

Audience Profile

Jan 1 - Dec 31, 2023

Wilkes-Barre Commons

461-499 Mundy Street, Wilkes-Barre, PA 18702

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	--	56,403		108,669	
Households	--	23,720		46,932	
Persons per Household	--	2.22	86	2.23	86
Household Median Income	--	\$46,926.54	67	\$50,012.99	72
Household Median Disposable Income	--	\$40,740	68	\$43,387.57	72
Household Median Discretionary Income	--	\$28,013.54	65	\$30,361.71	71
Average Income Per Person	--	\$27,142.93	72	\$28,971.34	71
Median Rent	--	\$942	74	\$915.83	72
Median House Value	--	\$148,694.41	36	\$162,545.43	40
Households in Poverty	--	4,528 (19.1%)	151	7,891 (16.8%)	33
Household Median Wealth	--	\$57,386.69	72	\$64,006.74	8
Average Age	--	41.55	104	42.34	106
Median Age	--	38.99	101	41.45	108
Households with Children	--	5,131 (21.6%)	74	10,215 (21.8%)	7
High School Graduate or Higher	--	34,564 (87.9%)	99	69,648 (90.1%)	102

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	--	8,562 (21.8%)	17,816 (23%)
Pop density (per sq mi)	--	1,388	1,460
Area (based on blockgroups)	--	41	74

Population

Population 2022 Q4	--	56,403	108,669
Population 2022 Q3	--	56,282	108,458
Population 2022 Q2	--	56,238	108,410
Population 2022 Q1	--	56,162	108,268
Population 2021 Q4	--	56,356	108,487
Population 2021 Q3	--	56,245	108,261
Population 2021 Q2	--	56,235	108,148
Population 2021 Q1	--	56,169	108,044
Population 2020 Q4	--	56,095	107,924
Population 5 Years Forecast	--	56,576	108,945
Population 10 Years Forecast	--	56,944	109,605
Persons per Household	--	2.22	2.23

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Group Quarters	--	3,780 (6.7%)	4,209 (3.9%)
Transient Population - Average Last 4 Quarters	--	1,587 (2.8%)	1,587 (1.5%)

Households

Households 2022 Q4	--	23,720	46,932
Households 2022 Q3	--	23,672	46,848
Households 2022 Q2	--	23,645	46,822
Households 2022 Q1	--	23,616	46,755
Households 2021 Q4	--	23,698	46,858
Households 2021 Q3	--	23,649	46,752
Households 2021 Q2	--	23,640	46,698
Households 2021 Q1	--	23,610	46,649
Households 2020 Q4	--	23,575	46,594
Households 5 Years Forecast	--	23,818	47,091
Households 10 Years Forecast	--	23,992	47,405

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Gender

Male	--	27,673	(49.1%)		100	52,914	(48.7%)	99
Female	--	28,730	(50.9%)		100	55,755	(51.3%)	101

Ethnicity

White	--	41,703	(73.9%)		121	87,620	(80.6%)	31
Black	--	4,569	(8.1%)		68	6,027	(5.5%)	47
Asian	--	1,083	(1.9%)		38	1,535	(1.4%)	28
Hispanic (Ethnic)	--	7,396	(13.1%)		72	11,047	(10.2%)	56
Other	--	1,652	(2.9%)		8	2,440	(2.2%)	62

Household by Ethnicity

White	--	16,994	(71.6%)		112	37,149	(79.2%)	124
Black	--	2,005	(8.5%)		75	2,586	(5.5%)	49
Asian	--	461	(1.9%)		44	563	(1.2%)	27
Hispanic (Ethnic)	--	3,135	(13.2%)		89	4,934	(10.5%)	71
Other	--	1,125	(4.7%)		87	1,700	(3.6%)	67

