



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	4,277		82,622		201,206	
Households	1,836		29,742		71,959	
Persons per Household	2.3	90	2.74	107	2.76	108
Household Median Income	\$119,511.41	137	\$93,437.26	107	\$89,450.13	103
Household Median Disposable Income	\$100,099.2	134	\$78,767.59	105	\$75,665.39	101
Household Median Discretionary Income	\$80,514.6	139	\$54,792.53	95	\$51,829.08	89
Average Income Per Person	\$60,185.69	128	\$43,146.13	92	\$41,930.31	89
Median Rent	\$1,315.1	93	\$1,582.26	112	\$1,592	113
Median House Value	\$572,736.03	146	\$597,726.28	153	\$582,807.12	149
Households in Poverty	71 (3.9%)	31	3,255 (10.9%)	87	9,614 (13.4%)	106
Household Median Wealth	\$94,679.96	116	\$74,563.79	91	\$71,383.84	87
Average Age	44.67	108	41.38	100	40.69	99
Median Age	45.4	112	40.51	100	38.84	96
Households with Children	313 (17%)	64	8,606 (28.9%)	108	21,559 (30%)	112
High School Graduate or Higher	3,169 (97.3%)	109	49,252 (84.4%)	94	117,242 (83.3%)	93

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	1,286 (39.5%)	15,906 (27.2%)	38,822 (27.6%)
Pop density (per sq mi)	1,398	3,060	2,842
Area (based on blockgroups)	3	27	71

Population

Population 2025 Q4	4,277	82,622	201,206
Population 2025 Q3	4,289	82,679	201,265
Population 2025 Q2	4,274	82,494	201,179
Population 2025 Q1	4,275	82,317	200,825
Population 2024 Q4	4,281	82,317	200,578
Population 2024 Q3	4,291	82,301	200,321
Population 2024 Q2	4,296	81,974	199,891
Population 2024 Q1	4,157	81,156	198,194
Population 2023 Q4	4,122	80,655	196,896
Population 5 Years Forecast	4,481	84,655	209,079
Population 10 Years Forecast	4,618	85,879	213,879
Persons per Household	2.3 (90)	2.74 (107)	2.76 (108)

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	53	(1.2%)	1,147	(1.4%)	2,813	(1.4%)
Transient Population - Average Last 4 Quarters			273	(<0.5%)	1,726	(0.9%)

Households

Households 2025 Q4	1,836	29,742	71,959
Households 2025 Q3	1,837	29,743	71,935
Households 2025 Q2	1,830	29,662	71,882
Households 2025 Q1	1,831	29,575	71,719
Households 2024 Q4	1,834	29,578	71,622
Households 2024 Q3	1,839	29,575	71,511
Households 2024 Q2	1,840	29,436	71,337
Households 2024 Q1	1,785	29,194	70,808
Households 2023 Q4	1,769	28,966	70,223
Households 5 Years Forecast	1,921	30,573	75,289
Households 10 Years Forecast	1,979	31,082	77,342

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Gender

Male	2,030	(47.5%)	97	39,771	(48.1%)	98	97,363	(48.4%)	99
Female	2,247	(52.5%)	103	42,851	(51.9%)	102	103,843	(51.6%)	101

Ethnicity

White	2,897	(67.7%)	117	37,888	(45.9%)	81	83,971	(41.7%)	72
Hispanic (Ethnic)	964	(22.5%)	115	38,101	(46.1%)	236	100,216	(49.8%)	254
Asian	220	(5.1%)	89	2,130	(2.6%)	45	6,474	(3.2%)	56
Other	117	(2.7%)	53	2,063	(2.5%)	48	5,308	(2.6%)	51
Black	79	(1.8%)	16	2,440	(3%)	25	5,237	(2.6%)	22

Household by Ethnicity

White	1,007	(54.8%)	89	13,647	(45.9%)	74	30,966	(43%)	70
Hispanic (Ethnic)	658	(35.8%)	236	12,832	(43.1%)	284	32,924	(45.8%)	301
Other	117	(6.4%)	84	1,755	(5.9%)	71	4,329	(6%)	71
Asian	35	(1.9%)	41	754	(2.5%)	55	1,933	(2.7%)	58
Black	19	(1%)	9	754	(2.5%)	23	1,807	(2.5%)	23

