

Goddard School – Arlington Heights, IL  
Market Study 2018

The Goddard School is a nationally recognized child care provider franchise. The School in Arlington Heights will have the following capacity of 165 students.

The School will offer full and part time schedules. And will offer enrichment classes (art, yoga, soccer, music, etc) for the students.

The hours of operation will be approximately from 630/7am until 630/7pm, Monday through Friday. The School will be open year-round but will be closed on Federal Holidays. Occasionally through the year the school will hold staff meetings that may be after school hours. The school may also host a welcome back to school or open house event in the evening or one Saturday during the year.

The School will employ 24 new teaching and administration positions. Full & part time work schedules will be available.

The building will have several safety and security measures. Goddard requires vehicle protection where a vehicle can come within 30' of a child in the school or on the playground as indicated on our plan. A 6' fence surrounding the playgrounds and classroom exit doors is also provided and required by Goddard. Biometric scanning (fingerprint or iris scanner) is installed at the door from the lobby to the school. Along with those items, all parents are required to park and walk their child(ren) into the building and escort them to their classroom(s). The playground areas are also secured with alarmed gates and as are any classroom exit doors that are not fenced.

Goddard Systems, Inc. (GSI) conducted the following market study to review the needs for an additional child care facility in the Arlington Heights area. We utilized demographics/market analysis, and capacities of competitors and GSI determined that this location meets or exceeds all variables for approval. We did not include home daycares as they are not direct competitors, instead we looked at larger scale competitors. The franchisee who will be running the proposed Goddard School contacted the competitors for the capacity and available space in their schools.

Demographics of area:

Within 4 miles of the proposed site there are over 14,200 children under the age of 5. Of that approximately 32% is currently enrolled in child care. The average household income within that same trade area is \$97,926. That same population includes 47% that have a bachelor degree or higher.

Competitive Analysis of area:

<b>Existing Program</b>	<b>Capacity</b>	<b>Square Footage</b>	<b>Reported Availability</b>
Flower Garden Day Care	40	2500sf	Limited availability, 1 open space
Red Wagon Child Care Center	40	2000sf	No availability
A Mother's Touch	178	9000sf	No availability
Kindercare	125	8000sf	No availability
Kindercare	126	6800sf	No availability
Fleur de la Zia	107	3500sf	No availability
Little Learners	88	5000sf	Limited availability
Kids of the Kingdom	43	3500sf	No availability
Bright Horizons	144	9800sf	No availability
Kiddie Academy	140	9400sf	Limited availability, 1 open space

Based on the above referenced information Goddard Systems, Inc. has approved the location through our parameters. We fully research every location and there are no abnormalities or red flags that we see in the demographics and the demand as indicated above allowed us to move forward with this location.

