



Business Summary

1850 N US Highway 45, Libertyville, Illinois, 60048
 Drive time: 30, 45, 60 minute radii

Prepared by Esri
 Latitude: 42.30714
 Longitude: -88.00419

Data for all businesses in area		30 minutes				45 minutes				60 minutes			
Total Businesses:		39,532				102,449				193,480			
Total Employees:		612,636				1,573,228				2,875,296			
Total Residential Population:		1,090,451				2,752,567				5,639,413			
Employee/Residential Population Ratio (per 100 Residents)		56				57				51			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Agriculture & Mining	934	2.4%	10,312	1.7%	1,839	1.8%	17,384	1.1%	3,240	1.7%	28,157	1.0%	
Construction	2,845	7.2%	21,266	3.5%	7,132	7.0%	67,716	4.3%	12,247	6.3%	116,146	4.0%	
Manufacturing	1,710	4.3%	62,050	10.1%	5,163	5.0%	182,428	11.6%	8,718	4.5%	296,711	10.3%	
Transportation	874	2.2%	11,912	1.9%	3,338	3.3%	52,436	3.3%	5,713	3.0%	96,476	3.4%	
Communication	265	0.7%	2,971	0.5%	703	0.7%	7,118	0.5%	1,547	0.8%	18,582	0.6%	
Utility	127	0.3%	2,274	0.4%	259	0.3%	6,298	0.4%	460	0.2%	12,240	0.4%	
Wholesale Trade	1,540	3.9%	49,343	8.1%	4,417	4.3%	110,443	7.0%	7,371	3.8%	167,033	5.8%	
Retail Trade Summary	7,499	19.0%	118,224	19.3%	19,175	18.7%	298,749	19.0%	37,720	19.5%	587,227	20.4%	
Home Improvement	461	1.2%	6,853	1.1%	1,149	1.1%	19,197	1.2%	2,049	1.1%	79,656	2.8%	
General Merchandise Stores	250	0.6%	10,585	1.7%	689	0.7%	34,108	2.2%	1,287	0.7%	56,009	1.9%	
Food Stores	719	1.8%	15,394	2.5%	1,924	1.9%	38,433	2.4%	3,909	2.0%	73,304	2.5%	
Auto Dealers & Gas Stations	782	2.0%	12,295	2.0%	1,910	1.9%	28,564	1.8%	3,532	1.8%	50,689	1.8%	
Apparel & Accessory Stores	418	1.1%	3,792	0.6%	1,041	1.0%	10,876	0.7%	2,062	1.1%	18,804	0.7%	
Furniture & Home Furnishings	657	1.7%	8,649	1.4%	1,618	1.6%	22,706	1.4%	2,884	1.5%	37,075	1.3%	
Eating & Drinking Places	2,352	5.9%	35,339	5.8%	6,313	6.2%	94,027	6.0%	13,279	6.9%	184,134	6.4%	
Miscellaneous Retail	1,859	4.7%	25,317	4.1%	4,531	4.4%	50,838	3.2%	8,718	4.5%	87,556	3.0%	
Finance, Insurance, Real Estate Summary	3,797	9.6%	70,105	11.4%	9,451	9.2%	138,698	8.8%	18,378	9.5%	233,342	8.1%	
Banks, Savings & Lending Institutions	702	1.8%	7,768	1.3%	1,876	1.8%	24,207	1.5%	3,595	1.9%	46,323	1.6%	
Securities Brokers	795	2.0%	6,078	1.0%	1,608	1.6%	14,286	0.9%	2,916	1.5%	26,431	0.9%	
Insurance Carriers & Agents	827	2.1%	38,746	6.3%	2,169	2.1%	60,562	3.8%	3,880	2.0%	83,197	2.9%	
Real Estate, Holding, Other Investment Offices	1,473	3.7%	17,513	2.9%	3,798	3.7%	39,642	2.5%	7,986	4.1%	77,390	2.7%	
