

# Audience Profile

Jan 1 - Dec 31, 2023

## Springfield

641 Baltimore Pike, Springfield, PA 19064

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Overview

Population	15,226		157,415		411,547	
Households	5,683		60,934		156,642	
Persons per Household	2.68	104	2.55	99	2.59	100
Household Median Income	\$105,553.56	152	\$81,566.89	117	\$71,261.71	102
Household Median Disposable Income	\$87,121.14	145	\$68,786.57	114	\$60,157.1	100
Household Median Discretionary Income	\$64,550.15	150	\$48,360.8	113	\$40,625.46	95
Average Income Per Person	\$44,649.01	120	\$40,869.19	109	\$37,008.03	99
Median Rent	\$1,339.59	106	\$1,253.68	99	\$1,225.82	97
Median House Value	\$460,664.6	112	\$343,711.06	84	\$310,630.46	74
Households in Poverty	178 (3.1%)	25	5,316 (8.7%)	69	18,358 (11.7%)	93
Household Median Wealth	\$104,070.81	32	\$88,218.26	112	\$80,786.89	103
Average Age	42.2	105	41.39	103	40.53	101
Median Age	42.23	110	41.18	107	40.02	104
Households with Children	1,740 (30.6%)	111	17,295 (28.4%)	103	44,976 (28.7%)	104
High School Graduate or Higher	10,309 (95.1%)	107	104,689 (94.6%)	107	263,515 (92.6%)	104

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	4,776 (44.1%)	41,480 (37.5%)	100,050 (35.1%)
Pop density (per sq mi)	4,965	5,791	5,684
Area (based on blockgroups)	3	27	72

### Population

Population 2022 Q4	15,226	157,415	411,547
Population 2022 Q3	15,225	157,457	411,534
Population 2022 Q2	15,215	157,345	411,314
Population 2022 Q1	15,218	157,357	411,546
Population 2021 Q4	15,218	157,531	412,047
Population 2021 Q3	15,218	157,417	411,954
Population 2021 Q2	15,211	157,229	411,702
Population 2021 Q1	15,213	157,237	411,846
Population 2020 Q4	15,206	157,208	411,698
Population 5 Years Forecast	15,545	159,804	417,682
Population 10 Years Forecast	15,888	163,286	426,679
Persons per Household	2.68	2.55	2.59

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	● 1 Mile	● 3 Mile	● 5 Mile
Group Quarters	16 (<0.5%) 	1,878 (1.2%) 	5,703 (1.4%) 
Transient Population - Average Last 4 Quarters			2,133 (0.5%) 

### Households

Households 2022 Q4	5,683	60,934	156,642
Households 2022 Q3	5,681	60,948	156,633
Households 2022 Q2	5,676	60,908	156,542
Households 2022 Q1	5,679	60,908	156,627
Households 2021 Q4	5,678	60,976	156,823
Households 2021 Q3	5,680	60,937	156,786
Households 2021 Q2	5,676	60,842	156,674
Households 2021 Q1	5,676	60,850	156,732
Households 2020 Q4	5,674	60,844	156,679
Households 5 Years Forecast	5,800	61,847	159,064
Households 10 Years Forecast	5,929	63,202	162,569

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● 1 Mile ● 3 Mile ● 5 Mile

### Gender

Male	7,387	(48.5%)	99	76,345	(48.5%)	99	197,652	(48%)	98
Female	7,839	(51.5%)	101	81,070	(51.5%)	101	213,895	(52%)	102

### Ethnicity

White	12,929	(84.9%)	138	123,671	(78.6%)	128	244,511	(59.4%)	97
Black	948	(6.2%)	53	18,849	(12%)	101	118,693	(28.8%)	244
Asian	562	(3.7%)	75	6,462	(4.1%)	8	22,186	(5.4%)	106
Hispanic (Ethnic)	426	(2.8%)	15	4,260	(2.7%)	15	14,947	(3.6%)	20
Other	361	(2.4%)	66	4,173	(2.7%)	75	11,210	(2.7%)	75

