

Housing Profile

Interstates 39 & 80
Ring: 30 mile radius

Latitude: 41.3482
Longitude: -89.0592

Population		Households	
2020 Total Population	169,876	2024 Median Household Income	\$69,422
2024 Total Population	166,106	2029 Median Household Income	\$79,735
2029 Total Population	162,470	2024-2029 Annual Rate	2.81%
2024-2029 Annual Rate	-0.44%		

Housing Units by Occupancy Status and Tenure	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	78,447	100.0%	78,660	100.0%	78,732	100.0%
Occupied	70,612	90.0%	70,057	89.1%	70,080	89.0%
Owner	52,498	66.9%	53,008	67.4%	54,047	68.6%
Renter	18,114	23.1%	17,049	21.7%	16,033	20.4%
Vacant	7,834	10.0%	8,603	10.9%	8,652	11.0%

Owner Occupied Housing Units by Value	2024		2029	
	Number	Percent	Number	Percent
Total	53,008	100.0%	54,048	100.0%
<\$50,000	2,672	5.0%	2,516	4.7%
\$50,000-\$99,999	8,258	15.6%	7,647	14.1%
\$100,000-\$149,999	9,924	18.7%	9,184	17.0%
\$150,000-\$199,999	10,562	19.9%	9,879	18.3%
\$200,000-\$249,999	7,051	13.3%	7,668	14.2%
\$250,000-\$299,999	4,568	8.6%	5,058	9.4%
\$300,000-\$399,999	5,907	11.1%	7,192	13.3%
\$400,000-\$499,999	2,169	4.1%	2,634	4.9%
\$500,000-\$749,999	1,315	2.5%	1,582	2.9%
\$750,000-\$999,999	318	0.6%	382	0.7%
\$1,000,000-\$1,499,999	23	0.0%	28	0.1%
\$1,500,000-\$1,999,999	7	0.0%	5	0.0%
\$2,000,000+	234	0.4%	273	0.5%

Median Value	\$176,747	\$188,855
Average Value	\$213,719	\$227,816

Census 2020 Housing Units	Number	Percent
Total	78,447	100.0%
Housing Units In Urbanized Areas	44,449	56.7%
Rural Housing Units	33,998	43.3%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	52,498	100.0%
Owned with a Mortgage/Loan	30,748	58.6%
Owned Free and Clear	21,750	41.4%

Data Note: Persons of Hispanic Origin may be of any race.

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

Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	7,834	100.0%
For Rent	1,743	22.2%
Rented- Not Occupied	187	2.4%
For Sale Only	1,096	14.0%
Sold - Not Occupied	389	5.0%
Seasonal/Recreational/Occasional Use	1,761	22.5%
For Migrant Workers	5	0.1%
Other Vacant	2,652	33.9%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	70,612	52,498	74.3%
15-24	1,968	596	30.3%
25-34	8,568	4,840	56.5%
35-44	10,604	7,312	69.0%
45-54	11,385	8,639	75.9%
55-59	7,635	5,940	77.8%
60-64	7,863	6,374	81.1%
65-74	12,566	10,545	83.9%
75-84	7,076	5,931	83.8%
85+	2,948	2,321	78.7%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	70,612	52,498	74.3%
White Alone	64,447	48,738	75.6%
Black/African American Alone	715	202	28.3%
American Indian/Alaska Native	223	145	65.0%
Asian Alone	399	257	64.4%
Pacific Islander Alone	16	11	68.8%
Other Race Alone	1,540	1,036	67.3%
Two or More Races	3,273	2,110	64.5%
Hispanic Origin	4,310	2,774	64.4%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	70,612	52,498	74.3%
1-Person	21,564	13,564	62.9%
2-Person	25,288	20,798	82.2%
3-Person	9,788	7,416	75.8%
4-Person	7,911	6,250	79.0%
5-Person	3,757	2,837	75.5%
6-Person	1,471	1,045	71.0%
7+ Person	834	588	70.5%

2024 Housing Affordability

Housing Affordability Index	134
Percent of Income for Mortgage	15.9%

Data Note: Persons of Hispanic Origin may be of any race.

