Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Overview						
Population	34,201		483,743		1.7M	
Households	11,347		202,951		781,061	
Persons per Household	3.01	118	2.3	90	2.17	85
Household Median Income	$80,980.82	102	$109,423.67	138	$103,709.6	130
Household Median Disposable Income	$68,392.18	100	$89,112.49	130	$85,323.77	124
Household Median Discretionary Income	$43,611.23	86	$63,472.09	125	$59,710.94	117
Average Income Per Person	$36,139.46	84	$76,111.93	176	$79,617.81	185
Median Rent	$1,769.78	126	$2,044.33	145	$2,065.94	147
Median House Value	$632,733.4	166	$944,759.47	248	$1.07M	282
Households in Poverty	1,755 (15.5%)	122	26,910 (13.3%)	105	118,613 (15.2%)	120
Household Median Wealth	$62,433.5	71	$79,305.95	98	$70,139.88	87
Average Age	39.18	96	41.76	102	41.06	100
Median Age	37.57	94	40.52	101	38.54	96
Households with Children	3,645 (32.1%)	120	43,920 (21.6%)	8	152,968 (19.6%)	73
High School Graduate or Higher	18,905 (78.9%)	88	314,118 (88.7%)	99	1.1M (88.3%)	99

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Bachelor's Degree or Higher	6,303	(26.3%)	75	198,204	(55.9%)	160	733,700	(56.3%)	161
Pop density (per sq mi)	24,998			23,383			26,015		
Area (based on blockgroups)	1			21			67		

Population

	1 Mile	3 Mile	5 Mile	
Population 2024 Q4	34,201	483,743	1.7M	
Population 2024 Q3	34,211	483,154	1.7M	
Population 2024 Q2	34,207	482,876	1.7M	
Population 2024 Q1	34,029	482,209	1.8M	
Population 2023 Q4	34,013	481,192	1.7M	
Population 2023 Q3	33,882	481,053	1.7M	
Population 2023 Q2	33,631	480,637	1.7M	
Population 2023 Q1	33,611	480,348	1.7M	
Population 2022 Q4	33,594	481,265	1.8M	
Population 5 Years Forecast	34,508	480,667	1.8M	
Population 10 Years Forecast	35,008	481,707	1.8M	
Persons per Household	3.01	118	2.3	90	2.17	85

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

Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Group Quarters	8	(<0.5%)	1	17,898	(3.7%)	157	56,919	(3.3%)	138
Transient Population - Average Last 4 Quarters				5,230	(1.1%)	83	88,735	(5.1%)	392
Households									
Households 2024 Q4	11,347			202,951			781,061		
Households 2024 Q3	11,342			202,627			780,604		
Households 2024 Q2	11,341			202,476			781,918		
Households 2024 Q1	11,282			202,249			783,449		
Households 2023 Q4	11,277			201,826			781,420		
Households 2023 Q3	11,231			201,802			781,295		
Households 2023 Q2	11,146			201,688			782,320		
Households 2023 Q1	11,141			201,572			782,142		
Households 2022 Q4	11,133			202,042			783,388		
Households 5 Years Forecast	11,457			201,601			784,098		
Households 10 Years Forecast	11,625			201,910			787,975		

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Gender									
Male	17,150	(50.1%)	102	230,599	(47.7%)	97	829,738	(47.5%)	97
Female	17,051	(49.9%)	98	253,144	(52.3%)	103	918,602	(52.5%)	103
Ethnicity									
Hispanic (Ethnic)	24,421	(71.4%)	366	182,704	(37.8%)	193	569,647	(32.6%)	167
White	6,831	(20%)	35	193,265	(40%)	69	684,823	(39.2%)	68
Asian	1,490	(4.4%)	76	67,641	(14%)	243	208,490	(11.9%)	207
Other	956	(2.8%)	54	18,029	(3.7%)	72	70,266	(4%)	7
Black	503	(1.5%)	12	22,104	(4.6%)	39	215,114	(12.3%)	104
Household by Ethnicity									
Hispanic (Ethnic)	7,631	(67.3%)	442	67,523	(33.3%)	219	218,049	(27.9%)	183
White	2,229	(19.6%)	32	88,898	(43.8%)	71	337,003	(43.1%)	70
Other	908	(8%)	105	14,611	(7.2%)	95	58,140	(7.4%)	98
Asian	433	(3.8%)	84	23,275	(11.5%)	253	81,054	(10.4%)	229
Black	146	(1.3%)	12	8,644	(4.3%)	38	86,815	(11.1%)	100
Households Income									

