

More than Demographics: Getting to Know Your Community

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Harwood Heights-Norridge Chamber of Commerce Meeting

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Demographics

vs.

Psychographic Segmentation

https://www.census.gov/



QuickFacts

Norridge village, Illinois; Harwood Heights village, Illinois

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

What's New & FAQs >

-- Select a fact --

CLEAR

TABLE

MAP

CHART

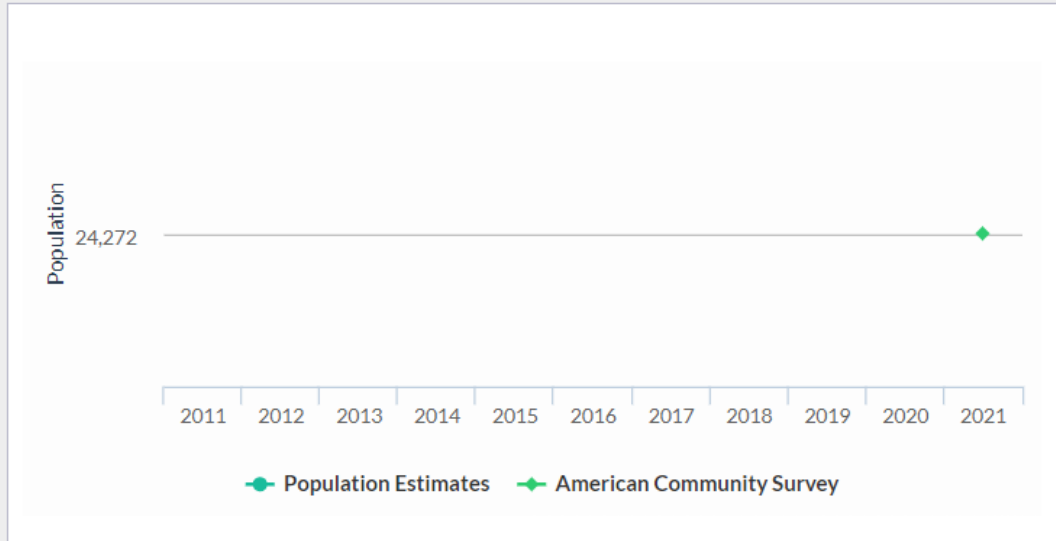
DASHBOARD

MORE

Table

All Topics	Norridge village, Illinois	Harwood Heights village, Illinois
Population Estimates, July 1 2022, (V2022)	NA	NA
PEOPLE		
Population		
Population Estimates, July 1 2022, (V2022)	NA	NA
Population Estimates, July 1 2021, (V2021)	15,009	8,836
Population estimates base, April 1, 2020, (V2022)	NA	NA
Population estimates base, April 1, 2020, (V2021)	15,284	9,043
Population, percent change - April 1, 2020 (estimates base) to July 1, 2022, (V2022)	NA	NA
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	-1.8%	-2.3%

60706 Population



Sources: United States Census Bureau. 2021 American Community Survey 5-Year Estimates. U.S. Census Bureau, American Community Survey Office. Web. 8 December 2022.

United States Census Bureau. Annual Estimates of the Resident Population: April 1, 2020 to July 1, 2021. U.S. Census Bureau, Population Division. Web. May 2022. <http://www.census.gov/>.

United States Census Bureau. Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2019. U.S. Census Bureau, Population Division. Web. May 2021. <http://www.census.gov/>.

United States Census Bureau. "P2 Hispanic or Latino, and Not Hispanic or Latino by Race." 2020 Census State Redistricting Data (Public Law 94-171) Summary File. U.S. Census Bureau, 2020 Census. Web. 12 August 2021. <https://www.census.gov/>.

[Check out our FAQs](#) for more details.

60706 Demographics Summary

Population

With 24,272 people, 60706 is the 197th most populated zip code in the state of Illinois out of 1,389 zip codes. But watch out, 60706, because [60002](#) with 24,257 people and [60124](#) with 24,176 people are right behind you.

Race & Ethnicity

The largest 60706 racial/ethnic groups are White (77.9%) followed by Hispanic (12.3%) and Asian (6.7%).