Households Income

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	1 Mile	3 Mile	5 Mile
Household Average Income	--	\$61,764.64	\$65,439.12
Average Income Per Person	--	\$27,142.93	\$28,971.34
Household Median Income	--	\$46,926.54	\$50,012.99
<\$15K	--	3,373 (14.2%)	6,322 (13.5%)
\$15K - \$25K	--	2,946 (12.4%)	5,384 (11.5%)
\$25K - \$35K	--	2,586 (10.9%)	4,926 (10.5%)
\$35K - \$50K	--	3,569 (15%)	6,829 (14.6%)
\$50K - \$75K	--	4,582 (19.3%)	8,492 (18.1%)
\$75K - \$100K	--	2,787 (11.7%)	6,213 (13.2%)
\$100K - \$150K	--	2,451 (10.3%)	5,445 (11.6%)
\$150K - \$175K	--	559 (2.4%)	1,362 (2.9%)
\$175K - \$200K	--	473 (2%)	1,096 (2.3%)
\$200K - \$250K	--	221 (0.9%)	485 (1%)
\$250K - \$500K	--	89 (<0.5%)	201 (<0.5%)
>\$500K	--	84 (<0.5%)	177 (<0.5%)

Disposable Households Income

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Household Average Disposable Income	--	\$50,436.66	\$53,361.65
Household Median Disposable Income	--	\$40,740	\$43,387.57
<\$15K	--	3,981 (16.8%)	7,361 (15.7%)
\$15K - \$25K	--	3,085 (13%)	5,865 (12.5%)
\$25K - \$35K	--	3,217 (13.6%)	5,712 (12.2%)
\$35K - \$50K	--	4,103 (17.3%)	7,955 (17%)
\$50K - \$75K	--	4,450 (18.8%)	8,966 (19.1%)
\$75K - \$100K	--	2,402 (10.1%)	5,364 (11.4%)
\$100K - \$150K	--	1,894 (8%)	4,306 (9.2%)
\$150K - \$175K	--	283 (1.2%)	727 (1.5%)
\$175K - \$200K	--	75 (<0.5%)	170 (<0.5%)
\$200K - \$250K	--	89 (<0.5%)	198 (<0.5%)
\$250K - \$500K	--	130 (0.5%)	286 (0.6%)
>\$500K	--	11 (<0.5%)	22 (<0.5%)

Discretionary Households Income

Household Average Discretionary Income	--	\$35,164.14	\$37,833.03
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Household Median Discretionary Income	--	\$28,013.54	\$30,361.71
<\$10K	--	4,066 (17.1%)	7,057 (15%)
\$10K - \$20K	--	4,761 (20.1%)	8,771 (18.7%)
\$20K - \$30K	--	3,707 (15.6%)	7,393 (15.8%)
\$30K - \$40K	--	3,461 (14.6%)	6,264 (13.3%)
\$40K - \$50K	--	2,142 (9%)	4,635 (9.9%)
\$50K - \$75K	--	3,344 (14.1%)	7,505 (16%)
\$75K - \$100K	--	1,248 (5.3%)	3,047 (6.5%)
\$100K - \$125K	--	649 (2.7%)	1,425 (3%)
\$125K - \$150K	--	203 (0.9%)	504 (1.1%)
>\$150K	--	139 (0.6%)	331 (0.7%)

Households Income by Ethnicity

Average Income - White	--	\$62,304.02	\$64,126.21
Median Income - White	--	\$50,796.27	\$52,151.06
Average Income - Black	--	\$38,551.35	\$40,206.86
Median Income - Black	--	\$32,438.78	\$33,008.38

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	--	\$59,545.28	\$61,294.88
Median Income - Asian	--	\$54,476.3	\$54,388.45
Average Income - Hispanic	--	\$49,926.19	\$54,608.1
Median Income - Hispanic	--	\$43,427.15	\$49,869.49
Average Income - Other	--	\$45,941.04	\$51,664.34
Median Income - Other	--	\$37,164.2	\$44,304.69

