



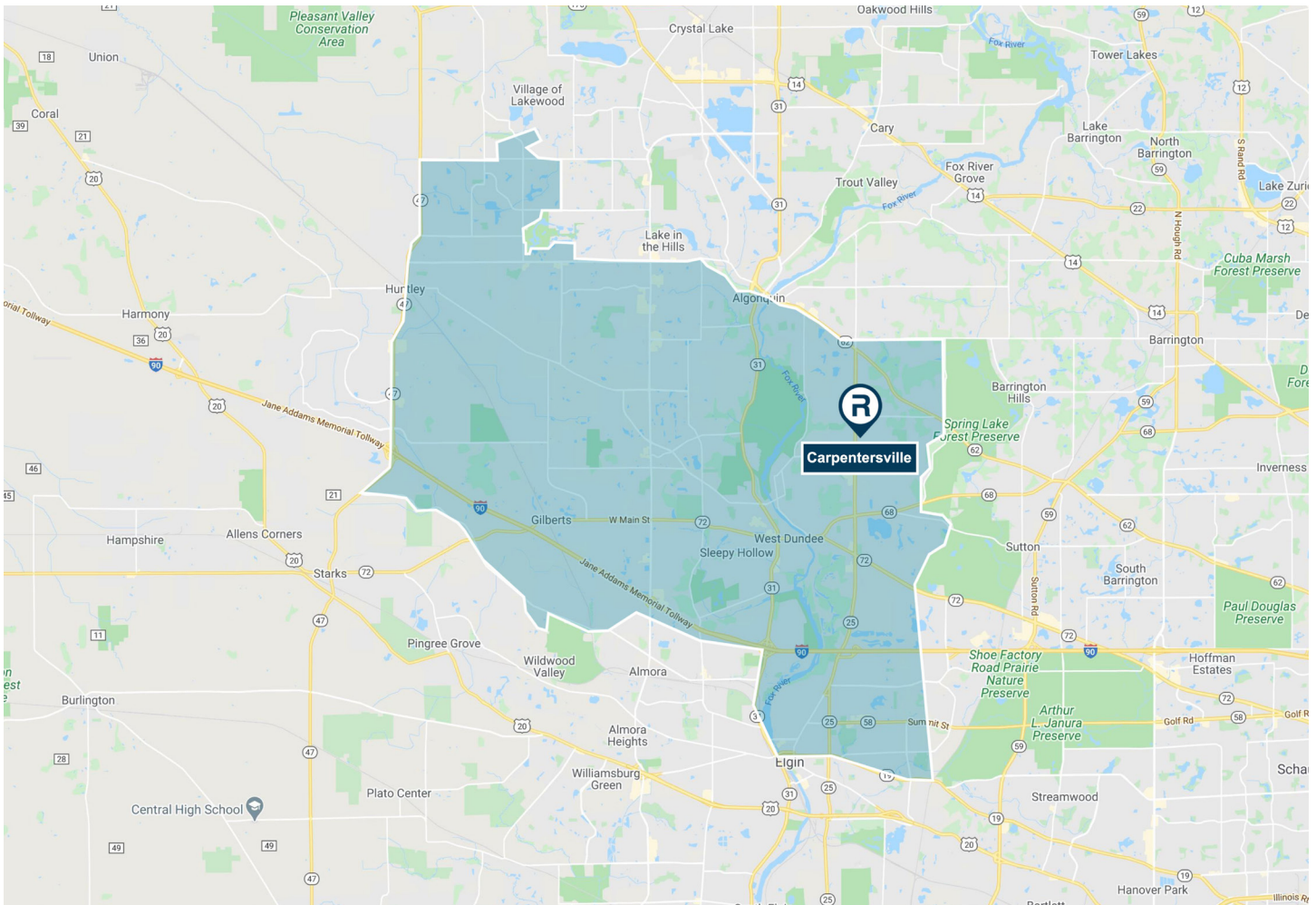
The **Retail** Coach®

Retail Trade Area Demographic Profile

CARPENTERSVILLE, ILLINOIS

Prepared for Village of Carpentersville
July 2021

Retail Trade Area



Prepared for:



