

IHDA MARKET ANALYSIS APPLICATION INSTRUCTIONS

(Prepared: Nov. 2021. This document may be revised)

How to use the app

The IHDA Market Analysis Application allows users to find information related to market areas of potential developments. Users can select census tracts near development and the dashboard will automatically update with information about those tracts.

How to Select Tracts

Click on the select icon in upper left corner of the map to activate the selection tool. Once activated, the button will darken. To deactivate, click on the icon again.

Users can choose from a variety selection method by pressing the arrow button to the right of the select icon. See below for information on selection methods.

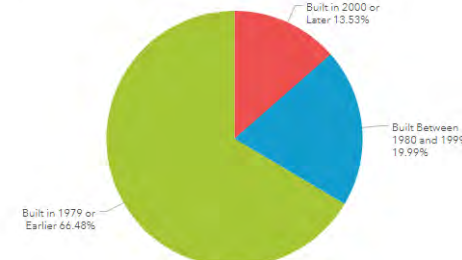
Point

This is the default selection method. To use, click on individual tracts to display tract information. To add tracts to selection, press and hold the **shift** key and click on additional tracts. Tracts can be removed by pressing and holding the **ctrl** key and clicking on the tracts to remove.

Select by rectangle

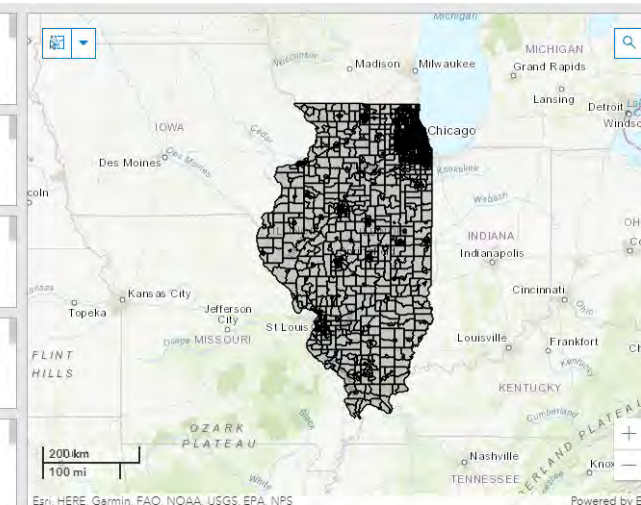
Select tracts by drawing a rectangle. Click on a desired selection.

Age of Housing Stock



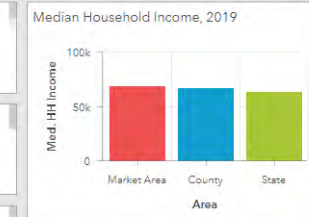
Age Group	Percentage
Built in 1979 or Earlier	66.48%
Built Between 1980 and 1999	19.99%
Built in 2000 or Later	13.53%

Total Pop., 2019	12.8M	Pop. Change, 2010 to 2019	0.60%		
Total Pop. Aged 60+, 2019	2.7M	Pop. Change Aged 60+, 2010 to 2019	34.30%		
Unemployment Rate, 2019	6.91%	Change in Unemployment, 2010 to 2019	-17.00%		
Adults in Labor Force, 2019	6.7M	Change in Labor Force, 2010 to 2019	1.10%		
Poverty Rate, 2019	13.86%	Change in Poverty, 2010 to 2019	38.63%		
Individuals w/ College Degree or Higher, 2019	3M	Change in Number of Individuals w/ College	29.88%		
Percent of Housing Affordable at 30% AMI*	7.75%	RIA Score, 2019*	1	ARI Score, 2021*	2
Percent of Housing Affordable at 60% AMI*	46.84%	Cost Burdened Owner Rate, 2019	24.34%		
Percent of Housing Affordable at 80% AMI*	67.25%	Cost Burdened Renter Rate, 2019	42.63%		



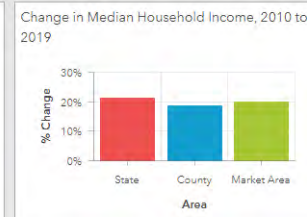
Map showing the state of Illinois with census tracts highlighted. Major cities and states are labeled. Scale: 200 km / 100 mi. Powered by Esri.

