



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	18,063		196,094		576,098	
Households	6,777		71,905		202,719	
Persons per Household	2.66	104	2.68	105	2.81	110
Household Median Income	\$137,314.32	157	\$122,835.42	141	\$114,245.64	131
Household Median Disposable Income	\$111,511.23	149	\$100,675.77	134	\$94,439.75	126
Household Median Discretionary Income	\$86,810.39	150	\$76,662.15	132	\$69,128.45	119
Average Income Per Person	\$63,303.51	134	\$59,005.37	125	\$53,392.36	113
Median Rent	\$1,976.06	140	\$1,827.43	129	\$1,752.92	124
Median House Value	\$703,425.66	180	\$695,407.27	178	\$686,544.28	175
Households in Poverty	476 (7%)	56	5,728 (8%)	63	20,227 (10%)	7
Household Median Wealth	\$100,771.36	123	\$90,690.16	111	\$85,241.47	104
Average Age	43.96	107	42.23	103	41.45	101
Median Age	45.51	113	42.01	104	41.3	102
Households with Children	1,717 (25.3%)	94	20,337 (28.3%)	105	61,703 (30.4%)	113
High School Graduate or Higher	12,443 (92.6%)	104	128,822 (91.5%)	102	364,813 (89.6%)	100

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



Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	6,864 (51.1%)	66,807 (47.5%)	168,905 (41.5%)
Pop density (per sq mi)	6,813	6,993	7,618
Area (based on blockgroups)	3	28	76

Population

Population 2025 Q4	18,063	196,094	576,098
Population 2025 Q3	18,043	195,879	575,961
Population 2025 Q2	18,012	195,675	576,065
Population 2025 Q1	17,908	194,425	574,518
Population 2024 Q4	17,895	194,154	573,659
Population 2024 Q3	17,886	193,975	573,004
Population 2024 Q2	17,851	193,176	571,490
Population 2024 Q1	17,769	192,565	570,143
Population 2023 Q4	17,753	192,194	568,936
Population 5 Years Forecast	18,815	202,556	584,773
Population 10 Years Forecast	19,457	208,478	595,592
Persons per Household	2.66	2.68	2.81

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	17	(<0.5%)	3,456	(1.8%)	5,549	(1%)
Transient Population - Average Last 4 Quarters	114	(0.6%)	1,650	(0.8%)	3,075	(0.5%)

Households

Households 2025 Q4	6,777	71,905	202,719
Households 2025 Q3	6,766	71,754	202,533
Households 2025 Q2	6,755	71,659	202,548
Households 2025 Q1	6,711	71,146	201,935
Households 2024 Q4	6,707	71,050	201,641
Households 2024 Q3	6,705	70,993	201,431
Households 2024 Q2	6,693	70,684	200,902
Households 2024 Q1	6,659	70,422	200,390
Households 2023 Q4	6,654	70,288	199,960
Households 5 Years Forecast	7,104	74,714	206,243
Households 10 Years Forecast	7,368	77,156	210,387

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



Benchmark: Nationwide



Gender

Gender	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Male	8,773	(48.6%)	99	95,172	(48.5%)	99	278,571	(48.4%)	99
Female	9,290	(51.4%)	101	100,922	(51.5%)	101	297,527	(51.6%)	101

Ethnicity

White	8,143	(45.1%)	74	88,634	(45.2%)	74	237,064	(41.1%)	71
Hispanic (Ethnic)	4,164	(23.1%)	118	52,427	(26.7%)	137	193,180	(33.5%)	171
Asian	3,096	(17.1%)	297	27,845	(14.2%)	246	70,077	(12.2%)	211
Black	2,079	(11.5%)	98	19,775	(10.1%)	86	57,828	(10%)	85
Other	581	(3.2%)	62	7,413	(3.8%)	75	17,949	(3.1%)	60

Household by Ethnicity

White	3,321	(49%)	71	33,248	(46.2%)	75	85,308	(42.1%)	68
Hispanic (Ethnic)	1,392	(20.5%)	135	17,376	(24.2%)	159	64,655	(31.9%)	210
Asian	911	(13.4%)	291	8,325	(11.6%)	250	20,298	(10%)	217
Black	725	(10.7%)	98	7,340	(10.2%)	93	18,097	(8.9%)	8
Other	428	(6.3%)	83	5,616	(7.8%)	103	14,361	(7.1%)	93

