



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Metric	1 Mile	3 Mile	5 Mile
Population	7,596	87,019	163,108
Households	3,015	35,115	63,602
Persons per Household	2.52 99	2.44 96	2.52 99
Household Median Income	\$101,489.76 116	\$121,137.28 139	\$133,249.58 153
Household Median Disposable Income	\$85,959.63 115	\$100,980.64 135	\$110,447.24 147
Household Median Discretionary Income	\$67,598.49 117	\$88,221.05 152	\$96,434.17 167
Average Income Per Person	\$46,653.19 99	\$68,237.14 145	\$72,960.15 155
Median Rent	\$1,636.79 116	\$1,562.58 111	\$1,581.41 112
Median House Value	\$370,225.88 95	\$450,408.73 115	\$512,763.61 131
Households in Poverty	295 (9.8%) 77	2,166 (6.2%) 49	3,221 (5.1%) 40
Household Median Wealth	\$86,385.41 105	\$116,036.02 142	\$125,747.64 154
Average Age	38.49 93	42.86 104	43.4 105
Median Age	36.69 91	42.44 105	43.4 107
Households with Children	766 (25.4%) 95	10,360 (29.5%) 110	19,381 (30.5%) 114
High School Graduate or Higher	4,995 (96.4%) 108	60,209 (97.5%) 109	112,082 (97.7%) 109

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	2,738 (52.9%)	40,451 (65.5%)	76,440 (66.6%)
Pop density (per sq mi)	3,248	2,764	2,375
Area (based on blockgroups)	2	31	69

Population

Population 2025 Q4	7,596	87,019	163,108
Population 2025 Q3	7,605	87,176	163,413
Population 2025 Q2	7,606	87,073	163,338
Population 2025 Q1	7,742	87,284	163,527
Population 2024 Q4	7,742	87,336	163,568
Population 2024 Q3	7,753	87,360	163,559
Population 2024 Q2	7,715	87,068	163,099
Population 2024 Q1	7,695	86,903	162,873
Population 2023 Q4	7,626	86,233	161,845
Population 5 Years Forecast	7,564	87,676	164,183
Population 10 Years Forecast	7,530	87,801	164,347
Persons per Household	2.52	2.44	2.52

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	1 Mile	3 Mile	5 Mile
Group Quarters	2 (<0.5%)	1,238 (1.4%)	3,067 (1.9%)
Transient Population - Average Last 4 Quarters			945 (0.6%)

Households

Households 2025 Q4	3,015	35,115	63,602
Households 2025 Q3	3,016	35,169	63,707
Households 2025 Q2	3,017	35,132	63,684
Households 2025 Q1	3,071	35,209	63,759
Households 2024 Q4	3,072	35,227	63,761
Households 2024 Q3	3,075	35,237	63,758
Households 2024 Q2	3,061	35,111	63,572
Households 2024 Q1	3,054	35,037	63,471
Households 2023 Q4	3,026	34,741	63,041
Households 5 Years Forecast	2,998	35,397	64,043
Households 10 Years Forecast	2,982	35,455	64,113

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



Benchmark: Nationwide



Gender

Male	3,764	(49.6%)	101	41,944	(48.2%)	98	78,496	(48.1%)	98
Female	3,832	(50.4%)	99	45,075	(51.8%)	102	84,612	(51.9%)	102

Ethnicity

White	5,001	(65.8%)	114	67,850	(78%)	135	130,927	(80.3%)	139
Asian	938	(12.3%)	214	8,136	(9.3%)	162	13,142	(8.1%)	139
Hispanic (Ethnic)	799	(10.5%)	54	3,389	(3.9%)	20	5,860	(3.6%)	18
Other	446	(5.9%)	113	4,748	(5.5%)	105	8,855	(5.4%)	104
Black	412	(5.4%)	46	2,896	(3.3%)	28	4,324	(2.7%)	22

Household by Ethnicity

White	2,029	(67.3%)	109	28,115	(80.1%)	130	52,429	(82.4%)	134
Asian	446	(14.8%)	320	3,041	(8.7%)	187	4,783	(7.5%)	163
Hispanic (Ethnic)	243	(8.1%)	53	1,101	(3.1%)	21	1,724	(2.7%)	18
Other	177	(5.9%)	7	2,097	(6%)	7	3,502	(5.5%)	73
Black	120	(4%)	36	761	(2.2%)	20	1,164	(1.8%)	17