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

Housing Profile

Interstates 39 & 80
Ring: 60 mile radius

Latitude: 41.3482
Longitude: -89.0592

Population		Households	
2020 Total Population	2,290,099	2024 Median Household Income	\$89,719
2024 Total Population	2,281,282	2029 Median Household Income	\$101,900
2029 Total Population	2,264,275	2024-2029 Annual Rate	2.58%
2024-2029 Annual Rate	-0.15%		

Housing Units by Occupancy Status and Tenure	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	909,157	100.0%	927,883	100.0%	944,499	100.0%
Occupied	851,802	93.7%	864,317	93.1%	880,528	93.2%
Owner	626,915	69.0%	647,339	69.8%	672,541	71.2%
Renter	224,887	24.7%	216,978	23.4%	207,987	22.0%
Vacant	57,339	6.3%	63,566	6.9%	63,972	6.8%

Owner Occupied Housing Units by Value	2024		2029	
	Number	Percent	Number	Percent
Total	647,302	100.0%	672,499	100.0%
<\$50,000	20,207	3.1%	16,809	2.5%
\$50,000-\$99,999	37,797	5.8%	29,931	4.5%
\$100,000-\$149,999	56,952	8.8%	43,363	6.4%
\$150,000-\$199,999	77,557	12.0%	62,804	9.3%
\$200,000-\$249,999	84,934	13.1%	80,028	11.9%
\$250,000-\$299,999	84,390	13.0%	91,458	13.6%
\$300,000-\$399,999	132,631	20.5%	159,294	23.7%
\$400,000-\$499,999	77,719	12.0%	96,784	14.4%
\$500,000-\$749,999	59,045	9.1%	73,460	10.9%
\$750,000-\$999,999	10,813	1.7%	13,075	1.9%
\$1,000,000-\$1,499,999	3,020	0.5%	3,162	0.5%
\$1,500,000-\$1,999,999	606	0.1%	571	0.1%
\$2,000,000+	1,631	0.3%	1,760	0.3%

Median Value	\$277,375	\$307,443
Average Value	\$313,012	\$338,742

Census 2020 Housing Units	Number	Percent
Total	909,157	100.0%
Housing Units In Urbanized Areas	757,038	83.3%
Rural Housing Units	152,119	16.7%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	626,915	100.0%
Owned with a Mortgage/Loan	446,193	71.2%
Owned Free and Clear	180,722	28.8%

Data Note: Persons of Hispanic Origin may be of any race.

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

Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	57,339	100.0%
For Rent	20,220	35.3%
Rented- Not Occupied	2,108	3.7%
For Sale Only	9,902	17.3%
Sold - Not Occupied	3,055	5.3%
Seasonal/Recreational/Occasional Use	6,928	12.1%
For Migrant Workers	26	0.0%
Other Vacant	15,100	26.3%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	851,802	626,915	73.6%
15-24	27,015	5,503	20.4%
25-34	114,470	61,150	53.4%
35-44	155,597	110,958	71.3%
45-54	165,682	130,183	78.6%
55-59	88,429	71,437	80.8%
60-64	83,094	68,193	82.1%
65-74	127,378	107,369	84.3%
75-84	64,606	53,837	83.3%
85+	25,531	18,285	71.6%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	851,802	626,915	73.6%
White Alone	656,694	512,359	78.0%
Black/African American Alone	59,417	23,755	40.0%
American Indian/Alaska Native	3,927	2,505	63.8%
Asian Alone	37,338	27,623	74.0%
Pacific Islander Alone	207	108	52.2%
Other Race Alone	41,159	25,294	61.5%
Two or More Races	53,060	35,272	66.5%
Hispanic Origin	93,465	59,647	63.8%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	851,802	626,915	73.6%
1-Person	214,465	125,555	58.5%
2-Person	274,311	216,359	78.9%
3-Person	134,121	102,023	76.1%
4-Person	128,882	104,553	81.1%
5-Person	62,420	49,763	79.7%
6-Person	24,435	18,786	76.9%
7+ Person	13,169	9,876	75.0%

2024 Housing Affordability

Housing Affordability Index	107
Percent of Income for Mortgage	19.4%

Data Note: Persons of Hispanic Origin may be of any race.

