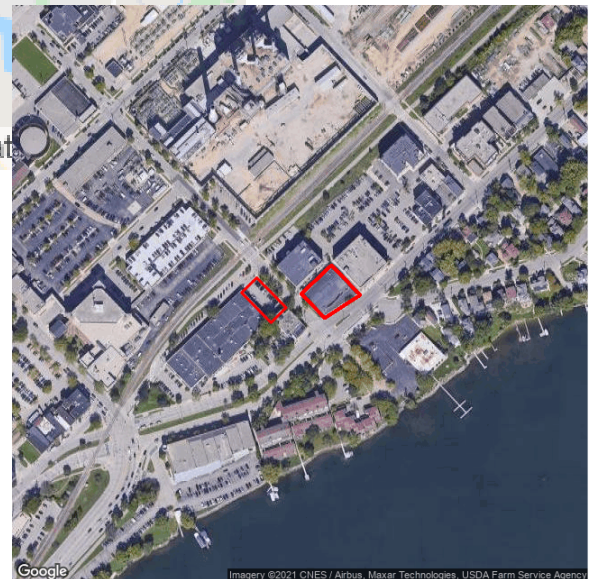
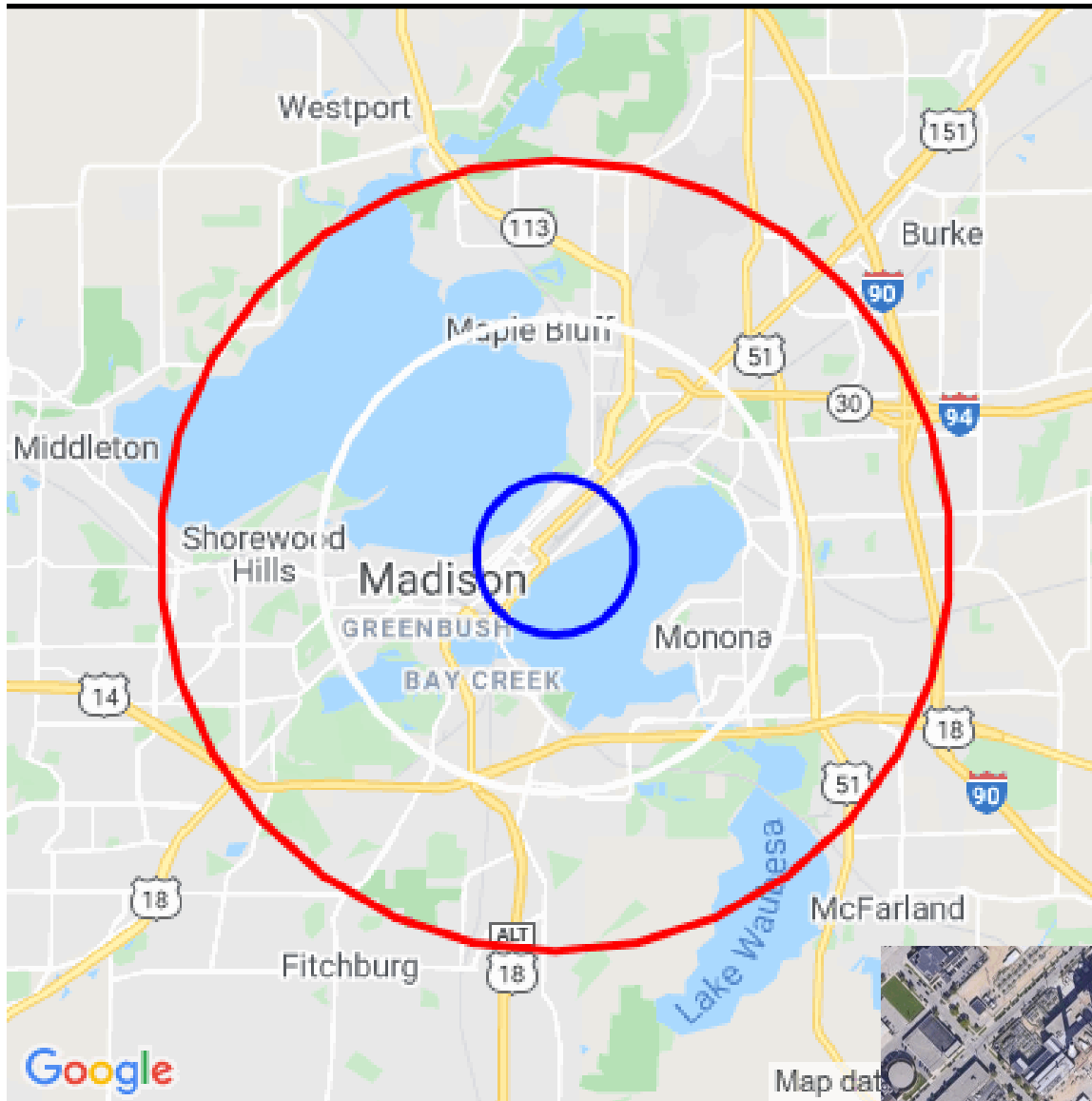


