Audience Profile

Jan 1 - Dec 31, 2025

URBAN **EDGE**

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Overview						
Population	7,738		86,778		162,740	
Households	3,072		34,996		63,439	
Persons per Household	2.52	99	2.44	96	2.52	99
Household Median Income	$93,332.67	117	$112,787.59	142	$123,145.79	155
Household Median Disposable Income	$79,503.6	116	$93,324.58	136	$101,728.41	148
Household Median Discretionary Income	$60,612.12	119	$80,259.08	157	$87,857.94	172
Average Income Per Person	$43,297.89	100	$62,968.48	146	$67,387.12	156
Median Rent	$1,638.5	116	$1,563.32	111	$1,582.23	112
Median House Value	$357,208.24	94	$431,844.67	113	$491,852.12	129
Households in Poverty	300 (9.8%)	71	2,148 (6.1%)	48	3,206 (5.1%)	40
Household Median Wealth	$84,788.95	105	$115,903.52	143	$125,887.49	155
Average Age	38.21	93	42.73	104	43.27	106
Median Age	36.35	90	42.32	105	43.31	108
Households with Children	785 (25.6%)	95	10,334 (29.5%)	110	19,336 (30.5%)	114
High School Graduate or Higher	5,060 (96.3%)	108	59,941 (97.5%)	109	111,542 (97.7%)	109

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Bachelor's Degree or Higher	2,784	(53%)	151	40,280	(65.5%)	187	76,087	(66.6%)	190
Pop density (per sq mi)	3,309			2,756			2,369		
Area (based on blockgroups)	2			31			69		

Population

	1 Mile	3 Mile	5 Mile
Population 2024 Q4	7,738	86,778	162,740
Population 2024 Q3	7,775	86,935	163,005
Population 2024 Q2	7,720	86,726	162,668
Population 2024 Q1	7,710	86,737	162,746
Population 2023 Q4	7,652	86,275	162,042
Population 2023 Q3	7,585	86,058	161,628
Population 2023 Q2	7,524	85,933	161,424
Population 2023 Q1	7,541	85,936	161,439
Population 2022 Q4	7,628	86,014	161,468
Population 5 Years Forecast	7,820	87,550	164,189
Population 10 Years Forecast	7,843	87,729	164,531
Persons per Household	2.52 (99)	2.44 (96)	2.52 (99)

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Group Quarters	2	(<0.5%)	1	1,238	(1.4%)	60	3,067	(1.9%)	8
Transient Population - Average Last 4 Quarters							968	(0.6%)	46
Households									
Households 2024 Q4	3,072			34,996			63,439		
Households 2024 Q3	3,085			35,049			63,525		
Households 2024 Q2	3,062			34,959			63,389		
Households 2024 Q1	3,059			34,971			63,422		
Households 2023 Q4	3,035			34,764			63,125		
Households 2023 Q3	3,011			34,678			62,962		
Households 2023 Q2	2,986			34,624			62,879		
Households 2023 Q1	2,995			34,628			62,893		
Households 2022 Q4	3,028			34,660			62,908		
Households 5 Years Forecast	3,101			35,310			64,019		
Households 10 Years Forecast	3,108			35,389			64,162		

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	3,838	(49.6%)	101	41,833	(48.2%)	98	78,358	(48.1%)	98
Female	3,900	(50.4%)	99	44,945	(51.8%)	102	84,382	(51.9%)	102
Ethnicity									
White	5,086	(65.7%)	114	67,671	(78%)	135	130,661	(80.3%)	139
Asian	976	(12.6%)	219	8,111	(9.3%)	162	13,088	(8%)	140
Hispanic (Ethnic)	800	(10.3%)	53	3,392	(3.9%)	20	5,870	(3.6%)	18
Other	451	(5.8%)	112	4,714	(5.4%)	104	8,804	(5.4%)	104
Black	425	(5.5%)	47	2,890	(3.3%)	28	4,317	(2.7%)	22
Household by Ethnicity									
White	2,088	(68%)	110	28,093	(80.3%)	130	52,360	(82.5%)	34
Asian	440	(14.3%)	316	2,973	(8.5%)	187	4,646	(7.3%)	162
Hispanic (Ethnic)	243	(7.9%)	52	1,110	(3.2%)	21	1,743	(2.7%)	18
Other	177	(5.8%)	70	2,107	(6%)	7	3,583	(5.6%)	74
Black	124	(4%)	36	713	(2%)	18	1,107	(1.7%)	16
Households Income									

