



Market Profile

Evanston Plaza
 1910 Dempster Street Evanston IL 60202
 Rings: 1, 3, 5 mile radii

Latitude: 42.0410
 Longitude: -87.6993

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	29,510	231,569	489,060
2010 Total Population	29,056	226,096	468,990
2018 Total Population	30,278	231,091	476,376
2018 Group Quarters	777	10,359	18,015
2023 Total Population	30,728	232,366	478,024
2018-2023 Annual Rate	0.30%	0.11%	0.07%
2018 Total Daytime Population	30,765	230,815	446,539
Workers	15,996	112,193	211,157
Residents	14,769	118,622	235,382
Household Summary			
2000 Households	11,333	88,375	189,941
2000 Average Household Size	2.53	2.50	2.48
2010 Households	11,491	87,078	186,600
2010 Average Household Size	2.46	2.48	2.42
2018 Households	12,089	89,244	190,109
2018 Average Household Size	2.44	2.47	2.41
2023 Households	12,306	89,787	190,792
2023 Average Household Size	2.43	2.47	2.41
2018-2023 Annual Rate	0.36%	0.12%	0.07%
2010 Families	6,644	51,556	105,869
2010 Average Family Size	3.26	3.25	3.23
2018 Families	6,834	51,985	106,450
2018 Average Family Size	3.28	3.28	3.25
2023 Families	6,900	52,050	106,451
2023 Average Family Size	3.29	3.30	3.26
2018-2023 Annual Rate	0.19%	0.02%	0.00%
Housing Unit Summary			
2000 Housing Units	11,773	91,926	198,140
Owner Occupied Housing Units	54.1%	50.8%	48.6%
Renter Occupied Housing Units	42.1%	45.4%	47.3%
Vacant Housing Units	3.7%	3.9%	4.1%
2010 Housing Units	12,766	95,373	204,628
Owner Occupied Housing Units	51.7%	51.4%	49.3%
Renter Occupied Housing Units	38.3%	39.9%	41.9%
Vacant Housing Units	10.0%	8.7%	8.8%
2018 Housing Units	13,111	96,846	207,411
Owner Occupied Housing Units	49.5%	49.1%	47.0%
Renter Occupied Housing Units	42.7%	43.1%	44.6%
Vacant Housing Units	7.8%	7.8%	8.3%
2023 Housing Units	13,264	97,782	209,137
Owner Occupied Housing Units	50.4%	49.7%	47.6%
Renter Occupied Housing Units	42.4%	42.1%	43.6%
Vacant Housing Units	7.2%	8.2%	8.8%
Median Household Income			
2018	\$77,856	\$68,755	\$65,642
2023	\$88,826	\$77,025	\$74,250
Median Home Value			
2018	\$357,724	\$356,995	\$365,857
2023	\$397,750	\$398,765	\$407,674
Per Capita Income			
2018	\$45,057	\$41,617	\$41,431
2023	\$50,958	\$46,195	\$46,025
Median Age			
2010	37.0	36.9	37.2
2018	37.8	38.0	38.5
2023	38.0	38.6	39.2