Demographic Report



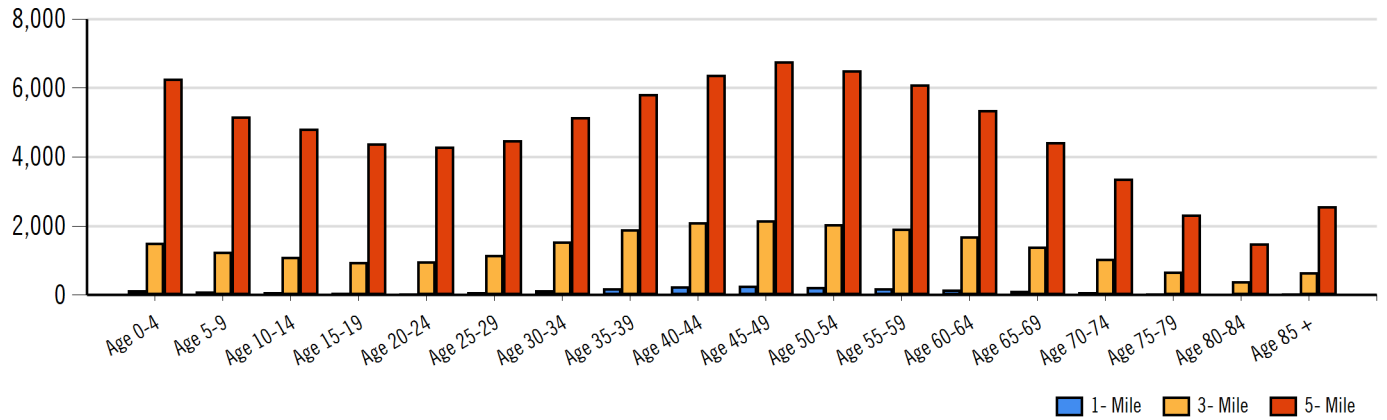
The Edge Madison

Population

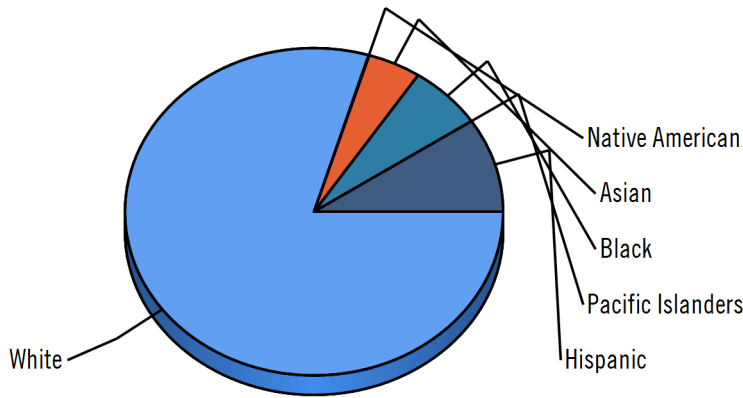
Distance	Male	Female	Total
1- Mile	1,144	1,177	2,322
3- Mile	12,190	12,378	24,568
5- Mile	41,989	43,758	85,747



Population by Distance and Age (2020)

