

Expanded Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 41.7489/-88.1643

Hobson West Plaza Naperville, IL 60565							1 mi radius	3 mi radius	5 mi radius
Population									
Estimated Population (2025)							8,870	99,032	257,405
Projected Population (2030)							8,567	98,022	258,491
Census Population (2020)							9,031	98,369	253,434
Census Population (2010)							8,788	95,967	243,913
Projected Annual Growth (2025 to 2030)							-304 -0.7%	-1,010 -0.2%	1,086 -
Historical Annual Growth (2020 to 2025)							-161 -0.4%	663 0.1%	3,971 0.3%
Historical Annual Growth (2010 to 2020)							243 0.6%	2,402 0.5%	9,520 0.8%
Estimated Population Density (2025)							2,825 psm	3,504 psm	3,279 psm
Trade Area Size							3.1 sq mi	28.3 sq mi	78.5 sq mi
Households									
Estimated Households (2025)							3,344	36,178	95,025
Projected Households (2030)							3,284	36,515	97,624
Census Households (2020)							3,322	35,590	91,379
Census Households (2010)							3,247	34,394	86,774
Estimated Households with Children (2025)							1,084 32.4%	13,032 36.0%	35,002 36.8%
Estimated Average Household Size (2025)							2.64	2.67	2.67
Average Household Income									
Estimated Average Household Income (2025)							\$200,647	\$203,707	\$191,667
Projected Average Household Income (2030)							\$197,630	\$200,468	\$188,841
Estimated Average Family Income (2025)							\$233,205	\$241,948	\$227,237
Median Household Income									
Estimated Median Household Income (2025)							\$152,915	\$150,051	\$141,924
Projected Median Household Income (2030)							\$151,926	\$149,031	\$141,167
Estimated Median Family Income (2025)							\$186,280	\$182,779	\$172,337
Per Capita Income									
Estimated Per Capita Income (2025)							\$75,678	\$74,562	\$70,847
Projected Per Capita Income (2030)							\$75,781	\$74,824	\$71,409
Estimated Per Capita Income 5 Year Growth							\$103 0.1%	\$262 0.4%	\$563 0.8%
Estimated Average Household Net Worth (2025)							\$2,482,723	\$2,101,803	\$1,841,629
Daytime Demos (2025)									
Total Businesses							291	4,343	10,619
Total Employees							2,814	45,830	129,711
Company Headquarter Businesses							8 2.8%	160 3.7%	442 4.2%
Company Headquarter Employees							192 6.8%	7,448 16.3%	28,770 22.2%
Employee Population per Business							9.7	10.6	12.2
Residential Population per Business							30.5	22.8	24.2

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Race & Ethnicity

White (2025)	6,765	76.3%	65,638	66.3%	154,778	60.1%
Black or African American (2025)	401	4.5%	5,853	5.9%	21,641	8.4%
American Indian or Alaska Native (2025)	10	0.1%	172	0.2%	656	0.3%
Asian (2025)	962	10.8%	18,827	19.0%	54,236	21.1%
Hawaiian or Pacific Islander (2025)	2	-	45	-	78	-
Other Race (2025)	210	2.4%	2,601	2.6%	9,077	3.5%
Two or More Races (2025)	520	5.9%	5,895	6.0%	16,939	6.6%
Not Hispanic or Latino Population (2025)	8,081	91.1%	89,396	90.3%	227,670	88.4%
Hispanic or Latino Population (2025)	789	8.9%	9,636	9.7%	29,735	11.6%
Not Hispanic or Latino Population (2030)	7,653	89.3%	87,084	88.8%	225,459	87.2%
Hispanic or Latino Population (2030)	913	10.7%	10,938	11.2%	33,032	12.8%
Not Hispanic or Latino Population (2020)	8,511	94.2%	91,235	92.7%	228,558	90.2%
Hispanic or Latino Population (2020)	520	5.8%	7,134	7.3%	24,875	9.8%
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 (2025 to 2030)	124	3.1%	1,302	2.7%	3,298	2.2%
Historic Hispanic Annual Growth (2010 to 2025)	423	7.7%	4,353	5.5%	10,196	3.5%

Age Distribution (2025)

