

1515 S 9th St
Springfield, IL 62703



Population	1 Miles	3 Miles	5 Miles
Total Population (US Census 2010)	14,068	80,166	124,505
Total Population (Current Year)	13,989	80,370	124,962
Total Population (Five Year Projection)	13,192	78,205	124,140
Adult Population (US Census 2010)	10,378	61,134	96,277
Adult Population (Current Year)	10,373	61,503	97,276
Adult Population (Five Year Projection)	9,795	59,663	96,713
% Female Population (US Census 2010)	51.23%	52.42%	52.72%
% Male Population (US Census 2010)	48.77%	47.58%	47.28%
% Female Population (Current Year)	51.08%	52.35%	52.69%
% Male Population (Current Year)	48.92%	47.65%	47.31%
Total Daytime Population	21,570	120,411	171,367
Population aged 16 and under (Children)	3,053	19,903	24,570
Daytime population (Age 16+)	18,517	100,508	146,797
Civilian 16+, at Workplace	15,171	76,743	104,955
Retired population (Age 65+)	1,075	9,345	16,425
Homemakers (Age 16+)	760	5,359	8,961

Population Mosaic (Current Year)	1 Miles	3 Miles	5 Miles
% A Power Elite	0%	0%	0%
% B Flourishing Families	9.93%	7.82%	7.9%
% C Booming with Confidence	0%	5.14%	18.71%
% D Suburban Style	0%	1.52%	0.96%
% E Thriving Boomers	0%	1.37%	3.91%
% F Promising Families	0%	0%	0%
% G Young City Solos	0%	0%	0%

% H Middle-class Melting Pot	0%	0%	0%
% I Family Union	0%	1.93%	2.96%
% J Autumn Years	5.86%	26.13%	23.23%
% K Significant Singles	0%	0%	0.8%
% L Blue Sky Boomers	20.3%	13.77%	10.2%
% M Families in Motion	9.04%	4.44%	2.81%
% N Pastoral Pride	0%	0.95%	0.6%
% O Singles and Starters	14.34%	9.35%	8.54%
% P Cultural Connections	0%	0%	0%
% Q Golden Year Guardians	0%	0.67%	0.98%
% R Aspirational Fusion	0%	4.55%	2.88%
% S Economic Challenges	40.54%	22.35%	15.52%
% U Unclassified	0%	0%	0%

Age	1 Miles	3 Miles	5 Miles
Median Age, Total	32.71	35.91	38.61
% Age 18+	74.15%	76.53%	77.84%
% Age 55+	20.78%	26.61%	29.71%
% Age 65+	9.54%	14.21%	16.07%

Ethnicity	1 Miles	3 Miles	5 Miles
% White (2010 US Census, Not Hispanic/Latino)	57.83%	71.07%	76.99%
% Black/African American (2010 US Census, Not Hispanic/Lati	36.89%	24.17%	18.21%
% American Indian & Alaska Native (2010 US Census, Not His	0.2%	0.26%	0.21%
% Asian (2010 US Census, Not Hispanic/Latino)	0.81%	1.21%	1.82%
% Native Hawaiian / Other Pacific Islander (2010 US Census, I	0%	0.02%	0.02%
% Some other race (2010 US Census, Not Hispanic/Latino)	0.27%	0.22%	0.19%
% Two or more races (2010 US Census, Not Hispanic/Latino)	4%	3.05%	2.56%
% White (2010 US Census)	49.79%	52.6%	56.62%
% Black/African American (2010 US Census)	12.96%	8.4%	6.87%
% American Indian & Alaska Native (2010 US Census)	1.21%	1.41%	1.6%
% Asian (2010 US Census)	0.13%	0.6%	0.75%
% Native Hawaiian / Other Pacific Islander (2010 US Census)	0%	0.17%	0.12%
% Some other race (2010 US Census)	21.26%	24.46%	23.19%
% Two or more races (2010 US Census)	14.65%	12.35%	10.85%
% White (Current Year, Not Hispanic/Latino)	55.58%	68.95%	75.11%
% Black/African American (Current Year, Not Hispanic/Latino)	38.38%	25.55%	19.29%
% American Indian & Alaska Native (Current Year, Not Hispani	0.22%	0.27%	0.22%
% Asian (Current Year, Not Hispanic/Latino)	0.84%	1.36%	2.15%
% Native Hawaiian / Other Pacific Islander (Current Year, Not I	0.01%	0.03%	0.03%
% Some other race (Current Year, Not Hispanic/Latino)	0.28%	0.22%	0.2%
% Two or more races (Current Year, Not Hispanic/Latino)	4.68%	3.61%	3.01%
% White (Current Year)	47.26%	50.79%	55.3%
% Black/African American (Current Year)	15.4%	9.88%	7.95%

