



Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

Forest Commons

2040 Forest Ave, Staten Island, NY 10303

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Overview									
Population	44,863			218,218			589,501		
Households	14,480			73,567			205,972		
Persons per Household	3.07	</							

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



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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	9,569 (30.9%) 88	47,807 (32%) 91	122,605 (30%) 85
Pop density (per sq mi)	15,921	9,569	8,867
Area (based on blockgroups)	3	23	66

Population

Population 2024 Q4	44,863	218,218	589,501
Population 2024 Q3	44,934	218,357	589,303
Population 2024 Q2	44,894	218,368	589,264
Population 2024 Q1	44,879	217,853	589,563
Population 2023 Q4	44,891	217,919	589,677
Population 2023 Q3	44,909	217,762	588,758
Population 2023 Q2	44,939	217,859	588,670
Population 2023 Q1	44,958	217,960	588,787
Population 2022 Q4	45,026	218,280	589,738
Population 5 Years Forecast	45,271	220,368	597,394
Population 10 Years Forecast	45,878	223,304	606,172
Persons per Household	3.07 121	2.93 115	2.82 111

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Group Quarters	356	(0.8%)	34	2,358	(1.1%)	46	7,656	(1.3%)	55
Transient Population - Average Last 4 Quarters				233	(<0.5%)	8	2,333	(<0.5%)	31

Households

Households 2024 Q4	14,480	73,567	205,972
Households 2024 Q3	14,494	73,571	205,790
Households 2024 Q2	14,483	73,582	205,766
Households 2024 Q1	14,473	73,401	205,960
Households 2023 Q4	14,477	73,415	205,993
Households 2023 Q3	14,485	73,350	205,628
Households 2023 Q2	14,494	73,386	205,601
Households 2023 Q1	14,500	73,415	205,634
Households 2022 Q4	14,520	73,504	205,957
Households 5 Years Forecast	14,611	74,312	208,777
Households 10 Years Forecast	14,810	75,326	211,900

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Gender

Male	21,937	(48.9%)	100	105,842	(48.5%)	99	286,036	(48.5%)	99
Female	22,926	(51.1%)	100	112,376	(51.5%)	101	303,465	(51.5%)	101

Ethnicity

White	14,960	(33.3%)	58	91,555	(42%)	73	224,996	(38.2%)	66
Hispanic (Ethnic)	14,358	(32%)	164	65,806	(30.2%)	154	200,003	(33.9%)	174
Black	8,588	(19.1%)	162	28,874	(13.2%)	112	83,980	(14.2%)	121
Asian	5,462	(12.2%)	212	24,628	(11.3%)	196	60,672	(10.3%)	179
Other	1,495	(3.3%)	64	7,355	(3.4%)	65	19,850	(3.4%)	65

Household by Ethnicity

White	5,107	(35.3%)	57	32,796	(44.6%)	72	80,925	(39.3%)	64
Hispanic (Ethnic)	4,448	(30.7%)	202	20,026	(27.2%)	179	65,599	(31.8%)	209
Black	2,265	(15.6%)	141	8,324	(11.3%)	102	26,119	(12.7%)	114
Other	1,363	(9.4%)	124	6,162	(8.4%)	110	17,009	(8.3%)	109
Asian	1,297	(9%)	198	6,259	(8.5%)	188	16,320	(7.9%)	175

