Market Profile

2 N Main St, Canton, Illinois, 61520

Drive time bands: 0-15, 15-30, 30-45 minute radii

Population Summary	0 - 15 minute	15 - 30 minute	30 - 45 minute
2010 Total Population	20,567	25,115	170,214
2020 Total Population	18,643	23,497	158,431
2020 Group Quarters	1,846	175	5,699
2026 Total Population	17,689	22,319	152,431
2026 Group Quarters	1,926	182	5,958
2031 Total Population	17,116	21,650	149,703
2026-2031 Annual Rate	-0.66%	-0.61%	-0.36%
2026 Total Daytime Population	15,160	19,622	168,552
Workers	5,831	7,561	85,336
Residents	9,329	12,061	83,216

Household Summary			
2010 Total Households	7,762	10,225	67,748
2010 Average Household Size	2.34	2.43	2.42
2020 Total Households	7,529	10,002	65,958
2020 Average Household Size	2.23	2.33	2.32
2026 Total Households	7,494	9,889	66,273
2026 Average Household Size	2.10	2.24	2.21
2031 Total Households	7,384	9,781	66,366
2031 Average Household Size	2.06	2.19	2.17
2026-2031 Annual Rate	-0.30%	-0.22%	0.03%
2026 Families	4,318	6,264	38,229
2026 Average Family Size	2.57	2.76	2.87
2031 Families	4,230	6,163	38,019
2031 Average Family Size	2.51	2.71	2.82
2026-2031 Growth Rate	-0.41%	-0.32%	-0.11%

Median Household Income			
2026	$59,379	$74,671	$64,093
2031	$67,494	$85,002	$71,403

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Per Capita Income	0 - 15 minute	15 - 30 minute	30 - 45 minute
2026	$38,665	$41,223	$38,628
2031	$44,444	$47,335	$44,043

2026 Households by Income			
Household Income Base	7,491	9,890	66,273
<$10,000	5.1%	3.9%	6.3%
$10,000-14,999	3.4%	2.4%	4.1%
$15,000-19,999	2.1%	2.6%	4.4%
$20,000-24,999	3.1%	3.3%	4.0%
$25,000-29,999	6.8%	3.0%	3.3%
$30,000-34,999	7.3%	3.7%	3.9%
$35,000-39,999	5.1%	4.4%	3.7%
$40,000-44,999	4.2%	4.5%	4.8%
$45,000-49,999	4.1%	3.1%	4.7%
$50,000-59,999	9.3%	7.4%	7.4%
$60,000-74,999	8.9%	12.0%	10.5%
$75000-99999	12.0%	12.8%	11.6%
$100,000-124,999	10.7%	12.0%	8.9%
$125,000-149,999	6.7%	9.6%	6.7%
$150000-199999	5.5%	9.7%	8.2%
$200,000-249,999	1.6%	2.4%	3.5%
$250,000-299,999	0.4%	0.8%	1.3%
$300,000-399,999	1.2%	1.3%	1.4%
$400,000-499,999	0.8%	0.5%	0.5%
$500,000+	1.7%	0.6%	0.8%
Average Household Income	$89,916	$92,528	$87,865

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	152	140	138
Percent of Income for Mortgage	12.6%	13.5%	13.6%
Wealth Index	73	73	68

Median Home Value			
2026	$127,352	$171,584	$147,794
2031	$171,681	$243,827	$184,001

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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2026 Home Value	0 - 15 minute	15 - 30 minute	30 - 45 minute
Total Owner Occupied Housing Units	5,491	8,016	44,784
<$50,000	8.7%	6.1%	8.4%
$50,000 - $99,999	28.2%	20.5%	21.0%
$100,000 - $149,999	21.0%	16.5%	21.4%
$150,000 - $199,999	14.5%	15.3%	16.4%
$200,000 - $249,999	10.4%	12.5%	10.0%
$250,000 - $299,999	9.0%	12.5%	7.3%
$300,000 - $399,999	3.9%	8.8%	7.8%
$400,000 - $499,999	1.7%	4.1%	4.2%
$500,000 - $749,999	2.1%	2.2%	2.0%
$750,000 - $999,999	0.5%	0.9%	0.9%
$1,000,000 - $1,499,999	0.1%	0.2%	0.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.4%	0.1%
Average Home Value	$163,640	$210,567	$190,983