Households Income

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



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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	\$117,513.53		97	\$166,194.86		137	\$182,640.13		150
Average Income Per Person	\$46,653.19		99	\$68,237.14		145	\$72,960.15		155
Household Median Income	\$101,489.76		116	\$121,137.28		139	\$133,249.58		153
<\$15K	155	(5.1%)	71	1,301	(3.7%)	51	1,933	(3%)	42
\$15K - \$25K	142	(4.7%)	8	1,227	(3.5%)	59	1,721	(2.7%)	46
\$25K - \$35K	164	(5.4%)	89	1,384	(3.9%)	64	2,056	(3.2%)	53
\$35K - \$50K	161	(5.3%)	57	2,665	(7.6%)	8	3,877	(6.1%)	65
\$50K - \$75K	472	(15.7%)	105	4,222	(12%)	8	7,090	(11.1%)	74
\$75K - \$100K	393	(13%)	104	3,499	(10%)	7	6,612	(10.4%)	83
\$100K - \$150K	582	(19.3%)	106	6,969	(19.8%)	109	12,193	(19.2%)	106
\$150K - \$175K	341	(11.3%)	179	3,062	(8.7%)	138	5,474	(8.6%)	137
\$175K - \$200K	225	(7.5%)	150	2,452	(7%)	140	4,381	(6.9%)	138
\$200K - \$250K	213	(7.1%)	88	4,668	(13.3%)	165	10,228	(16.1%)	199
\$250K - \$500K	91	(3%)	87	2,002	(5.7%)	165	4,384	(6.9%)	200
>\$500K	76	(2.5%)	87	1,664	(4.7%)	164	3,653	(5.7%)	199

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	\$96,445.5	107	\$113,254.2	125	\$122,112.98	135
Household Median Disposable Income	\$85,959.63	115	\$100,980.64	135	\$110,447.24	147
<\$15K	172 (5.7%)	72	1,423 (4.1%)	51	2,096 (3.3%)	42
\$15K - \$25K	179 (5.9%)	86	1,510 (4.3%)	63	2,186 (3.4%)	50
\$25K - \$35K	167 (5.5%)	71	1,739 (5%)	69	2,560 (4%)	56
\$35K - \$50K	233 (7.7%)	69	3,240 (9.2%)	81	4,972 (7.8%)	69
\$50K - \$75K	533 (17.7%)	105	4,741 (13.5%)	81	8,268 (13%)	71
\$75K - \$100K	495 (16.4%)	115	4,739 (13.5%)	94	8,629 (13.6%)	95
\$100K - \$150K	765 (25.4%)	135	8,231 (23.4%)	124	14,611 (23%)	122
\$150K - \$175K	171 (5.7%)	111	2,844 (8.1%)	158	5,709 (9%)	175
\$175K - \$200K	81 (2.7%)	71	1,862 (5.3%)	155	4,085 (6.4%)	187
\$200K - \$250K	87 (2.9%)	87	1,928 (5.5%)	166	4,223 (6.6%)	200
\$250K - \$500K	121 (4%)	88	2,632 (7.5%)	165	5,764 (9.1%)	200
>\$500K	11 (<0.5%)	92	226 (0.6%)	162	499 (0.8%)	197

Discretionary Households Income

Household Average Discretionary Income	\$76,139.96	111	\$93,926.46	137	\$101,048.72	147
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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$67,598.49	117	\$88,221.05	152	\$96,434.17	167
<\$10K	121 (4%)	52	1,055 (3%)	39	1,630 (2.6%)	33
\$10K - \$20K	231 (7.7%)	84	1,649 (4.7%)	51	2,194 (3.4%)	38
\$20K - \$30K	203 (6.7%)	71	2,200 (6.3%)	66	3,287 (5.2%)	55
\$30K - \$40K	206 (6.8%)	75	2,574 (7.3%)	8	3,719 (5.8%)	64
\$40K - \$50K	300 (10%)	118	2,412 (6.9%)	8	4,177 (6.6%)	7
\$50K - \$75K	582 (19.3%)	110	4,921 (14%)	8	8,830 (13.9%)	7
\$75K - \$100K	465 (15.4%)	124	5,107 (14.5%)	117	9,090 (14.3%)	115
\$100K - \$125K	394 (13.1%)	154	4,327 (12.3%)	145	7,519 (11.8%)	139
\$125K - \$150K	234 (7.8%)	120	3,502 (10%)	154	6,894 (10.8%)	167
>\$150K	279 (9.3%)	91	7,368 (21%)	207	16,262 (25.6%)	253

