	101
\$100K - \$150K	344	(19.1%)	101	3,593	(24.9%)	132	10,084	(25.3%)	134
\$150K - \$175K	125	(6.9%)	135	1,249	(8.6%)	169	3,141	(7.9%)	154
\$175K - \$200K	75	(4.2%)	122	786	(5.4%)	159	1,916	(4.8%)	140
\$200K - \$250K	82	(4.6%)	137	845	(5.8%)	176	2,068	(5.2%)	157
\$250K - \$500K	111	(6.2%)	136	1,154	(8%)	176	2,830	(7.1%)	157
>\$500K	10	(0.6%)	140	101	(0.7%)	176	246	(0.6%)	156

Discretionary Households Income

Household Average Discretionary Income	\$83,684.21		122	\$94,686.96		138	\$89,073.37		130
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	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$71,499.7	123	\$89,834.99	155	\$82,133.97	142
<\$10K	48 (2.7%)	34	490 (3.4%)	44	1,317 (3.3%)	43
\$10K - \$20K	104 (5.8%)	63	488 (3.4%)	37	1,822 (4.6%)	50
\$20K - \$30K	98 (5.4%)	58	819 (5.7%)	60	2,364 (5.9%)	63
\$30K - \$40K	170 (9.4%)	103	877 (6.1%)	66	2,756 (6.9%)	76
\$40K - \$50K	125 (6.9%)	81	968 (6.7%)	74	2,853 (7.2%)	85
\$50K - \$75K	429 (23.8%)	136	2,410 (16.7%)	95	6,941 (17.4%)	99
\$75K - \$100K	190 (10.5%)	85	1,874 (13%)	104	5,608 (14.1%)	113
\$100K - \$125K	195 (10.8%)	127	1,961 (13.6%)	160	5,261 (13.2%)	156
\$125K - \$150K	165 (9.2%)	141	1,777 (12.3%)	190	4,361 (11%)	169
>\$150K	277 (15.4%)	152	2,781 (19.3%)	190	6,522 (16.4%)	162

Households Income by Ethnicity

Average Income - White	\$110,189.98	107	\$128,609.54	125	\$128,589.75	125
Median Income - White	\$97,959.15	104	\$135,005.5	143	\$135,906.27	144
Average Income - Black	\$155,044.26	208	\$117,935.21	159	\$115,892.77	156
Median Income - Black	\$174,073.59	289	\$136,327.67	227	\$125,181.15	208

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$146,231.58 (121)	\$140,672.4 (116)	\$136,223.39 (113)
Median Income - Asian	\$166,249.68 (132)	\$166,467.92 (132)	\$157,821.48 (125)
Average Income - Hispanic	\$100,960.64 (116)	\$109,936.57 (127)	\$102,663.4 (118)
Median Income - Hispanic	\$89,061.94 (119)	\$107,121.81 (143)	\$97,861.37 (130)
Average Income - Other	\$118,832.97 (124)	\$122,069.46 (127)	\$122,641.42 (128)
Median Income - Other	\$121,153 (140)	\$129,650.97 (150)	\$125,381.66 (145)

Age

Average Age	45.12 (110)	43.44 (105)	42.52 (103)
Median Age	46.84 (116)	43.81 (108)	42.65 (106)
0-4	215 (4.9%) (90)	1,945 (5.2%) (97)	5,743 (5.4%) (101)
5-13	371 (8.4%) (83)	3,298 (8.8%) (87)	9,474 (8.9%) (88)
14-17	177 (4%) (76)	1,675 (4.5%) (85)	4,775 (4.5%) (86)
18-21	197 (4.5%) (81)	1,772 (4.7%) (86)	5,063 (4.8%) (87)
22-24	159 (3.6%) (86)	1,356 (3.6%) (86)	3,891 (3.7%) (88)
25-29	248 (5.6%) (95)	2,148 (5.7%) (97)	6,165 (5.8%) (99)
30-34	207 (4.7%) (75)	2,111 (5.6%) (88)	6,362 (6%) (94)

