



RADIAL DEMOGRAPHICS

10-MILE RADIAL

Arcola, Illinois

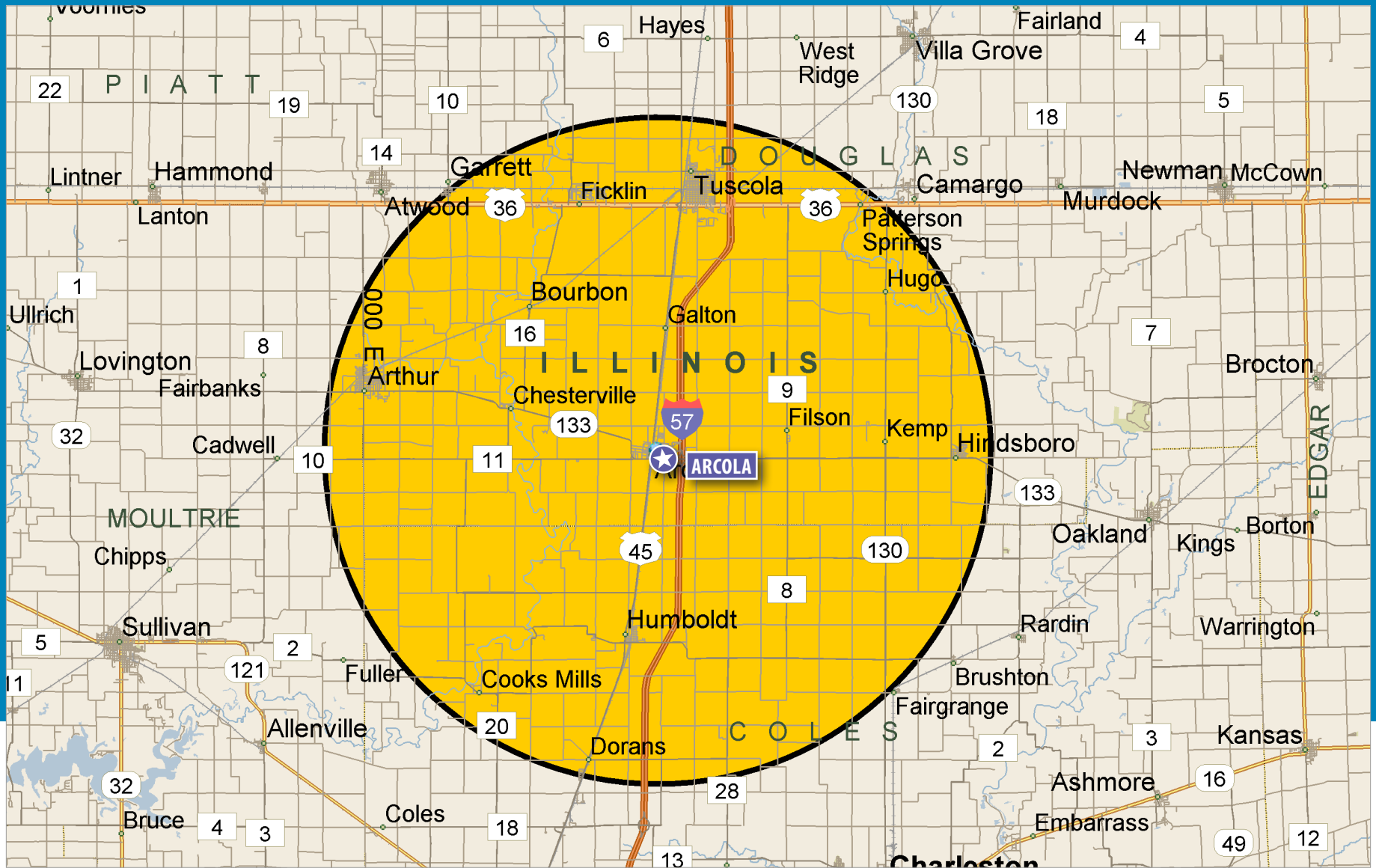


Prepared for
City of Arcola
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 **TheRetailCoach®**

