Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Overview						
Population	7,540		66,333		265,807	
Households	2,819		31,381		120,056	
Persons per Household	2.67	105	2.06	81	2.14	84
Household Median Income	$198,082.42	227	$111,805.09	128	$95,785.76	110
Household Median Disposable Income	$158,674.02	212	$96,332.39	128	$84,095.89	112
Household Median Discretionary Income	$153,887.35	266	$78,498.66	136	$66,020.77	114
Average Income Per Person	$113,446.01	241	$87,819.27	186	$69,050.13	147
Median Rent	$2,804.95	199	$2,350.73	167	$2,185.27	155
Median House Value	$1.35M	346	$727,735.14	186	$634,082.72	162
Households in Poverty	88 (3.1%)	25	3,117 (9.9%)	79	12,523 (10.4%)	8
Household Median Wealth	$154,047.68	188	$120,622.7	147	$105,429.09	129
Average Age	48	117	53.74	130	49.58	120
Median Age	52.24	129	58.79	146	52.3	130
Households with Children	842 (29.9%)	111	5,432 (17.3%)	65	22,795 (19%)	71
High School Graduate or Higher	5,484 (98.8%)	111	50,681 (95.7%)	107	193,201 (94.9%)	106

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Bachelor's Degree or Higher	4,273	(77%)	219	31,521	(59.5%)	170	106,875	(52.5%)	150
Pop density (per sq mi)	3,106			2,669			3,490		
Area (based on blockgroups)	2			25			76		
Population									
Population 2025 Q4	7,540			66,333			265,807		
Population 2025 Q3	7,462			66,229			265,561		
Population 2025 Q2	7,437			66,167			265,335		
Population 2025 Q1	7,345			65,937			264,576		
Population 2024 Q4	7,320			65,790			264,131		
Population 2024 Q3	7,282			65,615			263,448		
Population 2024 Q2	7,169			65,320			262,177		
Population 2024 Q1	6,992			65,427			261,261		
Population 2023 Q4	6,916			64,962			260,207		
Population 5 Years Forecast	8,501			70,321			275,145		
Population 10 Years Forecast	9,262			74,268			287,133		
Persons per Household	2.67		105	2.06		81	2.14		84

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile	3 Mile			5 Mile		
Group Quarters		1,566	(2.4%)	100	8,706	(3.3%)	139
Transient Population - Average Last 4 Quarters		1,786	(2.7%)	215	2,516	(0.9%)	7
Households							
Households 2025 Q4	2,819	31,381			120,056		
Households 2025 Q3	2,792	31,328			119,916		
Households 2025 Q2	2,782	31,281			119,799		
Households 2025 Q1	2,750	31,178			119,458		
Households 2024 Q4	2,741	31,105			119,245		
Households 2024 Q3	2,729	31,019			118,918		
Households 2024 Q2	2,691	30,866			118,299		
Households 2024 Q1	2,609	30,930			117,979		
Households 2023 Q4	2,581	30,689			117,468		
Households 5 Years Forecast	3,191	33,255			124,417		
Households 10 Years Forecast	3,485	35,128			130,000		

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Gender									
Male	3,638	(48.2%)	98	29,925	(45.1%)	92	122,403	(46%)	94
Female	3,902	(51.8%)	101	36,408	(54.9%)	108	143,404	(54%)	106
Ethnicity									
White	6,002	(79.6%)	138	50,728	(76.5%)	133	184,891	(69.6%)	121
Hispanic (Ethnic)	910	(12.1%)	62	8,620	(13%)	66	42,163	(15.9%)	8
Other	385	(5.1%)	98	3,035	(4.6%)	88	15,319	(5.8%)	111
Asian	181	(2.4%)	42	2,151	(3.2%)	56	8,639	(3.3%)	56
Black	62	(0.8%)	7	1,799	(2.7%)	23	14,795	(5.6%)	47
Household by Ethnicity									
White	2,386	(84.6%)	137	24,932	(79.4%)	129	87,029	(72.5%)	118
Hispanic (Ethnic)	194	(6.9%)	45	3,228	(10.3%)	68	15,764	(13.1%)	86
Other	182	(6.5%)	85	1,973	(6.3%)	83	10,156	(8.5%)	112
Asian	40	(1.4%)	31	673	(2.1%)	46	2,726	(2.3%)	49
Black	17	(0.6%)	6	575	(1.8%)	17	4,381	(3.6%)	33
Households Income									