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Household Average Income	$109,038		98	$153,225.61		138	$168,389.67		151
Average Income Per Person	$43,297.89		100	$62,968.48		146	$67,387.12		156
Household Median Income	$93,332.67		117	$112,787.59		142	$123,145.79		155
<$15K	177	(5.8%)	71	1,436	(4.1%)	51	2,108	(3.3%)	41
$15K - $25K	164	(5.3%)	8	1,338	(3.8%)	59	1,972	(3.1%)	48
$25K - $35K	160	(5.2%)	77	1,545	(4.4%)	66	2,232	(3.5%)	52
$35K - $50K	175	(5.7%)	55	2,930	(8.4%)	8	4,408	(6.9%)	67
$50K - $75K	521	(17%)	108	4,459	(12.7%)	8	7,542	(11.9%)	76
$75K - $100K	454	(14.8%)	115	3,726	(10.6%)	83	7,169	(11.3%)	88
$100K - $150K	603	(19.6%)	111	7,205	(20.6%)	116	12,544	(19.8%)	112
$150K - $175K	342	(11.1%)	177	3,328	(9.5%)	151	5,896	(9.3%)	148
$175K - $200K	379	(12.3%)	188	4,213	(12%)	183	9,184	(14.5%)	221
$200K - $250K	54	(1.8%)	34	2,698	(7.7%)	148	5,818	(9.2%)	176
$250K - $500K	24	(0.8%)	35	1,155	(3.3%)	148	2,490	(3.9%)	176
>$500K	19	(0.6%)	33	963	(2.8%)	148	2,076	(3.3%)	175

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	$85,872.18		104	$102,245.27		124	$109,765.97		133
Household Median Disposable Income	$79,503.6		116	$93,324.58		136	$101,728.41		148
<$15K	193	(6.3%)	72	1,577	(4.5%)	51	2,286	(3.6%)	41
$15K - $25K	204	(6.6%)	87	1,695	(4.8%)	64	2,480	(3.9%)	51
$25K - $35K	179	(5.8%)	74	2,098	(6%)	76	3,053	(4.8%)	61
$35K - $50K	308	(10%)	82	3,573	(10.2%)	84	5,676	(8.9%)	73
$50K - $75K	552	(18%)	101	4,838	(13.8%)	78	8,770	(13.8%)	78
$75K - $100K	473	(15.4%)	108	5,073	(14.5%)	102	8,926	(14.1%)	99
$100K - $150K	777	(25.3%)	141	8,173	(23.4%)	130	14,549	(22.9%)	128
$150K - $175K	307	(10%)	164	4,139	(11.8%)	194	9,438	(14.9%)	244
$175K - $200K	21	(0.7%)	31	1,066	(3%)	138	2,304	(3.6%)	165
$200K - $250K	23	(0.7%)	35	1,112	(3.2%)	149	2,401	(3.8%)	177
$250K - $500K	32	(1%)	36	1,517	(4.3%)	148	3,275	(5.2%)	176
>$500K	3	(<0.5%)	38	135	(<0.5%)	150	281	(<0.5%)	172

Discretionary Households Income

	● 1 Mile			● 3 Mile			● 5 Mile		
Household Average Discretionary Income	$68,105.63		111	$85,440.6		139	$91,914.14		150

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	$60,612.12		119	$80,259.08		157	$87,857.94		172
<$10K	144	(4.7%)	51	1,234	(3.5%)	38	1,856	(2.9%)	32
$10K - $20K	263	(8.6%)	8	1,943	(5.6%)	52	2,651	(4.2%)	39
$20K - $30K	204	(6.6%)	63	2,595	(7.4%)	70	3,913	(6.2%)	58
$30K - $40K	324	(10.5%)	106	2,731	(7.8%)	7	4,105	(6.5%)	65
$40K - $50K	315	(10.3%)	116	2,533	(7.2%)	8	4,471	(7%)	8
$50K - $75K	561	(18.3%)	105	5,216	(14.9%)	86	9,643	(15.2%)	87
$75K - $100K	483	(15.7%)	134	5,359	(15.3%)	131	9,221	(14.5%)	124
$100K - $125K	388	(12.6%)	156	4,338	(12.4%)	153	7,775	(12.3%)	152
$125K - $150K	325	(10.6%)	159	5,040	(14.4%)	217	11,197	(17.7%)	266
>$150K	65	(2.1%)	36	4,007	(11.4%)	194	8,607	(13.6%)	230

