

Expanded Profile

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



Lat/Lon: 42.0532/-87.8605

9570-9578 Potter Rd						
Des Plaines, IL 60016						
Population						
Estimated Population (2024)	25,366		135,717		322,327	
Projected Population (2029)	24,561		132,406		317,753	
Census Population (2020)	26,782		141,570		333,389	
Census Population (2010)	26,146		136,041		320,384	
Projected Annual Growth (2024 to 2029)	-805	-0.6%	-3,311	-0.5%	-4,575	-0.3%
Historical Annual Growth (2020 to 2024)	-1,416	-1.3%	-5,853	-1.0%	-11,062	-0.8%
Historical Annual Growth (2010 to 2020)	637	0.6%	5,529	1.0%	13,006	1.0%
Estimated Population Density (2024)	8,078	psm	4,802	psm	4,106	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2024)	10,128		52,809		125,143	
Projected Households (2029)	9,861		51,766		123,537	
Census Households (2020)	10,238		53,688		127,267	
Census Households (2010)	10,057		52,152		122,908	
Estimated Households with Children (2024)	2,485	24.5%	12,919	24.5%	31,832	25.4%
Estimated Average Household Size (2024)	2.46		2.51		2.54	
Average Household Income						
Estimated Average Household Income (2024)	\$89,931		\$134,420		\$147,441	
Projected Average Household Income (2029)	\$97,257		\$144,916		\$158,053	
Estimated Average Family Income (2024)	\$138,307		\$210,585		\$231,894	
Median Household Income						
Estimated Median Household Income (2024)	\$64,730		\$89,596		\$98,990	
Projected Median Household Income (2029)	\$64,626		\$89,907		\$99,633	
Estimated Median Family Income (2024)	\$86,492		\$116,250		\$131,727	
Per Capita Income						
Estimated Per Capita Income (2024)	\$36,047		\$52,462		\$57,349	
Projected Per Capita Income (2029)	\$39,193		\$56,819		\$61,554	
Estimated Per Capita Income 5 Year Growth	\$3,146	8.7%	\$4,357	8.3%	\$4,206	7.3%
Estimated Average Household Net Worth (2024)	\$688,761		\$1,221,779		\$1,379,991	
Daytime Demos (2024)						
Total Businesses	555		4,624		14,243	
Total Employees	4,086		47,723		207,262	
Company Headquarter Businesses	21	3.8%	173	3.8%	667	4.7%
Company Headquarter Employees	647	15.8%	7,161	15.0%	57,206	27.6%
Employee Population per Business	7.4		10.3		14.6	
Residential Population per Business	45.7		29.4		22.6	

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5 mi radius

Race & Ethnicity

White (2024)	11,291	44.5%	85,044	62.7%	213,614	66.3%
Black or African American (2024)	2,047	8.1%	5,626	4.1%	11,132	3.5%
American Indian or Alaska Native (2024)	170	0.7%	717	0.5%	1,679	0.5%
Asian (2024)	9,011	35.5%	29,054	21.4%	56,130	17.4%
Hawaiian or Pacific Islander (2024)	3	-	21	-	66	-
Other Race (2024)	1,585	6.2%	6,781	5.0%	17,615	5.5%
Two or More Races (2024)	1,258	5.0%	8,472	6.2%	22,092	6.9%
Not Hispanic or Latino Population (2024)	21,765	85.8%	116,357	85.7%	272,274	84.5%
Hispanic or Latino Population (2024)	3,601	14.2%	19,360	14.3%	50,054	15.5%
Not Hispanic or Latino Population (2029)	20,327	82.8%	108,878	82.2%	257,391	81.0%
Hispanic or Latino Population (2029)	4,234	17.2%	23,528	17.8%	60,362	19.0%
Not Hispanic or Latino Population (2020)	22,981	85.8%	123,415	87.2%	286,805	86.0%
Hispanic or Latino Population (2020)	3,801	14.2%	18,155	12.8%	46,585	14.0%
Not Hispanic or Latino Population (2010)	22,629	86.6%	120,624	88.7%	281,288	87.8%
Hispanic or Latino Population (2010)	3,516	13.4%	15,417	11.3%	39,096	12.2%
Projected Hispanic Annual Growth (2024 to 2029)	633	3.5%	4,168	4.3%	10,308	4.1%
Historic Hispanic Annual Growth (2010 to 2024)	84	0.2%	3,943	1.8%	10,958	2.0%

Age Distribution (2024)

