



Community Profile	
2900 Randall Rd	
Platt Hill Nursery	
Rings: 3, 5, 7 mile radii	
Latitude: 42.12760	
Longitude: -88.33736	

	3 miles	5 miles	7 miles
Population Summary			
2010 Total Population	33,589	134,106	248,779
2020 Total Population	35,845	136,802	261,912
2020 Group Quarters	0	106	1,443
2025 Total Population	36,332	134,860	260,369
2025 Group Quarters	0	106	1,445
2030 Total Population	36,239	132,968	257,758
2025-2030 Annual Rate	-0.05%	-0.28%	-0.20%
2025 Total Daytime Population	34,503	118,285	233,169
Workers	18,470	58,982	112,804
Residents	16,033	59,303	120,365

Household Summary			
2010 Households	11,058	43,968	83,888
2010 Average Household Size	3.04	3.05	2.95
2020 Total Households	12,243	46,838	91,444
2020 Average Household Size	2.93	2.92	2.85
2025 Households	13,062	48,576	95,259
2025 Average Household Size	2.78	2.77	2.72
2030 Households	13,355	49,080	96,575
2030 Average Household Size	2.71	2.71	2.65
2025-2030 Annual Rate	0.44%	0.21%	0.27%
2010 Families	8,990	34,397	63,759
2010 Average Family Size	3.40	3.46	3.40
2025 Families	9,986	36,179	69,190
2025 Average Family Size	3.19	3.21	3.20
2030 Families	10,158	36,383	69,727
2030 Average Family Size	3.12	3.14	3.13
2025-2030 Annual Rate	0.34%	0.11%	0.15%

Housing Unit Summary			
2000 Housing Units	8,017	35,188	66,121
Owner Occupied Housing Units	91.3%	83.2%	79.7%
Renter Occupied Housing Units	6.1%	13.7%	17.3%
Vacant Housing Units	2.6%	3.1%	3.1%

2010 Housing Units	11,528	46,205	88,827
Owner Occupied Housing Units	88.2%	80.0%	77.7%
Renter Occupied Housing Units	7.7%	15.2%	16.7%
Vacant Housing Units	4.1%	4.8%	5.6%

2020 Housing Units	12,677	48,592	94,987
Owner Occupied Housing Units	83.2%	76.2%	75.7%
Renter Occupied Housing Units	13.4%	20.2%	20.6%
Vacant Housing Units	3.4%	3.6%	3.8%

2025 Housing Units	13,502	50,179	98,854
Owner Occupied Housing Units	82.1%	77.6%	77.1%
Renter Occupied Housing Units	14.6%	19.2%	19.3%
Vacant Housing Units	3.3%	3.2%	3.6%

2030 Housing Units	13,772	50,830	100,452
Owner Occupied Housing Units	83.1%	78.7%	78.1%
Renter Occupied Housing Units	13.9%	17.8%	18.0%
Vacant Housing Units	3.0%	3.4%	3.9%

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.

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2025 Households by Income			
Household Income Base	13,062	48,576	95,259

<\$15,000	4.9%	4.2%	5.2%
\$15,000 - \$24,999	1.2%	2.0%	2.3%
\$25,000 - \$34,999	2.1%	3.5%	3.8%
\$35,000 - \$49,999	4.9%	7.4%	7.8%
\$50,000 - \$74,999	11.7%	14.8%	14.3%
\$75,000 - \$99,999	10.4%	13.5%	13.2%
\$100,000 - \$149,999	21.8%	23.3%	23.5%
\$150,000 - \$199,999	19.8%	14.9%	14.0%
\$200,000+	23.1%	16.5%	15.9%
Average Household Income	\$154,908	\$131,461	\$128,579

2030 Households by Income			
Household Income Base	13,355	49,080	96,575
<\$15,000	4.2%	3.6%	4.5%
\$15,000 - \$24,999	1.0%	1.5%	1.8%
\$25,000 - \$34,999	1.7%	2.8%	3.1%
\$35,000 - \$49,999	4.1%	6.4%	6.8%
\$50,000 - \$74,999	10.0%	13.1%	12.8%
\$75,000 - \$99,999	9.1%	12.4%	12.3%
\$100,000 - \$149,999	21.5%	23.7%	23.8%
\$150,000 - \$199,999	21.2%	16.5%	15.5%
\$200,000+	27.1%	19.8%	19.4%
Average Household Income	\$167,391	\$142,284	\$139,594

2025 Owner Occupied Housing Units by Value			
Total	11,088	38,960	76,220
<\$50,000	1.5%	1.5%	1.9%
\$50,000 - \$99,999	0.1%	0.6%	0.6%
\$100,000 - \$149,999	0.3%	1.5%	1.5%
\$150,000 - \$199,999	2.5%	6.3%	5.6%
\$200,000 - \$249,999	7.9%	14.8%	14.0%
\$250,000 - \$299,999	11.6%	16.2%	17.1%
\$300,000 - \$399,999	33.2%	30.4%	30.1%
\$400,000 - \$499,999	32.2%	20.4%	20.4%
\$500,000 - \$749,999	9.5%	6.7%	6.7%
\$750,000 - \$999,999	0.8%	0.8%	1.2%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.2%	0.4%	0.4%
Average Home Value	\$388,995	\$351,883	\$356,118

