



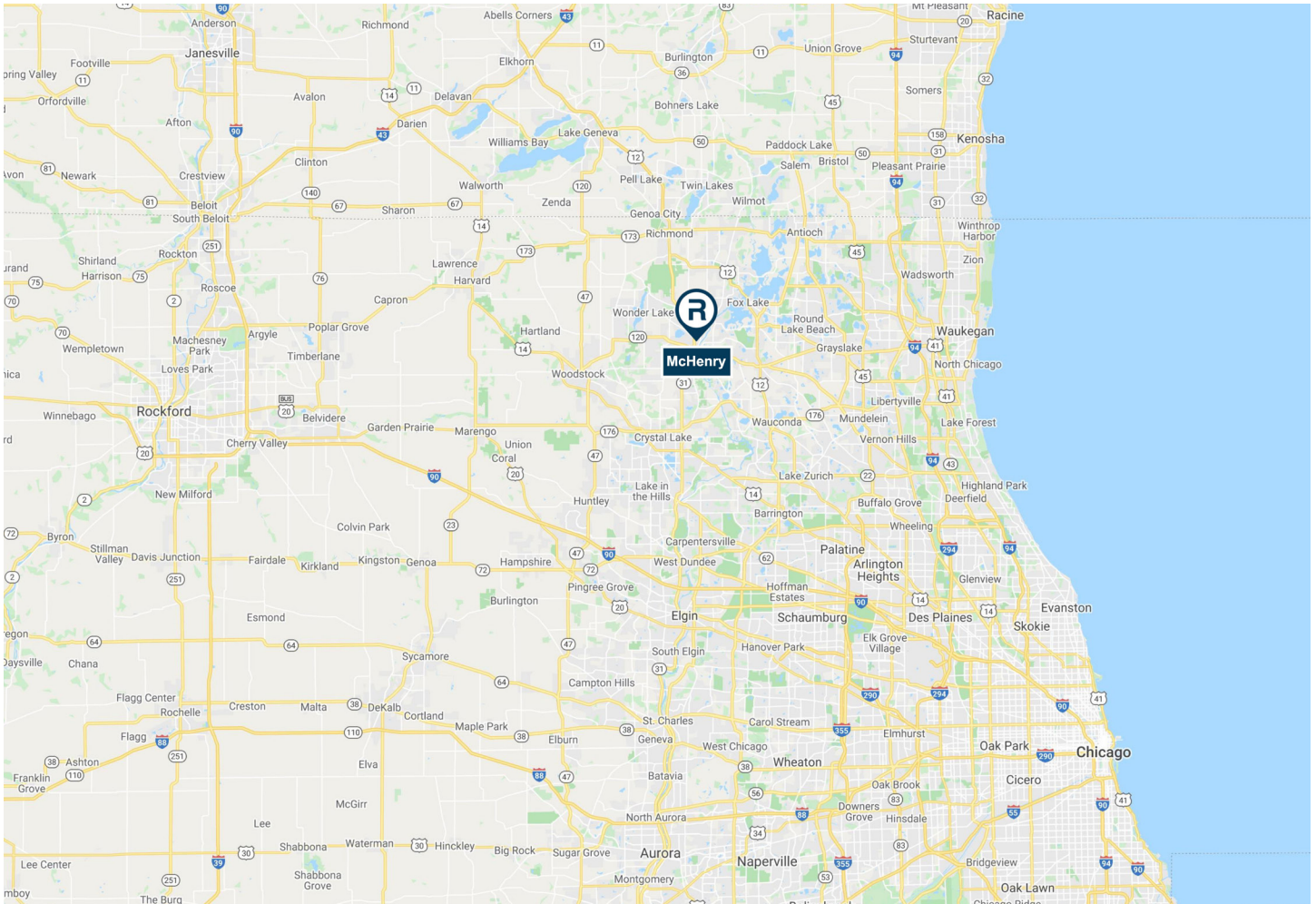
The**Retail**Coach.®

Community Demographic Profile

MCHENRY, ILLINOIS

Prepared for City of McHenry
April 2021

Community



Prepared for:



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Community • Demographic Profile