Households Income by Ethnicity

Average Income - White	\$104,109.08	102	\$119,396.23	116	\$127,475.8	124
Median Income - White	\$97,973.62	104	\$121,421.2	128	\$134,183.03	142
Average Income - Black	\$119,862.85	161	\$102,471.22	138	\$109,753.88	148
Median Income - Black	\$117,591.89	195	\$102,792.44	171	\$112,499.5	187

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$110,154.02 (91)	\$133,759.35 (111)	\$140,788.56 (116)
Median Income - Asian	\$106,883.78 (85)	\$145,832.5 (116)	\$158,636.77 (126)
Average Income - Hispanic	\$122,876.56 (142)	\$117,657.06 (136)	\$116,491.66 (134)
Median Income - Hispanic	\$150,342.46 (200)	\$109,821.03 (146)	\$110,404.21 (147)
Average Income - Other	\$89,263.72 (93)	\$106,759.2 (111)	\$113,192.81 (118)
Median Income - Other	\$84,121.25 (97)	\$100,745.39 (116)	\$110,170.2 (127)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	38.49 (93)	42.86 (104)	43.4 (105)
Median Age	36.69 (91)	42.44 (105)	43.4 (107)
0-4	500 (6.6%) (123)	4,467 (5.1%) (96)	7,671 (4.7%) (88)
5-13	848 (11.2%) (110)	8,897 (10.2%) (101)	16,451 (10.1%) (99)
14-17	370 (4.9%) (92)	4,269 (4.9%) (93)	8,520 (5.2%) (99)
18-21	392 (5.2%) (94)	4,344 (5%) (90)	8,919 (5.5%) (99)
22-24	306 (4%) (96)	3,287 (3.8%) (90)	6,828 (4.2%) (100)
25-29	542 (7.1%) (121)	4,798 (5.5%) (94)	8,879 (5.4%) (93)
30-34	586 (7.7%) (120)	4,707 (5.4%) (84)	7,351 (4.5%) (70)

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	1 Mile		3 Mile		5 Mile				
35-39	601	(7.9%)	120	5,267	(6.1%)	92	8,436	(5.2%)	7
40-44	547	(7.2%)	112	5,688	(6.5%)	102	9,994	(6.1%)	95
45-49	451	(5.9%)	99	5,261	(6%)	100	9,792	(6%)	100
50-54	422	(5.6%)	94	5,029	(5.8%)	98	9,642	(5.9%)	100
55-59	405	(5.3%)	88	5,238	(6%)	100	10,123	(6.2%)	103
60-64	424	(5.6%)	88	5,737	(6.6%)	104	11,280	(6.9%)	109
65-69	418	(5.5%)	90	5,933	(6.8%)	111	11,475	(7%)	115
70-74	320	(4.2%)	80	5,066	(5.8%)	114	9,832	(6%)	118
75-79	228	(3%)	75	4,137	(4.8%)	119	8,188	(5%)	126
80-84	145	(1.9%)	70	2,646	(3%)	120	5,364	(3.3%)	130
85+	91	(1.2%)	58	2,248	(2.6%)	124	4,363	(2.7%)	129

Age - Male

Male Average Age	37.3		93	41.2		103	41.81		104
Male Median Age	35.88		94	40.81		107	41.69		109
0-4	257	(6.8%)	122	2,297	(5.5%)	98	3,945	(5%)	90
5-13	455	(12.1%)	114	4,588	(10.9%)	103	8,467	(10.8%)	102

