



The**Retail**Coach.®

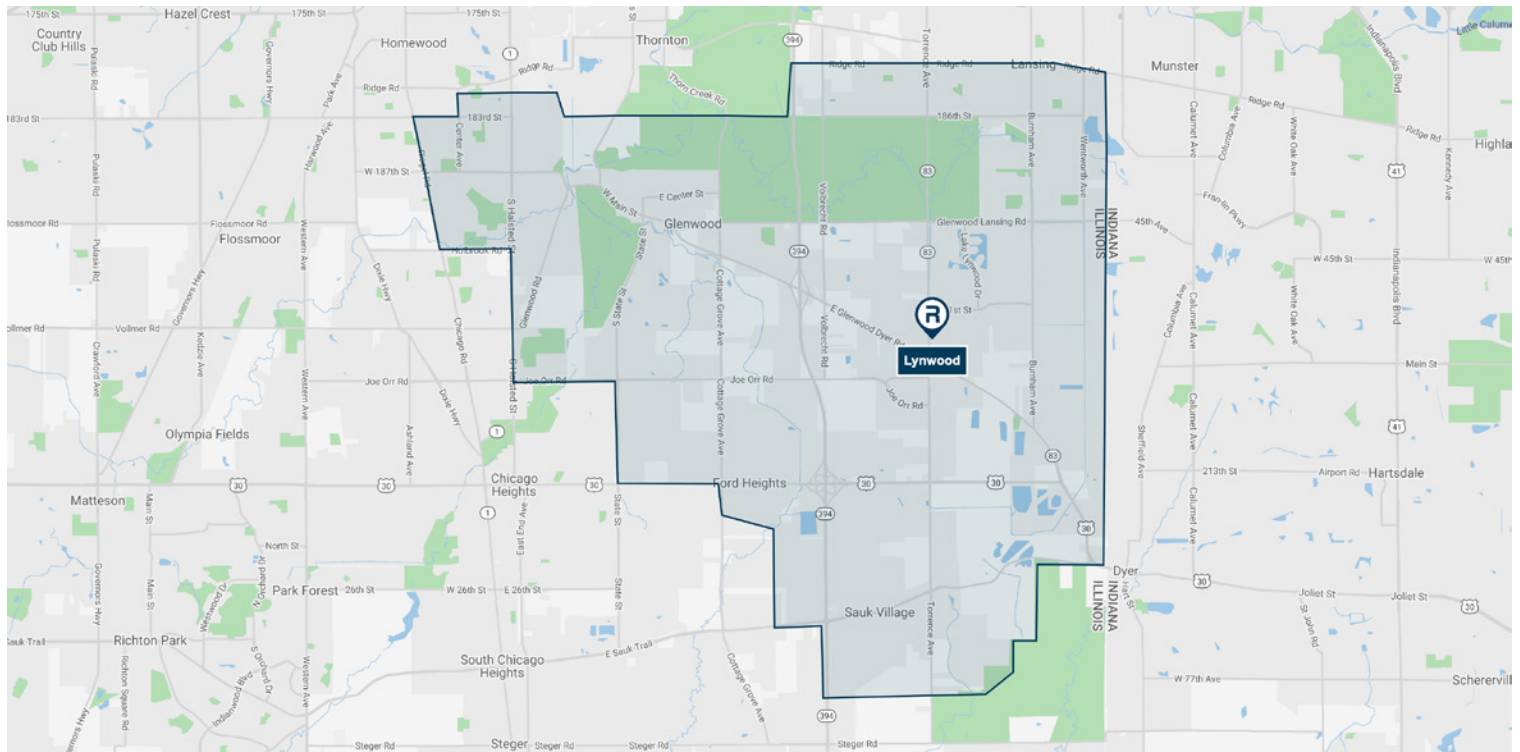
# Primary Retail Trade Area Demographic Profile

