



# RADIAL DEMOGRAPHICS

## 5-MILE RADIAL

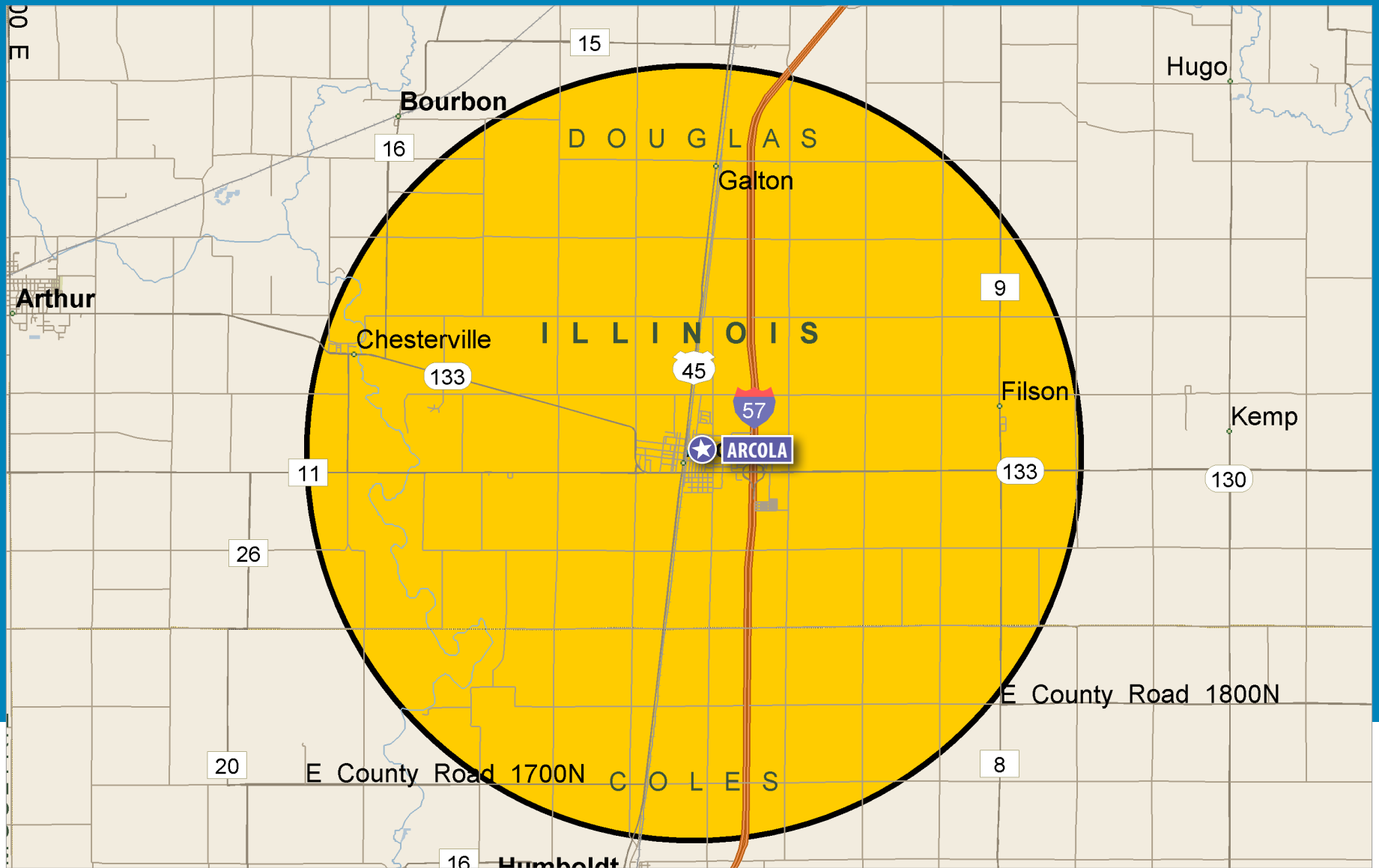
Arcola, Illinois



Prepared for  
City of Arcola  
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 **TheRetailCoach®**