Housing Unit Summary			
2010 Total Housing Units	8,575	11,146	74,334
Owner Occupied Housing Units	65.5%	73.2%	61.8%
Renter Occupied Housing Units	25.0%	18.5%	29.4%
Vacant Housing Units	9.5%	8.3%	8.9%
2020 Housing Units	8,468	11,153	74,420
Owner Occupied Housing Units	63.8%	71.3%	58.1%
Renter Occupied Housing Units	25.1%	18.4%	30.5%
Vacant Housing Units	11.1%	10.2%	11.4%
2026 Housing Units	8,468	11,104	75,146
Owner Occupied Housing Units	64.8%	72.2%	59.6%
Renter Occupied Housing Units	23.7%	16.9%	28.6%
Vacant Housing Units	11.5%	10.9%	11.8%
2031 Total Housing Units	8,328	11,067	75,183
Owner Occupied Housing Units	66.3%	72.5%	60.3%
Renter Occupied Housing Units	22.4%	15.9%	27.9%
Vacant Housing Units	11.3%	11.6%	11.7%

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2026 Population by Sex	0 - 15 minute	15 - 30 minute	30 - 45 minute
Males	9,554	11,211	76,294
Females	8,135	11,108	76,137

Median Age			
2010	40.5	42.5	37.8
2020	43.3	45.2	40.6
2026	44.0	45.8	41.4
2031	44.7	46.8	42.4

2026 Population by Age			
Total	17,687	22,319	152,431
0 - 4	4.3%	4.9%	5.5%
5 - 9	4.7%	5.2%	5.7%
10 - 14	4.9%	5.7%	5.8%
15 - 24	11.2%	11.0%	13.2%
25 - 34	13.4%	10.7%	12.0%
35 - 44	12.8%	11.5%	12.2%
45 - 54	13.0%	12.5%	12.3%
55 - 64	12.4%	13.6%	12.3%
65 - 74	12.6%	13.5%	11.9%
75 - 84	7.5%	8.5%	6.9%
85 +	3.1%	2.5%	2.4%
18 +	83.0%	80.6%	79.3%

2026 Population 15+ by Marital Status			
Total	15,232	18,793	126,434
Never Married	34.5%	25.7%	36.4%
Married	47.4%	57.0%	44.2%
Widowed	5.7%	6.6%	6.9%
Divorced	12.5%	10.8%	12.5%

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2026 Pop 25+ by Educational Attainment	0 - 15 minute	15 - 30 minute	30 - 45 minute
Total	13,254	16,341	106,297
Less than 9th Grade	1.3%	1.4%	2.6%
9th - 12th Grade, No Diploma	9.4%	3.9%	5.1%
High School Graduate	31.0%	31.8%	28.6%
GED/Alternative Credential	7.3%	4.1%	6.4%
Some College, No Degree	21.1%	20.3%	19.8%
Associate Degree	12.5%	13.0%	12.4%
Bachelor's Degree	10.7%	18.0%	16.7%
Graduate/Professional Degree	6.6%	7.6%	8.3%

2020 Population by Race/Ethnicity			
Total	18,643	23,497	158,431
White Alone	88.1%	94.8%	76.6%
Black Alone	5.8%	0.4%	13.9%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.3%	0.3%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	0.4%	2.1%
Two or More Races	2.1%	0.4%	2.1%
Hispanic Origin	2.9%	1.4%	4.3%
Diversity Index	26.2	12.5	44.0

2026 Population by Race/Ethnicity			
Total	17,689	22,318	152,431
White Alone	86.5%	94.1%	74.8%
Black Alone	6.5%	0.5%	14.6%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	0.3%	0.3%	1.7%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	2.5%	0.5%	2.4%
Two or More Races	3.9%	4.5%	6.0%
Hispanic Origin	3.5%	1.8%	5.0%
Diversity Index	29.6	14.4	47.1

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2026 Employed Pop 16+ by Occupation	0 - 15 minute	15 - 30 minute	30 - 45 minute
Total	7,406	10,636	72,553
White Collar	49.5%	55.3%	56.5%
Management/Business/Financial	12.3%	14.3%	14.0%
Professional	17.6%	19.8%	22.9%
Sales	8.2%	8.4%	8.8%
Administrative Support	11.3%	12.8%	10.8%
Services	20.8%	15.3%	19.6%

