



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	6,233		63,619		194,898	
Households	2,661		25,949		80,089	
Persons per Household	2.28	90	2.43	95	2.38	93
Household Median Income	\$115,158.24	132	\$93,542.32	107	\$89,554.38	103
Household Median Disposable Income	\$94,088.33	125	\$77,854	104	\$74,621.84	100
Household Median Discretionary Income	\$78,219.36	135	\$59,030.36	102	\$54,273.31	94
Average Income Per Person	\$61,355.36	130	\$48,917.93	104	\$47,218.74	100
Median Rent	\$1,529.94	108	\$1,438.82	102	\$1,412.13	100
Median House Value	\$454,957.51	116	\$429,460.72	110	\$395,515.34	101
Households in Poverty	84 (3.2%)	25	2,802 (10.8%)	85	8,833 (11%)	87
Household Median Wealth	\$95,462.06	117	\$81,469.29	99	\$80,252.08	98
Average Age	45.83	111	42.63	103	42.27	103
Median Age	46.76	116	41.92	104	41.35	102
Households with Children	516 (19.4%)	72	6,008 (23.2%)	86	19,689 (24.6%)	92
High School Graduate or Higher	4,444 (93.1%)	104	40,762 (89.6%)	100	124,053 (89%)	100

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	2,309 (48.4%)	16,690 (36.7%)	50,135 (36%)
Pop density (per sq mi)	2,598	2,522	2,505
Area (based on blockgroups)	2	25	78

Population

Population 2025 Q4	6,233	63,619	194,898
Population 2025 Q3	6,234	63,658	195,027
Population 2025 Q2	6,230	63,658	194,823
Population 2025 Q1	6,214	63,605	194,693
Population 2024 Q4	6,181	63,476	194,418
Population 2024 Q3	6,054	62,951	193,851
Population 2024 Q2	6,026	62,795	193,439
Population 2024 Q1	6,020	62,741	193,215
Population 2023 Q4	6,019	62,701	193,008
Population 5 Years Forecast	6,400	64,232	196,234
Population 10 Years Forecast	6,524	64,942	198,038
Persons per Household	2.28	2.43	2.38

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	154	(2.5%)	105	469	(0.7%)	31	4,227	(2.2%)	92
Transient Population - Average Last 4 Quarters				100	(<0.5%)	13	1,123	(0.6%)	46

Households

Households 2025 Q4	2,661		25,949		80,089
Households 2025 Q3	2,660		25,950		80,077
Households 2025 Q2	2,660		25,951		79,977
Households 2025 Q1	2,653		25,925		79,910
Households 2024 Q4	2,638		25,872		79,803
Households 2024 Q3	2,582		25,665		79,581
Households 2024 Q2	2,570		25,609		79,411
Households 2024 Q1	2,568		25,581		79,321
Households 2023 Q4	2,568		25,567		79,235
Households 5 Years Forecast	2,734		26,204		80,658
Households 10 Years Forecast	2,789		26,494		81,415

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



Benchmark: Nationwide



Gender

Male	2,939	(47.2%)	96	30,503	(47.9%)	98	93,818	(48.1%)	98
Female	3,294	(52.8%)	104	33,116	(52.1%)	102	101,080	(51.9%)	102

Ethnicity

White	4,776	(76.6%)	133	37,845	(59.5%)	103	114,822	(58.9%)	102
Hispanic (Ethnic)	532	(8.5%)	44	14,171	(22.3%)	114	46,077	(23.6%)	121
Asian	449	(7.2%)	125	4,760	(7.5%)	130	11,804	(6.1%)	105
Other	301	(4.8%)	93	2,745	(4.3%)	83	7,321	(3.8%)	72
Black	175	(2.8%)	24	4,098	(6.4%)	55	14,874	(7.6%)	65

Household by Ethnicity

White	2,194	(82.5%)	134	16,269	(62.7%)	102	49,318	(61.6%)	100
Hispanic (Ethnic)	170	(6.4%)	42	5,023	(19.4%)	127	16,106	(20.1%)	32
Other	157	(5.9%)	71	1,928	(7.4%)	98	5,624	(7%)	93
Asian	116	(4.4%)	94	1,338	(5.2%)	112	3,630	(4.5%)	98
Black	24	(0.9%)	8	1,391	(5.4%)	49	5,411	(6.8%)	62