Households Income by Ethnicity

	1 Mile		3 Mile		5 Mile	
Average Income - White	$97,071.59	102	$111,543.3	117	$119,187.85	125
Median Income - White	$90,019.16	104	$112,715.96	130	$123,910.11	143
Average Income - Black	$117,416.41	170	$95,912.04	139	$102,206.04	148
Median Income - Black	$118,268.5	213	$97,006.17	175	$105,299.79	190

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

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Average Income - Asian	$101,607.45	90	$126,724.14	112	$131,688.21	117
Median Income - Asian	$99,999	87	$135,565.05	118	$145,645.61	127
Average Income - Hispanic	$109,508.95	135	$110,390.92	136	$111,064.26	137
Median Income - Hispanic	$107,030.97	154	$103,269.1	149	$106,878.42	154
Average Income - Other	$78,479.27	88	$98,823.99	110	$105,516.03	118
Median Income - Other	$78,693.03	99	$93,248.4	117	$101,794.97	128

Age

	1 Mile			3 Mile			5 Mile		
Average Age	38.21		93	42.73		104	43.27		106
Median Age	36.35		90	42.32		105	43.31		108
0-4	508	(6.6%)	122	4,490	(5.2%)	96	7,697	(4.7%)	88
5-13	866	(11.2%)	109	8,995	(10.4%)	101	16,777	(10.3%)	100
14-17	383	(4.9%)	93	4,264	(4.9%)	93	8,570	(5.3%)	99
18-21	405	(5.2%)	95	4,297	(5%)	90	8,816	(5.4%)	98
22-24	320	(4.1%)	100	3,238	(3.7%)	90	6,691	(4.1%)	99
25-29	566	(7.3%)	123	4,709	(5.4%)	92	8,461	(5.2%)	88
30-34	615	(7.9%)	122	4,758	(5.5%)	84	7,325	(4.5%)	69

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
35-39	612	(7.9%)	120	5,349	(6.2%)	93	8,692	(5.3%)	8
40-44	548	(7.1%)	111	5,668	(6.5%)	102	10,082	(6.2%)	97
45-49	450	(5.8%)	97	5,169	(6%)	99	9,711	(6%)	100
50-54	431	(5.6%)	93	5,028	(5.8%)	97	9,670	(5.9%)	100
55-59	416	(5.4%)	88	5,320	(6.1%)	100	10,317	(6.3%)	103
60-64	436	(5.6%)	88	5,811	(6.7%)	104	11,422	(7%)	109
65-69	419	(5.4%)	89	5,887	(6.8%)	112	11,369	(7%)	115
70-74	312	(4%)	80	4,981	(5.7%)	114	9,672	(5.9%)	118
75-79	219	(2.8%)	74	4,018	(4.6%)	120	7,966	(4.9%)	127
80-84	142	(1.8%)	76	2,535	(2.9%)	122	5,125	(3.1%)	131
85+	90	(1.2%)	57	2,261	(2.6%)	129	4,377	(2.7%)	133

Age - Male

	1 Mile			3 Mile			5 Mile		
Male Average Age	37.05		93	41.1		103	41.71		105
Male Median Age	35.53		93	40.71		107	41.66		109
0-4	263	(6.9%)	122	2,316	(5.5%)	98	3,968	(5.1%)	90
5-13	467	(12.2%)	113	4,634	(11.1%)	103	8,634	(11%)	103

