

THE VILLAGE OF ROUND LAKE

DEMOGRAPHIC AND MARKET PROFILE





Financial Expenditures

Round Lake Village, IL
 Round Lake Village, IL (1766027)
 Geography: Place

Prepared by Esri

Demographic Summary		2016	2021
Population		18,967	19,247
Households		6,007	6,078
Families		4,499	4,535
Median Age		33.5	32.6
Median Household Income		\$77,794	\$87,823
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	109	\$4,258.96	\$25,583,550
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	111	\$4,073.75	\$24,471,015
Value of Stocks/Bonds/Mutual Funds	102	\$7,609.20	\$45,708,486
Value of Stocks/Bonds/Mutual Funds (1 year ago)	96	\$6,431.08	\$38,631,505
Value of Other Financial Assets	99	\$1,115.02	\$6,697,930
Value of Other Financial Assets (1 year ago)	98	\$939.62	\$5,644,286
Value of Retirement Plans	107	\$28,014.24	\$168,281,542
Value of Retirement Plans (1 year ago)	106	\$26,036.80	\$156,403,080
Surrender Value of Whole Life Policies	129	\$1,190.69	\$7,152,476
Surrender Value of Whole Life Policies (1 year ago)"	127	\$1,018.90	\$6,120,530
Earnings			
Interest/Dividends	102	\$947.33	\$5,690,613
Royalty/Estate/Trust Income	124	\$472.13	\$2,836,056
Liabilities			
Original Mortgage Amount (Owned Home)	170	\$19,117.69	\$114,839,961
Vehicle Loan Amount (1)	131	\$3,194.31	\$19,188,211
Value of Credit Card Debt	119	\$682.77	\$4,101,388
Value of Credit Card Debt (1 year ago)	120	\$666.59	\$4,004,194
Value Owed on Student Loans	123	\$1,622.47	\$9,746,170
Value Owed on Student Loans (1 year ago)	127	\$1,528.93	\$9,184,276
Value Owed on Non-student Loans	100	\$220.24	\$1,322,956
Value Owed on Non-student Loans (1 year ago)	96	\$161.47	\$969,964
Amount Paid: Interest			
Home Mortgage	151	\$5,605.99	\$33,675,212
Lump Sum Home Equity Loan	133	\$75.90	\$455,915
New Car/Truck/Van Loan	137	\$165.91	\$996,607
Used Car/Truck/Van Loan	128	\$161.39	\$969,462
Finance/Late/Interest Charges for Credit Cards	131	\$103.83	\$623,697
Finance/Late/Interest Charges for Student Loans	159	\$53.94	\$324,002
Finance/Late/Interest Charges for Non-student Loans	128	\$15.47	\$92,952
Amount Paid: Principal			
Home Mortgage	141	\$2,739.25	\$16,454,690
Lump Sum Home Equity Loan	113	\$97.04	\$582,941
New Car/Truck/Van Loan	134	\$1,181.30	\$7,096,092
Used Car/Truck/Van Loan	126	\$902.69	\$5,422,439
Checking Account and Banking Service Charges	116	\$38.58	\$231,755

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) **Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, moped, plane, snowmobile, dune buggy, ATV, or Segway, excluding interest.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail MarketPlace Profile

Round Lake Village, IL
 Round Lake Village, IL (1766027)
 Geography: Place

Prepared by Esri

Summary Demographics

2016 Population	18,967
2016 Households	6,007
2016 Median Disposable Income	\$55,992
2016 Per Capita Income	\$32,327

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$297,988,765	\$75,239,635	\$222,749,130	59.7	59
Total Retail Trade	44-45	\$267,686,346	\$70,073,098	\$197,613,248	58.5	38
Total Food & Drink	722	\$30,302,419	\$5,166,537	\$25,135,882	70.9	21

