

Chapter 3:

Demographic and Population Data

Planning Areas

Demographic Data

Key Demographic Areas



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Planning Areas and Demographic Data

Factors that can influence the future needs of the Cary Park District involve the analysis of the population, income, and age group trends of the prime market area. As areas diversify, demographic data can determine market share, fee potential, and target market groups. Effective marketing requires an understanding of the dynamics of the demographic data in a way that shows the residents that the District's products, services, and fees are relevant to them.

Given the character of Cary, proximity to surrounding communities, and recreation experiences in the District, the Consultant is of the opinion that the principle recreation service market area will exist among people who live within the District. The secondary service area is non-residents who choose to participate in the District facilities and programs. The non-resident participation patterns will be dependent on the quality, diversity and market direction of selected programs.

Planning Areas

The resident market area has been divided into nine planning areas that were further organized into six sectors as desired by the Cary Park District staff. The evaluation of the resident market area on the basis of these six sectors will allow for a more specific analysis of the market within the District including park and program opportunities that may be lacking, and areas where growth in facilities and programs may be needed as the community changes in the future. Figure 9 at the end of this chapter illustrates the planning areas considered when reporting the demographics of the community.

The geographic zones identified use natural and man-made features as physical delimiters. The zones can best be described as follows:

Zone A

From the Fox River and Chicago & Union Pacific Railroad northwest to Cary-Algonquin Road, then south/southwest along Cary-Algonquin Road to Klasen Road, then east to the Fox River. Includes downtown Cary, Brigadoon Subdivision, Root Springs, SD26's Maplewood School, Cary Country Club, MCCD's Fox River frontage and Trout Valley.

Zone B

From Cary-Algonquin Road west along the CPD boundary to Rt. 31, then north along Rt. 31 to Hoffman Park, then east along the Hoffman Park boundary to W. Main Street, continuing east to Cary-Algonquin Road. Includes all of Hoffman Park, Chally property, Fox Trails and Greenfields subdivisions.

Zone C

From Rt. 31 and the Damish property east and northerly along the Cambria subdivision boundary (line between Section 10 & 11) to Rt. 14, then south and easterly to Cary-Algonquin Road, then south and westerly to W. Main Street. Includes Cimarron and Cambria subdivisions.

Zone D

From the western boundary of MCCD's The Hollows and Rt. 14 (line between Section 2 & 3) north to a line south of Wynwood Subdivision in Crystal Lake, then easterly along the northern boundary of The Hollows to Silver Lake Road, following the northern boundary of Lions Park, then south along Silver Lake Road to Cary-Algonquin Road and Rt. 14, then north and westerly along Illinois Route 14 to the western boundary of MCCD's The Hollows. Includes Lions Park, MCCD's The Hollows and Bright Oaks subdivision.

Zone E

From Three Oaks Road and Silver Lake Road, east to S. Rawson Bridge Road, then north to Rawson Bridge Road (Woodland Road), then west to the line between Sections 1 & 6, then south along the section line to Crystal Lake Road, then west to the SD26 (Deer Path School) western boundary, then south to the Sterling Ridge subdivision north boundary, then west to Silver Lake Road, then south to Three Oaks Road. Includes MCCD's Triple 'R' Ranch property, SD155's Cary-Grove High School, SD26's Three Oaks, Deer Path and Jr. High Schools, Cary Public Library, Foxford Hills Golf Course, Sterling Ridge, Northwood Acres, Brittany Woods, Patriot Woods, Foxford Hills, Kingsbridge and White Oaks subdivisions.

Zone F

All of Section 31 (Nunda Twp) and east to the Fox River. Includes Chalet Hills Estates subdivision and Chalet Hills Golf Course.

Zone G

From the Fox River and the McHenry County/Lake County Line south to Three Oaks Road, then west to S. Rawson Bridge Road, then north to Rawson Bridge Road, then east to the Fox River. Includes MCCD's Hickory Grove Highlands, Windridge Cemetery, Saddle Oaks, River Pointe, Coves and Breeze Acres subdivisions.

