



Market Profile

Dixon Zip
61021 (Dixon, IL)
Geography: ZIP Code

61021 (Dixon,...

Population Summary	
2000 Total Population	23,314
2010 Total Population	23,718
2018 Total Population	23,413
2018 Group Quarters	2,739
2023 Total Population	22,876
2018-2023 Annual Rate	-0.46%
2018 Total Daytime Population	22,453
Workers	11,407
Residents	11,046
Household Summary	
2000 Households	8,582
2000 Average Household Size	2.40
2010 Households	9,069
2010 Average Household Size	2.32
2018 Households	9,018
2018 Average Household Size	2.29
2023 Households	8,843
2023 Average Household Size	2.28
2018-2023 Annual Rate	-0.39%
2010 Families	5,813
2010 Average Family Size	2.86
2018 Families	5,695
2018 Average Family Size	2.85
2023 Families	5,548
2023 Average Family Size	2.84
2018-2023 Annual Rate	-0.52%
Housing Unit Summary	
2000 Housing Units	9,319
Owner Occupied Housing Units	67.4%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	7.9%
2010 Housing Units	9,903
Owner Occupied Housing Units	66.6%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	8.4%
2018 Housing Units	9,917
Owner Occupied Housing Units	65.4%
Renter Occupied Housing Units	25.5%
Vacant Housing Units	9.1%
2023 Housing Units	9,977
Owner Occupied Housing Units	64.7%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	11.4%
Median Household Income	
2018	\$51,223
2023	\$60,051
Median Home Value	
2018	\$124,240
2023	\$139,384
Per Capita Income	
2018	\$27,799
2023	\$31,971
Median Age	
2010	42.2
2018	42.5
2023	42.6

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income

Household Income Base	9,018
<\$15,000	13.2%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	16.8%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	4.3%
\$200,000+	3.2%
Average Household Income	\$68,969

2023 Households by Income

Household Income Base	8,843
<\$15,000	11.4%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	5.9%
\$200,000+	3.5%
Average Household Income	\$79,441

2018 Owner Occupied Housing Units by Value

Total	6,490
<\$50,000	6.5%
\$50,000 - \$99,999	31.2%
\$100,000 - \$149,999	25.3%
\$150,000 - \$199,999	15.9%
\$200,000 - \$249,999	6.8%
\$250,000 - \$299,999	4.4%
\$300,000 - \$399,999	4.9%
\$400,000 - \$499,999	2.3%
\$500,000 - \$749,999	1.6%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$160,909

2023 Owner Occupied Housing Units by Value

Total	6,457
<\$50,000	4.3%
\$50,000 - \$99,999	27.0%
\$100,000 - \$149,999	23.7%
\$150,000 - \$199,999	15.0%
\$200,000 - \$249,999	7.2%
\$250,000 - \$299,999	5.9%
\$300,000 - \$399,999	7.3%
\$400,000 - \$499,999	5.1%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$192,690

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age	
Total	23,721
0 - 4	5.7%
5 - 9	5.3%
10 - 14	5.2%
15 - 24	11.7%
25 - 34	12.8%
35 - 44	13.4%
45 - 54	16.5%
55 - 64	13.8%
65 - 74	8.3%
75 - 84	5.2%
85 +	2.2%
18 +	80.3%
2018 Population by Age	
Total	23,413
0 - 4	5.2%
5 - 9	5.2%
10 - 14	5.0%
15 - 24	11.1%
25 - 34	14.2%
35 - 44	12.3%
45 - 54	13.8%
55 - 64	14.7%
65 - 74	10.4%
75 - 84	5.6%
85 +	2.5%
18 +	81.5%
2023 Population by Age	
Total	22,876
0 - 4	5.1%
5 - 9	5.2%
10 - 14	5.3%
15 - 24	10.8%
25 - 34	13.7%
35 - 44	13.1%
45 - 54	12.5%
55 - 64	13.8%
65 - 74	11.8%
75 - 84	6.4%
85 +	2.4%
18 +	81.2%
2010 Population by Sex	
Males	12,717
Females	11,001
2018 Population by Sex	
Males	12,647
Females	10,766
2023 Population by Sex	
Males	12,444
Females	10,432

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity

Total	23,718
White Alone	87.9%
Black Alone	7.0%
American Indian Alone	0.2%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.3%
Two or More Races	1.6%
Hispanic Origin	5.6%
Diversity Index	30.4