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	1 Mile		3 Mile		5 Mile				
35-39	253	(5.7%)	87	2,266	(6%)	92	6,895	(6.5%)	99
40-44	268	(6.1%)	94	2,282	(6.1%)	95	6,903	(6.5%)	101
45-49	256	(5.8%)	96	2,210	(5.9%)	98	6,516	(6.2%)	102
50-54	269	(6.1%)	103	2,432	(6.5%)	109	6,937	(6.6%)	111
55-59	349	(7.9%)	130	2,752	(7.3%)	121	7,928	(7.5%)	124
60-64	410	(9.3%)	146	3,216	(8.6%)	135	8,549	(8.1%)	127
65-69	325	(7.3%)	120	2,739	(7.3%)	119	7,108	(6.7%)	110
70-74	257	(5.8%)	113	2,060	(5.5%)	107	5,310	(5%)	98
75-79	191	(4.3%)	108	1,532	(4.1%)	102	3,884	(3.7%)	92
80-84	122	(2.8%)	109	910	(2.4%)	96	2,412	(2.3%)	90
85+	152	(3.4%)	165	788	(2.1%)	101	1,955	(1.8%)	89

Age - Male

Male Average Age	43.28		108	42.13		105	41.4		103
Male Median Age	43.63		114	42.33		111	41.55		109
0-4	110	(5.4%)	97	1,000	(5.5%)	98	2,951	(5.7%)	101
5-13	183	(9%)	85	1,695	(9.3%)	88	4,843	(9.3%)	88

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	1 Mile			3 Mile			5 Mile		
14-17	91	(4.5%)	8	867	(4.8%)	87	2,439	(4.7%)	86
18-21	90	(4.4%)	7	914	(5%)	87	2,611	(5%)	87
22-24	66	(3.2%)	74	695	(3.8%)	87	2,027	(3.9%)	88
25-29	116	(5.7%)	93	1,086	(6%)	97	3,188	(6.1%)	100
30-34	112	(5.5%)	84	1,077	(5.9%)	90	3,214	(6.2%)	94
35-39	135	(6.6%)	99	1,116	(6.1%)	92	3,404	(6.5%)	98
40-44	124	(6.1%)	94	1,127	(6.2%)	95	3,474	(6.7%)	103
45-49	127	(6.3%)	104	1,093	(6%)	100	3,292	(6.3%)	105
50-54	112	(5.5%)	93	1,160	(6.4%)	108	3,391	(6.5%)	110
55-59	157	(7.7%)	129	1,291	(7.1%)	118	3,835	(7.4%)	123
60-64	187	(9.2%)	148	1,548	(8.5%)	136	4,166	(8%)	128
65-69	139	(6.8%)	117	1,307	(7.2%)	122	3,357	(6.5%)	110
70-74	120	(5.9%)	122	916	(5%)	104	2,470	(4.7%)	98
75-79	74	(3.6%)	100	649	(3.6%)	98	1,682	(3.2%)	89
80-84	47	(2.3%)	106	381	(2.1%)	96	997	(1.9%)	87
85+	41	(2%)	133	292	(1.6%)	106	699	(1.3%)	89

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Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	46.69	44.68	43.6
Female Median Age	50.01	46.3	43.76
0-4	105 (4.4%)	945 (4.9%)	2,792 (5.2%)
5-13	188 (7.8%)	1,603 (8.3%)	4,631 (8.6%)
14-17	86 (3.6%)	808 (4.2%)	2,336 (4.3%)
18-21	107 (4.5%)	858 (4.5%)	2,452 (4.6%)
22-24	93 (3.9%)	661 (3.4%)	1,864 (3.5%)
25-29	132 (5.5%)	1,062 (5.5%)	2,977 (5.5%)
30-34	95 (4%)	1,034 (5.4%)	3,148 (5.8%)
35-39	118 (4.9%)	1,150 (6%)	3,491 (6.5%)
40-44	144 (6%)	1,155 (6%)	3,429 (6.4%)
45-49	129 (5.4%)	1,117 (5.8%)	3,224 (6%)
50-54	157 (6.6%)	1,272 (6.6%)	3,546 (6.6%)
55-59	192 (8%)	1,461 (7.6%)	4,093 (7.6%)
60-64	223 (9.3%)	1,668 (8.7%)	4,383 (8.1%)

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65-69	186	(7.8%)	122	1,432	(7.4%)	117	3,751	(7%)	110
70-74	137	(5.7%)	106	1,144	(5.9%)	110	2,840	(5.3%)	97
75-79	117	(4.9%)	113	883	(4.6%)	106	2,202	(4.1%)	95
80-84	75	(3.1%)	110	529	(2.7%)	96	1,415	(2.6%)	92
85+	111	(4.6%)	177	496	(2.6%)	98	1,256	(2.3%)	89

