



Sample Report

Latitude: 41.890724

Longitude: -87.639259

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



2000 Total Population	115,764	646,985	1,797,269
2000 Group Quarters	5,032	19,742	46,146
2007 Total Population	132,934	677,664	1,834,726
2012 Total Population	140,296	690,772	1,847,435
2007 - 2012 Annual Rate	1.08%	0.38%	0.14%



2000 Households	65,337	287,638	682,413
2000 Average Household Size	1.69	2.18	2.57
2007 Households	74,218	303,793	696,595
2007 Average Household Size	1.7	2.16	2.57
2012 Households	78,117	310,424	701,980
2012 Average Household Size	1.71	2.16	2.56
2007 - 2012 Annual Rate	1.03%	0.43%	0.15%
2000 Families	21,376	125,882	371,122
2000 Average Family Size	2.72	3.24	3.51
2007 Families	23,125	126,645	363,267
2007 Average Family Size	2.75	3.26	3.57
2012 Families	23,495	125,018	355,412
2012 Average Family Size	2.78	3.29	3.6
2007 - 2012 Annual Rate	0.32%	-0.26%	-0.44%



2000 Housing Units	73,716	318,759	747,078
Owner Occupied Housing Units	35.3%	30.4%	32.8%
Renter Occupied Housing Units	53.2%	59.8%	58.6%
Vacant Housing Units	11.5%	9.8%	8.7%
2007 Housing Units	87,656	348,579	784,899
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%
2012 Housing Units	94,074	362,929	805,322
Owner Occupied Housing Units	36.1%	31.6%	33.8%
Renter Occupied Housing Units	47.0%	53.9%	53.4%
Vacant Housing Units	17.0%	14.5%	12.8%

Median Household Income

2000	\$55,251	\$43,129	\$38,411
2007	\$76,259	\$58,114	\$50,521
2012	\$94,553	\$70,148	\$60,924

Median Home Value

2000	\$242,689	\$221,986	\$170,762
2007	\$397,008	\$365,142	\$281,252
2012	\$481,861	\$439,531	\$341,171

Per Capita Income

2000	\$51,135	\$31,172	\$21,884
2007	\$68,510	\$42,447	\$29,328
2012	\$89,003	\$54,700	\$36,972

Median Age

2000	34.2	31.1	30.6
2007	35.8	32.8	31.8
2012	37.7	33.8	32.5

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. forecasts for 2007 and 2012.



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2000 Households by Income

Household Income Base	500 N Kingsbury St	500 N Kingsbury St	500 N Kingsbury St
< \$15,000	65,379	287,795	682,903
\$15,000 - \$24,999	15.5%	19.7%	21.3%
\$25,000 - \$34,999	7.7%	10.7%	12.2%
\$35,000 - \$49,999	8.6%	10.9%	12.4%
\$50,000 - \$74,999	14.0%	14.8%	15.8%
\$75,000 - \$99,999	17.3%	16.6%	17.0%
\$100,000 - \$149,999	10.1%	9.2%	8.6%
\$150,000 - \$199,999	12.2%	9.0%	7.2%
\$200,000+	5.9%	3.7%	2.4%
Average Household Income	8.7%	5.5%	3.2%
	\$89,616	\$69,281	\$56,738

2007 Households by Income

Household Income Base	500 N Kingsbury St	500 N Kingsbury St	500 N Kingsbury St
< \$15,000	74,210	303,740	696,535
\$15,000 - \$24,999	11.3%	15.5%	16.8%
\$25,000 - \$34,999	6.1%	8.5%	9.9%
\$35,000 - \$49,999	5.7%	8.1%	9.5%
\$50,000 - \$74,999	9.2%	11.7%	13.3%
\$75,000 - \$99,999	16.9%	17.2%	18.3%
\$100,000 - \$149,999	12.8%	11.4%	11.1%
\$150,000 - \$199,999	14.0%	11.8%	10.7%
\$200,000+	9.3%	6.4%	4.7%
Average Household Income	14.8%	9.4%	5.7%
	\$121,414	\$93,688	\$76,165

