



Business Summary

Rte 21 & Park, Libertyville
 Dish1 Network Sales
 Rings: 1, 5, 10 mile radii

Prepared by Esri
 Latitude: 42.28270
 Longitude: -87.95362

Data for all businesses in area	1 mile		5 miles		10 miles							
Total Businesses:	740		5,241		18,728							
Total Employees:	8,821		95,083		308,886							
Total Residential Population:	9,587		118,790		554,114							
Employee/Residential Population Ratio (per 100 Residents)	92		80		56							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	15	2.0%	165	1.9%	131	2.5%	2,193	2.3%	453	2.4%	5,320	1.7%
Construction	61	8.2%	414	4.7%	333	6.4%	2,654	2.8%	1,197	6.4%	8,998	2.9%
Manufacturing	23	3.1%	346	3.9%	281	5.4%	11,558	12.2%	789	4.2%	35,773	11.6%
Transportation	8	1.1%	120	1.4%	82	1.6%	1,383	1.5%	370	2.0%	5,553	1.8%
Communication	3	0.4%	32	0.4%	32	0.6%	560	0.6%	144	0.8%	1,908	0.6%
Utility	1	0.1%	16	0.2%	13	0.2%	186	0.2%	56	0.3%	1,269	0.4%
Wholesale Trade	17	2.3%	120	1.4%	242	4.6%	20,492	21.6%	775	4.1%	37,131	12.0%
Retail Trade Summary	143	19.3%	1,513	17.2%	1,008	19.2%	16,434	17.3%	3,663	19.6%	60,231	19.5%
Home Improvement	8	1.1%	28	0.3%	58	1.1%	1,262	1.3%	200	1.1%	3,567	1.2%
General Merchandise Stores	1	0.1%	2	0.0%	32	0.6%	1,661	1.7%	127	0.7%	5,602	1.8%
Food Stores	10	1.4%	71	0.8%	95	1.8%	1,805	1.9%	384	2.1%	7,145	2.3%
Auto Dealers & Gas Stations	23	3.1%	557	6.3%	85	1.6%	2,048	2.2%	345	1.8%	5,383	1.7%
Apparel & Accessory Stores	4	0.5%	14	0.2%	57	1.1%	504	0.5%	235	1.3%	2,202	0.7%
Furniture & Home Furnishings	16	2.2%	68	0.8%	84	1.6%	1,700	1.8%	297	1.6%	3,976	1.3%
Eating & Drinking Places	48	6.5%	584	6.6%	337	6.4%	5,094	5.4%	1,176	6.3%	17,263	5.6%
Miscellaneous Retail	33	4.5%	189	2.1%	261	5.0%	2,360	2.5%	898	4.8%	15,094	4.9%
Finance, Insurance, Real Estate Summary	55	7.4%	881	10.0%	432	8.2%	6,996	7.4%	1,665	8.9%	26,208	8.5%
Banks, Savings & Lending Institutions	11	1.5%	177	2.0%	84	1.6%	926	1.0%	336	1.8%	3,540	1.1%
Securities Brokers	7	0.9%	19	0.2%	82	1.6%	427	0.4%	322	1.7%	2,508	0.8%
Insurance Carriers & Agents	12	1.6%	58	0.7%	108	2.1%	4,184	4.4%	371	2.0%	9,963	3.2%
Real Estate, Holding, Other Investment Offices	25	3.4%	627	7.1%	158	3.0%	1,459	1.5%	635	3.4%	10,197	3.3%
Services Summary	351	47.4%	5,035	57.1%	2,241	42.8%	29,936	31.5%	8,011	42.8%	114,267	37.0%
Hotels & Lodging	1	0.1%	13	0.1%	32	0.6%	823	0.9%	100	0.5%	3,130	1.0%
Automotive Services	28	3.8%	149	1.7%	142	2.7%	1,279	1.3%	469	2.5%	3,128	1.0%
Movies & Amusements	14	1.9%	369	4.2%	154	2.9%	2,001	2.1%	552	2.9%	9,936	3.2%
Health Services	98	13.2%	2,394	27.1%	491	9.4%	9,081	9.6%	1,517	8.1%	23,525	7.6%
Legal Services	24	3.2%	115	1.3%	115	2.2%	557	0.6%	425	2.3%	2,076	0.7%
