

Demographics around 1807 W Bradley Ave, Champaign, Illinois 61821, United States



Demographic Detail Report

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

	1 Mile		3 Miles		5 Miles	
Population						
2022 Population	9,631	---	83,254	---	131,795	---
2027 Projected Population	9,602	---	86,545	---	136,320	---
2027 Projected Population (High Estimate)	9,953	---	91,539	---	143,923	---
2027 Projected Population (Low Estimate)	8,925	---	79,774	---	126,394	---
% Projected Annual Change (2022 - 2027)	-0.1%	---	0.8%	---	0.7%	---
% Projected Annual Change (High Estimate)	0.7%	---	2.0%	---	1.8%	---
% Projected Annual Change (Low Estimate)	-1.5%	---	-0.8%	---	-0.8%	---
2000 Census Population	9,831	---	70,861	---	113,056	---
2010 Census Population	10,144	---	79,428	---	127,059	---
% Annual Change (2010 - 2022)	-0.4%	---	0.4%	---	0.3%	---
Population Density	3,085		2,919		1,662	
Land Area (Square Miles)	3.12		28.52		79.30	
Households						
2022 Households	4,115	---	34,163	---	53,147	---
2027 Projected Households	4,106	---	35,694	---	55,175	---
% Projected Annual Change (2022 - 2027)	0.0%	---	0.9%	---	0.8%	---
2000 Households	4,461	---	28,514	---	45,098	---
2010 Households	4,361	---	32,425	---	51,238	---
% Annual Change (2010 - 2022)	-0.2%	---	1.1%	---	1.1%	---
Growth Stability Indicator (-1 to +1)	-0.3288	---	-0.0490	---	-0.0494	---
Daytime Population						
Daytime Population	26,333	---	177,094	---	233,087	---
Children at Home	578	---	4,066	---	6,128	---
Students	16,744	---	86,516	---	99,155	---
Work at Home	95	---	1,961	---	3,678	---
Homemakers	696	---	18,108	---	29,519	---
Retired/Disabled Population	1,131	---	8,339	---	14,300	---
Unemployed	221	---	1,369	---	2,081	---

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	1 Mile		3 Miles		5 Miles	
Total Population by Age						
Average Age (2022)	35.6		33.2		33.8	
Children (2022)						
0 - 4 Years	770	8.0%	5,411	6.5%	8,157	6.2%
5 - 9 Years	808	8.4%	5,031	6.0%	7,867	6.0%
10 - 13 Years	531	5.5%	3,549.7	4.3%	5,344	4.1%
14 - 17 Years	557	5.8%	2,876	3.5%	4,620	3.5%
Adults (2022)						
18 - 21 Years	464	4.8%	18,830	22.6%	29,458	22.4%
22 - 24 Years	337	3.5%	3,501	4.2%	6,067	4.6%
25 - 34 Years	1,286	13.4%	9,471	11.4%	14,575	11.1%
35 - 44 Years	1,634	17.0%	12,511	15.0%	19,004	14.4%
45 - 54 Years	1,126	11.7%	7,098	8.5%	11,437	8.7%
55 - 64 Years	971	10.1%	6,133	7.4%	10,276	7.8%
65 - 74 Years	769	8.0%	5,589	6.7%	9,382	7.1%
75 - 84 Years	286	3.0%	2,468	3.0%	4,267	3.2%
85+ Years	91	0.9%	786	0.9%	1,341	1.0%
Age, Female (2022)						
0 - 4 Years	374	3.9%	2,639	3.2%	3,976	3.0%
5 - 9 Years	412	4.3%	2,470	3.0%	3,849	2.9%
10 - 13 Years	242	2.5%	1,747	2.1%	2,641	2.0%
14 - 17 Years	283	2.9%	1,458	1.8%	2,323	1.8%
18 - 21 Years	233	2.4%	8,662	10.4%	13,887	10.5%
22 - 24 Years	160	1.7%	1,461	1.8%	2,697	2.0%
25 - 34 Years	649	6.7%	4,439	5.3%	6,829	5.2%
35 - 44 Years	850	8.8%	5,985	7.2%	9,064	6.9%
45 - 54 Years	588	6.1%	3,468	4.2%	5,649	4.3%
55 - 64 Years	534	5.5%	3,278	3.9%	5,446	4.1%
65 - 74 Years	423	4.4%	3,022	3.6%	5,061	3.8%
75 - 84 Years	175	1.8%	1,426	1.7%	2,476	1.9%
85+ Years	66	0.7%	557	0.7%	935	0.7%
% of Population, Female		51.8%		48.8%		49.2%
Average Age, Female	36.9	---	33.8	---	34.4	---

