

# More than Demographics: Getting to Know Your Community

Julie Stam

Harwood Heights-Norridge Chamber of Commerce Meeting

February 2026

# https://www.census.gov/

The screenshot displays the U.S. Census Bureau website interface. At the top left is the logo for the United States Census Bureau. A search bar at the top center contains the text "60706" and includes icons for location, search, and advanced search. Below the search bar are navigation tabs for "All", "Tables", "Maps", "Charts", "Profiles", and "Pages".

On the left side, there is a sidebar with a "1 Filter" section showing "ZCTA5 60706" and a "Clear search" button. Below this are sections for "Geographies" (listing Nation, State, County, etc.) and "Topics" (listing Business and Economy, Education, etc.).

The main content area features a large heading: "Total Population in ZCTA5 60706 is **24,327**" with a sub-heading "2020 Decennial Census" and a "View This Result" button. Below this is a "Data" section with a table of products:

Decennial Census	2,572 Datasets, 2 Profiles
<b>P1</b>   TOTAL POPULATION <a href="#">View All 2 Products</a>	Table   Map   Chart
American Community Survey <b>DP05</b>   ACS Demographic and Housing Estimates <a href="#">View All 13 Products</a>	Table   Map   Chart
American Community Survey <b>S0101</b>   Age and Sex <a href="#">View All 13 Products</a>	Table   Map   Chart
American Community Survey <b>S0102</b>   Population 60 Years and Over in the United States <a href="#">View All 4 Products</a>	Table   Map   Chart
American Community Survey <b>S0501</b>   Selected Characteristics of the Native and Foreign-Born Populations <a href="#">View All 13 Products</a>	Table   Map   Chart
American Community Survey <b>S0502</b>   Selected Characteristics of the Foreign-Born Population by Period of Entry Into the United States <a href="#">View All 13 Products</a>	Table   Map   Chart
American Community Survey <b>S0503</b>   Selected Characteristics of the Foreign-Born Population by Region of Birth: Europe <a href="#">View All 12 Products</a>	Table   Map   Chart
American Community Survey <b>S0601</b>   Selected Characteristics of the Total and Native Populations in the United States <a href="#">View All 12 Products</a>	Table   Map   Chart

To the right of the data table is a map of the Harwood Heights area, labeled "U.S. Census Bureau". Below the map is a "Zip Code Tabulation Area (Five-Digit) ZCTA5 60706" summary box with the following statistics:

- Total Population: 24,327
- Median Household Income: \$85,000
- Bachelor's Degree or Higher: 30.2%
- Employment Rate: 58.1%
- Total Housing Units: 9,720
- Without Health Care Coverage: 7.8%
- Total Employer Establishments: 828
- Total Households: 9,292
- Hispanic or Latino (of any race): 3,253

A "View Profile" link is provided below the statistics. At the bottom right, there is a "Related Searches" section listing various categories like "ZCTA5 60706 Business and Economy", "ZCTA5 60706 Education", etc.

