



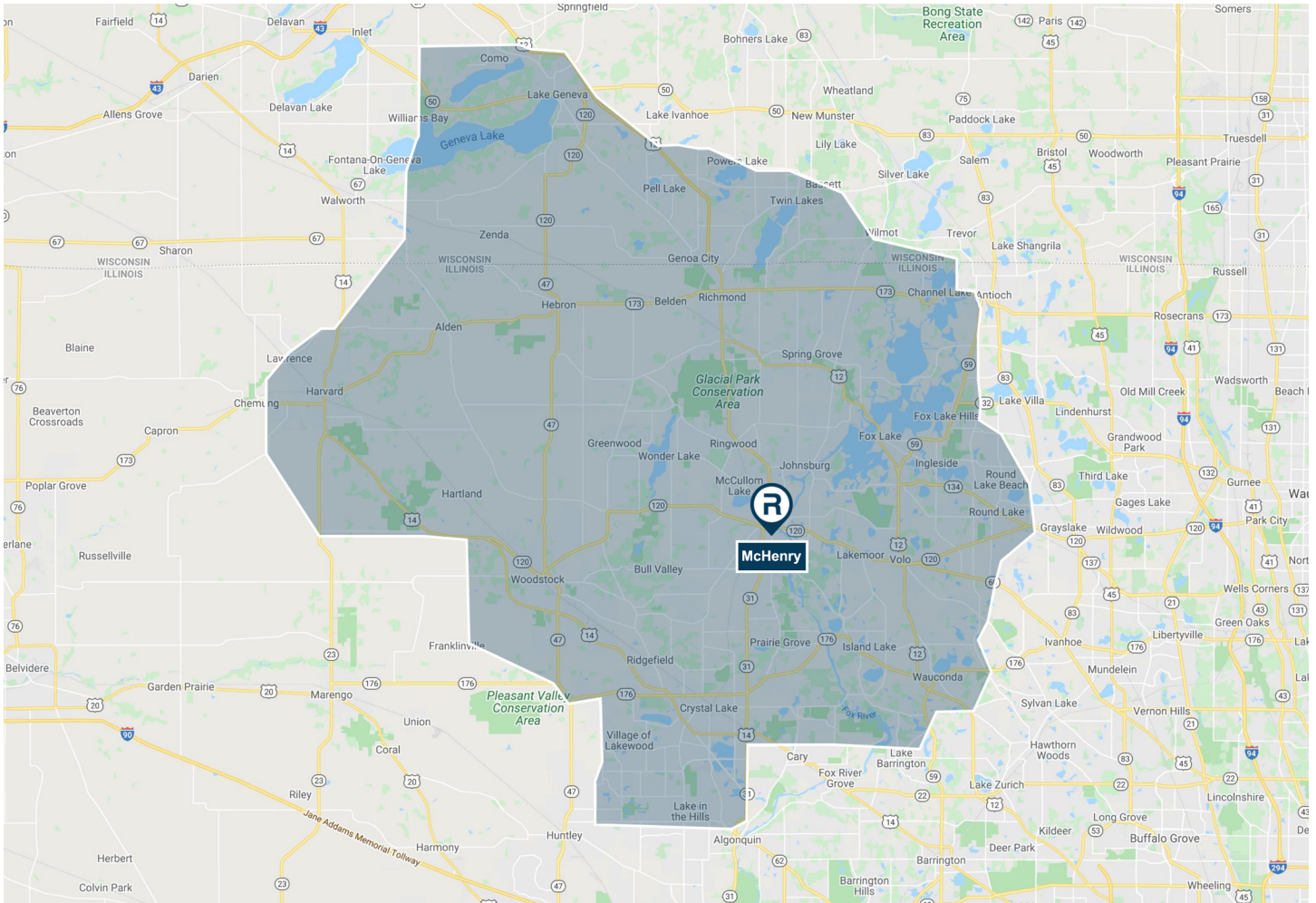
The**Retail**Coach.®

Secondary Retail Trade Area Demographic Profile

MCHENRY, ILLINOIS

Prepared for City of McHenry
April 2021

Secondary Retail Trade Area



Prepared for:



