Audience Profile

Jan 1 - Dec 31, 2025

URBAN **EDGE**

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Overview						
Population	5,236		62,902		151,934	
Households	2,505		23,585		57,624	
Persons per Household	2.09	88	2.64	103	2.59	102
Household Median Income	$110,839.96	139	$128,796.28	162	$140,812.55	177
Household Median Disposable Income	$89,419.12	130	$104,769.03	153	$112,794.18	164
Household Median Discretionary Income	$75,466.94	148	$85,286.44	167	$93,416.87	183
Average Income Per Person	$66,033.65	153	$63,432.56	147	$69,241.62	161
Median Rent	$2,254.55	160	$2,178.74	155	$2,019.76	143
Median House Value	$562,691.13	148	$770,724.89	202	$807,210.45	212
Households in Poverty	124 (5%)	39	1,153 (4.9%)	39	3,427 (5.9%)	47
Household Median Wealth	$97,907.41	121	$106,202.96	131	$111,260.06	137
Average Age	42.03	103	42.23	103	42.52	104
Median Age	41.3	103	42.13	105	42.32	105
Households with Children	445 (17.8%)	66	7,056 (29.9%)	112	16,743 (29.1%)	108
High School Graduate or Higher	3,706 (94.7%)	106	42,387 (93%)	104	104,273 (94.7%)	106

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Bachelor's Degree or Higher	2,303	(58.8%)	168	25,653	(56.3%)	161	67,581	(61.4%)	175
Pop density (per sq mi)	2,910			2,404			2,019		
Area (based on blockgroups)	2			26			75		

Population

	1 Mile	3 Mile	5 Mile
Population 2024 Q4	5,236	62,902	151,934
Population 2024 Q3	5,207	62,836	151,760
Population 2024 Q2	5,298	63,034	151,794
Population 2024 Q1	5,252	62,899	151,646
Population 2023 Q4	5,233	62,689	151,362
Population 2023 Q3	5,186	62,370	150,921
Population 2023 Q2	5,093	62,223	150,676
Population 2023 Q1	4,944	61,849	150,152
Population 2022 Q4	4,840	61,909	150,265
Population 5 Years Forecast	5,705	64,286	154,276
Population 10 Years Forecast	6,048	65,945	157,721
Persons per Household	2.09 82	2.64 103	2.59 102

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

Audience Profile

Jan 1 - Dec 31, 2025

URBAN **EDGE**

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Group Quarters				656	(1%)	44	2,567	(1.7%)	72
Transient Population - Average Last 4 Quarters	392	(7.5%)	578	1,840	(2.9%)	226	4,265	(2.8%)	217
Households									
Households 2024 Q4	2,505			23,585			57,624		
Households 2024 Q3	2,492			23,541			57,513		
Households 2024 Q2	2,536			23,632			57,592		
Households 2024 Q1	2,514			23,580			57,537		
Households 2023 Q4	2,506			23,491			57,420		
Households 2023 Q3	2,483			23,351			57,237		
Households 2023 Q2	2,438			23,287			57,135		
Households 2023 Q1	2,367			23,133			56,917		
Households 2022 Q4	2,318			23,146			56,939		
Households 5 Years Forecast	2,729			24,160			58,542		
Households 10 Years Forecast	2,891			24,819			59,884		

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

Audience Profile

Jan 1 - Dec 31, 2025

URBAN **EDGE**

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Gender									
Male	2,482	(47.4%)	97	30,909	(49.1%)	100	74,563	(49.1%)	100
Female	2,754	(52.6%)	103	31,993	(50.9%)	100	77,371	(50.9%)	100
Ethnicity									
White	3,393	(64.8%)	112	34,730	(55.2%)	96	93,713	(61.7%)	107
Asian	963	(18.4%)	320	12,569	(20%)	347	25,262	(16.6%)	289
Hispanic (Ethnic)	512	(9.8%)	50	10,017	(15.9%)	8	21,408	(14.1%)	72
Black	243	(4.6%)	39	3,136	(5%)	42	5,610	(3.7%)	31
Other	125	(2.4%)	46	2,450	(3.9%)	75	5,941	(3.9%)	75
Household by Ethnicity									
White	1,788	(71.4%)	116	14,711	(62.4%)	101	38,319	(66.5%)	108
Asian	345	(13.8%)	304	3,368	(14.3%)	315	7,535	(13.1%)	288
Hispanic (Ethnic)	207	(8.3%)	54	2,925	(12.4%)	8	6,395	(11.1%)	73
Other	121	(4.8%)	64	1,656	(7%)	92	3,554	(6.2%)	8
Black	44	(1.8%)	16	925	(3.9%)	35	1,821	(3.2%)	29