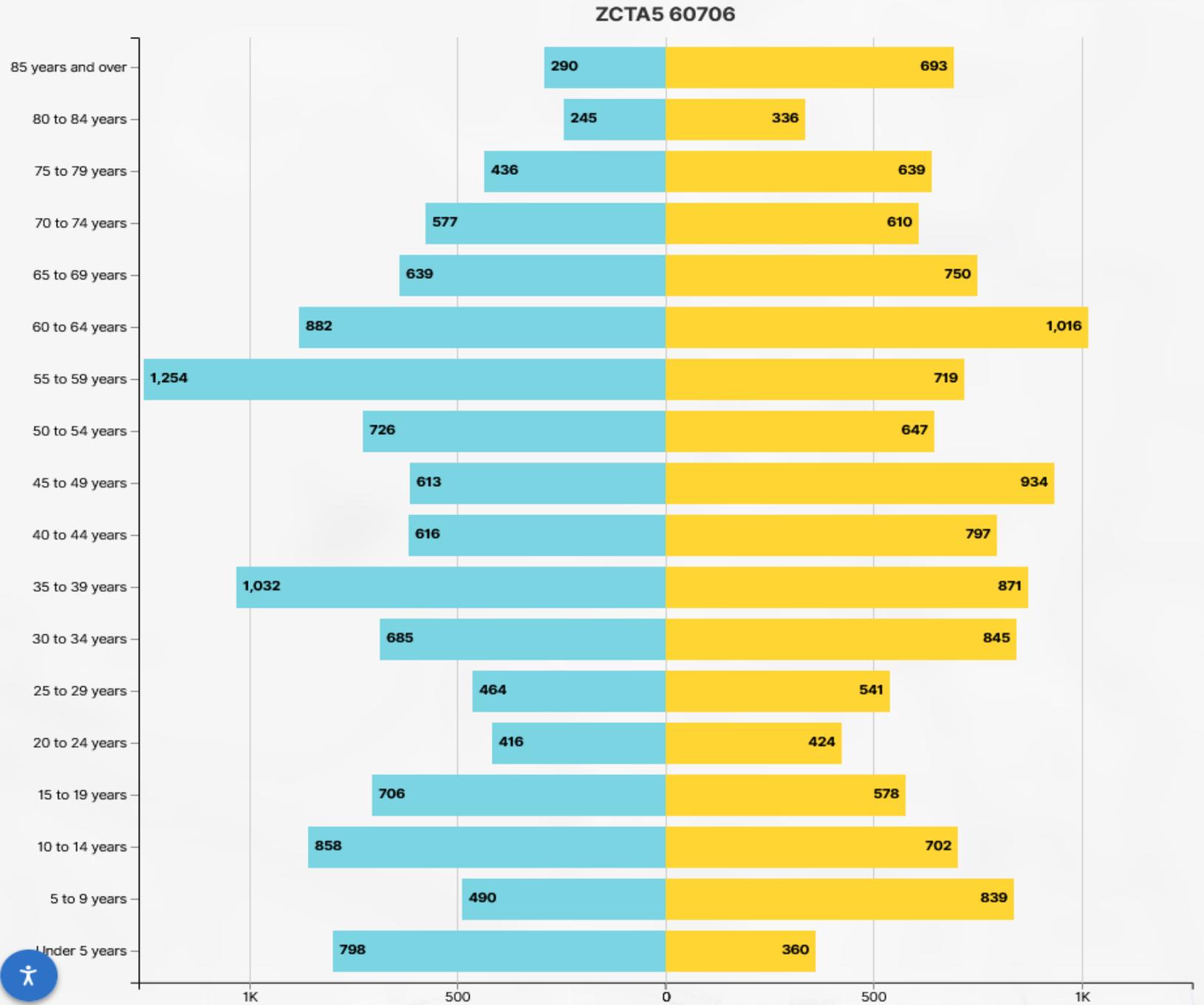


### Age and Sex

**45.0** ± 2.2  
Median Age in ZCTA5 60706

**39.4** ± 0.1  
Median Age in Illinois

[S0101](#) | 2023 American Community Survey 5-Year Estimates



## Native and Foreign-Born

**41.0%** ± 2.7%

Foreign-Born population in ZCTA5 60706

**15.4%** ± 0.2%

Foreign-Born population in Illinois

[DP02](#) | 2023 American Community Survey 5-Year Estimates

### Foreign-Born Population

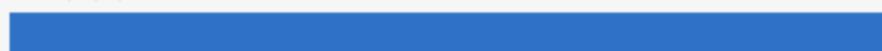
in ZCTA5 60706

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Naturalized U.S. citizen - 70.4%



