



The**Retail**Coach.®

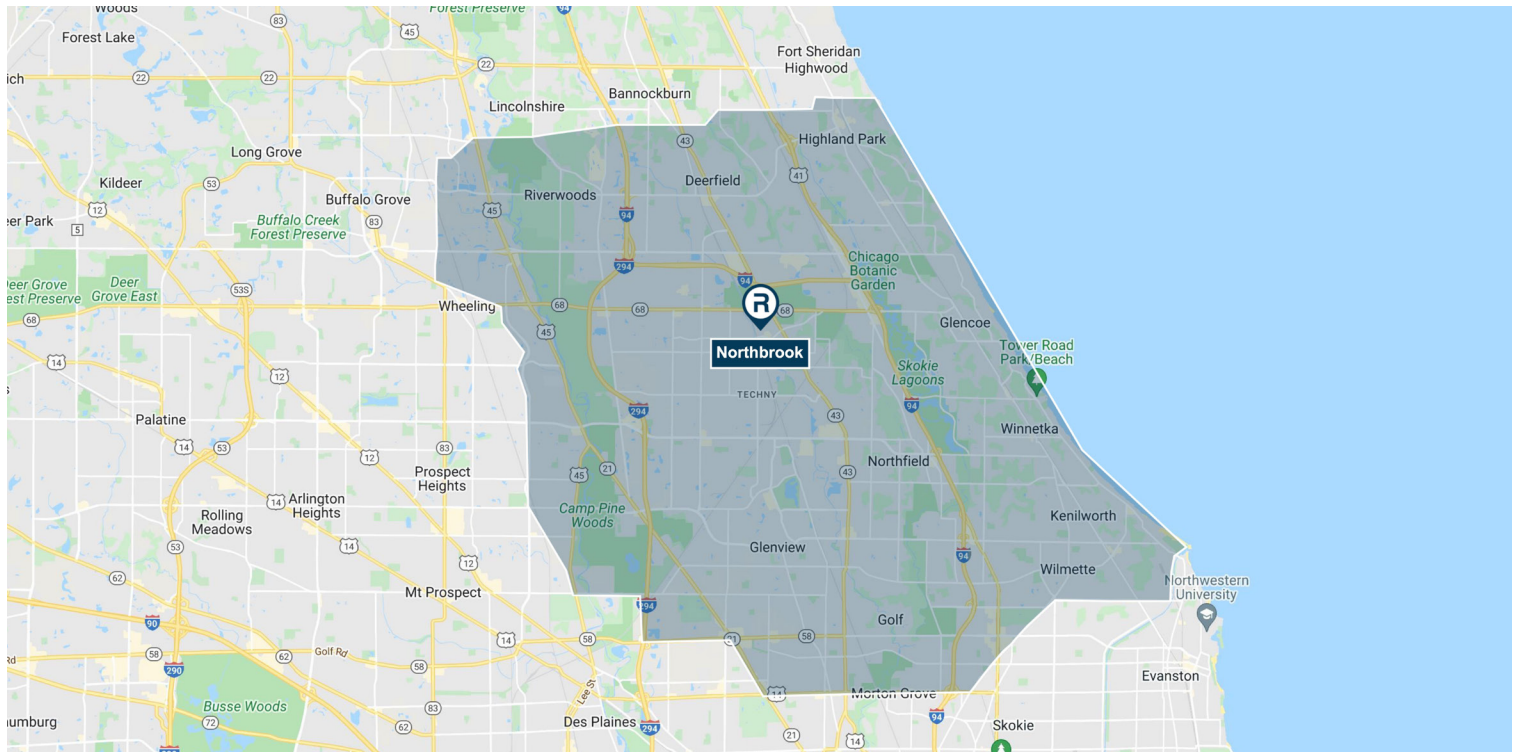
# Primary Retail Trade Area Demographic Profile

NORTHBROOK, ILLINOIS

Prepared for Village of Northbrook  
March 2022

# Primary Retail Trade Area • Demographic Snapshot

## Northbrook, Illinois



### Population

2010	267,356	0 - 9 Years	10.63%
2022	266,335	10 - 17 Years	9.70%
2027	268,670	18 - 24 Years	8.79%

