



# Executive Summary

N Gilmer Rd & N US Highway 12, Round Lake, Illinois, 60073  
 Rings: 1, 5, 10 mile radii

Prepared by Esri  
 Latitude: 42.32256  
 Longitude: -88.16437

	1 mile	5 miles	10 miles
<b>Population</b>			
2010 Population	1,532	91,938	368,815
2020 Population	2,456	95,155	371,807
2023 Population	2,410	94,759	372,450
2028 Population	2,375	93,687	372,346
2010-2020 Annual Rate	4.83%	0.34%	0.08%
2020-2023 Annual Rate	-0.58%	-0.13%	0.05%
2023-2028 Annual Rate	-0.29%	-0.23%	-0.01%
2023 Male Population	50.5%	50.3%	50.0%
2023 Female Population	49.5%	49.7%	50.0%
2023 Median Age	36.4	37.5	39.8

In the identified area, the current year population is 372,450. In 2020, the Census count in the area was 371,807. The rate of change since 2020 was 0.05% annually. The five-year projection for the population in the area is 372,346 representing a change of -0.01% annually from 2023 to 2028. Currently, the population is 50.0% male and 50.0% female.

### Median Age

The median age in this area is 39.8, compared to U.S. median age of 39.1.

### Race and Ethnicity

2023 White Alone	74.3%	66.1%	72.1%
2023 Black Alone	2.5%	2.9%	2.4%
2023 American Indian/Alaska Native Alone	0.4%	1.1%	0.7%
2023 Asian Alone	8.1%	4.2%	4.7%
2023 Pacific Islander Alone	0.0%	0.0%	0.0%
2023 Other Race	4.0%	12.3%	9.1%
2023 Two or More Races	10.5%	13.3%	10.9%
2023 Hispanic Origin (Any Race)	13.3%	27.4%	20.5%

Persons of Hispanic origin represent 20.5% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 63.4 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	196	108	147
2010 Households	541	32,496	129,846
2020 Households	812	34,644	136,475
2023 Households	809	34,903	138,229
2028 Households	806	35,123	140,731
2010-2020 Annual Rate	4.14%	0.64%	0.50%
2020-2023 Annual Rate	-0.11%	0.23%	0.39%
2023-2028 Annual Rate	-0.07%	0.13%	0.36%
2023 Average Household Size	2.98	2.71	2.68

The household count in this area has changed from 136,475 in 2020 to 138,229 in the current year, a change of 0.39% annually. The five-year projection of households is 140,731, a change of 0.36% annually from the current year total. Average household size is currently 2.68, compared to 2.71 in the year 2020. The number of families in the current year is 100,273 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

**Source:** U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



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<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	13.8%	16.4%	16.5%
<b>Median Household Income</b>			
2023 Median Household Income	\$117,879	\$86,362	\$98,776
2028 Median Household Income	\$130,305	\$97,713	\$107,472
2023-2028 Annual Rate	2.02%	2.50%	1.70%
<b>Average Household Income</b>			
2023 Average Household Income	\$158,246	\$113,627	\$132,227
2028 Average Household Income	\$178,818	\$129,835	\$149,229
2023-2028 Annual Rate	2.47%	2.70%	2.45%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$50,883	\$41,869	\$49,109
2028 Per Capita Income	\$58,112	\$48,682	\$56,449
2023-2028 Annual Rate	2.69%	3.06%	2.83%
<b>GINI Index</b>			
2023 Gini Index	28.8	36.6	36.2

### Households by Income

Current median household income is \$98,776 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$107,472 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$132,227 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$149,229 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$49,109 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$56,449 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>			
2023 Housing Affordability Index	129	113	114
2010 Total Housing Units	577	35,212	139,322
2010 Owner Occupied Housing Units	490	26,521	108,244
2010 Renter Occupied Housing Units	51	5,975	21,602
2010 Vacant Housing Units	36	2,716	9,476
2020 Total Housing Units	830	36,705	144,027
2020 Vacant Housing Units	18	2,061	7,552
2023 Total Housing Units	829	37,000	146,064
2023 Owner Occupied Housing Units	752	27,924	113,589
2023 Renter Occupied Housing Units	57	6,979	24,640
2023 Vacant Housing Units	20	2,097	7,835
2028 Total Housing Units	830	37,148	148,662
2028 Owner Occupied Housing Units	752	28,477	116,875
2028 Renter Occupied Housing Units	54	6,645	23,856
2028 Vacant Housing Units	24	2,025	7,931
<b>Socioeconomic Status Index</b>			
2023 Socioeconomic Status Index	65.6	52.0	54.6

Currently, 77.8% of the 146,064 housing units in the area are owner occupied; 16.9%, renter occupied; and 5.4% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 144,027 housing units in the area and 5.2% vacant housing units. The annual rate of change in housing units since 2020 is 0.43%. Median home value in the area is \$270,553, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 2.95% annually to \$312,876.

