

Demographics near S MacArthur Blvd & W Stanford Ave Springfield, IL



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2022 Q2

	1 Mile		3 Miles		5 Miles	
Population						
2022 Population	13,745	---	79,869	---	122,186	---
2027 Projected Population	13,639	---	79,482	---	122,692	---
2027 Projected Population (High Estimate)	13,876	---	81,130	---	125,460	---
2027 Projected Population (Low Estimate)	13,046	---	77,414	---	119,684	---
% Projected Annual Change (2022 - 2027)	-0.2%	---	-0.1%	---	0.1%	---
% Projected Annual Change (High Estimate)	0.2%	---	0.3%	---	0.5%	---
% Projected Annual Change (Low Estimate)	-1.0%	---	-0.6%	---	-0.4%	---
2000 Census Population	15,472	---	86,361	---	125,265	---
2010 Census Population	14,765	---	82,886	---	124,371	---
% Annual Change (2010 - 2022)	-0.6%	---	-0.3%	---	-0.1%	---
Population Density	4,290		2,839		1,615	
Land Area (Square Miles)	3.20		28.14		75.67	
Households						
2022 Households	6,578	---	36,034	---	53,678	---
2027 Projected Households	6,527	---	35,857	---	53,866	---
% Projected Annual Change (2022 - 2027)	-0.2%	---	-0.1%	---	0.1%	---
2000 Households	7,492	---	38,827	---	54,814	---
2010 Households	7,081	---	37,400	---	54,727	---
% Annual Change (2010 - 2022)	-0.5%	---	-0.3%	---	0.0%	---
Growth Stability Indicator (-1 to +1)	-0.3968	---	-0.1254	---	0.0208	---
Daytime Population						
Daytime Population	21,514	---	138,719	---	200,671	---
Children at Home	733	---	4,035	---	5,870	---
Students	3,245	---	16,246	---	38,454	---
Work at Home	414	---	2,446	---	3,539	---
Homemakers	1,114	---	9,250	---	14,463	---
Retired/Disabled Population	2,446	---	14,571	---	22,159	---
Unemployed	283	---	1,955	---	2,564	---

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	1 Mile		3 Miles		5 Miles	
Total Population by Age						
Average Age (2022)	39.3		40.1		40.6	
Children (2022)						
0 - 4 Years	977	7.1%	5,367	6.7%	7,810	6.4%
5 - 9 Years	1,006	7.3%	5,381	6.7%	7,769	6.4%
10 - 13 Years	769	5.6%	4,047.3	5.1%	6,023	4.9%
14 - 17 Years	687	5.0%	4,048	5.1%	6,000	4.9%
Adults (2022)						
18 - 21 Years	585	4.3%	3,829	4.8%	6,275	5.1%
22 - 24 Years	388	2.8%	2,748	3.4%	4,572	3.7%
25 - 34 Years	1,463	10.6%	9,550	12.0%	14,507	11.9%
35 - 44 Years	2,125	15.5%	11,086	13.9%	15,749	12.9%
45 - 54 Years	1,695	12.3%	8,911	11.2%	13,804	11.3%
55 - 64 Years	1,684	12.2%	9,707	12.2%	15,698	12.8%
65 - 74 Years	1,524	11.1%	9,015	11.3%	14,262	11.7%
75 - 84 Years	651	4.7%	4,533	5.7%	7,233	5.9%
85+ Years	194	1.4%	1,645	2.1%	2,482	2.0%
Age, Female (2022)						
0 - 4 Years	477	3.5%	2,612	3.3%	3,801	3.1%
5 - 9 Years	501	3.6%	2,619	3.3%	3,761	3.1%
10 - 13 Years	369	2.7%	1,985	2.5%	2,976	2.4%
14 - 17 Years	341	2.5%	1,992	2.5%	2,951	2.4%
18 - 21 Years	287	2.1%	1,886	2.4%	3,120	2.6%
22 - 24 Years	194	1.4%	1,339	1.7%	2,262	1.9%
25 - 34 Years	768	5.6%	4,763	6.0%	7,264	5.9%
35 - 44 Years	1,085	7.9%	5,722	7.2%	8,140	6.7%
45 - 54 Years	882	6.4%	4,531	5.7%	7,046	5.8%
55 - 64 Years	904	6.6%	5,091	6.4%	8,273	6.8%
65 - 74 Years	859	6.2%	5,079	6.4%	7,999	6.5%
75 - 84 Years	389	2.8%	2,790	3.5%	4,393	3.6%
85+ Years	142	1.0%	1,221	1.5%	1,814	1.5%
% of Population, Female	52.4%		52.1%		52.2%	
Average Age, Female	40.6	---	41.7	---	42.2	---

