

Property Profile
The Landings

16701-16895 Torrence Ave, Lansing, IL 60438

Market Specific Criteria	3 Mile Radius	5 Mile Radius	U.S. Benchmark
Predominant Consumer Lifestyles	21.2% American Dreams	13.2% American Dreams	2.2% American Dreams
	14.2% Cosmopolitans	8.4% Cosmopolitans	1.2% Cosmopolitans
	9.8% Multi-Culti Mosaic	8.2% Multi-Culti Mosaic	1.7% Multi-Culti Mosaic
	9.6% Money & Brains	5.9% Domestic Duos	2.1% Money & Brains
	7.4% Close-In Couples	5.8% Close-In Couples	1.2% Close-In Couples
	3.8% Big City Blues	5.5% Money & Brains	1.2% Big City Blues
2004 Population	118,868	252,927	292,823,785
2004 Households	45,216	93,687	109,949,226
5 Year Market Growth	-1.4%	-1.7%	4.8%
Business Population	84,008	177,142	150,912,783
Average HH Size	2.6	2.7	2.7
Median Age	37.6 years	36.6 years	36.9 years
Population Age Under 5	7.1%	7.5%	6.7%
Population Age 5 - 14	15.1%	15.7%	14.0%
Population Age 15 - 17	4.2%	4.4%	4.3%
Population Age 18 - 24	7.9%	8.4%	9.8%
Population Age 25 - 34	12.6%	12.5%	13.6%
Population Age 35 - 44	15.6%	15.3%	15.3%
Population Age 45 - 54	13.7%	13.6%	14.1%
Population Age 55 - 64	9.7%	9.4%	9.6%
Population Age 65+	14.2%	13.3%	12.5%
White / Blue Collar Ratio	59.3% / 40.7%	57.7% / 42.3%	60.0% / 40.0%
Education Level	18.2% 4+ yrs college	17.0% 4+ yrs college	24.6% 4+ yrs college
	32.9% <4 yrs college	31.9% <4 yrs college	27.5% <4 yrs college
Average HH Income	\$57,878	\$55,976	\$63,301
Median HH Income	\$49,491	\$47,274	\$50,637
Per Capita Income	\$22,016	\$20,734	\$23,768
Income \$35,000-\$49,999	16.9%	16.8%	15.4%
HH Income \$50,000+	47.3%	44.8%	46.4%
HH Income \$75,000+	26.0%	24.0%	27.3%
HH Income \$100,000+	12.6%	11.7%	15.7%
Homeowners %	72.7%	71.8%	66.5%
Ethnicity	52.1% White	49.4% White	73.8% White
	40.0% Black	40.2% Black	12.4% Black
	0.7% Asian Pac. Isl.	0.8% Asian Pac. Isl.	4.2% Asian Pac. Isl.
Hispanic Ancestry	10.8% Hispanic	14.9% Hispanic	14.0% Hispanic

Consumer Lifestyle Profile

(3 Mile Radius)