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	12,089	89,244	190,109
<\$15,000	9.8%	11.7%	12.3%
\$15,000 - \$24,999	6.6%	7.8%	8.5%
\$25,000 - \$34,999	7.3%	7.6%	7.6%
\$35,000 - \$49,999	10.7%	10.8%	10.8%
\$50,000 - \$74,999	14.0%	15.1%	15.4%
\$75,000 - \$99,999	10.5%	11.4%	11.5%
\$100,000 - \$149,999	17.8%	15.8%	15.2%
\$150,000 - \$199,999	10.1%	8.2%	7.7%
\$200,000+	13.1%	11.7%	11.0%
Average Household Income	\$110,912	\$104,459	\$101,266
2023 Households by Income			
Household Income Base	12,306	89,787	190,792
<\$15,000	8.6%	10.7%	11.3%
\$15,000 - \$24,999	5.7%	6.9%	7.6%
\$25,000 - \$34,999	6.5%	6.9%	6.9%
\$35,000 - \$49,999	9.8%	10.1%	10.1%
\$50,000 - \$74,999	13.0%	14.2%	14.5%
\$75,000 - \$99,999	10.5%	11.4%	11.7%
\$100,000 - \$149,999	19.2%	17.3%	16.8%
\$150,000 - \$199,999	11.4%	9.2%	8.7%
\$200,000+	15.3%	13.3%	12.6%
Average Household Income	\$125,489	\$116,283	\$112,771
2018 Owner Occupied Housing Units by Value			
Total	6,495	47,535	97,548
<\$50,000	0.8%	1.1%	1.2%
\$50,000 - \$99,999	2.0%	3.0%	2.7%
\$100,000 - \$149,999	3.1%	5.4%	5.4%
\$150,000 - \$199,999	9.5%	9.5%	8.7%
\$200,000 - \$249,999	9.3%	9.4%	9.1%
\$250,000 - \$299,999	13.4%	10.7%	10.4%
\$300,000 - \$399,999	20.4%	19.0%	18.9%
\$400,000 - \$499,999	16.3%	13.8%	14.0%
\$500,000 - \$749,999	14.8%	13.5%	14.9%
\$750,000 - \$999,999	6.3%	7.8%	7.2%
\$1,000,000 - \$1,499,999	3.2%	5.1%	4.9%
\$1,500,000 - \$1,999,999	0.4%	1.0%	1.2%
\$2,000,000 +	0.4%	0.7%	1.3%
Average Home Value	\$427,760	\$454,318	\$471,680
2023 Owner Occupied Housing Units by Value			
Total	6,688	48,620	99,617
<\$50,000	0.3%	0.5%	0.5%
\$50,000 - \$99,999	0.9%	1.6%	1.5%
\$100,000 - \$149,999	1.8%	3.4%	3.6%
\$150,000 - \$199,999	6.4%	7.2%	6.6%
\$200,000 - \$249,999	7.6%	8.0%	7.5%
\$250,000 - \$299,999	12.2%	9.8%	9.5%
\$300,000 - \$399,999	21.3%	19.7%	19.5%
\$400,000 - \$499,999	18.4%	15.8%	15.9%
\$500,000 - \$749,999	18.8%	16.7%	18.4%
\$750,000 - \$999,999	7.9%	9.8%	9.0%
\$1,000,000 - \$1,499,999	3.6%	5.6%	5.2%
\$1,500,000 - \$1,999,999	0.5%	1.1%	1.3%
\$2,000,000 +	0.4%	0.8%	1.4%
Average Home Value	\$470,312	\$499,294	\$513,109

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	29,056	226,098	468,991
0 - 4	6.1%	6.4%	6.0%
5 - 9	6.2%	6.3%	5.8%
10 - 14	6.3%	6.0%	5.6%
15 - 24	13.4%	14.7%	14.2%
25 - 34	15.2%	14.1%	15.3%
35 - 44	13.9%	13.5%	14.1%
45 - 54	14.8%	14.0%	14.1%
55 - 64	12.3%	12.0%	11.8%
65 - 74	6.5%	6.4%	6.6%
75 - 84	3.8%	4.2%	4.3%
85 +	1.6%	2.4%	2.2%
18 +	77.4%	77.6%	79.0%
2018 Population by Age			
Total	30,278	231,092	476,377
0 - 4	5.6%	5.7%	5.4%
5 - 9	5.5%	5.9%	5.6%
10 - 14	6.0%	6.1%	5.8%
15 - 24	12.7%	14.9%	14.1%
25 - 34	16.3%	13.6%	14.4%
35 - 44	13.0%	12.4%	13.1%
45 - 54	12.9%	12.6%	12.9%
55 - 64	13.1%	12.7%	12.6%
65 - 74	8.7%	8.9%	8.9%
75 - 84	4.3%	4.5%	4.7%
85 +	1.9%	2.7%	2.5%
18 +	79.4%	78.7%	79.9%
2023 Population by Age			
Total	30,728	232,367	478,025
0 - 4	5.6%	5.7%	5.4%
5 - 9	5.2%	5.5%	5.2%
10 - 14	5.5%	5.7%	5.4%
15 - 24	12.1%	14.4%	13.7%
25 - 34	17.1%	14.2%	14.8%
35 - 44	13.7%	12.4%	13.2%
45 - 54	11.9%	11.9%	12.2%
55 - 64	12.3%	12.1%	12.2%
65 - 74	9.6%	9.9%	9.9%
75 - 84	5.1%	5.4%	5.5%
85 +	2.0%	2.7%	2.6%
18 +	80.3%	79.7%	80.8%
2010 Population by Sex			
Males	14,104	109,364	229,543
Females	14,952	116,732	239,447
2018 Population by Sex			
Males	14,756	112,155	233,411
Females	15,522	118,937	242,965
2023 Population by Sex			
Males	15,036	113,242	234,799
Females	15,692	119,124	243,225

