

Meeting of the Northbrook Economic Strategy Commission (ESC)

**Terrace Room
Northbrook Village Hall - 1225 Cedar Lane**

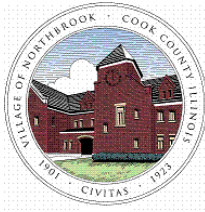
**Wednesday, January 25, 2023
5:30 PM**

Agenda

- 1) Call to Order**
- 2) Review of Minutes - NA**
- 3) Public Comment – Hear from the Audience** (items not on the agenda)
- 4) Economic Strategy Commission Topics Review**
 - a) Introductions
 - b) Village of Northbrook Quarterly Report
 - c) Retail Demographic and Market Profile Data by Retail Coach
- 5) Old Business**
- 6) New Business**
- 7) Adjourn**

Questions? Contact Michaela Kohlstedt at 847-664-4051 or michaela.kohlstedt@northbrook.il.us

The Village of Northbrook is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding accessibility of this meeting or the facilities, are requested to contact Michelle Jin (847/664-4014) or Debbie Ford (847/664-4013) promptly to allow the Village of Northbrook to make reasonable accommodations for those persons. Hearing impaired Individuals may call the TDD number, 847/564-8645, for more information.



MEMORANDUM

VILLAGE OF NORTHBROOK

DEVELOPMENT AND PLANNING SERVICES DEPARTMENT

TO: ECONOMIC STRATEGY COMMISSION

FROM: MICHEALA KOHLSTEDT, DIRECTOR OF DPS

DATE: JANUARY 25, 2023

On February 8, 2022, the Village Board of Trustees adopted an Ordinance amending Chapter 2 of the Municipal Code which included the creation of the Economic Strategy Commission (ESC). The ESC membership shall consist of seven members who are either residents of the Village or representatives of businesses or organizations conducting business within the Village. To ensure a diverse membership, no more than two members should be from the same professional affiliation.

The function of the ESC is to act in an advisory capacity to the Village Board of Trustees. The scope of subject matter for the ESC includes, but is not limited to, the following:

- Within parameters authorized by the Board of Trustees, review and recommend additional steps and measures deemed appropriate to the accomplishment of sound economic growth and a harmonious environment, retention of existing business, and attraction of new business.
- Focus on business recruitment efforts by understanding sales tax leakage, Northbrook's consumer base, building vacancy, and targeted solutions.
- Focus on business retention efforts by understanding which business sectors are poised for growth and identifying partners and infrastructure necessary for growth.
- Conduct economic analysis of when and at what level incentives should be used for recruitment and retention. The commission should understand when economic incentives are available to the Village and identify additional tools, if any, which should be considered.
- Develop templates to report to the Board of Trustees regarding economic industry trends and their future impact on Northbrook.
- Discuss Village reputation/image, marketing and branding efforts in relation to the business community and residents.
- Within parameters authorized by the Board of Trustees, the commission may, at its own initiative, engage in specific activities beyond the scope of those listed above.

Michaela Kohlstedt, Director of the Development and Planning Services acts as the staff liaison to the Commission and will assist in disseminating information to the Commission, as well as recommendations from the Commission back to the Board of Trustees. The staff liaison will prepare a packet similar to the one you are receiving now prior to each meeting which will contain information pertinent to the discussion topics which appear on the agenda. Future packets will also include draft meeting minutes for review and approval at the following meeting, and the agenda packets will be posted 48-hours prior to the meeting.

QUARTERLY REPORT SUMMARY

DPS provides routine information to the Board of Trustees specific to economic indicators within the development sector. This data, along with additional economic indicators provided by the Finance Department are presented to the Board of Trustees during quarterly report meetings. Included in the material to be discussed during the January 25, 2023 meeting is the most recent Quarterly Report presented to the Board of Trustees at the Committee of the Whole meeting on October 25, 2022. If members of the ESC are interested in reviewing the full Board discussion on this matter, the meeting minutes can be read on the Village website under the Committee of the Whole agenda page and at the following link: http://northbrookil.iqm2.com/Citizens/Detail_Meeting.aspx?ID=1902

The material presented for review includes a comparison of metrics between the current year and previous years. By reviewing the data over time, the Village sees current activities and can assess economic trends of growth, and conversely sectors that may need additional attention.

The quarterly reports also depict current projects going through the zoning entitlement process, which are typically being reviewed by the Plan Commission and Village Board, as well as recently completed projects. Commercial retail data is provided by CoStar, and can generally be broken down into three categories: retail, industrial/flex and office space. CoStar is a leading provider for commercial real estate information and is utilized by a wide sector of industries for up-to-date and forecast data.

The Village has been using data within CoStar for several years, as it is a valuable resource for indicating available tenant spaces as well as for sale/rent pricing. Lastly, the services provided also allow the Village to assess the data within the Village boundaries as it relates to the larger surrounding area with the ability gather information outside of the corporate limits.

SUMMARY OF RETAIL COACH DATA

In February 2022, the Village contracted with Retail Coach, a national retail consulting, market research and development firm. Retail Coach is able to provide metrics to clients that assess who the users are that are frequenting establishments within Northbrook, as well as what businesses do Northbrook residents frequent when they are outside of the Village. Included for review and discussion are a series of the most recent reports that have been provided by the Retail Coach.

1. **Primary Retail Trade Area Demographic Profile:** This document provides a breakdown summary of the population found within the Northbrook retail trade area. It includes age, income, household size, and estimated forms of employment.
2. **Secondary Retail Trade Area Demographic Profiles:** Same as the Primary item listed above, but containing information for a broader market south to the northernmost part of Chicago, and as far north as Lake Bluff.
3. **Developer Feasibility Study:** A snapshot of the various retail markets and anticipated revenue for 2022 compared to 2027 demand for both the Primary and Secondary Retail Trade Areas.
4. **Shopping Centers Mobile Data Survey:** A mobile data analysis of the shoppers' trends January-December 2022 indicating how far away shoppers come from to a specific center, where they travel to following the stop, where they have traveled from, time visited, and note of percentage of customers to each center from specific zip codes. This data is included for the following shopping centers:
 - a. Northbrook Court
 - b. Willow Festival
 - c. Meadow Shopping Center
 - d. Village Square Shopping Center
 - e. Sanders Court

In addition to the above listed centers, Retail Coach has provided the same data for Brookside Plaza, Crossroads Shopping Center, Deerbrook Shopping Center, Deerfield Park Plaza, The Glen Town Center, and Old Orchard attached as one file to this report.

The data that the Retail Coach provides, along with input from the Village, works as a starting point for determining businesses that would be appropriate within Northbrook and then the Retail Coach conducts outreach and follow-up with those businesses on behalf of the Village. To date, the Retail Coach has reached out to approximately 45 businesses, as well as several Village shopping center managers to find suitable locations and tenants, respectively. The consultant, along with Village representation, attends trade shows on behalf of the Village. Lastly, Retail Coach assists the Village with economic development webpages on its website.

Through the conversations with Retail Coach staff has learned of businesses interested in being in Northbrook; however, the challenge has been finding spaces for them to locate given the low vacancy rates within the Village (as of January 11, 2023 the Retail Vacancy reported by CoStar was 4.4%). There is the added item of non-compete clauses at the various shopping centers which prohibit certain businesses from locating within existing vacant spaces.

In addition to data from CoStar, and contracting with The Retail Coach, the Village is also a member of Chicago's North Shore Convention and Visitors Bureau (CNSCVB) which was formed to promote tourism and stimulate economic development in the area. The CNSCVB promotes restaurants and businesses in Northbrook and surrounding North Shore communities, as well as events. Lastly, the Village continues to be a member of the Northbrook Chamber of Commerce. Through this membership the Village is able to remain involved in the communication with the local business community.

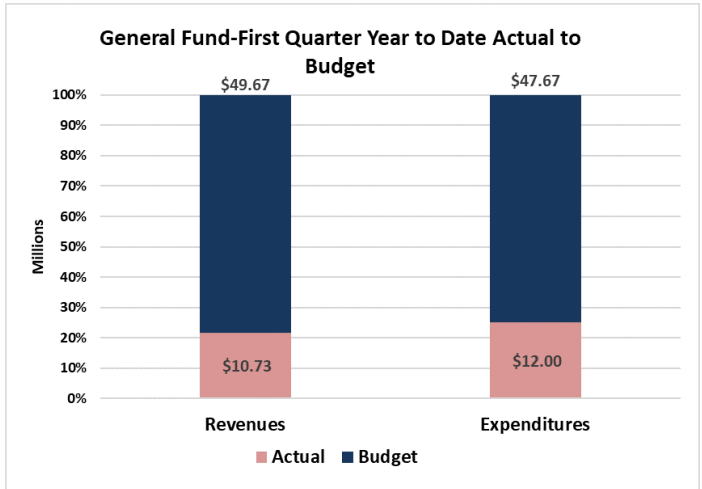
QUARTERLY FINANCIAL SUMMARY

1st Quarter of FY 22/23 | Village of Northbrook

General Fund Current Financial Condition



The FY 22/23 budget estimated a surplus in the General Fund of \$46,110 and the fund balance reserve above the 40% reserve policy of \$1.5 million. At this time, we are projecting a General Fund adjusted surplus of \$5.2 million and estimating General Fund reserve of \$7.0 million above the 40% policy as of April 30, 2023. Majority of this increase is due to ARPA Funds received and higher than originally anticipated revenues. After the budget was approved, the Village board decided to use ARPA funds to replace general fund lost revenues for government services expenses.



Revenues

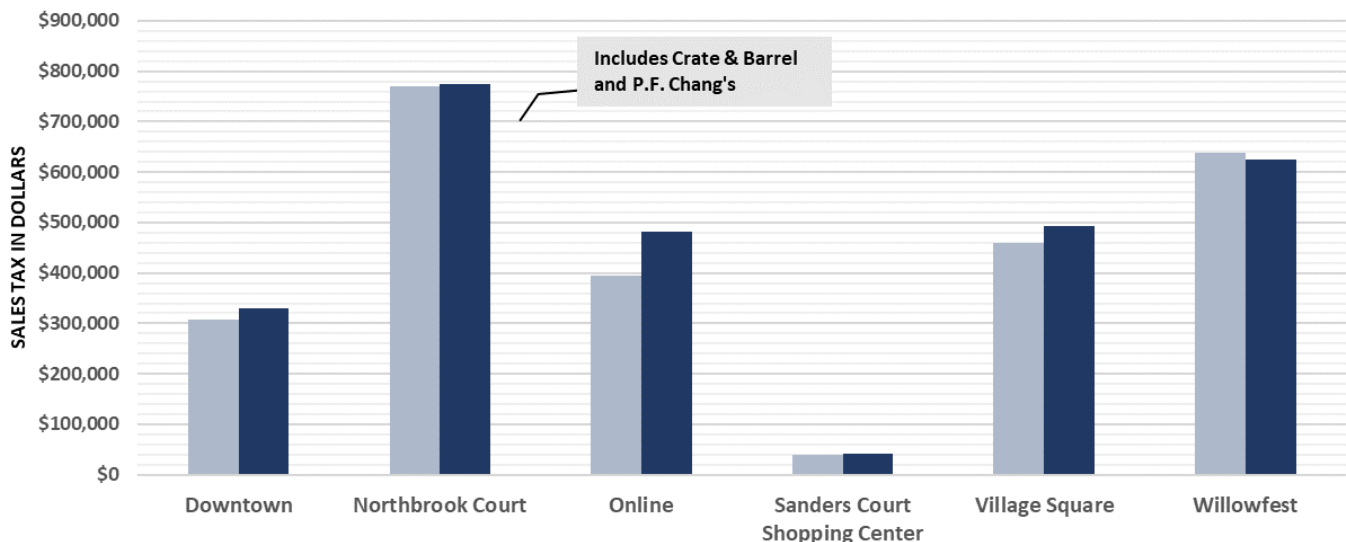


General Fund revenues through the first quarter total \$10.7 million, or 22% of the \$49.67 million annual budget. General Fund revenue is approximately \$822,000 higher than last year's first quarter total revenue due to additional income, replacement and retail sales taxes. Revenues from property tax are lower than historically experienced for this period due to timing of Cook County's 2021 second installment property tax invoices.

Revenue	Budget	YTD Actual	%
Property Tax	8,895,960	78,744	1%
Sales Tax	15,730,000	3,611,973	23%
Income Taxes	4,659,000	2,000,888	43%
Other Taxes	5,851,825	1,520,116	26%
Permits	1,338,500	353,779	26%
Licenses, Fines, & Fees	4,977,050	794,244	16%
Charges for Services	4,820,590	1,871,721	39%
Miscellaneous & Other	3,394,310	502,152	15%
Total Revenue	49,667,235	10,733,617	22%

First Quarter Sales Tax Comparison by Shopping Area

■ FY 21/22-left bar ■ FY 22/23-right bar



Note 1: The graph above shows only partial sales tax collected.



Good, positive indicator

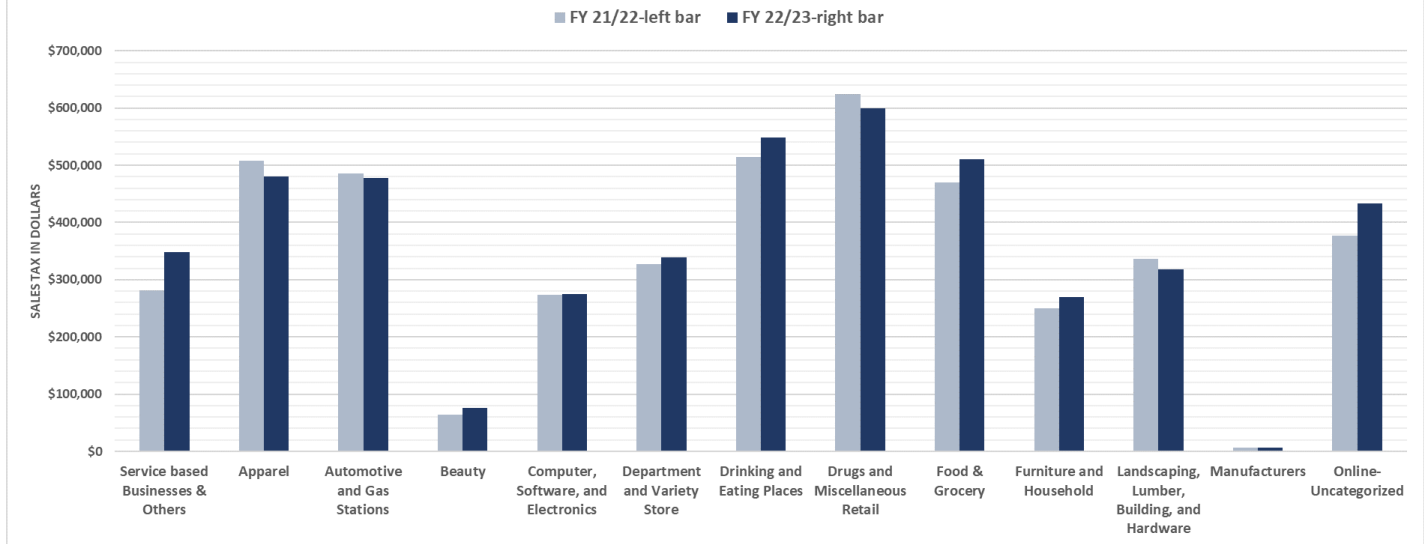


Caution, unsettle indicator



Problem, negative indicator

First Quarter Sales Tax Comparison by Business Type



Note 2: The categories used in the graph above were developed internally and might not be the same as the Standard Industrial Classification Codes provided by the Illinois Department of Revenue.

Expenditures

General Fund expenditures total \$12.02 million for the first quarter, or 25% of the \$48.02 million amended budget without transfers out, as compared to \$11.23 million at this time prior year. This is an increase of approximately \$784,000, or 7%. Majority of this increase is for personal services, fringe benefits and contractual services. At this time, we are projecting expenditures to be approximately \$843,000, or 2% below the amended budget. This variance is mainly due to salary savings from temporary vacancies and turnover, offset by higher than originally anticipated commodities costs due to significant increase of fuel process.

In total, expenditures are currently within anticipated results.

Expenditure by Class	Amended Budget	YTD Actual	%
Personal Services	29,084,705	6,796,874	23%
Fringe Benefits	5,712,335	2,281,142	40%
Contractual Services	8,899,045	2,501,540	28%
Commodities	1,652,050	334,725	20%
Capital Outlay	2,671,378	104,687	4%
Total	48,019,513	12,018,967	25%

Expenditure by Department	Amended Budget	YTD Actual	%
Village Manager's Office	3,245,655	944,720	29%
Finance	1,207,095	367,274	30%
Information Services	3,181,735	560,482	18%
Police	16,145,023	4,235,653	26%
Fire	12,875,780	3,412,365	27%
Public Works	8,926,385	1,873,068	21%
Development & Planning Services	2,437,840	625,405	26%
Total	48,019,513	12,018,967	25%

Note 3: The Village Manager's Office includes legislative, administrative and legal divisions.



Good, positive indicator



Caution, unsettled indicator



Problem, negative indicator

DEVELOPMENT & PLANNING SERVICES

1st Quarter of FY 22/23

Sustainability Accomplishments FY 22/23

- Installation of Grow Northbrook Demo Garden
- Hosted 9 Organic Gardening Courses
- Co-Hosted Webinar on Solar Energy: 100+ attendees
- Gave away 250 Plants & 50 Trees at Farmers Market
- "Oaktober" Tree Giveaway of 250 Trees in October
- Annual Climate Action Plan Review Completed
- Participated in Project with Northwestern University regarding Waste Innovation
- Research on Single Use Bag Tax
- Piloting Green Business Certification Program

Preliminary Review Items Recently Considered

- 3000 Willow Road: 15 Unit Single Family Planned Development
- 1000 Skokie Blvd: Tesla Automotive Dealership

Formal Applications Under Review FY 22/23

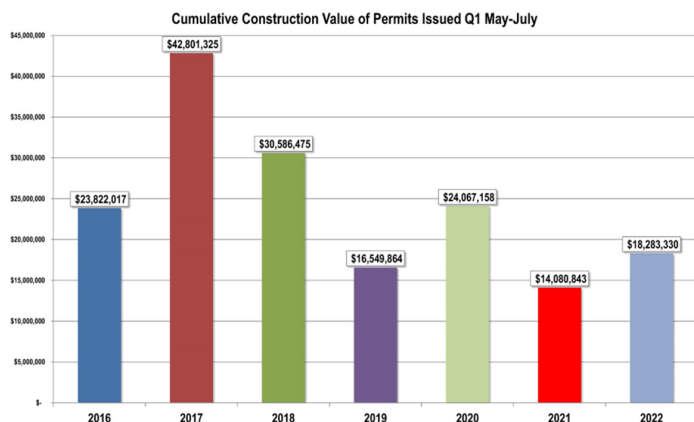
- BOT-22-07: 1620 Sunset Ridge Providence Farm Special Permit Renewal (**APPROVED**)
- PCD-22-01: 2300 Carlson LRS Single Stream Recycling Facility (**APPROVED**)
- PCD-22-02: 916 Dundee Road Erickson Senior Living 800 Independent Living Units/155 Assisted Living Beds (Under Review)
- PCD-22-03: 175 Pointe Drive–35 Unit Rental Townhouse Development (Under Review)
- PCD-22-04: Zoning Code Text Amendment for Shopping Center Parking (**APPROVED**)
- PCD-22-05: 1530 Skokie Blvd–Toyota Redevelopment (**APPROVED**)
- PCD-22-06: 2005 Techny Road–3-Lot Subdivision (Under Review)
- PCD-22-07: 722 Landwehr–Baseball Training (**APPROVED**)
- PCD-22-08: 1657 Shermer Road– Quarterra/HODC Mixed Use Development (Under Review)
- PCD-22-10: 2420-2450 Landwehr–7-Lot Subdivision (Under Review)
- PCD-22-11: Covenant Village– Three New Buildings (Under Review)
- PCD-22-12: 2600 Dundee Road–5-Lot Subdivision (Under Review)
- PCD-22-13: 2944-2960 Dundee–Rosewater Assisted Living Facility (Under Review)
- PVA-22-01: 2330 Ridge–Annexation (**APPROVED**)
- PVA-22-02: 4110 Terri Lyn Lane–Annexation (Under Review)
- PCD-22-14: 479 Lee Road Transitional Service Facility
- PCD-22-15: 204 Skokie Boulevard – Carwash

Economic Development Update

- Retail Coach: Twice Monthly Meetings with Staff, Establishment of List of Interested Businesses, Attendance at Conferences, Outreach to Landowners and Businesses
- 6Bs: Streamlined Process (**APPROVED**) and 4000 Commercial Avenue (**APPROVED**)
- Sales Tax Agreements: Foley Dealership (**APPROVED**) and Toyota Dealership (Under Review)

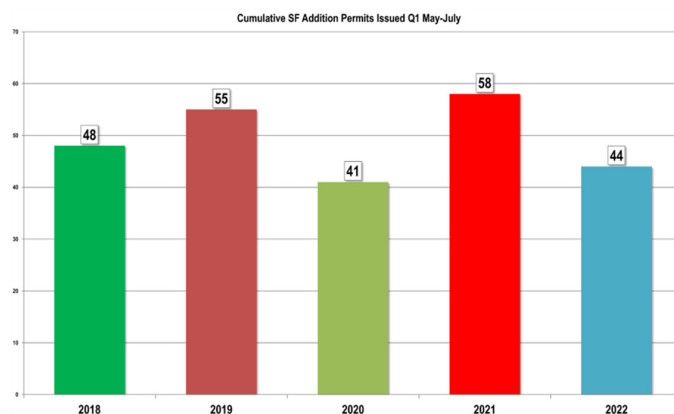
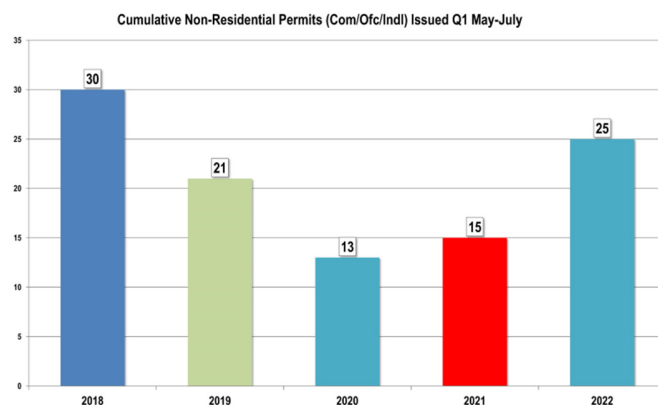
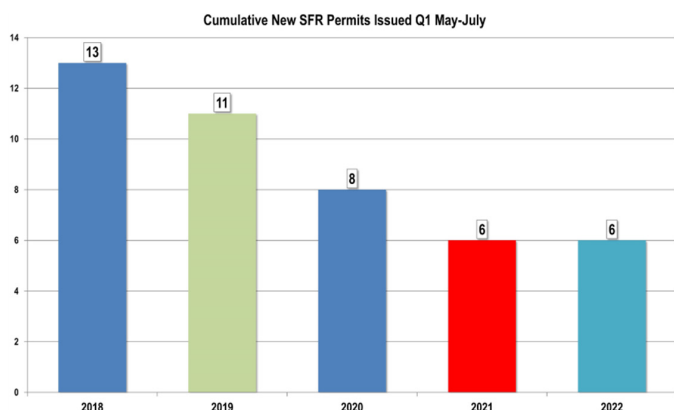
Affordable Housing Update

- \$40,000.00 Received in Demo Tax Fund FY 22/23
- Total Collected from Demo Tax to Date \$410,000
- Senior Living Units by Erickson: 120 Affordable Units Required with 800 Independent (Under Review)
- 175 Pointe Drive: 35 Unit Rental Townhome Development 5 Affordable Units Require PLUS \$31,250 fee-in-lieu for fractional unit (Under Review)
- 2420-2450 Landwehr 7-Lot Subdivision Required to pay \$131,250.00 fee in lieu

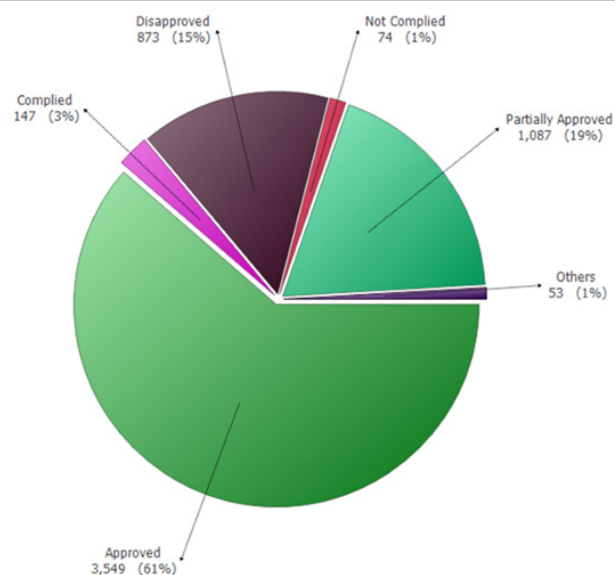


Construction Activity Q1 FY 22/23

- 6 Single Family Residence Permits
- 44 Single Family Addition Permits
- 6 Multi-Family Residential Permits
- 5,786 Inspections in 2022 (2,389 in Q1)
- 25 Non-Residential Permits



All Inspections for 2022



VILLAGE OF NORTHBROOK

ECONOMIC INDICATORS REVIEW

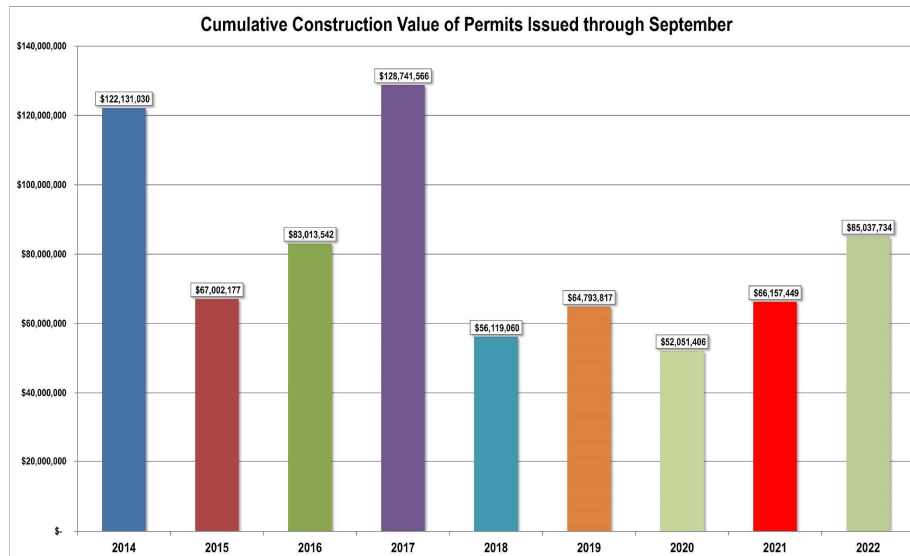
Committee of the Whole Meeting
October 25, 2022

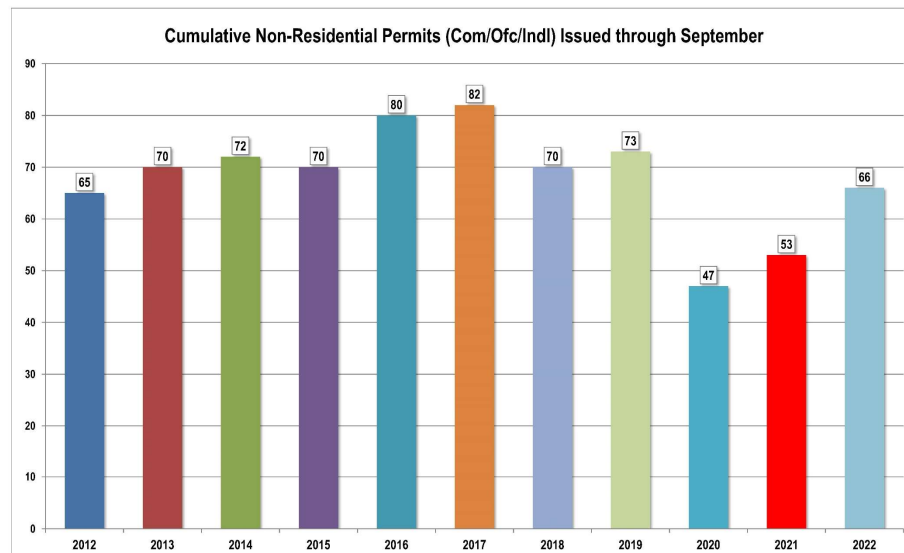
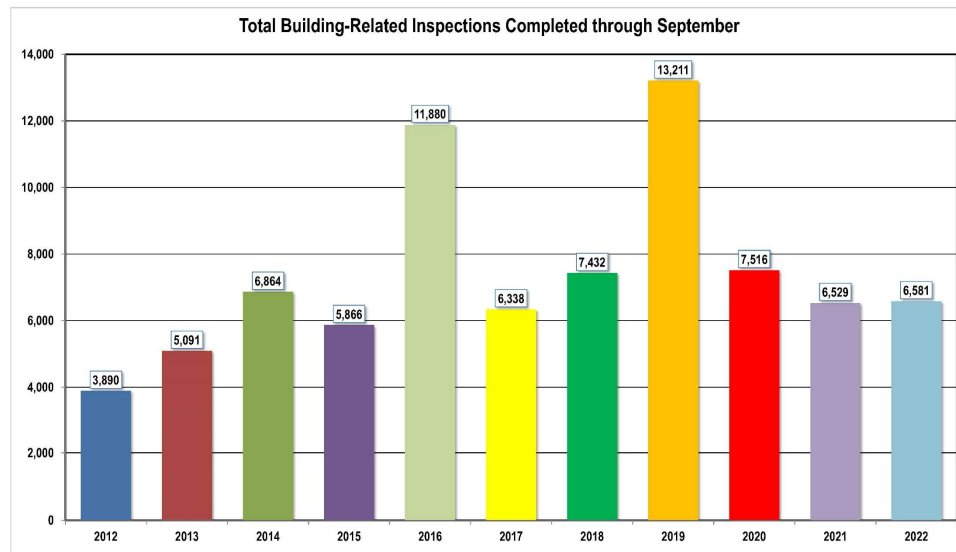


INDICATORS

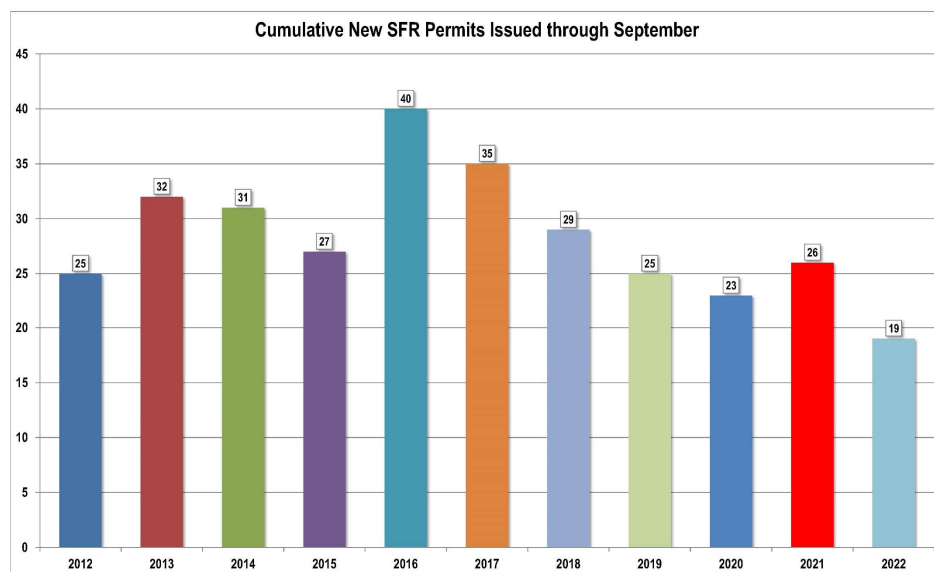
- ✓ General Construction Indicators
- ✓ Market Data
- ✓ Unemployment Data
- ✓ Sales Tax Data

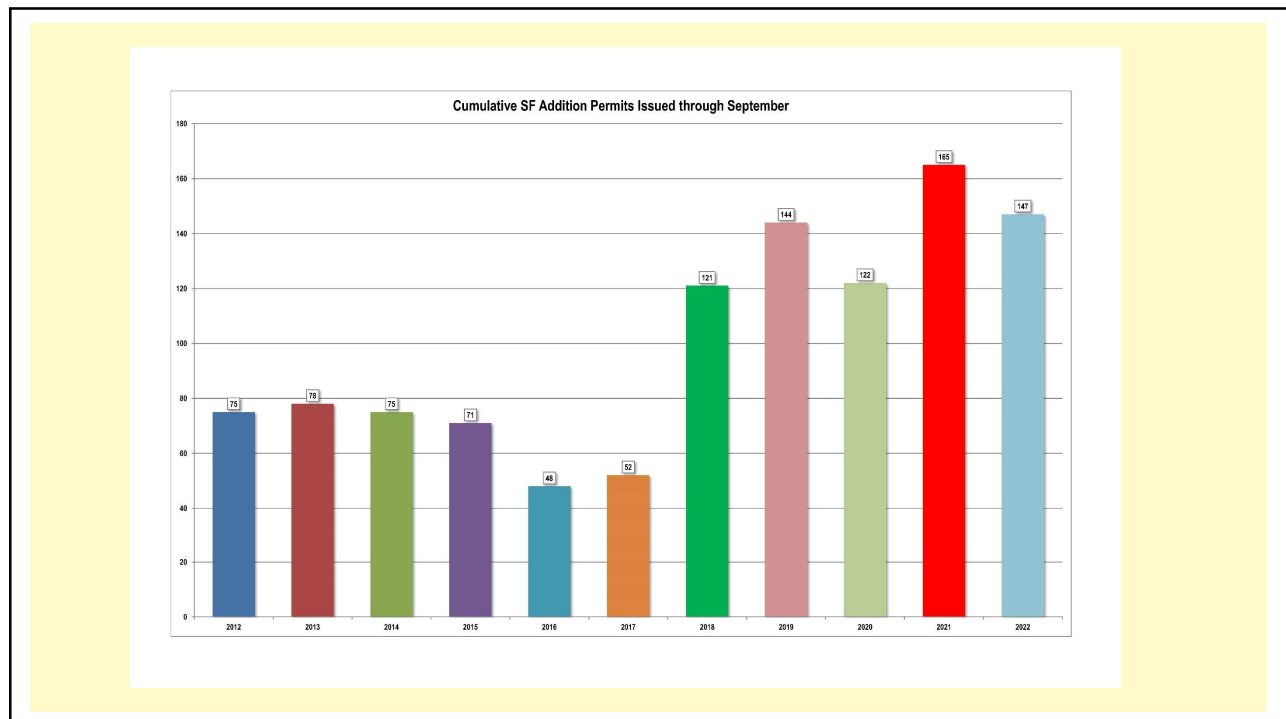
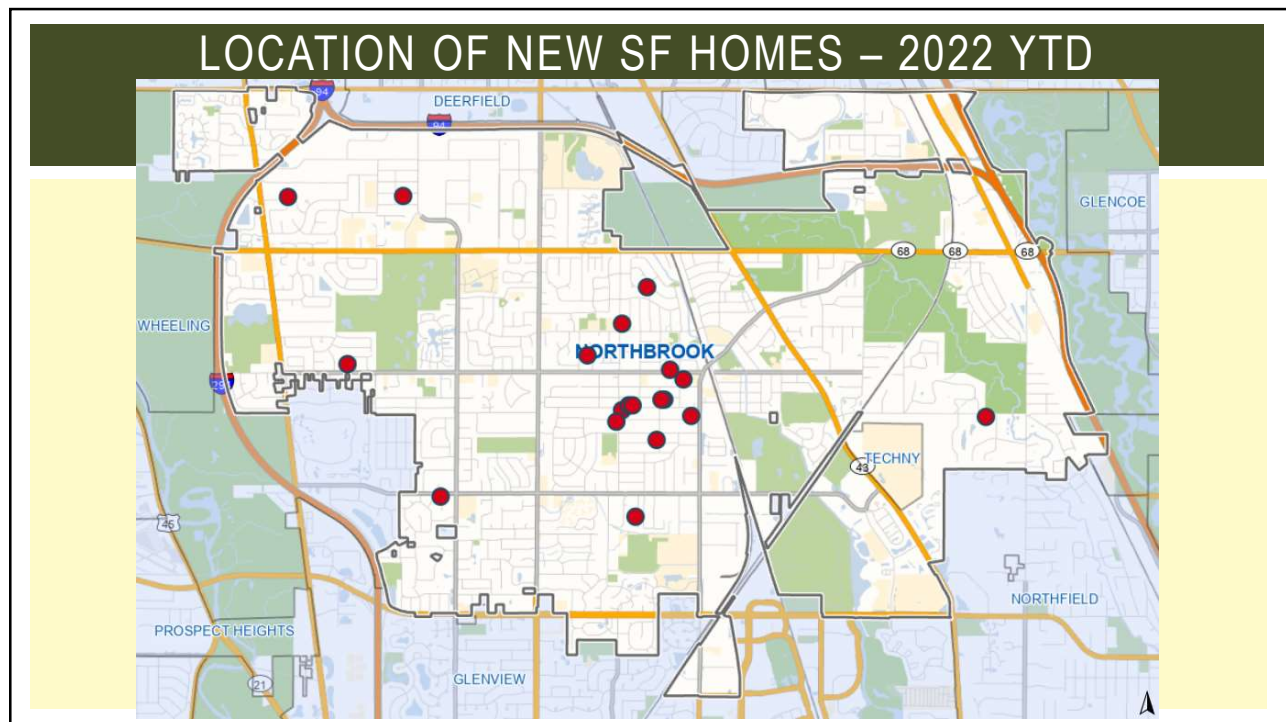
GENERAL CONSTRUCTION INDICATORS





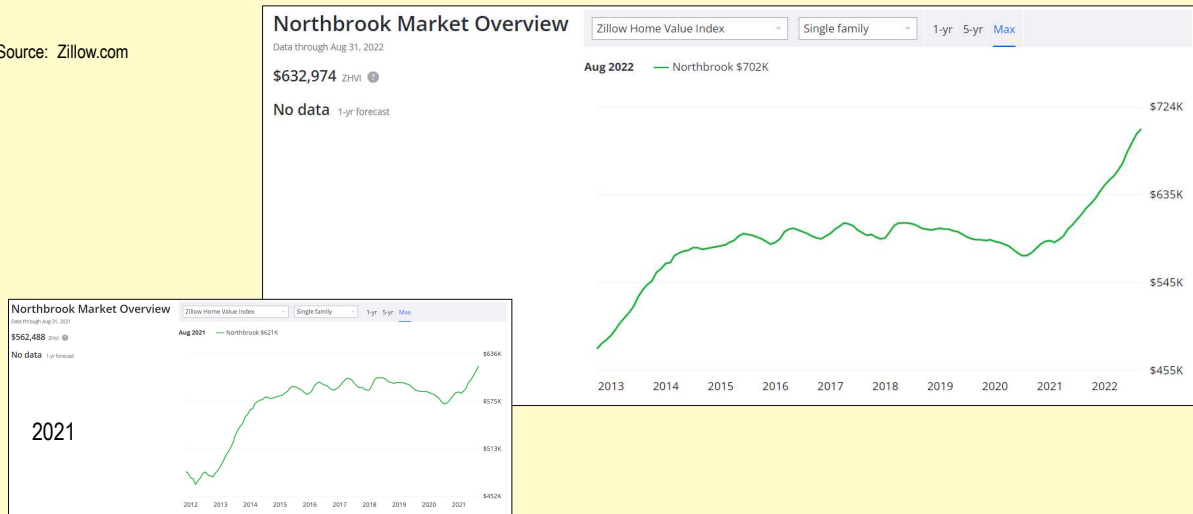
RESIDENTIAL MARKET





SF HOME PRICES

Source: Zillow.com



Jacobs Townhomes – Shermer Road – 68 Units

Permits Issued/
Under
Construction

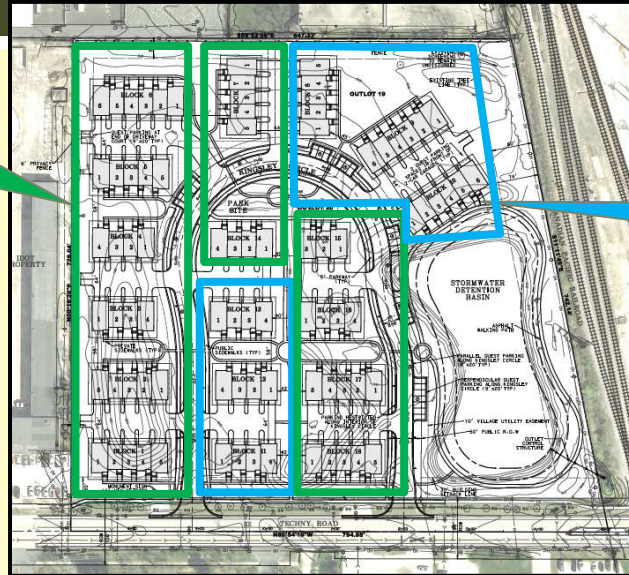
Completed
24 Units

Permits
Ready to be
Issued



M/I HOMES ON TECHNY ROAD

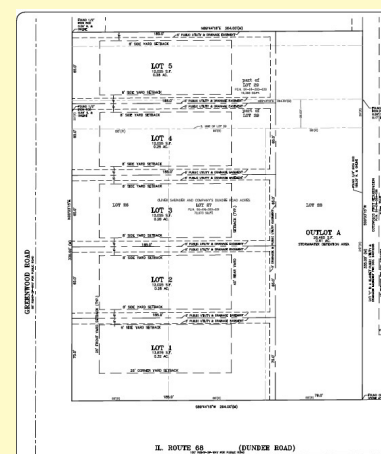
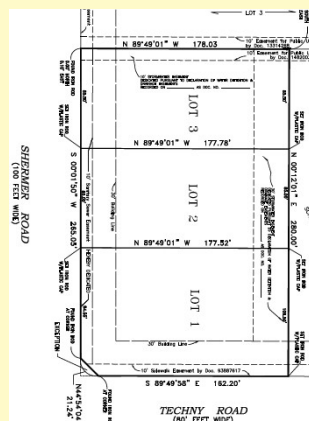
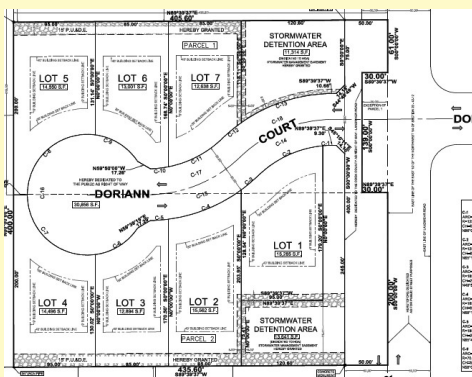
Completed
55 of 84 TH
Units



