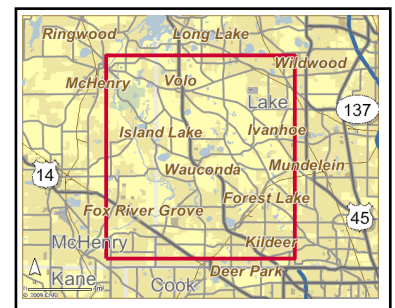
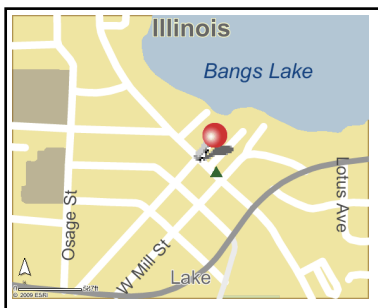


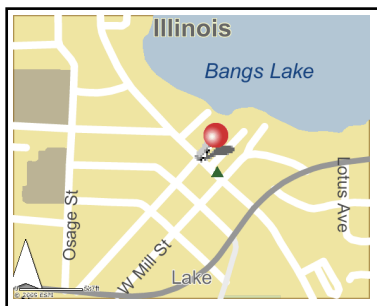
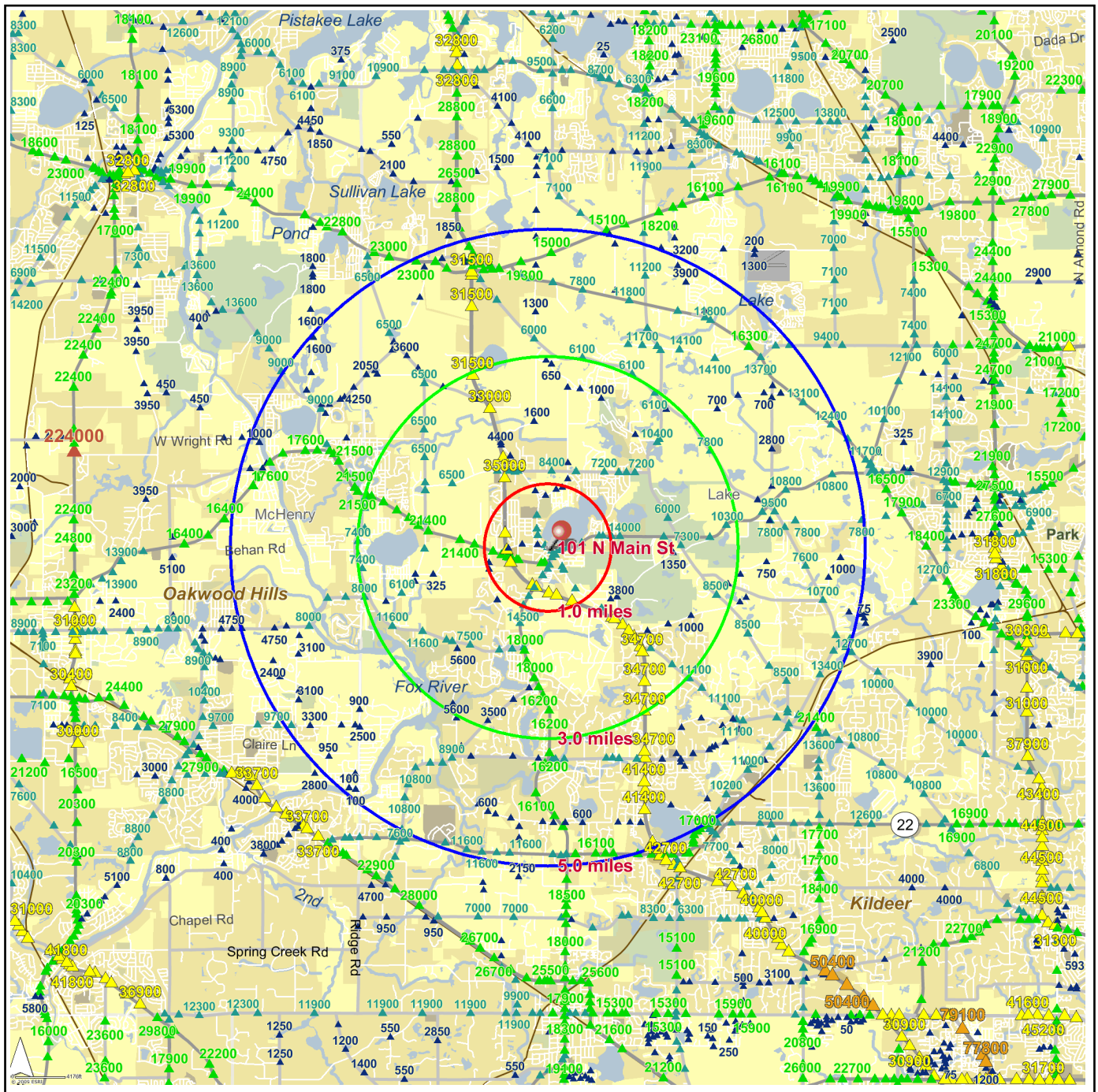
Wauconda ring study 3-13-09  
101 N Main St  
Wauconda, IL 60084

# Site Map

Prepared by Lake County Partners  
March 13, 2009

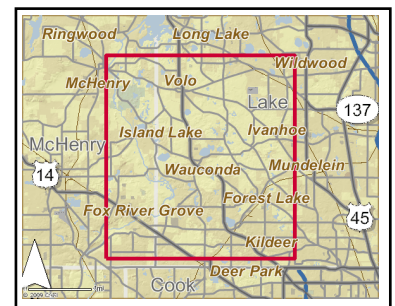
Latitude: 42.260164  
Longitude: -88.141346





**Average Daily Traffic Volume**

- ▲ More than 100,000 per day
- ▲ 50,001 - 100,000
- ▲ 30,001 - 50,000
- ▲ 15,001 - 30,000
- ▲ 6,001 - 15,000
- ▲ Up to 6,000 per day
- ▲ Interstate counts



Source: © 2008 MPSI Systems Inc. d.b.a. DataMetrix®



# Executive Summary

Prepared by Lake County Partners

Wauconda ring study 3-13-09  
Site Type: Radius

101 N Main St  
Wauconda, IL 60084  
Radius: 1.0 mile

101 N Main St  
Wauconda, IL 60084  
Radius: 3.0 mile

101 N Main St  
Wauconda, IL 60084  
Radius: 5.0 mile

## 2008 Population

	1.0 mile	3.0 mile	5.0 mile
Total Population	7,531	27,976	64,803
Male Population	50.3%	49.7%	49.9%
Female Population	49.7%	50.3%	50.1%
Median Age	39.6	41.5	40.0

## 2008 Income

	1.0 mile	3.0 mile	5.0 mile
Median HH Income	\$68,703	\$84,128	\$90,645
Per Capita Income	\$31,433	\$45,115	\$46,387
Average HH Income	\$80,299	\$122,734	\$132,544

## 2008 Households

	1.0 mile	3.0 mile	5.0 mile
Total Households	3,037	10,129	22,738
Average Household Size	2.45	2.74	2.84
1990-2000 Annual Rate	2.71%	2.97%	3.24%

## 2008 Housing

	1.0 mile	3.0 mile	5.0 mile
Owner Occupied Housing Units	73.4%	83.5%	87.0%
Renter Occupied Housing Units	19.1%	10.9%	8.2%
Vacant Housing Units	7.5%	5.5%	4.7%

## Population

	1.0 mile	3.0 mile	5.0 mile
1990 Population	5,734	17,824	38,035
2000 Population	7,183	23,116	51,434
2008 Population	7,531	27,976	64,803
2013 Population	8,964	33,229	74,786
1990-2000 Annual Rate	2.28%	2.63%	3.06%
2000-2008 Annual Rate	0.58%	2.34%	2.84%
2008-2013 Annual Rate	3.55%	3.5%	2.91%

In the identified market area, the current year population is 64,803. In 2000, the Census count in the market area was 51,434. The rate of change since 2000 was 2.84 percent annually. The five-year projection for the population in the market area is 74,786, representing a change of 2.91 percent annually from 2008 to 2013. Currently, the population is 49.9 percent male and 50.1 percent female.

## Households

	1.0 mile	3.0 mile	5.0 mile
1990 Households	2,199	6,401	13,354
2000 Households	2,874	8,579	18,370
2008 Households	3,037	10,129	22,738
2013 Households	3,587	11,959	26,094
1990-2000 Annual Rate	2.71%	2.97%	3.24%
2000-2008 Annual Rate	0.67%	2.03%	2.62%
2008-2013 Annual Rate	3.38%	3.38%	2.79%

The household count in this market area has changed from 18,370 in 2000 to 22,738 in the current year, a change of 2.62 percent annually. The five-year projection of households is 26,094, a change of 2.79 percent annually from the current year total. Average household size is currently 2.84, compared to 2.78 in the year 2000. The number of families in the current year is 17,193 in the market area.

## Housing

Currently, 87.0 percent of the 23,871 housing units in the market area are owner occupied; 8.2 percent, renter occupied; and 4.7 percent are vacant. In 2000, there were 19,116 housing units— 86.9 percent owner occupied, 9.3 percent renter occupied and 3.8 percent vacant. The rate of change in housing units since 2000 is 2.73 percent. Median home value in the market area is \$298,256, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 1.25 percent annually to \$317,349. From 2000 to the current year, median home value changed by 4.58 percent annually.



**Wauconda ring study 3-13-09**  
**Site Type: Radius**

**101 N Main St**  
**Wauconda, IL 60084**  
**Radius: 1.0 mile**

**101 N Main St**  
**Wauconda, IL 60084**  
**Radius: 3.0 mile**

**101 N Main St**  
**Wauconda, IL 60084**  
**Radius: 5.0 mile**

**Median Household Income**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
1990 Median HH Income	\$39,717	\$46,454	\$50,248
2000 Median HH Income	\$54,065	\$68,203	\$73,616
2008 Median HH Income	\$68,703	\$84,128	\$90,645
2013 Median HH Income	\$84,489	\$103,696	\$108,275
1990-2000 Annual Rate	3.13%	3.92%	3.89%
2000-2008 Annual Rate	2.95%	2.58%	2.55%
2008-2013 Annual Rate	4.22%	4.27%	3.62%

**Per Capita Income**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
1990 Per Capita Income	\$16,321	\$23,664	\$23,561
2000 Per Capita Income	\$25,001	\$36,723	\$36,698
2008 Per Capita Income	\$31,433	\$45,115	\$46,387
2013 Per Capita Income	\$38,912	\$55,851	\$57,935
1990-2000 Annual Rate	4.36%	4.49%	4.53%
2000-2008 Annual Rate	2.81%	2.53%	2.88%
2008-2013 Annual Rate	4.36%	4.36%	4.55%

**Average Household Income**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
1990 Average Household Income	\$43,039	\$64,138	\$66,775
2000 Average Household Income	\$62,645	\$97,835	\$102,040
2008 Average HH Income	\$80,299	\$122,734	\$132,544
2013 Average HH Income	\$100,862	\$153,191	\$166,613
1990-2000 Annual Rate	3.83%	4.31%	4.33%
2000-2008 Annual Rate	3.05%	2.79%	3.22%
2008-2013 Annual Rate	4.67%	4.53%	4.68%

**Households by Income**

Current median household income is \$90,645 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$108,275 in five years. In 2000, median household income was \$73,616, compared to \$50,248 in 1990.

