Benchmark: Nationwide

	🟣 1 Mile		🟠 3 Mile		🔵 5 Mile	
Overview						
Population	17,792		102,548		209,667	
Households	8,595		45,544		84,884	
Persons per Household	2.05	86	2.22	87	2.43	95
Household Median Income	$133,635.09	168	$143,764.7	181	$145,116.12	182
Household Median Disposable Income	$110,600.07	161	$117,816.64	172	$118,847.06	173
Household Median Discretionary Income	$91,429.84	179	$97,497.62	191	$96,637.08	190
Average Income Per Person	$84,110.71	195	$87,169.21	202	$83,073.44	193
Median Rent	$2,501.66	178	$2,494.18	177	$2,465.47	175
Median House Value	$1.1M	288	$1.17M	308	$1.19M	313
Households in Poverty	691 (8%)	63	2,806 (6.2%)	49	5,336 (6.3%)	50
Household Median Wealth	$84,296.58	104	$112,159.18	138	$111,075.41	137
Average Age	41.74	102	46.18	113	44.76	109
Median Age	40.45	101	46.28	115	45.27	113
Households with Children	1,615 (18.8%)	70	10,003 (22%)	8	22,350 (26.3%)	98
High School Graduate or Higher	13,051 (95.9%)	107	75,673 (97.4%)	109	145,617 (94.6%)	106

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Bachelor's Degree or Higher	9,343	(68.7%)	196	53,646	(69%)	197	97,183	(63.2%)	180
Pop density (per sq mi)	6,675			3,649			2,663		
Area (based on blockgroups)	3			28			79		

Population

	1 Mile	3 Mile	5 Mile
Population 2024 Q4	17,792	102,548	209,667
Population 2024 Q3	17,795	102,619	209,822
Population 2024 Q2	17,749	102,499	209,741
Population 2024 Q1	17,505	101,993	209,433
Population 2023 Q4	17,526	102,066	209,568
Population 2023 Q3	17,344	101,539	209,058
Population 2023 Q2	17,347	101,584	209,170
Population 2023 Q1	17,366	101,685	209,360
Population 2022 Q4	17,370	101,778	209,502
Population 5 Years Forecast	18,792	105,773	214,429
Population 10 Years Forecast	19,763	109,913	221,855
Persons per Household	2.05 (80)	2.22 (87)	2.43 (95)

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

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Group Quarters	179	(1%)	43	1,329	(1.3%)	55	3,020	(1.4%)	61
Transient Population - Average Last 4 Quarters				1,121	(1.1%)	84	1,924	(0.9%)	71
Households									
Households 2024 Q4	8,595			45,544			84,884		
Households 2024 Q3	8,592			45,549			84,898		
Households 2024 Q2	8,572			45,513			84,885		
Households 2024 Q1	8,451			45,269			84,706		
Households 2023 Q4	8,461			45,309			84,768		
Households 2023 Q3	8,366			45,088			84,553		
Households 2023 Q2	8,368			45,126			84,618		
Households 2023 Q1	8,377			45,171			84,696		
Households 2022 Q4	8,380			45,225			84,766		
Households 5 Years Forecast	9,097			46,998			86,910		
Households 10 Years Forecast	9,576			48,854			89,986		

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		
Gender									
Male	8,602	(48.3%)	99	48,313	(47.1%)	96	100,650	(48%)	98
Female	9,190	(51.7%)	101	54,235	(52.9%)	104	109,017	(52%)	102
Ethnicity									
White	10,775	(60.6%)	105	65,654	(64%)	111	124,921	(59.6%)	103
Hispanic (Ethnic)	2,597	(14.6%)	75	11,709	(11.4%)	58	34,486	(16.4%)	84
Asian	2,525	(14.2%)	247	15,720	(15.3%)	266	30,639	(14.6%)	254
Other	1,485	(8.3%)	161	7,212	(7%)	135	15,188	(7.2%)	139
Black	410	(2.3%)	20	2,253	(2.2%)	19	4,433	(2.1%)	18
Household by Ethnicity									
White	5,430	(63.2%)	103	29,712	(65.2%)	106	53,738	(63.3%)	103
Asian	1,136	(13.2%)	292	6,219	(13.7%)	301	11,083	(13.1%)	288
Other	917	(10.7%)	141	4,143	(9.1%)	120	8,462	(10%)	131
Hispanic (Ethnic)	914	(10.6%)	70	4,537	(10%)	65	9,743	(11.5%)	75
Black	198	(2.3%)	21	933	(2%)	18	1,858	(2.2%)	20
Households Income									