Education Institutions & Libraries	19	2.6%	934	10.6%	108	2.1%	5,139	5.4%	480	2.6%	28,835	9.3%
Other Services	167	22.6%	1,061	12.0%	1,198	22.9%	11,056	11.6%	4,470	23.9%	43,638	14.1%
Government	16	2.2%	163	1.8%	99	1.9%	2,356	2.5%	392	2.1%	10,229	3.3%
Unclassified Establishments	46	6.2%	17	0.2%	349	6.7%	335	0.4%	1,214	6.5%	1,997	0.6%
Totals	740	100.0%	8,821	100.0%	5,241	100.0%	95,083	100.0%	18,728	100.0%	308,886	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	0	0.0%	12	0.2%	54	0.1%	38	0.2%	231	0.1%
Mining	0	0.0%	0	0.0%	7	0.1%	52	0.1%	10	0.1%	72	0.0%
Utilities	1	0.1%	16	0.2%	3	0.1%	35	0.0%	16	0.1%	578	0.2%
Construction	64	8.6%	425	4.8%	358	6.8%	2,861	3.0%	1,319	7.0%	10,076	3.3%
Manufacturing	26	3.5%	393	4.5%	293	5.6%	11,655	12.3%	848	4.5%	35,486	11.5%
Wholesale Trade	16	2.2%	101	1.1%	241	4.6%	20,446	21.5%	760	4.1%	36,921	12.0%
Retail Trade	89	12.0%	888	10.1%	639	12.2%	11,090	11.7%	2,353	12.6%	41,886	13.6%
Motor Vehicle & Parts Dealers	18	2.4%	536	6.1%	63	1.2%	1,921	2.0%	264	1.4%	4,784	1.5%
Furniture & Home Furnishings Stores	6	0.8%	15	0.2%	38	0.7%	398	0.4%	152	0.8%	1,473	0.5%
Electronics & Appliance Stores	5	0.7%	24	0.3%	34	0.6%	1,267	1.3%	123	0.7%	2,423	0.8%
Building Material & Garden Equipment & Supplies Dealers	8	1.1%	28	0.3%	58	1.1%	1,262	1.3%	199	1.1%	3,564	1.2%
Food & Beverage Stores	8	1.1%	58	0.7%	78	1.5%	1,638	1.7%	321	1.7%	6,421	2.1%
Health & Personal Care Stores	5	0.7%	61	0.7%	78	1.5%	737	0.8%	241	1.3%	8,635	2.8%
Gasoline Stations & Fuel Dealers	6	0.8%	21	0.2%	23	0.4%	139	0.1%	86	0.5%	651	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	6	0.8%	31	0.4%	74	1.4%	601	0.6%	298	1.6%	2,578	0.8%
Sporting Goods, Hobby, Book, & Music Stores	17	2.3%	89	1.0%	128	2.4%	1,221	1.3%	413	2.2%	4,583	1.5%
General Merchandise Stores	9	1.2%	24	0.3%	64	1.2%	1,906	2.0%	256	1.4%	6,775	2.2%
Transportation & Warehousing	8	1.1%	109	1.2%	64	1.2%	1,275	1.3%	286	1.5%	5,086	1.6%
Information	11	1.5%	192	2.2%	92	1.8%	1,329	1.4%	372	2.0%	6,772	2.2%
Finance & Insurance	31	4.2%	254	2.9%	276	5.3%	5,559	5.8%	1,046	5.6%	16,166	5.2%
Central Bank/Credit Intermediation & Related Activities	9	1.2%	170	1.9%	80	1.5%	901	0.9%	324	1.7%	3,314	1.1%
Securities & Commodity Contracts	9	1.2%	26	0.3%	87	1.7%	460	0.5%	347	1.9%	2,865	0.9%
Funds, Trusts & Other Financial Vehicles	12	1.6%	58	0.7%	109	2.1%	4,198	4.4%	374	2.0%	9,987	3.2%
Real Estate, Rental & Leasing	29	3.9%	644	7.3%	176	3.4%	1,496	1.6%	680	3.6%	7,492	2.4%
Professional, Scientific & Tech Services	69	9.3%	317	3.6%	589	11.2%	4,953	5.2%	2,031	10.8%	18,631	6.0%
