

Audience Profile ?

Sterling Bazaar

N Sterling Ave, Peoria, IL

View:

Potential Market

Based On:

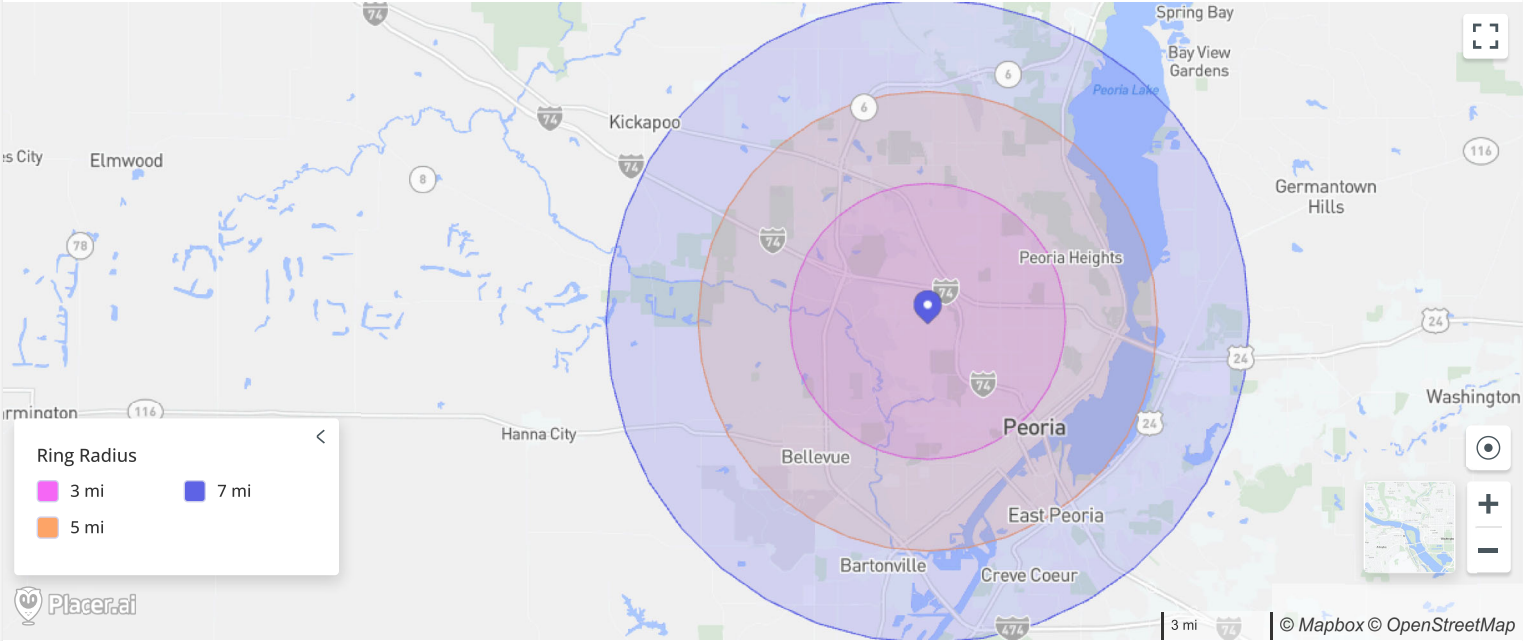
Distance in Miles

Ring Radius

3.00 mi

5.00 mi

7.00 mi



Dataset:

Census 2023 (ACS)

Benchmark with:

