

	LaSalle Count...
Population Summary	
2000 Total Population	111,533
2010 Total Population	113,924
2018 Total Population	112,097
2018 Group Quarters	3,553
2023 Total Population	109,787
2018-2023 Annual Rate	-0.42%
2018 Total Daytime Population	105,976
Workers	47,648
Residents	58,328
Household Summary	
2000 Households	43,432
2000 Average Household Size	2.49
2010 Households	45,347
2010 Average Household Size	2.45
2018 Households	44,633
2018 Average Household Size	2.43
2023 Households	43,790
2023 Average Household Size	2.43
2018-2023 Annual Rate	-0.38%
2010 Families	30,116
2010 Average Family Size	3.00
2018 Families	29,215
2018 Average Family Size	3.01
2023 Families	28,494
2023 Average Family Size	3.01
2018-2023 Annual Rate	-0.50%
Housing Unit Summary	
2000 Housing Units	46,456
Owner Occupied Housing Units	70.2%
Renter Occupied Housing Units	23.3%
Vacant Housing Units	6.5%
2010 Housing Units	49,978
Owner Occupied Housing Units	67.6%
Renter Occupied Housing Units	23.2%
Vacant Housing Units	9.3%
2018 Housing Units	49,978
Owner Occupied Housing Units	63.3%
Renter Occupied Housing Units	26.0%
Vacant Housing Units	10.7%
2023 Housing Units	50,374
Owner Occupied Housing Units	62.6%
Renter Occupied Housing Units	24.3%
Vacant Housing Units	13.1%
Median Household Income	
2018	\$55,284
2023	\$64,003
Median Home Value	
2018	\$145,168
2023	\$170,134
Per Capita Income	
2018	\$28,140
2023	\$32,693
Median Age	
2010	41.0
2018	42.2
2023	42.8

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.



Market Profile

LaSalle County, IL (17099)

Geography: County

	LaSalle Count...
2018 Households by Income	
Household Income Base	44,633
<\$15,000	10.8%
\$15,000 - \$24,999	9.9%
\$25,000 - \$34,999	10.2%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	14.5%
\$150,000 - \$199,999	4.7%
\$200,000+	2.5%
Average Household Income	\$69,835
2023 Households by Income	
Household Income Base	43,790
<\$15,000	9.1%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	20.1%
\$75,000 - \$99,999	14.9%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	6.5%
\$200,000+	3.1%
Average Household Income	\$81,110
2018 Owner Occupied Housing Units by Value	
Total	31,651
<\$50,000	6.2%
\$50,000 - \$99,999	24.6%
\$100,000 - \$149,999	21.2%
\$150,000 - \$199,999	18.1%
\$200,000 - \$249,999	10.5%
\$250,000 - \$299,999	8.3%
\$300,000 - \$399,999	5.7%
\$400,000 - \$499,999	2.1%
\$500,000 - \$749,999	2.2%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$178,918
2023 Owner Occupied Housing Units by Value	
Total	31,548
<\$50,000	4.3%
\$50,000 - \$99,999	20.2%
\$100,000 - \$149,999	18.2%
\$150,000 - \$199,999	18.0%
\$200,000 - \$249,999	11.4%
\$250,000 - \$299,999	10.4%
\$300,000 - \$399,999	6.9%
\$400,000 - \$499,999	4.3%
\$500,000 - \$749,999	5.3%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$212,516

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.



Market Profile

LaSalle County, IL (17099)
 Geography: County

	LaSalle Count...
2010 Population by Age	
Total	113,924
0 - 4	5.8%
5 - 9	6.4%
10 - 14	6.7%
15 - 24	12.3%
25 - 34	11.7%
35 - 44	12.2%
45 - 54	15.8%
55 - 64	12.7%
65 - 74	8.1%
75 - 84	5.6%
85 +	2.8%
18 +	77.0%
2018 Population by Age	
Total	112,097
0 - 4	5.4%
5 - 9	5.6%
10 - 14	5.9%
15 - 24	11.5%
25 - 34	13.0%
35 - 44	11.7%
45 - 54	13.0%
55 - 64	14.7%
65 - 74	10.5%
75 - 84	5.6%
85 +	3.1%
18 +	79.5%
2023 Population by Age	
Total	109,787
0 - 4	5.4%
5 - 9	5.6%
10 - 14	5.9%
15 - 24	10.8%
25 - 34	12.4%
35 - 44	12.6%
45 - 54	11.7%
55 - 64	13.9%
65 - 74	12.2%
75 - 84	6.6%
85 +	3.0%
18 +	79.6%
2010 Population by Sex	
Males	56,872
Females	57,052
2018 Population by Sex	
Males	56,393
Females	55,704
2023 Population by Sex	
Males	55,527
Females	54,260

