



DRIVE TIME DEMOGRAPHICS

10-MINUTE DRIVE TIME

Arcola, Illinois

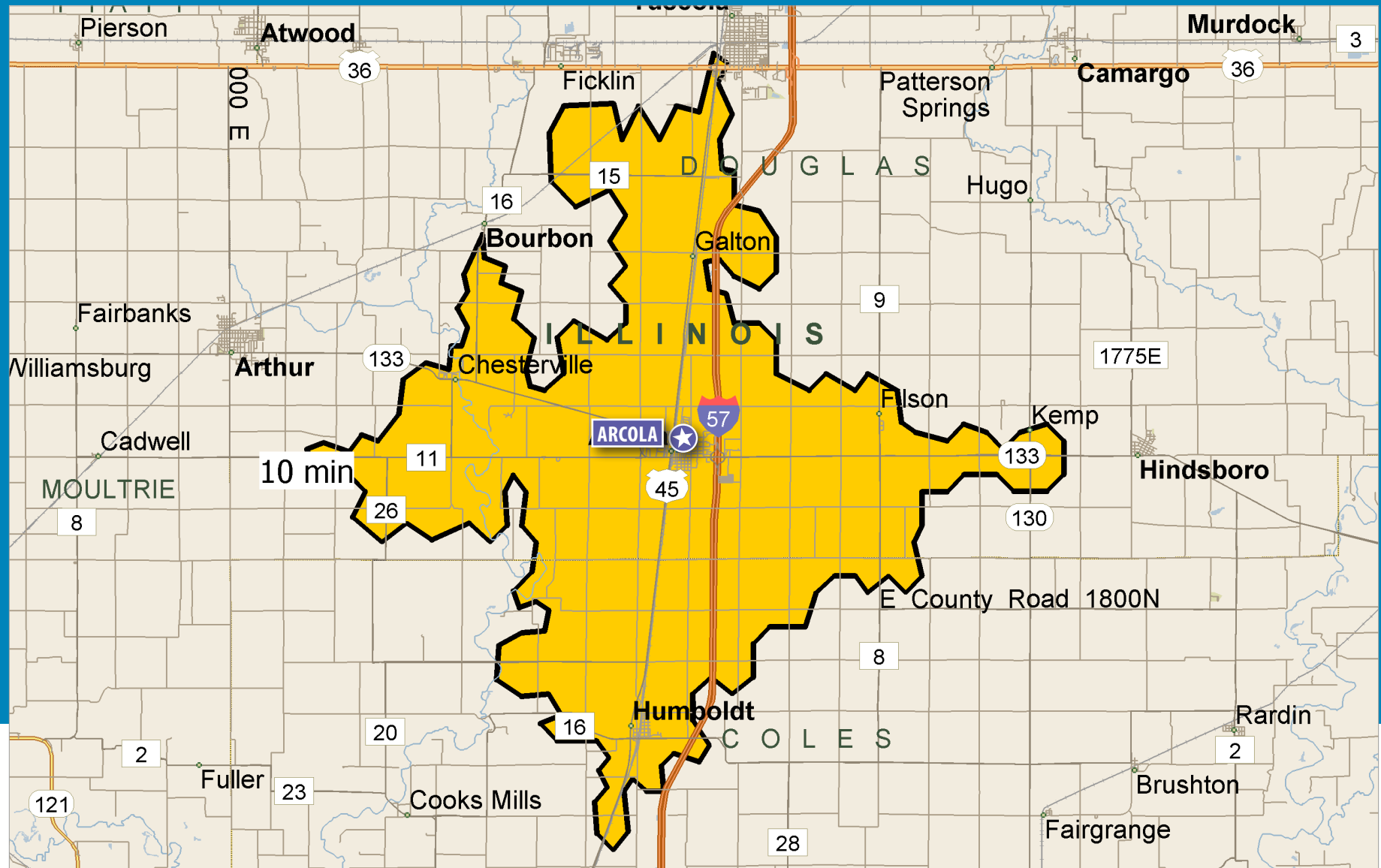


Prepared for
City of Arcola
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 **TheRetailCoach®**

10-Minute Drive Time

Arcola, Illinois



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Drive Time Demographics | 10-Minute Drive Time Arcola, Illinois