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	\$168,639.53	139	\$159,428.5	131	\$150,768.11	124
Average Income Per Person	\$63,303.51	134	\$59,005.37	125	\$53,392.36	113
Household Median Income	\$137,314.32	157	\$122,835.42	141	\$114,245.64	131
<\$15K	233 (3.4%)	48	2,940 (4.1%)	57	10,387 (5.1%)	71
\$15K - \$25K	337 (5%)	85	2,955 (4.1%)	70	8,539 (4.2%)	72
\$25K - \$35K	246 (3.6%)	59	2,899 (4%)	66	9,069 (4.5%)	73
\$35K - \$50K	356 (5.3%)	56	4,346 (6%)	64	14,932 (7.4%)	71
\$50K - \$75K	786 (11.6%)	71	8,321 (11.6%)	71	24,438 (12.1%)	81
\$75K - \$100K	552 (8.1%)	65	8,048 (11.2%)	89	22,532 (11.1%)	88
\$100K - \$150K	1,221 (18%)	99	13,311 (18.5%)	102	37,197 (18.3%)	101
\$150K - \$175K	655 (9.7%)	153	5,999 (8.3%)	132	15,691 (7.7%)	123
\$175K - \$200K	474 (7%)	140	5,303 (7.4%)	148	12,899 (6.4%)	128
\$200K - \$250K	1,073 (15.8%)	196	9,950 (13.8%)	172	26,326 (13%)	161
\$250K - \$500K	459 (6.8%)	196	4,268 (5.9%)	172	11,290 (5.6%)	161
>\$500K	385 (5.7%)	197	3,565 (5%)	172	9,419 (4.6%)	161

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	\$119,101.7		132	\$113,017.73		125	\$108,098		119
Household Median Disposable Income	\$111,511.23		149	\$100,675.77		134	\$94,439.75		126
<\$15K	271	(4%)	51	3,218	(4.5%)	57	11,332	(5.6%)	71
\$15K - \$25K	379	(5.6%)	8	3,573	(5%)	72	10,378	(5.1%)	74
\$25K - \$35K	282	(4.2%)	58	3,525	(4.9%)	69	11,340	(5.6%)	7
\$35K - \$50K	557	(8.2%)	73	5,325	(7.4%)	66	17,329	(8.5%)	76
\$50K - \$75K	791	(11.7%)	69	10,360	(14.4%)	86	30,044	(14.8%)	88
\$75K - \$100K	695	(10.3%)	72	9,723	(13.5%)	94	27,285	(13.5%)	94
\$100K - \$150K	1,739	(25.7%)	136	16,455	(22.9%)	121	43,839	(21.6%)	115
\$150K - \$175K	606	(8.9%)	174	6,236	(8.7%)	169	15,566	(7.7%)	150
\$175K - \$200K	397	(5.9%)	171	3,673	(5.1%)	149	9,682	(4.8%)	139
\$200K - \$250K	424	(6.3%)	189	3,950	(5.5%)	166	10,434	(5.1%)	155
\$250K - \$500K	582	(8.6%)	189	5,392	(7.5%)	165	14,255	(7%)	155
>\$500K	54	(0.8%)	201	475	(0.7%)	166	1,235	(0.6%)	153

Discretionary Households Income

Household Average Discretionary Income	\$89,366.85		130	\$83,266.43		122	\$78,550.04		115
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$86,810.39	150	\$76,662.15	132	\$69,128.45	119
<\$10K	175 (2.6%)	33	3,599 (5%)	65	12,423 (6.1%)	7
\$10K - \$20K	505 (7.5%)	8	4,744 (6.6%)	72	15,049 (7.4%)	8
\$20K - \$30K	375 (5.5%)	59	4,757 (6.6%)	70	16,266 (8%)	85
\$30K - \$40K	530 (7.8%)	85	5,320 (7.4%)	8	16,618 (8.2%)	90
\$40K - \$50K	421 (6.2%)	74	5,040 (7%)	83	15,264 (7.5%)	89
\$50K - \$75K	940 (13.9%)	76	11,764 (16.4%)	93	32,794 (16.2%)	92
\$75K - \$100K	977 (14.4%)	116	10,527 (14.6%)	118	27,122 (13.4%)	108
\$100K - \$125K	918 (13.5%)	159	7,859 (10.9%)	129	21,005 (10.4%)	122
\$125K - \$150K	809 (11.9%)	184	8,389 (11.7%)	180	20,160 (9.9%)	153
>\$150K	1,127 (16.6%)	164	9,906 (13.8%)	136	26,018 (12.8%)	127

