

Community Profile

Crossroads Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 42.15596
Longitude: -87.80274

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,346	57,996	130,332
2020 Total Population	5,719	59,644	136,107
2020 Group Quarters	153	602	1,807
2024 Total Population	5,618	59,760	134,243
2024 Group Quarters	153	603	1,808
2029 Total Population	5,425	58,504	131,603
2024-2029 Annual Rate	-0.70%	-0.42%	-0.40%
2024 Total Daytime Population	10,601	88,569	205,903
Workers	7,765	58,187	136,675
Residents	2,836	30,382	69,228
Household Summary			
2010 Households	2,024	22,024	48,599
2010 Average Household Size	2.54	2.60	2.64
2020 Total Households	2,196	22,756	50,715
2020 Average Household Size	2.53	2.59	2.65
2024 Households	2,175	23,270	51,296
2024 Average Household Size	2.51	2.54	2.58
2029 Households	2,155	23,397	51,611
2029 Average Household Size	2.45	2.47	2.51
2024-2029 Annual Rate	-0.18%	0.11%	0.12%
2010 Families	1,532	16,344	36,643
2010 Average Family Size	2.96	3.08	3.11
2024 Families	1,574	16,838	37,698
2024 Average Family Size	3.01	3.08	3.09
2029 Families	1,553	16,867	37,805
2029 Average Family Size	2.93	3.00	3.02
2024-2029 Annual Rate	-0.27%	0.03%	0.06%
Housing Unit Summary			
2000 Housing Units	2,139	22,338	48,989
Owner Occupied Housing Units	90.0%	84.8%	84.6%
Renter Occupied Housing Units	7.1%	12.4%	12.4%
Vacant Housing Units	2.9%	2.8%	3.0%
2010 Housing Units	2,173	23,479	51,917
Owner Occupied Housing Units	84.4%	80.0%	79.8%
Renter Occupied Housing Units	8.7%	13.8%	13.8%
Vacant Housing Units	6.9%	6.2%	6.4%
2020 Housing Units	2,334	24,338	54,162
Owner Occupied Housing Units	79.9%	77.3%	77.5%
Renter Occupied Housing Units	14.2%	16.2%	16.1%
Vacant Housing Units	5.6%	6.4%	6.3%
2024 Housing Units	2,324	25,020	55,036
Owner Occupied Housing Units	80.4%	77.0%	77.4%
Renter Occupied Housing Units	13.2%	16.0%	15.8%
Vacant Housing Units	6.4%	7.0%	6.8%
2029 Housing Units	2,324	25,205	55,433
Owner Occupied Housing Units	80.6%	77.9%	78.4%
Renter Occupied Housing Units	12.2%	14.9%	14.7%