### Household by Ethnicity

White	4,998	(87.9%)	137	46,608	(76.5%)	119	94,461	(60.3%)	94
Black	365	(6.4%)	57	8,965	(14.7%)	131	44,884	(28.7%)	255
Asian	174	(3.1%)	69	2,504	(4.1%)	93	7,411	(4.7%)	107
Other	108	(1.9%)	35	1,491	(2.4%)	45	5,052	(3.2%)	59
Hispanic (Ethnic)	38	(0.7%)	5	1,366	(2.2%)	15	4,834	(3.1%)	21

### Households Income

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

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	1 Mile		3 Mile		5 Mile	
Household Average Income	\$119,509.84	123	\$104,284.95	107	\$96,145.11	99
Average Income Per Person	\$44,649.01	120	\$40,869.19	109	\$37,008.03	99
Household Median Income	\$105,553.56	152	\$81,566.89	117	\$71,261.71	102
<\$15K	174 (3.1%)	34	4,155 (6.8%)	75	13,875 (8.9%)	97
\$15K - \$25K	211 (3.7%)	48	3,497 (5.7%)	75	10,769 (6.9%)	89
\$25K - \$35K	451 (7.9%)	98	4,465 (7.3%)	91	13,595 (8.7%)	107
\$35K - \$50K	378 (6.7%)	58	6,482 (10.6%)	93	17,906 (11.4%)	100
\$50K - \$75K	730 (12.8%)	76	9,433 (15.5%)	92	25,381 (16.2%)	96
\$75K - \$100K	724 (12.7%)	98	8,359 (13.7%)	106	20,344 (13%)	100
\$100K - \$150K	1,380 (24.3%)	147	11,581 (19%)	115	26,579 (17%)	103
\$150K - \$175K	665 (11.7%)	223	4,267 (7%)	133	9,405 (6%)	114
\$175K - \$200K	515 (9.1%)	168	4,140 (6.8%)	126	8,924 (5.7%)	106
\$200K - \$250K	254 (4.5%)	120	2,547 (4.2%)	112	5,527 (3.5%)	95
\$250K - \$500K	108 (1.9%)	119	1,088 (1.8%)	112	2,353 (1.5%)	94
>\$500K	93 (1.6%)	123	920 (1.5%)	113	1,984 (1.3%)	95

### Disposable Households Income

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

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Disposable Income	\$92,425.65	125	\$80,445.33	109	\$73,697.21	100
Household Median Disposable Income	\$87,121.14	145	\$68,786.57	114	\$60,157.1	100
<\$15K	222 (3.9%)	39	4,756 (7.8%)	74	16,003 (10.2%)	103
\$15K - \$25K	267 (4.7%)	52	4,218 (6.9%)	70	12,634 (8.1%)	89
\$25K - \$35K	471 (8.3%)	89	5,284 (8.7%)	93	16,075 (10.3%)	111
\$35K - \$50K	535 (9.4%)	70	8,174 (13.4%)	100	21,508 (13.7%)	102
\$50K - \$75K	883 (15.5%)	84	10,617 (17.4%)	94	27,597 (17.6%)	95
\$75K - \$100K	979 (17.2%)	124	9,452 (15.5%)	112	21,955 (14%)	101
\$100K - \$150K	1,592 (28%)	179	11,363 (18.6%)	119	25,688 (16.4%)	105
\$150K - \$175K	373 (6.6%)	136	3,472 (5.7%)	118	7,389 (4.7%)	98
\$175K - \$200K	104 (1.8%)	117	992 (1.6%)	104	2,146 (1.4%)	88
\$200K - \$250K	104 (1.8%)	120	1,044 (1.7%)	112	2,261 (1.4%)	95
\$250K - \$500K	141 (2.5%)	118	1,432 (2.4%)	112	3,115 (2%)	95
>\$500K	12 (<0.5%)	115	130 (<0.5%)	116	271 (<0.5%)	94

