

	30 mile	60 mile	75 mile
Population Summary			
2010 Total Population	177,411	2,283,914	5,722,396
2020 Total Population	169,876	2,290,099	5,743,032
2020 Group Quarters	3,553	47,034	91,385
2024 Total Population	166,106	2,281,282	5,647,976
2024 Group Quarters	3,541	47,055	91,709
2029 Total Population	162,470	2,264,275	5,554,093
2024-2029 Annual Rate	-0.44%	-0.15%	-0.33%
2024 Total Daytime Population	153,722	2,163,148	5,531,499
Workers	67,815	1,047,545	2,753,486
Residents	85,907	1,115,603	2,778,013
Household Summary			
2010 Households	71,160	821,709	2,092,555
2010 Average Household Size	2.44	2.71	2.69
2020 Total Households	70,612	851,802	2,152,569
2020 Average Household Size	2.36	2.63	2.63
2024 Households	70,057	864,317	2,160,091
2024 Average Household Size	2.32	2.58	2.57
2029 Households	70,080	880,527	2,181,421
2029 Average Household Size	2.27	2.52	2.50
2024-2029 Annual Rate	0.01%	0.37%	0.20%
2010 Families	47,759	582,892	1,469,541
2010 Average Family Size	2.97	3.23	3.23
2024 Families	43,518	585,756	1,452,019
2024 Average Family Size	2.91	3.16	3.17
2029 Families	43,233	594,160	1,459,446
2029 Average Family Size	2.85	3.08	3.10
2024-2029 Annual Rate	-0.13%	0.29%	0.10%
Housing Unit Summary			
2000 Housing Units	74,027	726,442	1,982,212
Owner Occupied Housing Units	70.5%	71.2%	72.2%
Renter Occupied Housing Units	22.1%	23.7%	23.5%
Vacant Housing Units	7.4%	5.1%	4.3%
2010 Housing Units	78,836	879,771	2,238,430
Owner Occupied Housing Units	68.5%	70.6%	70.3%
Renter Occupied Housing Units	21.8%	22.8%	23.2%
Vacant Housing Units	9.7%	6.6%	6.5%
2020 Housing Units	78,447	909,157	2,291,091
Owner Occupied Housing Units	66.9%	69.0%	68.4%
Renter Occupied Housing Units	23.1%	24.7%	25.5%
Vacant Housing Units	10.0%	6.3%	6.0%
2024 Housing Units	78,660	927,883	2,314,663
Owner Occupied Housing Units	67.4%	69.8%	69.2%
Renter Occupied Housing Units	21.7%	23.4%	24.1%
Vacant Housing Units	10.9%	6.9%	6.7%
2029 Housing Units	78,732	944,499	2,340,667
Owner Occupied Housing Units	68.6%	71.2%	70.6%
Renter Occupied Housing Units	20.4%	22.0%	22.6%
Vacant Housing Units	11.0%	6.8%	6.8%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	30 mile	60 mile	75 mile
2024 Households by Income			
Household Income Base	70,057	864,316	2,160,088
<\$15,000	8.7%	6.5%	6.8%
\$15,000 - \$24,999	8.6%	5.0%	5.0%
\$25,000 - \$34,999	8.1%	5.6%	6.0%
\$35,000 - \$49,999	11.3%	8.7%	9.1%
\$50,000 - \$74,999	15.9%	15.4%	15.5%
\$75,000 - \$99,999	15.0%	13.3%	13.4%
\$100,000 - \$149,999	18.7%	20.2%	19.7%
\$150,000 - \$199,999	7.6%	11.9%	11.4%
\$200,000+	6.0%	13.3%	13.1%
Average Household Income	\$90,036	\$120,240	\$118,986
2029 Households by Income			
Household Income Base	70,080	880,526	2,181,418
<\$15,000	7.8%	5.7%	5.9%
\$15,000 - \$24,999	7.1%	3.8%	3.8%
\$25,000 - \$34,999	6.8%	4.7%	5.0%
\$35,000 - \$49,999	10.2%	7.5%	7.8%
\$50,000 - \$74,999	14.1%	14.0%	14.1%
\$75,000 - \$99,999	15.9%	13.1%	13.1%
\$100,000 - \$149,999	21.4%	21.7%	21.3%
\$150,000 - \$199,999	9.7%	14.3%	13.8%
\$200,000+	6.9%	15.4%	15.4%
Average Household Income	\$101,916	\$135,799	\$135,438
2024 Owner Occupied Housing Units by Value			
Total	53,008	647,302	1,602,778
<\$50,000	5.0%	3.1%	3.6%
\$50,000 - \$99,999	15.6%	5.8%	5.3%
\$100,000 - \$149,999	18.7%	8.8%	7.8%
\$150,000 - \$199,999	19.9%	12.0%	10.9%
\$200,000 - \$249,999	13.3%	13.1%	13.4%
\$250,000 - \$299,999	8.6%	13.0%	14.0%
\$300,000 - \$399,999	11.1%	20.5%	21.4%
\$400,000 - \$499,999	4.1%	12.0%	11.1%
\$500,000 - \$749,999	2.5%	9.1%	9.0%
\$750,000 - \$999,999	0.6%	1.7%	2.2%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.4%	0.3%	0.4%
Average Home Value	\$213,719	\$313,012	\$324,703
2029 Owner Occupied Housing Units by Value			
Total	54,047	672,499	1,651,522
<\$50,000	4.7%	2.5%	2.8%
\$50,000 - \$99,999	14.1%	4.5%	3.9%
\$100,000 - \$149,999	17.0%	6.4%	5.5%
\$150,000 - \$199,999	18.3%	9.3%	8.2%
\$200,000 - \$249,999	14.2%	11.9%	11.9%
\$250,000 - \$299,999	9.4%	13.6%	14.5%
\$300,000 - \$399,999	13.3%	23.7%	24.9%
\$400,000 - \$499,999	4.9%	14.4%	13.5%
\$500,000 - \$749,999	2.9%	10.9%	10.8%
\$750,000 - \$999,999	0.7%	1.9%	2.6%
\$1,000,000 - \$1,499,999	0.1%	0.5%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.5%	0.3%	0.4%
Average Home Value	\$227,816	\$338,742	\$352,882

