



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	14,836		104,410		293,947	
Households	5,954		40,327		114,918	
Persons per Household	2.49	98	2.57	101	2.53	99
Household Median Income	\$69,293.26	74	\$89,309.41	102	\$87,360.86	100
Household Median Disposable Income	\$58,929.56	74	\$75,380.36	101	\$73,700.01	98
Household Median Discretionary Income	\$36,442.33	63	\$58,287.85	101	\$57,033.53	98
Average Income Per Person	\$37,924.16	8	\$43,427.26	92	\$43,854.7	93
Median Rent	\$1,520.78	108	\$1,527.19	108	\$1,449.11	103
Median House Value	\$421,166.13	108	\$386,872.96	99	\$391,596.34	100
Households in Poverty	1,183 (19.9%)	157	4,883 (12.1%)	96	13,411 (11.7%)	92
Household Median Wealth	\$54,173.68	66	\$80,810.42	99	\$81,959.12	100
Average Age	40.5	98	42.41	103	42.64	104
Median Age	38.87	96	41.86	104	42.07	104
Households with Children	1,751 (29.4%)	110	10,723 (26.6%)	99	29,936 (26%)	97
High School Graduate or Higher	8,690 (82.5%)	92	67,807 (89.6%)	100	193,775 (91%)	102

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	2,903 (27.6%)	21,679 (28.7%)	65,404 (30.7%)
Pop density (per sq mi)	5,888	3,684	3,937
Area (based on blockgroups)	3	28	75

Population

Population 2025 Q4	14,836	104,410	293,947
Population 2025 Q3	14,839	104,481	294,128
Population 2025 Q2	14,830	104,463	294,099
Population 2025 Q1	14,835	104,465	294,100
Population 2024 Q4	14,848	104,606	293,814
Population 2024 Q3	14,849	104,581	293,845
Population 2024 Q2	14,868	104,635	293,892
Population 2024 Q1	14,871	104,666	293,811
Population 2023 Q4	14,856	104,589	293,513
Population 5 Years Forecast	14,858	104,005	293,225
Population 10 Years Forecast	14,929	104,545	295,408
Persons per Household	2.49	2.57	2.53

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	1 Mile			3 Mile			5 Mile		
Group Quarters	9	(<0.5%)		610	(0.6%)		3,004	(1%)	
Transient Population - Average Last 4 Quarters	78	(0.5%)		1,549	(1.5%)		1,826	(0.6%)	

Households

Households 2025 Q4	5,954		40,327		114,918
Households 2025 Q3	5,954		40,328		114,909
Households 2025 Q2	5,950		40,322		114,903
Households 2025 Q1	5,953		40,324		114,897
Households 2024 Q4	5,957		40,376		114,784
Households 2024 Q3	5,958		40,363		114,791
Households 2024 Q2	5,967		40,393		114,825
Households 2024 Q1	5,969		40,408		114,803
Households 2023 Q4	5,961		40,373		114,671
Households 5 Years Forecast	5,964		40,178		114,624
Households 10 Years Forecast	5,992		40,384		115,480

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Gender

Male	7,324	(49.4%)	101	51,162	(49%)	100	143,233	(48.7%)	99
Female	7,512	(50.6%)	99	53,248	(51%)	100	150,714	(51.3%)	101

Ethnicity

White	6,769	(45.6%)	74	70,614	(67.6%)	117	198,883	(67.7%)	117
Hispanic (Ethnic)	3,154	(21.3%)	109	11,581	(11.1%)	57	26,729	(9.1%)	46
Asian	2,926	(19.7%)	341	10,144	(9.7%)	168	26,552	(9%)	156
Black	1,540	(10.4%)	88	8,398	(8%)	68	27,545	(9.4%)	71
Other	447	(3%)	58	3,673	(3.5%)	68	14,238	(4.8%)	93

Household by Ethnicity

White	3,191	(53.6%)	87	28,227	(70%)	114	80,874	(70.4%)	114
Hispanic (Ethnic)	1,117	(18.8%)	124	3,432	(8.5%)	56	8,166	(7.1%)	47
Asian	703	(11.8%)	255	3,044	(7.5%)	163	7,746	(6.7%)	146
Black	578	(9.7%)	89	3,282	(8.1%)	74	10,881	(9.5%)	86
Other	365	(6.1%)	8	2,342	(5.8%)	7	7,251	(6.3%)	83