10-Mile Radial

Arcola, Illinois



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Radial Demographics | 10-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
Population		
2014 Estimate	16,319	
2014 Est. Pop by Single Race Class	16,319	
White Alone	15,315	93.85
Black or African American Alone	151	0.93
Amer. Indian and Alaska Native Alone	22	0.13
Asian Alone	80	0.49
Native Hawaiian and Other Pac. Isl. Alone	4	0.02
Some Other Race Alone	527	3.23
Two or More Races	219	1.34
2014 Est. Pop Hisp or Latino by Origin	16,319	
Not Hispanic or Latino	14,906	91.34
Hispanic or Latino:	1,413	8.66
Mexican	1,289	91.22
Puerto Rican	15	1.06
Cuban	3	0.21
All Other Hispanic or Latino	106	7.50

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	1,413	
White Alone	816	57.75
Black or African American Alone	5	0.35
American Indian and Alaska Native Alone	2	0.14
Asian Alone	1	0.07
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	525	37.15
Two or More Races	64	4.53
2014 Est. Pop. Asian Alone Race by Cat	80	
Chinese, except Taiwanese	29	36.25
Filipino	2	2.50
Japanese	16	20.00
Asian Indian	33	41.25
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	16,319	
Pop, Arab	1	0.01
Pop, Czech	2	0.01
Pop, Danish	8	0.05
Pop, Dutch	106	0.65
Pop, English	1,334	8.17
Pop, French (except Basque)	162	0.99
Pop, French Canadian	22	0.13
Pop, German	3,716	22.77
Pop, Greek	38	0.23

Radial Demographics | 10-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
Pop, Hungarian	13	0.08
Pop, Irish	969	5.94
Pop, Italian	268	1.64
Pop, Lithuanian	2	0.01
Pop, United States or American	2,067	12.67
Pop, Norwegian	59	0.36
Pop, Polish	130	0.80
Pop, Portuguese	4	0.02
Pop, Russian	2	0.01
Pop, Scottish	208	1.27
Pop, Scotch-Irish	153	0.94
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	2	0.01
Pop, Swedish	64	0.39
Pop, Swiss	262	1.61
Pop, Ukrainian	8	0.05
Pop, Welsh	51	0.31
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	2,909	17.83
Pop, Ancestry Unclassified	3,759	23.03
2014 Est. Pop Age 5+ by Language Spoken At Home	15,132	
Speak Only English at Home	12,233	80.84
Speak Asian/Pac. Isl. Lang. at Home	43	0.28
Speak Indo-European Language at Home	1,890	12.49
Speak Spanish at Home	966	6.38
Speak Other Language at Home	0	0.00
2014 Est. Population by Sex	16,319	
Male	8,011	49.09
Female	8,308	50.91

DESCRIPTION	DATA	%
2014 Est. Population by Age	16,319	
Age 0 - 4	1,187	7.27
Age 5 - 9	1,202	7.37
Age 10 - 14	1,205	7.38
Age 15 - 17	698	4.28
Age 18 - 20	618	3.79
Age 21 - 24	782	4.79
Age 25 - 34	1,931	11.83
Age 35 - 44	1,910	11.70
Age 45 - 54	2,111	12.94
Age 55 - 64	2,037	12.48
Age 65 - 74	1,346	8.25
Age 75 - 84	886	5.43
Age 85 and over	405	2.48
Age 16 and over	12,494	76.56
Age 18 and over	12,028	73.71
Age 21 and over	11,409	69.91
Age 65 and over	2,637	16.16
2014 Est. Median Age	37.8	
2014 Est. Average Age	38.70	

Radial Demographics | 10-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	8,011	
Age 0 - 4	611	7.63
Age 5 - 9	628	7.84
Age 10 - 14	625	7.80
Age 15 - 17	351	4.38
Age 18 - 20	309	3.86
Age 21 - 24	383	4.78
Age 25 - 34	968	12.08
Age 35 - 44	962	12.01
Age 45 - 54	1,045	13.04
Age 55 - 64	1,013	12.65
Age 65 - 74	633	7.90
Age 75 - 84	364	4.54
Age 85 and over	119	1.49
2014 Est. Median Age, Male	36.4	
2014 Est. Average Age, Male	37.30	
2014 Est. Female Population by Age	8,308	
Age 0 - 4	576	6.93
Age 5 - 9	574	6.91
Age 10 - 14	580	6.98
Age 15 - 17	347	4.18
Age 18 - 20	309	3.72
Age 21 - 24	399	4.80
Age 25 - 34	963	11.59
Age 35 - 44	948	11.41
Age 45 - 54	1,066	12.83
Age 55 - 64	1,024	12.33
Age 65 - 74	713	8.58
Age 75 - 84	521	6.27
Age 85 and over	287	3.45

