

	10 minutes	15 minutes	20 minutes
Population Summary			
2000 Total Population	39,440	57,941	113,490
2010 Total Population	39,866	59,235	113,753
2016 Total Population	39,535	59,220	114,695
2016 Group Quarters	1,382	2,042	2,292
2021 Total Population	39,518	59,378	115,346
2016-2021 Annual Rate	-0.01%	0.05%	0.11%
2016 Total Daytime Population	35,795	53,990	110,178
Workers	15,419	23,536	50,210
Residents	20,376	30,454	59,968
Household Summary			
2000 Households	15,519	22,611	44,308
2000 Average Household Size	2.43	2.45	2.50
2010 Households	16,098	23,717	45,482
2010 Average Household Size	2.38	2.40	2.44
2016 Households	16,135	23,906	46,101
2016 Average Household Size	2.36	2.39	2.44
2021 Households	16,166	24,023	46,440
2021 Average Household Size	2.36	2.39	2.43
2016-2021 Annual Rate	0.04%	0.10%	0.15%
2010 Families	10,502	15,824	30,633
2010 Average Family Size	2.91	2.91	2.95
2016 Families	10,402	15,762	30,717
2016 Average Family Size	2.90	2.91	2.95
2021 Families	10,358	15,740	30,765
2021 Average Family Size	2.90	2.91	2.95
2016-2021 Annual Rate	-0.08%	-0.03%	0.03%
Housing Unit Summary			
2000 Housing Units	16,247	23,678	46,970
Owner Occupied Housing Units	67.0%	69.7%	69.1%
Renter Occupied Housing Units	28.5%	25.7%	25.2%
Vacant Housing Units	4.5%	4.5%	5.7%
2010 Housing Units	17,106	25,122	48,515
Owner Occupied Housing Units	66.2%	69.2%	69.1%
Renter Occupied Housing Units	27.9%	25.2%	24.7%
Vacant Housing Units	5.9%	5.6%	6.3%
2016 Housing Units	17,423	25,678	49,923
Owner Occupied Housing Units	63.1%	66.3%	66.2%
Renter Occupied Housing Units	29.5%	26.8%	26.2%
Vacant Housing Units	7.4%	6.9%	7.7%
2021 Housing Units	17,613	26,005	50,684
Owner Occupied Housing Units	62.3%	65.6%	65.5%
Renter Occupied Housing Units	29.5%	26.8%	26.1%
Vacant Housing Units	8.2%	7.6%	8.4%
Median Household Income			
2016	\$46,447	\$49,780	\$50,152
2021	\$44,684	\$48,340	\$49,052
Median Home Value			
2016	\$105,569	\$108,719	\$113,225
2021	\$119,980	\$126,881	\$134,722
Per Capita Income			
2016	\$26,170	\$26,657	\$26,549
2021	\$27,723	\$28,331	\$28,268
Median Age			
2010	39.9	39.9	39.4
2016	41.0	41.0	40.4
2021	41.5	41.5	41.0

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.



