



COMMUNITY DEMOGRAPHIC PROFILE

Arcola, Illinois

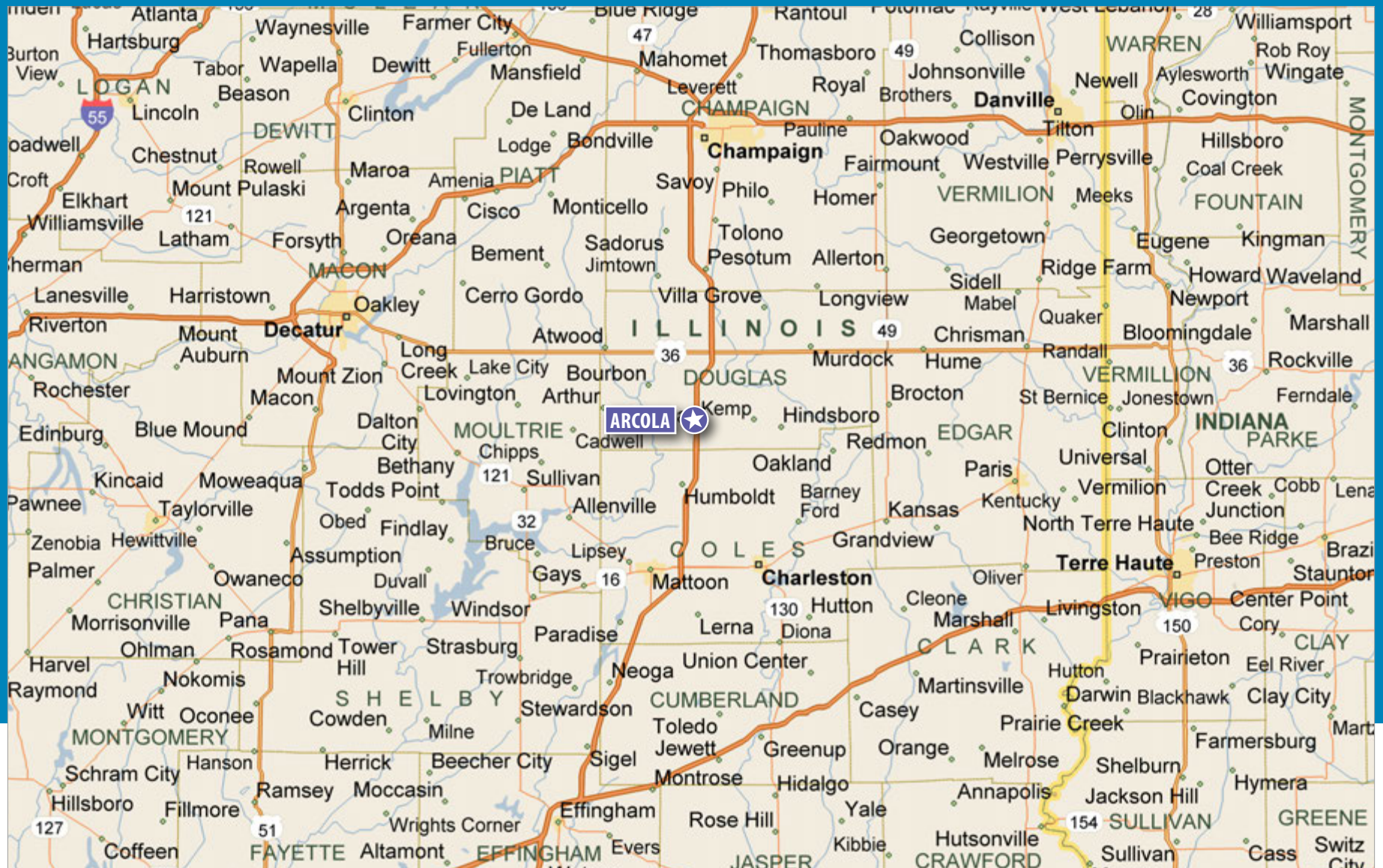


Prepared for
City of Arcola
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 **TheRetailCoach®**

