Audience Profile
Jan 1 - Dec 31, 2025

URBAN **EDGE**

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Overview									
Population	8,521			93,502			304,259		
Households	3,387			37,381			123,245		
Persons per Household	2.4		94	2.45		96	2.41		95
Household Median Income	$66,527.47		84	$68,874.99		87	$71,019.27		89
Household Median Disposable Income	$57,209.15		83	$59,078.13		86	$60,822.12		89
Household Median Discretionary Income	$35,193.46		69	$40,641.04		8	$42,112.92		83
Average Income Per Person	$30,535.84		71	$34,951.2		8	$37,379.42		87
Median Rent	$1,554.22		110	$1,471.29		104	$1,485.79		105
Median House Value	$317,710.37		83	$334,526.89		88	$353,167.58		93
Households in Poverty	589	(17.4%)	137	4,820	(12.9%)	102	16,520	(13.4%)	106
Household Median Wealth	$51,099.69		63	$66,301.75		8	$67,261.89		83
Average Age	39.28		96	39.34		96	39.16		96
Median Age	36.48		91	36.96		92	36.7		91
Households with Children	941	(27.8%)	104	9,709	(26%)	97	32,137	(26.1%)	97
High School Graduate or Higher	5,386	(89.1%)	100	59,221	(90.6%)	101	191,510	(90.7%)	102

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Bachelor's Degree or Higher	1,346	(22.3%)	63	17,052	(26.1%)	74	66,634	(31.6%)	90
Pop density (per sq mi)	2,536			3,613			4,287		
Area (based on blockgroups)	3			26			71		

Population

	1 Mile	3 Mile	5 Mile	
Population 2024 Q4	8,521	93,502	304,259	
Population 2024 Q3	8,339	93,373	304,467	
Population 2024 Q2	8,366	93,396	304,387	
Population 2024 Q1	8,388	93,209	303,210	
Population 2023 Q4	8,327	92,470	302,760	
Population 2023 Q3	8,335	92,147	302,217	
Population 2023 Q2	8,352	92,162	302,584	
Population 2023 Q1	8,347	92,305	303,217	
Population 2022 Q4	8,349	92,350	303,491	
Population 5 Years Forecast	8,703	94,109	307,144	
Population 10 Years Forecast	8,848	94,524	310,072	
Persons per Household	2.4 (94)	2.45 (96)	2.41 (95)	

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

Benchmark: Nationwide

	🔴 1 Mile			🟠 3 Mile			🔵 5 Mile		
Group Quarters	380	(4.5%)	189	1,815	(1.9%)	8	6,939	(2.3%)	97
Transient Population - Average Last 4 Quarters	326	(3.8%)	296	3,650	(3.9%)	301	7,885	(2.6%)	200
Households									
Households 2024 Q4	3,387			37,381			123,245		
Households 2024 Q3	3,310			37,308			123,229		
Households 2024 Q2	3,320			37,310			123,168		
Households 2024 Q1	3,330			37,238			122,640		
Households 2023 Q4	3,303			36,933			122,268		
Households 2023 Q3	3,307			36,796			122,042		
Households 2023 Q2	3,312			36,799			122,194		
Households 2023 Q1	3,310			36,853			122,455		
Households 2022 Q4	3,311			36,874			122,611		
Households 5 Years Forecast	3,464			37,645			124,805		
Households 10 Years Forecast	3,525			37,820			126,218		

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Gender									
Male	4,109	(48.2%)	98	44,906	(48%)	98	146,412	(48.1%)	98
Female	4,412	(51.8%)	102	48,596	(52%)	102	157,847	(51.9%)	102
Ethnicity									
Black	4,426	(51.9%)	440	38,656	(41.3%)	351	117,280	(38.5%)	327
White	2,154	(25.3%)	44	35,013	(37.4%)	65	126,748	(41.7%)	72
Hispanic (Ethnic)	916	(10.7%)	55	9,246	(9.9%)	51	27,028	(8.9%)	46
Other	563	(6.6%)	127	5,612	(6%)	115	18,379	(6%)	116
Asian	462	(5.4%)	94	4,975	(5.3%)	92	14,824	(4.9%)	85
Household by Ethnicity									
Black	1,724	(50.9%)	459	15,388	(41.2%)	371	45,654	(37%)	334
White	887	(26.2%)	43	14,874	(39.8%)	65	54,570	(44.3%)	72
Hispanic (Ethnic)	343	(10.1%)	67	2,943	(7.9%)	52	8,807	(7.1%)	47
Other	317	(9.4%)	123	2,669	(7.1%)	94	9,071	(7.4%)	97
Asian	116	(3.4%)	76	1,507	(4%)	89	5,143	(4.2%)	92