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	$303,434.89		249	$183,080.51		150	$151,130.76		124
Average Income Per Person	$113,446.01		241	$87,819.27		186	$69,050.13		147
Household Median Income	$198,082.42		227	$111,805.09		128	$95,785.76		110
<$15K	59	(2.1%)	29	2,022	(6.4%)	89	7,968	(6.6%)	92
$15K - $25K	70	(2.5%)	42	1,537	(4.9%)	83	6,500	(5.4%)	92
$25K - $35K	30	(1.1%)	17	1,662	(5.3%)	86	7,107	(5.9%)	97
$35K - $50K	91	(3.2%)	34	2,055	(6.5%)	70	10,970	(9.1%)	97
$50K - $75K	251	(8.9%)	59	3,355	(10.7%)	71	16,250	(13.5%)	90
$75K - $100K	180	(6.4%)	51	3,674	(11.7%)	93	13,292	(11.1%)	88
$100K - $150K	352	(12.5%)	69	5,138	(16.4%)	90	19,907	(16.6%)	91
$150K - $175K	238	(8.4%)	134	2,045	(6.5%)	103	7,283	(6.1%)	96
$175K - $200K	150	(5.3%)	107	2,184	(7%)	139	6,826	(5.7%)	114
$200K - $250K	783	(27.8%)	344	4,314	(13.7%)	170	13,410	(11.2%)	138
$250K - $500K	336	(11.9%)	345	1,850	(5.9%)	171	5,745	(4.8%)	139
>$500K	279	(9.9%)	343	1,545	(4.9%)	171	4,798	(4%)	139

Disposable Households Income

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	$155,717.19		172	$112,487.41		124	$102,156.29		113
Household Median Disposable Income	$158,674.02		212	$96,332.39		128	$84,095.89		112
<$15K	58	(2.1%)	26	2,092	(6.7%)	85	8,293	(6.9%)	88
$15K - $25K	69	(2.4%)	36	1,739	(5.5%)	81	7,350	(6.1%)	89
$25K - $35K	45	(1.6%)	22	1,788	(5.7%)	80	7,729	(6.4%)	90
$35K - $50K	149	(5.3%)	47	2,616	(8.3%)	74	13,228	(11%)	98
$50K - $75K	232	(8.2%)	49	3,597	(11.5%)	68	16,963	(14.1%)	84
$75K - $100K	268	(9.5%)	66	4,402	(14%)	98	15,541	(12.9%)	90
$100K - $150K	491	(17.4%)	92	5,636	(18%)	95	21,840	(18.2%)	96
$150K - $175K	281	(10%)	194	2,739	(8.7%)	170	8,075	(6.7%)	131
$175K - $200K	393	(13.9%)	407	2,176	(6.9%)	202	6,764	(5.6%)	164
$200K - $250K	335	(11.9%)	358	1,852	(5.9%)	178	5,745	(4.8%)	144
$250K - $500K	458	(16.2%)	358	2,528	(8.1%)	178	7,848	(6.5%)	144
>$500K	40	(1.4%)	357	216	(0.7%)	173	680	(0.6%)	143
Discretionary Households Income									
Household Average Discretionary Income	$134,113.54		196	$88,364.9		129	$78,886.66		115

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	$153,887.35		266	$78,498.66		136	$66,020.77		114
<$10K	57	(2%)	26	2,993	(9.5%)	123	8,819	(7.3%)	95
$10K - $20K	70	(2.5%)	27	2,100	(6.7%)	73	9,361	(7.8%)	85
$20K - $30K	31	(1.1%)	12	2,226	(7.1%)	75	10,861	(9%)	96
$30K - $40K	85	(3%)	33	1,756	(5.6%)	61	10,461	(8.7%)	95
$40K - $50K	158	(5.6%)	66	1,727	(5.5%)	65	8,648	(7.2%)	85
$50K - $75K	188	(6.7%)	38	4,344	(13.8%)	79	18,166	(15.1%)	86
$75K - $100K	268	(9.5%)	76	3,489	(11.1%)	89	13,980	(11.6%)	94
$100K - $125K	232	(8.2%)	97	2,941	(9.4%)	110	10,391	(8.7%)	102
$125K - $150K	283	(10%)	155	2,435	(7.8%)	120	9,321	(7.8%)	120
>$150K	1,447	(51.3%)	507	7,370	(23.5%)	232	20,048	(16.7%)	165
Households Income by Ethnicity									
Average Income - White	$149,823.8		146	$114,856.19		112	$106,386.02		104
Median Income - White	$198,700.32		210	$112,402.69		119	$97,944.34		104
Average Income - Black	$135,069.76		182	$111,222.12		150	$92,041.98		124
Median Income - Black	$158,333.17		263	$107,091.06		178	$87,583.5		146