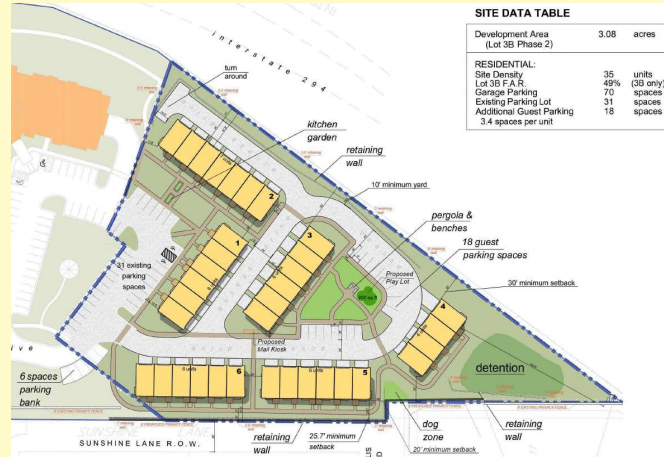
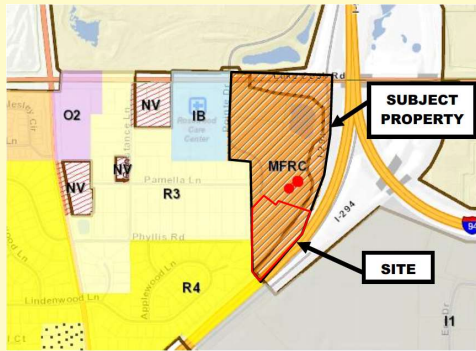
Under
Construction
29 of 84 TH
Units

NEW RESIDENTIAL DEVELOPMENT

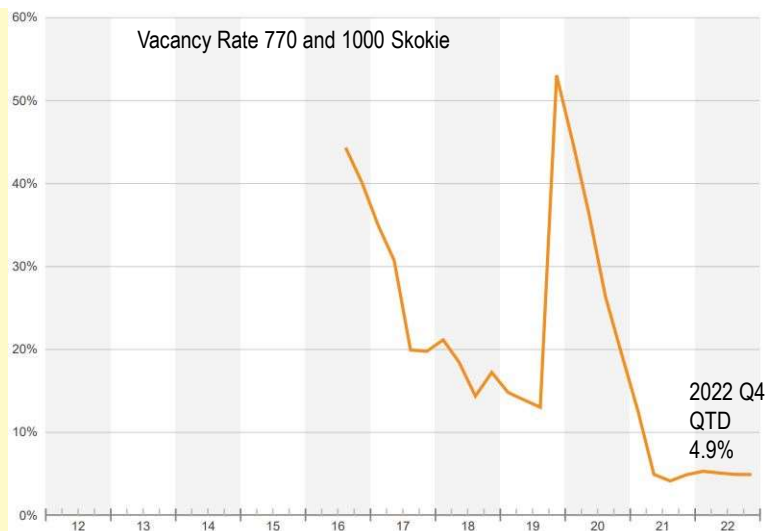
FINAL PLAT
ZONING
PROCESS



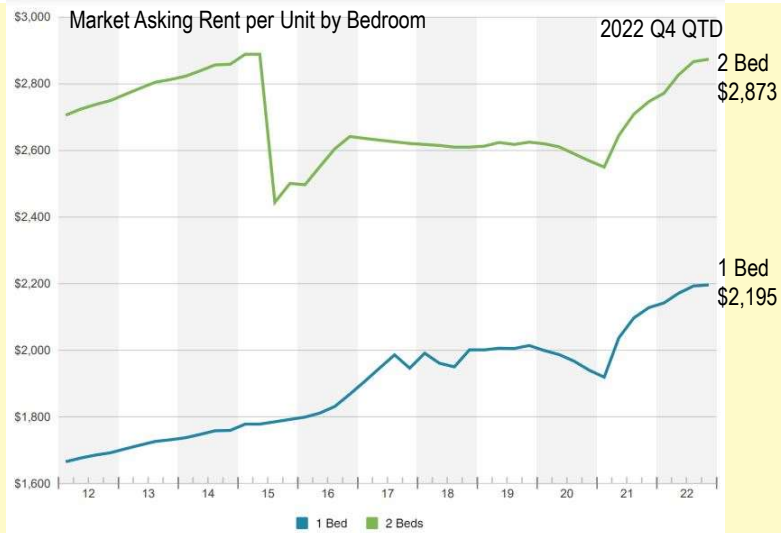
NEW RESIDENTIAL DEVELOPMENT



MULTI-FAMILY MARKET



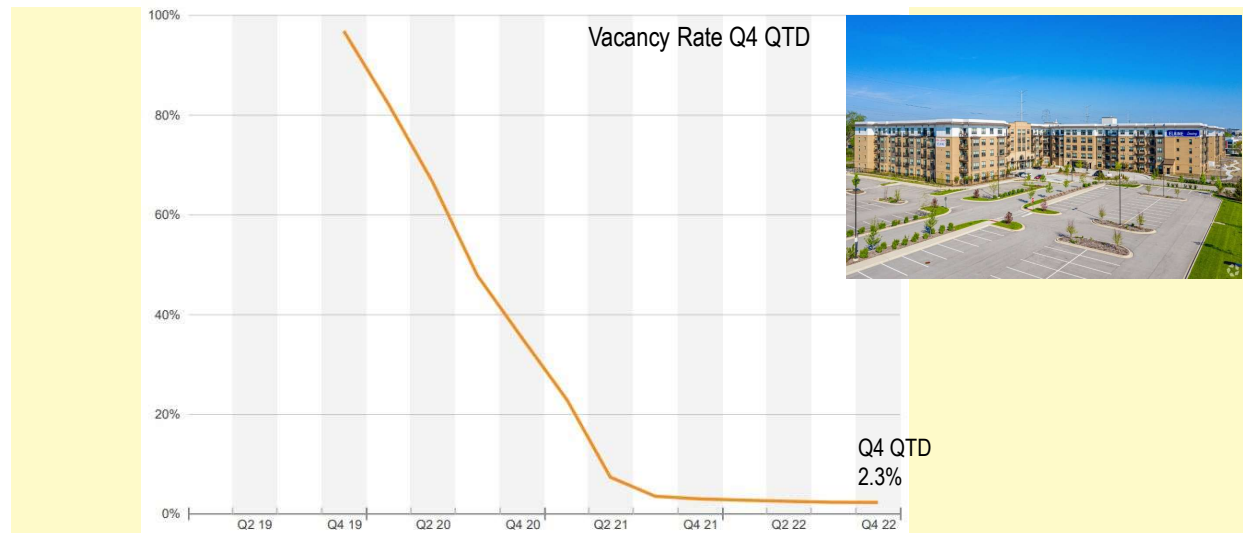
MULTI-FAMILY MARKET



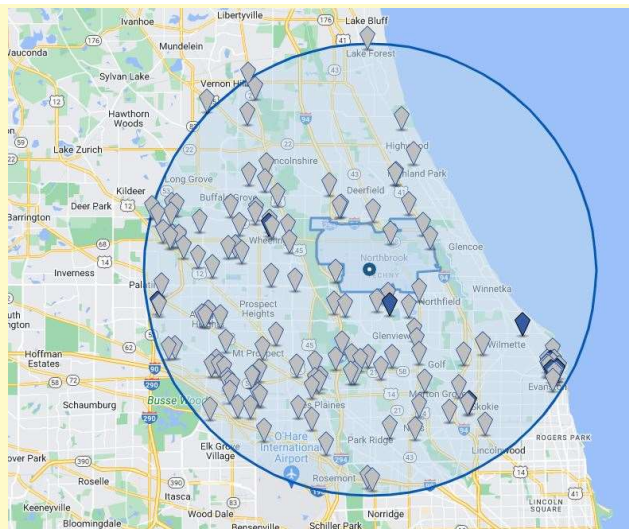
770 SKOKIE BLVD. (TGM NORTHSORE) 344 APARTMENTS



1000 SKOKIE BLVD. (THE ELAINE) 304 APARTMENTS



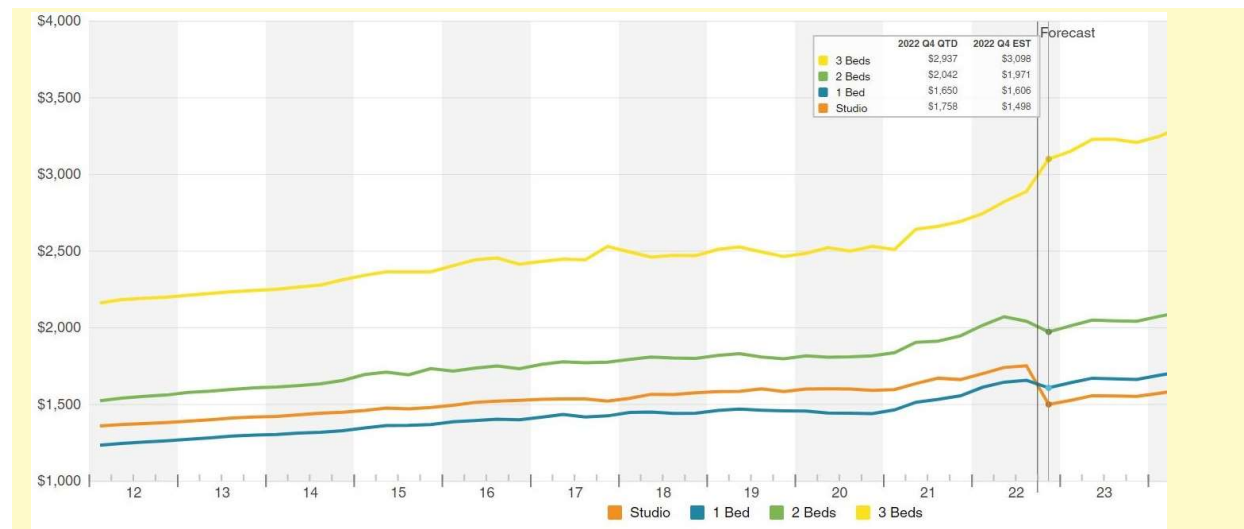
10-MILE RADIUS REVIEW (MULTI-FAMILY 100+ UNITS)



10-MILE RADIUS REVIEW



10-MILE RADIUS REVIEW



RETAIL MARKET DATA

NORTHBROOK RETAIL VACANCY RATE



LARGEST RETAIL SPACES LISTED

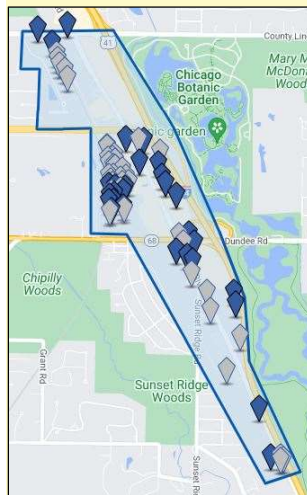
Rank	Property Address	Total Available Space (SF)	Property Name	Built/Renov
1	31-55 Skokie Blvd.	34,624	Village Square	1996
2	4125-4195 Dundee Rd.	26,290	Sanders Court	1972/1994
3	31-315 Skokie Blvd.	24,454	Village Square	1996
4	3055-3161 Dundee Rd.	13,486	White Plains Shopping Center	1975/1984
5	2720-2780 Dundee Rd.	13,092	Dunbrook Center	1970

OFFICE MARKET

NORTHBROOK OFFICE VACANCY RATE



Skokie Office Space Corridor Vacancy Rate



LARGEST OFFICE SPACES LISTED

Rank	Property Address	Total Available Space (SF)	Property Name	Built/Renov
1	1455 Lake Cook Rd.	126,000	York Factory at Northbrook (proposed)	1972/1994
2	400 Skokie Blvd.	67,674	The 400 Building	1984/1993
3	707 Skokie Blvd.	54,339	Combined Centre III	1980/1986
4	40 Skokie Blvd.	43,091	Boulevard 40	1984/1993
5	630-650 Dundee Rd.	42,915	Edens Corporate Center	1988/2014

INDUSTRIAL MARKET

NORTHBROOK INDUSTRIAL & FLEX VACANCY RATE



Sky Harbor Industrial Park Vacancy Rate



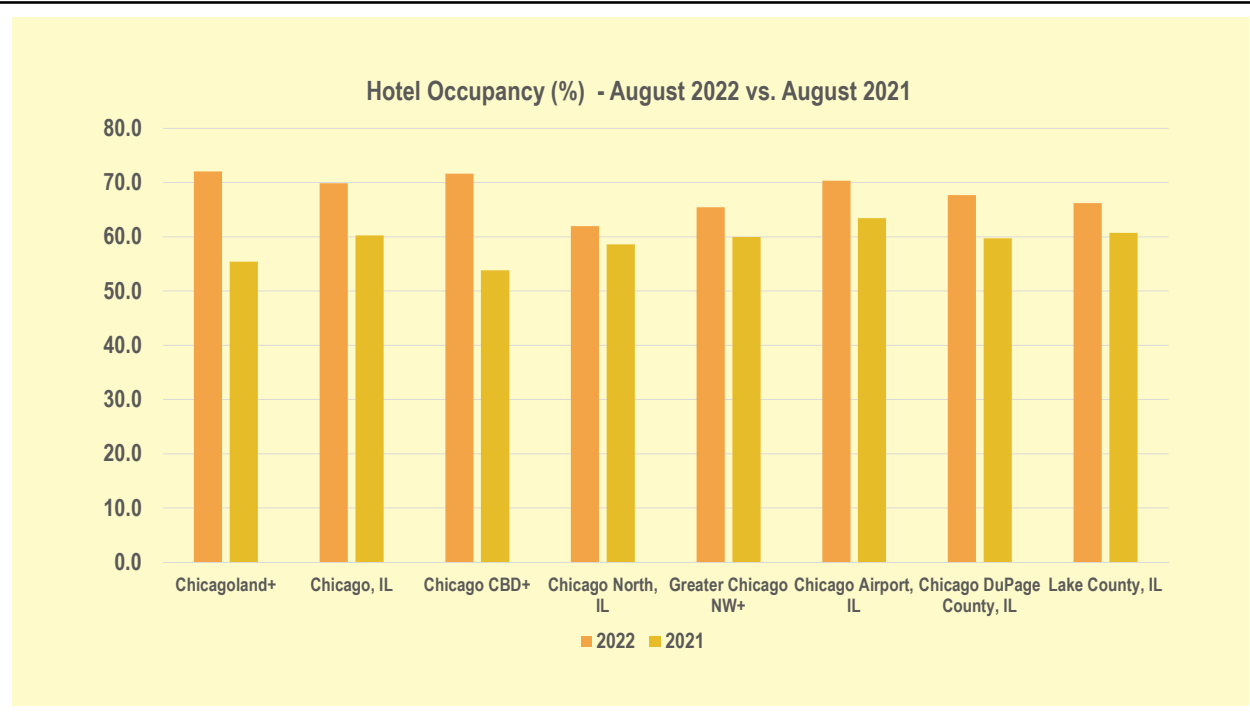
South Shermer Area – Industrial Vacancy Rate



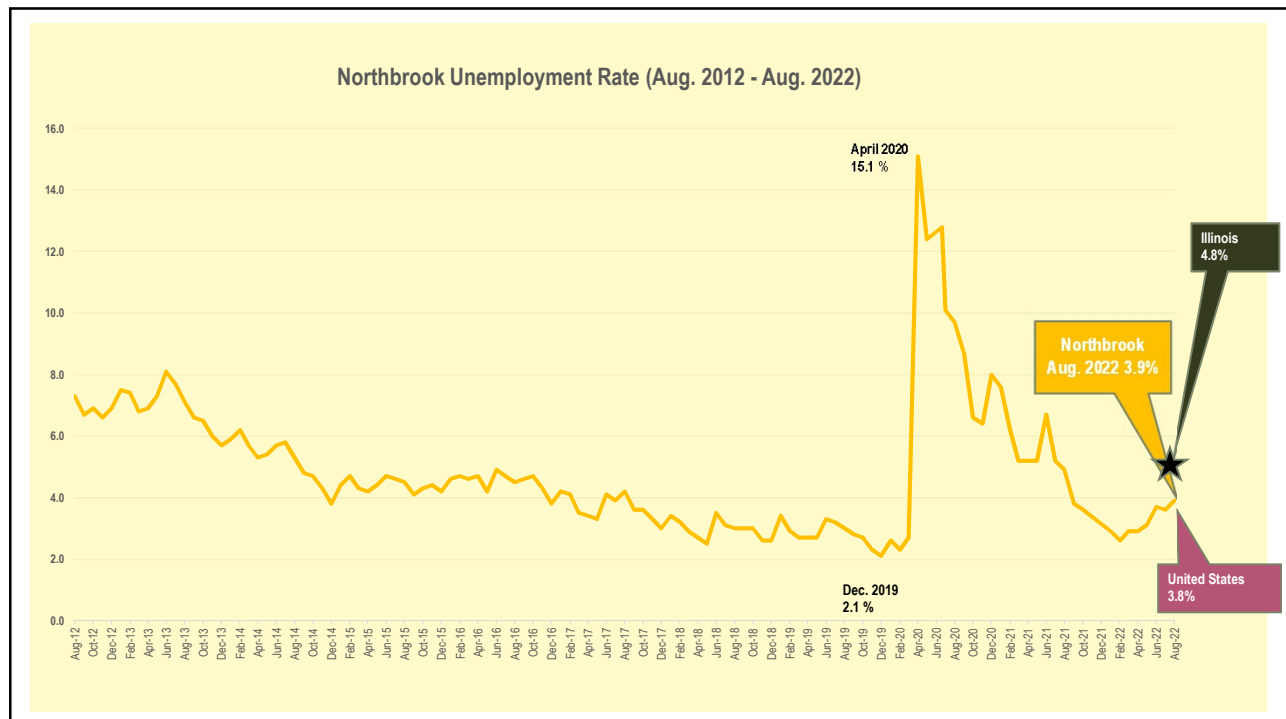
LARGEST INDUSTRIAL/FLEX SPACES LISTED

Rank	Property Address	Total Available Space (SF)	Building Class	Built/Renov
1	4000 Commercial Ave.	448,320	A	2023
2	515 Huehl Rd.	72,000	B	1986
3	2775-2783 Shermer Rd.	46,937	C	1979/1986
4	700-730 Anthony Trl	43,225	B	1986
5	3075-3085 Commercial Ave.	39,093	C	1978

HOTEL DATA



UNEMPLOYMENT



VILLAGE OF NORTHBROOK

ECONOMIC INDICATORS REVIEW

Committee of the Whole Meeting
October 25, 2022





The**Retail**Coach®

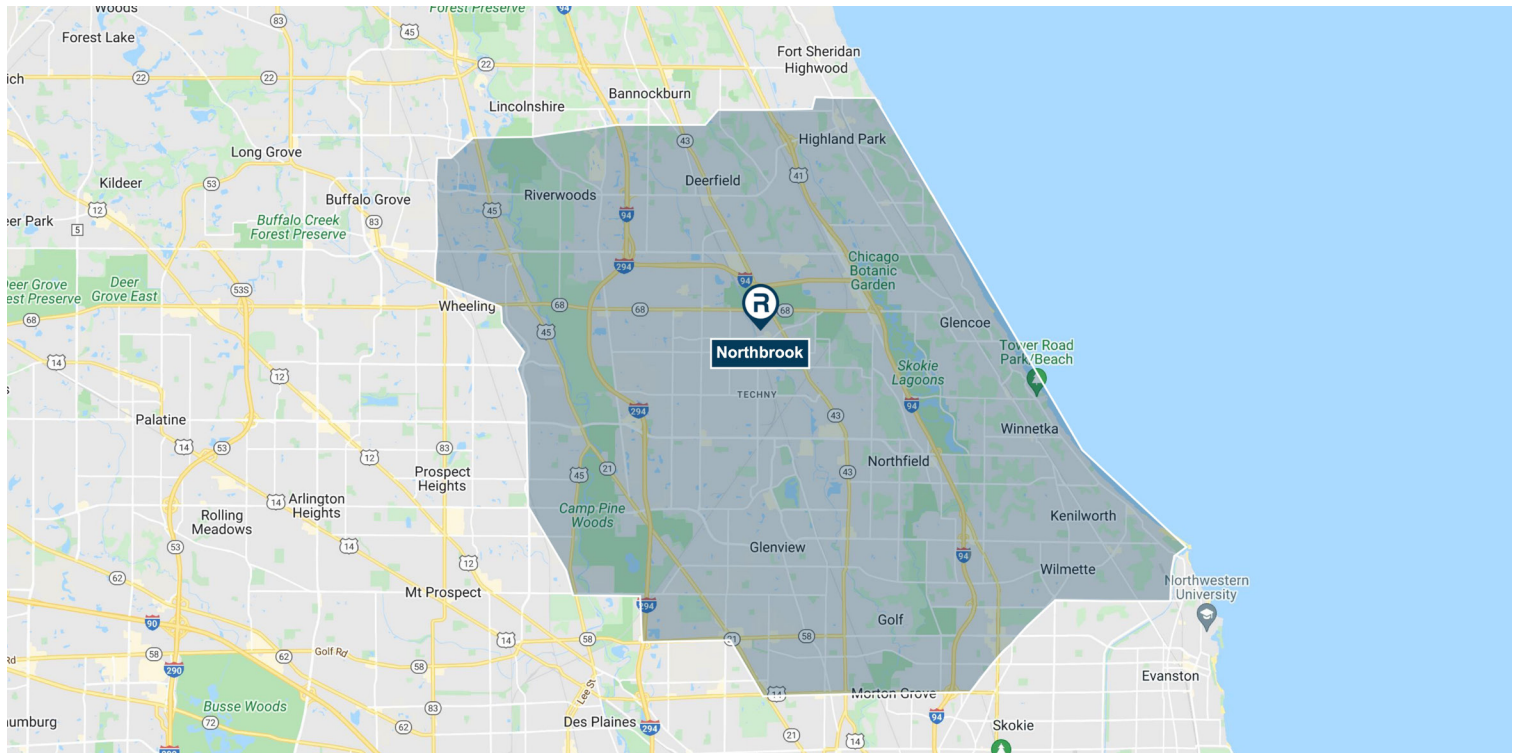
Primary Retail Trade Area Demographic Profile

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 (%)

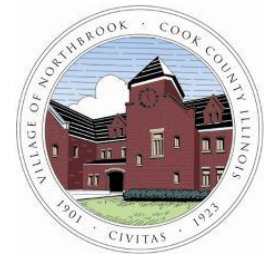
Graduate or Professional Degree	32.24%	25 - 34 Years	12.31%
Bachelors Degree	33.26%	35 - 44 Years	8.84%
Associate Degree	4.79%	45 - 54 Years	11.44%
Some College	12.51%	55 - 64 Years	14.88%
High School Graduate (GED)	12.49%	65 and Older	23.40%
Some High School, No Degree	2.34%	Median Age	44.70
Less than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



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



Primary Retail Trade Area • Demographic Profile

Northbrook, Illinois

DESCRIPTION	DATA	%
Population		
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%
2022 Est. Population by Single-Classification Race	266,335	
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%
2022 Est. Population by Hispanic or Latino Origin	266,335	
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%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	25,506	
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%
2022 Est. Pop by Race, Asian Alone, by Category	42,115	
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	%
2022 Est. Population by Ancestry	266,335	
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%
2022 Est. Pop Age 5+ by Language Spoken At Home		
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	%
2022 Est. Population by Age	266,335	
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
2022 Est. Population by Sex	266,335	
Male	128,603	48.29%
Female	137,733	51.71%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	128,603	
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
2022 Est. Female Population by Age	137,733	
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	%
2022 Est. Pop Age 15+ by Marital Status		
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%
2022 Est. Pop Age 25+ by Edu. Attainment		
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%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
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%
Households		
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%
2022 Est. Households by Household Type		
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	%
2022 Est. Households by Household Income		
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
2022 Median HH Inc. by Single-Class. Race or Eth.		
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
2022 Est. Family HH Type by Presence of Own Child.		
	73,813	
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%
2022 Est. Households by Household Size		
	101,784	
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	%
2022 Est. Households by Presence of People Under 18	101,784	
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%
Households with No People under Age 18:	66,974	
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%
2022 Est. Households by Number of Vehicles	101,784	
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
Family Households		
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%
2022 Est. Families by Poverty Status	73,813	
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%
2022 Est. Pop 16+ by Employment Status		
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	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	131,952	
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%
2022 Est. Civ. Employed Pop 16+ by Occupation	131,952	
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%
2022 Est. Pop 16+ by Occupation Classification	131,952	
White Collar	103,690	78.58%
Blue Collar	13,884	10.52%
Service and Farm	14,379	10.90%
2022 Est. Workers Age 16+ by Transp. to Work	129,719	
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	%
2022 Est. Workers Age 16+ by Travel Time to Work		
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		
Owner Occupied	101,784	
	80,993	79.57%
Renter Occupied	20,792	20.43%
2022 Owner Occ. HUs: Avg. Length of Residence		17.57 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		7.19 [†]
2022 Est. Owner-Occupied Housing Units by Value		
	101,784	
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
2022 Est. Housing Units by Units in Structure		
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	%
2022 Est. Housing Units by Year Structure Built		
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

[†] 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**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.

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



The**Retail**Coach®

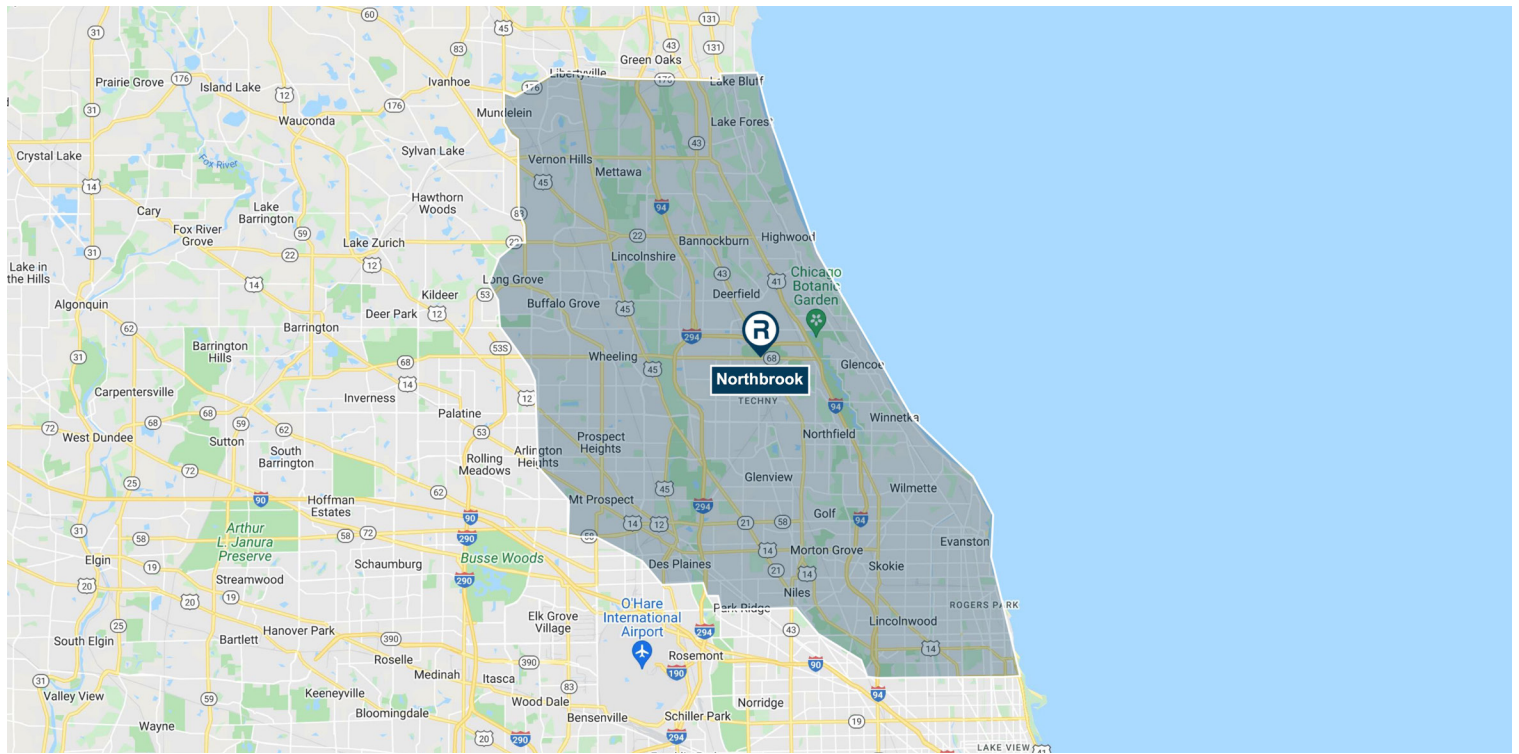
Secondary Retail Trade Area Demographic Profile

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 (%)

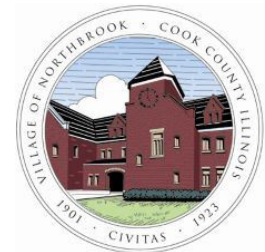
Graduate or Professional Degree	25.74%	25 - 34 Years	12.64%
Bachelors Degree	31.50%	35 - 44 Years	11.84%
Associate Degree	5.61%	45 - 54 Years	12.31%
Some College	14.21%	55 - 64 Years	13.84%
High School Graduate (GED)	15.39%	65 and Older	20.62%
Some High School, No Degree	3.60%	Median Age	42.28
Less than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

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



The**Retail**Coach®

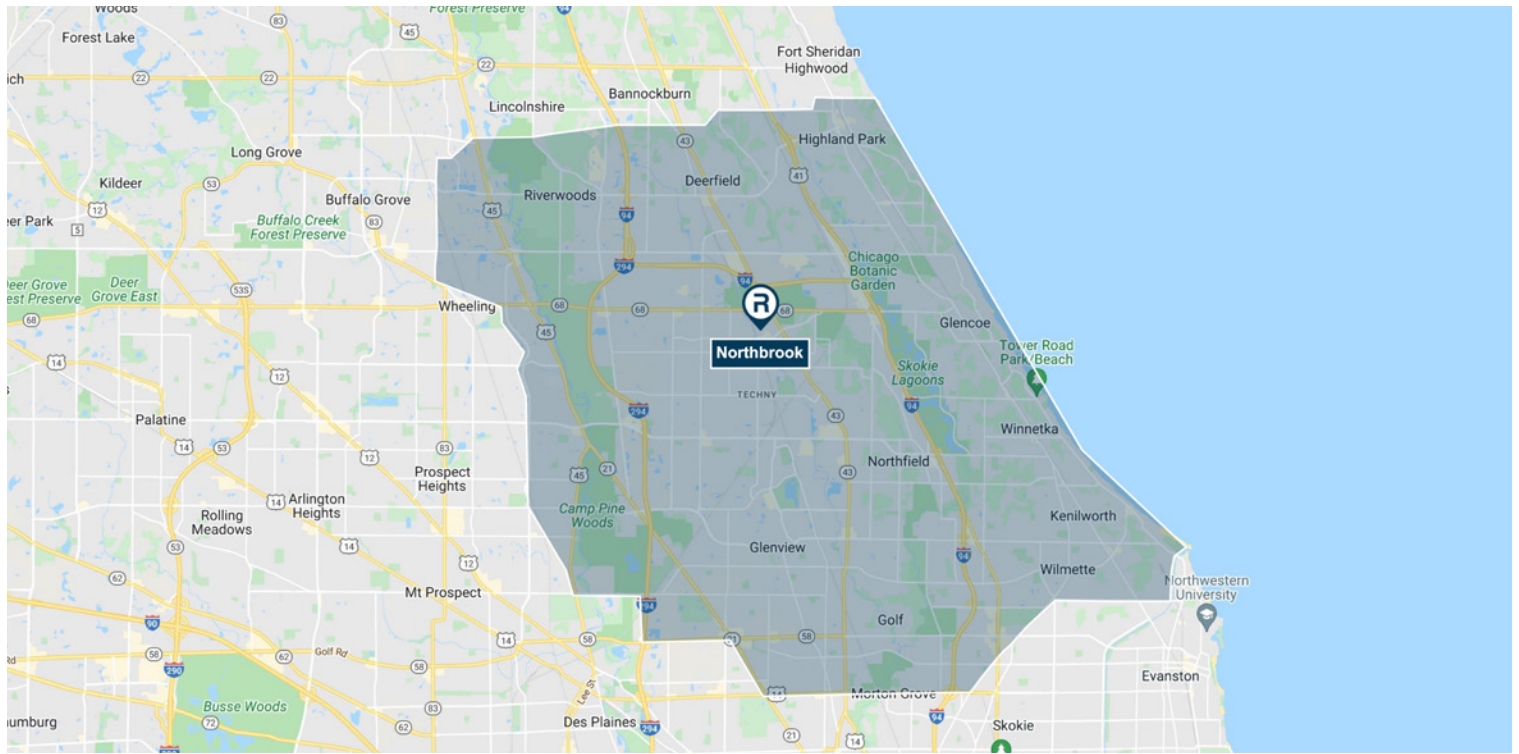
Developer Feasibility Study

NORTHBROOK, ILLINOIS

Prepared for Village of Northbrook
April 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	White	76.54%
Median HH	\$127,014	Black/African American	1.71%
Per Capita	\$72,744	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%

Age

0 - 9 Years	10.63%
10 - 17 Years	9.70%
18 - 24 Years	8.79%
25 - 34 Years	12.31%
35 - 44 Years	8.84%
45 - 54 Years	11.44%
55 - 64 Years	14.88%
65 and Older	23.40%
Median Age	44.70
Average Age	43.42

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%



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



Primary Retail Trade Area • Retail Demand Outlook

Northbrook, Illinois

NAICS	DESCRIPTION	2022 DEMAND	2027 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total retail trade including food and drinking places	\$4,578,607,513	\$5,046,333,706	\$467,726,194	1.96%
441	Motor vehicle and parts dealers	\$894,417,929	\$991,606,901	\$97,188,972	2.08%
4411	Automobile dealers	\$757,012,600	\$833,951,554	\$76,938,954	1.95%
4412	Other motor vehicle dealers	\$54,276,926	\$63,803,536	\$9,526,610	3.29%
4413	Automotive parts, accessories, and tire stores	\$83,128,403	\$93,851,811	\$10,723,408	2.46%
442	Furniture and home furnishings stores	\$56,185,279	\$59,524,715	\$3,339,437	1.16%
4421	Furniture stores	\$35,782,356	\$37,931,425	\$2,149,069	1.17%
4422	Home furnishings stores	\$20,402,923	\$21,593,290	\$1,190,367	1.14%
443	Electronics and appliance stores	\$78,997,856	\$85,643,184	\$6,645,328	1.63%
443141	Household appliance stores	\$21,819,846	\$24,208,108	\$2,388,262	2.10%
443142	Electronics stores	\$57,178,010	\$61,435,076	\$4,257,066	1.45%
444	Building material and garden equipment and supplies dealers	\$262,814,450	\$296,810,290	\$33,995,841	2.46%
4441	Building material and supplies dealers	\$226,024,317	\$256,395,558	\$30,371,241	2.55%
44411	Home centers	\$129,840,497	\$147,099,955	\$17,259,457	2.53%
44412	Paint and wallpaper stores	\$7,860,799	\$8,914,809	\$1,054,010	2.55%
44413	Hardware stores	\$22,149,010	\$24,802,650	\$2,653,640	2.29%
44419	Other building material dealers	\$66,174,010	\$75,578,144	\$9,404,134	2.69%
4442	Lawn and garden equipment and supplies stores	\$36,790,133	\$40,414,732	\$3,624,600	1.90%
44421	Outdoor power equipment stores	\$6,646,633	\$7,322,046	\$675,413	1.95%
44422	Nursery, garden center, and farm supply stores	\$30,143,500	\$33,092,686	\$2,949,186	1.88%
445	Food and beverage stores	\$649,560,464	\$715,461,265	\$65,900,801	1.95%
4451	Grocery stores	\$595,701,623	\$655,987,463	\$60,285,839	1.95%
44511	Supermarkets and other grocery (except convenience) stores	\$572,058,254	\$629,889,959	\$57,831,705	1.94%
44512	Convenience stores	\$23,643,370	\$26,097,504	\$2,454,134	1.99%
4452	Specialty food stores	\$18,504,973	\$20,418,296	\$1,913,323	1.99%
4453	Beer, wine, and liquor stores	\$35,353,867	\$39,055,506	\$3,701,639	2.01%
446	Health and personal care stores	\$118,360,983	\$133,391,273	\$15,030,290	2.42%
44611	Pharmacies and drug stores	\$88,227,625	\$99,244,278	\$11,016,653	2.38%
44612	Cosmetics, beauty supplies, and perfume stores	\$4,784,343	\$5,434,121	\$649,778	2.58%
44613	Optical goods stores	\$21,017,767	\$23,821,708	\$2,803,941	2.54%
44619	Other health and personal care stores	\$4,331,247	\$4,891,165	\$559,918	2.46%
447	Gasoline stations	\$344,737,547	\$392,269,018	\$47,531,470	2.62%

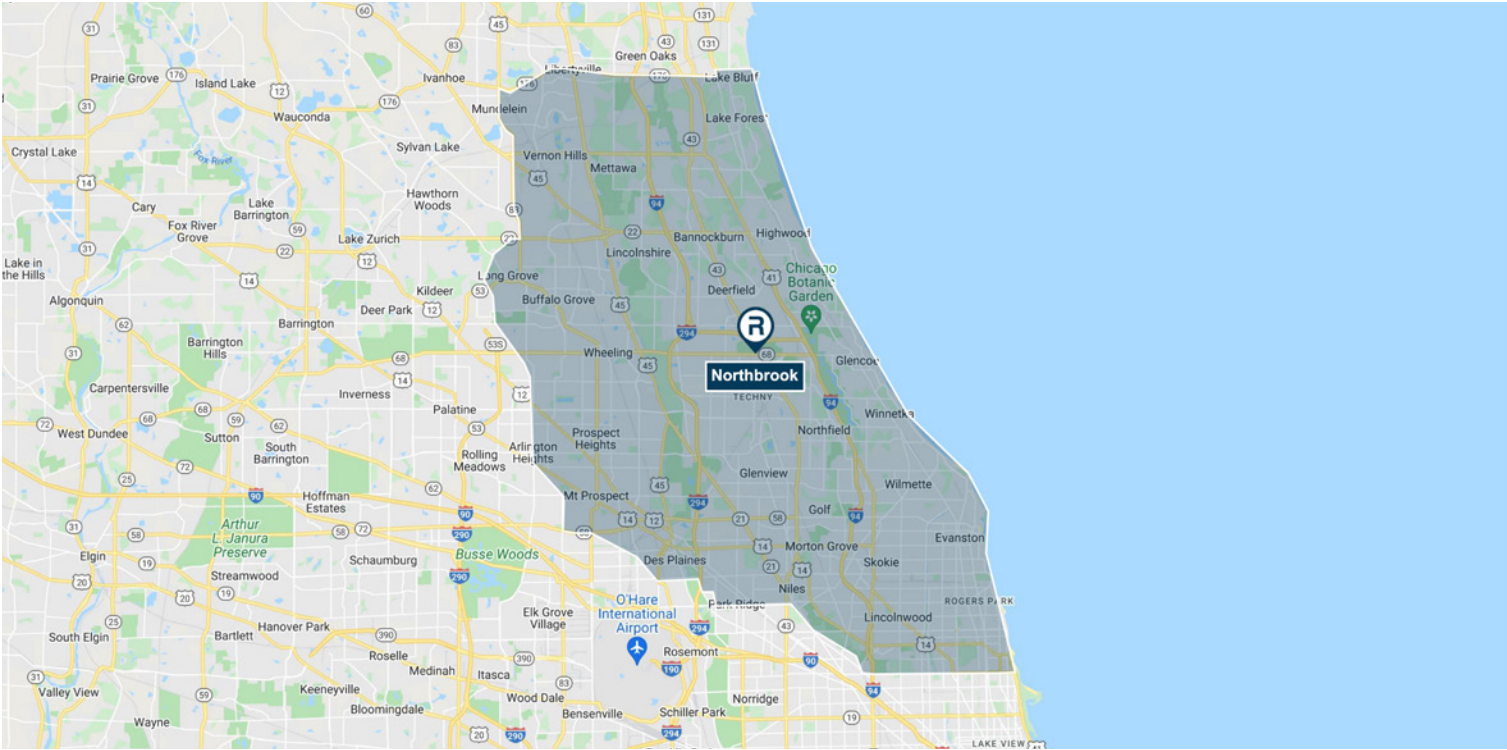
Primary Retail Trade Area • Retail Demand Outlook