2030 Owner Occupied Housing Units by Value			
Total	11,439	40,020	78,470
<\$50,000	0.9%	1.2%	1.6%
\$50,000 - \$99,999	0.0%	0.2%	0.2%
\$100,000 - \$149,999	0.1%	0.8%	0.7%
\$150,000 - \$199,999	1.1%	3.7%	3.2%
\$200,000 - \$249,999	4.8%	11.5%	10.5%
\$250,000 - \$299,999	8.6%	14.2%	15.1%
\$300,000 - \$399,999	32.4%	32.7%	32.2%
\$400,000 - \$499,999	39.1%	25.5%	25.6%
\$500,000 - \$749,999	11.8%	8.4%	8.4%
\$750,000 - \$999,999	0.9%	0.9%	1.5%
\$1,000,000 - \$1,499,999	0.1%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.2%	0.4%	0.4%
Average Home Value	\$413,578	\$377,514	\$382,094

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.

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Median Household Income			
2025	\$130,419	\$107,626	\$105,406
2030	\$145,032	\$118,368	\$115,328

Median Home Value			
2025	\$378,370	\$329,644	\$330,826
2030	\$405,464	\$356,292	\$358,081

Per Capita Income			
2025	\$56,340	\$47,489	\$47,136
2030	\$62,457	\$52,708	\$52,421

Median Age			
2010	37.1	34.3	35.2
2020	40.4	37.9	38.6
2025	40.9	38.8	39.6
2030	41.0	39.5	40.2

2020 Population by Age				
Total		35,845	136,802	261,912
0 - 4		5.5%	5.8%	5.8%
5 - 9		6.5%	6.6%	6.6%
10 - 14		7.3%	7.7%	7.5%
15 - 24		13.5%	14.0%	13.5%
25 - 34		10.3%	12.1%	11.8%
35 - 44		13.4%	13.6%	13.4%
45 - 54		15.9%	14.9%	14.1%
55 - 64		14.9%	13.5%	13.0%
65 - 74		8.4%	7.7%	8.6%
75 - 84		3.5%	3.2%	4.3%
85 +		1.0%	1.0%	1.4%
18 +		76.0%	75.1%	75.4%

2025 Population by Age				
Total		36,333	134,864	260,370
0 - 4		5.3%	5.6%	5.6%
5 - 9		6.2%	6.2%	6.2%
10 - 14		6.5%	6.4%	6.5%
15 - 24		12.0%	13.1%	12.9%
25 - 34		13.0%	13.8%	13.2%
35 - 44		12.5%	13.0%	12.9%
45 - 54		13.9%	13.6%	13.2%
55 - 64		14.8%	13.6%	12.9%
65 - 74		10.4%	9.5%	10.0%
75 - 84		4.5%	4.2%	5.3%
85 +		1.1%	1.0%	1.4%
18 +		78.3%	77.8%	77.8%

2030 Population by Age				
Total		36,239	132,968	257,758
0 - 4		5.4%	5.6%	5.6%
5 - 9		5.6%	5.7%	5.7%
10 - 14		6.3%	6.1%	6.1%
15 - 24		10.6%	11.4%	11.5%
25 - 34		14.5%	15.0%	14.3%
35 - 44		12.4%	13.2%	12.8%
45 - 54		12.8%	12.7%	12.5%
55 - 64		13.7%	12.9%	12.4%
65 - 74		11.7%	10.8%	11.0%
75 - 84		5.6%	5.3%	6.4%
85 +		1.4%	1.3%	1.8%
18 +		79.2%	79.1%	79.1%

2020 Population by Sex				
Males		17,805	67,950	129,363
Females		18,040	68,852	132,549

2025 Population by Sex				
Males		18,251	67,782	130,116
Females		18,081	67,078	130,253

2030 Population by Sex				
Males		18,131	66,593	128,324
Females		18,107	66,375	129,434

2010 Population by Race/Ethnicity				
Total		33,589	134,107	248,778
White Alone		83.5%	79.7%	79.7%
Black Alone		2.1%	3.5%	3.5%
American Indian Alone		0.2%	0.3%	0.6%
Asian Alone		9.4%	6.0%	5.2%
Pacific Islander Alone		0.1%	0.0%	0.0%
Some Other Race Alone		2.8%	8.2%	8.5%
Two or More Races		2.0%	2.4%	2.5%
Hispanic Origin		10.3%	21.6%	23.0%
Diversity Index		42.3	57.3	58.2

2020 Population by Race/Ethnicity				
Total		35,845	136,802	261,912
White Alone		71.8%	64.2%	64.1%
Black Alone		2.9%	3.6%	3.8%
American Indian Alone		0.5%	1.1%	1.1%
Asian Alone		9.5%	6.0%	5.6%
Pacific Islander Alone		0.0%	0.0%	0.0%
Some Other Race Alone		5.8%	13.5%	13.3%
Two or More Races		9.4%	11.6%	12.0%
Hispanic Origin		15.1%	27.1%	27.5%
Diversity Index		60.0	72.9	73.0