Market Profile

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2016 Households by Income			
Household Income Base	16,135	23,906	46,101
<\$15,000	12.6%	11.8%	11.9%
\$15,000 - \$24,999	12.3%	11.1%	10.6%
\$25,000 - \$34,999	12.8%	11.7%	11.3%
\$35,000 - \$49,999	15.2%	15.5%	16.0%
\$50,000 - \$74,999	19.0%	19.7%	19.4%
\$75,000 - \$99,999	12.1%	13.2%	13.5%
\$100,000 - \$149,999	11.0%	11.7%	11.8%
\$150,000 - \$199,999	2.8%	2.7%	3.0%
\$200,000+	2.3%	2.4%	2.5%
Average Household Income	\$61,737	\$63,935	\$64,743
2021 Households by Income			
Household Income Base	16,166	24,023	46,440
<\$15,000	13.3%	12.5%	12.5%
\$15,000 - \$24,999	9.9%	9.3%	9.3%
\$25,000 - \$34,999	17.0%	15.9%	15.7%
\$35,000 - \$49,999	13.9%	13.4%	13.0%
\$50,000 - \$74,999	15.2%	15.5%	15.0%
\$75,000 - \$99,999	12.1%	13.5%	14.0%
\$100,000 - \$149,999	12.6%	13.6%	13.7%
\$150,000 - \$199,999	3.4%	3.4%	3.7%
\$200,000+	2.7%	2.8%	3.0%
Average Household Income	\$65,406	\$67,954	\$68,909
2016 Owner Occupied Housing Units by Value			
Total	11,001	17,035	33,041
<\$50,000	6.1%	7.2%	10.5%
\$50,000 - \$99,999	41.0%	38.5%	33.1%
\$100,000 - \$149,999	26.0%	24.7%	24.4%
\$150,000 - \$199,999	13.9%	14.5%	16.2%
\$200,000 - \$249,999	6.2%	6.8%	6.6%
\$250,000 - \$299,999	2.9%	3.3%	3.7%
\$300,000 - \$399,999	2.3%	2.8%	3.1%
\$400,000 - \$499,999	0.8%	1.0%	1.2%
\$500,000 - \$749,999	0.6%	0.8%	0.7%
\$750,000 - \$999,999	0.1%	0.1%	0.3%
\$1,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$129,273	\$134,403	\$138,604
2021 Owner Occupied Housing Units by Value			
Total	10,976	17,067	33,218
<\$50,000	5.1%	6.1%	9.1%
\$50,000 - \$99,999	35.9%	33.0%	27.3%
\$100,000 - \$149,999	22.4%	20.3%	19.6%
\$150,000 - \$199,999	15.2%	15.5%	17.2%
\$200,000 - \$249,999	8.4%	9.4%	9.0%
\$250,000 - \$299,999	5.2%	6.0%	7.0%
\$300,000 - \$399,999	4.7%	5.8%	6.2%
\$400,000 - \$499,999	1.5%	2.0%	2.3%
\$500,000 - \$749,999	1.2%	1.4%	1.4%
\$750,000 - \$999,999	0.1%	0.2%	0.5%
\$1,000,000 +	0.3%	0.3%	0.4%
Average Home Value	\$151,050	\$159,958	\$167,240

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.

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



Market Profile

2304 Court St, Pekin, Illinois, 61554
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	10 minutes	15 minutes	20 minutes
2010 Population by Age			
Total	39,863	59,236	113,752
0 - 4	6.3%	6.1%	6.4%
5 - 9	6.0%	6.1%	6.4%
10 - 14	6.2%	6.3%	6.6%
15 - 24	11.9%	11.9%	12.1%
25 - 34	13.3%	13.2%	13.0%
35 - 44	12.8%	12.8%	12.7%
45 - 54	14.8%	14.9%	14.9%
55 - 64	12.6%	12.7%	12.9%
65 - 74	7.9%	7.9%	7.8%
75 - 84	6.0%	5.7%	5.3%
85 +	2.4%	2.3%	2.0%
18 +	77.9%	77.6%	76.5%
2016 Population by Age			
Total	39,535	59,220	114,696
0 - 4	6.0%	5.8%	6.1%
5 - 9	5.9%	5.9%	6.2%
10 - 14	5.9%	6.1%	6.4%
15 - 24	11.4%	11.4%	11.8%
25 - 34	13.1%	13.1%	12.7%
35 - 44	12.7%	12.8%	12.6%
45 - 54	13.1%	13.2%	13.2%
55 - 64	13.7%	13.8%	13.9%
65 - 74	9.6%	9.6%	9.5%
75 - 84	5.8%	5.6%	5.4%
85 +	2.8%	2.7%	2.3%
18 +	78.9%	78.7%	77.7%
2021 Population by Age			
Total	39,519	59,376	115,346
0 - 4	5.9%	5.7%	6.0%
5 - 9	5.9%	5.8%	6.1%
10 - 14	6.1%	6.2%	6.4%
15 - 24	10.8%	10.8%	11.1%
25 - 34	12.9%	13.0%	12.6%
35 - 44	12.8%	12.9%	12.8%
45 - 54	12.1%	12.2%	12.3%
55 - 64	13.3%	13.5%	13.5%
65 - 74	11.2%	11.2%	11.0%
75 - 84	6.2%	6.0%	5.8%
85 +	2.8%	2.6%	2.3%
18 +	78.7%	78.8%	77.8%
2010 Population by Sex			
Males	19,493	29,181	56,144
Females	20,373	30,054	57,609
2016 Population by Sex			
Males	19,300	29,144	56,630
Females	20,235	30,076	58,065
2021 Population by Sex			
Males	19,408	29,357	57,136
Females	20,111	30,021	58,210

