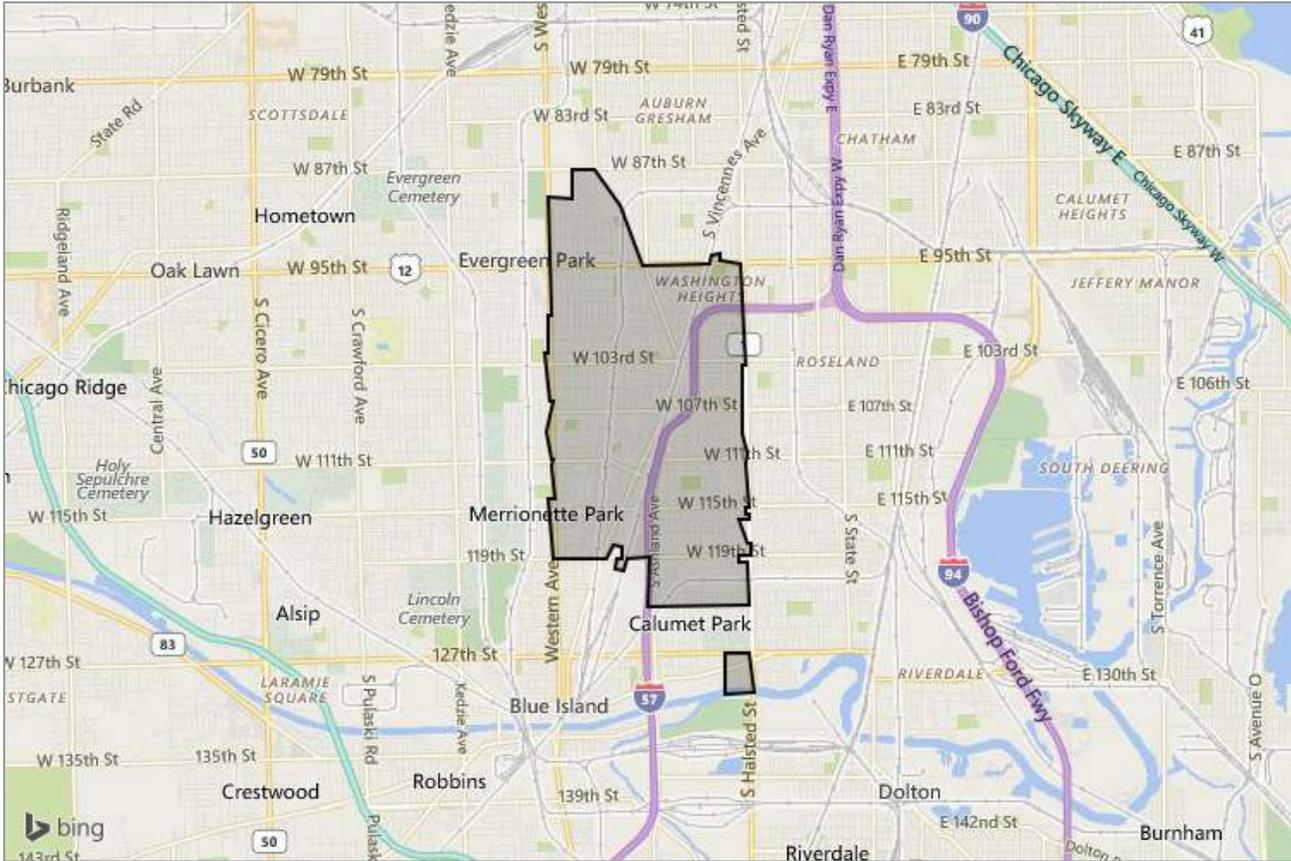


COMMERCIAL TRADE AREA REPORT

# Chicago, IL 60643

Prepared for BAPA 60643, 60620, 60655



Presented by

**Brian Bernardoni**

Work: (312) 731-1407

[bbernardoni@chicagorealtor.com](mailto:bbernardoni@chicagorealtor.com)  
[www.chicagorealtor.com](http://www.chicagorealtor.com)Chicago Association of REALTORS  
Chicago, IL 60604

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## Criteria Used for Analysis

Income:  
**Median Household Income**  
**\$56,660**

Age:  
**Median Age**  
**42.5**

Population Stats:  
**Total Population**  
**49,987**

Segmentation:  
**1st Dominant Segment**  
**Family Foundations**

## Consumer Segmentation

### Life Mode

What are the people like that live in this area?