Current average household income is \$132,544 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$166,613 in five years. In 2000, average household income was \$102,040, compared to \$66,775 in 1990.

Current per capita income is \$46,387 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$57,935 in five years. In 2000, the per capita income was \$36,698, compared to \$23,561 in 1990.

**Population by Employment**

Currently, 95.4 percent of the civilian labor force in the identified market area is employed and 4.6 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 95.7 percent of the civilian labor force, and unemployment will be 4.3 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, 71.9 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:

- 69.3 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 10.9 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 19.8 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 81.3 percent of the market area population drove alone to work, and 5.2 percent worked at home. The average travel time to work in 2000 was 34.7 minutes in the market area, compared to the U.S. average of 25.5 minutes.

**Population by Education**

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 7.4 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 23.8 percent were high school graduates only (29.6 percent in the U.S.)
- 6.9 percent had completed an Associate degree (7.2 percent in the U.S.)
- 25.4 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 13.9 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)



# Business Summary by SIC Codes

Prepared by Lake County Partners

Wauconda ring study 3-13-09  
Site Type: Radius

101 N Main St  
Wauconda, IL 60084  
Radius: 1.0 mile

101 N Main St  
Wauconda, IL 60084  
Radius: 3.0 mile

101 N Main St  
Wauconda, IL 60084  
Radius: 5.0 mile

Total Businesses:	508	1,126	2,209
Total Employees:	4,502	8,973	19,862
Total Residential Population:	7,531	27,976	64,803
Employee/Residential Population Ratio:	0.6	0.32	0.31

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	20	4.0%	393	8.7%	57	5.0%	816	9.1%	114	5.2%	1,332	6.7%
Construction	68	13.5%	420	9.3%	169	15.0%	891	9.9%	322	14.6%	1,462	7.4%
Manufacturing	39	7.7%	490	10.9%	81	7.2%	937	10.4%	141	6.4%	1,987	10.0%
Transportation	10	2.0%	63	1.4%	22	1.9%	104	1.2%	40	1.8%	153	0.8%
Communication	4	0.8%	9	0.2%	7	0.6%	15	0.2%	12	0.5%	28	0.1%
Electric, Gas, Water, Sanitary Services	2	0.4%	16	0.4%	5	0.4%	25	0.3%	9	0.4%	86	0.4%
Wholesale Trade	41	8.1%	404	9.0%	90	8.0%	776	8.6%	181	8.2%	1,458	7.3%
Retail Trade Summary	105	20.8%	948	21.1%	195	17.3%	1,731	19.3%	343	15.5%	2,904	14.6%
Home Improvement	10	2.0%	87	1.9%	20	1.8%	186	2.1%	33	1.5%	287	1.4%
General Merchandise Stores	2	0.4%	5	0.1%	3	0.3%	6	0.1%	6	0.3%	143	0.7%
Food Stores	7	1.4%	176	3.9%	13	1.2%	324	3.6%	27	1.2%	542	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	20	4.0%	211	4.7%	32	2.8%	388	4.3%	50	2.3%	489	2.5%
Apparel & Accessory Stores	1	0.2%	0	0.0%	3	0.3%	1	0.0%	7	0.3%	9	0.0%
Furniture & Home Furnishings	13	2.6%	97	2.2%	27	2.4%	161	1.8%	47	2.1%	227	1.1%
Eating & Drinking Places	33	6.5%	305	6.8%	55	4.9%	533	5.9%	99	4.5%	987	5.0%
Miscellaneous Retail	19	3.8%	67	1.5%	42	3.7%	132	1.5%	74	3.3%	220	1.1%
Finance, Insurance, Real Estate Summary	39	7.7%	167	3.7%	85	7.5%	330	3.7%	168	7.6%	639	3.2%
Banks, Savings & Lending Institutions	9	1.8%	63	1.4%	18	1.6%	129	1.4%	31	1.4%	213	1.1%
Securities Brokers	2	0.4%	2	0.0%	7	0.6%	9	0.1%	20	0.9%	22	0.1%
Insurance Carriers & Agents	10	2.0%	25	0.6%	21	1.9%	57	0.6%	44	2.0%	158	0.8%
Real Estate, Holding, Other Investment Offices	18	3.6%	77	1.7%	39	3.5%	135	1.5%	73	3.3%	246	1.2%
Services Summary	156	30.9%	1,440	32.0%	367	32.5%	3,023	33.7%	777	35.1%	9,324	46.9%
Hotels & Lodging	3	0.6%	3	0.1%	5	0.4%	3	0.0%	6	0.3%	4	0.0%
Automotive Services	15	3.0%	74	1.6%	34	3.0%	195	2.2%	54	2.4%	294	1.5%
Motion Pictures & Amusements	13	2.6%	72	1.6%	35	3.1%	328	3.7%	81	3.7%	909	4.6%
Health Services	17	3.4%	71	1.6%	35	3.1%	231	2.6%	112	5.1%	4,005	20.2%
Legal Services	5	1.0%	16	0.4%	13	1.2%	32	0.4%	21	0.9%	52	0.3%
Education Institutions & Libraries	6	1.2%	241	5.4%	14	1.2%	426	4.7%	37	1.7%	1,201	6.0%
Other Services	97	19.2%	963	21.4%	231	20.5%	1,808	20.1%	466	21.1%	2,859	14.4%
Government	10	2.0%	137	3.0%	21	1.9%	298	3.3%	39	1.8%	453	2.3%
Other	11	2.2%	14	0.3%	30	2.7%	27	0.3%	65	2.9%	37	0.2%
<b>Totals</b>	<b>505</b>	<b>100.0%</b>	<b>4,501</b>	<b>100.0%</b>	<b>1,129</b>	<b>100.0%</b>	<b>8,973</b>	<b>100.0%</b>	<b>2,211</b>	<b>100.0%</b>	<b>19,863</b>	<b>100.0%</b>

Source: Business data provided by InfoUSA, Omaha NE Copyright 2008, all rights reserved. ESRI forecasts for 2008.



# Business Summary by NAICS Codes

Prepared by Lake County Partners

Wauconda ring study 3-13-09  
Site Type: Radius

101 N Main St  
Wauconda, IL 60084  
Radius: 1.0 mile

101 N Main St  
Wauconda, IL 60084  
Radius: 3.0 mile

101 N Main St  
Wauconda, IL 60084  
Radius: 5.0 mile

Total Businesses:	508	1,126	2,209
Total Employees:	4,502	8,973	19,862
Total Residential Population:	7,531	27,976	64,803
Employee/Residential Population Ratio:	0.6	0.32	0.31

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.4%	13	0.3%	8	0.7%	91	1.0%	15	0.7%	119	0.6%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	0	0.0%
Utilities	1	0.2%	7	0.2%	3	0.3%	11	0.1%	3	0.1%	11	0.1%
Construction	73	14.4%	453	10.1%	179	15.9%	931	10.4%	345	15.6%	1,534	7.7%
Manufacturing	43	8.5%	491	10.9%	86	7.6%	938	10.5%	149	6.7%	2,015	10.1%
Wholesale Trade	39	7.7%	395	8.8%	87	7.7%	764	8.5%	172	7.8%	1,432	7.2%
Retail Trade	67	13.2%	621	13.8%	129	11.4%	1,168	13.0%	229	10.4%	1,855	9.3%
Motor Vehicle & Parts Dealers	16	3.2%	178	4.0%	25	2.2%	336	3.7%	40	1.8%	423	2.1%
Furniture & Home Furnishings Stores	5	1.0%	20	0.4%	11	1.0%	42	0.5%	18	0.8%	64	0.3%
Electronics & Appliance Stores	5	1.0%	74	1.6%	12	1.1%	114	1.3%	23	1.0%	151	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	10	2.0%	87	1.9%	20	1.8%	186	2.1%	32	1.4%	284	1.4%
Food & Beverage Stores	4	0.8%	162	3.6%	11	1.0%	312	3.5%	23	1.0%	504	2.5%
Health & Personal Care Stores	4	0.8%	27	0.6%	5	0.4%	40	0.4%	10	0.5%	52	0.3%
Gasoline Stations	4	0.8%	33	0.7%	7	0.6%	53	0.6%	10	0.5%	66	0.3%
Clothing & Clothing Accessories Stores	4	0.8%	4	0.1%	9	0.8%	8	0.1%	15	0.7%	16	0.1%
Sport Goods, Hobby, Book, & Music Stores	1	0.2%	3	0.1%	6	0.5%	18	0.2%	11	0.5%	47	0.2%
General Merchandise Stores	2	0.4%	5	0.1%	3	0.3%	6	0.1%	6	0.3%	143	0.7%
Miscellaneous Store Retailers	10	2.0%	27	0.6%	20	1.8%	52	0.6%	39	1.8%	102	0.5%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.1%	2	0.0%
Transportation & Warehousing	3	0.6%	30	0.7%	10	0.9%	62	0.7%	23	1.0%	101	0.5%
Information	5	1.0%	40	0.9%	18	1.6%	89	1.0%	36	1.6%	159	0.8%
Finance & Insurance	21	4.1%	89	2.0%	47	4.2%	194	2.2%	94	4.3%	393	2.0%
Central Bank/Credit Intermediation & Related Activities	8	1.6%	63	1.4%	17	1.5%	129	1.4%	30	1.4%	213	1.1%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	3	0.6%	2	0.0%	8	0.7%	9	0.1%	21	1.0%	22	0.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	10	2.0%	25	0.6%	21	1.9%	57	0.6%	44	2.0%	158	0.8%
Real Estate, Rental & Leasing	24	4.7%	80	1.8%	45	4.0%	131	1.5%	81	3.7%	243	1.2%
Professional, Scientific & Tech Services	36	7.1%	413	9.2%	114	10.1%	931	10.4%	232	10.5%	1,376	6.9%
Legal Services	6	1.2%	25	0.6%	15	1.3%	53	0.6%	25	1.1%	76	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.0%
Administrative & Support & Waste Management & Remediation Services	31	6.1%	625	13.9%	76	6.7%	1,149	12.8%	154	7.0%	1,838	9.3%
Educational Services	10	2.0%	224	5.0%	21	1.9%	397	4.4%	51	2.3%	1,152	5.8%
Health Care & Social Assistance	25	4.9%	219	4.9%	48	4.3%	414	4.6%	136	6.2%	4,272	21.5%
Arts, Entertainment & Recreation	11	2.2%	83	1.8%	29	2.6%	337	3.8%	68	3.1%	898	4.5%
Accommodation & Food Services	38	7.5%	322	7.2%	62	5.5%	554	6.2%	107	4.8%	1,009	5.1%
Accommodation	3	0.6%	3	0.1%	5	0.4%	3	0.0%	6	0.3%	4	0.0%
Food Services & Drinking Places	35	6.9%	320	7.1%	57	5.1%	551	6.1%	101	4.6%	1,005	5.1%
Other Services (except Public Administration)	55	10.8%	234	5.2%	113	10.0%	476	5.3%	202	9.1%	946	4.8%
Automotive Repair & Maintenance	12	2.4%	69	1.5%	28	2.5%	178	2.0%	45	2.0%	271	1.4%
Public Administration	10	2.0%	137	3.0%	21	1.9%	298	3.3%	40	1.8%	454	2.3%
Unclassified Establishments	13	2.6%	25	0.6%	32	2.8%	38	0.4%	69	3.1%	55	0.3%
<b>Total</b>	<b>507</b>	<b>100.0%</b>	<b>4,501</b>	<b>100.0%</b>	<b>1,128</b>	<b>100.0%</b>	<b>8,973</b>	<b>100.0%</b>	<b>2,209</b>	<b>100.0%</b>	<b>19,864</b>	<b>100.0%</b>

Source: Business data provided by InfoUSA, Omaha NE Copyright 2008, all rights reserved. ESRI forecasts for 2008.



