



The**Retail**Coach.®

# Net Worth Profile

HUNTLEY, ILLINOIS

Prepared for Village of Huntley  
August 2022

# Executive Summary

In communities with high populations of retired citizens, our firm has found that a better gauge of determining retail spending potential is to look at the average net worth of a household versus looking at standard household income levels.

Because of Huntley's strong retiree population, the Village of Huntley boasts an Household Average Net Worth of \$1,485,908. This number for Huntley is just under double the United States average of \$748,000, thus indicating stronger than average retail spending potential in Huntley.

# Community • Net Worth Profile

Huntley, Illinois

2022 NET WORTH BY AGE OF HOUSEHOLDER	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	80	816	1,604	1,570	1,674	2,998	2,501
<\$15,000	24	99	115	81	188	295	89
\$15,000-\$34,999	9	50	31	22	35	100	9
\$35,000-\$49,999	8	17	12	11	29	48	11
\$50,000-\$74,999	7	72	33	48	59	77	58
\$75,000-\$99,999	15	102	59	37	55	39	71
\$100,000-\$149,999	11	137	81	71	71	98	104
\$150,000-\$249,999	6	139	231	239	158	232	295
\$250,000-\$499,999	0	140	351	321	396	614	579
\$500,000-\$999,999	0	45	453	408	301	673	585
\$1,000,000+	0	15	238	332	382	822	700
Median Net Worth	\$47,638	\$120,219	\$388,862	\$446,324	\$367,385	\$497,316	\$515,771
Average Net Worth	\$64,761	\$203,117	\$1,132,297	\$1,540,098	\$1,423,491	\$1,762,170	\$1,853,883

2022 HOUSEHOLDS BY NET WORTH	NUMBER	PERCENT
Total	11,244	100.00%
<\$15,000	892	7.9%
\$15,000-\$34,999	256	2.3%
\$35,000-\$49,999	137	1.2%
\$50,000-\$74,999	353	3.1%
\$75,000-\$99,999	377	3.4%
\$100,000-\$149,999	573	5.1%
\$150,000-\$249,999	1,301	11.6%
\$250,000-\$500,000	2,401	21.4%
\$500,000-\$999,999	2,465	21.9%
\$1,000,000-\$1,499,999	810	7.2%
\$1,500,000-\$1,999,999	427	3.8%
\$2,000,000+	1,252	11.1%
Median Net Worth	\$400,512	
Average Net Worth	\$1,485,908	

# Primary Retail Trade Area • Net Worth Profile

Huntley, Illinois

2022 NET WORTH BY AGE OF HOUSEHOLDER	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	389	4,267	7,682	7,459	5,829	5,689	3,928
<\$15,000	93	621	625	438	513	452	136
\$15,000-\$34,999	57	206	163	106	97	151	24
\$35,000-\$49,999	23	129	69	51	74	79	16
\$50,000-\$74,999	27	365	221	172	164	125	89
\$75,000-\$99,999	73	427	367	188	149	73	113
\$100,000-\$149,999	58	638	380	409	285	173	165
\$150,000-\$249,999	44	815	1,135	885	520	442	489
\$250,000-\$499,999	11	746	1,901	1,493	1,021	1,120	884
\$500,000-\$999,999	4	235	1,831	2,000	1,151	1,316	911
\$1,000,000+	0	85	989	1,718	1,856	1,757	1,101
Median Net Worth	\$69,285	\$125,935	\$330,012	\$496,703	\$522,824	\$550,390	\$514,074
Average Net Worth	\$86,832	\$209,160	\$1,013,021	\$1,655,588	\$1,995,678	\$1,872,773	\$1,726,476

2022 HOUSEHOLDS BY NET WORTH	NUMBER	PERCENT
Total	35,242	100.00%
<\$15,000	2,878	8.2%
\$15,000-\$34,999	803	2.3%
\$35,000-\$49,999	440	1.2%
\$50,000-\$74,999	1,164	3.3%
\$75,000-\$99,999	1,389	3.9%
\$100,000-\$149,999	2,109	6.0%
\$150,000-\$249,999	4,330	12.3%
\$250,000-\$500,000	7,176	20.4%
\$500,000-\$999,999	7,447	21.1%
\$1,000,000-\$1,499,999	2,364	6.7%
\$1,500,000-\$1,999,999	1,122	3.2%
\$2,000,000+	4,021	11.4%
Median Net Worth	\$374,030	
Average Net Worth	\$1,422,335	

# 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.





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## 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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