



Business Summary

1950 Innovation Way, Libertyville, Illinois, 60048
 Drive time: 30, 45, 60 minute radii

Prepared by Esri
 Latitude: 42.28993
 Longitude: -88.00114

Data for all businesses in area		30 minutes				45 minutes				60 minutes			
Total Businesses:		38,558				101,025				186,453			
Total Employees:		598,261				1,546,573				2,777,148			
Total Residential Population:		1,053,723				2,696,590				5,419,254			
Employee/Residential Population Ratio (per 100 Residents)		57				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	901	2.3%	10,044	1.7%	1,814	1.8%	17,298	1.1%	3,183	1.7%	27,767	1.0%	
Construction	2,759	7.2%	20,709	3.5%	7,079	7.0%	68,009	4.4%	11,928	6.4%	112,597	4.1%	
Manufacturing	1,642	4.3%	58,558	9.8%	5,161	5.1%	177,841	11.5%	8,463	4.5%	288,685	10.4%	
Transportation	837	2.2%	11,627	1.9%	3,303	3.3%	52,199	3.4%	5,585	3.0%	93,709	3.4%	
Communication	257	0.7%	2,860	0.5%	690	0.7%	6,921	0.4%	1,457	0.8%	17,691	0.6%	
Utility	124	0.3%	2,248	0.4%	252	0.2%	6,037	0.4%	455	0.2%	12,473	0.4%	
Wholesale Trade	1,503	3.9%	47,681	8.0%	4,440	4.4%	109,944	7.1%	7,194	3.9%	166,716	6.0%	
Retail Trade Summary	7,294	18.9%	115,080	19.2%	18,902	18.7%	295,207	19.1%	36,118	19.4%	566,794	20.4%	
Home Improvement	448	1.2%	6,453	1.1%	1,145	1.1%	19,395	1.3%	1,998	1.1%	78,401	2.8%	
General Merchandise Stores	238	0.6%	10,223	1.7%	681	0.7%	33,938	2.2%	1,238	0.7%	54,022	1.9%	
Food Stores	702	1.8%	14,711	2.5%	1,898	1.9%	37,451	2.4%	3,732	2.0%	71,237	2.6%	
Auto Dealers & Gas Stations	752	2.0%	12,175	2.0%	1,898	1.9%	28,807	1.9%	3,388	1.8%	49,162	1.8%	
Apparel & Accessory Stores	423	1.1%	3,874	0.6%	1,032	1.0%	10,873	0.7%	1,986	1.1%	18,225	0.7%	
Furniture & Home Furnishings	643	1.7%	8,567	1.4%	1,607	1.6%	22,328	1.4%	2,768	1.5%	35,541	1.3%	
Eating & Drinking Places	2,285	5.9%	34,448	5.8%	6,186	6.1%	92,198	6.0%	12,625	6.8%	175,266	6.3%	
Miscellaneous Retail	1,803	4.7%	24,629	4.1%	4,454	4.4%	50,216	3.2%	8,383	4.5%	84,941	3.1%	
Finance, Insurance, Real Estate Summary	3,716	9.6%	70,263	11.7%	9,275	9.2%	135,648	8.8%	17,681	9.5%	227,331	8.2%	
Banks, Savings & Lending Institutions	687	1.8%	7,775	1.3%	1,850	1.8%	24,318	1.6%	3,478	1.9%	45,378	1.6%	
Securities Brokers	786	2.0%	5,966	1.0%	1,590	1.6%	12,492	0.8%	2,870	1.5%	26,420	1.0%	
Insurance Carriers & Agents	820	2.1%	39,304	6.6%	2,144	2.1%	60,392	3.9%	3,778	2.0%	80,986	2.9%	
