



Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

Salem

447 S Broadway, Salem, NH 03079

Benchmark: Nationwide



Overview									
Population	4,280		81,810		198,442				
Households	1,834		29,437		70,907				
Persons per Household	2.3	90	2.74	107	2.76	108			
Household Median Income	\$109,459.08	138	\$85,522.03	107	\$81,443.54	102			
Household Median Disposable Income	\$90,901.45	132	\$72,521.89	106	\$69,059.41	101			
Household Median Discretionary Income	\$71,640.3	141	\$47,791.48	94	\$44,900.17	88			
Average Income Per Person	\$54,779.77	127	\$39,490.25	92	\$38,315.89	89			
Median Rent	\$1,316.16	93	\$1,580.59	112	\$1,591.49	113			
Median House Value	\$555,527.89	146	\$572,866.5	151	\$559,176.82	147			
Households in Poverty	71 (3.9%)	31	3,236 (11%)	87	9,456 (13.3%)	105			
Household Median Wealth	\$94,622.76	117	\$73,990.52	91	\$70,545.11	87			
Average Age	44.51	109	41.07	100	40.38	99			
Median Age	45.28	113	40.22	100	38.57	96			
Households with Children	313 (17.1%)	64	8,546 (29%)	108	21,276 (30%)	112			
High School Graduate or Higher	3,171 (97.2%)	109	48,475 (84.3%)	94	115,006 (83.3%)	93			

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	1,293 (39.6%) <div><div></div><div>113</div></div>	15,676 (27.3%) <div><div></div><div>7</div></div>	38,128 (27.6%) <div><div></div><div>7</div></div>
Pop density (per sq mi)	1,399	3,030	2,803
Area (based on blockgroups)	3	27	71

Population

Population 2024 Q4	4,280	81,810	198,442
Population 2024 Q3	4,293	81,737	197,901
Population 2024 Q2	4,359	81,261	197,253
Population 2024 Q1	4,111	80,923	196,722
Population 2023 Q4	4,094	80,577	195,841
Population 2023 Q3	4,083	80,367	195,656
Population 2023 Q2	4,077	80,310	194,708
Population 2023 Q1	4,074	80,292	194,246
Population 2022 Q4	4,074	80,135	193,916
Population 5 Years Forecast	4,489	83,852	206,071
Population 10 Years Forecast	4,629	85,074	210,709
Persons per Household	2.3 <div><div></div><div>90</div></div>	2.74 <div><div></div><div>107</div></div>	2.76 <div><div></div><div>108</div></div>

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Group Quarters	53	(1.2%)	52	1,147	(1.4%)	59	2,813	(1.4%)	60
Transient Population - Average Last 4 Quarters				280	(<0.5%)	26	1,775	(0.9%)	69

Households

Households 2024 Q4	1,834	29,437	70,907
Households 2024 Q3	1,837	29,394	70,649
Households 2024 Q2	1,863	29,222	70,412
Households 2024 Q1	1,765	29,156	70,307
Households 2023 Q4	1,758	28,986	69,873
Households 2023 Q3	1,752	28,896	69,821
Households 2023 Q2	1,750	28,870	69,421
Households 2023 Q1	1,749	28,866	69,222
Households 2022 Q4	1,748	28,806	69,103
Households 5 Years Forecast	1,921	30,263	74,103
Households 10 Years Forecast	1,979	30,767	76,075

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Gender

Male	2,030	(47.4%)	<div><div>97</div></div>	39,374	(48.1%)	<div><div>98</div></div>	96,033	(48.4%)	<div><div>99</div></div>
Female	2,250	(52.6%)	<div><div>103</div></div>	42,436	(51.9%)	<div><div>102</div></div>	102,409	(51.6%)	<div><div>101</div></div>

Ethnicity

White	2,906	(67.9%)	<div><div>118</div></div>	37,426	(45.7%)	<div><div>74</div></div>	82,753	(41.7%)	<div><div>72</div></div>
Hispanic (Ethnic)	955	(22.3%)	<div><div>114</div></div>	37,823	(46.2%)	<div><div>237</div></div>	98,872	(49.8%)	<div><div>255</div></div>
Asian	222	(5.2%)	<div><div>90</div></div>	2,104	(2.6%)	<div><div>45</div></div>	6,418	(3.2%)	<div><div>56</div></div>
Other	118	(2.8%)	<div><div>53</div></div>	2,039	(2.5%)	<div><div>48</div></div>	5,232	(2.6%)	<div><div>51</div></div>
Black	79	(1.8%)	<div><div>16</div></div>	2,418	(3%)	<div><div>25</div></div>	5,167	(2.6%)	<div><div>22</div></div>

