



# Business Summary

Libertyville Village, IL 4  
Libertyville Village, IL (1743250)  
Geography: Place

Prepared by Esri

Data for all businesses in area		Libertyville ...			
Total Businesses:		1,506			
Total Employees:		19,294			
Total Residential Population:		20,554			
Employee/Residential Population Ratio (per 100 Residents)		94			
by SIC Codes	Businesses		Employees		
	Number	Percent	Number	Percent	
Agriculture & Mining	23	1.5%	255	1.3%	
Construction	88	5.8%	610	3.2%	
Manufacturing	61	4.1%	2,332	12.1%	
Transportation	15	1.0%	246	1.3%	
Communication	7	0.5%	352	1.8%	
Utility	1	0.1%	20	0.1%	
Wholesale Trade	45	3.0%	666	3.5%	
Retail Trade Summary	250	16.6%	3,322	17.2%	
Home Improvement	14	0.9%	104	0.5%	
General Merchandise Stores	2	0.1%	51	0.3%	
Food Stores	21	1.4%	551	2.9%	
Auto Dealers & Gas Stations	33	2.2%	988	5.1%	
Apparel & Accessory Stores	7	0.5%	28	0.1%	
Furniture & Home Furnishings	28	1.9%	229	1.2%	
Eating & Drinking Places	76	5.0%	968	5.0%	
Miscellaneous Retail	69	4.6%	403	2.1%	
Finance, Insurance, Real Estate Summary	142	9.4%	1,424	7.4%	
Banks, Savings & Lending Institutions	24	1.6%	275	1.4%	
Securities Brokers	32	2.1%	114	0.6%	
Insurance Carriers & Agents	32	2.1%	161	0.8%	
Real Estate, Holding, Other Investment Offices	54	3.6%	874	4.5%	
Services Summary	746	49.5%	9,003	46.7%	
Hotels & Lodging	5	0.3%	110	0.6%	
Automotive Services	44	2.9%	513	2.7%	
Movies & Amusements	35	2.3%	608	3.2%	
Health Services	223	14.8%	3,755	19.5%	
Legal Services	63	4.2%	282	1.5%	
Education Institutions & Libraries	30	2.0%	1,184	6.1%	
Other Services	346	23.0%	2,551	13.2%	
Government	35	2.3%	985	5.1%	
Unclassified Establishments	93	6.2%	79	0.4%	
Totals	1,506	100.0%	19,294	100.0%	

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

July 26, 2023



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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.1%	5	0.0%
Mining	1	0.1%	6	0.0%
Utilities	1	0.1%	20	0.1%
Construction	92	6.1%	631	3.3%
Manufacturing	63	4.2%	2,379	12.3%
Wholesale Trade	45	3.0%	672	3.5%
Retail Trade	164	10.9%	2,281	11.8%
Motor Vehicle & Parts Dealers	26	1.7%	945	4.9%
Furniture & Home Furnishings Stores	10	0.7%	73	0.4%
Electronics & Appliance Stores	14	0.9%	156	0.8%
Building Material & Garden Equipment & Supplies Dealers	14	0.9%	104	0.5%
Food & Beverage Stores	17	1.1%	519	2.7%
Health & Personal Care Stores	19	1.3%	154	0.8%
Gasoline Stations & Fuel Dealers	7	0.5%	43	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	10	0.7%	48	0.2%
Sporting Goods, Hobby, Book, & Music Stores	34	2.3%	153	0.8%
General Merchandise Stores	13	0.9%	86	0.4%
Transportation & Warehousing	12	0.8%	227	1.2%
Information	23	1.5%	595	3.1%
Finance & Insurance	88	5.8%	550	2.9%
Central Bank/Credit Intermediation & Related Activities	22	1.5%	266	1.4%
Securities & Commodity Contracts	34	2.3%	123	0.6%
Funds, Trusts & Other Financial Vehicles	32	2.1%	161	0.8%
Real Estate, Rental & Leasing	58	3.9%	851	4.4%
Professional, Scientific & Tech Services	190	12.6%	1,193	6.2%
Legal Services	67	4.4%	324	1.7%
Management of Companies & Enterprises	1	0.1%	3	0.0%
Administrative, Support & Waste Management Services	43	2.9%	462	2.4%
Educational Services	43	2.9%	1,185	6.1%
Health Care & Social Assistance	250	16.6%	4,046	21.0%
Arts, Entertainment & Recreation	32	2.1%	578	3.0%
Accommodation & Food Services	87	5.8%	1,136	5.9%
Accommodation	5	0.3%	110	0.6%
Food Services & Drinking Places	82	5.4%	1,026	5.3%
Other Services (except Public Administration)	184	12.2%	1,435	7.4%
Automotive Repair & Maintenance	38	2.5%	486	2.5%
Public Administration	35	2.3%	985	5.1%
Unclassified Establishments	92	6.1%	54	0.3%
<b>Total</b>	<b>1,506</b>	<b>100.0%</b>	<b>19,294</b>	<b>100.0%</b>