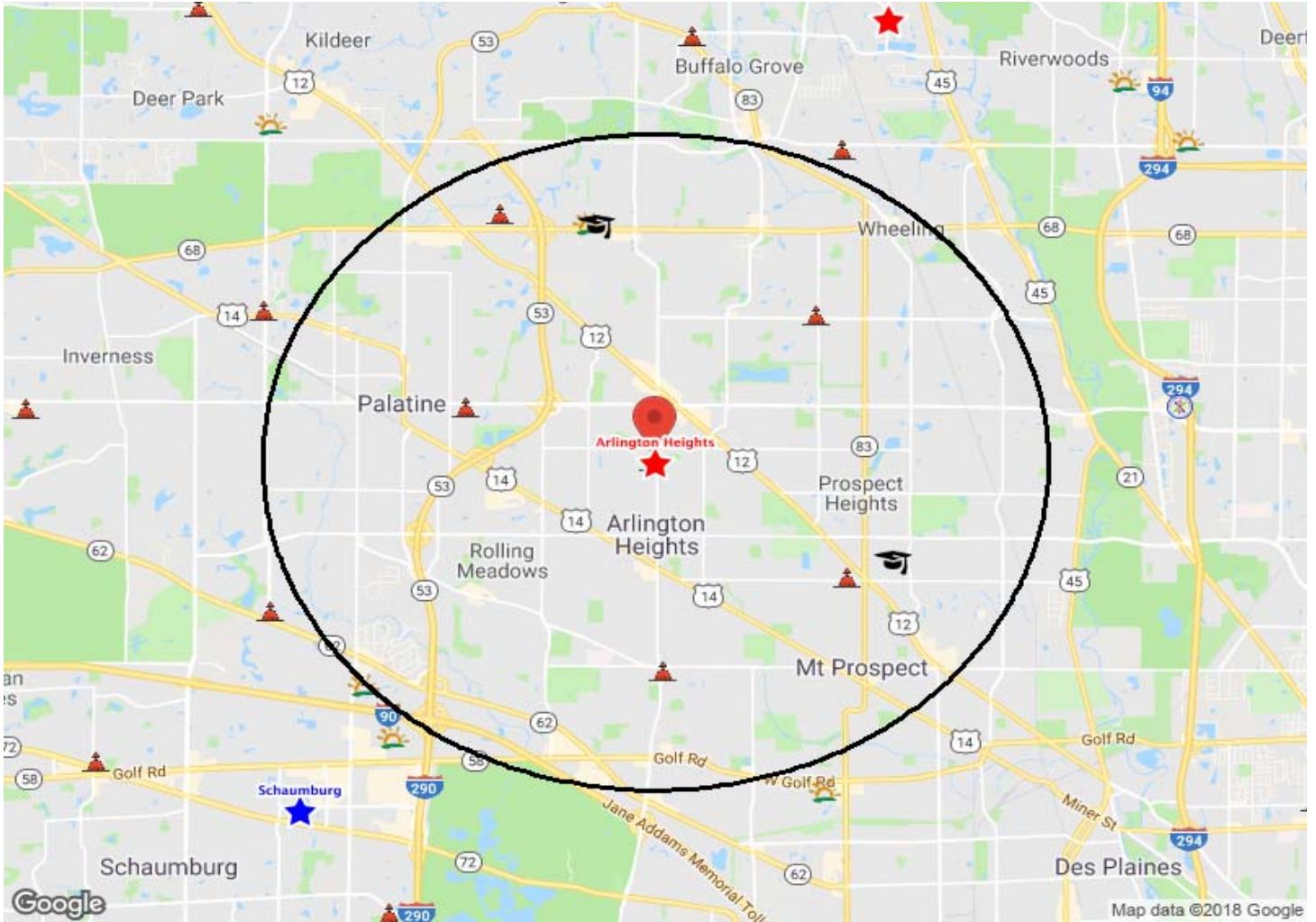
Images of the locations surveyed above are included following this document.

# SIMMS ONLINE OVERVIEW MAP

Date Created: 11/1/2018

Site Information	Market Information
Site ID - Name:	DMA: CHICAGO
Address: 1316 N Arlington Heights Rd, Arlington Heights, IL	County: Cook
Lat, Lon: 42.1004, -87.9810	Density Class: Suburban

Current Year Estimate - Average Daily Traffic:	31,244
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Trade Area Definition: 4.0 Miles