Household by Ethnicity

White	1,029	(56.1%)	<div><div>91</div></div>	13,366	(45.4%)	<div><div>74</div></div>	30,384	(42.9%)	<div><div>70</div></div>
Hispanic (Ethnic)	630	(34.4%)	<div><div>226</div></div>	12,807	(43.5%)	<div><div>286</div></div>	32,614	(46%)	<div><div>302</div></div>
Other	118	(6.4%)	<div><div>85</div></div>	1,727	(5.9%)	<div><div>7</div></div>	4,268	(6%)	<div><div>7</div></div>
Asian	37	(2%)	<div><div>45</div></div>	728	(2.5%)	<div><div>55</div></div>	1,860	(2.6%)	<div><div>58</div></div>
Black	20	(1.1%)	<div><div>10</div></div>	809	(2.7%)	<div><div>25</div></div>	1,781	(2.5%)	<div><div>23</div></div>

Households Income

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



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Household Average Income	\$126,800.84		114	\$108,710.34		98	\$106,277.12		96
Average Income Per Person	\$54,779.77		127	\$39,490.25		92	\$38,315.89		89
Household Median Income	\$109,459.08		138	\$85,522.03		107	\$81,443.54		102
<\$15K	72	(3.9%)	49	2,291	(7.8%)	96	5,953	(8.4%)	104
\$15K - \$25K	57	(3.1%)	48	1,881	(6.4%)	99	4,776	(6.7%)	104
\$25K - \$35K	45	(2.5%)	36	1,822	(6.2%)	92	4,508	(6.4%)	95
\$35K - \$50K	91	(5%)	48	2,516	(8.5%)	83	6,555	(9.2%)	90
\$50K - \$75K	253	(13.8%)	88	4,514	(15.3%)	97	10,944	(15.4%)	98
\$75K - \$100K	315	(17.2%)	134	3,692	(12.5%)	98	9,087	(12.8%)	100
\$100K - \$150K	427	(23.3%)	131	5,613	(19.1%)	108	12,954	(18.3%)	103
\$150K - \$175K	217	(11.8%)	188	2,400	(8.2%)	130	5,213	(7.4%)	117
\$175K - \$200K	111	(6.1%)	92	2,280	(7.7%)	118	4,230	(6%)	91
\$200K - \$250K	139	(7.6%)	145	1,362	(4.6%)	89	3,748	(5.3%)	101
\$250K - \$500K	59	(3.2%)	144	581	(2%)	88	1,603	(2.3%)	101
>\$500K	48	(2.6%)	140	485	(1.6%)	88	1,336	(1.9%)	101

Disposable Households Income

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



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Household Average Disposable Income	\$102,383.38		124	\$83,991.06		102	\$82,539.53		100
Household Median Disposable Income	\$90,901.45		132	\$72,521.89		106	\$69,059.41		101
<\$15K	83	(4.5%)	52	2,641	(9%)	102	6,847	(9.7%)	110
\$15K - \$25K	53	(2.9%)	38	2,129	(7.2%)	95	5,224	(7.4%)	97
\$25K - \$35K	37	(2%)	26	1,902	(6.5%)	8	4,839	(6.8%)	87
\$35K - \$50K	154	(8.4%)	69	3,437	(11.7%)	96	8,548	(12.1%)	99
\$50K - \$75K	360	(19.6%)	111	5,052	(17.2%)	97	12,666	(17.9%)	101
\$75K - \$100K	333	(18.2%)	127	4,338	(14.7%)	103	10,178	(14.4%)	101
\$100K - \$150K	505	(27.5%)	154	5,940	(20.2%)	113	13,416	(18.9%)	106
\$150K - \$175K	100	(5.5%)	90	2,026	(6.9%)	113	3,763	(5.3%)	87
\$175K - \$200K	66	(3.6%)	163	592	(2%)	91	1,639	(2.3%)	105
\$200K - \$250K	58	(3.2%)	148	554	(1.9%)	88	1,524	(2.1%)	101
\$250K - \$500K	78	(4.3%)	145	761	(2.6%)	88	2,081	(2.9%)	100
>\$500K	7	(<0.5%)	148	65	(<0.5%)	86	182	(<0.5%)	100

