



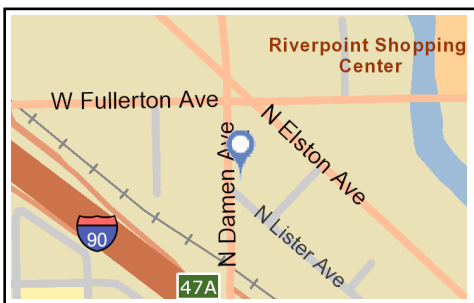
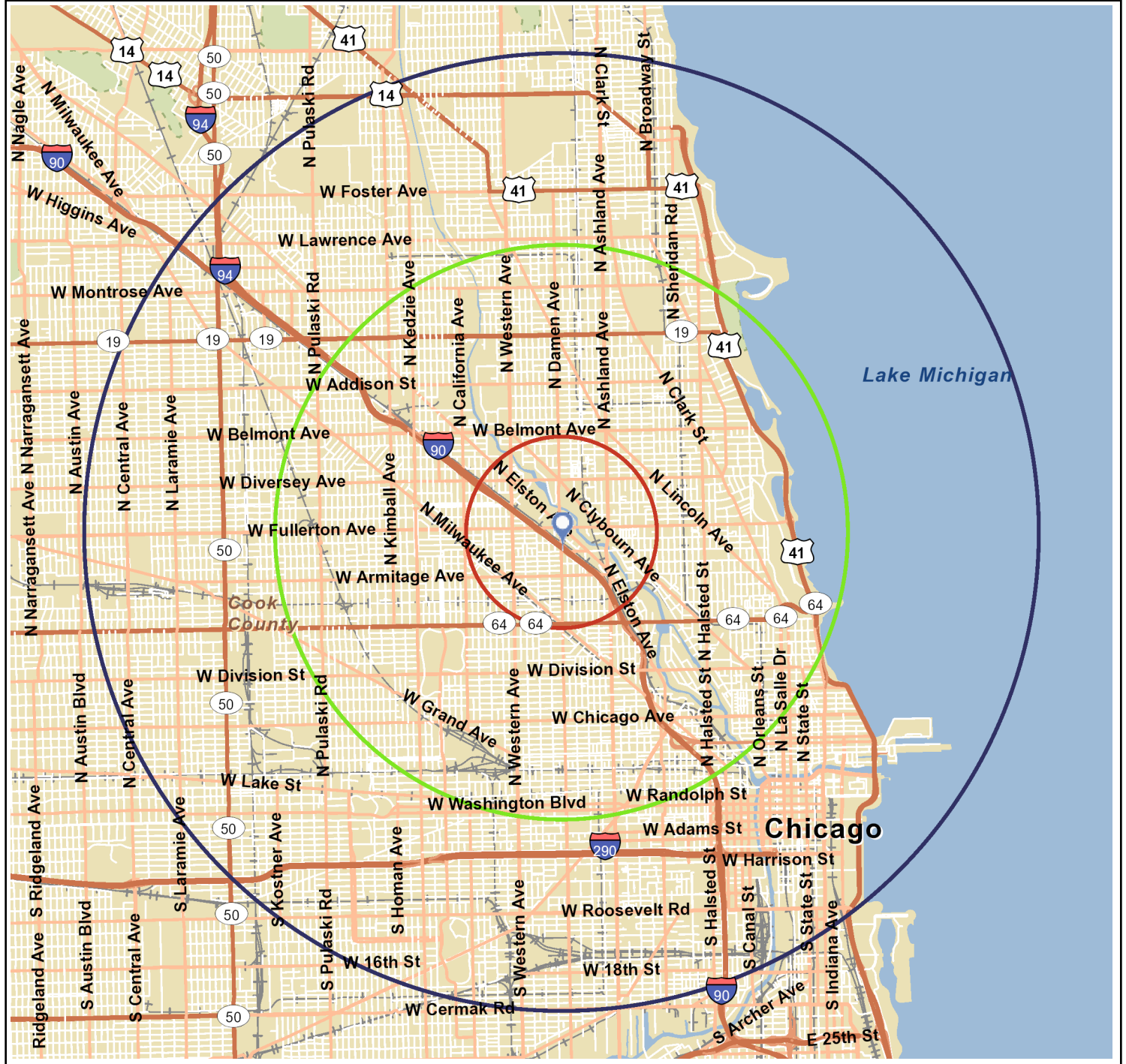
Site Map

Prepared by James AscotJames Ascot

2357 N Damen Ave, Chicago, I...

Latitude: 41.924318
Longitude: -87.677663

Ring: 1, 3, 5 Miles





Executive Summary

Prepared by James AscotJames Ascot

2357 N Damen Ave, Chicago, I...

Latitude: 41.924318
Longitude: -87.677663

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Population			
Total Population	49,418	588,758	1,258,822
Male Population	51.2%	50.1%	49.7%
Female Population	48.8%	49.9%	50.3%
Median Age	32.1	31.5	32.1
2010 Income			
Median HH Income	\$69,846	\$59,157	\$55,401
Per Capita Income	\$47,835	\$37,260	\$31,474
Average HH Income	\$104,419	\$83,766	\$77,067
2010 Households			
Total Households	22,542	259,892	508,182
Average Household Size	2.16	2.22	2.42
2010 Housing			
Owner Occupied Housing Units	38.8%	31.8%	32.9%
Renter Occupied Housing Units	51.9%	58.8%	56.7%
Vacant Housing Units	9.3%	9.4%	10.4%
Population			
1990 Population	46,898	557,561	1,155,001
2000 Population	47,703	579,568	1,221,294
2010 Population	49,418	588,758	1,258,822
2015 Population	49,705	588,397	1,262,271
1990-2000 Annual Rate	0.17%	0.39%	0.56%
2000-2010 Annual Rate	0.35%	0.15%	0.3%
2010-2015 Annual Rate	0.12%	-0.01%	0.05%

In the identified market area, the current year population is 1,258,822. In 2000, the Census count in the market area was 1,221,294. The rate of change since 2000 was 0.3 percent annually. The five-year projection for the population in the market area is 1,262,271, representing a change of 0.05 percent annually from 2010 to 2015. Currently, the population is 49.7 percent male and 50.3 percent female.

Households			
1990 Households	18,044	234,952	456,530
2000 Households	21,468	256,186	492,138
2010 Households	22,542	259,892	508,182
2015 Households	22,716	259,560	510,380
1990-2000 Annual Rate	1.75%	0.87%	0.75%
2000-2010 Annual Rate	0.48%	0.14%	0.31%
2010-2015 Annual Rate	0.15%	-0.03%	0.09%

The household count in this market area has changed from 492,138 in 2000 to 508,182 in the current year, a change of 0.31 percent annually. The five-year projection of households is 510,380, a change of 0.09 percent annually from the current year total. Average household size is currently 2.42, compared to 2.43 in the year 2000. The number of families in the current year is 247,252 in the market area.

