



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	5,257		88,519		371,155	
Households	2,095		31,465		127,551	
Persons per Household	2.51	98	2.73	107	2.83	111
Household Median Income	\$104,739.39	120	\$126,052.64	144	\$105,592.62	121
Household Median Disposable Income	\$86,031.04	115	\$103,326.64	138	\$87,755.93	117
Household Median Discretionary Income	\$69,136.34	119	\$81,939.79	141	\$62,733.99	108
Average Income Per Person	\$50,371.86	107	\$57,945.75	123	\$51,938.05	110
Median Rent	\$1,826.82	129	\$1,859.53	132	\$1,662.75	118
Median House Value	\$591,950.93	151	\$701,017.98	179	\$686,978.91	175
Households in Poverty	106 (5.1%)	40	2,256 (7.2%)	57	17,090 (13.4%)	106
Household Median Wealth	\$89,929.75	110	\$98,387.89	120	\$80,337.02	98
Average Age	43.73	106	42.77	104	40.72	99
Median Age	43.88	109	42.32	105	40	99
Households with Children	634 (30.3%)	113	8,723 (27.7%)	103	40,823 (32%)	119
High School Graduate or Higher	3,784 (95.8%)	107	58,515 (93%)	104	223,577 (87.7%)	98

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	1,313 (33.2%)	27,688 (44%)	94,477 (37.1%)
Pop density (per sq mi)	1,399	2,865	4,766
Area (based on blockgroups)	4	31	78

Population

Population 2025 Q4	5,257	88,519	371,155
Population 2025 Q3	5,254	88,369	371,106
Population 2025 Q2	5,362	88,267	370,437
Population 2025 Q1	5,382	88,088	369,863
Population 2024 Q4	5,367	87,922	369,135
Population 2024 Q3	5,356	87,759	368,362
Population 2024 Q2	5,283	87,344	367,223
Population 2024 Q1	5,263	86,866	365,694
Population 2023 Q4	5,229	86,079	363,662
Population 5 Years Forecast	5,368	90,851	375,872
Population 10 Years Forecast	5,451	92,571	380,407
Persons per Household	2.51	2.73	2.83

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	● 1 Mile	● 3 Mile	● 5 Mile
Group Quarters	2,664 (3%)	128	10,692 (2.9%)
Transient Population - Average Last 4 Quarters	216 (4.1%)	328	699 (0.8%)
		63	1,349 (<0.5%)

Households

Households 2025 Q4	2,095	31,465	127,551
Households 2025 Q3	2,092	31,388	127,466
Households 2025 Q2	2,133	31,357	127,302
Households 2025 Q1	2,141	31,291	127,098
Households 2024 Q4	2,133	31,227	126,841
Households 2024 Q3	2,131	31,173	126,591
Households 2024 Q2	2,097	31,008	126,176
Households 2024 Q1	2,090	30,831	125,624
Households 2023 Q4	2,076	30,523	124,855
Households 5 Years Forecast	2,146	32,349	129,213
Households 10 Years Forecast	2,181	32,993	130,824

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Gender

Male	2,585	(49.2%)	100	42,371	(47.9%)	98	178,457	(48.1%)	98
Female	2,672	(50.8%)	100	46,148	(52.1%)	102	192,698	(51.9%)	102

Ethnicity

White	3,406	(64.8%)	112	54,726	(61.8%)	107	168,054	(45.3%)	7
Hispanic (Ethnic)	1,325	(25.2%)	129	20,118	(22.7%)	116	128,772	(34.7%)	177
Asian	223	(4.2%)	73	7,401	(8.4%)	145	24,954	(6.7%)	116
Other	195	(3.7%)	71	2,362	(2.7%)	51	10,646	(2.9%)	55
Black	108	(2.1%)	17	3,912	(4.4%)	37	38,729	(10.4%)	89

Household by Ethnicity

White	1,315	(62.8%)	102	20,195	(64.2%)	104	61,202	(48%)	7
Hispanic (Ethnic)	464	(22.1%)	146	6,199	(19.7%)	130	42,156	(33.1%)	218
Other	163	(7.8%)	103	2,001	(6.4%)	84	7,994	(6.3%)	83
Asian	87	(4.2%)	90	2,032	(6.5%)	140	6,233	(4.9%)	106
Black	66	(3.2%)	29	1,038	(3.3%)	30	9,966	(7.8%)	71

