Benchmark: Nationwide

	🟣 1 Mile		🟠 3 Mile		🔵 5 Mile	
Overview						
Population	19,101		142,513		326,129	
Households	6,817		49,155		113,989	
Persons per Household	2.79	109	2.88	113	2.83	111
Household Median Income	$85,390.55	107	$87,523.82	110	$106,337.82	134
Household Median Disposable Income	$72,060.03	105	$73,780.59	108	$87,204.6	127
Household Median Discretionary Income	$45,982.23	90	$48,914.12	96	$62,911.85	123
Average Income Per Person	$40,261.8	93	$38,784	90	$46,721.77	108
Median Rent	$1,896.24	135	$1,809.82	129	$1,865.93	132
Median House Value	$491,082.16	129	$506,118.08	133	$624,021.56	164
Households in Poverty	586 (8.6%)	68	6,298 (12.8%)	101	10,624 (9.3%)	74
Household Median Wealth	$73,992.32	91	$70,343.48	87	$86,008.75	106
Average Age	40.49	99	39.7	97	40.75	99
Median Age	40.35	100	38.56	96	40.67	101
Households with Children	2,069 (30.4%)	113	15,785 (32.1%)	120	36,970 (32.4%)	121
High School Graduate or Higher	11,848 (87.6%)	98	81,317 (82.2%)	92	200,219 (87.1%)	97

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Bachelor's Degree or Higher	3,663	(27.1%)	7	30,158	(30.5%)	87	89,533	(38.9%)	111
Pop density (per sq mi)	6,487			5,410			4,826		
Area (based on blockgroups)	3			26			68		

Population

Population 2024 Q4	19,101	142,513	326,129
Population 2024 Q3	18,961	142,365	325,924
Population 2024 Q2	18,961	142,535	326,140
Population 2024 Q1	18,940	142,471	325,900
Population 2023 Q4	18,964	142,989	326,292
Population 2023 Q3	18,973	142,812	326,158
Population 2023 Q2	18,968	142,820	326,126
Population 2023 Q1	18,882	142,069	325,316
Population 2022 Q4	18,817	141,942	325,184
Population 5 Years Forecast	19,900	147,299	333,780
Population 10 Years Forecast	20,565	151,621	341,592
Persons per Household	2.79 109	2.88 113	2.83 111

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Group Quarters	107	(0.6%)	24	920	(0.6%)	27	3,228	(1%)	42
Transient Population - Average Last 4 Quarters	185	(1%)	75	1,566	(1.1%)	85	2,117	(0.6%)	50

Households

	1 Mile	3 Mile	5 Mile
Households 2024 Q4	6,817	49,155	113,989
Households 2024 Q3	6,768	49,095	113,883
Households 2024 Q2	6,765	49,149	113,942
Households 2024 Q1	6,758	49,131	113,863
Households 2023 Q4	6,769	49,302	113,979
Households 2023 Q3	6,771	49,234	113,930
Households 2023 Q2	6,768	49,238	113,920
Households 2023 Q1	6,735	48,951	113,606
Households 2022 Q4	6,715	48,914	113,574
Households 5 Years Forecast	7,125	50,916	116,805
Households 10 Years Forecast	7,374	52,477	119,636

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	9,324	(48.8%)	100	69,505	(48.8%)	100	159,951	(49%)	100
Female	9,777	(51.2%)	100	73,008	(51.2%)	100	166,178	(51%)	100
Ethnicity									
Hispanic (Ethnic)	8,858	(46.4%)	238	66,503	(46.7%)	239	95,457	(29.3%)	150
White	5,692	(29.8%)	52	37,230	(26.1%)	45	126,008	(38.6%)	67
Asian	2,314	(12.1%)	210	23,255	(16.3%)	283	67,294	(20.6%)	358
Black	1,712	(9%)	76	11,635	(8.2%)	69	27,263	(8.4%)	71
Other	525	(2.7%)	53	3,890	(2.7%)	53	10,107	(3.1%)	60
Household by Ethnicity									
Hispanic (Ethnic)	3,128	(45.9%)	301	20,871	(42.5%)	279	30,473	(26.7%)	176
White	2,063	(30.3%)	49	14,137	(28.8%)	47	48,196	(42.3%)	69
Black	599	(8.8%)	7	4,334	(8.8%)	8	9,722	(8.5%)	7
Other	516	(7.6%)	100	3,437	(7%)	92	7,732	(6.8%)	89
Asian	511	(7.5%)	165	6,376	(13%)	286	17,866	(15.7%)	346