Northbrook, Illinois

NAICS	DESCRIPTION	2022 DEMAND	2027 DEMAND	GROWTH	CAGR (%)*
448	Clothing and clothing accessories stores	\$137,663,697	\$138,341,855	\$678,158	0.10%
4481	Clothing stores	\$94,435,945	\$93,639,199	-\$796,746	-0.17%
44811	Men's clothing stores	\$3,609,686	\$3,435,644	-\$174,042	-0.98%
44812	Women's clothing stores	\$15,760,135	\$15,508,539	-\$251,596	-0.32%
44813	Children's and infants' clothing stores	\$6,159,712	\$6,311,022	\$151,310	0.49%
44814	Family clothing stores	\$57,138,892	\$56,880,572	-\$258,320	-0.09%
44815	Clothing accessories stores	\$3,698,823	\$3,614,145	-\$84,678	-0.46%
44819	Other clothing stores	\$8,068,698	\$7,889,278	-\$179,421	-0.45%
4482	Shoe stores	\$25,193,133	\$26,579,593	\$1,386,460	1.08%
4483	Jewelry, luggage, and leather goods stores	\$18,034,618	\$18,123,063	\$88,444	0.10%
44831	Jewelry stores	\$7,711,750	\$7,791,777	\$80,027	0.21%
44832	Luggage and leather goods stores	\$10,322,868	\$10,331,286	\$8,418	0.02%
451	Sporting goods, hobby, musical instrument, and book stores	\$66,831,719	\$74,493,785	\$7,662,066	2.19%
4511	Sporting goods, hobby, and musical instrument stores	\$51,179,144	\$58,560,565	\$7,381,420	2.73%
45111	Sporting goods stores	\$34,151,810	\$41,163,051	\$7,011,241	3.81%
45112	Hobby, toy, and game stores	\$10,183,700	\$10,409,894	\$226,194	0.44%
45113	Sewing, needlework, and piece goods stores	\$1,304,334	\$1,291,317	-\$13,017	-0.20%
45114	Musical instrument and supplies stores	\$5,539,300	\$5,696,302	\$157,002	0.56%
4512	Book stores and news dealers	\$15,652,575	\$15,933,220	\$280,645	0.36%
452	General merchandise stores	\$562,297,878	\$609,762,120	\$47,464,242	1.63%
4522	Department stores	\$62,408,045	\$65,154,564	\$2,746,519	0.87%
4523	Other general merchandise stores	\$499,889,833	\$544,607,556	\$44,717,723	1.73%
453	Miscellaneous store retailers	\$96,873,424	\$102,733,233	\$5,859,809	1.18%
4531	Florists	\$3,256,511	\$3,572,969	\$316,458	1.87%
4532	Office supplies, stationery, and gift stores	\$18,377,241	\$19,547,247	\$1,170,005	1.24%
45321	Office supplies and stationery stores	\$7,361,944	\$7,965,891	\$603,946	1.59%
45322	Gift, novelty, and souvenir stores	\$11,015,297	\$11,581,356	\$566,059	1.01%
4533	Used merchandise stores	\$16,607,173	\$17,176,999	\$569,826	0.68%
4539	Other miscellaneous store retailers	\$58,632,499	\$62,436,018	\$3,803,520	1.26%
45391	Pet and pet supplies stores	\$25,807,238	\$26,800,157	\$992,918	0.76%
45399	All other miscellaneous store retailers	\$32,825,260	\$35,635,862	\$2,810,602	1.66%
454	Non-store retailers	\$692,570,742	\$747,512,661	\$54,941,919	1.54%
722	Food services and drinking places	\$617,295,547	\$698,783,407	\$81,487,860	2.51%
7223	Special food services	\$49,833,972	\$56,416,532	\$6,582,561	2.51%
7224	Drinking places (alcoholic beverages)	\$15,662,874	\$17,667,472	\$2,004,598	2.44%
7225	Restaurants and other eating places	\$551,798,702	\$624,699,403	\$72,900,701	2.51%
722511	Full-service restaurants	\$269,313,988	\$304,812,394	\$35,498,406	2.51%
722513	Limited-service restaurants	\$239,727,333	\$271,491,616	\$31,764,282	2.52%
722514	Cafeterias, grill buffets, and buffets	\$6,111,347	\$6,921,353	\$810,006	2.52%
722515	Snack and nonalcoholic beverage bars	\$36,646,033	\$41,474,041	\$4,828,008	2.51%

Secondary Retail Trade Area • Demographic Snapshot

Northbrook, Illinois



Population		Age	
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 (%)		25 - 34 Years	12.64%
Graduate or Professional Degree	25.74%	35 - 44 Years	11.84%
Bachelors Degree	31.50%	45 - 54 Years	12.31%
Associate Degree	5.61%	55 - 64 Years	13.84%
Some College	14.21%	65 and Older	20.62%
High School Graduate (GED)	15.39%	Median Age	42.28
Some High School, No Degree	3.60%	Average Age	42.36
Less than 9th Grade	3.95%	Race Distribution (%)	
Income		White	68.66%
Average HH	\$146,352	Black/African American	5.53%
Median HH	\$96,914	American Indian/Alaskan	0.30%
Per Capita	\$59,169	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 • Retail Demand Outlook

Northbrook, Illinois

NAICS	DESCRIPTION	2022 DEMAND	2027 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total retail trade including food and drinking places	\$10,526,440,430	\$11,675,111,595	\$1,148,671,165	2.09%
441	Motor vehicle and parts dealers	\$2,053,959,553	\$2,295,089,232	\$241,129,679	2.24%
4411	Automobile dealers	\$1,740,207,787	\$1,928,882,906	\$188,675,119	2.08%
4412	Other motor vehicle dealers	\$123,402,051	\$148,695,065	\$25,293,014	3.80%
4413	Automotive parts, accessories, and tire stores	\$190,349,715	\$217,511,261	\$27,161,546	2.70%
442	Furniture and home furnishings stores	\$125,126,636	\$133,480,128	\$8,353,492	1.30%
4421	Furniture stores	\$79,391,470	\$84,786,364	\$5,394,894	1.32%
4422	Home furnishings stores	\$45,735,166	\$48,693,764	\$2,958,599	1.26%
443	Electronics and appliance stores	\$181,397,391	\$197,732,031	\$16,334,640	1.74%
443141	Household appliance stores	\$49,687,193	\$55,505,684	\$5,818,492	2.24%
443142	Electronics stores	\$131,710,198	\$142,226,347	\$10,516,148	1.55%
444	Building material and garden equipment and supplies dealers	\$594,715,320	\$674,571,579	\$79,856,259	2.55%
4441	Building material and supplies dealers	\$512,294,398	\$583,257,795	\$70,963,397	2.63%
44411	Home centers	\$293,976,916	\$334,393,179	\$40,416,263	2.61%
44412	Paint and wallpaper stores	\$17,787,754	\$20,252,810	\$2,465,056	2.63%
44413	Hardware stores	\$50,452,578	\$56,789,454	\$6,336,876	2.39%
44419	Other building material dealers	\$150,077,151	\$171,822,352	\$21,745,201	2.74%
4442	Lawn and garden equipment and supplies stores	\$82,420,922	\$91,313,784	\$8,892,862	2.07%
44421	Outdoor power equipment stores	\$14,754,665	\$16,402,458	\$1,647,793	2.14%
44422	Nursery, garden center, and farm supply stores	\$67,666,257	\$74,911,326	\$7,245,069	2.06%
445	Food and beverage stores	\$1,499,800,455	\$1,660,818,570	\$161,018,115	2.06%
4451	Grocery stores	\$1,375,340,213	\$1,522,691,770	\$147,351,557	2.06%
44511	Supermarkets and other grocery (except convenience) stores	\$1,319,686,266	\$1,460,928,397	\$141,242,132	2.05%
44512	Convenience stores	\$55,653,947	\$61,763,373	\$6,109,426	2.10%
4452	Specialty food stores	\$42,667,526	\$47,321,959	\$4,654,433	2.09%
4453	Beer, wine, and liquor stores	\$81,792,717	\$90,804,841	\$9,012,125	2.11%
446	Health and personal care stores	\$270,045,181	\$306,600,686	\$36,555,504	2.57%
44611	Pharmacies and drug stores	\$202,751,491	\$229,548,578	\$26,797,087	2.51%
44612	Cosmetics, beauty supplies, and perfume stores	\$10,887,055	\$12,453,241	\$1,566,186	2.72%
44613	Optical goods stores	\$46,529,423	\$53,367,568	\$6,838,145	2.78%
44619	Other health and personal care stores	\$9,877,213	\$11,231,299	\$1,354,086	2.60%
447	Gasoline stations	\$817,891,278	\$937,191,554	\$119,300,276	2.76%

Secondary Retail Trade Area • Retail Demand Outlook

Northbrook, Illinois

NAICS	DESCRIPTION	2022 DEMAND	2027 DEMAND	GROWTH	CAGR (%)*
448	Clothing and clothing accessories stores	\$311,645,164	\$315,163,892	\$3,518,728	0.22%
4481	Clothing stores	\$212,803,147	\$212,177,667	-\$625,480	-0.06%
44811	Men's clothing stores	\$8,232,854	\$7,900,439	-\$332,415	-0.82%
44812	Women's clothing stores	\$35,574,387	\$35,298,355	-\$276,033	-0.16%
44813	Children's and infants' clothing stores	\$13,580,340	\$13,840,093	\$259,754	0.38%
44814	Family clothing stores	\$128,861,976	\$128,969,760	\$107,784	0.02%
44815	Clothing accessories stores	\$8,345,075	\$8,221,838	-\$123,237	-0.30%
44819	Other clothing stores	\$18,208,516	\$17,947,182	-\$261,333	-0.29%
4482	Shoe stores	\$58,166,252	\$61,773,734	\$3,607,482	1.21%
4483	Jewelry, luggage, and leather goods stores	\$40,675,765	\$41,212,491	\$536,726	0.26%
44831	Jewelry stores	\$17,074,744	\$17,399,904	\$325,159	0.38%
44832	Luggage and leather goods stores	\$23,601,020	\$23,812,587	\$211,567	0.18%
451	Sporting goods, hobby, musical instrument, and book stores	\$151,469,713	\$170,095,874	\$18,626,161	2.35%
4511	Sporting goods, hobby, and musical instrument stores	\$116,052,585	\$133,392,753	\$17,340,168	2.82%
45111	Sporting goods stores	\$76,952,003	\$93,293,963	\$16,341,960	3.93%
45112	Hobby, toy, and game stores	\$23,128,908	\$23,639,358	\$510,450	0.44%
45113	Sewing, needlework, and piece goods stores	\$2,931,838	\$2,942,448	\$10,610	0.07%
45114	Musical instrument and supplies stores	\$13,039,836	\$13,516,984	\$477,148	0.72%
4512	Book stores and news dealers	\$35,417,127	\$36,703,121	\$1,285,993	0.72%
452	General merchandise stores	\$1,293,350,806	\$1,410,831,891	\$117,481,085	1.75%
4522	Department stores	\$141,707,068	\$148,750,462	\$7,043,394	0.97%
4523	Other general merchandise stores	\$1,151,643,739	\$1,262,081,429	\$110,437,691	1.85%
453	Miscellaneous store retailers	\$223,146,954	\$238,763,743	\$15,616,790	1.36%
4531	Florists	\$7,220,487	\$7,990,060	\$769,572	2.05%
4532	Office supplies, stationery, and gift stores	\$41,476,590	\$44,335,781	\$2,859,191	1.34%
45321	Office supplies and stationery stores	\$16,549,978	\$18,006,261	\$1,456,283	1.70%
45322	Gift, novelty, and souvenir stores	\$24,926,612	\$26,329,520	\$1,402,908	1.10%
4533	Used merchandise stores	\$37,791,407	\$39,494,204	\$1,702,797	0.89%
4539	Other miscellaneous store retailers	\$136,658,470	\$146,943,699	\$10,285,229	1.46%
45391	Pet and pet supplies stores	\$60,295,612	\$63,134,020	\$2,838,408	0.92%
45399	All other miscellaneous store retailers	\$76,362,858	\$83,809,679	\$7,446,821	1.88%
454	Non-store retailers	\$1,580,204,246	\$1,718,261,451	\$138,057,205	1.69%
722	Food services and drinking places	\$1,423,687,732	\$1,616,510,964	\$192,823,232	2.57%
7223	Special food services	\$114,935,822	\$130,513,903	\$15,578,080	2.57%
7224	Drinking places (alcoholic beverages)	\$36,132,583	\$40,869,790	\$4,737,208	2.49%
7225	Restaurants and other eating places	\$1,272,619,327	\$1,445,127,271	\$172,507,944	2.57%
722511	Full-service restaurants	\$621,106,007	\$705,089,165	\$83,983,159	2.57%
722513	Limited-service restaurants	\$552,898,372	\$628,073,134	\$75,174,762	2.58%
722514	Cafeterias, grill buffets, and buffets	\$14,094,886	\$16,011,807	\$1,916,921	2.58%
722515	Snack and nonalcoholic beverage bars	\$84,520,063	\$95,953,164	\$11,433,101	2.57%

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.

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

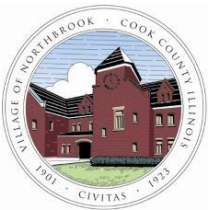
* Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.



The**Retail**Coach®

Northbrook Court Mobile Data Survey

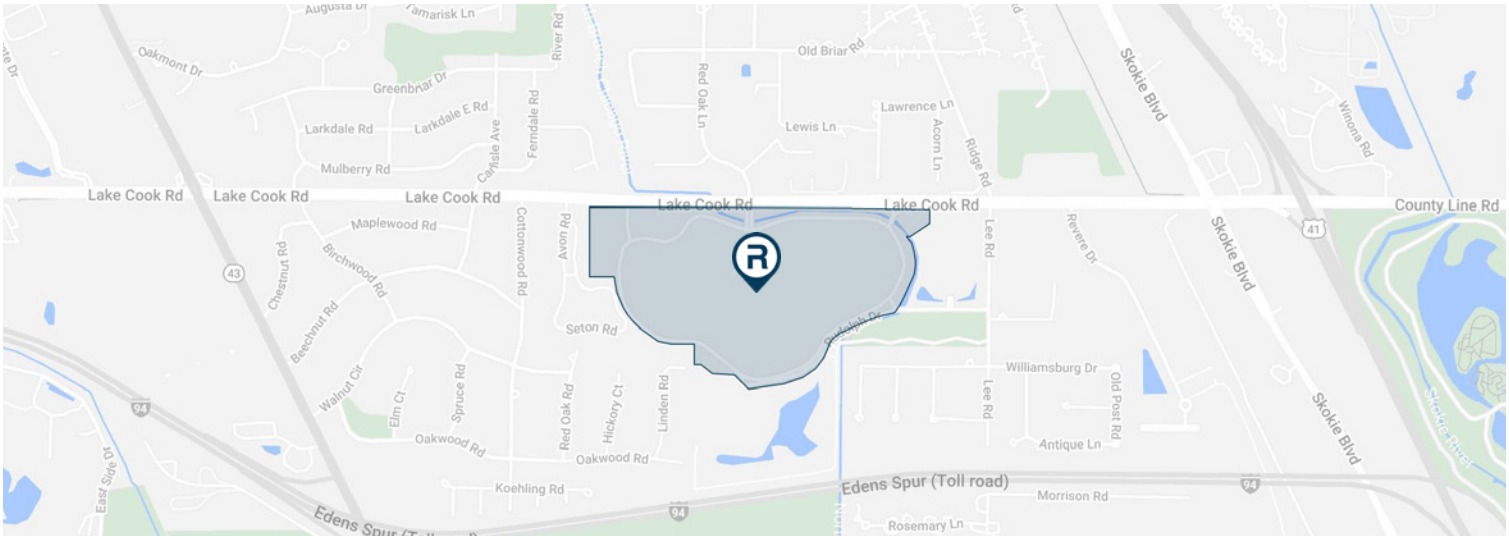
NORTHBROOK, ILLINOIS



Prepared for Village of Northbrook
January 1, 2022 - December 31, 2022

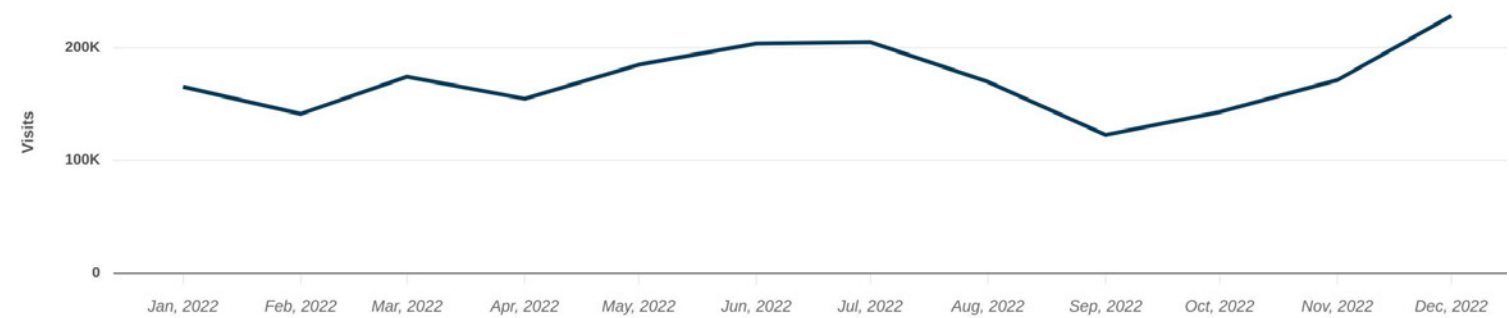
Northbrook Court • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022



Est. # of Visits	2.1M
Est. # of Customers	636.5K
Visit Frequency	3.24
Average Dwell Time	83 Minutes

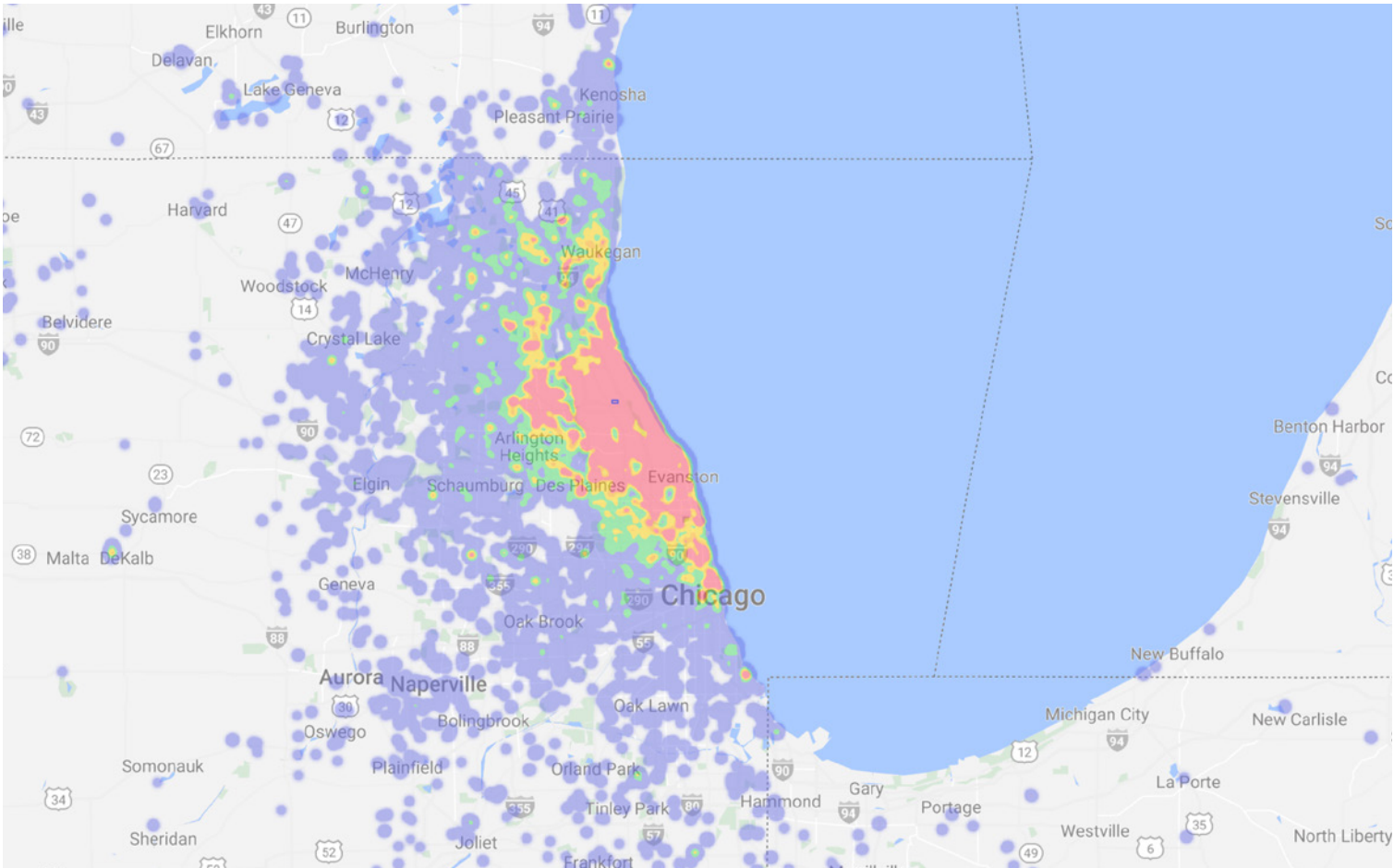
Visit Trend



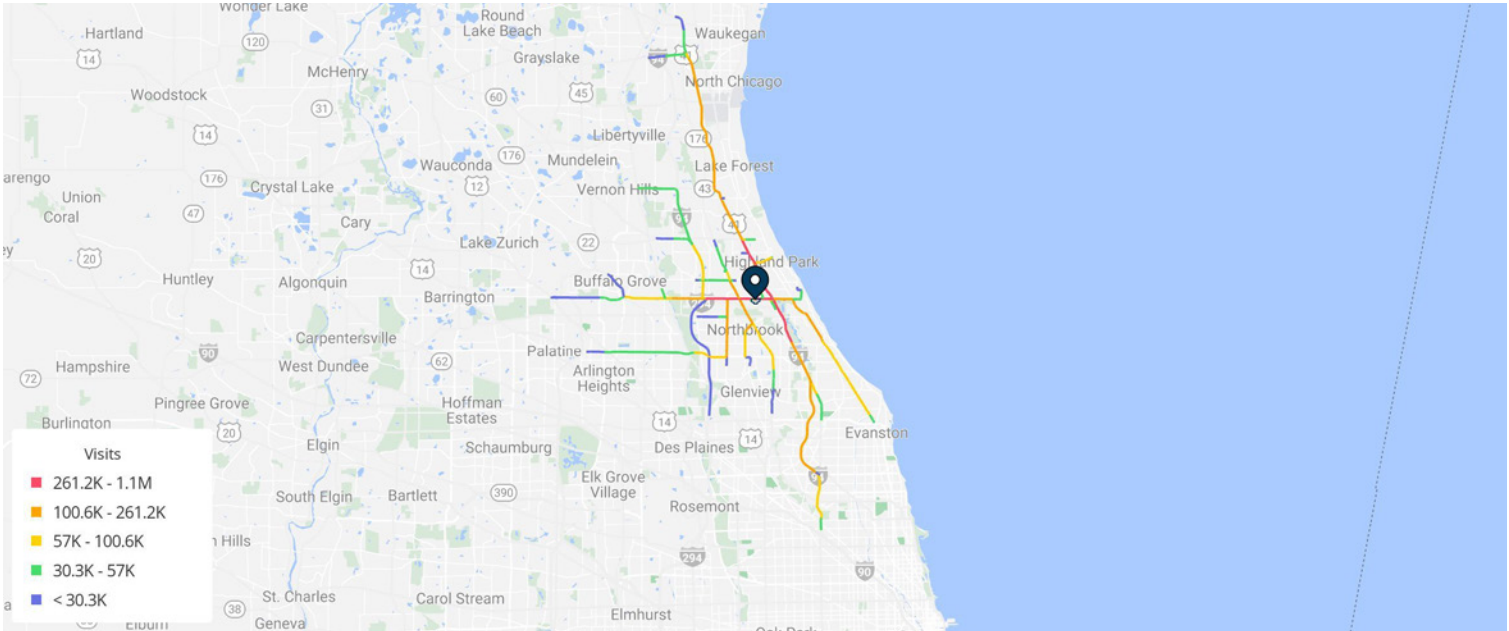
Northbrook Court • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Trade Area - Home Locations



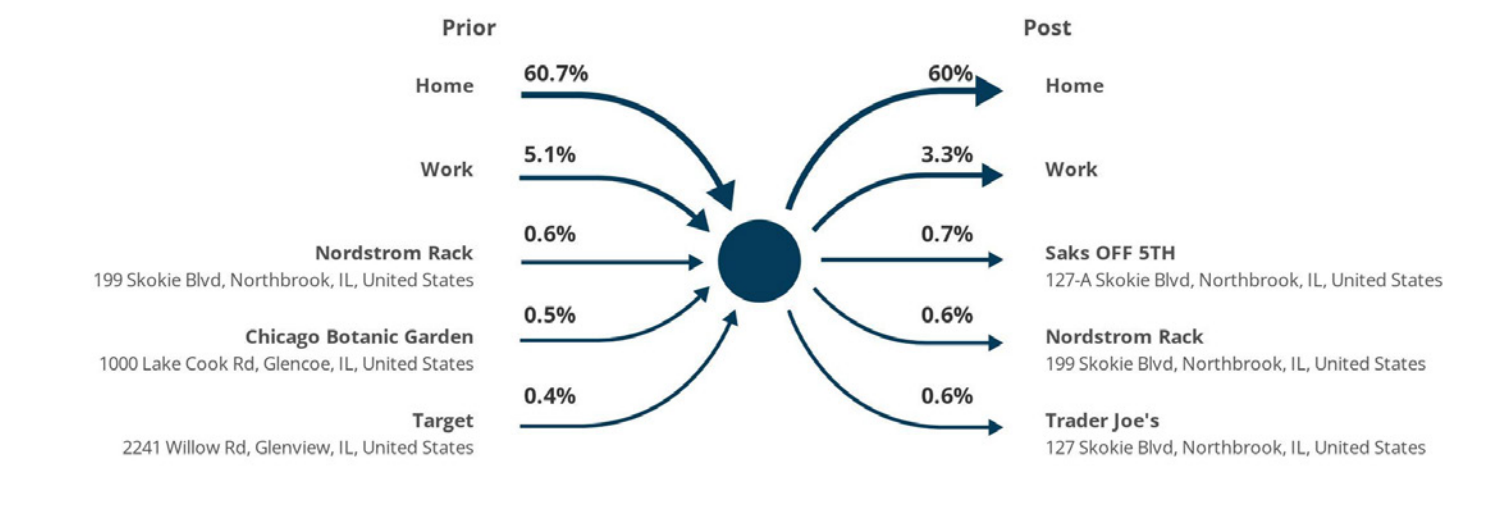
Visitor Journey - Routes



Northbrook Court • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Customer Journey



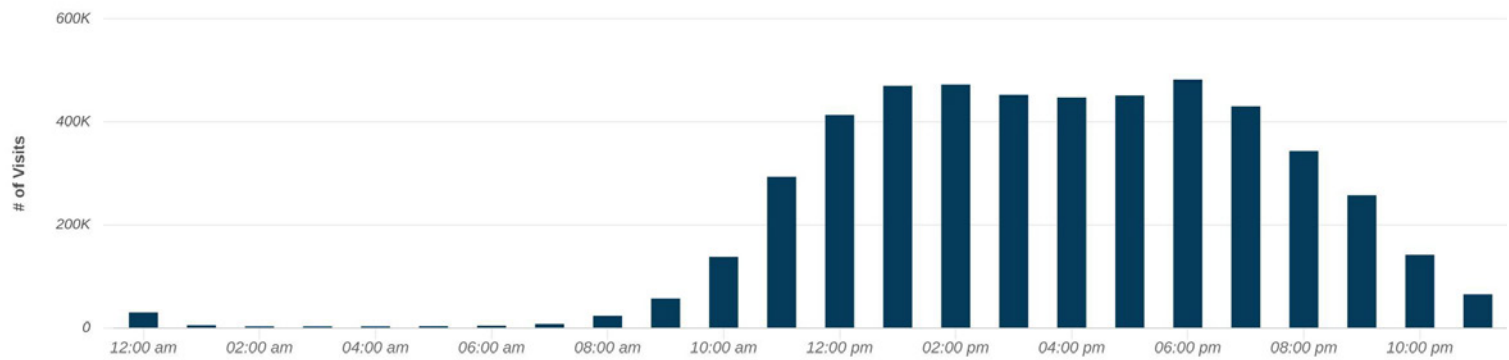
Favorite Places

Rank	Name	Distance	Visitors
1	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	12.7 mi	438.9K (69%)
2	Westfield Old Orchard / 4905 Old Orchard Shopping Center, Skokie, IL 60077	7.1 mi	331.9K (52.2%)
3	Village Square of Northbrook / 141 Skokie Blvd, Northbrook, IL 60062	1 mi	238.5K (37.5%)
4	The Glen Town Center / 1951 Tower Dr, Glenview, IL 60026	4.2 mi	193.8K (30.5%)
5	Woodfield Mall / 5 Woodfield Mall, Schaumburg, IL 60173	13.2 mi	191K (30%)
6	Shops of Willow Creek / 2211 Willow Rd, Glenview, IL 60025	3.3 mi	189.3K (29.8%)
7	Hawthorn Mall / 122 Hawthorn Center, Vernon Hills, IL 60061	9.2 mi	184.8K (29%)
8	Deerbrook Shopping Center / 110 S Waukegan Rd, Deerfield, IL 60015	1 mi	177.4K (27.9%)
9	Rivertree Court / 700 N Milwaukee Ave, Vernon Hills, IL 60061	8.8 mi	157.9K (24.8%)
10	Patriot Marketplace / 2850 Patriot Boulevard, Glenview, IL 60062	3 mi	152.8K (24%)

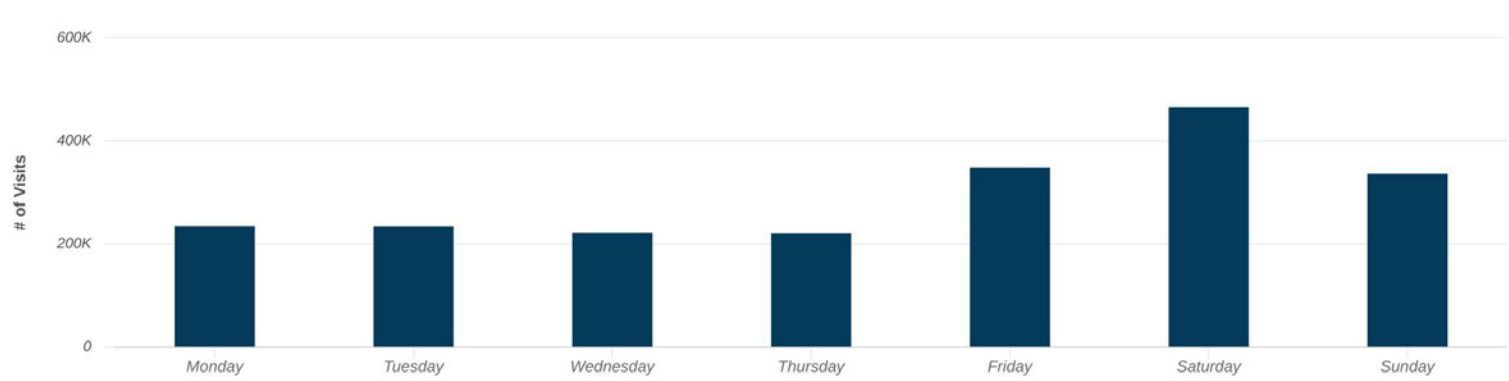
Northbrook Court • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

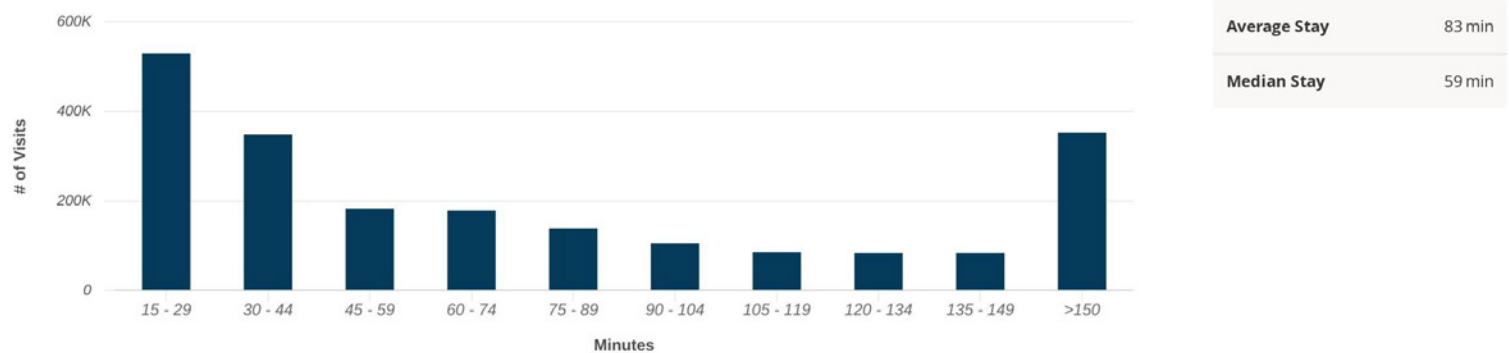
Hourly Visits



Daily Visits



Length of Stay



Northbrook Court • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Highland Park	IL	60035	12.78
Northbrook	IL	60062	10.86
Deerfield	IL	60015	10.12
Glencoe	IL	60022	3.66
Winnetka	IL	60093	3.29
Lake Forest	IL	60045	2.70
Glenview	IL	60025	2.64
Wilmette	IL	60091	2.23
Buffalo Grove	IL	60089	1.93
Glenview	IL	60026	1.89
Wheeling	IL	60090	1.71
Morton Grove	IL	60053	1.11
Waukegan	IL	60085	1.09
Skokie	IL	60076	1.05
Des Plaines	IL	60016	1.05
Libertyville	IL	60048	1.04
Arlington Heights	IL	60004	1.03
Gurnee	IL	60031	0.97
Evanston	IL	60201	0.93
Skokie	IL	60077	0.92
Highwood	IL	60040	0.91
Vernon Hills	IL	60061	0.89
Mundelein	IL	60060	0.79
Lake Zurich	IL	60047	0.77
Champaign	IL	61820	0.72
Lincolnshire	IL	60069	0.68
Niles	IL	60714	0.64
Chicago	IL	60645	0.62
Mount Prospect	IL	60056	0.62
Evanston	IL	60202	0.61
Lake Bluff	IL	60044	0.61
Park Ridge	IL	60068	0.51
Chicago	IL	60614	0.49
Chicago	IL	60630	0.48
Round Lake	IL	60073	0.48

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Chicago	IL	60618	0.48
Lincolnwood	IL	60712	0.47
Chicago	IL	60625	0.47
Chicago	IL	60646	0.46
Chicago	IL	60659	0.46
Barrington	IL	60010	0.45
Prospect Heights	IL	60070	0.44
North Chicago	IL	60064	0.43
Des Plaines	IL	60018	0.43
Chicago	IL	60640	0.43
Waukegan	IL	60087	0.42
Chicago	IL	60657	0.38
Grayslake	IL	60030	0.37
Lake Villa	IL	60046	0.32
Kenilworth	IL	60043	0.32
Zion	IL	60099	0.31
Wadsworth	IL	60083	0.30
Palatine	IL	60067	0.29
Chicago	IL	60631	0.28
Palatine	IL	60074	0.27
Chicago	IL	60626	0.25
Arlington Heights	IL	60005	0.25
Chicago	IL	60634	0.23
Chicago	IL	60610	0.23
Urbana	IL	61801	0.21
Chicago	IL	60654	0.21
Chicago	IL	60607	0.21
Chicago	IL	60660	0.20
Chicago	IL	60613	0.20
Chicago	IL	60641	0.19
Chicago	IL	60622	0.19
Madison	WI	53703	0.19
East Lansing	MI	48825	0.18
Chicago	IL	60649	0.18
Ann Arbor	MI	48104	0.18

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.

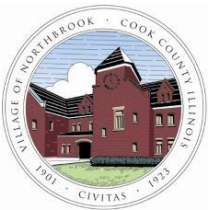
All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



The **Retail**Coach®

Willow Festival Mobile Data Survey

NORTHBROOK, ILLINOIS



Prepared for Village of Northbrook
January 1, 2022 - December 31, 2022

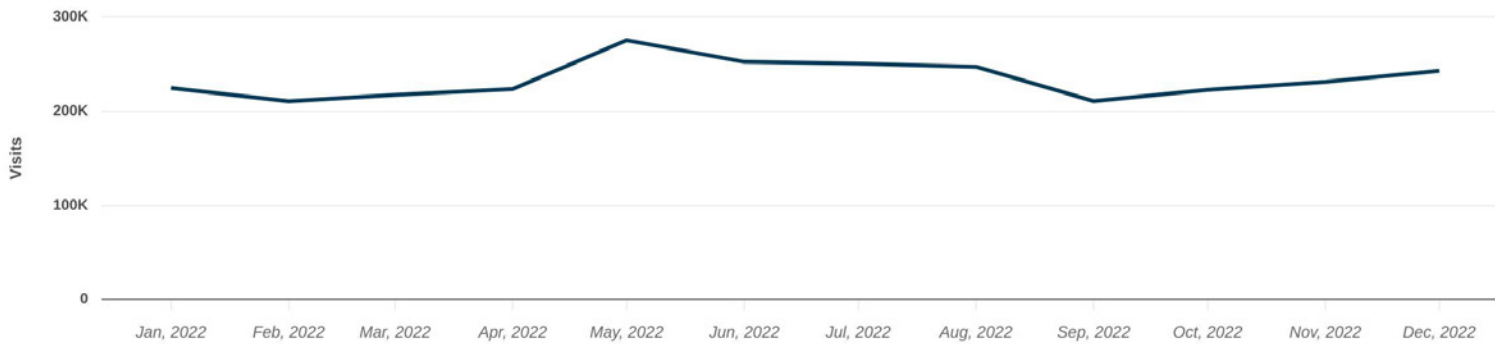
Willow Festival • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022



Est. # of Visits	2.8M
Est. # of Customers	594K
Visit Frequency	4.73
Average Dwell Time	43 Minutes

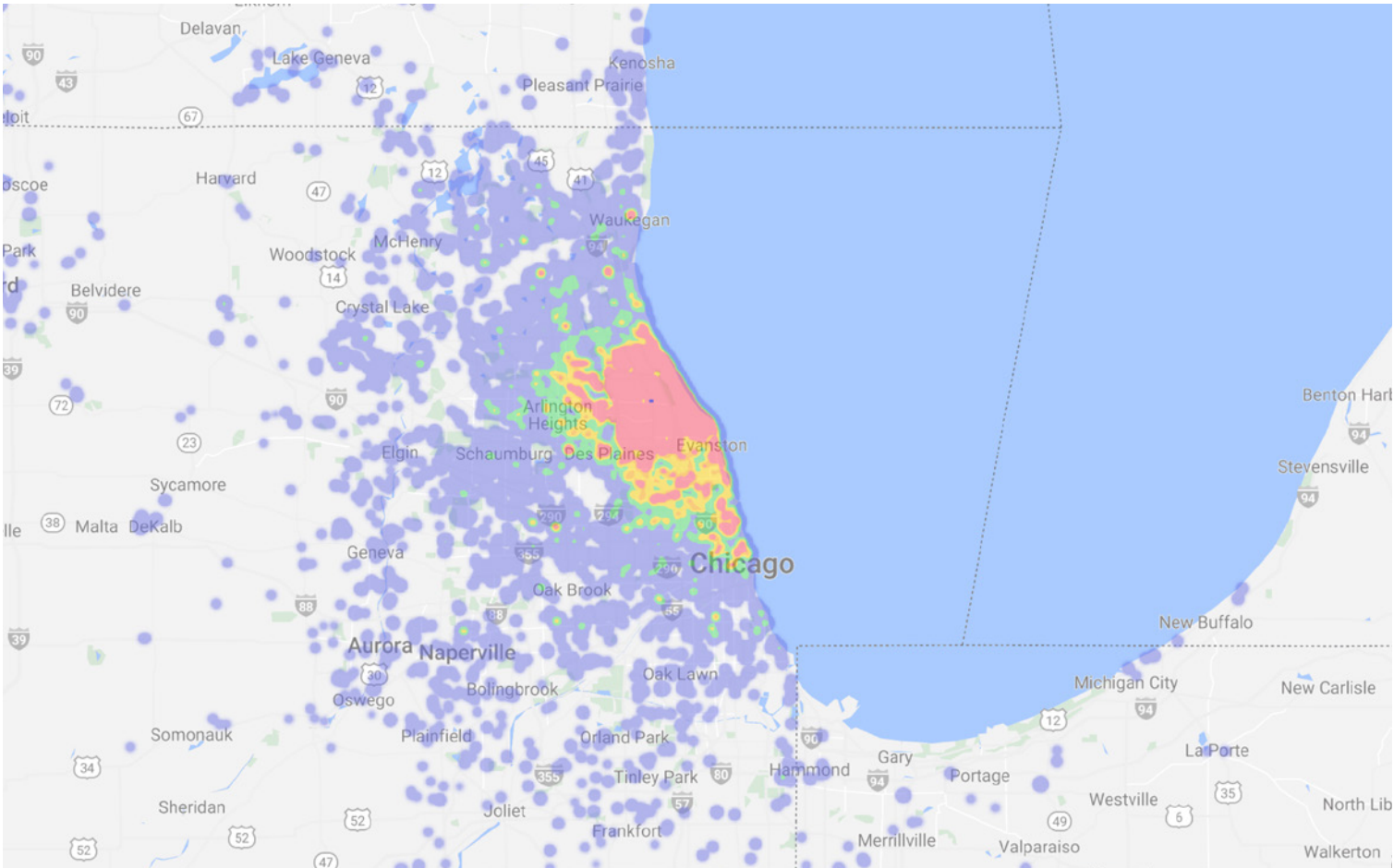
Visit Trend



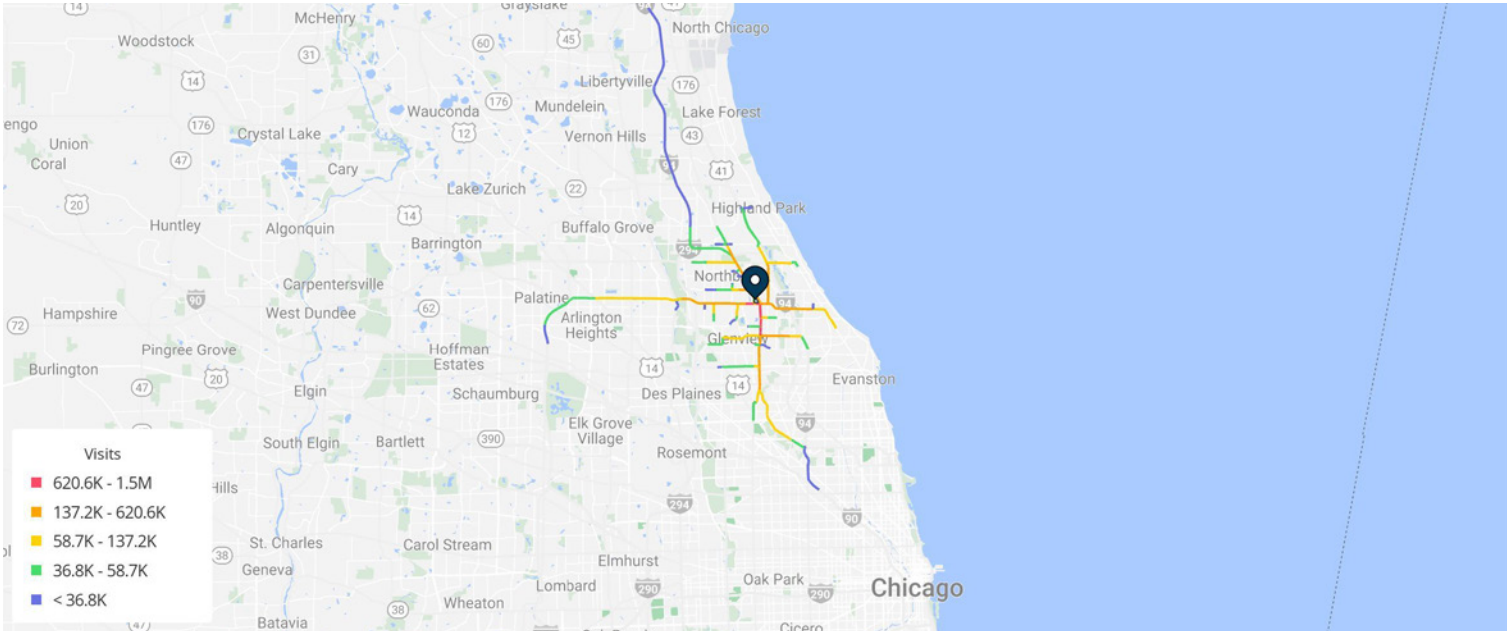
Willow Festival • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Trade Area - Home Locations