Industry Group

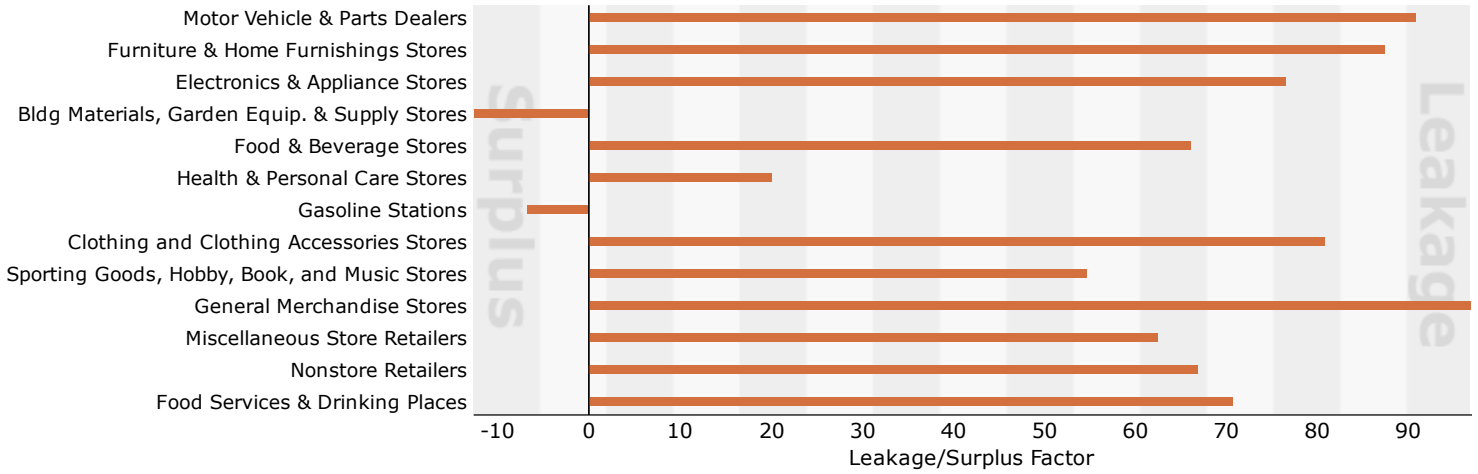
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$62,931,074	\$2,978,684	\$59,952,390	91.0	2
Automobile Dealers	4411	\$52,982,218	\$0	\$52,982,218	100.0	0
Other Motor Vehicle Dealers	4412	\$6,319,064	\$0	\$6,319,064	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,629,792	\$2,978,684	\$651,108	9.9	2
Furniture & Home Furnishings Stores	442	\$8,227,975	\$545,004	\$7,682,971	87.6	1
Furniture Stores	4421	\$5,263,696	\$0	\$5,263,696	100.0	0
Home Furnishings Stores	4422	\$2,964,279	\$545,004	\$2,419,275	68.9	1
Electronics & Appliance Stores	443	\$13,810,573	\$1,830,333	\$11,980,240	76.6	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,215,183	\$17,044,200	-\$3,829,017	-12.7	3
Bldg Material & Supplies Dealers	4441	\$11,610,477	\$17,044,200	-\$5,433,723	-19.0	3
Lawn & Garden Equip & Supply Stores	4442	\$1,604,706	\$0	\$1,604,706	100.0	0
Food & Beverage Stores	445	\$49,252,422	\$10,026,147	\$39,226,275	66.2	8
Grocery Stores	4451	\$43,573,686	\$7,418,066	\$36,155,620	70.9	5
Specialty Food Stores	4452	\$2,646,660	\$0	\$2,646,660	100.0	0
Beer, Wine & Liquor Stores	4453	\$3,032,076	\$2,608,081	\$423,995	7.5	3
Health & Personal Care Stores	446,4461	\$12,620,487	\$8,373,264	\$4,247,223	20.2	1
Gasoline Stations	447,4471	\$18,199,605	\$20,859,387	-\$2,659,782	-6.8	3
Clothing & Clothing Accessories Stores	448	\$14,845,469	\$1,562,805	\$13,282,664	81.0	6
Clothing Stores	4481	\$10,237,815	\$834,164	\$9,403,651	84.9	3
Shoe Stores	4482	\$1,936,825	\$0	\$1,936,825	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,670,829	\$728,641	\$1,942,188	57.1	3
Sporting Goods, Hobby, Book & Music Stores	451	\$8,542,455	\$2,490,823	\$6,051,632	54.8	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,108,847	\$2,188,355	\$4,920,492	52.9	3
Book, Periodical & Music Stores	4512	\$1,433,608	\$302,468	\$1,131,140	65.2	1
General Merchandise Stores	452	\$49,095,102	\$739,330	\$48,355,772	97.0	1
Department Stores Excluding Leased Depts.	4521	\$37,872,920	\$0	\$37,872,920	100.0	0
Other General Merchandise Stores	4529	\$11,222,182	\$739,330	\$10,482,852	87.6	1
Miscellaneous Store Retailers	453	\$8,736,096	\$2,009,030	\$6,727,066	62.6	4
Florists	4531	\$435,562	\$0	\$435,562	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$858,226	\$635,732	\$222,494	14.9	3
Used Merchandise Stores	4533	\$745,718	\$0	\$745,718	100.0	0
Other Miscellaneous Store Retailers	4539	\$6,696,590	\$1,373,298	\$5,323,292	66.0	1
Nonstore Retailers	454	\$8,209,905	\$1,614,091	\$6,595,814	67.1	1
Electronic Shopping & Mail-Order Houses	4541	\$6,797,334	\$1,614,091	\$5,183,243	61.6	1
Vending Machine Operators	4542	\$263,585	\$0	\$263,585	100.0	0
Direct Selling Establishments	4543	\$1,148,986	\$0	\$1,148,986	100.0	0
Food Services & Drinking Places	722	\$30,302,419	\$5,166,537	\$25,135,882	70.9	21
Full-Service Restaurants	7221	\$16,727,571	\$2,804,411	\$13,923,160	71.3	11
Limited-Service Eating Places	7222	\$11,685,126	\$1,638,784	\$10,046,342	75.4	4
Special Food Services	7223	\$657,161	\$94,092	\$563,069	75.0	2
Drinking Places - Alcoholic Beverages	7224	\$1,232,561	\$629,250	\$603,311	32.4	4

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

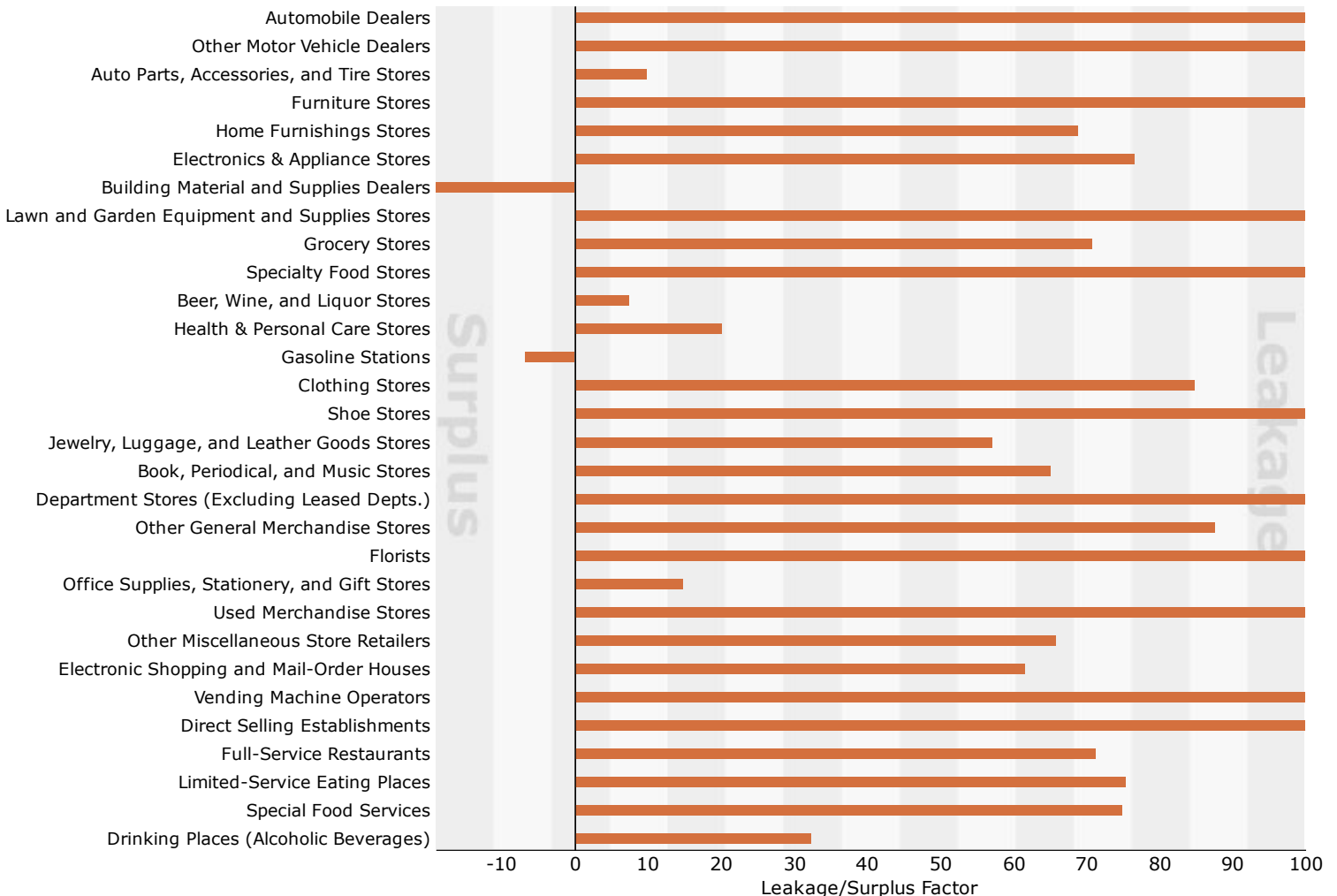
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector

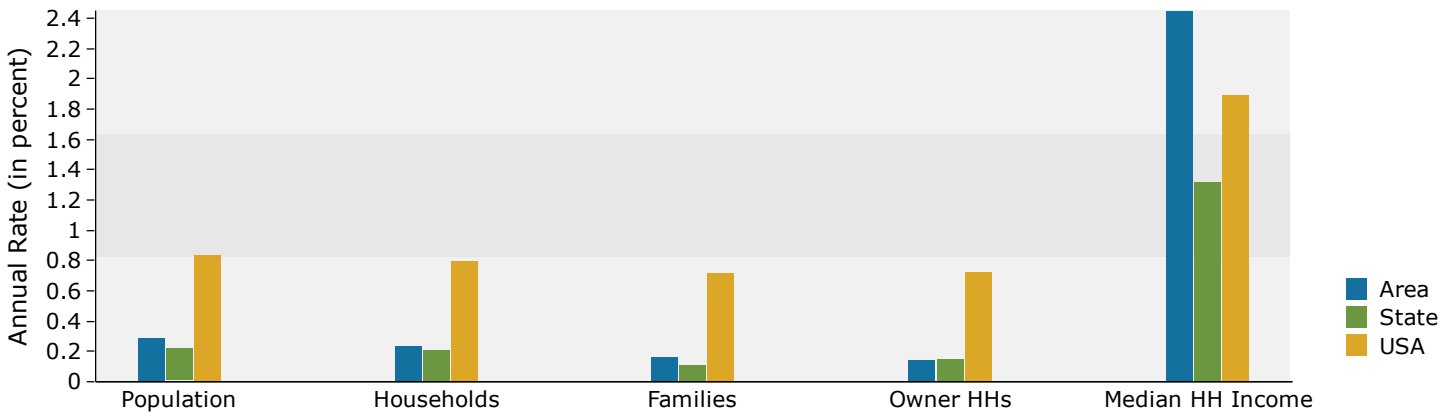


Leakage/Surplus Factor by Industry Group

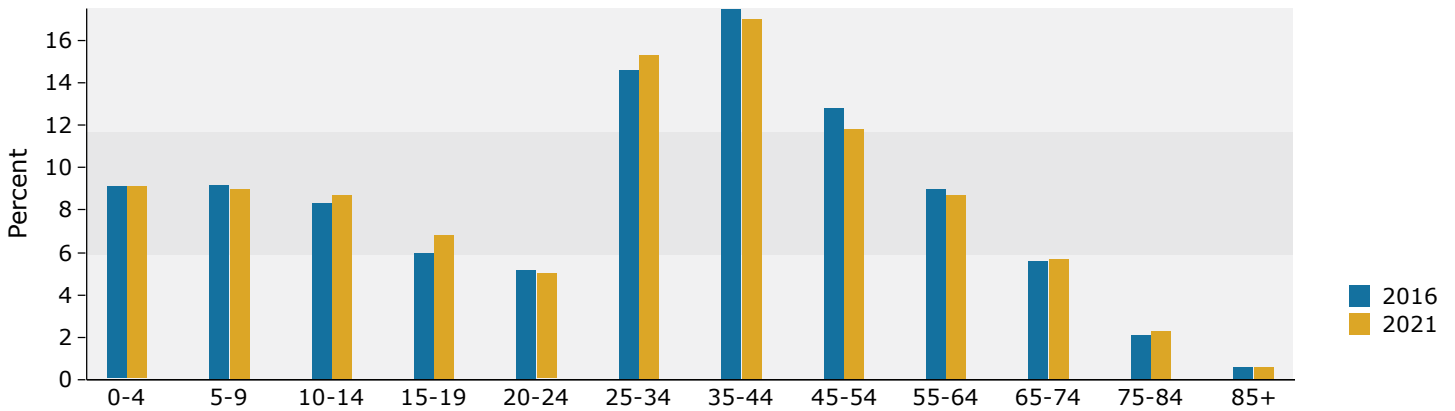


Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

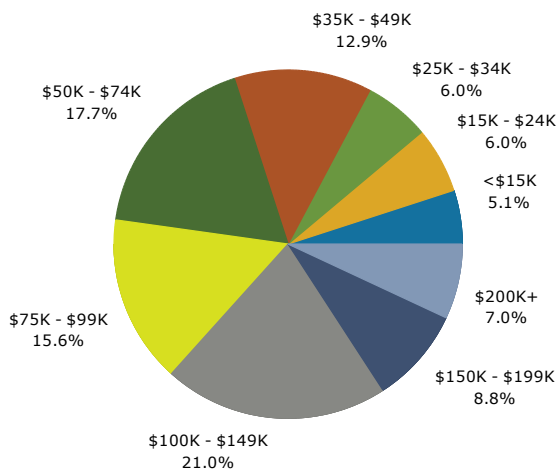
Trends 2016-2021



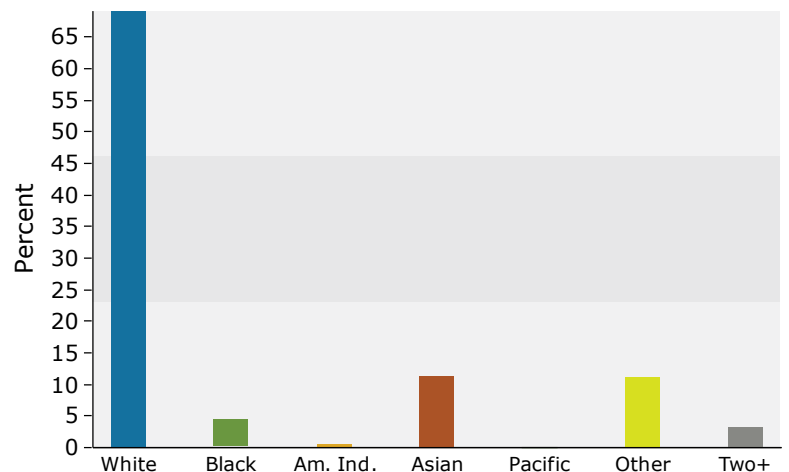
Population by Age



2016 Household Income



2016 Population by Race



2016 Percent Hispanic Origin: 28.1%



Market Profile

Round Lake Village, IL
Round Lake Village, IL (1766027)
Geography: Place

Prepared by Esri

	Round Lake vi...
Population Summary	
2000 Total Population	7,411
2010 Total Population	18,330
2016 Total Population	18,967
2016 Group Quarters	24
2021 Total Population	19,247
2016-2021 Annual Rate	0.29%
Household Summary	
2000 Households	2,535
2000 Average Household Size	2.92
2010 Households	5,862
2010 Average Household Size	3.13
2016 Households	6,007
2016 Average Household Size	3.15
2021 Households	6,078
2021 Average Household Size	3.16
2016-2021 Annual Rate	0.24%
2010 Families	4,599
2010 Average Family Size	3.55
2016 Families	4,499
2016 Average Family Size	3.67
2021 Families	4,535
2021 Average Family Size	3.69
2016-2021 Annual Rate	0.16%
Housing Unit Summary	
2000 Housing Units	2,661
Owner Occupied Housing Units	77.2%
Renter Occupied Housing Units	18.1%
Vacant Housing Units	4.7%
2010 Housing Units	6,222
Owner Occupied Housing Units	75.9%
Renter Occupied Housing Units	18.3%
Vacant Housing Units	5.8%
2016 Housing Units	6,258
Owner Occupied Housing Units	77.1%
Renter Occupied Housing Units	18.9%
Vacant Housing Units	4.0%
2021 Housing Units	6,323
Owner Occupied Housing Units	76.8%
Renter Occupied Housing Units	19.3%
Vacant Housing Units	3.9%
Median Household Income	
2016	\$77,794
2021	\$87,823
Median Home Value	
2016	\$200,702
2021	\$239,839
Per Capita Income	
2016	\$32,327
2021	\$35,415
Median Age	
2010	31.5
2016	33.5
2021	32.6

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.

October 05, 2016



Market Profile

Round Lake Village, IL
Round Lake Village, IL (1766027)
Geography: Place

Prepared by Esri

Round Lake vi...

2016 Households by Income

Household Income Base	6,008
<\$15,000	5.1%
\$15,000 - \$24,999	6.0%