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	$108,906.88		98	$176,824.38		159	$173,849.36		156
Average Income Per Person	$36,139.46		84	$76,111.93		176	$79,617.81		185
Household Median Income	$80,980.82		102	$109,423.67		138	$103,709.6		130
<$15K	848	(7.5%)	92	17,146	(8.4%)	104	78,173	(10%)	124
$15K - $25K	826	(7.3%)	112	9,999	(4.9%)	76	46,400	(5.9%)	92
$25K - $35K	989	(8.7%)	130	10,677	(5.3%)	79	40,002	(5.1%)	76
$35K - $50K	983	(8.7%)	84	13,833	(6.8%)	66	54,430	(7%)	68
$50K - $75K	1,567	(13.8%)	88	22,297	(11%)	70	87,481	(11.2%)	71
$75K - $100K	1,769	(15.6%)	122	20,270	(10%)	78	74,284	(9.5%)	74
$100K - $150K	1,935	(17.1%)	96	33,544	(16.5%)	93	116,829	(15%)	84
$150K - $175K	717	(6.3%)	101	14,187	(7%)	111	52,223	(6.7%)	107
$175K - $200K	588	(5.2%)	76	21,205	(10.4%)	159	73,869	(9.5%)	144
$200K - $250K	629	(5.5%)	106	22,274	(11%)	210	88,102	(11.3%)	216
$250K - $500K	269	(2.4%)	106	9,548	(4.7%)	211	37,749	(4.8%)	217
>$500K	227	(2%)	107	7,971	(3.9%)	211	31,519	(4%)	216

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	$81,008.52		98	$101,828		124	$99,438.66		121
Household Median Disposable Income	$68,392.18		100	$89,112.49		130	$85,323.77		124
<$15K	897	(7.9%)	90	18,141	(8.9%)	102	82,793	(10.6%)	121
$15K - $25K	1,120	(9.9%)	130	12,312	(6.1%)	8	54,357	(7%)	91
$25K - $35K	1,010	(8.9%)	113	12,019	(5.9%)	75	45,900	(5.9%)	75
$35K - $50K	1,063	(9.4%)	71	16,479	(8.1%)	67	66,398	(8.5%)	70
$50K - $75K	2,192	(19.3%)	109	27,365	(13.5%)	76	103,575	(13.3%)	75
$75K - $100K	1,645	(14.5%)	102	25,857	(12.7%)	89	90,146	(11.5%)	8
$100K - $150K	1,982	(17.5%)	97	41,398	(20.4%)	114	149,895	(19.2%)	107
$150K - $175K	585	(5.2%)	85	20,291	(10%)	164	73,814	(9.5%)	155
$175K - $200K	232	(2%)	93	7,413	(3.7%)	166	28,688	(3.7%)	167
$200K - $250K	248	(2.2%)	102	8,723	(4.3%)	201	34,395	(4.4%)	206
$250K - $500K	341	(3%)	103	11,906	(5.9%)	200	46,993	(6%)	205
>$500K	32	(<0.5%)	110	1,047	(0.5%)	201	4,107	(0.5%)	204