**Source:** Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

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# Demographic and Income Profile

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Summary	Census 2010	Census 2020	2023	2028
Population	20,141	20,579	20,554	20,285
Households	7,444	7,611	7,658	7,665
Families	5,434	-	5,471	5,454
Average Household Size	2.66	2.64	2.62	2.58
Owner Occupied Housing Units	5,965	-	6,303	6,372
Renter Occupied Housing Units	1,479	-	1,355	1,293
Median Age	42.8	-	45.3	45.9

Trends: 2023-2028 Annual Rate	Area	State	National
Population	-0.26%	-0.19%	0.30%
Households	0.02%	0.12%	0.49%
Families	-0.06%	0.05%	0.44%
Owner HHs	0.22%	0.37%	0.66%
Median Household Income	2.20%	2.10%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	283	3.7%	240	3.1%
\$15,000 - \$24,999	253	3.3%	185	2.4%
\$25,000 - \$34,999	286	3.7%	220	2.9%
\$35,000 - \$49,999	378	4.9%	298	3.9%
\$50,000 - \$74,999	595	7.8%	535	7.0%
\$75,000 - \$99,999	603	7.9%	556	7.3%
\$100,000 - \$149,999	1,249	16.3%	1,218	15.9%
\$150,000 - \$199,999	899	11.7%	980	12.8%
\$200,000+	3,112	40.6%	3,433	44.8%

Median Household Income	\$158,108	\$176,304
Average Household Income	\$209,603	\$232,704
Per Capita Income	\$78,134	\$87,971

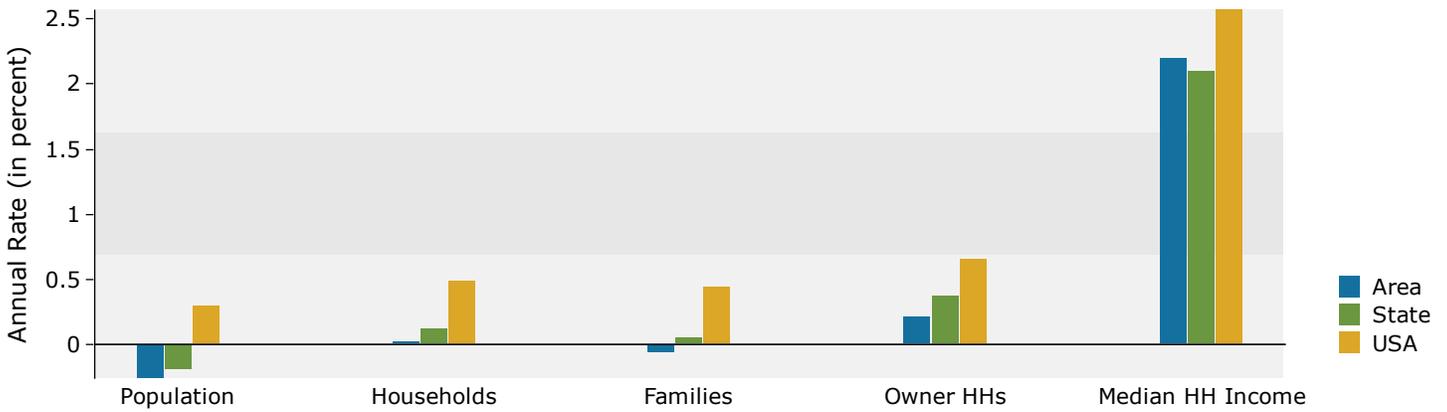
Population by Age	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,025	5.1%	913	4.4%	909	4.5%
5 - 9	1,465	7.3%	1,142	5.6%	1,091	5.4%
10 - 14	1,830	9.1%	1,433	7.0%	1,246	6.1%
15 - 19	1,528	7.6%	1,402	6.8%	1,152	5.7%
20 - 24	685	3.4%	1,053	5.1%	841	4.1%
25 - 34	1,485	7.4%	1,959	9.5%	2,255	11.1%
35 - 44	2,763	13.7%	2,289	11.1%	2,427	12.0%
45 - 54	3,775	18.7%	2,844	13.8%	2,413	11.9%
55 - 64	2,852	14.2%	3,384	16.5%	3,003	14.8%
65 - 74	1,456	7.2%	2,497	12.1%	2,770	13.7%
75 - 84	809	4.0%	1,179	5.7%	1,609	7.9%
85+	471	2.3%	459	2.2%	569	2.8%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	18,159	90.2%	17,313	84.1%	17,068	83.0%	16,409	80.9%
Black Alone	254	1.3%	273	1.3%	284	1.4%	300	1.5%
American Indian Alone	32	0.2%	30	0.1%	32	0.2%	32	0.2%
Asian Alone	1,135	5.6%	1,242	6.0%	1,292	6.3%	1,411	7.0%
Pacific Islander Alone	8	0.0%	6	0.0%	6	0.0%	8	0.0%
Some Other Race Alone	214	1.1%	351	1.7%	402	2.0%	473	2.3%
Two or More Races	340	1.7%	1,364	6.6%	1,470	7.2%	1,652	8.1%
Hispanic Origin (Any Race)	828	4.1%	1,186	5.8%	1,330	6.5%	1,468	7.2%