Legal Services	26	3.5%	118	1.3%	123	2.3%	628	0.7%	450	2.4%	2,201	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	7	0.1%	50	0.1%	32	0.2%	3,477	1.1%
Administrative, Support & Waste Management Services	20	2.7%	178	2.0%	213	4.1%	3,497	3.7%	800	4.3%	8,861	2.9%
Educational Services	24	3.2%	905	10.3%	141	2.7%	5,204	5.5%	589	3.1%	28,865	9.3%
Health Care & Social Assistance	110	14.9%	2,553	28.9%	584	11.1%	10,388	10.9%	1,885	10.1%	29,406	9.5%
Arts, Entertainment & Recreation	16	2.2%	359	4.1%	130	2.5%	1,810	1.9%	473	2.5%	9,447	3.1%
Accommodation & Food Services	51	6.9%	623	7.1%	386	7.4%	6,099	6.4%	1,334	7.1%	20,978	6.8%
Accommodation	1	0.1%	13	0.1%	32	0.6%	823	0.9%	100	0.5%	3,130	1.0%
Food Services & Drinking Places	51	6.9%	611	6.9%	354	6.8%	5,276	5.5%	1,235	6.6%	17,848	5.8%
Other Services (except Public Administration)	113	15.3%	683	7.7%	583	11.1%	4,478	4.7%	2,249	12.0%	16,065	5.2%
Automotive Repair & Maintenance	25	3.4%	129	1.5%	121	2.3%	1,189	1.3%	391	2.1%	2,557	0.8%
Public Administration	16	2.2%	163	1.8%	99	1.9%	2,443	2.6%	393	2.1%	10,420	3.4%
Unclassified Establishments	46	6.2%	17	0.2%	348	6.6%	310	0.3%	1,212	6.5%	1,970	0.6%
Total	740	100.0%	8,821	100.0%	5,241	100.0%	95,083	100.0%	18,728	100.0%	308,886	100.0%

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Population Summary			
2010 Total Population	9,314	116,627	545,101
2020 Total Population	9,572	119,390	554,444
2020 Group Quarters	22	1,892	19,173
2023 Total Population	9,587	118,790	554,114
2023 Group Quarters	22	1,888	19,163
2028 Total Population	9,473	118,160	548,536
2023-2028 Annual Rate	-0.24%	-0.11%	-0.20%
2023 Total Daytime Population	12,965	154,531	589,963
Workers	8,542	97,261	322,626
Residents	4,423	57,270	267,337
Household Summary			
2010 Households	3,746	42,410	185,272
2010 Average Household Size	2.48	2.71	2.84
2020 Total Households	3,793	44,543	194,764
2020 Average Household Size	2.52	2.64	2.75
2023 Households	3,826	44,923	196,793
2023 Average Household Size	2.50	2.60	2.72
2028 Households	3,835	45,478	198,076
2028 Average Household Size	2.46	2.56	2.67
2023-2028 Annual Rate	0.05%	0.25%	0.13%
2010 Families	2,558	30,832	136,730
2010 Average Family Size	3.08	3.23	3.33
2023 Families	2,510	31,594	140,837
2023 Average Family Size	3.19	3.16	3.25
2028 Families	2,507	31,820	141,338
2028 Average Family Size	3.15	3.11	3.20
2023-2028 Annual Rate	-0.02%	0.14%	0.07%
Housing Unit Summary			
2000 Housing Units	3,892	40,881	178,033
Owner Occupied Housing Units	75.2%	74.2%	73.3%
Renter Occupied Housing Units	21.8%	22.4%	23.1%
Vacant Housing Units	3.0%	3.4%	3.6%
2010 Housing Units	3,999	44,776	198,123
Owner Occupied Housing Units	68.9%	71.9%	69.9%
