

Demographic and Income Profile

Interstates 39 & 80
Ring: 30 mile radius

Latitude: 41.3482
Longitude: -89.0592

Summary	Census 2010	Census 2020	2024	2029
Population	177,411	169,876	166,106	162,470
Households	71,160	70,612	70,057	70,080
Families	47,759	45,146	43,518	43,233
Average Household Size	2.44	2.36	2.32	2.27
Owner Occupied Housing Units	53,966	52,498	53,008	54,047
Renter Occupied Housing Units	17,194	18,114	17,049	16,033
Median Age	41.7	43.4	43.5	44.6

Trends: 2024-2029 Annual Rate	Area	State	National
Population	-0.44%	-0.38%	0.38%
Households	0.01%	0.18%	0.64%
Families	-0.13%	0.05%	0.56%
Owner HHs	0.39%	0.65%	0.97%
Median Household Income	2.81%	2.70%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	6,127	8.7%	5,490	7.8%
\$15,000 - \$24,999	6,005	8.6%	4,963	7.1%
\$25,000 - \$34,999	5,691	8.1%	4,791	6.8%
\$35,000 - \$49,999	7,935	11.3%	7,175	10.2%
\$50,000 - \$74,999	11,154	15.9%	9,907	14.1%
\$75,000 - \$99,999	10,505	15.0%	11,164	15.9%
\$100,000 - \$149,999	13,109	18.7%	15,003	21.4%
\$150,000 - \$199,999	5,302	7.6%	6,777	9.7%
\$200,000+	4,228	6.0%	4,810	6.9%

Median Household Income	\$69,422	\$79,735
Average Household Income	\$90,036	\$101,916
Per Capita Income	\$37,984	\$43,969

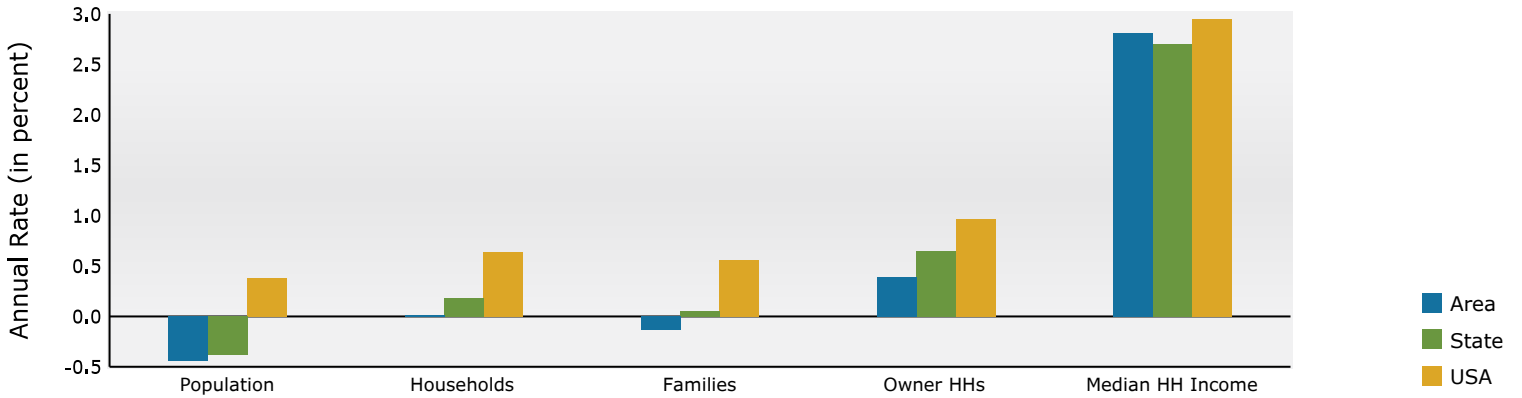
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	10,184	5.7%	9,020	5.3%	8,741	5.3%	8,418	5.2%
5 - 9	11,349	6.4%	9,538	5.6%	9,344	5.6%	8,344	5.1%
10 - 14	11,753	6.6%	10,590	6.2%	9,586	5.8%	9,167	5.6%
15 - 19	11,930	6.7%	10,608	6.2%	9,863	5.9%	8,790	5.4%
20 - 24	9,431	5.3%	8,905	5.2%	9,178	5.5%	8,361	5.1%
25 - 34	20,046	11.3%	19,328	11.4%	19,159	11.5%	19,396	11.9%
35 - 44	21,517	12.1%	19,998	11.8%	20,180	12.1%	19,589	12.1%
45 - 54	27,911	15.7%	20,770	12.2%	19,440	11.7%	19,467	12.0%
55 - 64	23,320	13.1%	26,300	15.5%	23,705	14.3%	20,292	12.5%
65 - 74	15,010	8.5%	19,951	11.7%	20,938	12.6%	21,934	13.5%
75 - 84	10,075	5.7%	10,476	6.2%	11,503	6.9%	13,726	8.4%
85+	4,885	2.8%	4,390	2.6%	4,470	2.7%	4,986	3.1%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	166,602	93.9%	147,923	87.1%	142,794	86.0%	137,822	84.8%
Black Alone	2,537	1.4%	3,094	1.8%	3,277	2.0%	3,345	2.1%
American Indian Alone	441	0.2%	670	0.4%	736	0.4%	755	0.5%
Asian Alone	1,086	0.6%	1,288	0.8%	1,350	0.8%	1,473	0.9%
Pacific Islander Alone	29	0.0%	42	0.0%	52	0.0%	53	0.0%
Some Other Race Alone	4,318	2.4%	5,567	3.3%	6,025	3.6%	6,430	4.0%
Two or More Races	2,397	1.4%	11,292	6.6%	11,872	7.1%	12,592	7.8%
Hispanic Origin (Any Race)	12,925	7.3%	16,003	9.4%	17,182	10.3%	18,313	11.3%

