

Audience Profile

Jan 1 - Dec 31, 2023

Charleston

1987 Sam Rittenberg Blvd, Charleston, SC 29407

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	7,067		51,865		132,285	
Households	3,181		23,998		56,841	
Persons per Household	2.22	86	2.16	84	2.25	87
Household Median Income	\$67,451.89	97	\$65,875.82	95	\$69,317.57	100
Household Median Disposable Income	\$58,507.05	97	\$57,403.01	95	\$60,231.69	100
Household Median Discretionary Income	\$43,141.08	101	\$40,687.81	95	\$42,628.48	99
Average Income Per Person	\$62,903.91	169	\$44,906.68	120	\$42,660.71	114
Median Rent	\$1,391.41	110	\$1,361.89	107	\$1,413.12	111
Median House Value	\$480,902.79	117	\$594,120.92	145	\$611,738.37	149
Households in Poverty	657 (20.7%)	164	2,886 (12%)	95	7,039 (12.4%)	98
Household Median Wealth	\$69,765.22	89	\$73,203.5	93	\$75,113.07	96
Average Age	39.17	98	39.67	99	38.64	96
Median Age	38.4	100	38.87	101	37.55	98
Households with Children	666 (20.9%)	72	4,745 (19.8%)	72	10,699 (18.8%)	68
High School Graduate or Higher	4,475 (92.4%)	104	33,870 (95.1%)	107	82,611 (93.6%)	106

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	1,927 (39.8%)	15,632 (43.9%)	39,613 (44.9%)
Pop density (per sq mi)	2,110	2,653	1,667
Area (based on blockgroups)	3	20	79

Population

Population 2022 Q4	7,067	51,865	132,285
Population 2022 Q3	7,060	52,017	132,850
Population 2022 Q2	7,039	51,772	131,914
Population 2022 Q1	7,033	51,752	131,885
Population 2021 Q4	7,031	51,736	131,328
Population 2021 Q3	7,054	51,926	131,186
Population 2021 Q2	7,050	51,864	131,055
Population 2021 Q1	7,042	51,832	130,657
Population 2020 Q4	7,066	52,052	130,766
Population 5 Years Forecast	6,734	50,459	134,522
Population 10 Years Forecast	6,665	50,595	138,175
Persons per Household	2.22	2.16	2.25

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	1	(<0.5%)	32	(<0.5%)	4,416	(3.3%)
Transient Population - Average Last 4 Quarters	314	(4.4%)	523	(1%)	3,348	(2.5%)

Households

Households 2022 Q4	3,181		23,998		56,841
Households 2022 Q3	3,179		24,072		57,106
Households 2022 Q2	3,168		23,956		56,694
Households 2022 Q1	3,166		23,950		56,676
Households 2021 Q4	3,165		23,941		56,440
Households 2021 Q3	3,176		24,029		56,373
Households 2021 Q2	3,174		23,998		56,318
Households 2021 Q1	3,171		23,984		56,129
Households 2020 Q4	3,183		24,094		56,165
Households 5 Years Forecast	3,033		23,339		57,732
Households 10 Years Forecast	3,003		23,403		59,301

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Gender	1 Mile	3 Mile	5 Mile
Male	3,346 (47.3%)	24,655 (47.5%)	64,824 (49%)
Female	3,721 (52.7%)	27,210 (52.5%)	67,461 (51%)

Ethnicity	1 Mile	3 Mile	5 Mile
White	3,893 (55.1%)	33,843 (65.3%)	79,180 (59.9%)
Black	2,676 (37.9%)	14,430 (27.8%)	41,883 (31.7%)
Hispanic (Ethnic)	223 (3.2%)	1,747 (3.4%)	6,350 (4.8%)
Other	202 (2.9%)	1,126 (2.2%)	3,051 (2.3%)
Asian	73 (1%)	719 (1.4%)	1,821 (1.4%)

Household by Ethnicity	1 Mile	3 Mile	5 Mile
White	1,818 (57.2%)	16,947 (70.6%)	38,416 (67.6%)
Black	1,091 (34.3%)	5,394 (22.5%)	13,985 (24.6%)
Other	175 (5.5%)	661 (2.8%)	1,754 (3.1%)
Hispanic (Ethnic)	70 (2.2%)	712 (3%)	2,029 (3.6%)
Asian	27 (0.8%)	284 (1.2%)	657 (1.2%)