Households Income

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Household Average Income	$112,295.16		101	$111,997.89		101	$133,067.19		120
Average Income Per Person	$40,261.8		93	$38,784		90	$46,721.77		108
Household Median Income	$85,390.55		107	$87,523.82		110	$106,337.82		134
<$15K	412	(6%)	75	3,734	(7.6%)	94	6,704	(5.9%)	73
$15K - $25K	319	(4.7%)	72	3,325	(6.8%)	105	5,401	(4.7%)	73
$25K - $35K	665	(9.8%)	145	2,765	(5.6%)	84	5,209	(4.6%)	68
$35K - $50K	420	(6.2%)	60	3,938	(8%)	78	8,078	(7.1%)	69
$50K - $75K	1,104	(16.2%)	103	7,173	(14.6%)	93	14,695	(12.9%)	8
$75K - $100K	1,079	(15.8%)	123	6,653	(13.5%)	106	13,921	(12.2%)	95
$100K - $150K	1,030	(15.1%)	85	8,680	(17.7%)	100	21,814	(19.1%)	108
$150K - $175K	641	(9.4%)	150	3,848	(7.8%)	125	10,312	(9%)	144
$175K - $200K	368	(5.4%)	82	3,663	(7.5%)	114	12,236	(10.7%)	164
$200K - $250K	436	(6.4%)	123	3,010	(6.1%)	117	8,742	(7.7%)	147
$250K - $500K	186	(2.7%)	122	1,289	(2.6%)	118	3,745	(3.3%)	147
>$500K	157	(2.3%)	124	1,077	(2.2%)	118	3,132	(2.7%)	147

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	$86,221.49		105	$86,645.03		105	$97,588.98		118
Household Median Disposable Income	$72,060.03		105	$73,780.59		108	$87,204.6		127
<$15K	431	(6.3%)	72	4,006	(8.1%)	93	7,198	(6.3%)	72
$15K - $25K	551	(8.1%)	106	3,989	(8.1%)	107	6,550	(5.7%)	75
$25K - $35K	615	(9%)	115	2,997	(6.1%)	7	5,949	(5.2%)	66
$35K - $50K	674	(9.9%)	8	5,329	(10.8%)	89	10,677	(9.4%)	7
$50K - $75K	1,298	(19%)	107	8,655	(17.6%)	99	18,180	(15.9%)	90
$75K - $100K	947	(13.9%)	97	7,096	(14.4%)	101	16,269	(14.3%)	100
$100K - $150K	1,405	(20.6%)	115	9,722	(19.8%)	110	26,778	(23.5%)	31
$150K - $175K	308	(4.5%)	74	3,298	(6.7%)	110	10,710	(9.4%)	154
$175K - $200K	158	(2.3%)	105	1,096	(2.2%)	101	3,109	(2.7%)	124
$200K - $250K	173	(2.5%)	119	1,191	(2.4%)	113	3,446	(3%)	141
$250K - $500K	235	(3.4%)	118	1,628	(3.3%)	113	4,713	(4.1%)	141
>$500K	22	(<0.5%)	125	148	(<0.5%)	117	410	(<0.5%)	140

Discretionary Households Income

	1 Mile			3 Mile			5 Mile		
Household Average Discretionary Income	$58,540.52		95	$58,539.35		95	$71,161.61		116

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Household Median Discretionary Income	$45,982.23		90	$48,914.12		96	$62,911.85		123
<$10K	435	(6.4%)	69	5,060	(10.3%)	111	8,018	(7%)	76
$10K - $20K	885	(13%)	123	6,048	(12.3%)	116	9,511	(8.3%)	7
$20K - $30K	812	(11.9%)	113	4,976	(10.1%)	96	9,656	(8.5%)	8
$30K - $40K	781	(11.5%)	115	4,641	(9.4%)	95	9,162	(8%)	8
$40K - $50K	747	(11%)	124	4,323	(8.8%)	99	9,524	(8.4%)	94
$50K - $75K	1,222	(17.9%)	103	9,082	(18.5%)	106	20,211	(17.7%)	102
$75K - $100K	883	(13%)	110	5,876	(12%)	102	15,619	(13.7%)	117
$100K - $125K	397	(5.8%)	72	4,518	(9.2%)	114	13,843	(12.1%)	150
$125K - $150K	205	(3%)	45	2,741	(5.6%)	84	11,240	(9.9%)	148
>$150K	450	(6.6%)	112	1,890	(3.8%)	65	7,205	(6.3%)	107

