



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	9,276		115,382		292,755	
Households	3,670		45,133		112,279	
Persons per Household	2.49	98	2.53	99	2.58	101
Household Median Income	\$110,293.71	126	\$100,850.22	116	\$100,327.48	115
Household Median Disposable Income	\$90,316.39	120	\$83,927.51	112	\$83,587.45	111
Household Median Discretionary Income	\$75,000	130	\$64,343.28	111	\$63,730.06	110
Average Income Per Person	\$53,472.96	114	\$51,105.69	108	\$53,185.16	113
Median Rent	\$1,949.6	138	\$1,686.48	119	\$1,568.85	111
Median House Value	\$429,366.2	110	\$415,923.51	106	\$441,511.03	113
Households in Poverty	263 (7.2%)	57	4,596 (10.2%)	8	12,183 (10.9%)	86
Household Median Wealth	\$93,765.7	114	\$87,304.53	107	\$87,147.04	106
Average Age	41.58	101	41.69	101	41.42	101
Median Age	40.74	101	41.1	102	40.95	101
Households with Children	690 (18.8%)	70	11,763 (26.1%)	97	30,955 (27.6%)	103
High School Graduate or Higher	6,322 (95.3%)	107	74,722 (90.9%)	102	183,286 (89.4%)	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	2,888 (43.5%)	32,480 (39.5%)	83,388 (40.7%)
Pop density (per sq mi)	4,251	4,084	3,852
Area (based on blockgroups)	2	28	76

Population

Population 2025 Q4	9,276	115,382	292,755
Population 2025 Q3	9,278	115,445	292,862
Population 2025 Q2	9,280	115,498	292,742
Population 2025 Q1	9,235	115,567	292,843
Population 2024 Q4	9,206	115,619	292,578
Population 2024 Q3	9,051	115,013	291,870
Population 2024 Q2	9,020	114,734	290,692
Population 2024 Q1	8,930	114,034	289,451
Population 2023 Q4	8,895	113,870	289,124
Population 5 Years Forecast	9,696	116,349	294,762
Population 10 Years Forecast	10,001	117,946	298,639
Persons per Household	2.49	2.53	2.58

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	1 Mile		3 Mile		5 Mile	
Group Quarters	135	(1.5%)	1,141	(1%)	2,658	(0.9%)
Transient Population - Average Last 4 Quarters	62		219		39	112

Households

Households 2025 Q4	3,670	45,133	112,279
Households 2025 Q3	3,667	45,139	112,279
Households 2025 Q2	3,667	45,165	112,233
Households 2025 Q1	3,649	45,179	112,266
Households 2024 Q4	3,636	45,191	112,171
Households 2024 Q3	3,575	44,946	111,893
Households 2024 Q2	3,562	44,832	111,443
Households 2024 Q1	3,527	44,557	110,973
Households 2023 Q4	3,511	44,478	110,832
Households 5 Years Forecast	3,840	45,510	113,012
Households 10 Years Forecast	3,964	46,155	114,510

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Gender

Male	4,513	(48.7%)	99	55,730	(48.3%)	99	141,324	(48.3%)	99
Female	4,763	(51.3%)	101	59,652	(51.7%)	101	151,431	(51.7%)	101

Ethnicity

White	5,567	(60%)	104	64,884	(56.2%)	98	164,190	(56.1%)	97
Hispanic (Ethnic)	1,284	(13.8%)	71	21,568	(18.7%)	95	58,670	(20%)	102
Asian	1,066	(11.5%)	199	10,113	(8.8%)	152	17,544	(6%)	104
Black	806	(8.7%)	74	13,471	(11.7%)	99	40,357	(13.8%)	117
Other	553	(6%)	115	5,346	(4.6%)	89	11,994	(4.1%)	7

Household by Ethnicity

White	2,221	(60.5%)	98	26,705	(59.2%)	96	67,115	(59.8%)	97
Hispanic (Ethnic)	476	(13%)	85	7,065	(15.7%)	103	18,575	(16.5%)	109
Black	437	(11.9%)	109	4,628	(10.3%)	94	13,801	(12.3%)	112
Other	287	(7.8%)	103	3,801	(8.4%)	111	7,575	(6.7%)	89
Asian	249	(6.8%)	147	2,934	(6.5%)	141	5,213	(4.6%)	100

