



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	6,580		26,304		52,016	
Households	2,648		9,135		17,728	
Persons per Household	2.46	96	2.75	108	2.86	112
Household Median Income	\$103,307.26	118	\$147,703.94	169	\$187,581.56	215
Household Median Disposable Income	\$84,790.71	113	\$117,267.78	156	\$145,378.33	194
Household Median Discretionary Income	\$57,989.09	100	\$92,567.98	160	\$126,428.52	218
Average Income Per Person	\$55,714.06	118	\$82,101.59	174	\$100,149.44	213
Median Rent	\$1,915.79	136	\$1,998.08	142	\$2,083.81	148
Median House Value	\$545,997.19	139	\$956,037.74	244	\$1.12M	287
Households in Poverty	200 (7.6%)	60	794 (8.7%)	69	1,255 (7.1%)	56
Household Median Wealth	\$92,564.21	113	\$111,860.59	137	\$130,381.79	159
Average Age	42.52	103	42.07	102	42.26	103
Median Age	42.35	105	42.2	104	43.05	107
Households with Children	851 (32.1%)	120	3,149 (34.5%)	128	6,682 (37.7%)	141
High School Graduate or Higher	4,027 (84.4%)	94	16,027 (86.7%)	97	33,201 (92.1%)	103

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	2,357 (49.4%)	10,887 (58.9%)	24,570 (68.1%)
Pop density (per sq mi)	5,034	982	636
Area (based on blockgroups)	1	27	82

Population

Population 2025 Q4	6,580	26,304	52,016
Population 2025 Q3	6,569	26,268	51,956
Population 2025 Q2	6,569	26,263	51,917
Population 2025 Q1	6,576	26,277	51,927
Population 2024 Q4	6,573	26,269	51,920
Population 2024 Q3	6,576	26,289	51,916
Population 2024 Q2	6,585	26,275	51,927
Population 2024 Q1	6,585	26,272	51,890
Population 2023 Q4	6,604	26,304	51,883
Population 5 Years Forecast	6,377	25,631	50,712
Population 10 Years Forecast	6,289	25,344	50,158
Persons per Household	2.46 (96)	2.75 (108)	2.86 (112)

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	66	(1%)	43	1,197	(4.6%)	194	1,320	(2.5%)	108
Transient Population - Average Last 4 Quarters	129	(2%)	157	129	(<0.5%)	39	129	(<0.5%)	20

Households

Households 2025 Q4	2,648		9,135		17,728
Households 2025 Q3	2,642		9,113		17,689
Households 2025 Q2	2,641		9,113		17,679
Households 2025 Q1	2,642		9,116		17,679
Households 2024 Q4	2,643		9,114		17,678
Households 2024 Q3	2,644		9,121		17,674
Households 2024 Q2	2,647		9,116		17,682
Households 2024 Q1	2,648		9,117		17,669
Households 2023 Q4	2,656		9,131		17,674
Households 5 Years Forecast	2,564		8,886		17,267
Households 10 Years Forecast	2,527		8,777		17,067

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



Benchmark: Nationwide



Gender

Male	3,249	(49.4%)	101	12,544	(47.7%)	97	25,090	(48.2%)	98
Female	3,331	(50.6%)	99	13,760	(52.3%)	103	26,926	(51.8%)	102

Ethnicity

White	3,195	(48.6%)	84	15,769	(59.9%)	104	35,038	(67.4%)	117
Hispanic (Ethnic)	2,706	(41.1%)	210	7,153	(27.2%)	139	9,754	(18.8%)	96
Black	291	(4.4%)	38	1,203	(4.6%)	39	1,689	(3.2%)	28
Asian	227	(3.4%)	60	1,354	(5.1%)	89	3,423	(6.6%)	114
Other	161	(2.4%)	47	825	(3.1%)	60	2,112	(4.1%)	71