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	39.3	
2014 Est. Average Age, Female	40.00	
2014 Est. Pop Age 15+ by Marital Status	12,725	
Total, Never Married	2,911	22.88
Males, Never Married	1,569	12.33
Females, Never Married	1,342	10.55
Married, Spouse present	7,369	57.91
Married, Spouse absent	361	2.84
Widowed	948	7.45
Males Widowed	114	0.90
Females Widowed	834	6.55
Divorced	1,137	8.94
Males Divorced	612	4.81
Females Divorced	525	4.13
2014 Est. Pop. Age 25+ by Edu. Attainment	10,627	
Less than 9th grade	1,469	13.82
Some High School, no diploma	742	6.98
High School Graduate (or GED)	3,910	36.79
Some College, no degree	2,191	20.62
Associate Degree	803	7.56
Bachelor's Degree	1,006	9.47
Master's Degree	410	3.86
Professional School Degree	31	0.29
Doctorate Degree	66	0.62
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	713	
CY Pop 25+, Hisp/Lat, < High School Diploma	395	55.40
CY Pop 25+, Hisp/Lat, High School Graduate	170	23.84
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	83	11.64
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	65	9.12

Radial Demographics | 10-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
Households		
2014 Estimate	6,142	
2014 Est. Households by Household Type	6,142	
Family Households	4,328	70.47
Nonfamily Households	1,814	29.53
2014 Est. Group Quarters Population	178	
2014 HHs by Ethnicity, Hispanic/Latino	377	6.14
2014 Est. HHs by HH Income	6,142	
CY HHs, Inc < \$15,000	603	9.82
CY HHs, Inc \$15,000 - \$24,999	641	10.44
CY HHs, Inc \$25,000 - \$34,999	666	10.84
CY HHs, Inc \$35,000 - \$49,999	1,085	17.67
CY HHs, Inc \$50,000 - \$74,999	1,189	19.36
CY HHs, Inc \$75,000 - \$99,999	870	14.16
CY HHs, Inc \$100,000 - \$124,999	536	8.73
CY HHs, Inc \$125,000 - \$149,999	259	4.22
CY HHs, Inc \$150,000 - \$199,999	169	2.75
CY HHs, Inc \$200,000 - \$249,999	62	1.01
CY HHs, Inc \$250,000 - \$499,999	49	0.80
CY HHs, Inc \$500,000+	12	0.20

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$64,501	
2014 Est. Median Household Income	\$51,581	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	51,722	
Black or African American Alone	45,353	
American Indian and Alaska Native Alone	117,771	
Asian Alone	33,645	
Native Hawaiian and Other Pacific Islander Alone	0	
Some Other Race Alone	55,130	
Two or More Races	43,916	
Hispanic or Latino	40,438	
Not Hispanic or Latino	52,704	
2014 Est. Family HH Type, Presence Own Children	4,328	
Married-Couple Family, own children	1,462	33.78
Married-Couple Family, no own children	2,113	48.82
Male Householder, own children	134	3.10
Male Householder, no own children	108	2.50
Female Householder, own children	290	6.70
Female Householder, no own children	221	5.11
2014 Est. Households by Household Size	6,142	
1-person household	1,580	25.72
2-person household	2,143	34.89
3-person household	941	15.32
4-person household	748	12.18
5-person household	371	6.04
6-person household	168	2.74
7 or more person household	191	3.11

