



Business Summary

Rte 21 & Cook, Libertyville
 The Picnic Basket
 Rings: 1, 5, 10 mile radii

Prepared by Esri
 Latitude: 42.28764
 Longitude: -87.95450

Data for all businesses in area	1 mile		5 miles		10 miles							
Total Businesses:	761		5,410		17,923							
Total Employees:	8,930		97,196		299,241							
Total Residential Population:	8,654		121,884		539,448							
Employee/Residential Population Ratio (per 100 Residents)	103		80		55							
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%	177	2.0%	134	2.5%	2,235	2.3%	441	2.5%	5,169	1.7%
Construction	63	8.3%	436	4.9%	348	6.4%	2,743	2.8%	1,163	6.5%	8,574	2.9%
Manufacturing	23	3.0%	340	3.8%	291	5.4%	11,756	12.1%	768	4.3%	35,086	11.7%
Transportation	9	1.2%	137	1.5%	86	1.6%	1,509	1.6%	359	2.0%	5,341	1.8%
Communication	3	0.4%	36	0.4%	33	0.6%	567	0.6%	135	0.8%	1,750	0.6%
Utility	1	0.1%	20	0.2%	14	0.3%	197	0.2%	55	0.3%	1,256	0.4%
Wholesale Trade	17	2.2%	117	1.3%	250	4.6%	20,332	20.9%	748	4.2%	36,887	12.3%
Retail Trade Summary	150	19.7%	1,647	18.4%	1,042	19.3%	17,088	17.6%	3,461	19.3%	57,051	19.1%
Home Improvement	8	1.1%	47	0.5%	61	1.1%	1,297	1.3%	195	1.1%	3,394	1.1%
General Merchandise Stores	1	0.1%	2	0.0%	35	0.6%	1,800	1.9%	124	0.7%	5,560	1.9%
Food Stores	11	1.4%	131	1.5%	100	1.8%	1,941	2.0%	367	2.0%	6,786	2.3%
Auto Dealers & Gas Stations	22	2.9%	498	5.6%	88	1.6%	2,078	2.1%	326	1.8%	4,993	1.7%
Apparel & Accessory Stores	4	0.5%	15	0.2%	57	1.1%	505	0.5%	210	1.2%	1,806	0.6%
Furniture & Home Furnishings	15	2.0%	63	0.7%	88	1.6%	1,757	1.8%	282	1.6%	3,781	1.3%
Eating & Drinking Places	54	7.1%	684	7.7%	351	6.5%	5,376	5.5%	1,109	6.2%	16,245	5.4%
Miscellaneous Retail	35	4.6%	207	2.3%	263	4.9%	2,333	2.4%	848	4.7%	14,484	4.8%
Finance, Insurance, Real Estate Summary	59	7.8%	901	10.1%	444	8.2%	7,033	7.2%	1,576	8.8%	25,382	8.5%
Banks, Savings & Lending Institutions	12	1.6%	188	2.1%	88	1.6%	945	1.0%	324	1.8%	3,297	1.1%
Securities Brokers	8	1.1%	26	0.3%	83	1.5%	421	0.4%	299	1.7%	2,303	0.8%
Insurance Carriers & Agents	13	1.7%	59	0.7%	110	2.0%	4,188	4.3%	352	2.0%	9,878	3.3%
Real Estate, Holding, Other Investment Offices	25	3.3%	628	7.0%	164	3.0%	1,480	1.5%	602	3.4%	9,904	3.3%
Services Summary	351	46.1%	4,720	52.9%	2,312	42.7%	30,929	31.8%	7,678	42.8%	110,591	37.0%
Hotels & Lodging	1	0.1%	16	0.2%	37	0.7%	924	1.0%	96	0.5%	2,912	1.0%
Automotive Services	29	3.8%	154	1.7%	145	2.7%	1,267	1.3%	454	2.5%	3,034	1.0%
Movies & Amusements	15	2.0%	375	4.2%	161	3.0%	2,062	2.1%	528	2.9%	9,663	3.2%
Health Services	90	11.8%	1,936	21.7%	509	9.4%	9,250	9.5%	1,441	8.0%	22,883	7.6%
Legal Services	25	3.3%	117	1.3%	116	2.1%	557	0.6%	411	2.3%	2,036	0.7%
Education Institutions & Libraries	20	2.6%	995	11.1%	112	2.1%	5,397	5.6%	466	2.6%	28,199	9.4%
Other Services	171	22.5%	1,127	12.6%	1,231	22.8%	11,472	11.8%	4,281	23.9%	41,864	14.0%
Government	21	2.8%	378	4.2%	101	1.9%	2,396	2.5%	391	2.2%	10,196	3.4%
Unclassified Establishments	50	6.6%	19	0.2%	354	6.5%	411	0.4%	1,149	6.4%	1,960	0.7%
Totals	761	100.0%	8,930	100.0%	5,410	100.0%	97,196	100.0%	17,923	100.0%	299,241	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%	57	0.1%	38	0.2%	228	0.1%
Mining	0	0.0%	0	0.0%	7	0.1%	52	0.1%	10	0.1%	65	0.0%