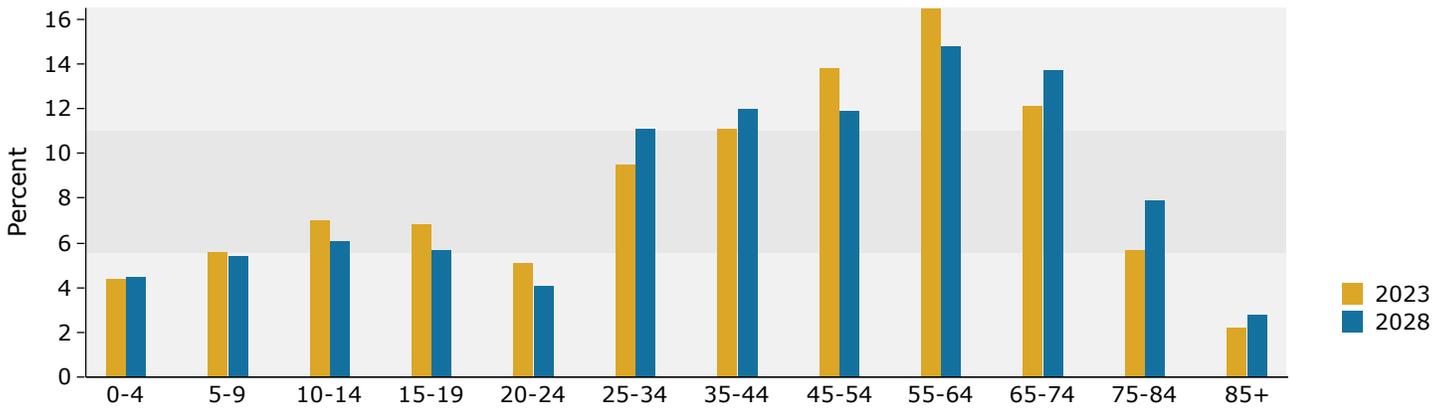
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