### Discretionary Households Income

Household Average Discretionary Income	\$66,570.77	128	\$56,836.71	110	\$51,098.35	99
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Household Median Discretionary Income	\$64,550.15	150	\$48,360.8	113	\$40,625.46	95
<\$10K	176 (3.1%)	30	4,578 (7.5%)	74	17,117 (10.9%)	107
\$10K - \$20K	490 (8.6%)	66	7,009 (11.5%)	89	21,958 (14%)	108
\$20K - \$30K	527 (9.3%)	72	7,154 (11.7%)	94	20,111 (12.8%)	103
\$30K - \$40K	471 (8.3%)	75	6,851 (11.2%)	99	18,197 (11.6%)	102
\$40K - \$50K	442 (7.8%)	8	5,826 (9.6%)	100	14,413 (9.2%)	96
\$50K - \$75K	1,312 (23.1%)	128	12,073 (19.8%)	110	27,176 (17.3%)	96
\$75K - \$100K	1,143 (20.1%)	190	7,856 (12.9%)	122	17,005 (10.9%)	102
\$100K - \$125K	728 (12.8%)	189	5,256 (8.6%)	127	11,200 (7.2%)	106
\$125K - \$150K	292 (5.1%)	117	2,408 (4%)	90	5,289 (3.4%)	7
>\$150K	102 (1.8%)	71	1,923 (3.2%)	126	4,176 (2.7%)	106

### Households Income by Ethnicity

Average Income - White	\$107,847.12	124	\$95,010.67	109	\$93,853.26	108
Median Income - White	\$108,415.16	143	\$88,054.18	116	\$86,288.27	114
Average Income - Black	\$74,525	122	\$70,017.6	114	\$61,573.17	100
Median Income - Black	\$49,124.18	103	\$61,121.19	128	\$50,708.75	106

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Average Income - Asian	\$111,114.4	\$100,256.28	\$88,599.75
Median Income - Asian	\$114,814.22	\$89,104.17	\$75,282.05
Average Income - Hispanic	\$78,742.11	\$77,060.81	\$77,726.36
Median Income - Hispanic	\$91,666	\$67,268.75	\$66,050.88
Average Income - Other	\$104,592.9	\$76,860.71	\$75,427.7
Median Income - Other	\$83,928.21	\$68,492.81	\$61,764.59

## Age

Average Age	42.2	41.39	40.53
Median Age	42.23	41.18	40.02
0-4	806 (5.3%)	8,847 (5.6%)	23,805 (5.8%)
5-13	1,492 (9.8%)	16,104 (10.2%)	43,268 (10.5%)
14-17	727 (4.8%)	7,350 (4.7%)	20,324 (4.9%)
18-21	771 (5.1%)	8,194 (5.2%)	22,631 (5.5%)
22-24	591 (3.9%)	6,224 (4%)	16,793 (4.1%)
25-29	983 (6.5%)	9,876 (6.3%)	27,165 (6.6%)
30-34	914 (6%)	9,617 (6.1%)	26,164 (6.4%)

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	1 Mile		3 Mile		5 Mile	
35-39	849	(5.6%)	9,610	(6.1%)	25,477	(6.2%)
40-44	861	(5.7%)	9,790	(6.2%)	25,372	(6.2%)
45-49	913	(6%)	9,401	(6%)	24,418	(5.9%)
50-54	972	(6.4%)	9,554	(6.1%)	25,058	(6.1%)
55-59	1,049	(6.9%)	10,709	(6.8%)	27,316	(6.6%)
60-64	1,129	(7.4%)	11,672	(7.4%)	28,786	(7%)
65-69	1,087	(7.1%)	10,709	(6.8%)	26,280	(6.4%)
70-74	878	(5.8%)	8,150	(5.2%)	20,037	(4.9%)
75-79	568	(3.7%)	5,385	(3.4%)	13,384	(3.3%)
80-84	346	(2.3%)	3,323	(2.1%)	8,205	(2%)
85+	290	(1.9%)	2,900	(1.8%)	7,064	(1.7%)

### Age - Male

Male Average Age	40.85		40.02		39.04	
Male Median Age	40.64		38.68		37.33	
0-4	412	(5.6%)	4,529	(5.9%)	12,187	(6.2%)
5-13	762	(10.3%)	8,242	(10.8%)	22,100	(11.2%)