Households Income by Ethnicity

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Average Income - White	$97,576.37		102	$102,900.15		108	$113,080.61		118
Median Income - White	$84,020.67		97	$95,321.63		110	$115,833.82		33
Average Income - Black	$87,451.43		127	$96,883.63		140	$97,507.02		141
Median Income - Black	$78,804.2		142	$89,449.28		161	$92,075.49		166

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Average Income - Asian	$120,148.28		106	$129,406.25		115	$134,225.66		119
Median Income - Asian	$130,532.57		114	$140,994.8		123	$153,626.92		134
Average Income - Hispanic	$92,374.24		114	$82,286.2		102	$89,369.15		110
Median Income - Hispanic	$83,429.89		120	$71,983.31		104	$82,035.13		118
Average Income - Other	$104,039.83		116	$97,477.4		109	$107,395.55		120
Median Income - Other	$93,242.52		117	$91,583.72		115	$104,869.29		132

Age

	1 Mile			3 Mile			5 Mile		
Average Age	40.49		99	39.7		97	40.75		99
Median Age	40.35		100	38.56		96	40.67		101
0-4	1,152	(6%)	112	8,649	(6.1%)	112	18,576	(5.7%)	105
5-13	1,993	(10.4%)	101	15,510	(10.9%)	106	33,241	(10.2%)	99
14-17	879	(4.6%)	87	7,135	(5%)	94	16,112	(4.9%)	93
18-21	880	(4.6%)	84	7,096	(5%)	90	16,199	(5%)	90
22-24	667	(3.5%)	84	5,253	(3.7%)	89	12,002	(3.7%)	89
25-29	1,126	(5.9%)	99	8,815	(6.2%)	104	19,606	(6%)	101
30-34	1,316	(6.9%)	106	9,570	(6.7%)	103	20,934	(6.4%)	98

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

URBAN **EDGE**

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
35-39	1,419	(7.4%)	113	10,378	(7.3%)	110	22,561	(6.9%)	105
40-44	1,369	(7.2%)	112	10,429	(7.3%)	114	22,950	(7%)	110
45-49	1,285	(6.7%)	112	9,525	(6.7%)	112	21,906	(6.7%)	112
50-54	1,201	(6.3%)	105	8,999	(6.3%)	106	21,317	(6.5%)	110
55-59	1,258	(6.6%)	107	9,032	(6.3%)	103	21,826	(6.7%)	109
60-64	1,296	(6.8%)	106	8,938	(6.3%)	98	21,615	(6.6%)	103
65-69	1,166	(6.1%)	101	8,077	(5.7%)	93	19,693	(6%)	100
70-74	830	(4.3%)	87	6,091	(4.3%)	85	15,021	(4.6%)	92
75-79	594	(3.1%)	8	4,206	(3%)	7	10,366	(3.2%)	83
80-84	357	(1.9%)	7	2,488	(1.7%)	73	6,413	(2%)	8
85+	313	(1.6%)	8	2,322	(1.6%)	80	5,791	(1.8%)	88

Age - Male

	1 Mile			3 Mile			5 Mile		
Male Average Age	39.42		99	38.65		97	39.64		99
Male Median Age	38.57		101	37.64		99	38.62		101
0-4	591	(6.3%)	112	4,448	(6.4%)	113	9,555	(6%)	106
5-13	1,000	(10.7%)	100	7,838	(11.3%)	105	16,951	(10.6%)	99

