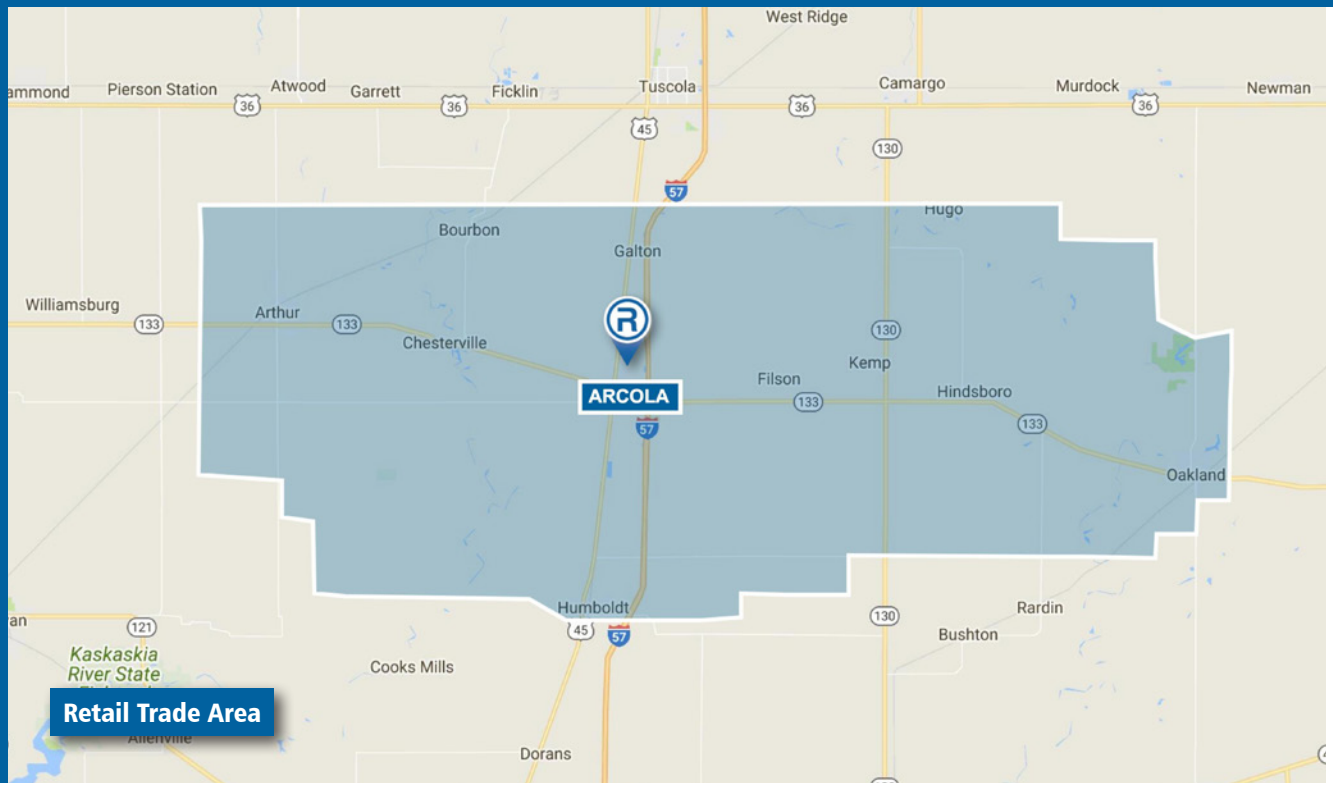
Retail Market Profile 2018



Contact Information

Bill Wagoner, City Administrator
City of Arcola
114 North Locust Street
P.O. Box 215
Arcola, Illinois 61910

Phone 217.268.4966
Cell 217.714.9276

arcola-administrator@consolidated.net
www.arcolaillinois.org

February 2018. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2018 ESTIMATE
Retail Trade Area	11,230

Income

	2018 ESTIMATE
Average Household	$67,821
Median Household	$55,012
Per Capita	$24,635

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Educational Attainment

	2018 ESTIMATE
Graduate or Professional	4.4%
Bachelor's Degree	11.3%
Associate Degree	8.0%
Some College, No Degree	18.9%
High School Graduate	33.7%
Some High School, No Degree	5.8%
Less than 9th Grade	17.9%