# Disposable Income Profile

Prepared by Lake County Partners

Wauconda ring study 3-13-09  
 101 N Main St  
 Wauconda, IL 60084

Latitude: 42.260164  
 Longitude: -88.141346  
 Radius: 1.0 mile

Site Type: Radius

	Census 2000	2008	2013	2008-2013 Change	2008-2013 Annual Rate
Population	7,183	7,531	8,964	1,433	3.55%
Median Age	37.0	39.6	40.5	0.9	0.45%
Households	2,874	3,037	3,587	550	3.38%
Average Household Size	2.46	2.45	2.47	0.02	0.16%

## 2008 Households by Disposable Income

	Number	Percent
Total	3,034	100.0%
<\$15,000	245	8.1%
\$15,000 - \$24,999	298	9.8%
\$25,000 - \$34,999	301	9.9%
\$35,000 - \$49,999	520	17.1%
\$50,000 - \$74,999	958	31.6%
\$75,000 - \$99,999	338	11.1%
\$100,000 - \$149,999	275	9.1%
\$150,000 - \$199,999	43	1.4%
\$200,000+	56	1.8%
Median Disposable Income	\$52,338	
Average Disposable Income	\$62,730	

## 2008 Disposable Income by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	73	436	640	724	505	334	325
<\$15,000	19	11	6	17	58	54	79
\$15,000 - \$24,999	5	31	21	38	47	70	87
\$25,000 - \$34,999	8	57	48	41	59	31	58
\$35,000 - \$49,999	9	76	151	100	101	54	30
\$50,000 - \$74,999	16	179	248	267	118	81	47
\$75,000 - \$99,999	6	38	71	140	45	24	14
\$100,000 - \$149,999	4	31	65	93	62	17	5
\$150,000 - \$199,999	2	6	13	11	8	1	2
\$200,000+	4	7	17	17	7	2	3
Median Disposable Income	\$41,374	\$53,254	\$56,053	\$62,130	\$47,487	\$37,498	\$24,371
Average Disposable Income	\$63,923	\$63,050	\$72,361	\$76,315	\$60,516	\$45,834	\$35,655

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census Population and Housing. ESRI forecasts for 2008 and 2013.



# Disposable Income Profile

Prepared by Lake County Partners

Wauconda ring study 3-13-09  
 101 N Main St  
 Wauconda, IL 60084

Latitude: 42.260164  
 Longitude: -88.141346  
 Radius: 3.0 mile

Site Type: Radius

	Census 2000	2008	2013	2008-2013 Change	2008-2013 Annual Rate
Population	23,116	27,976	33,229	5,253	3.5%
Median Age	38.5	41.5	42.5	1.0	0.48%
Households	8,579	10,129	11,959	1,830	3.38%
Average Household Size	2.67	2.74	2.76	0.02	0.15%

## 2008 Households by Disposable Income

	Number	Percent
Total	10,129	100.0%
<\$15,000	645	6.4%
\$15,000 - \$24,999	624	6.2%
\$25,000 - \$34,999	740	7.3%
\$35,000 - \$49,999	1,360	13.4%
\$50,000 - \$74,999	2,789	27.5%
\$75,000 - \$99,999	1,338	13.2%
\$100,000 - \$149,999	1,348	13.3%
\$150,000 - \$199,999	548	5.4%
\$200,000+	737	7.3%
Median Disposable Income	\$62,309	
Average Disposable Income	\$90,524	

## 2008 Disposable Income by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	200	1,074	2,000	2,611	2,152	1,231	863
<\$15,000	33	27	32	93	136	130	194
\$15,000 - \$24,999	12	50	65	79	132	128	158
\$25,000 - \$34,999	26	98	109	112	159	116	120
\$35,000 - \$49,999	30	159	356	280	277	148	110
\$50,000 - \$74,999	45	412	664	775	463	289	140
\$75,000 - \$99,999	18	117	272	454	263	146	68
\$100,000 - \$149,999	17	118	294	384	327	170	39
\$150,000 - \$199,999	7	46	93	174	168	46	15
\$200,000+	12	47	115	260	227	58	19
Median Disposable Income	\$49,327	\$58,663	\$63,421	\$73,357	\$68,340	\$55,787	\$30,921
Average Disposable Income	\$72,796	\$79,950	\$89,007	\$108,002	\$106,278	\$78,888	\$48,755

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census Population and Housing. ESRI forecasts for 2008 and 2013.



# Disposable Income Profile

Prepared by Lake County Partners

Wauconda ring study 3-13-09  
 101 N Main St  
 Wauconda, IL 60084

Latitude: 42.260164  
 Longitude: -88.141346  
 Radius: 5.0 mile

Site Type: Radius

	Census 2000	2008	2013	2008-2013 Change	2008-2013 Annual Rate
Population	51,434	64,803	74,786	9,983	2.91%
Median Age	37.1	40.0	40.9	0.9	0.45%
Households	18,370	22,738	26,094	3,356	2.79%
Average Household Size	2.78	2.84	2.85	0.01	0.07%

## 2008 Households by Disposable Income

	Number	Percent
Total	22,738	100.0%
<\$15,000	1,077	4.7%
\$15,000 - \$24,999	1,061	4.7%
\$25,000 - \$34,999	1,409	6.2%
\$35,000 - \$49,999	2,958	13.0%
\$50,000 - \$74,999	6,100	26.8%
\$75,000 - \$99,999	3,396	14.9%
\$100,000 - \$149,999	3,489	15.3%
\$150,000 - \$199,999	1,381	6.1%
\$200,000+	1,867	8.2%
Median Disposable Income	\$67,929	
Average Disposable Income	\$97,712	

## 2008 Disposable Income by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	410	2,409	5,074	6,283	4,575	2,355	1,632
<\$15,000	54	41	56	170	200	227	330
\$15,000 - \$24,999	29	85	113	127	190	224	293
\$25,000 - \$34,999	55	167	230	231	292	215	219
\$35,000 - \$49,999	66	377	770	662	549	315	218
\$50,000 - \$74,999	93	909	1,595	1,637	1,044	564	258
\$75,000 - \$99,999	40	308	808	1,225	637	257	121
\$100,000 - \$149,999	34	270	867	1,162	804	275	76
\$150,000 - \$199,999	14	125	281	428	369	118	47
\$200,000+	25	127	354	641	490	160	70
Median Disposable Income	\$50,165	\$61,151	\$69,763	\$79,854	\$75,363	\$56,286	\$33,476
Average Disposable Income	\$74,067	\$85,573	\$97,083	\$112,963	\$111,410	\$86,657	\$57,808

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census Population and Housing. ESRI forecasts for 2008 and 2013.



**Wauconda ring study 3-13-09**

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Longitude: -88.141346

101 N Main St  
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Radius: 1.0 mile

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Wauconda, IL 60084  
Radius: 3.0 mile

101 N Main St  
Wauconda, IL 60084  
Radius: 5.0 mile



	1.0 mile	3.0 mile	5.0 mile
2000 Total Population	7,183	23,116	51,434
2000 Group Quarters	102	248	350
2008 Total Population	7,531	27,976	64,803
2013 Total Population	8,964	33,229	74,786
2008 - 2013 Annual Rate	3.55%	3.5%	2.91%



2000 Households	2,874	8,579	18,370
2000 Average Household Size	2.46	2.67	2.78
2008 Households	3,037	10,129	22,738
2008 Average Household Size	2.45	2.74	2.84
2013 Households	3,587	11,959	26,094
2013 Average Household Size	2.47	2.76	2.85
2008 - 2013 Annual Rate	3.38%	3.38%	2.79%
2000 Families	1,882	6,307	14,097
2000 Average Family Size	3.02	3.11	3.19
2008 Families	1,925	7,325	17,193
2008 Average Family Size	3.08	3.25	3.29
2013 Families	2,243	8,506	19,415
2013 Average Family Size	3.14	3.31	3.35
2008 - 2013 Annual Rate	3.1%	3.03%	2.46%



<b>2000 Housing Units</b>	3,079	8,978	19,116
Owner Occupied Housing Units	74.1%	83.3%	86.9%
Renter Occupied Housing Units	19.9%	12.0%	9.3%
Vacant Housing Units	6.0%	4.6%	3.8%
<b>2008 Housing Units</b>	3,284	10,722	23,871
Owner Occupied Housing Units	73.4%	83.5%	87.0%
Renter Occupied Housing Units	19.1%	10.9%	8.2%
Vacant Housing Units	7.5%	5.5%	4.7%
<b>2013 Housing Units</b>	3,887	12,716	27,497
Owner Occupied Housing Units	72.2%	82.3%	86.0%
Renter Occupied Housing Units	20.0%	11.7%	8.9%
Vacant Housing Units	7.7%	6.0%	5.1%

**Median Household Income**

2000	\$54,065	\$68,203	\$73,616
2008	\$68,703	\$84,128	\$90,645
2013	\$84,489	\$103,696	\$108,275

**Median Home Value**

2000	\$153,375	\$201,648	\$206,048
2008	\$221,092	\$284,685	\$298,256
2013	\$231,840	\$298,879	\$317,349

**Per Capita Income**

2000	\$25,001	\$36,723	\$36,698
2008	\$31,433	\$45,115	\$46,387
2013	\$38,912	\$55,851	\$57,935

**Median Age**

2000	37.0	38.5	37.1
2008	39.6	41.5	40.0
2013	40.5	42.5	40.9

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 2008 and 2013.



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 Radius: 3.0 mile

101 N Main St  
 Wauconda, IL 60084  
 Radius: 5.0 mile



**2000 Households by Income**

Household Income Base	1.0 mile	3.0 mile	5.0 mile
< \$15,000	2,854 (9.3%)	8,545 (7.0%)	18,330 (5.0%)
\$15,000 - \$24,999	11.1%	6.9%	5.4%
\$25,000 - \$34,999	8.3%	7.3%	6.6%
\$35,000 - \$49,999	16.5%	12.3%	12.2%
\$50,000 - \$74,999	24.9%	21.8%	21.8%
\$75,000 - \$99,999	15.5%	14.8%	15.9%
\$100,000 - \$149,999	9.8%	14.7%	16.4%
\$150,000 - \$199,999	2.9%	6.6%	7.5%
\$200,000+	1.7%	8.6%	9.2%
Average Household Income	\$62,645	\$97,835	\$102,040

**2008 Households by Income**

Household Income Base	1.0 mile	3.0 mile	5.0 mile
< \$15,000	3,038 (5.9%)	10,129 (5.1%)	22,740 (3.8%)
\$15,000 - \$24,999	7.1%	4.4%	3.3%
\$25,000 - \$34,999	9.3%	5.6%	4.4%
\$35,000 - \$49,999	10.3%	8.7%	7.6%
\$50,000 - \$74,999	21.7%	16.6%	16.9%
\$75,000 - \$99,999	23.0%	21.1%	20.0%
\$100,000 - \$149,999	15.4%	18.9%	21.7%
\$150,000 - \$199,999	4.0%	6.9%	8.0%
\$200,000+	3.3%	12.6%	14.3%
Average Household Income	\$80,299	\$122,734	\$132,544

**2013 Households by Income**

Household Income Base	1.0 mile	3.0 mile	5.0 mile
< \$15,000	3,589 (4.2%)	11,959 (4.0%)	26,094 (3.1%)
\$15,000 - \$24,999	4.9%	3.1%	2.3%
\$25,000 - \$34,999	5.8%	3.6%	2.9%
\$35,000 - \$49,999	7.2%	6.2%	5.4%
\$50,000 - \$74,999	21.1%	16.5%	14.9%
\$75,000 - \$99,999	14.9%	13.1%	14.8%
\$100,000 - \$149,999	28.6%	25.6%	24.2%
\$150,000 - \$199,999	7.3%	10.9%	12.7%
\$200,000+	5.9%	17.0%	19.7%
Average Household Income	\$100,862	\$153,191	\$166,613

**2000 Owner Occupied HUs by Value**

Total	1.0 mile	3.0 mile	5.0 mile
<\$50,000	2,249 (4.9%)	7,483 (2.0%)	16,551 (1.3%)
\$50,000 - 99,999	12.4%	6.6%	6.0%
\$100,000 - 149,999	30.6%	20.8%	22.1%
\$150,000 - 199,999	23.8%	20.1%	19.0%
\$200,000 - \$299,999	20.5%	22.9%	22.2%
\$300,000 - 499,999	6.7%	18.3%	20.5%
\$500,000 - 999,999	0.9%	7.3%	7.4%
\$1,000,000+	0.0%	2.0%	1.5%
Average Home Value	\$173,606	\$269,660	\$269,477

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	1.0 mile	3.0 mile	5.0 mile
With Cash Rent	606 (96.5%)	1,062 (94.6%)	1,762 (93.4%)
No Cash Rent	3.5%	5.4%	6.6%
Median Rent	\$693	\$747	\$751
Average Rent	\$681	\$742	\$772

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. ESRI forecasts for 2008 and 2013.



