



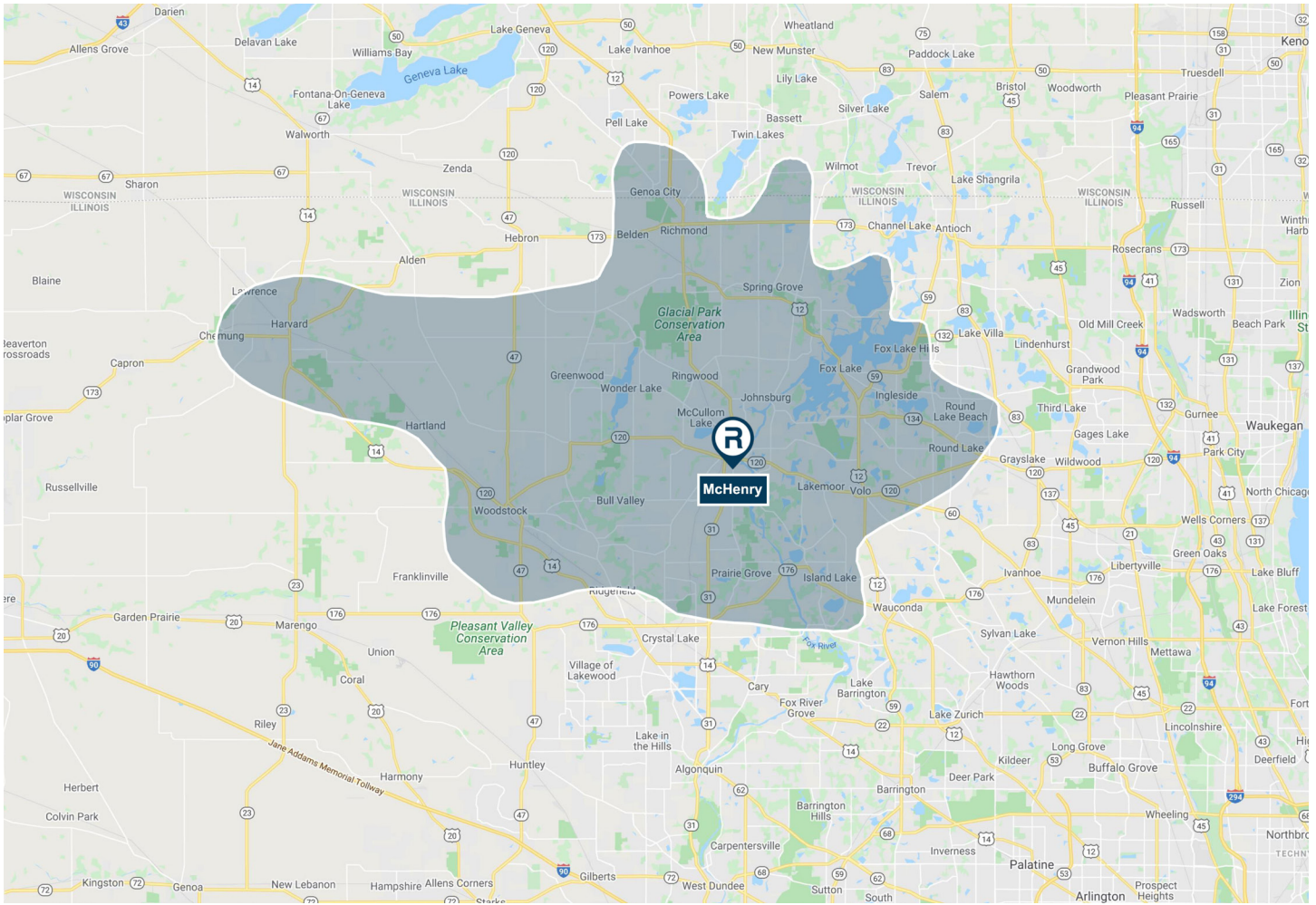
The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

MCHENRY, ILLINOIS

Prepared for City of McHenry
April 2021

Primary Retail Trade Area



Prepared for:



