

# EXPANDED PROFILE

2000-2010 Census, 2020 Estimates with 2025 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.3161/-89.0578

RF5

## N 2nd St & E Riverside Blvd

	3 mi radius		5 mi radius		7 mi radius	
<b>Population</b>						
Estimated Population (2020)	74,441		161,452		217,941	
Projected Population (2025)	71,605		159,993		215,484	
Census Population (2010)	78,519		170,520		229,009	
Census Population (2000)	79,156		169,483		221,025	
Projected Annual Growth (2020 to 2025)	-2,836	-0.8%	-1,459	-0.2%	-2,456	-0.2%
Historical Annual Growth (2010 to 2020)	-4,078	-0.5%	-9,068	-0.5%	-11,068	-0.5%
Historical Annual Growth (2000 to 2010)	-637	-	1,037	-	7,984	0.4%
Estimated Population Density (2020)	2,634 psm		2,056 psm		1,416 psm	
Trade Area Size	28.3 sq mi		78.5 sq mi		153.9 sq mi	
<b>Households</b>						
Estimated Households (2020)	31,384		66,016		88,358	
Projected Households (2025)	30,562		66,037		88,233	
Census Households (2010)	32,166		67,649		90,105	
Census Households (2000)	31,966		66,665		86,323	
Estimated Households with Children (2020)	8,835	28.2%	19,517	29.6%	26,524	30.0%
Estimated Average Household Size (2020)	2.32		2.38		2.42	
<b>Average Household Income</b>						
Estimated Average Household Income (2020)	\$74,273		\$71,785		\$73,058	
Projected Average Household Income (2025)	\$99,019		\$91,572		\$92,048	
Estimated Average Family Income (2020)	\$88,458		\$87,064		\$88,376	
<b>Median Household Income</b>						
Estimated Median Household Income (2020)	\$58,506		\$55,845		\$57,978	
Projected Median Household Income (2025)	\$68,660		\$65,070		\$67,690	
Estimated Median Family Income (2020)	\$73,374		\$70,737		\$72,854	
<b>Per Capita Income</b>						
Estimated Per Capita Income (2020)	\$31,433		\$29,572		\$29,801	
Projected Per Capita Income (2025)	\$42,387		\$38,018		\$37,874	
Estimated Per Capita Income 5 Year Growth	\$10,954	34.8%	\$8,446	28.6%	\$8,073	27.1%
Estimated Average Household Net Worth (2020)	\$446,821		\$432,594		\$451,845	
<b>Daytime Demos (2020)</b>						
Total Businesses	1,889		5,768		7,452	
Total Employees	28,210		78,111		104,032	
Company Headquarter Businesses	91	4.8%	258	4.5%	337	4.5%
Company Headquarter Employees	4,652	16.5%	11,245	14.4%	14,849	14.3%
Employee Population per Business	14.9		13.5		14.0	
Residential Population per Business	39.4		28.0		29.2	