Households Income

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



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Household Average Income	\$116,288.94		105	\$118,042.57		106	\$111,486.46		100
Average Income Per Person	\$37,765.61		88	\$40,127.7		93	\$39,324.61		91
Household Median Income	\$95,501.47		120	\$91,771.66		115	\$84,025.48		106
<\$15K	1,009	(7%)	86	6,040	(8.2%)	101	16,912	(8.2%)	101
\$15K - \$25K	722	(5%)	77	3,867	(5.3%)	8	12,299	(6%)	92
\$25K - \$35K	593	(4.1%)	61	4,140	(5.6%)	84	12,950	(6.3%)	93
\$35K - \$50K	1,327	(9.2%)	89	7,002	(9.5%)	92	20,476	(9.9%)	97
\$50K - \$75K	2,006	(13.9%)	88	9,597	(13%)	83	30,024	(14.6%)	93
\$75K - \$100K	1,870	(12.9%)	101	8,837	(12%)	94	25,976	(12.6%)	98
\$100K - \$150K	2,672	(18.5%)	104	13,542	(18.4%)	104	37,380	(18.1%)	102
\$150K - \$175K	1,425	(9.8%)	157	5,861	(8%)	127	14,570	(7.1%)	113
\$175K - \$200K	1,362	(9.4%)	143	5,923	(8.1%)	123	12,927	(6.3%)	96
\$200K - \$250K	838	(5.8%)	111	4,907	(6.7%)	128	12,575	(6.1%)	117
\$250K - \$500K	356	(2.5%)	110	2,100	(2.9%)	128	5,389	(2.6%)	117
>\$500K	300	(2.1%)	111	1,751	(2.4%)	128	4,494	(2.2%)	117

Disposable Households Income

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



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Household Average Disposable Income	\$89,554.46		109	\$88,216.74		107	\$83,913.62		102
Household Median Disposable Income	\$79,066.43		115	\$76,465.41		111	\$70,415.66		103
<\$15K	1,067	(7.4%)	84	6,408	(8.7%)	99	18,169	(8.8%)	101
\$15K - \$25K	866	(6%)	74	4,814	(6.5%)	86	14,799	(7.2%)	94
\$25K - \$35K	878	(6.1%)	77	4,935	(6.7%)	85	16,094	(7.8%)	99
\$35K - \$50K	1,310	(9%)	74	8,245	(11.2%)	92	23,601	(11.5%)	94
\$50K - \$75K	2,744	(19%)	107	11,702	(15.9%)	90	36,145	(17.5%)	99
\$75K - \$100K	2,113	(14.6%)	102	10,645	(14.5%)	101	29,540	(14.3%)	101
\$100K - \$150K	3,517	(24.3%)	136	15,494	(21.1%)	118	39,912	(19.4%)	108
\$150K - \$175K	918	(6.3%)	104	5,017	(6.8%)	112	11,373	(5.5%)	91
\$175K - \$200K	261	(1.8%)	81	1,569	(2.1%)	97	4,140	(2%)	91
\$200K - \$250K	323	(2.2%)	104	1,906	(2.6%)	121	4,902	(2.4%)	111
\$250K - \$500K	440	(3%)	104	2,600	(3.5%)	121	6,704	(3.3%)	111
>\$500K	43	(<0.5%)	115	232	(<0.5%)	123	593	(<0.5%)	112

Discretionary Households Income

Household Average Discretionary Income	\$62,898.1		103	\$62,263.76		102	\$57,432.52		94
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Household Median Discretionary Income	\$54,574.2		107	\$52,746.54		104	\$47,075.45		92
<\$10K	1,182	(8.2%)	88	7,319	(9.9%)	107	21,455	(10.4%)	112
\$10K - \$20K	1,147	(7.9%)	75	6,989	(9.5%)	90	22,936	(11.1%)	105
\$20K - \$30K	1,365	(9.4%)	89	7,940	(10.8%)	102	24,201	(11.7%)	111
\$30K - \$40K	1,305	(9%)	91	6,462	(8.8%)	88	20,689	(10%)	101
\$40K - \$50K	1,638	(11.3%)	128	6,517	(8.9%)	100	18,862	(9.2%)	103
\$50K - \$75K	2,817	(19.5%)	112	13,143	(17.9%)	103	36,389	(17.7%)	101
\$75K - \$100K	2,086	(14.4%)	123	9,360	(12.7%)	108	24,894	(12.1%)	103
\$100K - \$125K	1,469	(10.1%)	125	6,949	(9.4%)	117	16,446	(8%)	99
\$125K - \$150K	920	(6.4%)	96	5,252	(7.1%)	107	12,346	(6%)	90
>\$150K	551	(3.8%)	64	3,636	(4.9%)	84	7,754	(3.8%)	64

Households Income by Ethnicity

Average Income - White	\$111,794.09		117	\$107,869.77		113	\$103,648.11		109
Median Income - White	\$112,499.5		130	\$106,707.58		123	\$99,270.83		114
Average Income - Black	\$93,896.95		136	\$85,533.68		124	\$80,661.5		117
Median Income - Black	\$84,387.17		152	\$74,469.34		134	\$67,921.46		123