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Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
Population		
2026 Projection	224,420	
2021 Estimate	223,967	
2010 Census	222,094	
2000 Census	184,572	
Growth 2021 - 2026		0.20%
Growth 2010 - 2021		0.84%
Growth 2000 - 2010		20.33%
2021 Est. Population by Single-Classification Race	223,967	
White Alone	183,229	81.81%
Black or African American Alone	5,764	2.57%
Amer. Indian and Alaska Native Alone	1,279	0.57%
Asian Alone	7,288	3.25%
Native Hawaiian and Other Pacific Island Alone	117	0.05%
Some Other Race Alone	20,685	9.24%
Two or More Races	5,605	2.50%
2021 Est. Population by Hispanic or Latino Origin	223,967	
Not Hispanic or Latino	171,794	76.71%
Hispanic or Latino	52,173	23.30%
Mexican	45,136	86.51%
Puerto Rican	2,377	4.56%
Cuban	372	0.71%
All Other Hispanic or Latino	4,289	8.22%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	52,173	
White Alone	27,815	53.31%
Black or African American Alone	431	0.83%
American Indian and Alaska Native Alone	867	1.66%
Asian Alone	109	0.21%
Native Hawaiian and Other Pacific Islander Alone	16	0.03%
Some Other Race Alone	20,515	39.32%
Two or More Races	2,419	4.64%
2021 Est. Pop by Race, Asian Alone, by Category	7,288	
Chinese, except Taiwanese	892	12.24%
Filipino	2,704	37.10%
Japanese	164	2.25%
Asian Indian	2,115	29.02%
Korean	437	6.00%
Vietnamese	374	5.13%
Cambodian	6	0.08%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	147	2.02%
All Other Asian Races Including 2+ Category	449	6.16%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	223,967	
Arab	220	0.10%
Czech	1,806	0.81%
Danish	1,130	0.50%
Dutch	2,181	0.97%
English	10,228	4.57%
French (except Basque)	3,646	1.63%
French Canadian	815	0.36%
German	46,387	20.71%
Greek	1,206	0.54%
Hungarian	1,021	0.46%
Irish	23,728	10.59%
Italian	13,325	5.95%
Lithuanian	815	0.36%
United States or American	4,779	2.13%
Norwegian	4,377	1.95%
Polish	18,942	8.46%
Portuguese	172	0.08%
Russian	1,563	0.70%
Scottish	2,309	1.03%
Scotch-Irish	1,126	0.50%
Slovak	344	0.15%
Subsaharan African	455	0.20%
Swedish	5,960	2.66%
Swiss	504	0.23%
Ukrainian	982	0.44%
Welsh	590	0.26%
West Indian (except Hisp. groups)	268	0.12%
Other ancestries	52,000	23.22%
Ancestry Unclassified	23,089	10.31%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	162,769	77.27%
Speak Asian/Pacific Island Language at Home	3,275	1.56%
Speak IndoEuropean Language at Home	7,578	3.60%
Speak Spanish at Home	36,799	17.47%
Speak Other Language at Home	233	0.11%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	223,967	
Age 0 - 4	13,313	5.94%
Age 5 - 9	13,756	6.14%
Age 10 - 14	15,489	6.92%
Age 15 - 17	9,705	4.33%
Age 18 - 20	8,574	3.83%
Age 21 - 24	10,881	4.86%
Age 25 - 34	26,052	11.63%
Age 35 - 44	31,390	14.02%
Age 45 - 54	31,025	13.85%
Age 55 - 64	30,573	13.65%
Age 65 - 74	20,334	9.08%
Age 75 - 84	9,544	4.26%
Age 85 and over	3,331	1.49%
Age 16 and over	178,227	79.58%
Age 18 and over	171,704	76.67%
Age 21 and over	163,130	72.84%
Age 65 and over	33,209	14.83%
2021 Est. Median Age		39.64
2021 Est. Average Age		39.29
2021 Est. Population by Sex	223,967	
Male	112,090	50.05%
Female	111,877	49.95%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	112,090	
Age 0 - 4	6,825	6.09%
Age 5 - 9	7,020	6.26%
Age 10 - 14	7,924	7.07%
Age 15 - 17	4,969	4.43%
Age 18 - 20	4,451	3.97%
Age 21 - 24	5,618	5.01%
Age 25 - 34	13,312	11.88%
Age 35 - 44	15,919	14.20%
Age 45 - 54	15,694	14.00%
Age 55 - 64	15,269	13.62%
Age 65 - 74	9,770	8.72%
Age 75 - 84	4,193	3.74%
Age 85 and over	1,127	1.01%
2021 Est. Median Age, Male		38.83
2021 Est. Average Age, Male		38.52
2021 Est. Female Population by Age	111,877	
Age 0 - 4	6,488	5.80%
Age 5 - 9	6,736	6.02%
Age 10 - 14	7,565	6.76%
Age 15 - 17	4,735	4.23%
Age 18 - 20	4,124	3.69%
Age 21 - 24	5,263	4.70%
Age 25 - 34	12,740	11.39%
Age 35 - 44	15,470	13.83%
Age 45 - 54	15,332	13.70%
Age 55 - 64	15,304	13.68%
Age 65 - 74	10,564	9.44%
Age 75 - 84	5,351	4.78%
Age 85 and over	2,204	1.97%
2021 Est. Median Age, Female		40.45
2021 Est. Average Age, Female		40.04