Zone H

From Three Oaks Road and Hickory Nut Grove Road south to E. Main Street, then west to Montana Drive, then north along the eastern boundary of SD26's Prairie Hill School, then west along the northern boundary of the school property to the Commonwealth Edison power lines, then north to Three Oaks Road, then east to Hickory Nut Grove Road. Includes Sands Main Street Prairie, The Pines, Valley View Estates, River's Edge and Decker subdivisions.

Zone I

From the Fox River and Union Pacific Railroad north and westerly to Cary-Algonquin Road, then north to Three Oaks Road, then east to the Commonwealth Edison power lines, then south to the SD26's Prairie Hill School north boundary, then east to the east boundary, then south to Montana Drive to East Main Street, then east to the Cary Village limits, then south and easterly following the Village limits to the Fox River and Chicago-Northwestern Railroad. Includes SD26's Prairie Hill School, SS. Peter and Paul School, Lake Julian and Jack's Channels.

Demographic Data

Population

Table 5 presents a summary of the service market area population for the 2000 Census with estimates for 2005 and projections for 2010 for each of the six sectors within the Park District. Projections are based upon U.S. Decennial Census data and a variety of sources indicating change following the census such as U.S. Postal Service delivery statistics, state demographers' local estimates, Donnelley Marketing and Equifax Consumer Marketing database trends.