Age Under 5	1,421	5.6%	6,965	5.1%	16,499	5.1%
Age 5 to 9 Years	1,312	5.2%	7,374	5.4%	19,258	6.0%
Age 10 to 14 Years	1,336	5.3%	7,857	5.8%	20,051	6.2%
Age 15 to 19 Years	1,276	5.0%	7,570	5.6%	18,981	5.9%
Age 20 to 24 Years	1,209	4.8%	5,729	4.2%	13,704	4.3%
Age 25 to 29 Years	1,709	6.7%	7,045	5.2%	15,448	4.8%
Age 30 to 34 Years	2,145	8.5%	8,561	6.3%	18,578	5.8%
Age 35 to 39 Years	1,867	7.4%	9,092	6.7%	21,039	6.5%
Age 40 to 44 Years	1,699	6.7%	8,792	6.5%	21,186	6.6%
Age 45 to 49 Years	1,564	6.2%	8,135	6.0%	19,654	6.1%
Age 50 to 54 Years	1,607	6.3%	8,544	6.3%	20,592	6.4%
Age 55 to 59 Years	1,575	6.2%	8,840	6.5%	20,924	6.5%
Age 60 to 64 Years	1,706	6.7%	9,781	7.2%	22,659	7.0%
Age 65 to 74 Years	2,820	11.1%	16,666	12.3%	38,767	12.0%
Age 75 to 84 Years	1,520	6.0%	9,968	7.3%	23,914	7.4%
Age 85 Years or Over	601	2.4%	4,798	3.5%	11,073	3.4%
Median Age	40.7		43.8		43.8	

Gender Age Distribution (2024)

Female Population	12,836	50.6%	68,243	50.3%	163,026	50.6%
Age 0 to 19 Years	2,559	19.9%	14,410	21.1%	36,333	22.3%
Age 20 to 64 Years	7,562	58.9%	37,455	54.9%	87,569	53.7%
Age 65 Years or Over	2,715	21.2%	16,378	24.0%	39,124	24.0%
Female Median Age	42.3		44.8		44.8	
Male Population	12,530	49.4%	67,475	49.7%	159,301	49.4%
Age 0 to 19 Years	2,786	22.2%	15,357	22.8%	38,456	24.1%
Age 20 to 64 Years	7,518	60.0%	37,063	54.9%	86,215	54.1%
Age 65 Years or Over	2,225	17.8%	15,055	22.3%	34,630	21.7%
Male Median Age	39.2		43.0		42.9	

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Household Income Distribution (2024)

HH Income \$200,000 or More	640	6.3%	7,848	14.9%	21,754	17.4%
HH Income \$150,000 to \$199,999	740	7.3%	4,992	9.5%	13,252	10.6%
HH Income \$100,000 to \$149,999	1,499	14.8%	9,501	18.0%	22,504	18.0%
HH Income \$75,000 to \$99,999	1,319	13.0%	6,308	11.9%	15,042	12.0%
HH Income \$50,000 to \$74,999	1,957	19.3%	7,960	15.1%	17,884	14.3%
HH Income \$35,000 to \$49,999	1,161	11.5%	5,005	9.5%	11,402	9.1%
HH Income \$25,000 to \$34,999	942	9.3%	3,786	7.2%	7,900	6.3%
HH Income \$15,000 to \$24,999	875	8.6%	3,268	6.2%	6,866	5.5%
HH Income Under \$15,000	995	9.8%	4,142	7.8%	8,538	6.8%
HH Income \$35,000 or More	7,316	72.2%	41,613	78.8%	101,839	81.4%
HH Income \$75,000 or More	4,198	41.5%	28,648	54.2%	72,552	58.0%

Housing (2024)

Total Housing Units	11,139		57,248		135,368	
Housing Units Occupied	10,128	90.9%	52,809	92.2%	125,143	92.4%
Housing Units Owner-Occupied	5,051	49.9%	37,176	70.4%	92,465	73.9%
Housing Units, Renter-Occupied	5,077	50.1%	15,633	29.6%	32,679	26.1%
Housing Units, Vacant	1,011	10.0%	4,440	8.4%	10,225	8.2%

Marital Status (2024)

Never Married	6,511	30.6%	32,366	28.5%	73,635	27.6%
Currently Married	10,415	48.9%	59,288	52.2%	145,106	54.4%
Separated	1,234	5.8%	4,338	3.8%	9,165	3.4%
Widowed	1,479	6.9%	8,134	7.2%	18,266	6.9%
Divorced	1,658	7.8%	9,395	8.3%	20,347	7.6%

Household Type (2024)

Population Family	18,555	73.1%	97,421	71.8%	232,958	72.3%
Population Non-Family	6,367	25.1%	35,199	25.9%	84,416	26.2%
Population Group Quarters	444	1.8%	3,097	2.3%	4,954	1.5%
Family Households	5,386	53.2%	27,988	53.0%	66,322	53.0%
Non-Family Households	4,742	46.8%	24,820	47.0%	58,822	47.0%
Married Couple with Children	1,876	18.0%	10,475	17.7%	26,210	18.1%
Average Family Household Size	3.4		3.5		3.5	

Household Size (2024)