Discretionary Households Income

Household Average Discretionary Income	\$81,158.96		132	\$57,651.31		94	\$56,153.66		92
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Household Median Discretionary Income	\$71,640.3		141	\$47,791.48		94	\$44,900.17		88
<\$10K	55	(3%)	32	3,467	(11.8%)	127	9,556	(13.5%)	145
\$10K - \$20K	75	(4.1%)	39	3,183	(10.8%)	102	8,318	(11.7%)	111
\$20K - \$30K	51	(2.8%)	26	3,447	(11.7%)	111	7,639	(10.8%)	102
\$30K - \$40K	126	(6.9%)	69	2,582	(8.8%)	88	6,693	(9.4%)	95
\$40K - \$50K	205	(11.2%)	126	2,633	(8.9%)	101	6,626	(9.3%)	105
\$50K - \$75K	448	(24.4%)	140	4,779	(16.2%)	93	11,401	(16.1%)	92
\$75K - \$100K	285	(15.5%)	132	4,045	(13.7%)	117	8,204	(11.6%)	99
\$100K - \$125K	281	(15.3%)	190	2,865	(9.7%)	120	5,701	(8%)	99
\$125K - \$150K	131	(7.1%)	107	1,273	(4.3%)	65	3,486	(4.9%)	74
>\$150K	177	(9.7%)	163	1,163	(4%)	67	3,283	(4.6%)	71

Households Income by Ethnicity

Average Income - White	\$108,581.35		114	\$104,581.52		110	\$106,291.51		111
Median Income - White	\$103,958.18		120	\$102,364.99		118	\$102,271.3		118
Average Income - Black	\$99,645.95		144	\$105,255.64		152	\$111,558.4		161
Median Income - Black	\$106,249.75		192	\$107,954.23		195	\$116,858.57		211

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Average Income - Asian	\$133,657.22118	\$100,884.3389	\$114,599.44101
Median Income - Asian	\$143,749.25126	\$107,087.3494	\$114,053.11100
Average Income - Hispanic	\$115,781.38143	\$80,427.2699	\$75,208.1793
Median Income - Hispanic	\$109,469.32157	\$67,890.8898	\$62,612.6790
Average Income - Other	\$128,369.47143	\$107,073.94120	\$100,698.08112
Median Income - Other	\$133,332.99167	\$100,922.78127	\$93,449.05117

Age

Average Age	44.51109	41.07100	40.3899
Median Age	45.28113	40.22100	38.5796
0-4	226(5.3%)98	4,252(5.2%)96	10,301(5.2%)96
5-13	372(8.7%)84	8,498(10.4%)101	21,120(10.6%)103
14-17	142(3.3%)62	4,167(5.1%)96	10,393(5.2%)99
18-21	150(3.5%)64	4,240(5.2%)94	10,603(5.3%)97
22-24	128(3%)72	3,169(3.9%)93	7,971(4%)97
25-29	206(4.8%)8	5,349(6.5%)110	13,133(6.6%)112
30-34	294(6.9%)105	5,531(6.8%)104	13,689(6.9%)106

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35-39	317	(7.4%)	112	5,422	(6.6%)	100	13,471	(6.8%)	103
40-44	288	(6.7%)	105	5,020	(6.1%)	96	12,486	(6.3%)	98
45-49	247	(5.8%)	96	4,864	(5.9%)	99	11,889	(6%)	100
50-54	278	(6.5%)	109	5,014	(6.1%)	103	12,168	(6.1%)	103
55-59	317	(7.4%)	121	5,443	(6.7%)	108	13,226	(6.7%)	109
60-64	353	(8.2%)	129	5,402	(6.6%)	103	13,135	(6.6%)	103
65-69	326	(7.6%)	126	5,015	(6.1%)	101	11,796	(5.9%)	98
70-74	206	(4.8%)	96	3,879	(4.7%)	94	9,061	(4.6%)	91
75-79	172	(4%)	104	2,865	(3.5%)	91	6,458	(3.3%)	85
80-84	137	(3.2%)	133	1,842	(2.3%)	94	3,949	(2%)	83
85+	121	(2.8%)	140	1,838	(2.2%)	111	3,593	(1.8%)	89

Age - Male

Male Average Age	43.39		109	39.49		99	38.96		98
Male Median Age	43.5		114	37.46		98	36.97		97
0-4	115	(5.7%)	100	2,190	(5.6%)	99	5,300	(5.5%)	98
5-13	184	(9.1%)	84	4,422	(11.2%)	105	10,850	(11.3%)	105