Location Map

Arcola, Illinois



Contact Information

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Community Demographics

Arcola, Illinois

DESCRIPTION	DATA	%
Population		
2014 Estimate	2,900	
2014 Est. Pop by Single Race Class	2,900	
White Alone	2,427	83.69
Black or African American Alone	12	0.41
Amer. Indian and Alaska Native Alone	5	0.17
Asian Alone	31	1.07
Native Hawaiian and Other Pac. Isl. Alone	1	0.03
Some Other Race Alone	373	12.86
Two or More Races	51	1.76
2014 Est. Pop Hisp or Latino by Origin	2,900	
Not Hispanic or Latino	1,937	66.79
Hispanic or Latino:	963	33.21
Mexican	900	93.46
Puerto Rican	8	0.83
Cuban	0	0.00
All Other Hispanic or Latino	55	5.71

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	963	
White Alone	555	57.63
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	371	38.53
Two or More Races	34	3.53
2014 Est. Pop. Asian Alone Race by Cat	31	
Chinese, except Taiwanese	11	35.48
Filipino	0	0.00
Japanese	10	32.26
Asian Indian	10	32.26
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	2,900	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	0	0.00
Pop, Dutch	21	0.72
Pop, English	282	9.72
Pop, French (except Basque)	9	0.31
Pop, French Canadian	0	0.00
Pop, German	529	18.24
Pop, Greek	0	0.00

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DESCRIPTION	DATA	%
Pop, Hungarian	0	0.00
Pop, Irish	231	7.97
Pop, Italian	18	0.62
Pop, Lithuanian	0	0.00
Pop, United States or American	429	14.79
Pop, Norwegian	2	0.07
Pop, Polish	15	0.52
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	18	0.62
Pop, Scotch-Irish	16	0.55
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	0	0.00
Pop, Swedish	5	0.17
Pop, Swiss	40	1.38
Pop, Ukrainian	0	0.00
Pop, Welsh	0	0.00
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	755	26.03
Pop, Ancestry Unclassified	530	18.28
2014 Est. Pop Age 5+ by Language Spoken At Home	2,709	
Speak Only English at Home	1,993	73.57
Speak Asian/Pac. Isl. Lang. at Home	0	0.00
Speak Indo-European Language at Home	178	6.57
Speak Spanish at Home	538	19.86
Speak Other Language at Home	0	0.00
2014 Est. Population by Sex	2,900	
Male	1,451	50.03
Female	1,449	49.97

DESCRIPTION	DATA	%
2014 Est. Population by Age	2,900	
Age 0 - 4	191	6.59
Age 5 - 9	205	7.07
Age 10 - 14	235	8.10
Age 15 - 17	128	4.41
Age 18 - 20	112	3.86
Age 21 - 24	139	4.79
Age 25 - 34	312	10.76
Age 35 - 44	379	13.07
Age 45 - 54	392	13.52
Age 55 - 64	362	12.48
Age 65 - 74	231	7.97
Age 75 - 84	155	5.34
Age 85 and over	59	2.03
Age 16 and over	2,228	76.83
Age 18 and over	2,141	73.83
Age 21 and over	2,029	69.97
Age 65 and over	445	15.34
2014 Est. Median Age	38.4	
2014 Est. Average Age	38.60	

Community Demographics

Arcola, Illinois

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	1,451	
Age 0 - 4	99	6.82
Age 5 - 9	108	7.44
Age 10 - 14	118	8.13
Age 15 - 17	68	4.69
Age 18 - 20	61	4.20
Age 21 - 24	76	5.24
Age 25 - 34	159	10.96
Age 35 - 44	194	13.37
Age 45 - 54	197	13.58
Age 55 - 64	183	12.61
Age 65 - 74	107	7.37
Age 75 - 84	62	4.27
Age 85 and over	19	1.31
2014 Est. Median Age, Male	36.9	
2014 Est. Average Age, Male	37.20	
2014 Est. Female Population by Age	1,449	
Age 0 - 4	92	6.35
Age 5 - 9	97	6.69
Age 10 - 14	117	8.07
Age 15 - 17	60	4.14
Age 18 - 20	51	3.52
Age 21 - 24	63	4.35
Age 25 - 34	153	10.56
Age 35 - 44	185	12.77
Age 45 - 54	195	13.46
Age 55 - 64	179	12.35
Age 65 - 74	124	8.56
Age 75 - 84	93	6.42
Age 85 and over	40	2.76

