



The**Retail**Coach®

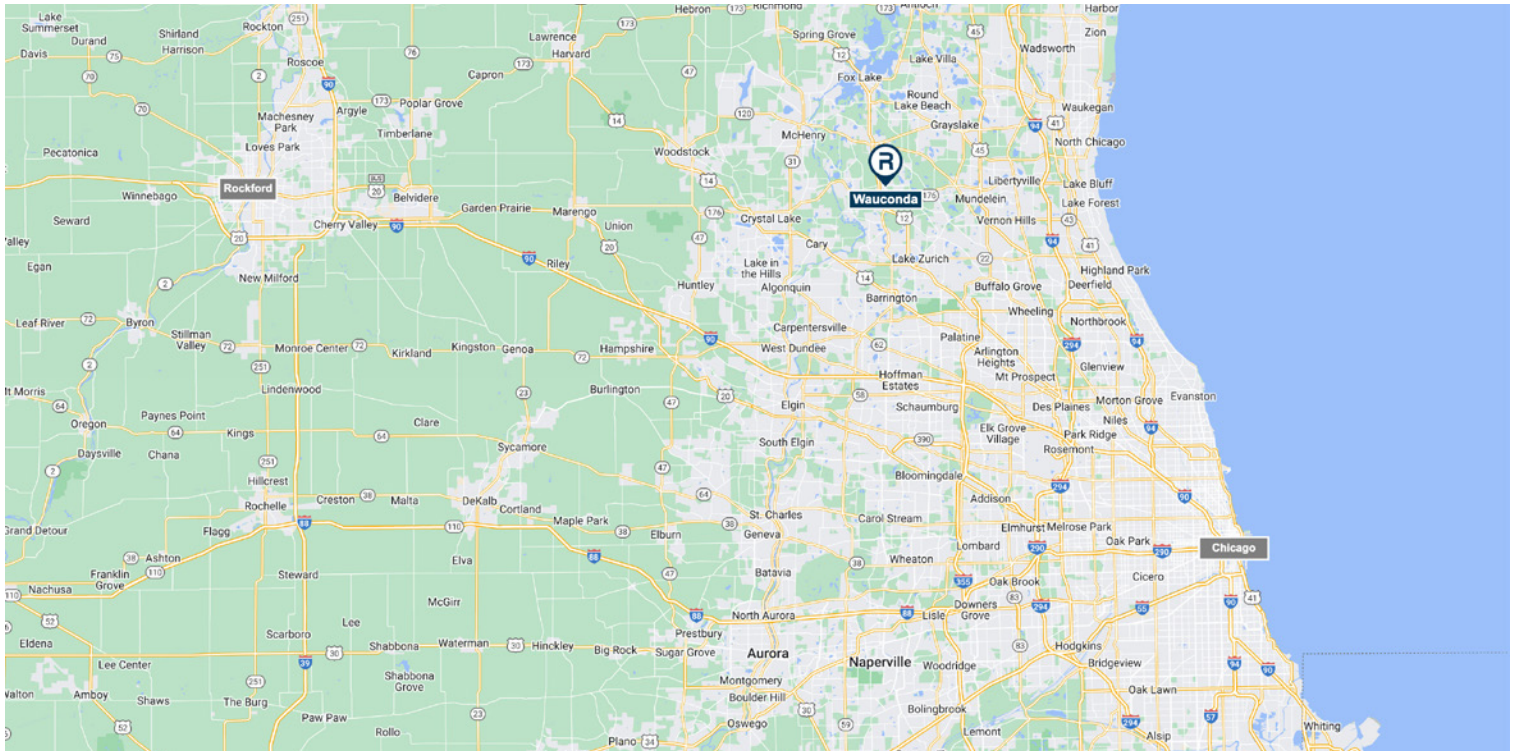
Community Demographic Profile

WAUCONDA, ILLINOIS

Prepared for Village of Wauconda
June 2023

Community • Demographic Snapshot

Wauconda, Illinois



Population

2020	14,084
2023	14,250
2028	14,353

Educational Attainment (%)

Graduate or Professional Degree	10.98%
Bachelors Degree	29.08%
Associate Degree	6.86%
Some College	20.25%
High School Graduate (GED)	22.53%
Some High School, No Degree	4.34%
Less than 9th Grade	5.97%

Income

Average HH	\$129,638
Median HH	\$99,321
Per Capita	\$48,683

Age

0 - 9 Years	12.20%
10 - 17 Years	10.87%
18 - 24 Years	8.46%
25 - 34 Years	10.46%
35 - 44 Years	14.96%
45 - 54 Years	13.74%
55 - 64 Years	13.36%
65 and Older	15.96%
Median Age	40.48
Average Age	39.90