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	197	(5.1%)	93	2,185	(5.2%)	95	4,364	(5.6%)	101
18-21	199	(5.2%)	90	2,202	(5.3%)	92	4,479	(5.7%)	99
22-24	153	(4%)	91	1,654	(4%)	91	3,395	(4.3%)	99
25-29	286	(7.5%)	121	2,387	(5.7%)	92	4,402	(5.6%)	91
30-34	311	(8.1%)	121	2,379	(5.7%)	85	3,643	(4.6%)	70
35-39	325	(8.5%)	127	2,666	(6.4%)	95	4,255	(5.4%)	8
40-44	272	(7.1%)	110	2,770	(6.6%)	103	4,905	(6.3%)	97
45-49	232	(6%)	101	2,540	(6.1%)	101	4,711	(6%)	100
50-54	213	(5.5%)	93	2,470	(5.9%)	99	4,712	(6%)	101
55-59	188	(4.9%)	8	2,501	(6%)	98	4,853	(6.2%)	102
60-64	195	(5.1%)	8	2,692	(6.4%)	102	5,336	(6.8%)	108
65-69	208	(5.4%)	93	2,690	(6.4%)	110	5,233	(6.7%)	115
70-74	140	(3.6%)	7	2,198	(5.3%)	111	4,364	(5.6%)	118
75-79	102	(2.7%)	75	1,749	(4.2%)	119	3,469	(4.4%)	126
80-84	54	(1.4%)	68	1,061	(2.5%)	122	2,187	(2.8%)	134
85+	33	(0.9%)	58	739	(1.8%)	120	1,448	(1.8%)	125

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Age - Female									
Female Average Age	39.36		94	44.25		105	44.73		106
Female Median Age	37.27		90	43.86		106	45.9		111
0-4	245	(6.3%)	121	2,174	(4.8%)	94	3,729	(4.4%)	85
5-13	399	(10.2%)	103	4,361	(9.7%)	98	8,143	(9.7%)	97
14-17	186	(4.8%)	93	2,079	(4.6%)	91	4,206	(5%)	98
18-21	206	(5.3%)	100	2,095	(4.7%)	88	4,337	(5.1%)	98
22-24	167	(4.3%)	108	1,584	(3.5%)	89	3,296	(3.9%)	99
25-29	280	(7.2%)	126	2,322	(5.2%)	91	4,059	(4.8%)	85
30-34	304	(7.8%)	122	2,379	(5.3%)	83	3,682	(4.4%)	68
35-39	287	(7.4%)	113	2,683	(6%)	92	4,437	(5.3%)	8
40-44	276	(7.1%)	111	2,898	(6.4%)	101	5,177	(6.1%)	97
45-49	218	(5.6%)	93	2,629	(5.8%)	98	5,000	(5.9%)	99
50-54	218	(5.6%)	94	2,558	(5.7%)	95	4,958	(5.9%)	98
55-59	228	(5.8%)	95	2,819	(6.3%)	102	5,464	(6.5%)	105
60-64	241	(6.2%)	95	3,119	(6.9%)	106	6,086	(7.2%)	110

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
65-69	211	(5.4%)	86	3,197	(7.1%)	113	6,136	(7.3%)	115
70-74	172	(4.4%)	83	2,783	(6.2%)	117	5,308	(6.3%)	119
75-79	117	(3%)	72	2,269	(5%)	121	4,497	(5.3%)	128
80-84	88	(2.3%)	83	1,474	(3.3%)	121	2,938	(3.5%)	129
85+	57	(1.5%)	57	1,522	(3.4%)	132	2,929	(3.5%)	136

Employment by Occupation

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	3,997			45,329			83,830		
Professional Specialty	1,388	(34.7%)	140	16,578	(36.6%)	148	30,495	(36.4%)	147
Managerial/Executive	896	(22.4%)	129	12,263	(27.1%)	156	22,993	(27.4%)	158
Sales	609	(15.2%)	163	4,827	(10.6%)	114	9,039	(10.8%)	116
Food Preparation & Serving	303	(7.6%)	148	1,416	(3.1%)	61	2,406	(2.9%)	56
Production & Transportation	285	(7.1%)	55	2,597	(5.7%)	44	4,796	(5.7%)	44
Office Admin	190	(4.8%)	45	3,655	(8.1%)	76	6,565	(7.8%)	74
Construction	182	(4.6%)	57	1,660	(3.7%)	46	3,044	(3.6%)	45
Healthcare support	91	(2.3%)	69	614	(1.4%)	41	1,084	(1.3%)	39
Personal Care	21	(0.5%)	21	625	(1.4%)	55	1,396	(1.7%)	67

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Protective	17	(<0.5%)	20	470	(1%)	48	899	(1.1%)	50
Building Maintenance & Cleaning	15	(<0.5%)	11	602	(1.3%)	39	1,066	(1.3%)	37
Farming, Fishing & Forestry				22	(<0.5%)	8	47	(<0.5%)	10