Housing
Currently, 32.9 percent of the 566,944 housing units in the market area are owner occupied; 56.7 percent, renter occupied; and 10.4 percent are vacant. In 2000, there were 531,907 housing units - 32.7 percent owner occupied, 59.8 percent renter occupied and 7.5 percent vacant. The rate of change in housing units since 2000 is 0.62 percent. Median home value in the market area is \$255,917, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 3.12 percent annually to \$298,452. From 2000 to the current year, median home value changed by 2.92 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



Executive Summary

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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
Median Household Income			
1990 Median HH Income	\$24,824	\$27,584	\$26,500
2000 Median HH Income	\$52,184	\$45,484	\$41,614
2010 Median HH Income	\$69,846	\$59,157	\$55,401
2015 Median HH Income	\$84,500	\$70,862	\$65,647
1990-2000 Annual Rate	7.71%	5.13%	4.62%
2000-2010 Annual Rate	2.88%	2.6%	2.83%
2010-2015 Annual Rate	3.88%	3.68%	3.45%
Per Capita Income			
1990 Per Capita Income	\$13,606	\$17,279	\$15,161
2000 Per Capita Income	\$36,933	\$30,999	\$25,416
2010 Per Capita Income	\$47,835	\$37,260	\$31,474
2015 Per Capita Income	\$57,562	\$44,580	\$37,689
1990-2000 Annual Rate	10.5%	6.02%	5.3%
2000-2010 Annual Rate	2.56%	1.81%	2.11%
2010-2015 Annual Rate	3.77%	3.65%	3.67%
Average Household Income			
1990 Average Household Income	\$35,600	\$40,767	\$37,957
2000 Average Household Income	\$81,672	\$69,499	\$62,285
2010 Average HH Income	\$104,419	\$83,766	\$77,067
2015 Average HH Income	\$125,435	\$100,321	\$92,198
1990-2000 Annual Rate	8.66%	5.48%	5.08%
2000-2010 Annual Rate	2.43%	1.84%	2.1%
2010-2015 Annual Rate	3.74%	3.67%	3.65%
Households by Income			
Current median household income is \$55,401 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$65,647 in five years. In 2000, median household income was \$41,614, compared to \$26,500 in 1990.			
Current average household income is \$77,067 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$92,198 in five years. In 2000, average household income was \$62,285, compared to \$37,957 in 1990.			
Current per capita income is \$31,474 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$37,689 in five years. In 2000, the per capita income was \$25,416, compared to \$15,161 in 1990.			
Population by Employment			
Total Businesses	2,235	20,680	57,559
Total Employees	20,918	195,897	897,895

Currently, 85.6 percent of the civilian labor force in the identified market area is employed and 14.4 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 88.1 percent of the civilian labor force, and unemployment will be 11.9 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 66.0 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 67.1 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 16.9 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 16.1 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 44.5 percent of the market area population drove alone to work, and 2.9 percent worked at home. The average travel time to work in 2000 was 33.2 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 20.1 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 19.9 percent were high school graduates only (29.6 percent in the U.S.)
- 5.1 percent had completed an Associate degree (7.7 percent in the U.S.)
- 23.9 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 16.5 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



Demographic and Income Profile

2357 N Damen Ave, Chicago, IL 60647-3352
 Ring: 1 mile radius

Prepared by James Ascot

Latitude: 41.924318
 Longitude: -87.677663

Summary	2000	2010	2015
Population	47,703	49,418	49,705
Households	21,468	22,542	22,716
Families	9,572	9,702	9,576
Average Household Size	2.20	2.16	2.16
Owner Occupied Housing Units	8,926	9,633	9,616
Renter Occupied Housing Units	12,542	12,908	13,100
Median Age	31.4	32.1	32.1
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.12%	0.27%	0.76%
Households	0.15%	0.27%	0.78%
Families	-0.26%	0.07%	0.64%
Owner HHs	-0.04%	0.32%	0.82%
Median Household Income	3.88%	2.76%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	3,256	15.3%	2,542	11.3%	1,866	8.2%
\$15,000 - \$24,999	2,022	9.5%	1,606	7.1%	1,272	5.6%
\$25,000 - \$34,999	2,199	10.3%	1,667	7.4%	1,252	5.5%
\$35,000 - \$49,999	2,759	13.0%	2,248	10.0%	1,638	7.2%
\$50,000 - \$74,999	3,576	16.8%	3,878	17.2%	4,112	18.1%
\$75,000 - \$99,999	2,188	10.3%	3,617	16.1%	2,727	12.0%
\$100,000 - \$149,999	2,510	11.8%	2,948	13.1%	4,296	18.9%
\$150,000 - \$199,999	1,159	5.4%	1,454	6.5%	2,166	9.5%
\$200,000+	1,609	7.6%	2,568	11.4%	3,375	14.9%

Median Household Income	\$52,184	\$69,846	\$84,500
Average Household Income	\$81,672	\$104,419	\$125,435
Per Capita Income	\$36,933	\$47,835	\$57,562

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,158	6.6%	3,382	6.8%	3,380	6.8%
5 - 9	2,357	4.9%	2,330	4.7%	2,373	4.8%
10 - 14	2,124	4.5%	1,937	3.9%	2,023	4.1%
15 - 19	2,104	4.4%	2,132	4.3%	1,861	3.7%
20 - 24	4,151	8.7%	4,400	8.9%	4,275	8.6%
25 - 34	15,273	32.0%	14,266	28.9%	14,900	30.0%
35 - 44	7,921	16.6%	8,070	16.3%	7,345	14.8%
45 - 54	4,635	9.7%	5,602	11.3%	5,530	11.1%
55 - 64	2,495	5.2%	3,563	7.2%	3,889	7.8%
65 - 74	1,689	3.5%	1,714	3.5%	2,128	4.3%
75 - 84	1,266	2.7%	1,283	2.6%	1,263	2.5%
85+	528	1.1%	733	1.5%	739	1.5%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	33,458	70.1%	32,420	65.6%	31,732	63.8%
Black Alone	2,706	5.7%	2,334	4.7%	2,123	4.3%
American Indian Alone	244	0.5%	312	0.6%	332	0.7%
Asian Alone	1,118	2.3%	1,347	2.7%	1,425	2.9%
Pacific Islander Alone	35	0.1%	47	0.1%	47	0.1%
Some Other Race Alone	8,584	18.0%	11,100	22.5%	12,090	24.3%
Two or More Races	1,558	3.3%	1,857	3.8%	1,955	3.9%
Hispanic Origin (Any Race)	16,039	33.6%	20,684	41.9%	22,527	45.3%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

