



DRIVE TIME DEMOGRAPHICS

15-MINUTE DRIVE TIME

Arcola, Illinois

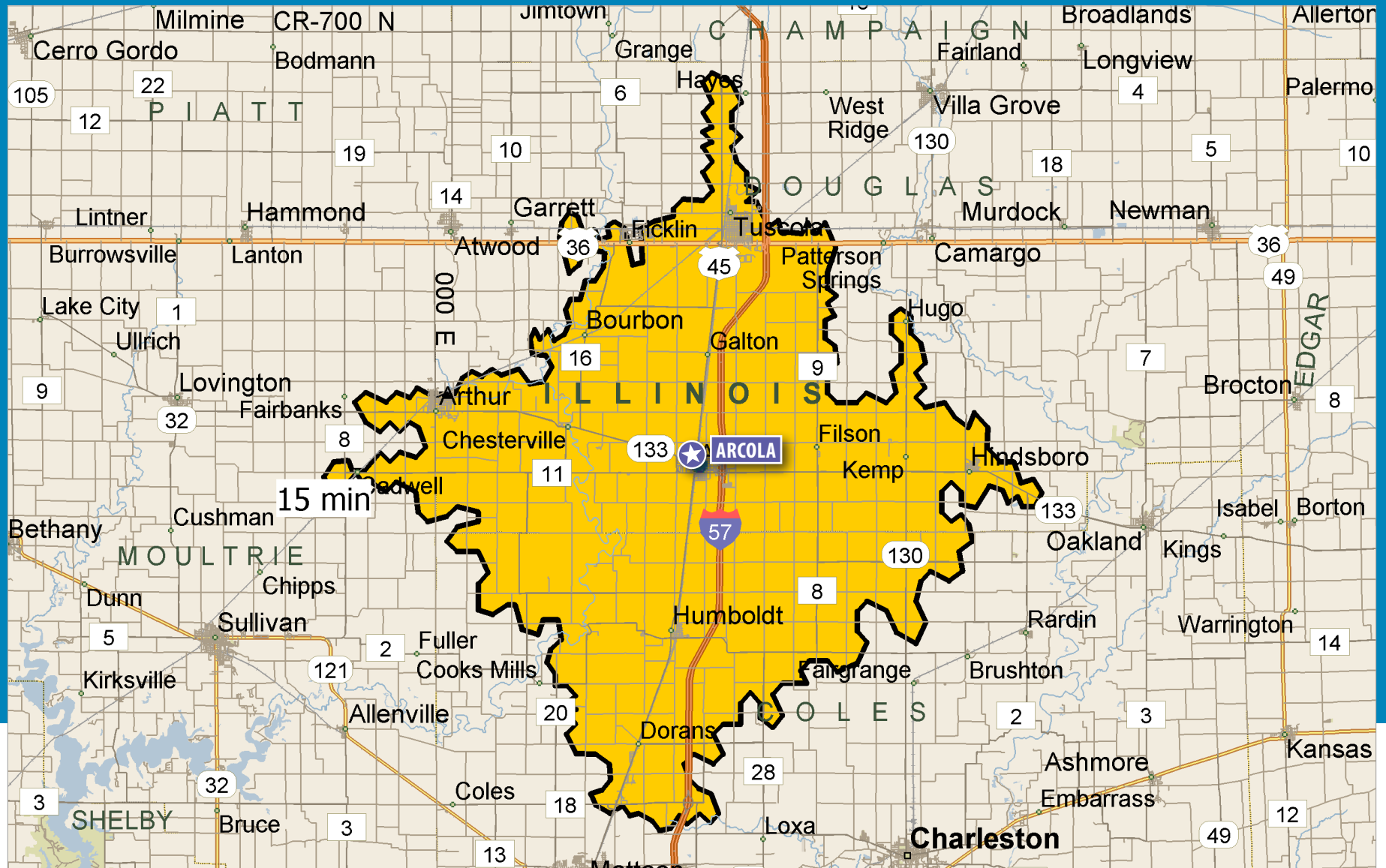


Prepared for
City of Arcola
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 **TheRetailCoach®**

15-Minute Drive Time

Arcola, Illinois



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Drive Time Demographics | 15-Minute Drive Time Arcola, Illinois

