Audience Profile

Jan 1 - Dec 31, 2025

URBAN **EDGE**

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Overview						
Population	20,220		147,479		345,609	
Households	7,445		51,854		120,681	
Persons per Household	2.72	107	2.8	110	2.84	111
Household Median Income	$105,116.51	132	$110,139.76	138	$106,798.64	134
Household Median Disposable Income	$86,767.04	126	$89,658.65	131	$87,621.18	128
Household Median Discretionary Income	$60,770.57	119	$66,565	131	$62,754.4	123
Average Income Per Person	$46,687.49	108	$48,691	113	$46,688.79	108
Median Rent	$2,198.89	156	$1,916.76	136	$1,880.92	134
Median House Value	$477,422.41	125	$574,405.26	151	$613,596.96	161
Households in Poverty	685 (9.2%)	73	4,055 (7.8%)	62	11,074 (9.2%)	72
Household Median Wealth	$88,216.45	109	$89,491.54	110	$86,666.07	107
Average Age	39.31	96	41.14	100	40.61	99
Median Age	38.55	96	41.08	102	40.66	101
Households with Children	2,607 (35%)	131	16,510 (31.8%)	119	40,018 (33.2%)	124
High School Graduate or Higher	13,271 (93.4%)	105	94,460 (89.7%)	100	212,724 (87.6%)	98

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Bachelor's Degree or Higher	7,538	(53.1%)	151	44,505	(42.3%)	121	100,894	(41.6%)	119
Pop density (per sq mi)	5,558			5,025			4,875		
Area (based on blockgroups)	4			29			71		

Population

	1 Mile	3 Mile	5 Mile
Population 2024 Q4	20,220	147,479	345,609
Population 2024 Q3	20,203	147,308	345,473
Population 2024 Q2	20,267	147,545	345,767
Population 2024 Q1	20,292	147,567	345,591
Population 2023 Q4	20,295	147,683	345,920
Population 2023 Q3	20,105	147,448	345,517
Population 2023 Q2	20,104	147,464	345,487
Population 2023 Q1	19,775	146,649	344,571
Population 2022 Q4	19,731	146,560	344,636
Population 5 Years Forecast	21,233	151,431	352,032
Population 10 Years Forecast	22,031	155,349	359,251
Persons per Household	2.72 107	2.8 110	2.84 111

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				2,191	(1.5%)	63	3,179	(0.9%)	39
Transient Population - Average Last 4 Quarters	562	(2.8%)	214	886	(0.6%)	46	2,701	(0.8%)	60
Households									
Households 2024 Q4	7,445			51,854			120,681		
Households 2024 Q3	7,438			51,785			120,592		
Households 2024 Q2	7,461			51,860			120,691		
Households 2024 Q1	7,470			51,869			120,629		
Households 2023 Q4	7,471			51,915			120,725		
Households 2023 Q3	7,403			51,829			120,579		
Households 2023 Q2	7,406			51,833			120,563		
Households 2023 Q1	7,285			51,522			120,200		
Households 2022 Q4	7,272			51,501			120,242		
Households 5 Years Forecast	7,818			53,351			123,051		
Households 10 Years Forecast	8,112			54,803			125,652		

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Gender									
Male	9,860	(48.8%)	99	73,023	(49.5%)	101	168,854	(48.9%)	100
Female	10,360	(51.2%)	100	74,456	(50.5%)	99	176,755	(51.1%)	100
Ethnicity									
Asian	10,162	(50.3%)	873	42,897	(29.1%)	505	83,838	(24.3%)	421
White	4,628	(22.9%)	40	51,193	(34.7%)	60	117,294	(33.9%)	59
Hispanic (Ethnic)	2,448	(12.1%)	62	35,351	(24%)	123	99,003	(28.6%)	147
Black	2,286	(11.3%)	96	12,920	(8.8%)	74	34,299	(9.9%)	84
Other	696	(3.4%)	66	5,118	(3.5%)	67	11,175	(3.2%)	62
Household by Ethnicity									
Asian	2,706	(36.3%)	802	11,141	(21.5%)	474	22,095	(18.3%)	404
White	2,187	(29.4%)	48	20,039	(38.6%)	63	46,277	(38.3%)	62
Black	1,210	(16.3%)	147	4,634	(8.9%)	8	12,305	(10.2%)	92
Hispanic (Ethnic)	825	(11.1%)	73	12,018	(23.2%)	152	31,559	(26.2%)	172
Other	517	(6.9%)	91	4,022	(7.8%)	102	8,445	(7%)	92