\$25,000 - \$34,999	6.0%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	17.7%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	8.8%
\$200,000+	7.0%

Average Household Income \$95,622

2021 Households by Income

Household Income Base	6,079
<\$15,000	5.1%
\$15,000 - \$24,999	5.6%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	8.6%
\$50,000 - \$74,999	13.6%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	25.0%
\$150,000 - \$199,999	11.4%
\$200,000+	7.8%

Average Household Income \$105,006

2016 Owner Occupied Housing Units by Value

Total	4,822
<\$50,000	16.2%
\$50,000 - \$99,999	3.7%
\$100,000 - \$149,999	12.8%
\$150,000 - \$199,999	17.0%
\$200,000 - \$249,999	22.1%
\$250,000 - \$299,999	11.7%
\$300,000 - \$399,999	9.6%
\$400,000 - \$499,999	2.5%
\$500,000 - \$749,999	2.7%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	1.1%

Average Home Value \$214,377

2021 Owner Occupied Housing Units by Value

Total	4,858
<\$50,000	8.5%
\$50,000 - \$99,999	2.0%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	12.3%
\$200,000 - \$249,999	26.8%
\$250,000 - \$299,999	19.1%
\$300,000 - \$399,999	15.7%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	3.9%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	1.5%

Average Home Value \$266,663

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.

October 05, 2016



Market Profile

Round Lake Village, IL
Round Lake Village, IL (1766027)
Geography: Place

Prepared by Esri

	Round Lake vi...
2010 Population by Age	
Total	18,330
0 - 4	10.3%
5 - 9	9.9%
10 - 14	7.9%
15 - 24	11.0%
25 - 34	17.9%
35 - 44	18.9%
45 - 54	11.9%
55 - 64	7.3%
65 - 74	3.2%
75 - 84	1.3%
85 +	0.3%
18 +	67.8%
2016 Population by Age	
Total	18,968
0 - 4	9.1%
5 - 9	9.2%
10 - 14	8.3%
15 - 24	11.2%
25 - 34	14.6%
35 - 44	17.5%
45 - 54	12.8%
55 - 64	9.0%
65 - 74	5.6%
75 - 84	2.1%
85 +	0.6%
18 +	69.7%
2021 Population by Age	
Total	19,250
0 - 4	9.1%
5 - 9	9.0%
10 - 14	8.7%
15 - 24	11.8%
25 - 34	15.3%
35 - 44	17.0%
45 - 54	11.8%
55 - 64	8.7%
65 - 74	5.7%
75 - 84	2.3%
85 +	0.6%
18 +	68.9%
2010 Population by Sex	
Males	9,078
Females	9,252
2016 Population by Sex	
Males	9,414
Females	9,554
2021 Population by Sex	
Males	9,527
Females	9,723

