



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	6,082		52,209		118,905	
Households	1,962		17,345		41,192	
Persons per Household	2.88	113	2.97	116	2.86	112
Household Median Income	\$189,528.22	217	\$152,971.27	175	\$157,937.44	181
Household Median Disposable Income	\$147,981.54	197	\$123,590.08	165	\$127,141.57	170
Household Median Discretionary Income	\$138,664.05	239	\$103,930.33	179	\$108,597.49	188
Average Income Per Person	\$73,408.54	156	\$68,542.95	146	\$70,068.83	149
Median Rent	\$1,500	106	\$2,086.26	148	\$2,143.31	152
Median House Value	\$870,016.61	222	\$853,423.02	218	\$869,587.41	222
Households in Poverty	43 (2.2%)	17	1,186 (6.8%)	54	2,687 (6.5%)	52
Household Median Wealth	\$130,468.55	159	\$113,700.09	139	\$118,664.51	145
Average Age	44.17	107	42.66	104	43.32	105
Median Age	45.61	113	43.04	107	45.18	112
Households with Children	742 (37.8%)	141	6,144 (35.4%)	132	14,194 (34.5%)	128
High School Graduate or Higher	4,288 (95.1%)	106	34,593 (93.6%)	105	80,502 (94.8%)	106

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	2,503 (55.5%)	19,528 (52.9%)	46,746 (55%)
Pop density (per sq mi)	1,273	1,995	1,524
Area (based on blockgroups)	5	26	78

Population

Population 2025 Q4	6,082	52,209	118,905
Population 2025 Q3	6,094	52,290	119,112
Population 2025 Q2	6,076	52,146	119,249
Population 2025 Q1	6,062	52,188	119,335
Population 2024 Q4	5,956	51,935	119,013
Population 2024 Q3	5,987	52,220	119,753
Population 2024 Q2	5,978	52,355	119,648
Population 2024 Q1	5,966	52,184	119,317
Population 2023 Q4	5,965	52,124	119,188
Population 5 Years Forecast	6,204	52,729	120,611
Population 10 Years Forecast	6,329	53,548	122,774
Persons per Household	2.88	2.97	2.86

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	438	(7.2%)	306	736	(1.4%)	60	998	(0.8%)	36
Transient Population - Average Last 4 Quarters	55	(0.9%)	72	190	(<0.5%)	29	190	(<0.5%)	13

Households

Households 2025 Q4	1,962		17,345		41,192
Households 2025 Q3	1,966		17,364		41,242
Households 2025 Q2	1,959		17,315		41,277
Households 2025 Q1	1,954		17,332		41,305
Households 2024 Q4	1,917		17,244		41,179
Households 2024 Q3	1,928		17,339		41,431
Households 2024 Q2	1,924		17,387		41,396
Households 2024 Q1	1,920		17,331		41,280
Households 2023 Q4	1,920		17,310		41,236
Households 5 Years Forecast	2,005		17,525		41,797
Households 10 Years Forecast	2,050		17,803		42,558

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Gender

Male	3,168	(52.1%)	106	26,022	(49.8%)	102	58,236	(49%)	100
Female	2,914	(47.9%)	94	26,187	(50.2%)	98	60,669	(51%)	100

Ethnicity

White	4,755	(78.2%)	136	35,455	(67.9%)	118	83,547	(70.3%)	122
Hispanic (Ethnic)	486	(8%)	41	9,232	(17.7%)	90	15,571	(13.1%)	67
Asian	406	(6.7%)	116	4,360	(8.4%)	145	12,644	(10.6%)	184
Black	289	(4.8%)	40	1,745	(3.3%)	28	3,797	(3.2%)	27
Other	146	(2.4%)	46	1,417	(2.7%)	52	3,346	(2.8%)	54

Household by Ethnicity

White	1,740	(88.7%)	144	12,548	(72.3%)	117	30,371	(73.7%)	120
Asian	108	(5.5%)	119	1,148	(6.6%)	143	3,621	(8.8%)	190
Hispanic (Ethnic)	51	(2.6%)	17	2,286	(13.2%)	87	4,191	(10.2%)	67
Other	48	(2.4%)	32	838	(4.8%)	64	1,976	(4.8%)	63
Black	15	(0.8%)	7	525	(3%)	28	1,033	(2.5%)	23