Real Estate, Holding, Other Investment Offices	1,423	3.7%	17,219	2.9%	3,691	3.7%	38,446	2.5%	7,555	4.1%	74,546	2.7%	
Services Summary	16,313	42.3%	237,975	39.8%	41,885	41.5%	619,526	40.1%	78,736	42.2%	1,147,024	41.3%	
Hotels & Lodging	210	0.5%	5,508	0.9%	525	0.5%	17,667	1.1%	897	0.5%	28,622	1.0%	
Automotive Services	937	2.4%	6,151	1.0%	2,587	2.6%	15,860	1.0%	4,776	2.6%	29,046	1.0%	
Movies & Amusements	1,136	2.9%	17,444	2.9%	2,648	2.6%	39,055	2.5%	5,079	2.7%	72,285	2.6%	
Health Services	3,070	8.0%	43,709	7.3%	8,265	8.2%	140,035	9.1%	15,226	8.2%	277,120	10.0%	
Legal Services	892	2.3%	4,287	0.7%	2,027	2.0%	9,607	0.6%	3,878	2.1%	21,296	0.8%	
Education Institutions & Libraries	920	2.4%	53,381	8.9%	2,294	2.3%	119,522	7.7%	4,490	2.4%	222,447	8.0%	
Other Services	9,149	23.7%	107,494	18.0%	23,540	23.3%	277,780	18.0%	44,390	23.8%	496,208	17.9%	
Government	698	1.8%	17,194	2.9%	1,696	1.7%	47,744	3.1%	3,170	1.7%	95,353	3.4%	
Unclassified Establishments	2,515	6.5%	4,022	0.7%	6,529	6.5%	10,199	0.7%	12,483	6.7%	21,006	0.8%	
Totals	38,558	100.0%	598,261	100.0%	101,025	100.0%	1,546,573	100.0%	186,453	100.0%	2,777,148	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	85	0.2%	693	0.1%	191	0.2%	1,580	0.1%	343	0.2%	2,530	0.1%
Mining	25	0.1%	227	0.0%	53	0.1%	588	0.0%	98	0.1%	916	0.0%
Utilities	29	0.1%	724	0.1%	74	0.1%	1,912	0.1%	148	0.1%	6,264	0.2%
Construction	3,006	7.8%	24,282	4.1%	7,685	7.6%	75,138	4.9%	13,009	7.0%	124,616	4.5%
Manufacturing	1,757	4.6%	58,563	9.8%	5,483	5.4%	176,768	11.4%	9,026	4.8%	287,590	10.4%
Wholesale Trade	1,461	3.8%	47,338	7.9%	4,356	4.3%	109,134	7.1%	7,066	3.8%	165,603	6.0%
Retail Trade	4,744	12.3%	78,582	13.1%	11,941	11.8%	196,353	12.7%	22,067	11.8%	379,552	13.7%
Motor Vehicle & Parts Dealers	566	1.5%	10,896	1.8%	1,367	1.4%	25,718	1.7%	2,401	1.3%	43,679	1.6%
Furniture & Home Furnishings Stores	323	0.8%	3,813	0.6%	774	0.8%	10,489	0.7%	1,356	0.7%	18,328	0.7%
Electronics & Appliance Stores	250	0.6%	4,422	0.7%	641	0.6%	10,156	0.7%	1,075	0.6%	14,620	0.5%
Building Material & Garden Equipment & Supplies Dealers	445	1.2%	6,443	1.1%	1,133	1.1%	19,309	1.2%	1,979	1.1%	78,379	2.8%
Food & Beverage Stores	598	1.6%	13,543	2.3%	1,581	1.6%	33,345	2.2%	3,216	1.7%	64,168	2.3%
Health & Personal Care Stores	453	1.2%	11,480	1.9%	1,189	1.2%	21,092	1.4%	2,228	1.2%	33,000	1.2%