Vacant Housing Units	7.3%	7.2%	6.9%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	2,175	23,270	51,296
<\$15,000	3.6%	4.1%	4.1%
\$15,000 - \$24,999	3.4%	3.2%	2.8%
\$25,000 - \$34,999	3.7%	3.9%	3.8%
\$35,000 - \$49,999	5.5%	5.1%	4.6%
\$50,000 - \$74,999	7.8%	7.9%	8.8%
\$75,000 - \$99,999	9.0%	7.5%	7.6%
\$100,000 - \$149,999	17.1%	14.7%	15.4%
\$150,000 - \$199,999	12.7%	11.3%	11.1%
\$200,000+	37.2%	42.3%	41.9%
Average Household Income	\$213,566	\$228,545	\$227,093
2029 Households by Income			
Household Income Base	2,155	23,397	51,611
<\$15,000	3.2%	3.6%	3.5%
\$15,000 - \$24,999	2.6%	2.4%	2.0%
\$25,000 - \$34,999	3.2%	3.3%	3.0%
\$35,000 - \$49,999	4.6%	4.3%	3.8%
\$50,000 - \$74,999	7.2%	7.0%	7.8%
\$75,000 - \$99,999	8.6%	6.9%	7.0%
\$100,000 - \$149,999	16.5%	14.0%	14.6%
\$150,000 - \$199,999	13.9%	12.3%	12.1%
\$200,000+	40.4%	46.3%	46.1%
Average Household Income	\$234,925	\$253,244	\$252,328
2024 Owner Occupied Housing Units by Value			
Total	1,869	19,267	42,598
<\$50,000	0.1%	0.4%	0.4%
\$50,000 - \$99,999	0.1%	0.0%	0.0%
\$100,000 - \$149,999	0.3%	0.2%	0.3%
\$150,000 - \$199,999	0.7%	0.6%	0.6%
\$200,000 - \$249,999	2.1%	2.0%	1.6%
\$250,000 - \$299,999	3.9%	2.8%	2.6%
\$300,000 - \$399,999	18.0%	11.2%	9.5%
\$400,000 - \$499,999	23.7%	20.3%	17.0%
\$500,000 - \$749,999	29.9%	31.0%	33.4%
\$750,000 - \$999,999	15.6%	15.8%	17.3%
\$1,000,000 - \$1,499,999	3.7%	9.4%	10.3%
\$1,500,000 - \$1,999,999	1.4%	2.7%	3.1%
\$2,000,000 +	0.3%	3.5%	3.9%
Average Home Value	\$590,123	\$719,834	\$752,437
2029 Owner Occupied Housing Units by Value			
Total	1,873	19,645	43,471
<\$50,000	0.1%	0.1%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.1%	0.0%	0.1%
\$150,000 - \$199,999	0.2%	0.2%	0.2%
\$200,000 - \$249,999	1.0%	1.0%	0.8%
\$250,000 - \$299,999	2.6%	1.8%	1.7%
\$300,000 - \$399,999	15.1%	9.6%	8.2%
\$400,000 - \$499,999	25.1%	20.9%	17.3%
\$500,000 - \$749,999	34.4%	34.3%	36.7%
\$750,000 - \$999,999	16.3%	16.3%	17.8%
\$1,000,000 - \$1,499,999	3.7%	10.0%	10.6%
\$1,500,000 - \$1,999,999	1.3%	2.5%	2.9%
\$2,000,000 +	0.3%	3.3%	3.7%
Average Home Value	\$608,409	\$735,693	\$765,092