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	53,289	29.38%
Males, Never Married	29,558	16.29%
Females, Never Married	23,730	13.08%
Married, Spouse present	94,153	51.90%
Married, Spouse absent	5,518	3.04%
Widowed	9,544	5.26%
Males Widowed	2,113	1.17%
Females Widowed	7,431	4.10%
Divorced	18,906	10.42%
Males Divorced	8,499	4.69%
Females Divorced	10,407	5.74%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,921	4.5%
Some High School, no diploma	8,621	5.7%
High School Graduate (or GED)	47,166	31.0%
Some College, no degree	34,745	22.8%
Associate Degree	14,098	9.3%
Bachelor's Degree	27,282	17.9%
Master's Degree	10,763	7.1%
Professional School Degree	1,689	1.1%
Doctorate Degree	965	0.6%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	10,135	37.09%
High School Graduate	9,872	36.13%
Some College or Associate's Degree	5,111	18.71%
Bachelor's Degree or Higher	2,206	8.07%
Households		
2026 Projection	81,084	
2021 Estimate	80,662	
2010 Census	78,988	
2000 Census	63,918	
Growth 2021 - 2026		0.52%
Growth 2010 - 2021		2.12%
Growth 2000 - 2010		23.58%
2021 Est. Households by Household Type		
Family Households	58,235	72.20%
Nonfamily Households	22,427	27.80%
2021 Est. Group Quarters Population	1,528	
2021 Households by Ethnicity, Hispanic/Latino	12,003	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income		
Income < \$15,000	4,739	5.88%
Income \$15,000 - \$24,999	4,893	6.07%
Income \$25,000 - \$34,999	5,431	6.73%
Income \$35,000 - \$49,999	8,669	10.75%
Income \$50,000 - \$74,999	14,939	18.52%
Income \$75,000 - \$99,999	12,188	15.11%
Income \$100,000 - \$124,999	9,515	11.80%
Income \$125,000 - \$149,999	6,808	8.44%
Income \$150,000 - \$199,999	6,804	8.44%
Income \$200,000 - \$249,999	2,884	3.58%
Income \$250,000 - \$499,999	2,801	3.47%
Income \$500,000+	991	1.23%
2021 Est. Average Household Income		\$99,634
2021 Est. Median Household Income		\$78,101
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$79,689
Black or African American Alone		\$57,528
American Indian and Alaska Native Alone		\$51,990
Asian Alone		\$93,311
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$64,975
Two or More Races		\$64,059
Hispanic or Latino		\$67,150
Not Hispanic or Latino		\$80,742
2021 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	21,968	37.72%
Married-Couple Family, no own children	24,229	41.61%
Male Householder, own children	1,994	3.42%
Male Householder, no own children	1,982	3.40%
Female Householder, own children	4,630	7.95%
Female Householder, no own children	3,431	5.89%
2021 Est. Households by Household Size		
1-person	18,575	23.03%
2-person	24,975	30.96%
3-person	14,052	17.42%
4-person	12,137	15.05%
5-person	6,195	7.68%
6-person	2,791	3.46%
7-or-more-person	1,937	2.40%
2021 Est. Average Household Size		2.76