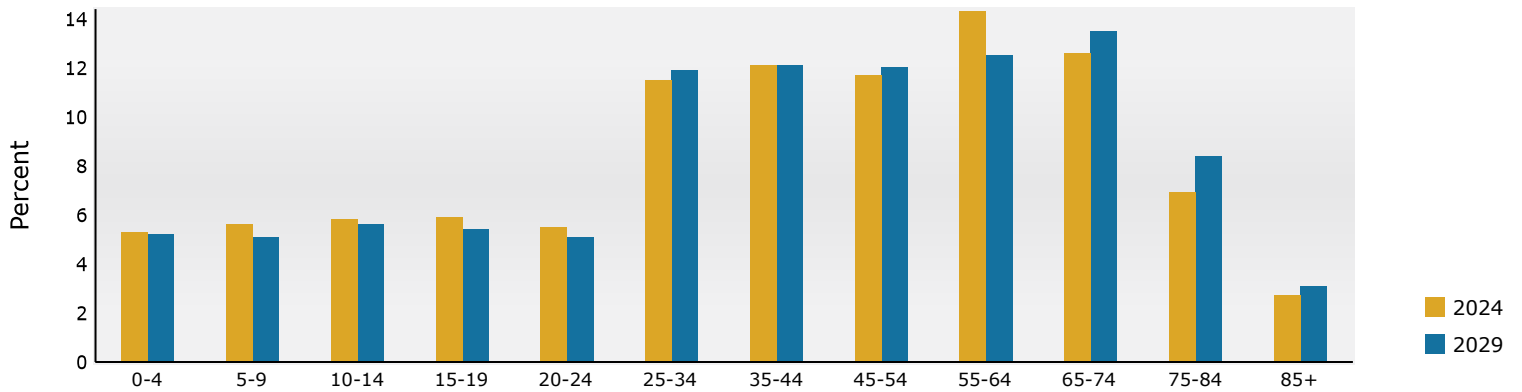
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