LYNWOOD, ILLINOIS

Prepared for Village of Lynwood  
January 2023

# Primary Retail Trade Area • Demographic Snapshot

## Lynwood, Illinois



### Population

2023 48,618

### Age

0 - 9 Years 11.93%

10 - 17 Years 10.62%

18 - 24 Years 8.54%

25 - 34 Years 14.22%

35 - 44 Years 12.10%

45 - 54 Years 11.59%

55 - 64 Years 12.93%

65 and Older 18.08%

Median Age 38.74

Average Age 40.09

### Educational Attainment (%)

Graduate or Professional Degree 8.92%

Bachelors Degree 19.21%

Associate Degree 7.96%

Some College 27.05%

High School Graduate (GED) 29.89%

Some High School, No Degree 4.68%

Less than 9th Grade 2.29%

### Race Distribution (%)

White 20.28%

Black/African American 63.99%

American Indian/Alaskan 0.51%

Asian 0.72%

Native Hawaiian/Islander 0.04%

Other Race 7.37%

Two or More Races 7.08%

Hispanic 13.84%

### Income

Average HH \$86,421

Median HH \$67,392

Per Capita \$32,783



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# Primary Retail Trade Area • Demographic Profile

Lynwood, Illinois

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	47,746	
2023 Estimate	48,618	
2020 Census	49,870	
2010 Census	51,403	
Growth 2023 - 2028		-1.-78%
Growth 2020 - 2023		-2.-50%
Growth 2010 - 2020		-2.-97%
<b>2023 Est. Population by Single-Classification Race</b>	<b>48,618</b>	
White Alone	9,859	20.28%
Black or African American Alone	31,111	63.99%
Amer. Indian and Alaska Native Alone	248	0.51%
Asian Alone	352	0.72%
Native Hawaiian and Other Pacific Island Alone	22	0.04%
Some Other Race Alone	3,584	7.37%
Two or More Races	3,441	7.08%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>48,618</b>	
Not Hispanic or Latino	41,890	86.16%
Hispanic or Latino	6,728	13.84%
Mexican	5,318	79.04%
Puerto Rican	790	11.74%
Cuban	12	0.18%
All Other Hispanic or Latino	608	9.04%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>6,728</b>	
White Alone	1,024	15.22%
Black or African American Alone	283	4.21%
American Indian and Alaska Native Alone	192	2.85%
Asian Alone	15	0.22%
Native Hawaiian and Other Pacific Islander Alone	13	0.19%
Some Other Race Alone	3,314	49.26%
Two or More Races	1,887	28.05%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>352</b>	
Chinese, except Taiwanese	18	5.11%
Filipino	159	45.17%
Japanese	17	4.83%
Asian Indian	122	34.66%
Korean	10	2.84%
Vietnamese	15	4.26%
Cambodian	1	0.28%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	2	0.57%
All Other Asian Races Including 2+ Category	8	2.27%
<b>2023 Est. Population by Ancestry</b>	<b>48,618</b>	

DESCRIPTION	DATA	%
Arab	0	0.00%
Czech	252	0.52%
Danish	79	0.16%
Dutch	1,322	2.72%
English	618	1.27%
French (except Basque)	351	0.72%
French Canadian	111	0.23%
German	2,830	5.82%
Greek	186	0.38%
Hungarian	103	0.21%
Irish	1,970	4.05%
Italian	1,292	2.66%
Lithuanian	150	0.31%
United States or American	792	1.63%
Norwegian	170	0.35%
Polish	2,129	4.38%
Portuguese	5	0.01%
Russian	83	0.17%
Scottish	207	0.43%
Scotch-Irish	161	0.33%
Slovak	77	0.16%
Subsaharan African	533	1.10%
Swedish	501	1.03%
Swiss	42	0.09%
Ukrainian	178	0.37%
Welsh	47	0.10%
West Indian (except Hisp. groups)	266	0.55%
Other ancestries	27,613	56.80%
Ancestry Unclassified	6,553	13.48%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	40,984	89.57%
Speak Asian/Pacific Island Language at Home	185	0.40%
Speak IndoEuropean Language at Home	709	1.55%
Speak Spanish at Home	3,534	7.72%
Speak Other Language at Home	346	0.76%
<b>2023 Est. Population by Age</b>	<b>48,618</b>	

