



Market Profile

3 Counties 2
Bureau County, IL (17011) et al.
Geography: County

Prepared by Esri

	IL(17011),IL(...)
Population Summary	
2000 Total Population	153,122
2010 Total Population	154,908
2016 Total Population	154,583
2016 Group Quarters	3,408
2021 Total Population	153,162
2016-2021 Annual Rate	-0.18%
2016 Total Daytime Population	144,124
Workers	64,117
Residents	80,007
Household Summary	
2000 Households	60,029
2000 Average Household Size	2.49
2010 Households	62,118
2010 Average Household Size	2.44
2016 Households	61,821
2016 Average Household Size	2.45
2021 Households	61,155
2021 Average Household Size	2.45
2016-2021 Annual Rate	-0.22%
2010 Families	41,455
2010 Average Family Size	2.98
2016 Families	40,836
2016 Average Family Size	2.99
2021 Families	40,188
2021 Average Family Size	3.00
2016-2021 Annual Rate	-0.32%
Housing Unit Summary	
2000 Housing Units	64,675
Owner Occupied Housing Units	70.1%
Renter Occupied Housing Units	22.7%
Vacant Housing Units	7.2%
2010 Housing Units	68,772
Owner Occupied Housing Units	67.9%
Renter Occupied Housing Units	22.4%
Vacant Housing Units	9.7%
2016 Housing Units	69,595
Owner Occupied Housing Units	65.1%
Renter Occupied Housing Units	23.7%
Vacant Housing Units	11.2%
2021 Housing Units	69,684
Owner Occupied Housing Units	64.2%
Renter Occupied Housing Units	23.5%
Vacant Housing Units	12.2%
Median Household Income	
2016	\$51,895
2021	\$55,149
Median Home Value	
2016	\$131,417
2021	\$158,331
Per Capita Income	
2016	\$26,301
2021	\$28,468
Median Age	
2010	41.5
2016	42.4
2021	43.1

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income	
Household Income Base	61,821
<\$15,000	11.6%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	3.5%
\$200,000+	2.2%
Average Household Income	\$65,184
2021 Households by Income	
Household Income Base	61,155
<\$15,000	11.4%
\$15,000 - \$24,999	12.6%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	4.4%
\$200,000+	2.4%
Average Household Income	\$70,710
2016 Owner Occupied Housing Units by Value	
Total	45,324
<\$50,000	8.9%
\$50,000 - \$99,999	26.7%
\$100,000 - \$149,999	23.0%
\$150,000 - \$199,999	17.4%
\$200,000 - \$249,999	10.0%
\$250,000 - \$299,999	5.6%
\$300,000 - \$399,999	4.8%
\$400,000 - \$499,999	1.6%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	0.3%
Average Home Value	\$160,545
2021 Owner Occupied Housing Units by Value	
Total	44,748
<\$50,000	7.6%
\$50,000 - \$99,999	15.5%
\$100,000 - \$149,999	23.2%
\$150,000 - \$199,999	22.4%
\$200,000 - \$249,999	14.7%
\$250,000 - \$299,999	8.4%
\$300,000 - \$399,999	5.1%
\$400,000 - \$499,999	1.4%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.3%
Average Home Value	\$176,070

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.

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2010 Population by Age	
Total	154,908
0 - 4	5.8%
5 - 9	6.5%
10 - 14	6.6%
15 - 24	12.0%
25 - 34	11.5%
35 - 44	12.2%
45 - 54	15.6%
55 - 64	13.0%
65 - 74	8.3%
75 - 84	5.7%
85 +	2.8%
18 +	77.0%
2016 Population by Age	
Total	154,583
0 - 4	5.5%
5 - 9	5.8%
10 - 14	6.3%
15 - 24	11.7%
25 - 34	12.1%
35 - 44	11.6%
45 - 54	13.8%
55 - 64	14.6%
65 - 74	10.1%
75 - 84	5.6%
85 +	2.9%
18 +	78.7%
2021 Population by Age	
Total	153,162
0 - 4	5.3%
5 - 9	5.7%
10 - 14	6.2%
15 - 24	11.0%
25 - 34	11.9%
35 - 44	12.1%
45 - 54	12.2%
55 - 64	14.5%
65 - 74	11.8%
75 - 84	6.3%
85 +	2.9%
18 +	79.0%
2010 Population by Sex	
Males	77,026
Females	77,882
2016 Population by Sex	
Males	77,220
Females	77,363
2021 Population by Sex	
Males	76,867
Females	76,295

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	154,908
White Alone	93.6%
Black Alone	1.6%
American Indian Alone	0.3%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.6%
Two or More Races	1.4%
Hispanic Origin	7.8%
Diversity Index	25.0