## 5-Mile Radial Arcola, Illinois



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## Radial Demographics | 5-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
Population		
2014 Estimate	4,241	
2014 Est. Pop by Single Race Class	4,241	
White Alone	3,708	87.43
Black or African American Alone	18	0.42
Amer. Indian and Alaska Native Alone	8	0.19
Asian Alone	35	0.83
Native Hawaiian and Other Pac. Isl. Alone	1	0.02
Some Other Race Alone	413	9.74
Two or More Races	58	1.37
2014 Est. Pop Hisp or Latino by Origin	4,241	
Not Hispanic or Latino	3,189	75.19
Hispanic or Latino:	1,052	24.81
Mexican	981	93.25
Puerto Rican	9	0.86
Cuban	0	0.00
All Other Hispanic or Latino	62	5.89

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	1,052	
White Alone	599	56.94
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	411	39.07
Two or More Races	38	3.61
2014 Est. Pop. Asian Alone Race by Cat	35	
Chinese, except Taiwanese	12	34.29
Filipino	0	0.00
Japanese	12	34.29
Asian Indian	11	31.43
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	4,241	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	0	0.00
Pop, Dutch	31	0.73
Pop, English	375	8.84
Pop, French (except Basque)	22	0.52
Pop, French Canadian	0	0.00
Pop, German	873	20.58
Pop, Greek	0	0.00

## Radial Demographics | 5-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
Pop, Hungarian	1	0.02
Pop, Irish	291	6.86
Pop, Italian	35	0.83
Pop, Lithuanian	0	0.00
Pop, United States or American	625	14.74
Pop, Norwegian	5	0.12
Pop, Polish	23	0.54
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	33	0.78
Pop, Scotch-Irish	26	0.61
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	0	0.00
Pop, Swedish	9	0.21
Pop, Swiss	72	1.70
Pop, Ukrainian	0	0.00
Pop, Welsh	6	0.14
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	996	23.49
Pop, Ancestry Unclassified	818	19.29
2014 Est. Pop Age 5+ by Language Spoken At Home	3,931	
Speak Only English at Home	2,854	72.60
Speak Asian/Pac. Isl. Lang. at Home	0	0.00
Speak Indo-European Language at Home	456	11.60
Speak Spanish at Home	621	15.80
Speak Other Language at Home	0	0.00
2014 Est. Population by Sex	4,241	
Male	2,122	50.04
Female	2,119	49.96

DESCRIPTION	DATA	%
2014 Est. Population by Age	4,241	
Age 0 - 4	310	7.31
Age 5 - 9	337	7.95
Age 10 - 14	355	8.37
Age 15 - 17	196	4.62
Age 18 - 20	173	4.08
Age 21 - 24	213	5.02
Age 25 - 34	473	11.15
Age 35 - 44	524	12.36
Age 45 - 54	546	12.87
Age 55 - 64	508	11.98
Age 65 - 74	322	7.59
Age 75 - 84	204	4.81
Age 85 and over	80	1.89
Age 16 and over	3,175	74.86
Age 18 and over	3,043	71.75
Age 21 and over	2,870	67.67
Age 65 and over	606	14.29
2014 Est. Median Age	36.2	
2014 Est. Average Age	37.20	

## Radial Demographics | 5-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	2,122	
Age 0 - 4	159	7.49
Age 5 - 9	177	8.34
Age 10 - 14	182	8.58
Age 15 - 17	103	4.85
Age 18 - 20	92	4.34
Age 21 - 24	112	5.28
Age 25 - 34	242	11.40
Age 35 - 44	267	12.58
Age 45 - 54	270	12.72
Age 55 - 64	258	12.16
Age 65 - 74	150	7.07
Age 75 - 84	84	3.96
Age 85 and over	26	1.23
2014 Est. Median Age, Male	34.8	
2014 Est. Average Age, Male	36.00	
2014 Est. Female Population by Age	2,119	
Age 0 - 4	152	7.17
Age 5 - 9	160	7.55
Age 10 - 14	173	8.16
Age 15 - 17	93	4.39
Age 18 - 20	80	3.78
Age 21 - 24	101	4.77
Age 25 - 34	231	10.90
Age 35 - 44	257	12.13
Age 45 - 54	276	13.03
Age 55 - 64	251	11.85
Age 65 - 74	171	8.07
Age 75 - 84	120	5.66
Age 85 and over	55	2.60