Utilities	1	0.1%	20	0.2%	3	0.1%	38	0.0%	16	0.1%	578	0.2%
Construction	66	8.7%	445	5.0%	376	7.0%	2,999	3.1%	1,280	7.1%	9,620	3.2%
Manufacturing	25	3.3%	387	4.3%	304	5.6%	11,860	12.2%	824	4.6%	34,803	11.6%
Wholesale Trade	16	2.1%	101	1.1%	249	4.6%	20,238	20.8%	734	4.1%	36,683	12.3%
Retail Trade	89	11.7%	916	10.3%	658	12.2%	11,450	11.8%	2,225	12.4%	39,770	13.3%
Motor Vehicle & Parts Dealers	16	2.1%	477	5.3%	65	1.2%	1,944	2.0%	247	1.4%	4,395	1.5%
Furniture & Home Furnishings Stores	5	0.7%	13	0.1%	41	0.8%	433	0.4%	140	0.8%	1,313	0.4%
Electronics & Appliance Stores	5	0.7%	22	0.2%	35	0.6%	1,290	1.3%	122	0.7%	2,397	0.8%
Building Material & Garden Equipment & Supplies Dealers	8	1.1%	47	0.5%	61	1.1%	1,297	1.3%	194	1.1%	3,391	1.1%
Food & Beverage Stores	9	1.2%	111	1.2%	83	1.5%	1,757	1.8%	307	1.7%	6,085	2.0%
Health & Personal Care Stores	5	0.7%	69	0.8%	80	1.5%	751	0.8%	226	1.3%	8,425	2.8%
Gasoline Stations & Fuel Dealers	6	0.8%	21	0.2%	24	0.4%	145	0.1%	84	0.5%	650	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	7	0.9%	35	0.4%	74	1.4%	600	0.6%	270	1.5%	2,167	0.7%
Sporting Goods, Hobby, Book, & Music Stores	18	2.4%	93	1.0%	128	2.4%	1,181	1.2%	391	2.2%	4,329	1.4%
General Merchandise Stores	9	1.2%	28	0.3%	67	1.2%	2,054	2.1%	243	1.4%	6,617	2.2%
Transportation & Warehousing	7	0.9%	124	1.4%	67	1.2%	1,381	1.4%	281	1.6%	4,931	1.6%
Information	11	1.4%	200	2.2%	94	1.7%	1,336	1.4%	352	2.0%	6,389	2.1%
Finance & Insurance	33	4.3%	274	3.1%	281	5.2%	5,575	5.7%	990	5.5%	15,634	5.2%
Central Bank/Credit Intermediation & Related Activities	10	1.3%	179	2.0%	83	1.5%	921	0.9%	313	1.7%	3,129	1.0%
Securities & Commodity Contracts	10	1.3%	35	0.4%	87	1.6%	453	0.5%	323	1.8%	2,603	0.9%
Funds, Trusts & Other Financial Vehicles	13	1.7%	59	0.7%	110	2.0%	4,202	4.3%	355	2.0%	9,902	3.3%
Real Estate, Rental & Leasing	29	3.8%	642	7.2%	183	3.4%	1,518	1.6%	646	3.6%	7,208	2.4%
Professional, Scientific & Tech Services	72	9.5%	342	3.8%	602	11.1%	5,351	5.5%	1,949	10.9%	17,983	6.0%
Legal Services	26	3.4%	120	1.3%	124	2.3%	627	0.6%	436	2.4%	2,158	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	7	0.1%	52	0.1%	31	0.2%	3,449	1.2%
Administrative, Support & Waste Management Services	21	2.8%	198	2.2%	218	4.0%	3,506	3.6%	771	4.3%	8,449	2.8%
Educational Services	25	3.3%	961	10.8%	147	2.7%	5,469	5.6%	570	3.2%	28,223	9.4%
Health Care & Social Assistance	101	13.3%	2,068	23.2%	606	11.2%	10,621	10.9%	1,800	10.0%	28,636	9.6%
Arts, Entertainment & Recreation	17	2.2%	370	4.1%	136	2.5%	1,867	1.9%	452	2.5%	9,203	3.1%
Accommodation & Food Services	58	7.6%	734	8.2%	407	7.5%	6,490	6.7%	1,261	7.0%	19,725	6.6%
Accommodation	1	0.1%	16	0.2%	37	0.7%	924	1.0%	96	0.5%	2,912	1.0%
Food Services & Drinking Places	57	7.5%	718	8.0%	369	6.8%	5,566	5.7%	1,164	6.5%	16,812	5.6%
Other Services (except Public Administration)	117	15.4%	753	8.4%	597	11.0%	4,469	4.6%	2,153	12.0%	15,346	5.1%
Automotive Repair & Maintenance	26	3.4%	138	1.5%	123	2.3%	1,175	1.2%	377	2.1%	2,470	0.8%
Public Administration	21	2.8%	378	4.2%	101	1.9%	2,479	2.6%	392	2.2%	10,386	3.5%
Unclassified Establishments	50	6.6%	19	0.2%	353	6.5%	386	0.4%	1,147	6.4%	1,933	0.6%
Total	761	100.0%	8,930	100.0%	5,410	100.0%	97,196	100.0%	17,923	100.0%	299,241	100.0%