Age Under 5	472	5.3%	5,038	5.1%	13,399	5.2%
Age 5 to 9 Years	599	6.8%	6,587	6.7%	17,039	6.6%
Age 10 to 14 Years	576	6.5%	6,676	6.7%	17,647	6.9%
Age 15 to 19 Years	532	6.0%	7,164	7.2%	18,347	7.1%
Age 20 to 24 Years	437	4.9%	5,987	6.0%	15,564	6.0%
Age 25 to 29 Years	365	4.1%	4,719	4.8%	14,340	5.6%
Age 30 to 34 Years	458	5.2%	5,501	5.6%	15,990	6.2%
Age 35 to 39 Years	535	6.0%	6,739	6.8%	18,581	7.2%
Age 40 to 44 Years	607	6.8%	7,176	7.2%	19,489	7.6%
Age 45 to 49 Years	571	6.4%	6,842	6.9%	18,282	7.1%
Age 50 to 54 Years	610	6.9%	6,997	7.1%	18,641	7.2%
Age 55 to 59 Years	648	7.3%	6,882	6.9%	17,203	6.7%
Age 60 to 64 Years	706	8.0%	6,541	6.6%	15,809	6.1%
Age 65 to 74 Years	1,117	12.6%	9,861	10.0%	22,986	8.9%
Age 75 to 84 Years	504	5.7%	4,810	4.9%	10,553	4.1%
Age 85 Years or Over	134	1.5%	1,514	1.5%	3,536	1.4%
Median Age	43.2		40.2		39.1	

Gender Age Distribution (2025)

Female Population	4,541	51.2%	49,433	49.9%	129,396	50.3%
Age 0 to 19 Years	1,057	23.3%	12,234	24.7%	32,105	24.8%
Age 20 to 64 Years	2,537	55.9%	28,940	58.5%	78,068	60.3%
Age 65 Years or Over	947	20.9%	8,259	16.7%	19,223	14.9%
Female Median Age	44.5		41.4		39.9	
Male Population	4,329	48.8%	49,599	50.1%	128,009	49.7%
Age 0 to 19 Years	1,122	25.9%	13,231	26.7%	34,326	26.8%
Age 20 to 64 Years	2,400	55.4%	28,443	57.3%	75,830	59.2%
Age 65 Years or Over	807	18.6%	7,926	16.0%	17,853	13.9%
Male Median Age	41.8		39.5		38.4	

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Household Income Distribution (2025)

HH Income \$200,000 or More	1,173	35.1%	11,776	32.6%	27,949	29.4%
HH Income \$150,000 to \$199,999	526	15.7%	5,545	15.3%	13,773	14.5%
HH Income \$100,000 to \$149,999	683	20.4%	6,933	19.2%	18,648	19.6%
HH Income \$75,000 to \$99,999	311	9.3%	3,467	9.6%	10,583	11.1%
HH Income \$50,000 to \$74,999	315	9.4%	3,683	10.2%	10,276	10.8%
HH Income \$35,000 to \$49,999	156	4.7%	1,753	4.8%	5,092	5.4%
HH Income \$25,000 to \$34,999	38	1.1%	1,026	2.8%	2,879	3.0%
HH Income \$15,000 to \$24,999	37	1.1%	733	2.0%	2,220	2.3%
HH Income Under \$15,000	105	3.1%	1,262	3.5%	3,605	3.8%
HH Income \$35,000 or More	3,164	94.6%	33,157	91.7%	86,321	90.8%
HH Income \$75,000 or More	2,693	80.5%	27,721	76.6%	70,953	74.7%

Housing (2025)

Total Housing Units	3,459		37,417		98,109	
Housing Units Occupied	3,344	96.7%	36,178	96.7%	95,024	96.9%
Housing Units Owner-Occupied	2,745	82.1%	26,790	74.1%	67,579	71.1%
Housing Units, Renter-Occupied	600	17.9%	9,387	25.9%	27,445	28.9%
Housing Units, Vacant	115	3.4%	1,239	3.4%	3,084	3.2%

Marital Status (2025)

Never Married	1,998	27.7%	23,217	28.8%	63,022	30.1%
Currently Married	4,288	59.4%	45,551	56.4%	115,730	55.3%
Separated	176	2.4%	2,475	3.1%	6,322	3.0%
Widowed	358	5.0%	3,430	4.2%	8,466	4.0%
Divorced	404	5.6%	6,059	7.5%	15,781	7.5%

Household Type (2025)

Population Family	7,712	86.9%	83,054	83.9%	215,882	83.9%
Population Non-Family	1,132	12.8%	13,571	13.7%	37,841	14.7%
Population Group Quarters	27	0.3%	2,407	2.4%	3,681	1.4%
Family Households	2,444	73.1%	26,120	72.2%	67,348	70.9%
Non-Family Households	901	26.9%	10,058	27.8%	27,676	29.1%
Married Couple with Children	927	21.6%	10,847	23.8%	28,578	24.7%
Average Family Household Size	3.2		3.2		3.2	

Household Size (2025)