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<b>Race &amp; Ethnicity</b>						
White (2020)	57,656	77.5%	112,311	69.6%	152,092	69.8%
Black or African American (2020)	9,628	12.9%	27,660	17.1%	35,750	16.4%
American Indian or Alaska Native (2020)	227	0.3%	624	0.4%	817	0.4%
Asian (2020)	1,567	2.1%	4,714	2.9%	6,841	3.1%
Hawaiian or Pacific Islander (2020)	15	-	37	-	57	-
Other Race (2020)	2,714	3.6%	10,031	6.2%	14,175	6.5%
Two or More Races (2020)	2,634	3.5%	6,074	3.8%	8,209	3.8%
Not Hispanic or Latino Population (2020)	66,545	89.4%	137,954	85.4%	185,403	85.1%
Hispanic or Latino Population (2020)	7,896	10.6%	23,498	14.6%	32,538	14.9%
Not Hispanic or Latino Population (2025)	63,396	88.5%	135,108	84.4%	181,248	84.1%
Hispanic or Latino Population (2025)	8,209	11.5%	24,884	15.6%	34,236	15.9%
Not Hispanic or Latino Population (2010)	72,259	92.0%	149,882	87.9%	200,432	87.5%
Hispanic or Latino Population (2010)	6,260	8.0%	20,638	12.1%	28,577	12.5%
Not Hispanic or Latino Population (2000)	75,637	95.6%	155,741	91.9%	203,523	92.1%
Hispanic or Latino Population (2000)	3,520	4.4%	13,742	8.1%	17,501	7.9%
Projected Hispanic Annual Growth (2020 to 2025)	313	0.8%	1,387	1.2%	1,698	1.0%
Historic Hispanic Annual Growth (2000 to 2020)	4,377	6.2%	9,756	3.5%	15,037	4.3%
<b>Age Distribution (2020)</b>						
Age Under 5	4,474	6.0%	10,410	6.4%	13,950	6.4%
Age 5 to 9 Years	4,446	6.0%	10,285	6.4%	13,964	6.4%
Age 10 to 14 Years	4,552	6.1%	10,447	6.5%	14,230	6.5%
Age 15 to 19 Years	4,402	5.9%	10,072	6.2%	13,707	6.3%
Age 20 to 24 Years	4,395	5.9%	10,363	6.4%	13,732	6.3%
Age 25 to 29 Years	4,913	6.6%	11,266	7.0%	14,868	6.8%
Age 30 to 34 Years	4,548	6.1%	10,245	6.3%	13,780	6.3%
Age 35 to 39 Years	4,314	5.8%	9,629	6.0%	12,994	6.0%
Age 40 to 44 Years	4,113	5.5%	9,113	5.6%	12,339	5.7%
Age 45 to 49 Years	4,255	5.7%	9,340	5.8%	12,752	5.9%
Age 50 to 54 Years	4,501	6.0%	9,734	6.0%	13,234	6.1%
Age 55 to 59 Years	5,159	6.9%	10,768	6.7%	14,628	6.7%
Age 60 to 64 Years	4,929	6.6%	10,274	6.4%	14,004	6.4%
Age 65 to 74 Years	8,176	11.0%	16,491	10.2%	22,519	10.3%
Age 75 to 84 Years	4,785	6.4%	8,947	5.5%	12,035	5.5%
Age 85 Years or Over	2,478	3.3%	4,068	2.5%	5,204	2.4%
Median Age	40.9		38.6		38.7	
<b>Gender Age Distribution (2020)</b>						
Female Population	38,886	52.2%	83,361	51.6%	112,169	51.5%
Age 0 to 19 Years	8,716	22.4%	20,180	24.2%	27,323	24.4%
Age 20 to 64 Years	21,075	54.2%	46,170	55.4%	62,192	55.4%
Age 65 Years or Over	9,095	23.4%	17,010	20.4%	22,654	20.2%
Female Median Age	43.2		40.3		40.3	
Male Population	35,555	47.8%	78,091	48.4%	105,772	48.5%
Age 0 to 19 Years	9,158	25.8%	21,034	26.9%	28,527	27.0%
Age 20 to 64 Years	20,053	56.4%	44,561	57.1%	60,140	56.9%
Age 65 Years or Over	6,344	17.8%	12,497	16.0%	17,104	16.2%
Male Median Age	38.6		36.9		37.2	