DESCRIPTION	DATA	%
Population		
2014 Estimate	14,568	
2014 Est. Pop by Single Race Class	14,568	
White Alone	13,614	93.45
Black or African American Alone	133	0.91
Amer. Indian and Alaska Native Alone	20	0.14
Asian Alone	77	0.53
Native Hawaiian and Other Pac. Isl. Alone	4	0.03
Some Other Race Alone	515	3.54
Two or More Races	204	1.40
2014 Est. Pop Hisp or Latino by Origin	14,568	
Not Hispanic or Latino	13,194	90.57
Hispanic or Latino:	1,374	9.43
Mexican	1,261	91.78
Puerto Rican	13	0.95
Cuban	2	0.15
All Other Hispanic or Latino	98	7.13

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	1,374	
White Alone	794	57.79
Black or African American Alone	4	0.29
American Indian and Alaska Native Alone	3	0.22
Asian Alone	1	0.07
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	512	37.26
Two or More Races	60	4.37
2014 Est. Pop. Asian Alone Race by Cat	77	
Chinese, except Taiwanese	28	36.36
Filipino	2	2.60
Japanese	15	19.48
Asian Indian	32	41.56
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	14,568	
Pop, Arab	1	0.01
Pop, Czech	2	0.01
Pop, Danish	6	0.04
Pop, Dutch	87	0.60
Pop, English	1,229	8.44
Pop, French (except Basque)	143	0.98
Pop, French Canadian	22	0.15
Pop, German	3,264	22.41
Pop, Greek	38	0.26

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DESCRIPTION	DATA	%
Pop, Hungarian	12	0.08
Pop, Irish	899	6.17
Pop, Italian	243	1.67
Pop, Lithuanian	1	0.01
Pop, United States or American	1,830	12.56
Pop, Norwegian	56	0.38
Pop, Polish	122	0.84
Pop, Portuguese	4	0.03
Pop, Russian	2	0.01
Pop, Scottish	186	1.28
Pop, Scotch-Irish	137	0.94
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	1	0.01
Pop, Swedish	50	0.34
Pop, Swiss	221	1.52
Pop, Ukrainian	4	0.03
Pop, Welsh	44	0.30
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	2,642	18.14
Pop, Ancestry Unclassified	3,322	22.80
2014 Est. Pop Age 5+ by Language Spoken At Home	13,517	
Speak Only English at Home	11,015	81.49
Speak Asian/Pac. Isl. Lang. at Home	41	0.30
Speak Indo-European Language at Home	1,536	11.36
Speak Spanish at Home	925	6.84
Speak Other Language at Home	0	0.00
2014 Est. Population by Sex	14,568	
Male	7,145	49.05
Female	7,423	50.95

DESCRIPTION	DATA	%
2014 Est. Population by Age	14,568	
Age 0 - 4	1,051	7.21
Age 5 - 9	1,067	7.32
Age 10 - 14	1,073	7.37
Age 15 - 17	627	4.30
Age 18 - 20	553	3.80
Age 21 - 24	697	4.78
Age 25 - 34	1,730	11.88
Age 35 - 44	1,726	11.85
Age 45 - 54	1,883	12.93
Age 55 - 64	1,815	12.46
Age 65 - 74	1,206	8.28
Age 75 - 84	785	5.39
Age 85 and over	356	2.44
Age 16 and over	11,169	76.67
Age 18 and over	10,750	73.79
Age 21 and over	10,197	70.00
Age 65 and over	2,346	16.10
2014 Est. Median Age	37.8	
2014 Est. Average Age	38.70	

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	7,145	
Age 0 - 4	542	7.59
Age 5 - 9	562	7.87
Age 10 - 14	556	7.78
Age 15 - 17	316	4.42
Age 18 - 20	276	3.86
Age 21 - 24	341	4.77
Age 25 - 34	864	12.09
Age 35 - 44	865	12.11
Age 45 - 54	931	13.03
Age 55 - 64	904	12.65
Age 65 - 74	563	7.88
Age 75 - 84	321	4.49
Age 85 and over	105	1.47
2014 Est. Median Age, Male	36.3	
2014 Est. Average Age, Male	37.30	
2014 Est. Female Population by Age	7,423	
Age 0 - 4	509	6.86
Age 5 - 9	506	6.82
Age 10 - 14	517	6.96
Age 15 - 17	311	4.19
Age 18 - 20	278	3.75
Age 21 - 24	356	4.80
Age 25 - 34	866	11.67
Age 35 - 44	861	11.60
Age 45 - 54	953	12.84
Age 55 - 64	911	12.27
Age 65 - 74	643	8.66
Age 75 - 84	463	6.24
Age 85 and over	250	3.37