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	\$133,961.99	110	\$129,797.42	107	\$137,738.56	113
Average Income Per Person	\$53,472.96	114	\$51,105.69	108	\$53,185.16	113
Household Median Income	\$110,293.71	126	\$100,850.22	116	\$100,327.48	115
<\$15K	140 (3.8%)	53	2,379 (5.3%)	75	7,006 (6.2%)	86
\$15K - \$25K	115 (3.1%)	53	2,535 (5.6%)	96	6,370 (5.7%)	97
\$25K - \$35K	162 (4.4%)	72	2,423 (5.4%)	88	6,288 (5.6%)	91
\$35K - \$50K	205 (5.6%)	60	3,455 (7.7%)	87	8,493 (7.6%)	87
\$50K - \$75K	449 (12.2%)	87	5,831 (12.9%)	86	14,374 (12.8%)	86
\$75K - \$100K	519 (14.1%)	112	5,771 (12.8%)	102	13,452 (12%)	95
\$100K - \$150K	951 (25.9%)	143	8,851 (19.6%)	108	20,725 (18.5%)	102
\$150K - \$175K	363 (9.9%)	157	3,583 (7.9%)	126	8,198 (7.3%)	116
\$175K - \$200K	236 (6.4%)	129	2,915 (6.5%)	129	6,629 (5.9%)	118
\$200K - \$250K	298 (8.1%)	101	4,141 (9.2%)	114	11,616 (10.3%)	128
\$250K - \$500K	126 (3.4%)	99	1,775 (3.9%)	114	4,976 (4.4%)	128
>\$500K	106 (2.9%)	100	1,474 (3.3%)	113	4,152 (3.7%)	128

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	\$100,575.66	111	\$97,063.96	107	\$98,290.34	109
Household Median Disposable Income	\$90,316.39	120	\$83,927.51	112	\$83,587.45	111
<\$15K	149 (4.1%)	52	2,567 (5.7%)	72	7,565 (6.7%)	86
\$15K - \$25K	128 (3.5%)	51	3,065 (6.8%)	99	7,574 (6.7%)	98
\$25K - \$35K	219 (6%)	83	2,817 (6.2%)	87	7,618 (6.8%)	95
\$35K - \$50K	222 (6%)	54	4,226 (9.4%)	83	10,095 (9%)	8
\$50K - \$75K	634 (17.3%)	103	7,259 (16.1%)	95	17,279 (15.4%)	91
\$75K - \$100K	777 (21.2%)	148	6,985 (15.5%)	108	16,518 (14.7%)	103
\$100K - \$150K	944 (25.7%)	136	9,958 (22.1%)	117	22,807 (20.3%)	108
\$150K - \$175K	195 (5.3%)	104	2,656 (5.9%)	115	7,116 (6.3%)	124
\$175K - \$200K	110 (3%)	87	1,525 (3.4%)	99	4,249 (3.8%)	110
\$200K - \$250K	117 (3.2%)	96	1,641 (3.6%)	110	4,611 (4.1%)	124
\$250K - \$500K	161 (4.4%)	97	2,239 (5%)	109	6,296 (5.6%)	124
>\$500K	14 (<0.5%)	96	195 (<0.5%)	109	551 (<0.5%)	124

Discretionary Households Income

Household Average Discretionary Income	\$79,589.8	116	\$74,338.41	109	\$74,893.57	109
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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Household Median Discretionary Income	\$75,000	130	\$64,343.28	111	\$63,730.06	110			
<\$10K	131	(3.6%)	46	2,446	(5.4%)	70	8,470	(7.5%)	97
\$10K - \$20K	138	(3.8%)	41	3,992	(8.8%)	97	11,004	(9.8%)	107
\$20K - \$30K	260	(7.1%)	75	3,581	(7.9%)	84	9,010	(8%)	85
\$30K - \$40K	164	(4.5%)	49	3,818	(8.5%)	92	8,547	(7.6%)	83
\$40K - \$50K	318	(8.7%)	103	3,561	(7.9%)	94	8,098	(7.2%)	85
\$50K - \$75K	824	(22.5%)	128	8,427	(18.7%)	106	18,882	(16.8%)	96
\$75K - \$100K	748	(20.4%)	164	6,429	(14.2%)	115	14,365	(12.8%)	103
\$100K - \$125K	483	(13.2%)	155	4,569	(10.1%)	119	10,655	(9.5%)	112
\$125K - \$150K	245	(6.7%)	103	3,490	(7.7%)	119	8,661	(7.7%)	119
>\$150K	359	(9.8%)	97	4,820	(10.7%)	106	14,587	(13%)	128