Median Income

In 2021, the median household income of 60706 households was \$79,138. 60706 households made slightly more than [60135](#) households (\$78,995) and [61777](#) households (\$79,118) . However, 3.4% of 60706 families live in poverty.

Median Age

The median age for 60706 residents is 43.6 years young.

Population & Diversity

Norridge, IL is home to a population of 14.5k people, from which 89.7% are citizens. As of 2020, 34.6% of Norridge, IL residents were born outside of the country (5k people).

In 2020, there were 15.4 times more White (Non-Hispanic) residents (11.9k people) in Norridge, IL than any other race or ethnicity. There were 774 White

(Hispanic) and 705 Asian (Non-Hispanic) residents, the second and third most common ethnic groups.

Citizenship

89.7%

2020 CITIZENSHIP

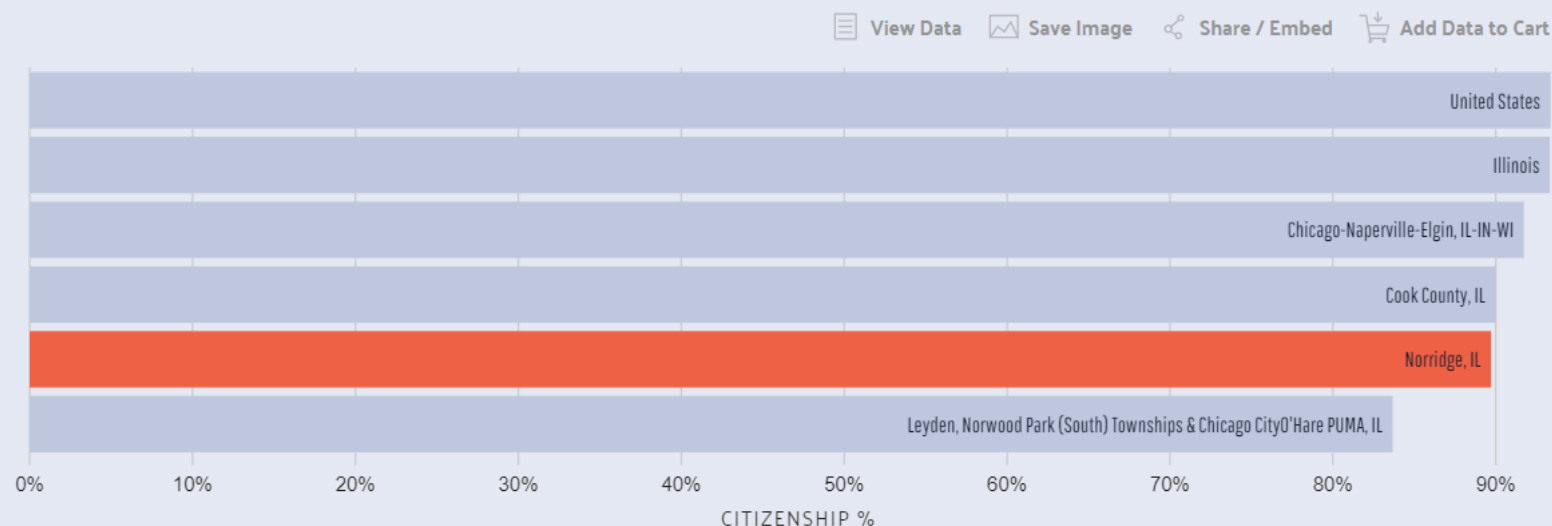
90.1%

2019 CITIZENSHIP

As of 2020, 89.7% of Norridge, IL residents were US citizens, which is lower than the national average of 93.4%. In 2019, the percentage of US citizens in Norridge, IL was 90.1%, meaning that the rate of citizenship has been decreasing.

The following chart shows US citizenship percentages in Norridge, IL compared to that of its neighboring and parent geographies.

Data from [the Census Bureau ACS 5-year Estimate](#).