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

Benchmark: Nationwide

	🔴 1 Mile			🟠 3 Mile			🔵 5 Mile		
14-17	457	(4.9%)	89	3,617	(5.2%)	94	8,251	(5.2%)	93
18-21	451	(4.8%)	84	3,673	(5.3%)	92	8,418	(5.3%)	92
22-24	333	(3.6%)	82	2,742	(3.9%)	91	6,287	(3.9%)	90
25-29	598	(6.4%)	104	4,505	(6.5%)	105	10,227	(6.4%)	104
30-34	629	(6.7%)	101	4,605	(6.6%)	99	10,341	(6.5%)	97
35-39	676	(7.3%)	108	5,031	(7.2%)	108	10,991	(6.9%)	103
40-44	697	(7.5%)	116	5,173	(7.4%)	115	11,257	(7%)	109
45-49	642	(6.9%)	115	4,686	(6.7%)	112	10,879	(6.8%)	113
50-54	567	(6.1%)	102	4,308	(6.2%)	104	10,371	(6.5%)	109
55-59	614	(6.6%)	108	4,264	(6.1%)	101	10,467	(6.5%)	107
60-64	634	(6.8%)	108	4,315	(6.2%)	99	10,420	(6.5%)	103
65-69	580	(6.2%)	107	3,848	(5.5%)	95	9,328	(5.8%)	100
70-74	358	(3.8%)	8	2,778	(4%)	84	6,943	(4.3%)	92
75-79	252	(2.7%)	71	1,826	(2.6%)	79	4,550	(2.8%)	8
80-84	148	(1.6%)	76	1,036	(1.5%)	72	2,700	(1.7%)	8
85+	97	(1%)	71	812	(1.2%)	76	2,015	(1.3%)	85

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

Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Age - Female									
Female Average Age	41.52		99	40.71		97	41.82		99
Female Median Age	41.14		100	40.42		98	41.67		101
0-4	561	(5.7%)	111	4,201	(5.8%)	111	9,021	(5.4%)	105
5-13	993	(10.2%)	103	7,672	(10.5%)	106	16,290	(9.8%)	99
14-17	422	(4.3%)	84	3,518	(4.8%)	94	7,861	(4.7%)	93
18-21	429	(4.4%)	83	3,423	(4.7%)	89	7,781	(4.7%)	89
22-24	334	(3.4%)	86	2,511	(3.4%)	87	5,715	(3.4%)	87
25-29	528	(5.4%)	95	4,310	(5.9%)	104	9,379	(5.6%)	99
30-34	687	(7%)	110	4,965	(6.8%)	107	10,593	(6.4%)	100
35-39	743	(7.6%)	117	5,347	(7.3%)	112	11,570	(7%)	107
40-44	672	(6.9%)	108	5,256	(7.2%)	113	11,693	(7%)	111
45-49	643	(6.6%)	110	4,839	(6.6%)	111	11,027	(6.6%)	111
50-54	634	(6.5%)	109	4,691	(6.4%)	108	10,946	(6.6%)	110
55-59	644	(6.6%)	107	4,768	(6.5%)	106	11,359	(6.8%)	111
60-64	662	(6.8%)	104	4,623	(6.3%)	97	11,195	(6.7%)	103

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
65-69	586	(6%)	95	4,229	(5.8%)	92	10,365	(6.2%)	99
70-74	472	(4.8%)	91	3,313	(4.5%)	86	8,078	(4.9%)	92
75-79	342	(3.5%)	84	2,380	(3.3%)	79	5,816	(3.5%)	84
80-84	209	(2.1%)	76	1,452	(2%)	74	3,713	(2.2%)	83
85+	216	(2.2%)	86	1,510	(2.1%)	8	3,776	(2.3%)	89

Employment by Occupation

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	9,712			73,914			169,527		
Professional Specialty	2,276	(23.4%)	95	16,905	(22.9%)	92	47,113	(27.8%)	112
Production & Transportation	2,038	(21%)	162	15,885	(21.5%)	166	27,142	(16%)	124
Office Admin	1,248	(12.9%)	121	8,333	(11.3%)	106	19,234	(11.3%)	107
Managerial/Executive	1,180	(12.1%)	70	11,044	(14.9%)	86	30,156	(17.8%)	102
Sales	1,053	(10.8%)	116	5,762	(7.8%)	84	13,104	(7.7%)	83
Construction	660	(6.8%)	85	5,020	(6.8%)	85	10,747	(6.3%)	7
Building Maintenance & Cleaning	388	(4%)	118	2,670	(3.6%)	106	4,299	(2.5%)	75
Personal Care	268	(2.8%)	111	1,588	(2.1%)	86	2,741	(1.6%)	65
Protective	254	(2.6%)	121	1,846	(2.5%)	115	4,879	(2.9%)	33

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Food Preparation & Serving	178	(1.8%)	36	2,867	(3.9%)	76	5,396	(3.2%)	62
Healthcare support	169	(1.7%)	53	1,915	(2.6%)	7	4,525	(2.7%)	8
Farming, Fishing & Forestry				79	(<0.5%)	19	191	(<0.5%)	20