Household by Ethnicity

White	1,390	(52.5%)	85	5,715	(62.6%)	101	12,036	(67.9%)	110
Hispanic (Ethnic)	863	(32.6%)	215	2,024	(22.2%)	146	2,809	(15.8%)	104
Other	161	(6.1%)	8	668	(7.3%)	96	1,328	(7.5%)	99
Black	125	(4.7%)	43	295	(3.2%)	29	508	(2.9%)	26
Asian	109	(4.1%)	89	433	(4.7%)	103	1,047	(5.9%)	128

Households Income

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



Audience Profile

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Income	\$137,537.07	113	\$234,439.17	193	\$292,278.82	240
Average Income Per Person	\$55,714.06	118	\$82,101.59	174	\$100,149.44	213
Household Median Income	\$103,307.26	118	\$147,703.94	169	\$187,581.56	215
<\$15K	133 (5%)	69	566 (6.2%)	86	858 (4.8%)	67
\$15K - \$25K	94 (3.5%)	60	165 (1.8%)	31	249 (1.4%)	24
\$25K - \$35K	152 (5.7%)	94	334 (3.7%)	60	503 (2.8%)	46
\$35K - \$50K	281 (10.6%)	113	500 (5.5%)	58	602 (3.4%)	36
\$50K - \$75K	311 (11.7%)	74	846 (9.3%)	62	1,121 (6.3%)	42
\$75K - \$100K	319 (12%)	96	845 (9.3%)	74	1,374 (7.8%)	62
\$100K - \$150K	517 (19.5%)	108	1,372 (15%)	83	2,458 (13.9%)	74
\$150K - \$175K	196 (7.4%)	117	642 (7%)	112	1,239 (7%)	111
\$175K - \$200K	123 (4.6%)	93	465 (5.1%)	102	914 (5.2%)	103
\$200K - \$250K	293 (11.1%)	137	1,904 (20.8%)	258	4,709 (26.6%)	329
\$250K - \$500K	124 (4.7%)	136	815 (8.9%)	258	2,018 (11.4%)	329
>\$500K	105 (4%)	138	681 (7.5%)	259	1,683 (9.5%)	329

Disposable 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 Disposable Income	\$99,745.27	110	\$126,792.95	140	\$143,718.34	159			
Household Median Disposable Income	\$84,790.71	113	\$117,267.78	156	\$145,378.33	194			
<\$15K	140	(5.3%)	67	581	(6.4%)	8	900	(5.1%)	64
\$15K - \$25K	133	(5%)	75	228	(2.5%)	36	329	(1.9%)	27
\$25K - \$35K	210	(7.9%)	111	452	(4.9%)	69	599	(3.4%)	47
\$35K - \$50K	288	(10.9%)	97	566	(6.2%)	55	755	(4.3%)	38
\$50K - \$75K	400	(15.1%)	90	1,099	(12%)	71	1,537	(8.7%)	51
\$75K - \$100K	367	(13.9%)	97	1,015	(11.1%)	76	1,905	(10.7%)	75
\$100K - \$150K	570	(21.5%)	114	1,716	(18.8%)	100	3,151	(17.8%)	94
\$150K - \$175K	166	(6.3%)	122	1,040	(11.4%)	222	2,519	(14.2%)	277
\$175K - \$200K	91	(3.4%)	100	600	(6.6%)	192	1,483	(8.4%)	244
\$200K - \$250K	113	(4.3%)	129	740	(8.1%)	244	1,831	(10.3%)	311
\$250K - \$500K	156	(5.9%)	130	1,012	(11.1%)	244	2,502	(14.1%)	311
>\$500K	14	(0.5%)	133	86	(0.9%)	237	217	(1.2%)	308

Discretionary Households Income

Household Average Discretionary Income	\$70,998.19	104	\$98,216.84	143	\$113,787.63	166
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Audience Profile