December 13, 2010

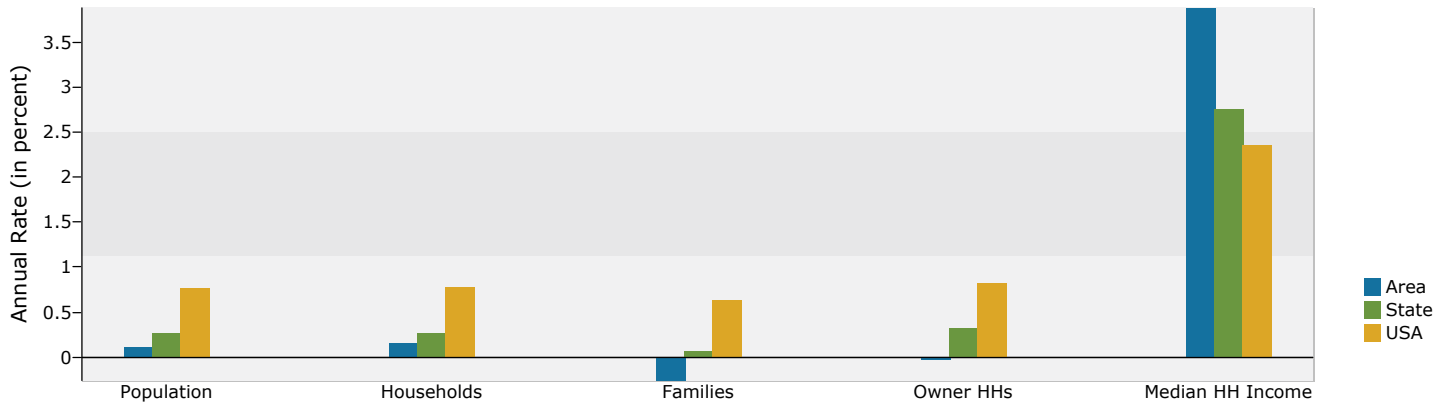


Demographic and Income Profile

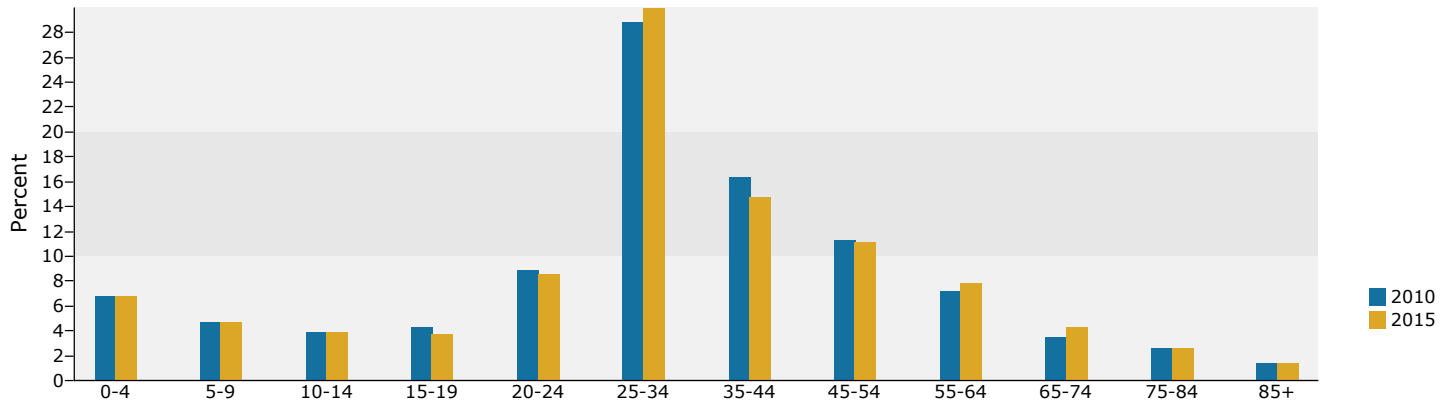
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 Ring: 1 mile radius

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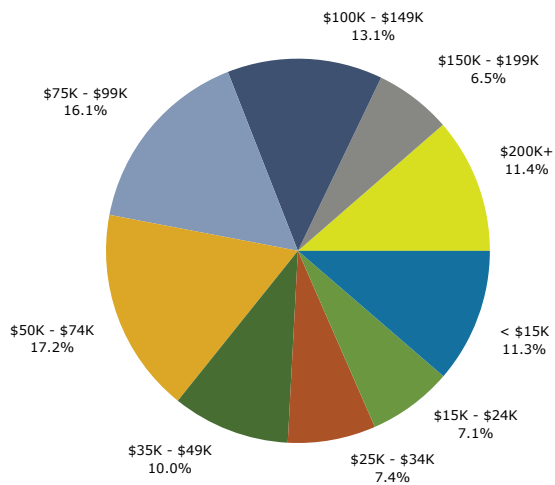
Trends 2010-2015



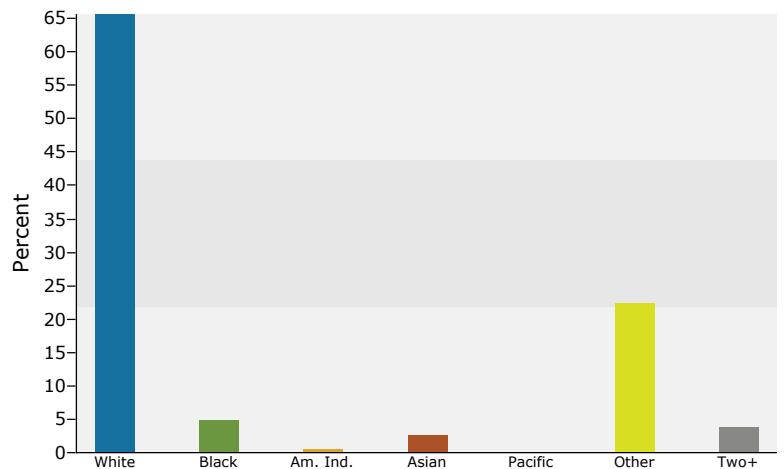
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 41.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



Demographic and Income Profile

2357 N Damen Ave, Chicago, IL 60647-3352
 Ring: 3 miles radius

Prepared by James Ascot

Latitude: 41.924318
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Summary	2000	2010	2015
Population	579,568	588,758	588,397
Households	256,186	259,892	259,560
Families	110,670	109,989	108,072
Average Household Size	2.22	2.22	2.22
Owner Occupied Housing Units	86,858	91,322	90,727
Renter Occupied Housing Units	169,328	168,571	168,833
Median Age	30.8	31.5	31.4
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	-0.01%	0.27%	0.76%
Households	-0.03%	0.27%	0.78%
Families	-0.35%	0.07%	0.64%
Owner HHS	-0.13%	0.32%	0.82%
Median Household Income	3.68%	2.76%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	41,382	16.1%	32,491	12.5%	24,017	9.3%
\$15,000 - \$24,999	27,156	10.6%	21,302	8.2%	16,357	6.3%
\$25,000 - \$34,999	29,802	11.6%	21,318	8.2%	16,247	6.3%
\$35,000 - \$49,999	40,362	15.7%	34,430	13.2%	25,653	9.9%
\$50,000 - \$74,999	46,242	18.0%	50,185	19.3%	53,802	20.7%
\$75,000 - \$99,999	25,437	9.9%	41,247	15.9%	34,083	13.1%
\$100,000 - \$149,999	23,761	9.3%	29,975	11.5%	48,077	18.5%
\$150,000 - \$199,999	9,016	3.5%	10,998	4.2%	18,117	7.0%
\$200,000+	13,179	5.1%	17,922	6.9%	23,184	8.9%

Median Household Income	\$45,484	\$59,157	\$70,862
Average Household Income	\$69,499	\$83,766	\$100,321
Per Capita Income	\$30,999	\$37,260	\$44,580

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	36,987	6.4%	39,341	6.7%	39,447	6.7%
5 - 9	33,820	5.8%	32,004	5.4%	32,468	5.5%
10 - 14	30,091	5.2%	26,255	4.5%	27,585	4.7%
15 - 19	31,480	5.4%	32,546	5.5%	27,153	4.6%
20 - 24	57,880	10.0%	61,541	10.5%	59,285	10.1%
25 - 34	160,675	27.7%	147,352	25.0%	154,715	26.3%
35 - 44	90,183	15.6%	86,997	14.8%	79,053	13.4%
45 - 54	59,116	10.2%	67,751	11.5%	65,010	11.0%
55 - 64	36,493	6.3%	48,360	8.2%	51,497	8.8%
65 - 74	22,939	4.0%	24,946	4.2%	30,202	5.1%
75 - 84	14,263	2.5%	14,402	2.4%	14,617	2.5%
85+	5,643	1.0%	7,264	1.2%	7,364	1.3%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	357,315	61.7%	342,112	58.1%	334,965	56.9%
Black Alone	65,734	11.3%	60,832	10.3%	57,076	9.7%
American Indian Alone	2,498	0.4%	3,000	0.5%	3,146	0.5%
Asian Alone	19,165	3.3%	22,740	3.9%	24,090	4.1%
Pacific Islander Alone	511	0.1%	641	0.1%	642	0.1%
Some Other Race Alone	112,389	19.4%	134,506	22.8%	142,708	24.3%
Two or More Races	21,957	3.8%	24,926	4.2%	25,770	4.4%
Hispanic Origin (Any Race)	205,540	35.5%	247,484	42.0%	263,082	44.7%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