Employment by Industry

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	9,712			73,914			169,527		
Educational Services	2,262	(23.3%)	99	14,885	(20.1%)	86	38,939	(23%)	98
Wholesale Retail	1,951	(20.1%)	153	11,454	(15.5%)	118	23,818	(14%)	107
Transportation	1,024	(10.5%)	180	9,279	(12.6%)	215	17,153	(10.1%)	173
Manufacturing	824	(8.5%)	85	6,551	(8.9%)	89	13,728	(8.1%)	8
Financial, Insurance & Real Estate	810	(8.3%)	124	5,648	(7.6%)	114	15,309	(9%)	34
Professional Services	728	(7.5%)	93	6,492	(8.8%)	109	17,664	(10.4%)	129
Agriculture/Mining/Construction	594	(6.1%)	72	3,858	(5.2%)	61	8,842	(5.2%)	61
Other Professional Services	386	(4%)	84	3,481	(4.7%)	100	6,036	(3.6%)	7
Entertainment Services	373	(3.8%)	44	4,140	(5.6%)	65	9,223	(5.4%)	63
Administrative/Waste Services	369	(3.8%)	91	3,597	(4.9%)	116	6,407	(3.8%)	90
Public Administration	272	(2.8%)	59	2,817	(3.8%)	8	7,990	(4.7%)	99

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Information	119	(1.2%)	66	1,681	(2.3%)	122	4,076	(2.4%)	129
Management Services				31	(<0.5%)	33	342	(<0.5%)	160
Language Spoken									
Speak Spanish at Home	7,934	(44.2%)	313	55,383	(41.4%)	293	74,235	(24.1%)	171
Speak English at Home	7,374	(41.1%)	53	52,104	(38.9%)	50	156,116	(50.8%)	66
Speak Other Language at Home	2,641	(14.7%)	174	26,377	(19.7%)	233	77,202	(25.1%)	297
Ancestry									
Other	3,822	(20%)	95	25,379	(17.8%)	84	58,418	(17.9%)	85
Dominican	3,362	(17.6%)	2760	26,624	(18.7%)	2930	30,388	(9.3%)	1461
Puerto Rican	3,083	(16.1%)	573	18,220	(12.8%)	454	29,570	(9.1%)	322
South Central Asian (e.g. Indian)	1,567	(8.2%)	525	17,038	(12%)	765	48,403	(14.8%)	950
South American	1,479	(7.7%)	621	8,494	(6%)	478	14,420	(4.4%)	355
Unclassified	1,181	(6.2%)	38	7,148	(5%)	31	24,046	(7.4%)	45
Other European (e.g. Greek/Russian)	610	(3.2%)	101	3,645	(2.6%)	8	11,330	(3.5%)	110
Italian	578	(3%)	102	4,399	(3.1%)	104	27,542	(8.4%)	284
Scottish/Irish	540	(2.8%)	42	3,952	(2.8%)	42	13,901	(4.3%)	64

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Other Hispanic	426	(2.2%)	156	3,183	(2.2%)	156	5,799	(1.8%)	124
Polish	412	(2.2%)	141	2,614	(1.8%)	120	8,418	(2.6%)	168
South East Asian (e.g. Vietnamese)	326	(1.7%)	97	3,069	(2.2%)	122	8,135	(2.5%)	142
German	262	(1.4%)	18	2,021	(1.4%)	18	6,488	(2%)	26
American	247	(1.3%)	27	1,353	(0.9%)	20	5,106	(1.6%)	33
Central American	196	(1%)	62	2,414	(1.7%)	102	4,553	(1.4%)	84
Cuban	169	(0.9%)	122	1,953	(1.4%)	189	3,579	(1.1%)	151
Chinese	154	(0.8%)	65	1,479	(1%)	83	6,325	(1.9%)	155
Other Asian	143	(0.7%)	175	791	(0.6%)	130	1,943	(0.6%)	140
Mexican	143	(0.7%)	7	5,615	(3.9%)	36	7,148	(2.2%)	20
British	95	(<0.5%)	9	750	(0.5%)	10	2,475	(0.8%)	14
Korean	75	(<0.5%)	76	800	(0.6%)	108	2,336	(0.7%)	138
Scandinavian	70	(<0.5%)	19	421	(<0.5%)	16	1,480	(<0.5%)	24
Middle Eastern	50	(<0.5%)	42	568	(<0.5%)	64	2,564	(0.8%)	127
Japanese	49	(<0.5%)	107	78	(<0.5%)	23	152	(<0.5%)	19
French	25	(<0.5%)	11	228	(<0.5%)	13	697	(<0.5%)	17

