



The**Retail**Coach®

# Halsted Street Corridor Mobile Data Survey

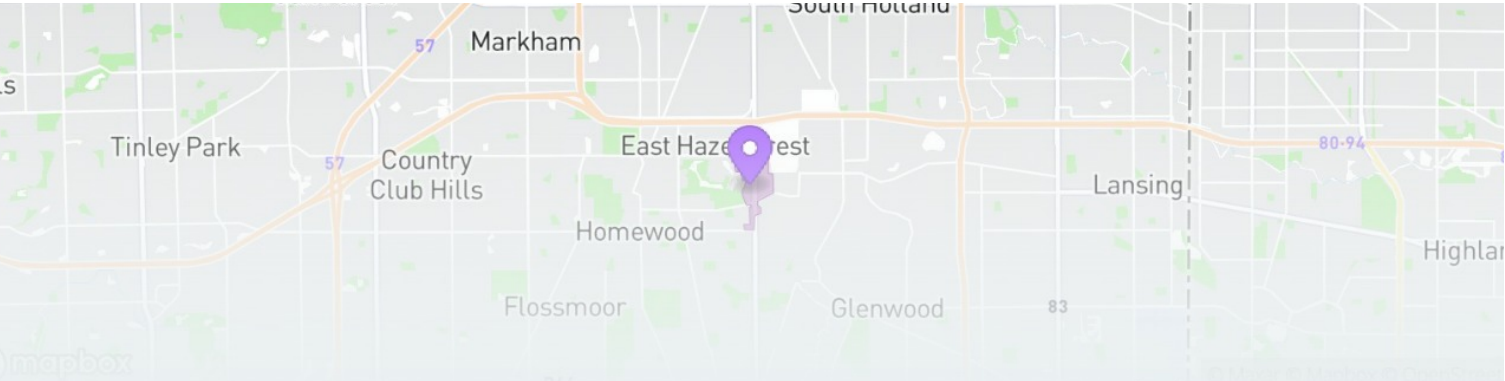
HOMewood, ILLINOIS 60430

Prepared for Village of Homewood  
Q2.2024—Q1.2025

# Halsted Street Corridor • Mobile Data Survey

Homewood, Illinois 60430 • Q2.2024—Q1.2025

## Analysis Area



## Visit Trends

### Traffic trends: Monthly

Estimated visitors to the venue per month

📈 11.5M  
Total visitors in time period  
