Audience Profile

Jan 1 - Dec 31, 2025

URBAN **EDGE**

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Overview						
Population	5,200		43,118		156,092	
Households	1,914		15,420		56,315	
Persons per Household	2.72	107	2.78	109	2.7	106
Household Median Income	$163,226.22	205	$163,377.39	205	$155,704.45	196
Household Median Disposable Income	$130,555.34	190	$130,045.44	190	$124,079.84	181
Household Median Discretionary Income	$118,990.65	233	$113,692.26	223	$105,422.11	207
Average Income Per Person	$77,511.61	180	$78,304.44	182	$77,205.47	179
Median Rent	$3,291.67	234	$3,409.93	242	$2,314.85	164
Median House Value	$933,682.37	245	$942,767.86	248	$929,770.99	244
Households in Poverty	65 (3.4%)	27	740 (4.8%)	38	2,968 (5.3%)	42
Household Median Wealth	$139,199.75	172	$133,198.97	164	$122,807.22	151
Average Age	47.21	115	44.55	109	42.66	104
Median Age	50.78	126	46.85	117	42.96	107
Households with Children	546 (28.5%)	106	4,984 (32.3%)	121	18,192 (32.3%)	121
High School Graduate or Higher	3,877 (97.7%)	109	30,071 (97%)	109	105,094 (96%)	107

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Bachelor's Degree or Higher	2,484	(62.6%)	179	19,619	(63.3%)	181	71,432	(65.2%)	186
Pop density (per sq mi)	1,289			1,412			2,085		
Area (based on blockgroups)	4			31			75		
Population									
Population 2024 Q4	5,200			43,118			156,092		
Population 2024 Q3	5,188			43,089			156,019		
Population 2024 Q2	5,093			42,783			154,802		
Population 2024 Q1	5,091			42,815			154,475		
Population 2023 Q4	5,087			42,565			153,980		
Population 2023 Q3	5,081			42,449			153,576		
Population 2023 Q2	5,084			42,414			153,378		
Population 2023 Q1	5,087			42,412			153,241		
Population 2022 Q4	5,089			42,459			153,537		
Population 5 Years Forecast	5,219			44,450			160,834		
Population 10 Years Forecast	5,303			45,677			165,483		
Persons per Household	2.72		107	2.78		109	2.7		106

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Group Quarters				267	(0.6%)	26	4,175	(2.7%)	113
Transient Population - Average Last 4 Quarters	174	(3.3%)	258	1,018	(2.4%)	182	3,638	(2.3%)	180
Households									
Households 2024 Q4	1,914			15,420			56,315		
Households 2024 Q3	1,910			15,401			56,249		
Households 2024 Q2	1,877			15,294			55,846		
Households 2024 Q1	1,876			15,301			55,717		
Households 2023 Q4	1,874			15,205			55,509		
Households 2023 Q3	1,873			15,162			55,342		
Households 2023 Q2	1,874			15,150			55,271		
Households 2023 Q1	1,875			15,144			55,220		
Households 2022 Q4	1,875			15,158			55,320		
Households 5 Years Forecast	1,920			15,937			58,146		
Households 10 Years Forecast	1,951			16,404			59,934		

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Gender									
Male	2,484	(47.8%)	97	20,964	(48.6%)	99	75,614	(48.4%)	99
Female	2,716	(52.2%)	102	22,154	(51.4%)	101	80,478	(51.6%)	101
Ethnicity									
White	3,930	(75.6%)	131	29,595	(68.6%)	119	98,028	(62.8%)	109
Asian	716	(13.8%)	239	7,862	(18.2%)	317	32,963	(21.1%)	367
Hispanic (Ethnic)	367	(7.1%)	36	3,119	(7.2%)	37	13,924	(8.9%)	46
Other	147	(2.8%)	54	1,599	(3.7%)	71	5,485	(3.5%)	68
Black	40	(0.8%)	7	943	(2.2%)	19	5,692	(3.6%)	31
Household by Ethnicity									
White	1,464	(76.5%)	124	10,854	(70.4%)	114	37,526	(66.6%)	108
Asian	264	(13.8%)	304	2,533	(16.4%)	362	9,630	(17.1%)	377
Other	124	(6.5%)	85	901	(5.8%)	7	3,175	(5.6%)	74
Hispanic (Ethnic)	62	(3.2%)	21	835	(5.4%)	36	4,239	(7.5%)	49
Black				297	(1.9%)	17	1,745	(3.1%)	28
Households Income									

