



RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Arcola, Illinois

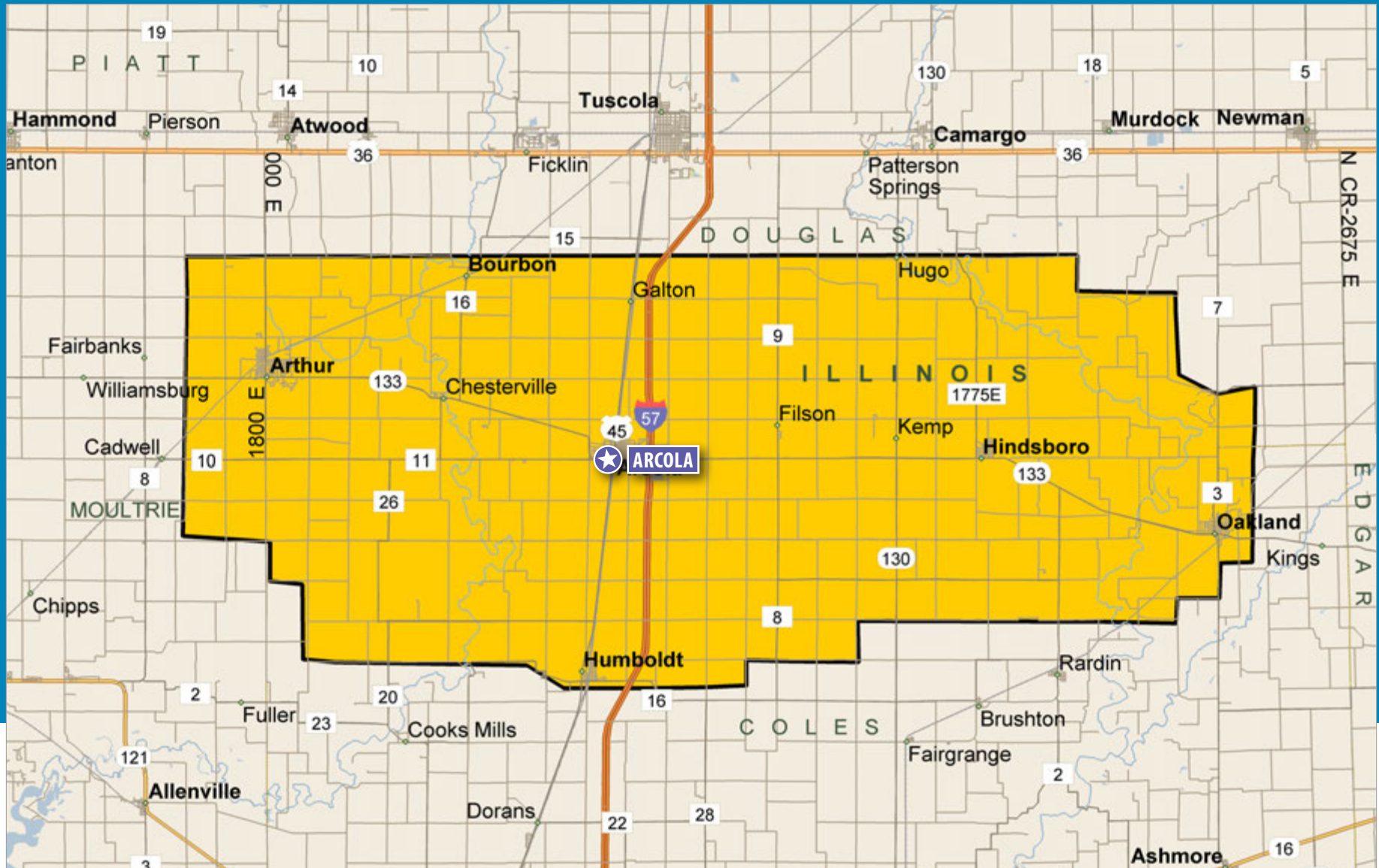


Prepared for
City of Arcola
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 TheRetailCoach®

Retail Trade Area

Arcola, Illinois



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Retail Trade Area | Demographics

Arcola, Illinois

DESCRIPTION	DATA	%
Population		
2014 Estimate	11,365	
2014 Est. Pop by Single Race Class	11,365	
White Alone	10,637	93.59
Black or African American Alone	82	0.72
Amer. Indian and Alaska Native Alone	23	0.20
Asian Alone	50	0.44
Native Hawaiian and Other Pac. Isl. Alone	2	0.02
Some Other Race Alone	446	3.92
Two or More Races	124	1.09
2014 Est. Pop Hisp or Latino by Origin	11,365	
Not Hispanic or Latino	10,159	89.39
Hispanic or Latino:	1,206	10.61
Mexican	1,099	91.13
Puerto Rican	14	1.16
Cuban	1	0.08
All Other Hispanic or Latino	92	7.63