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Average Income - Asian	$175,509.58	145	$126,325.98	104	$115,286.38	95
Median Income - Asian	$194,116.76	154	$139,166.1	110	$114,285.15	91
Average Income - Hispanic	$151,613.4	175	$102,304.62	118	$98,168.29	113
Median Income - Hispanic	$204,901.96	273	$94,240.8	125	$88,860.83	118
Average Income - Other	$154,790.19	161	$120,344.24	126	$105,179.41	110
Median Income - Other	$193,332.47	223	$125,870.22	145	$97,367.52	113
Age						
Average Age	48	117	53.74	130	49.58	120
Median Age	52.24	129	58.79	146	52.3	130
0-4	269 (3.6%)	66	2,250 (3.4%)	63	10,590 (4%)	74
5-13	612 (8.1%)	80	3,878 (5.8%)	58	18,057 (6.8%)	67
14-17	362 (4.8%)	91	2,407 (3.6%)	69	11,541 (4.3%)	8
18-21	410 (5.4%)	99	2,712 (4.1%)	74	12,563 (4.7%)	86
22-24	339 (4.5%)	107	2,142 (3.2%)	77	9,448 (3.6%)	85
25-29	429 (5.7%)	97	2,981 (4.5%)	76	12,697 (4.8%)	8
30-34	212 (2.8%)	44	2,229 (3.4%)	52	11,382 (4.3%)	67

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
35-39	207	(2.7%)	42	2,423	(3.7%)	55	12,065	(4.5%)	69
40-44	306	(4.1%)	63	2,602	(3.9%)	61	12,782	(4.8%)	75
45-49	374	(5%)	82	2,815	(4.2%)	71	13,516	(5.1%)	85
50-54	446	(5.9%)	100	3,158	(4.8%)	80	14,385	(5.4%)	91
55-59	586	(7.8%)	129	3,763	(5.7%)	94	16,164	(6.1%)	101
60-64	574	(7.6%)	120	4,236	(6.4%)	101	17,957	(6.8%)	106
65-69	581	(7.7%)	126	4,825	(7.3%)	119	19,076	(7.2%)	117
70-74	573	(7.6%)	148	5,563	(8.4%)	164	19,244	(7.2%)	141
75-79	571	(7.6%)	190	6,375	(9.6%)	241	19,771	(7.4%)	187
80-84	412	(5.5%)	216	5,574	(8.4%)	333	15,979	(6%)	238
85+	277	(3.7%)	177	6,400	(9.6%)	464	18,590	(7%)	336
Age - Male									
Male Average Age	46.69		117	51.21		128	47.42		118
Male Median Age	50.62		132	55.77		146	48.68		127
0-4	138	(3.8%)	68	1,157	(3.9%)	69	5,437	(4.4%)	7
5-13	321	(8.8%)	83	2,011	(6.7%)	64	9,320	(7.6%)	72