DESCRIPTION	DATA	%
Population		
2014 Estimate	5,008	
2014 Est. Pop by Single Race Class	5,008	
White Alone	4,423	88.32
Black or African American Alone	41	0.82
Amer. Indian and Alaska Native Alone	9	0.18
Asian Alone	36	0.72
Native Hawaiian and Other Pac. Isl. Alone	1	0.02
Some Other Race Alone	434	8.67
Two or More Races	65	1.30
2014 Est. Pop Hisp or Latino by Origin	5,008	
Not Hispanic or Latino	3,907	78.02
Hispanic or Latino:	1,101	21.98
Mexican	1,026	93.19
Puerto Rican	9	0.82
Cuban	0	0.00
All Other Hispanic or Latino	65	5.90

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	1,101	
White Alone	626	56.86
Black or African American Alone	2	0.18
American Indian and Alaska Native Alone	1	0.09
Asian Alone	1	0.09
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	432	39.24
Two or More Races	39	3.54
2014 Est. Pop. Asian Alone Race by Cat	36	
Chinese, except Taiwanese	12	33.33
Filipino	0	0.00
Japanese	12	33.33
Asian Indian	11	30.56
Korean	0	0.00
Vietnamese	0	0.00
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	0	0.00
2014 Est. Population by Ancestry	5,008	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	1	0.02
Pop, Dutch	40	0.80
Pop, English	449	8.97
Pop, French (except Basque)	26	0.52
Pop, French Canadian	1	0.02
Pop, German	1,029	20.55
Pop, Greek	0	0.00

Drive Time Demographics | 10-Minute Drive Time Arcola, Illinois

DESCRIPTION	DATA	%
Pop, Hungarian	7	0.14
Pop, Irish	358	7.15
Pop, Italian	41	0.82
Pop, Lithuanian	1	0.02
Pop, United States or American	713	14.24
Pop, Norwegian	6	0.12
Pop, Polish	39	0.78
Pop, Portuguese	0	0.00
Pop, Russian	1	0.02
Pop, Scottish	40	0.80
Pop, Scotch-Irish	35	0.70
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	0	0.00
Pop, Swedish	11	0.22
Pop, Swiss	77	1.54
Pop, Ukrainian	0	0.00
Pop, Welsh	8	0.16
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	1,093	21.83
Pop, Ancestry Unclassified	1,031	20.59
2014 Est. Pop Age 5+ by Language Spoken At Home	4,645	
Speak Only English at Home	3,500	75.35
Speak Asian/Pac. Isl. Lang. at Home	0	0.00
Speak Indo-European Language at Home	495	10.66
Speak Spanish at Home	650	13.99
Speak Other Language at Home	0	0.00
2014 Est. Population by Sex	5,008	
Male	2,515	50.22
Female	2,493	49.78

DESCRIPTION	DATA	%
2014 Est. Population by Age	5,008	
Age 0 - 4	363	7.25
Age 5 - 9	393	7.85
Age 10 - 14	413	8.25
Age 15 - 17	229	4.57
Age 18 - 20	200	3.99
Age 21 - 24	245	4.89
Age 25 - 34	566	11.30
Age 35 - 44	623	12.44
Age 45 - 54	645	12.88
Age 55 - 64	609	12.16
Age 65 - 74	387	7.73
Age 75 - 84	242	4.83
Age 85 and over	94	1.88
Age 16 and over	3,763	75.14
Age 18 and over	3,610	72.08
Age 21 and over	3,410	68.09
Age 65 and over	723	14.44
2014 Est. Median Age	36.5	
2014 Est. Average Age	37.40	

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	2,515	
Age 0 - 4	186	7.40
Age 5 - 9	207	8.23
Age 10 - 14	212	8.43
Age 15 - 17	121	4.81
Age 18 - 20	107	4.25
Age 21 - 24	128	5.09
Age 25 - 34	291	11.57
Age 35 - 44	318	12.64
Age 45 - 54	318	12.64
Age 55 - 64	310	12.33
Age 65 - 74	185	7.36
Age 75 - 84	101	4.02
Age 85 and over	31	1.23
2014 Est. Median Age, Male	35.2	
2014 Est. Average Age, Male	36.30	
2014 Est. Female Population by Age	2,493	
Age 0 - 4	177	7.10
Age 5 - 9	186	7.46
Age 10 - 14	201	8.06
Age 15 - 17	107	4.29
Age 18 - 20	93	3.73
Age 21 - 24	116	4.65
Age 25 - 34	275	11.03
Age 35 - 44	305	12.23
Age 45 - 54	327	13.12
Age 55 - 64	298	11.95
Age 65 - 74	201	8.06
Age 75 - 84	141	5.66
Age 85 and over	63	2.53

