



The**Retail**Coach[®]

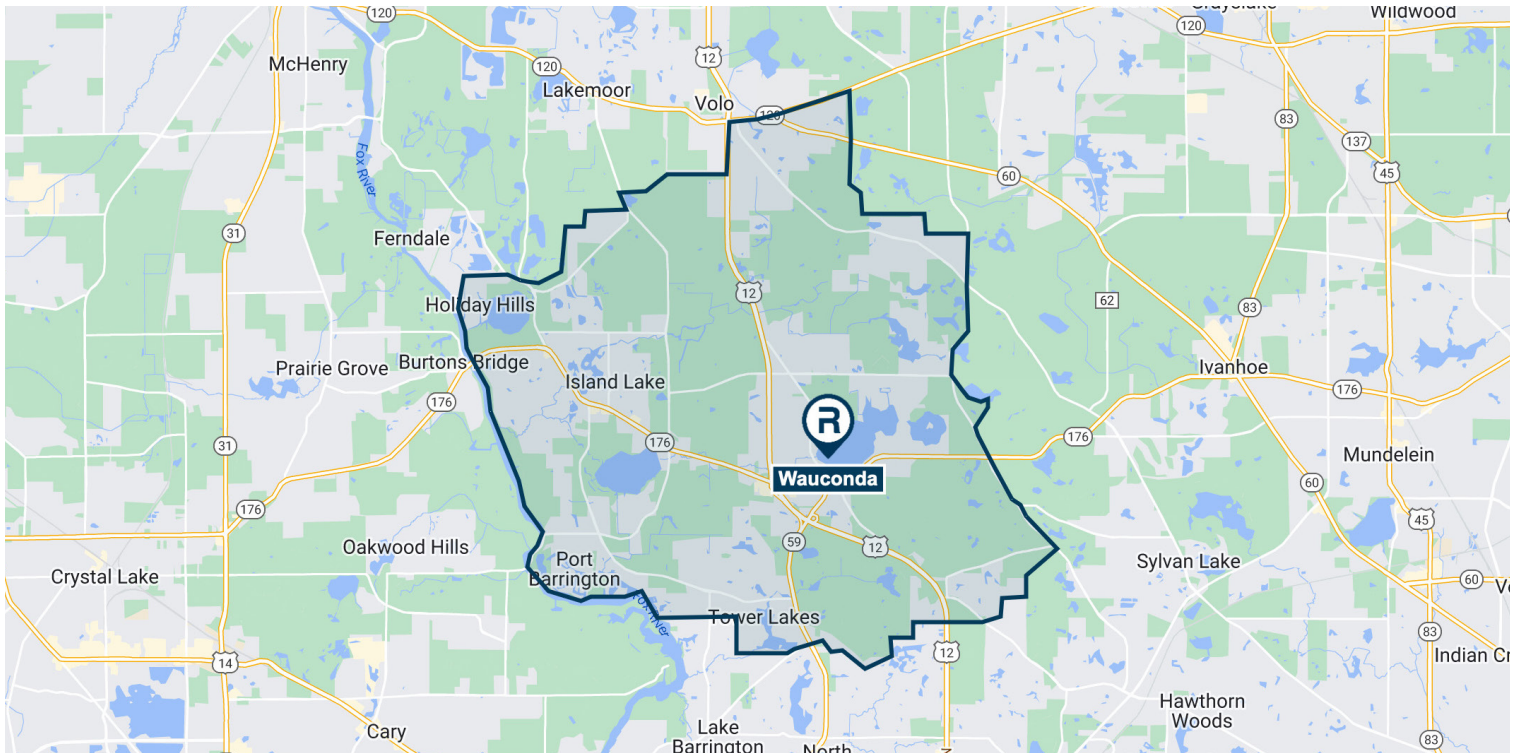
Primary Retail Trade Area Psychographic Profile

WAUCONDA, ILLINOIS

Prepared for Village of Wauconda
June 2023

Primary Retail Trade Area • Demographic Snapshot

Wauconda, Illinois



Population

| | |
|------|--------|
| 2020 | 35,464 |
| 2023 | 36,161 |
| 2028 | 36,264 |

Educational Attainment (%)

| | |
|---------------------------------|--------|
| Graduate or Professional Degree | 11.49% |
| Bachelors Degree | 28.16% |
| Associate Degree | 7.60% |
| Some College | 20.35% |
| High School Graduate (GED) | 24.48% |
| Some High School, No Degree | 3.97% |
| Less than 9th Grade | 3.94% |

Income

| | |
|------------|-----------|
| Average HH | \$131,251 |
| Median HH | \$100,821 |
| Per Capita | \$48,408 |

Age

| | |
|---------------|--------|
| 0 - 9 Years | 11.79% |
| 10 - 17 Years | 10.93% |
| 18 - 24 Years | 8.67% |
| 25 - 34 Years | 10.62% |
| 35 - 44 Years | 14.04% |
| 45 - 54 Years | 14.12% |
| 55 - 64 Years | 14.26% |
| 65 and Older | 15.58% |
| Median Age | 40.83 |
| Average Age | 39.95 |

Race Distribution (%)

| | |
|--------------------------|--------|
| White | 74.96% |
| Black/African American | 1.41% |
| American Indian/Alaskan | 0.72% |
| Asian | 3.87% |
| Native Hawaiian/Islander | 0.01% |
| Other Race | 7.68% |
| Two or More Races | 11.35% |
| Hispanic | 18.13% |



