Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Overview						
Population	17,745		175,291		616,157	
Households	7,360		65,249		224,753	
Persons per Household	2.4	94	2.67	105	2.72	107
Household Median Income	$100,997.74	127	$102,787.61	129	$90,023.12	113
Household Median Disposable Income	$83,993.77	122	$85,216.06	124	$75,714.59	110
Household Median Discretionary Income	$54,955.02	108	$57,858.93	114	$48,735.33	96
Average Income Per Person	$51,213.65	119	$49,265.41	114	$43,114.72	100
Median Rent	$1,815.66	129	$1,712.94	122	$1,708.08	121
Median House Value	$671,948.35	177	$655,984.42	172	$604,625.26	159
Households in Poverty	612 (8.3%)	66	7,129 (10.9%)	86	27,430 (12.2%)	96
Household Median Wealth	$75,172.39	93	$80,803.85	100	$71,877.22	89
Average Age	40.94	100	40.37	99	40.38	99
Median Age	40.43	101	40.03	100	38.96	97
Households with Children	2,105 (28.6%)	107	20,424 (31.3%)	117	65,841 (29.3%)	109
High School Graduate or Higher	11,942 (91.7%)	103	109,888 (89.1%)	100	373,643 (85.6%)	96

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Bachelor's Degree or Higher	5,742	(44.1%)	126	51,314	(41.6%)	119	151,680	(34.8%)	99
Pop density (per sq mi)	2,082			5,993			8,492		
Area (based on blockgroups)	9			29			73		

Population

	1 Mile	3 Mile	5 Mile
Population 2024 Q4	17,745	175,291	616,157
Population 2024 Q3	17,719	174,896	615,386
Population 2024 Q2	17,717	176,044	617,824
Population 2024 Q1	17,712	176,026	616,968
Population 2023 Q4	17,679	175,145	615,327
Population 2023 Q3	17,642	174,955	614,670
Population 2023 Q2	17,645	174,989	614,284
Population 2023 Q1	17,650	174,940	614,213
Population 2022 Q4	17,626	174,916	614,173
Population 5 Years Forecast	17,930	175,996	619,635
Population 10 Years Forecast	18,227	177,995	626,912
Persons per Household	2.4 — 94	2.67 — 105	2.72 — 107

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Group Quarters	67	(<0.5%)	16	1,030	(0.6%)	25	4,319	(0.7%)	30
Transient Population - Average Last 4 Quarters	1,640	(9.2%)	713	4,890	(2.8%)	215	5,741	(0.9%)	72
Households									
Households 2024 Q4	7,360			65,249			224,753		
Households 2024 Q3	7,348			65,093			224,400		
Households 2024 Q2	7,346			65,429			225,060		
Households 2024 Q1	7,344			65,427			224,733		
Households 2023 Q4	7,332			65,066			224,071		
Households 2023 Q3	7,314			65,003			223,852		
Households 2023 Q2	7,318			65,023			223,702		
Households 2023 Q1	7,321			65,011			223,707		
Households 2022 Q4	7,309			64,999			223,668		
Households 5 Years Forecast	7,448			65,541			226,244		
Households 10 Years Forecast	7,573			66,312			229,033		

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Gender									
Male	8,644	(48.7%)	99	85,100	(48.5%)	99	299,858	(48.7%)	99
Female	9,101	(51.3%)	101	90,191	(51.5%)	101	316,299	(51.3%)	101
Ethnicity									
White	9,474	(53.4%)	92	84,762	(48.4%)	84	224,220	(36.4%)	63
Hispanic (Ethnic)	4,568	(25.7%)	132	57,844	(33%)	169	282,477	(45.8%)	235
Asian	2,347	(13.2%)	230	20,787	(11.9%)	206	60,311	(9.8%)	170
Other	711	(4%)	7	5,186	(3%)	57	18,265	(3%)	57
Black	645	(3.6%)	31	6,712	(3.8%)	32	30,884	(5%)	42
Household by Ethnicity									
White	3,859	(52.4%)	85	30,269	(46.4%)	7	82,517	(36.7%)	60
Hispanic (Ethnic)	1,984	(27%)	177	21,696	(33.3%)	218	96,966	(43.1%)	283
Asian	647	(8.8%)	194	5,985	(9.2%)	202	17,600	(7.8%)	173
Other	621	(8.4%)	111	4,683	(7.2%)	95	16,454	(7.3%)	96
Black	249	(3.4%)	31	2,616	(4%)	36	11,216	(5%)	45
Households Income									

