



The **Retail** Coach.®

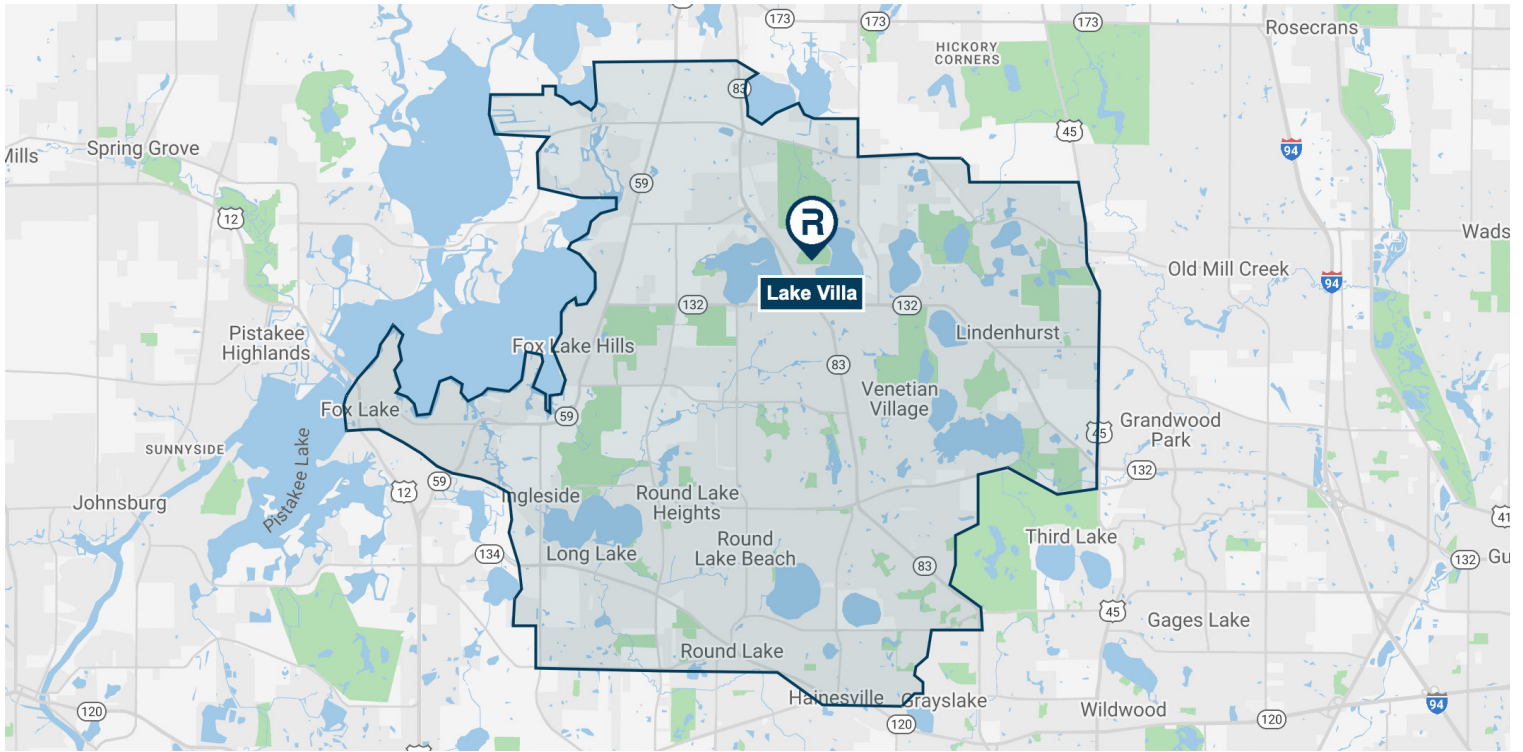
# Retail Trade Area Demographic Profile

LAKE VILLA, ILLINOIS

Prepared for Village of Lake Villa, Illinois  
April 2023

# Retail Trade Area • Demographic Snapshot

## Lake Villa, Illinois



### Population

2023	100,436
2028	101,438

### Educational Attainment (%)

Graduate or Professional Degree	10.52%
Bachelors Degree	19.37%
Associate Degree	7.81%
Some College	21.92%
High School Graduate (GED)	27.99%
Some High School, No Degree	6.43%
Less than 9th Grade	5.97%