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# Business Summary

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Data for all businesses in area	1 mile				5 miles				10 miles			
Total Businesses:	125				2,046				11,326			
Total Employees:	1,271				21,276				143,399			
Total Residential Population:	2,410				94,759				372,450			
Employee/Residential Population Ratio (per 100 Residents)	53				22				39			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	5.6%	50	3.9%	104	5.1%	833	3.9%	352	3.1%	3,265	2.3%
Construction	15	12.0%	130	10.2%	278	13.6%	1,829	8.6%	1,112	9.8%	7,319	5.1%
Manufacturing	8	6.4%	107	8.4%	108	5.3%	1,457	6.8%	584	5.2%	18,336	12.8%
Transportation	1	0.8%	4	0.3%	58	2.8%	458	2.2%	255	2.3%	3,204	2.2%
Communication	0	0.0%	1	0.1%	15	0.7%	93	0.4%	73	0.6%	642	0.4%
Utility	1	0.8%	13	1.0%	17	0.8%	146	0.7%	56	0.5%	588	0.4%
Wholesale Trade	9	7.2%	137	10.8%	102	5.0%	1,204	5.7%	468	4.1%	6,290	4.4%
Retail Trade Summary	21	16.8%	233	18.3%	401	19.6%	4,024	18.9%	2,164	19.1%	27,250	19.0%
Home Improvement	3	2.4%	32	2.5%	37	1.8%	638	3.0%	165	1.5%	2,093	1.5%
General Merchandise Stores	1	0.8%	2	0.2%	8	0.4%	43	0.2%	74	0.7%	2,700	1.9%
Food Stores	3	2.4%	41	3.2%	41	2.0%	612	2.9%	206	1.8%	4,658	3.2%
Auto Dealers & Gas Stations	4	3.2%	48	3.8%	77	3.8%	601	2.8%	280	2.5%	3,162	2.2%
Apparel & Accessory Stores	0	0.0%	1	0.1%	13	0.6%	55	0.3%	81	0.7%	493	0.3%
Furniture & Home Furnishings	1	0.8%	4	0.3%	34	1.7%	213	1.0%	199	1.8%	1,316	0.9%
Eating & Drinking Places	5	4.0%	84	6.6%	122	6.0%	1,468	6.9%	678	6.0%	9,346	6.5%
Miscellaneous Retail	4	3.2%	20	1.6%	69	3.4%	395	1.9%	480	4.2%	3,482	2.4%
Finance, Insurance, Real Estate Summary	6	4.8%	33	2.6%	109	5.3%	555	2.6%	856	7.6%	5,877	4.1%
Banks, Savings & Lending Institutions	3	2.4%	22	1.7%	27	1.3%	206	1.0%	186	1.6%	1,675	1.2%
Securities Brokers	0	0.0%	0	0.0%	12	0.6%	47	0.2%	160	1.4%	772	0.5%
Insurance Carriers & Agents	3	2.4%	9	0.7%	26	1.3%	99	0.5%	213	1.9%	1,001	0.7%
Real Estate, Holding, Other Investment Offices	0	0.0%	2	0.2%	45	2.2%	202	0.9%	297	2.6%	2,430	1.7%
Services Summary	44	35.2%	507	39.9%	714	34.9%	9,841	46.3%	4,557	40.2%	65,046	45.4%
Hotels & Lodging	0	0.0%	0	0.0%	8	0.4%	199	0.9%	37	0.3%	641	0.4%
Automotive Services	4	3.2%	22	1.7%	80	3.9%	393	1.8%	365	3.2%	2,060	1.4%
Movies & Amusements	6	4.8%	55	4.3%	52	2.5%	443	2.1%	340	3.0%	3,639	2.5%
Health Services	4	3.2%	28	2.2%	55	2.7%	367	1.7%	807	7.1%	11,199	7.8%
Legal Services	1	0.8%	11	0.9%	16	0.8%	154	0.7%	141	1.2%	778	0.5%
Education Institutions & Libraries	1	0.8%	30	2.4%	53	2.6%	3,065	14.4%	271	2.4%	14,021	9.8%
Other Services	30	24.0%	362	28.5%	450	22.0%	5,219	24.5%	2,594	22.9%	32,707	22.8%
Government	5	4.0%	52	4.1%	51	2.5%	759	3.6%	232	2.0%	4,410	3.1%
Unclassified Establishments	6	4.8%	2	0.2%	89	4.3%	78	0.4%	617	5.4%	1,171	0.8%
Totals	125	100.0%	1,271	100.0%	2,046	100.0%	21,276	100.0%	11,326	100.0%	143,399	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	8	0.6%	9	0.4%	59	0.3%	31	0.3%	139	0.1%
Mining	0	0.0%	0	0.0%	2	0.1%	12	0.1%	9	0.1%	102	0.1%
Utilities	0	0.0%	0	0.0%	2	0.1%	12	0.1%	8	0.1%	43	0.0%
Construction	15	12.0%	136	10.7%	297	14.5%	3,541	16.6%	1,204	10.6%	9,848	6.9%
Manufacturing	8	6.4%	107	8.4%	112	5.5%	1,475	6.9%	626	5.5%	18,518	12.9%
Wholesale Trade	9	7.2%	137	10.8%	101	4.9%	1,203	5.7%	461	4.1%	6,290	4.4%
Retail Trade	16	12.8%	144	11.3%	266	13.0%	2,481	11.7%	1,415	12.5%	17,392	12.1%
Motor Vehicle & Parts Dealers	4	3.2%	47	3.7%	59	2.9%	523	2.5%	208	1.8%	2,641	1.8%
Furniture & Home Furnishings Stores	1	0.8%	4	0.3%	18	0.9%	62	0.3%	89	0.8%	519	0.4%
Electronics & Appliance Stores	0	0.0%	0	0.0%	13	0.6%	140	0.7%	85	0.8%	722	0.5%
Building Material & Garden Equipment & Supplies Dealers	3	2.4%	32	2.5%	37	1.8%	638	3.0%	163	1.4%	2,076	1.4%
Food & Beverage Stores	2	1.6%	37	2.9%	42	2.1%	615	2.9%	185	1.6%	4,347	3.0%
Health & Personal Care Stores	1	0.8%	7	0.6%	13	0.6%	148	0.7%	126	1.1%	1,365	1.0%
Gasoline Stations & Fuel Dealers	0	0.0%	1	0.1%	19	0.9%	86	0.4%	76	0.7%	546	0.4%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	1	0.1%	18	0.9%	113	0.5%	104	0.9%	614	0.4%
Sporting Goods, Hobby, Book, & Music Stores	3	2.4%	12	0.9%	31	1.5%	92	0.4%	250	2.2%	1,637	1.1%
General Merchandise Stores	1	0.8%	3	0.2%	15	0.7%	64	0.3%	130	1.1%	2,923	2.0%
Transportation & Warehousing	0	0.0%	1	0.1%	40	2.0%	409	1.9%	177	1.6%	2,600	1.8%
Information	2	1.6%	16	1.3%	36	1.8%	278	1.3%	195	1.7%	2,322	1.6%
Finance & Insurance	5	4.0%	31	2.4%	66	3.2%	356	1.7%	567	5.0%	3,494	2.4%
Central Bank/Credit Intermediation & Related Activities	3	2.4%	22	1.7%	27	1.3%	207	1.0%	184	1.6%	1,662	1.2%
Securities & Commodity Contracts	0	0.0%	0	0.0%	13	0.6%	50	0.2%	170	1.5%	831	0.6%
Funds, Trusts & Other Financial Vehicles	3	2.4%	9	0.7%	26	1.3%	99	0.5%	213	1.9%	1,001	0.7%
Real Estate, Rental & Leasing	1	0.8%	3	0.2%	70	3.4%	264	1.2%	368	3.2%	2,466	1.7%
Professional, Scientific & Tech Services	12	9.6%	136	10.7%	155	7.6%	1,051	4.9%	1,036	9.1%	16,393	11.4%
Legal Services	1	0.8%	11	0.9%	18	0.9%	159	0.7%	159	1.4%	860	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	11	0.1%	10	0.1%	224	0.2%
Administrative, Support & Waste Management Services	8	6.4%	56	4.4%	121	5.9%	866	4.1%	451	4.0%	3,777	2.6%
Educational Services	2	1.6%	32	2.5%	63	3.1%	3,079	14.5%	338	3.0%	14,016	9.8%
Health Care & Social Assistance	8	6.4%	78	6.1%	91	4.4%	1,183	5.6%	1,054	9.3%	16,319	11.4%
Arts, Entertainment & Recreation	5	4.0%	56	4.4%	51	2.5%	488	2.3%	305	2.7%	3,385	2.4%
Accommodation & Food Services	5	4.0%	89	7.0%	135	6.6%	1,714	8.1%	738	6.5%	10,250	7.1%
Accommodation	0	0.0%	0	0.0%	8	0.4%	199	0.9%	37	0.3%	641	0.4%
Food Services & Drinking Places	5	4.0%	89	7.0%	127	6.2%	1,515	7.1%	700	6.2%	9,609	6.7%
Other Services (except Public Administration)	16	12.8%	186	14.6%	290	14.2%	1,965	9.2%	1,489	13.1%	10,287	7.2%
Automotive Repair & Maintenance	4	3.2%	22	1.7%	66	3.2%	341	1.6%	299	2.6%	1,744	1.2%
Public Administration	5	4.0%	52	4.1%	50	2.4%	753	3.5%	230	2.0%	4,389	3.1%
Unclassified Establishments	6	4.8%	2	0.2%	89	4.3%	78	0.4%	616	5.4%	1,146	0.8%
<b>Total</b>	<b>125</b>	<b>100.0%</b>	<b>1,271</b>	<b>100.0%</b>	<b>2,046</b>	<b>100.0%</b>	<b>21,276</b>	<b>100.0%</b>	<b>11,326</b>	<b>100.0%</b>	<b>143,399</b>	<b>100.0%</b>

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



# Demographic and Income Profile

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Summary	Census 2010	Census 2020	2023	2028
Population	1,532	2,456	2,410	2,375
Households	541	812	809	806
Families	429	-	623	619
Average Household Size	2.83	3.02	2.98	2.95
Owner Occupied Housing Units	490	-	752	752
Renter Occupied Housing Units	51	-	57	54
Median Age	31.7	-	36.4	37.7

Trends: 2023-2028 Annual Rate	Area	State	National
Population	-0.29%	-0.19%	0.30%
Households	-0.07%	0.12%	0.49%
Families	-0.13%	0.05%	0.44%
Owner HHs	0.00%	0.37%	0.66%
Median Household Income	2.02%	2.10%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	14	1.7%	12	1.5%
\$15,000 - \$24,999	21	2.6%	15	1.9%
\$25,000 - \$34,999	2	0.2%	2	0.2%
\$35,000 - \$49,999	17	2.1%	13	1.6%
\$50,000 - \$74,999	113	14.0%	92	11.4%
\$75,000 - \$99,999	132	16.3%	112	13.9%
\$100,000 - \$149,999	221	27.3%	221	27.4%
\$150,000 - \$199,999	105	13.0%	121	15.0%
\$200,000+	183	22.6%	217	26.9%