Households Income by Ethnicity

Average Income - White	\$121,044.59	118	\$114,154.59	111	\$118,773.4	116
Median Income - White	\$117,628.37	124	\$113,155.15	120	\$120,322.28	127
Average Income - Black	\$100,639.62	135	\$89,405.37	120	\$78,283.37	105
Median Income - Black	\$100,892.82	168	\$82,028.71	136	\$66,711.43	111

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$95,209.42 (7)	\$105,452.6 (87)	\$112,357.93 (93)
Median Income - Asian	\$86,249.55 (68)	\$98,327.76 (7)	\$106,210.44 (84)
Average Income - Hispanic	\$91,334.67 (105)	\$92,203.52 (106)	\$82,158.49 (95)
Median Income - Hispanic	\$91,227.42 (121)	\$87,618.66 (117)	\$70,462.79 (94)
Average Income - Other	\$105,610.2 (110)	\$96,204.62 (100)	\$100,425.12 (105)
Median Income - Other	\$110,053.95 (127)	\$91,541.52 (106)	\$94,260.16 (109)

Age

	1 Mile	3 Mile	5 Mile
Average Age	41.58 (101)	41.69 (101)	41.42 (101)
Median Age	40.74 (101)	41.1 (102)	40.95 (101)
0-4	550 (5.9%) (110)	6,764 (5.9%) (109)	16,506 (5.6%) (105)
5-13	952 (10.3%) (101)	11,539 (10%) (99)	30,278 (10.3%) (102)
14-17	410 (4.4%) (84)	5,462 (4.7%) (90)	15,096 (5.2%) (98)
18-21	417 (4.5%) (8)	5,441 (4.7%) (85)	14,961 (5.1%) (93)
22-24	315 (3.4%) (8)	3,997 (3.5%) (83)	10,916 (3.7%) (89)
25-29	513 (5.5%) (94)	6,389 (5.5%) (94)	16,318 (5.6%) (95)
30-34	656 (7.1%) (110)	7,613 (6.6%) (103)	17,941 (6.1%) (95)

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	1 Mile		3 Mile		5 Mile				
35-39	705	(7.6%)	115	8,298	(7.2%)	109	19,726	(6.7%)	102
40-44	649	(7%)	109	7,989	(6.9%)	108	19,476	(6.7%)	103
45-49	557	(6%)	100	6,881	(6%)	99	17,801	(6.1%)	101
50-54	491	(5.3%)	89	6,773	(5.9%)	99	17,443	(6%)	101
55-59	563	(6.1%)	100	7,286	(6.3%)	104	18,429	(6.3%)	104
60-64	615	(6.6%)	104	7,618	(6.6%)	104	19,421	(6.6%)	104
65-69	635	(6.8%)	112	7,629	(6.6%)	108	19,013	(6.5%)	106
70-74	465	(5%)	98	5,886	(5.1%)	99	14,801	(5.1%)	99
75-79	362	(3.9%)	98	4,504	(3.9%)	98	11,201	(3.8%)	96
80-84	200	(2.2%)	85	2,734	(2.4%)	94	7,052	(2.4%)	95
85+	221	(2.4%)	115	2,579	(2.2%)	107	6,376	(2.2%)	105

Age - Male

Male Average Age	40.33		101	40.26		100	40.02		100
Male Median Age	38.67		101	38.76		101	38.57		101
0-4	283	(6.3%)	112	3,483	(6.2%)	111	8,496	(6%)	107
5-13	480	(10.6%)	101	5,992	(10.8%)	102	15,565	(11%)	104