Services Summary	16,664	42.2%	243,010	39.7%	42,569	41.6%	633,001	40.2%	81,646	42.2%	1,197,448	41.6%	
Hotels & Lodging	225	0.6%	5,606	0.9%	547	0.5%	17,891	1.1%	930	0.5%	29,586	1.0%	
Automotive Services	980	2.5%	6,352	1.0%	2,592	2.5%	16,001	1.0%	4,940	2.6%	29,939	1.0%	
Movies & Amusements	1,171	3.0%	17,986	2.9%	2,674	2.6%	39,089	2.5%	5,248	2.7%	74,773	2.6%	
Health Services	3,150	8.0%	46,307	7.6%	8,422	8.2%	145,797	9.3%	15,692	8.1%	296,776	10.3%	
Legal Services	882	2.2%	4,219	0.7%	2,068	2.0%	9,866	0.6%	4,012	2.1%	22,487	0.8%	
Education Institutions & Libraries	946	2.4%	53,993	8.8%	2,343	2.3%	121,797	7.7%	4,686	2.4%	229,886	8.0%	
Other Services	9,310	23.6%	108,546	17.7%	23,924	23.4%	282,561	18.0%	46,138	23.8%	514,000	17.9%	
Government	709	1.8%	17,100	2.8%	1,733	1.7%	48,590	3.1%	3,296	1.7%	100,300	3.5%	
Unclassified Establishments	2,567	6.5%	4,069	0.7%	6,669	6.5%	10,367	0.7%	13,145	6.8%	21,634	0.8%	
Totals	39,532	100.0%	612,636	100.0%	102,449	100.0%	1,573,228	100.0%	193,480	100.0%	2,875,296	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	87	0.2%	716	0.1%	202	0.2%	1,603	0.1%	359	0.2%	2,667	0.1%
Mining	26	0.1%	231	0.0%	53	0.1%	594	0.0%	100	0.1%	921	0.0%
Utilities	31	0.1%	737	0.1%	74	0.1%	1,919	0.1%	149	0.1%	5,872	0.2%
Construction	3,105	7.9%	25,033	4.1%	7,744	7.6%	74,854	4.8%	13,360	6.9%	128,724	4.5%
Manufacturing	1,830	4.6%	61,837	10.1%	5,479	5.3%	180,967	11.5%	9,299	4.8%	295,613	10.3%
Wholesale Trade	1,498	3.8%	49,000	8.0%	4,333	4.2%	109,631	7.0%	7,244	3.7%	165,891	5.8%
Retail Trade	4,878	12.3%	80,808	13.2%	12,090	11.8%	198,148	12.6%	22,975	11.9%	390,901	13.6%
Motor Vehicle & Parts Dealers	583	1.5%	10,933	1.8%	1,370	1.3%	25,390	1.6%	2,494	1.3%	45,019	1.6%
Furniture & Home Furnishings Stores	333	0.8%	3,963	0.6%	783	0.8%	10,935	0.7%	1,420	0.7%	19,384	0.7%
Electronics & Appliance Stores	253	0.6%	4,340	0.7%	647	0.6%	10,160	0.6%	1,117	0.6%	15,091	0.5%
Building Material & Garden Equipment & Supplies Dealers	457	1.2%	6,837	1.1%	1,137	1.1%	19,113	1.2%	2,030	1.0%	79,615	2.8%
Food & Beverage Stores	613	1.6%	14,220	2.3%	1,610	1.6%	34,338	2.2%	3,395	1.8%	66,062	2.3%
Health & Personal Care Stores	468	1.2%	11,759	1.9%	1,217	1.2%	21,348	1.4%	2,332	1.2%	33,846	1.2%
Gasoline Stations & Fuel Dealers	212	0.5%	1,456	0.2%	563	0.5%	3,321	0.2%	1,076	0.6%	6,331	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	551	1.4%	4,490	0.7%	1,361	1.3%	12,640	0.8%	2,664	1.4%	21,903	0.8%
