



The**Retail**Coach.®

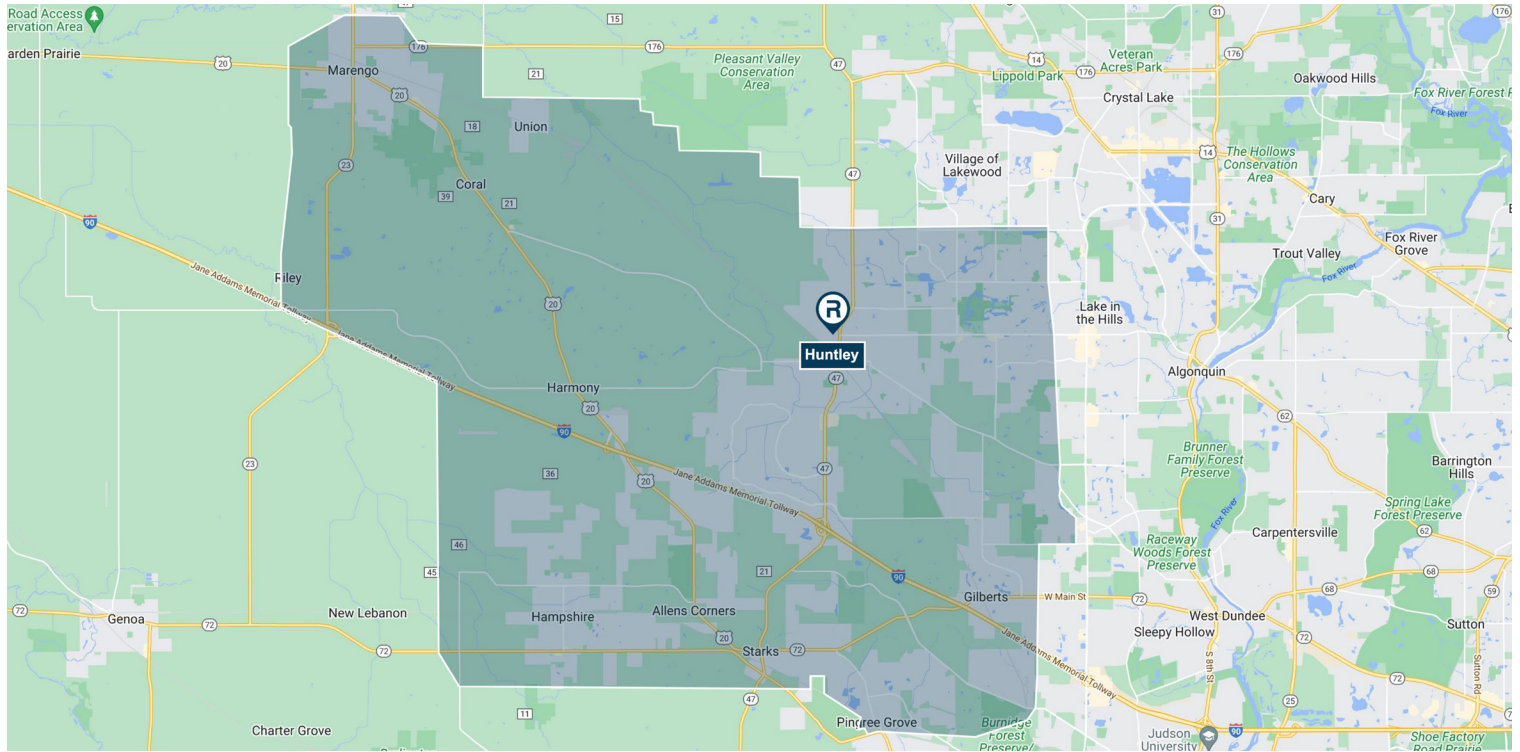
Primary Retail Trade Area Demographic Profile

HUNTLEY, ILLINOIS

Prepared for Village of Huntley
November 2022

Primary Retail Trade Area • Demographic Snapshot

Huntley, Illinois



Population

2010	85,400
2022	97,283
2027	101,765

Educational Attainment (%)

