

296 E Deerpath, Lake Forest, IL

296 E Deerpath, Lake Forest, Illinois, 60045

Drive Time: 5 minute radius

Latitude: 42.25138 Longitude: -87.83989

Summary Demographics						
2014 Population						8,566
2014 Households						3,096
2014 Median Disposable Income						\$99,670
2014 Per Capita Income						\$63,243
	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
Industry Summary		(Retail Potential)	(Retail Sales)		Factor	Businesses
Total Retail Trade and Food & Drink	44-45,722	\$208,681,373	\$307,253,075	-\$98,571,702	-19.1	85
Total Retail Trade	44-45	\$186,421,830	\$300,346,229	-\$113,924,399	-23.4	73
Total Food & Drink	722	\$22,259,543	\$6,906,846	\$15,352,697	52.6	13
	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
Industry Group		(Retail Potential)	(Retail Sales)		Factor	Businesses
Motor Vehicle & Parts Dealers	441	\$37,023,656	\$2,438,210	\$34,585,446	87.6	1
Automobile Dealers	4411	\$31,982,185	\$0	\$31,982,185	100.0	0
Other Motor Vehicle Dealers	4412	\$2,417,131	\$2,438,210	-\$21,079	-0.4	1
Auto Parts, Accessories & Tire Stores	4413	\$2,624,340	\$0	\$2,624,340	100.0	0
Furniture & Home Furnishings Stores	442	\$4,376,265	\$7,697,542	-\$3,321,277	-27.5	5
Furniture Stores	4421	\$2,434,465	\$3,545,346	-\$1,110,881	-18.6	3
Home Furnishings Stores	4422	\$1,941,800	\$4,152,196	-\$2,210,396	-36.3	2
Electronics & Appliance Stores	443	\$5,120,178	\$2,057,885	\$3,062,293	42.7	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,158,368	\$0	\$8,158,368	100.0	0
Bldg Material & Supplies Dealers	4441	\$6,754,133	\$0	\$6,754,133	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$1,404,235	\$0	\$1,404,235	100.0	0
Food & Beverage Stores	445	\$29,055,997	\$31,509,626	-\$2,453,629	-4.1	8
Grocery Stores	4451	\$25,572,463	\$28,029,683	-\$2,457,220	-4.6	4
Specialty Food Stores	4452	\$857,799	\$2,044,508	-\$1,186,709	-40.9	3
Beer, Wine & Liquor Stores	4453	\$2,625,735	\$1,435,435	\$1,190,300	29.3	1
Health & Personal Care Stores	446,4461	\$16,852,537	\$88,147,716	-\$71,295,179	-67.9	8
Gasoline Stations	447,4471	\$16,548,587	\$17,373,701	-\$825,114	-2.4	1
Clothing & Clothing Accessories Stores	448	\$12,600,953	\$21,349,437	-\$8,748,484	-25.8	17
Clothing Stores	4481	\$8,959,340	\$18,367,602	-\$9,408,262	-34.4	13
Shoe Stores	4482	\$1,779,253	\$504,655	\$1,274,598	55.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,862,360	\$2,477,180	-\$614,820	-14.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$4,871,089	\$6,948,665	-\$2,077,576	-17.6	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,796,378	\$3,886,308	-\$89,930	-1.2	3
Book, Periodical & Music Stores	4512	\$1,074,711	\$3,062,356	-\$1,987,645	-48.0	3
General Merchandise Stores	452	\$30,870,608	\$5,356,821	\$25,513,787	70.4	1
Department Stores Excluding Leased Depts.	4521	\$11,805,472	\$5,356,821	\$6,448,651	37.6	1
Other General Merchandise Stores	4529	\$19,065,136	\$0	\$19,065,136	100.0	0
Miscellaneous Store Retailers	453	\$3,986,392	\$8,660,581	-\$4,674,189	-37.0	21
Florists	4531	\$219,745	\$1,739,909	-\$1,520,164	-77.6	5
Office Supplies, Stationery & Gift Stores	4532	\$682,109	\$1,700,116	-\$1,018,007	-42.7	6
Used Merchandise Stores	4533	\$436,979	\$3,198,504	-\$2,761,525	-76.0	4
Other Miscellaneous Store Retailers	4539	\$2,647,560	\$2,022,052	\$625,508	13.4	5
Nonstore Retailers	454	\$16,957,201	\$108,624,860	-\$91,667,659	-73.0	2
Electronic Shopping & Mail-Order Houses	4541	\$14,984,667	\$107,942,097	-\$92,957,430	-75.6	1
Vending Machine Operators	4542	\$371,750	\$0	\$371,750	100.0	0
Direct Selling Establishments	4543	\$1,600,784	\$597,894	\$1,002,890	45.6	1
Food Services & Drinking Places	722	\$22,259,543	\$6,906,846	\$15,352,697	52.6	13
Full-Service Restaurants	7221	\$9,372,413	\$4,182,987	\$5,189,426	38.3	5
Limited-Service Eating Places	7222	\$10,523,520	\$2,138,646	\$8,384,874	66.2	5
Special Food Services	7223	\$1,057,921	\$113,546	\$944,375	80.6	1
Drinking Places - Alcoholic Beverages	7224	\$1,305,688	\$471,666	\$834,022	46.9	2