Village of Carpentersville
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Retail Trade Area • Demographic Profile

Carpentersville, Illinois

DESCRIPTION	DATA	%
Population		
2026 Projection	157,584	
2021 Estimate	156,149	
2010 Census	151,452	
2000 Census	112,909	
Growth 2021 - 2026		0.92%
Growth 2010 - 2021		3.10%
Growth 2000 - 2010		34.14%
2021 Est. Population by Single-Classification Race	156,149	
White Alone	110,386	70.69%
Black or African American Alone	6,867	4.40%
Amer. Indian and Alaska Native Alone	979	0.63%
Asian Alone	14,572	9.33%
Native Hawaiian and Other Pacific Island Alone	70	0.05%
Some Other Race Alone	18,229	11.67%
Two or More Races	5,047	3.23%
2021 Est. Population by Hispanic or Latino Origin	156,149	
Not Hispanic or Latino	105,620	67.64%
Hispanic or Latino	50,529	32.36%
Mexican	42,703	84.51%
Puerto Rican	2,976	5.89%
Cuban	374	0.74%
All Other Hispanic or Latino	4,475	8.86%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	50,529	
White Alone	28,557	56.52%
Black or African American Alone	489	0.97%
American Indian and Alaska Native Alone	800	1.58%
Asian Alone	174	0.34%
Native Hawaiian and Other Pacific Islander Alone	30	0.06%
Some Other Race Alone	18,056	35.73%
Two or More Races	2,424	4.80%
2021 Est. Pop by Race, Asian Alone, by Category	14,572	
Chinese, except Taiwanese	1,301	8.93%
Filipino	3,828	26.27%
Japanese	136	0.93%
Asian Indian	5,573	38.25%
Korean	726	4.98%
Vietnamese	445	3.05%
Cambodian	2	0.01%
Hmong	1	0.01%
Laotian	382	2.62%
Thai	132	0.91%
All Other Asian Races Including 2+ Category	2,047	14.05%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	156,149	
Arab	920	0.59%
Czech	1,194	0.77%
Danish	664	0.43%
Dutch	657	0.42%
English	5,484	3.51%
French (except Basque)	2,110	1.35%
French Canadian	311	0.20%
German	22,231	14.24%
Greek	916	0.59%
Hungarian	433	0.28%
Irish	12,717	8.14%
Italian	9,234	5.91%
Lithuanian	358	0.23%
United States or American	3,275	2.10%
Norwegian	1,890	1.21%
Polish	10,953	7.02%
Portuguese	178	0.11%
Russian	684	0.44%
Scottish	1,590	1.02%
Scotch-Irish	538	0.35%
Slovak	239	0.15%
Subsaharan African	1,056	0.68%
Swedish	2,970	1.90%
Swiss	221	0.14%
Ukrainian	549	0.35%
Welsh	210	0.14%
West Indian (except Hisp. groups)	419	0.27%
Other ancestries	58,251	37.31%
Ancestry Unclassified	15,893	10.18%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	94,610	65.20%
Speak Asian/Pacific Island Language at Home	5,426	3.74%
Speak IndoEuropean Language at Home	8,771	6.05%
Speak Spanish at Home	35,879	24.73%
Speak Other Language at Home	411	0.28%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	156,149	
Age 0 - 4	11,051	7.08%
Age 5 - 9	11,514	7.37%
Age 10 - 14	12,160	7.79%
Age 15 - 17	7,361	4.71%
Age 18 - 20	6,781	4.34%
Age 21 - 24	8,512	5.45%
Age 25 - 34	17,819	11.41%
Age 35 - 44	21,741	13.92%
Age 45 - 54	22,652	14.51%
Age 55 - 64	18,866	12.08%
Age 65 - 74	11,152	7.14%
Age 75 - 84	5,062	3.24%
Age 85 and over	1,479	0.95%
Age 16 and over	119,006	76.21%
Age 18 and over	114,064	73.05%
Age 21 and over	107,283	68.71%
Age 65 and over	17,693	11.33%
2021 Est. Median Age		36.41
2021 Est. Average Age		36.44
2021 Est. Population by Sex	156,149	
Male	77,829	49.84%
Female	78,321	50.16%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	77,829	
Age 0 - 4	5,616	7.22%
Age 5 - 9	5,872	7.55%
Age 10 - 14	6,194	7.96%
Age 15 - 17	3,797	4.88%
Age 18 - 20	3,501	4.50%
Age 21 - 24	4,346	5.58%
Age 25 - 34	8,872	11.40%
Age 35 - 44	10,738	13.80%
Age 45 - 54	11,281	14.50%
Age 55 - 64	9,506	12.21%
Age 65 - 74	5,320	6.84%
Age 75 - 84	2,236	2.87%
Age 85 and over	549	0.71%
2021 Est. Median Age, Male		35.71
2021 Est. Average Age, Male		35.88
2021 Est. Female Population by Age	78,321	
Age 0 - 4	5,435	6.94%
Age 5 - 9	5,642	7.20%
Age 10 - 14	5,966	7.62%
Age 15 - 17	3,564	4.55%
Age 18 - 20	3,279	4.19%
Age 21 - 24	4,166	5.32%
Age 25 - 34	8,948	11.43%
Age 35 - 44	11,003	14.05%
Age 45 - 54	11,371	14.52%
Age 55 - 64	9,360	11.95%
Age 65 - 74	5,831	7.45%
Age 75 - 84	2,826	3.61%
Age 85 and over	930	1.19%
2021 Est. Median Age, Female		37.08
2021 Est. Average Age, Female		37.00