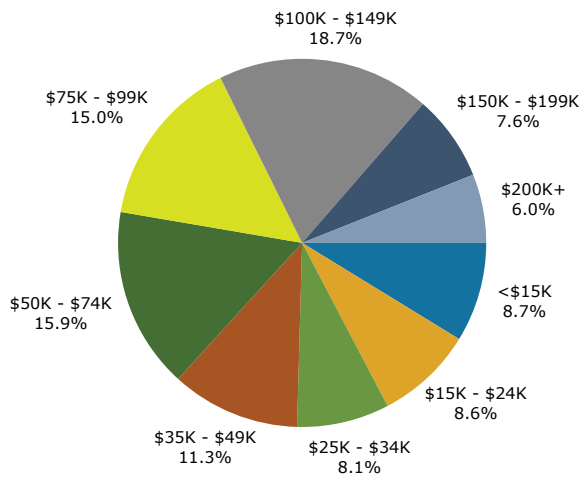
Trends 2024-2029



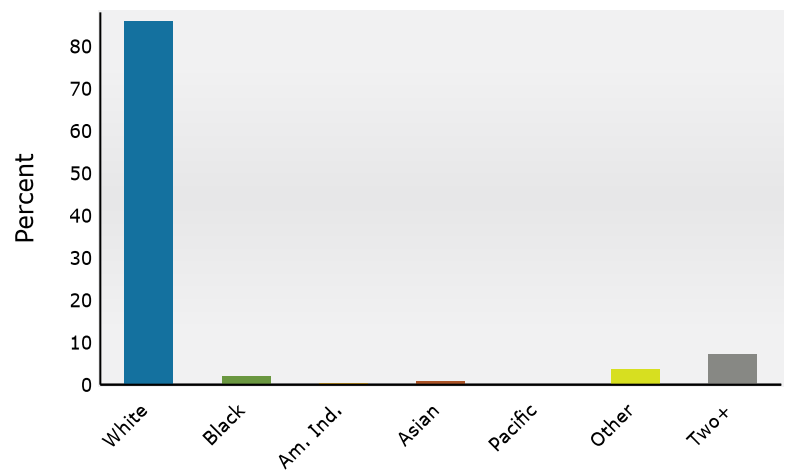
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 10.3%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Demographic and Income Profile

Interstates 39 & 80
Ring: 60 mile radius

Latitude: 41.3482
Longitude: -89.0592

Summary	Census 2010	Census 2020	2024	2029
Population	2,283,914	2,290,099	2,281,282	2,264,275
Households	821,709	851,802	864,317	880,527
Families	582,892	590,496	585,756	594,160
Average Household Size	2.71	2.63	2.58	2.52
Owner Occupied Housing Units	621,166	626,915	647,339	672,541
Renter Occupied Housing Units	200,543	224,887	216,978	207,987
Median Age	35.8	38.8	39.4	40.2

Trends: 2024-2029 Annual Rate	Area	State	National
Population	-0.15%	-0.38%	0.38%
Households	0.37%	0.18%	0.64%
Families	0.29%	0.05%	0.56%
Owner HHs	0.77%	0.65%	0.97%
Median Household Income	2.58%	2.70%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	56,184	6.5%	50,013	5.7%
\$15,000 - \$24,999	43,428	5.0%	33,671	3.8%
\$25,000 - \$34,999	48,791	5.6%	41,257	4.7%
\$35,000 - \$49,999	75,295	8.7%	65,970	7.5%
\$50,000 - \$74,999	133,523	15.4%	122,969	14.0%
\$75,000 - \$99,999	114,816	13.3%	115,014	13.1%
\$100,000 - \$149,999	174,208	20.2%	190,849	21.7%
\$150,000 - \$199,999	102,857	11.9%	125,593	14.3%
\$200,000+	115,214	13.3%	135,190	15.4%
Median Household Income	\$89,719		\$101,900	
Average Household Income	\$120,240		\$135,799	
Per Capita Income	\$45,616		\$52,869	