### Income

Average HH	\$116,059
Median HH	\$93,302
Per Capita	\$40,902

### Age

0 - 9 Years	12.65%
10 - 17 Years	12.09%
18 - 24 Years	9.09%
25 - 34 Years	11.39%
35 - 44 Years	14.38%
45 - 54 Years	13.87%
55 - 64 Years	12.95%
65 and Older	13.59%
Median Age	38.46
Average Age	38.22

### Race Distribution (%)

White	60.43%
Black/African American	4.01%
American Indian/Alaskan	1.11%
Asian	3.64%
Native Hawaiian/Islander	0.06%
Other Race	15.62%
Two or More Races	15.13%
Hispanic	32.95%



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# Retail Trade Area • Demographic Profile

Lake Villa, Illinois

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	101,438	
2023 Estimate	100,436	
Growth 2023 - 2028		1.00%
<b>2023 Est. Population by Single-Classification Race</b>	<b>100,436</b>	
White Alone	60,693	60.43%
Black or African American Alone	4,026	4.01%
Amer. Indian and Alaska Native Alone	1,120	1.12%
Asian Alone	3,657	3.64%
Native Hawaiian and Other Pacific Island Alone	61	0.06%
Some Other Race Alone	15,686	15.62%
Two or More Races	15,194	15.13%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>100,436</b>	
Not Hispanic or Latino	67,341	67.05%
Hispanic or Latino	33,095	32.95%
Mexican	27,259	82.37%
Puerto Rican	2,113	6.39%
Cuban	118	0.36%
All Other Hispanic or Latino	3,605	10.89%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>33,095</b>	
White Alone	5,577	16.85%
Black or African American Alone	200	0.60%
American Indian and Alaska Native Alone	1,022	3.09%
Asian Alone	95	0.29%
Native Hawaiian and Other Pacific Islander Alone	20	0.06%
Some Other Race Alone	15,182	45.87%
Two or More Races	10,999	33.24%

DESCRIPTION	DATA	%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>3,657</b>	
Chinese, except Taiwanese	357	9.76%
Filipino	1,253	34.26%
Japanese	134	3.66%
Asian Indian	945	25.84%
Korean	492	13.45%
Vietnamese	176	4.81%
Cambodian	15	0.41%
Hmong	0	0.00%
Laotian	1	0.03%
Thai	59	1.61%
All Other Asian Races Including 2+ Category	225	6.15%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>94,462</b>	
Speak Only English at Home	67,095	71.03%
Speak Asian/Pacific Island Language at Home	1,565	1.66%
Speak IndoEuropean Language at Home	3,729	3.95%
Speak Spanish at Home	21,386	22.64%
Speak Other Language at Home	687	0.73%