Households Income

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

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Household Average Income	\$139,738.91	143	\$97,007.39	100	\$97,959.19	101
Average Income Per Person	\$62,903.91	169	\$44,906.68	120	\$42,660.71	114
Household Median Income	\$67,451.89	97	\$65,875.82	95	\$69,317.57	100
<\$15K	499 (15.7%)	172	2,202 (9.2%)	100	5,177 (9.1%)	100
\$15K - \$25K	381 (12%)	156	1,927 (8%)	104	4,189 (7.4%)	96
\$25K - \$35K	112 (3.5%)	44	1,728 (7.2%)	89	4,108 (7.2%)	89
\$35K - \$50K	141 (4.4%)	39	2,998 (12.5%)	109	6,983 (12.3%)	108
\$50K - \$75K	618 (19.4%)	115	4,681 (19.5%)	116	9,907 (17.4%)	103
\$75K - \$100K	385 (12.1%)	93	2,897 (12.1%)	93	7,086 (12.5%)	96
\$100K - \$150K	469 (14.7%)	89	4,435 (18.5%)	112	10,307 (18.1%)	110
\$150K - \$175K	103 (3.2%)	62	835 (3.5%)	66	2,836 (5%)	95
\$175K - \$200K	234 (7.4%)	136	1,006 (4.2%)	74	2,378 (4.2%)	7
\$200K - \$250K	133 (4.2%)	112	721 (3%)	8	2,168 (3.8%)	102
\$250K - \$500K	57 (1.8%)	112	309 (1.3%)	8	930 (1.6%)	103
>\$500K	49 (1.5%)	115	259 (1.1%)	8	772 (1.4%)	102

Disposable Households Income

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Household Average Disposable Income	\$72,056.07	97	\$69,990.56	95	\$73,691.83	100
Household Median Disposable Income	\$58,507.05	97	\$57,403.01	95	\$60,231.69	100
<\$15K	535 (16.8%)	169	2,395 (10%)	100	5,662 (10%)	100
\$15K - \$25K	371 (11.7%)	129	2,029 (8.5%)	93	4,476 (7.9%)	87
\$25K - \$35K	121 (3.8%)	41	2,213 (9.2%)	99	5,004 (8.8%)	95
\$35K - \$50K	320 (10.1%)	75	3,649 (15.2%)	113	8,347 (14.7%)	109
\$50K - \$75K	619 (19.5%)	105	4,797 (20%)	108	10,618 (18.7%)	101
\$75K - \$100K	488 (15.3%)	110	3,624 (15.1%)	109	8,530 (15%)	108
\$100K - \$150K	281 (8.8%)	56	3,199 (13.3%)	85	8,853 (15.6%)	99
\$150K - \$175K	247 (7.8%)	161	1,014 (4.2%)	88	2,118 (3.7%)	7
\$175K - \$200K	60 (1.9%)	121	327 (1.4%)	87	976 (1.7%)	110
\$200K - \$250K	55 (1.7%)	113	301 (1.3%)	8	907 (1.6%)	105
\$250K - \$500K	76 (2.4%)	114	413 (1.7%)	8	1,241 (2.2%)	104
>\$500K	8 (<0.5%)	137	37 (<0.5%)	84	109 (<0.5%)	105

Discretionary Households Income

Household Average Discretionary Income	\$54,257.68	105	\$50,103.12	97	\$52,145.45	101
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Household Median Discretionary Income	\$43,141.08	101	\$40,687.81	95	\$42,628.48	99
<\$10K	539 (16.9%)	166	2,321 (9.7%)	95	5,698 (10%)	98
\$10K - \$20K	403 (12.7%)	98	2,943 (12.3%)	94	6,925 (12.2%)	94
\$20K - \$30K	220 (6.9%)	55	3,488 (14.5%)	116	7,707 (13.6%)	108
\$30K - \$40K	311 (9.8%)	86	3,053 (12.7%)	112	6,613 (11.6%)	102
\$40K - \$50K	368 (11.6%)	121	2,572 (10.7%)	112	5,318 (9.4%)	97
\$50K - \$75K	488 (15.3%)	85	4,565 (19%)	105	11,096 (19.5%)	108
\$75K - \$100K	319 (10%)	95	2,415 (10.1%)	95	6,142 (10.8%)	102
\$100K - \$125K	296 (9.3%)	137	1,127 (4.7%)	69	3,493 (6.1%)	91
\$125K - \$150K	39 (1.2%)	28	1,004 (4.2%)	95	2,424 (4.3%)	97
>\$150K	198 (6.2%)	248	510 (2.1%)	85	1,425 (2.5%)	100

