



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	13,547		74,015		131,163	
Households	4,297		26,961		47,734	
Persons per Household	3.15	123	2.73	107	2.72	107
Household Median Income	\$84,272.19	97	\$112,387.16	129	\$133,783.97	153
Household Median Disposable Income	\$70,833.17	94	\$92,882.66	124	\$109,220.42	146
Household Median Discretionary Income	\$45,689.05	76	\$71,954.15	124	\$89,836.99	155
Average Income Per Person	\$36,721.01	76	\$53,660.04	114	\$64,985.16	138
Median Rent	\$2,044.63	145	\$1,816.98	129	\$1,923.7	136
Median House Value	\$559,041.03	143	\$621,303.9	159	\$700,103.33	179
Households in Poverty	600 (14%)	110	2,319 (8.6%)	68	3,009 (6.3%)	50
Household Median Wealth	\$74,322.31	91	\$91,784.1	112	\$104,885.64	128
Average Age	39.98	97	42.17	102	42.59	103
Median Age	40.23	100	42.16	104	42.83	106
Households with Children	1,541 (35.9%)	134	8,299 (30.8%)	115	14,902 (31.2%)	116
High School Graduate or Higher	7,748 (81.3%)	91	47,995 (89.9%)	101	87,486 (92.8%)	104

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	2,264 (23.8%)	21,771 (40.8%)	48,175 (51.1%)
Pop density (per sq mi)	6,406	2,866	1,987
Area (based on blockgroups)	2	26	66

Population

Population 2025 Q4	13,547	74,015	131,163
Population 2025 Q3	13,566	74,144	131,342
Population 2025 Q2	13,560	73,938	130,972
Population 2025 Q1	13,576	74,067	131,192
Population 2024 Q4	13,578	74,025	131,288
Population 2024 Q3	13,535	73,793	130,951
Population 2024 Q2	13,571	73,791	130,839
Population 2024 Q1	13,574	73,795	130,736
Population 2023 Q4	13,559	73,771	130,546
Population 5 Years Forecast	13,630	76,023	134,113
Population 10 Years Forecast	13,870	78,221	137,631
Persons per Household	3.15	2.73	2.72

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	1 Mile		3 Mile		5 Mile
Group Quarters	15	(<0.5%)	305	(<0.5%)	1,481
Transient Population - Average Last 4 Quarters	5		11		48

Households

Households 2025 Q4	4,297		26,961		47,734
Households 2025 Q3	4,300		26,999		47,783
Households 2025 Q2	4,299		26,888		47,620
Households 2025 Q1	4,303		26,941		47,707
Households 2024 Q4	4,303		26,922		47,756
Households 2024 Q3	4,291		26,841		47,638
Households 2024 Q2	4,303		26,840		47,599
Households 2024 Q1	4,304		26,841		47,558
Households 2023 Q4	4,298		26,836		47,489
Households 5 Years Forecast	4,321		27,734		48,865
Households 10 Years Forecast	4,397		28,563		50,193

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Gender

Male	6,821	(50.4%)	103	36,365	(49.1%)	100	64,391	(49.1%)	100
Female	6,726	(49.6%)	97	37,650	(50.9%)	100	66,772	(50.9%)	100

Ethnicity

Hispanic (Ethnic)	8,426	(62.2%)	318	28,059	(37.9%)	194	34,522	(26.3%)	34
White	3,538	(26.1%)	45	35,882	(48.5%)	84	74,966	(57.2%)	99
Other	607	(4.5%)	86	2,696	(3.6%)	70	5,410	(4.1%)	7
Asian	496	(3.7%)	63	5,278	(7.1%)	123	12,542	(9.6%)	166
Black	480	(3.5%)	30	2,100	(2.8%)	24	3,723	(2.8%)	24

Household by Ethnicity

Hispanic (Ethnic)	2,199	(51.2%)	337	8,622	(32%)	211	10,421	(21.8%)	144
White	1,259	(29.3%)	48	14,213	(52.7%)	86	29,069	(60.9%)	99
Other	537	(12.5%)	165	2,259	(8.4%)	110	3,929	(8.2%)	109
Asian	185	(4.3%)	93	1,368	(5.1%)	110	3,357	(7%)	152
Black	117	(2.7%)	25	499	(1.9%)	17	958	(2%)	18

