

## Key Demographics

	5 Minutes:	30 Minutes:	60 Minutes:	Sugar Grove
<b>Population 2004</b>				
Population	10,070	918,715	7,085,141	7,500
Households	3,443	322,183	2,566,044	2,400
Population Density	676	753.35	1,566.90	1,160
Total Population Median Age	37.3	33.84	34.8	36.4
<b>Household Income 2004</b>				
Median Household Income	\$82,051	\$72,322	\$56,953	\$77,777
Household Average Income	\$109,004	\$99,628	\$78,064	\$100,066
<b>Business Summary 2004</b>				
Total Employees	1,749	403,521	3,391,455	1,330
Total Establishments	198	34,184	269,842	137
<b>Consumer Expenditure 2004</b>				
Total Household Expenditure	\$231,573,742	\$20,247,669,879	\$141,069,071,870	\$150,642,959
Total Retail Expenditure	\$97,327,108	\$8,505,256,829	\$59,225,659,075	\$63,345,469
Full Service Restaurants	\$5,613,186	\$467,740,370	\$3,159,222,426	\$3,348,215
Limited Service Restaurants	\$5,701,513	\$475,055,145	\$3,207,934,351	\$3,400,652
Grocery Stores	\$22,429,030	\$1,876,532,167	\$12,729,075,388	\$13,399,826
<b>Housing Units 2004</b>				
% Owner Occupied Units	89%	74%	62%	85%

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## Detailed Demographics Updated

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
									1990 to 2000	2004 to 2009
<b>Population Demographics</b>										
Total Population	2,461		3,909		7,500		23,000		58.9%	306.7%
Population Density (Pop/Sq Mi)	380.6		604.7		1160.1		1,779.0		58.9%	153.3%
Total Households	806		1,272		2,400		7,241		57.7%	301.7%
<b>Population by Gender:</b>										
Male	1,219	49.5%	1,989	50.9%	3,833	51.1%	11,801	51.3%	63.2%	307.9%
Female	1,242	50.5%	1,920	49.1%	3,667	48.9%	11,199	48.7%	54.6%	305.4%
<b>Population by Race/Ethnicity</b>										
	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
									1990 to 2000	2004 to 2009
White	2,415	98.1%	3,704	94.8%	7,044	93.9%	21,401	93.0%	53.4%	303.8%
Black	12	0.5%	71	1.8%	155	2.0%	524	2.3%	511.5%	338.9%
American Indian or Alaska Native	4	0.0%	5	0.1%	11	0.1%	34	0.1%	53.5%	314.3%
Asian	12	0.5%	26	0.7%	57	0.7%	195	0.8%	111.9%	343.6%
Some Other Race	17	0.7%	61	1.6%	150	2.0%	565	2.5%	257.4%	376.7%
Two or More Races			41	1.1%	86	1.2%	285	1.2%		331.8%
Hispanic Ethnicity	48	2.0%	174	4.5%	486	6.5%	2,692	11.7%	262.60%	554.5%
Not Hispanic or Latino	2,413	98.1%	3,735	95.5%	4,580	93.5%	20,308	88.3%	54.8%	443.4%

## Population by Age

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2004 to 2009
0 to 4	177	7.2%	287	7.4%	547	7.3%	1,659	7.2%	62.4%	303.4%
5 to 14	399	16.2%	676	17.3%	1,251	16.7%	3,703	16.1%	69.3%	295.9%
15 to 19	179	7.3%	260	6.7%	492	6.5%	1,539	6.7%	45.4%	313.0%
20 to 24	132	5.3%	161	4.1%	343	4.6%	1,067	4.6%	22.5%	311.0%
25 to 34	364	14.8%	496	12.7%	942	12.6%	2,658	11.6%	36.0%	282.2%
35 to 44	440	17.9%	755	19.3%	1,351	18.0%	3,815	16.6%	71.6%	282.4%
45 to 54	400	16.2%	576	14.7%	1,115	14.9%	3,463	15.1%	44.0%	310.6%
55 to 64	198	8.0%	427	10.9%	954	12.7%	3,366	14.6%	116.1%	352.8%
65 to 74	109	4.4%	169	4.3%	325	4.3%	1,161	5.0%	55.8%	357.5%
75 to 84	54	2.2%	85	2.2%	149	2.0%	464	2.0%	56.0%	312.5%
85+	8	0.3%	17	0.4%	35	0.5%	109	0.5%	102.5%	308.2%

## Median Age:

Total Population	34.5	36	36.4	37.3
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## Households by Income