Graduate or Professional Degree	11.45%
Bachelors Degree	27.32%
Associate Degree	8.68%
Some College	23.39%
High School Graduate (GED)	24.19%
Some High School, No Degree	3.37%
Less than 9th Grade	1.62%

Income & Net Worth

Average HH	\$125,835
Median HH	\$100,721
Per Capita	\$43,723
Average Net Worth	\$1,422,335
Median Net Worth	\$374,030

Age

0 - 9 Years	13.03%
10 - 17 Years	11.50%
18 - 24 Years	8.71%
25 - 34 Years	9.58%
35 - 44 Years	12.16%
45 - 54 Years	13.74%
55 - 64 Years	12.73%
65 and Older	18.55%
Median Age	41.10
Average Age	40.17

Race Distribution (%)

White	82.89%
Black/African American	2.36%
American Indian/Alaskan	0.28%
Asian	7.61%
Native Hawaiian/Islander	0.03%
Other Race	4.20%
Two or More Races	2.62%
Hispanic	13.56%



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Primary Retail Trade Area • Demographic Profile

Huntley, Illinois

DESCRIPTION	DATA	%
Population		
2027 Projection	101,765	
2022 Estimate	97,283	
2010 Census	85,400	
2000 Census	42,629	
Growth 2022 - 2027		4.61%
Growth 2010 - 2022		13.91%
Growth 2000 - 2010		100.33%
2022 Est. Population by Single-Classification Race	97,283	
White Alone	80,642	82.89%
Black or African American Alone	2,299	2.36%
Amer. Indian and Alaska Native Alone	272	0.28%
Asian Alone	7,406	7.61%
Native Hawaiian and Other Pacific Island Alone	33	0.03%
Some Other Race Alone	4,083	4.20%
Two or More Races	2,548	2.62%
2022 Est. Population by Hispanic or Latino Origin	97,283	
Not Hispanic or Latino	84,089	86.44%
Hispanic or Latino	13,194	13.56%
Mexican	9,416	71.37%
Puerto Rican	1,562	11.84%
Cuban	270	2.05%
All Other Hispanic or Latino	1,946	14.75%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	13,194	
White Alone	8,010	60.71%
Black or African American Alone	96	0.73%
American Indian and Alaska Native Alone	155	1.17%
Asian Alone	96	0.73%
Native Hawaiian and Other Pacific Islander Alone	2	0.02%
Some Other Race Alone	3,994	30.27%
Two or More Races	842	6.38%
2022 Est. Pop by Race, Asian Alone, by Category	7,406	
Chinese, except Taiwanese	208	2.81%
Filipino	3,336	45.05%
Japanese	9	0.12%
Asian Indian	2,272	30.68%
Korean	400	5.40%
Vietnamese	405	5.47%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	171	2.31%
Thai	85	1.15%
All Other Asian Races Including 2+ Category	518	6.99%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	97,283	
Arab	559	0.57%
Czech	972	1.00%
Danish	399	0.41%
Dutch	711	0.73%
English	4,828	4.96%
French (except Basque)	1,775	1.82%
French Canadian	371	0.38%
German	20,374	20.94%
Greek	762	0.78%
Hungarian	282	0.29%
Irish	10,167	10.45%
Italian	8,011	8.24%
Lithuanian	393	0.40%
United States or American	2,591	2.66%
Norwegian	1,467	1.51%
Polish	9,907	10.18%
Portuguese	34	0.04%
Russian	585	0.60%
Scottish	782	0.80%
Scotch-Irish	389	0.40%
Slovak	184	0.19%
Subsaharan African	285	0.29%
Swedish	2,544	2.62%
Swiss	345	0.36%
Ukrainian	402	0.41%
Welsh	208	0.21%
West Indian (except Hisp. groups)	93	0.10%
Other ancestries	16,408	16.87%
Ancestry Unclassified	11,458	11.78%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	78,483	86.32%
Speak Asian/Pacific Island Language at Home	2,174	2.39%
Speak IndoEuropean Language at Home	3,642	4.01%
Speak Spanish at Home	5,572	6.13%
Speak Other Language at Home	1,051	1.16%