Households Income

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Household Average Income	$74,032.01		67	$86,311.84		78	$91,421.18		8
Average Income Per Person	$30,535.84		71	$34,951.2		8	$37,379.42		87
Household Median Income	$66,527.47		84	$68,874.99		87	$71,019.27		89
<$15K	213	(6.3%)	78	3,035	(8.1%)	100	11,145	(9%)	112
$15K - $25K	339	(10%)	155	2,340	(6.3%)	97	7,448	(6%)	93
$25K - $35K	196	(5.8%)	86	2,599	(7%)	103	8,336	(6.8%)	101
$35K - $50K	482	(14.2%)	138	4,570	(12.2%)	119	13,797	(11.2%)	109
$50K - $75K	722	(21.3%)	136	7,779	(20.8%)	132	24,147	(19.6%)	125
$75K - $100K	661	(19.5%)	152	5,382	(14.4%)	112	17,711	(14.4%)	112
$100K - $150K	470	(13.9%)	7	6,309	(16.9%)	95	21,853	(17.7%)	100
$150K - $175K	157	(4.6%)	74	1,883	(5%)	8	6,142	(5%)	7
$175K - $200K	89	(2.6%)	40	1,621	(4.3%)	66	5,803	(4.7%)	72
$200K - $250K	32	(0.9%)	18	1,045	(2.8%)	54	3,853	(3.1%)	60
$250K - $500K	14	(<0.5%)	19	445	(1.2%)	53	1,639	(1.3%)	60
>$500K	12	(<0.5%)	19	373	(1%)	54	1,371	(1.1%)	60

Disposable Households Income

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

Audience Profile

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Disposable Income	$62,457.11	76	$70,854.56	86	$72,484.15	88
Household Median Disposable Income	$57,209.15	83	$59,078.13	86	$60,822.12	89
<$15K	230 (6.8%)	71	3,258 (8.7%)	99	11,874 (9.6%)	110
$15K - $25K	384 (11.3%)	149	2,942 (7.9%)	103	9,543 (7.7%)	102
$25K - $35K	301 (8.9%)	113	3,326 (8.9%)	113	10,496 (8.5%)	108
$35K - $50K	521 (15.4%)	126	5,792 (15.5%)	127	17,236 (14%)	115
$50K - $75K	890 (26.3%)	148	8,095 (21.7%)	122	25,799 (20.9%)	118
$75K - $100K	601 (17.7%)	124	5,751 (15.4%)	108	19,184 (15.6%)	109
$100K - $150K	368 (10.9%)	61	5,359 (14.3%)	80	18,595 (15.1%)	84
$150K - $175K	47 (1.4%)	23	1,380 (3.7%)	61	5,099 (4.1%)	68
$175K - $200K	13 (<0.5%)	17	431 (1.2%)	52	1,575 (1.3%)	58
$200K - $250K	13 (<0.5%)	18	420 (1.1%)	53	1,541 (1.3%)	58
$250K - $500K	17 (0.5%)	17	579 (1.5%)	53	2,116 (1.7%)	59
>$500K	2 (<0.5%)	23	48 (<0.5%)	50	187 (<0.5%)	59

Discretionary Households Income

	1 Mile		3 Mile		5 Mile	
Household Average Discretionary Income	$38,219.87	62	$49,224.61	80	$51,574.29	84

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	$35,193.46		69	$40,641.04		8	$42,112.92		83
<$10K	274	(8.1%)	87	3,609	(9.7%)	104	13,336	(10.8%)	117
$10K - $20K	531	(15.7%)	148	4,630	(12.4%)	117	14,703	(11.9%)	113
$20K - $30K	612	(18.1%)	171	5,455	(14.6%)	138	15,963	(13%)	122
$30K - $40K	587	(17.3%)	174	4,709	(12.6%)	127	14,792	(12%)	121
$40K - $50K	514	(15.2%)	171	4,296	(11.5%)	130	13,072	(10.6%)	120
$50K - $75K	587	(17.3%)	100	7,021	(18.8%)	108	23,018	(18.7%)	107
$75K - $100K	215	(6.3%)	54	3,846	(10.3%)	88	13,111	(10.6%)	91
$100K - $125K	46	(1.4%)	17	1,797	(4.8%)	59	6,870	(5.6%)	69
$125K - $150K	21	(0.6%)	9	1,260	(3.4%)	51	5,082	(4.1%)	62
>$150K				758	(2%)	34	3,298	(2.7%)	45