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile	
Household Average Income	$172,557.59	155		$194,220.08	175		$202,933.88	182
Average Income Per Person	$84,110.71	195		$87,169.21	202		$83,073.44	193
Household Median Income	$133,635.09	168		$143,764.7	181		$145,116.12	182
<$15K	465	(5.4%)	67	2,080	(4.6%)	56	3,879	(4.6%)	56
$15K - $25K	162	(1.9%)	29	1,164	(2.6%)	39	2,122	(2.5%)	39
$25K - $35K	251	(2.9%)	43	1,400	(3.1%)	46	2,755	(3.2%)	48
$35K - $50K	425	(4.9%)	48	2,792	(6.1%)	60	4,812	(5.7%)	55
$50K - $75K	730	(8.5%)	54	4,228	(9.3%)	59	7,949	(9.4%)	60
$75K - $100K	1,042	(12.1%)	95	4,069	(8.9%)	70	7,919	(9.3%)	73
$100K - $150K	1,701	(19.8%)	112	7,947	(17.4%)	99	14,284	(16.8%)	95
$150K - $175K	927	(10.8%)	172	3,965	(8.7%)	139	7,053	(8.3%)	132
$175K - $200K	534	(6.2%)	95	4,965	(10.9%)	166	11,046	(13%)	198
$200K - $250K	1,321	(15.4%)	295	7,247	(15.9%)	305	12,917	(15.2%)	292
$250K - $500K	565	(6.6%)	295	3,107	(6.8%)	306	5,541	(6.5%)	293
>$500K	472	(5.5%)	295	2,580	(5.7%)	304	4,607	(5.4%)	291

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	$120,398.93		146	$123,403.4		150	$123,124.02		149
Household Median Disposable Income	$110,600.07		161	$117,816.64		172	$118,847.06		173
<$15K	483	(5.6%)	64	2,217	(4.9%)	55	4,111	(4.8%)	55
$15K - $25K	220	(2.6%)	34	1,522	(3.3%)	44	2,767	(3.3%)	43
$25K - $35K	224	(2.6%)	33	1,657	(3.6%)	46	3,076	(3.6%)	46
$35K - $50K	626	(7.3%)	60	3,342	(7.3%)	60	5,946	(7%)	57
$50K - $75K	1,020	(11.9%)	67	5,013	(11%)	62	9,720	(11.5%)	65
$75K - $100K	1,292	(15%)	105	5,439	(11.9%)	84	10,030	(11.8%)	83
$100K - $150K	2,177	(25.3%)	141	9,935	(21.8%)	122	18,057	(21.3%)	119
$150K - $175K	670	(7.8%)	128	6,110	(13.4%)	220	12,793	(15.1%)	247
$175K - $200K	555	(6.5%)	293	3,030	(6.7%)	302	5,399	(6.4%)	289
$200K - $250K	534	(6.2%)	291	2,932	(6.4%)	301	5,225	(6.2%)	288
$250K - $500K	730	(8.5%)	290	4,003	(8.8%)	300	7,143	(8.4%)	287
>$500K	64	(0.7%)	289	344	(0.8%)	294	617	(0.7%)	283

Discretionary Households Income

	1 Mile			3 Mile			5 Mile		
Household Average Discretionary Income	$92,781.46		151	$97,899.94		160	$96,980.01		158

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	$91,429.84		179	$97,497.62		191	$96,637.08		190
<$10K	446	(5.2%)	56	1,794	(3.9%)	43	3,599	(4.2%)	46
$10K - $20K	261	(3%)	29	1,628	(3.6%)	34	3,346	(3.9%)	37
$20K - $30K	366	(4.3%)	40	2,365	(5.2%)	49	4,626	(5.4%)	51
$30K - $40K	405	(4.7%)	47	2,757	(6.1%)	61	5,259	(6.2%)	62
$40K - $50K	494	(5.7%)	65	2,545	(5.6%)	63	4,532	(5.3%)	60
$50K - $75K	1,595	(18.6%)	107	5,986	(13.1%)	75	11,627	(13.7%)	7
$75K - $100K	1,211	(14.1%)	120	6,364	(14%)	119	10,909	(12.9%)	110
$100K - $125K	1,322	(15.4%)	190	5,539	(12.2%)	150	9,803	(11.5%)	143
$125K - $150K	918	(10.7%)	161	7,456	(16.4%)	246	14,757	(17.4%)	262
>$150K	1,577	(18.3%)	311	9,110	(20%)	339	16,426	(19.4%)	327