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income			
2024	\$149,525	\$162,926	\$161,035
2029	\$162,318	\$181,925	\$180,861
Median Home Value			
2024	\$508,945	\$600,205	\$634,314
2029	\$543,284	\$619,951	\$648,057
Per Capita Income			
2024	\$82,961	\$88,846	\$86,702
2029	\$93,697	\$101,078	\$98,867
Median Age			
2010	49.1	45.5	45.1
2020	48.7	46.3	45.8
2024	49.3	46.3	45.8
2029	50.1	47.4	46.9
2020 Population by Age			
Total	5,719	59,644	136,107
0 - 4	4.9%	4.9%	5.0%
5 - 9	5.5%	6.4%	6.6%
10 - 14	6.1%	7.2%	7.4%
15 - 24	10.8%	12.0%	12.2%
25 - 34	6.0%	6.0%	6.1%
35 - 44	11.6%	11.7%	11.7%
45 - 54	13.3%	14.2%	14.0%
55 - 64	14.2%	14.8%	14.3%
65 - 74	14.3%	12.3%	12.0%
75 - 84	9.1%	7.1%	7.3%
85 +	4.1%	3.3%	3.5%
18 +	79.3%	76.5%	76.2%
2024 Population by Age			
Total	5,617	59,758	134,243
0 - 4	4.8%	4.9%	4.9%
5 - 9	5.2%	6.3%	6.4%
10 - 14	5.7%	6.8%	6.9%
15 - 24	10.9%	12.1%	12.3%
25 - 34	6.3%	6.5%	6.7%
35 - 44	11.6%	11.7%	11.6%
45 - 54	13.3%	14.1%	13.9%
55 - 64	13.7%	13.7%	13.3%
65 - 74	13.8%	12.5%	12.1%
75 - 84	10.3%	8.0%	8.2%
85 +	4.4%	3.4%	3.6%
18 +	80.5%	77.8%	77.5%
2029 Population by Age			
Total	5,425	58,504	131,602
0 - 4	4.7%	4.7%	4.8%
5 - 9	4.7%	5.6%	5.7%
10 - 14	5.5%	6.8%	6.9%
15 - 24	10.3%	11.3%	11.5%
25 - 34	7.5%	8.6%	8.6%
35 - 44	10.5%	9.7%	9.7%
45 - 54	13.0%	14.0%	13.9%
55 - 64	13.6%	13.3%	13.0%
65 - 74	13.4%	12.6%	12.2%
75 - 84	11.7%	9.5%	9.5%
85 +	5.1%	3.9%	4.2%
18 +	81.5%	78.8%	78.5%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex			
Males	2,746	28,791	65,822
Females	2,973	30,853	70,285
2024 Population by Sex			
Males	2,730	29,323	65,940
Females	2,888	30,437	68,303
2029 Population by Sex			
Males	2,636	28,614	64,432
Females	2,789	29,890	67,171
2010 Population by Race/Ethnicity			
Total	5,346	57,995	130,333
White Alone	92.1%	91.4%	88.6%
Black Alone	1.2%	0.9%	1.1%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	4.4%	4.8%	6.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.5%	2.1%
Two or More Races	1.0%	1.3%	1.4%
Hispanic Origin	3.7%	5.0%	6.4%
Diversity Index	21.0	24.2	30.5
2020 Population by Race/Ethnicity			
Total	5,719	59,644	136,107
White Alone	85.5%	83.9%	79.8%
Black Alone	1.0%	1.0%	1.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	6.1%	6.8%	9.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	2.1%	3.0%
Two or More Races	5.5%	5.9%	6.2%
Hispanic Origin	5.8%	6.3%	7.5%
Diversity Index	34.3	37.1	44.0
2024 Population by Race/Ethnicity			
Total	5,619	59,759	134,244
White Alone	84.0%	82.3%	78.1%
Black Alone	1.0%	1.0%	1.2%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	6.6%	7.5%	10.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.4%	3.3%
Two or More Races	6.1%	6.5%	6.8%
Hispanic Origin	6.6%	7.1%	8.3%
Diversity Index	37.4	40.2	46.8
2029 Population by Race/Ethnicity			
Total	5,425	58,503	131,602
White Alone	82.2%	80.4%	76.0%
Black Alone	1.1%	1.1%	1.2%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	7.4%	8.4%	11.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.7%	3.7%
Two or More Races	6.7%	7.1%	7.4%
Hispanic Origin	7.6%	7.9%	9.2%
Diversity Index	41.0	43.8	50.3