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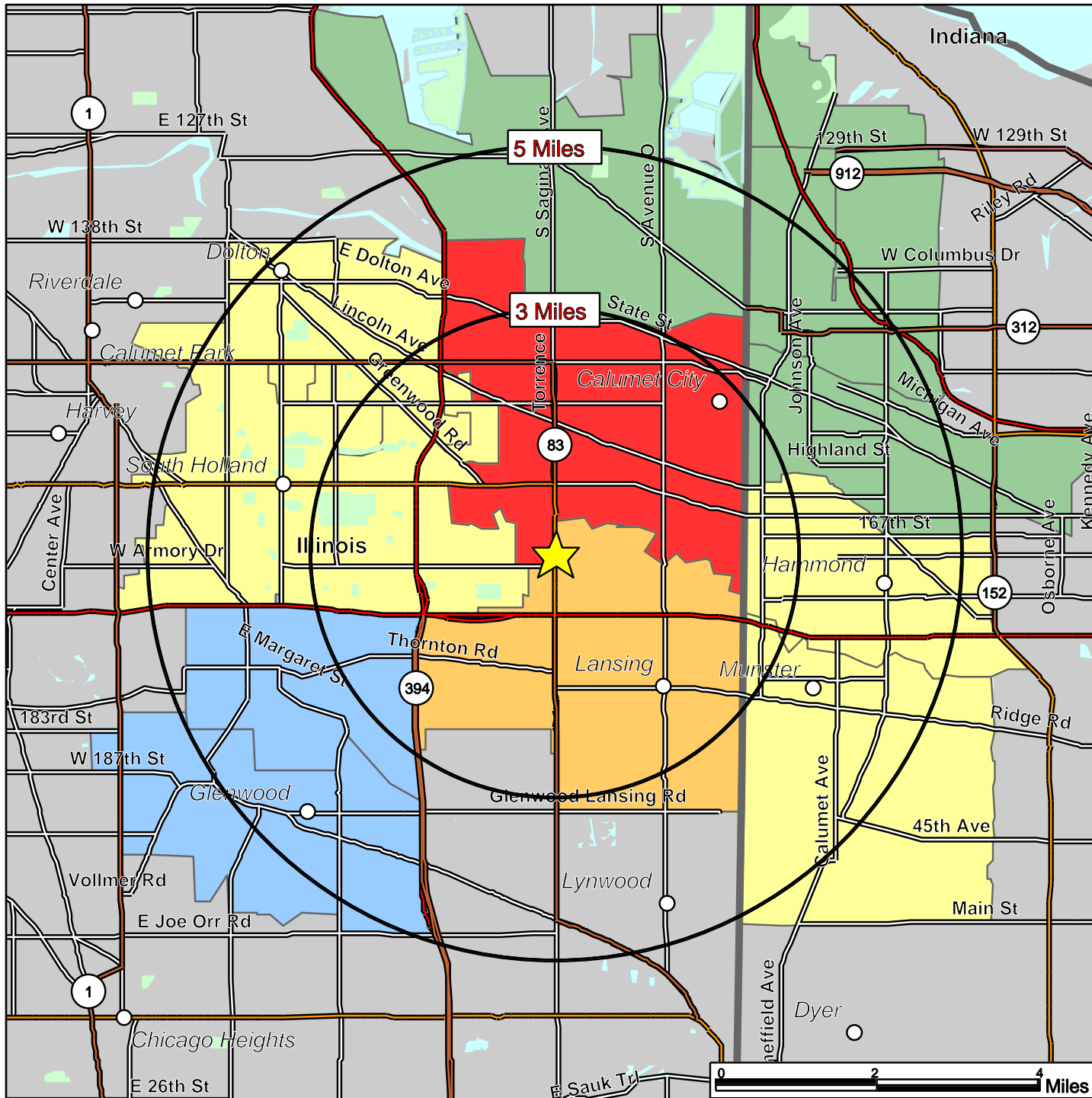
Cluster Name						
Cluster Name	American Dreams	Cosmopolitans	Multi-Culti Mosaic	Money & Brains	Close-In Couples	Big City Blues
Income Class	Midscale	Midscale	Lower Middle	Upscale	Lower Middle	Downscale
% of Total Households	21.2%	14.2%	9.8%	9.6%	7.4%	3.8%
Predominant Characteristics	Established urban immigrant families	Urban couples in America's fast-growing cities	Urban singles and families	Older married couples who have few children	Older couples living in older homes in mid-sized metros	Ethnically-mixed urban singles
	Descendants of multi-ancestries	Educated, midscale and multi-ethnic	Rank second in the percentage of foreign-born	High incomes, advanced degrees, and sophisticated taste	55-year-old-plus empty nesters	Highest concentration of Hispanic Americans in the nation
	Live in multi-racial, multi-lingual neighborhoods	Enjoy leisure-intensive lifestyles	Large families with lots of small children	Dual incomes	Enjoying secure and comfortable retirements	Found mostly in Eastern mega-cities and in the West
	Tend to have big families, which is unique to Urban Uptown clusters	Older home and apartment-owners, empty-nesters and college graduate.	Live in bilingual barrios concentrated in major cities	Own upscale homes and condos	Older city neighborhoods	Older inner-city apartments
Ethnic Diversity	<i>Black, High Asian & Hisp.</i>	<i>High Black & Hisp., Asian</i>	<i>High Black & Hisp. Asian</i>	<i>High Asian</i>	<i>High Black & Hisp. Asian</i>	<i>High Black & Hisp. Asian</i>
Family Type	<i>Mixed</i>	<i>Singles & Married Couples</i>	<i>Singles / Couples / Families</i>	<i>Singles / Couples / Families</i>	<i>Singles / Couples / Families</i>	<i>Singles / Couples / Families</i>
Key Housing Type	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Renters Multi-Unit 2-9 and 10+</i>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Renters, Owners Single Unit</i>
Predominant Ages	<i>25-44</i>	<i>55+</i>	<i>25-44</i>	<i>45+</i>	<i>55+</i>	<i>45 & Under</i>
Education	<i>Some College</i>	<i>Some College</i>	<i>High School</i>	<i>College Graduates</i>	<i>High School</i>	<i>High school</i>
Employment	<i>White-Collar, Service</i>	<i>Professional</i>	<i>Blue-Collar, White-Collar, Service</i>	<i>Professional</i>	<i>White-Collar, Service</i>	<i>Blue-Collar, White-Collar, Service</i>
Median Income	<i>Midscale / \$50,773</i>	<i>Midscale / \$51,681</i>	<i>Lower Middle / \$32,748</i>	<i>Affluent / \$80,466</i>	<i>Lower Middle / \$37,609</i>	<i>Downscale / \$28,577</i>
Lifestyle Traits	<i>Go mountain biking Buy Spanish/Latin music Read Ebony Listen to Spanish radio Drive a Toyota Sienna minivan</i>	<i>Go to the theatre Play the lottery Read Time Watch People's Court Drive a Lincoln Town Car</i>	<i>Eat at family restaurants Shop at Footlocker Read Car & Driver Watch BET Drive a Toyota Echo</i>	<i>Shop at Nordstrom Support the arts Read Business Week Listen to all-news radio Drive a Jaguar</i>	<i>Go dancing monthly Take a cruise Read Prevention Watch Court TV Drive a Acura TL</i>	<i>Rent videos Eat at Sizzler Steakhouse Read Essence Watch All My Children Drive a Nissan Sentra</i>