Sporting Goods, Hobby, Book, & Music Stores	884	2.2%	9,449	1.5%	2,093	2.0%	20,497	1.3%	4,144	2.1%	37,423	1.3%
General Merchandise Stores	526	1.3%	13,362	2.2%	1,310	1.3%	40,407	2.6%	2,302	1.2%	66,227	2.3%
Transportation & Warehousing	640	1.6%	10,347	1.7%	2,693	2.6%	45,854	2.9%	4,605	2.4%	84,592	2.9%
Information	761	1.9%	12,549	2.0%	2,119	2.1%	36,494	2.3%	4,268	2.2%	70,201	2.4%
Finance & Insurance	2,360	6.0%	52,867	8.6%	5,742	5.6%	100,050	6.4%	10,567	5.5%	157,952	5.5%
Central Bank/Credit Intermediation & Related Activities	685	1.7%	7,498	1.2%	1,837	1.8%	23,806	1.5%	3,514	1.8%	45,518	1.6%
Securities & Commodity Contracts	844	2.1%	6,598	1.1%	1,724	1.7%	15,539	1.0%	3,153	1.6%	28,825	1.0%
Funds, Trusts & Other Financial Vehicles	831	2.1%	38,771	6.3%	2,181	2.1%	60,705	3.9%	3,901	2.0%	83,609	2.9%
Real Estate, Rental & Leasing	1,572	4.0%	14,734	2.4%	4,146	4.0%	37,468	2.4%	8,564	4.4%	71,545	2.5%
Professional, Scientific & Tech Services	4,397	11.1%	52,821	8.6%	10,847	10.6%	125,972	8.0%	20,025	10.3%	213,972	7.4%
Legal Services	940	2.4%	4,692	0.8%	2,212	2.2%	10,995	0.7%	4,271	2.2%	24,339	0.8%
Management of Companies & Enterprises	81	0.2%	3,901	0.6%	171	0.2%	4,926	0.3%	326	0.2%	9,776	0.3%
Administrative, Support & Waste Management Services	1,622	4.1%	17,907	2.9%	3,871	3.8%	50,562	3.2%	6,957	3.6%	91,522	3.2%
Educational Services	1,177	3.0%	53,687	8.8%	2,861	2.8%	120,886	7.7%	5,612	2.9%	228,894	8.0%
Health Care & Social Assistance	3,915	9.9%	60,455	9.9%	10,408	10.2%	181,600	11.5%	19,864	10.3%	369,382	12.8%
Arts, Entertainment & Recreation	1,016	2.6%	17,985	2.9%	2,285	2.2%	38,998	2.5%	4,519	2.3%	73,060	2.5%
Accommodation & Food Services	2,682	6.8%	42,009	6.9%	7,143	7.0%	114,770	7.3%	14,730	7.6%	218,909	7.6%
Accommodation	225	0.6%	5,606	0.9%	547	0.5%	17,891	1.1%	930	0.5%	29,586	1.0%
Food Services & Drinking Places	2,457	6.2%	36,403	5.9%	6,596	6.4%	96,879	6.2%	13,800	7.1%	189,323	6.6%
Other Services (except Public Administration)	4,581	11.6%	33,702	5.5%	11,790	11.5%	88,773	5.6%	23,523	12.2%	172,713	6.0%
Automotive Repair & Maintenance	810	2.0%	5,133	0.8%	2,072	2.0%	12,540	0.8%	3,865	2.0%	23,030	0.8%
Public Administration	708	1.8%	17,271	2.8%	1,733	1.7%	48,833	3.1%	3,302	1.7%	100,663	3.5%
Unclassified Establishments	2,565	6.5%	4,042	0.7%	6,665	6.5%	10,325	0.7%	13,133	6.8%	21,524	0.7%
Total	39,532	100.0%	612,636	100.0%	102,449	100.0%	1,573,228	100.0%	193,480	100.0%	2,875,296	100.0%