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 Income	\$141,451.66	116	\$119,187.15	98	\$113,913.61	94
Average Income Per Person	\$61,355.36	130	\$48,917.93	104	\$47,218.74	100
Household Median Income	\$115,158.24	132	\$93,542.32	107	\$89,554.38	103
<\$15K	70 (2.6%)	36	1,852 (7.1%)	99	5,404 (6.7%)	93
\$15K - \$25K	50 (1.9%)	32	1,469 (5.7%)	96	4,270 (5.3%)	91
\$25K - \$35K	77 (2.9%)	47	1,419 (5.5%)	89	4,917 (6.1%)	100
\$35K - \$50K	211 (7.9%)	85	2,184 (8.4%)	90	7,140 (8.9%)	95
\$50K - \$75K	435 (16.3%)	109	3,295 (12.7%)	85	12,082 (15.1%)	101
\$75K - \$100K	268 (10.1%)	81	3,607 (13.9%)	111	10,448 (13%)	104
\$100K - \$150K	611 (23%)	127	5,011 (19.3%)	106	15,514 (19.4%)	107
\$150K - \$175K	232 (8.7%)	138	1,785 (6.9%)	109	5,576 (7%)	110
\$175K - \$200K	172 (6.5%)	130	1,387 (5.3%)	107	4,360 (5.4%)	109
\$200K - \$250K	299 (11.2%)	139	2,208 (8.5%)	105	5,815 (7.3%)	90
\$250K - \$500K	129 (4.8%)	140	949 (3.7%)	106	2,490 (3.1%)	90
>\$500K	107 (4%)	139	783 (3%)	105	2,073 (2.6%)	90

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	\$106,858.63		118	\$91,712.11		101	\$88,130.32		97
Household Median Disposable Income	\$94,088.33		125	\$77,854		104	\$74,621.84		100
<\$15K	71	(2.7%)	34	1,973	(7.6%)	97	5,922	(7.4%)	94
\$15K - \$25K	83	(3.1%)	45	1,866	(7.2%)	105	5,371	(6.7%)	98
\$25K - \$35K	81	(3%)	43	1,523	(5.9%)	82	5,446	(6.8%)	95
\$35K - \$50K	397	(14.9%)	132	2,654	(10.2%)	91	9,355	(11.7%)	104
\$50K - \$75K	381	(14.3%)	85	4,403	(17%)	101	14,161	(17.7%)	105
\$75K - \$100K	448	(16.8%)	118	4,208	(16.2%)	113	12,514	(15.6%)	109
\$100K - \$150K	628	(23.6%)	125	5,095	(19.6%)	104	15,957	(19.9%)	106
\$150K - \$175K	165	(6.2%)	121	1,248	(4.8%)	94	3,516	(4.4%)	86
\$175K - \$200K	111	(4.2%)	122	807	(3.1%)	91	2,122	(2.6%)	7
\$200K - \$250K	119	(4.5%)	135	872	(3.4%)	101	2,308	(2.9%)	87
\$250K - \$500K	164	(6.2%)	136	1,193	(4.6%)	101	3,143	(3.9%)	87
>\$500K	13	(<0.5%)	123	107	(<0.5%)	104	274	(<0.5%)	86

Discretionary Households Income

Household Average Discretionary Income	\$84,803.14		124	\$69,148.9		101	\$65,167.67		95
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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$78,219.36	35	\$59,030.36	102	\$54,273.31	94
<\$10K	72 (2.7%)	35	2,323 (9%)	115	7,274 (9.1%)	117
\$10K - \$20K	76 (2.9%)	31	2,491 (9.6%)	105	7,366 (9.2%)	100
\$20K - \$30K	113 (4.2%)	45	1,844 (7.1%)	75	7,904 (9.9%)	105
\$30K - \$40K	437 (16.4%)	180	2,327 (9%)	98	7,767 (9.7%)	106
\$40K - \$50K	118 (4.4%)	53	2,161 (8.3%)	99	7,116 (8.9%)	105
\$50K - \$75K	434 (16.3%)	93	4,841 (18.7%)	106	14,495 (18.1%)	103
\$75K - \$100K	505 (19%)	153	3,241 (12.5%)	100	9,940 (12.4%)	100
\$100K - \$125K	320 (12%)	142	2,469 (9.5%)	112	7,044 (8.8%)	104
\$125K - \$150K	172 (6.5%)	100	1,702 (6.6%)	101	4,889 (6.1%)	94
>\$150K	414 (15.6%)	154	2,550 (9.8%)	97	6,294 (7.9%)	7