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	39.9	
2014 Est. Average Age, Female	40.00	
2014 Est. Pop Age 15+ by Marital Status	2,269	
Total, Never Married	474	20.89
Males, Never Married	259	11.41
Females, Never Married	215	9.48
Married, Spouse present	1,366	60.20
Married, Spouse absent	84	3.70
Widowed	168	7.40
Males Widowed	24	1.06
Females Widowed	144	6.35
Divorced	177	7.80
Males Divorced	100	4.41
Females Divorced	77	3.39
2014 Est. Pop. Age 25+ by Edu. Attainment	1,890	
Less than 9th grade	246	13.02
Some High School, no diploma	154	8.15
High School Graduate (or GED)	679	35.93
Some College, no degree	432	22.86
Associate Degree	114	6.03
Bachelor's Degree	170	8.99
Master's Degree	92	4.87
Professional School Degree	1	0.05
Doctorate Degree	2	0.11
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	486	
CY Pop 25+, Hisp/Lat, < High School Diploma	264	54.32
CY Pop 25+, Hisp/Lat, High School Graduate	121	24.90
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	63	12.96
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	38	7.82

Community Demographics

Arcola, Illinois

DESCRIPTION	DATA	%
Households		
2014 Estimate	1,067	
2014 Est. Households by Household Type	1,067	
Family Households	766	71.79
Nonfamily Households	301	28.21
2014 Est. Group Quarters Population	59	
2014 HHs by Ethnicity, Hispanic/Latino	261	24.46
2014 Est. HHs by HH Income	1,067	
CY HHs, Inc < \$15,000	137	12.84
CY HHs, Inc \$15,000 - \$24,999	136	12.75
CY HHs, Inc \$25,000 - \$34,999	116	10.87
CY HHs, Inc \$35,000 - \$49,999	179	16.78
CY HHs, Inc \$50,000 - \$74,999	169	15.84
CY HHs, Inc \$75,000 - \$99,999	157	14.71
CY HHs, Inc \$100,000 - \$124,999	99	9.28
CY HHs, Inc \$125,000 - \$149,999	41	3.84
CY HHs, Inc \$150,000 - \$199,999	18	1.69
CY HHs, Inc \$200,000 - \$249,999	9	0.84
CY HHs, Inc \$250,000 - \$499,999	5	0.47
CY HHs, Inc \$500,000+	1	0.09

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$59,236	
2014 Est. Median Household Income	\$47,109	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	46,677	
Black or African American Alone	20,000	
American Indian and Alaska Native Alone	75,000	
Asian Alone	42,500	
Native Hawaiian and Other Pacific Islander Alone	0	
Some Other Race Alone	52,679	
Two or More Races	59,375	
Hispanic or Latino	43,906	
Not Hispanic or Latino	48,282	
2014 Est. Family HH Type, Presence Own Children	766	
Married-Couple Family, own children	284	37.08
Married-Couple Family, no own children	350	45.69
Male Householder, own children	23	3.00
Male Householder, no own children	22	2.87
Female Householder, own children	61	7.96
Female Householder, no own children	26	3.39
2014 Est. Households by Household Size	1,067	
1-person household	262	24.55
2-person household	342	32.05
3-person household	185	17.34
4-person household	144	13.50
5-person household	80	7.50
6-person household	35	3.28
7 or more person household	19	1.78