2012 Households by Income

Household Income Base	500 N Kingsbury St	500 N Kingsbury St	500 N Kingsbury St
< \$15,000	78,111	310,375	701,919
\$15,000 - \$24,999	9.7%	13.6%	14.7%
\$25,000 - \$34,999	5.3%	7.3%	8.5%
\$35,000 - \$49,999	4.8%	6.7%	7.9%
\$50,000 - \$74,999	6.5%	9.4%	11.3%
\$75,000 - \$99,999	14.4%	15.7%	17.2%
\$100,000 - \$149,999	11.3%	11.0%	11.4%
\$150,000 - \$199,999	17.2%	15.5%	14.5%
\$200,000+	8.8%	6.4%	5.3%
Average Household Income	22.0%	14.4%	9.3%
	\$158,428	\$120,625	\$96,086

2000 Owner Occupied HUs by Value

Total	500 N Kingsbury St	500 N Kingsbury St	500 N Kingsbury St
<\$50,000	26,037	96,970	244,967
\$50,000 - 99,999	0.8%	1.8%	2.6%
\$100,000 - 149,999	6.0%	9.3%	15.1%
\$150,000 - 199,999	13.0%	15.1%	21.7%
\$200,000 - \$299,999	19.8%	18.5%	21.9%
\$300,000 - 499,999	23.8%	22.7%	19.4%
\$500,000 - 999,999	20.3%	19.3%	12.3%
\$1,000,000+	11.8%	10.3%	5.4%
Average Home Value	4.5%	3.0%	1.5%
	\$329,993	\$299,104	\$229,605

2000 Specified Renter Occupied HUs by Contract Rent

Total	500 N Kingsbury St	500 N Kingsbury St	500 N Kingsbury St
With Cash Rent	39,194	190,439	437,132
No Cash Rent	98.6%	98.3%	98.2%
Median Rent	1.4%	1.7%	1.8%
Average Rent	\$882	\$631	\$549
	\$923	\$708	\$607

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 HUs 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. forecasts for 2007 and 2012.



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2000 Population by Age

Total	115,766	646,982	1,797,269
0 - 4	4.2%	6.4%	7.6%
5 - 9	3.5%	6.0%	7.5%
10 - 14	3.0%	5.3%	6.6%
15 - 19	3.7%	5.8%	6.8%
20 - 24	9.0%	9.9%	9.1%
25 - 34	28.6%	25.3%	20.9%
35 - 44	17.1%	15.2%	15.1%
45 - 54	12.8%	10.6%	10.8%
55 - 64	8.9%	6.8%	6.8%
65 - 74	5.3%	4.6%	4.7%
75 - 84	3.0%	2.9%	3.0%
85+	1.0%	1.1%	1.1%
18+	87.5%	79.1%	74.5%

2007 Population by Age

Total	132,930	677,666	1,834,725
0 - 4	4.3%	6.5%	7.8%
5 - 9	3.3%	5.5%	6.7%
10 - 14	3.2%	5.6%	7.1%
15 - 19	4.0%	6.1%	6.9%
20 - 24	6.6%	7.6%	7.7%
25 - 34	26.7%	24.3%	20.3%
35 - 44	18.4%	16.5%	15.2%
45 - 54	12.6%	11.4%	11.8%
55 - 64	10.9%	8.2%	7.9%
65 - 74	5.8%	4.5%	4.6%
75 - 84	3.0%	2.7%	2.8%
85+	1.1%	1.2%	1.2%
18+	87.3%	79.1%	74.5%