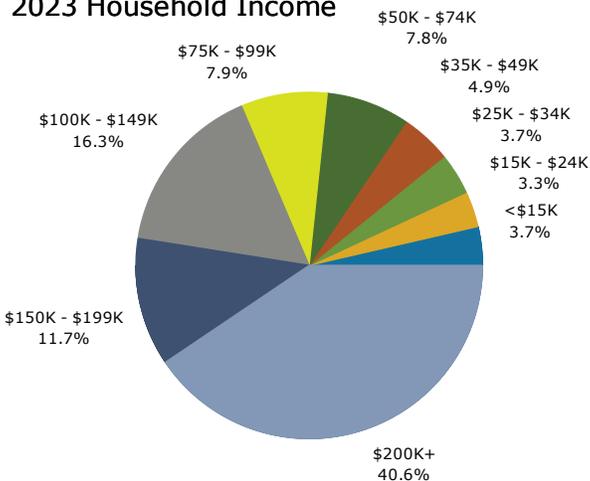
## Trends 2023-2028



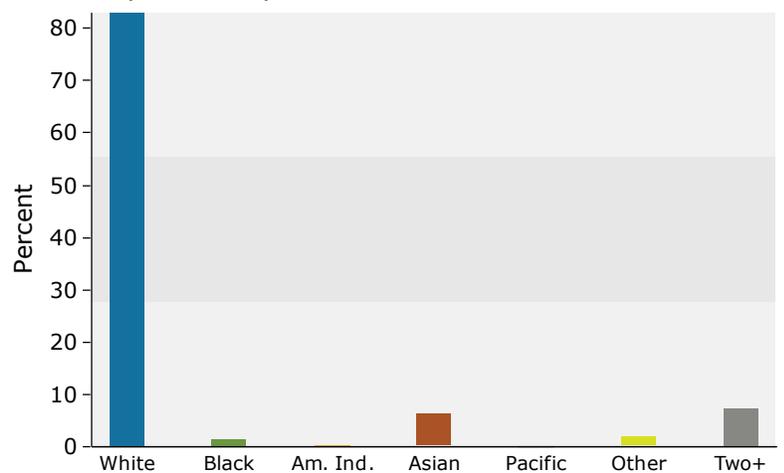
## Population by Age



## 2023 Household Income



## 2023 Population by Race



2023 Percent Hispanic Origin: 6.5%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



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Libertyville ...

Population Summary	
2010 Total Population	20,141
2020 Total Population	20,579
2020 Group Quarters	473
2023 Total Population	20,554
2023 Group Quarters	473
2028 Total Population	20,285
2023-2028 Annual Rate	-0.26%
2023 Total Daytime Population	29,016
Workers	19,144
Residents	9,872
Household Summary	
2010 Households	7,444
2010 Average Household Size	2.66
2020 Total Households	7,611
2020 Average Household Size	2.64
2023 Households	7,658
2023 Average Household Size	2.62
2028 Households	7,665
2028 Average Household Size	2.58
2023-2028 Annual Rate	0.02%
2010 Families	5,434
2010 Average Family Size	3.19
2023 Families	5,471
2023 Average Family Size	3.19
2028 Families	5,454
2028 Average Family Size	3.16
2023-2028 Annual Rate	-0.06%
Housing Unit Summary	
2000 Housing Units	7,378
Owner Occupied Housing Units	81.6%
Renter Occupied Housing Units	16.3%
Vacant Housing Units	2.1%
2010 Housing Units	7,913
Owner Occupied Housing Units	75.4%
Renter Occupied Housing Units	18.7%
Vacant Housing Units	5.9%
2020 Housing Units	8,103
Vacant Housing Units	6.1%
2023 Housing Units	8,170
Owner Occupied Housing Units	77.1%
Renter Occupied Housing Units	16.6%
Vacant Housing Units	6.3%
2028 Housing Units	8,207
Owner Occupied Housing Units	77.6%
Renter Occupied Housing Units	15.8%
Vacant Housing Units	6.6%
Median Household Income	
2023	\$158,108
2028	\$176,304
Median Home Value	
2023	\$455,450
2028	\$468,029
Per Capita Income	
2023	\$78,134
2028	\$87,971
Median Age	
2010	42.8
2023	45.3
2028	45.9

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	Libertyville ...
<b>2023 Households by Income</b>	
Household Income Base	7,658
<\$15,000	3.7%
\$15,000 - \$24,999	3.3%
\$25,000 - \$34,999	3.7%
\$35,000 - \$49,999	4.9%
\$50,000 - \$74,999	7.8%
\$75,000 - \$99,999	7.9%
\$100,000 - \$149,999	16.3%
\$150,000 - \$199,999	11.7%
\$200,000+	40.6%
Average Household Income	\$209,603
<b>2028 Households by Income</b>	
Household Income Base	7,665
<\$15,000	3.1%
\$15,000 - \$24,999	2.4%
\$25,000 - \$34,999	2.9%
\$35,000 - \$49,999	3.9%
\$50,000 - \$74,999	7.0%
\$75,000 - \$99,999	7.3%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	12.8%
\$200,000+	44.8%
Average Household Income	\$232,704
<b>2023 Owner Occupied Housing Units by Value</b>	
Total	6,303
<\$50,000	0.5%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	1.5%
\$200,000 - \$249,999	2.4%
\$250,000 - \$299,999	5.5%
\$300,000 - \$399,999	27.1%
\$400,000 - \$499,999	22.6%
\$500,000 - \$749,999	26.3%
\$750,000 - \$999,999	9.6%
\$1,000,000 - \$1,499,999	2.5%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	1.2%
Average Home Value	\$533,532
<b>2028 Owner Occupied Housing Units by Value</b>	
Total	6,372
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.4%
\$200,000 - \$249,999	1.3%
\$250,000 - \$299,999	4.4%
\$300,000 - \$399,999	27.3%
\$400,000 - \$499,999	24.2%
\$500,000 - \$749,999	28.0%
\$750,000 - \$999,999	9.9%
\$1,000,000 - \$1,499,999	2.4%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	1.6%
Average Home Value	\$554,932