Community Demographics

Arcola, Illinois

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.66	
2014 Est. Households by Presence of People	1,067	
Households with 1 or more People under Age 18:	401	37.58
Married-Couple Family	302	75.31
Other Family, Male Householder	25	6.23
Other Family, Female Householder	67	16.71
Nonfamily, Male Householder	6	1.50
Nonfamily, Female Householder	1	0.25
Households no People under Age 18:	666	62.42
Married-Couple Family	332	49.85
Other Family, Male Householder	19	2.85
Other Family, Female Householder	22	3.30
Nonfamily, Male Householder	125	18.77
Nonfamily, Female Householder	168	25.23
2014 Est. Households by Number of Vehicles	1,067	
No Vehicles	97	9.09
1 Vehicle	390	36.55
2 Vehicles	400	37.49
3 Vehicles	134	12.56
4 Vehicles	22	2.06
5 or more Vehicles	24	2.25
2014 Est. Average Number of Vehicles	1.71	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	769	
2014 Estimate	766	
2010 Census	765	
2000 Census	805	
Growth 2014-2019	0.39%	
Growth 2010-2014	0.13%	
Growth 2000-2010	-4.97%	
2014 Est. Families by Poverty Status	766	
2014 Families at or Above Poverty	694	90.60
2014 Families at or Above Poverty with Children	343	44.78
2014 Families Below Poverty	72	9.40
2014 Families Below Poverty with Children	66	8.62
2014 Est. Pop Age 16+ by Employment Status	2,228	
In Armed Forces	0	0.00
Civilian - Employed	1,441	64.68
Civilian - Unemployed	92	4.13
Not in Labor Force	695	31.19
2014 Est. Civ Employed Pop 16+ Class of Worker	1,422	
For-Profit Private Workers	1,005	70.68
Non-Profit Private Workers	82	5.77
Local Government Workers	60	4.22
State Government Workers	59	4.15
Federal Government Workers	7	0.49
Self-Emp Workers	209	14.70
Unpaid Family Workers	0	0.00

Community Demographics

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DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	1,422	
Architect/Engineer	14	0.98
Arts/Entertain/Sports	10	0.70
Building Grounds Maint	28	1.97
Business/Financial Ops	65	4.57
Community/Soc Svcs	6	0.42
Computer/Mathematical	2	0.14
Construction/Extraction	86	6.05
Edu/Training/Library	61	4.29
Farm/Fish/Forestry	5	0.35
Food Prep/Serving	81	5.70
Health Practitioner/Tec	29	2.04
Healthcare Support	33	2.32
Maintenance Repair	79	5.56
Legal	0	0.00
Life/Phys/Soc Science	5	0.35
Management	156	10.97
Office/Admin Support	195	13.71
Production	293	20.60
Protective Svcs	5	0.35
Sales/Related	125	8.79
Personal Care/Svc	20	1.41
Transportation/Moving	124	8.72
2014 Est. Pop 16+ by Occupation Classification	1,422	
Blue Collar	582	40.93
White Collar	668	46.98
Service and Farm	172	12.10

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	1,395	
Drove Alone	969	69.46
Car Pooled	223	15.99
Public Transportation	2	0.14
Walked	79	5.66
Bicycle	20	1.43
Other Means	4	0.29
Worked at Home	98	7.03
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	693	
15 - 29 Minutes	367	
30 - 44 Minutes	123	
45 - 59 Minutes	53	
60 or more Minutes	48	
2014 Est. Avg Travel Time to Work in Minutes	18.73	
2014 Est. Tenure of Occupied Housing Units	1,067	
Owner Occupied	797	74.70
Renter Occupied	270	25.30
2014 Owner Occ. HUs: Avg. Length of Residence	20.9	
2014 Renter Occ. HUs: Avg. Length of Residence	6.0	

Community Demographics

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	797	
Value Less than \$20,000	27	3.39
Value \$20,000 - \$39,999	31	3.89
Value \$40,000 - \$59,999	63	7.90
Value \$60,000 - \$79,999	184	23.09
Value \$80,000 - \$99,999	131	16.44
Value \$100,000 - \$149,999	157	19.70
Value \$150,000 - \$199,999	114	14.30
Value \$200,000 - \$299,999	63	7.90
Value \$300,000 - \$399,999	23	2.89
Value \$400,000 - \$499,999	0	0.00
Value \$500,000 - \$749,999	2	0.25
Value \$750,000 - \$999,999	1	0.13
Value \$1,000,000 or more	1	0.13
2014 Est. Median All Owner-Occupied Housing Value	\$94,275	
2014 Est. Housing Units by Units in Structure	1,151	
1 Unit Attached	45	3.91
1 Unit Detached	875	76.02
2 Units	65	5.65
3 or 4 Units	41	3.56
5 to 19 Units	17	1.48
20 to 49 Units	0	0.00
50 or More Units	5	0.43
Mobile Home or Trailer	92	7.99
Boat, RV, Van, etc.	11	0.96