### Hometown

Growing up and staying close to home; single householders

### Urbanization

Where do people like this usually live?

### Urban Periphery

City life for starting families with single-family homes

## Top Tapestry Segments

	Family Foundations	Savvy Suburbanites	Pleasantville	Modest Income Homes	City Strivers
<b>% of Households</b>	10,189 (56.4%)	2,490 (13.8%)	1,621 (9.0%)	888 (4.9%)	856 (4.7%)
<b>% of Chicago</b>	76,823 (7.2%)	4,736 (0.4%)	37,263 (3.5%)	48,606 (4.5%)	68,033 (6.3%)
<b>Lifestyle Group</b>	Hometown	Affluent Estates	Upscale Avenues	Hometown	Midtown Singles
<b>Urbanization Group</b>	Urban Periphery	Suburban Periphery	Suburban Periphery	Urban Periphery	Principal Urban Centers
<b>Residence Type</b>	Single Family	Single Family	Single Family	Single Family	High-Density Apartments
<b>Household Type</b>	Singles	Married Couples	Married Couples	Singles	Singles
<b>Average Household Size</b>	2.7	2.83	2.86	2.56	2.75
<b>Median Age</b>	38.8	44.1	41.9	36.1	34.4
<b>Diversity Index</b>	43	33.2	58.1	33.3	62
<b>Median Household Income</b>	\$40,000	\$104,000	\$85,000	\$22,000	\$41,000
<b>Median Net Worth</b>	\$53,000	\$502,000	\$285,000	\$13,000	\$15,000
<b>Median Home Value</b>	\$112,000	\$311,000	\$31,200	—	—
<b>Homeownership</b>	67 %	91 %	83.6 %	46.3 %	32.6 %
<b>Average Monthly Rent</b>	—	—	—	\$720	\$1,070
<b>Employment</b>	Services, Professional or Administration	Professional or Management	Professional or Management	Services or Administration	Services, Professional or Administration
<b>Education</b>	High School Graduate	College Degree	Some College or College Degree	High School Graduate	High School Graduate
<b>Preferred Activities</b>	Shop at T.J. Maxx, Sam's Club. Go online for games, entertainment.	Enjoy good food, wine. DIY gardening, home remodeling.	Enjoy outdoor gardening. Go to the beach, theme parks, museums.	Shop at low-cost retailers, warehouse clubs. Play basketball.	Buy branded clothing. Shop at discount retailers, warehouse clubs.
<b>Financial</b>	Draw Social Security	Carry first, second mortgages	Invest conservatively	Pay bills in person	Own savings account
<b>Media</b>	Subscribe to premium cable TV	Shop, bank online	Have bundled services (TV/Internet/phone)	Watch BET; listen to gospel, R&B radio	Watch movies on premium TV channels
<b>Vehicle</b>	Drive 1-2 vehicles	Prefer late-model SUVs, minivans, station wagons	Own/Lease imported SUV	Take public transportation	Take public transportation

## About this segment

# Family Foundations

This is the

# #1

dominant segment for this area

In this area

# 56.4%

of households fall into this segment

In the United States

# 1.1%

of households fall into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Family and faith are the cornerstones of life in the Family Foundations communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

### Our Neighborhood

- Family Foundations residents are a mix of married couples, single parents, grandparents and children, young and adult.
- Average household size is slightly higher at 2.70.
- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.
- Two-thirds are homeowners living in single family houses built before 1970.
- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

### Socioeconomic Traits

- More than half have attended college or obtained a degree; one-third have only finished high school.
- Unemployment rate is high at 15%; labor force participation rate is slightly lower at 60% as workers begin to retire.
- Over one-third of households currently receive Social Security benefits; more than a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance is important.