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Market Profile

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	1 mile	5 miles	10 miles
Population Summary			
2010 Total Population	8,415	119,858	531,244
2020 Total Population	8,627	122,545	540,432
2020 Group Quarters	36	1,944	19,023
2023 Total Population	8,654	121,884	539,448
2023 Group Quarters	36	1,944	19,014
2028 Total Population	8,554	121,186	533,827
2023-2028 Annual Rate	-0.23%	-0.11%	-0.21%
2023 Total Daytime Population	13,029	157,406	572,772
Workers	9,037	98,750	312,288
Residents	3,992	58,656	260,484
Household Summary			
2010 Households	3,414	43,364	178,957
2010 Average Household Size	2.45	2.73	2.86
2020 Total Households	3,466	45,532	188,186
2020 Average Household Size	2.48	2.65	2.77
2023 Households	3,492	45,900	189,891
2023 Average Household Size	2.47	2.61	2.74
2028 Households	3,502	46,454	191,069
2028 Average Household Size	2.43	2.57	2.69
2023-2028 Annual Rate	0.06%	0.24%	0.12%
2010 Families	2,305	31,420	132,861
2010 Average Family Size	3.05	3.25	3.35
2023 Families	2,265	32,143	136,767
2023 Average Family Size	3.16	3.17	3.27
2028 Families	2,264	32,366	137,195
2028 Average Family Size	3.12	3.13	3.22
2023-2028 Annual Rate	-0.01%	0.14%	0.06%
Housing Unit Summary			
2000 Housing Units	3,514	41,935	170,887
Owner Occupied Housing Units	73.4%	73.8%	73.5%
Renter Occupied Housing Units	23.6%	22.9%	22.9%
Vacant Housing Units	3.0%	3.3%	3.6%
2010 Housing Units	3,666	45,791	191,368
Owner Occupied Housing Units	65.9%	71.5%	70.1%
Renter Occupied Housing Units	27.2%	23.2%	23.4%
Vacant Housing Units	6.9%	5.3%	6.5%
2020 Housing Units	3,734	48,329	198,723
Owner Occupied Housing Units	65.9%	67.0%	66.9%
Renter Occupied Housing Units	26.9%	27.2%	27.8%
Vacant Housing Units	6.9%	5.9%	5.4%
2023 Housing Units	3,774	48,819	200,870
Owner Occupied Housing Units	71.1%	69.2%	68.8%
Renter Occupied Housing Units	21.4%	24.9%	25.8%
Vacant Housing Units	7.5%	6.0%	5.5%
2028 Housing Units	3,796	49,113	201,934
Owner Occupied Housing Units	72.1%	70.1%	69.7%
Renter Occupied Housing Units	20.1%	24.4%	24.9%
Vacant Housing Units	7.7%	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.