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	1,206	
White Alone	711	58.96
Black or African American Alone	4	0.33
American Indian and Alaska Native Alone	2	0.17
Asian Alone	1	0.08
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	444	36.82
Two or More Races	44	3.65
2014 Est. Pop. Asian Alone Race by Cat	50	
Chinese, except Taiwanese	16	32.00
Filipino	6	12.00
Japanese	14	28.00
Asian Indian	14	28.00
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	11,365	
Pop, Arab	1	0.01
Pop, Czech	3	0.03
Pop, Danish	9	0.08
Pop, Dutch	106	0.93
Pop, English	861	7.58
Pop, French (except Basque)	89	0.78
Pop, French Canadian	2	0.02
Pop, German	2,649	23.31
Pop, Greek	1	0.01

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DESCRIPTION	DATA	%
Pop, Hungarian	25	0.22
Pop, Irish	638	5.61
Pop, Italian	108	0.95
Pop, Lithuanian	2	0.02
Pop, United States or American	1,538	13.53
Pop, Norwegian	14	0.12
Pop, Polish	94	0.83
Pop, Portuguese	1	0.01
Pop, Russian	3	0.03
Pop, Scottish	99	0.87
Pop, Scotch-Irish	105	0.92
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	2	0.02
Pop, Swedish	51	0.45
Pop, Swiss	221	1.94
Pop, Ukrainian	0	0.00
Pop, Welsh	31	0.27
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	1,997	17.57
Pop, Ancestry Unclassified	2,713	23.87
2014 Est. Pop Age 5+ by Language Spoken At Home	10,490	
Speak Only English at Home	8,029	76.54
Speak Asian/Pac. Isl. Lang. at Home	2	0.02
Speak Indo-European Language at Home	1,711	16.31
Speak Spanish at Home	748	7.13
Speak Other Language at Home	0	0.00
2014 Est. Population by Sex	11,365	
Male	5,629	49.53
Female	5,736	50.47

DESCRIPTION	DATA	%
2014 Est. Population by Age	11,365	
Age 0 - 4	875	7.70
Age 5 - 9	894	7.87
Age 10 - 14	873	7.68
Age 15 - 17	488	4.29
Age 18 - 20	434	3.82
Age 21 - 24	559	4.92
Age 25 - 34	1,330	11.70
Age 35 - 44	1,291	11.36
Age 45 - 54	1,417	12.47
Age 55 - 64	1,390	12.23
Age 65 - 74	944	8.31
Age 75 - 84	602	5.30
Age 85 and over	268	2.36
Age 16 and over	8,563	75.35
Age 18 and over	8,236	72.47
Age 21 and over	7,801	68.64
Age 65 and over	1,814	15.96
2014 Est. Median Age	36.8	
2014 Est. Average Age	38.00	

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	5,629	
Age 0 - 4	451	8.01
Age 5 - 9	470	8.35
Age 10 - 14	453	8.05
Age 15 - 17	250	4.44
Age 18 - 20	226	4.01
Age 21 - 24	287	5.10
Age 25 - 34	680	12.08
Age 35 - 44	647	11.49
Age 45 - 54	697	12.38
Age 55 - 64	690	12.26
Age 65 - 74	443	7.87
Age 75 - 84	255	4.53
Age 85 and over	82	1.46
2014 Est. Median Age, Male	35.0	
2014 Est. Average Age, Male	36.60	
2014 Est. Female Population by Age	5,736	
Age 0 - 4	424	7.39
Age 5 - 9	425	7.41
Age 10 - 14	420	7.32
Age 15 - 17	238	4.15
Age 18 - 20	208	3.63
Age 21 - 24	272	4.74
Age 25 - 34	650	11.33
Age 35 - 44	644	11.23
Age 45 - 54	720	12.55
Age 55 - 64	701	12.22
Age 65 - 74	501	8.73
Age 75 - 84	347	6.05
Age 85 and over	186	3.24

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	38.6	
2014 Est. Average Age, Female	39.40	
2014 Est. Pop Age 15+ by Marital Status	8,723	
Total, Never Married	2,097	24.04
Males, Never Married	1,117	12.81
Females, Never Married	980	11.23
Married, Spouse present	5,126	58.76
Married, Spouse absent	229	2.63
Widowed	556	6.37
Males Widowed	89	1.02
Females Widowed	467	5.35
Divorced	714	8.19
Males Divorced	374	4.29
Females Divorced	340	3.90
2014 Est. Pop. Age 25+ by Edu. Attainment	7,242	
Less than 9th grade	1,353	18.68
Some High School, no diploma	469	6.48
High School Graduate (or GED)	2,602	35.93
Some College, no degree	1,362	18.81
Associate Degree	515	7.11
Bachelor's Degree	642	8.86
Master's Degree	262	3.62
Professional School Degree	17	0.23
Doctorate Degree	18	0.25
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	608	
CY Pop 25+, Hisp/Lat, < High School Diploma	328	53.95
CY Pop 25+, Hisp/Lat, High School Graduate	144	23.68
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	74	12.17
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	62	10.20

