



The **Retail**Coach®

# Liberty Square Mobile Data Survey

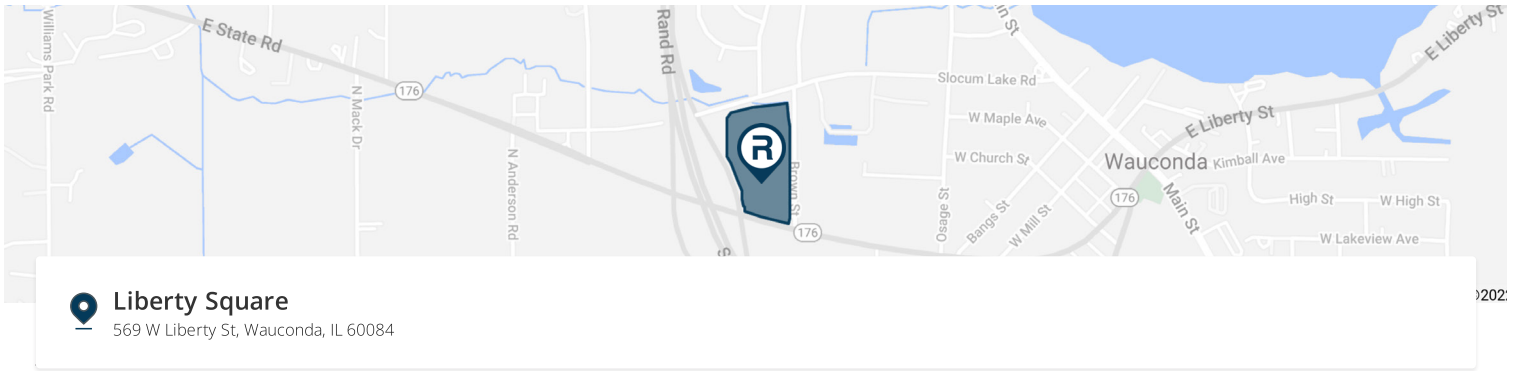
WAUCONDA, ILLINOIS



Prepared for Village of Wauconda  
June 1, 2021 - May 31, 2022

# Liberty Square • Mobile Data Analysis

Wauconda, Illinois • June 1, 2021 - May 31, 2022