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Average Income - Asian	\$97,449.8486	\$106,658.2394	\$106,846.8895
Median Income - Asian	\$92,290.988	\$103,625.1891	\$102,471.2390
Average Income - Hispanic	\$96,402.88119	\$88,411.1109	\$85,168.89105
Median Income - Hispanic	\$90,350.89130	\$79,351.42114	\$74,085.71107
Average Income - Other	\$100,975.42113	\$95,917.74107	\$91,751.24102
Median Income - Other	\$92,886.03117	\$87,797.42110	\$84,006106

Age

Average Age	39.997	39.9497	40.2598
Median Age	38.0895	38.295	38.6396
0-4	2,414 (5.4%)100	12,005 (5.5%)102	33,282 (5.6%)105
5-13	4,604 (10.3%)100	24,166 (11.1%)107	62,944 (10.7%)104
14-17	2,419 (5.4%)102	11,895 (5.5%)103	30,489 (5.2%)97
18-21	2,519 (5.6%)102	11,974 (5.5%)100	30,748 (5.2%)95
22-24	1,904 (4.2%)102	8,891 (4.1%)98	22,862 (3.9%)93
25-29	3,125 (7%)118	14,049 (6.4%)109	37,228 (6.3%)107
30-34	3,086 (6.9%)105	14,376 (6.6%)101	39,835 (6.8%)104

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35-39	3,070	(6.8%)	104	14,674	(6.7%)	102	41,172	(7%)	106
40-44	2,751	(6.1%)	96	13,854	(6.3%)	99	38,515	(6.5%)	102
45-49	2,746	(6.1%)	102	13,499	(6.2%)	103	36,917	(6.3%)	105
50-54	2,804	(6.3%)	105	13,308	(6.1%)	102	36,268	(6.2%)	103
55-59	2,974	(6.6%)	108	13,608	(6.2%)	102	37,947	(6.4%)	105
60-64	2,954	(6.6%)	103	13,588	(6.2%)	97	37,927	(6.4%)	100
65-69	2,631	(5.9%)	97	12,724	(5.8%)	96	34,645	(5.9%)	97
70-74	1,955	(4.4%)	87	10,039	(4.6%)	92	26,704	(4.5%)	90
75-79	1,449	(3.2%)	84	7,375	(3.4%)	88	19,619	(3.3%)	87
80-84	826	(1.8%)	77	4,364	(2%)	83	11,838	(2%)	84
85+	632	(1.4%)	70	3,829	(1.8%)	87	10,561	(1.8%)	88

Age - Male

Male Average Age	38.58	97	38.6	97	39	98			
Male Median Age	36.46	96	36.78	97	37.39	98			
0-4	1,233	(5.6%)	100	6,151	(5.8%)	103	17,067	(6%)	106
5-13	2,378	(10.8%)	101	12,451	(11.8%)	110	32,153	(11.2%)	105

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14-17	1,259	(5.7%)							



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Benchmark: Nationwide



Employment by Occupation

Total Employees (16+ Years Old)	20,580			100,813			283,115		
Professional Specialty	5,453	(26.5%)	<						

Employment by Industry

Total Employees (16+ Years Old)	20,580		100,813		283,115
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Educational Services	6,790	(33%)	141	30,928	(30.7%)	131	78,357	(27.7%)	118
Wholesale Retail	2,495	(12.1%)	92	13,360	(13.3%)	101	36,587	(12.9%)	98
Transportation	1,924	(9.3%)	160	10,089	(10%)	171	30,840	(10.9%)	186
Entertainment Services	1,521	(7.4%)	85	6,541	(6.5%)	75	19,509	(6.9%)	7
Financial, Insurance & Real Estate	1,520	(7.4%)	110	6,847	(6.8%)	101	18,992	(6.7%)	100
Professional Services	1,402	(6.8%)	85	6,116	(6.1%)	75	17,312	(6.1%)	76
Agriculture/Mining/Construction	1,374	(6.7%)	76	7,054	(7%)	8	20,541	(7.3%)	85
Public Administration	1,193	(5.8%)	121	5,461	(5.4%)	113	14,302	(5.1%)	106
Administrative/Waste Services	1,177	(5.7%)	137	4,399	(4.4%)	104	14,456	(5.1%)	122
Other Professional Services	559	(2.7%)	58	4,405	(4.4%)	93	13,046	(4.6%)	98
Information	305	(1.5%)	79	2,168	(2.2%)	115	5,323	(1.9%)	101
Manufacturing	288	(1.4%)	14	3,356	(3.3%)	33	13,687	(4.8%)	49
Management Services	32	(<0.5%)	123	89	(<0.5%)	70	163	(<0.5%)	46