Households Income

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	$138,024.83		124	$168,065.63		151	$179,515.81		161
Average Income Per Person	$66,033.65		153	$63,432.56		147	$69,241.62		161
Household Median Income	$110,839.96		139	$128,796.28		162	$140,812.55		177
<$15K	67	(2.7%)	33	860	(3.6%)	45	2,387	(4.1%)	51
$15K - $25K	51	(2%)	31	662	(2.8%)	43	1,453	(2.5%)	39
$25K - $35K	86	(3.4%)	51	825	(3.5%)	52	1,970	(3.4%)	51
$35K - $50K	249	(9.9%)	97	1,617	(6.9%)	67	2,961	(5.1%)	50
$50K - $75K	194	(7.7%)	49	2,276	(9.7%)	61	5,204	(9%)	57
$75K - $100K	452	(18%)	141	2,620	(11.1%)	87	5,825	(10.1%)	7
$100K - $150K	623	(24.9%)	140	4,622	(19.6%)	111	10,684	(18.5%)	105
$150K - $175K	221	(8.8%)	141	2,208	(9.4%)	149	5,712	(9.9%)	158
$175K - $200K	127	(5.1%)	7	2,204	(9.3%)	142	7,752	(13.5%)	205
$200K - $250K	244	(9.7%)	187	3,183	(13.5%)	259	7,656	(13.3%)	255
$250K - $500K	104	(4.2%)	186	1,362	(5.8%)	259	3,278	(5.7%)	255
>$500K	87	(3.5%)	186	1,146	(4.9%)	261	2,742	(4.8%)	255

Disposable Households Income

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

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Disposable Income	$103,640.11	126	$115,531.82	140	$118,851.46	144
Household Median Disposable Income	$89,419.12	130	$104,769.03	153	$112,794.18	164
<$15K	67 (2.7%)	30	899 (3.8%)	43	2,513 (4.4%)	50
$15K - $25K	83 (3.3%)	44	894 (3.8%)	50	1,949 (3.4%)	44
$25K - $35K	129 (5.1%)	65	1,261 (5.3%)	68	2,333 (4%)	51
$35K - $50K	280 (11.2%)	92	1,610 (6.8%)	56	3,478 (6%)	50
$50K - $75K	338 (13.5%)	76	3,125 (13.2%)	75	7,205 (12.5%)	70
$75K - $100K	529 (21.1%)	148	3,460 (14.7%)	103	7,904 (13.7%)	96
$100K - $150K	603 (24.1%)	134	5,263 (22.3%)	125	13,901 (24.1%)	35
$150K - $175K	146 (5.8%)	96	2,772 (11.8%)	193	7,997 (13.9%)	228
$175K - $200K	91 (3.6%)	165	1,160 (4.9%)	223	2,798 (4.9%)	221
$200K - $250K	96 (3.8%)	179	1,264 (5.4%)	251	3,038 (5.3%)	247
$250K - $500K	132 (5.3%)	180	1,727 (7.3%)	250	4,145 (7.2%)	246
>$500K	11 (<0.5%)	171	150 (0.6%)	247	363 (0.6%)	245

Discretionary Households Income

	1 Mile		3 Mile		5 Mile	
Household Average Discretionary Income	$84,728.49	138	$90,180.53	147	$94,781.83	155

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

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Household Median Discretionary Income	$75,466.94		148	$85,286.44		167	$93,416.87		183
<$10K	60	(2.4%)	26	877	(3.7%)	40	2,297	(4%)	43
$10K - $20K	73	(2.9%)	28	995	(4.2%)	40	2,261	(3.9%)	37
$20K - $30K	193	(7.7%)	73	1,552	(6.6%)	62	3,019	(5.2%)	50
$30K - $40K	196	(7.8%)	79	1,548	(6.6%)	66	3,090	(5.4%)	54
$40K - $50K	111	(4.4%)	50	1,298	(5.5%)	62	3,275	(5.7%)	64
$50K - $75K	611	(24.4%)	140	4,054	(17.2%)	99	8,848	(15.4%)	88
$75K - $100K	436	(17.4%)	148	3,387	(14.4%)	122	8,080	(14%)	120
$100K - $125K	297	(11.9%)	147	2,983	(12.6%)	156	7,900	(13.7%)	170
$125K - $150K	179	(7.1%)	107	3,349	(14.2%)	214	9,049	(15.7%)	236
>$150K	349	(13.9%)	236	3,542	(15%)	254	9,805	(17%)	288