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 Income	$126,799.33		114	$137,838.71		124	$133,162		120
Average Income Per Person	$46,687.49		108	$48,691		113	$46,688.79		108
Household Median Income	$105,116.51		132	$110,139.76		138	$106,798.64		134
<$15K	424	(5.7%)	70	2,355	(4.5%)	56	7,087	(5.9%)	73
$15K - $25K	347	(4.7%)	72	2,207	(4.3%)	66	5,643	(4.7%)	72
$25K - $35K	321	(4.3%)	64	2,705	(5.2%)	7?	5,812	(4.8%)	72
$35K - $50K	480	(6.4%)	63	3,293	(6.4%)	62	8,332	(6.9%)	67
$50K - $75K	768	(10.3%)	66	6,101	(11.8%)	7?	15,490	(12.8%)	8?
$75K - $100K	1,194	(16%)	125	6,922	(13.3%)	104	14,561	(12.1%)	94
$100K - $150K	1,594	(21.4%)	121	10,287	(19.8%)	112	23,321	(19.3%)	109
$150K - $175K	713	(9.6%)	153	4,841	(9.3%)	149	10,857	(9%)	143
$175K - $200K	809	(10.9%)	166	6,293	(12.1%)	185	11,474	(9.5%)	145
$200K - $250K	445	(6%)	115	3,832	(7.4%)	142	10,135	(8.4%)	161
$250K - $500K	189	(2.5%)	114	1,640	(3.2%)	142	4,341	(3.6%)	161
>$500K	161	(2.2%)	116	1,378	(2.7%)	143	3,628	(3%)	161

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	$95,168.54		115	$99,765.79		121	$98,640.89		120
Household Median Disposable Income	$86,767.04		126	$89,658.65		131	$87,621.18		128
<$15K	468	(6.3%)	72	2,534	(4.9%)	56	7,584	(6.3%)	72
$15K - $25K	356	(4.8%)	63	2,872	(5.5%)	73	6,980	(5.8%)	76
$25K - $35K	436	(5.9%)	74	2,969	(5.7%)	73	6,698	(5.6%)	70
$35K - $50K	578	(7.8%)	64	4,343	(8.4%)	69	10,681	(8.9%)	73
$50K - $75K	1,237	(16.6%)	94	8,104	(15.6%)	88	19,202	(15.9%)	90
$75K - $100K	1,287	(17.3%)	121	8,015	(15.5%)	108	17,222	(14.3%)	100
$100K - $150K	1,756	(23.6%)	132	12,007	(23.2%)	129	27,972	(23.2%)	129
$150K - $175K	727	(9.8%)	160	5,838	(11.3%)	185	10,698	(8.9%)	146
$175K - $200K	161	(2.2%)	98	1,399	(2.7%)	123	3,670	(3%)	138
$200K - $250K	176	(2.4%)	111	1,518	(2.9%)	137	4,014	(3.3%)	156
$250K - $500K	242	(3.3%)	111	2,073	(4%)	136	5,480	(4.5%)	155
>$500K	21	(<0.5%)	110	182	(<0.5%)	136	480	(<0.5%)	155

Discretionary Households Income

	1 Mile			3 Mile			5 Mile		
Household Average Discretionary Income	$66,062.69		108	$73,864.13		120	$71,549.42		117

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	$60,770.57		119	$66,565		131	$62,754.4		123
<$10K	555	(7.5%)	80	2,487	(4.8%)	52	9,146	(7.6%)	8
$10K - $20K	516	(6.9%)	65	4,136	(8%)	75	10,488	(8.7%)	8
$20K - $30K	484	(6.5%)	61	4,002	(7.7%)	73	9,669	(8%)	76
$30K - $40K	623	(8.4%)	84	4,025	(7.8%)	78	9,549	(7.9%)	8
$40K - $50K	650	(8.7%)	99	4,325	(8.3%)	94	9,943	(8.2%)	93
$50K - $75K	1,867	(25.1%)	144	10,125	(19.5%)	112	21,167	(17.5%)	101
$75K - $100K	1,131	(15.2%)	129	7,715	(14.9%)	127	16,249	(13.5%)	115
$100K - $125K	994	(13.4%)	165	6,155	(11.9%)	147	14,047	(11.6%)	144
$125K - $150K	383	(5.1%)	71	5,801	(11.2%)	168	11,303	(9.4%)	141
>$150K	242	(3.3%)	55	3,083	(5.9%)	101	9,120	(7.6%)	128

