



The**Retail**Coach.®

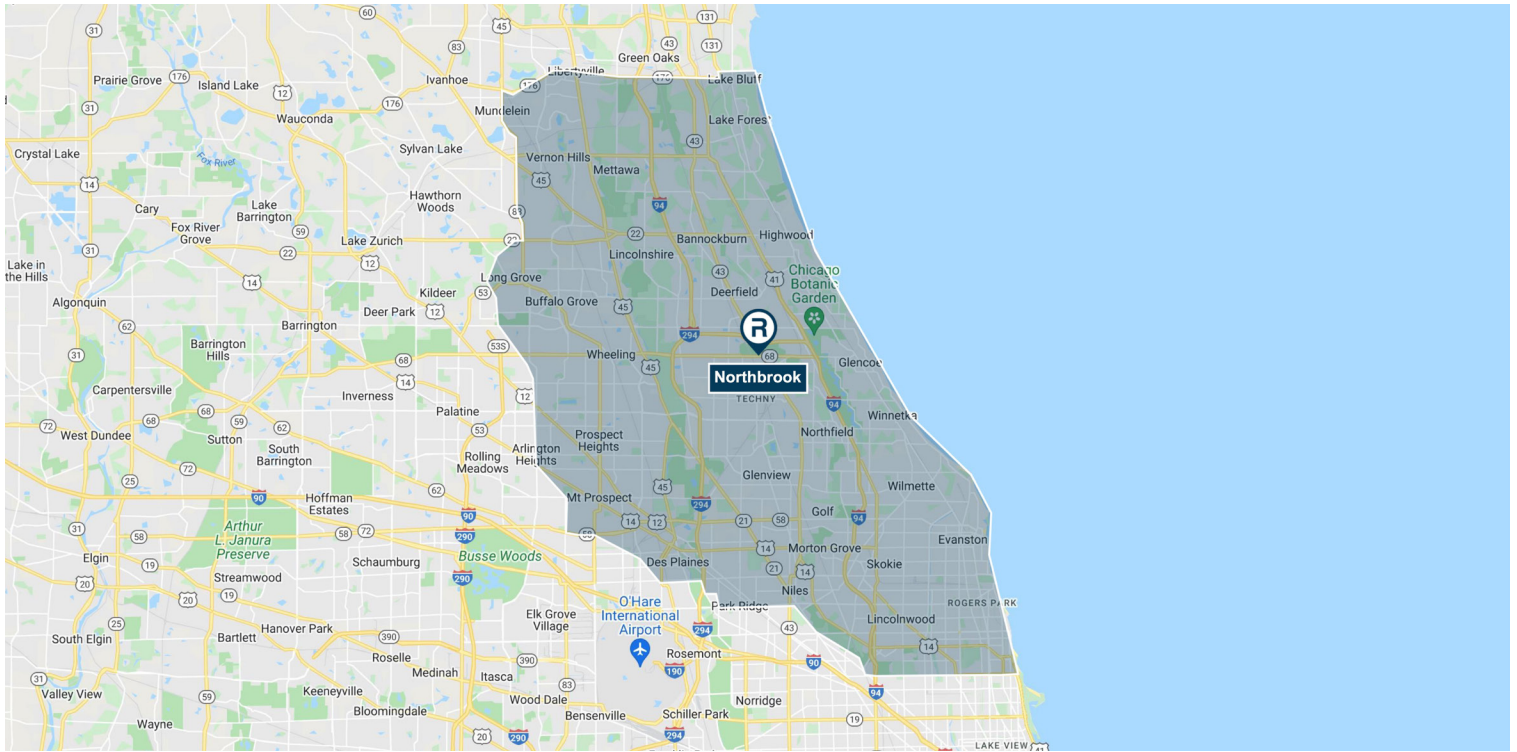
Secondary Retail Trade Area Demographic Profile

NORTHBROOK, ILLINOIS

Prepared for Village of Northbrook
March 2022

Secondary Retail Trade Area • Demographic Snapshot

Northbrook, Illinois



Population

2010	968,774	0 - 9 Years	10.45%
2022	962,017	10 - 17 Years	9.25%
2027	969,598	18 - 24 Years	9.04%