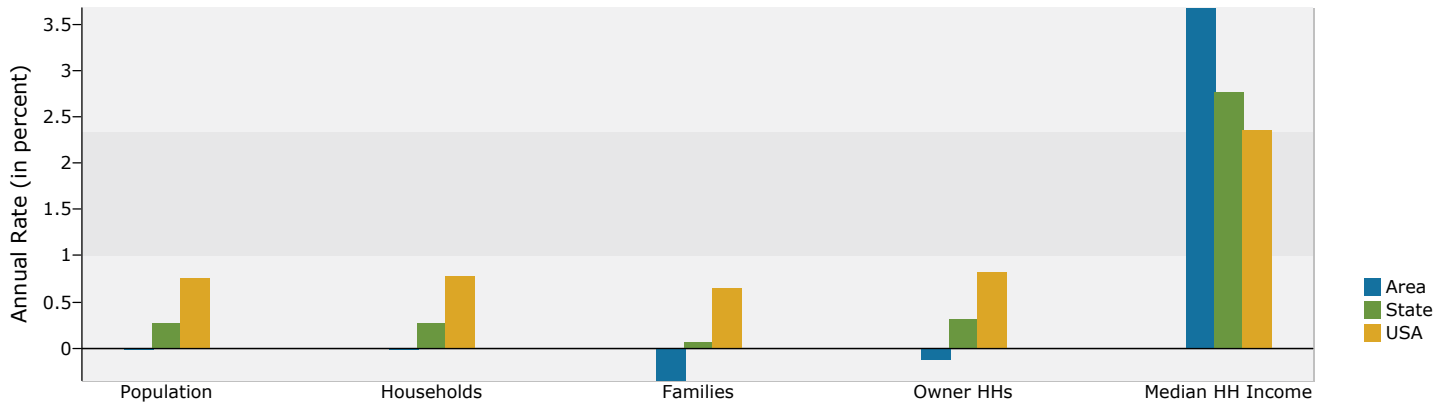


Demographic and Income Profile

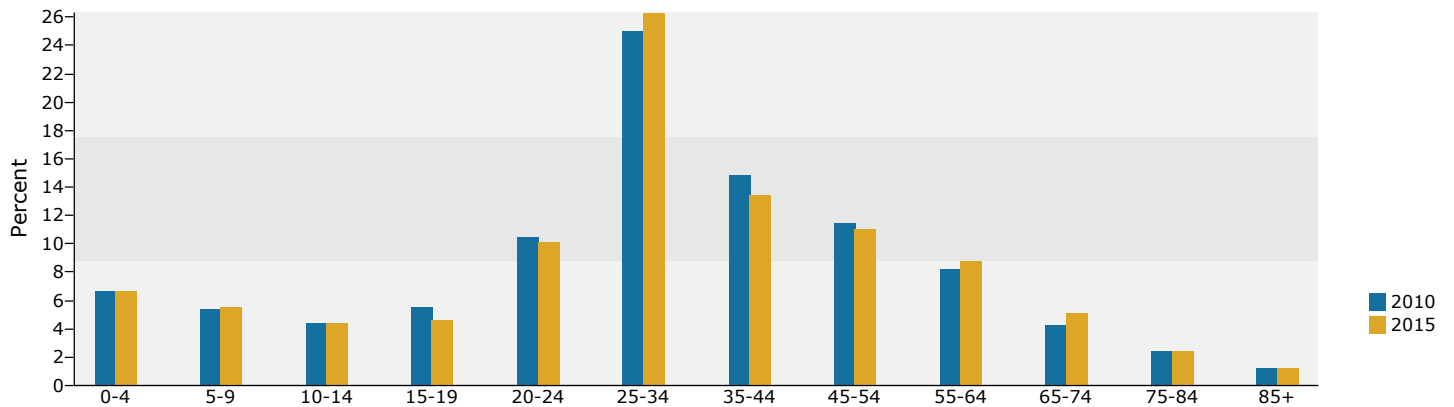
2357 N Damen Ave, Chicago, IL 60647-3352
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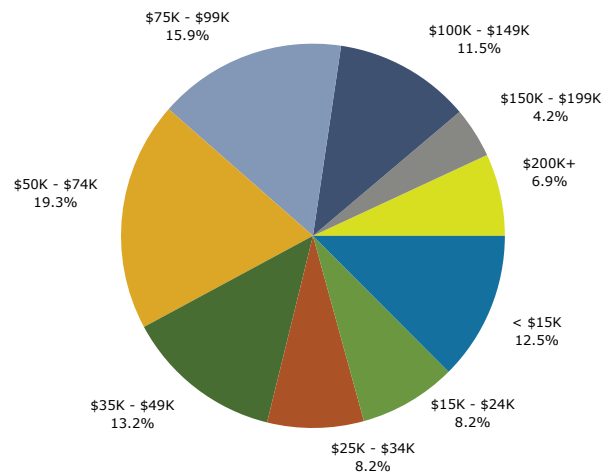
Trends 2010-2015



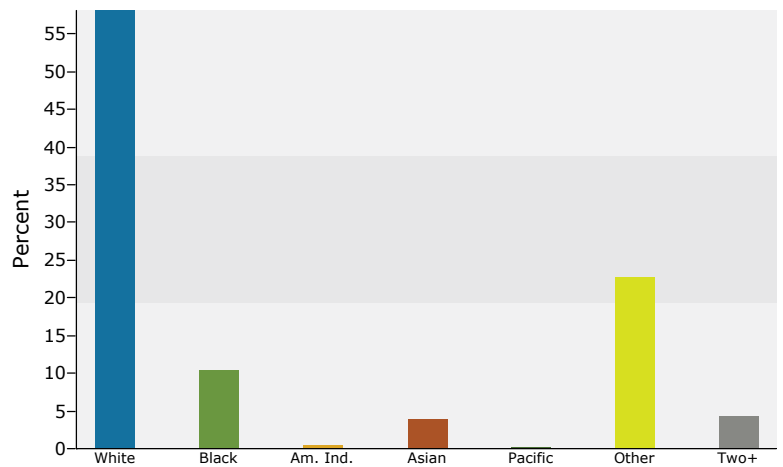
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 42.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



Demographic and Income Profile

2357 N Damen Ave, Chicago, IL 60647-3352
 Ring: 5 miles radius

Prepared by James Ascot

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Summary	2000	2010	2015
Population	1,221,294	1,258,822	1,262,271
Households	492,138	508,182	510,380
Families	247,356	247,252	243,819
Average Household Size	2.43	2.42	2.41
Owner Occupied Housing Units	174,180	186,528	187,002
Renter Occupied Housing Units	317,958	321,654	323,377
Median Age	31.2	32.1	32.1
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.05%	0.27%	0.76%
Households	0.09%	0.27%	0.78%
Families	-0.28%	0.07%	0.64%
Owner HHs	0.05%	0.32%	0.82%
Median Household Income	3.45%	2.76%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	91,499	18.6%	73,138	14.4%	56,005	11.0%
\$15,000 - \$24,999	56,128	11.4%	43,767	8.6%	34,215	6.7%
\$25,000 - \$34,999	60,123	12.2%	42,316	8.3%	33,648	6.6%
\$35,000 - \$49,999	78,927	16.0%	68,868	13.6%	53,601	10.5%
\$50,000 - \$74,999	87,278	17.7%	99,743	19.6%	108,526	21.3%
\$75,000 - \$99,999	44,926	9.1%	79,371	15.6%	67,696	13.3%
\$100,000 - \$149,999	39,513	8.0%	52,768	10.4%	87,001	17.0%
\$150,000 - \$199,999	14,209	2.9%	19,523	3.8%	31,928	6.3%
\$200,000+	19,702	4.0%	28,644	5.6%	37,717	7.4%