Households Income by Ethnicity

Average Income - White	\$118,633.38	116	\$121,615.78	119	\$120,489.8	118
Median Income - White	\$119,212.2	126	\$125,484.65	133	\$123,899.94	131
Average Income - Black	\$103,465.64	139	\$105,861.97	142	\$102,052.09	137
Median Income - Black	\$109,832.94	183	\$100,966.15	168	\$95,316.97	158

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$142,425.77 (118)	\$140,412.76 (116)	\$137,448.78 (114)
Median Income - Asian	\$169,431.43 (134)	\$163,609.47 (130)	\$158,906.63 (126)
Average Income - Hispanic	\$137,946.76 (159)	\$113,387.76 (131)	\$104,029.41 (120)
Median Income - Hispanic	\$161,141.84 (214)	\$110,017.56 (146)	\$96,914.43 (129)
Average Income - Other	\$144,712.85 (151)	\$123,087.56 (128)	\$120,241.19 (125)
Median Income - Other	\$167,009.97 (193)	\$124,544.47 (144)	\$120,412.8 (139)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	43.96 (107)	42.23 (103)	41.45 (101)
Median Age	45.51 (113)	42.01 (104)	41.3 (102)
0-4	925 (5.1%) (95)	10,709 (5.5%) (102)	32,095 (5.6%) (104)
5-13	1,615 (8.9%) (88)	18,542 (9.5%) (93)	57,152 (9.9%) (98)
14-17	772 (4.3%) (8)	9,366 (4.8%) (91)	28,783 (5%) (95)
18-21	761 (4.2%) (76)	9,601 (4.9%) (89)	29,305 (5.1%) (92)
22-24	554 (3.1%) (73)	7,162 (3.7%) (87)	21,767 (3.8%) (90)
25-29	953 (5.3%) (90)	11,054 (5.6%) (96)	34,008 (5.9%) (100)
30-34	1,027 (5.7%) (88)	12,100 (6.2%) (96)	35,358 (6.1%) (95)

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	1 Mile		3 Mile		5 Mile	
35-39	1,097	(6.1%)	13,021	(6.6%)	37,330	(6.5%)
40-44	1,169	(6.5%)	12,902	(6.6%)	37,726	(6.5%)
45-49	1,242	(6.9%)	12,745	(6.5%)	37,847	(6.6%)
50-54	1,289	(7.1%)	12,336	(6.3%)	37,249	(6.5%)
55-59	1,322	(7.3%)	13,128	(6.7%)	38,480	(6.7%)
60-64	1,301	(7.2%)	13,477	(6.9%)	38,959	(6.8%)
65-69	1,260	(7%)	12,982	(6.6%)	36,468	(6.3%)
70-74	1,059	(5.9%)	10,152	(5.2%)	27,972	(4.9%)
75-79	836	(4.6%)	7,571	(3.9%)	20,559	(3.6%)
80-84	456	(2.5%)	4,696	(2.4%)	12,795	(2.2%)
85+	425	(2.4%)	4,550	(2.3%)	12,245	(2.1%)

Age - Male

Male Average Age	42.29		40.81		40.09	
Male Median Age	42.81		40.56		38.88	
0-4	475	(5.4%)	5,509	(5.8%)	16,525	(5.9%)
5-13	880	(10%)	9,504	(10%)	29,160	(10.5%)