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$57,989.09	100	\$92,567.98	160	\$126,428.52	218
<\$10K	144 (5.4%)	70	562 (6.2%)	74	793 (4.5%)	58
\$10K - \$20K	158 (6%)	65	308 (3.4%)	37	481 (2.7%)	30
\$20K - \$30K	340 (12.8%)	136	573 (6.3%)	66	731 (4.1%)	44
\$30K - \$40K	233 (8.8%)	96	534 (5.8%)	64	642 (3.6%)	40
\$40K - \$50K	284 (10.7%)	127	552 (6%)	72	735 (4.1%)	49
\$50K - \$75K	417 (15.7%)	90	1,204 (13.2%)	75	1,972 (11.1%)	63
\$75K - \$100K	402 (15.2%)	122	1,130 (12.4%)	99	1,949 (11%)	88
\$100K - \$125K	222 (8.4%)	99	801 (8.8%)	103	1,419 (8%)	94
\$125K - \$150K	156 (5.9%)	91	957 (10.5%)	162	2,485 (14%)	216
>\$150K	292 (11%)	109	2,514 (27.5%)	272	6,521 (36.8%)	364

Households Income by Ethnicity

Average Income - White	\$118,888.57	116	\$138,260.49	135	\$150,496.03	147
Median Income - White	\$121,110.27	128	\$172,941.92	183	\$203,107.39	215
Average Income - Black	\$106,209.25	143	\$118,175.92	159	\$134,325.95	181
Median Income - Black	\$107,660.98	179	\$116,543.46	194	\$142,142.17	236

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$135,243.62 (112)	\$156,979.23 (130)	\$165,507.13 (137)
Median Income - Asian	\$132,812.19 (105)	\$207,872.34 (165)	\$211,868.69 (168)
Average Income - Hispanic	\$92,181.82 (106)	\$110,003.95 (127)	\$124,252.57 (143)
Median Income - Hispanic	\$89,061.94 (119)	\$106,762.02 (142)	\$126,009.57 (168)
Average Income - Other	\$91,789.08 (96)	\$123,929.94 (129)	\$136,644.47 (143)
Median Income - Other	\$86,412.59 (100)	\$123,147.22 (142)	\$147,634.23 (171)

Age

	1 Mile	3 Mile	5 Mile
Average Age	42.52 (103)	42.07 (102)	42.26 (103)
Median Age	42.35 (105)	42.2 (104)	43.05 (107)
0-4	320 (4.9%) (91)	1,116 (4.2%) (74)	2,131 (4.1%) (74)
5-13	617 (9.4%) (92)	2,621 (10%) (98)	5,311 (10.2%) (101)
14-17	302 (4.6%) (87)	1,380 (5.2%) (100)	2,976 (5.7%) (109)
18-21	318 (4.8%) (88)	1,515 (5.8%) (104)	3,145 (6%) (110)
22-24	249 (3.8%) (90)	1,196 (4.5%) (109)	2,399 (4.6%) (110)
25-29	339 (5.2%) (88)	1,584 (6%) (102)	3,080 (5.9%) (101)
30-34	403 (6.1%) (95)	1,384 (5.3%) (84)	2,332 (4.5%) (70)

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35-39	460	(7%)	106	1,474	(5.6%)	85	2,366	(4.5%)	69
40-44	479	(7.3%)	113	1,607	(6.1%)	95	2,979	(5.7%)	89
45-49	461	(7%)	116	1,742	(6.6%)	110	3,311	(6.4%)	106
50-54	454	(6.9%)	116	1,771	(6.7%)	114	3,594	(6.9%)	117
55-59	476	(7.2%)	120	1,944	(7.4%)	122	4,006	(7.7%)	127
60-64	387	(5.9%)	93	1,800	(6.8%)	108	3,978	(7.6%)	120
65-69	409	(6.2%)	102	1,666	(6.3%)	104	3,517	(6.8%)	111
70-74	317	(4.8%)	94	1,325	(5%)	98	2,693	(5.2%)	101
75-79	250	(3.8%)	95	945	(3.6%)	90	1,917	(3.7%)	92
80-84	174	(2.6%)	105	676	(2.6%)	102	1,245	(2.4%)	95
85+	165	(2.5%)	121	558	(2.1%)	102	1,036	(2%)	96

Age - Male

Male Average Age	40.95		102	40.93		102	41.37		103
Male Median Age	41.23		108	41.25		108	42.12		110
0-4	164	(5%)	90	581	(4.6%)	83	1,101	(4.4%)	7
5-13	308	(9.5%)	90	1,371	(10.9%)	103	2,725	(10.9%)	103