2025 Population by Race/Ethnicity			
Total	36,332	134,860	260,370
White Alone	68.9%	61.9%	61.9%
Black Alone	3.1%	3.8%	4.0%
American Indian Alone	0.6%	1.1%	1.2%
Asian Alone	11.0%	6.9%	6.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.3%	14.1%	14.0%
Two or More Races	10.1%	12.1%	12.5%
Hispanic Origin	16.4%	28.3%	28.8%
Diversity Index	63.5	74.8	74.9

2030 Population by Race/Ethnicity			
Total	36,239	132,968	257,758
White Alone	66.1%	59.6%	59.7%
Black Alone	3.3%	3.9%	4.0%
American Indian Alone	0.6%	1.1%	1.2%
Asian Alone	12.0%	7.6%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.1%	15.0%	14.9%
Two or More Races	10.9%	12.8%	13.2%
Hispanic Origin	18.2%	30.0%	30.5%
Diversity Index	67.0	76.7	76.8

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.

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2020 Population by Relationship and Household Type			
Total	35,845	136,802	261,912
In Households	100.0%	99.9%	99.4%
Householder	34.6%	34.3%	34.9%
Opposite-Sex Spouse	22.5%	20.3%	20.1%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	1.9%	2.2%	2.1%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	32.1%	32.6%	31.5%
Adopted Child	0.6%	0.5%	0.5%
Stepchild	1.2%	1.1%	1.1%
Grandchild	1.3%	1.8%	1.9%
Brother or Sister	0.9%	1.2%	1.2%
Parent	1.5%	1.5%	1.5%
Parent-in-law	0.6%	0.5%	0.4%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.5%
Other Relatives	0.9%	1.3%	1.4%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	1.4%	1.9%	2.0%
In Group Quarters	0.0%	0.1%	0.6%
Institutionalized	0.0%	0.1%	0.3%
Noninstitutionalized	0.0%	0.0%	0.2%

2025 Population 25+ by Educational Attainment			
Total	25,424	92,637	179,407
Less than 9th Grade	2.4%	4.4%	4.5%
9th - 12th Grade, No Diploma	2.7%	4.4%	4.4%
High School Graduate	16.6%	20.8%	20.7%
GED/Alternative Credential	2.9%	3.8%	3.6%
Some College, No Degree	16.3%	17.4%	18.4%
Associate Degree	9.9%	10.2%	9.6%
Bachelor's Degree	32.1%	26.2%	25.9%
Graduate/Professional Degree	17.0%	12.9%	12.9%

2025 Population 15+ by Marital Status			
Total	29,805	110,349	212,895
Never Married	27.8%	31.4%	31.2%
Married	60.2%	56.5%	55.9%
Widowed	4.5%	3.8%	4.6%
Divorced	7.6%	8.3%	8.4%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	21,448	80,429	148,372
Population 16+ Employed	95.9%	95.5%	95.9%
Population 16+ Unemployment rate	4.1%	4.5%	4.1%
Population 16-24 Employed	11.8%	13.7%	13.6%
Population 16-24 Unemployment rate	11.7%	9.2%	8.0%
Population 25-54 Employed	62.2%	61.7%	61.9%
Population 25-54 Unemployment rate	2.4%	3.9%	3.5%
Population 55-64 Employed	19.6%	18.2%	17.8%
Population 55-64 Unemployment rate	3.5%	2.9%	2.8%

Population 65+ Employed	6.4%	6.4%	6.7%
Population 65+ Unemployment rate	6.9%	4.7%	4.3%

2025 Employed Population 16+ by Industry			
Total	20,569	76,773	142,317
Agriculture/Mining	0.3%	0.4%	0.3%
Construction	5.8%	5.5%	6.2%
Manufacturing	13.9%	15.1%	14.9%
Wholesale Trade	3.4%	2.8%	3.1%
Retail Trade	11.8%	12.0%	11.2%
Transportation/Utilities	5.4%	6.0%	6.7%
Information	2.7%	1.7%	1.5%
Finance/Insurance/Real Estate	8.4%	7.7%	7.3%
Services	44.8%	45.9%	45.8%
Public Administration	3.5%	2.9%	3.0%

2025 Employed Population 16+ by Occupation			
Total	20,567	76,773	142,317
White Collar	71.7%	65.4%	63.6%
Management/Business/Financial	23.6%	20.7%	20.3%
Professional	27.3%	23.6%	22.3%
Sales	10.4%	10.1%	9.9%
Administrative Support	10.3%	11.0%	11.1%
Services	12.1%	13.8%	14.4%
Blue Collar	16.2%	20.8%	22.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.5%	3.5%	4.0%
Installation/Maintenance/Repair	1.9%	2.9%	2.8%
Production	3.6%	6.0%	6.5%
Transportation/Material Moving	7.2%	8.4%	8.6%