Wauconda ring study 3-13-09  
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101 N Main St  
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 Wauconda, IL 60084  
 Radius: 3.0 mile

101 N Main St  
 Wauconda, IL 60084  
 Radius: 5.0 mile



**2000 Population by Age**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
Total	7,185	23,118	51,434
0 - 4	6.8%	6.6%	7.4%
5 - 9	6.8%	7.8%	8.7%
10 - 14	6.2%	7.3%	8.1%
15 - 19	5.7%	6.0%	6.1%
20 - 24	5.7%	4.2%	3.8%
25 - 34	15.0%	11.4%	11.7%
35 - 44	18.9%	18.9%	20.3%
45 - 54	13.2%	15.9%	15.6%
55 - 64	9.0%	10.8%	9.3%
65 - 74	6.8%	6.4%	5.5%
75 - 84	4.2%	3.5%	3.0%
85+	1.8%	1.1%	0.8%
18+	76.7%	74.2%	71.7%

**2008 Population by Age**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
Total	7,531	27,976	64,803
0 - 4	6.5%	6.2%	6.8%
5 - 9	6.3%	6.8%	7.6%
10 - 14	6.5%	7.6%	8.3%
15 - 19	5.9%	6.8%	7.2%
20 - 24	4.9%	4.3%	4.2%
25 - 34	13.0%	9.5%	9.1%
35 - 44	15.8%	14.5%	15.6%
45 - 54	16.5%	17.9%	18.1%
55 - 64	11.0%	13.7%	12.6%
65 - 74	6.7%	7.4%	6.2%
75 - 84	4.7%	3.9%	3.2%
85+	2.2%	1.4%	1.1%
18+	77.3%	75.1%	72.6%

**2013 Population by Age**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
Total	8,961	33,229	74,788
0 - 4	6.4%	6.1%	6.7%
5 - 9	6.3%	6.4%	7.1%
10 - 14	6.6%	7.2%	7.9%
15 - 19	6.2%	6.9%	7.3%
20 - 24	5.2%	4.6%	4.5%
25 - 34	11.8%	9.5%	9.3%
35 - 44	14.6%	12.8%	13.4%
45 - 54	17.1%	18.0%	18.3%
55 - 64	12.7%	14.7%	13.9%
65 - 74	6.9%	8.4%	7.2%
75 - 84	4.1%	3.8%	3.2%
85+	2.2%	1.6%	1.3%
18+	77.1%	75.9%	73.6%

**2000 Population by Sex**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
Males	50.4%	49.9%	50.0%
Females	49.6%	50.1%	50.0%

**2008 Population by Sex**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
Males	50.3%	49.7%	49.9%
Females	49.7%	50.3%	50.1%

**2013 Population by Sex**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
Males	50.1%	49.6%	49.9%
Females	49.9%	50.4%	50.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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101 N Main St  
 Wauconda, IL 60084  
 Radius: 5.0 mile



**2000 Population by Race/Ethnicity**

Total	7,183	23,116	51,434
White Alone	91.1%	93.5%	94.2%
Black Alone	0.4%	0.5%	0.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	1.4%	1.5%	1.7%
Some Other Race Alone	6.1%	3.5%	2.5%
Two or More Races	0.8%	0.8%	0.9%
Hispanic Origin	11.7%	7.4%	6.4%
Diversity Index	34.2	24.5	21.8

**2008 Population by Race/Ethnicity**

Total	7,531	27,977	64,804
White Alone	86.3%	90.2%	91.7%
Black Alone	0.6%	0.8%	0.7%
American Indian Alone	0.4%	0.2%	0.2%
Asian or Pacific Islander Alone	1.9%	2.1%	2.3%
Some Other Race Alone	9.8%	5.5%	3.8%
Two or More Races	1.1%	1.2%	1.3%
Hispanic Origin	18.8%	11.5%	9.8%
Diversity Index	48.3	35.2	30.8

**2013 Population by Race/Ethnicity**

Total	8,963	33,229	74,785
White Alone	83.3%	87.8%	89.7%
Black Alone	0.7%	1.0%	0.9%
American Indian Alone	0.4%	0.3%	0.2%
Asian or Pacific Islander Alone	2.4%	2.7%	2.8%
Some Other Race Alone	11.7%	6.9%	4.9%
Two or More Races	1.3%	1.4%	1.6%
Hispanic Origin	22.8%	14.6%	12.5%
Diversity Index	55.0	42.1	37.1



**2000 Population 3+ by School Enrollment**

Total	6,905	22,199	49,074
Enrolled in Nursery/Preschool	2.7%	2.9%	3.1%
Enrolled in Kindergarten	1.6%	1.9%	2.0%
Enrolled in Grade 1-8	10.8%	12.2%	13.7%
Enrolled in Grade 9-12	4.6%	5.3%	5.5%
Enrolled in College	3.2%	3.3%	3.4%
Enrolled in Grad/Prof School	0.8%	1.2%	1.0%
Not Enrolled in School	76.3%	73.2%	71.3%

**2008 Population 25+ by Educational Attainment**

Total	5,266	19,108	42,715
Less than 9th Grade	5.1%	3.2%	2.9%
9th - 12th Grade, No Diploma	7.4%	5.1%	4.5%
High School Graduate	33.5%	25.1%	23.8%
Some College, No Degree	21.9%	22.5%	22.6%
Associate Degree	5.8%	6.4%	6.9%
Bachelor's Degree	18.0%	23.6%	25.4%
Graduate/Professional Degree	8.3%	14.2%	13.9%

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 2008 and 2013.



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 Radius: 3.0 mile

101 N Main St  
 Wauconda, IL 60084  
 Radius: 5.0 mile



**2008 Population 15+ by Marital Status**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
Total	6,079	22,225	50,083
Never Married	24.6%	22.0%	21.6%
Married	56.8%	63.4%	65.8%
Widowed	6.2%	5.2%	4.1%
Divorced	12.4%	9.5%	8.4%



**2000 Population 16+ by Employment Status**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
Total	5,669	17,739	38,205
In Labor Force	74.0%	70.6%	71.9%
Civilian Employed	71.1%	68.1%	69.5%
Civilian Unemployed	2.9%	2.4%	2.4%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	26.0%	29.4%	28.1%

**2008 Civilian Population 16+ in Labor Force**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
Civilian Employed	93.8%	95.2%	95.4%
Civilian Unemployed	6.2%	4.8%	4.6%

**2013 Civilian Population 16+ in Labor Force**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
Civilian Employed	94.4%	95.5%	95.7%
Civilian Unemployed	5.6%	4.5%	4.3%

**2000 Females 16+ by Employment Status and Age of Children**

	101 N Main St Wauconda, IL 60084 Radius: 1.0 mile	101 N Main St Wauconda, IL 60084 Radius: 3.0 mile	101 N Main St Wauconda, IL 60084 Radius: 5.0 mile
Total	2,808	8,900	19,165
Own Children < 6 Only	8.8%	9.0%	10.3%
Employed/in Armed Forces	5.7%	5.6%	6.3%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	3.1%	3.4%	3.9%
Own Children < 6 and 6-17 Only	4.3%	6.9%	8.3%
Employed/in Armed Forces	2.4%	3.1%	3.9%
Unemployed	0.3%	0.2%	0.1%
Not in Labor Force	1.7%	3.6%	4.3%
Own Children 6-17 Only	18.0%	19.4%	20.4%
Employed/in Armed Forces	15.1%	13.8%	14.3%
Unemployed	0.1%	0.2%	0.2%
Not in Labor Force	2.8%	5.5%	5.9%
No Own Children < 18	68.8%	64.7%	61.0%
Employed/in Armed Forces	41.8%	35.9%	35.5%
Unemployed	1.0%	0.8%	0.9%
Not in Labor Force	25.9%	27.9%	24.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Wauconda ring study 3-13-09  
 Latitude: 42.260164  
 Longitude: -88.141346

101 N Main St  
 Wauconda, IL 60084  
 Radius: 1.0 mile

101 N Main St  
 Wauconda, IL 60084  
 Radius: 3.0 mile

101 N Main St  
 Wauconda, IL 60084  
 Radius: 5.0 mile



**2008 Employed Population 16+ by Industry**

	1.0 mile	3.0 mile	5.0 mile
Total	4,165	14,660	33,047
Agriculture/Mining	0.7%	0.5%	0.5%
Construction	13.1%	11.8%	11.0%
Manufacturing	13.2%	12.5%	13.2%
Wholesale Trade	5.3%	5.9%	5.6%
Retail Trade	11.4%	10.8%	10.3%
Transportation/Utilities	4.8%	4.5%	4.5%
Information	2.5%	2.5%	2.4%
Finance/Insurance/Real Estate	7.3%	11.3%	11.8%
Services	40.6%	38.8%	39.0%
Public Administration	1.1%	1.4%	1.7%

**2008 Employed Population 16+ by Occupation**

	1.0 mile	3.0 mile	5.0 mile
Total	4,169	14,658	33,049
White Collar	58.6%	67.4%	69.3%
Management/Business/Financial	13.0%	20.9%	22.1%
Professional	17.7%	19.2%	20.4%
Sales	13.7%	14.6%	14.5%
Administrative Support	14.2%	12.6%	12.3%
Services	15.4%	11.7%	10.9%
Blue Collar	26.0%	20.9%	19.8%
Farming/Forestry/Fishing	0.2%	0.1%	0.2%
Construction/Extraction	9.9%	8.4%	7.4%
Installation/Maintenance/Repair	4.2%	3.0%	3.3%
Production	5.5%	4.4%	4.5%
Transportation/Material Moving	6.2%	4.9%	4.4%



**2000 Workers 16+ by Means of Transportation to Work**

	1.0 mile	3.0 mile	5.0 mile
Total	3,953	11,924	26,109
Drove Alone - Car, Truck, or Van	80.6%	80.4%	81.3%
Carpooled - Car, Truck, or Van	11.9%	9.2%	8.0%
Public Transportation	1.0%	3.1%	3.5%
Walked	1.4%	1.2%	1.0%
Other Means	1.3%	1.1%	1.0%
Worked at Home	3.8%	5.0%	5.2%