# Retail Trade Area • Demographic Profile

Lake Villa, Illinois

DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>100,436</b>	
Age 0 - 4	5,975	5.95%
Age 5 - 9	6,732	6.70%
Age 10 - 14	7,557	7.52%
Age 15 - 17	4,591	4.57%
Age 18 - 20	4,039	4.02%
Age 21 - 24	5,088	5.07%
Age 25 - 34	11,436	11.39%
Age 35 - 44	14,442	14.38%
Age 45 - 54	13,931	13.87%
Age 55 - 64	13,001	12.95%
Age 65 - 74	8,784	8.75%
Age 75 - 84	3,620	3.60%
Age 85 and over	1,241	1.24%
Age 16 and over	78,665	78.32%
Age 18 and over	75,581	75.25%
Age 21 and over	71,542	71.23%
Age 65 and over	13,645	13.59%
2023 Est. Median Age		38.46
2023 Est. Average Age		38.22
<b>2023 Est. Population by Sex</b>	<b>100,436</b>	
Male	50,337	50.12%
Female	50,099	49.88%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>50,337</b>	
Age 0 - 4	3,050	6.06%
Age 5 - 9	3,417	6.79%
Age 10 - 14	3,900	7.75%
Age 15 - 17	2,375	4.72%
Age 18 - 20	2,115	4.20%
Age 21 - 24	2,609	5.18%
Age 25 - 34	5,857	11.64%
Age 35 - 44	7,191	14.29%
Age 45 - 54	7,137	14.18%
Age 55 - 64	6,488	12.89%
Age 65 - 74	4,222	8.39%
Age 75 - 84	1,554	3.09%
Age 85 and over	424	0.84%
2023 Est. Median Age, Male		37.69
2023 Est. Average Age, Male		37.48
<b>2023 Est. Female Population by Age</b>	<b>50,099</b>	
Age 0 - 4	2,925	5.84%
Age 5 - 9	3,315	6.62%
Age 10 - 14	3,657	7.30%
Age 15 - 17	2,217	4.43%
Age 18 - 20	1,924	3.84%
Age 21 - 24	2,479	4.95%
Age 25 - 34	5,579	11.14%
Age 35 - 44	7,250	14.47%
Age 45 - 54	6,794	13.56%
Age 55 - 64	6,514	13.00%
Age 65 - 74	4,562	9.11%
Age 75 - 84	2,066	4.12%
Age 85 and over	817	1.63%
2023 Est. Median Age, Female		39.21
2023 Est. Average Age, Female		38.92

# Retail Trade Area • Demographic Profile

Lake Villa, Illinois

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	26,522	33.08%
Males, Never Married	14,608	18.22%
Females, Never Married	11,915	14.86%
Married, Spouse present	40,000	49.89%
Married, Spouse absent	2,142	2.67%
Widowed	3,574	4.46%
Males Widowed	888	1.11%
Females Widowed	2,686	3.35%
Divorced	7,934	9.90%
Males Divorced	3,365	4.20%
Females Divorced	4,569	5.70%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	3,968	6.0%
Some High School, no diploma	4,271	6.4%
High School Graduate (or GED)	18,598	28.0%
Some College, no degree	14,564	21.9%
Associate Degree	5,189	7.8%
Bachelor's Degree	12,872	19.4%
Master's Degree	5,825	8.8%
Professional School Degree	551	0.8%
Doctorate Degree	617	0.9%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	7,946	36.29%
High School Graduate	7,241	33.07%
Some College or Associate's Degree	4,671	21.33%
Bachelor's Degree or Higher	2,039	9.31%
<b>Households</b>		
2028 Projection	35,926	
2023 Estimate	35,242	
Growth 2023 - 2028		1.94%
<b>2023 Est. Households by Household Type</b>		
Family Households	26,508	75.22%
Nonfamily Households	8,734	24.78%
<b>2023 Est. Group Quarters Population</b>		
2023 Est. Group Quarters Population	437	
<b>2023 Households by Ethnicity, Hispanic/Latino</b>		
2023 Households by Ethnicity, Hispanic/Latino	8,113	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>		
Income < \$15,000	1,536	4.36%
Income \$15,000 - \$24,999	1,804	5.12%
Income \$25,000 - \$34,999	1,569	4.45%
Income \$35,000 - \$49,999	3,514	9.97%
Income \$50,000 - \$74,999	5,315	15.08%
Income \$75,000 - \$99,999	5,248	14.89%
Income \$100,000 - \$124,999	4,655	13.21%
Income \$125,000 - \$149,999	3,590	10.19%
Income \$150,000 - \$199,999	3,791	10.76%
Income \$200,000 - \$249,999	1,871	5.31%
Income \$250,000 - \$499,999	1,702	4.83%
Income \$500,000+	647	1.84%
<b>2023 Est. Average Household Income</b>		
2023 Est. Average Household Income		\$116,059
<b>2023 Est. Median Household Income</b>		
2023 Est. Median Household Income		\$93,302
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$94,910
Black or African American Alone		\$75,813
American Indian and Alaska Native Alone		\$64,241
Asian Alone		\$119,806
Native Hawaiian and Other Pacific Islander Alone		\$47,258
Some Other Race Alone		\$83,039
Two or More Races		\$96,884
Hispanic or Latino		\$83,403
Not Hispanic or Latino		\$97,105
<b>2023 Est. Family HH Type by Presence of Own Child.</b>		
Married-Couple Family, own children	11,321	42.71%
Married-Couple Family, no own children	9,837	37.11%
Male Householder, own children	870	3.28%
Male Householder, no own children	831	3.14%
Female Householder, own children	2,137	8.06%
Female Householder, no own children	1,511	5.70%
<b>2023 Est. Households by Household Size</b>		
1-person	7,128	20.23%
2-person	10,966	31.12%
3-person	6,114	17.35%
4-person	5,963	16.92%
5-person	3,157	8.96%
6-person	1,136	3.22%
7-or-more-person	778	2.21%
<b>2023 Est. Average Household Size</b>		
2023 Est. Average Household Size		2.84