Households Income by Ethnicity

	● 1 Mile			● 3 Mile			● 5 Mile		
Average Income - White	$116,332.35		122	$128,328.47		134	$131,736.4		138
Median Income - White	$114,347.25		132	$137,204.16		158	$150,258.08		173
Average Income - Black	$54,000.43		78	$94,965.23		137	$99,728.17		144
Median Income - Black	$41,333.07		75	$73,576.68		133	$87,499.5		158

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

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Average Income - Asian	$126,384.83	112	$136,132.91	121	$134,945.91	120
Median Income - Asian	$124,352.47	109	$153,448.21	134	$157,619.03	138
Average Income - Hispanic	$99,138.86	123	$98,269.19	121	$105,557.8	131
Median Income - Hispanic	$94,702.6	136	$92,723.17	133	$103,526.64	149
Average Income - Other	$95,895.6	107	$120,297.46	134	$122,595.25	137
Median Income - Other	$81,944.16	103	$120,953.52	152	$126,357.77	159

Age

	1 Mile			3 Mile			5 Mile		
Average Age	42.03		103	42.23		103	42.52		104
Median Age	41.3		103	42.13		105	42.32		105
0-4	347	(6.6%)	123	3,408	(5.4%)	100	8,162	(5.4%)	99
5-13	509	(9.7%)	94	5,860	(9.3%)	90	13,949	(9.2%)	89
14-17	179	(3.4%)	64	2,927	(4.7%)	88	6,983	(4.6%)	87
18-21	162	(3.1%)	56	2,941	(4.7%)	85	7,217	(4.8%)	86
22-24	125	(2.4%)	58	2,179	(3.5%)	83	5,480	(3.6%)	87
25-29	219	(4.2%)	71	3,508	(5.6%)	94	8,679	(5.7%)	96
30-34	450	(8.6%)	132	4,012	(6.4%)	98	9,701	(6.4%)	98

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
35-39	483	(9.2%)	140	4,288	(6.8%)	103	10,076	(6.6%)	100
40-44	442	(8.4%)	132	4,363	(6.9%)	108	9,881	(6.5%)	102
45-49	380	(7.3%)	121	4,143	(6.6%)	110	9,511	(6.3%)	104
50-54	283	(5.4%)	91	4,107	(6.5%)	109	9,782	(6.4%)	108
55-59	292	(5.6%)	91	4,490	(7.1%)	116	11,051	(7.3%)	119
60-64	332	(6.3%)	99	4,508	(7.2%)	112	11,146	(7.3%)	114
65-69	325	(6.2%)	102	3,876	(6.2%)	102	9,572	(6.3%)	104
70-74	263	(5%)	100	3,090	(4.9%)	98	7,428	(4.9%)	97
75-79	194	(3.7%)	96	2,303	(3.7%)	95	5,700	(3.8%)	98
80-84	129	(2.5%)	103	1,550	(2.5%)	103	3,900	(2.6%)	107
85+	122	(2.3%)	115	1,349	(2.1%)	106	3,716	(2.4%)	121

Age - Male

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Male Average Age	40.45		101	41.01		103	41.25		103
Male Median Age	40.35		106	40.87		107	40.96		108
0-4	178	(7.2%)	127	1,749	(5.7%)	100	4,195	(5.6%)	100
5-13	254	(10.2%)	95	3,020	(9.8%)	91	7,217	(9.7%)	90