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	29,057	226,097	468,991
White Alone	52.9%	60.9%	62.8%
Black Alone	28.3%	15.3%	11.3%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	8.5%	14.0%	15.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.7%	5.7%	6.2%
Two or More Races	4.3%	3.8%	3.6%
Hispanic Origin	12.6%	13.4%	14.8%
Diversity Index	71.4	68.2	67.7
2018 Population by Race/Ethnicity			
Total	30,278	231,091	476,376
White Alone	51.9%	58.5%	60.0%
Black Alone	25.6%	13.7%	10.0%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	10.5%	16.7%	18.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.6%	6.4%	6.9%
Two or More Races	5.1%	4.4%	4.2%
Hispanic Origin	14.7%	15.1%	16.5%
Diversity Index	74.1	71.1	70.7
2023 Population by Race/Ethnicity			
Total	30,729	232,367	478,023
White Alone	51.2%	56.9%	58.1%
Black Alone	23.5%	12.4%	9.1%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	12.0%	18.7%	20.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.3%	6.9%	7.4%
Two or More Races	5.6%	4.7%	4.4%
Hispanic Origin	16.5%	16.6%	17.9%
Diversity Index	75.9	72.9	72.6
2010 Population by Relationship and Household Type			
Total	29,056	226,096	468,990
In Households	97.3%	95.5%	96.2%
In Family Households	76.4%	75.7%	74.3%
Householder	22.9%	22.8%	22.6%
Spouse	16.3%	17.1%	17.1%
Child	30.3%	29.3%	28.0%
Other relative	5.0%	5.0%	5.2%
Nonrelative	1.9%	1.5%	1.5%
In Nonfamily Households	20.9%	19.8%	21.9%
In Group Quarters	2.7%	4.5%	3.8%
Institutionalized Population	2.0%	1.7%	1.3%
Noninstitutionalized Population	0.7%	2.8%	2.5%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	21,268	155,924	329,515
Less than 9th Grade	4.1%	4.8%	5.0%
9th - 12th Grade, No Diploma	3.5%	4.4%	4.3%
High School Graduate	12.6%	13.1%	13.3%
GED/Alternative Credential	1.7%	1.9%	1.8%
Some College, No Degree	16.5%	15.1%	15.0%
Associate Degree	3.4%	4.5%	5.0%
Bachelor's Degree	27.8%	29.3%	30.8%
Graduate/Professional Degree	30.3%	27.0%	24.8%
2018 Population 15+ by Marital Status			
Total	25,124	190,277	396,699
Never Married	38.1%	38.4%	39.5%
Married	46.9%	47.3%	46.6%
Widowed	5.3%	5.8%	5.6%
Divorced	9.7%	8.4%	8.3%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	93.7%	94.8%	95.1%
Civilian Unemployed (Unemployment Rate)	6.3%	5.2%	4.9%
2018 Employed Population 16+ by Industry			
Total	15,828	114,743	246,071
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	2.5%	2.9%	3.1%
Manufacturing	6.0%	6.6%	6.4%
Wholesale Trade	2.4%	2.0%	2.1%
Retail Trade	8.8%	9.9%	9.8%
Transportation/Utilities	4.0%	4.6%	4.7%
Information	1.8%	1.9%	1.9%
Finance/Insurance/Real Estate	7.6%	7.8%	8.5%
Services	64.6%	62.1%	60.7%
Public Administration	2.2%	2.1%	2.7%
2018 Employed Population 16+ by Occupation			
Total	15,827	114,744	246,073
White Collar	73.4%	72.2%	71.5%
Management/Business/Financial	17.8%	17.0%	18.2%
Professional	35.5%	33.0%	31.4%
Sales	9.8%	10.3%	10.0%
Administrative Support	10.3%	11.8%	11.9%
Services	15.9%	16.2%	16.9%
Blue Collar	10.7%	11.6%	11.6%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	1.4%	2.0%	2.2%
Installation/Maintenance/Repair	1.3%	1.3%	1.4%
Production	2.8%	3.6%	3.4%
Transportation/Material Moving	4.8%	4.6%	4.6%
2010 Population By Urban/ Rural Status			
Total Population	29,056	226,096	468,990
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	11,491	87,078	186,599
Households with 1 Person	33.8%	32.8%	34.1%
Households with 2+ People	66.2%	67.2%	65.9%