1 Person Households	4,337	42.8%	22,832	43.2%	54,663	43.7%
2 Person Households	3,021	29.8%	18,794	35.6%	45,774	36.6%
3 Person Households	1,174	11.6%	4,716	8.9%	9,927	7.9%
4 Person Households	889	8.8%	3,842	7.3%	8,557	6.8%
5 Person Households	415	4.1%	1,687	3.2%	4,040	3.2%
6 or More Person Households	292	2.9%	938	1.8%	2,182	1.7%

Household Vehicles (2024)

Households with 0 Vehicles Available	1,152	11.4%	4,323	8.2%	8,962	7.2%
Households with 1 Vehicles Available	4,710	46.5%	19,942	37.8%	44,606	35.6%
Households with 2 or More Vehicles Available	4,266	42.1%	28,544	54.1%	71,576	57.2%
Total Vehicles Available	14,642		88,710		216,227	
Average Vehicles Per Household	1.4		1.7		1.7	

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Labor Force (2024)

Estimated Labor Population Age 16 Years or Over	21,030		111,860		262,260	
Estimated Civilian Employed	12,188	58.0%	66,667	59.6%	158,524	60.4%
Estimated Civilian Unemployed	466	2.2%	2,361	2.1%	4,868	1.9%
Estimated in Armed Forces	-	-	29	-	139	-
Estimated Not in Labor Force	8,376	39.8%	42,803	38.3%	98,730	37.6%
Unemployment Rate	2.2%		2.1%		1.9%	

Occupation (2024)

Occupation: Population Age 16 Years or Over	12,188		66,660		158,513	
Management, Business, Financial Operations	1,877	15.4%	13,494	20.2%	34,012	21.5%
Professional, Related Service	3,010	24.7%	18,176	27.3%	43,219	27.3%
Sales, Office	2,364	19.4%	9,657	14.5%	21,413	13.5%
Farming, Fishing, Forestry	2,140	17.6%	12,392	18.6%	29,688	18.7%
Construct, Extraction, Maintenance	14	0.1%	122	0.2%	204	0.1%
Production, Transport Material Moving	767	6.3%	4,202	6.3%	9,869	6.2%
White Collar Workers	2,016	16.5%	8,616	12.9%	20,108	12.7%
Blue Collar Workers	7,027	57.7%	44,063	66.1%	106,919	67.5%
	5,161	42.3%	22,597	33.9%	51,593	32.5%

Consumer Expenditure (2024)

Total Household Expenditure	\$652.84 M		\$4.59 B		\$11.7 B	
Total Non-Retail Expenditure	\$346.12 M	53.0%	\$2.44 B	53.2%	\$6.23 B	53.2%
Total Retail Expenditure	\$306.71 M	47.0%	\$2.15 B	46.8%	\$5.47 B	46.8%
Apparel	\$23.01 M	3.5%	\$162.89 M	3.5%	\$416.58 M	3.6%
Contributions	\$21.36 M	3.3%	\$160.95 M	3.5%	\$417.9 M	3.6%
Education	\$19.69 M	3.0%	\$151.17 M	3.3%	\$396.51 M	3.4%
Entertainment	\$36.71 M	5.6%	\$264.61 M	5.8%	\$678.92 M	5.8%
Food and Beverages	\$96.18 M	14.7%	\$664.76 M	14.5%	\$1.68 B	14.4%
Furnishings and Equipment	\$22.8 M	3.5%	\$163.88 M	3.6%	\$420.01 M	3.6%
Gifts	\$16.07 M	2.5%	\$122.36 M	2.7%	\$318.5 M	2.7%
Health Care	\$55.08 M	8.4%	\$381.7 M	8.3%	\$965.12 M	8.3%
Household Operations	\$25.65 M	3.9%	\$184.45 M	4.0%	\$472.9 M	4.0%
Miscellaneous Expenses	\$12.4 M	1.9%	\$88.02 M	1.9%	\$224.81 M	1.9%
Personal Care	\$8.76 M	1.3%	\$61.62 M	1.3%	\$156.89 M	1.3%
Personal Insurance	\$4.51 M	0.7%	\$34.04 M	0.7%	\$88.33 M	0.8%
Reading	\$1.43 M	0.2%	\$10.26 M	0.2%	\$26.27 M	0.2%
Shelter	\$138.91 M	21.3%	\$966.37 M	21.1%	\$2.46 B	21.0%
Tobacco	\$4.02 M	0.6%	\$25.03 M	0.5%	\$61.22 M	0.5%
Transportation	\$117.96 M	18.1%	\$823.63 M	17.9%	\$2.09 B	17.9%
Utilities	\$48.3 M	7.4%	\$324.8 M	7.1%	\$815.16 M	7.0%

Educational Attainment (2024)