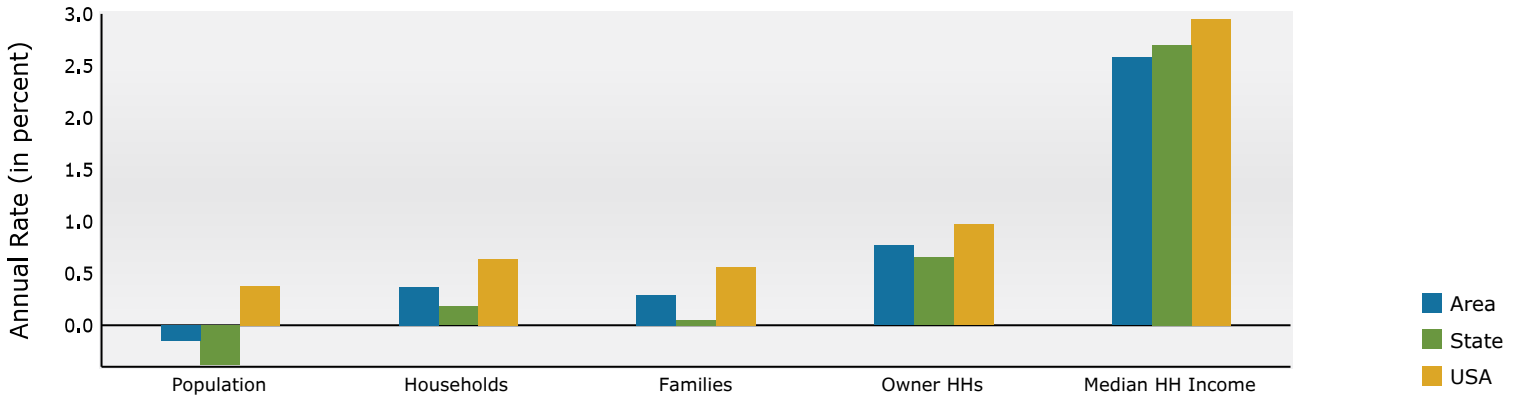
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	157,981	6.9%	131,184	5.7%	128,538	5.6%	126,022	5.6%
5 - 9	171,769	7.5%	147,514	6.4%	142,003	6.2%	128,824	5.7%
10 - 14	172,497	7.6%	163,508	7.1%	149,915	6.6%	141,367	6.2%
15 - 19	171,705	7.5%	170,224	7.4%	160,158	7.0%	145,463	6.4%
20 - 24	149,074	6.5%	148,117	6.5%	155,149	6.8%	144,866	6.4%
25 - 34	294,605	12.9%	271,370	11.8%	276,030	12.1%	293,658	13.0%
35 - 44	325,003	14.2%	299,374	13.1%	302,936	13.3%	292,812	12.9%
45 - 54	336,336	14.7%	303,327	13.2%	295,384	12.9%	290,136	12.8%
55 - 64	250,768	11.0%	300,175	13.1%	285,262	12.5%	268,877	11.9%
65 - 74	137,230	6.0%	211,607	9.2%	223,914	9.8%	239,659	10.6%
75 - 84	80,476	3.5%	102,665	4.5%	118,898	5.2%	143,263	6.3%
85+	36,468	1.6%	41,034	1.8%	43,095	1.9%	49,327	2.2%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	1,852,671	81.1%	1,611,715	70.4%	1,561,512	68.4%	1,506,651	66.5%
Black Alone	161,057	7.1%	172,494	7.5%	179,172	7.9%	181,449	8.0%
American Indian Alone	6,415	0.3%	13,010	0.6%	13,876	0.6%	14,312	0.6%
Asian Alone	91,378	4.0%	123,797	5.4%	134,656	5.9%	145,715	6.4%
Pacific Islander Alone	597	0.0%	645	0.0%	724	0.0%	747	0.0%
Some Other Race Alone	121,704	5.3%	159,356	7.0%	171,192	7.5%	181,982	8.0%
Two or More Races	50,090	2.2%	209,083	9.1%	220,149	9.7%	233,419	10.3%
Hispanic Origin (Any Race)	313,667	13.7%	369,019	16.1%	393,721	17.3%	418,352	18.5%

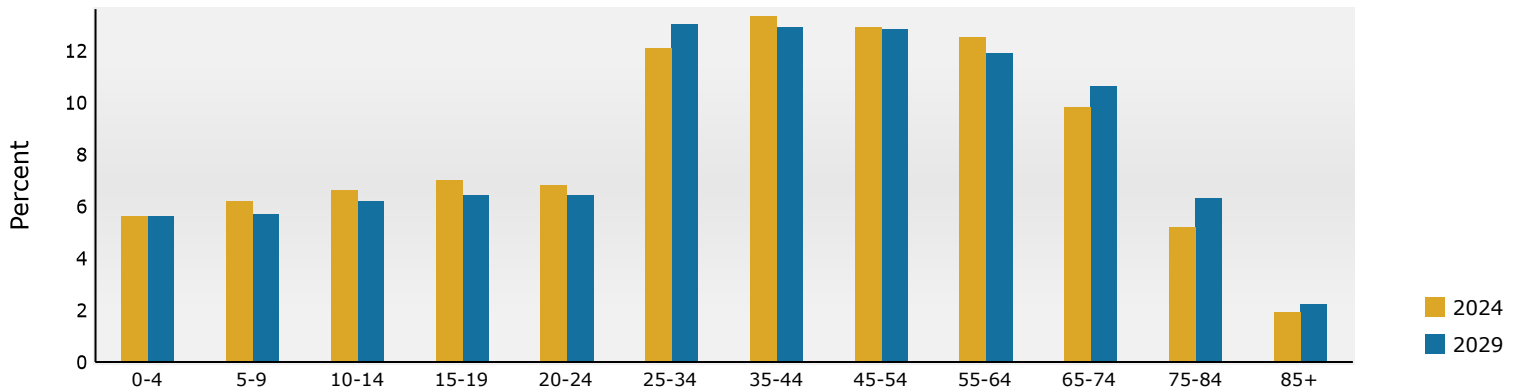
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