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	180	(4.9%)	90	1,194	(4%)	73	5,666	(4.6%)	85
18-21	216	(5.9%)	103	1,373	(4.6%)	80	6,168	(5%)	87
22-24	189	(5.2%)	118	1,112	(3.7%)	84	4,700	(3.8%)	87
25-29	231	(6.3%)	103	1,503	(5%)	82	6,422	(5.2%)	85
30-34	116	(3.2%)	48	1,170	(3.9%)	59	5,799	(4.7%)	72
35-39	85	(2.3%)	35	1,149	(3.8%)	57	5,851	(4.8%)	72
40-44	152	(4.2%)	64	1,264	(4.2%)	65	6,143	(5%)	7
45-49	162	(4.5%)	74	1,275	(4.3%)	71	6,194	(5.1%)	84
50-54	188	(5.2%)	87	1,424	(4.8%)	80	6,720	(5.5%)	93
55-59	257	(7.1%)	118	1,723	(5.8%)	96	7,485	(6.1%)	102
60-64	284	(7.8%)	125	1,868	(6.2%)	100	8,206	(6.7%)	107
65-69	273	(7.5%)	128	2,082	(7%)	118	8,457	(6.9%)	118
70-74	257	(7.1%)	146	2,293	(7.7%)	159	8,267	(6.8%)	140
75-79	268	(7.4%)	202	2,645	(8.8%)	242	8,332	(6.8%)	187
80-84	188	(5.2%)	236	2,206	(7.4%)	337	6,381	(5.2%)	238
85+	133	(3.7%)	242	2,476	(8.3%)	547	6,855	(5.6%)	370

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Age - Female									
Female Average Age	49.21		116	55.83		132	51.43		122
Female Median Age	53.43		129	62.03		149	55.51		134
0-4	131	(3.4%)	65	1,093	(3%)	58	5,153	(3.6%)	70
5-13	291	(7.5%)	77	1,867	(5.1%)	53	8,737	(6.1%)	63
14-17	182	(4.7%)	92	1,213	(3.3%)	66	5,875	(4.1%)	8
18-21	194	(5%)	94	1,339	(3.7%)	70	6,395	(4.5%)	84
22-24	150	(3.8%)	97	1,030	(2.8%)	71	4,748	(3.3%)	83
25-29	198	(5.1%)	90	1,478	(4.1%)	72	6,275	(4.4%)	7
30-34	96	(2.5%)	39	1,059	(2.9%)	46	5,583	(3.9%)	62
35-39	122	(3.1%)	48	1,274	(3.5%)	54	6,214	(4.3%)	67
40-44	154	(3.9%)	62	1,338	(3.7%)	58	6,639	(4.6%)	72
45-49	212	(5.4%)	90	1,540	(4.2%)	70	7,322	(5.1%)	85
50-54	258	(6.6%)	112	1,734	(4.8%)	80	7,665	(5.3%)	90
55-59	329	(8.4%)	139	2,040	(5.6%)	92	8,679	(6.1%)	100
60-64	290	(7.4%)	115	2,368	(6.5%)	101	9,751	(6.8%)	105

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
65-69	308	(7.9%)	124	2,743	(7.5%)	119	10,619	(7.4%)	117
70-74	316	(8.1%)	150	3,270	(9%)	166	10,977	(7.7%)	141
75-79	303	(7.8%)	180	3,730	(10.2%)	238	11,439	(8%)	185
80-84	224	(5.7%)	202	3,368	(9.3%)	325	9,598	(6.7%)	235
85+	144	(3.7%)	141	3,924	(10.8%)	411	11,735	(8.2%)	312
Employment by Occupation									
Total Employees (16+ Years Old)	3,303			26,497			116,908		
Professional Specialty	1,131	(34.2%)	138	7,170	(27.1%)	109	30,214	(25.8%)	104
Managerial/Executive	897	(27.2%)	156	7,413	(28%)	161	29,163	(24.9%)	143
Sales	711	(21.5%)	230	4,536	(17.1%)	183	17,118	(14.6%)	157
Office Admin	183	(5.5%)	52	2,436	(9.2%)	86	11,153	(9.5%)	90
Food Preparation & Serving	139	(4.2%)	82	880	(3.3%)	65	5,380	(4.6%)	90
Personal Care	135	(4.1%)	164	755	(2.8%)	114	3,750	(3.2%)	129
Construction	47	(1.4%)	18	1,095	(4.1%)	52	6,138	(5.3%)	66
Healthcare support	40	(1.2%)	37	469	(1.8%)	54	3,121	(2.7%)	8
Production & Transportation	14	(<0.5%)	3	1,190	(4.5%)	35	6,081	(5.2%)	40