**Figure 8: Demographic Areas
Cary Park District Service Area**

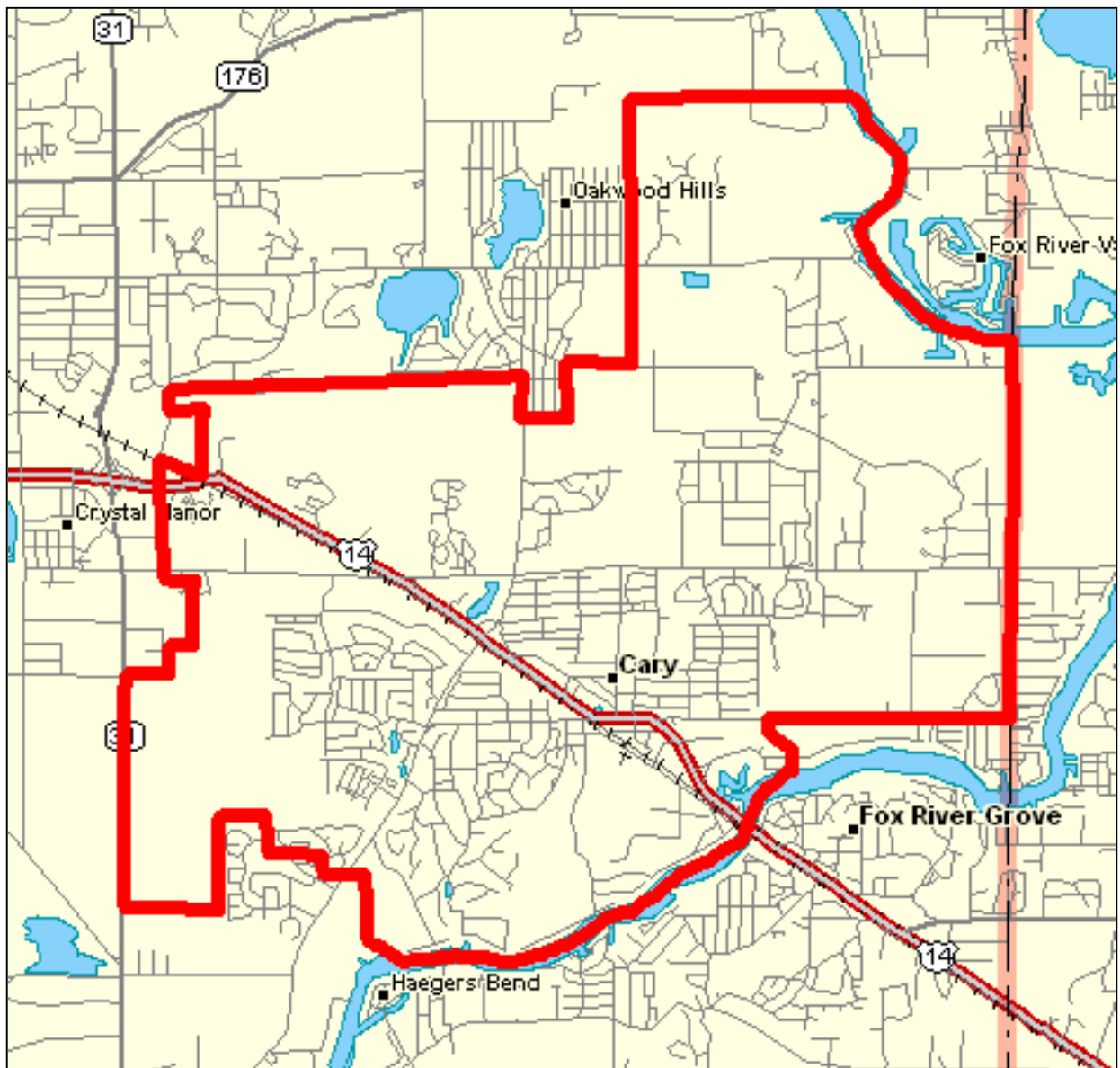


Table 5
Population Distribution Trends
Cary Park District

SECTORS	1990		2000		2005		2010		Average Annual Change 1990-2000		2005-2010	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
	(000's)	of Total	(000's)	of Total	(000's)	of Total	(000's)	of Total	(000's)	Percent	(000's)	Percent
A	3.4	22.5%	3.5	16.5%	3.7	14.2%	3.9	12.8%	0.0	0.3%	0.0	1.1%
B	1.6	10.6%	3.1	14.6%	4.2	16.2%	5.3	17.4%	0.2	6.8%	0.2	4.8%
C	1.2	7.9%	3.0	14.2%	4.2	16.2%	5.5	18.0%	0.2	9.6%	0.3	5.5%
D & E	2.0	13.2%	3.0	14.2%	3.6	13.8%	4.3	14.1%	0.1	4.1%	0.1	3.6%
F & G	2.0	13.2%	2.3	10.8%	3.4	13.1%	3.9	12.8%	0.0	1.4%	0.1	2.8%
H	1.5	9.9%	2.3	10.8%	2.5	9.6%	2.8	9.2%	0.1	4.4%	0.1	2.3%
I	3.4	22.5%	4.0	18.9%	4.4	16.9%	4.8	15.7%	0.1	1.6%	0.1	1.8%
Total	15.1	100%	21.2	100%	26.0	100%	30.5	100%	0.6	3.5%	0.9	3.2%

Source: Claritas, Inc.

Table 6
Population of the Cary Park District
and the Village of Cary When Compared with the US Average

	Cary Park District		U.S. Age
	#	%	Population
Under 5	1891	7.2%	6.7%
5 to 9	2335	9.0%	6.8%
10 to 14	2464	9.5%	7.2%
15 to 17	1394	5.4%	4.3%
Subtotal	8084	31.2%	25.1%
18 to 24	2464	9.5%	9.9%
25 to 34	2349	8.9%	13.6%
35 to 44	4947	19.0%	15.3%
45 to 54	4265	16.4%	14.1%
55 to 64	2175	8.2%	9.6%
65 to 74	975	3.7%	6.4%
75 to 84	647	2.4%	4.4%
85 and over	201	0.6%	1.7%
TOTAL:	26107	100.0%	100.0%
Median Age	34.7		36.0

Source: Claritas, Inc.

