



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	10,727		75,595		186,368	
Households	4,388		28,946		74,097	
Persons per Household	2.44	96	2.59	101	2.48	97
Household Median Income	\$111,886.32	128	\$142,303.74	163	\$123,870.93	142
Household Median Disposable Income	\$92,871.77	124	\$115,374.35	154	\$101,576.06	135
Household Median Discretionary Income	\$77,331	134	\$99,165.83	171	\$84,744.91	146
Average Income Per Person	\$56,601.25	120	\$69,245.43	147	\$66,035.76	140
Median Rent	\$1,867.76	132	\$2,112.81	150	\$1,902.14	135
Median House Value	\$541,131.63	138	\$593,920.47	152	\$569,079.13	145
Households in Poverty	314 (7.2%)	57	1,387 (4.8%)	38	5,119 (6.9%)	55
Household Median Wealth	\$98,302.21	120	\$118,287.92	144	\$105,643.96	129
Average Age	42.84	104	43.86	106	43.56	106
Median Age	42.44	105	45.27	112	43.39	107
Households with Children	1,052 (24%)	89	8,982 (31%)	116	20,626 (27.8%)	104
High School Graduate or Higher	7,570 (96.4%)	108	52,610 (96.5%)	108	129,889 (96.3%)	108

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	4,526 (57.6%)	32,519 (59.6%)	76,092 (56.4%)
Pop density (per sq mi)	3,287	2,779	2,449
Area (based on blockgroups)	3	27	76

Population

Population 2025 Q4	10,727	75,595	186,368
Population 2025 Q3	10,754	75,744	186,648
Population 2025 Q2	10,776	75,934	186,800
Population 2025 Q1	10,774	75,948	186,816
Population 2024 Q4	10,792	75,976	186,768
Population 2024 Q3	10,715	75,892	186,389
Population 2024 Q2	10,671	75,439	185,407
Population 2024 Q1	10,694	75,419	185,163
Population 2023 Q4	10,677	75,258	184,862
Population 5 Years Forecast	11,035	77,655	190,471
Population 10 Years Forecast	11,328	79,582	194,673
Persons per Household	2.44	2.59	2.48

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	17	(<0.5%)	680	(0.9%)	2,394	(1.3%)
Transient Population - Average Last 4 Quarters			775	(1%)	3,536	(1.9%)

Households

Households 2025 Q4	4,388	28,946	74,097
Households 2025 Q3	4,393	28,982	74,164
Households 2025 Q2	4,401	29,050	74,216
Households 2025 Q1	4,400	29,051	74,214
Households 2024 Q4	4,408	29,058	74,204
Households 2024 Q3	4,374	29,024	74,054
Households 2024 Q2	4,360	28,853	73,694
Households 2024 Q1	4,368	28,847	73,602
Households 2023 Q4	4,361	28,783	73,477
Households 5 Years Forecast	4,514	29,759	75,692
Households 10 Years Forecast	4,635	30,521	77,373

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Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	5,155	(48.1%)	98	36,162 (47.8%)	97
Female	5,572	(51.9%)	102	39,433 (52.2%)	102

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	7,671	(71.5%)	124	55,369 (73.2%)	121
Asian	1,529	(14.3%)	247	9,344 (12.4%)	204
Hispanic (Ethnic)	676	(6.3%)	32	4,130 (5.5%)	36
Black	441	(4.1%)	35	3,946 (5.2%)	62
Other	410	(3.8%)	74	2,806 (3.7%)	82

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	3,248	(74%)	120	22,117 (76.4%)	118
Asian	487	(11.1%)	240	3,043 (10.5%)	208
Hispanic (Ethnic)	324	(7.4%)	49	1,180 (4.1%)	35
Other	231	(5.3%)	69	1,316 (4.5%)	71
Black	98	(2.2%)	20	1,290 (4.5%)	57

