



The **Retail** Coach.®

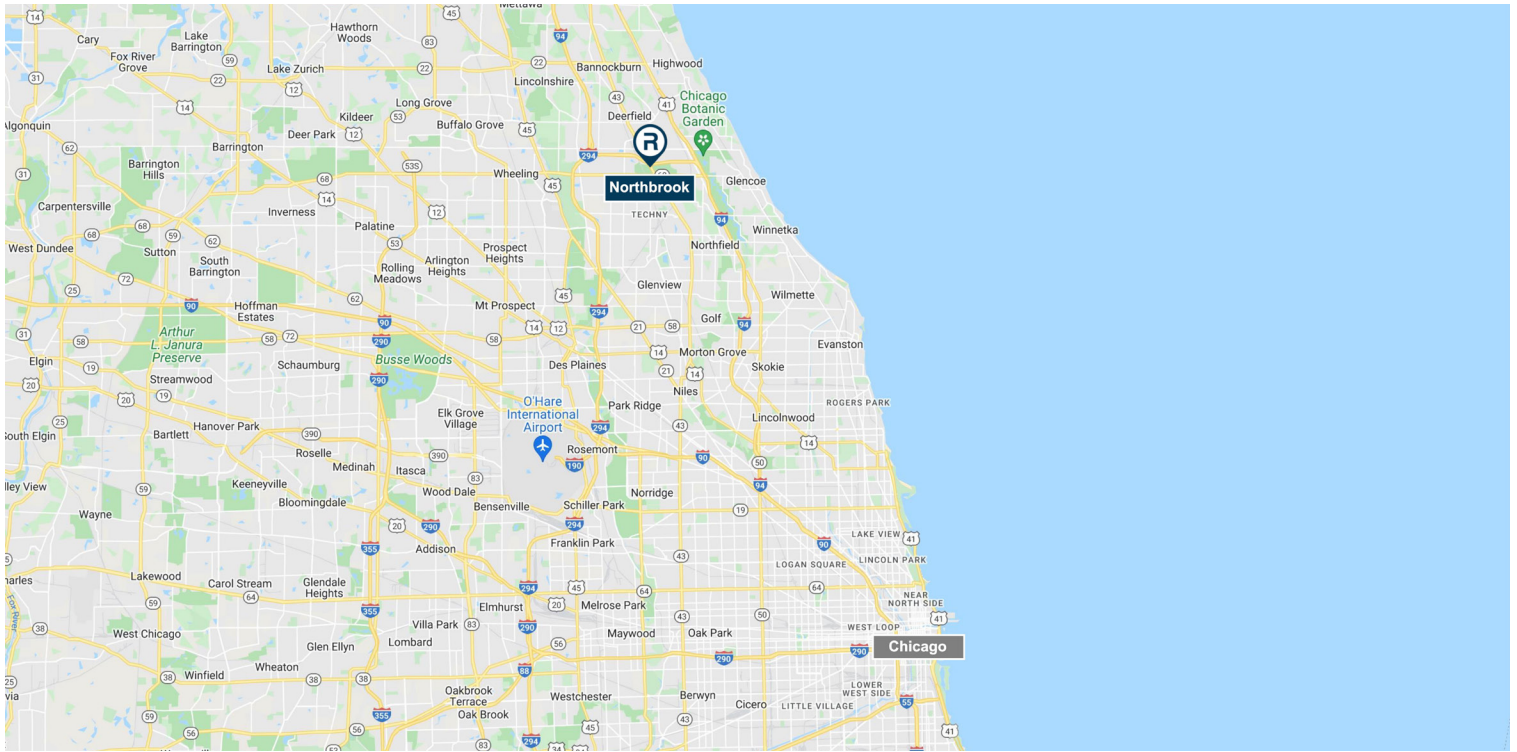
# Community Demographic Profile

NORTHBROOK, ILLINOIS

Prepared for Village of Northbrook  
March 2022

# Community • Demographic Snapshot

## Northbrook, Illinois



### Population

2010	33,170	0 - 9 Years	8.88%
2022	35,659	10 - 17 Years	8.30%
2027	36,761	18 - 24 Years	8.67%