📈 Average: 960.6K

📈 Jul 2024  
Month with highest foot traffic



### Traffic trends: Weekly

Estimated visitors to the venue per week

📈 11.5M  
Total visitors in time period  
📈 Average: 220.9K

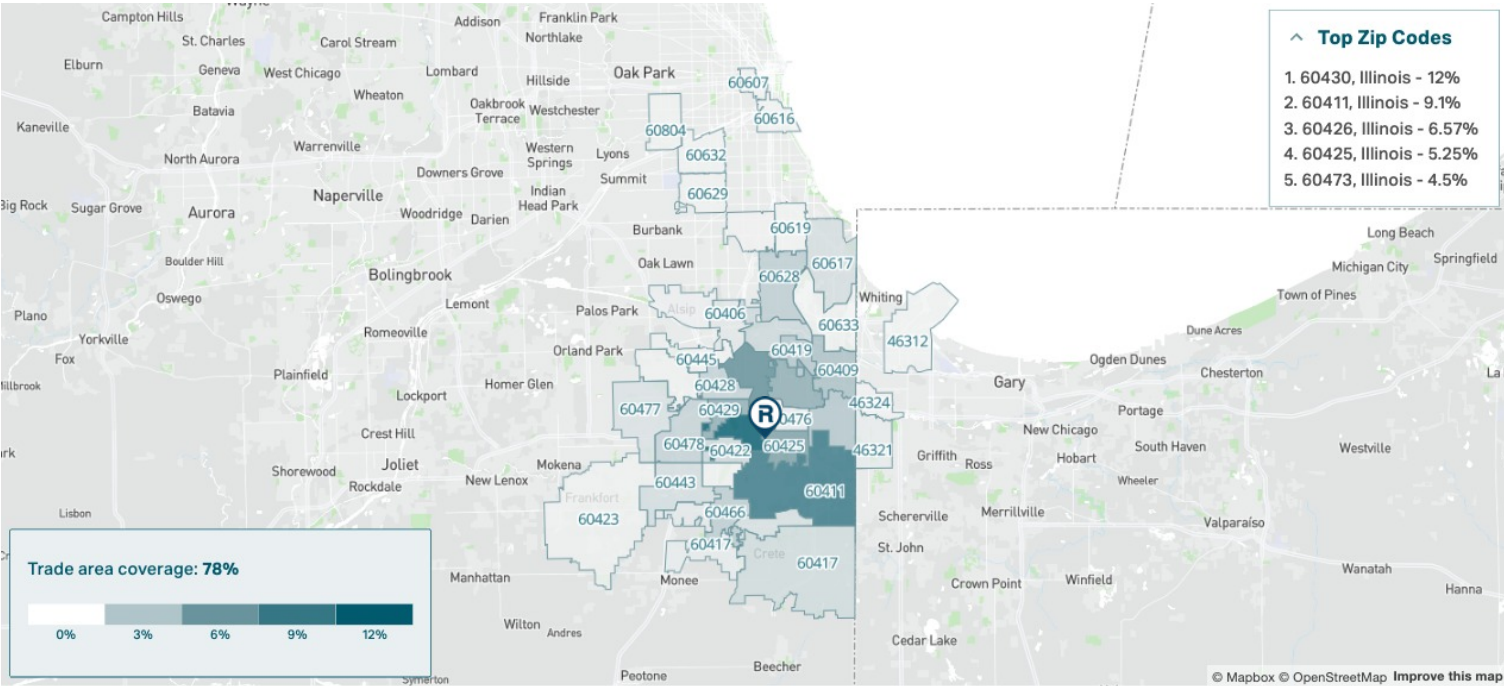
📈 Jul 21, 2024  
Week with highest foot traffic



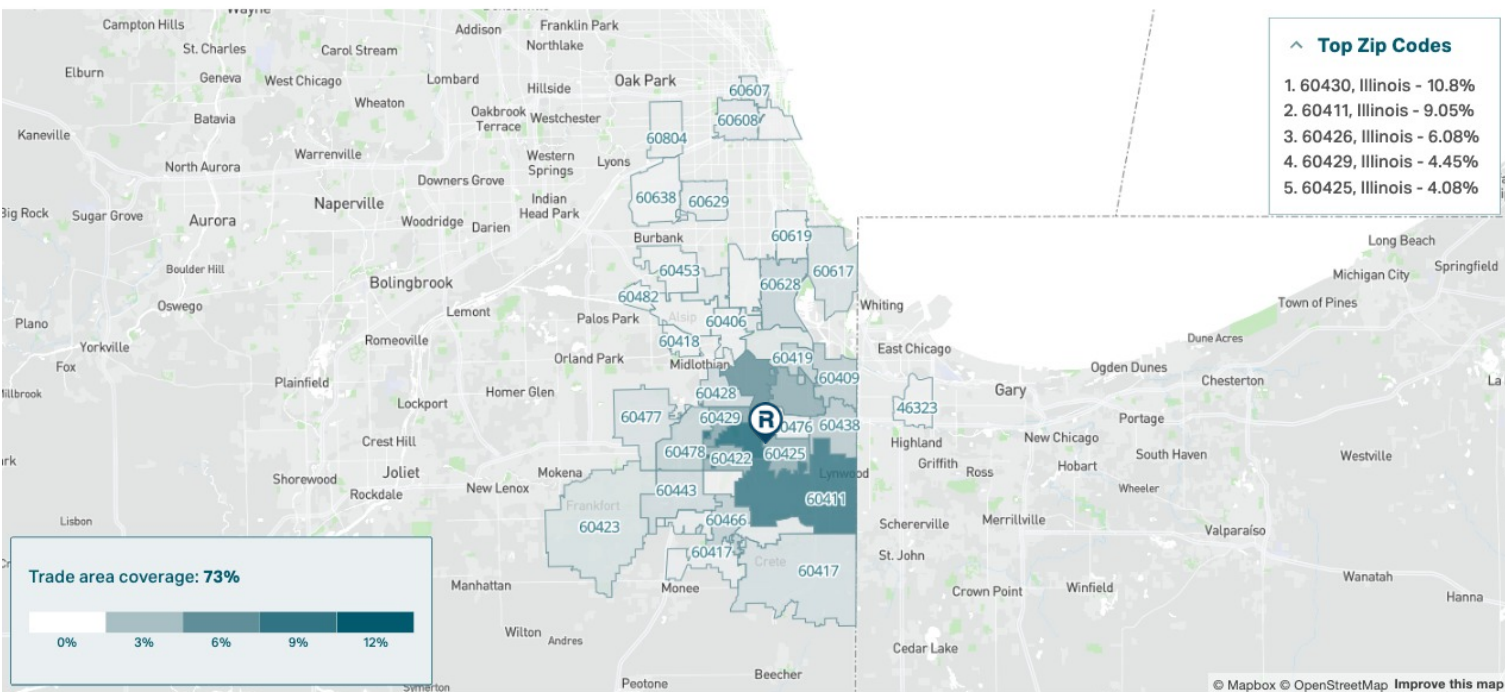
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## True Trade Area - Home Locations



