

	<u>3 Mile Radius</u>	<u>5 Mile Radius</u>	<u>10 Mile Radius</u>
<b>Population:</b>			
2014 Total Population	33,018	77,077	112,558
2009 Total Population	33,461	77,813	112,738
2000 Total Population	35,941	83,683	117,140
1990 Total Population	37,776	87,934	118,953
<b>Households:</b>			
2014 Total Population	14,300	33,136	47,795
2009 Total Population	14,122	32,599	46,657
2000 Total Population	14,549	33,398	46,200
1990 Total Population	14,918	33,697	44,931
2009 Avg. HH Income	\$51,447	\$53,842	\$42,001
2009 Median HH Income	\$36,877	\$37,053	\$58,365

Source: Applied Geographic Solutions: AnySite Technologies (February 2010)

<b>Population:</b>	<u>Springfield</u>	<u>Clark County</u>
2015 Projection	60,987	138,713
2010 Estimates	63,094	140,971
2000 U.S. Census	63,358	144,742

**Disposable Income & Retail Sales:**

**Disposable Personal Income:**

(Thousands)		
2010 Estimate	\$1,052,283	\$3,563,820

**Total Retail Sales:**

(Thousands)		
2002 U.S. Census	\$584,840	\$1,538,871
2010 Estimate	\$626,669	\$1,536,923

**2010 Estimate of Sales:**

Motor/Vehicle Parts	\$131,887	\$314,758
Furniture	\$14,756	\$36,120
Electrical, Appliances	\$9,450	\$20,517
Building Materials	\$35,967	\$104,871
Food/Beverage	\$95,954	\$235,076
Health/Personal Care	\$54,299	\$126,737
Gasoline	\$98,010	\$252,597
Clothing/Accessories	\$12,931	\$32,186
General Merchandise	\$123,281	\$291,109

Source: 2010 Editor & Publisher Market Guide