Median Household Income	\$117,879	\$130,305
Average Household Income	\$158,246	\$178,818
Per Capita Income	\$50,883	\$58,112

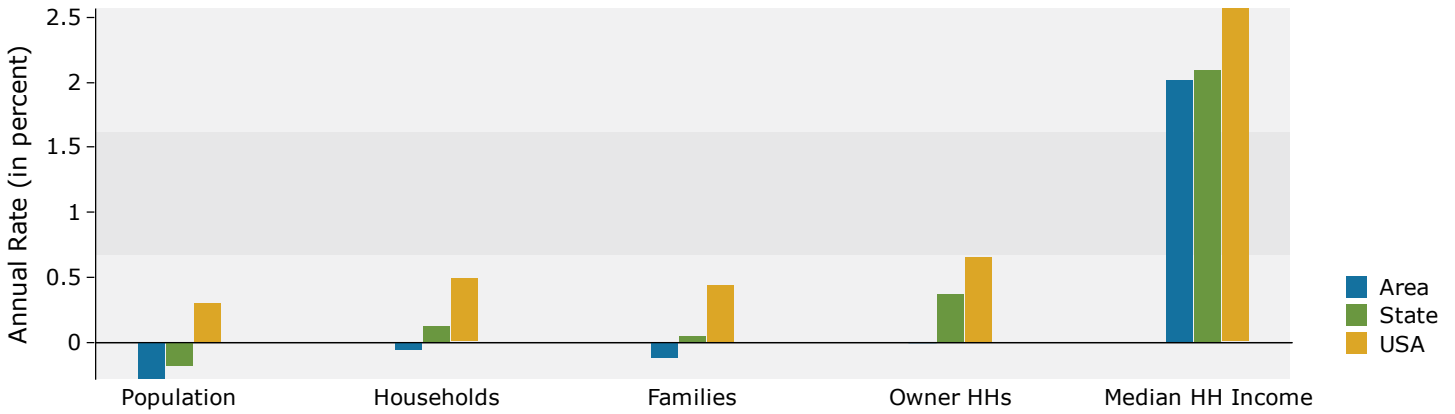
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	194	12.7%	188	7.8%	176	7.4%
5 - 9	132	8.6%	216	9.0%	189	8.0%
10 - 14	99	6.5%	228	9.5%	213	9.0%
15 - 19	62	4.0%	147	6.1%	188	7.9%
20 - 24	52	3.4%	102	4.2%	92	3.9%
25 - 34	353	23.0%	261	10.8%	244	10.3%
35 - 44	292	19.1%	461	19.1%	374	15.7%
45 - 54	182	11.9%	326	13.5%	372	15.7%
55 - 64	106	6.9%	262	10.9%	249	10.5%
65 - 74	40	2.6%	154	6.4%	185	7.8%
75 - 84	16	1.0%	52	2.2%	77	3.2%
85+	4	0.3%	13	0.5%	17	0.7%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	1,261	82.3%	1,862	75.8%	1,791	74.3%	1,695	71.4%
Black Alone	24	1.6%	59	2.4%	61	2.5%	64	2.7%
American Indian Alone	2	0.1%	9	0.4%	10	0.4%	11	0.5%
Asian Alone	155	10.1%	192	7.8%	196	8.1%	210	8.8%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	48	3.1%	91	3.7%	97	4.0%	112	4.7%
Two or More Races	42	2.7%	243	9.9%	254	10.5%	281	11.8%
Hispanic Origin (Any Race)	135	8.8%	301	12.3%	322	13.4%	349	14.7%

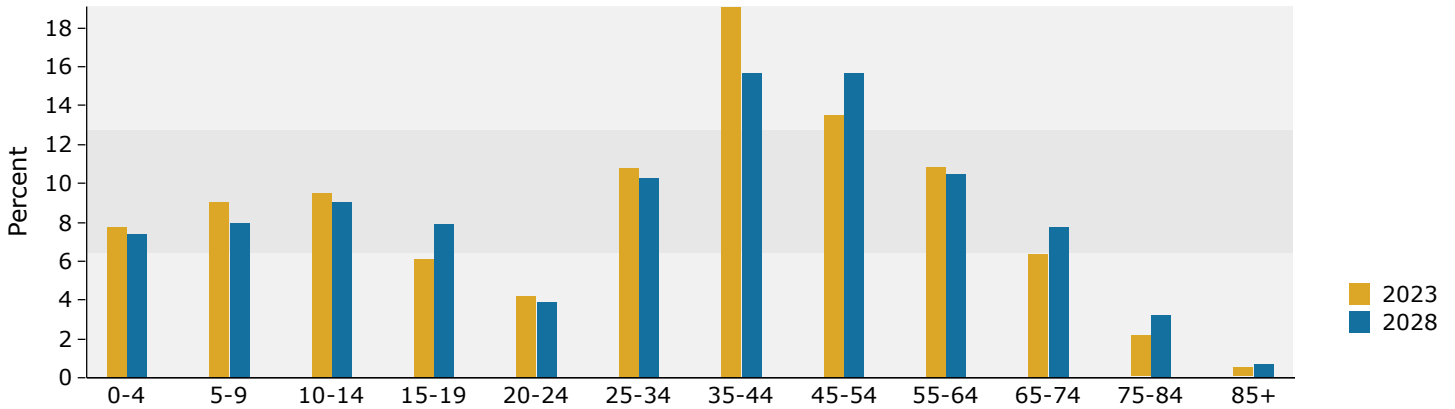
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

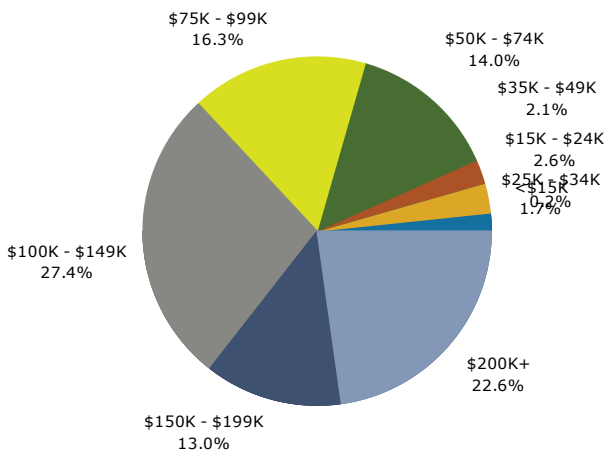
## Trends 2023-2028



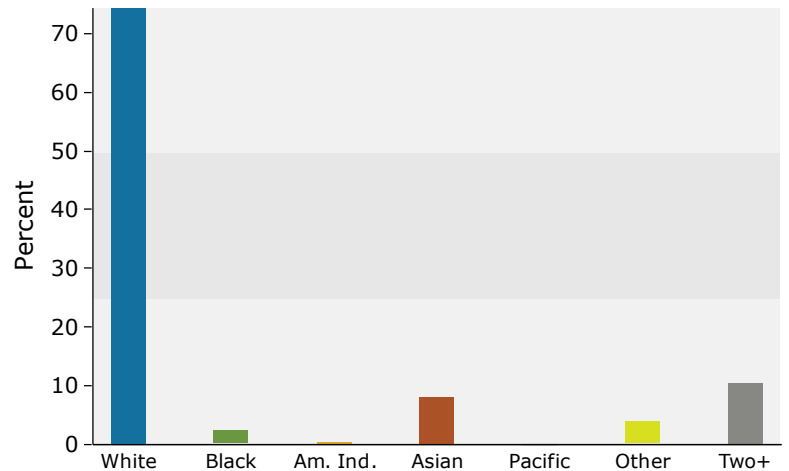
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 13.4%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



