



DRIVE TIME DEMOGRAPHICS

5-MINUTE DRIVE TIME

Arcola, Illinois

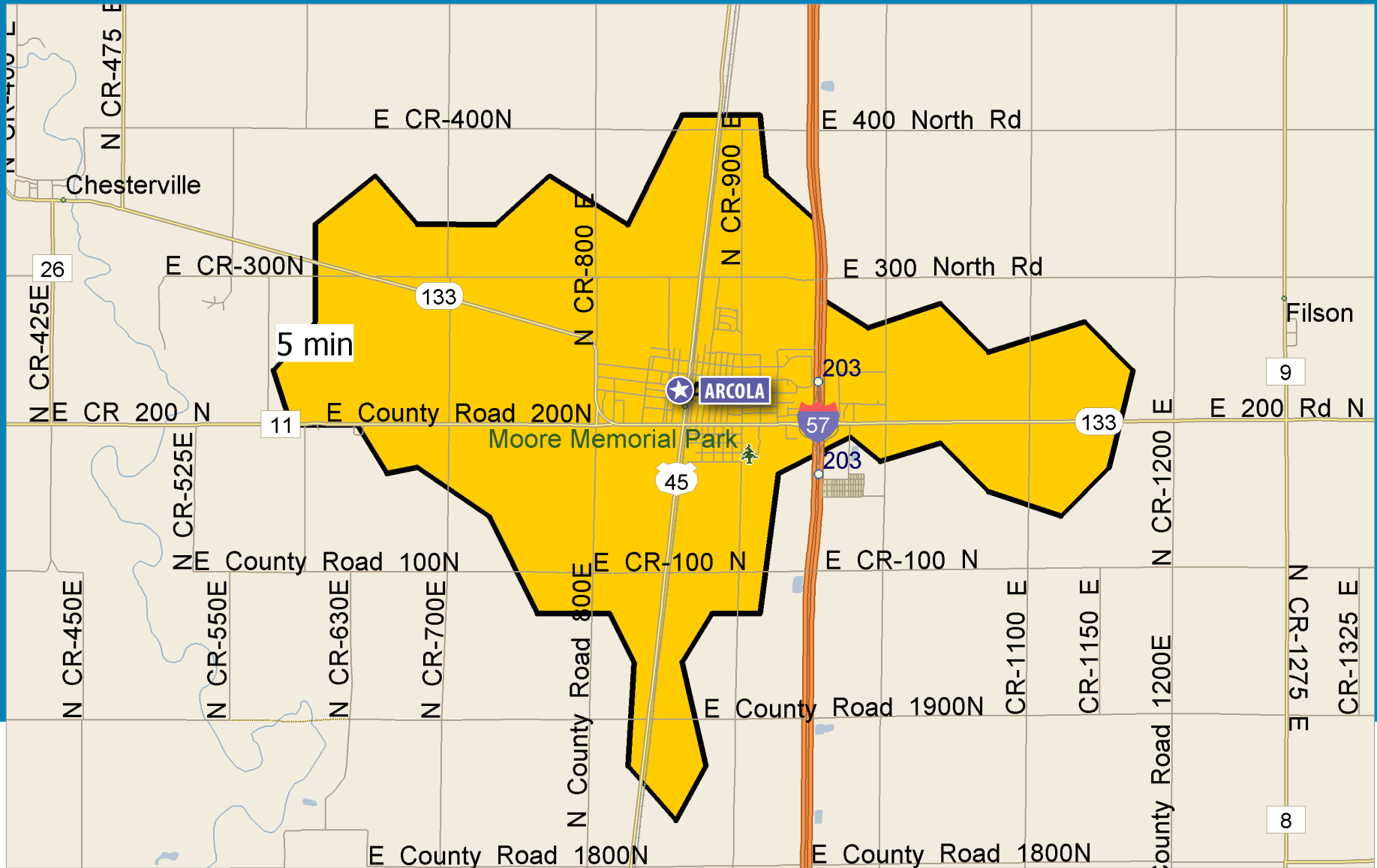


Prepared for
City of Arcola
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 **TheRetailCoach®**

5-Minute Drive Time

Arcola, Illinois



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Drive Time Demographics | 5-Minute Drive Time Arcola, Illinois