Households Income by Ethnicity

	1 Mile			3 Mile			5 Mile		
Average Income - White	$131,683.37		138	$130,409.19		137	$132,645.56		139
Median Income - White	$145,604.88		168	$148,019.92		171	$153,680.04		177
Average Income - Black	$86,809.39		126	$98,452.44		142	$93,983.46		136
Median Income - Black	$84,374.62		152	$88,364.85		159	$74,003.81		34

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

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Average Income - Asian	$123,920.88	110	$131,033.36	116	$134,876.22	119
Median Income - Asian	$140,229.28	123	$152,740.44	133	$158,879.81	139
Average Income - Hispanic	$118,408.9	146	$123,226.88	152	$112,744.08	139
Median Income - Hispanic	$117,293.83	169	$130,201.31	187	$108,922.76	157
Average Income - Other	$118,943.68	133	$127,222.18	142	$122,897.1	137
Median Income - Other	$118,338.68	149	$136,931.34	172	$129,326.75	162

Age

	1 Mile			3 Mile			5 Mile		
Average Age	41.74		102	46.18		113	44.76		109
Median Age	40.45		101	46.28		115	45.27		113
0-4	1,120	(6.3%)	117	4,748	(4.6%)	86	9,453	(4.5%)	83
5-13	1,425	(8%)	78	9,073	(8.8%)	86	19,693	(9.4%)	91
14-17	614	(3.5%)	65	4,116	(4%)	76	9,824	(4.7%)	88
18-21	598	(3.4%)	61	4,000	(3.9%)	71	9,761	(4.7%)	85
22-24	429	(2.4%)	58	2,893	(2.8%)	68	7,068	(3.4%)	8
25-29	934	(5.2%)	89	4,128	(4%)	68	9,510	(4.5%)	7
30-34	1,671	(9.4%)	144	5,982	(5.8%)	89	11,291	(5.4%)	83

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
35-39	1,931	(10.9%)	164	7,299	(7.1%)	108	13,450	(6.4%)	97
40-44	1,531	(8.6%)	134	7,028	(6.9%)	107	13,896	(6.6%)	104
45-49	1,208	(6.8%)	113	6,260	(6.1%)	102	13,047	(6.2%)	104
50-54	1,096	(6.2%)	103	6,187	(6%)	101	12,988	(6.2%)	104
55-59	1,091	(6.1%)	100	6,186	(6%)	98	13,425	(6.4%)	104
60-64	997	(5.6%)	87	6,564	(6.4%)	100	13,869	(6.6%)	103
65-69	916	(5.1%)	85	6,537	(6.4%)	105	13,417	(6.4%)	106
70-74	793	(4.5%)	89	6,203	(6%)	120	11,995	(5.7%)	114
75-79	634	(3.6%)	93	5,717	(5.6%)	145	10,587	(5%)	131
80-84	361	(2%)	85	4,310	(4.2%)	175	7,700	(3.7%)	153
85+	443	(2.5%)	123	5,317	(5.2%)	256	8,693	(4.1%)	205

Age - Male

	1 Mile			3 Mile			5 Mile		
Male Average Age	41.03		103	44.14		111	43.13		108
Male Median Age	40.16		105	43.33		114	42.71		112
0-4	571	(6.6%)	118	2,430	(5%)	89	4,828	(4.8%)	85
5-13	690	(8%)	75	4,597	(9.5%)	89	9,966	(9.9%)	92