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Building Maintenance & Cleaning	6	(<0.5%)	5	215	(0.8%)	24	2,992	(2.6%)	75
Farming, Fishing & Forestry				4	(<0.5%)	3	146	(<0.5%)	22
Protective				334	(1.3%)	58	1,652	(1.4%)	65
Employment by Industry									
Total Employees (16+ Years Old)	3,303			26,497			116,908		
Educational Services	824	(24.9%)	107	5,539	(20.9%)	89	24,751	(21.2%)	90
Financial, Insurance & Real Estate	575	(17.4%)	258	3,934	(14.8%)	220	14,714	(12.6%)	187
Wholesale Retail	561	(17%)	129	4,266	(16.1%)	122	17,871	(15.3%)	116
Professional Services	559	(16.9%)	209	4,533	(17.1%)	212	15,970	(13.7%)	169
Entertainment Services	226	(6.8%)	79	2,004	(7.6%)	87	10,520	(9%)	104
Agriculture/Mining/Construction	143	(4.3%)	51	1,301	(4.9%)	58	7,566	(6.5%)	74
Manufacturing	140	(4.2%)	43	1,183	(4.5%)	45	5,480	(4.7%)	47
Other Professional Services	122	(3.7%)	79	771	(2.9%)	62	5,500	(4.7%)	100
Administrative/Waste Services	63	(1.9%)	46	1,029	(3.9%)	93	5,809	(5%)	119
Transportation	48	(1.5%)	25	1,073	(4%)	69	4,187	(3.6%)	61
Information	39	(1.2%)	63	512	(1.9%)	104	2,300	(2%)	105

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Public Administration	3	(<0.5%)	2	352	(1.3%)	28	2,073	(1.8%)	37
Management Services							167	(<0.5%)	113
Language Spoken									
Speak English at Home	5,643	(77.6%)	100	48,508	(75.7%)	98	183,624	(71.9%)	93
Speak Other Language at Home	910	(12.5%)	147	8,964	(14%)	165	38,370	(15%)	177
Speak Spanish at Home	718	(9.9%)	70	6,611	(10.3%)	73	33,223	(13%)	92
Ancestry									
Other European (e.g. Greek/Russian)	1,483	(19.7%)	709	9,847	(14.8%)	535	28,092	(10.6%)	381
Unclassified	1,319	(17.5%)	119	10,027	(15.1%)	103	38,108	(14.3%)	98
Other	1,157	(15.3%)	112	11,594	(17.5%)	128	48,133	(18.1%)	133
German	422	(5.6%)	79	3,639	(5.5%)	77	13,796	(5.2%)	73
South American	420	(5.6%)	408	3,694	(5.6%)	408	17,972	(6.8%)	495
Italian	404	(5.4%)	200	3,452	(5.2%)	195	16,383	(6.2%)	231
American	393	(5.2%)	131	3,737	(5.6%)	141	12,792	(4.8%)	121
Polish	317	(4.2%)	307	3,157	(4.8%)	348	10,107	(3.8%)	278
British	288	(3.8%)	73	2,476	(3.7%)	72	8,807	(3.3%)	64

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Scottish/Irish	280	(3.7%)	62	2,628	(4%)	66	11,851	(4.5%)	75
Mexican	162	(2.1%)	19	844	(1.3%)	11	4,393	(1.7%)	15
Puerto Rican	108	(1.4%)	51	1,489	(2.2%)	80	6,324	(2.4%)	85
Middle Eastern	101	(1.3%)	240	1,220	(1.8%)	330	4,014	(1.5%)	271
Cuban	97	(1.3%)	169	1,076	(1.6%)	214	5,710	(2.1%)	283
Korean	66	(0.9%)	197	159	(<0.5%)	54	412	(<0.5%)	35
Other Hispanic	62	(0.8%)	77	564	(0.9%)	80	2,670	(1%)	94
Chinese	59	(0.8%)	61	367	(0.6%)	43	1,733	(0.7%)	51
Scandinavian	51	(0.7%)	39	496	(0.7%)	44	2,340	(0.9%)	51
French	43	(0.6%)	54	420	(0.6%)	60	2,160	(0.8%)	76
Dutch	42	(0.6%)	106	238	(<0.5%)	68	773	(<0.5%)	55
Central American	39	(0.5%)	29	520	(0.8%)	44	3,516	(1.3%)	74
South Central Asian (e.g. Indian)	23	(<0.5%)	19	992	(1.5%)	95	3,148	(1.2%)	75
Dominican	22	(<0.5%)	44	433	(0.7%)	97	1,578	(0.6%)	89
Other Asian	13	(<0.5%)	49	154	(<0.5%)	66	362	(<0.5%)	38
South East Asian (e.g. Vietnamese)	10	(<0.5%)	28	83	(<0.5%)	26	646	(<0.5%)	51