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	1 Mile		3 Miles		5 Miles	
Age, Male						
0 - 4 Years	500	3.6%	2,755	3.4%	4,009	3.3%
5 - 9 Years	505	3.7%	2,763	3.5%	4,008	3.3%
10 - 13 Years	400	2.9%	2,062	2.6%	3,047	2.5%
14 - 17 Years	346	2.5%	2,056	2.6%	3,049	2.5%
18 - 21 Years	298	2.2%	1,943	2.4%	3,155	2.6%
22 - 24 Years	193	1.4%	1,410	1.8%	2,311	1.9%
25 - 34 Years	695	5.1%	4,787	6.0%	7,243	5.9%
35 - 44 Years	1,040	7.6%	5,364	6.7%	7,608	6.2%
45 - 54 Years	813	5.9%	4,379	5.5%	6,758	5.5%
55 - 64 Years	779	5.7%	4,617	5.8%	7,425	6.1%
65 - 74 Years	665	4.8%	3,936	4.9%	6,264	5.1%
75 - 84 Years	262	1.9%	1,743	2.2%	2,840	2.3%
85+ Years	52	0.4%	424	0.5%	668	0.5%
% of Population, Male		47.6%		47.9%		47.8%
Average Age, Male	37.8	---	38.2	---	38.9	---
Income (2022)						
Per Capita Income	\$36,442	---	\$30,978	---	\$32,752	---
Average Household Income	\$76,142	---	\$68,664	---	\$74,554	---
Median Household Income	\$59,737	---	\$54,340	---	\$59,979	---
Less than \$15,000	696	10.6%	5,273	14.6%	7,111	13.2%
\$15,000 - \$19,999	339	5.2%	1,860	5.2%	2,642	4.9%
\$20,000 - \$24,999	263	4.0%	1,707	4.7%	2,330	4.3%
\$25,000 - \$29,999	359	5.5%	2,126	5.9%	2,774	5.2%
\$30,000 - \$34,999	308	4.7%	2,030	5.6%	2,750	5.1%
\$35,000 - \$39,999	258	3.9%	1,565	4.3%	2,176	4.1%
\$40,000 - \$44,999	483	7.3%	1,964	5.5%	2,673	5.0%
\$45,000 - \$49,999	360	5.5%	1,794	5.0%	2,422	4.5%
\$50,000 - \$54,999	340	5.2%	1,601	4.4%	2,272	4.2%
\$55,000 - \$59,999	291	4.4%	1,511	4.2%	2,193	4.1%
\$60,000 - \$64,999	182	2.8%	1,090	3.0%	1,708	3.2%
\$65,000 - \$69,999	185	2.8%	1,088	3.0%	1,758	3.3%
\$70,000 - \$79,999	328	5.0%	1,953	5.4%	3,201	6.0%

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	1 Mile		3 Miles		5 Miles	
\$80,000 - \$89,999	346	5.3%	1,807	5.0%	2,938	5.5%
\$90,000 - \$99,999	295	4.5%	1,503	4.2%	2,472	4.6%
\$100,000 - \$125,000	580	8.8%	2,942	8.2%	4,593	8.6%
\$125,000 - \$149,999	327	5.0%	1,491	4.1%	2,696	5.0%
\$150,000 - \$199,999	384	5.8%	1,635	4.5%	2,893	5.4%
\$200,000 - \$249,999	143	2.2%	617	1.7%	1,169	2.2%
\$250,000 - \$499,999	59	0.9%	255	0.7%	487	0.9%
\$500,000+	52	0.8%	220	0.6%	419	0.8%
Income (2027 Projected)						
Per Capita Income	\$39,571	---	\$33,683	---	\$35,843	---
Average Household Income	\$82,686	---	\$74,664	---	\$81,641	---
Median Household Income	\$65,141	---	\$59,212	---	\$65,894	---
Education (2022)						
Less than 9th Grade	149	1.6%	1,395	2.6%	1,912	2.3%
Some High School	527	5.6%	4,751	8.7%	5,996	7.2%
High School Grad	1,629	17.4%	14,467	26.6%	22,722	27.1%
Some College	1,904	20.4%	12,488	22.9%	18,867	22.5%
Associate Degree	741	7.9%	4,105	7.5%	6,626	7.9%
Bachelors Degree	2,685	28.8%	10,213	18.8%	16,854	20.1%
Masters Degree	999	10.7%	4,691	8.6%	7,482	8.9%
Doctorate or Professional Degree	700	7.5%	2,337	4.3%	3,277	3.9%
Population by Race/Ethnicity (2022)						
Race Excluding Hispanic Ethnic Group						
White	11,432	83.2%	56,827	71.2%	92,177	75.4%
Black / African American	1,621	11.8%	18,039	22.6%	22,313	18.3%
Asian	224	1.6%	1,640	2.1%	2,614	2.1%
Other	467	3.4%	3,363	4.2%	5,081	4.2%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	11,136	81.0%	55,753	69.8%	90,450	74.0%
Hispanic	450	3.3%	2,076	2.6%	3,069	2.5%
Black / African American, Non-Hispanic	1,579	11.5%	17,892	22.4%	22,138	18.1%
Asian, Non-Hispanic	224	1.6%	1,635	2.0%	2,597	2.1%
Other, Non-Hispanic	355	2.6%	2,513	3.1%	3,932	3.2%