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

Round Lake Village, IL
 Round Lake Village, IL (1766027)
 Geography: Place

Prepared by Esri

	Round Lake vi...
2010 Population by Race/Ethnicity	
Total	18,330
White Alone	68.9%
Black Alone	4.8%
American Indian Alone	0.5%
Asian Alone	12.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.7%
Two or More Races	3.2%
Hispanic Origin	25.3%
Diversity Index	69.3
2016 Population by Race/Ethnicity	
Total	18,969
White Alone	69.1%
Black Alone	4.5%
American Indian Alone	0.6%
Asian Alone	11.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	11.1%
Two or More Races	3.3%
Hispanic Origin	28.1%
Diversity Index	70.7
2021 Population by Race/Ethnicity	
Total	19,246
White Alone	66.1%
Black Alone	4.6%
American Indian Alone	0.5%
Asian Alone	12.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	12.2%
Two or More Races	3.6%
Hispanic Origin	30.8%
Diversity Index	73.8
2010 Population by Relationship and Household Type	
Total	18,330
In Households	100.0%
In Family Households	91.0%
Householder	25.1%
Spouse	20.4%
Child	38.2%
Other relative	5.3%
Nonrelative	2.0%
In Nonfamily Households	9.0%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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.



Market Profile

Round Lake Village, IL
 Round Lake Village, IL (1766027)
 Geography: Place

Prepared by Esri

	Round Lake vi...
2016 Population 25+ by Educational Attainment	
Total	11,803
Less than 9th Grade	7.7%
9th - 12th Grade, No Diploma	6.2%
High School Graduate	17.2%
GED/Alternative Credential	2.9%
Some College, No Degree	21.3%
Associate Degree	6.1%
Bachelor's Degree	27.3%
Graduate/Professional Degree	11.3%
2016 Population 15+ by Marital Status	
Total	13,934
Never Married	28.6%
Married	60.1%
Widowed	3.0%
Divorced	8.3%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	95.4%
Civilian Unemployed	4.6%
2016 Employed Population 16+ by Industry	
Total	9,806
Agriculture/Mining	0.1%
Construction	4.7%
Manufacturing	14.7%
Wholesale Trade	2.5%
Retail Trade	13.8%
Transportation/Utilities	3.4%
Information	2.0%
Finance/Insurance/Real Estate	7.7%
Services	48.5%
Public Administration	2.6%
2016 Employed Population 16+ by Occupation	
Total	9,804
White Collar	62.9%
Management/Business/Financial	17.4%
Professional	20.3%
Sales	11.3%
Administrative Support	13.8%
Services	18.0%
Blue Collar	19.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.1%
Installation/Maintenance/Repair	3.6%
Production	7.3%
Transportation/Material Moving	5.1%
2010 Population By Urban/ Rural Status	
Total Population	18,330
Population Inside Urbanized Area	99.9%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.1%

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

Round Lake Village, IL
Round Lake Village, IL (1766027)
Geography: Place

Prepared by Esri

	Round Lake vi...
2010 Households by Type	
Total	5,862
Households with 1 Person	16.0%
Households with 2+ People	84.0%
Family Households	78.5%
Husband-wife Families	63.8%
With Related Children	40.9%
Other Family (No Spouse Present)	14.7%
Other Family with Male Householder	4.5%
With Related Children	2.6%
Other Family with Female Householder	10.2%
With Related Children	7.0%
Nonfamily Households	5.5%
All Households with Children	50.9%
Multigenerational Households	4.8%
Unmarried Partner Households	6.6%
Male-female	6.0%
Same-sex	0.7%
2010 Households by Size	
Total	5,862
1 Person Household	16.0%
2 Person Household	26.4%
3 Person Household	18.9%
4 Person Household	20.1%
5 Person Household	10.9%
6 Person Household	4.5%
7 + Person Household	3.1%
2010 Households by Tenure and Mortgage Status	
Total	5,862
Owner Occupied	80.5%
Owned with a Mortgage/Loan	72.2%
Owned Free and Clear	8.3%
Renter Occupied	19.5%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,222
Housing Units Inside Urbanized Area	99.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.1%

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.



Market Profile

Round Lake Village, IL
Round Lake Village, IL (1766027)
Geography: Place

Prepared by Esri

Round Lake vi...

Top 3 Tapestry Segments

1. Up and Coming Families
2. Boomburbs (1C)
3. Enterprising Professionals

2016 Consumer Spending

Apparel & Services: Total \$	\$15,135,953
Average Spent	\$2,519.72
Spending Potential Index	125
Education: Total \$	\$9,597,250
Average Spent	\$1,597.68
Spending Potential Index	113
Entertainment/Recreation: Total \$	\$21,784,105
Average Spent	\$3,626.45
Spending Potential Index	124
Food at Home: Total \$	\$35,799,048
Average Spent	\$5,959.56
Spending Potential Index	120
Food Away from Home: Total \$	\$23,571,566
Average Spent	\$3,924.02
Spending Potential Index	127
Health Care: Total \$	\$36,965,595
Average Spent	\$6,153.75
Spending Potential Index	116
HH Furnishings & Equipment: Total \$	\$13,397,718
Average Spent	\$2,230.35
Spending Potential Index	126
Personal Care Products & Services: Total \$	\$5,458,973
Average Spent	\$908.77
Spending Potential Index	124
Shelter: Total \$	\$117,428,163
Average Spent	\$19,548.55
Spending Potential Index	126
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,480,593
Average Spent	\$2,743.56
Spending Potential Index	118
Travel: Total \$	\$14,222,662
Average Spent	\$2,367.68
Spending Potential Index	127
Vehicle Maintenance & Repairs: Total \$	\$7,545,603
Average Spent	\$1,256.14
Spending Potential Index	121

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.