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. For more information on the Retail MarketPlace data, please view the methodology statement at http://www.esri.com/library/ whitepapers/pdfs/esri-data-retail-marketplace.pdf.

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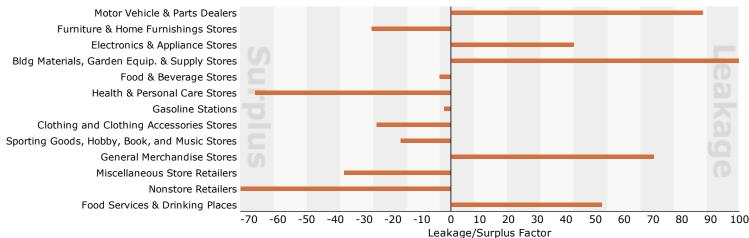


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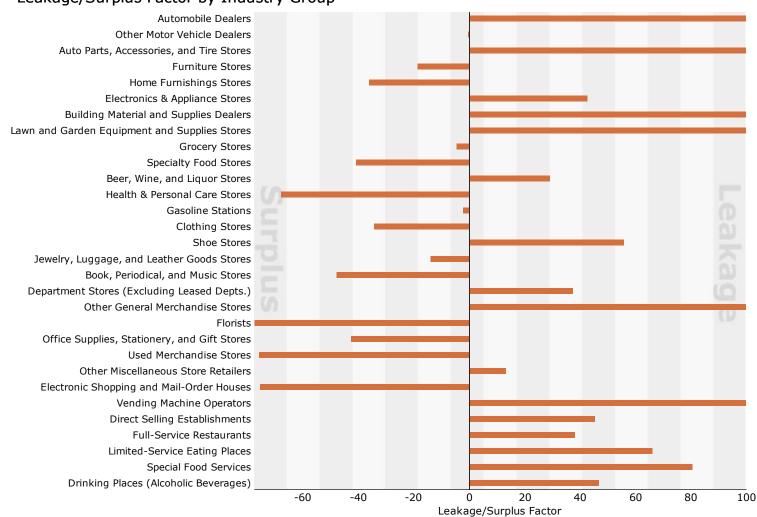
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Drive Time: 5 minute radius Longitude: -87.83989

#### Leakage/Surplus Factor by Industry Subsector



#### Leakage/Surplus Factor by Industry Group



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296 E Deerpath, Lake Forest, IL

