



# Market Profile

Putnam County, IL (17155)

Geography: County

Putnam County...

Population Summary	
2000 Total Population	6,086
2010 Total Population	6,006
2018 Total Population	5,759
2018 Group Quarters	2
2023 Total Population	5,545
2018-2023 Annual Rate	-0.75%
2018 Total Daytime Population	4,918
Workers	2,093
Residents	2,825
Household Summary	
2000 Households	2,415
2000 Average Household Size	2.52
2010 Households	2,509
2010 Average Household Size	2.39
2018 Households	2,425
2018 Average Household Size	2.37
2023 Households	2,342
2023 Average Household Size	2.37
2018-2023 Annual Rate	-0.69%
2010 Families	1,734
2010 Average Family Size	2.85
2018 Families	1,654
2018 Average Family Size	2.86
2023 Families	1,588
2023 Average Family Size	2.86
2018-2023 Annual Rate	-0.81%
Housing Unit Summary	
2000 Housing Units	2,888
Owner Occupied Housing Units	69.1%
Renter Occupied Housing Units	14.5%
Vacant Housing Units	16.4%
2010 Housing Units	3,074
Owner Occupied Housing Units	67.7%
Renter Occupied Housing Units	13.9%
Vacant Housing Units	18.4%
2018 Housing Units	3,074
Owner Occupied Housing Units	65.5%
Renter Occupied Housing Units	13.4%
Vacant Housing Units	21.1%
2023 Housing Units	3,095
Owner Occupied Housing Units	63.5%
Renter Occupied Housing Units	12.2%
Vacant Housing Units	24.3%
Median Household Income	
2018	\$56,115
2023	\$69,584
Median Home Value	
2018	\$149,885
2023	\$164,083
Per Capita Income	
2018	\$31,294
2023	\$37,141
Median Age	
2010	45.2
2018	46.9
2023	48.0

**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	2,425
<\$15,000	8.9%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	3.5%
\$200,000+	3.8%
Average Household Income	\$74,311

## 2023 Households by Income

Household Income Base	2,342
<\$15,000	6.9%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	15.0%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	21.8%
\$150,000 - \$199,999	5.2%
\$200,000+	4.9%
Average Household Income	\$87,927

## 2018 Owner Occupied Housing Units by Value

Total	2,012
<\$50,000	8.3%
\$50,000 - \$99,999	20.1%
\$100,000 - \$149,999	21.7%
\$150,000 - \$199,999	25.7%
\$200,000 - \$249,999	8.2%
\$250,000 - \$299,999	5.3%
\$300,000 - \$399,999	7.2%
\$400,000 - \$499,999	0.9%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$169,868

## 2023 Owner Occupied Housing Units by Value

Total	1,964
<\$50,000	6.2%
\$50,000 - \$99,999	15.5%
\$100,000 - \$149,999	21.8%
\$150,000 - \$199,999	23.3%
\$200,000 - \$249,999	10.6%
\$250,000 - \$299,999	6.1%
\$300,000 - \$399,999	9.2%
\$400,000 - \$499,999	2.2%
\$500,000 - \$749,999	4.6%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$197,607

**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

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Putnam County...

### 2010 Population by Age

Total	6,006
0 - 4	5.2%
5 - 9	5.8%
10 - 14	6.4%
15 - 24	10.7%
25 - 34	10.1%
35 - 44	11.4%
45 - 54	16.9%
55 - 64	15.7%
65 - 74	9.9%
75 - 84	5.5%
85 +	2.3%
18 +	78.7%

### 2018 Population by Age

Total	5,759
0 - 4	4.9%
5 - 9	5.3%
10 - 14	5.8%
15 - 24	9.9%
25 - 34	10.7%
35 - 44	11.2%
45 - 54	13.2%
55 - 64	17.6%
65 - 74	13.4%
75 - 84	5.8%
85 +	2.3%
18 +	80.6%

### 2023 Population by Age

Total	5,545
0 - 4	4.7%
5 - 9	5.2%
10 - 14	5.9%
15 - 24	9.5%
25 - 34	9.5%
35 - 44	11.9%
45 - 54	11.8%
55 - 64	16.0%
65 - 74	15.7%
75 - 84	7.5%
85 +	2.2%
18 +	80.7%

### 2010 Population by Sex

Males	3,035
Females	2,971

### 2018 Population by Sex

Males	2,924
Females	2,835

### 2023 Population by Sex

Males	2,839
Females	2,706

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

Putnam County, IL (17155)

Geography: County

Putnam County...