Median Household Income, 2019



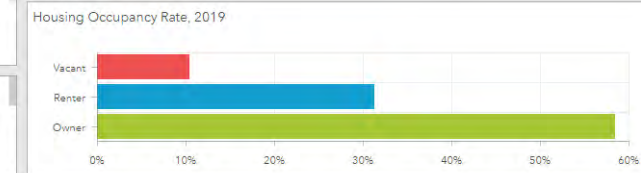
Area	Med HH Income
Market Area	~70k
County	~65k
State	~60k

Change in Median Household Income, 2010 to 2019



Area	% Change
State	~20%
County	~18%
Market Area	~20%

Housing Occupancy Rate, 2019



Category	Rate
Vacant	~10%
Renter	~30%
Owner	~55%

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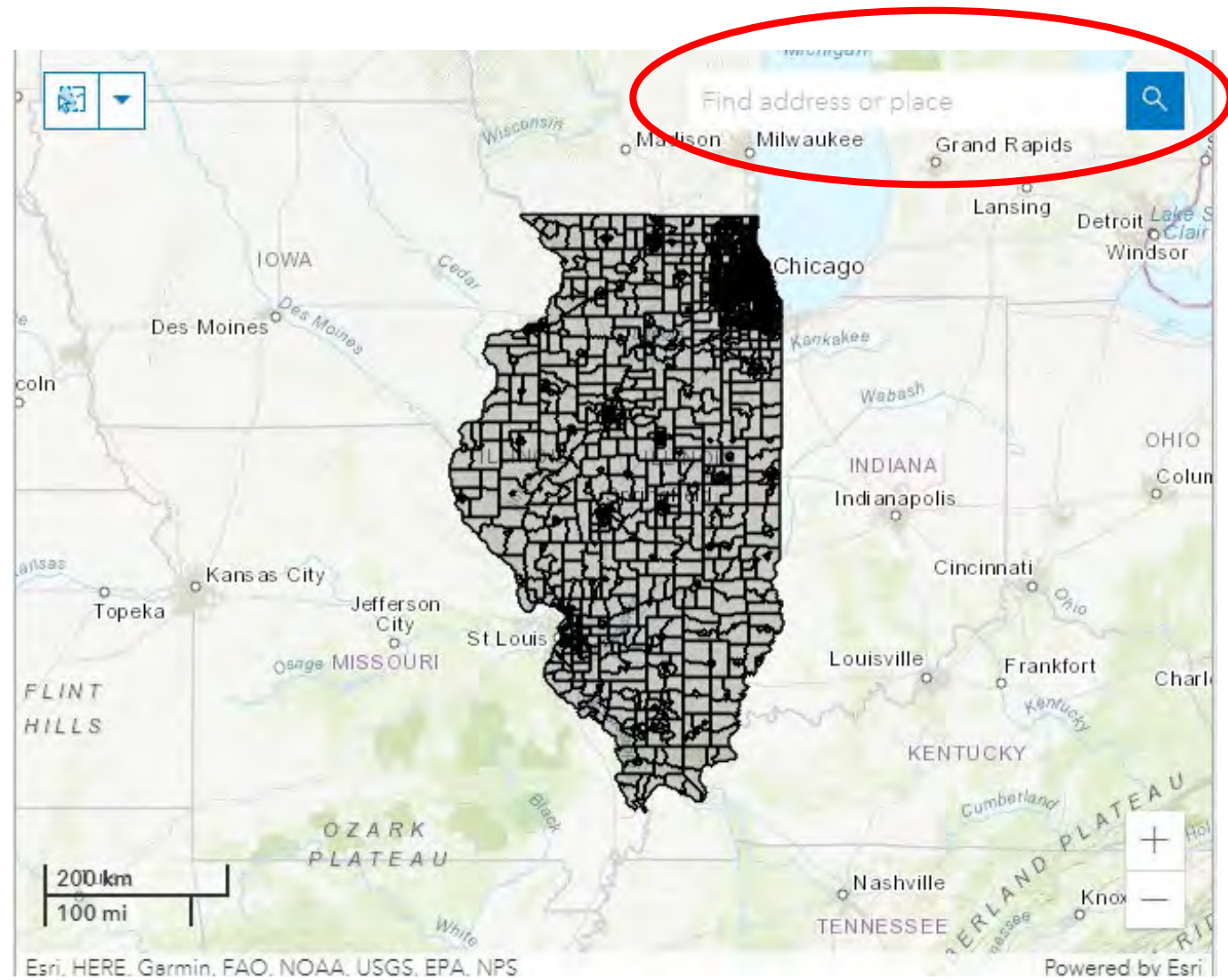
- Step 1: Search Function – Find a specific location on the map
- Step 2: Select Function – Select census tracts in Market Area and view a summary of their demographic and economic characteristics