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	1,151	
Housing Unit Built 2005 or later	52	4.52
Housing Unit Built 2000 to 2004	71	6.17
Housing Unit Built 1990 to 1999	172	14.94
Housing Unit Built 1980 to 1989	140	12.16
Housing Unit Built 1970 to 1979	160	13.90
Housing Unit Built 1960 to 1969	159	13.81
Housing Unit Built 1950 to 1959	71	6.17
Housing Unit Built 1940 to 1949	65	5.65
Housing Unit Built 1939 or Earlier	261	22.68
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

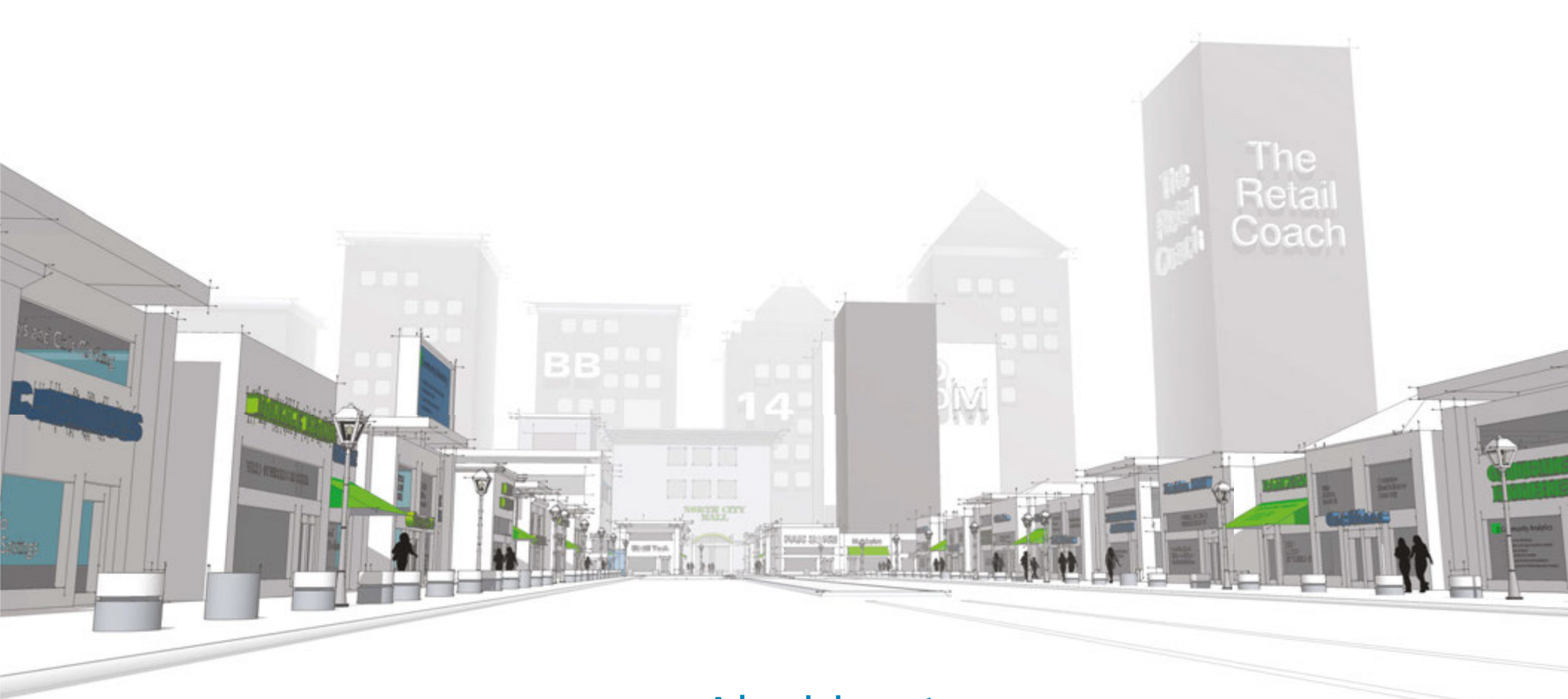
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

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.