Race and Ethnicity

THE 3 LARGEST ETHNIC GROUPS IN NORRIDGE, IL

- 1. White (Non-Hispanic)
11.9k ± 840
- 2. White (Hispanic)
774 ± 280
- 3. Asian (Non-Hispanic)
705 ± 291

9.43%

HISPANIC POPULATION
1.36k people

In 2020, there were 15.4 times more White (Non-Hispanic) residents (11.9k people) in Norridge, IL than any other race or ethnicity. There were 774 White (Hispanic) and 705 Asian (Non-Hispanic) residents, the second and third most common ethnic groups.

9.43% of the people in Norridge, IL are hispanic (1.36k people).

The following chart shows the 7 races represented in Norridge, IL as a share of the total population.

Data from [the Census Bureau ACS 5-year Estimate](#).



Foreign-Born Population

34.6%

2020 FOREIGN-BORN POPULATION
5k people

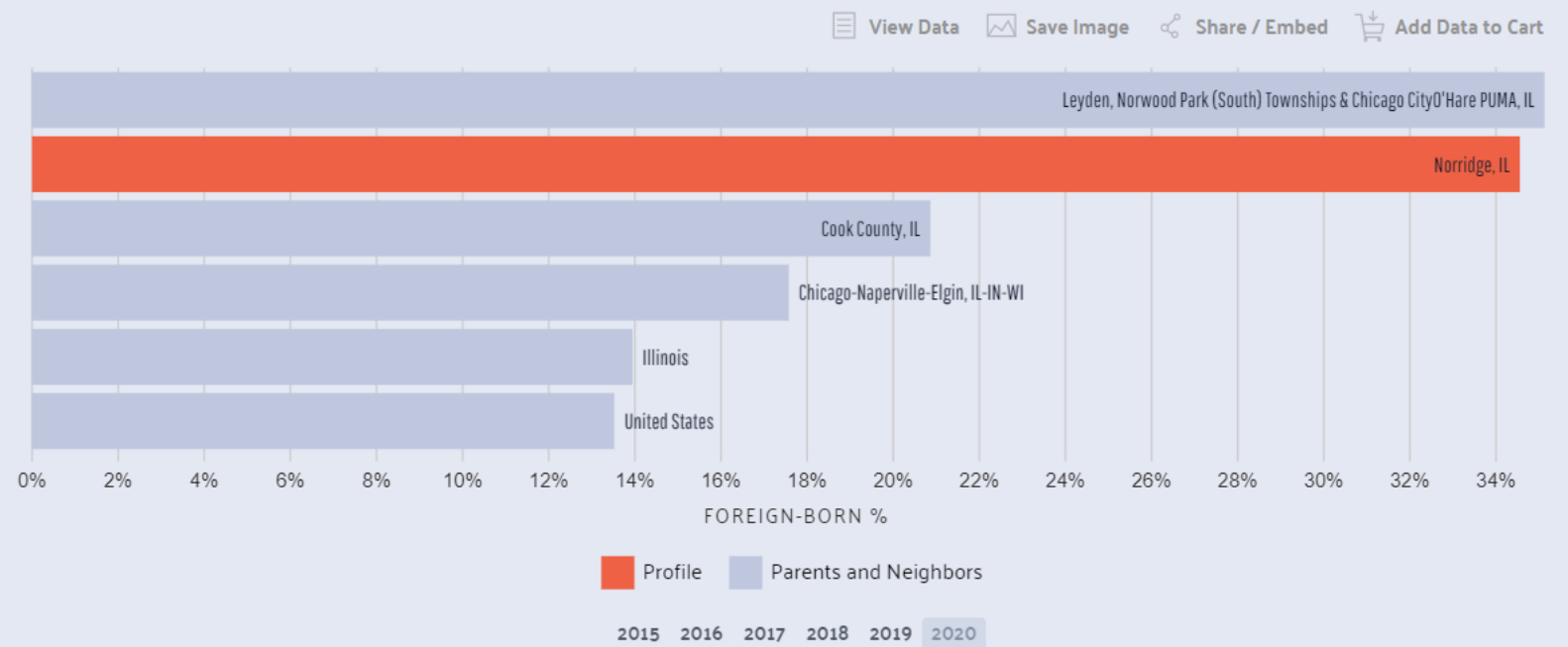
31.1%

2019 FOREIGN-BORN POPULATION
4.58k people

As of 2020, 34.6% of Norridge, IL residents (5k people) were born outside of the United States, which is higher than the national average of 13.5%. In 2019, the percentage of foreign-born citizens in Norridge, IL was 31.1%, meaning that the rate has been increasing.