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	\$138,140.83	114	\$179,663.81	148	\$164,636.16	135
Average Income Per Person	\$56,601.25	120	\$69,245.43	147	\$66,035.76	140
Household Median Income	\$111,886.32	128	\$142,303.74	163	\$123,870.93	142
<\$15K	157 (3.6%)	50	926 (3.2%)	44	3,276 (4.4%)	61
\$15K - \$25K	143 (3.3%)	55	742 (2.6%)	44	2,467 (3.3%)	57
\$25K - \$35K	179 (4.1%)	67	912 (3.2%)	51	2,855 (3.9%)	63
\$35K - \$50K	243 (5.5%)	59	1,488 (5.1%)	55	4,155 (5.6%)	60
\$50K - \$75K	627 (14.3%)	95	2,793 (9.6%)	64	8,422 (11.4%)	76
\$75K - \$100K	593 (13.5%)	107	3,039 (10.5%)	83	8,372 (11.3%)	90
\$100K - \$150K	929 (21.2%)	117	5,301 (18.3%)	101	13,923 (18.8%)	104
\$150K - \$175K	371 (8.5%)	134	2,519 (8.7%)	138	6,152 (8.3%)	132
\$175K - \$200K	297 (6.8%)	136	2,119 (7.3%)	147	5,006 (6.8%)	135
\$200K - \$250K	475 (10.8%)	134	5,097 (17.6%)	218	10,902 (14.7%)	182
\$250K - \$500K	204 (4.6%)	135	2,190 (7.6%)	219	4,678 (6.3%)	183
>\$500K	170 (3.9%)	134	1,820 (6.3%)	218	3,889 (5.2%)	182

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	\$105,965.11	117	\$125,226.69	138	\$115,109.44	127
Household Median Disposable Income	\$92,871.77	124	\$115,374.35	154	\$101,576.06	135
<\$15K	183 (4.2%)	53	1,012 (3.5%)	44	3,540 (4.8%)	61
\$15K - \$25K	188 (4.3%)	62	965 (3.3%)	48	3,010 (4.1%)	59
\$25K - \$35K	183 (4.2%)	58	1,124 (3.9%)	54	3,511 (4.7%)	66
\$35K - \$50K	355 (8.1%)	72	1,773 (6.1%)	54	5,209 (7%)	62
\$50K - \$75K	800 (18.2%)	108	3,701 (12.8%)	76	10,689 (14.4%)	86
\$75K - \$100K	706 (16.1%)	112	3,938 (13.6%)	95	10,569 (14.3%)	100
\$100K - \$150K	1,031 (23.5%)	125	6,690 (23.1%)	123	16,557 (22.3%)	118
\$150K - \$175K	298 (6.8%)	132	2,842 (9.8%)	191	6,263 (8.5%)	165
\$175K - \$200K	175 (4%)	116	1,867 (6.4%)	188	3,994 (5.4%)	157
\$200K - \$250K	188 (4.3%)	129	2,024 (7%)	211	4,329 (5.8%)	176
\$250K - \$500K	258 (5.9%)	130	2,764 (9.5%)	211	5,908 (8%)	176
>\$500K	23 (0.5%)	132	246 (0.8%)	214	518 (0.7%)	176

Discretionary Households Income

Household Average Discretionary Income	\$82,614.57	121	\$101,656.43	148	\$92,457.76	135
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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 Median Discretionary Income	\$77,331		34	\$99,165.83		171	\$84,744.91		146
<\$10K	155	(3.5%)	46	846	(2.9%)	38	3,279	(4.4%)	57
\$10K - \$20K	239	(5.4%)	60	1,004	(3.5%)	38	3,644	(4.9%)	54
\$20K - \$30K	286	(6.5%)	69	1,655	(5.7%)	61	4,322	(5.8%)	62
\$30K - \$40K	285	(6.5%)	71	1,172	(4%)	44	4,560	(6.2%)	67
\$40K - \$50K	383	(8.7%)	103	1,600	(5.5%)	66	4,814	(6.5%)	7
\$50K - \$75K	763	(17.4%)	99	4,259	(14.7%)	84	12,095	(16.3%)	93
\$75K - \$100K	762	(17.4%)	140	4,051	(14%)	113	10,089	(13.6%)	109
\$100K - \$125K	562	(12.8%)	151	3,681	(12.7%)	150	8,458	(11.4%)	34
\$125K - \$150K	365	(8.3%)	128	3,262	(11.3%)	174	7,262	(9.8%)	151
>\$150K	588	(13.4%)	132	7,416	(25.6%)	253	15,574	(21%)	208

