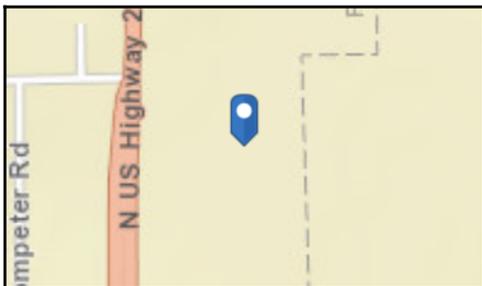
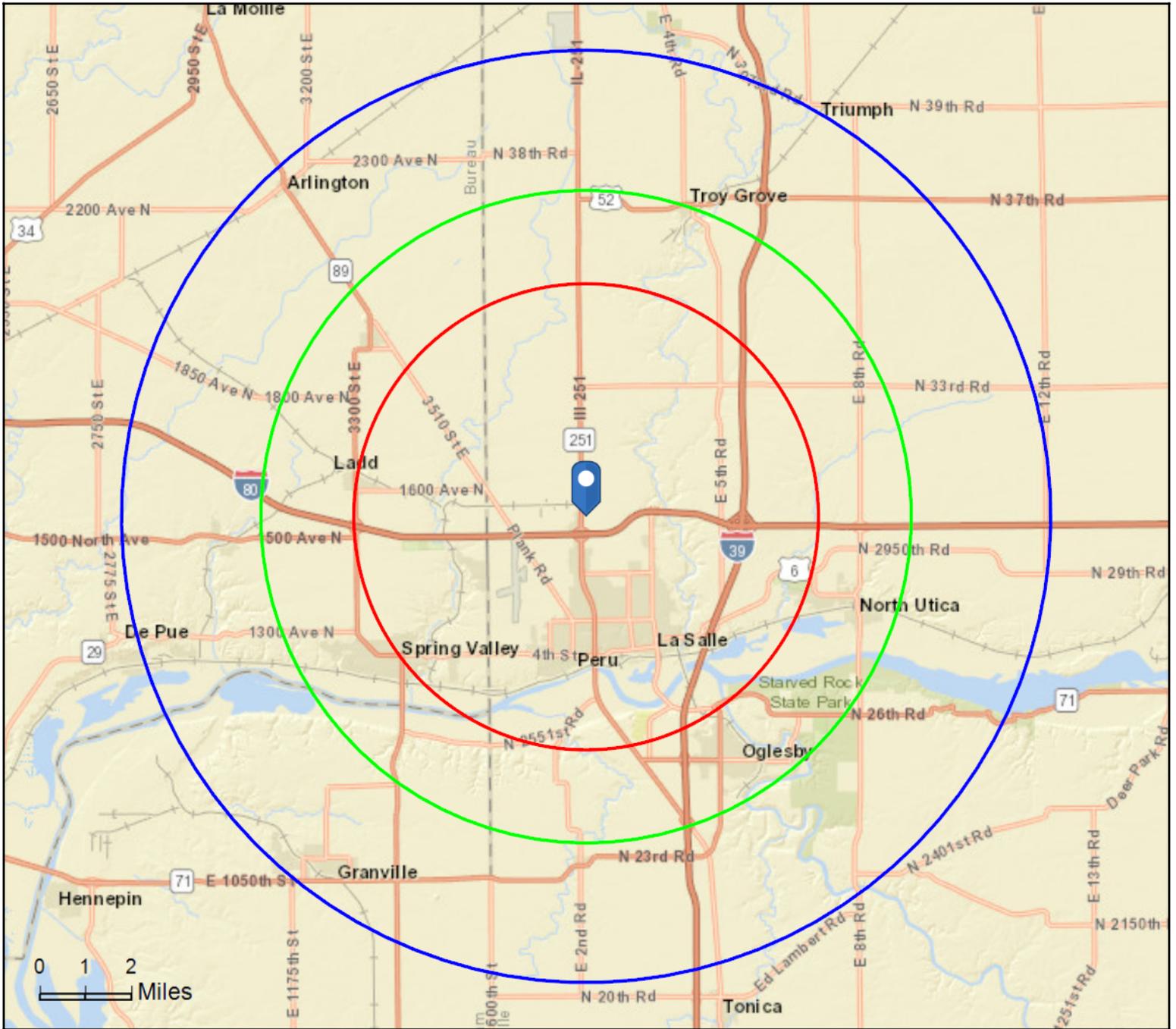