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

URBAN **EDGE**

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	$123,006.74		111	$131,756.6		118	$117,623.76		106
Average Income Per Person	$51,213.65		119	$49,265.41		114	$43,114.72		100
Household Median Income	$100,997.74		127	$102,787.61		129	$90,023.12		113
<$15K	458	(6.2%)	71	4,339	(6.6%)	8	16,170	(7.2%)	89
$15K - $25K	385	(5.2%)	8	3,336	(5.1%)	79	13,055	(5.8%)	90
$25K - $35K	322	(4.4%)	65	2,873	(4.4%)	65	13,523	(6%)	89
$35K - $50K	415	(5.6%)	55	4,803	(7.4%)	72	18,901	(8.4%)	82
$50K - $75K	1,149	(15.6%)	99	8,941	(13.7%)	87	32,957	(14.7%)	93
$75K - $100K	915	(12.4%)	97	7,538	(11.6%)	90	27,577	(12.3%)	96
$100K - $150K	1,746	(23.7%)	134	12,602	(19.3%)	109	42,625	(19%)	107
$150K - $175K	459	(6.2%)	99	4,914	(7.5%)	120	16,029	(7.1%)	114
$175K - $200K	312	(4.2%)	65	6,401	(9.8%)	149	17,450	(7.8%)	118
$200K - $250K	669	(9.1%)	174	5,316	(8.1%)	156	14,820	(6.6%)	126
$250K - $500K	288	(3.9%)	175	2,277	(3.5%)	156	6,332	(2.8%)	126
>$500K	242	(3.3%)	176	1,909	(2.9%)	157	5,314	(2.4%)	127

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	$95,847.1		116	$96,589.36		117	$88,557.3		107
Household Median Disposable Income	$83,993.77		122	$85,216.06		124	$75,714.59		110
<$15K	515	(7%)	80	4,733	(7.3%)	83	17,497	(7.8%)	89
$15K - $25K	441	(6%)	79	3,745	(5.7%)	75	16,156	(7.2%)	94
$25K - $35K	314	(4.3%)	54	3,590	(5.5%)	70	15,176	(6.8%)	86
$35K - $50K	611	(8.3%)	68	6,100	(9.3%)	77	23,075	(10.3%)	84
$50K - $75K	1,454	(19.8%)	111	10,707	(16.4%)	92	39,453	(17.6%)	99
$75K - $100K	1,112	(15.1%)	106	9,414	(14.4%)	101	32,963	(14.7%)	103
$100K - $150K	1,620	(22%)	123	13,759	(21.1%)	118	44,993	(20%)	112
$150K - $175K	388	(5.3%)	87	6,033	(9.2%)	152	15,486	(6.9%)	113
$175K - $200K	247	(3.4%)	152	1,951	(3%)	136	5,409	(2.4%)	109
$200K - $250K	267	(3.6%)	170	2,102	(3.2%)	151	5,848	(2.6%)	122
$250K - $500K	360	(4.9%)	167	2,864	(4.4%)	150	7,986	(3.6%)	121
>$500K	31	(<0.5%)	164	251	(<0.5%)	150	711	(<0.5%)	123