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	1 Mile		3 Miles		5 Miles	
Age, Male						
0 - 4 Years	396	4.1%	2,772	3.3%	4,181	3.2%
5 - 9 Years	396	4.1%	2,560	3.1%	4,018	3.0%
10 - 13 Years	290	3.0%	1,803	2.2%	2,703	2.1%
14 - 17 Years	273	2.8%	1,418	1.7%	2,297	1.7%
18 - 21 Years	230	2.4%	10,167	12.2%	15,571	11.8%
22 - 24 Years	177	1.8%	2,040	2.4%	3,370	2.6%
25 - 34 Years	637	6.6%	5,032	6.0%	7,746	5.9%
35 - 44 Years	784	8.1%	6,525	7.8%	9,940	7.5%
45 - 54 Years	537	5.6%	3,630	4.4%	5,788	4.4%
55 - 64 Years	438	4.5%	2,855	3.4%	4,829	3.7%
65 - 74 Years	346	3.6%	2,568	3.1%	4,321	3.3%
75 - 84 Years	111	1.2%	1,042	1.3%	1,791	1.4%
85+ Years	25	0.3%	230	0.3%	406	0.3%
% of Population, Male		48.2%		51.2%		50.8%
Average Age, Male	34.3	---	32.4	---	33.0	---
Income (2022)						
Per Capita Income	\$24,472	---	\$27,170	---	\$29,773	---
Average Household Income	\$57,275	---	\$66,212	---	\$73,832	---
Median Household Income	\$45,948	---	\$49,605	---	\$56,673	---
Less than \$15,000	537	13.0%	6,490	19.0%	9,492	17.9%
\$15,000 - \$19,999	141	3.4%	1,847	5.4%	2,566	4.8%
\$20,000 - \$24,999	242	5.9%	1,786	5.2%	2,724	5.1%
\$25,000 - \$29,999	341	8.3%	1,891	5.5%	2,772	5.2%
\$30,000 - \$34,999	301	7.3%	1,410	4.1%	2,390	4.5%
\$35,000 - \$39,999	280	6.8%	1,461	4.3%	2,322	4.4%
\$40,000 - \$44,999	159	3.9%	1,561	4.6%	2,207	4.2%
\$45,000 - \$49,999	191	4.6%	1,564	4.6%	2,187	4.1%
\$50,000 - \$54,999	283	6.9%	1,512	4.4%	2,175	4.1%
\$55,000 - \$59,999	299	7.3%	1,493	4.4%	2,139	4.0%
\$60,000 - \$64,999	144	3.5%	1,124	3.3%	1,684	3.2%
\$65,000 - \$69,999	99	2.4%	858	2.5%	1,331	2.5%
\$70,000 - \$79,999	188	4.6%	1,664	4.9%	2,592	4.9%