Radial Demographics | 10-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.63	
2014 Est. Households by Presence of People	6,142	
Households with 1 or more People under Age 18:	2,056	33.47
Married-Couple Family	1,532	74.51
Other Family, Male Householder	150	7.30
Other Family, Female Householder	342	16.63
Nonfamily, Male Householder	26	1.26
Nonfamily, Female Householder	6	0.29
Households no People under Age 18:	4,086	66.53
Married-Couple Family	2,043	50.00
Other Family, Male Householder	90	2.20
Other Family, Female Householder	170	4.16
Nonfamily, Male Householder	776	18.99
Nonfamily, Female Householder	1,007	24.65
2014 Est. Households by Number of Vehicles	6,142	
No Vehicles	743	12.10
1 Vehicle	1,785	29.06
2 Vehicles	2,465	40.13
3 Vehicles	757	12.32
4 Vehicles	236	3.84
5 or more Vehicles	156	2.54
2014 Est. Average Number of Vehicles	1.77	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	4,322	
2014 Estimate	4,328	
2010 Census	4,348	
2000 Census	4,395	
Growth 2014-2019	-0.14%	
Growth 2010-2014	-0.45%	
Growth 2000-2010	-1.06%	
2014 Est. Families by Poverty Status	4,328	
2014 Families at or Above Poverty	4,056	93.72
2014 Families at or Above Poverty with Children	1,780	41.13
2014 Families Below Poverty	272	6.28
2014 Families Below Poverty with Children	193	4.46
2014 Est. Pop Age 16+ by Employment Status	12,494	
In Armed Forces	0	0.00
Civilian - Employed	7,613	60.93
Civilian - Unemployed	614	4.91
Not in Labor Force	4,267	34.15
2014 Est. Civ Employed Pop 16+ Class of Worker	7,647	
For-Profit Private Workers	5,179	67.73
Non-Profit Private Workers	456	5.96
Local Government Workers	445	5.82
State Government Workers	375	4.90
Federal Government Workers	41	0.54
Self-Emp Workers	1,140	14.91
Unpaid Family Workers	11	0.14

Radial Demographics | 10-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	7,647	
Architect/Engineer	98	1.28
Arts/Entertain/Sports	52	0.68
Building Grounds Maint	200	2.62
Business/Financial Ops	228	2.98
Community/Soc Svcs	50	0.65
Computer/Mathematical	38	0.50
Construction/Extraction	530	6.93
Edu/Training/Library	393	5.14
Farm/Fish/Forestry	62	0.81
Food Prep/Serving	615	8.04
Health Practitioner/Tec	298	3.90
Healthcare Support	141	1.84
Maintenance Repair	413	5.40
Legal	16	0.21
Life/Phys/Soc Science	38	0.50
Management	734	9.60
Office/Admin Support	1,005	13.14
Production	1,078	14.10
Protective Svcs	51	0.67
Sales/Related	836	10.93
Personal Care/Svc	146	1.91
Transportation/Moving	625	8.17
2014 Est. Pop 16+ by Occupation Classification	7,647	
Blue Collar	2,646	34.60
White Collar	3,786	49.51
Service and Farm	1,216	15.90

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	7,534	
Drove Alone	5,232	69.45
Car Pooled	1,047	13.90
Public Transportation	16	0.21
Walked	304	4.04
Bicycle	401	5.32
Other Means	106	1.41
Worked at Home	428	5.68
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,633	
15 - 29 Minutes	1,699	
30 - 44 Minutes	1,230	
45 - 59 Minutes	321	
60 or more Minutes	212	
2014 Est. Avg Travel Time to Work in Minutes	19.97	
2014 Est. Tenure of Occupied Housing Units	6,142	
Owner Occupied	4,641	75.56
Renter Occupied	1,501	24.44
2014 Owner Occ. HUs: Avg. Length of Residence	19.6	
2014 Renter Occ. HUs: Avg. Length of Residence	8.8	

Radial Demographics | 10-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	4,641	
Value Less than \$20,000	149	3.21
Value \$20,000 - \$39,999	178	3.84
Value \$40,000 - \$59,999	400	8.62
Value \$60,000 - \$79,999	694	14.95
Value \$80,000 - \$99,999	755	16.27
Value \$100,000 - \$149,999	1,151	24.80
Value \$150,000 - \$199,999	678	14.61
Value \$200,000 - \$299,999	422	9.09
Value \$300,000 - \$399,999	135	2.91
Value \$400,000 - \$499,999	34	0.73
Value \$500,000 - \$749,999	28	0.60
Value \$750,000 - \$999,999	9	0.19
Value \$1,000,000 or more	8	0.17
2014 Est. Median All Owner-Occupied Housing Value	\$106,248	
2014 Est. Housing Units by Units in Structure	6,698	
1 Unit Attached	297	4.43
1 Unit Detached	5,322	79.46
2 Units	181	2.70
3 or 4 Units	175	2.61
5 to 19 Units	287	4.28
20 to 49 Units	102	1.52
50 or More Units	13	0.19
Mobile Home or Trailer	299	4.46
Boat, RV, Van, etc.	21	0.31

