

**Total Demographics**

**Income**

2004 HH Income	Total Population
\$25K-\$34,999	8.56%
\$35K-\$49,999	12.79%
\$50K-\$74,999	21.12%
\$75K-\$99,999	16.65%
\$100K-\$149,999	16.26%
\$150K- More	12.29%
Households w/2 vehicles	46.04%

**Population**

Under Age 4	7.37%
Age 5-17	19.48%
Age 18-24	8.43%
Age 25-34	13.51%
Age 35-44	16.47%
Age 45-54	14.75%
Age 55-64	9.41%
Age 65+	10.6%
Total Population 18+	
Men	72.14%
Women	74.13%

**Occupation**

White Collar Workers	69.49%
Blue Collar Workers	30.51%

**Education (Age 25+)**

High School Graduate	23.18%
Attended College	27.94%
College Degree (4+ years)	35.19%

**Home Value**

\$60K-\$99,999	2.83%
\$100K-\$149,999	14.24%
\$150K-\$299,999	58.67%
\$300K-\$499,999	17.65%
\$500,000 +	5.76%
Median Home Value	\$218,165

Information provided by Claritas 2004

covers the following communities:



**Berwyn, Cicero, Forest View, Stickney, Westchester, Hillside, Berkeley, Broadview, Willow Springs, Brookfield, Burr Ridge, Countryside, Hodgkins, Indian Head Park, LaGrange, LaGrange Park, LaGrange Highlands, McCook, Pleasantdale, Lyons, North Riverside, Riverside, Riverside Lawn, Western Springs, Elmhurst, Lombard, Villa Park, Oakbrook Terrace, Downers Grove, Westmont, Woodridge, Clarendon Hills, Willowbrook, Darien, Hinsdale, Oak Brook, Bolingbrook, Lisle, Naperville, Romeoville, Glen Ellyn, Wheaton, Addison, Bensenville, Wood Dale, Bartlett, Hanover Park, Bloomingdale, Carol Stream, Glendale Heights, Itasca, Roselle, Streamwood, Warrenville, West Chicago, Winfield, Batavia, Geneva, St. Charles, Lemont, Huntley, Marengo**

Total Circulation	241,156
2004 Population	1,444,277
Population (Age 25+)	934,899
2004 Households	507,330

**Retail Trade Potential**

Total Retail Sales	\$22,131,280,856	Furniture and Home Furnishings Stores	\$708,671,628
Apparel and Accessory Stores	\$1,286,160,457	Home Appliance, Radio, and T.V. Stores	\$743,612,103
Automotive Dealers	\$5,970,451,227	Gasoline Service Station	\$1,251,053,864
Automotive and Home Supply Stores	\$153,693,563	General Merchandise	\$2,717,259,100
Drug and Proprietary Stores	\$1,261,045,755	Department Stores	\$1,907,190,425
Eating and Drinking Places	\$2,112,566,715	(Including Leased Depts.)	
Food Stores	\$2,556,406,093	Hardware, Lumber and Garden Stores	\$1,230,304,059

Information provided by Claritas 2004 and IDS 2004