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Language Spoken

Speak English at Home	24,699	(58.2%)	75	120,007	(58.2%)	75	287,570	(51.7%)	67
Speak Spanish at Home	9,106	(21.5%)	152	41,984	(20.4%)	144	141,503	(25.4%)	180
Speak Other Language at Home	8,644	(20.4%)	241	44,222	(21.4%)	254	127,146	(22.9%)	270

Ancestry

Other	11,978	(26.7%)	127	49,718	(22.8%)	108	135,605	(23%)	109
Puerto Rican	6,928	(15.4%)	548	23,906	(11%)	389	62,553	(10.6%)	377
Italian	4,027	(9%)	302	19,883	(9.1%)	306	53,384	(9.1%)	304
Mexican	3,869	(8.6%)	79	12,052	(5.5%)	50	22,795	(3.9%)	35
Unclassified	3,592	(8%)	49	18,924	(8.7%)	53	49,971	(8.5%)	52
South Central Asian (e.g. Indian)	2,682	(6%)	383	10,562	(4.8%)	310	24,141	(4.1%)	262
Scottish/Irish	1,544	(3.4%)	52	10,338	(4.7%)	71	22,545	(3.8%)	57
South American	1,500	(3.3%)	268	9,448	(4.3%)	347	45,103	(7.7%)	614
Chinese	1,238	(2.8%)	221	7,178	(3.3%)	263	20,621	(3.5%)	280
Other European (e.g. Greek/Russian)	1,097	(2.4%)	77	7,283	(3.3%)	105	19,504	(3.3%)	104
Dominican	881	(2%)	308	6,931	(3.2%)	498	22,603	(3.8%)	601

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American	851	(1.9%)	40	5,314	(2.4%)	51	10,739	(1.8%)	38
South East Asian (e.g. Vietnamese)	833	(1.9%)	105	3,694	(1.7%)	96	9,169	(1.6%)	88
Middle Eastern	597	(1.3%)	214	5,277	(2.4%)	390	10,139	(1.7%)	277
Central American	561	(1.3%)	75	7,773	(3.6%)	214	24,013	(4.1%)	245
Other Hispanic	540	(1.2%)	84	4,122	(1.9%)	132	13,030	(2.2%)	154
Other Asian	494	(1.1%)	258	1,225	(0.6%)	131	2,522	(<0.5%)	100
Polish	491	(1.1%)	71	4,732	(2.2%)	141	11,691	(2%)	129
German	417	(0.9%)	12	3,159	(1.4%)	19	7,316	(1.2%)	16
Korean	207	(<0.5%)	89	1,911	(0.9%)	169	4,026	(0.7%)	132
Scandinavian	174	(<0.5%)	20	1,134	(0.5%)	27	2,437	(<0.5%)	22
British	101	(<0.5%)	4	1,202	(0.6%)	10	3,123	(0.5%)	10
Native American (Indian/Eskimo)	85	(<0.5%)	30	287	(<0.5%)	21	732	(<0.5%)	20
Cuban	79	(<0.5%)	24	1,574	(0.7%)	100	9,906	(1.7%)	232
French	43	(<0.5%)	8	321	(<0.5%)	12	1,025	(<0.5%)	14
Dutch	23	(<0.5%)	8	145	(<0.5%)	11	464	(<0.5%)	13
Hawaiian/Pacific Islander	23	(<0.5%)	29	67	(<0.5%)	17	151	(<0.5%)	14

