



# Market Profile

East Peoria city  
Place

East Peoria city...

Population Summary	
2000 Total Population	22,751
2010 Total Population	23,422
2016 Total Population	23,549
2016 Group Quarters	233
2021 Total Population	23,672
2016-2021 Annual Rate	0.10%
Household Summary	
2000 Households	9,545
2000 Average Household Size	2.35
2010 Households	9,966
2010 Average Household Size	2.32
2016 Households	10,054
2016 Average Household Size	2.32
2021 Households	10,119
2021 Average Household Size	2.32
2016-2021 Annual Rate	0.13%
2010 Families	6,362
2010 Average Family Size	2.87
2016 Families	6,364
2016 Average Family Size	2.87
2021 Families	6,359
2021 Average Family Size	2.87
2016-2021 Annual Rate	-0.02%
Housing Unit Summary	
2000 Housing Units	10,009
Owner Occupied Housing Units	70.4%
Renter Occupied Housing Units	25.0%
Vacant Housing Units	4.6%
2010 Housing Units	10,589
Owner Occupied Housing Units	69.4%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	5.9%
2016 Housing Units	10,903
Owner Occupied Housing Units	67.2%
Renter Occupied Housing Units	25.0%
Vacant Housing Units	7.8%
2021 Housing Units	11,047
Owner Occupied Housing Units	66.5%
Renter Occupied Housing Units	25.1%
Vacant Housing Units	8.4%
Median Household Income	
2016	\$50,670
2021	\$49,854
Median Home Value	
2016	\$124,121
2021	\$147,310
Per Capita Income	
2016	\$28,144
2021	\$29,671
Median Age	
2010	41.0
2016	41.8
2021	42.1

**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	10,053
<\$15,000	12.0%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	3.1%
\$200,000+	2.2%

Average Household Income \$65,236

## 2021 Households by Income

Household Income Base	10,120
<\$15,000	12.9%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	15.5%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	3.8%
\$200,000+	2.6%

Average Household Income \$68,744

## 2016 Owner Occupied Housing Units by Value

Total	7,330
<\$50,000	6.5%
\$50,000 - \$99,999	28.9%
\$100,000 - \$149,999	30.3%
\$150,000 - \$199,999	18.6%
\$200,000 - \$249,999	7.0%
\$250,000 - \$299,999	3.9%
\$300,000 - \$399,999	3.0%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	0.4%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	0.1%

Average Home Value \$142,527

## 2021 Owner Occupied Housing Units by Value

Total	7,351
<\$50,000	5.5%
\$50,000 - \$99,999	21.2%
\$100,000 - \$149,999	24.6%
\$150,000 - \$199,999	19.1%
\$200,000 - \$249,999	9.7%
\$250,000 - \$299,999	9.6%
\$300,000 - \$399,999	7.1%
\$400,000 - \$499,999	1.5%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.2%

Average Home Value \$174,473

**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

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2010 Population by Age		East Peoria city...
Total		23,422
0 - 4		5.9%
5 - 9		6.1%
10 - 14		5.8%
15 - 24		11.5%
25 - 34		13.4%
35 - 44		12.1%
45 - 54		14.4%
55 - 64		13.7%
65 - 74		8.3%
75 - 84		6.0%
85 +		2.7%
18 +		78.5%
2016 Population by Age		East Peoria city...
Total		23,546
0 - 4		5.8%
5 - 9		5.9%
10 - 14		5.9%
15 - 24		11.0%
25 - 34		12.5%
35 - 44		12.9%
45 - 54		12.8%
55 - 64		13.6%
65 - 74		10.6%
75 - 84		6.0%
85 +		2.9%
18 +		79.1%
2021 Population by Age		East Peoria city...
Total		23,672
0 - 4		5.7%
5 - 9		5.9%
10 - 14		6.1%
15 - 24		10.5%
25 - 34		12.4%
35 - 44		13.3%
45 - 54		11.8%
55 - 64		13.0%
65 - 74		11.8%
75 - 84		6.5%
85 +		3.1%
18 +		79.0%
2010 Population by Sex		East Peoria city...
Males		11,366
Females		12,056
2016 Population by Sex		East Peoria city...
Males		11,494
Females		12,052
2021 Population by Sex		East Peoria city...
Males		11,572
Females		12,100

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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Place

East Peoria city...