Renter Occupied Housing Units	24.8%	22.8%	23.6%
Vacant Housing Units	6.3%	5.3%	6.5%
2020 Housing Units	4,075	47,310	205,778
Owner Occupied Housing Units	68.2%	67.2%	66.7%
Renter Occupied Housing Units	24.8%	26.9%	27.9%
Vacant Housing Units	6.4%	5.9%	5.4%
2023 Housing Units	4,120	47,800	208,271
Owner Occupied Housing Units	73.2%	69.5%	68.6%
Renter Occupied Housing Units	19.7%	24.5%	25.9%
Vacant Housing Units	7.1%	6.0%	5.5%
2028 Housing Units	4,145	48,098	209,430
Owner Occupied Housing Units	74.0%	70.4%	69.5%
Renter Occupied Housing Units	18.5%	24.1%	25.1%
Vacant Housing Units	7.5%	5.4%	5.4%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 25, 2024



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2023 Households by Income			
Household Income Base	3,826	44,923	196,789
<\$15,000	4.6%	4.8%	5.9%
\$15,000 - \$24,999	3.7%	3.2%	5.0%
\$25,000 - \$34,999	3.6%	4.4%	5.4%
\$35,000 - \$49,999	6.3%	6.1%	7.6%
\$50,000 - \$74,999	8.8%	13.0%	13.8%
\$75,000 - \$99,999	8.6%	12.6%	12.3%
\$100,000 - \$149,999	17.1%	19.3%	18.5%
\$150,000 - \$199,999	12.2%	11.6%	10.9%
\$200,000+	35.1%	24.9%	20.6%
Average Household Income	\$192,063	\$163,340	\$148,926
2028 Households by Income			
Household Income Base	3,835	45,478	198,072
<\$15,000	3.9%	4.2%	5.2%
\$15,000 - \$24,999	2.7%	2.4%	3.9%
\$25,000 - \$34,999	2.8%	3.6%	4.5%
\$35,000 - \$49,999	5.0%	5.1%	6.5%
\$50,000 - \$74,999	8.3%	11.8%	12.9%
\$75,000 - \$99,999	8.2%	12.1%	11.8%
\$100,000 - \$149,999	16.4%	19.9%	19.3%
\$150,000 - \$199,999	13.3%	13.2%	12.5%
\$200,000+	39.4%	27.8%	23.3%
Average Household Income	\$215,153	\$181,988	\$166,756
2023 Owner Occupied Housing Units by Value			
Total	3,015	33,199	142,854
<\$50,000	0.4%	1.2%	2.7%
\$50,000 - \$99,999	0.1%	0.2%	1.6%
\$100,000 - \$149,999	0.7%	2.5%	5.5%
\$150,000 - \$199,999	2.3%	8.9%	12.7%
\$200,000 - \$249,999	2.0%	13.9%	12.4%
\$250,000 - \$299,999	6.4%	8.7%	9.0%
\$300,000 - \$399,999	29.6%	25.9%	21.4%
\$400,000 - \$499,999	21.6%	15.0%	12.1%
\$500,000 - \$749,999	20.7%	15.2%	14.2%
\$750,000 - \$999,999	11.7%	5.4%	4.9%
\$1,000,000 - \$1,499,999	2.9%	1.9%	1.8%
\$1,500,000 - \$1,999,999	0.2%	0.5%	0.8%
\$2,000,000 +	1.7%	0.8%	0.9%
Average Home Value	\$535,913	\$424,658	\$403,048
2028 Owner Occupied Housing Units by Value			
Total	3,068	33,870	145,602
<\$50,000	0.0%	0.2%	1.3%
\$50,000 - \$99,999	0.0%	0.0%	0.7%
\$100,000 - \$149,999	0.1%	0.6%	2.5%
\$150,000 - \$199,999	0.7%	4.3%	8.3%
\$200,000 - \$249,999	1.1%	12.7%	11.7%
\$250,000 - \$299,999	5.0%	9.4%	10.2%
\$300,000 - \$399,999	30.2%	30.2%	26.4%
\$400,000 - \$499,999	23.5%	17.1%	14.0%
\$500,000 - \$749,999	22.2%	16.6%	15.8%