296 E Deerpath, Lake Forest, Illinois, 60045

Drive Time: 10 minute radius

Latitude: 42.25138 Longitude: -87.83989

Summary Demographics						
2014 Population						46,389
2014 Households						14,615
2014 Median Disposable Income						\$85,954
2014 Per Capita Income						\$52,727
	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
Industry Summary		(Retail Potential)	(Retail Sales)		Factor	Businesses
Total Retail Trade and Food & Drink	44-45,722	\$912,840,433	\$1,737,492,663	-\$824,652,230	-31.1	337
Total Retail Trade	44-45	\$815,372,287	\$1,676,415,935	-\$861,043,648	-34.6	269
Total Food & Drink	722	\$97,468,146	\$61,076,729	\$36,391,417	23.0	68
	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
Industry Group		(Retail Potential)	(Retail Sales)		Factor	Businesses
Motor Vehicle & Parts Dealers	441	\$162,845,838	\$400,937,272	-\$238,091,434	-42.2	18
Automobile Dealers	4411	\$140,996,698	\$391,187,970	-\$250,191,272	-47.0	8
Other Motor Vehicle Dealers	4412	\$10,439,298	\$8,122,109	\$2,317,189	12.5	7
Auto Parts, Accessories & Tire Stores	4413	\$11,409,842	\$1,627,193	\$9,782,649	75.0	3
Furniture & Home Furnishings Stores	442	\$19,109,165	\$29,961,274	-\$10,852,109	-22.1	20
Furniture Stores	4421	\$10,693,864	\$17,439,369	-\$6,745,505	-24.0	10
Home Furnishings Stores	4422	\$8,415,301	\$12,521,905	-\$4,106,604	-19.6	11
Electronics & Appliance Stores	443	\$22,382,264	\$15,900,372	\$6,481,892	16.9	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$34,760,792	\$14,242,927	\$20,517,865	41.9	12
Bldg Material & Supplies Dealers	4441	\$28,715,374	\$5,889,526	\$22,825,848	66.0	9
Lawn & Garden Equip & Supply Stores	4442	\$6,045,418	\$8,353,401	-\$2,307,983	-16.0	2
Food & Beverage Stores	445	\$127,199,872	\$118,426,890	\$8,772,982	3.6	39
Grocery Stores	4451	\$112,025,974	\$101,721,706	\$10,304,268	4.8	18
Specialty Food Stores	4452	\$3,759,561	\$6,125,645	-\$2,366,084	-23.9	16
Beer, Wine & Liquor Stores	4453	\$11,414,337	\$10,579,540	\$834,797	3.8	5
Health & Personal Care Stores	446,4461	\$73,068,880	\$132,671,269	-\$59,602,389	-29.0	16
Gasoline Stations	447,4471	\$73,063,337	\$112,437,291	-\$39,373,954	-21.2	9
Clothing & Clothing Accessories Stores	448	\$55,148,530	\$37,073,136	\$18,075,394	19.6	41
Clothing Stores	4481	\$39,238,277	\$28,654,316	\$10,583,961	15.6	31
Shoe Stores	4482	\$7,813,407	\$3,454,496	\$4,358,911	38.7	2
Jewelry, Luggage & Leather Goods Stores	4483	\$8,096,847	\$4,964,324	\$3,132,523	24.0	8
Sporting Goods, Hobby, Book & Music Stores	451	\$21,452,854	\$13,164,491	\$8,288,363	23.9	21
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,709,561	\$8,219,708	\$8,489,853	34.1	14
Book, Periodical & Music Stores	4512	\$4,743,293	\$4,944,783	-\$201,490	-2.1	7
General Merchandise Stores	452	\$135,352,518	\$46,000,715	\$89,351,803	49.3	2
Department Stores Excluding Leased Depts.	4521	\$51,787,735	\$15,326,426	\$36,461,309	54.3	2
Other General Merchandise Stores	4529	\$83,564,783	\$0	\$83,564,783	100.0	0
Miscellaneous Store Retailers	453	\$17,375,603	\$21,194,277	-\$3,818,674	-9.9	66
Florists	4531	\$940,340	\$3,556,018	-\$2,615,678	-58.2	10
Office Supplies, Stationery & Gift Stores	4532	\$2,977,711	\$5,418,540	-\$2,440,829	-29.1	20
Used Merchandise Stores	4533	\$1,916,008	\$4,968,810	-\$3,052,802	-44.3	10
Other Miscellaneous Store Retailers	4539	\$11,541,544	\$7,250,910	\$4,290,634	22.8	26
Nonstore Retailers	454	\$73,612,634	\$734,406,020	-\$660,793,386	-81.8	13
Electronic Shopping & Mail-Order Houses	4541	\$65,179,518	\$722,967,339	-\$657,787,821	-83.5	4
Vending Machine Operators	4541	\$1,629,197	\$634,321	\$994,876	44.0	3
Direct Selling Establishments	4542	\$6,803,920	\$10,804,361	-\$4,000,441	-22.7	6
Food Services & Drinking Places	722	\$97,468,146	\$61,076,729	\$36,391,417	23.0	68
Full-Service Restaurants	7221	\$41,021,650		\$14,679,905	21.8	25
			\$26,341,745			
Limited-Service Eating Places Special Food Services	7222 7223	\$46,104,773 \$4,656,173	\$28,288,272 \$4,058,455	\$17,816,501	23.9 -3.1	31 5
Special Food Services	/223	\$4,656,173	\$4,958,455	-\$302,282	-3.1	3