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	1 Mile			3 Mile			5 Mile		
14-17	193	(5.1%)	94	2,185	(5.2%)	95	4,339	(5.5%)	101
18-21	193	(5.1%)	89	2,228	(5.3%)	92	4,532	(5.8%)	100
22-24	146	(3.9%)	88	1,681	(4%)	91	3,461	(4.4%)	100
25-29	272	(7.2%)	118	2,438	(5.8%)	95	4,618	(5.9%)	96
30-34	296	(7.9%)	119	2,360	(5.6%)	85	3,687	(4.7%)	71
35-39	320	(8.5%)	127	2,634	(6.3%)	94	4,140	(5.3%)	7
40-44	272	(7.2%)	111	2,782	(6.6%)	102	4,859	(6.2%)	95
45-49	233	(6.2%)	103	2,582	(6.2%)	102	4,743	(6%)	100
50-54	212	(5.6%)	95	2,481	(5.9%)	100	4,709	(6%)	101
55-59	185	(4.9%)	8	2,470	(5.9%)	98	4,771	(6.1%)	101
60-64	188	(5%)	8	2,660	(6.3%)	102	5,267	(6.7%)	108
65-69	205	(5.4%)	93	2,704	(6.4%)	110	5,264	(6.7%)	114
70-74	145	(3.9%)	8	2,227	(5.3%)	110	4,427	(5.6%)	117
75-79	106	(2.8%)	7	1,790	(4.3%)	117	3,552	(4.5%)	124
80-84	54	(1.4%)	66	1,106	(2.6%)	120	2,275	(2.9%)	132
85+	32	(0.9%)	56	731	(1.7%)	115	1,440	(1.8%)	121

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	39.66 (94)	44.4 (105)	44.89 (106)
Female Median Age	37.62 (91)	45.01 (108)	46.03 (111)
0-4	243 (6.3%) (123)	2,170 (4.8%) (94)	3,726 (4.4%) (86)
5-13	393 (10.3%) (105)	4,309 (9.6%) (98)	7,984 (9.4%) (97)
14-17	177 (4.6%) (91)	2,084 (4.6%) (91)	4,181 (4.9%) (97)
18-21	199 (5.2%) (98)	2,116 (4.7%) (89)	4,387 (5.2%) (98)
22-24	160 (4.2%) (105)	1,606 (3.6%) (89)	3,367 (4%) (100)
25-29	270 (7%) (125)	2,360 (5.2%) (93)	4,261 (5%) (89)
30-34	290 (7.6%) (121)	2,347 (5.2%) (83)	3,664 (4.3%) (69)
35-39	281 (7.3%) (113)	2,633 (5.8%) (90)	4,296 (5.1%) (71)
40-44	275 (7.2%) (112)	2,906 (6.4%) (101)	5,135 (6.1%) (95)
45-49	218 (5.7%) (95)	2,679 (5.9%) (99)	5,049 (6%) (99)
50-54	210 (5.5%) (92)	2,548 (5.7%) (95)	4,933 (5.8%) (98)
55-59	220 (5.7%) (95)	2,768 (6.1%) (101)	5,352 (6.3%) (104)
60-64	236 (6.2%) (95)	3,077 (6.8%) (106)	6,013 (7.1%) (110)

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65-69	213	(5.6%)	88	3,229	(7.2%)	113	6,211	(7.3%)	116
70-74	175	(4.6%)	84	2,839	(6.3%)	116	5,405	(6.4%)	118
75-79	122	(3.2%)	74	2,347	(5.2%)	121	4,636	(5.5%)	127
80-84	91	(2.4%)	83	1,540	(3.4%)	120	3,089	(3.7%)	128
85+	59	(1.5%)	59	1,517	(3.4%)	128	2,923	(3.5%)	132

Employment by Occupation

Total Employees (16+ Years Old)	3,897			45,036			83,387		
Professional Specialty	1,351	(34.7%)	140	16,486	(36.6%)	148	30,360	(36.4%)	147
Managerial/Executive	870	(22.3%)	128	12,172	(27%)	155	22,876	(27.4%)	158
Sales	593	(15.2%)	163	4,810	(10.7%)	114	9,014	(10.8%)	116
Food Preparation & Serving	299	(7.7%)	150	1,399	(3.1%)	61	2,386	(2.9%)	56
Production & Transportation	274	(7%)	54	2,565	(5.7%)	44	4,749	(5.7%)	44
Office Admin	186	(4.8%)	45	3,644	(8.1%)	76	6,543	(7.8%)	74
Construction	183	(4.7%)	59	1,654	(3.7%)	46	3,012	(3.6%)	45
Healthcare support	89	(2.3%)	70	610	(1.4%)	41	1,081	(1.3%)	40
Personal Care	21	(0.5%)	22	618	(1.4%)	55	1,382	(1.7%)	66