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2004 to 2009
\$0 - \$15,000	53	6.6%	61	4.8%	95	4.0%	255	3.5%	15.4%	268.1%
\$15,000 - \$24,999	55	6.8%	34	2.7%	66	2.7%	165	2.3%	-38.5%	250.2%
\$25,000 - \$34,999	69	8.6%	79	6.2%	119	5.0%	270	3.7%	13.1%	225.7%
\$35,000 - \$49,999	179	22.2%	164	12.9%	270	11.2%	719	9.9%	-8.3%	266.7%
\$50,000 - \$74,999	251	31.1%	344	27.0%	565	23.6%	1,254	17.3%	182.2%	221.9%
\$75,000 - \$99,999	101	12.5%	249	19.6%	548	22.8%	1,786	24.6%	147.4%	325.7%
\$100,000 - \$149,999	65	8.0%	197	15.5%	441	18.4%	1,681	23.2%	204.7%	381.1%
\$150,000 +	36	4.5%	144	11.3%	297	12.4%	1,112	15.3%	297.1%	374.3%
Average Hhld Income	\$62,070		\$92,651		\$100,066		\$109,961		49.3%	9.9%
Median Hhld Income	\$53,219		\$72,038		\$77,777		\$88,019		35.4%	13.2%
Per Capita Income	\$21,434		\$30,147		\$34,456		\$37,292		40.7%	8.2%

## Employment and Business

									Percent Change	
	1990 Census		2000 Census		2004 Estimate		2009 Projection		1990 to 2000	2004 to 2009
Age 16 + Population	1,841		2,883		5,587		17,283		56.7%	309.3%
In Labor Force	1,424	77.4%	2,121	73.6%	4,091	73.2%	12,588	72.8%	49.0%	307.7%
Employed	1,380	97.0%	2,039	96.1%	3,919	95.8%	12,026	95.5%	47.7%	306.9%
Unemployed	42	2.9%	79	3.7%	163.8758	4.0%	539	4.3%	88.3%	329.0%
In Armed Forces	1	0.0%	4	0.2%	7.65775	0.2%	22	0.2%	400.0%	293.4%
Not In Labor Force	417	22.6%	762	26.4%	1496.324	26.8%	4,695	27.2%	82.9%	313.8%
Number of Employees (Daytime Pop)					1,330					
Number of Establishments					137					
Emp in Blue Collar Occupations			597	29.3%						
Emp in White Collar Occupations			1,442	70.7%						

## Housing Units

									Percent Change	
	1990 Census		2000 Census		2004 Estimate		2009 Projection		1990 to 2000	2004 to 2009
Total Housing Units	839		1,304		2,457		7,413		55.3%	301.8%
Owner Occupied	654	77.9%	1,086	83.3%	2,092	85.2%	6,440	86.9%	66.0%	307.8%
Renter Occupied	152	18.1%	186	14.3%	308	12.6%	805	10.9%	22.1%	261.5%
Vacant	33	3.9%	32	2.4%	57	2.3%	168	2.3%	-3.9%	297.3%

## Vehicles Available

									Percent Change	
	1990 Census		2000 Census		2004 Estimate		2009 Projection		1990 to 2000	2004 to 2009
Vehicles Per Household	2.2		2.1		2.2		2.7		-3.9%	122.7%
0 Vehicles Available	13	1.5%	22	1.8%	44	1.9%	142	2.0%	78.4%	320.3%
1 Vehicle Available	130	15.6%	235	18.5%	436	18.2%	1,288	17.8%	80.6%	295.1%
2+ Vehicles Available	693	82.9%	1,015	79.8%	1,919	80.0%	5,811	80.2%	46.5%	302.8%

## Marital Status

									Percent Change	
	1990 Census		2000 Census		2004 Estimate		2009 Projection		1990 to 2000	2004 to 2009
Age 15+ Population	1,883		2,945		5,703		17,638		56.4%	309.3%
Married, Spouse Present	1,339	71.1%	1,909	64.8%	3,634	63.7%	10,843	61.5%	42.5%	298.3%
Married, Spouse Absent	12	0.6%	68	2.3%	156	2.8%	655	3.7%	489.7%	419.4%
Divorced	105	5.6%	262	8.9%	210	3.7%	655	3.7%	150.3%	312.3%
Widowed	70	3.7%	108	3.6%	510	9.0%	1,617	9.2%	53.6%	317.1%
Never Married	358	19.0%	598	20.3%	1,192	20.9%	3,868	21.9%	67.2%	324.6%