Discretionary Households Income

	1 Mile		3 Mile		5 Mile	
Household Average Discretionary Income	$50,894.81	83	$73,930.54	121	$71,631.02	117

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	$43,611.23		86	$63,472.09		125	$59,710.94		117
<$10K	1,053	(9.3%)	100	21,515	(10.6%)	114	103,280	(13.2%)	143
$10K - $20K	1,782	(15.7%)	148	18,543	(9.1%)	86	74,430	(9.5%)	90
$20K - $30K	1,100	(9.7%)	92	16,771	(8.3%)	78	62,869	(8%)	76
$30K - $40K	1,261	(11.1%)	112	14,035	(6.9%)	70	55,193	(7.1%)	71
$40K - $50K	1,374	(12.1%)	137	13,870	(6.8%)	77	50,218	(6.4%)	73
$50K - $75K	2,178	(19.2%)	110	29,246	(14.4%)	83	104,999	(13.4%)	77
$75K - $100K	1,153	(10.2%)	87	23,017	(11.3%)	97	80,525	(10.3%)	88
$100K - $125K	845	(7.4%)	92	18,673	(9.2%)	114	72,297	(9.3%)	114
$125K - $150K	414	(3.6%)	55	25,575	(12.6%)	190	91,706	(11.7%)	177
>$150K	187	(1.6%)	28	21,706	(10.7%)	181	85,544	(11%)	185

Households Income by Ethnicity

	1 Mile			3 Mile			5 Mile		
Average Income - White	$91,429.87		96	$129,782.69		136	$130,459.68		137
Median Income - White	$80,406.22		93	$150,243.5		173	$151,842.66		175
Average Income - Black	$135,194.75		196	$84,935.7		123	$73,148.25		106
Median Income - Black	$165,941.71		300	$67,198.47		121	$56,627.71		102

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Average Income - Asian	$109,202.69		97	$120,197.96		106	$126,177.7		112
Median Income - Asian	$106,367.67		93	$127,368.85		111	$143,029.37		125
Average Income - Hispanic	$88,220.92		109	$85,266.18		105	$80,185.59		99
Median Income - Hispanic	$80,284.42		115	$73,681.79		106	$65,010.45		93
Average Income - Other	$88,875.08		99	$104,064.75		116	$97,918.79		109
Median Income - Other	$80,074.98		101	$99,959.59		126	$88,866.37		112

Age

	1 Mile			3 Mile			5 Mile		
Average Age	39.18		96	41.76		102	41.06		100
Median Age	37.57		94	40.52		101	38.54		96
0-4	2,131	(6.2%)	115	29,064	(6%)	111	116,029	(6.6%)	123
5-13	3,571	(10.4%)	101	41,044	(8.5%)	8?	140,129	(8%)	7?
14-17	1,595	(4.7%)	88	19,640	(4.1%)	76	64,944	(3.7%)	70
18-21	1,657	(4.8%)	88	21,950	(4.5%)	8?	69,707	(4%)	72
22-24	1,277	(3.7%)	90	17,722	(3.7%)	88	54,855	(3.1%)	7?
25-29	2,349	(6.9%)	116	28,703	(5.9%)	100	116,997	(6.7%)	113
30-34	2,773	(8.1%)	124	39,504	(8.2%)	125	167,830	(9.6%)	147

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
35-39	2,720	(8%)	120	39,742	(8.2%)	124	162,412	(9.3%)	141
40-44	2,465	(7.2%)	113	34,756	(7.2%)	112	129,198	(7.4%)	115
45-49	2,319	(6.8%)	113	30,228	(6.2%)	104	108,209	(6.2%)	103
50-54	2,051	(6%)	101	28,905	(6%)	100	101,321	(5.8%)	97
55-59	2,043	(6%)	97	29,445	(6.1%)	99	103,942	(5.9%)	97
60-64	2,114	(6.2%)	96	29,829	(6.2%)	96	102,120	(5.8%)	91
65-69	1,730	(5.1%)	83	27,432	(5.7%)	94	91,762	(5.2%)	87
70-74	1,285	(3.8%)	75	22,661	(4.7%)	93	76,073	(4.4%)	87
75-79	934	(2.7%)	71	18,568	(3.8%)	100	61,687	(3.5%)	92
80-84	606	(1.8%)	74	12,648	(2.6%)	109	42,041	(2.4%)	100
85+	581	(1.7%)	84	11,902	(2.5%)	121	39,084	(2.2%)	110