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	\$126,398.51		104	\$159,595.8		131	\$148,473.99		122
Average Income Per Person	\$50,371.86		107	\$57,945.75		123	\$51,938.05		110
Household Median Income	\$104,739.39		120	\$126,052.64		144	\$105,592.62		121
<\$15K	64	(3.1%)	42	1,293	(4.1%)	57	9,445	(7.4%)	102
\$15K - \$25K	63	(3%)	51	1,116	(3.5%)	60	6,448	(5.1%)	86
\$25K - \$35K	70	(3.3%)	54	1,160	(3.7%)	60	6,210	(4.9%)	7
\$35K - \$50K	182	(8.7%)	93	2,052	(6.5%)	70	10,145	(8%)	85
\$50K - \$75K	291	(13.9%)	93	3,656	(11.6%)	74	15,187	(11.9%)	8
\$75K - \$100K	332	(15.8%)	126	3,185	(10.1%)	80	13,681	(10.7%)	85
\$100K - \$150K	446	(21.3%)	117	5,898	(18.7%)	103	21,261	(16.7%)	92
\$150K - \$175K	164	(7.8%)	124	2,640	(8.4%)	133	8,737	(6.8%)	109
\$175K - \$200K	114	(5.4%)	109	2,364	(7.5%)	151	7,671	(6%)	121
\$200K - \$250K	206	(9.8%)	122	4,533	(14.4%)	179	16,104	(12.6%)	157
\$250K - \$500K	89	(4.2%)	123	1,944	(6.2%)	179	6,903	(5.4%)	157
>\$500K	74	(3.5%)	123	1,624	(5.2%)	179	5,759	(4.5%)	157

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	\$101,759.59		112	\$114,811.92		127	\$103,499.84		114
Household Median Disposable Income	\$86,031.04		115	\$103,326.64		138	\$87,755.93		117
<\$15K	81	(3.9%)	49	1,384	(4.4%)	56	10,256	(8%)	102
\$15K - \$25K	83	(4%)	58	1,406	(4.5%)	65	7,470	(5.9%)	85
\$25K - \$35K	75	(3.6%)	50	1,480	(4.7%)	66	7,723	(6.1%)	85
\$35K - \$50K	309	(14.7%)	131	2,523	(8%)	71	11,694	(9.2%)	8
\$50K - \$75K	294	(14%)	83	4,349	(13.8%)	8	18,238	(14.3%)	85
\$75K - \$100K	380	(18.1%)	127	4,100	(13%)	91	16,303	(12.8%)	89
\$100K - \$150K	472	(22.5%)	119	7,416	(23.6%)	125	24,810	(19.5%)	103
\$150K - \$175K	119	(5.7%)	111	2,664	(8.5%)	165	9,266	(7.3%)	142
\$175K - \$200K	77	(3.7%)	107	1,675	(5.3%)	155	5,924	(4.6%)	136
\$200K - \$250K	82	(3.9%)	118	1,798	(5.7%)	172	6,381	(5%)	151
\$250K - \$500K	114	(5.4%)	120	2,453	(7.8%)	172	8,717	(6.8%)	151
>\$500K	9	(<0.5%)	108	217	(0.7%)	174	769	(0.6%)	152

Discretionary Households Income

Household Average Discretionary Income	\$77,226.78		113	\$88,029.07		128	\$75,671.84		110
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Audience Profile

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$69,136.34	119	\$81,939.79	141	\$62,733.99	108
<\$10K	63 (3%)	39	1,249 (4%)	51	13,029 (10.2%)	32
\$10K - \$20K	159 (7.6%)	83	1,998 (6.3%)	69	11,625 (9.1%)	100
\$20K - \$30K	99 (4.7%)	50	2,133 (6.8%)	72	11,132 (8.7%)	92
\$30K - \$40K	279 (13.3%)	146	2,277 (7.2%)	75	9,469 (7.4%)	8
\$40K - \$50K	91 (4.3%)	51	2,095 (6.7%)	75	8,386 (6.6%)	7
\$50K - \$75K	471 (22.5%)	128	4,629 (14.7%)	84	18,645 (14.6%)	83
\$75K - \$100K	324 (15.5%)	124	4,637 (14.7%)	118	14,192 (11.1%)	89
\$100K - \$125K	229 (10.9%)	129	3,705 (11.8%)	139	11,417 (9%)	105
\$125K - \$150K	163 (7.8%)	120	3,322 (10.6%)	163	10,454 (8.2%)	126
>\$150K	217 (10.4%)	102	5,420 (17.2%)	170	19,202 (15.1%)	149