**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. For more information on the Retail MarketPlace data, please view the methodology statement at http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf.

\$1,488,256

\$5,685,550

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7224

Drinking Places - Alcoholic Beverages

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58.5

\$4,197,294

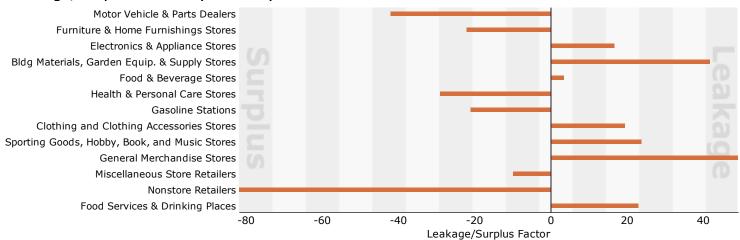


296 E Deerpath, Lake Forest, IL

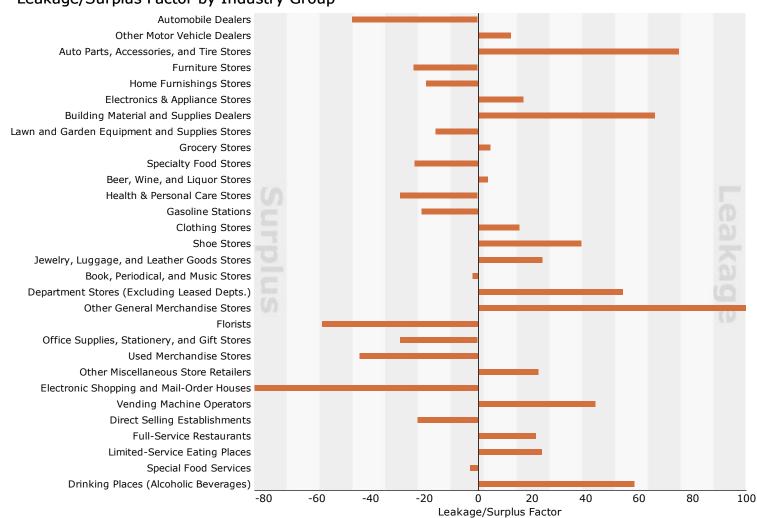
296 E Deerpath, Lake Forest, Illinois, 60045

Drive Time: 10 minute radius Longitude: -87.83989

#### Leakage/Surplus Factor by Industry Subsector



#### Leakage/Surplus Factor by Industry Group



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**Summary Demographics** 

General Merchandise Stores

Miscellaneous Store Retailers

Used Merchandise Stores

Vending Machine Operators

Food Services & Drinking Places

Full-Service Restaurants

Special Food Services

**Direct Selling Establishments** 

Limited-Service Eating Places

Drinking Places - Alcoholic Beverages

**Florists** 

Nonstore Retailers

Department Stores Excluding Leased Depts.

