



Placer.ai



Trade Area Demographics Profile

Experian: Mosaic

Mar 1 - Aug 31, 2022

Property:



Dixon, IL

Dixon, Illinois, United States

Trade Area Demographics Profile

Mar 1 - Aug 31, 2022



Dixon, IL

, Dixon, IL

Benchmark: Nationwide

	15 Min			30 Min			80 Min		
By Households	10,454	(100%)		39,074	(100%)		959,104	(100%)	
Group	Households			Households			Households		
J - Autumn Years	2,916	(27.9%)	391	10,969	(28.1%)	393	111,929	(11.7%)	163
M - Families in Motion	1,155	(11%)	378	4,822	(12.3%)	422	38,381	(4%)	137
Q - Golden Year Guardians	1,154	(11%)	141	4,234	(10.8%)	139	69,205	(7.2%)	92
I - Family Union	952	(9.1%)	153	4,301	(11%)	185	65,598	(6.8%)	115

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E - Thriving Boomers	864	(8.3%)	124	3,570	(9.1%)	137	72,440	(7.6%)	113
L - Blue Sky Boomers	582	(5.6%)	118	2,212	(5.7%)	120	35,706	(3.7%)	79
N - Pastoral Pride	565	(5.4%)	148	1,292	(3.3%)	90	13,420	(1.4%)	38
O - Singles and Starters	560	(5.4%)	49	1,854	(4.7%)	43	79,170	(8.3%)	75
S - Thrifty Habits	413	(4%)	119	1,708	(4.4%)	132	26,486	(2.8%)	83

Calculated using Weighted Centroid from Block Groups | DataSet: Experian: Mosaic

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C - Booming with Confidence	234	(2.2%)	27	655	(1.7%)	20	98,717	(10.3%)	124
K - Significant Singles	230	(2.2%)	50	504	(1.3%)	29	28,497	(3%)	67
D - Suburban Style	196	(1.9%)	36	685	(1.8%)	34	44,921	(4.7%)	91
R - Aspirational Fusion	143	(1.4%)	62	687	(1.8%)	80	19,926	(2.1%)	95
B - Flourishing Families	127	(1.2%)	25	203	(0.5%)	11	68,175	(7.1%)	144
A - Power Elite	119	(1.1%)	15	234	(0.6%)	8	84,165	(8.8%)	115
P - Cultural Connections	92	(0.9%)	19	588	(1.5%)	32	24,120	(2.5%)	54
H - Bourgeois Melting Pot	75	(0.7%)	23	245	(0.6%)	21	23,962	(2.5%)	82
F - Promising Families	75	(0.7%)	20	305	(0.8%)	21	41,726	(4.4%)	119
G - Young City Solos	2	(<0.5%)	1	6	(<0.5%)	1	12,560	(1.3%)	48

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Benchmark: Nationwide



U - Group Unclassified

By Population	27,408	(100%)		99,291	(100%)		2.6M	(100%)	
Group	Population			Population			Population		
J - Autumn Years	6,876	(25.1%)	386	26,000	(26.2%)	403	264,435	(10.3%)	159
M - Families in Motion	3,861	(14.1%)	332	16,177	(16.3%)	384	133,180	(5.2%)	123
I - Family Union	3,215	(11.7%)	143	13,530	(13.6%)	166	227,344	(8.9%)	108
Q - Golden Year Guardians	2,493	(9.1%)	153	8,422	(8.5%)	143	134,359	(5.3%)	88
E - Thriving Boomers	2,215	(8.1%)	125	8,889	(9%)	138	182,029	(7.1%)	110
N - Pastoral Pride	1,818	(6.6%)	187	3,340	(3.4%)	95	32,654	(1.3%)	36
L - Blue Sky Boomers	1,413	(5.2%)	126	5,023	(5.1%)	124	77,102	(3%)	74
O - Singles and Starters	1,205	(4.4%)	50	3,910	(3.9%)	45	165,142	(6.5%)	74

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D - Suburban Style	820	(3%)	45	2,631	(2.6%)	40	149,776	(5.9%)	88
S - Thrifty Habits	662	(2.4%)	90	2,918	(2.9%)	109	54,352	(2.1%)	79
C - Booming with Confidence	639	(2.3%)	28	1,863	(1.9%)	22	270,308	(10.6%)	126
K - Significant Singles	497	(1.8%)	49	1,046	(1.1%)	28	56,097	(2.2%)	59
B - Flourishing Families	489	(1.8%)	26	743	(0.7%)	11	242,007	(9.5%)	139
A - Power Elite	367	(1.3%)	16	717	(0.7%)	9	270,146	(10.6%)	127
F - Promising Families	244	(0.9%)	24	946	(1%)	25	108,607	(4.2%)	113
R - Aspirational Fusion	214	(0.8%)	47	1,174	(1.2%)	71	37,910	(1.5%)	89
P - Cultural Connections	190	(0.7%)	13	1,424	(1.4%)	27	67,348	(2.6%)	50
H - Bourgeois Melting Pot	185	(0.7%)	21	527	(0.5%)	16	61,936	(2.4%)	74

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G - Young City Solos	5(<0.5%) 1	11(<0.5%) 1	22,021(0.9%) 51

U - Group Unclassified

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