% American Indian & Alaska Native (Current Year)	1.01%	1.58%	1.83%
% Asian (Current Year)	0.3%	0.82%	0.89%
% Native Hawaiian / Other Pacific Islander (Current Year)	0%	0.04%	0.05%
% Some other race (Current Year)	21.68%	24.57%	23.15%
% Two or more races (Current Year)	14.36%	12.31%	10.83%
% White (Five Year Projection, Not Hispanic/Latino)	54.87%	67.77%	74.23%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	38.34%	26.05%	19.45%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.23%	0.27%	0.21%
% Asian (Five Year Projection, Not Hispanic/Latino)	0.91%	1.49%	2.43%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0.01%	0.03%	0.03%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.28%	0.23%	0.2%

Housing & Households	1 Miles	3 Miles	5 Miles
Land Area (Estimated Square Miles)	3.38	28.25	77.36
Total Housing Units (Current Year)	7,069	40,191	60,236
Total Households (Current Year)	5,929	36,038	55,086
Total Households (Five Year Projection)	5,634	35,351	55,149
Owner-Occupied: Owned with a mortgage or loan	1,883	12,704	22,200
Owner-Occupied: Owned free and clear	902	7,206	12,354
Renter-Occupied	3,144	16,128	20,533
Aggregate Contract Rent	\$1,421,211	\$8,197,041	\$11,180,485

Housing Value (Current Year)	1 Miles	3 Miles	5 Miles
Housing Value < \$10,000	37	499	739
Housing Value \$10,000-\$14,999	32	228	367
Housing Value \$15,000-\$19,999	51	215	313
Housing Value \$20,000-\$24,999	90	303	400
Housing Value \$25,000-\$29,999	77	253	342
Housing Value \$30,000-\$34,999	98	404	489
Housing Value \$35,000-\$39,999	144	621	745
Housing Value \$40,000-\$49,999	199	988	1,177
Housing Value \$50,000-\$59,999	244	1,133	1,330
Housing Value \$60,000-\$69,999	254	1,372	1,656
Housing Value \$70,000-\$79,999	345	2,057	2,474
Housing Value \$80,000-\$89,999	273	2,125	2,790
Housing Value \$90,000-\$99,999	215	1,669	2,350
Housing Value \$100,000-\$124,999	245	2,466	4,137
Housing Value \$125,000-\$149,999	157	1,756	3,709
Housing Value \$150,000-\$174,999	78	990	2,822
Housing Value \$175,000-\$199,999	64	569	1,765
Housing Value \$200,000-\$249,999	74	702	2,650
Housing Value \$250,000-\$299,999	66	558	1,737
Housing Value \$300,000-\$399,999	22	447	1,257
Housing Value \$400,000-\$499,999	14	136	375

Housing Value \$500,000-\$749,999	1	169	418
Housing Value \$750,000-\$999,999	3	154	279
Housing Value \$1,000,000 or more	0	98	232
Total Owner-occupied housing units (OOHU)	2,784	19,910	34,553