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Population by Age	97,283	
Age 0 - 4	6,361	6.54%
Age 5 - 9	6,318	6.50%
Age 10 - 14	6,914	7.11%
Age 15 - 17	4,272	4.39%
Age 18 - 20	3,752	3.86%
Age 21 - 24	4,725	4.86%
Age 25 - 34	9,317	9.58%
Age 35 - 44	11,825	12.16%
Age 45 - 54	13,364	13.74%
Age 55 - 64	12,385	12.73%
Age 65 - 74	10,955	11.26%
Age 75 - 84	5,652	5.81%
Age 85 and over	1,443	1.48%
Age 16 and over	76,287	78.42%
Age 18 and over	73,418	75.47%
Age 21 and over	69,666	71.61%
Age 65 and over	18,050	18.55%
2022 Est. Median Age		41.10
2022 Est. Average Age		40.17
2022 Est. Population by Sex	97,283	
Male	47,628	48.96%
Female	49,655	51.04%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	47,628	
Age 0 - 4	3,188	6.69%
Age 5 - 9	3,229	6.78%
Age 10 - 14	3,515	7.38%
Age 15 - 17	2,159	4.53%
Age 18 - 20	1,924	4.04%
Age 21 - 24	2,425	5.09%
Age 25 - 34	4,680	9.83%
Age 35 - 44	5,712	11.99%
Age 45 - 54	6,576	13.81%
Age 55 - 64	6,077	12.76%
Age 65 - 74	4,988	10.47%
Age 75 - 84	2,552	5.36%
Age 85 and over	603	1.27%
2022 Est. Median Age, Male		39.92
2022 Est. Average Age, Male		39.60
2022 Est. Female Population by Age	49,655	
Age 0 - 4	3,172	6.39%
Age 5 - 9	3,090	6.22%
Age 10 - 14	3,399	6.84%
Age 15 - 17	2,113	4.25%
Age 18 - 20	1,828	3.68%
Age 21 - 24	2,300	4.63%
Age 25 - 34	4,637	9.34%
Age 35 - 44	6,112	12.31%
Age 45 - 54	6,788	13.67%
Age 55 - 64	6,309	12.71%
Age 65 - 74	5,967	12.02%
Age 75 - 84	3,101	6.25%
Age 85 and over	841	1.69%
2022 Est. Median Age, Female		42.18
2022 Est. Average Age, Female		40.70