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	\$219,590.99	180	\$204,664.96	168	\$201,240.35	165
Average Income Per Person	\$73,408.54	156	\$68,542.95	146	\$70,068.83	149
Household Median Income	\$189,528.22	217	\$152,971.27	175	\$157,937.44	181
<\$15K	18 (0.9%)	13	760 (4.4%)	61	1,678 (4.1%)	56
\$15K - \$25K	24 (1.2%)	21	519 (3%)	51	1,150 (2.8%)	48
\$25K - \$35K	24 (1.2%)	20	568 (3.3%)	53	1,444 (3.5%)	57
\$35K - \$50K	60 (3.1%)	33	956 (5.5%)	59	2,378 (5.8%)	62
\$50K - \$75K	161 (8.2%)	55	1,493 (8.6%)	58	3,423 (8.3%)	56
\$75K - \$100K	149 (7.6%)	60	1,509 (8.7%)	69	3,224 (7.8%)	62
\$100K - \$150K	260 (13.3%)	73	2,720 (15.7%)	86	6,289 (15.3%)	84
\$150K - \$175K	174 (8.9%)	141	1,241 (7.2%)	114	3,181 (7.7%)	123
\$175K - \$200K	191 (9.7%)	195	1,230 (7.1%)	142	3,047 (7.4%)	148
\$200K - \$250K	505 (25.7%)	319	3,555 (20.5%)	254	8,613 (20.9%)	259
\$250K - \$500K	216 (11%)	319	1,524 (8.8%)	254	3,690 (9%)	259
>\$500K	180 (9.2%)	318	1,270 (7.3%)	254	3,075 (7.5%)	259

Disposable Households Income

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



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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$150,664.32	166	\$129,719.26	143	\$131,450.06	145
Household Median Disposable Income	\$147,981.54	197	\$123,590.08	165	\$127,141.57	170
<\$15K	19 (1%)	12	832 (4.8%)	61	1,834 (4.5%)	57
\$15K - \$25K	31 (1.6%)	23	639 (3.7%)	54	1,419 (3.4%)	50
\$25K - \$35K	38 (1.9%)	27	607 (3.5%)	49	1,752 (4.3%)	59
\$35K - \$50K	62 (3.2%)	28	1,169 (6.7%)	60	2,738 (6.6%)	59
\$50K - \$75K	240 (12.2%)	73	1,943 (11.2%)	66	4,281 (10.4%)	62
\$75K - \$100K	164 (8.4%)	58	1,917 (11.1%)	71	4,141 (10.1%)	70
\$100K - \$150K	450 (22.9%)	122	3,569 (20.6%)	109	8,775 (21.3%)	113
\$150K - \$175K	274 (14%)	272	1,869 (10.8%)	210	4,608 (11.2%)	218
\$175K - \$200K	186 (9.5%)	277	1,302 (7.5%)	219	3,154 (7.7%)	223
\$200K - \$250K	200 (10.2%)	307	1,405 (8.1%)	244	3,417 (8.3%)	250
\$250K - \$500K	274 (14%)	308	1,927 (11.1%)	245	4,668 (11.3%)	250
>\$500K	24 (1.2%)	308	166 (1%)	241	405 (1%)	247

Discretionary Households Income

Household Average Discretionary Income	\$127,617.46	186	\$102,903.27	150	\$104,873.76	153
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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$138,664.05	239	\$103,930.33	179	\$108,597.49	188
<\$10K	19 (1%)	12	1,102 (6.4%)	8	1,839 (4.5%)	58
\$10K - \$20K	21 (1.1%)	12	873 (5%)	55	1,953 (4.7%)	52
\$20K - \$30K	39 (2%)	21	719 (4.1%)	44	2,277 (5.5%)	59
\$30K - \$40K	51 (2.6%)	28	853 (4.9%)	54	1,887 (4.6%)	50
\$40K - \$50K	48 (2.4%)	29	917 (5.3%)	63	1,981 (4.8%)	57
\$50K - \$75K	249 (12.7%)	72	2,076 (12%)	68	4,614 (11.2%)	64
\$75K - \$100K	185 (9.4%)	76	1,869 (10.8%)	87	4,463 (10.8%)	87
\$100K - \$125K	193 (9.8%)	116	1,676 (9.7%)	114	4,600 (11.2%)	131
\$125K - \$150K	322 (16.4%)	253	1,976 (11.4%)	176	4,965 (12.1%)	186
>\$150K	835 (42.6%)	421	5,284 (30.5%)	301	12,613 (30.6%)	303