Discretionary Households Income

	1 Mile			3 Mile			5 Mile		
Household Average Discretionary Income	$62,847.73		102	$66,546.05		108	$58,925.49		96

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

Benchmark: Nationwide

	🔴 1 Mile			🟠 3 Mile			🔵 5 Mile		
Household Median Discretionary Income	$54,955.02		108	$57,858.93		114	$48,735.33		96
<$10K	498	(6.8%)	73	6,412	(9.8%)	106	23,955	(10.7%)	115
$10K - $20K	564	(7.7%)	72	5,765	(8.8%)	83	25,014	(11.1%)	105
$20K - $30K	601	(8.2%)	71	5,174	(7.9%)	75	22,685	(10.1%)	95
$30K - $40K	875	(11.9%)	120	5,450	(8.4%)	84	22,417	(10%)	100
$40K - $50K	804	(10.9%)	123	6,159	(9.4%)	107	20,757	(9.2%)	104
$50K - $75K	1,599	(21.7%)	125	11,111	(17%)	98	39,314	(17.5%)	100
$75K - $100K	994	(13.5%)	115	8,529	(13.1%)	111	26,841	(11.9%)	102
$100K - $125K	561	(7.6%)	94	7,399	(11.3%)	140	20,922	(9.3%)	115
$125K - $150K	628	(8.5%)	128	5,653	(8.7%)	130	14,300	(6.4%)	96
>$150K	236	(3.2%)	54	3,597	(5.5%)	93	8,548	(3.8%)	64

Households Income by Ethnicity

	1 Mile		3 Mile		5 Mile	
Average Income - White	$106,067.96	111	$110,482.55	116	$103,251.44	108
Median Income - White	$99,025.36	114	$108,760.24	125	$98,238.42	113
Average Income - Black	$44,158.37	64	$79,258.35	115	$86,200.95	125
Median Income - Black	$43,105.44	73	$61,510.69	111	$73,103.45	132

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

Benchmark: Nationwide

	🟣 1 Mile		🟠 3 Mile		🔵 5 Mile	
Average Income - Asian	$138,097.47	122	$131,868.51	117	$121,936.86	108
Median Income - Asian	$154,702.87	135	$146,273.4	128	$127,933.71	112
Average Income - Hispanic	$100,989.35	125	$96,631.74	119	$90,543.93	112
Median Income - Hispanic	$102,906.86	148	$89,189.71	128	$80,971.37	116
Average Income - Other	$100,129.28	112	$104,860.41	117	$102,529.78	115
Median Income - Other	$96,411.18	121	$101,362.28	127	$97,672.18	123

Age

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Average Age	40.94		100	40.37		99	40.38		99
Median Age	40.43		101	40.03		100	38.96		97
0-4	1,165	(6.6%)	122	10,594	(6%)	112	37,523	(6.1%)	113
5-13	1,576	(8.9%)	86	17,923	(10.2%)	99	61,682	(10%)	97
14-17	704	(4%)	75	8,442	(4.8%)	91	29,108	(4.7%)	89
18-21	727	(4.1%)	74	8,585	(4.9%)	89	29,421	(4.8%)	87
22-24	551	(3.1%)	75	6,439	(3.7%)	88	21,956	(3.6%)	86
25-29	993	(5.6%)	94	10,246	(5.8%)	99	37,713	(6.1%)	103
30-34	1,399	(7.9%)	121	11,959	(6.8%)	105	44,085	(7.2%)	110

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
35-39	1,607	(9.1%)	137	13,363	(7.6%)	115	47,075	(7.6%)	116
40-44	1,395	(7.9%)	123	12,609	(7.2%)	112	44,363	(7.2%)	112
45-49	1,221	(6.9%)	115	11,678	(6.7%)	111	40,908	(6.6%)	111
50-54	1,139	(6.4%)	108	11,078	(6.3%)	106	38,628	(6.3%)	105
55-59	1,156	(6.5%)	106	11,232	(6.4%)	104	39,451	(6.4%)	104
60-64	1,117	(6.3%)	98	10,992	(6.3%)	98	39,093	(6.3%)	99
65-69	964	(5.4%)	90	10,092	(5.8%)	95	35,640	(5.8%)	95
70-74	812	(4.6%)	91	7,824	(4.5%)	89	26,943	(4.4%)	87
75-79	553	(3.1%)	8	5,653	(3.2%)	84	19,430	(3.2%)	8
80-84	333	(1.9%)	7	3,447	(2%)	8	11,976	(1.9%)	8
85+	333	(1.9%)	93	3,135	(1.8%)	88	11,162	(1.8%)	89