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	37.7	
2014 Est. Average Age, Female	38.50	
2014 Est. Pop Age 15+ by Marital Status	3,239	
Total, Never Married	749	23.12
Males, Never Married	407	12.57
Females, Never Married	342	10.56
Married, Spouse present	1,928	59.52
Married, Spouse absent	108	3.33
Widowed	217	6.70
Males Widowed	33	1.02
Females Widowed	184	5.68
Divorced	236	7.29
Males Divorced	130	4.01
Females Divorced	107	3.30
2014 Est. Pop. Age 25+ by Edu. Attainment	2,657	
Less than 9th grade	464	17.46
Some High School, no diploma	195	7.34
High School Graduate (or GED)	924	34.78
Some College, no degree	567	21.34
Associate Degree	157	5.91
Bachelor's Degree	231	8.69
Master's Degree	113	4.25
Professional School Degree	1	0.04
Doctorate Degree	4	0.15
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	530	
CY Pop 25+, Hisp/Lat, < High School Diploma	287	54.15
CY Pop 25+, Hisp/Lat, High School Graduate	132	24.91
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	68	12.83
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	42	7.92

## Radial Demographics | 5-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
Households		
2014 Estimate	1,458	
2014 Est. Households by Household Type	1,458	
Family Households	1,077	73.87
Nonfamily Households	381	26.13
2014 Est. Group Quarters Population	80	
2014 HHs by Ethnicity, Hispanic/Latino	284	19.48
2014 Est. HHs by HH Income	1,458	
CY HHs, Inc < \$15,000	179	12.28
CY HHs, Inc \$15,000 - \$24,999	170	11.66
CY HHs, Inc \$25,000 - \$34,999	155	10.63
CY HHs, Inc \$35,000 - \$49,999	253	17.35
CY HHs, Inc \$50,000 - \$74,999	234	16.05
CY HHs, Inc \$75,000 - \$99,999	206	14.13
CY HHs, Inc \$100,000 - \$124,999	140	9.60
CY HHs, Inc \$125,000 - \$149,999	62	4.25
CY HHs, Inc \$150,000 - \$199,999	29	1.99
CY HHs, Inc \$200,000 - \$249,999	16	1.10
CY HHs, Inc \$250,000 - \$499,999	10	0.69
CY HHs, Inc \$500,000+	2	0.14

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$61,878	
2014 Est. Median Household Income	\$48,325	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	47,979	
Black or African American Alone	39,003	
American Indian and Alaska Native Alone	112,834	
Asian Alone	43,357	
Native Hawaiian and Other Pacific Islander Alone	0	
Some Other Race Alone	52,312	
Two or More Races	60,229	
Hispanic or Latino	43,892	
Not Hispanic or Latino	49,466	
2014 Est. Family HH Type, Presence Own Children	1,077	
Married-Couple Family, own children	416	38.63
Married-Couple Family, no own children	494	45.87
Male Householder, own children	27	2.51
Male Householder, no own children	28	2.60
Female Householder, own children	71	6.59
Female Householder, no own children	39	3.62
2014 Est. Households by Household Size	1,458	
1-person household	332	22.77
2-person household	470	32.24
3-person household	236	16.19
4-person household	187	12.83
5-person household	111	7.61
6-person household	58	3.98
7 or more person household	63	4.32

## Radial Demographics | 5-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.85	
2014 Est. Households by Presence of People	1,458	
Households with 1 or more People under Age 18:	560	38.41
Married-Couple Family	440	78.57
Other Family, Male Householder	32	5.71
Other Family, Female Householder	79	14.11
Nonfamily, Male Householder	8	1.43
Nonfamily, Female Householder	1	0.18
Households no People under Age 18:	898	61.59
Married-Couple Family	470	52.34
Other Family, Male Householder	24	2.67
Other Family, Female Householder	33	3.67
Nonfamily, Male Householder	159	17.71
Nonfamily, Female Householder	212	23.61
2014 Est. Households by Number of Vehicles	1,458	
No Vehicles	200	13.72
1 Vehicle	477	32.72
2 Vehicles	532	36.49
3 Vehicles	179	12.28
4 Vehicles	33	2.26
5 or more Vehicles	37	2.54
2014 Est. Average Number of Vehicles	1.67	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	1,082	
2014 Estimate	1,077	
2010 Census	1,076	
2000 Census	1,088	
Growth 2014-2019	0.51%	
Growth 2010-2014	0.09%	
Growth 2000-2010	-1.12%	
2014 Est. Families by Poverty Status	1,077	
2014 Families at or Above Poverty	981	91.09
2014 Families at or Above Poverty with Children	468	43.45
2014 Families Below Poverty	96	8.91
2014 Families Below Poverty with Children	82	7.61
2014 Est. Pop Age 16+ by Employment Status	3,175	
In Armed Forces	0	0.00
Civilian - Employed	2,029	63.91
Civilian - Unemployed	132	4.16
Not in Labor Force	1,014	31.94
2014 Est. Civ Employed Pop 16+ Class of Worker	2,009	
For-Profit Private Workers	1,368	68.09
Non-Profit Private Workers	118	5.87
Local Government Workers	90	4.48
State Government Workers	82	4.08
Federal Government Workers	9	0.45
Self-Emp Workers	337	16.77
Unpaid Family Workers	3	0.15