Households Income by Ethnicity

Average Income - White	\$153,832.2	150	\$139,958.78	137	\$136,110.98	133
Median Income - White	\$190,341.87	201	\$170,794.46	181	\$162,129.47	171
Average Income - Black	\$185,497.4	249	\$86,003.52	116	\$100,621.4	135
Median Income - Black	\$206,250	343	\$57,499.25	96	\$88,749.45	148

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$169,456.46 (140)	\$151,231.98 (125)	\$155,072.33 (128)
Median Income - Asian	\$205,263.16 (163)	\$196,550.79 (156)	\$200,685.68 (159)
Average Income - Hispanic	\$116,931.75 (135)	\$105,928.52 (122)	\$119,469.62 (138)
Median Income - Hispanic	\$89,843.16 (120)	\$96,372.2 (128)	\$115,650.86 (154)
Average Income - Other	\$121,624.83 (127)	\$117,235.44 (122)	\$134,977.98 (141)
Median Income - Other	\$97,726.36 (113)	\$109,774.05 (127)	\$143,215.36 (165)

Age

	1 Mile	3 Mile	5 Mile
Average Age	44.17 (107)	42.66 (104)	43.32 (105)
Median Age	45.61 (113)	43.04 (107)	45.18 (112)
0-4	253 (4.2%) (77)	2,447 (4.7%) (87)	5,508 (4.6%) (86)
5-13	467 (7.7%) (76)	4,791 (9.2%) (90)	10,381 (8.7%) (86)
14-17	294 (4.8%) (92)	2,857 (5.5%) (104)	6,380 (5.4%) (102)
18-21	319 (5.2%) (95)	2,967 (5.7%) (103)	6,706 (5.6%) (102)
22-24	241 (4%) (95)	2,202 (4.2%) (101)	5,010 (4.2%) (101)
25-29	386 (6.3%) (108)	3,341 (6.4%) (109)	7,490 (6.3%) (107)
30-34	356 (5.9%) (91)	2,663 (5.1%) (74)	5,846 (4.9%) (74)

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35-39	316	(5.2%)	2,579	(4.9%)	5,519	(4.6%)
40-44	355	(5.8%)	2,972	(5.7%)	6,293	(5.3%)
45-49	356	(5.9%)	3,266	(6.3%)	7,283	(6.1%)
50-54	431	(7.1%)	3,585	(6.9%)	8,099	(6.8%)
55-59	446	(7.3%)	3,764	(7.2%)	9,033	(7.6%)
60-64	489	(8%)	3,879	(7.4%)	9,459	(8%)
65-69	460	(7.6%)	3,525	(6.8%)	8,588	(7.2%)
70-74	365	(6%)	2,668	(5.1%)	6,388	(5.4%)
75-79	270	(4.4%)	2,102	(4%)	5,029	(4.2%)
80-84	164	(2.7%)	1,331	(2.5%)	3,187	(2.7%)
85+	114	(1.9%)	1,270	(2.4%)	2,706	(2.3%)

Age - Male

Male Average Age	42.24		41.38		42.06	
Male Median Age	41.76		41.38		42.43	
0-4	131	(4.1%)	1,260	(4.8%)	2,838	(4.9%)
5-13	261	(8.2%)	2,438	(9.4%)	5,276	(9.1%)