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14-17	369	(5%)	97	3,763	(4.9%)	96	10,297	(5.2%)	101
18-21	386	(5.2%)	84	4,160	(5.4%)	87	11,427	(5.8%)	93
22-24	296	(4%)	92	3,148	(4.1%)	95	8,556	(4.3%)	99
25-29	499	(6.8%)	99	5,051	(6.6%)	97	13,889	(7%)	103
30-34	472	(6.4%)	100	4,906	(6.4%)	101	13,176	(6.7%)	104
35-39	430	(5.8%)	95	4,754	(6.2%)	101	12,368	(6.3%)	102
40-44	420	(5.7%)	93	4,691	(6.1%)	100	11,977	(6.1%)	99
45-49	444	(6%)	100	4,537	(5.9%)	98	11,507	(5.8%)	96
50-54	488	(6.6%)	108	4,671	(6.1%)	100	11,907	(6%)	98
55-59	512	(6.9%)	109	5,149	(6.7%)	107	12,824	(6.5%)	102
60-64	518	(7%)	111	5,522	(7.2%)	115	13,373	(6.8%)	108
65-69	506	(6.8%)	123	5,023	(6.6%)	118	12,169	(6.2%)	111
70-74	407	(5.5%)	123	3,761	(4.9%)	110	9,061	(4.6%)	102
75-79	244	(3.3%)	105	2,340	(3.1%)	97	5,666	(2.9%)	91
80-84	136	(1.8%)	99	1,275	(1.7%)	90	3,162	(1.6%)	86
85+	86	(1.2%)	103	823	(1.1%)	95	2,006	(1%)	90

## Age - Female

Female Average Age	43.48		105	42.69		103	41.9		102
Female Median Age	43.74		107	42.56		104	41.59		102
0-4	394	(5%)	86	4,318	(5.3%)	91	11,618	(5.4%)	93
5-13	730	(9.3%)	88	7,862	(9.7%)	92	21,168	(9.9%)	93
14-17	358	(4.6%)	96	3,587	(4.4%)	93	10,027	(4.7%)	99
18-21	385	(4.9%)	84	4,034	(5%)	85	11,204	(5.2%)	90
22-24	295	(3.8%)	97	3,076	(3.8%)	98	8,237	(3.9%)	100
25-29	484	(6.2%)	101	4,825	(6%)	97	13,276	(6.2%)	101
30-34	442	(5.6%)	97	4,711	(5.8%)	100	12,988	(6.1%)	104
35-39	419	(5.3%)	91	4,856	(6%)	102	13,109	(6.1%)	104
40-44	441	(5.6%)	93	5,099	(6.3%)	104	13,395	(6.3%)	104
45-49	469	(6%)	100	4,864	(6%)	100	12,911	(6%)	101
50-54	484	(6.2%)	100	4,883	(6%)	98	13,151	(6.1%)	100
55-59	537	(6.9%)	106	5,560	(6.9%)	106	14,492	(6.8%)	104
60-64	611	(7.8%)	118	6,150	(7.6%)	115	15,413	(7.2%)	109
65-69	581	(7.4%)	121	5,686	(7%)	115	14,111	(6.6%)	108
70-74	471	(6%)	117	4,389	(5.4%)	105	10,976	(5.1%)	100
75-79	324	(4.1%)	107	3,045	(3.8%)	97	7,718	(3.6%)	93
80-84	210	(2.7%)	104	2,048	(2.5%)	98	5,043	(2.4%)	91
85+	204	(2.6%)	114	2,077	(2.6%)	112	5,058	(2.4%)	104

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### Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	8,480	86,647	221,115
Professional Specialty	2,356 (27.8%)	23,269 (26.9%)	56,045 (25.3%)
Managerial/Executive	1,712 (20.2%)	14,773 (17%)	36,445 (16.5%)
Office Admin	977 (11.5%)	11,435 (13.2%)	26,681 (12.1%)
Sales	741 (8.7%)	7,175 (8.3%)	20,094 (9.1%)
Construction	679 (8%)	7,263 (8.4%)	14,958 (6.8%)
Production & Transportation	634 (7.5%)	8,487 (9.8%)	24,517 (11.1%)
Food Preparation & Serving	448 (5.3%)	3,800 (4.4%)	10,880 (4.9%)
Protective	340 (4%)	2,307 (2.7%)	5,211 (2.4%)
Personal Care	273 (3.2%)	2,704 (3.1%)	6,998 (3.2%)
Healthcare support	213 (2.5%)	2,758 (3.2%)	11,537 (5.2%)
Building Maintenance & Cleaning	104 (1.2%)	2,516 (2.9%)	7,382 (3.3%)
Farming, Fishing & Forestry	3 (<0.5%)	160 (<0.5%)	367 (<0.5%)