# Demographic and Income Profile

N Gilmer Rd & N US Highway 12, Round Lake, Illinois, 60073  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 42.32256  
 Longitude: -88.16437

Summary	Census 2010	Census 2020	2023	2028
Population	91,938	95,155	94,759	93,687
Households	32,496	34,644	34,903	35,123
Families	23,422	-	24,385	24,458
Average Household Size	2.82	2.74	2.71	2.66
Owner Occupied Housing Units	26,521	-	27,924	28,477
Renter Occupied Housing Units	5,975	-	6,979	6,645
Median Age	35.0	-	37.5	37.9

Trends: 2023-2028 Annual Rate	Area	State	National
Population	-0.23%	-0.19%	0.30%
Households	0.13%	0.12%	0.49%
Families	0.06%	0.05%	0.44%
Owner HHs	0.39%	0.37%	0.66%
Median Household Income	2.50%	2.10%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	2,020	5.8%	1,759	5.0%
\$15,000 - \$24,999	1,692	4.8%	1,301	3.7%
\$25,000 - \$34,999	1,707	4.9%	1,389	4.0%
\$35,000 - \$49,999	3,158	9.0%	2,643	7.5%
\$50,000 - \$74,999	6,066	17.4%	5,664	16.1%
\$75,000 - \$99,999	5,316	15.2%	5,173	14.7%
\$100,000 - \$149,999	7,825	22.4%	8,454	24.1%
\$150,000 - \$199,999	3,366	9.6%	4,108	11.7%
\$200,000+	3,753	10.8%	4,632	13.2%
Median Household Income	\$86,362		\$97,713	
Average Household Income	\$113,627		\$129,835	
Per Capita Income	\$41,869		\$48,682	

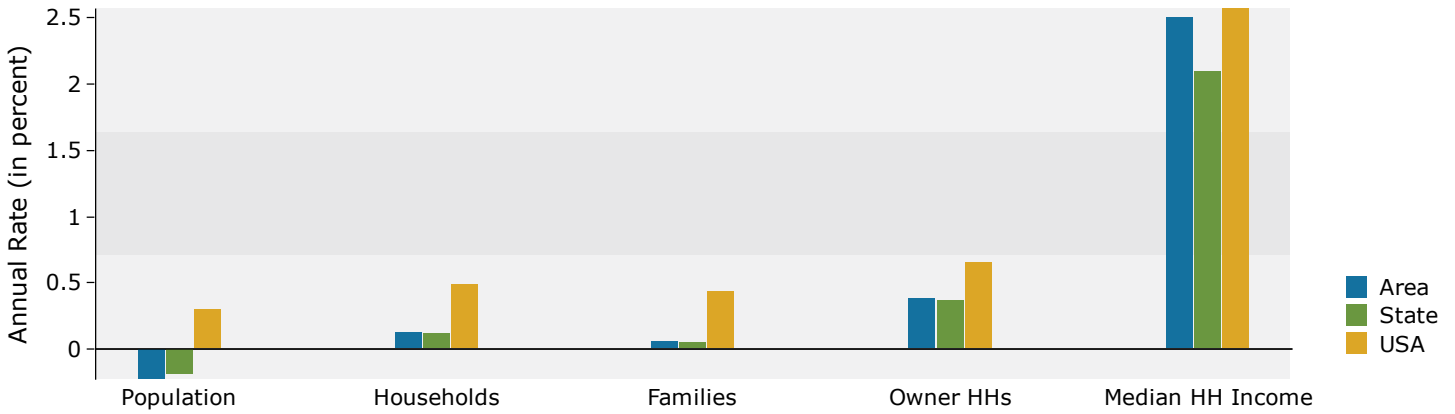
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,295	7.9%	6,319	6.7%	6,361	6.8%
5 - 9	6,952	7.6%	6,898	7.3%	6,535	7.0%
10 - 14	6,721	7.3%	7,077	7.5%	6,864	7.3%
15 - 19	6,172	6.7%	5,783	6.1%	5,982	6.4%
20 - 24	4,906	5.3%	4,957	5.2%	4,701	5.0%
25 - 34	13,985	15.2%	12,696	13.4%	12,230	13.1%
35 - 44	14,518	15.8%	14,777	15.6%	14,405	15.4%
45 - 54	14,127	15.4%	12,244	12.9%	12,102	12.9%
55 - 64	9,218	10.0%	11,720	12.4%	10,460	11.2%
65 - 74	4,937	5.4%	7,965	8.4%	8,673	9.3%
75 - 84	2,344	2.5%	3,430	3.6%	4,266	4.6%
85+	766	0.8%	892	0.9%	1,109	1.2%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	75,209	81.8%	64,366	67.6%	62,641	66.1%	59,243	63.2%
Black Alone	2,077	2.3%	2,727	2.9%	2,779	2.9%	2,837	3.0%
American Indian Alone	489	0.5%	992	1.0%	1,038	1.1%	1,094	1.2%
Asian Alone	4,107	4.5%	3,912	4.1%	4,024	4.2%	4,262	4.5%
Pacific Islander Alone	39	0.0%	33	0.0%	36	0.0%	42	0.0%
Some Other Race Alone	7,915	8.6%	11,039	11.6%	11,628	12.3%	12,711	13.6%
Two or More Races	2,102	2.3%	12,086	12.7%	12,612	13.3%	13,497	14.4%
Hispanic Origin (Any Race)	19,827	21.6%	24,700	26.0%	25,943	27.4%	27,396	29.2%

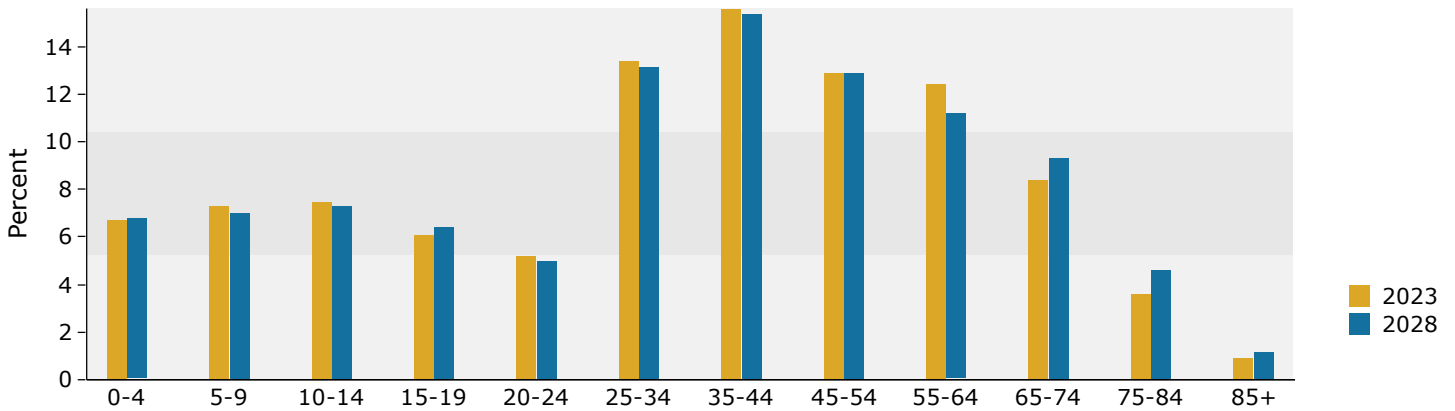
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