Gasoline Stations & Fuel Dealers	198	0.5%	1,376	0.2%	554	0.5%	3,236	0.2%	1,025	0.5%	6,145	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	560	1.5%	4,595	0.8%	1,347	1.3%	12,652	0.8%	2,572	1.4%	21,286	0.8%
Sporting Goods, Hobby, Book, & Music Stores	844	2.2%	9,096	1.5%	2,056	2.0%	20,181	1.3%	3,983	2.1%	35,998	1.3%
General Merchandise Stores	506	1.3%	12,919	2.2%	1,299	1.3%	40,175	2.6%	2,232	1.2%	63,949	2.3%
Transportation & Warehousing	619	1.6%	10,292	1.7%	2,671	2.6%	45,687	3.0%	4,498	2.4%	81,962	3.0%
Information	748	1.9%	12,095	2.0%	2,084	2.1%	35,464	2.3%	4,108	2.2%	67,987	2.4%
Finance & Insurance	2,328	6.0%	53,313	8.9%	5,672	5.6%	97,848	6.3%	10,299	5.5%	154,779	5.6%
Central Bank/Credit Intermediation & Related Activities	671	1.7%	7,508	1.3%	1,812	1.8%	23,916	1.5%	3,402	1.8%	44,602	1.6%
Securities & Commodity Contracts	833	2.2%	6,477	1.1%	1,704	1.7%	13,393	0.9%	3,098	1.7%	28,779	1.0%
Funds, Trusts & Other Financial Vehicles	824	2.1%	39,329	6.6%	2,156	2.1%	60,538	3.9%	3,798	2.0%	81,398	2.9%
Real Estate, Rental & Leasing	1,517	3.9%	14,440	2.4%	4,041	4.0%	36,576	2.4%	8,124	4.4%	68,384	2.5%
Professional, Scientific & Tech Services	4,385	11.4%	52,871	8.8%	10,726	10.6%	124,115	8.0%	19,517	10.5%	209,875	7.6%
Legal Services	952	2.5%	4,765	0.8%	2,168	2.1%	10,715	0.7%	4,125	2.2%	23,105	0.8%
Management of Companies & Enterprises	75	0.2%	3,870	0.6%	166	0.2%	4,893	0.3%	311	0.2%	9,744	0.4%
Administrative, Support & Waste Management Services	1,583	4.1%	17,583	2.9%	3,832	3.8%	50,418	3.3%	6,768	3.6%	88,408	3.2%
Educational Services	1,147	3.0%	53,100	8.9%	2,819	2.8%	118,952	7.7%	5,407	2.9%	221,494	8.0%
Health Care & Social Assistance	3,821	9.9%	57,513	9.6%	10,187	10.1%	174,771	11.3%	19,152	10.3%	345,990	12.5%
Arts, Entertainment & Recreation	980	2.5%	17,404	2.9%	2,259	2.2%	39,055	2.5%	4,353	2.3%	70,515	2.5%
Accommodation & Food Services	2,598	6.7%	41,015	6.9%	6,992	6.9%	112,705	7.3%	14,035	7.5%	208,999	7.5%
Accommodation	210	0.5%	5,508	0.9%	525	0.5%	17,667	1.1%	897	0.5%	28,622	1.0%
Food Services & Drinking Places	2,388	6.2%	35,507	5.9%	6,468	6.4%	95,038	6.1%	13,138	7.0%	180,377	6.5%
Other Services (except Public Administration)	4,440	11.5%	32,994	5.5%	11,571	11.5%	86,475	5.6%	22,479	12.1%	165,323	6.0%
Automotive Repair & Maintenance	774	2.0%	4,949	0.8%	2,076	2.1%	12,477	0.8%	3,748	2.0%	22,425	0.8%
Public Administration	697	1.8%	17,366	2.9%	1,697	1.7%	47,988	3.1%	3,176	1.7%	95,719	3.4%
Unclassified Establishments	2,513	6.5%	3,995	0.7%	6,524	6.5%	10,153	0.7%	12,471	6.7%	20,896	0.8%