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	82	(3.3%)	60	1,500	(4.9%)	88	3,567	(4.8%)	87
18-21	83	(3.3%)	58	1,519	(4.9%)	86	3,718	(5%)	87
22-24	71	(2.9%)	66	1,139	(3.7%)	85	2,855	(3.8%)	88
25-29	118	(4.8%)	71	1,857	(6%)	97	4,577	(6.1%)	99
30-34	216	(8.7%)	130	2,077	(6.7%)	101	4,942	(6.6%)	99
35-39	220	(8.9%)	132	2,133	(6.9%)	103	5,030	(6.7%)	101
40-44	218	(8.8%)	136	2,126	(6.9%)	107	4,901	(6.6%)	102
45-49	185	(7.5%)	124	2,023	(6.5%)	109	4,598	(6.2%)	103
50-54	139	(5.6%)	94	1,980	(6.4%)	107	4,675	(6.3%)	105
55-59	151	(6.1%)	100	2,188	(7.1%)	116	5,417	(7.3%)	119
60-64	145	(5.8%)	93	2,152	(7%)	111	5,396	(7.2%)	115
65-69	147	(5.9%)	102	1,879	(6.1%)	104	4,606	(6.2%)	106
70-74	108	(4.4%)	92	1,439	(4.7%)	98	3,473	(4.7%)	98
75-79	83	(3.3%)	95	983	(3.2%)	90	2,469	(3.3%)	94
80-84	48	(1.9%)	93	677	(2.2%)	105	1,605	(2.2%)	103
85+	36	(1.5%)	98	468	(1.5%)	103	1,322	(1.8%)	120

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Age - Female									
Female Average Age	43.46		103	43.41		103	43.74		104
Female Median Age	42.23		102	43.34		105	43.65		106
0-4	169	(6.1%)	119	1,659	(5.2%)	100	3,967	(5.1%)	99
5-13	255	(9.3%)	94	2,840	(8.9%)	90	6,732	(8.7%)	88
14-17	97	(3.5%)	69	1,427	(4.5%)	87	3,416	(4.4%)	86
18-21	79	(2.9%)	54	1,422	(4.4%)	84	3,499	(4.5%)	86
22-24	54	(2%)	50	1,040	(3.3%)	8	2,625	(3.4%)	86
25-29	101	(3.7%)	64	1,651	(5.2%)	91	4,102	(5.3%)	93
30-34	234	(8.5%)	133	1,935	(6%)	95	4,759	(6.2%)	96
35-39	263	(9.5%)	147	2,155	(6.7%)	103	5,046	(6.5%)	100
40-44	224	(8.1%)	128	2,237	(7%)	110	4,980	(6.4%)	101
45-49	195	(7.1%)	118	2,120	(6.6%)	111	4,913	(6.3%)	106
50-54	144	(5.2%)	88	2,127	(6.6%)	111	5,107	(6.6%)	111
55-59	141	(5.1%)	83	2,302	(7.2%)	117	5,634	(7.3%)	118
60-64	187	(6.8%)	104	2,356	(7.4%)	113	5,750	(7.4%)	114

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
65-69	178	(6.5%)	103	1,997	(6.2%)	99	4,966	(6.4%)	102
70-74	155	(5.6%)	106	1,651	(5.2%)	97	3,955	(5.1%)	97
75-79	111	(4%)	97	1,320	(4.1%)	99	3,231	(4.2%)	100
80-84	81	(2.9%)	109	873	(2.7%)	101	2,295	(3%)	110
85+	86	(3.1%)	122	881	(2.8%)	108	2,394	(3.1%)	121

Employment by Occupation

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	3,000			35,060			84,461		
Professional Specialty	991	(33%)	134	11,449	(32.7%)	132	27,540	(32.6%)	132
Managerial/Executive	742	(24.7%)	142	8,268	(23.6%)	136	22,880	(27.1%)	156
Office Admin	451	(15%)	141	3,464	(9.9%)	93	7,818	(9.3%)	87
Sales	232	(7.7%)	83	3,614	(10.3%)	110	8,516	(10.1%)	108
Production & Transportation	191	(6.4%)	49	2,532	(7.2%)	56	5,520	(6.5%)	51
Construction	164	(5.5%)	68	1,724	(4.9%)	61	3,637	(4.3%)	54
Personal Care	131	(4.4%)	175	973	(2.8%)	111	1,779	(2.1%)	84
Building Maintenance & Cleaning	36	(1.2%)	35	932	(2.7%)	78	2,102	(2.5%)	73
Protective	36	(1.2%)	55	573	(1.6%)	75	1,329	(1.6%)	73

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Food Preparation & Serving	26	(0.9%)	17	1,183	(3.4%)	66	2,246	(2.7%)	52
Farming, Fishing & Forestry							4	(<0.5%)	1
Healthcare support				348	(1%)	30	1,090	(1.3%)	39