DESCRIPTION	DATA	%
Population		
2014 Estimate	3,024	
2014 Est. Pop by Single Race Class	3,024	
White Alone	2,532	83.73
Black or African American Alone	13	0.43
Amer. Indian and Alaska Native Alone	6	0.20
Asian Alone	32	1.06
Native Hawaiian and Other Pac. Isl. Alone	1	0.03
Some Other Race Alone	387	12.80
Two or More Races	53	1.75
2014 Est. Pop Hisp or Latino by Origin	3,024	
Not Hispanic or Latino	2,030	67.13
Hispanic or Latino:	994	32.87
Mexican	929	93.46
Puerto Rican	8	0.80
Cuban	0	0.00
All Other Hispanic or Latino	57	5.73

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	994	
White Alone	570	57.34
Black or African American Alone	1	0.10
American Indian and Alaska Native Alone	1	0.10
Asian Alone	1	0.10
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	385	38.73
Two or More Races	36	3.62
2014 Est. Pop. Asian Alone Race by Cat	32	
Chinese, except Taiwanese	11	34.38
Filipino	0	0.00
Japanese	11	34.38
Asian Indian	10	31.25
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	3,024	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	0	0.00
Pop, Dutch	22	0.73
Pop, English	295	9.76
Pop, French (except Basque)	10	0.33
Pop, French Canadian	0	0.00
Pop, German	551	18.22
Pop, Greek	0	0.00

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DESCRIPTION	DATA	%
Pop, Hungarian	0	0.00
Pop, Irish	241	7.97
Pop, Italian	18	0.60
Pop, Lithuanian	0	0.00
Pop, United States or American	447	14.78
Pop, Norwegian	3	0.10
Pop, Polish	16	0.53
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	19	0.63
Pop, Scotch-Irish	17	0.56
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	0	0.00
Pop, Swedish	5	0.17
Pop, Swiss	41	1.36
Pop, Ukrainian	0	0.00
Pop, Welsh	0	0.00
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	787	26.03
Pop, Ancestry Unclassified	553	18.29
2014 Est. Pop Age 5+ by Language Spoken At Home	2,824	
Speak Only English at Home	2,078	73.58
Speak Asian/Pac. Isl. Lang. at Home	0	0.00
Speak Indo-European Language at Home	186	6.59
Speak Spanish at Home	560	19.83
Speak Other Language at Home	0	0.00
2014 Est. Population by Sex	3,024	
Male	1,513	50.03
Female	1,511	49.97

DESCRIPTION	DATA	%
2014 Est. Population by Age	3,024	
Age 0 - 4	200	6.61
Age 5 - 9	213	7.04
Age 10 - 14	242	8.00
Age 15 - 17	133	4.40
Age 18 - 20	118	3.90
Age 21 - 24	144	4.76
Age 25 - 34	326	10.78
Age 35 - 44	397	13.13
Age 45 - 54	407	13.46
Age 55 - 64	378	12.50
Age 65 - 74	243	8.04
Age 75 - 84	161	5.32
Age 85 and over	62	2.05
Age 16 and over	2,326	76.92
Age 18 and over	2,236	73.94
Age 21 and over	2,118	70.04
Age 65 and over	466	15.41
2014 Est. Median Age	38.4	
2014 Est. Average Age	38.70	

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	1,513	
Age 0 - 4	103	6.81
Age 5 - 9	112	7.40
Age 10 - 14	122	8.06
Age 15 - 17	71	4.69
Age 18 - 20	64	4.23
Age 21 - 24	78	5.16
Age 25 - 34	166	10.97
Age 35 - 44	202	13.35
Age 45 - 54	204	13.48
Age 55 - 64	192	12.69
Age 65 - 74	113	7.47
Age 75 - 84	66	4.36
Age 85 and over	19	1.26
2014 Est. Median Age, Male	37.0	
2014 Est. Average Age, Male	37.30	
2014 Est. Female Population by Age	1,511	
Age 0 - 4	97	6.42
Age 5 - 9	101	6.68
Age 10 - 14	121	8.01
Age 15 - 17	62	4.10
Age 18 - 20	54	3.57
Age 21 - 24	65	4.30
Age 25 - 34	160	10.59
Age 35 - 44	195	12.91
Age 45 - 54	204	13.50
Age 55 - 64	186	12.31
Age 65 - 74	129	8.54
Age 75 - 84	95	6.29
Age 85 and over	43	2.85