Income	1 Miles	3 Miles	5 Miles
Per Capita Income (2010 US Census, based on Total Populatio	\$19,717	\$24,455	\$28,618
Per Capita Income (Current Year, based on Total Population)	\$19,821	\$25,291	\$30,121
Per Capita Income (Five Year Projection, based on Total Popu	\$23,857	\$29,990	\$35,621
Average (Mean) Household Income (Current Year)	\$46,349	\$55,678	\$67,510
Median Household Income (Current Year)	\$32,369	\$38,339	\$47,363
Aggregate Income (Current Year)	\$277,268,367	\$2,032,619,430	\$3,763,916,747

% Households by Income (Current Year)	1 Miles	3 Miles	5 Miles
% Household Income < \$10,000	14.31%	11.27%	8.72%
% Household Income \$10,000-\$14,999	7.67%	7.6%	6.02%
% Household Income \$15,000-\$19,999	8.18%	7.18%	6.15%
% Household Income \$20,000-\$24,999	9.63%	7.63%	6.41%
% Household Income \$25,000-\$29,999	6.23%	6.39%	5.41%
% Household Income \$30,000-\$34,999	8.29%	6.31%	5.56%
% Household Income \$35,000-\$39,999	5.3%	5.28%	4.8%
% Household Income \$40,000-\$44,999	4.27%	4.73%	4.82%
% Household Income \$45,000-\$49,999	3.74%	4.38%	4.35%
% Household Income \$50,000-\$59,999	6.18%	7.24%	7.61%
% Household Income \$60,000-\$74,999	9.24%	9.81%	10.32%
% Household Income \$75,000-\$99,999	7.43%	9.97%	12.09%
% Household Income \$100,000-\$124,999	5.49%	5.3%	6.79%
% Household Income \$125,000-\$149,999	1.49%	2.72%	4.08%
% Household Income \$150,000-\$199,999	1.52%	1.98%	3.55%
% Household Income \$200,000-\$249,999	0.45%	0.95%	1.36%
% Household Income \$250,000-\$499,999	0.35%	0.71%	1.16%
% Household Income \$500,000+	0.24%	0.54%	0.8%

Education (Current Year)	1 Miles	3 Miles	5 Miles
College undergraduate	596	3,985	6,978
Graduate or prof school	220	1,346	2,323

Employment and Occupation	1 Miles	3 Miles	5 Miles
Total Civilian employed population aged 16+ (2010 US Census)	6,244	36,032	58,913
Total Civilian employed population aged 16+ (Current Year)	6,547	38,115	62,192
Total Civilian employed population aged 16+ (Five Year Projec	6,193	36,852	61,770

% Employment by Industry (2010 US Census)	1 Miles	3 Miles	5 Miles
% Armed Forces (2010 US Census)	0.2%	0.25%	0.24%
% Civilian, Employed (2010 US Census)	86.96%	87.74%	89.86%
% Civilian, Unemployed (2010 US Census)	12.84%	12.01%	9.9%
% Not in Labor Force (2010 US Census)	33.55%	35.09%	34.12%
% Armed Forces (Current Year)	0.22%	0.28%	0.27%
% Civilian, Employed (Current Year)	90.49%	91.19%	92.74%
% Civilian, Unemployed (Current Year)	9.29%	8.54%	7%
% Not in Labor Force (Current Year)	32.48%	34.02%	33.03%

Transportation to Work (Current Year)	1 Miles	3 Miles	5 Miles
Total Workers 16+	6,547	38,115	62,192
Car, truck, or van	5,747	34,284	56,864
Public transport (not taxi)	242	990	1,275
Worked at home	122	883	1,601