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	\$115,664.41	95	\$146,908.83	121	\$176,646.99	145
Average Income Per Person	\$36,721.01	7	\$53,660.04	114	\$64,985.16	138
Household Median Income	\$84,272.19	97	\$112,387.16	129	\$133,783.97	153
<\$15K	247 (5.7%)	8	1,082 (4%)	56	1,553 (3.3%)	45
\$15K - \$25K	169 (3.9%)	67	937 (3.5%)	59	1,238 (2.6%)	44
\$25K - \$35K	219 (5.1%)	83	1,328 (4.9%)	8	1,739 (3.6%)	59
\$35K - \$50K	377 (8.8%)	94	1,892 (7%)	75	2,888 (6.1%)	65
\$50K - \$75K	823 (19.2%)	128	3,696 (13.7%)	92	5,110 (10.7%)	72
\$75K - \$100K	640 (14.9%)	118	3,112 (11.5%)	92	4,953 (10.4%)	82
\$100K - \$150K	674 (15.7%)	86	5,010 (18.6%)	102	8,843 (18.5%)	102
\$150K - \$175K	281 (6.5%)	104	2,176 (8.1%)	128	3,950 (8.3%)	131
\$175K - \$200K	224 (5.2%)	104	1,834 (6.8%)	136	3,459 (7.2%)	145
\$200K - \$250K	359 (8.4%)	104	3,299 (12.2%)	152	7,839 (16.4%)	204
\$250K - \$500K	156 (3.6%)	105	1,417 (5.3%)	152	3,361 (7%)	204
>\$500K	128 (3%)	103	1,178 (4.4%)	152	2,801 (5.9%)	204

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	\$91,224.71	101	\$107,180.97	118	\$120,917.03	134
Household Median Disposable Income	\$70,833.17	94	\$92,882.66	124	\$109,220.42	146
<\$15K	263 (6.1%)	7	1,152 (4.3%)	54	1,668 (3.5%)	44
\$15K - \$25K	204 (4.7%)	69	1,296 (4.8%)	70	1,689 (3.5%)	51
\$25K - \$35K	338 (7.9%)	110	1,606 (6%)	83	2,125 (4.5%)	62
\$35K - \$50K	436 (10.1%)	90	2,493 (9.2%)	8	3,739 (7.8%)	70
\$50K - \$75K	1,020 (23.7%)	141	4,239 (15.7%)	93	6,107 (12.8%)	76
\$75K - \$100K	578 (13.5%)	94	3,835 (14.2%)	99	6,648 (13.9%)	97
\$100K - \$150K	753 (17.5%)	93	5,901 (21.9%)	116	10,783 (22.6%)	120
\$150K - \$175K	222 (5.2%)	101	1,982 (7.4%)	143	4,372 (9.2%)	179
\$175K - \$200K	128 (3%)	87	1,207 (4.5%)	131	2,871 (6%)	176
\$200K - \$250K	143 (3.3%)	100	1,309 (4.9%)	146	3,112 (6.5%)	197
\$250K - \$500K	196 (4.6%)	101	1,792 (6.6%)	147	4,257 (8.9%)	197
>\$500K	16 (<0.5%)	94	149 (0.6%)	139	363 (0.8%)	191

Discretionary Households Income

Household Average Discretionary Income	\$62,810.53	92	\$81,552.27	119	\$95,850.56	140
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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$45,689.05	74	\$71,954.15	124	\$89,836.99	155
<\$10K	365 (8.5%)	110	1,206 (4.5%)	58	1,526 (3.2%)	41
\$10K - \$20K	496 (11.5%)	126	1,743 (6.5%)	71	2,220 (4.7%)	51
\$20K - \$30K	657 (15.3%)	162	2,416 (9%)	95	3,006 (6.3%)	67
\$30K - \$40K	444 (10.3%)	113	2,292 (8.5%)	93	3,291 (6.9%)	75
\$40K - \$50K	346 (8.1%)	95	2,001 (7.4%)	88	2,694 (5.6%)	67
\$50K - \$75K	558 (13%)	74	4,392 (16.3%)	93	7,077 (14.8%)	84
\$75K - \$100K	465 (10.8%)	87	3,344 (12.4%)	100	6,176 (12.9%)	104
\$100K - \$125K	330 (7.7%)	90	3,025 (11.2%)	132	5,574 (11.7%)	137
\$125K - \$150K	228 (5.3%)	80	2,519 (9.3%)	144	5,127 (10.7%)	166
>\$150K	408 (9.5%)	94	4,023 (14.9%)	147	11,043 (23.1%)	229