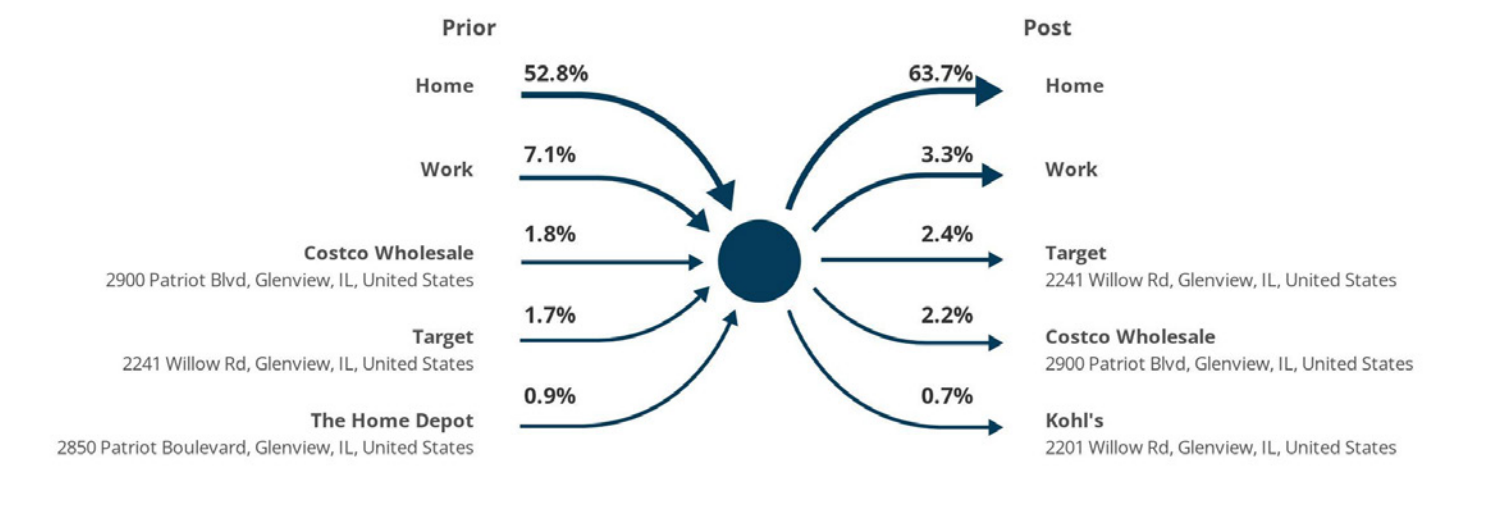
Visitor Journey - Routes



Willow Festival • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Customer Journey



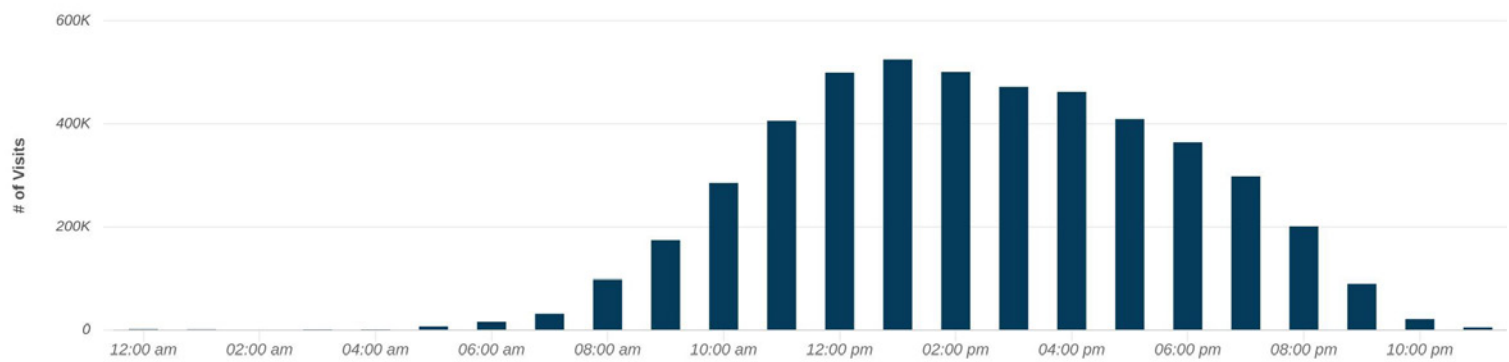
Favorite Places

Rank	Name	Distance	Visitors
1	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	10.3 mi	423.8K (71.4%)
2	Westfield Old Orchard / 4905 Old Orchard Shopping Center, Skokie, IL 60077	4.2 mi	372.7K (62.8%)
3	Shops of Willow Creek / 2211 Willow Rd, Glenview, IL 60025	0.6 mi	273.1K (46%)
4	The Glen Town Center / 1951 Tower Dr, Glenview, IL 60026	1.6 mi	237.7K (40%)
5	Patriot Marketplace / 2850 Patriot Boulevard, Glenview, IL 60062	1 mi	225.3K (37.9%)
6	Target / 2241 Willow Rd, Glenview, IL 60025	0.7 mi	209.7K (35.3%)
7	Northbrook Court / 2171 Northbrook Court, Northbrook, IL 60062	3.1 mi	207.4K (34.9%)
8	Village Square of Northbrook / 141 Skokie Blvd, Northbrook, IL 60062	2.9 mi	202.2K (34%)
9	Village Crossing / 5507 W Touhy Ave, Skokie, IL 60077	6.9 mi	183.6K (30.9%)
10	Costco Wholesale / 2900 Patriot Blvd, Glenview, IL 60026	1 mi	182.8K (30.8%)

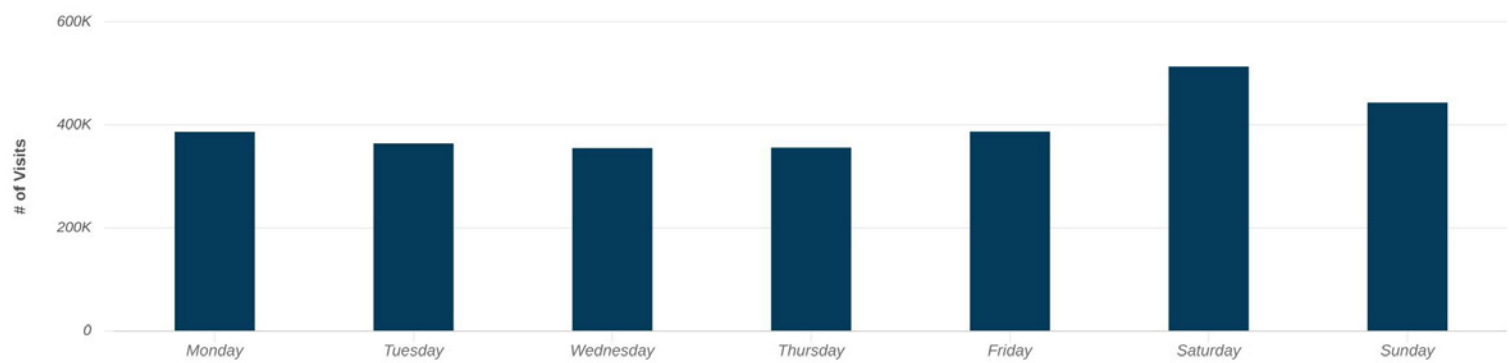
Willow Festival • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

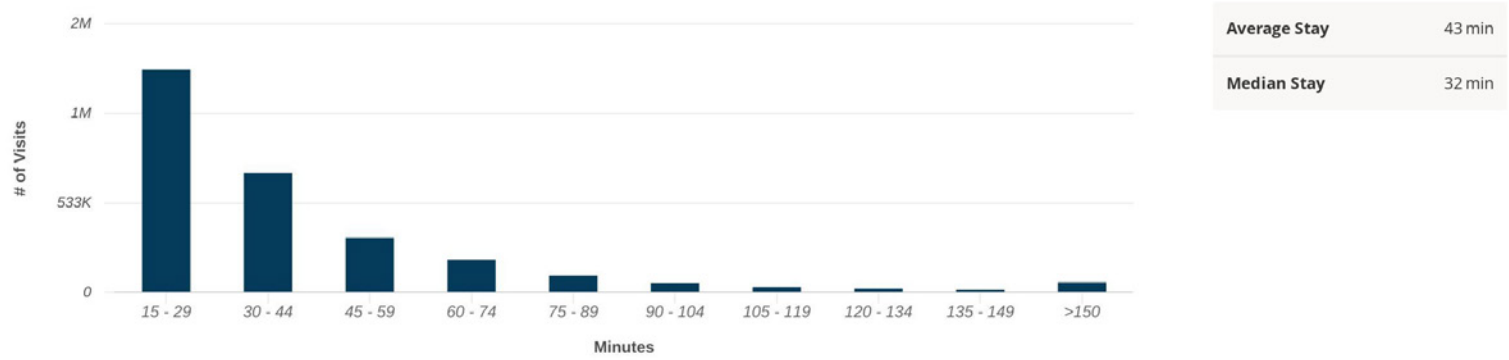
Hourly Visits



Daily Visits



Length of Stay



Willow Festival • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Northbrook	IL	60062	17.79
Glenview	IL	60025	11.91
Winnetka	IL	60093	10.72
Glenview	IL	60026	6.13
Wilmette	IL	60091	5.25
Glencoe	IL	60022	3.50
Highland Park	IL	60035	3.32
Deerfield	IL	60015	2.51
Morton Grove	IL	60053	1.46
Wheeling	IL	60090	1.36
Des Plaines	IL	60016	1.36
Mount Prospect	IL	60056	1.19
Niles	IL	60714	1.09
Evanston	IL	60201	1.05
Park Ridge	IL	60068	0.94
Kenilworth	IL	60043	0.91
Skokie	IL	60077	0.87
Buffalo Grove	IL	60089	0.70
Chicago	IL	60630	0.64
Skokie	IL	60076	0.63
Prospect Heights	IL	60070	0.62
Chicago	IL	60646	0.61
Arlington Heights	IL	60004	0.60
Evanston	IL	60202	0.59
Lake Forest	IL	60045	0.58
Golf	IL	60029	0.49
Champaign	IL	61820	0.47
Chicago	IL	60614	0.46
Chicago	IL	60631	0.43
Waukegan	IL	60085	0.39
Chicago	IL	60618	0.36
Chicago	IL	60659	0.36
Harwood Heights	IL	60706	0.36
Lincolnwood	IL	60712	0.35
Chicago	IL	60657	0.34

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Chicago	IL	60625	0.32
Chicago	IL	60645	0.32
Mundelein	IL	60060	0.31
Chicago	IL	60626	0.31
Chicago	IL	60613	0.30
Lake Bluff	IL	60044	0.30
Vernon Hills	IL	60061	0.29
Chicago	IL	60634	0.29
Chicago	IL	60641	0.29
Lake Zurich	IL	60047	0.27
Chicago	IL	60640	0.27
Chicago	IL	60647	0.26
Libertyville	IL	60048	0.24
Chicago	IL	60622	0.24
Palatine	IL	60067	0.24
Arlington Heights	IL	60005	0.23
Chicago	IL	60656	0.23
Palatine	IL	60074	0.22
Highwood	IL	60040	0.21
Des Plaines	IL	60018	0.21
Addison	IL	60101	0.20
Lincolnshire	IL	60069	0.19
Chicago	IL	60660	0.19
Grayslake	IL	60030	0.18
Barrington	IL	60010	0.18
Chicago	IL	60639	0.17
Nashville	TN	37215	0.16
Chicago	IL	60654	0.16
Gurnee	IL	60031	0.16
Chicago	IL	60610	0.15
Round Lake	IL	60073	0.14
Urbana	IL	61801	0.13
Elk Grove Village	IL	60007	0.13
Lake Villa	IL	60046	0.13
Chicago	IL	60611	0.12

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.

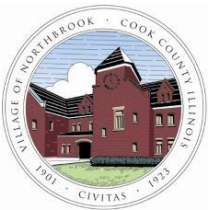
All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



The**Retail**Coach®

Meadow Shopping Center Mobile Data Survey

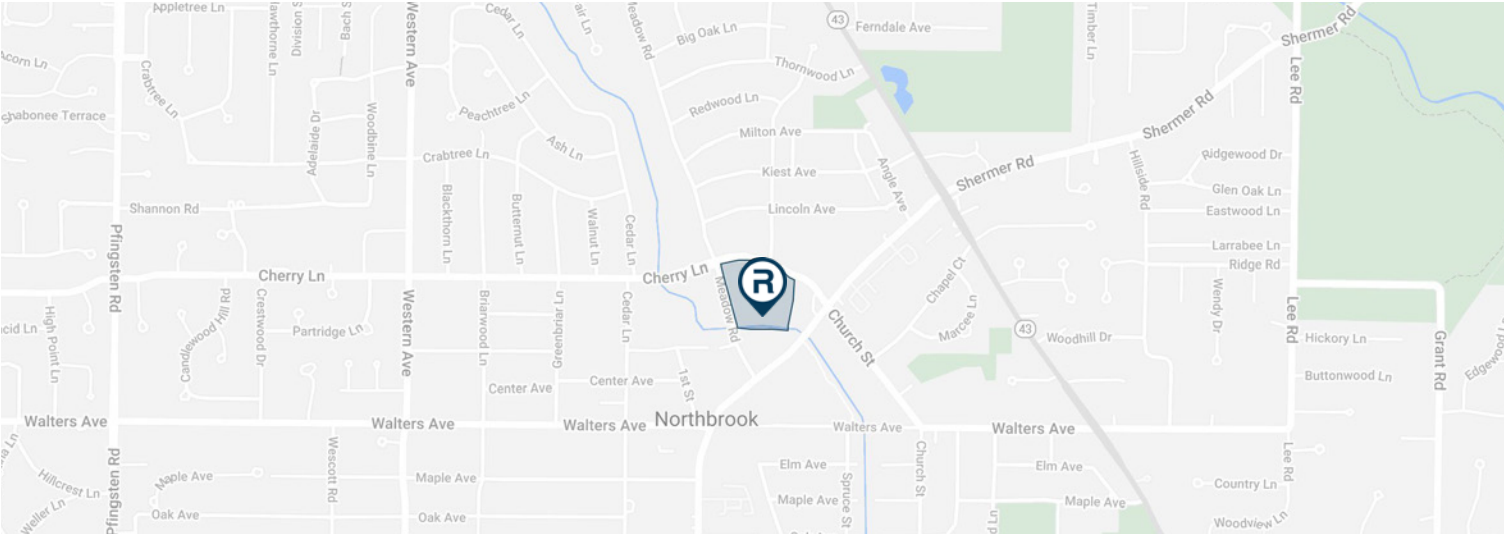
NORTHBROOK, ILLINOIS



Prepared for Village of Northbrook
January 1, 2022 - December 31, 2022

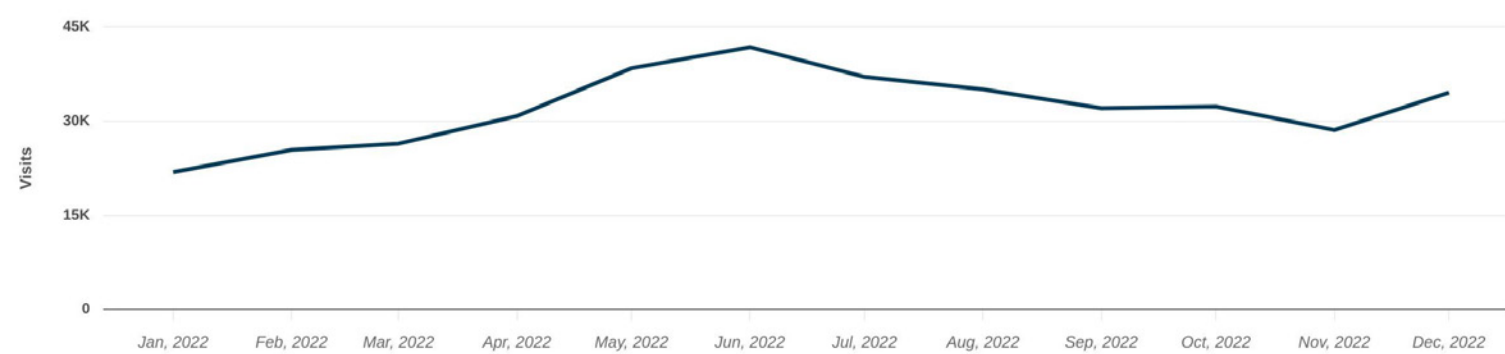
Meadow Shopping Center • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022



Est. # of Visits	384.5K
Est. # of Customers	123K
Visit Frequency	3.13
Average Dwell Time	51 Minutes

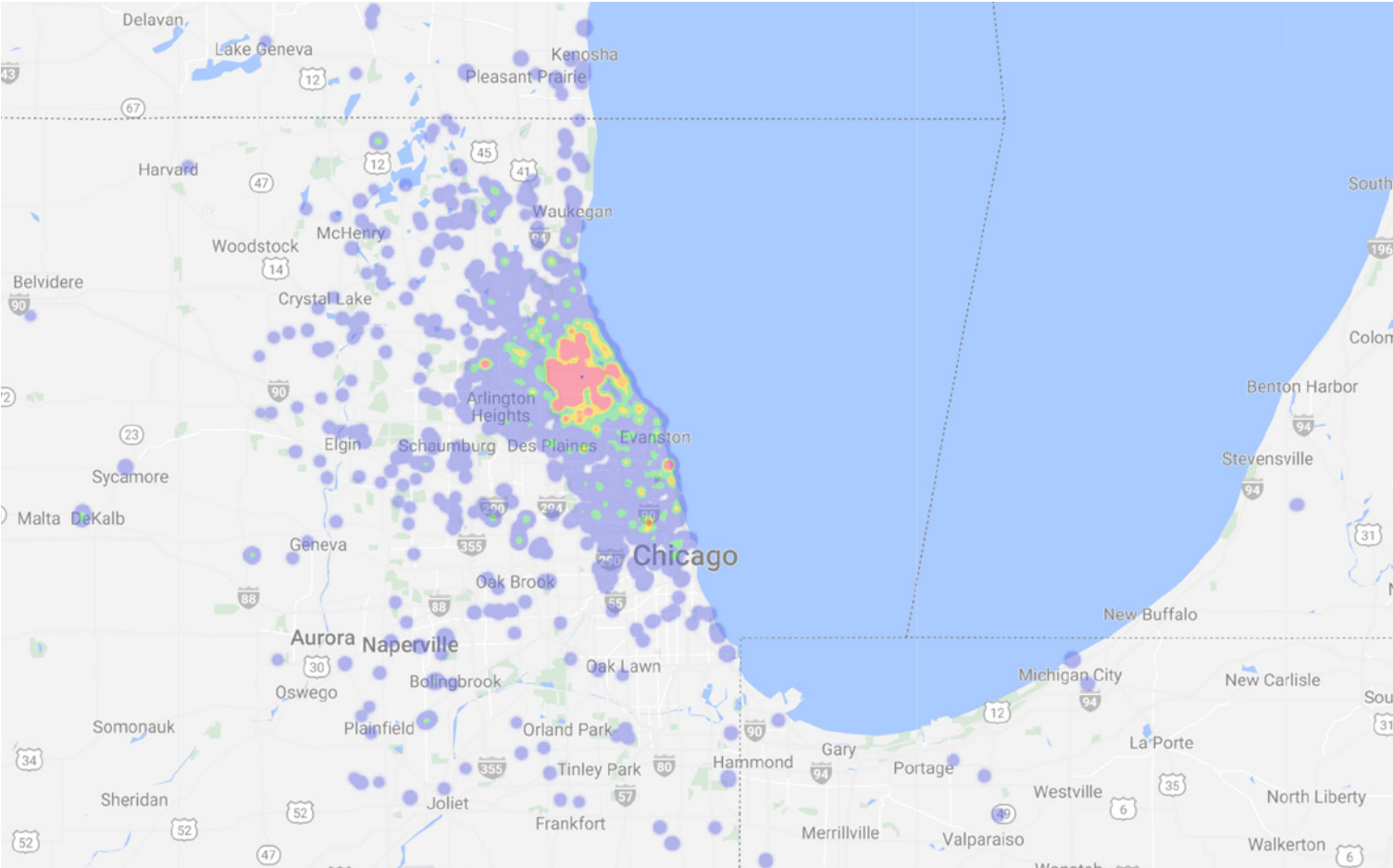
Visit Trend



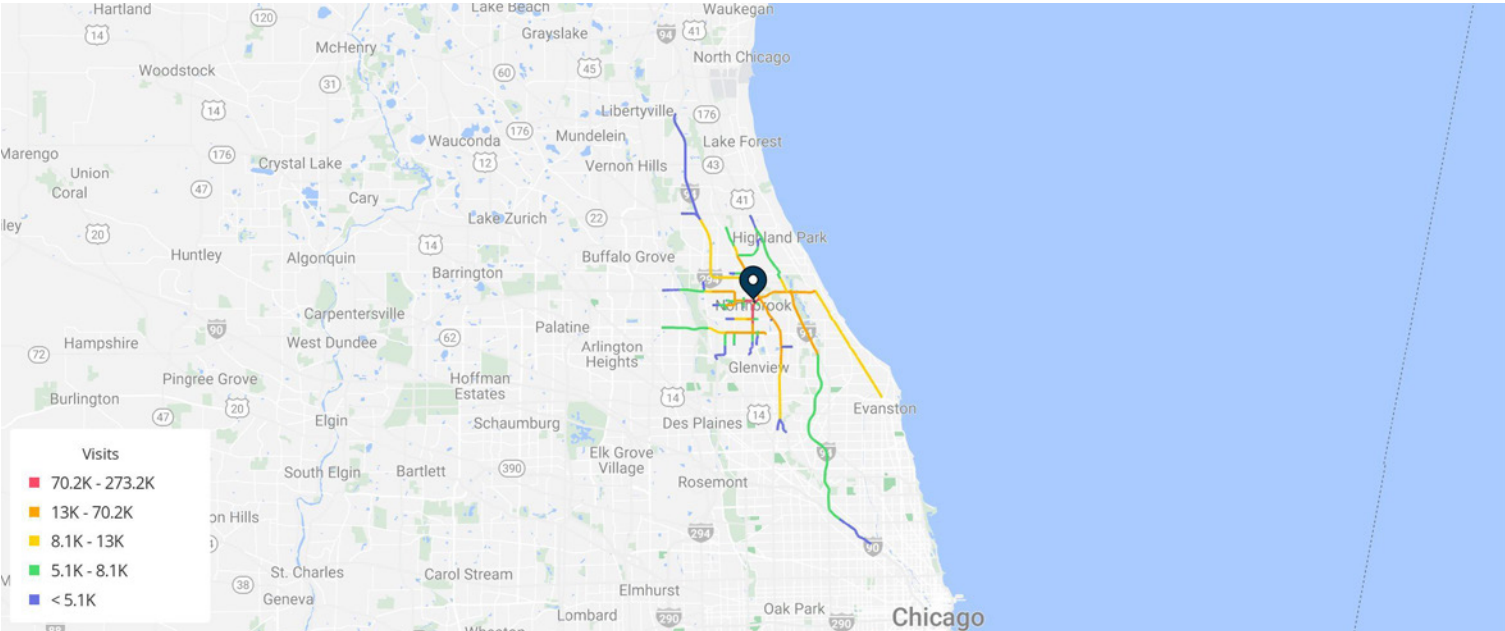
Meadow Shopping Center • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Trade Area - Home Locations



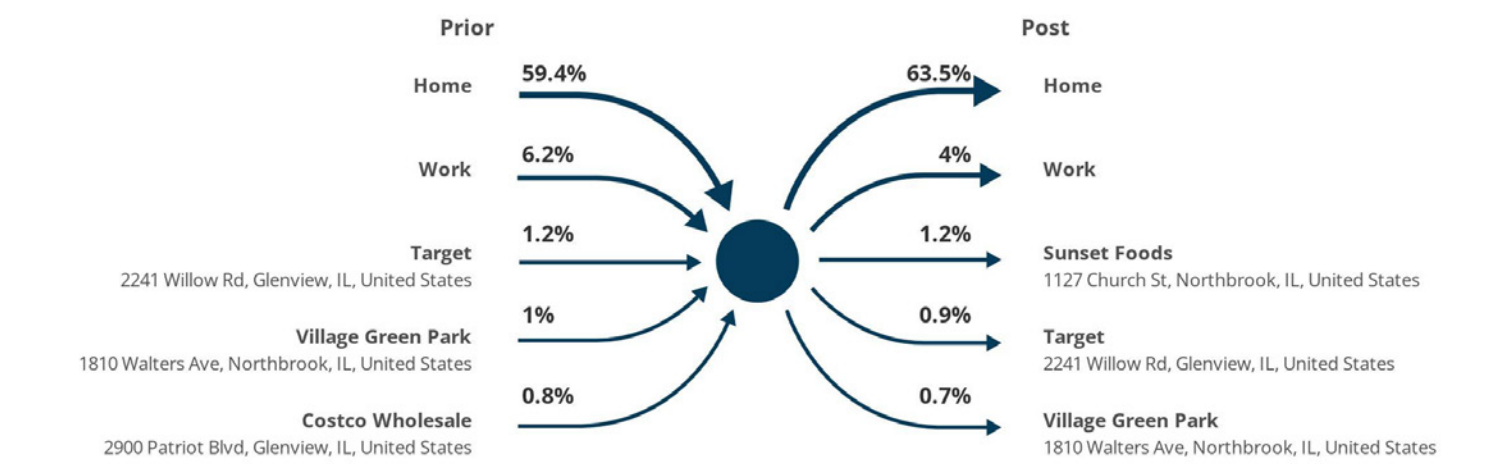
Visitor Journey - Routes



Meadow Shopping Center • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Customer Journey



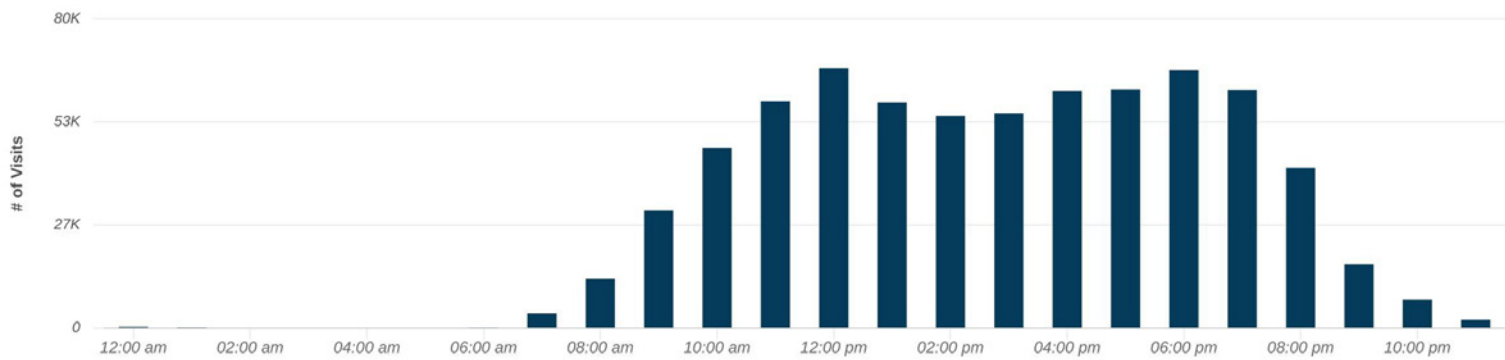
Favorite Places

Rank	Name	Distance	Visitors
1	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	11.3 mi	84.4K (68.6%)
2	Westfield Old Orchard / 4905 Old Orchard Shopping Center, Skokie, IL 60077	6.2 mi	75.4K (61.3%)
3	Shops of Willow Creek / 2211 Willow Rd, Glenview, IL 60025	2 mi	71.7K (58.3%)
4	Northbrook Court / 2171 Northbrook Court, Northbrook, IL 60062	1.5 mi	69.6K (56.6%)
5	Village Square of Northbrook / 141 Skokie Blvd, Northbrook, IL 60062	2 mi	67.3K (54.7%)
6	The Glen Town Center / 1951 Tower Dr, Glenview, IL 60026	2.8 mi	61.9K (50.3%)
7	Deerbrook Shopping Center / 110 S Waukegan Rd, Deerfield, IL 60015	1.4 mi	61.7K (50.1%)
8	Patriot Marketplace / 2850 Patriot Boulevard, Glenview, IL 60062	1.6 mi	60.9K (49.5%)
9	Target / 2241 Willow Rd, Glenview, IL 60025	2.1 mi	57.1K (46.4%)
10	Plaza del Prado / 2800 Pfungsten Rd, Glenview, IL 60026	2.1 mi	55.9K (45.5%)

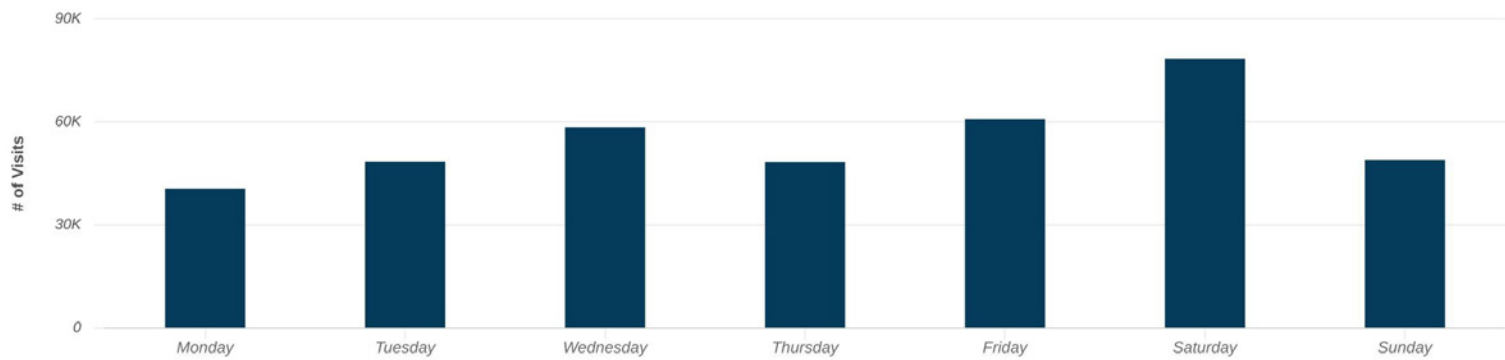
Meadow Shopping Center • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

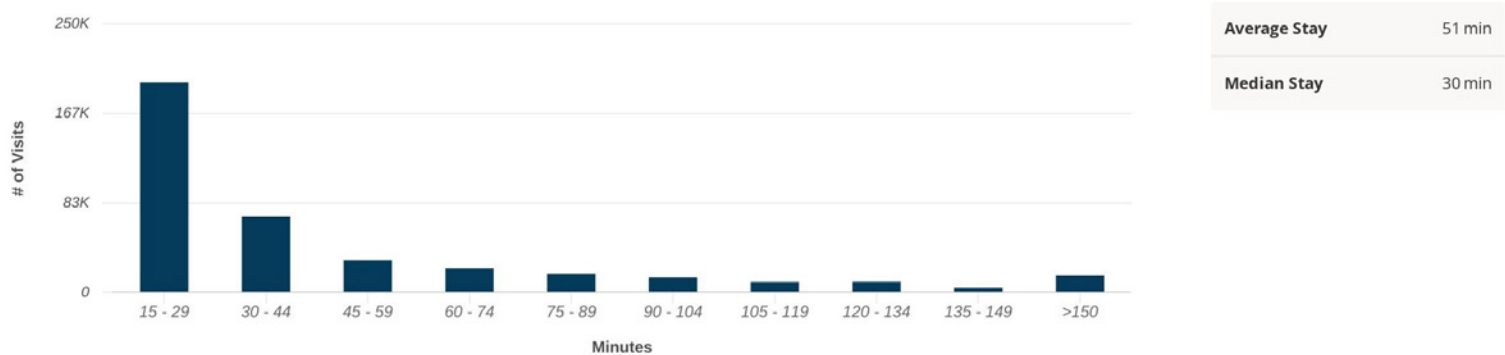
Hourly Visits



Daily Visits



Length of Stay



Meadow Shopping Center • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Northbrook	IL	60062	48.18
Deerfield	IL	60015	4.55
Highland Park	IL	60035	4.54
Glenview	IL	60026	4.07
Glenview	IL	60025	3.47
Winnetka	IL	60093	2.38
Glencoe	IL	60022	2.32
Chicago	IL	60626	1.11
Wheeling	IL	60090	0.98
Arlington Heights	IL	60004	0.98
Lake Forest	IL	60045	0.89
Wilmette	IL	60091	0.86
Chicago	IL	60647	0.82
Buffalo Grove	IL	60089	0.79
Champaign	IL	61820	0.66
Lincolnshire	IL	60069	0.65
Evanston	IL	60201	0.53
Mount Prospect	IL	60056	0.45
Lake Bluff	IL	60044	0.42
Chicago	IL	60625	0.41
Chicago	IL	60634	0.41
Chicago	IL	60640	0.40
Des Plaines	IL	60016	0.39
Skokie	IL	60076	0.38
Niles	IL	60714	0.36
Northfield	MN	55057	0.35
Chicago	IL	60657	0.34
Chicago	IL	60660	0.32
Park Ridge	IL	60068	0.32
Libertyville	IL	60048	0.32
Skokie	IL	60077	0.31
Urbana	IL	61801	0.30
Elmhurst	IL	60126	0.30
Lawrence	KS	66044	0.30
Gurnee	IL	60031	0.27

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Mundelein	IL	60060	0.27
Chicago	IL	60656	0.27
Chicago	IL	60630	0.27
Highwood	IL	60040	0.26
Chicago	IL	60639	0.26
Chicago	IL	60641	0.26
Vernon Hills	IL	60061	0.26
Lincolnwood	IL	60712	0.25
Evanston	IL	60202	0.25
Kenilworth	IL	60043	0.25
Morton Grove	IL	60053	0.25
Palatine	IL	60074	0.24
Chicago	IL	60659	0.24
Milwaukee	WI	53202	0.24
Prospect Heights	IL	60070	0.23
Grayslake	IL	60030	0.23
Newark	DE	19717	0.22
Chicago	IL	60614	0.19
Lake Zurich	IL	60047	0.19
Arlington Heights	IL	60005	0.17
Dekalb	IL	60115	0.16
Addison	IL	60101	0.16
Chicago	IL	60645	0.15
Spring Grove	IL	60081	0.14
Chicago	IL	60646	0.14
Chicago	IL	60654	0.13
Schaumburg	IL	60193	0.13
Round Lake	IL	60073	0.13
Chicago	IL	60651	0.12
Chicago	IL	60622	0.12
Denver	CO	80210	0.12
Waukegan	IL	60085	0.12
Chicago	IL	60623	0.12
Madison	WI	53706	0.11
Chicago	IL	60607	0.11

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.