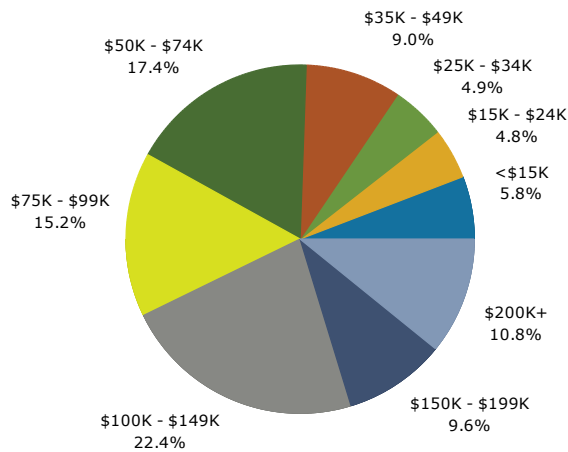
## Trends 2023-2028



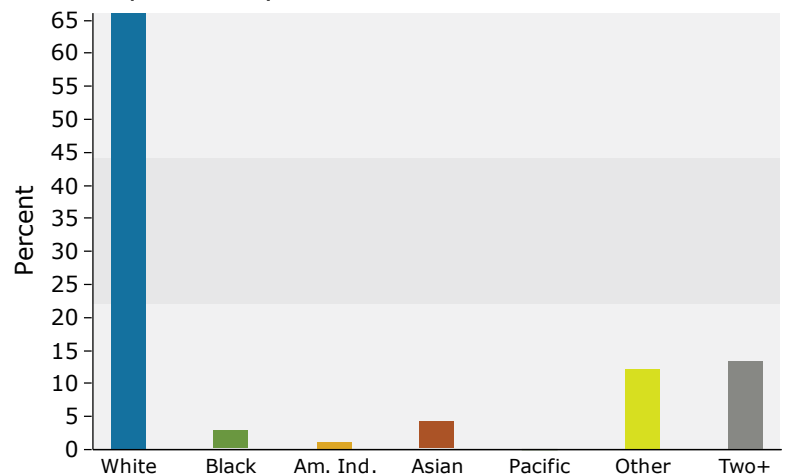
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 27.4%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.





# Demographic and Income Profile

N Gilmer Rd & N US Highway 12, Round Lake, Illinois, 60073  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 42.32256  
 Longitude: -88.16437

Summary	Census 2010	Census 2020	2023	2028
Population	368,815	371,807	372,450	372,346
Households	129,846	136,475	138,229	140,731
Families	97,098	-	100,273	101,828
Average Household Size	2.83	2.71	2.68	2.63
Owner Occupied Housing Units	108,244	-	113,589	116,875
Renter Occupied Housing Units	21,602	-	24,640	23,856
Median Age	37.5	-	39.8	40.5

Trends: 2023-2028 Annual Rate	Area	State	National
Population	-0.01%	-0.19%	0.30%
Households	0.36%	0.12%	0.49%
Families	0.31%	0.05%	0.44%
Owner HHs	0.57%	0.37%	0.66%
Median Household Income	1.70%	2.10%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	6,483	4.7%	5,639	4.0%
\$15,000 - \$24,999	6,640	4.8%	5,132	3.6%
\$25,000 - \$34,999	6,490	4.7%	5,411	3.8%
\$35,000 - \$49,999	11,187	8.1%	9,681	6.9%
\$50,000 - \$74,999	20,571	14.9%	19,424	13.8%
\$75,000 - \$99,999	18,446	13.3%	17,834	12.7%
\$100,000 - \$149,999	30,766	22.3%	32,894	23.4%
\$150,000 - \$199,999	15,925	11.5%	18,965	13.5%
\$200,000+	21,721	15.7%	25,751	18.3%
Median Household Income	\$98,776		\$107,472	
Average Household Income	\$132,227		\$149,229	
Per Capita Income	\$49,109		\$56,449	

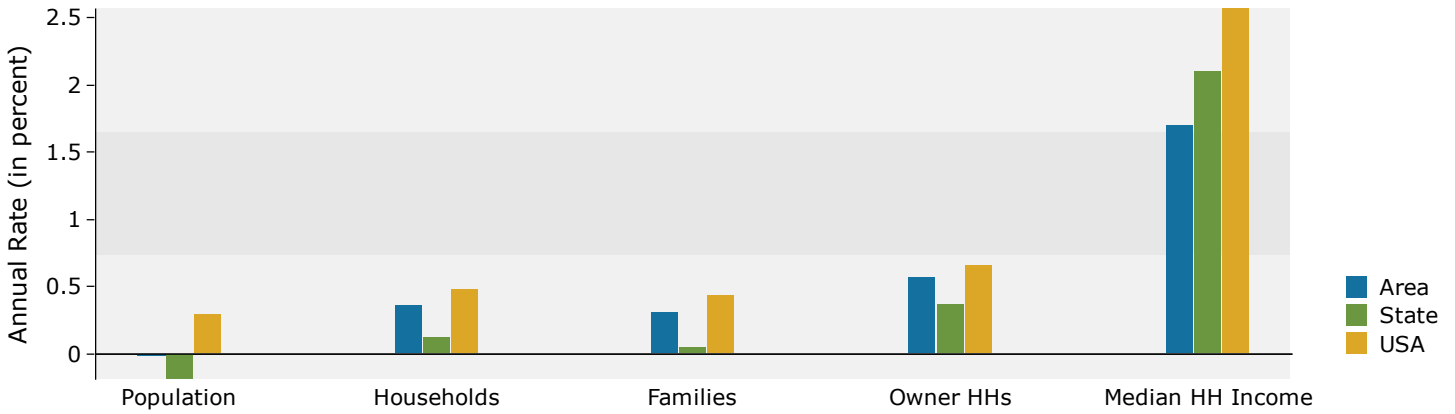
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	24,356	6.6%	21,029	5.6%	21,327	5.7%
5 - 9	27,567	7.5%	23,945	6.4%	22,995	6.2%
10 - 14	29,903	8.1%	26,452	7.1%	25,210	6.8%
15 - 19	27,883	7.6%	24,400	6.6%	23,033	6.2%
20 - 24	18,309	5.0%	19,450	5.2%	17,383	4.7%
25 - 34	43,328	11.7%	47,046	12.6%	46,372	12.5%
35 - 44	55,649	15.1%	50,173	13.5%	53,036	14.2%
45 - 54	63,888	17.3%	50,566	13.6%	47,596	12.8%
55 - 64	41,950	11.4%	52,859	14.2%	48,161	12.9%
65 - 74	21,143	5.7%	35,904	9.6%	40,589	10.9%
75 - 84	10,599	2.9%	15,707	4.2%	20,641	5.5%
85+	4,238	1.1%	4,918	1.3%	6,002	1.6%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	314,060	85.2%	272,632	73.3%	268,406	72.1%	259,505	69.7%
Black Alone	7,031	1.9%	8,796	2.4%	9,008	2.4%	9,304	2.5%
American Indian Alone	1,490	0.4%	2,606	0.7%	2,723	0.7%	2,890	0.8%
Asian Alone	15,341	4.2%	16,965	4.6%	17,603	4.7%	18,899	5.1%
Pacific Islander Alone	98	0.0%	144	0.0%	157	0.0%	176	0.0%
Some Other Race Alone	23,223	6.3%	31,927	8.6%	33,809	9.1%	37,269	10.0%
Two or More Races	7,572	2.1%	38,737	10.4%	40,745	10.9%	44,303	11.9%
Hispanic Origin (Any Race)	57,353	15.6%	72,132	19.4%	76,244	20.5%	81,416	21.9%