2020 Households by Type			
Total	12,243	46,838	91,444
Married Couple Households	65.4%	59.4%	57.9%
With Own Children <18	28.8%	26.5%	25.2%
Without Own Children <18	36.7%	32.9%	32.7%
Cohabiting Couple Households	6.0%	6.7%	6.4%
With Own Children <18	1.8%	2.4%	2.4%
Without Own Children <18	4.2%	4.3%	4.0%
Male Householder, No Spouse/Partner	11.6%	13.7%	14.0%
Living Alone	7.3%	8.5%	8.9%
65 Years and over	1.9%	2.2%	2.6%
With Own Children <18	1.1%	1.4%	1.4%
Without Own Children <18, With Relatives	2.4%	2.8%	2.7%
No Relatives Present	0.9%	1.0%	1.0%
Female Householder, No Spouse/Partner	17.0%	20.2%	21.7%
Living Alone	9.5%	10.1%	11.7%
65 Years and over	4.6%	5.0%	6.6%
With Own Children <18	3.1%	4.4%	4.3%
Without Own Children <18, With Relatives	3.8%	4.9%	5.0%
No Relatives Present	0.6%	0.7%	0.6%

2020 Households by Size			
Total	12,243	46,838	91,444
1 Person Household	16.8%	18.6%	20.6%
2 Person Household	31.7%	30.2%	30.9%
3 Person Household	18.0%	17.7%	16.8%
4 Person Household	19.8%	18.4%	17.4%
5 Person Household	8.7%	9.1%	8.7%
6 Person Household	3.2%	3.9%	3.7%
7 + Person Household	1.8%	2.0%	2.0%

2020 Households by Tenure and Mortgage Status			
Total	12,243	46,838	91,444
Owner Occupied	86.1%	79.1%	78.6%
Owned with a Mortgage/Loan	68.3%	63.1%	60.5%
Owned Free and Clear	17.8%	15.9%	18.2%
Renter Occupied	13.9%	20.9%	21.4%

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	108	102	100
Percent of Income for Mortgage	18.2%	19.2%	19.6%
Wealth Index	145	117	116

2020 Housing Units By Urban/ Rural Status			
Total	12,677	48,592	94,987
Urban Housing Units	99.0%	99.1%	97.7%
Rural Housing Units	1.0%	0.9%	2.3%

2020 Population By Urban/ Rural Status			
Total	35,845	136,802	261,912

Urban Population	98.9%	99.0%	97.9%
Rural Population	1.1%	1.0%	2.1%

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.	Savvy Suburbanites (L1)	Flourishing Families (H1)	Flourishing Families (H1)
2.	Flourishing Families (H1)	Savvy Suburbanites (L1)	Boomburbs (H2)
3.	Boomburbs (H2)	Boomburbs (H2)	Savvy Suburbanites (L1)

2025 Consumer Spending			
Apparel & Services: Total \$	\$42,104,931	\$134,465,997	\$257,111,087
Average Spent	\$3,223.47	\$2,768.16	\$2,699.07
Spending Potential Index	132	113	110
Education: Total \$	\$31,236,968	\$95,897,832	\$180,241,316
Average Spent	\$2,391.44	\$1,974.18	\$1,892.12
Spending Potential Index	134	111	106
Entertainment/Recreation: Total \$	\$71,343,396	\$224,914,986	\$431,262,780
Average Spent	\$5,461.90	\$4,630.17	\$4,527.27
Spending Potential Index	133	113	110
Food at Home: Total \$	\$122,346,877	\$395,165,446	\$758,846,424
Average Spent	\$9,366.63	\$8,134.99	\$7,966.14
Spending Potential Index	126	109	107
Food Away from Home: Total \$	\$70,326,287	\$226,234,736	\$433,467,715
Average Spent	\$5,384.04	\$4,657.34	\$4,550.41
Spending Potential Index	130	113	110
Health Care: Total \$	\$131,894,958	\$419,509,314	\$812,327,165
Average Spent	\$10,097.61	\$8,636.14	\$8,527.56
Spending Potential Index	131	112	110
HH Furnishings & Equipment: Total \$	\$51,204,480	\$161,697,928	\$309,895,233
Average Spent	\$3,920.11	\$3,328.76	\$3,253.19
Spending Potential Index	135	114	112
Personal Care Products & Services: Total \$	\$18,134,615	\$57,710,196	\$111,198,658
Average Spent	\$1,388.35	\$1,188.04	\$1,167.33
Spending Potential Index	132	113	111
Shelter: Total \$	\$446,503,237	\$1,429,789,017	\$2,759,495,591
Average Spent	\$34,183.37	\$29,434.06	\$28,968.35
Spending Potential Index	128	111	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$61,448,254	\$190,191,641	\$374,519,422
Average Spent	\$4,704.35	\$3,915.34	\$3,931.59
Spending Potential Index	142	119	119
Travel: Total \$	\$64,519,875	\$199,682,082	\$383,479,407
Average Spent	\$4,939.51	\$4,110.71	\$4,025.65
Spending Potential Index	137	114	112
Vehicle Maintenance & Repairs: Total \$	\$22,969,264	\$73,652,548	\$141,868,942
Average Spent	\$1,758.48	\$1,516.23	\$1,489.30
Spending Potential Index	130	112	110