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	● 1 Mile		● 3 Mile		● 5 Mile				
14-17	404	(4.6%)	84	4,768	(5%)	91	14,688	(5.3%)	96
18-21	386	(4.4%)	76	4,937	(5.2%)	90	15,061	(5.4%)	94
22-24	281	(3.2%)	72	3,724	(3.9%)	89	11,273	(4%)	92
25-29	476	(5.4%)	88	5,774	(6.1%)	99	17,400	(6.2%)	102
30-34	545	(6.2%)	94	6,001	(6.3%)	96	17,499	(6.3%)	95
35-39	542	(6.2%)	92	6,475	(6.8%)	102	18,223	(6.5%)	98
40-44	565	(6.4%)	99	6,347	(6.7%)	103	18,275	(6.6%)	101
45-49	607	(6.9%)	115	6,147	(6.5%)	107	18,056	(6.5%)	108
50-54	638	(7.3%)	123	6,013	(6.3%)	107	17,896	(6.4%)	109
55-59	617	(7%)	117	6,245	(6.6%)	109	18,228	(6.5%)	109
60-64	609	(6.9%)	111	6,358	(6.7%)	107	18,368	(6.6%)	106
65-69	589	(6.7%)	114	6,031	(6.3%)	108	16,887	(6.1%)	103
70-74	468	(5.3%)	110	4,647	(4.9%)	101	12,792	(4.6%)	95
75-79	348	(4%)	109	3,324	(3.5%)	96	9,036	(3.2%)	89
80-84	198	(2.3%)	103	1,891	(2%)	91	5,138	(1.8%)	84
85+	145	(1.7%)	109	1,477	(1.6%)	103	4,066	(1.5%)	96

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



Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	45.54	43.58	42.73
Female Median Age	47.05	43.42	42.63
0-4	450 (4.8%)	5,200 (5.2%)	15,570 (5.2%)
5-13	735 (7.9%)	9,038 (9%)	27,992 (9.4%)
14-17	368 (4%)	4,598 (4.6%)	14,095 (4.7%)
18-21	375 (4%)	4,664 (4.6%)	14,244 (4.8%)
22-24	273 (2.9%)	3,438 (3.4%)	10,494 (3.5%)
25-29	477 (5.1%)	5,280 (5.2%)	16,608 (5.6%)
30-34	482 (5.2%)	6,099 (6%)	17,859 (6%)
35-39	555 (6%)	6,546 (6.5%)	19,107 (6.4%)
40-44	604 (6.5%)	6,555 (6.5%)	19,451 (6.5%)
45-49	635 (6.8%)	6,598 (6.5%)	19,791 (6.7%)
50-54	651 (7%)	6,323 (6.3%)	19,353 (6.5%)
55-59	705 (7.6%)	6,883 (6.8%)	20,252 (6.8%)
60-64	692 (7.4%)	7,119 (7.1%)	20,591 (6.9%)

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65-69	671	(7.2%)	114	6,951	(6.9%)	108	19,581	(6.6%)	104
70-74	591	(6.4%)	118	5,505	(5.5%)	101	15,180	(5.1%)	94
75-79	488	(5.3%)	122	4,247	(4.2%)	98	11,523	(3.9%)	90
80-84	258	(2.8%)	98	2,805	(2.8%)	98	7,657	(2.6%)	90
85+	280	(3%)	115	3,073	(3%)	116	8,179	(2.7%)	105

Employment by Occupation

Total Employees (16+ Years Old)	9,653			104,570			304,378		
Professional Specialty	2,775	(28.7%)	116	32,061	(30.7%)	124	82,241	(27%)	109
Managerial/Executive	2,028	(21%)	121	20,767	(19.9%)	114	55,593	(18.3%)	105
Office Admin	1,301	(13.5%)	127	11,617	(11.1%)	105	34,686	(11.4%)	107
Sales	1,172	(12.1%)	130	9,843	(9.4%)	101	28,381	(9.3%)	100
Production & Transportation	779	(8.1%)	63	9,381	(9%)	70	37,479	(12.3%)	95
Construction	488	(5.1%)	63	5,995	(5.7%)	72	19,739	(6.5%)	8
Healthcare support	439	(4.5%)	139	3,650	(3.5%)	107	10,297	(3.4%)	103
Personal Care	248	(2.6%)	103	2,714	(2.6%)	104	8,322	(2.7%)	110
Building Maintenance & Cleaning	161	(1.7%)	49	2,813	(2.7%)	7	9,917	(3.3%)	96

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Food Preparation & Serving	142	(1.5%)	29	3,686	(3.5%)	69	11,614	(3.8%)	74
Protective	120	(1.2%)	57	2,021	(1.9%)	89	5,966	(2%)	91
Farming, Fishing & Forestry				22	(<0.5%)	4	143	(<0.5%)	8