Employment by Occupation

Total Employees (16+ Years Old)	2,456			20,898			60,987		
Professional Specialty	743	(30.3%)	122	5,527	(26.4%)	107	15,686	(25.7%)	104
Managerial/Executive	589	(24%)	138	4,503	(21.5%)	124	12,240	(20.1%)	115
Production & Transportation	272	(11.1%)	86	1,688	(8.1%)	63	6,406	(10.5%)	8
Sales	247	(10.1%)	108	2,370	(11.3%)	121	6,340	(10.4%)	111
Office Admin	232	(9.4%)	89	2,519	(12.1%)	113	7,113	(11.7%)	110
Food Preparation & Serving	97	(3.9%)	7	802	(3.8%)	75	2,260	(3.7%)	75
Construction	95	(3.9%)	48	1,468	(7%)	88	4,783	(7.8%)	98
Healthcare support	87	(3.5%)	108	555	(2.7%)	8	1,721	(2.8%)	86
Building Maintenance & Cleaning	43	(1.8%)	52	363	(1.7%)	51	1,875	(3.1%)	91

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Personal Care	41	(1.7%)	67	633	(3%)	121	1,427	(2.3%)	94
Protective	10	(<0.5%)	19	418	(2%)	92	1,056	(1.7%)	8
Farming, Fishing & Forestry				52	(<0.5%)	43	80	(<0.5%)	23

Employment by Industry

Total Employees (16+ Years Old)	2,456			20,898			60,987		
Educational Services	536	(21.8%)	93	4,866	(23.3%)	100	12,931	(21.2%)	91
Wholesale Retail	465	(18.9%)	144	3,283	(15.7%)	119	8,727	(14.3%)	109
Professional Services	327	(13.3%)	165	1,900	(9.1%)	113	5,717	(9.4%)	116
Manufacturing	222	(9%)	91	2,229	(10.7%)	107	7,588	(12.4%)	125
Agriculture/Mining/Construction	191	(7.8%)	91	1,448	(6.9%)	8	4,342	(7.1%)	84
Financial, Insurance & Real Estate	184	(7.5%)	111	1,712	(8.2%)	121	4,505	(7.4%)	110
Entertainment Services	169	(6.9%)	7	1,467	(7%)	8	4,595	(7.5%)	87
Information	103	(4.2%)	225	582	(2.8%)	149	1,704	(2.8%)	150
Public Administration	86	(3.5%)	73	810	(3.9%)	8	2,121	(3.5%)	73
Other Professional Services	86	(3.5%)	74	1,008	(4.8%)	103	2,548	(4.2%)	89
Transportation	61	(2.5%)	42	1,044	(5%)	85	3,265	(5.4%)	91

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Administrative/Waste Services	17	(0.7%)	513	(2.5%)	2,863	(4.7%)
Management Services	9	(<0.5%)	36	(<0.5%)	81	(<0.5%)

Language Spoken

Speak English at Home	3,338	(79.3%)	28,014	(78.8%)	69,835	(69.7%)
Speak Spanish at Home	467	(11.1%)	4,646	(13.1%)	22,369	(22.3%)
Speak Other Language at Home	406	(9.6%)	2,887	(8.1%)	7,923	(7.9%)

Ancestry

Italian	637	(14.4%)	4,940	(13.2%)	10,838	(10.2%)
Other	620	(14%)	5,533	(14.8%)	15,860	(15%)
Unclassified	487	(11%)	4,174	(11.1%)	10,580	(10%)
Scottish/Irish	461	(10.4%)	3,621	(9.7%)	8,876	(8.4%)
German	307	(6.9%)	2,811	(7.5%)	6,787	(6.4%)
South American	263	(5.9%)	2,536	(6.8%)	10,833	(10.2%)
Puerto Rican	224	(5.1%)	1,448	(3.9%)	5,846	(5.5%)
Other European (e.g. Greek/Russian)	206	(4.7%)	1,533	(4.1%)	3,946	(3.7%)
British	178	(4%)	1,481	(4%)	3,553	(3.4%)