## 2010 Population by Race/Ethnicity

Total	6,006
White Alone	96.6%
Black Alone	0.5%
American Indian Alone	0.1%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	1.1%
Hispanic Origin	4.2%
Diversity Index	14.1

## 2018 Population by Race/Ethnicity

Total	5,759
White Alone	95.4%
Black Alone	0.8%
American Indian Alone	0.1%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	1.4%
Hispanic Origin	5.7%
Diversity Index	18.9

## 2023 Population by Race/Ethnicity

Total	5,545
White Alone	94.3%
Black Alone	1.0%
American Indian Alone	0.1%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.5%
Two or More Races	1.6%
Hispanic Origin	7.1%
Diversity Index	22.8

## 2010 Population by Relationship and Household Type

Total	6,006
In Households	100.0%
In Family Households	84.6%
Householder	28.9%
Spouse	24.0%
Child	27.6%
Other relative	1.8%
Nonrelative	2.3%
In Nonfamily Households	15.3%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

**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



# Market Profile

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2018 Population 25+ by Educational Attainment	
Total	4,269
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	6.9%
High School Graduate	35.1%
GED/Alternative Credential	3.4%
Some College, No Degree	26.4%
Associate Degree	11.7%
Bachelor's Degree	10.2%
Graduate/Professional Degree	5.1%
2018 Population 15+ by Marital Status	
Total	4,840
Never Married	20.9%
Married	60.6%
Widowed	8.0%
Divorced	10.6%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	96.2%
Civilian Unemployed (Unemployment Rate)	3.8%
2018 Employed Population 16+ by Industry	
Total	2,952
Agriculture/Mining	5.4%
Construction	7.1%
Manufacturing	16.7%
Wholesale Trade	4.6%
Retail Trade	16.3%
Transportation/Utilities	9.5%
Information	1.1%
Finance/Insurance/Real Estate	4.7%
Services	31.2%
Public Administration	3.5%
2018 Employed Population 16+ by Occupation	
Total	2,952
White Collar	54.2%
Management/Business/Financial	12.8%
Professional	15.2%
Sales	13.5%
Administrative Support	12.7%
Services	14.0%
Blue Collar	31.8%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	6.1%
Installation/Maintenance/Repair	5.4%
Production	11.8%
Transportation/Material Moving	8.2%
2010 Population By Urban/ Rural Status	
Total Population	6,006
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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	2,509
Households with 1 Person	26.0%
Households with 2+ People	74.0%
Family Households	69.1%
Husband-wife Families	57.6%
With Related Children	19.9%
Other Family (No Spouse Present)	11.6%
Other Family with Male Householder	4.4%
With Related Children	2.8%
Other Family with Female Householder	7.2%
With Related Children	4.5%
Nonfamily Households	4.9%

All Households with Children 27.7%

Multigenerational Households	2.3%
Unmarried Partner Households	7.3%
Male-female	6.9%
Same-sex	0.4%

### 2010 Households by Size

Total	2,509
1 Person Household	26.0%
2 Person Household	39.4%
3 Person Household	14.7%
4 Person Household	12.6%
5 Person Household	5.0%
6 Person Household	1.6%
7 + Person Household	0.6%

### 2010 Households by Tenure and Mortgage Status

Total	2,509
Owner Occupied	83.0%
Owned with a Mortgage/Loan	49.3%
Owned Free and Clear	33.7%
Renter Occupied	17.0%

### 2010 Housing Units By Urban/ Rural Status

Total Housing Units	3,074
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

**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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## Putnam County...

### Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. Heartland Communities
3. Rural Resort Dwellers (6E)

### 2018 Consumer Spending

Apparel & Services: Total \$	\$4,468,961
Average Spent	\$1,842.87
Spending Potential Index	85
Education: Total \$	\$2,767,633
Average Spent	\$1,141.29
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$7,408,697
Average Spent	\$3,055.13
Spending Potential Index	95
Food at Home: Total \$	\$11,566,543
Average Spent	\$4,769.71
Spending Potential Index	95
Food Away from Home: Total \$	\$7,409,334
Average Spent	\$3,055.40
Spending Potential Index	87
Health Care: Total \$	\$14,208,769
Average Spent	\$5,859.29
Spending Potential Index	102
HH Furnishings & Equipment: Total \$	\$4,578,131
Average Spent	\$1,887.89
Spending Potential Index	90
Personal Care Products & Services: Total \$	\$1,747,807
Average Spent	\$720.75
Spending Potential Index	87
Shelter: Total \$	\$33,395,358
Average Spent	\$13,771.28
Spending Potential Index	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,442,461
Average Spent	\$2,244.31
Spending Potential Index	90
Travel: Total \$	\$4,376,439
Average Spent	\$1,804.72
Spending Potential Index	84
Vehicle Maintenance & Repairs: Total \$	\$2,451,894
Average Spent	\$1,011.09
Spending Potential Index	94

**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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