1 Person Households	780	23.3%	8,069	22.3%	21,777	22.9%
2 Person Households	1,090	32.6%	11,623	32.1%	29,740	31.3%
3 Person Households	522	15.6%	6,098	16.9%	16,533	17.4%
4 Person Households	581	17.4%	6,825	18.9%	17,369	18.3%
5 Person Households	275	8.2%	2,526	7.0%	6,569	6.9%
6 or More Person Households	97	2.9%	1,037	2.9%	3,037	3.2%

Household Vehicles (2025)

Households with 0 Vehicles Available	60	1.8%	1,428	3.9%	4,138	4.4%
Households with 1 Vehicles Available	1,076	32.2%	10,856	30.0%	29,903	31.5%
Households with 2 or More Vehicles Available	2,208	66.0%	23,894	66.0%	60,984	64.2%
Total Vehicles Available	6,417		67,270		175,156	
Average Vehicles Per Household	1.9		1.9		1.8	

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Labor Force (2025)

Estimated Labor Population Age 16 Years or Over	7,106		79,268		205,494	
Estimated Civilian Employed	4,649	65.4%	52,711	66.5%	138,825	67.6%
Estimated Civilian Unemployed	163	2.3%	1,979	2.5%	5,906	2.9%
Estimated in Armed Forces	33	0.5%	91	0.1%	192	-
Estimated Not in Labor Force	2,260	31.8%	24,487	30.9%	60,572	29.5%
Unemployment Rate	2.3%		2.5%		2.9%	

Occupation (2025)

Occupation: Population Age 16 Years or Over	4,649		52,710		138,817	
Management, Business, Financial Operations	1,294	27.8%	14,856	28.2%	35,623	25.7%
Professional, Related Service	1,516	32.6%	17,378	33.0%	47,136	34.0%
Sales, Office	420	9.0%	5,239	9.9%	14,021	10.1%
Farming, Fishing, Forestry	984	21.2%	9,704	18.4%	26,307	19.0%
Construct, Extraction, Maintenance	-	-	31	-	94	-
Production, Transport Material Moving	108	2.3%	1,490	2.8%	4,110	3.0%
White Collar Workers	328	7.1%	4,013	7.6%	11,527	8.3%
Blue Collar Workers	3,794	81.6%	41,938	79.6%	109,066	78.6%
	856	18.4%	10,772	20.4%	29,751	21.4%

Consumer Expenditure (2025)

Total Household Expenditure	\$498.5 M		\$5.22 B		\$13.24 B	
Total Non-Retail Expenditure	\$265.21 M	53.2%	\$2.78 B	53.3%	\$7.01 B	53.0%
Total Retail Expenditure	\$233.29 M	46.8%	\$2.44 B	46.7%	\$6.23 B	47.0%
Alcoholic Beverages	\$3.08 M	0.6%	\$32.19 M	0.6%	\$81.82 M	0.6%
Apparel	\$8.96 M	1.8%	\$94.24 M	1.8%	\$240.66 M	1.8%
Contributions	\$17.22 M	3.5%	\$178.71 M	3.4%	\$450.06 M	3.4%
Education	\$11.93 M	2.4%	\$124.23 M	2.4%	\$314 M	2.4%
Entertainment	\$27.56 M	5.5%	\$289.94 M	5.6%	\$741.1 M	5.6%
Food Away From Home	\$21.52 M	4.3%	\$225.95 M	4.3%	\$576.31 M	4.4%
Grocery	\$26.47 M	5.3%	\$285.25 M	5.5%	\$747.42 M	5.6%
Health Care	\$23.58 M	4.7%	\$246.85 M	4.7%	\$638.12 M	4.8%
Household Furnishings and Equipment	\$13.17 M	2.6%	\$138.05 M	2.6%	\$351.51 M	2.7%
Household Operations	\$8.94 M	1.8%	\$94.22 M	1.8%	\$241.08 M	1.8%
Miscellaneous Expenses	\$8.35 M	1.7%	\$87.64 M	1.7%	\$223.5 M	1.7%
Personal Care	\$5.47 M	1.1%	\$58.51 M	1.1%	\$152.2 M	1.1%
Shelter	\$70.88 M	14.2%	\$763.71 M	14.6%	\$1.97 B	14.9%
Tax and Retirement	\$158.01 M	31.7%	\$1.62 B	31.1%	\$4.01 B	30.3%
Tobacco and Related	\$1.35 M	0.3%	\$15.49 M	0.3%	\$43.1 M	0.3%
Transportation	\$73.53 M	14.7%	\$760.11 M	14.6%	\$1.93 B	14.6%
Utilities	\$18.51 M	3.7%	\$200.04 M	3.8%	\$525.66 M	4.0%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	6,254		67,581		175,410	
Elementary (Grade Level 0 to 8)	43	0.7%	904	1.3%	3,162	1.8%
Some High School (Grade Level 9 to 11)	103	1.6%	1,030	1.5%	3,513	2.0%
High School Graduate	548	8.8%	7,045	10.4%	19,902	11.3%
Some College	746	11.9%	7,886	11.7%	22,821	13.0%
Associate Degree Only	280	4.5%	3,514	5.2%	10,134	5.8%
Bachelor Degree Only	2,367	37.9%	25,177	37.3%	63,414	36.2%
Graduate Degree	2,166	34.6%	22,024	32.6%	52,464	29.9%