Village of Wauconda

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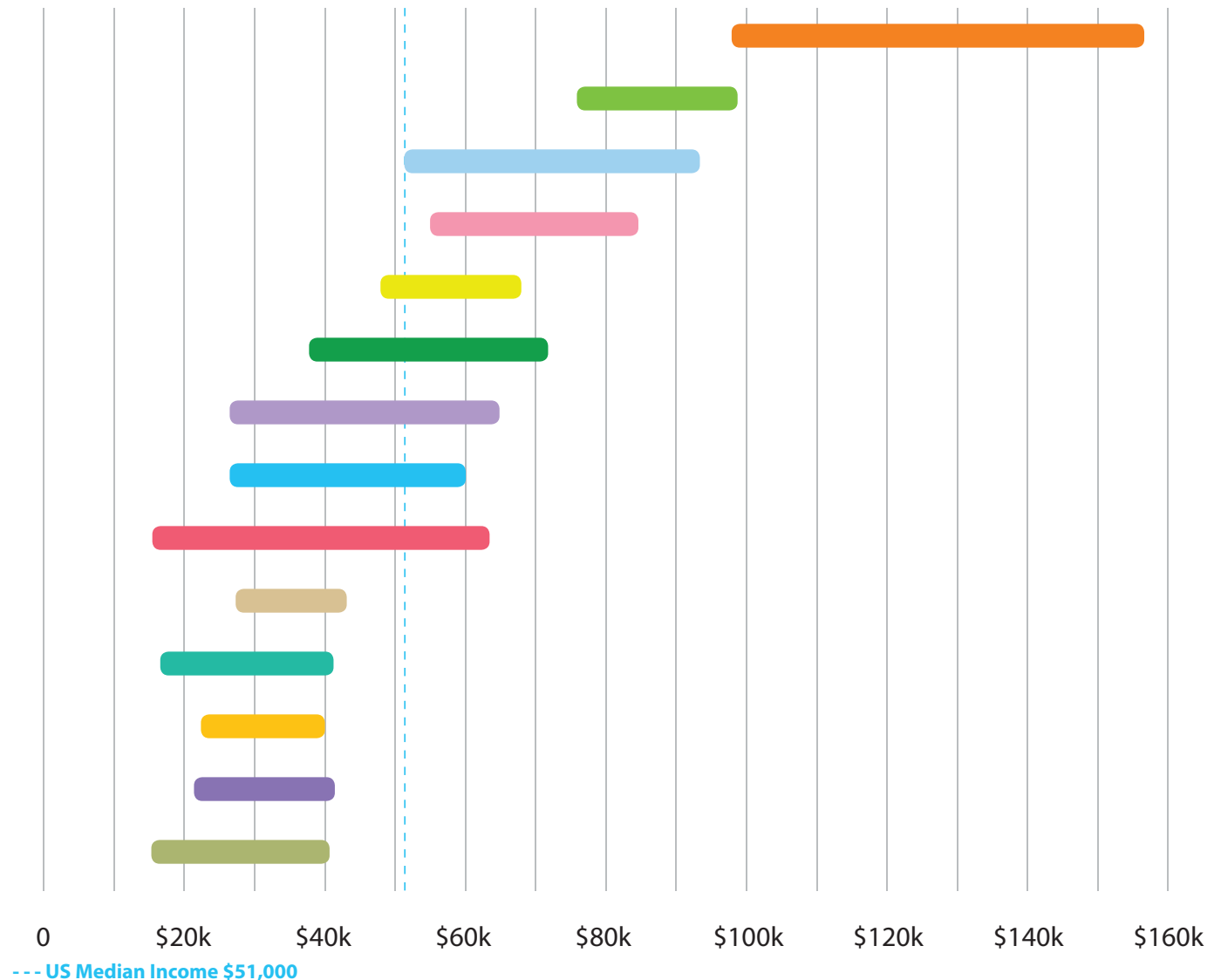
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Income Range of Lifemode Summary Groups

Wauconda, Illinois



+ L1 AFFLUENT ESTATES

Established wealth — educated, well-traveled married couples

+ L2 UPSCALE AVENUES

Prosperous, married couples in higher density neighborhoods

+ L3 UPTOWN INDIVIDUALS

Younger, urban singles on the move

+ L4 FAMILY LANDSCAPES

Successful younger families in newer housing

+ L5 GENXURBAN

Gen X in middle age; families with fewer kids and a mortgage

+ L6 COZY COUNTRY

Empty nesters in bucolic settings

+ L7 ETHNIC ENCLAVES

Established diversity — young, Hispanic homeowners with families

+ L8 MIDDLE GROUND

Lifestyles of thirtysomethings

+ L9 SENIOR STYLES

Senior lifestyles reveal the effects of saving for retirement

+ L10 RUSTIC OUTPOSTS

Country life with older families, older homes

+ L11 MIDTOWN SINGLES

Millennials on the move; single, diverse, and urban

+ L12 HOMETOWN

Growing up and staying close to home; single householders

+ L13 NEXT WAVE

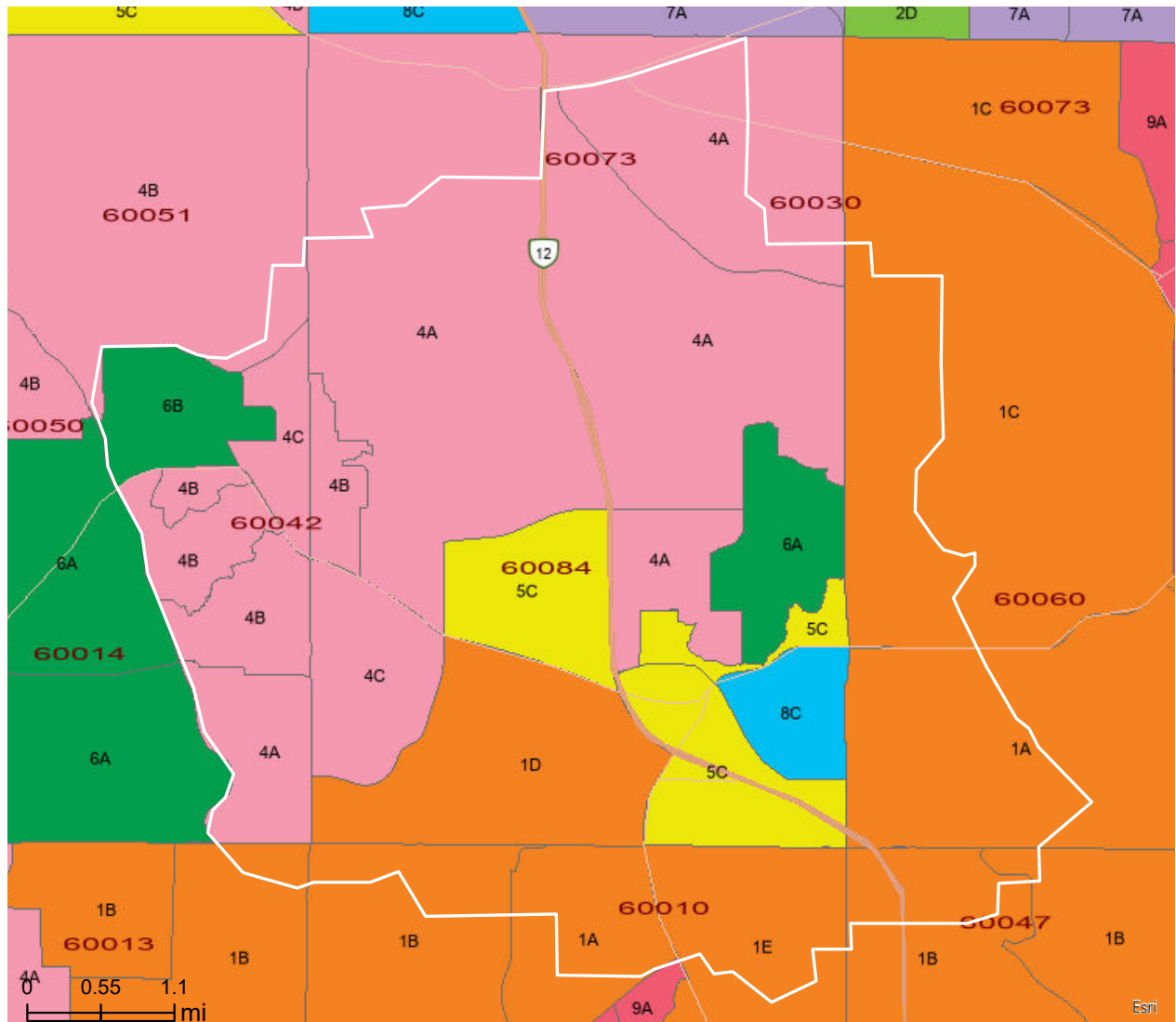
Urban denizens; young, diverse, hardworking families