2012 Population by Age

Total	140,294	690,772	1,847,434
0 - 4	4.4%	6.6%	7.9%
5 - 9	3.3%	5.5%	6.7%
10 - 14	3.0%	4.8%	6.0%
15 - 19	3.8%	5.9%	7.0%
20 - 24	8.5%	9.6%	9.1%
25 - 34	21.6%	20.0%	17.8%
35 - 44	18.9%	17.0%	15.1%
45 - 54	13.7%	12.3%	12.2%
55 - 64	11.3%	9.2%	9.2%
65 - 74	6.6%	5.0%	4.8%
75 - 84	3.5%	2.9%	2.8%
85+	1.3%	1.3%	1.4%
18+	87.6%	79.9%	75.4%

2000 Population by Sex

Males	49.5%	49.4%	49.5%
Females	50.5%	50.6%	50.5%

2007 Population by Sex

Males	49.8%	49.6%	49.6%
Females	50.2%	50.4%	50.4%

2012 Population by Sex

Males	49.9%	49.8%	49.7%
Females	50.1%	50.2%	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. forecasts for 2007 and 2012.



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2000 Population by Race/Ethnicity

Total	115,764	646,985	1,797,269
White Alone	67.2%	53.2%	45.8%
Black Alone	18.0%	22.1%	27.8%
American Indian Alone	0.2%	0.4%	0.4%
Asian or Pacific Islander Alone	6.1%	6.1%	5.2%
Some Other Race Alone	6.0%	15.3%	17.6%
Two or More Races	2.3%	3.0%	3.2%
Hispanic Origin	13.5%	27.9%	32.6%
Diversity Index	62.5	80.0	83.8

2007 Population by Race/Ethnicity

Total	132,933	677,664	1,834,727
White Alone	62.1%	49.0%	42.3%
Black Alone	20.1%	23.2%	28.1%
American Indian Alone	0.2%	0.4%	0.4%
Asian or Pacific Islander Alone	7.7%	6.9%	5.8%
Some Other Race Alone	7.1%	17.2%	19.9%
Two or More Races	2.8%	3.3%	3.5%
Hispanic Origin	16.7%	31.6%	36.8%
Diversity Index	68.8	83.1	86.0

2012 Population by Race/Ethnicity

Total	140,296	690,771	1,847,435
White Alone	58.0%	46.2%	40.1%
Black Alone	21.7%	23.8%	28.1%
American Indian Alone	0.2%	0.4%	0.4%
Asian or Pacific Islander Alone	9.1%	7.6%	6.3%
Some Other Race Alone	7.9%	18.5%	21.4%
Two or More Races	3.1%	3.5%	3.7%
Hispanic Origin	18.8%	34.2%	39.7%
Diversity Index	72.7	84.8	87.3



2000 Population 3+ by School Enrollment

Total	112,729	620,847	1,713,966
Enrolled in Nursery/Preschool	1.1%	1.6%	1.8%
Enrolled in Kindergarten	0.7%	1.3%	1.7%
Enrolled in Grade 1-8	5.6%	9.7%	12.1%
Enrolled in Grade 9-12	2.5%	4.4%	5.5%
Enrolled in College	7.1%	6.6%	5.7%
Enrolled in Grad/Prof School	5.7%	3.7%	2.4%
Not Enrolled in School	77.4%	72.6%	70.8%

2000 Population 25+ by Educational Attainment

Total	88,795	431,334	1,125,250
Less than 9th Grade	4.6%	11.4%	14.3%
9th - 12th Grade, No Diploma	6.7%	12.4%	15.6%
High School Graduate	9.9%	15.0%	20.2%
Some College, No Degree	15.0%	14.3%	16.0%
Associate Degree	3.4%	3.6%	4.0%
Bachelor's Degree	32.0%	25.2%	17.8%
Master's/Prof/Doctorate Degree	28.3%	18.2%	12.0%

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. forecasts for 2007 and 2012.