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	1 Mile		3 Miles		5 Miles	
\$80,000 - \$89,999	163	4.0%	1,443	4.2%	2,280	4.3%
\$90,000 - \$99,999	134	3.3%	1,191	3.5%	1,890	3.6%
\$100,000 - \$125,000	273	6.6%	2,562	7.5%	4,165	7.8%
\$125,000 - \$149,999	168	4.1%	1,406	4.1%	2,279	4.3%
\$150,000 - \$199,999	63	1.5%	1,297	3.8%	2,913	5.5%
\$200,000 - \$249,999	60	1.5%	897	2.6%	1,701	3.2%
\$250,000 - \$499,999	26	0.6%	383	1.1%	726	1.4%
\$500,000+	21	0.5%	321	0.9%	612	1.2%
Income (2027 Projected)						
Per Capita Income	\$27,626	---	\$30,528	---	\$33,636	---
Average Household Income	\$64,600	---	\$74,021	---	\$83,103	---
Median Household Income	\$51,777	---	\$55,492	---	\$63,677	---
Education (2022)						
Less than 9th Grade	169	2.7%	703	1.6%	1,110	1.6%
Some High School	220	3.6%	1,768	4.0%	2,377	3.4%
High School Grad	1,876	30.4%	8,710	19.8%	12,347	17.6%
Some College	1,645	26.7%	8,065	18.3%	11,864	16.9%
Associate Degree	640	10.4%	3,322	7.5%	4,705	6.7%
Bachelors Degree	907	14.7%	9,423	21.4%	16,144	23.0%
Masters Degree	493	8.0%	7,235	16.4%	12,768	18.2%
Doctorate or Professional Degree	213	3.5%	4,830	11.0%	8,965	12.8%
Population by Race/Ethnicity (2022)						
Race Excluding Hispanic Ethnic Group						
White	5,135	53.3%	53,427	64.2%	86,149	65.4%
Black / African American	3,635	37.7%	14,674	17.6%	19,180	14.6%
Asian	314	3.3%	10,586	12.7%	19,227	14.6%
Other	547	5.7%	4,567	5.5%	7,239	5.5%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	4,663	48.4%	50,296	60.4%	80,951	61.4%
Hispanic	739	7.7%	5,421	6.5%	8,659	6.6%
Black / African American, Non-Hispanic	3,592	37.3%	14,511	17.4%	18,965	14.4%
Asian, Non-Hispanic	313	3.3%	10,524	12.6%	19,144	14.5%
Other, Non-Hispanic	323	3.4%	2,502	3.0%	4,075	3.1%

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Population by Race/Ethnicity (2027 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	4,597	47.7%	51,533	61.9%	82,839	62.9%
Hispanic	810	8.4%	5,756	6.9%	9,256	7.0%
Black / African American, Non-Hispanic	3,564	37.0%	14,895	17.9%	19,434	14.7%
Asian, Non-Hispanic	297	3.1%	11,645	14.0%	20,442	15.5%
Other, Non-Hispanic	335	3.5%	2,717	3.3%	4,348	3.3%
Language at Home (2022)						
Spanish	550	6.2%	3,741	4.8%	6,128	5.0%
Asian/Pacific Language	215	2.4%	8,067	10.4%	13,336	10.8%
European/Indo-European	363	4.1%	5,066	6.5%	8,190	6.6%
Arabic	30	0.3%	501	0.6%	703	0.6%
Other Non-English	28	0.3%	377	0.5%	515	0.4%
Family Structure (2022)						
Male Householder, No Children	159	6.1%	652	3.1%	917	2.7%
Female Householder, No Children	294	11.3%	1,313	6.2%	1,648	4.9%
Single Parent - Male	172	6.6%	530	2.5%	845	2.5%
Single Parent - Female	354	13.5%	1,682	8.0%	2,589	7.8%
Married w/ Children	434	16.6%	3,707	17.6%	6,420	19.2%
Married w/out Children	654	25.0%	6,024	28.5%	10,430	31.3%
Non-family Households	547	20.9%	7,207	34.1%	10,507	31.5%
Household Size (2022)						
1 Person	1,501	36.5%	13,047	38.2%	19,790	37.2%
2 Persons	1,284	31.2%	10,583	31.0%	17,154	32.3%
3 Persons	565	13.7%	4,660	13.6%	7,203	13.6%
4 Persons	425	10.3%	3,905	11.4%	5,955	11.2%
5 Persons	197	4.8%	1,228	3.6%	1,955	3.7%
6 Persons	85	2.1%	445	1.3%	670	1.3%
7+ Persons	58	1.4%	294	0.9%	419	0.8%