Age

Average Age	--	41.55	42.34
Median Age	--	38.99	41.45
0-4	--	3,163 (5.6%)	6,068 (5.6%)
5-13	--	5,401 (9.6%)	10,573 (9.7%)
14-17	--	2,328 (4.1%)	4,563 (4.2%)
18-21	--	3,811 (6.8%)	5,977 (5.5%)
22-24	--	2,387 (4.2%)	4,169 (3.8%)
25-29	--	3,341 (5.9%)	6,448 (5.9%)
30-34	--	3,852 (6.8%)	7,062 (6.5%)

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35-39	--	3,929 (7%)	7,135 (6.6%)
40-44	--	3,354 (5.9%)	6,466 (6%)
45-49	--	3,046 (5.4%)	6,052 (5.6%)
50-54	--	3,170 (5.6%)	6,400 (5.9%)
55-59	--	3,411 (6%)	6,957 (6.4%)
60-64	--	3,522 (6.2%)	7,239 (6.7%)
65-69	--	3,408 (6%)	7,016 (6.5%)
70-74	--	2,959 (5.2%)	6,129 (5.6%)
75-79	--	2,189 (3.9%)	4,483 (4.1%)
80-84	--	1,523 (2.7%)	2,971 (2.7%)
85+	--	1,609 (2.9%)	2,961 (2.7%)

Age - Male

Male Average Age	--	39.96	40.69
Male Median Age	--	37.68	38.82
0-4	--	1,618 (5.8%)	3,103 (5.9%)
5-13	--	2,764 (10%)	5,428 (10.3%)

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14-17	--	1,186 (4.3%) 83	2,343 (4.4%) 86
18-21	--	1,948 (7%) 113	3,047 (5.8%) 92
22-24	--	1,251 (4.5%) 104	2,153 (4.1%) 93
25-29	--	1,752 (6.3%) 92	3,354 (6.3%) 93
30-34	--	1,984 (7.2%) 112	3,619 (6.8%) 107
35-39	--	1,992 (7.2%) 117	3,569 (6.7%) 110
40-44	--	1,671 (6%) 98	3,181 (6%) 98
45-49	--	1,519 (5.5%) 91	2,992 (5.7%) 94
50-54	--	1,605 (5.8%) 95	3,226 (6.1%) 100
55-59	--	1,697 (6.1%) 97	3,457 (6.5%) 103
60-64	--	1,748 (6.3%) 100	3,518 (6.6%) 106
65-69	--	1,643 (5.9%) 107	3,303 (6.2%) 112
70-74	--	1,360 (4.9%) 110	2,801 (5.3%) 118
75-79	--	936 (3.4%) 107	1,918 (3.6%) 115
80-84	--	583 (2.1%) 113	1,131 (2.1%) 115
85+	--	416 (1.5%) 11	771 (1.5%) 29

Age - Female

Female Average Age	--	43.09 104	43.91 106
Female Median Age	--	41.54 102	43.04 105
0-4	--	1,545 (5.4%) 92	2,965 (5.3%) 91
5-13	--	2,637 (9.2%) 87	5,145 (9.2%) 87
14-17	--	1,142 (4%) 84	2,220 (4%) 84
18-21	--	1,863 (6.5%) 111	2,930 (5.3%) 90
22-24	--	1,136 (4%) 102	2,016 (3.6%) 94
25-29	--	1,589 (5.5%) 90	3,094 (5.5%) 91
30-34	--	1,868 (6.5%) 112	3,443 (6.2%) 106
35-39	--	1,937 (6.7%) 115	3,566 (6.4%) 109
40-44	--	1,683 (5.9%) 97	3,285 (5.9%) 98
45-49	--	1,527 (5.3%) 89	3,060 (5.5%) 92
50-54	--	1,565 (5.4%) 89	3,174 (5.7%) 93
55-59	--	1,714 (6%) 92	3,500 (6.3%) 97
60-64	--	1,774 (6.2%) 93	3,721 (6.7%) 101
65-69	--	1,765 (6.1%) 100	3,713 (6.7%) 109
70-74	--	1,599 (5.6%) 108	3,328 (6%) 116
75-79	--	1,253 (4.4%) 112	2,565 (4.6%) 119
80-84	--	940 (3.3%) 72	1,840 (3.3%) 28
85+	--	1,193 (4.2%) 183	2,190 (3.9%) 172