Office Supplies, Stationery & Gift Stores

Electronic Shopping & Mail-Order Houses

Other Miscellaneous Store Retailers

Other General Merchandise Stores

#### Retail MarketPlace Profile

296 E Deerpath, Lake Forest, IL

296 E Deerpath, Lake Forest, Illinois, 60045

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Latitude: 42.25138 Drive Time: 15 minute radius Longitude: -87.83989

2014 Population						148,690
2014 Households						49,297
2014 Median Disposable Income						\$63,792
2014 Per Capita Income						\$43,959
	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
Industry Summary		(Retail Potential)	(Retail Sales)		Factor	Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,499,217,512	\$6,476,950,413	-\$3,977,732,901	-44.3	1,271
Total Retail Trade	44-45	\$2,233,959,977	\$6,246,242,084	-\$4,012,282,107	-47.3	1,019
Total Food & Drink	722	\$265,257,535	\$230,708,330	\$34,549,205	7.0	252
	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
Industry Group		(Retail Potential)	(Retail Sales)		Factor	Businesses
Motor Vehicle & Parts Dealers	441	\$446,795,100	\$1,391,106,738	-\$944,311,638	-51.4	68
Automobile Dealers	4411	\$387,769,336	\$1,352,661,492	-\$964,892,156	-55.4	32
Other Motor Vehicle Dealers	4412	\$27,919,528	\$18,414,459	\$9,505,069	20.5	19
Auto Parts, Accessories & Tire Stores	4413	\$31,106,235	\$20,030,787	\$11,075,448	21.7	17
Furniture & Home Furnishings Stores	442	\$51,419,468	\$105,591,551	-\$54,172,083	-34.5	71
Furniture Stores	4421	\$29,069,442	\$74,188,741	-\$45,119,299	-43.7	35
Home Furnishings Stores	4422	\$22,350,026	\$31,402,810	-\$9,052,784	-16.8	36
Electronics & Appliance Stores	443	\$60,906,622	\$91,276,311	-\$30,369,689	-20.0	38
Bldg Materials, Garden Equip. & Supply Stores	444	\$91,525,395	\$56,663,444	\$34,861,951	23.5	47
Bldg Material & Supplies Dealers	4441	\$75,350,597	\$39,840,291	\$35,510,306	30.8	39
Lawn & Garden Equip & Supply Stores	4442	\$16,174,798	\$16,823,153	-\$648,355	-2.0	8
Food & Beverage Stores	445	\$351,575,040	\$331,519,849	\$20,055,191	2.9	122
Grocery Stores	4451	\$310,181,459	\$269,737,176	\$40,444,283	7.0	62
Specialty Food Stores	4452	\$10,409,033	\$16,969,548	-\$6,560,515	-24.0	40
Beer, Wine & Liquor Stores	4453	\$30,984,548	\$44,813,125	-\$13,828,577	-18.2	19
Health & Personal Care Stores	446,4461	\$201,224,625	\$453,586,887	-\$252,362,262	-38.5	76
Gasoline Stations	447,4471	\$203,386,507	\$285,155,642	-\$81,769,135	-16.7	35
Clothing & Clothing Accessories Stores	448	\$149,037,722	\$315,033,113	-\$165,995,391	-35.8	198
Clothing Stores	4481	\$106,025,176	\$216,349,744	-\$110,324,568	-34.2	125
Shoe Stores	4482	\$21,290,721	\$41,916,081	-\$20,625,360	-32.6	28
Jewelry, Luggage & Leather Goods Stores	4483	\$21,721,825	\$56,767,288	-\$35,045,463	-44.7	44
Sporting Goods, Hobby, Book & Music Stores	451	\$58,260,491	\$94,303,074	-\$36,042,583	-23.6	84
Sporting Goods/Hobby/Musical Instr Stores	4511	\$45,324,725	\$71,632,598	-\$26,307,873	-22.5	59
Book, Periodical & Music Stores	4512	\$12,935,766	\$22,670,475	-\$9,734,709	-27.3	25
		1000 500 650		100-00-5-0		

\$372,522,658

\$141,440,053

\$231,082,605

\$47,672,896

\$2,514,323

\$8,138,920

\$5,209,303

\$31,810,351

\$199,633,452

\$177,678,363

\$4,503,155

\$17,451,933

\$265,257,535

\$111,508,401

\$126,057,241

\$12,498,126

\$15,193,767

\$579,753,217

\$234,990,423

\$344,762,793

\$124,621,045

\$6,839,136

\$47,197,281

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\$59,847,070

\$3,784,951

\$35,755,963

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\$4,393,308

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-\$207,230,559

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-\$28,036,719

-\$2,200,411,936

-21.8

-24.9

-19.7

-44.7

-46.2

-70.6

-34.7

-30.6

-84.7

-86.1

8.7

7.0

-0.7

11.2

-0.4

55.1

-34.4

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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. For more information on the Retail MarketPlace data, please view the methodology statement at http://www.esri.com/library/ whitepapers/pdfs/esri-data-retail-marketplace.pdf.