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Housing (2022)						
Owner-Occupied	1,859	40.5%	15,012	40.3%	24,059	41.5%
Renter-Occupied	2,256	49.2%	19,150	51.4%	29,088	50.1%
Vacant	471	10.3%	3,111	8.3%	4,865	8.4%
Components of Change (2022)						
Births	102	1.1%	963	1.2%	1,534	1.2%
Deaths	74	0.8%	570	0.7%	952	0.7%
Migration	-170	-1.8%	-1,147	-1.4%	-1,411	-1.1%
Other Population (2022)						
Seasonal Population	9	---	226	---	401	---
Transient Population	69	---	1,266	---	1,802	---
Group Quarters Population	223	---	8,294	---	15,195	---
Institutionalized	117	---	465	---	820	---
College	0	---	7,505	---	14,008	---
Military	0	---	0	---	0	---
Other	106	---	324	---	367	---
Home Value (2022)						
Median Home Value	\$129,204	---	\$179,996	---	\$195,828	---
Average Home Value	\$117,702	---	\$164,002	---	\$176,980	---
Under \$20,000	18	1.0%	228	1.5%	486	2.0%
\$20,000 to \$40,000	10	0.6%	305	2.0%	638	2.7%
\$40,000 to \$60,000	47	2.6%	300	2.0%	496	2.1%
\$60,000 to \$80,000	331	17.8%	731	4.9%	961	4.0%
\$80,000 to \$100,000	202	10.9%	817	5.4%	1,155	4.8%
\$100,000 to \$125,000	286	15.4%	1,710	11.4%	2,411	10.0%
\$125,000 to \$150,000	300	16.1%	1,712	11.4%	2,362	9.8%
\$150,000 to \$200,000	505	27.2%	3,539	23.6%	4,847	20.1%
\$200,000 to \$250,000	85	4.6%	2,411	16.1%	3,656	15.2%
\$250,000 to \$300,000	32	1.7%	1,196	8.0%	2,247	9.3%
\$300,000 to \$400,000	15	0.8%	1,196	8.0%	2,588	10.8%
\$400,000 to \$500,000	7	0.4%	441	2.9%	1,133	4.7%
\$500,000 to \$750,000	8	0.4%	252	1.7%	677	2.8%
\$750,000 to \$1,000,000	5	0.2%	119	0.8%	271	1.1%
\$1,000,000 or more	7	0.4%	56	0.4%	124	0.5%

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	1 Mile		3 Miles		5 Miles	
Vehicles Per Household (2022)						
No Vehicle	694	16.9%	5,653	16.5%	8,053	15.2%
1 Vehicle	1,673	40.7%	15,216	44.5%	23,781	44.7%
2 Vehicles	1,248	30.3%	10,103	29.6%	16,208	30.5%
3 Vehicles	333	8.1%	2,176	6.4%	3,536	6.7%
4 Vehicles	77	1.9%	661	1.9%	1,081	2.0%
5 or more Vehicles	89	2.2%	352	1.0%	486	0.9%
Economic Indicators (2022)						
Gross Domestic Product (GDP) - in 1,000s	\$533,262	---	\$4,488,800	---	\$7,385,503	---
Economic Viability	245	---	238	---	234	---
Economic Viability, Indexed	245	---	238	---	234	---
Average Salary	\$39,468	---	\$46,594	---	\$47,999	---
Average Mortgage-Risk	2.11	---	1.72	---	1.78	---
Businesses (2022)						
Establishments	329	---	2,298	---	3,237	---
Employees (FTEs)	6,869	---	56,736	---	78,226	---
Employment, Pop 16+ (2022)						
Armed Forces	13	0.2%	63	0.1%	67	0.1%
Civilian	5,412	74.6%	41,069	60.5%	63,855	59.0%
Employed	5,191	71.6%	39,700	58.5%	61,774	57.1%
Unemployed	221	3.0%	1,369	2.0%	2,081	1.9%
Not in Labor Force	1,840	25.4%	26,797	39.5%	44,283	41.0%
Unemployment Rate (2022)						
		4.0%		3.4%		3.3%
Employment by Industry (2022)						
Agriculture, Mining and Construction	137	2.6%	981	2.5%	1,652	2.7%
Manufacturing	817	15.7%	2,791	7.0%	3,928	6.4%
Transportation	692	13.3%	1,977	5.0%	2,734	4.4%
Information	82	1.6%	1,173	3.0%	1,771	2.9%