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

LaSalle County, IL (17099)
Geography: County

	LaSalle Count...
2010 Population by Race/Ethnicity	
Total	113,924
White Alone	93.2%
Black Alone	1.9%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.5%
Two or More Races	1.4%
Hispanic Origin	8.0%
Diversity Index	25.9
2018 Population by Race/Ethnicity	
Total	112,097
White Alone	90.9%
Black Alone	3.0%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.1%
Two or More Races	1.8%
Hispanic Origin	10.1%
Diversity Index	32.3
2023 Population by Race/Ethnicity	
Total	109,787
White Alone	89.0%
Black Alone	3.8%
American Indian Alone	0.4%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.6%
Two or More Races	2.0%
Hispanic Origin	11.8%
Diversity Index	37.2
2010 Population by Relationship and Household Type	
Total	113,924
In Households	97.4%
In Family Households	81.6%
Householder	26.4%
Spouse	20.3%
Child	30.2%
Other relative	2.2%
Nonrelative	2.4%
In Nonfamily Households	15.8%
In Group Quarters	2.6%
Institutionalized Population	2.4%
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.



Market Profile

LaSalle County, IL (17099)

Geography: County

	LaSalle Count...
2018 Population 25+ by Educational Attainment	
Total	80,117
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	7.7%
High School Graduate	30.7%
GED/Alternative Credential	4.9%
Some College, No Degree	25.8%
Associate Degree	9.6%
Bachelor's Degree	12.0%
Graduate/Professional Degree	6.1%
2018 Population 15+ by Marital Status	
Total	93,026
Never Married	29.6%
Married	50.9%
Widowed	7.4%
Divorced	12.1%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	94.8%
Civilian Unemployed (Unemployment Rate)	5.2%
2018 Employed Population 16+ by Industry	
Total	53,017
Agriculture/Mining	3.6%
Construction	6.1%
Manufacturing	14.1%
Wholesale Trade	2.5%
Retail Trade	13.9%
Transportation/Utilities	7.4%
Information	0.9%
Finance/Insurance/Real Estate	4.4%
Services	43.5%
Public Administration	3.6%
2018 Employed Population 16+ by Occupation	
Total	53,017
White Collar	50.8%
Management/Business/Financial	10.4%
Professional	17.2%
Sales	9.7%
Administrative Support	13.5%
Services	19.8%
Blue Collar	29.5%
Farming/Forestry/Fishing	1.1%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	4.4%
Production	9.9%
Transportation/Material Moving	9.1%
2010 Population By Urban/ Rural Status	
Total Population	113,924
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	69.8%
Rural Population	30.2%

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



Market Profile

LaSalle County, IL (17099)

Geography: County

	LaSalle Count...
2010 Households by Type	
Total	45,347
Households with 1 Person	28.6%
Households with 2+ People	71.4%
Family Households	66.4%
Husband-wife Families	50.9%
With Related Children	19.9%
Other Family (No Spouse Present)	15.5%
Other Family with Male Householder	5.0%
With Related Children	3.1%
Other Family with Female Householder	10.5%
With Related Children	6.8%
Nonfamily Households	5.0%
All Households with Children	30.3%
Multigenerational Households	2.9%
Unmarried Partner Households	7.1%
Male-female	6.6%
Same-sex	0.5%
2010 Households by Size	
Total	45,347
1 Person Household	28.6%
2 Person Household	34.6%
3 Person Household	15.1%
4 Person Household	12.3%
5 Person Household	6.1%
6 Person Household	2.2%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	45,347
Owner Occupied	74.5%
Owned with a Mortgage/Loan	46.9%
Owned Free and Clear	27.6%
Renter Occupied	25.5%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	49,978
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	72.1%
Rural Housing Units	27.9%

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.



Market Profile

LaSalle County, IL (17099)

Geography: County

LaSalle Count...

Top 3 Tapestry Segments

1. Traditional Living (12B)
2. Heartland Communities
3. Salt of the Earth (6B)

2018 Consumer Spending

Apparel & Services: Total \$	\$79,067,449
Average Spent	\$1,771.50
Spending Potential Index	81
Education: Total \$	\$51,181,683
Average Spent	\$1,146.72
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$124,515,939
Average Spent	\$2,789.77
Spending Potential Index	87
Food at Home: Total \$	\$194,538,919
Average Spent	\$4,358.63
Spending Potential Index	87
Food Away from Home: Total \$	\$129,529,839
Average Spent	\$2,902.11
Spending Potential Index	83
Health Care: Total \$	\$232,646,310
Average Spent	\$5,212.43
Spending Potential Index	91
HH Furnishings & Equipment: Total \$	\$79,045,509
Average Spent	\$1,771.01
Spending Potential Index	85
Personal Care Products & Services: Total \$	\$30,553,563
Average Spent	\$684.55
Spending Potential Index	83
Shelter: Total \$	\$599,631,299
Average Spent	\$13,434.71
Spending Potential Index	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$92,744,525
Average Spent	\$2,077.94
Spending Potential Index	84
Travel: Total \$	\$76,977,045
Average Spent	\$1,724.67
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$41,541,053
Average Spent	\$930.73
Spending Potential Index	87

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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