Income

The willingness of the market to pay for the use of Park District facilities and activities will help to determine the financial success of amenities based upon user ability to pay for admission and

user fees. Research conducted for the Recreation Roundtable by Roper Starch in 1999, based on 2,000 interviews with Americans 18 and older reveal that the higher the annual household income, the more inclined residents are to engage in outdoor recreation (swimming, golf, tennis, running, etc.) at least once per month. The following table conveys household income categories and the percentage of that particular category who recreate outdoors at least once per month.

Table 7: Household Income Categories

Household Income	Outdoor Recreation
\$15,000 or less	53%
\$15,000-\$29,999	66%
\$30,000-\$49,999	69%
\$50,000-\$69,999	78%
\$70,000 or more	85%

Source: Roper Starch

Accordingly, an evaluation of market income is appropriate. The following table presents a comparison of per capita and median household incomes for the resident population using the 2000 Census to project incomes for the year 2005. When comparing the service market area with the United States, a percentage system is used. The U.S. average income is the baseline standard represented by 1.00. The target market index is placed adjacent to the baseline standard in each distance category to illustrate the relational differences between the two. For example, if an area's median household income is 20% higher than the national average, a number of 1.20 would be listed as the index number.

**Table 8
Market Area Income Characteristics Estimates and Market Area Housing Value**

SECTORS	Per Capita Incomes		Median Household Incomes		Median Housing Value	
	Dollars	Index*	Dollars	Index*	Dollars	Index*
A	\$34,434	1.43	\$80,009	1.72	\$250,000	1.77
B	\$30,611	1.27	\$85,795	1.85	\$245,826	1.74
C	\$31,289	1.30	\$93,946	2.02	\$258,051	1.83
D & E	\$37,471	1.56	\$92,281	1.99	\$264,432	1.87
F & G	\$34,336	1.43	\$92,427	1.99	\$296,610	2.10
H & I	\$28,447	1.18	\$85,156	1.83	\$266,620	1.89
Cary, IL	\$30,953	1.28	\$87,562	1.88	\$254,458	1.80
Cary Park District	\$31,908	1.32	\$86,563	1.86	\$256,956	1.82
TOTAL U.S.	\$24,092	1.00	\$46,475	1.00	\$141,249	1.00

Source: Claritas, Inc.

Age Distribution

A third demographic factor instrumental in determining the level of usage of recreation activity is age distribution. Research has shown that younger age groups have a higher tendency to engage in sport activities. Wellness and fitness programming is attractive for middle age and older patrons. The following table presents a summary of the age distribution of the component areas of the resident population when compared with national averages for the United States.

Table 9: Cary Park District Age Distribution Trends

	A		B		C		D & E		F & G		H & I		Cary Park District		U.S. Age
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	Population
Under 5	199	5.4%	341	8.2%	396	9.3%	287	7.9%	257	7.5%	411	5.9%	1891	7.2%	6.7%
5 to 9	221	6.0%	406	9.7%	477	11.2%	357	9.8%	305	8.9%	569	8.2%	2335	9.0%	6.8%
10 to 14	288	7.8%	378	9.0%	414	9.8%	371	10.2%	333	9.7%	680	9.8%	2464	9.5%	7.2%
15 to 17	195	5.3%	215	5.1%	246	5.8%	182	5.0%	165	4.8%	391	5.6%	1394	5.4%	4.3%
Subtotal	903	24.5%	1340	32.0%	1533	36.1%	1197	32.9%	1060	30.9%	2051	29.6%	8084	31.2%	25.1%
18 to 24	367	10.0%	357	8.5%	361	8.5%	339	9.3%	315	9.2%	725	10.5%	2464	9.5%	9.9%
25 to 34	393	10.7%	382	9.1%	325	7.7%	302	8.3%	299	8.7%	648	9.4%	2349	8.9%	13.6%
35 to 44	567	15.4%	843	20.1%	909	21.4%	690	19.0%	643	18.8%	1295	18.7%	4947	19.0%	15.3%
45 to 54	692	18.8%	618	14.8%	644	15.2%	590	16.2%	560	16.4%	1161	16.8%	4265	16.4%	14.1%
55 to 64	421	11.4%	318	7.6%	299	7.1%	300	8.2%	299	8.7%	538	7.8%	2175	8.2%	9.6%
65 to 74	191	5.2%	177	4.2%	93	2.2%	136	3.7%	119	3.5%	259	3.7%	975	3.7%	6.4%
75 to 84	114	3.1%	120	2.9%	66	1.6%	68	1.9%	81	2.4%	198	2.9%	647	2.4%	4.4%
85 and over	38	1.0%	29	0.7%	15	0.4%	16	0.4%	49	1.4%	54	0.8%	201	0.6%	1.7%
TOTAL:	3686	100.0%	4184	100.0%	4245	100.0%	3638	100.0%	3425	100.0%	6929	100.0%	26107	100.0%	100.0%
Median Age	38.2		35.2		32.0		34.6		34.2		33.8		34.7		36.0