2016 Population by Race/Ethnicity

Total	154,583
White Alone	92.1%
Black Alone	2.0%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.0%
Two or More Races	1.6%
Hispanic Origin	9.2%
Diversity Index	29.2

2021 Population by Race/Ethnicity

Total	153,162
White Alone	90.7%
Black Alone	2.4%
American Indian Alone	0.3%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.5%
Two or More Races	1.8%
Hispanic Origin	10.6%
Diversity Index	33.2

2010 Population by Relationship and Household Type

Total	154,908
In Households	97.8%
In Family Households	82.0%
Householder	26.8%
Spouse	20.8%
Child	30.0%
Other relative	2.1%
Nonrelative	2.3%
In Nonfamily Households	15.8%
In Group Quarters	2.2%
Institutionalized Population	2.0%
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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment

Total	109,182
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	7.3%
High School Graduate	32.5%
GED/Alternative Credential	5.2%
Some College, No Degree	25.1%
Associate Degree	9.5%
Bachelor's Degree	11.4%
Graduate/Professional Degree	5.9%

2016 Population 15+ by Marital Status

Total	127,249
Never Married	28.5%
Married	52.1%
Widowed	7.3%
Divorced	12.1%

2016 Civilian Population 16+ in Labor Force

Civilian Employed	92.3%
Civilian Unemployed	7.7%

2016 Employed Population 16+ by Industry

Total	74,250
Agriculture/Mining	4.2%
Construction	5.9%
Manufacturing	14.5%
Wholesale Trade	2.8%
Retail Trade	15.0%
Transportation/Utilities	7.0%
Information	1.0%
Finance/Insurance/Real Estate	4.4%
Services	41.9%
Public Administration	3.3%

2016 Employed Population 16+ by Occupation

Total	74,250
White Collar	50.5%
Management/Business/Financial	10.9%
Professional	16.4%
Sales	9.7%
Administrative Support	13.6%
Services	19.6%
Blue Collar	29.9%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	5.1%
Installation/Maintenance/Repair	4.2%
Production	9.6%
Transportation/Material Moving	9.8%

2010 Population By Urban/ Rural Status

Total Population	154,908
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	60.9%
Rural Population	39.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type

Total	62,118
Households with 1 Person	28.3%
Households with 2+ People	71.7%
Family Households	66.7%
Husband-wife Families	51.8%
With Related Children	20.0%
Other Family (No Spouse Present)	14.9%
Other Family with Male Householder	4.9%
With Related Children	3.0%
Other Family with Female Householder	10.1%
With Related Children	6.5%
Nonfamily Households	4.9%
All Households with Children	30.1%

2010 Households by Size

Multigenerational Households	2.7%
Unmarried Partner Households	6.9%
Male-female	6.5%
Same-sex	0.4%

2010 Households by Size

Total	62,118
1 Person Household	28.3%
2 Person Household	35.3%
3 Person Household	14.9%
4 Person Household	12.2%
5 Person Household	5.9%
6 Person Household	2.2%
7 + Person Household	1.2%

2010 Households by Tenure and Mortgage Status

Total	62,118
Owner Occupied	75.2%
Owned with a Mortgage/Loan	46.7%
Owned Free and Clear	28.4%
Renter Occupied	24.8%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	68,772
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	62.5%
Rural Housing Units	37.5%

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 2016 and 2021 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. Traditional Living (12B)

2016 Consumer Spending

Apparel & Services: Total \$	\$101,426,538
Average Spent	\$1,640.65
Spending Potential Index	81
Education: Total \$	\$67,660,412
Average Spent	\$1,094.46
Spending Potential Index	77
Entertainment/Recreation: Total \$	\$155,971,197
Average Spent	\$2,522.95
Spending Potential Index	87
Food at Home: Total \$	\$271,928,193
Average Spent	\$4,398.64
Spending Potential Index	88
Food Away from Home: Total \$	\$159,286,855
Average Spent	\$2,576.58
Spending Potential Index	83
Health Care: Total \$	\$305,206,309
Average Spent	\$4,936.94
Spending Potential Index	93
HH Furnishings & Equipment: Total \$	\$92,950,244
Average Spent	\$1,503.54
Spending Potential Index	85
Personal Care Products & Services: Total \$	\$37,989,413
Average Spent	\$614.51
Spending Potential Index	84
Shelter: Total \$	\$764,562,059
Average Spent	\$12,367.35
Spending Potential Index	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$130,038,147
Average Spent	\$2,103.46
Spending Potential Index	91
Travel: Total \$	\$95,043,425
Average Spent	\$1,537.40
Spending Potential Index	83
Vehicle Maintenance & Repairs: Total \$	\$57,017,916
Average Spent	\$922.31
Spending Potential Index	89

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

January 11, 2017