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	1 Mile			3 Mile			5 Mile		
14-17	162	(5.1%)	93	1,516	(5.8%)	106	3,310	(5.7%)	104
18-21	177	(5.6%)	97	1,580	(6.1%)	105	3,491	(6%)	104
22-24	135	(4.3%)	97	1,176	(4.5%)	103	2,610	(4.5%)	102
25-29	216	(6.8%)	111	1,775	(6.8%)	111	3,951	(6.8%)	110
30-34	220	(6.9%)	105	1,415	(5.4%)	82	3,033	(5.2%)	71
35-39	196	(6.2%)	93	1,330	(5.1%)	76	2,754	(4.7%)	71
40-44	195	(6.2%)	95	1,508	(5.8%)	89	3,050	(5.2%)	81
45-49	189	(6%)	99	1,616	(6.2%)	103	3,465	(5.9%)	99
50-54	221	(7%)	118	1,772	(6.8%)	115	3,926	(6.7%)	114
55-59	229	(7.2%)	120	1,833	(7%)	117	4,341	(7.5%)	124
60-64	242	(7.6%)	122	1,904	(7.3%)	117	4,524	(7.8%)	125
65-69	199	(6.3%)	107	1,677	(6.4%)	110	4,071	(7%)	119
70-74	155	(4.9%)	101	1,240	(4.8%)	99	2,992	(5.1%)	106
75-79	123	(3.9%)	106	979	(3.8%)	103	2,281	(3.9%)	107
80-84	66	(2.1%)	95	566	(2.2%)	99	1,358	(2.3%)	106
85+	51	(1.6%)	106	437	(1.7%)	111	965	(1.7%)	110

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	Value	1 Mile	3 Mile	5 Mile
Female Average Age	46.26	109	104	105
Female Median Age	48.9	118	110	112
0-4	122 (4.2%)	8	1,187 (4.5%)	86
5-13	206 (7.1%)	75	2,353 (9%)	86
14-17	132 (4.5%)	89	1,341 (5.1%)	100
18-21	142 (4.9%)	92	1,387 (5.3%)	100
22-24	106 (3.6%)	91	1,026 (3.9%)	99
25-29	170 (5.8%)	104	1,566 (6%)	104
30-34	136 (4.7%)	75	1,248 (4.8%)	74
35-39	120 (4.1%)	63	1,249 (4.8%)	70
40-44	160 (5.5%)	86	1,464 (5.6%)	84
45-49	167 (5.7%)	95	1,650 (6.3%)	105
50-54	210 (7.2%)	122	1,813 (6.9%)	116
55-59	217 (7.4%)	123	1,931 (7.4%)	127
60-64	247 (8.5%)	131	1,975 (7.5%)	126

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65-69	261	(9%)	141	1,848	(7.1%)	111	4,517	(7.4%)	117
70-74	210	(7.2%)	133	1,428	(5.5%)	101	3,396	(5.6%)	103
75-79	147	(5%)	117	1,123	(4.3%)	99	2,748	(4.5%)	105
80-84	98	(3.4%)	118	765	(2.9%)	103	1,829	(3%)	106
85+	63	(2.2%)	8	833	(3.2%)	121	1,741	(2.9%)	109

Employment by Occupation

Total Employees (16+ Years Old)	3,211			27,944			63,606		
Professional Specialty	1,110	(34.6%)	140	8,540	(30.6%)	124	19,564	(30.8%)	124
Managerial/Executive	708	(22%)	127	6,447	(23.1%)	133	15,447	(24.3%)	140
Sales	484	(15.1%)	161	3,474	(12.4%)	133	7,198	(11.3%)	121
Office Admin	253	(7.9%)	74	2,666	(9.5%)	90	6,524	(10.3%)	96
Construction	156	(4.9%)	61	1,570	(5.6%)	70	3,533	(5.6%)	69
Production & Transportation	146	(4.5%)	35	1,593	(5.7%)	44	4,151	(6.5%)	51
Building Maintenance & Cleaning	128	(4%)	117	955	(3.4%)	101	1,461	(2.3%)	68
Protective	123	(3.8%)	177	506	(1.8%)	84	1,652	(2.6%)	120
Food Preparation & Serving	47	(1.5%)	29	983	(3.5%)	69	1,643	(2.6%)	51