Total	38,558	100.0%	598,261	100.0%	101,025	100.0%	1,546,573	100.0%	186,453	100.0%	2,777,148	100.0%

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	30 minutes	45 minutes	60 minutes
Population Summary			
2010 Total Population	1,038,087	2,660,380	5,342,288
2020 Total Population	1,056,301	2,714,594	5,445,988
2020 Group Quarters	23,050	49,370	95,675
2023 Total Population	1,053,723	2,696,590	5,419,254
2023 Group Quarters	23,070	49,388	95,665
2028 Total Population	1,042,691	2,665,925	5,372,977
2023-2028 Annual Rate	-0.21%	-0.23%	-0.17%
2023 Total Daytime Population	1,124,530	2,866,763	5,396,407
Workers	621,861	1,570,566	2,800,300
Residents	502,669	1,296,197	2,596,107
Household Summary			
2010 Households	370,294	967,416	1,993,874
2010 Average Household Size	2.74	2.70	2.63
2020 Total Households	387,850	1,004,986	2,086,815
2020 Average Household Size	2.66	2.65	2.56
2023 Households	390,906	1,009,041	2,097,279
2023 Average Household Size	2.64	2.62	2.54
2028 Households	393,144	1,013,204	2,112,258
2028 Average Household Size	2.59	2.58	2.50
2023-2028 Annual Rate	0.11%	0.08%	0.14%
2010 Families	268,328	685,873	1,323,719
2010 Average Family Size	3.25	3.24	3.25
2023 Families	274,721	693,688	1,345,035
2023 Average Family Size	3.19	3.21	3.20
2028 Families	275,685	695,306	1,350,828
2028 Average Family Size	3.14	3.17	3.16
2023-2028 Annual Rate	0.07%	0.05%	0.09%
Housing Unit Summary			
2000 Housing Units	351,134	943,681	1,990,699
Owner Occupied Housing Units	74.8%	73.9%	64.0%
Renter Occupied Housing Units	21.4%	22.8%	31.8%
Vacant Housing Units	3.7%	3.3%	4.2%
2010 Housing Units	396,833	1,033,685	2,148,694
Owner Occupied Housing Units	71.7%	70.7%	62.4%
Renter Occupied Housing Units	21.6%	22.9%	30.4%
Vacant Housing Units	6.7%	6.4%	7.2%
2020 Housing Units	411,212	1,060,517	2,215,163
Owner Occupied Housing Units	68.9%	68.5%	60.8%
Renter Occupied Housing Units	25.4%	26.2%	33.4%
Vacant Housing Units	5.7%	5.2%	5.8%
2023 Housing Units	415,565	1,068,700	2,234,436
Owner Occupied Housing Units	70.5%	70.2%	63.3%
Renter Occupied Housing Units	23.6%	24.2%	30.6%
Vacant Housing Units	5.9%	5.6%	6.1%
2028 Housing Units	418,582	1,078,346	2,257,421
Owner Occupied Housing Units	71.2%	70.6%	63.8%
Renter Occupied Housing Units	22.7%	23.4%	29.8%
Vacant Housing Units	6.1%	6.0%	6.4%

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.