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	1 Mile		3 Mile		5 Mile				
14-17	155	(4.8%)	87	714	(5.7%)	104	1,542	(6.1%)	112
18-21	164	(5%)	88	757	(6%)	105	1,594	(6.4%)	110
22-24	129	(4%)	90	577	(4.6%)	105	1,184	(4.7%)	107
25-29	185	(5.7%)	93	748	(6%)	97	1,487	(5.9%)	96
30-34	212	(6.5%)	99	618	(4.9%)	75	1,099	(4.4%)	66
35-39	228	(7%)	105	671	(5.3%)	86	1,080	(4.3%)	64
40-44	259	(8%)	123	752	(6%)	92	1,383	(5.5%)	85
45-49	252	(7.8%)	129	854	(6.8%)	113	1,584	(6.3%)	105
50-54	241	(7.4%)	125	815	(6.5%)	110	1,686	(6.7%)	114
55-59	230	(7.1%)	118	916	(7.3%)	121	1,866	(7.4%)	124
60-64	185	(5.7%)	91	864	(6.9%)	110	1,948	(7.8%)	124
65-69	190	(5.8%)	100	806	(6.4%)	109	1,682	(6.7%)	114
70-74	129	(4%)	8	608	(4.8%)	100	1,314	(5.2%)	108
75-79	96	(3%)	8	417	(3.3%)	91	882	(3.5%)	96
80-84	61	(1.9%)	86	266	(2.1%)	97	526	(2.1%)	96
85+	61	(1.9%)	124	209	(1.7%)	110	407	(1.6%)	107

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	44.05	43.11	43.09
Female Median Age	43.68	43.03	43.85
0-4	156 (4.7%)	535 (3.9%)	1,030 (3.8%)
5-13	309 (9.3%)	1,250 (9.1%)	2,586 (9.6%)
14-17	147 (4.4%)	666 (4.8%)	1,434 (5.3%)
18-21	154 (4.6%)	758 (5.5%)	1,551 (5.8%)
22-24	120 (3.6%)	619 (4.5%)	1,215 (4.5%)
25-29	154 (4.6%)	836 (6.1%)	1,593 (5.9%)
30-34	191 (5.7%)	766 (5.6%)	1,233 (4.6%)
35-39	232 (7%)	803 (5.8%)	1,286 (4.8%)
40-44	220 (6.6%)	855 (6.2%)	1,596 (5.9%)
45-49	209 (6.3%)	888 (6.5%)	1,727 (6.4%)
50-54	213 (6.4%)	956 (6.9%)	1,908 (7.1%)
55-59	246 (7.4%)	1,028 (7.5%)	2,140 (7.9%)
60-64	202 (6.1%)	936 (6.8%)	2,030 (7.5%)

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65-69	219	(6.6%)	104	860	(6.3%)	1,835	(6.8%)	107
70-74	188	(5.6%)	104	717	(5.2%)	1,379	(5.1%)	95
75-79	154	(4.6%)	107	528	(3.8%)	1,035	(3.8%)	89
80-84	113	(3.4%)	119	410	(3%)	719	(2.7%)	94
85+	104	(3.1%)	119	349	(2.5%)	629	(2.3%)	89

Employment by Occupation

Total Employees (16+ Years Old)	3,654			13,461			26,933		
Professional Specialty	1,089	(29.8%)	120	4,320	(32.1%)	130	9,705	(36%)	146
Managerial/Executive	589	(16.1%)	93	3,755	(27.9%)	160	7,773	(28.9%)	166
Sales	382	(10.5%)	112	1,122	(8.3%)	89	2,361	(8.8%)	94
Construction	351	(9.6%)	120	911	(6.8%)	85	1,273	(4.7%)	59
Production & Transportation	318	(8.7%)	67	669	(5%)	39	963	(3.6%)	28
Healthcare support	212	(5.8%)	177	283	(2.1%)	64	376	(1.4%)	43
Office Admin	209	(5.7%)	54	995	(7.4%)	70	1,916	(7.1%)	67
Building Maintenance & Cleaning	196	(5.4%)	158	514	(3.8%)	113	749	(2.8%)	8
Personal Care	178	(4.9%)	195	333	(2.5%)	99	681	(2.5%)	101