Source: Claritas, Inc

Key Demographic Areas

To understand the Cary Park District demographically three areas of interest have been analyzed based on the above information: population in terms of growth, income characteristics and age group trends.

Cary Park District Population

- > Census conveying growth in population with a projection from 26,000 to 30,500 from 2005 to 2010.
- > Population increased 3.5% annually from 1990 to 2000 and projected to continue to increase 3.2% annually from 2005 to 2010.

Cary Park District Income Characteristics

- > Per capita income: when sectors are averaged together, the Cary Park District is 36% higher than the national average.
- > Median household income: when sectors are averaged together, the Cary Park District is 90% higher than the national average.
- > Median housing value: when sectors are averaged together, the Cary Park District is 87% higher than the national average.

Cary Park District Age Group Trends

- > Cary is a younger community when considering age distribution trends with a median age of 34.7, which is lower than the national average due to a high percentage of children and a low percentage of adults over 55.
- > 31.2% of the population is children under 18, equating to 8,084 children of 26,107 residents.

The Comprehensive Master Plan uses nine geographic planning zones to determine the park and recreation needs, demands and opportunities available to the community. For the purposes of

determining community needs these planning areas have been condensed into six zones. The geographic zones identified use natural and man-made features as physical delimiters. The zones can best be described as follows:

Zone A

From the Fox River and Chicago & Northwestern Railroad northeast to Cary-Algonquin Road, then south/southwest along Cary-Algonquin Road to Klasen Road, then east to the Fox River. Zone A includes downtown Cary, Brigadoon Subdivision, Root Springs, SD26's Maplewood School, Cary Country Club, MCCD's Fox River Frontage and Trout Valley.

Zone A Boundaries



Zone A Population

- > Census conveying growth in population from 3,400 in 1990 to 3,500 in 2000.
- > Estimated population for 2005 is 3,700.
- > 2010 projection is 3,900.
- > Population increased at .3% annually from 1990 to 2000, and projected to continue to increase at 1.1% annually from 2005 to 2010.

Zone A Income

- > Per capita income: \$34,434 is 43% higher than the national average.
- > Median household income: \$80,009 is 72% higher than the national average.
- > Median housing value: \$250,000 is 77% higher than the national average.