# Retail Trade Area • Demographic Profile

Lake Villa, Illinois

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>35,242</b>	
Households with 1 or More People under Age 18:	15,468	43.89%
Married-Couple Family	27,133	76.99%
Other Family, Male Householder	2,326	6.60%
Other Family, Female Householder	5,507	15.63%
Nonfamily, Male Householder	212	0.60%
Nonfamily, Female Householder	64	0.18%
<b>Households with No People under Age 18:</b>	<b>19,774</b>	<b>56.11%</b>
Married-Couple Family	16,478	46.76%
Other Family, Male Householder	1,210	3.43%
Other Family, Female Householder	2,194	6.23%
Nonfamily, Male Householder	7,535	21.38%
Nonfamily, Female Householder	7,824	22.20%
<b>2023 Est. Households by Number of Vehicles</b>	<b>35,242</b>	
No Vehicles	1,139	3.23%
1 Vehicle	9,437	26.78%
2 Vehicles	15,124	42.92%
3 Vehicles	6,277	17.81%
4 Vehicles	2,397	6.80%
5 or more Vehicles	867	2.46%
2023 Est. Average Number of Vehicles		2.08
<b>Family Households</b>		
2028 Projection	27,001	
2023 Estimate	26,508	
Growth 2023 - 2028		1.86%
<b>2023 Est. Families by Poverty Status</b>	<b>26,508</b>	
2023 Families at or Above Poverty	25,401	95.82%
2023 Families at or Above Poverty with Children	12,366	46.65%
2023 Families Below Poverty	1,107	4.18%
2023 Families Below Poverty with Children	774	2.92%
<b>2023 Est. Pop 16+ by Employment Status</b>	<b>78,665</b>	
Civilian Labor Force, Employed	52,993	67.37%
Civilian Labor Force, Unemployed	2,950	3.75%
Armed Forces	261	0.33%
Not in Labor Force	22,462	28.55%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>53,254</b>	
For-Profit Private Workers	41,637	78.19%
Non-Profit Private Workers	2,942	5.53%
Local Government Workers	652	1.22%
State Government Workers	516	0.97%
Federal Government Workers	4,152	7.80%
Self-Employed Workers	3,256	6.12%
Unpaid Family Workers	100	0.19%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>53,254</b>	
Architect/Engineer	847	1.59%
Arts/Entertainment/Sports	735	1.38%
Building Grounds Maintenance	2,649	4.97%
Business/Financial Operations	3,194	6.00%
Community/Social Services	785	1.47%
Computer/Mathematical	1,689	3.17%
Construction/Extraction	2,969	5.58%
Education/Training/Library	2,813	5.28%
Farming/Fishing/Forestry	85	0.16%
Food Prep/Serving	2,425	4.55%
Health Practitioner/Technician	2,402	4.51%
Healthcare Support	1,428	2.68%
Maintenance Repair	1,700	3.19%
Legal	241	0.45%
Life/Physical/Social Science	384	0.72%
Management	5,685	10.68%
Office/Admin. Support	6,673	12.53%
Production	4,115	7.73%
Protective Services	721	1.35%
Sales/Related	6,157	11.56%
Personal Care/Service	1,509	2.83%
Transportation/Moving	4,049	7.60%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>53,254</b>	
White Collar	31,604	59.35%
Blue Collar	12,834	24.10%
Service and Farm	8,816	16.56%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>53,254</b>	
Drove Alone	43,915	82.46%
Car Pooled	4,390	8.24%
Public Transportation	1,369	2.57%
Walked	171	0.32%
Bicycle	40	0.08%
Other Means	411	0.77%
Worked at Home	2,958	5.56%