Households Income by Ethnicity

	1 Mile			3 Mile			5 Mile		
Average Income - White	$88,945.99		93	$110,314.72		116	$112,164.66		117
Median Income - White	$81,799.4		94	$108,931.92		126	$113,253.27		131
Average Income - Black	$105,704.07		153	$99,527.81		144	$94,932.35		137
Median Income - Black	$95,595.77		173	$95,357.13		172	$89,525.19		162

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Average Income - Asian	$126,974.57		112	$133,820.04		119	$137,604.55		122
Median Income - Asian	$133,761.71		117	$152,030.16		133	$157,954.57		138
Average Income - Hispanic	$99,726.36		123	$96,862.05		120	$89,539.74		111
Median Income - Hispanic	$102,589.99		148	$92,701.39		133	$81,802.36		118
Average Income - Other	$97,790.05		109	$105,226.51		118	$107,799.91		120
Median Income - Other	$96,045.08		121	$102,247.1		128	$105,265.89		132

Age

	1 Mile			3 Mile			5 Mile		
Average Age	39.31		96	41.14		100	40.61		99
Median Age	38.55		96	41.08		102	40.66		101
0-4	1,377	(6.8%)	126	8,433	(5.7%)	106	19,799	(5.7%)	106
5-13	2,339	(11.6%)	112	14,654	(9.9%)	96	35,689	(10.3%)	100
14-17	926	(4.6%)	86	6,983	(4.7%)	89	17,438	(5%)	95
18-21	818	(4%)	74	6,967	(4.7%)	86	17,290	(5%)	91
22-24	553	(2.7%)	66	5,152	(3.5%)	84	12,656	(3.7%)	88
25-29	1,010	(5%)	84	8,502	(5.8%)	97	20,227	(5.9%)	99
30-34	1,426	(7.1%)	108	9,471	(6.4%)	98	21,643	(6.3%)	96

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
35-39	1,873	(9.3%)	140	10,590	(7.2%)	109	23,917	(6.9%)	105
40-44	2,009	(9.9%)	155	11,036	(7.5%)	117	25,223	(7.3%)	114
45-49	1,367	(6.8%)	113	10,148	(6.9%)	115	24,031	(7%)	116
50-54	1,128	(5.6%)	94	9,533	(6.5%)	108	22,768	(6.6%)	110
55-59	1,035	(5.1%)	83	9,661	(6.6%)	107	22,632	(6.5%)	107
60-64	1,094	(5.4%)	84	9,805	(6.6%)	104	22,276	(6.4%)	100
65-69	1,058	(5.2%)	86	8,976	(6.1%)	100	20,400	(5.9%)	97
70-74	868	(4.3%)	86	6,921	(4.7%)	93	15,586	(4.5%)	90
75-79	620	(3.1%)	80	4,775	(3.2%)	84	10,896	(3.2%)	82
80-84	415	(2.1%)	86	2,977	(2%)	84	6,761	(2%)	82
85+	304	(1.5%)	74	2,895	(2%)	97	6,377	(1.8%)	91

Age - Male

	1 Mile			3 Mile			5 Mile		
Male Average Age	38.26		96	40.03		100	39.48		99
Male Median Age	38.29		101	40.17		106	38.65		102
0-4	707	(7.2%)	127	4,335	(5.9%)	105	10,174	(6%)	107
5-13	1,194	(12.1%)	113	7,480	(10.2%)	95	18,085	(10.7%)	100