**2000 Workers 16+ by Travel Time to Work**

	1.0 mile	3.0 mile	5.0 mile
Total	3,950	11,924	26,110
Did Not Work at Home	96.2%	95.0%	94.8%
Less than 5 minutes	2.9%	2.3%	1.9%
5 to 9 minutes	11.5%	7.5%	6.2%
10 to 19 minutes	20.2%	18.2%	18.6%
20 to 24 minutes	9.3%	9.5%	10.0%
25 to 34 minutes	17.7%	17.2%	16.8%
35 to 44 minutes	11.0%	11.1%	10.7%
45 to 59 minutes	12.5%	14.3%	14.9%
60 to 89 minutes	8.0%	10.2%	11.1%
90 or more minutes	3.2%	4.7%	4.6%
Worked at Home	3.8%	5.0%	5.2%
Average Travel Time to Work (in min)	30.1	34.4	34.7

**2000 Households by Vehicles Available**

	1.0 mile	3.0 mile	5.0 mile
Total	2,872	8,585	18,374
None	6.1%	3.9%	3.0%
1	32.1%	26.2%	23.3%
2	43.3%	49.4%	51.1%
3	14.6%	15.9%	17.2%
4	2.7%	3.3%	4.1%
5+	1.2%	1.4%	1.4%
Average Number of Vehicles Available	1.8	1.9	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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 Radius: 3.0 mile

101 N Main St  
 Wauconda, IL 60084  
 Radius: 5.0 mile



**2000 Households by Type**

	1.0 mile	3.0 mile	5.0 mile
Total	2,874	8,579	18,371
Family Households	65.5%	73.5%	76.7%
Married-couple Family	52.6%	62.8%	67.0%
With Related Children	24.7%	29.6%	35.1%
Other Family (No Spouse)	12.9%	10.7%	9.7%
With Related Children	6.9%	6.1%	5.7%
Nonfamily Households	34.5%	26.5%	23.3%
Householder Living Alone	28.2%	21.7%	18.7%
Householder Not Living Alone	6.3%	4.8%	4.6%
Households with Related Children	31.6%	35.7%	40.7%
Households with Persons 65+	22.4%	20.8%	18.2%

**2000 Households by Size**

	1.0 mile	3.0 mile	5.0 mile
Total	2,874	8,579	18,370
1 Person Household	28.1%	21.7%	18.7%
2 Person Household	34.0%	35.8%	33.9%
3 Person Household	14.6%	15.8%	16.6%
4 Person Household	12.7%	15.6%	18.4%
5 Person Household	6.8%	7.4%	8.4%
6 Person Household	2.1%	2.3%	2.6%
7+ Person Household	1.7%	1.4%	1.3%

**2000 Households by Year Householder Moved In**

	1.0 mile	3.0 mile	5.0 mile
Total	2,871	8,582	18,372
Moved in 1999 to March 2000	14.1%	12.5%	13.2%
Moved in 1995 to 1998	31.6%	30.3%	30.6%
Moved in 1990 to 1994	23.6%	23.7%	22.4%
Moved in 1980 to 1989	15.0%	19.2%	19.9%
Moved in 1970 to 1979	7.0%	7.1%	7.3%
Moved in 1969 or Earlier	8.7%	7.3%	6.7%
Median Year Householder Moved In	1994	1993	1994



**2000 Housing Units by Units in Structure**

	1.0 mile	3.0 mile	5.0 mile
Total	3,052	9,006	19,102
1, Detached	66.2%	72.2%	79.1%
1, Attached	7.0%	11.7%	10.8%
2	2.4%	1.2%	0.9%
3 or 4	6.4%	5.8%	3.5%
5 to 9	6.4%	3.8%	2.3%
10 to 19	2.7%	1.0%	0.6%
20+	2.0%	1.2%	0.6%
Mobile Home	6.9%	3.0%	2.2%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	1.0 mile	3.0 mile	5.0 mile
Total	3,073	8,990	19,123
1999 to March 2000	2.1%	2.0%	2.5%
1995 to 1998	7.9%	9.4%	10.3%
1990 to 1994	17.8%	17.1%	17.1%
1980 to 1989	14.1%	17.1%	19.6%
1970 to 1979	14.7%	16.9%	15.3%
1969 or Earlier	43.4%	37.5%	35.1%
Median Year Structure Built	1974	1977	1980

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



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**Top 3 Tapestry Segments**

1.	Main Street, USA	Sophisticated Squires	Suburban Splendor
2.	Sophisticated Squires	Suburban Splendor	Sophisticated Squires
3.	In Style	Main Street, USA	Up and Coming Families

 **2008 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 \$	\$7,506,928	\$37,670,811	\$91,243,016
Average Spent	\$2,471.82	\$3,719.10	\$4,012.80
Spending Potential Index	92	139	149
Computers & Accessories: Total \$	\$806,758	\$4,051,493	\$9,841,166
Average Spent	\$265.64	\$399.99	\$432.81
Spending Potential Index	111	167	181
Education: Total \$	\$4,877,918	\$24,798,651	\$59,468,861
Average Spent	\$1,606.16	\$2,448.28	\$2,615.40
Spending Potential Index	117	178	190
Entertainment/Recreation: Total \$	\$12,281,613	\$63,047,756	\$153,262,079
Average Spent	\$4,044.00	\$6,224.48	\$6,740.35
Spending Potential Index	109	168	181
Food at Home: Total \$	\$15,675,640	\$77,861,393	\$186,646,650
Average Spent	\$5,161.55	\$7,686.98	\$8,208.58
Spending Potential Index	106	157	168
Food Away from Home: Total \$	\$11,287,926	\$56,325,530	\$136,052,984
Average Spent	\$3,716.80	\$5,560.82	\$5,983.51
Spending Potential Index	108	162	175
Health Care: Total \$	\$12,823,486	\$65,761,421	\$157,170,132
Average Spent	\$4,222.42	\$6,492.39	\$6,912.22
Spending Potential Index	103	159	169
HH Furnishings & Equipment: Total \$	\$7,412,951	\$38,434,718	\$94,096,159
Average Spent	\$2,440.88	\$3,794.52	\$4,138.28
Spending Potential Index	106	165	180
Investments: Total \$	\$3,850,631	\$21,722,188	\$52,870,972
Average Spent	\$1,267.91	\$2,144.55	\$2,325.23
Spending Potential Index	125	211	229
Retail Goods: Total \$	\$86,452,719	\$441,372,955	\$1,070,719,806
Average Spent	\$28,466.49	\$43,575.18	\$47,089.45
Spending Potential Index	105	161	173
Shelter: Total \$	\$53,323,978	\$270,030,288	\$652,804,740
Average Spent	\$17,558.11	\$26,659.13	\$28,709.86
Spending Potential Index	113	172	185
TV/Video/Sound Equipment: Total \$	\$4,679,100	\$23,368,763	\$56,393,395
Average Spent	\$1,540.70	\$2,307.11	\$2,480.14
Spending Potential Index	107	161	173
Travel: Total \$	\$6,559,706	\$34,249,762	\$82,853,177
Average Spent	\$2,159.93	\$3,381.36	\$3,643.82
Spending Potential Index	115	179	193
Vehicle Maintenance & Repairs: Total \$	\$3,230,801	\$16,343,036	\$39,475,948
Average Spent	\$1,063.81	\$1,613.49	\$1,736.12
Spending Potential Index	107	163	175

**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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.



# Retail MarketPlace Profile

Prepared by Lake County Partners

**Wauconda ring study 3-13-09**  
**101 N Main St**  
**Wauconda, IL 60084**

**Site Type: Radius**

**Latitude: 42.260164**  
**Longitude: -88.141346**  
**Radius: 1.0 mile**

## Summary Demographics

2008 Population	7,531
2008 Households	3,037
2008 Median Disposable Income	\$52,338
2008 Per Capita Income	\$31,433

## Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$93,866,240	\$268,552,397	\$-174,686,157	-48.2	101
Total Retail Trade (NAICS 44-45)	\$81,121,029	\$247,264,829	\$-166,143,800	-50.6	67
Total Food & Drink (NAICS 722)	\$12,745,211	\$21,287,568	\$-8,542,357	-25.1	34

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$20,008,693	\$107,532,665	\$-87,523,972	-68.6	16
Automobile Dealers (NAICS 4411)	\$17,505,625	\$92,792,866	\$-75,287,241	-68.3	6
Other Motor Vehicle Dealers (NAICS 4412)	\$1,804,041	\$11,995,840	\$-10,191,799	-73.9	5
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$699,027	\$2,743,959	\$-2,044,932	-59.4	5
Furniture & Home Furnishings Stores (NAICS 442)	\$3,205,724	\$7,829,594	\$-4,623,870	-41.9	5
Furniture Stores (NAICS 4421)	\$1,699,595	\$0	\$1,699,595	100.0	0
Home Furnishings Stores (NAICS 4422)	\$1,506,129	\$7,829,594	\$-6,323,465	-67.7	5
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,432,786	\$10,754,678	\$-8,321,892	-63.1	5
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$3,347,300	\$10,461,522	\$-7,114,222	-51.5	11
Building Material and Supplies Dealers (NAICS 4441)	\$2,996,032	\$7,161,346	\$-4,165,314	-41.0	8
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$351,268	\$3,300,176	\$-2,948,908	-80.8	3
Food & Beverage Stores (NAICS 445)	\$13,649,930	\$55,101,451	\$-41,451,521	-60.3	5
Grocery Stores (NAICS 4451)	\$11,737,359	\$53,661,866	\$-41,924,507	-64.1	4
Specialty Food Stores (NAICS 4452)	\$1,064,759	\$0	\$1,064,759	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$847,812	\$1,439,585	\$-591,773	-25.9	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$3,151,260	\$5,110,846	\$-1,959,586	-23.7	4
Gasoline Stations (NAICS 447/4471)	\$10,411,120	\$37,543,530	\$-27,132,410	-56.6	4
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,873,232	\$3,590,987	\$1,282,245	15.1	3
Clothing Stores (NAICS 4481)	\$3,837,875	\$2,905,522	\$932,353	13.8	1
Shoe Stores (NAICS 4482)	\$572,668	\$0	\$572,668	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$462,689	\$685,465	\$-222,776	-19.4	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,126,284	\$209,418	\$916,866	68.6	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$754,016	\$209,418	\$544,598	56.5	1
Book, Periodical, and Music Stores (NAICS 4512)	\$372,268	\$0	\$372,268	100.0	0