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2023 Households by Income			
Household Income Base	390,895	1,009,030	2,097,267
<\$15,000	5.8%	6.4%	7.5%
\$15,000 - \$24,999	4.9%	5.2%	5.6%
\$25,000 - \$34,999	5.2%	5.5%	6.0%
\$35,000 - \$49,999	7.8%	8.5%	9.1%
\$50,000 - \$74,999	14.3%	15.5%	15.5%
\$75,000 - \$99,999	12.3%	13.1%	13.1%
\$100,000 - \$149,999	19.4%	19.3%	18.5%
\$150,000 - \$199,999	11.2%	10.6%	10.1%
\$200,000+	19.0%	15.8%	14.5%
Average Household Income	\$143,865	\$131,892	\$124,991
2028 Households by Income			
Household Income Base	393,133	1,013,193	2,112,246
<\$15,000	5.0%	5.6%	6.5%
\$15,000 - \$24,999	3.8%	4.0%	4.4%
\$25,000 - \$34,999	4.3%	4.6%	5.1%
\$35,000 - \$49,999	6.7%	7.3%	7.9%
\$50,000 - \$74,999	13.4%	14.5%	14.7%
\$75,000 - \$99,999	11.9%	12.7%	12.8%
\$100,000 - \$149,999	20.3%	20.4%	19.8%
\$150,000 - \$199,999	13.0%	12.6%	12.0%
\$200,000+	21.6%	18.3%	16.8%
Average Household Income	\$161,639	\$148,736	\$141,363
2023 Owner Occupied Housing Units by Value			
Total	293,006	750,418	1,414,372
<\$50,000	2.5%	2.2%	2.0%
\$50,000 - \$99,999	1.4%	1.2%	1.4%
\$100,000 - \$149,999	5.1%	4.6%	4.5%
\$150,000 - \$199,999	11.9%	10.4%	9.8%
\$200,000 - \$249,999	12.1%	12.1%	12.2%
\$250,000 - \$299,999	11.0%	13.6%	14.0%
\$300,000 - \$399,999	21.8%	24.8%	24.3%
\$400,000 - \$499,999	12.8%	12.5%	12.8%
\$500,000 - \$749,999	14.4%	12.2%	12.4%
\$750,000 - \$999,999	4.3%	3.7%	3.8%
\$1,000,000 - \$1,499,999	1.5%	1.7%	1.7%
\$1,500,000 - \$1,999,999	0.6%	0.5%	0.5%
\$2,000,000 +	0.6%	0.6%	0.5%
Average Home Value	\$390,467	\$385,959	\$386,630
2028 Owner Occupied Housing Units by Value			
Total	298,049	761,380	1,440,451
<\$50,000	1.1%	0.9%	0.8%
\$50,000 - \$99,999	0.5%	0.4%	0.5%
\$100,000 - \$149,999	2.1%	1.8%	1.8%
\$150,000 - \$199,999	7.4%	6.1%	5.6%
\$200,000 - \$249,999	11.1%	10.7%	10.5%
\$250,000 - \$299,999	12.6%	15.2%	15.5%
\$300,000 - \$399,999	27.1%	30.3%	29.9%
\$400,000 - \$499,999	15.0%	14.4%	14.8%
\$500,000 - \$749,999	15.9%	13.5%	13.7%
\$750,000 - \$999,999	4.3%	3.7%	3.8%
\$1,000,000 - \$1,499,999	1.4%	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	\$423,314	\$415,821	\$415,695

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	\$98,965	\$90,304	\$85,100
2028	\$108,578	\$101,848	\$96,549
Median Home Value			
2023	\$327,780	\$324,161	\$325,162
2028	\$356,062	\$349,171	\$350,659
Per Capita Income			
2023	\$53,564	\$49,485	\$48,469
2028	\$61,137	\$56,662	\$55,668
Median Age			
2010	37.7	38.3	36.9
2020	40.3	40.6	39.2
2023	39.9	40.6	39.2
2028	40.7	41.4	40.2
2020 Population by Age			
Total	1,056,301	2,714,594	5,445,988
0 - 4	5.3%	5.3%	5.5%
5 - 9	6.2%	6.1%	6.0%
10 - 14	7.0%	6.7%	6.4%
15 - 24	13.5%	12.9%	12.7%
25 - 34	11.3%	11.7%	13.6%
35 - 44	12.8%	13.0%	13.6%
45 - 54	13.7%	13.5%	13.0%
55 - 64	14.1%	14.0%	13.3%
65 - 74	9.5%	9.8%	9.4%
75 - 84	4.6%	4.9%	4.5%
85 +	2.0%	2.2%	2.0%
18 +	77.1%	77.7%	78.2%
2023 Population by Age			
Total	1,053,725	2,696,590	5,419,252
0 - 4	5.5%	5.4%	5.6%
5 - 9	6.3%	6.1%	6.1%
10 - 14	6.9%	6.6%	6.5%