Households Income by Ethnicity

	1 Mile		3 Mile		5 Mile	
Average Income - White	$84,263.71	88	$90,977.79	95	$94,732.59	99
Median Income - White	$79,937.3	92	$81,496.41	94	$87,171.05	100
Average Income - Black	$66,639.87	96	$67,086.17	97	$65,409.93	95
Median Income - Black	$62,682.75	113	$56,379.86	102	$54,621.07	99

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

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Average Income - Asian	$81,797.68	72	$90,895.95	8	$89,188.41	7
Median Income - Asian	$57,665.9	50	$76,866.81	67	$78,540.88	69
Average Income - Hispanic	$65,511.54	8	$81,952.3	101	$80,887.62	100
Median Income - Hispanic	$54,999.5	7	$73,371.36	106	$73,236.38	105
Average Income - Other	$70,549.73	7	$85,613.89	96	$81,458.27	91
Median Income - Other	$66,275.09	83	$73,919.23	93	$72,527.78	91

Age

	1 Mile		3 Mile		5 Mile	
Average Age	39.28	96	39.34	96	39.16	96
Median Age	36.48	91	36.96	92	36.7	91
0-4	575 (6.7%)	125	6,052 (6.5%)	120	19,603 (6.4%)	119
5-13	884 (10.4%)	101	10,089 (10.8%)	105	32,680 (10.7%)	104
14-17	358 (4.2%)	7	4,357 (4.7%)	88	14,926 (4.9%)	92
18-21	369 (4.3%)	7	4,380 (4.7%)	85	14,948 (4.9%)	89
22-24	287 (3.4%)	8	3,287 (3.5%)	85	11,058 (3.6%)	88
25-29	760 (8.9%)	151	7,063 (7.6%)	127	22,385 (7.4%)	124
30-34	786 (9.2%)	141	7,999 (8.6%)	131	26,399 (8.7%)	33

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
35-39	651	(7.6%)	116	7,202	(7.7%)	117	23,891	(7.9%)	119
40-44	504	(5.9%)	92	6,100	(6.5%)	102	20,013	(6.6%)	103
45-49	435	(5.1%)	85	5,065	(5.4%)	90	16,294	(5.4%)	89
50-54	432	(5.1%)	85	4,773	(5.1%)	86	14,904	(4.9%)	8
55-59	470	(5.5%)	90	5,091	(5.4%)	89	16,310	(5.4%)	87
60-64	563	(6.6%)	103	5,851	(6.3%)	98	18,617	(6.1%)	95
65-69	554	(6.5%)	107	5,763	(6.2%)	102	17,856	(5.9%)	97
70-74	347	(4.1%)	8	4,264	(4.6%)	91	13,759	(4.5%)	90
75-79	237	(2.8%)	72	2,957	(3.2%)	8	9,760	(3.2%)	83
80-84	152	(1.8%)	74	1,677	(1.8%)	75	5,948	(2%)	8
85+	157	(1.8%)	91	1,532	(1.6%)	8	4,908	(1.6%)	8

Age - Male

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Male Average Age	37.17		93	37.97		95	37.72		95
Male Median Age	33.68		88	35.71		94	35.44		93
0-4	294	(7.2%)	127	3,086	(6.9%)	122	9,998	(6.8%)	121
5-13	464	(11.3%)	105	5,089	(11.3%)	105	16,737	(11.4%)	106

