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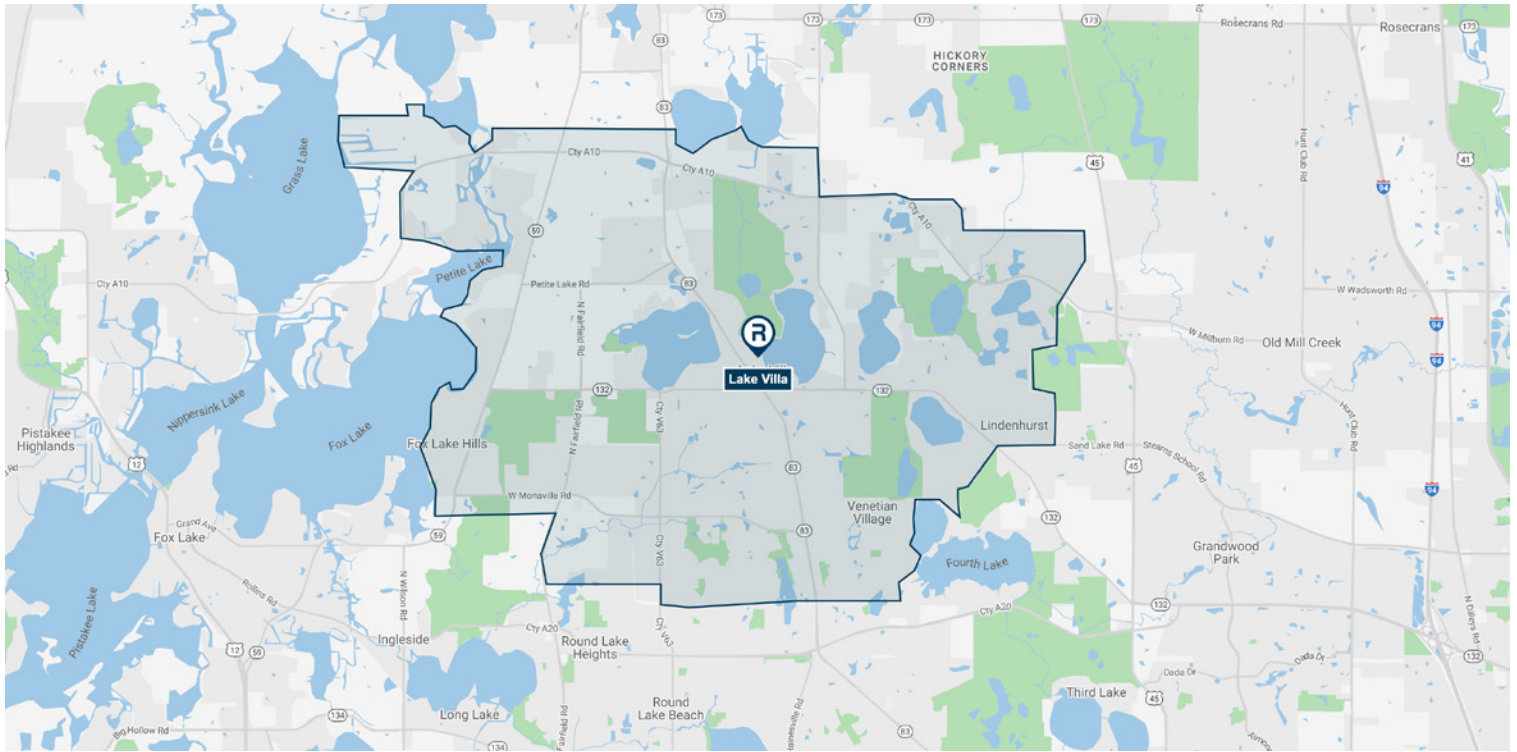
Primary Retail Trade Area Demographic Profile

LAKE VILLA, ILLINOIS

Prepared for Village of Lake Villa, Illinois
April 2023

Primary Retail Trade Area • Demographic Snapshot

Lake Villa, Illinois



Population

2023	36,095	0 - 9 Years	11.19%
2028	37,153	10 - 17 Years	11.74%

Educational Attainment (%)

Graduate or Professional Degree	13.29%	18 - 24 Years	9.09%
Bachelors Degree	22.81%	25 - 34 Years	10.98%
Associate Degree	9.60%	35 - 44 Years	12.89%
Some College	23.37%	45 - 54 Years	14.22%
High School Graduate (GED)	26.04%	55 - 64 Years	14.57%
Some High School, No Degree	3.11%	65 and Older	15.32%
Less than 9th Grade	1.77%	Median Age	40.58
		Average Age	39.84

Income

Average HH	\$129,228
Median HH	\$106,802
Per Capita	\$46,714

Race Distribution (%)