### Employment by Industry

Total Employees (16+ Years Old)	8,480	86,647	221,115
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Educational Services	2,428	(28.6%)	123	25,648	(29.6%)	127	67,812	(30.7%)	32
Wholesale Retail	987	(11.6%)	86	10,166	(11.7%)	87	27,420	(12.4%)	92
Entertainment Services	787	(9.3%)	103	5,970	(6.9%)	76	17,157	(7.8%)	86
Financial, Insurance & Real Estate	738	(8.7%)	32	6,717	(7.8%)	117	15,964	(7.2%)	109
Professional Services	605	(7.1%)	95	6,284	(7.3%)	97	15,487	(7%)	94
Agriculture/Mining/Construction	585	(6.9%)	8	5,988	(6.9%)	8	12,130	(5.5%)	64
Manufacturing	541	(6.4%)	63	6,841	(7.9%)	7	14,889	(6.7%)	67
Other Professional Services	465	(5.5%)	115	4,084	(4.7%)	99	11,169	(5.1%)	106
Transportation	436	(5.1%)	91	5,905	(6.8%)	121	15,735	(7.1%)	126
Administrative/Waste Services	357	(4.2%)	101	3,552	(4.1%)	98	9,355	(4.2%)	101
Public Administration	312	(3.7%)	7	3,582	(4.1%)	86	9,283	(4.2%)	87
Information	179	(2.1%)	113	1,754	(2%)	108	4,337	(2%)	105
Management Services	60	(0.7%)	504	156	(<0.5%)	128	377	(<0.5%)	122

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### Language Spoken

Speak English at Home	13,451	(93.3%)	120	133,634	(89.9%)	115	333,821	(86.1%)	110
Speak Other Language at Home	829	(5.7%)	71	12,024	(8.1%)	100	43,064	(11.1%)	137
Speak Spanish at Home	140	(1%)	7	2,910	(2%)	14	10,857	(2.8%)	20

### Ancestry

Scottish/Irish	4,091	(26.9%)	395	35,133	(22.3%)	328	67,298	(16.4%)	241
Unclassified	2,386	(15.7%)	94	24,233	(15.4%)	92	65,399	(15.9%)	95
Italian	2,172	(14.3%)	477	21,280	(13.5%)	452	41,259	(10%)	335
German	1,582	(10.4%)	130	14,006	(8.9%)	111	27,383	(6.7%)	83
Other	1,542	(10.1%)	47	24,895	(15.8%)	73	113,011	(27.5%)	126
British	842	(5.5%)	102	8,665	(5.5%)	102	17,822	(4.3%)	8
Other European (e.g. Greek/Russian)	537	(3.5%)	110	5,767	(3.7%)	114	14,185	(3.4%)	107
Polish	428	(2.8%)	181	3,900	(2.5%)	160	8,155	(2%)	128
American	295	(1.9%)	39	4,078	(2.6%)	53	9,522	(2.3%)	47
South East Asian (e.g. Vietnamese)	232	(1.5%)	94	1,771	(1.1%)	70	6,237	(1.5%)	94
South Central Asian (e.g. Indian)	133	(0.9%)	67	2,245	(1.4%)	109	8,809	(2.1%)	163

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French	129	(0.8%)	67	1,131	(0.7%)	57	2,536	(0.6%)	49
Chinese	103	(0.7%)	57	1,585	(1%)	84	3,939	(1%)	8
Mexican	102	(0.7%)	6	965	(0.6%)	6	2,650	(0.6%)	6
Scandinavian	101	(0.7%)	34	1,363	(0.9%)	45	2,653	(0.6%)	33
Central American	89	(0.6%)	39	410	(<0.5%)	18	1,826	(<0.5%)	30
Middle Eastern	81	(0.5%)	84	1,399	(0.9%)	141	3,206	(0.8%)	124
South American	78	(0.5%)	48	687	(<0.5%)	41	2,155	(0.5%)	49
Puerto Rican	67	(<0.5%)	17	1,417	(0.9%)	35	5,468	(1.3%)	52
Other Hispanic	66	(<0.5%)	33	453	(<0.5%)	22	1,319	(<0.5%)	24
Korean	65	(<0.5%)	101	449	(<0.5%)	67	1,801	(<0.5%)	103
Dutch	34	(<0.5%)	36	535	(<0.5%)	55	1,124	(<0.5%)	44
Cuban	24	(<0.5%)	24	236	(<0.5%)	23	777	(<0.5%)	29
Other Asian	17	(<0.5%)	36	303	(<0.5%)	62	1,158	(<0.5%)	91
Native American (Indian/Eskimo)	16	(<0.5%)	13	263	(<0.5%)	21	719	(<0.5%)	22
Japanese	12	(<0.5%)	34	109	(<0.5%)	30	242	(<0.5%)	25
Hawaiian/Pacific Islander	2	(<0.5%)	8	45	(<0.5%)	16	142	(<0.5%)	20