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	$210,585.36		189	$217,926.75		196	$210,671.48		189
Average Income Per Person	$77,511.61		180	$78,304.44		182	$77,205.47		179
Household Median Income	$163,226.22		205	$163,377.39		205	$155,704.45		196
<$15K	62	(3.2%)	40	607	(3.9%)	49	2,246	(4%)	49
$15K - $25K	19	(1%)	15	253	(1.6%)	25	886	(1.6%)	24
$25K - $35K	40	(2.1%)	31	401	(2.6%)	39	1,753	(3.1%)	46
$35K - $50K	74	(3.9%)	38	455	(3%)	29	2,070	(3.7%)	36
$50K - $75K	101	(5.3%)	34	1,121	(7.3%)	46	4,553	(8.1%)	51
$75K - $100K	91	(4.8%)	37	1,157	(7.5%)	59	4,870	(8.6%)	67
$100K - $150K	479	(25%)	141	2,916	(18.9%)	107	10,600	(18.8%)	106
$150K - $175K	172	(9%)	143	1,495	(9.7%)	154	5,169	(9.2%)	146
$175K - $200K	458	(23.9%)	364	2,937	(19%)	290	9,662	(17.2%)	261
$200K - $250K	234	(12.2%)	234	2,283	(14.8%)	284	8,120	(14.4%)	276
$250K - $500K	101	(5.3%)	237	981	(6.4%)	285	3,482	(6.2%)	277
>$500K	83	(4.3%)	233	814	(5.3%)	283	2,904	(5.2%)	277

Disposable Households Income

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 Average Disposable Income	$128,213.88	156	$129,489.01	157	$125,998.71	153
Household Median Disposable Income	$130,555.34	190	$130,045.44	190	$124,079.84	181
<$15K	61 (3.2%)	36	609 (3.9%)	45	2,304 (4.1%)	47
$15K - $25K	31 (1.6%)	21	365 (2.4%)	31	1,442 (2.6%)	34
$25K - $35K	40 (2.1%)	27	377 (2.4%)	31	1,849 (3.3%)	42
$35K - $50K	90 (4.7%)	39	743 (4.8%)	40	2,837 (5%)	41
$50K - $75K	122 (6.4%)	36	1,421 (9.2%)	52	6,001 (10.7%)	60
$75K - $100K	355 (18.5%)	130	1,842 (11.9%)	84	6,900 (12.3%)	86
$100K - $150K	405 (21.2%)	118	3,927 (25.5%)	142	13,717 (24.4%)	136
$150K - $175K	493 (25.8%)	423	3,039 (19.7%)	324	10,279 (18.3%)	300
$175K - $200K	87 (4.5%)	206	845 (5.5%)	249	2,977 (5.3%)	240
$200K - $250K	93 (4.9%)	227	907 (5.9%)	275	3,223 (5.7%)	268
$250K - $500K	126 (6.6%)	225	1,238 (8%)	274	4,403 (7.8%)	267
>$500K	11 (0.6%)	223	107 (0.7%)	270	383 (0.7%)	264

Discretionary Households Income

	1 Mile		3 Mile		5 Mile	
Household Average Discretionary Income	$112,574.98	184	$109,468.87	178	$103,074.1	168

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

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Household Median Discretionary Income	$118,990.65		233	$113,692.26		223	$105,422.11		207
<$10K	45	(2.4%)	25	570	(3.7%)	40	2,102	(3.7%)	40
$10K - $20K	34	(1.8%)	17	345	(2.2%)	21	1,510	(2.7%)	25
$20K - $30K	41	(2.1%)	20	414	(2.7%)	25	2,154	(3.8%)	36
$30K - $40K	74	(3.9%)	39	518	(3.4%)	34	2,429	(4.3%)	43
$40K - $50K	50	(2.6%)	29	621	(4%)	45	2,894	(5.1%)	58
$50K - $75K	123	(6.4%)	37	1,647	(10.7%)	61	7,219	(12.8%)	74
$75K - $100K	413	(21.6%)	184	2,338	(15.2%)	129	8,174	(14.5%)	124
$100K - $125K	233	(12.2%)	151	2,295	(14.9%)	184	7,725	(13.7%)	170
$125K - $150K	531	(27.7%)	417	3,119	(20.2%)	304	10,747	(19.1%)	287
>$150K	370	(19.3%)	327	3,553	(23%)	390	11,361	(20.2%)	341

