

## Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.7489/-88.1643

0007_Hobson West Plaza Naperville, IL 60565		1 mi radius		3 mi radius		5 mi radius	
Population							
Estimated Population (2022)	8,997		97,966		252,801		
Projected Population (2027)	8,815		97,027		253,605		
Census Population (2020)	9,031		98,369		253,434		
Census Population (2010)	8,788		95,967		243,913		
Projected Annual Growth (2022 to 2027)	-182	-0.4%	-938	-0.2%	804	-	
Historical Annual Growth (2020 to 2022)	-34	-0.2%	-403	-0.2%	-633	-0.1%	
Historical Annual Growth (2010 to 2020)	243	1.4%	2,402	1.3%	9,520	2.0%	
Estimated Population Density (2022)	2,865	psm	3,467	psm	3,220	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	
Households							
Estimated Households (2022)	3,346		35,681		91,636		
Projected Households (2027)	3,303		35,627		92,859		
Census Households (2020)	3,322		35,590		91,379		
Census Households (2010)	3,247		34,394		86,774		
Estimated Households with Children (2022)	1,198	35.8%	13,364	37.5%	36,266	39.6%	
Estimated Average Household Size (2022)	2.68		2.68		2.72		
Average Household Income							
Estimated Average Household Income (2022)	\$161,113		\$167,391		\$155,565		
Projected Average Household Income (2027)	\$219,289		\$214,257		\$193,456		
Estimated Average Family Income (2022)	\$186,724		\$193,654		\$177,426		
Median Household Income							
Estimated Median Household Income (2022)	\$134,486		\$128,208		\$127,026		
Projected Median Household Income (2027)	\$160,221		\$152,451		\$150,695		
Estimated Median Family Income (2022)	\$162,890		\$155,048		\$151,202		
Per Capita Income							
Estimated Per Capita Income (2022)	\$59,934		\$61,092		\$56,471		
Projected Per Capita Income (2027)	\$82,201		\$78,800		\$70,917		
Estimated Per Capita Income 5 Year Growth	\$22,267	37.2%	\$17,707	29.0%	\$14,445	25.6%	
Estimated Average Household Net Worth (2022)	\$1,198,772		\$1,171,755		\$1,104,599		
Daytime Demos (2022)							
Total Businesses	262		4,152		10,252		
Total Employees	2,863		50,190		142,046		
Company Headquarter Businesses	6	2.2%	176	4.2%	471	4.6%	
Company Headquarter Employees	171	6.0%	8,391	16.7%	32,665	23.0%	
Employee Population per Business	10.9		12.1		13.9		
Residential Population per Business	34.4		23.6		24.7		

## Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.7489/-88.1643

### 0007\_Hobson West Plaza

Naperville, IL 60565

1 mi radius

3 mi radius

5 mi radius

#### Race & Ethnicity

White (2022)	6,962	77.4%	64,776	66.1%	151,801	60.0%
Black or African American (2022)	376	4.2%	5,397	5.5%	20,712	8.2%
American Indian or Alaska Native (2022)	10	0.1%	165	0.2%	636	0.3%
Asian (2022)	933	10.4%	19,714	20.1%	54,910	21.7%
Hawaiian or Pacific Islander (2022)	2	-	36	-	67	-
Other Race (2022)	71	0.8%	1,170	1.2%	3,918	1.5%
Two or More Races (2022)	643	7.2%	6,709	6.8%	20,757	8.2%
Not Hispanic or Latino Population (2022)	8,337	92.7%	89,942	91.8%	226,801	89.7%
Hispanic or Latino Population (2022)	660	7.3%	8,024	8.2%	26,000	10.3%
Not Hispanic or Latino Population (2027)	8,164	92.6%	89,061	91.8%	227,688	89.8%
Hispanic or Latino Population (2027)	651	7.4%	7,966	8.2%	25,917	10.2%
Not Hispanic or Latino Population (2020)	8,463	93.7%	91,155	92.7%	228,743	90.3%
Hispanic or Latino Population (2020)	568	6.3%	7,214	7.3%	24,690	9.7%
Not Hispanic or Latino Population (2010)	8,422	95.8%	90,685	94.5%	224,375	92.0%
Hispanic or Latino Population (2010)	366	4.2%	5,282	5.5%	19,539	8.0%
Projected Hispanic Annual Growth (2022 to 2027)	-9	-0.3%	-57	-0.1%	-83	-
Historic Hispanic Annual Growth (2010 to 2022)	294	6.7%	2,741	4.3%	6,461	2.8%