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®



# Retail MarketPlace Profile

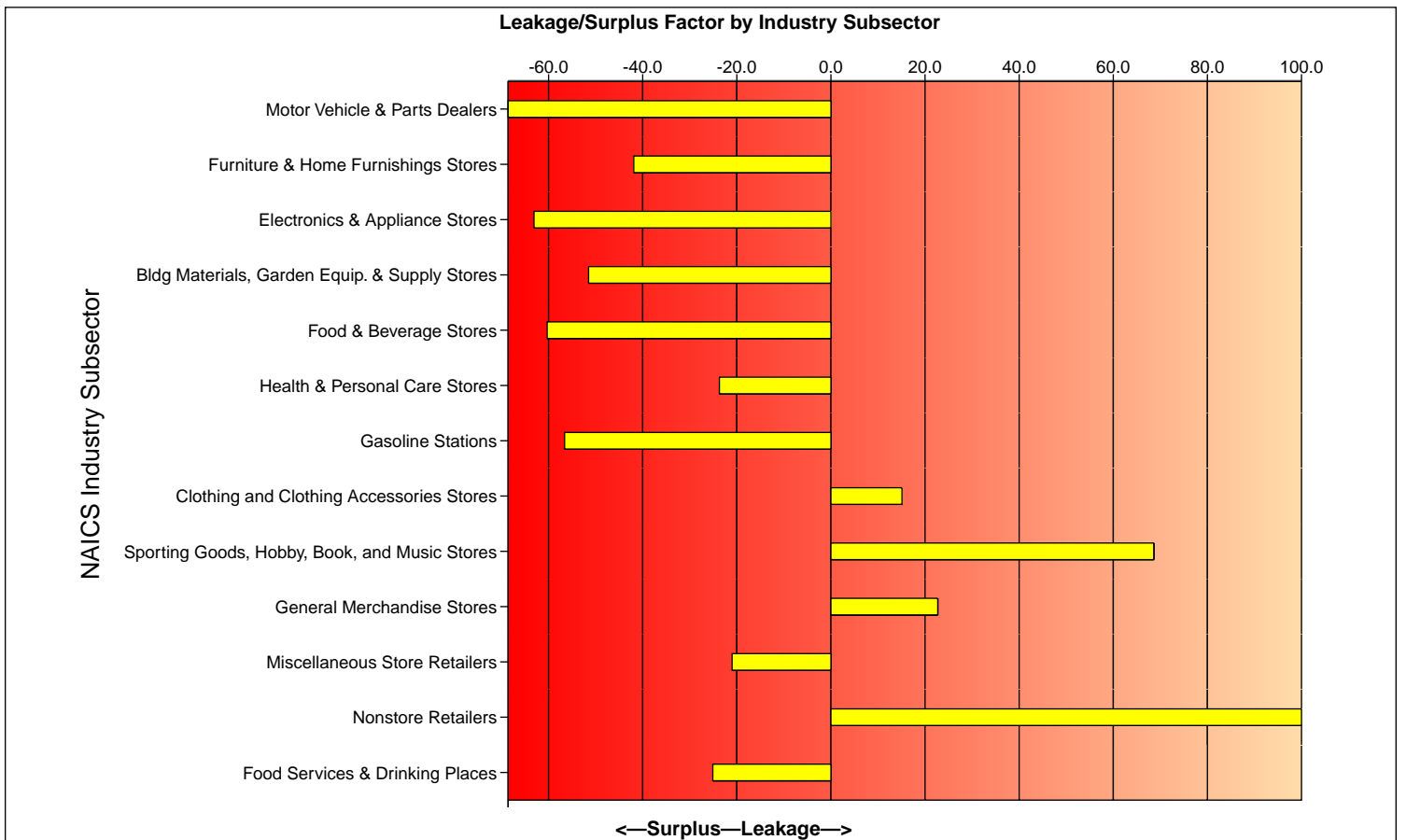
Prepared by Lake County Partners

Wauconda ring study 3-13-09  
 101 N Main St  
 Wauconda, IL 60084

Site Type: Radius

Latitude: 42.260164  
 Longitude: -88.141346  
 Radius: 1.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$11,326,916	\$7,131,119	\$4,195,797	22.7	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$5,179,353	\$118,087	\$5,061,266	95.5	1
Other General Merchandise Stores (NAICS 4529)	\$6,147,563	\$7,013,032	\$-865,469	-6.6	1
Miscellaneous Store Retailers (NAICS 453)	\$1,303,796	\$1,999,019	\$-695,223	-21.0	11
Florists (NAICS 4531)	\$267,506	\$660,550	\$-393,044	-42.4	4
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$156,359	\$56,477	\$99,882	46.9	1
Used Merchandise Stores (NAICS 4533)	\$98,480	\$416,995	\$-318,515	-61.8	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$781,451	\$864,997	\$-83,546	-5.1	3
Nonstore Retailers (NAICS 454)	\$6,283,988	\$0	\$6,283,988	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$4,547,087	\$0	\$4,547,087	100.0	0
Vending Machine Operators (NAICS 4542)	\$472,476	\$0	\$472,476	100.0	0
Direct Selling Establishments (NAICS 4543)	\$1,264,425	\$0	\$1,264,425	100.0	0
Food Services & Drinking Places (NAICS 722)	\$12,745,211	\$21,287,568	\$-8,542,357	-25.1	34
Full-Service Restaurants (NAICS 7221)	\$3,953,029	\$9,456,735	\$-5,503,706	-41.0	22
Limited-Service Eating Places (NAICS 7222)	\$7,300,225	\$11,085,778	\$-3,785,553	-20.6	8
Special Food Services (NAICS 7223)	\$964,496	\$318,273	\$646,223	50.4	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$527,461	\$426,782	\$100,679	10.6	2



Source: ESRI and infoUSA®

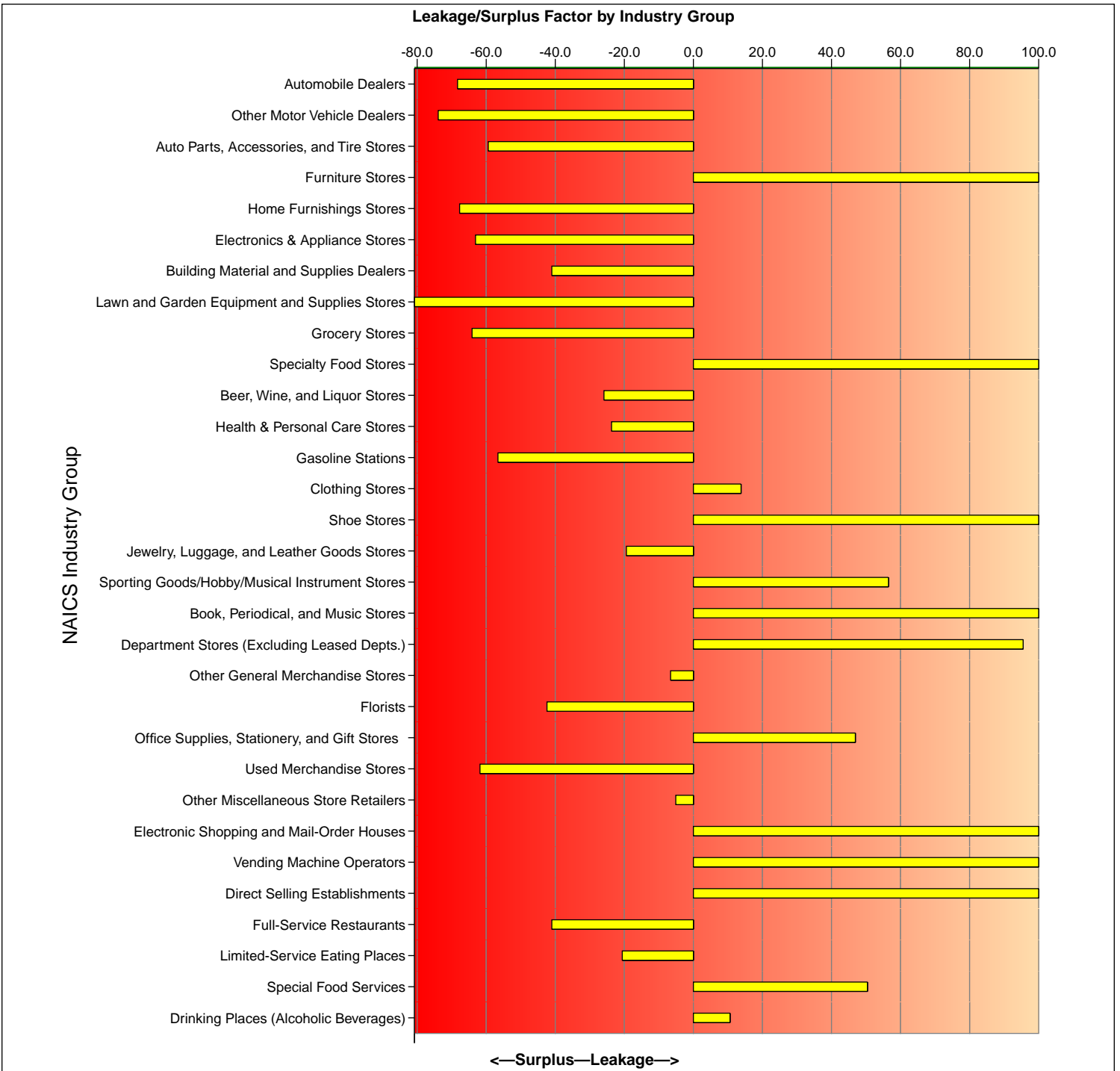


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Latitude: 42.260164  
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Site Type: Radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



# Retail MarketPlace Profile

Prepared by Lake County Partners

**Wauconda ring study 3-13-09**  
**101 N Main St**  
**Wauconda, IL 60084**

Site Type: Radius

Latitude: 42.260164  
 Longitude: -88.141346  
 Radius: 3.0 mile

## Summary Demographics

2008 Population	27,976
2008 Households	10,129
2008 Median Disposable Income	\$62,309
2008 Per Capita Income	\$45,115

## Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$473,349,868	\$476,322,416	\$-2,972,548	-0.3	186
Total Retail Trade (NAICS 44-45)	\$409,674,506	\$442,045,563	\$-32,371,057	-3.8	128
Total Food & Drink (NAICS 722)	\$63,675,362	\$34,276,853	\$29,398,509	30.0	58

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$102,661,100	\$192,306,575	\$-89,645,475	-30.4	25
Automobile Dealers (NAICS 4411)	\$89,427,081	\$140,552,768	\$-51,125,687	-22.2	8
Other Motor Vehicle Dealers (NAICS 4412)	\$9,687,609	\$47,890,377	\$-38,202,768	-66.3	10
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$3,546,410	\$3,863,430	\$-317,020	-4.3	7
Furniture & Home Furnishings Stores (NAICS 442)	\$16,908,050	\$14,656,598	\$2,251,452	7.1	11
Furniture Stores (NAICS 4421)	\$8,857,343	\$692,239	\$8,165,104	85.5	1
Home Furnishings Stores (NAICS 4422)	\$8,050,707	\$13,964,359	\$-5,913,652	-26.9	10
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$12,365,255	\$17,331,349	\$-4,966,094	-16.7	12
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$18,098,936	\$20,658,965	\$-2,560,029	-6.6	19
Building Material and Supplies Dealers (NAICS 4441)	\$16,249,900	\$13,666,447	\$2,583,453	8.6	13
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,849,036	\$6,992,518	\$-5,143,482	-58.2	6
Food & Beverage Stores (NAICS 445)	\$67,484,933	\$101,901,510	\$-34,416,577	-20.3	9
Grocery Stores (NAICS 4451)	\$58,040,123	\$97,375,218	\$-39,335,095	-25.3	6
Specialty Food Stores (NAICS 4452)	\$5,251,641	\$312,408	\$4,939,233	88.8	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$4,193,169	\$4,213,884	\$-20,715	-0.2	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$15,871,189	\$7,485,317	\$8,385,872	35.9	5
Gasoline Stations (NAICS 447/4471)	\$51,528,633	\$65,479,156	\$-13,950,523	-11.9	9
Clothing and Clothing Accessories Stores (NAICS 448)	\$24,403,548	\$5,470,432	\$18,933,116	63.4	9
Clothing Stores (NAICS 4481)	\$19,176,558	\$3,597,426	\$15,579,132	68.4	3
Shoe Stores (NAICS 4482)	\$2,793,955	\$0	\$2,793,955	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,433,035	\$1,873,006	\$560,029	13.0	6
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$5,603,442	\$1,461,900	\$4,141,542	58.6	6
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,764,650	\$1,461,900	\$2,302,750	44.1	6
Book, Periodical, and Music Stores (NAICS 4512)	\$1,838,792	\$0	\$1,838,792	100.0	0