Peru Marketplace
Peru, Illinois
Rings: 5, 7, 10 mile radii

Prepared by Esri
Latitude: 41.37082
Longitude: -89.12359





Community Profile

Peru Marketplace
 Peru, Illinois
 Rings: 5, 7, 10 mile radii

Prepared by Esri
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	5 miles	7 miles	10 miles
Population Summary			
2000 Total Population	24,930	35,128	41,449
2010 Total Population	25,366	35,897	42,137
2019 Total Population	24,485	34,794	41,002
2019 Group Quarters	775	866	885
2024 Total Population	23,696	33,728	39,794
2019-2024 Annual Rate	-0.65%	-0.62%	-0.60%
2019 Total Daytime Population	28,009	38,658	42,667
Workers	15,072	20,436	21,342
Residents	12,937	18,222	21,325
Household Summary			
2000 Households	10,342	14,645	17,106
2000 Average Household Size	2.36	2.35	2.38
2010 Households	10,621	15,068	17,584
2010 Average Household Size	2.33	2.33	2.35
2019 Households	10,268	14,641	17,165
2019 Average Household Size	2.31	2.32	2.34
2024 Households	9,955	14,221	16,695
2024 Average Household Size	2.30	2.31	2.33
2019-2024 Annual Rate	-0.62%	-0.58%	-0.55%
2010 Families	6,584	9,500	11,232
2010 Average Family Size	2.94	2.93	2.93
2019 Families	6,244	9,058	10,767
2019 Average Family Size	2.94	2.93	2.93
2024 Families	6,011	8,736	10,401
2024 Average Family Size	2.94	2.93	2.94
2019-2024 Annual Rate	-0.76%	-0.72%	-0.69%
Housing Unit Summary			
2000 Housing Units	11,083	15,713	18,344
Owner Occupied Housing Units	67.5%	68.7%	69.8%
Renter Occupied Housing Units	25.8%	24.5%	23.4%
Vacant Housing Units	6.7%	6.8%	6.7%
2010 Housing Units	11,570	16,435	19,153
Owner Occupied Housing Units	64.9%	66.3%	67.6%
Renter Occupied Housing Units	26.9%	25.3%	24.3%
Vacant Housing Units	8.2%	8.3%	8.2%
2019 Housing Units	11,334	16,183	18,955
Owner Occupied Housing Units	59.4%	61.6%	63.2%
Renter Occupied Housing Units	31.2%	28.9%	27.4%
Vacant Housing Units	9.4%	9.5%	9.4%
2024 Housing Units	11,428	16,307	19,111
Owner Occupied Housing Units	57.9%	60.2%	61.7%
Renter Occupied Housing Units	29.2%	27.0%	25.6%
Vacant Housing Units	12.9%	12.8%	12.6%
Median Household Income			
2019	\$53,507	\$54,695	\$55,380
2024	\$58,602	\$60,178	\$61,168
Median Home Value			
2019	\$119,614	\$123,120	\$123,853
2024	\$133,873	\$137,315	\$138,793
Per Capita Income			
2019	\$29,944	\$30,309	\$30,686
2024	\$34,473	\$34,928	\$35,378
Median Age			
2010	41.7	41.7	41.6
2019	43.1	43.0	42.9
2024	43.4	43.4	43.5