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<b>Household Income Distribution (2020)</b>						
HH Income \$200,000 or More	1,263	4.0%	2,594	3.9%	3,753	4.2%
HH Income \$150,000 to \$199,999	1,403	4.5%	2,808	4.3%	3,947	4.5%
HH Income \$100,000 to \$149,999	4,062	12.9%	7,890	12.0%	11,029	12.5%
HH Income \$75,000 to \$99,999	4,266	13.6%	8,411	12.7%	11,422	12.9%
HH Income \$50,000 to \$74,999	6,428	20.5%	13,240	20.1%	17,781	20.1%
HH Income \$35,000 to \$49,999	4,440	14.1%	9,194	13.9%	11,883	13.4%
HH Income \$25,000 to \$34,999	3,402	10.8%	6,908	10.5%	9,073	10.3%
HH Income \$15,000 to \$24,999	2,950	9.4%	6,272	9.5%	8,427	9.5%
HH Income Under \$15,000	3,171	10.1%	8,700	13.2%	11,043	12.5%
HH Income \$35,000 or More	21,862	69.7%	44,136	66.9%	59,815	67.7%
HH Income \$75,000 or More	10,994	35.0%	21,703	32.9%	30,151	34.1%
<b>Housing (2020)</b>						
Total Housing Units	34,466		73,873		98,499	
Housing Units Occupied	31,384	91.1%	66,016	89.4%	88,358	89.7%
Housing Units Owner-Occupied	21,570	68.7%	41,924	63.5%	57,751	65.4%
Housing Units, Renter-Occupied	9,815	31.3%	24,092	36.5%	30,607	34.6%
Housing Units, Vacant	3,081	9.8%	7,857	11.9%	10,141	11.5%
<b>Marital Status (2020)</b>						
Never Married	18,814	30.9%	44,477	34.1%	58,629	33.4%
Currently Married	26,407	43.3%	54,282	41.7%	75,870	43.2%
Separated	2,388	3.9%	5,827	4.5%	7,805	4.4%
Widowed	4,822	7.9%	8,261	6.3%	10,799	6.1%
Divorced	8,538	14.0%	17,463	13.4%	22,695	12.9%
<b>Household Type (2020)</b>						
Population Family	58,441	78.5%	127,103	78.7%	174,418	80.0%
Population Non-Family	14,395	19.3%	30,323	18.8%	38,995	17.9%
Population Group Quarters	1,605	2.2%	4,026	2.5%	4,528	2.1%
Family Households	19,356	61.7%	40,697	61.6%	55,837	63.2%
Non-Family Households	12,028	38.3%	25,320	38.4%	32,521	36.8%
Married Couple with Children	4,757	18.0%	10,261	18.9%	14,343	18.9%
Average Family Household Size	3.0		3.1		3.1	
<b>Household Size (2020)</b>						
1 Person Households	10,131	32.3%	21,288	32.2%	27,269	30.9%
2 Person Households	10,506	33.5%	21,142	32.0%	28,840	32.6%
3 Person Households	4,725	15.1%	9,734	14.7%	13,182	14.9%
4 Person Households	3,519	11.2%	7,575	11.5%	10,463	11.8%
5 Person Households	1,550	4.9%	3,668	5.6%	5,022	5.7%
6 or More Person Households	953	3.0%	2,608	4.0%	3,582	4.1%
<b>Household Vehicles (2020)</b>						
Households with 0 Vehicles Available	2,408	7.7%	6,501	9.8%	8,112	9.2%
Households with 1 Vehicles Available	12,197	38.9%	25,318	38.4%	32,838	37.2%
Households with 2 or More Vehicles Available	16,778	53.5%	34,197	51.8%	47,409	53.7%
Total Vehicles Available	53,153		109,241		150,262	
Average Vehicles Per Household	1.7		1.7		1.7	