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 23, 2024

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	5,719	59,644	136,107
In Households	97.3%	99.0%	98.7%
Householder	38.8%	38.1%	37.2%
Opposite-Sex Spouse	24.6%	24.2%	24.1%
Same-Sex Spouse	0.2%	0.1%	0.1%
Opposite-Sex Unmarried Partner	1.3%	1.0%	1.0%
Same-Sex Unmarried Partner	0.0%	0.0%	0.0%
Biological Child	28.3%	31.2%	31.5%
Adopted Child	0.4%	0.5%	0.6%
Stepchild	0.5%	0.5%	0.5%
Grandchild	0.4%	0.5%	0.6%
Brother or Sister	0.5%	0.4%	0.5%
Parent	0.5%	0.6%	0.7%
Parent-in-law	0.3%	0.2%	0.3%
Son-in-law or Daughter-in-law	0.1%	0.1%	0.2%
Other Relatives	0.4%	0.4%	0.5%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	1.0%	0.9%	1.0%
In Group Quarters	2.7%	1.0%	1.3%
Institutionalized	2.5%	0.9%	0.9%
Noninstitutionalized	0.2%	0.1%	0.5%
2024 Population 25+ by Educational Attainment			
Total	4,122	41,752	93,160
Less than 9th Grade	1.0%	0.8%	1.3%
9th - 12th Grade, No Diploma	0.7%	0.8%	1.1%
High School Graduate	7.9%	6.5%	6.6%
GED/Alternative Credential	1.5%	0.8%	0.8%
Some College, No Degree	9.6%	9.2%	9.2%
Associate Degree	4.8%	3.5%	3.9%
Bachelor's Degree	37.7%	37.9%	37.2%
Graduate/Professional Degree	36.8%	40.4%	39.9%
2024 Population 15+ by Marital Status			
Total	4,733	49,002	109,656
Never Married	21.0%	21.0%	21.1%
Married	65.5%	64.6%	65.5%
Widowed	7.1%	6.4%	6.6%
Divorced	6.5%	8.0%	6.8%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,902	30,743	67,535
Population 16+ Employed	97.4%	96.7%	96.9%
Population 16+ Unemployment rate	2.6%	3.3%	3.1%
Population 16-24 Employed	9.9%	10.1%	10.3%
Population 16-24 Unemployment rate	7.0%	8.0%	7.0%
Population 25-54 Employed	54.7%	54.9%	55.1%
Population 25-54 Unemployment rate	1.7%	2.2%	2.2%
Population 55-64 Employed	18.5%	19.9%	20.3%
Population 55-64 Unemployment rate	2.1%	3.0%	2.4%
Population 65+ Employed	16.9%	15.2%	14.3%
Population 65+ Unemployment rate	3.4%	4.4%	4.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Employed Population 16+ by Industry			
Total	2,827	29,733	65,454
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	2.3%	2.4%	2.7%
Manufacturing	7.6%	7.6%	7.9%
Wholesale Trade	2.8%	3.0%	3.3%
Retail Trade	5.9%	7.8%	8.3%
Transportation/Utilities	1.1%	2.5%	2.6%
Information	1.9%	1.8%	2.1%
Finance/Insurance/Real Estate	10.7%	15.1%	15.4%
Services	65.1%	58.5%	56.0%
Public Administration	2.5%	1.3%	1.6%
2024 Employed Population 16+ by Occupation			
Total	2,826	29,734	65,453
White Collar	87.2%	87.7%	86.9%
Management/Business/Financial	34.6%	34.4%	33.4%
Professional	37.9%	36.9%	36.2%
Sales	7.8%	9.9%	11.0%
Administrative Support	6.9%	6.4%	6.3%
Services	6.9%	7.8%	7.7%
Blue Collar	5.9%	4.5%	5.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.6%	1.0%	1.1%
Installation/Maintenance/Repair	2.1%	0.9%	0.8%
Production	1.7%	0.8%	0.9%
Transportation/Material Moving	1.5%	1.8%	2.5%
2020 Households by Type			
Total	2,196	22,756	50,715
Married Couple Households	64.7%	64.1%	65.0%
With Own Children <18	25.7%	27.3%	27.8%
Without Own Children <18	38.9%	36.8%	37.2%
Cohabiting Couple Households	3.3%	2.7%	2.8%
With Own Children <18	0.7%	0.7%	0.8%
Without Own Children <18	2.6%	2.0%	2.0%
Male Householder, No Spouse/Partner	10.2%	10.7%	10.5%
Living Alone	7.3%	7.9%	7.4%
65 Years and over	3.4%	3.6%	3.4%
With Own Children <18	0.8%	1.0%	1.0%
Without Own Children <18, With Relatives	1.7%	1.5%	1.6%
No Relatives Present	0.3%	0.3%	0.4%
Female Householder, No Spouse/Partner	21.8%	22.4%	21.8%
Living Alone	15.8%	15.5%	15.0%
65 Years and over	12.3%	10.9%	10.7%
With Own Children <18	2.6%	3.0%	2.8%
Without Own Children <18, With Relatives	3.2%	3.5%	3.5%
No Relatives Present	0.3%	0.4%	0.4%
2020 Households by Size			
Total	2,196	22,756	50,715
1 Person Household	23.1%	23.4%	22.4%
2 Person Household	36.9%	33.9%	33.6%
3 Person Household	14.4%	14.7%	14.8%
4 Person Household	17.1%	18.2%	18.7%
5 Person Household	6.2%	7.4%	7.7%
6 Person Household	1.7%	1.7%	2.0%
7 + Person Household	0.7%	0.6%	0.8%