Age - Male

	1 Mile			3 Mile			5 Mile		
Male Average Age	38.07		95	40.44		101	39.79		100
Male Median Age	36.68		96	38.59		101	37.88		99
0-4	1,095	(6.4%)	113	14,901	(6.5%)	115	59,494	(7.2%)	127
5-13	1,794	(10.5%)	97	20,868	(9%)	84	71,039	(8.6%)	8

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
14-17	823	(4.8%)	87	9,680	(4.2%)	76	32,237	(3.9%)	70
18-21	855	(5%)	87	10,629	(4.6%)	80	34,048	(4.1%)	71
22-24	661	(3.9%)	88	8,531	(3.7%)	85	26,516	(3.2%)	73
25-29	1,251	(7.3%)	118	14,065	(6.1%)	99	54,873	(6.6%)	107
30-34	1,503	(8.8%)	131	19,236	(8.3%)	125	79,695	(9.6%)	144
35-39	1,416	(8.3%)	123	19,393	(8.4%)	126	79,239	(9.5%)	143
40-44	1,287	(7.5%)	116	17,292	(7.5%)	116	63,962	(7.7%)	120
45-49	1,190	(6.9%)	116	14,727	(6.4%)	106	52,600	(6.3%)	106
50-54	1,026	(6%)	100	13,933	(6%)	101	48,820	(5.9%)	99
55-59	1,013	(5.9%)	97	14,072	(6.1%)	100	49,819	(6%)	98
60-64	1,031	(6%)	95	14,003	(6.1%)	96	48,234	(5.8%)	92
65-69	805	(4.7%)	8	12,542	(5.4%)	93	41,879	(5%)	87
70-74	579	(3.4%)	71	10,048	(4.4%)	92	33,167	(4%)	84
75-79	384	(2.2%)	64	7,679	(3.3%)	95	24,856	(3%)	85
80-84	238	(1.4%)	67	4,877	(2.1%)	102	15,908	(1.9%)	92
85+	199	(1.2%)	7	4,123	(1.8%)	121	13,352	(1.6%)	109

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Age - Female									
Female Average Age	40.3		96	42.96		102	42.22		100
Female Median Age	38.54		93	41.49		101	40.22		97
0-4	1,036	(6.1%)	117	14,163	(5.6%)	108	56,535	(6.2%)	119
5-13	1,777	(10.4%)	105	20,176	(8%)	8	69,090	(7.5%)	76
14-17	772	(4.5%)	89	9,960	(3.9%)	7	32,707	(3.6%)	70
18-21	802	(4.7%)	89	11,321	(4.5%)	85	35,659	(3.9%)	74
22-24	616	(3.6%)	91	9,191	(3.6%)	92	28,339	(3.1%)	7
25-29	1,098	(6.4%)	113	14,638	(5.8%)	102	62,124	(6.8%)	119
30-34	1,270	(7.4%)	117	20,268	(8%)	126	88,135	(9.6%)	151
35-39	1,304	(7.6%)	117	20,349	(8%)	123	83,173	(9.1%)	139
40-44	1,178	(6.9%)	109	17,464	(6.9%)	109	65,236	(7.1%)	112
45-49	1,129	(6.6%)	111	15,501	(6.1%)	102	55,609	(6.1%)	101
50-54	1,025	(6%)	101	14,972	(5.9%)	99	52,501	(5.7%)	96
55-59	1,030	(6%)	98	15,373	(6.1%)	98	54,123	(5.9%)	96
60-64	1,083	(6.4%)	97	15,826	(6.3%)	96	53,886	(5.9%)	90