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Business Summary

2900 Randall Rd
Platt Hill Nursery
Rings: 3, 5, 7 mile radii
Latitude: 42.12760
Longitude: -88.33736

Data for all businesses in area	3 miles	5 miles	7 miles
Total Businesses:	1,261	4,278	7,822
Total Employees:	17,879	56,358	96,132
Total Population:	36,332	134,860	260,369
Employee/Population Ratio (per 100 Residents)	49.2	41.8	36.9

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	4	0.3%	19	0.1%	10	0.2%	40	0.1%	18	0.2%	119	0.1%
Mining	1	0.1%	3	0.0%	2	0.1%	18	0.0%	3	0.0%	36	0.0%
Utilities	2	0.2%	6	0.0%	7	0.2%	56	0.1%	13	0.2%	115	0.1%
Construction	102	8.1%	557	3.1%	387	9.1%	3,046	5.4%	711	9.1%	5,695	5.9%
Building Construction	41	3.3%	167	0.9%	132	3.1%	1,083	1.9%	245	3.1%	2,111	2.2%
Heavy/Civil Eng Construction	9	0.7%	50	0.3%	29	0.7%	564	1.0%	53	0.7%	817	0.9%
Specialty Trade Contractor	52	4.1%	340	1.9%	227	5.3%	1,399	2.5%	412	5.3%	2,768	2.9%
Manufacturing	85	6.7%	2,353	13.2%	293	6.9%	8,238	14.6%	475	6.1%	12,410	12.9%
Wholesale Trade	62	4.9%	750	4.2%	217	5.1%	3,210	5.7%	338	4.3%	4,693	4.9%
Durable Goods	53	4.2%	607	3.4%	184	4.3%	2,224	4.0%	276	3.5%	3,399	3.5%
Nondurable Goods	9	0.7%	136	0.8%	30	0.7%	961	1.7%	55	0.7%	1,295	1.3%
Trade Broker	1	0.1%	8	0.0%	3	0.1%	25	0.0%	7	0.1%	39	0.0%
Retail Trade	197	15.6%	3,465	19.4%	520	12.2%	7,684	13.6%	923	11.8%	12,422	12.9%
Motor Vehicle & Parts Dealers	17	1.4%	268	1.5%	66	1.5%	809	1.4%	115	1.5%	1,172	1.2%
Furniture & Home Furnishings Stores	19	1.5%	184	1.0%	33	0.8%	324	0.6%	58	0.7%	433	0.5%
Electronics & Appliance Stores	7	0.6%	40	0.2%	26	0.6%	204	0.4%	38	0.5%	327	0.3%
Building Material & Garden Equipment & Supplies Dealers	13	1.0%	429	2.4%	57	1.3%	905	1.6%	103	1.3%	1,522	1.6%
Food & Beverage Stores	22	1.7%	991	5.5%	67	1.6%	1,971	3.5%	123	1.6%	3,001	3.1%
Health & Personal Care Stores	27	2.1%	173	1.0%	56	1.3%	500	0.9%	98	1.3%	882	0.9%
Gasoline Stations & Fuel Dealers	7	0.6%	35	0.2%	29	0.7%	174	0.3%	54	0.7%	288	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	37	2.9%	541	3.0%	55	1.3%	650	1.2%	80	1.0%	769	0.8%
Sporting Goods, Hobby, Book, & Music Stores	32	2.5%	251	1.4%	85	2.0%	526	0.9%	165	2.1%	1,087	1.1%
General Merchandise Stores	16	1.3%	551	3.1%	48	1.1%	1,623	2.9%	90	1.2%	2,940	3.1%
Transportation & Warehousing	28	2.2%	342	1.9%	100	2.3%	1,152	2.0%	158	2.0%	1,858	1.9%
Truck Transportation	8	0.6%	66	0.4%	40	0.9%	273	0.5%	66	0.8%	570	0.6%
Information	26	2.1%	310	1.7%	82	1.9%	884	1.6%	143	1.8%	1,455	1.5%
Finance & Insurance	64	5.1%	790	4.4%	210	4.9%	1,954	3.5%	413	5.3%	3,262	3.4%
Central Bank/Credit Intermediation & Related Activities	26	2.1%	602	3.4%	77	1.8%	1,340	2.4%	150	1.9%	1,978	2.1%
Securities & Commodity Contracts	15	1.2%	59	0.3%	48	1.1%	213	0.4%	95	1.2%	365	0.4%
Funds, Trusts & Other Financial Vehicles	22	1.7%	129	0.7%	85	2.0%	401	0.7%	167	2.1%	920	1.0%
Real Estate, Rental & Leasing	39	3.1%	286	1.6%	133	3.1%	814	1.4%	270	3.5%	1,627	1.7%
Professional, Scientific & Tech Services	121	9.6%	1,561	8.7%	430	10.1%	4,444	7.9%	775	9.9%	6,414	6.7%
Legal Services	10	0.8%	59	0.3%	67	1.6%	285	0.5%	146	1.9%	648	0.7%
Management of Companies & Enterprises	1	0.1%	72	0.4%	5	0.1%	129	0.2%	10	0.1%	188	0.2%
Administrative, Support & Waste Management Services	39	3.1%	416	2.3%	148	3.5%	1,250	2.2%	302	3.9%	2,393	2.5%
Educational Services	23	1.8%	1,262	7.1%	93	2.2%	4,071	7.2%	201	2.6%	8,618	9.0%