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2020 Households by Tenure and Mortgage Status			
Total	2,196	22,756	50,715
Owner Occupied	84.9%	82.6%	82.8%
Owned with a Mortgage/Loan	55.6%	55.0%	54.4%
Owned Free and Clear	29.2%	27.6%	28.4%
Renter Occupied	15.1%	17.4%	17.2%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	97	91	86
Percent of Income for Mortgage	21.3%	23.1%	24.7%
Wealth Index	235	242	243
2020 Housing Units By Urban/ Rural Status			
Total	2,334	24,338	54,162
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	5,719	59,644	136,107
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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.

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Top 3 Tapestry Segments			
1.	Top Tier (1A)	Top Tier (1A)	Top Tier (1A)
2.	Exurbanites (1E)	Exurbanites (1E)	Exurbanites (1E)
3.	Golden Years (9B)	Golden Years (9B)	Golden Years (9B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$8,961,240	\$103,316,871	\$227,263,248
Average Spent	\$4,120.11	\$4,439.92	\$4,430.43
Spending Potential Index	173	186	186
Education: Total \$	\$7,884,086	\$93,521,651	\$203,305,456
Average Spent	\$3,624.87	\$4,018.98	\$3,963.38
Spending Potential Index	210	233	229
Entertainment/Recreation: Total \$	\$16,538,087	\$187,860,619	\$411,618,185
Average Spent	\$7,603.72	\$8,073.08	\$8,024.37
Spending Potential Index	186	197	196
Food at Home: Total \$	\$27,977,365	\$317,834,919	\$699,286,680
Average Spent	\$12,863.16	\$13,658.57	\$13,632.38
Spending Potential Index	176	187	187
Food Away from Home: Total \$	\$15,344,331	\$176,056,728	\$387,097,738
Average Spent	\$7,054.86	\$7,565.82	\$7,546.35
Spending Potential Index	181	194	194
Health Care: Total \$	\$29,976,401	\$334,299,541	\$733,820,968
Average Spent	\$13,782.25	\$14,366.12	\$14,305.62
Spending Potential Index	179	187	186
HH Furnishings & Equipment: Total \$	\$12,444,946	\$140,859,130	\$309,196,604
Average Spent	\$5,721.81	\$6,053.25	\$6,027.69
Spending Potential Index	181	191	190
Personal Care Products & Services: Total \$	\$4,035,320	\$45,787,184	\$100,432,302
Average Spent	\$1,855.32	\$1,967.65	\$1,957.90
Spending Potential Index	186	198	197
Shelter: Total \$	\$109,161,369	\$1,244,210,314	\$2,728,036,294
Average Spent	\$50,189.14	\$53,468.43	\$53,182.24
Spending Potential Index	188	201	199
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,925,062	\$165,495,201	\$362,713,836
Average Spent	\$6,862.10	\$7,111.96	\$7,071.00
Spending Potential Index	196	203	202
Travel: Total \$	\$12,822,878	\$146,915,835	\$321,281,959
Average Spent	\$5,895.58	\$6,313.53	\$6,263.29
Spending Potential Index	194	208	206
Vehicle Maintenance & Repairs: Total \$	\$5,588,876	\$62,562,693	\$137,678,442
Average Spent	\$2,569.60	\$2,688.56	\$2,684.00
Spending Potential Index	173	181	181

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 23, 2024