Travel Time to Work (Current Year)	1 Miles	3 Miles	5 Miles
< 5 minutes	303	1,501	2,233
5-9 minutes	1,160	6,683	9,519
10-14 minutes	2,161	10,724	16,204
15-19 minutes	1,310	8,919	15,905
20-24 minutes	683	4,583	8,653
25-29 minutes	115	885	1,577
30-34 minutes	230	1,643	2,725
35-39 minutes	30	159	263
40-44 minutes	34	285	559
45-59 minutes	258	845	1,194
60-89 minutes	95	623	1,151
90+ minutes	46	381	608

Consumer Expenditures (Current Year)	1 Miles	3 Miles	5 Miles
Total Alcoholic beverages	\$2,517,978	\$16,299,360	\$27,165,860
Total Apparel and services	\$11,534,845	\$71,642,167	\$117,705,960
Total Cash contributions	\$5,491,854	\$45,833,817	\$84,987,586
Total Education	\$7,327,248	\$47,977,109	\$81,424,977
Total Entertainment	\$13,404,572	\$90,302,472	\$154,857,123
Total Food	\$37,312,751	\$237,123,468	\$389,538,821
Total Gifts	\$4,551,101	\$31,271,895	\$53,541,832
Total Healthcare	\$20,899,936	\$147,531,266	\$256,040,996
Total Housing	\$87,589,193	\$569,397,667	\$951,165,497
Total Miscellaneous	\$4,545,690	\$31,693,410	\$55,773,912
Total Personal care products and services	\$3,718,870	\$24,661,844	\$41,584,960
Total Personal insurance and pensions	\$25,013,764	\$171,973,237	\$315,334,780

Total Reading	\$511,640	\$3,624,748	\$6,334,466
Total Tobacco products and smoking supplies	\$2,342,125	\$13,961,720	\$21,613,511
Total Transportation	\$50,084,431	\$319,716,206	\$525,243,994

Retail Sales Volume	1 Miles	3 Miles	5 Miles
Total Retail Demand	\$102,433,580	\$652,978,632	\$1,081,719,839
Building Material & Garden Equipment & Supply Dealers	\$3,937,251	\$27,707,545	\$49,304,821
Clothing & Clothing Accessories Stores	\$5,737,170	\$35,652,694	\$58,878,084
Electronics & Appliance Stores	\$1,589,919	\$10,279,845	\$16,976,268
Food & Beverage Stores	\$18,137,312	\$114,343,557	\$186,466,686
Foodservice & Drinking Places	\$15,308,160	\$97,514,189	\$163,141,407
Furniture & Home Furnishings Stores	\$1,621,645	\$10,852,974	\$18,913,614
Gasoline stations	\$9,940,120	\$61,946,296	\$100,222,446
General Merchandise Stores	\$15,821,897	\$100,454,825	\$164,895,910
General Merchandise, Apparel and Accessories, Furniture and	\$27,177,954	\$172,828,484	\$285,774,568
Health & Personal Care Stores	\$2,830,939	\$19,349,417	\$32,897,124
Miscellaneous Store Retailers	\$1,767,733	\$11,625,395	\$19,160,974
Motor Vehicle & Parts Dealers	\$17,838,196	\$111,749,783	\$184,355,689
Nonstore retailers	\$6,044,869	\$39,488,159	\$66,277,778
Sporting Goods, Hobby, Book, & Music Stores	\$1,858,368	\$12,013,954	\$20,229,039

Business Summary by SIC	1 Miles	3 Miles	5 Miles
Agriculture, Forestry, & Fishing (01-09)	3	52	83
Construction (15-17)	27	144	237
Finance, Insurance, & Real Estate (60-69)	83	316	511
Manufacturing (20-39)	19	85	128
Mining (10-14)	0	3	7
Public Administration (90-98)	89	327	405
Retail Trade (52-59)	108	654	1,012
Services (70-89)	519	1,851	2,615
Transportation, Communications, Electric, Gas, & Sanitary Ser	24	105	162
Wholesale Trade (50-51)	20	126	208

2016/2017 Demographics provided by Experian through Alteryx