Households Income by Ethnicity

Average Income - White	\$96,292.8	111	\$84,357.4	97	\$91,646.51	105
Median Income - White	\$86,230.02	113	\$72,745.5	96	\$83,368.93	110
Average Income - Black	\$42,377.75	69	\$55,994.12	91	\$54,809.01	89
Median Income - Black	\$24,963.29	52	\$46,894.36	98	\$44,376.77	93

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Average Income - Asian	\$78,013.19	\$89,571.02	\$94,315.2
Median Income - Asian	\$9,641.89	\$86,183.76	\$90,581.57
Average Income - Hispanic	\$81,548.03	\$76,360.06	\$71,993.75
Median Income - Hispanic	\$25,000	\$63,370.56	\$59,216.25
Average Income - Other	\$113,895.61	\$81,440.38	\$82,132.08
Median Income - Other	\$106,249.75	\$62,960.33	\$74,188.24

Age

Average Age	39.17	39.67	38.64
Median Age	38.4	38.87	37.55
0-4	510 (7.2%)	3,584 (6.9%)	9,045 (6.8%)
5-13	920 (13%)	6,623 (12.8%)	16,346 (12.4%)
14-17	349 (4.9%)	2,434 (4.7%)	6,011 (4.5%)
18-21	268 (3.8%)	2,286 (4.4%)	8,332 (6.3%)
22-24	177 (2.5%)	1,324 (2.6%)	4,300 (3.3%)
25-29	318 (4.5%)	2,281 (4.4%)	6,249 (4.7%)
30-34	450 (6.4%)	3,108 (6%)	8,583 (6.5%)

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35-39	637	(9%)	150	4,433	(8.5%)	142	11,411	(8.6%)	144
40-44	613	(8.7%)	143	4,353	(8.4%)	138	10,664	(8.1%)	133
45-49	448	(6.3%)	105	3,377	(6.5%)	108	8,253	(6.2%)	104
50-54	367	(5.2%)	85	2,882	(5.6%)	91	6,935	(5.2%)	85
55-59	388	(5.5%)	86	2,927	(5.6%)	88	7,054	(5.3%)	83
60-64	422	(6%)	92	3,109	(6%)	93	7,387	(5.6%)	86
65-69	389	(5.5%)	94	2,945	(5.7%)	97	6,984	(5.3%)	90
70-74	322	(4.6%)	95	2,499	(4.8%)	100	6,007	(4.5%)	94
75-79	247	(3.5%)	99	1,795	(3.5%)	98	4,329	(3.3%)	93
80-84	149	(2.1%)	95	1,080	(2.1%)	93	2,538	(1.9%)	86
85+	93	(1.3%)	7	825	(1.6%)	93	1,857	(1.4%)	8

Age - Male

Male Average Age	37.11		96	38.06		98	36.91		95
Male Median Age	37.19		100	37.9		102	36.23		98
0-4	260	(7.8%)	122	1,830	(7.4%)	117	4,619	(7.1%)	112
5-13	469	(14%)	122	3,371	(13.7%)	119	8,328	(12.8%)	112

