



Market Profile

3 Counties
 Marshall County, IL (17123) et al. Putnam County, Stark County
 Geography: County

Prepared by Esri

IL(17123),IL(...)

Population Summary	
2000 Total Population	25,574
2010 Total Population	24,640
2016 Total Population	24,218
2016 Group Quarters	349
2021 Total Population	23,648
2016-2021 Annual Rate	-0.48%
2016 Total Daytime Population	21,113
Workers	8,577
Residents	12,536
Household Summary	
2000 Households	10,150
2000 Average Household Size	2.48
2010 Households	10,095
2010 Average Household Size	2.41
2016 Households	9,982
2016 Average Household Size	2.39
2021 Households	9,771
2021 Average Household Size	2.38
2016-2021 Annual Rate	-0.43%
2010 Families	6,956
2010 Average Family Size	2.89
2016 Families	6,815
2016 Average Family Size	2.88
2021 Families	6,639
2021 Average Family Size	2.87
2016-2021 Annual Rate	-0.52%
Housing Unit Summary	
2000 Housing Units	11,509
Owner Occupied Housing Units	70.5%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	11.8%
2010 Housing Units	11,662
Owner Occupied Housing Units	70.3%
Renter Occupied Housing Units	16.3%
Vacant Housing Units	13.4%
2016 Housing Units	11,684
Owner Occupied Housing Units	67.7%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	14.6%
2021 Housing Units	11,587
Owner Occupied Housing Units	66.7%
Renter Occupied Housing Units	17.6%
Vacant Housing Units	15.7%
Median Household Income	
2016	\$51,561
2021	\$52,419
Median Home Value	
2016	\$100,676
2021	\$126,547
Per Capita Income	
2016	\$26,953
2021	\$28,787
Median Age	
2010	44.6
2016	45.9
2021	47.0

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income

Household Income Base	9,982
<\$15,000	10.3%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	22.5%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	2.3%
\$200,000+	2.4%

Average Household Income \$64,112

2021 Households by Income

Household Income Base	9,771
<\$15,000	10.9%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	15.9%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	14.5%
\$150,000 - \$199,999	2.8%
\$200,000+	2.7%

Average Household Income \$68,361

2016 Owner Occupied Housing Units by Value

Total	7,913
<\$50,000	13.4%
\$50,000 - \$99,999	36.3%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	15.7%
\$200,000 - \$249,999	6.2%
\$250,000 - \$299,999	2.9%
\$300,000 - \$399,999	2.3%
\$400,000 - \$499,999	0.6%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.3%

Average Home Value \$129,802

2021 Owner Occupied Housing Units by Value

Total	7,734
<\$50,000	11.0%
\$50,000 - \$99,999	28.5%
\$100,000 - \$149,999	19.8%
\$150,000 - \$199,999	19.7%
\$200,000 - \$249,999	8.8%
\$250,000 - \$299,999	5.4%
\$300,000 - \$399,999	3.3%
\$400,000 - \$499,999	1.2%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.3%

Average Home Value \$152,573

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.

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2010 Population by Age	
Total	24,640
0 - 4	5.3%
5 - 9	5.9%
10 - 14	6.5%
15 - 24	11.2%
25 - 34	9.9%
35 - 44	11.7%
45 - 54	15.5%
55 - 64	14.8%
65 - 74	10.0%
75 - 84	6.3%
85 +	2.9%
18 +	78.0%
2016 Population by Age	
Total	24,218
0 - 4	5.1%
5 - 9	5.4%
10 - 14	5.9%
15 - 24	11.0%
25 - 34	10.6%
35 - 44	10.8%
45 - 54	13.8%
55 - 64	16.0%
65 - 74	12.0%
75 - 84	6.4%
85 +	3.0%
18 +	80.1%
2021 Population by Age	
Total	23,648
0 - 4	4.9%
5 - 9	5.3%
10 - 14	5.9%
15 - 24	10.0%
25 - 34	10.6%
35 - 44	11.1%
45 - 54	12.2%
55 - 64	15.6%
65 - 74	13.8%
75 - 84	7.6%
85 +	3.0%
18 +	80.4%
2010 Population by Sex	
Males	12,184
Females	12,456
2016 Population by Sex	
Males	12,041
Females	12,177
2021 Population by Sex	
Males	11,834
Females	11,814

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	24,640
White Alone	97.1%
Black Alone	0.4%
American Indian Alone	0.2%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	1.0%
Hispanic Origin	2.5%
Diversity Index	10.3