Households Income by Ethnicity

Average Income - White	\$111,021.99		108	\$129,787.86		127	\$123,243.41		120
Median Income - White	\$106,232.63		112	\$139,427.61		147	\$125,501.98		33
Average Income - Black	\$118,125.88		159	\$141,911.72		191	\$116,116.45		156
Median Income - Black	\$111,904.29		186	\$160,599.79		267	\$112,422.35		187

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$138,915.65 (115)	\$133,965.47 (111)	\$122,850.08 (102)
Median Income - Asian	\$161,050.5 (128)	\$153,693.72 (122)	\$129,644.5 (103)
Average Income - Hispanic	\$112,599.72 (130)	\$130,159.87 (150)	\$115,134.86 (33)
Median Income - Hispanic	\$101,666.6 (135)	\$134,999.6 (180)	\$114,144.73 (152)
Average Income - Other	\$125,159.22 (131)	\$137,980.1 (144)	\$118,685.42 (124)
Median Income - Other	\$118,313.22 (137)	\$145,905.6 (169)	\$122,571.92 (142)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	42.84 (104)	43.86 (106)	43.56 (106)
Median Age	42.44 (105)	45.27 (112)	43.39 (107)
0-4	615 (5.7%) (107)	3,674 (4.9%) (90)	9,682 (5.2%) (97)
5-13	1,001 (9.3%) (92)	6,826 (9%) (89)	17,285 (9.3%) (91)
14-17	448 (4.2%) (7)	3,705 (4.9%) (93)	8,817 (4.7%) (90)
18-21	457 (4.3%) (7)	3,888 (5.1%) (93)	8,965 (4.8%) (87)
22-24	355 (3.3%) (7)	2,959 (3.9%) (93)	6,683 (3.6%) (86)
25-29	600 (5.6%) (95)	4,232 (5.6%) (95)	9,992 (5.4%) (91)
30-34	712 (6.6%) (103)	3,841 (5.1%) (7)	10,540 (5.7%) (88)

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	1 Mile		3 Mile		5 Mile				
35-39	748	(7%)	106	4,039	(5.3%)	8	11,382	(6.1%)	93
40-44	702	(6.5%)	102	4,319	(5.7%)	89	11,617	(6.2%)	97
45-49	627	(5.8%)	97	4,587	(6.1%)	101	11,216	(6%)	100
50-54	682	(6.4%)	107	4,950	(6.5%)	111	11,472	(6.2%)	104
55-59	726	(6.8%)	112	5,301	(7%)	116	12,432	(6.7%)	110
60-64	733	(6.8%)	108	5,667	(7.5%)	118	13,290	(7.1%)	112
65-69	758	(7.1%)	116	5,469	(7.2%)	118	12,983	(7%)	114
70-74	559	(5.2%)	102	4,250	(5.6%)	110	10,362	(5.6%)	108
75-79	485	(4.5%)	113	3,375	(4.5%)	112	8,377	(4.5%)	113
80-84	307	(2.9%)	113	2,317	(3.1%)	121	5,733	(3.1%)	122
85+	212	(2%)	95	2,196	(2.9%)	140	5,540	(3%)	143

Age - Male

Male Average Age	41.7		104	42.24		105	41.86		104
Male Median Age	41.13		108	42.34		111	41.54		109
0-4	317	(6.1%)	110	1,893	(5.2%)	93	4,985	(5.6%)	100
5-13	487	(9.4%)	89	3,516	(9.7%)	92	8,892	(10%)	95

