



# Market Profile

CAROL STREAM  
Area: 9.46 square miles

Prepared by Esri

<b>Population Summary</b>	
2000 Total Population	40,307
2010 Total Population	39,493
2019 Total Population	39,937
2019 Group Quarters	42
2024 Total Population	40,145
2019-2024 Annual Rate	0.10%
2019 Total Daytime Population	38,690
Workers	21,001
Residents	17,689
<b>Household Summary</b>	
2000 Households	13,844
2000 Average Household Size	2.91
2010 Households	14,186
2010 Average Household Size	2.78
2019 Households	14,466
2019 Average Household Size	2.76
2024 Households	14,582
2024 Average Household Size	2.75
2019-2024 Annual Rate	0.16%
2010 Families	10,318
2010 Average Family Size	3.31
2019 Families	10,367
2019 Average Family Size	3.31
2024 Families	10,391
2024 Average Family Size	3.31
2019-2024 Annual Rate	0.05%
<b>Housing Unit Summary</b>	
2000 Housing Units	14,172
Owner Occupied Housing Units	71.0%
Renter Occupied Housing Units	26.7%
Vacant Housing Units	2.3%
2010 Housing Units	14,971
Owner Occupied Housing Units	66.8%
Renter Occupied Housing Units	28.0%
Vacant Housing Units	5.2%
2019 Housing Units	15,214
Owner Occupied Housing Units	66.4%
Renter Occupied Housing Units	28.7%
Vacant Housing Units	4.9%
2024 Housing Units	15,398
Owner Occupied Housing Units	66.5%
Renter Occupied Housing Units	28.2%
Vacant Housing Units	5.3%
<b>Median Household Income</b>	
2019	\$82,261
2024	\$89,651
<b>Median Home Value</b>	
2019	\$258,148
2024	\$277,569
<b>Per Capita Income</b>	
2019	\$34,487
2024	\$38,706
<b>Median Age</b>	
2010	35.7
2019	37.5
2024	38.9

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>	
Household Income Base	14,466
<\$15,000	6.7%
\$15,000 - \$24,999	5.5%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	15.1%
\$75,000 - \$99,999	16.1%
\$100,000 - \$149,999	24.0%
\$150,000 - \$199,999	9.5%
\$200,000+	6.1%
Average Household Income	\$96,363
<b>2024 Households by Income</b>	
Household Income Base	14,582
<\$15,000	5.7%
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	8.9%
\$50,000 - \$74,999	14.5%
\$75,000 - \$99,999	15.5%
\$100,000 - \$149,999	25.7%
\$150,000 - \$199,999	11.6%
\$200,000+	7.3%
Average Household Income	\$107,902
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	10,100
<\$50,000	1.3%
\$50,000 - \$99,999	1.5%
\$100,000 - \$149,999	7.0%
\$150,000 - \$199,999	16.4%
\$200,000 - \$249,999	20.2%
\$250,000 - \$299,999	21.9%
\$300,000 - \$399,999	22.2%
\$400,000 - \$499,999	6.0%
\$500,000 - \$749,999	2.8%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.4%
Average Home Value	\$278,210
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	10,232
<\$50,000	0.7%
\$50,000 - \$99,999	0.9%
\$100,000 - \$149,999	4.8%
\$150,000 - \$199,999	13.0%
\$200,000 - \$249,999	18.3%
\$250,000 - \$299,999	22.4%
\$300,000 - \$399,999	26.5%
\$400,000 - \$499,999	8.1%
\$500,000 - \$749,999	4.3%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.5%
Average Home Value	\$304,782

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	39,494
0 - 4	6.4%
5 - 9	6.5%
10 - 14	7.2%
15 - 24	15.2%
25 - 34	13.9%
35 - 44	13.6%
45 - 54	17.7%
55 - 64	11.2%
65 - 74	4.4%
75 - 84	2.5%
85 +	1.5%
18 +	74.7%
2019 Population by Age	
Total	39,939
0 - 4	5.8%
5 - 9	6.0%
10 - 14	6.6%
15 - 24	12.2%
25 - 34	15.9%
35 - 44	13.5%
45 - 54	13.6%
55 - 64	13.8%
65 - 74	7.8%
75 - 84	3.1%
85 +	1.8%
18 +	77.9%
2024 Population by Age	
Total	40,146
0 - 4	5.7%
5 - 9	5.7%
10 - 14	6.3%
15 - 24	11.3%
25 - 34	14.6%
35 - 44	15.3%
45 - 54	12.5%
55 - 64	12.7%
65 - 74	9.6%
75 - 84	4.3%
85 +	1.9%
18 +	78.5%
2010 Population by Sex	
Males	19,423
Females	20,070
2019 Population by Sex	
Males	19,709
Females	20,228
2024 Population by Sex	
Males	19,795
Females	20,350