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	\$94,452.57	7	\$111,872.61	92	\$111,259.81	91
Average Income Per Person	\$37,924.16	8	\$43,427.26	92	\$43,854.7	93
Household Median Income	\$69,293.26	7	\$89,309.41	102	\$87,360.86	100
<\$15K	699 (11.7%)	162	3,033 (7.5%)	104	8,119 (7.1%)	98
\$15K - \$25K	411 (6.9%)	118	1,862 (4.6%)	7	6,093 (5.3%)	90
\$25K - \$35K	445 (7.5%)	122	2,207 (5.5%)	89	6,882 (6%)	98
\$35K - \$50K	720 (12.1%)	129	3,516 (8.7%)	93	10,302 (9%)	96
\$50K - \$75K	886 (14.9%)	99	6,241 (15.5%)	103	18,251 (15.9%)	106
\$75K - \$100K	643 (10.8%)	86	5,545 (13.8%)	109	15,110 (13.1%)	105
\$100K - \$150K	1,144 (19.2%)	106	8,182 (20.3%)	112	22,165 (19.3%)	106
\$150K - \$175K	328 (5.5%)	87	2,710 (6.7%)	107	8,046 (7%)	111
\$175K - \$200K	204 (3.4%)	69	2,119 (5.3%)	105	6,090 (5.3%)	106
\$200K - \$250K	265 (4.5%)	55	2,750 (6.8%)	85	7,762 (6.8%)	84
\$250K - \$500K	114 (1.9%)	55	1,176 (2.9%)	84	3,328 (2.9%)	84
>\$500K	95 (1.6%)	55	986 (2.4%)	85	2,770 (2.4%)	84

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	\$73,857.66	8	\$88,276.21	98	\$87,519.77	97
Household Median Disposable Income	\$58,929.56	7	\$75,380.36	101	\$73,700.01	98
<\$15K	793 (13.3%)	169	3,404 (8.4%)	107	9,238 (8%)	102
\$15K - \$25K	431 (7.2%)	105	2,097 (5.2%)	76	6,890 (6%)	87
\$25K - \$35K	562 (9.4%)	132	2,768 (6.9%)	96	8,224 (7.2%)	100
\$35K - \$50K	810 (13.6%)	121	4,516 (11.2%)	99	13,761 (12%)	106
\$50K - \$75K	937 (15.7%)	93	7,277 (18%)	107	20,342 (17.7%)	105
\$75K - \$100K	781 (13.1%)	92	6,396 (15.9%)	111	17,265 (15%)	105
\$100K - \$150K	1,092 (18.3%)	97	8,171 (20.3%)	107	23,055 (20.1%)	106
\$150K - \$175K	172 (2.9%)	56	1,784 (4.4%)	86	5,144 (4.5%)	87
\$175K - \$200K	105 (1.8%)	51	1,097 (2.7%)	74	3,079 (2.7%)	74
\$200K - \$250K	108 (1.8%)	55	1,132 (2.8%)	85	3,183 (2.8%)	84
\$250K - \$500K	149 (2.5%)	55	1,548 (3.8%)	85	4,347 (3.8%)	83
>\$500K	14 (<0.5%)	59	137 (<0.5%)	86	390 (<0.5%)	85

Discretionary Households Income

Household Average Discretionary Income	\$50,913.1	74	\$67,377.83	98	\$66,924.56	98
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Household Median Discretionary Income	\$36,442.33	63	\$58,287.85	101	\$57,033.53	98
<\$10K	883 (14.8%)	191	3,291 (8.2%)	105	8,388 (7.3%)	94
\$10K - \$20K	614 (10.3%)	113	2,942 (7.3%)	8	9,753 (8.5%)	93
\$20K - \$30K	1,036 (17.4%)	184	4,069 (10.1%)	107	11,087 (9.6%)	102
\$30K - \$40K	661 (11.1%)	121	3,568 (8.8%)	97	11,289 (9.8%)	107
\$40K - \$50K	390 (6.6%)	74	3,364 (8.3%)	99	10,084 (8.8%)	104
\$50K - \$75K	694 (11.7%)	66	8,103 (20.1%)	114	22,224 (19.3%)	110
\$75K - \$100K	868 (14.6%)	117	5,648 (14%)	113	15,408 (13.4%)	108
\$100K - \$125K	450 (7.6%)	89	3,706 (9.2%)	108	10,763 (9.4%)	110
\$125K - \$150K	168 (2.8%)	44	2,489 (6.2%)	95	7,352 (6.4%)	99
>\$150K	190 (3.2%)	32	3,147 (7.8%)	7	8,570 (7.5%)	74