McHenry, Illinois

DESCRIPTION	DATA	%
Population		
2026 Projection	27,395	
2021 Estimate	27,241	
2010 Census	26,992	
2000 Census	21,781	
Growth 2021 - 2026		0.57%
Growth 2010 - 2021		0.92%
Growth 2000 - 2010		23.93%
2021 Est. Population by Single-Classification Race	27,241	
White Alone	23,898	87.73%
Black or African American Alone	342	1.26%
Amer. Indian and Alaska Native Alone	94	0.35%
Asian Alone	484	1.78%
Native Hawaiian and Other Pacific Island Alone	12	0.04%
Some Other Race Alone	1,870	6.87%
Two or More Races	541	1.99%
2021 Est. Population by Hispanic or Latino Origin	27,241	
Not Hispanic or Latino	22,838	83.84%
Hispanic or Latino	4,403	16.16%
Mexican	3,766	85.53%
Puerto Rican	237	5.38%
Cuban	44	1.00%
All Other Hispanic or Latino	356	8.09%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	4,403	
White Alone	2,228	50.60%
Black or African American Alone	31	0.70%
American Indian and Alaska Native Alone	59	1.34%
Asian Alone	10	0.23%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,862	42.29%
Two or More Races	213	4.84%
2021 Est. Pop by Race, Asian Alone, by Category	484	
Chinese, except Taiwanese	106	21.90%
Filipino	120	24.79%
Japanese	48	9.92%
Asian Indian	80	16.53%
Korean	25	5.17%
Vietnamese	73	15.08%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.21%
All Other Asian Races Including 2+ Category	31	6.41%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	27,241	
Arab	11	0.04%
Czech	216	0.79%
Danish	104	0.38%
Dutch	192	0.71%
English	1,445	5.31%
French (except Basque)	646	2.37%
French Canadian	138	0.51%
German	6,754	24.79%
Greek	199	0.73%
Hungarian	225	0.83%
Irish	3,251	11.93%
Italian	1,708	6.27%
Lithuanian	123	0.45%
United States or American	607	2.23%
Norwegian	677	2.49%
Polish	2,323	8.53%
Portuguese	41	0.15%
Russian	101	0.37%
Scottish	216	0.79%
Scotch-Irish	195	0.72%
Slovak	52	0.19%
Subsaharan African	19	0.07%
Swedish	699	2.57%
Swiss	58	0.21%
Ukrainian	90	0.33%
Welsh	86	0.32%
West Indian (except Hisp. groups)	19	0.07%
Other ancestries	4,298	15.78%
Ancestry Unclassified	2,748	10.09%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	21,825	84.70%
Speak Asian/Pacific Island Language at Home	283	1.10%
Speak IndoEuropean Language at Home	807	3.13%
Speak Spanish at Home	2,842	11.03%
Speak Other Language at Home	10	0.04%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	27,241	
Age 0 - 4	1,474	5.41%
Age 5 - 9	1,533	5.63%
Age 10 - 14	1,788	6.56%
Age 15 - 17	1,152	4.23%
Age 18 - 20	1,017	3.73%
Age 21 - 24	1,286	4.72%
Age 25 - 34	3,124	11.47%
Age 35 - 44	3,728	13.69%
Age 45 - 54	3,809	13.98%
Age 55 - 64	3,885	14.26%
Age 65 - 74	2,547	9.35%
Age 75 - 84	1,292	4.74%
Age 85 and over	606	2.23%
Age 16 and over	22,069	81.01%
Age 18 and over	21,294	78.17%
Age 21 and over	20,277	74.44%
Age 65 and over	4,445	16.32%
2021 Est. Median Age		41.12
2021 Est. Average Age		40.60
2021 Est. Population by Sex	27,241	
Male	13,305	48.84%
Female	13,936	51.16%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	13,305	
Age 0 - 4	746	5.61%
Age 5 - 9	785	5.90%
Age 10 - 14	911	6.85%
Age 15 - 17	574	4.31%
Age 18 - 20	520	3.91%
Age 21 - 24	671	5.04%
Age 25 - 34	1,576	11.85%
Age 35 - 44	1,864	14.01%
Age 45 - 54	1,878	14.12%
Age 55 - 64	1,913	14.38%
Age 65 - 74	1,161	8.73%
Age 75 - 84	535	4.02%
Age 85 and over	171	1.29%
2021 Est. Median Age, Male		39.77
2021 Est. Average Age, Male		39.30
2021 Est. Female Population by Age	13,936	
Age 0 - 4	728	5.22%
Age 5 - 9	748	5.37%
Age 10 - 14	877	6.29%
Age 15 - 17	578	4.15%
Age 18 - 20	497	3.57%
Age 21 - 24	615	4.41%
Age 25 - 34	1,548	11.11%
Age 35 - 44	1,864	13.38%
Age 45 - 54	1,931	13.86%
Age 55 - 64	1,972	14.15%
Age 65 - 74	1,386	9.95%
Age 75 - 84	757	5.43%
Age 85 and over	435	3.12%
2021 Est. Median Age, Female		42.47
2021 Est. Average Age, Female		41.90