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2000 Population 15+ by Sex and Marital Status

	500 N Kingsbury St	500 N Kingsbury St	500 N Kingsbury St
Total	103,408	532,649	1,409,422
Females	50.7%	51.2%	51.1%
Never Married	23.9%	23.3%	20.8%
Married, not Separated	16.8%	17.2%	18.8%
Married, Separated	1.2%	1.5%	1.8%
Widowed	3.4%	4.3%	4.8%
Divorced	5.5%	4.9%	4.8%
Males	49.3%	48.8%	48.9%
Never Married	23.9%	24.2%	22.8%
Married, not Separated	18.9%	18.5%	20.0%
Married, Separated	1.2%	1.3%	1.4%
Widowed	0.8%	1.1%	1.2%
Divorced	4.5%	3.8%	3.6%



2000 Population 16+ by Employment Status

	500 N Kingsbury St	500 N Kingsbury St	500 N Kingsbury St
Total	102,755	526,088	1,386,551
In Labor Force	73.6%	67.5%	62.8%
Civilian Employed	68.8%	61.7%	56.8%
Civilian Unemployed	4.7%	5.8%	6.0%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	26.4%	32.5%	37.2%

2007 Civilian Population 16+ in Labor Force

	500 N Kingsbury St	500 N Kingsbury St	500 N Kingsbury St
Civilian Employed	93.4%	91.8%	90.1%
Civilian Unemployed	6.6%	8.2%	9.9%

2012 Civilian Population 16+ in Labor Force

	500 N Kingsbury St	500 N Kingsbury St	500 N Kingsbury St
Civilian Employed	93.8%	92.5%	91.0%
Civilian Unemployed	6.2%	7.5%	9.0%

2000 Females 16+ by Employment Status and Age of Children

	500 N Kingsbury St	500 N Kingsbury St	500 N Kingsbury St
Total	52,109	269,496	708,209
Own Children < 6 Only	4.6%	6.8%	7.6%
Employed/in Armed Forces	2.6%	3.4%	3.6%
Unemployed	0.2%	0.4%	0.6%
Not in Labor Force	1.8%	3.0%	3.4%
Own Children < 6 and 6-17 Only	2.7%	4.7%	6.6%
Employed/in Armed Forces	1.1%	2.0%	2.9%
Unemployed	0.3%	0.5%	0.6%
Not in Labor Force	1.3%	2.1%	3.1%
Own Children 6-17 Only	6.3%	10.7%	13.6%
Employed/in Armed Forces	3.7%	5.9%	7.8%
Unemployed	0.5%	0.8%	0.9%
Not in Labor Force	2.1%	4.0%	4.9%
No Own Children < 18	86.4%	77.9%	72.2%
Employed/in Armed Forces	57.0%	45.6%	37.5%
Unemployed	2.8%	3.5%	3.4%
Not in Labor Force	26.7%	28.8%	31.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. forecasts for 2007.



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2007 Employed Population 16+ by Industry

Total	80,570	343,117	809,634
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	3.0%	4.0%	5.2%
Manufacturing	6.0%	8.1%	10.7%
Wholesale Trade	3.0%	2.9%	3.0%
Retail Trade	6.1%	7.1%	7.9%
Transportation/Utilities	3.2%	4.0%	4.9%
Information	4.1%	3.5%	2.9%
Finance/Insurance/Real Estate	16.7%	13.5%	10.8%
Services	54.6%	53.9%	51.3%
Public Administration	3.2%	3.0%	3.2%

2007 Employed Population 16+ by Occupation

Total	80,567	343,118	809,630
White Collar	81.4%	72.1%	61.6%
Management/Business/Financial	27.3%	21.1%	15.4%
Professional	31.4%	27.2%	22.2%
Sales	13.6%	12.8%	11.0%
Administrative Support	9.2%	11.1%	13.0%
Services	11.0%	14.1%	17.5%
Blue Collar	7.6%	13.8%	20.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.9%	3.2%	4.5%
Installation/Maintenance/Repair	0.9%	1.7%	2.8%
Production	2.2%	4.6%	7.1%
Transportation/Material Moving	2.5%	4.2%	6.4%