Employment by Industry

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	3,000			35,060			84,461		
Educational Services	718	(23.9%)	102	7,845	(22.4%)	96	19,263	(22.8%)	97
Professional Services	411	(13.7%)	170	5,424	(15.5%)	192	12,514	(14.8%)	184
Manufacturing	351	(11.7%)	118	4,173	(11.9%)	120	10,640	(12.6%)	127
Financial, Insurance & Real Estate	261	(8.7%)	129	3,160	(9%)	134	8,495	(10.1%)	149
Agriculture/Mining/Construction	260	(8.7%)	102	1,798	(5.1%)	60	3,816	(4.5%)	53
Transportation	259	(8.6%)	148	1,144	(3.3%)	56	3,399	(4%)	69
Wholesale Retail	165	(5.5%)	42	4,175	(11.9%)	91	9,892	(11.7%)	89
Entertainment Services	143	(4.8%)	55	2,270	(6.5%)	75	4,786	(5.7%)	65
Public Administration	133	(4.4%)	93	1,413	(4%)	84	2,891	(3.4%)	72
Other Professional Services	114	(3.8%)	8	1,348	(3.8%)	8	3,021	(3.6%)	76
Administrative/Waste Services	107	(3.6%)	85	1,373	(3.9%)	94	3,207	(3.8%)	91

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Information	55	(1.8%)	98	896	(2.6%)	137	2,454	(2.9%)	156
Management Services	23	(0.8%)	606	41	(<0.5%)	93	83	(<0.5%)	7
Language Spoken									
Speak English at Home	3,465	(70.9%)	92	38,552	(64.8%)	84	101,343	(70.5%)	91
Speak Other Language at Home	1,164	(23.8%)	281	13,852	(23.3%)	275	27,716	(19.3%)	228
Speak Spanish at Home	260	(5.3%)	38	7,090	(11.9%)	84	14,713	(10.2%)	72
Ancestry									
Other	1,007	(19.2%)	91	12,399	(19.7%)	93	28,180	(18.5%)	88
Scottish/Irish	648	(12.4%)	186	5,130	(8.2%)	123	14,667	(9.7%)	145
Italian	578	(11%)	371	6,521	(10.4%)	348	15,926	(10.5%)	352
South Central Asian (e.g. Indian)	426	(8.1%)	521	7,620	(12.1%)	776	14,759	(9.7%)	622
Chinese	322	(6.1%)	493	3,308	(5.3%)	421	6,491	(4.3%)	342
Unclassified	321	(6.1%)	38	5,042	(8%)	49	13,369	(8.8%)	54
German	317	(6.1%)	7	2,963	(4.7%)	60	8,695	(5.7%)	7
South American	240	(4.6%)	368	2,940	(4.7%)	375	6,777	(4.5%)	358
Other European (e.g. Greek/Russian)	239	(4.6%)	144	2,484	(3.9%)	125	7,665	(5%)	159

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Polish	219	(4.2%)	273	1,749	(2.8%)	181	4,311	(2.8%)	185
British	183	(3.5%)	66	1,603	(2.5%)	48	5,150	(3.4%)	64
South East Asian (e.g. Vietnamese)	118	(2.3%)	128	892	(1.4%)	8	2,288	(1.5%)	86
Puerto Rican	93	(1.8%)	63	1,157	(1.8%)	65	3,670	(2.4%)	86
American	86	(1.6%)	34	805	(1.3%)	27	2,607	(1.7%)	36
Mexican	61	(1.2%)	11	940	(1.5%)	14	1,465	(1%)	9
Other Hispanic	58	(1.1%)	77	1,149	(1.8%)	128	2,645	(1.7%)	122
Middle Eastern	55	(1.1%)	169	508	(0.8%)	130	1,256	(0.8%)	133
Other Asian	51	(1%)	228	225	(<0.5%)	84	501	(<0.5%)	7
Scandinavian	47	(0.9%)	47	486	(0.8%)	41	1,478	(1%)	51
Dutch	34	(0.6%)	107	260	(<0.5%)	68	779	(0.5%)	85
Korean	31	(0.6%)	114	431	(0.7%)	132	993	(0.7%)	126
French	26	(<0.5%)	40	282	(<0.5%)	36	986	(0.6%)	52
Dominican	23	(<0.5%)	69	411	(0.7%)	102	1,092	(0.7%)	113
Cuban	19	(<0.5%)	50	251	(<0.5%)	55	662	(<0.5%)	60
Central American	18	(<0.5%)	21	3,169	(5%)	303	5,097	(3.4%)	202