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	1 Mile			3 Mile			5 Mile		
14-17	209	(4.6%)	85	2,796	(5%)	92	7,772	(5.5%)	100
18-21	217	(4.8%)	83	2,781	(5%)	87	7,699	(5.4%)	95
22-24	164	(3.6%)	83	2,054	(3.7%)	84	5,619	(4%)	90
25-29	253	(5.6%)	91	3,209	(5.8%)	94	8,203	(5.8%)	94
30-34	327	(7.2%)	110	3,763	(6.8%)	102	8,846	(6.3%)	95
35-39	353	(7.8%)	117	4,028	(7.2%)	108	9,493	(6.7%)	100
40-44	311	(6.9%)	106	3,830	(6.9%)	106	9,338	(6.6%)	102
45-49	294	(6.5%)	108	3,311	(5.9%)	99	8,503	(6%)	100
50-54	233	(5.2%)	87	3,263	(5.9%)	99	8,379	(5.9%)	100
55-59	263	(5.8%)	97	3,484	(6.3%)	104	8,719	(6.2%)	103
60-64	295	(6.5%)	105	3,607	(6.5%)	104	9,145	(6.5%)	104
65-69	302	(6.7%)	114	3,530	(6.3%)	108	8,932	(6.3%)	108
70-74	214	(4.7%)	98	2,665	(4.8%)	99	6,751	(4.8%)	99
75-79	165	(3.7%)	100	1,957	(3.5%)	96	4,814	(3.4%)	93
80-84	80	(1.8%)	8	1,121	(2%)	92	2,852	(2%)	92
85+	70	(1.6%)	103	856	(1.5%)	102	2,198	(1.6%)	103

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Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	42.76	43.02	42.72
Female Median Age	41.77	42.34	42.24
0-4	267 (5.6%)	3,281 (5.5%)	8,010 (5.3%)
5-13	472 (9.9%)	5,547 (9.3%)	14,713 (9.7%)
14-17	201 (4.2%)	2,666 (4.5%)	7,324 (4.8%)
18-21	200 (4.2%)	2,660 (4.5%)	7,262 (4.8%)
22-24	151 (3.2%)	1,943 (3.3%)	5,297 (3.5%)
25-29	260 (5.5%)	3,180 (5.3%)	8,115 (5.4%)
30-34	329 (6.9%)	3,850 (6.5%)	9,095 (6%)
35-39	352 (7.4%)	4,270 (7.2%)	10,233 (6.8%)
40-44	338 (7.1%)	4,159 (7%)	10,138 (6.7%)
45-49	263 (5.5%)	3,570 (6%)	9,298 (6.1%)
50-54	258 (5.4%)	3,510 (5.9%)	9,064 (6%)
55-59	300 (6.3%)	3,802 (6.4%)	9,710 (6.4%)
60-64	320 (6.7%)	4,011 (6.7%)	10,276 (6.8%)

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	1 Mile		3 Mile		5 Mile				
65-69	333	(7%)	110	4,099	(6.9%)	108	10,081	(6.7%)	105
70-74	251	(5.3%)	97	3,221	(5.4%)	100	8,050	(5.3%)	98
75-79	197	(4.1%)	96	2,547	(4.3%)	99	6,387	(4.2%)	98
80-84	120	(2.5%)	89	1,613	(2.7%)	95	4,200	(2.8%)	97
85+	151	(3.2%)	121	1,723	(2.9%)	110	4,178	(2.8%)	105

Employment by Occupation

Total Employees (16+ Years Old)	4,887			60,465			151,008		
Professional Specialty	1,589	(32.5%)	131	16,994	(28.1%)	114	42,139	(27.9%)	113
Production & Transportation	796	(16.3%)	126	7,621	(12.6%)	98	19,472	(12.9%)	100
Managerial/Executive	667	(13.6%)	75	10,585	(17.5%)	101	27,587	(18.3%)	105
Office Admin	477	(9.8%)	92	7,056	(11.7%)	110	16,717	(11.1%)	104
Sales	356	(7.3%)	75	5,929	(9.8%)	105	14,076	(9.3%)	100
Construction	350	(7.2%)	90	4,057	(6.7%)	84	8,890	(5.9%)	74
Food Preparation & Serving	235	(4.8%)	94	2,298	(3.8%)	74	6,675	(4.4%)	87
Healthcare support	213	(4.4%)	133	1,493	(2.5%)	75	4,093	(2.7%)	83
Building Maintenance & Cleaning	90	(1.8%)	54	1,754	(2.9%)	85	4,728	(3.1%)	92