Households Income by Ethnicity

Average Income - White	\$117,044.48	114	\$111,302.42	109	\$106,001.58	103
Median Income - White	\$113,344.67	120	\$104,694.23	111	\$99,603.32	105
Average Income - Black	\$123,124.04	166	\$92,633.32	125	\$84,309.58	113
Median Income - Black	\$124,999	208	\$90,949.89	151	\$76,730.44	128

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$108,916.6 90	\$119,118.36 98	\$114,963.07 95
Median Income - Asian	\$111,363.18 88	\$124,541.7 99	\$115,707.34 92
Average Income - Hispanic	\$115,872.24 134	\$73,011.05 84	\$78,521.22 91
Median Income - Hispanic	\$121,874.13 162	\$57,558.07 77	\$66,310.06 88
Average Income - Other	\$121,438.3 127	\$81,096.25 85	\$86,592.16 90
Median Income - Other	\$130,356.93 151	\$72,599.16 84	\$77,235.43 89

Age

Average Age	45.83 111	42.63 103	42.27 103
Median Age	46.76 116	41.92 104	41.35 102
0-4	312 (5%) 93	3,293 (5.2%) 96	10,482 (5.4%) 100
5-13	439 (7%) 69	6,117 (9.6%) 95	18,259 (9.4%) 92
14-17	255 (4.1%) 74	3,117 (4.9%) 93	9,512 (4.9%) 93
18-21	264 (4.2%) 77	3,186 (5%) 91	9,902 (5.1%) 92
22-24	189 (3%) 72	2,390 (3.8%) 90	7,427 (3.8%) 91
25-29	322 (5.2%) 88	3,484 (5.5%) 93	10,904 (5.6%) 95
30-34	402 (6.4%) 100	3,993 (6.3%) 98	13,076 (6.7%) 104

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	1 Mile		3 Mile		5 Mile				
35-39	417	(6.7%)	102	4,189	(6.6%)	100	13,580	(7%)	106
40-44	365	(5.9%)	91	4,255	(6.7%)	104	12,765	(6.5%)	102
45-49	345	(5.5%)	92	3,719	(5.8%)	97	11,367	(5.8%)	97
50-54	381	(6.1%)	103	3,653	(5.7%)	97	11,099	(5.7%)	96
55-59	465	(7.5%)	123	4,064	(6.4%)	106	12,132	(6.2%)	103
60-64	465	(7.5%)	117	4,386	(6.9%)	109	13,016	(6.7%)	105
65-69	477	(7.7%)	125	4,184	(6.6%)	108	12,859	(6.6%)	108
70-74	371	(6%)	116	3,381	(5.3%)	104	10,381	(5.3%)	104
75-79	318	(5.1%)	128	2,589	(4.1%)	102	7,900	(4.1%)	102
80-84	225	(3.6%)	143	1,720	(2.7%)	107	4,988	(2.6%)	101
85+	221	(3.5%)	171	1,899	(3%)	144	5,249	(2.7%)	130

Age - Male

Male Average Age	43.91		110	41.09		103	40.85		102
Male Median Age	43.18		113	40.42		106	38.94		102
0-4	160	(5.4%)	97	1,691	(5.5%)	99	5,382	(5.7%)	102
5-13	227	(7.7%)	73	3,087	(10.1%)	96	9,205	(9.8%)	93