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Japanese	15	(<0.5%)	119	93	(<0.5%)	62	230	(<0.5%)	63
Native American (Indian/Eskimo)	1	(<0.5%)	3	70	(<0.5%)	17	163	(<0.5%)	17
Hawaiian/Pacific Islander				14	(<0.5%)	12	32	(<0.5%)	12

Education (Age 25+)

	1 Mile			3 Mile			5 Mile		
Total Educated Population	3,914			45,587			110,143		
Elementary (0 to 8 Years)	82	(2.1%)	44	1,738	(3.8%)	80	3,053	(2.8%)	58
Some High School (9 to 11 Years)	126	(3.2%)	55	1,462	(3.2%)	54	2,817	(2.6%)	43
High School Graduate (12 Years)	586	(15%)	57	8,670	(19%)	73	18,412	(16.7%)	64
Some College (13 to 16 Years)	436	(11.1%)	58	5,161	(11.3%)	59	12,246	(11.1%)	58
Associates Degree Only	381	(9.7%)	111	2,903	(6.4%)	72	6,034	(5.5%)	62
Bachelor's Degree Only	1,302	(33.3%)	156	14,099	(30.9%)	145	37,864	(34.4%)	161
Graduate Degree	1,001	(25.6%)	186	11,554	(25.3%)	184	29,717	(27%)	196

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

Audience Profile

Jan 1 - Dec 31, 2025

URBAN **EDGE**

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Type									
Households	2,505			23,585			57,624		
One Person Households	966	(38.6%)	140	5,868	(24.9%)	91	14,689	(25.5%)	93
Married Couple	1,026	(41%)	85	13,512	(57.3%)	120	33,593	(58.3%)	122
Male Householder	30	(1.2%)	24	731	(3.1%)	61	1,474	(2.6%)	50
Female Householder	159	(6.3%)	51	1,952	(8.3%)	66	4,171	(7.2%)	58
Non Family Households	324	(12.9%)	183	1,522	(6.5%)	91	3,697	(6.4%)	91
Household Size									
Households	2,505			23,585			57,624		
1 Person Household	966	(38.6%)	140	5,868	(24.9%)	91	14,689	(25.5%)	93
2 Person Household	795	(31.7%)	96	7,109	(30.1%)	92	17,940	(31.1%)	95
3 Person Household	302	(12.1%)	77	4,224	(17.9%)	115	9,962	(17.3%)	111
4 Person Household	320	(12.8%)	97	4,087	(17.3%)	132	9,628	(16.7%)	127
5 Person Household	96	(3.8%)	61	1,467	(6.2%)	98	3,571	(6.2%)	98
6 Person Household	14	(0.6%)	20	530	(2.2%)	8	1,203	(2.1%)	7
7+ Person Household	12	(<0.5%)	26	300	(1.3%)	70	631	(1.1%)	60

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

Benchmark: Nationwide

	🟣 1 Mile		🟠 3 Mile		🔵 5 Mile	
Housing Units						
Total Housing Units	2,617		24,396		60,089	
Owner Occupied Housing	1,622		16,428		39,920	
Renter Occupied Housing	883		7,157		17,704	
Vacant Housing	112		811		2,465	
Housing Rent						
Average Rent	$2,351.69	152	$2,227.97	144	$2,129.19	138
Median Rent	$2,254.55	160	$2,178.74	155	$2,019.76	143
Total Cash Rents Housing	874		6,955		17,343	
<$300			115	(1.7%) 59	472	(2.7%) 97
$300-$500	5	(0.6%) 15	162	(2.3%) 60	359	(2.1%) 53
$500-$750	9	(1%) 12	156	(2.2%) 26	330	(1.9%) 22
$750-$1000	18	(2.1%) 16	112	(1.6%) 12	519	(3%) 23
$1000-$1500	72	(8.2%) 31	751	(10.8%) 41	2,314	(13.3%) 51
$1500-$2000	277	(31.7%) 151	1,740	(25%) 119	4,556	(26.3%) 125
$2000-$2500	110	(12.6%) 108	1,235	(17.8%) 152	3,075	(17.7%) 152