White	72.25%
Black/African American	3.48%
American Indian/Alaskan	0.43%
Asian	4.21%
Native Hawaiian/Islander	0.03%
Other Race	7.60%
Two or More Races	12.01%
Hispanic	18.78%



Michael Strong
Village of Lake Villa, Illinois
Village Administrator

65 Cedar Avenue
P.O. Box 519
Lake Villa, Illinois 60046

Phone 847.356.6100
MStrong@Lake-Villa.org
www.Lake-Villa.org

Aaron Farmer
The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



Primary Retail Trade Area • Demographic Profile

Lake Villa, Illinois

DESCRIPTION	DATA	%
Population		
2028 Projection	37,153	
2023 Estimate	36,095	
Growth 2023 - 2028		2.93%
2023 Est. Population by Single-Classification Race	36,095	
White Alone	26,077	72.25%
Black or African American Alone	1,256	3.48%
Amer. Indian and Alaska Native Alone	156	0.43%
Asian Alone	1,520	4.21%
Native Hawaiian and Other Pacific Island Alone	9	0.03%
Some Other Race Alone	2,742	7.60%
Two or More Races	4,334	12.01%
2023 Est. Population by Hispanic or Latino Origin	36,095	
Not Hispanic or Latino	29,316	81.22%
Hispanic or Latino	6,779	18.78%
Mexican	4,953	73.06%
Puerto Rican	958	14.13%
Cuban	62	0.92%
All Other Hispanic or Latino	806	11.89%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	6,779	
White Alone	1,370	20.21%
Black or African American Alone	63	0.93%
American Indian and Alaska Native Alone	126	1.86%
Asian Alone	36	0.53%
Native Hawaiian and Other Pacific Islander Alone	4	0.06%
Some Other Race Alone	2,519	37.16%
Two or More Races	2,661	39.25%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	1,520	
Chinese, except Taiwanese	128	8.42%
Filipino	379	24.93%
Japanese	94	6.18%
Asian Indian	577	37.96%
Korean	134	8.82%
Vietnamese	101	6.65%
Cambodian	14	0.92%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	6	0.40%
All Other Asian Races Including 2+ Category	87	5.72%
2023 Est. Pop Age 5+ by Language Spoken At Home	34,240	
Speak Only English at Home	27,708	80.92%
Speak Asian/Pacific Island Language at Home	606	1.77%
Speak IndoEuropean Language at Home	1,828	5.34%
Speak Spanish at Home	3,875	11.32%
Speak Other Language at Home	223	0.65%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	36,095	
Age 0 - 4	1,854	5.14%
Age 5 - 9	2,186	6.06%
Age 10 - 14	2,641	7.32%
Age 15 - 17	1,596	4.42%
Age 18 - 20	1,426	3.95%
Age 21 - 24	1,854	5.14%
Age 25 - 34	3,964	10.98%
Age 35 - 44	4,652	12.89%
Age 45 - 54	5,134	14.22%
Age 55 - 64	5,258	14.57%
Age 65 - 74	3,551	9.84%
Age 75 - 84	1,449	4.01%
Age 85 and over	529	1.47%
Age 16 and over	28,890	80.04%
Age 18 and over	27,818	77.07%
Age 21 and over	26,391	73.12%
Age 65 and over	5,530	15.32%
2023 Est. Median Age		40.58
2023 Est. Average Age		39.84
2023 Est. Population by Sex	36,095	
Male	18,072	50.07%
Female	18,023	49.93%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	18,072	
Age 0 - 4	936	5.18%
Age 5 - 9	1,119	6.19%
Age 10 - 14	1,371	7.59%
Age 15 - 17	834	4.62%
Age 18 - 20	754	4.17%
Age 21 - 24	950	5.26%
Age 25 - 34	2,013	11.14%
Age 35 - 44	2,296	12.71%
Age 45 - 54	2,627	14.54%
Age 55 - 64	2,614	14.46%
Age 65 - 74	1,730	9.57%
Age 75 - 84	642	3.55%
Age 85 and over	187	1.04%
2023 Est. Median Age, Male		39.78
2023 Est. Average Age, Male		39.09
2023 Est. Female Population by Age	18,023	
Age 0 - 4	918	5.09%
Age 5 - 9	1,067	5.92%
Age 10 - 14	1,270	7.05%
Age 15 - 17	762	4.23%
Age 18 - 20	673	3.73%
Age 21 - 24	904	5.02%
Age 25 - 34	1,951	10.83%
Age 35 - 44	2,356	13.07%
Age 45 - 54	2,507	13.91%
Age 55 - 64	2,645	14.68%
Age 65 - 74	1,821	10.10%
Age 75 - 84	807	4.48%
Age 85 and over	342	1.90%
2023 Est. Median Age, Female		41.35
2023 Est. Average Age, Female		40.59