15 - 24	12.6%	12.1%	12.3%
25 - 34	12.3%	12.4%	13.6%
35 - 44	13.0%	13.2%	13.8%
45 - 54	12.8%	12.6%	12.3%
55 - 64	13.6%	13.4%	12.8%
65 - 74	10.1%	10.5%	10.0%
75 - 84	5.0%	5.4%	5.0%
85 +	1.9%	2.2%	2.1%
18 +	77.1%	78.0%	78.1%
2028 Population by Age			
Total	1,042,691	2,665,925	5,372,977
0 - 4	5.6%	5.5%	5.7%
5 - 9	6.1%	5.8%	5.8%
10 - 14	6.5%	6.3%	6.1%
15 - 24	11.8%	11.5%	11.9%
25 - 34	12.1%	12.0%	13.1%
35 - 44	13.7%	13.8%	14.2%
45 - 54	12.3%	12.4%	12.3%
55 - 64	12.3%	12.2%	11.7%
65 - 74	11.0%	11.2%	10.6%
75 - 84	6.3%	6.7%	6.3%
85 +	2.3%	2.6%	2.4%
18 +	78.0%	78.8%	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

1950 Innovation Way, Libertyville, Illinois, 60048
 Drive time: 30, 45, 60 minute radii

Prepared by Esri
 Latitude: 42.28993
 Longitude: -88.00114

	30 minutes	45 minutes	60 minutes
Males	522,528	1,336,427	2,679,919
Females	533,773	1,378,167	2,766,069
2023 Population by Sex			
Males	524,811	1,334,017	2,679,468
Females	528,912	1,362,573	2,739,786
2028 Population by Sex			
Males	517,912	1,315,282	2,649,569
Females	524,779	1,350,643	2,723,407
2010 Population by Race/Ethnicity			
Total	1,038,087	2,660,379	5,342,289
White Alone	77.4%	77.6%	73.6%
Black Alone	5.2%	4.4%	7.5%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	7.0%	8.6%	7.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.6%	6.6%	8.5%
Two or More Races	2.3%	2.4%	2.7%
Hispanic Origin	17.9%	16.6%	20.3%
Diversity Index	56.7	55.5	62.1
2020 Population by Race/Ethnicity			
Total	1,056,301	2,714,594	5,445,988
White Alone	64.3%	64.9%	61.4%
Black Alone	5.1%	4.6%	7.3%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	9.3%	10.7%	9.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.5%	9.3%	10.9%
Two or More Races	9.9%	9.7%	10.4%
Hispanic Origin	21.2%	19.8%	22.7%
Diversity Index	70.4	69.1	73.1
2023 Population by Race/Ethnicity			
Total	1,053,724	2,696,590	5,419,254
White Alone	63.0%	63.6%	60.2%
Black Alone	5.2%	4.6%	7.3%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	9.7%	11.0%	9.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	10.9%	9.7%	11.4%
Two or More Races	10.3%	10.2%	10.8%
Hispanic Origin	22.1%	20.7%	23.7%
Diversity Index	71.7	70.5	74.4
2028 Population by Race/Ethnicity			
Total	1,042,690	2,665,925	5,372,976
White Alone	60.6%	61.3%	58.0%
Black Alone	5.2%	4.6%	7.3%
American Indian Alone	0.9%	0.9%	1.0%
Asian Alone	10.3%	11.7%	9.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	11.8%	10.5%	12.2%
Two or More Races	11.1%	11.0%	11.6%
Hispanic Origin	23.4%	22.1%	25.2%
Diversity Index	73.9	72.8	76.3

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	1,056,301	2,714,594	5,445,988
In Households	97.8%	98.2%	98.2%
Householder	36.7%	37.0%	38.3%
Opposite-Sex Spouse	20.3%	19.9%	18.4%
Same-Sex Spouse	0.1%	0.1%	0.2%
Opposite-Sex Unmarried Partner	1.9%	2.0%	2.3%
Same-Sex Unmarried Partner	0.1%	0.1%	0.2%
Biological Child	29.9%	29.7%	28.5%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	0.9%	0.8%	0.8%
Grandchild	1.5%	1.6%	1.7%