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14-17	69	(3.4%)	62	2,163	(5.5%)	100	5,336	(5.6%)	101
18-21	76	(3.7%)	65	2,192	(5.6%)	97	5,492	(5.7%)	100
22-24	69	(3.4%)	72	1,644	(4.2%)	96	4,171	(4.3%)	100
25-29	108	(5.3%)	86	2,740	(7%)	113	6,790	(7.1%)	115
30-34	136	(6.7%)	100	2,720	(6.9%)	103	6,816	(7.1%)	106
35-39	147	(7.2%)	108	2,624	(6.7%)	100	6,611	(6.9%)	103
40-44	127	(6.3%)	97	2,306	(5.9%)	91	5,910	(6.2%)	95
45-49	116	(5.7%)	95	2,241	(5.7%)	95	5,476	(5.7%)	95
50-54	135	(6.7%)	112	2,332	(5.9%)	99	5,697	(5.9%)	100
55-59	150	(7.4%)	121	2,566	(6.5%)	107	6,209	(6.5%)	106
60-64	179	(8.8%)	140	2,580	(6.6%)	104	6,186	(6.4%)	102
65-69	154	(7.6%)	109	2,363	(6%)	103	5,519	(5.7%)	99
70-74	98	(4.8%)	102	1,748	(4.4%)	94	4,094	(4.3%)	90
75-79	78	(3.8%)	109	1,246	(3.2%)	90	2,810	(2.9%)	83
80-84	50	(2.5%)	118	728	(1.8%)	89	1,586	(1.7%)	7
85+	39	(1.9%)	109	569	(1.4%)	98	1,180	(1.2%)	83

Age - Female

Female Average Age	45.52	108	42.54	101	41.71	99
Female Median Age	46.01	111	41.89	102	41.15	100
0-4	111	(4.9%)	95	2,062	(4.9%)	94
5-13	188	(8.4%)	84	4,076	(9.6%)	97
14-17	73	(3.2%)	63	2,004	(4.7%)	92
18-21	74	(3.3%)	62	2,048	(4.8%)	92
22-24	59	(2.6%)	66	1,525	(3.6%)	91
25-29	98	(4.4%)	7	2,609	(6.1%)	108
30-34	158	(7%)	110	2,811	(6.6%)	104
35-39	170	(7.6%)	116	2,798	(6.6%)	101
40-44	161	(7.2%)	113	2,714	(6.4%)	101
45-49	131	(5.8%)	97	2,623	(6.2%)	103
50-54	143	(6.4%)	107	2,682	(6.3%)	106
55-59	167	(7.4%)	120	2,877	(6.8%)	110
60-64	174	(7.7%)	118	2,822	(6.7%)	102
65-69	172	(7.6%)	121	2,652	(6.2%)	99
70-74	108	(4.8%)	91	2,131	(5%)	95
75-79	94	(4.2%)	100	1,619	(3.8%)	92
80-84	87	(3.9%)	143	1,114	(2.6%)	97
85+	82	(3.6%)	143	1,269	(3%)	117

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Employment by Occupation

Total Employees (16+ Years Old)	2,330			43,899			107,023		
Professional Specialty	772	(33.1%)	<div><div></div><div>134</div></div>	9,361	(21.3%)	<div><div></div><div>86</div></div>	22,595	(21.1%)	<div><div></div><div>85</div></div>
Managerial/Executive	385	(16.5%)	<div><div></div><div>95</div></div>	5,122	(11.7%)	<div><div></div><div>67</div></div>	13,247	(12.4%)	<div><div></div><div>71</div></div>
Building Maintenance & Cleaning	280	(12%)	<div><div></div><div>354</div></div>	2,175	(5%)	<div><div></div><div>146</div></div>	5,171	(4.8%)	<div><div></div><div>142</div></div>
Office Admin	263	(11.3%)	<div><div></div><div>106</div></div>	5,267	(12%)	<div><div></div><div>113</div></div>	11,608	(10.8%)	<div><div></div><div>102</div></div>
Production & Transportation	219	(9.4%)	<div><div></div><div>73</div></div>	7,511	(17.1%)	<div><div></div><div>132</div></div>	19,928	(18.6%)	<div><div></div><div>144</div></div>
Construction	161	(6.9%)	<div><div></div><div>86</div></div>	3,727	(8.5%)	<div><div></div><div>106</div></div>	8,089	(7.6%)	<div><div></div><div>94</div></div>
Sales	130	(5.6%)	<div><div></div><div>60</div></div>	3,838	(8.7%)	<div><div></div><div>94</div></div>	9,852	(9.2%)	<div><div></div><div>99</div></div>
Healthcare support	43	(1.8%)	<div><div></div><div>56</div></div>	2,169	(4.9%)	<div><div></div><div>150</div></div>	5,094	(4.8%)	<div><div></div><div>145</div></div>
Food Preparation & Serving	34	(1.5%)	<div><div></div><div>29</div></div>	2,570	(5.9%)	<div><div></div><div>115</div></div>	6,045	(5.6%)	<div><div></div><div>111</div></div>
Protective	23	(1%)	<div><div></div><div>46</div></div>	995	(2.3%)	<div><div></div><div>105</div></div>	2,199	(2.1%)	<div><div></div><div>95</div></div>
Personal Care	20	(0.9%)	<div><div></div><div>34</div></div>	1,121	(2.6%)	<div><div></div><div>102</div></div>	3,105	(2.9%)	<div><div></div><div>116</div></div>
Farming, Fishing & Forestry				43	(<0.5%)	<div><div></div><div>17</div></div>	90	(<0.5%)	<div><div></div><div>15</div></div>

