



Market Profile

60140 (Hampshire)
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 Geography: ZIP Code

Prepared by Esri

60140 (Hampsh...

Population Summary	
2000 Total Population	6,766
2010 Total Population	14,508
2019 Total Population	21,060
2019 Group Quarters	43
2024 Total Population	23,320
2019-2024 Annual Rate	2.06%
2019 Total Daytime Population	14,923
Workers	4,685
Residents	10,238
Household Summary	
2000 Households	2,295
2000 Average Household Size	2.93
2010 Households	4,972
2010 Average Household Size	2.91
2019 Households	7,179
2019 Average Household Size	2.93
2024 Households	7,931
2024 Average Household Size	2.93
2019-2024 Annual Rate	2.01%
2010 Families	3,893
2010 Average Family Size	3.27
2019 Families	5,580
2019 Average Family Size	3.31
2024 Families	6,143
2024 Average Family Size	3.32
2019-2024 Annual Rate	1.94%
Housing Unit Summary	
2000 Housing Units	2,381
Owner Occupied Housing Units	81.6%
Renter Occupied Housing Units	14.7%
Vacant Housing Units	3.6%
2010 Housing Units	5,247
Owner Occupied Housing Units	84.3%
Renter Occupied Housing Units	10.5%
Vacant Housing Units	5.2%
2019 Housing Units	7,574
Owner Occupied Housing Units	86.7%
Renter Occupied Housing Units	8.1%
Vacant Housing Units	5.2%
2024 Housing Units	8,437
Owner Occupied Housing Units	86.8%
Renter Occupied Housing Units	7.2%
Vacant Housing Units	6.0%
Median Household Income	
2019	\$94,417
2024	\$104,087
Median Home Value	
2019	\$283,380
2024	\$315,355
Per Capita Income	
2019	\$36,957
2024	\$41,618
Median Age	
2010	37.4
2019	37.7
2024	37.4

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.



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2019 Households by Income	
Household Income Base	7,179
<\$15,000	5.2%
\$15,000 - \$24,999	3.2%
\$25,000 - \$34,999	4.5%
\$35,000 - \$49,999	5.5%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	26.0%
\$150,000 - \$199,999	14.0%
\$200,000+	7.2%
Average Household Income	\$108,409
2024 Households by Income	
Household Income Base	7,931
<\$15,000	5.1%
\$15,000 - \$24,999	2.6%
\$25,000 - \$34,999	3.5%
\$35,000 - \$49,999	4.5%
\$50,000 - \$74,999	16.2%
\$75,000 - \$99,999	14.4%
\$100,000 - \$149,999	27.2%
\$150,000 - \$199,999	17.4%
\$200,000+	9.0%
Average Household Income	\$122,367
2019 Owner Occupied Housing Units by Value	
Total	6,569
<\$50,000	1.4%
\$50,000 - \$99,999	1.5%
\$100,000 - \$149,999	4.6%
\$150,000 - \$199,999	15.9%
\$200,000 - \$249,999	13.9%
\$250,000 - \$299,999	19.1%
\$300,000 - \$399,999	30.6%
\$400,000 - \$499,999	8.6%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	2.1%
Average Home Value	\$329,826
2024 Owner Occupied Housing Units by Value	
Total	7,327
<\$50,000	0.7%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	2.6%
\$150,000 - \$199,999	10.3%
\$200,000 - \$249,999	11.2%
\$250,000 - \$299,999	18.7%
\$300,000 - \$399,999	36.9%
\$400,000 - \$499,999	12.8%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	2.8%
Average Home Value	\$373,543

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.



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	60140 (Hampsh...
2010 Population by Age	
Total	14,508
0 - 4	7.6%
5 - 9	7.4%
10 - 14	7.2%
15 - 24	10.4%
25 - 34	13.7%
35 - 44	15.7%
45 - 54	14.2%
55 - 64	11.1%
65 - 74	7.8%
75 - 84	4.0%
85 +	1.0%
18 +	73.7%
2019 Population by Age	
Total	21,060
0 - 4	7.3%
5 - 9	8.0%
10 - 14	8.1%
15 - 24	10.5%
25 - 34	11.6%
35 - 44	15.8%
45 - 54	13.7%
55 - 64	11.5%
65 - 74	9.1%
75 - 84	3.5%
85 +	1.0%
18 +	72.6%
2024 Population by Age	
Total	23,320
0 - 4	7.6%
5 - 9	8.1%
10 - 14	8.0%
15 - 24	10.6%
25 - 34	12.2%
35 - 44	15.6%
45 - 54	12.9%
55 - 64	10.5%
65 - 74	9.3%
75 - 84	4.2%
85 +	1.0%
18 +	72.1%
2010 Population by Sex	
Males	7,154
Females	7,353
2019 Population by Sex	
Males	10,257
Females	10,803
2024 Population by Sex	
Males	11,277
Females	12,043