Median Household Income	\$41,614	\$55,401	\$65,647
Average Household Income	\$62,285	\$77,067	\$92,198
Per Capita Income	\$25,416	\$31,474	\$37,689

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	84,975	7.0%	89,754	7.1%	90,303	7.2%
5 - 9	81,446	6.7%	77,988	6.2%	78,748	6.2%
10 - 14	73,130	6.0%	65,934	5.2%	68,685	5.4%
15 - 19	76,604	6.3%	78,656	6.2%	67,230	5.3%
20 - 24	112,734	9.2%	118,968	9.5%	116,970	9.3%
25 - 34	280,908	23.0%	266,493	21.2%	278,948	22.1%
35 - 44	189,408	15.5%	180,363	14.3%	167,116	13.2%
45 - 54	135,083	11.1%	153,637	12.2%	145,026	11.5%
55 - 64	85,079	7.0%	114,822	9.1%	123,118	9.8%
65 - 74	55,467	4.5%	60,770	4.8%	73,711	5.8%
75 - 84	33,783	2.8%	34,880	2.8%	35,551	2.8%
85+	12,677	1.0%	16,559	1.3%	16,866	1.3%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	638,406	52.3%	621,027	49.3%	610,847	48.4%
Black Alone	258,861	21.2%	253,961	20.2%	245,640	19.5%
American Indian Alone	5,030	0.4%	6,094	0.5%	6,456	0.5%
Asian Alone	72,797	6.0%	85,055	6.8%	89,745	7.1%
Pacific Islander Alone	1,061	0.1%	1,379	0.1%	1,408	0.1%
Some Other Race Alone	199,892	16.4%	239,501	19.0%	254,387	20.2%
Two or More Races	45,247	3.7%	51,805	4.1%	53,788	4.3%
Hispanic Origin (Any Race)	385,551	31.6%	465,406	37.0%	495,612	39.3%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

December 13, 2010

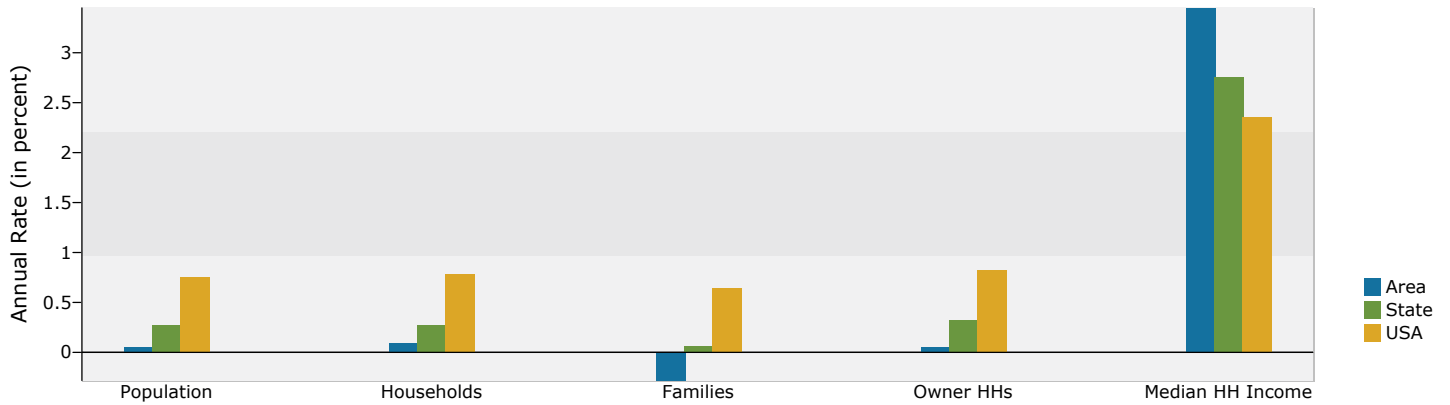


Demographic and Income Profile

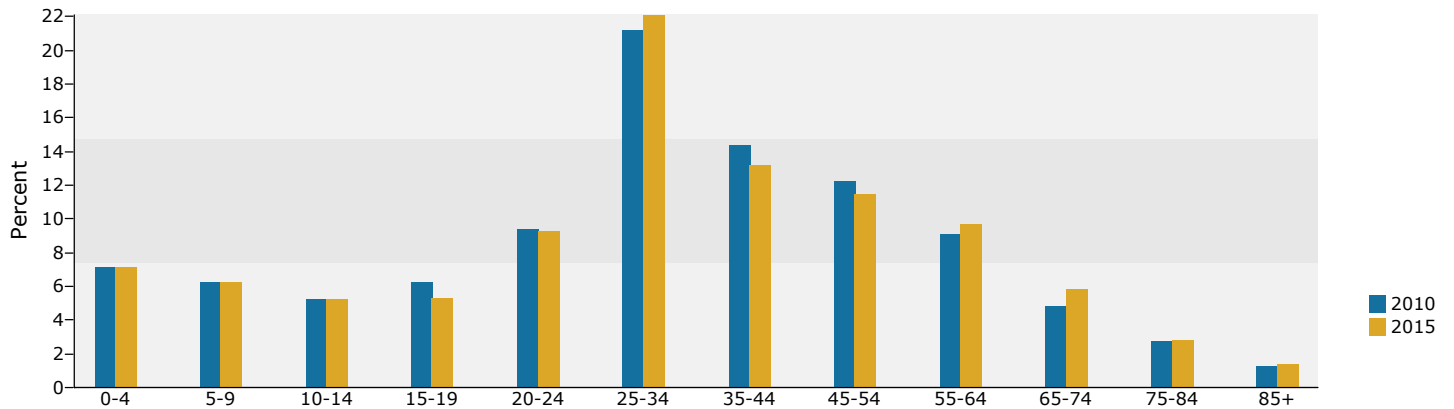
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Prepared by James Ascot
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 Longitude: -87.677663

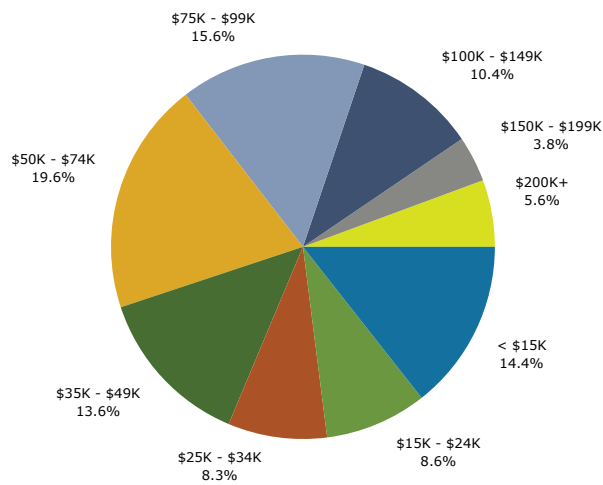
Trends 2010-2015



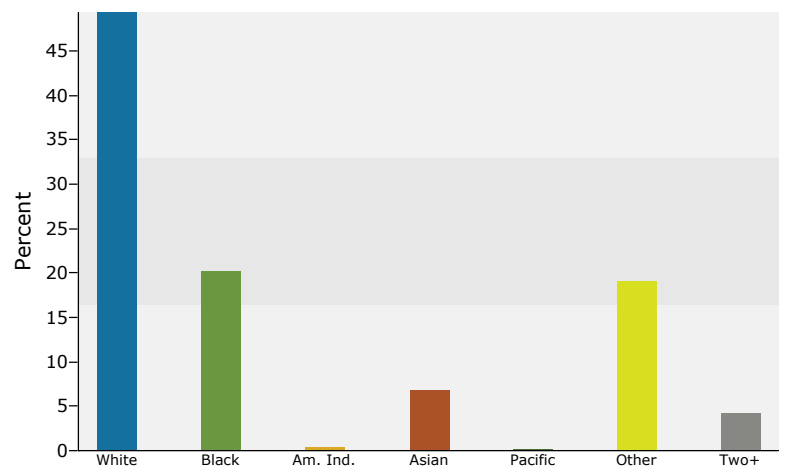
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 37.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.