Primary Retail Trade Area • Demographic Profile

Lake Villa, Illinois

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	9,329	31.72%
Males, Never Married	5,151	17.51%
Females, Never Married	4,178	14.20%
Married, Spouse present	15,574	52.95%
Married, Spouse absent	709	2.41%
Widowed	1,055	3.59%
Males Widowed	236	0.80%
Females Widowed	819	2.78%
Divorced	2,747	9.34%
Males Divorced	1,043	3.55%
Females Divorced	1,704	5.79%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	434	1.8%
Some High School, no diploma	764	3.1%
High School Graduate (or GED)	6,390	26.0%
Some College, no degree	5,734	23.4%
Associate Degree	2,356	9.6%
Bachelor's Degree	5,598	22.8%
Master's Degree	2,674	10.9%
Professional School Degree	243	1.0%
Doctorate Degree	345	1.4%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	618	13.40%
High School Graduate	1,713	37.17%
Some College or Associate's Degree	1,614	35.03%
Bachelor's Degree or Higher	664	14.40%
Households		
2028 Projection	13,502	
2023 Estimate	12,956	
Growth 2023 - 2028		4.21%
2023 Est. Households by Household Type	12,956	
Family Households	10,052	77.59%
Nonfamily Households	2,903	22.41%
2023 Est. Group Quarters Population	254	
2023 Households by Ethnicity, Hispanic/Latino	1,706	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	12,956	
Income < \$15,000	446	3.44%
Income \$15,000 - \$24,999	505	3.90%
Income \$25,000 - \$34,999	473	3.65%
Income \$35,000 - \$49,999	1,068	8.25%
Income \$50,000 - \$74,999	1,647	12.71%
Income \$75,000 - \$99,999	1,834	14.15%
Income \$100,000 - \$124,999	1,805	13.93%
Income \$125,000 - \$149,999	1,454	11.22%
Income \$150,000 - \$199,999	1,780	13.74%
Income \$200,000 - \$249,999	881	6.80%
Income \$250,000 - \$499,999	793	6.12%
Income \$500,000+	269	2.08%
2023 Est. Average Household Income		\$129,228
2023 Est. Median Household Income		\$106,802
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$104,320
Black or African American Alone		\$135,898
American Indian and Alaska Native Alone		\$122,752
Asian Alone		\$127,338
Native Hawaiian and Other Pacific Islander Alone		\$9,768
Some Other Race Alone		\$94,637
Two or More Races		\$131,761
Hispanic or Latino		\$112,526
Not Hispanic or Latino		\$105,416
2023 Est. Family HH Type by Presence of Own Child.	10,052	
Married-Couple Family, own children	4,310	42.88%
Married-Couple Family, no own children	4,039	40.18%
Male Householder, own children	285	2.83%
Male Householder, no own children	264	2.63%
Female Householder, own children	662	6.58%
Female Householder, no own children	495	4.92%
2023 Est. Households by Household Size	12,956	
1-person	2,345	18.10%
2-person	4,597	35.48%
3-person	2,010	15.51%
4-person	2,291	17.69%
5-person	1,238	9.56%
6-person	301	2.32%
7-or-more-person	174	1.34%
2023 Est. Average Household Size		2.76