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	127	10.1%	1,185	6.6%	521	12.2%	7,624	13.5%	926	11.8%	14,340	14.9%
Ambulatory Health Care	107	8.5%	942	5.3%	418	9.8%	4,326	7.7%	715	9.1%	7,452	7.8%
Hospital	5	0.4%	39	0.2%	30	0.7%	2,113	3.8%	49	0.6%	3,429	3.6%
Nursing/Residential Care	3	0.2%	50	0.3%	14	0.3%	461	0.8%	35	0.5%	1,661	1.7%
Social Assistance	13	1.0%	153	0.9%	59	1.4%	724	1.3%	127	1.6%	1,798	1.9%
Arts, Entertainment & Recreation	28	2.2%	478	2.7%	73	1.7%	900	1.6%	152	1.9%	1,888	2.0%
Accommodation & Food Services	114	9.0%	2,270	12.7%	331	7.7%	5,409	9.6%	564	7.2%	8,889	9.3%
Accommodation	4	0.3%	56	0.3%	18	0.4%	352	0.6%	25	0.3%	472	0.5%
Food Services & Drinking Places	111	8.8%	2,215	12.4%	313	7.3%	5,058	9.0%	539	6.9%	8,416	8.8%
Other Services (except Public Administration)	140	11.1%	1,157	6.5%	503	11.8%	3,399	6.0%	1,012	12.9%	6,125	6.4%
Repair & Maintenance	47	3.7%	538	3.0%	167	3.9%	1,536	2.7%	323	4.1%	2,325	2.4%
Automotive Repair & Maintenance	24	1.9%	96	0.5%	84	2.0%	431	0.8%	180	2.3%	898	0.9%
Personal & Laundry Service	59	4.7%	317	1.8%	172	4.0%	782	1.4%	323	4.1%	1,429	1.5%
Civic and Other Orgs	33	2.6%	303	1.7%	163	3.8%	1,081	1.9%	365	4.7%	2,371	2.5%
Public Administration	21	1.7%	588	3.3%	66	1.5%	2,000	3.6%	122	1.6%	3,497	3.6%
Unclassified Establishments	35	2.8%	10	0.1%	148	3.5%	34	0.1%	292	3.7%	86	0.1%
Total	1,261	100.0%	17,879	100.0%	4,278	100.0%	56,358	100.0%	7,822	100.0%	96,132	100.0%

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	24	1.9%	194	1.1%	82	1.9%	508	0.9%	162	2.1%	1,457	1.5%
Construction	95	7.5%	552	3.1%	365	8.5%	2,905	5.2%	665	8.5%	5,458	5.7%
Manufacturing	75	6.0%	2,272	12.7%	269	6.3%	8,066	14.3%	447	5.7%	12,347	12.8%
Transportation	31	2.5%	373	2.1%	116	2.7%	1,339	2.4%	202	2.6%	2,180	2.3%
Communication	10	0.8%	62	0.4%	32	0.8%	226	0.4%	57	0.7%	349	0.4%
Utility	6	0.5%	34	0.2%	20	0.5%	188	0.3%	35	0.5%	322	0.3%
Wholesale Trade	64	5.1%	761	4.3%	219	5.1%	3,225	5.7%	344	4.4%	4,731	4.9%
Retail Trade Summary	319	25.3%	5,728	32.0%	857	20.0%	12,872	22.8%	1,505	19.2%	21,064	21.9%
Home Improvement	13	1.0%	429	2.4%	57	1.3%	905	1.6%	103	1.3%	1,522	1.6%
General Merchandise Stores	14	1.1%	504	2.8%	31	0.7%	1,515	2.7%	53	0.7%	2,644	2.8%
Food Stores	27	2.1%	1,081	6.1%	80	1.9%	2,214	3.9%	147	1.9%	3,485	3.6%
Auto Dealers & Gas Stations	24	1.9%	303	1.7%	95	2.2%	976	1.7%	168	2.2%	1,453	1.5%
Apparel & Accessory Stores	30	2.4%	434	2.4%	41	1.0%	487	0.9%	57	0.7%	582	0.6%
Furniture & Home Furnishings	31	2.5%	230	1.3%	66	1.5%	524	0.9%	109	1.4%	802	0.8%
Eating & Drinking Places	106	8.4%	2,138	12.0%	297	6.9%	4,867	8.6%	507	6.5%	7,992	8.3%
Miscellaneous Retail	74	5.9%	608	3.4%	191	4.5%	1,384	2.5%	360	4.6%	2,584	2.7%
Finance, Insurance, Real Estate Summary	93	7.4%	1,123	6.3%	315	7.4%	2,745	4.9%	631	8.1%	4,788	5.0%
Banks, Savings & Lending Institutions	24	1.9%	597	3.3%	75	1.8%	1,333	2.4%	151	1.9%	1,982	2.1%