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Dutch	23	(<0.5%)	20	101	(<0.5%)	12	430	(<0.5%)	22
Native American (Indian/Eskimo)	11	(<0.5%)	9	151	(<0.5%)	17	427	(<0.5%)	21
Hawaiian/Pacific Islander	3	(<0.5%)	9	25	(<0.5%)	10	56	(<0.5%)	10

Education (Age 25+)

	1 Mile			3 Mile			5 Mile		
Total Educated Population	13,530			98,870			229,999		
Elementary (0 to 8 Years)	832	(6.1%)	129	9,621	(9.7%)	204	14,117	(6.1%)	129
Some High School (9 to 11 Years)	850	(6.3%)	106	7,932	(8%)	136	15,663	(6.8%)	115
High School Graduate (12 Years)	4,631	(34.2%)	131	27,426	(27.7%)	106	58,451	(25.4%)	97
Some College (13 to 16 Years)	2,241	(16.6%)	86	15,963	(16.1%)	84	35,196	(15.3%)	7
Associates Degree Only	1,313	(9.7%)	110	7,770	(7.9%)	89	17,039	(7.4%)	84
Bachelor's Degree Only	2,271	(16.8%)	7	18,114	(18.3%)	86	53,205	(23.1%)	109
Graduate Degree	1,392	(10.3%)	75	12,044	(12.2%)	89	36,328	(15.8%)	115

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

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Household Type									
Households	6,817			49,155			113,989		
One Person Households	1,682	(24.7%)	90	11,152	(22.7%)	83	25,366	(22.3%)	8
Married Couple	3,297	(48.4%)	101	22,647	(46.1%)	96	60,537	(53.1%)	111
Male Householder	302	(4.4%)	87	3,514	(7.1%)	141	6,075	(5.3%)	105
Female Householder	1,155	(16.9%)	136	8,843	(18%)	144	16,166	(14.2%)	114
Non Family Households	381	(5.6%)	79	2,999	(6.1%)	86	5,845	(5.1%)	72
Household Size									
Households	6,817			49,155			113,989		
1 Person Household	1,682	(24.7%)	90	11,152	(22.7%)	83	25,366	(22.3%)	8
2 Person Household	1,878	(27.5%)	84	12,935	(26.3%)	8	30,822	(27%)	8
3 Person Household	1,340	(19.7%)	126	9,602	(19.5%)	125	22,054	(19.3%)	124
4 Person Household	1,072	(15.7%)	120	8,379	(17%)	130	20,556	(18%)	138
5 Person Household	486	(7.1%)	113	4,047	(8.2%)	130	9,013	(7.9%)	125
6 Person Household	212	(3.1%)	114	1,781	(3.6%)	133	3,793	(3.3%)	122
7+ Person Household	147	(2.2%)	119	1,259	(2.6%)	141	2,385	(2.1%)	115

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Housing Units									
Total Housing Units	7,056			51,335			119,180		
Owner Occupied Housing	4,000			25,361			71,565		
Renter Occupied Housing	2,817			23,794			42,424		
Vacant Housing	239			2,180			5,191		
Housing Rent									
Average Rent	$1,938.1		126	$1,826.36		118	$1,896.17		123
Median Rent	$1,896.24		135	$1,809.82		129	$1,865.93		132
Total Cash Rents Housing	2,744			23,064			40,663		
<$300	69	(2.5%)	90	351	(1.5%)	54	601	(1.5%)	53
$300-$500	52	(1.9%)	49	511	(2.2%)	57	939	(2.3%)	60
$500-$750	72	(2.6%)	30	577	(2.5%)	29	1,083	(2.7%)	31
$750-$1000	74	(2.7%)	21	774	(3.4%)	26	1,392	(3.4%)	26
$1000-$1500	578	(21.1%)	8	4,593	(19.9%)	76	7,385	(18.2%)	69
$1500-$2000	665	(24.2%)	115	7,627	(33.1%)	157	12,204	(30%)	143
$2000-$2500	543	(19.8%)	169	5,381	(23.3%)	199	9,698	(23.8%)	204

