

# Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.377/-87.9325

5250 Grand Ave Gurnee, IL 60031	1 mi radius		3 mi radius		5 mi radius	
<b>Population</b>						
Estimated Population (2024)	4,635		51,884		152,193	
Projected Population (2029)	4,585		51,297		151,116	
Census Population (2020)	4,887		52,378		153,938	
Census Population (2010)	5,106		51,756		153,552	
Projected Annual Growth (2024 to 2029)	-50	-0.2%	-587	-0.2%	-1,077	-0.1%
Historical Annual Growth (2020 to 2024)	-252	-1.3%	-494	-0.2%	-1,746	-0.3%
Historical Annual Growth (2010 to 2020)	-219	-1.1%	622	0.3%	386	-
Estimated Population Density (2024)	1,476 psm		1,837 psm		1,939 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
<b>Households</b>						
Estimated Households (2024)	1,962		19,963		54,821	
Projected Households (2029)	1,967		19,998		55,188	
Census Households (2020)	2,006		20,080		54,603	
Census Households (2010)	1,996		18,996		51,902	
Estimated Households with Children (2024)	473	24.1%	6,302	31.6%	19,992	36.5%
Estimated Average Household Size (2024)	2.36		2.59		2.76	
<b>Average Household Income</b>						
Estimated Average Household Income (2024)	\$124,038		\$125,975		\$111,470	
Projected Average Household Income (2029)	\$129,134		\$131,082		\$115,602	
Estimated Average Family Income (2024)	\$168,965		\$150,002		\$126,412	
<b>Median Household Income</b>						
Estimated Median Household Income (2024)	\$96,167		\$101,878		\$91,210	
Projected Median Household Income (2029)	\$98,849		\$105,629		\$93,873	
Estimated Median Family Income (2024)	\$141,550		\$125,693		\$106,381	
<b>Per Capita Income</b>						
Estimated Per Capita Income (2024)	\$52,509		\$48,495		\$40,207	
Projected Per Capita Income (2029)	\$55,399		\$51,129		\$42,273	
Estimated Per Capita Income 5 Year Growth	\$2,890	5.5%	\$2,634	5.4%	\$2,067	5.1%
Estimated Average Household Net Worth (2024)	\$1,190,035		\$1,213,295		\$1,042,798	
<b>Daytime Demos (2024)</b>						
Total Businesses	375		2,091		4,308	
Total Employees	3,385		24,848		50,260	
Company Headquarter Businesses	12	3.3%	93	4.4%	159	3.7%
Company Headquarter Employees	435	12.9%	4,034	16.2%	10,627	21.1%
Employee Population per Business	9.0		11.9		11.7	
Residential Population per Business	12.4		24.8		35.3	

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<b>Race &amp; Ethnicity</b>							
White (2024)	2,835	61.2%	27,732	53.5%	71,085	46.7%	
Black or African American (2024)	527	11.4%	5,806	11.2%	19,840	13.0%	
American Indian or Alaska Native (2024)	23	0.5%	446	0.9%	2,228	1.5%	
Asian (2024)	545	11.8%	6,593	12.7%	13,415	8.8%	
Hawaiian or Pacific Islander (2024)	7	0.1%	32	-	87	-	
