



Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	9,552		109,357		303,909	
Households	3,154		39,475		103,596	
Persons per Household	3.03	119	2.75	108	2.9	114
Household Median Income	\$122,452.81	140	\$102,770.07	118	\$101,655.23	116
Household Median Disposable Income	\$99,358.1	133	\$85,578.05	114	\$84,829.57	113
Household Median Discretionary Income	\$77,603.64	134	\$64,091.96	111	\$63,245.07	109
Average Income Per Person	\$51,406.46	109	\$44,971.47	95	\$43,114.45	92
Median Rent	\$1,582.83	112	\$1,865.89	132	\$1,739.15	123
Median House Value	\$606,534.1	155	\$438,375.39	112	\$456,932.55	117
Households in Poverty	247 (7.8%)	62	3,636 (9.2%)	73	10,654 (10.3%)	8
Household Median Wealth	\$87,343	107	\$79,129.8	97	\$78,437.02	96
Average Age	38.9	94	39.7	96	39.54	96
Median Age	38.33	95	38.23	95	38.06	94
Households with Children	1,415 (44.9%)	167	11,447 (29%)	108	30,053 (29%)	108
High School Graduate or Higher	5,643 (89.2%)	100	67,082 (88.7%)	99	179,579 (86.2%)	97

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



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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	2,627 (41.5%)	27,253 (36.1%)	69,299 (33.3%)
Pop density (per sq mi)	3,891	4,262	4,177
Area (based on blockgroups)	2	26	73

Population

Population 2025 Q4	9,552	109,357	303,909
Population 2025 Q3	9,561	109,250	303,065
Population 2025 Q2	9,537	108,868	302,425
Population 2025 Q1	9,515	108,593	302,098
Population 2024 Q4	9,543	108,566	301,670
Population 2024 Q3	9,521	108,296	301,224
Population 2024 Q2	9,476	107,866	300,242
Population 2024 Q1	9,467	107,638	299,441
Population 2023 Q4	9,216	106,558	298,196
Population 5 Years Forecast	10,068	112,138	309,157
Population 10 Years Forecast	10,440	114,684	315,109
Persons per Household	3.03	2.75	2.9





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Audience Profile

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	1 Mile	3 Mile	5 Mile
Group Quarters	704 (0.6%) 	3,083 (1%) 	
Transient Population - Average Last 4 Quarters	668 (0.6%) 	1,881 (0.6%) 	

Households

Households 2025 Q4	3,154	39,475	103,596
Households 2025 Q3	3,157	39,421	103,301
Households 2025 Q2	3,149	39,249	103,060
Households 2025 Q1	3,142	39,147	102,933
Households 2024 Q4	3,149	39,124	102,777
Households 2024 Q3	3,142	39,018	102,643
Households 2024 Q2	3,128	38,865	102,314
Households 2024 Q1	3,123	38,772	102,018
Households 2023 Q4	3,037	38,416	101,621
Households 5 Years Forecast	3,324	40,527	105,247
Households 10 Years Forecast	3,448	41,475	107,225

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



Benchmark: Nationwide



Gender

Male	4,472	(46.8%)	96	50,317	(46%)	94	142,844	(47%)	96
Female	5,080	(53.2%)	104	59,040	(54%)	106	161,065	(53%)	104

Ethnicity

Black	7,466	(78.2%)	663	82,248	(75.2%)	638	205,484	(67.6%)	573
Hispanic (Ethnic)	1,085	(11.4%)	58	17,681	(16.2%)	83	64,015	(21.1%)	108
Other	479	(5%)	96	4,018	(3.7%)	71	11,473	(3.8%)	73
Asian	328	(3.4%)	59	1,941	(1.8%)	31	8,265	(2.7%)	47
White	194	(2%)	4	3,469	(3.2%)	6	14,672	(4.8%)	8

Household by Ethnicity

Black	2,589	(82.1%)	749	30,477	(77.2%)	704	73,592	(71%)	648
Hispanic (Ethnic)	190	(6%)	40	4,378	(11.1%)	73	14,744	(14.2%)	94
Other	147	(4.7%)	61	2,733	(6.9%)	91	7,643	(7.4%)	97
White	140	(4.4%)	7	1,387	(3.5%)	6	5,468	(5.3%)	9
Asian	88	(2.8%)	60	500	(1.3%)	27	2,149	(2.1%)	45