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Wholesale-Retail	615	11.9%	4,174	10.5%	6,117	9.9%
Finance, Insurance, and Real Estate	223	4.3%	1,573	4.0%	2,561	4.1%
Professional Services	113	2.2%	2,168	5.5%	3,244	5.3%
Management Services	53	1.0%	81	0.2%	85	0.1%
Administration and Waste Services	99	1.9%	996	2.5%	1,435	2.3%
Educational Services	1,610	31.0%	16,525	41.6%	27,573	44.6%
Entertainment Services	403	7.8%	5,030	12.7%	7,272	11.8%
Other Professional Services	255	4.9%	1,734	4.4%	2,468	4.0%
Public Administration	93	1.8%	497	1.3%	937	1.5%
Employment by Occupation (2022)	---		---		---	
White Collar						
Managerial and Executive	329	6.3%	4,290	10.8%	7,398	12.0%
Professional Specialty	1,109	21.4%	14,462	36.4%	24,308	39.3%
Healthcare and Support	179	3.4%	1,100	2.8%	1,559	2.5%
Sales	355	6.8%	3,045	7.7%	4,569	7.4%
Office and Administration	600	11.5%	4,000	10.1%	5,916	9.6%
Blue Collar						
Protective Services	15	0.3%	443	1.1%	760	1.2%
Food Preparation and Serving	356	6.9%	3,253	8.2%	5,079	8.2%
Building Maintenance and Cleaning	219	4.2%	1,370	3.4%	1,817	2.9%
Personal Care Services	199	3.8%	1,492	3.8%	2,003	3.2%
Farming, Fishing & Forestry	12	0.2%	22	0.1%	81	0.1%
Construction	198	3.8%	1,481	3.7%	2,042	3.3%
Production & Transportation	1,622	31.2%	4,742	11.9%	6,243	10.1%
School Enrollment (2022)						
Nursery School/Pre-school	127	1.3%	857	1.0%	1,519	1.2%
Kindergarten/Elementary School	1,227	12.7%	6,340	7.6%	10,047	7.6%
High School	209	2.2%	2,167	2.6%	3,562	2.7%
College/Graduate/Professional School	1,032	10.7%	29,018	34.9%	45,023	34.2%
Not Enrolled	7,036	73.1%	44,872	53.9%	71,644	54.4%

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Travel Time to Work (ACS 2012)						
Less than 10 minutes	1,113	21.5%	7,379	18.5%	11,641	18.6%
10 to 14 minutes	1,151	22.2%	11,274	28.3%	17,770	28.4%
15 to 19 minutes	1,400	27.0%	10,877	27.3%	16,831	26.9%
20 to 24 minutes	921	17.8%	5,784	14.5%	8,830	14.1%
25 to 29 minutes	163	3.1%	1,327	3.3%	2,243	3.6%
30 to 34 minutes	231	4.5%	1,439	3.6%	2,172	3.5%
35 to 44 minutes	106	2.1%	511	1.3%	760	1.2%
45 to 59 minutes	42	0.8%	659	1.7%	1,149	1.8%
60 or more minutes	49	1.0%	577	1.4%	1,125	1.8%
Average travel time to work in minutes	24.8	---	35.5	---	33.3	---

Population by LandScape Segment

A1: Empire Builders	0	0.00%	0	0.00%	0	0.00%
A2: Grand Masters	0	0.00%	0	0.00%	4	0.00%
A3: Marquis Class	0	0.00%	670	0.78%	670	0.49%
A4: American Knights	0	0.00%	116	0.14%	521	0.38%
A5: Urban Squires	0	0.00%	3,228	3.76%	4,050	2.99%
A6: Regents	30	0.30%	357	0.42%	1,161	0.86%
B1: Charmed Life	0	0.00%	0	0.00%	0	0.00%
B2: Sitting Pretty	39	0.39%	4,034	4.69%	6,757	4.98%
B3: Kindred Spirit	931	9.37%	4,321	5.03%	5,560	4.10%
B4: Middle of the Road	0	0.00%	0	0.00%	0	0.00%
B5: White Collar Starts	0	0.00%	957	1.11%	1,832	1.35%
B6: Blue Collar Starts	1,051	10.58%	1,051	1.22%	1,051	0.78%
C1: Social Whirls	150	1.51%	250	0.29%	250	0.18%
C2: Managing Business	436	4.39%	1,448	1.68%	1,695	1.25%
C3: Nest Builders	0	0.00%	0	0.00%	0	0.00%
C4: Gainfully Employed	0	0.00%	1,036	1.21%	1,314	0.97%
C5: Strapped	0	0.00%	0	0.00%	0	0.00%
D1: Gray Eminence	0	0.00%	0	0.00%	270	0.20%
D2: Fall Years	0	0.00%	0	0.00%	0	0.00%
D3: Still in the Game	0	0.00%	0	0.00%	0	0.00%
E1: Gurus	17	0.17%	508	0.59%	1,959	1.45%