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2023 Households by Income			
Household Income Base	3,492	45,900	189,887
<\$15,000	5.3%	4.9%	5.9%
\$15,000 - \$24,999	3.6%	3.2%	5.0%
\$25,000 - \$34,999	4.1%	4.4%	5.2%
\$35,000 - \$49,999	6.0%	6.3%	7.5%
\$50,000 - \$74,999	8.5%	13.3%	13.9%
\$75,000 - \$99,999	8.4%	12.6%	12.3%
\$100,000 - \$149,999	16.6%	19.4%	18.7%
\$150,000 - \$199,999	11.2%	11.6%	10.8%
\$200,000+	36.3%	24.3%	20.6%
Average Household Income	\$195,316	\$160,833	\$148,848
2028 Households by Income			
Household Income Base	3,502	46,454	191,065
<\$15,000	4.4%	4.2%	5.1%
\$15,000 - \$24,999	2.7%	2.4%	3.9%
\$25,000 - \$34,999	3.3%	3.6%	4.4%
\$35,000 - \$49,999	4.8%	5.3%	6.5%
\$50,000 - \$74,999	8.3%	12.0%	13.0%
\$75,000 - \$99,999	8.2%	12.2%	11.9%
\$100,000 - \$149,999	15.8%	19.9%	19.5%
\$150,000 - \$199,999	12.2%	13.2%	12.4%
\$200,000+	40.4%	27.3%	23.3%
Average Household Income	\$218,031	\$179,437	\$166,617
2023 Owner Occupied Housing Units by Value			
Total	2,683	33,759	138,100
<\$50,000	0.4%	1.2%	2.7%
\$50,000 - \$99,999	0.0%	0.2%	1.7%
\$100,000 - \$149,999	0.5%	2.6%	5.5%
\$150,000 - \$199,999	1.2%	9.3%	13.4%
\$200,000 - \$249,999	1.8%	14.1%	12.7%
\$250,000 - \$299,999	6.5%	9.1%	8.9%
\$300,000 - \$399,999	27.1%	26.6%	21.1%
\$400,000 - \$499,999	19.5%	14.8%	11.7%
\$500,000 - \$749,999	23.7%	14.3%	13.9%
\$750,000 - \$999,999	13.3%	4.9%	4.8%
\$1,000,000 - \$1,499,999	3.9%	1.7%	1.8%
\$1,500,000 - \$1,999,999	0.4%	0.4%	0.8%
\$2,000,000 +	1.7%	0.8%	1.0%
Average Home Value	\$564,201	\$415,877	\$400,051
2028 Owner Occupied Housing Units by Value			
Total	2,738	34,443	140,692
<\$50,000	0.0%	0.2%	1.4%
\$50,000 - \$99,999	0.0%	0.0%	0.8%
\$100,000 - \$149,999	0.1%	0.6%	2.6%
\$150,000 - \$199,999	0.4%	4.5%	8.8%
\$200,000 - \$249,999	1.0%	12.9%	12.1%
\$250,000 - \$299,999	5.1%	9.8%	10.3%
\$300,000 - \$399,999	27.5%	31.1%	26.2%
\$400,000 - \$499,999	20.9%	16.9%	13.4%
\$500,000 - \$749,999	25.1%	15.7%	15.4%
\$750,000 - \$999,999	13.5%	4.9%	4.9%
\$1,000,000 - \$1,499,999	3.7%	1.7%	1.7%
\$1,500,000 - \$1,999,999	0.4%	0.5%	1.0%
\$2,000,000 +	2.3%	1.3%	1.4%
Average Home Value	\$586,765	\$448,567	\$436,662