Not a U.S. citizen - 29.6%



0% 10% 20% 30% 40% 50% 60% 70% 80%

[Show Table](#)  OFF Display Margin of Error

[DP02](#) | 2023 American Community Survey 5-Year Estimates

## Language Spoken at Home

**60.2%** ± 4.0%

Language Other Than English Spoken at Home in ZCTA5 60706

**24.5%** ± 0.3%

Language Other Than English Spoken at Home in Illinois

S1601 | 2023 American Community Survey 5-Year Estimates

### Types of Language Spoken at Home

in ZCTA5 60706

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English only - 39.8%

Spanish - 9.8%

Other Indo-European languages - 41.3%

Asian and Pacific Islander languages - 6.8%

Other languages - 2.3%

**Other Indo-European languages**  
■ 41.3%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45%

[Show Table](#)  OFF Display Margin of Error

S1601 | 2023 American Community Survey 5-Year Estimates

## Older Population

**21.7%**  $\pm$  2.0%

65 Years and Older in ZCTA5 60706

**17.9%**  $\pm$  0.1%

65 Years and Older in Illinois

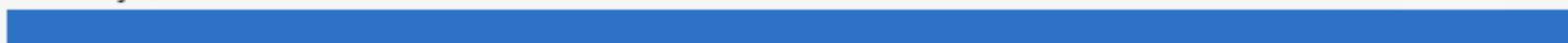
DP05 | 2023 American Community Survey 5-Year Estimates

### Older Population by Age

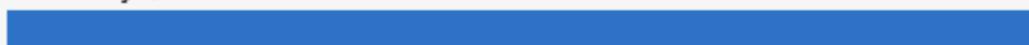
in ZCTA5 60706

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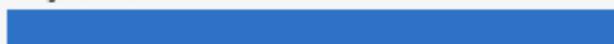
65 to 74 years - 10.7%



75 to 84 years - 6.9%



85 years and over - 4.1%



0% 2% 4% 6% 8% 10% 12% 14% 16%

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DP05 | 2023 American Community Survey 5-Year Estimates

# Income and Poverty

## Income and Earnings

**\$85,000** ± \$7,037

Median Household Income in ZCTA5 60706

**\$83,211** ± \$898

Median Household Income in Illinois

*S1901 | 2023 American Community Survey 5-Year Estimates*

## Median Income by Types of Families

in ZCTA5 60706

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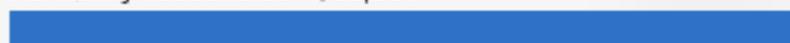
Families - \$103,710



Married-couple families - \$107,837



Nonfamily households - \$52,981



\$0 \$20K \$40K \$60K \$80K \$100K \$120K \$140K \$160K

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*S1901 | 2023 American Community Survey 5-Year Estimates*

## Poverty

**5.9%** ± 1.5%

Poverty, All people in ZCTA5 60706

**11.6%** ± 0.3%

Poverty, All people in Illinois

[S1701](#) | 2023 American Community Survey 5-Year Estimates

### Poverty by Age

in ZCTA5 60706

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Under 18 years - 5.0%



18 to 64 years - 4.8%



65 years and over - 9.9%



0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10% 11% 12%

[Show Table](#)  OFF Display Margin of Error

[S1701](#) | 2023 American Community Survey 5-Year Estimates

# Education

## Educational Attainment

**30.2%** ± 3.7%

Bachelor's Degree or Higher in ZCTA5 60706

**39.2%** ± 0.3%

Bachelor's Degree or Higher in Illinois

[S1501](#) | 2023 American Community Survey 5-Year Estimates

## Education Attainment (Population 25 Years and Older)

in ZCTA5 60706

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High school or equivalent degree - 28.4%



Some college, no degree - 20.0%



Associate's degree - 8.0%



Bachelor's degree - 19.6%



Graduate or professional degree - 10.6%



0% 5% 10% 15% 20% 25% 30% 35%

[Show Table](#)  OFF [Display Margin of Error](#)