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14-17	186	(5.6%)	108	1,242	(5%)	98	3,078	(4.7%)	92
18-21	144	(4.3%)	60	1,136	(4.6%)	74	4,653	(7.2%)	115
22-24	89	(2.7%)	51	639	(2.6%)	62	2,574	(4%)	91
25-29	157	(4.7%)	60	1,105	(4.5%)	69	3,232	(5%)	72
30-34	204	(6.1%)	96	1,476	(6%)	94	4,235	(6.5%)	102
35-39	299	(8.9%)	145	2,107	(8.5%)	139	5,513	(8.5%)	138
40-44	316	(9.4%)	154	2,151	(8.7%)	142	5,296	(8.2%)	133
45-49	233	(7%)	115	1,701	(6.9%)	114	4,191	(6.5%)	107
50-54	174	(5.2%)	85	1,400	(5.7%)	93	3,445	(5.3%)	87
55-59	167	(5%)	74	1,352	(5.5%)	87	3,363	(5.2%)	76
60-64	180	(5.4%)	85	1,408	(5.7%)	91	3,419	(5.3%)	84
65-69	164	(4.9%)	88	1,316	(5.3%)	96	3,102	(4.8%)	86
70-74	134	(4%)	90	1,079	(4.4%)	98	2,556	(3.9%)	88
75-79	95	(2.8%)	90	723	(2.9%)	93	1,768	(2.7%)	87
80-84	50	(1.5%)	6	391	(1.6%)	85	939	(1.4%)	7
85+	25	(0.7%)	60	228	(0.9%)	6	513	(0.8%)	60

Age - Female

Female Average Age	41.03		99	41.12		100	40.3		98
Female Median Age	40.53		99	40.8		100	38.79		95
0-4	250	(6.7%)	115	1,754	(6.4%)	110	4,426	(6.6%)	112
5-13	451	(12.1%)	114	3,252	(12%)	113	8,018	(11.9%)	112
14-17	163	(4.4%)	92	1,192	(4.4%)	92	2,933	(4.3%)	91
18-21	124	(3.3%)	57	1,150	(4.2%)	72	3,679	(5.5%)	93
22-24	88	(2.4%)	51	685	(2.5%)	60	1,726	(2.6%)	66
25-29	161	(4.3%)	71	1,176	(4.3%)	71	3,017	(4.5%)	72
30-34	246	(6.6%)	113	1,632	(6%)	103	4,348	(6.4%)	111
35-39	338	(9.1%)	155	2,326	(8.5%)	145	5,898	(8.7%)	149
40-44	297	(8%)	135	2,202	(8.1%)	134	5,368	(8%)	132
45-49	215	(5.8%)	96	1,676	(6.2%)	103	4,062	(6%)	101
50-54	193	(5.2%)	84	1,482	(5.4%)	89	3,490	(5.2%)	84
55-59	221	(5.9%)	92	1,575	(5.8%)	89	3,691	(5.5%)	84
60-64	242	(6.5%)	98	1,701	(6.3%)	95	3,968	(5.9%)	89
65-69	225	(6%)	99	1,629	(6%)	98	3,882	(5.8%)	94
70-74	188	(5.1%)	98	1,420	(5.2%)	101	3,451	(5.1%)	99
75-79	152	(4.1%)	105	1,072	(3.9%)	102	2,561	(3.8%)	98
80-84	99	(2.7%)	103	689	(2.5%)	98	1,599	(2.4%)	92
85+	68	(1.8%)	6	597	(2.2%)	96	1,344	(2%)	87

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Employment by Occupation

Occupation	1 Mile	1 Mile %	3 Mile	3 Mile %	5 Mile	5 Mile %
Total Employees (16+ Years Old)	4,010		27,997		68,162	
Professional Specialty	1,194	(29.8%)	7,929	(28.3%)	18,843	(27.6%)
Managerial/Executive	486	(12.1%)	5,051	(18%)	12,638	(18.5%)
Production & Transportation	462	(11.5%)	2,378	(8.5%)	6,368	(9.3%)
Office Admin	420	(10.5%)	2,814	(10.1%)	6,571	(9.6%)
Sales	400	(10%)	3,038	(10.9%)	7,295	(10.7%)
Construction	313	(7.8%)	1,861	(6.6%)	4,824	(7.1%)
Building Maintenance & Cleaning	250	(6.2%)	936	(3.3%)	2,329	(3.4%)
Food Preparation & Serving	237	(5.9%)	1,671	(6%)	4,996	(7.3%)
Personal Care	109	(2.7%)	787	(2.8%)	1,533	(2.2%)
Farming, Fishing & Forestry	65	(1.6%)	90	(<0.5%)	141	(<0.5%)
Healthcare support	60	(1.5%)	809	(2.9%)	1,342	(2%)
Protective	14	(<0.5%)	633	(2.3%)	1,282	(1.9%)