Race Distribution (%)

White	71.09%
Black/African American	1.40%
American Indian/Alaskan	0.92%
Asian	3.94%
Native Hawaiian/Islander	0.01%
Other Race	10.15%
Two or More Races	12.49%
Hispanic	22.39%



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Community • Demographic Profile

Wauconda, Illinois

DESCRIPTION	DATA	%
Population		
2028 Projection	14,353	
2023 Estimate	14,250	
2020 Census	14,084	
2010 Census	13,563	
Growth 2023 - 2028		0.72%
Growth 2020 - 2023		1.18%
Growth 2010 - 2020		3.84%
2023 Est. Population by Single-Classification Race	14,250	
White Alone	10,131	71.09%
Black or African American Alone	200	1.40%
Amer. Indian and Alaska Native Alone	132	0.92%
Asian Alone	562	3.94%
Native Hawaiian and Other Pacific Island Alone	1	0.01%
Some Other Race Alone	1,446	10.15%
Two or More Races	1,779	12.49%
2023 Est. Population by Hispanic or Latino Origin	14,250	
Not Hispanic or Latino	11,059	77.61%
Hispanic or Latino	3,191	22.39%
Mexican	2,366	74.14%
Puerto Rican	148	4.63%
Cuban	30	0.95%
All Other Hispanic or Latino	647	20.28%

DESCRIPTION	DATA	%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	3,191	
White Alone	435	13.65%
Black or African American Alone	9	0.29%
American Indian and Alaska Native Alone	123	3.84%
Asian Alone	8	0.25%
Native Hawaiian and Other Pacific Islander Alone	1	0.03%
Some Other Race Alone	1,395	43.73%
Two or More Races	1,219	38.21%
2023 Est. Pop by Race, Asian Alone, by Category	562	
Chinese, except Taiwanese	62	10.99%
Filipino	205	36.40%
Japanese	54	9.55%
Asian Indian	153	27.21%
Korean	28	5.05%
Vietnamese	1	0.18%
Cambodian	43	7.57%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	17	3.06%
2023 Est. Pop Age 5+ by Language Spoken At Home	13,375	
Speak Only English at Home	10,644	79.58%
Speak Asian/Pacific Island Language at Home	336	2.51%
Speak IndoEuropean Language at Home	780	5.83%
Speak Spanish at Home	1,606	12.01%
Speak Other Language at Home	9	0.07%

Community • Demographic Profile

Wauconda, Illinois

DESCRIPTION	DATA	%
2023 Est. Population by Age	14,250	
Age 0 - 4	875	6.14%
Age 5 - 9	863	6.06%
Age 10 - 14	942	6.61%
Age 15 - 17	608	4.26%
Age 18 - 20	536	3.76%
Age 21 - 24	669	4.70%
Age 25 - 34	1,491	10.46%
Age 35 - 44	2,132	14.96%
Age 45 - 54	1,958	13.74%
Age 55 - 64	1,904	13.36%
Age 65 - 74	1,377	9.67%
Age 75 - 84	636	4.46%
Age 85 and over	261	1.83%
Age 16 and over	11,370	79.79%
Age 18 and over	10,963	76.93%
Age 21 and over	10,427	73.17%
Age 65 and over	2,274	15.96%
2023 Est. Median Age		40.48
2023 Est. Average Age		39.90
2023 Est. Population by Sex	14,250	
Male	7,193	50.48%
Female	7,057	49.52%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	7,193	
Age 0 - 4	452	6.28%
Age 5 - 9	449	6.24%
Age 10 - 14	486	6.76%
Age 15 - 17	315	4.38%
Age 18 - 20	284	3.94%
Age 21 - 24	355	4.94%
Age 25 - 34	788	10.95%
Age 35 - 44	1,111	15.44%
Age 45 - 54	1,001	13.91%
Age 55 - 64	936	13.01%
Age 65 - 74	660	9.18%
Age 75 - 84	273	3.80%
Age 85 and over	84	1.17%
2023 Est. Median Age, Male		39.37
2023 Est. Average Age, Male		38.80
2023 Est. Female Population by Age	7,057	
Age 0 - 4	423	6.00%
Age 5 - 9	414	5.87%
Age 10 - 14	456	6.46%
Age 15 - 17	293	4.15%
Age 18 - 20	252	3.57%
Age 21 - 24	314	4.45%
Age 25 - 34	703	9.96%
Age 35 - 44	1,021	14.46%
Age 45 - 54	957	13.56%
Age 55 - 64	968	13.72%
Age 65 - 74	717	10.16%
Age 75 - 84	363	5.14%
Age 85 and over	177	2.51%
2023 Est. Median Age, Female		41.69
2023 Est. Average Age, Female		41.00

