



DEER PARK
TOWN CENTER





the place
to be.

Deer Park Town Center is the premier shopping destination in the region and is one of the top retail centers in the Chicagoland's greater area. This outdoor, pedestrian-friendly lifestyle center features more than 70 exceptional retail brands, restaurants, service providers as well as offers the community a variety of seasonal events and celebrations throughout the year.

the stats.



859,662
Population



253,377
Households



\$166,675
Average HH Income



42.6
Median Age



57%
Higher Education

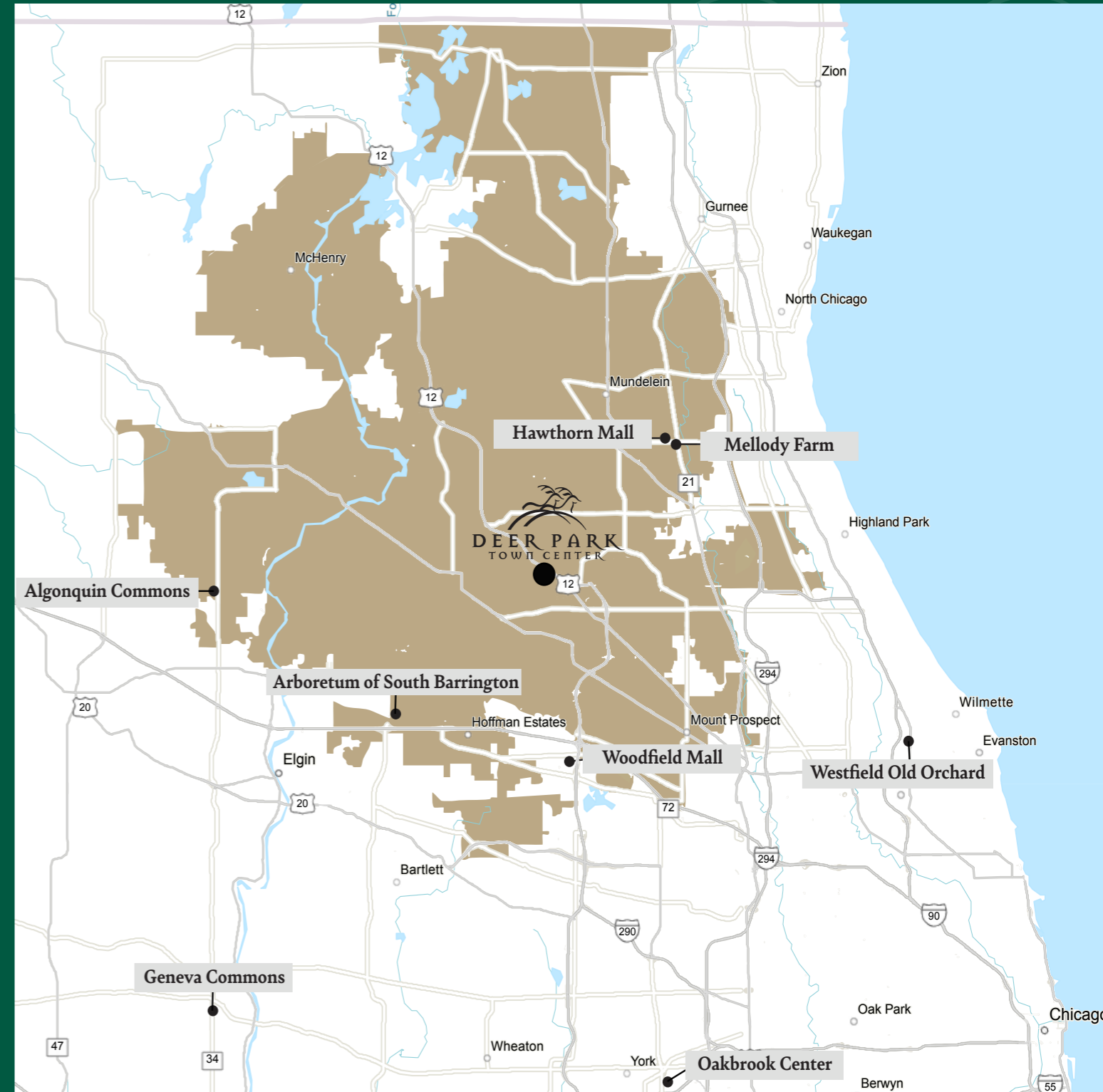


59.9%
HH with Income \$100K+

Source: PinPoint by Alexander Babbage and ESRI, 2026 10-mile

the area.

Conveniently located at Rand Road and Long Grove Road in Deer Park, IL, Deer Park Town Center is the dominant lifestyle center in the northwest suburbs of Chicago. The center serves the affluent suburban areas in Lake & Cook Counties and features great visibility and easy access from Rand Road, the area's main retail thoroughfare.



Trade Area





 **lululemon**



POTTERY BARN



SEPHORA



ANTHROPOLOGIE




KENDRA SCOTT



the people.



The Bustling Gourmet

- Empty nesters and focus on quality
- Gardening and home remodeling are priorities
- Foodies; love to cook and prefer natural or organic products
- Actively pursue a number of sports, from skiing to golf



The Chic Techie

- Goal-oriented couples with school-aged children
- Furnished with the latest trends, takes pride in their homes, continually upgrading
- Visits the salon and spa regularly
- Tech savvy; own the latest and greatest in technology



The Family Explorer

- Married with growing children in the suburban periphery
- Family oriented purchases and activities dominate
- Outdoors activities and sports are characteristics of life
- Connected, with a host of wireless devices

the potential.

Average Annual HH Spend

\$6,477

Food and Beverage

\$5,538

Entertainment and Recreation

\$3,280

Apparel and Services

\$5,061

Household Furnishings

\$1,074

Health and Personal Care



Average Annual Dining Spend

Meals at Restaurants

Dinner

Lunch

Alcohol

0 \$1,000 \$2,000 \$3,000 \$4,000 \$5,000 \$6,000



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