Educational Attainment (%)

Graduate or Professional Degree	25.74%	25 - 34 Years	12.64%
Bachelors Degree	31.50%	35 - 44 Years	11.84%
Associate Degree	5.61%	45 - 54 Years	12.31%
Some College	14.21%	55 - 64 Years	13.84%
High School Graduate (GED)	15.39%	65 and Older	20.62%
Some High School, No Degree	3.60%	Median Age	42.28
Less than 9th Grade	3.95%	Average Age	42.36

Income

Average HH	\$146,352
Median HH	\$96,914
Per Capita	\$59,169

Race Distribution (%)

White	68.66%
Black/African American	5.53%
American Indian/Alaskan	0.30%
Asian	16.59%
Native Hawaiian/Islander	0.03%
Other Race	5.75%
Two or More Races	3.14%
Hispanic	13.45%



Cara Pavlicek
Village of Northbrook
Village Manager

1225 Cedar Lane
Northbrook, Illinois 60062

Phone 847.664.4011
Cara.Pavlicek@Northbrook.IL.US
Northbrook.IL.US

Aaron Farmer
The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



Secondary Retail Trade Area • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
Population		
2027 Projection	969,598	
2022 Estimate	962,017	
2010 Census	968,774	
2000 Census	980,436	
Growth 2022 - 2027		0.79%
Growth 2010 - 2022		0.-69%
Growth 2000 - 2010		-1.-18%
2022 Est. Population by Single-Classification Race	962,017	
White Alone	660,530	68.66%
Black or African American Alone	53,193	5.53%
Amer. Indian and Alaska Native Alone	2,891	0.30%
Asian Alone	159,592	16.59%
Native Hawaiian and Other Pacific Island Alone	285	0.03%
Some Other Race Alone	55,337	5.75%
Two or More Races	30,190	3.14%
2022 Est. Population by Hispanic or Latino Origin	962,017	
Not Hispanic or Latino	832,583	86.55%
Hispanic or Latino	129,434	13.45%
Mexican	91,030	70.33%
Puerto Rican	9,590	7.41%
Cuban	4,054	3.13%
All Other Hispanic or Latino	24,760	19.13%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	129,434	
White Alone	62,950	48.64%
Black or African American Alone	2,077	1.60%
American Indian and Alaska Native Alone	1,985	1.53%
Asian Alone	931	0.72%
Native Hawaiian and Other Pacific Islander Alone	95	0.07%
Some Other Race Alone	53,662	41.46%
Two or More Races	7,734	5.97%
2022 Est. Pop by Race, Asian Alone, by Category	159,592	
Chinese, except Taiwanese	21,902	13.72%
Filipino	24,395	15.29%
Japanese	5,081	3.18%
Asian Indian	51,336	32.17%
Korean	20,618	12.92%
Vietnamese	7,870	4.93%
Cambodian	733	0.46%
Hmong	39	0.02%
Laotian	63	0.04%
Thai	2,857	1.79%
All Other Asian Races Including 2+ Category	24,697	15.48%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	962,017	
Arab	246	0.03%
Czech	4,962	0.52%
Danish	3,283	0.34%
Dutch	6,267	0.65%
English	39,441	4.10%
French (except Basque)	10,267	1.07%
French Canadian	2,022	0.21%
German	101,987	10.60%
Greek	15,192	1.58%
Hungarian	5,593	0.58%
Irish	79,063	8.22%
Italian	42,978	4.47%
Lithuanian	5,285	0.55%
United States or American	23,232	2.41%
Norwegian	9,394	0.98%
Polish	67,037	6.97%
Portuguese	1,002	0.10%
Russian	32,438	3.37%
Scottish	8,872	0.92%
Scotch-Irish	3,581	0.37%
Slovak	1,737	0.18%
Subsaharan African	12,999	1.35%
Swedish	15,985	1.66%
Swiss	2,282	0.24%
Ukrainian	10,579	1.10%
Welsh	3,018	0.31%
West Indian (except Hisp. groups)	6,020	0.63%
Other ancestries	344,589	35.82%
Ancestry Unclassified	102,664	10.67%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	561,944	61.53%
Speak Asian/Pacific Island Language at Home	76,641	8.39%
Speak IndoEuropean Language at Home	142,491	15.60%
Speak Spanish at Home	97,804	10.71%
Speak Other Language at Home	34,460	3.77%