## Educational Attainment

									Percent Change	
	1990 Census		2000 Census		2004 Estimate		2009 Projection		1990 to 2000	2004 to 2009
Age 25+ Population	1,573		2,524		4,869		14,988		60.5%	307.8%
Grade K - 8	48	3.1%	28	1.1%	66	1.4%	251	1.7%	-42.3%	380.9%
Grade 9 - 12	121	7.7%	98	3.9%	213	4.4%	711	4.8%	-18.5%	334.2%
High School Graduate	521	33.1%	732	29.0%	1,429	29.4%	4,437	29.6%	40.5%	310.5%
Some College, No Degree	362	23.0%	625	24.8%	1,202	24.7%	3,650	24.4%	72.6%	303.6%
Associates Degree	113	7.2%	152	6.0%	291	6.0%	891	5.9%	34.2%	306.2%
Bachelor's Degree	243	15.4%	609	24.1%	1,155	23.7%	3,516	23.4%	150.8%	304.5%
Graduate Degree	164	10.5%	279	11.0%	513	10.5%	1,535	10.2%	69.4%	299.2%

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## Retail Sales Potential Updated

Index Base Average = 100	Index Base File: US	Index Base File: US			
<b>Current Year Annual</b>	<b>Aggregate Dollars</b>	<b>Aggregate Dollars</b>	<b>Average Dollars</b>	<b>Percent of Total</b>	<b>Index</b>
Appliances and Electronics Stores	\$704,403	\$1,078,828	\$449.43	1.40%	130
Art Dealers	\$2,734	\$4,187	\$1.74	0.01%	131
Auto Parts and Accessories	\$643,441	\$985,462	\$410.53	1.28%	128
Book Stores	\$318,720	\$488,136	\$203.35	0.63%	129
Camera and Photography Stores	\$73,438	\$112,474	\$46.86	0.15%	129
Childrens' and Infant's Clothing Stores	\$178,195	\$272,915	\$113.69	0.35%	129
Clothing Accessory Stores	\$36,027	\$55,177	\$22.99	0.07%	128
Computer Stores	\$395,866	\$606,289	\$252.57	0.79%	128
Convenience Stores	\$406,820	\$623,065	\$259.56	0.81%	130
Costmetics and Beauty Stores	\$47,077	\$72,101	\$30.04	0.09%	128
Department Stores	\$4,154,466	\$6,362,772	\$2,650.65	8.27%	130
Drinking Places	\$162,527	\$248,918	\$103.70	0.32%	129
Family Clothing Stores	\$911,246	\$1,395,619	\$581.40	1.81%	129
Fish and Seafood Markets	\$26,822	\$41,079	\$17.11	0.05%	129
Floor Covering Stores	\$143,268	\$219,422	\$91.41	0.29%	134
Florists	\$43,281	\$66,287	\$27.61	0.09%	133
Fruit and Vegetable Markets	\$52,898	\$81,016	\$33.75	0.11%	129
Fuel Dealers	\$271,844	\$416,343	\$173.44	0.54%	137
Full Service Restaurants	\$2,186,161	\$3,348,215	\$1,394.82	4.35%	129
Furniture Stores	\$789,822	\$1,209,652	\$503.93	1.57%	132
Gasoline Stations with Convenience Stores	\$3,553,927	\$5,443,017	\$2,267.49	7.07%	131
Gasoline Stations without Convenience Stores	\$1,575,374	\$2,412,764	\$1,005.13	3.14%	132
Gift and Souvenir Stores	\$100,544	\$153,988	\$64.15	0.20%	131
Grocery Stores	\$8,749,193	\$13,399,826	\$5,582.19	17.41%	130
Hardware Stores	\$332,725	\$509,585	\$212.29	0.66%	135
Hobby, Toy, and Game Stores	\$211,117	\$323,336	\$134.70	0.42%	133
Home Centers	\$857,855	\$1,313,848	\$547.33	1.71%	132
Hotels and Other Travel Accomodations	\$319,561	\$489,424	\$203.89	0.64%	129
Jewelry Stores	\$263,957	\$404,263	\$168.41	0.53%	127
Limited Service Restaurants	\$2,220,399	\$3,400,652	\$1,416.67	4.42%	129
Liquor Stores	\$309,283	\$473,682	\$197.33	0.62%	130
Luggage Stores	\$26,855	\$41,130	\$17.13	0.05%	132
Mail Order and Catalog Stores	\$1,193,739	\$1,828,271	\$761.63	2.38%	129
Meat Markets	\$112,284	\$171,969	\$71.64	0.22%	129
Men's Clothing Stores	\$195,098	\$298,802	\$124.48	0.39%	129
Mobile Home Dealers	\$1,049	\$1,607	\$0.67	0.00%	133
Motorcycle and Boat Dealers	\$371,010	\$568,220	\$236.71	0.74%	131
Musical Instrument Stores	\$81,523	\$124,857	\$52.01	0.16%	129
New Car Dealers	\$9,281,307	\$14,214,785	\$5,921.69	18.47%	129
Nursery and Garden Stores	\$206,482	\$316,237	\$131.74	0.41%	133
Office and Stationary Stores	\$93,644	\$143,420	\$59.75	0.19%	130
Optical Goods Stores	\$202,261	\$309,773	\$129.05	0.40%	127
Other Apparel Stores	\$142,801	\$218,707	\$91.11	0.28%	129
Other Building Materials Stores	\$849,884	\$1,301,640	\$542.25	1.69%	136