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Japanese	8	(<0.5%)	7	58	(<0.5%)	11	193	(<0.5%)	14

Education (Age 25+)

Total Educated Population	31,003			149,287			409,176		
Elementary (0 to 8 Years)	2,050	(6.6%)	139	11,133	(7.5%)	156	33,369	(8.2%)	171
Some High School (9 to 11 Years)	1,947	(6.3%)	106	10,883	(7.3%)	123	29,750	(7.3%)	123
High School Graduate (12 Years)	10,079	(32.5%)	124	46,036	(30.8%)	118	130,270	(31.8%)	122
Some College (13 to 16 Years)	4,665	(15%)	76	23,011	(15.4%)	86	66,346	(16.2%)	84
Associates Degree Only	2,693	(8.7%)	99	10,417	(7%)	76	26,836	(6.6%)	74
Bachelor's Degree Only	6,297	(20.3%)	95	29,953	(20.1%)	94	76,701	(18.7%)	88
Graduate Degree	3,272	(10.6%)	71	17,854	(12%)	87	45,904	(11.2%)	82

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Household Type

Households	14,480			73,567			205,972		
One Person Households	3,045	(21%)	71	17,362	(23.6%)	86	52,732	(25.6%)	93
Married Couple	6,749	(46.6%)	97	35,133	(47.8%)	100	90,868	(44.1%)	92
Male Householder	1,056	(7.3%)	144	4,160	(5.7%)	111	14,332	(7%)	137
Female Householder	2,832	(19.6%)	157	13,670	(18.6%)	149	38,081	(18.5%)	148
Non Family Households	798	(5.5%)	74	3,242	(4.4%)	62	9,959	(4.8%)	68

Household Size

Households	14,480			73,567			205,972		
1 Person Household	3,045	(21%)	71	17,362	(23.6%)	86	52,732	(25.6%)	93
2 Person Household	3,533	(24.4%)	74	18,749	(25.5%)	77	53,197	(25.8%)	71
3 Person Household	2,645	(18.3%)	117	12,930	(17.6%)	112	36,616	(17.8%)	114
4 Person Household	2,496	(17.2%)	131	12,305	(16.7%)	128	32,667	(15.9%)	121
5 Person Household	1,431	(9.9%)	156	6,618	(9%)	142	17,190	(8.3%)	132
6 Person Household	803	(5.5%)	203	3,296	(4.5%)	164	8,174	(4%)	145
7+ Person Household	527	(3.6%)	200	2,307	(3.1%)	173	5,396	(2.6%)	144

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Housing Units

Total Housing Units	15,337	78,227	218,904
Owner Occupied Housing	10,254	45,725	110,334
Renter Occupied Housing	4,226	27,842	95,638
Vacant Housing	857	4,660	12,932

Housing Rent

Average Rent	\$1,839.77	119	\$1,711	111	\$1,662.57	108			
Median Rent	\$1,855.19	132	\$1,710.47	121	\$1,658.48	118			
Total Cash Rents Housing	3,997		26,795		92,621				
<\$300	155	(3.9%)	138	1,265	(4.7%)	168	3,962	(4.3%)	152
\$300-\$500	162	(4.1%)	105	877	(3.3%)	84	2,920	(3.2%)	8
\$500-\$750	241	(6%)	69	1,211	(4.5%)	52	4,186	(4.5%)	52
\$750-\$1000	177	(4.4%)	34	1,590	(5.9%)	45	5,767	(6.2%)	48
\$1000-\$1500	627	(15.7%)	60	5,553	(20.7%)	7	21,337	(23%)	87
\$1500-\$2000	896	(22.4%)	107	6,893	(25.7%)	122	25,677	(27.7%)	32
\$2000-\$2500	813	(20.3%)	174	5,207	(19.4%)	166	17,140	(18.5%)	158