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	303	(3.5%)	64	2,129	(4.4%)	8	5,050	(5%)	91
18-21	295	(3.4%)	60	2,092	(4.3%)	75	5,053	(5%)	87
22-24	208	(2.4%)	55	1,509	(3.1%)	72	3,661	(3.6%)	83
25-29	472	(5.5%)	89	2,022	(4.2%)	68	4,829	(4.8%)	78
30-34	782	(9.1%)	136	2,878	(6%)	89	5,629	(5.6%)	84
35-39	949	(11%)	165	3,546	(7.3%)	110	6,583	(6.5%)	98
40-44	779	(9.1%)	140	3,544	(7.3%)	114	6,974	(6.9%)	107
45-49	600	(7%)	116	3,034	(6.3%)	105	6,336	(6.3%)	105
50-54	550	(6.4%)	107	2,974	(6.2%)	103	6,270	(6.2%)	105
55-59	510	(5.9%)	97	2,962	(6.1%)	101	6,507	(6.5%)	106
60-64	491	(5.7%)	91	3,121	(6.5%)	103	6,685	(6.6%)	105
65-69	434	(5%)	87	2,947	(6.1%)	105	6,164	(6.1%)	105
70-74	359	(4.2%)	88	2,671	(5.5%)	117	5,297	(5.3%)	111
75-79	306	(3.6%)	101	2,388	(4.9%)	140	4,564	(4.5%)	129
80-84	144	(1.7%)	80	1,675	(3.5%)	167	3,156	(3.1%)	151
85+	159	(1.8%)	125	1,794	(3.7%)	252	3,098	(3.1%)	209

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Age - Female									
Female Average Age	42.41		101	47.99		114	46.27		110
Female Median Age	40.76		99	48.22		117	46.87		114
0-4	549	(6%)	116	2,318	(4.3%)	83	4,625	(4.2%)	8
5-13	735	(8%)	8	4,476	(8.3%)	83	9,727	(8.9%)	90
14-17	311	(3.4%)	66	1,987	(3.7%)	72	4,774	(4.4%)	86
18-21	303	(3.3%)	63	1,908	(3.5%)	67	4,708	(4.3%)	8
22-24	221	(2.4%)	61	1,384	(2.6%)	65	3,407	(3.1%)	7
25-29	462	(5%)	88	2,106	(3.9%)	68	4,681	(4.3%)	75
30-34	889	(9.7%)	152	3,104	(5.7%)	90	5,662	(5.2%)	8
35-39	982	(10.7%)	164	3,753	(6.9%)	106	6,867	(6.3%)	97
40-44	752	(8.2%)	129	3,484	(6.4%)	101	6,922	(6.3%)	100
45-49	608	(6.6%)	111	3,226	(5.9%)	99	6,711	(6.2%)	103
50-54	546	(5.9%)	100	3,213	(5.9%)	99	6,718	(6.2%)	103
55-59	581	(6.3%)	102	3,224	(5.9%)	96	6,918	(6.3%)	103
60-64	506	(5.5%)	84	3,443	(6.3%)	97	7,184	(6.6%)	101

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
65-69	482	(5.2%)	83	3,590	(6.6%)	105	7,253	(6.7%)	106
70-74	434	(4.7%)	89	3,532	(6.5%)	123	6,698	(6.1%)	116
75-79	328	(3.6%)	86	3,329	(6.1%)	148	6,023	(5.5%)	133
80-84	217	(2.4%)	87	2,635	(4.9%)	180	4,544	(4.2%)	154
85+	284	(3.1%)	121	3,523	(6.5%)	254	5,595	(5.1%)	201

Employment by Occupation

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	10,270			51,477			105,655		
Professional Specialty	3,663	(35.7%)	144	18,072	(35.1%)	142	33,062	(31.3%)	127
Managerial/Executive	2,658	(25.9%)	149	15,731	(30.6%)	176	30,944	(29.3%)	169
Sales	1,316	(12.8%)	137	5,204	(10.1%)	108	10,623	(10.1%)	108
Office Admin	717	(7%)	66	3,769	(7.3%)	69	7,500	(7.1%)	67
Food Preparation & Serving	457	(4.4%)	87	1,443	(2.8%)	55	4,033	(3.8%)	75
Production & Transportation	428	(4.2%)	32	2,399	(4.7%)	36	5,327	(5%)	39
Construction	304	(3%)	37	1,298	(2.5%)	32	4,030	(3.8%)	48
Protective	257	(2.5%)	116	1,004	(2%)	90	1,999	(1.9%)	87
Personal Care	221	(2.2%)	86	1,200	(2.3%)	93	2,500	(2.4%)	95

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

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Healthcare support	122	(1.2%)	36	695	(1.4%)	41	2,513	(2.4%)	72
Farming, Fishing & Forestry	64	(0.6%)	108	80	(<0.5%)	27	170	(<0.5%)	28
Building Maintenance & Cleaning	63	(0.6%)	18	582	(1.1%)	33	2,954	(2.8%)	8