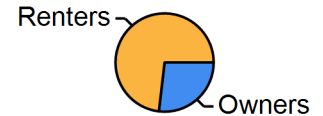


Ethnicity within 5 miles

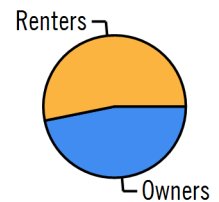


White Native American Asian Black Pacific Islanders Hispanic

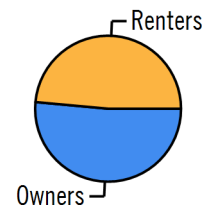
Home Ownership 1 Mile



Home Ownership 3 Mile



Home Ownership 5 Mile



Employment by Distance

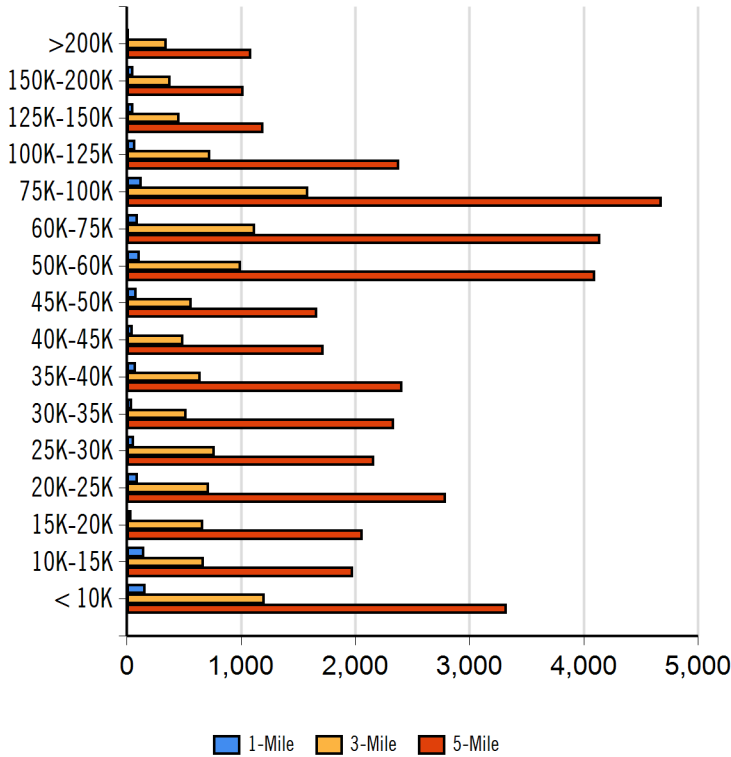
Distance	Employed	Unemployed	Unemployment Rate
1-Mile	1,607	40	1.30 %
3-Mile	15,513	484	2.03 %
5-Mile	49,138	1,727	2.77 %



Labor & Income

	Agriculture	Mining	Construction	Manufacturing	Wholesale	Retail	Transportation	Information	Professional	Utility	Hospitality	Pub-Admin	Other
1-Mile	0	0	80	58	26	108	29	21	213	702	134	116	71
3-Mile	71	15	536	936	424	1,299	411	512	1,672	5,550	1,502	972	1,000
5-Mile	210	84	1,722	3,997	1,033	4,233	1,811	1,271	5,431	16,073	4,911	2,811	2,914

Household Income



Radius	Median Household Income
1-Mile	\$45,904.67
3-Mile	\$53,924.04
5-Mile	\$58,519.05

Radius	Average Household Income
1-Mile	\$55,187.00
3-Mile	\$60,435.12
5-Mile	\$65,879.32

Radius	Aggregate Household Income
1-Mile	\$69,955,733.75
3-Mile	\$709,145,854.97
5-Mile	\$2,297,912,404.48

Education

	1-Mile	3-mile	5-mile
Pop > 25	1,886	18,747	60,795
High School Grad	151	2,408	12,213
Some College	281	3,031	11,229
Associates	69	1,113	4,146
Bachelors	660	6,198	14,925
Masters	499	3,167	7,060
Prof. Degree	51	621	1,820
Doctorate	42	674	1,598

Tapestry

	1-Mile	3-mile	5-mile
Vacant Ready For Rent	22 %	33 %	42 %
Teen's	24 %	42 %	63 %
Expensive Homes	0 %	33 %	22 %
Mobile Homes	2 %	4 %	13 %
New Homes	7 %	7 %	14 %
New Households	108 %	97 %	102 %
Military Households	0 %	3 %	15 %
Households with 4+ Cars	27 %	37 %	40 %
Public Transportation Users	168 %	118 %	130 %
Young Wealthy Households	0 %	12 %	24 %

This Tapestry information compares this selected market against the average. If a tapestry is over 100% it is above average for that statistic. If a tapestry is under 100% it is below average.