The following chart shows the percentage of foreign-born residents in Norridge, IL compared to that of its neighboring and parent geographies.

Data from [the Census Bureau ACS 5-year Estimate](#).



MILITARY

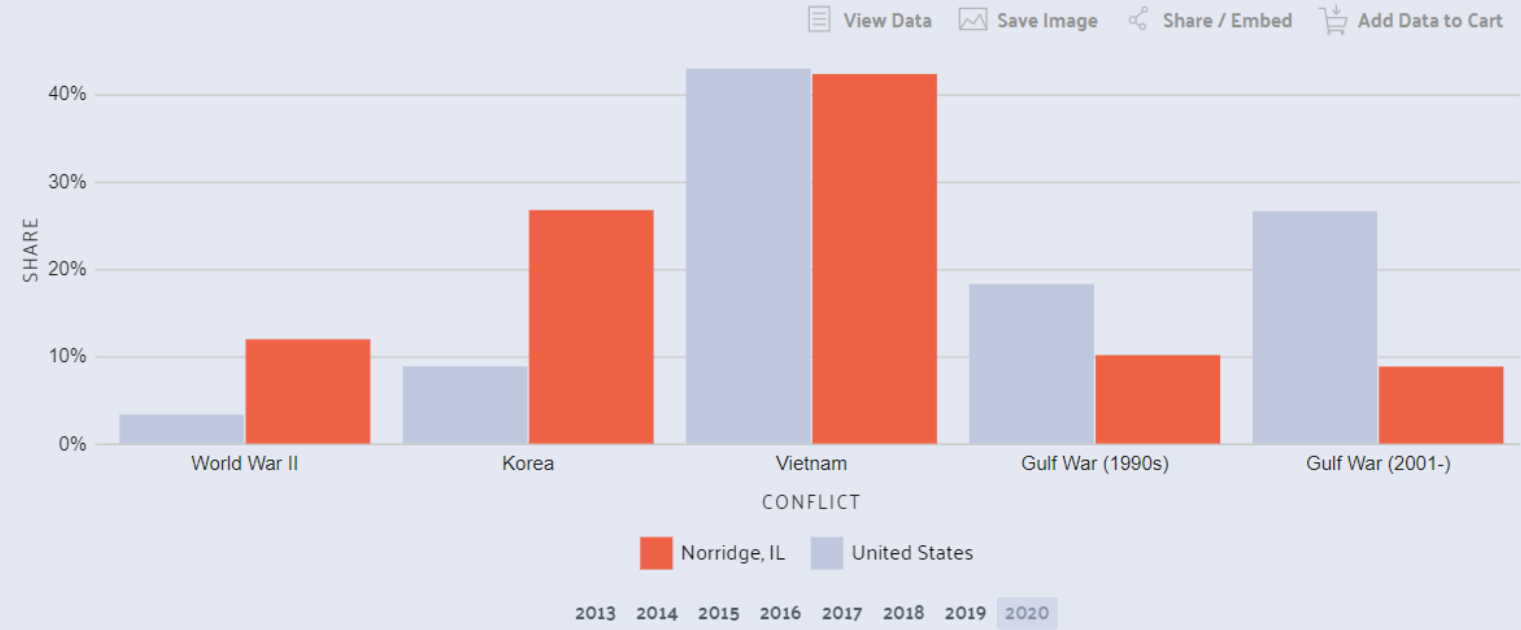
Veterans

MOST COMMON SERVICE PERIOD

- 1. Vietnam
163 ± 72
- 2. Korea
103 ± 58
- 3. World War II
46 ± 37

Norridge, IL has a large population of military personnel who served in Vietnam, 1.58 times greater than any other conflict.

Data from [the Census Bureau ACS 5-year Estimate](#).



Economy

The economy of Norridge, IL employs 6.4k people.
The largest industries in Norridge, IL are Health Care & Social Assistance (971 people), Manufacturing (715

people), and Construction (697 people), and the highest paying industries are Professional, Scientific, & Technical Services (\$71,302), Public Administration (\$70,197), and Information (\$66,250).