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

Housing Profile

Interstates 39 & 80
Ring: 75 mile radius

Latitude: 41.3482
Longitude: -89.0592

Population		Households	
2020 Total Population	5,743,032	2024 Median Household Income	\$87,580
2024 Total Population	5,647,976	2029 Median Household Income	\$100,709
2029 Total Population	5,554,093	2024-2029 Annual Rate	2.83%
2024-2029 Annual Rate	-0.33%		

Housing Units by Occupancy Status and Tenure	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	2,291,091	100.0%	2,314,663	100.0%	2,340,667	100.0%
Occupied	2,152,569	94.0%	2,160,091	93.3%	2,181,421	93.2%
Owner	1,567,740	68.4%	1,602,858	69.2%	1,651,613	70.6%
Renter	584,829	25.5%	557,233	24.1%	529,808	22.6%
Vacant	138,427	6.0%	154,572	6.7%	159,246	6.8%

Owner Occupied Housing Units by Value	2024		2029	
	Number	Percent	Number	Percent
Total	1,602,778	100.0%	1,651,522	100.0%
<\$50,000	57,000	3.6%	46,105	2.8%
\$50,000-\$99,999	84,372	5.3%	63,711	3.9%
\$100,000-\$149,999	125,564	7.8%	90,248	5.5%
\$150,000-\$199,999	175,351	10.9%	135,668	8.2%
\$200,000-\$249,999	214,003	13.4%	196,326	11.9%
\$250,000-\$299,999	224,089	14.0%	239,968	14.5%
\$300,000-\$399,999	342,457	21.4%	410,871	24.9%
\$400,000-\$499,999	178,561	11.1%	223,203	13.5%
\$500,000-\$749,999	143,516	9.0%	178,932	10.8%
\$750,000-\$999,999	35,316	2.2%	42,189	2.6%
\$1,000,000-\$1,499,999	13,151	0.8%	14,043	0.9%
\$1,500,000-\$1,999,999	3,757	0.2%	3,908	0.2%
\$2,000,000+	5,641	0.4%	6,350	0.4%

Median Value	\$282,375	\$313,078
Average Value	\$324,703	\$352,882

Census 2020 Housing Units	Number	Percent
Total	2,291,091	100.0%
Housing Units In Urbanized Areas	2,043,129	89.2%
Rural Housing Units	247,962	10.8%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	1,567,741	100.0%
Owned with a Mortgage/Loan	1,097,315	70.0%
Owned Free and Clear	470,426	30.0%

Data Note: Persons of Hispanic Origin may be of any race.

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

Census 2020 Vacant Housing Units by Status

	Number	Percent
Total	138,427	100.0%
For Rent	49,895	36.0%
Rented- Not Occupied	4,753	3.4%
For Sale Only	25,199	18.2%
Sold - Not Occupied	7,508	5.4%
Seasonal/Recreational/Occasional Use	14,239	10.3%
For Migrant Workers	52	0.0%
Other Vacant	36,780	26.6%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	2,152,569	1,567,740	72.8%
15-24	55,306	12,554	22.7%
25-34	277,392	141,347	51.0%
35-44	381,092	262,072	68.8%
45-54	408,874	311,839	76.3%
55-59	226,083	179,705	79.5%
60-64	220,441	178,723	81.1%
65-74	338,292	283,194	83.7%
75-84	174,555	145,864	83.6%
85+	70,534	52,441	74.3%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	2,152,569	1,567,740	72.8%
White Alone	1,569,854	1,230,504	78.4%
Black/African American Alone	195,919	86,022	43.9%
American Indian/Alaska Native	11,856	7,302	61.6%
Asian Alone	103,406	73,832	71.4%
Pacific Islander Alone	560	277	49.5%
Other Race Alone	128,746	76,782	59.6%
Two or More Races	142,228	93,022	65.4%
Hispanic Origin	278,701	173,805	62.4%

Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	2,152,569	1,567,740	72.8%
1-Person	557,993	333,329	59.7%
2-Person	682,009	532,247	78.0%
3-Person	340,676	255,467	75.0%
4-Person	315,663	250,564	79.4%
5-Person	156,015	121,370	77.8%
6-Person	64,063	48,239	75.3%
7+ Person	36,148	26,523	73.4%

2024 Housing Affordability

Housing Affordability Index	104
Percent of Income for Mortgage	20.2%

Data Note: Persons of Hispanic Origin may be of any race.

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