Employment by Industry

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	3,997			45,329			83,830		
Educational Services	834	(20.9%)	89	12,137	(26.8%)	114	21,697	(25.9%)	110
Wholesale Retail	763	(19.1%)	145	6,058	(13.4%)	102	10,371	(12.4%)	94
Professional Services	490	(12.3%)	152	5,861	(12.9%)	160	10,945	(13.1%)	162
Financial, Insurance & Real Estate	398	(10%)	148	5,331	(11.8%)	175	9,955	(11.9%)	176
Entertainment Services	381	(9.5%)	110	2,900	(6.4%)	74	5,217	(6.2%)	72
Manufacturing	356	(8.9%)	90	4,528	(10%)	101	8,720	(10.4%)	105
Agriculture/Mining/Construction	242	(6.1%)	71	1,998	(4.4%)	52	4,197	(5%)	59
Transportation	214	(5.4%)	92	1,474	(3.3%)	56	2,477	(3%)	51
Other Professional Services	168	(4.2%)	89	1,452	(3.2%)	68	3,257	(3.9%)	83
Administrative/Waste Services	93	(2.3%)	56	1,274	(2.8%)	67	2,589	(3.1%)	74
Public Administration	34	(0.9%)	18	1,161	(2.6%)	54	2,084	(2.5%)	52

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Information	24	(0.6%)	32	902	(2%)	107	1,919	(2.3%)	123
Management Services				253	(0.6%)	442	402	(<0.5%)	379
Language Spoken									
Speak English at Home	5,623	(77.8%)	100	70,031	(85.1%)	110	135,681	(87.5%)	113
Speak Other Language at Home	1,323	(18.3%)	216	10,105	(12.3%)	145	15,860	(10.2%)	121
Speak Spanish at Home	284	(3.9%)	28	2,152	(2.6%)	19	3,502	(2.3%)	16
Ancestry									
German	1,213	(15.7%)	201	17,111	(19.7%)	253	32,653	(20.1%)	258
Unclassified	1,164	(15%)	93	12,762	(14.7%)	91	25,013	(15.4%)	95
Other	1,114	(14.4%)	68	11,646	(13.4%)	64	20,727	(12.7%)	60
South Central Asian (e.g. Indian)	764	(9.9%)	632	4,263	(4.9%)	315	6,435	(4%)	253
Scottish/Irish	674	(8.7%)	131	9,457	(10.9%)	164	18,730	(11.5%)	173
Mexican	614	(7.9%)	72	2,024	(2.3%)	21	3,301	(2%)	18
British	407	(5.3%)	99	6,339	(7.3%)	138	13,045	(8%)	151
Other European (e.g. Greek/Russian)	371	(4.8%)	151	4,456	(5.1%)	162	8,924	(5.5%)	173
Middle Eastern	241	(3.1%)	502	1,332	(1.5%)	247	1,859	(1.1%)	184

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Italian	241	(3.1%)	105	3,422	(3.9%)	132	6,223	(3.8%)	128
American	235	(3%)	63	3,481	(4%)	84	6,456	(4%)	83
Chinese	104	(1.3%)	108	1,848	(2.1%)	171	3,227	(2%)	159
Scandinavian	99	(1.3%)	67	1,613	(1.9%)	98	2,921	(1.8%)	95
French	88	(1.1%)	92	1,391	(1.6%)	129	3,080	(1.9%)	153
Polish	80	(1%)	67	1,578	(1.8%)	119	2,844	(1.7%)	114
South American	65	(0.8%)	67	437	(0.5%)	40	717	(<0.5%)	35
Cuban	46	(0.6%)	82	302	(<0.5%)	48	418	(<0.5%)	35
South East Asian (e.g. Vietnamese)	42	(0.5%)	31	1,079	(1.2%)	71	1,749	(1.1%)	61
Other Hispanic	36	(<0.5%)	32	362	(<0.5%)	29	626	(<0.5%)	27
Other Asian	32	(<0.5%)	97	442	(0.5%)	119	739	(<0.5%)	106
Korean	30	(<0.5%)	75	407	(<0.5%)	91	811	(<0.5%)	96
Central American	24	(<0.5%)	19	117	(<0.5%)	8	308	(<0.5%)	11
Dutch	18	(<0.5%)	38	561	(0.6%)	107	1,066	(0.7%)	108
Puerto Rican	15	(<0.5%)	7	149	(<0.5%)	6	442	(<0.5%)	10
Native American (Indian/Eskimo)	14	(<0.5%)	28	102	(<0.5%)	18	187	(<0.5%)	18