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Protective	63	(1.3%)	60	1,268	(2.1%)	97	2,974	(2%)	91
Personal Care	51	(1%)	42	1,299	(2.1%)	86	3,460	(2.3%)	92
Farming, Fishing & Forestry				111	(<0.5%)	32	197	(<0.5%)	23

Employment by Industry

Total Employees (16+ Years Old)	4,887			60,465			151,008		
Educational Services	1,127	(23.1%)	99	14,123	(23.4%)	100	38,359	(25.4%)	109
Professional Services	687	(14.1%)	174	6,048	(10%)	124	14,375	(9.5%)	118
Wholesale Retail	503	(10.3%)	74	9,254	(15.3%)	116	21,769	(14.4%)	110
Transportation	457	(9.4%)	160	3,766	(6.2%)	106	9,633	(6.4%)	109
Entertainment Services	421	(8.6%)	99	4,185	(6.9%)	80	11,575	(7.7%)	88
Public Administration	369	(7.6%)	158	3,850	(6.4%)	133	7,593	(5%)	105
Other Professional Services	344	(7%)	150	2,535	(4.2%)	89	6,161	(4.1%)	87
Agriculture/Mining/Construction	279	(5.7%)	67	3,534	(5.8%)	69	7,959	(5.3%)	62
Manufacturing	254	(5.2%)	52	5,136	(8.5%)	86	12,254	(8.1%)	80
Financial, Insurance & Real Estate	194	(4%)	59	4,742	(7.8%)	116	11,653	(7.7%)	114
Administrative/Waste Services	136	(2.8%)	67	2,127	(3.5%)	84	6,463	(4.3%)	102

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Information	116	(2.4%)	127	1,129	(1.9%)	100	3,005	(2%)	107
Management Services				36	(<0.5%)	47	209	(<0.5%)	109

Language Spoken

Speak English at Home	6,506	(74.6%)	96	82,240	(75.7%)	98	211,486	(76.6%)	99
Speak Other Language at Home	1,366	(15.7%)	184	12,821	(11.8%)	139	23,880	(8.6%)	102
Speak Spanish at Home	854	(9.8%)	69	13,557	(12.5%)	88	40,883	(14.8%)	104

Ancestry

Other	1,572	(16.9%)	124	15,206	(13.2%)	96	32,091	(11%)	80
Unclassified	1,281	(13.8%)	94	12,407	(10.8%)	73	30,523	(10.4%)	71
Italian	843	(9.1%)	340	8,907	(7.7%)	289	22,861	(7.8%)	292
Puerto Rican	624	(6.7%)	239	10,031	(8.7%)	309	28,010	(9.6%)	340
Scottish/Irish	558	(6%)	101	10,586	(9.2%)	154	29,193	(10%)	167
Other European (e.g. Greek/Russian)	465	(5%)	181	4,363	(3.8%)	136	10,739	(3.7%)	132
Polish	383	(4.1%)	302	2,977	(2.6%)	188	8,277	(2.8%)	206
German	382	(4.1%)	58	6,658	(5.8%)	8	18,466	(6.3%)	89
South Central Asian (e.g. Indian)	269	(2.9%)	184	2,333	(2%)	128	4,183	(1.4%)	90

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British	246	(2.7%)	51	4,305	(3.7%)	72	12,411	(4.2%)	8
Central American	234	(2.5%)	142	2,213	(1.9%)	108	5,073	(1.7%)	97
South American	200	(2.2%)	158	1,896	(1.6%)	120	3,509	(1.2%)	88
Chinese	180	(1.9%)	151	1,435	(1.2%)	97	3,420	(1.2%)	91
American	175	(1.9%)	47	1,689	(1.5%)	37	4,319	(1.5%)	37
Dominican	155	(1.7%)	250	3,991	(3.5%)	517	11,819	(4%)	603
Korean	100	(1.1%)	243	875	(0.8%)	171	1,813	(0.6%)	140
South East Asian (e.g. Vietnamese)	90	(1%)	205	855	(0.7%)	157	1,620	(0.6%)	117
Other Asian	68	(0.7%)	207	359	(<0.5%)	88	506	(<0.5%)	49
Middle Eastern	65	(0.7%)	126	907	(0.8%)	141	1,579	(0.5%)	97
Mexican	51	(0.5%)	5	2,028	(1.8%)	16	6,886	(2.4%)	21
French	49	(0.5%)	50	558	(<0.5%)	45	1,516	(0.5%)	49
Scandinavian	34	(<0.5%)	21	653	(0.6%)	33	1,972	(0.7%)	39
Dutch	20	(<0.5%)	41	279	(<0.5%)	46	746	(<0.5%)	49
Other Hispanic	18	(<0.5%)	18	1,014	(0.9%)	83	2,242	(0.8%)	72
Hawaiian/Pacific Islander	9	(<0.5%)	54	52	(<0.5%)	25	93	(<0.5%)	18