### Educational Attainment (%)

Graduate or Professional Degree	34.67%	25 - 34 Years	12.16%
Bachelors Degree	36.34%	35 - 44 Years	6.41%
Associate Degree	3.47%	45 - 54 Years	10.61%
Some College	12.55%	55 - 64 Years	15.96%
High School Graduate (GED)	10.73%	65 and Older	29.02%
Some High School, No Degree	1.43%	Median Age	50.81
Less than 9th Grade	0.81%	Average Age	46.80

### Income

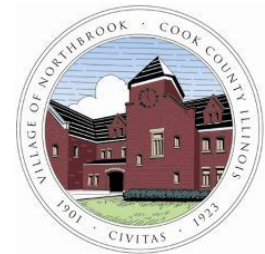
Average HH	\$194,167
Median HH	\$139,085
Per Capita	\$71,104

### Age

0 - 9 Years	8.88%
10 - 17 Years	8.30%
18 - 24 Years	8.67%
25 - 34 Years	12.16%
35 - 44 Years	6.41%
45 - 54 Years	10.61%
55 - 64 Years	15.96%
65 and Older	29.02%
Median Age	50.81
Average Age	46.80

### Race Distribution (%)

White	82.25%
Black/African American	0.66%
American Indian/Alaskan	0.05%
Asian	14.89%
Native Hawaiian/Islander	0.01%
Other Race	0.53%
Two or More Races	1.61%
Hispanic	3.03%



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# Community • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	36,761	
2022 Estimate	35,659	
2010 Census	33,170	
2000 Census	33,785	
Growth 2022 - 2027		3.09%
Growth 2010 - 2022		7.50%
Growth 2000 - 2010		-1.82%
<b>2022 Est. Population by Single-Classification Race</b>	<b>35,659</b>	
White Alone	29,328	82.25%
Black or African American Alone	237	0.66%
Amer. Indian and Alaska Native Alone	18	0.05%
Asian Alone	5,310	14.89%
Native Hawaiian and Other Pacific Island Alone	3	0.01%
Some Other Race Alone	190	0.53%
Two or More Races	573	1.61%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>35,659</b>	
Not Hispanic or Latino	34,577	96.97%
Hispanic or Latino	1,082	3.03%
Mexican	470	43.50%
Puerto Rican	113	10.44%
Cuban	118	10.95%
All Other Hispanic or Latino	380	35.11%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>1,082</b>	
White Alone	806	74.51%
Black or African American Alone	10	0.92%
American Indian and Alaska Native Alone	10	0.92%
Asian Alone	9	0.82%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	164	15.15%
Two or More Races	83	7.68%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>5,310</b>	
Chinese, except Taiwanese	1,504	28.33%
Filipino	331	6.23%
Japanese	82	1.54%
Asian Indian	939	17.68%
Korean	2,031	38.25%
Vietnamese	44	0.83%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	7	0.13%
All Other Asian Races Including 2+ Category	372	7.00%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>35,659</b>	
Arab	1	0.00%
Czech	187	0.53%
Danish	107	0.30%
Dutch	252	0.71%
English	1,764	4.95%
French (except Basque)	530	1.49%
French Canadian	82	0.23%
German	4,153	11.65%
Greek	1,001	2.81%
Hungarian	526	1.47%
Irish	2,494	6.99%
Italian	1,343	3.77%
Lithuanian	248	0.70%
United States or American	1,150	3.23%
Norwegian	469	1.32%
Polish	2,680	7.52%
Portuguese	3	0.01%
Russian	2,520	7.07%
Scottish	319	0.89%
Scotch-Irish	143	0.40%
Slovak	70	0.20%
Subsaharan African	81	0.23%
Swedish	763	2.14%
Swiss	65	0.18%
Ukrainian	510	1.43%
Welsh	230	0.65%
West Indian (except Hisp. groups)	33	0.09%
Other ancestries	9,975	27.97%
Ancestry Unclassified	3,959	11.10%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	782	75.44%
Speak Asian/Pacific Island Language at Home	93	8.94%
Speak IndoEuropean Language at Home	134	12.96%
Speak Spanish at Home	19	1.81%
Speak Other Language at Home	9	0.85%

# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>35,659</b>	
Age 0 - 4	1,480	4.15%
Age 5 - 9	1,686	4.73%
Age 10 - 14	1,700	4.77%
Age 15 - 17	1,258	3.53%
Age 18 - 20	1,232	3.46%
Age 21 - 24	1,861	5.22%
Age 25 - 34	4,336	12.16%
Age 35 - 44	2,286	6.41%
Age 45 - 54	3,782	10.61%
Age 55 - 64	5,689	15.96%
Age 65 - 74	5,117	14.35%
Age 75 - 84	3,437	9.64%
Age 85 and over	1,795	5.04%
Age 16 and over	30,379	85.19%
Age 18 and over	29,535	82.83%
Age 21 and over	28,303	79.37%
Age 65 and over	10,349	29.02%
2022 Est. Median Age		50.81
2022 Est. Average Age		46.80
<b>2022 Est. Population by Sex</b>	<b>35,659</b>	
Male	17,027	47.75%
Female	18,632	52.25%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>17,027</b>	
Age 0 - 4	757	4.45%
Age 5 - 9	861	5.06%
Age 10 - 14	858	5.04%
Age 15 - 17	633	3.72%
Age 18 - 20	630	3.70%
Age 21 - 24	964	5.66%
Age 25 - 34	2,241	13.16%
Age 35 - 44	1,191	7.00%
Age 45 - 54	1,760	10.34%
Age 55 - 64	2,642	15.52%
Age 65 - 74	2,304	13.53%
Age 75 - 84	1,500	8.81%
Age 85 and over	685	4.02%
2022 Est. Median Age, Male		47.50
2022 Est. Average Age, Male		45.10
<b>2022 Est. Female Population by Age</b>	<b>18,632</b>	
Age 0 - 4	723	3.88%
Age 5 - 9	825	4.43%
Age 10 - 14	842	4.52%
Age 15 - 17	625	3.36%
Age 18 - 20	602	3.23%
Age 21 - 24	897	4.81%
Age 25 - 34	2,094	11.24%
Age 35 - 44	1,095	5.88%
Age 45 - 54	2,022	10.85%
Age 55 - 64	3,047	16.36%
Age 65 - 74	2,812	15.10%
Age 75 - 84	1,937	10.40%
Age 85 and over	1,110	5.96%
2022 Est. Median Age, Female		53.32
2022 Est. Average Age, Female		48.40