### Educational Attainment (%)

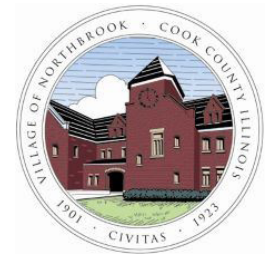
Graduate or Professional Degree	32.24%	25 - 34 Years	12.31%
Bachelors Degree	33.26%	35 - 44 Years	8.84%
Associate Degree	4.79%	45 - 54 Years	11.44%
Some College	12.51%	55 - 64 Years	14.88%
High School Graduate (GED)	12.49%	65 and Older	23.40%
Some High School, No Degree	2.34%	Median Age	44.70
Less than 9th Grade	2.37%	Average Age	43.42

### Income

Average HH	\$188,162
Median HH	\$127,014
Per Capita	\$72,744

### Race Distribution (%)

White	76.54%
Black/African American	1.71%
American Indian/Alaskan	0.21%
Asian	15.81%
Native Hawaiian/Islander	0.02%
Other Race	3.29%
Two or More Races	2.41%
Hispanic	9.58%



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# Primary Retail Trade Area • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	268,670	
2022 Estimate	266,335	
2010 Census	267,356	
2000 Census	265,635	
Growth 2022 - 2027		0.88%
Growth 2010 - 2022		0.-37%
Growth 2000 - 2010		0.65%
<b>2022 Est. Population by Single-Classification Race</b>	<b>266,335</b>	
White Alone	203,845	76.54%
Black or African American Alone	4,556	1.71%
Amer. Indian and Alaska Native Alone	565	0.21%
Asian Alone	42,115	15.81%
Native Hawaiian and Other Pacific Island Alone	62	0.02%
Some Other Race Alone	8,766	3.29%
Two or More Races	6,427	2.41%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>266,335</b>	
Not Hispanic or Latino	240,829	90.42%
Hispanic or Latino	25,506	9.58%
Mexican	18,429	72.25%
Puerto Rican	1,455	5.70%
Cuban	799	3.13%
All Other Hispanic or Latino	4,823	18.91%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>25,506</b>	
White Alone	14,750	57.83%
Black or African American Alone	289	1.13%
American Indian and Alaska Native Alone	418	1.64%
Asian Alone	198	0.78%
Native Hawaiian and Other Pacific Islander Alone	17	0.07%
Some Other Race Alone	8,445	33.11%
Two or More Races	1,390	5.45%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>42,115</b>	
Chinese, except Taiwanese	6,339	15.05%
Filipino	6,015	14.28%
Japanese	1,190	2.83%
Asian Indian	12,929	30.70%
Korean	9,935	23.59%
Vietnamese	605	1.44%
Cambodian	66	0.16%
Hmong	3	0.01%
Laotian	24	0.06%
Thai	744	1.77%
All Other Asian Races Including 2+ Category	4,265	10.13%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>266,335</b>	
Arab	57	0.02%
Czech	1,413	0.53%
Danish	981	0.37%
Dutch	1,742	0.65%
English	12,933	4.86%
French (except Basque)	3,096	1.16%
French Canadian	507	0.19%
German	28,915	10.86%
Greek	5,844	2.19%
Hungarian	1,929	0.72%
Irish	22,200	8.34%
Italian	10,833	4.07%
Lithuanian	1,775	0.67%
United States or American	7,800	2.93%
Norwegian	2,811	1.05%
Polish	19,991	7.51%
Portuguese	218	0.08%
Russian	13,144	4.93%
Scottish	2,589	0.97%
Scotch-Irish	1,050	0.39%
Slovak	506	0.19%
Subsaharan African	1,229	0.46%
Swedish	4,533	1.70%
Swiss	667	0.25%
Ukrainian	3,746	1.41%
Welsh	1,034	0.39%
West Indian (except Hisp. groups)	774	0.29%
Other ancestries	86,247	32.38%
Ancestry Unclassified	27,769	10.43%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	169,246	66.89%
Speak Asian/Pacific Island Language at Home	22,931	9.06%
Speak IndoEuropean Language at Home	35,752	14.13%
Speak Spanish at Home	20,012	7.91%
Speak Other Language at Home	5,087	2.01%