Family Households	57.8%	59.2%	56.7%
Husband-wife Families	41.3%	44.3%	42.9%
With Related Children	20.2%	21.6%	20.4%
Other Family (No Spouse Present)	16.6%	14.9%	13.8%
Other Family with Male Householder	3.6%	3.8%	3.9%
With Related Children	1.8%	1.8%	1.7%
Other Family with Female Householder	13.0%	11.1%	9.9%
With Related Children	7.9%	6.5%	5.5%
Nonfamily Households	8.4%	8.0%	9.1%
All Households with Children	30.2%	30.2%	27.7%
Multigenerational Households	4.7%	3.6%	3.4%
Unmarried Partner Households	5.3%	5.6%	6.2%
Male-female	4.1%	4.1%	4.3%
Same-sex	1.1%	1.4%	1.9%
2010 Households by Size			
Total	11,492	87,077	186,601
1 Person Household	33.8%	32.8%	34.1%
2 Person Household	29.0%	29.5%	30.0%
3 Person Household	14.4%	14.4%	14.0%
4 Person Household	12.3%	12.3%	11.7%
5 Person Household	6.1%	6.3%	5.9%
6 Person Household	2.4%	2.7%	2.4%
7 + Person Household	2.1%	2.0%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	11,491	87,078	186,600
Owner Occupied	57.4%	56.2%	54.1%
Owned with a Mortgage/Loan	44.6%	41.1%	39.1%
Owned Free and Clear	12.8%	15.1%	15.0%
Renter Occupied	42.6%	43.8%	45.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	12,766	95,373	204,628
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	City Lights (8A)	Trendsetters (3C)
2.	Laptops and Lattes (3A)	Trendsetters (3C)	International Marketplace
3.	Pacific Heights (2C)	International Marketplace	Top Tier (1A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$35,351,146	\$244,743,363	\$508,570,353
Average Spent	\$2,924.24	\$2,742.41	\$2,675.15
Spending Potential Index	134	126	123
Education: Total \$	\$25,029,831	\$177,538,277	\$364,250,795
Average Spent	\$2,070.46	\$1,989.36	\$1,916.01
Spending Potential Index	143	137	132
Entertainment/Recreation: Total \$	\$49,592,662	\$345,692,567	\$713,792,078
Average Spent	\$4,102.30	\$3,873.57	\$3,754.65
Spending Potential Index	127	120	117
Food at Home: Total \$	\$77,220,869	\$541,357,976	\$1,126,608,643
Average Spent	\$6,387.70	\$6,066.04	\$5,926.12
Spending Potential Index	127	121	118
Food Away from Home: Total \$	\$56,090,161	\$388,057,698	\$807,481,089
Average Spent	\$4,639.77	\$4,348.28	\$4,247.46
Spending Potential Index	132	124	121
Health Care: Total \$	\$82,336,983	\$582,214,290	\$1,197,268,209
Average Spent	\$6,810.90	\$6,523.85	\$6,297.80
Spending Potential Index	119	114	110
HH Furnishings & Equipment: Total \$	\$32,240,156	\$223,709,449	\$461,872,823
Average Spent	\$2,666.90	\$2,506.72	\$2,429.52
Spending Potential Index	128	120	116
Personal Care Products & Services: Total \$	\$13,048,769	\$90,642,817	\$188,129,248
Average Spent	\$1,079.39	\$1,015.67	\$989.59
Spending Potential Index	130	123	120
Shelter: Total \$	\$283,546,351	\$1,972,274,638	\$4,099,340,958
Average Spent	\$23,454.91	\$22,099.80	\$21,563.11
Spending Potential Index	140	132	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$39,404,679	\$277,059,610	\$569,282,830
Average Spent	\$3,259.55	\$3,104.52	\$2,994.51
Spending Potential Index	131	125	120
Travel: Total \$	\$35,687,567	\$246,698,769	\$507,324,444
Average Spent	\$2,952.07	\$2,764.32	\$2,668.60
Spending Potential Index	137	128	124
Vehicle Maintenance & Repairs: Total \$	\$16,220,604	\$113,562,285	\$234,904,408
Average Spent	\$1,341.77	\$1,272.49	\$1,235.63
Spending Potential Index	125	118	115

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.