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	\$155,686.27	128	\$123,626.62	102	\$125,456.39	103
Average Income Per Person	\$51,406.46	109	\$44,971.47	95	\$43,114.45	92
Household Median Income	\$122,452.81	140	\$102,770.07	118	\$101,655.23	116
<\$15K	107 (3.4%)	47	2,207 (5.6%)	71	6,497 (6.3%)	87
\$15K - \$25K	164 (5.2%)	89	1,187 (3%)	51	3,623 (3.5%)	60
\$25K - \$35K	187 (5.9%)	97	1,520 (3.9%)	63	4,209 (4.1%)	66
\$35K - \$50K	136 (4.3%)	46	2,717 (6.9%)	73	7,955 (7.7%)	82
\$50K - \$75K	338 (10.7%)	72	5,744 (14.6%)	97	14,877 (14.4%)	96
\$75K - \$100K	451 (14.3%)	114	5,775 (14.6%)	116	13,802 (13.3%)	106
\$100K - \$150K	442 (14%)	71	9,045 (22.9%)	126	22,416 (21.6%)	119
\$150K - \$175K	233 (7.4%)	117	3,224 (8.2%)	130	8,446 (8.2%)	129
\$175K - \$200K	150 (4.8%)	95	2,317 (5.9%)	118	6,298 (6.1%)	122
\$200K - \$250K	530 (16.8%)	208	3,215 (8.1%)	101	8,667 (8.4%)	104
\$250K - \$500K	226 (7.2%)	207	1,374 (3.5%)	101	3,713 (3.6%)	104
>\$500K	190 (6%)	209	1,150 (2.9%)	101	3,093 (3%)	104

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	\$116,676.17	129	\$96,816.02	107	\$96,242.51	106
Household Median Disposable Income	\$99,358.1	133	\$85,578.05	114	\$84,829.57	113
<\$15K	121 (3.8%)	49	2,344 (5.9%)	75	6,885 (6.6%)	84
\$15K - \$25K	219 (6.9%)	101	1,578 (4%)	58	4,423 (4.3%)	62
\$25K - \$35K	154 (4.9%)	68	1,655 (4.2%)	59	5,193 (5%)	70
\$35K - \$50K	207 (6.6%)	58	3,986 (10.1%)	90	10,903 (10.5%)	93
\$50K - \$75K	485 (15.4%)	91	7,171 (18.2%)	108	17,960 (17.3%)	103
\$75K - \$100K	396 (12.6%)	88	7,118 (18%)	126	16,764 (16.2%)	113
\$100K - \$150K	590 (18.7%)	99	9,245 (23.4%)	124	24,107 (23.3%)	123
\$150K - \$175K	266 (8.4%)	164	2,037 (5.2%)	101	5,622 (5.4%)	106
\$175K - \$200K	193 (6.1%)	179	1,173 (3%)	87	3,199 (3.1%)	90
\$200K - \$250K	210 (6.7%)	201	1,278 (3.2%)	98	3,435 (3.3%)	100
\$250K - \$500K	289 (9.2%)	202	1,744 (4.4%)	97	4,697 (4.5%)	100
>\$500K	24 (0.8%)	192	146 (<0.5%)	93	408 (<0.5%)	99

Discretionary Households Income

Household Average Discretionary Income	\$92,846.59	136	\$72,759.48	106	\$72,013.15	105
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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$77,603.64	134	\$64,091.96	111	\$63,245.07	109
<\$10K	228 (7.2%)	93	2,452 (6.2%)	8	7,380 (7.1%)	92
\$10K - \$20K	297 (9.4%)	103	2,336 (5.9%)	65	6,436 (6.2%)	68
\$20K - \$30K	204 (6.5%)	69	3,303 (8.4%)	89	9,276 (9%)	95
\$30K - \$40K	127 (4%)	44	3,173 (8%)	88	9,337 (9%)	99
\$40K - \$50K	100 (3.2%)	38	3,498 (8.9%)	105	8,543 (8.2%)	98
\$50K - \$75K	571 (18.1%)	103	8,547 (21.7%)	123	19,592 (18.9%)	108
\$75K - \$100K	234 (7.4%)	60	6,003 (15.2%)	122	15,798 (15.2%)	123
\$100K - \$125K	292 (9.3%)	109	3,806 (9.6%)	113	10,527 (10.2%)	120
\$125K - \$150K	251 (8%)	123	2,802 (7.1%)	110	7,282 (7%)	108
>\$150K	850 (26.9%)	266	3,555 (9%)	89	9,425 (9.1%)	90