Age - Male

	1 Mile			3 Mile			5 Mile		
Male Average Age	39.76		100	39.21		98	39.11		98
Male Median Age	38.66		102	38.06		100	37.88		99
0-4	600	(6.9%)	123	5,439	(6.4%)	113	19,272	(6.4%)	114
5-13	816	(9.4%)	88	9,040	(10.6%)	99	31,283	(10.4%)	97

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		
14-17	355	(4.1%)	74	4,320	(5.1%)	92	14,948	(5%)	90
18-21	366	(4.2%)	74	4,401	(5.2%)	90	15,161	(5.1%)	88
22-24	278	(3.2%)	74	3,303	(3.9%)	89	11,343	(3.8%)	87
25-29	513	(5.9%)	96	5,208	(6.1%)	99	19,479	(6.5%)	105
30-34	685	(7.9%)	119	5,866	(6.9%)	103	21,766	(7.3%)	109
35-39	775	(9%)	134	6,491	(7.6%)	114	23,197	(7.7%)	116
40-44	680	(7.9%)	122	6,217	(7.3%)	113	21,984	(7.3%)	114
45-49	606	(7%)	117	5,682	(6.7%)	111	19,893	(6.6%)	110
50-54	550	(6.4%)	107	5,310	(6.2%)	105	18,718	(6.2%)	105
55-59	580	(6.7%)	110	5,440	(6.4%)	105	18,952	(6.3%)	104
60-64	561	(6.5%)	103	5,204	(6.1%)	97	18,420	(6.1%)	98
65-69	439	(5.1%)	87	4,696	(5.5%)	95	16,447	(5.5%)	94
70-74	375	(4.3%)	92	3,602	(4.2%)	89	12,230	(4.1%)	86
75-79	242	(2.8%)	7	2,442	(2.9%)	8	8,302	(2.8%)	7
80-84	117	(1.4%)	65	1,386	(1.6%)	7	4,734	(1.6%)	7
85+	106	(1.2%)	83	1,053	(1.2%)	84	3,729	(1.2%)	84

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		
Age - Female									
Female Average Age	42.06		100	41.47		99	41.59		99
Female Median Age	41.21		100	41.01		99	41.08		100
0-4	565	(6.2%)	120	5,155	(5.7%)	111	18,251	(5.8%)	112
5-13	760	(8.4%)	84	8,883	(9.8%)	99	30,399	(9.6%)	97
14-17	349	(3.8%)	75	4,122	(4.6%)	89	14,160	(4.5%)	88
18-21	361	(4%)	75	4,184	(4.6%)	88	14,260	(4.5%)	86
22-24	273	(3%)	76	3,136	(3.5%)	88	10,613	(3.4%)	85
25-29	480	(5.3%)	93	5,038	(5.6%)	98	18,234	(5.8%)	101
30-34	714	(7.8%)	123	6,093	(6.8%)	106	22,319	(7.1%)	111
35-39	832	(9.1%)	140	6,872	(7.6%)	117	23,878	(7.5%)	116
40-44	715	(7.9%)	124	6,392	(7.1%)	112	22,379	(7.1%)	111
45-49	615	(6.8%)	113	5,996	(6.6%)	111	21,015	(6.6%)	111
50-54	589	(6.5%)	108	5,768	(6.4%)	107	19,910	(6.3%)	105
55-59	576	(6.3%)	103	5,792	(6.4%)	104	20,499	(6.5%)	105
60-64	556	(6.1%)	94	5,788	(6.4%)	98	20,673	(6.5%)	100