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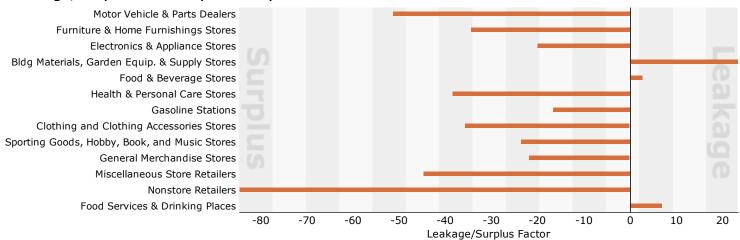


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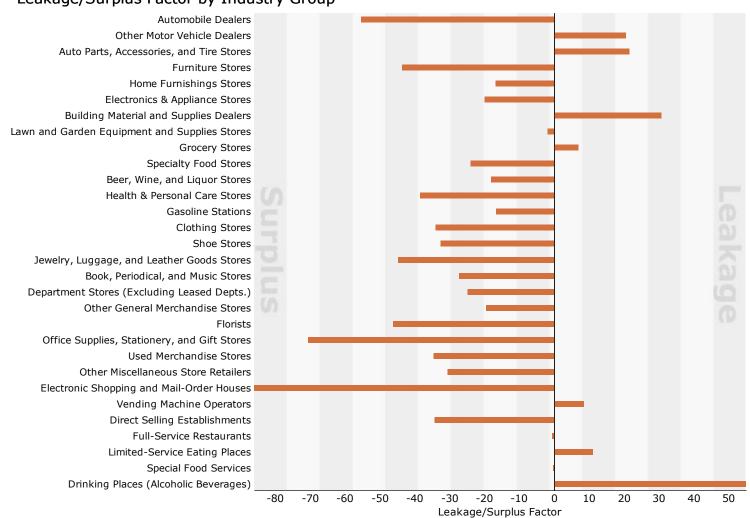
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Drive Time: 15 minute radius Longitude: -87.83989

#### Leakage/Surplus Factor by Industry Subsector



#### Leakage/Surplus Factor by Industry Group



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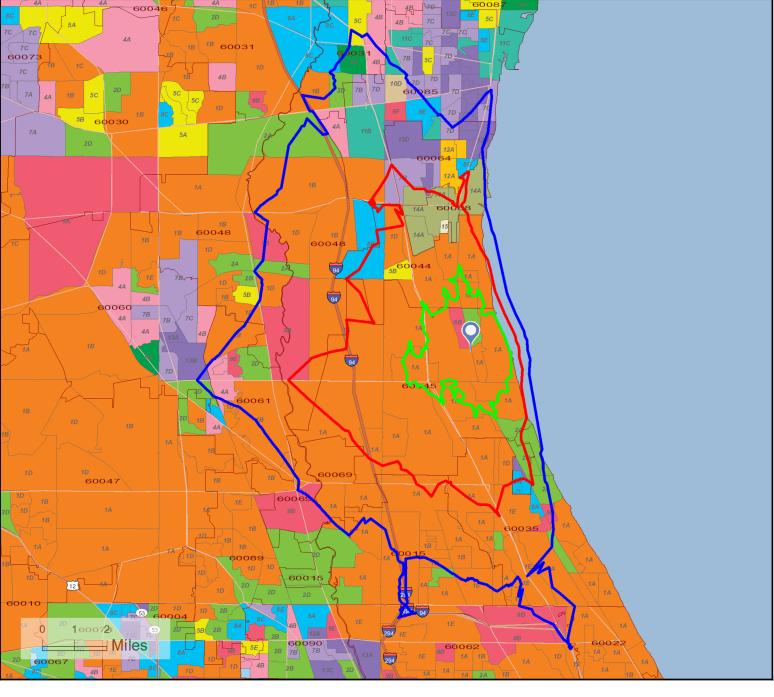


# **Dominant Tapestry Map**

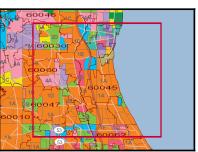
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Drive Times: 5, 10, 15 minute radii







Source: Esri

Latitude: 42.251380

Longitude: -87.83989

Try it Now!