Households Income by Ethnicity

Average Income - White	\$150,762.35	147	\$118,719.63	116	\$119,697.31	117
Median Income - White	\$181,249.38	192	\$116,996.27	124	\$119,957.54	127
Average Income - Black	\$123,070.37	165	\$107,499.88	145	\$104,693.83	141
Median Income - Black	\$128,676.32	214	\$105,092.61	175	\$99,879.57	166

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Audience Profile

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$103,558.33 (86)	\$112,159.35 (93)	\$115,071.62 (95)
Median Income - Asian	\$81,999.72 (65)	\$107,546.87 (85)	\$118,934.43 (94)
Average Income - Hispanic	\$101,452.39 (117)	\$102,287.78 (118)	\$105,351.94 (121)
Median Income - Hispanic	\$91,900.73 (122)	\$91,193.46 (121)	\$99,302.56 (132)
Average Income - Other	\$106,017.23 (111)	\$104,342.76 (109)	\$109,440.43 (114)
Median Income - Other	\$94,885.57 (110)	\$96,624.13 (112)	\$106,358.34 (123)

Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	38.9 (94)	39.7 (96)	39.54 (96)
Median Age	38.33 (95)	38.23 (95)	38.06 (94)
0-4	541 (5.7%) (105)	6,815 (6.2%) (116)	18,159 (6%) (111)
5-13	1,226 (12.8%) (127)	11,970 (10.9%) (108)	33,846 (11.1%) (110)
14-17	568 (5.9%) (113)	5,597 (5.1%) (97)	16,189 (5.3%) (101)
18-21	522 (5.5%) (99)	5,442 (5%) (90)	15,862 (5.2%) (95)
22-24	368 (3.9%) (92)	3,946 (3.6%) (86)	11,535 (3.8%) (91)
25-29	490 (5.1%) (87)	6,516 (6%) (101)	18,892 (6.2%) (106)
30-34	521 (5.5%) (85)	7,943 (7.3%) (113)	20,935 (6.9%) (107)

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	1 Mile		3 Mile		5 Mile				
35-39	648	(6.8%)	103	7,996	(7.3%)	111	21,606	(7.1%)	108
40-44	718	(7.5%)	117	7,668	(7%)	109	21,177	(7%)	108
45-49	683	(7.2%)	119	6,947	(6.4%)	106	19,395	(6.4%)	106
50-54	610	(6.4%)	108	6,609	(6%)	102	18,280	(6%)	102
55-59	597	(6.3%)	103	6,721	(6.1%)	102	18,245	(6%)	99
60-64	577	(6%)	95	6,748	(6.2%)	97	18,621	(6.1%)	96
65-69	499	(5.2%)	85	6,185	(5.7%)	92	17,308	(5.7%)	93
70-74	377	(3.9%)	77	4,782	(4.4%)	85	13,604	(4.5%)	87
75-79	300	(3.1%)	74	3,628	(3.3%)	83	9,889	(3.3%)	82
80-84	164	(1.7%)	68	2,140	(2%)	74	5,906	(1.9%)	77
85+	143	(1.5%)	72	1,704	(1.6%)	75	4,460	(1.5%)	71

Age - Male

Male Average Age	37.04	92	37.42	93	37.69	94			
Male Median Age	36.55	96	36.02	94	36.21	95			
0-4	278	(6.2%)	111	3,493	(6.9%)	124	9,305	(6.5%)	116
5-13	635	(14.2%)	134	6,141	(12.2%)	115	17,293	(12.1%)	115