Consumer Lifestyle Profile

(5 Mile Radius)

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Cluster Name						
American Dreams	Cosmopolitans	Multi-Culti Mosaic	Domestic Duos	Close-In Couples	Money & Brains	
Income Class	Midscale	Midscale	Lower Middle	Midscale	Lower Middle	Upscale
% of Total Households	13.2%	8.4%	8.2%	5.9%	5.8%	5.5%
Predominant Characteristics	Established urban immigrant families	Urban couples in America's fast-growing cities	Urban singles and families	A middle-class mix of mainly over 55 singles and married couple	Older couples living in older homes in mid-sized metros	Older married couples who have few children
	Descendants of multi-ancestries	Educated, midscale and multi-ethnic	Rank second in the percentage of foreign-born	High-school educations and fixed incomes	55-year-old-plus empty nesters	High incomes, advanced degrees, and sophisticated taste
	Live in multi-racial, multi-lingual neighborhoods	Enjoy leisure-intensive lifestyles	Large families with lots of small children	Easy-going lifestyle	Enjoying secure and comfortable retirements	Dual incomes
	Tend to have big families, which is unique to Urban Uptown clusters	Older home and apartment-owners, empty-nesters and college graduate.	Live in bilingual barrios concentrated in major cities	Living in older suburban homes	Older city neighborhoods	Own upscale homes and condos
Ethnic Diversity	<i>Black, High Asian & Hisp.</i>	<i>High Black & Hisp., Asian</i>	<i>High Black & Hisp. Asian</i>	<i>White, Black</i>	<i>High Black & Hisp. Asian</i>	<i>High Asian</i>
Family Type	<i>Mixed</i>	<i>Singles & Married Couples</i>	<i>Singles / Couples / Families</i>	<i>Singles / Couples</i>	<i>Singles / Couples / Families</i>	<i>Singles / Couples / Families</i>
Key Housing Type	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Renters Multi-Unit 2-9 and 10+</i>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>
Predominant Ages	<i>25-44</i>	<i>55+</i>	<i>25-44</i>	<i>55+</i>	<i>55+</i>	<i>45+</i>
Education	<i>Some College</i>	<i>Some College</i>	<i>High School</i>	<i>High School</i>	<i>High School</i>	<i>College Graduates</i>
Employment	<i>White-Collar, Service</i>	<i>Professional</i>	<i>Blue-Collar, White-Collar, Service</i>	<i>Blue-Collar / White-Collar</i>	<i>White-Collar, Service</i>	<i>Professional</i>
Median Income	<i>Midscale / \$50,773</i>	<i>Midscale / \$51,681</i>	<i>Lower Middle / \$32,748</i>	<i>Midscale / \$46,066</i>	<i>Lower Middle / \$37,609</i>	<i>Affluent / \$80,466</i>
Lifestyle Traits	<i>Go mountain biking Buy Spanish/Latin music Read Ebony Listen to Spanish radio Drive a Toyota Sienna minivan</i>	<i>Go to the theatre Play the lottery Read Time Watch People's Court Drive a Lincoln Town Car</i>	<i>Eat at family restaurants Shop at Footlocker Read Car & Driver Watch BET Drive a Toyota Echo</i>	<i>Go bowling Spend 15+ nts on dom. travel Watch NBC Sun Today Show Listen to adult standards radio Drive a Mercury Grand Marquis</i>	<i>Go dancing monthly Take a cruise Read Prevention Watch Court TV Drive a Acura TL</i>	<i>Shop at Nordstrom Support the arts Read Business Week Listen to all-news radio Drive a Jaguar</i>