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DESCRIPTION	DATA	%
Age 0 - 4	2,860	5.88%
Age 5 - 9	2,941	6.05%
Age 10 - 14	3,159	6.50%
Age 15 - 17	2,006	4.13%
Age 18 - 20	1,795	3.69%
Age 21 - 24	2,355	4.84%
Age 25 - 34	6,911	14.22%
Age 35 - 44	5,882	12.10%
Age 45 - 54	5,635	11.59%
Age 55 - 64	6,284	12.93%
Age 65 - 74	5,285	10.87%
Age 75 - 84	2,575	5.30%
Age 85 and over	931	1.91%
Age 16 and over	39,002	80.22%
Age 18 and over	37,652	77.44%
Age 21 and over	35,857	73.75%
Age 65 and over	8,790	18.08%
2023 Est. Median Age		38.74
2023 Est. Average Age		40.09
<b>2023 Est. Population by Sex</b>	<b>48,618</b>	
Male	22,950	47.21%
Female	25,668	52.80%
<b>2023 Est. Male Population by Age</b>	<b>22,950</b>	

DESCRIPTION	DATA	%
Age 0 - 4	1,462	6.37%
Age 5 - 9	1,488	6.48%
Age 10 - 14	1,639	7.14%
Age 15 - 17	1,025	4.47%
Age 18 - 20	920	4.01%
Age 21 - 24	1,183	5.16%
Age 25 - 34	3,441	14.99%
Age 35 - 44	2,716	11.83%
Age 45 - 54	2,549	11.11%
Age 55 - 64	2,814	12.26%
Age 65 - 74	2,318	10.10%
Age 75 - 84	1,067	4.65%
Age 85 and over	328	1.43%
2023 Est. Median Age, Male		36.07
2023 Est. Average Age, Male		38.41
<b>2023 Est. Female Population by Age</b>	<b>25,668</b>	
Age 0 - 4	1,398	5.45%
Age 5 - 9	1,452	5.66%
Age 10 - 14	1,520	5.92%
Age 15 - 17	982	3.83%
Age 18 - 20	875	3.41%
Age 21 - 24	1,172	4.57%
Age 25 - 34	3,470	13.52%
Age 35 - 44	3,166	12.33%
Age 45 - 54	3,086	12.02%
Age 55 - 64	3,470	13.52%
Age 65 - 74	2,967	11.56%
Age 75 - 84	1,508	5.87%
Age 85 and over	603	2.35%
2023 Est. Median Age, Female		41.15
2023 Est. Average Age, Female		41.58
<b>2023 Est. Pop Age 15+ by Marital Status</b>		

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DESCRIPTION	DATA	%
Total, Never Married	17,697	44.62%
Males, Never Married	8,589	21.66%
Females, Never Married	9,108	22.97%
Married, Spouse present	13,122	33.09%
Married, Spouse absent	2,116	5.34%
Widowed	2,183	5.50%
Males Widowed	535	1.35%
Females Widowed	1,648	4.16%
Divorced	4,540	11.45%
Males Divorced	1,752	4.42%
Females Divorced	2,789	7.03%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	769	2.29%
Some High School, no diploma	1,568	4.68%
High School Graduate (or GED)	10,014	29.89%
Some College, no degree	9,061	27.05%
Associate Degree	2,668	7.96%
Bachelor's Degree	6,435	19.21%
Master's Degree	2,530	7.55%
Professional School Degree	273	0.82%
Doctorate Degree	184	0.55%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	942	24.05%
High School Graduate	1,370	34.98%
Some College or Associate's Degree	970	24.76%
Bachelor's Degree or Higher	634	16.19%
<b>Households</b>		
2028 Projection	18,112	
2023 Estimate	18,280	
2020 Census	18,597	
2010 Census	18,473	
Growth 2023 - 2028		0.-91%
Growth 2020 - 2023		-1.-70%
Growth 2010 - 2020		0.67%
<b>2023 Est. Households by Household Type</b>		
Family Households	13,029	71.28%
Nonfamily Households	5,251	28.73%
2023 Est. Group Quarters Population	429	
2023 Households by Ethnicity, Hispanic/Latino	1,852	
<b>2023 Est. Households by Household Income</b>	<b>18,280</b>	