# Primary Retail Trade Area • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>266,335</b>	
Age 0 - 4	13,307	5.00%
Age 5 - 9	14,993	5.63%
Age 10 - 14	15,367	5.77%
Age 15 - 17	10,478	3.93%
Age 18 - 20	9,743	3.66%
Age 21 - 24	13,675	5.13%
Age 25 - 34	32,797	12.31%
Age 35 - 44	23,555	8.84%
Age 45 - 54	30,455	11.44%
Age 55 - 64	39,636	14.88%
Age 65 - 74	33,804	12.69%
Age 75 - 84	19,287	7.24%
Age 85 and over	9,239	3.47%
Age 16 and over	219,227	82.31%
Age 18 and over	212,190	79.67%
Age 21 and over	202,448	76.01%
Age 65 and over	62,330	23.40%
2022 Est. Median Age		44.70
2022 Est. Average Age		43.42
<b>2022 Est. Population by Sex</b>	<b>266,335</b>	
Male	128,603	48.29%
Female	137,733	51.71%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>128,603</b>	
Age 0 - 4	6,816	5.30%
Age 5 - 9	7,630	5.93%
Age 10 - 14	7,833	6.09%
Age 15 - 17	5,334	4.15%
Age 18 - 20	4,999	3.89%
Age 21 - 24	6,957	5.41%
Age 25 - 34	16,808	13.07%
Age 35 - 44	11,845	9.21%
Age 45 - 54	14,534	11.30%
Age 55 - 64	18,664	14.51%
Age 65 - 74	15,478	12.04%
Age 75 - 84	8,352	6.49%
Age 85 and over	3,352	2.61%
2022 Est. Median Age, Male		41.67
2022 Est. Average Age, Male		41.99
<b>2022 Est. Female Population by Age</b>	<b>137,733</b>	
Age 0 - 4	6,491	4.71%
Age 5 - 9	7,364	5.35%
Age 10 - 14	7,534	5.47%
Age 15 - 17	5,144	3.73%
Age 18 - 20	4,744	3.44%
Age 21 - 24	6,718	4.88%
Age 25 - 34	15,989	11.61%
Age 35 - 44	11,709	8.50%
Age 45 - 54	15,921	11.56%
Age 55 - 64	20,972	15.23%
Age 65 - 74	18,325	13.31%
Age 75 - 84	10,935	7.94%
Age 85 and over	5,888	4.28%
2022 Est. Median Age, Female		47.24
2022 Est. Average Age, Female		44.69

