



Retail Market Potential

CAROL STREAM
Area: 9.46 square miles

Prepared by Esri

Demographic Summary		2019	2024
Population		39,937	40,145
Population 18+		31,101	31,510
Households		14,466	14,582
Median Household Income		\$82,261	\$89,651

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	15,482	49.8%	105
Bought any women's clothing in last 12 months	14,146	45.5%	106
Bought clothing for child <13 years in last 6 months	9,124	29.3%	110
Bought any shoes in last 12 months	17,232	55.4%	106
Bought costume jewelry in last 12 months	5,823	18.7%	107
Bought any fine jewelry in last 12 months	5,569	17.9%	100
Bought a watch in last 12 months	5,112	16.4%	106
Automobiles (Households)			
HH owns/leases any vehicle	13,023	90.0%	105
HH bought/leased new vehicle last 12 months	1,699	11.7%	120
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	27,992	90.0%	105
Bought/changed motor oil in last 12 months	14,941	48.0%	101
Had tune-up in last 12 months	8,091	26.0%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	22,826	73.4%	102
Drank regular cola in last 6 months	12,847	41.3%	93
Drank beer/ale in last 6 months	13,891	44.7%	106
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,814	12.3%	122
Own digital SLR camera/camcorder	3,129	10.1%	128
Printed digital photos in last 12 months	8,942	28.8%	126
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	10,929	35.1%	102
Have a smartphone	27,725	89.1%	106
Have a smartphone: Android phone (any brand)	12,682	40.8%	101
Have a smartphone: Apple iPhone	14,678	47.2%	113
Number of cell phones in household: 1	3,676	25.4%	83
Number of cell phones in household: 2	5,759	39.8%	103
Number of cell phones in household: 3+	4,753	32.9%	117
HH has cell phone only (no landline telephone)	7,973	55.1%	98
Computers (Households)			
HH owns a computer	11,903	82.3%	112
HH owns desktop computer	6,063	41.9%	114
HH owns laptop/notebook	9,303	64.3%	114
HH owns any Apple/Mac brand computer	3,083	21.3%	118
HH owns any PC/non-Apple brand computer	9,954	68.8%	112
HH purchased most recent computer in a store	5,822	40.2%	111
HH purchased most recent computer online	2,286	15.8%	116
Spent <\$1-499 on most recent home computer	2,230	15.4%	105
Spent \$500-\$999 on most recent home computer	2,810	19.4%	116
Spent \$1,000-\$1,499 on most recent home computer	1,516	10.5%	109
Spent \$1,500-\$1,999 on most recent home computer	733	5.1%	114
Spent \$2,000+ on most recent home computer	663	4.6%	116

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	20,351	65.4%	103
Bought brewed coffee at convenience store in last 30 days	4,168	13.4%	96
Bought cigarettes at convenience store in last 30 days	2,783	8.9%	83
Bought gas at convenience store in last 30 days	12,127	39.0%	104
Spent at convenience store in last 30 days: <\$1-19	2,627	8.4%	123
Spent at convenience store in last 30 days: \$20-\$39	3,113	10.0%	106
Spent at convenience store in last 30 days: \$40-\$50	2,445	7.9%	95
Spent at convenience store in last 30 days: \$51-\$99	1,725	5.5%	100
Spent at convenience store in last 30 days: \$100+	7,083	22.8%	102
Entertainment (Adults)			
Attended a movie in last 6 months	20,140	64.8%	111
Went to live theater in last 12 months	3,644	11.7%	106
Went to a bar/night club in last 12 months	6,083	19.6%	113
Dined out in last 12 months	18,283	58.8%	113
Gambled at a casino in last 12 months	4,447	14.3%	108
Visited a theme park in last 12 months	6,974	22.4%	119
Viewed movie (video-on-demand) in last 30 days	6,986	22.5%	128
Viewed TV show (video-on-demand) in last 30 days	5,195	16.7%	132
Watched any pay-per-view TV in last 12 months	3,779	12.2%	124
Downloaded a movie over the Internet in last 30 days	3,282	10.6%	110
Downloaded any individual song in last 6 months	7,171	23.1%	121
Watched a movie online in the last 30 days	8,887	28.6%	106
Watched a TV program online in last 30 days	6,517	21.0%	110
Played a video/electronic game (console) in last 12 months	2,725	8.8%	99
Played a video/electronic game (portable) in last 12 months	1,457	4.7%	100
Financial (Adults)			
Have home mortgage (1st)	12,377	39.8%	128
Used ATM/cash machine in last 12 months	18,613	59.8%	113
Own any stock	2,578	8.3%	116
Own U.S. savings bond	1,588	5.1%	117
Own shares in mutual fund (stock)	2,766	8.9%	124
Own shares in mutual fund (bonds)	1,940	6.2%	131
Have interest checking account	10,412	33.5%	117
Have non-interest checking account	9,738	31.3%	107
Have savings account	20,262	65.1%	114
Have 401K retirement savings plan	6,491	20.9%	130
Own/used any credit/debit card in last 12 months	26,525	85.3%	107
Avg monthly credit card expenditures: <\$1-110	3,837	12.3%	107
Avg monthly credit card expenditures: \$111-\$225	2,429	7.8%	106
Avg monthly credit card expenditures: \$226-\$450	2,417	7.8%	114
Avg monthly credit card expenditures: \$451-\$700	2,149	6.9%	113
Avg monthly credit card expenditures: \$701-\$1,000	1,869	6.0%	107
Avg monthly credit card expenditures: \$1,001+	4,491	14.4%	124
Did banking online in last 12 months	14,889	47.9%	123
Did banking on mobile device in last 12 months	10,037	32.3%	125
Paid bills online in last 12 months	18,179	58.5%	117