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		
65-69	925	(5.4%)	86	14,890	(5.9%)	93	49,883	(5.4%)	86
70-74	706	(4.1%)	7	12,613	(5%)	94	42,906	(4.7%)	88
75-79	550	(3.2%)	7	10,889	(4.3%)	103	36,831	(4%)	96
80-84	368	(2.2%)	8	7,771	(3.1%)	113	26,133	(2.8%)	105
85+	382	(2.2%)	88	7,779	(3.1%)	120	25,732	(2.8%)	110

Employment by Occupation

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	18,128			257,781			923,598		
Production & Transportation	3,119	(17.2%)	133	23,899	(9.3%)	72	66,545	(7.2%)	56
Professional Specialty	2,903	(16%)	65	80,672	(31.3%)	127	292,179	(31.6%)	128
Managerial/Executive	2,391	(13.2%)	7	59,801	(23.2%)	134	236,212	(25.6%)	147
Office Admin	1,997	(11%)	104	21,784	(8.5%)	7	78,025	(8.4%)	7
Construction	1,770	(9.8%)	122	11,764	(4.6%)	57	30,684	(3.3%)	42
Sales	1,627	(9%)	96	21,691	(8.4%)	90	80,727	(8.7%)	94
Food Preparation & Serving	1,284	(7.1%)	139	10,574	(4.1%)	8	36,418	(3.9%)	7
Personal Care	1,190	(6.6%)	263	9,302	(3.6%)	145	29,474	(3.2%)	128
Building Maintenance & Cleaning	1,081	(6%)	176	8,534	(3.3%)	97	26,457	(2.9%)	84

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Healthcare support	522	(2.9%)	88	5,607	(2.2%)	66	30,689	(3.3%)	101
Protective	224	(1.2%)	57	3,990	(1.5%)	71	15,716	(1.7%)	7
Farming, Fishing & Forestry	20	(<0.5%)	19	163	(<0.5%)	11	472	(<0.5%)	9

Employment by Industry

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	18,128			257,781			923,598		
Educational Services	3,491	(19.3%)	8	61,402	(23.8%)	102	226,442	(24.5%)	105
Wholesale Retail	2,924	(16.1%)	123	28,744	(11.2%)	85	95,957	(10.4%)	7
Entertainment Services	2,123	(11.7%)	135	23,091	(9%)	103	82,706	(9%)	103
Transportation	1,791	(9.9%)	169	13,339	(5.2%)	88	42,718	(4.6%)	7
Agriculture/Mining/Construction	1,405	(7.8%)	91	10,796	(4.2%)	49	30,186	(3.3%)	38
Other Professional Services	1,304	(7.2%)	153	13,360	(5.2%)	110	40,361	(4.4%)	93
Administrative/Waste Services	1,212	(6.7%)	160	9,863	(3.8%)	92	32,918	(3.6%)	85
Financial, Insurance & Real Estate	1,181	(6.5%)	97	27,731	(10.8%)	160	120,747	(13.1%)	194
Manufacturing	1,124	(6.2%)	62	14,717	(5.7%)	57	40,125	(4.3%)	44
Professional Services	908	(5%)	62	35,028	(13.6%)	169	137,939	(14.9%)	185
Public Administration	473	(2.6%)	55	8,608	(3.3%)	70	28,890	(3.1%)	65

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

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Information	138	(0.8%)	41	10,491	(4.1%)	218	42,806	(4.6%)	249
Management Services	54	(<0.5%)	236	611	(<0.5%)	187	1,803	(<0.5%)	154

Language Spoken

Speak Spanish at Home	20,149	(62.8%)	445	147,683	(32.5%)	230	440,616	(27%)	191
Speak English at Home	8,024	(25%)	32	211,655	(46.6%)	60	889,941	(54.5%)	70
Speak Other Language at Home	3,897	(12.2%)	144	95,341	(21%)	248	301,754	(18.5%)	219