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	475	(4.8%)	87	3,595	(4.9%)	89	8,907	(5.3%)	96
18-21	421	(4.3%)	74	3,674	(5%)	88	9,001	(5.3%)	93
22-24	286	(2.9%)	67	2,760	(3.8%)	87	6,656	(3.9%)	90
25-29	478	(4.8%)	76	4,567	(6.3%)	101	10,457	(6.2%)	100
30-34	648	(6.6%)	98	4,690	(6.4%)	96	10,673	(6.3%)	95
35-39	876	(8.9%)	133	5,171	(7.1%)	106	11,489	(6.8%)	102
40-44	1,047	(10.6%)	165	5,560	(7.6%)	118	12,290	(7.3%)	113
45-49	749	(7.6%)	127	5,175	(7.1%)	118	11,872	(7%)	117
50-54	541	(5.5%)	92	4,679	(6.4%)	108	11,149	(6.6%)	111
55-59	516	(5.2%)	86	4,678	(6.4%)	105	10,844	(6.4%)	105
60-64	495	(5%)	86	4,772	(6.5%)	104	10,732	(6.4%)	101
65-69	509	(5.2%)	89	4,294	(5.9%)	101	9,619	(5.7%)	98
70-74	399	(4%)	85	3,232	(4.4%)	93	7,186	(4.3%)	90
75-79	261	(2.6%)	75	2,095	(2.9%)	8	4,761	(2.8%)	8
80-84	162	(1.6%)	70	1,233	(1.7%)	8	2,765	(1.6%)	7
85+	96	(1%)	66	1,033	(1.4%)	96	2,194	(1.3%)	88

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

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Age - Female									
Female Average Age	40.31		96	42.23		100	41.7		99
Female Median Age	38.77		94	42.01		102	41.6		101
0-4	670	(6.5%)	125	4,098	(5.5%)	106	9,625	(5.4%)	105
5-13	1,145	(11.1%)	112	7,174	(9.6%)	97	17,604	(10%)	101
14-17	451	(4.4%)	85	3,388	(4.6%)	89	8,531	(4.8%)	94
18-21	397	(3.8%)	73	3,293	(4.4%)	84	8,289	(4.7%)	89
22-24	267	(2.6%)	65	2,392	(3.2%)	8	6,000	(3.4%)	86
25-29	532	(5.1%)	90	3,935	(5.3%)	93	9,770	(5.5%)	97
30-34	778	(7.5%)	118	4,781	(6.4%)	101	10,970	(6.2%)	97
35-39	997	(9.6%)	148	5,419	(7.3%)	112	12,428	(7%)	108
40-44	962	(9.3%)	146	5,476	(7.4%)	116	12,933	(7.3%)	115
45-49	618	(6%)	100	4,973	(6.7%)	112	12,159	(6.9%)	115
50-54	587	(5.7%)	95	4,854	(6.5%)	109	11,619	(6.6%)	110
55-59	519	(5%)	8	4,983	(6.7%)	108	11,788	(6.7%)	108
60-64	599	(5.8%)	89	5,033	(6.8%)	104	11,544	(6.5%)	100

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
65-69	549	(5.3%)	84	4,682	(6.3%)	100	10,781	(6.1%)	97
70-74	469	(4.5%)	85	3,689	(5%)	94	8,400	(4.8%)	90
75-79	359	(3.5%)	83	2,680	(3.6%)	87	6,135	(3.5%)	83
80-84	253	(2.4%)	90	1,744	(2.3%)	87	3,996	(2.3%)	84
85+	208	(2%)	79	1,862	(2.5%)	98	4,183	(2.4%)	93

Employment by Occupation

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	10,321			76,919			179,261		
Professional Specialty	3,629	(35.2%)	142	24,013	(31.2%)	126	52,355	(29.2%)	118
Managerial/Executive	2,385	(23.1%)	133	14,318	(18.6%)	107	31,967	(17.8%)	103
Production & Transportation	1,253	(12.1%)	94	10,283	(13.4%)	103	27,714	(15.5%)	120
Office Admin	1,000	(9.7%)	91	8,650	(11.2%)	106	20,302	(11.3%)	107
Sales	880	(8.5%)	91	6,330	(8.2%)	88	14,106	(7.9%)	84
Construction	349	(3.4%)	42	4,089	(5.3%)	66	9,976	(5.6%)	70
Food Preparation & Serving	228	(2.2%)	43	2,296	(3%)	58	5,792	(3.2%)	63
Protective	166	(1.6%)	74	1,765	(2.3%)	106	4,690	(2.6%)	121
Personal Care	164	(1.6%)	64	1,395	(1.8%)	73	3,252	(1.8%)	73

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Healthcare support	160	(1.6%)	47	1,623	(2.1%)	64	4,304	(2.4%)	73
Building Maintenance & Cleaning	100	(1%)	29	2,014	(2.6%)	77	4,626	(2.6%)	76
Farming, Fishing & Forestry	7	(<0.5%)	12	143	(<0.5%)	32	177	(<0.5%)	17