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	425	(15.5%)	269	2,221	(9.6%)	168	4,442	(10.9%)	190
$3000-$3500	194	(7.1%)	232	668	(2.9%)	95	1,654	(4.1%)	34
>$3500	72	(2.6%)	72	361	(1.6%)	43	1,265	(3.1%)	85
Value of Owner-Occupied Housing Units									
Average House Value	$523,978.99		100	$557,597.67		107	$693,632.13		33
Median House Value	$491,082.16		129	$506,118.08		133	$624,021.56		164
Owner Occupied Housing	4,000			25,361			71,565		
<$100K	62	(1.6%)	18	471	(1.9%)	22	1,830	(2.6%)	30
$100K - $200K	95	(2.4%)	18	726	(2.9%)	21	1,293	(1.8%)	13
$200K - $300K	397	(9.9%)	61	1,591	(6.3%)	39	2,711	(3.8%)	23
$300K - $400K	537	(13.4%)	92	3,819	(15.1%)	103	6,632	(9.3%)	64
$400K - $500K	998	(25%)	217	5,859	(23.1%)	201	11,655	(16.3%)	141
$500K - $1000K	1,795	(44.9%)	181	11,785	(46.5%)	188	36,180	(50.6%)	204
>$1000K	116	(2.9%)	27	1,110	(4.4%)	40	11,264	(15.7%)	144

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Poverty									
Households in Poverty	586	(8.6%)	68	6,298	(12.8%)	101	10,624	(9.3%)	74
Households Above Poverty	6,231	(91.4%)	105	42,857	(87.2%)	100	103,365	(90.7%)	104
Households in Poverty (Married)	71	(1%)	48	1,099	(2.2%)	103	1,920	(1.7%)	7
Households in Poverty (Male Householder)				255	(0.5%)	8	409	(<0.5%)	56
Households in Poverty (Female Householder)	167	(2.4%)	83	2,447	(5%)	169	3,364	(3%)	100
Households in Poverty (Non-Family)	328	(4.8%)	7	2,331	(4.7%)	76	4,628	(4.1%)	65
Households in Poverty (Non-Family Student)	20	(<0.5%)	47	166	(<0.5%)	54	303	(<0.5%)	43
Wealth per Household									
Household Average Wealth	$232,278.86		96	$230,082.29		95	$250,233.6		104
Household Median Wealth	$73,992.32		91	$70,343.48		87	$86,008.75		106
<$0K	1,223	(17.9%)	103	9,032	(18.4%)	106	19,481	(17.1%)	98
$0K - $5K	620	(9.1%)	106	4,618	(9.4%)	110	9,462	(8.3%)	97
$5K - $10K	323	(4.7%)	104	2,378	(4.8%)	106	5,037	(4.4%)	97
$10K - $25K	442	(6.5%)	102	3,203	(6.5%)	103	7,069	(6.2%)	98
$25K - $50K	467	(6.9%)	101	3,341	(6.8%)	100	7,659	(6.7%)	99

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$50K - $100K	695	(10.2%)	100	4,929	(10%)	98	11,506	(10.1%)	99
$100K - $250K	1,212	(17.8%)	98	8,561	(17.4%)	96	20,604	(18.1%)	100
$250K - $500K	872	(12.8%)	97	6,179	(12.6%)	95	15,341	(13.5%)	102
>$500K	963	(14.1%)	95	6,914	(14.1%)	95	17,830	(15.6%)	105

Vehicles per Household

	1 Mile			3 Mile			5 Mile		
Total Number of Vehicles	11,452			76,726			195,938		
Average Number of Vehicles	1.68		92	1.56		85	1.72		94
No Vehicles	417	(6.1%)	74	6,003	(12.2%)	148	9,492	(8.3%)	101
1 Vehicle	2,913	(42.7%)	130	19,959	(40.6%)	124	41,555	(36.5%)	111
2 Vehicles	2,468	(36.2%)	98	16,045	(32.6%)	89	42,873	(37.6%)	102
3 or more Vehicles	1,019	(14.9%)	68	7,148	(14.5%)	66	20,069	(17.6%)	8

Population Change

	1 Mile	3 Mile	5 Mile
Births	215	1,631	3,527
Deaths	126	893	2,204
Migration	50	-1,187	-1,405

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

	🟣 1 Mile	🟠 3 Mile	🔵 5 Mile
Workplace			
Total Businesses	490	4,158	8,910
Total Employees	4,544	65,372	122,977

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