### Market Profile

- Baby and children's products are the primary purchases made by Family Foundations residents.
- They shop at discount stores, such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club.
- Many have no financial investments or retirement savings.
- Magazines, particularly focusing on health and children, are popular.
- They enjoy listening to urban format radio.
- One of their favorite entertainment sources is television: subscribe to premium cable channels and own 3-4 TVs.
- They're connected, but use the Internet primarily for entertainment, chat rooms and online gaming.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2014. Update Frequency: Annually.

About this segment

# Savvy Suburbanites

This is the

**#2**

dominant segment for this area

In this area

**13.8%**

of households fall into this segment

In the United States

**3.0%**

of households fall into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Savvy Suburbanites residents are well educated, well read and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

### Our Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.83.
- 91% owner occupied; 71% mortgaged.
- Primarily single-family homes, with a median value of \$311,000.
- Low vacancy rate at 4.5%.

### Socioeconomic Traits

- Education: 48.1% college graduates; 76.1% with some college education.
- Low unemployment at 5.8%; higher labor force participation rate at 68.5% with proportionately more two-worker households at 65.4%.
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

### Market Profile

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2014. Update Frequency: Annually.

## About this segment Pleasantville

This is the  
**#3**  
dominant segment  
for this area

In this area  
**9.0%**  
of households fall  
into this segment

In the United States  
**2.2%**  
of households fall  
into this segment

### An overview of who makes up this segment across the United States

#### Who We Are

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

#### Our Neighborhood

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states.
- Most homes owned (and mortgaged).
- Households composed of older married-couple families, more without children under 18, but many with children over 18 years.
- Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969.
- One of the lowest percentages of vacant housing units at 4.7%.
- Suburban households with 1 or 2 vehicles and a longer travel time to work.

#### Socioeconomic Traits

- Education: 64% college educated, 34% with a bachelor's degree or higher.
- Low unemployment at 7.8%; higher labor force participation rate at 67%; higher proportion of HHs with 2 or more workers.
- Many professionals in finance, information/technology or management.
- Median household income denotes affluence, with income primarily from salaries, but also from investments or Social Security and retirement income.
- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.
- Use all types of media equally (newspapers, magazines, radio, Internet, TV).

#### Market Profile

- Prefer imported SUVs, serviced by a gas station or car dealer.
- Invest in conservative securities and contribute to charities.
- Work on home improvement and remodeling projects, but also hire contractors.
- Have bundled services (TV/Internet/phone).
- Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases and track investments.
- Subscribe to premium channels (HBO, Showtime or Starz) and use video-on-demand to watch TV shows and movies.
- Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums and attending rock concerts.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2014. Update Frequency: Annually.

About this segment

# Modest Income Homes

This is the

**#4**

dominant segment for this area

In this area

**4.9%**

of households fall into this segment

In the United States

**1.4%**

of households fall into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Families in this urban segment may be non-traditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multi-generational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low. Public transportation is available, and Medicaid can assist families in need.

### Our Neighborhood

- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the U.S. average.
- Most households have no vehicle or one car, with a high dependence on public transportation.

### Socioeconomic Traits

- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is only 50%, with unemployment at more than double the U.S. rate.
- Income is less than half of the U.S. median income; one in three households are in poverty, dependent on Social Security, public assistance and Supplemental Security Income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.

### Market Profile

- To make ends meet, consumers shop at warehouse clubs and low-cost retailers.
- Unlikely to own a credit card, they pay their bills in person.
- This market supports multigenerational families; they are often primary caregivers for elderly family members. On average, Modest Income Homes residents have a higher reliance on Medicaid.
- For entertainment, they listen to gospel and R&B music and prefer to watch BET.
- The recreational activity of choice for residents is basketball.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2014. Update Frequency: Annually.

## About this segment

# City Strivers

This is the  
**#5**  
dominant segment  
for this area

In this area  
**4.7%**  
of households fall  
into this segment

In the United States  
**0.8%**  
of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

The high-density City Strivers neighborhoods are characterized by a relatively young, foreign-born population who have embraced the American lifestyle, yet retained their cultural integrity. To support their lifestyle, residents commute long distances to find work in the service or retail industry. Their hard-earned wages and salary income goes toward relatively high rents in older multiunit buildings, but they've chosen these neighborhoods to maintain ties to their culture. Single parents are often the recipients of Supplemental Security Income and public assistance, but their close-knit community provides the invaluable support needed while they work. City Strivers consumers are bold in their purchasing decisions; they seek out deals on branded clothing, sometimes indulge in restaurants and personal services, and splurge on their cable TV package.