Households Income by Ethnicity

Average Income - White	\$128,928.96	126	\$126,953.81	124	\$135,604.95	132
Median Income - White	\$135,028.66	143	\$134,449.76	142	\$153,200.14	162
Average Income - Black	\$136,624.35	184	\$114,743.73	154	\$117,776.6	158
Median Income - Black	\$173,749.52	289	\$100,446.41	167	\$114,526.45	190

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$104,156.89 (86)	\$134,165.99 (111)	\$149,315.45 (123)
Median Income - Asian	\$97,264.73 (7)	\$147,199.11 (117)	\$176,066.03 (140)
Average Income - Hispanic	\$78,846.13 (91)	\$93,204.33 (107)	\$99,381.83 (115)
Median Income - Hispanic	\$68,253.13 (91)	\$82,427.24 (110)	\$90,655.45 (121)
Average Income - Other	\$108,115.47 (113)	\$112,054.7 (117)	\$122,292.36 (128)
Median Income - Other	\$107,045.17 (124)	\$110,460.96 (128)	\$124,810.83 (144)

Age

Average Age	39.98 (97)	42.17 (102)	42.59 (103)
Median Age	40.23 (100)	42.16 (104)	42.83 (106)
0-4	777 (5.7%) (107)	4,060 (5.5%) (102)	6,794 (5.2%) (96)
5-13	1,312 (9.7%) (95)	6,929 (9.4%) (92)	12,346 (9.4%) (93)
14-17	672 (5%) (94)	3,398 (4.6%) (87)	6,244 (4.8%) (90)
18-21	711 (5.2%) (95)	3,537 (4.8%) (87)	6,521 (5%) (90)
22-24	545 (4%) (96)	2,688 (3.6%) (87)	4,966 (3.8%) (90)
25-29	910 (6.7%) (114)	4,270 (5.8%) (98)	7,313 (5.6%) (95)
30-34	896 (6.6%) (103)	4,489 (6.1%) (94)	7,212 (5.5%) (86)

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	1 Mile			3 Mile			5 Mile		
35-39	891	(6.6%)	100	4,872	(6.6%)	100	8,063	(6.1%)	93
40-44	1,019	(7.5%)	117	5,115	(6.9%)	107	8,657	(6.6%)	102
45-49	925	(6.8%)	113	4,834	(6.5%)	109	8,559	(6.5%)	108
50-54	911	(6.7%)	114	4,817	(6.5%)	110	8,737	(6.7%)	112
55-59	1,004	(7.4%)	123	5,393	(7.3%)	121	9,662	(7.4%)	122
60-64	941	(6.9%)	109	5,356	(7.2%)	114	9,861	(7.5%)	118
65-69	761	(5.6%)	92	4,675	(6.3%)	103	8,523	(6.5%)	106
70-74	543	(4%)	74	3,477	(4.7%)	92	6,506	(5%)	97
75-79	321	(2.4%)	59	2,665	(3.6%)	90	4,908	(3.7%)	94
80-84	226	(1.7%)	66	1,810	(2.4%)	97	3,276	(2.5%)	99
85+	182	(1.3%)	65	1,630	(2.2%)	106	3,015	(2.3%)	111

Age - Male

Male Average Age	38.91		97	40.86		102	41.27		103
Male Median Age	38.29		100	40.98		107	41.53		109
0-4	398	(5.8%)	104	2,082	(5.7%)	102	3,486	(5.4%)	96
5-13	677	(9.9%)	94	3,566	(9.8%)	93	6,428	(10%)	94