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Secondary Retail Trade Area • Demographic Profile

McHenry, Illinois

DESCRIPTION	DATA	%
Population		
2026 Projection	379,607	
2021 Estimate	378,679	
2010 Census	375,961	
2000 Census	313,199	
Growth 2021 - 2026		0.25%
Growth 2010 - 2021		0.72%
Growth 2000 - 2010		20.04%
2021 Est. Population by Single-Classification Race	378,679	
White Alone	316,555	83.60%
Black or African American Alone	8,572	2.26%
Amer. Indian and Alaska Native Alone	1,823	0.48%
Asian Alone	13,833	3.65%
Native Hawaiian and Other Pacific Island Alone	191	0.05%
Some Other Race Alone	28,376	7.49%
Two or More Races	9,329	2.46%
2021 Est. Population by Hispanic or Latino Origin	378,679	
Not Hispanic or Latino	305,791	80.75%
Hispanic or Latino	72,888	19.25%
Mexican	61,000	83.69%
Puerto Rican	4,102	5.63%
Cuban	683	0.94%
All Other Hispanic or Latino	7,103	9.75%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	72,888	
White Alone	39,393	54.05%
Black or African American Alone	550	0.76%
American Indian and Alaska Native Alone	1,134	1.56%
Asian Alone	179	0.25%
Native Hawaiian and Other Pacific Islander Alone	31	0.04%
Some Other Race Alone	28,080	38.53%
Two or More Races	3,520	4.83%
2021 Est. Pop by Race, Asian Alone, by Category	13,833	
Chinese, except Taiwanese	1,388	10.03%
Filipino	4,301	31.09%
Japanese	372	2.69%
Asian Indian	4,378	31.65%
Korean	1,259	9.10%
Vietnamese	961	6.95%
Cambodian	18	0.13%
Hmong	3	0.02%
Laotian	5	0.04%
Thai	201	1.45%
All Other Asian Races Including 2+ Category	949	6.86%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	378,679	
Arab	485	0.13%
Czech	3,463	0.92%
Danish	2,225	0.59%
Dutch	3,604	0.95%
English	19,053	5.03%
French (except Basque)	6,376	1.68%
French Canadian	1,352	0.36%
German	79,062	20.88%
Greek	2,309	0.61%
Hungarian	1,743	0.46%
Irish	41,231	10.89%
Italian	24,506	6.47%
Lithuanian	1,433	0.38%
United States or American	9,085	2.40%
Norwegian	7,982	2.11%
Polish	32,720	8.64%
Portuguese	272	0.07%
Russian	2,627	0.69%
Scottish	3,864	1.02%
Scotch-Irish	1,875	0.50%
Slovak	602	0.16%
Subsaharan African	737	0.20%
Swedish	9,939	2.63%
Swiss	882	0.23%
Ukrainian	1,801	0.48%
Welsh	1,071	0.28%
West Indian (except Hisp. groups)	515	0.14%
Other ancestries	78,942	20.85%
Ancestry Unclassified	38,924	10.28%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	283,580	79.43%
Speak Asian/Pacific Island Language at Home	6,586	1.85%
Speak IndoEuropean Language at Home	14,626	4.10%
Speak Spanish at Home	51,667	14.47%
Speak Other Language at Home	546	0.15%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	378,679	
Age 0 - 4	21,674	5.72%
Age 5 - 9	22,879	6.04%
Age 10 - 14	26,274	6.94%
Age 15 - 17	16,561	4.37%
Age 18 - 20	14,709	3.88%
Age 21 - 24	18,873	4.98%
Age 25 - 34	43,454	11.48%
Age 35 - 44	50,185	13.25%
Age 45 - 54	53,192	14.05%
Age 55 - 64	53,808	14.21%
Age 65 - 74	35,202	9.30%
Age 75 - 84	16,254	4.29%
Age 85 and over	5,614	1.48%
Age 16 and over	302,418	79.86%
Age 18 and over	291,291	76.92%
Age 21 and over	276,582	73.04%
Age 65 and over	57,070	15.07%
2021 Est. Median Age		40.09
2021 Est. Average Age		39.57
2021 Est. Population by Sex	378,679	
Male	189,342	50.00%
Female	189,337	50.00%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	189,342	
Age 0 - 4	11,084	5.85%
Age 5 - 9	11,698	6.18%
Age 10 - 14	13,557	7.16%
Age 15 - 17	8,501	4.49%
Age 18 - 20	7,642	4.04%
Age 21 - 24	9,695	5.12%
Age 25 - 34	22,273	11.76%
Age 35 - 44	25,354	13.39%
Age 45 - 54	26,650	14.08%
Age 55 - 64	26,782	14.15%
Age 65 - 74	17,002	8.98%
Age 75 - 84	7,145	3.77%
Age 85 and over	1,960	1.04%
2021 Est. Median Age, Male		39.14
2021 Est. Average Age, Male		38.78
2021 Est. Female Population by Age	189,337	
Age 0 - 4	10,590	5.59%
Age 5 - 9	11,181	5.91%
Age 10 - 14	12,718	6.72%
Age 15 - 17	8,060	4.26%
Age 18 - 20	7,067	3.73%
Age 21 - 24	9,178	4.85%
Age 25 - 34	21,181	11.19%
Age 35 - 44	24,831	13.12%
Age 45 - 54	26,543	14.02%
Age 55 - 64	27,026	14.27%
Age 65 - 74	18,201	9.61%
Age 75 - 84	9,109	4.81%
Age 85 and over	3,654	1.93%
2021 Est. Median Age, Female		41.04
2021 Est. Average Age, Female		40.35