Households Income by Ethnicity

Average Income - White	\$94,507.1	92	\$100,687.36	98	\$99,474.53	97
Median Income - White	\$86,001.02	91	\$94,086.75	99	\$91,875.75	97
Average Income - Black	\$77,677.94	104	\$84,510.82	114	\$78,268.19	105
Median Income - Black	\$57,257.34	95	\$78,072.79	130	\$68,655.1	114

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$99,405.56	\$110,147.48	\$106,992.14
Median Income - Asian	\$92,942.83	\$104,955.43	\$97,693.62
Average Income - Hispanic	\$46,739.91	\$75,567.18	\$84,328.93
Median Income - Hispanic	\$36,054.48	\$70,162.72	\$77,646.95
Average Income - Other	\$62,051.58	\$90,330.98	\$94,066.15
Median Income - Other	\$50,416.62	\$81,265.26	\$86,372.89

Age

Average Age	40.5	42.41	42.64
Median Age	38.87	41.86	42.07
0-4	910 (6.1%)	5,829 (5.6%)	16,083 (5.5%)
5-13	1,559 (10.5%)	9,974 (9.6%)	28,550 (9.7%)
14-17	691 (4.7%)	4,724 (4.5%)	13,345 (4.5%)
18-21	664 (4.5%)	4,744 (4.5%)	13,257 (4.5%)
22-24	479 (3.2%)	3,495 (3.3%)	9,735 (3.3%)
25-29	894 (6%)	5,901 (5.7%)	16,179 (5.5%)
30-34	1,111 (7.5%)	6,808 (6.5%)	18,724 (6.4%)

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35-39	1,146	(7.7%)	7,466	(7.2%)	20,833	(7.1%)
40-44	1,086	(7.3%)	7,037	(6.7%)	19,828	(6.7%)
45-49	939	(6.3%)	6,263	(6%)	17,488	(5.9%)
50-54	925	(6.2%)	6,266	(6%)	17,210	(5.9%)
55-59	866	(5.8%)	6,573	(6.3%)	18,442	(6.3%)
60-64	896	(6%)	7,110	(6.8%)	20,199	(6.9%)
65-69	864	(5.8%)	7,097	(6.8%)	20,355	(6.9%)
70-74	670	(4.5%)	5,967	(5.7%)	16,814	(5.7%)
75-79	528	(3.6%)	4,496	(4.3%)	12,738	(4.3%)
80-84	332	(2.2%)	2,684	(2.6%)	7,751	(2.6%)
85+	276	(1.9%)	1,976	(1.9%)	6,416	(2.2%)

Age - Male

Male Average Age	39.7		41.34		41.4	
Male Median Age	38.46		40.95		40.96	
0-4	467	(6.4%)	2,985	(5.8%)	8,238	(5.8%)
5-13	787	(10.7%)	5,103	(10%)	14,571	(10.2%)