2018 Population by Race/Ethnicity

Total	23,413
White Alone	88.8%
Black Alone	5.9%
American Indian Alone	0.4%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	2.2%
Hispanic Origin	5.9%
Diversity Index	29.7

2023 Population by Race/Ethnicity

Total	22,876
White Alone	88.7%
Black Alone	5.9%
American Indian Alone	0.4%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	2.2%
Hispanic Origin	6.0%
Diversity Index	29.8

2010 Population by Relationship and Household Type

Total	23,718
In Households	88.8%
In Family Households	72.4%
Householder	24.4%
Spouse	18.6%
Child	25.3%
Other relative	1.7%
Nonrelative	2.4%
In Nonfamily Households	16.4%
In Group Quarters	11.2%
Institutionalized Population	10.6%
Noninstitutionalized Population	0.6%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment

Total	17,199
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	8.6%
High School Graduate	27.1%
GED/Alternative Credential	5.8%
Some College, No Degree	25.0%
Associate Degree	10.3%
Bachelor's Degree	12.3%
Graduate/Professional Degree	8.5%

2018 Population 15+ by Marital Status

Total	19,805
Never Married	30.1%
Married	50.1%
Widowed	7.9%
Divorced	12.0%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	96.2%
Civilian Unemployed (Unemployment Rate)	3.8%

2018 Employed Population 16+ by Industry

Total	10,596
Agriculture/Mining	1.3%
Construction	4.5%
Manufacturing	18.7%
Wholesale Trade	2.8%
Retail Trade	9.4%
Transportation/Utilities	5.8%
Information	0.9%
Finance/Insurance/Real Estate	4.5%
Services	46.6%
Public Administration	5.4%

2018 Employed Population 16+ by Occupation

Total	10,596
White Collar	53.3%
Management/Business/Financial	10.3%
Professional	20.3%
Sales	9.0%
Administrative Support	13.7%
Services	20.3%
Blue Collar	26.4%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	2.4%
Production	10.6%
Transportation/Material Moving	9.2%

2010 Population By Urban/ Rural Status

Total Population	23,718
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	70.8%
Rural Population	29.2%

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2010 Households by Type

Total	9,069
Households with 1 Person	30.3%
Households with 2+ People	69.7%
Family Households	64.1%
Husband-wife Families	48.9%
With Related Children	17.3%
Other Family (No Spouse Present)	15.2%
Other Family with Male Householder	4.5%
With Related Children	2.7%
Other Family with Female Householder	10.8%
With Related Children	7.8%
Nonfamily Households	5.6%
All Households with Children	28.5%

2010 Households by Size

Multigenerational Households	2.5%
Unmarried Partner Households	7.4%
Male-female	6.9%
Same-sex	0.5%

2010 Households by Size

Total	9,069
1 Person Household	30.3%
2 Person Household	36.8%
3 Person Household	14.4%
4 Person Household	10.9%
5 Person Household	5.0%
6 Person Household	1.7%
7 + Person Household	0.9%

2010 Households by Tenure and Mortgage Status

Total	9,069
Owner Occupied	72.8%
Owned with a Mortgage/Loan	47.3%
Owned Free and Clear	25.5%
Renter Occupied	27.2%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	9,903
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	68.3%
Rural Housing Units	31.7%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Traditional Living (12B)
2. Comfortable Empty Nesters
3. Small Town Simplicity

2018 Consumer Spending

Apparel & Services: Total \$	\$15,819,139
Average Spent	\$1,754.17
Spending Potential Index	81
Education: Total \$	\$10,195,241
Average Spent	\$1,130.54
Spending Potential Index	78
Entertainment/Recreation: Total \$	\$24,921,141
Average Spent	\$2,763.49
Spending Potential Index	86
Food at Home: Total \$	\$38,998,827
Average Spent	\$4,324.55
Spending Potential Index	86
Food Away from Home: Total \$	\$25,846,276
Average Spent	\$2,866.08
Spending Potential Index	82
Health Care: Total \$	\$46,526,883
Average Spent	\$5,159.34
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$15,768,179
Average Spent	\$1,748.52
Spending Potential Index	84
Personal Care Products & Services: Total \$	\$6,086,524
Average Spent	\$674.93
Spending Potential Index	82
Shelter: Total \$	\$120,253,614
Average Spent	\$13,334.84
Spending Potential Index	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,589,084
Average Spent	\$2,061.33
Spending Potential Index	83
Travel: Total \$	\$15,283,389
Average Spent	\$1,694.76
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$8,316,703
Average Spent	\$922.23
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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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