Households Income by Ethnicity

	● 1 Mile		● 3 Mile		● 5 Mile	
Average Income - White	$142,617.22	149	$133,530.1	140	$134,108.99	140
Median Income - White	$160,551.12	185	$154,086.68	178	$153,757.7	177
Average Income - Black			$127,795.88	185	$118,484.25	171
Median Income - Black			$153,308.76	277	$119,210.64	215

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

Benchmark: Nationwide

	🟣 1 Mile		🟠 3 Mile		🔵 5 Mile	
Average Income - Asian	$147,340.57	130	$160,322.2	142	$145,884.13	129
Median Income - Asian	$164,903.55	144	$193,930.81	169	$172,517.41	151
Average Income - Hispanic	$76,904.21	95	$142,007.08	176	$124,626.1	154
Median Income - Hispanic	$34,999	50	$150,304.87	216	$131,337.43	189
Average Income - Other	$108,674.26	121	$132,303.55	148	$127,088.45	142
Median Income - Other	$114,893.02	144	$136,647.26	172	$132,725.16	167

Age

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Average Age	47.21		115	44.55		109	42.66		104
Median Age	50.78		126	46.85		117	42.96		107
0-4	227	(4.4%)	8	1,841	(4.3%)	79	7,362	(4.7%)	87
5-13	383	(7.4%)	71	4,040	(9.4%)	91	14,861	(9.5%)	92
14-17	207	(4%)	75	2,242	(5.2%)	98	8,615	(5.5%)	104
18-21	232	(4.5%)	8	2,291	(5.3%)	97	9,008	(5.8%)	105
22-24	183	(3.5%)	85	1,718	(4%)	96	6,768	(4.3%)	104
25-29	334	(6.4%)	108	2,403	(5.6%)	94	8,629	(5.5%)	93
30-34	253	(4.9%)	75	1,671	(3.9%)	59	7,538	(4.8%)	74

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Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
35-39	221	(4.3%)	64	1,764	(4.1%)	62	8,235	(5.3%)	8
40-44	263	(5.1%)	7	2,364	(5.5%)	86	9,494	(6.1%)	95
45-49	235	(4.5%)	75	2,650	(6.1%)	103	10,163	(6.5%)	109
50-54	318	(6.1%)	103	3,157	(7.3%)	123	10,677	(6.8%)	115
55-59	394	(7.6%)	124	3,406	(7.9%)	129	11,316	(7.2%)	118
60-64	433	(8.3%)	130	3,342	(7.8%)	121	11,046	(7.1%)	110
65-69	446	(8.6%)	141	3,018	(7%)	115	9,669	(6.2%)	102
70-74	335	(6.4%)	128	2,307	(5.4%)	107	7,541	(4.8%)	96
75-79	307	(5.9%)	153	2,015	(4.7%)	121	6,241	(4%)	104
80-84	228	(4.4%)	183	1,454	(3.4%)	141	4,356	(2.8%)	116
85+	201	(3.9%)	191	1,435	(3.3%)	164	4,573	(2.9%)	145

Age - Male

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Male Average Age	45.79		115	43.24		108	41.39		104
Male Median Age	47.99		126	45.57		120	41.63		109
0-4	116	(4.7%)	83	948	(4.5%)	8	3,782	(5%)	89
5-13	193	(7.8%)	72	2,090	(10%)	93	7,630	(10.1%)	94