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Population by Race/Ethnicity (2027 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	10,867	79.1%	54,977	68.8%	90,069	73.7%
Hispanic	614	4.5%	2,422	3.0%	3,516	2.9%
Black / African American, Non-Hispanic	1,557	11.3%	17,817	22.3%	22,114	18.1%
Asian, Non-Hispanic	247	1.8%	1,709	2.1%	2,737	2.2%
Other, Non-Hispanic	354	2.6%	2,557	3.2%	4,255	3.5%
Language at Home (2022)						
Spanish	502	3.9%	1,806	2.4%	2,405	2.1%
Asian/Pacific Language	183	1.4%	743	1.0%	1,370	1.2%
European/Indo-European	274	2.1%	1,553	2.1%	2,007	1.8%
Arabic	11	0.1%	148	0.2%	192	0.2%
Other Non-English	63	0.5%	346	0.5%	390	0.3%
Family Structure (2022)						
Male Householder, No Children	156	4.1%	668	3.1%	1,098	3.2%
Female Householder, No Children	267	7.1%	2,566	11.9%	3,592	10.6%
Single Parent - Male	247	6.5%	892	4.1%	1,271	3.8%
Single Parent - Female	471	12.5%	3,666	17.0%	5,049	14.9%
Married w/ Children	804	21.3%	3,263	15.1%	6,078	17.9%
Married w/out Children	1,269	33.6%	7,585	35.2%	12,814	37.8%
Non-family Households	563	14.9%	2,936	13.6%	3,961	11.7%
Household Size (2022)						
1 Person	2,801	42.6%	14,458	40.1%	19,815	36.9%
2 Persons	2,056	31.3%	11,173	31.0%	17,511	32.6%
3 Persons	808	12.3%	4,712	13.1%	7,365	13.7%
4 Persons	525	8.0%	3,163	8.8%	5,206	9.7%
5 Persons	240	3.6%	1,536	4.3%	2,408	4.5%
6 Persons	90	1.4%	565	1.6%	827	1.5%
7+ Persons	58	0.9%	429	1.2%	545	1.0%

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Housing (2022)						
Owner-Occupied	3,992	54.2%	20,446	50.9%	34,411	58.5%
Renter-Occupied	2,586	35.1%	15,588	38.8%	19,267	32.7%
Vacant	788	10.7%	4,121	10.3%	5,162	8.8%
Components of Change (2022)						
Births	129	0.9%	781	1.0%	1,181	1.0%
Deaths	143	1.0%	920	1.2%	1,462	1.2%
Migration	55	0.4%	621	0.8%	1,157	0.9%
Other Population (2022)						
Seasonal Population	54	---	269	---	383	---
Transient Population	61	---	1,190	---	2,253	---
Group Quarters Population	134	---	1,960	---	3,308	---
Institutionalized	16	---	1,156	---	1,512	---
College	0	---	47	---	970	---
Military	0	---	0	---	0	---
Other	118	---	758	---	826	---
Home Value (2022)						
Median Home Value	\$145,625	---	\$136,335	---	\$149,623	---
Average Home Value	\$130,112	---	\$121,998	---	\$137,167	---
Under \$20,000	28	0.7%	588	2.9%	1,068	3.1%
\$20,000 to \$40,000	29	0.7%	701	3.4%	1,013	2.9%
\$40,000 to \$60,000	91	2.3%	1,319	6.5%	2,020	5.9%
\$60,000 to \$80,000	364	9.1%	2,327	11.4%	3,251	9.4%
\$80,000 to \$100,000	664	16.6%	2,887	14.1%	4,312	12.5%
\$100,000 to \$125,000	657	16.5%	2,506	12.3%	4,210	12.2%
\$125,000 to \$150,000	647	16.2%	2,529	12.4%	4,061	11.8%
\$150,000 to \$200,000	743	18.6%	3,475	17.0%	5,842	17.0%
\$200,000 to \$250,000	358	9.0%	1,625	7.9%	2,903	8.4%
\$250,000 to \$300,000	171	4.3%	1,078	5.3%	2,207	6.4%
\$300,000 to \$400,000	101	2.5%	692	3.4%	1,818	5.3%
\$400,000 to \$500,000	56	1.4%	325	1.6%	904	2.6%
\$500,000 to \$750,000	48	1.2%	198	1.0%	503	1.5%
\$750,000 to \$1,000,000	29	0.7%	108	0.5%	201	0.6%
\$1,000,000 or more	7	0.2%	82	0.4%	92	0.3%