Demographics around 1807 W Bradley Ave, Champaign, Illinois 61821, United States



Demographic Detail Report

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

	1 Mile		3 Miles		5 Miles	
E2: Wizards	693	6.98%	5,357	6.23%	6,268	4.62%
E3: Apprentices	19	0.20%	2,709	3.15%	5,647	4.17%
F1: Hard Act to Follow	0	0.00%	1,063	1.24%	2,030	1.50%
F2: SM Seeks SF	0	0.00%	4,659	5.42%	4,659	3.44%
F3: Solo Acts	354	3.56%	1,368	1.59%	3,085	2.28%
F4: Down But Not Out	0	0.00%	0	0.00%	0	0.00%
G1: Urban Moms/Dads	354	3.56%	2,345	2.73%	3,892	2.87%
G2: Apron Strings	0	0.00%	0	0.00%	0	0.00%
G3: Solemn Widows/ers	0	0.00%	0	0.00%	0	0.00%
H1: Educated Earners	1,480	14.90%	6,829	7.95%	7,944	5.86%
H2: Suburban Singles	0	0.00%	0	0.00%	0	0.00%
H3: Hard Hats/Hair Nets	843	8.48%	2,340	2.72%	3,662	2.70%
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%	1,443	1.68%	4,671	3.45%
I4: Kith and Kin	0	0.00%	0	0.00%	0	0.00%
I5: Sublime Suburbia	0	0.00%	465	0.54%	465	0.34%
J1: Stocks and Scholars	0	0.00%	2,187	2.54%	9,321	6.87%
J2: Marmalade & Money	0	0.00%	926	1.08%	926	0.68%
J3: Stately Suburbs	0	0.00%	0	0.00%	0	0.00%
K1: Country Villas	0	0.00%	0	0.00%	0	0.00%
K2: Pastoral Vistas	0	0.00%	160	0.19%	781	0.58%
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%	272	0.20%
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	618	6.22%	618	0.72%	618	0.46%
M2: East Side	0	0.00%	0	0.00%	0	0.00%
M3: Upper East Side	185	1.87%	4,270	4.97%	4,605	3.40%

Demographic Detail Report

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

	1 Mile		3 Miles		5 Miles	
M4: Lower East Side	2,734	27.52%	2,742	3.19%	2,901	2.14%
M5: Between Jobs	0	0.00%	0	0.00%	0	0.00%
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	0	0.00%	225	0.26%	1,123	0.83%
O2: East Meets West	0	0.00%	0	0.00%	107	0.08%
O3: Group Quarters	0	0.00%	0	0.00%	0	0.00%
O4: Doublewides	0	0.00%	707	0.82%	2,900	2.14%
O5: Centurions	0	0.00%	0	0.00%	0	0.00%
O6: Legacy Years	0	0.00%	0	0.00%	0	0.00%
O7: Collegians	0	0.00%	27,562	32.07%	42,615	31.43%