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	\$139,166.4	114	\$118,829.56	98	\$116,301.52	96
Average Income Per Person	\$60,185.69	128	\$43,146.13	92	\$41,930.31	89
Household Median Income	\$119,511.41	137	\$93,437.26	107	\$89,450.13	103
<\$15K	65 (3.5%)	49	2,034 (6.8%)	95	5,070 (7%)	97
\$15K - \$25K	56 (3.1%)	52	1,802 (6.1%)	103	4,668 (6.5%)	110
\$25K - \$35K	32 (1.7%)	28	1,714 (5.8%)	94	4,197 (5.8%)	95
\$35K - \$50K	97 (5.3%)	56	2,096 (7%)	75	5,898 (8.2%)	87
\$50K - \$75K	197 (10.7%)	72	4,471 (15%)	100	10,622 (14.8%)	99
\$75K - \$100K	279 (15.2%)	121	3,598 (12.1%)	96	9,084 (12.6%)	100
\$100K - \$150K	440 (24%)	132	5,692 (19.1%)	105	13,371 (18.6%)	102
\$150K - \$175K	181 (9.9%)	156	2,279 (7.7%)	122	5,097 (7.1%)	112
\$175K - \$200K	168 (9.2%)	183	1,774 (6%)	120	3,984 (5.5%)	111
\$200K - \$250K	180 (9.8%)	122	2,401 (8.1%)	100	5,587 (7.8%)	96
\$250K - \$500K	77 (4.2%)	121	1,026 (3.4%)	100	2,392 (3.3%)	96
>\$500K	64 (3.5%)	121	855 (2.9%)	100	1,989 (2.8%)	96

Disposable Households Income

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



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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$111,100.86	123	\$92,859.16	103	\$90,351.74	100
Household Median Disposable Income	\$100,099.2	134	\$78,767.59	105	\$75,665.39	101
<\$15K	73 (4%)	50	2,443 (8.2%)	104	6,240 (8.7%)	110
\$15K - \$25K	55 (3%)	44	1,879 (6.3%)	92	4,738 (6.6%)	96
\$25K - \$35K	42 (2.3%)	32	1,915 (6.4%)	90	4,854 (6.7%)	94
\$35K - \$50K	114 (6.2%)	55	3,010 (10.1%)	90	7,683 (10.7%)	95
\$50K - \$75K	293 (16%)	95	4,905 (16.5%)	98	12,134 (16.9%)	100
\$75K - \$100K	340 (18.5%)	129	4,318 (14.5%)	101	10,501 (14.6%)	102
\$100K - \$150K	498 (27.1%)	144	6,183 (20.8%)	110	14,151 (19.7%)	104
\$150K - \$175K	148 (8.1%)	157	1,577 (5.3%)	103	3,518 (4.9%)	95
\$175K - \$200K	89 (4.8%)	141	1,077 (3.6%)	106	2,483 (3.5%)	101
\$200K - \$250K	74 (4%)	122	979 (3.3%)	99	2,275 (3.2%)	95
\$250K - \$500K	102 (5.6%)	122	1,335 (4.5%)	99	3,103 (4.3%)	95
>\$500K	8 (<0.5%)	110	121 (<0.5%)	102	279 (<0.5%)	98

Discretionary Households Income

Household Average Discretionary Income	\$89,182.5	130	\$65,232.34	95	\$63,202.36	92
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Jan 1 - Dec 31, 2025

Benchmark: Nationwide

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Household Median Discretionary Income	\$80,514.6	139	\$54,792.53	95	\$51,829.08	89
<\$10K	47 (2.6%)	33	2,926 (9.8%)	127	7,798 (10.8%)	140
\$10K - \$20K	74 (4%)	44	2,715 (9.1%)	100	7,559 (10.5%)	115
\$20K - \$30K	52 (2.8%)	30	3,035 (10.2%)	108	6,898 (9.6%)	102
\$30K - \$40K	99 (5.4%)	59	2,626 (8.8%)	97	6,610 (9.2%)	100
\$40K - \$50K	113 (6.2%)	73	2,362 (7.9%)	94	5,970 (8.3%)	98
\$50K - \$75K	458 (24.9%)	142	5,195 (17.5%)	99	12,683 (17.6%)	100
\$75K - \$100K	262 (14.3%)	115	3,758 (12.6%)	102	8,379 (11.6%)	94
\$100K - \$125K	308 (16.8%)	197	2,869 (9.6%)	114	6,009 (8.4%)	98
\$125K - \$150K	156 (8.5%)	131	2,146 (7.2%)	111	4,757 (6.6%)	102
>\$150K	267 (14.5%)	144	2,110 (7.1%)	70	5,296 (7.4%)	73