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14-17	347	(4.7%)	87	2,403	(4.7%)	86	6,840	(4.8%)	87
18-21	340	(4.6%)	8	2,413	(4.7%)	8	6,796	(4.7%)	8
22-24	249	(3.4%)	7	1,778	(3.5%)	7	4,977	(3.5%)	7
25-29	463	(6.3%)	103	3,019	(5.9%)	96	8,204	(5.7%)	93
30-34	531	(7.3%)	110	3,350	(6.5%)	99	9,276	(6.5%)	98
35-39	553	(7.6%)	113	3,688	(7.2%)	108	10,332	(7.2%)	108
40-44	552	(7.5%)	116	3,534	(6.9%)	106	9,905	(6.9%)	107
45-49	470	(6.4%)	106	3,148	(6.2%)	102	8,685	(6.1%)	101
50-54	434	(5.9%)	100	3,120	(6.1%)	103	8,436	(5.9%)	100
55-59	445	(6.1%)	101	3,233	(6.3%)	105	9,034	(6.3%)	105
60-64	480	(6.6%)	105	3,449	(6.7%)	108	9,684	(6.8%)	108
65-69	432	(5.9%)	100	3,333	(6.5%)	111	9,579	(6.7%)	114
70-74	334	(4.6%)	94	2,816	(5.5%)	114	7,806	(5.4%)	113
75-79	223	(3%)	83	1,967	(3.8%)	105	5,548	(3.9%)	106
80-84	126	(1.7%)	7	1,115	(2.2%)	100	3,174	(2.2%)	101
85+	91	(1.2%)	8	708	(1.4%)	91	2,148	(1.5%)	99

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	41.28 (98)	43.43 (103)	43.83 (104)
Female Median Age	40.29 (97)	42.77 (103)	43.18 (104)
0-4	443 (5.9%) (115)	2,844 (5.3%) (104)	7,845 (5.2%) (101)
5-13	772 (10.3%) (106)	4,871 (9.1%) (94)	13,979 (9.3%) (95)
14-17	344 (4.6%) (90)	2,321 (4.4%) (86)	6,505 (4.3%) (85)
18-21	324 (4.3%) (88)	2,331 (4.4%) (83)	6,461 (4.3%) (88)
22-24	230 (3.1%) (77)	1,717 (3.2%) (88)	4,758 (3.2%) (77)
25-29	431 (5.7%) (102)	2,882 (5.4%) (96)	7,975 (5.3%) (94)
30-34	580 (7.7%) (123)	3,458 (6.5%) (104)	9,448 (6.3%) (100)
35-39	593 (7.9%) (122)	3,778 (7.1%) (109)	10,501 (7%) (107)
40-44	534 (7.1%) (111)	3,503 (6.6%) (103)	9,923 (6.6%) (103)
45-49	469 (6.2%) (104)	3,115 (5.8%) (97)	8,803 (5.8%) (97)
50-54	491 (6.5%) (110)	3,146 (5.9%) (100)	8,774 (5.8%) (98)
55-59	421 (5.6%) (92)	3,340 (6.3%) (103)	9,408 (6.2%) (103)
60-64	416 (5.5%) (86)	3,661 (6.9%) (106)	10,515 (7%) (108)

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65-69	432	(5.8%)	3,764	(7.1%)	10,776	(7.1%)
70-74	336	(4.5%)	3,151	(5.9%)	9,008	(6%)
75-79	305	(4.1%)	2,529	(4.7%)	7,190	(4.8%)
80-84	206	(2.7%)	1,569	(2.9%)	4,577	(3%)
85+	185	(2.5%)	1,268	(2.4%)	4,268	(2.8%)

Employment by Occupation

Total Employees (16+ Years Old)	7,912		54,466		150,830	
Production & Transportation	1,765	(22.3%)	7,759	(14.2%)	20,838	(13.8%)
Professional Specialty	1,749	(22.1%)	13,443	(24.7%)	36,275	(24.1%)
Office Admin	1,032	(13%)	7,017	(12.9%)	18,989	(12.6%)
Managerial/Executive	932	(11.8%)	8,033	(14.7%)	23,092	(15.3%)
Sales	575	(7.3%)	4,444	(8.2%)	11,863	(7.9%)
Food Preparation & Serving	574	(7.3%)	2,433	(4.5%)	6,330	(4.2%)
Construction	350	(4.4%)	4,701	(8.6%)	13,172	(8.7%)
Healthcare support	311	(3.9%)	2,696	(4.9%)	6,734	(4.5%)
Building Maintenance & Cleaning	260	(3.3%)	1,347	(2.5%)	4,381	(2.9%)

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Personal Care	195	(2.5%)	99	977	(1.8%)	72	4,290	(2.8%)	114
Protective	169	(2.1%)	99	1,592	(2.9%)	135	4,816	(3.2%)	147
Farming, Fishing & Forestry				24	(<0.5%)	8	50	(<0.5%)	6