[S1501](#) | 2023 American Community Survey 5-Year Estimates

## Homeownership Rate

**74.3%** ± 3.7%

Homeownership Rate in ZCTA5 60706

**67.6%** ± 0.4%

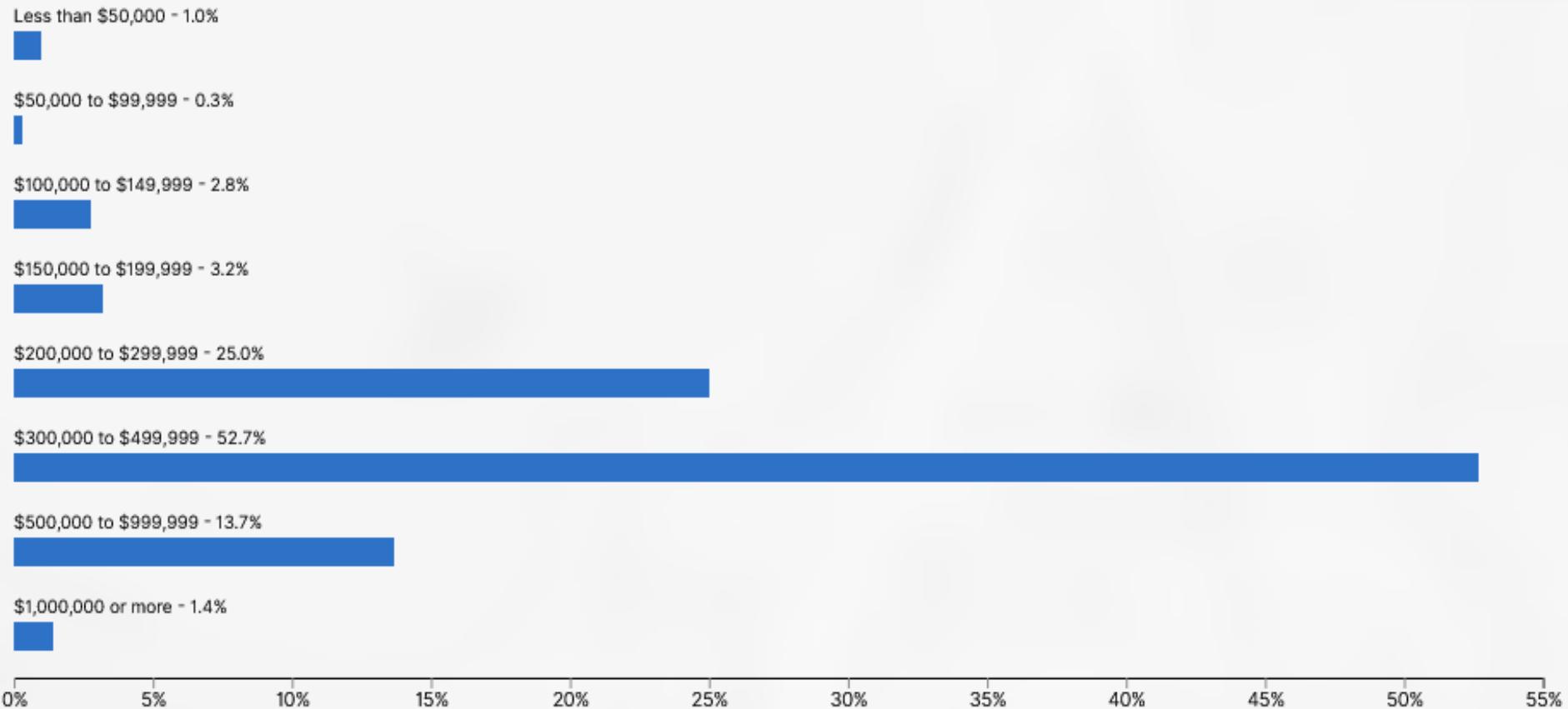
Homeownership Rate in Illinois

DP04 | 2023 American Community Survey 5-Year Estimates

## Housing Value

in ZCTA5 60706

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DP04 | 2023 American Community Survey 5-Year Estimates

## Physical Characteristics

**14.0%** ± 2.5%

Occupied Housing Units with Four or More Bedrooms in ZCTA5 60706

**23.1%** ± 0.3%

Occupied Housing Units with Four or More Bedrooms in Illinois

[S2504](#) | 2023 American Community Survey 5-Year Estimates

### Bedrooms in Occupied Housing Units

in ZCTA5 60706

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No bedroom - 2.8%



One bedroom - 11.6%



2 or 3 bedrooms - 71.6%



4 or more bedrooms - 14.0%



0% 10% 20% 30% 40% 50% 60% 70% 80%

[Show Table](#)  Display Margin of Error

[S2504](#) | 2023 American Community Survey 5-Year Estimates

## Families and Household Characteristics

**3.14** ± 0.14

Average Family Size in ZCTA5 60706

**3.11** ± 0.01

Average Family Size in Illinois

[DP02](#) | 2023 American Community Survey 5-Year Estimates

### Total Households by Type of Households

in ZCTA5 60706

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Married-couple family household - 49.8%