# Retail Trade Area • Demographic Profile

Lake Villa, Illinois

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	7,096	14.11%
15 - 29 Minutes	13,868	27.57%
30 - 44 Minutes	15,423	30.67%
45 - 59 Minutes	6,887	13.69%
60 or more Minutes	7,021	13.96%
2023 Est. Avg Travel Time to Work in Minutes		37
<b>2023 Est. Occupied Housing Units by Tenure</b>	35,242	
Owner Occupied	27,939	79.28%
Renter Occupied	7,302	20.72%
2023 Owner Occ. HUs: Avg. Length of Residence		16.71 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.86 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>35,242</b>	
Value Less than \$20,000	598	1.70%
Value \$20,000 - \$39,999	279	0.79%
Value \$40,000 - \$59,999	253	0.72%
Value \$60,000 - \$79,999	404	1.15%
Value \$80,000 - \$99,999	724	2.06%
Value \$100,000 - \$149,999	4,546	12.90%
Value \$150,000 - \$199,999	7,145	20.27%
Value \$200,000 - \$299,999	12,277	34.84%
Value \$300,000 - \$399,999	4,713	13.37%
Value \$400,000 - \$499,999	2,316	6.57%
Value \$500,000 - \$749,999	1,279	3.63%
Value \$750,000 - \$999,999	450	1.28%
Value \$1,000,000 or \$1,499,999	140	0.40%
Value \$1,500,000 or \$1,999,999	49	0.14%
Value \$2,000,000+	69	0.20%
2023 Est. Median All Owner-Occupied Housing Value		\$226,309
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	27,365	77.65%
1 Unit Attached	3,380	9.59%
2 Units	278	0.79%
3 or 4 Units	738	2.09%
5 to 19 Units	1,812	5.14%
20 to 49 Units	263	0.75%
50 or More Units	792	2.25%
Mobile Home or Trailer	612	1.74%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	232	0.66%
Housing Units Built 2010 to 2014	385	1.09%
Housing Units Built 2000 to 2009	6,510	18.47%
Housing Units Built 1990 to 1999	9,390	26.64%
Housing Units Built 1980 to 1989	3,927	11.14%
Housing Units Built 1970 to 1979	5,422	15.38%
Housing Units Built 1960 to 1969	2,023	5.74%
Housing Units Built 1950 to 1959	3,379	9.59%
Housing Units Built 1940 to 1949	2,021	5.74%
Housing Unit Built 1939 or Earlier	1,952	5.54%
2023 Est. Median Year Structure Built		1988

<sup>†</sup> 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**RetailCoach**.®

## 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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