Secondary Retail Trade Area • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
2022 Est. Population by Age	962,017	
Age 0 - 4	48,678	5.06%
Age 5 - 9	51,898	5.39%
Age 10 - 14	53,974	5.61%
Age 15 - 17	35,035	3.64%
Age 18 - 20	38,672	4.02%
Age 21 - 24	48,294	5.02%
Age 25 - 34	121,612	12.64%
Age 35 - 44	113,852	11.84%
Age 45 - 54	118,427	12.31%
Age 55 - 64	133,164	13.84%
Age 65 - 74	109,343	11.37%
Age 75 - 84	60,084	6.25%
Age 85 and over	28,986	3.01%
Age 16 and over	795,992	82.74%
Age 18 and over	772,433	80.29%
Age 21 and over	733,761	76.27%
Age 65 and over	198,413	20.62%
2022 Est. Median Age		42.28
2022 Est. Average Age		42.36
2022 Est. Population by Sex	962,017	
Male	468,270	48.68%
Female	493,747	51.32%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	468,270	
Age 0 - 4	24,913	5.32%
Age 5 - 9	26,446	5.65%
Age 10 - 14	27,579	5.89%
Age 15 - 17	17,788	3.80%
Age 18 - 20	19,273	4.12%
Age 21 - 24	24,122	5.15%
Age 25 - 34	62,104	13.26%
Age 35 - 44	57,561	12.29%
Age 45 - 54	58,050	12.40%
Age 55 - 64	64,372	13.75%
Age 65 - 74	50,307	10.74%
Age 75 - 84	25,563	5.46%
Age 85 and over	10,191	2.18%
2022 Est. Median Age, Male		40.51
2022 Est. Average Age, Male		41.15
2022 Est. Female Population by Age	493,747	
Age 0 - 4	23,765	4.81%
Age 5 - 9	25,452	5.16%
Age 10 - 14	26,395	5.35%
Age 15 - 17	17,247	3.49%
Age 18 - 20	19,399	3.93%
Age 21 - 24	24,172	4.90%
Age 25 - 34	59,507	12.05%
Age 35 - 44	56,291	11.40%
Age 45 - 54	60,377	12.23%
Age 55 - 64	68,792	13.93%
Age 65 - 74	59,035	11.96%
Age 75 - 84	34,521	6.99%
Age 85 and over	18,795	3.81%
2022 Est. Median Age, Female		44.06
2022 Est. Average Age, Female		43.45

