Community Profile

Danada Square West 2
120 Danada Sq W, Wheaton, Illinois, 60189
Rings: 1, 3, 5 mile radii

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Population Summary	1 mile	3 miles	5 miles
2010 Total Population	6,624	74,788	225,064
2020 Total Population	6,489	76,258	232,180
2020 Group Quarters	39	2,437	7,614
2026 Total Population	6,347	75,566	231,760
2026 Group Quarters	42	2,481	7,725
2031 Total Population	6,240	75,339	231,346
2026-2031 Annual Rate	-0.34%	-0.06%	-0.04%
2026 Total Daytime Population	7,920	90,324	282,832
Workers	5,113	55,185	173,959
Residents	2,807	35,139	108,873

Household Summary			
2010 Total Households	2,645	28,791	87,045
2010 Average Household Size	2.50	2.52	2.51
2020 Total Households	2,630	29,943	90,121
2020 Average Household Size	2.45	2.47	2.49
2026 Total Households	2,643	30,854	93,750
2026 Average Household Size	2.39	2.37	2.39
2031 Total Households	2,652	31,418	95,611
2031 Average Household Size	2.34	2.32	2.34
2026-2031 Annual Rate	0.07%	0.36%	0.39%
2026 Families	1,756	20,018	60,330
2026 Average Family Size	2.97	3.00	3.03
2031 Families	1,753	20,309	61,248
2031 Average Family Size	2.91	2.93	2.97
2026-2031 Growth Rate	-0.03%	0.29%	0.30%

Median Household Income			
2026	$137,792	$124,111	$121,602
2031	$155,615	$141,952	$139,260

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$80,956	$71,340	$69,973
2031	$89,699	$80,423	$78,806

2026 Households by Income			
Household Income Base	2,642	30,854	93,750
<$10,000	2.0%	3.7%	3.7%
$10,000-14,999	0.9%	1.4%	2.0%
$15,000-19,999	0.6%	1.2%	1.5%
$20,000-24,999	1.4%	1.7%	1.8%
$25,000-29,999	1.1%	1.7%	1.7%
$30,000-34,999	0.7%	1.5%	1.7%
$35,000-39,999	1.2%	1.5%	1.4%
$40,000-44,999	1.3%	1.9%	1.7%
$45,000-49,999	1.5%	2.4%	2.4%
$50,000-59,999	2.8%	4.4%	4.5%
$60,000-74,999	5.6%	6.3%	7.0%
$75000-99999	15.5%	12.4%	11.8%
$100,000-124,999	10.1%	10.1%	9.8%
$125,000-149,999	9.5%	8.4%	8.3%
$150000-199999	13.2%	13.2%	12.8%
$200,000-249,999	11.5%	9.5%	9.8%
$250,000-299,999	5.3%	4.7%	5.0%
$300,000-399,999	7.7%	6.3%	6.1%
$400,000-499,999	3.8%	2.8%	2.4%
$500,000+	4.4%	4.8%	4.5%
Average Household Income	$194,829	$174,358	$171,949

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	82	90	89
Percent of Income for Mortgage	25.0%	22.6%	22.9%
Wealth Index	182	162	160

Median Home Value			
2026	$586,700	$476,743	$472,805
2031	$592,962	$498,117	$496,982

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,614	21,691	65,270
<$50,000	0.1%	0.5%	1.0%
$50,000 - $99,999	0.0%	0.1%	0.3%
$100,000 - $149,999	0.1%	1.2%	2.6%
$150,000 - $199,999	0.3%	2.1%	3.1%
$200,000 - $249,999	0.2%	3.3%	4.0%
$250,000 - $299,999	0.3%	5.2%	5.3%
$300,000 - $399,999	9.8%	20.4%	19.6%
$400,000 - $499,999	20.1%	22.4%	19.4%
$500,000 - $749,999	55.2%	35.1%	31.8%
$750,000 - $999,999	11.2%	6.1%	8.2%
$1,000,000 - $1,499,999	2.0%	2.4%	3.3%
$1,500,000 - $1,999,999	0.7%	0.7%	0.7%
$2,000,000 +	0.0%	0.4%	0.7%
Average Home Value	$607,739	$524,775	$528,478