October 05, 2016



Market Profile

Round Lake, Illinois, United States
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.35336
 Longitude: -88.09341

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	18,359	68,684	137,444
2010 Total Population	24,604	94,712	173,823
2016 Total Population	24,764	96,874	176,821
2016 Group Quarters	5	186	535
2021 Total Population	24,779	97,845	178,309
2016-2021 Annual Rate	0.01%	0.20%	0.17%
Household Summary			
2000 Households	5,639	22,325	46,722
2000 Average Household Size	3.26	3.07	2.93
2010 Households	7,664	31,260	60,229
2010 Average Household Size	3.21	3.02	2.88
2016 Households	7,686	32,056	61,464
2016 Average Household Size	3.22	3.02	2.87
2021 Households	7,687	32,425	62,092
2021 Average Household Size	3.22	3.01	2.86
2016-2021 Annual Rate	0.00%	0.23%	0.20%
2010 Families	5,718	23,647	44,755
2010 Average Family Size	3.71	3.49	3.35
2016 Families	5,694	24,084	45,347
2016 Average Family Size	3.73	3.49	3.35
2021 Families	5,674	24,273	45,639
2021 Average Family Size	3.74	3.49	3.35
2016-2021 Annual Rate	-0.07%	0.16%	0.13%
Housing Unit Summary			
2000 Housing Units	5,922	23,203	48,925
Owner Occupied Housing Units	75.8%	80.7%	80.0%
Renter Occupied Housing Units	19.4%	15.6%	15.5%
Vacant Housing Units	4.8%	3.8%	4.5%
2010 Housing Units	8,286	33,321	64,663
Owner Occupied Housing Units	70.6%	77.2%	76.5%
Renter Occupied Housing Units	21.9%	16.6%	16.6%
Vacant Housing Units	7.5%	6.2%	6.9%
2016 Housing Units	8,320	33,833	65,741
Owner Occupied Housing Units	68.2%	76.3%	75.2%
Renter Occupied Housing Units	24.2%	18.5%	18.3%
Vacant Housing Units	7.6%	5.3%	6.5%
2021 Housing Units	8,344	34,242	66,618
Owner Occupied Housing Units	67.5%	75.9%	74.8%
Renter Occupied Housing Units	24.7%	18.8%	18.4%
Vacant Housing Units	7.9%	5.3%	6.8%
Median Household Income			
2016	\$56,595	\$75,711	\$79,770
2021	\$59,328	\$83,313	\$88,565
Median Home Value			
2016	\$145,335	\$189,095	\$211,915
2021	\$184,067	\$227,226	\$250,914
Per Capita Income			
2016	\$22,343	\$30,552	\$34,756
2021	\$24,043	\$33,192	\$37,705
Median Age			
2010	30.8	33.2	35.5
2016	31.8	34.3	36.7
2021	31.8	34.6	37.3

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

Round Lake, Illinois, United States
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.35336
 Longitude: -88.09341

	5 minutes	10 minutes	15 minutes
2016 Households by Income			
Household Income Base	7,686	32,056	61,464
<\$15,000	8.4%	6.1%	5.9%
\$15,000 - \$24,999	8.0%	6.1%	5.5%
\$25,000 - \$34,999	9.0%	6.7%	6.4%
\$35,000 - \$49,999	16.9%	11.7%	10.5%
\$50,000 - \$74,999	21.7%	18.8%	18.0%
\$75,000 - \$99,999	14.6%	15.4%	15.4%
\$100,000 - \$149,999	14.2%	19.9%	20.6%
\$150,000 - \$199,999	4.2%	9.4%	10.1%
\$200,000+	3.1%	5.9%	7.7%
Average Household Income	\$72,107	\$92,527	\$99,551
2021 Households by Income			
Household Income Base	7,687	32,425	62,092
<\$15,000	8.7%	6.1%	5.9%
\$15,000 - \$24,999	7.6%	5.6%	5.0%
\$25,000 - \$34,999	13.4%	10.0%	9.4%
\$35,000 - \$49,999	11.4%	7.5%	6.6%
\$50,000 - \$74,999	18.9%	14.8%	13.9%
\$75,000 - \$99,999	14.2%	14.9%	14.9%
\$100,000 - \$149,999	16.7%	23.1%	23.7%
\$150,000 - \$199,999	5.4%	11.5%	12.2%
\$200,000+	3.6%	6.5%	8.3%
Average Household Income	\$77,633	\$100,402	\$107,829
2016 Owner Occupied Housing Units by Value			
Total	5,672	25,798	49,440
<\$50,000	14.0%	5.8%	4.4%
\$50,000 - \$99,999	13.1%	7.7%	5.9%
\$100,000 - \$149,999	25.2%	18.9%	15.0%
\$150,000 - \$199,999	19.9%	22.5%	20.8%
\$200,000 - \$249,999	15.6%	17.4%	16.4%
\$250,000 - \$299,999	5.6%	11.2%	11.6%
\$300,000 - \$399,999	3.2%	9.6%	13.4%
\$400,000 - \$499,999	1.4%	3.0%	6.2%
\$500,000 - \$749,999	1.1%	2.3%	3.7%
\$750,000 - \$999,999	0.6%	0.9%	1.7%
\$1,000,000 +	0.3%	0.7%	1.0%
Average Home Value	\$162,886	\$218,273	\$254,082
2021 Owner Occupied Housing Units by Value			
Total	5,630	25,989	49,840
<\$50,000	8.1%	3.2%	2.3%
\$50,000 - \$99,999	8.4%	4.6%	3.3%
\$100,000 - \$149,999	18.5%	11.7%	8.7%
\$150,000 - \$199,999	22.0%	19.4%	17.0%
\$200,000 - \$249,999	21.0%	20.4%	18.4%
\$250,000 - \$299,999	10.5%	16.4%	15.9%
\$300,000 - \$399,999	6.0%	14.8%	18.9%
\$400,000 - \$499,999	2.4%	4.3%	7.6%
\$500,000 - \$749,999	1.8%	3.4%	4.8%
\$750,000 - \$999,999	0.8%	1.0%	2.0%
\$1,000,000 +	0.3%	0.8%	1.1%
Average Home Value	\$200,995	\$255,399	\$290,508