2357 N Damen Ave, Chicago, I...

Market Profile

Prepared by James AscotJames Ascot

Latitude: 41.924318
Longitude: -87.677663

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	47,703	579,568	1,221,294
2000 Group Quarters	543	9,556	26,365
2010 Total Population	49,418	588,758	1,258,822
2015 Total Population	49,705	588,397	1,262,271
2010 - 2015 Annual Rate	0.12%	-0.01%	0.05%
 2000 Households	21,468	256,186	492,138
2000 Average Household Size	2.2	2.22	2.43
2010 Households	22,542	259,892	508,182
2010 Average Household Size	2.16	2.22	2.42
2015 Households	22,716	259,560	510,380
2015 Average Household Size	2.16	2.22	2.41
2010 - 2015 Annual Rate	0.15%	-0.03%	0.09%
2000 Families	9,572	110,670	247,356
2000 Average Family Size	3.12	3.29	3.42
2010 Families	9,702	109,989	247,252
2010 Average Family Size	3.11	3.32	3.46
2015 Families	9,576	108,072	243,819
2015 Average Family Size	3.13	3.34	3.48
2010 - 2015 Annual Rate	-0.26%	-0.35%	-0.28%
 2000 Housing Units	23,332	274,693	531,907
Owner Occupied Housing Units	38.3%	31.6%	32.7%
Renter Occupied Housing Units	53.7%	61.6%	59.8%
Vacant Housing Units	8.0%	6.7%	7.5%
2010 Housing Units	24,856	286,735	566,944
Owner Occupied Housing Units	38.8%	31.8%	32.9%
Renter Occupied Housing Units	51.9%	58.8%	56.7%
Vacant Housing Units	9.3%	9.4%	10.4%
2015 Housing Units	25,259	289,713	576,585
Owner Occupied Housing Units	38.1%	31.3%	32.4%
Renter Occupied Housing Units	51.9%	58.3%	56.1%
Vacant Housing Units	10.1%	10.4%	11.5%
Median Household Income			
2000	\$52,184	\$45,484	\$41,614
2010	\$69,846	\$59,157	\$55,401
2015	\$84,500	\$70,862	\$65,647
Median Home Value			
2000	\$305,818	\$230,759	\$190,505
2010	\$407,460	\$314,601	\$255,917
2015	\$483,854	\$367,829	\$298,452
Per Capita Income			
2000	\$36,933	\$30,999	\$25,416
2010	\$47,835	\$37,260	\$31,474
2015	\$57,562	\$44,580	\$37,689
Median Age			
2000	31.4	30.8	31.2
2010	32.1	31.5	32.1
2015	32.1	31.4	32.1

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.




2357 N Damen Ave, Chicago, I...

Market Profile

Prepared by James AscotJames Ascot

Latitude: 41.924318
Longitude: -87.677663

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	21,278	256,337	492,305
< \$15,000	15.3%	16.1%	18.6%
\$15,000 - \$24,999	9.5%	10.6%	11.4%
\$25,000 - \$34,999	10.3%	11.6%	12.2%
\$35,000 - \$49,999	13.0%	15.7%	16.0%
\$50,000 - \$74,999	16.8%	18.0%	17.7%
\$75,000 - \$99,999	10.3%	9.9%	9.1%
\$100,000 - \$149,999	11.8%	9.3%	8.0%
\$150,000 - \$199,999	5.4%	3.5%	2.9%
\$200,000+	7.6%	5.1%	4.0%
Average Household Income	\$81,672	\$69,499	\$62,285
2010 Households by Income			
Household Income Base	22,528	259,868	508,138
< \$15,000	11.3%	12.5%	14.4%
\$15,000 - \$24,999	7.1%	8.2%	8.6%
\$25,000 - \$34,999	7.4%	8.2%	8.3%
\$35,000 - \$49,999	10.0%	13.2%	13.6%
\$50,000 - \$74,999	17.2%	19.3%	19.6%
\$75,000 - \$99,999	16.1%	15.9%	15.6%
\$100,000 - \$149,999	13.1%	11.5%	10.4%
\$150,000 - \$199,999	6.5%	4.2%	3.8%
\$200,000+	11.4%	6.9%	5.6%
Average Household Income	\$104,419	\$83,766	\$77,067
2015 Households by Income			
Household Income Base	22,704	259,537	510,337
< \$15,000	8.2%	9.3%	11.0%
\$15,000 - \$24,999	5.6%	6.3%	6.7%
\$25,000 - \$34,999	5.5%	6.3%	6.6%
\$35,000 - \$49,999	7.2%	9.9%	10.5%
\$50,000 - \$74,999	18.1%	20.7%	21.3%
\$75,000 - \$99,999	12.0%	13.1%	13.3%
\$100,000 - \$149,999	18.9%	18.5%	17.0%
\$150,000 - \$199,999	9.5%	7.0%	6.3%
\$200,000+	14.9%	8.9%	7.4%
Average Household Income	\$125,435	\$100,321	\$92,198
2000 Owner Occupied HUs by Value			
Total	8,905	87,021	174,265
<\$50,000	1.1%	1.2%	1.8%
\$50,000 - 99,999	3.0%	7.9%	11.6%
\$100,000 - 149,999	6.9%	14.6%	18.3%
\$150,000 - 199,999	11.8%	18.5%	21.7%
\$200,000 - \$299,999	26.0%	23.5%	21.9%
\$300,000 - 499,999	32.7%	20.9%	15.5%
\$500,000 - 999,999	16.3%	11.0%	7.2%
\$1,000,000+	2.2%	2.5%	1.9%
Average Home Value	\$365,859	\$303,870	\$257,739
2000 Specified Renter Occupied HUs by Contract Rent			
Total	12,479	169,087	317,769
With Cash Rent	98.2%	98.4%	98.3%
No Cash Rent	1.8%	1.6%	1.7%
Median Rent	\$646	\$648	\$604
Average Rent	\$701	\$723	\$670

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.