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,178	27.52%
Males, Never Married	3,379	15.05%
Females, Never Married	2,799	12.47%
Married, Spouse present	11,980	53.37%
Married, Spouse absent	633	2.82%
Widowed	1,591	7.09%
Males Widowed	285	1.27%
Females Widowed	1,306	5.82%
Divorced	2,064	9.20%
Males Divorced	959	4.27%
Females Divorced	1,105	4.92%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	514	2.7%
Some High School, no diploma	924	4.9%
High School Graduate (or GED)	5,932	31.2%
Some College, no degree	4,409	23.2%
Associate Degree	2,058	10.8%
Bachelor's Degree	3,470	18.3%
Master's Degree	1,473	7.8%
Professional School Degree	159	0.8%
Doctorate Degree	52	0.3%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	625	25.91%
High School Graduate	1,065	44.15%
Some College or Associate's Degree	571	23.67%
Bachelor's Degree or Higher	151	6.26%
Households		
2026 Projection	10,480	
2021 Estimate	10,381	
2010 Census	10,124	
2000 Census	7,989	
Growth 2021 - 2026		0.95%
Growth 2010 - 2021		2.54%
Growth 2000 - 2010		26.72%
2021 Est. Households by Household Type	10,381	
Family Households	7,157	68.94%
Nonfamily Households	3,224	31.06%
2021 Est. Group Quarters Population	188	
2021 Households by Ethnicity, Hispanic/Latino	1,053	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	10,381	
Income < \$15,000	542	5.22%
Income \$15,000 - \$24,999	826	7.96%
Income \$25,000 - \$34,999	791	7.62%
Income \$35,000 - \$49,999	1,076	10.37%
Income \$50,000 - \$74,999	1,887	18.18%
Income \$75,000 - \$99,999	1,476	14.22%
Income \$100,000 - \$124,999	1,141	10.99%
Income \$125,000 - \$149,999	849	8.18%
Income \$150,000 - \$199,999	947	9.12%
Income \$200,000 - \$249,999	404	3.89%
Income \$250,000 - \$499,999	337	3.25%
Income \$500,000+	105	1.01%
2021 Est. Average Household Income		\$97,609
2021 Est. Median Household Income		\$76,030
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$76,346
Black or African American Alone		\$77,805
American Indian and Alaska Native Alone		\$46,317
Asian Alone		\$108,677
Native Hawaiian and Other Pacific Islander Alone		\$63,291
Some Other Race Alone		\$70,831
Two or More Races		\$56,663
Hispanic or Latino		\$59,992
Not Hispanic or Latino		\$79,839
2021 Est. Family HH Type by Presence of Own Child.	7,157	
Married-Couple Family, own children	2,627	36.71%
Married-Couple Family, no own children	3,011	42.07%
Male Householder, own children	231	3.23%
Male Householder, no own children	216	3.02%
Female Householder, own children	610	8.52%
Female Householder, no own children	462	6.46%
2021 Est. Households by Household Size	10,381	
1-person	2,742	26.41%
2-person	3,212	30.94%
3-person	1,724	16.61%
4-person	1,574	15.16%
5-person	690	6.65%
6-person	275	2.65%
7-or-more-person	164	1.58%
2021 Est. Average Household Size		2.61