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Healthcare support	47	(1.5%)	45	551	(2%)	60	1,013	(1.6%)	49
Personal Care	9	(<0.5%)	11	628	(2.2%)	90	1,375	(2.2%)	87
Farming, Fishing & Forestry				31	(<0.5%)	19	45	(<0.5%)	12

Employment by Industry

Total Employees (16+ Years Old)	3,211			27,944			63,606		
Educational Services	766	(23.9%)	102	6,853	(24.5%)	105	16,017	(25.2%)	108
Wholesale Retail	527	(16.4%)	125	3,599	(12.9%)	98	7,991	(12.6%)	96
Financial, Insurance & Real Estate	455	(14.2%)	210	3,001	(10.7%)	159	6,917	(10.9%)	161
Professional Services	392	(12.2%)	151	3,887	(13.9%)	172	8,363	(13.1%)	163
Public Administration	256	(8%)	167	1,170	(4.2%)	88	3,118	(4.9%)	103
Agriculture/Mining/Construction	198	(6.2%)	72	1,835	(6.6%)	77	4,019	(6.3%)	74
Manufacturing	147	(4.6%)	46	1,647	(5.9%)	59	3,706	(5.8%)	59
Administrative/Waste Services	117	(3.6%)	87	1,353	(4.8%)	116	2,586	(4.1%)	97
Information	105	(3.3%)	175	706	(2.5%)	135	2,144	(3.4%)	181
Transportation	91	(2.8%)	48	949	(3.4%)	58	2,374	(3.7%)	64
Other Professional Services	80	(2.5%)	53	795	(2.8%)	60	2,096	(3.3%)	70

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Entertainment Services	77	(2.4%)	28	2,034	(7.3%)	84	4,089	(6.4%)	74
Management Services				115	(<0.5%)	324	186	(<0.5%)	230

Language Spoken

Speak English at Home	4,710	(80.8%)	104	35,543	(71.4%)	92	84,825	(74.8%)	97
Speak Other Language at Home	982	(16.8%)	199	7,791	(15.7%)	184	19,475	(17.2%)	202
Speak Spanish at Home	137	(2.4%)	17	6,428	(12.9%)	91	9,097	(8%)	57

Ancestry

Italian	1,071	(17.6%)	659	7,020	(13.4%)	503	17,119	(14.4%)	539
Other	1,030	(16.9%)	124	8,321	(15.9%)	117	19,289	(16.2%)	119
Unclassified	811	(13.3%)	91	6,280	(12%)	82	14,604	(12.3%)	84
Other European (e.g. Greek/Russian)	546	(9%)	324	4,837	(9.3%)	334	10,586	(8.9%)	321
Scottish/Irish	463	(7.6%)	127	3,036	(5.8%)	97	7,151	(6%)	101
Polish	272	(4.5%)	327	1,844	(3.5%)	258	4,321	(3.6%)	265
German	236	(3.9%)	55	1,721	(3.3%)	46	4,211	(3.5%)	50
Chinese	221	(3.6%)	282	1,467	(2.8%)	218	3,965	(3.3%)	259
American	205	(3.4%)	84	1,763	(3.4%)	85	4,235	(3.6%)	89

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Puerto Rican	188	(3.1%)	110	1,924	(3.7%)	131	4,384	(3.7%)	131
Cuban	135	(2.2%)	292	672	(1.3%)	169	1,210	(1%)	34
British	129	(2.1%)	41	864	(1.7%)	32	2,143	(1.8%)	35
South Central Asian (e.g. Indian)	109	(1.8%)	113	1,697	(3.3%)	206	6,104	(5.1%)	325
Central American	87	(1.4%)	8	878	(1.7%)	94	1,320	(1.1%)	62
Middle Eastern	62	(1%)	183	600	(1.1%)	206	1,387	(1.2%)	209
Scandinavian	44	(0.7%)	42	241	(<0.5%)	27	662	(0.6%)	32
South East Asian (e.g. Vietnamese)	39	(0.6%)	136	150	(<0.5%)	61	312	(<0.5%)	56
South American	37	(0.6%)	45	1,415	(2.7%)	198	2,514	(2.1%)	155
Mexican	18	(<0.5%)	3	3,928	(7.5%)	68	4,870	(4.1%)	37
Other Asian	15	(<0.5%)	70	155	(<0.5%)	84	506	(<0.5%)	120
Other Hispanic	15	(<0.5%)	23	151	(<0.5%)	27	301	(<0.5%)	24
Dutch	12	(<0.5%)	38	117	(<0.5%)	43	255	(<0.5%)	41
French	10	(<0.5%)	15	92	(<0.5%)	17	330	(<0.5%)	26
Dominican	6	(<0.5%)	15	264	(0.5%)	76	972	(0.8%)	122
Korean	4	(<0.5%)	15	194	(<0.5%)	84	403	(<0.5%)	7