Secondary Retail Trade Area • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	254,584	31.53%
Males, Never Married	134,407	16.64%
Females, Never Married	120,177	14.88%
Married, Spouse present	406,769	50.38%
Married, Spouse absent	30,835	3.82%
Widowed	50,008	6.19%
Males Widowed	10,816	1.34%
Females Widowed	39,193	4.85%
Divorced	65,273	8.08%
Males Divorced	25,449	3.15%
Females Divorced	39,824	4.93%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	27,053	3.95%
Some High School, no diploma	24,665	3.60%
High School Graduate (or GED)	105,494	15.39%
Some College, no degree	97,397	14.21%
Associate Degree	38,460	5.61%
Bachelor's Degree	215,930	31.50%
Master's Degree	120,827	17.63%
Professional School Degree	36,733	5.36%
Doctorate Degree	18,909	2.76%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	18,958	25.99%
High School Graduate	19,742	27.06%
Some College or Associate's Degree	15,847	21.72%
Bachelor's Degree or Higher	18,404	25.23%
Households		
2027 Projection	384,353	
2022 Estimate	379,394	
2010 Census	374,999	
2000 Census	372,318	
Growth 2022 - 2027		1.31%
Growth 2010 - 2022		1.17%
Growth 2000 - 2010		0.72%
2022 Est. Households by Household Type	379,394	
Family Households	244,976	64.57%
Nonfamily Households	134,418	35.43%
2022 Est. Group Quarters Population	23,597	
2022 Households by Ethnicity, Hispanic/Latino	35,202	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	379,394	
Income < \$15,000	26,990	7.11%
Income \$15,000 - \$24,999	20,217	5.33%
Income \$25,000 - \$34,999	23,152	6.10%
Income \$35,000 - \$49,999	35,076	9.25%
Income \$50,000 - \$74,999	48,325	12.74%
Income \$75,000 - \$99,999	40,594	10.70%
Income \$100,000 - \$124,999	34,473	9.09%
Income \$125,000 - \$149,999	29,103	7.67%
Income \$150,000 - \$199,999	38,366	10.11%
Income \$200,000 - \$249,999	23,710	6.25%
Income \$250,000 - \$499,999	32,857	8.66%
Income \$500,000+	26,531	6.99%
2022 Est. Average Household Income		\$146,352
2022 Est. Median Household Income		\$96,914
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$104,988
Black or African American Alone		\$54,706
American Indian and Alaska Native Alone		\$51,206
Asian Alone		\$98,118
Native Hawaiian and Other Pacific Islander Alone		\$41,841
Some Other Race Alone		\$65,118
Two or More Races		\$85,004
Hispanic or Latino		\$66,412
Not Hispanic or Latino		\$101,560
2022 Est. Family HH Type by Presence of Own Child.	244,976	
Married-Couple Family, own children	89,120	36.38%
Married-Couple Family, no own children	108,930	44.47%
Male Householder, own children	4,797	1.96%
Male Householder, no own children	8,350	3.41%
Female Householder, own children	15,883	6.48%
Female Householder, no own children	17,896	7.30%
2022 Est. Households by Household Size	379,394	
1-person	114,452	30.17%
2-person	118,798	31.31%
3-person	58,444	15.41%
4-person	50,303	13.26%
5-person	23,650	6.23%
6-person	8,821	2.33%
7-or-more-person	4,925	1.30%
2022 Est. Average Household Size		2.47

Secondary Retail Trade Area • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	379,394	
Households with 1 or More People under Age 18:	116,481	30.70%
Married-Couple Family	91,909	78.90%
Other Family, Male Householder	5,873	5.04%
Other Family, Female Householder	18,238	15.66%
Nonfamily, Male Householder	331	0.28%
Nonfamily, Female Householder	131	0.11%
Households with No People under Age 18:	262,913	
Married-Couple Family	106,135	40.37%
Other Family, Male Householder	7,274	2.77%
Other Family, Female Householder	15,546	5.91%
Nonfamily, Male Householder	57,975	22.05%
Nonfamily, Female Householder	75,982	28.90%
2022 Est. Households by Number of Vehicles	379,394	
No Vehicles	45,612	12.02%
1 Vehicle	138,284	36.45%
2 Vehicles	142,024	37.43%
3 Vehicles	40,743	10.74%
4 Vehicles	9,470	2.50%
5 or more Vehicles	3,261	0.86%
2022 Est. Average Number of Vehicles		1.6
Family Households		
2027 Projection	247,763	
2022 Estimate	244,976	
2010 Census	243,422	
2000 Census	249,057	
Growth 2022 - 2027		1.14%
Growth 2010 - 2022		0.64%
Growth 2000 - 2010		-2.-25%
2022 Est. Families by Poverty Status	244,976	
2022 Families at or Above Poverty	231,545	94.52%
2022 Families at or Above Poverty with Children	100,598	41.06%
2022 Families Below Poverty	13,432	5.48%
2022 Families Below Poverty with Children	8,869	3.62%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	492,658	61.89%
Civilian Labor Force, Unemployed	17,939	2.25%
Armed Forces	463	0.06%
Not in Labor Force	284,932	35.80%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	488,852	
For-Profit Private Workers	327,335	66.96%
Non-Profit Private Workers	57,010	11.66%
Local Government Workers	5,356	1.10%
State Government Workers	8,484	1.74%
Federal Government Workers	28,816	5.89%
Self-Employed Workers	60,451	12.37%
Unpaid Family Workers	1,400	0.29%
2022 Est. Civ. Employed Pop 16+ by Occupation	488,852	
Architect/Engineer	9,929	2.03%
Arts/Entertainment/Sports	14,474	2.96%
Building Grounds Maintenance	12,335	2.52%
Business/Financial Operations	40,241	8.23%
Community/Social Services	9,242	1.89%
Computer/Mathematical	25,026	5.12%
Construction/Extraction	11,472	2.35%
Education/Training/Library	36,913	7.55%
Farming/Fishing/Forestry	259	0.05%
Food Prep/Serving	22,063	4.51%
Health Practitioner/Technician	35,517	7.26%
Healthcare Support	14,445	2.96%
Maintenance Repair	7,214	1.48%
Legal	12,787	2.62%
Life/Physical/Social Science	7,274	1.49%
Management	66,824	13.67%
Office/Admin. Support	45,445	9.30%
Production	16,879	3.45%
Protective Services	6,884	1.41%
Sales/Related	50,260	10.28%
Personal Care/Service	14,721	3.01%
Transportation/Moving	28,649	5.86%
2022 Est. Pop 16+ by Occupation Classification	488,852	
White Collar	353,932	72.40%
Blue Collar	64,214	13.14%
Service and Farm	70,706	14.46%
2022 Est. Workers Age 16+ by Transp. to Work	480,373	
Drove Alone	310,917	64.72%
Car Pooled	35,892	7.47%
Public Transportation	73,812	15.37%
Walked	15,116	3.15%
Bicycle	4,399	0.92%
Other Means	6,050	1.26%
Worked at Home	34,187	7.12%