Employment by Industry

	● 1 Mile			● 3 Mile			● 5 Mile		
Total Employees (16+ Years Old)	10,270			51,477			105,655		
Educational Services	2,180	(21.2%)	91	11,055	(21.5%)	92	23,528	(22.3%)	95
Professional Services	2,103	(20.5%)	254	10,991	(21.4%)	265	18,712	(17.7%)	220
Financial, Insurance & Real Estate	1,248	(12.2%)	181	6,000	(11.7%)	173	11,755	(11.1%)	165
Wholesale Retail	1,032	(10%)	76	5,484	(10.7%)	8	11,457	(10.8%)	8
Entertainment Services	706	(6.9%)	7	3,065	(6%)	69	7,923	(7.5%)	86
Agriculture/Mining/Construction	638	(6.2%)	73	2,981	(5.8%)	68	6,658	(6.3%)	74
Other Professional Services	544	(5.3%)	113	1,769	(3.4%)	73	4,170	(3.9%)	84
Manufacturing	539	(5.2%)	53	3,061	(5.9%)	60	5,757	(5.4%)	55
Transportation	378	(3.7%)	63	2,199	(4.3%)	73	4,196	(4%)	68
Public Administration	367	(3.6%)	7	2,062	(4%)	84	3,607	(3.4%)	71
Administrative/Waste Services	269	(2.6%)	63	1,340	(2.6%)	62	5,060	(4.8%)	115

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Information	266	(2.6%)	139	1,358	(2.6%)	141	2,654	(2.5%)	35
Management Services				112	(<0.5%)	172	178	(<0.5%)	33
Language Spoken									
Speak English at Home	11,971	(71.8%)	93	72,959	(74.6%)	96	143,192	(71.5%)	92
Speak Other Language at Home	3,374	(20.2%)	239	17,883	(18.3%)	216	35,017	(17.5%)	207
Speak Spanish at Home	1,327	(8%)	56	6,958	(7.1%)	50	22,005	(11%)	7
Ancestry									
Other	3,481	(19.6%)	93	19,745	(19.3%)	91	40,140	(19.1%)	91
Unclassified	1,980	(11.1%)	69	11,190	(10.9%)	67	21,416	(10.2%)	63
Other European (e.g. Greek/Russian)	1,437	(8.1%)	255	6,711	(6.5%)	207	11,329	(5.4%)	171
Mexican	1,355	(7.6%)	69	6,065	(5.9%)	54	19,913	(9.5%)	86
British	1,103	(6.2%)	117	7,545	(7.4%)	139	13,982	(6.7%)	126
Scottish/Irish	1,098	(6.2%)	93	7,361	(7.2%)	108	14,605	(7%)	105
German	1,078	(6.1%)	7	6,945	(6.8%)	87	12,730	(6.1%)	7
South East Asian (e.g. Vietnamese)	704	(4%)	225	3,337	(3.3%)	185	7,253	(3.5%)	196
Chinese	672	(3.8%)	303	4,982	(4.9%)	389	10,347	(4.9%)	395

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		
Middle Eastern	651	(3.7%)	589	2,536	(2.5%)	398	4,611	(2.2%)	354
Other Hispanic	517	(2.9%)	203	1,922	(1.9%)	131	4,656	(2.2%)	155
Scandinavian	511	(2.9%)	151	3,639	(3.5%)	187	6,995	(3.3%)	176
Italian	487	(2.7%)	92	3,500	(3.4%)	115	7,342	(3.5%)	118
South Central Asian (e.g. Indian)	469	(2.6%)	169	3,089	(3%)	193	5,101	(2.4%)	156
Other Asian	353	(2%)	465	1,623	(1.6%)	371	3,261	(1.6%)	364
South American	351	(2%)	158	1,668	(1.6%)	130	3,515	(1.7%)	34
American	339	(1.9%)	40	2,241	(2.2%)	46	4,193	(2%)	42
Central American	265	(1.5%)	90	1,330	(1.3%)	78	4,792	(2.3%)	137
French	231	(1.3%)	105	1,595	(1.6%)	126	2,943	(1.4%)	113
Korean	225	(1.3%)	244	1,468	(1.4%)	276	2,580	(1.2%)	238
Dutch	102	(0.6%)	95	665	(0.6%)	107	1,268	(0.6%)	100
Japanese	102	(0.6%)	239	1,221	(1.2%)	496	2,097	(1%)	417
Polish	97	(0.5%)	36	1,120	(1.1%)	71	2,176	(1%)	68
Puerto Rican	70	(<0.5%)	14	514	(0.5%)	18	1,128	(0.5%)	19
Hawaiian/Pacific Islander	45	(<0.5%)	142	192	(<0.5%)	105	481	(<0.5%)	128

