

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 41.7191/-88.3196

US-30 & Douglas Rd Oswego, IL		1 mi radius		3 mi radius		5 mi radius	
Population							
Estimated Population (2023)		12,205		92,316		220,923	
Projected Population (2028)		12,543		94,640		222,869	
Census Population (2020)		11,582		91,289		220,677	
Census Population (2010)		11,284		99,142		232,159	
Projected Annual Growth (2023 to 2028)		338	0.6%	2,324	0.5%	1,946	0.2%
Historical Annual Growth (2020 to 2023)		623	1.8%	1,027	0.4%	246	-
Historical Annual Growth (2010 to 2020)		298	0.9%	-7,853	-2.6%	-11,482	-1.6%
Estimated Population Density (2023)		3,887	psm	3,267	psm	2,814	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi
Households							
Estimated Households (2023)		4,425		30,481		72,695	
Projected Households (2028)		4,689		32,108		74,865	
Census Households (2020)		4,162		29,629		71,515	
Census Households (2010)		3,915		30,648		72,451	
Estimated Households with Children (2023)		1,680	38.0%	13,071	42.9%	32,214	44.3%
Estimated Average Household Size (2023)		2.76		3.00		3.02	
Average Household Income							
Estimated Average Household Income (2023)		\$113,216		\$108,572		\$118,759	
Projected Average Household Income (2028)		\$114,338		\$110,758		\$123,694	
Estimated Average Family Income (2023)		\$119,154		\$116,236		\$130,397	
Median Household Income							
Estimated Median Household Income (2023)		\$73,517		\$85,415		\$95,739	
Projected Median Household Income (2028)		\$77,076		\$88,174		\$98,683	
Estimated Median Family Income (2023)		\$91,404		\$98,232		\$108,857	
Per Capita Income							
Estimated Per Capita Income (2023)		\$41,048		\$35,917		\$39,130	
Projected Per Capita Income (2028)		\$42,747		\$37,643		\$41,602	
Estimated Per Capita Income 5 Year Growth		\$1,700	4.1%	\$1,725	4.8%	\$2,473	6.3%
Estimated Average Household Net Worth (2023)		\$409,604		\$462,423		\$543,621	
Daytime Demos (2023)							
Total Businesses		263		2,252		5,015	
Total Employees		2,507		25,690		52,600	
Company Headquarter Businesses		6	2.3%	79	3.5%	181	3.6%
Company Headquarter Employees		59	2.4%	3,770	14.7%	7,525	14.3%
Employee Population per Business		9.6		11.4		10.5	
Residential Population per Business		46.5		41.0		44.1	

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Race & Ethnicity							
White (2023)	7,197	59.0%	47,779	51.8%	115,840	52.4%	
Black or African American (2023)	1,213	9.9%	8,721	9.4%	22,527	10.2%	
American Indian or Alaska Native (2023)	83	0.7%	1,436	1.6%	2,707	1.2%	
Asian (2023)	291	2.4%	3,669	4.0%	14,561	6.6%	
Hawaiian or Pacific Islander (2023)	5	-	48	-	87	-	
Other Race (2023)	1,821	14.9%	17,904	19.4%	36,374	16.5%	
Two or More Races (2023)	1,595	13.1%	12,758	13.8%	28,827	13.0%	
Not Hispanic or Latino Population (2023)	8,039	65.9%	52,972	57.4%	138,663	62.8%	
Hispanic or Latino Population (2023)	4,166	34.1%	39,344	42.6%	82,260	37.2%	
Not Hispanic or Latino Population (2028)	8,227	65.6%	55,069	58.2%	140,709	63.1%	
Hispanic or Latino Population (2028)	4,316	34.4%	39,571	41.8%	82,160	36.9%	
Not Hispanic or Latino Population (2020)	7,517	64.9%	47,785	52.3%	129,971	58.9%	
Hispanic or Latino Population (2020)	4,065	35.1%	43,505	47.7%	90,706	41.1%	
Not Hispanic or Latino Population (2010)	8,584	76.1%	54,353	54.8%	141,042	60.8%	
Hispanic or Latino Population (2010)	2,700	23.9%	44,789	45.2%	91,117	39.2%	
Projected Hispanic Annual Growth (2023 to 2028)	150	0.7%	227	0.1%	-100	-	
Historic Hispanic Annual Growth (2010 to 2023)	1,466	4.2%	-5,445	-0.9%	-8,857	-0.7%	
Age Distribution (2023)							
Age Under 5	713	5.8%	5,985	6.5%	14,587	6.6%	
Age 5 to 9 Years	847	6.9%	6,548	7.1%	16,339	7.4%	
Age 10 to 14 Years	944	7.7%	7,273	7.9%	17,973	8.1%	
Age 15 to 19 Years	998	8.2%	7,369	8.0%	17,311	7.8%	
Age 20 to 24 Years	828	6.8%	6,629	7.2%	14,700	6.7%	
Age 25 to 29 Years	771	6.3%	6,035	6.5%	14,157	6.4%	
Age 30 to 34 Years	795	6.5%	6,035	6.5%	15,253	6.9%	
Age 35 to 39 Years	833	6.8%	6,619	7.2%	16,905	7.7%	
Age 40 to 44 Years	839	6.9%	6,528	7.1%	16,411	7.4%	
Age 45 to 49 Years	833	6.8%	6,231	6.8%	15,194	6.9%	
Age 50 to 54 Years	859	7.0%	5,985	6.5%	14,151	6.4%	
Age 55 to 59 Years	716	5.9%	5,281	5.7%	12,362	5.6%	
Age 60 to 64 Years	694	5.7%	4,711	5.1%	10,794	4.9%	
Age 65 to 74 Years	918	7.5%	6,696	7.3%	15,238	6.9%	
Age 75 to 84 Years	490	4.0%	3,254	3.5%	7,032	3.2%	
Age 85 Years or Over	128	1.0%	1,138	1.2%	2,516	1.1%	
Median Age	35.6		34.3		34.3		
Gender Age Distribution (2023)							
Female Population	6,175	50.6%	46,168	50.0%	110,805	50.2%	
Age 0 to 19 Years	1,695	27.4%	13,337	28.9%	32,421	29.3%	
Age 20 to 64 Years	3,612	58.5%	26,694	57.8%	64,653	58.3%	
Age 65 Years or Over	868	14.1%	6,137	13.3%	13,731	12.4%	
Female Median Age	36.6		34.6		34.8		
Male Population	6,030	49.4%	46,148	50.0%	110,118	49.8%	
Age 0 to 19 Years	1,807	30.0%	13,838	30.0%	33,789	30.7%	
Age 20 to 64 Years	3,555	59.0%	27,360	59.3%	65,273	59.3%	
Age 65 Years or Over	668	11.1%	4,950	10.7%	11,055	10.0%	
Male Median Age	34.7		34.0		33.9		