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	Libertyville ...
<b>2010 Population by Age</b>	
Total	20,144
0 - 4	5.1%
5 - 9	7.3%
10 - 14	9.1%
15 - 24	11.0%
25 - 34	7.4%
35 - 44	13.7%
45 - 54	18.7%
55 - 64	14.2%
65 - 74	7.2%
75 - 84	4.0%
85 +	2.3%
18 +	73.0%
<b>2023 Population by Age</b>	
Total	20,554
0 - 4	4.4%
5 - 9	5.6%
10 - 14	7.0%
15 - 24	11.9%
25 - 34	9.5%
35 - 44	11.1%
45 - 54	13.8%
55 - 64	16.5%
65 - 74	12.1%
75 - 84	5.7%
85 +	2.2%
18 +	78.2%
<b>2028 Population by Age</b>	
Total	20,285
0 - 4	4.5%
5 - 9	5.4%
10 - 14	6.1%
15 - 24	9.8%
25 - 34	11.1%
35 - 44	12.0%
45 - 54	11.9%
55 - 64	14.8%
65 - 74	13.7%
75 - 84	7.9%
85 +	2.8%
18 +	79.9%
<b>2010 Population by Sex</b>	
Males	9,752
Females	10,389
<b>2023 Population by Sex</b>	
Males	10,127
Females	10,427
<b>2028 Population by Sex</b>	
Males	9,954
Females	10,331

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Libertyville ...

## 2010 Population by Race/Ethnicity

Total	20,142
White Alone	90.2%
Black Alone	1.3%
American Indian Alone	0.2%
Asian Alone	5.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	1.7%
Hispanic Origin	4.1%
Diversity Index	24.8

## 2020 Population by Race/Ethnicity

Total	20,579
White Alone	84.1%
Black Alone	1.3%
American Indian Alone	0.1%
Asian Alone	6.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	6.6%
Hispanic Origin	5.8%
Diversity Index	36.2

## 2023 Population by Race/Ethnicity

Total	20,554
White Alone	83.0%
Black Alone	1.4%
American Indian Alone	0.2%
Asian Alone	6.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.0%
Two or More Races	7.2%
Hispanic Origin	6.5%
Diversity Index	38.5

## 2028 Population by Race/Ethnicity

Total	20,285
White Alone	80.9%
Black Alone	1.5%
American Indian Alone	0.2%
Asian Alone	7.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.3%
Two or More Races	8.1%
Hispanic Origin	7.2%
Diversity Index	42.3

## 2010 Population by Relationship and Household Type

Total	20,142
In Households	98.3%
In Family Households	86.7%
Householder	27.2%
Spouse	23.6%
Child	33.7%
Other relative	1.5%
Nonrelative	0.7%
In Nonfamily Households	11.7%
In Group Quarters	1.7%
Institutionalized Population	1.4%
Noninstitutionalized Population	0.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Libertyville ...

<b>2023 Population 25+ by Educational Attainment</b>	
Total	14,611
Less than 9th Grade	0.6%
9th - 12th Grade, No Diploma	1.5%
High School Graduate	6.6%
GED/Alternative Credential	1.1%
Some College, No Degree	10.5%
Associate Degree	4.6%
Bachelor's Degree	40.8%
Graduate/Professional Degree	34.3%
<b>2023 Population 15+ by Marital Status</b>	
Total	17,066
Never Married	25.8%
Married	62.6%
Widowed	5.6%
Divorced	6.0%
<b>2023 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	11,116
Population 16+ Employed	97.3%
Population 16+ Unemployment rate	2.7%
Population 16-24 Employed	11.7%
Population 16-24 Unemployment rate	8.7%
Population 25-54 Employed	55.0%
Population 25-54 Unemployment rate	1.7%
Population 55-64 Employed	23.2%
Population 55-64 Unemployment rate	2.6%
Population 65+ Employed	10.0%
Population 65+ Unemployment rate	0.6%
<b>2023 Employed Population 16+ by Industry</b>	
Total	10,816
Agriculture/Mining	0.4%
Construction	2.8%
Manufacturing	21.7%
Wholesale Trade	4.4%
Retail Trade	7.7%
Transportation/Utilities	3.0%
Information	1.8%
Finance/Insurance/Real Estate	9.4%
Services	45.8%
Public Administration	3.0%
<b>2023 Employed Population 16+ by Occupation</b>	
Total	10,816
White Collar	85.8%
Management/Business/Financial	35.4%
Professional	34.3%
Sales	9.0%
Administrative Support	7.1%
Services	7.5%
Blue Collar	6.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	0.8%
Installation/Maintenance/Repair	1.2%
Production	1.4%
Transportation/Material Moving	3.2%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	<b>Libertyville ...</b>
<b>2010 Households by Type</b>	
Total	7,445
Households with 1 Person	23.3%
Households with 2+ People	76.7%
Family Households	73.0%
Husband-wife Families	63.2%
With Related Children	31.8%
Other Family (No Spouse Present)	9.8%
Other Family with Male Householder	2.6%
With Related Children	1.2%
Other Family with Female Householder	7.3%
With Related Children	4.5%
Nonfamily Households	3.7%
All Households with Children	37.6%
Multigenerational Households	1.6%
Unmarried Partner Households	2.9%
Male-female	2.5%
Same-sex	0.4%
<b>2010 Households by Size</b>	
Total	7,446
1 Person Household	23.3%
2 Person Household	32.0%
3 Person Household	16.7%
4 Person Household	17.0%
5 Person Household	8.0%
6 Person Household	2.4%
7 + Person Household	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	7,444
Owner Occupied	80.1%
Owned with a Mortgage/Loan	61.2%
Owned Free and Clear	18.9%
Renter Occupied	19.9%
<b>2023 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	120
Percent of Income for Mortgage	17.3%
Wealth Index	278
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	7,913
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	20,141
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

