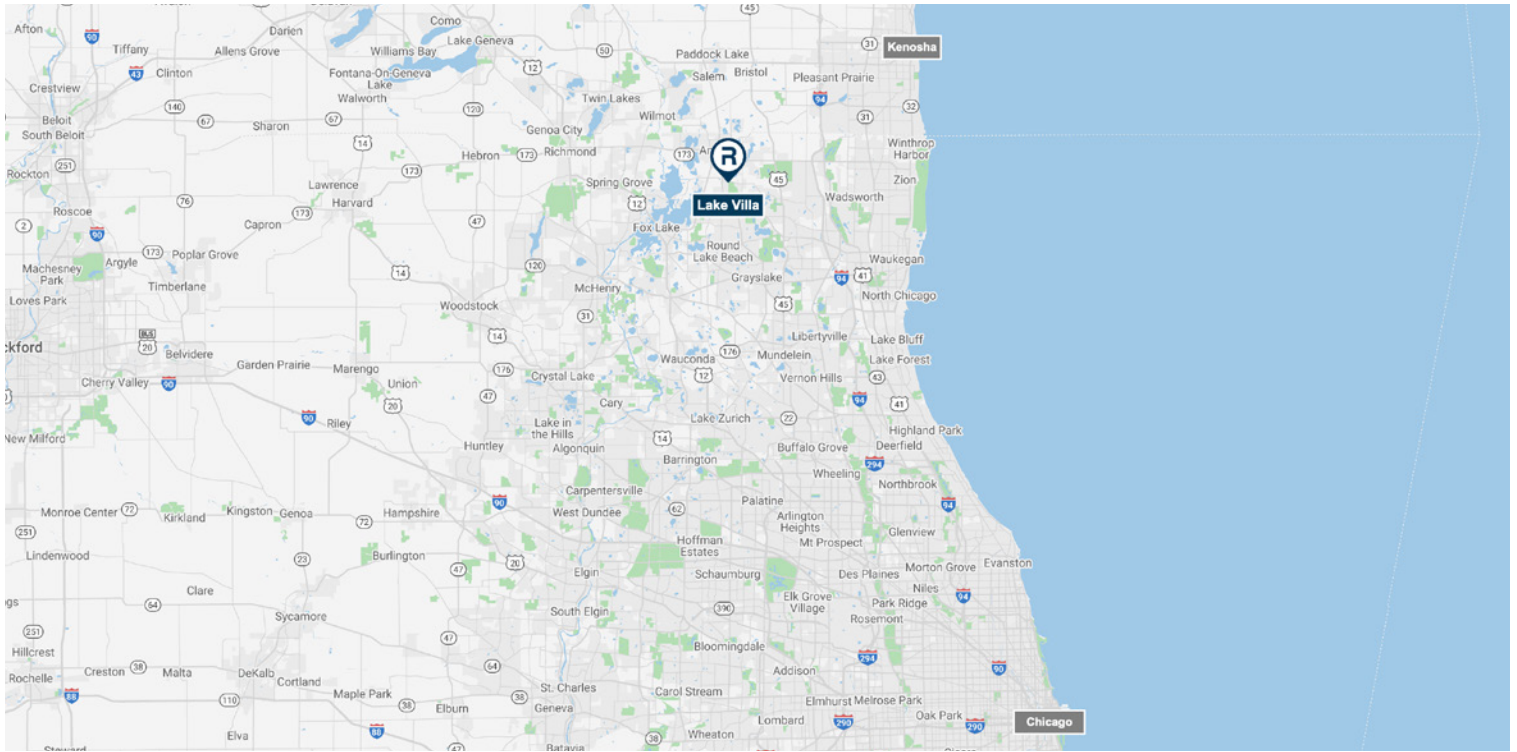# Community Demographic Profile

LAKE VILLA, ILLINOIS

Prepared for Village of Lake Villa, Illinois
April 2023

Community • Demographic Snapshot

Lake Villa, Illinois

Population

2023	8,263
2028	9,360

Educational Attainment (%)

Graduate or Professional Degree	16.78%
Bachelors Degree	24.29%
Associate Degree	8.81%
Some College	20.71%
High School Graduate (GED)	25.77%
Some High School, No Degree	2.70%
Less than 9th Grade	0.93%