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Food Preparation & Serving	108	(3%)	58	389	(2.9%)	57	847	(3.1%)	62
Protective	19	(0.5%)	24	167	(1.2%)	57	286	(1.1%)	49
Farming, Fishing & Forestry	3	(<0.5%)	14	3	(<0.5%)	4	3	(<0.5%)	2

Employment by Industry

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	3,654			13,461			26,933		
Educational Services	1,030	(28.2%)	120	3,540	(26.3%)	112	7,122	(26.4%)	113
Wholesale Retail	447	(12.2%)	93	1,486	(11%)	84	2,473	(9.2%)	70
Entertainment Services	370	(10.1%)	117	858	(6.4%)	75	1,650	(6.1%)	71
Manufacturing	325	(8.9%)	90	541	(4%)	40	1,460	(5.4%)	55
Professional Services	303	(8.3%)	103	1,650	(12.3%)	152	4,220	(15.7%)	194
Financial, Insurance & Real Estate	302	(8.3%)	123	1,564	(11.6%)	172	3,880	(14.4%)	214
Other Professional Services	253	(6.9%)	147	778	(5.8%)	123	1,136	(4.2%)	90
Administrative/Waste Services	235	(6.4%)	154	805	(6%)	143	1,079	(4%)	96
Agriculture/Mining/Construction	221	(6%)	71	1,096	(8.1%)	96	1,696	(6.3%)	74
Transportation	92	(2.5%)	43	443	(3.3%)	56	667	(2.5%)	42
Information	48	(1.3%)	70	450	(3.3%)	179	959	(3.6%)	191

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Public Administration	28	(0.8%)	16	244	(1.8%)	38	471	(1.7%)	37
Management Services				6	(<0.5%)	35	120	(<0.5%)	351

Language Spoken

Speak English at Home	3,222	(51.5%)	67	17,540	(69.6%)	90	38,210	(76.6%)	99
Speak Spanish at Home	2,134	(34.1%)	240	4,563	(18.1%)	128	6,049	(12.1%)	86
Speak Other Language at Home	904	(14.4%)	170	3,085	(12.2%)	144	5,626	(11.3%)	33

Ancestry

Other	1,307	(19.9%)	145	4,029	(15.3%)	112	7,560	(14.5%)	106
Central American	1,166	(17.7%)	994	2,561	(9.7%)	546	2,705	(5.2%)	292
Unclassified	634	(9.6%)	66	3,445	(13.1%)	89	7,310	(14.1%)	96
Italian	419	(6.4%)	238	2,037	(7.7%)	290	4,928	(9.5%)	354
South American	387	(5.9%)	431	1,786	(6.8%)	497	2,449	(4.7%)	345
Puerto Rican	348	(5.3%)	188	1,023	(3.9%)	138	1,674	(3.2%)	114
Dominican	343	(5.2%)	778	630	(2.4%)	358	1,185	(2.3%)	340
Scottish/Irish	319	(4.8%)	8	1,646	(6.3%)	105	4,142	(8%)	33
Mexican	271	(4.1%)	37	412	(1.6%)	14	592	(1.1%)	10