Employment by Industry

Total Employees (16+ Years Old)	7,912			54,466			150,830		
Educational Services	1,592	(20.1%)	86	13,926	(25.6%)	109	39,610	(26.3%)	112
Wholesale Retail	1,212	(15.3%)	116	7,845	(14.4%)	110	19,551	(13%)	99
Manufacturing	997	(12.6%)	127	5,476	(10.1%)	101	13,926	(9.2%)	93
Entertainment Services	975	(12.3%)	142	4,394	(8.1%)	93	11,068	(7.3%)	85
Transportation	637	(8.1%)	138	3,019	(5.5%)	95	9,771	(6.5%)	111
Professional Services	596	(7.5%)	93	3,880	(7.1%)	88	10,713	(7.1%)	88
Financial, Insurance & Real Estate	492	(6.2%)	92	3,274	(6%)	89	9,682	(6.4%)	95
Administrative/Waste Services	421	(5.3%)	127	2,291	(4.2%)	101	6,166	(4.1%)	98
Agriculture/Mining/Construction	394	(5%)	58	4,480	(8.2%)	97	11,398	(7.6%)	89
Other Professional Services	284	(3.6%)	76	2,130	(3.9%)	83	7,079	(4.7%)	100
Public Administration	205	(2.6%)	54	2,879	(5.3%)	111	9,005	(6%)	125

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Information	107	(1.4%)	72	826	(1.5%)	8	2,682	(1.8%)	95
Management Services				46	(<0.5%)	67	179	(<0.5%)	94

Language Spoken

Speak English at Home	9,540	(68.5%)	89	76,897	(78%)	101	211,196	(76%)	98
Speak Other Language at Home	2,581	(18.5%)	218	14,440	(14.6%)	173	50,738	(18.3%)	215
Speak Spanish at Home	1,805	(13%)	91	7,244	(7.3%)	52	15,930	(5.7%)	40

Ancestry

South Central Asian (e.g. Indian)	2,450	(16.5%)	1046	6,676	(6.4%)	405	15,436	(5.3%)	332
Other	2,103	(14.2%)	104	14,210	(13.6%)	100	42,025	(14.3%)	105
Unclassified	1,406	(9.5%)	65	13,352	(12.8%)	87	40,509	(13.8%)	94
Scottish/Irish	1,228	(8.3%)	138	14,334	(13.7%)	230	35,565	(12.1%)	202
Mexican	1,018	(6.9%)	62	2,722	(2.6%)	23	4,187	(1.4%)	13
Puerto Rican	731	(4.9%)	175	4,707	(4.5%)	160	12,453	(4.2%)	151
German	706	(4.8%)	67	8,782	(8.4%)	119	23,855	(8.1%)	114
Central American	690	(4.7%)	261	1,668	(1.6%)	90	3,126	(1.1%)	60
Italian	530	(3.6%)	134	7,582	(7.3%)	272	20,679	(7%)	263

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Other European (e.g. Greek/Russian)	327 (2.2%)	4,454 (4.3%)	16,888 (5.7%)
Polish	301 (2%)	4,091 (3.9%)	10,404 (3.5%)
British	291 (2%)	2,989 (2.9%)	9,412 (3.2%)
Other Hispanic	271 (1.8%)	544 (0.5%)	1,433 (<0.5%)
South American	230 (1.6%)	1,397 (1.3%)	3,323 (1.1%)
Chinese	177 (1.2%)	1,359 (1.3%)	3,829 (1.3%)
Cuban	142 (1%)	313 (<0.5%)	728 (<0.5%)
American	140 (0.9%)	2,174 (2.1%)	6,775 (2.3%)
Other Asian	102 (0.7%)	529 (0.5%)	2,991 (1%)
South East Asian (e.g. Vietnamese)	92 (0.6%)	282 (<0.5%)	610 (<0.5%)
Dominican	72 (<0.5%)	230 (<0.5%)	1,479 (0.5%)
Korean	68 (<0.5%)	349 (<0.5%)	1,178 (<0.5%)
Middle Eastern	36 (<0.5%)	689 (0.7%)	2,544 (0.9%)
Scandinavian	31 (<0.5%)	357 (<0.5%)	1,084 (<0.5%)
French	18 (<0.5%)	392 (<0.5%)	1,288 (<0.5%)
Native American (Indian/Eskimo)	17 (<0.5%)	139 (<0.5%)	419 (<0.5%)