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



		60140 (Hampsh...
2010 Population by Race/Ethnicity		
Total		14,507
White Alone		89.0%
Black Alone		1.4%
American Indian Alone		0.1%
Asian Alone		4.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		3.4%
Two or More Races		1.8%
Hispanic Origin		11.6%
Diversity Index		36.9
2019 Population by Race/Ethnicity		
Total		21,060
White Alone		84.6%
Black Alone		1.7%
American Indian Alone		0.2%
Asian Alone		6.4%
Pacific Islander Alone		0.0%
Some Other Race Alone		4.6%
Two or More Races		2.5%
Hispanic Origin		15.1%
Diversity Index		46.4
2024 Population by Race/Ethnicity		
Total		23,320
White Alone		82.3%
Black Alone		1.8%
American Indian Alone		0.2%
Asian Alone		7.6%
Pacific Islander Alone		0.0%
Some Other Race Alone		5.3%
Two or More Races		2.8%
Hispanic Origin		17.2%
Diversity Index		51.2
2010 Population by Relationship and Household Type		
Total		14,508
In Households		99.7%
In Family Households		89.3%
Householder		27.7%
Spouse		24.1%
Child		33.1%
Other relative		2.9%
Nonrelative		1.5%
In Nonfamily Households		10.4%
In Group Quarters		0.3%
Institutionalized Population		0.0%
Noninstitutionalized Population		0.3%

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



	60140 (Hampsh...
2019 Population 25+ by Educational Attainment	
Total	13,907
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	3.9%
High School Graduate	18.0%
GED/Alternative Credential	1.2%
Some College, No Degree	26.2%
Associate Degree	8.6%
Bachelor's Degree	24.6%
Graduate/Professional Degree	15.1%
2019 Population 15+ by Marital Status	
Total	16,118
Never Married	24.9%
Married	62.6%
Widowed	4.8%
Divorced	7.8%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	97.2%
Civilian Unemployed (Unemployment Rate)	2.8%
2019 Employed Population 16+ by Industry	
Total	10,991
Agriculture/Mining	0.9%
Construction	9.4%
Manufacturing	17.8%
Wholesale Trade	3.3%
Retail Trade	10.4%
Transportation/Utilities	4.3%
Information	1.6%
Finance/Insurance/Real Estate	5.7%
Services	44.0%
Public Administration	2.8%
2019 Employed Population 16+ by Occupation	
Total	10,991
White Collar	58.6%
Management/Business/Financial	13.6%
Professional	25.5%
Sales	9.7%
Administrative Support	9.8%
Services	19.4%
Blue Collar	22.1%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	6.2%
Installation/Maintenance/Repair	4.3%
Production	6.4%
Transportation/Material Moving	4.6%
2010 Population By Urban/ Rural Status	
Total Population	14,508
Population Inside Urbanized Area	44.3%
Population Inside Urbanized Cluster	32.0%
Rural Population	23.6%

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	4,973
Households with 1 Person	16.8%
Households with 2+ People	83.2%
Family Households	78.3%
Husband-wife Families	67.7%
With Related Children	33.1%
Other Family (No Spouse Present)	10.6%
Other Family with Male Householder	3.5%
With Related Children	2.0%
Other Family with Female Householder	7.1%
With Related Children	4.4%
Nonfamily Households	5.0%
All Households with Children	40.0%
Multigenerational Households	3.7%
Unmarried Partner Households	5.7%
Male-female	5.0%
Same-sex	0.7%
2010 Households by Size	
Total	4,972
1 Person Household	16.8%
2 Person Household	35.2%
3 Person Household	16.9%
4 Person Household	18.1%
5 Person Household	8.0%
6 Person Household	3.1%
7 + Person Household	1.8%
2010 Households by Tenure and Mortgage Status	
Total	4,973
Owner Occupied	88.9%
Owned with a Mortgage/Loan	72.9%
Owned Free and Clear	16.0%
Renter Occupied	11.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	5,247
Housing Units Inside Urbanized Area	43.6%
Housing Units Inside Urbanized Cluster	32.7%
Rural Housing Units	23.7%

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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Top 3 Tapestry Segments

1. Boomburbs (1C)
2. Middleburg (4C)
3. Soccer Moms (4A)

2019 Consumer Spending

Apparel & Services: Total \$	\$19,097,667
Average Spent	\$2,660.21
Spending Potential Index	124
Education: Total \$	\$13,613,240
Average Spent	\$1,896.26
Spending Potential Index	119
Entertainment/Recreation: Total \$	\$28,797,143
Average Spent	\$4,011.30
Spending Potential Index	123
Food at Home: Total \$	\$44,234,082
Average Spent	\$6,161.59
Spending Potential Index	119
Food Away from Home: Total \$	\$33,070,336
Average Spent	\$4,606.54
Spending Potential Index	125
Health Care: Total \$	\$51,775,268
Average Spent	\$7,212.04
Spending Potential Index	122
HH Furnishings & Equipment: Total \$	\$19,588,238
Average Spent	\$2,728.55
Spending Potential Index	128
Personal Care Products & Services: Total \$	\$8,296,305
Average Spent	\$1,155.64
Spending Potential Index	130
Shelter: Total \$	\$158,854,937
Average Spent	\$22,127.72
Spending Potential Index	120
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,129,641
Average Spent	\$3,082.55
Spending Potential Index	124
Travel: Total \$	\$20,653,991
Average Spent	\$2,877.00
Spending Potential Index	128
Vehicle Maintenance & Repairs: Total \$	\$9,898,654
Average Spent	\$1,378.83
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 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.

September 23, 2019