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

Benchmark: Nationwide

	1 Mile			**3 Mile**			**5 Mile**		
65-69	525	(5.8%)	92	5,396	(6%)	95	19,193	(6.1%)	96
70-74	437	(4.8%)	91	4,222	(4.7%)	88	14,713	(4.7%)	88
75-79	311	(3.4%)	85	3,211	(3.6%)	86	11,128	(3.5%)	85
80-84	216	(2.4%)	88	2,061	(2.3%)	84	7,242	(2.3%)	85
85+	227	(2.5%)	98	2,082	(2.3%)	90	7,433	(2.3%)	92

Employment by Occupation

	1 Mile			**3 Mile**			**5 Mile**		
Total Employees (16+ Years Old)	9,788			93,931			328,156		
Professional Specialty	2,792	(28.5%)	115	24,529	(26.1%)	106	76,008	(23.2%)	94
Managerial/Executive	2,345	(24%)	138	18,850	(20.1%)	116	55,555	(16.9%)	98
Sales	1,163	(11.9%)	127	8,246	(8.8%)	94	28,681	(8.7%)	94
Office Admin	850	(8.7%)	82	9,194	(9.8%)	92	35,764	(10.9%)	103
Production & Transportation	731	(7.5%)	58	13,117	(14%)	108	49,907	(15.2%)	118
Construction	515	(5.3%)	66	6,159	(6.6%)	8	25,710	(7.8%)	98
Personal Care	351	(3.6%)	144	2,602	(2.8%)	111	9,859	(3%)	120
Food Preparation & Serving	319	(3.3%)	64	3,366	(3.6%)	70	14,783	(4.5%)	88
Building Maintenance & Cleaning	315	(3.2%)	95	2,954	(3.1%)	93	13,087	(4%)	117

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

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Protective	292	(3%)	138	2,143	(2.3%)	105	7,298	(2.2%)	103
Healthcare support	115	(1.2%)	36	2,662	(2.8%)	86	11,204	(3.4%)	104
Farming, Fishing & Forestry				109	(<0.5%)	20	300	(<0.5%)	16

Employment by Industry

	● 1 Mile			● 3 Mile			● 5 Mile		
Total Employees (16+ Years Old)	9,788			93,931			328,156		
Educational Services	1,599	(16.3%)	70	20,897	(22.2%)	95	73,368	(22.4%)	95
Wholesale Retail	1,568	(16%)	122	13,508	(14.4%)	109	47,319	(14.4%)	110
Professional Services	1,376	(14.1%)	174	9,302	(9.9%)	123	27,297	(8.3%)	103
Financial, Insurance & Real Estate	963	(9.8%)	146	8,244	(8.8%)	130	25,059	(7.6%)	113
Entertainment Services	887	(9.1%)	104	6,707	(7.1%)	8	25,245	(7.7%)	89
Manufacturing	658	(6.7%)	68	9,410	(10%)	101	32,691	(10%)	100
Information	506	(5.2%)	277	2,537	(2.7%)	145	7,400	(2.3%)	121
Public Administration	501	(5.1%)	107	3,702	(3.9%)	8	11,298	(3.4%)	72
Administrative/Waste Services	499	(5.1%)	122	3,985	(4.2%)	102	14,632	(4.5%)	107
Agriculture/Mining/Construction	496	(5.1%)	60	5,783	(6.2%)	72	22,260	(6.8%)	80
Transportation	399	(4.1%)	70	5,495	(5.9%)	100	23,675	(7.2%)	123