Other Race (2024)	285	6.1%	6,126	11.8%	28,045	18.4%	
Two or More Races (2024)	413	8.9%	5,149	9.9%	17,491	11.5%	
Not Hispanic or Latino Population (2024)	3,800	82.0%	38,266	73.8%	96,530	63.4%	
Hispanic or Latino Population (2024)	835	18.0%	13,619	26.2%	55,663	36.6%	
Not Hispanic or Latino Population (2029)	3,664	79.9%	37,639	73.4%	98,076	64.9%	
Hispanic or Latino Population (2029)	921	20.1%	13,658	26.6%	53,040	35.1%	
Not Hispanic or Latino Population (2020)	4,054	83.0%	38,118	72.8%	89,604	58.2%	
Hispanic or Latino Population (2020)	833	17.0%	14,260	27.2%	64,334	41.8%	
Not Hispanic or Latino Population (2010)	4,398	86.1%	40,426	78.1%	99,492	64.8%	
Hispanic or Latino Population (2010)	709	13.9%	11,330	21.9%	54,060	35.2%	
Projected Hispanic Annual Growth (2024 to 2029)	86	2.1%	39	-	-2,622	-0.9%	
Historic Hispanic Annual Growth (2010 to 2024)	127	1.3%	2,289	1.4%	1,603	0.2%	
<b>Age Distribution (2024)</b>							
Age Under 5	230	5.0%	2,802	5.4%	8,345	5.5%	
Age 5 to 9 Years	265	5.7%	3,082	5.9%	9,591	6.3%	
Age 10 to 14 Years	293	6.3%	3,564	6.9%	10,747	7.1%	
Age 15 to 19 Years	282	6.1%	3,792	7.3%	11,914	7.8%	
Age 20 to 24 Years	285	6.2%	3,552	6.8%	11,827	7.8%	
Age 25 to 29 Years	301	6.5%	3,443	6.6%	10,958	7.2%	
Age 30 to 34 Years	277	6.0%	3,394	6.5%	10,163	6.7%	
Age 35 to 39 Years	284	6.1%	3,471	6.7%	10,237	6.7%	
Age 40 to 44 Years	298	6.4%	3,531	6.8%	10,723	7.0%	
Age 45 to 49 Years	274	5.9%	3,348	6.5%	10,054	6.6%	
Age 50 to 54 Years	311	6.7%	3,636	7.0%	10,390	6.8%	
Age 55 to 59 Years	344	7.4%	3,551	6.8%	9,613	6.3%	
Age 60 to 64 Years	326	7.0%	3,282	6.3%	8,925	5.9%	
Age 65 to 74 Years	543	11.7%	4,710	9.1%	11,789	7.7%	
Age 75 to 84 Years	254	5.5%	2,095	4.0%	5,222	3.4%	
Age 85 Years or Over	67	1.4%	630	1.2%	1,693	1.1%	
Median Age	40.7		38.2		35.9		
<b>Gender Age Distribution (2024)</b>							
Female Population	2,471	53.3%	26,776	51.6%	77,054	50.6%	
Age 0 to 19 Years	544	22.0%	6,544	24.4%	20,070	26.0%	
Age 20 to 64 Years	1,419	57.4%	16,131	60.2%	46,969	61.0%	
Age 65 Years or Over	508	20.6%	4,102	15.3%	10,015	13.0%	
Female Median Age	42.1		39.2		36.5		
Male Population	2,164	46.7%	25,108	48.4%	75,138	49.4%	
Age 0 to 19 Years	526	24.3%	6,697	26.7%	20,527	27.3%	
Age 20 to 64 Years	1,282	59.2%	15,077	60.1%	45,921	61.1%	
Age 65 Years or Over	356	16.5%	3,334	13.3%	8,690	11.6%	
Male Median Age	39.0		37.1		35.3		

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<b>Household Income Distribution (2024)</b>						
HH Income \$200,000 or More	312	15.9%	3,251	16.3%	7,178	13.1%
HH Income \$150,000 to \$199,999	275	14.0%	2,377	11.9%	4,938	9.0%