Ancestry

South American	6,335	(18.5%)	1485	44,521	(9.2%)	738	97,899	(5.6%)	449
Central American	5,588	(16.3%)	982	27,378	(5.7%)	340	52,284	(3%)	180
Other	4,758	(13.9%)	66	94,414	(19.5%)	93	424,436	(24.3%)	115
Cuban	3,546	(10.4%)	1431	25,095	(5.2%)	716	40,985	(2.3%)	324
Dominican	3,207	(9.4%)	1470	32,728	(6.8%)	1061	159,937	(9.1%)	1435
Puerto Rican	2,574	(7.5%)	267	23,922	(4.9%)	176	118,834	(6.8%)	241
Other Hispanic	2,400	(7%)	490	16,370	(3.4%)	236	52,483	(3%)	210
Unclassified	1,117	(3.3%)	20	38,364	(7.9%)	49	158,374	(9.1%)	56
South Central Asian (e.g. Indian)	896	(2.6%)	168	14,570	(3%)	193	53,851	(3.1%)	197

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Mexican	771	(2.3%)	20	12,690	(2.6%)	24	47,225	(2.7%)	25
Italian	738	(2.2%)	72	14,568	(3%)	101	56,183	(3.2%)	108
Middle Eastern	527	(1.5%)	248	6,036	(1.2%)	201	20,728	(1.2%)	191
Other European (e.g. Greek/Russian)	370	(1.1%)	34	26,904	(5.6%)	176	89,242	(5.1%)	161
South East Asian (e.g. Vietnamese)	282	(0.8%)	47	5,090	(1.1%)	60	23,637	(1.4%)	7
Scottish/Irish	228	(0.7%)	10	13,176	(2.7%)	41	57,447	(3.3%)	49
German	173	(0.5%)	6	10,972	(2.3%)	29	42,119	(2.4%)	31
Korean	142	(<0.5%)	8	25,345	(5.2%)	1011	49,239	(2.8%)	544
American	130	(<0.5%)	8	6,606	(1.4%)	29	34,761	(2%)	42
Chinese	114	(<0.5%)	27	17,232	(3.6%)	285	58,234	(3.3%)	267
French	91	(<0.5%)	21	3,131	(0.6%)	52	12,348	(0.7%)	57
Polish	59	(<0.5%)	11	6,320	(1.3%)	85	24,042	(1.4%)	90
British	41	(<0.5%)	2	8,455	(1.7%)	33	33,709	(1.9%)	36
Native American (Indian/Eskimo)	32	(<0.5%)	15	478	(<0.5%)	16	2,001	(<0.5%)	18
Other Asian	29	(<0.5%)	20	1,845	(<0.5%)	89	9,435	(0.5%)	126
Japanese	27	(<0.5%)	33	3,559	(0.7%)	307	14,094	(0.8%)	336

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Dutch	19	(<0.5%)	9	936	(<0.5%)	32	3,917	(<0.5%)	37
Scandinavian	4	(<0.5%)	1	2,949	(0.6%)	32	10,271	(0.6%)	31
Hawaiian/Pacific Islander	3	(<0.5%)	5	89	(<0.5%)	10	625	(<0.5%)	20

Education (Age 25+)

	1 Mile			3 Mile			5 Mile		
Total Educated Population	23,970			354,323			1.3M		
Elementary (0 to 8 Years)	3,230	(13.5%)	282	24,695	(7%)	146	84,994	(6.5%)	137
Some High School (9 to 11 Years)	1,835	(7.7%)	130	15,510	(4.4%)	74	68,050	(5.2%)	88
High School Graduate (12 Years)	6,308	(26.3%)	101	60,311	(17%)	65	209,588	(16.1%)	62
Some College (13 to 16 Years)	4,584	(19.1%)	99	40,159	(11.3%)	59	148,095	(11.4%)	59
Associates Degree Only	1,710	(7.1%)	8	15,444	(4.4%)	49	58,249	(4.5%)	51
Bachelor's Degree Only	4,113	(17.2%)	8	99,637	(28.1%)	132	381,473	(29.3%)	137
Graduate Degree	2,190	(9.1%)	66	98,567	(27.8%)	202	352,227	(27%)	197