EMPLOYMENT

Occupations

All

Workforce

Value

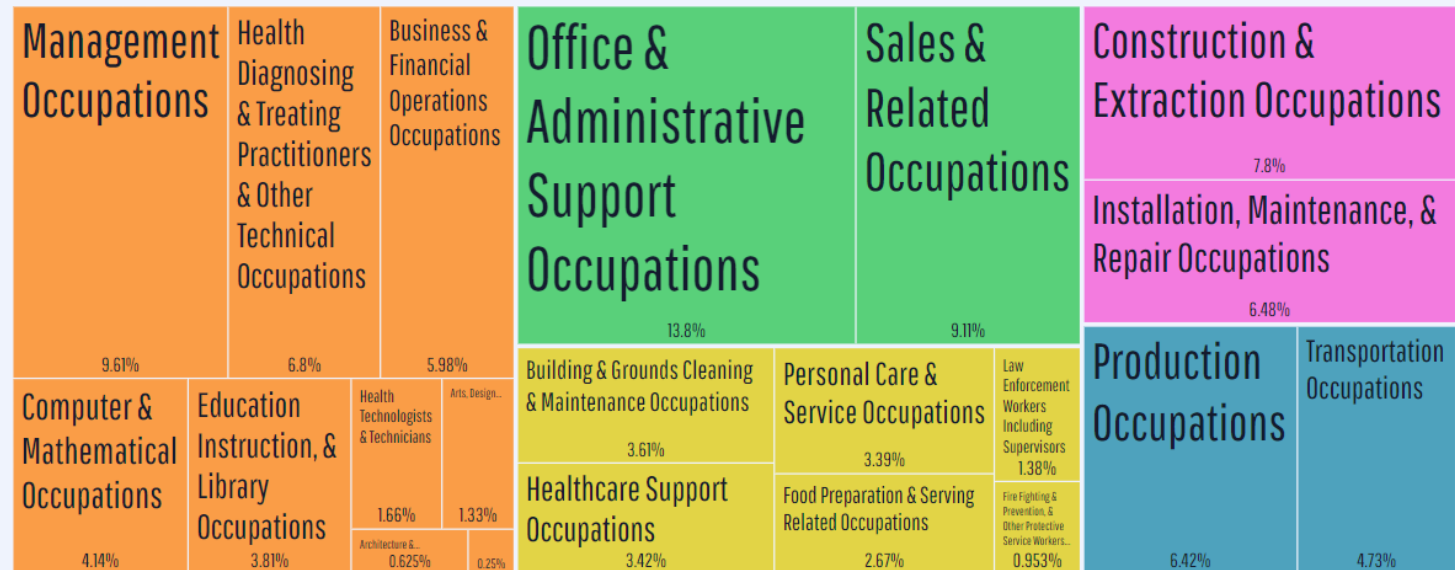
6.4k
2020 VALUE
± 597

−3%
1 YEAR DECLINE
± 12.6%

From 2019 to 2020, employment in Norridge, IL declined at a rate of −3%, from 6.6k employees to 6.4k employees.

The most common job groups, by number of people living in Norridge, IL, are Office & Administrative Support Occupations (881 people), Management Occupations (615 people), and Sales & Related Occupations (583 people). This chart illustrates the share breakdown of the primary jobs held by residents of Norridge, IL.

Data from [the Census Bureau ACS 5-year Estimate](#).



2013 2014 2015 2016 2017 2018 2019 2020

Household Income

Please note that the buckets used in this visualization were not evenly distributed by ACS when publishing the data.