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	39.3	
2014 Est. Average Age, Female	40.00	
2014 Est. Pop Age 15+ by Marital Status	11,377	
Total, Never Married	2,543	22.35
Males, Never Married	1,377	12.10
Females, Never Married	1,166	10.25
Married, Spouse present	6,608	58.08
Married, Spouse absent	323	2.84
Widowed	861	7.57
Males Widowed	101	0.89
Females Widowed	759	6.67
Divorced	1,042	9.16
Males Divorced	559	4.91
Females Divorced	483	4.25
2014 Est. Pop. Age 25+ by Edu. Attainment	9,500	
Less than 9th grade	1,217	12.81
Some High School, no diploma	676	7.12
High School Graduate (or GED)	3,499	36.83
Some College, no degree	1,986	20.91
Associate Degree	733	7.72
Bachelor's Degree	918	9.66
Master's Degree	381	4.01
Professional School Degree	29	0.31
Doctorate Degree	62	0.65
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	690	
CY Pop 25+, Hisp/Lat, < High School Diploma	383	55.51
CY Pop 25+, Hisp/Lat, High School Graduate	167	24.20
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	78	11.30
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	62	8.99

Drive Time Demographics | 15-Minute Drive Time Arcola, Illinois

DESCRIPTION	DATA	%
Households		
2014 Estimate	5,511	
2014 Est. Households by Household Type	5,511	
Family Households	3,873	70.28
Nonfamily Households	1,638	29.72
2014 Est. Group Quarters Population	159	
2014 HHs by Ethnicity, Hispanic/Latino	366	6.64
2014 Est. HHs by HH Income	5,511	
CY HHs, Inc < \$15,000	550	9.98
CY HHs, Inc \$15,000 - \$24,999	586	10.63
CY HHs, Inc \$25,000 - \$34,999	605	10.98
CY HHs, Inc \$35,000 - \$49,999	954	17.31
CY HHs, Inc \$50,000 - \$74,999	1,066	19.34
CY HHs, Inc \$75,000 - \$99,999	798	14.48
CY HHs, Inc \$100,000 - \$124,999	480	8.71
CY HHs, Inc \$125,000 - \$149,999	222	4.03
CY HHs, Inc \$150,000 - \$199,999	147	2.67
CY HHs, Inc \$200,000 - \$249,999	54	0.98
CY HHs, Inc \$250,000 - \$499,999	39	0.71
CY HHs, Inc \$500,000+	9	0.16

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$63,772	
2014 Est. Median Household Income	\$51,402	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	51,504	
Black or African American Alone	45,639	
American Indian and Alaska Native Alone	117,880	
Asian Alone	36,616	
Native Hawaiian and Other Pacific Islander Alone	0	
Some Other Race Alone	55,375	
Two or More Races	44,159	
Hispanic or Latino	40,889	
Not Hispanic or Latino	52,585	
2014 Est. Family HH Type, Presence Own Children	3,873	
Married-Couple Family, own children	1,305	33.69
Married-Couple Family, no own children	1,876	48.44
Male Householder, own children	123	3.18
Male Householder, no own children	96	2.48
Female Householder, own children	276	7.13
Female Householder, no own children	196	5.06
2014 Est. Households by Household Size	5,511	
1-person household	1,422	25.80
2-person household	1,914	34.73
3-person household	857	15.55
4-person household	680	12.34
5-person household	331	6.01
6-person household	147	2.67
7 or more person household	159	2.89