# Primary Retail Trade Area • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	53,726	24.13%
Males, Never Married	28,504	12.80%
Females, Never Married	25,222	11.33%
Married, Spouse present	130,699	58.70%
Married, Spouse absent	6,626	2.98%
Widowed	14,792	6.64%
Males Widowed	3,283	1.47%
Females Widowed	11,508	5.17%
Divorced	16,826	7.56%
Males Divorced	6,400	2.87%
Females Divorced	10,426	4.68%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	4,469	2.37%
Some High School, no diploma	4,418	2.34%
High School Graduate (or GED)	23,580	12.49%
Some College, no degree	23,609	12.51%
Associate Degree	9,048	4.79%
Bachelor's Degree	62,789	33.26%
Master's Degree	38,462	20.37%
Professional School Degree	16,339	8.66%
Doctorate Degree	6,059	3.21%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	3,646	25.90%
High School Graduate	3,436	24.41%
Some College or Associate's Degree	2,983	21.19%
Bachelor's Degree or Higher	4,010	28.49%
<b>Households</b>		
2027 Projection	103,175	
2022 Estimate	101,784	
2010 Census	100,345	
2000 Census	98,363	
Growth 2022 - 2027		1.37%
Growth 2010 - 2022		1.43%
Growth 2000 - 2010		2.02%
<b>2022 Est. Households by Household Type</b>	<b>101,784</b>	
Family Households	73,813	72.52%
Nonfamily Households	27,971	27.48%
2022 Est. Group Quarters Population	3,056	
2022 Households by Ethnicity, Hispanic/Latino	6,641	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>101,784</b>	
Income < \$15,000	5,110	5.02%
Income \$15,000 - \$24,999	3,915	3.85%
Income \$25,000 - \$34,999	5,163	5.07%
Income \$35,000 - \$49,999	6,878	6.76%
Income \$50,000 - \$74,999	11,040	10.85%
Income \$75,000 - \$99,999	9,306	9.14%
Income \$100,000 - \$124,999	8,802	8.65%
Income \$125,000 - \$149,999	7,917	7.78%
Income \$150,000 - \$199,999	11,229	11.03%
Income \$200,000 - \$249,999	7,343	7.21%
Income \$250,000 - \$499,999	12,478	12.26%
Income \$500,000+	12,602	12.38%
2022 Est. Average Household Income		\$188,162
2022 Est. Median Household Income		\$127,014
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$135,339
Black or African American Alone		\$59,163
American Indian and Alaska Native Alone		\$58,090
Asian Alone		\$116,939
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$58,543
Two or More Races		\$91,808
Hispanic or Latino		\$67,840
Not Hispanic or Latino		\$132,210
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>73,813</b>	
Married-Couple Family, own children	28,626	38.78%
Married-Couple Family, no own children	34,416	46.63%
Male Householder, own children	1,166	1.58%
Male Householder, no own children	1,800	2.44%
Female Householder, own children	3,721	5.04%
Female Householder, no own children	4,084	5.53%
<b>2022 Est. Households by Household Size</b>	<b>101,784</b>	
1-person	25,193	24.75%
2-person	33,993	33.40%
3-person	16,200	15.92%
4-person	15,561	15.29%
5-person	7,499	7.37%
6-person	2,338	2.30%
7-or-more-person	1,000	0.98%
2022 Est. Average Household Size		2.58

# Primary Retail Trade Area • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>101,784</b>	
Households with 1 or More People under Age 18:	34,810	34.20%
Married-Couple Family	29,203	83.89%
Other Family, Male Householder	1,362	3.91%
Other Family, Female Householder	4,134	11.88%
Nonfamily, Male Householder	81	0.23%
Nonfamily, Female Householder	30	0.09%
<b>Households with No People under Age 18:</b>	<b>66,974</b>	
Married-Couple Family	33,841	50.53%
Other Family, Male Householder	1,604	2.39%
Other Family, Female Householder	3,668	5.48%
Nonfamily, Male Householder	10,402	15.53%
Nonfamily, Female Householder	17,460	26.07%
<b>2022 Est. Households by Number of Vehicles</b>	<b>101,784</b>	
No Vehicles	5,679	5.58%
1 Vehicle	31,693	31.14%
2 Vehicles	46,478	45.66%
3 Vehicles	13,787	13.55%
4 Vehicles	3,035	2.98%
5 or more Vehicles	1,112	1.09%
2022 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2027 Projection	74,721	
2022 Estimate	73,813	
2010 Census	73,101	
2000 Census	73,522	
Growth 2022 - 2027		1.23%
Growth 2010 - 2022		0.97%
Growth 2000 - 2010		0.-56%
<b>2022 Est. Families by Poverty Status</b>	<b>73,813</b>	
2022 Families at or Above Poverty	71,026	96.22%
2022 Families at or Above Poverty with Children	31,162	42.22%
2022 Families Below Poverty	2,787	3.78%
2022 Families Below Poverty with Children	1,761	2.39%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	132,697	60.53%
Civilian Labor Force, Unemployed	4,127	1.88%
Armed Forces	64	0.03%
Not in Labor Force	82,340	37.56%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>131,952</b>	
For-Profit Private Workers	87,970	66.67%
Non-Profit Private Workers	12,807	9.71%
Local Government Workers	1,258	0.95%
State Government Workers	1,890	1.43%
Federal Government Workers	6,925	5.25%
Self-Employed Workers	20,682	15.67%
Unpaid Family Workers	420	0.32%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>131,952</b>	
Architect/Engineer	2,407	1.82%
Arts/Entertainment/Sports	4,038	3.06%
Building Grounds Maintenance	2,165	1.64%
Business/Financial Operations	12,921	9.79%
Community/Social Services	1,815	1.38%
Computer/Mathematical	6,532	4.95%
Construction/Extraction	2,607	1.98%
Education/Training/Library	8,998	6.82%
Farming/Fishing/Forestry	40	0.03%
Food Prep/Serving	3,973	3.01%
Health Practitioner/Technician	11,436	8.67%
Healthcare Support	3,108	2.35%
Maintenance Repair	1,844	1.40%
Legal	5,803	4.40%
Life/Physical/Social Science	1,914	1.45%
Management	20,868	15.82%
Office/Admin. Support	11,119	8.43%
Production	3,555	2.69%
Protective Services	1,300	0.99%
Sales/Related	15,840	12.00%
Personal Care/Service	3,792	2.87%
Transportation/Moving	5,878	4.45%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>131,952</b>	
White Collar	103,690	78.58%
Blue Collar	13,884	10.52%
Service and Farm	14,379	10.90%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>129,719</b>	
Drove Alone	88,948	68.57%
Car Pooled	9,519	7.34%
Public Transportation	16,057	12.38%
Walked	2,063	1.59%
Bicycle	610	0.47%
Other Means	1,216	0.94%
Worked at Home	11,307	8.72%