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Carpentersville, Illinois

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	36,919	30.41%
Males, Never Married	20,178	16.62%
Females, Never Married	16,741	13.79%
Married, Spouse present	64,958	53.50%
Married, Spouse absent	5,312	4.38%
Widowed	5,049	4.16%
Males Widowed	936	0.77%
Females Widowed	4,113	3.39%
Divorced	9,187	7.57%
Males Divorced	3,830	3.15%
Females Divorced	5,357	4.41%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,769	7.9%
Some High School, no diploma	6,590	6.7%
High School Graduate (or GED)	21,904	22.2%
Some College, no degree	20,663	20.9%
Associate Degree	8,332	8.4%
Bachelor's Degree	22,622	22.9%
Master's Degree	8,586	8.7%
Professional School Degree	1,236	1.3%
Doctorate Degree	1,069	1.1%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	11,190	41.58%
High School Graduate	7,409	27.53%
Some College or Associate's Degree	5,449	20.25%
Bachelor's Degree or Higher	2,863	10.64%
Households		
2026 Projection	49,728	
2021 Estimate	49,288	
2010 Census	47,868	
2000 Census	35,977	
Growth 2021 - 2026		0.89%
Growth 2010 - 2021		2.97%
Growth 2000 - 2010		33.05%
2021 Est. Households by Household Type	49,288	
Family Households	38,861	78.85%
Nonfamily Households	10,427	21.16%
2021 Est. Group Quarters Population	789	
2021 Households by Ethnicity, Hispanic/Latino	11,523	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	49,288	
Income < \$15,000	2,698	5.47%
Income \$15,000 - \$24,999	2,028	4.12%
Income \$25,000 - \$34,999	2,684	5.45%
Income \$35,000 - \$49,999	4,775	9.69%
Income \$50,000 - \$74,999	7,981	16.19%
Income \$75,000 - \$99,999	6,610	13.41%
Income \$100,000 - \$124,999	5,578	11.32%
Income \$125,000 - \$149,999	4,657	9.45%
Income \$150,000 - \$199,999	5,855	11.88%
Income \$200,000 - \$249,999	2,717	5.51%
Income \$250,000 - \$499,999	2,691	5.46%
Income \$500,000+	1,011	2.05%
2021 Est. Average Household Income		\$118,100
2021 Est. Median Household Income		\$91,440
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$94,494
Black or African American Alone		\$50,900
American Indian and Alaska Native Alone		\$69,435
Asian Alone		\$144,446
Native Hawaiian and Other Pacific Islander Alone		\$73,350
Some Other Race Alone		\$58,913
Two or More Races		\$67,757
Hispanic or Latino		\$66,455
Not Hispanic or Latino		\$102,156
2021 Est. Family HH Type by Presence of Own Child.	38,861	
Married-Couple Family, own children	17,901	46.06%
Married-Couple Family, no own children	13,536	34.83%
Male Householder, own children	1,223	3.15%
Male Householder, no own children	1,222	3.15%
Female Householder, own children	3,008	7.74%
Female Householder, no own children	1,971	5.07%
2021 Est. Households by Household Size	49,288	
1-person	8,353	16.95%
2-person	13,025	26.43%
3-person	8,683	17.62%
4-person	9,336	18.94%
5-person	5,429	11.02%
6-person	2,575	5.22%
7-or-more-person	1,887	3.83%
2021 Est. Average Household Size		3.16