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American	173	(3.9%)	98	1,098	(2.9%)	73	2,248	(2.1%)	53
Polish	149	(3.4%)	246	1,237	(3.3%)	241	2,876	(2.7%)	198
Scandinavian	99	(2.2%)	130	532	(1.4%)	83	934	(0.9%)	51
South Central Asian (e.g. Indian)	85	(1.9%)	122	995	(2.7%)	168	3,191	(3%)	191
Central American	47	(1.1%)	60	713	(1.9%)	107	3,565	(3.4%)	189
Mexican	46	(1%)	9	379	(1%)	9	2,906	(2.7%)	25
Chinese	45	(1%)	76	371	(1%)	7	1,053	(1%)	7
Other Hispanic	33	(0.7%)	70	246	(0.7%)	62	1,367	(1.3%)	121
French	26	(0.6%)	55	206	(0.5%)	52	515	(<0.5%)	46
Korean	22	(<0.5%)	112	191	(0.5%)	115	518	(<0.5%)	110
Cuban	21	(<0.5%)	62	306	(0.8%)	107	909	(0.9%)	113
Middle Eastern	19	(<0.5%)	7	221	(0.6%)	106	765	(0.7%)	130
Dutch	15	(<0.5%)	65	225	(0.6%)	114	554	(0.5%)	100
Other Asian	7	(<0.5%)	45	123	(<0.5%)	93	201	(<0.5%)	54
South East Asian (e.g. Vietnamese)	5	(<0.5%)	24	96	(<0.5%)	54	232	(<0.5%)	46
Japanese				20	(<0.5%)	23	62	(<0.5%)	26

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
Hawaiian/Pacific Islander	2 (<0.5%)	3 (<0.5%)	9 (<0.5%)
Native American (Indian/Eskimo)	33 (<0.5%)	14 (<0.5%)	117 (<0.5%)
Dominican	137 (<0.5%)	55 (<0.5%)	1,445 (1.4%)

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	3,307	27,446	76,924
Elementary (0 to 8 Years)	71 (2.1%)	488 (1.8%)	2,741 (3.6%)
Some High School (9 to 11 Years)	93 (2.8%)	376 (1.4%)	2,274 (3%)
High School Graduate (12 Years)	736 (22.3%)	5,803 (21.1%)	18,161 (23.6%)
Some College (13 to 16 Years)	588 (17.8%)	4,561 (16.6%)	13,029 (16.9%)
Associates Degree Only	283 (8.6%)	2,782 (10.1%)	6,528 (8.5%)
Bachelor's Degree Only	1,096 (33.1%)	8,681 (31.6%)	22,561 (29.3%)
Graduate Degree	440 (13.3%)	4,755 (17.3%)	11,630 (15.1%)

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	1,801	14,445	39,805
One Person Households	581 (32.3%)	3,463 (24%)	9,635 (24.2%)
Married Couple	862 (47.9%)	8,177 (56.6%)	21,546 (54.1%)
Male Householder	83 (4.6%)	516 (3.6%)	1,755 (4.4%)
Female Householder	172 (9.6%)	1,571 (10.9%)	4,561 (11.5%)
Non Family Households	103 (5.7%)	718 (5%)	2,308 (5.8%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	1,801	14,445	39,805
1 Person Household	581 (32.3%)	3,463 (24%)	9,635 (24.2%)
2 Person Household	517 (28.7%)	4,643 (32.1%)	12,238 (30.7%)
3 Person Household	298 (16.5%)	2,509 (17.4%)	7,078 (17.8%)
4 Person Household	267 (14.8%)	2,424 (16.8%)	6,665 (16.7%)
5 Person Household	85 (4.7%)	957 (6.6%)	2,701 (6.8%)
6 Person Household	39 (2.2%)	295 (2%)	950 (2.4%)
7+ Person Household	14 (0.8%)	154 (1.1%)	538 (1.4%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	1,877	15,087	41,587
Owner Occupied Housing	1,456	10,694	27,895
Renter Occupied Housing	345	3,751	11,910
Vacant Housing	76	642	1,782