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$2500-$3000	170	(19.5%)	338	1,182	(17%)	296	2,350	(13.6%)	236
$3000-$3500	113	(12.9%)	425	855	(12.3%)	404	1,650	(9.5%)	313
>$3500	100	(11.4%)	314	647	(9.3%)	255	1,718	(9.9%)	272
Value of Owner-Occupied Housing Units									
Average House Value	$637,662.87		122	$792,356.97		152	$858,269.15		164
Median House Value	$562,691.13		148	$770,724.89		202	$807,210.45		212
Owner Occupied Housing	1,622			16,428			39,920		
<$100K				126	(0.8%)	9	466	(1.2%)	14
$100K - $200K	24	(1.5%)	11	212	(1.3%)	10	480	(1.2%)	9
$200K - $300K	239	(14.7%)	91	460	(2.8%)	17	669	(1.7%)	10
$300K - $400K	302	(18.6%)	128	548	(3.3%)	23	1,281	(3.2%)	22
$400K - $500K	164	(10.1%)	88	1,249	(7.6%)	66	2,885	(7.2%)	63
$500K - $1000K	708	(43.6%)	176	10,376	(63.2%)	255	23,473	(58.8%)	238
>$1000K	185	(11.4%)	104	3,457	(21%)	193	10,666	(26.7%)	245

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

URBAN **EDGE**

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Poverty									
Households in Poverty	124	(5%)	39	1,153	(4.9%)	39	3,427	(5.9%)	47
Households Above Poverty	2,381	(95%)	109	22,432	(95.1%)	109	54,197	(94.1%)	108
Households in Poverty (Married)	14	(0.6%)	26	311	(1.3%)	60	899	(1.6%)	72
Households in Poverty (Male Householder)				39	(<0.5%)	26	49	(<0.5%)	13
Households in Poverty (Female Householder)	22	(0.9%)	30	106	(<0.5%)	15	535	(0.9%)	31
Households in Poverty (Non-Family)	81	(3.2%)	52	641	(2.7%)	43	1,815	(3.1%)	50
Households in Poverty (Non-Family Student)	7	(<0.5%)	45	56	(<0.5%)	38	129	(<0.5%)	36
Wealth per Household									
Household Average Wealth	$267,544.91		111	$275,404.6		114	$280,393.2		116
Household Median Wealth	$97,907.41		121	$106,202.96		131	$111,260.06		137
<$0K	406	(16.2%)	93	3,710	(15.7%)	90	8,959	(15.5%)	89
$0K - $5K	184	(7.3%)	86	1,673	(7.1%)	83	3,978	(6.9%)	8
$5K - $10K	104	(4.2%)	91	935	(4%)	87	2,242	(3.9%)	85
$10K - $25K	152	(6.1%)	96	1,382	(5.9%)	92	3,341	(5.8%)	91
$25K - $50K	166	(6.6%)	98	1,553	(6.6%)	97	3,764	(6.5%)	96

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$50K - $100K	251	(10%)	98	2,358	(10%)	98	5,722	(9.9%)	97
$100K - $250K	460	(18.4%)	102	4,389	(18.6%)	103	10,737	(18.6%)	103
$250K - $500K	354	(14.1%)	107	3,405	(14.4%)	109	8,413	(14.6%)	111
>$500K	428	(17.1%)	115	4,180	(17.7%)	119	10,468	(18.2%)	122

Vehicles per Household

	1 Mile			3 Mile			5 Mile		
Total Number of Vehicles	4,001			43,606			106,350		
Average Number of Vehicles	1.6		87	1.85		101	1.85		101
No Vehicles	37	(1.5%)	18	1,194	(5.1%)	61	3,559	(6.2%)	75
1 Vehicle	1,303	(52%)	159	7,874	(33.4%)	102	18,194	(31.6%)	96
2 Vehicles	833	(33.3%)	90	9,684	(41.1%)	111	24,109	(41.8%)	113
3 or more Vehicles	332	(13.3%)	60	4,833	(20.5%)	93	11,762	(20.4%)	93

Population Change

	1 Mile	3 Mile	5 Mile
Births	57	644	1,574
Deaths	41	484	1,182
Migration	-12	95	274

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

Benchmark: Nationwide

	● 1 Mile	● 3 Mile	● 5 Mile
Workplace			
Total Businesses	188	2,468	7,039
Total Employees	4,394	54,327	131,406

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