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Carpentersville, Illinois

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	49,288	
Households with 1 or More People under Age 18:	23,864	48.42%
Married-Couple Family	18,775	78.68%
Other Family, Male Householder	1,509	6.32%
Other Family, Female Householder	3,422	14.34%
Nonfamily, Male Householder	137	0.57%
Nonfamily, Female Householder	21	0.09%
Households with No People under Age 18:	25,424	51.58%
Married-Couple Family	12,651	49.76%
Other Family, Male Householder	946	3.72%
Other Family, Female Householder	1,551	6.10%
Nonfamily, Male Householder	5,016	19.73%
Nonfamily, Female Householder	5,260	20.69%
2021 Est. Households by Number of Vehicles	49,288	
No Vehicles	1,461	2.96%
1 Vehicle	11,090	22.50%
2 Vehicles	22,651	45.96%
3 Vehicles	9,508	19.29%
4 Vehicles	3,334	6.76%
5 or more Vehicles	1,243	2.52%
2021 Est. Average Number of Vehicles		2.15
Family Households		
2026 Projection	39,200	
2021 Estimate	38,861	
2010 Census	37,754	
2000 Census	28,576	
Growth 2021 - 2026		0.87%
Growth 2010 - 2021		2.93%
Growth 2000 - 2010		32.12%
2021 Est. Families by Poverty Status	38,861	
2021 Families at or Above Poverty	36,409	93.69%
2021 Families at or Above Poverty with Children	19,443	50.03%
2021 Families Below Poverty	2,452	6.31%
2021 Families Below Poverty with Children	2,035	5.24%
2021 Est. Pop 16+ by Employment Status	119,006	
Civilian Labor Force, Employed	82,002	68.91%
Civilian Labor Force, Unemployed	3,902	3.28%
Armed Forces	26	0.02%
Not in Labor Force	33,076	27.79%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	81,551	
For-Profit Private Workers	63,673	78.08%
Non-Profit Private Workers	4,542	5.57%
Local Government Workers	829	1.02%
State Government Workers	1,676	2.06%
Federal Government Workers	4,534	5.56%
Self-Employed Workers	6,268	7.69%
Unpaid Family Workers	30	0.04%
2021 Est. Civ. Employed Pop 16+ by Occupation	81,551	
Architect/Engineer	1,212	1.49%
Arts/Entertainment/Sports	1,456	1.79%
Building Grounds Maintenance	3,168	3.89%
Business/Financial Operations	4,944	6.06%
Community/Social Services	1,027	1.26%
Computer/Mathematical	2,549	3.13%
Construction/Extraction	4,056	4.97%
Education/Training/Library	4,029	4.94%
Farming/Fishing/Forestry	15	0.02%
Food Prep/Serving	4,088	5.01%
Health Practitioner/Technician	4,103	5.03%
Healthcare Support	2,365	2.90%
Maintenance Repair	2,185	2.68%
Legal	387	0.48%
Life/Physical/Social Science	793	0.97%
Management	9,551	11.71%
Office/Admin. Support	9,730	11.93%
Production	7,036	8.63%
Protective Services	1,165	1.43%
Sales/Related	9,252	11.35%
Personal Care/Service	1,835	2.25%
Transportation/Moving	6,605	8.10%
2021 Est. Pop 16+ by Occupation Classification	81,551	
White Collar	49,033	60.13%
Blue Collar	19,882	24.38%
Service and Farm	12,636	15.50%
2021 Est. Workers Age 16+ by Transp. to Work	80,215	
Drove Alone	64,673	80.63%
Car Pooled	7,561	9.43%
Public Transportation	1,510	1.88%
Walked	656	0.82%
Bicycle	106	0.13%
Other Means	1,073	1.34%
Worked at Home	4,636	5.78%

