



Market Profile

Rt. 6 East, LaSalle, IL 61301
 Drive Times: 60, 75, 90 minute radii

Latitude: 41.3482
 Longitude: -89.0592

	60 minute	75 minute	90 minute
Population Summary			
2000 Total Population	696,374	2,118,926	4,761,803
2010 Total Population	854,596	2,519,100	5,206,344
2017 Total Population	868,746	2,567,477	5,292,112
2017 Group Quarters	23,407	49,626	97,829
2022 Total Population	885,202	2,606,317	5,354,348
2017-2022 Annual Rate	0.38%	0.30%	0.23%
2017 Total Daytime Population	774,458	2,359,879	5,118,404
Workers	338,329	1,072,549	2,395,169
Residents	436,129	1,287,330	2,723,235
Household Summary			
2000 Households	255,582	766,600	1,742,858
2000 Average Household Size	2.62	2.69	2.67
2010 Households	310,567	912,091	1,919,469
2010 Average Household Size	2.68	2.71	2.66
2017 Households	315,053	928,446	1,948,837
2017 Average Household Size	2.68	2.71	2.67
2022 Households	320,223	941,081	1,969,707
2022 Average Household Size	2.69	2.72	2.67
2017-2022 Annual Rate	0.33%	0.27%	0.21%
2010 Families	217,379	648,690	1,336,735
2010 Average Family Size	3.19	3.22	3.21
2017 Families	218,458	654,292	1,344,267
2017 Average Family Size	3.21	3.24	3.23
2022 Families	221,363	660,846	1,353,422
2022 Average Family Size	3.23	3.25	3.24
2017-2022 Annual Rate	0.26%	0.20%	0.14%
Housing Unit Summary			
2000 Housing Units	271,328	806,120	1,827,888
Owner Occupied Housing Units	69.4%	72.4%	71.3%
Renter Occupied Housing Units	24.8%	22.7%	24.0%
Vacant Housing Units	5.8%	4.9%	4.7%
2010 Housing Units	335,468	975,598	2,061,238
Owner Occupied Housing Units	69.6%	71.5%	69.2%
Renter Occupied Housing Units	23.0%	22.0%	23.9%
Vacant Housing Units	7.4%	6.5%	6.9%
2017 Housing Units	343,148	998,131	2,104,438
Owner Occupied Housing Units	66.9%	69.1%	66.7%
Renter Occupied Housing Units	24.9%	24.0%	25.9%
Vacant Housing Units	8.2%	7.0%	7.4%
2022 Housing Units	354,131	1,024,795	2,149,181
Owner Occupied Housing Units	65.8%	68.1%	65.9%
Renter Occupied Housing Units	24.6%	23.7%	25.7%
Vacant Housing Units	9.6%	8.2%	8.4%
Median Household Income			
2017	\$61,242	\$67,772	\$63,690
2022	\$67,792	\$75,896	\$70,556
Median Home Value			
2017	\$172,740	\$194,355	\$193,229
2022	\$190,726	\$221,712	\$220,717
Per Capita Income			
2017	\$28,797	\$32,784	\$32,404
2022	\$32,689	\$36,881	\$36,295
Median Age			
2010	35.5	36.4	37.2
2017	36.8	37.6	38.4
2022	37.0	38.2	39.1