Households Income by Ethnicity

Average Income - White	\$117,240.08	114	\$112,378.83	110	\$113,507.98	111
Median Income - White	\$125,504.01	133	\$111,422.1	118	\$111,689.82	118
Average Income - Black	\$104,138.26	140	\$110,884.45	149	\$117,712.57	158
Median Income - Black	\$109,721.83	182	\$110,848.62	184	\$122,455.81	204

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$165,127.37 (36)	\$108,339.22 (90)	\$120,837.81 (100)
Median Income - Asian	\$223,913.04 (178)	\$112,623.26 (89)	\$119,900.52 (95)
Average Income - Hispanic	\$120,753.2 (39)	\$86,625.58 (100)	\$81,251.5 (94)
Median Income - Hispanic	\$115,668.39 (154)	\$73,267.5 (98)	\$68,346.43 (91)
Average Income - Other	\$125,381.75 (31)	\$113,165.31 (118)	\$106,659.39 (111)
Median Income - Other	\$118,451.64 (37)	\$108,686.1 (126)	\$98,938.77 (114)

Age

Average Age	44.67 (108)	41.38 (100)	40.69 (99)
Median Age	45.4 (112)	40.51 (100)	38.84 (96)
0-4	225 (5.3%) (98)	4,214 (5.1%) (95)	10,268 (5.1%) (95)
5-13	377 (8.8%) (87)	8,436 (10.2%) (101)	21,008 (10.4%) (103)
14-17	143 (3.3%) (63)	4,148 (5%) (95)	10,393 (5.2%) (98)
18-21	151 (3.5%) (64)	4,254 (5.1%) (93)	10,695 (5.3%) (96)
22-24	123 (2.9%) (69)	3,195 (3.9%) (92)	8,068 (4%) (96)
25-29	198 (4.6%) (7)	5,352 (6.5%) (110)	13,235 (6.6%) (112)
30-34	283 (6.6%) (103)	5,545 (6.7%) (104)	13,769 (6.8%) (106)

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	1 Mile		3 Mile		5 Mile				
35-39	318	(7.4%)	113	5,511	(6.7%)	101	13,711	(6.8%)	103
40-44	296	(6.9%)	107	5,116	(6.2%)	96	12,767	(6.3%)	99
45-49	247	(5.8%)	96	4,913	(5.9%)	99	12,057	(6%)	100
50-54	267	(6.2%)	105	4,976	(6%)	102	12,124	(6%)	102
55-59	311	(7.3%)	120	5,416	(6.6%)	108	13,198	(6.6%)	109
60-64	347	(8.1%)	128	5,458	(6.6%)	104	13,344	(6.6%)	104
65-69	340	(7.9%)	130	5,174	(6.3%)	102	12,226	(6.1%)	99
70-74	216	(5.1%)	98	4,070	(4.9%)	96	9,551	(4.7%)	93
75-79	174	(4.1%)	102	3,020	(3.7%)	92	6,877	(3.4%)	86
80-84	140	(3.3%)	130	1,953	(2.4%)	94	4,220	(2.1%)	83
85+	121	(2.8%)	136	1,871	(2.3%)	109	3,695	(1.8%)	88

Age - Male

Male Average Age	43.46		108	39.79		99	39.25		98
Male Median Age	43.48		114	37.72		99	37.23		97
0-4	116	(5.7%)	102	2,169	(5.5%)	97	5,279	(5.4%)	97
5-13	186	(9.2%)	87	4,378	(11%)	104	10,793	(11.1%)	105