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	101	(4.1%)	74	1,166	(5.6%)	101	4,374	(5.8%)	105
18-21	117	(4.7%)	82	1,197	(5.7%)	99	4,558	(6%)	105
22-24	95	(3.8%)	88	896	(4.3%)	98	3,416	(4.5%)	104
25-29	166	(6.7%)	108	1,218	(5.8%)	94	4,430	(5.9%)	95
30-34	139	(5.6%)	84	855	(4.1%)	61	3,738	(4.9%)	74
35-39	109	(4.4%)	66	848	(4%)	60	4,030	(5.3%)	80
40-44	129	(5.2%)	81	1,085	(5.2%)	8	4,546	(6%)	93
45-49	103	(4.1%)	69	1,267	(6%)	101	4,854	(6.4%)	107
50-54	159	(6.4%)	107	1,515	(7.2%)	121	5,109	(6.8%)	113
55-59	179	(7.2%)	118	1,658	(7.9%)	130	5,455	(7.2%)	118
60-64	203	(8.2%)	130	1,638	(7.8%)	124	5,386	(7.1%)	113
65-69	222	(8.9%)	154	1,444	(6.9%)	118	4,660	(6.2%)	106
70-74	156	(6.3%)	133	1,084	(5.2%)	109	3,538	(4.7%)	99
75-79	127	(5.1%)	145	887	(4.2%)	120	2,693	(3.6%)	101
80-84	93	(3.7%)	180	614	(2.9%)	141	1,814	(2.4%)	115
85+	77	(3.1%)	210	554	(2.6%)	179	1,601	(2.1%)	144

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Age - Female									
Female Average Age	48.51		115	45.8		109	43.85		104
Female Median Age	52.21		127	48.03		116	45.18		109
0-4	111	(4.1%)	7	893	(4%)	78	3,580	(4.4%)	86
5-13	190	(7%)	71	1,950	(8.8%)	89	7,231	(9%)	91
14-17	106	(3.9%)	76	1,076	(4.9%)	95	4,241	(5.3%)	103
18-21	115	(4.2%)	8	1,094	(4.9%)	94	4,450	(5.5%)	105
22-24	88	(3.2%)	8	822	(3.7%)	94	3,352	(4.2%)	105
25-29	168	(6.2%)	109	1,185	(5.3%)	94	4,199	(5.2%)	92
30-34	114	(4.2%)	66	816	(3.7%)	58	3,800	(4.7%)	74
35-39	112	(4.1%)	63	916	(4.1%)	63	4,205	(5.2%)	8
40-44	134	(4.9%)	7	1,279	(5.8%)	91	4,948	(6.1%)	97
45-49	132	(4.9%)	8	1,383	(6.2%)	104	5,309	(6.6%)	110
50-54	159	(5.9%)	98	1,642	(7.4%)	124	5,568	(6.9%)	116
55-59	215	(7.9%)	128	1,748	(7.9%)	128	5,861	(7.3%)	118
60-64	230	(8.5%)	130	1,704	(7.7%)	118	5,660	(7%)	108

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
65-69	224	(8.2%)	131	1,574	(7.1%)	113	5,009	(6.2%)	99
70-74	179	(6.6%)	124	1,223	(5.5%)	104	4,003	(5%)	94
75-79	180	(6.6%)	159	1,128	(5.1%)	122	3,548	(4.4%)	106
80-84	135	(5%)	184	840	(3.8%)	140	2,542	(3.2%)	117
85+	124	(4.6%)	179	881	(4%)	156	2,972	(3.7%)	144

Employment by Occupation

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	3,032			22,613			84,289		
Professional Specialty	1,118	(36.9%)	149	7,947	(35.1%)	142	29,641	(35.2%)	142
Managerial/Executive	932	(30.7%)	177	7,027	(31.1%)	179	25,547	(30.3%)	175
Sales	370	(12.2%)	131	2,324	(10.3%)	110	8,186	(9.7%)	104
Office Admin	246	(8.1%)	76	1,658	(7.3%)	69	6,672	(7.9%)	74
Production & Transportation	102	(3.4%)	26	1,081	(4.8%)	37	4,091	(4.9%)	38
Construction	92	(3%)	38	745	(3.3%)	41	2,619	(3.1%)	39
Protective	73	(2.4%)	111	482	(2.1%)	98	1,361	(1.6%)	75
Personal Care	52	(1.7%)	69	266	(1.2%)	47	1,516	(1.8%)	72
Building Maintenance & Cleaning	25	(0.8%)	24	375	(1.7%)	49	1,445	(1.7%)	50