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	38.0	
2014 Est. Average Age, Female	38.60	
2014 Est. Pop Age 15+ by Marital Status	3,839	
Total, Never Married	889	23.16
Males, Never Married	489	12.74
Females, Never Married	400	10.42
Married, Spouse present	2,302	59.96
Married, Spouse absent	120	3.13
Widowed	245	6.38
Males Widowed	36	0.94
Females Widowed	209	5.44
Divorced	283	7.37
Males Divorced	158	4.12
Females Divorced	125	3.26
2014 Est. Pop. Age 25+ by Edu. Attainment	3,165	
Less than 9th grade	505	15.96
Some High School, no diploma	227	7.17
High School Graduate (or GED)	1,091	34.47
Some College, no degree	690	21.80
Associate Degree	213	6.73
Bachelor's Degree	287	9.07
Master's Degree	144	4.55
Professional School Degree	2	0.06
Doctorate Degree	6	0.19
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	557	
CY Pop 25+, Hisp/Lat, < High School Diploma	301	54.04
CY Pop 25+, Hisp/Lat, High School Graduate	137	24.60
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	70	12.57
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	49	8.80

Drive Time Demographics | 10-Minute Drive Time Arcola, Illinois

DESCRIPTION	DATA	%
Households		
2014 Estimate	1,741	
2014 Est. Households by Household Type	1,741	
Family Households	1,286	73.87
Nonfamily Households	456	26.19
2014 Est. Group Quarters Population	89	
2014 HHs by Ethnicity, Hispanic/Latino	296	17.00
2014 Est. HHs by HH Income	1,741	
CY HHs, Inc < \$15,000	207	11.89
CY HHs, Inc \$15,000 - \$24,999	194	11.14
CY HHs, Inc \$25,000 - \$34,999	184	10.57
CY HHs, Inc \$35,000 - \$49,999	302	17.35
CY HHs, Inc \$50,000 - \$74,999	291	16.71
CY HHs, Inc \$75,000 - \$99,999	255	14.65
CY HHs, Inc \$100,000 - \$124,999	167	9.59
CY HHs, Inc \$125,000 - \$149,999	74	4.25
CY HHs, Inc \$150,000 - \$199,999	35	2.01
CY HHs, Inc \$200,000 - \$249,999	18	1.03
CY HHs, Inc \$250,000 - \$499,999	11	0.63
CY HHs, Inc \$500,000+	2	0.11

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$62,207	
2014 Est. Median Household Income	\$49,174	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	49,022	
Black or African American Alone	36,169	
American Indian and Alaska Native Alone	113,026	
Asian Alone	43,352	
Native Hawaiian and Other Pacific Islander Alone	0	
Some Other Race Alone	51,430	
Two or More Races	57,130	
Hispanic or Latino	43,631	
Not Hispanic or Latino	50,839	
2014 Est. Family HH Type, Presence Own Children	1,286	
Married-Couple Family, own children	481	37.40
Married-Couple Family, no own children	607	47.20
Male Householder, own children	36	2.80
Male Householder, no own children	33	2.57
Female Householder, own children	80	6.22
Female Householder, no own children	48	3.73
2014 Est. Households by Household Size	1,741	
1-person household	394	22.63
2-person household	584	33.54
3-person household	274	15.74
4-person household	223	12.81
5-person household	130	7.47
6-person household	65	3.73
7 or more person household	72	4.14

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DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.83	
2014 Est. Households by Presence of People	1,741	
Households with 1 or more People under Age 18:	652	37.45
Married-Couple Family	510	78.22
Other Family, Male Householder	42	6.44
Other Family, Female Householder	89	13.65
Nonfamily, Male Householder	11	1.69
Nonfamily, Female Householder	1	0.15
Households no People under Age 18:	1,089	62.55
Married-Couple Family	578	53.08
Other Family, Male Householder	28	2.57
Other Family, Female Householder	41	3.76
Nonfamily, Male Householder	197	18.09
Nonfamily, Female Householder	246	22.59
2014 Est. Households by Number of Vehicles	1,741	
No Vehicles	218	12.52
1 Vehicle	544	31.25
2 Vehicles	653	37.51
3 Vehicles	236	13.56
4 Vehicles	46	2.64
5 or more Vehicles	44	2.53
2014 Est. Average Number of Vehicles	1.73	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	1,288	
2014 Estimate	1,286	
2010 Census	1,288	
2000 Census	1,300	
Growth 2014-2019	0.20%	
Growth 2010-2014	-0.17%	
Growth 2000-2010	-0.96%	
2014 Est. Families by Poverty Status	1,286	
2014 Families at or Above Poverty	1,177	91.52
2014 Families at or Above Poverty with Children	545	42.38
2014 Families Below Poverty	108	8.40
2014 Families Below Poverty with Children	91	7.08
2014 Est. Pop Age 16+ by Employment Status	3,763	
In Armed Forces	0	0.00
Civilian - Employed	2,383	63.33
Civilian - Unemployed	178	4.73
Not in Labor Force	1,202	31.94
2014 Est. Civ Employed Pop 16+ Class of Worker	2,366	
For-Profit Private Workers	1,605	67.84
Non-Profit Private Workers	139	5.87
Local Government Workers	106	4.48
State Government Workers	127	5.37
Federal Government Workers	11	0.46
Self-Emp Workers	375	15.85
Unpaid Family Workers	4	0.17