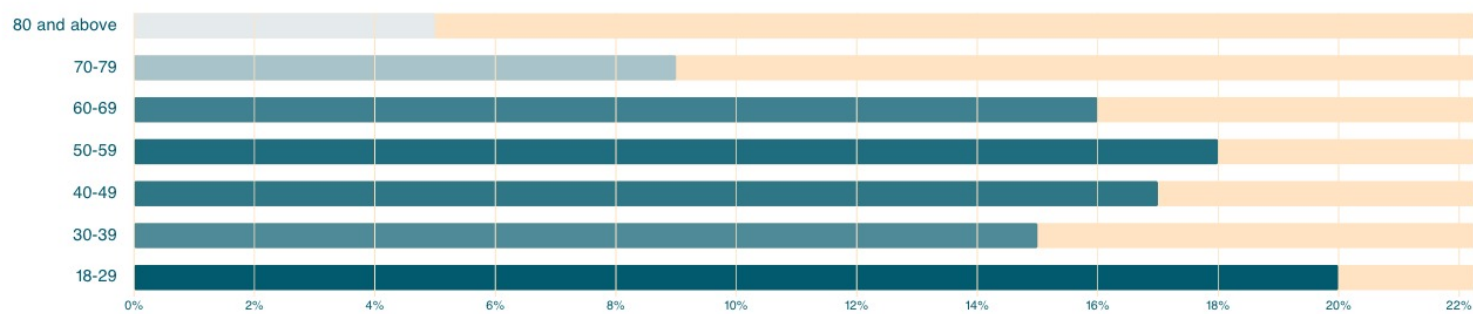
## True Trade Area - Work Locations



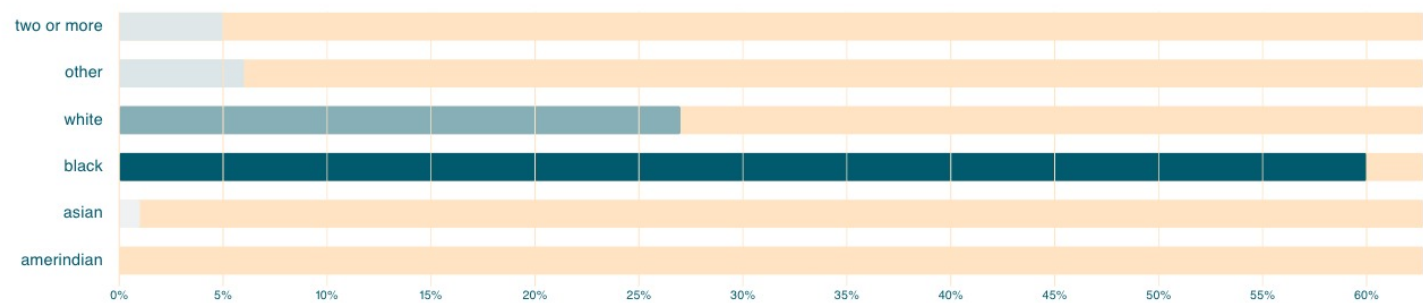
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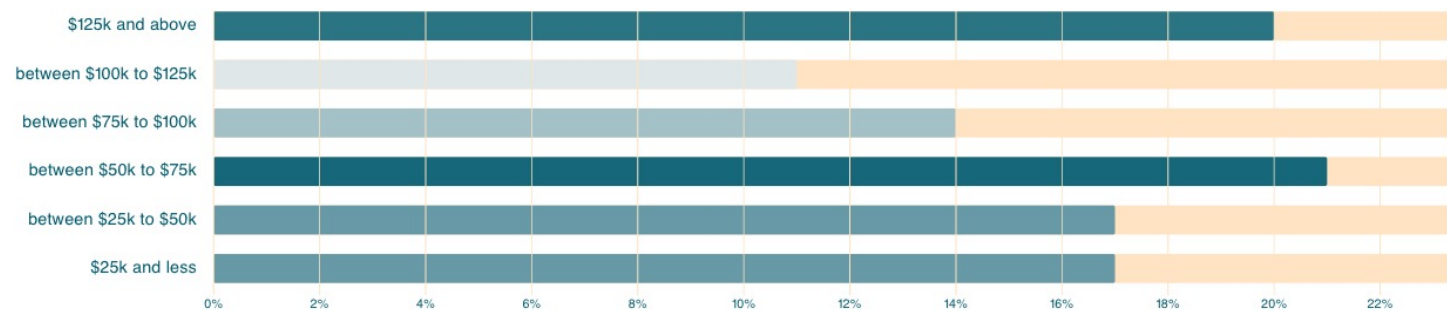
## Customer Demographics: Age