## Metrics

Est. # of Customers

Est. # of Visits

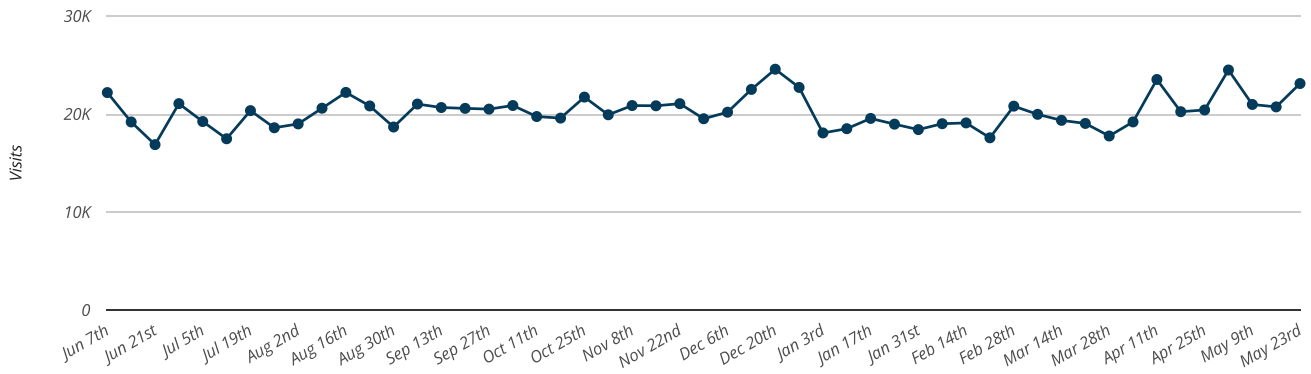
**Liberty Square**

**131K**

**1.06M**

## Visits Trend

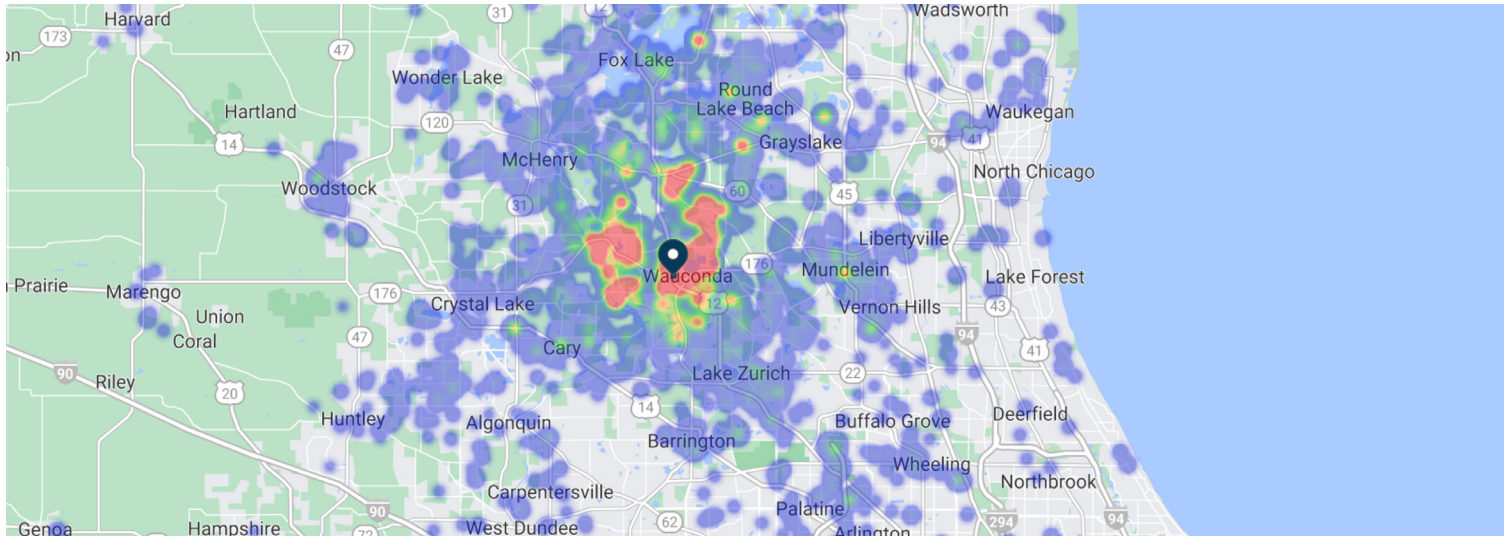
● Liberty Square / W Liberty St



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## Trade Area - Home Locations