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Other Professional Services	331	(3.4%)	72	4,274	(4.6%)	97	17,266	(5.3%)	112
Management Services	5	(<0.5%)	40	87	(<0.5%)	73	646	(<0.5%)	156
Language Spoken									
Speak English at Home	10,071	(60.7%)	78	82,829	(50.3%)	65	247,122	(42.7%)	55
Speak Other Language at Home	3,613	(21.8%)	258	35,526	(21.6%)	255	108,795	(18.8%)	222
Speak Spanish at Home	2,896	(17.5%)	124	46,342	(28.1%)	199	222,717	(38.5%)	272
Ancestry									
Other	3,745	(21.1%)	100	33,395	(19.1%)	90	110,409	(17.9%)	85
South American	1,912	(10.8%)	864	14,632	(8.3%)	669	78,987	(12.8%)	1028
Italian	1,687	(9.5%)	319	16,571	(9.5%)	318	41,058	(6.7%)	224
Unclassified	1,597	(9%)	55	13,624	(7.8%)	48	36,662	(6%)	37
Scottish/Irish	1,032	(5.8%)	87	7,550	(4.3%)	65	18,624	(3%)	45
South Central Asian (e.g. Indian)	912	(5.1%)	329	9,946	(5.7%)	363	23,979	(3.9%)	249
German	712	(4%)	52	4,272	(2.4%)	31	10,696	(1.7%)	22
Polish	634	(3.6%)	233	8,455	(4.8%)	315	18,563	(3%)	196
Puerto Rican	634	(3.6%)	127	11,361	(6.5%)	230	45,031	(7.3%)	260

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		
Dominican	555	(3.1%)	490	12,105	(6.9%)	1083	57,048	(9.3%)	1452
Other Hispanic	506	(2.9%)	199	4,463	(2.5%)	178	20,567	(3.3%)	233
Cuban	504	(2.8%)	392	3,687	(2.1%)	290	20,405	(3.3%)	457
South East Asian (e.g. Vietnamese)	447	(2.5%)	143	4,563	(2.6%)	148	15,198	(2.5%)	140
Korean	435	(2.5%)	473	3,063	(1.7%)	337	12,190	(2%)	382
Other European (e.g. Greek/Russian)	418	(2.4%)	74	5,354	(3.1%)	96	15,638	(2.5%)	80
Chinese	415	(2.3%)	187	2,269	(1.3%)	104	6,314	(1%)	8
Middle Eastern	350	(2%)	318	2,316	(1.3%)	213	7,969	(1.3%)	208
Mexican	325	(1.8%)	17	8,905	(5.1%)	46	34,349	(5.6%)	51
American	255	(1.4%)	30	2,039	(1.2%)	24	5,579	(0.9%)	19
British	167	(0.9%)	18	1,562	(0.9%)	17	3,964	(0.6%)	12
Central American	132	(0.7%)	45	2,691	(1.5%)	92	26,090	(4.2%)	255
Other Asian	118	(0.7%)	156	652	(<0.5%)	87	1,898	(<0.5%)	72
Scandinavian	86	(<0.5%)	26	411	(<0.5%)	12	1,071	(<0.5%)	9
Dutch	75	(<0.5%)	70	410	(<0.5%)	39	1,102	(<0.5%)	30
French	49	(<0.5%)	22	515	(<0.5%)	24	1,313	(<0.5%)	17

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Japanese	20	(<0.5%)	47	294	(<0.5%)	70	732	(<0.5%)	50
Native American (Indian/Eskimo)	20	(<0.5%)	18	163	(<0.5%)	15	612	(<0.5%)	16
Hawaiian/Pacific Islander	3	(<0.5%)	9	23	(<0.5%)	7	109	(<0.5%)	10

Education (Age 25+)