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	1 Mile			3 Mile			5 Mile		
14-17	233	(4.5%)	83	1,901	(5.3%)	96	4,555	(5.1%)	93
18-21	241	(4.7%)	8	1,992	(5.5%)	96	4,605	(5.2%)	90
22-24	187	(3.6%)	8	1,518	(4.2%)	95	3,420	(3.8%)	87
25-29	291	(5.6%)	92	2,154	(6%)	97	5,081	(5.7%)	93
30-34	363	(7%)	107	1,931	(5.3%)	8	5,298	(6%)	90
35-39	368	(7.1%)	107	1,982	(5.5%)	8	5,544	(6.2%)	93
40-44	319	(6.2%)	95	2,042	(5.6%)	87	5,514	(6.2%)	95
45-49	296	(5.7%)	95	2,178	(6%)	100	5,348	(6%)	100
50-54	329	(6.4%)	108	2,341	(6.5%)	109	5,453	(6.1%)	103
55-59	335	(6.5%)	108	2,458	(6.8%)	113	5,800	(6.5%)	108
60-64	357	(6.9%)	111	2,673	(7.4%)	118	6,230	(7%)	112
65-69	361	(7%)	119	2,504	(6.9%)	118	5,911	(6.6%)	113
70-74	245	(4.8%)	98	1,900	(5.3%)	109	4,612	(5.2%)	107
75-79	225	(4.4%)	120	1,472	(4.1%)	112	3,528	(4%)	109
80-84	123	(2.4%)	109	946	(2.6%)	119	2,296	(2.6%)	118
85+	78	(1.5%)	100	761	(2.1%)	139	1,941	(2.2%)	144

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Audience Profile

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Benchmark: Nationwide



Age - Female

Metric	Value	1 Mile	3 Mile	5 Mile
Female Average Age	43.89	104	45.35	107
Female Median Age	43.52	105	46.93	113
0-4	298 (5.3%)	104	1,781 (4.5%)	88
5-13	514 (9.2%)	95	3,310 (8.4%)	86
14-17	215 (3.9%)	76	1,804 (4.6%)	90
18-21	216 (3.9%)	75	1,896 (4.8%)	91
22-24	168 (3%)	76	1,441 (3.7%)	92
25-29	309 (5.5%)	99	2,078 (5.3%)	94
30-34	349 (6.3%)	100	1,910 (4.8%)	77
35-39	380 (6.8%)	105	2,057 (5.2%)	86
40-44	383 (6.9%)	108	2,277 (5.8%)	90
45-49	331 (5.9%)	99	2,409 (6.1%)	102
50-54	353 (6.3%)	107	2,609 (6.6%)	112
55-59	391 (7%)	116	2,843 (7.2%)	119
60-64	376 (6.7%)	104	2,994 (7.6%)	118

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65-69	397	(7.1%)	112	2,965	(7.5%)	118	7,072	(7.3%)	114
70-74	314	(5.6%)	104	2,350	(6%)	110	5,750	(5.9%)	109
75-79	260	(4.7%)	108	1,903	(4.8%)	112	4,849	(5%)	115
80-84	184	(3.3%)	116	1,371	(3.5%)	122	3,437	(3.5%)	124
85+	134	(2.4%)	92	1,435	(3.6%)	139	3,599	(3.7%)	141

Employment by Occupation

Total Employees (16+ Years Old)	5,735			40,010			99,592		
Professional Specialty	2,071	(36.1%)	146	14,252	(35.6%)	144	34,297	(34.4%)	139
Managerial/Executive	1,572	(27.4%)	158	9,945	(24.9%)	143	23,877	(24%)	138
Office Admin	455	(7.9%)	75	3,845	(9.6%)	90	10,281	(10.3%)	97
Production & Transportation	434	(7.6%)	59	2,338	(5.8%)	45	6,099	(6.1%)	47
Sales	390	(6.8%)	73	3,562	(8.9%)	95	9,290	(9.3%)	100
Food Preparation & Serving	236	(4.1%)	8	1,966	(4.9%)	96	4,291	(4.3%)	84
Construction	207	(3.6%)	45	1,273	(3.2%)	40	4,119	(4.1%)	52
Personal Care	160	(2.8%)	112	1,029	(2.6%)	103	2,420	(2.4%)	97
Healthcare support	99	(1.7%)	53	483	(1.2%)	37	1,634	(1.6%)	50