Employment by Industry

Total Employees (16+ Years Old)	4,010	27,997	68,162
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Educational Services	1,107	(27.6%)	118	6,822	(24.4%)	105	16,241	(23.8%)	102
Wholesale Retail	563	(14%)	104	3,740	(13.4%)	99	8,518	(12.5%)	93
Entertainment Services	509	(12.7%)	141	3,334	(11.9%)	132	8,990	(13.2%)	146
Agriculture/Mining/Construction	431	(10.7%)	125	2,010	(7.2%)	83	4,945	(7.3%)	84
Professional Services	339	(8.5%)	113	3,068	(11%)	146	6,736	(9.9%)	32
Manufacturing	302	(7.5%)	75	1,258	(4.5%)	45	4,008	(5.9%)	58
Financial, Insurance & Real Estate	175	(4.4%)	66	2,060	(7.4%)	111	5,087	(7.5%)	113
Other Professional Services	163	(4.1%)	85	1,254	(4.5%)	94	3,285	(4.8%)	101
Public Administration	152	(3.8%)	71	1,193	(4.3%)	89	2,899	(4.3%)	89
Administrative/Waste Services	111	(2.8%)	66	1,253	(4.5%)	107	3,090	(4.5%)	109
Transportation	94	(2.3%)	42	1,293	(4.6%)	8	2,677	(3.9%)	70
Information	64	(1.6%)	85	683	(2.4%)	130	1,620	(2.4%)	127
Management Services				29	(<0.5%)	74	66	(<0.5%)	69

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Language Spoken

Language Spoken	1 Mile	1 Mile %	3 Mile	3 Mile %	5 Mile	5 Mile %
Speak English at Home	6,298	(96.1%)	45,200	(93.6%)	115,029	(93.3%)
Speak Spanish at Home	137	(2.1%)	1,613	(3.3%)	4,882	(4%)
Speak Other Language at Home	122	(1.9%)	1,468	(3%)	3,329	(2.7%)

Ancestry

Ancestry	1 Mile	1 Mile %	3 Mile	3 Mile %	5 Mile	5 Mile %
Other	2,266	(32.1%)	13,241	(25.5%)	40,850	(30.9%)
American	1,431	(20.2%)	10,209	(19.7%)	21,293	(16.1%)
Unclassified	1,194	(16.9%)	8,995	(17.3%)	22,508	(17%)
British	495	(7%)	3,940	(7.6%)	8,780	(6.6%)
Scottish/Irish	470	(6.7%)	4,389	(8.5%)	10,367	(7.8%)
German	402	(5.7%)	3,160	(6.1%)	7,763	(5.9%)
Other European (e.g. Greek/Russian)	214	(3%)	1,763	(3.4%)	3,788	(2.9%)
Mexican	103	(1.5%)	834	(1.6%)	2,999	(2.3%)
Italian	96	(1.4%)	992	(1.9%)	2,763	(2.1%)
French	53	(0.7%)	597	(1.2%)	1,506	(1.1%)
Other Asian	52	(0.7%)	104	(<0.5%)	223	(<0.5%)

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Other Hispanic	38	(0.5%)	41	170	(<0.5%)	25	968	(0.7%)	55
Scandinavian	34	(<0.5%)	25	601	(1.2%)	60	1,312	(1%)	51
Polish	34	(<0.5%)	31	472	(0.9%)	59	1,137	(0.9%)	55
Puerto Rican	34	(<0.5%)	19	241	(<0.5%)	18	849	(0.6%)	25
South American	29	(<0.5%)	38	350	(0.7%)	63	877	(0.7%)	62
Hawaiian/Pacific Islander	28	(<0.5%)	227	90	(<0.5%)	99	144	(<0.5%)	62
Middle Eastern	24	(<0.5%)	54	521	(1%)	159	854	(0.6%)	102
Native American (Indian/Eskimo)	22	(<0.5%)	39	143	(<0.5%)	34	422	(<0.5%)	40
Chinese	18	(<0.5%)	21	167	(<0.5%)	27	454	(<0.5%)	29
Central American	15	(<0.5%)	14	35	(<0.5%)	5	457	(<0.5%)	23
Dutch	8	(<0.5%)	18	286	(0.6%)	89	627	(<0.5%)	74
Cuban	3	(<0.5%)	6	41	(<0.5%)	12	111	(<0.5%)	13
South East Asian (e.g. Vietnamese)	1	(<0.5%)	1	189	(<0.5%)	23	562	(<0.5%)	26
South Central Asian (e.g. Indian)	1	(<0.5%)	1	182	(<0.5%)	27	385	(<0.5%)	22
Japanese	1	(<0.5%)	6	44	(<0.5%)	37	66	(<0.5%)	22
Dominican	1	(<0.5%)	2	76	(<0.5%)	26	89	(<0.5%)	12