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14-17	70	(3.4%)	63	2,157	(5.4%)	99	5,326	(5.5%)	100
18-21	77	(3.8%)	66	2,202	(5.5%)	96	5,529	(5.7%)	99
22-24	66	(3.3%)	74	1,659	(4.2%)	95	4,218	(4.3%)	98
25-29	106	(5.2%)	85	2,754	(6.9%)	113	6,883	(7.1%)	115
30-34	133	(6.6%)	99	2,743	(6.9%)	105	6,881	(7.1%)	107
35-39	148	(7.3%)	109	2,681	(6.7%)	101	6,754	(6.9%)	104
40-44	130	(6.4%)	99	2,363	(5.9%)	92	6,077	(6.2%)	96
45-49	115	(5.7%)	94	2,262	(5.7%)	94	5,553	(5.7%)	95
50-54	130	(6.4%)	108	2,310	(5.8%)	98	5,665	(5.8%)	98
55-59	145	(7.1%)	119	2,547	(6.4%)	107	6,188	(6.4%)	106
60-64	175	(8.6%)	138	2,596	(6.5%)	105	6,270	(6.4%)	103
65-69	160	(7.9%)	134	2,441	(6.1%)	105	5,718	(5.9%)	100
70-74	103	(5.1%)	105	1,836	(4.6%)	96	4,322	(4.4%)	92
75-79	81	(4%)	109	1,318	(3.3%)	91	2,995	(3.1%)	84
80-84	52	(2.6%)	117	770	(1.9%)	88	1,695	(1.7%)	8
85+	37	(1.8%)	120	585	(1.5%)	97	1,217	(1.2%)	83

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	45.76	42.86	42.04
Female Median Age	46.26	42.2	41.46
0-4	109 (4.9%)	2,045 (4.8%)	4,989 (4.8%)
5-13	191 (8.5%)	4,058 (9.5%)	10,215 (9.8%)
14-17	73 (3.2%)	1,991 (4.6%)	5,067 (4.9%)
18-21	74 (3.3%)	2,052 (4.8%)	5,166 (5%)
22-24	57 (2.5%)	1,536 (3.6%)	3,850 (3.7%)
25-29	92 (4.1%)	2,598 (6.1%)	6,352 (6.1%)
30-34	150 (6.7%)	2,802 (6.5%)	6,888 (6.6%)
35-39	170 (7.6%)	2,830 (6.6%)	6,957 (6.7%)
40-44	166 (7.4%)	2,753 (6.4%)	6,690 (6.4%)
45-49	132 (5.9%)	2,651 (6.2%)	6,504 (6.3%)
50-54	137 (6.1%)	2,666 (6.2%)	6,459 (6.2%)
55-59	166 (7.4%)	2,869 (6.7%)	7,010 (6.8%)
60-64	172 (7.7%)	2,862 (6.7%)	7,074 (6.8%)

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65-69	180	(8%)	126	2,733	(6.4%)	100	6,508	(6.3%)	99
70-74	113	(5%)	93	2,234	(5.2%)	96	5,229	(5%)	93
75-79	93	(4.1%)	96	1,702	(4%)	92	3,882	(3.7%)	87
80-84	88	(3.9%)	138	1,183	(2.8%)	97	2,525	(2.4%)	85
85+	84	(3.7%)	142	1,286	(3%)	114	2,478	(2.4%)	91

Employment by Occupation

Total Employees (16+ Years Old)	2,302			43,837			107,302		
Professional Specialty	760	(33%)	133	9,366	(21.4%)	86	22,692	(21.1%)	85
Managerial/Executive	376	(16.3%)	94	5,129	(11.7%)	67	13,309	(12.4%)	71
Building Maintenance & Cleaning	282	(12.3%)	361	2,164	(4.9%)	145	5,190	(4.8%)	143
Office Admin	260	(11.3%)	106	5,264	(12%)	113	11,644	(10.9%)	102
Production & Transportation	218	(9.5%)	73	7,470	(17%)	132	19,943	(18.6%)	144
Construction	157	(6.8%)	85	3,725	(8.5%)	106	8,086	(7.5%)	94
Sales	130	(5.6%)	60	3,850	(8.8%)	94	9,870	(9.2%)	98
Healthcare support	43	(1.9%)	57	2,165	(4.9%)	151	5,112	(4.8%)	145
Food Preparation & Serving	33	(1.4%)	28	2,569	(5.9%)	115	6,060	(5.6%)	111