Search

Allows user to find a specific location on the map

- To perform search, click on the **search** icon in the top right corner of the map

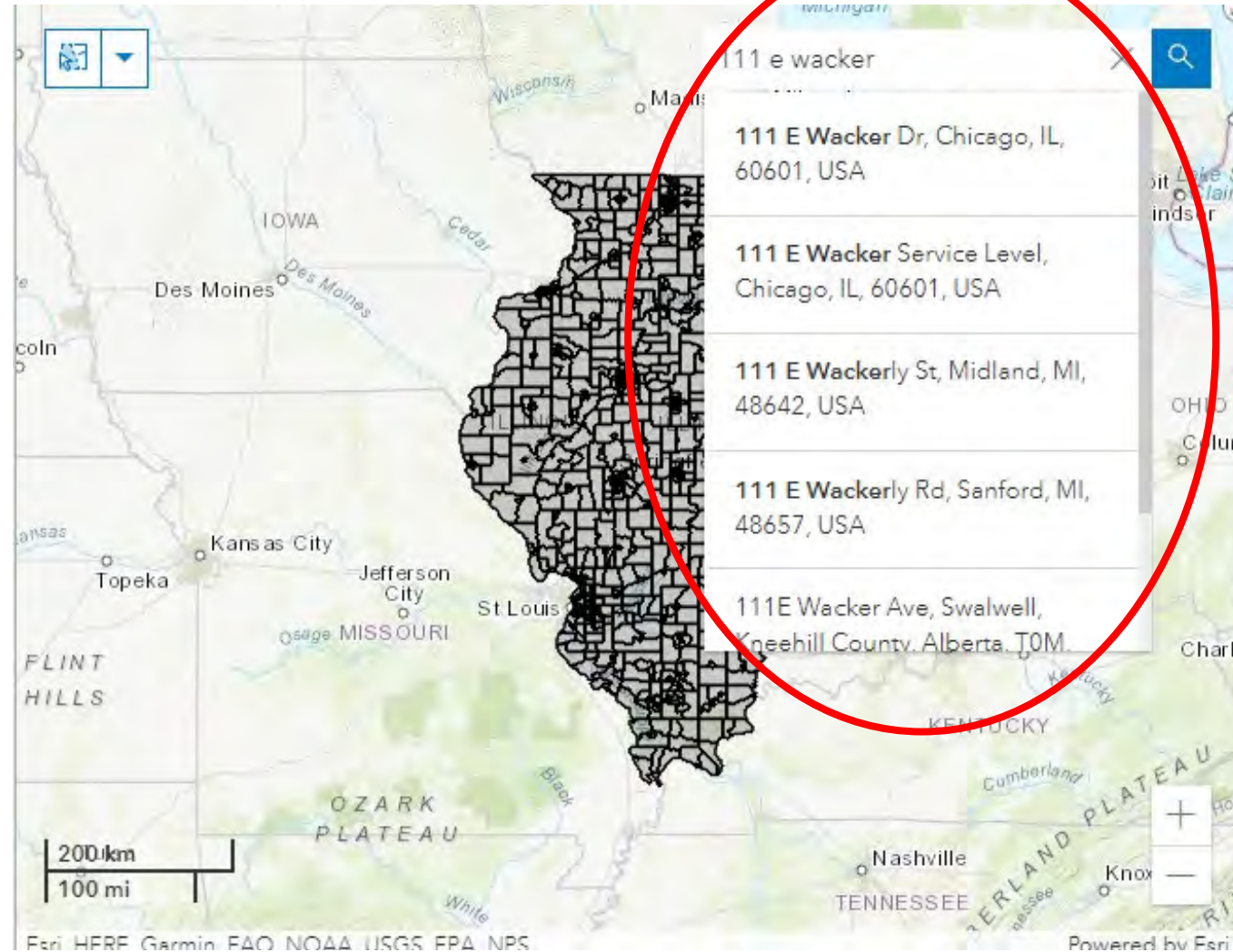