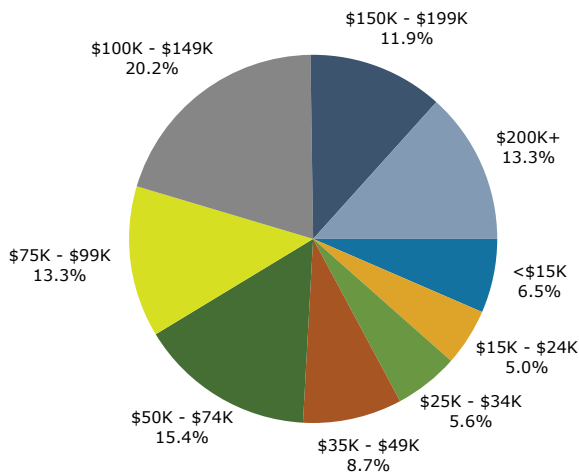
Trends 2024-2029



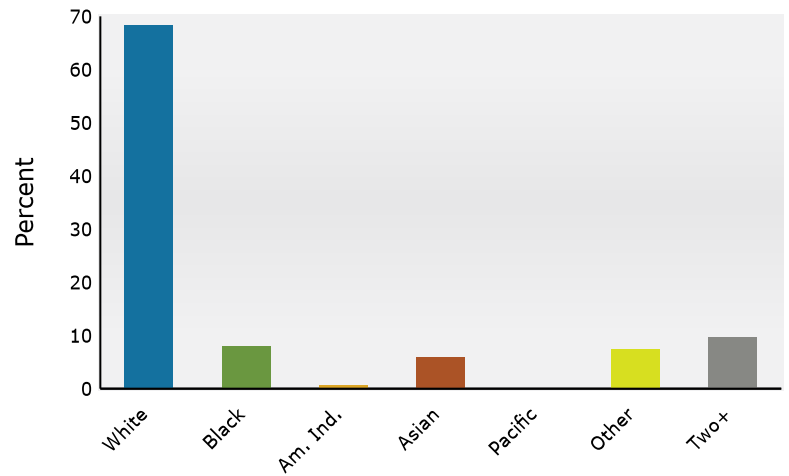
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 17.3%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Demographic and Income Profile

Interstates 39 & 80
Ring: 75 mile radius

Latitude: 41.3482
Longitude: -89.0592

Summary	Census 2010	Census 2020	2024	2029
Population	5,722,396	5,743,032	5,647,976	5,554,093
Households	2,092,555	2,152,569	2,160,091	2,181,421
Families	1,469,541	1,481,920	1,452,019	1,459,446
Average Household Size	2.69	2.63	2.57	2.50
Owner Occupied Housing Units	1,573,324	1,567,740	1,602,858	1,651,613
Renter Occupied Housing Units	519,231	584,829	557,233	529,808
Median Age	37.1	39.7	40.3	41.2

Trends: 2024-2029 Annual Rate	Area	State	National
Population	-0.33%	-0.38%	0.38%
Households	0.20%	0.18%	0.64%
Families	0.10%	0.05%	0.56%
Owner HHs	0.60%	0.65%	0.97%
Median Household Income	2.83%	2.70%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	145,914	6.8%	128,069	5.9%
\$15,000 - \$24,999	107,938	5.0%	82,156	3.8%
\$25,000 - \$34,999	129,094	6.0%	108,446	5.0%
\$35,000 - \$49,999	196,104	9.1%	169,782	7.8%
\$50,000 - \$74,999	335,329	15.5%	306,660	14.1%
\$75,000 - \$99,999	289,762	13.4%	285,135	13.1%
\$100,000 - \$149,999	426,556	19.7%	464,488	21.3%
\$150,000 - \$199,999	245,561	11.4%	300,101	13.8%
\$200,000+	283,830	13.1%	336,582	15.4%
Median Household Income	\$87,580		\$100,709	
Average Household Income	\$118,986		\$135,438	
Per Capita Income	\$45,572		\$53,261	