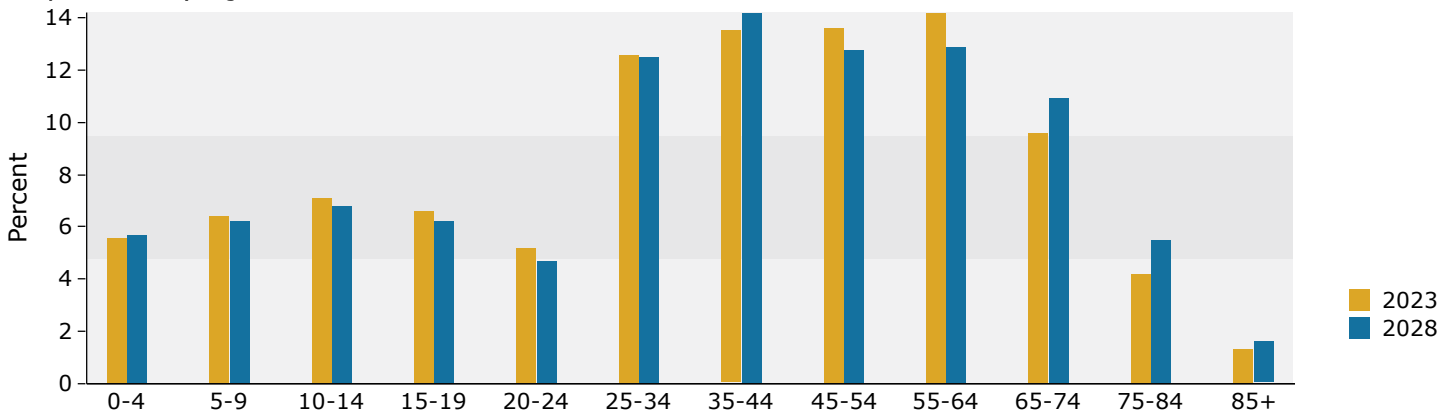
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

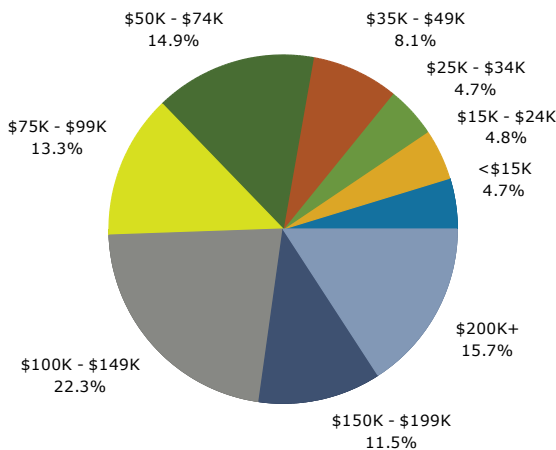
## Trends 2023-2028



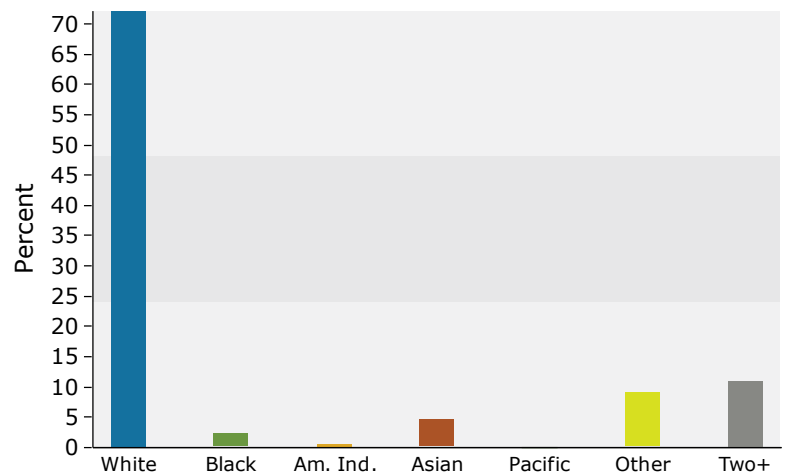
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 20.5%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

N Gilmer Rd & N US Highway 12, Round Lake, Illinois, 60073  
Rings: 1, 5, 10 mile radii

Prepared by Esri  
Latitude: 42.32256  
Longitude: -88.16437

	1 mile	5 miles	10 miles
<b>Population Summary</b>			
2010 Total Population	1,532	91,938	368,815
2020 Total Population	2,456	95,155	371,807
2020 Group Quarters	0	98	2,315
2023 Total Population	2,410	94,759	372,450
2023 Group Quarters	0	97	2,318
2028 Total Population	2,375	93,687	372,346
2023-2028 Annual Rate	-0.29%	-0.23%	-0.01%
2023 Total Daytime Population	2,172	68,379	319,565
Workers	1,035	22,806	142,912
Residents	1,137	45,573	176,653
<b>Household Summary</b>			
2010 Households	541	32,496	129,846
2010 Average Household Size	2.83	2.82	2.83
2020 Total Households	812	34,644	136,475
2020 Average Household Size	3.02	2.74	2.71
2023 Total Households	809	34,903	138,229
2023 Average Household Size	2.98	2.71	2.68
2028 Total Households	806	35,123	140,731
2028 Average Household Size	2.95	2.66	2.63
2023-2028 Annual Rate	-0.07%	0.13%	0.36%
2010 Families	429	23,422	97,098
2010 Average Family Size	3.19	3.32	3.28
2023 Families	623	24,385	100,273
2023 Average Family Size	3.41	3.26	3.17
2028 Families	619	24,458	101,828
2028 Average Family Size	3.38	3.20	3.12
2023-2028 Annual Rate	-0.13%	0.06%	0.31%
<b>Housing Unit Summary</b>			
2000 Housing Units	87	23,940	112,092
Owner Occupied Housing Units	83.9%	78.5%	81.5%
Renter Occupied Housing Units	12.6%	15.5%	14.2%
Vacant Housing Units	3.4%	6.0%	4.3%
2010 Housing Units	577	35,212	139,322
Owner Occupied Housing Units	84.9%	75.3%	77.7%
Renter Occupied Housing Units	8.8%	17.0%	15.5%
Vacant Housing Units	6.2%	7.7%	6.8%
2020 Housing Units	830	36,705	144,027
Vacant Housing Units	2.2%	5.6%	5.2%
2023 Housing Units	829	37,000	146,064
Owner Occupied Housing Units	90.7%	75.5%	77.8%
Renter Occupied Housing Units	6.9%	18.9%	16.9%
Vacant Housing Units	2.4%	5.7%	5.4%
2028 Housing Units	830	37,148	148,662
Owner Occupied Housing Units	90.6%	76.7%	78.6%
Renter Occupied Housing Units	6.5%	17.9%	16.0%
Vacant Housing Units	2.9%	5.5%	5.3%
<b>Median Household Income</b>			
2023	\$117,879	\$86,362	\$98,776
2028	\$130,305	\$97,713	\$107,472
<b>Median Home Value</b>			
2023	\$271,171	\$235,301	\$270,553
2028	\$294,082	\$286,165	\$312,876
<b>Per Capita Income</b>			
2023	\$50,883	\$41,869	\$49,109
2028	\$58,112	\$48,682	\$56,449
<b>Median Age</b>			
2010	31.7	35.0	37.5
2023	36.4	37.5	39.8
2028	37.7	37.9	40.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

N Gilmer Rd & N US Highway 12, Round Lake, Illinois, 60073  
 Rings: 1, 5, 10 mile radii