Search

- A search box will appear
- Enter the address to look up

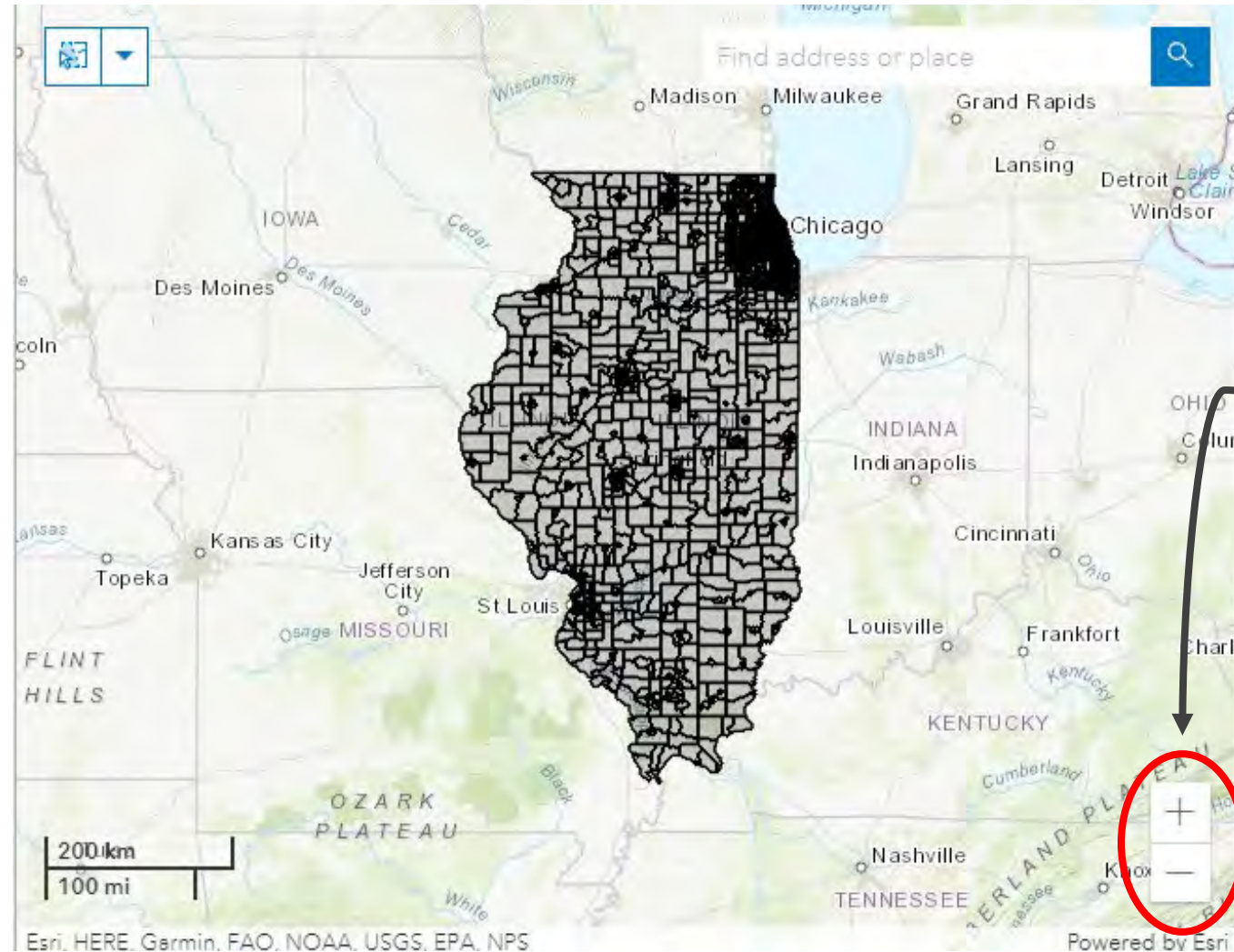
Search

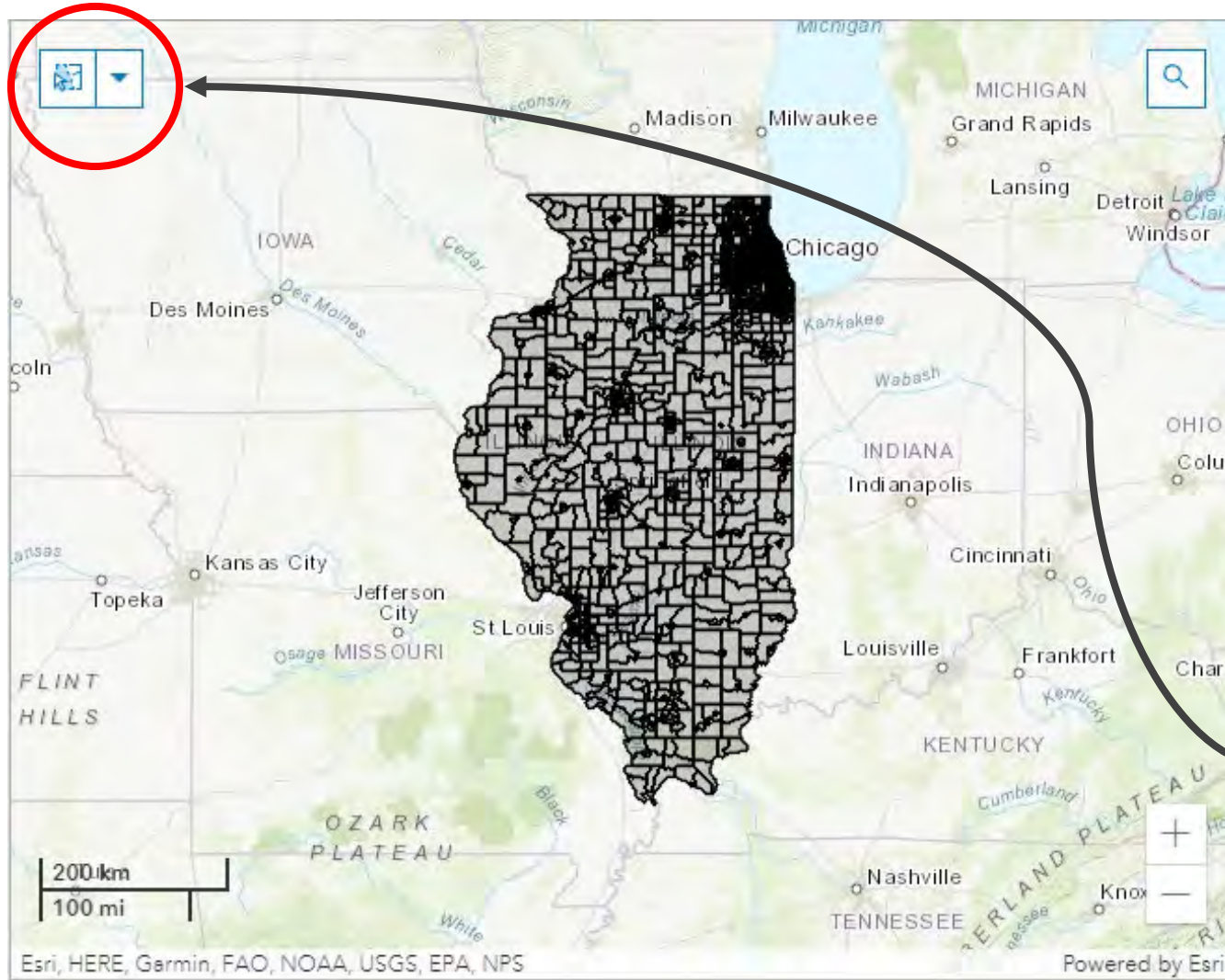
- As you type, a list of addresses will pop up underneath the search bar
- Click on the desired address
- The map will zoom to this location
- Close the search box by clicking on the search icon again