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

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Healthcare support	22	(0.7%)	22	256	(1.1%)	34	983	(1.2%)	36
Farming, Fishing & Forestry							4	(<0.5%)	1
Food Preparation & Serving				452	(2%)	39	2,224	(2.6%)	52

Employment by Industry

Total Employees (16+ Years Old)	3,032			22,613			84,289		
Educational Services	1,073	(35.4%)	151	5,759	(25.5%)	109	20,326	(24.1%)	103
Financial, Insurance & Real Estate	346	(11.4%)	170	3,363	(14.9%)	221	11,851	(14.1%)	209
Professional Services	305	(10.1%)	125	3,308	(14.6%)	181	13,546	(16.1%)	199
Wholesale Retail	302	(10%)	76	2,168	(9.6%)	73	8,347	(9.9%)	75
Manufacturing	260	(8.6%)	86	2,142	(9.5%)	95	8,229	(9.8%)	98
Entertainment Services	223	(7.4%)	85	1,091	(4.8%)	56	4,766	(5.7%)	65
Public Administration	95	(3.1%)	66	837	(3.7%)	77	2,410	(2.9%)	60
Information	95	(3.1%)	168	709	(3.1%)	168	3,173	(3.8%)	202
Agriculture/Mining/Construction	92	(3%)	36	855	(3.8%)	44	3,131	(3.7%)	44
Transportation	90	(3%)	51	877	(3.9%)	66	2,934	(3.5%)	60
Administrative/Waste Services	85	(2.8%)	67	759	(3.4%)	80	2,886	(3.4%)	83

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Other Professional Services	66	(2.2%)	46	684	(3%)	64	2,508	(3%)	63
Management Services				61	(<0.5%)	213	182	(<0.5%)	171
Language Spoken									
Speak English at Home	3,821	(76.8%)	99	29,911	(72.5%)	94	103,912	(69.9%)	90
Speak Other Language at Home	992	(19.9%)	236	9,291	(22.5%)	266	35,363	(23.8%)	281
Speak Spanish at Home	160	(3.2%)	23	2,075	(5%)	36	9,455	(6.4%)	45
Ancestry									
Italian	1,139	(21.9%)	736	6,796	(15.8%)	529	18,555	(11.9%)	399
Other	1,017	(19.6%)	93	8,465	(19.6%)	93	30,086	(19.3%)	91
Unclassified	610	(11.7%)	72	4,190	(9.7%)	60	15,615	(10%)	62
Scottish/Irish	374	(7.2%)	108	3,344	(7.8%)	116	12,553	(8%)	121
Chinese	361	(6.9%)	556	3,294	(7.6%)	612	10,589	(6.8%)	543
Other European (e.g. Greek/Russian)	224	(4.3%)	136	2,963	(6.9%)	217	9,316	(6%)	188
German	212	(4.1%)	52	1,804	(4.2%)	54	6,870	(4.4%)	57
South Central Asian (e.g. Indian)	183	(3.5%)	225	2,679	(6.2%)	398	16,356	(10.5%)	671
American	166	(3.2%)	67	1,161	(2.7%)	56	3,522	(2.3%)	47

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
South American	146	(2.8%)	225	1,010	(2.3%)	188	4,788	(3.1%)	246
Polish	142	(2.7%)	178	1,392	(3.2%)	211	4,237	(2.7%)	177
British	104	(2%)	38	982	(2.3%)	43	4,202	(2.7%)	51
South East Asian (e.g. Vietnamese)	103	(2%)	112	960	(2.2%)	126	3,191	(2%)	116
Other Hispanic	81	(1.6%)	109	304	(0.7%)	49	1,575	(1%)	70
Middle Eastern	77	(1.5%)	239	499	(1.2%)	186	1,757	(1.1%)	181
Puerto Rican	65	(1.3%)	44	489	(1.1%)	40	2,491	(1.6%)	57
Korean	50	(1%)	186	711	(1.6%)	318	1,868	(1.2%)	231
Cuban	47	(0.9%)	125	743	(1.7%)	238	1,642	(1.1%)	145
French	27	(0.5%)	42	193	(<0.5%)	36	797	(0.5%)	41
Other Asian	18	(<0.5%)	8	193	(<0.5%)	105	765	(<0.5%)	115
Dominican	16	(<0.5%)	48	238	(0.6%)	87	855	(0.5%)	86
Dutch	11	(<0.5%)	35	129	(<0.5%)	50	444	(<0.5%)	47
Central American	9	(<0.5%)	10	197	(<0.5%)	27	1,843	(1.2%)	71
Scandinavian	8	(<0.5%)	8	178	(<0.5%)	22	1,097	(0.7%)	37
Native American (Indian/Eskimo)	6	(<0.5%)	18	33	(<0.5%)	12	113	(<0.5%)	11