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

Round Lake, Illinois, United States
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.35336
 Longitude: -88.09341

	5 minutes	10 minutes	15 minutes
2010 Population by Age			
Total	24,602	94,714	173,826
0 - 4	9.4%	8.4%	7.4%
5 - 9	8.9%	8.6%	7.9%
10 - 14	8.1%	8.4%	8.1%
15 - 24	13.8%	12.5%	12.4%
25 - 34	17.6%	15.0%	13.4%
35 - 44	15.7%	16.5%	15.9%
45 - 54	12.6%	14.3%	15.9%
55 - 64	8.2%	8.8%	10.1%
65 - 74	3.8%	4.6%	5.3%
75 - 84	1.6%	2.2%	2.7%
85 +	0.4%	0.7%	0.9%
18 +	69.0%	69.8%	71.7%
2016 Population by Age			
Total	24,766	96,874	176,822
0 - 4	8.9%	7.9%	6.9%
5 - 9	8.7%	8.1%	7.4%
10 - 14	8.3%	8.1%	7.6%
15 - 24	13.5%	13.1%	12.8%
25 - 34	15.8%	13.7%	12.9%
35 - 44	16.0%	15.5%	14.5%
45 - 54	12.3%	13.9%	14.8%
55 - 64	9.4%	10.6%	12.1%
65 - 74	5.0%	5.9%	6.9%
75 - 84	1.8%	2.5%	3.0%
85 +	0.4%	0.8%	1.0%
18 +	69.9%	71.6%	73.8%
2021 Population by Age			
Total	24,778	97,845	178,310
0 - 4	8.9%	7.8%	6.8%
5 - 9	8.6%	7.9%	7.0%
10 - 14	8.5%	8.0%	7.5%
15 - 24	13.4%	12.5%	11.9%
25 - 34	15.9%	14.5%	13.5%
35 - 44	15.8%	15.1%	14.4%
45 - 54	11.8%	12.8%	13.3%
55 - 64	9.0%	10.8%	12.7%
65 - 74	5.5%	6.8%	8.2%
75 - 84	2.0%	2.9%	3.6%
85 +	0.5%	0.9%	1.2%
18 +	69.4%	71.9%	74.5%
2010 Population by Sex			
Males	12,490	47,291	86,690
Females	12,114	47,421	87,133
2016 Population by Sex			
Males	12,529	48,222	87,967
Females	12,235	48,652	88,854
2021 Population by Sex			
Males	12,498	48,624	88,638
Females	12,281	49,221	89,672

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

Round Lake, Illinois, United States
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.35336
 Longitude: -88.09341

	5 minutes	10 minutes	15 minutes
2010 Population by Race/Ethnicity			
Total	24,605	94,712	173,822
White Alone	68.1%	75.9%	79.9%
Black Alone	4.1%	3.5%	3.0%
American Indian Alone	1.3%	0.8%	0.5%
Asian Alone	5.1%	5.5%	5.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	18.2%	11.4%	8.1%
Two or More Races	3.1%	3.0%	2.6%
Hispanic Origin	44.0%	28.0%	20.2%
Diversity Index	76.2	65.3	56.5
2016 Population by Race/Ethnicity			
Total	24,764	96,873	176,821
White Alone	65.2%	73.2%	77.3%
Black Alone	4.3%	3.8%	3.3%
American Indian Alone	1.3%	0.7%	0.5%
Asian Alone	5.7%	6.4%	6.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	20.0%	12.5%	9.1%
Two or More Races	3.4%	3.3%	2.9%
Hispanic Origin	47.9%	30.6%	22.5%
Diversity Index	78.4	68.9	60.8
2021 Population by Race/Ethnicity			
Total	24,780	97,843	178,310
White Alone	62.8%	70.8%	74.8%
Black Alone	4.4%	3.9%	3.5%
American Indian Alone	1.3%	0.7%	0.5%
Asian Alone	6.4%	7.4%	8.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	21.6%	13.6%	10.0%
Two or More Races	3.6%	3.6%	3.2%
Hispanic Origin	51.4%	33.3%	24.8%
Diversity Index	80.0	71.7	64.4
2010 Population by Relationship and Household Type			
Total	24,604	94,712	173,823
In Households	100.0%	99.8%	99.7%
In Family Households	89.7%	89.8%	88.6%
Householder	23.2%	24.9%	25.8%
Spouse	17.7%	20.0%	20.9%
Child	37.8%	37.0%	35.4%
Other relative	7.6%	5.3%	4.4%
Nonrelative	3.5%	2.6%	2.2%
In Nonfamily Households	10.2%	10.0%	11.1%
In Group Quarters	0.0%	0.2%	0.3%
Institutionalized Population	0.0%	0.2%	0.3%
Noninstitutionalized Population	0.0%	0.0%	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.



Market Profile

Round Lake, Illinois, United States
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.35336
 Longitude: -88.09341