Employment by Industry

Total Employees (16+ Years Old)	2,330	43,899	107,023
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Wholesale Retail	420	(18%)	<div><div>137</div></div>	6,140	(14%)	<div><div>106</div></div>	13,838	(12.9%)	<div><div>98</div></div>
Manufacturing	387	(16.6%)	<div><div>167</div></div>	6,556	(14.9%)	<div><div>150</div></div>	16,554	(15.5%)	<div><div>156</div></div>
Educational Services	372	(16%)	<div><div>68</div></div>	10,076	(23%)	<div><div>98</div></div>	24,660	(23%)	<div><div>98</div></div>
Professional Services	302	(13%)	<div><div>161</div></div>	2,927	(6.7%)	<div><div>83</div></div>	7,143	(6.7%)	<div><div>83</div></div>
Administrative/Waste Services	277	(11.9%)	<div><div>285</div></div>	2,634	(6%)	<div><div>144</div></div>	6,580	(6.1%)	<div><div>147</div></div>
Financial, Insurance & Real Estate	191	(8.2%)	<div><div>122</div></div>	2,328	(5.3%)	<div><div>7</div></div>	5,730	(5.4%)	<div><div>8</div></div>
Agriculture/Mining/Construction	98	(4.2%)	<div><div>49</div></div>	3,037	(6.9%)	<div><div>8</div></div>	6,432	(6%)	<div><div>71</div></div>
Public Administration	67	(2.9%)	<div><div>60</div></div>	1,724	(3.9%)	<div><div>8</div></div>	3,998	(3.7%)	<div><div>7</div></div>
Other Professional Services	59	(2.5%)	<div><div>54</div></div>	1,615	(3.7%)	<div><div>7</div></div>	4,502	(4.2%)	<div><div>89</div></div>
Entertainment Services	57	(2.4%)	<div><div>28</div></div>	3,575	(8.1%)	<div><div>94</div></div>	8,660	(8.1%)	<div><div>93</div></div>
Transportation	57	(2.4%)	<div><div>42</div></div>	2,607	(5.9%)	<div><div>102</div></div>	7,195	(6.7%)	<div><div>115</div></div>
Information	43	(1.8%)	<div><div>99</div></div>	576	(1.3%)	<div><div>70</div></div>	1,567	(1.5%)	<div><div>7</div></div>
Management Services				104	(<0.5%)	<div><div>187</div></div>	164	(<0.5%)	<div><div>121</div></div>

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Audience Profile

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URBAN EDGE

Salem

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Benchmark: Nationwide



Language Spoken

Speak English at Home	2,758	(68%)	88	39,313	(50.7%)	65	91,844	(48.8%)	63
Speak Spanish at Home	1,025	(25.3%)	179	32,544	(42%)	297	82,081	(43.6%)	309
Speak Other Language at Home	271	(6.7%)	7	5,701	(7.4%)	87	14,216	(7.6%)	89

Ancestry

Other	909	(21.2%)	101	13,530	(16.5%)	7	30,257	(15.2%)	72
Unclassified	495	(11.6%)	71	6,521	(8%)	49	14,630	(7.4%)	45
Scottish/Irish	433	(10.1%)	152	5,483	(6.7%)	101	12,661	(6.4%)	96
Dominican	401	(9.4%)	1469	23,450	(28.7%)	4495	57,179	(28.8%)	4518
Italian	292	(6.8%)	229	4,876	(6%)	200	10,894	(5.5%)	184
French	246	(5.7%)	464	2,414	(3%)	238	5,270	(2.7%)	214
Puerto Rican	208	(4.9%)	173	7,872	(9.6%)	342	25,289	(12.7%)	453
Other Hispanic	206	(4.8%)	336	2,244	(2.7%)	192	5,738	(2.9%)	202
British	192	(4.5%)	84	2,412	(2.9%)	56	5,633	(2.8%)	53
Middle Eastern	134	(3.1%)	504	1,704	(2.1%)	336	2,688	(1.4%)	218
American	133	(3.1%)	65	1,089	(1.3%)	28	2,352	(1.2%)	25