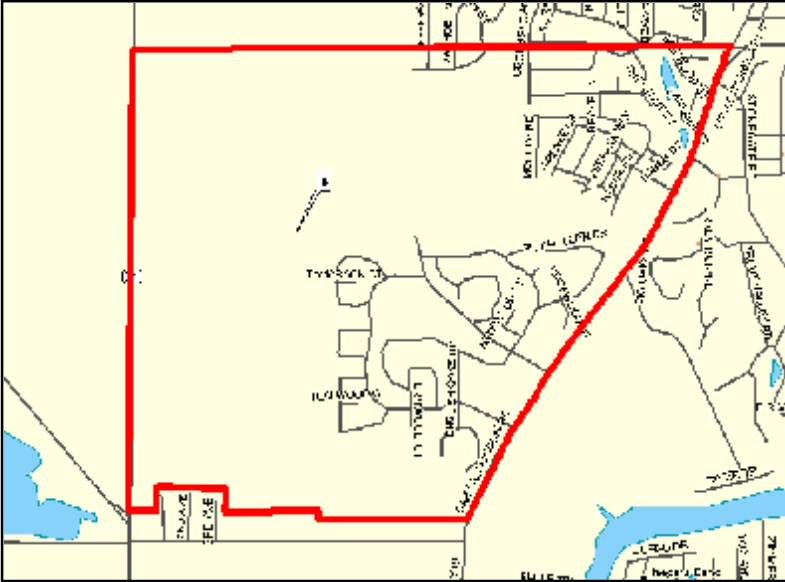
Zone A Age Group Trends

- > Mean age of 38.2 is higher than the national average.
- > 24.5 % of the population is children under the age of 18, equating to 903 children of 3,686 residence.

Zone B

From Cary-Algonquin Road west along the CPD boundary to Rt. 31, then north along Rt. 31 to Hoffman Park, then east along the Hoffman Park boundary to W. Main Street, continuing east to Cary-Algonquin Road. Includes all of Hoffman Park, Chally property, Fox Trails and Greenfields Subdivisions.

Zone B Boundaries



Zone B Population

- > Census conveying growth in population from 1,600 in 1990 to 3,100 in 2000.
- > Estimated population for 2005 is 4,200.
- > 2010 projection is 5,300.
- > Population increased at 6.8% annually from 1990 to 2000, and projected to continue to increase at 4.8% annually from 2005 to 2010.

Zone B Income

- > Per capita income: \$30,289 is 27% higher than the national average.
- > Median household income: \$85,795 is 85% higher than the national average.
- > Median housing value: \$245,826 is 74% higher than the national average.

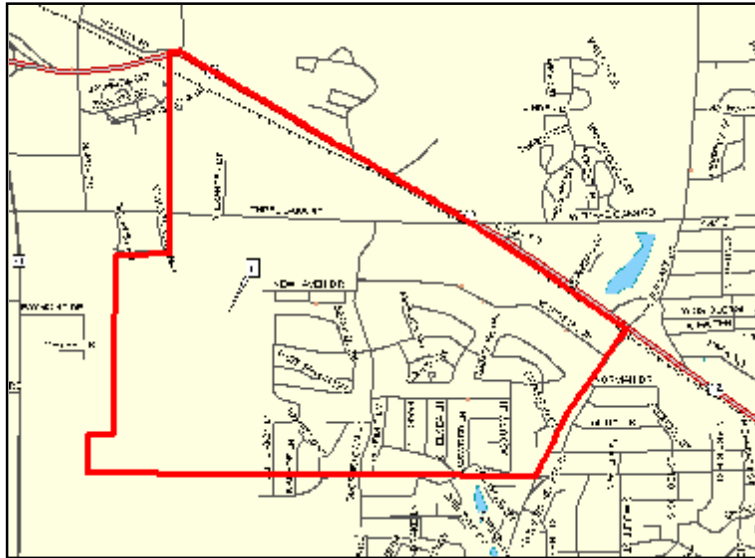
Zone B Age Group Trends

- > Median age of 35.2 is lower than the national average due to a higher than national average of people 35-44, children under 18 and adults over the age of 55.
- > 32.% of the population is children under the age of 18, which is higher than the national average and equating to 1,340 children of 4,184 residents.

Zone C

From Rt. 31 and the Damish property east and northerly along the Cambria subdivision boundary (line between Section 10 & 11) to Rt. 14, then south and easterly to Cary-Algonquin Road, then south and westerly to W. Main Street. Zone C includes the Cimarron and Cambria Subdivisions.

Zone C Boundaries



Zone C Population

- > Census conveying growth in population from 1,200 in 1990 to 3,000 in 2000.
- > Estimated population for 2005 is 4,200.
- > 2010 projection is 5,500.
- > Population increased at 9.6% annually from 1990 to 2000, and projected to continue to increase at 5.5% annually from 2005 to 2010.