\$750,000 - \$999,999	11.9%	5.4%	4.9%
\$1,000,000 - \$1,499,999	2.7%	1.8%	1.7%
\$1,500,000 - \$1,999,999	0.3%	0.5%	1.0%
\$2,000,000 +	2.3%	1.2%	1.3%
Average Home Value	\$562,207	\$455,660	\$439,202

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Median Household Income			
2023	\$139,571	\$111,100	\$100,053
2028	\$158,152	\$122,411	\$109,533
Median Home Value			
2023	\$440,107	\$356,750	\$329,176
2028	\$454,785	\$375,523	\$357,472
Per Capita Income			
2023	\$74,482	\$61,391	\$53,292
2028	\$84,667	\$69,633	\$60,627
Median Age			
2010	41.0	38.1	35.8
2020	42.0	40.8	38.7
2023	43.3	40.1	38.0
2028	43.9	40.8	38.8
2020 Population by Age			
Total	9,572	119,390	554,444
0 - 4	4.6%	5.2%	5.4%
5 - 9	6.5%	6.3%	6.4%
10 - 14	8.0%	7.1%	7.3%
15 - 24	13.3%	12.5%	14.9%
25 - 34	9.2%	11.3%	11.2%
35 - 44	12.2%	13.0%	12.9%
45 - 54	16.1%	14.1%	13.7%
55 - 64	14.6%	14.4%	13.5%
65 - 74	9.2%	9.6%	8.8%
75 - 84	4.8%	4.4%	4.1%
85 +	1.5%	2.0%	1.8%
18 +	75.1%	76.8%	76.2%
2023 Population by Age			
Total	9,586	118,788	554,116
0 - 4	4.8%	5.5%	5.8%
5 - 9	6.1%	6.3%	6.5%
10 - 14	7.2%	7.1%	7.1%
15 - 24	12.5%	12.2%	14.0%
25 - 34	9.8%	12.3%	12.7%
35 - 44	11.7%	13.3%	12.9%
45 - 54	14.2%	13.3%	12.6%
55 - 64	15.3%	13.9%	13.0%
65 - 74	11.0%	10.1%	9.4%
75 - 84	5.6%	4.4%	4.3%
85 +	1.7%	1.7%	1.6%
18 +	77.3%	76.8%	76.1%
2028 Population by Age			
Total	9,471	118,161	548,534
0 - 4	4.8%	5.6%	5.9%
5 - 9	6.0%	6.0%	6.3%
10 - 14	6.7%	6.5%	6.7%
15 - 24	10.3%	11.3%	13.1%
25 - 34	12.0%	12.6%	12.7%
35 - 44	11.8%	13.8%	13.6%
45 - 54	12.3%	12.8%	12.2%
55 - 64	14.4%	12.5%	11.8%
65 - 74	12.5%	11.2%	10.3%
75 - 84	7.1%	5.8%	5.5%
85 +	2.3%	2.0%	1.9%
18 +	78.7%	77.8%	77.1%
2020 Population by Sex			

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Males	4,668	58,726	275,800
Females	4,904	60,664	278,644
2023 Population by Sex			
Males	4,711	58,715	278,038
Females	4,876	60,075	276,076
2028 Population by Sex			
Males	4,640	58,249	274,546
Females	4,833	59,910	273,989
2010 Population by Race/Ethnicity			
Total	9,314	116,627	545,102
White Alone	90.9%	77.1%	72.4%
Black Alone	1.5%	3.0%	6.9%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	4.0%	10.6%	7.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.3%	6.5%	9.9%
Two or More Races	2.1%	2.4%	2.6%
Hispanic Origin	4.3%	14.8%	22.5%
Diversity Index	24.0	54.2	64.5
2020 Population by Race/Ethnicity			
Total	9,572	119,390	554,444
White Alone	85.0%	65.3%	57.6%
Black Alone	1.4%	3.2%	6.6%
American Indian Alone	0.1%	0.7%	1.1%
Asian Alone	4.4%	13.6%	10.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.2%	8.0%	13.5%
Two or More Races	6.8%	9.2%	10.9%