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Carpentersville, Illinois

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,096	
15 - 29 Minutes	23,774	
30 - 44 Minutes	16,542	
45 - 59 Minutes	10,113	
60 or more Minutes	11,504	
2021 Est. Avg Travel Time to Work in Minutes		35
2021 Est. Occupied Housing Units by Tenure	49,288	
Owner Occupied	40,347	81.86%
Renter Occupied	8,940	18.14%
2021 Owner Occ. HUs: Avg. Length of Residence		15.07
2021 Renter Occ. HUs: Avg. Length of Residence		6.69
2021 Est. Owner-Occupied Housing Units by Value	49,288	
Value Less than \$20,000	335	0.83%
Value \$20,000 - \$39,999	231	0.57%
Value \$40,000 - \$59,999	175	0.43%
Value \$60,000 - \$79,999	225	0.56%
Value \$80,000 - \$99,999	661	1.64%
Value \$100,000 - \$149,999	3,356	8.32%
Value \$150,000 - \$199,999	6,763	16.76%
Value \$200,000 - \$299,999	13,798	34.20%
Value \$300,000 - \$399,999	8,809	21.83%
Value \$400,000 - \$499,999	3,787	9.39%
Value \$500,000 - \$749,999	1,421	3.52%
Value \$750,000 - \$999,999	309	0.77%
Value \$1,000,000 or \$1,499,999	224	0.56%
Value \$1,500,000 or \$1,999,999	89	0.22%
Value \$2,000,000+	166	0.41%
2021 Est. Median All Owner-Occupied Housing Value		\$258,585
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	37,085	70.64%
1 Unit Attached	8,007	15.25%
2 Units	1,311	2.50%
3 or 4 Units	1,504	2.87%
5 to 19 Units	3,076	5.86%
20 to 49 Units	553	1.05%
50 or More Units	408	0.78%
Mobile Home or Trailer	545	1.04%
Boat, RV, Van, etc.	13	0.03%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,110	4.02%
Housing Units Built 2010 to 2014	947	1.80%
Housing Units Built 2000 to 2009	16,105	30.68%
Housing Units Built 1990 to 1999	11,068	21.08%
Housing Units Built 1980 to 1989	4,039	7.69%
Housing Units Built 1970 to 1979	4,866	9.27%
Housing Units Built 1960 to 1969	3,948	7.52%
Housing Units Built 1950 to 1959	3,783	7.21%
Housing Units Built 1940 to 1949	968	1.84%
Housing Unit Built 1939 or Earlier	4,668	8.89%
2021 Est. Median Year Structure Built		1994

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The **Retail**Coach®

ACKNOWLEDGMENTS

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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