Employment by Industry

Total Employees (16+ Years Old)	9,653			104,570			304,378		
Educational Services	2,989	(31%)	132	29,309	(28%)	120	78,802	(25.9%)	111
Wholesale Retail	1,277	(13.2%)	101	13,462	(12.9%)	98	42,350	(13.9%)	106
Financial, Insurance & Real Estate	1,036	(10.7%)	159	9,496	(9.1%)	135	25,485	(8.4%)	124
Professional Services	919	(9.5%)	118	11,584	(11.1%)	137	28,594	(9.4%)	116
Manufacturing	777	(8%)	8	7,532	(7.2%)	73	26,852	(8.8%)	89
Other Professional Services	518	(5.4%)	114	5,296	(5.1%)	108	14,101	(4.6%)	99
Entertainment Services	510	(5.3%)	61	7,030	(6.7%)	77	21,789	(7.2%)	82
Transportation	425	(4.4%)	75	5,971	(5.7%)	98	19,409	(6.4%)	109
Agriculture/Mining/Construction	346	(3.6%)	42	5,424	(5.2%)	61	17,610	(5.8%)	68
Information	301	(3.1%)	167	2,562	(2.5%)	131	7,184	(2.4%)	126
Public Administration	278	(2.9%)	60	3,440	(3.3%)	69	9,989	(3.3%)	69

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Administrative/Waste Services	184	(1.9%)	46	3,135	(3%)	72	11,660	(3.8%)	92
Management Services	93	(1%)	759	329	(<0.5%)	248	553	(<0.5%)	143

Language Spoken

Speak English at Home	10,738	(62.7%)	8	105,771	(57.1%)	74	275,561	(50.7%)	65
Speak Other Language at Home	3,854	(22.5%)	265	40,939	(22.1%)	260	116,569	(21.4%)	252
Speak Spanish at Home	2,546	(14.9%)	105	38,675	(20.9%)	147	151,873	(27.9%)	197

Ancestry

Other	2,899	(16%)	117	33,381	(17%)	125	88,395	(15.3%)	112
Unclassified	1,489	(8.2%)	56	16,745	(8.5%)	58	41,219	(7.2%)	49
Italian	1,435	(7.9%)	297	12,471	(6.4%)	238	32,128	(5.6%)	209
South American	1,212	(6.7%)	491	17,022	(8.7%)	635	53,195	(9.2%)	676
Dominican	1,181	(6.5%)	976	14,306	(7.3%)	1089	57,743	(10%)	1497
Puerto Rican	919	(5.1%)	181	9,285	(4.7%)	168	29,661	(5.1%)	183
Korean	780	(4.3%)	973	4,800	(2.4%)	552	15,801	(2.7%)	618
Scottish/Irish	777	(4.3%)	72	7,079	(3.6%)	60	18,886	(3.3%)	55
South Central Asian (e.g. Indian)	641	(3.5%)	225	9,233	(4.7%)	298	21,182	(3.7%)	233

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Chinese	583	(3.2%)	251	3,518	(1.8%)	139	7,862	(1.4%)	106
German	495	(2.7%)	39	5,252	(2.7%)	38	12,891	(2.2%)	32
Other European (e.g. Greek/Russian)	492	(2.7%)	98	7,324	(3.7%)	135	21,226	(3.7%)	33
Cuban	387	(2.1%)	282	2,622	(1.3%)	176	7,532	(1.3%)	172
Middle Eastern	274	(1.5%)	272	3,209	(1.6%)	294	8,080	(1.4%)	252
Polish	228	(1.3%)	92	3,812	(1.9%)	142	14,132	(2.5%)	179
Other Hispanic	221	(1.2%)	115	4,146	(2.1%)	199	10,911	(1.9%)	178
British	219	(1.2%)	23	1,800	(0.9%)	18	4,796	(0.8%)	16
American	171	(0.9%)	24	2,677	(1.4%)	34	6,975	(1.2%)	30
Central American	152	(0.8%)	47	3,342	(1.7%)	96	12,191	(2.1%)	119
Mexican	92	(0.5%)	5	1,704	(0.9%)	8	21,947	(3.8%)	34
Japanese	90	(<0.5%)	219	540	(<0.5%)	121	1,751	(<0.5%)	34
South East Asian (e.g. Vietnamese)	89	(<0.5%)	104	1,566	(0.8%)	169	3,289	(0.6%)	121
Scandinavian	85	(<0.5%)	27	573	(<0.5%)	17	1,401	(<0.5%)	14
Other Asian	84	(<0.5%)	131	475	(<0.5%)	68	1,591	(<0.5%)	7
French	51	(<0.5%)	27	501	(<0.5%)	24	1,326	(<0.5%)	22