+ L14 SCHOLARS AND PATRIOTS

College campuses and military neighborhoods

Primary Retail Trade Area • Lifemode Summary Groups Map

Wauconda, Illinois



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Primary Retail Trade Area • Top Tapestry Segments

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College campuses and military neighborhoods

| | TAPESTRY SEGMENTATION | HOUSEHOLDS PERCENT | CUMULATIVE PERCENT | US HOUSEHOLDS PERCENT | CUMULATIVE PERCENT | INDEX |
|----|---------------------------------|--------------------|--------------------|-----------------------|--------------------|-------|
| 1 | Workday Drive (4A) | 27.4% | 27.4% | 3.1% | 3.1% | 889 |
| 2 | Parks and Rec (5C) | 16.2% | 43.6% | 2.0% | 5.0% | 828 |
| 3 | Home Improvement (4B) | 14.7% | 58.3% | 1.7% | 6.7% | 876 |
| 4 | Middleburg (4C) | 8.0% | 66.4% | 3.1% | 9.8% | 260 |
| 5 | Green Acres (6A) | 6.1% | 72.4% | 3.3% | 13.1% | 185 |
| | Subtotal | 72.4% | | 13.2% | | |
| 6 | Boomburbs (1C) | 6.0% | 78.4% | 1.9% | 15.0% | 308 |
| 7 | Bright Young Professionals (8C) | 5.7% | 84.1% | 2.3% | 17.3% | 248 |
| 8 | Savvy Suburbanites (1D) | 4.1% | 88.2% | 3.0% | 20.3% | 138 |
| 9 | Top Tier (1A) | 3.6% | 91.9% | 1.6% | 21.9% | 225 |
| 10 | Salt of the Earth (6B) | 3.6% | 95.5% | 2.8% | 24.7% | 129 |
| | Subtotal | 23.0% | | 11.6% | | |
| 11 | Professional Pride (1B) | 2.3% | 97.8% | 1.6% | 26.4% | 139 |
| 12 | Exurbanites (1E) | 2.2% | 100.0% | 1.9% | 28.3% | 115 |
| | Subtotal | 4.5% | | 3.5% | | |
| | Total | 100.0% | | 28.3% | | 354 |

4A LifeMode Group: Family Landscapes

Soccer Moms

US Households: 3,541,300
Average Household Size: 2.97

Median Age: 37.0
Median Household Income: \$90,500

WHO ARE WE?

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is \$257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).

4A LifeMode Group: Family Landscapes Soccer Moms

AGE BY SEX (Esri data)

Median Age: 37.0 US: 38.2

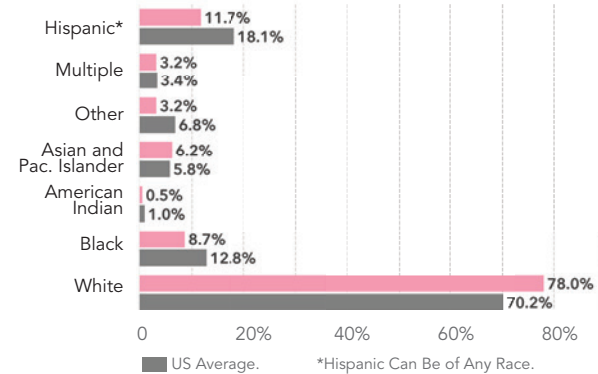
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RACE AND ETHNICITY (Esri data)

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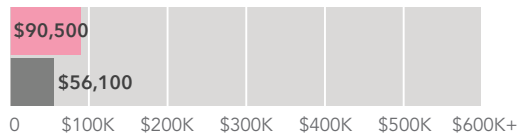
Diversity Index: 50.8 US: 64.0



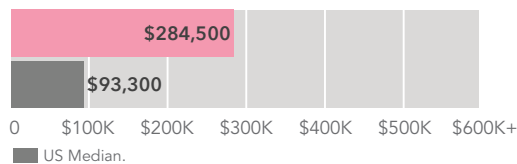
INCOME AND NET WORTH

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Median Household Income



Median Net Worth



HOUSING

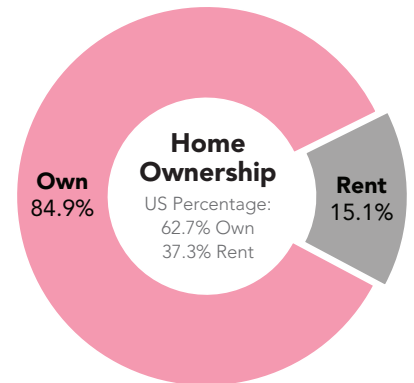
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Typical Housing:
Single Family