Nationwide

State

Search Group or Attribute

3 Mile

5 Mile

7 Mile

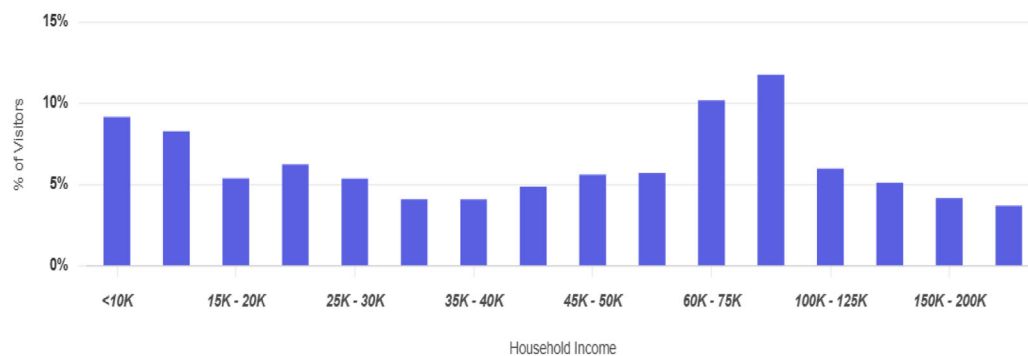
Overview			
Population	72,692	120,029	155,933
Pop density (per sq mile)	2,441	1,718	1,181
Area (sq mi) - based on Census Block Groups	29.77	69.88	131.99
Households			
Households	32,967	53,280	68,943
Family Households	15,931 (48.3%) 75	27,227 (51.1%) 7	37,086 (53.8%) 83
Non-Family Households	17,036 (51.7%) 146	26,053 (48.9%) 138	31,857 (46.2%) 130
Persons per Household	2.2 85	2.25 86	2.26 87
Gender			
Age			
Age - Male			
Age - Female			
Population by Generation			
Ethnicity			
White	41,965 (57.7%) 99	70,270 (58.5%) 101	100,971 (64.8%) 111
Black	18,862 (25.9%) 216	30,411 (25.3%) 211	30,810 (19.8%) 164

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Hispanic or Latino	4,868 (6.7%) 35	8,459 (7%) 37	10,030 (6.4%) 34
Two or more races	4,411 (6.1%) 157	6,379 (5.3%) 37	7,352 (4.7%) 122
Asian	2,323 (3.2%) 56	3,988 (3.3%) 58	6,234 (4%) 70
Other	244 (<0.5%) 68	461 (<0.5%) 75	475 (<0.5%) 62
American Indian and Alaska Native	16 (<0.5%) 4	42 (<0.5%) 7	42 (<0.5%) 5
Native Hawaiian and Other Pacific Islander	3 (<0.5%) 2	19 (<0.5%) 9	19 (<0.5%) 7
Hispanic or Latino			
Household Income			
Household Average Income	\$75,561.52 68	\$79,147 72	\$85,235.94 71
Average Income per Person	\$34,742.95 80	\$35,467.09 82	\$38,016.34 88
Household Median Income	\$53,258.31 68	\$54,694.39 69	\$59,991.34 70
<\$10K	2,831 (8.6%) 176	4,652 (8.7%) 179	5,364 (7.8%) 160
\$10K - \$15K	2,342 (7.1%) 200	3,493 (6.6%) 184	3,892 (5.6%) 159
\$15K - \$20K	1,310 (4%) 127	2,320 (4.4%) 139	2,578 (3.7%) 120
\$20K - \$25K	1,683 (5.1%) 148	2,675 (5%) 146	3,140 (4.6%) 132
\$25K - \$30K	1,740 (5.3%) 154	2,674 (5%) 146	3,265 (4.7%) 138
\$30K - \$35K	1,162 (3.5%) 103	2,054 (3.9%) 113	2,516 (3.6%) 107
\$35K - \$40K	1,410 (4.3%) 122	2,274 (4.3%) 122	2,736 (4%) 114
\$40K - \$45K	1,619 (4.9%) 141	2,289 (4.3%) 123	2,769 (4%) 115
\$45K - \$50K	1,583 (4.8%) 139	2,358 (4.4%) 128	3,022 (4.4%) 127
\$50K - \$60K	2,466 (7.5%) 113	3,943 (7.4%) 112	5,194 (7.5%) 114
\$60K - \$75K	3,123 (9.5%) 104	5,444 (10.2%) 112	6,915 (10%) 110
\$75K - \$100K	3,944 (12%) 94	5,940 (11.1%) 88	7,887 (11.4%) 90
\$100K - \$125K	2,592 (7.9%) 78	3,992 (7.5%) 74	5,628 (8.2%) 81
\$125K - \$150K	1,871 (5.7%) 71	3,111 (5.8%) 75	4,251 (6.2%) 84
\$150K - \$200K	1,709 (5.2%) 56	2,922 (5.5%) 59	4,790 (6.9%) 75
>\$200K	1,582 (4.8%) 38	3,139 (5.9%) 47	4,996 (7.2%) 58
Household Size			
Education			
Elementary	3,645 (7.5%) 71	6,762 (8.5%) 80	8,066 (7.6%) 72
High School Graduate	13,789 (28.3%) 108	23,346 (29.2%) 111	30,212 (28.5%) 109
College / Associate Degree	16,131 (33.1%) 117	25,558 (32%) 113	33,740 (31.8%) 113

