



# Market Profile

LaSalle city, IL (1742184)

Geography: Place

LaSalle city,...

### Population Summary

2000 Total Population	9,854
2010 Total Population	9,640
2017 Total Population	9,343
2017 Group Quarters	233
2022 Total Population	9,079
2017-2022 Annual Rate	-0.57%
2017 Total Daytime Population	8,643
Workers	4,103
Residents	4,540

### Household Summary

2000 Households	4,161
2000 Average Household Size	2.33
2010 Households	3,985
2010 Average Household Size	2.35
2017 Households	3,816
2017 Average Household Size	2.39
2022 Households	3,698
2022 Average Household Size	2.39
2017-2022 Annual Rate	-0.63%
2010 Families	2,396
2010 Average Family Size	2.99
2017 Families	2,272
2017 Average Family Size	3.05
2022 Families	2,192
2022 Average Family Size	3.06
2017-2022 Annual Rate	-0.71%

### Housing Unit Summary

2000 Housing Units	4,512
Owner Occupied Housing Units	61.0%
Renter Occupied Housing Units	31.2%
Vacant Housing Units	7.8%
2010 Housing Units	4,456
Owner Occupied Housing Units	58.1%
Renter Occupied Housing Units	31.3%
Vacant Housing Units	10.6%
2017 Housing Units	4,468
Owner Occupied Housing Units	54.3%
Renter Occupied Housing Units	31.2%
Vacant Housing Units	14.6%
2022 Housing Units	4,492
Owner Occupied Housing Units	52.2%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	17.7%

### Median Household Income

2017	\$43,570
2022	\$46,442

### Median Home Value

2017	\$101,377
2022	\$112,521

### Per Capita Income

2017	\$23,699
2022	\$26,517

### Median Age

2010	38.3
2017	39.5
2022	40.3

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



# Market Profile

LaSalle city, IL (1742184)

Geography: Place

LaSalle city,...

## 2017 Households by Income

Household Income Base	3,815
<\$15,000	14.9%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	13.6%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	1.7%
\$200,000+	1.3%

Average Household Income \$56,143

## 2022 Households by Income

Household Income Base	3,699
<\$15,000	14.7%
\$15,000 - \$24,999	11.1%
\$25,000 - \$34,999	12.7%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	2.5%
\$200,000+	1.8%

Average Household Income \$62,941

## 2017 Owner Occupied Housing Units by Value

Total	2,424
<\$50,000	9.2%
\$50,000 - \$99,999	40.2%
\$100,000 - \$149,999	24.0%
\$150,000 - \$199,999	14.4%
\$200,000 - \$249,999	4.9%
\$250,000 - \$299,999	4.0%
\$300,000 - \$399,999	2.1%
\$400,000 - \$499,999	0.3%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.3%

Average Home Value \$126,062

## 2022 Owner Occupied Housing Units by Value

Total	2,349
<\$50,000	7.4%
\$50,000 - \$99,999	36.1%
\$100,000 - \$149,999	25.8%
\$150,000 - \$199,999	16.4%
\$200,000 - \$249,999	5.9%
\$250,000 - \$299,999	5.2%
\$300,000 - \$399,999	2.2%
\$400,000 - \$499,999	0.3%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.2%

Average Home Value \$132,173

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 26, 2017



# Market Profile

LaSalle city, IL (1742184)

Geography: Place

	LaSalle city,...
<b>2010 Population by Age</b>	
Total	9,640
0 - 4	7.3%
5 - 9	6.8%
10 - 14	6.0%
15 - 24	12.2%
25 - 34	14.1%
35 - 44	12.0%
45 - 54	14.3%
55 - 64	11.8%
65 - 74	6.9%
75 - 84	5.0%
85 +	3.8%
18 +	76.5%
<b>2017 Population by Age</b>	
Total	9,343
0 - 4	6.6%
5 - 9	6.5%
10 - 14	6.1%
15 - 24	11.1%
25 - 34	13.8%
35 - 44	12.3%
45 - 54	12.6%
55 - 64	13.1%
65 - 74	9.2%
75 - 84	5.3%
85 +	3.5%
18 +	77.6%
<b>2022 Population by Age</b>	
Total	9,077
0 - 4	6.5%
5 - 9	6.3%
10 - 14	6.3%
15 - 24	10.9%
25 - 34	12.8%
35 - 44	13.1%
45 - 54	11.4%
55 - 64	12.5%
65 - 74	10.6%
75 - 84	6.2%
85 +	3.3%
18 +	77.5%
<b>2010 Population by Sex</b>	
Males	4,850
Females	4,790
<b>2017 Population by Sex</b>	
Males	4,749
Females	4,594
<b>2022 Population by Sex</b>	
Males	4,640
Females	4,437

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 26, 2017



# Market Profile

LaSalle city, IL (1742184)

Geography: Place

LaSalle city,...