HH Income \$100,000 to \$149,999	315	16.0%	3,672	18.4%	9,535	17.4%
HH Income \$75,000 to \$99,999	355	18.1%	3,073	15.4%	8,495	15.5%
HH Income \$50,000 to \$74,999	241	12.3%	2,781	13.9%	8,546	15.6%
HH Income \$35,000 to \$49,999	117	6.0%	1,502	7.5%	5,468	10.0%
HH Income \$25,000 to \$34,999	139	7.1%	1,193	6.0%	4,051	7.4%
HH Income \$15,000 to \$24,999	88	4.5%	929	4.7%	3,383	6.2%
HH Income Under \$15,000	120	6.1%	1,185	5.9%	3,227	5.9%
HH Income \$35,000 or More	1,615	82.3%	16,657	83.4%	44,160	80.6%
HH Income \$75,000 or More	1,257	64.1%	12,374	62.0%	30,147	55.0%
<b>Housing (2024)</b>						
Total Housing Units	2,047		20,777		57,262	
Housing Units Occupied	1,962	95.9%	19,963	96.1%	54,821	95.7%
Housing Units Owner-Occupied	1,209	61.6%	12,932	64.8%	33,869	61.8%
Housing Units, Renter-Occupied	753	38.4%	7,031	35.2%	20,952	38.2%
Housing Units, Vacant	85	4.3%	814	4.1%	2,441	4.5%
<b>Marital Status (2024)</b>						
Never Married	1,225	31.8%	15,469	36.5%	45,995	37.2%
Currently Married	2,014	52.4%	20,636	48.6%	56,149	45.5%
Separated	44	1.2%	1,103	2.6%	5,289	4.3%
Widowed	316	8.2%	1,785	4.2%	5,450	4.4%
Divorced	247	6.4%	3,444	8.1%	10,626	8.6%
<b>Household Type (2024)</b>						
Population Family	3,546	76.5%	42,402	81.7%	130,240	85.6%
Population Non-Family	1,089	23.5%	9,298	17.9%	20,874	13.7%
Population Group Quarters	-	-	184	0.4%	1,078	0.7%
Family Households	1,034	52.7%	12,677	63.5%	38,434	70.1%
Non-Family Households	928	47.3%	7,286	36.5%	16,387	29.9%
Married Couple with Children	375	18.6%	4,588	22.2%	13,294	23.7%
Average Family Household Size	3.4		3.3		3.4	
<b>Household Size (2024)</b>						
1 Person Households	874	44.6%	6,629	33.2%	14,675	26.8%
2 Person Households	397	20.2%	6,141	30.8%	18,147	33.1%
3 Person Households	322	16.4%	3,142	15.7%	9,074	16.6%
4 Person Households	205	10.4%	2,361	11.8%	7,047	12.9%
5 Person Households	114	5.8%	1,097	5.5%	3,545	6.5%
6 or More Person Households	50	2.6%	593	3.0%	2,332	4.3%
<b>Household Vehicles (2024)</b>						
Households with 0 Vehicles Available	106	5.4%	1,236	6.2%	4,348	7.9%
Households with 1 Vehicles Available	675	34.4%	6,524	32.7%	17,616	32.1%
Households with 2 or More Vehicles Available	1,182	60.2%	12,203	61.1%	32,856	59.9%
Total Vehicles Available	3,490		36,918		100,191	
Average Vehicles Per Household	1.8		1.8		1.8	

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<b>Labor Force (2024)</b>							
Estimated Labor Population Age 16 Years or Over		3,791		41,693		121,111	
Estimated Civilian Employed		2,468	65.1%	25,808	61.9%	73,155	60.4%
Estimated Civilian Unemployed		116	3.1%	1,851	4.4%	5,975	4.9%
Estimated in Armed Forces		89	2.4%	682	1.6%	1,647	1.4%