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

Audience Profile

Jan 1 - Dec 31, 2023

Charleston

1987 Sam Rittenberg Blvd, Charleston, SC 29407

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Korean	33 (<0.5%)	15 (<0.5%)	131 (<0.5%)

Education (Age 25+)

Total Educated Population	4,843	35,614	88,251
Elementary (0 to 8 Years)	162 (3.3%)	460 (1.3%)	1,376 (1.6%)
Some High School (9 to 11 Years)	206 (4.3%)	1,284 (3.6%)	4,264 (4.8%)
High School Graduate (12 Years)	1,021 (21.1%)	8,337 (23.4%)	20,134 (22.8%)
Some College (13 to 16 Years)	924 (19.1%)	6,551 (18.4%)	15,323 (17.4%)
Associates Degree Only	603 (12.5%)	3,350 (9.4%)	7,541 (8.5%)
Bachelor's Degree Only	1,307 (27%)	10,273 (28.8%)	24,908 (28.2%)
Graduate Degree	620 (12.8%)	5,359 (15%)	14,705 (16.7%)

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Audience Profile

Jan 1 - Dec 31, 2023

Charleston

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	3,181	23,998	56,841
One Person Households	1,117 (35.1%)	8,491 (35.4%)	18,835 (33.1%)
Married Couple	1,205 (37.9%)	9,140 (38.1%)	21,995 (38.7%)
Male Householder	94 (3%)	1,245 (5.2%)	2,335 (4.1%)
Female Householder	398 (12.5%)	2,598 (10.8%)	6,482 (11.4%)
Non Family Households	367 (11.5%)	2,524 (10.5%)	7,194 (12.7%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,181	23,998	56,841
1 Person Household	1,117 (35.1%)	8,491 (35.4%)	18,835 (33.1%)
2 Person Household	1,099 (34.5%)	8,527 (35.5%)	20,006 (35.2%)
3 Person Household	457 (14.4%)	3,577 (14.9%)	8,874 (15.6%)
4 Person Household	296 (9.3%)	2,157 (9%)	5,527 (9.7%)
5 Person Household	131 (4.1%)	816 (3.4%)	2,251 (4%)
6 Person Household	45 (1.4%)	271 (1.1%)	812 (1.4%)
7+ Person Household	36 (1.1%)	159 (0.7%)	536 (0.9%)

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Audience Profile

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● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	3,378	26,126	63,603
Owner Occupied Housing	1,716	12,829	31,247
Renter Occupied Housing	1,465	11,169	25,594
Vacant Housing	197	2,128	6,762

Housing Rent

Average Rent	\$1,381.35	99	\$1,432.72	103	\$1,493.98	107
Median Rent	\$1,391.41	110	\$1,361.89	107	\$1,413.12	111
Total Cash Rents Housing	1,465	10,947	24,537			
<\$300	78 (5.3%)	167	129 (1.2%)	37	407 (1.7%)	52
\$300-\$500	84 (5.7%)	131	156 (1.4%)	33	438 (1.8%)	41
\$500-\$750	46 (3.1%)	29	476 (4.3%)	40	1,193 (4.9%)	44
\$750-\$1000	119 (8.1%)	51	1,310 (12%)	75	2,477 (10.1%)	64
\$1000-\$1500	518 (35.4%)	122	4,701 (42.9%)	148	9,384 (38.2%)	32
\$1500-\$2000	425 (29%)	151	2,808 (25.7%)	133	6,529 (26.6%)	138
\$2000-\$2500	164 (11.2%)	122	942 (8.6%)	94	2,678 (10.9%)	119