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Mexican	3	(<0.5%)	1	138	(<0.5%)	3	730	(<0.5%)	4
Japanese	1	(<0.5%)	8	25	(<0.5%)	24	194	(<0.5%)	52
Hawaiian/Pacific Islander				8	(<0.5%)	10	41	(<0.5%)	15

Education (Age 25+)

	1 Mile			3 Mile			5 Mile		
Total Educated Population	3,968			30,986			109,478		
Elementary (0 to 8 Years)	43	(1.1%)	23	449	(1.4%)	30	2,218	(2%)	42
Some High School (9 to 11 Years)	48	(1.2%)	20	466	(1.5%)	25	2,166	(2%)	34
High School Graduate (12 Years)	808	(20.4%)	79	5,974	(19.3%)	74	16,871	(15.4%)	59
Some College (13 to 16 Years)	345	(8.7%)	45	3,045	(9.8%)	51	11,432	(10.4%)	54
Associates Degree Only	240	(6%)	69	1,433	(4.6%)	53	5,359	(4.9%)	56
Bachelor's Degree Only	1,205	(30.4%)	143	10,230	(33%)	155	38,161	(34.9%)	164
Graduate Degree	1,279	(32.2%)	234	9,389	(30.3%)	220	33,271	(30.4%)	221

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Type									
Households	1,914			15,420			56,315		
One Person Households	357	(18.7%)	68	2,921	(18.9%)	69	12,446	(22.1%)	8
Married Couple	1,326	(69.3%)	145	10,357	(67.2%)	140	35,516	(63.1%)	132
Male Householder	55	(2.9%)	57	324	(2.1%)	41	1,376	(2.4%)	48
Female Householder	126	(6.6%)	53	1,315	(8.5%)	68	4,127	(7.3%)	59
Non Family Households	50	(2.6%)	37	503	(3.3%)	46	2,850	(5.1%)	71
Household Size									
Households	1,914			15,420			56,315		
1 Person Household	357	(18.7%)	68	2,921	(18.9%)	69	12,446	(22.1%)	8
2 Person Household	687	(35.9%)	109	4,829	(31.3%)	95	17,014	(30.2%)	92
3 Person Household	353	(18.4%)	118	2,759	(17.9%)	114	10,037	(17.8%)	114
4 Person Household	348	(18.2%)	139	3,225	(20.9%)	160	10,976	(19.5%)	149
5 Person Household	111	(5.8%)	92	1,191	(7.7%)	122	4,000	(7.1%)	112
6 Person Household	38	(2%)	73	344	(2.2%)	8	1,255	(2.2%)	8
7+ Person Household	20	(1%)	58	151	(1%)	54	587	(1%)	57

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

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Housing Units						
Total Housing Units	1,971		15,954		58,496	
Owner Occupied Housing	1,712		12,653		41,179	
Renter Occupied Housing	202		2,767		15,136	
Vacant Housing	57		534		2,181	
Housing Rent						
Average Rent	$3,262.9	211	$3,028.77	196	$2,377.6	154
Median Rent	$3,291.67	234	$3,409.93	242	$2,314.85	164
Total Cash Rents Housing	155		2,634		14,510	
<$300					188 (1.3%)	46
$300-$500			6 (<0.5%)	6	132 (0.9%)	23
$500-$750			2 (<0.5%)	1	116 (0.8%)	9
$750-$1000			81 (3.1%)	24	352 (2.4%)	19
$1000-$1500			217 (8.2%)	31	1,707 (11.8%)	45
$1500-$2000			136 (5.2%)	25	3,289 (22.7%)	108
$2000-$2500	5 (3.2%)	28	179 (6.8%)	58	2,336 (16.1%)	138