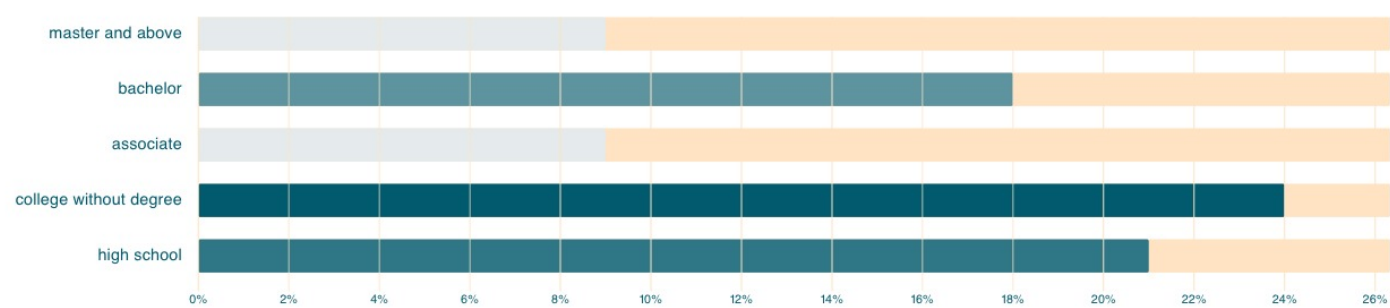
## Customer Demographics: Race



## Customer Demographics: Income



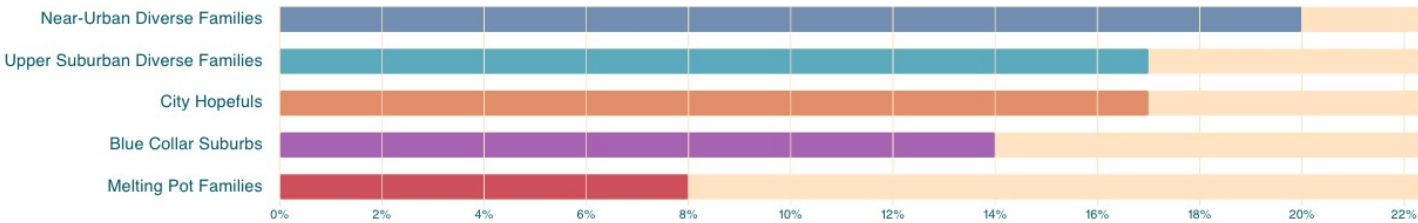
## Customer Demographics: Education



# Halsted Street Corridor • Mobile Data Survey

Homewood, Illinois 60430 • Q2.2024—Q1.2025

## Customer Profiles



<b>Near-Urban Diverse Families</b> Middle-class diverse families living in urban or near-urban areas.	<b>45-54 years</b> Head of household Age	<b>\$65,000</b> Household median income	<b>39%</b> Households with children	<b>38%</b> One person household	<b>32%</b> College degree	<b>60%</b> Home ownership
<b>Upper Suburban Diverse Families</b> Upper-middle-class suburbanites working white-collar jobs from a range of ethnic backgrounds.	<b>35-44 years</b> Head of household Age	<b>\$80,000</b> Household median income	<b>38%</b> Households with children	<b>32%</b> One person household	<b>50%</b> College degree	<b>78%</b> Home ownership
<b>City Hopefuls</b> Low income households in dense urban areas.	<b>25-44 years</b> Head of household Age	<b>\$30,000</b> Household median income	<b>31%</b> Households with children	<b>57%</b> One person household	<b>19%</b> College degree	<b>30%</b> Home ownership
<b>Blue Collar Suburbs</b> Working-class singles and families in mainly blue-collar professions.	<b>35-44 years</b> Head of household Age	<b>\$55,000</b> Household median income	<b>36%</b> Households with children	<b>40%</b> One person household	<b>32%</b> College degree	<b>63%</b> Home ownership
<b>Melting Pot Families</b> Hispanic families with lots of children working a mix of blue-collar, service, and farm-related jobs.	<b>25-44 years</b> Head of household Age	<b>\$40,000</b> Household median income	<b>46%</b> Households with children	<b>36%</b> One person household	<b>13%</b> College degree	<b>46%</b> Home ownership



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## Near-Urban Diverse Families

### Near-Urban Diverse Families

Middle-class diverse families living in urban or near-urban areas.