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Dutch	28	(<0.5%)	30	433	(<0.5%)	42	1,213	(<0.5%)	40
Native American (Indian/Eskimo)	22	(<0.5%)	19	213	(<0.5%)	17	536	(<0.5%)	15
Hawaiian/Pacific Islander	1	(<0.5%)	3	29	(<0.5%)	8	85	(<0.5%)	8

Education (Age 25+)

Total Educated Population	13,436			140,714			406,996		
Elementary (0 to 8 Years)	435	(3.2%)	68	6,522	(4.6%)	97	24,161	(5.9%)	124
Some High School (9 to 11 Years)	558	(4.2%)	70	5,370	(3.8%)	65	18,022	(4.4%)	75
High School Graduate (12 Years)	2,551	(19%)	73	30,557	(21.7%)	83	104,071	(25.6%)	98
Some College (13 to 16 Years)	2,192	(16.3%)	84	21,212	(15.1%)	74	62,499	(15.4%)	71
Associates Degree Only	836	(6.2%)	71	10,246	(7.3%)	83	29,338	(7.2%)	82
Bachelor's Degree Only	4,574	(34%)	160	40,768	(29%)	136	103,645	(25.5%)	119
Graduate Degree	2,290	(17%)	124	26,039	(18.5%)	134	65,260	(16%)	117

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	6,777	71,905	202,719
One Person Households	1,687 (24.9%)	19,233 (26.7%)	47,845 (23.6%)
Married Couple	3,561 (52.5%)	36,101 (50.2%)	102,759 (50.7%)
Male Householder	205 (3%)	3,212 (4.5%)	10,525 (5.2%)
Female Householder	882 (13%)	9,280 (12.9%)	31,343 (15.5%)
Non Family Households	442 (6.5%)	4,079 (5.7%)	10,247 (5.1%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	6,777	71,905	202,719
1 Person Household	1,687 (24.9%)	19,233 (26.7%)	47,845 (23.6%)
2 Person Household	2,047 (30.2%)	20,524 (28.5%)	55,730 (27.5%)
3 Person Household	1,157 (17.1%)	12,250 (17%)	36,958 (18.2%)
4 Person Household	1,150 (17%)	11,216 (15.6%)	34,808 (17.2%)
5 Person Household	461 (6.8%)	5,292 (7.4%)	16,489 (8.1%)
6 Person Household	154 (2.3%)	2,204 (3.1%)	6,790 (3.3%)
7+ Person Household	121 (1.8%)	1,186 (1.6%)	4,099 (2%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	7,020	74,774	211,107
Owner Occupied Housing	4,847	43,282	117,363
Renter Occupied Housing	1,930	28,623	85,356
Vacant Housing	243	2,869	8,388

Housing Rent

Average Rent	\$1,982.99	128	\$1,915.47	124	\$1,831.23	118
Median Rent	\$1,976.06	140	\$1,827.43	129	\$1,752.92	124
Total Cash Rents Housing	1,858	27,984	82,953			
<\$300	92 (5%)	177	349 (1.2%)	45	1,232 (1.5%)	53
\$300-\$500	54 (2.9%)	75	492 (1.8%)	46	1,440 (1.7%)	45
\$500-\$750	43 (2.3%)	27	727 (2.6%)	30	2,542 (3.1%)	35
\$750-\$1000	35 (1.9%)	14	903 (3.2%)	25	3,510 (4.2%)	33
\$1000-\$1500	188 (10.1%)	38	5,195 (18.6%)	71	19,048 (23%)	87
\$1500-\$2000	543 (29.2%)	139	9,660 (34.5%)	164	27,093 (32.7%)	155
\$2000-\$2500	465 (25%)	213	5,352 (19.1%)	163	14,656 (17.7%)	150