**The Landings
Demographic Map**

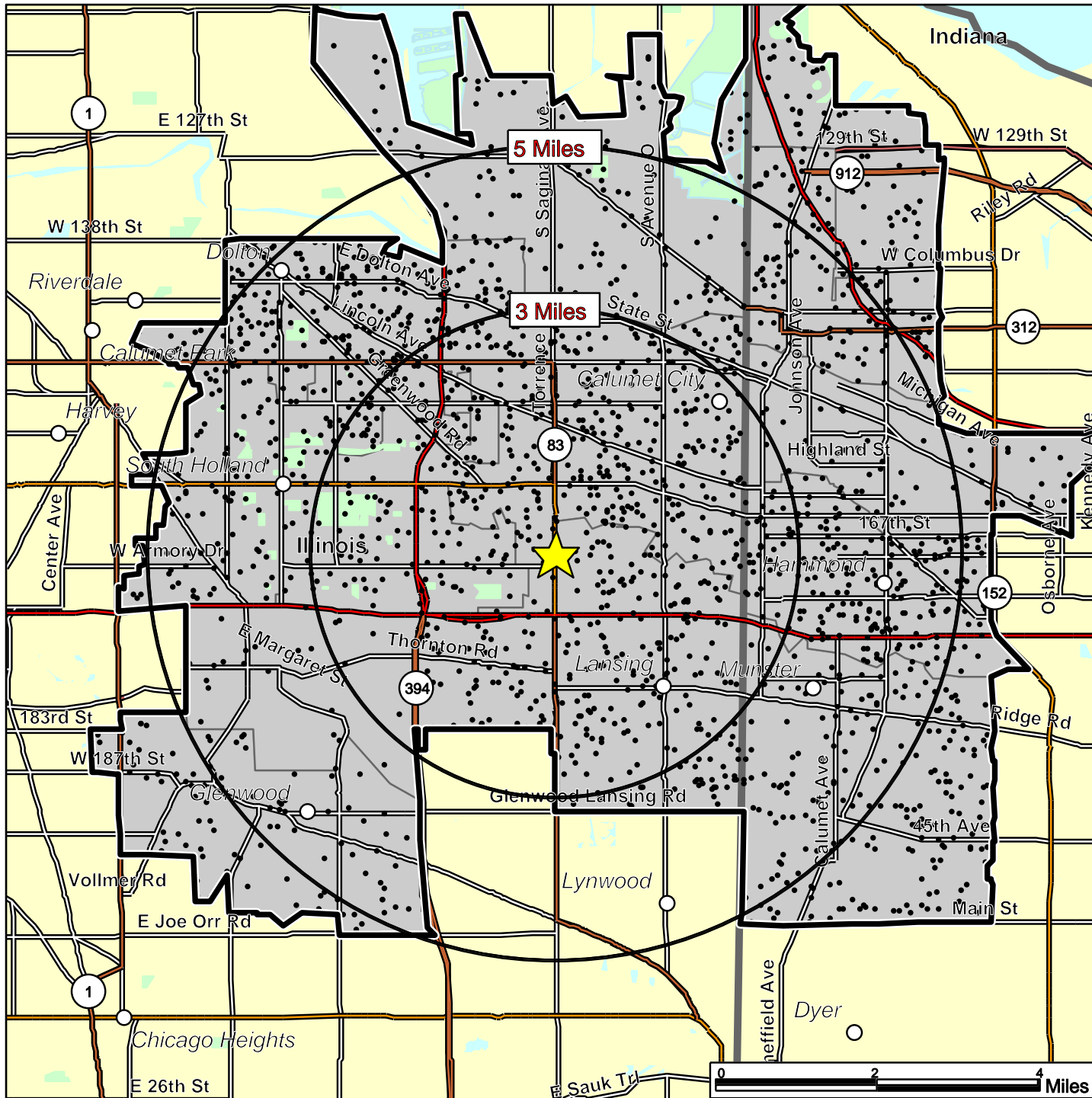
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**Residential Population
by Zip Code**

- 34,497 - 42,552
- 26,441 - 34,496
- 18,385 - 26,440
- 10,329 - 18,384
- 2,273 - 10,328
- Parks
- Outside Study Area

3 Miles Total = 114,512
5 Miles Total = 211,832





**The Landings
Population Density**

The Landings
★ 16701-16895 Torrence Ave
Lansing, IL 60438

**Residential Population
by Zip Code**

■ Parks
■ Outside Study Area

● = 105 people

3 Miles Total = 114,512

5 Miles Total = 211,832