Hispanic Origin	6.7%	17.1%	26.2%
Diversity Index	36.2	67.0	76.9
2023 Population by Race/Ethnicity			
Total	9,587	118,790	554,114
White Alone	83.9%	63.8%	56.3%
Black Alone	1.5%	3.3%	6.6%
American Indian Alone	0.1%	0.7%	1.1%
Asian Alone	4.7%	14.0%	10.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	8.5%	14.0%
Two or More Races	7.4%	9.7%	11.2%
Hispanic Origin	7.3%	18.1%	27.1%
Diversity Index	38.4	68.7	77.9
2028 Population by Race/Ethnicity			
Total	9,472	118,160	548,535
White Alone	81.9%	60.8%	53.7%
Black Alone	1.6%	3.4%	6.6%
American Indian Alone	0.1%	0.7%	1.2%
Asian Alone	5.2%	14.9%	11.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.8%	9.5%	15.1%
Two or More Races	8.4%	10.6%	12.0%
Hispanic Origin	8.2%	19.6%	28.4%
Diversity Index	42.2	71.7	79.7

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 25, 2024



Market Profile

Rte 21 & Park, Libertyville
 Dish1 Network Sales
 Rings: 1, 5, 10 mile radii

Prepared by Esri
 Latitude: 42.28270
 Longitude: -87.95362

	1 mile	5 miles	10 miles
2020 Population by Relationship and Household Type			
Total	9,572	119,390	554,444
In Households	99.8%	98.4%	96.5%
Householder	39.0%	37.2%	35.1%
Opposite-Sex Spouse	22.4%	21.7%	19.5%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	1.4%	1.6%	1.8%
Same-Sex Unmarried Partner	0.0%	0.1%	0.1%
Biological Child	32.1%	30.2%	30.7%
Adopted Child	0.7%	0.5%	0.5%
Stepchild	0.8%	0.8%	0.9%
Grandchild	0.5%	1.0%	1.5%
Brother or Sister	0.4%	0.8%	1.1%
Parent	0.5%	1.2%	1.4%
Parent-in-law	0.2%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.4%
Other Relatives	0.3%	0.9%	1.2%
Foster Child	0.0%	0.0%	0.1%
Other Nonrelatives	1.2%	1.7%	1.8%
In Group Quarters	0.2%	1.6%	3.5%
Institutionalized	0.0%	0.6%	0.8%
Noninstitutionalized	0.2%	1.0%	2.7%
2023 Population 25+ by Educational Attainment			
Total	6,662	81,936	368,368
Less than 9th Grade	0.7%	2.6%	4.8%
9th - 12th Grade, No Diploma	1.6%	2.5%	4.0%
High School Graduate	5.4%	12.9%	16.3%
GED/Alternative Credential	1.3%	1.8%	2.7%
Some College, No Degree	12.1%	13.5%	14.7%
Associate Degree	4.8%	7.3%	6.8%
Bachelor's Degree	42.2%	34.3%	29.4%
Graduate/Professional Degree	31.9%	25.0%	21.5%
2023 Population 15+ by Marital Status			
Total	7,859	96,412	445,987
Never Married	27.6%	29.8%	32.6%
Married	59.4%	58.1%	55.2%
Widowed	5.0%	4.8%	4.4%
Divorced	8.0%	7.3%	7.7%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,408	63,876	291,533
Population 16+ Employed	96.8%	96.8%	95.7%
Population 16+ Unemployment rate	3.2%	3.2%	4.3%
Population 16-24 Employed	13.2%	12.5%	13.2%
Population 16-24 Unemployment rate	7.1%	7.1%	9.6%
Population 25-54 Employed	55.7%	60.7%	60.9%