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	1 Mile		3 Miles		5 Miles	
Vehicles Per Household (2022)						
No Vehicle	736	11.2%	4,574	12.7%	5,656	10.5%
1 Vehicle	2,910	44.2%	16,708	46.4%	23,382	43.6%
2 Vehicles	2,225	33.8%	11,013	30.6%	17,888	33.3%
3 Vehicles	552	8.4%	2,842	7.9%	5,069	9.4%
4 Vehicles	133	2.0%	659	1.8%	1,352	2.5%
5 or more Vehicles	23	0.3%	239	0.7%	331	0.6%
Economic Indicators (2022)						
Gross Domestic Product (GDP) - in 1,000s	\$1,024,027	---	\$5,489,076	---	\$8,330,730	---
Economic Viability	219	---	229	---	228	---
Economic Viability, Indexed	219	---	229	---	228	---
Average Salary	\$48,229	---	\$44,303	---	\$45,446	---
Average Mortgage-Risk	1.88	---	1.74	---	1.80	---
Businesses (2022)						
Establishments	429	---	2,917	---	4,008	---
Employees (FTEs)	13,279	---	90,217	---	113,622	---
Employment, Pop 16+ (2022)	10,674		63,125		97,695	
Armed Forces	8	0.1%	61	0.1%	90	0.1%
Civilian	7,214	67.6%	38,825	61.5%	59,397	60.8%
Employed	6,931	64.9%	36,870	58.4%	56,834	58.2%
Unemployed	283	2.7%	1,955	3.1%	2,564	2.6%
Not in Labor Force	3,460	32.4%	24,300	38.5%	38,298	39.2%
Unemployment Rate (2022)		3.9%		5.1%		4.3%
Employment by Industry (2022)						
Agriculture, Mining and Construction	359	5.2%	1,618	4.4%	2,653	4.7%
Manufacturing	285	4.1%	2,016	5.5%	3,118	5.5%
Transportation	218	3.1%	1,515	4.1%	2,403	4.2%
Information	125	1.8%	428	1.2%	679	1.2%

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Wholesale-Retail	744	10.7%	4,882	13.2%	7,184	12.6%
Finance, Insurance, and Real Estate	476	6.9%	2,555	6.9%	4,243	7.5%
Professional Services	383	5.5%	2,072	5.6%	3,461	6.1%
Management Services	0	0.0%	18	0.0%	42	0.1%
Administration and Waste Services	237	3.4%	1,467	4.0%	1,920	3.4%
Educational Services	2,118	30.6%	10,324	28.0%	16,186	28.5%
Entertainment Services	707	10.2%	4,030	10.9%	5,398	9.5%
Other Professional Services	285	4.1%	1,697	4.6%	2,646	4.7%
Public Administration	996	14.4%	4,249	11.5%	6,903	12.1%
Employment by Occupation (2022)						
White Collar	---		---		---	
Managerial and Executive	1,147	16.6%	4,890	13.3%	9,022	15.9%
Professional Specialty	2,350	33.9%	9,400	25.5%	14,540	25.6%
Healthcare and Support	225	3.2%	1,660	4.5%	2,358	4.1%
Sales	610	8.8%	3,661	9.9%	5,354	9.4%
Office and Administration	947	13.7%	5,111	13.9%	7,824	13.8%
Blue Collar						
Protective Services	140	2.0%	928	2.5%	1,442	2.5%
Food Preparation and Serving	479	6.9%	2,914	7.9%	3,887	6.8%
Building Maintenance and Cleaning	146	2.1%	1,493	4.0%	2,035	3.6%
Personal Care Services	130	1.9%	933	2.5%	1,430	2.5%
Farming, Fishing & Forestry	30	0.4%	44	0.1%	110	0.2%
Construction	259	3.7%	1,742	4.7%	2,885	5.1%
Production & Transportation	469	6.8%	4,095	11.1%	5,946	10.5%
School Enrollment (2022)						
Nursery School/Pre-school	142	1.0%	1,720	2.2%	2,708	2.2%
Kindergarten/Elementary School	1,401	10.2%	8,395	10.5%	13,098	10.7%
High School	843	6.1%	4,029	5.0%	6,196	5.1%
College/Graduate/Professional School	995	7.2%	4,464	5.6%	7,572	6.2%
Not Enrolled	10,364	75.4%	61,261	76.7%	92,613	75.8%