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Other European (e.g. Greek/Russian)	205	(3.1%)	112	1,627	(6.2%)	223	3,995	(7.7%)	277
Other Hispanic	184	(2.8%)	263	703	(2.7%)	251	917	(1.8%)	166
German	133	(2%)	28	932	(3.5%)	50	2,345	(4.5%)	64
British	81	(1.2%)	24	786	(3%)	57	1,921	(3.7%)	71
South Central Asian (e.g. Indian)	79	(1.2%)	76	245	(0.9%)	59	798	(1.5%)	97
American	79	(1.2%)	30	889	(3.4%)	85	2,036	(3.9%)	98
Chinese	57	(0.9%)	67	447	(1.7%)	132	1,348	(2.6%)	201
Polish	56	(0.9%)	62	357	(1.4%)	99	916	(1.8%)	129
Scandinavian	53	(0.8%)	47	234	(0.9%)	52	607	(1.2%)	68
Japanese	33	(0.5%)	221	72	(<0.5%)	120	228	(<0.5%)	193
Korean	21	(<0.5%)	72	83	(<0.5%)	71	307	(0.6%)	133
Middle Eastern	17	(<0.5%)	46	178	(0.7%)	121	427	(0.8%)	147
French	16	(<0.5%)	23	116	(<0.5%)	41	283	(0.5%)	51
Dutch	14	(<0.5%)	41	55	(<0.5%)	40	169	(<0.5%)	62
Native American (Indian/Eskimo)	10	(<0.5%)	24	35	(<0.5%)	21	45	(<0.5%)	14
Cuban	7	(<0.5%)	14	38	(<0.5%)	19	232	(<0.5%)	59

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
South East Asian (e.g. Vietnamese)	5	(<0.5%)	16	74	(<0.5%)	60	114	(<0.5%)	46
Other Asian	3	(<0.5%)	13	19	(<0.5%)	20	69	(<0.5%)	37
Hawaiian/Pacific Islander	1	(<0.5%)	8	1	(<0.5%)	2	5	(<0.5%)	5

Education (Age 25+)

Total Educated Population	4,774			18,476			36,054		
Elementary (0 to 8 Years)	538	(11.3%)	236	1,528	(8.3%)	173	1,784	(4.9%)	104
Some High School (9 to 11 Years)	209	(4.4%)	74	921	(5%)	84	1,069	(3%)	50
High School Graduate (12 Years)	969	(20.3%)	76	2,542	(13.8%)	53	3,783	(10.5%)	40
Some College (13 to 16 Years)	484	(10.1%)	52	1,678	(9.1%)	47	2,970	(8.2%)	43
Associates Degree Only	217	(4.5%)	52	920	(5%)	57	1,878	(5.2%)	59
Bachelor's Degree Only	1,404	(29.4%)	138	4,988	(27%)	127	11,621	(32.2%)	151
Graduate Degree	953	(20%)	145	5,899	(31.9%)	232	12,949	(35.9%)	261

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	2,648	9,135	17,728
One Person Households	900 (34%)	2,190 (24%)	3,451 (19.5%)
Married Couple	1,281 (48.4%)	5,507 (60.3%)	11,812 (66.6%)
Male Householder	104 (3.9%)	249 (2.7%)	484 (2.7%)
Female Householder	239 (9%)	844 (9.2%)	1,444 (8.1%)
Non Family Households	124 (4.7%)	345 (3.8%)	537 (3%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,648	9,135	17,728
1 Person Household	900 (34%)	2,190 (24%)	3,451 (19.5%)
2 Person Household	689 (26%)	2,527 (27.7%)	5,087 (28.7%)
3 Person Household	367 (13.9%)	1,527 (16.7%)	3,091 (17.4%)
4 Person Household	413 (15.6%)	1,726 (18.9%)	3,782 (21.3%)
5 Person Household	165 (6.2%)	748 (8.2%)	1,569 (8.9%)
6 Person Household	66 (2.5%)	247 (2.7%)	482 (2.7%)
7+ Person Household	48 (1.8%)	170 (1.9%)	266 (1.5%)

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



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	2,734	9,635	18,778
Owner Occupied Housing	1,669	6,294	13,864
Renter Occupied Housing	979	2,841	3,864
Vacant Housing	86	500	1,050

Housing Rent

Average Rent	\$1,835.1	\$2,016.53	\$2,150.38
Median Rent	\$1,915.79	\$1,998.08	\$2,083.81
Total Cash Rents Housing	958	2,800	3,663
<\$300	22 (2.3%)	22 (0.8%)	28 (0.8%)
\$300-\$500	64 (6.7%)	64 (2.3%)	71 (1.9%)
\$500-\$750	84 (8.8%)	128 (4.6%)	129 (3.5%)
\$750-\$1000	29 (3%)	107 (3.8%)	107 (2.9%)
\$1000-\$1500	122 (12.7%)	300 (10.7%)	421 (11.5%)
\$1500-\$2000	190 (19.8%)	782 (27.9%)	929 (25.4%)
\$2000-\$2500	257 (26.8%)	726 (25.9%)	874 (23.9%)