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	
Native American (Indian/Eskimo)	3	(<0.5%)	30	(<0.5%)	68	(<0.5%)
Japanese			22	(<0.5%)	52	(<0.5%)
Hawaiian/Pacific Islander			5	(<0.5%)	11	(<0.5%)

Education (Age 25+)

Total Educated Population	4,508		36,945		84,920	
Elementary (0 to 8 Years)	25	(0.6%)	1,037	(2.8%)	1,874	(2.2%)
Some High School (9 to 11 Years)	195	(4.3%)	1,315	(3.6%)	2,544	(3%)
High School Graduate (12 Years)	871	(19.3%)	7,337	(19.9%)	16,647	(19.6%)
Some College (13 to 16 Years)	565	(12.5%)	4,885	(13.2%)	11,299	(13.3%)
Associates Degree Only	349	(7.7%)	2,843	(7.7%)	5,810	(6.8%)
Bachelor's Degree Only	1,714	(38%)	12,219	(33.1%)	28,445	(33.5%)
Graduate Degree	789	(17.5%)	7,309	(19.8%)	18,301	(21.6%)

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	1,962	17,345	41,192
One Person Households	287 (14.6%)	3,103 (17.9%)	7,760 (18.8%)
Married Couple	1,393 (71%)	11,504 (66.3%)	27,363 (66.4%)
Male Householder	29 (1.5%)	833 (4.8%)	1,397 (3.4%)
Female Householder	204 (10.4%)	1,397 (8.1%)	3,284 (8%)
Non Family Households	49 (2.5%)	508 (2.9%)	1,388 (3.4%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	1,962	17,345	41,192
1 Person Household	287 (14.6%)	3,103 (17.9%)	7,760 (18.8%)
2 Person Household	684 (34.9%)	4,956 (28.6%)	12,186 (29.6%)
3 Person Household	346 (17.6%)	3,120 (18%)	7,346 (17.8%)
4 Person Household	460 (23.4%)	3,741 (21.6%)	8,645 (21%)
5 Person Household	122 (6.2%)	1,562 (9%)	3,548 (8.6%)
6 Person Household	50 (2.5%)	556 (3.2%)	1,126 (2.7%)
7+ Person Household	13 (0.7%)	307 (1.8%)	581 (1.4%)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	2,052	18,055	42,663
Owner Occupied Housing	1,796	13,930	33,476
Renter Occupied Housing	166	3,415	7,716
Vacant Housing	90	710	1,471

Housing Rent

Average Rent	\$1,627.6	\$2,122.29	\$2,191.92
Median Rent	\$1,500	\$2,086.26	\$2,143.31
Total Cash Rents Housing	144	3,118	7,089
<\$300	51 (1.6%)	69 (1%)	
\$300-\$500	91 (2.9%)	111 (1.6%)	
\$500-\$750	134 (4.3%)	157 (2.2%)	
\$750-\$1000	3 (2.1%)	165 (2.3%)	
\$1000-\$1500	69 (47.9%)	922 (13%)	
\$1500-\$2000	55 (38.2%)	1,694 (23.9%)	
\$2000-\$2500	9 (6.3%)	1,488 (21%)	

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			439	(14.1%)	243	1,160	(16.4%)	283	
\$3000-\$3500	2	(1.4%)	45	240	(7.7%)	251	750	(10.6%)	345
>\$3500	6	(4.2%)	113	314	(10.1%)	274	573	(8.1%)	220