2016 Population by Race/Ethnicity

Total	24,218
White Alone	96.1%
Black Alone	0.6%
American Indian Alone	0.2%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	1.4%
Hispanic Origin	3.4%
Diversity Index	13.8

2021 Population by Race/Ethnicity

Total	23,648
White Alone	95.1%
Black Alone	0.8%
American Indian Alone	0.2%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	1.7%
Hispanic Origin	4.3%
Diversity Index	17.1

2010 Population by Relationship and Household Type

Total	24,640
In Households	98.6%
In Family Households	83.6%
Householder	28.2%
Spouse	23.3%
Child	28.4%
Other relative	1.6%
Nonrelative	2.1%
In Nonfamily Households	15.0%
In Group Quarters	1.4%
Institutionalized Population	1.4%
Noninstitutionalized Population	0.1%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

May 26, 2017



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2016 Population 25+ by Educational Attainment	
Total	17,574
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	6.9%
High School Graduate	34.8%
GED/Alternative Credential	4.1%
Some College, No Degree	23.2%
Associate Degree	11.1%
Bachelor's Degree	12.6%
Graduate/Professional Degree	4.8%
2016 Population 15+ by Marital Status	
Total	20,249
Never Married	22.7%
Married	58.3%
Widowed	7.8%
Divorced	11.2%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	94.3%
Civilian Unemployed	5.7%
2016 Employed Population 16+ by Industry	
Total	11,722
Agriculture/Mining	7.2%
Construction	6.0%
Manufacturing	17.7%
Wholesale Trade	3.1%
Retail Trade	12.8%
Transportation/Utilities	6.3%
Information	1.5%
Finance/Insurance/Real Estate	4.3%
Services	38.0%
Public Administration	3.1%
2016 Employed Population 16+ by Occupation	
Total	11,722
White Collar	50.5%
Management/Business/Financial	13.1%
Professional	16.3%
Sales	9.1%
Administrative Support	12.0%
Services	18.4%
Blue Collar	31.1%
Farming/Forestry/Fishing	2.3%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	5.0%
Production	10.3%
Transportation/Material Moving	8.5%
2010 Population By Urban/ Rural Status	
Total Population	24,640
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	10,095
Households with 1 Person	26.6%
Households with 2+ People	73.4%
Family Households	68.9%
Husband-wife Families	56.9%
With Related Children	19.8%
Other Family (No Spouse Present)	12.0%
Other Family with Male Householder	4.3%
With Related Children	2.7%
Other Family with Female Householder	7.7%
With Related Children	4.7%
Nonfamily Households	4.5%
All Households with Children	27.8%
Multigenerational Households	2.1%
Unmarried Partner Households	6.6%
Male-female	6.2%
Same-sex	0.3%
2010 Households by Size	
Total	10,095
1 Person Household	26.6%
2 Person Household	39.1%
3 Person Household	14.3%
4 Person Household	11.8%
5 Person Household	5.3%
6 Person Household	1.8%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	10,095
Owner Occupied	81.2%
Owned with a Mortgage/Loan	45.6%
Owned Free and Clear	35.6%
Renter Occupied	18.8%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	11,662
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1. Heartland Communities
2. Salt of the Earth (6B)
3. Midlife Constants (5E)

2016 Consumer Spending

Apparel & Services: Total \$	\$15,846,056
Average Spent	\$1,587.46
Spending Potential Index	79
Education: Total \$	\$9,923,014
Average Spent	\$994.09
Spending Potential Index	70
Entertainment/Recreation: Total \$	\$25,294,208
Average Spent	\$2,533.98
Spending Potential Index	87
Food at Home: Total \$	\$44,372,472
Average Spent	\$4,445.25
Spending Potential Index	89
Food Away from Home: Total \$	\$25,224,154
Average Spent	\$2,526.96
Spending Potential Index	82
Health Care: Total \$	\$51,167,455
Average Spent	\$5,125.97
Spending Potential Index	97
HH Furnishings & Equipment: Total \$	\$14,720,675
Average Spent	\$1,474.72
Spending Potential Index	84
Personal Care Products & Services: Total \$	\$6,082,088
Average Spent	\$609.31
Spending Potential Index	83
Shelter: Total \$	\$116,523,607
Average Spent	\$11,673.37
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,147,673
Average Spent	\$2,118.58
Spending Potential Index	91
Travel: Total \$	\$14,860,365
Average Spent	\$1,488.72
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$9,408,740
Average Spent	\$942.57
Spending Potential Index	91

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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