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Household Income Distribution (2023)						
HH Income \$200,000 or More	335	7.6%	2,842	9.3%	8,679	11.9%
HH Income \$150,000 to \$199,999	343	7.7%	2,984	9.8%	7,917	10.9%
HH Income \$100,000 to \$149,999	897	20.3%	6,052	19.9%	16,034	22.1%
HH Income \$75,000 to \$99,999	565	12.8%	3,873	12.7%	9,861	13.6%
HH Income \$50,000 to \$74,999	1,237	28.0%	6,251	20.5%	12,316	16.9%
HH Income \$35,000 to \$49,999	454	10.3%	3,206	10.5%	6,698	9.2%
HH Income \$25,000 to \$34,999	169	3.8%	1,762	5.8%	3,999	5.5%
HH Income \$15,000 to \$24,999	110	2.5%	1,411	4.6%	3,378	4.6%
HH Income Under \$15,000	316	7.1%	2,099	6.9%	3,812	5.2%
HH Income \$35,000 or More	3,830	86.5%	25,209	82.7%	61,505	84.6%
HH Income \$75,000 or More	2,139	48.3%	15,752	51.7%	42,491	58.5%
Housing (2023)						
Total Housing Units	4,677		32,492		76,520	
Housing Units Occupied	4,425	94.6%	30,481	93.8%	72,695	95.0%
Housing Units Owner-Occupied	3,258	73.6%	20,605	67.6%	51,596	71.0%
Housing Units, Renter-Occupied	1,167	26.4%	9,876	32.4%	21,098	29.0%
Housing Units, Vacant	252	5.7%	2,011	6.6%	3,825	5.3%
Marital Status (2023)						
Never Married	3,258	33.6%	26,795	37.0%	60,295	35.1%
Currently Married	3,712	38.3%	30,010	41.4%	78,356	45.5%
Separated	602	6.2%	4,216	5.8%	8,127	4.7%
Widowed	454	4.7%	3,225	4.4%	7,339	4.3%
Divorced	1,675	17.3%	8,265	11.4%	17,907	10.4%
Household Type (2023)						
Population Family	10,568	86.6%	81,114	87.9%	196,161	88.8%
Population Non-Family	1,637	13.4%	10,323	11.2%	23,207	10.5%
Population Group Quarters	-	-	879	1.0%	1,555	0.7%
Family Households	3,065	69.3%	22,459	73.7%	54,609	75.1%
Non-Family Households	1,360	30.7%	8,023	26.3%	18,085	24.9%
Married Couple with Children	1,139	30.7%	8,967	29.9%	23,082	29.5%
Average Family Household Size	3.4		3.6		3.6	
Household Size (2023)						
1 Person Households	1,165	26.3%	6,485	21.3%	14,521	20.0%
2 Person Households	1,352	30.6%	8,379	27.5%	19,637	27.0%
3 Person Households	689	15.6%	4,927	16.2%	12,488	17.2%
4 Person Households	671	15.2%	5,036	16.5%	13,140	18.1%
5 Person Households	335	7.6%	2,983	9.8%	7,346	10.1%
6 or More Person Households	212	4.8%	2,672	8.8%	5,562	7.7%
Household Vehicles (2023)						
Households with 0 Vehicles Available	167	3.8%	1,412	4.6%	3,284	4.5%
Households with 1 Vehicles Available	1,495	33.8%	9,132	30.0%	19,694	27.1%
Households with 2 or More Vehicles Available	2,762	62.4%	19,938	65.4%	49,716	68.4%
Total Vehicles Available	8,471		60,489		145,969	
Average Vehicles Per Household	1.9		2.0		2.0	