2000 Workers 16+ by Means of Transportation to Work

Total	69,580	318,908	770,165
Drove Alone - Car, Truck, or Van	31.3%	39.4%	45.4%
Carpooled - Car, Truck, or Van	7.7%	12.2%	14.7%
Public Transportation	31.1%	32.8%	28.6%
Walked	23.9%	10.4%	7.2%
Other Means	1.4%	1.8%	1.5%
Worked at Home	4.6%	3.4%	2.6%

2000 Workers 16+ by Travel Time to Work

Total	69,580	318,907	770,164
Did Not Work at Home	95.4%	96.6%	97.4%
Less than 5 minutes	1.9%	1.6%	1.3%
5 to 9 minutes	8.8%	5.5%	4.5%
10 to 19 minutes	32.9%	22.5%	18.8%
20 to 24 minutes	15.4%	14.1%	12.6%
25 to 34 minutes	16.3%	23.1%	24.0%
35 to 44 minutes	5.1%	8.0%	9.1%
45 to 59 minutes	6.8%	10.7%	13.7%
60 to 89 minutes	5.6%	8.2%	9.8%
90 or more minutes	2.6%	3.0%	3.5%
Worked at Home	4.6%	3.4%	2.6%
Average Travel Time to Work (in min)	25.6	30.7	33.4

2000 Households by Vehicles Available

Total	65,270	287,607	682,580
None	39.4%	34.4%	31.9%
1	49.4%	47.1%	44.4%
2	9.7%	15.4%	18.7%
3	1.1%	2.3%	3.7%
4	0.2%	0.4%	0.8%
5+	0.3%	0.3%	0.5%
Average Number of Vehicles Available	0.7	0.9	1.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. forecasts for 2007 and 2012.



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2000 Households by Type

Total	65,336	287,637	682,413
Family Households	32.7%	43.8%	54.4%
Married-couple Family	23.8%	27.3%	32.6%
With Related Children	6.0%	12.2%	17.4%
Other Family (No Spouse)	8.9%	16.4%	21.8%
With Related Children	5.4%	10.4%	14.0%
Nonfamily Households	67.3%	56.2%	45.6%
Householder Living Alone	57.7%	44.3%	36.0%
Householder Not Living Alone	9.6%	11.9%	9.6%
Households with Related Children	11.4%	22.6%	31.4%
Households with Persons 65+	13.3%	15.2%	18.1%

2000 Households by Size

Total	65,337	287,638	682,413
1 Person Household	57.7%	44.3%	36.0%
2 Person Household	28.9%	27.8%	25.9%
3 Person Household	6.5%	11.3%	13.5%
4 Person Household	3.5%	7.6%	10.5%
5 Person Household	1.8%	4.6%	6.8%
6 Person Household	0.9%	2.2%	3.5%
7+ Person Household	0.8%	2.2%	3.7%

2000 Households by Year Householder Moved In

Total	65,271	287,610	682,580
Moved in 1999 to March 2000	32.9%	28.8%	25.0%
Moved in 1995 to 1998	36.5%	35.3%	33.7%
Moved in 1990 to 1994	12.9%	13.7%	14.7%
Moved in 1980 to 1989	10.0%	11.0%	12.4%
Moved in 1970 to 1979	5.0%	5.9%	7.0%
Moved in 1969 or Earlier	2.6%	5.3%	7.2%
Median Year Householder Moved In	1997	1997	1996



2000 Housing Units by Units in Structure

Total	73,740	319,071	747,309
1, Detached	2.1%	7.2%	13.6%
1, Attached	3.2%	4.3%	3.2%
2	3.9%	14.5%	20.0%
3 or 4	6.8%	16.7%	16.6%
5 to 9	5.9%	10.4%	11.0%
10 to 19	2.8%	4.5%	6.0%
20+	75.3%	42.4%	29.4%
Mobile Home	0.0%	0.1%	0.1%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