### 2010 Population by Race/Ethnicity

Total	9,640
White Alone	89.2%
Black Alone	1.7%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.7%
Two or More Races	2.3%
Hispanic Origin	14.2%
Diversity Index	39.8

### 2017 Population by Race/Ethnicity

Total	9,344
White Alone	86.7%
Black Alone	2.6%
American Indian Alone	0.3%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.6%
Two or More Races	2.6%
Hispanic Origin	16.6%
Diversity Index	45.6

### 2022 Population by Race/Ethnicity

Total	9,079
White Alone	84.2%
Black Alone	3.5%
American Indian Alone	0.3%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.5%
Two or More Races	2.8%
Hispanic Origin	19.0%
Diversity Index	50.8

### 2010 Population by Relationship and Household Type

Total	9,640
In Households	97.2%
In Family Households	77.5%
Householder	24.9%
Spouse	16.7%
Child	29.8%
Other relative	3.0%
Nonrelative	3.1%
In Nonfamily Households	19.7%
In Group Quarters	2.8%
Institutionalized Population	2.6%
Noninstitutionalized Population	0.2%

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 26, 2017



# Market Profile

LaSalle city, IL (1742184)

Geography: Place

LaSalle city,...

## 2017 Population 25+ by Educational Attainment

Total	6,510
Less than 9th Grade	4.6%
9th - 12th Grade, No Diploma	8.7%
High School Graduate	30.0%
GED/Alternative Credential	5.3%
Some College, No Degree	28.1%
Associate Degree	7.3%
Bachelor's Degree	11.7%
Graduate/Professional Degree	4.4%

## 2017 Population 15+ by Marital Status

Total	7,547
Never Married	32.7%
Married	44.9%
Widowed	6.9%
Divorced	15.6%

## 2017 Civilian Population 16+ in Labor Force

Civilian Employed	93.1%
Civilian Unemployed (Unemployment Rate)	6.9%

## 2017 Employed Population 16+ by Industry

Total	4,862
Agriculture/Mining	0.9%
Construction	4.3%
Manufacturing	17.4%
Wholesale Trade	2.4%
Retail Trade	20.5%
Transportation/Utilities	8.3%
Information	0.9%
Finance/Insurance/Real Estate	3.7%
Services	37.4%
Public Administration	4.1%

## 2017 Employed Population 16+ by Occupation

Total	4,864
White Collar	46.0%
Management/Business/Financial	8.8%
Professional	11.9%
Sales	11.9%
Administrative Support	13.4%
Services	20.9%
Blue Collar	33.1%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	5.3%
Installation/Maintenance/Repair	3.9%
Production	13.3%
Transportation/Material Moving	10.0%

## 2010 Population By Urban/ Rural Status

Total Population	9,640
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	98.5%
Rural Population	1.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 26, 2017

**LaSalle city,...**
**2010 Households by Type**

Total	3,985
Households with 1 Person	33.5%
Households with 2+ People	66.5%
Family Households	60.1%
Husband-wife Families	40.4%
With Related Children	16.0%
Other Family (No Spouse Present)	19.7%
Other Family with Male Householder	6.0%
With Related Children	3.4%
Other Family with Female Householder	13.7%
With Related Children	9.7%
Nonfamily Households	6.4%
All Households with Children	29.7%

**2010 Households by Size**

Multigenerational Households	2.2%
Unmarried Partner Households	8.5%
Male-female	8.1%
Same-sex	0.4%

**2010 Households by Size**

Total	3,985
1 Person Household	33.5%
2 Person Household	32.0%
3 Person Household	14.8%
4 Person Household	10.9%
5 Person Household	5.4%
6 Person Household	2.0%
7 + Person Household	1.4%

**2010 Households by Tenure and Mortgage Status**

Total	3,985
Owner Occupied	65.0%
Owned with a Mortgage/Loan	41.1%
Owned Free and Clear	23.9%
Renter Occupied	35.0%

**2010 Housing Units By Urban/ Rural Status**

Total Housing Units	4,456
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	98.6%
Rural Housing Units	1.4%

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



# Market Profile

LaSalle city, IL (1742184)

Geography: Place

LaSalle city,...

## Top 3 Tapestry Segments

1. Traditional Living (12B)
2. Midlife Constants (5E)
3. Small Town Simplicity

## 2017 Consumer Spending

Apparel & Services: Total \$	\$5,616,844
Average Spent	\$1,471.92
Spending Potential Index	68
Education: Total \$	\$3,704,995
Average Spent	\$970.91
Spending Potential Index	67
Entertainment/Recreation: Total \$	\$8,494,954
Average Spent	\$2,226.14
Spending Potential Index	71
Food at Home: Total \$	\$14,106,933
Average Spent	\$3,696.79
Spending Potential Index	73
Food Away from Home: Total \$	\$8,873,559
Average Spent	\$2,325.36
Spending Potential Index	70
Health Care: Total \$	\$15,710,224
Average Spent	\$4,116.93
Spending Potential Index	74
HH Furnishings & Equipment: Total \$	\$5,299,653
Average Spent	\$1,388.80
Spending Potential Index	71
Personal Care Products & Services: Total \$	\$2,111,481
Average Spent	\$553.32
Spending Potential Index	69
Shelter: Total \$	\$42,091,594
Average Spent	\$11,030.29
Spending Potential Index	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,240,605
Average Spent	\$1,635.38
Spending Potential Index	70
Travel: Total \$	\$5,230,454
Average Spent	\$1,370.66
Spending Potential Index	66
Vehicle Maintenance & Repairs: Total \$	\$2,979,003
Average Spent	\$780.66
Spending Potential Index	73

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 26, 2017