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Protective	24	(1%)	48	988	(2.3%)	104	2,202	(2.1%)	95
Personal Care	19	(0.8%)	33	1,105	(2.5%)	101	3,105	(2.9%)	116
Farming, Fishing & Forestry				42	(<0.5%)	17	89	(<0.5%)	14

Employment by Industry

	1 Mile		3 Mile		5 Mile				
Total Employees (16+ Years Old)	2,302			43,837			107,302		
Wholesale Retail	421	(18.3%)	139	6,140	(14%)	106	13,851	(12.9%)	98
Manufacturing	388	(16.9%)	170	6,542	(14.9%)	150	16,598	(15.5%)	156
Educational Services	368	(16%)	68	10,075	(23%)	98	24,773	(23.1%)	99
Professional Services	295	(12.8%)	159	2,936	(6.7%)	83	7,184	(6.7%)	83
Administrative/Waste Services	273	(11.9%)	284	2,625	(6%)	143	6,601	(6.2%)	147
Financial, Insurance & Real Estate	185	(8%)	119	2,324	(5.3%)	71	5,749	(5.4%)	71
Agriculture/Mining/Construction	96	(4.2%)	49	3,040	(6.9%)	81	6,452	(6%)	71
Public Administration	65	(2.8%)	59	1,727	(3.9%)	83	4,011	(3.7%)	71
Other Professional Services	57	(2.5%)	53	1,607	(3.7%)	71	4,505	(4.2%)	89
Transportation	57	(2.5%)	42	2,590	(5.9%)	101	7,186	(6.7%)	114
Entertainment Services	56	(2.4%)	28	3,554	(8.1%)	93	8,660	(8.1%)	93

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Information	41	(1.8%)	95	572	(1.3%)	70	1,567	(1.5%)	7
Management Services				105	(<0.5%)	189	165	(<0.5%)	121

Language Spoken

Speak English at Home	2,753	(67.9%)	88	39,797	(50.8%)	66	93,177	(48.8%)	63
Speak Spanish at Home	1,028	(25.4%)	179	32,831	(41.9%)	295	83,350	(43.7%)	308
Speak Other Language at Home	271	(6.7%)	76	5,780	(7.4%)	87	14,411	(7.5%)	89

Ancestry

Other	711	(16.6%)	122	10,719	(13%)	95	24,120	(12%)	88
Dominican	547	(12.8%)	1910	23,167	(28%)	4187	57,987	(28.8%)	4304
Unclassified	543	(12.7%)	86	7,028	(8.5%)	58	16,175	(8%)	55
Scottish/Irish	443	(10.4%)	173	5,348	(6.5%)	108	12,373	(6.1%)	103
Italian	258	(6%)	226	4,671	(5.7%)	211	10,088	(5%)	188
British	253	(5.9%)	113	2,436	(2.9%)	57	5,634	(2.8%)	54
Other Hispanic	218	(5.1%)	479	2,097	(2.5%)	239	5,549	(2.8%)	259
South Central Asian (e.g. Indian)	169	(4%)	250	1,004	(1.2%)	7	2,305	(1.1%)	73
French	159	(3.7%)	350	2,145	(2.6%)	244	4,835	(2.4%)	226