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	315,053	928,444	1,948,825
<\$15,000	8.9%	8.0%	8.8%
\$15,000 - \$24,999	9.1%	8.3%	8.9%
\$25,000 - \$34,999	9.0%	8.2%	8.6%
\$35,000 - \$49,999	12.8%	11.9%	12.4%
\$50,000 - \$74,999	18.8%	17.5%	17.9%
\$75,000 - \$99,999	14.6%	13.9%	13.6%
\$100,000 - \$149,999	17.0%	17.8%	16.5%
\$150,000 - \$199,999	6.1%	7.8%	7.0%
\$200,000+	3.7%	6.6%	6.4%
Average Household Income	\$77,985	\$89,487	\$86,772
2022 Households by Income			
Household Income Base	320,223	941,079	1,969,695
<\$15,000	8.9%	8.1%	9.1%
\$15,000 - \$24,999	8.5%	7.9%	8.5%
\$25,000 - \$34,999	8.3%	7.6%	7.9%
\$35,000 - \$49,999	11.6%	10.7%	11.1%
\$50,000 - \$74,999	16.3%	15.0%	15.4%
\$75,000 - \$99,999	14.3%	13.5%	13.4%
\$100,000 - \$149,999	19.5%	20.0%	18.8%
\$150,000 - \$199,999	7.8%	9.2%	8.3%
\$200,000+	4.8%	7.9%	7.6%
Average Household Income	\$88,960	\$100,980	\$97,459
2017 Owner Occupied Housing Units by Value			
Total	229,481	689,346	1,403,125
<\$50,000	5.3%	4.4%	4.7%
\$50,000 - \$99,999	14.9%	13.1%	13.6%
\$100,000 - \$149,999	20.0%	16.8%	16.9%
\$150,000 - \$199,999	21.6%	17.6%	17.1%
\$200,000 - \$249,999	15.4%	13.8%	13.6%
\$250,000 - \$299,999	9.8%	10.2%	9.8%
\$300,000 - \$399,999	8.1%	12.3%	11.6%
\$400,000 - \$499,999	2.4%	5.4%	5.2%
\$500,000 - \$749,999	1.5%	4.4%	4.7%
\$750,000 - \$999,999	0.4%	1.1%	1.4%
\$1,000,000 +	0.6%	0.9%	1.4%
Average Home Value	\$196,390	\$237,100	\$242,552
2022 Owner Occupied Housing Units by Value			
Total	233,076	697,919	1,416,709
<\$50,000	3.3%	2.7%	3.0%
\$50,000 - \$99,999	11.7%	10.4%	10.8%
\$100,000 - \$149,999	18.4%	15.2%	15.3%
\$150,000 - \$199,999	20.4%	16.1%	15.6%
\$200,000 - \$249,999	15.4%	12.8%	12.7%
\$250,000 - \$299,999	11.3%	10.7%	10.3%
\$300,000 - \$399,999	11.0%	14.8%	14.0%
\$400,000 - \$499,999	3.7%	7.3%	7.1%
\$500,000 - \$749,999	3.0%	6.5%	6.8%
\$750,000 - \$999,999	0.9%	1.8%	2.1%
\$1,000,000 +	1.1%	1.6%	2.2%
Average Home Value	\$228,580	\$275,235	\$282,147

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	854,594	2,519,105	5,206,343
0 - 4	7.0%	6.8%	6.6%
5 - 9	7.4%	7.4%	7.1%
10 - 14	7.3%	7.6%	7.3%
15 - 24	14.5%	13.8%	13.6%
25 - 34	13.1%	12.6%	12.5%
35 - 44	13.9%	14.1%	13.5%
45 - 54	14.1%	15.0%	15.0%
55 - 64	10.7%	11.3%	11.7%
65 - 74	6.3%	6.3%	6.7%
75 - 84	3.9%	3.6%	4.1%
85 +	1.8%	1.6%	1.8%
18 +	73.9%	73.6%	74.4%
2017 Population by Age			
Total	868,746	2,567,477	5,292,114
0 - 4	6.5%	6.3%	6.1%
5 - 9	6.7%	6.7%	6.5%
10 - 14	6.9%	7.1%	6.9%
15 - 24	14.2%	13.6%	13.2%
25 - 34	13.3%	12.9%	12.9%
35 - 44	13.1%	13.1%	12.7%
45 - 54	13.0%	13.5%	13.3%
55 - 64	12.1%	12.7%	13.1%
65 - 74	8.2%	8.4%	8.9%
75 - 84	4.0%	3.9%	4.3%
85 +	1.9%	1.8%	2.1%
18 +	75.9%	75.9%	76.5%
2022 Population by Age			
Total	885,203	2,606,316	5,354,350
0 - 4	6.5%	6.3%	6.1%
5 - 9	6.6%	6.5%	6.3%
10 - 14	6.9%	6.9%	6.7%
15 - 24	13.5%	12.8%	12.4%
25 - 34	13.7%	13.1%	13.0%
35 - 44	13.3%	13.5%	13.2%
45 - 54	11.9%	12.4%	12.3%
55 - 64	11.8%	12.4%	12.7%
65 - 74	9.2%	9.6%	10.1%
75 - 84	4.6%	4.7%	5.1%
85 +	1.9%	1.8%	2.1%
18 +	76.0%	76.4%	77.0%
2010 Population by Sex			
Males	424,796	1,242,974	2,541,124
Females	429,800	1,276,126	2,665,220
2017 Population by Sex			
Males	432,999	1,268,380	2,586,884
Females	435,747	1,299,096	2,705,229
2022 Population by Sex			
Males	441,806	1,289,316	2,622,930
Females	443,396	1,317,001	2,731,418