# Community • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	5,963	19.36%
Males, Never Married	3,034	9.85%
Females, Never Married	2,929	9.51%
Married, Spouse present	19,571	63.56%
Married, Spouse absent	576	1.87%
Widowed	2,584	8.39%
Males Widowed	616	2.00%
Females Widowed	1,968	6.39%
Divorced	2,101	6.82%
Males Divorced	892	2.90%
Females Divorced	1,209	3.93%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	215	0.8%
Some High School, no diploma	379	1.4%
High School Graduate (or GED)	2,838	10.7%
Some College, no degree	3,319	12.6%
Associate Degree	916	3.5%
Bachelor's Degree	9,608	36.3%
Master's Degree	5,584	21.1%
Professional School Degree	2,617	9.9%
Doctorate Degree	968	3.7%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	154	19.16%
High School Graduate	155	19.32%
Some College or Associate's Degree	121	15.10%
Bachelor's Degree or Higher	372	46.43%
<b>Households</b>		
2027 Projection	13,164	
2022 Estimate	12,854	
2010 Census	12,796	
2000 Census	12,456	
Growth 2022 - 2027		2.41%
Growth 2010 - 2022		0.45%
Growth 2000 - 2010		2.73%
<b>2022 Est. Households by Household Type</b>	<b>12,854</b>	
Family Households	9,455	73.56%
Nonfamily Households	3,399	26.44%
2022 Est. Group Quarters Population	558	
2022 Households by Ethnicity, Hispanic/Latino	281	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>12,854</b>	
Income < \$15,000	471	3.66%
Income \$15,000 - \$24,999	353	2.75%
Income \$25,000 - \$34,999	674	5.24%
Income \$35,000 - \$49,999	799	6.22%
Income \$50,000 - \$74,999	1,265	9.84%
Income \$75,000 - \$99,999	1,007	7.83%
Income \$100,000 - \$124,999	1,188	9.24%
Income \$125,000 - \$149,999	1,156	8.99%
Income \$150,000 - \$199,999	1,587	12.35%
Income \$200,000 - \$249,999	1,087	8.46%
Income \$250,000 - \$499,999	1,781	13.86%
Income \$500,000+	1,486	11.56%
2022 Est. Average Household Income		\$194,167
2022 Est. Median Household Income		\$139,085
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$138,872
Black or African American Alone		\$123,177
American Indian and Alaska Native Alone		\$59,760
Asian Alone		\$149,736
Native Hawaiian and Other Pacific Islander Alone		\$138,025
Some Other Race Alone		\$54,821
Two or More Races		\$61,128
Hispanic or Latino		\$98,860
Not Hispanic or Latino		\$140,314
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>9,455</b>	
Married-Couple Family, own children	3,495	36.97%
Married-Couple Family, no own children	4,928	52.12%
Male Householder, own children	97	1.03%
Male Householder, no own children	157	1.66%
Female Householder, own children	354	3.74%
Female Householder, no own children	424	4.48%
<b>2022 Est. Households by Household Size</b>	<b>12,854</b>	
1-person	3,198	24.88%
2-person	4,772	37.13%
3-person	1,936	15.06%
4-person	1,911	14.87%
5-person	781	6.08%
6-person	191	1.49%
7-or-more-person	65	0.51%
2022 Est. Average Household Size		2.46

# Community • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>12,854</b>	
Households with 1 or More People under Age 18:	4,045	31.47%
Married-Couple Family	3,542	87.57%
Other Family, Male Householder	107	2.65%
Other Family, Female Householder	392	9.69%
Nonfamily, Male Householder	2	0.05%
Nonfamily, Female Householder	2	0.05%
<b>Households with No People under Age 18:</b>	<b>8,809</b>	<b>68.53%</b>
Married-Couple Family	4,885	55.46%
Other Family, Male Householder	144	1.64%
Other Family, Female Householder	387	4.39%
Nonfamily, Male Householder	1,032	11.72%
Nonfamily, Female Householder	2,361	26.80%
<b>2022 Est. Households by Number of Vehicles</b>	<b>12,854</b>	
No Vehicles	759	5.91%
1 Vehicle	3,594	27.96%
2 Vehicles	6,129	47.68%
3 Vehicles	1,988	15.47%
4 Vehicles	302	2.35%
5 or more Vehicles	82	0.64%
2022 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2027 Projection	9,659	
2022 Estimate	9,455	
2010 Census	9,489	
2000 Census	9,731	
Growth 2022 - 2027		2.16%
Growth 2010 - 2022		-0.36%
Growth 2000 - 2010		-2.49%
<b>2022 Est. Families by Poverty Status</b>	<b>9,455</b>	
2022 Families at or Above Poverty	9,237	97.69%
2022 Families at or Above Poverty with Children	3,599	38.07%
2022 Families Below Poverty	218	2.31%
2022 Families Below Poverty with Children	108	1.14%
<b>2022 Est. Pop 16+ by Employment Status</b>	<b>30,379</b>	
Civilian Labor Force, Employed	17,075	56.21%
Civilian Labor Force, Unemployed	422	1.39%
Armed Forces	12	0.04%
Not in Labor Force	12,871	42.37%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>17,509</b>	
For-Profit Private Workers	11,413	65.18%
Non-Profit Private Workers	1,485	8.48%
Local Government Workers	171	0.98%
State Government Workers	273	1.56%
Federal Government Workers	1,103	6.30%
Self-Employed Workers	3,038	17.35%
Unpaid Family Workers	26	0.15%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>17,509</b>	
Architect/Engineer	421	2.40%
Arts/Entertainment/Sports	578	3.30%
Building Grounds Maintenance	182	1.04%
Business/Financial Operations	2,011	11.48%
Community/Social Services	279	1.60%
Computer/Mathematical	952	5.44%
Construction/Extraction	214	1.22%
Education/Training/Library	1,427	8.15%
Farming/Fishing/Forestry	1	0.01%
Food Prep/Serving	198	1.13%
Health Practitioner/Technician	1,503	8.59%
Healthcare Support	167	0.95%
Maintenance Repair	197	1.12%
Legal	773	4.41%
Life/Physical/Social Science	276	1.58%
Management	3,304	18.87%
Office/Admin. Support	1,259	7.19%
Production	312	1.78%
Protective Services	225	1.29%
Sales/Related	2,357	13.46%
Personal Care/Service	436	2.49%
Transportation/Moving	436	2.49%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>17,509</b>	
White Collar	15,142	86.48%
Blue Collar	1,158	6.62%
Service and Farm	1,209	6.90%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>17,509</b>	
Drove Alone	12,176	69.54%
Car Pooled	877	5.01%
Public Transportation	2,038	11.64%
Walked	276	1.57%
Bicycle	96	0.55%
Other Means	182	1.04%
Worked at Home	1,863	10.64%