Securities Brokers	15	1.2%	59	0.3%	46	1.1%	208	0.4%	88	1.1%	343	0.4%
Insurance Carriers & Agents	22	1.7%	129	0.7%	84	2.0%	397	0.7%	166	2.1%	916	1.0%
Real Estate, Holding, Other Investment Offices	31	2.5%	337	1.9%	110	2.6%	807	1.4%	225	2.9%	1,548	1.6%
Services Summary	486	38.5%	6,182	34.6%	1,790	41.8%	22,250	39.5%	3,360	43.0%	39,853	41.5%
Hotels & Lodging	4	0.3%	56	0.3%	18	0.4%	352	0.6%	25	0.3%	472	0.5%
Automotive Services	32	2.5%	124	0.7%	107	2.5%	513	0.9%	225	2.9%	1,065	1.1%
Movies & Amusements	32	2.5%	543	3.0%	94	2.2%	1,111	2.0%	191	2.4%	2,186	2.3%
Health Services	112	8.9%	1,005	5.6%	460	10.8%	6,822	12.1%	780	10.0%	12,255	12.8%
Legal Services	9	0.7%	49	0.3%	63	1.5%	265	0.5%	136	1.7%	615	0.6%
Education Institutions & Libraries	18	1.4%	1,311	7.3%	74	1.7%	4,088	7.3%	158	2.0%	8,536	8.9%
Other Services	279	22.1%	3,094	17.3%	974	22.8%	9,098	16.1%	1,845	23.6%	14,724	15.3%
Government	21	1.7%	588	3.3%	66	1.5%	2,000	3.6%	122	1.6%	3,497	3.6%
Unclassified Establishments	35	2.8%	10	3.3%	148	3.5%	34	3.6%	292	3.7%	86	3.6%
Totals	1,261	100.0%	17,879	100.0%	4,278	100.0%	56,358	100.0%	7,822	100.0%	96,132	100.0%

Source: Copyright 2025 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2025.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

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Retail Demand by Industry

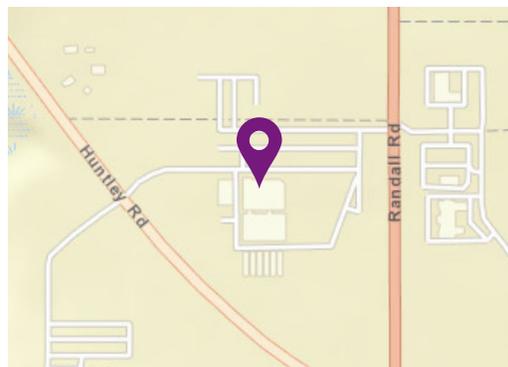
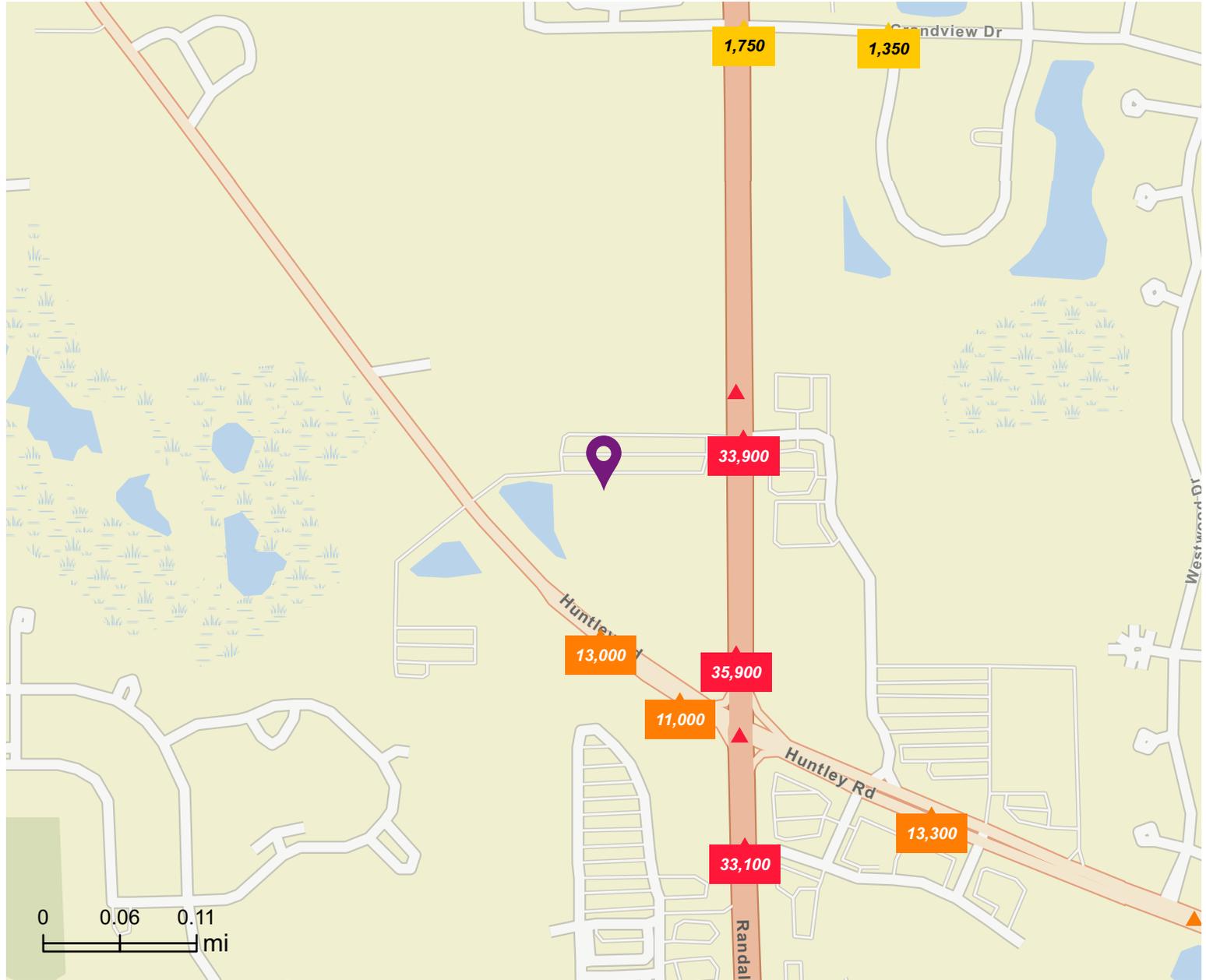
2900 Randall Rd
 Platt Hill Nursery
 Rings: 3, 5, 7 mile radii
 Latitude: 42.12760
 Longitude: -88.33736