Prepared by Esri  
 Latitude: 42.32256  
 Longitude: -88.16437

	1 mile	5 miles	10 miles
<b>2023 Households by Income</b>			
Household Income Base	809	34,903	138,229
<\$15,000	1.7%	5.8%	4.7%
\$15,000 - \$24,999	2.6%	4.8%	4.8%
\$25,000 - \$34,999	0.2%	4.9%	4.7%
\$35,000 - \$49,999	2.1%	9.0%	8.1%
\$50,000 - \$74,999	14.0%	17.4%	14.9%
\$75,000 - \$99,999	16.3%	15.2%	13.3%
\$100,000 - \$149,999	27.3%	22.4%	22.3%
\$150,000 - \$199,999	13.0%	9.6%	11.5%
\$200,000+	22.6%	10.8%	15.7%
Average Household Income	\$158,246	\$113,627	\$132,227
<b>2028 Households by Income</b>			
Household Income Base	806	35,123	140,731
<\$15,000	1.5%	5.0%	4.0%
\$15,000 - \$24,999	1.9%	3.7%	3.6%
\$25,000 - \$34,999	0.2%	4.0%	3.8%
\$35,000 - \$49,999	1.6%	7.5%	6.9%
\$50,000 - \$74,999	11.4%	16.1%	13.8%
\$75,000 - \$99,999	13.9%	14.7%	12.7%
\$100,000 - \$149,999	27.4%	24.1%	23.4%
\$150,000 - \$199,999	15.0%	11.7%	13.5%
\$200,000+	26.9%	13.2%	18.3%
Average Household Income	\$178,818	\$129,835	\$149,229
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	752	27,924	113,589
<\$50,000	0.4%	4.2%	2.6%
\$50,000 - \$99,999	0.3%	1.5%	1.0%
\$100,000 - \$149,999	1.3%	8.4%	5.9%
\$150,000 - \$199,999	13.4%	22.4%	17.6%
\$200,000 - \$249,999	22.1%	19.1%	17.4%
\$250,000 - \$299,999	29.5%	14.5%	13.6%
\$300,000 - \$399,999	25.9%	18.2%	22.3%
\$400,000 - \$499,999	5.6%	7.1%	9.6%
\$500,000 - \$749,999	1.1%	3.3%	7.5%
\$750,000 - \$999,999	0.4%	0.7%	1.6%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$282,347	\$265,349	\$313,248
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	752	28,477	116,875
<\$50,000	0.1%	1.6%	0.9%
\$50,000 - \$99,999	0.0%	0.5%	0.3%
\$100,000 - \$149,999	0.3%	3.4%	2.2%
\$150,000 - \$199,999	4.9%	12.9%	10.3%
\$200,000 - \$249,999	16.0%	18.0%	16.1%
\$250,000 - \$299,999	32.6%	18.8%	16.4%
\$300,000 - \$399,999	36.6%	27.8%	29.8%
\$400,000 - \$499,999	7.8%	10.4%	12.0%
\$500,000 - \$749,999	1.3%	5.0%	9.0%
\$750,000 - \$999,999	0.4%	0.9%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.2%
\$2,000,000 +	0.0%	0.1%	0.5%
Average Home Value	\$309,574	\$314,506	\$353,439

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

N Gilmer Rd & N US Highway 12, Round Lake, Illinois, 60073  
 Rings: 1, 5, 10 mile radii

Prepared by Esri  
 Latitude: 42.32256  
 Longitude: -88.16437

	1 mile	5 miles	10 miles
<b>2010 Population by Age</b>			
Total	1,535	91,935	368,816
0 - 4	12.6%	7.9%	6.6%
5 - 9	8.6%	7.6%	7.5%
10 - 14	6.4%	7.3%	8.1%
15 - 24	7.4%	12.0%	12.5%
25 - 34	23.0%	15.2%	11.7%
35 - 44	19.0%	15.8%	15.1%
45 - 54	11.9%	15.4%	17.3%
55 - 64	6.9%	10.0%	11.4%
65 - 74	2.6%	5.4%	5.7%
75 - 84	1.0%	2.5%	2.9%
85 +	0.3%	0.8%	1.1%
18 +	69.3%	72.8%	72.7%
<b>2023 Population by Age</b>			
Total	2,410	94,758	372,449
0 - 4	7.8%	6.7%	5.6%
5 - 9	9.0%	7.3%	6.4%
10 - 14	9.5%	7.5%	7.1%
15 - 24	10.3%	11.3%	11.8%
25 - 34	10.8%	13.4%	12.6%
35 - 44	19.1%	15.6%	13.5%
45 - 54	13.5%	12.9%	13.6%
55 - 64	10.9%	12.4%	14.2%
65 - 74	6.4%	8.4%	9.6%
75 - 84	2.2%	3.6%	4.2%
85 +	0.5%	0.9%	1.3%
18 +	69.8%	74.8%	76.7%
<b>2028 Population by Age</b>			
Total	2,376	93,688	372,345
0 - 4	7.4%	6.8%	5.7%
5 - 9	8.0%	7.0%	6.2%
10 - 14	9.0%	7.3%	6.8%
15 - 24	11.8%	11.4%	10.9%
25 - 34	10.3%	13.1%	12.5%
35 - 44	15.7%	15.4%	14.2%
45 - 54	15.7%	12.9%	12.8%
55 - 64	10.5%	11.2%	12.9%
65 - 74	7.8%	9.3%	10.9%
75 - 84	3.2%	4.6%	5.5%
85 +	0.7%	1.2%	1.6%
18 +	70.6%	74.9%	77.4%
<b>2010 Population by Sex</b>			
Males	770	46,255	184,037
Females	762	45,683	184,778
<b>2023 Population by Sex</b>			
Males	1,218	47,656	186,104
Females	1,192	47,103	186,346
<b>2028 Population by Sex</b>			
Males	1,199	46,917	185,550
Females	1,176	46,770	186,796

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

N Gilmer Rd & N US Highway 12, Round Lake, Illinois, 60073  
 Rings: 1, 5, 10 mile radii

Prepared by Esri  
 Latitude: 42.32256  
 Longitude: -88.16437

	1 mile	5 miles	10 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	1,532	91,938	368,815
White Alone	82.3%	81.8%	85.2%
Black Alone	1.6%	2.3%	1.9%
American Indian Alone	0.1%	0.5%	0.4%
Asian Alone	10.1%	4.5%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.1%	8.6%	6.3%
Two or More Races	2.7%	2.3%	2.1%
Hispanic Origin	8.8%	21.6%	15.6%
Diversity Index	42.1	55.0	46.1
<b>2020 Population by Race/Ethnicity</b>			
Total	2,456	95,155	371,807
White Alone	75.8%	67.6%	73.3%
Black Alone	2.4%	2.9%	2.4%
American Indian Alone	0.4%	1.0%	0.7%
Asian Alone	7.8%	4.1%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.7%	11.6%	8.6%
Two or More Races	9.9%	12.7%	10.4%
Hispanic Origin	12.3%	26.0%	19.4%
Diversity Index	53.5	69.8	61.6
<b>2023 Population by Race/Ethnicity</b>			
Total	2,409	94,758	372,451
White Alone	74.3%	66.1%	72.1%
Black Alone	2.5%	2.9%	2.4%
American Indian Alone	0.4%	1.1%	0.7%
Asian Alone	8.1%	4.2%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.0%	12.3%	9.1%
Two or More Races	10.5%	13.3%	10.9%
Hispanic Origin	13.3%	27.4%	20.5%
Diversity Index	56.0	71.5	63.4
<b>2028 Population by Race/Ethnicity</b>			
Total	2,373	93,686	372,346
White Alone	71.4%	63.2%	69.7%
Black Alone	2.7%	3.0%	2.5%
American Indian Alone	0.5%	1.2%	0.8%
Asian Alone	8.8%	4.5%	5.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.7%	13.6%	10.0%
Two or More Races	11.8%	14.4%	11.9%
Hispanic Origin	14.7%	29.2%	21.9%
Diversity Index	59.9	74.1	66.2
<b>2010 Population by Relationship and Household Type</b>			
Total	1,532	91,938	368,815
In Households	100.0%	99.8%	99.5%
In Family Households	90.6%	87.2%	88.5%
Householder	27.2%	25.5%	26.3%
Spouse	24.1%	20.3%	21.7%
Child	34.9%	34.1%	34.7%
Other relative	3.3%	4.7%	3.7%
Nonrelative	1.2%	2.5%	2.1%
In Nonfamily Households	9.5%	12.6%	11.0%
In Group Quarters	0.0%	0.2%	0.5%
Institutionalized Population	0.0%	0.2%	0.4%
Noninstitutionalized Population	0.0%	0.0%	0.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

N Gilmer Rd & N US Highway 12, Round Lake, Illinois, 60073  
Rings: 1, 5, 10 mile radii