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US-30 & Douglas Rd

Oswego, IL

	1 mi radius		3 mi radius		5 mi radius	
Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	9,492		70,980		168,341	
Estimated Civilian Employed	6,724	70.8%	47,422	66.8%	114,627	68.1%
Estimated Civilian Unemployed	413	4.4%	3,209	4.5%	6,853	4.1%
Estimated in Armed Forces	-	-	34	-	58	-
Estimated Not in Labor Force	2,355 24.8%		20,315 28.6%		46,804 27.8%	
Unemployment Rate	4.4%		4.5%		4.1%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	6,724		47,422		114,627	
Management, Business, Financial Operations	880	13.1%	6,053	12.8%	16,537	14.4%
Professional, Related	973	14.5%	6,502	13.7%	20,217	17.6%
Service	1,306	19.4%	8,845	18.7%	20,295	17.7%
Sales, Office	1,689	25.1%	10,951	23.1%	26,321	23.0%
Farming, Fishing, Forestry	-	-	27	-	72	-
Construct, Extraction, Maintenance	409	6.1%	3,489	7.4%	7,427	6.5%
Production, Transport Material Moving	1,467	21.8%	11,556	24.4%	23,759	20.7%
White Collar Workers	3,541 52.7%		23,505 49.6%		63,074 55.0%	
Blue Collar Workers	3,183 47.3%		23,917 50.4%		51,552 45.0%	
Consumer Expenditure (2023)						
Total Household Expenditure	\$337.57 M		\$2.27 B		\$5.78 B	
Total Non-Retail Expenditure	\$177.66 M	52.6%	\$1.2 B	52.7%	\$3.05 B	52.8%
Total Retail Expenditure	\$159.91 M	47.4%	\$1.07 B	47.3%	\$2.73 B	47.2%
Apparel	\$11.93 M	3.5%	\$81.25 M	3.6%	\$207.77 M	3.6%
Contributions	\$11.02 M	3.3%	\$74.9 M	3.3%	\$193.96 M	3.4%
Education	\$10.2 M	3.0%	\$71.06 M	3.1%	\$186.97 M	3.2%
Entertainment	\$19.21 M	5.7%	\$130.03 M	5.7%	\$333.23 M	5.8%
Food and Beverages	\$49.67 M	14.7%	\$334.22 M	14.7%	\$845.23 M	14.6%
Furnishings and Equipment	\$12 M	3.6%	\$80.66 M	3.5%	\$206.32 M	3.6%
Gifts	\$8.53 M	2.5%	\$56.71 M	2.5%	\$147.12 M	2.5%
Health Care	\$28.35 M	8.4%	\$188.6 M	8.3%	\$474.56 M	8.2%
Household Operations	\$13.25 M	3.9%	\$89.58 M	3.9%	\$229.14 M	4.0%
Miscellaneous Expenses	\$6.43 M	1.9%	\$42.99 M	1.9%	\$109.42 M	1.9%
Personal Care	\$4.54 M	1.3%	\$30.49 M	1.3%	\$77.51 M	1.3%
Personal Insurance	\$2.41 M	0.7%	\$16.39 M	0.7%	\$42.53 M	0.7%
Reading	\$732.98 K	0.2%	\$4.92 M	0.2%	\$12.53 M	0.2%
Shelter	\$70.59 M	20.9%	\$477.39 M	21.0%	\$1.21 B	21.0%
Tobacco	\$1.97 M	0.6%	\$13.01 M	0.6%	\$31.64 M	0.5%
Transportation	\$62.11 M	18.4%	\$416.25 M	18.3%	\$1.06 B	18.3%
Utilities	\$24.63 M	7.3%	\$164.41 M	7.2%	\$410.73 M	7.1%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	7,876		58,512		140,013	
Elementary (Grade Level 0 to 8)	353	4.5%	7,051	12.1%	14,175	10.1%
Some High School (Grade Level 9 to 11)	361	4.6%	5,160	8.8%	9,821	7.0%
High School Graduate	2,578	32.7%	15,224	26.0%	32,769	23.4%
Some College	1,654	21.0%	11,051	18.9%	26,318	18.8%
Associate Degree Only	743	9.4%	4,937	8.4%	11,096	7.9%
Bachelor Degree Only	1,211	15.4%	10,412	17.8%	29,687	21.2%
Graduate Degree	974	12.4%	4,677	8.0%	16,148	11.5%