Households Income by Ethnicity

Average Income - White	\$115,343.6	113	\$124,863.03	122	\$126,241.9	123
Median Income - White	\$115,900.1	123	\$133,871.29	142	\$136,357.89	144
Average Income - Black	\$88,955	120	\$113,401.41	152	\$76,607.02	103
Median Income - Black	\$86,110.66	143	\$117,607.99	195	\$57,278.79	95

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$143,748.47 (119)	\$120,004.49 (99)	\$127,161.73 (105)
Median Income - Asian	\$144,852.15 (115)	\$126,867.74 (101)	\$140,404.96 (111)
Average Income - Hispanic	\$96,533.36 (111)	\$111,774.16 (129)	\$90,533.12 (104)
Median Income - Hispanic	\$85,105.98 (113)	\$104,954.6 (140)	\$78,404.9 (104)
Average Income - Other	\$110,110.8 (115)	\$130,429.01 (136)	\$116,821.42 (122)
Median Income - Other	\$96,613.72 (112)	\$138,441.25 (160)	\$116,951.58 (35)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	43.73 (106)	42.77 (104)	40.72 (99)
Median Age	43.88 (109)	42.32 (105)	40 (99)
0-4	292 (5.6%) (103)	4,555 (5.1%) (96)	20,505 (5.5%) (103)
5-13	403 (7.7%) (76)	7,946 (9%) (88)	38,491 (10.4%) (102)
14-17	209 (4%) (75)	4,427 (5%) (95)	20,026 (5.4%) (102)
18-21	225 (4.3%) (71)	4,867 (5.5%) (100)	21,117 (5.7%) (103)
22-24	177 (3.4%) (81)	3,786 (4.3%) (102)	16,046 (4.3%) (103)
25-29	350 (6.7%) (113)	5,446 (6.2%) (105)	23,604 (6.4%) (108)
30-34	361 (6.9%) (107)	4,954 (5.6%) (87)	22,765 (6.1%) (95)

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	1 Mile		3 Mile		5 Mile	
35-39	337	(6.4%)	5,298	(6%)	23,002	(6.2%)
40-44	283	(5.4%)	5,132	(5.8%)	22,606	(6.1%)
45-49	321	(6.1%)	5,288	(6%)	22,575	(6.1%)
50-54	357	(6.8%)	5,477	(6.2%)	22,866	(6.2%)
55-59	405	(7.7%)	5,953	(6.7%)	24,015	(6.5%)
60-64	398	(7.6%)	6,096	(6.9%)	24,022	(6.5%)
65-69	375	(7.1%)	5,728	(6.5%)	21,890	(5.9%)
70-74	271	(5.2%)	4,665	(5.3%)	17,240	(4.6%)
75-79	230	(4.4%)	3,845	(4.3%)	13,429	(3.6%)
80-84	127	(2.4%)	2,575	(2.9%)	8,737	(2.4%)
85+	136	(2.6%)	2,481	(2.8%)	8,219	(2.2%)

Age - Male

Male Average Age	41.81		41.37		39.44	
Male Median Age	41.3		40.76		37.65	
0-4	150	(5.8%)	2,343	(5.5%)	10,557	(5.9%)
5-13	213	(8.2%)	4,056	(9.6%)	19,687	(11%)