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	39,866	59,236	113,753
White Alone	95.8%	95.7%	91.2%
Black Alone	1.4%	1.5%	5.4%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	0.6%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.6%	0.9%
Two or More Races	1.2%	1.2%	1.5%
Hispanic Origin	2.0%	2.0%	2.5%
Diversity Index	11.8	11.9	20.7
2016 Population by Race/Ethnicity			
Total	39,535	59,220	114,695
White Alone	94.9%	94.7%	90.1%
Black Alone	1.8%	1.8%	5.8%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	0.6%	0.7%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.7%	1.2%
Two or More Races	1.6%	1.6%	1.9%
Hispanic Origin	2.6%	2.6%	3.3%
Diversity Index	14.5	14.8	23.8
2021 Population by Race/Ethnicity			
Total	39,519	59,378	115,346
White Alone	93.9%	93.7%	89.0%
Black Alone	2.1%	2.2%	6.0%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	0.7%	0.8%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.9%	1.5%
Two or More Races	2.1%	2.0%	2.4%
Hispanic Origin	3.2%	3.2%	4.1%
Diversity Index	17.3	17.6	26.7
2010 Population by Relationship and Household Type			
Total	39,866	59,235	113,753
In Households	96.0%	96.1%	97.8%
In Family Households	79.2%	80.2%	82.0%
Householder	26.6%	26.7%	27.0%
Spouse	19.4%	20.1%	20.0%
Child	28.6%	28.9%	30.2%
Other relative	2.1%	2.0%	2.3%
Nonrelative	2.5%	2.4%	2.5%
In Nonfamily Households	16.8%	15.9%	15.8%
In Group Quarters	4.0%	3.9%	2.2%
Institutionalized Population	3.7%	3.6%	2.0%
Noninstitutionalized Population	0.3%	0.3%	0.3%

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.



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2016 Population 25+ by Educational Attainment			
Total	27,987	41,905	79,825
Less than 9th Grade	2.2%	2.2%	2.3%
9th - 12th Grade, No Diploma	6.2%	6.3%	7.3%
High School Graduate	29.9%	30.2%	29.6%
GED/Alternative Credential	6.8%	6.7%	6.3%
Some College, No Degree	25.3%	24.7%	23.6%
Associate Degree	9.0%	9.5%	9.9%
Bachelor's Degree	14.1%	14.4%	14.7%
Graduate/Professional Degree	6.4%	6.1%	6.2%
2016 Population 15+ by Marital Status			
Total	32,505	48,678	93,313
Never Married	26.5%	25.7%	27.3%
Married	51.5%	53.8%	53.3%
Widowed	6.9%	6.6%	6.3%
Divorced	15.1%	13.9%	13.1%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	93.4%	93.9%	93.4%
Civilian Unemployed	6.6%	6.1%	6.6%
2016 Employed Population 16+ by Industry			
Total	18,541	28,240	54,547
Agriculture/Mining	0.8%	1.0%	0.9%
Construction	4.8%	5.6%	6.0%
Manufacturing	19.3%	19.0%	17.3%
Wholesale Trade	1.3%	1.9%	2.1%
Retail Trade	12.8%	12.4%	12.2%
Transportation/Utilities	5.2%	5.4%	5.1%
Information	1.8%	1.6%	1.5%
Finance/Insurance/Real Estate	6.5%	6.5%	6.2%
Services	42.9%	42.6%	45.0%
Public Administration	4.7%	4.0%	3.5%
2016 Employed Population 16+ by Occupation			
Total	18,540	28,239	54,547
White Collar	56.9%	56.5%	56.4%
Management/Business/Financial	11.7%	11.8%	12.3%
Professional	19.8%	19.4%	19.2%
Sales	10.8%	10.7%	10.3%
Administrative Support	14.5%	14.7%	14.6%
Services	18.4%	17.6%	18.3%
Blue Collar	24.7%	25.9%	25.3%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	4.0%	4.3%	4.5%
Installation/Maintenance/Repair	3.1%	3.3%	3.2%
Production	9.4%	10.1%	9.3%
Transportation/Material Moving	8.2%	8.1%	8.1%
2010 Population By Urban/ Rural Status			
Total Population	39,866	59,235	113,753
Population Inside Urbanized Area	91.2%	81.7%	81.1%
Population Inside Urbanized Cluster	0.0%	0.0%	1.0%
Rural Population	8.8%	18.3%	17.9%