## Typical Customer Persona

Liberty Square



Ethnicity White  
Income \$75K - \$100K

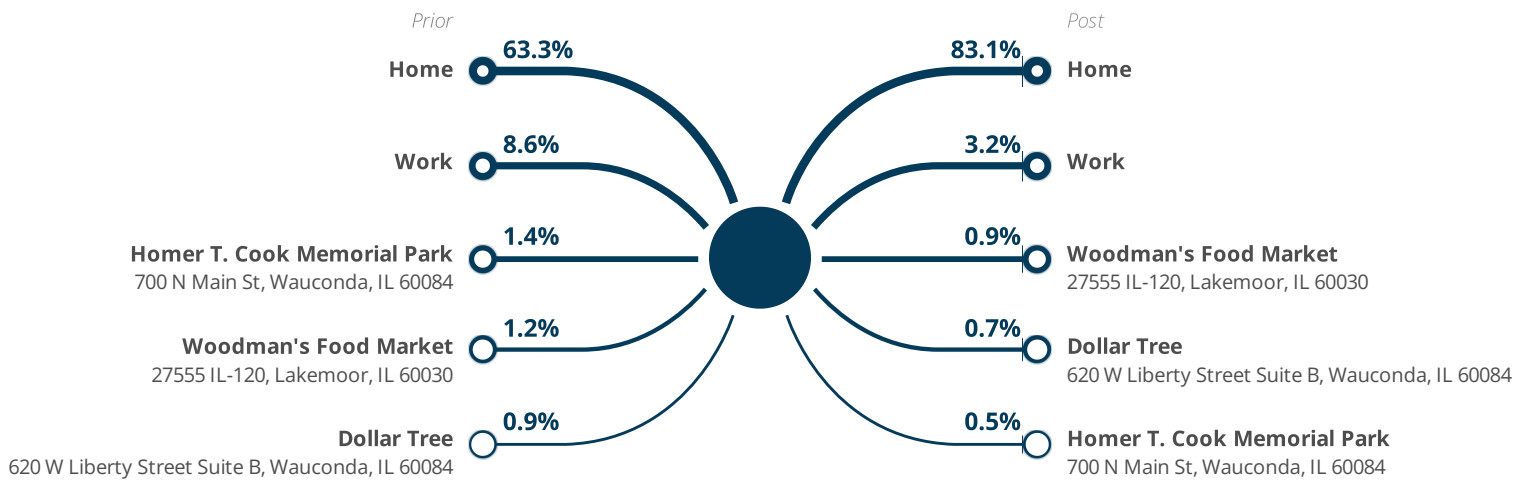
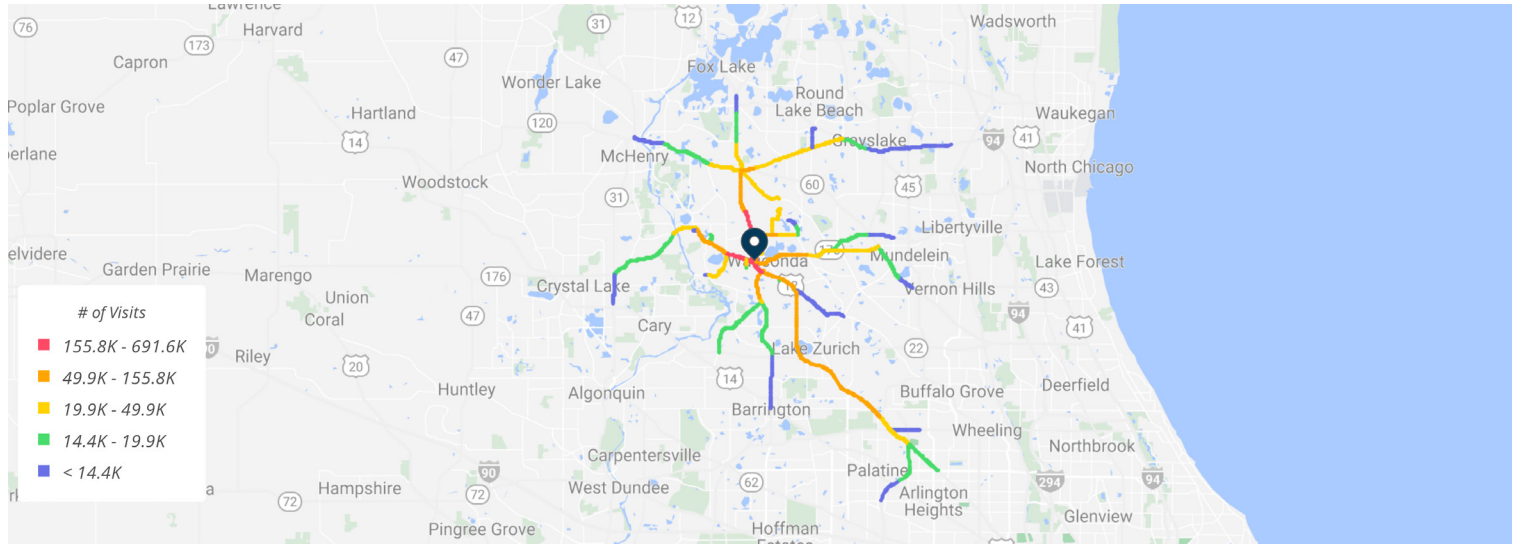
## Favorite Places