Estimated Not in Labor Force		1,117	29.5%	13,351	32.0%	40,335	33.3%
Unemployment Rate		3.1%		4.4%		4.9%	
<b>Occupation (2024)</b>							
Occupation: Population Age 16 Years or Over		2,381		25,092		72,446	
Management, Business, Financial Operations		437	18.3%	4,850	19.3%	12,051	16.6%
Professional, Related Service		743	31.2%	7,035	28.0%	17,212	23.8%
Sales, Office		333	14.0%	3,767	15.0%	11,800	16.3%
Farming, Fishing, Forestry		570	23.9%	5,428	21.6%	14,427	19.9%
Construct, Extraction, Maintenance		-	-	16	-	30	-
Production, Transport Material Moving		92	3.9%	967	3.9%	4,180	5.8%
White Collar Workers		206	8.7%	3,029	12.1%	12,746	17.6%
Blue Collar Workers		1,749	73.5%	17,313	69.0%	43,690	60.3%
		632	26.5%	7,779	31.0%	28,755	39.7%
<b>Consumer Expenditure (2024)</b>							
Total Household Expenditure		\$171.57 M		\$1.73 B		\$4.37 B	
Total Non-Retail Expenditure		\$91.19 M	53.1%	\$918.01 M	53.1%	\$2.31 B	53.0%
Total Retail Expenditure		\$80.38 M	46.9%	\$810.72 M	46.9%	\$2.05 B	47.0%
Apparel		\$6.15 M	3.6%	\$61.97 M	3.6%	\$155.95 M	3.6%
Contributions		\$5.96 M	3.5%	\$60.21 M	3.5%	\$149.36 M	3.4%
Education		\$5.71 M	3.3%	\$58.01 M	3.4%	\$141.87 M	3.2%
Entertainment		\$9.92 M	5.8%	\$100.08 M	5.8%	\$251.06 M	5.8%
Food and Beverages		\$24.88 M	14.5%	\$250.56 M	14.5%	\$636.07 M	14.6%
Furnishings and Equipment		\$6.13 M	3.6%	\$61.92 M	3.6%	\$155.5 M	3.6%
Gifts		\$4.5 M	2.6%	\$45.95 M	2.7%	\$114.06 M	2.6%
Health Care		\$14.11 M	8.2%	\$141.87 M	8.2%	\$361.3 M	8.3%
Household Operations		\$6.88 M	4.0%	\$69.29 M	4.0%	\$173.86 M	4.0%
Miscellaneous Expenses		\$3.28 M	1.9%	\$33.02 M	1.9%	\$83.05 M	1.9%
Personal Care		\$2.3 M	1.3%	\$23.21 M	1.3%	\$58.57 M	1.3%
Personal Insurance		\$1.28 M	0.7%	\$12.95 M	0.7%	\$32.16 M	0.7%
Reading		\$380.47 K	0.2%	\$3.82 M	0.2%	\$9.6 M	0.2%
Shelter		\$36.24 M	21.1%	\$363.96 M	21.1%	\$918.78 M	21.0%
Tobacco		\$923.44 K	0.5%	\$9.21 M	0.5%	\$24.2 M	0.6%
Transportation		\$30.88 M	18.0%	\$311.7 M	18.0%	\$790.24 M	18.1%
Utilities		\$12.05 M	7.0%	\$121.03 M	7.0%	\$310.46 M	7.1%
<b>Educational Attainment (2024)</b>							
Adult Population Age 25 Years or Over		3,280		35,092		99,768	
Elementary (Grade Level 0 to 8)		98	3.0%	1,322	3.8%	8,107	8.1%
Some High School (Grade Level 9 to 11)		52	1.6%	1,479	4.2%	6,568	6.6%
High School Graduate		459	14.0%	7,591	21.6%	26,291	26.4%
Some College		608	18.5%	6,430	18.3%	18,040	18.1%
Associate Degree Only		335	10.2%	2,772	7.9%	7,473	7.5%
Bachelor Degree Only		1,090	33.2%	9,839	28.0%	20,970	21.0%
Graduate Degree		637	19.4%	5,658	16.1%	12,319	12.3%

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Gurnee, IL 60031							