Zone C Income

- > Per capita income: \$31,289 is 30% higher than the national average.
- > Median household income: \$93,946 is 102% higher than the national average.
- > Median housing value: \$258,051 is nearly double the national average.

Zone C Age Group Trends

- > Median age of 32 is under the national average due to the 35-44 age group, children under 18 and adults over the age of 55.
- > 36.1% of the population is children under the age of 18, which is higher than the national average, equating to 1,533 children of 4,245 residents.

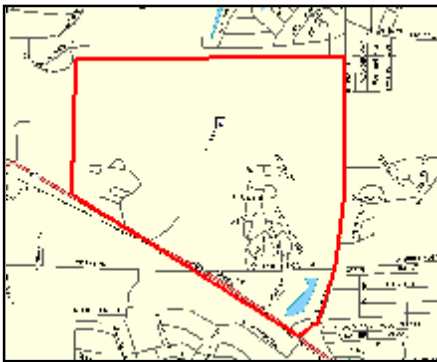
Zone D

From the western boundary of M CCD's The Hollows and Rt. 14 (line between Section 2 & 3) north to a line south of Wynwood Subdivision in Crystal Lake, then easterly along the northern boundary of The Hollows to Silver Lake Road, following the northern boundary of Lions Park, then south along Silver Lake Road to Cary-Algonquin Road and Rt. 14, then north and westerly to the western boundary of M CCD's The Hollows. Zone D includes Lions Park M CCD's The Hollows, Brittany Woods and Bright Oaks Subdivisions.

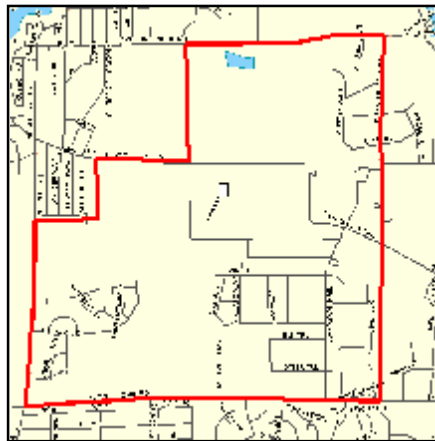
Zone E

From Three Oaks Road and Silver Lake Road, east to S. Rawson Bridge Road, then North to Rawson Bridge Road (Woodland Road), then west to the line between Section 1 & 6, then south along the section line to Crystal Lake Road, then west to the SD26 (Deer Path School) western boundary, then south to the Sterling Ridge Subdivision north boundary, then west to Silver Lake Road, then south to Three Oaks Road. Zone E includes M CCD's Triple 'R' Ranch property, SD155's Cary-Grove High School, SD26's Three Oaks, Deer Path & Jr. High Schools, Cary Public Library, Foxford Hills Golf Course, Sterling Ridge, Northwood Acres, Brittany Woods, Patriot Woods, Foxford Hills, Kingsbridge and White Oaks Subdivisions.

Zone D Boundaries



Zone E Boundaries



Zones D and E Population

- > Census conveying growth in population from 2,000 in 1990 to 3,000 in 2000.
- > Estimated population for 2005 is 3,600.
- > 2010 projection is 4,300.
- > Population increased at 4.1% annually from 1990 to 2000, and projected to continue to increase at 3.6% annually from 2005 to 2010.

Zones D and E Income

- > Per capita income: \$92,281 is 99% higher than the national average.
- > Median household income: \$92,281 is 69% higher than the national average.
- > Median housing value: \$264,432 is nearly double the national average

Zones D and E Age Group Trends

- > Median age of 34.6 is lower than the national average due to the 35-44 age group, children under 18 and adults over the age of 55.
- > 32.9% of the population is children under the age of 18, which is higher than the national average and equating to 1,197 children of 3,638 residents.

Zone F

Zone F includes all of Section 31 (Nunda Twp) and east to the Fox River, the Chalet Hills Estates Subdivision and Chalet Hills Golf Course.