Housing Unit Summary			
2010 Total Housing Units	2,781	30,239	92,302
Owner Occupied Housing Units	59.6%	71.3%	70.9%
Renter Occupied Housing Units	40.4%	28.7%	29.1%
Vacant Housing Units	4.9%	4.8%	5.7%
2020 Housing Units	2,768	31,330	94,816
Owner Occupied Housing Units	59.4%	68.9%	69.6%
Renter Occupied Housing Units	40.6%	31.1%	30.4%
Vacant Housing Units	4.9%	4.6%	5.0%
2026 Housing Units	2,780	32,095	98,015
Owner Occupied Housing Units	61.1%	70.3%	69.6%
Renter Occupied Housing Units	38.9%	29.7%	30.4%
Vacant Housing Units	4.9%	3.9%	4.3%
2031 Total Housing Units	2,800	32,701	99,953
Owner Occupied Housing Units	62.3%	71.4%	70.4%
Renter Occupied Housing Units	37.8%	28.6%	29.6%
Vacant Housing Units	5.3%	3.9%	4.3%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	3,115	37,165	114,032
Females	3,232	38,401	117,728

Median Age			
2010	38.2	38.8	39.1
2020	38.8	39.7	40.1
2026	39.4	40.4	40.9
2031	39.6	41.3	41.8

2026 Population by Age			
Total	6,348	75,565	231,759
0 - 4	5.2%	5.3%	5.4%
5 - 9	5.9%	6.1%	6.0%
10 - 14	7.1%	6.3%	6.2%
15 - 24	11.6%	12.8%	12.6%
25 - 34	14.9%	12.5%	12.2%
35 - 44	13.2%	13.3%	13.2%
45 - 54	11.6%	12.0%	12.0%
55 - 64	11.4%	11.9%	12.2%
65 - 74	12.0%	11.8%	11.2%
75 - 84	5.6%	6.5%	6.5%
85 +	1.7%	2.1%	2.8%
18 +	78.3%	79.0%	78.8%

2026 Population 15+ by Marital Status			
Total	5,191	62,240	190,936
Never Married	31.6%	31.5%	31.1%
Married	60.7%	56.7%	56.0%
Widowed	2.7%	4.2%	5.2%
Divorced	5.1%	7.7%	7.7%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	4,454	52,535	161,796
Less than 9th Grade	0.2%	1.2%	1.8%
9th - 12th Grade, No Diploma	0.4%	1.1%	1.8%
High School Graduate	7.2%	9.4%	11.0%
GED/Alternative Credential	1.0%	1.7%	1.6%
Some College, No Degree	12.0%	11.8%	12.3%
Associate Degree	5.6%	7.8%	8.0%
Bachelor's Degree	43.4%	39.0%	37.0%
Graduate/Professional Degree	30.3%	28.0%	26.5%

2020 Population by Race/Ethnicity			
Total	6,489	76,258	232,180
White Alone	80.3%	76.5%	73.7%
Black Alone	3.6%	4.6%	4.5%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	7.3%	9.0%	10.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	2.6%	3.7%
Two or More Races	1.5%	2.6%	3.7%
Hispanic Origin	6.4%	7.5%	9.5%
Diversity Index	42.1	48.2	53.4

2026 Population by Race/Ethnicity			
Total	6,347	75,566	231,760
White Alone	78.0%	74.0%	71.3%
Black Alone	3.9%	4.9%	4.8%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	8.3%	10.1%	11.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	2.9%	4.1%
Two or More Races	7.9%	7.8%	8.1%
Hispanic Origin	7.1%	8.4%	10.4%
Diversity Index	45.9	52.0	56.7

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	3,675	42,079	128,110
White Collar	79.9%	78.7%	76.8%
Management/Business/Financial	29.0%	26.4%	27.0%
Professional	30.7%	31.7%	30.2%
Sales	12.3%	12.2%	10.5%
Administrative Support	7.8%	8.4%	9.1%
Services	9.6%	11.0%	11.7%