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14-17	119	(4.6%)	84	2,195	(5.2%)	95	10,000	(5.6%)	102
18-21	130	(5%)	87	2,370	(5.6%)	97	10,508	(5.9%)	102
22-24	99	(3.8%)	87	1,833	(4.3%)	98	8,030	(4.5%)	102
25-29	184	(7.1%)	116	2,803	(6.6%)	108	11,953	(6.7%)	109
30-34	187	(7.2%)	110	2,483	(5.9%)	89	11,125	(6.2%)	94
35-39	165	(6.4%)	95	2,635	(6.2%)	93	11,143	(6.2%)	93
40-44	140	(5.4%)	83	2,457	(5.8%)	89	10,789	(6%)	93
45-49	152	(5.9%)	98	2,508	(5.9%)	98	10,645	(6%)	99
50-54	164	(6.3%)	107	2,618	(6.2%)	104	10,849	(6.1%)	103
55-59	205	(7.9%)	132	2,863	(6.8%)	112	11,477	(6.4%)	107
60-64	196	(7.6%)	122	2,908	(6.9%)	110	11,416	(6.4%)	103
65-69	161	(6.2%)	106	2,695	(6.4%)	108	10,216	(5.7%)	97
70-74	134	(5.2%)	107	2,140	(5.1%)	104	7,950	(4.5%)	92
75-79	88	(3.4%)	93	1,642	(3.9%)	106	5,818	(3.3%)	89
80-84	54	(2.1%)	95	1,002	(2.4%)	108	3,492	(2%)	89
85+	44	(1.7%)	113	820	(1.9%)	128	2,802	(1.6%)	104

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● 1 Mile

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● 5 Mile

Age - Female

Female Average Age	45.59		108	44.06		104	41.9		99
Female Median Age	47.04		113	43.76		105	41.28		99
0-4	142	(5.3%)	103	2,212	(4.8%)	93	9,948	(5.2%)	100
5-13	190	(7.1%)	75	3,890	(8.4%)	87	18,804	(9.8%)	100
14-17	90	(3.4%)	66	2,232	(4.8%)	95	10,026	(5.2%)	103
18-21	95	(3.6%)	67	2,497	(5.4%)	102	10,609	(5.5%)	104
22-24	78	(2.9%)	75	1,953	(4.2%)	106	8,016	(4.2%)	104
25-29	166	(6.2%)	110	2,643	(5.7%)	102	11,651	(6%)	107
30-34	174	(6.5%)	104	2,471	(5.4%)	86	11,640	(6%)	96
35-39	172	(6.4%)	99	2,663	(5.8%)	89	11,859	(6.2%)	95
40-44	143	(5.4%)	84	2,675	(5.8%)	91	11,817	(6.1%)	96
45-49	169	(6.3%)	105	2,780	(6%)	100	11,930	(6.2%)	103
50-54	193	(7.2%)	122	2,859	(6.2%)	104	12,017	(6.2%)	105
55-59	200	(7.5%)	123	3,090	(6.7%)	110	12,538	(6.5%)	107
60-64	202	(7.6%)	117	3,188	(6.9%)	107	12,606	(6.5%)	101

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65-69	214	(8%)	126	3,033	(6.6%)	103	11,674	(6.1%)	95
70-74	137	(5.1%)	95	2,525	(5.5%)	101	9,290	(4.8%)	89
75-79	142	(5.3%)	123	2,203	(4.8%)	111	7,611	(3.9%)	92
80-84	73	(2.7%)	96	1,573	(3.4%)	120	5,245	(2.7%)	96
85+	92	(3.4%)	131	1,661	(3.6%)	137	5,417	(2.8%)	107

Employment by Occupation

Total Employees (16+ Years Old)	3,004			46,219			186,391		
Managerial/Executive	702	(23.4%)	134	9,948	(21.5%)	124	33,471	(18%)	103
Professional Specialty	430	(14.3%)	58	11,107	(24%)	97	44,141	(23.7%)	96
Production & Transportation	395	(13.1%)	102	4,701	(10.2%)	74	27,289	(14.6%)	113
Office Admin	395	(13.1%)	124	5,962	(12.9%)	121	19,899	(10.7%)	100
Sales	328	(10.9%)	117	5,208	(11.3%)	121	18,996	(10.2%)	109
Construction	274	(9.1%)	114	2,897	(6.3%)	74	12,738	(6.8%)	85
Food Preparation & Serving	138	(4.6%)	90	1,883	(4.1%)	84	7,866	(4.2%)	83
Personal Care	130	(4.3%)	174	1,109	(2.4%)	96	4,830	(2.6%)	104
Protective	103	(3.4%)	158	1,519	(3.3%)	152	4,326	(2.3%)	107