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Audience Profile

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Charleston

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$2500-\$3000	31	(2.1%)	288	(2.6%)	842	(3.4%)
\$3000-\$3500			114	(1%)	394	(1.6%)
>\$3500			23	(<0.5%)	195	(0.8%)

Value of Owner-Occupied Housing Units

Average House Value	\$597,126.53		\$638,818.63		\$628,280.94	
Median House Value	\$480,902.79		\$594,120.92		\$611,738.37	
Owner Occupied Housing	1,716		12,829		31,247	
<\$100K	24	(1.4%)	387	(3%)	1,029	(3.3%)
\$100K - \$200K	214	(12.5%)	527	(4.1%)	1,646	(5.3%)
\$200K - \$300K	193	(11.2%)	769	(6%)	2,486	(8%)
\$300K - \$400K	194	(11.3%)	1,221	(9.5%)	2,775	(8.9%)
\$400K - \$500K	288	(16.8%)	1,988	(15.5%)	3,521	(11.3%)
\$500K - \$1000K	568	(33.1%)	5,682	(44.3%)	13,436	(43%)
>\$1000K	235	(13.7%)	2,255	(17.6%)	6,354	(20.3%)

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Audience Profile

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	657	(20.7%)	164	2,886	(12%)	95	7,039	(12.4%)	98
Households Above Poverty	2,524	(79.3%)	91	21,112	(88%)	101	49,802	(87.6%)	100
Households in Poverty (Married)	31	(1%)	44	324	(1.4%)	61	644	(1.1%)	51
Households in Poverty (Male Householder)	15	(<0.5%)	75	103	(<0.5%)	67	230	(<0.5%)	63
Households in Poverty (Female Householder)	151	(4.7%)	155	517	(2.2%)	70	1,317	(2.3%)	75
Households in Poverty (Non-Family)	440	(13.8%)	228	1,802	(7.5%)	124	4,320	(7.6%)	125
Households in Poverty (Non-Family Student)	20	(0.6%)	101	140	(0.6%)	93	528	(0.9%)	149

Wealth per Household

Household Average Wealth	\$228,493.4	96	\$232,544.27	98	\$235,688.5	99			
Household Median Wealth	\$69,765.22	89	\$73,203.5	93	\$75,113.07	96			
<\$0K	589	(18.5%)	105	4,344	(18.1%)	103	10,236	(18%)	102
\$0K - \$5K	294	(9.2%)	106	2,151	(9%)	103	5,023	(8.8%)	102
\$5K - \$10K	155	(4.9%)	106	1,158	(4.8%)	105	2,702	(4.8%)	103
\$10K - \$25K	208	(6.5%)	102	1,577	(6.6%)	103	3,702	(6.5%)	102
\$25K - \$50K	218	(6.9%)	100	1,645	(6.9%)	100	3,883	(6.8%)	100

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Audience Profile

Jan 1 - Dec 31, 2023

Charleston

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	320	(10.1%)	98	2,422	(10.1%)	98	5,723	(10.1%)	98
\$100K - \$250K	555	(17.4%)	97	4,227	(17.6%)	98	10,029	(17.6%)	98
\$250K - \$500K	400	(12.6%)	96	3,069	(12.8%)	98	7,318	(12.9%)	99
>\$500K	442	(13.9%)	96	3,405	(14.2%)	98	8,225	(14.5%)	100

Vehicles per Household

Total Number of Vehicles	5,321			38,679			94,900		
Average Number of Vehicles	1.67		91	1.61		88	1.67		91
No Vehicles	210	(6.6%)	8	1,436	(6%)	75	3,534	(6.2%)	74
1 Vehicle	1,297	(40.8%)	126	10,641	(44.3%)	137	22,047	(38.8%)	120
2 Vehicles	1,124	(35.3%)	95	8,490	(35.4%)	95	23,113	(40.7%)	109
3 or more Vehicles	550	(17.3%)	7	3,431	(14.3%)	64	8,147	(14.3%)	64

Population Change

Births	63			500			1,300		
Deaths	76			596			1,393		
Migration	49			225			1,050		

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Audience Profile

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	621	2,149	4,302
Total Employees	6,158	21,564	54,905

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