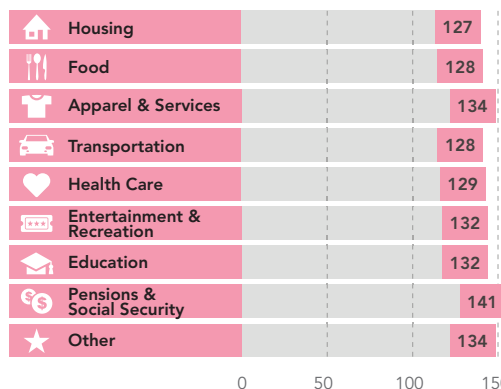
Median Value:
\$257,400

US Median: \$207,300



AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



4A LifeMode Group: Family Landscapes

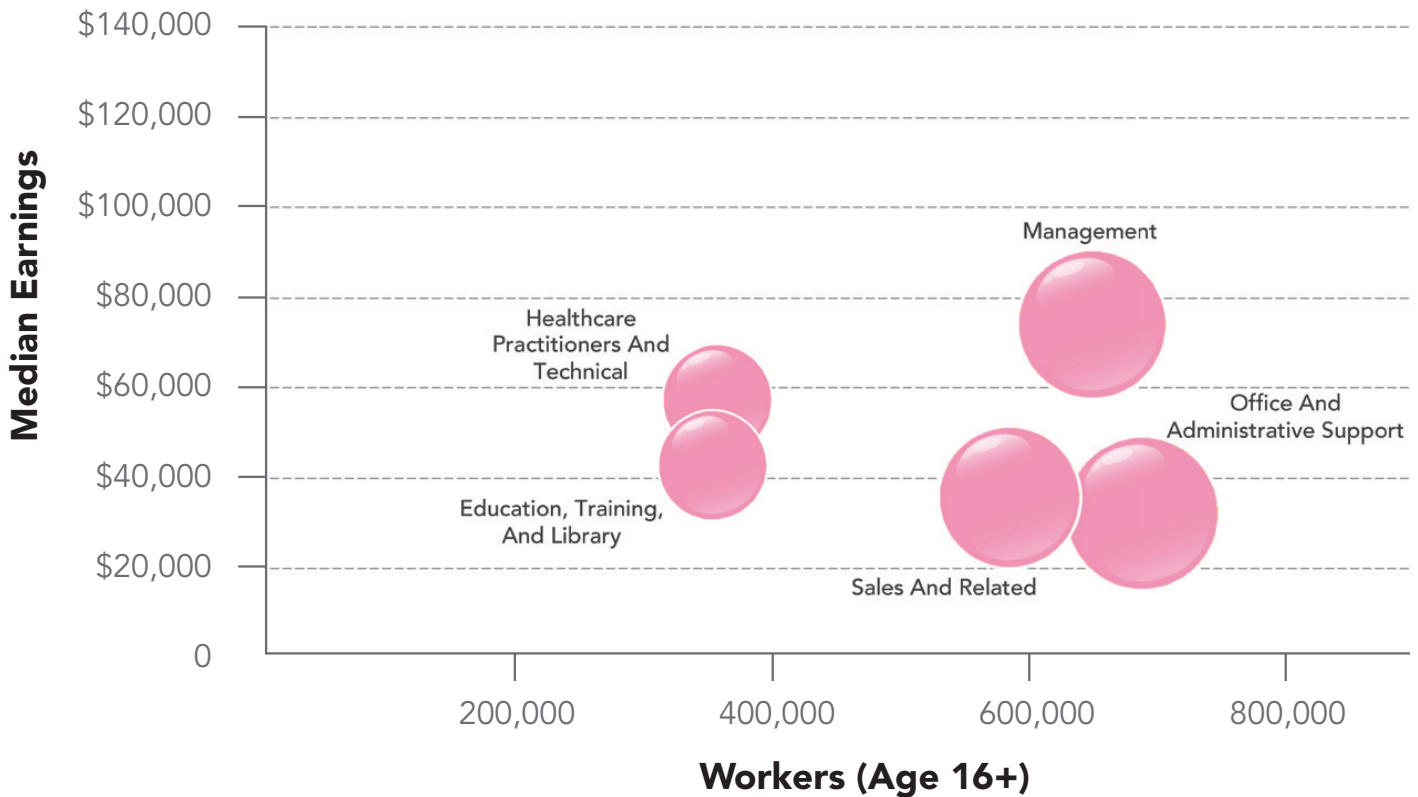
Soccer Moms

Market Profile

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 154), movie purchases or rentals, children’s apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau’s American Community Survey.



5C LifeMode Group: GenXurban Parks and Rec

US Households: 2,449,600
Average Household Size: 2.51

Median Age: 40.8
Median Household Income: \$60,000

WHO ARE WE?

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

OUR NEIGHBORHOOD

- Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods.
- Both median home value and average rent are close to the national level.
- Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.51, but this market is also a bit older.

SOCIOECONOMIC TRAITS

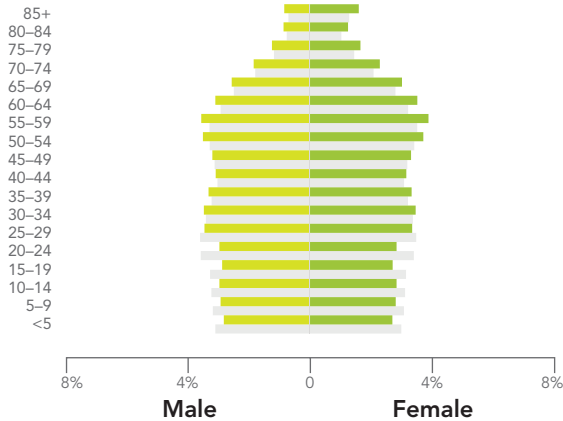
- More than half of the population is college educated.
- Older residents draw Social Security and retirement income.
- The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction.
- This is a financially shrewd market; consumers are careful to research their big-ticket purchases.
- When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US.
- These practical residents tend to use their cell phones for calls and texting only.

5C LifeMode Group: GenXurban Parks and Rec

AGE BY SEX (Esri data)

Median Age: 40.9 US: 38.2

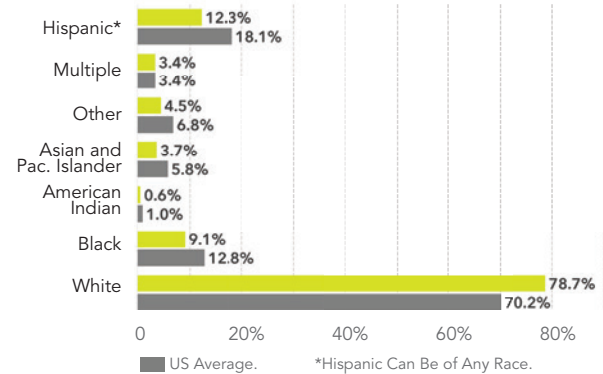
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RACE AND ETHNICITY (Esri data)

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Diversity Index: 50.7 US: 64.0



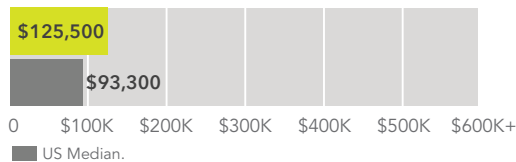
INCOME AND NET WORTH

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Median Household Income



Median Net Worth



HOUSING

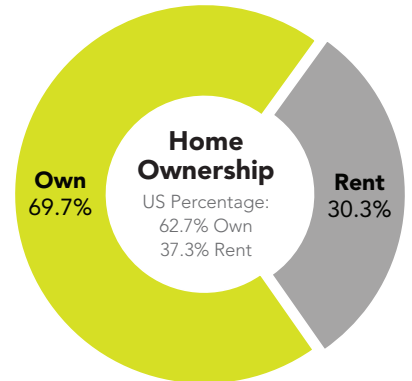
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Typical Housing:
Single Family