\$78,300

MEDIAN HOUSEHOLD INCOME

± \$7,153

5.53k

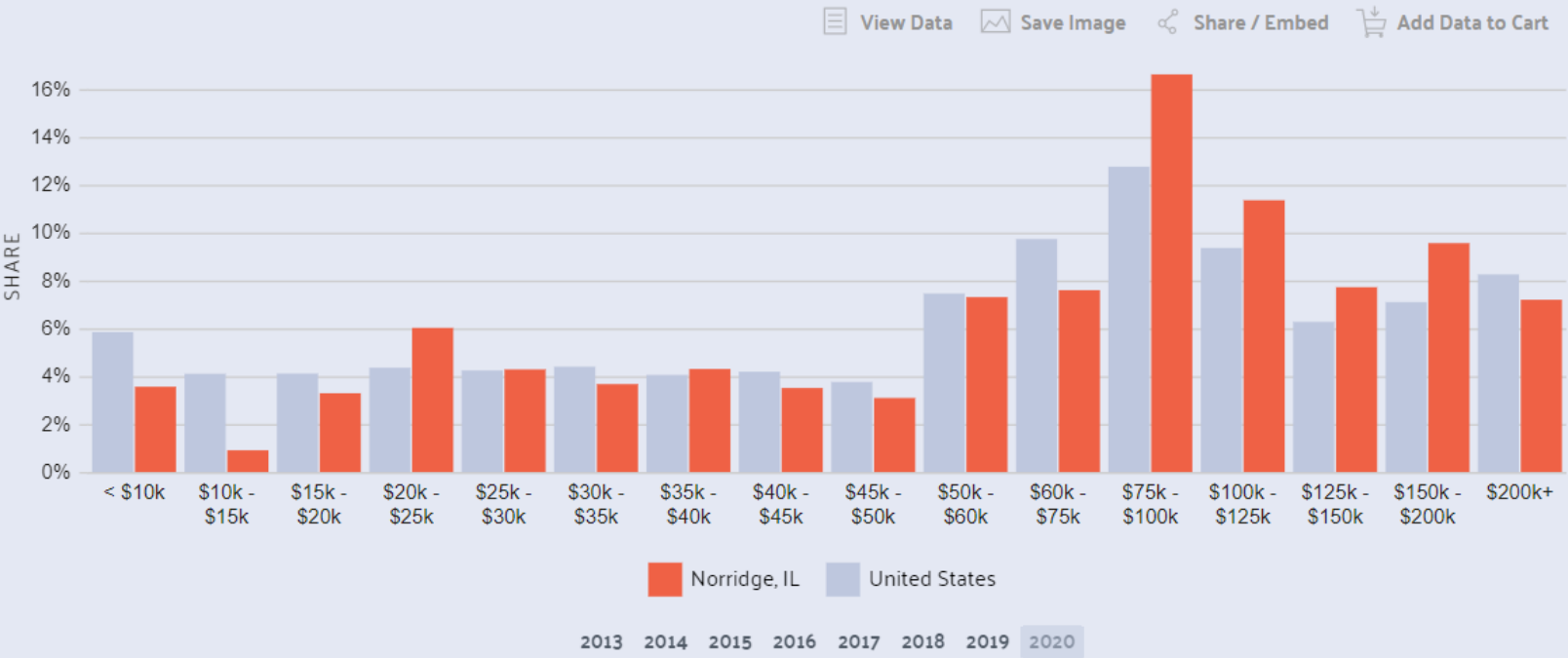
NUMBER OF HOUSEHOLDS

± 507

In 2020, the median household income of the 5.53k households in Norridge, IL grew to \$78,300 from the previous year's value of \$72,570.

The following chart displays the households in Norridge, IL distributed between a series of income buckets compared to the national averages for each bucket. The largest share of households have an income in the \$75k - \$100k range.

Data from [the Census Bureau ACS 5-year Estimate](#).