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	88,559	28.77%
Males, Never Married	49,001	15.92%
Females, Never Married	39,558	12.85%
Married, Spouse present	165,204	53.66%
Married, Spouse absent	8,545	2.78%
Widowed	15,210	4.94%
Males Widowed	3,283	1.07%
Females Widowed	11,927	3.87%
Divorced	30,334	9.85%
Males Divorced	13,227	4.30%
Females Divorced	17,108	5.56%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	9,907	3.8%
Some High School, no diploma	12,440	4.8%
High School Graduate (or GED)	72,874	28.3%
Some College, no degree	57,881	22.5%
Associate Degree	23,686	9.2%
Bachelor's Degree	53,974	20.9%
Master's Degree	21,603	8.4%
Professional School Degree	3,289	1.3%
Doctorate Degree	2,055	0.8%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	13,027	34.07%
High School Graduate	13,519	35.36%
Some College or Associate's Degree	8,012	20.95%
Bachelor's Degree or Higher	3,679	9.62%
Households		
2026 Projection	137,534	
2021 Estimate	136,826	
2010 Census	134,348	
2000 Census	109,861	
Growth 2021 - 2026		0.52%
Growth 2010 - 2021		1.84%
Growth 2000 - 2010		22.29%
2021 Est. Households by Household Type	136,826	
Family Households	99,784	72.93%
Nonfamily Households	37,042	27.07%
2021 Est. Group Quarters Population	2,197	
2021 Households by Ethnicity, Hispanic/Latino	16,862	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	136,826	
Income < \$15,000	7,404	5.41%
Income \$15,000 - \$24,999	7,449	5.44%
Income \$25,000 - \$34,999	8,555	6.25%
Income \$35,000 - \$49,999	13,763	10.06%
Income \$50,000 - \$74,999	23,757	17.36%
Income \$75,000 - \$99,999	20,436	14.94%
Income \$100,000 - \$124,999	16,410	11.99%
Income \$125,000 - \$149,999	12,138	8.87%
Income \$150,000 - \$199,999	12,934	9.45%
Income \$200,000 - \$249,999	5,722	4.18%
Income \$250,000 - \$499,999	5,903	4.31%
Income \$500,000+	2,354	1.72%
2021 Est. Average Household Income		\$107,800
2021 Est. Median Household Income		\$83,657
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$84,812
Black or African American Alone		\$65,898
American Indian and Alaska Native Alone		\$53,576
Asian Alone		\$101,543
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$70,615
Two or More Races		\$69,446
Hispanic or Latino		\$69,979
Not Hispanic or Latino		\$86,198
2021 Est. Family HH Type by Presence of Own Child.	99,784	
Married-Couple Family, own children	39,095	39.18%
Married-Couple Family, no own children	41,202	41.29%
Male Householder, own children	3,214	3.22%
Male Householder, no own children	3,200	3.21%
Female Householder, own children	7,493	7.51%
Female Householder, no own children	5,579	5.59%
2021 Est. Households by Household Size	136,826	
1-person	31,033	22.68%
2-person	42,352	30.95%
3-person	23,717	17.33%
4-person	21,523	15.73%
5-person	10,887	7.96%
6-person	4,542	3.32%
7-or-more-person	2,772	2.03%
2021 Est. Average Household Size		2.75