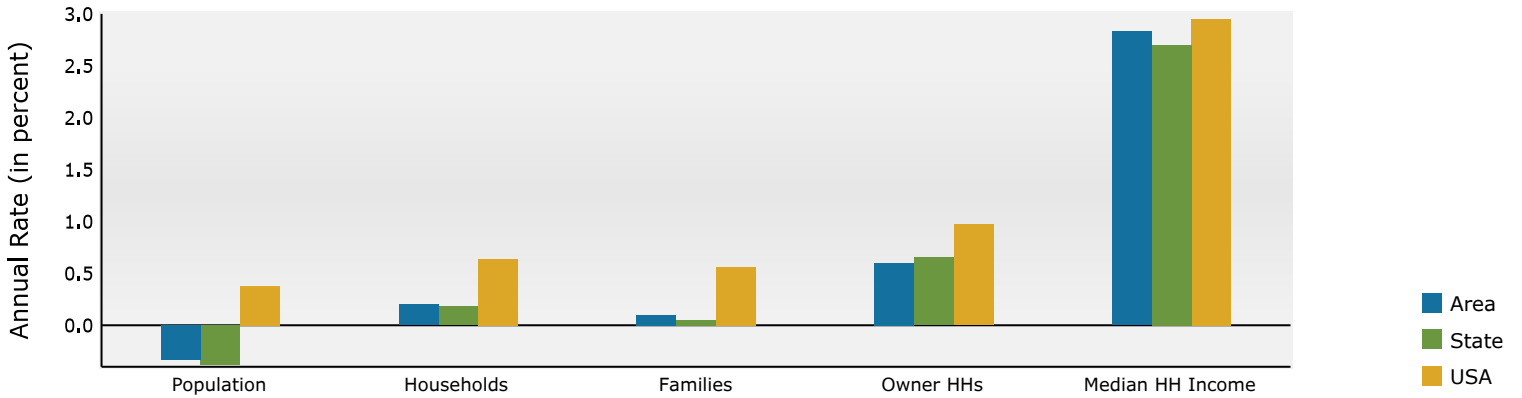
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	379,805	6.6%	322,231	5.6%	311,553	5.5%	301,440	5.4%
5 - 9	406,676	7.1%	358,129	6.2%	343,146	6.1%	308,883	5.6%
10 - 14	418,378	7.3%	395,369	6.9%	358,130	6.3%	339,195	6.1%
15 - 19	415,411	7.3%	399,821	7.0%	371,337	6.6%	335,820	6.0%
20 - 24	351,116	6.1%	354,808	6.2%	361,779	6.4%	332,358	6.0%
25 - 34	727,363	12.7%	689,309	12.0%	689,977	12.2%	710,043	12.8%
35 - 44	788,478	13.8%	743,233	12.9%	746,849	13.2%	722,466	13.0%
45 - 54	865,598	15.1%	749,815	13.1%	723,468	12.8%	707,816	12.7%
55 - 64	668,330	11.7%	781,585	13.6%	722,524	12.8%	666,919	12.0%
65 - 74	372,859	6.5%	560,615	9.8%	589,108	10.4%	621,052	11.2%
75 - 84	225,842	3.9%	275,278	4.8%	313,558	5.6%	376,124	6.8%
85+	102,539	1.8%	112,838	2.0%	116,547	2.1%	131,975	2.4%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	4,456,712	77.9%	3,797,313	66.1%	3,637,401	64.4%	3,468,784	62.5%
Black Alone	507,570	8.9%	536,691	9.3%	534,605	9.5%	531,858	9.6%
American Indian Alone	17,979	0.3%	40,294	0.7%	41,779	0.7%	42,566	0.8%
Asian Alone	263,816	4.6%	334,285	5.8%	353,511	6.3%	376,596	6.8%
Pacific Islander Alone	1,513	0.0%	1,696	0.0%	1,772	0.0%	1,790	0.0%
Some Other Race Alone	346,689	6.1%	486,173	8.5%	511,546	9.1%	538,513	9.7%
Two or More Races	128,116	2.2%	546,580	9.5%	567,362	10.0%	593,987	10.7%
Hispanic Origin (Any Race)	880,336	15.4%	1,071,190	18.7%	1,119,871	19.8%	1,175,652	21.2%