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	854,596	2,519,100	5,206,343
White Alone	84.3%	80.5%	74.7%
Black Alone	6.7%	7.9%	14.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	3.8%	3.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.0%	5.2%	5.1%
Two or More Races	2.0%	2.2%	2.2%
Hispanic Origin	13.3%	13.3%	13.0%
Diversity Index	45.0	49.5	55.2
2017 Population by Race/Ethnicity			
Total	868,746	2,567,477	5,292,112
White Alone	81.7%	78.1%	72.9%
Black Alone	7.6%	8.4%	14.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.1%	4.8%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.8%	5.8%	5.8%
Two or More Races	2.4%	2.6%	2.6%
Hispanic Origin	15.5%	14.9%	14.7%
Diversity Index	50.2	53.8	58.6
2022 Population by Race/Ethnicity			
Total	885,202	2,606,318	5,354,349
White Alone	79.7%	76.2%	71.4%
Black Alone	8.3%	8.8%	14.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.5%	5.5%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.5%	6.4%	6.4%
Two or More Races	2.6%	2.8%	2.9%
Hispanic Origin	17.5%	16.5%	16.3%
Diversity Index	54.2	57.2	61.3
2010 Population by Relationship and Household Type			
Total	854,596	2,519,100	5,206,344
In Households	97.3%	98.0%	98.1%
In Family Households	83.4%	85.0%	84.5%
Householder	25.4%	25.8%	25.7%
Spouse	19.8%	20.2%	19.2%
Child	33.0%	33.6%	33.8%
Other relative	3.0%	3.4%	3.8%
Nonrelative	2.2%	2.0%	2.1%
In Nonfamily Households	13.9%	13.0%	13.7%
In Group Quarters	2.7%	2.0%	1.9%
Institutionalized Population	1.5%	1.0%	1.0%
Noninstitutionalized Population	1.2%	0.9%	0.9%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	570,137	1,703,682	3,559,661
Less than 9th Grade	4.1%	4.0%	4.0%
9th - 12th Grade, No Diploma	5.7%	5.3%	5.5%
High School Graduate	27.8%	23.6%	23.9%
GED/Alternative Credential	4.3%	3.8%	3.6%
Some College, No Degree	23.7%	21.9%	22.2%
Associate Degree	9.6%	9.0%	8.9%
Bachelor's Degree	16.5%	20.6%	20.0%
Graduate/Professional Degree	8.3%	11.9%	11.8%
2017 Population 15+ by Marital Status			
Total	693,373	2,052,234	4,258,129
Never Married	32.6%	31.6%	33.1%
Married	51.5%	53.4%	50.9%
Widowed	5.5%	5.2%	5.8%
Divorced	10.3%	9.8%	10.1%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.1%	95.0%	94.5%
Civilian Unemployed (Unemployment Rate)	4.9%	5.0%	5.5%
2017 Employed Population 16+ by Industry			
Total	433,167	1,290,912	2,600,604
Agriculture/Mining	2.1%	1.2%	0.9%
Construction	6.4%	5.7%	5.7%
Manufacturing	13.3%	13.2%	13.0%
Wholesale Trade	3.2%	3.2%	3.1%
Retail Trade	12.3%	11.4%	11.0%
Transportation/Utilities	7.1%	6.4%	6.5%
Information	1.2%	1.4%	1.5%
Finance/Insurance/Real Estate	5.8%	7.7%	7.5%
Services	45.1%	46.7%	47.2%
Public Administration	3.6%	3.2%	3.5%
2017 Employed Population 16+ by Occupation			
Total	433,166	1,290,914	2,600,602
White Collar	55.9%	61.5%	61.3%
Management/Business/Financial	12.6%	14.9%	14.6%
Professional	18.8%	21.7%	21.4%
Sales	10.3%	11.0%	10.9%
Administrative Support	14.2%	13.9%	14.4%
Services	18.0%	16.1%	16.7%
Blue Collar	26.1%	22.3%	22.0%
Farming/Forestry/Fishing	0.7%	0.4%	0.3%
Construction/Extraction	5.0%	4.3%	4.3%
Installation/Maintenance/Repair	4.0%	3.2%	3.2%
Production	7.6%	6.9%	6.8%
Transportation/Material Moving	8.8%	7.4%	7.4%
2010 Population By Urban/ Rural Status			
Total Population	854,596	2,519,100	5,206,344
Population Inside Urbanized Area	57.5%	76.8%	84.8%
Population Inside Urbanized Cluster	21.6%	10.8%	6.3%
Rural Population	20.9%	12.4%	9.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	310,567	912,090	1,919,470
Households with 1 Person	24.0%	23.4%	25.1%
Households with 2+ People	76.0%	76.6%	74.9%
Family Households	70.0%	71.1%	69.6%
Husband-wife Families	54.6%	55.9%	52.1%
With Related Children	26.0%	27.0%	24.4%
Other Family (No Spouse Present)	15.4%	15.2%	17.5%
Other Family with Male Householder	4.7%	4.4%	4.7%
With Related Children	2.9%	2.6%	2.6%
Other Family with Female Householder	10.7%	10.8%	12.8%
With Related Children	7.3%	7.2%	8.3%
Nonfamily Households	6.0%	5.4%	5.2%
All Households with Children	36.6%	37.2%	35.7%
Multigenerational Households	3.7%	3.9%	4.4%
Unmarried Partner Households	6.6%	6.1%	6.0%
Male-female	6.1%	5.5%	5.5%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	310,568	912,091	1,919,470
1 Person Household	24.0%	23.4%	25.1%
2 Person Household	32.3%	31.7%	31.5%
3 Person Household	16.0%	16.3%	16.2%
4 Person Household	15.2%	15.8%	14.8%
5 Person Household	7.8%	7.9%	7.5%
6 Person Household	3.0%	3.0%	2.9%
7 + Person Household	1.8%	1.8%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	310,567	912,091	1,919,469
Owner Occupied	75.2%	76.5%	74.3%
Owned with a Mortgage/Loan	54.8%	57.8%	54.7%
Owned Free and Clear	20.4%	18.7%	19.6%
Renter Occupied	24.8%	23.5%	25.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	335,468	975,598	2,061,238
Housing Units Inside Urbanized Area	53.3%	74.6%	83.8%
Housing Units Inside Urbanized Cluster	24.4%	12.1%	6.8%
Rural Housing Units	22.3%	13.3%	9.3%