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Japanese	4	(<0.5%)	22	72	(<0.5%)	35	127	(<0.5%)	33
Hawaiian/Pacific Islander	3	(<0.5%)	22	24	(<0.5%)	15	54	(<0.5%)	19
Dominican				1	(<0.5%)		58	(<0.5%)	6

Education (Age 25+)

	1 Mile			3 Mile			5 Mile		
Total Educated Population	5,256			61,494			114,189		
Elementary (0 to 8 Years)	57	(1.1%)	23	607	(1%)	21	1,057	(0.9%)	19
Some High School (9 to 11 Years)	139	(2.6%)	45	946	(1.5%)	26	1,590	(1.4%)	24
High School Graduate (12 Years)	1,016	(19.3%)	74	7,458	(12.1%)	46	12,878	(11.3%)	43
Some College (13 to 16 Years)	862	(16.4%)	85	8,723	(14.2%)	73	15,913	(13.9%)	72
Associates Degree Only	398	(7.6%)	86	3,480	(5.7%)	64	6,664	(5.8%)	66
Bachelor's Degree Only	1,737	(33%)	155	22,868	(37.2%)	175	42,371	(37.1%)	174
Graduate Degree	1,047	(19.9%)	145	17,412	(28.3%)	206	33,716	(29.5%)	215

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

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Type						
Households	3,072		34,996		63,439	
One Person Households	844	(27.5%) 100	9,503	(27.2%) 99	15,659	(24.7%) 90
Married Couple	1,522	(49.5%) 103	20,478	(58.5%) 122	39,506	(62.3%) 130
Male Householder	231	(7.5%) 148	845	(2.4%) 48	1,653	(2.6%) 51
Female Householder	309	(10.1%) 81	2,451	(7%) 56	4,217	(6.6%) 53
Non Family Households	166	(5.4%) 76	1,719	(4.9%) 69	2,404	(3.8%) 54
Household Size						
Households	3,072		34,996		63,439	
1 Person Household	844	(27.5%) 100	9,503	(27.2%) 99	15,659	(24.7%) 90
2 Person Household	979	(31.9%) 97	12,167	(34.8%) 106	22,626	(35.7%) 108
3 Person Household	548	(17.8%) 114	5,355	(15.3%) 98	9,855	(15.5%) 99
4 Person Household	443	(14.4%) 110	5,050	(14.4%) 110	9,705	(15.3%) 117
5 Person Household	174	(5.7%) 90	2,016	(5.8%) 91	3,900	(6.1%) 97
6 Person Household	56	(1.8%) 67	639	(1.8%) 67	1,211	(1.9%) 70
7+ Person Household	28	(0.9%) 50	266	(0.8%) 42	483	(0.8%) 42

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

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Housing Units						
Total Housing Units	3,213		36,438		66,281	
Owner Occupied Housing	1,836		26,837		51,968	
Renter Occupied Housing	1,236		8,159		11,471	
Vacant Housing	141		1,442		2,842	
Housing Rent						
Average Rent	$1,656.55	107	$1,714.46	111	$1,740.08	113
Median Rent	$1,638.5	116	$1,563.32	111	$1,582.23	112
Total Cash Rents Housing	1,213		7,821		10,770	
<$300	1	(<0.5%) 3	13	(<0.5%) 6	13	(<0.5%) 4
$300-$500			19	(<0.5%) 6	37	(<0.5%) 9
$500-$750	3	(<0.5%) 3	119	(1.5%) 17	195	(1.8%) 21
$750-$1000	33	(2.7%) 21	419	(5.4%) 41	710	(6.6%) 50
$1000-$1500	431	(35.5%) 135	3,042	(38.9%) 148	3,923	(36.4%) 138
$1500-$2000	500	(41.2%) 196	2,357	(30.1%) 143	3,083	(28.6%) 36
$2000-$2500	220	(18.1%) 155	964	(12.3%) 105	1,410	(13.1%) 112