Population 25-54 Unemployment rate	2.7%	2.4%	3.5%
Population 55-64 Employed	20.8%	19.3%	18.4%
Population 55-64 Unemployment rate	3.1%	3.2%	3.5%
Population 65+ Employed	10.3%	7.5%	7.5%
Population 65+ Unemployment rate	0.7%	3.2%	3.6%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Employed Population 16+ by Industry			
Total	5,236	61,809	278,871
Agriculture/Mining	0.2%	0.4%	0.3%
Construction	2.9%	3.7%	4.4%
Manufacturing	21.6%	17.0%	15.9%
Wholesale Trade	3.8%	3.6%	3.3%
Retail Trade	7.6%	10.3%	11.1%
Transportation/Utilities	3.8%	3.0%	4.6%
Information	1.8%	1.3%	1.5%
Finance/Insurance/Real Estate	8.5%	8.2%	8.6%
Services	46.1%	49.3%	47.6%
Public Administration	3.7%	3.2%	2.7%
2023 Employed Population 16+ by Occupation			
Total	5,237	61,810	278,870
White Collar	83.5%	75.5%	68.8%
Management/Business/Financial	34.5%	25.1%	22.1%
Professional	31.7%	32.5%	28.0%
Sales	8.2%	9.7%	9.3%
Administrative Support	9.2%	8.1%	9.3%
Services	9.2%	11.9%	13.8%
Blue Collar	7.3%	12.7%	17.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.8%	2.0%	2.7%
Installation/Maintenance/Repair	1.0%	1.9%	2.2%
Production	1.7%	4.1%	5.5%
Transportation/Material Moving	3.8%	4.6%	6.9%
2020 Households by Type			
Total	3,793	44,543	194,764
Married Couple Households	58.0%	58.6%	55.9%
With Own Children <18	26.5%	25.6%	24.8%
Without Own Children <18	31.5%	32.9%	31.1%
Cohabiting Couple Households	3.6%	4.4%	5.3%
With Own Children <18	0.7%	1.3%	2.1%
Without Own Children <18	2.9%	3.1%	3.2%
Male Householder, No Spouse/Partner	15.2%	14.7%	15.1%
Living Alone	11.1%	10.0%	10.0%
65 Years and over	3.2%	2.9%	3.0%
With Own Children <18	1.5%	1.4%	1.4%
Without Own Children <18, With Relatives	2.0%	2.3%	2.6%
No Relatives Present	0.6%	0.9%	1.0%
Female Householder, No Spouse/Partner	23.3%	22.4%	23.7%
Living Alone	15.1%	13.7%	13.1%
65 Years and over	7.6%	7.1%	6.9%
With Own Children <18	3.7%	3.7%	4.9%
Without Own Children <18, With Relatives	3.9%	4.4%	5.1%
No Relatives Present	0.5%	0.7%	0.6%
2020 Households by Size			
Total	3,793	44,543	194,764
1 Person Household	26.2%	23.7%	23.1%
2 Person Household	31.2%	31.7%	30.0%
3 Person Household	16.2%	16.9%	16.9%
4 Person Household	17.2%	17.0%	17.4%
5 Person Household	6.7%	7.0%	7.9%
6 Person Household	1.8%	2.4%	3.0%
7 + Person Household	0.7%	1.2%	1.7%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Households by Tenure and Mortgage Status			
Total	3,793	44,543	194,764
Owner Occupied	73.3%	71.4%	70.5%
Owned with a Mortgage/Loan	52.5%	51.4%	50.3%
Owned Free and Clear	20.8%	20.0%	20.2%
Renter Occupied	26.7%	28.6%	29.5%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	108	104	99