# Primary Retail Trade Area • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	24,632	
15 - 29 Minutes	36,938	
30 - 44 Minutes	26,226	
45 - 59 Minutes	14,553	
60 or more Minutes	16,572	
2022 Est. Avg Travel Time to Work in Minutes		34
2022 Est. Occupied Housing Units by Tenure	101,784	
Owner Occupied	80,993	79.57%
Renter Occupied	20,792	20.43%
2022 Owner Occ. HUs: Avg. Length of Residence		17.57 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		7.19 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>101,784</b>	
Value Less than \$20,000	307	0.38%
Value \$20,000 - \$39,999	165	0.20%
Value \$40,000 - \$59,999	165	0.20%
Value \$60,000 - \$79,999	221	0.27%
Value \$80,000 - \$99,999	403	0.50%
Value \$100,000 - \$149,999	1,624	2.00%
Value \$150,000 - \$199,999	2,305	2.85%
Value \$200,000 - \$299,999	7,085	8.75%
Value \$300,000 - \$399,999	10,759	13.28%
Value \$400,000 - \$499,999	11,376	14.05%
Value \$500,000 - \$749,999	18,295	22.59%
Value \$750,000 - \$999,999	12,314	15.20%
Value \$1,000,000 or \$1,499,999	9,228	11.39%
Value \$1,500,000 or \$1,999,999	3,596	4.44%
Value \$2,000,000+	3,152	3.89%
2022 Est. Median All Owner-Occupied Housing Value		\$568,352
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	66,479	60.56%
1 Unit Attached	10,062	9.17%
2 Units	687	0.63%
3 or 4 Units	2,591	2.36%
5 to 19 Units	12,131	11.05%
20 to 49 Units	7,607	6.93%
50 or More Units	9,448	8.61%
Mobile Home or Trailer	755	0.69%
Boat, RV, Van, etc.	16	0.02%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	5,105	4.65%
Housing Units Built 2010 to 2014	1,460	1.33%
Housing Units Built 2000 to 2009	11,077	10.09%
Housing Units Built 1990 to 1999	9,577	8.72%
Housing Units Built 1980 to 1989	9,656	8.80%
Housing Units Built 1970 to 1979	17,382	15.83%
Housing Units Built 1960 to 1969	19,225	17.51%
Housing Units Built 1950 to 1959	19,641	17.89%
Housing Units Built 1940 to 1949	4,884	4.45%
Housing Unit Built 1939 or Earlier	11,767	10.72%
2022 Est. Median Year Structure Built		1970

<sup>†</sup> 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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