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	1 Mile			3 Mile			5 Mile		
14-17	130	(4.4%)	8	1,568	(5.1%)	94	4,785	(5.1%)	93
18-21	138	(4.7%)	8	1,636	(5.4%)	93	5,091	(5.4%)	94
22-24	101	(3.4%)	7	1,246	(4.1%)	93	3,895	(4.2%)	94
25-29	160	(5.4%)	89	1,780	(5.8%)	95	5,599	(6%)	97
30-34	194	(6.6%)	100	2,008	(6.6%)	100	6,456	(6.9%)	104
35-39	210	(7.1%)	107	2,017	(6.6%)	99	6,588	(7%)	105
40-44	188	(6.4%)	99	2,062	(6.8%)	104	6,208	(6.6%)	102
45-49	151	(5.1%)	85	1,777	(5.8%)	97	5,427	(5.8%)	96
50-54	169	(5.8%)	97	1,750	(5.7%)	97	5,321	(5.7%)	96
55-59	227	(7.7%)	129	1,957	(6.4%)	107	5,748	(6.1%)	102
60-64	209	(7.1%)	114	2,037	(6.7%)	107	6,204	(6.6%)	106
65-69	213	(7.2%)	123	1,928	(6.3%)	108	5,969	(6.4%)	108
70-74	163	(5.5%)	115	1,514	(5%)	103	4,758	(5.1%)	105
75-79	135	(4.6%)	126	1,131	(3.7%)	102	3,463	(3.7%)	101
80-84	94	(3.2%)	146	699	(2.3%)	105	2,001	(2.1%)	97
85+	70	(2.4%)	157	615	(2%)	133	1,718	(1.8%)	121

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	47.55	44.05	43.59
Female Median Age	48.92	43.32	42.68
0-4	152 (4.6%)	1,602 (4.8%)	5,100 (5%)
5-13	212 (6.4%)	3,030 (9.1%)	9,054 (9%)
14-17	125 (3.8%)	1,549 (4.7%)	4,727 (4.7%)
18-21	126 (3.8%)	1,550 (4.7%)	4,811 (4.8%)
22-24	88 (2.7%)	1,144 (3.5%)	3,532 (3.5%)
25-29	162 (4.9%)	1,704 (5.1%)	5,305 (5.2%)
30-34	208 (6.3%)	1,985 (6%)	6,620 (6.5%)
35-39	207 (6.3%)	2,172 (6.6%)	6,992 (6.9%)
40-44	177 (5.4%)	2,193 (6.6%)	6,557 (6.5%)
45-49	194 (5.9%)	1,942 (5.9%)	5,940 (5.9%)
50-54	212 (6.4%)	1,903 (5.7%)	5,778 (5.7%)
55-59	238 (7.2%)	2,107 (6.4%)	6,384 (6.3%)
60-64	256 (7.8%)	2,349 (7.1%)	6,812 (6.7%)

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	1 Mile		3 Mile		5 Mile				
65-69	264	(8%)	126	2,256	(6.8%)	107	6,890	(6.8%)	107
70-74	208	(6.3%)	117	1,867	(5.6%)	104	5,623	(5.6%)	103
75-79	183	(5.6%)	129	1,458	(4.4%)	102	4,437	(4.4%)	102
80-84	131	(4%)	140	1,021	(3.1%)	108	2,987	(3%)	104
85+	151	(4.6%)	175	1,284	(3.9%)	148	3,531	(3.5%)	33

Employment by Occupation

Total Employees (16+ Years Old)	3,555			33,068			103,762		
Managerial/Executive	1,072	(30.2%)	173	6,347	(19.2%)	110	17,666	(17%)	98
Professional Specialty	1,009	(28.4%)	115	8,386	(25.4%)	103	26,221	(25.3%)	102
Office Admin	389	(10.9%)	103	4,016	(12.1%)	114	12,447	(12%)	113
Production & Transportation	301	(8.5%)	66	4,159	(12.6%)	97	13,079	(12.6%)	98
Sales	235	(6.6%)	71	3,368	(10.2%)	109	9,933	(9.6%)	102
Construction	143	(4%)	50	1,810	(5.5%)	68	6,070	(5.8%)	73
Food Preparation & Serving	109	(3.1%)	60	1,492	(4.5%)	88	5,970	(5.8%)	113
Personal Care	86	(2.4%)	97	791	(2.4%)	96	2,452	(2.4%)	95
Healthcare support	79	(2.2%)	68	1,147	(3.5%)	106	4,274	(4.1%)	126