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	1 Mile			3 Mile			5 Mile		
14-17	354	(5.2%)	95	1,730	(4.8%)	87	3,213	(5%)	91
18-21	384	(5.6%)	98	1,837	(5.1%)	88	3,381	(5.3%)	91
22-24	292	(4.3%)	97	1,418	(3.9%)	89	2,595	(4%)	92
25-29	459	(6.7%)	109	2,226	(6.1%)	100	3,818	(5.9%)	96
30-34	468	(6.9%)	104	2,273	(6.3%)	95	3,658	(5.7%)	86
35-39	460	(6.7%)	101	2,417	(6.6%)	99	3,970	(6.2%)	92
40-44	556	(8.2%)	126	2,581	(7.1%)	109	4,293	(6.7%)	103
45-49	466	(6.8%)	113	2,395	(6.6%)	109	4,215	(6.5%)	109
50-54	451	(6.6%)	112	2,368	(6.5%)	110	4,251	(6.6%)	112
55-59	501	(7.3%)	122	2,676	(7.4%)	122	4,760	(7.4%)	123
60-64	455	(6.7%)	107	2,592	(7.1%)	114	4,755	(7.4%)	118
65-69	361	(5.3%)	90	2,206	(6.1%)	103	4,040	(6.3%)	107
70-74	246	(3.6%)	75	1,615	(4.4%)	92	3,039	(4.7%)	98
75-79	144	(2.1%)	58	1,131	(3.1%)	85	2,109	(3.3%)	90
80-84	85	(1.2%)	57	698	(1.9%)	88	1,316	(2%)	93
85+	64	(0.9%)	62	554	(1.5%)	101	1,064	(1.7%)	109

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Audience Profile

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	41.06	43.43	43.85
Female Median Age	41.22	43.36	45.1
0-4	379 (5.6%)	1,978 (5.3%)	3,308 (5%)
5-13	635 (9.4%)	3,363 (8.9%)	5,918 (8.9%)
14-17	318 (4.7%)	1,668 (4.4%)	3,031 (4.5%)
18-21	327 (4.9%)	1,700 (4.5%)	3,140 (4.7%)
22-24	253 (3.8%)	1,270 (3.4%)	2,371 (3.6%)
25-29	451 (6.7%)	2,044 (5.4%)	3,495 (5.2%)
30-34	428 (6.4%)	2,216 (5.9%)	3,554 (5.3%)
35-39	431 (6.4%)	2,455 (6.5%)	4,093 (6.1%)
40-44	463 (6.9%)	2,534 (6.7%)	4,364 (6.5%)
45-49	459 (6.8%)	2,439 (6.5%)	4,344 (6.5%)
50-54	460 (6.8%)	2,449 (6.5%)	4,486 (6.7%)
55-59	503 (7.5%)	2,717 (7.2%)	4,902 (7.3%)
60-64	486 (7.2%)	2,764 (7.3%)	5,106 (7.6%)

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65-69	400	(5.9%)	94	2,469	(6.6%)	103	4,483	(6.7%)	106
70-74	297	(4.4%)	8	1,862	(4.9%)	91	3,467	(5.2%)	96
75-79	177	(2.6%)	61	1,534	(4.1%)	94	2,799	(4.2%)	97
80-84	141	(2.1%)	74	1,112	(3%)	104	1,960	(2.9%)	103
85+	118	(1.8%)	67	1,076	(2.9%)	109	1,951	(2.9%)	111

Employment by Occupation

Total Employees (16+ Years Old)	7,786			41,225			72,728		
Production & Transportation	1,693	(21.7%)	169	5,919	(14.4%)	111	7,681	(10.6%)	8
Professional Specialty	1,146	(14.7%)	60	9,925	(24.1%)	97	20,820	(28.6%)	116
Construction	871	(11.2%)	140	3,401	(8.2%)	103	4,458	(6.1%)	7
Managerial/Executive	842	(10.8%)	62	7,445	(18.1%)	104	16,600	(22.8%)	131
Office Admin	833	(10.7%)	101	4,220	(10.2%)	96	6,953	(9.6%)	90
Building Maintenance & Cleaning	695	(8.9%)	263	2,474	(6%)	177	2,971	(4.1%)	120
Sales	630	(8.1%)	87	3,462	(8.4%)	90	6,232	(8.6%)	92
Food Preparation & Serving	541	(6.9%)	136	1,551	(3.8%)	74	2,178	(3%)	59
Personal Care	365	(4.7%)	188	1,265	(3.1%)	123	2,200	(3%)	121