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Building Maintenance & Cleaning	75	(2.5%)	74	718	(1.6%)	46	6,248	(3.4%)	99
Healthcare support	34	(1.1%)	35	1,167	(2.5%)	7	6,389	(3.4%)	105
Farming, Fishing & Forestry							198	(<0.5%)	18

Employment by Industry

Total Employees (16+ Years Old)	3,004			46,219			186,391		
Educational Services	553	(18.4%)	76	11,758	(25.4%)	109	44,251	(23.7%)	101
Manufacturing	433	(14.4%)	145	4,525	(9.8%)	99	20,828	(11.2%)	113
Wholesale Retail	394	(13.1%)	100	7,200	(15.6%)	118	26,781	(14.4%)	109
Transportation	351	(11.7%)	200	2,585	(5.6%)	96	13,368	(7.2%)	123
Agriculture/Mining/Construction	322	(10.7%)	126	2,594	(5.6%)	66	10,508	(5.6%)	66
Financial, Insurance & Real Estate	271	(9%)	134	4,032	(8.7%)	129	13,755	(7.4%)	109
Entertainment Services	141	(4.7%)	54	3,100	(6.7%)	7	13,521	(7.3%)	84
Information	133	(4.4%)	237	996	(2.2%)	115	4,034	(2.2%)	116
Other Professional Services	130	(4.3%)	92	2,154	(4.7%)	99	9,134	(4.9%)	104
Professional Services	117	(3.9%)	48	3,989	(8.6%)	107	16,187	(8.7%)	107
Public Administration	92	(3.1%)	64	1,926	(4.2%)	87	6,250	(3.4%)	70

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Administrative/Waste Services	50	(1.7%)	40	1,317	(2.8%)	68	7,458	(4%)	96
Management Services	17	(0.6%)	446	43	(<0.5%)	73	316	(<0.5%)	34

Language Spoken

Speak English at Home	3,317	(66.8%)	86	53,622	(63.9%)	83	195,758	(55.8%)	72
Speak Other Language at Home	948	(19.1%)	225	16,192	(19.3%)	227	53,059	(15.1%)	178
Speak Spanish at Home	700	(14.1%)	99	14,150	(16.9%)	119	101,833	(29%)	205

Ancestry

Other	769	(14.6%)	107	11,681	(13.2%)	97	42,432	(11.4%)	84
Italian	729	(13.9%)	519	12,712	(14.4%)	537	33,240	(9%)	335
South American	658	(12.5%)	916	7,007	(7.9%)	579	33,896	(9.1%)	668
Unclassified	620	(11.8%)	8	9,741	(11%)	75	29,483	(7.9%)	54
Scottish/Irish	340	(6.5%)	108	5,246	(5.9%)	99	16,556	(4.5%)	75
Middle Eastern	294	(5.6%)	1004	3,053	(3.4%)	619	8,734	(2.4%)	422
Puerto Rican	239	(4.5%)	162	4,816	(5.4%)	193	26,681	(7.2%)	256
German	213	(4.1%)	57	3,328	(3.8%)	53	10,310	(2.8%)	39
Other European (e.g. Greek/Russian)	199	(3.8%)	136	3,945	(4.5%)	161	13,420	(3.6%)	130

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	1 Mile		3 Mile		5 Mile	
Central American	164	(3.1%)	1,100	(1.2%)	6,941	(1.9%)
Dominican	154	(2.9%)	3,385	(3.8%)	39,518	(10.6%)
Polish	137	(2.6%)	2,368	(2.7%)	8,012	(2.2%)
British	113	(2.1%)	1,588	(1.8%)	5,420	(1.5%)
South Central Asian (e.g. Indian)	107	(2%)	4,379	(4.9%)	15,460	(4.2%)
American	72	(1.4%)	1,595	(1.8%)	4,920	(1.3%)
Cuban	63	(1.2%)	1,180	(1.3%)	4,240	(1.1%)
Chinese	45	(0.9%)	1,187	(1.3%)	3,006	(0.8%)
Dutch	33	(0.6%)	691	(0.8%)	2,147	(0.6%)
Other Hispanic	33	(0.6%)	1,340	(1.5%)	7,048	(1.9%)
French	25	(<0.5%)	297	(<0.5%)	1,009	(<0.5%)
Mexican	14	(<0.5%)	1,290	(1.5%)	10,448	(2.8%)
South East Asian (e.g. Vietnamese)	12	(<0.5%)	287	(<0.5%)	1,000	(<0.5%)
Scandinavian	11	(<0.5%)	359	(<0.5%)	1,393	(<0.5%)
Korean	2	(<0.5%)	520	(0.6%)	1,620	(<0.5%)
Japanese	1	(<0.5%)	108	(<0.5%)	319	(<0.5%)