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DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.61	
2014 Est. Households by Presence of People	5,511	
Households with 1 or more People under Age 18:	1,859	33.73
Married-Couple Family	1,371	73.75
Other Family, Male Householder	138	7.42
Other Family, Female Householder	321	17.27
Nonfamily, Male Householder	24	1.29
Nonfamily, Female Householder	6	0.32
Households no People under Age 18:	3,651	66.25
Married-Couple Family	1,811	49.60
Other Family, Male Householder	80	2.19
Other Family, Female Householder	153	4.19
Nonfamily, Male Householder	686	18.79
Nonfamily, Female Householder	922	25.25
2014 Est. Households by Number of Vehicles	5,511	
No Vehicles	617	11.20
1 Vehicle	1,646	29.87
2 Vehicles	2,232	40.50
3 Vehicles	682	12.38
4 Vehicles	193	3.50
5 or more Vehicles	141	2.56
2014 Est. Average Number of Vehicles	1.77	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	3,874	
2014 Estimate	3,873	
2010 Census	3,884	
2000 Census	3,930	
Growth 2014-2019	0.04%	
Growth 2010-2014	-0.27%	
Growth 2000-2010	-1.18%	
2014 Est. Families by Poverty Status	3,873	
2014 Families at or Above Poverty	3,625	93.60
2014 Families at or Above Poverty with Children	1,598	41.26
2014 Families Below Poverty	248	6.40
2014 Families Below Poverty with Children	175	4.52
2014 Est. Pop Age 16+ by Employment Status	11,169	
In Armed Forces	1	0.01
Civilian - Employed	6,805	60.93
Civilian - Unemployed	562	5.03
Not in Labor Force	3,801	34.03
2014 Est. Civ Employed Pop 16+ Class of Worker	6,833	
For-Profit Private Workers	4,650	68.05
Non-Profit Private Workers	422	6.18
Local Government Workers	405	5.93
State Government Workers	338	4.95
Federal Government Workers	32	0.47
Self-Emp Workers	978	14.31
Unpaid Family Workers	8	0.12

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DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	6,833	
Architect/Engineer	87	1.27
Arts/Entertain/Sports	47	0.69
Building Grounds Maint	175	2.56
Business/Financial Ops	215	3.15
Community/Soc Svcs	40	0.59
Computer/Mathematical	37	0.54
Construction/Extraction	450	6.59
Edu/Training/Library	358	5.24
Farm/Fish/Forestry	49	0.72
Food Prep/Serving	558	8.17
Health Practitioner/Tec	274	4.01
Healthcare Support	129	1.89
Maintenance Repair	376	5.50
Legal	14	0.20
Life/Phys/Soc Science	33	0.48
Management	650	9.51
Office/Admin Support	895	13.10
Production	959	14.03
Protective Svcs	46	0.67
Sales/Related	744	10.89
Personal Care/Svc	129	1.89
Transportation/Moving	569	8.33
2014 Est. Pop 16+ by Occupation Classification	6,833	
Blue Collar	2,354	34.45
White Collar	3,393	49.66
Service and Farm	1,086	15.89

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	6,738	
Drove Alone	4,743	70.39
Car Pooled	952	14.13
Public Transportation	14	0.21
Walked	251	3.73
Bicycle	329	4.88
Other Means	77	1.14
Worked at Home	373	5.54
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,281	
15 - 29 Minutes	1,513	
30 - 44 Minutes	1,096	
45 - 59 Minutes	278	
60 or more Minutes	191	
2014 Est. Avg Travel Time to Work in Minutes	19.85	
2014 Est. Tenure of Occupied Housing Units	5,511	
Owner Occupied	4,140	75.12
Renter Occupied	1,370	24.86
2014 Owner Occ. HUs: Avg. Length of Residence	19.4	
2014 Renter Occ. HUs: Avg. Length of Residence	8.7	

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	4,140	
Value Less than \$20,000	135	3.26
Value \$20,000 - \$39,999	158	3.82
Value \$40,000 - \$59,999	354	8.55
Value \$60,000 - \$79,999	640	15.46
Value \$80,000 - \$99,999	676	16.33
Value \$100,000 - \$149,999	1,035	25.00
Value \$150,000 - \$199,999	590	14.25
Value \$200,000 - \$299,999	369	8.91
Value \$300,000 - \$399,999	117	2.83
Value \$400,000 - \$499,999	26	0.63
Value \$500,000 - \$749,999	22	0.53
Value \$750,000 - \$999,999	7	0.17
Value \$1,000,000 or more	10	0.24
2014 Est. Median All Owner-Occupied Housing Value	\$105,118	
2014 Est. Housing Units by Units in Structure	6,002	
1 Unit Attached	278	4.63
1 Unit Detached	4,724	78.71
2 Units	180	3.00
3 or 4 Units	167	2.78
5 to 19 Units	255	4.25
20 to 49 Units	89	1.48
50 or More Units	9	0.15
Mobile Home or Trailer	279	4.65
Boat, RV, Van, etc.	21	0.35