## 2010 Population by Race/Ethnicity

Total	23,422
White Alone	95.5%
Black Alone	1.0%
American Indian Alone	0.3%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.7%
Hispanic Origin	2.2%
Diversity Index	12.8

## 2016 Population by Race/Ethnicity

Total	23,548
White Alone	94.3%
Black Alone	1.3%
American Indian Alone	0.3%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.7%
Two or More Races	2.2%
Hispanic Origin	3.0%
Diversity Index	16.3

## 2021 Population by Race/Ethnicity

Total	23,674
White Alone	93.0%
Black Alone	1.7%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.9%
Two or More Races	2.8%
Hispanic Origin	3.8%
Diversity Index	19.9

## 2010 Population by Relationship and Household Type

Total	23,422
In Households	98.8%
In Family Households	80.2%
Householder	27.2%
Spouse	20.8%
Child	27.8%
Other relative	2.0%
Nonrelative	2.4%
In Nonfamily Households	18.6%
In Group Quarters	1.2%
Institutionalized Population	1.0%
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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

August 30, 2016

<b>2016 Population 25+ by Educational Attainment</b>	
Total	16,805
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	6.7%
High School Graduate	27.1%
GED/Alternative Credential	6.4%
Some College, No Degree	24.7%
Associate Degree	13.0%
Bachelor's Degree	14.3%
Graduate/Professional Degree	6.1%
<b>2016 Population 15+ by Marital Status</b>	
Total	19,398
Never Married	24.9%
Married	54.6%
Widowed	7.2%
Divorced	13.3%
<b>2016 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	93.8%
Civilian Unemployed	6.2%
<b>2016 Employed Population 16+ by Industry</b>	
Total	11,627
Agriculture/Mining	0.7%
Construction	4.0%
Manufacturing	16.4%
Wholesale Trade	3.9%
Retail Trade	13.0%
Transportation/Utilities	5.0%
Information	1.3%
Finance/Insurance/Real Estate	5.4%
Services	47.5%
Public Administration	2.8%
<b>2016 Employed Population 16+ by Occupation</b>	
Total	11,628
White Collar	57.0%
Management/Business/Financial	14.0%
Professional	19.6%
Sales	10.9%
Administrative Support	12.5%
Services	19.3%
Blue Collar	23.7%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	3.1%
Installation/Maintenance/Repair	3.5%
Production	7.8%
Transportation/Material Moving	9.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	23,422
Population Inside Urbanized Area	99.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.7%

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

## 2010 Households by Type

Total	9,966
Households with 1 Person	29.9%
Households with 2+ People	70.1%
Family Households	63.8%
Husband-wife Families	48.8%
With Related Children	17.1%
Other Family (No Spouse Present)	15.0%
Other Family with Male Householder	4.2%
With Related Children	2.6%
Other Family with Female Householder	10.8%
With Related Children	7.3%
Nonfamily Households	6.3%
All Households with Children	27.7%

## 2010 Households by Size

Total	9,966
1 Person Household	29.9%
2 Person Household	37.3%
3 Person Household	14.4%
4 Person Household	11.2%
5 Person Household	4.9%
6 Person Household	1.5%
7 + Person Household	0.8%

## 2010 Households by Tenure and Mortgage Status

Total	9,966
Owner Occupied	73.7%
Owned with a Mortgage/Loan	50.1%
Owned Free and Clear	23.7%
Renter Occupied	26.3%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	10,589
Housing Units Inside Urbanized Area	99.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.7%

**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. Rustbelt Traditions (5D)
2. Traditional Living (12B)
3. Middleburg (4C)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$16,671,533
Average Spent	\$1,658.20
Spending Potential Index	82
Education: Total \$	\$11,639,044
Average Spent	\$1,157.65
Spending Potential Index	82
Entertainment/Recreation: Total \$	\$24,871,602
Average Spent	\$2,473.80
Spending Potential Index	85
Food at Home: Total \$	\$42,845,911
Average Spent	\$4,261.58
Spending Potential Index	86
Food Away from Home: Total \$	\$25,938,715
Average Spent	\$2,579.94
Spending Potential Index	83
Health Care: Total \$	\$47,252,460
Average Spent	\$4,699.87
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$15,169,437
Average Spent	\$1,508.80
Spending Potential Index	85
Personal Care Products & Services: Total \$	\$6,187,395
Average Spent	\$615.42
Spending Potential Index	84
Shelter: Total \$	\$129,817,340
Average Spent	\$12,912.01
Spending Potential Index	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,875,587
Average Spent	\$2,076.35
Spending Potential Index	90
Travel: Total \$	\$15,807,012
Average Spent	\$1,572.21
Spending Potential Index	84
Vehicle Maintenance & Repairs: Total \$	\$8,925,199
Average Spent	\$887.73
Spending Potential Index	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.

August 30, 2016