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	30 minutes	45 minutes	60 minutes
Population Summary			
2010 Total Population	1,073,369	2,711,549	5,567,606
2020 Total Population	1,092,538	2,769,687	5,668,488
2020 Group Quarters	23,881	50,870	100,162
2023 Total Population	1,090,451	2,752,567	5,639,413
2023 Group Quarters	23,901	50,865	100,180
2028 Total Population	1,080,097	2,723,474	5,592,793
2023-2028 Annual Rate	-0.19%	-0.21%	-0.17%
2023 Total Daytime Population	1,157,668	2,926,938	5,605,706
Workers	635,427	1,600,720	2,901,588
Residents	522,241	1,326,218	2,704,118
Household Summary			
2010 Households	382,853	990,715	2,088,546
2010 Average Household Size	2.74	2.69	2.62
2020 Total Households	401,340	1,029,637	2,185,903
2020 Average Household Size	2.66	2.64	2.55
2023 Households	404,773	1,034,373	2,196,652
2023 Average Household Size	2.63	2.61	2.52
2028 Households	407,480	1,039,448	2,212,812
2028 Average Household Size	2.59	2.57	2.48
2023-2028 Annual Rate	0.13%	0.10%	0.15%
2010 Families	277,889	698,542	1,369,494
2010 Average Family Size	3.25	3.24	3.25
2023 Families	284,954	707,020	1,390,380
2023 Average Family Size	3.18	3.21	3.20
2028 Families	286,236	709,207	1,396,232
2028 Average Family Size	3.13	3.16	3.15
2023-2028 Annual Rate	0.09%	0.06%	0.08%
Housing Unit Summary			
2000 Housing Units	361,815	967,573	2,095,126
Owner Occupied Housing Units	74.6%	73.1%	62.5%
Renter Occupied Housing Units	21.6%	23.4%	33.1%
Vacant Housing Units	3.8%	3.4%	4.4%
2010 Housing Units	410,744	1,059,921	2,257,213
Owner Occupied Housing Units	71.4%	70.0%	61.0%
Renter Occupied Housing Units	21.8%	23.4%	31.5%
Vacant Housing Units	6.8%	6.5%	7.5%
2020 Housing Units	425,755	1,087,788	2,326,038
Owner Occupied Housing Units	68.7%	68.0%	59.4%
Renter Occupied Housing Units	25.6%	26.7%	34.6%
Vacant Housing Units	5.7%	5.3%	6.0%
2023 Housing Units	430,579	1,096,950	2,345,516
Owner Occupied Housing Units	70.4%	69.6%	62.0%
Renter Occupied Housing Units	23.6%	24.7%	31.7%
Vacant Housing Units	6.0%	5.7%	6.3%
2028 Housing Units	434,069	1,107,337	2,369,906
Owner Occupied Housing Units	71.1%	70.0%	62.5%
Renter Occupied Housing Units	22.7%	23.9%	30.9%
Vacant Housing Units	6.1%	6.1%	6.6%