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Benchmark: Nationwide



Employment by Occupation

Occupation	Count	Percentage	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	26,134	--			52,376
Managerial/Executive	2,590	(9.9%)	61		6,427 (12.3%)
Professional Specialty	5,672	(21.7%)	92		10,828 (20.7%)
Healthcare support	1,147	(4.4%)	134		2,390 (4.6%)
Protective	655	(2.5%)	115		1,385 (2.6%)
Food Preparation & Serving	1,778	(6.8%)	127		3,567 (6.8%)
Building Maintenance & Cleaning	1,173	(4.5%)	124		2,163 (4.1%)
Personal Care	692	(2.6%)	101		1,242 (2.4%)
Sales	1,984	(7.6%)	75		4,177 (8%)
Office Admin	3,676	(14.1%)	127		7,451 (14.2%)
Farming, Fishing & Forestry	72	(<0.5%)	42		117 (<0.5%)
Construction	1,642	(6.3%)	7		3,086 (5.9%)
Production & Transportation	5,053	(19.3%)	147		9,543 (18.2%)

Employment by Industry

Total Employees (16+ Years Old)	26,134	--			52,376
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	1 Mile	3 Mile	5 Mile
Agriculture/Mining/Construction	--	1,373 (5.3%)	2,444 (4.7%)
Manufacturing	--	3,137 (12%)	5,548 (10.6%)
Wholesale Retail	--	3,736 (14.3%)	8,358 (16%)
Transportation	--	2,187 (8.4%)	4,034 (7.7%)
Information	--	529 (2%)	824 (1.6%)
Financial, Insurance & Real Estate	--	1,374 (5.3%)	3,112 (5.9%)
Professional Services	--	910 (3.5%)	2,180 (4.2%)
Management Services	--	11 (<0.5%)	11 (<0.5%)
Administrative/Waste Services	--	1,281 (4.9%)	2,317 (4.4%)
Educational Services	--	6,216 (23.8%)	13,259 (25.3%)
Entertainment Services	--	2,752 (10.5%)	5,290 (10.1%)
Other Professional Services	--	1,319 (5%)	2,191 (4.2%)
Public Administration	--	1,309 (5%)	2,808 (5.4%)

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Language Spoken

Speak English at Home	--	43,900	(82.5%)	106	88,452	(86.2%)	111
Speak Spanish at Home	--	6,859	(12.9%)	92	10,284	(10%)	72
Speak Other Language at Home	--	2,481	(4.7%)	57	3,865	(3.8%)	46

Ancestry

American	--	931	(1.7%)	34	2,368	(2.2%)	44
Mexican	--	2,518	(4.5%)	43	2,900	(2.7%)	26
Puerto Rican	--	1,601	(2.8%)	111	3,365	(3.1%)	121
Cuban	--	74	(<0.5%)	20	87	(<0.5%)	12
Dominican	--	2,113	(3.7%)	659	2,956	(2.7%)	478
Central American	--	310	(0.5%)	37	497	(<0.5%)	31
South American	--	399	(0.7%)	66	667	(0.6%)	58
Other Hispanic	--	381	(0.7%)	51	575	(0.5%)	40
Native American (Indian/Eskimo)	--	98	(<0.5%)	22	161	(<0.5%)	19
Hawaiian/Pacific Islander	--	9	(<0.5%)	9	15	(<0.5%)	8
Chinese	--	191	(<0.5%)	28	238	(<0.5%)	18