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



Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

Forest Commons

2040 Forest Ave, Staten Island, NY 10303

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	574	(14.4%)	250	2,788	(10.4%)	181	7,916	(8.5%)	149
\$3000-\$3500	239	(6%)	197	1,041	(3.9%)	128	2,621	(2.8%)	93
>\$3500	113	(2.8%)	7	370	(1.4%)	38	1,095	(1.2%)	32
Value of Owner-Occupied Housing Units									
Average House Value	\$746,311.34			\$779,492.62			\$760,036.43		
Median House Value	\$716,625.71			\$759,046.42			\$724,291.43		
Owner Occupied Housing	10,254			45,725			110,334		
<\$100K	253	(2.5%)	29	936	(2%)	24	2,597	(2.4%)	28
\$100K - \$200K	37	(<0.5%)	3	500	(1.1%)	8	1,383	(1.3%)	9
\$200K - \$300K	127	(1.2%)	8	1,022	(2.2%)	14	3,544	(3.2%)	20
\$300K - \$400K	420	(4.1%)	28	2,428	(5.3%)	36	7,287	(6.6%)	45
\$400K - \$500K	1,116	(10.9%)	94	3,556	(7.8%)	68	9,873	(8.9%)	7
\$500K - \$1000K	6,506	(63.4%)	256	27,272	(59.6%)	241	63,350	(57.4%)	232
>\$1000K	1,795	(17.5%)	160	10,011	(21.9%)	200	22,300	(20.2%)	185

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Benchmark: Nationwide



Poverty

Households in Poverty	1,455	(10%)	7	9,611	(13.1%)	103	28,234	(13.7%)	108
Households Above Poverty	13,025	(90%)	103	63,956	(86.9%)	100	177,738	(86.3%)	99
Households in Poverty (Married)	354	(2.4%)	112	2,211	(3%)	138	5,797	(2.8%)	129
Households in Poverty (Male Householder)	105	(0.7%)	114	412	(0.6%)	88	1,534	(0.7%)	117
Households in Poverty (Female Householder)	474	(3.3%)	111	3,143	(4.3%)	145	7,553	(3.7%)	124
Households in Poverty (Non-Family)	486	(3.4%)	54	3,640	(4.9%)	7	12,626	(6.1%)	98
Households in Poverty (Non-Family Student)	36	(<0.5%)	40	205	(<0.5%)	45	724	(<0.5%)	56

Wealth per Household

Household Average Wealth	\$244,038.33	101	\$239,439.9	99	\$230,556.11	95			
Household Median Wealth	\$83,656.4	103	\$78,894.17	97	\$71,462.56	88			
<\$0K	2,477	(17.1%)	98	12,932	(17.6%)	101	37,507	(18.2%)	105
\$0K - \$5K	1,217	(8.4%)	98	6,486	(8.8%)	103	19,262	(9.4%)	109
\$5K - \$10K	648	(4.5%)	98	3,394	(4.6%)	101	9,943	(4.8%)	106
\$10K - \$25K	907	(6.3%)	99	4,666	(6.3%)	100	13,385	(6.5%)	102
\$25K - \$50K	986	(6.8%)	100	4,984	(6.8%)	100	13,981	(6.8%)	100

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2040 Forest Ave, Staten Island, NY 10303

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,493	(10.3%)	101	7,478	(10.2%)	100	20,752	(10.1%)	99
\$100K - \$250K	2,649	(18.3%)	101	13,191	(17.9%)	99	36,164	(17.6%)	97
\$250K - \$500K	1,929	(13.3%)	101	9,601	(13.1%)	99	26,010	(12.6%)	96
>\$500K	2,174	(15%)	101	10,835	(14.7%)	99	28,968	(14.1%)	95

Vehicles per Household

Total Number of Vehicles	21,334			103,238			280,738		
Average Number of Vehicles	1.47		8	1.4		7	1.36		75
No Vehicles	2,463	(17%)	206	13,591	(18.5%)	223	40,346	(19.6%)	237
1 Vehicle	5,159	(35.6%)	109	27,753	(37.7%)	115	82,474	(40%)	122
2 Vehicles	4,922	(34%)	92	23,685	(32.2%)	87	59,728	(29%)	7
3 or more Vehicles	1,936	(13.4%)	61	8,538	(11.6%)	53	23,424	(11.4%)	52

Population Change

Births	471			2,299			6,317		
Deaths	291			1,477			3,976		
Migration	-182			-390			-2,187		

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Workplace

Total Businesses	593	4,425	12,701
Total Employees	8,659	59,439	158,470

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