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

Interstates 39 & 80

Rings: 30, 60, 75 mile radii

Latitude: 41.3482
Longitude: -89.0592

	30 mile	60 mile	75 mile
Median Household Income			
2024	\$69,422	\$89,719	\$87,580
2029	\$79,735	\$101,900	\$100,709
Median Home Value			
2024	\$176,747	\$277,375	\$282,375
2029	\$188,855	\$307,443	\$313,078
Per Capita Income			
2024	\$37,984	\$45,616	\$45,572
2029	\$43,969	\$52,869	\$53,261
Median Age			
2010	41.7	35.8	37.1
2020	43.4	38.8	39.7
2024	43.5	39.4	40.3
2029	44.6	40.2	41.2
2020 Population by Age			
Total	169,876	2,290,099	5,743,032
0 - 4	5.3%	5.7%	5.6%
5 - 9	5.6%	6.4%	6.2%
10 - 14	6.2%	7.1%	6.9%
15 - 24	11.5%	13.9%	13.1%
25 - 34	11.4%	11.8%	12.0%
35 - 44	11.8%	13.1%	12.9%
45 - 54	12.2%	13.2%	13.1%
55 - 64	15.5%	13.1%	13.6%
65 - 74	11.7%	9.2%	9.8%
75 - 84	6.2%	4.5%	4.8%
85 +	2.6%	1.8%	2.0%
18 +	78.9%	76.2%	77.0%
2024 Population by Age			
Total	166,107	2,281,282	5,647,976
0 - 4	5.3%	5.6%	5.5%
5 - 9	5.6%	6.2%	6.1%
10 - 14	5.8%	6.6%	6.3%
15 - 24	11.5%	13.8%	13.0%
25 - 34	11.5%	12.1%	12.2%
35 - 44	12.1%	13.3%	13.2%
45 - 54	11.7%	12.9%	12.8%
55 - 64	14.3%	12.5%	12.8%
65 - 74	12.6%	9.8%	10.4%
75 - 84	6.9%	5.2%	5.6%
85 +	2.7%	1.9%	2.1%
18 +	79.7%	77.5%	78.2%
2029 Population by Age			
Total	162,470	2,264,274	5,554,091
0 - 4	5.2%	5.6%	5.4%
5 - 9	5.1%	5.7%	5.6%
10 - 14	5.6%	6.2%	6.1%
15 - 24	10.6%	12.8%	12.0%
25 - 34	11.9%	13.0%	12.8%
35 - 44	12.1%	12.9%	13.0%
45 - 54	12.0%	12.8%	12.7%
55 - 64	12.5%	11.9%	12.0%
65 - 74	13.5%	10.6%	11.2%
75 - 84	8.4%	6.3%	6.8%
85 +	3.1%	2.2%	2.4%
18 +	80.7%	78.8%	79.3%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	30 mile	60 mile	75 mile
2020 Population by Sex			
Males	85,242	1,132,370	2,821,144
Females	84,634	1,157,729	2,921,888
2024 Population by Sex			
Males	84,612	1,145,983	2,819,476
Females	81,494	1,135,299	2,828,500
2029 Population by Sex			
Males	82,218	1,130,249	2,755,498
Females	80,252	1,134,026	2,798,595
2010 Population by Race/Ethnicity			
Total	177,410	2,283,912	5,722,395
White Alone	93.9%	81.1%	77.9%
Black Alone	1.4%	7.1%	8.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.6%	4.0%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	5.3%	6.1%
Two or More Races	1.4%	2.2%	2.2%
Hispanic Origin	7.3%	13.7%	15.4%
Diversity Index	23.6	49.0	54.1
2020 Population by Race/Ethnicity			
Total	169,876	2,290,099	5,743,032
White Alone	87.1%	70.4%	66.1%
Black Alone	1.8%	7.5%	9.3%
American Indian Alone	0.4%	0.6%	0.7%
Asian Alone	0.8%	5.4%	5.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.3%	7.0%	8.5%
Two or More Races	6.6%	9.1%	9.5%
Hispanic Origin	9.4%	16.1%	18.7%
Diversity Index	36.6	62.3	67.6