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	213	(11.5%)	198	2,633	(9.4%)	163	6,616	(8%)	138
\$3000-\$3500	139	(7.5%)	244	1,193	(4.3%)	139	2,935	(3.5%)	115
>\$3500	86	(4.6%)	126	1,480	(5.3%)	144	3,881	(4.7%)	127

Value of Owner-Occupied Housing Units

Average House Value	\$730,911.21	136	\$743,881.78	139	\$745,897.61	139			
Median House Value	\$703,425.66	180	\$695,407.27	178	\$686,544.28	175			
Owner Occupied Housing	4,847		43,282		117,363				
<\$100K	62	(1.3%)	16	988	(2.3%)	28	2,706	(2.3%)	28
\$100K - \$200K	51	(1.1%)	8	475	(1.1%)	9	1,190	(1%)	8
\$200K - \$300K	195	(4%)	26	1,431	(3.3%)	21	3,273	(2.8%)	18
\$300K - \$400K	211	(4.4%)	30	2,451	(5.7%)	39	6,721	(5.7%)	39
\$400K - \$500K	509	(10.5%)	91	4,570	(10.6%)	91	13,952	(11.9%)	103
\$500K - \$1000K	3,100	(64%)	250	26,386	(61%)	238	69,903	(59.6%)	233
>\$1000K	719	(14.8%)	128	6,981	(16.1%)	139	19,618	(16.7%)	144

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



Benchmark: Nationwide



Poverty

Households in Poverty	476	(7%)	56	5,728	(8%)	63	20,227	(10%)	7
Households Above Poverty	6,301	(93%)	106	66,177	(92%)	105	182,492	(90%)	103
Households in Poverty (Married)	63	(0.9%)	43	1,241	(1.7%)	7	4,317	(2.1%)	98
Households in Poverty (Male Householder)	55	(0.8%)	127	262	(<0.5%)	57	1,047	(0.5%)	8
Households in Poverty (Female Householder)	39	(0.6%)	20	1,238	(1.7%)	58	5,951	(2.9%)	100
Households in Poverty (Non-Family)	305	(4.5%)	72	2,797	(3.9%)	62	8,358	(4.1%)	66
Households in Poverty (Non-Family Student)	14	(<0.5%)	33	190	(<0.5%)	42	554	(<0.5%)	44

Wealth per Household

Household Average Wealth	\$269,127.93	111	\$257,478.17	106	\$249,696.12	103			
Household Median Wealth	\$100,771.36	123	\$90,690.16	111	\$85,241.47	104			
<\$0K	1,084	(16%)	92	12,056	(16.8%)	97	34,802	(17.2%)	99
\$0K - \$5K	493	(7.3%)	86	5,734	(8%)	94	16,943	(8.4%)	99
\$5K - \$10K	271	(4%)	88	3,105	(4.3%)	95	9,045	(4.5%)	99
\$10K - \$25K	398	(5.9%)	93	4,399	(6.1%)	97	12,618	(6.2%)	98
\$25K - \$50K	450	(6.6%)	97	4,799	(6.7%)	98	13,603	(6.7%)	98

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



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	686	(10.1%)	7,200	(10%)	20,357	(10%)
\$100K - \$250K	1,264	(18.7%)	13,038	(18.1%)	36,460	(18%)
\$250K - \$500K	971	(14.3%)	9,882	(13.7%)	27,234	(13.4%)
>\$500K	1,160	(17.1%)	11,692	(16.3%)	31,657	(15.6%)

Vehicles per Household

Total Number of Vehicles	11,800		120,201		335,997	
Average Number of Vehicles	1.74		1.67		1.66	
No Vehicles	472	(7%)	6,145	(8.5%)	20,740	(10.2%)
1 Vehicle	2,551	(37.6%)	28,145	(39.1%)	74,929	(37%)
2 Vehicles	2,454	(36.2%)	25,023	(34.8%)	72,586	(35.8%)
3 or more Vehicles	1,300	(19.2%)	12,592	(17.5%)	34,464	(17%)

Population Change

Births	163		1,971		6,016	
Deaths	157		1,535		4,286	
Migration	172		1,610		1,002	

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

	1 Mile	3 Mile	5 Mile
Total Businesses	741	8,437	19,315
Total Employees	9,985	109,428	224,037

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