<b>Units In Structure (2024)</b>							
1 Detached Unit	943	47.2%	10,085	53.1%	31,381	60.5%	
1 Attached Unit	355	17.8%	3,195	16.8%	6,238	12.0%	
2 to 4 Units	215	10.8%	876	4.6%	3,246	6.3%	
5 to 9 Units	136	6.8%	1,388	7.3%	3,118	6.0%	
10 to 19 Units	71	3.6%	1,428	7.5%	3,316	6.4%	
20 to 49 Units	52	2.6%	985	5.2%	2,822	5.4%	
50 or More Units	185	9.3%	1,338	7.0%	3,476	6.7%	
Mobile Home or Trailer	4	0.2%	659	3.5%	1,167	2.2%	
Other Structure	1	-	10	-	56	0.1%	
<b>Homes Built By Year (2024)</b>							
Homes Built 2010 or later	86	4.3%	1,231	6.5%	2,638	5.1%	
Homes Built 2000 to 2009	124	6.2%	2,418	12.7%	6,129	11.8%	
Homes Built 1990 to 1999	497	24.9%	6,506	34.2%	12,613	24.3%	
Homes Built 1980 to 1989	781	39.1%	3,909	20.6%	8,265	15.9%	
Homes Built 1970 to 1979	235	11.8%	2,982	15.7%	8,463	16.3%	
Homes Built 1960 to 1969	112	5.6%	1,034	5.4%	5,146	9.9%	
Homes Built 1950 to 1959	59	3.0%	923	4.9%	5,556	10.7%	
Homes Built Before 1949	68	3.4%	960	5.1%	6,011	11.6%	
<b>Home Values (2024)</b>							
Home Values \$1,000,000 or More	8	0.7%	121	0.9%	476	1.4%	
Home Values \$500,000 to \$999,999	86	7.1%	1,073	8.3%	2,841	8.4%	
Home Values \$400,000 to \$499,999	114	9.4%	1,701	13.2%	3,571	10.5%	
Home Values \$300,000 to \$399,999	328	27.2%	3,438	26.6%	6,334	18.7%	
Home Values \$200,000 to \$299,999	434	35.9%	3,189	24.7%	8,251	24.4%	
Home Values \$150,000 to \$199,999	169	14.0%	1,802	13.9%	6,547	19.3%	
Home Values \$100,000 to \$149,999	57	4.7%	588	4.5%	2,972	8.8%	
Home Values \$70,000 to \$99,999	2	0.2%	223	1.7%	997	2.9%	
Home Values \$50,000 to \$69,999	-	-	71	0.5%	443	1.3%	
Home Values \$25,000 to \$49,999	-	-	121	0.9%	291	0.9%	
Home Values Under \$25,000	10	0.9%	604	4.7%	1,144	3.4%	
Owner-Occupied Median Home Value	\$280,430		\$290,246		\$261,558		
Renter-Occupied Median Rent	\$1,386		\$1,262		\$1,138		
<b>Transportation To Work (2024)</b>							
Drive to Work Alone	1,628	68.4%	17,822	71.0%	50,304	69.4%	
Drive to Work in Carpool	239	10.0%	2,502	10.0%	8,844	12.2%	
Travel to Work by Public Transportation	32	1.3%	351	1.4%	1,413	1.9%	
Drive to Work on Motorcycle	4	0.2%	31	0.1%	37	-	
Walk or Bicycle to Work	19	0.8%	260	1.0%	1,266	1.7%	
Other Means	29	1.2%	312	1.2%	1,060	1.5%	
Work at Home	430	18.0%	3,815	15.2%	9,522	13.1%	
<b>Travel Time (2024)</b>							
Travel to Work in 14 Minutes or Less	488	20.5%	4,820	19.2%	14,060	19.4%	
Travel to Work in 15 to 29 Minutes	783	32.9%	8,710	34.7%	25,441	35.1%	
Travel to Work in 30 to 59 Minutes	545	22.9%	6,292	25.1%	18,975	26.2%	
Travel to Work in 60 Minutes or More	136	5.7%	1,455	5.8%	4,447	6.1%	
Average Minutes Travel to Work	22.5		23.1		23.5		