	Per Household		Per Household		Per Household	
Weekly Consumer Spending Patterns						
Alcoholic beverages	\$35,387	\$8.60	\$280,543	\$8.21	\$453,093	\$8.53
Total Apparel and services	\$102,156	\$24.83	\$819,629	\$23.99	\$1,297,644	\$24.42
Cash contributions	\$165,599	\$40.24	\$1,242,886	\$36.38	\$2,006,110	\$37.75
Total Education	\$57,197	\$13.90	\$573,782	\$16.80	\$921,775	\$17.34
Total Entertainment	\$182,580	\$44.37	\$1,430,024	\$41.86	\$2,281,889	\$42.94
Total Food	\$578,923	\$140.69	\$4,583,729	\$134.17	\$7,234,295	\$136.12
Total Health care	\$350,120	\$85.09	\$2,627,947	\$76.92	\$4,179,344	\$78.64
Total Housing	\$878,935	\$213.60	\$6,885,449	\$201.55	\$10,945,391	\$205.95
Total Personal care products and services	\$53,581	\$13.02	\$425,043	\$12.44	\$673,310	\$12.67
Personal insurance	\$33,645	\$8.18	\$259,634	\$7.60	\$421,803	\$7.94
Total Reading	\$5,023	\$1.22	\$38,258	\$1.12	\$61,720	\$1.16
Total Tobacco products and smoking supplies	\$29,682	\$7.21	\$237,918	\$6.96	\$362,857	\$6.83
Total Transportation	\$710,151	\$172.58	\$5,659,885	\$165.68	\$8,968,285	\$168.75
Cash gifts	\$45,462	\$11.05	\$326,690	\$9.56	\$519,676	\$9.78

Demographics around 1807 W Bradley Ave, Champaign, Illinois 61821, United States

LandScape Descriptions (Trade Area 1 Only)

M4: Pushing Through

#N/A

H1: Educated Earners

Residents of Educated Earners segments are an anomaly: They have a relatively high level of college education (50- percent- above- average) and are employed in a slightly above- average level of professional, white- collar jobs, yet their annual income is only in the \$30,000s and \$40,000s. Contributing to this relatively low- income level could be their young age, which is in the 20s and low- 30s. However, they could also be held down by their relatively high rate of single- parent households. This Single in the Suburbs segments has a 50- percent- higher- than- average level of single parents (both male and female) with children, especially kids under six years old. Some of the singles have never been married (50- percent- above- average) and a slightly lower divorce rate. One could easily presume that because these suburbanites have a 50- percent- above- average level of college education and an average level of employment in fields such as management, sales, and office support, they may one day work their way into a higher income level. However, reaching that goal may mean moving out of the suburbs and into a city.

B6: Blue Collar Starts

The residents in Blue- Collar Starts neighborhoods struggle financially the most among their Urban Cliff Climbers brethren. They not only support themselves in blue- collar positions, they also have a commensurately lower education level: a significant percent have less- than- high- school education levels. While an average- number of these 20- to 30- year- old are married- with- children, they have higher rates of residents who are single householders (either male or female) with children, especially younger children. All of these factors help explain the fact that Blue- Collar Starts supplement their less- than- \$30,000 incomes from production, transportation, construction, and building maintenance jobs with some level of public- assistance income. They most likely enjoy fewer of life's comforts than many other Americans - and work harder for what they do own.

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.

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H3: Hard Hats/Hair Nets

Among Single in the Suburbs segments, Hard Hats & Hair Nets are the lowest- income neighborhoods. Their annual incomes are below \$30,000, and aren't generated exclusively from salaries: These people also rely on a high level of public- assistance to make ends meet. In fact, they rank at over two- times- the- national- average in supplemental- public- assistance income. Like other segments in the Single in the Suburbs category, these residents are in their 20s and 30s. While relatively young, they may not have a lot of hope for rising above their current situations, because not only are college educations few and far between, but also a large number of residents do not even have high- school degrees. In fact, they rank nearly 50- percent- below- average in this measurement. Residents of these areas are also encumbered by two- times- or- more- than- average number of single- parent families, particularly of children under six- years- old. The people are single due to both above- average- levels of never- married people and divorce. Owing to their low education levels, these manual laborers work predominantly in blue- collar jobs. They rank particularly high in food preparation jobs and building maintenance. They're also employed in healthcare support, construction, and personal care.

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.

M1: Black Gentry

#N/A

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.

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G1: Urban Moms/Dads

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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.

M3: Still Standing

#N/A

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.