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

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Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
14-17	191	(4.6%)	84	2,202	(4.9%)	89	7,447	(5.1%)	92
18-21	199	(4.8%)	84	2,198	(4.9%)	85	7,474	(5.1%)	89
22-24	153	(3.7%)	85	1,629	(3.6%)	83	5,568	(3.8%)	87
25-29	392	(9.5%)	155	3,636	(8.1%)	131	11,403	(7.8%)	126
30-34	393	(9.6%)	143	3,982	(8.9%)	133	13,294	(9.1%)	136
35-39	336	(8.2%)	122	3,532	(7.9%)	118	11,751	(8%)	120
40-44	243	(5.9%)	92	2,957	(6.6%)	102	9,668	(6.6%)	102
45-49	204	(5%)	83	2,380	(5.3%)	88	7,753	(5.3%)	88
50-54	195	(4.7%)	80	2,203	(4.9%)	8	7,001	(4.8%)	80
55-59	210	(5.1%)	84	2,387	(5.3%)	87	7,631	(5.2%)	85
60-64	257	(6.3%)	99	2,711	(6%)	96	8,629	(5.9%)	94
65-69	229	(5.6%)	96	2,649	(5.9%)	101	8,003	(5.5%)	94
70-74	149	(3.6%)	7	1,848	(4.1%)	87	5,958	(4.1%)	86
75-79	106	(2.6%)	73	1,254	(2.8%)	7	4,109	(2.8%)	8
80-84	55	(1.3%)	64	653	(1.5%)	70	2,351	(1.6%)	7
85+	39	(0.9%)	64	510	(1.1%)	7	1,637	(1.1%)	7

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Age - Female									
Female Average Age	41.25		98	40.61		97	40.49		96
Female Median Age	38.47		93	38.15		92	37.91		92
0-4	281	(6.4%)	123	2,966	(6.1%)	118	9,605	(6.1%)	118
5-13	420	(9.5%)	96	5,000	(10.3%)	104	15,943	(10.1%)	102
14-17	167	(3.8%)	74	2,155	(4.4%)	87	7,479	(4.7%)	93
18-21	170	(3.9%)	73	2,182	(4.5%)	85	7,474	(4.7%)	90
22-24	134	(3%)	71	1,658	(3.4%)	86	5,490	(3.5%)	88
25-29	368	(8.3%)	147	3,427	(7.1%)	124	10,982	(7%)	122
30-34	393	(8.9%)	140	4,017	(8.3%)	130	13,105	(8.3%)	130
35-39	315	(7.1%)	110	3,670	(7.6%)	116	12,140	(7.7%)	118
40-44	261	(5.9%)	93	3,143	(6.5%)	102	10,345	(6.6%)	103
45-49	231	(5.2%)	88	2,685	(5.5%)	92	8,541	(5.4%)	90
50-54	237	(5.4%)	90	2,570	(5.3%)	89	7,903	(5%)	84
55-59	260	(5.9%)	96	2,704	(5.6%)	90	8,679	(5.5%)	89
60-64	306	(6.9%)	106	3,140	(6.5%)	99	9,988	(6.3%)	97

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65-69	325	(7.4%)	117	3,114	(6.4%)	102	9,853	(6.2%)	99
70-74	198	(4.5%)	85	2,416	(5%)	94	7,801	(4.9%)	93
75-79	131	(3%)	71	1,703	(3.5%)	84	5,651	(3.6%)	86
80-84	97	(2.2%)	8	1,024	(2.1%)	7	3,597	(2.3%)	84
85+	118	(2.7%)	105	1,022	(2.1%)	8	3,271	(2.1%)	8

Employment by Occupation

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	4,976			50,554			159,757		
Professional Specialty	841	(16.9%)	68	10,073	(19.9%)	8	38,214	(23.9%)	97
Production & Transportation	697	(14%)	108	6,659	(13.2%)	102	18,548	(11.6%)	90
Sales	644	(12.9%)	139	5,121	(10.1%)	109	15,053	(9.4%)	101
Office Admin	634	(12.7%)	120	6,616	(13.1%)	123	20,175	(12.6%)	119
Construction	505	(10.1%)	127	4,395	(8.7%)	109	13,086	(8.2%)	102
Food Preparation & Serving	454	(9.1%)	179	3,453	(6.8%)	134	9,637	(6%)	118
Building Maintenance & Cleaning	413	(8.3%)	244	2,467	(4.9%)	144	6,881	(4.3%)	127
Managerial/Executive	364	(7.3%)	42	7,108	(14.1%)	8	23,224	(14.5%)	84
Personal Care	217	(4.4%)	175	1,660	(3.3%)	132	5,242	(3.3%)	132

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Protective	104	(2.1%)	97	1,210	(2.4%)	111	4,032	(2.5%)	117
Healthcare support	103	(2.1%)	63	1,757	(3.5%)	106	5,482	(3.4%)	104
Farming, Fishing & Forestry				35	(<0.5%)	12	183	(<0.5%)	20