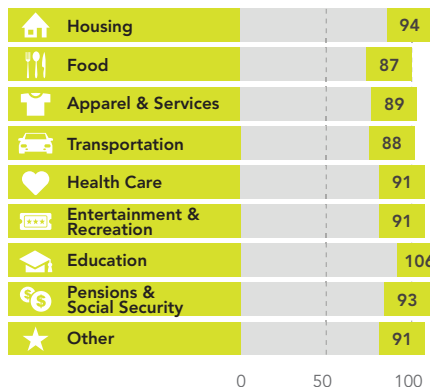
Median Value:
\$198,500

US Median: \$207,300



AVERAGE HOUSEHOLD BUDGET INDEX

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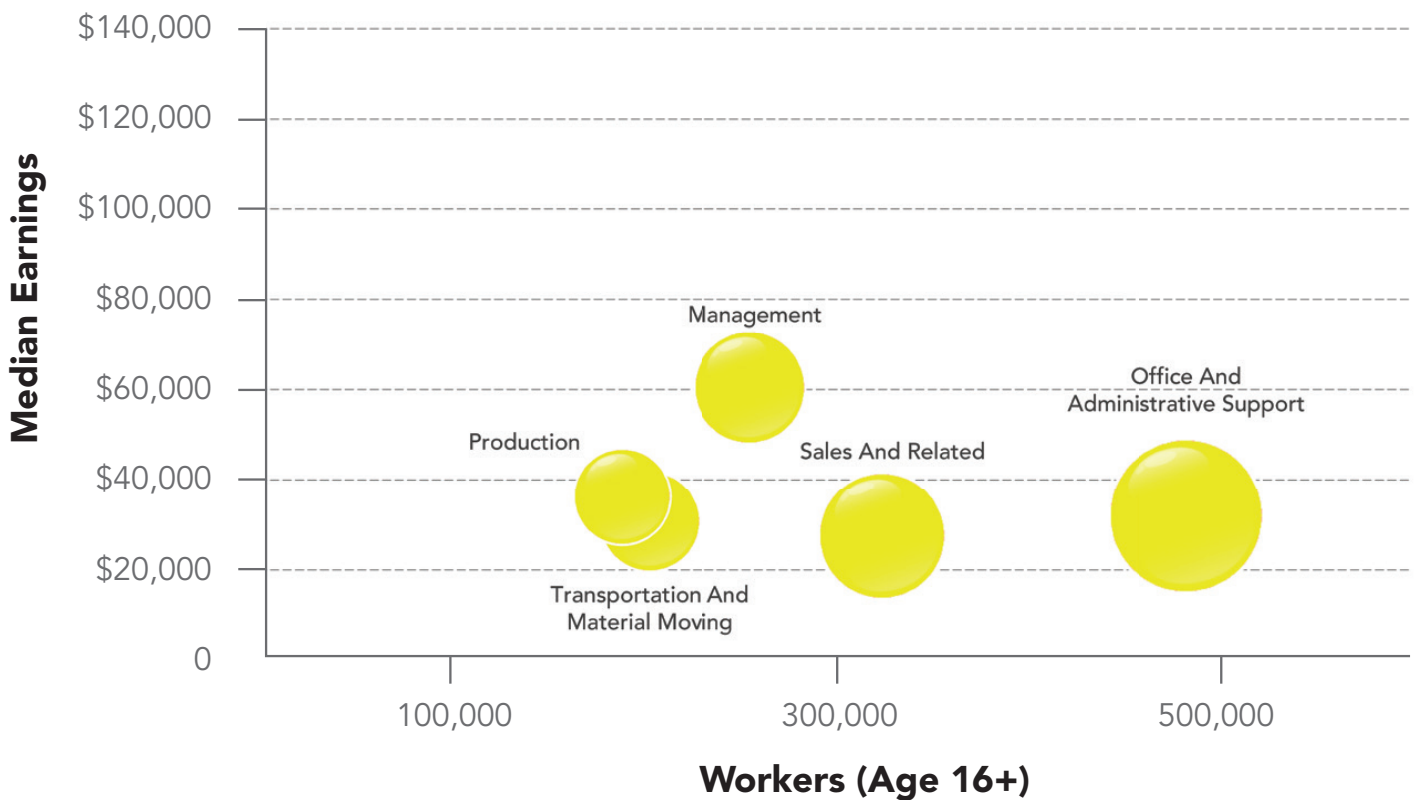
5C LifeMode Group: GenXurban Parks and Rec

Market Profile

- Cost and practicality come first when purchasing a vehicle; Parks and Rec residents are more likely to buy SUVs or trucks over compact or subcompact vehicles.
- Budget-conscious consumers stock up on staples at warehouse clubs.
- Pass time at home watching documentaries on Animal Planet, Discovery, or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies. Between trips to the casinos, they gamble on lottery tickets and practice their blackjack and poker skills online.
- Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans.
- Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim, or run.

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



4B LifeMode Group: Family Landscapes

Home Improvement

US Households: 2,114,500
Average Household Size: 2.88

Median Age: 37.7
Median Household Income: \$72,100

WHO ARE WE?

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

OUR NEIGHBORHOOD

- These are low density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

SOCIOECONOMIC TRAITS

- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and home mortgages.
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.

4B LifeMode Group: Family Landscapes Home Improvement

AGE BY SEX (Esri data)

Median Age: 37.7 US: 38.2

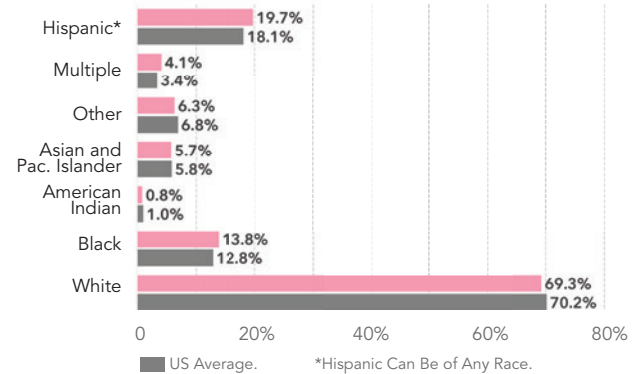
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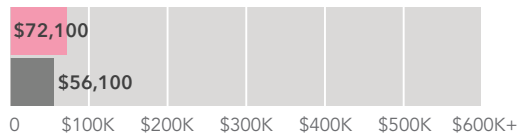
Diversity Index: 65.7 US: 64.0