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	\$140,036	\$109,850	\$100,288
2028	\$158,623	\$120,976	\$109,667
Median Home Value			
2023	\$463,314	\$351,019	\$324,393
2028	\$475,962	\$370,692	\$353,706
Per Capita Income			
2023	\$76,195	\$60,502	\$52,831
2028	\$86,344	\$68,723	\$60,082
Median Age			
2010	41.4	37.8	35.6
2020	42.7	40.6	38.4
2023	43.5	39.9	37.7
2028	44.2	40.6	38.5
2020 Population by Age			
Total	8,627	122,545	540,432
0 - 4	4.4%	5.2%	5.4%
5 - 9	6.2%	6.3%	6.5%
10 - 14	7.7%	7.1%	7.4%
15 - 24	13.5%	12.5%	15.1%
25 - 34	9.4%	11.5%	11.2%
35 - 44	11.6%	13.0%	12.9%
45 - 54	16.0%	14.1%	13.7%
55 - 64	15.2%	14.4%	13.4%
65 - 74	9.4%	9.5%	8.7%
75 - 84	5.0%	4.3%	4.0%
85 +	1.6%	2.0%	1.7%
18 +	76.1%	76.8%	76.0%
2023 Population by Age			
Total	8,653	121,883	539,449
0 - 4	4.6%	5.5%	5.9%
5 - 9	5.7%	6.3%	6.6%
10 - 14	6.9%	7.1%	7.2%
15 - 24	12.6%	12.3%	14.1%
25 - 34	10.4%	12.4%	12.8%
35 - 44	11.6%	13.3%	12.9%
45 - 54	13.7%	13.3%	12.6%
55 - 64	15.7%	13.9%	12.9%
65 - 74	11.3%	9.9%	9.2%
75 - 84	5.8%	4.3%	4.2%
85 +	1.9%	1.6%	1.6%
18 +	78.3%	76.7%	76.0%
2028 Population by Age			
Total	8,555	121,187	533,823
0 - 4	4.6%	5.6%	6.0%
5 - 9	5.6%	6.0%	6.4%
10 - 14	6.3%	6.5%	6.7%
15 - 24	9.9%	11.4%	13.2%
25 - 34	12.6%	12.7%	12.8%
35 - 44	12.1%	13.9%	13.6%
45 - 54	11.7%	12.8%	12.1%
55 - 64	14.4%	12.4%	11.8%
65 - 74	12.8%	11.1%	10.2%
75 - 84	7.4%	5.7%	5.4%
85 +	2.5%	1.9%	1.9%
18 +	79.7%	77.7%	76.9%
2020 Population by Sex			

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Males	4,209	60,256	269,266
Females	4,418	62,289	271,166
2023 Population by Sex			
Males	4,269	60,213	271,034
Females	4,385	61,671	268,414
2028 Population by Sex			
Males	4,198	59,712	267,543
Females	4,356	61,474	266,283
2010 Population by Race/Ethnicity			
Total	8,414	119,858	531,244
White Alone	91.0%	76.9%	72.1%
Black Alone	1.6%	3.3%	7.1%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	3.9%	10.5%	7.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.3%	6.5%	10.1%
Two or More Races	1.9%	2.5%	2.7%
Hispanic Origin	4.5%	14.8%	22.9%
Diversity Index	24.1	54.6	65.0
2020 Population by Race/Ethnicity			
Total	8,627	122,545	540,432
White Alone	84.8%	65.0%	57.1%
Black Alone	1.4%	3.5%	6.8%
American Indian Alone	0.1%	0.7%	1.1%
Asian Alone	4.5%	13.3%	10.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.3%	8.1%	13.8%
Two or More Races	6.7%	9.3%	11.0%
Hispanic Origin	6.7%	17.3%	26.7%
Diversity Index	36.3	67.4	77.4
2023 Population by Race/Ethnicity			
Total	8,654	121,884	539,447
White Alone	83.8%	63.6%	55.8%
Black Alone	1.5%	3.6%	6.8%
American Indian Alone	0.2%	0.7%	1.1%
Asian Alone	4.8%	13.7%	10.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.5%	8.6%	14.3%
Two or More Races	7.2%	9.8%	11.4%
Hispanic Origin	7.3%	18.4%	27.7%
Diversity Index	38.6	69.1	78.4
2028 Population by Race/Ethnicity			
Total	8,553	121,186	533,826
White Alone	81.7%	60.6%	53.1%
Black Alone	1.6%	3.7%	6.8%
American Indian Alone	0.2%	0.8%	1.2%
Asian Alone	5.3%	14.6%	11.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.0%	9.6%	15.4%
Two or More Races	8.2%	10.7%	12.2%
Hispanic Origin	8.2%	19.8%	29.0%
Diversity Index	42.4	72.0	80.1

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 & Cook, Libertyville
 The Picnic Basket
 Rings: 1, 5, 10 mile radii