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<b>Labor Force (2020)</b>						
Estimated Labor Population Age 16 Years or Over	60,094		128,336		173,092	
Estimated Civilian Employed	33,883	56.4%	73,150	57.0%	98,678	57.0%
Estimated Civilian Unemployed	3,993	6.6%	8,525	6.6%	11,460	6.6%
Estimated in Armed Forces	36	-	54	-	54	-
Estimated Not in Labor Force	22,182	36.9%	46,607	36.3%	62,900	36.3%
Unemployment Rate	6.6%		6.6%		6.6%	
<b>Occupation (2020)</b>						
Occupation: Population Age 16 Years or Over	33,883		73,150		98,678	
Management, Business, Financial Operations	4,023	11.9%	8,300	11.3%	11,149	11.3%
Professional, Related	5,605	16.5%	12,276	16.8%	16,689	16.9%
Service	6,325	18.7%	14,012	19.2%	18,675	18.9%
Sales, Office	7,537	22.2%	15,552	21.3%	20,664	20.9%
Farming, Fishing, Forestry	20	-	49	-	62	-
Construct, Extraction, Maintenance	2,415	7.1%	5,125	7.0%	7,095	7.2%
Production, Transport Material Moving	7,958	23.5%	17,837	24.4%	24,344	24.7%
White Collar Workers	17,165	50.7%	36,128	49.4%	48,502	49.2%
Blue Collar Workers	16,717	49.3%	37,022	50.6%	50,176	50.8%
<b>Consumer Expenditure (2020)</b>						
Total Household Expenditure	\$1.79 B		\$3.66 B		\$4.96 B	
Total Non-Retail Expenditure	\$942.14 M	52.7%	\$1.93 B	52.8%	\$2.61 B	52.8%
Total Retail Expenditure	\$844.57 M	47.3%	\$1.73 B	47.2%	\$2.34 B	47.2%
Apparel	\$62.11 M	3.5%	\$127.58 M	3.5%	\$172.89 M	3.5%
Contributions	\$57.26 M	3.2%	\$116.58 M	3.2%	\$158.49 M	3.2%
Education	\$50.13 M	2.8%	\$103.5 M	2.8%	\$140.99 M	2.8%
Entertainment	\$99.86 M	5.6%	\$204.14 M	5.6%	\$277.04 M	5.6%
Food and Beverages	\$264.67 M	14.8%	\$543.36 M	14.8%	\$734.75 M	14.8%
Furnishings and Equipment	\$62.15 M	3.5%	\$127 M	3.5%	\$172.31 M	3.5%
Gifts	\$42.46 M	2.4%	\$86.8 M	2.4%	\$118.02 M	2.4%
Health Care	\$154.9 M	8.7%	\$316.06 M	8.6%	\$427.25 M	8.6%
Household Operations	\$69.83 M	3.9%	\$142.76 M	3.9%	\$193.51 M	3.9%
Miscellaneous Expenses	\$33.83 M	1.9%	\$69.18 M	1.9%	\$93.65 M	1.9%
Personal Care	\$23.99 M	1.3%	\$49.12 M	1.3%	\$66.49 M	1.3%
Personal Insurance	\$12.24 M	0.7%	\$24.91 M	0.7%	\$33.94 M	0.7%
Reading	\$3.92 M	0.2%	\$7.99 M	0.2%	\$10.82 M	0.2%
Shelter	\$376.29 M	21.1%	\$773.88 M	21.1%	\$1.05 B	21.1%
Tobacco	\$11.5 M	0.6%	\$23.78 M	0.6%	\$31.86 M	0.6%
Transportation	\$325.84 M	18.2%	\$666.46 M	18.2%	\$902.83 M	18.2%
Utilities	\$135.74 M	7.6%	\$278.59 M	7.6%	\$375.73 M	7.6%
<b>Educational Attainment (2020)</b>						
Adult Population Age 25 Years or Over	52,172		109,875		148,358	
Elementary (Grade Level 0 to 8)	1,515	2.9%	4,334	3.9%	6,382	4.3%
Some High School (Grade Level 9 to 11)	3,886	7.4%	9,347	8.5%	12,599	8.5%
High School Graduate	16,633	31.9%	35,166	32.0%	47,666	32.1%
Some College	12,457	23.9%	26,053	23.7%	34,991	23.6%
Associate Degree Only	4,646	8.9%	9,644	8.8%	12,805	8.6%
Bachelor Degree Only	7,958	15.3%	15,601	14.2%	20,767	14.0%
Graduate Degree	5,076	9.7%	9,731	8.9%	13,148	8.9%