Total	73,605	318,953	747,320
1999 to March 2000	3.1%	1.8%	1.1%
1995 to 1998	5.5%	3.8%	2.4%
1990 to 1994	6.4%	3.6%	2.2%
1980 to 1989	16.0%	7.3%	4.7%
1970 to 1979	15.8%	10.7%	8.7%
1969 or Earlier	53.3%	72.7%	80.9%
Median Year Structure Built	1968	1951	1945

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



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Chicago, IL 60610

Drivetime: 12 minutes

Top 3 Tapestry Segments

1.	Metro Renters	Metro Renters	Metro Renters
2.	Laptops and Lattes	Laptops and Lattes	International Marketpl
3.	Trendsetters	International Marketpl	Trendsetters

 **2007 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 \$	\$336,544,345	\$1,069,106,937	\$1,986,993,717
Average Spent	\$4,534.54	\$3,519.20	\$2,852.44
Spending Potential Index	165	128	104
Computers & Accessories: Total \$	\$33,256,080	\$104,257,902	\$191,679,225
Average Spent	\$448.09	\$343.19	\$275.17
Spending Potential Index	180	138	110
Education: Total \$	\$166,734,084	\$523,756,072	\$966,620,625
Average Spent	\$2,246.55	\$1,724.06	\$1,387.64
Spending Potential Index	175	134	108
Entertainment/Recreation: Total \$	\$405,714,672	\$1,275,446,544	\$2,378,578,504
Average Spent	\$5,466.53	\$4,198.41	\$3,414.58
Spending Potential Index	159	122	100
Food at Home: Total \$	\$634,415,857	\$2,052,921,829	\$3,865,442,613
Average Spent	\$8,548.01	\$6,757.63	\$5,549.05
Spending Potential Index	170	134	110
Food Away from Home: Total \$	\$446,726,651	\$1,412,525,544	\$2,616,191,647
Average Spent	\$6,019.11	\$4,649.63	\$3,755.69
Spending Potential Index	178	137	111
Health Care: Total \$	\$409,289,235	\$1,297,965,491	\$2,453,230,989
Average Spent	\$5,514.69	\$4,272.53	\$3,521.75
Spending Potential Index	141	109	90
HH Furnishings & Equipment: Total \$	\$258,060,937	\$809,789,554	\$1,512,932,864
Average Spent	\$3,477.07	\$2,665.60	\$2,171.90
Spending Potential Index	154	118	96
Investments: Total \$	\$157,875,241	\$485,245,088	\$920,435,215
Average Spent	\$2,127.18	\$1,597.29	\$1,321.33
Spending Potential Index	143	107	89
Retail Goods: Total \$	\$3,101,435,536	\$9,860,086,851	\$18,477,613,300
Average Spent	\$41,788.19	\$32,456.60	\$26,525.62
Spending Potential Index	158	122	100
Shelter: Total \$	\$2,047,131,731	\$6,497,410,404	\$12,093,324,273
Average Spent	\$27,582.69	\$21,387.62	\$17,360.62
Spending Potential Index	184	142	116
TV/Video/Sound Equipment: Total \$	\$148,983,549	\$471,577,206	\$876,217,491
Average Spent	\$2,007.38	\$1,552.30	\$1,257.86
Spending Potential Index	173	133	108
Travel: Total \$	\$222,418,472	\$697,313,625	\$1,301,387,497
Average Spent	\$2,996.83	\$2,295.36	\$1,868.21
Spending Potential Index	162	124	101
Vehicle Maintenance & Repairs: Total \$	\$130,510,889	\$414,242,075	\$773,825,085
Average Spent	\$1,758.48	\$1,363.57	\$1,110.87
Spending Potential Index	165	128	104

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. forecasts for 2007 and 2012.