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	1 Mile		3 Mile		5 Mile				
Middle Eastern	123	(2.9%)	516	1,627	(2%)	353	2,675	(1.3%)	239
American	119	(2.8%)	70	984	(1.2%)	30	2,277	(1.1%)	28
German	100	(2.3%)	33	1,109	(1.3%)	19	2,091	(1%)	15
Puerto Rican	79	(1.8%)	66	7,961	(9.6%)	342	23,890	(11.9%)	422
Polish	69	(1.6%)	118	820	(1%)	72	1,942	(1%)	70
Other European (e.g. Greek/Russian)	65	(1.5%)	55	1,074	(1.3%)	47	2,682	(1.3%)	48
Mexican	57	(1.3%)	12	677	(0.8%)	7	1,731	(0.9%)	8
Scandinavian	45	(1.1%)	61	310	(<0.5%)	22	731	(<0.5%)	21
Central American	43	(1%)	56	3,253	(3.9%)	221	7,911	(3.9%)	221
South East Asian (e.g. Vietnamese)	15	(<0.5%)	74	301	(<0.5%)	77	1,028	(0.5%)	108
South American	14	(<0.5%)	24	623	(0.8%)	55	2,522	(1.3%)	92
Dutch	11	(<0.5%)	49	51	(<0.5%)	12	153	(<0.5%)	14
Other Asian	7	(<0.5%)	46	130	(<0.5%)	44	249	(<0.5%)	35
Cuban	6	(<0.5%)	18	323	(<0.5%)	51	626	(<0.5%)	41
Japanese	3	(<0.5%)	31	11	(<0.5%)	6	85	(<0.5%)	19
Korean	2	(<0.5%)	11	179	(<0.5%)	49	420	(<0.5%)	47

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Native American (Indian/Eskimo)	2	(<0.5%)	72	(<0.5%)	208	(<0.5%)
Chinese			221	(<0.5%)	964	(<0.5%)
Hawaiian/Pacific Islander			10	(<0.5%)	30	(<0.5%)

Education (Age 25+)

Total Educated Population	3,258		58,375		140,774	
Elementary (0 to 8 Years)	30	(0.9%)	5,311	(9.1%)	12,878	(9.1%)
Some High School (9 to 11 Years)	59	(1.8%)	3,812	(6.5%)	10,654	(7.6%)
High School Graduate (12 Years)	1,023	(31.4%)	18,280	(31.3%)	44,633	(31.7%)
Some College (13 to 16 Years)	618	(19%)	11,175	(19.1%)	24,614	(17.5%)
Associates Degree Only	242	(7.4%)	3,891	(6.7%)	9,173	(6.5%)
Bachelor's Degree Only	696	(21.4%)	10,551	(18.1%)	25,042	(17.8%)
Graduate Degree	590	(18.1%)	5,355	(9.2%)	13,780	(9.8%)

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	1,836	29,742	71,959
One Person Households	589 (32.1%)	7,766 (26.1%)	18,256 (25.4%)
Married Couple	915 (49.8%)	13,032 (43.8%)	30,246 (42%)
Male Householder	30 (1.6%)	1,948 (6.5%)	4,862 (6.8%)
Female Householder	85 (4.6%)	5,353 (18%)	14,234 (19.8%)
Non Family Households	217 (11.8%)	1,643 (5.5%)	4,361 (6.1%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	1,836	29,742	71,959
1 Person Household	589 (32.1%)	7,766 (26.1%)	18,256 (25.4%)
2 Person Household	631 (34.4%)	8,289 (27.9%)	20,288 (28.2%)
3 Person Household	270 (14.7%)	5,181 (17.4%)	12,635 (17.6%)
4 Person Household	214 (11.7%)	4,560 (15.3%)	11,176 (15.5%)
5 Person Household	82 (4.5%)	2,340 (7.9%)	5,658 (7.9%)
6 Person Household	30 (1.6%)	1,043 (3.5%)	2,463 (3.4%)
7+ Person Household	20 (1.1%)	563 (1.9%)	1,483 (2.1%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	1,870	30,889	74,948
Owner Occupied Housing	1,234	17,833	41,089
Renter Occupied Housing	602	11,909	30,870
Vacant Housing	34	1,147	2,989

Housing Rent

Average Rent	\$1,337.09	86	\$1,533.89	99	\$1,542.11	100
Median Rent	\$1,315.1	93	\$1,582.26	112	\$1,592	113
Total Cash Rents Housing	575	11,623	29,791			
<\$300	51 (8.9%)	317	677 (5.8%)	208	2,022 (6.8%)	243
\$300-\$500	2 (<0.5%)	9	691 (5.9%)	154	1,704 (5.7%)	148
\$500-\$750			579 (5%)	57	1,440 (4.8%)	56
\$750-\$1000	7 (1.2%)	9	633 (5.4%)	42	1,831 (6.1%)	47
\$1000-\$1500	361 (62.8%)	239	2,643 (22.7%)	86	6,316 (21.2%)	8
\$1500-\$2000	110 (19.1%)	91	3,577 (30.8%)	146	8,601 (28.9%)	137
\$2000-\$2500	25 (4.3%)	37	1,900 (16.3%)	139	5,301 (17.8%)	151