Secondary Retail Trade Area • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	79,796	
15 - 29 Minutes	134,725	
30 - 44 Minutes	110,555	
45 - 59 Minutes	61,315	
60 or more Minutes	61,656	
2022 Est. Avg Travel Time to Work in Minutes		35
2022 Est. Occupied Housing Units by Tenure	379,394	
Owner Occupied	257,996	68.00%
Renter Occupied	121,397	32.00%
2022 Owner Occ. HUs: Avg. Length of Residence		17.26 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		7.18 [†]
2022 Est. Owner-Occupied Housing Units by Value	379,394	
Value Less than \$20,000	1,424	0.55%
Value \$20,000 - \$39,999	1,030	0.40%
Value \$40,000 - \$59,999	602	0.23%
Value \$60,000 - \$79,999	1,031	0.40%
Value \$80,000 - \$99,999	1,971	0.76%
Value \$100,000 - \$149,999	8,635	3.35%
Value \$150,000 - \$199,999	13,241	5.13%
Value \$200,000 - \$299,999	37,821	14.66%
Value \$300,000 - \$399,999	48,540	18.81%
Value \$400,000 - \$499,999	41,862	16.23%
Value \$500,000 - \$749,999	49,838	19.32%
Value \$750,000 - \$999,999	25,651	9.94%
Value \$1,000,000 or \$1,499,999	15,289	5.93%
Value \$1,500,000 or \$1,999,999	5,712	2.21%
Value \$2,000,000+	5,349	2.07%
2022 Est. Median All Owner-Occupied Housing Value		\$432,752
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	188,706	45.66%
1 Unit Attached	31,521	7.63%
2 Units	13,871	3.36%
3 or 4 Units	27,430	6.64%
5 to 19 Units	62,542	15.13%
20 to 49 Units	39,150	9.47%
50 or More Units	48,373	11.71%
Mobile Home or Trailer	1,636	0.40%
Boat, RV, Van, etc.	30	0.01%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	15,019	3.63%
Housing Units Built 2010 to 2014	3,890	0.94%
Housing Units Built 2000 to 2009	31,597	7.65%
Housing Units Built 1990 to 1999	31,212	7.55%
Housing Units Built 1980 to 1989	36,251	8.77%
Housing Units Built 1970 to 1979	55,438	13.41%
Housing Units Built 1960 to 1969	59,854	14.48%
Housing Units Built 1950 to 1959	72,535	17.55%
Housing Units Built 1940 to 1949	27,686	6.70%
Housing Unit Built 1939 or Earlier	79,775	19.30%
2022 Est. Median Year Structure Built		1964

[†] 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.