### Our Neighborhood

- Densely populated neighborhoods located primarily in New York, Boston, Washington or Chicago.
- Primarily renters living in older, multi-unit structures built before 1950; smaller buildings with 2-4 units the most popular in this market; relatively high rental rates at more than \$1,000 monthly.
- A blend of family households, married couples and single parents with younger or adult children, as well as single-person households; average household size 2.75.
- Work outside their county of residence, with almost one-fourth commuting 60 or more minutes to work; average travel time to work of 37 minutes the highest of any segment; use of public transportation common.

### Socioeconomic Traits

- One in five households here are in poverty, but City Strivers residents rely more on wage and salary income. Almost half have some college education.
- Labor force participation is above average, but so is the unemployment rate.
- They work in health care, transportation, social services and protective services.
- Style and image are important to these consumers. Current trends are a strong influence on their shopping habits.
- They often make impulse purchases and try new brands and technologies, but do look for the approval of their friends.
- These sociable consumers exhibit boldness in their decisions and aren't afraid to share their opinion. They share strong cultural integrity.

### Market Profile

- City Strivers residents shop at discount retailers and warehouse clubs for the basics, but do occasionally treat themselves to a meal at Red Lobster, Applebee's or T.G.I. Friday's. They frequently try their luck with the lottery.
- These image-conscious consumers indulge in pedicures and manicures, and purchase tooth whiteners and dietary/weight loss supplements. They prefer to shop around for clearance deals on branded apparel at Marshalls or Old Navy, but sometimes shop at Abercrombie & Fitch.
- Once in a while, they do watch a movie at the theater, but prefer to catch movies on premium TV channels such as HBO, Starz and Showtime. They enjoy BET, MTV, CNN and Discovery Channel also. Listening to R&B, hip hop, gospel and reggae music on the radio complements their in-home entertainment.
- Bundled with their cable service, most residents have high-speed Internet access on their older desktops.
- To support their families and lifestyle, City Strivers consumers sometimes carry a credit card balance. More than a third of households maintain a savings account. They are just as comfortable banking online as in person.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2014. Update Frequency: Annually.

## Chicago, IL 60643: Population Comparison

### Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



### Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



### Population Change Since 2000

This chart shows the percentage change in area's population from 2000 to 2014, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



### Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



### Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

- 2014
- 2019 (Projected)



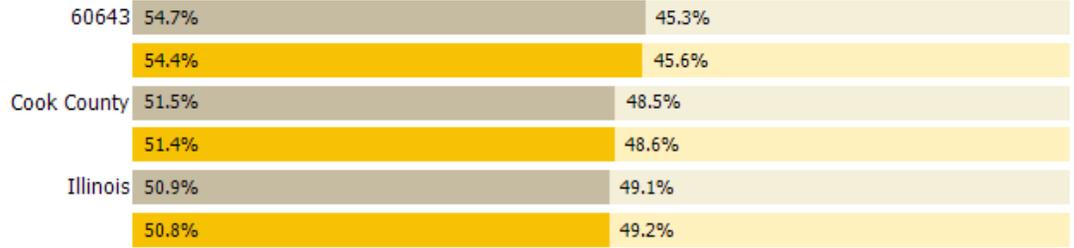
### Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

- Women 2014
- Men 2014
- Women 2019 (Projected)
- Men 2019 (Projected)