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®



# Retail MarketPlace Profile

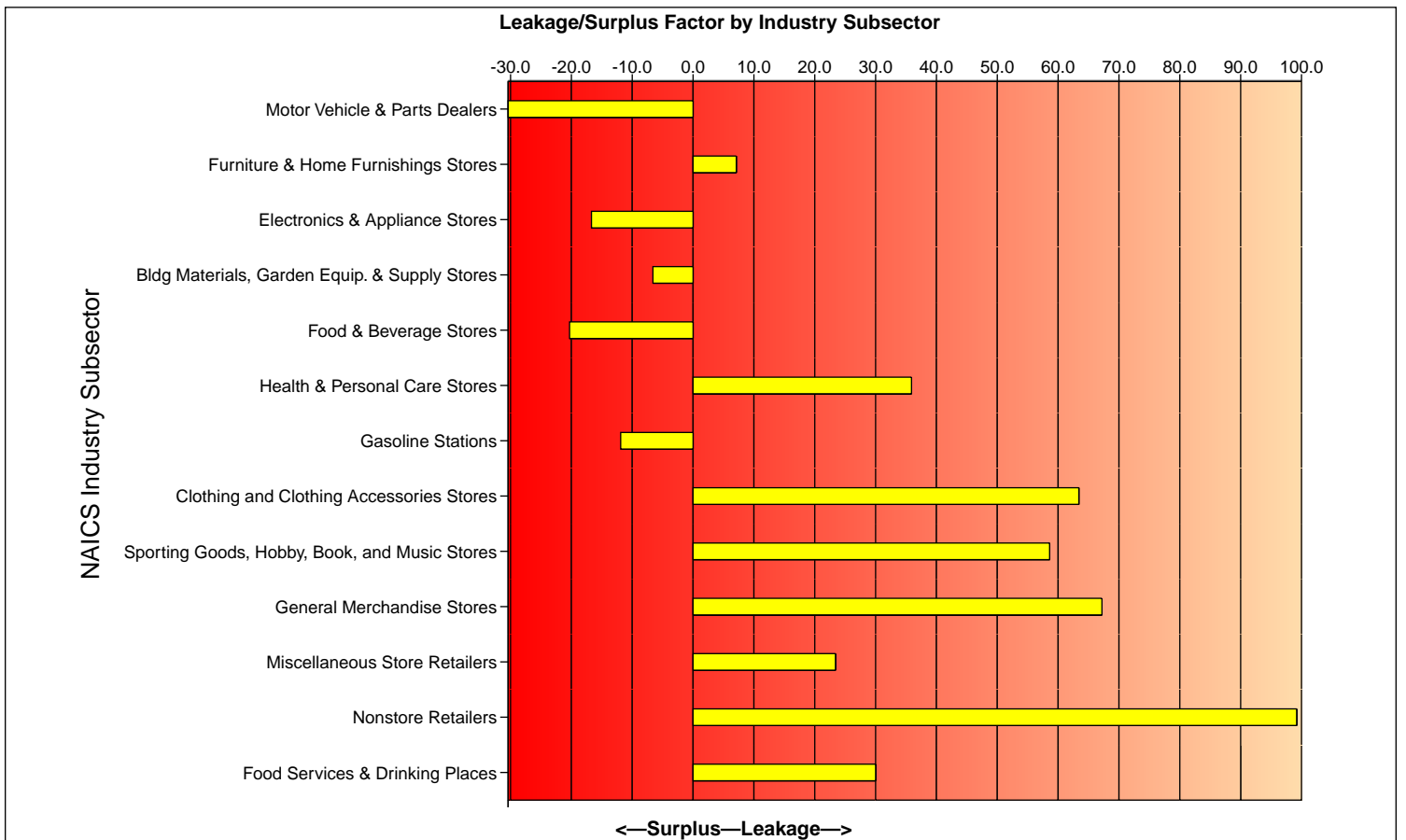
Prepared by Lake County Partners

Wauconda ring study 3-13-09  
 101 N Main St  
 Wauconda, IL 60084

Site Type: Radius

Latitude: 42.260164  
 Longitude: -88.141346  
 Radius: 3.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$56,536,643	\$11,074,604	\$45,462,039	67.2	3
Department Stores Excluding Leased Depts.(NAICS 4521)	\$26,118,945	\$134,775	\$25,984,170	99.0	1
Other General Merchandise Stores (NAICS 4529)	\$30,417,698	\$10,939,829	\$19,477,869	47.1	2
Miscellaneous Store Retailers (NAICS 453)	\$6,592,994	\$4,093,414	\$2,499,580	23.4	20
Florists (NAICS 4531)	\$1,407,108	\$917,350	\$489,758	21.1	5
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$788,207	\$546,031	\$242,176	18.2	4
Used Merchandise Stores (NAICS 4533)	\$505,442	\$614,751	\$-109,309	-9.8	5
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,892,237	\$2,015,282	\$1,876,955	31.8	6
Nonstore Retailers (NAICS 454)	\$31,619,783	\$125,743	\$31,494,040	99.2	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$22,890,729	\$0	\$22,890,729	100.0	0
Vending Machine Operators (NAICS 4542)	\$2,337,200	\$73,661	\$2,263,539	93.9	0
Direct Selling Establishments (NAICS 4543)	\$6,391,854	\$52,082	\$6,339,772	98.4	0
Food Services & Drinking Places (NAICS 722)	\$63,675,362	\$34,276,853	\$29,398,509	30.0	58
Full-Service Restaurants (NAICS 7221)	\$19,786,782	\$16,835,283	\$2,951,499	8.1	38
Limited-Service Eating Places (NAICS 7222)	\$36,406,826	\$15,915,384	\$20,491,442	39.2	12
Special Food Services (NAICS 7223)	\$4,801,933	\$620,460	\$4,181,473	77.1	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,679,821	\$905,726	\$1,774,095	49.5	5



Source: ESRI and infoUSA®

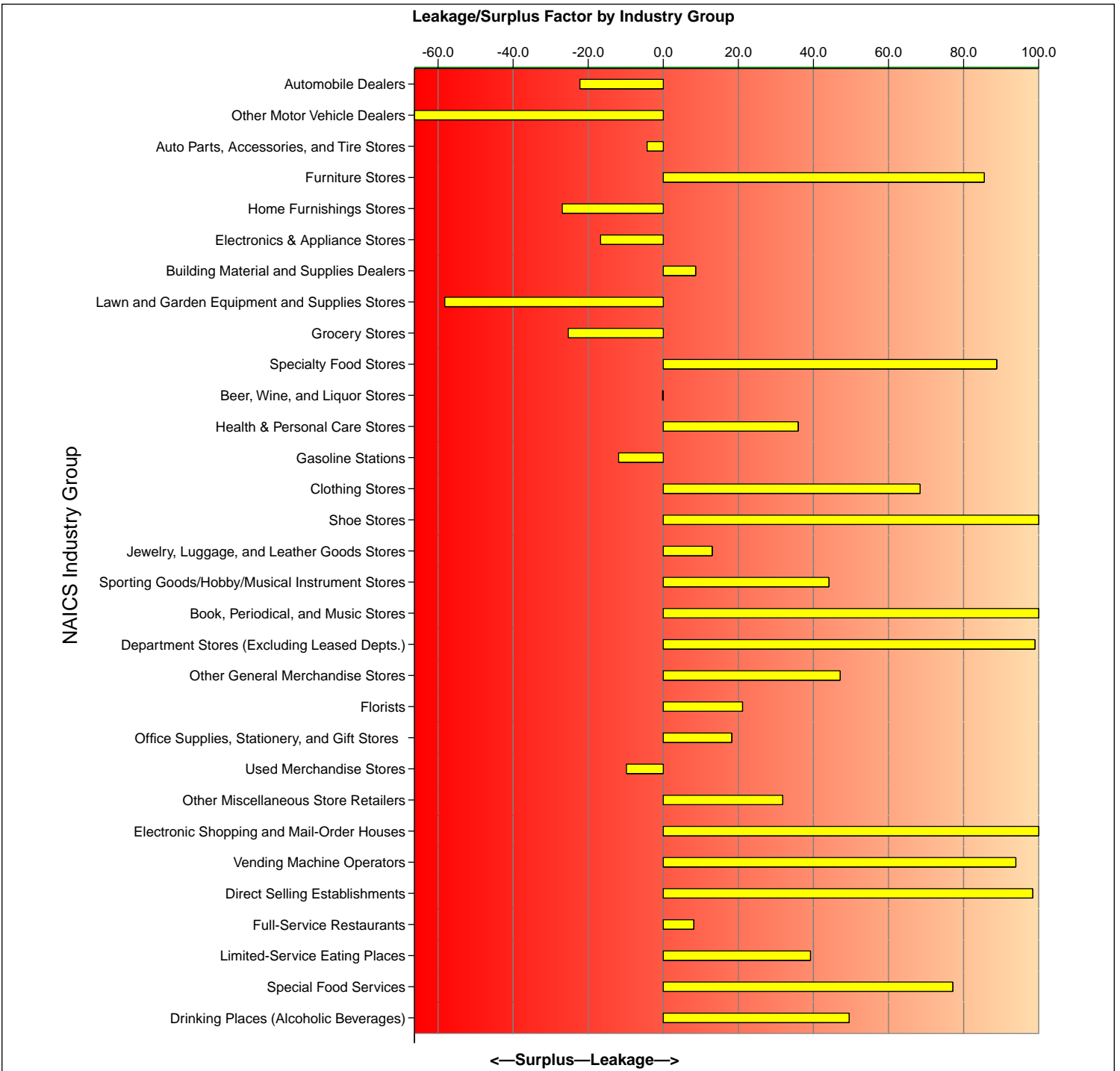


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Site Type: Radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



# Retail MarketPlace Profile

Prepared by Lake County Partners

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**101 N Main St**  
**Wauconda, IL 60084**

**Site Type: Radius**

**Latitude: 42.260164**  
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**Radius: 5.0 mile**

## Summary Demographics

2008 Population	64,803
2008 Households	22,738
2008 Median Disposable Income	\$67,929
2008 Per Capita Income	\$46,387

## Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,146,500,010	\$718,966,119	\$427,533,891	22.9	332
Total Retail Trade (NAICS 44-45)	\$991,852,635	\$659,041,555	\$332,811,080	20.2	231
Total Food & Drink (NAICS 722)	\$154,647,375	\$59,924,564	\$94,722,811	44.1	101