Drive Time Demographics | 10-Minute Drive Time Arcola, Illinois

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	2,366	
Architect/Engineer	21	0.89
Arts/Entertain/Sports	18	0.76
Building Grounds Maint	54	2.28
Business/Financial Ops	82	3.47
Community/Soc Svcs	18	0.76
Computer/Mathematical	7	0.30
Construction/Extraction	159	6.72
Edu/Training/Library	120	5.07
Farm/Fish/Forestry	18	0.76
Food Prep/Serving	167	7.06
Health Practitioner/Tec	50	2.11
Healthcare Support	57	2.41
Maintenance Repair	134	5.66
Legal	2	0.08
Life/Phys/Soc Science	9	0.38
Management	248	10.48
Office/Admin Support	307	12.98
Production	425	17.96
Protective Svcs	10	0.42
Sales/Related	219	9.26
Personal Care/Svc	36	1.52
Transportation/Moving	204	8.62
2014 Est. Pop 16+ by Occupation Classification	2,366	
Blue Collar	923	39.01
White Collar	1,101	46.53
Service and Farm	342	14.45

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	2,321	
Drove Alone	1,556	67.04
Car Pooled	359	15.47
Public Transportation	3	0.13
Walked	128	5.51
Bicycle	98	4.22
Other Means	21	0.90
Worked at Home	157	6.76
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,129	
15 - 29 Minutes	592	
30 - 44 Minutes	251	
45 - 59 Minutes	101	
60 or more Minutes	68	
2014 Est. Avg Travel Time to Work in Minutes	19.18	
2014 Est. Tenure of Occupied Housing Units	1,741	
Owner Occupied	1,322	75.93
Renter Occupied	419	24.07
2014 Owner Occ. HUs: Avg. Length of Residence	20.3	
2014 Renter Occ. HUs: Avg. Length of Residence	7.2	

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	1,322	
Value Less than \$20,000	55	4.16
Value \$20,000 - \$39,999	55	4.16
Value \$40,000 - \$59,999	106	8.02
Value \$60,000 - \$79,999	244	18.46
Value \$80,000 - \$99,999	198	14.98
Value \$100,000 - \$149,999	275	20.80
Value \$150,000 - \$199,999	213	16.11
Value \$200,000 - \$299,999	113	8.55
Value \$300,000 - \$399,999	43	3.25
Value \$400,000 - \$499,999	6	0.45
Value \$500,000 - \$749,999	6	0.45
Value \$750,000 - \$999,999	5	0.38
Value \$1,000,000 or more	4	0.30
2014 Est. Median All Owner-Occupied Housing Value	\$100,725	
2014 Est. Housing Units by Units in Structure	1,875	
1 Unit Attached	105	5.60
1 Unit Detached	1,434	76.48
2 Units	80	4.27
3 or 4 Units	45	2.40
5 to 19 Units	20	1.07
20 to 49 Units	1	0.05
50 or More Units	5	0.27
Mobile Home or Trailer	168	8.96
Boat, RV, Van, etc.	17	0.91

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	1,875	
Housing Unit Built 2005 or later	95	5.07
Housing Unit Built 2000 to 2004	112	5.97
Housing Unit Built 1990 to 1999	280	14.93
Housing Unit Built 1980 to 1989	211	11.25
Housing Unit Built 1970 to 1979	250	13.33
Housing Unit Built 1960 to 1969	254	13.55
Housing Unit Built 1950 to 1959	132	7.04
Housing Unit Built 1940 to 1949	100	5.33
Housing Unit Built 1939 or Earlier	442	23.57
2014 Est. Median Year Structure Built **	1970	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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 -
It’s not about data. It’s about your success.**

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Acknowledgements

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2013/2014, ESRI 2013, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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