Male householder, no spouse/partner present, family household - 17.7%

Female householder, no spouse/partner present, family household - 28.2%



[Show Table](#)  OFF Display Margin of Error

[DP02](#) | 2023 American Community Survey 5-Year Estimates

# Families and Living Arrangements

## Children

**19.9%** ± 2.0%

Under 18 years old in ZCTA5 60706

**21.2%** ± 0.1%

Under 18 years old in Illinois

[S0101](#) | 2023 American Community Survey 5-Year Estimates

## Children Under 18 by Age Range

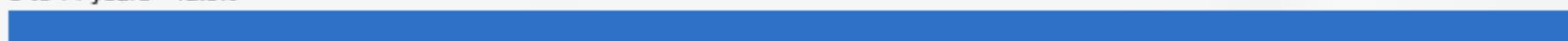
in ZCTA5 60706

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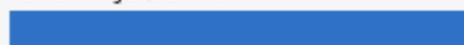
Under 5 years - 4.8%



5 to 14 years - 12.0%



15 to 17 years - 3.1%



0% 2% 4% 6% 8% 10% 12% 14% 16%

[Show Table](#)  **OFF** Display Margin of Error

[S0101](#) | 2023 American Community Survey 5-Year Estimates

# Health

## Disability

**9.6%** ± 1.3%

Disabled Population in ZCTA5 60706

**12.5%** ± 0.2%

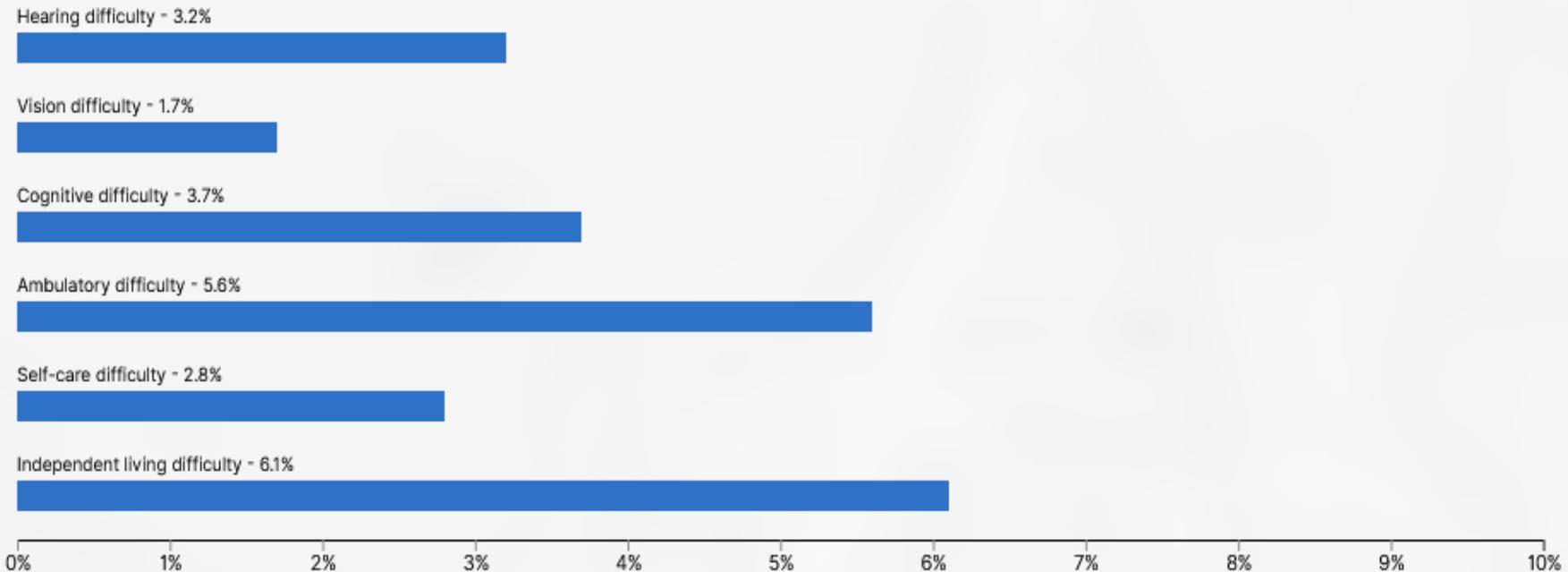
Disabled Population in Illinois

*S1810* | 2023 American Community Survey 5-Year Estimates

## Types of Disabilities

in ZCTA5 60706

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*S1810* | 2023 American Community Survey 5-Year Estimates