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.



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2023 Households by Income			
Household Income Base	404,762	1,034,362	2,196,640
<\$15,000	5.9%	6.5%	7.9%
\$15,000 - \$24,999	5.0%	5.3%	5.8%
\$25,000 - \$34,999	5.3%	5.6%	6.2%
\$35,000 - \$49,999	7.9%	8.6%	9.2%
\$50,000 - \$74,999	14.5%	15.5%	15.6%
\$75,000 - \$99,999	12.4%	13.1%	13.0%
\$100,000 - \$149,999	19.3%	19.1%	18.2%
\$150,000 - \$199,999	11.2%	10.5%	9.9%
\$200,000+	18.7%	15.6%	14.2%
Average Household Income	\$142,910	\$130,916	\$123,424
2028 Households by Income			
Household Income Base	407,469	1,039,437	2,212,800
<\$15,000	5.1%	5.7%	6.9%
\$15,000 - \$24,999	3.8%	4.1%	4.5%
\$25,000 - \$34,999	4.4%	4.7%	5.2%
\$35,000 - \$49,999	6.7%	7.4%	8.1%
\$50,000 - \$74,999	13.5%	14.6%	14.8%
\$75,000 - \$99,999	11.9%	12.7%	12.7%
\$100,000 - \$149,999	20.2%	20.3%	19.6%
\$150,000 - \$199,999	13.0%	12.5%	11.8%
\$200,000+	21.3%	18.0%	16.5%
Average Household Income	\$160,620	\$147,703	\$139,647
2023 Owner Occupied Housing Units by Value			
Total	303,129	763,546	1,453,839
<\$50,000	2.5%	2.2%	2.2%
\$50,000 - \$99,999	1.4%	1.3%	1.6%
\$100,000 - \$149,999	5.2%	4.6%	4.6%
\$150,000 - \$199,999	12.1%	10.3%	10.0%
\$200,000 - \$249,999	12.2%	11.9%	12.2%
\$250,000 - \$299,999	11.0%	13.6%	13.9%
\$300,000 - \$399,999	21.6%	24.9%	24.0%
\$400,000 - \$499,999	12.6%	12.5%	12.6%
\$500,000 - \$749,999	14.1%	12.2%	12.3%
\$750,000 - \$999,999	4.4%	3.7%	3.8%
\$1,000,000 - \$1,499,999	1.6%	1.6%	1.7%
\$1,500,000 - \$1,999,999	0.6%	0.5%	0.6%
\$2,000,000 +	0.7%	0.6%	0.5%
Average Home Value	\$390,569	\$385,493	\$384,902
2028 Owner Occupied Housing Units by Value			
Total	308,761	775,047	1,481,312
<\$50,000	1.1%	0.9%	0.9%
\$50,000 - \$99,999	0.5%	0.4%	0.6%
\$100,000 - \$149,999	2.2%	1.9%	1.9%
\$150,000 - \$199,999	7.5%	6.1%	5.8%
\$200,000 - \$249,999	11.3%	10.4%	10.5%
\$250,000 - \$299,999	12.6%	15.0%	15.5%
\$300,000 - \$399,999	26.9%	30.5%	29.6%
\$400,000 - \$499,999	14.7%	14.6%	14.7%
\$500,000 - \$749,999	15.7%	13.5%	13.7%
\$750,000 - \$999,999	4.4%	3.6%	3.8%
\$1,000,000 - \$1,499,999	1.5%	1.5%	1.6%
\$1,500,000 - \$1,999,999	0.7%	0.6%	0.6%
\$2,000,000 +	0.9%	0.9%	0.7%
Average Home Value	\$424,389	\$415,693	\$414,639

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	\$97,905	\$89,462	\$83,678
2028	\$107,890	\$101,207	\$94,724
Median Home Value			
2023	\$325,354	\$324,627	\$323,047
2028	\$354,809	\$349,883	\$349,516
Per Capita Income			
2023	\$53,234	\$49,334	\$48,193
2028	\$60,780	\$56,514	\$55,372
Median Age			
2010	37.6	38.4	36.7
2020	40.3	40.6	38.9
2023	39.9	40.6	39.0
2028	40.7	41.5	39.9
2020 Population by Age			
Total	1,092,538	2,769,687	5,668,488
0 - 4	5.3%	5.3%	5.5%
5 - 9	6.2%	6.1%	5.9%
10 - 14	7.0%	6.7%	6.4%
15 - 24	13.5%	12.8%	12.8%
25 - 34	11.3%	11.7%	13.9%
35 - 44	12.8%	13.0%	13.6%
45 - 54	13.7%	13.4%	12.9%
55 - 64	14.2%	14.0%	13.2%
65 - 74	9.5%	9.8%	9.3%
75 - 84	4.6%	4.9%	4.5%
85 +	2.0%	2.2%	1.9%
18 +	77.1%	77.7%	78.2%
2023 Population by Age			
Total	1,090,452	2,752,567	5,639,414
0 - 4	5.5%	5.4%	5.6%
5 - 9	6.3%	6.0%	6.1%
10 - 14	6.9%	6.6%	6.4%
15 - 24	12.6%	12.1%	12.4%
25 - 34	12.3%	12.4%	13.8%
35 - 44	12.9%	13.2%	13.8%
45 - 54	12.8%	12.6%	12.2%
55 - 64	13.6%	13.4%	12.7%
65 - 74	10.1%	10.5%	9.9%
75 - 84	5.0%	5.4%	5.0%
85 +	1.9%	2.3%	2.0%
18 +	77.1%	78.0%	78.1%
2028 Population by Age			
Total	1,080,098	2,723,477	5,592,794
0 - 4	5.6%	5.5%	5.7%
5 - 9	6.1%	5.8%	5.8%
10 - 14	6.5%	6.2%	6.1%
15 - 24	11.8%	11.5%	12.0%
25 - 34	12.2%	12.0%	13.4%
35 - 44	13.7%	13.8%	14.2%
45 - 54	12.3%	12.3%	12.2%
55 - 64	12.3%	12.2%	11.6%
65 - 74	11.0%	11.3%	10.6%
75 - 84	6.3%	6.7%	6.2%
85 +	2.3%	2.6%	2.4%
18 +	77.9%	78.9%	78.9%
2020 Population by Sex			