## Retail Sales Potential Updated

Index Base Average = 100	Index Base File: US	Index Base File: US			
<b>Current Year Annual</b>	<b>Aggregate Dollars</b>	<b>Aggregate Dollars</b>	<b>Average Dollars</b>	<b>Percent of Total</b>	<b>Index</b>
Other Direct Selling Establishments	\$232,850	\$356,621	\$148.56	0.46%	130
Other General Merchandise Stores	\$464,808	\$711,877	\$296.56	0.93%	131
Other Health and Personal Care Stores	\$98,440	\$150,766	\$62.81	0.20%	128
Other Home Furnishing Stores	\$201,948	\$309,293	\$128.85	0.40%	132
Other Miscellaneous Retail Stores	\$110,429	\$169,128	\$70.46	0.22%	132
Other Specialty Food Markets	\$83,140	\$127,333	\$53.05	0.17%	129
Outdoor Power Equipment Stores	\$26,278	\$40,246	\$16.77	0.05%	133
Paint and Wallpaper Stores	\$28,857	\$44,196	\$18.41	0.06%	133
Pet and Pet Supply Stores	\$134,828	\$206,496	\$86.02	0.27%	133
Pharmacy and Drug Stores	\$1,154,342	\$1,767,932	\$736.50	2.30%	128
RV Parks	\$4,546	\$6,962	\$2.90	0.01%	129
Record, Tape, and CD Stores	\$155,586	\$238,288	\$99.27	0.31%	129
Recreational Vehicle Dealers	\$14,768	\$22,618	\$9.42	0.03%	129
Rooming and Boarding Houses	\$2,263	\$3,466	\$1.44	0.00%	129
Sewing and Needlecraft Stores	\$29,142	\$44,632	\$18.59	0.06%	130
Shoe Stores	\$508,711	\$779,116	\$324.57	1.01%	128
Special Food Services and Catering	\$371,220	\$568,542	\$236.85	0.74%	129
Sporting Goods Stores	\$423,240	\$648,213	\$270.04	0.84%	132
Tire Dealers	\$297,888	\$456,230	\$190.06	0.59%	128
Used Merchandise Stores	\$87,234	\$133,603	\$55.66	0.17%	130
User Car Dealers	\$631,585	\$967,304	\$402.97	1.26%	129
Vending Machines	\$163,027	\$249,684	\$104.01	0.32%	129
Warehouse Superstores	\$1,681,506	\$2,575,310	\$1,072.84	3.35%	130
Women's Clothing Stores	\$534,705	\$818,927	\$341.15	1.06%	129
<b>Total Annual Retail</b>	<b>\$50,242,268</b>	<b>\$76,948,542</b>	<b>\$32,055.75</b>	<b>100%</b>	<b>130</b>

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## Revenue Calculation Detail

Paint Chip Category	Units/ Acre	FAR	Pop/ House	Jobs/ Acre	Value/ Condo	Net Rent	<i>Per Square Foot of Land</i>						
							Value	Property Tax	Sales	Municipal Sales Tax	Other Taxes	Total Annual Taxes	One Time Payment
Apartment/Condos	16		2.2		\$150,000		\$55.10	\$1.10				\$1.10	\$9.18
Large Strip Retail		0.26		14.3		\$16.00	\$46.22	\$0.92	\$162.00	\$1.62		\$2.54	
Multi-Screen Movie Theater		0.096		4.8		\$5.00	\$5.33	\$0.11	\$80.57	\$0.81	\$0.05	\$0.96	
Mixed Use		2		153.2		\$10.00	\$222.22	\$4.44				\$4.44	
Low Density Office Building		0.43		54.7		\$14.00	\$66.89	\$1.34				\$1.34	

Sources: Northeastern Illinois Planning Commission, *Paint the Town*; ULI, *Dollars and Cents of Shopping Centers*; BDI.

## Assumptions

Cap Rate	9%
Annual Property Tax as a % of Market Value	2%
Condo Value	\$150,000
Retail sales per square foot	\$270
Commercial space that provides sales tax	50%
Net Retail Rent	\$16.00
Net Office Rent	\$14.00
Net Entertainment use Rent	\$5.00