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	1 Mile			3 Mile			5 Mile		
Healthcare support	91	(1.2%)	36	752	(1.8%)	56	1,127	(1.5%)	47
Protective	55	(0.7%)	33	776	(1.9%)	87	1,473	(2%)	94
Farming, Fishing & Forestry	24	(<0.5%)	54	35	(<0.5%)	15	35	(<0.5%)	8

Employment by Industry

Total Employees (16+ Years Old)	7,786			41,225			72,728		
Educational Services	1,317	(16.9%)	72	8,399	(20.4%)	87	16,553	(22.8%)	97
Wholesale Retail	1,132	(14.5%)	111	5,297	(12.8%)	98	8,417	(11.6%)	88
Manufacturing	1,059	(13.6%)	137	5,350	(13%)	131	8,710	(12%)	121
Administrative/Waste Services	902	(11.6%)	277	2,971	(7.2%)	172	3,812	(5.2%)	125
Agriculture/Mining/Construction	772	(9.9%)	116	3,028	(7.3%)	86	4,282	(5.9%)	69
Financial, Insurance & Real Estate	615	(7.9%)	117	2,793	(6.8%)	100	5,978	(8.2%)	122
Entertainment Services	594	(7.6%)	88	2,742	(6.7%)	77	4,538	(6.2%)	72
Transportation	522	(6.7%)	115	2,608	(6.3%)	108	3,708	(5.1%)	87
Other Professional Services	384	(4.9%)	105	2,038	(4.9%)	105	3,373	(4.6%)	99
Professional Services	250	(3.2%)	40	3,843	(9.3%)	115	8,581	(11.8%)	146
Information	139	(1.8%)	96	910	(2.2%)	118	2,022	(2.8%)	149

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Public Administration	100	(1.3%)	27	1,192	(2.9%)	61	2,627	(3.6%)	74
Management Services				54	(<0.5%)	103	127	(<0.5%)	138

Language Spoken

Speak Spanish at Home	6,855	(53.7%)	379	24,303	(34.7%)	245	29,060	(23.4%)	165
Speak English at Home	5,086	(39.8%)	52	39,680	(56.7%)	73	81,128	(65.2%)	84
Speak Other Language at Home	829	(6.5%)	76	5,972	(8.5%)	101	14,181	(11.4%)	34

Ancestry

South American	3,178	(23.5%)	1717	11,108	(15%)	1099	13,331	(10.2%)	744
Other	1,904	(14.1%)	103	11,278	(15.2%)	112	20,429	(15.6%)	114
Mexican	1,558	(11.5%)	103	3,835	(5.2%)	47	4,665	(3.6%)	32
Central American	1,413	(10.4%)	585	4,025	(5.4%)	305	5,045	(3.8%)	216
Puerto Rican	1,395	(10.3%)	366	5,102	(6.9%)	245	6,610	(5%)	179
Other Hispanic	629	(4.6%)	437	1,792	(2.4%)	228	1,995	(1.5%)	143
Unclassified	589	(4.3%)	30	5,330	(7.2%)	49	11,364	(8.7%)	59
Italian	399	(2.9%)	110	5,528	(7.5%)	279	11,427	(8.7%)	326
Scottish/Irish	337	(2.5%)	42	4,317	(5.8%)	98	10,026	(7.6%)	128