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



Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Native American (Indian/Eskimo)	1 (<0.5%)	56 (<0.5%)	312 (<0.5%)
Other Asian	107 (<0.5%)	601 (<0.5%)	
Hawaiian/Pacific Islander	5 (<0.5%)	38 (<0.5%)	

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	3,951	62,938	254,970
Elementary (0 to 8 Years)	109 (2.8%)	2,243 (3.6%)	17,140 (6.7%)
Some High School (9 to 11 Years)	58 (1.5%)	2,180 (3.5%)	14,253 (5.6%)
High School Graduate (12 Years)	1,316 (33.3%)	16,878 (26.8%)	77,299 (30.3%)
Some College (13 to 16 Years)	889 (22.5%)	9,974 (15.8%)	38,244 (15%)
Associates Degree Only	266 (6.7%)	3,975 (6.3%)	13,557 (5.3%)
Bachelor's Degree Only	888 (22.5%)	17,322 (27.5%)	58,125 (22.8%)
Graduate Degree	425 (10.8%)	10,366 (16.5%)	36,352 (14.3%)

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	2,095	31,465	127,551
One Person Households	656 (31.3%)	7,476 (23.8%)	30,588 (24%)
Married Couple	972 (46.4%)	18,161 (57.7%)	62,788 (49.2%)
Male Householder	77 (3.7%)	1,308 (4.2%)	7,333 (5.7%)
Female Householder	355 (16.9%)	3,245 (10.3%)	21,288 (16.7%)
Non Family Households	35 (1.7%)	1,275 (4.1%)	5,554 (4.4%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,095	31,465	127,551
1 Person Household	656 (31.3%)	7,476 (23.8%)	30,588 (24%)
2 Person Household	612 (29.2%)	9,229 (29.3%)	34,152 (26.8%)
3 Person Household	296 (14.1%)	5,329 (16.9%)	22,185 (17.4%)
4 Person Household	328 (15.7%)	5,286 (16.8%)	21,965 (17.2%)
5 Person Household	120 (5.7%)	2,387 (7.6%)	10,717 (8.4%)
6 Person Household	50 (2.4%)	1,096 (3.5%)	4,641 (3.6%)
7+ Person Household	33 (1.6%)	662 (2.1%)	3,303 (2.6%)

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



Benchmark: Nationwide



Housing Units

Total Housing Units	2,159	32,575	132,620
Owner Occupied Housing	1,447	22,276	71,155
Renter Occupied Housing	648	9,189	56,396
Vacant Housing	64	1,110	5,069

Housing Rent

Average Rent	\$1,893.48	122	\$1,935.95	125	\$1,678.25	109
Median Rent	\$1,826.82	129	\$1,859.53	132	\$1,662.75	118
Total Cash Rents Housing	629	8,654	54,494			
<\$300		101 (1.2%)	42	1,823 (3.3%)	120	
\$300-\$500		97 (1.1%)	29	1,872 (3.4%)	89	
\$500-\$750	2 (<0.5%)	4	155 (1.8%)	21	2,253 (4.1%)	48
\$750-\$1000	16 (2.5%)	20	297 (3.4%)	26	3,254 (6%)	46
\$1000-\$1500	171 (27.2%)	103	1,655 (19.1%)	73	12,352 (22.7%)	86
\$1500-\$2000	192 (30.5%)	145	2,812 (32.5%)	154	17,490 (32.1%)	152
\$2000-\$2500	159 (25.3%)	215	1,867 (21.6%)	184	8,992 (16.5%)	140