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Building Maintenance & Cleaning	65	(1.1%)	33	573	(1.4%)	42	1,450	(1.5%)	43
Protective	46	(0.8%)	37	717	(1.8%)	83	1,785	(1.8%)	83
Farming, Fishing & Forestry				27	(<0.5%)	12	49	(<0.5%)	9

Employment by Industry

Total Employees (16+ Years Old)	5,735			40,010			99,592		
Educational Services	1,568	(27.3%)	117	11,521	(28.8%)	123	27,108	(27.2%)	116
Financial, Insurance & Real Estate	777	(13.5%)	201	4,676	(11.7%)	173	10,337	(10.4%)	154
Wholesale Retail	765	(13.3%)	101	4,548	(11.4%)	86	12,438	(12.5%)	95
Professional Services	683	(11.9%)	147	4,623	(11.6%)	143	12,467	(12.5%)	155
Entertainment Services	405	(7.1%)	8	3,407	(8.5%)	98	7,288	(7.3%)	84
Public Administration	333	(5.8%)	122	2,319	(5.8%)	121	5,444	(5.5%)	114
Manufacturing	315	(5.5%)	55	2,501	(6.3%)	63	6,464	(6.5%)	65
Other Professional Services	270	(4.7%)	100	1,382	(3.5%)	73	3,829	(3.8%)	8
Agriculture/Mining/Construction	241	(4.2%)	49	1,668	(4.2%)	49	4,546	(4.6%)	54
Transportation	178	(3.1%)	53	1,493	(3.7%)	64	4,757	(4.8%)	8
Administrative/Waste Services	145	(2.5%)	60	984	(2.5%)	59	2,340	(2.3%)	56

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Information	55	(1%)	51	705	(1.8%)	94	2,255	(2.3%)	121
Management Services				183	(<0.5%)	360	319	(<0.5%)	252

Language Spoken

Speak English at Home	8,377	(82.8%)	107	59,723	(83%)	107	145,208	(82.2%)	106
Speak Other Language at Home	1,387	(13.7%)	162	10,182	(14.2%)	167	24,713	(14%)	165
Speak Spanish at Home	348	(3.4%)	24	2,016	(2.8%)	20	6,765	(3.8%)	27

Ancestry

Other	1,736	(16.2%)	118	12,274	(16.2%)	119	28,658	(15.4%)	113
Italian	1,312	(12.2%)	457	9,093	(12%)	450	19,663	(10.6%)	395
Unclassified	1,296	(12.1%)	87	9,351	(12.4%)	84	23,439	(12.6%)	86
Scottish/Irish	990	(9.2%)	154	7,248	(9.6%)	160	18,432	(9.9%)	165
German	653	(6.1%)	86	5,098	(6.7%)	95	12,666	(6.8%)	96
Other European (e.g. Greek/Russian)	647	(6%)	217	4,996	(6.6%)	238	11,091	(6%)	214
South Central Asian (e.g. Indian)	467	(4.4%)	276	3,477	(4.6%)	291	8,873	(4.8%)	301
British	460	(4.3%)	87	3,249	(4.3%)	87	8,193	(4.4%)	84
Chinese	422	(3.9%)	306	2,221	(2.9%)	228	4,295	(2.3%)	179

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Polish	403	(3.8%)	274	2,595	(3.4%)	251	5,493	(2.9%)	215
Puerto Rican	310	(2.9%)	103	1,490	(2%)	70	5,137	(2.8%)	98
American	219	(2%)	51	2,033	(2.7%)	67	4,011	(2.2%)	54
Korean	178	(1.7%)	374	1,550	(2.1%)	462	2,826	(1.5%)	342
Middle Eastern	157	(1.5%)	263	754	(1%)	179	1,959	(1.1%)	189
South American	105	(1%)	72	1,149	(1.5%)	111	2,845	(1.5%)	112
Scandinavian	98	(0.9%)	53	616	(0.8%)	47	1,529	(0.8%)	48
South East Asian (e.g. Vietnamese)	94	(0.9%)	185	549	(0.7%)	154	1,092	(0.6%)	124
Mexican	79	(0.7%)	7	516	(0.7%)	6	1,852	(1%)	9
Dominican	75	(0.7%)	104	201	(<0.5%)	40	1,143	(0.6%)	92
French	57	(0.5%)	50	396	(0.5%)	49	1,035	(0.6%)	52
Central American	55	(0.5%)	29	457	(0.6%)	34	1,177	(0.6%)	35
Other Asian	45	(<0.5%)	119	228	(<0.5%)	85	438	(<0.5%)	66
Cuban	44	(<0.5%)	54	212	(<0.5%)	37	674	(<0.5%)	48
Dutch	17	(<0.5%)	30	169	(<0.5%)	43	589	(<0.5%)	60
Other Hispanic	8	(<0.5%)	7	105	(<0.5%)	13	354	(<0.5%)	18