Libertyville Village, IL 4  
 Libertyville Village, IL (1743250)  
 Geography: Place

Prepared by Esri

## Libertyville ...

Top 3 Tapestry Segments	
1.	Savvy Suburbanites (1D)
2.	Golden Years (9B)
3.	Professional Pride (1B)
2023 Consumer Spending	
Apparel & Services: Total \$	\$31,563,232
Average Spent	\$4,121.60
Spending Potential Index	187
Education: Total \$	\$31,332,476
Average Spent	\$4,091.47
Spending Potential Index	228
Entertainment/Recreation: Total \$	\$55,084,303
Average Spent	\$7,193.04
Spending Potential Index	190
Food at Home: Total \$	\$95,898,296
Average Spent	\$12,522.63
Spending Potential Index	184
Food Away from Home: Total \$	\$52,762,664
Average Spent	\$6,889.88
Spending Potential Index	185
Health Care: Total \$	\$104,215,495
Average Spent	\$13,608.71
Spending Potential Index	185
HH Furnishings & Equipment: Total \$	\$43,584,071
Average Spent	\$5,691.31
Spending Potential Index	193
Personal Care Products & Services: Total \$	\$14,026,198
Average Spent	\$1,831.57
Spending Potential Index	192
Shelter: Total \$	\$365,439,738
Average Spent	\$47,720.00
Spending Potential Index	193
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$48,556,163
Average Spent	\$6,340.58
Spending Potential Index	203
Travel: Total \$	\$34,480,764
Average Spent	\$4,502.58
Spending Potential Index	200
Vehicle Maintenance & Repairs: Total \$	\$17,855,259
Average Spent	\$2,331.58
Spending Potential Index	178

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Retail Market Potential

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Demographic Summary		2023	2028
Population		20,554	20,285
Population 18+		16,063	16,211
Households		7,658	7,665
Median Household Income		\$158,108	\$176,304

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	9,992	62.2%	101
Bought Women`s Clothing/12 Mo	8,339	51.9%	100
Bought Shoes/12 Mo	12,117	75.4%	101
Bought Fine Jewelry/12 Mo	3,106	19.3%	94
Bought Watch/12 Mo	2,075	12.9%	93
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	7,331	95.7%	105
HH Bought or Leased New Vehicle/12 Mo	996	13.0%	129
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	15,101	94.0%	104
Bought or Changed Motor Oil/12 Mo	7,505	46.7%	91
Had Vehicle Tune-Up/12 Mo	4,268	26.6%	107
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	4,413	27.5%	74
Drank Beer or Ale/6 Mo	6,880	42.8%	108
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	2,241	14.0%	127
Own Digital SLR Camera or Camcorder	2,362	14.7%	136
Printed Digital Photos/12 Mo	5,017	31.2%	116
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	5,228	32.5%	93
Have a Smartphone	15,287	95.2%	102
Have Android Phone (Any Brand) Smartphone	4,677	29.1%	75
Have Apple iPhone Smartphone	10,849	67.5%	120
HH Owns 1 Cell Phone	1,991	26.0%	85
HH Owns 2 Cell Phones	3,214	42.0%	107
HH Owns 3+ Cell Phones	2,361	30.8%	107
HH Has Cell Phone Only (No Landline Telephone)	4,739	61.9%	90
<b>Computers (Households)</b>			
HH Owns Computer	7,077	92.4%	108
HH Owns Desktop Computer	3,475	45.4%	113
HH Owns Laptop or Notebook	5,828	76.1%	108
HH Owns Apple/Mac Brand Computer	2,485	32.4%	134
HH Owns PC/Non-Apple Brand Computer	5,561	72.6%	102
HH Purchased Most Recent Home Computer at Store	3,235	42.2%	108
HH Purchased Most Recent Home Computer Online	2,398	31.3%	114
HH Spent \$1-499 on Most Recent Home Computer	1,024	13.4%	84
HH Spent \$500-999 on Most Recent Home Computer	1,715	22.4%	110
HH Spent \$1K-1499 on Most Recent Home Computer	1,224	16.0%	132
HH Spent \$1500-1999 on Most Recent Home Computer	454	5.9%	129
HH Spent \$2K+ on Most Recent Home Computer	604	7.9%	146