# Health Insurance

**7.8%** ± 1.9%

Without Health Care Coverage in ZCTA5 60706

**6.9%** ± 0.2%

Without Health Care Coverage in Illinois

*S2701 | 2023 American Community Survey 5-Year Estimates*

Demographics

vs.

Psychographic Segmentation

# Experian Mosaic Segmentation



Group and Type Table

<b>A</b> Power Elite	A01	American Royalty
	A02	Platinum Prosperity
	A03	Kids and Cabernet
	A04	Picture Perfect Families
	A05	Couples with Clout
	A06	Jet Set Urbanites
<b>B</b> Flourishing Families	B07	Across the Ages
	B08	Babies and Bliss
	B09	Family Fun-tastic
	B10	Cosmopolitan Achievers
<b>C</b> Booming with Confidence	C11	Sophisticated City Dwellers
	C12	Golf Carts and Gourmets
	C13	Philanthropic Sophisticates
	C14	Boomers and Boomerangs
<b>D</b> Suburban Style	D15	Sport Utility Families
	D16	Settled in Suburbia
	D17	Cul de Sac Diversity
	D18	Suburban Nightlife
<b>E</b> Thriving Boomers	E19	Consummate Consumers
	E20	No Place Like Home
	E21	Unspoiled Splendor

<b>F</b> Promising Families	F22	Fast Track Couples
	F23	Families Matter Most
<b>G</b> Young City Solos	G24	Ambitious Singles
	G25	Urban Edge
<b>H</b> Bourgeois Melting Pot	H26	Progressive Assortment
	H27	Life of Leisure
	H28	Everyday Moderates
	H29	Destination Recreation
<b>I</b> Family Union	I30	Potlucks and the Great Outdoors
	I31	Hard Working Values
	I32	Steadfast Conventionalists
	I33	Balance and Harmony
<b>J</b> Autumn Years	J34	Suburban Sophisticates
	J35	Rural Escape
	J36	Settled and Sensible
<b>K</b> Significant Singles	K37	Wired for Success
	K38	Modern Blend
	K39	Metro Fusion
	K40	Bohemian Groove

# Sample Summary Slide



## Key Features

- Bilingual
- Luxury living
- Soccer fans
- Two family properties
- Economic literature
- Progressive liberals

## Who We Are



## Channel Preference



## Technology Adoption



Journeymen

# H26 Progressive Assortment

Mature couples with comfortable and active lives in established suburbs

30.17% of 60706

 2.11% |  2.48%

Interested in other cultures  
**Homeowner** Own DVR with cable/satellite box  
High school diploma Married with no kids **Own a Toyota**  
**Subscribe to internet service** News weeklies Lottery tickets  
Blue-collar occupation Very high property value **Listen to music**  
Home built 1950–1959 Foreign travel for vacation Age 51–65  
Gardening **Travel to work by car alone** Mid-range household income  
**Checking accounts**

# H26 Progressive Assortment

Mature couples with comfortable and active lives in established suburbs

30.17% of 60706

🏠 2.11% | 2.48% 👤



## Who We Are

Head of household age 

51–65

143 | 38.1%

Type of property 

Single family

101 | 90.6%

Est. Household income 

\$75,000–\$99,999

136 | 21.4%

Household size 

5+ persons

123 | 20.3%

Home ownership 

Homeowner

105 | 87.6%

Age of children 

13–18

88 | 12.6%

## Channel Preference



84



118



65



74



40



115

## Key Features

- Bilingual
- Ethnically diverse
- Urban-centric
- Comfortable spending
- Sports fans
- Comfortable lifestyles