Brother or Sister	1.0%	1.1%	1.3%
Parent	1.3%	1.5%	1.5%
Parent-in-law	0.4%	0.4%	0.4%
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%	0.0%	0.1%
Other Nonrelatives	1.8%	1.9%	2.6%
In Group Quarters	2.2%	1.8%	1.8%
Institutionalized	0.7%	0.9%	0.8%
Noninstitutionalized	1.5%	1.0%	0.9%
2023 Population 25+ by Educational Attainment			
Total	723,427	1,882,028	3,767,683
Less than 9th Grade	3.9%	4.0%	4.3%
9th - 12th Grade, No Diploma	3.6%	3.9%	4.2%
High School Graduate	17.3%	19.1%	19.0%
GED/Alternative Credential	2.5%	2.8%	2.9%
Some College, No Degree	15.8%	16.2%	16.0%
Associate Degree	7.5%	8.4%	8.1%
Bachelor's Degree	29.4%	27.6%	27.6%
Graduate/Professional Degree	20.1%	18.1%	17.8%
2023 Population 15+ by Marital Status			
Total	856,440	2,208,352	4,435,419
Never Married	30.3%	30.8%	34.6%
Married	56.3%	55.7%	52.2%
Widowed	4.8%	5.2%	5.0%
Divorced	8.6%	8.3%	8.2%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	572,768	1,474,939	2,990,500
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%	12.5%
Population 16-24 Unemployment rate	9.7%	9.5%	9.6%
Population 25-54 Employed	60.6%	61.0%	63.0%
Population 25-54 Unemployment rate	3.6%	3.6%	3.5%
Population 55-64 Employed	18.8%	18.5%	17.0%
Population 55-64 Unemployment rate	3.9%	3.8%	4.0%
Population 65+ Employed	8.3%	8.4%	7.5%
Population 65+ Unemployment rate	4.4%	4.3%	4.4%

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	546,997	1,409,566	2,857,295
Agriculture/Mining	0.4%	0.3%	0.4%
Construction	5.2%	5.7%	5.4%
Manufacturing	15.3%	14.1%	13.0%
Wholesale Trade	3.1%	2.7%	2.4%
Retail Trade	10.7%	10.2%	9.6%
Transportation/Utilities	5.1%	6.5%	6.5%
Information	1.6%	1.8%	1.9%
Finance/Insurance/Real Estate	8.8%	8.3%	8.2%
Services	47.1%	47.4%	49.6%
Public Administration	2.8%	3.0%	3.0%
2023 Employed Population 16+ by Occupation			
Total	546,998	1,409,565	2,857,296
White Collar	69.3%	66.5%	66.3%
Management/Business/Financial	22.9%	21.0%	20.6%
Professional	27.4%	26.3%	26.9%
Sales	9.3%	8.8%	8.5%
Administrative Support	9.7%	10.3%	10.3%
Services	13.2%	13.9%	14.4%
Blue Collar	17.5%	19.5%	19.3%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.3%	3.8%	3.7%
Installation/Maintenance/Repair	2.2%	2.4%	2.3%
Production	5.3%	5.9%	5.9%
Transportation/Material Moving	6.6%	7.3%	7.3%
2020 Households by Type			
Total	387,850	1,004,986	2,086,815
Married Couple Households	55.6%	54.0%	48.6%
With Own Children <18	23.4%	22.5%	20.1%
Without Own Children <18	32.1%	31.5%	28.5%
Cohabiting Couple Households	5.5%	5.5%	6.5%
With Own Children <18	1.9%	1.9%	1.9%
Without Own Children <18	3.6%	3.6%	4.5%
Male Householder, No Spouse/Partner	15.3%	16.1%	18.4%
Living Alone	10.4%	10.9%	12.7%
65 Years and over	3.2%	3.4%	3.4%
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%	1.6%
Female Householder, No Spouse/Partner	23.6%	24.4%	26.6%
Living Alone	13.7%	14.1%	15.4%
65 Years and over	7.5%	7.8%	7.4%
With Own Children <18	4.3%	4.1%	4.4%
Without Own Children <18, With Relatives	4.9%	5.5%	5.7%
No Relatives Present	0.6%	0.7%	1.1%
2020 Households by Size			