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Japanese	6	(<0.5%)	35	113	(<0.5%)	75	405	(<0.5%)	67
Native American (Indian/Eskimo)	5	(<0.5%)	10	29	(<0.5%)	7	168	(<0.5%)	10
Hawaiian/Pacific Islander	2	(<0.5%)	15	15	(<0.5%)	13	57	(<0.5%)	12
Education (Age 25+)									
Total Educated Population	5,548			52,944			203,608		
Elementary (0 to 8 Years)	40	(0.7%)	15	824	(1.6%)	33	4,622	(2.3%)	47
Some High School (9 to 11 Years)	24	(<0.5%)	7	1,439	(2.7%)	46	5,785	(2.8%)	48
High School Graduate (12 Years)	258	(4.7%)	18	7,208	(13.6%)	52	34,283	(16.8%)	65
Some College (13 to 16 Years)	721	(13%)	67	7,810	(14.8%)	76	36,194	(17.8%)	92
Associates Degree Only	232	(4.2%)	47	4,142	(7.8%)	89	15,849	(7.8%)	88
Bachelor's Degree Only	2,306	(41.6%)	195	17,702	(33.4%)	157	62,556	(30.7%)	144
Graduate Degree	1,967	(35.5%)	258	13,819	(26.1%)	190	44,319	(21.8%)	158

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Type									
Households	2,819			31,381			120,056		
One Person Households	448	(15.9%)	58	11,142	(35.5%)	129	42,355	(35.3%)	128
Married Couple	2,121	(75.2%)	157	15,765	(50.2%)	105	55,793	(46.5%)	97
Male Householder	50	(1.8%)	35	571	(1.8%)	36	3,538	(2.9%)	58
Female Householder	155	(5.5%)	44	1,690	(5.4%)	43	9,505	(7.9%)	64
Non Family Households	45	(1.6%)	23	2,213	(7.1%)	99	8,865	(7.4%)	104
Household Size									
Households	2,819			31,381			120,056		
1 Person Household	448	(15.9%)	58	11,142	(35.5%)	129	42,355	(35.3%)	128
2 Person Household	1,241	(44%)	134	12,650	(40.3%)	122	44,745	(37.3%)	113
3 Person Household	429	(15.2%)	97	3,405	(10.9%)	69	14,720	(12.3%)	7
4 Person Household	529	(18.8%)	143	2,814	(9%)	68	11,812	(9.8%)	75
5 Person Household	130	(4.6%)	73	988	(3.1%)	50	4,391	(3.7%)	58
6 Person Household	33	(1.2%)	43	270	(0.9%)	31	1,358	(1.1%)	41
7+ Person Household	9	(<0.5%)	18	112	(<0.5%)	20	675	(0.6%)	31

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Housing Units									
Total Housing Units	3,089			37,123			140,710		
Owner Occupied Housing	2,539			24,349			88,274		
Renter Occupied Housing	280			7,032			31,782		
Vacant Housing	270			5,742			20,654		
Housing Rent									
Average Rent	$2,798.15		181	$2,393.37		155	$2,244.42		145
Median Rent	$2,804.95		199	$2,350.73		167	$2,185.27		155
Total Cash Rents Housing	243			6,295			29,425		
<$300	3	(1.2%)	44	9	(<0.5%)	5	391	(1.3%)	48
$300-$500				16	(<0.5%)	7	200	(0.7%)	18
$500-$750				75	(1.2%)	14	444	(1.5%)	17
$750-$1000				155	(2.5%)	19	1,003	(3.4%)	26
$1000-$1500	3	(1.2%)	5	865	(13.7%)	52	4,077	(13.9%)	53
$1500-$2000	27	(11.1%)	53	1,117	(17.7%)	84	6,146	(20.9%)	99
$2000-$2500	33	(13.6%)	116	1,298	(20.6%)	175	6,616	(22.5%)	191