	1 Mile			3 Mile			5 Mile		
Total Educated Population	13,022			123,308			436,467		
Elementary (0 to 8 Years)	436	(3.3%)	70	7,144	(5.8%)	121	37,099	(8.5%)	178
Some High School (9 to 11 Years)	644	(4.9%)	84	6,276	(5.1%)	86	25,725	(5.9%)	100
High School Graduate (12 Years)	2,935	(22.5%)	86	32,859	(26.6%)	102	124,796	(28.6%)	109
Some College (13 to 16 Years)	1,941	(14.9%)	77	16,778	(13.6%)	70	67,310	(15.4%)	80
Associates Degree Only	1,324	(10.2%)	115	8,937	(7.2%)	8	29,857	(6.8%)	7
Bachelor's Degree Only	3,840	(29.5%)	138	31,998	(25.9%)	122	96,843	(22.2%)	104
Graduate Degree	1,902	(14.6%)	106	19,316	(15.7%)	114	54,837	(12.6%)	91

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Type									
Households	7,360			65,249			224,753		
One Person Households	2,213	(30.1%)	109	17,030	(26.1%)	95	58,534	(26%)	95
Married Couple	2,860	(38.9%)	8	32,101	(49.2%)	103	102,175	(45.5%)	95
Male Householder	470	(6.4%)	126	3,514	(5.4%)	106	14,103	(6.3%)	123
Female Householder	1,149	(15.6%)	125	9,371	(14.4%)	115	36,910	(16.4%)	132
Non Family Households	668	(9.1%)	128	3,233	(5%)	70	13,031	(5.8%)	8
Household Size									
Households	7,360			65,249			224,753		
1 Person Household	2,213	(30.1%)	109	17,030	(26.1%)	95	58,534	(26%)	95
2 Person Household	2,304	(31.3%)	95	18,646	(28.6%)	87	62,196	(27.7%)	84
3 Person Household	1,215	(16.5%)	106	11,843	(18.2%)	116	40,897	(18.2%)	116
4 Person Household	1,022	(13.9%)	106	9,895	(15.2%)	116	34,414	(15.3%)	117
5 Person Household	380	(5.2%)	8	4,373	(6.7%)	106	16,375	(7.3%)	115
6 Person Household	151	(2.1%)	75	1,947	(3%)	109	7,256	(3.2%)	118
7+ Person Household	75	(1%)	56	1,515	(2.3%)	128	5,081	(2.3%)	124

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

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Housing Units						
Total Housing Units	7,713		68,119		234,878	
Renter Occupied Housing	4,106		31,003		118,200	
Owner Occupied Housing	3,254		34,246		106,553	
Vacant Housing	353		2,870		10,125	
Housing Rent						
Average Rent	$1,891.65	123	$1,774.01	115	$1,744.24	113
Median Rent	$1,815.66	129	$1,712.94	122	$1,708.08	121
Total Cash Rents Housing	4,055		30,290		115,867	
<$300	64	(1.6%) 56	603	(2%) 71	2,459	(2.1%) 76
$300-$500	41	(1%) 26	618	(2%) 53	2,508	(2.2%) 56
$500-$750	20	(<0.5%) 6	869	(2.9%) 33	4,294	(3.7%) 42
$750-$1000	141	(3.5%) 27	1,541	(5.1%) 39	5,916	(5.1%) 39
$1000-$1500	1,050	(25.9%) 98	7,593	(25.1%) 95	27,611	(23.8%) 90
$1500-$2000	1,127	(27.8%) 132	9,207	(30.4%) 145	36,393	(31.4%) 149
$2000-$2500	886	(21.8%) 187	5,282	(17.4%) 149	21,021	(18.1%) 155