2024 Population by Race/Ethnicity			
Total	166,106	2,281,281	5,647,976
White Alone	86.0%	68.4%	64.4%
Black Alone	2.0%	7.9%	9.5%
American Indian Alone	0.4%	0.6%	0.7%
Asian Alone	0.8%	5.9%	6.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	7.5%	9.1%
Two or More Races	7.1%	9.7%	10.0%
Hispanic Origin	10.3%	17.3%	19.8%
Diversity Index	39.2	64.8	69.6
2029 Population by Race/Ethnicity			
Total	162,470	2,264,275	5,554,094
White Alone	84.8%	66.5%	62.5%
Black Alone	2.1%	8.0%	9.6%
American Indian Alone	0.5%	0.6%	0.8%
Asian Alone	0.9%	6.4%	6.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.0%	8.0%	9.7%
Two or More Races	7.8%	10.3%	10.7%
Hispanic Origin	11.3%	18.5%	21.2%
Diversity Index	41.8	67.1	71.7

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	30 mile	60 mile	75 mile
2020 Population by Relationship and Household Type			
Total	169,876	2,290,099	5,743,032
In Households	97.9%	97.9%	98.4%
Householder	41.5%	37.2%	37.5%
Opposite-Sex Spouse	19.7%	19.5%	19.1%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	3.1%	2.3%	2.2%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	25.2%	29.5%	29.5%
Adopted Child	0.5%	0.6%	0.6%
Stepchild	1.4%	1.1%	1.0%
Grandchild	1.9%	1.8%	2.0%
Brother or Sister	0.7%	0.9%	1.1%
Parent	0.6%	1.0%	1.3%
Parent-in-law	0.1%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.4%
Other Relatives	0.7%	0.9%	1.1%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	1.9%	2.1%	2.0%
In Group Quarters	2.1%	2.1%	1.6%
Institutionalized	1.8%	1.1%	0.9%
Noninstitutionalized	0.2%	0.9%	0.7%
2024 Population 25+ by Educational Attainment			
Total	119,394	1,545,520	3,902,031
Less than 9th Grade	2.2%	3.3%	3.8%
9th - 12th Grade, No Diploma	5.5%	4.0%	4.2%
High School Graduate	31.1%	22.2%	22.6%
GED/Alternative Credential	6.1%	3.9%	3.8%
Some College, No Degree	22.3%	18.6%	18.4%
Associate Degree	12.6%	10.0%	9.7%
Bachelor's Degree	13.5%	23.7%	23.3%
Graduate/Professional Degree	6.7%	14.4%	14.1%
2024 Population 15+ by Marital Status			
Total	138,434	1,860,825	4,635,147
Never Married	29.2%	32.7%	32.9%
Married	52.6%	53.0%	52.6%
Widowed	7.1%	5.3%	5.7%
Divorced	11.1%	9.0%	8.8%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	83,588	1,230,369	3,044,674
Population 16+ Employed	95.2%	95.4%	95.3%
Population 16+ Unemployment rate	4.8%	4.6%	4.7%
Population 16-24 Employed	13.7%	14.7%	13.6%
Population 16-24 Unemployment rate	10.7%	10.7%	10.5%
Population 25-54 Employed	59.5%	62.1%	62.0%
Population 25-54 Unemployment rate	3.5%	3.5%	3.7%
Population 55-64 Employed	18.7%	16.7%	17.2%
Population 55-64 Unemployment rate	4.9%	3.4%	3.7%
Population 65+ Employed	8.1%	6.5%	7.1%
Population 65+ Unemployment rate	3.7%	3.5%	4.3%