# **Dominant Tapestry Map**

296 E Deerpath, Lake Forest, IL

296 E Deerpath, Lake Forest, Illinois, 60045

Drive Times: 5, 10, 15 minute radii

#### **Tapestry Segmentation**

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

Segment 1A (Top Tier)	Segment 8C (Bright Young Professionals)
Segment 1B (Professional Pride)	Segment 8D (Downtown Melting Pot)
Segment 1C (Boomburbs)	Segment 8E (Front Porches)
Segment 1D (Savvy Suburbanites)	Segment 8F (Old and Newcomers)
Segment 1E (Exurbanites)	Segment 8G (Hardscrabble Road)
Segment 2A (Urban Chic)	Segment 9A (Silver & Gold)
Segment 2B (Pleasantville)	Segment 9B (Golden Years)
Segment 2C (Pacific Heights)	Segment 9C (The Elders)
Segment 2D (Enterprising Professionals)	Segment 9D (Senior Escapes)
Segment 3A (Laptops and Lattes)	Segment 9E (Retirement Communities)
Segment 3B (Metro Renters)	Segment 9F (Social Security Set)
Segment 3C (Trendsetters)	Segment 10A (Southern Satellites)
Segment 4A (Soccer Moms)	Segment 10B (Rooted Rural)
Segment 4B (Home Improvement)	Segment 10C (Diners & Miners)
Segment 4C (Middleburg)	Segment 10D (Down the Road)
Segment 5A (Comfortable Empty Nesters)	Segment 10E (Rural Bypasses)
Segment 5B (In Style)	Segment 11A (City Strivers)
Segment 5C (Parks and Rec)	Segment 11B (Young and Restless)
Segment 5D (Rustbelt Traditions)	Segment 11C (Metro Fusion)
Segment 5E (Midlife Constants)	Segment 11D (Set to Impress)
Segment 6A (Green Acres)	Segment 11E (City Commons)
Segment 6B (Salt of the Earth)	Segment 12A (Family Foundations)
Segment 6C (The Great Outdoors)	Segment 12B (Traditional Living)
Segment 6D (Prairie Living)	Segment 12C (Small Town Simplicity)
Segment 6E (Rural Resort Dwellers)	Segment 12D (Modest Income Homes)
Segment 6F (Heartland Communities)	Segment 13A (International Marketplace)
Segment 7A (Up and Coming Families)	Segment 13B (Las Casas)
Segment 7B (Urban Villages)	Segment 13C (NeWest Residents)
Segment 7C (American Dreamers)	Segment 13D (Fresh Ambitions)
Segment 7D (Barrios Urbanos)	Segment 13E (High Rise Renters)
Segment 7E (Valley Growers)	Segment 14A (Military Proximity)
Segment 7F (Southwestern Families)	Segment 14B (College Towns)
Segment 8A (City Lights)	Segment 14C (Dorms to Diplomas)

Source: Esri

Segment 8B (Emerald City)

Page 2 of 2

Latitude: 42.251380

Longitude: -87.83989

Segment 15 (Unclassified)