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Units In Structure (2023)							
1 Detached Unit	3,021	77.2%	20,209	65.9%	49,685	68.6%	
1 Attached Unit	637	16.3%	3,870	12.6%	9,397	13.0%	
2 to 4 Units	90	2.3%	2,564	8.4%	4,569	6.3%	
5 to 9 Units	33	0.8%	512	1.7%	1,736	2.4%	
10 to 19 Units	358	9.1%	1,418	4.6%	2,921	4.0%	
20 to 49 Units	15	0.4%	594	1.9%	1,252	1.7%	
50 or More Units	177	4.5%	1,118	3.6%	2,669	3.7%	
Mobile Home or Trailer	91	2.3%	182	0.6%	405	0.6%	
Other Structure	3	-	14	-	60	-	
Homes Built By Year (2023)							
Homes Built 2010 or later	131	3.4%	1,281	4.2%	3,527	4.9%	
Homes Built 2000 to 2009	1,353	34.6%	7,621	24.9%	18,625	25.7%	
Homes Built 1990 to 1999	965	24.6%	4,769	15.6%	13,069	18.0%	
Homes Built 1980 to 1989	335	8.6%	1,629	5.3%	5,835	8.1%	
Homes Built 1970 to 1979	597	15.3%	2,915	9.5%	7,593	10.5%	
Homes Built 1960 to 1969	501	12.8%	2,877	9.4%	5,770	8.0%	
Homes Built 1950 to 1959	301	7.7%	3,666	12.0%	7,837	10.8%	
Homes Built Before 1949	242	6.2%	5,723	18.7%	10,439	14.4%	
Home Values (2023)							
Home Values \$1,000,000 or More	2	-	67	0.3%	315	0.6%	
Home Values \$500,000 to \$999,999	65	2.0%	466	2.3%	1,914	3.7%	
Home Values \$400,000 to \$499,999	49	1.5%	669	3.2%	2,698	5.2%	
Home Values \$300,000 to \$399,999	286	8.8%	3,120	15.1%	9,410	18.2%	
Home Values \$200,000 to \$299,999	1,119	34.4%	7,160	34.7%	19,196	37.2%	
Home Values \$150,000 to \$199,999	1,234	37.9%	5,933	28.8%	11,042	21.4%	
Home Values \$100,000 to \$149,999	319	9.8%	1,906	9.3%	4,024	7.8%	
Home Values \$70,000 to \$99,999	52	1.6%	504	2.4%	1,206	2.3%	
Home Values \$50,000 to \$69,999	2	-	341	1.7%	452	0.9%	
Home Values \$25,000 to \$49,999	3	-	102	0.5%	516	1.0%	
Home Values Under \$25,000	127	3.9%	337	1.6%	823	1.6%	
Owner-Occupied Median Home Value	\$211,279		\$221,813		\$244,390		
Renter-Occupied Median Rent	\$1,247		\$1,113		\$1,158		
Transportation To Work (2023)							
Drive to Work Alone	5,355	79.6%	34,569	72.9%	81,792	71.4%	
Drive to Work in Carpool	579	8.6%	5,550	11.7%	11,437	10.0%	
Travel to Work by Public Transportation	99	1.5%	495	1.0%	1,539	1.3%	
Drive to Work on Motorcycle	1	-	5	-	147	0.1%	
Walk or Bicycle to Work	33	0.5%	759	1.6%	1,612	1.4%	
Other Means	41	0.6%	584	1.2%	1,243	1.1%	
Work at Home	617	9.2%	5,460	11.5%	16,856	14.7%	
Travel Time (2023)							
Travel to Work in 14 Minutes or Less	1,258	18.7%	11,041	23.3%	25,466	22.2%	
Travel to Work in 15 to 29 Minutes	2,431	36.1%	15,827	33.4%	35,513	31.0%	
Travel to Work in 30 to 59 Minutes	2,024	30.1%	12,355	26.1%	28,455	24.8%	
Travel to Work in 60 Minutes or More	395	5.9%	2,739	5.8%	8,335	7.3%	
Average Minutes Travel to Work	26.1		22.3		23.3		