#### Age Distribution (2022)

Age Under 5	489	5.4%	5,051	5.2%	14,165	5.6%
Age 5 to 9 Years	592	6.6%	6,369	6.5%	16,991	6.7%
Age 10 to 14 Years	671	7.5%	7,071	7.2%	18,873	7.5%
Age 15 to 19 Years	583	6.5%	7,157	7.3%	18,369	7.3%
Age 20 to 24 Years	371	4.1%	5,639	5.8%	14,399	5.7%
Age 25 to 29 Years	395	4.4%	5,226	5.3%	15,493	6.1%
Age 30 to 34 Years	489	5.4%	5,598	5.7%	16,444	6.5%
Age 35 to 39 Years	645	7.2%	6,915	7.1%	19,090	7.6%
Age 40 to 44 Years	612	6.8%	7,201	7.4%	19,547	7.7%
Age 45 to 49 Years	581	6.5%	6,980	7.1%	18,468	7.3%
Age 50 to 54 Years	675	7.5%	7,387	7.5%	18,490	7.3%
Age 55 to 59 Years	679	7.5%	6,919	7.1%	16,913	6.7%
Age 60 to 64 Years	750	8.3%	6,652	6.8%	15,243	6.0%
Age 65 to 74 Years	923	10.3%	8,664	8.8%	19,413	7.7%
Age 75 to 84 Years	416	4.6%	3,751	3.8%	7,966	3.2%
Age 85 Years or Over	125	1.4%	1,387	1.4%	2,936	1.2%
Median Age	41.6		39.5		38.0	

#### Gender Age Distribution (2022)

Female Population	4,515	50.2%	49,855	50.9%	127,740	50.5%
Age 0 to 19 Years	1,133	25.1%	12,647	25.4%	33,552	26.3%
Age 20 to 64 Years	2,621	58.1%	29,769	59.7%	77,900	61.0%
Age 65 Years or Over	761	16.8%	7,438	14.9%	16,288	12.8%
Female Median Age	42.3		40.0		38.4	
Male Population	4,482	49.8%	48,111	49.1%	125,061	49.5%
Age 0 to 19 Years	1,203	26.8%	13,000	27.0%	34,846	27.9%
Age 20 to 64 Years	2,575	57.5%	28,748	59.8%	76,188	60.9%
Age 65 Years or Over	704	15.7%	6,364	13.2%	14,027	11.2%
Male Median Age	40.7		38.9		37.5	

## Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.7489/-88.1643

### 0007\_Hobson West Plaza

Naperville, IL 60565

1 mi radius

3 mi radius

5 mi radius

#### Household Income Distribution (2022)

HH Income \$200,000 or More	854	25.5%	9,197	25.8%	21,829	23.8%
HH Income \$150,000 to \$199,999	627	18.7%	4,905	13.7%	12,140	13.2%
HH Income \$100,000 to \$149,999	667	19.9%	7,589	21.3%	20,039	21.9%
HH Income \$75,000 to \$99,999	365	10.9%	4,154	11.6%	11,623	12.7%
HH Income \$50,000 to \$74,999	367	11.0%	4,140	11.6%	11,288	12.3%
HH Income \$35,000 to \$49,999	221	6.6%	2,131	6.0%	5,731	6.3%
HH Income \$25,000 to \$34,999	131	3.9%	1,347	3.8%	3,375	3.7%
HH Income \$15,000 to \$24,999	59	1.8%	973	2.7%	2,463	2.7%
HH Income Under \$15,000	55	1.6%	1,245	3.5%	3,148	3.4%
HH Income \$35,000 or More	3,101	92.7%	32,116	90.0%	82,650	90.2%
HH Income \$75,000 or More	2,513	75.1%	25,845	72.4%	65,631	71.6%