## Technology Adoption



Wizards



Lottery tickets  
Lease car Less than high school Home built pre-1939  
Enjoy going to beach Public transport to work Movies  
National Basketball Association General editorial magazines  
Very high property value Interested in other cultures Age 36–45  
Front page of newspaper Love idea of traveling abroad Renter  
Subscribe to cable TV 1 person in household NBA on TV  
Subscribe to internet service



### Who We Are

<b>Head of household age</b> <p>36–45</p> <p>120   22.7%</p>	<b>Type of property</b> <p>Multi-family: 2 units</p> <p>1674   44.5%</p>
<b>Est. Household income</b> <p>\$250,000+</p> <p>159   11.1%</p>	<b>Household size</b> <p>1 person</p> <p>188   60.2%</p>
<b>Home ownership</b> <p>Renter</p> <p>411   42.4%</p>	<b>Age of children</b> <p>7–9</p> <p>103   13.8%</p>

### Channel Preference



### Key Features

- City lifestyle
- Suburban
- High value housing
- Renters
- Culturally diverse
- Luxury lifestyle

### Technology Adoption



Journeymen



D16

# Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs

10.45% of 60706

 2.04% |  3.09%



# D16 Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs

10.45% of 60706

🏠 2.04% | 3.09% 👤



## Who We Are

Head of household age



36–45

165 | 31.0%

Type of property



Single family

109 | 97.6%

Est. Household income



\$75,000–\$99,999

128 | 20.1%

Household size



5+ persons

185 | 30.6%

Home ownership



Homeowner

115 | 95.7%

Age of children



13–18

195 | 27.9%

## Channel Preference



79



127



12



69



120



187

## Key Features

- Comfortable lifestyles
- Young children
- Large households
- Do-it-yourselfers
- Tech apprentices
- Theme park vacations

## Technology Adoption



Apprentices



# J34 Suburban Sophisticates

Established sophisticates living comfortable suburban lifestyles

5.92% of 60706

 3.21% |  4.09%

Married with no kids  
Retired  
Contribute to charities High school diploma  
Front page of newspaper AARP member CUV  
Homeowner Lived here 25+ years Age 66–75  
General editorial magazines **Travel to work by car alone**  
Restaurants Own DVR with cable/satellite box 2 people in household  
Prefer traveling in U.S.  
Checking accounts Internet at home  
Homeowners' insurance



## Key Features

- Retired
- Financially secure
- AARP members
- Established homes
- Avid newspaper readers
- Republican households

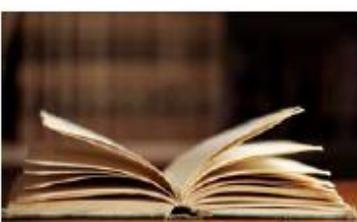
## Who We Are

<b>Head of household age</b> 🎂 66–75 373   48.5%	<b>Type of property</b> 🏠 Single family 111   99.4%
<b>Est. Household income</b> 💰 \$50,000–\$74,999 150   27.8%	<b>Household size</b> 👤 3 persons 159   24.2%
<b>Home ownership</b> 🤝 Homeowner 117   97.3%	<b>Age of children</b> 👶 4–6 12   1.0%

## Channel Preference



## Technology Adoption



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of other possibilities.