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	15	(2.6%)	45	681	(5.9%)	101	1,816	(6.1%)	105
\$3000-\$3500	4	(0.7%)	23	168	(1.4%)	47	528	(1.8%)	58
>\$3500				74	(0.6%)	17	232	(0.8%)	21

Value of Owner-Occupied Housing Units

Average House Value	\$589,037.73	110	\$615,082.59	115	\$607,049.44	113			
Median House Value	\$572,736.03	146	\$597,726.28	153	\$582,807.12	149			
Owner Occupied Housing	1,234		17,833		41,089				
<\$100K	28	(2.3%)	28	382	(2.1%)	26	1,083	(2.6%)	32
\$100K - \$200K				341	(1.9%)	15	927	(2.3%)	18
\$200K - \$300K	40	(3.2%)	21	1,007	(5.6%)	36	2,595	(6.3%)	40
\$300K - \$400K	163	(13.2%)	91	1,601	(9%)	62	4,384	(10.7%)	73
\$400K - \$500K	235	(19%)	164	2,925	(16.4%)	142	6,756	(16.4%)	142
\$500K - \$1000K	700	(56.7%)	222	10,478	(58.8%)	230	22,456	(54.7%)	214
>\$1000K	68	(5.5%)	48	1,099	(6.2%)	53	2,888	(7%)	61

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

Households in Poverty	71	(3.9%)	31	3,255	(10.9%)	87	9,614	(13.4%)	106
Households Above Poverty	1,765	(96.1%)	110	26,487	(89.1%)	102	62,345	(86.6%)	99
Households in Poverty (Married)				538	(1.8%)	83	1,304	(1.8%)	83
Households in Poverty (Male Householder)				90	(<0.5%)	48	554	(0.8%)	121
Households in Poverty (Female Householder)				860	(2.9%)	98	2,638	(3.7%)	124
Households in Poverty (Non-Family)	67	(3.6%)	58	1,669	(5.6%)	90	4,854	(6.7%)	108
Households in Poverty (Non-Family Student)	4	(<0.5%)	35	98	(<0.5%)	53	264	(<0.5%)	59

Wealth per Household

Household Average Wealth	\$260,284.59		107	\$232,787.22		96	\$229,204.76		95
Household Median Wealth	\$94,679.96		116	\$74,563.79		91	\$71,383.84		87
<\$0K	299	(16.3%)	94	5,316	(17.9%)	103	13,078	(18.2%)	105
\$0K - \$5K	138	(7.5%)	89	2,697	(9.1%)	107	6,679	(9.3%)	109
\$5K - \$10K	77	(4.2%)	93	1,406	(4.7%)	104	3,464	(4.8%)	106
\$10K - \$25K	112	(6.1%)	96	1,919	(6.5%)	102	4,686	(6.5%)	103
\$25K - \$50K	124	(6.8%)	99	2,039	(6.9%)	101	4,935	(6.9%)	101

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	188	(10.2%)	3,041	(10.2%)	7,336	(10.2%)
\$100K - \$250K	340	(18.5%)	5,298	(17.8%)	12,688	(17.6%)
\$250K - \$500K	258	(14.1%)	3,816	(12.8%)	9,088	(12.6%)
>\$500K	300	(16.3%)	4,210	(14.2%)	10,005	(13.9%)

Vehicles per Household

Total Number of Vehicles	3,296		51,606		118,139	
Average Number of Vehicles	1.8		1.74		1.64	
No Vehicles	17	(0.9%)	3,120	(10.5%)	9,064	(12.6%)
1 Vehicle	797	(43.4%)	10,317	(34.7%)	25,703	(35.7%)
2 Vehicles	625	(34%)	10,188	(34.3%)	24,265	(33.7%)
3 or more Vehicles	397	(21.6%)	6,117	(20.6%)	12,927	(18%)

Population Change

Births	35		792		1,976	
Deaths	45		671		1,518	
Migration	13		242		294	

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	228	2,174	6,322
Total Employees	2,804	26,077	75,066

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