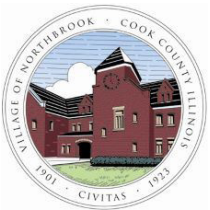
All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



The**Retail**Coach®

Village Square & Northbrook Mobile Data Survey

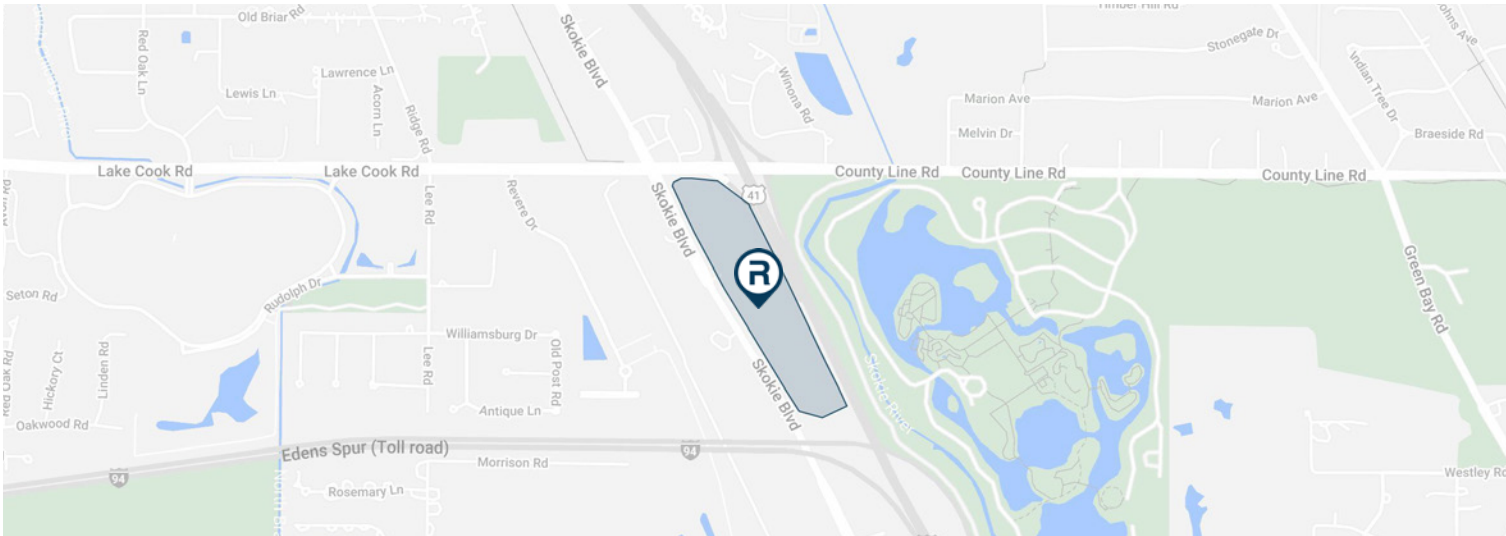
NORTHBROOK, ILLINOIS



Prepared for Village of Northbrook
January 1, 2022 - December 31, 2022

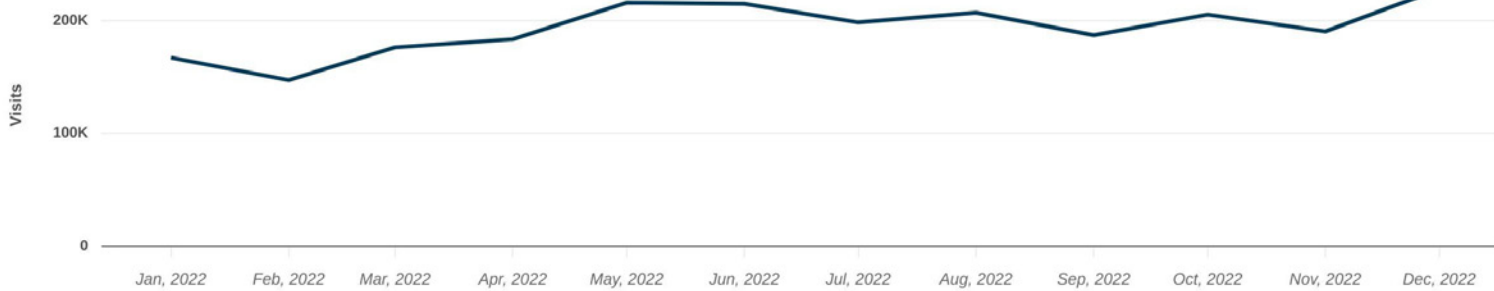
Village Square & Northbrook • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022



Est. # of Visits	2.3M
Est. # of Customers	504.7K
Visit Frequency	4.6
Average Dwell Time	46 Minutes

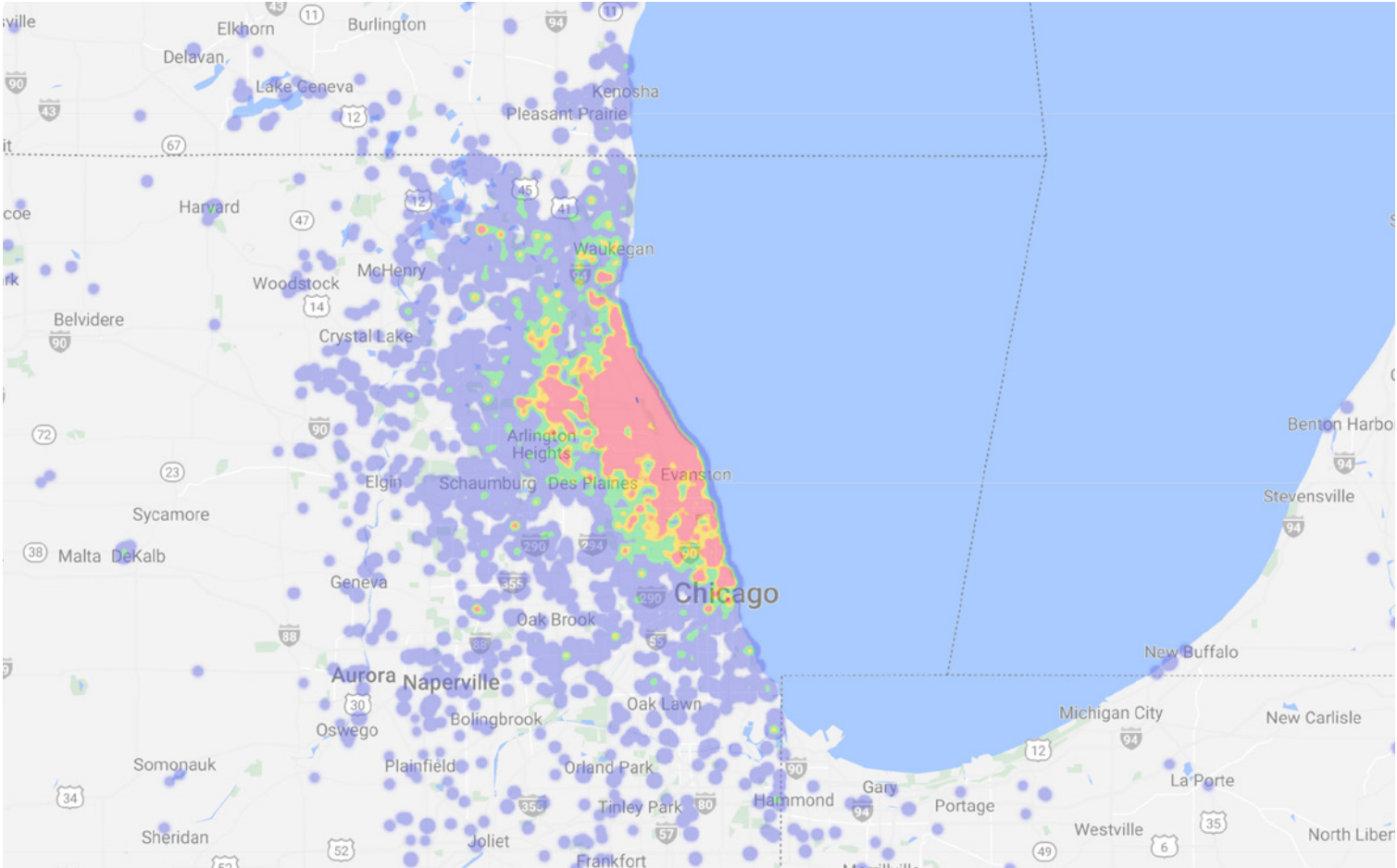
Visit Trend



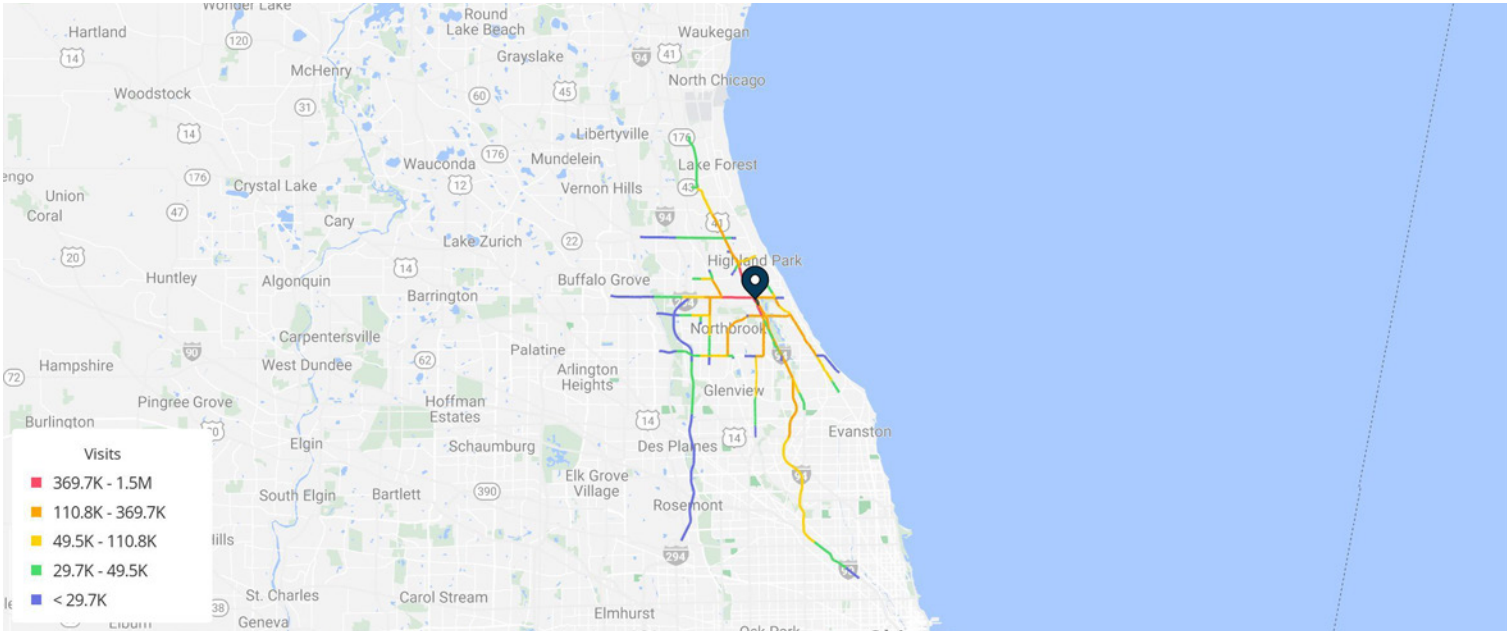
Village Square & Northbrook • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Trade Area - Home Locations



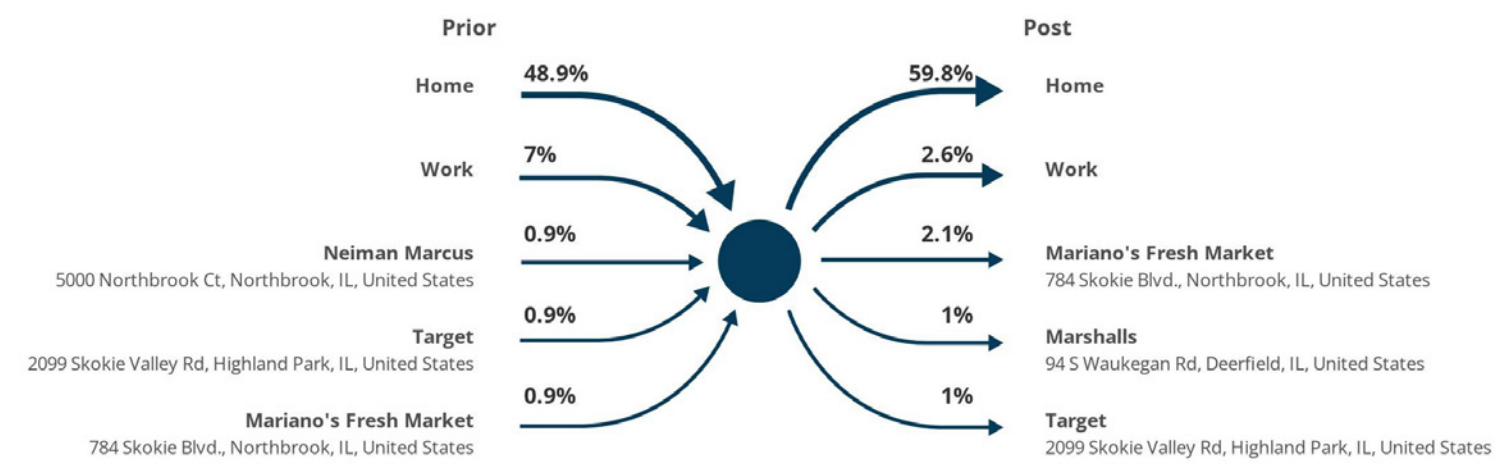
Visitor Journey - Routes



Village Square & Northbrook • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Customer Journey



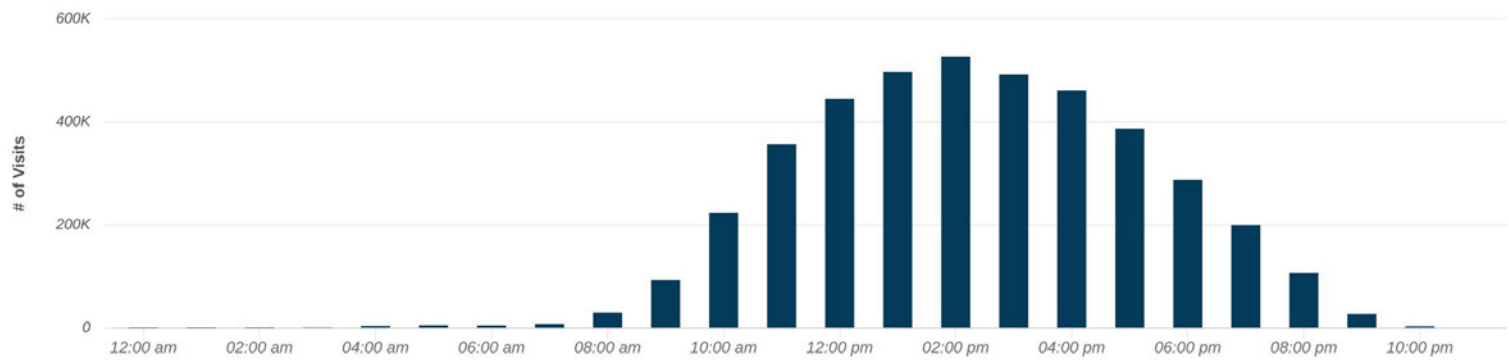
Favorite Places

Rank	Name	Distance	Visitors
1	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	13 mi	355.1K (70.4%)
2	Westfield Old Orchard / 4905 Old Orchard Shopping Center, Skokie, IL 60077	6.6 mi	311.4K (61.7%)
3	Northbrook Court / 2171 Northbrook Court, Northbrook, IL 60062	1 mi	248.8K (49.3%)
4	Shops of Willow Creek / 2211 Willow Rd, Glenview, IL 60025	3.3 mi	190.9K (37.8%)
5	The Glen Town Center / 1951 Tower Dr, Glenview, IL 60026	4.3 mi	175.8K (34.8%)
6	Deerbrook Shopping Center / 110 S Waukegan Rd, Deerfield, IL 60015	2 mi	169.8K (33.7%)
7	Patriot Marketplace / 2850 Patriot Boulevard, Glenview, IL 60062	3.2 mi	159.6K (31.6%)
8	Woodfield Mall / 5 Woodfield Mall, Schaumburg, IL 60173	14 mi	141.5K (28%)
9	Target / 2241 Willow Rd, Glenview, IL 60025	3.4 mi	138.2K (27.4%)
10	Costco Wholesale / 2900 Patriot Blvd, Glenview, IL 60026	3 mi	136.5K (27%)

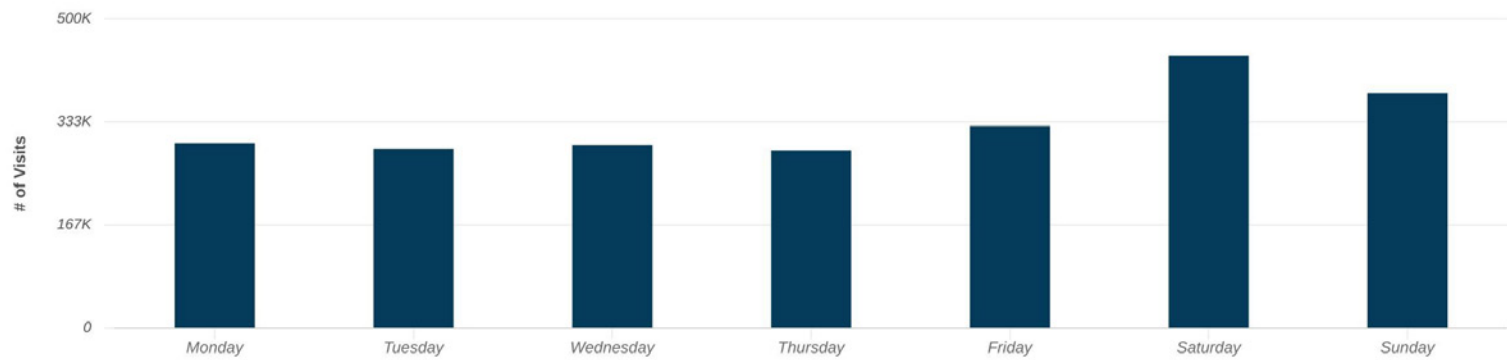
Village Square & Northbrook • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

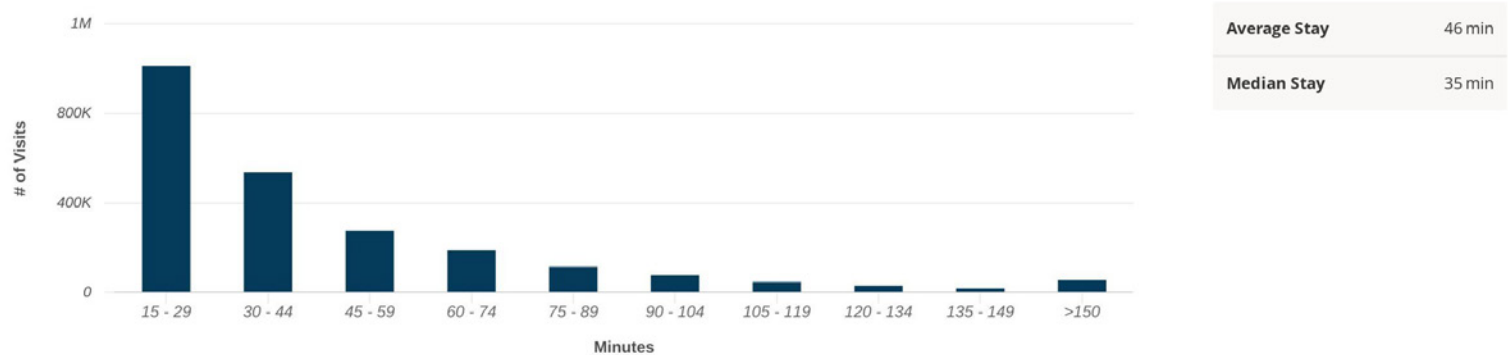
Hourly Visits



Daily Visits



Length of Stay



Village Square & Northbrook • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Highland Park	IL	60035	15.19
Northbrook	IL	60062	14.26
Deerfield	IL	60015	11.33
Glencoe	IL	60022	5.30
Winnetka	IL	60093	4.43
Wilmette	IL	60091	2.58
Glenview	IL	60025	2.39
Lake Forest	IL	60045	2.13
Buffalo Grove	IL	60089	1.98
Wheeling	IL	60090	1.78
Highwood	IL	60040	1.64
Glenview	IL	60026	1.44
Skokie	IL	60076	0.94
Evanston	IL	60201	0.89
Skokie	IL	60077	0.81
Mount Prospect	IL	60056	0.68
Morton Grove	IL	60053	0.68
Vernon Hills	IL	60061	0.65
Chicago	IL	60625	0.64
Des Plaines	IL	60016	0.64
Chicago	IL	60646	0.63
Waukegan	IL	60085	0.61
Lincolnwood	IL	60712	0.60
Libertyville	IL	60048	0.57
Lake Bluff	IL	60044	0.55
Niles	IL	60714	0.55
Chicago	IL	60614	0.55
Arlington Heights	IL	60004	0.54
Champaign	IL	61820	0.54
Chicago	IL	60630	0.53
Chicago	IL	60618	0.53
Lincolnshire	IL	60069	0.52
Chicago	IL	60645	0.50
Chicago	IL	60657	0.46
Kenilworth	IL	60043	0.46

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Evanston	IL	60202	0.46
Lake Zurich	IL	60047	0.44
Mundelein	IL	60060	0.44
Chicago	IL	60659	0.43
Gurnee	IL	60031	0.43
North Chicago	IL	60064	0.40
Chicago	IL	60647	0.40
Chicago	IL	60610	0.39
Chicago	IL	60622	0.36
Palatine	IL	60074	0.35
Chicago	IL	60631	0.34
Round Lake	IL	60073	0.31
Chicago	IL	60640	0.31
Park Ridge	IL	60068	0.31
Chicago	IL	60641	0.30
Barrington	IL	60010	0.29
Grayslake	IL	60030	0.29
Chicago	IL	60660	0.29
Prospect Heights	IL	60070	0.28
Chicago	IL	60634	0.27
Chicago	IL	60626	0.26
Lake Villa	IL	60046	0.26
Chicago	IL	60613	0.25
Waukegan	IL	60087	0.24
Chicago	IL	60654	0.24
Harwood Heights	IL	60706	0.22
Urbana	IL	61801	0.21
Chicago	IL	60608	0.19
Chicago	IL	60611	0.19
Palatine	IL	60067	0.17
Great Lakes	IL	60088	0.16
Evanston	IL	60203	0.14
Ann Arbor	MI	48104	0.14
Chicago	IL	60605	0.14
Wadsworth	IL	60083	0.14

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.

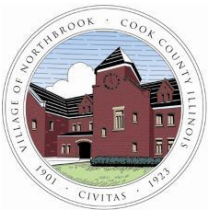
All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



The **Retail**Coach®

Sanders Court Mobile Data Survey

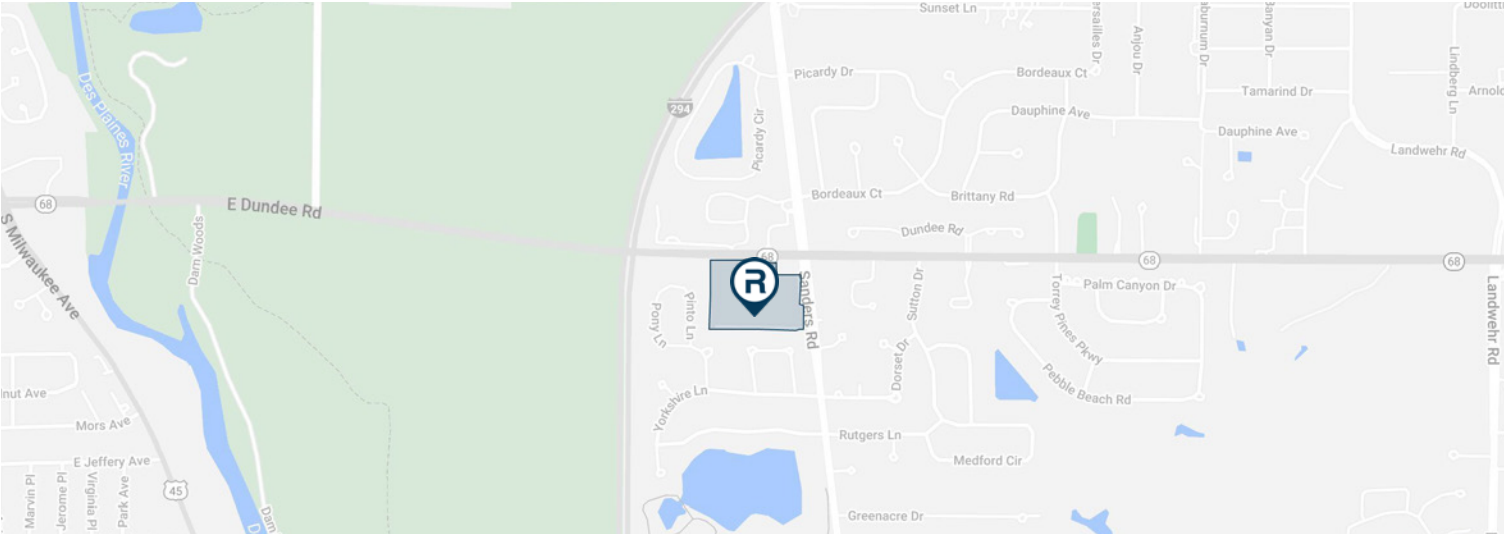
NORTHBROOK, ILLINOIS



Prepared for Village of Northbrook
January 1, 2022 - December 31, 2022

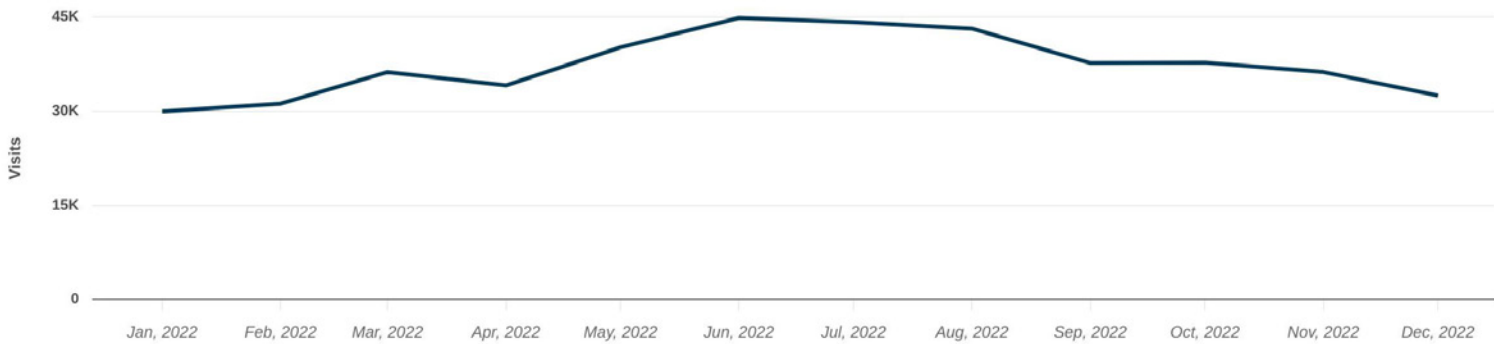
Sanders Court • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022



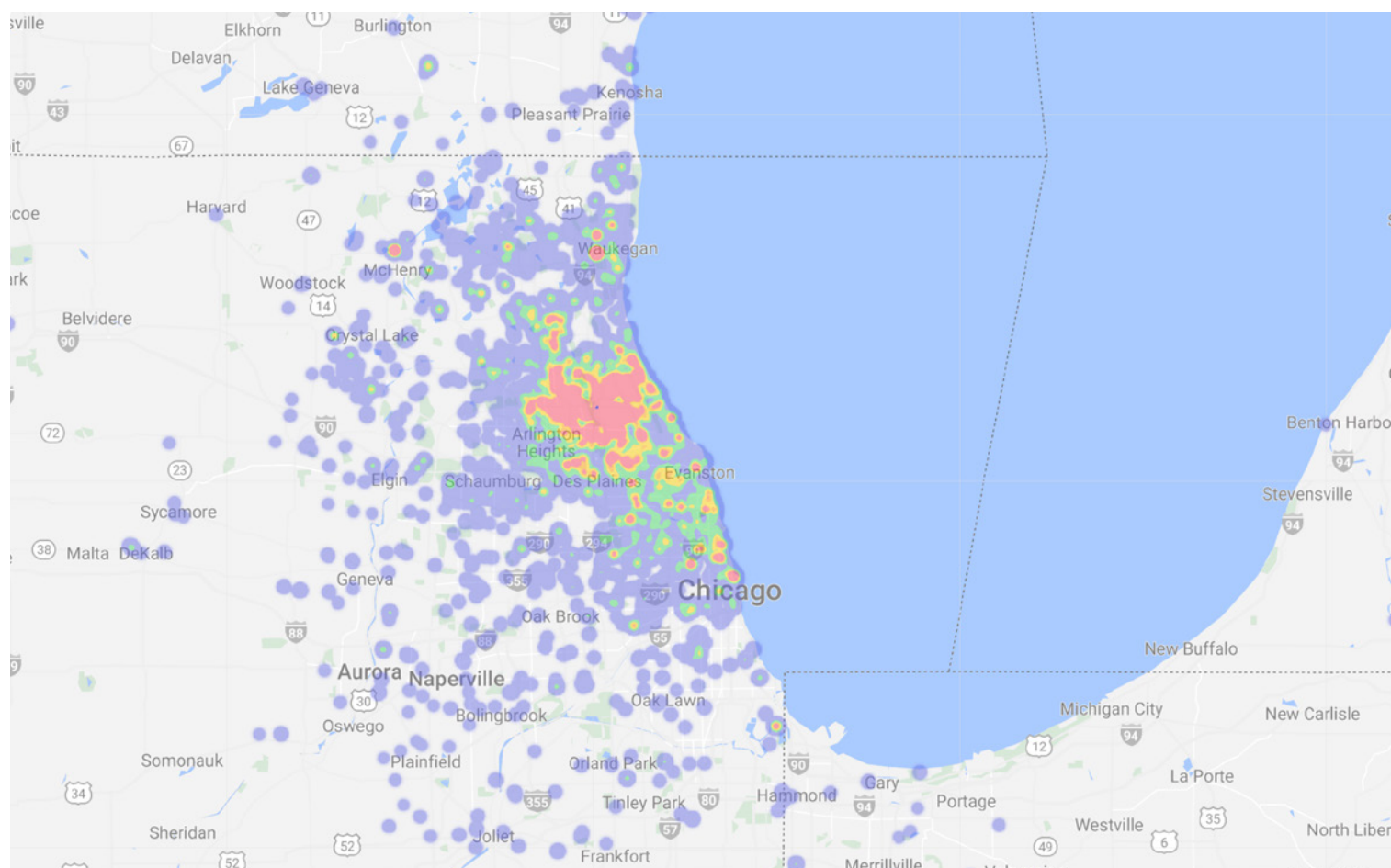
Est. # of Visits	448.1K
Est. # of Customers	164.6K
Visit Frequency	2.72
Average Dwell Time	55 Minutes

Visit Trend

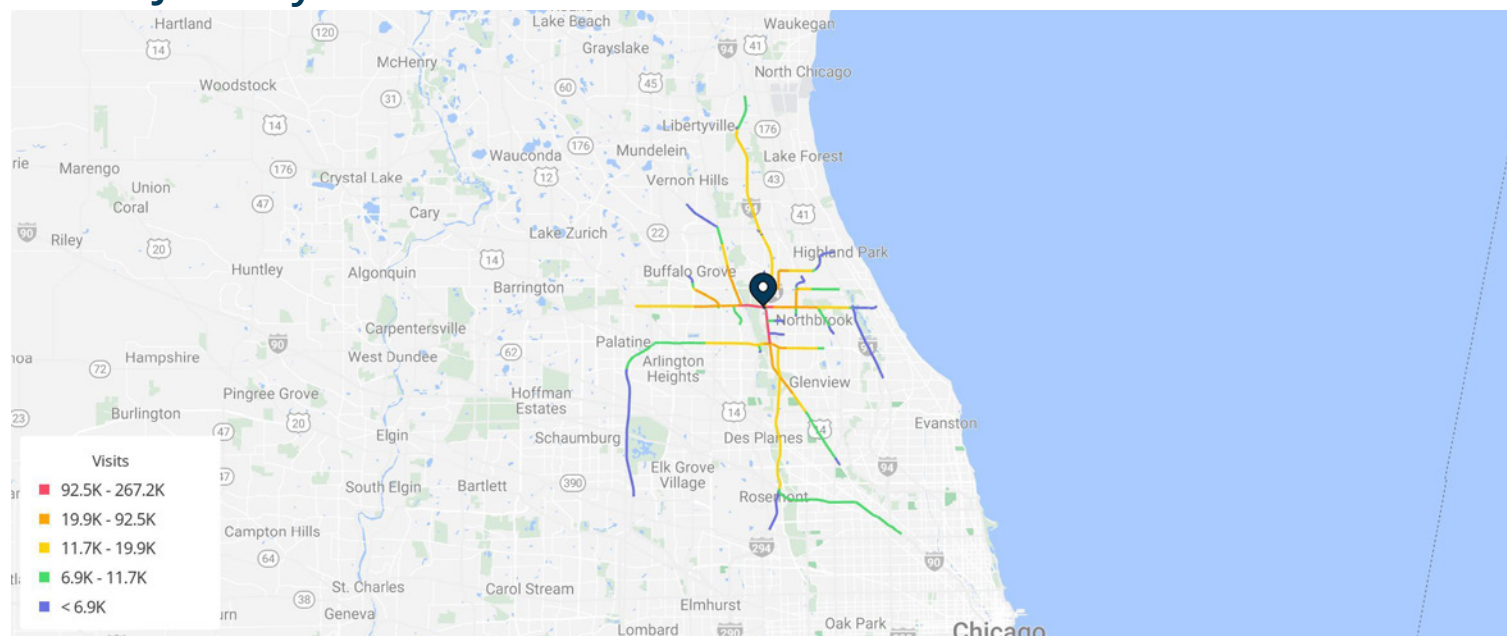


Northbrook, Illinois • January 1, 2022 - December 31, 2022

Trade Area - Home Locations



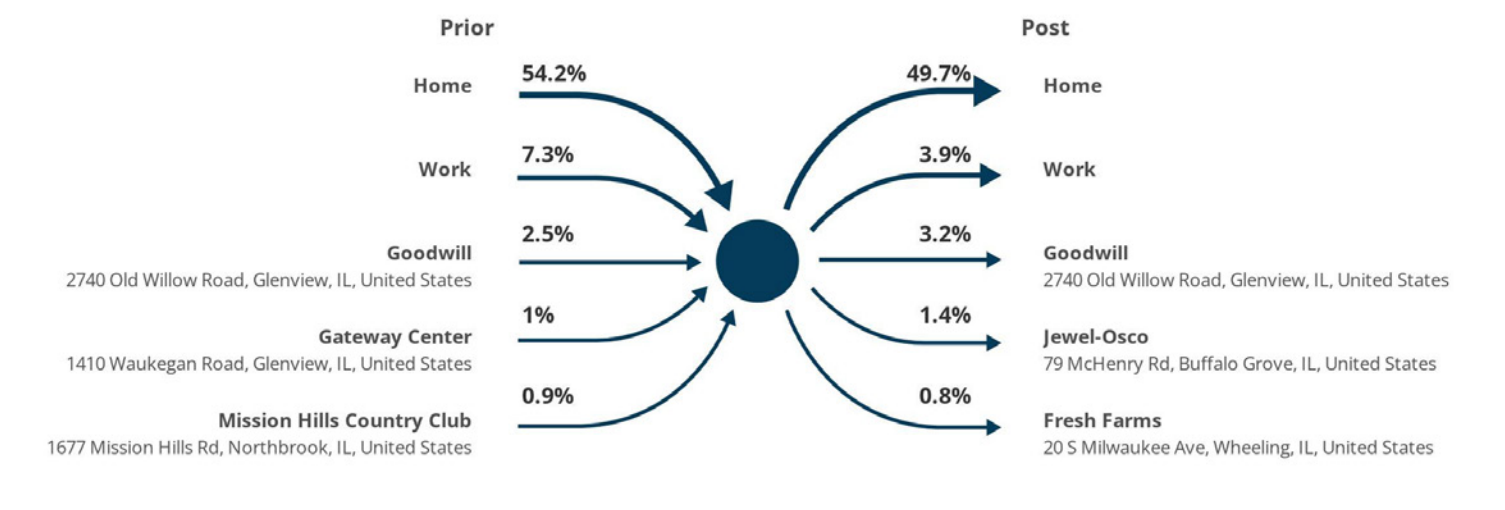
Visitor Journey - Routes



Sanders Court • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Customer Journey



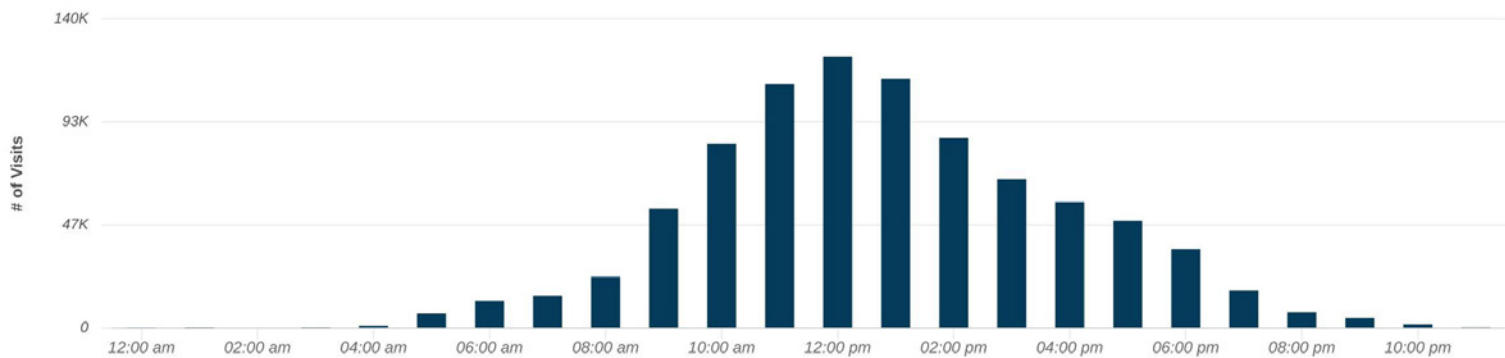
Favorite Places

Rank	Name	Distance	Visitors
1	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	11 mi	106.1K (64.5%)
2	Westfield Old Orchard / 4905 Old Orchard Shopping Center, Skokie, IL 60077	8.7 mi	73.1K (44.4%)
3	Butterfields Pancake House & Restaurant / 4195 Dundee Rd, Northbrook, IL 60062-2129	0 mi	64.3K (39.1%)
4	Shops of Willow Creek / 2211 Willow Rd, Glenview, IL 60025	4.3 mi	61.1K (37.1%)
5	Northbrook Court / 2171 Northbrook Court, Northbrook, IL 60062	3.5 mi	59.9K (36.4%)
6	Village Square of Northbrook / 141 Skokie Blvd, Northbrook, IL 60062	4.4 mi	59.5K (36.1%)
7	Woodfield Mall / 5 Woodfield Mall, Schaumburg, IL 60173	9.9 mi	58.3K (35.4%)
8	Deerbrook Shopping Center / 110 S Waukegan Rd, Deerfield, IL 60015	2.5 mi	53.7K (32.6%)
9	The Glen Town Center / 1951 Tower Dr, Glenview, IL 60026	4.4 mi	50.9K (30.9%)
10	Hawthorn Mall / 122 Hawthorn Center, Vernon Hills, IL 60061	7.9 mi	48.8K (29.7%)

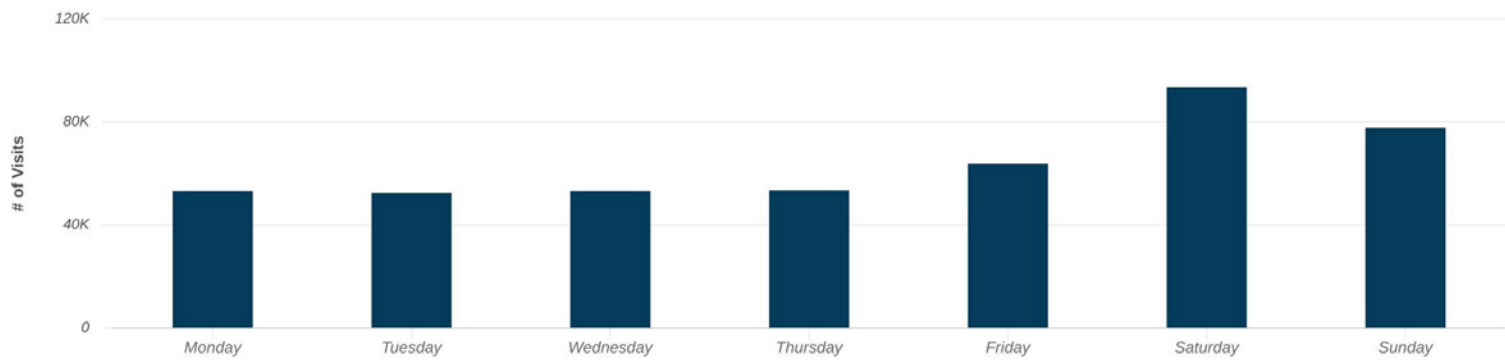
Sanders Court • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

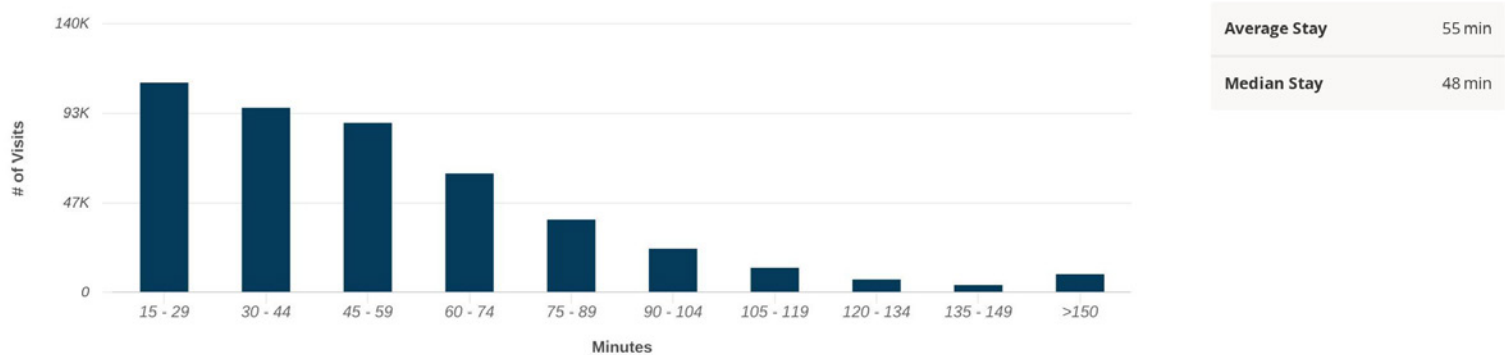
Hourly Visits



Daily Visits



Length of Stay



Sanders Court • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Northbrook	IL	60062	16.75
Wheeling	IL	60090	9.13
Deerfield	IL	60015	7.38
Highland Park	IL	60035	4.37
Buffalo Grove	IL	60089	4.24
Waukegan	IL	60085	3.66
Prospect Heights	IL	60070	2.77
Glenview	IL	60026	2.77
Glenview	IL	60025	2.39
Mount Prospect	IL	60056	1.79
Vernon Hills	IL	60061	1.47
Arlington Heights	IL	60004	1.36
Winnetka	IL	60093	1.35
Des Plaines	IL	60016	1.26
Lincolnshire	IL	60069	1.16
Palatine	IL	60074	0.99
Lake Zurich	IL	60047	0.95
McHenry	IL	60050	0.95
Mundelein	IL	60060	0.88
Lake Forest	IL	60045	0.68
Chicago	IL	60611	0.60
Skokie	IL	60076	0.60
Grayslake	IL	60030	0.57
Chicago	IL	60614	0.55
Chicago	IL	60631	0.54
Niles	IL	60714	0.54
Chicago	IL	60618	0.54
Morton Grove	IL	60053	0.53
Wilmette	IL	60091	0.51
Champaign	IL	61820	0.50
Evanston	IL	60201	0.49
Glencoe	IL	60022	0.47
Highwood	IL	60040	0.46
Chicago	IL	60647	0.46
Skokie	IL	60077	0.43

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Waukegan	IL	60087	0.42
Chicago	IL	60656	0.42
Chicago	IL	60657	0.42
Arlington Heights	IL	60005	0.41
Chicago	IL	60660	0.41
East Lansing	MI	48825	0.40
Gurnee	IL	60031	0.39
Libertyville	IL	60048	0.38
Chicago	IL	60626	0.34
Chicago	IL	60659	0.32
Chicago	IL	60641	0.30
North Chicago	IL	60064	0.30
Crystal Lake	IL	60014	0.30
Chicago	IL	60625	0.29
Chicago	IL	60646	0.28
Elk Grove Village	IL	60007	0.28
Park Ridge	IL	60068	0.27
Round Lake	IL	60073	0.26
Chicago	IL	60630	0.26
Des Plaines	IL	60018	0.26
Lake Villa	IL	60046	0.25
River Grove	IL	60171	0.25
Chicago	IL	60617	0.25
Lincolnwood	IL	60712	0.24
Chicago	IL	60645	0.24
Chicago	IL	60634	0.24
Barrington	IL	60010	0.23
Chicago	IL	60623	0.23
Chicago	IL	60613	0.22
North Miami Beach	FL	33160	0.21
Madison	WI	53703	0.20
Zion	IL	60099	0.20
Rolling Meadows	IL	60008	0.19
Wauconda	IL	60084	0.19
Schaumburg	IL	60193	0.19

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.