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Protective	17	(<0.5%)	20	469	(1%)	48	897	(1.1%)	50
Building Maintenance & Cleaning	14	(<0.5%)	11	587	(1.3%)	38	1,041	(1.2%)	37
Farming, Fishing & Forestry				22	(<0.5%)	9	46	(<0.5%)	10

Employment by Industry

Total Employees (16+ Years Old)	3,897			45,036			83,387		
Educational Services	804	(20.6%)	88	12,049	(26.8%)	114	21,580	(25.9%)	111
Wholesale Retail	747	(19.2%)	146	6,023	(13.4%)	102	10,316	(12.4%)	94
Professional Services	479	(12.3%)	152	5,809	(12.9%)	160	10,879	(13%)	161
Financial, Insurance & Real Estate	382	(9.8%)	145	5,298	(11.8%)	174	9,910	(11.9%)	176
Entertainment Services	373	(9.6%)	110	2,868	(6.4%)	73	5,177	(6.2%)	72
Manufacturing	349	(9%)	90	4,503	(10%)	101	8,689	(10.4%)	105
Agriculture/Mining/Construction	242	(6.2%)	73	1,988	(4.4%)	52	4,153	(5%)	58
Transportation	211	(5.4%)	93	1,471	(3.3%)	56	2,481	(3%)	51
Other Professional Services	164	(4.2%)	89	1,447	(3.2%)	68	3,229	(3.9%)	81
Administrative/Waste Services	88	(2.3%)	54	1,260	(2.8%)	67	2,574	(3.1%)	74
Public Administration	34	(0.9%)	18	1,170	(2.6%)	54	2,086	(2.5%)	52

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Information	24	(0.6%)	33	897	(2%)	107	1,911	(2.3%)	123
Management Services				253	(0.6%)	443	402	(<0.5%)	380

Language Spoken

Speak English at Home	5,521	(77.8%)	101	70,266	(85.1%)	110	136,028	(87.5%)	113
Speak Other Language at Home	1,292	(18.2%)	215	10,130	(12.3%)	145	15,907	(10.2%)	121
Speak Spanish at Home	283	(4%)	28	2,156	(2.6%)	18	3,502	(2.3%)	16

Ancestry

Unclassified	1,186	(15.6%)	106	13,349	(15.3%)	104	25,960	(15.9%)	108
Other	1,074	(14.1%)	103	11,191	(12.9%)	94	19,626	(12%)	88
German	1,016	(13.4%)	188	16,190	(18.6%)	262	31,232	(19.1%)	270
South Central Asian (e.g. Indian)	636	(8.4%)	530	4,871	(5.6%)	354	7,544	(4.6%)	293
Scottish/Irish	578	(7.6%)	127	8,593	(9.9%)	165	17,319	(10.6%)	178
Mexican	574	(7.6%)	68	2,201	(2.5%)	23	3,716	(2.3%)	20
British	393	(5.2%)	99	6,173	(7.1%)	136	12,909	(7.9%)	152
American	243	(3.2%)	8	3,347	(3.8%)	96	6,730	(4.1%)	103
Other European (e.g. Greek/Russian)	238	(3.1%)	113	4,260	(4.9%)	176	8,611	(5.3%)	190

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	1 Mile		3 Mile		5 Mile				
Italian	236	(3.1%)	116	3,152	(3.6%)	135	5,776	(3.5%)	132
Middle Eastern	185	(2.4%)	437	1,270	(1.5%)	262	1,828	(1.1%)	201
South American	110	(1.4%)	106	518	(0.6%)	44	864	(0.5%)	39
Scandinavian	88	(1.2%)	67	1,310	(1.5%)	88	2,560	(1.6%)	91
Chinese	87	(1.1%)	89	1,402	(1.6%)	125	2,440	(1.5%)	116
French	85	(1.1%)	105	1,384	(1.6%)	150	2,673	(1.6%)	154
Polish	72	(0.9%)	69	1,458	(1.7%)	122	2,756	(1.7%)	123
Other Asian	59	(0.8%)	219	216	(<0.5%)	70	326	(<0.5%)	56
South East Asian (e.g. Vietnamese)	55	(0.7%)	153	322	(<0.5%)	74	502	(<0.5%)	65
Central American	44	(0.6%)	32	156	(<0.5%)	10	297	(<0.5%)	10
Cuban	35	(<0.5%)	61	234	(<0.5%)	35	316	(<0.5%)	26
Puerto Rican	31	(<0.5%)	15	181	(<0.5%)	7	339	(<0.5%)	7
Korean	19	(<0.5%)	56	555	(0.6%)	144	1,030	(0.6%)	142
Dutch	16	(<0.5%)	40	483	(0.6%)	106	924	(0.6%)	108
Native American (Indian/Eskimo)	14	(<0.5%)	29	102	(<0.5%)	19	189	(<0.5%)	18
Other Hispanic	5	(<0.5%)	6	96	(<0.5%)	10	236	(<0.5%)	14