Zone G

From the Fox River and the McHenry County/Lake County Line south to Three Oaks Road, then west to S. Rawson Bridge Road, then north to Rawson Bridge Road, then east to the Fox River. Zone G includes MCCD's Hickory Grove Highlands, Windridge Cemetery, Saddle Oaks, River Pointe, Coves and Breeze Acres Subdivisions.

Zone F Boundaries



Zone G Boundaries



Zones F and G Population

- > Census conveying growth in population from 2,000 in 1990 to 2,300 in 2000.
- > Estimated population for 2005 is 3,400.
- > 2010 projection is 3,900.
- > Population increased at 1.4% annually from 1990 to 2000 and projected to continue to increase at 2.8% annually from 2005 to 2010.

Zones F and G Income

- > Per capita income: \$34,336 is 43% higher than the national average.
- > Median household income: \$92,427 is 99% higher than the national average.
- > Median housing value: \$296,610 is more than double the national average.

Zones F and G Age Group Trends

- > Median age of 34.2 is lower than the national average due to the 35-44 age group, children under 18 and adults over the age of 55.
- > 30.9% of the population is children under the age of 18, which is higher than the national average and equating to 1,060 children of 3,425 residents.

Zone H

From Three Oaks Road and Hickory Nut Grove Road south to E. Main Street, then west to Montana Drive, then north along the eastern boundary of SD26's Prairie Hill School, then west along the northern boundary of the school property to the Commonwealth Edison power lines, then north to Three Oaks Road, then east to Hickory Nut Grove Road. Zone H includes Sands Main Street Prairie, The Pines, Valley View Estates, River's Edge and Decker Subdivisions.

Zone H Boundaries



Zone H Population

- > Census conveying growth in population from 1,463 in 1990 to 2,292 in 2000.
- > Estimated population for 2005 is 2,546.
- > 2010 projection is 2,773.
- > Population increased at 4.4% annually from 1990 to 2000, and projected to continue to increase at 2.3% annually from 2005 to 2010.

Zone H Income

- > Per capita income: \$30,472 is 26% higher than the national average.
- > Median household income: \$99,523 is more than double the national average.
- > Median housing value: \$338,587 is more than double the national average.

Zone H Age Group Trends

- >.Median age of 31.2 is lower than the national average due to high average of children under 18.
- > 34.1% of the population is children under the age of 18, which is higher than the national average and equating to 869 children of 2,546 residents.

Zone I

From the Fox River and Chicago-Northwestern Railroad north and westerly to Cary-Algonquin Road, then north to Three Oaks Road, then east to the Commonwealth Edison power lines, then south to the SD26's prairie Hill School north boundary, then east to the east boundary, then south to Montana Drive to East Main Street, then east to the Cary Village limits, then south and easterly following the Village limits to the Fox River and Chicago-Northwestern Railroad. Zone I includes SD26's Prairie Hill and Oak Knoll Schools, Saints Peter and Paul School, Lake Julian and Jack's Channels.

Zone I Boundaries



Zone I Population

- > Census conveying growth in population from 3,440 in 1990 to 4,021 in 2000.
- > Estimated population for 2005 is 4,424.
- > 2010 projection is 4,759.
- > Population increased at 1.6% annually from 1990 to 2000, and projected to continue to increase at 1.8% annually from 2005 to 2010.

Zone I Income

- > Per capita income: \$25,782 is 7% higher than the national average.
- > Median household income: \$68,832 is 48% higher than the national average.
- > Median housing value: \$235,635 is 67% higher than the national average.

Zone I Age Group Trends

- > Median age of 36.0 is right at the national average.
- > 26.1% of the population is children under the age of 18, which is higher than the national average and equating to 1153 children of 4,425 residents.

Summary

Sectors D&E have the highest per capita. Sector H has the highest median household income. Sector H has the highest median housing value. Sector H has the least amount of children (869) and Sector C has the highest amount of children (1,533) followed by Sectors D&E (1,197 children).