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	1 Mile		3 Mile		5 Mile	
German	245	(1.8%)	3,074	(4.2%)	6,725	(5.1%)
Polish	153	(1.1%)	1,572	(2.1%)	3,496	(2.7%)
Other European (e.g. Greek/Russian)	138	(1%)	2,505	(3.4%)	5,900	(4.5%)
Cuban	129	(1%)	536	(0.7%)	989	(0.8%)
South Central Asian (e.g. Indian)	127	(0.9%)	2,495	(3.4%)	5,941	(4.5%)
Dominican	124	(0.9%)	1,661	(2.2%)	1,887	(1.4%)
British	103	(0.8%)	1,736	(2.3%)	4,116	(3.1%)
American	103	(0.8%)	1,006	(1.4%)	2,102	(1.6%)
Chinese	79	(0.6%)	1,098	(1.5%)	3,212	(2.4%)
Korean	64	(<0.5%)	304	(<0.5%)	605	(<0.5%)
Native American (Indian/Eskimo)	48	(<0.5%)	126	(<0.5%)	168	(<0.5%)
Scandinavian	45	(<0.5%)	800	(1.1%)	1,518	(1.2%)
Other Asian	38	(<0.5%)	168	(<0.5%)	454	(<0.5%)
Middle Eastern	28	(<0.5%)	328	(<0.5%)	933	(0.7%)
South East Asian (e.g. Vietnamese)	27	(<0.5%)	229	(<0.5%)	371	(<0.5%)
Dutch	21	(<0.5%)	259	(<0.5%)	696	(0.5%)

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
French	11	(<0.5%)	297	(<0.5%)	723	(0.6%)
Japanese	1	(<0.5%)	88	(<0.5%)	203	(<0.5%)
Hawaiian/Pacific Islander			6	(<0.5%)	20	(<0.5%)

Education (Age 25+)

Total Educated Population	9,530		53,403		94,292	
Elementary (0 to 8 Years)	698	(7.3%)	2,742	(5.1%)	3,464	(3.7%)
Some High School (9 to 11 Years)	1,084	(11.4%)	2,666	(5%)	3,342	(3.5%)
High School Graduate (12 Years)	3,210	(33.7%)	13,291	(24.9%)	19,290	(20.5%)
Some College (13 to 16 Years)	1,843	(19.3%)	9,173	(17.2%)	13,510	(14.3%)
Associates Degree Only	431	(4.5%)	3,760	(7%)	6,511	(6.9%)
Bachelor's Degree Only	1,474	(15.5%)	13,914	(26.1%)	28,774	(30.5%)
Graduate Degree	790	(8.3%)	7,857	(14.7%)	19,401	(20.6%)

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	4,297	26,961	47,734
One Person Households	797 (18.5%)	6,517 (24.2%)	10,921 (22.9%)
Married Couple	2,457 (57.2%)	14,976 (55.5%)	28,196 (59.1%)
Male Householder	279 (6.5%)	1,176 (4.4%)	1,910 (4%)
Female Householder	583 (13.6%)	2,839 (10.5%)	4,293 (9%)
Non Family Households	181 (4.2%)	1,453 (5.4%)	2,414 (5.1%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,297	26,961	47,734
1 Person Household	797 (18.5%)	6,517 (24.2%)	10,921 (22.9%)
2 Person Household	1,100 (25.6%)	7,803 (28.9%)	14,210 (29.8%)
3 Person Household	854 (19.9%)	4,852 (18%)	8,775 (18.4%)
4 Person Household	830 (19.3%)	4,603 (17.1%)	8,565 (17.9%)
5 Person Household	410 (9.5%)	1,971 (7.3%)	3,406 (7.1%)
6 Person Household	175 (4.1%)	725 (2.7%)	1,166 (2.4%)
7+ Person Household	131 (3%)	490 (1.8%)	691 (1.4%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	4,460	27,845	49,436
Owner Occupied Housing	2,543	17,798	34,777
Renter Occupied Housing	1,754	9,163	12,957
Vacant Housing	163	884	1,702

Housing Rent

Average Rent	\$2,001.36	129	\$1,863.55	121	\$2,018.25	131
Median Rent	\$2,044.63	145	\$1,816.98	129	\$1,923.7	136
Total Cash Rents Housing	1,723	8,938	12,655			
<\$300	65 (3.8%)	155 (1.7%)	208 (1.6%)			
\$300-\$500	34 (2%)	123 (1.4%)	185 (1.5%)			
\$500-\$750	20 (1.2%)	181 (2%)	238 (1.9%)			
\$750-\$1000	16 (0.9%)	249 (2.8%)	324 (2.6%)			
\$1000-\$1500	211 (12.2%)	1,681 (18.8%)	1,999 (15.8%)			
\$1500-\$2000	469 (27.2%)	3,281 (36.7%)	3,981 (31.5%)			
\$2000-\$2500	521 (30.2%)	1,879 (21%)	2,635 (20.8%)			