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	55	(8.7%)	151	855	(9.9%)	171	3,516	(6.5%)	112
\$3000-\$3500	21	(3.3%)	109	510	(5.9%)	192	1,608	(3%)	96
>\$3500	13	(2.1%)	56	305	(3.5%)	96	1,334	(2.4%)	67

Value of Owner-Occupied Housing Units

Average House Value	\$585,621.37	109	\$749,136.34	140	\$758,652.06	141			
Median House Value	\$591,950.93	151	\$701,017.98	179	\$686,978.91	175			
Owner Occupied Housing	1,447		22,276		71,155				
<\$100K	51	(3.5%)	43	275	(1.2%)	15	1,231	(1.7%)	21
\$100K - \$200K	35	(2.4%)	19	204	(0.9%)	7	1,101	(1.5%)	12
\$200K - \$300K	120	(8.3%)	53	650	(2.9%)	19	2,823	(4%)	25
\$300K - \$400K	261	(18%)	124	1,909	(8.6%)	59	6,092	(8.6%)	59
\$400K - \$500K	84	(5.8%)	50	2,334	(10.5%)	90	7,735	(10.9%)	94
\$500K - \$1000K	804	(55.6%)	217	13,391	(60.1%)	235	38,794	(54.5%)	213
>\$1000K	92	(6.4%)	55	3,513	(15.8%)	136	13,448	(18.9%)	163

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



Benchmark: Nationwide



Poverty

Households in Poverty	106	(5.1%)	40	2,256	(7.2%)	57	17,090	(13.4%)	106
Households Above Poverty	1,989	(94.9%)	109	29,209	(92.8%)	106	110,461	(86.6%)	99
Households in Poverty (Married)				544	(1.7%)	7	2,551	(2%)	92
Households in Poverty (Male Householder)	16	(0.8%)	120	68	(<0.5%)	34	738	(0.6%)	91
Households in Poverty (Female Householder)				465	(1.5%)	50	5,429	(4.3%)	144
Households in Poverty (Non-Family)	87	(4.2%)	66	1,072	(3.4%)	54	7,858	(6.2%)	98
Households in Poverty (Non-Family Student)	3	(<0.5%)	23	107	(<0.5%)	55	514	(<0.5%)	65

Wealth per Household

Household Average Wealth	\$251,149.16		104	\$265,203.56		109	\$242,863.42		100
Household Median Wealth	\$89,929.75		110	\$98,387.89		120	\$80,337.02		98
<\$0K	346	(16.5%)	95	5,022	(16%)	92	22,360	(17.5%)	101
\$0K - \$5K	165	(7.9%)	93	2,338	(7.4%)	88	11,164	(8.8%)	103
\$5K - \$10K	91	(4.3%)	96	1,288	(4.1%)	90	5,857	(4.6%)	101
\$10K - \$25K	130	(6.2%)	98	1,875	(6%)	94	8,047	(6.3%)	100
\$25K - \$50K	143	(6.8%)	100	2,101	(6.7%)	98	8,575	(6.7%)	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	216	(10.3%)	101	3,212	(10.2%)	100	12,810	(10%)	98
\$100K - \$250K	392	(18.7%)	103	5,890	(18.7%)	103	22,765	(17.8%)	99
\$250K - \$500K	287	(13.7%)	103	4,469	(14.2%)	107	16,759	(13.1%)	99
>\$500K	325	(15.5%)	104	5,270	(16.7%)	112	19,214	(15.1%)	101

Vehicles per Household

Total Number of Vehicles	3,772			58,936			206,350		
Average Number of Vehicles	1.8		98	1.87		102	1.62		88
No Vehicles	39	(1.9%)	23	1,697	(5.4%)	65	17,516	(13.7%)	166
1 Vehicle	1,099	(52.5%)	160	10,318	(32.8%)	100	44,455	(34.9%)	106
2 Vehicles	449	(21.4%)	58	12,543	(39.9%)	108	43,998	(34.5%)	94
3 or more Vehicles	508	(24.2%)	110	6,907	(22%)	100	21,582	(16.9%)	7

Population Change

Births	55			888			3,997		
Deaths	46			778			2,747		
Migration	-115			526			922		

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	725	3,381	11,800
Total Employees	9,773	44,494	136,173

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