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Protective	70	(2%)	91	476	(1.4%)	66	1,964	(1.9%)	87
Building Maintenance & Cleaning	62	(1.7%)	51	1,050	(3.2%)	94	3,639	(3.5%)	103
Farming, Fishing & Forestry				26	(<0.5%)	14	47	(<0.5%)	8

Employment by Industry

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	3,555			33,068			103,762		
Educational Services	864	(24.3%)	104	7,807	(23.6%)	101	27,257	(26.3%)	112
Manufacturing	729	(20.5%)	207	4,015	(12.1%)	122	12,088	(11.6%)	117
Wholesale Retail	417	(11.7%)	89	4,611	(13.9%)	106	13,829	(13.3%)	101
Financial, Insurance & Real Estate	409	(11.5%)	171	3,873	(11.7%)	174	9,952	(9.6%)	142
Professional Services	246	(6.9%)	86	2,110	(6.4%)	79	6,524	(6.3%)	79
Public Administration	221	(6.2%)	130	1,486	(4.5%)	94	4,599	(4.4%)	93
Entertainment Services	176	(5%)	57	2,410	(7.3%)	84	7,865	(7.6%)	87
Other Professional Services	167	(4.7%)	100	1,515	(4.6%)	97	4,359	(4.2%)	89
Agriculture/Mining/Construction	111	(3.1%)	37	1,610	(4.9%)	57	5,378	(5.2%)	61
Administrative/Waste Services	87	(2.4%)	59	1,308	(4%)	95	4,491	(4.3%)	103
Transportation	82	(2.3%)	39	1,869	(5.7%)	97	6,118	(5.9%)	101

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Information	46	(1.3%)	69	454	(1.4%)	74	1,274	(1.2%)	66
Management Services							28	(<0.5%)	21

Language Spoken

Speak English at Home	4,064	(68.6%)	89	39,972	(66.3%)	86	121,039	(65.6%)	85
Speak Other Language at Home	1,460	(24.7%)	291	10,491	(17.4%)	205	31,283	(17%)	200
Speak Spanish at Home	397	(6.7%)	47	9,863	(16.3%)	115	32,094	(17.4%)	123

Ancestry

Other	912	(14.6%)	107	9,551	(15%)	110	29,706	(15.2%)	112
Italian	840	(13.5%)	504	6,546	(10.3%)	385	17,416	(8.9%)	334
Unclassified	823	(13.2%)	90	6,221	(9.8%)	67	19,136	(9.8%)	67
Polish	689	(11.1%)	807	3,994	(6.3%)	458	13,295	(6.8%)	498
Scottish/Irish	477	(7.7%)	128	4,043	(6.4%)	106	11,373	(5.8%)	98
Other European (e.g. Greek/Russian)	375	(6%)	217	2,338	(3.7%)	132	7,028	(3.6%)	130
Puerto Rican	328	(5.3%)	187	9,743	(15.3%)	544	31,718	(16.3%)	578
South Central Asian (e.g. Indian)	317	(5.1%)	322	3,455	(5.4%)	344	7,030	(3.6%)	228
British	257	(4.1%)	74	1,946	(3.1%)	59	6,062	(3.1%)	60

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French	208	(3.3%)	314	1,640	(2.6%)	242	4,110	(2.1%)	198
German	196	(3.1%)	44	1,489	(2.3%)	33	4,942	(2.5%)	36
South American	109	(1.7%)	128	1,699	(2.7%)	195	4,865	(2.5%)	183
American	85	(1.4%)	34	889	(1.4%)	35	2,781	(1.4%)	36
Middle Eastern	77	(1.2%)	222	553	(0.9%)	156	1,327	(0.7%)	122
Chinese	70	(1.1%)	87	617	(1%)	75	1,671	(0.9%)	67
Scandinavian	51	(0.8%)	48	491	(0.8%)	45	1,784	(0.9%)	53
Mexican	28	(<0.5%)	4	736	(1.2%)	10	2,053	(1.1%)	9
Other Asian	20	(<0.5%)	91	125	(<0.5%)	56	556	(<0.5%)	8
Cuban	19	(<0.5%)	40	166	(<0.5%)	34	960	(<0.5%)	65
Central American	18	(<0.5%)	16	314	(<0.5%)	28	1,419	(0.7%)	41
Other Hispanic	15	(<0.5%)	23	472	(0.7%)	70	1,823	(0.9%)	88
Dominican	15	(<0.5%)	36	1,041	(1.6%)	244	3,239	(1.7%)	248
South East Asian (e.g. Vietnamese)	10	(<0.5%)	34	80	(<0.5%)	27	596	(<0.5%)	65
Korean	4	(<0.5%)	14	266	(<0.5%)	94	494	(<0.5%)	57
Hawaiian/Pacific Islander	4	(<0.5%)	36	25	(<0.5%)	22	50	(<0.5%)	14