Reference Ring(s) Definition: N/A

# SIMMS FRANCHISEE SITE ANALYSIS REPORT

Date Created: 10/9/2018

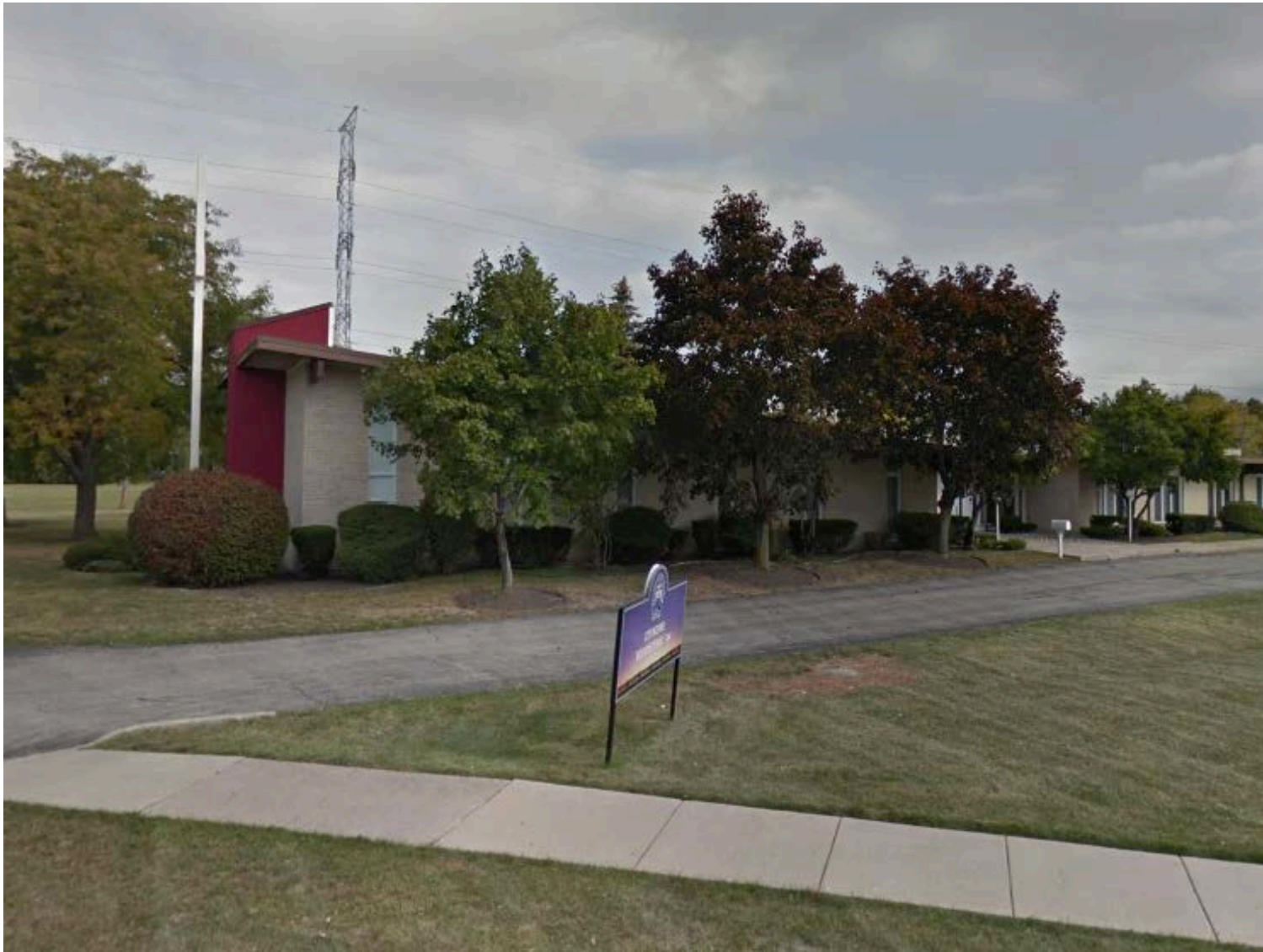
Site Information	Market Information
Site ID - Name:	DMA: CHICAGO
Address: 1316 N. Arlington Heights Road, Arlington Heights, IL 60004	County: Cook
Lat, Lon: 42.1004, -87.9810	Density Class: Suburban