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$2500-$3000	91	(37.4%)	647	1,089	(17.3%)	299	4,293	(14.6%)	252
$3000-$3500	37	(15.2%)	497	683	(10.8%)	354	2,503	(8.5%)	278
>$3500	49	(20.2%)	548	988	(15.7%)	427	3,752	(12.8%)	347
Value of Owner-Occupied Housing Units									
Average House Value	$1.8M		335	$1.02M		191	$852,496.88		159
Median House Value	$1.35M		346	$727,735.14		186	$634,082.72		162
Owner Occupied Housing	2,539			24,349			88,274		
<$100K	40	(1.6%)	19	812	(3.3%)	41	2,667	(3%)	37
$100K - $200K	15	(0.6%)	5	1,738	(7.1%)	55	6,795	(7.7%)	60
$200K - $300K	19	(0.7%)	5	1,815	(7.5%)	48	7,445	(8.4%)	54
$300K - $400K	171	(6.7%)	46	2,050	(8.4%)	58	8,608	(9.8%)	67
$400K - $500K	28	(1.1%)	10	2,021	(8.3%)	72	8,960	(10.2%)	88
$500K - $1000K	266	(10.5%)	41	6,996	(28.7%)	112	29,616	(33.6%)	131
>$1000K	2,000	(78.8%)	679	8,917	(36.6%)	316	24,192	(27.4%)	236

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Poverty									
Households in Poverty	88	(3.1%)	25	3,117	(9.9%)	79	12,523	(10.4%)	8
Households Above Poverty	2,731	(96.9%)	111	28,264	(90.1%)	103	107,533	(89.6%)	103
Households in Poverty (Married)	31	(1.1%)	50	638	(2%)	93	2,075	(1.7%)	7
Households in Poverty (Male Householder)				15	(<0.5%)	8	167	(<0.5%)	22
Households in Poverty (Female Householder)				191	(0.6%)	21	1,330	(1.1%)	38
Households in Poverty (Non-Family)	54	(1.9%)	31	2,170	(6.9%)	110	8,484	(7.1%)	113
Households in Poverty (Non-Family Student)	3	(<0.5%)	17	103	(<0.5%)	53	467	(<0.5%)	62
Wealth per Household									
Household Average Wealth	$316,822.45		131	$284,091.01		117	$270,702.96		112
Household Median Wealth	$154,047.68		188	$120,622.7		147	$105,429.09		129
<$0K	369	(13.1%)	76	4,618	(14.7%)	85	18,578	(15.5%)	89
$0K - $5K	141	(5%)	59	2,071	(6.6%)	78	8,614	(7.2%)	85
$5K - $10K	87	(3.1%)	68	1,160	(3.7%)	82	4,764	(4%)	88
$10K - $25K	146	(5.2%)	82	1,769	(5.6%)	89	7,035	(5.9%)	93
$25K - $50K	179	(6.3%)	93	2,034	(6.5%)	95	7,915	(6.6%)	97

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$50K - $100K	285	(10.1%)	99	3,203	(10.2%)	100	12,295	(10.2%)	100
$100K - $250K	562	(19.9%)	110	6,077	(19.4%)	107	22,849	(19%)	105
$250K - $500K	459	(16.3%)	123	4,734	(15.1%)	114	17,447	(14.5%)	110
>$500K	591	(21%)	141	5,715	(18.2%)	122	20,559	(17.1%)	115
Vehicles per Household									
Total Number of Vehicles	5,547			49,579			185,762		
Average Number of Vehicles	1.97		108	1.58		86	1.55		85
No Vehicles	10	(<0.5%)	4	2,070	(6.6%)	80	7,817	(6.5%)	7
1 Vehicle	815	(28.9%)	88	14,041	(44.7%)	136	56,263	(46.9%)	143
2 Vehicles	1,394	(49.5%)	134	11,563	(36.8%)	100	42,367	(35.3%)	96
3 or more Vehicles	600	(21.3%)	97	3,707	(11.8%)	54	13,609	(11.3%)	51
Population Change									
Births	59			452			2,025		
Deaths	91			1,261			3,874		
Migration	252			1,372			3,600		

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Workplace			
Total Businesses	256	5,108	15,512
Total Employees	2,403	48,463	134,766

View: Potential Market | Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats | Template: 2025