Experian Mosaic Segmentation



Segmentation Portal | Mosaic USA | Core | Segments

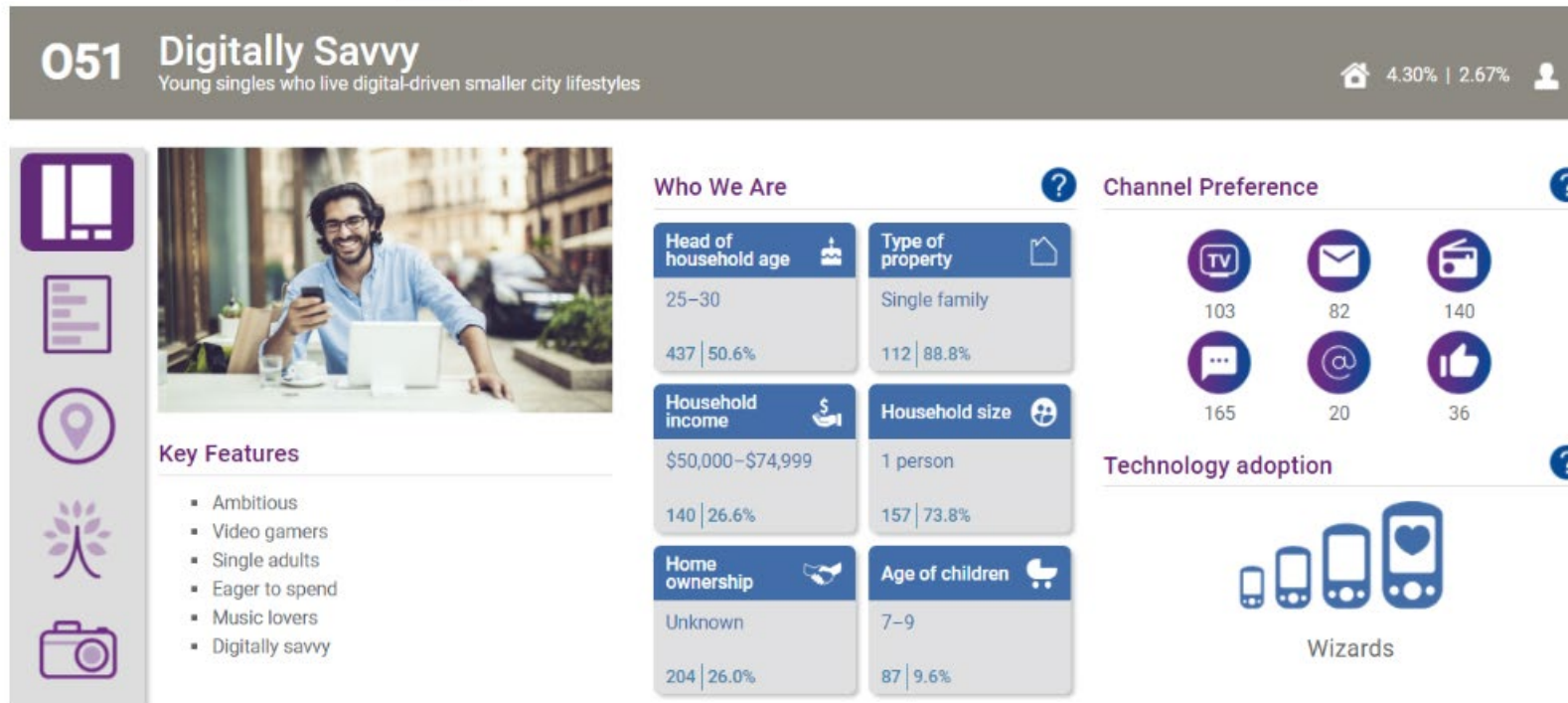
A Power Elite	B Flourishing Families	C Booming with Confidence	D Suburban Style	E Thriving Boomers
F Promising Families	G Young City Solos	H Bourgeois Melting Pot	I Family Union	J Autumn Years
K Significant Singles	L Blue Sky Boomers	M Families in Motion	N Pastoral Pride	O Singles and Starters
D	D	D	S	



Segmentation Portal | Mosaic USA | Core | Segments

B09 Family Fun-tastic	B10 Cosmopolitan Achievers	C11 Sophisticated City Dwellers	C12 Golf Carts and Gourmets	C13 Philanthropic Sophisticates	C14 Boomers and Boomerangs	D15 Sport Utility Families	D16 Settled in Suburbia
D17 Cul de Sac Diversity	D18 Suburban Nightlife	E19 Consummate Consumers	E20 No Place Like Home	E21 Unspoiled Splendor	F22 Fast Track Couples	F23 Families Matter Most	G24 Ambitious Singles
G25 Urban Edge	H26 Progressive Assortment	H27 Life of Leisure	H28 Everyday Moderates	H29 Destination Recreation	I30 Potlucks and the Great Outdoors	I31 Hard Working Values	I32 Steadfast Conventionalists
I33 Balance and Harmony	J34 Suburban Sophisticates	J35 Rural Escape	J36 Settled and Sensible	K37 Wired for Success	K38 Modern Blend	K39 Metro Fusion	K40 Bohemian Groove
L41 Booming and Consuming	L42 Rooted Flower Power	L43 Homemade Happiness	M44 Creative Comfort	M45 Growing and Expanding	N46 True Grit Americans	N47 Countrified Pragmatics	N48 Rural Southern Bliss
N49	O50	O51	O52	O53	O54	O55	P56

For each segment type, you'll first encounter the summary page.