3 miles					5 miles					7 miles										
NAICS Code	Industry Summary	Spending Potential	Average Amount	Total	Spending Potential	Unmet Demand	Spending Potential	Average Amount	Total	Spending Potential	Unmet Demand	Spending Potential	Average Amount	Total						
NAICS Code	Industry Summary	Index	Spent	Total	Spending Potential	Potential	NAICS Code	Industry Summary	Index	Spent	Total	Spending Potential	Potential	NAICS Code	Industry Summary	Index	Spent	Total	Spending Potential	Potential
44-45, 722	Retail Trade, Food Services & Drinking Places	131	\$39,922.52	\$521,467,966	\$683,123,035.46	\$161,655,069.46	44-45, 722	Retail Trade, Food Services & Drinking Places	112	\$34,196.80	\$1,661,143,811	\$1,860,481,068.32	\$199,337,257.32	44-45, 722	Retail Trade, Food Services & Drinking Places	110	\$33,432.80	\$3,184,774,967	\$3,503,252,463.70	\$318,477,496.70
44-45, 722	Retail Trade	131	\$33,745.73	\$440,786,751	\$577,430,643.81	\$136,643,892.81	44-45, 722	Retail Trade	112	\$28,908.29	\$1,404,249,207	\$1,572,759,111.84	\$168,509,904.84	44-45, 722	Retail Trade	109	\$28,258.68	\$2,691,893,575	\$2,934,163,996.75	\$242,270,421.75
722	Food Services & Drinking Places	132	\$6,176.79	\$80,681,215	\$106,499,203.80	\$25,817,988.80	722	Food Services & Drinking Places	113	\$5,288.51	\$256,894,604	\$290,290,902.52	\$33,396,298.52	722	Food Services & Drinking Places	110	\$5,174.12	\$492,881,392	\$542,169,531.20	\$49,288,139.20

national average of 100.
 Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

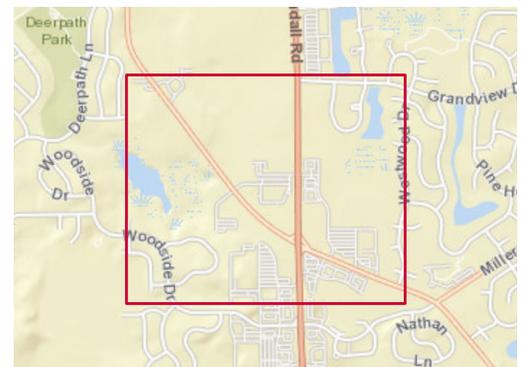
Traffic Count Map - Close Up

2900 Randall Rd
 Platt Hill Nursery
 Rings: 3, 5, 7 mile radii



Average Daily Traffic Volume

- ▲ Up to 8,000 vehicles per day
- ▲ 8,001 - 15,000
- ▲ 15,001 - 50,000
- ▲ 50,001 - 70,000
- ▲ 70,001 - 100,000
- ▲ More than 100,000 per day



Source: Traffic Counts (2025)