



Market Profile

Bureau County, IL (17011)
 Geography: County

Bureau County...

Population Summary	
2000 Total Population	35,503
2010 Total Population	34,978
2018 Total Population	34,496
2018 Group Quarters	456
2023 Total Population	33,831
2018-2023 Annual Rate	-0.39%
2018 Total Daytime Population	31,121
Workers	14,041
Residents	17,080
Household Summary	
2000 Households	14,182
2000 Average Household Size	2.47
2010 Households	14,262
2010 Average Household Size	2.42
2018 Households	14,116
2018 Average Household Size	2.41
2023 Households	13,861
2023 Average Household Size	2.41
2018-2023 Annual Rate	-0.36%
2010 Families	9,605
2010 Average Family Size	2.94
2018 Families	9,372
2018 Average Family Size	2.96
2023 Families	9,148
2023 Average Family Size	2.97
2018-2023 Annual Rate	-0.48%
Housing Unit Summary	
2000 Housing Units	15,331
Owner Occupied Housing Units	70.3%
Renter Occupied Housing Units	22.2%
Vacant Housing Units	7.5%
2010 Housing Units	15,720
Owner Occupied Housing Units	69.0%
Renter Occupied Housing Units	21.7%
Vacant Housing Units	9.3%
2018 Housing Units	15,720
Owner Occupied Housing Units	68.8%
Renter Occupied Housing Units	21.0%
Vacant Housing Units	10.2%
2023 Housing Units	15,763
Owner Occupied Housing Units	68.2%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	12.1%
Median Household Income	
2018	\$52,065
2023	\$61,033
Median Home Value	
2018	\$117,652
2023	\$133,275
Per Capita Income	
2018	\$27,999
2023	\$33,004
Median Age	
2010	42.4
2018	43.9
2023	44.8

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income

Household Income Base	14,116
<\$15,000	10.4%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	4.0%
\$200,000+	2.8%
Average Household Income	\$68,082

2023 Households by Income

Household Income Base	13,861
<\$15,000	8.5%
\$15,000 - \$24,999	8.9%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	5.9%
\$200,000+	3.5%
Average Household Income	\$80,207

2018 Owner Occupied Housing Units by Value

Total	10,810
<\$50,000	10.5%
\$50,000 - \$99,999	30.1%
\$100,000 - \$149,999	26.4%
\$150,000 - \$199,999	15.2%
\$200,000 - \$249,999	6.5%
\$250,000 - \$299,999	4.4%
\$300,000 - \$399,999	3.4%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$148,328

2023 Owner Occupied Housing Units by Value

Total	10,758
<\$50,000	7.9%
\$50,000 - \$99,999	26.2%
\$100,000 - \$149,999	24.0%
\$150,000 - \$199,999	16.9%
\$200,000 - \$249,999	6.8%
\$250,000 - \$299,999	5.5%
\$300,000 - \$399,999	5.9%
\$400,000 - \$499,999	1.7%
\$500,000 - \$749,999	4.1%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$178,174

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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	Bureau County...
2010 Population by Age	
Total	34,978
0 - 4	5.8%
5 - 9	6.7%
10 - 14	6.5%
15 - 24	11.3%
25 - 34	10.8%
35 - 44	12.1%
45 - 54	15.0%
55 - 64	13.6%
65 - 74	9.0%
75 - 84	6.1%
85 +	3.1%
18 +	76.7%
2018 Population by Age	
Total	34,496
0 - 4	5.5%
5 - 9	5.8%
10 - 14	6.1%
15 - 24	10.8%
25 - 34	11.5%
35 - 44	11.5%
45 - 54	13.0%
55 - 64	14.8%
65 - 74	11.6%
75 - 84	6.1%
85 +	3.2%
18 +	79.0%
2023 Population by Age	
Total	33,831
0 - 4	5.4%
5 - 9	5.8%
10 - 14	6.2%
15 - 24	10.2%
25 - 34	10.8%
35 - 44	11.9%
45 - 54	12.0%
55 - 64	14.1%
65 - 74	13.2%
75 - 84	7.3%
85 +	3.2%
18 +	79.0%
2010 Population by Sex	
Males	17,119
Females	17,859
2018 Population by Sex	
Males	16,965
Females	17,531
2023 Population by Sex	
Males	16,733
Females	17,098

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

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Bureau County...