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	377	(9.3%)	162	2,572	(8.5%)	148	9,588	(8.3%)	144
$3000-$3500	230	(5.7%)	186	1,148	(3.8%)	125	3,575	(3.1%)	101
>$3500	119	(2.9%)	8	857	(2.8%)	7	2,502	(2.2%)	59
Value of Owner-Occupied Housing Units									
Average House Value	$669,287.56		128	$676,506.97		129	$623,470.24		119
Median House Value	$671,948.35		177	$655,984.42		172	$604,625.26		159
Owner Occupied Housing	3,254			34,246			106,553		
<$100K	74	(2.3%)	27	875	(2.6%)	30	2,884	(2.7%)	32
$100K - $200K	39	(1.2%)	9	401	(1.2%)	9	1,512	(1.4%)	11
$200K - $300K	99	(3%)	19	1,118	(3.3%)	20	4,630	(4.3%)	27
$300K - $400K	181	(5.6%)	38	2,444	(7.1%)	49	10,118	(9.5%)	65
$400K - $500K	355	(10.9%)	95	4,283	(12.5%)	109	17,061	(16%)	139
$500K - $1000K	2,143	(65.9%)	266	21,341	(62.3%)	252	62,197	(58.4%)	236
>$1000K	363	(11.2%)	102	3,784	(11%)	101	8,151	(7.6%)	70

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Poverty									
Households in Poverty	612	(8.3%)	66	7,129	(10.9%)	86	27,430	(12.2%)	96
Households Above Poverty	6,748	(91.7%)	105	58,120	(89.1%)	102	197,323	(87.8%)	101
Households in Poverty (Married)	97	(1.3%)	60	1,014	(1.6%)	71	4,924	(2.2%)	100
Households in Poverty (Male Householder)	123	(1.7%)	262	419	(0.6%)	101	1,334	(0.6%)	93
Households in Poverty (Female Householder)	147	(2%)	68	2,432	(3.7%)	126	7,934	(3.5%)	120
Households in Poverty (Non-Family)	230	(3.1%)	50	3,067	(4.7%)	75	12,401	(5.5%)	88
Households in Poverty (Non-Family Student)	15	(<0.5%)	33	197	(<0.5%)	49	837	(<0.5%)	60
Wealth per Household									
Household Average Wealth	$239,360.05		99	$244,957.39		101	$233,014.11		96
Household Median Wealth	$75,172.39		93	$80,803.85		100	$71,877.22		89
<$0K	1,334	(18.1%)	104	11,451	(17.5%)	101	40,999	(18.2%)	105
$0K - $5K	663	(9%)	105	5,670	(8.7%)	101	20,948	(9.3%)	109
$5K - $10K	352	(4.8%)	105	2,999	(4.6%)	101	10,859	(4.8%)	106
$10K - $25K	476	(6.5%)	102	4,129	(6.3%)	100	14,614	(6.5%)	102
$25K - $50K	491	(6.7%)	98	4,374	(6.7%)	99	15,175	(6.8%)	99

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$50K - $100K	723	(9.8%)	96	6,495	(10%)	98	22,355	(9.9%)	97
$100K - $250K	1,276	(17.3%)	96	11,558	(17.7%)	98	39,110	(17.4%)	96
$250K - $500K	947	(12.9%)	97	8,596	(13.2%)	100	28,483	(12.7%)	96
>$500K	1,098	(14.9%)	100	9,977	(15.3%)	103	32,210	(14.3%)	96

Vehicles per Household

	1 Mile			3 Mile			5 Mile		
Total Number of Vehicles	10,970			104,491			334,658		
Average Number of Vehicles	1.49		82	1.6		88	1.49		8
No Vehicles	863	(11.7%)	142	7,055	(10.8%)	131	32,594	(14.5%)	175
1 Vehicle	3,224	(43.8%)	134	25,615	(39.3%)	120	92,343	(41.1%)	125
2 Vehicles	2,455	(33.4%)	90	22,889	(35.1%)	95	68,907	(30.7%)	83
3 or more Vehicles	818	(11.1%)	50	9,690	(14.9%)	67	30,909	(13.8%)	62

Population Change

	1 Mile	3 Mile	5 Mile
Births	203	1,971	7,022
Deaths	122	1,197	4,147
Migration	-12	-563	-1,809

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

Benchmark: Nationwide

	🟣 1 Mile	🟠 3 Mile	🔵 5 Mile
Workplace			
Total Businesses	1,547	6,061	19,466
Total Employees	27,971	89,674	226,698

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