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	110	(11.5%)	198	381	(13.6%)	235	499	(13.6%)	235
\$3000-\$3500	29	(3%)	99	137	(4.9%)	160	179	(4.9%)	159
>\$3500	51	(5.3%)	145	153	(5.5%)	149	426	(11.6%)	316

Value of Owner-Occupied Housing Units

Average House Value	\$610,043.74	114	\$1.13M	211	\$1.34M	249			
Median House Value	\$545,997.19	139	\$956,037.74	244	\$1.12M	287			
Owner Occupied Housing	1,669		6,294		13,864				
<\$100K	21	(1.3%)	15	61	(1%)	12	107	(0.8%)	9
\$100K - \$200K	167	(10%)	74	167	(2.7%)	21	201	(1.4%)	11
\$200K - \$300K	268	(16.1%)	103	360	(5.7%)	37	390	(2.8%)	18
\$300K - \$400K	227	(13.6%)	94	352	(5.6%)	38	422	(3%)	21
\$400K - \$500K	86	(5.2%)	44	219	(3.5%)	30	303	(2.2%)	19
\$500K - \$1000K	692	(41.5%)	162	2,221	(35.3%)	138	4,217	(30.4%)	119
>\$1000K	208	(12.5%)	107	2,914	(46.3%)	399	8,224	(59.3%)	511

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

Households in Poverty	200	(7.6%)	60	794	(8.7%)	69	1,255	(7.1%)	56
Households Above Poverty	2,448	(92.4%)	106	8,341	(91.3%)	105	16,473	(92.9%)	106
Households in Poverty (Married)	96	(3.6%)	166	260	(2.8%)	131	409	(2.3%)	106
Households in Poverty (Male Householder)							50	(<0.5%)	44
Households in Poverty (Female Householder)				33	(<0.5%)	12	217	(1.2%)	42
Households in Poverty (Non-Family)	98	(3.7%)	59	485	(5.3%)	85	559	(3.2%)	50
Households in Poverty (Non-Family Student)	6	(<0.5%)	36	16	(<0.5%)	28	20	(<0.5%)	18

Wealth per Household

Household Average Wealth	\$258,881.23		107	\$281,190.75		116	\$297,212.18		123
Household Median Wealth	\$92,564.21		113	\$111,860.59		137	\$130,381.79		159
<\$0K	434	(16.4%)	95	1,416	(15.5%)	90	2,589	(14.6%)	84
\$0K - \$5K	211	(8%)	94	641	(7%)	83	1,086	(6.1%)	72
\$5K - \$10K	112	(4.2%)	93	352	(3.9%)	85	628	(3.5%)	7
\$10K - \$25K	160	(6%)	95	522	(5.7%)	90	973	(5.5%)	87
\$25K - \$50K	178	(6.7%)	99	594	(6.5%)	95	1,140	(6.4%)	94

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	269	(10.2%)	908	(9.9%)	1,764	(10%)
\$100K - \$250K	485	(18.3%)	1,701	(18.6%)	3,377	(19%)
\$250K - \$500K	367	(13.9%)	1,334	(14.6%)	2,708	(15.3%)
>\$500K	432	(16.3%)	1,667	(18.2%)	3,463	(19.5%)

Vehicles per Household

Total Number of Vehicles	3,703		16,438		35,433	
Average Number of Vehicles	1.4		1.8		2	
No Vehicles	333	(12.6%)	550	(6%)	757	(4.3%)
1 Vehicle	1,294	(48.9%)	3,416	(37.4%)	4,903	(27.7%)
2 Vehicles	719	(27.2%)	3,294	(36.1%)	7,563	(42.7%)
3 or more Vehicles	302	(11.4%)	1,875	(20.5%)	4,505	(25.4%)

Population Change

Births	59		227		452
Deaths	54		207		409
Migration	9		40		98

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	506	1,803	2,731
Total Employees	5,655	18,113	24,930

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