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	● 1 Mile		● 3 Mile		● 5 Mile				
14-17	293	(6.6%)	120	2,867	(5.7%)	104	8,285	(5.8%)	106
18-21	260	(5.8%)	101	2,764	(5.5%)	95	8,088	(5.7%)	98
22-24	177	(4%)	90	1,989	(4%)	90	5,859	(4.1%)	93
25-29	246	(5.5%)	89	3,219	(6.4%)	104	9,384	(6.6%)	107
30-34	234	(5.2%)	77	3,748	(7.4%)	113	10,142	(7.1%)	108
35-39	291	(6.5%)	97	3,664	(7.3%)	109	10,107	(7.1%)	106
40-44	341	(7.6%)	117	3,529	(7%)	108	9,970	(7%)	108
45-49	325	(7.3%)	121	3,190	(6.3%)	105	9,054	(6.3%)	105
50-54	272	(6.1%)	103	2,912	(5.8%)	98	8,369	(5.9%)	99
55-59	251	(5.6%)	93	2,889	(5.7%)	96	8,218	(5.8%)	96
60-64	276	(6.2%)	99	2,843	(5.7%)	91	8,099	(5.7%)	91
65-69	226	(5.1%)	86	2,563	(5.1%)	87	7,442	(5.2%)	89
70-74	150	(3.4%)	69	1,871	(3.7%)	77	5,617	(3.9%)	81
75-79	114	(2.5%)	70	1,333	(2.6%)	73	3,940	(2.8%)	74
80-84	55	(1.2%)	56	745	(1.5%)	68	2,193	(1.5%)	70
85+	48	(1.1%)	71	557	(1.1%)	73	1,479	(1%)	68

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Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	40.53	41.63	41.18
Female Median Age	40.74	41.14	40.7
0-4	263 (5.2%)	3,322 (5.6%)	8,854 (5.5%)
5-13	591 (11.6%)	5,829 (9.9%)	16,553 (10.3%)
14-17	275 (5.4%)	2,730 (4.6%)	7,904 (4.9%)
18-21	262 (5.2%)	2,678 (4.5%)	7,774 (4.8%)
22-24	191 (3.8%)	1,957 (3.3%)	5,676 (3.5%)
25-29	244 (4.8%)	3,297 (5.6%)	9,508 (5.9%)
30-34	287 (5.6%)	4,195 (7.1%)	10,793 (6.7%)
35-39	357 (7%)	4,332 (7.3%)	11,499 (7.1%)
40-44	377 (7.4%)	4,139 (7%)	11,207 (7%)
45-49	358 (7%)	3,757 (6.4%)	10,341 (6.4%)
50-54	338 (6.7%)	3,697 (6.3%)	9,911 (6.2%)
55-59	346 (6.8%)	3,832 (6.5%)	10,027 (6.2%)
60-64	301 (5.9%)	3,905 (6.6%)	10,522 (6.5%)

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65-69	273	(5.4%)	85	3,622	(6.1%)	97	9,866	(6.1%)	96
70-74	227	(4.5%)	83	2,911	(4.9%)	91	7,987	(5%)	92
75-79	186	(3.7%)	85	2,295	(3.9%)	90	5,949	(3.7%)	86
80-84	109	(2.1%)	75	1,395	(2.4%)	83	3,713	(2.3%)	8
85+	95	(1.9%)	71	1,147	(1.9%)	74	2,981	(1.9%)	71

Employment by Occupation

Total Employees (16+ Years Old)	5,236			59,318			159,707		
Professional Specialty	1,326	(25.3%)	102	14,752	(24.9%)	101	38,429	(24.1%)	97
Managerial/Executive	1,265	(24.2%)	139	10,098	(17%)	98	25,642	(16.1%)	92
Office Admin	871	(16.6%)	157	7,512	(12.7%)	119	20,031	(12.5%)	118
Healthcare support	398	(7.6%)	232	3,348	(5.6%)	172	7,339	(4.6%)	140
Construction	317	(6.1%)	76	4,626	(7.8%)	98	15,913	(10%)	125
Production & Transportation	291	(5.6%)	43	5,290	(8.9%)	69	16,058	(10.1%)	7
Protective	220	(4.2%)	194	3,444	(5.8%)	268	7,149	(4.5%)	207
Building Maintenance & Cleaning	165	(3.2%)	93	2,509	(4.2%)	125	7,740	(4.8%)	143
Sales	139	(2.7%)	28	3,580	(6%)	65	10,227	(6.4%)	69