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$250,298,542	\$256,335,299	\$-6,036,757	-1.2	40
Automobile Dealers (NAICS 4411)	\$216,718,048	\$189,428,428	\$27,289,620	6.7	13
Other Motor Vehicle Dealers (NAICS 4412)	\$23,781,754	\$60,065,597	\$-36,283,843	-43.3	14
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$9,798,740	\$6,841,274	\$2,957,466	17.8	13
Furniture & Home Furnishings Stores (NAICS 442)	\$40,418,194	\$21,030,428	\$19,387,766	31.6	18
Furniture Stores (NAICS 4421)	\$20,964,861	\$3,175,233	\$17,789,628	73.7	4
Home Furnishings Stores (NAICS 4422)	\$19,453,333	\$17,855,195	\$1,598,138	4.3	14
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$29,605,403	\$30,817,367	\$-1,211,964	-2.0	23
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$45,300,322	\$31,494,377	\$13,805,945	18.0	32
Building Material and Supplies Dealers (NAICS 4441)	\$40,239,873	\$19,086,583	\$21,153,290	35.7	20
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$5,060,449	\$12,407,794	\$-7,347,345	-42.1	12
Food & Beverage Stores (NAICS 445)	\$168,715,699	\$162,462,712	\$6,252,987	1.9	20
Grocery Stores (NAICS 4451)	\$146,743,996	\$155,901,416	\$-9,157,420	-3.0	11
Specialty Food Stores (NAICS 4452)	\$12,155,189	\$1,062,444	\$11,092,745	83.9	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$9,816,514	\$5,498,852	\$4,317,662	28.2	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$38,273,471	\$9,839,363	\$28,434,108	59.1	10
Gasoline Stations (NAICS 447/4471)	\$124,851,238	\$80,518,643	\$44,332,595	21.6	13
Clothing and Clothing Accessories Stores (NAICS 448)	\$55,128,865	\$8,777,865	\$46,351,000	72.5	15
Clothing Stores (NAICS 4481)	\$42,693,683	\$6,470,823	\$36,222,860	73.7	7
Shoe Stores (NAICS 4482)	\$6,551,194	\$121,805	\$6,429,389	96.3	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$5,883,988	\$2,185,237	\$3,698,751	45.8	8
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$14,959,656	\$4,409,900	\$10,549,756	54.5	11
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$9,307,972	\$3,314,092	\$5,993,880	47.5	10
Book, Periodical, and Music Stores (NAICS 4512)	\$5,651,684	\$1,095,808	\$4,555,876	67.5	1

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# Retail MarketPlace Profile

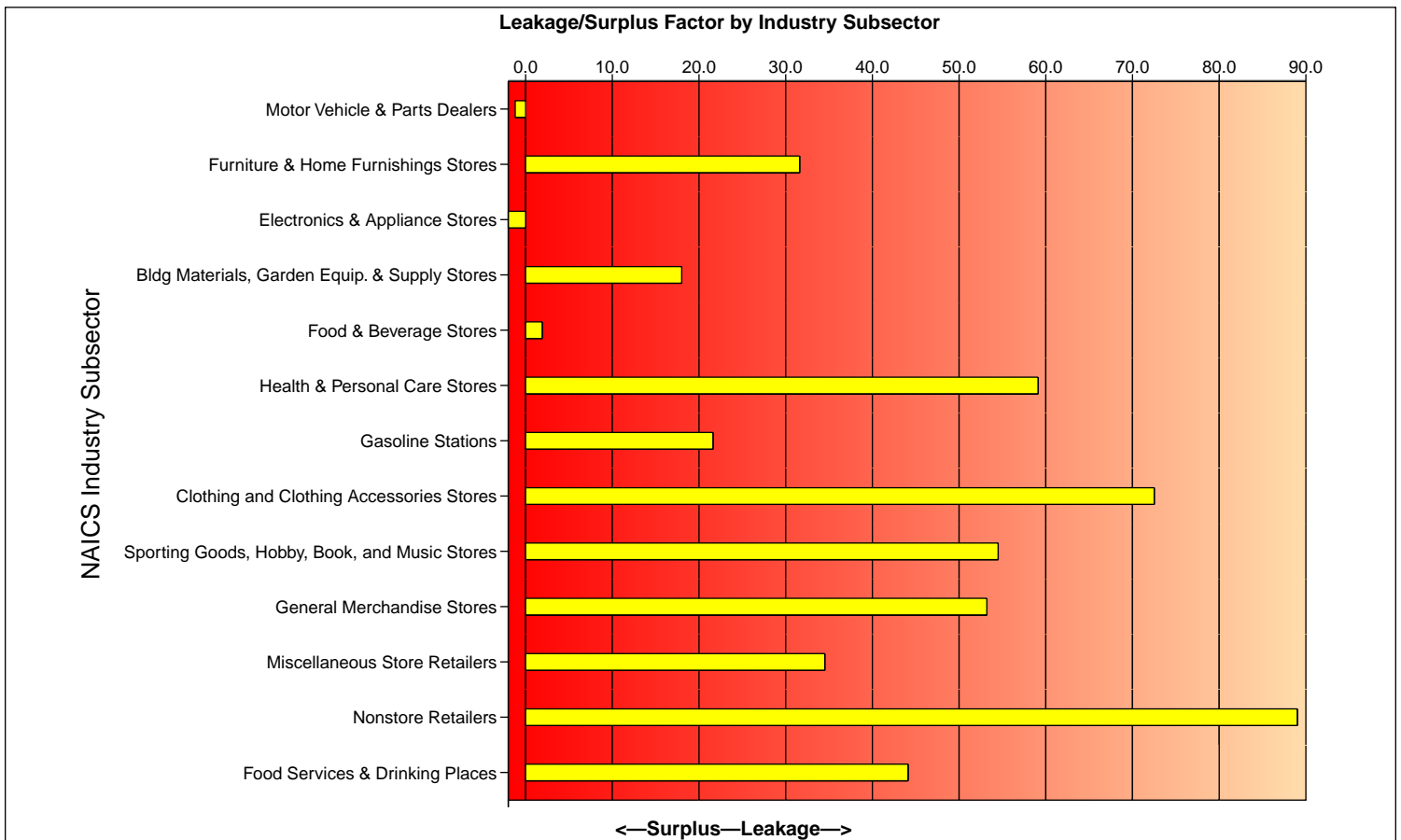
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 Wauconda, IL 60084

Site Type: Radius

Latitude: 42.260164  
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$134,849,163	\$41,190,697	\$93,658,466	53.2	7
Department Stores Excluding Leased Depts.(NAICS 4521)	\$67,595,441	\$21,431,289	\$46,164,152	51.9	3
Other General Merchandise Stores (NAICS 4529)	\$67,253,722	\$19,759,408	\$47,494,314	54.6	4
Miscellaneous Store Retailers (NAICS 453)	\$16,207,533	\$7,895,830	\$8,311,703	34.5	39
Florists (NAICS 4531)	\$3,175,579	\$989,286	\$2,186,293	52.5	6
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,051,475	\$1,689,030	\$362,445	9.7	10
Used Merchandise Stores (NAICS 4533)	\$1,555,504	\$1,005,733	\$549,771	21.5	9
Other Miscellaneous Store Retailers (NAICS 4539)	\$9,424,975	\$4,211,781	\$5,213,194	38.2	14
Nonstore Retailers (NAICS 454)	\$73,244,549	\$4,269,074	\$68,975,475	89.0	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$54,147,321	\$2,095,109	\$52,052,212	92.5	0
Vending Machine Operators (NAICS 4542)	\$5,550,891	\$1,555,918	\$3,994,973	56.2	2
Direct Selling Establishments (NAICS 4543)	\$13,546,337	\$618,047	\$12,928,290	91.3	1
Food Services & Drinking Places (NAICS 722)	\$154,647,375	\$59,924,564	\$94,722,811	44.1	101
Full-Service Restaurants (NAICS 7221)	\$51,585,831	\$32,564,087	\$19,021,744	22.6	65
Limited-Service Eating Places (NAICS 7222)	\$85,656,952	\$23,676,369	\$61,980,583	56.7	22
Special Food Services (NAICS 7223)	\$11,010,723	\$2,039,862	\$8,970,861	68.7	6
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$6,393,869	\$1,644,246	\$4,749,623	59.1	8



Source: ESRI and infoUSA®

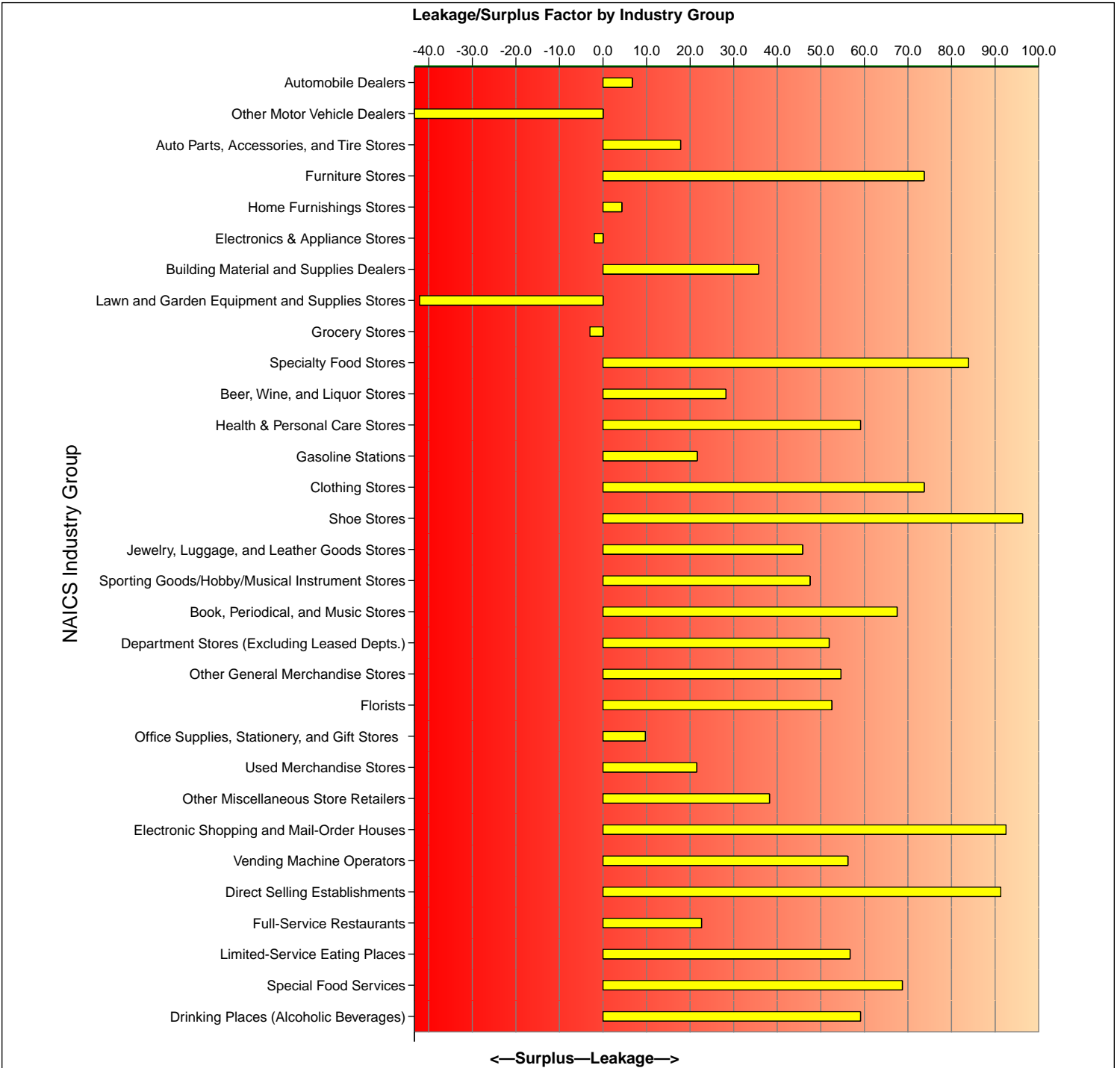


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Leakage/Surplus Factor by Industry Group



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