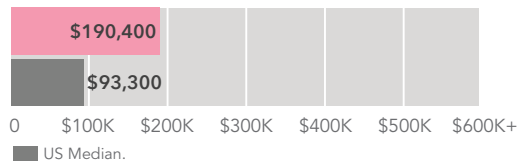
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Median Household Income



Median Net Worth



HOUSING

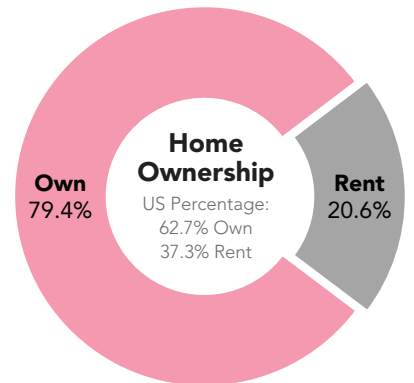
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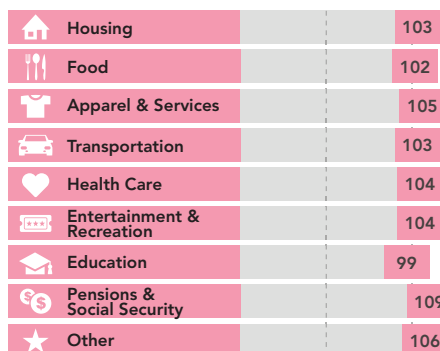
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US Median: \$207,300



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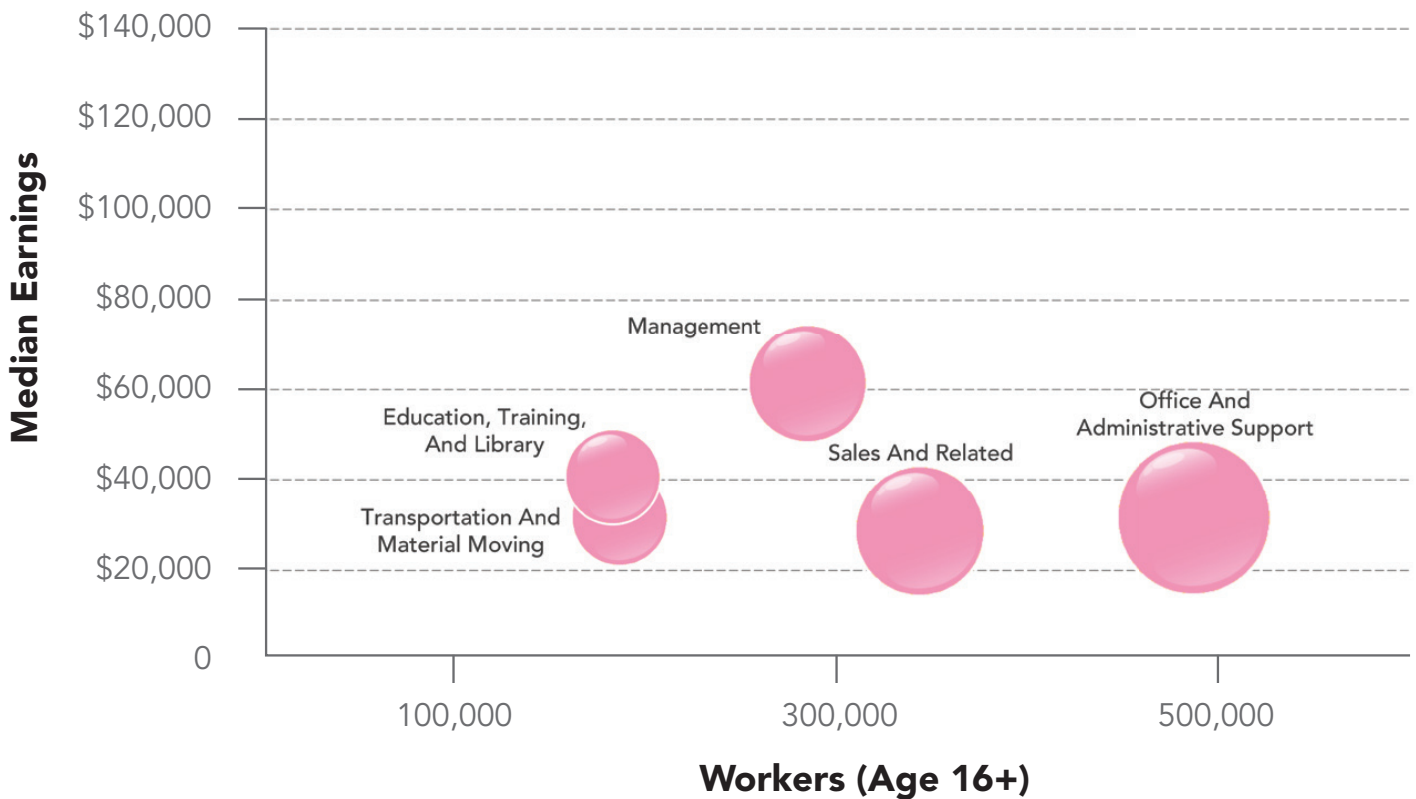
4B LifeMode Group: Family Landscapes Home Improvement

Market Profile

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.com.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A, and KFC.
- Frequently buy children's clothes and toys.

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



4C LifeMode Group: Family Landscapes Middleburg

US Households: 3,511,200
Average Household Size: 2.75

Median Age: 36.1
Median Household Income: \$59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of \$175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

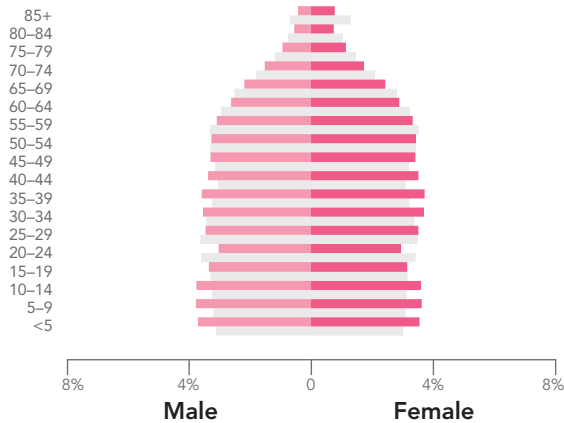
- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

4C LifeMode Group: Family Landscapes Middleburg

AGE BY SEX (Esri data)