#### Housing (2022)

Total Housing Units	3,507		37,373		96,677	
Housing Units Occupied	3,346	95.4%	35,681	95.5%	91,636	94.8%
Housing Units Owner-Occupied	2,765	82.7%	25,953	72.7%	66,081	72.1%
Housing Units, Renter-Occupied	580	17.3%	9,727	27.3%	25,555	27.9%
Housing Units, Vacant	162	4.8%	1,692	4.7%	5,042	5.5%

#### Marital Status (2022)

Never Married	1,855	25.6%	22,912	28.8%	60,841	30.0%
Currently Married	4,432	61.2%	45,026	56.7%	112,913	55.7%
Separated	168	2.3%	2,413	3.0%	6,247	3.1%
Widowed	371	5.1%	3,323	4.2%	7,819	3.9%
Divorced	418	5.8%	5,801	7.3%	14,951	7.4%

#### Household Type (2022)

Population Family	7,986	88.8%	83,994	85.7%	219,271	86.7%
Population Non-Family	984	10.9%	11,593	11.8%	29,907	11.8%
Population Group Quarters	26	0.3%	2,379	2.4%	3,623	1.4%
Family Households	2,512	75.1%	26,134	73.2%	67,131	73.3%
Non-Family Households	833	24.9%	9,547	26.8%	24,505	26.7%
Married Couple with Children	1,031	23.3%	10,856	24.1%	29,308	26.0%
Average Family Household Size	3.2		3.2		3.3	

#### Household Size (2022)

1 Person Households	706	21.1%	7,756	21.7%	19,558	21.3%
2 Person Households	1,063	31.8%	11,139	31.2%	27,561	30.1%
3 Person Households	595	17.8%	6,675	18.7%	17,332	18.9%
4 Person Households	651	19.5%	6,536	18.3%	17,201	18.8%
5 Person Households	254	7.6%	2,606	7.3%	7,022	7.7%
6 or More Person Households	76	2.3%	967	2.7%	2,962	3.2%

#### Household Vehicles (2022)

Households with 0 Vehicles Available	84	2.5%	1,287	3.6%	3,078	3.4%
Households with 1 Vehicles Available	977	29.2%	10,038	28.1%	26,552	29.0%
Households with 2 or More Vehicles Available	2,285	68.3%	24,356	68.3%	62,006	67.7%
Total Vehicles Available	6,551		67,912		174,407	
Average Vehicles Per Household	2.0		1.9		1.9	

## Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.7489/-88.1643

### 0007\_Hobson West Plaza

Naperville, IL 60565

1 mi radius

3 mi radius

5 mi radius

#### Labor Force (2022)

Estimated Labor Population Age 16 Years or Over	7,119		77,964		198,764	
Estimated Civilian Employed	4,629	65.0%	51,775	66.4%	134,562	67.7%
Estimated Civilian Unemployed	155	2.2%	1,789	2.3%	5,092	2.6%
Estimated in Armed Forces	9	0.1%	62	-	66	-
Estimated Not in Labor Force	2,326	32.7%	24,339	31.2%	59,044	29.7%
Unemployment Rate	2.2%		2.3%		2.6%	