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<b>Units In Structure (2020)</b>						
1 Detached Unit	22,856	71.1%	45,560	67.3%	62,350	69.2%
1 Attached Unit	1,150	3.6%	2,541	3.8%	3,775	4.2%
2 to 4 Units	3,215	10.0%	9,267	13.7%	11,242	12.5%
5 to 9 Units	1,135	3.5%	2,106	3.1%	2,789	3.1%
10 to 19 Units	814	2.5%	1,637	2.4%	2,384	2.6%
20 to 49 Units	467	1.5%	1,144	1.7%	1,462	1.6%
50 or More Units	1,386	4.3%	3,181	4.7%	3,501	3.9%
Mobile Home or Trailer	362	1.1%	581	0.9%	854	0.9%
Other Structure	-	-	-	-	-	-
<b>Homes Built By Year (2020)</b>						
Homes Built 2010 or later	448	1.4%	1,048	1.5%	1,728	1.9%
Homes Built 2000 to 2009	1,516	4.7%	4,557	6.7%	7,747	8.6%
Homes Built 1990 to 1999	2,684	8.3%	6,432	9.5%	9,742	10.8%
Homes Built 1980 to 1989	2,543	7.9%	5,169	7.6%	7,164	8.0%
Homes Built 1970 to 1979	5,388	16.8%	10,471	15.5%	14,231	15.8%
Homes Built 1960 to 1969	6,073	18.9%	11,331	16.7%	14,706	16.3%
Homes Built 1950 to 1959	5,922	18.4%	10,578	15.6%	13,152	14.6%
Homes Built Before 1949	6,810	21.2%	16,430	24.3%	19,887	22.1%
<b>Home Values (2020)</b>						
Home Values \$1,000,000 or More	92	0.4%	131	0.3%	151	0.3%
Home Values \$500,000 to \$999,999	197	0.9%	349	0.8%	462	0.8%
Home Values \$400,000 to \$499,999	126	0.6%	206	0.5%	389	0.7%
Home Values \$300,000 to \$399,999	427	2.0%	880	2.1%	1,436	2.5%
Home Values \$200,000 to \$299,999	1,636	7.6%	3,471	8.3%	5,214	9.0%
Home Values \$150,000 to \$199,999	3,015	14.0%	6,285	15.0%	8,975	15.5%
Home Values \$100,000 to \$149,999	6,025	27.9%	11,431	27.3%	16,061	27.8%
Home Values \$70,000 to \$99,999	5,666	26.3%	9,505	22.7%	12,014	20.8%
Home Values \$50,000 to \$69,999	2,478	11.5%	4,858	11.6%	6,469	11.2%
Home Values \$25,000 to \$49,999	1,291	6.0%	3,641	8.7%	4,930	8.5%
Home Values Under \$25,000	616	2.9%	1,166	2.8%	1,649	2.9%
Owner-Occupied Median Home Value	\$113,066		\$112,585		\$116,428	
Renter-Occupied Median Rent	\$702		\$651		\$658	
<b>Transportation To Work (2020)</b>						
Drive to Work Alone	27,864	81.4%	60,369	81.2%	81,483	81.2%
Drive to Work in Carpool	3,918	11.4%	7,943	10.7%	11,021	11.0%
Travel to Work by Public Transportation	360	1.1%	1,391	1.9%	1,755	1.7%
Drive to Work on Motorcycle	-	-	-	-	-	-
Walk or Bicycle to Work	521	1.5%	1,377	1.9%	1,721	1.7%
Other Means	115	0.3%	309	0.4%	441	0.4%
Work at Home	1,463	4.3%	2,975	4.0%	3,929	3.9%
<b>Travel Time (2020)</b>						
Travel to Work in 14 Minutes or Less	11,893	34.7%	24,263	32.6%	32,093	32.0%
Travel to Work in 15 to 29 Minutes	13,490	39.4%	29,134	39.2%	39,826	39.7%
Travel to Work in 30 to 59 Minutes	5,448	15.9%	12,567	16.9%	17,041	17.0%
Travel to Work in 60 Minutes or More	1,611	4.7%	4,272	5.7%	5,885	5.9%
Average Minutes Travel to Work	17.3		18.2		18.3	

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