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

1850 N US Highway 45, Libertyville, Illinois, 60048
 Drive time: 30, 45, 60 minute radii

Prepared by Esri
 Latitude: 42.30714
 Longitude: -88.00419

	30 minutes	45 minutes	60 minutes
Males	540,342	1,362,934	2,789,947
Females	552,196	1,406,753	2,878,541
2023 Population by Sex			
Males	542,898	1,361,049	2,788,628
Females	547,553	1,391,518	2,850,785
2028 Population by Sex			
Males	536,302	1,343,116	2,758,198
Females	543,795	1,380,359	2,834,594
2010 Population by Race/Ethnicity			
Total	1,073,369	2,711,549	5,567,606
White Alone	77.6%	77.7%	72.9%
Black Alone	5.2%	4.5%	8.4%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	6.9%	8.4%	7.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.4%	6.5%	8.4%
Two or More Races	2.4%	2.4%	2.7%
Hispanic Origin	17.6%	16.4%	20.2%
Diversity Index	56.3	55.2	62.6
2020 Population by Race/Ethnicity			
Total	1,092,538	2,769,687	5,668,488
White Alone	64.5%	65.2%	61.0%
Black Alone	5.2%	4.7%	8.0%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	9.1%	10.5%	8.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.3%	9.1%	10.8%
Two or More Races	9.9%	9.7%	10.4%
Hispanic Origin	21.0%	19.6%	22.6%
Diversity Index	70.1	68.8	73.4
2023 Population by Race/Ethnicity			
Total	1,090,451	2,752,567	5,639,413
White Alone	63.3%	63.9%	59.8%
Black Alone	5.3%	4.7%	8.1%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	9.4%	10.9%	9.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	10.8%	9.6%	11.3%
Two or More Races	10.3%	10.1%	10.8%
Hispanic Origin	21.9%	20.5%	23.6%
Diversity Index	71.4	70.3	74.6
2028 Population by Race/Ethnicity			
Total	1,080,096	2,723,475	5,592,793
White Alone	60.9%	61.6%	57.6%
Black Alone	5.3%	4.7%	8.0%
American Indian Alone	0.9%	0.8%	1.0%
Asian Alone	10.0%	11.5%	9.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	11.7%	10.4%	12.2%
Two or More Races	11.1%	10.9%	11.6%
Hispanic Origin	23.2%	21.9%	25.1%
Diversity Index	73.6	72.5	76.5

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.