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	39.9	
2014 Est. Average Age, Female	40.00	
2014 Est. Pop Age 15+ by Marital Status	2,369	
Total, Never Married	498	21.02
Males, Never Married	272	11.48
Females, Never Married	226	9.54
Married, Spouse present	1,426	60.19
Married, Spouse absent	86	3.63
Widowed	175	7.39
Males Widowed	25	1.06
Females Widowed	149	6.29
Divorced	185	7.81
Males Divorced	104	4.39
Females Divorced	80	3.38
2014 Est. Pop. Age 25+ by Edu. Attainment	1,974	
Less than 9th grade	259	13.12
Some High School, no diploma	160	8.11
High School Graduate (or GED)	707	35.82
Some College, no degree	451	22.85
Associate Degree	120	6.08
Bachelor's Degree	177	8.97
Master's Degree	96	4.86
Professional School Degree	1	0.05
Doctorate Degree	3	0.15
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	501	
CY Pop 25+, Hisp/Lat, < High School Diploma	272	54.29
CY Pop 25+, Hisp/Lat, High School Graduate	125	24.95
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	65	12.97
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	39	7.78

Drive Time Demographics | 5-Minute Drive Time Arcola, Illinois

DESCRIPTION	DATA	%
Households		
2014 Estimate	1,114	
2014 Est. Households by Household Type	1,114	
Family Households	799	71.72
Nonfamily Households	315	28.28
2014 Est. Group Quarters Population	63	
2014 HHs by Ethnicity, Hispanic/Latino	270	24.24
2014 Est. HHs by HH Income	1,114	
CY HHs, Inc < \$15,000	142	12.75
CY HHs, Inc \$15,000 - \$24,999	141	12.66
CY HHs, Inc \$25,000 - \$34,999	121	10.86
CY HHs, Inc \$35,000 - \$49,999	188	16.88
CY HHs, Inc \$50,000 - \$74,999	177	15.89
CY HHs, Inc \$75,000 - \$99,999	164	14.72
CY HHs, Inc \$100,000 - \$124,999	104	9.34
CY HHs, Inc \$125,000 - \$149,999	43	3.86
CY HHs, Inc \$150,000 - \$199,999	19	1.71
CY HHs, Inc \$200,000 - \$249,999	10	0.90
CY HHs, Inc \$250,000 - \$499,999	5	0.45
CY HHs, Inc \$500,000+	1	0.09

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$59,363	
2014 Est. Median Household Income	\$47,223	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	46,749	
Black or African American Alone	35,000	
American Indian and Alaska Native Alone	112,747	
Asian Alone	34,806	
Native Hawaiian and Other Pacific Islander Alone	0	
Some Other Race Alone	51,224	
Two or More Races	62,081	
Hispanic or Latino	44,035	
Not Hispanic or Latino	48,367	
2014 Est. Family HH Type, Presence Own Children	799	
Married-Couple Family, own children	296	37.05
Married-Couple Family, no own children	366	45.81
Male Householder, own children	23	2.88
Male Householder, no own children	23	2.88
Female Householder, own children	64	8.01
Female Householder, no own children	27	3.38
2014 Est. Households by Household Size	1,114	
1-person household	274	24.60
2-person household	359	32.23
3-person household	193	17.32
4-person household	150	13.46
5-person household	82	7.36
6-person household	37	3.32
7 or more person household	20	1.80