DESCRIPTION	DATA	%
Income < \$15,000	1,804	9.87%
Income \$15,000 - \$24,999	1,428	7.81%
Income \$25,000 - \$34,999	1,557	8.52%
Income \$35,000 - \$49,999	2,055	11.24%
Income \$50,000 - \$74,999	3,178	17.39%
Income \$75,000 - \$99,999	2,133	11.67%
Income \$100,000 - \$124,999	1,744	9.54%
Income \$125,000 - \$149,999	1,582	8.65%
Income \$150,000 - \$199,999	1,727	9.45%
Income \$200,000 - \$249,999	685	3.75%
Income \$250,000 - \$499,999	310	1.70%
Income \$500,000+	77	0.42%
2023 Est. Average Household Income		\$86,421
2023 Est. Median Household Income		\$67,392
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$65,415
Black or African American Alone		\$68,712
American Indian and Alaska Native Alone		\$79,079
Asian Alone		\$66,146
Native Hawaiian and Other Pacific Islander Alone		\$19,217
Some Other Race Alone		\$60,192
Two or More Races		\$74,867
Hispanic or Latino		\$58,228
Not Hispanic or Latino		\$68,501
<b>2023 Est. Family HH Type by Presence of Own Child.</b>		
	<b>13,029</b>	
Married-Couple Family, own children	3,209	24.63%
Married-Couple Family, no own children	4,802	36.86%
Male Householder, own children	444	3.41%
Male Householder, no own children	571	4.38%
Female Householder, own children	2,180	16.73%
Female Householder, no own children	1,822	13.98%
<b>2023 Est. Households by Household Size</b>		
	<b>18,280</b>	
1-person	4,695	25.68%
2-person	5,593	30.60%
3-person	3,411	18.66%
4-person	2,300	12.58%
5-person	1,513	8.28%
6-person	520	2.85%
7-or-more-person	247	1.35%
2023 Est. Average Household Size		2.64
<b>2023 Est. Households by Presence of People Under 18</b>		
	<b>18,280</b>	

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DESCRIPTION	DATA	%
Households with 1 or More People under Age 18:	6,860	37.53%
Married-Couple Family	3,576	52.13%
Other Family, Male Householder	544	7.93%
Other Family, Female Householder	2,696	39.30%
Nonfamily, Male Householder	28	0.41%
Nonfamily, Female Householder	17	0.25%
<b>Households with No People under Age 18:</b>	<b>11,420</b>	
Married-Couple Family	4,433	38.82%
Other Family, Male Householder	470	4.12%
Other Family, Female Householder	1,308	11.45%
Nonfamily, Male Householder	2,152	18.84%
Nonfamily, Female Householder	3,056	26.76%
<b>2023 Est. Households by Number of Vehicles</b>	<b>18,280</b>	
No Vehicles	1,041	5.70%
1 Vehicle	7,295	39.91%
2 Vehicles	6,383	34.92%
3 Vehicles	2,618	14.32%
4 Vehicles	656	3.59%
5 or more Vehicles	287	1.57%
2023 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2028 Projection	12,910	
2023 Estimate	13,029	
2010 Census	13,189	
Growth 2023 - 2028		0.-90%
Growth 2010 - 2023		-1.-20%
<b>2023 Est. Families by Poverty Status</b>	<b>13,029</b>	
2023 Families at or Above Poverty	11,663	89.52%
2023 Families at or Above Poverty with Children	4,847	37.20%
2023 Families Below Poverty	1,365	10.48%
2023 Families Below Poverty with Children	1,048	8.04%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	22,401	57.44%
Civilian Labor Force, Unemployed	2,662	6.83%
Armed Forces	68	0.17%
Not in Labor Force	13,872	35.57%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>21,945</b>	
For-Profit Private Workers	14,210	64.75%