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	1 Mile			3 Mile			5 Mile		
German	108	(2.5%)	<div><div>32</div></div>	1,251	(1.5%)	<div><div>20</div></div>	2,514	(1.3%)	<div><div>16</div></div>
South Central Asian (e.g. Indian)	98	(2.3%)	<div><div>147</div></div>	785	(1%)	<div><div>61</div></div>	2,149	(1.1%)	<div><div>69</div></div>
Other European (e.g. Greek/Russian)	91	(2.1%)	<div><div>67</div></div>	1,133	(1.4%)	<div><div>44</div></div>	2,745	(1.4%)	<div><div>44</div></div>
South East Asian (e.g. Vietnamese)	84	(2%)	<div><div>111</div></div>	654	(0.8%)	<div><div>45</div></div>	2,238	(1.1%)	<div><div>64</div></div>
Mexican	55	(1.3%)	<div><div>12</div></div>	669	(0.8%)	<div><div>7</div></div>	1,462	(0.7%)	<div><div>7</div></div>
South American	47	(1.1%)	<div><div>88</div></div>	501	(0.6%)	<div><div>49</div></div>	1,799	(0.9%)	<div><div>73</div></div>
Polish	42	(1%)	<div><div>64</div></div>	1,019	(1.2%)	<div><div>8</div></div>	2,195	(1.1%)	<div><div>72</div></div>
Scandinavian	24	(0.6%)	<div><div>30</div></div>	325	(<0.5%)	<div><div>21</div></div>	903	(<0.5%)	<div><div>24</div></div>
Central American	24	(0.6%)	<div><div>34</div></div>	2,880	(3.5%)	<div><div>212</div></div>	6,760	(3.4%)	<div><div>205</div></div>
Other Asian	17	(<0.5%)	<div><div>93</div></div>	193	(<0.5%)	<div><div>55</div></div>	521	(<0.5%)	<div><div>61</div></div>
Cuban	14	(<0.5%)	<div><div>45</div></div>	207	(<0.5%)	<div><div>35</div></div>	645	(<0.5%)	<div><div>45</div></div>
Japanese	9	(<0.5%)	<div><div>88</div></div>	62	(<0.5%)	<div><div>32</div></div>	162	(<0.5%)	<div><div>34</div></div>
Korean	7	(<0.5%)	<div><div>32</div></div>	159	(<0.5%)	<div><div>38</div></div>	349	(<0.5%)	<div><div>34</div></div>
Chinese	7	(<0.5%)	<div><div>13</div></div>	251	(<0.5%)	<div><div>25</div></div>	999	(0.5%)	<div><div>40</div></div>
Dutch	2	(<0.5%)	<div><div>8</div></div>	43	(<0.5%)	<div><div>9</div></div>	173	(<0.5%)	<div><div>14</div></div>
Native American (Indian/Eskimo)	2	(<0.5%)	<div><div>7</div></div>	73	(<0.5%)	<div><div>14</div></div>	207	(<0.5%)	<div><div>16</div></div>

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	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	10 (<0.5%) <div><div></div><div>7</div></div>	30 (<0.5%) <div><div></div><div>8</div></div>	

Education (Age 25+)

Total Educated Population	3,262	57,484	138,054
Elementary (0 to 8 Years)	30 (0.9%) <div><div></div><div>19</div></div>	5,239 (9.1%) <div><div></div><div>191</div></div>	12,610 (9.1%) <div><div></div><div>191</div></div>
Some High School (9 to 11 Years)	61 (1.9%) <div><div></div><div>32</div></div>	3,770 (6.6%) <div><div></div><div>111</div></div>	10,438 (7.6%) <div><div></div><div>128</div></div>
High School Graduate (12 Years)	1,015 (31.1%) <div><div></div><div>119</div></div>	17,980 (31.3%) <div><div></div><div>120</div></div>	43,738 (31.7%) <div><div></div><div>121</div></div>
Some College (13 to 16 Years)	617 (18.9%) <div><div></div><div>98</div></div>	10,986 (19.1%) <div><div></div><div>99</div></div>	24,127 (17.5%) <div><div></div><div>90</div></div>
Associates Degree Only	246 (7.5%) <div><div></div><div>86</div></div>	3,833 (6.7%) <div><div></div><div>76</div></div>	9,013 (6.5%) <div><div></div><div>74</div></div>
Bachelor's Degree Only	700 (21.5%) <div><div></div><div>101</div></div>	10,392 (18.1%) <div><div></div><div>85</div></div>	24,598 (17.8%) <div><div></div><div>84</div></div>
Graduate Degree	593 (18.2%) <div><div></div><div>132</div></div>	5,284 (9.2%) <div><div></div><div>67</div></div>	13,530 (9.8%) <div><div></div><div>71</div></div>