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2020 Population by Relationship and Household Type			
Total	1,092,538	2,769,687	5,668,488
In Households	97.8%	98.2%	98.2%
Householder	36.7%	37.2%	38.6%
Opposite-Sex Spouse	20.2%	19.8%	18.1%
Same-Sex Spouse	0.1%	0.1%	0.2%
Opposite-Sex Unmarried Partner	2.0%	2.0%	2.4%
Same-Sex Unmarried Partner	0.1%	0.1%	0.2%
Biological Child	29.9%	29.5%	28.3%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	0.9%	0.8%	0.8%
Grandchild	1.5%	1.6%	1.8%
Brother or Sister	1.0%	1.1%	1.3%
Parent	1.3%	1.5%	1.5%
Parent-in-law	0.4%	0.4%	0.3%
Son-in-law or Daughter-in-law	0.3%	0.4%	0.4%
Other Relatives	1.1%	1.1%	1.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	1.8%	1.9%	2.7%
In Group Quarters	2.2%	1.8%	1.8%
Institutionalized	0.8%	0.9%	0.8%
Noninstitutionalized	1.4%	1.0%	0.9%
2023 Population 25+ by Educational Attainment			
Total	748,579	1,922,907	3,917,141
Less than 9th Grade	3.8%	3.9%	4.3%
9th - 12th Grade, No Diploma	3.7%	3.9%	4.3%
High School Graduate	17.5%	19.1%	19.2%
GED/Alternative Credential	2.6%	2.8%	2.9%
Some College, No Degree	15.8%	16.3%	16.0%
Associate Degree	7.7%	8.4%	8.1%
Bachelor's Degree	29.0%	27.6%	27.5%
Graduate/Professional Degree	19.8%	18.0%	17.6%
2023 Population 15+ by Marital Status			
Total	886,280	2,256,011	4,616,798
Never Married	30.3%	30.9%	35.4%
Married	56.3%	55.6%	51.4%
Widowed	4.8%	5.2%	4.9%
Divorced	8.5%	8.4%	8.3%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	591,137	1,502,447	3,110,342
Population 16+ Employed	95.5%	95.6%	95.5%
Population 16+ Unemployment rate	4.5%	4.4%	4.5%
Population 16-24 Employed	12.3%	12.1%	12.6%
Population 16-24 Unemployment rate	9.8%	9.5%	9.5%
Population 25-54 Employed	60.7%	61.1%	63.3%
Population 25-54 Unemployment rate	3.7%	3.5%	3.5%
Population 55-64 Employed	18.8%	18.4%	16.8%
Population 55-64 Unemployment rate	3.7%	3.8%	4.0%
Population 65+ Employed	8.2%	8.4%	7.4%
Population 65+ Unemployment rate	4.5%	4.2%	4.3%

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	564,349	1,436,092	2,971,614
Agriculture/Mining	0.4%	0.3%	0.4%
Construction	5.3%	5.8%	5.4%
Manufacturing	15.3%	14.0%	13.0%
Wholesale Trade	3.1%	2.7%	2.4%
Retail Trade	10.8%	10.2%	9.6%
Transportation/Utilities	5.2%	6.5%	6.5%
Information	1.6%	1.7%	1.9%
Finance/Insurance/Real Estate	8.6%	8.2%	8.2%
Services	47.0%	47.5%	49.7%
Public Administration	2.8%	3.1%	3.0%
2023 Employed Population 16+ by Occupation			
Total	564,350	1,436,093	2,971,613
White Collar	68.8%	66.4%	66.1%
Management/Business/Financial	22.5%	20.9%	20.5%
Professional	27.1%	26.5%	26.9%
Sales	9.4%	8.8%	8.5%
Administrative Support	9.7%	10.3%	10.2%
Services	13.4%	14.0%	14.5%
Blue Collar	17.8%	19.6%	19.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.3%	3.8%	3.7%
Installation/Maintenance/Repair	2.3%	2.4%	2.3%
Production	5.4%	5.9%	6.0%
Transportation/Material Moving	6.7%	7.3%	7.3%
2020 Households by Type			
Total	401,340	1,029,637	2,185,903
Married Couple Households	55.5%	53.6%	47.5%
With Own Children <18	23.3%	22.3%	19.6%
Without Own Children <18	32.2%	31.3%	27.9%
Cohabiting Couple Households	5.5%	5.5%	6.6%
With Own Children <18	2.0%	1.9%	1.9%
Without Own Children <18	3.6%	3.7%	4.7%
Male Householder, No Spouse/Partner	15.3%	16.2%	18.9%
Living Alone	10.4%	11.0%	13.1%
65 Years and over	3.2%	3.4%	3.5%
With Own Children <18	1.3%	1.3%	1.3%
Without Own Children <18, With Relatives	2.6%	2.8%	2.8%
No Relatives Present	1.0%	1.1%	1.7%
Female Householder, No Spouse/Partner	23.7%	24.6%	27.0%
Living Alone	13.6%	14.2%	15.6%
65 Years and over	7.4%	7.9%	7.4%
With Own Children <18	4.4%	4.1%	4.5%
Without Own Children <18, With Relatives	5.0%	5.5%	5.7%
No Relatives Present	0.6%	0.8%	1.2%
2020 Households by Size			
Total	401,340	1,029,637	2,185,903
1 Person Household	24.0%	25.3%	28.6%
2 Person Household	31.6%	31.3%	31.1%
3 Person Household	16.5%	16.3%	15.4%
4 Person Household	16.4%	15.7%	14.0%
5 Person Household	7.3%	7.2%	6.6%
6 Person Household	2.7%	2.8%	2.7%
7 + Person Household	1.5%	1.5%	1.6%