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



The**Retail**Coach®

Brookside Plaza Mobile Data Survey

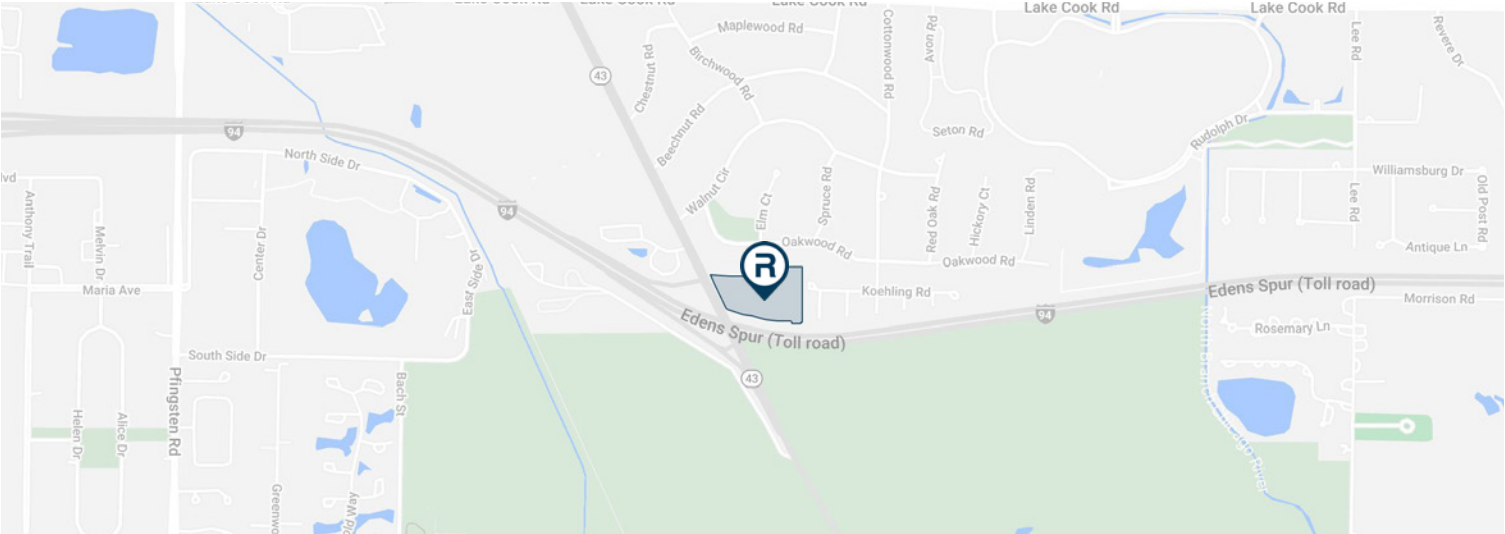
NORTHBROOK, ILLINOIS



Prepared for Village of Northbrook
January 1, 2022 - December 31, 2022

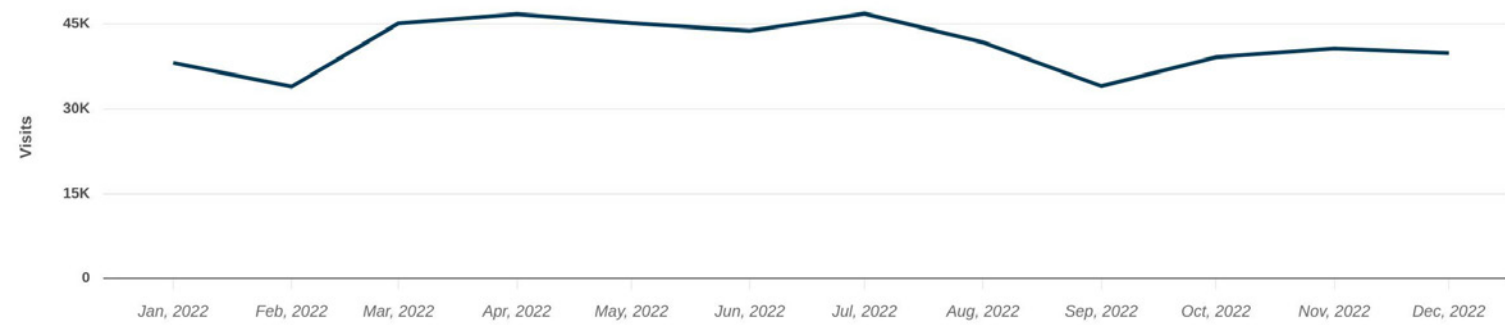
Brookside Plaza • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022



Est. # of Visits	495.7K
Est. # of Customers	203K
Visit Frequency	2.44
Average Dwell Time	80 Minutes

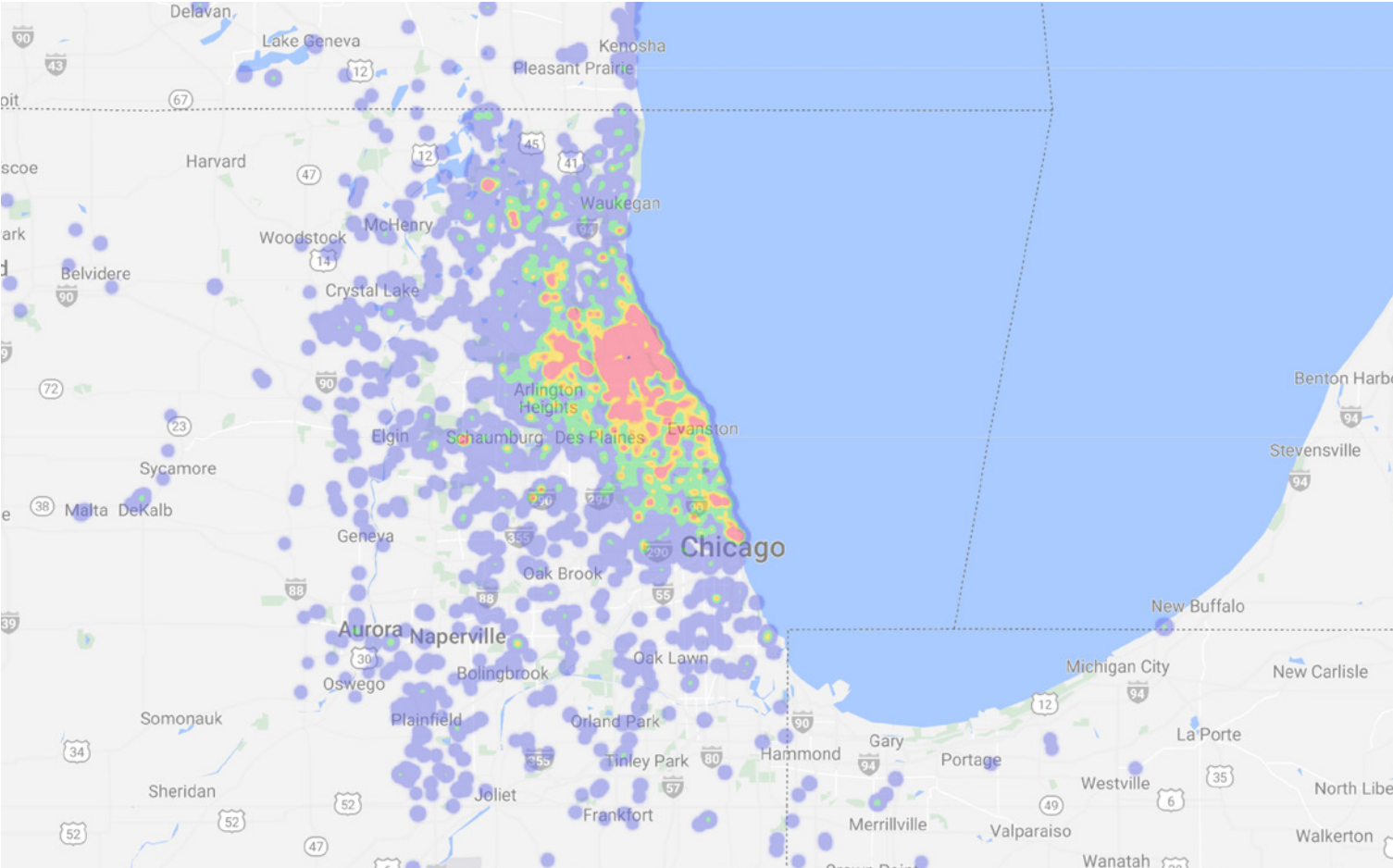
Visit Trend



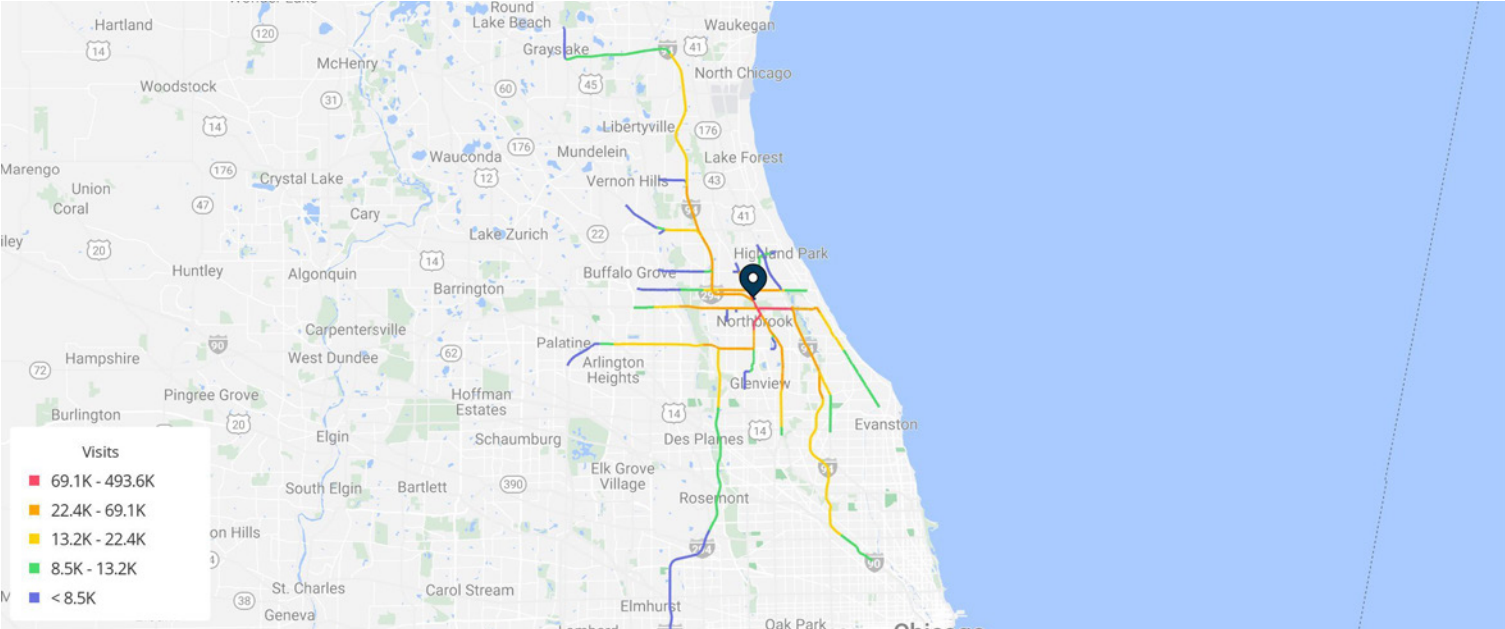
Brookside Plaza • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Trade Area - Home Locations



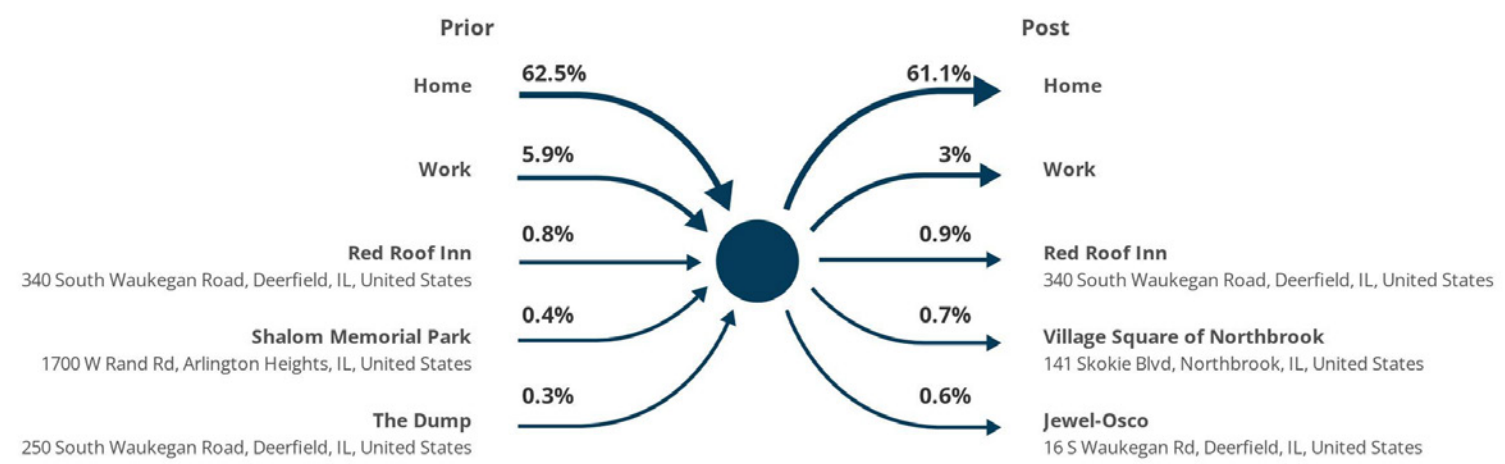
Visitor Journey - Routes



Brookside Plaza • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Customer Journey



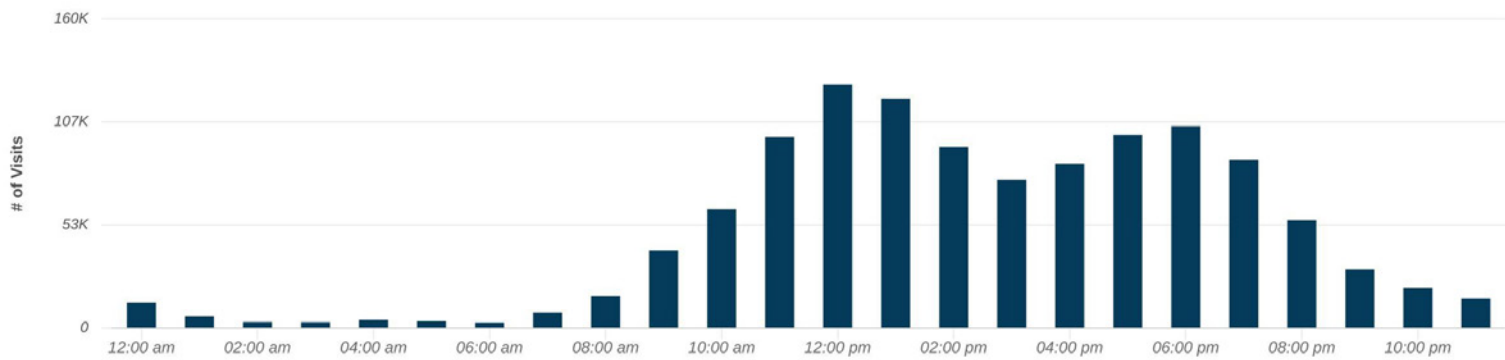
Favorite Places

Rank	Name	Distance	Visitors
1	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	12.2 mi	133.3K (65.7%)
2	Max and Benny's Restaurant & Deli / 461 Waukegan Road, Northbrook, IL 60062	0 mi	102.2K (50.3%)
3	Westfield Old Orchard / 4905 Old Orchard Shopping Center, Skokie, IL 60077	7.1 mi	92.9K (45.8%)
4	Northbrook Court / 2171 Northbrook Court, Northbrook, IL 60062	0.7 mi	78.3K (38.6%)
5	Deerbrook Shopping Center / 110 S Waukegan Rd, Deerfield, IL 60015	0.5 mi	73.6K (36.2%)
6	Village Square of Northbrook / 141 Skokie Blvd, Northbrook, IL 60062	1.6 mi	70.8K (34.9%)
7	The Glen Town Center / 1951 Tower Dr, Glenview, IL 60026	3.8 mi	65.2K (32.1%)
8	Shops of Willow Creek / 2211 Willow Rd, Glenview, IL 60025	3 mi	63.7K (31.4%)
9	Woodfield Mall / 5 Woodfield Mall, Schaumburg, IL 60173	12.5 mi	58.8K (29%)
10	Deerfield Square / 740 Waukegan Rd, Deerfield, IL 60015	1.7 mi	56.4K (27.8%)

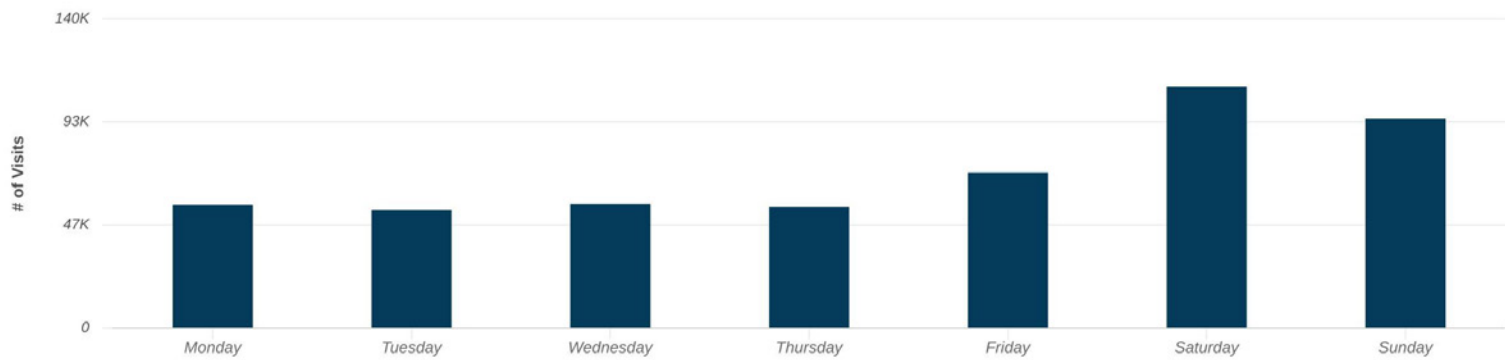
Brookside Plaza • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

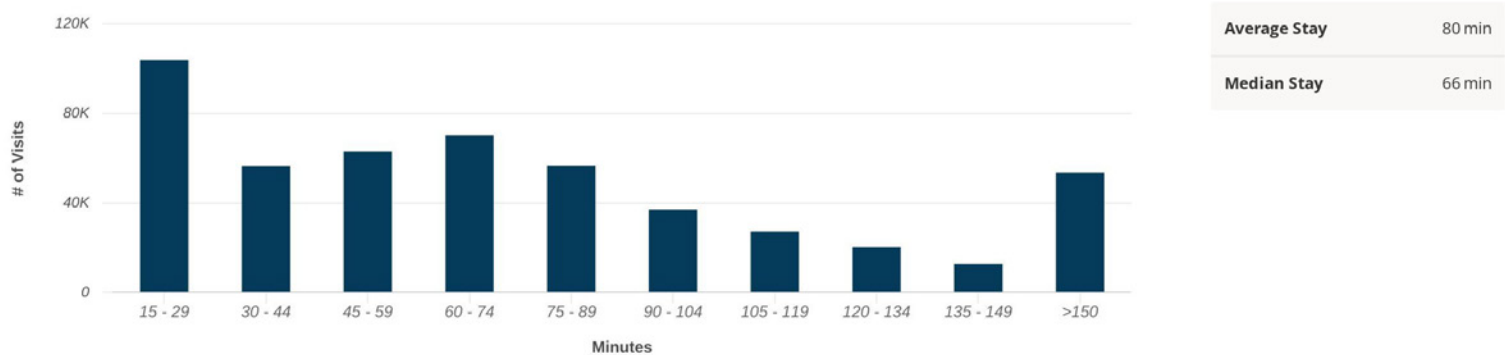
Hourly Visits



Daily Visits



Length of Stay



Brookside Plaza • Mobile Data Analysis

Northbrook, Illinois • January 1, 2022 - December 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Northbrook	IL	60062	11.80
Deerfield	IL	60015	10.16
Highland Park	IL	60035	8.50
Glencoe	IL	60022	3.96
Wheeling	IL	60090	3.02
Glenview	IL	60025	3.00
Arlington Heights	IL	60004	2.58
Buffalo Grove	IL	60089	2.32
Vernon Hills	IL	60061	2.14
Skokie	IL	60076	1.70
Wilmette	IL	60091	1.68
Winnetka	IL	60093	1.58
Lake Forest	IL	60045	1.36
Round Lake	IL	60073	1.34
Grayslake	IL	60030	1.18
Glenview	IL	60026	1.15
Des Plaines	IL	60016	1.15
Chicago	IL	60646	1.07
Evanston	IL	60201	0.88
Mount Prospect	IL	60056	0.86
Morton Grove	IL	60053	0.84
Highwood	IL	60040	0.79
Niles	IL	60714	0.79
Mundelein	IL	60060	0.75
Skokie	IL	60077	0.68
Gurnee	IL	60031	0.68
Chicago	IL	60611	0.67
Libertyville	IL	60048	0.66
Park Ridge	IL	60068	0.66
Chicago	IL	60657	0.65
Lincolnshire	IL	60069	0.64
Lake Zurich	IL	60047	0.63
Chicago	IL	60618	0.52
Chicago	IL	60634	0.52
Palatine	IL	60074	0.50

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Prospect Heights	IL	60070	0.49
Schaumburg	IL	60194	0.48
Chicago	IL	60630	0.45
Chicago	IL	60631	0.45
Palatine	IL	60067	0.42
Chicago	IL	60610	0.41
Evanston	IL	60202	0.41
Waukegan	IL	60085	0.39
Chicago	IL	60647	0.37
Chicago	IL	60639	0.37
Lincolnwood	IL	60712	0.36
Chicago	IL	60645	0.35
Lake Bluff	IL	60044	0.34
Chicago	IL	60625	0.34
Chicago	IL	60614	0.32
Arlington Heights	IL	60005	0.31
Lake Villa	IL	60046	0.31
Chicago	IL	60626	0.30
Elk Grove Village	IL	60007	0.30
Chicago	IL	60656	0.29
Chicago	IL	60613	0.28
Rolling Meadows	IL	60008	0.28
Chicago	IL	60641	0.27
Elmwood Park	IL	60707	0.27
Des Plaines	IL	60018	0.27
Champaign	IL	61820	0.27
Zion	IL	60099	0.25
Waukegan	IL	60087	0.23
Chicago	IL	60659	0.23
Barrington	IL	60010	0.23
North Chicago	IL	60064	0.22
Streamwood	IL	60107	0.21
Antioch	IL	60002	0.21
Chicago	IL	60640	0.19
Wood Dale	IL	60191	0.19

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.

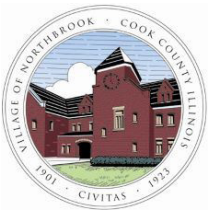
All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



The**Retail**Coach®

Crossroads Shopping Center Mobile Data Survey

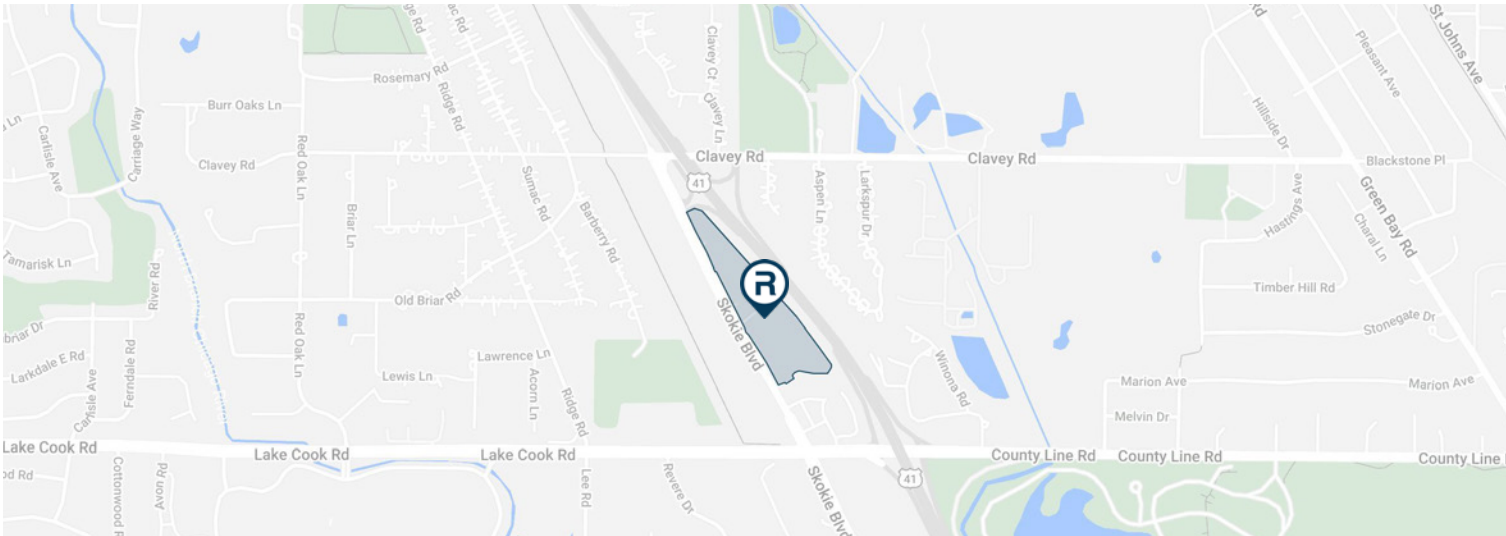
HIGHLAND PARK, ILLINOIS



Prepared for Village of Northbrook
January 1, 2022 - December 31, 2022

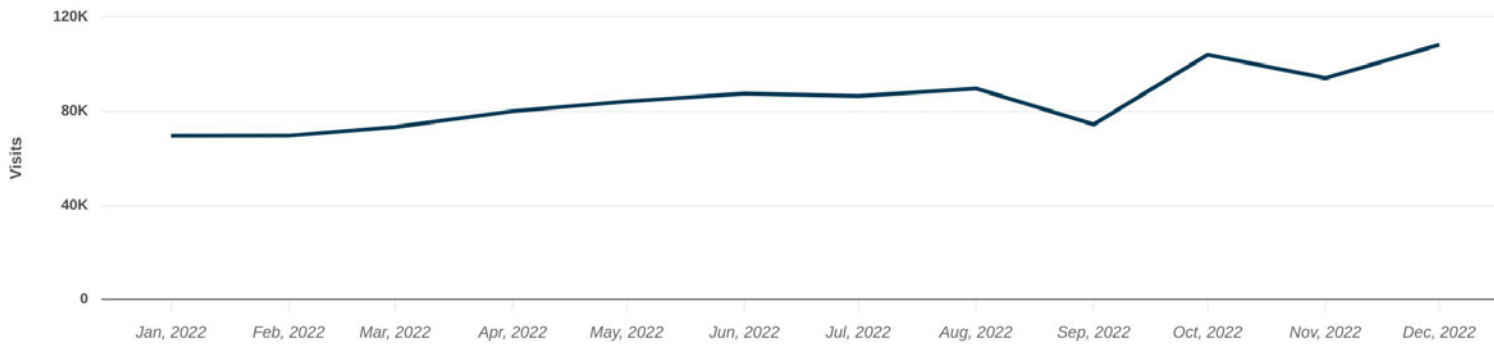
Crossroads Shopping Center • Mobile Data Analysis

Highland Park, Illinois • January 1, 2022 - December 31, 2022



Est. # of Visits	1M
Est. # of Customers	209.3K
Visit Frequency	4.88
Average Dwell Time	66 Minutes

Visit Trend



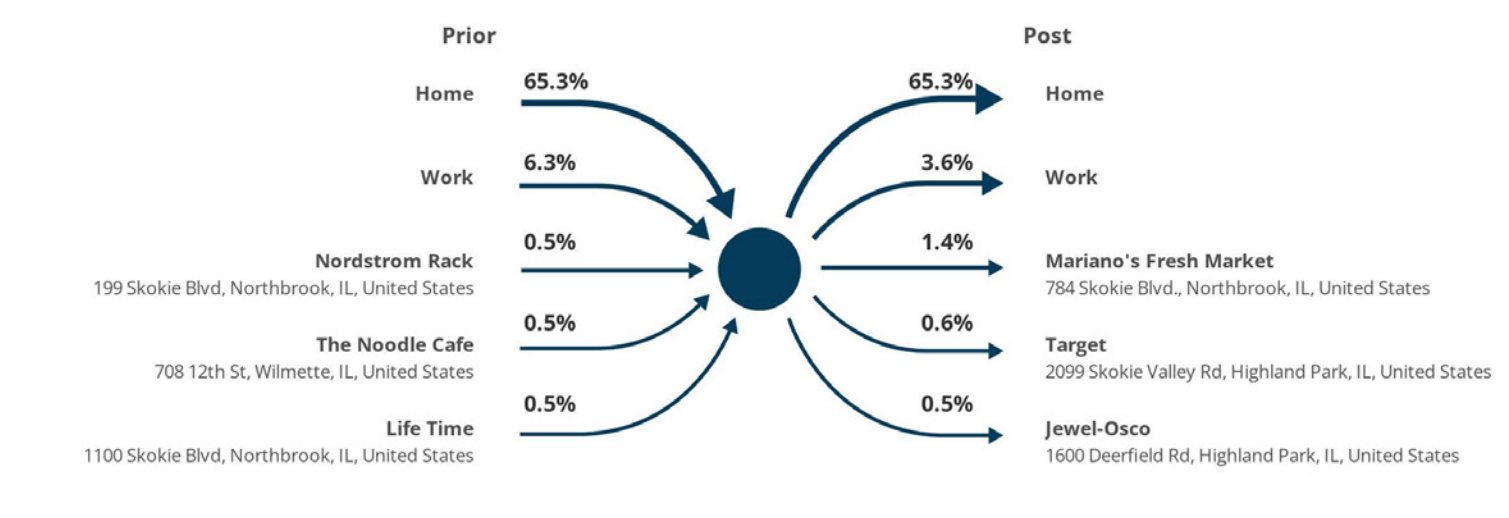
Highland Park, Illinois • January 1, 2022 - December 31, 2022

This map illustrates the spatial distribution of 100,000 randomly generated points within the Chicago metropolitan area. The points are represented by small blue dots, which are most densely clustered in the central business district and downtown areas, indicating a high concentration of activity or population in these regions. The distribution also extends to surrounding suburbs, with points becoming more sparsely distributed as they move further from the city center. The map includes major highways, lakes, and city names, providing a geographical context for the point distribution.

Crossroads Shopping Center • Mobile Data Analysis

Highland Park, Illinois • January 1, 2022 - December 31, 2022

Customer Journey



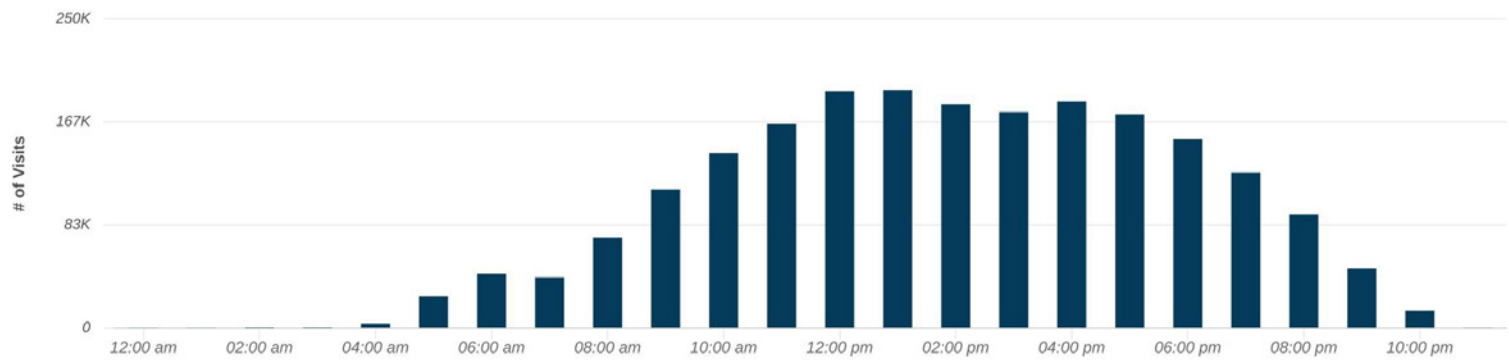
Favorite Places

Rank	Name	Distance	Visitors
1	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	13.3 mi	143.9K (68.8%)
2	Westfield Old Orchard / 4905 Old Orchard Shopping Center, Skokie, IL 60077	7.1 mi	117K (55.9%)
3	Village Square of Northbrook / 141 Skokie Blvd, Northbrook, IL 60062	0.5 mi	113.1K (54%)
4	Northbrook Court / 2171 Northbrook Court, Northbrook, IL 60062	0.8 mi	107.8K (51.5%)
5	Deerbrook Shopping Center / 110 S Waukegan Rd, Deerfield, IL 60015	1.8 mi	80.7K (38.5%)
6	Deerfield Square / 740 Waukegan Rd, Deerfield, IL 60015	2.4 mi	74.7K (35.7%)
7	Shops of Willow Creek / 2211 Willow Rd, Glenview, IL 60025	3.7 mi	74.6K (35.6%)
8	Target / 2099 Skokie Valley Rd, Highland Park, IL 60035	2.7 mi	66.1K (31.6%)
9	The Glen Town Center / 1951 Tower Dr, Glenview, IL 60026	4.7 mi	64.7K (30.9%)
10	Hawthorn Mall / 122 Hawthorn Center, Vernon Hills, IL 60061	9.4 mi	61.7K (29.5%)

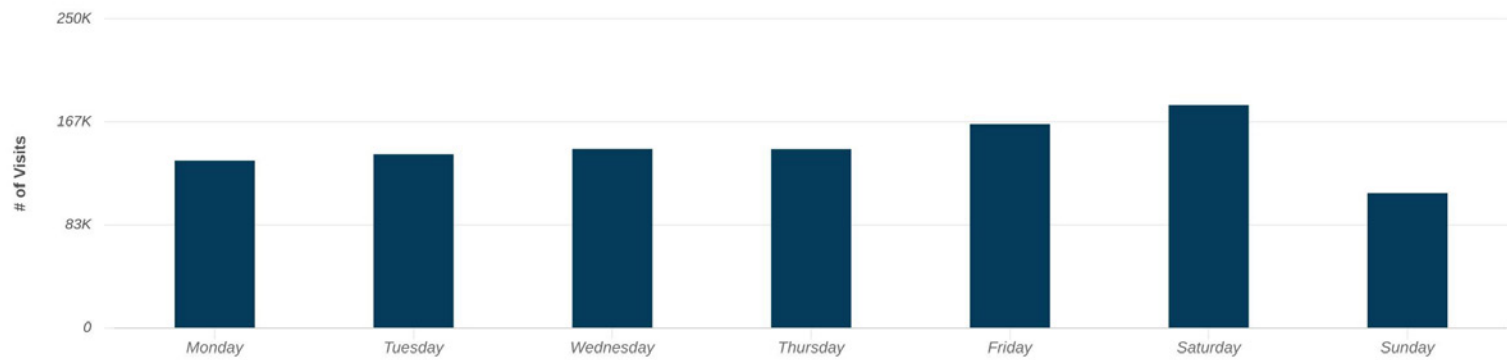
Crossroads Shopping Center • Mobile Data Analysis

Highland Park, Illinois • January 1, 2022 - December 31, 2022

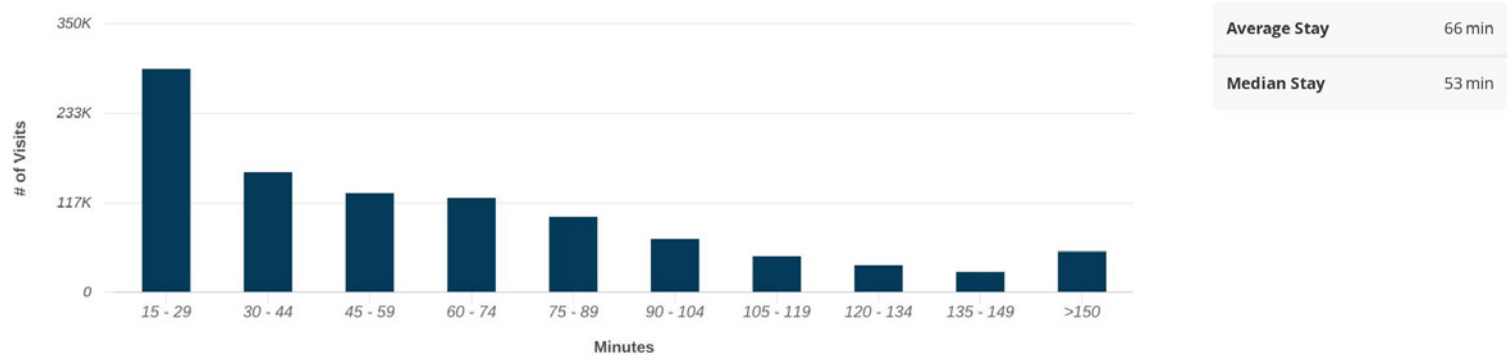
Hourly Visits



Daily Visits



Length of Stay



Crossroads Shopping Center • Mobile Data Analysis

Highland Park, Illinois • January 1, 2022 - December 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Highland Park	IL	60035	20.88
Deerfield	IL	60015	12.12
Northbrook	IL	60062	10.92
Glencoe	IL	60022	6.16
Wilmette	IL	60091	4.53
Winnetka	IL	60093	3.08
Highwood	IL	60040	2.13
Lake Forest	IL	60045	2.07
Glenview	IL	60025	2.00
Buffalo Grove	IL	60089	1.53
Evanston	IL	60201	1.36
Skokie	IL	60077	1.34
Skokie	IL	60076	1.20
Round Lake	IL	60073	1.03
Chicago	IL	60632	0.76
Wheeling	IL	60090	0.75
Chicago	IL	60660	0.74
Chicago	IL	60614	0.73
Glenview	IL	60026	0.72
Evanston	IL	60202	0.71
Champaign	IL	61820	0.70
North Chicago	IL	60064	0.59
Waukegan	IL	60085	0.58
Chicago	IL	60640	0.56
Arlington Heights	IL	60004	0.55
Lake Bluff	IL	60044	0.49
Morton Grove	IL	60053	0.47
Lake Zurich	IL	60047	0.45
Elk Grove Village	IL	60007	0.41
Gurnee	IL	60031	0.41
Libertyville	IL	60048	0.39
Chicago	IL	60645	0.38
Desert Hot Springs	CA	92240	0.38
Des Plaines	IL	60016	0.37
Chicago	IL	60657	0.32

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Vernon Hills	IL	60061	0.32
Chicago	IL	60630	0.32
Chicago	IL	60626	0.32
Lincolnshire	IL	60069	0.32
Chicago	IL	60659	0.30
Dayton	OH	45409	0.29
Mundelein	IL	60060	0.29
Mount Prospect	IL	60056	0.28
Indianapolis	IN	46208	0.28
Grayslake	IL	60030	0.28
Chicago	IL	60646	0.28
Chicago	IL	60618	0.27
Kenilworth	IL	60043	0.27
Bloomington	IN	47401	0.26
Waukegan	IL	60087	0.25
Tucson	AZ	85719	0.23
Niles	IL	60714	0.23
Chicago	IL	60625	0.22
Prospect Heights	IL	60070	0.22
Urbana	IL	61801	0.22
Great Lakes	IL	60088	0.19
New York	NY	10001	0.17
Lincolnwood	IL	60712	0.17
Evanston	IL	60203	0.16
Chicago	IL	60623	0.16
Lake Villa	IL	60046	0.16
Chicago	IL	60613	0.16
Chicago	IL	60639	0.16
New Orleans	LA	70118	0.16
Palatine	IL	60074	0.16
Chicago	IL	60610	0.15
Zion	IL	60099	0.15
Chicago	IL	60634	0.15
Holland	MI	49423	0.15
Des Plaines	IL	60018	0.14

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.