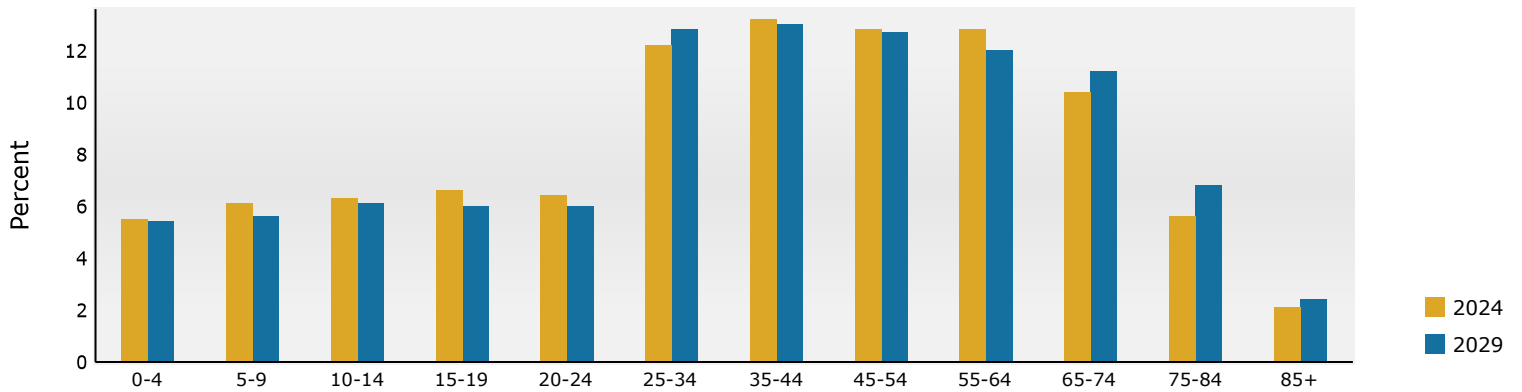
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

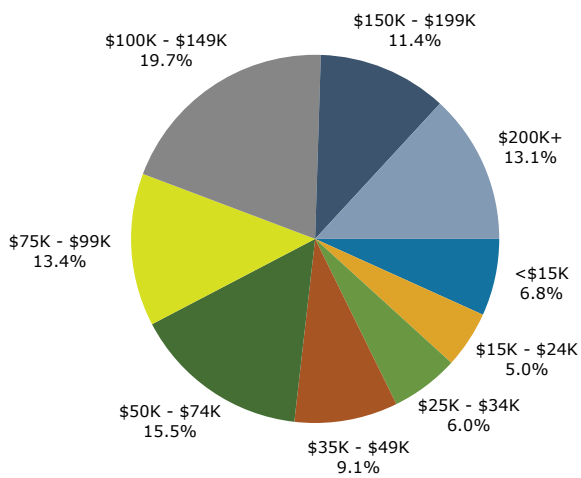
Trends 2024-2029



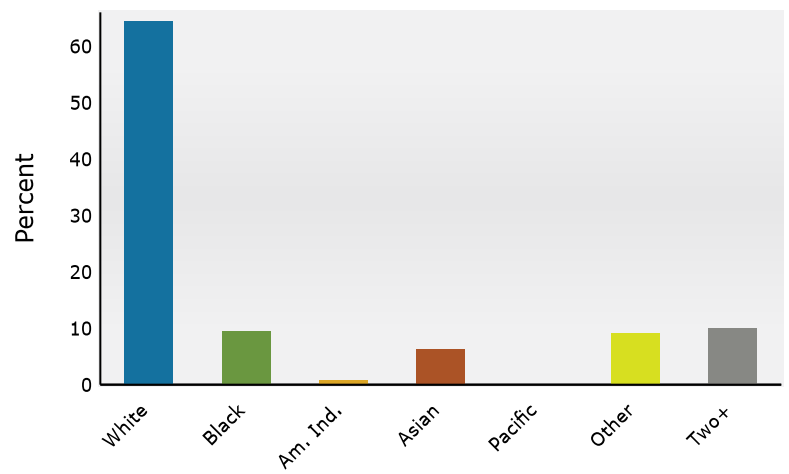
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 19.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.