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Dutch	2	(<0.5%)	6	65	(<0.5%)	19	274	(<0.5%)	27
Japanese	2	(<0.5%)	14	20	(<0.5%)	14	108	(<0.5%)	24
Native American (Indian/Eskimo)	2	(<0.5%)	5	53	(<0.5%)	13	198	(<0.5%)	16

Education (Age 25+)

Total Educated Population	4,774			45,516			139,316		
Elementary (0 to 8 Years)	220	(4.6%)	96	2,184	(4.8%)	100	7,154	(5.1%)	107
Some High School (9 to 11 Years)	110	(2.3%)	39	2,570	(5.6%)	96	8,109	(5.8%)	99
High School Graduate (12 Years)	973	(20.4%)	76	12,997	(28.6%)	109	38,780	(27.8%)	107
Some College (13 to 16 Years)	849	(17.8%)	92	7,489	(16.5%)	85	22,959	(16.5%)	85
Associates Degree Only	313	(6.6%)	74	3,586	(7.9%)	89	12,179	(8.7%)	99
Bachelor's Degree Only	1,278	(26.8%)	125	9,621	(21.1%)	99	28,285	(20.3%)	95
Graduate Degree	1,031	(21.6%)	157	7,069	(15.5%)	113	21,850	(15.7%)	114

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



Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	2,661	25,949	80,089
One Person Households	800 (30.1%)	7,856 (30.3%)	25,495 (31.8%)
Married Couple	1,069 (40.2%)	10,823 (41.7%)	32,880 (41.1%)
Male Householder	220 (8.3%)	1,985 (7.6%)	4,501 (5.6%)
Female Householder	376 (14.1%)	3,873 (14.9%)	11,797 (14.7%)
Non Family Households	196 (7.4%)	1,412 (5.4%)	5,416 (6.8%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,661	25,949	80,089
1 Person Household	800 (30.1%)	7,856 (30.3%)	25,495 (31.8%)
2 Person Household	894 (33.6%)	7,961 (30.7%)	25,022 (31.2%)
3 Person Household	423 (15.9%)	4,326 (16.7%)	12,949 (16.2%)
4 Person Household	334 (12.6%)	3,718 (14.3%)	10,346 (12.9%)
5 Person Household	138 (5.2%)	1,359 (5.2%)	4,052 (5.1%)
6 Person Household	37 (1.4%)	466 (1.8%)	1,447 (1.8%)
7+ Person Household	35 (1.3%)	263 (1%)	778 (1%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	2,764	27,558	84,800
Owner Occupied Housing	1,770	16,106	49,828
Renter Occupied Housing	891	9,843	30,261
Vacant Housing	103	1,609	4,711

Housing Rent

Average Rent	\$1,586.26	103	\$1,461.79	95	\$1,439.67	93
Median Rent	\$1,529.94	108	\$1,438.82	102	\$1,412.13	100
Total Cash Rents Housing	868	9,272	28,954			
<\$300		330 (3.6%)	127	963 (3.3%)	119	
\$300-\$500		335 (3.6%)	94	1,073 (3.7%)	96	
\$500-\$750	2 (<0.5%)	3	400 (4.3%)	50	1,705 (5.9%)	68
\$750-\$1000	1 (<0.5%)	1	824 (8.9%)	68	2,786 (9.6%)	74
\$1000-\$1500	411 (47.4%)	180	3,130 (33.8%)	128	9,645 (33.3%)	127
\$1500-\$2000	334 (38.5%)	183	2,803 (30.2%)	144	8,421 (29.1%)	138
\$2000-\$2500	107 (12.3%)	105	1,004 (10.8%)	92	3,068 (10.6%)	90