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Food Preparation & Serving	132	(2.5%)	49	2,700	(4.6%)	89	7,224	(4.5%)	89
Personal Care	112	(2.1%)	86	1,444	(2.4%)	98	3,808	(2.4%)	96
Farming, Fishing & Forestry				15	(<0.5%)	4	147	(<0.5%)	16

Employment by Industry

Total Employees (16+ Years Old)	5,236			59,318			159,707		
Educational Services	1,220	(23.3%)	100	14,999	(25.3%)	108	36,779	(23%)	98
Public Administration	870	(16.6%)	348	8,707	(14.7%)	307	22,359	(14%)	293
Professional Services	742	(14.2%)	175	5,727	(9.7%)	119	12,796	(8%)	99
Transportation	525	(10%)	171	4,424	(7.5%)	127	12,034	(7.5%)	129
Agriculture/Mining/Construction	445	(8.5%)	100	4,356	(7.3%)	86	14,190	(8.9%)	104
Entertainment Services	384	(7.3%)	84	4,567	(7.7%)	89	12,731	(8%)	92
Other Professional Services	335	(6.4%)	136	3,207	(5.4%)	115	8,790	(5.5%)	117
Wholesale Retail	277	(5.3%)	40	4,842	(8.2%)	62	14,808	(9.3%)	70
Financial, Insurance & Real Estate	139	(2.7%)	39	2,533	(4.3%)	63	7,689	(4.8%)	71
Administrative/Waste Services	136	(2.6%)	62	3,619	(6.1%)	146	10,807	(6.8%)	162
Information	114	(2.2%)	117	1,173	(2%)	106	2,987	(1.9%)	100

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	1 Mile			3 Mile			5 Mile		
Manufacturing	49	(0.9%)	9	1,066	(1.8%)	18	3,561	(2.2%)	22
Management Services				98	(<0.5%)	130	176	(<0.5%)	87

Language Spoken

Speak English at Home	6,745	(74.9%)	97	75,643	(73.8%)	95	199,051	(69.7%)	90
Speak Other Language at Home	1,537	(17.1%)	201	12,807	(12.5%)	147	34,365	(12%)	142
Speak Spanish at Home	729	(8.1%)	57	14,092	(13.7%)	97	52,334	(18.3%)	129

Ancestry

Central American	531	(5.6%)	312	9,675	(8.8%)	496	34,130	(11.2%)	630
Other	396	(4.1%)	30	5,025	(4.6%)	34	16,646	(5.5%)	40
Mexican	275	(2.9%)	26	4,339	(4%)	36	17,632	(5.8%)	52
Puerto Rican	201	(2.1%)	75	869	(0.8%)	28	2,289	(0.8%)	27
Unclassified	183	(1.9%)	13	1,600	(1.5%)	10	5,378	(1.8%)	12
Other Asian	127	(1.3%)	376	322	(<0.5%)	83	1,341	(<0.5%)	125
South Central Asian (e.g. Indian)	96	(1%)	64	322	(<0.5%)	19	2,236	(0.7%)	47
Other Hispanic	69	(0.7%)	68	977	(0.9%)	84	3,373	(1.1%)	104
Middle Eastern	29	(<0.5%)	54	78	(<0.5%)	13	334	(<0.5%)	20

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American	21	(<0.5%) 6	201	(<0.5%) 5	694	(<0.5%) 6
Native American (Indian/Eskimo)	12	(<0.5%) 20	218	(<0.5%) 31	547	(<0.5%) 28
Scottish/Irish	7	(<0.5%) 1	77	(<0.5%) 1	592	(<0.5%) 3
British	7	(<0.5%) 1	69	(<0.5%) 1	407	(<0.5%) 3
German	6	(<0.5%) 1	78	(<0.5%) 1	644	(<0.5%) 3
Chinese	6	(<0.5%) 5	287	(<0.5%) 20	892	(<0.5%) 23
Other European (e.g. Greek/Russian)	4	(<0.5%) 2	36	(<0.5%) 1	248	(<0.5%) 3
Dominican	4	(<0.5%) 6	1,195	(1.1%) 163	3,597	(1.2%) 177
Scandinavian	3	(<0.5%) 2	14	(<0.5%) 1	84	(<0.5%) 2
Cuban	3	(<0.5%) 4	169	(<0.5%) 20	405	(<0.5%) 18
Italian	2	(<0.5%) 1	33	(<0.5%) 1	206	(<0.5%) 3
South East Asian (e.g. Vietnamese)	2	(<0.5%) 4	83	(<0.5%) 16	630	(<0.5%) 44
South American	2	(<0.5%) 2	457	(<0.5%) 31	2,589	(0.9%) 62
Dutch	1	(<0.5%) 2	3	(<0.5%) 1	21	(<0.5%) 1
Hawaiian/Pacific Islander	1	(<0.5%) 6	11	(<0.5%) 6	74	(<0.5%) 14
Polish			7	(<0.5%)	85	(<0.5%) 2