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	6,002	
Housing Unit Built 2005 or later	273	4.55
Housing Unit Built 2000 to 2004	444	7.40
Housing Unit Built 1990 to 1999	758	12.63
Housing Unit Built 1980 to 1989	510	8.50
Housing Unit Built 1970 to 1979	842	14.03
Housing Unit Built 1960 to 1969	705	11.75
Housing Unit Built 1950 to 1959	707	11.78
Housing Unit Built 1940 to 1949	295	4.92
Housing Unit Built 1939 or Earlier	1,467	24.44
2014 Est. Median Year Structure Built **	1968	



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

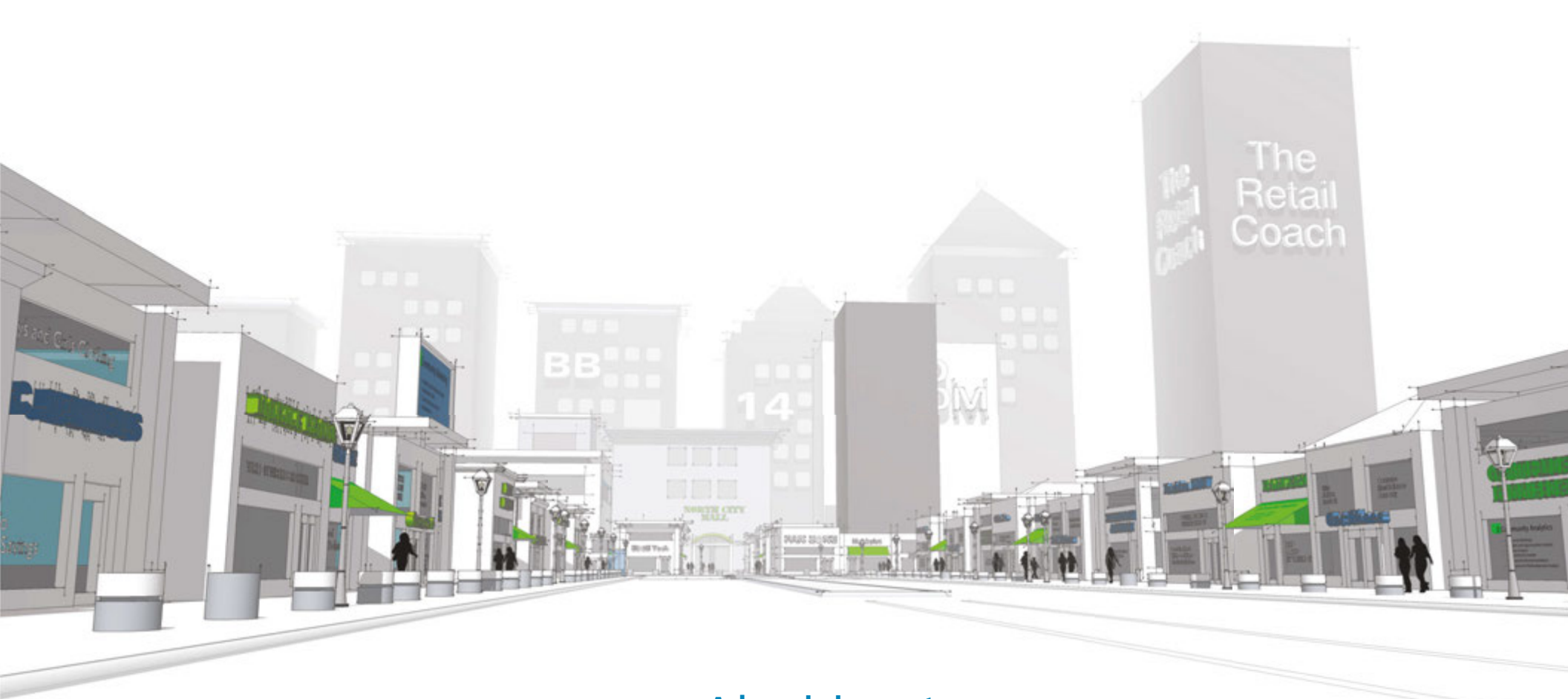
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.