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DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.66	
2014 Est. Households by Presence of People	1,114	
Households with 1 or more People under Age 18:	418	37.52
Married-Couple Family	314	75.12
Other Family, Male Householder	27	6.46
Other Family, Female Householder	70	16.75
Nonfamily, Male Householder	7	1.67
Nonfamily, Female Householder	1	0.24
Households no People under Age 18:	696	62.48
Married-Couple Family	348	50.00
Other Family, Male Householder	19	2.73
Other Family, Female Householder	23	3.30
Nonfamily, Male Householder	131	18.82
Nonfamily, Female Householder	175	25.14
2014 Est. Households by Number of Vehicles	1,114	
No Vehicles	102	9.16
1 Vehicle	406	36.45
2 Vehicles	418	37.52
3 Vehicles	140	12.57
4 Vehicles	23	2.06
5 or more Vehicles	25	2.24
2014 Est. Average Number of Vehicles	1.71	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	802	
2014 Estimate	799	
2010 Census	799	
2000 Census	840	
Growth 2014-2019	0.37%	
Growth 2010-2014	-0.02%	
Growth 2000-2010	-4.88%	
2014 Est. Families by Poverty Status	799	
2014 Families at or Above Poverty	724	90.61
2014 Families at or Above Poverty with Children	356	44.56
2014 Families Below Poverty	75	9.39
2014 Families Below Poverty with Children	70	8.76
2014 Est. Pop Age 16+ by Employment Status	2,326	
In Armed Forces	0	0.00
Civilian - Employed	1,504	64.66
Civilian - Unemployed	96	4.13
Not in Labor Force	725	31.17
2014 Est. Civ Employed Pop 16+ Class of Worker	1,484	
For-Profit Private Workers	1,043	70.28
Non-Profit Private Workers	86	5.80
Local Government Workers	65	4.38
State Government Workers	63	4.25
Federal Government Workers	8	0.54
Self-Emp Workers	219	14.76
Unpaid Family Workers	1	0.07

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DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	1,484	
Architect/Engineer	15	1.01
Arts/Entertain/Sports	10	0.67
Building Grounds Maint	30	2.02
Business/Financial Ops	68	4.58
Community/Soc Svcs	6	0.40
Computer/Mathematical	2	0.13
Construction/Extraction	89	6.00
Edu/Training/Library	65	4.38
Farm/Fish/Forestry	5	0.34
Food Prep/Serving	85	5.73
Health Practitioner/Tec	30	2.02
Healthcare Support	35	2.36
Maintenance Repair	83	5.59
Legal	0	0.00
Life/Phys/Soc Science	6	0.40
Management	163	10.98
Office/Admin Support	203	13.68
Production	304	20.49
Protective Svcs	6	0.40
Sales/Related	130	8.76
Personal Care/Svc	21	1.42
Transportation/Moving	128	8.63
2014 Est. Pop 16+ by Occupation Classification	1,484	
Blue Collar	605	40.77
White Collar	698	47.04
Service and Farm	181	12.20

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	1,455	
Drove Alone	1,010	69.42
Car Pooled	233	16.01
Public Transportation	2	0.14
Walked	82	5.64
Bicycle	22	1.51
Other Means	4	0.27
Worked at Home	102	7.01
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	723	
15 - 29 Minutes	380	
30 - 44 Minutes	130	
45 - 59 Minutes	56	
60 or more Minutes	50	
2014 Est. Avg Travel Time to Work in Minutes	18.76	
2014 Est. Tenure of Occupied Housing Units	1,114	
Owner Occupied	833	74.78
Renter Occupied	281	25.22
2014 Owner Occ. HUs: Avg. Length of Residence	20.9	
2014 Renter Occ. HUs: Avg. Length of Residence	6.1	

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	833	
Value Less than \$20,000	28	3.36
Value \$20,000 - \$39,999	32	3.84
Value \$40,000 - \$59,999	65	7.80
Value \$60,000 - \$79,999	190	22.81
Value \$80,000 - \$99,999	138	16.57
Value \$100,000 - \$149,999	166	19.93
Value \$150,000 - \$199,999	120	14.41
Value \$200,000 - \$299,999	66	7.92
Value \$300,000 - \$399,999	23	2.76
Value \$400,000 - \$499,999	1	0.12
Value \$500,000 - \$749,999	2	0.24
Value \$750,000 - \$999,999	1	0.12
Value \$1,000,000 or more	2	0.24
2014 Est. Median All Owner-Occupied Housing Value	\$94,682	
2014 Est. Housing Units by Units in Structure	1,201	
1 Unit Attached	48	4.00
1 Unit Detached	912	75.94
2 Units	68	5.66
3 or 4 Units	43	3.58
5 to 19 Units	18	1.50
20 to 49 Units	0	0.00
50 or More Units	5	0.42
Mobile Home or Trailer	95	7.91
Boat, RV, Van, etc.	12	1.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	1,201	
Housing Unit Built 2005 or later	56	4.66
Housing Unit Built 2000 to 2004	74	6.16
Housing Unit Built 1990 to 1999	179	14.90
Housing Unit Built 1980 to 1989	147	12.24
Housing Unit Built 1970 to 1979	166	13.82
Housing Unit Built 1960 to 1969	166	13.82
Housing Unit Built 1950 to 1959	75	6.24
Housing Unit Built 1940 to 1949	67	5.58
Housing Unit Built 1939 or Earlier	272	22.65
2014 Est. Median Year Structure Built **	1971	