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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2020 Households by Tenure and Mortgage Status			
Total	401,340	1,029,637	2,185,903
Owner Occupied	72.9%	71.8%	63.2%
Owned with a Mortgage/Loan	51.7%	50.3%	45.1%
Owned Free and Clear	21.2%	21.5%	18.2%
Renter Occupied	27.1%	28.2%	36.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	99	93	89
Percent of Income for Mortgage	20.0%	21.8%	23.2%
Wealth Index	163	144	123
2020 Housing Units By Urban/ Rural Status			
Total	425,755	1,087,788	2,326,038
Urban Housing Units	97.9%	97.1%	97.7%
Rural Housing Units	2.1%	2.9%	2.3%
2020 Population By Urban/ Rural Status			
Total	1,092,538	2,769,687	5,668,488
Urban Population	97.9%	97.2%	97.7%
Rural Population	2.1%	2.8%	2.3%

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.

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)	Pleasantville (2B)	Pleasantville (2B)
2.	Top Tier (1A)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
3.	Professional Pride (1B)	Top Tier (1A)	Diverse Convergence (13A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$1,171,380,793	\$2,761,127,076	\$5,660,199,761
Average Spent	\$2,893.92	\$2,669.37	\$2,576.74
Spending Potential Index	132	121	117
Education: Total \$	\$1,036,699,314	\$2,452,263,196	\$4,896,761,453
Average Spent	\$2,561.19	\$2,370.77	\$2,229.19
Spending Potential Index	143	132	124
Entertainment/Recreation: Total \$	\$1,996,723,301	\$4,671,159,811	\$9,309,283,710
Average Spent	\$4,932.95	\$4,515.93	\$4,237.94
Spending Potential Index	130	119	112
Food at Home: Total \$	\$3,549,768,987	\$8,392,262,791	\$17,109,638,135
Average Spent	\$8,769.78	\$8,113.38	\$7,788.96
Spending Potential Index	129	119	115
Food Away from Home: Total \$	\$1,982,693,876	\$4,637,923,600	\$9,451,521,098
Average Spent	\$4,898.29	\$4,483.80	\$4,302.69
Spending Potential Index	132	120	116
Health Care: Total \$	\$3,784,611,297	\$8,845,422,753	\$17,494,984,629
Average Spent	\$9,349.96	\$8,551.48	\$7,964.39
Spending Potential Index	127	116	108
HH Furnishings & Equipment: Total \$	\$1,584,775,094	\$3,706,771,009	\$7,412,533,089
Average Spent	\$3,915.22	\$3,583.59	\$3,374.47
Spending Potential Index	132	121	114
Personal Care Products & Services: Total \$	\$514,043,071	\$1,206,420,083	\$2,438,670,938
Average Spent	\$1,269.95	\$1,166.33	\$1,110.18
Spending Potential Index	133	122	116
Shelter: Total \$	\$13,392,644,449	\$31,599,823,745	\$64,262,447,021
Average Spent	\$33,086.80	\$30,549.74	\$29,254.72
Spending Potential Index	134	123	118
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,691,194,801	\$3,898,663,251	\$7,540,090,389
Average Spent	\$4,178.13	\$3,769.11	\$3,432.54
Spending Potential Index	134	120	110
Travel: Total \$	\$1,235,682,817	\$2,867,726,711	\$5,679,640,094
Average Spent	\$3,052.78	\$2,772.43	\$2,585.59
Spending Potential Index	136	123	115
Vehicle Maintenance & Repairs: Total \$	\$676,412,486	\$1,576,823,784	\$3,173,785,727
Average Spent	\$1,671.09	\$1,524.42	\$1,444.83
Spending Potential Index	128	116	110

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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