# Community • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,773	24.12%
15 - 29 Minutes	4,228	27.02%
30 - 44 Minutes	3,307	21.13%
45 - 59 Minutes	1,778	11.37%
60 or more Minutes	2,559	16.36%
2022 Est. Avg Travel Time to Work in Minutes		34
2022 Est. Occupied Housing Units by Tenure	12,854	
Owner Occupied	11,240	87.44%
Renter Occupied	1,614	12.56%
2022 Owner Occ. HUs: Avg. Length of Residence		17.30†
2022 Renter Occ. HUs: Avg. Length of Residence		7.30†
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>11,240</b>	
Value Less than \$20,000	40	0.36%
Value \$20,000 - \$39,999	17	0.15%
Value \$40,000 - \$59,999	7	0.06%
Value \$60,000 - \$79,999	4	0.04%
Value \$80,000 - \$99,999	11	0.10%
Value \$100,000 - \$149,999	86	0.77%
Value \$150,000 - \$199,999	155	1.38%
Value \$200,000 - \$299,999	509	4.53%
Value \$300,000 - \$399,999	1,251	11.13%
Value \$400,000 - \$499,999	1,823	16.22%
Value \$500,000 - \$749,999	3,746	33.33%
Value \$750,000 - \$999,999	1,930	17.17%
Value \$1,000,000 or \$1,499,999	1,148	10.21%
Value \$1,500,000 or \$1,999,999	389	3.46%
Value \$2,000,000+	124	1.10%
2022 Est. Median All Owner-Occupied Housing Value		\$602,714
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	8,395	65.31%
1 Unit Attached	1,648	12.82%
2 Units	34	0.26%
3 or 4 Units	163	1.27%
5 to 19 Units	505	3.93%
20 to 49 Units	1,043	8.11%
50 or More Units	1,066	8.29%
Mobile Home or Trailer	2	0.02%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	1,117	8.69%
Housing Units Built 2010 to 2014	201	1.56%
Housing Units Built 2000 to 2009	1,300	10.11%
Housing Units Built 1990 to 1999	1,059	8.24%
Housing Units Built 1980 to 1989	1,290	10.04%
Housing Units Built 1970 to 1979	2,604	20.26%
Housing Units Built 1960 to 1969	2,546	19.81%
Housing Units Built 1950 to 1959	2,083	16.21%
Housing Units Built 1940 to 1949	460	3.58%
Housing Unit Built 1939 or Earlier	194	1.51%
2022 Est. Median Year Structure Built		1974

† 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**RetailCoach**.®

## 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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