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Japanese	3	(<0.5%)	17	53	(<0.5%)	27	158	(<0.5%)	43
Hawaiian/Pacific Islander	3	(<0.5%)	22	25	(<0.5%)	16	55	(<0.5%)	19
Dominican				3	(<0.5%)	1	92	(<0.5%)	8

Education (Age 25+)

Total Educated Population	5,180			61,755			114,719		
Elementary (0 to 8 Years)	54	(1%)	22	604	(1%)	20	1,052	(0.9%)	19
Some High School (9 to 11 Years)	131	(2.5%)	43	942	(1.5%)	26	1,585	(1.4%)	23
High School Graduate (12 Years)	1,014	(19.6%)	75	7,508	(12.2%)	47	12,931	(11.3%)	43
Some College (13 to 16 Years)	850	(16.4%)	85	8,760	(14.2%)	73	16,001	(13.9%)	72
Associates Degree Only	393	(7.6%)	86	3,490	(5.7%)	64	6,710	(5.8%)	66
Bachelor's Degree Only	1,711	(33%)	155	22,957	(37.2%)	174	42,583	(37.1%)	174
Graduate Degree	1,027	(19.8%)	144	17,494	(28.3%)	206	33,857	(29.5%)	214

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	3,015	35,115	63,602
One Person Households	829 (27.5%)	9,552 (27.2%)	15,708 (24.7%)
Married Couple	1,499 (49.7%)	20,524 (58.4%)	39,590 (62.2%)
Male Householder	227 (7.5%)	850 (2.4%)	1,658 (2.6%)
Female Householder	299 (9.9%)	2,455 (7%)	4,227 (6.6%)
Non Family Households	161 (5.3%)	1,734 (4.9%)	2,419 (3.8%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,015	35,115	63,602
1 Person Household	829 (27.5%)	9,552 (27.2%)	15,708 (24.7%)
2 Person Household	965 (32%)	12,214 (34.8%)	22,696 (35.7%)
3 Person Household	533 (17.7%)	5,364 (15.3%)	9,871 (15.5%)
4 Person Household	436 (14.5%)	5,060 (14.4%)	9,722 (15.3%)
5 Person Household	170 (5.6%)	2,020 (5.8%)	3,907 (6.1%)
6 Person Household	54 (1.8%)	638 (1.8%)	1,212 (1.9%)
7+ Person Household	28 (0.9%)	267 (0.8%)	486 (0.8%)

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



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	3,152	36,565	66,464
Owner Occupied Housing	1,822	26,905	52,080
Renter Occupied Housing	1,193	8,210	11,522
Vacant Housing	137	1,450	2,862

Housing Rent

Average Rent	\$1,656.86	107	\$1,716.61	111	\$1,741.32	113			
Median Rent	\$1,636.79	116	\$1,562.58	111	\$1,581.41	112			
Total Cash Rents Housing	1,169	7,868	10,800						
<\$300	12	(<0.5%)	5	12	(<0.5%)	4			
\$300-\$500	18	(<0.5%)	6	37	(<0.5%)	9			
\$500-\$750	3	(<0.5%)	3	117	(1.5%)	17	193	(1.8%)	21
\$750-\$1000	32	(2.7%)	21	419	(5.3%)	41	708	(6.6%)	50
\$1000-\$1500	419	(35.8%)	136	3,074	(39.1%)	148	3,950	(36.6%)	139
\$1500-\$2000	477	(40.8%)	194	2,349	(29.9%)	142	3,071	(28.4%)	35
\$2000-\$2500	213	(18.2%)	155	976	(12.4%)	106	1,415	(13.1%)	111