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Springfield

641 Baltimore Pike, Springfield, PA 19064

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Dominican	92 (<0.5%)	10	752 (<0.5%)

### Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	10,839	110,696	284,726
Elementary (0 to 8 Years)	148 (1.4%)	1,902 (1.7%)	7,360 (2.6%)
Some High School (9 to 11 Years)	382 (3.5%)	4,105 (3.7%)	13,851 (4.9%)
High School Graduate (12 Years)	2,829 (26.1%)	32,451 (29.3%)	86,810 (30.5%)
Some College (13 to 16 Years)	1,670 (15.4%)	20,738 (18.7%)	52,387 (18.4%)
Associates Degree Only	1,034 (9.5%)	10,020 (9.1%)	24,268 (8.5%)
Bachelor's Degree Only	2,887 (26.6%)	25,067 (22.6%)	61,031 (21.4%)
Graduate Degree	1,889 (17.4%)	16,413 (14.8%)	39,019 (13.7%)

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

# Audience Profile

Jan 1 - Dec 31, 2023
















## Springfield

641 Baltimore Pike, Springfield, PA 19064






















Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	5,683	60,934	156,642
One Person Households	1,266 (22.3%) 	16,439 (27%) 	43,425 (27.7%) 
Married Couple	3,483 (61.3%) 	30,097 (49.4%) 	68,412 (43.7%) 
Male Householder	203 (3.6%) 	2,919 (4.8%) 	9,262 (5.9%) 
Female Householder	513 (9%) 	8,490 (13.9%) 	27,403 (17.5%) 
Non Family Households	218 (3.8%) 	2,989 (4.9%) 	8,140 (5.2%) 

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	5,683	60,934	156,642
1 Person Household	1,266 (22.3%) 	16,439 (27%) 	43,425 (27.7%) 
2 Person Household	1,825 (32.1%) 	18,949 (31.1%) 	46,327 (29.6%) 
3 Person Household	989 (17.4%) 	10,437 (17.1%) 	27,012 (17.2%) 
4 Person Household	966 (17%) 	8,815 (14.5%) 	22,134 (14.1%) 
5 Person Household	431 (7.6%) 	4,128 (6.8%) 	10,815 (6.9%) 
6 Person Household	152 (2.7%) 	1,490 (2.4%) 	4,251 (2.7%) 
7+ Person Household	54 (1%) 	676 (1.1%) 	2,678 (1.7%) 

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



# Audience Profile

Jan 1 - Dec 31, 2023

## Springfield

641 Baltimore Pike, Springfield, PA 19064

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	5,903	63,980	166,633
Owner Occupied Housing	4,728	45,132	108,887
Renter Occupied Housing	955	15,802	47,755
Vacant Housing	220	3,046	9,991

### Housing Rent

Average Rent	\$1,423.93	102	\$1,306.28	94	\$1,273.41	91
Median Rent	\$1,339.59	106	\$1,253.68	99	\$1,225.82	97
Total Cash Rents Housing	915	15,410	46,458			
<\$300		107 (0.7%)	22	650 (1.4%)	44	
\$300-\$500	1 (<0.5%)	2	90 (0.6%)	13	872 (1.9%)	43
\$500-\$750	26 (2.8%)	26	1,110 (7.2%)	66	2,998 (6.5%)	59
\$750-\$1000	114 (12.5%)	7	2,646 (17.2%)	108	9,171 (19.7%)	124
\$1000-\$1500	466 (50.9%)	176	7,395 (48%)	166	21,119 (45.5%)	157
\$1500-\$2000	205 (22.4%)	116	3,097 (20.1%)	104	8,722 (18.8%)	98
\$2000-\$2500	77 (8.4%)	91	709 (4.6%)	50	2,241 (4.8%)	52