	5 minutes	10 minutes	15 minutes
2016 Population 25+ by Educational Attainment			
Total	15,013	60,813	115,375
Less than 9th Grade	15.0%	7.9%	5.5%
9th - 12th Grade, No Diploma	10.5%	6.4%	5.1%
High School Graduate	24.8%	22.4%	21.6%
GED/Alternative Credential	5.5%	3.6%	3.2%
Some College, No Degree	19.6%	20.6%	21.5%
Associate Degree	4.3%	6.5%	7.2%
Bachelor's Degree	14.4%	21.2%	22.9%
Graduate/Professional Degree	5.9%	11.4%	13.1%
2016 Population 15+ by Marital Status			
Total	18,358	73,542	138,015
Never Married	32.5%	29.9%	29.0%
Married	54.8%	57.6%	57.6%
Widowed	3.5%	3.7%	4.1%
Divorced	9.3%	8.9%	9.3%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	93.3%	94.1%	93.8%
Civilian Unemployed	6.7%	5.9%	6.2%
2016 Employed Population 16+ by Industry			
Total	12,360	49,714	91,632
Agriculture/Mining	0.2%	0.4%	0.3%
Construction	5.7%	5.7%	5.6%
Manufacturing	16.5%	14.7%	15.0%
Wholesale Trade	2.0%	3.2%	3.7%
Retail Trade	16.4%	14.3%	14.1%
Transportation/Utilities	3.6%	4.2%	4.0%
Information	2.1%	2.1%	2.0%
Finance/Insurance/Real Estate	5.7%	6.4%	6.7%
Services	46.0%	46.5%	45.5%
Public Administration	1.8%	2.4%	3.0%
2016 Employed Population 16+ by Occupation			
Total	12,359	49,714	91,631
White Collar	47.6%	60.0%	64.4%
Management/Business/Financial	9.4%	14.9%	17.2%
Professional	12.1%	18.5%	20.1%
Sales	11.3%	12.0%	12.0%
Administrative Support	14.9%	14.6%	15.0%
Services	23.6%	19.0%	16.5%
Blue Collar	28.7%	21.1%	19.1%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.6%	4.2%	3.9%
Installation/Maintenance/Repair	4.4%	3.2%	3.2%
Production	11.1%	7.7%	6.4%
Transportation/Material Moving	8.6%	5.9%	5.5%
2010 Population By Urban/ Rural Status			
Total Population	24,604	94,712	173,823
Population Inside Urbanized Area	99.3%	98.3%	97.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.7%	1.7%	2.3%

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

October 05, 2016



Market Profile

Round Lake, Illinois, United States
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.35336
 Longitude: -88.09341

	5 minutes	10 minutes	15 minutes
2010 Households by Type			
Total	7,665	31,260	60,229
Households with 1 Person	19.3%	19.2%	20.6%
Households with 2+ People	80.7%	80.8%	79.4%
Family Households	74.6%	75.6%	74.3%
Husband-wife Families	56.8%	60.7%	60.3%
With Related Children	34.6%	35.1%	32.6%
Other Family (No Spouse Present)	17.8%	15.0%	14.1%
Other Family with Male Householder	5.9%	4.7%	4.4%
With Related Children	3.4%	2.8%	2.6%
Other Family with Female Householder	11.9%	10.3%	9.6%
With Related Children	8.1%	6.9%	6.2%
Nonfamily Households	6.1%	5.1%	5.1%
All Households with Children	46.8%	45.3%	41.9%
Multigenerational Households	7.9%	5.5%	4.6%
Unmarried Partner Households	8.0%	6.5%	6.1%
Male-female	7.4%	5.9%	5.6%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	7,665	31,259	60,228
1 Person Household	19.3%	19.2%	20.6%
2 Person Household	25.9%	28.1%	29.8%
3 Person Household	16.5%	17.2%	17.3%
4 Person Household	15.6%	17.6%	17.5%
5 Person Household	10.8%	9.7%	8.7%
6 Person Household	5.5%	4.2%	3.5%
7 + Person Household	6.4%	3.8%	2.7%
2010 Households by Tenure and Mortgage Status			
Total	7,664	31,260	60,229
Owner Occupied	76.3%	82.3%	82.2%
Owned with a Mortgage/Loan	64.5%	69.9%	68.5%
Owned Free and Clear	11.8%	12.5%	13.7%
Renter Occupied	23.7%	17.7%	17.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,286	33,321	64,663
Housing Units Inside Urbanized Area	99.3%	98.1%	97.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.7%	1.9%	2.5%

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.



Market Profile

Round Lake, Illinois, United States
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 42.35336
 Longitude: -88.09341

	5 minutes	10 minutes	15 minutes
Top 3 Tapestry Segments			
1.	Up and Coming Families	Up and Coming Families	Soccer Moms (4A)
2.	American Dreamers (7C)	American Dreamers (7C)	Up and Coming Families
3.	Barrios Urbanos (7D)	Soccer Moms (4A)	Professional Pride (1B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$14,783,400	\$77,384,893	\$157,949,789
Average Spent	\$1,923.42	\$2,414.05	\$2,569.79
Spending Potential Index	96	120	128
Education: Total \$	\$9,194,542	\$51,346,940	\$110,880,689
Average Spent	\$1,196.27	\$1,601.79	\$1,803.99
Spending Potential Index	85	113	128
Entertainment/Recreation: Total \$	\$21,013,216	\$111,938,119	\$229,674,071
Average Spent	\$2,733.96	\$3,491.96	\$3,736.73
Spending Potential Index	94	120	128
Food at Home: Total \$	\$35,698,724	\$185,427,932	\$377,382,074
Average Spent	\$4,644.64	\$5,784.50	\$6,139.89
Spending Potential Index	93	116	123
Food Away from Home: Total \$	\$22,974,101	\$120,168,818	\$243,872,964
Average Spent	\$2,989.08	\$3,748.72	\$3,967.74
Spending Potential Index	97	121	128
Health Care: Total \$	\$36,352,120	\$195,821,052	\$405,880,975
Average Spent	\$4,729.65	\$6,108.72	\$6,603.56
Spending Potential Index	89	115	125
HH Furnishings & Equipment: Total \$	\$12,923,862	\$68,829,539	\$141,267,664
Average Spent	\$1,681.48	\$2,147.17	\$2,298.38
Spending Potential Index	95	122	130
Personal Care Products & Services: Total \$	\$5,315,557	\$28,213,247	\$57,790,637
Average Spent	\$691.59	\$880.12	\$940.24
Spending Potential Index	94	120	128
Shelter: Total \$	\$114,724,046	\$601,556,652	\$1,231,188,092
Average Spent	\$14,926.37	\$18,765.81	\$20,031.04
Spending Potential Index	96	120	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,923,436	\$87,275,816	\$182,060,912
Average Spent	\$2,071.75	\$2,722.60	\$2,962.07
Spending Potential Index	89	117	128
Travel: Total \$	\$13,385,434	\$73,447,675	\$153,461,327
Average Spent	\$1,741.53	\$2,291.23	\$2,496.77
Spending Potential Index	94	123	134
Vehicle Maintenance & Repairs: Total \$	\$7,415,359	\$39,179,520	\$80,267,174
Average Spent	\$964.79	\$1,222.22	\$1,305.92
Spending Potential Index	93	118	126

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.