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Units In Structure (2025)

1 Detached Unit	2,332	71.8%	21,953	63.8%	55,181	63.6%
1 Attached Unit	533	16.4%	5,046	14.7%	13,788	15.9%
2 to 4 Units	73	2.2%	1,803	5.2%	4,919	5.7%
5 to 9 Units	106	3.3%	2,391	7.0%	6,177	7.1%
10 to 19 Units	119	3.7%	1,891	5.5%	4,974	5.7%
20 to 49 Units	25	0.8%	883	2.6%	3,397	3.9%
50 or More Units	148	4.5%	2,115	6.1%	6,300	7.3%
Mobile Home or Trailer	9	0.3%	96	0.3%	284	0.3%
Other Structure	-	-	-	-	3	-

Homes Built By Year (2025)

Homes Built 2010 or later	132	4.1%	2,866	8.3%	8,851	10.2%
Homes Built 2000 to 2009	203	6.3%	4,360	12.7%	14,618	16.8%
Homes Built 1990 to 1999	610	18.8%	8,002	23.3%	23,153	26.7%
Homes Built 1980 to 1989	1,316	40.5%	8,483	24.7%	20,574	23.7%
Homes Built 1970 to 1979	453	13.9%	6,742	19.6%	16,263	18.7%
Homes Built 1960 to 1969	365	11.2%	2,622	7.6%	5,324	6.1%
Homes Built 1950 to 1959	201	6.2%	1,440	4.2%	2,824	3.3%
Homes Built Before 1949	64	2.0%	1,663	4.8%	3,418	3.9%

Home Values (2025)

Home Values \$1,000,000 or More	58	2.1%	1,582	5.9%	2,684	4.0%
Home Values \$500,000 to \$999,999	1,160	42.2%	10,021	37.4%	22,817	33.8%
Home Values \$400,000 to \$499,999	772	28.1%	5,961	22.3%	13,243	19.6%
Home Values \$300,000 to \$399,999	463	16.9%	4,886	18.2%	13,728	20.3%
Home Values \$200,000 to \$299,999	205	7.5%	2,351	8.8%	9,328	13.8%
Home Values \$150,000 to \$199,999	28	1.0%	814	3.0%	2,747	4.1%
Home Values \$100,000 to \$149,999	38	1.4%	685	2.6%	1,648	2.4%
Home Values \$70,000 to \$99,999	2	-	61	0.2%	284	0.4%
Home Values \$50,000 to \$69,999	-	-	32	0.1%	137	0.2%
Home Values \$25,000 to \$49,999	14	0.5%	210	0.8%	430	0.6%
Home Values Under \$25,000	5	0.2%	187	0.7%	534	0.8%
Owner-Occupied Median Home Value	\$492,678		\$494,963		\$457,489	
Renter-Occupied Median Rent	\$1,831		\$1,701		\$1,660	

Transportation To Work (2025)

Drive to Work Alone	2,852	61.3%	31,188	59.2%	84,689	61.0%
Drive to Work in Carpool	298	6.4%	3,119	5.9%	8,337	6.0%
Travel to Work by Public Transportation	337	7.2%	3,376	6.4%	7,845	5.7%
Drive to Work on Motorcycle	-	-	33	-	137	-
Walk or Bicycle to Work	62	1.3%	1,187	2.3%	2,483	1.8%
Other Means	52	1.1%	563	1.1%	1,213	0.9%
Work at Home	1,049	22.6%	13,244	25.1%	34,114	24.6%

Travel Time (2025)

Travel to Work in 14 Minutes or Less	878	18.9%	9,114	17.3%	23,407	16.9%
Travel to Work in 15 to 29 Minutes	1,017	21.9%	12,099	23.0%	33,187	23.9%
Travel to Work in 30 to 59 Minutes	1,208	26.0%	12,635	24.0%	33,645	24.2%
Travel to Work in 60 Minutes or More	497	10.7%	5,618	10.7%	14,465	10.4%
Average Minutes Travel to Work	27.4		26.7		26.9	