



Executive Partners

Strategy Design and Execution

DEMOGRAPHIC SNAPSHOT REPORT

THE CITY OF EVANSTON

July 27, 2005

**Robert Oberwise
Larry Kujovich
Shelley Knebl**

**Chicago Headquarters:
14 Hidden Brook Drive
N. Barrington, IL 60010
(847) 713-2600 Phone
(847) 713-2602 Fax**

Sources: Thomson-Medstat-SRC,LLC

DEMOGRAPHY

<u>Overall Population</u>		<u>Overall Continued</u>	2004	2009	Percent Change 2004 to 2009
2000 Total Population	74,250	Total Male Population	34,880	35,401	1.5%
2004 Total Population	73,874	Total Female Population	38,994	39,345	0.9%
2009 Total Population	74,746	Females Child Bearing Age (15-44)	19,371	19,160	-1.1%
% Change 2004 to 2009	1.2%	Average Household Income	\$35,147	\$44,295	26.0%
USA % Change 2004 to 2009	5.0%	USA Average Household Income	\$22,513	\$28,436	26.3%
		% Unemployment	4.47%	4.28%	3.43%
		USA % Unemployed	3.43%	3.25%	0.50%

Evanston population growth projected to be slower than overall USA.

Unemployment is above the national average and projected to remain above the average.

Household income significantly above the national average and projected to continue to rise at about the same rate.

AGE DISTRIBUTION

Age:	2004 Estimate	%	2009 Projection	%	USA 2004 % of Total
0 to 14	12,159	16.5%	11,768	15.7%	21.0%
15 to 34	27,308	37.0%	27,693	37.0%	28.0%
35 to 54	20,101	27.2%	20,321	27.2%	29.4%
55 to 64	6,353	8.6%	7,128	9.5%	9.5%
65+	7,952	10.8%	7,836	10.5%	12.0%
Total	73,874	100.0%	74,746	100.0%	

Evanston's 15 to 34 age group represent 37% of the population, which is about 9% above the national average.

Evanston's 55 to 64 age group is projected to experience the largest growth. The 0 to 14 age group is projected to decrease.

EDUCATION LEVEL DISTRIBUTION

	2004 Estimate	%	2009 Projection	%	USA 2004 % of Total
Less Than High School	3,676	7.9%	3,214	6.8%	17.1%
High School	4,706	10.1%	4,527	10.1%	27.5%
Associate Degree	1,616	3.5%	1,581	3.3%	6.0%
Some College	7,183	15.3%	7,414	15.7%	20.8%
Bachelor's Degree	13,849	29.6%	14,268	30.2%	15.5%
Graduate Degree	15,777	33.7%	16,304	34.5%	8.8%
Total Population 25+	46,808	100.0%	47,308	100.0%	

Evanston will continue to be a Mecca for the highly educated.

INCOME DISTRIBUTION

	2004 Estimate	%	2009 Projection	%	USA 2004 % of Total
Less than \$15,000	3,674	12.3%	3,094	10.3%	15.5%
\$ 15,000 to \$24,999	2,640	8.9%	2,176	7.2%	12.5%
\$ 25,000 to \$34,999	2,548	8.6%	2,165	7.2%	12.6%
\$ 35,000 to \$49,999	3,959	13.3%	3,280	10.9%	16.3%
\$ 50,000 to \$74,999	5,274	17.7%	4,976	16.5%	19.3%
\$ 75,000 to \$99,999	3,515	11.8%	3,993	13.3%	10.6%
\$100,000+	8,152	27.4%	10,423	34.6%	13.4%
Total	29,764	100.0%	30,109	100.0%	
Median Hhld Income	\$58,843		\$71,531		
Per Capita Income	\$44,818		\$44,295		

Evanston's lower and middle income distribution groupings will decline, while the high end income will grow.

RACE/ETHNICITY DISTRIBUTION

Race:	2004 Estimate	%	2009 Projection	%	USA 2004 % of Total
White Non-Hispanic	43,841	59.3%	41,831	56.0%	66.4%
Black Non-Hispanic	16,798	22.7%	17,194	23.0%	12.2%
Hispanic	4,907	6.6%	5,519	7.4%	13.7%
Asian Non-Hispanic	5,022	6.8%	5,608	7.5%	4.1%
All Other	3,306	4.5%	4,593	6.1%	3.7%
Total	73,874	100.0%	74,746	100.0%	

Evanston is expected to have an increase in minority population especially Hispanic and Asian.