Search

- In addition to the search bar, users may zoom into the map by selecting the zoom in (+) or zoom out (-) buttons on the bottom right corner of the map
- Users may also zoom by using the scroll wheel on their mouse





Select

Allows user to select census tracts and view a summary of their demographic and economic characteristics

The IMAA Dashboard will automatically show demographic data for the selected area as you make your selections

- To make a selection, first click on the **select** icon in the top left corner of the map

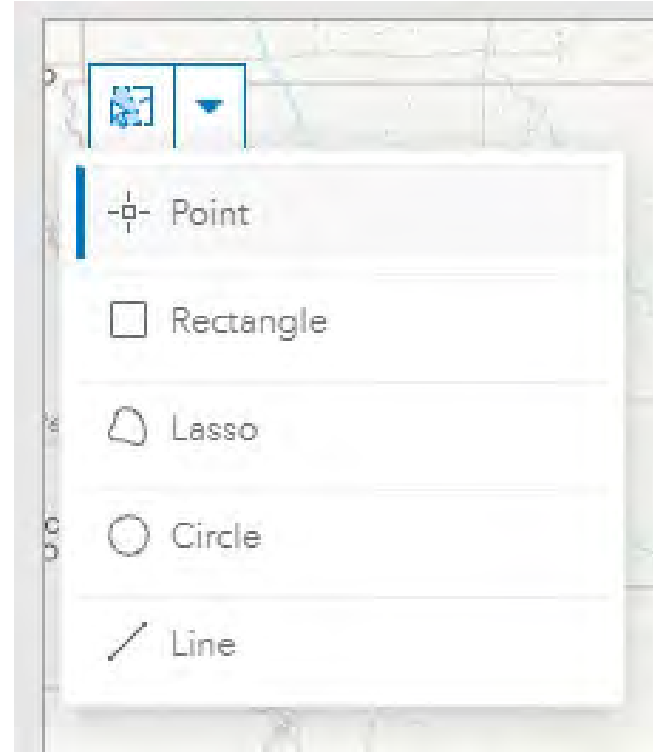
Select

- To choose a selection method, click on the arrow to the right of the **select** icon



Select

- To choose a selection method, click on the arrow to the right of the **select** icon
- Selection method options include:
 - Point
 - Rectangle
 - Lasso
 - Circle
 - Line



Select

Point selection.