Expenditures

	1-Mile	%	3-Mile	%	5-Mile	%
Total Expenditures	55,382,563		532,773,260		1,739,269,167	
Average annual household	43,492		45,363		46,986	
Food	5,764	13.25 %	5,966	13.15 %	6,140	13.07 %
Food at home	3,839		3,948		4,032	
Cereals and bakery products	543		560		573	
Cereals and cereal products	193		200		205	
Bakery products	349		360		368	
Meats poultry fish and eggs	770		791		806	
Beef	177		184		187	
Pork	138		142		145	
Poultry	147		150		152	
Fish and seafood	123		126		129	
Eggs	63		65		66	
Dairy products	383		396		405	
Fruits and vegetables	770		794		815	
Fresh fruits	113		116		119	
Processed vegetables	151		154		157	
Sugar and other sweets	142		146		148	
Fats and oils	120		125		128	
Miscellaneous foods	731		745		760	
Nonalcoholic beverages	335		341		345	
Food away from home	1,924		2,018		2,107	
Alcoholic beverages	307		318		333	
Housing	16,060	36.93 %	16,598	36.59 %	17,079	36.35 %
Shelter	9,711		10,022		10,322	
Owned dwellings	5,450		5,770		6,050	
Mortgage interest and charges	2,755		2,889		3,033	
Property taxes	1,803		1,931		2,032	
Maintenance repairs	891		949		984	
Rented dwellings	3,553		3,485		3,459	
Other lodging	708		766		812	
Utilities fuels	3,825		3,944		4,036	
Natural gas	346		362		374	
Electricity	1,558		1,594		1,621	
Fuel oil	141		149		155	
Telephone services	1,184		1,223		1,253	
Water and other public services	595		615		632	
Household operations	1,062	2.44 %	1,106	2.44 %	1,148	2.44 %
Personal services	311		316		328	
Other household expenses	751		790		820	
Housekeeping supplies	538		559		573	
Laundry and cleaning supplies	151		155		157	
Other household products	307		322		332	
Postage and stationery	78		82		83	
Household furnishings	923		965		998	
Household textiles	72		73		74	
Furniture	193		209		218	
Floor coverings	21		23		25	
Major appliances	123		130		136	
Small appliances	79		83		86	
Miscellaneous	433		445		457	
Apparel and services	1,205	2.77 %	1,233	2.72 %	1,255	2.67 %
Men and boys	220		232		239	
Men 16 and over	180		191		198	
Boys 2 to 15	40		41		40	
Women and girls	434		448		457	



Women 16 and over	362	375	385
Girls 2 to 15	71	72	72
Children under 2	94	91	90

Expenditures (Continued)

	1-Mile	%	3-Mile	%	5-Mile	%
Total Expenditures	55,382,563		532,773,260		1,739,269,167	
Average annual household	43,492		45,363		46,986	
Transportation	5,915	13.60 %	6,194	13.65 %	6,418	13.66 %
Vehicle purchases	1,328		1,414		1,477	
Cars and trucks new	643		711		757	
Cars and trucks used	649		665		680	
Gasoline and motor oil	1,960		2,009		2,061	
Other vehicle expenses	2,228		2,345		2,432	
Vehicle finance charges	156		159		166	
Maintenance and repairs	774		816		843	
Vehicle insurance	1,023		1,080		1,122	
Vehicle rental leases	274		289		300	
Public transportation	397		424		446	
Health care	3,336	7.67 %	3,503	7.72 %	3,643	7.75 %
Health insurance	2,212		2,318		2,403	
Medical services	688		722		758	
Drugs	328		348		363	
Medical supplies	107		113		118	
Entertainment	2,568	5.90 %	2,668	5.88 %	2,767	5.89 %
Fees and admissions	454		485		515	
Television radios	961		981		1,005	
Pets toys	928		971		1,006	
Personal care products	554		582		602	
Reading	47		50		52	
Education	1,107		1,172		1,214	
Tobacco products	401		400		401	
Miscellaneous	696	1.60 %	727	1.60 %	763	1.62 %
Cash contributions	1,153		1,220		1,280	
Personal insurance	4,376		4,726		5,033	
Life and other personal insurance	144		150		158	
Pensions and Social Security	4,232		4,575		4,875	

Distance	Year	Estimated Households			Housing Occupied By		Housing Occupancy		
		Projection	2018	Change	1 Person	Family	Owner	Renter	Vacant
1-Mile	2020	2,268	2,006	13.35 %	963	686	666	1,602	164
3-Mile	2020	18,307	16,561	10.29 %	7,110	7,669	8,652	9,655	1,656
5-Mile	2020	51,240	45,018	13.01 %	17,504	26,216	27,858	23,382	3,843
1-Mile	2023	2,318	2,006	15.90 %	984	701	666	1,652	236
3-Mile	2023	18,735	16,561	12.91 %	7,279	7,836	8,799	9,936	2,479
5-Mile	2023	52,755	45,018	16.20 %	18,020	26,979	28,656	24,099	5,971