Employment by Industry

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	4,976			50,554			159,757		
Educational Services	1,153	(23.2%)	99	11,754	(23.3%)	99	38,111	(23.9%)	102
Wholesale Retail	854	(17.2%)	130	6,804	(13.5%)	102	20,555	(12.9%)	98
Entertainment Services	578	(11.6%)	134	5,068	(10%)	115	15,908	(10%)	115
Financial, Insurance & Real Estate	427	(8.6%)	127	3,133	(6.2%)	92	11,085	(6.9%)	103
Other Professional Services	392	(7.9%)	167	2,465	(4.9%)	104	7,724	(4.8%)	103
Administrative/Waste Services	363	(7.3%)	175	3,171	(6.3%)	150	9,462	(5.9%)	142
Agriculture/Mining/Construction	344	(6.9%)	8	3,325	(6.6%)	77	10,101	(6.3%)	74
Manufacturing	292	(5.9%)	59	3,955	(7.8%)	79	11,112	(7%)	70
Transportation	259	(5.2%)	89	3,236	(6.4%)	109	9,181	(5.7%)	98
Public Administration	191	(3.8%)	8	3,539	(7%)	146	11,857	(7.4%)	155
Professional Services	96	(1.9%)	24	3,257	(6.4%)	8	12,102	(7.6%)	94

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	1 Mile			3 Mile			5 Mile		
Information	27	(0.5%)	29	791	(1.6%)	84	2,457	(1.5%)	8
Management Services				56	(<0.5%)	88	102	(<0.5%)	51

Language Spoken

	1 Mile			3 Mile			5 Mile		
Speak English at Home	6,955	(87.5%)	113	77,535	(88.7%)	115	252,881	(88.8%)	115
Speak Spanish at Home	543	(6.8%)	48	4,989	(5.7%)	40	14,722	(5.2%)	37
Speak Other Language at Home	448	(5.6%)	67	4,926	(5.6%)	67	17,053	(6%)	71

Ancestry

	1 Mile			3 Mile			5 Mile		
Other	4,139	(48.6%)	230	38,869	(41.6%)	197	123,030	(40.4%)	192
Unclassified	1,509	(17.7%)	109	17,002	(18.2%)	112	52,144	(17.1%)	105
South East Asian (e.g. Vietnamese)	312	(3.7%)	208	3,473	(3.7%)	211	8,978	(3%)	168
Central American	279	(3.3%)	197	2,278	(2.4%)	146	5,631	(1.9%)	111
Scottish/Irish	258	(3%)	45	4,579	(4.9%)	74	17,284	(5.7%)	85
American	257	(3%)	63	3,839	(4.1%)	86	14,185	(4.7%)	97
British	223	(2.6%)	49	4,278	(4.6%)	86	15,276	(5%)	95
Mexican	219	(2.6%)	23	2,341	(2.5%)	23	7,822	(2.6%)	23
Dominican	211	(2.5%)	388	619	(0.7%)	104	1,587	(0.5%)	8

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		
German	209	(2.5%)	31	4,050	(4.3%)	56	14,226	(4.7%)	60
Italian	188	(2.2%)	74	1,874	(2%)	67	6,806	(2.2%)	75
Other European (e.g. Greek/Russian)	102	(1.2%)	38	1,416	(1.5%)	48	7,407	(2.4%)	7
Puerto Rican	102	(1.2%)	43	1,818	(1.9%)	69	5,982	(2%)	70
Scandinavian	78	(0.9%)	48	778	(0.8%)	44	2,872	(0.9%)	50
French	60	(0.7%)	57	814	(0.9%)	70	2,924	(1%)	7
South Central Asian (e.g. Indian)	55	(0.6%)	41	375	(<0.5%)	26	2,149	(0.7%)	45
Korean	55	(0.6%)	125	591	(0.6%)	122	1,536	(0.5%)	97
Polish	44	(0.5%)	34	780	(0.8%)	54	2,932	(1%)	63
Other Hispanic	37	(<0.5%)	30	1,099	(1.2%)	8	2,943	(1%)	68
Native American (Indian/Eskimo)	35	(<0.5%)	65	287	(<0.5%)	48	946	(<0.5%)	49
Cuban	35	(<0.5%)	57	436	(<0.5%)	64	923	(<0.5%)	42
South American	33	(<0.5%)	31	655	(0.7%)	56	2,140	(0.7%)	56
Chinese	28	(<0.5%)	26	311	(<0.5%)	27	1,448	(<0.5%)	38
Dutch	18	(<0.5%)	35	235	(<0.5%)	42	965	(<0.5%)	52
Hawaiian/Pacific Islander	12	(<0.5%)	7	113	(<0.5%)	68	405	(<0.5%)	74