	30 mile	60 mile	75 mile
2024 Employed Population 16+ by Industry			
Total	79,568	1,173,559	2,900,771
Agriculture/Mining	3.8%	1.2%	0.8%
Construction	6.4%	5.9%	6.0%
Manufacturing	16.2%	12.9%	13.1%
Wholesale Trade	2.7%	2.5%	2.5%
Retail Trade	13.2%	11.1%	10.8%
Transportation/Utilities	8.5%	7.5%	7.6%
Information	1.1%	1.5%	1.7%
Finance/Insurance/Real Estate	4.2%	7.2%	7.5%
Services	40.0%	46.9%	46.7%
Public Administration	3.9%	3.4%	3.3%
2024 Employed Population 16+ by Occupation			
Total	79,566	1,173,559	2,900,771
White Collar	48.6%	62.3%	62.5%
Management/Business/Financial	13.3%	18.6%	18.8%
Professional	18.0%	24.9%	24.4%
Sales	7.5%	8.8%	8.8%
Administrative Support	9.8%	10.0%	10.5%
Services	17.6%	15.0%	14.7%
Blue Collar	33.8%	22.7%	22.8%
Farming/Forestry/Fishing	0.8%	0.3%	0.2%
Construction/Extraction	5.4%	4.4%	4.4%
Installation/Maintenance/Repair	4.1%	2.8%	2.8%
Production	8.7%	5.8%	6.2%
Transportation/Material Moving	14.8%	9.4%	9.2%
2020 Households by Type			
Total	70,612	851,802	2,152,569
Married Couple Households	47.6%	52.9%	51.2%
With Own Children <18	15.1%	21.9%	20.6%
Without Own Children <18	32.5%	30.9%	30.6%
Cohabiting Couple Households	7.7%	6.5%	6.2%
With Own Children <18	3.1%	2.4%	2.3%
Without Own Children <18	4.7%	4.1%	3.9%
Male Householder, No Spouse/Partner	19.7%	16.6%	16.9%
Living Alone	14.9%	11.6%	11.7%
65 Years and over	4.9%	3.3%	3.5%
With Own Children <18	1.5%	1.5%	1.4%
Without Own Children <18, With Relatives	2.4%	2.4%	2.7%
No Relatives Present	0.9%	1.1%	1.1%
Female Householder, No Spouse/Partner	24.9%	24.0%	25.6%
Living Alone	15.7%	13.5%	14.2%
65 Years and over	9.3%	7.1%	7.6%
With Own Children <18	4.3%	4.8%	4.9%
Without Own Children <18, With Relatives	4.4%	4.9%	5.8%
No Relatives Present	0.6%	0.8%	0.7%
2020 Households by Size			
Total	70,612	851,802	2,152,569
1 Person Household	30.5%	25.2%	25.9%
2 Person Household	35.8%	32.2%	31.7%
3 Person Household	13.9%	15.7%	15.8%
4 Person Household	11.2%	15.1%	14.7%
5 Person Household	5.3%	7.3%	7.2%
6 Person Household	2.1%	2.9%	3.0%
7 + Person Household	1.2%	1.5%	1.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