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	4	(<0.5%)	20	(<0.5%)	62	(<0.5%)
Native American (Indian/Eskimo)	3	(<0.5%)	28	(<0.5%)	135	(<0.5%)
Japanese	1	(<0.5%)	224	(<0.5%)	406	(<0.5%)

Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	7,851		54,543		134,936	
Elementary (0 to 8 Years)	96	(1.2%)	1,186	(2.2%)	2,618	(1.9%)
Some High School (9 to 11 Years)	185	(2.4%)	747	(1.4%)	2,429	(1.8%)
High School Graduate (12 Years)	1,596	(20.3%)	9,370	(17.2%)	25,732	(19.1%)
Some College (13 to 16 Years)	1,074	(13.7%)	7,145	(13.1%)	18,931	(14%)
Associates Degree Only	374	(4.8%)	3,576	(6.6%)	9,134	(6.8%)
Bachelor's Degree Only	2,606	(33.2%)	18,428	(33.8%)	45,242	(33.5%)
Graduate Degree	1,920	(24.5%)	14,091	(25.8%)	30,850	(22.9%)

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	4,388	28,946	74,097
One Person Households	1,261 (28.7%)	7,068 (24.4%)	20,534 (27.7%)
Married Couple	2,174 (49.5%)	17,626 (60.9%)	40,358 (54.5%)
Male Householder	184 (4.2%)	802 (2.8%)	2,580 (3.5%)
Female Householder	272 (6.2%)	2,183 (7.5%)	6,564 (8.9%)
Non Family Households	497 (11.3%)	1,267 (4.4%)	4,061 (5.5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,388	28,946	74,097
1 Person Household	1,261 (28.7%)	7,068 (24.4%)	20,534 (27.7%)
2 Person Household	1,422 (32.4%)	9,186 (31.7%)	23,739 (32%)
3 Person Household	700 (16%)	5,043 (17.4%)	12,254 (16.5%)
4 Person Household	637 (14.5%)	5,017 (17.3%)	11,383 (15.4%)
5 Person Household	252 (5.7%)	1,879 (6.5%)	4,206 (5.7%)
6 Person Household	72 (1.6%)	523 (1.8%)	1,354 (1.8%)
7+ Person Household	44 (1%)	230 (0.8%)	627 (0.8%)

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

Housing Units

Total Housing Units	4,551	30,010	77,355
Owner Occupied Housing	2,862	22,190	53,390
Renter Occupied Housing	1,526	6,756	20,707
Vacant Housing	163	1,064	3,258

Housing Rent

Average Rent	\$1,953.85	126	\$2,121.36	137	\$1,948.37	126			
Median Rent	\$1,867.76	132	\$2,112.81	150	\$1,902.14	135			
Total Cash Rents Housing	1,479	6,576	20,070						
<\$300	46	(0.7%)	25	357	(1.8%)	64			
\$300-\$500	77	(1.2%)	30	220	(1.1%)	28			
\$500-\$750	133	(2%)	23	397	(2%)	23			
\$750-\$1000	146	(2.2%)	17	661	(3.3%)	25			
\$1000-\$1500	346	(23.4%)	89	797	(12.1%)	46	3,407	(17%)	65
\$1500-\$2000	535	(36.2%)	172	1,668	(25.4%)	120	6,208	(30.9%)	147
\$2000-\$2500	344	(23.3%)	198	1,866	(28.4%)	241	4,856	(24.2%)	206

