



# Executive Summary

Prepared by Fitness Acquisitions, Inc.

Sample Report Site Type: Drivetime	500 N Kingsbury St Chicago, IL 60610 Drivetime: 4 minutes	500 N Kingsbury St Chicago, IL 60610 Drivetime: 8 minutes	500 N Kingsbury St Chicago, IL 60610 Drivetime: 12 minutes
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## 2007 Population

Total Population	132,934	677,664	1,834,726
Male Population	49.8%	49.6%	49.6%
Female Population	50.2%	50.4%	50.4%
Median Age	35.8	32.8	31.8

## 2007 Income

Median HH Income	\$76,259	\$58,114	\$50,521
Per Capita Income	\$68,510	\$42,447	\$29,328
Average HH Income	\$121,414	\$93,688	\$76,165

## 2007 Households

Total Households	74,218	303,793	696,595
Average Household Size	1.70	2.16	2.57
1990-2000 Annual Rate	2.65%	0.95%	0.49%

## 2007 Housing

Owner Occupied Housing Units	37.0%	32.4%	34.7%
Renter Occupied Housing Units	47.7%	54.7%	54.1%
Vacant Housing Units	15.3%	12.8%	11.3%

## Population

1990 Population	97,962	628,680	1,716,693
2000 Population	115,764	646,985	1,797,269
2007 Population	132,934	677,664	1,834,726
2012 Population	140,296	690,772	1,847,435
1990-2000 Annual Rate	1.68%	0.29%	0.46%
2000-2007 Annual Rate	1.93%	0.64%	0.28%
2007-2012 Annual Rate	1.08%	0.38%	0.14%

In the identified market area, the current year population is 1,834,726. In 2000, the Census count in the market area was 1,797,269. The rate of change since 2000 was 0.28 percent annually. The five-year projection for the population in the market area is 1,847,435, representing a change of 0.14 percent annually from 2007 to 2012. Currently, the population is 49.6 percent male and 50.4 percent female.

## Households

1990 Households	50,317	261,762	649,792
2000 Households	65,337	287,638	682,413
2007 Households	74,218	303,793	696,595
2012 Households	78,117	310,424	701,980
1990-2000 Annual Rate	2.65%	0.95%	0.49%
2000-2007 Annual Rate	1.77%	0.76%	0.28%
2007-2012 Annual Rate	1.03%	0.43%	0.15%

The household count in this market area has changed from 682,413 in 2000 to 696,595 in the current year, a change of 0.28 percent annually. The five-year projection of households is 701,980, a change of 0.15 percent annually from the current year total. Average household size is currently 2.57, compared to 2.57 in the year 2000. The number of families in the current year is 363,267 in the market area.

## Housing

Currently, 34.7 percent of the 784,899 housing units in the market area are owner occupied; 54.1 percent, renter occupied; and 11.3 percent are vacant. In 2000, there were 747,078 housing units— 32.8 percent owner occupied, 58.6 percent renter occupied and 8.7 percent vacant. The rate of change in housing units since 2000 is 0.68 percent. Median home value in the market area is \$281,252, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 3.94 percent annually to \$341,171. From 2000 to the current year, median home value changed by 7.12 percent annually.



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<b>Median Household Income</b>			
1990 Median HH Income	\$35,402	\$26,012	\$24,710
2000 Median HH Income	\$55,251	\$43,129	\$38,411
2007 Median HH Income	\$76,259	\$58,114	\$50,521
2012 Median HH Income	\$94,553	\$70,148	\$60,924
1990-2000 Annual Rate	4.55%	5.19%	4.51%
2000-2007 Annual Rate	4.55%	4.2%	3.85%
2007-2012 Annual Rate	4.39%	3.84%	3.82%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$32,710	\$17,537	\$13,269
2000 Per Capita Income	\$51,135	\$31,172	\$21,884
2007 Per Capita Income	\$68,510	\$42,447	\$29,328
2012 Per Capita Income	\$89,003	\$54,700	\$36,972
1990-2000 Annual Rate	4.57%	5.92%	5.13%
2000-2007 Annual Rate	4.12%	4.35%	4.12%
2007-2012 Annual Rate	5.37%	5.2%	4.74%
<b>Average Household Income</b>			
1990 Average Household Income	\$63,099	\$41,715	\$34,659
2000 Average Household Income	\$89,616	\$69,281	\$56,738
2007 Average HH Income	\$121,414	\$93,688	\$76,165
2012 Average HH Income	\$158,428	\$120,625	\$96,086
1990-2000 Annual Rate	3.57%	5.2%	5.05%
2000-2007 Annual Rate	4.28%	4.25%	4.14%
2007-2012 Annual Rate	5.47%	5.18%	4.76%

## Households by Income

Current median household income is \$50,521 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$60,924 in five years. In 2000, median household income was \$38,411, compared to \$24,710 in 1990.

Current average household income is \$76,165 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$96,086 in five years. In 2000, average household income was \$56,738, compared to \$34,659 in 1990.

Current per capita income is \$29,328 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$36,972 in five years. In 2000, the per capita income was \$21,884, compared to \$13,269 in 1990.

## Population by Employment

Currently, 90.1 percent of the civilian labor force in the identified market area is employed and 9.9 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 91.0 percent of the civilian labor force, and unemployment will be 9.0 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 62.8 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:

- 61.6 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 17.5 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 20.9 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 45.4 percent of the market area population drove alone to work, and 2.6 percent worked at home. The average travel time to work in 2000 was 33.4 minutes in the market area, compared to the U.S. average of 25.5 minutes.

## Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 29.9 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 20.2 percent were high school graduates only (28.6 percent in the U.S.)
- 4.0 percent had completed an Associate degree (6.3 percent in the U.S.)
- 17.8 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 12.0 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)