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	136,826	
Households with 1 or More People under Age 18:	53,559	39.14%
Married-Couple Family	40,859	76.29%
Other Family, Male Householder	3,751	7.00%
Other Family, Female Householder	8,447	15.77%
Nonfamily, Male Householder	408	0.76%
Nonfamily, Female Householder	94	0.18%
Households with No People under Age 18:	83,267	60.86%
Married-Couple Family	39,417	47.34%
Other Family, Male Householder	2,683	3.22%
Other Family, Female Householder	4,627	5.56%
Nonfamily, Male Householder	18,149	21.80%
Nonfamily, Female Householder	18,390	22.09%
2021 Est. Households by Number of Vehicles	136,826	
No Vehicles	5,216	3.81%
1 Vehicle	32,829	23.99%
2 Vehicles	61,428	44.90%
3 Vehicles	26,063	19.05%
4 Vehicles	8,350	6.10%
5 or more Vehicles	2,938	2.15%
2021 Est. Average Number of Vehicles		2.08
Family Households		
2026 Projection	100,329	
2021 Estimate	99,783	
2010 Census	97,838	
2000 Census	82,186	
Growth 2021 - 2026		0.55%
Growth 2010 - 2021		1.99%
Growth 2000 - 2010		19.05%
2021 Est. Families by Poverty Status	99,783	
2021 Families at or Above Poverty	94,715	94.92%
2021 Families at or Above Poverty with Children	43,063	43.16%
2021 Families Below Poverty	5,069	5.08%
2021 Families Below Poverty with Children	3,879	3.89%
2021 Est. Pop 16+ by Employment Status	302,419	
Civilian Labor Force, Employed	201,284	66.56%
Civilian Labor Force, Unemployed	8,918	2.95%
Armed Forces	63	0.02%
Not in Labor Force	92,154	30.47%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	201,549	
For-Profit Private Workers	151,765	75.30%
Non-Profit Private Workers	11,420	5.67%
Local Government Workers	1,682	0.84%
State Government Workers	4,092	2.03%
Federal Government Workers	14,712	7.30%
Self-Employed Workers	17,512	8.69%
Unpaid Family Workers	366	0.18%
2021 Est. Civ. Employed Pop 16+ by Occupation	201,549	
Architect/Engineer	2,781	1.38%
Arts/Entertainment/Sports	3,357	1.67%
Building Grounds Maintenance	7,469	3.71%
Business/Financial Operations	9,979	4.95%
Community/Social Services	2,595	1.29%
Computer/Mathematical	5,164	2.56%
Construction/Extraction	10,988	5.45%
Education/Training/Library	11,584	5.75%
Farming/Fishing/Forestry	850	0.42%
Food Prep/Serving	9,629	4.78%
Health Practitioner/Technician	9,434	4.68%
Healthcare Support	5,215	2.59%
Maintenance Repair	7,290	3.62%
Legal	1,417	0.70%
Life/Physical/Social Science	1,455	0.72%
Management	22,902	11.36%
Office/Admin. Support	23,673	11.75%
Production	15,793	7.84%
Protective Services	3,685	1.83%
Sales/Related	24,954	12.38%
Personal Care/Service	6,288	3.12%