Income

Average HH	$122,489
Median HH	$99,660
Per Capita	$45,915

Age

0 - 9 Years	11.12%
10 - 17 Years	11.93%
18 - 24 Years	9.23%
25 - 34 Years	11.32%
35 - 44 Years	12.66%
45 - 54 Years	14.10%
55 - 64 Years	14.27%
65 and Older	15.37%
Median Age	40.19
Average Age	39.80

Race Distribution (%)

White	74.29%
Black/African American	3.91%
American Indian/Alaskan	0.23%
Asian	4.82%
Native Hawaiian/Islander	0.05%
Other Race	5.17%
Two or More Races	11.53%
Hispanic	14.40%

VILLAGE OF Lake Villa

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Community • Demographic Profile

Lake Villa, Illinois

DESCRIPTION	DATA	%
Population		
2028 Projection	9,360	
2023 Estimate	8,263	
Growth 2023 - 2028		13.28%
2023 Est. Population by Single-Classification Race	**8,263**	
White Alone	6,139	74.30%
Black or African American Alone	323	3.91%
Amer. Indian and Alaska Native Alone	19	0.23%
Asian Alone	398	4.82%
Native Hawaiian and Other Pacific Island Alone	4	0.05%
Some Other Race Alone	427	5.17%
Two or More Races	953	11.53%
2023 Est. Population by Hispanic or Latino Origin	**8,263**	
Not Hispanic or Latino	7,073	85.60%
Hispanic or Latino	1,190	14.40%
Mexican	892	74.96%
Puerto Rican	188	15.80%
Cuban	6	0.50%
All Other Hispanic or Latino	104	8.74%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**1,190**	
White Alone	270	22.69%
Black or African American Alone	8	0.67%
American Indian and Alaska Native Alone	15	1.26%
Asian Alone	2	0.17%
Native Hawaiian and Other Pacific Islander Alone	1	0.08%
Some Other Race Alone	374	31.43%
Two or More Races	520	43.70%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	**398**	
Chinese, except Taiwanese	24	6.03%
Filipino	104	26.13%
Japanese	1	0.25%
Asian Indian	152	38.19%
Korean	20	5.03%
Vietnamese	45	11.31%
Cambodian	10	2.51%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	42	10.55%
2023 Est. Pop Age 5+ by Language Spoken At Home	**7,836**	
Speak Only English at Home	5,850	74.66%
Speak Asian/Pacific Island Language at Home	152	1.94%
Speak IndoEuropean Language at Home	482	6.15%
Speak Spanish at Home	1,267	16.17%
Speak Other Language at Home	85	1.09%

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Community • Demographic Profile

Lake Villa, Illinois

DESCRIPTION	DATA	%
2023 Est. Population by Age	**8,263**	
Age 0 - 4	427	5.17%
Age 5 - 9	492	5.95%
Age 10 - 14	616	7.46%
Age 15 - 17	370	4.48%
Age 18 - 20	328	3.97%
Age 21 - 24	435	5.26%
Age 25 - 34	935	11.32%
Age 35 - 44	1,046	12.66%
Age 45 - 54	1,165	14.10%
Age 55 - 64	1,179	14.27%
Age 65 - 74	781	9.45%
Age 75 - 84	329	3.98%
Age 85 and over	160	1.94%
Age 16 and over	6,606	79.95%
Age 18 and over	6,358	76.95%
Age 21 and over	6,030	72.98%
Age 65 and over	1,270	15.37%
2023 Est. Median Age		40.19
2023 Est. Average Age		39.80
2023 Est. Population by Sex	**8,263**	
Male	4,113	49.78%
Female	4,150	50.22%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**4,113**	
Age 0 - 4	217	5.28%
Age 5 - 9	252	6.13%
Age 10 - 14	321	7.81%
Age 15 - 17	197	4.79%
Age 18 - 20	178	4.33%
Age 21 - 24	227	5.52%
Age 25 - 34	476	11.57%
Age 35 - 44	503	12.23%
Age 45 - 54	596	14.49%
Age 55 - 64	580	14.10%
Age 65 - 74	376	9.14%
Age 75 - 84	138	3.36%
Age 85 and over	52	1.26%
2023 Est. Median Age, Male		38.87
2023 Est. Average Age, Male		38.70
2023 Est. Female Population by Age	**4,150**	
Age 0 - 4	210	5.06%
Age 5 - 9	240	5.78%
Age 10 - 14	295	7.11%
Age 15 - 17	173	4.17%
Age 18 - 20	150	3.61%
Age 21 - 24	208	5.01%
Age 25 - 34	459	11.06%
Age 35 - 44	543	13.08%
Age 45 - 54	569	13.71%
Age 55 - 64	599	14.43%
Age 65 - 74	405	9.76%
Age 75 - 84	191	4.60%
Age 85 and over	108	2.60%
2023 Est. Median Age, Female		41.37
2023 Est. Average Age, Female		40.90