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



The**Retail**Coach®

Deerbrook Shopping Center Mobile Data Survey

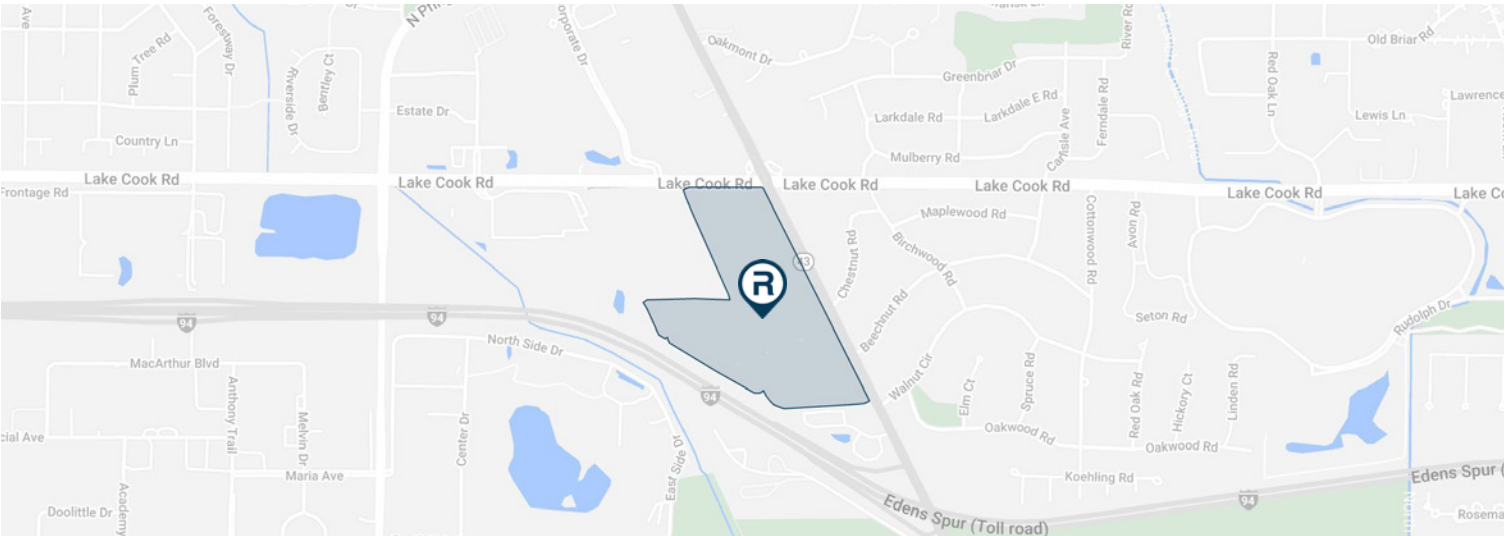
DEERFIELD, ILLINOIS



Prepared for Village of Northbrook
January 1, 2022 - December 31, 2022

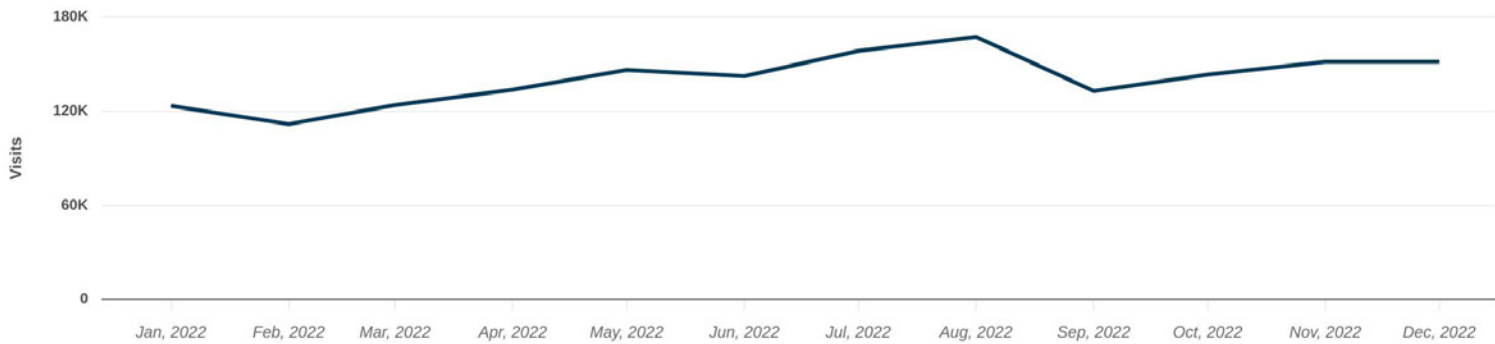
Deerbrook Shopping Center • Mobile Data Analysis

Deerfield, Illinois • January 1, 2022 - December 31, 2022



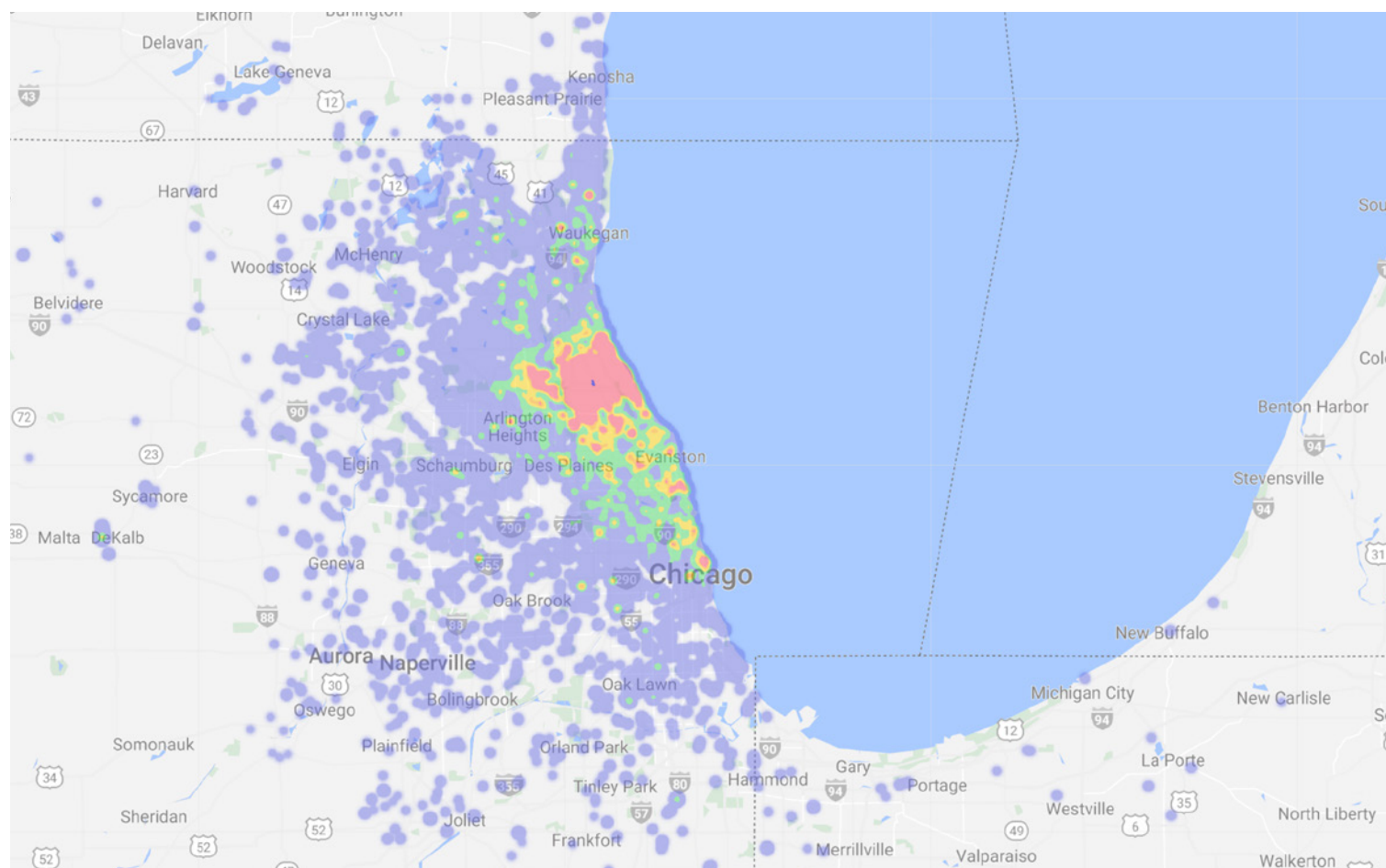
Est. # of Visits	1.7M
Est. # of Customers	407.7K
Visit Frequency	4.14
Average Dwell Time	42 Minutes

Visit Trend

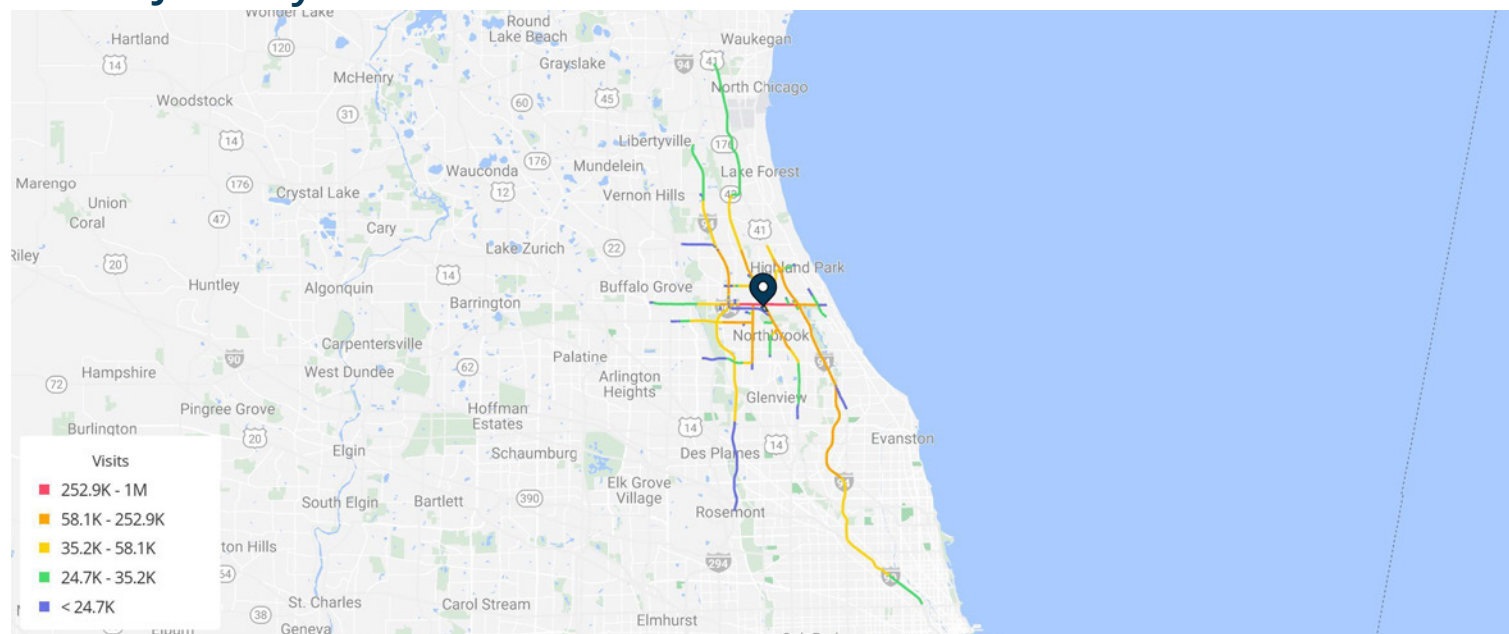


Deerfield, Illinois • January 1, 2022 - December 31, 2022

Trade Area - Home Locations



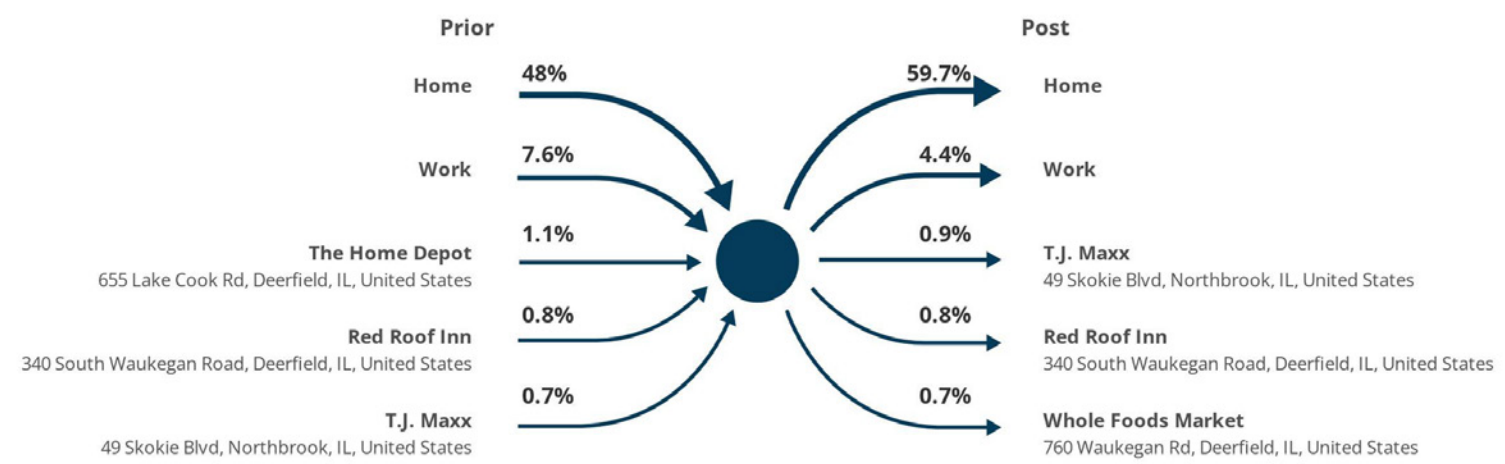
Visitor Journey - Routes



Deerbrook Shopping Center • Mobile Data Analysis

Deerfield, Illinois • January 1, 2022 - December 31, 2022

Customer Journey



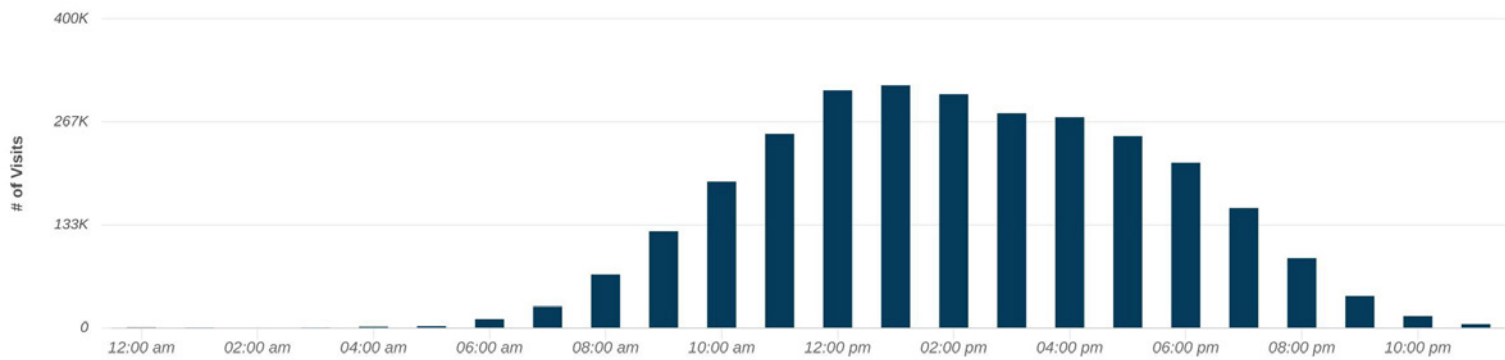
Favorite Places

Rank	Name	Distance	Visitors
1	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	12.4 mi	275.4K (67.6%)
2	Westfield Old Orchard / 4905 Old Orchard Shopping Center, Skokie, IL 60077	7.5 mi	198.9K (48.8%)
3	Village Square of Northbrook / 141 Skokie Blvd, Northbrook, IL 60062	1.9 mi	188.4K (46.2%)
4	Northbrook Court / 2171 Northbrook Court, Northbrook, IL 60062	0.9 mi	187.2K (45.9%)
5	Shops of Willow Creek / 2211 Willow Rd, Glenview, IL 60025	3.4 mi	149.7K (36.7%)
6	Deerfield Square / 740 Waukegan Rd, Deerfield, IL 60015	1.3 mi	137.5K (33.7%)
7	The Glen Town Center / 1951 Tower Dr, Glenview, IL 60026	4.2 mi	135.7K (33.3%)
8	Woodfield Mall / 5 Woodfield Mall, Schaumburg, IL 60173	12.4 mi	133.2K (32.7%)
9	Patriot Marketplace / 2850 Patriot Boulevard, Glenview, IL 60062	3 mi	119.2K (29.2%)
10	Hawthorn Mall / 122 Hawthorn Center, Vernon Hills, IL 60061	8.5 mi	118.8K (29.1%)

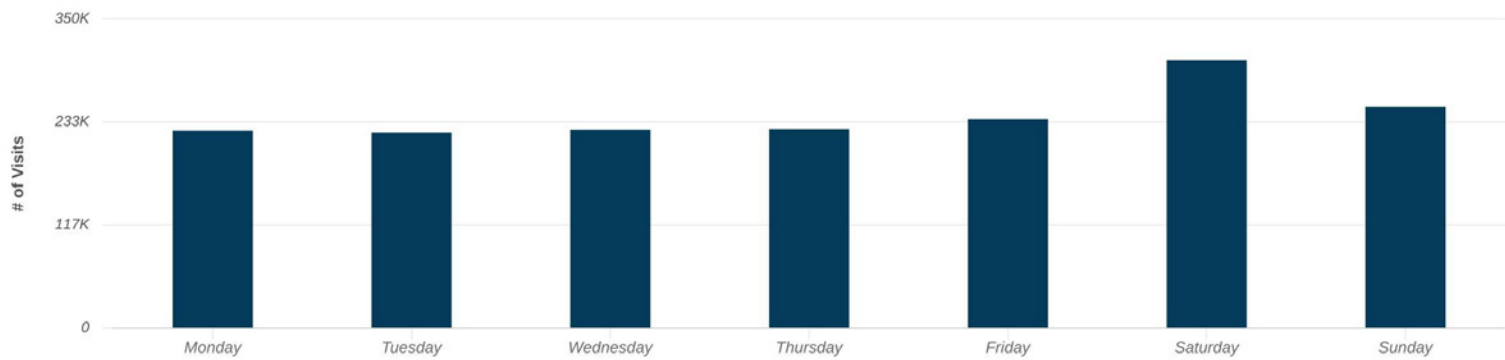
Deerbrook Shopping Center • Mobile Data Analysis

Deerfield, Illinois • January 1, 2022 - December 31, 2022

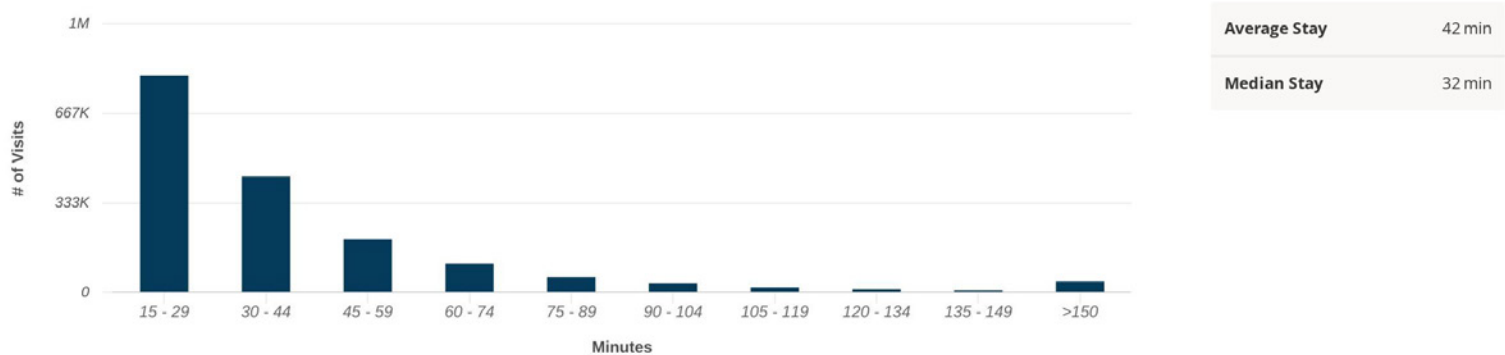
Hourly Visits



Daily Visits



Length of Stay



Deerbrook Shopping Center • Mobile Data Analysis

Deerfield, Illinois • January 1, 2022 - December 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Deerfield	IL	60015	23.02
Northbrook	IL	60062	19.77
Highland Park	IL	60035	8.95
Wheeling	IL	60090	1.99
Glencoe	IL	60022	1.77
Glenview	IL	60025	1.69
Buffalo Grove	IL	60089	1.62
Winnetka	IL	60093	1.34
Lake Forest	IL	60045	1.33
Glenview	IL	60026	1.15
Highwood	IL	60040	1.15
Wilmette	IL	60091	0.88
Waukegan	IL	60085	0.82
Niles	IL	60714	0.71
Arlington Heights	IL	60004	0.69
Skokie	IL	60076	0.68
Des Plaines	IL	60016	0.65
Libertyville	IL	60048	0.64
Waukegan	IL	60087	0.62
Gurnee	IL	60031	0.57
Vernon Hills	IL	60061	0.56
Lincolnshire	IL	60069	0.54
Evanston	IL	60201	0.54
Mundelein	IL	60060	0.53
Mount Prospect	IL	60056	0.52
Lake Zurich	IL	60047	0.52
Skokie	IL	60077	0.45
Chicago	IL	60645	0.44
Grayslake	IL	60030	0.43
Champaign	IL	61820	0.43
Round Lake	IL	60073	0.43
Chicago	IL	60626	0.42
Morton Grove	IL	60053	0.41
Chicago	IL	60611	0.36
Chicago	IL	60657	0.35

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Chicago	IL	60618	0.35
Prospect Heights	IL	60070	0.34
Evanston	IL	60202	0.34
North Chicago	IL	60064	0.33
Chicago	IL	60614	0.32
Chicago	IL	60634	0.32
Park Ridge	IL	60068	0.31
Chicago	IL	60647	0.31
Palatine	IL	60074	0.30
Chicago	IL	60625	0.30
Rancho Mirage	CA	92270	0.29
Lincolnwood	IL	60712	0.28
Chicago	IL	60659	0.27
Chicago	IL	60613	0.27
Chicago	IL	60631	0.26
Des Plaines	IL	60018	0.26
Chicago	IL	60646	0.25
Chicago	IL	60630	0.25
Barrington	IL	60010	0.24
Schaumburg	IL	60193	0.23
Arlington Heights	IL	60005	0.22
Chicago	IL	60641	0.22
Urbana	IL	61801	0.21
Chicago	IL	60622	0.20
Lake Villa	IL	60046	0.20
Chicago	IL	60610	0.19
Palatine	IL	60067	0.19
Lake Bluff	IL	60044	0.19
Chicago	IL	60639	0.18
Chicago	IL	60607	0.17
East Lansing	MI	48825	0.17
Chicago	IL	60640	0.16
Harwood Heights	IL	60706	0.16
Arlington	VA	22202	0.16
Chicago	IL	60656	0.15

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.

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



The**Retail**Coach®

Deerbrook Park Plaza Mobile Data Survey

DEERFIELD, ILLINOIS



Prepared for Village of Northbrook
January 1, 2022 - December 31, 2022

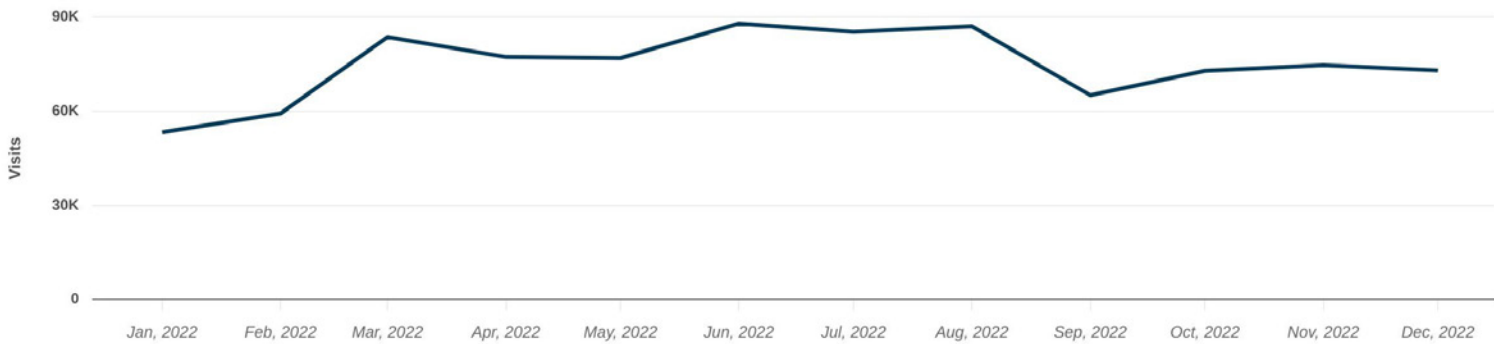
Deerbrook Park Plaza • Mobile Data Analysis

Deerfield, Illinois • January 1, 2022 - December 31, 2022



Est. # of Visits	896.4K
Est. # of Customers	321.9K
Visit Frequency	2.79
Average Dwell Time	83 Minutes

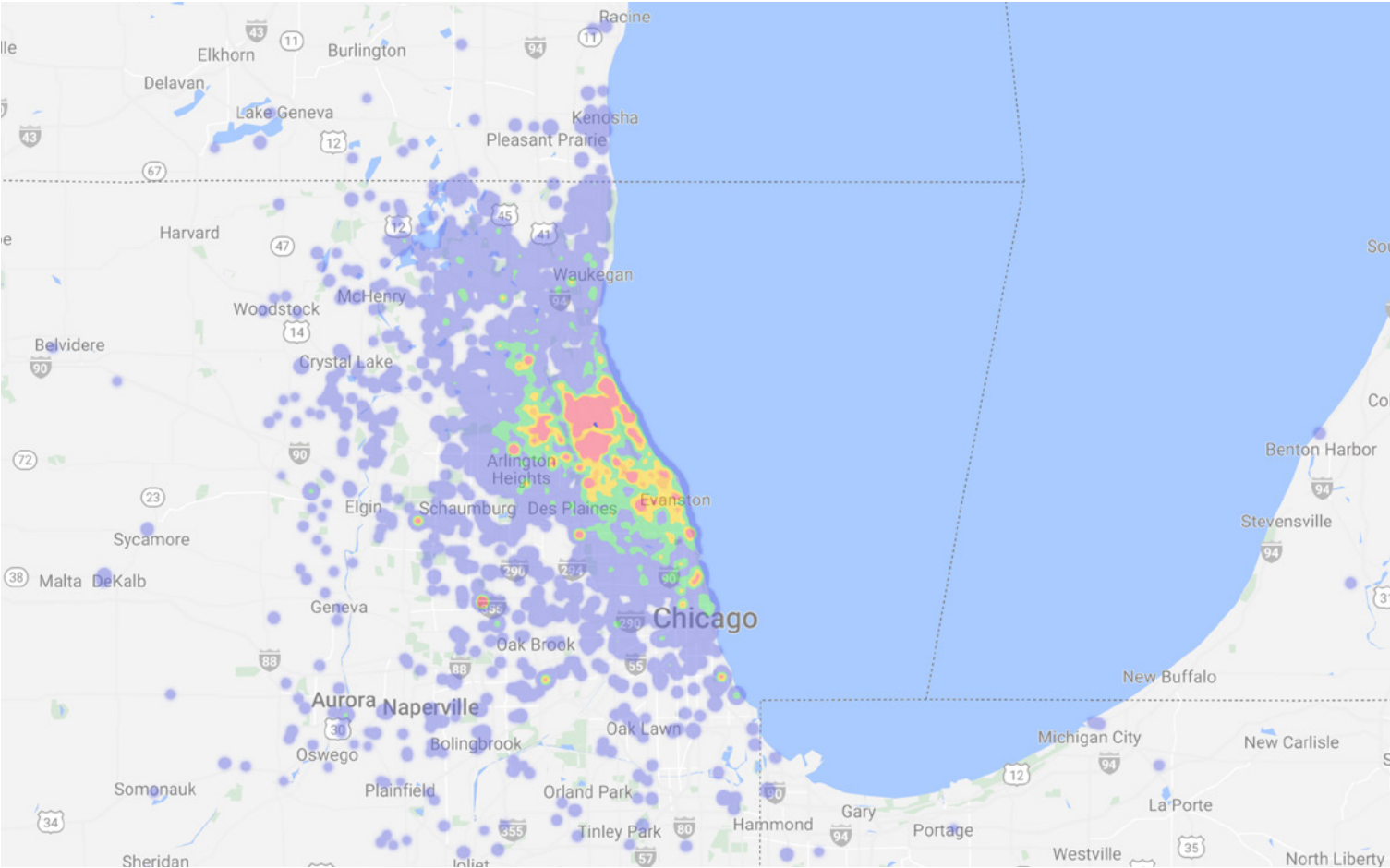
Visit Trend



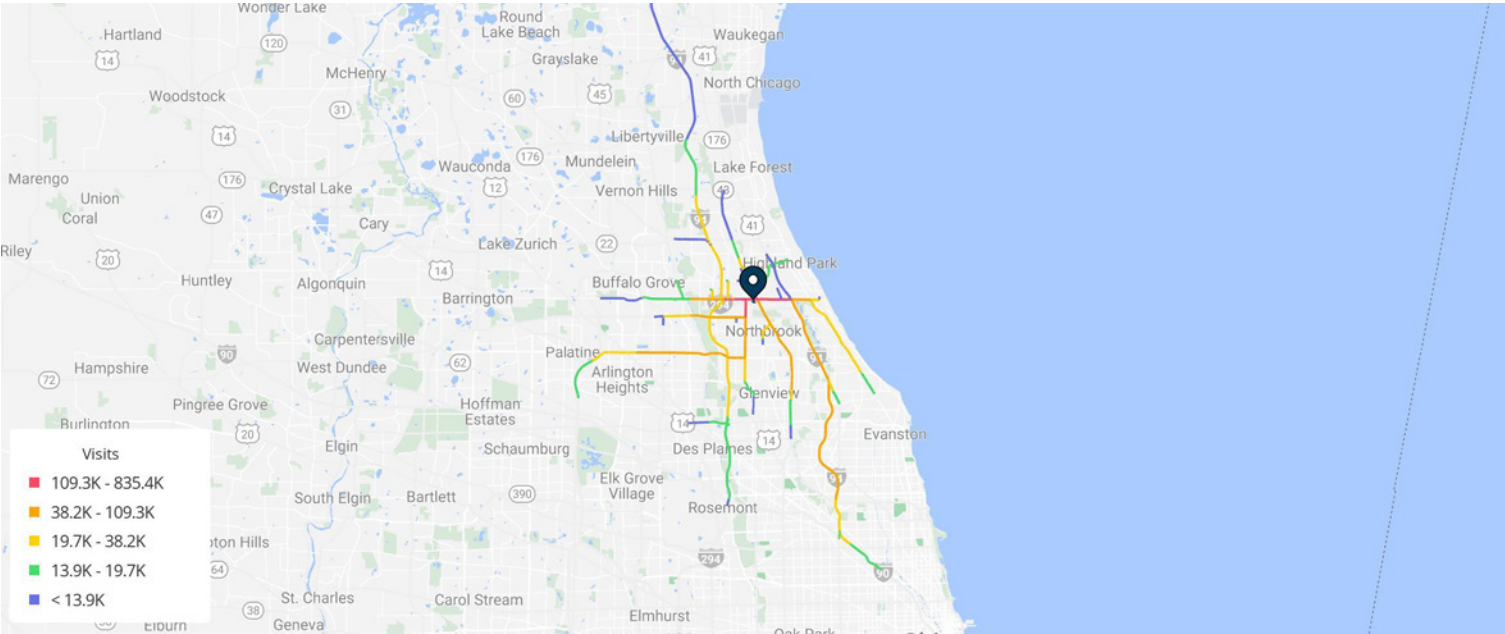
Deerbrook Park Plaza • Mobile Data Analysis

Deerfield, Illinois • January 1, 2022 - December 31, 2022

Trade Area - Home Locations



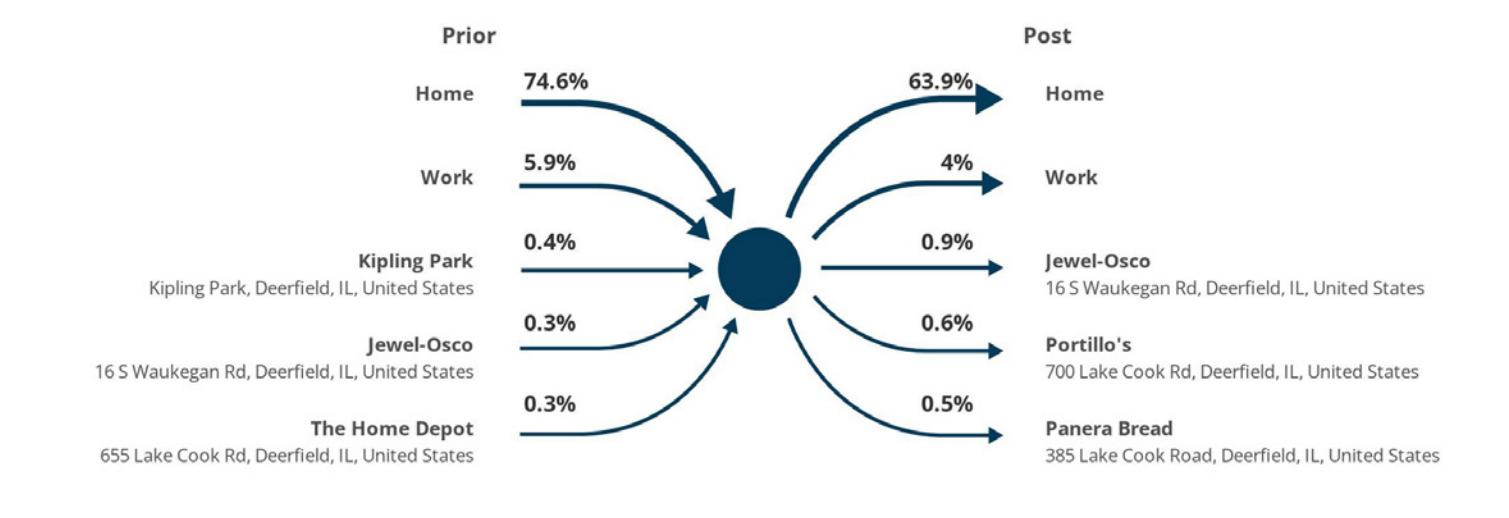
Visitor Journey - Routes



Deerbrook Park Plaza • Mobile Data Analysis

Deerfield, Illinois • January 1, 2022 - December 31, 2022

Customer Journey



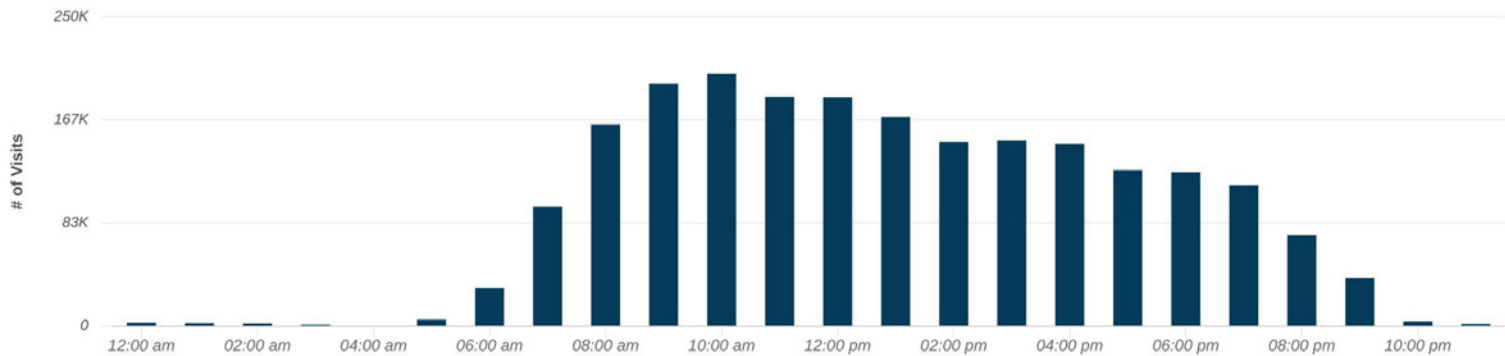
Favorite Places

Rank	Name	Distance	Visitors
1	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	12.4 mi	206.9K (64.3%)
2	Deerfield Illinois Secretary of State Facility / 405 Lake Cook Rd, Deerfield, IL 60015	0 mi	185.6K (57.6%)
3	Westfield Old Orchard / 4905 Old Orchard Shopping Center, Skokie, IL 60077	7.7 mi	165.7K (51.5%)
4	Northbrook Court / 2171 Northbrook Court, Northbrook, IL 60062	1.1 mi	121.6K (37.8%)
5	Village Square of Northbrook / 141 Skokie Blvd, Northbrook, IL 60062	2.1 mi	113.8K (35.4%)
6	Deerbrook Shopping Center / 110 S Waukegan Rd, Deerfield, IL 60015	0.1 mi	106.6K (33.1%)
7	Shops of Willow Creek / 2211 Willow Rd, Glenview, IL 60025	3.6 mi	103.8K (32.3%)
8	Patriot Marketplace / 2850 Patriot Boulevard, Glenview, IL 60062	3.1 mi	102.8K (31.9%)
9	The Glen Town Center / 1951 Tower Dr, Glenview, IL 60026	4.3 mi	99.9K (31.1%)
10	Woodfield Mall / 5 Woodfield Mall, Schaumburg, IL 60173	12.3 mi	94.2K (29.3%)

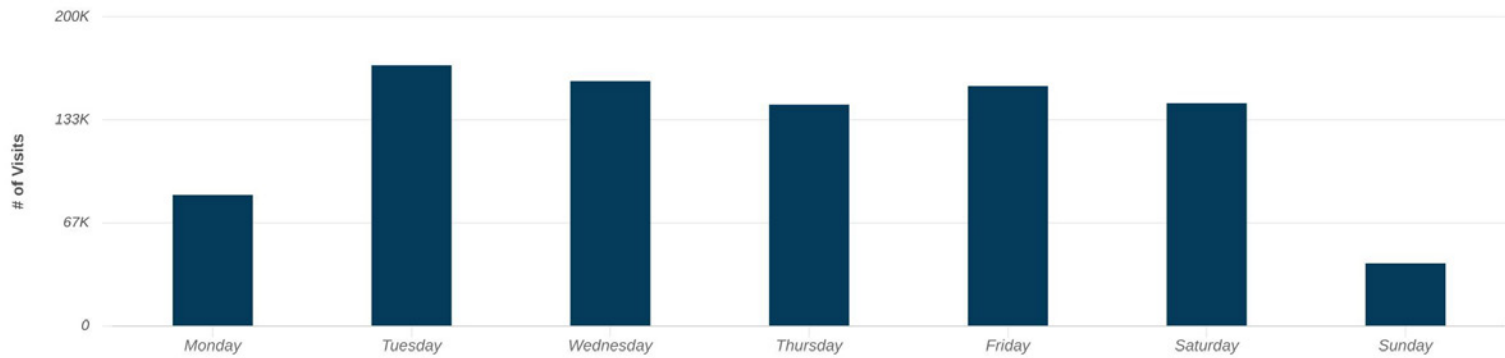
Deerbrook Park Plaza • Mobile Data Analysis

Deerfield, Illinois • January 1, 2022 - December 31, 2022

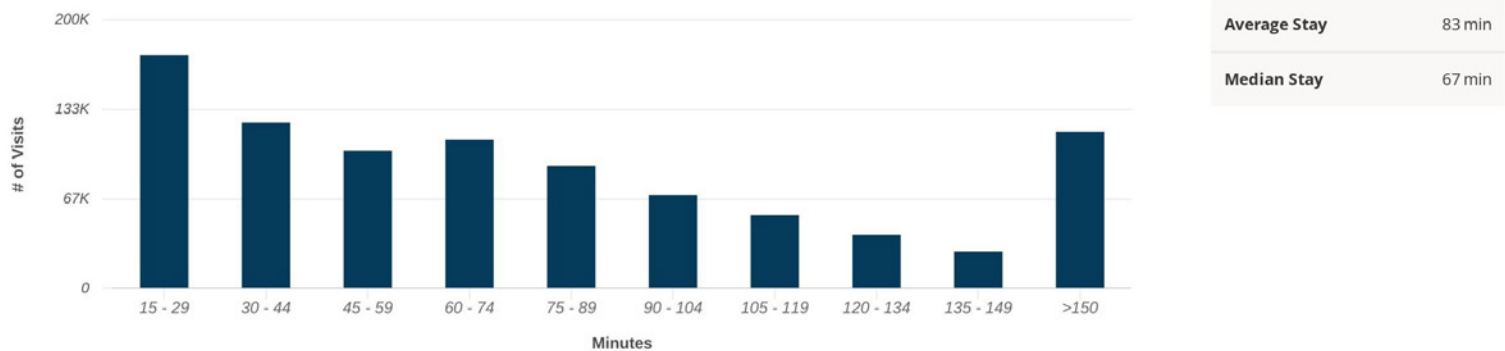
Hourly Visits



Daily Visits



Length of Stay



Deerbrook Park Plaza • Mobile Data Analysis

Deerfield, Illinois • January 1, 2022 - December 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Deerfield	IL	60015	23.34
Northbrook	IL	60062	7.71
Highland Park	IL	60035	7.04
Glenview	IL	60025	3.54
Wheeling	IL	60090	2.80
Buffalo Grove	IL	60089	2.33
Wilmette	IL	60091	1.71
Winnetka	IL	60093	1.64
Arlington Heights	IL	60004	1.52
Evanston	IL	60201	1.39
Vernon Hills	IL	60061	1.34
Rancho Mirage	CA	92270	1.32
Lake Forest	IL	60045	1.31
Skokie	IL	60077	1.28
Skokie	IL	60076	1.24
Glencoe	IL	60022	1.23
Glenview	IL	60026	1.21
Highwood	IL	60040	1.12
Prospect Heights	IL	60070	0.90
Glen Ellyn	IL	60137	0.90
Des Plaines	IL	60016	0.82
Evanston	IL	60202	0.81
Mundelein	IL	60060	0.81
Champaign	IL	61820	0.76
Round Lake	IL	60073	0.76
Morton Grove	IL	60053	0.73
Lincolnshire	IL	60069	0.72
Niles	IL	60714	0.70
Waukegan	IL	60085	0.68
Libertyville	IL	60048	0.66
Mount Prospect	IL	60056	0.60
Palatine	IL	60074	0.57
Des Plaines	IL	60018	0.56
Lake Zurich	IL	60047	0.55
Grayslake	IL	60030	0.54

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Park Ridge	IL	60068	0.53
Gurnee	IL	60031	0.51
Chicago	IL	60614	0.50
Chicago	IL	60660	0.48
Chicago	IL	60626	0.46
Chicago	IL	60659	0.45
Chicago	IL	60618	0.45
Chicago	IL	60646	0.41
Chicago	IL	60657	0.40
Arlington Heights	IL	60005	0.39
Chicago	IL	60622	0.39
Chicago	IL	60625	0.39
Chicago	IL	60645	0.37
Lake Villa	IL	60046	0.37
Streamwood	IL	60107	0.35
Chicago	IL	60630	0.35
Lincolnwood	IL	60712	0.30
Chicago	IL	60637	0.30
Lake Bluff	IL	60044	0.29
Chicago	IL	60631	0.29
Waukegan	IL	60087	0.27
Boulder	CO	80310	0.26
Madison	WI	53703	0.26
Hinsdale	IL	60521	0.26
Chicago	IL	60634	0.25
Zion	IL	60099	0.25
Chicago	IL	60639	0.23
New Orleans	LA	70118	0.23
Ann Arbor	MI	48104	0.22
Palatine	IL	60067	0.22
Chicago	IL	60613	0.21
Wauconda	IL	60084	0.21
North Chicago	IL	60064	0.20
Evanston	IL	60203	0.19
Chicago	IL	60641	0.19

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.