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URBAN EDGE

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Household Type

Households	1,834			29,437			70,907		
One Person Households	588	(32.1%)	<div><div>117</div></div>	7,694	(26.1%)	<div><div>95</div></div>	17,973	(25.3%)	<div><div>92</div></div>
Married Couple	916	(49.9%)	<div><div>104</div></div>	12,896	(43.8%)	<div><div>91</div></div>	29,832	(42.1%)	<div><div>88</div></div>
Male Householder	30	(1.6%)	<div><div>32</div></div>	1,915	(6.5%)	<div><div>128</div></div>	4,786	(6.7%)	<div><div>133</div></div>
Female Householder	86	(4.7%)	<div><div>38</div></div>	5,319	(18.1%)	<div><div>145</div></div>	14,036	(19.8%)	<div><div>159</div></div>
Non Family Households	214	(11.7%)	<div><div>165</div></div>	1,613	(5.5%)	<div><div>7</div></div>	4,280	(6%)	<div><div>85</div></div>

Household Size

Households	1,834			29,437			70,907		
1 Person Household	588	(32.1%)	<div><div>117</div></div>	7,694	(26.1%)	<div><div>95</div></div>	17,973	(25.3%)	<div><div>92</div></div>
2 Person Household	631	(34.4%)	<div><div>105</div></div>	8,207	(27.9%)	<div><div>85</div></div>	19,999	(28.2%)	<div><div>86</div></div>
3 Person Household	269	(14.7%)	<div><div>94</div></div>	5,124	(17.4%)	<div><div>111</div></div>	12,451	(17.6%)	<div><div>112</div></div>
4 Person Household	214	(11.7%)	<div><div>89</div></div>	4,515	(15.3%)	<div><div>117</div></div>	11,022	(15.5%)	<div><div>119</div></div>
5 Person Household	82	(4.5%)	<div><div>71</div></div>	2,311	(7.9%)	<div><div>124</div></div>	5,573	(7.9%)	<div><div>124</div></div>
6 Person Household	29	(1.6%)	<div><div>58</div></div>	1,026	(3.5%)	<div><div>128</div></div>	2,424	(3.4%)	<div><div>125</div></div>
7+ Person Household	21	(1.1%)	<div><div>63</div></div>	560	(1.9%)	<div><div>105</div></div>	1,465	(2.1%)	<div><div>114</div></div>

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Housing Units

Total Housing Units	1,865	30,566	73,839
Owner Occupied Housing	1,233	17,615	40,401
Renter Occupied Housing	601	11,822	30,506
Vacant Housing	31	1,129	2,932

Housing Rent

Average Rent	\$1,340.34	87	\$1,531.86	99	\$1,541.53	100
Median Rent	\$1,316.16	93	\$1,580.59	112	\$1,591.49	113
Total Cash Rents Housing	572		11,535		29,434	
<\$300	50	(8.7%)	674	(5.8%)	1,998	(6.8%)
\$300-\$500	2	(<0.5%)	686	(5.9%)	1,680	(5.7%)
\$500-\$750			576	(5%)	1,425	(4.8%)
\$750-\$1000	7	(1.2%)	630	(5.5%)	1,811	(6.2%)
\$1000-\$1500	359	(62.8%)	2,629	(22.8%)	6,248	(21.2%)
\$1500-\$2000	110	(19.2%)	3,552	(30.8%)	8,498	(28.9%)
\$2000-\$2500	24	(4.2%)	1,885	(16.3%)	5,245	(17.8%)

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	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	16	(2.8%)	49	665	(5.8%)	100	1,781	(6.1%)	105
\$3000-\$3500	4	(0.7%)	23	163	(1.4%)	46	518	(1.8%)	58
>\$3500				75	(0.7%)	18	230	(0.8%)	21