Employment by Industry

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	10,321			76,919			179,261		
Professional Services	1,889	(18.3%)	227	9,649	(12.5%)	156	20,929	(11.7%)	145
Educational Services	1,718	(16.6%)	71	17,091	(22.2%)	95	38,540	(21.5%)	92
Wholesale Retail	1,526	(14.8%)	112	11,432	(14.9%)	113	26,021	(14.5%)	110
Financial, Insurance & Real Estate	1,195	(11.6%)	172	7,559	(9.8%)	146	16,784	(9.4%)	139
Manufacturing	980	(9.5%)	96	7,269	(9.5%)	95	15,358	(8.6%)	86
Transportation	895	(8.7%)	148	6,508	(8.5%)	145	17,560	(9.8%)	168
Public Administration	533	(5.2%)	108	3,177	(4.1%)	86	8,167	(4.6%)	95
Entertainment Services	405	(3.9%)	45	3,597	(4.7%)	54	9,464	(5.3%)	61
Information	344	(3.3%)	179	1,903	(2.5%)	133	4,079	(2.3%)	122
Other Professional Services	301	(2.9%)	62	3,078	(4%)	85	6,590	(3.7%)	78
Administrative/Waste Services	301	(2.9%)	70	2,515	(3.3%)	74	6,749	(3.8%)	90

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Agriculture/Mining/Construction	234	(2.3%)	27	3,000	(3.9%)	46	8,668	(4.8%)	57
Management Services				141	(<0.5%)	145	352	(<0.5%)	155
Language Spoken									
Speak Other Language at Home	9,324	(49.5%)	585	43,037	(31%)	366	89,375	(27.4%)	324
Speak English at Home	7,686	(40.8%)	53	69,212	(49.8%)	64	160,112	(49.1%)	63
Speak Spanish at Home	1,833	(9.7%)	69	26,797	(19.3%)	136	76,323	(23.4%)	166
Ancestry									
South Central Asian (e.g. Indian)	8,701	(43%)	2755	32,610	(22.1%)	1416	61,174	(17.7%)	1133
Other	4,055	(20.1%)	95	29,030	(19.7%)	93	65,415	(18.9%)	90
Unclassified	1,098	(5.4%)	33	10,639	(7.2%)	44	23,819	(6.9%)	42
South East Asian (e.g. Vietnamese)	742	(3.7%)	208	4,603	(3.1%)	177	9,123	(2.6%)	150
Puerto Rican	687	(3.4%)	121	11,991	(8.1%)	289	29,658	(8.6%)	305
Dominican	617	(3.1%)	479	9,040	(6.1%)	961	29,566	(8.6%)	1342
Italian	553	(2.7%)	92	6,722	(4.6%)	153	21,271	(6.2%)	207
Scottish/Irish	463	(2.3%)	34	5,633	(3.8%)	57	12,764	(3.7%)	55
Other European (e.g. Greek/Russian)	396	(2%)	62	5,245	(3.6%)	112	11,292	(3.3%)	103

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
South American	367	(1.8%)	146	7,622	(5.2%)	414	15,923	(4.6%)	369
Chinese	352	(1.7%)	139	3,104	(2.1%)	169	8,810	(2.5%)	204
Mexican	330	(1.6%)	15	1,935	(1.3%)	12	7,197	(2.1%)	19
Polish	286	(1.4%)	92	3,862	(2.6%)	171	8,553	(2.5%)	161
German	270	(1.3%)	17	3,145	(2.1%)	27	7,304	(2.1%)	27
Other Hispanic	204	(1%)	70	1,919	(1.3%)	91	6,524	(1.9%)	32
Other Asian	188	(0.9%)	218	1,125	(0.8%)	179	1,891	(0.5%)	128
Korean	171	(0.8%)	163	1,348	(0.9%)	176	2,545	(0.7%)	142
Cuban	160	(0.8%)	109	1,350	(0.9%)	126	4,414	(1.3%)	176
Middle Eastern	144	(0.7%)	115	817	(0.6%)	89	1,900	(0.5%)	89
American	128	(0.6%)	13	1,626	(1.1%)	23	4,759	(1.4%)	29
British	91	(<0.5%)	8	1,110	(0.8%)	14	2,734	(0.8%)	15
Central American	83	(<0.5%)	25	1,494	(1%)	61	5,721	(1.7%)	100
Scandinavian	44	(<0.5%)	11	655	(<0.5%)	23	1,237	(<0.5%)	19
Native American (Indian/Eskimo)	39	(<0.5%)	30	246	(<0.5%)	26	530	(<0.5%)	24
French	32	(<0.5%)	13	314	(<0.5%)	17	729	(<0.5%)	17