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Native American (Indian/Eskimo)	9	(<0.5%)	15	141	(<0.5%)	19	338	(<0.5%)	18
Japanese	4	(<0.5%)	19	65	(<0.5%)	25	198	(<0.5%)	30
Cuban	2	(<0.5%)	3	395	(<0.5%)	45	1,131	(<0.5%)	51

Education (Age 25+)

Total Educated Population	6,632			82,179			204,998		
Elementary (0 to 8 Years)	161	(2.4%)	51	3,302	(4%)	84	10,601	(5.2%)	108
Some High School (9 to 11 Years)	149	(2.2%)	38	4,155	(5.1%)	86	11,111	(5.4%)	92
High School Graduate (12 Years)	1,496	(22.6%)	86	21,987	(26.8%)	103	51,750	(25.2%)	97
Some College (13 to 16 Years)	992	(15%)	77	13,356	(16.3%)	84	33,676	(16.4%)	85
Associates Degree Only	946	(14.3%)	162	6,899	(8.4%)	95	14,472	(7.1%)	80
Bachelor's Degree Only	1,359	(20.5%)	96	19,565	(23.8%)	112	49,029	(23.9%)	112
Graduate Degree	1,529	(23.1%)	168	12,915	(15.7%)	114	34,359	(16.8%)	122

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	3,670	45,133	112,279
One Person Households	1,110 (30.2%)	12,995 (28.8%)	31,085 (27.7%)
Married Couple	1,616 (44%)	20,572 (45.6%)	50,720 (45.2%)
Male Householder	209 (5.7%)	2,664 (5.9%)	5,945 (5.3%)
Female Householder	518 (14.1%)	5,864 (13%)	17,547 (15.6%)
Non Family Households	217 (5.9%)	3,038 (6.7%)	6,982 (6.2%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,670	45,133	112,279
1 Person Household	1,110 (30.2%)	12,995 (28.8%)	31,085 (27.7%)
2 Person Household	1,208 (32.9%)	13,919 (30.8%)	33,951 (30.2%)
3 Person Household	600 (16.3%)	7,423 (16.4%)	18,887 (16.8%)
4 Person Household	429 (11.7%)	6,194 (13.7%)	16,183 (14.4%)
5 Person Household	193 (5.3%)	2,824 (6.3%)	7,590 (6.8%)
6 Person Household	81 (2.2%)	1,087 (2.4%)	2,932 (2.6%)
7+ Person Household	49 (1.3%)	691 (1.5%)	1,651 (1.5%)

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



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Housing Units

Total Housing Units	4,099	47,911	119,659
Owner Occupied Housing	2,559	30,631	75,774
Renter Occupied Housing	1,111	14,502	36,505
Vacant Housing	429	2,778	7,380

Housing Rent

Average Rent	\$1,954.15	\$1,721.68	\$1,627.83
Median Rent	\$1,949.6	\$1,686.48	\$1,568.85
Total Cash Rents Housing	1,035	13,963	35,308
<\$300	229 (1.6%)	785 (2.2%)	
\$300-\$500	7 (0.7%)	249 (1.8%)	712 (2%)
\$500-\$750	18 (1.7%)	440 (3.2%)	1,346 (3.8%)
\$750-\$1000	16 (1.5%)	833 (6%)	3,170 (9%)
\$1000-\$1500	142 (13.7%)	3,604 (25.8%)	10,306 (29.2%)
\$1500-\$2000	372 (35.9%)	4,361 (31.2%)	9,695 (27.5%)
\$2000-\$2500	360 (34.8%)	2,677 (19.2%)	5,830 (16.5%)