Trade Area Used for Analysis / SIMMS Suggested:	2.4 Miles	2.4 Miles	Average Daily Traffic at Nearest Major Point / Distance:	31,244	0.0
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Critical Market Demographics	2.4 Miles	% of Total	0.5 Miles	1.0 Mile	3.0 Miles	5.0 Miles	7.0 Miles
Source: PopStats Data from Synergos Technologies, Inc.							
<b>RELEVANT RELATED MARKET FACTS</b>							
% of Pop Under Age 5 Enrolled in Preschool	36%	--	47%	40%	33%	30%	29%
# of Direct Competitors within 3 Miles	1	--	--	--	--	--	--
Distance to Nearest Direct Competitor	0.0	--	--	--	--	--	--
Distance to Nearest Primrose School	7.1	--	--	--	--	--	--
Number of Major Daycare Competitors in the Market Area Defined	2	--	1	1	8	15	23
<b>BUSINESS ENVIRONMENT</b>							
Number of Businesses	2,835	--	157	512	4,916	13,078	22,614
Blue Collar Workers	28,084	61%	1,352	4,647	49,136	156,668	299,783
White Collar Workers	17,540	38%	1,036	3,128	29,134	80,463	147,573
Unemployment Rate	3.4%	--	2.8%	3.0%	3.3%	3.2%	3.2%
<b>POPULATION</b>							
Residential Population	77,818	63%	3,318	13,783	128,675	318,429	498,630
Workplace Population	45,819	37%	2,401	7,807	78,556	237,966	448,905
<b>HOUSEHOLDS</b>							
Total Households	31,174	--	1,181	5,275	51,364	125,106	195,534
Average Household Size	2.5	--	2.8	2.5	2.5	2.5	2.5
Owner Occupied Households	25,160	81%	1,076	4,535	40,571	91,459	143,040
Renter Occupied Households	6,014	19%	105	741	10,793	33,647	52,494
Vacant Households	1,590	5%	35	256	2,582	7,354	11,612
<b>FAMILIES</b>							
Total Families	21,179	68%	918	3,672	34,668	84,154	132,602
Married Families No Kids	10,745	51%	488	1,906	17,416	39,456	62,211
Married Families with Kids	7,752	37%	352	1,424	12,214	29,889	47,299
<b>AGE</b>							
Average Age	42	--	42	43	42	41	41
Population Age 0 to 2	2,485	3%	95	404	4,336	11,571	17,909
Population Age 3 to 5	2,644	3%	97	416	4,656	12,698	19,175
Population Under Age 5	4,286	6%	157	676	7,479	20,111	30,936
Population Age 6 to 12	5,991	8%	251	1,068	10,257	26,888	40,981
Median Female Age	47	--	47	49	46	44	45
Median Male Age	42	--	42	42	42	41	41
<b>RACE</b>							
Caucasian	65,537	84%	3,056	12,458	101,994	221,472	343,326
Hispanic	4,833	6%	104	527	13,024	51,387	71,827
Black	783	1%	27	106	1,658	6,491	10,617
Asian	5,667	7%	93	519	10,278	34,141	64,757
Other	998	1%	39	174	1,722	4,939	8,103
<b>EDUCATION</b>							
Population High School Graduate	9,537	17%	383	1,735	17,197	42,749	65,739
Population Some College and Associate Degree	13,198	24%	505	2,217	22,719	56,188	86,549
Population Bachelor Degree	18,157	33%	764	3,139	27,832	64,552	102,008
Population Graduate Degree	10,656	19%	503	1,981	15,598	35,172	59,469
Population Doctorate Degree	551	1%	47	173	1,010	2,688	4,629
<b>INCOME</b>							
Household Income < \$25,000	3,724	12%	97	583	6,585	17,369	26,209
Household Income \$25,000 - \$50,000	4,623	15%	167	833	8,385	23,035	35,866
Household Income \$50,000 - \$75,000	5,296	17%	144	798	9,086	22,432	34,407
Household Income \$75,000 - \$100,000	4,328	14%	155	690	7,050	17,690	27,099
Household Income \$100,000 - \$200,000	10,387	33%	538	1,898	16,516	36,527	57,582
Household Income > \$200,000	2,816	9%	79	474	3,742	8,052	14,372
Average Household Income	\$ 108,776	--	\$ 129,083	\$ 115,093	\$ 102,388	\$ 96,151	\$ 100,570
Median Household Income	\$ 89,286	--	\$ 106,335	\$ 92,482	\$ 84,243	\$ 78,308	\$ 81,543
Per Capita Income	\$ 43,912	--	\$ 46,263	\$ 45,232	\$ 41,199	\$ 38,071	\$ 39,739

DISCLAIMER: These results should not be regarded as providing absolute predictability of performance. Instead it is intended to be used with other sources of information, and other types of evaluation, for making final real estate decisions. All estimates, projections, and data attributes provided in this model are subject to several kinds of errors including statistical error, error due to the subjective nature of some data entered by users, error due to changes in demographics, out of date information, or competitive changes. While these results take into account certain operational aspects, no predictive model can ever fully account for the impact of advertising, marketing, management, or other uncontrollable local or inside the store circumstances that can impact FTE at a school level. The user assumes all risk of reliance on forecasts and data contained herein.

**Kids of the Kingdom – 1112 W Rand Road  
Licensed Capacity – 43 – Approx. 3500 SF**



**Bright Horizons – 3523 N Kennicott Ave**  
**Licensed Capacity – 125 – Approx. 9800 SF**



**Little Learners Daycare - 1060 W Rand Road  
Licensed Capacity – 126 – Approx. 5000 SF**



**Fleur De La Zia – 110 W Boeger Dr.  
Licensed Capacity – 107 – Approx. 3500 SF**





**A Mother Touch Daycare – 125 N Dryden Ave.  
Licensed Capacity – 178 – Approx. 8000 SF**



**Red Wagon Preschool & Daycare – 1225 E. Davis St  
Licensed Capacity – 40 – Approx. 2000 SF**



**Flower Garden Daycare – 2420 E Rand Road  
Licensed Capacity – 40 – Approx. 2500 SF**



**Kindercare - 1003 S. Arlington Heights Road  
Licensed Capacity – 125 – Approx. 8,000 SF**



**Kindercare - 1320 N. Arlington Heights Road  
Licensed Capacity – 126 – Approx. 6,800 SF**