1	<b>O'Hare International Airport</b> W O'Hare Ave	23.07 mi	56.4K (43.1%)
2	<b>Woodman's Food Market</b> IL-120	4.33 mi	51.4K (39.2%)
3	<b>Mundelein Crossings</b> West Rte 60	5.69 mi	47.2K (36%)
4	<b>Deer Park Town Center</b> N Rand Rd	8.32 mi	46.1K (35.2%)
5	<b>Village Square</b> S Rand Rd	5.3 mi	46K (35.1%)

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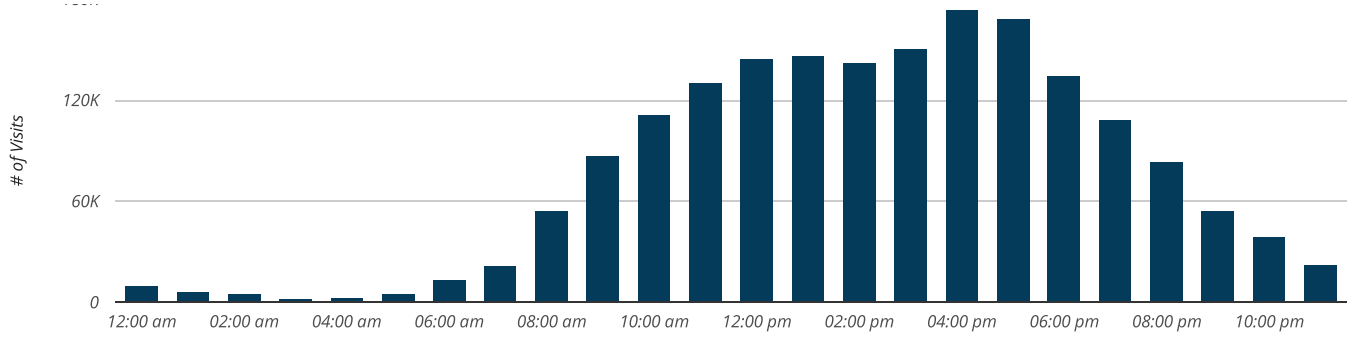
## Customer Journey



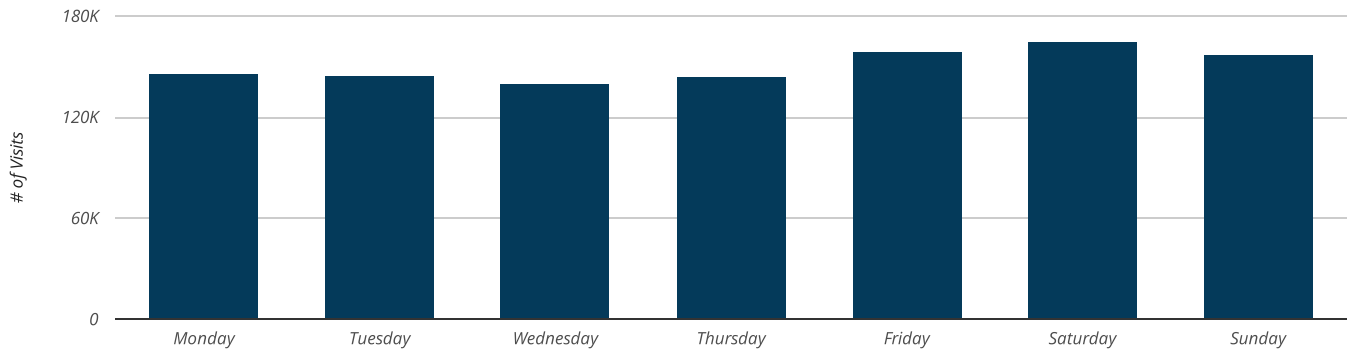
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## Hourly Visits