This page gives you the segment name, a short description, and key features.

Let's take a closer look at the middle panel, titled Who We Are. We will focus on the "Head of household age" tile to understand how to interpret each of the tiles in this panel.

Head of household age

H26

Progressive Assortment

Mature couples with comfortable and active lives in established suburbs

31.02% of 60706



1.82% | 2.13%



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

31.02% of 60706



1.82% | 2.13%



Key Features

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

Who We Are



Head of household age



51–65

139 | 39.2%

Type of property



Single family

101 | 90.4%

Est. Household income



\$75,000–\$99,999

144 | 22.3%

Household size



3 persons

118 | 19.6%

Home ownership



Homeowner

105 | 86.5%

Age of children



13–18

92 | 11.8%

Channel Preference



94



110



28



80



43



114

Technology Adoption



Journeymen

K38

Modern Blend

Comfortably established singles and couples living suburban lifestyles

12.63% of 60706



1.49% | 1.27%



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

K38

Modern Blend

Comfortably established singles and couples living suburban lifestyles

12.63% of 60706

 1.49% | 1.27% 



Key Features

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

Who We Are

Head of household age



36–45

117 | 21.2%

Type of property



Multi-family: 2 units

1760 | 45.1%

Est. Household income



\$75,000–\$99,999

112 | 17.5%

Household size



1 person

182 | 60.0%

Home ownership



Renter

403 | 44.4%

Age of children



7–9

104 | 12.3%



Channel Preference



221



63



40



204



129



60

Technology Adoption



Wizards

D16

Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs

11.17% of 60706



1.69% | 2.52%



Gardening
Age 36–45 Checking accounts CUV
Lived here 25+ years Domestic travel for vacation Children aged 4–6
General editorial magazines Homeowner Own portable DVD or Blu-ray player
Subscribe to internet service Facebook Restaurants
Contribute to charities Married with kids NFL on TV
Travel to work by car alone Fitness walking
Homeowners' insurance

D16 Settled in Suburbia

Upper middle-class family units living comfortably in established suburbs

11.17% of 60706

 1.69% | 2.52% 



Key Features

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

Who We Are

Head of household age



36–45

167 | 30.3%

Type of property



Single family

109 | 97.5%

Est. Household income



\$75,000–\$99,999

135 | 21.0%

Household size



5+ persons

173 | 20.0%

Home ownership



Homeowner

115 | 95.1%

Age of children



4–6

258 | 22.5%



Channel Preference



78



156



4



77



136



182

Technology Adoption



Apprentices

J34

Suburban Sophisticates

Established sophisticates living comfortable suburban lifestyles

6.48% of 60706



3.07% | 3.86%



Married with no kids
Contribute to charities High school diploma Retired
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
Checking accounts Internet at home Prefer traveling in U.S.
Homeowners' insurance

J34

Suburban Sophisticates

Established sophisticates living comfortable suburban lifestyles

6.48% of 60706

 3.07% | 3.86% 



Key Features

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

Who We Are

<div>Head of household age</div> <div>66–75</div> <div>374 50.4%</div>	<div>Type of property</div> <div>Single family</div> <div>112 99.5%</div>
<div>Est. Household income</div> <div>\$50,000–\$74,999</div> <div>146 28.3%</div>	<div>Household size</div> <div>2 persons</div> <div>126 35.3%</div>
<div>Home ownership</div> <div>Homeowner</div> <div>118 97.2%</div>	<div>Age of children</div> <div>4–6</div> <div>19 1.7%</div>



Channel Preference



Technology Adoption



Novices