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

URBAN **EDGE**

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Cuban	39	(<0.5%)	30	206	(<0.5%)	28	477	(<0.5%)	31
Native American (Indian/Eskimo)	30	(<0.5%)	27	134	(<0.5%)	21	331	(<0.5%)	25
Dominican				4	(<0.5%)	1	5	(<0.5%)	

Education (Age 25+)

	1 Mile			3 Mile			5 Mile		
Total Educated Population	13,606			77,718			153,868		
Elementary (0 to 8 Years)	236	(1.7%)	36	934	(1.2%)	25	4,117	(2.7%)	56
Some High School (9 to 11 Years)	319	(2.3%)	40	1,111	(1.4%)	24	4,134	(2.7%)	46
High School Graduate (12 Years)	1,096	(8.1%)	31	6,770	(8.7%)	33	16,036	(10.4%)	40
Some College (13 to 16 Years)	1,868	(13.7%)	71	10,434	(13.4%)	69	21,666	(14.1%)	73
Associates Degree Only	744	(5.5%)	62	4,823	(6.2%)	70	10,732	(7%)	7
Bachelor's Degree Only	4,959	(36.4%)	171	29,086	(37.4%)	176	55,038	(35.8%)	168
Graduate Degree	4,384	(32.2%)	234	24,560	(31.6%)	230	42,145	(27.4%)	199

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	8,595			45,544			84,884		
One Person Households	3,432	(39.9%)	145	15,421	(33.9%)	123	23,819	(28.1%)	102
Married Couple	3,089	(35.9%)	75	21,476	(47.2%)	98	44,433	(52.3%)	109
Male Householder	492	(5.7%)	113	1,683	(3.7%)	73	3,486	(4.1%)	8
Female Householder	636	(7.4%)	59	2,886	(6.3%)	51	6,897	(8.1%)	65
Non Family Households	946	(11%)	155	4,078	(9%)	126	6,249	(7.4%)	104
Household Size									
Households	8,595			45,544			84,884		
1 Person Household	3,432	(39.9%)	145	15,421	(33.9%)	123	23,819	(28.1%)	102
2 Person Household	2,910	(33.9%)	103	15,576	(34.2%)	104	28,866	(34%)	103
3 Person Household	1,072	(12.5%)	80	6,227	(13.7%)	87	12,860	(15.2%)	97
4 Person Household	817	(9.5%)	73	5,669	(12.4%)	95	12,387	(14.6%)	111
5 Person Household	246	(2.9%)	45	1,812	(4%)	63	4,515	(5.3%)	84
6 Person Household	73	(0.8%)	31	523	(1.1%)	42	1,487	(1.8%)	64
7+ Person Household	45	(0.5%)	29	316	(0.7%)	38	950	(1.1%)	62

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Housing Units									
Total Housing Units	9,299			48,026			88,748		
Renter Occupied Housing	5,461			17,744			29,525		
Owner Occupied Housing	3,134			27,800			55,359		
Vacant Housing	704			2,482			3,864		
Housing Rent									
Average Rent	$2,525.98		164	$2,490.75		161	$2,487.54		161
Median Rent	$2,501.66		178	$2,494.18		177	$2,465.47		175
Total Cash Rents Housing	5,293			17,208			28,537		
<$300	21	(<0.5%)	14	233	(1.4%)	48	252	(0.9%)	31
$300-$500	40	(0.8%)	20	225	(1.3%)	34	280	(1%)	25
$500-$750	77	(1.5%)	17	275	(1.6%)	18	386	(1.4%)	15
$750-$1000	64	(1.2%)	9	306	(1.8%)	14	514	(1.8%)	14
$1000-$1500	324	(6.1%)	23	1,219	(7.1%)	27	2,262	(7.9%)	30
$1500-$2000	771	(14.6%)	69	2,611	(15.2%)	72	4,825	(16.9%)	80
$2000-$2500	1,346	(25.4%)	217	3,779	(22%)	188	6,176	(21.6%)	185