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Dutch	15	(<0.5%)	19	209	(<0.5%)	38	635	(<0.5%)	41
Japanese	1	(<0.5%)	3	66	(<0.5%)	28	174	(<0.5%)	26
Hawaiian/Pacific Islander	1	(<0.5%)	4	25	(<0.5%)	13	75	(<0.5%)	14

Education (Age 25+)

Total Educated Population	10,533			75,644			212,977		
Elementary (0 to 8 Years)	760	(7.2%)	151	2,488	(3.3%)	69	6,927	(3.3%)	68
Some High School (9 to 11 Years)	1,083	(10.3%)	174	5,349	(7.1%)	120	12,275	(5.8%)	98
High School Graduate (12 Years)	3,233	(30.7%)	118	26,000	(34.4%)	132	72,061	(33.8%)	130
Some College (13 to 16 Years)	1,783	(16.9%)	88	13,367	(17.7%)	91	37,698	(17.7%)	92
Associates Degree Only	771	(7.3%)	83	6,761	(8.9%)	102	18,612	(8.7%)	99
Bachelor's Degree Only	1,865	(17.7%)	83	14,395	(19%)	89	43,354	(20.4%)	95
Graduate Degree	1,038	(9.9%)	72	7,284	(9.6%)	70	22,050	(10.4%)	75

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	5,954	40,327	114,918
One Person Households	1,931 (32.4%) 118	10,811 (26.8%) 98	32,313 (28.1%) 102
Married Couple	2,510 (42.2%) 88	18,697 (46.4%) 97	53,990 (47%) 98
Male Householder	399 (6.7%) 132	2,650 (6.6%) 129	5,866 (5.1%) 100
Female Householder	700 (11.8%) 94	5,511 (13.7%) 110	15,596 (13.6%) 109
Non Family Households	414 (7%) 98	2,658 (6.6%) 93	7,153 (6.2%) 88

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	5,954	40,327	114,918
1 Person Household	1,931 (32.4%) 118	10,811 (26.8%) 98	32,313 (28.1%) 102
2 Person Household	1,804 (30.3%) 92	12,746 (31.6%) 96	36,032 (31.4%) 95
3 Person Household	907 (15.2%) 97	6,830 (16.9%) 108	19,300 (16.8%) 107
4 Person Household	775 (13%) 99	5,634 (14%) 106	15,542 (13.5%) 103
5 Person Household	344 (5.8%) 91	2,576 (6.4%) 101	7,199 (6.3%) 99
6 Person Household	110 (1.8%) 68	1,086 (2.7%) 99	2,914 (2.5%) 93
7+ Person Household	83 (1.4%) 7	644 (1.6%) 88	1,618 (1.4%) 7

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



Benchmark: Nationwide



Housing Units

Total Housing Units	6,225	41,868	119,488
Renter Occupied Housing	3,885	13,498	39,250
Owner Occupied Housing	2,069	26,829	75,668
Vacant Housing	271	1,541	4,570

Housing Rent

Average Rent	\$1,513.15	98	\$1,549.36	100	\$1,492.9	97
Median Rent	\$1,520.78	108	\$1,527.19	108	\$1,449.11	103
Total Cash Rents Housing	3,841	12,999	38,089			
<\$300	33 (0.9%)	31	319 (2.5%)	88	658 (1.7%)	62
\$300-\$500	73 (1.9%)	49	270 (2.1%)	54	811 (2.1%)	55
\$500-\$750	72 (1.9%)	22	285 (2.2%)	25	1,396 (3.7%)	42
\$750-\$1000	197 (5.1%)	39	791 (6.1%)	47	3,441 (9%)	69
\$1000-\$1500	1,481 (38.6%)	147	4,595 (35.3%)	134	14,182 (37.2%)	141
\$1500-\$2000	1,552 (40.4%)	192	4,405 (33.9%)	161	11,959 (31.4%)	149
\$2000-\$2500	399 (10.4%)	88	1,720 (13.2%)	113	4,004 (10.5%)	89