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									
Households	11,347			202,951			781,061		
One Person Households	2,395	(21.1%)	77	72,926	(35.9%)	131	310,873	(39.8%)	145
Married Couple	5,400	(47.6%)	99	79,691	(39.3%)	8	256,578	(32.8%)	69
Male Householder	835	(7.4%)	145	10,356	(5.1%)	100	33,243	(4.3%)	84
Female Householder	2,014	(17.7%)	143	22,606	(11.1%)	89	103,312	(13.2%)	106
Non Family Households	703	(6.2%)	88	17,372	(8.6%)	121	77,055	(9.9%)	139
Household Size									
Households	11,347			202,951			781,061		
1 Person Household	2,395	(21.1%)	77	72,926	(35.9%)	131	310,873	(39.8%)	145
2 Person Household	2,898	(25.5%)	79	61,351	(30.2%)	92	239,428	(30.7%)	93
3 Person Household	2,176	(19.2%)	123	30,516	(15%)	96	106,266	(13.6%)	87
4 Person Household	1,963	(17.3%)	132	23,017	(11.3%)	87	74,811	(9.6%)	73
5 Person Household	1,084	(9.6%)	151	9,240	(4.6%)	72	29,713	(3.8%)	60
6 Person Household	506	(4.5%)	163	3,668	(1.8%)	66	12,249	(1.6%)	57
7+ Person Household	325	(2.9%)	158	2,233	(1.1%)	61	7,721	(1%)	54

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

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Housing Units						
Total Housing Units	11,834		222,406		872,627	
Renter Occupied Housing	6,355		128,568		552,597	
Owner Occupied Housing	4,992		74,383		228,464	
Vacant Housing	487		19,455		91,566	
Housing Rent						
Average Rent	$1,807.79	117	$2,155.91	140	$2,161.33	140
Median Rent	$1,769.78	126	$2,044.33	145	$2,065.94	147
Total Cash Rents Housing	6,249		126,066		541,575	
<$300	132 (2.1%)	75	3,633 (2.9%)	103	18,111 (3.3%)	119
$300-$500	92 (1.5%)	38	3,250 (2.6%)	67	17,689 (3.3%)	84
$500-$750	228 (3.6%)	42	4,747 (3.8%)	43	25,125 (4.6%)	53
$750-$1000	368 (5.9%)	45	5,982 (4.7%)	36	31,398 (5.8%)	44
$1000-$1500	1,261 (20.2%)	77	19,415 (15.4%)	58	84,023 (15.5%)	59
$1500-$2000	1,934 (30.9%)	147	24,260 (19.2%)	91	84,835 (15.7%)	74
$2000-$2500	1,225 (19.6%)	168	19,692 (15.6%)	133	72,838 (13.4%)	115

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$2500-$3000	613	(9.8%)	171	13,196	(10.5%)	182	54,888	(10.1%)	176
$3000-$3500	224	(3.6%)	118	10,339	(8.2%)	270	46,542	(8.6%)	283
>$3500	172	(2.8%)	75	21,552	(17.1%)	469	106,126	(19.6%)	537
Value of Owner-Occupied Housing Units									
Average House Value	$652,625.22		125	$1.38M		264	$1.5M		287
Median House Value	$632,733.4		166	$944,759.47		248	$1.07M		282
Owner Occupied Housing	4,992			74,383			228,464		
<$100K	130	(2.6%)	30	1,507	(2%)	24	5,721	(2.5%)	29
$100K - $200K	127	(2.5%)	19	1,191	(1.6%)	12	4,657	(2%)	15
$200K - $300K	268	(5.4%)	33	2,266	(3%)	19	6,478	(2.8%)	18
$300K - $400K	505	(10.1%)	69	3,963	(5.3%)	37	9,368	(4.1%)	28
$400K - $500K	522	(10.5%)	91	5,164	(6.9%)	60	11,907	(5.2%)	45
$500K - $1000K	2,925	(58.6%)	237	25,682	(34.5%)	140	68,386	(29.9%)	121
>$1000K	515	(10.3%)	94	34,610	(46.5%)	426	121,948	(53.4%)	489