2026 Employed Pop 16+ by Occupation			
Total	7,406	10,636	72,553
Blue Collar	29.8%	29.4%	23.9%
Farming/Forestry/Fishing	0.1%	2.3%	0.4%
Construction/Extraction	7.4%	7.4%	4.0%
Installation/Maintenance/Repair	3.8%	4.2%	3.7%
Production	9.9%	6.9%	6.6%
Transportation/Material Moving	8.5%	8.6%	9.2%
White Collar	49.5%	55.3%	56.5%
Management/Business/Financial	12.3%	14.3%	14.0%
Professional	17.6%	19.8%	22.9%
Sales	8.2%	8.4%	8.8%
Administrative Support	11.3%	12.8%	10.8%
Services	20.8%	15.3%	19.6%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,406	10,636	72,553
Population 16+ Employed	95.3%	96.0%	94.7%
Population 16+ Unemployment rate	4.7%	4.0%	5.3%
Population 16-24 Employed	12.8%	12.2%	14.3%
Population 16-24 Unemployment rate	8.0%	8.6%	10.2%
Population 25-54 Employed	55.7%	58.7%	58.7%
Population 25-54 Unemployment rate	4.4%	3.6%	4.7%
Population 55-64 Employed	18%	19%	15%
Population 55-64 Unemployment rate	4.4%	3.3%	4.9%
Population 65+ Employed	9%	6%	7%
Population 65+ Unemployment rate	2.1%	0.3%	0.9%

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2026 Employed Population 16+ by Industry	0 - 15 minute	15 - 30 minute	30 - 45 minute
Total	7,060	10,210	68,689
Agriculture/Mining	1.8%	3.6%	1.8%
Construction	9.2%	8.6%	5.8%
Manufacturing	13.4%	13.9%	13.4%
Wholesale Trade	1.0%	3.3%	1.6%
Retail Trade	14.7%	10.8%	11.9%
Transportation/Utilities	4.1%	7.0%	6.0%
Information	1%	1%	1%
Finance/Insurance/Real Estate	4.9%	4.0%	5.5%
Services	42.3%	43.1%	49.2%
Public Administration	7.9%	4.9%	3.9%

2026 Consumer Spending			
Apparel & Services: Total $	$14,172,085	$19,101,889	$123,662,001
Average Spent	$1,891.12	$1,931.63	$1,865.95
Spending Potential Index	74	76	73
Education: Total $	$10,014,907	$13,353,928	$90,011,096
Average Spent	$1,336.39	$1,350.38	$1,358.19
Spending Potential Index	67	67	68
Entertainment/Recreation: Total $	$25,562,381	$35,492,776	$218,686,279
Average Spent	$3,411.05	$3,589.12	$3,299.78
Spending Potential Index	79	83	77
Food at Home: Total $	$47,134,826	$63,558,369	$405,756,772
Average Spent	$6,289.68	$6,427.18	$6,122.50
Spending Potential Index	80	82	78
Food Away from Home: Total $	$24,041,510	$32,222,931	$209,586,655
Average Spent	$3,208.10	$3,258.46	$3,162.47
Spending Potential Index	72	73	71
Health Care: Total $	$51,336,340	$71,574,922	$431,202,299
Average Spent	$6,850.33	$7,237.83	$6,506.46
Spending Potential Index	85	90	81
HH Furnishings & Equipment: Total $	$16,097,750	$21,855,596	$138,164,144
Average Spent	$2,148.09	$2,210.09	$2,084.77
Spending Potential Index	76	78	73
Personal Care Products & Services: Total $	$6,091,353	$8,142,468	$53,297,905
Average Spent	$812.83	$823.39	$804.22
Spending Potential Index	71	72	71

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2026 Consumer Spending	0 - 15 minute	15 - 30 minute	30 - 45 minute
Shelter: Total $	$143,213,489	$190,200,010	$1,260,629,610
Average Spent	$19,110.42	$19,233.49	$19,021.77
Spending Potential Index	69	70	69
Support Payments/Gifts in Kind: Total $	$18,058,216	$25,102,812	$151,920,581
Average Spent	$2,409.69	$2,538.46	$2,292.35
Spending Potential Index	79	83	75
Travel: Total $	$19,546,332	$27,326,279	$168,121,476
Average Spent	$2,608.26	$2,763.30	$2,536.80
Spending Potential Index	71	76	69
Vehicle Maintenance & Repairs: Total $	$7,553,935	$10,357,233	$64,160,533
Average Spent	$1,008.00	$1,047.35	$968.12
Spending Potential Index	81	85	78

Top Tapestry Segment

0 - 15 minute	15 - 30 minute	30 - 45 minute
Heartland Communities (I3):	**Heartland Communities (I3)**:	**Heartland Communities (I3)**:
This segment is characterized by rural Midwestern areas with industrial roots and older housing.	This segment is characterized by rural Midwestern areas with industrial roots and older housing.	This segment is characterized by rural Midwestern areas with industrial roots and older housing.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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.

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