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	81	(7.8%)	135	1,013	(7.3%)	125	2,166	(6.1%)	106
\$3000-\$3500	26	(2.5%)	8	265	(1.9%)	62	665	(1.9%)	61
>\$3500	13	(1.3%)	34	292	(2.1%)	57	633	(1.8%)	49

Value of Owner-Occupied Housing Units

Average House Value	\$444,127.7	83	\$480,057.93	89	\$530,975.38	99			
Median House Value	\$429,366.2	110	\$415,923.51	106	\$441,511.03	113			
Owner Occupied Housing	2,559		30,631		75,774				
<\$100K	19	(0.7%)	9	927	(3%)	37	2,728	(3.6%)	44
\$100K - \$200K	38	(1.5%)	12	1,647	(5.4%)	42	6,161	(8.1%)	63
\$200K - \$300K	368	(14.4%)	92	4,280	(14%)	89	10,021	(13.2%)	85
\$300K - \$400K	646	(25.2%)	174	7,533	(24.6%)	169	14,043	(18.5%)	127
\$400K - \$500K	710	(27.7%)	240	5,831	(19%)	164	11,886	(15.7%)	35
\$500K - \$1000K	771	(30.1%)	118	8,812	(28.8%)	112	24,013	(31.7%)	124
>\$1000K	7	(<0.5%)	2	1,601	(5.2%)	45	6,922	(9.1%)	7

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Poverty

Households in Poverty	263	(7.2%)	57	4,596	(10.2%)	8	12,183	(10.9%)	86
Households Above Poverty	3,407	(92.8%)	106	40,537	(89.8%)	103	100,096	(89.1%)	102
Households in Poverty (Married)	43	(1.2%)	54	1,033	(2.3%)	105	2,124	(1.9%)	87
Households in Poverty (Male Householder)				252	(0.6%)	88	602	(0.5%)	84
Households in Poverty (Female Householder)	103	(2.8%)	95	1,300	(2.9%)	98	3,575	(3.2%)	108
Households in Poverty (Non-Family)	112	(3.1%)	49	1,886	(4.2%)	67	5,544	(4.9%)	7
Households in Poverty (Non-Family Student)	5	(<0.5%)	22	125	(<0.5%)	44	338	(<0.5%)	48

Wealth per Household

Household Average Wealth	\$259,600.82		107	\$250,176.87		103	\$250,345.52		103
Household Median Wealth	\$93,765.7		114	\$87,304.53		107	\$87,147.04		106
<\$0K	603	(16.4%)	95	7,615	(16.9%)	97	18,999	(16.9%)	98
\$0K - \$5K	278	(7.6%)	89	3,659	(8.1%)	96	9,157	(8.2%)	96
\$5K - \$10K	155	(4.2%)	93	1,985	(4.4%)	97	4,931	(4.4%)	97
\$10K - \$25K	223	(6.1%)	96	2,797	(6.2%)	98	6,944	(6.2%)	98
\$25K - \$50K	246	(6.7%)	98	3,062	(6.8%)	100	7,592	(6.8%)	99

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		
\$50K - \$100K	377	(10.3%)	100	4,622	(10.2%)	100	11,463	(10.2%)	100
\$100K - \$250K	677	(18.4%)	102	8,253	(18.3%)	101	20,492	(18.3%)	101
\$250K - \$500K	512	(14%)	105	6,124	(13.6%)	102	15,207	(13.5%)	102
>\$500K	599	(16.3%)	109	7,016	(15.5%)	104	17,494	(15.6%)	104

Vehicles per Household

Total Number of Vehicles	6,746			77,493			188,922		
Average Number of Vehicles	1.84		101	1.72		94	1.68		92
No Vehicles	159	(4.3%)	52	3,054	(6.8%)	8	11,103	(9.9%)	120
1 Vehicle	1,327	(36.2%)	110	16,977	(37.6%)	115	39,506	(35.2%)	107
2 Vehicles	1,508	(41.1%)	111	17,615	(39%)	106	42,808	(38.1%)	103
3 or more Vehicles	676	(18.4%)	84	7,487	(16.6%)	75	18,862	(16.8%)	74

Population Change

Births	100			1,231			3,081		
Deaths	72			895			2,254		
Migration	48			-533			-575		

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	370	4,051	9,233
Total Employees	5,128	55,726	129,723

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