

Mid-America Research
 Randhurst Mall----Mt. Prospect, Illinois
 Demographics

<u>GENDER:</u>	
FEMALE	50%
MALE	50%
<u>AGE:</u>	
18-24	17%
25-35	17%
35-44	27%
45-54	16%
55-64	13%
65 and over	10%
<u>MARITAL STATUS:</u>	
MARRIED	66%
SINGLE	30%
DIVORCED, SEPERATED. WIDOWED	4%
<u>HOME OWNERSHIP:</u>	
OWN	70%
RENT	30%
<u>DWELLING UNIT TYPE:</u>	
SINGLE FAMILY	70%
MULTI FAMILY	30%
<u>EDUCATION:</u>	
SOME HIGH SCHOOL	1%
HIGH SCHOOL GRAD	10%
SOME COLLEGE	21%
COLLEGE GRAD	58%
GRADUATE STUDIES	10%

<u>EMPLOYED OUTSIDE HOME:</u>	
YES	84%
NO	16%
<u>OCCUPATION:</u>	
PROFESSIONAL/TECHNICAL	33%
MANAGER/ENTREPEUNER	22%
CLERICAL/WHITE COLLAR	13%
SALES	16%
SERVICE/HOUSEHOLD WORK	%
CRAFTSMEN/FOREMAN	6%
SEMI SKILLED	%
LABORERS	10%
<u>INCOME:</u>	
UNDER \$25K	6%
\$25K – \$39,999	19%
\$40K – \$59,999	39%
\$60K – \$99,999	20%
\$100k +	15%
<u>RACE:</u>	
AFRICAN-AMERICAN	3%
ASIAN	9%
HISPANIC	1%
WHITE	87%