Value of Owner-Occupied Housing Units

Average House Value	\$564,136.59		108	\$586,746.63		112	\$580,613.62		111
Median House Value	\$555,527.89		146	\$572,866.5		151	\$559,176.82		147
Owner Occupied Housing	1,233			17,615			40,401		
<\$100K	28	(2.3%)	27	393	(2.2%)	26	1,106	(2.7%)	32
\$100K - \$200K				411	(2.3%)	17	1,031	(2.6%)	19
\$200K - \$300K	50	(4.1%)	25	1,151	(6.5%)	40	3,135	(7.8%)	48
\$300K - \$400K	202	(16.4%)	112	1,880	(10.7%)	73	4,740	(11.7%)	80
\$400K - \$500K	225	(18.2%)	158	3,036	(17.2%)	150	6,863	(17%)	147
\$500K - \$1000K	679	(55.1%)	223	9,865	(56%)	226	21,171	(52.4%)	212
>\$1000K	49	(4%)	36	879	(5%)	46	2,355	(5.8%)	53

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Poverty

Households in Poverty	71	(3.9%)	<div><div>31</div></div>	3,236	(11%)	<div><div>87</div></div>	9,456	(13.3%)	<div><div>105</div></div>
Households Above Poverty	1,763	(96.1%)	<div><div>110</div></div>	26,201	(89%)	<div><div>102</div></div>	61,451	(86.7%)	<div><div>99</div></div>
Households in Poverty (Married)				531	(1.8%)	<div><div>83</div></div>	1,285	(1.8%)	<div><div>83</div></div>
Households in Poverty (Male Householder)				89	(<0.5%)	<div><div>47</div></div>	542	(0.8%)	<div><div>120</div></div>
Households in Poverty (Female Householder)				858	(2.9%)	<div><div>99</div></div>	2,596	(3.7%)	<div><div>124</div></div>
Households in Poverty (Non-Family)	67	(3.7%)	<div><div>58</div></div>	1,660	(5.6%)	<div><div>90</div></div>	4,774	(6.7%)	<div><div>107</div></div>
Households in Poverty (Non-Family Student)	4	(<0.5%)	<div><div>35</div></div>	98	(<0.5%)	<div><div>54</div></div>	259	(<0.5%)	<div><div>59</div></div>

Wealth per Household

Household Average Wealth	\$260,278.08	<div><div></div><div>108</div></div>	\$232,361.31	<div><div></div><div>96</div></div>	\$228,497.96	<div><div></div><div>95</div></div>			
Household Median Wealth	\$94,622.76	<div><div></div><div>117</div></div>	\$73,990.52	<div><div></div><div>91</div></div>	\$70,545.11	<div><div></div><div>87</div></div>			
<\$0K	297	(16.2%)	<div><div></div><div>93</div></div>	5,286	(18%)	<div><div></div><div>103</div></div>	12,959	(18.3%)	<div><div></div><div>105</div></div>
\$0K - \$5K	140	(7.6%)	<div><div></div><div>89</div></div>	2,690	(9.1%)	<div><div></div><div>107</div></div>	6,643	(9.4%)	<div><div></div><div>109</div></div>
\$5K - \$10K	78	(4.3%)	<div><div></div><div>93</div></div>	1,397	(4.7%)	<div><div></div><div>104</div></div>	3,430	(4.8%)	<div><div></div><div>106</div></div>
\$10K - \$25K	113	(6.2%)	<div><div></div><div>97</div></div>	1,901	(6.5%)	<div><div></div><div>102</div></div>	4,622	(6.5%)	<div><div></div><div>103</div></div>
\$25K - \$50K	123	(6.7%)	<div><div></div><div>99</div></div>	2,006	(6.8%)	<div><div></div><div>100</div></div>	4,843	(6.8%)	<div><div></div><div>101</div></div>

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\$50K - \$100K	186	(10.1%)	99	2,998	(10.2%)	100	7,195	(10.1%)	99
\$100K - \$250K	340	(18.5%)	103	5,232	(17.8%)	98	12,468	(17.6%)	97
\$250K - \$500K	257	(14%)	106	3,765	(12.8%)	97	8,914	(12.6%)	95
>\$500K	300	(16.4%)	110	4,162	(14.1%)	95	9,833	(13.9%)	93

Vehicles per Household

Total Number of Vehicles	3,302			51,027			116,455		
Average Number of Vehicles	1.8		98	1.73		95	1.64		90
No Vehicles	17	(0.9%)	11	3,103	(10.5%)	127	8,921	(12.6%)	152
1 Vehicle	792	(43.2%)	132	10,198	(34.6%)	106	25,299	(35.7%)	109
2 Vehicles	624	(34%)	92	10,096	(34.3%)	93	23,940	(33.8%)	92
3 or more Vehicles	401	(21.9%)	99	6,040	(20.5%)	93	12,747	(18%)	82

Population Change

Births	38			795			1,968		
Deaths	45			655			1,464		
Migration	200			1,151			2,221		

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Workplace

Total Businesses	225	2,119	6,210
Total Employees	2,626	23,907	68,737

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