#### Occupation (2022)

Occupation: Population Age 16 Years or Over	4,629		51,775		134,562	
Management, Business, Financial Operations	1,259	27.2%	14,761	28.5%	35,070	26.1%
Professional, Related	1,540	33.3%	16,465	31.8%	43,771	32.5%
Service	470	10.1%	5,179	10.0%	13,566	10.1%
Sales, Office	979	21.1%	10,386	20.1%	27,092	20.1%
Farming, Fishing, Forestry	-	-	10	-	18	-
Construct, Extraction, Maintenance	109	2.4%	1,412	2.7%	4,102	3.0%
Production, Transport Material Moving	272	5.9%	3,562	6.9%	10,943	8.1%
White Collar Workers	3,778	81.6%	41,612	80.4%	105,933	78.7%
Blue Collar Workers	852	18.4%	10,163	19.6%	28,629	21.3%

#### Consumer Expenditure (2022)

Total Household Expenditure	\$336.06 M		\$3.69 B		\$8.93 B	
Total Non-Retail Expenditure	\$178.76 M	53.2%	\$1.96 B	53.2%	\$4.74 B	53.1%
Total Retail Expenditure	\$157.3 M	46.8%	\$1.72 B	46.8%	\$4.18 B	46.9%
Apparel	\$12.26 M	3.6%	\$134.15 M	3.6%	\$324.99 M	3.6%
Contributions	\$12.2 M	3.6%	\$132.94 M	3.6%	\$319.19 M	3.6%
Education	\$12.27 M	3.7%	\$133.26 M	3.6%	\$319.85 M	3.6%
Entertainment	\$19.88 M	5.9%	\$216.69 M	5.9%	\$524.04 M	5.9%
Food and Beverages	\$48.14 M	14.3%	\$529.43 M	14.4%	\$1.29 B	14.4%
Furnishings and Equipment	\$12.26 M	3.6%	\$133.58 M	3.6%	\$323.22 M	3.6%
Gifts	\$9.31 M	2.8%	\$103.07 M	2.8%	\$247.37 M	2.8%
Health Care	\$26.9 M	8.0%	\$294.92 M	8.0%	\$714.43 M	8.0%
Household Operations	\$13.72 M	4.1%	\$149.7 M	4.1%	\$361.52 M	4.0%
Miscellaneous Expenses	\$6.45 M	1.9%	\$70.52 M	1.9%	\$170.5 M	1.9%
Personal Care	\$4.51 M	1.3%	\$49.38 M	1.3%	\$119.64 M	1.3%
Personal Insurance	\$2.66 M	0.8%	\$28.69 M	0.8%	\$69.11 M	0.8%
Reading	\$747.21 K	0.2%	\$8.15 M	0.2%	\$19.66 M	0.2%
Shelter	\$70.16 M	20.9%	\$772.27 M	21.0%	\$1.87 B	21.0%
Tobacco	\$1.58 M	0.5%	\$17.85 M	0.5%	\$43.67 M	0.5%
Transportation	\$60.43 M	18.0%	\$662.42 M	18.0%	\$1.61 B	18.0%
Utilities	\$22.57 M	6.7%	\$249.18 M	6.8%	\$605.85 M	6.8%

#### Educational Attainment (2022)

Adult Population Age 25 Years or Over	6,291		66,680		170,003	
Elementary (Grade Level 0 to 8)	69	1.1%	1,263	1.9%	3,482	2.0%
Some High School (Grade Level 9 to 11)	33	0.5%	761	1.1%	2,986	1.8%
High School Graduate	595	9.5%	6,850	10.3%	19,438	11.4%
Some College	743	11.8%	7,981	12.0%	22,157	13.0%
Associate Degree Only	367	5.8%	4,439	6.7%	10,814	6.4%
Bachelor Degree Only	2,371	37.7%	24,817	37.2%	63,368	37.3%
Graduate Degree	2,111	33.6%	20,567	30.8%	47,758	28.1%

## Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.7489/-88.1643

### 0007\_Hobson West Plaza

Naperville, IL 60565

1 mi radius

3 mi radius

5 mi radius

#### Units In Structure (2022)

1 Detached Unit	2,378	73.2%	22,017	64.0%	55,021	63.4%
1 Attached Unit	508	15.6%	4,808	14.0%	12,780	14.7%
2 to 4 Units	66	2.0%	1,585	4.6%	4,250	4.9%
5 to 9 Units	103	3.2%	2,265	6.6%	5,424	6.3%
10 to 19 Units	116	3.6%	2,161	6.3%	5,931	6.8%
20 to 49 Units	32	1.0%	1,008	2.9%	3,176	3.7%
50 or More Units	140	4.3%	1,758	5.1%	4,783	5.5%
Mobile Home or Trailer	2	-	60	0.2%	225	0.3%
Other Structure	-	-	19	-	46	-

#### Homes Built By Year (2022)

Homes Built 2010 or later	120	3.7%	1,930	5.6%	5,179	6.0%
Homes Built 2000 to 2009	129	4.0%	4,067	11.8%	13,427	15.5%
Homes Built 1990 to 1999	555	17.1%	7,349	21.4%	21,559	24.8%
Homes Built 1980 to 1989	1,392	42.9%	7,883	22.9%	18,735	21.6%
Homes Built 1970 to 1979	418	12.9%	7,340	21.3%	17,249	19.9%
Homes Built 1960 to 1969	453	13.9%	3,315	9.6%	6,944	8.0%
Homes Built 1950 to 1959	188	5.8%	1,821	5.3%	4,016	4.6%
Homes Built Before 1949	91	2.8%	1,975	5.7%	4,526	5.2%

#### Home Values (2022)

Home Values \$1,000,000 or More	37	1.3%	855	3.3%	1,472	2.2%
Home Values \$500,000 to \$999,999	717	25.9%	6,480	25.0%	14,669	22.2%
Home Values \$400,000 to \$499,999	824	29.8%	6,399	24.7%	14,621	22.1%
Home Values \$300,000 to \$399,999	753	27.2%	6,994	26.9%	16,072	24.3%
Home Values \$200,000 to \$299,999	305	11.0%	3,240	12.5%	12,106	18.3%
Home Values \$150,000 to \$199,999	97	3.5%	926	3.6%	3,752	5.7%
Home Values \$100,000 to \$149,999	15	0.6%	583	2.2%	1,891	2.9%
Home Values \$70,000 to \$99,999	6	0.2%	195	0.8%	523	0.8%
Home Values \$50,000 to \$69,999	3	-	34	0.1%	136	0.2%
Home Values \$25,000 to \$49,999	2	-	116	0.4%	408	0.6%
Home Values Under \$25,000	6	0.2%	132	0.5%	430	0.7%
Owner-Occupied Median Home Value	\$424,454		\$424,701		\$394,061	
Renter-Occupied Median Rent	\$1,436		\$1,447		\$1,429	

#### Transportation To Work (2022)

Drive to Work Alone	2,489	53.8%	28,264	54.6%	77,489	57.6%
Drive to Work in Carpool	199	4.3%	2,448	4.7%	7,185	5.3%
Travel to Work by Public Transportation	107	2.3%	1,453	2.8%	3,701	2.8%
Drive to Work on Motorcycle	-	-	17	-	74	-
Walk or Bicycle to Work	29	0.6%	857	1.7%	1,741	1.3%
Other Means	34	0.7%	443	0.9%	1,059	0.8%
Work at Home	1,771	38.3%	18,294	35.3%	43,311	32.2%

#### Travel Time (2022)

Travel to Work in 14 Minutes or Less	638	13.8%	8,053	15.6%	20,185	15.0%
Travel to Work in 15 to 29 Minutes	1,072	23.2%	10,669	20.6%	29,169	21.7%
Travel to Work in 30 to 59 Minutes	824	17.8%	10,445	20.2%	29,984	22.3%
Travel to Work in 60 Minutes or More	325	7.0%	4,314	8.3%	11,912	8.9%
Average Minutes Travel to Work	24.5		25.1		26.0	