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$2500-$3000	41	(26.5%)	460	341	(12.9%)	225	2,299	(15.8%)	276
$3000-$3500	54	(34.8%)	1145	433	(16.4%)	540	1,543	(10.6%)	350
>$3500	55	(35.5%)	973	1,239	(47%)	1290	2,548	(17.6%)	482
Value of Owner-Occupied Housing Units									
Average House Value	$994,410.73		190	$1.03M		198	$1.03M		198
Median House Value	$933,682.37		245	$942,767.86		248	$929,770.99		244
Owner Occupied Housing	1,712			12,653			41,179		
<$100K	24	(1.4%)	16	113	(0.9%)	10	357	(0.9%)	10
$100K - $200K	5	(<0.5%)	2	26	(<0.5%)	2	335	(0.8%)	6
$200K - $300K	41	(2.4%)	15	96	(0.8%)	5	251	(0.6%)	4
$300K - $400K				108	(0.9%)	6	483	(1.2%)	8
$400K - $500K	29	(1.7%)	15	336	(2.7%)	23	1,564	(3.8%)	33
$500K - $1000K	909	(53.1%)	215	6,609	(52.2%)	211	21,016	(51%)	206
>$1000K	704	(41.1%)	377	5,365	(42.4%)	388	17,173	(41.7%)	382

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Poverty									
Households in Poverty	65	(3.4%)	27	740	(4.8%)	38	2,968	(5.3%)	42
Households Above Poverty	1,849	(96.6%)	111	14,680	(95.2%)	109	53,347	(94.7%)	108
Households in Poverty (Married)	27	(1.4%)	65	192	(1.2%)	57	663	(1.2%)	54
Households in Poverty (Male Householder)				19	(<0.5%)	19	86	(<0.5%)	24
Households in Poverty (Female Householder)				61	(<0.5%)	13	418	(0.7%)	25
Households in Poverty (Non-Family)	36	(1.9%)	30	456	(3%)	47	1,657	(2.9%)	47
Households in Poverty (Non-Family Student)	2	(<0.5%)	17	12	(<0.5%)	13	144	(<0.5%)	41
Wealth per Household									
Household Average Wealth	$303,286.31		125	$298,224.06		123	$290,296.19		120
Household Median Wealth	$139,199.75		172	$133,198.97		164	$122,807.22		151
<$0K	265	(13.8%)	80	2,201	(14.3%)	8	8,434	(15%)	86
$0K - $5K	108	(5.6%)	66	924	(6%)	70	3,634	(6.5%)	75
$5K - $10K	65	(3.4%)	75	542	(3.5%)	7	2,087	(3.7%)	8
$10K - $25K	104	(5.4%)	86	843	(5.5%)	86	3,171	(5.6%)	89
$25K - $50K	123	(6.4%)	95	993	(6.4%)	95	3,634	(6.5%)	95

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$50K - $100K	194	(10.1%)	99	1,547	(10%)	98	5,580	(9.9%)	97
$100K - $250K	375	(19.6%)	108	2,982	(19.3%)	107	10,638	(18.9%)	105
$250K - $500K	299	(15.6%)	118	2,377	(15.4%)	117	8,457	(15%)	114
>$500K	381	(19.9%)	134	3,011	(19.5%)	131	10,680	(19%)	127

Vehicles per Household

	1 Mile			3 Mile			5 Mile		
Total Number of Vehicles	3,927			30,628			105,199		
Average Number of Vehicles	2.05		112	1.99		109	1.87		102
No Vehicles	80	(4.2%)	51	479	(3.1%)	38	3,112	(5.5%)	67
1 Vehicle	398	(20.8%)	63	4,308	(27.9%)	85	16,139	(28.7%)	87
2 Vehicles	963	(50.3%)	136	6,931	(44.9%)	122	26,085	(46.3%)	126
3 or more Vehicles	473	(24.7%)	112	3,702	(24%)	109	10,979	(19.5%)	88

Population Change

	1 Mile	3 Mile	5 Mile
Births	50	390	1,488
Deaths	60	422	1,329
Migration	123	599	2,034

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

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Workplace			
Total Businesses	373	2,242	7,519
Total Employees	6,940	40,548	135,819

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