**45-54 years**  
Head of household Age

**\$65,000**  
Household median income

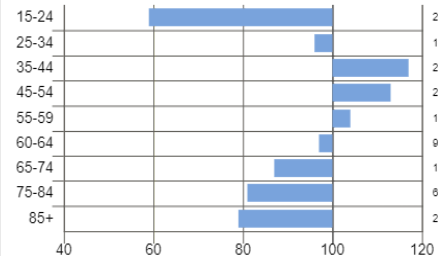
**39%**  
Households with children

**38%**  
One person household

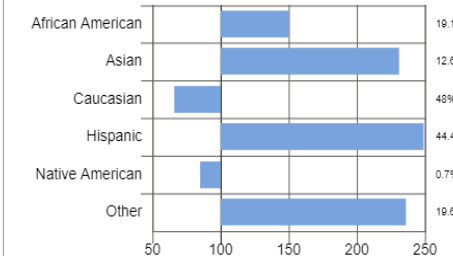
**39%**  
College degree

**59%**  
Home ownership

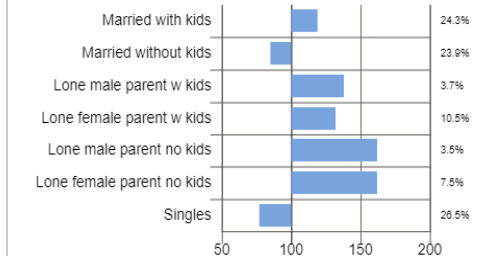
#### Head of Household Age



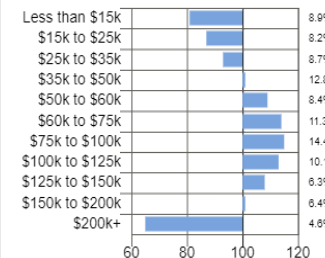
#### Ethnicity



#### Household Family Structure



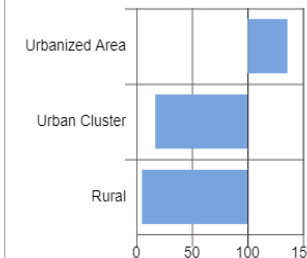
#### Est. Household Income



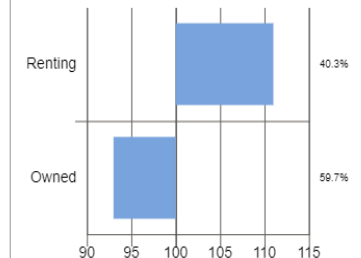
#### Occupation



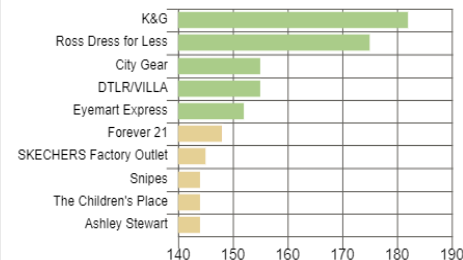
#### Urbanicity



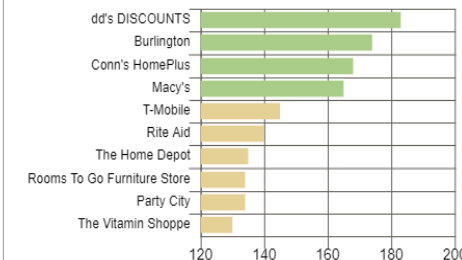
#### Home Ownership



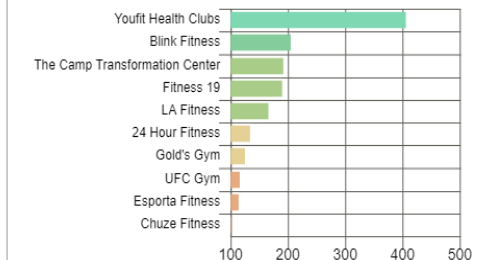
#### Top Apparel Visitation



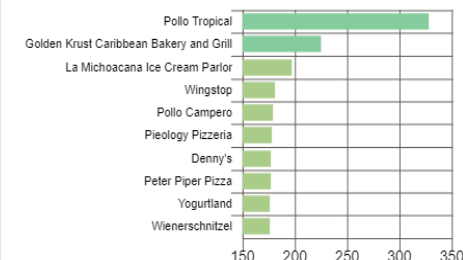
#### Top Retail Visitation



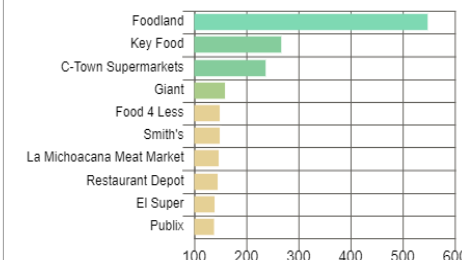
#### Top Fitness Visitation



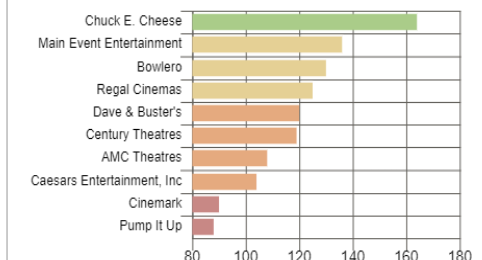
#### Top Restaurant Visitation



#### Top Grocery Visitation



#### Top Entertainment Visitation

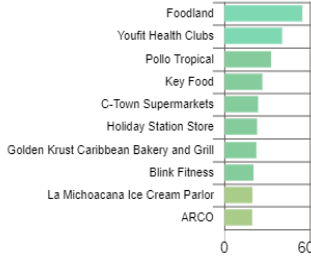


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## Near-Urban Diverse Families

Top Overall In-Store Visitation



Brand Category Affinity



Top Influencers

	Jorge Ramos	282
	Marc Anthony	276
	Bad Bunny	273
	Pope Francis ES	257
	Angie Martinez	236

Demographic Snapshot

Household Size	3 person household
Presence of Children	38.83% with children
Home Ownership	59.68% are homeowners
Education	23.89% with college degree

Top Overall Brands

	Ultra Music Festival	248
	Seamless	227
	Roc Nation	192
	alexanderwang	181
	ZARA	177

Top Restaurant Brands

	Seamless	227
	Shake Shack	162
	Postmates	153
	Uber Eats	151
	Grubhub	142

Top Apparel Brands

	alexanderwang	181
	ZARA	177
	Saint Laurent	167
	DKNY	164
	Valentino	162

Top Beauty Brands

	Fenty Beauty	147
	Beautylish	138
	maccosmetics	127
	Bobbi Brown Cosmetics	127
	Estée Lauder	126

Top Fitness Brands

	adidas Football	142
	Nike Football	135
	SoulCycle	130
	Adidas Running	129
	Nike Basketball	121