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Travel Time to Work (ACS 2012)						
Less than 10 minutes	1,719	23.0%	7,548	21.3%	9,718	18.3%
10 to 14 minutes	2,167	28.9%	8,971	25.4%	13,078	24.6%
15 to 19 minutes	1,901	25.4%	9,876	27.9%	15,007	28.3%
20 to 24 minutes	904	12.1%	4,464	12.6%	7,621	14.4%
25 to 29 minutes	75	1.0%	640	1.8%	1,312	2.5%
30 to 34 minutes	249	3.3%	1,490	4.2%	2,362	4.5%
35 to 44 minutes	116	1.5%	561	1.6%	889	1.7%
45 to 59 minutes	107	1.4%	512	1.4%	1,042	2.0%
60 or more minutes	254	3.4%	1,298	3.7%	2,047	3.9%
Average travel time to work in minutes	7.4	---	16.6	---	18.1	---

Population by LandScape Segment

A1: Empire Builders	304	2.22%	595	0.75%	745	0.62%
A2: Grand Masters	0	0.00%	0	0.00%	0	0.00%
A3: Marquis Class	0	0.00%	515	0.65%	1,057	0.88%
A4: American Knights	0	0.00%	0	0.00%	0	0.00%
A5: Urban Squires	461	3.38%	461	0.58%	461	0.38%
A6: Regents	502	3.68%	1,758	2.23%	7,219	6.00%
B1: Charmed Life	0	0.00%	0	0.00%	0	0.00%
B2: Sitting Pretty	0	0.00%	312	0.40%	312	0.26%
B3: Kindred Spirit	944	6.92%	3,950	5.01%	5,568	4.63%
B4: Middle of the Road	270	1.98%	533	0.68%	1,435	1.19%
B5: White Collar Starts	347	2.54%	587	0.74%	1,038	0.86%
B6: Blue Collar Starts	0	0.00%	0	0.00%	0	0.00%
C1: Social Whirls	865	6.34%	865	1.10%	865	0.72%
C2: Managing Business	190	1.39%	1,706	2.16%	3,837	3.19%
C3: Nest Builders	0	0.00%	0	0.00%	0	0.00%
C4: Gainfully Employed	451	3.31%	844	1.07%	2,091	1.74%
C5: Strapped	0	0.00%	1,431	1.81%	3,637	3.02%
D1: Gray Eminence	171	1.25%	2,244	2.84%	2,767	2.30%
D2: Fall Years	0	0.00%	1,246	1.58%	1,277	1.06%
D3: Still in the Game	0	0.00%	0	0.00%	0	0.00%
E1: Gurus	675	4.95%	3,129	3.97%	5,379	4.47%