Transportation/Moving	15,046	7.47%
2021 Est. Pop 16+ by Occupation Classification	201,549	
White Collar	119,296	59.19%
Blue Collar	49,116	24.37%
Service and Farm	33,137	16.44%
2021 Est. Workers Age 16+ by Transp. to Work	197,757	
Drove Alone	164,205	83.03%
Car Pooled	14,395	7.28%
Public Transportation	4,523	2.29%
Walked	1,439	0.73%
Bicycle	262	0.13%
Other Means	1,279	0.65%
Worked at Home	11,653	5.89%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	37,865	
15 - 29 Minutes	54,512	
30 - 44 Minutes	38,764	
45 - 59 Minutes	24,457	
60 or more Minutes	31,334	
2021 Est. Avg Travel Time to Work in Minutes		36
2021 Est. Occupied Housing Units by Tenure	136,826	
Owner Occupied	109,963	80.37%
Renter Occupied	26,863	19.63%
2021 Owner Occ. HUs: Avg. Length of Residence		16.13
2021 Renter Occ. HUs: Avg. Length of Residence		6.63
2021 Est. Owner-Occupied Housing Units by Value	136,826	
Value Less than \$20,000	1,187	1.08%
Value \$20,000 - \$39,999	916	0.83%
Value \$40,000 - \$59,999	942	0.86%
Value \$60,000 - \$79,999	1,560	1.42%
Value \$80,000 - \$99,999	3,443	3.13%
Value \$100,000 - \$149,999	14,214	12.93%
Value \$150,000 - \$199,999	22,491	20.45%
Value \$200,000 - \$299,999	34,449	31.33%
Value \$300,000 - \$399,999	16,837	15.31%
Value \$400,000 - \$499,999	7,324	6.66%
Value \$500,000 - \$749,999	4,613	4.20%
Value \$750,000 - \$999,999	1,085	0.99%
Value \$1,000,000 or \$1,499,999	395	0.36%
Value \$1,500,000 or \$1,999,999	150	0.14%
Value \$2,000,000+	357	0.33%
2021 Est. Median All Owner-Occupied Housing Value		\$225,441
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	114,799	74.62%
1 Unit Attached	15102	9.82%
2 Units	3,264	2.12%
3 or 4 Units	4,748	3.09%
5 to 19 Units	9,817	6.38%
20 to 49 Units	1,558	1.01%
50 or More Units	2,289	1.49%
Mobile Home or Trailer	2,193	1.43%
Boat, RV, Van, etc.	85	0.06%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	5,390	3.50%
Housing Units Built 2010 to 2014	1,664	1.08%
Housing Units Built 2000 to 2009	34,997	22.75%
Housing Units Built 1990 to 1999	30,637	19.91%
Housing Units Built 1980 to 1989	16,403	10.66%
Housing Units Built 1970 to 1979	21,942	14.26%
Housing Units Built 1960 to 1969	10,749	6.99%
Housing Units Built 1950 to 1959	13,724	8.92%
Housing Units Built 1940 to 1949	6,081	3.95%
Housing Unit Built 1939 or Earlier	12,267	7.97%
2021 Est. Median Year Structure Built		1988

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.



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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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