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

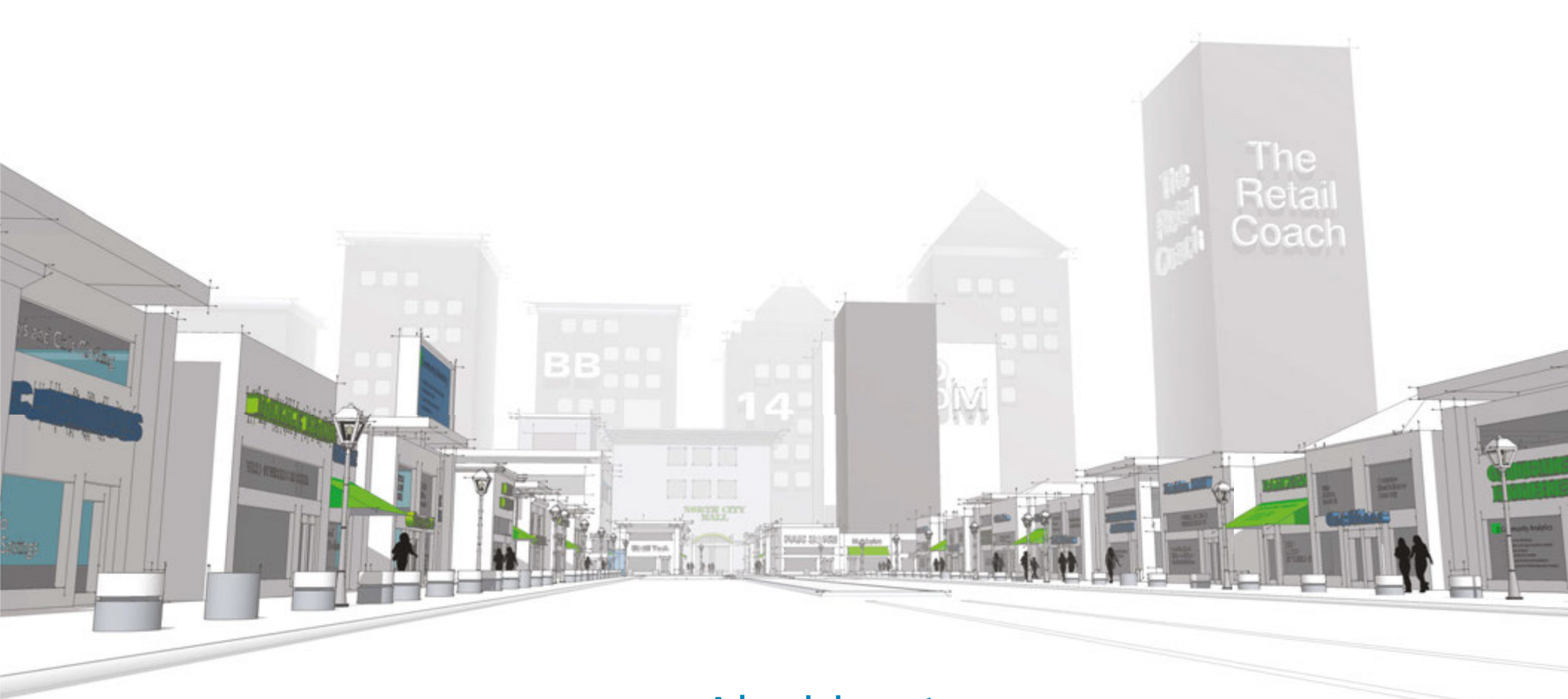
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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