## Radial Demographics | 5-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	2,009	
Architect/Engineer	19	0.95
Arts/Entertain/Sports	14	0.70
Building Grounds Maint	45	2.24
Business/Financial Ops	77	3.83
Community/Soc Svcs	11	0.55
Computer/Mathematical	5	0.25
Construction/Extraction	138	6.87
Edu/Training/Library	90	4.48
Farm/Fish/Forestry	12	0.60
Food Prep/Serving	129	6.42
Health Practitioner/Tec	42	2.09
Healthcare Support	43	2.14
Maintenance Repair	111	5.53
Legal	1	0.05
Life/Phys/Soc Science	8	0.40
Management	222	11.05
Office/Admin Support	273	13.59
Production	389	19.36
Protective Svcs	7	0.35
Sales/Related	184	9.16
Personal Care/Svc	30	1.49
Transportation/Moving	160	7.96
2014 Est. Pop 16+ by Occupation Classification	2,009	
Blue Collar	798	39.72
White Collar	945	47.04
Service and Farm	266	13.24

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	1,970	
Drove Alone	1,283	65.13
Car Pooled	319	16.19
Public Transportation	3	0.15
Walked	113	5.74
Bicycle	88	4.47
Other Means	18	0.91
Worked at Home	145	7.36
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	973	
15 - 29 Minutes	508	
30 - 44 Minutes	197	
45 - 59 Minutes	78	
60 or more Minutes	59	
2014 Est. Avg Travel Time to Work in Minutes	18.74	
2014 Est. Tenure of Occupied Housing Units	1,458	
Owner Occupied	1,106	75.86
Renter Occupied	351	24.07
2014 Owner Occ. HUs: Avg. Length of Residence	20.7	
2014 Renter Occ. HUs: Avg. Length of Residence	7.1	



## Radial Demographics | 5-Mile Radial Arcola, Illinois

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	1,106	
Value Less than \$20,000	39	3.53
Value \$20,000 - \$39,999	43	3.89
Value \$40,000 - \$59,999	89	8.05
Value \$60,000 - \$79,999	217	19.62
Value \$80,000 - \$99,999	173	15.64
Value \$100,000 - \$149,999	229	20.71
Value \$150,000 - \$199,999	171	15.46
Value \$200,000 - \$299,999	96	8.68
Value \$300,000 - \$399,999	37	3.35
Value \$400,000 - \$499,999	4	0.36
Value \$500,000 - \$749,999	5	0.45
Value \$750,000 - \$999,999	2	0.18
Value \$1,000,000 or more	2	0.18
2014 Est. Median All Owner-Occupied Housing Value	\$99,165	
2014 Est. Housing Units by Units in Structure	1,565	
1 Unit Attached	97	6.20
1 Unit Detached	1,196	76.42
2 Units	77	4.92
3 or 4 Units	45	2.88
5 to 19 Units	19	1.21
20 to 49 Units	0	0.00
50 or More Units	5	0.32
Mobile Home or Trailer	112	7.16
Boat, RV, Van, etc.	15	0.96

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	1,565	
Housing Unit Built 2005 or later	76	4.86
Housing Unit Built 2000 to 2004	97	6.20
Housing Unit Built 1990 to 1999	228	14.57
Housing Unit Built 1980 to 1989	191	12.20
Housing Unit Built 1970 to 1979	211	13.48
Housing Unit Built 1960 to 1969	209	13.35
Housing Unit Built 1950 to 1959	106	6.77
Housing Unit Built 1940 to 1949	87	5.56
Housing Unit Built 1939 or Earlier	361	23.07
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.