Housing Rent

Average Rent	\$1,895.43	123	\$2,048.11	132	\$1,839	119
Median Rent	\$1,821.1	129	\$1,925.31	136	\$1,781.87	126
Total Cash Rents Housing	334	3,642	11,671			
<\$300	2 (0.6%)	21	7 (<0.5%)	7	169 (1.4%)	52
\$300-\$500	1 (<0.5%)	8	17 (<0.5%)	12	157 (1.3%)	35
\$500-\$750			13 (<0.5%)	4	269 (2.3%)	27
\$750-\$1000	17 (5.1%)	39	60 (1.6%)	13	374 (3.2%)	25
\$1000-\$1500	77 (23.1%)	88	682 (18.7%)	71	2,390 (20.5%)	7
\$1500-\$2000	109 (32.6%)	155	1,225 (33.6%)	160	4,393 (37.6%)	179
\$2000-\$2500	68 (20.4%)	173	793 (21.8%)	185	2,214 (19%)	161

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	40	(12%)	207	448	(12.3%)	213	992	(8.5%)	147
\$3000-\$3500	15	(4.5%)	147	221	(6.1%)	198	358	(3.1%)	100
>\$3500	5	(1.5%)	41	176	(4.8%)	131	355	(3%)	83

Value of Owner-Occupied Housing Units

Average House Value	\$604,728.13	113	\$690,770.36	129	\$658,742.26	123		
Median House Value	\$591,180.86	151	\$634,274.02	162	\$596,506.39	152		
Owner Occupied Housing	1,456		10,694		27,895			
<\$100K			110	(1%)	13	415	(1.5%)	18
\$100K - \$200K	14	(1%)	7		3	246	(0.9%)	7
\$200K - \$300K	42	(2.9%)	18		10	1,191	(4.3%)	27
\$300K - \$400K	178	(12.2%)	84		54	2,917	(10.5%)	72
\$400K - \$500K	250	(17.2%)	148		147	5,209	(18.7%)	161
\$500K - \$1000K	889	(61.1%)	239		233	14,343	(51.4%)	201
>\$1000K	83	(5.7%)	49		106	3,574	(12.8%)	110

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



Benchmark: Nationwide



Poverty

Households in Poverty	97	(5.4%)	43	792	(5.5%)	43	2,458	(6.2%)	49
Households Above Poverty	1,704	(94.6%)	108	13,653	(94.5%)	108	37,347	(93.8%)	107
Households in Poverty (Married)	15	(0.8%)	38	85	(0.6%)	27	576	(1.4%)	66
Households in Poverty (Male Householder)							52	(<0.5%)	21
Households in Poverty (Female Householder)	31	(1.7%)	58	271	(1.9%)	64	698	(1.8%)	60
Households in Poverty (Non-Family)	45	(2.5%)	40	401	(2.8%)	44	1,050	(2.6%)	42
Households in Poverty (Non-Family Student)	6	(<0.5%)	53	35	(<0.5%)	39	82	(<0.5%)	33

Wealth per Household

Household Average Wealth	\$268,209.33		111	\$270,269.82		111	\$262,477.14		108
Household Median Wealth	\$104,130.41		127	\$103,064.03		126	\$96,016.07		117
<\$0K	277	(15.4%)	89	2,271	(15.7%)	91	6,444	(16.2%)	94
\$0K - \$5K	125	(6.9%)	8	1,021	(7.1%)	83	2,986	(7.5%)	88
\$5K - \$10K	72	(4%)	88	579	(4%)	89	1,656	(4.2%)	92
\$10K - \$25K	106	(5.9%)	93	853	(5.9%)	93	2,401	(6%)	95
\$25K - \$50K	123	(6.8%)	100	966	(6.7%)	98	2,678	(6.7%)	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	188	(10.4%)	1,477	(10.2%)	4,061	(10.2%)
\$100K - \$250K	345	(19.2%)	2,717	(18.8%)	7,390	(18.6%)
\$250K - \$500K	262	(14.5%)	2,082	(14.4%)	5,602	(14.1%)
>\$500K	303	(16.8%)	2,479	(17.2%)	6,587	(16.5%)

Vehicles per Household

Total Number of Vehicles	3,516		29,789		77,626	
Average Number of Vehicles	1.95		2.06		1.95	
No Vehicles	80	(4.4%)	559	(3.9%)	1,720	(4.3%)
1 Vehicle	579	(32.1%)	3,444	(23.8%)	11,578	(29.1%)
2 Vehicles	637	(35.4%)	6,813	(47.2%)	17,432	(43.8%)
3 or more Vehicles	505	(28%)	3,629	(25.1%)	9,075	(22.8%)

Population Change

Births	44		373		1,081
Deaths	41		305		800
Migration	-12		20		-198

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	192	1,091	2,598
Total Employees	1,750	10,595	27,617

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