Prepared by Esri
 Latitude: 42.28764
 Longitude: -87.95450

	1 mile	5 miles	10 miles
2020 Population by Relationship and Household Type			
Total	8,627	122,545	540,432
In Households	99.6%	98.4%	96.5%
Householder	39.3%	37.3%	34.8%
Opposite-Sex Spouse	22.5%	21.5%	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	31.5%	30.2%	30.9%
Adopted Child	0.7%	0.5%	0.5%
Stepchild	0.7%	0.8%	0.9%
Grandchild	0.5%	1.0%	1.6%
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	0.4%	0.9%	1.2%
Foster Child	0.0%	0.0%	0.1%
Other Nonrelatives	1.2%	1.7%	1.8%
In Group Quarters	0.4%	1.6%	3.5%
Institutionalized	0.2%	0.6%	0.8%
Noninstitutionalized	0.2%	1.0%	2.7%
2023 Population 25+ by Educational Attainment			
Total	6,087	83,878	357,073
Less than 9th Grade	0.9%	2.6%	4.8%
9th - 12th Grade, No Diploma	1.5%	2.6%	4.1%
High School Graduate	6.2%	13.1%	16.5%
GED/Alternative Credential	1.3%	1.9%	2.8%
Some College, No Degree	12.2%	13.8%	14.8%
Associate Degree	4.3%	7.4%	6.8%
Bachelor's Degree	41.6%	34.2%	29.0%
Graduate/Professional Degree	31.9%	24.5%	21.2%
2023 Population 15+ by Marital Status			
Total	7,173	98,831	433,383
Never Married	29.4%	30.2%	32.9%
Married	57.8%	57.7%	55.1%
Widowed	5.5%	4.7%	4.3%
Divorced	7.3%	7.3%	7.7%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,898	65,781	283,466
Population 16+ Employed	96.6%	96.5%	95.6%
Population 16+ Unemployment rate	3.4%	3.5%	4.4%
Population 16-24 Employed	13.2%	12.6%	13.4%
Population 16-24 Unemployment rate	7.7%	7.6%	9.8%
Population 25-54 Employed	55.0%	60.9%	61.0%
Population 25-54 Unemployment rate	2.8%	2.6%	3.5%
Population 55-64 Employed	21.3%	19.1%	18.3%
Population 55-64 Unemployment rate	3.4%	3.5%	3.6%
Population 65+ Employed	10.5%	7.3%	7.3%
Population 65+ Unemployment rate	1.0%	3.4%	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	4,730	63,508	270,889
Agriculture/Mining	0.2%	0.4%	0.3%
Construction	2.7%	3.8%	4.5%
Manufacturing	20.8%	17.1%	16.0%
Wholesale Trade	3.9%	3.6%	3.2%
Retail Trade	8.3%	10.3%	11.1%
Transportation/Utilities	3.3%	3.0%	4.5%
Information	1.8%	1.3%	1.5%
Finance/Insurance/Real Estate	9.0%	8.1%	8.6%
Services	46.0%	49.2%	47.5%
Public Administration	3.8%	3.2%	2.8%
2023 Employed Population 16+ by Occupation			
Total	4,729	63,507	270,888
White Collar	84.0%	74.9%	68.5%
Management/Business/Financial	34.5%	24.8%	22.0%
Professional	31.8%	32.3%	27.8%
Sales	9.0%	9.7%	9.3%
Administrative Support	8.8%	8.2%	9.5%
Services	8.9%	12.2%	13.8%
Blue Collar	7.1%	12.9%	17.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.9%	2.2%	2.8%
Installation/Maintenance/Repair	1.3%	1.9%	2.2%
Production	1.2%	4.2%	5.5%
Transportation/Material Moving	3.7%	4.6%	6.9%
2020 Households by Type			
Total	3,466	45,532	188,186
Married Couple Households	57.8%	58.1%	56.2%
With Own Children <18	25.5%	25.4%	25.1%
Without Own Children <18	32.3%	32.7%	31.0%
Cohabiting Couple Households	3.6%	4.5%	5.3%
With Own Children <18	0.6%	1.4%	2.2%
Without Own Children <18	3.0%	3.1%	3.2%
Male Householder, No Spouse/Partner	15.8%	14.8%	15.0%
Living Alone	11.6%	10.1%	9.9%
65 Years and over	3.3%	2.9%	3.0%
With Own Children <18	1.6%	1.4%	1.5%
Without Own Children <18, With Relatives	1.9%	2.3%	2.7%
No Relatives Present	0.6%	0.9%	1.0%
Female Householder, No Spouse/Partner	22.9%	22.6%	23.5%
Living Alone	15.3%	13.8%	12.8%
65 Years and over	7.8%	7.1%	6.7%