## Chicago, IL 60643: Age Comparison

### Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



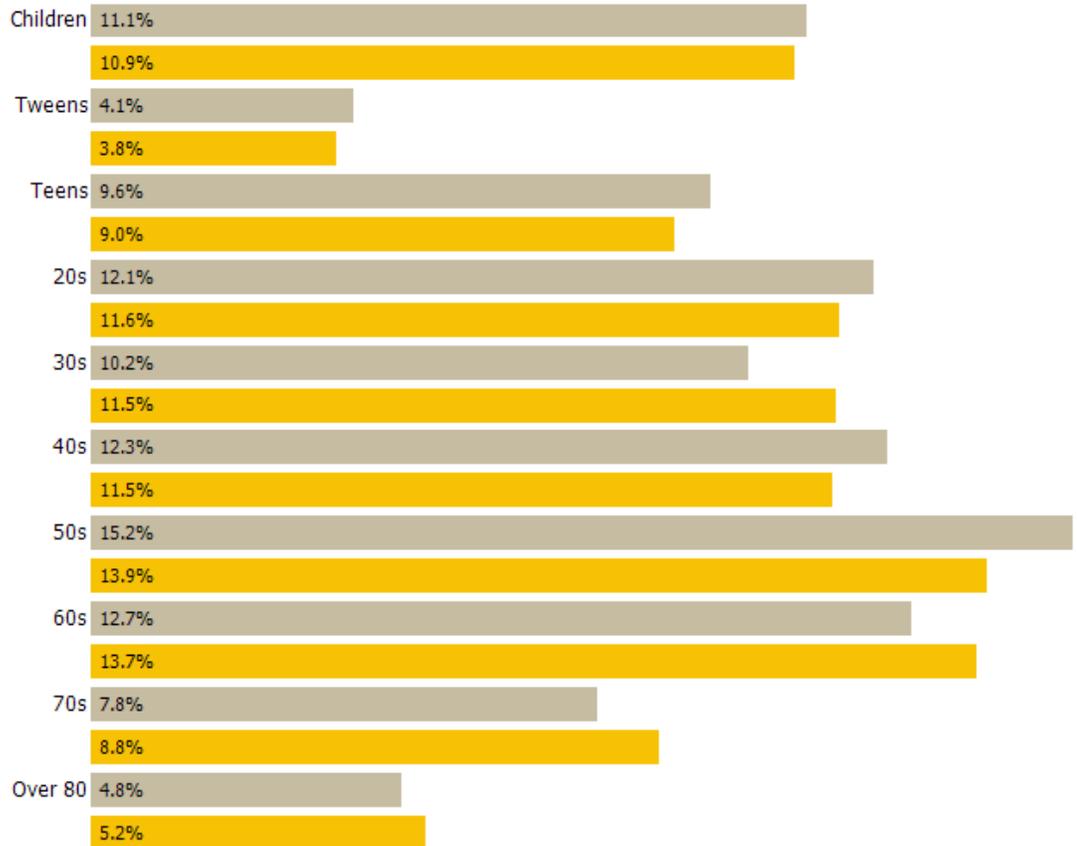
### Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



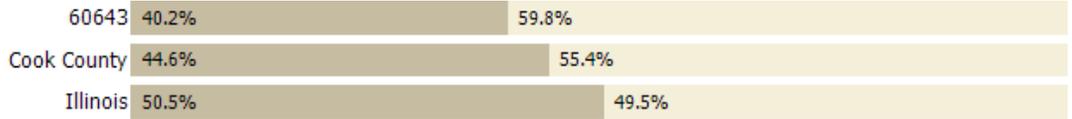
## Chicago, IL 60643: Marital Status Comparison

### Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



## Chicago, IL 60643: Economic Comparison

### Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



### Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



### Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



### Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



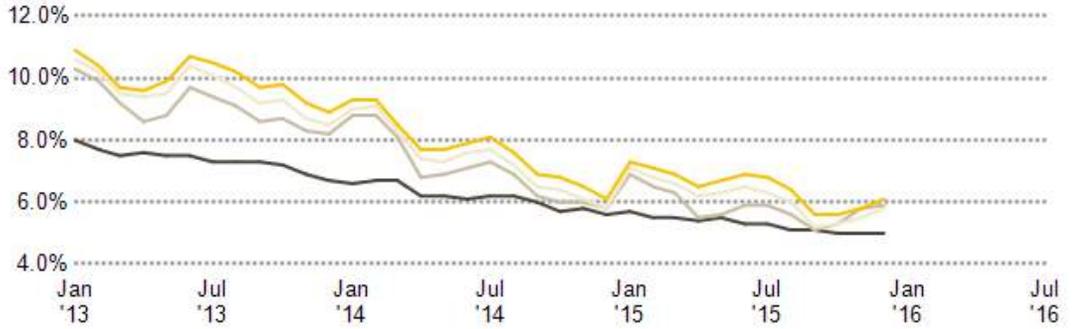
**Unemployment Rate**

This chart shows the unemployment trend in an area, compared with other geographies