Community • Demographic Profile

Wauconda, Illinois

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,198	27.64%
Males, Never Married	1,816	15.69%
Females, Never Married	1,382	11.95%
Married, Spouse present	6,299	54.44%
Married, Spouse absent	354	3.06%
Widowed	636	5.50%
Males Widowed	169	1.46%
Females Widowed	467	4.04%
Divorced	1,084	9.37%
Males Divorced	472	4.08%
Females Divorced	612	5.29%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	582	6.0%
Some High School, no diploma	423	4.3%
High School Graduate (or GED)	2,199	22.5%
Some College, no degree	1,976	20.2%
Associate Degree	669	6.9%
Bachelor's Degree	2,838	29.1%
Master's Degree	870	8.9%
Professional School Degree	131	1.3%
Doctorate Degree	71	0.7%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,079	49.37%
High School Graduate	339	15.50%
Some College or Associate's Degree	541	24.75%
Bachelor's Degree or Higher	227	10.39%
Households		
2028 Projection	5,400	
2023 Estimate	5,328	
2020 Census	5,298	
2010 Census	4,975	
Growth 2023 - 2028		1.35%
Growth 2020 - 2023		0.57%
Growth 2010 - 2020		6.49%
2023 Est. Households by Household Type	5,328	
Family Households	3,699	69.43%
Nonfamily Households	1,629	30.57%
2023 Est. Group Quarters Population	62	
2023 Households by Ethnicity, Hispanic/Latino	891	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	5,328	
Income < \$15,000	314	5.89%
Income \$15,000 - \$24,999	225	4.22%
Income \$25,000 - \$34,999	275	5.16%
Income \$35,000 - \$49,999	436	8.18%
Income \$50,000 - \$74,999	689	12.93%
Income \$75,000 - \$99,999	744	13.96%
Income \$100,000 - \$124,999	607	11.39%
Income \$125,000 - \$149,999	467	8.77%
Income \$150,000 - \$199,999	659	12.37%
Income \$200,000 - \$249,999	389	7.30%
Income \$250,000 - \$499,999	369	6.93%
Income \$500,000+	154	2.89%
2023 Est. Average Household Income		\$129,638
2023 Est. Median Household Income		\$99,321
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$99,976
Black or African American Alone		\$64,845
American Indian and Alaska Native Alone		\$32,500
Asian Alone		\$196,651
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$111,961
Two or More Races		\$79,590
Hispanic or Latino		\$86,219
Not Hispanic or Latino		\$102,326
2023 Est. Family HH Type by Presence of Own Child.	3,699	
Married-Couple Family, own children	1,466	39.63%
Married-Couple Family, no own children	1,510	40.82%
Male Householder, own children	125	3.38%
Male Householder, no own children	129	3.49%
Female Householder, own children	232	6.27%
Female Householder, no own children	237	6.41%
2023 Est. Households by Household Size	5,328	
1-person	1,261	23.67%
2-person	1,874	35.17%
3-person	811	15.22%
4-person	801	15.03%
5-person	424	7.96%
6-person	101	1.90%
7-or-more-person	56	1.05%
2023 Est. Average Household Size		2.63