Prepared by Esri  
Latitude: 42.32256  
Longitude: -88.16437

	1 mile	5 miles	10 miles
<b>2023 Population 25+ by Educational Attainment</b>			
Total	1,529	63,725	257,174
Less than 9th Grade	2.4%	4.6%	3.3%
9th - 12th Grade, No Diploma	0.9%	5.0%	3.6%
High School Graduate	10.0%	23.0%	21.0%
GED/Alternative Credential	0.7%	3.9%	3.0%
Some College, No Degree	15.4%	19.6%	18.4%
Associate Degree	10.1%	9.6%	8.9%
Bachelor's Degree	44.7%	24.7%	27.0%
Graduate/Professional Degree	16.0%	9.5%	14.7%
<b>2023 Population 15+ by Marital Status</b>			
Total	1,777	74,465	301,023
Never Married	21.6%	29.7%	29.0%
Married	65.6%	54.6%	57.0%
Widowed	3.1%	4.3%	4.4%
Divorced	9.8%	11.5%	9.5%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,333	52,405	208,276
Population 16+ Employed	97.2%	95.0%	95.2%
Population 16+ Unemployment rate	2.8%	5.0%	4.8%
Population 16-24 Employed	9.0%	12.6%	12.0%
Population 16-24 Unemployment rate	6.4%	10.3%	10.8%
Population 25-54 Employed	70.9%	66.3%	62.8%
Population 25-54 Unemployment rate	1.9%	3.8%	3.6%
Population 55-64 Employed	16.3%	15.9%	18.9%
Population 55-64 Unemployment rate	2.8%	4.4%	4.3%
Population 65+ Employed	3.8%	5.3%	6.3%
Population 65+ Unemployment rate	9.3%	7.5%	6.5%
<b>2023 Employed Population 16+ by Industry</b>			
Total	1,296	49,800	198,210
Agriculture/Mining	0.2%	0.6%	0.4%
Construction	9.1%	8.2%	7.1%
Manufacturing	17.8%	17.2%	16.3%
Wholesale Trade	3.2%	2.7%	3.1%
Retail Trade	10.6%	12.2%	11.8%
Transportation/Utilities	5.2%	5.5%	4.8%
Information	0.6%	1.3%	1.6%
Finance/Insurance/Real Estate	13.7%	7.4%	7.7%
Services	32.9%	42.6%	44.5%
Public Administration	6.7%	2.4%	2.7%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	1,298	49,801	198,210
White Collar	78.4%	62.9%	67.0%
Management/Business/Financial	33.6%	20.9%	21.9%
Professional	24.4%	21.4%	24.7%
Sales	12.7%	9.9%	10.0%
Administrative Support	7.7%	10.7%	10.3%
Services	7.9%	14.0%	13.3%
Blue Collar	13.8%	23.1%	19.7%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.2%	5.4%	4.3%
Installation/Maintenance/Repair	2.8%	4.0%	3.1%
Production	3.4%	6.6%	5.7%
Transportation/Material Moving	4.3%	7.0%	6.5%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 04, 2023



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	1 mile	5 miles	10 miles
<b>2010 Households by Type</b>			
Total	540	32,495	129,847
Households with 1 Person	14.6%	21.8%	20.3%
Households with 2+ People	85.4%	78.2%	79.7%
Family Households	79.4%	72.1%	74.8%
Husband-wife Families	70.4%	57.5%	61.5%
With Related Children	41.7%	30.3%	31.6%
Other Family (No Spouse Present)	9.1%	14.6%	13.2%
Other Family with Male Householder	3.9%	4.9%	4.2%
With Related Children	2.6%	2.8%	2.4%
Other Family with Female Householder	5.2%	9.7%	9.0%
With Related Children	3.5%	6.0%	5.6%
Nonfamily Households	5.9%	6.1%	4.9%
All Households with Children	47.9%	39.6%	40.1%
Multigenerational Households	3.3%	4.6%	3.9%
Unmarried Partner Households	5.7%	7.1%	5.7%
Male-female	5.2%	6.5%	5.2%
Same-sex	0.6%	0.6%	0.5%
<b>2010 Households by Size</b>			
Total	540	32,494	129,845
1 Person Household	14.6%	21.8%	20.3%
2 Person Household	31.9%	30.9%	31.0%
3 Person Household	19.3%	17.1%	17.4%
4 Person Household	21.5%	15.9%	17.6%
5 Person Household	9.1%	8.1%	8.3%
6 Person Household	2.4%	3.4%	3.2%
7 + Person Household	1.3%	2.8%	2.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	541	32,496	129,846
Owner Occupied	90.6%	81.6%	83.4%
Owned with a Mortgage/Loan	84.1%	67.6%	68.2%
Owned Free and Clear	6.5%	14.0%	15.1%
Renter Occupied	9.4%	18.4%	16.6%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	129	113	114
Percent of Income for Mortgage	13.8%	16.4%	16.5%
Wealth Index	196	108	147
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	577	35,212	139,322
Housing Units Inside Urbanized Area	91.3%	96.0%	96.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	8.7%	4.0%	3.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,532	91,938	368,815
Population Inside Urbanized Area	91.3%	96.2%	97.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	8.7%	3.8%	3.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.





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<b>Top 3 Tapestry Segments</b>			
1.	Workday Drive (4A)	Up and Coming Families (7A)	Workday Drive (4A)
2.	Bright Young Professionals (8C)	Home Improvement (4B)	Professional Pride (1B)
3.		Workday Drive (4A)	Parks and Rec (5C)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,564,893	\$80,935,465	\$366,803,290
Average Spent	\$3,170.45	\$2,318.87	\$2,653.59
Spending Potential Index	144	105	121
Education: Total \$	\$2,114,507	\$63,407,701	\$314,553,178
Average Spent	\$2,613.73	\$1,816.68	\$2,275.59
Spending Potential Index	146	101	127
Entertainment/Recreation: Total \$	\$4,507,242	\$139,539,564	\$638,951,248
Average Spent	\$5,571.37	\$3,997.92	\$4,622.41
Spending Potential Index	147	106	122
Food at Home: Total \$	\$7,669,638	\$244,053,869	\$1,113,049,967
Average Spent	\$9,480.39	\$6,992.35	\$8,052.22
Spending Potential Index	139	103	118
Food Away from Home: Total \$	\$4,388,032	\$140,192,416	\$625,835,728
Average Spent	\$5,424.02	\$4,016.63	\$4,527.53
Spending Potential Index	146	108	122
Health Care: Total \$	\$8,565,364	\$268,337,309	\$1,225,404,704
Average Spent	\$10,587.59	\$7,688.09	\$8,865.03
Spending Potential Index	144	104	120
HH Furnishings & Equipment: Total \$	\$3,564,667	\$110,260,331	\$503,568,583
Average Spent	\$4,406.26	\$3,159.05	\$3,643.00
Spending Potential Index	149	107	123
Personal Care Products & Services: Total \$	\$1,134,713	\$35,742,310	\$162,225,794
Average Spent	\$1,402.61	\$1,024.05	\$1,173.60
Spending Potential Index	147	107	123
Shelter: Total \$	\$28,778,058	\$912,923,515	\$4,171,933,361
Average Spent	\$35,572.38	\$26,156.02	\$30,181.32
Spending Potential Index	144	106	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,881,942	\$118,853,497	\$548,916,018
Average Spent	\$4,798.44	\$3,405.25	\$3,971.06
Spending Potential Index	153	109	127
Travel: Total \$	\$2,813,836	\$85,265,539	\$393,522,653
Average Spent	\$3,478.17	\$2,442.93	\$2,846.89
Spending Potential Index	155	109	127
Vehicle Maintenance & Repairs: Total \$	\$1,528,035	\$48,968,729	\$217,469,143
Average Spent	\$1,888.79	\$1,402.99	\$1,573.25
Spending Potential Index	144	107	120

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.