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Chicago
- Cook County
- Illinois
- United States

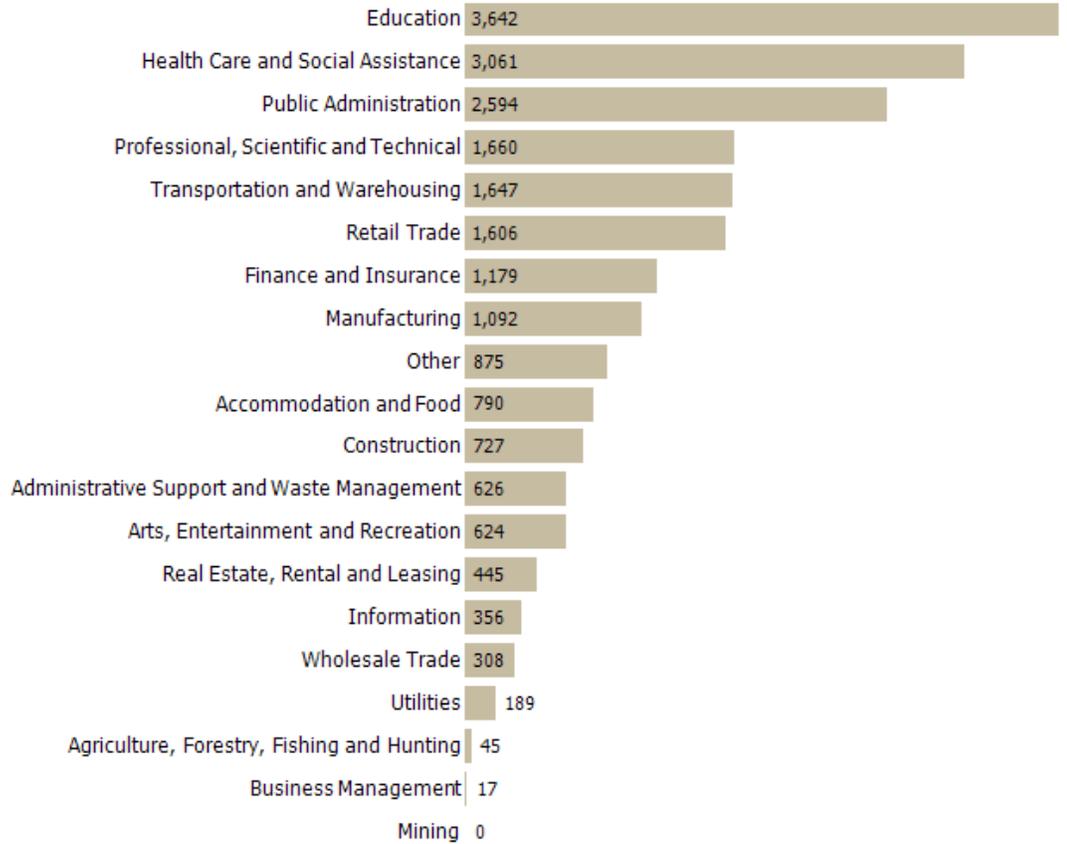


**Employment Count by Industry**

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2014

Update Frequency: Annually



## Chicago, IL 60643: Education Comparison

### Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



## Chicago, IL 60643: Home Value Comparison

### Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

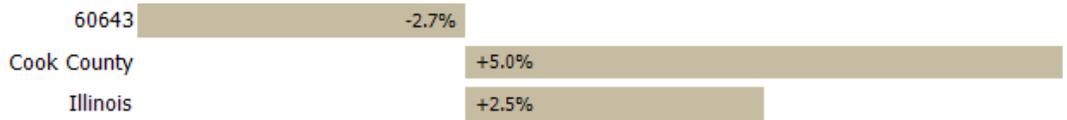


### 12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



### Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



### 12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



Best Businesses

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The orange business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2014

Update Frequency: Annually