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		
$2500-$3000	23	(1.9%)	33	356	(4.6%)	79	570	(5.3%)	92
$3000-$3500	2	(<0.5%)	5	224	(2.9%)	94	334	(3.1%)	102
>$3500				308	(3.9%)	108	495	(4.6%)	126
Value of Owner-Occupied Housing Units									
Average House Value	$389,344.98		75	$536,495.22		103	$581,235.9		111
Median House Value	$357,208.24		94	$431,844.67		113	$491,852.12		129
Owner Occupied Housing	1,836			26,837			51,968		
<$100K	63	(3.4%)	40	397	(1.5%)	17	774	(1.5%)	17
$100K - $200K	84	(4.6%)	34	1,127	(4.2%)	31	1,908	(3.7%)	27
$200K - $300K	521	(28.4%)	175	4,351	(16.2%)	100	6,307	(12.1%)	75
$300K - $400K	437	(23.8%)	163	6,014	(22.4%)	154	9,070	(17.5%)	120
$400K - $500K	294	(16%)	139	4,803	(17.9%)	155	8,628	(16.6%)	144
$500K - $1000K	426	(23.2%)	94	8,044	(30%)	121	20,720	(39.9%)	161
>$1000K	11	(0.6%)	5	2,101	(7.8%)	72	4,561	(8.8%)	8

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Poverty									
Households in Poverty	300	(9.8%)	7	2,148	(6.1%)	48	3,206	(5.1%)	40
Households Above Poverty	2,772	(90.2%)	103	32,848	(93.9%)	107	60,233	(94.9%)	109
Households in Poverty (Married)	40	(1.3%)	60	482	(1.4%)	63	662	(1%)	48
Households in Poverty (Male Householder)	3	(<0.5%)	15	11	(<0.5%)	5	62	(<0.5%)	15
Households in Poverty (Female Householder)	45	(1.5%)	50	334	(1%)	32	494	(0.8%)	26
Households in Poverty (Non-Family)	190	(6.2%)	99	1,225	(3.5%)	56	1,843	(2.9%)	46
Households in Poverty (Non-Family Student)	22	(0.7%)	115	96	(<0.5%)	44	145	(<0.5%)	37
Wealth per Household									
Household Average Wealth	$250,345.05		104	$282,392.7		117	$290,708.44		120
Household Median Wealth	$84,788.95		105	$115,903.52		143	$125,887.49		155
<$0K	531	(17.3%)	99	5,317	(15.2%)	87	9,280	(14.6%)	84
$0K - $5K	249	(8.1%)	95	2,299	(6.6%)	7	3,887	(6.1%)	72
$5K - $10K	139	(4.5%)	99	1,328	(3.8%)	83	2,290	(3.6%)	7
$10K - $25K	194	(6.3%)	99	2,014	(5.8%)	91	3,562	(5.6%)	88
$25K - $50K	208	(6.8%)	100	2,301	(6.6%)	97	4,152	(6.5%)	96

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$50K - $100K	309	(10.1%)	99	3,535	(10.1%)	99	6,439	(10.1%)	99
$100K - $250K	548	(17.8%)	99	6,640	(19%)	105	12,223	(19.3%)	107
$250K - $500K	411	(13.4%)	101	5,190	(14.8%)	112	9,649	(15.2%)	115
>$500K	483	(15.7%)	106	6,372	(18.2%)	122	11,957	(18.8%)	127

Vehicles per Household

	1 Mile			3 Mile			5 Mile		
Total Number of Vehicles	5,990			66,024			123,727		
Average Number of Vehicles	1.95		107	1.89		103	1.95		107
No Vehicles	86	(2.8%)	34	1,459	(4.2%)	50	2,346	(3.7%)	45
1 Vehicle	1,061	(34.5%)	105	10,886	(31.1%)	95	17,096	(26.9%)	8
2 Vehicles	1,324	(43.1%)	117	15,582	(44.5%)	121	30,243	(47.7%)	129
3 or more Vehicles	601	(19.6%)	89	7,069	(20.2%)	92	13,754	(21.7%)	98

Population Change

	1 Mile	3 Mile	5 Mile
Births	96	862	1,550
Deaths	60	953	1,875
Migration	54	624	1,080

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

Benchmark: Nationwide

	🟣 1 Mile	🟠 3 Mile	🔵 5 Mile
Workplace			
Total Businesses	387	2,630	7,564
Total Employees	2,704	27,337	92,054

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