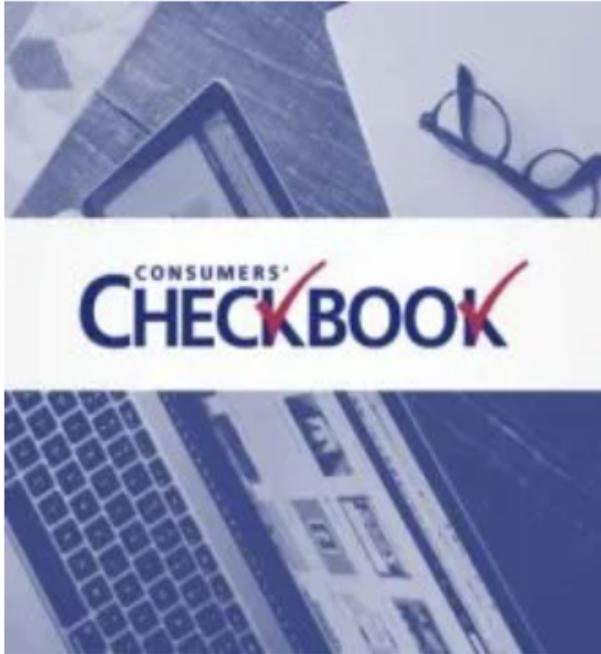
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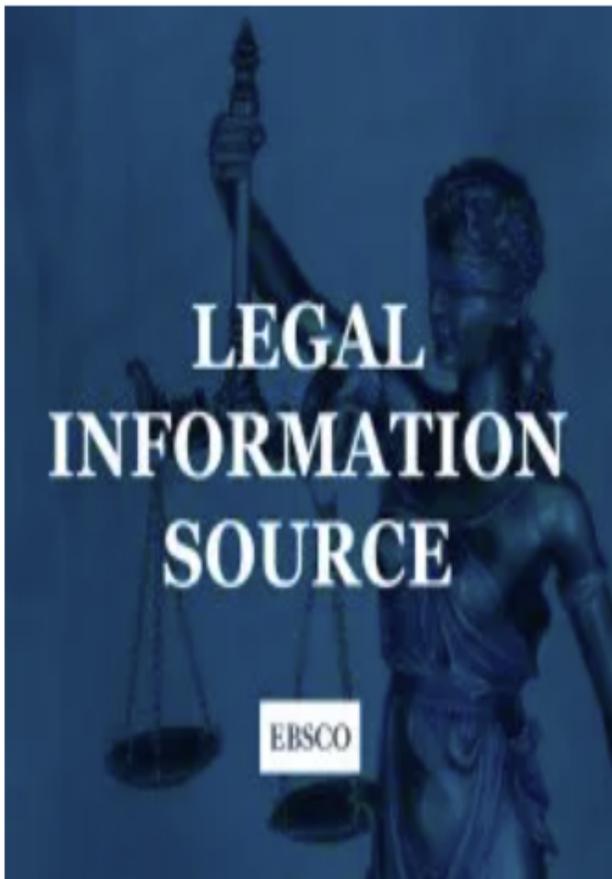


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Many available forms can generally be used with minor modification, however it is advisable to consult an attorney to review any form you prepare.

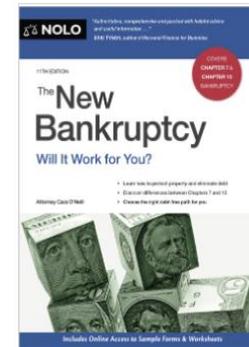
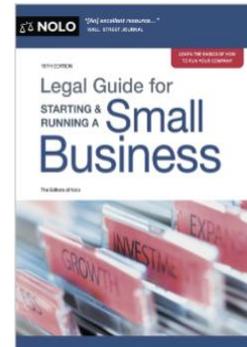
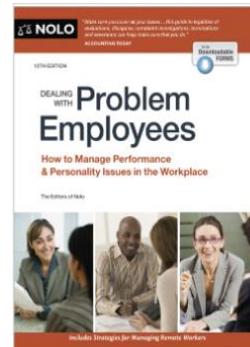
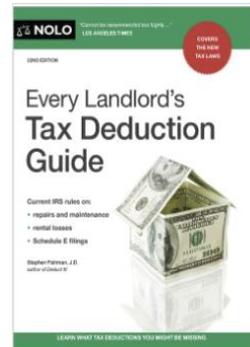
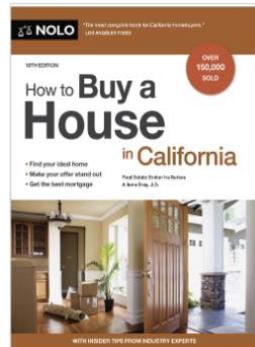


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## SMALL BUSINESS SOURCE

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## Small Business Source

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Small Business Source offers a collection of state-specific resources with demographic data and other information to meet the needs of small business owners and entrepreneurs. Many of the full-text reference books are provided through Nolo, the nation's oldest and most respected provider of legal information for consumers and small businesses. Business videos include interviews, lessons learned, lectures and how-to tips to foster success in all aspects of managing a business.



## Illinois Public Records

### Access Outside the Library

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Search public records, including real estate transactions, mortgages, foreclosures, and more.



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