Demographics near S MacArthur Blvd & W Stanford Ave Springfield, IL



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2022 Q2

	1 Mile		3 Miles		5 Miles	
E2: Wizards	2,015	14.76%	4,765	6.04%	6,689	5.56%
E3: Apprentices	0	0.00%	572	0.73%	572	0.48%
F1: Hard Act to Follow	776	5.69%	1,948	2.47%	3,261	2.71%
F2: SM Seeks SF	2,428	17.79%	6,062	7.68%	6,171	5.13%
F3: Solo Acts	1,504	11.02%	6,879	8.72%	11,401	9.47%
F4: Down But Not Out	0	0.00%	1,876	2.38%	1,919	1.59%
G1: Urban Moms/Dads	1,142	8.37%	6,982	8.85%	7,637	6.35%
G2: Apron Strings	0	0.00%	3,172	4.02%	6,013	5.00%
G3: Solemn Widows/ers	0	0.00%	1,004	1.27%	1,004	0.83%
H1: Educated Earners	0	0.00%	1,636	2.07%	1,636	1.36%
H2: Suburban Singles	0	0.00%	0	0.00%	0	0.00%
H3: Hard Hats/Hair Nets	0	0.00%	1,712	2.17%	1,712	1.42%
I1: Bonds and Babies	0	0.00%	0	0.00%	0	0.00%
I2: Great Generations	0	0.00%	0	0.00%	0	0.00%
I3: Couples with Capital	0	0.00%	0	0.00%	1,926	1.60%
I4: Kith and Kin	0	0.00%	0	0.00%	0	0.00%
I5: Sublime Suburbia	0	0.00%	402	0.51%	402	0.33%
J1: Stocks and Scholars	0	0.00%	3,460	4.39%	5,956	4.95%
J2: Marmalade & Money	0	0.00%	0	0.00%	0	0.00%
J3: Stately Suburbs	0	0.00%	909	1.15%	2,515	2.09%
K1: Country Villas	0	0.00%	0	0.00%	0	0.00%
K2: Pastoral Vistas	0	0.00%	0	0.00%	0	0.00%
K3: Terra Firma	0	0.00%	0	0.00%	0	0.00%
K4: Stock in Trade	0	0.00%	0	0.00%	0	0.00%
K5: Rough and Ready	0	0.00%	0	0.00%	0	0.00%
K6: The Outback	0	0.00%	0	0.00%	0	0.00%
K7: Cornucopia	0	0.00%	0	0.00%	0	0.00%
L1: Land Barons	0	0.00%	0	0.00%	0	0.00%
L2: Fertile Acres	0	0.00%	0	0.00%	168	0.14%
L3: Bread Basket	0	0.00%	0	0.00%	0	0.00%
L4: Farmers Circle	0	0.00%	0	0.00%	0	0.00%
L5: Crops and Tractors	0	0.00%	0	0.00%	0	0.00%
M1: Harlem Gentry	0	0.00%	0	0.00%	0	0.00%
M2: East Side	0	0.00%	0	0.00%	0	0.00%
M3: Upper East Side	398	2.92%	8,588	10.88%	8,874	7.37%

Demographics near S MacArthur Blvd & W Stanford Ave Springfield, IL



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2022 Q2

	1 Mile		3 Miles		5 Miles	
M4: Lower East Side	0	0.00%	0	0.00%	0	0.00%
M5: Between Jobs	0	0.00%	3,706	4.70%	4,339	3.60%
N1: Anos de Quincenera	0	0.00%	0	0.00%	0	0.00%
N2: Los Padres	0	0.00%	0	0.00%	0	0.00%
N3: Los Novios	0	0.00%	0	0.00%	0	0.00%
N4: Los Padrinos	0	0.00%	0	0.00%	0	0.00%
N5: Los Solteros	0	0.00%	0	0.00%	0	0.00%
N6: Los Trabajadores	0	0.00%	0	0.00%	0	0.00%
O1: Golden Heritage	207	1.51%	2,188	2.77%	3,137	2.61%
O2: East Meets West	0	0.00%	0	0.00%	0	0.00%
O3: Group Quarters	0	0.00%	0	0.00%	0	0.00%
O4: Doublewides	0	0.00%	1,273	1.61%	2,852	2.37%
O5: Centurions	0	0.00%	0	0.00%	0	0.00%
O6: Legacy Years	0	0.00%	1,584	2.01%	2,613	2.17%
O7: Collegians	0	0.00%	0	0.00%	1,878	1.56%
Weekly Consumer Spending Patterns		Per Household		Per Household		Per Household
Alcoholic beverages	\$54,878	\$8.34	\$303,173	\$8.41	\$477,095	\$8.89
Total Apparel and services	\$138,258	\$21.02	\$773,957	\$21.48	\$1,195,672	\$22.28
Cash contributions	\$235,359	\$35.78	\$1,311,447	\$36.39	\$2,054,104	\$38.27
Total Education	\$76,520	\$11.63	\$441,413	\$12.25	\$697,825	\$13.00
Total Entertainment	\$249,562	\$37.94	\$1,400,477	\$38.87	\$2,176,253	\$40.54
Total Food	\$830,448	\$126.24	\$4,693,499	\$130.25	\$7,246,355	\$135.00
Total Health care	\$529,657	\$80.52	\$2,988,511	\$82.94	\$4,628,731	\$86.23
Total Housing	\$1,194,980	\$181.66	\$6,740,315	\$187.05	\$10,432,792	\$194.36
Total Personal care products and services	\$73,005	\$11.10	\$409,701	\$11.37	\$635,244	\$11.83
Personal insurance	\$47,750	\$7.26	\$265,510	\$7.37	\$416,634	\$7.76
Total Reading	\$7,173	\$1.09	\$40,413	\$1.12	\$63,064	\$1.17
Total Tobacco products and smoking supplies	\$37,066	\$5.63	\$215,857	\$5.99	\$323,554	\$6.03
Total Transportation	\$1,007,376	\$153.14	\$5,621,054	\$155.99	\$8,752,879	\$163.06
Cash gifts	\$62,861	\$9.56	\$349,755	\$9.71	\$537,499	\$10.01