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Peru Marketplace
 Peru, Illinois
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	5 miles	7 miles	10 miles
2019 Households by Income			
Household Income Base	10,268	14,641	17,165
<\$15,000	10.6%	9.7%	9.2%
\$15,000 - \$24,999	9.0%	9.4%	9.4%
\$25,000 - \$34,999	12.3%	11.9%	11.6%
\$35,000 - \$49,999	13.2%	12.5%	12.8%
\$50,000 - \$74,999	23.8%	23.7%	23.1%
\$75,000 - \$99,999	11.3%	12.6%	13.1%
\$100,000 - \$149,999	11.4%	11.5%	11.9%
\$150,000 - \$199,999	4.9%	5.1%	5.1%
\$200,000+	3.5%	3.5%	3.8%
Average Household Income	\$70,887	\$71,954	\$73,335
2024 Households by Income			
Household Income Base	9,955	14,221	16,695
<\$15,000	8.4%	7.7%	7.3%
\$15,000 - \$24,999	7.3%	7.6%	7.5%
\$25,000 - \$34,999	11.3%	10.9%	10.6%
\$35,000 - \$49,999	12.1%	11.5%	11.7%
\$50,000 - \$74,999	24.1%	23.9%	23.2%
\$75,000 - \$99,999	11.6%	13.0%	13.5%
\$100,000 - \$149,999	13.9%	13.9%	14.3%
\$150,000 - \$199,999	7.3%	7.6%	7.5%
\$200,000+	4.0%	4.0%	4.4%
Average Household Income	\$81,493	\$82,791	\$84,403
2019 Owner Occupied Housing Units by Value			
Total	6,730	9,966	11,980
<\$50,000	6.8%	6.6%	7.5%
\$50,000 - \$99,999	34.0%	32.5%	31.3%
\$100,000 - \$149,999	23.3%	23.8%	23.5%
\$150,000 - \$199,999	17.4%	17.1%	17.4%
\$200,000 - \$249,999	6.2%	7.6%	7.5%
\$250,000 - \$299,999	5.4%	5.9%	5.9%
\$300,000 - \$399,999	4.0%	3.8%	4.1%
\$400,000 - \$499,999	1.7%	1.5%	1.4%
\$500,000 - \$749,999	0.6%	0.8%	0.9%
\$750,000 - \$999,999	0.1%	0.1%	0.1%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$149,840	\$151,570	\$152,241
2024 Owner Occupied Housing Units by Value			
Total	6,619	9,811	11,800
<\$50,000	5.0%	4.8%	5.6%
\$50,000 - \$99,999	29.2%	27.2%	26.1%
\$100,000 - \$149,999	23.3%	24.1%	23.6%
\$150,000 - \$199,999	16.3%	15.5%	16.1%
\$200,000 - \$249,999	6.0%	7.7%	7.7%
\$250,000 - \$299,999	9.0%	9.2%	8.8%
\$300,000 - \$399,999	6.0%	5.9%	6.4%
\$400,000 - \$499,999	2.9%	2.9%	2.9%
\$500,000 - \$749,999	1.7%	2.2%	2.4%
\$750,000 - \$999,999	0.0%	0.1%	0.1%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$172,458	\$176,030	\$177,659

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Peru Marketplace
 Peru, Illinois
 Rings: 5, 7, 10 mile radii

Prepared by Esri
 Latitude: 41.37082
 Longitude: -89.12359

	5 miles	7 miles	10 miles
2010 Population by Age			
Total	25,367	35,901	42,135
0 - 4	6.1%	6.1%	6.1%
5 - 9	6.2%	6.3%	6.4%
10 - 14	6.1%	6.1%	6.2%
15 - 24	11.6%	11.5%	11.5%
25 - 34	11.9%	11.8%	11.7%
35 - 44	12.3%	12.4%	12.4%
45 - 54	15.1%	15.2%	15.4%
55 - 64	12.1%	12.3%	12.5%
65 - 74	8.1%	8.3%	8.3%
75 - 84	6.4%	6.2%	5.9%
85 +	4.1%	3.8%	3.6%
18 +	77.8%	77.6%	77.4%
2019 Population by Age			
Total	24,486	34,794	41,001
0 - 4	5.6%	5.6%	5.6%
5 - 9	5.7%	5.8%	5.8%
10 - 14	5.7%	5.8%	5.9%
15 - 24	10.7%	10.7%	10.7%
25 - 34	12.7%	12.5%	12.5%
35 - 44	11.7%	11.8%	11.9%
45 - 54	12.7%	12.7%	12.7%
55 - 64	13.9%	14.2%	14.4%
65 - 74	10.4%	10.6%	10.7%
75 - 84	6.6%	6.4%	6.3%
85 +	4.3%	3.9%	3.7%
18 +	79.7%	79.4%	79.3%
2024 Population by Age			
Total	23,696	33,730	39,796
0 - 4	5.6%	5.6%	5.5%
5 - 9	5.7%	5.8%	5.8%
10 - 14	5.8%	6.0%	6.1%
15 - 24	10.5%	10.5%	10.5%
25 - 34	12.2%	11.8%	11.7%
35 - 44	12.2%	12.3%	12.4%
45 - 54	11.6%	11.8%	11.8%
55 - 64	13.0%	13.2%	13.3%
65 - 74	11.8%	12.1%	12.3%
75 - 84	7.4%	7.2%	7.2%
85 +	4.2%	3.8%	3.6%
18 +	79.6%	79.3%	79.1%
2010 Population by Sex			
Males	12,397	17,518	20,664
Females	12,969	18,379	21,473
2019 Population by Sex			
Males	12,141	17,193	20,336
Females	12,343	17,601	20,667
2024 Population by Sex			
Males	11,824	16,759	19,841
Females	11,872	16,969	19,953

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Peru Marketplace
 Peru, Illinois
 Rings: 5, 7, 10 mile radii