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	80,662	
Households with 1 or More People under Age 18:	31,056	38.50%
Married-Couple Family	23,126	74.47%
Other Family, Male Householder	2,347	7.56%
Other Family, Female Householder	5,262	16.94%
Nonfamily, Male Householder	260	0.84%
Nonfamily, Female Householder	61	0.20%
Households with No People under Age 18:	49,606	61.50%
Married-Couple Family	23,062	46.49%
Other Family, Male Householder	1,647	3.32%
Other Family, Female Householder	2,795	5.63%
Nonfamily, Male Householder	11,080	22.34%
Nonfamily, Female Householder	11,021	22.22%
2021 Est. Households by Number of Vehicles	80,662	
No Vehicles	3,613	4.48%
1 Vehicle	19,912	24.69%
2 Vehicles	35,228	43.67%
3 Vehicles	15,281	18.95%
4 Vehicles	4,866	6.03%
5 or more Vehicles	1,762	2.18%
2021 Est. Average Number of Vehicles		2.06
Family Households		
2026 Projection	58,533	
2021 Estimate	58,235	
2010 Census	57,026	
2000 Census	47,606	
Growth 2021 - 2026		0.51%
Growth 2010 - 2021		2.12%
Growth 2000 - 2010		19.79%
2021 Est. Families by Poverty Status	58,235	
2021 Families at or Above Poverty	54,826	94.15%
2021 Families at or Above Poverty with Children	24,721	42.45%
2021 Families Below Poverty	3,409	5.85%
2021 Families Below Poverty with Children	2,648	4.55%
2021 Est. Pop 16+ by Employment Status	178,227	
Civilian Labor Force, Employed	117,043	65.67%
Civilian Labor Force, Unemployed	5,556	3.12%
Armed Forces	38	0.02%
Not in Labor Force	55,590	31.19%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	117,382	
For-Profit Private Workers	88,985	75.81%
Non-Profit Private Workers	6,370	5.43%
Local Government Workers	1,030	0.88%
State Government Workers	2,259	1.93%
Federal Government Workers	8,823	7.52%
Self-Employed Workers	9,616	8.19%
Unpaid Family Workers	299	0.26%
2021 Est. Civ. Employed Pop 16+ by Occupation	117,382	
Architect/Engineer	1,519	1.29%
Arts/Entertainment/Sports	1,810	1.54%
Building Grounds Maintenance	5,556	4.73%
Business/Financial Operations	5,158	4.39%
Community/Social Services	1,369	1.17%
Computer/Mathematical	2,909	2.48%
Construction/Extraction	7,088	6.04%
Education/Training/Library	6,375	5.43%
Farming/Fishing/Forestry	416	0.35%
Food Prep/Serving	5,313	4.53%
Health Practitioner/Technician	5,082	4.33%
Healthcare Support	2,987	2.55%
Maintenance Repair	4,405	3.75%
Legal	799	0.68%
Life/Physical/Social Science	673	0.57%
Management	12,082	10.29%
Office/Admin. Support	13,882	11.83%
Production	10,308	8.78%
Protective Services	2,256	1.92%
Sales/Related	14,195	12.09%
Personal Care/Service	3,422	2.92%
Transportation/Moving	9,779	8.33%
2021 Est. Pop 16+ by Occupation Classification	117,382	
White Collar	65,854	56.10%
Blue Collar	31,579	26.90%
Service and Farm	19,950	17.00%
2021 Est. Workers Age 16+ by Transp. to Work	115,031	
Drove Alone	95,843	83.32%
Car Pooled	8,899	7.74%
Public Transportation	2,380	2.07%
Walked	701	0.61%
Bicycle	96	0.08%
Other Means	703	0.61%
Worked at Home	6,410	5.57%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	20,509	
15 - 29 Minutes	32,744	
30 - 44 Minutes	24,369	
45 - 59 Minutes	13,866	
60 or more Minutes	17,541	
2021 Est. Avg Travel Time to Work in Minutes		36
2021 Est. Occupied Housing Units by Tenure	80,662	
Owner Occupied	63,743	79.03%
Renter Occupied	16,918	20.97%
2021 Owner Occ. HUs: Avg. Length of Residence		16.22
2021 Renter Occ. HUs: Avg. Length of Residence		6.49
2021 Est. Owner-Occupied Housing Units by Value	80,662	
Value Less than \$20,000	811	1.27%
Value \$20,000 - \$39,999	476	0.75%
Value \$40,000 - \$59,999	557	0.87%
Value \$60,000 - \$79,999	1,202	1.89%
Value \$80,000 - \$99,999	2,694	4.23%
Value \$100,000 - \$149,999	10,465	16.42%
Value \$150,000 - \$199,999	14,456	22.68%
Value \$200,000 - \$299,999	18,088	28.38%
Value \$300,000 - \$399,999	8,378	13.14%
Value \$400,000 - \$499,999	3,673	5.76%
Value \$500,000 - \$749,999	2,086	3.27%
Value \$750,000 - \$999,999	443	0.70%
Value \$1,000,000 or \$1,499,999	187	0.29%
Value \$1,500,000 or \$1,999,999	75	0.12%
Value \$2,000,000+	151	0.24%
2021 Est. Median All Owner-Occupied Housing Value		\$205,009
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	65,449	73.99%
1 Unit Attached	9294	10.51%
2 Units	2,047	2.31%
3 or 4 Units	2,361	2.67%
5 to 19 Units	5,586	6.32%
20 to 49 Units	934	1.06%
50 or More Units	1,649	1.86%
Mobile Home or Trailer	1,094	1.24%
Boat, RV, Van, etc.	44	0.05%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,209	3.63%
Housing Units Built 2010 to 2014	864	0.98%
Housing Units Built 2000 to 2009	20,772	23.48%
Housing Units Built 1990 to 1999	15,392	17.40%
Housing Units Built 1980 to 1989	9,676	10.94%
Housing Units Built 1970 to 1979	13,053	14.76%
Housing Units Built 1960 to 1969	5,904	6.67%
Housing Units Built 1950 to 1959	8,500	9.61%
Housing Units Built 1940 to 1949	3,765	4.26%
Housing Unit Built 1939 or Earlier	7,324	8.28%
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**Retail**Coach®

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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