Demographics near S MacArthur Blvd & W Stanford Ave Springfield, IL

LandScape Descriptions (Trade Area 1 Only)

F2: SM Seeks SF

SM Seeks SF neighborhoods are characterized largely by their 50- percent- higher- than- average level of singles who have never been married. Not only that, but they rank at more than two- times- the- average in non- family households. Some of the households in these highly urban areas have children, but only a few. Owing to their never- married status and relatively young age (20s and 30s), it's logical to assume that this group is in the market to change their single status into married- coupledness. As a result, they may seek out free- time activities with groups of young adults, but they have not put their lives on hold until they find a mate. Instead, they're likely spending equal amounts of time and money socializing and creating comfortable lifestyles. The residents have an average level of college education and have incomes in the \$30,000s and \$40,000s. In these Going it Alone neighborhoods, income is generated almost exclusively from salaries in white- collar occupations such as food preparation, maintenance, personal care, and healthcare. In fact, they measure at a 50- percent- higher- than- average level of food preparation jobs. Overall, they only show a slightly above- average level of income from public assistance - no doubt to help those with children- but- no- partner help make their single- incomes stretch to cover the essentials of life.

E2: Wizards

What could be better than being in your 30s, having a college degree and a professional career, having no children, and earning in the \$50,000s and \$60,000s? Apparently, the cherry on top of this scenario for residents of the highly urban Wizards neighborhoods is having all that plus being single. These segments, which are in the urban Thriving Alone category, are dominated by 30- something single people, who are alone mainly either because they've never been married or because they are divorced. These neighborhoods measure at higher- than- twice- the- national- average in non- family households. Indeed, you won't find many children or people in their retirement years among the Wizards. What you will find is a relatively youthful group that enjoys their relatively high incomes from salaries earned in white- collar management and professional careers. These residents also earn a slightly higher- than- average level of income from interests/dividends and self- employment income - indicating that there are many smart investors and entrepreneurs (and no doubt savvy spenders) among the inhabitants. After a hard- charging 9- to- 5 workweek, Wizards likely bust out on the weekends to spend their time reveling in child- free entertainment and to spend their money enjoying their independent lives.

F3: Solo Acts

Solo Acts are urban neighborhoods with relatively young single populations, but with an over- 50- percent- higher- than- average number of divorced residents. These 20- and 30- year- olds also have more children than other Going it Alone segments. Some of these residents are single due to the death of a spouse and because they've never been married. Whatever the reason, the households tend to be single females or males with some kids to take care of. With only a little college education and incomes in the \$30,000s and \$40,000s, it's not difficult to imagine this group struggling to make ends meet. They may, in fact, rely on family members and friends for a Friday night supper or weekend splurge at a theme park to ease their struggle - all the while keeping their calendars clear for any dating opportunities (to turn their single status into more comfortable couplehood). Incomes for this population are generated from a variety of white- collar jobs in food preparation, maintenance, healthcare, office administration, and personal care. They register a slight up- tick on the public assistance income measurement, which helps supplement their single- income households.

G1: Urban Moms/Dads

Urban Moms and Dads rank slightly above- the- national- average in single residents. Residents of these highly urban areas are single both because they've never married and due to divorce, ranking at nearly 50- percent- above- average in both categories. What's more, they weight in a two- times- the- average in either male or female single- heads- of- households- with- children. Their children are a mix of ages, but tend to be younger. This group is the youngest of the Struggling Alone segments: The residents are predominantly in their 20s and low- 30s. Some residents in these areas have high- school degrees, but over two- times- the- average have not completed high school. They also have low- paying jobs in a variety of blue- collar occupations. In fact, they rank at over 50- percent- average for jobs in these areas: healthcare, food preparation, building maintenance, and production. Owing to their low incomes and single- householder status, this group relies heavily on public assistance: Urban Moms and Dads measure nearly- two- time- average in supplemental security income and two- and- a- half- time- average in public- assistance income - clearly an economic break they need to keep food on the table and a roof over their heads.