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	5 miles	7 miles	10 miles
2010 Population by Race/Ethnicity			
Total	25,366	35,898	42,136
White Alone	91.9%	92.6%	92.5%
Black Alone	1.1%	1.0%	0.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.1%	1.0%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.8%	3.5%	3.7%
Two or More Races	1.8%	1.7%	1.6%
Hispanic Origin	10.0%	9.3%	9.8%
Diversity Index	30.7	28.6	29.5
2019 Population by Race/Ethnicity			
Total	24,485	34,794	41,002
White Alone	88.7%	89.8%	89.7%
Black Alone	1.8%	1.6%	1.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.7%	1.5%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.1%	4.6%	4.9%
Two or More Races	2.3%	2.2%	2.2%
Hispanic Origin	13.1%	12.2%	12.7%
Diversity Index	39.1	36.6	37.3
2024 Population by Race/Ethnicity			
Total	23,696	33,728	39,794
White Alone	86.6%	87.8%	87.8%
Black Alone	2.2%	2.0%	1.9%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	2.0%	1.8%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.0%	5.5%	5.8%
Two or More Races	2.6%	2.5%	2.5%
Hispanic Origin	15.2%	14.3%	14.7%
Diversity Index	44.3	41.7	42.2
2010 Population by Relationship and Household Type			
Total	25,366	35,897	42,137
In Households	97.4%	97.9%	98.2%
In Family Households	78.7%	79.7%	80.5%
Householder	26.0%	26.4%	26.6%
Spouse	19.2%	19.9%	20.3%
Child	28.7%	28.9%	29.2%
Other relative	2.3%	2.2%	2.1%
Nonrelative	2.4%	2.3%	2.3%
In Nonfamily Households	18.7%	18.2%	17.7%
In Group Quarters	2.6%	2.1%	1.8%
Institutionalized Population	2.3%	1.8%	1.6%
Noninstitutionalized Population	0.3%	0.3%	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