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	12,956	
Households with 1 or More People under Age 18:	5,559	42.91%
Married-Couple Family	10,401	80.28%
Other Family, Male Householder	738	5.70%
Other Family, Female Householder	1,726	13.32%
Nonfamily, Male Householder	70	0.54%
Nonfamily, Female Householder	19	0.14%
Households with No People under Age 18:	7,397	57.09%
Married-Couple Family	6,805	52.53%
Other Family, Male Householder	399	3.08%
Other Family, Female Householder	735	5.67%
Nonfamily, Male Householder	2,584	19.94%
Nonfamily, Female Householder	2,433	18.78%
2023 Est. Households by Number of Vehicles	12,956	
No Vehicles	308	2.38%
1 Vehicle	2,679	20.68%
2 Vehicles	6,434	49.66%
3 Vehicles	2,384	18.40%
4 Vehicles	823	6.36%
5 or more Vehicles	327	2.52%
2023 Est. Average Number of Vehicles		2.16
Family Households		
2028 Projection	10,471	
2023 Estimate	10,052	
Growth 2023 - 2028		4.17%
2023 Est. Families by Poverty Status	10,052	
2023 Families at or Above Poverty	9,735	96.85%
2023 Families at or Above Poverty with Children	4,734	47.09%
2023 Families Below Poverty	317	3.15%
2023 Families Below Poverty with Children	193	1.92%
2023 Est. Pop 16+ by Employment Status	28,890	
Civilian Labor Force, Employed	19,624	67.93%
Civilian Labor Force, Unemployed	1,069	3.70%
Armed Forces	61	0.21%
Not in Labor Force	8,136	28.16%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	19,685	
For-Profit Private Workers	14,820	75.29%
Non-Profit Private Workers	1,306	6.63%
Local Government Workers	273	1.39%
State Government Workers	232	1.18%
Federal Government Workers	1,802	9.16%
Self-Employed Workers	1,213	6.16%
Unpaid Family Workers	40	0.20%
2023 Est. Civ. Employed Pop 16+ by Occupation	19,685	
Architect/Engineer	361	1.83%
Arts/Entertainment/Sports	268	1.36%
Building Grounds Maintenance	798	4.05%
Business/Financial Operations	1,329	6.75%
Community/Social Services	378	1.92%
Computer/Mathematical	721	3.66%
Construction/Extraction	901	4.58%
Education/Training/Library	1,205	6.12%
Farming/Fishing/Forestry	52	0.27%
Food Prep/Serving	737	3.75%
Health Practitioner/Technician	1,021	5.19%
Healthcare Support	414	2.11%
Maintenance Repair	680	3.45%
Legal	125	0.63%
Life/Physical/Social Science	212	1.08%
Management	2,304	11.71%
Office/Admin. Support	2,566	13.04%
Production	1,059	5.38%
Protective Services	320	1.63%
Sales/Related	2,396	12.17%
Personal Care/Service	627	3.18%
Transportation/Moving	1,212	6.16%
2023 Est. Pop 16+ by Occupation Classification	19,685	
White Collar	12,884	65.45%
Blue Collar	3,852	19.57%
Service and Farm	2,948	14.98%
2023 Est. Workers Age 16+ by Transp. to Work	19,685	
Drove Alone	16,799	85.34%
Car Pooled	913	4.64%
Public Transportation	445	2.26%
Walked	50	0.25%
Bicycle	12	0.06%
Other Means	135	0.69%
Worked at Home	1,331	6.76%

Primary Retail Trade Area • Demographic Profile

Lake Villa, Illinois

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,460	13.40%
15 - 29 Minutes	4,858	26.47%
30 - 44 Minutes	6,087	33.16%
45 - 59 Minutes	2,429	13.24%
60 or more Minutes	2,521	13.73%
2023 Est. Avg Travel Time to Work in Minutes		37
2023 Est. Occupied Housing Units by Tenure	12,956	
Owner Occupied	10,739	82.89%
Renter Occupied	2,217	17.11%
2023 Owner Occ. HUs: Avg. Length of Residence		16.82 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.47 [†]
2023 Est. Owner-Occupied Housing Units by Value	12,956	
Value Less than \$20,000	58	0.45%
Value \$20,000 - \$39,999	48	0.37%
Value \$40,000 - \$59,999	29	0.22%
Value \$60,000 - \$79,999	25	0.20%
Value \$80,000 - \$99,999	41	0.32%
Value \$100,000 - \$149,999	605	4.67%
Value \$150,000 - \$199,999	2,181	16.83%
Value \$200,000 - \$299,999	5,487	42.35%
Value \$300,000 - \$399,999	2,318	17.90%
Value \$400,000 - \$499,999	1,230	9.49%
Value \$500,000 - \$749,999	619	4.77%
Value \$750,000 - \$999,999	192	1.48%
Value \$1,000,000 or \$1,499,999	54	0.42%
Value \$1,500,000 or \$1,999,999	17	0.13%
Value \$2,000,000+	53	0.41%
2023 Est. Median All Owner-Occupied Housing Value		\$260,598
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	10,924	84.31%
1 Unit Attached	713	5.50%
2 Units	17	0.13%
3 or 4 Units	68	0.52%
5 to 19 Units	677	5.22%
20 to 49 Units	137	1.06%
50 or More Units	277	2.14%
Mobile Home or Trailer	144	1.11%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	97	0.75%
Housing Units Built 2010 to 2014	188	1.45%
Housing Units Built 2000 to 2009	2,309	17.83%
Housing Units Built 1990 to 1999	3,829	29.55%
Housing Units Built 1980 to 1989	1,497	11.55%
Housing Units Built 1970 to 1979	1,978	15.26%
Housing Units Built 1960 to 1969	790	6.10%
Housing Units Built 1950 to 1959	1,224	9.45%
Housing Units Built 1940 to 1949	452	3.49%
Housing Unit Built 1939 or Earlier	593	4.58%
2023 Est. Median Year Structure Built		1990

[†] 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.



The **Retail**Coach®

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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