Community • Demographic Profile

Lake Villa, Illinois

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,265	33.67%
Males, Never Married	1,244	18.49%
Females, Never Married	1,021	15.18%
Married, Spouse present	3,338	49.61%
Married, Spouse absent	110	1.64%
Widowed	233	3.46%
Males Widowed	19	0.28%
Females Widowed	214	3.18%
Divorced	782	11.62%
Males Divorced	249	3.70%
Females Divorced	533	7.92%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	52	0.9%
Some High School, no diploma	151	2.7%
High School Graduate (or GED)	1,442	25.8%
Some College, no degree	1,159	20.7%
Associate Degree	493	8.8%
Bachelor's Degree	1,359	24.3%
Master's Degree	786	14.0%
Professional School Degree	73	1.3%
Doctorate Degree	80	1.4%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	145	18.05%
High School Graduate	359	44.55%
Some College or Associate's Degree	223	27.64%
Bachelor's Degree or Higher	79	9.76%
Households		
2028 Projection	3,508	
2023 Estimate	3,064	
Growth 2023 - 2028		14.49%
2023 Est. Households by Household Type	3,064	
Family Households	2,274	74.22%
Nonfamily Households	790	25.78%
2023 Est. Group Quarters Population	89	
2023 Households by Ethnicity, Hispanic/Latino	307	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	3,064	
Income < $15,000	122	3.98%
Income $15,000 - $24,999	137	4.47%
Income $25,000 - $34,999	165	5.39%
Income $35,000 - $49,999	236	7.70%
Income $50,000 - $74,999	464	15.14%
Income $75,000 - $99,999	413	13.48%
Income $100,000 - $124,999	308	10.05%
Income $125,000 - $149,999	295	9.63%
Income $150,000 - $199,999	476	15.54%
Income $200,000 - $249,999	245	8.00%
Income $250,000 - $499,999	165	5.39%
Income $500,000+	38	1.24%
2023 Est. Average Household Income		$122,489
2023 Est. Median Household Income		$99,660
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$94,919
Black or African American Alone		$181,122
American Indian and Alaska Native Alone		$84,549
Asian Alone		$132,487
Native Hawaiian and Other Pacific Islander Alone		$30,126
Some Other Race Alone		$86,626
Two or More Races		$136,144
Hispanic or Latino		$100,279
Not Hispanic or Latino		$99,563
2023 Est. Family HH Type by Presence of Own Child.	2,274	
Married-Couple Family, own children	1,007	44.28%
Married-Couple Family, no own children	871	38.30%
Male Householder, own children	71	3.12%
Male Householder, no own children	52	2.29%
Female Householder, own children	156	6.86%
Female Householder, no own children	117	5.15%
2023 Est. Households by Household Size	3,064	
1-person	629	20.53%
2-person	1,224	39.95%
3-person	408	13.32%
4-person	448	14.62%
5-person	234	7.64%
6-person	90	2.94%
7-or-more-person	31	1.01%
2023 Est. Average Household Size		2.67