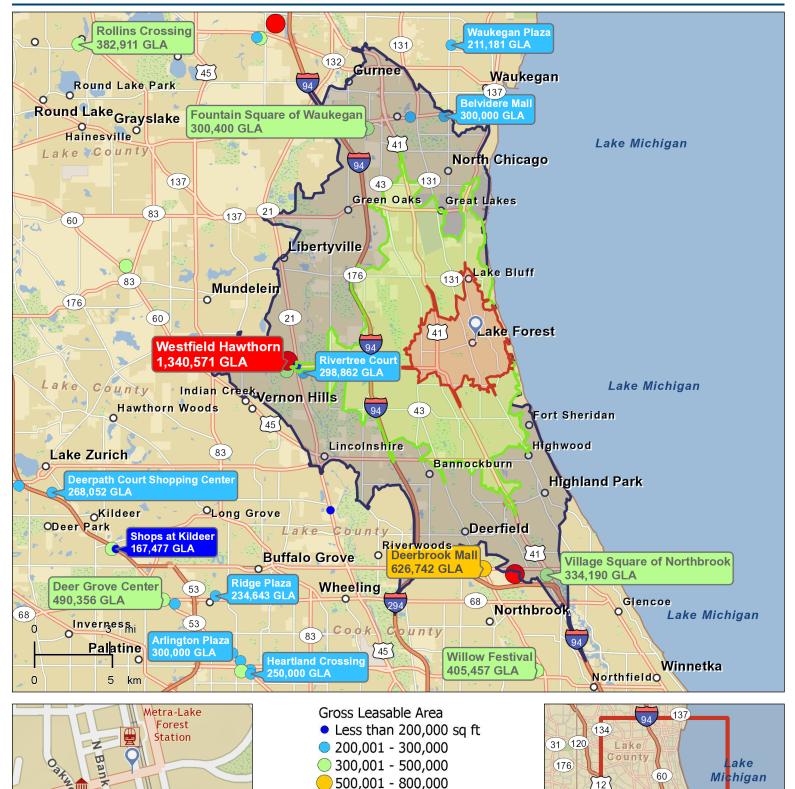


# Major Shopping Center Map

296 E Deerpath, Lake Forest, IL

296 E Deerpath, Lake Forest, Illinois, 60045

Drive Time: 5, 10, 15 Minutes



Source: Directory of Major Malls, Inc.

Latitude: 42.251379

Longitude: -87.839886

More than 800,000

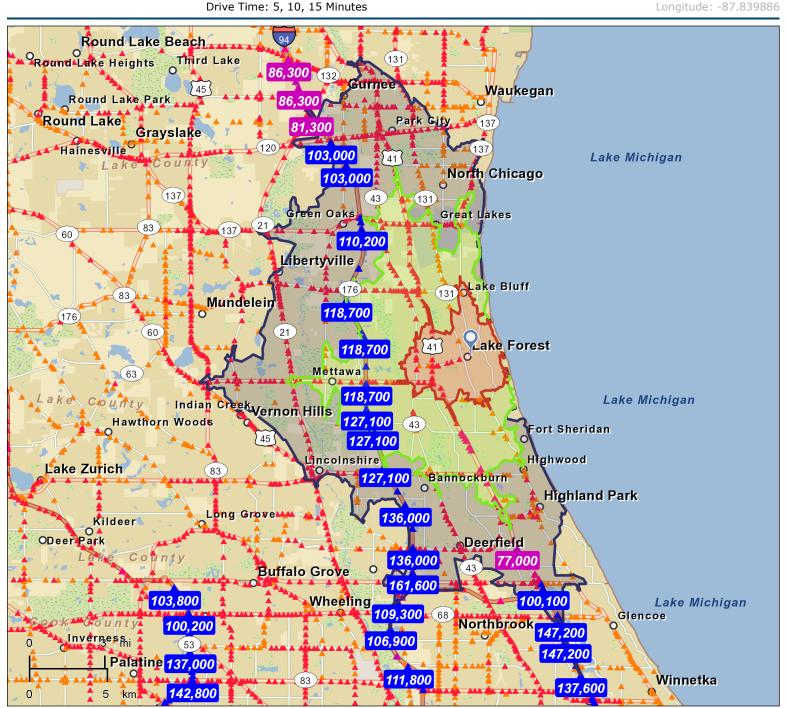
62

83



# Traffic Count Map

296 E Deerpath, Lake Forest, IL 296 E Deerpath, Lake Forest, Illinois, 60045 Drive Time: 5, 10, 15 Minutes





Average Daily Traffic Volume

△ Up to 6,000 vehicles per day

△ 6,001 - 15,000

△ 15,001 - 30,000

△ 30,001 - 50,000

△ 50,001 - 100,000

△ More than 100,000 per day



Source: ©2012 Market Planning Solutions, Inc.