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	6,698	
Housing Unit Built 2005 or later	306	4.57
Housing Unit Built 2000 to 2004	492	7.35
Housing Unit Built 1990 to 1999	845	12.62
Housing Unit Built 1980 to 1989	591	8.82
Housing Unit Built 1970 to 1979	937	13.99
Housing Unit Built 1960 to 1969	760	11.35
Housing Unit Built 1950 to 1959	780	11.65
Housing Unit Built 1940 to 1949	317	4.73
Housing Unit Built 1939 or Earlier	1,671	24.95
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

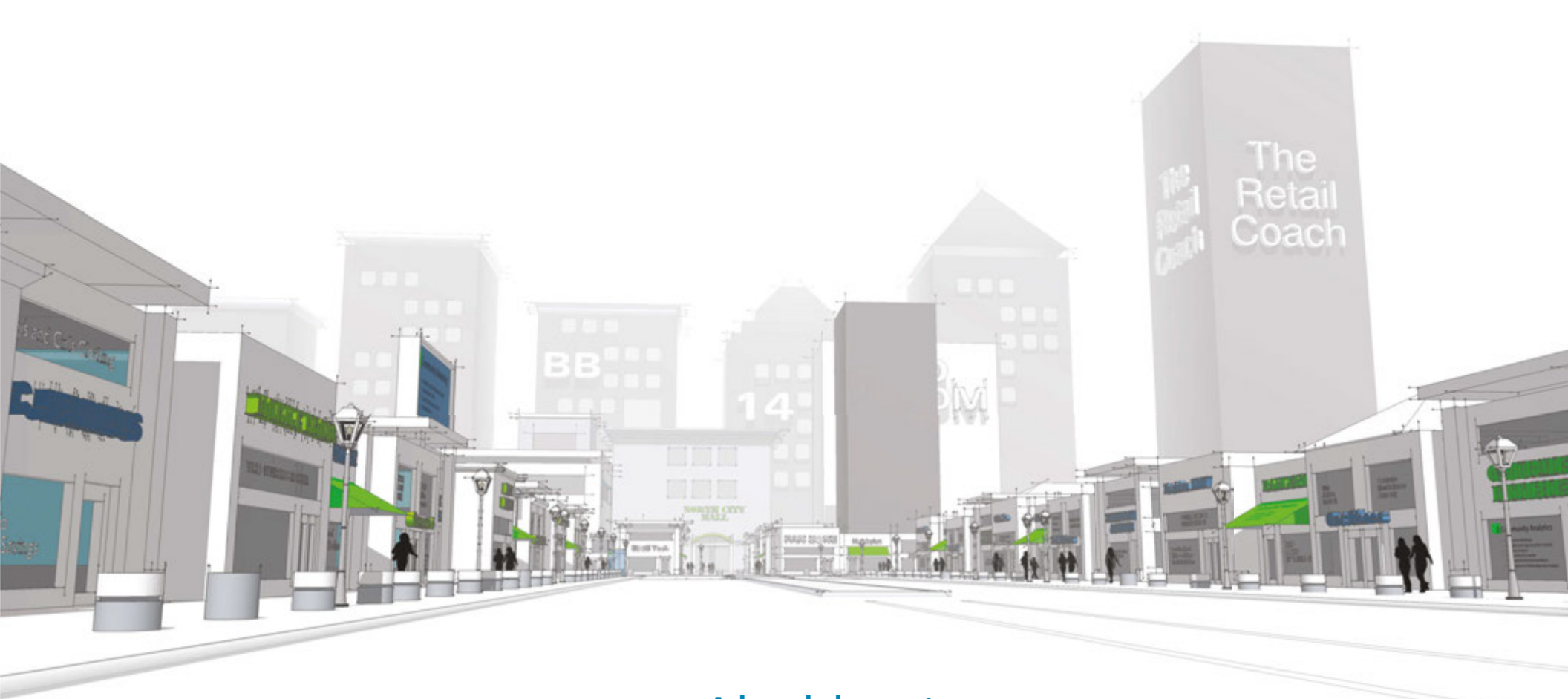
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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