2026 Employed Pop 16+ by Occupation			
Total	3,675	42,079	128,110
Blue Collar	10.5%	10.3%	11.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.5%	2.6%	2.4%
Installation/Maintenance/Repair	1.9%	1.5%	1.6%
Production	1.8%	2.3%	3.0%
Transportation/Material Moving	3.2%	3.8%	4.4%
White Collar	79.9%	78.7%	76.8%
Management/Business/Financial	29.0%	26.4%	27.0%
Professional	30.7%	31.7%	30.2%
Sales	12.3%	12.2%	10.5%
Administrative Support	7.8%	8.4%	9.1%
Services	9.6%	11.0%	11.7%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,675	42,079	128,110
Population 16+ Employed	97.6%	97.3%	96.8%
Population 16+ Unemployment rate	2.4%	2.8%	3.2%
Population 16-24 Employed	11.7%	12.4%	12.5%
Population 16-24 Unemployment rate	5.3%	5.9%	6.6%
Population 25-54 Employed	61.2%	58.6%	57.6%
Population 25-54 Unemployment rate	2.2%	2.4%	2.8%
Population 55-64 Employed	16%	17%	17%
Population 55-64 Unemployment rate	2.0%	2.5%	2.7%
Population 65+ Employed	9%	9%	9%
Population 65+ Unemployment rate	0.0%	1.2%	1.3%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	3,587	40,920	124,070
Agriculture/Mining	0.0%	0.3%	0.2%
Construction	5.2%	3.5%	3.9%
Manufacturing	8.9%	8.7%	9.6%
Wholesale Trade	2.1%	1.6%	2.1%
Retail Trade	7.5%	9.9%	8.8%
Transportation/Utilities	5.3%	5.1%	5.6%
Information	3%	3%	2%
Finance/Insurance/Real Estate	16.0%	10.4%	10.3%
Services	48.8%	55.2%	54.4%
Public Administration	3.3%	2.7%	2.7%

2026 Consumer Spending			
Apparel & Services: Total $	$10,443,938	$108,700,303	$327,398,594
Average Spent	$3,951.55	$3,523.05	$3,492.25
Spending Potential Index	155	138	137
Education: Total $	$9,374,485	$96,450,335	$288,021,139
Average Spent	$3,546.91	$3,126.02	$3,072.23
Spending Potential Index	177	156	153
Entertainment/Recreation: Total $	$17,817,332	$188,342,102	$561,539,719
Average Spent	$6,741.33	$6,104.30	$5,989.76
Spending Potential Index	157	142	139
Food at Home: Total $	$31,448,581	$329,946,817	$992,543,341
Average Spent	$11,898.82	$10,693.81	$10,587.13
Spending Potential Index	151	136	134
Food Away from Home: Total $	$18,402,423	$190,428,137	$574,474,703
Average Spent	$6,962.70	$6,171.91	$6,127.73
Spending Potential Index	156	138	137
Health Care: Total $	$31,287,486	$337,334,782	$1,006,349,774
Average Spent	$11,837.87	$10,933.26	$10,734.40
Spending Potential Index	148	136	134
HH Furnishings & Equipment: Total $	$11,711,089	$123,360,820	$369,019,569
Average Spent	$4,430.98	$3,998.21	$3,936.21
Spending Potential Index	156	141	138
Personal Care Products & Services: Total $	$4,769,802	$49,701,928	$149,554,952
Average Spent	$1,804.69	$1,610.87	$1,595.25
Spending Potential Index	158	141	140

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$116,689,341	$1,200,630,040	$3,622,382,849
Average Spent	$44,150.34	$38,913.27	$38,638.75
Spending Potential Index	160	141	140
Support Payments/Gifts in Kind: Total $	$12,352,651	$134,115,994	$398,613,409
Average Spent	$4,673.72	$4,346.79	$4,251.88
Spending Potential Index	153	143	140
Travel: Total $	$15,884,798	$167,570,930	$498,212,795
Average Spent	$6,010.14	$5,431.09	$5,314.27
Spending Potential Index	164	149	145
Vehicle Maintenance & Repairs: Total $	$4,980,385	$52,290,069	$156,773,384
Average Spent	$1,884.37	$1,694.76	$1,672.25
Spending Potential Index	152	137	135

Top Tapestry Segment

1 mile	3 miles	5 miles
Urban Chic (H4):	**Savvy Suburbanites (L1)**:	**Savvy Suburbanites (L1)**:
This segment is characterized by affluent, educated families in the suburbs of coastal metropolises.	This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises.	This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.