Adult Population Age 25 Years or Over	18,812		100,222		233,834	
Elementary (Grade Level 0 to 8)	1,115	5.9%	5,133	5.1%	12,683	5.4%
Some High School (Grade Level 9 to 11)	1,106	5.9%	4,396	4.4%	9,777	4.2%
High School Graduate	4,882	26.0%	21,765	21.7%	48,059	20.6%
Some College	2,952	15.7%	16,595	16.6%	37,069	15.9%
Associate Degree Only	1,806	9.6%	8,644	8.6%	17,789	7.6%
Bachelor Degree Only	4,348	23.1%	26,882	26.8%	64,815	27.7%
Graduate Degree	2,602	13.8%	16,807	16.8%	43,642	18.7%

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Units In Structure (2024)

1 Detached Unit	1,871	18.6%	26,506	50.8%	67,528	54.9%
1 Attached Unit	1,306	13.0%	4,675	9.0%	10,382	8.4%
2 to 4 Units	730	7.3%	3,397	6.5%	7,427	6.0%
5 to 9 Units	2,047	20.4%	5,389	10.3%	10,128	8.2%
10 to 19 Units	1,876	18.6%	3,547	6.8%	6,627	5.4%
20 to 49 Units	795	7.9%	3,954	7.6%	8,969	7.3%
50 or More Units	1,467	14.6%	5,068	9.7%	11,752	9.6%
Mobile Home or Trailer	24	0.2%	176	0.3%	2,188	1.8%
Other Structure	12	0.1%	97	0.2%	143	0.1%

Homes Built By Year (2024)

Homes Built 2010 or later	294	2.9%	2,266	4.3%	5,791	4.7%
Homes Built 2000 to 2009	418	4.2%	4,732	9.1%	10,642	8.7%
Homes Built 1990 to 1999	817	8.1%	3,114	6.0%	7,895	6.4%
Homes Built 1980 to 1989	1,291	12.8%	4,498	8.6%	10,241	8.3%
Homes Built 1970 to 1979	3,015	30.0%	8,873	17.0%	20,350	16.6%
Homes Built 1960 to 1969	1,966	19.5%	9,577	18.4%	23,354	19.0%
Homes Built 1950 to 1959	1,187	11.8%	12,073	23.1%	27,352	22.3%
Homes Built Before 1949	1,140	11.3%	7,677	14.7%	19,520	15.9%

Home Values (2024)

Home Values \$1,000,000 or More	41	0.8%	894	2.4%	3,334	3.6%
Home Values \$500,000 to \$999,999	581	11.5%	7,658	20.6%	22,030	23.8%
Home Values \$400,000 to \$499,999	320	6.3%	5,527	14.9%	13,898	15.0%
Home Values \$300,000 to \$399,999	715	14.2%	9,070	24.4%	23,513	25.4%
Home Values \$200,000 to \$299,999	1,376	27.2%	8,138	21.9%	16,345	17.7%
Home Values \$150,000 to \$199,999	879	17.4%	2,764	7.4%	5,572	6.0%
Home Values \$100,000 to \$149,999	761	15.1%	1,737	4.7%	3,695	4.0%
Home Values \$70,000 to \$99,999	180	3.6%	465	1.3%	885	1.0%
Home Values \$50,000 to \$69,999	31	0.6%	115	0.3%	338	0.4%
Home Values \$25,000 to \$49,999	33	0.7%	241	0.6%	1,072	1.2%
Home Values Under \$25,000	134	2.6%	567	1.5%	1,782	1.9%
Owner-Occupied Median Home Value	\$248,076		\$370,733		\$401,027	
Renter-Occupied Median Rent	\$1,223		\$1,254		\$1,297	

Transportation To Work (2024)

Drive to Work Alone	7,746	63.6%	42,477	63.7%	98,205	62.0%
Drive to Work in Carpool	1,166	9.6%	5,601	8.4%	13,262	8.4%
Travel to Work by Public Transportation	612	5.0%	4,147	6.2%	10,360	6.5%
Drive to Work on Motorcycle	14	0.1%	70	0.1%	188	0.1%
Walk or Bicycle to Work	463	3.8%	1,814	2.7%	4,344	2.7%
Other Means	140	1.1%	790	1.2%	1,823	1.1%
Work at Home	2,047	16.8%	11,761	17.6%	30,331	19.1%

Travel Time (2024)

Travel to Work in 14 Minutes or Less	1,682	13.8%	10,672	16.0%	27,022	17.0%
Travel to Work in 15 to 29 Minutes	4,173	34.2%	19,446	29.2%	43,720	27.6%
Travel to Work in 30 to 59 Minutes	3,545	29.1%	19,211	28.8%	44,430	28.0%
Travel to Work in 60 Minutes or More	740	6.1%	5,570	8.4%	13,010	8.2%
Average Minutes Travel to Work	25.5		25.9		25.8	