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>	
Total	39,492
White Alone	71.1%
Black Alone	5.6%
American Indian Alone	0.3%
Asian Alone	14.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.4%
Two or More Races	2.7%
Hispanic Origin	14.0%
Diversity Index	59.7
<b>2019 Population by Race/Ethnicity</b>	
Total	39,937
White Alone	65.9%
Black Alone	6.1%
American Indian Alone	0.3%
Asian Alone	18.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.4%
Two or More Races	3.3%
Hispanic Origin	16.1%
Diversity Index	65.6
<b>2024 Population by Race/Ethnicity</b>	
Total	40,145
White Alone	62.7%
Black Alone	6.5%
American Indian Alone	0.3%
Asian Alone	19.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	7.1%
Two or More Races	3.6%
Hispanic Origin	17.6%
Diversity Index	69.0
<b>2010 Population by Relationship and Household Type</b>	
Total	39,493
In Households	99.9%
In Family Households	88.1%
Householder	25.9%
Spouse	20.5%
Child	35.2%
Other relative	4.9%
Nonrelative	1.6%
In Nonfamily Households	11.8%
In Group Quarters	0.1%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>	
Total	27,765
Less than 9th Grade	3.3%
9th - 12th Grade, No Diploma	5.9%
High School Graduate	19.2%
GED/Alternative Credential	2.9%
Some College, No Degree	19.3%
Associate Degree	8.5%
Bachelor's Degree	28.8%
Graduate/Professional Degree	12.1%
<b>2019 Population 15+ by Marital Status</b>	
Total	32,618
Never Married	31.5%
Married	55.1%
Widowed	4.2%
Divorced	9.2%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.5%
Civilian Unemployed (Unemployment Rate)	3.5%
<b>2019 Employed Population 16+ by Industry</b>	
Total	22,642
Agriculture/Mining	0.2%
Construction	4.2%
Manufacturing	17.0%
Wholesale Trade	3.9%
Retail Trade	10.5%
Transportation/Utilities	8.0%
Information	2.4%
Finance/Insurance/Real Estate	7.6%
Services	43.6%
Public Administration	2.6%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	22,642
White Collar	67.9%
Management/Business/Financial	17.7%
Professional	21.2%
Sales	12.3%
Administrative Support	16.8%
Services	13.9%
Blue Collar	18.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.5%
Installation/Maintenance/Repair	3.0%
Production	7.1%
Transportation/Material Moving	5.5%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	39,493
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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<b>2010 Households by Type</b>	
Total	14,187
Households with 1 Person	22.2%
Households with 2+ People	77.8%
Family Households	72.7%
Husband-wife Families	57.5%
With Related Children	30.1%
Other Family (No Spouse Present)	15.2%
Other Family with Male Householder	4.2%
With Related Children	2.2%
Other Family with Female Householder	11.1%
With Related Children	6.9%
Nonfamily Households	5.1%
All Households with Children	39.5%
Multigenerational Households	5.1%
Unmarried Partner Households	5.0%
Male-female	4.6%
Same-sex	0.5%
<b>2010 Households by Size</b>	
Total	14,186
1 Person Household	22.2%
2 Person Household	27.2%
3 Person Household	18.6%
4 Person Household	18.7%
5 Person Household	8.6%
6 Person Household	3.1%
7 + Person Household	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	14,186
Owner Occupied	70.5%
Owned with a Mortgage/Loan	59.6%
Owned Free and Clear	10.9%
Renter Occupied	29.5%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	14,971
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

1. Soccer Moms (4A)
2. Home Improvement (4B)
3. Retirement Communities

## 2019 Consumer Spending

Apparel & Services: Total \$	\$34,296,128
Average Spent	\$2,370.81
Spending Potential Index	111
Education: Total \$	\$25,070,969
Average Spent	\$1,733.10
Spending Potential Index	109
Entertainment/Recreation: Total \$	\$51,331,236
Average Spent	\$3,548.41
Spending Potential Index	109
Food at Home: Total \$	\$81,176,227
Average Spent	\$5,611.52
Spending Potential Index	108
Food Away from Home: Total \$	\$58,971,498
Average Spent	\$4,076.56
Spending Potential Index	111
Health Care: Total \$	\$92,719,597
Average Spent	\$6,409.48
Spending Potential Index	108
HH Furnishings & Equipment: Total \$	\$34,470,246
Average Spent	\$2,382.85
Spending Potential Index	112
Personal Care Products & Services: Total \$	\$14,570,623
Average Spent	\$1,007.23
Spending Potential Index	114
Shelter: Total \$	\$295,278,481
Average Spent	\$20,411.90
Spending Potential Index	110
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$39,447,324
Average Spent	\$2,726.90
Spending Potential Index	110
Travel: Total \$	\$36,291,311
Average Spent	\$2,508.73
Spending Potential Index	112
Vehicle Maintenance & Repairs: Total \$	\$18,368,010
Average Spent	\$1,269.74
Spending Potential Index	111

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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