Top Grocery & Superstore Brands

	goPuff	161
	FreshDirect	156
	Instacart	141
	Publix	130
	Whole Foods Market	124

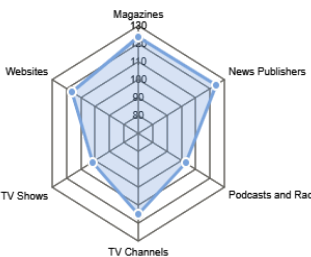
Top Food & Beverage Brands

	Papa Steve's Bars	133
	Edible Arrangements	117
	Ben & Jerry's	109
	Tropicana	106
	PepsiCo	105

Top Auto Brands

	Mercedes-Benz	144
	Lexus	135
	BMW USA	133
	Mercedes-Benz USA	131
	Lamborghini	131

Channels



Top News Preferences

	Univision Noticias	350
	El Pais	327
	Huffington Post Black Voices	216
	Newsday	211
	Colorlines	192

Top Online Magazines

	Black Enterprise	239
	Ebony Magazine	226
	Essence	220
	Vibe Magazine	205
	The Real Deal	202

Top Podcasts & Radio Stations

	Latino USA	240
	Big Tigger	238
	Morning Show with Boomer & Gio178	178
	Kane	176
	The Brian Lehrer Show	173

Top TV Channels

	CNN en Español	364
	Telemundo	349
	Univision	341
	ESPN Deportes	336
	TV One	230

Top TV Shows

	Insecure	229
	Power	211
	The Breakfast Club	203
	HBO Boxing	181
	Desus & Mero	177

Top Websites

	xoNecole	237
	Blavity News	231
	theGrio.com	227
	Global Grind	220
	Writers of Color	218

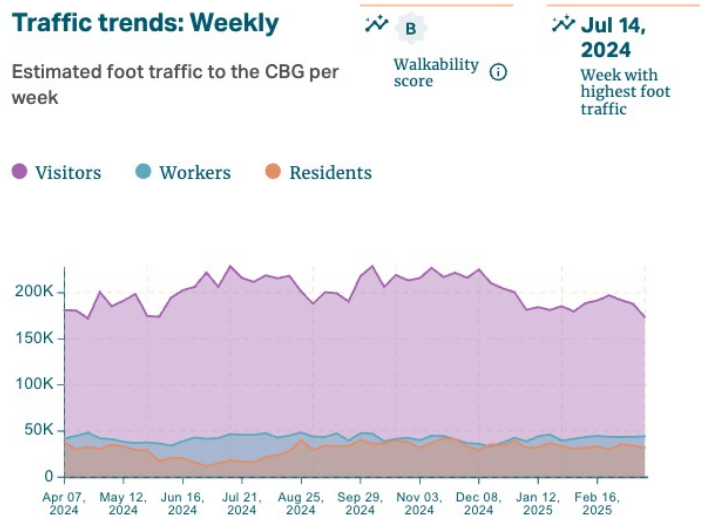
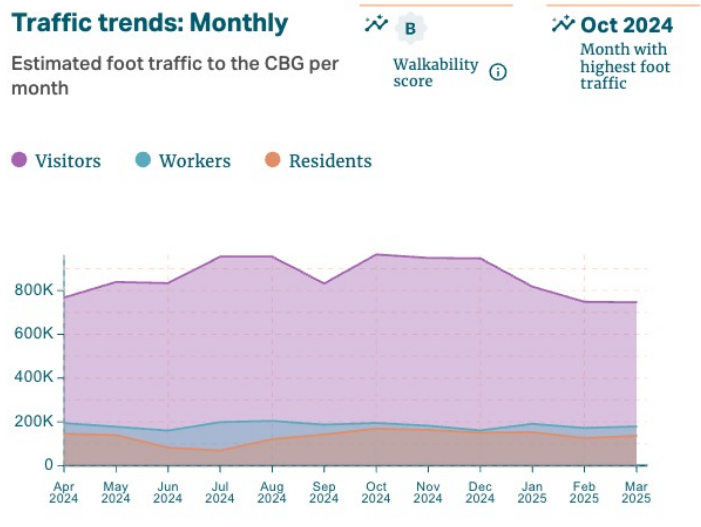
Top Blogs

	xoNecole	237
	Writers of Color	218
	Black Girl Nerds	210
	Bossip	204
	soulPhoodie	197

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## Neighborhood Traffic Trends



## Neighborhood Profiles





# 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, Unacast, 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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