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	31	(0.8%)	14	469	(3.6%)	62	1,090	(2.9%)	49
\$3000-\$3500	2	(<0.5%)	2	84	(0.6%)	21	321	(0.8%)	27
>\$3500	1	(<0.5%)	1	61	(<0.5%)	13	227	(0.6%)	16

Value of Owner-Occupied Housing Units

Average House Value	\$440,897.71	8	\$419,981.71	7	\$426,076.11	7			
Median House Value	\$421,166.13	108	\$386,872.96	99	\$391,596.34	100			
Owner Occupied Housing	2,069		26,829		75,668				
<\$100K	57	(2.8%)	34	1,117	(4.2%)	51	2,269	(3%)	37
\$100K - \$200K	41	(2%)	15	894	(3.3%)	26	3,155	(4.2%)	32
\$200K - \$300K	239	(11.6%)	74	3,922	(14.6%)	94	11,788	(15.6%)	100
\$300K - \$400K	565	(27.3%)	188	8,612	(32.1%)	221	22,514	(29.8%)	205
\$400K - \$500K	626	(30.3%)	261	5,897	(22%)	190	17,131	(22.6%)	195
\$500K - \$1000K	525	(25.4%)	99	6,037	(22.5%)	88	17,795	(23.5%)	92
>\$1000K	16	(0.8%)	7	350	(1.3%)	11	1,016	(1.3%)	12

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

Households in Poverty	1,183	(19.9%)	157	4,883	(12.1%)	96	13,411	(11.7%)	92
Households Above Poverty	4,771	(80.1%)	92	35,444	(87.9%)	101	101,507	(88.3%)	101
Households in Poverty (Married)	177	(3%)	136	702	(1.7%)	8	2,340	(2%)	93
Households in Poverty (Male Householder)	16	(<0.5%)	42	259	(0.6%)	101	477	(<0.5%)	65
Households in Poverty (Female Householder)	219	(3.7%)	125	1,130	(2.8%)	95	3,175	(2.8%)	94
Households in Poverty (Non-Family)	727	(12.2%)	195	2,664	(6.6%)	106	7,075	(6.2%)	98
Households in Poverty (Non-Family Student)	44	(0.7%)	119	128	(<0.5%)	51	344	(<0.5%)	48

Wealth per Household

Household Average Wealth	\$210,668.46	87	\$239,121.37	99	\$240,870.71	99			
Household Median Wealth	\$54,173.68	66	\$80,810.42	99	\$81,959.12	100			
<\$0K	1,172	(19.7%)	114	6,973	(17.3%)	100	19,764	(17.2%)	99
\$0K - \$5K	625	(10.5%)	124	3,452	(8.6%)	101	9,770	(8.5%)	100
\$5K - \$10K	315	(5.3%)	117	1,836	(4.6%)	101	5,206	(4.5%)	100
\$10K - \$25K	409	(6.9%)	108	2,562	(6.4%)	100	7,277	(6.3%)	100
\$25K - \$50K	407	(6.8%)	100	2,761	(6.8%)	100	7,849	(6.8%)	100

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	587	(9.9%)	4,186	(10.4%)	11,879	(10.3%)
\$100K - \$250K	994	(16.7%)	7,359	(18.2%)	21,006	(18.3%)
\$250K - \$500K	696	(11.7%)	5,324	(13.2%)	15,262	(13.3%)
>\$500K	749	(12.6%)	5,874	(14.6%)	16,905	(14.7%)

Vehicles per Household

Total Number of Vehicles	9,092		69,144		193,896	
Average Number of Vehicles	1.53		1.71		1.69	
No Vehicles	718	(12.1%)	2,812	(7%)	9,398	(8.2%)
1 Vehicle	2,604	(43.7%)	15,740	(39%)	45,195	(39.3%)
2 Vehicles	1,811	(30.4%)	14,503	(36%)	39,920	(34.7%)
3 or more Vehicles	821	(13.8%)	7,272	(18%)	20,405	(17.8%)

Population Change

Births	155		1,020		2,811
Deaths	134		1,032		2,913
Migration	-31		-123		439

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	451	2,714	7,441
Total Employees	6,162	39,252	104,885

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