With Own Children <18	3.3%	3.7%	5.0%
Without Own Children <18, With Relatives	3.7%	4.4%	5.1%
No Relatives Present	0.5%	0.7%	0.6%
2020 Households by Size			
Total	3,466	45,532	188,186
1 Person Household	26.9%	23.9%	22.6%
2 Person Household	31.5%	31.6%	29.8%
3 Person Household	15.5%	17.0%	17.0%
4 Person Household	16.5%	16.8%	17.7%
5 Person Household	7.0%	7.0%	8.1%
6 Person Household	1.9%	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	3,466	45,532	188,186
Owner Occupied	71.0%	71.1%	70.7%
Owned with a Mortgage/Loan	50.4%	51.3%	50.7%
Owned Free and Clear	20.5%	19.8%	20.0%
Renter Occupied	29.0%	28.9%	29.3%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	104	104	101
Percent of Income for Mortgage	19.9%	19.2%	19.4%
Wealth Index	242	190	172
2020 Housing Units By Urban/ Rural Status			
Total	3,734	48,329	198,723
Urban Housing Units	100.0%	98.6%	99.2%
Rural Housing Units	0.0%	1.4%	0.8%
2020 Population By Urban/ Rural Status			
Total	8,627	122,545	540,432
Urban Population	100.0%	98.8%	99.3%
Rural Population	0.0%	1.2%	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)	Savvy Suburbanites (1D)	Professional Pride (1B)
2.	Urban Chic (2A)	Professional Pride (1B)	Top Tier (1A)
3.	Golden Years (9B)	Workday Drive (4A)	Savvy Suburbanites (1D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$13,404,418	\$148,885,400	\$576,364,061
Average Spent	\$3,838.61	\$3,243.69	\$3,035.24
Spending Potential Index	175	148	138
Education: Total \$	\$13,355,808	\$134,470,479	\$507,301,674
Average Spent	\$3,824.69	\$2,929.64	\$2,671.54
Spending Potential Index	213	163	149
Entertainment/Recreation: Total \$	\$23,358,481	\$253,586,716	\$970,482,450
Average Spent	\$6,689.14	\$5,524.77	\$5,110.73
Spending Potential Index	177	146	135
Food at Home: Total \$	\$40,982,144	\$448,234,559	\$1,735,088,577
Average Spent	\$11,736.01	\$9,765.46	\$9,137.29
Spending Potential Index	173	144	134
Food Away from Home: Total \$	\$22,421,334	\$252,150,531	\$977,095,866
Average Spent	\$6,420.77	\$5,493.48	\$5,145.56
Spending Potential Index	172	148	138
Health Care: Total \$	\$43,902,589	\$475,007,528	\$1,823,202,515
Average Spent	\$12,572.33	\$10,348.75	\$9,601.31
Spending Potential Index	171	141	130
HH Furnishings & Equipment: Total \$	\$18,493,814	\$201,754,365	\$772,864,568
Average Spent	\$5,296.05	\$4,395.52	\$4,070.04
Spending Potential Index	179	149	138
Personal Care Products & Services: Total \$	\$5,973,026	\$65,325,206	\$251,287,496
Average Spent	\$1,710.49	\$1,423.21	\$1,323.32
Spending Potential Index	179	149	138
Shelter: Total \$	\$157,101,475	\$1,705,000,512	\$6,570,982,675
Average Spent	\$44,988.97	\$37,145.98	\$34,603.97
Spending Potential Index	182	150	140
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,352,448	\$214,164,079	\$813,570,336
Average Spent	\$5,828.31	\$4,665.88	\$4,284.41
Spending Potential Index	186	149	137
Travel: Total \$	\$14,603,676	\$158,850,446	\$603,868,813
Average Spent	\$4,182.04	\$3,460.79	\$3,180.08
Spending Potential Index	186	154	141
Vehicle Maintenance & Repairs: Total \$	\$7,554,615	\$85,223,966	\$330,145,208
Average Spent	\$2,163.41	\$1,856.73	\$1,738.60
Spending Potential Index	165	142	133

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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