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Japanese	--	66 (<0.5%)	79 (<0.5%)
Korean	--	48 (<0.5%)	80 (<0.5%)
South Central Asian (e.g. Indian)	--	261 (<0.5%)	409 (<0.5%)
South East Asian (e.g. Vietnamese)	--	473 (0.8%)	625 (0.6%)
Other Asian	--	44 (<0.5%)	104 (<0.5%)
British	--	2,426 (4.3%)	5,782 (5.3%)
Dutch	--	221 (<0.5%)	523 (<0.5%)
French	--	209 (<0.5%)	473 (<0.5%)
German	--	4,167 (7.4%)	8,632 (7.9%)
Italian	--	4,104 (7.3%)	8,624 (7.9%)
Polish	--	6,743 (12%)	14,406 (13.3%)
Scandinavian	--	171 (<0.5%)	392 (<0.5%)
Scottish/Irish	--	5,790 (10.3%)	12,556 (11.6%)
Other European (e.g. Greek/Russian)	--	4,492 (8%)	10,048 (9.2%)
Middle Eastern	--	512 (0.9%)	949 (0.9%)
Other	--	8,078 (14.3%)	12,555 (11.6%)

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Unclassified	--	9,973 (17.7%)	18,603 (17.1%)
Education (Age 25+)			
Total Educated Population	--	39,313	77,319
Elementary (0 to 8 Years)	--	1,608 (4.1%)	2,318 (3%)
Some High School (9 to 11 Years)	--	3,141 (8%)	5,353 (6.9%)
High School Graduate (12 Years)	--	15,484 (39.4%)	29,603 (38.3%)
Some College (13 to 16 Years)	--	6,573 (16.7%)	13,573 (17.6%)
Associates Degree Only	--	3,945 (10%)	8,656 (11.2%)
Bachelor's Degree Only	--	5,503 (14%)	11,416 (14.8%)
Graduate Degree	--	3,059 (7.8%)	6,400 (8.3%)

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Household Type

Household Type	Count	Percentage	1 Mile	3 Mile	5 Mile
Households	23,720	--	46,932		
One Person Households	9,110	(38.4%)	145	17,199	(36.6%) 139
Married Couple	7,758	(32.7%)	67	16,860	(35.9%) 75
Male Householder	1,404	(5.9%)	117	2,495	(5.3%) 105
Female Householder	3,716	(15.7%)	124	7,029	(15%) 118
Non Family Households	1,732	(7.3%)	106	3,349	(7.1%) 104

Household Size

Household Size	Count	Percentage	1 Mile	3 Mile	5 Mile
Households	23,720	--	46,932		
1 Person Household	9,110	(38.4%)	145	17,199	(36.6%) 139
2 Person Household	7,100	(29.9%)	91	14,749	(31.4%) 96
3 Person Household	3,557	(15%)	93	7,197	(15.3%) 95
4 Person Household	2,280	(9.6%)	71	4,719	(10.1%) 74
5 Person Household	990	(4.2%)	64	1,899	(4%) 62
6 Person Household	390	(1.6%)	62	691	(1.5%) 56
7+ Person Household	293	(1.2%)	64	478	(1%) 53

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Benchmark: Nationwide



Housing Units

Total Housing Units	--	27,126	52,799
Owner Occupied Housing	--	12,607	27,305
Renter Occupied Housing	--	11,113	19,627
Vacant Housing	--	3,406	5,867

Housing Rent

Average Rent	--	\$993.2	71	\$970.34	70
Median Rent	--	\$942	74	\$915.83	72
Total Cash Rents Housing	--	10,315		18,226	
<\$300	--	841 (8.2%)	256	1,375 (7.5%)	237
\$300-\$500	--	488 (4.7%)	108	1,130 (6.2%)	142
\$500-\$750	--	1,844 (17.9%)	163	3,365 (18.5%)	169
\$750-\$1000	--	2,584 (25.1%)	158	4,889 (26.8%)	169
\$1000-\$1500	--	3,378 (32.7%)	113	5,530 (30.3%)	105
\$1500-\$2000	--	947 (9.2%)	48	1,533 (8.4%)	44
\$2000-\$2500	--	138 (1.3%)	15	251 (1.4%)	15