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Springfield

641 Baltimore Pike, Springfield, PA 19064

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$2500-\$3000	25	(2.7%)	133	(0.9%)	405	(0.9%)
\$3000-\$3500	1	(<0.5%)	34	(<0.5%)	106	(<0.5%)
>\$3500			89	(0.6%)	174	(<0.5%)

### Value of Owner-Occupied Housing Units

Average House Value	\$459,807.97		\$371,124.91		\$359,696.75	
Median House Value	\$460,664.6		\$343,711.06		\$310,630.46	
Owner Occupied Housing	4,728		45,132		108,887	
<\$100K	57	(1.2%)	1,674	(3.7%)	6,780	(6.2%)
\$100K - \$200K	132	(2.8%)	5,794	(12.8%)	21,133	(19.4%)
\$200K - \$300K	354	(7.5%)	11,310	(25.1%)	24,814	(22.8%)
\$300K - \$400K	1,036	(21.9%)	8,666	(19.2%)	16,147	(14.8%)
\$400K - \$500K	1,294	(27.4%)	6,607	(14.6%)	12,472	(11.5%)
\$500K - \$1000K	1,803	(38.1%)	9,599	(21.3%)	23,245	(21.3%)
>\$1000K	52	(1.1%)	1,482	(3.3%)	4,296	(3.9%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Springfield

641 Baltimore Pike, Springfield, PA 19064

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	178	(3.1%)	25	5,316	(8.7%)	69	18,358	(11.7%)	93
Households Above Poverty	5,505	(96.9%)	111	55,618	(91.3%)	104	138,284	(88.3%)	101
Households in Poverty (Married)	49	(0.9%)	39	766	(1.3%)	57	2,277	(1.5%)	65
Households in Poverty (Male Householder)	20	(<0.5%)	55	179	(<0.5%)	46	920	(0.6%)	92
Households in Poverty (Female Householder)	10	(<0.5%)	6	1,238	(2%)	66	5,413	(3.5%)	112
Households in Poverty (Non-Family)	96	(1.7%)	28	2,907	(4.8%)	7	8,901	(5.7%)	94
Households in Poverty (Non-Family Student)	3	(<0.5%)	8	226	(<0.5%)	59	847	(0.5%)	86

### Wealth per Household

Household Average Wealth	\$268,622.21	113	\$249,244.22	105	\$239,560.89	101			
Household Median Wealth	\$104,070.81	32	\$88,218.26	112	\$80,786.89	103			
<\$0K	881	(15.5%)	88	10,193	(16.7%)	95	27,231	(17.4%)	99
\$0K - \$5K	395	(7%)	8	4,836	(7.9%)	91	13,286	(8.5%)	98
\$5K - \$10K	225	(4%)	86	2,647	(4.3%)	94	7,135	(4.6%)	99
\$10K - \$25K	336	(5.9%)	92	3,786	(6.2%)	97	9,949	(6.4%)	99
\$25K - \$50K	382	(6.7%)	98	4,168	(6.8%)	100	10,743	(6.9%)	100

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Springfield

641 Baltimore Pike, Springfield, PA 19064

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	593	(10.4%)	6,328	(10.4%)	16,203	(10.3%)
\$100K - \$250K	1,087	(19.1%)	11,307	(18.6%)	28,540	(18.2%)
\$250K - \$500K	824	(14.5%)	8,303	(13.6%)	20,645	(13.2%)
>\$500K	960	(16.9%)	9,366	(15.4%)	22,910	(14.6%)

## Vehicles per Household

Total Number of Vehicles	10,900		106,286		246,116	
Average Number of Vehicles	1.92		1.74		1.57	
No Vehicles	163	(2.9%)	4,731	(7.8%)	19,326	(12.3%)
1 Vehicle	1,592	(28%)	21,062	(34.6%)	59,660	(38.1%)
2 Vehicles	2,726	(48%)	24,228	(39.8%)	54,605	(34.9%)
3 or more Vehicles	1,202	(21.2%)	10,913	(17.9%)	23,051	(14.7%)

## Population Change

Births	161		1,638		4,476
Deaths	182		1,741		4,230
Migration	29		-13		-746

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Springfield

641 Baltimore Pike, Springfield, PA 19064

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses

599

3,058

8,255

Total Employees

8,351

43,056

129,986

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