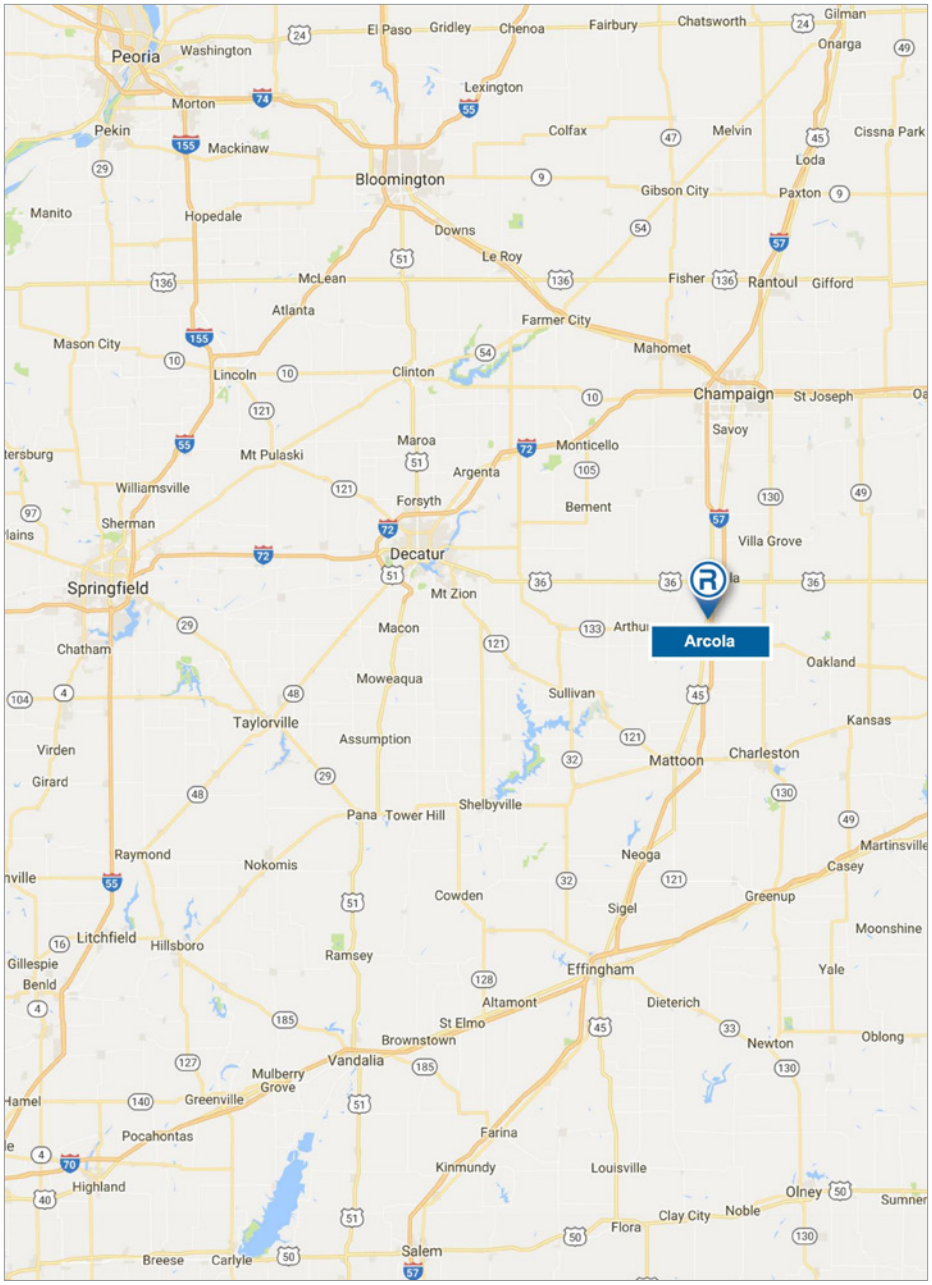
Race Distribution

	2018 ESTIMATE
White	93.17%
Black or African American	0.61%
American Indian/ Alaskan	0.23%
Asian	0.58%
Native Hawaiian/ Islander	0.05%
Other Race	4.18%
Two or More Races	1.19%
Hispanic or Latino (of any race)	11.40%