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	10,152	70.2%	102
Used bread in last 6 months	13,506	93.4%	100
Used chicken (fresh or frozen) in last 6 months	10,435	72.1%	104
Used turkey (fresh or frozen) in last 6 months	2,157	14.9%	100
Used fish/seafood (fresh or frozen) in last 6 months	8,051	55.7%	101
Used fresh fruit/vegetables in last 6 months	12,626	87.3%	102
Used fresh milk in last 6 months	12,490	86.3%	100
Used organic food in last 6 months	3,693	25.5%	107
Health (Adults)			
Exercise at home 2+ times per week	9,783	31.5%	115
Exercise at club 2+ times per week	5,765	18.5%	129
Visited a doctor in last 12 months	24,450	78.6%	102
Used vitamin/dietary supplement in last 6 months	17,589	56.6%	105
Home (Households)			
Did any home improvement in last 12 months	4,440	30.7%	111
Used any housekeeper/professional cleaning service in last 12 months	2,457	17.0%	117
Purchased low ticket HH furnishings in last 12 months	2,633	18.2%	106
Purchased big ticket HH furnishings in last 12 months	3,734	25.8%	116
Bought any small kitchen appliance in last 12 months	3,528	24.4%	109
Bought any large kitchen appliance in last 12 months	2,188	15.1%	109
Insurance (Adults/Households)			
Currently carry life insurance	15,472	49.7%	112
Carry medical/hospital/accident insurance	24,564	79.0%	106
Carry homeowner insurance	16,765	53.9%	114
Carry renter's insurance	2,526	8.1%	95
Have auto insurance: 1 vehicle in household covered	4,328	29.9%	96
Have auto insurance: 2 vehicles in household covered	4,441	30.7%	108
Have auto insurance: 3+ vehicles in household covered	3,818	26.4%	115
Pets (Households)			
Household owns any pet	8,155	56.4%	103
Household owns any cat	3,172	21.9%	96
Household owns any dog	6,241	43.1%	103
Psychographics (Adults)			
Buying American is important to me	11,514	37.0%	94
Usually buy items on credit rather than wait	4,235	13.6%	104
Usually buy based on quality - not price	5,408	17.4%	92
Price is usually more important than brand name	8,658	27.8%	101
Usually use coupons for brands I buy often	5,285	17.0%	98
Am interested in how to help the environment	5,794	18.6%	96
Usually pay more for environ safe product	3,914	12.6%	89
Usually value green products over convenience	3,198	10.3%	91
Likely to buy a brand that supports a charity	11,020	35.4%	101
Reading (Adults)			
Bought digital book in last 12 months	4,761	15.3%	118
Bought hardcover book in last 12 months	7,102	22.8%	114
Bought paperback book in last 12 month	9,982	32.1%	113
Read any daily newspaper (paper version)	5,289	17.0%	92
Read any digital newspaper in last 30 days	13,828	44.5%	112
Read any magazine (paper/electronic version) in last 6 months	29,256	94.1%	103

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	24,884	80.0%	107
Went to family restaurant/steak house: 4+ times a month	9,317	30.0%	113
Went to fast food/drive-in restaurant in last 6 months	28,697	92.3%	102
Went to fast food/drive-in restaurant 9+ times/month	13,080	42.1%	107
Fast food restaurant last 6 months: eat in	12,195	39.2%	105
Fast food restaurant last 6 months: home delivery	2,795	9.0%	104
Fast food restaurant last 6 months: take-out/drive-thru	15,810	50.8%	108
Fast food restaurant last 6 months: take-out/walk-in	7,370	23.7%	114
Television & Electronics (Adults/Households)			
Own any tablet	17,821	57.3%	119
Own any e-reader	3,272	10.5%	126
Own e-reader/tablet: iPad	10,927	35.1%	125
HH has Internet connectable TV	4,791	33.1%	116
Own any portable MP3 player	6,673	21.5%	115
HH owns 1 TV	2,838	19.6%	93
HH owns 2 TVs	3,844	26.6%	99
HH owns 3 TVs	3,089	21.4%	102
HH owns 4+ TVs	3,009	20.8%	120
HH subscribes to cable TV	7,182	49.6%	114
HH subscribes to fiber optic	1,256	8.7%	123
HH owns portable GPS navigation device	3,704	25.6%	112
HH purchased video game system in last 12 months	1,311	9.1%	110
HH owns any Internet video device for TV	4,248	29.4%	122
Travel (Adults)			
Took domestic trip in continental US last 12 months	19,132	61.5%	117
Took 3+ domestic non-business trips in last 12 months	4,395	14.1%	119
Spent on domestic vacations in last 12 months: <\$1-999	3,686	11.9%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,406	7.7%	124
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,458	4.7%	116
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,647	5.3%	127
Spent on domestic vacations in last 12 months: \$3,000+	2,432	7.8%	121
Domestic travel in last 12 months: used general travel website	2,679	8.6%	126
Took foreign trip (including Alaska and Hawaii) in last 3 years	10,135	32.6%	119
Took 3+ foreign trips by plane in last 3 years	2,050	6.6%	121
Spent on foreign vacations in last 12 months: <\$1-999	1,559	5.0%	108
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,427	4.6%	114
Spent on foreign vacations in last 12 months: \$3,000+	2,461	7.9%	125
Foreign travel in last 3 years: used general travel website	2,179	7.0%	122
Nights spent in hotel/motel in last 12 months: any	16,275	52.3%	118
Took cruise of more than one day in last 3 years	3,303	10.6%	119
Member of any frequent flyer program	7,299	23.5%	130
Member of any hotel rewards program	7,087	22.8%	127

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