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	18,099	23.30%
Males, Never Married	9,759	12.56%
Females, Never Married	8,340	10.74%
Married, Spouse present	46,274	59.56%
Married, Spouse absent	1,832	2.36%
Widowed	4,599	5.92%
Males Widowed	918	1.18%
Females Widowed	3,680	4.74%
Divorced	6,886	8.86%
Males Divorced	2,550	3.28%
Females Divorced	4,336	5.58%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,051	1.62%
Some High School, no diploma	2,185	3.37%
High School Graduate (or GED)	15,707	24.19%
Some College, no degree	15,191	23.39%
Associate Degree	5,634	8.68%
Bachelor's Degree	17,742	27.32%
Master's Degree	5,874	9.05%
Professional School Degree	823	1.27%
Doctorate Degree	736	1.13%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	860	13.13%
High School Graduate	1,757	26.82%
Some College or Associate's Degree	1,900	29.01%
Bachelor's Degree or Higher	2,033	31.04%
Households		
2027 Projection	35,289	
2022 Estimate	33,773	
2010 Census	29,839	
2000 Census	14,429	
Growth 2022 - 2027		4.49%
Growth 2010 - 2022		13.18%
Growth 2000 - 2010		106.80%
2022 Est. Households by Household Type	33,773	
Family Households	26,529	78.55%
Nonfamily Households	7,245	21.45%
2022 Est. Group Quarters Population	84	
2022 Households by Ethnicity, Hispanic/Latino	3,165	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	33,773	
Income < \$15,000	1,831	5.42%
Income \$15,000 - \$24,999	1,294	3.83%
Income \$25,000 - \$34,999	1,602	4.74%
Income \$35,000 - \$49,999	2,597	7.69%
Income \$50,000 - \$74,999	4,518	13.38%
Income \$75,000 - \$99,999	4,917	14.56%
Income \$100,000 - \$124,999	4,054	12.00%
Income \$125,000 - \$149,999	3,335	9.88%
Income \$150,000 - \$199,999	4,596	13.61%
Income \$200,000 - \$249,999	2,313	6.85%
Income \$250,000 - \$499,999	1,977	5.85%
Income \$500,000+	741	2.19%
2022 Est. Average Household Income		\$125,835
2022 Est. Median Household Income		\$100,721
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$98,857
Black or African American Alone		\$145,448
American Indian and Alaska Native Alone		\$54,560
Asian Alone		\$132,308
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$76,688
Two or More Races		\$124,303
Hispanic or Latino		\$91,885
Not Hispanic or Latino		\$102,435
2022 Est. Family HH Type by Presence of Own Child.	26,529	
Married-Couple Family, own children	11,785	44.42%
Married-Couple Family, no own children	11,397	42.96%
Male Householder, own children	556	2.10%
Male Householder, no own children	489	1.84%
Female Householder, own children	1,330	5.01%
Female Householder, no own children	972	3.66%
2022 Est. Households by Household Size	33,773	
1-person	5,978	17.70%
2-person	10,913	32.31%
3-person	5,702	16.88%
4-person	6,194	18.34%
5-person	3,235	9.58%
6-person	1,210	3.58%
7-or-more-person	542	1.60%
2022 Est. Average Household Size		2.88

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	33,773	
Households with 1 or More People under Age 18:	14,316	42.39%
Married-Couple Family	12,122	84.67%
Other Family, Male Householder	630	4.40%
Other Family, Female Householder	1,464	10.23%
Nonfamily, Male Householder	91	0.64%
Nonfamily, Female Householder	10	0.07%
Households with No People under Age 18:	19,457	
Married-Couple Family	11,061	56.85%
Other Family, Male Householder	418	2.15%
Other Family, Female Householder	836	4.30%
Nonfamily, Male Householder	3,018	15.51%
Nonfamily, Female Householder	4,124	21.20%
2022 Est. Households by Number of Vehicles	33,773	
No Vehicles	987	2.92%
1 Vehicle	8,921	26.41%
2 Vehicles	15,624	46.26%
3 Vehicles	5,573	16.50%
4 Vehicles	1,993	5.90%
5 or more Vehicles	676	2.00%
2022 Est. Average Number of Vehicles		2.0
Family Households		
2027 Projection	27,710	
2022 Estimate	26,529	
2010 Census	23,461	
2000 Census	11,899	
Growth 2022 - 2027		4.45%
Growth 2010 - 2022		13.08%
Growth 2000 - 2010		97.17%
2022 Est. Families by Poverty Status	26,529	
2022 Families at or Above Poverty	25,653	96.70%
2022 Families at or Above Poverty with Children	12,031	45.35%
2022 Families Below Poverty	876	3.30%
2022 Families Below Poverty with Children	527	1.99%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	49,830	65.32%
Civilian Labor Force, Unemployed	1,289	1.69%
Armed Forces	2	0.00%
Not in Labor Force	25,166	32.99%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	49,679	
For-Profit Private Workers	37,085	74.65%
Non-Profit Private Workers	2,727	5.49%
Local Government Workers	728	1.46%
State Government Workers	703	1.41%
Federal Government Workers	3,842	7.73%
Self-Employed Workers	4,383	8.82%
Unpaid Family Workers	211	0.43%
2022 Est. Civ. Employed Pop 16+ by Occupation	49,679	
Architect/Engineer	1,002	2.02%
Arts/Entertainment/Sports	826	1.66%
Building Grounds Maintenance	571	1.15%
Business/Financial Operations	3,206	6.45%
Community/Social Services	640	1.29%
Computer/Mathematical	2,041	4.11%
Construction/Extraction	2,395	4.82%
Education/Training/Library	2,825	5.69%
Farming/Fishing/Forestry	55	0.11%
Food Prep/Serving	1,951	3.93%
Health Practitioner/Technician	2,739	5.51%
Healthcare Support	1,545	3.11%
Maintenance Repair	2,259	4.55%
Legal	455	0.92%
Life/Physical/Social Science	294	0.59%
Management	6,749	13.59%
Office/Admin. Support	5,614	11.30%
Production	2,320	4.67%
Protective Services	924	1.86%
Sales/Related	6,614	13.31%
Personal Care/Service	1,609	3.24%
Transportation/Moving	3,043	6.12%
2022 Est. Pop 16+ by Occupation Classification	49,679	
White Collar	33,007	66.44%
Blue Collar	10,016	20.16%
Service and Farm	6,656	13.40%
2022 Est. Workers Age 16+ by Transp. to Work	48,746	
Drove Alone	40,815	83.73%
Car Pooled	2,345	4.81%
Public Transportation	670	1.37%
Walked	301	0.62%
Bicycle	66	0.14%
Other Means	432	0.89%
Worked at Home	4,118	8.45%

Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,971	
15 - 29 Minutes	13,222	
30 - 44 Minutes	8,562	
45 - 59 Minutes	7,593	
60 or more Minutes	7,589	
2022 Est. Avg Travel Time to Work in Minutes		38
2022 Est. Occupied Housing Units by Tenure	33,773	
Owner Occupied	30,466	90.21%
Renter Occupied	3,307	9.79%
2022 Owner Occ. HUs: Avg. Length of Residence		12.80 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		6.98 [†]
2022 Est. Owner-Occupied Housing Units by Value	33,773	
Value Less than \$20,000	204	0.67%
Value \$20,000 - \$39,999	53	0.17%
Value \$40,000 - \$59,999	46	0.15%
Value \$60,000 - \$79,999	53	0.17%
Value \$80,000 - \$99,999	123	0.40%
Value \$100,000 - \$149,999	986	3.24%
Value \$150,000 - \$199,999	3,180	10.44%
Value \$200,000 - \$299,999	10,472	34.37%
Value \$300,000 - \$399,999	8,901	29.22%
Value \$400,000 - \$499,999	4,655	15.28%
Value \$500,000 - \$749,999	1,381	4.53%
Value \$750,000 - \$999,999	225	0.74%
Value \$1,000,000 or \$1,499,999	53	0.17%
Value \$1,500,000 or \$1,999,999	17	0.06%
Value \$2,000,000+	117	0.38%
2022 Est. Median All Owner-Occupied Housing Value		\$301,154
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	26,824	75.70%
1 Unit Attached	6,031	17.02%
2 Units	382	1.08%
3 or 4 Units	515	1.45%
5 to 19 Units	763	2.15%
20 to 49 Units	314	0.89%
50 or More Units	311	0.88%
Mobile Home or Trailer	297	0.84%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,919	11.06%
Housing Units Built 2010 to 2014	1,277	3.60%
Housing Units Built 2000 to 2009	17,593	49.65%
Housing Units Built 1990 to 1999	7,087	20.00%
Housing Units Built 1980 to 1989	1,446	4.08%
Housing Units Built 1970 to 1979	1,351	3.81%
Housing Units Built 1960 to 1969	669	1.89%
Housing Units Built 1950 to 1959	654	1.85%
Housing Units Built 1940 to 1949	204	0.58%
Housing Unit Built 1939 or Earlier	1,236	3.49%
2022 Est. Median Year Structure Built		2003

[†] 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.



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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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