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Middle Eastern	11	(<0.5%)	21	367	(<0.5%)	63	1,005	(<0.5%)	53
Japanese	8	(<0.5%)	39	69	(<0.5%)	31	256	(<0.5%)	35
Other Asian	4	(<0.5%)	11	156	(<0.5%)	39	457	(<0.5%)	35

Education (Age 25+)

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Total Educated Population	6,048			65,337			211,044		
Elementary (0 to 8 Years)	271	(4.5%)	94	2,167	(3.3%)	69	6,581	(3.1%)	65
Some High School (9 to 11 Years)	391	(6.5%)	109	3,949	(6%)	102	12,953	(6.1%)	104
High School Graduate (12 Years)	2,202	(36.4%)	139	19,033	(29.1%)	111	54,770	(26%)	99
Some College (13 to 16 Years)	1,178	(19.5%)	101	16,828	(25.8%)	133	50,278	(23.8%)	123
Associates Degree Only	660	(10.9%)	124	6,308	(9.7%)	110	19,828	(9.4%)	107
Bachelor's Degree Only	900	(14.9%)	70	10,957	(16.8%)	76	41,709	(19.8%)	93
Graduate Degree	446	(7.4%)	54	6,095	(9.3%)	68	24,925	(11.8%)	86

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

	1 Mile			3 Mile			5 Mile		
Households	3,387			37,381			123,245		
One Person Households	1,042	(30.8%)	112	10,744	(28.7%)	105	37,208	(30.2%)	110
Married Couple	972	(28.7%)	60	14,066	(37.6%)	79	47,280	(38.4%)	80
Male Householder	164	(4.8%)	95	2,333	(6.2%)	123	6,777	(5.5%)	108
Female Householder	951	(28.1%)	225	7,516	(20.1%)	161	22,797	(18.5%)	149
Non Family Households	258	(7.6%)	108	2,722	(7.3%)	103	9,183	(7.5%)	105

Household Size

	1 Mile			3 Mile			5 Mile		
Households	3,387			37,381			123,245		
1 Person Household	1,042	(30.8%)	112	10,744	(28.7%)	105	37,208	(30.2%)	110
2 Person Household	1,095	(32.3%)	98	12,518	(33.5%)	102	40,412	(32.8%)	100
3 Person Household	611	(18%)	115	6,521	(17.4%)	112	20,919	(17%)	109
4 Person Household	375	(11.1%)	84	4,440	(11.9%)	91	14,234	(11.5%)	88
5 Person Household	158	(4.7%)	74	2,015	(5.4%)	85	6,501	(5.3%)	84
6 Person Household	79	(2.3%)	85	744	(2%)	73	2,537	(2.1%)	75
7+ Person Household	27	(0.8%)	44	399	(1.1%)	59	1,434	(1.2%)	64

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

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Housing Units						
Total Housing Units	3,577		39,242		130,208	
Renter Occupied Housing	1,960		16,127		57,082	
Owner Occupied Housing	1,427		21,254		66,163	
Vacant Housing	190		1,861		6,963	
Housing Rent						
Average Rent	$1,501.56	97	$1,507.44	98	$1,500.81	97
Median Rent	$1,554.22	110	$1,471.29	104	$1,485.79	105
Total Cash Rents Housing	1,908		15,562		55,268	
<$300	51 (2.7%)	95	342 (2.2%)	78	1,923 (3.5%)	124
$300-$500	73 (3.8%)	99	349 (2.2%)	58	1,537 (2.8%)	72
$500-$750	41 (2.1%)	25	612 (3.9%)	45	2,662 (4.8%)	55
$750-$1000	158 (8.3%)	63	1,537 (9.9%)	76	5,201 (9.4%)	72
$1000-$1500	550 (28.8%)	109	5,242 (33.7%)	128	16,788 (30.4%)	115
$1500-$2000	747 (39.2%)	186	4,827 (31%)	147	16,607 (30%)	143
$2000-$2500	250 (13.1%)	112	1,899 (12.2%)	104	7,650 (13.8%)	118