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.

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Top 3 Tapestry Segments			
1.	Up and Coming Families	Soccer Moms (4A)	Savvy Suburbanites (1D)
2.	Salt of the Earth (6B)	Savvy Suburbanites (1D)	Family Foundations (12A)
3.	Green Acres (6A)	Green Acres (6A)	Rustbelt Traditions (5D)
2017 Consumer Spending			
Apparel & Services: Total \$	\$653,747,340	\$2,218,581,950	\$4,495,062,083
Average Spent	\$2,075.04	\$2,389.56	\$2,306.54
Spending Potential Index	96	111	107
Education: Total \$	\$429,589,065	\$1,503,977,236	\$3,092,248,989
Average Spent	\$1,363.55	\$1,619.89	\$1,586.72
Spending Potential Index	94	111	109
Entertainment/Recreation: Total \$	\$960,079,354	\$3,214,460,045	\$6,524,845,855
Average Spent	\$3,047.36	\$3,462.19	\$3,348.07
Spending Potential Index	98	111	107
Food at Home: Total \$	\$1,551,651,525	\$5,138,156,956	\$10,434,468,128
Average Spent	\$4,925.05	\$5,534.15	\$5,354.20
Spending Potential Index	98	110	106
Food Away from Home: Total \$	\$1,021,328,955	\$3,429,302,688	\$6,933,921,169
Average Spent	\$3,241.77	\$3,693.59	\$3,557.98
Spending Potential Index	97	111	107
Health Care: Total \$	\$1,742,357,490	\$5,761,198,605	\$11,737,151,852
Average Spent	\$5,530.36	\$6,205.21	\$6,022.64
Spending Potential Index	99	111	108
HH Furnishings & Equipment: Total \$	\$603,423,060	\$2,021,300,138	\$4,086,241,377
Average Spent	\$1,915.31	\$2,177.08	\$2,096.76
Spending Potential Index	99	112	108
Personal Care Products & Services: Total \$	\$242,465,395	\$819,550,027	\$1,665,592,850
Average Spent	\$769.60	\$882.71	\$854.66
Spending Potential Index	97	111	107
Shelter: Total \$	\$4,843,624,361	\$16,476,377,775	\$33,800,356,401
Average Spent	\$15,374.00	\$17,746.19	\$17,343.86
Spending Potential Index	95	109	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$715,726,440	\$2,416,273,694	\$4,929,816,397
Average Spent	\$2,271.77	\$2,602.49	\$2,529.62
Spending Potential Index	97	111	108
Travel: Total \$	\$623,829,434	\$2,144,778,666	\$4,370,324,195
Average Spent	\$1,980.08	\$2,310.07	\$2,242.53
Spending Potential Index	96	111	108
Vehicle Maintenance & Repairs: Total \$	\$332,268,809	\$1,103,559,882	\$2,240,742,138
Average Spent	\$1,054.64	\$1,188.61	\$1,149.78
Spending Potential Index	98	111	107

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.