Demographics near S MacArthur Blvd & W Stanford Ave Springfield, IL

B3: Kindred Spirit

Kindred Spirits are home to people who keep America humming - because they are the ones doing the work, as well as their fair share of the spending. The residents of these Urban Cliff Climber neighborhoods are 20- to 30- years- old, married- with- children of all ages (but slightly more in the younger ranges), earning between \$40,000 and \$50,000, enjoying some years of college education, and employed in a cross-section of the nation's middle- class occupations. These residents earn an income slightly above the national- average in a wide range of jobs, such as protective services, food preparation, personal care, sales, office administration, construction, and repair services. With kids to raise and relatively good incomes, Kindred Spirits no doubt enjoy a big slice of classic middle- class life.

C1: Social Whirls

Enjoying their very comfortable \$50,000 to \$60,000 income range, the married- with- children residents of highly urban Social Whirls neighborhoods within the Urban Cliff Dwellers category will have plenty to keep them busy and spending on in the coming years, as their children continuing to grow into their teenage years. Although these areas' residents depend on wages to pay their bills, they also enjoy a slightly above- the- national- average income from interest/dividends. This is likely to help make the extra car payments for their teenagers and start college funds. Though their occupation categories span the range of typical middle- class white- collar jobs, they tip slightly above- average in a few categories, including protective services, office administration, and repair services. The higher salaries of the residents speak to the fact that some residents have some level of college education.

F1: Hard Act to Follow

Hard Act to Follow segments are highly urban areas with a predominantly single population in their 30s and without children. In fact, these Going it Alone areas weight in with a nearly 50- percent- above- average level of singles. The households are single for a variety of reasons, including slightly higher- than- average levels of divorce, widowhood, and non- marriage. This group has some college education and an average annual income level in the \$30,000s and \$40,000s. The source of income for these singles is predominately wages from white- collar jobs in occupations such as office administration, food service, sales, healthcare, and personal care. One might logically expect to find Hard Act to Follow residents willing to explore dating opportunities, but not sitting at home on weekends waiting for the phone to ring. Instead, they're likely enjoying a full life of leisurely mornings over coffee and the newspaper, and evenings at movies, the theater, and museums.

A6: Regents

Regents are highly urban Creme de la Creme neighborhoods with the vast majority of their residents in their 40s, fewer- than- average children under 17 years old, and a higher- than- average number of 65- plus- year- olds. Though they have fewer children, the residents in these areas have a higher- than- national- average quota of married couples. Also higher- than- average are the number of college- educated residents, people employed in white- collar management and professional positions, and income from retirement investments/social security. The combination of income avenues, put these neighborhoods solidly in the \$70,000s to \$80,000s median annual income range - making their "middle- age" years extremely financially secure and materially comfortable.

Demographics near S MacArthur Blvd & W Stanford Ave Springfield, IL

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A5: Urban Squires

Urban Squires have the greatest number of national- average measurements than other segments within the Creme de la Creme category. But, however ordinary these Urban Squire residents may appear, they are definitely living very comfortably compared to the nation as a whole, with a median income range in the \$70,000s and \$80,000s. The residents of these highly urban areas tend to be in their 30s, but weigh in at an average level in all other age categories. Other national- average measurements include married- with- children, income from wages, and social security income. Urban Squires' standout characteristics included a twice- the- national- average level of college- educated residents, a slightly higher level of residents employed in white- collar management and professional jobs, and a higher level of income from interest/dividends.

C4: Gainfully Employed

True to their Urban Cliff Dwellers category, Gainfully Employed neighborhoods are distinguished by a dominant age range in the 30s. But they are not entirely generationally homogenous, because they are also home to an above- average number of 65- plus- year- olds. This fact speaks to their slightly- less- than- average percent of children in their largely two- couple families. This fact also gives these areas a nearly- dead- on- average income from wages and salaries, as well as a somewhat higher- than- average income from retirement/social security. For those who are still working, their primary occupations are production, repair services, transportation, office administration, and healthcare support. The salary range for Gainfully Employed is \$30,000s to \$40,000s.

M3: Still Standing

#N/A