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Dutch	10	(<0.5%)	8	153	(<0.5%)	17	396	(<0.5%)	19
Japanese	8	(<0.5%)	16	107	(<0.5%)	30	295	(<0.5%)	36
Hawaiian/Pacific Islander	1	(<0.5%)	3	34	(<0.5%)	13	65	(<0.5%)	11

Education (Age 25+)

	1 Mile			3 Mile			5 Mile		
Total Educated Population	14,207			105,290			242,737		
Elementary (0 to 8 Years)	257	(1.8%)	38	4,636	(4.4%)	92	14,754	(6.1%)	127
Some High School (9 to 11 Years)	679	(4.8%)	81	6,194	(5.9%)	100	15,259	(6.3%)	106
High School Graduate (12 Years)	3,056	(21.5%)	82	26,903	(25.6%)	98	59,687	(24.6%)	94
Some College (13 to 16 Years)	1,615	(11.4%)	59	15,145	(14.4%)	74	35,113	(14.5%)	75
Associates Degree Only	1,062	(7.5%)	85	7,907	(7.5%)	85	17,030	(7%)	80
Bachelor's Degree Only	3,990	(28.1%)	132	25,764	(24.5%)	115	59,110	(24.4%)	114
Graduate Degree	3,548	(25%)	182	18,741	(17.8%)	129	41,784	(17.2%)	125

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

URBAN **EDGE**

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Household Type									
Households	7,445			51,854			120,681		
One Person Households	1,681	(22.6%)	82	11,387	(22%)	80	26,570	(22%)	80
Married Couple	4,242	(57%)	119	28,606	(55.2%)	115	64,400	(53.4%)	111
Male Householder	511	(6.9%)	135	2,578	(5%)	98	6,531	(5.4%)	107
Female Householder	648	(8.7%)	70	6,564	(12.7%)	102	16,969	(14.1%)	113
Non Family Households	363	(4.9%)	69	2,719	(5.2%)	74	6,211	(5.1%)	73
Household Size									
Households	7,445			51,854			120,681		
1 Person Household	1,681	(22.6%)	82	11,387	(22%)	80	26,570	(22%)	80
2 Person Household	2,105	(28.3%)	86	14,396	(27.8%)	84	32,158	(26.6%)	81
3 Person Household	1,620	(21.8%)	139	10,299	(19.9%)	127	23,599	(19.6%)	125
4 Person Household	1,306	(17.5%)	134	9,615	(18.5%)	141	22,678	(18.8%)	143
5 Person Household	434	(5.8%)	92	3,736	(7.2%)	114	9,282	(7.7%)	122
6 Person Household	205	(2.8%)	101	1,516	(2.9%)	107	3,909	(3.2%)	119
7+ Person Household	94	(1.3%)	69	905	(1.7%)	96	2,485	(2.1%)	113

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

Benchmark: Nationwide

	🟣 1 Mile		🟠 3 Mile		🔵 5 Mile	
Housing Units						
Total Housing Units	7,844		54,020		125,787	
Owner Occupied Housing	4,008		32,528		74,446	
Renter Occupied Housing	3,437		19,326		46,235	
Vacant Housing	399		2,166		5,106	
Housing Rent						
Average Rent	$2,233.53	145	$1,956.73	127	$1,892.05	123
Median Rent	$2,198.89	156	$1,916.76	136	$1,880.92	34
Total Cash Rents Housing	3,299		18,415		44,426	
<$300	21	(0.6%) 23	153	(0.8%) 30	786	(1.8%) 63
$300-$500	35	(1.1%) 27	232	(1.3%) 33	961	(2.2%) 56
$500-$750	11	(<0.5%) 4	363	(2%) 23	1,109	(2.5%) 29
$750-$1000	11	(<0.5%) 3	482	(2.6%) 20	1,483	(3.3%) 26
$1000-$1500	117	(3.5%) 13	3,023	(16.4%) 62	7,679	(17.3%) 66
$1500-$2000	970	(29.4%) 140	5,944	(32.3%) 153	13,382	(30.1%) 143
$2000-$2500	1,218	(36.9%) 316	4,783	(26%) 222	11,201	(25.2%) 215