Value of Owner-Occupied Housing Units

Average House Value	\$883,106.47	164	\$897,862.96	167	\$901,402.34	168			
Median House Value	\$870,016.61	222	\$853,423.02	218	\$869,587.41	222			
Owner Occupied Housing	1,796		13,930		33,476				
<\$100K	20	(1.1%)	14	278	(2%)	24	726	(2.2%)	26
\$100K - \$200K	22	(1.2%)	10	160	(1.1%)	9	449	(1.3%)	10
\$200K - \$300K	4	(<0.5%)	1	141	(1%)	6	741	(2.2%)	14
\$300K - \$400K	36	(2%)	14	426	(3.1%)	21	1,254	(3.7%)	26
\$400K - \$500K	83	(4.6%)	40	887	(6.4%)	55	2,149	(6.4%)	55
\$500K - \$1000K	1,046	(58.2%)	228	7,077	(50.8%)	199	16,021	(47.9%)	187
>\$1000K	585	(32.6%)	281	4,961	(35.6%)	307	12,136	(36.3%)	313

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



Benchmark: Nationwide



Poverty

Households in Poverty	43	(2.2%)	17	1,186	(6.8%)	54	2,687	(6.5%)	52
Households Above Poverty	1,919	(97.8%)	112	16,159	(93.2%)	107	38,505	(93.5%)	107
Households in Poverty (Married)	14	(0.7%)	33	232	(1.3%)	61	655	(1.6%)	73
Households in Poverty (Male Householder)				74	(<0.5%)	67	126	(<0.5%)	48
Households in Poverty (Female Householder)	10	(0.5%)	17	195	(1.1%)	38	364	(0.9%)	30
Households in Poverty (Non-Family)	18	(0.9%)	15	654	(3.8%)	60	1,475	(3.6%)	57
Households in Poverty (Non-Family Student)	1	(<0.5%)	8	31	(<0.5%)	29	67	(<0.5%)	26

Wealth per Household

Household Average Wealth	\$293,379.2		121	\$279,247.62		115	\$283,710.85		117
Household Median Wealth	\$130,468.55		159	\$113,700.09		139	\$118,664.51		145
<\$0K	280	(14.3%)	8	2,628	(15.2%)	88	6,141	(14.9%)	86
\$0K - \$5K	114	(5.8%)	69	1,160	(6.7%)	74	2,683	(6.5%)	71
\$5K - \$10K	68	(3.5%)	7	659	(3.8%)	84	1,528	(3.7%)	8
\$10K - \$25K	108	(5.5%)	87	999	(5.8%)	91	2,340	(5.7%)	90
\$25K - \$50K	130	(6.6%)	97	1,148	(6.6%)	97	2,714	(6.6%)	97

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				
\$50K - \$100K	203	(10.3%)	101	1,776	(10.2%)	100	4,206	(10.2%)	100
\$100K - \$250K	384	(19.6%)	108	3,312	(19.1%)	105	7,908	(19.2%)	106
\$250K - \$500K	303	(15.4%)	116	2,561	(14.8%)	111	6,153	(14.9%)	113
>\$500K	372	(19%)	127	3,102	(17.9%)	120	7,519	(18.3%)	122

Vehicles per Household

Total Number of Vehicles	4,180			34,350			83,113		
Average Number of Vehicles	2.13		117	1.98		108	2.02		110
No Vehicles	23	(1.2%)	14	1,343	(7.7%)	94	2,395	(5.8%)	70
1 Vehicle	261	(13.3%)	41	3,680	(21.2%)	65	9,743	(23.7%)	72
2 Vehicles	1,275	(65%)	176	7,889	(45.5%)	123	18,293	(44.4%)	120
3 or more Vehicles	403	(20.5%)	93	4,433	(25.6%)	116	10,761	(26.1%)	119

Population Change

Births	52			512			1,157		
Deaths	49			430			1,002		
Migration	127			220			-208		

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	351	1,793	3,949
Total Employees	3,551	19,514	42,194

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