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	10,381	
Households with 1 or More People under Age 18:	3,727	35.90%
Married-Couple Family	2,730	73.25%
Other Family, Male Householder	280	7.51%
Other Family, Female Householder	675	18.11%
Nonfamily, Male Householder	30	0.81%
Nonfamily, Female Householder	12	0.32%
Households with No People under Age 18:	6,654	64.10%
Married-Couple Family	2,908	43.70%
Other Family, Male Householder	169	2.54%
Other Family, Female Householder	395	5.94%
Nonfamily, Male Householder	1,364	20.50%
Nonfamily, Female Householder	1,818	27.32%
2021 Est. Households by Number of Vehicles	10,381	
No Vehicles	762	7.34%
1 Vehicle	2,687	25.88%
2 Vehicles	4,391	42.30%
3 Vehicles	1,893	18.24%
4 Vehicles	512	4.93%
5 or more Vehicles	136	1.31%
2021 Est. Average Number of Vehicles		1.9
Family Households		
2026 Projection	7,226	
2021 Estimate	7,157	
2010 Census	6,985	
2000 Census	5,676	
Growth 2021 - 2026		0.96%
Growth 2010 - 2021		2.46%
Growth 2000 - 2010		23.06%
2021 Est. Families by Poverty Status	7,157	
2021 Families at or Above Poverty	6,814	95.21%
2021 Families at or Above Poverty with Children	3,016	42.14%
2021 Families Below Poverty	343	4.79%
2021 Families Below Poverty with Children	263	3.68%
2021 Est. Pop 16+ by Employment Status	22,069	
Civilian Labor Force, Employed	14,171	64.21%
Civilian Labor Force, Unemployed	600	2.72%
Armed Forces	0	0.00%
Not in Labor Force	7,298	33.07%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	14,252	
For-Profit Private Workers	10,893	76.43%
Non-Profit Private Workers	943	6.62%
Local Government Workers	81	0.57%
State Government Workers	201	1.41%
Federal Government Workers	1,147	8.05%
Self-Employed Workers	960	6.74%
Unpaid Family Workers	27	0.19%
2021 Est. Civ. Employed Pop 16+ by Occupation	14,252	
Architect/Engineer	181	1.27%
Arts/Entertainment/Sports	170	1.19%
Building Grounds Maintenance	617	4.33%
Business/Financial Operations	563	3.95%
Community/Social Services	179	1.26%
Computer/Mathematical	309	2.17%
Construction/Extraction	756	5.31%
Education/Training/Library	859	6.03%
Farming/Fishing/Forestry	21	0.15%
Food Prep/Serving	704	4.94%
Health Practitioner/Technician	659	4.62%
Healthcare Support	273	1.92%
Maintenance Repair	706	4.95%
Legal	138	0.97%
Life/Physical/Social Science	152	1.07%
Management	1,398	9.81%
Office/Admin. Support	1,742	12.22%
Production	1,231	8.64%
Protective Services	279	1.96%
Sales/Related	1,537	10.79%
Personal Care/Service	501	3.52%
Transportation/Moving	1,277	8.96%
2021 Est. Pop 16+ by Occupation Classification	14,252	
White Collar	7,887	55.34%
Blue Collar	3,970	27.86%
Service and Farm	2,395	16.81%
2021 Est. Workers Age 16+ by Transp. to Work	14,018	
Drove Alone	11,585	82.64%
Car Pooled	1,123	8.01%
Public Transportation	237	1.69%
Walked	87	0.62%
Bicycle	0	0.00%
Other Means	99	0.71%
Worked at Home	887	6.33%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,216	
15 - 29 Minutes	4,173	
30 - 44 Minutes	2,394	
45 - 59 Minutes	1,363	
60 or more Minutes	2,044	
2021 Est. Avg Travel Time to Work in Minutes		33
2021 Est. Occupied Housing Units by Tenure	10,381	
Owner Occupied	7,970	76.78%
Renter Occupied	2,411	23.23%
2021 Owner Occ. HUs: Avg. Length of Residence		15.6
2021 Renter Occ. HUs: Avg. Length of Residence		7
2021 Est. Owner-Occupied Housing Units by Value	10,381	
Value Less than \$20,000	88	1.10%
Value \$20,000 - \$39,999	111	1.39%
Value \$40,000 - \$59,999	67	0.84%
Value \$60,000 - \$79,999	138	1.73%
Value \$80,000 - \$99,999	292	3.66%
Value \$100,000 - \$149,999	1,206	15.13%
Value \$150,000 - \$199,999	2,034	25.52%
Value \$200,000 - \$299,999	2,422	30.39%
Value \$300,000 - \$399,999	884	11.09%
Value \$400,000 - \$499,999	428	5.37%
Value \$500,000 - \$749,999	244	3.06%
Value \$750,000 - \$999,999	41	0.51%
Value \$1,000,000 or \$1,499,999	6	0.08%
Value \$1,500,000 or \$1,999,999	6	0.08%
Value \$2,000,000+	3	0.04%
2021 Est. Median All Owner-Occupied Housing Value		\$201,446
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	7,650	68.53%
1 Unit Attached	1,192	10.68%
2 Units	188	1.68%
3 or 4 Units	605	5.42%
5 to 19 Units	1,028	9.21%
20 to 49 Units	85	0.76%
50 or More Units	391	3.50%
Mobile Home or Trailer	12	0.11%
Boat, RV, Van, etc.	12	0.11%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	510	4.57%
Housing Units Built 2010 to 2014	83	0.74%
Housing Units Built 2000 to 2009	2,411	21.60%
Housing Units Built 1990 to 1999	2,108	18.88%
Housing Units Built 1980 to 1989	1,245	11.15%
Housing Units Built 1970 to 1979	1,896	16.99%
Housing Units Built 1960 to 1969	911	8.16%
Housing Units Built 1950 to 1959	1,033	9.25%
Housing Units Built 1940 to 1949	249	2.23%
Housing Unit Built 1939 or Earlier	717	6.42%
2021 Est. Median Year Structure Built		1986

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

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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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