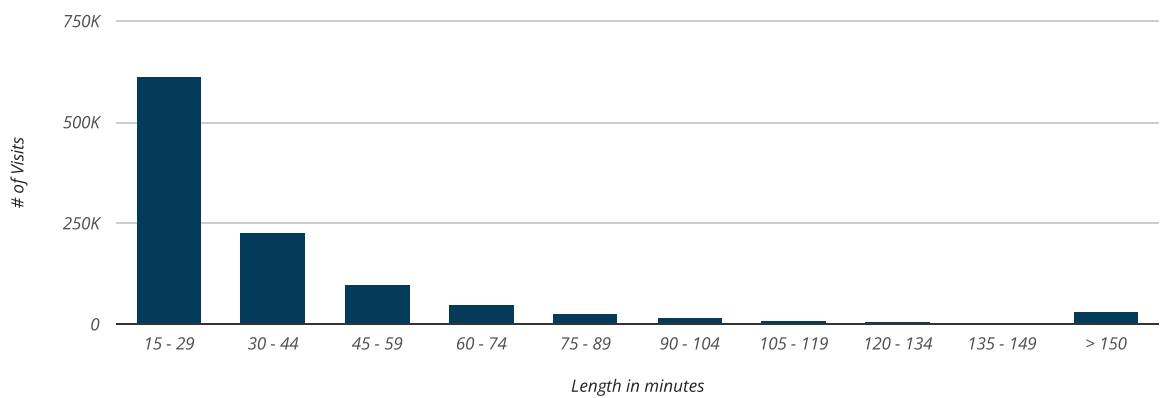
## Daily Visits



## Length of Stay

Average Stay

**41 Min**



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## Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Wauconda	IL	60084	15.98
Round Lake	IL	60073	8.83
Island Lake	IL	60042	8.50
Barrington	IL	60010	7.79
McHenry	IL	60051	5.20
Lake Zurich	IL	60047	3.72
McHenry	IL	60050	2.33
Cary	IL	60013	2.28
Grayslake	IL	60030	1.47
Mundelein	IL	60060	1.44
Crystal Lake	IL	60014	1.26
Crystal Lake	IL	60012	1.17
Palatine	IL	60074	1.10
Lake Villa	IL	60046	1.06
Fox Lake	IL	60020	1.01
Ingleside	IL	60041	0.89
Woodstock	IL	60098	0.83
Waukegan	IL	60085	0.67
Lake in the Hills	IL	60156	0.65
Arlington Heights	IL	60004	0.60
Wheeling	IL	60090	0.57
Spring Grove	IL	60081	0.54
Vernon Hills	IL	60061	0.53
Carpentersville	IL	60110	0.50
Wonder Lake	IL	60097	0.48
Algonquin	IL	60102	0.47
Chicago	IL	60640	0.45
Huntley	IL	60142	0.41
Antioch	IL	60002	0.41
Schaumburg	IL	60193	0.40
Libertyville	IL	60048	0.40
Fox River Grove	IL	60021	0.39
Buffalo Grove	IL	60089	0.37
Elgin	IL	60123	0.35
Palatine	IL	60067	0.33

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Mount Prospect	IL	60056	0.33
Chicago	IL	60631	0.31
Gurnee	IL	60031	0.28
Lake Forest	IL	60045	0.27
Hanover Park	IL	60133	0.25
Waukegan	IL	60087	0.25
Roselle	IL	60172	0.25
Chicago	IL	60647	0.24
Rolling Meadows	IL	60008	0.23
Chicago	IL	60634	0.23
Elgin	IL	60120	0.23
Bartlett	IL	60103	0.22
Hoffman Estates	IL	60169	0.22
East Saint Louis	IL	62201	0.22
Schaumburg	IL	60194	0.21
Belvidere	IL	61008	0.20
Bensenville	IL	60106	0.20
Chicago	IL	60660	0.20
Park Ridge	IL	60068	0.20
Niles	IL	60714	0.19
Bolingbrook	IL	60440	0.19
Lake Bluff	IL	60044	0.18
Chicago	IL	60613	0.18
Lincolnshire	IL	60069	0.18
Schaumburg	IL	60173	0.17
Los Angeles	CA	90028	0.17
Chicago	IL	60610	0.16
Arlington Heights	IL	60005	0.16
Marengo	IL	60152	0.16
Hoffman Estates	IL	60192	0.15
Addison	IL	60101	0.15
Bellingham	WA	98225	0.15
Rockford	IL	61109	0.14
Genoa City	WI	53128	0.14
Chicago	IL	60644	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.

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