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	16,097	23,717	45,482
Households with 1 Person	29.7%	28.1%	27.2%
Households with 2+ People	70.3%	71.9%	72.8%
Family Households	65.2%	66.7%	67.4%
Husband-wife Families	47.6%	50.1%	49.9%
With Related Children	17.7%	19.0%	19.0%
Other Family (No Spouse Present)	17.7%	16.6%	17.5%
Other Family with Male Householder	4.9%	4.7%	4.9%
With Related Children	3.0%	2.9%	3.0%
Other Family with Female Householder	12.8%	11.9%	12.6%
With Related Children	8.6%	7.9%	8.5%
Nonfamily Households	5.1%	5.1%	5.4%
All Households with Children	29.9%	30.4%	31.2%
Multigenerational Households	2.6%	2.7%	3.1%
Unmarried Partner Households	7.2%	7.0%	7.3%
Male-female	6.8%	6.6%	6.8%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	16,098	23,717	45,482
1 Person Household	29.7%	28.1%	27.2%
2 Person Household	35.7%	36.2%	36.1%
3 Person Household	15.8%	15.7%	15.7%
4 Person Household	11.3%	12.0%	12.3%
5 Person Household	4.8%	5.1%	5.5%
6 Person Household	1.8%	1.9%	2.0%
7 + Person Household	0.9%	1.0%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	16,098	23,717	45,482
Owner Occupied	70.3%	73.3%	73.7%
Owned with a Mortgage/Loan	47.2%	48.8%	48.1%
Owned Free and Clear	23.1%	24.5%	25.5%
Renter Occupied	29.7%	26.7%	26.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	17,106	25,122	48,515
Housing Units Inside Urbanized Area	92.4%	82.8%	82.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	1.0%
Rural Housing Units	7.6%	17.2%	16.8%

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.	Traditional Living (12B)	Traditional Living (12B)	Rustbelt Traditions (5D)
2.	Midlife Constants (5E)	Rustbelt Traditions (5D)	Traditional Living (12B)
3.	Heartland Communities	Midlife Constants (5E)	Comfortable Empty Nesters
2016 Consumer Spending			
Apparel & Services: Total \$	\$25,254,221	\$38,721,700	\$75,833,936
Average Spent	\$1,565.18	\$1,619.75	\$1,644.95
Spending Potential Index	78	80	82
Education: Total \$	\$17,394,342	\$26,754,089	\$52,783,680
Average Spent	\$1,078.05	\$1,119.14	\$1,144.96
Spending Potential Index	76	79	81
Entertainment/Recreation: Total \$	\$38,224,306	\$58,487,557	\$113,781,852
Average Spent	\$2,369.03	\$2,446.56	\$2,468.10
Spending Potential Index	81	84	85
Food at Home: Total \$	\$66,758,111	\$101,423,748	\$197,343,222
Average Spent	\$4,137.47	\$4,242.61	\$4,280.67
Spending Potential Index	83	85	86
Food Away from Home: Total \$	\$39,443,760	\$60,421,455	\$118,063,170
Average Spent	\$2,444.61	\$2,527.46	\$2,560.97
Spending Potential Index	79	82	83
Health Care: Total \$	\$73,692,414	\$112,388,286	\$217,504,625
Average Spent	\$4,567.24	\$4,701.26	\$4,718.00
Spending Potential Index	86	89	89
HH Furnishings & Equipment: Total \$	\$23,012,009	\$35,335,324	\$68,955,514
Average Spent	\$1,426.22	\$1,478.09	\$1,495.75
Spending Potential Index	81	84	85
Personal Care Products & Services: Total \$	\$9,354,759	\$14,380,860	\$28,063,501
Average Spent	\$579.78	\$601.56	\$608.74
Spending Potential Index	79	82	83
Shelter: Total \$	\$194,091,978	\$297,585,613	\$584,561,327
Average Spent	\$12,029.25	\$12,448.16	\$12,680.01
Spending Potential Index	77	80	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$31,947,897	\$48,938,331	\$95,075,437
Average Spent	\$1,980.04	\$2,047.11	\$2,062.33
Spending Potential Index	85	88	89
Travel: Total \$	\$23,501,564	\$36,451,901	\$71,256,064
Average Spent	\$1,456.56	\$1,524.80	\$1,545.65
Spending Potential Index	78	82	83
Vehicle Maintenance & Repairs: Total \$	\$13,881,291	\$21,178,289	\$41,097,948
Average Spent	\$860.32	\$885.90	\$891.48
Spending Potential Index	83	86	86

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.