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	571	(17.3%)	301	2,202	(12%)	208	5,168	(11.6%)	202
$3000-$3500	227	(6.9%)	226	706	(3.8%)	126	1,664	(3.7%)	123
>$3500	118	(3.6%)	98	527	(2.9%)	7	993	(2.2%)	61
Value of Owner-Occupied Housing Units									
Average House Value	$530,368.92		102	$628,523.56		120	$665,347.63		127
Median House Value	$477,422.41		125	$574,405.26		151	$613,596.96		161
Owner Occupied Housing	4,008			32,528			74,446		
<$100K	75	(1.9%)	22	832	(2.6%)	30	1,755	(2.4%)	28
$100K - $200K	58	(1.4%)	11	624	(1.9%)	14	1,081	(1.5%)	11
$200K - $300K	256	(6.4%)	39	1,368	(4.2%)	26	2,930	(3.9%)	24
$300K - $400K	792	(19.8%)	136	3,604	(11.1%)	76	7,103	(9.5%)	65
$400K - $500K	1,063	(26.5%)	230	6,308	(19.4%)	168	12,300	(16.5%)	143
$500K - $1000K	1,680	(41.9%)	169	17,022	(52.3%)	212	40,577	(54.5%)	220
>$1000K	84	(2.1%)	19	2,770	(8.5%)	7	8,700	(11.7%)	107

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Poverty									
Households in Poverty	685	(9.2%)	73	4,055	(7.8%)	62	11,074	(9.2%)	72
Households Above Poverty	6,760	(90.8%)	104	47,799	(92.2%)	106	109,607	(90.8%)	104
Households in Poverty (Married)	249	(3.3%)	153	969	(1.9%)	86	1,942	(1.6%)	74
Households in Poverty (Male Householder)	79	(1.1%)	166	209	(<0.5%)	63	343	(<0.5%)	45
Households in Poverty (Female Householder)	30	(<0.5%)	14	1,152	(2.2%)	75	3,341	(2.8%)	94
Households in Poverty (Non-Family)	314	(4.2%)	67	1,623	(3.1%)	50	5,106	(4.2%)	67
Households in Poverty (Non-Family Student)	13	(<0.5%)	28	102	(<0.5%)	32	342	(<0.5%)	46
Wealth per Household									
Household Average Wealth	$256,290.13		106	$255,095.65		106	$251,613.86		104
Household Median Wealth	$88,216.45		109	$89,491.54		110	$86,666.07		107
<$0K	1,271	(17.1%)	98	8,708	(16.8%)	97	20,589	(17.1%)	98
$0K - $5K	605	(8.1%)	95	4,184	(8.1%)	94	9,973	(8.3%)	97
$5K - $10K	328	(4.4%)	97	2,254	(4.3%)	95	5,323	(4.4%)	97
$10K - $25K	464	(6.2%)	98	3,188	(6.1%)	97	7,469	(6.2%)	97
$25K - $50K	495	(6.6%)	98	3,470	(6.7%)	99	8,086	(6.7%)	99

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$50K - $100K	732	(9.8%)	96	5,220	(10.1%)	99	12,137	(10.1%)	99
$100K - $250K	1,328	(17.8%)	99	9,429	(18.2%)	101	21,784	(18.1%)	100
$250K - $500K	1,011	(13.6%)	103	7,085	(13.7%)	104	16,282	(13.5%)	102
>$500K	1,211	(16.3%)	109	8,316	(16%)	108	19,038	(15.8%)	106

Vehicles per Household

	1 Mile			3 Mile			5 Mile		
Total Number of Vehicles	11,413			89,744			205,668		
Average Number of Vehicles	1.53		84	1.73		95	1.7		93
No Vehicles	609	(8.2%)	99	3,362	(6.5%)	7	9,958	(8.3%)	100
1 Vehicle	3,428	(46%)	140	20,003	(38.6%)	118	45,385	(37.6%)	115
2 Vehicles	2,560	(34.4%)	93	19,584	(37.8%)	102	44,581	(36.9%)	100
3 or more Vehicles	848	(11.4%)	52	8,905	(17.2%)	7	20,757	(17.2%)	7

Population Change

	1 Mile	3 Mile	5 Mile
Births	236	1,560	3,734
Deaths	127	1,023	2,331
Migration	-184	-712	-1,615

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

URBAN **EDGE**

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Workplace			
Total Businesses	889	4,395	9,796
Total Employees	13,516	64,099	136,261

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