2010 Population by Race/Ethnicity

Total	34,978
White Alone	94.2%
Black Alone	0.6%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.0%
Two or More Races	1.3%
Hispanic Origin	7.7%
Diversity Index	23.9

2018 Population by Race/Ethnicity

Total	34,496
White Alone	92.5%
Black Alone	0.8%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.8%
Two or More Races	1.7%
Hispanic Origin	9.6%
Diversity Index	29.3

2023 Population by Race/Ethnicity

Total	33,831
White Alone	90.8%
Black Alone	1.0%
American Indian Alone	0.4%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.6%
Two or More Races	2.1%
Hispanic Origin	11.2%
Diversity Index	33.9

2010 Population by Relationship and Household Type

Total	34,978
In Households	98.7%
In Family Households	82.9%
Householder	27.5%
Spouse	21.9%
Child	29.6%
Other relative	1.9%
Nonrelative	2.2%
In Nonfamily Households	15.8%
In Group Quarters	1.3%
Institutionalized Population	1.1%
Noninstitutionalized Population	0.2%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

January 17, 2019



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2018 Population 25+ by Educational Attainment

Total	24,755
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	6.4%
High School Graduate	33.4%
GED/Alternative Credential	4.6%
Some College, No Degree	23.3%
Associate Degree	10.0%
Bachelor's Degree	13.1%
Graduate/Professional Degree	6.9%

2018 Population 15+ by Marital Status

Total	28,476
Never Married	24.8%
Married	56.2%
Widowed	7.2%
Divorced	11.7%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	96.7%
Civilian Unemployed (Unemployment Rate)	3.3%

2018 Employed Population 16+ by Industry

Total	17,485
Agriculture/Mining	7.0%
Construction	7.0%
Manufacturing	14.7%
Wholesale Trade	3.6%
Retail Trade	14.5%
Transportation/Utilities	7.0%
Information	0.8%
Finance/Insurance/Real Estate	4.3%
Services	38.0%
Public Administration	3.2%

2018 Employed Population 16+ by Occupation

Total	17,485
White Collar	49.3%
Management/Business/Financial	11.5%
Professional	14.5%
Sales	9.0%
Administrative Support	14.3%
Services	18.8%
Blue Collar	32.0%
Farming/Forestry/Fishing	2.8%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	3.9%
Production	8.6%
Transportation/Material Moving	11.5%

2010 Population By Urban/ Rural Status

Total Population	34,978
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	42.6%
Rural Population	57.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	14,262
Households with 1 Person	28.0%
Households with 2+ People	72.0%
Family Households	67.3%
Husband-wife Families	53.6%
With Related Children	20.1%
Other Family (No Spouse Present)	13.7%
Other Family with Male Householder	4.6%
With Related Children	2.9%
Other Family with Female Householder	9.2%
With Related Children	6.2%
Nonfamily Households	4.7%
All Households with Children	29.8%
Multigenerational Households	2.3%
Unmarried Partner Households	6.3%
Male-female	5.9%
Same-sex	0.4%
2010 Households by Size	
Total	14,262
1 Person Household	28.0%
2 Person Household	37.0%
3 Person Household	14.2%
4 Person Household	11.8%
5 Person Household	5.7%
6 Person Household	2.2%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	14,262
Owner Occupied	76.0%
Owned with a Mortgage/Loan	45.9%
Owned Free and Clear	30.1%
Renter Occupied	24.0%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	15,720
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	44.0%
Rural Housing Units	56.0%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. Heartland Communities
3. Prairie Living (6D)

2018 Consumer Spending

Apparel & Services: Total \$	\$24,120,376
Average Spent	\$1,708.73
Spending Potential Index	79
Education: Total \$	\$14,705,006
Average Spent	\$1,041.73
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$39,483,575
Average Spent	\$2,797.08
Spending Potential Index	87
Food at Home: Total \$	\$62,046,526
Average Spent	\$4,395.48
Spending Potential Index	88
Food Away from Home: Total \$	\$39,798,761
Average Spent	\$2,819.41
Spending Potential Index	80
Health Care: Total \$	\$75,108,103
Average Spent	\$5,320.78
Spending Potential Index	93
HH Furnishings & Equipment: Total \$	\$24,465,933
Average Spent	\$1,733.21
Spending Potential Index	83
Personal Care Products & Services: Total \$	\$9,342,278
Average Spent	\$661.82
Spending Potential Index	80
Shelter: Total \$	\$180,277,651
Average Spent	\$12,771.16
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$28,927,075
Average Spent	\$2,049.24
Spending Potential Index	82
Travel: Total \$	\$23,191,088
Average Spent	\$1,642.89
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total \$	\$13,103,444
Average Spent	\$928.27
Spending Potential Index	86

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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