DESCRIPTION	DATA	%
Non-Profit Private Workers	2,299	10.48%
Local Government Workers	780	3.55%
State Government Workers	1,326	6.04%
Federal Government Workers	1,749	7.97%
Self-Employed Workers	1,575	7.18%
Unpaid Family Workers	7	0.03%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>21,945</b>	
Architect/Engineer	297	1.35%
Arts/Entertainment/Sports	301	1.37%
Building Grounds Maintenance	598	2.73%
Business/Financial Operations	825	3.76%
Community/Social Services	1,126	5.13%
Computer/Mathematical	440	2.00%
Construction/Extraction	712	3.25%
Education/Training/Library	1,162	5.29%
Farming/Fishing/Forestry	3	0.01%
Food Prep/Serving	1,183	5.39%
Health Practitioner/Technician	1,069	4.87%
Healthcare Support	1,271	5.79%
Maintenance Repair	724	3.30%
Legal	148	0.67%
Life/Physical/Social Science	91	0.42%
Management	1,726	7.87%
Office/Admin. Support	2,976	13.56%
Production	1,332	6.07%
Protective Services	648	2.95%
Sales/Related	1,748	7.96%
Personal Care/Service	792	3.61%
Transportation/Moving	2,773	12.64%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>21,945</b>	
White Collar	11,909	54.27%
Blue Collar	5,541	25.25%
Service and Farm	4,495	20.48%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>21,344</b>	
Drove Alone	16,483	77.22%
Car Pooled	1,618	7.58%
Public Transportation	1,389	6.51%
Walked	301	1.41%
Bicycle	3	0.01%
Other Means	275	1.29%
Worked at Home	1,276	5.98%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,703	



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DESCRIPTION	DATA	%
15 - 29 Minutes	5,584	
30 - 44 Minutes	4,259	
45 - 59 Minutes	2,770	
60 or more Minutes	3,626	
2023 Est. Avg Travel Time to Work in Minutes		38
2023 Est. Occupied Housing Units by Tenure	18,280	
Owner Occupied	13,299	72.75%
Renter Occupied	4,981	27.25%
2023 Owner Occ. HUs: Avg. Length of Residence		19.17 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		6.56 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>18,280</b>	
Value Less than \$20,000	542	4.08%
Value \$20,000 - \$39,999	834	6.27%
Value \$40,000 - \$59,999	563	4.23%
Value \$60,000 - \$79,999	700	5.26%
Value \$80,000 - \$99,999	680	5.11%
Value \$100,000 - \$149,999	2,549	19.17%
Value \$150,000 - \$199,999	3,044	22.89%
Value \$200,000 - \$299,999	2,693	20.25%
Value \$300,000 - \$399,999	1,071	8.05%
Value \$400,000 - \$499,999	350	2.63%
Value \$500,000 - \$749,999	119	0.90%
Value \$750,000 - \$999,999	47	0.35%
Value \$1,000,000 or \$1,499,999	44	0.33%
Value \$1,500,000 or \$1,999,999	21	0.16%
Value \$2,000,000+	42	0.32%
2023 Est. Median All Owner-Occupied Housing Value		\$162,752
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	14,309	71.69%
1 Unit Attached	583	2.92%
2 Units	177	0.89%
3 or 4 Units	914	4.58%
5 to 19 Units	1,558	7.81%
20 to 49 Units	385	1.93%
50 or More Units	547	2.74%
Mobile Home or Trailer	1,467	7.35%
Boat, RV, Van, etc.	19	0.10%

2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	166	0.83%
Housing Units Built 2010 to 2014	266	1.33%

<sup>†</sup> Years

DESCRIPTION	DATA	%
Housing Units Built 2000 to 2009	1,694	8.49%
Housing Units Built 1990 to 1999	1,691	8.47%
Housing Units Built 1980 to 1989	2,086	10.45%
Housing Units Built 1970 to 1979	5,345	26.78%
Housing Units Built 1960 to 1969	4,443	22.26%
Housing Units Built 1950 to 1959	2,352	11.78%
Housing Units Built 1940 to 1949	745	3.73%
Housing Unit Built 1939 or Earlier	1,172	5.87%
2023 Est. Median Year Structure Built		1972

# 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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