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				
\$2500-\$3000	273	(15.8%)	274	877	(9.8%)	170	1,568	(12.4%)	214
\$3000-\$3500	73	(4.2%)	138	299	(3.3%)	109	783	(6.2%)	202
>\$3500	41	(2.4%)	65	213	(2.4%)	65	734	(5.8%)	158

Value of Owner-Occupied Housing Units

Average House Value	\$574,959.34	107	\$668,155.6	124	\$770,266.16	143			
Median House Value	\$559,041.03	143	\$621,303.9	159	\$700,103.33	179			
Owner Occupied Housing	2,543		17,798		34,777				
<\$100K	48	(1.9%)	23	390	(2.2%)	27	575	(1.7%)	20
\$100K - \$200K	17	(0.7%)	5	117	(0.7%)	5	201	(0.6%)	4
\$200K - \$300K	154	(6.1%)	39	662	(3.7%)	24	1,000	(2.9%)	18
\$300K - \$400K	309	(12.2%)	84	1,512	(8.5%)	58	2,224	(6.4%)	44
\$400K - \$500K	496	(19.5%)	168	2,854	(16%)	138	4,287	(12.3%)	106
\$500K - \$1000K	1,333	(52.4%)	205	9,895	(55.6%)	217	18,970	(54.5%)	213
>\$1000K	186	(7.3%)	63	2,368	(13.3%)	115	7,520	(21.6%)	186

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



Benchmark: Nationwide



Poverty

Households in Poverty	600	(14%)	110	2,319	(8.6%)	68	3,009	(6.3%)	50
Households Above Poverty	3,697	(86%)	98	24,642	(91.4%)	105	44,725	(93.7%)	107
Households in Poverty (Married)	148	(3.4%)	158	763	(2.8%)	130	827	(1.7%)	8
Households in Poverty (Male Householder)				53	(<0.5%)	31	53	(<0.5%)	17
Households in Poverty (Female Householder)	198	(4.6%)	156	533	(2%)	67	710	(1.5%)	50
Households in Poverty (Non-Family)	247	(5.7%)	92	922	(3.4%)	55	1,344	(2.8%)	45
Households in Poverty (Non-Family Student)	7	(<0.5%)	26	48	(<0.5%)	29	75	(<0.5%)	25

Wealth per Household

Household Average Wealth	\$231,399.23	95	\$256,565.13	106	\$272,527.5	112			
Household Median Wealth	\$74,322.31	91	\$91,784.1	112	\$104,885.64	128			
<\$0K	766	(17.8%)	103	4,449	(16.5%)	95	7,475	(15.7%)	90
\$0K - \$5K	392	(9.1%)	108	2,116	(7.8%)	93	3,369	(7.1%)	83
\$5K - \$10K	201	(4.7%)	103	1,151	(4.3%)	94	1,893	(4%)	88
\$10K - \$25K	277	(6.4%)	102	1,651	(6.1%)	97	2,809	(5.9%)	93
\$25K - \$50K	297	(6.9%)	101	1,817	(6.7%)	99	3,180	(6.7%)	98

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	443	(10.3%)	2,748	(10.2%)	4,849	(10.2%)
\$100K - \$250K	770	(17.9%)	4,969	(18.4%)	8,965	(18.8%)
\$250K - \$500K	549	(12.8%)	3,727	(13.8%)	6,894	(14.4%)
>\$500K	602	(14%)	4,333	(16.1%)	8,300	(17.4%)

Vehicles per Household

Total Number of Vehicles	7,971		49,267		91,515	
Average Number of Vehicles	1.86		1.83		1.92	
No Vehicles	457	(10.6%)	1,695	(6.3%)	2,251	(4.7%)
1 Vehicle	1,280	(29.8%)	9,290	(34.5%)	14,700	(30.8%)
2 Vehicles	1,549	(36%)	10,518	(39%)	20,333	(42.6%)
3 or more Vehicles	1,011	(23.5%)	5,458	(20.2%)	10,450	(21.9%)

Population Change

Births	152		761		1,290
Deaths	82		575		1,029
Migration	-94		-156		-316

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	214	2,152	4,197
Total Employees	2,500	25,109	55,982

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