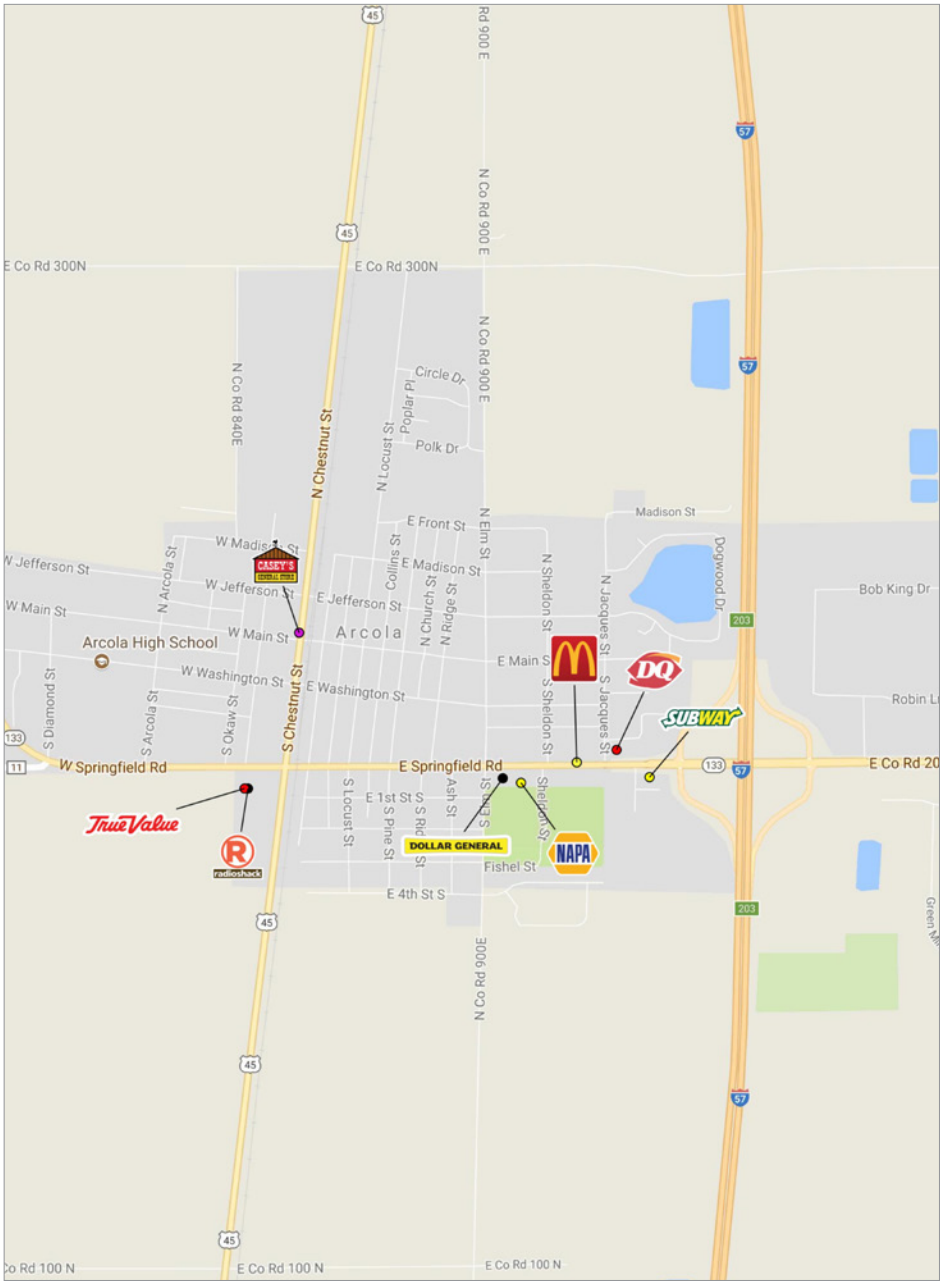
Age

GROUPS	2018 ESTIMATE
9 Years and Under	15.49%
10-17 Years	12.03%
18-24 Years	8.78%
25-34 Years	12.15%
35-44 Years	11.54%
45-54 Years	11.22%
55-64 Years	12.32%
65 Years and Over	16.47%
DISTRIBUTION	**2018 ESTIMATE**
Median Age	36.32
Average Age	38.03

LOCATION MAP



EXISTING RETAIL



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