Interstates 39 & 80

Rings: 30, 60, 75 mile radii

Latitude: 41.3482
Longitude: -89.0592

	30 mile	60 mile	75 mile
2020 Households by Tenure and Mortgage Status			
Total	70,612	851,802	2,152,569
Owner Occupied	74.3%	73.6%	72.8%
Owned with a Mortgage/Loan	43.5%	52.4%	51.0%
Owned Free and Clear	30.8%	21.2%	21.9%
Renter Occupied	25.7%	26.4%	27.2%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	134	107	104
Percent of Income for Mortgage	15.9%	19.4%	20.2%
Wealth Index	81	111	111
2020 Housing Units By Urban/ Rural Status			
Total	78,447	909,157	2,291,091
Urban Housing Units	56.7%	83.3%	89.2%
Rural Housing Units	43.3%	16.7%	10.8%
2020 Population By Urban/ Rural Status			
Total	169,876	2,290,099	5,743,032
Urban Population	55.2%	84.5%	89.9%
Rural Population	44.8%	15.5%	10.1%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Interstates 39 & 80

Rings: 30, 60, 75 mile radii

Latitude: 41.3482
Longitude: -89.0592

	30 mile	60 mile	75 mile
Top 3 Tapestry Segments			
1.	Heartland Communities (6F)	Workday Drive (4A)	Savvy Suburbanites (1D)
2.	Salt of the Earth (6B)	Up and Coming Families (7A)	Workday Drive (4A)
3.	Traditional Living (12B)	Professional Pride (1B)	Parks and Rec (5C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$129,307,860	\$2,183,448,616	\$5,400,278,841
Average Spent	\$1,845.75	\$2,526.21	\$2,500.02
Spending Potential Index	77	106	105
Education: Total \$	\$92,163,006	\$1,570,768,761	\$3,909,989,981
Average Spent	\$1,315.54	\$1,817.35	\$1,810.10
Spending Potential Index	76	105	105
Entertainment/Recreation: Total \$	\$240,900,233	\$3,810,957,258	\$9,365,629,580
Average Spent	\$3,438.63	\$4,409.21	\$4,335.76
Spending Potential Index	84	108	106
Food at Home: Total \$	\$416,995,205	\$6,642,476,640	\$16,461,706,907
Average Spent	\$5,952.23	\$7,685.23	\$7,620.84
Spending Potential Index	82	105	104
Food Away from Home: Total \$	\$209,438,479	\$3,604,633,097	\$8,922,186,419
Average Spent	\$2,989.54	\$4,170.50	\$4,130.47
Spending Potential Index	77	107	106
Health Care: Total \$	\$497,551,002	\$7,328,851,391	\$17,949,537,145
Average Spent	\$7,102.09	\$8,479.36	\$8,309.62
Spending Potential Index	92	110	108
HH Furnishings & Equipment: Total \$	\$181,205,318	\$2,943,246,345	\$7,246,959,877
Average Spent	\$2,586.54	\$3,405.29	\$3,354.93
Spending Potential Index	82	108	106
Personal Care Products & Services: Total \$	\$52,151,137	\$894,271,472	\$2,232,329,156
Average Spent	\$744.41	\$1,034.66	\$1,033.44
Spending Potential Index	75	104	104
Shelter: Total \$	\$1,404,473,206	\$23,903,072,649	\$59,534,904,487
Average Spent	\$20,047.58	\$27,655.45	\$27,561.29
Spending Potential Index	75	104	103
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$206,981,614	\$3,329,522,621	\$8,142,140,695
Average Spent	\$2,954.47	\$3,852.20	\$3,769.35
Spending Potential Index	84	110	108
Travel: Total \$	\$168,273,046	\$2,779,603,134	\$6,857,408,253
Average Spent	\$2,401.94	\$3,215.95	\$3,174.59
Spending Potential Index	79	106	105
Vehicle Maintenance & Repairs: Total \$	\$88,508,617	\$1,386,334,702	\$3,407,553,608
Average Spent	\$1,263.38	\$1,603.97	\$1,577.50
Spending Potential Index	85	108	106

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 23, 2025