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Poverty									
Households in Poverty	1,755	(15.5%)	122	26,910	(13.3%)	105	118,613	(15.2%)	120
Households Above Poverty	9,592	(84.5%)	97	176,041	(86.7%)	99	662,448	(84.8%)	97
Households in Poverty (Married)	318	(2.8%)	129	3,625	(1.8%)	8	13,712	(1.8%)	8
Households in Poverty (Male Householder)	70	(0.6%)	97	1,038	(0.5%)	8	5,559	(0.7%)	112
Households in Poverty (Female Householder)	543	(4.8%)	162	4,972	(2.4%)	83	25,303	(3.2%)	110
Households in Poverty (Non-Family)	786	(6.9%)	110	15,411	(7.6%)	121	68,019	(8.7%)	139
Households in Poverty (Non-Family Student)	38	(<0.5%)	54	1,864	(0.9%)	148	6,020	(0.8%)	124
Wealth per Household									
Household Average Wealth	$219,959.24		91	$249,570.17		103	$240,065.42		99
Household Median Wealth	$62,433.5		7	$79,305.95		98	$70,139.88		87
<$0K	2,151	(19%)	109	36,475	(18%)	103	146,581	(18.8%)	108
$0K - $5K	1,132	(10%)	116	18,221	(9%)	105	74,626	(9.6%)	112
$5K - $10K	573	(5%)	111	9,503	(4.7%)	103	38,466	(4.9%)	108
$10K - $25K	760	(6.7%)	105	12,838	(6.3%)	100	50,718	(6.5%)	102
$25K - $50K	776	(6.8%)	101	13,176	(6.5%)	96	50,779	(6.5%)	96

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

Benchmark: Nationwide

	🟣 **1 Mile**			🟠 **3 Mile**			🔵 **5 Mile**		
$50K - $100K	1,132	(10%)	98	19,215	(9.5%)	93	72,890	(9.3%)	91
$100K - $250K	1,939	(17.1%)	95	34,696	(17.1%)	95	129,688	(16.6%)	92
$250K - $500K	1,379	(12.2%)	92	26,440	(13%)	99	97,978	(12.5%)	95
>$500K	1,505	(13.3%)	89	32,387	(16%)	107	119,335	(15.3%)	103

Vehicles per Household

Total Number of Vehicles	14,215			154,025			401,343		
Average Number of Vehicles	1.25		69	0.76		42	0.51		28
No Vehicles	2,237	(19.7%)	238	96,088	(47.3%)	572	486,623	(62.3%)	753
1 Vehicle	5,391	(47.5%)	145	72,036	(35.5%)	108	213,970	(27.4%)	84
2 Vehicles	2,702	(23.8%)	65	25,872	(12.7%)	35	61,041	(7.8%)	21
3 or more Vehicles	1,017	(9%)	41	8,955	(4.4%)	20	19,427	(2.5%)	11

Population Change

Births	411	5,306	20,810
Deaths	213	3,747	12,766
Migration	11	1,113	-6,691

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

Benchmark: Nationwide

	🟣 1 Mile	🟠 3 Mile	🔵 5 Mile
Workplace			
Total Businesses	591	12,287	98,773
Total Employees	4,637	133,392	1.6M

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