Percent of Income for Mortgage	18.9%	19.3%	19.8%
Wealth Index	239	194	172
2020 Housing Units By Urban/ Rural Status			
Total	4,075	47,310	205,778
Urban Housing Units	100.0%	98.6%	99.3%
Rural Housing Units	0.0%	1.4%	0.7%
2020 Population By Urban/ Rural Status			
Total	9,572	119,390	554,444
Urban Population	100.0%	98.7%	99.3%
Rural Population	0.0%	1.3%	0.7%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Professional Pride (1B)	Professional Pride (1B)
2.	Urban Chic (2A)	Savvy Suburbanites (1D)	Top Tier (1A)
3.	Golden Years (9B)	Workday Drive (4A)	Savvy Suburbanites (1D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$14,424,419	\$147,831,346	\$597,586,895
Average Spent	\$3,770.10	\$3,290.77	\$3,036.63
Spending Potential Index	171	150	138
Education: Total \$	\$14,287,502	\$133,784,943	\$528,315,056
Average Spent	\$3,734.32	\$2,978.09	\$2,684.62
Spending Potential Index	208	166	150
Entertainment/Recreation: Total \$	\$25,241,045	\$251,959,391	\$1,005,660,838
Average Spent	\$6,597.24	\$5,608.69	\$5,110.25
Spending Potential Index	174	148	135
Food at Home: Total \$	\$44,100,829	\$444,849,532	\$1,800,026,803
Average Spent	\$11,526.62	\$9,902.49	\$9,146.80
Spending Potential Index	169	146	134
Food Away from Home: Total \$	\$24,153,153	\$250,376,883	\$1,011,784,018
Average Spent	\$6,312.90	\$5,573.47	\$5,141.36
Spending Potential Index	170	150	138
Health Care: Total \$	\$47,619,809	\$471,739,603	\$1,888,316,046
Average Spent	\$12,446.37	\$10,501.07	\$9,595.44
Spending Potential Index	169	143	130
HH Furnishings & Equipment: Total \$	\$19,947,968	\$200,497,684	\$800,937,863
Average Spent	\$5,213.79	\$4,463.14	\$4,069.95
Spending Potential Index	176	151	138
Personal Care Products & Services: Total \$	\$6,436,955	\$64,872,190	\$260,517,920
Average Spent	\$1,682.42	\$1,444.08	\$1,323.82
Spending Potential Index	176	151	138
Shelter: Total \$	\$168,572,034	\$1,693,370,421	\$6,819,415,243
Average Spent	\$44,059.60	\$37,694.95	\$34,652.73
Spending Potential Index	178	152	140
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,089,503	\$213,070,778	\$842,580,074
Average Spent	\$5,773.52	\$4,743.02	\$4,281.56
Spending Potential Index	185	152	137
Travel: Total \$	\$15,751,046	\$158,024,066	\$625,640,776
Average Spent	\$4,116.84	\$3,517.67	\$3,179.18
Spending Potential Index	183	156	141
Vehicle Maintenance & Repairs: Total \$	\$8,199,479	\$84,569,648	\$341,483,642
Average Spent	\$2,143.09	\$1,882.55	\$1,735.24
Spending Potential Index	164	144	132

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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