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$2500-$3000	1,052	(19.9%)	346	3,157	(18.3%)	319	4,981	(17.5%)	304
$3000-$3500	843	(15.9%)	524	2,485	(14.4%)	475	3,895	(13.6%)	449
>$3500	755	(14.3%)	391	2,918	(17%)	465	4,966	(17.4%)	477
Value of Owner-Occupied Housing Units									
Average House Value	$1.21M		232	$1.37M		261	$1.41M		270
Median House Value	$1.1M		288	$1.17M		308	$1.19M		313
Owner Occupied Housing	3,134			27,800			55,359		
<$100K	141	(4.5%)	53	400	(1.4%)	17	1,008	(1.8%)	21
$100K - $200K				154	(0.6%)	4	609	(1.1%)	8
$200K - $300K	77	(2.5%)	15	313	(1.1%)	7	739	(1.3%)	8
$300K - $400K	201	(6.4%)	44	793	(2.9%)	20	1,336	(2.4%)	17
$400K - $500K	209	(6.7%)	58	1,397	(5%)	44	2,167	(3.9%)	34
$500K - $1000K	724	(23.1%)	93	6,980	(25.1%)	101	14,005	(25.3%)	102
>$1000K	1,782	(56.9%)	521	17,763	(63.9%)	585	35,495	(64.1%)	587

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Poverty									
Households in Poverty	691	(8%)	63	2,806	(6.2%)	49	5,336	(6.3%)	50
Households Above Poverty	7,904	(92%)	105	42,738	(93.8%)	107	79,548	(93.7%)	107
Households in Poverty (Married)	80	(0.9%)	43	357	(0.8%)	36	964	(1.1%)	52
Households in Poverty (Male Householder)	113	(1.3%)	206	247	(0.5%)	85	426	(0.5%)	7
Households in Poverty (Female Householder)	135	(1.6%)	53	304	(0.7%)	23	727	(0.9%)	29
Households in Poverty (Non-Family)	330	(3.8%)	61	1,754	(3.9%)	61	2,944	(3.5%)	55
Households in Poverty (Non-Family Student)	33	(<0.5%)	62	144	(<0.5%)	51	275	(<0.5%)	52
Wealth per Household									
Household Average Wealth	$258,213.5		107	$282,431.49		117	$280,494.41		116
Household Median Wealth	$84,296.58		104	$112,159.18		138	$111,075.41		137
<$0K	1,526	(17.8%)	102	7,104	(15.6%)	90	13,230	(15.6%)	90
$0K - $5K	725	(8.4%)	99	3,189	(7%)	8	5,936	(7%)	8
$5K - $10K	396	(4.6%)	101	1,796	(3.9%)	87	3,329	(3.9%)	86
$10K - $25K	540	(6.3%)	99	2,636	(5.8%)	91	4,916	(5.8%)	91
$25K - $50K	559	(6.5%)	96	2,927	(6.4%)	95	5,500	(6.5%)	95

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
$50K - $100K	804	(9.4%)	92	4,439	(9.7%)	96	8,368	(9.9%)	97
$100K - $250K	1,462	(17%)	94	8,401	(18.4%)	102	15,751	(18.6%)	103
$250K - $500K	1,144	(13.3%)	101	6,671	(14.6%)	111	12,417	(14.6%)	111
>$500K	1,439	(16.7%)	113	8,381	(18.4%)	124	15,437	(18.2%)	122

Vehicles per Household

Total Number of Vehicles	12,791			77,437			158,405		
Average Number of Vehicles	1.49		8	1.7		93	1.87		102
No Vehicles	612	(7.1%)	86	2,957	(6.5%)	7	4,218	(5%)	60
1 Vehicle	4,389	(51.1%)	156	18,294	(40.2%)	122	29,277	(34.5%)	105
2 Vehicles	2,547	(29.6%)	8	16,542	(36.3%)	98	32,543	(38.3%)	104
3 or more Vehicles	1,047	(12.2%)	55	7,751	(17%)	7	18,846	(22.2%)	101

Population Change

Births	188	823	1,724
Deaths	134	1,224	2,219
Migration	223	945	714

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
Workplace			
Total Businesses	2,923	6,971	10,674
Total Employees	26,159	60,684	88,710

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