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	5,328	
Households with 1 or More People under Age 18:	1,938	36.37%
Married-Couple Family	4,182	78.48%
Other Family, Male Householder	390	7.33%
Other Family, Female Householder	709	13.31%
Nonfamily, Male Householder	41	0.77%
Nonfamily, Female Householder	5	0.10%
Households with No People under Age 18:	3,390	63.63%
Married-Couple Family	2,288	42.95%
Other Family, Male Householder	179	3.36%
Other Family, Female Householder	335	6.28%
Nonfamily, Male Householder	1,193	22.39%
Nonfamily, Female Householder	1,333	25.02%
2023 Est. Households by Number of Vehicles	5,328	
No Vehicles	192	3.60%
1 Vehicle	1,305	24.49%
2 Vehicles	2,542	47.71%
3 Vehicles	902	16.93%
4 Vehicles	304	5.71%
5 or more Vehicles	83	1.56%
2023 Est. Average Number of Vehicles		2
Family Households		
2028 Projection	3,749	
2023 Estimate	3,699	
2010 Census	3,470	
Growth 2023 - 2028		1.35%
Growth 2010 - 2023		6.60%
2023 Est. Families by Poverty Status	3,699	
2023 Families at or Above Poverty	3,567	96.43%
2023 Families at or Above Poverty with Children	1,686	45.58%
2023 Families Below Poverty	132	3.57%
2023 Families Below Poverty with Children	57	1.54%
2023 Est. Pop 16+ by Employment Status	11,370	
Civilian Labor Force, Employed	7,848	69.02%
Civilian Labor Force, Unemployed	180	1.59%
Armed Forces	15	0.13%
Not in Labor Force	3,327	29.26%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	7,863	
For-Profit Private Workers	5,696	72.44%
Non-Profit Private Workers	646	8.22%
Local Government Workers	60	0.77%
State Government Workers	129	1.64%
Federal Government Workers	486	6.18%
Self-Employed Workers	846	10.75%
Unpaid Family Workers	0	0.00%
2023 Est. Civ. Employed Pop 16+ by Occupation	7,863	
Architect/Engineer	92	1.17%
Arts/Entertainment/Sports	60	0.77%
Building Grounds Maintenance	335	4.26%
Business/Financial Operations	660	8.40%
Community/Social Services	78	0.99%
Computer/Mathematical	369	4.70%
Construction/Extraction	258	3.28%
Education/Training/Library	542	6.89%
Farming/Fishing/Forestry	2	0.03%
Food Prep/Serving	356	4.53%
Health Practitioner/Technician	397	5.04%
Healthcare Support	162	2.06%
Maintenance Repair	342	4.35%
Legal	58	0.74%
Life/Physical/Social Science	44	0.56%
Management	950	12.08%
Office/Admin. Support	888	11.29%
Production	453	5.76%
Protective Services	157	2.00%
Sales/Related	1,033	13.13%
Personal Care/Service	294	3.74%
Transportation/Moving	333	4.24%
2023 Est. Pop 16+ by Occupation Classification	7,863	
White Collar	5,171	65.76%
Blue Collar	1,386	17.63%
Service and Farm	1,307	16.62%
2023 Est. Workers Age 16+ by Transp. to Work	7,863	
Drove Alone	6,482	82.43%
Car Pooled	501	6.37%
Public Transportation	237	3.02%
Walked	71	0.91%
Bicycle	0	0.00%
Other Means	82	1.05%
Worked at Home	490	6.23%

Community • Demographic Profile

Wauconda, Illinois

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,194	16.20%
15 - 29 Minutes	2,084	28.26%
30 - 44 Minutes	1,972	26.75%
45 - 59 Minutes	1,242	16.84%
60 or more Minutes	881	11.95%
2023 Est. Avg Travel Time to Work in Minutes		36
2023 Est. Occupied Housing Units by Tenure	5,328	
Owner Occupied	4,307	80.84%
Renter Occupied	1,021	19.16%
2023 Owner Occ. HUs: Avg. Length of Residence		16 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.7 [†]
2023 Est. Owner-Occupied Housing Units by Value	5,328	
Value Less than \$20,000	85	1.60%
Value \$20,000 - \$39,999	66	1.23%
Value \$40,000 - \$59,999	15	0.28%
Value \$60,000 - \$79,999	11	0.21%
Value \$80,000 - \$99,999	26	0.49%
Value \$100,000 - \$149,999	242	4.55%
Value \$150,000 - \$199,999	753	14.14%
Value \$200,000 - \$299,999	1,659	31.14%
Value \$300,000 - \$399,999	1,051	19.74%
Value \$400,000 - \$499,999	642	12.05%
Value \$500,000 - \$749,999	416	7.80%
Value \$750,000 - \$999,999	215	4.04%
Value \$1,000,000 or \$1,499,999	92	1.72%
Value \$1,500,000 or \$1,999,999	46	0.86%
Value \$2,000,000+	9	0.16%
2023 Est. Median All Owner-Occupied Housing Value		\$286,967
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	3,750	70.37%
1 Unit Attached	567	10.64%
2 Units	102	1.91%
3 or 4 Units	261	4.90%
5 to 19 Units	290	5.44%
20 to 49 Units	70	1.32%
50 or More Units	148	2.78%
Mobile Home or Trailer	141	2.64%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	207	3.89%
Housing Units Built 2010 to 2014	137	2.57%
Housing Units Built 2000 to 2009	1,346	25.26%
Housing Units Built 1990 to 1999	840	15.76%
Housing Units Built 1980 to 1989	736	13.82%
Housing Units Built 1970 to 1979	613	11.50%
Housing Units Built 1960 to 1969	563	10.57%
Housing Units Built 1950 to 1959	449	8.43%
Housing Units Built 1940 to 1949	133	2.50%
Housing Unit Built 1939 or Earlier	305	5.72%
2023 Est. Median Year Structure Built		1988

[†] 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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