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	5 miles	7 miles	10 miles
2019 Population 25+ by Educational Attainment			
Total	17,692	25,090	29,534
Less than 9th Grade	3.9%	3.7%	3.5%
9th - 12th Grade, No Diploma	6.2%	5.7%	5.9%
High School Graduate	29.1%	29.2%	30.1%
GED/Alternative Credential	5.0%	5.2%	5.1%
Some College, No Degree	24.7%	25.3%	24.9%
Associate Degree	10.6%	10.8%	11.0%
Bachelor's Degree	13.8%	13.4%	13.0%
Graduate/Professional Degree	6.6%	6.6%	6.4%
2019 Population 15+ by Marital Status			
Total	20,315	28,800	33,902
Never Married	29.9%	29.6%	29.1%
Married	48.1%	49.9%	51.0%
Widowed	9.3%	8.4%	8.1%
Divorced	12.7%	12.0%	11.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	93.3%	93.8%	93.9%
Civilian Unemployed (Unemployment Rate)	6.7%	6.2%	6.1%
2019 Employed Population 16+ by Industry			
Total	11,632	16,705	19,823
Agriculture/Mining	2.7%	3.3%	4.1%
Construction	4.9%	6.0%	6.3%
Manufacturing	15.6%	14.6%	15.0%
Wholesale Trade	2.6%	3.0%	3.1%
Retail Trade	12.1%	12.3%	12.4%
Transportation/Utilities	8.3%	8.1%	8.0%
Information	1.4%	1.2%	1.3%
Finance/Insurance/Real Estate	3.9%	3.7%	3.7%
Services	44.4%	43.6%	42.0%
Public Administration	4.2%	4.1%	4.1%
2019 Employed Population 16+ by Occupation			
Total	11,630	16,703	19,824
White Collar	47.0%	48.4%	48.2%
Management/Business/Financial	9.7%	9.5%	9.6%
Professional	16.0%	16.5%	16.2%
Sales	7.4%	7.7%	7.8%
Administrative Support	13.8%	14.7%	14.5%
Services	23.2%	22.3%	21.3%
Blue Collar	29.8%	29.3%	30.5%
Farming/Forestry/Fishing	1.3%	1.2%	1.5%
Construction/Extraction	3.3%	4.1%	4.5%
Installation/Maintenance/Repair	4.6%	4.9%	5.4%
Production	9.4%	8.5%	8.9%
Transportation/Material Moving	11.2%	10.6%	10.3%
2010 Population By Urban/ Rural Status			
Total Population	25,366	35,897	42,137
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	92.8%	88.4%	76.2%
Rural Population	7.2%	11.6%	23.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	10,621	15,067	17,585
Households with 1 Person	32.5%	31.6%	30.8%
Households with 2+ People	67.5%	68.4%	69.2%
Family Households	62.0%	63.1%	63.9%
Husband-wife Families	45.8%	47.5%	48.7%
With Related Children	17.5%	18.3%	18.8%
Other Family (No Spouse Present)	16.2%	15.6%	15.2%
Other Family with Male Householder	5.0%	4.9%	4.8%
With Related Children	2.9%	2.9%	2.9%
Other Family with Female Householder	11.2%	10.7%	10.4%
With Related Children	7.6%	7.1%	6.8%
Nonfamily Households	5.5%	5.4%	5.3%
All Households with Children	28.5%	28.8%	29.1%
Multigenerational Households	2.1%	2.1%	2.2%
Unmarried Partner Households	7.5%	7.2%	7.3%
Male-female	7.1%	6.9%	6.9%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	10,620	15,067	17,584
1 Person Household	32.6%	31.6%	30.8%
2 Person Household	33.8%	34.3%	34.5%
3 Person Household	14.7%	14.7%	14.8%
4 Person Household	11.3%	11.7%	11.9%
5 Person Household	5.0%	5.1%	5.3%
6 Person Household	1.8%	1.8%	1.9%
7 + Person Household	0.9%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	10,621	15,068	17,584
Owner Occupied	70.7%	72.4%	73.6%
Owned with a Mortgage/Loan	42.8%	43.7%	44.1%
Owned Free and Clear	27.8%	28.7%	29.5%
Renter Occupied	29.3%	27.6%	26.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,570	16,435	19,153
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	93.1%	88.9%	77.3%
Rural Housing Units	6.9%	11.1%	22.7%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	5 miles	7 miles	10 miles
Top 3 Tapestry Segments			
1.	Traditional Living (12B)	Midlife Constants (5E)	Heartland Communities (6F)
2.	Midlife Constants (5E)	Traditional Living (12B)	Midlife Constants (5E)
3.	Heartland Communities (6F)	Heartland Communities (6F)	Traditional Living (12B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$17,487,868	\$25,178,571	\$30,011,173
Average Spent	\$1,703.14	\$1,719.73	\$1,748.39
Spending Potential Index	80	80	82
Education: Total \$	\$12,552,450	\$18,106,120	\$21,620,382
Average Spent	\$1,222.48	\$1,236.67	\$1,259.56
Spending Potential Index	77	78	79
Entertainment/Recreation: Total \$	\$28,148,615	\$40,947,714	\$48,999,330
Average Spent	\$2,741.39	\$2,796.78	\$2,854.61
Spending Potential Index	84	86	87
Food at Home: Total \$	\$44,428,902	\$64,484,635	\$77,086,912
Average Spent	\$4,326.93	\$4,404.39	\$4,490.94
Spending Potential Index	84	85	87
Food Away from Home: Total \$	\$30,458,121	\$43,969,133	\$52,506,297
Average Spent	\$2,966.31	\$3,003.15	\$3,058.92
Spending Potential Index	81	82	83
Health Care: Total \$	\$54,510,284	\$79,458,466	\$95,152,159
Average Spent	\$5,308.75	\$5,427.12	\$5,543.38
Spending Potential Index	89	91	93
HH Furnishings & Equipment: Total \$	\$18,014,662	\$26,019,616	\$31,083,465
Average Spent	\$1,754.45	\$1,777.17	\$1,810.86
Spending Potential Index	82	83	85
Personal Care Products & Services: Total \$	\$7,458,414	\$10,736,611	\$12,802,705
Average Spent	\$726.37	\$733.32	\$745.86
Spending Potential Index	82	83	84
Shelter: Total \$	\$148,799,809	\$214,297,379	\$255,390,177
Average Spent	\$14,491.61	\$14,636.80	\$14,878.54
Spending Potential Index	78	79	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,263,417	\$30,790,613	\$36,737,896
Average Spent	\$2,070.84	\$2,103.04	\$2,140.28
Spending Potential Index	84	85	86
Travel: Total \$	\$17,965,658	\$25,987,961	\$31,065,125
Average Spent	\$1,749.67	\$1,775.01	\$1,809.79
Spending Potential Index	78	79	81
Vehicle Maintenance & Repairs: Total \$	\$9,985,285	\$14,433,006	\$17,209,645
Average Spent	\$972.47	\$985.79	\$1,002.60
Spending Potential Index	85	86	88

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.