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	9,507	59.2%	93
Bought Brewed Coffee at C-Store/30 Days	1,856	11.6%	96
Bought Cigarettes at C-Store/30 Days	586	3.6%	60
Bought Gas at C-Store/30 Days	5,307	33.0%	84
Spent \$1-19 at C-Store/30 Days	1,279	8.0%	108
Spent \$20-39 at C-Store/30 Days	1,605	10.0%	101
Spent \$40-50 at C-Store/30 Days	1,148	7.1%	92
Spent \$51-99 at C-Store/30 Days	796	5.0%	81
Spent \$100+ at C-Store/30 Days	2,518	15.7%	75
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	5,922	36.9%	100
Went to Live Theater/12 Mo	1,495	9.3%	136
Went to Bar or Night Club/12 Mo	2,746	17.1%	105
Dined Out/12 Mo	9,291	57.8%	111
Gambled at Casino/12 Mo	1,739	10.8%	101
Visited Theme Park/12 Mo	1,751	10.9%	94
Viewed Movie (Video-on-Demand)/30 Days	2,659	16.6%	149
Viewed TV Show (Video-on-Demand)/30 Days	1,687	10.5%	139
Used Internet to Download Movie/30 Days	1,072	6.7%	111
Downloaded Individual Song/6 Mo	3,294	20.5%	102
Used Internet to Watch Movie/30 Days	5,393	33.6%	98
Used Internet to Watch TV Program/30 Days	3,903	24.3%	110
Played (Console) Video or Electronic Game/12 Mo	1,689	10.5%	82
Played (Portable) Video or Electronic Game/12 Mo	956	6.0%	90
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	7,214	44.9%	118
Used ATM or Cash Machine/12 Mo	10,449	65.1%	103
Own Any Stock	3,531	22.0%	147
Own U.S. Savings Bonds	1,575	9.8%	138
Own Shares in Mutual Fund (Stocks)	3,420	21.3%	155
Own Shares in Mutual Fund (Bonds)	2,206	13.7%	160
Have Interest Checking Account	7,976	49.7%	126
Have Non-Interest Checking Account	5,935	36.9%	97
Have Savings Account	12,984	80.8%	109
Have 401(k) Retirement Savings Plan	4,666	29.0%	119
Own or Used Any Credit/Debit Card/12 Mo	15,399	95.9%	103
Avg \$1-110 Monthly Credit Card Expenditures	1,452	9.0%	79
Avg \$111-225 Monthly Credit Card Expenditures	1,061	6.6%	86
Avg \$226-450 Monthly Credit Card Expenditures	1,480	9.2%	100
Avg \$451-700 Monthly Credit Card Expenditures	1,497	9.3%	101
Avg \$701-1000 Monthly Credit Card Expenditures	1,580	9.8%	120
Avg \$1001-2000 Monthly Credit Card Expenditures	2,581	16.1%	137
Avg \$2001+ Monthly Credit Card Expenditures	2,933	18.3%	165
Did Banking Online/12 Mo	10,434	65.0%	111
Did Banking by Mobile Device/12 Mo	8,035	50.0%	104