- This is the default selection method. To use, click on individual tracts to display tract information.
- To add tracts to any selection, press and hold the **shift** key while clicking on additional tracts.
- Tracts can be removed by pressing and holding the **ctrl** key and clicking on tracts to remove.

Select by **rectangle**.

- Selects census tracts by drawing a rectangle on map. Click on map in desired location, then drag mouse to draw the rectangle. Tracts that fall within the shape will be selected.

Select

Select by "**lasso**".

- Allows users to draw a free-form shape. Click on the map and drag the mouse around market area tracts. The tool selects tracts that fall inside the shape.

Select by **circle**.

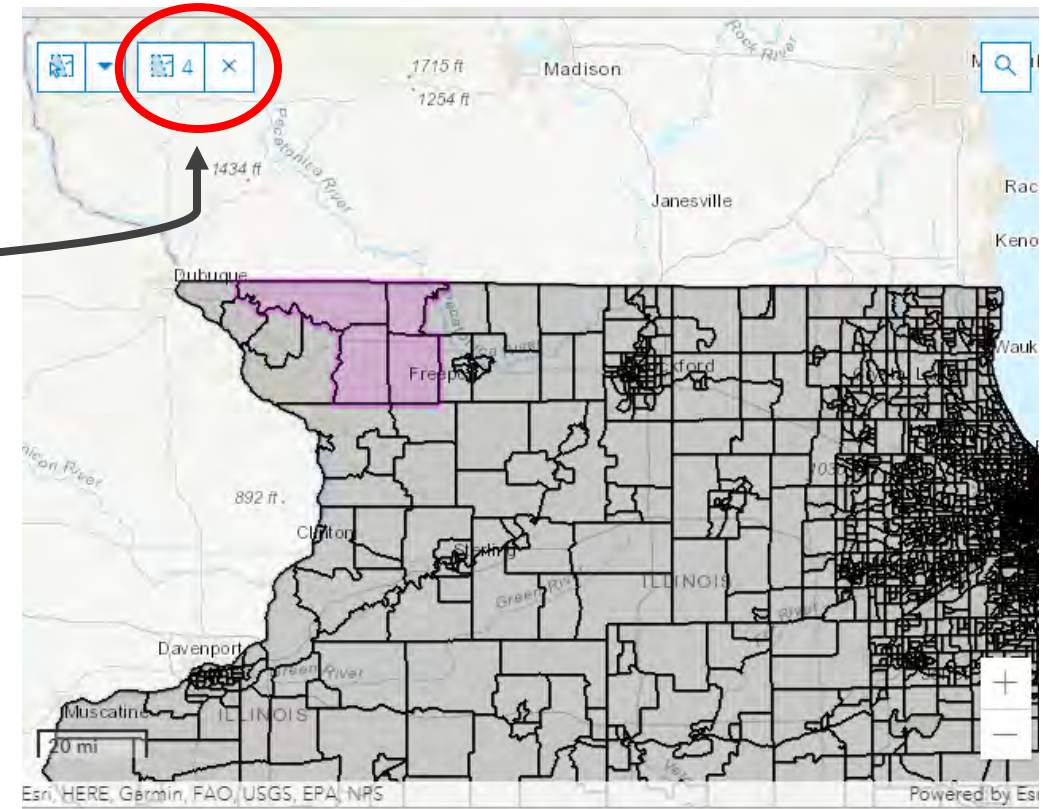
- Allows users to draw a circle shape. Click on the map and drag the mouse to create circle. The tool will select tracts that fall inside the circle.

Select by **line**.

- Allows users to draw a line, selecting tracts that intersect with the line drawn. Click and hold down on the mouse while dragging the cursor through desired tracts.

Clear

- To **clear** selection, click on the “x” icon that appears to the right of the select button (next to the number of selected trats)
- You can click on the select button again to deactivate selection tool



Deactivate

- You can click on the select button again to deactivate selection tool