Median Age: 36.1 US: 38.2

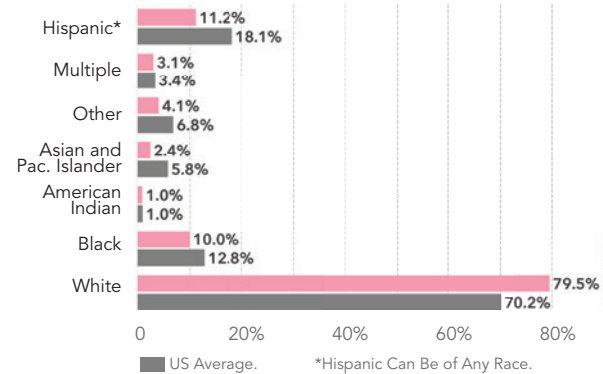
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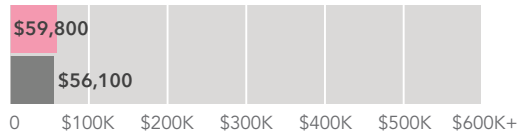
Diversity Index: 48.5 US: 64.0



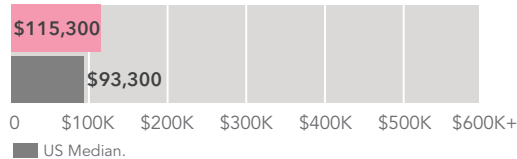
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Median Household Income



Median Net Worth



HOUSING

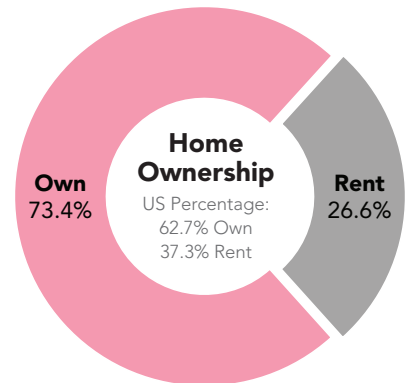
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Typical Housing:
Single Family

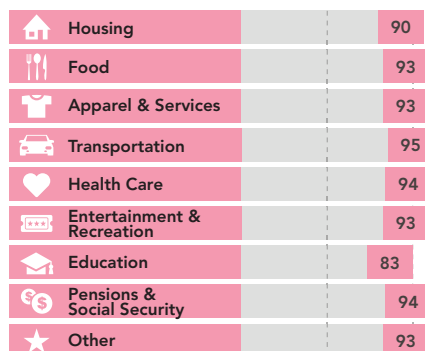
Median Value:
\$175,000

US Median: \$207,300



AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



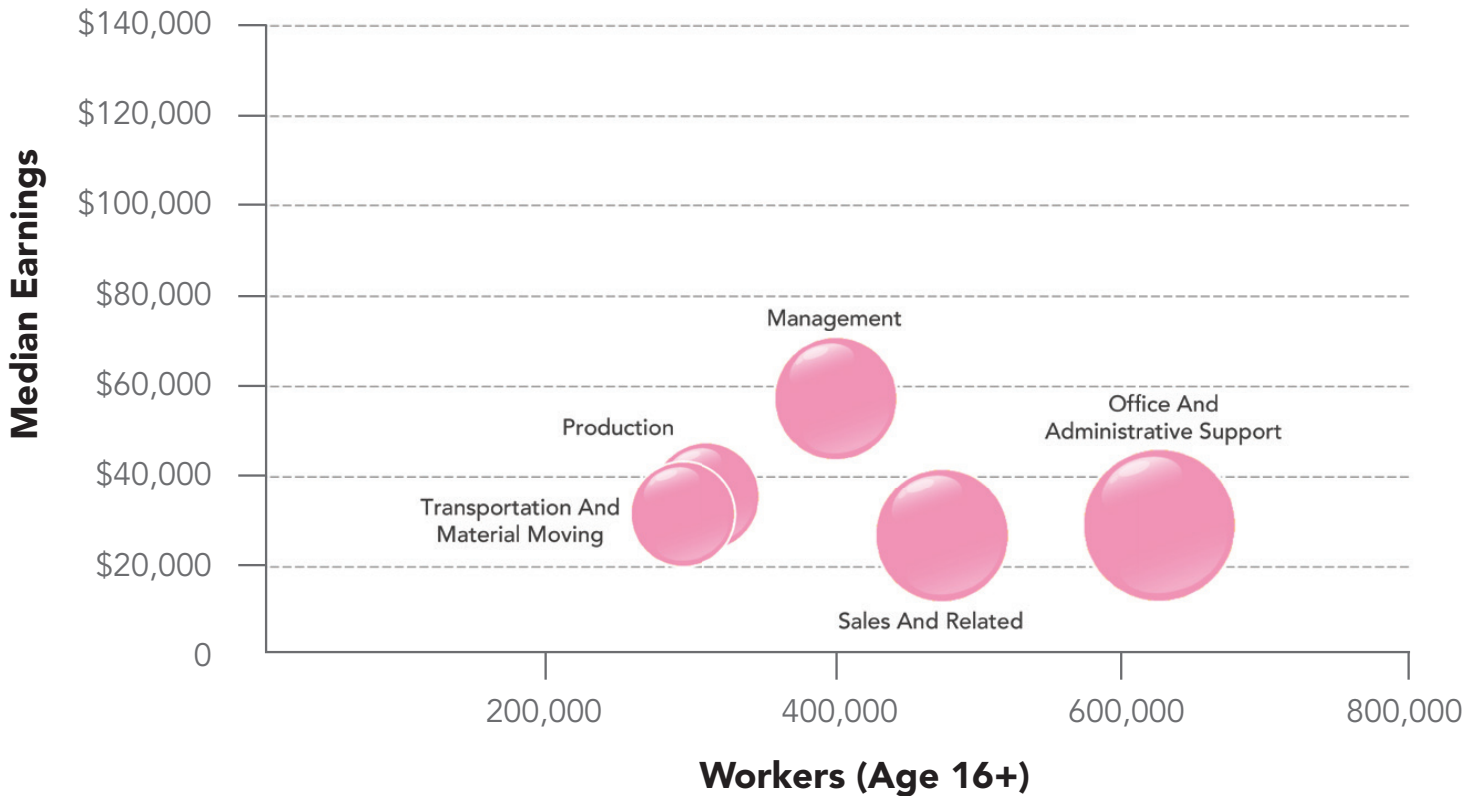
4C LifeMode Group: Family Landscapes Middleburg

Market Profile

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



6A LifeMode Group: Cozy Country Living Green Acres

US Households: 3,923,400
Average Household Size: 2.70

Median Age: 43.9
Median Household Income: \$76,800

WHO ARE WE?