Total	387,850	1,004,986	2,086,815
1 Person Household	24.2%	25.0%	28.0%
2 Person Household	31.5%	31.2%	31.2%
3 Person Household	16.4%	16.4%	15.6%
4 Person Household	16.4%	15.8%	14.3%
5 Person Household	7.3%	7.2%	6.7%
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	387,850	1,004,986	2,086,815
Owner Occupied	73.0%	72.3%	64.5%
Owned with a Mortgage/Loan	51.8%	50.8%	46.0%
Owned Free and Clear	21.3%	21.5%	18.5%
Renter Occupied	27.0%	27.7%	35.5%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	99	94	90
Percent of Income for Mortgage	19.9%	21.6%	23.0%
Wealth Index	165	145	127
2020 Housing Units By Urban/ Rural Status			
Total	411,212	1,060,517	2,215,163
Urban Housing Units	98.2%	97.4%	97.7%
Rural Housing Units	1.8%	2.6%	2.3%
2020 Population By Urban/ Rural Status			
Total	1,056,301	2,714,594	5,445,988
Urban Population	98.2%	97.5%	97.7%
Rural Population	1.8%	2.5%	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 \$	\$1,139,139,921	\$2,708,589,808	\$5,454,780,055
Average Spent	\$2,914.10	\$2,684.32	\$2,600.88
Spending Potential Index	133	122	118
Education: Total \$	\$1,010,348,462	\$2,406,613,302	\$4,740,704,664
Average Spent	\$2,584.63	\$2,385.05	\$2,260.41
Spending Potential Index	144	133	126
Entertainment/Recreation: Total \$	\$1,939,775,598	\$4,590,109,682	\$9,001,781,831
Average Spent	\$4,962.26	\$4,548.98	\$4,292.12
Spending Potential Index	131	120	113
Food at Home: Total \$	\$3,450,443,168	\$8,234,282,649	\$16,501,333,296
Average Spent	\$8,826.78	\$8,160.50	\$7,867.97
Spending Potential Index	130	120	116
Food Away from Home: Total \$	\$1,927,293,923	\$4,555,324,946	\$9,114,640,795
Average Spent	\$4,930.33	\$4,514.51	\$4,345.94
Spending Potential Index	132	121	117
Health Care: Total \$	\$3,674,859,335	\$8,689,689,763	\$16,909,014,351
Average Spent	\$9,400.88	\$8,611.83	\$8,062.36
Spending Potential Index	128	117	110
HH Furnishings & Equipment: Total \$	\$1,540,500,216	\$3,642,943,639	\$7,163,878,658
Average Spent	\$3,940.85	\$3,610.30	\$3,415.80
Spending Potential Index	133	122	116
Personal Care Products & Services: Total \$	\$499,714,107	\$1,185,206,364	\$2,354,048,832
Average Spent	\$1,278.35	\$1,174.59	\$1,122.43
Spending Potential Index	134	123	117
Shelter: Total \$	\$13,023,317,865	\$31,038,665,713	\$62,058,444,996
Average Spent	\$33,315.73	\$30,760.56	\$29,589.98
Spending Potential Index	134	124	119
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,642,650,679	\$3,837,571,071	\$7,314,814,173
Average Spent	\$4,202.16	\$3,803.19	\$3,487.76
Spending Potential Index	134	122	111
Travel: Total \$	\$1,200,817,542	\$2,822,300,512	\$5,499,545,816
Average Spent	\$3,071.88	\$2,797.01	\$2,622.23
Spending Potential Index	137	124	117
Vehicle Maintenance & Repairs: Total \$	\$656,586,679	\$1,549,482,445	\$3,060,901,862
Average Spent	\$1,679.65	\$1,535.60	\$1,459.46
Spending Potential Index	128	117	111

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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