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	24	(2.1%)	35	364	(4.6%)	84	580	(5.4%)	93
\$3000-\$3500	1	(<0.5%)	3	228	(2.9%)	95	337	(3.1%)	102
>\$3500				311	(4%)	107	497	(4.6%)	125

Value of Owner-Occupied Housing Units

Average House Value	\$402,995.9	75	\$558,145.98	104	\$604,666.82	113			
Median House Value	\$370,225.88	95	\$450,408.73	115	\$512,763.61	131			
Owner Occupied Housing	1,822		26,905		52,080				
<\$100K	63	(3.5%)	42	376	(1.4%)	17	689	(1.3%)	16
\$100K - \$200K	62	(3.4%)	26	971	(3.6%)	28	1,676	(3.2%)	25
\$200K - \$300K	444	(24.4%)	156	3,791	(14.1%)	90	5,609	(10.8%)	69
\$300K - \$400K	487	(26.7%)	184	5,848	(21.7%)	149	8,404	(16.1%)	111
\$400K - \$500K	280	(15.4%)	133	4,893	(18.2%)	157	8,897	(17.1%)	147
\$500K - \$1000K	470	(25.8%)	101	8,766	(32.6%)	127	21,891	(42%)	164
>\$1000K	16	(0.9%)	8	2,260	(8.4%)	72	4,914	(9.4%)	8

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



Benchmark: Nationwide



Poverty

Households in Poverty	295	(9.8%)		2,166	(6.2%)		3,221	(5.1%)	
Households Above Poverty	2,720	(90.2%)		32,949	(93.8%)		60,381	(94.9%)	
Households in Poverty (Married)	37	(1.2%)		486	(1.4%)		665	(1%)	
Households in Poverty (Male Householder)	3	(<0.5%)		11	(<0.5%)		58	(<0.5%)	
Households in Poverty (Female Householder)	46	(1.5%)		339	(1%)		500	(0.8%)	
Households in Poverty (Non-Family)	187	(6.2%)		1,233	(3.5%)		1,851	(2.9%)	
Households in Poverty (Non-Family Student)	22	(0.7%)		97	(<0.5%)		147	(<0.5%)	

Wealth per Household

Household Average Wealth	\$251,677.45		\$282,209.95		\$290,373.85				
Household Median Wealth	\$86,385.41		\$116,036.02		\$125,747.64				
<\$0K	516	(17.1%)		5,317	(15.1%)		9,294	(14.6%)	
\$0K - \$5K	241	(8%)		2,292	(6.5%)		3,876	(6.1%)	
\$5K - \$10K	135	(4.5%)		1,334	(3.8%)		2,300	(3.6%)	
\$10K - \$25K	191	(6.3%)		2,026	(5.8%)		3,576	(5.6%)	
\$25K - \$50K	204	(6.8%)		2,319	(6.6%)		4,181	(6.6%)	

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	303	(10%)	98	3,556	(10.1%)	99	6,468	(10.2%)	99
\$100K - \$250K	542	(18%)	99	6,674	(19%)	105	12,269	(19.3%)	106
\$250K - \$500K	407	(13.5%)	102	5,216	(14.9%)	112	9,677	(15.2%)	115
>\$500K	476	(15.8%)	106	6,381	(18.2%)	122	11,961	(18.8%)	126

Vehicles per Household

Total Number of Vehicles	5,905			66,241			124,057		
Average Number of Vehicles	1.96		107	1.89		103	1.95		107
No Vehicles	83	(2.8%)	33	1,479	(4.2%)	51	2,360	(3.7%)	45
1 Vehicle	1,040	(34.5%)	105	10,914	(31.1%)	95	17,137	(26.9%)	82
2 Vehicles	1,293	(42.9%)	116	15,614	(44.5%)	121	30,288	(47.6%)	129
3 or more Vehicles	599	(19.9%)	90	7,108	(20.2%)	92	13,817	(21.7%)	99

Population Change

Births	92			864			1,571		
Deaths	63			1,002			1,977		
Migration	-171			-149			3		

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	403	2,982	8,004
Total Employees	2,819	30,196	96,261

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