Community • Demographic Profile

Lake Villa, Illinois

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**3,064**	
Households with 1 or More People under Age 18:	1,297	42.33%
Married-Couple Family	2,452	80.03%
Other Family, Male Householder	182	5.94%
Other Family, Female Householder	418	13.65%
Nonfamily, Male Householder	12	0.39%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	**1,767**	**57.67%**
Married-Couple Family	1,458	47.60%
Other Family, Male Householder	73	2.38%
Other Family, Female Householder	173	5.66%
Nonfamily, Male Householder	607	19.81%
Nonfamily, Female Householder	753	24.56%
2023 Est. Households by Number of Vehicles	**3,064**	
No Vehicles	123	4.01%
1 Vehicle	726	23.69%
2 Vehicles	1,415	46.18%
3 Vehicles	572	18.67%
4 Vehicles	162	5.29%
5 or more Vehicles	66	2.15%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	2,622	
2023 Estimate	2,274	
Growth 2023 - 2028		15.30%
2023 Est. Families by Poverty Status	**2,274**	
2023 Families at or Above Poverty	2,223	97.76%
2023 Families at or Above Poverty with Children	1,074	47.23%
2023 Families Below Poverty	51	2.24%
2023 Families Below Poverty with Children	19	0.84%
2023 Est. Pop 16+ by Employment Status	**6,606**	
Civilian Labor Force, Employed	4,555	68.95%
Civilian Labor Force, Unemployed	218	3.30%
Armed Forces	13	0.20%
Not in Labor Force	1,820	27.55%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**4,568**	
For-Profit Private Workers	3,217	70.43%
Non-Profit Private Workers	428	9.37%
Local Government Workers	53	1.15%
State Government Workers	50	1.10%
Federal Government Workers	571	12.49%
Self-Employed Workers	243	5.32%
Unpaid Family Workers	6	0.14%
2023 Est. Civ. Employed Pop 16+ by Occupation	**4,568**	
Architect/Engineer	74	1.61%
Arts/Entertainment/Sports	77	1.68%
Building Grounds Maintenance	243	5.32%
Business/Financial Operations	234	5.13%
Community/Social Services	146	3.20%
Computer/Mathematical	88	1.93%
Construction/Extraction	124	2.72%
Education/Training/Library	376	8.24%
Farming/Fishing/Forestry	7	0.16%
Food Prep/Serving	230	5.04%
Health Practitioner/Technician	307	6.72%
Healthcare Support	141	3.08%
Maintenance Repair	120	2.62%
Legal	11	0.23%
Life/Physical/Social Science	24	0.53%
Management	570	12.47%
Office/Admin. Support	519	11.37%
Production	205	4.49%
Protective Services	73	1.59%
Sales/Related	625	13.69%
Personal Care/Service	177	3.87%
Transportation/Moving	198	4.33%
2023 Est. Pop 16+ by Occupation Classification	**4,568**	
White Collar	3,051	66.80%
Blue Collar	646	14.15%
Service and Farm	870	19.05%
2023 Est. Workers Age 16+ by Transp. to Work	**4,568**	
Drove Alone	3,942	86.30%
Car Pooled	168	3.67%
Public Transportation	110	2.41%
Walked	1	0.02%
Bicycle	2	0.05%
Other Means	48	1.05%
Worked at Home	297	6.50%

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Community • Demographic Profile

Lake Villa, Illinois

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	696	16.30%
15 - 29 Minutes	1,133	26.52%
30 - 44 Minutes	1,222	28.62%
45 - 59 Minutes	592	13.87%
60 or more Minutes	628	14.70%
2023 Est. Avg Travel Time to Work in Minutes		37
2023 Est. Occupied Housing Units by Tenure	3,064	
Owner Occupied	2,157	70.40%
Renter Occupied	907	29.60%
2023 Owner Occ. HUs: Avg. Length of Residence		17.3[†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.2[†]
2023 Est. Owner-Occupied Housing Units by Value	**3,064**	
Value Less than $20,000	28	0.93%
Value $20,000 - $39,999	4	0.14%
Value $40,000 - $59,999	4	0.14%
Value $60,000 - $79,999	3	0.09%
Value $80,000 - $99,999	3	0.09%
Value $100,000 - $149,999	119	3.89%
Value $150,000 - $199,999	317	10.34%
Value $200,000 - $299,999	1,121	36.58%
Value $300,000 - $399,999	852	27.82%
Value $400,000 - $499,999	413	13.49%
Value $500,000 - $749,999	166	5.42%
Value $750,000 - $999,999	21	0.70%
Value $1,000,000 or $1,499,999	0	0.00%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	11	0.37%
2023 Est. Median All Owner-Occupied Housing Value		$293,911
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	2,211	72.16%
1 Unit Attached	164	5.36%
2 Units	4	0.12%
3 or 4 Units	28	0.93%
5 to 19 Units	335	10.93%
20 to 49 Units	103	3.38%
50 or More Units	209	6.81%
Mobile Home or Trailer	9	0.31%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	25	0.81%
Housing Units Built 2010 to 2014	22	0.71%
Housing Units Built 2000 to 2009	726	23.69%
Housing Units Built 1990 to 1999	940	30.69%
Housing Units Built 1980 to 1989	365	11.92%
Housing Units Built 1970 to 1979	449	14.65%
Housing Units Built 1960 to 1969	121	3.96%
Housing Units Built 1950 to 1959	198	6.47%
Housing Units Built 1940 to 1949	111	3.62%
Housing Unit Built 1939 or Earlier	106	3.47%
2023 Est. Median Year Structure Built		1992

[†] Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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