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Unemployment is low at 3.8% (Index 70); labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

6A LifeMode Group: Cozy Country Living Green Acres

AGE BY SEX (Esri data)

Median Age: 43.9 US: 38.2

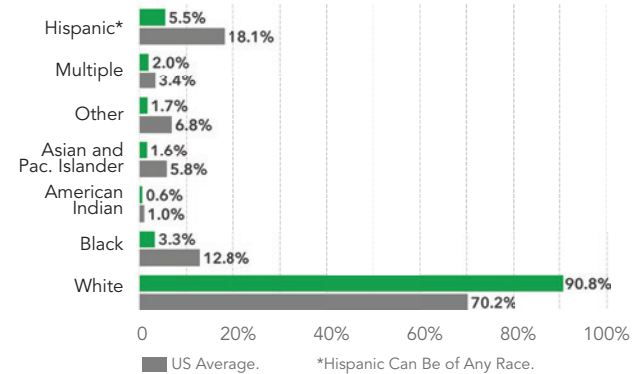
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

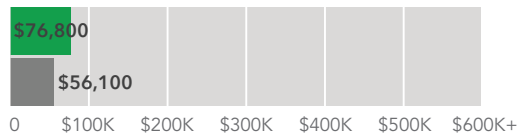
Diversity Index: 26.0 US: 64.0



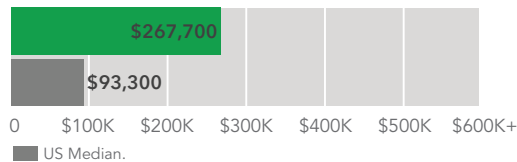
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income



Median Net Worth



HOUSING

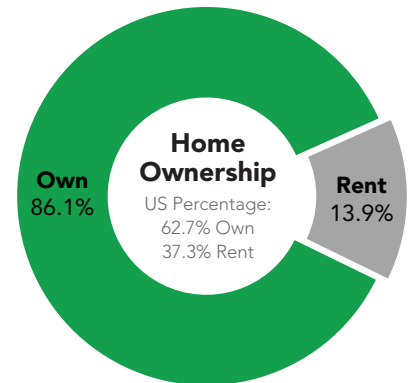
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

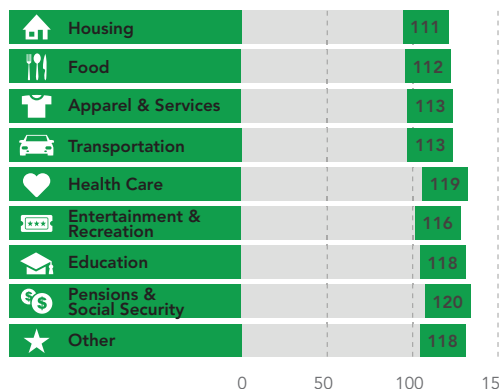
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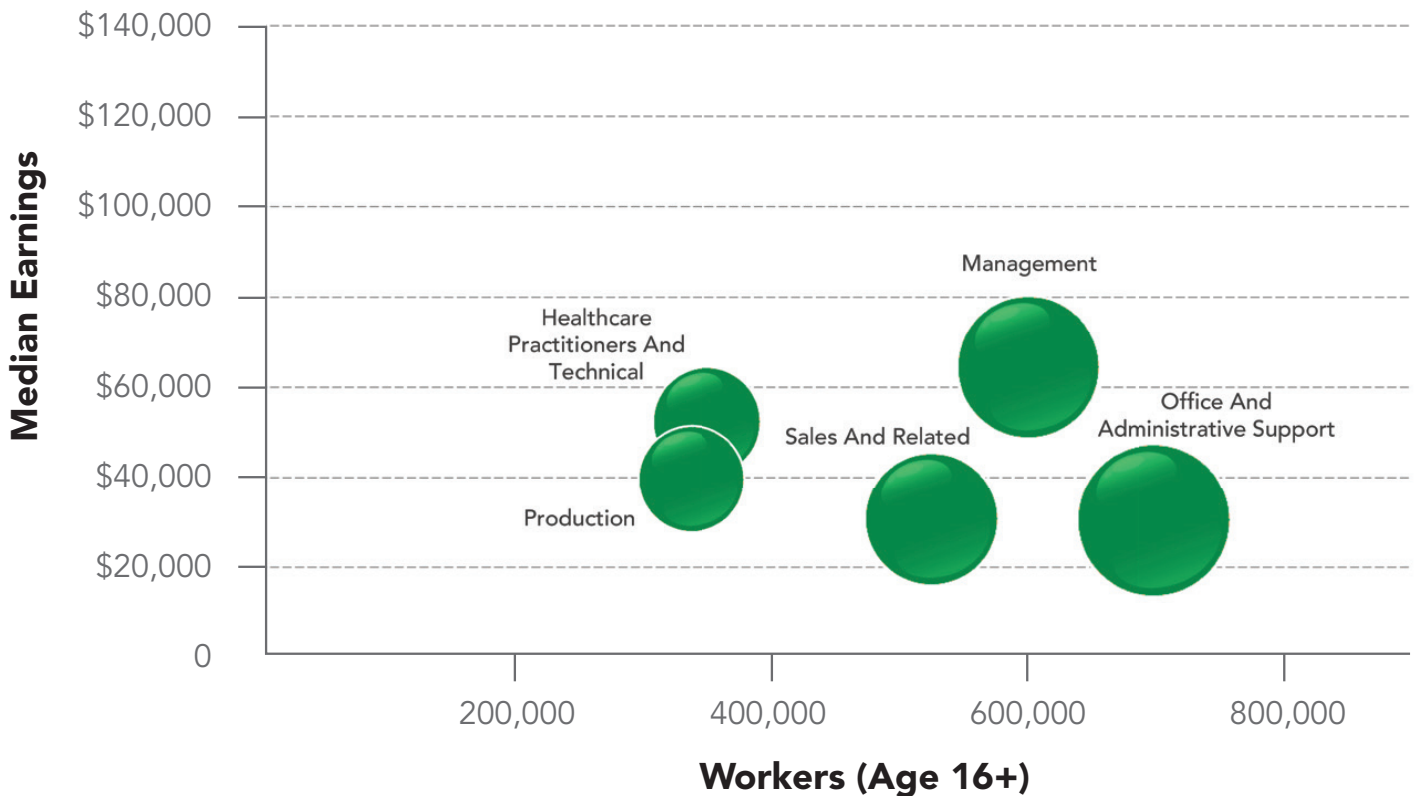
6A LifeMode Group: Cozy Country Living Green Acres

Market Profile

- Purchasing choices reflect Green Acres' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

OCCUPATION BY EARNINGS

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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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