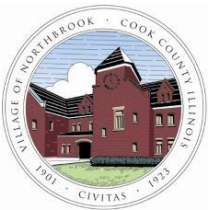
All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



The**Retail**Coach®

The Glen Town Center Mobile Data Survey

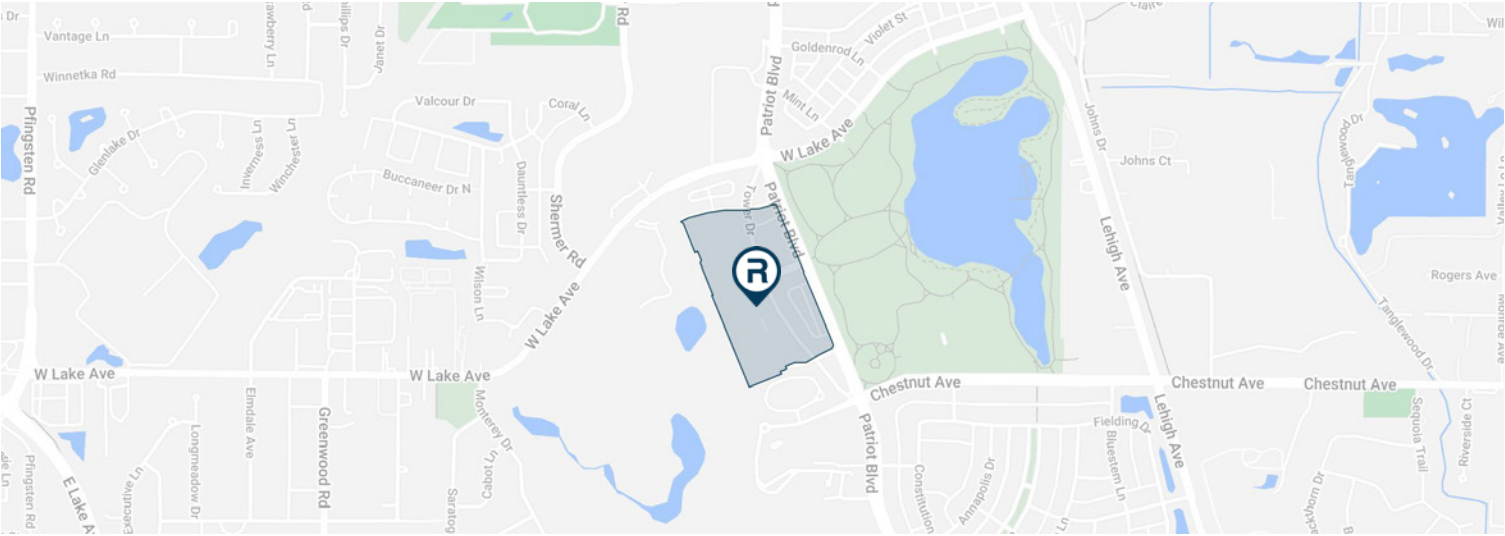
GLENVIEW, ILLINOIS



Prepared for Village of Northbrook
January 1, 2022 - December 31, 2022

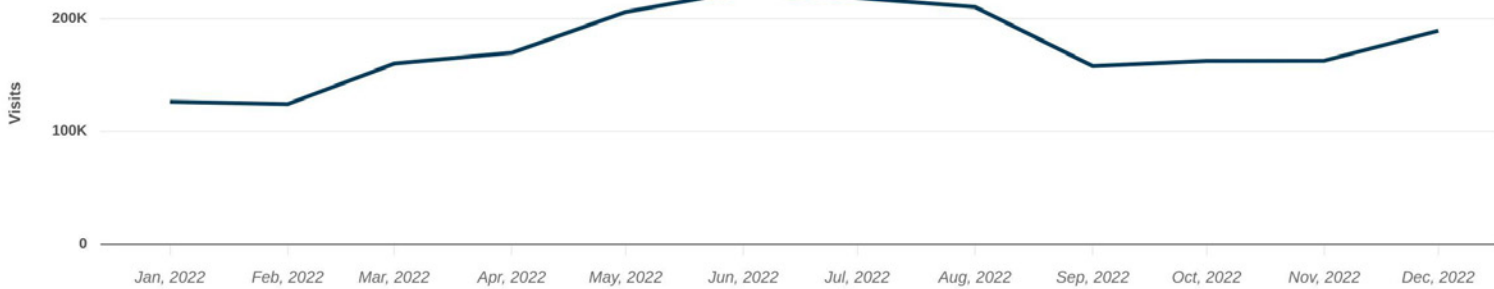
The Glen Town Center • Mobile Data Analysis

Glenview, Illinois • January 1, 2022 - December 31, 2022



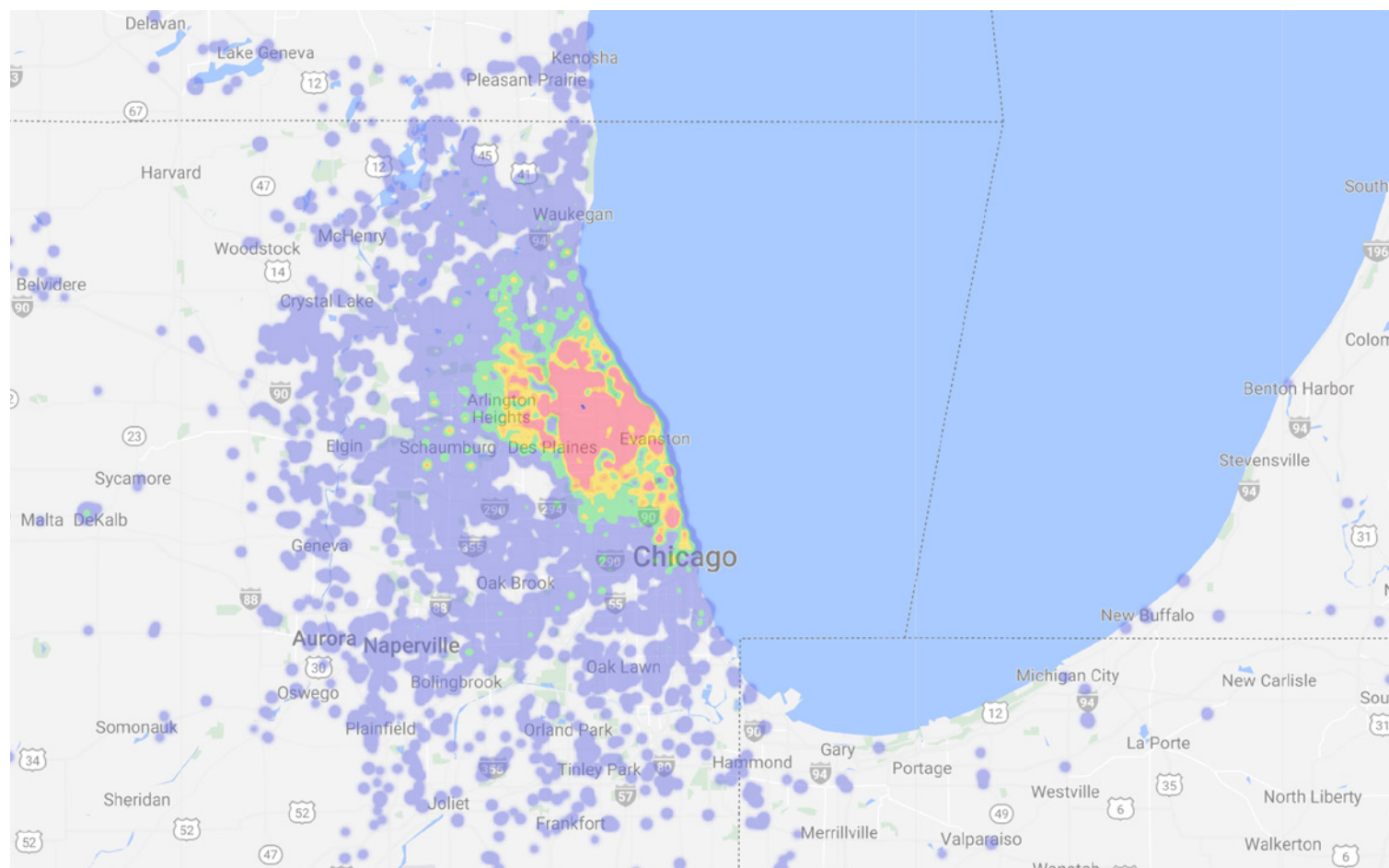
Est. # of Visits	2.1M
Est. # of Customers	604.9K
Visit Frequency	3.5
Average Dwell Time	68 Minutes

Visit Trend

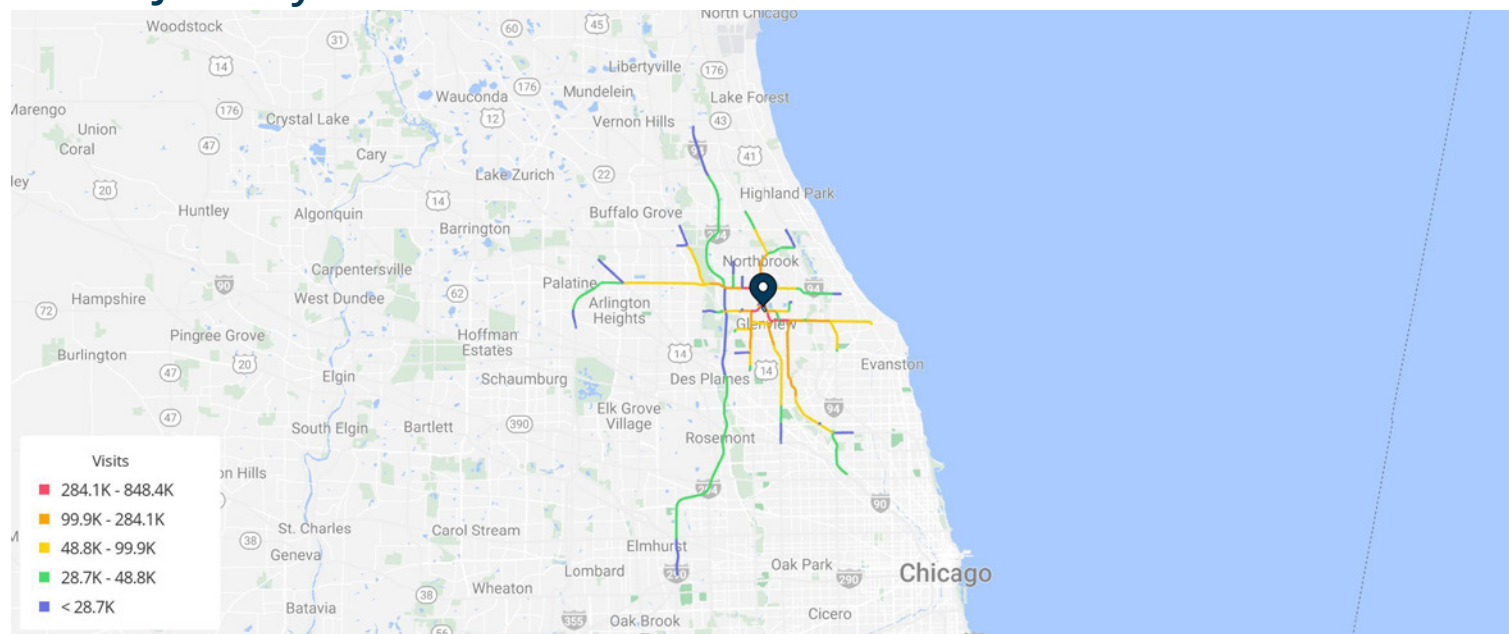


Glenview, Illinois • January 1, 2022 - December 31, 2022

Trade Area - Home Locations



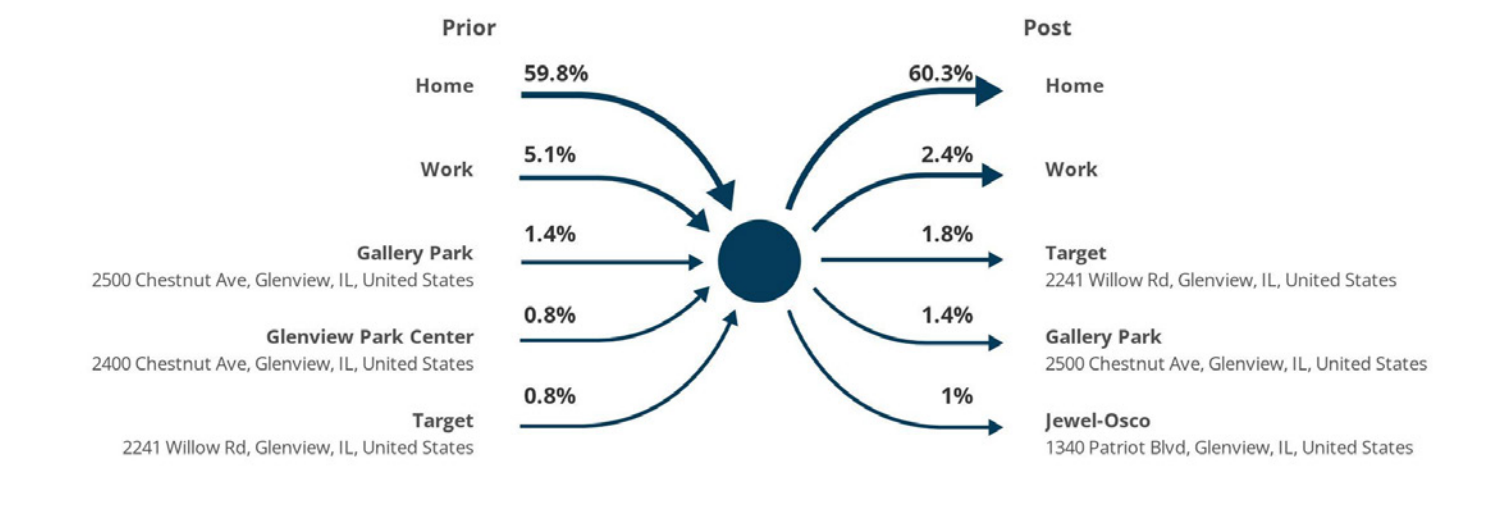
Visitor Journey - Routes



The Glen Town Center • Mobile Data Analysis

Glenview, Illinois • January 1, 2022 - December 31, 2022

Customer Journey



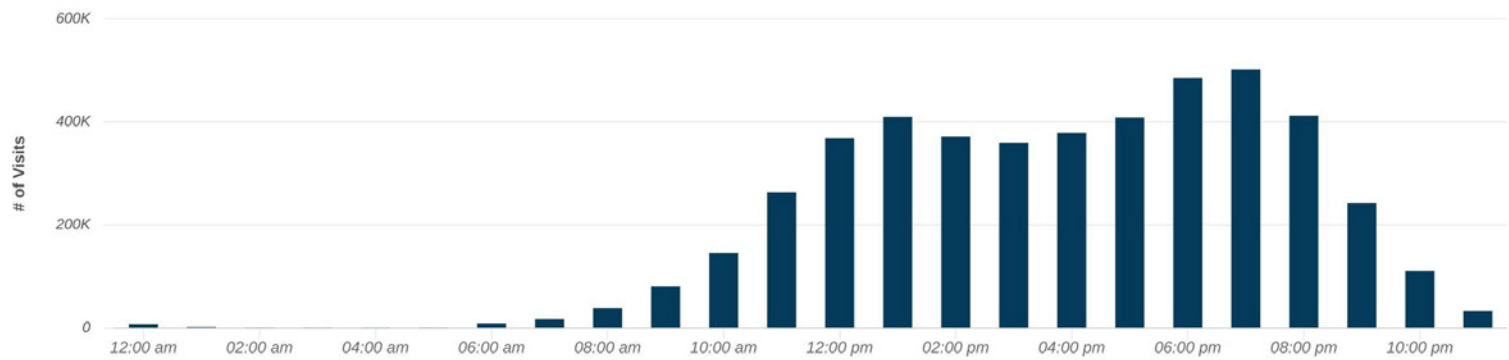
Favorite Places

Rank	Name	Distance	Visitors
1	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	8.7 mi	398.6K (65.9%)
2	Westfield Old Orchard / 4905 Old Orchard Shopping Center, Skokie, IL 60077	4.4 mi	341.9K (56.5%)
3	Shops of Willow Creek / 2211 Willow Rd, Glenview, IL 60025	1.1 mi	208.4K (34.5%)
4	Woodfield Mall / 5 Woodfield Mall, Schaumburg, IL 60173	11.1 mi	205.9K (34%)
5	Village Crossing / 5507 W Touhy Ave, Skokie, IL 60077	6.2 mi	178.9K (29.6%)
6	Northbrook Court / 2171 Northbrook Court, Northbrook, IL 60062	4.2 mi	167.2K (27.6%)
7	Patriot Marketplace / 2850 Patriot Boulevard, Glenview, IL 60062	1.2 mi	167.1K (27.6%)
8	Golf Mill Shopping Center / 239 Golf Mill Center, Niles, IL 60714	2.8 mi	148.8K (24.6%)
9	Target / 2241 Willow Rd, Glenview, IL 60025	1 mi	148.1K (24.5%)
10	Oakbrook Center / 100 Oakbrook Center, Oak Brook, IL 60523	17.8 mi	145.9K (24.1%)

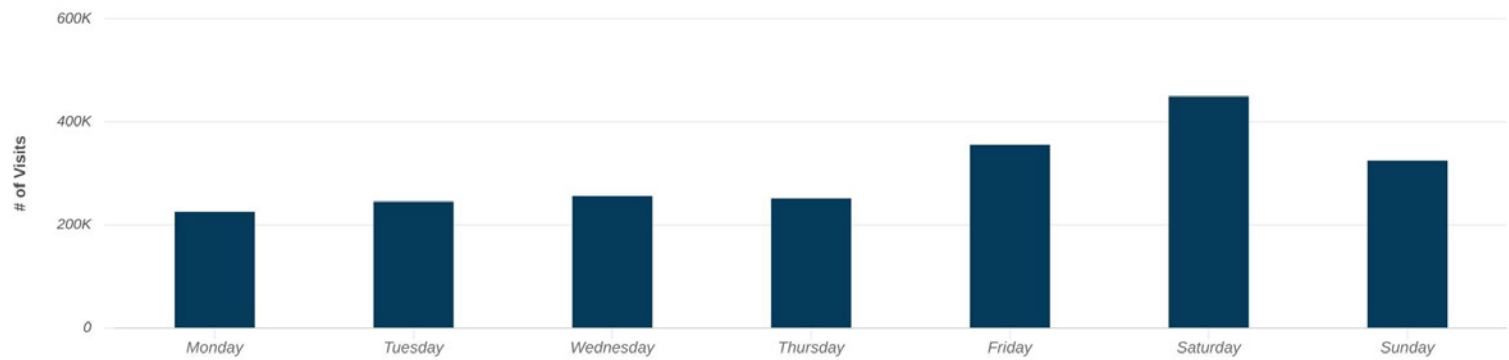
The Glen Town Center • Mobile Data Analysis

Glenview, Illinois • January 1, 2022 - December 31, 2022

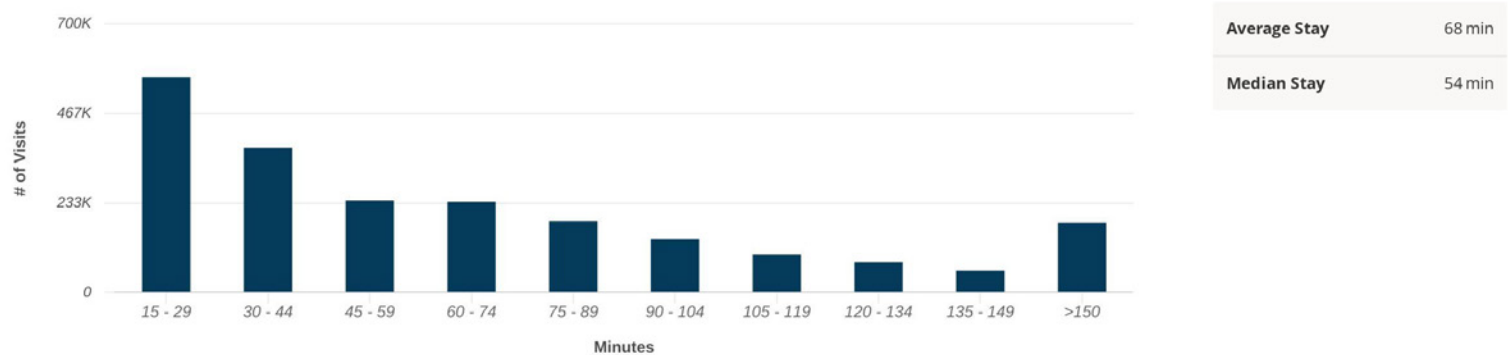
Hourly Visits



Daily Visits



Length of Stay



The Glen Town Center • Mobile Data Analysis

Glenview, Illinois • January 1, 2022 - December 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Glenview	IL	60025	18.64
Northbrook	IL	60062	10.38
Glenview	IL	60026	8.86
Des Plaines	IL	60016	2.85
Wilmette	IL	60091	2.64
Winnetka	IL	60093	2.58
Deerfield	IL	60015	2.25
Park Ridge	IL	60068	2.07
Niles	IL	60714	2.07
Morton Grove	IL	60053	1.94
Mount Prospect	IL	60056	1.94
Highland Park	IL	60035	1.41
Skokie	IL	60077	1.38
Wheeling	IL	60090	1.36
Arlington Heights	IL	60004	1.24
Buffalo Grove	IL	60089	1.11
Skokie	IL	60076	1.07
Evanston	IL	60202	0.96
Chicago	IL	60631	0.95
Evanston	IL	60201	0.89
Chicago	IL	60646	0.82
Glencoe	IL	60022	0.72
Champaign	IL	61820	0.67
Lake Zurich	IL	60047	0.60
Chicago	IL	60625	0.58
Prospect Heights	IL	60070	0.55
Chicago	IL	60614	0.54
Lake Forest	IL	60045	0.53
Chicago	IL	60656	0.51
Chicago	IL	60618	0.49
Arlington Heights	IL	60005	0.48
Chicago	IL	60630	0.48
Vernon Hills	IL	60061	0.47
Chicago	IL	60657	0.45
Kenilworth	IL	60043	0.42

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Chicago	IL	60634	0.42
Barrington	IL	60010	0.38
Libertyville	IL	60048	0.37
Palatine	IL	60074	0.37
Chicago	IL	60622	0.37
Mundelein	IL	60060	0.36
Des Plaines	IL	60018	0.35
Palatine	IL	60067	0.33
Chicago	IL	60640	0.33
Bloomington	IN	47408	0.31
Lincolnwood	IL	60712	0.31
Schaumburg	IL	60193	0.30
Chicago	IL	60613	0.30
Chicago	IL	60660	0.29
Chicago	IL	60659	0.29
Normal	IL	61761	0.27
Chicago	IL	60626	0.26
Harwood Heights	IL	60706	0.26
Chicago	IL	60641	0.26
Gurnee	IL	60031	0.25
Chicago	IL	60645	0.23
Golf	IL	60029	0.23
Evanston	IL	60203	0.23
East Lansing	MI	48825	0.21
Lincolnshire	IL	60069	0.21
Lake Bluff	IL	60044	0.20
Elk Grove Village	IL	60007	0.20
Round Lake	IL	60073	0.20
Grayslake	IL	60030	0.19
Elmwood Park	IL	60707	0.17
Rolling Meadows	IL	60008	0.16
Lake Villa	IL	60046	0.16
Urbana	IL	61801	0.16
Albany	NY	12222	0.16
Chicago	IL	60610	0.16

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.

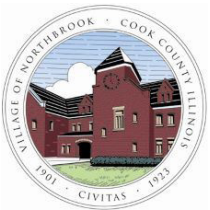
All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



The**Retail**Coach®

Westfield Old Orchard Mobile Data Survey

SKOKIE, ILLINOIS



Prepared for Village of Northbrook
January 1, 2022 - December 31, 2022

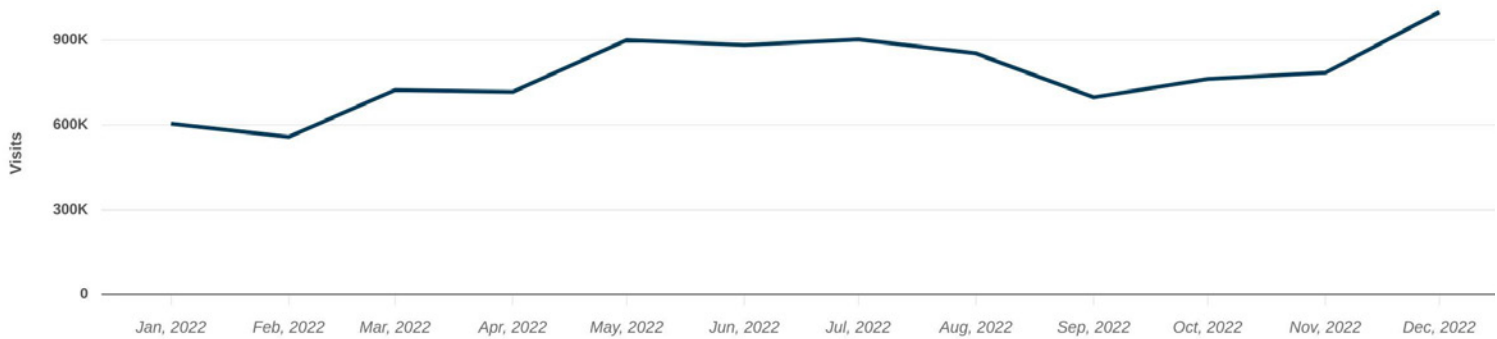
Westfield Old Orchard • Mobile Data Analysis

Skokie, Illinois • January 1, 2022 - December 31, 2022



Est. # of Visits	9.4M
Est. # of Customers	2.1M
Visit Frequency	4.56
Average Dwell Time	75 Minutes

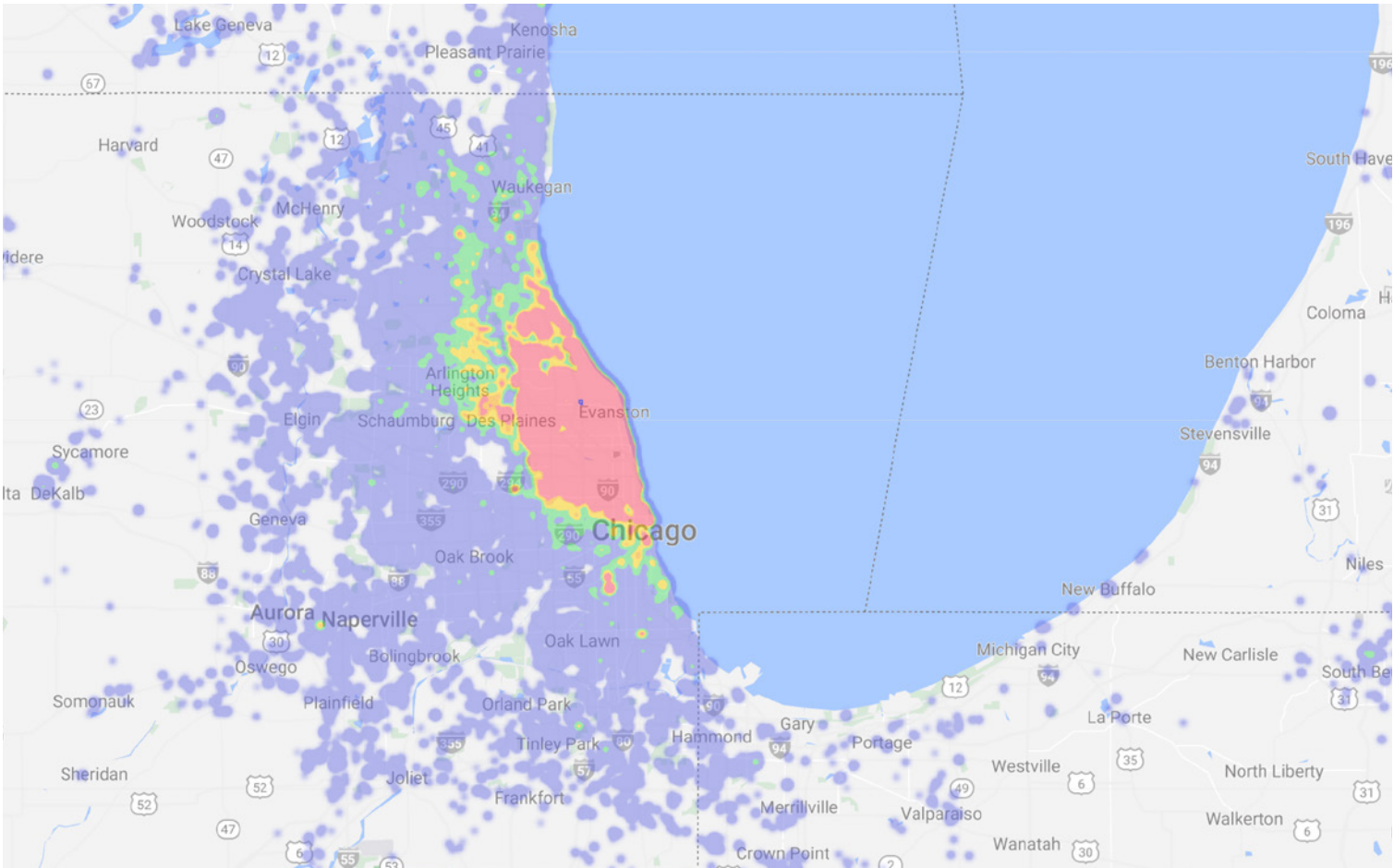
Visit Trend



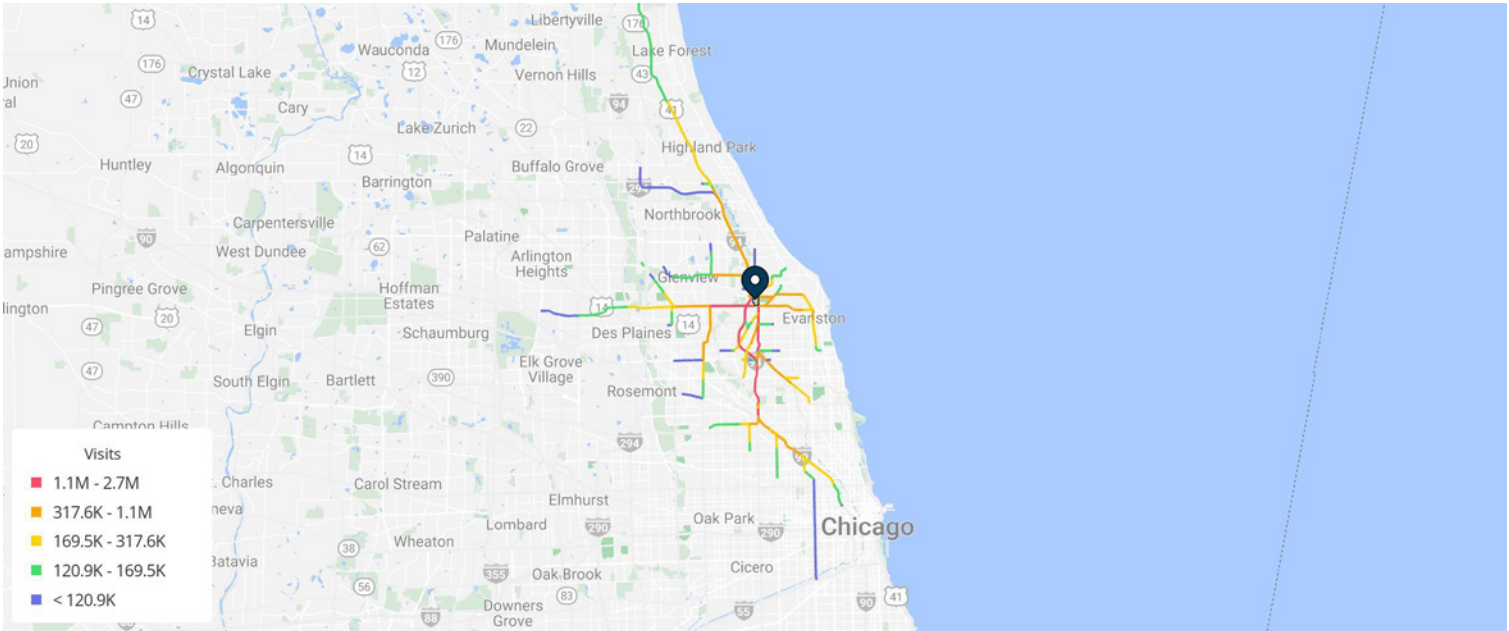
Westfield Old Orchard • Mobile Data Analysis

Skokie, Illinois • January 1, 2022 - December 31, 2022

Trade Area - Home Locations



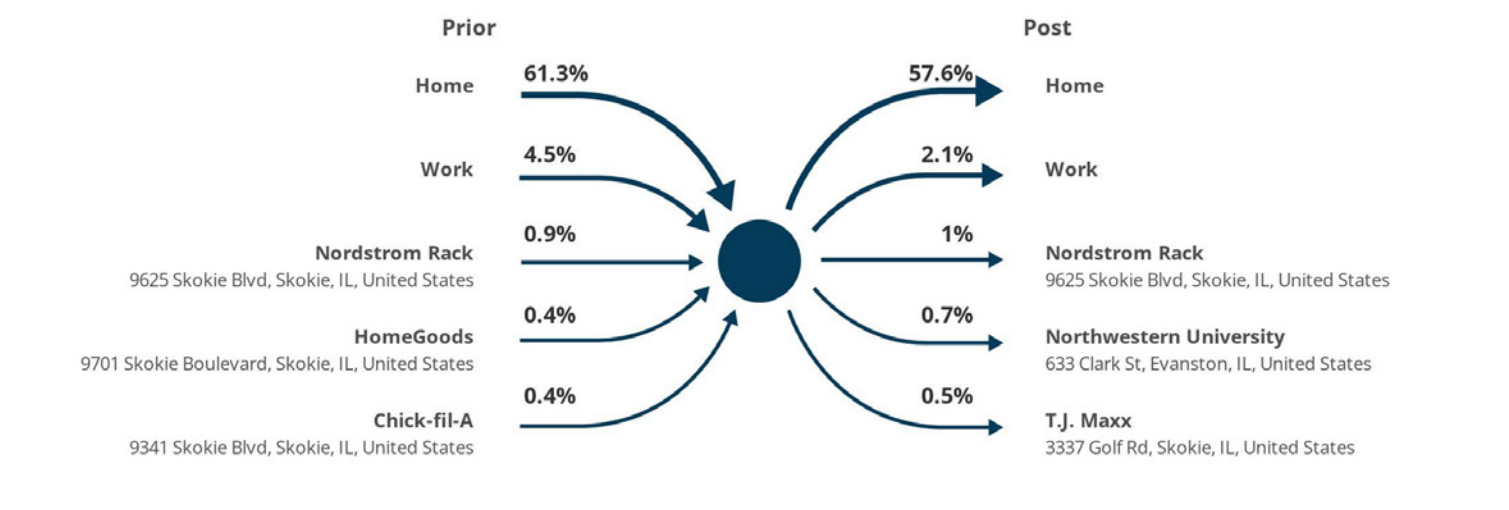
Visitor Journey - Routes



Westfield Old Orchard • Mobile Data Analysis

Skokie, Illinois • January 1, 2022 - December 31, 2022

Customer Journey



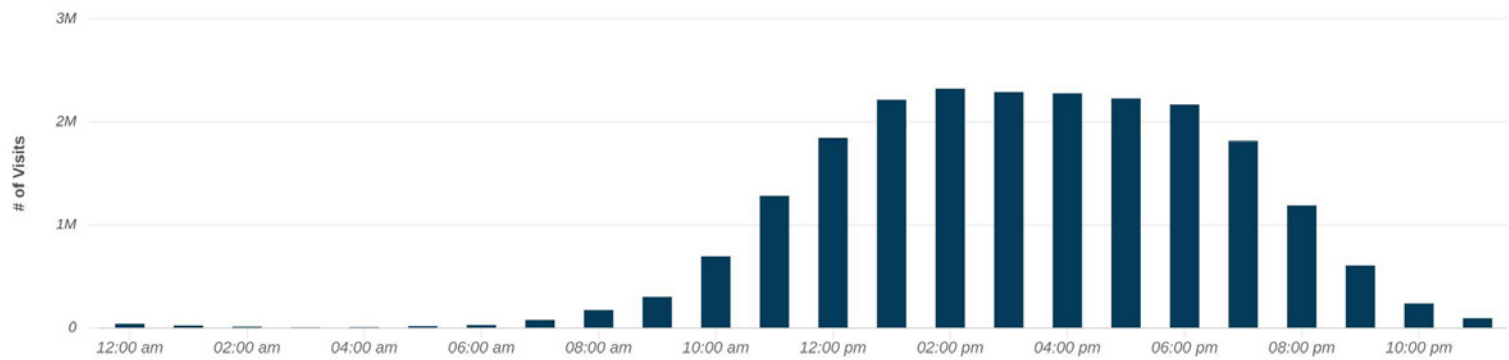
Favorite Places

Rank	Name	Distance	Visitors
1	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	9.8 mi	1.2M (60.7%)
2	Village Crossing / 5507 W Touhy Ave, Skokie, IL 60077	3.4 mi	711K (34.6%)
3	Woodfield Mall / 5 Woodfield Mall, Schaumburg, IL 60173	14.7 mi	652.3K (31.7%)
4	Macy's / 4909 Old Orchard Ctr, Skokie, IL 60077	0 mi	590.4K (28.7%)
5	Pointe Plaza / 5660 W Touhy Ave, Niles, IL 60714	3.3 mi	526.3K (25.6%)
6	Fashion Outlets of Chicago / 5220 Fashion Outlets Way, Des Plaines, IL 60018	8.3 mi	463.8K (22.5%)
7	Lincolnwood Town Center / 3333 W Touhy Ave, Lincolnwood, IL 60712	3.8 mi	458.7K (22.3%)
8	Harlem Irving Plaza / 4104 N Harlem Ave, Norridge, IL 60706	7.6 mi	419.4K (20.4%)
9	Golf Mill Shopping Center / 239 Golf Mill Center, Niles, IL 60714	4.6 mi	412.7K (20.1%)
10	Oakbrook Center / 100 Oakbrook Center, Oak Brook, IL 60523	17.8 mi	362.5K (17.6%)

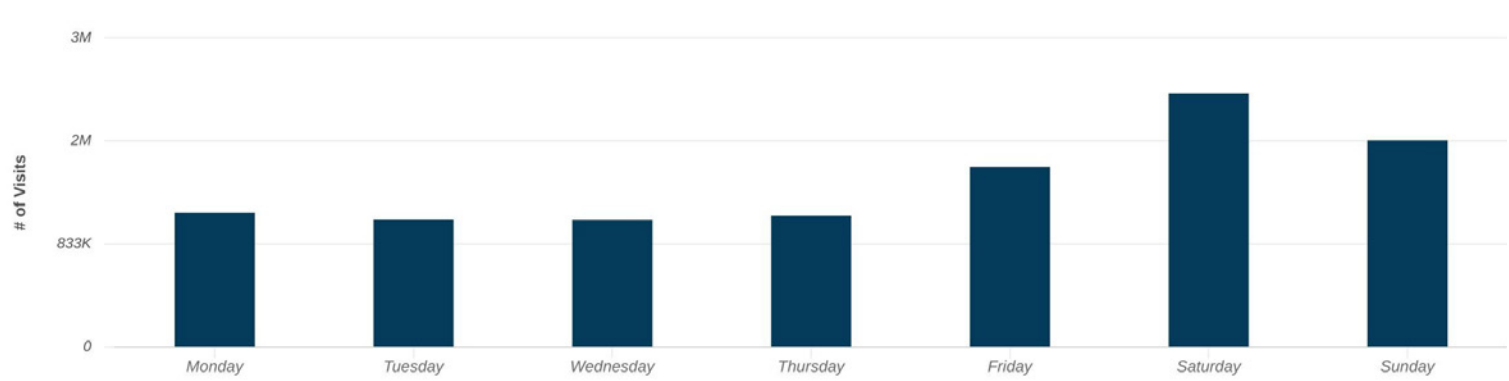
Westfield Old Orchard • Mobile Data Analysis

Skokie, Illinois • January 1, 2022 - December 31, 2022

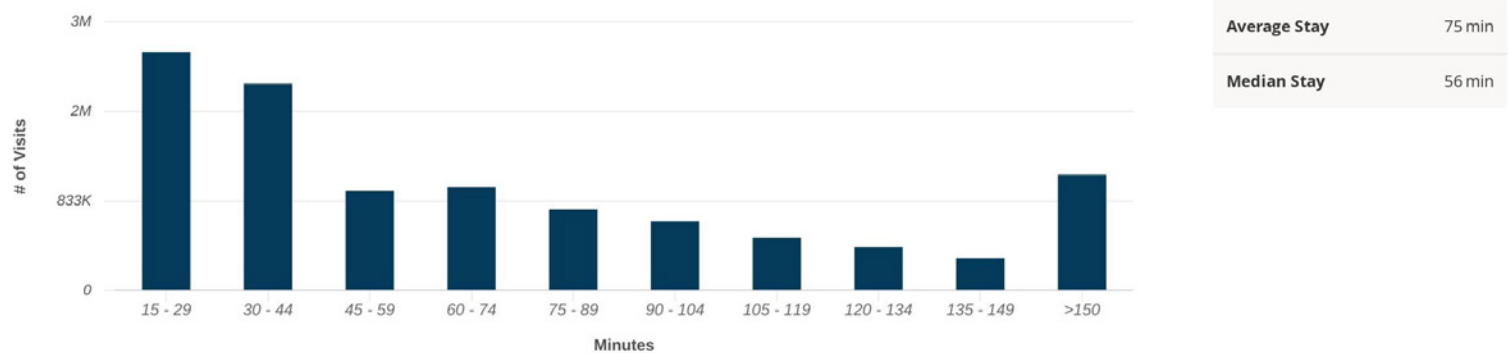
Hourly Visits



Daily Visits



Length of Stay



Westfield Old Orchard • Mobile Data Analysis

Skokie, Illinois • January 1, 2022 - December 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Skokie	IL	60076	4.45
Wilmette	IL	60091	4.44
Evanston	IL	60201	4.23
Skokie	IL	60077	4.17
Glenview	IL	60025	4.06
Chicago	IL	60625	3.22
Evanston	IL	60202	2.93
Morton Grove	IL	60053	2.83
Chicago	IL	60645	2.63
Chicago	IL	60630	2.57
Northbrook	IL	60062	2.46
Winnetka	IL	60093	2.45
Niles	IL	60714	2.18
Chicago	IL	60646	2.15
Chicago	IL	60618	2.14
Park Ridge	IL	60068	2.12
Chicago	IL	60659	2.09
Des Plaines	IL	60016	2.02
Highland Park	IL	60035	1.87
Lincolnwood	IL	60712	1.84
Chicago	IL	60626	1.65
Chicago	IL	60641	1.57
Deerfield	IL	60015	1.44
Chicago	IL	60631	1.33
Glenview	IL	60026	1.33
Chicago	IL	60640	1.24
Chicago	IL	60660	1.22
Chicago	IL	60634	1.22
Chicago	IL	60647	1.03
Chicago	IL	60657	1.01
Glencoe	IL	60022	0.96
Evanston	IL	60203	0.95
Chicago	IL	60639	0.90
Chicago	IL	60614	0.78
Chicago	IL	60613	0.76

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Lake Forest	IL	60045	0.73
Mount Prospect	IL	60056	0.66
Chicago	IL	60656	0.64
Chicago	IL	60622	0.56
Buffalo Grove	IL	60089	0.52
Champaign	IL	61820	0.48
Chicago	IL	60632	0.47
Harwood Heights	IL	60706	0.46
Kenilworth	IL	60043	0.43
Wheeling	IL	60090	0.43
Arlington Heights	IL	60004	0.43
Libertyville	IL	60048	0.42
Elmwood Park	IL	60707	0.39
Gurnee	IL	60031	0.35
Chicago	IL	60610	0.34
Des Plaines	IL	60018	0.34
Vernon Hills	IL	60061	0.30
Chicago	IL	60611	0.26
Waukegan	IL	60085	0.25
Lake Zurich	IL	60047	0.24
Chicago	IL	60651	0.23
Lake Bluff	IL	60044	0.22
Chicago	IL	60608	0.22
Arlington Heights	IL	60005	0.22
Chicago	IL	60616	0.20
Prospect Heights	IL	60070	0.19
Grayslake	IL	60030	0.18
Chicago	IL	60612	0.17
Barrington	IL	60010	0.17
Round Lake	IL	60073	0.16
Lincolnshire	IL	60069	0.16
Mundelein	IL	60060	0.16
Chicago	IL	60605	0.15
Chicago	IL	60607	0.15
Palatine	IL	60067	0.15

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.

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