2357 N Damen Ave, Chicago, I...

Market Profile

Prepared by James AscotJames Ascot

Latitude: 41.924318
Longitude: -87.677663

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	47,702	579,569	1,221,293
Age 0 - 4	6.6%	6.4%	7.0%
Age 5 - 9	4.9%	5.8%	6.7%
Age 10 - 14	4.5%	5.2%	6.0%
Age 15 - 19	4.4%	5.4%	6.3%
Age 20 - 24	8.7%	10.0%	9.2%
Age 25 - 34	32.0%	27.7%	23.0%
Age 35 - 44	16.6%	15.6%	15.5%
Age 45 - 54	9.7%	10.2%	11.1%
Age 55 - 64	5.2%	6.3%	7.0%
Age 65 - 74	3.5%	4.0%	4.5%
Age 75 - 84	2.7%	2.5%	2.8%
Age 85+	1.1%	1.0%	1.0%
Age 18+	81.5%	79.6%	76.8%
2010 Population by Age			
Total	49,413	588,759	1,258,824
Age 0 - 4	6.8%	6.7%	7.1%
Age 5 - 9	4.7%	5.4%	6.2%
Age 10 - 14	3.9%	4.5%	5.2%
Age 15 - 19	4.3%	5.5%	6.2%
Age 20 - 24	8.9%	10.5%	9.5%
Age 25 - 34	28.9%	25.0%	21.2%
Age 35 - 44	16.3%	14.8%	14.3%
Age 45 - 54	11.3%	11.5%	12.2%
Age 55 - 64	7.2%	8.2%	9.1%
Age 65 - 74	3.5%	4.2%	4.8%
Age 75 - 84	2.6%	2.4%	2.8%
Age 85+	1.5%	1.2%	1.3%
Age 18+	82.0%	80.4%	77.9%
2015 Population by Age			
Total	49,707	588,396	1,262,271
Age 0 - 4	6.8%	6.7%	7.2%
Age 5 - 9	4.8%	5.5%	6.2%
Age 10 - 14	4.1%	4.7%	5.4%
Age 15 - 19	3.7%	4.6%	5.3%
Age 20 - 24	8.6%	10.1%	9.3%
Age 25 - 34	30.0%	26.3%	22.1%
Age 35 - 44	14.8%	13.4%	13.2%
Age 45 - 54	11.1%	11.0%	11.5%
Age 55 - 64	7.8%	8.8%	9.8%
Age 65 - 74	4.3%	5.1%	5.8%
Age 75 - 84	2.5%	2.5%	2.8%
Age 85+	1.5%	1.3%	1.3%
Age 18+	82.2%	80.6%	78.2%
2000 Population by Sex			
Males	51.4%	50.0%	49.6%
Females	48.6%	50.0%	50.4%
2010 Population by Sex			
Males	51.2%	50.1%	49.7%
Females	48.8%	49.9%	50.3%
2015 Population by Sex			
Males	51.2%	50.2%	49.8%
Females	48.8%	49.8%	50.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.





2357 N Damen Ave, Chicago, I...

Market Profile

Prepared by James AscotJames Ascot

Latitude: 41.924318
Longitude: -87.677663

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	47,703	579,569	1,221,294
White Alone	70.1%	61.7%	52.3%
Black Alone	5.7%	11.3%	21.2%
American Indian Alone	0.5%	0.4%	0.4%
Asian or Pacific Islander Alone	2.4%	3.4%	6.0%
Some Other Race Alone	18.0%	19.4%	16.4%
Two or More Races	3.3%	3.8%	3.7%
Hispanic Origin	33.6%	35.5%	31.6%
Diversity Index	72.6	78.6	81.7
2010 Population by Race/Ethnicity			
Total	49,417	588,757	1,258,822
White Alone	65.6%	58.1%	49.3%
Black Alone	4.7%	10.3%	20.2%
American Indian Alone	0.6%	0.5%	0.5%
Asian or Pacific Islander Alone	2.8%	4.0%	6.9%
Some Other Race Alone	22.5%	22.8%	19.0%
Two or More Races	3.8%	4.2%	4.1%
Hispanic Origin	41.9%	42.0%	37.0%
Diversity Index	77.8	82.1	84.6
2015 Population by Race/Ethnicity			
Total	49,704	588,397	1,262,271
White Alone	63.8%	56.9%	48.4%
Black Alone	4.3%	9.7%	19.5%
American Indian Alone	0.7%	0.5%	0.5%
Asian or Pacific Islander Alone	3.0%	4.2%	7.2%
Some Other Race Alone	24.3%	24.3%	20.2%
Two or More Races	3.9%	4.4%	4.3%
Hispanic Origin	45.3%	44.7%	39.3%
Diversity Index	79.3	83.1	85.5
2000 Population 3+ by School Enrollment			
 Total	45,343	555,878	1,168,865
Enrolled in Nursery/Preschool	1.6%	1.5%	1.6%
Enrolled in Kindergarten	1.0%	1.3%	1.5%
Enrolled in Grade 1-8	7.8%	9.4%	10.9%
Enrolled in Grade 9-12	3.9%	4.4%	5.1%
Enrolled in College	5.1%	5.8%	6.0%
Enrolled in Grad/Prof School	3.7%	3.2%	2.7%
Not Enrolled in School	77.0%	74.4%	72.2%
2010 Population 25+ by Educational Attainment			
Total	35,237	397,072	827,522
Less than 9th Grade	9.2%	10.2%	10.7%
9th - 12th Grade, No Diploma	6.7%	7.8%	9.4%
High School Graduate	12.8%	15.8%	19.9%
Some College, No Degree	10.9%	12.6%	14.6%
Associate Degree	4.0%	4.6%	5.1%
Bachelor's Degree	34.1%	29.7%	23.9%
Graduate/Professional Degree	22.4%	19.3%	16.5%

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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.






2357 N Damen Ave, Chicago, I...

Market Profile

Prepared by James AscotJames Ascot

Latitude: 41.924318
Longitude: -87.677663

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	41,768	491,159	1,025,146
Never Married	51.1%	52.8%	48.8%
Married	36.1%	34.6%	37.6%
Widowed	4.5%	4.2%	5.0%
Divorced	8.3%	8.4%	8.6%
2000 Population 16+ by Employment Status			
 Total	39,607	473,486	968,577
In Labor Force	71.2%	70.0%	66.0%
Civilian Employed	67.7%	65.4%	60.5%
Civilian Unemployed	3.5%	4.5%	5.5%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	28.8%	30.0%	34.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	89.4%	87.8%	85.6%
Civilian Unemployed	10.6%	12.2%	14.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	91.2%	89.9%	88.1%
Civilian Unemployed	8.8%	10.1%	11.9%
2000 Females 16+ by Employment Status and Age of Children			
Total	19,146	238,043	492,454
Own Children < 6 Only	9.4%	7.0%	7.3%
Employed/in Armed Forces	5.3%	3.6%	3.6%
Unemployed	0.3%	0.3%	0.4%
Not in Labor Force	3.8%	3.1%	3.2%
Own Children < 6 and 6-17 Only	3.9%	4.9%	5.6%
Employed/in Armed Forces	1.8%	2.2%	2.6%
Unemployed	0.3%	0.3%	0.4%
Not in Labor Force	1.8%	2.3%	2.6%
Own Children 6-17 Only	11.1%	10.8%	12.5%
Employed/in Armed Forces	6.3%	6.0%	7.2%
Unemployed	0.4%	0.6%	0.8%
Not in Labor Force	4.4%	4.2%	4.5%
No Own Children < 18	75.6%	77.3%	74.6%
Employed/in Armed Forces	48.5%	48.7%	41.8%
Unemployed	2.0%	2.9%	3.3%
Not in Labor Force	25.1%	25.8%	29.4%
2010 Employed Population 16+ by Industry			
 Total	25,872	291,465	562,517
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	3.0%	3.0%	3.4%
Manufacturing	8.4%	8.1%	8.9%
Wholesale Trade	3.4%	3.1%	3.0%
Retail Trade	7.9%	8.0%	8.2%
Transportation/Utilities	2.8%	3.8%	4.6%
Information	4.7%	3.6%	3.1%
Finance/Insurance/Real Estate	14.4%	13.0%	11.5%
Services	53.5%	55.0%	54.3%
Public Administration	1.9%	2.4%	2.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.