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\$2500-\$3000	--	34 (<0.5%)	78 (<0.5%)
\$3000-\$3500	--	5 (<0.5%)	19 (<0.5%)
>\$3500	--	56 (0.5%)	56 (<0.5%)
Value of Owner-Occupied Housing Units			
Average House Value	--	\$164,370.96	\$177,295.93
Median House Value	--	\$148,694.41	\$162,545.43
Owner Occupied Housing	--	12,607	27,305
<\$100K	--	3,095 (24.5%)	5,702 (20.9%)
\$100K - \$200K	--	5,356 (42.5%)	11,299 (41.4%)
\$200K - \$300K	--	2,189 (17.4%)	5,570 (20.4%)
\$300K - \$400K	--	779 (6.2%)	2,061 (7.5%)
\$400K - \$500K	--	299 (2.4%)	833 (3.1%)
\$500K - \$1000K	--	284 (2.3%)	873 (3.2%)
>\$1000K	--	605 (4.8%)	967 (3.5%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Wilkes-Barre Commons

461-499 Mundy Street, Wilkes-Barre, PA 18702

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	--	4,528	(19.1%)	151	7,891	(16.8%)	33
Households Above Poverty	--	19,192	(80.9%)	93	39,041	(83.2%)	95
Households in Poverty (Married)	--	447	(1.9%)	85	776	(1.7%)	74
Households in Poverty (Male Householder)	--	134	(0.6%)	88	401	(0.9%)	33
Households in Poverty (Female Householder)	--	1,291	(5.4%)	177	2,225	(4.7%)	154
Households in Poverty (Non-Family)	--	2,374	(10%)	165	4,089	(8.7%)	144
Households in Poverty (Non-Family Student)	--	282	(1.2%)	190	400	(0.9%)	136

Wealth per Household

Household Average Wealth	--	\$208,173.06	88	\$216,005.23	91		
Household Median Wealth	--	\$57,386.69	73	\$64,006.74	8		
<\$0K	--	4,575	(19.3%)	110	8,776	(18.7%)	106
\$0K - \$5K	--	2,427	(10.2%)	118	4,579	(9.8%)	112
\$5K - \$10K	--	1,234	(5.2%)	113	2,356	(5%)	109
\$10K - \$25K	--	1,621	(6.8%)	107	3,148	(6.7%)	105
\$25K - \$50K	--	1,644	(6.9%)	101	3,250	(6.9%)	101

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Audience Profile

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Wilkes-Barre Commons

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
\$50K - \$100K	--	2,430 (10.2%)	4,844 (10.3%)
\$100K - \$250K	--	4,103 (17.3%)	8,276 (17.6%)
\$250K - \$500K	--	2,806 (11.8%)	5,733 (12.2%)
>\$500K	--	2,880 (12.1%)	5,970 (12.7%)

Vehicles per Household

Total Number of Vehicles	--	33,397	69,170
Average Number of Vehicles	--	1.41	1.47
No Vehicles	--	3,884 (16.4%)	6,712 (14.3%)
1 Vehicle	--	9,751 (41.1%)	19,095 (40.7%)
2 Vehicles	--	7,461 (31.5%)	15,072 (32.1%)
3 or more Vehicles	--	2,624 (11.1%)	6,053 (12.9%)

Population Change

Births	--	573	1,110
Deaths	--	645	1,330
Migration	--	119	402

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Audience Profile

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Wilkes-Barre Commons

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Benchmark: Nationwide

1 Mile 3 Mile 5 Mile

Workplace

Total Businesses	--	2,144	3,360
Total Employees	--	44,714	65,941

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