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



Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
French	24 (<0.5%)	112 (<0.5%)	3
Korean	72 (<0.5%)	673 (<0.5%)	50
Japanese	2 (<0.5%)	110 (<0.5%)	16

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	6,327	75,587	208,318
Elementary (0 to 8 Years)	455 (7.2%)	4,341 (5.7%)	15,832 (7.6%)
Some High School (9 to 11 Years)	229 (3.6%)	4,164 (5.5%)	12,907 (6.2%)
High School Graduate (12 Years)	1,301 (20.6%)	19,605 (25.9%)	56,887 (27.3%)
Some College (13 to 16 Years)	1,366 (21.6%)	15,149 (20%)	41,198 (19.8%)
Associates Degree Only	349 (5.5%)	5,075 (6.7%)	12,195 (5.9%)
Bachelor's Degree Only	1,115 (17.6%)	15,797 (20.9%)	40,392 (19.4%)
Graduate Degree	1,512 (23.9%)	11,456 (15.2%)	28,907 (13.9%)

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	3,154	39,475	103,596
One Person Households	684 (21.7%)	11,336 (28.7%)	27,511 (26.6%)
Married Couple	1,240 (39.3%)	14,372 (36.4%)	38,751 (37.4%)
Male Householder	526 (16.7%)	3,287 (8.3%)	7,958 (7.7%)
Female Householder	643 (20.4%)	9,031 (22.9%)	24,503 (23.7%)
Non Family Households	61 (1.9%)	1,449 (3.7%)	4,873 (4.7%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,154	39,475	103,596
1 Person Household	684 (21.7%)	11,336 (28.7%)	27,511 (26.6%)
2 Person Household	796 (25.2%)	10,285 (26.1%)	26,737 (25.8%)
3 Person Household	578 (18.3%)	6,840 (17.3%)	17,658 (17%)
4 Person Household	495 (15.7%)	4,924 (12.5%)	13,865 (13.4%)
5 Person Household	294 (9.3%)	2,958 (7.5%)	8,462 (8.2%)
6 Person Household	160 (5.1%)	1,617 (4.1%)	4,729 (4.6%)
7+ Person Household	147 (4.7%)	1,515 (3.8%)	4,634 (4.5%)

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



Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Housing Units

Total Housing Units	3,264	41,305	108,687
Owner Occupied Housing	2,220	24,242	64,948
Renter Occupied Housing	934	15,233	38,648
Vacant Housing	110	1,830	5,091

Housing Rent

Average Rent	\$1,614.98	104	\$1,904.36	123	\$1,769.76	114
Median Rent	\$1,582.83	112	\$1,865.89	132	\$1,739.15	123
Total Cash Rents Housing	858	14,890	37,568			
<\$300	9 (1%)	38	123 (0.8%)	30	855 (2.3%)	8
\$300-\$500	2 (<0.5%)	6	181 (1.2%)	32	870 (2.3%)	60
\$500-\$750	14 (1.6%)	19	257 (1.7%)	20	1,025 (2.7%)	31
\$750-\$1000	60 (7%)	54	533 (3.6%)	28	2,012 (5.4%)	41
\$1000-\$1500	289 (33.7%)	128	2,646 (17.8%)	68	8,269 (22%)	84
\$1500-\$2000	332 (38.7%)	184	5,063 (34%)	161	12,028 (32%)	152
\$2000-\$2500	91 (10.6%)	90	3,733 (25.1%)	213	7,379 (19.6%)	167