2357 N Damen Ave, Chicago, I...

Market Profile

Prepared by James AscotJames Ascot

Latitude: 41.924318
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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	25,867	291,464	562,519
White Collar	77.1%	73.0%	67.1%
Management/Business/Financial	23.8%	20.6%	17.6%
Professional	29.8%	28.4%	25.7%
Sales	14.6%	13.2%	11.8%
Administrative Support	9.0%	10.8%	12.0%
Services	11.8%	14.0%	16.9%
Blue Collar	11.1%	12.9%	16.1%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	2.3%	2.4%	2.9%
Installation/Maintenance/Repair	1.6%	1.6%	2.0%
Production	4.5%	4.9%	5.9%
Transportation/Material Moving	2.6%	3.9%	5.3%
2000 Workers 16+ by Means of Transportation to Work			
 Total	26,347	304,604	573,806
Drove Alone - Car, Truck, or Van	50.5%	42.3%	44.5%
Carpooled - Car, Truck, or Van	12.2%	11.9%	13.3%
Public Transportation	27.3%	34.9%	30.4%
Walked	4.2%	5.8%	7.4%
Other Means	1.6%	1.8%	1.6%
Worked at Home	4.3%	3.3%	2.9%
2000 Workers 16+ by Travel Time to Work			
Total	26,346	304,603	573,806
Did Not Work at Home	95.7%	96.7%	97.1%
Less than 5 minutes	1.4%	1.3%	1.3%
5 to 9 minutes	4.4%	4.0%	4.4%
10 to 19 minutes	19.8%	18.0%	18.6%
20 to 24 minutes	13.3%	13.3%	12.7%
25 to 34 minutes	24.2%	25.5%	24.1%
35 to 44 minutes	9.2%	9.8%	9.4%
45 to 59 minutes	12.6%	13.1%	13.9%
60 to 89 minutes	8.6%	8.8%	9.6%
90 or more minutes	2.2%	2.7%	3.1%
Worked at Home	4.3%	3.3%	2.9%
Average Travel Time to Work (in min)	31.5	32.5	33.2
2000 Households by Vehicles Available			
Total	21,466	256,311	492,306
None	21.2%	29.9%	31.0%
1	48.1%	48.1%	46.1%
2	25.9%	18.1%	18.3%
3	3.9%	2.9%	3.4%
4	0.7%	0.6%	0.7%
5+	0.3%	0.4%	0.5%
Average Number of Vehicles Available	1.2	1.0	1.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



2357 N Damen Ave, Chicago, I...



Market Profile

Prepared by James AscotJames Ascot

Latitude: 41.924318

Longitude: -87.677663

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	21,469	256,186	492,137
Family Households	44.6%	43.2%	50.3%
Married-couple Family	31.2%	28.5%	31.7%
With Related Children	14.7%	13.8%	16.0%
Other Family (No Spouse)	13.4%	14.7%	18.5%
With Related Children	7.6%	8.9%	11.5%
Nonfamily Households	55.4%	56.8%	49.7%
Householder Living Alone	38.7%	42.6%	38.5%
Householder Not Living Alone	16.7%	14.2%	11.2%
Households with Related Children	22.3%	22.7%	27.5%
Households with Persons 65+	12.0%	13.1%	16.0%
2000 Households by Size			
Total	21,468	256,186	492,138
1 Person Household	38.7%	42.6%	38.5%
2 Person Household	33.1%	28.6%	27.1%
3 Person Household	12.9%	11.6%	12.7%
4 Person Household	7.7%	8.0%	9.5%
5 Person Household	4.0%	4.7%	6.0%
6 Person Household	2.0%	2.3%	3.0%
7+ Person Household	1.6%	2.3%	3.2%
2000 Households by Year Householder Moved In			
Total	21,467	256,308	492,307
Moved in 1999 to March 2000	28.4%	29.6%	26.9%
Moved in 1995 to 1998	36.7%	36.1%	35.0%
Moved in 1990 to 1994	13.1%	13.6%	14.3%
Moved in 1980 to 1989	11.3%	10.5%	11.8%
Moved in 1970 to 1979	4.4%	5.6%	6.3%
Moved in 1969 or Earlier	6.2%	4.7%	5.6%
Median Year Householder Moved In	1997	1997	1996
2000 Housing Units by Units in Structure			
 Total	23,337	274,926	532,186
1, Detached	15.1%	9.0%	11.1%
1, Attached	7.5%	3.5%	2.9%
2	21.5%	17.7%	18.4%
3 or 4	27.1%	19.0%	16.8%
5 to 9	12.6%	12.1%	11.5%
10 to 19	4.7%	6.2%	6.3%
20+	11.6%	32.3%	32.8%
Mobile Home	0.0%	0.1%	0.1%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	23,331	274,911	532,191
1999 to March 2000	2.8%	1.3%	1.2%
1995 to 1998	7.5%	3.4%	2.6%
1990 to 1994	4.7%	2.1%	2.4%
1980 to 1989	5.2%	4.2%	5.4%
1970 to 1979	4.1%	8.8%	9.0%
1969 or Earlier	75.7%	80.0%	79.4%
Median Year Structure Built	1939	1943	1945

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



2357 N Damen Ave, Chicago, I...

Market Profile

Prepared by James AscotJames Ascot

Latitude: 41.924318
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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Laptops and Lattes	Metro Renters	Metro Renters
2.	Trendsetters	Laptops and Lattes	International Marketpl
3.	International Marketpl	International Marketpl	Laptops and Lattes



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$61,296,322	\$571,951,981	\$1,028,954,751
Average Spent	\$2,719.21	\$2,200.73	\$2,024.78
Spending Potential Index	114	92	85
Computers & Accessories: Total \$	\$8,084,015	\$75,255,038	\$132,934,286
Average Spent	\$358.62	\$289.56	\$261.59
Spending Potential Index	163	132	119
Education: Total \$	\$41,460,249	\$385,758,408	\$702,389,291
Average Spent	\$1,839.24	\$1,484.30	\$1,382.16
Spending Potential Index	151	122	113
Entertainment/Recreation: Total \$	\$108,838,913	\$998,368,145	\$1,790,552,229
Average Spent	\$4,828.27	\$3,841.47	\$3,523.45
Spending Potential Index	150	119	109
Food at Home: Total \$	\$154,793,567	\$1,462,867,431	\$2,649,468,637
Average Spent	\$6,866.90	\$5,628.75	\$5,213.62
Spending Potential Index	153	126	117
Food Away from Home: Total \$	\$112,923,224	\$1,064,228,540	\$1,913,076,472
Average Spent	\$5,009.46	\$4,094.89	\$3,764.55
Spending Potential Index	156	127	117
Health Care: Total \$	\$106,817,591	\$997,658,295	\$1,825,558,668
Average Spent	\$4,738.60	\$3,838.74	\$3,592.33
Spending Potential Index	127	103	96
HH Furnishings & Equipment: Total \$	\$61,812,622	\$562,127,547	\$1,002,895,302
Average Spent	\$2,742.11	\$2,162.93	\$1,973.50
Spending Potential Index	133	105	96
Investments: Total \$	\$60,729,326	\$509,699,893	\$904,457,242
Average Spent	\$2,694.05	\$1,961.20	\$1,779.79
Spending Potential Index	155	113	102
Retail Goods: Total \$	\$775,561,526	\$7,221,042,786	\$12,979,144,461
Average Spent	\$34,405.18	\$27,784.78	\$25,540.35
Spending Potential Index	138	112	103
Shelter: Total \$	\$595,248,942	\$5,465,863,382	\$9,814,379,484
Average Spent	\$26,406.22	\$21,031.29	\$19,312.73
Spending Potential Index	167	133	122
TV/Video/Audio: Total \$	\$41,639,270	\$393,156,095	\$711,180,776
Average Spent	\$1,847.19	\$1,512.77	\$1,399.46
Spending Potential Index	149	122	113
Travel: Total \$	\$66,893,008	\$594,149,990	\$1,059,882,295
Average Spent	\$2,967.48	\$2,286.14	\$2,085.64
Spending Potential Index	157	121	110
Vehicle Maintenance & Repairs: Total \$	\$31,165,187	\$291,208,492	\$523,216,827
Average Spent	\$1,382.54	\$1,120.50	\$1,029.59
Spending Potential Index	147	119	109

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.