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Bachelor Degree	9,512 (19.5%) 92	14,922 (18.7%) 88	20,941 (19.7%) 93
Advanced Degree	5,595 (11.5%) 84	9,402 (11.8%) 86	13,180 (12.4%) 90
Labor Force			
Marital Status			
Never Married	25,447 (42.6%) 125	39,742 (41%) 120	46,758 (37%) 109
Married	21,576 (36.1%) 73	37,151 (38.3%) 77	54,223 (42.9%) 86
Divorced	8,593 (14.4%) 135	13,543 (14%) 131	16,974 (13.4%) 126
Widowed	4,105 (6.9%) 124	6,551 (6.8%) 121	8,400 (6.6%) 120
Family Households			
Transport to Work			
Travel Time to Work			
Housing Units			
Occupied Housing Units			
Vacant Housing Units			
Value of Owner-Occupied Housing Units			
Types of Housing Units Structure			
Health Insurance			
SNAP Households			

Household Income ?

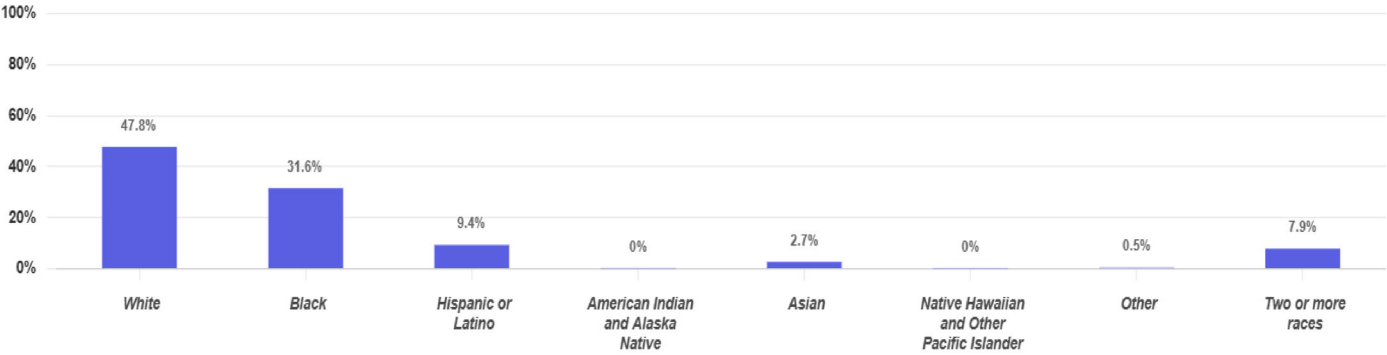
Sterling Bazaar
N Sterling Ave, Peoria, IL



Average Income	65K
Median Income	47K

Ethnicity ?

Sterling Bazaar
N Sterling Ave, Peoria, IL



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2024