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	47	(5.5%)	95	1,507	(10.1%)	175	3,009	(8%)	138
\$3000-\$3500	13	(1.5%)	49	499	(3.4%)	109	1,215	(3.2%)	106
>\$3500	1	(<0.5%)	3	348	(2.3%)	64	906	(2.4%)	66

Value of Owner-Occupied Housing Units

Average House Value	\$595,917.63	111	\$474,165.35	88	\$508,244.13	95			
Median House Value	\$606,534.1	155	\$438,375.39	112	\$456,932.55	117			
Owner Occupied Housing	2,220		24,242		64,948				
<\$100K	60	(2.7%)	33	587	(2.4%)	30	1,785	(2.7%)	34
\$100K - \$200K	9	(<0.5%)	3	482	(2%)	15	1,232	(1.9%)	15
\$200K - \$300K	32	(1.4%)	9	2,873	(11.9%)	76	6,159	(9.5%)	61
\$300K - \$400K	336	(15.1%)	104	5,883	(24.3%)	167	14,248	(21.9%)	151
\$400K - \$500K	298	(13.4%)	116	5,983	(24.7%)	213	15,896	(24.5%)	211
\$500K - \$1000K	1,459	(65.7%)	257	8,183	(33.8%)	132	23,601	(36.3%)	142
>\$1000K	26	(1.2%)	10	251	(1%)	9	2,027	(3.1%)	27

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



Benchmark: Nationwide

1 Mile

3 Mile

5 Mile

Poverty

Households in Poverty	247	(7.8%)	62	3,636	(9.2%)	73	10,654	(10.3%)	8
Households Above Poverty	2,907	(92.2%)	106	35,839	(90.8%)	104	92,942	(89.7%)	103
Households in Poverty (Married)	64	(2%)	93	558	(1.4%)	65	1,687	(1.6%)	75
Households in Poverty (Male Householder)	14	(<0.5%)	70	293	(0.7%)	117	701	(0.7%)	106
Households in Poverty (Female Householder)	85	(2.7%)	91	916	(2.3%)	74	2,843	(2.7%)	93
Households in Poverty (Non-Family)	76	(2.4%)	38	1,731	(4.4%)	70	5,082	(4.9%)	74
Households in Poverty (Non-Family Student)	8	(<0.5%)	41	138	(<0.5%)	56	341	(<0.5%)	53

Wealth per Household

Household Average Wealth	\$252,771.08		104	\$240,378.02		99	\$238,921.85		99
Household Median Wealth	\$87,343		107	\$79,129.8		97	\$78,437.02		96
<\$0K	536	(17%)	98	6,967	(17.6%)	102	18,309	(17.7%)	102
\$0K - \$5K	254	(8.1%)	95	3,404	(8.6%)	102	9,054	(8.7%)	103
\$5K - \$10K	139	(4.4%)	97	1,823	(4.6%)	102	4,789	(4.6%)	102
\$10K - \$25K	195	(6.2%)	98	2,508	(6.4%)	100	6,574	(6.3%)	100
\$25K - \$50K	214	(6.8%)	100	2,694	(6.8%)	100	7,062	(6.8%)	100

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



Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	320	(10.1%)	99	4,019	(10.2%)	99	10,567	(10.2%)	100
\$100K - \$250K	570	(18.1%)	100	7,048	(17.9%)	99	18,528	(17.9%)	99
\$250K - \$500K	425	(13.5%)	102	5,160	(13.1%)	99	13,496	(13%)	98
>\$500K	501	(15.9%)	106	5,852	(14.8%)	99	15,217	(14.7%)	98

Vehicles per Household

Total Number of Vehicles	5,786			66,766			177,458		
Average Number of Vehicles	1.83		100	1.69		93	1.71		94
No Vehicles	198	(6.3%)	76	3,253	(8.2%)	100	10,438	(10.1%)	122
1 Vehicle	1,103	(35%)	107	16,645	(42.2%)	129	40,394	(39%)	119
2 Vehicles	1,060	(33.6%)	91	11,915	(30.2%)	81	31,080	(30%)	81
3 or more Vehicles	793	(25.1%)	114	7,662	(19.4%)	88	21,684	(20.9%)	95

Population Change

Births	96			1,182			3,205		
Deaths	70			816			2,274		
Migration	-16			477			1,461		

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	148	2,370	5,670
Total Employees	3,509	42,711	92,461

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