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	183	(12.4%)	214	1,110	(16.9%)	2,334	(11.6%)	201
\$3000-\$3500	45	(3%)	99	427	(6.5%)	888	(4.4%)	144
>\$3500	26	(1.8%)	48	306	(4.7%)	742	(3.7%)	100

Value of Owner-Occupied Housing Units

Average House Value	\$560,495.13	104	\$638,973.35	119	\$623,390.93	116			
Median House Value	\$541,131.63	138	\$593,920.47	152	\$569,079.13	145			
Owner Occupied Housing	2,862		22,190		53,390				
<\$100K	53	(1.9%)	23	369	(1.7%)	20	911	(1.7%)	21
\$100K - \$200K	36	(1.3%)	10	191	(0.9%)	7	1,140	(2.1%)	17
\$200K - \$300K	205	(7.2%)	46	841	(3.8%)	24	3,338	(6.3%)	40
\$300K - \$400K	461	(16.1%)	111	2,295	(10.3%)	71	6,753	(12.6%)	87
\$400K - \$500K	471	(16.5%)	142	3,818	(17.2%)	149	9,101	(17%)	147
\$500K - \$1000K	1,489	(52%)	203	12,280	(55.3%)	216	26,035	(48.8%)	191
>\$1000K	147	(5.1%)	44	2,396	(10.8%)	93	6,112	(11.4%)	99

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



Benchmark: Nationwide



Poverty

Households in Poverty	314	(7.2%)	57	1,387	(4.8%)	38	5,119	(6.9%)	55
Households Above Poverty	4,074	(92.8%)	106	27,559	(95.2%)	109	68,978	(93.1%)	107
Households in Poverty (Married)	94	(2.1%)	98	364	(1.3%)	58	1,104	(1.5%)	68
Households in Poverty (Male Householder)							140	(<0.5%)	30
Households in Poverty (Female Householder)	5	(<0.5%)	4	170	(0.6%)	20	877	(1.2%)	40
Households in Poverty (Non-Family)	202	(4.6%)	74	815	(2.8%)	45	2,808	(3.8%)	61
Households in Poverty (Non-Family Student)	13	(<0.5%)	48	38	(<0.5%)	21	190	(<0.5%)	41

Wealth per Household

Household Average Wealth	\$267,247.61		110	\$284,196.18		117	\$273,252.86		113
Household Median Wealth	\$98,302.21		120	\$118,287.92		144	\$105,643.96		129
<\$0K	708	(16.1%)	93	4,348	(15%)	87	11,605	(15.7%)	90
\$0K - \$5K	322	(7.3%)	87	1,881	(6.5%)	7	5,205	(7%)	83
\$5K - \$10K	181	(4.1%)	91	1,083	(3.7%)	83	2,940	(4%)	88
\$10K - \$25K	264	(6%)	95	1,651	(5.7%)	90	4,356	(5.9%)	93
\$25K - \$50K	292	(6.7%)	98	1,904	(6.6%)	97	4,914	(6.6%)	97

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	442	(10.1%)	2,933	(10.1%)	7,505	(10.1%)
\$100K - \$250K	811	(18.5%)	5,520	(19.1%)	13,913	(18.8%)
\$250K - \$500K	621	(14.2%)	4,318	(14.9%)	10,728	(14.5%)
>\$500K	747	(17%)	5,308	(18.3%)	12,931	(17.5%)

Vehicles per Household

Total Number of Vehicles	7,364		55,669		136,256	
Average Number of Vehicles	1.68		1.92		1.84	
No Vehicles	132	(3%)	1,064	(3.7%)	3,253	(4.4%)
1 Vehicle	1,907	(43.5%)	8,892	(30.7%)	25,480	(34.4%)
2 Vehicles	1,753	(39.9%)	12,788	(44.2%)	31,344	(42.3%)
3 or more Vehicles	596	(13.6%)	6,202	(21.4%)	14,020	(18.9%)

Population Change

Births	114		738		1,833	
Deaths	88		686		1,669	
Migration	-73		-369		-445	

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	761	3,256	7,365
Total Employees	11,291	52,208	113,123

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