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	13	(1.5%)	26	324	(3.5%)	60	832	(2.9%)	50
\$3000-\$3500				52	(0.6%)	18	211	(0.7%)	24
>\$3500				70	(0.8%)	21	250	(0.9%)	23

Value of Owner-Occupied Housing Units

Average House Value	\$486,956.65		91	\$476,349.46		89	\$435,510.91		8
Median House Value	\$454,957.51		116	\$429,460.72		110	\$395,515.34		101
Owner Occupied Housing	1,770			16,106			49,828		
<\$100K	54	(3.1%)	37	413	(2.6%)	31	1,350	(2.7%)	33
\$100K - \$200K	46	(2.6%)	20	611	(3.8%)	29	2,889	(5.8%)	45
\$200K - \$300K	110	(6.2%)	40	2,434	(15.1%)	97	8,748	(17.6%)	112
\$300K - \$400K	481	(27.2%)	187	3,710	(23%)	158	12,487	(25.1%)	172
\$400K - \$500K	353	(19.9%)	172	3,004	(18.7%)	161	9,580	(19.2%)	166
\$500K - \$1000K	668	(37.7%)	148	5,348	(33.2%)	130	13,589	(27.3%)	107
>\$1000K	58	(3.3%)	28	586	(3.6%)	31	1,185	(2.4%)	21

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

Households in Poverty	84	(3.2%)	25	2,802	(10.8%)	85	8,833	(11%)	87
Households Above Poverty	2,577	(96.8%)	111	23,147	(89.2%)	102	71,256	(89%)	102
Households in Poverty (Married)				374	(1.4%)	66	1,072	(1.3%)	61
Households in Poverty (Male Householder)				243	(0.9%)	147	502	(0.6%)	98
Households in Poverty (Female Householder)				721	(2.8%)	94	2,423	(3%)	103
Households in Poverty (Non-Family)	78	(2.9%)	47	1,355	(5.2%)	83	4,493	(5.6%)	90
Households in Poverty (Non-Family Student)	6	(<0.5%)	36	109	(<0.5%)	67	343	(<0.5%)	69

Wealth per Household

Household Average Wealth	\$262,339.35		108	\$242,665.42		100	\$240,904.74		99
Household Median Wealth	\$95,462.06		117	\$81,469.29		99	\$80,252.08		98
<\$0K	431	(16.2%)	94	4,503	(17.4%)	100	13,980	(17.5%)	101
\$0K - \$5K	201	(7.6%)	89	2,223	(8.6%)	101	6,900	(8.6%)	102
\$5K - \$10K	113	(4.2%)	94	1,186	(4.6%)	101	3,681	(4.6%)	102
\$10K - \$25K	162	(6.1%)	96	1,642	(6.3%)	100	5,095	(6.4%)	100
\$25K - \$50K	178	(6.7%)	98	1,757	(6.8%)	99	5,444	(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	270	(10.1%)	99	2,643	(10.2%)	99	8,172	(10.2%)	100
\$100K - \$250K	492	(18.5%)	102	4,680	(18%)	100	14,415	(18%)	99
\$250K - \$500K	373	(14%)	106	3,431	(13.2%)	100	10,531	(13.1%)	99
>\$500K	441	(16.6%)	111	3,884	(15%)	100	11,871	(14.8%)	99

Vehicles per Household

Total Number of Vehicles	4,662			43,976			133,878		
Average Number of Vehicles	1.75		96	1.69		93	1.67		91
No Vehicles	169	(6.4%)	77	2,682	(10.3%)	125	8,322	(10.4%)	126
1 Vehicle	959	(36%)	110	9,329	(36%)	110	29,540	(36.9%)	112
2 Vehicles	984	(37%)	100	8,903	(34.3%)	93	27,276	(34.1%)	92
3 or more Vehicles	549	(20.6%)	94	5,035	(19.4%)	88	14,951	(18.7%)	85

Population Change

Births	55			602			1,876		
Deaths	66			596			1,722		
Migration	65			177			476		

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	140	1,924	6,126
Total Employees	1,430	19,611	65,827

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