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# Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	7,280	95.1%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	5,534	72.3%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	1,302	17.0%	115
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	4,837	63.2%	105
HH Used Fresh Fruit or Vegetables/6 Mo	6,969	91.0%	103
HH Used Fresh Milk/6 Mo	6,455	84.3%	102
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	4,837	63.2%	121
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	9,316	58.0%	118
Exercise at Club 2+ Times/Wk	2,243	14.0%	119
Visited Doctor/12 Mo	13,589	84.6%	106
Used Vitamins or Dietary Supplements/6 Mo	11,503	71.6%	108
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	3,434	44.8%	114
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	3,175	41.5%	136
HH Purchased Low Ticket HH Furnishing/12 Mo	1,952	25.5%	104
HH Purchased Big Ticket HH Furnishing/12 Mo	2,279	29.8%	104
HH Bought Small Kitchen Appliance/12 Mo	1,822	23.8%	91
HH Bought Large Kitchen Appliance/12 Mo	1,317	17.2%	106
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	8,975	55.9%	109
Personally Carry Any Med/Hosp/Accident Insur	14,612	91.0%	107
Homeowner Carries Home/Personal Property Insurance	11,630	72.4%	117
Renter Carries Home/Pers Property Insurance	1,544	9.6%	81
HH Has 1 Vehicle Covered w/Auto Insurance	2,160	28.2%	92
HH Has 2 Vehicles Covered w/Auto Insurance	2,770	36.2%	110
HH Has 3+ Vehicles Covered w/Auto Insurance	2,205	28.8%	109
<b>Pets (Households)</b>			
HH Owns Cat	1,596	20.8%	90
HH Owns Dog	2,871	37.5%	95
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	3,202	19.9%	107
Buying American Is Important: 4-Agr Cmpl	4,947	30.8%	96
Buy Based on Quality Not Price: 4-Agr Cmpl	2,382	14.8%	99
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,227	13.9%	109
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,816	11.3%	103
Will Pay More for Env Safe Prods: 4-Agr Cmpl	2,090	13.0%	107
Buy Based on Price Not Brands: 4-Agr Cmpl	3,990	24.8%	91
Am Interested in How to Help Env: 4-Agr Cmpl	3,202	19.9%	107
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	3,529	22.0%	116
Bought Hardcover Book/12 Mo	5,054	31.5%	116
Bought Paperback Book/12 Mo	6,072	37.8%	111
Read Daily Newspaper (Paper Version)	2,947	18.3%	119
Read Digital Newspaper/30 Days	9,319	58.0%	115
Read Magazine (Paper/Electronic Vers)/6 Mo	14,543	90.5%	104

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restrnt/SteakHse/6 Mo	10,647	66.3%	100
Went to Family Restrnt/SteakHse 4+ Times/30 Days	3,286	20.5%	100
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	1,605	90.0%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	5,328	33.2%	85
Ordered Eat-In Fast Food/6 Mo	2,907	18.1%	88
Ordered Home Delivery Fast Food/6 Mo	1,958	12.2%	91
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	9,008	56.1%	96
Ordered Take-Out/Walk-In Fast Food/6 Mo	4,047	25.2%	113
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	10,508	65.4%	111
Own E-Reader	3,169	19.7%	138
Own E-Reader/Tablet: Apple iPad	7,796	48.5%	130
HH Owns Internet Connectable TV	3,523	46.0%	107
Own Portable MP3 Player	2,001	12.5%	111
HH Owns 1 TV	1,333	17.4%	96
HH Owns 2 TVs	2,067	27.0%	95
HH Owns 3 TVs	1,732	22.6%	99
HH Owns 4+ TVs	2,017	26.3%	117
HH Subscribes to Cable TV	3,458	45.2%	133
HH Subscribes to Fiber Optic TV	730	9.5%	181
HH Owns Portable GPS Device	1,840	24.0%	116
HH Purchased Video Game System/12 Mo	544	7.1%	89
HH Owns Internet Video Device for TV	4,316	56.4%	107
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	9,760	60.8%	113
Took 3+ Domestic Non-Business Trips/12 Mo	2,654	16.5%	119
Spent \$1-999 on Domestic Vacations/12 Mo	2,337	14.5%	106
Spent \$1K-1499 on Domestic Vacations/12 Mo	1,167	7.3%	114
Spent \$1500-1999 on Domestic Vacations/12 Mo	768	4.8%	125
Spent \$2K-2999 on Domestic Vacations/12 Mo	766	4.8%	120
Spent \$3K+ on Domestic Vacations/12 Mo	1,573	9.8%	148
Used Intrnt Travel Site for Domestic Trip/12 Mo	1,075	6.7%	120
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	6,857	42.7%	129
Took 3+ Foreign Trips by Plane/3 Yrs	1,660	10.3%	142
Spent \$1-999 on Foreign Vacations/12 Mo	1,874	11.7%	150
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	501	3.1%	102
Spent \$3K+ on Foreign Vacations/12 Mo	917	5.7%	135
Used General Travel Site: Foreign Trip/3 Yrs	1,450	9.0%	142
Spent Night at Hotel or Motel/12 Mo	8,138	50.7%	112
Took Cruise of More Than One Day/3 Yrs	2,116	13.2%	130
Member of Frequent Flyer Program	6,675	41.6%	151
Member of Hotel Rewards Program	6,022	37.5%	130

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