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$2500-$3000	33	(1.7%)	30	494	(3.2%)	55	2,022	(3.7%)	64
$3000-$3500	5	(<0.5%)	9	131	(0.8%)	28	568	(1%)	34
>$3500				129	(0.8%)	23	310	(0.6%)	15

Value of Owner-Occupied Housing Units

	1 Mile			3 Mile			5 Mile		
Average House Value	$323,773.09		62	$380,603.42		73	$400,063.53		7
Median House Value	$317,710.37		83	$334,526.89		88	$353,167.58		93
Owner Occupied Housing	1,427			21,254			66,163		
<$100K	39	(2.7%)	32	847	(4%)	47	2,783	(4.2%)	49
$100K - $200K	134	(9.4%)	70	2,374	(11.2%)	83	5,656	(8.5%)	63
$200K - $300K	450	(31.5%)	195	5,545	(26.1%)	161	15,629	(23.6%)	146
$300K - $400K	511	(35.8%)	246	5,390	(25.4%)	174	16,953	(25.6%)	176
$400K - $500K	202	(14.2%)	123	3,340	(15.7%)	136	11,462	(17.3%)	150
$500K - $1000K	91	(6.4%)	26	3,392	(16%)	65	12,158	(18.4%)	74
>$1000K				366	(1.7%)	16	1,522	(2.3%)	21

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Poverty									
Households in Poverty	589	(17.4%)	137	4,820	(12.9%)	102	16,520	(13.4%)	106
Households Above Poverty	2,798	(82.6%)	95	32,561	(87.1%)	100	106,725	(86.6%)	99
Households in Poverty (Married)	95	(2.8%)	129	649	(1.7%)	8	1,841	(1.5%)	69
Households in Poverty (Male Householder)				263	(0.7%)	110	777	(0.6%)	99
Households in Poverty (Female Householder)	300	(8.9%)	300	1,763	(4.7%)	160	5,799	(4.7%)	159
Households in Poverty (Non-Family)	181	(5.3%)	85	1,975	(5.3%)	84	7,445	(6%)	96
Households in Poverty (Non-Family Student)	13	(<0.5%)	62	170	(<0.5%)	73	658	(0.5%)	86
Wealth per Household									
Household Average Wealth	$203,458.81		84	$221,686.82		92	$224,838.59		93
Household Median Wealth	$51,099.69		63	$66,301.75		8	$67,261.89		83
<$0K	674	(19.9%)	114	6,970	(18.6%)	107	22,963	(18.6%)	107
$0K - $5K	355	(10.5%)	122	3,531	(9.4%)	110	11,595	(9.4%)	110
$5K - $10K	184	(5.4%)	119	1,864	(5%)	109	6,112	(5%)	109
$10K - $25K	237	(7%)	110	2,501	(6.7%)	105	8,206	(6.7%)	105
$25K - $50K	236	(7%)	103	2,580	(6.9%)	102	8,452	(6.9%)	101

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$50K - $100K	341	(10.1%)	99	3,817	(10.2%)	100	12,439	(10.1%)	99
$100K - $250K	568	(16.8%)	93	6,538	(17.5%)	97	21,421	(17.4%)	96
$250K - $500K	389	(11.5%)	87	4,619	(12.4%)	94	15,302	(12.4%)	94
>$500K	403	(11.9%)	86	4,961	(13.3%)	89	16,755	(13.6%)	91

Vehicles per Household

	1 Mile			3 Mile			5 Mile		
Total Number of Vehicles	6,018			68,184			213,743		
Average Number of Vehicles	1.78		97	1.82		100	1.73		95
No Vehicles	309	(9.1%)	110	2,771	(7.4%)	90	10,766	(8.7%)	106
1 Vehicle	1,224	(36.1%)	110	12,876	(34.4%)	105	45,141	(36.6%)	112
2 Vehicles	1,117	(33%)	89	13,196	(35.3%)	96	43,274	(35.1%)	95
3 or more Vehicles	737	(21.8%)	99	8,538	(22.8%)	104	24,064	(19.5%)	89

Population Change

	1 Mile	3 Mile	5 Mile
Births	106	1,136	3,667
Deaths	57	680	2,261
Migration	148	626	221

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

Benchmark: Nationwide

	🟣 1 Mile	🟠 3 Mile	🔵 5 Mile
Workplace			
Total Businesses	554	3,252	9,966
Total Employees	11,673	53,255	150,092

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