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DESCRIPTION	DATA	%
Households		
2014 Estimate	4,070	
2014 Est. Households by Household Type	4,070	
Family Households	2,982	73.27
Nonfamily Households	1,088	26.73
2014 Est. Group Quarters Population	138	
2014 HHs by Ethnicity, Hispanic/Latino	324	7.96
2014 Est. HHs by HH Income	4,070	
CY HHs, Inc < \$15,000	434	10.66
CY HHs, Inc \$15,000 - \$24,999	450	11.06
CY HHs, Inc \$25,000 - \$34,999	453	11.13
CY HHs, Inc \$35,000 - \$49,999	714	17.54
CY HHs, Inc \$50,000 - \$74,999	778	19.12
CY HHs, Inc \$75,000 - \$99,999	538	13.22
CY HHs, Inc \$100,000 - \$124,999	345	8.48
CY HHs, Inc \$125,000 - \$149,999	169	4.15
CY HHs, Inc \$150,000 - \$199,999	83	2.04
CY HHs, Inc \$200,000 - \$249,999	43	1.06
CY HHs, Inc \$250,000 - \$499,999	47	1.15
CY HHs, Inc \$500,000+	17	0.42

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$64,518	
2014 Est. Median Household Income	\$49,674	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	49,710	
Black or African American Alone	40,090	
American Indian and Alaska Native Alone	111,012	
Asian Alone	40,837	
Native Hawaiian and Other Pacific Islander Alone	0	
Some Other Race Alone	49,734	
Two or More Races	43,340	
Hispanic or Latino	41,883	
Not Hispanic or Latino	50,643	
2014 Est. Family HH Type, Presence Own Children	2,982	
Married-Couple Family, own children	1,036	34.74
Married-Couple Family, no own children	1,457	48.86
Male Householder, own children	80	2.68
Male Householder, no own children	81	2.72
Female Householder, own children	178	5.97
Female Householder, no own children	150	5.03
2014 Est. Households by Household Size	4,070	
1-person household	950	23.34
2-person household	1,439	35.36
3-person household	607	14.91
4-person household	502	12.33
5-person household	268	6.58
6-person household	133	3.27
7 or more person household	171	4.20

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DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.76	
2014 Est. Households by Presence of People	4,070	
Households with 1 or more People under Age 18:	1,423	34.96
Married-Couple Family	1,095	76.95
Other Family, Male Householder	92	6.47
Other Family, Female Householder	214	15.04
Nonfamily, Male Householder	18	1.26
Nonfamily, Female Householder	3	0.21
Households no People under Age 18:	2,647	65.04
Married-Couple Family	1,398	52.81
Other Family, Male Householder	68	2.57
Other Family, Female Householder	114	4.31
Nonfamily, Male Householder	472	17.83
Nonfamily, Female Householder	596	22.52
2014 Est. Households by Number of Vehicles	4,070	
No Vehicles	629	15.45
1 Vehicle	1,126	27.67
2 Vehicles	1,574	38.67
3 Vehicles	510	12.53
4 Vehicles	154	3.78
5 or more Vehicles	77	1.89
2014 Est. Average Number of Vehicles	1.69	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	2,962	
2014 Estimate	2,982	
2010 Census	3,010	
2000 Census	3,026	
Growth 2014-2019	-0.67%	
Growth 2010-2014	-0.94%	
Growth 2000-2010	-0.52%	
2014 Est. Families by Poverty Status	2,982	
2014 Families at or Above Poverty	2,749	92.19
2014 Families at or Above Poverty with Children	1,212	40.64
2014 Families Below Poverty	232	7.78
2014 Families Below Poverty with Children	174	5.84
2014 Est. Pop Age 16+ by Employment Status	8,563	
In Armed Forces	0	0.00
Civilian - Employed	5,252	61.33
Civilian - Unemployed	403	4.71
Not in Labor Force	2,908	33.96
2014 Est. Civ Employed Pop 16+ Class of Worker	5,270	
For-Profit Private Workers	3,409	64.69
Non-Profit Private Workers	342	6.49
Local Government Workers	282	5.35
State Government Workers	253	4.80
Federal Government Workers	25	0.47
Self-Emp Workers	945	17.93
Unpaid Family Workers	13	0.25

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DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	5,270	
Architect/Engineer	73	1.39
Arts/Entertain/Sports	41	0.78
Building Grounds Maint	176	3.34
Business/Financial Ops	148	2.81
Community/Soc Svcs	45	0.85
Computer/Mathematical	17	0.32
Construction/Extraction	410	7.78
Edu/Training/Library	261	4.95
Farm/Fish/Forestry	60	1.14
Food Prep/Serving	373	7.08
Health Practitioner/Tec	144	2.73
Healthcare Support	104	1.97
Maintenance Repair	248	4.71
Legal	8	0.15
Life/Phys/Soc Science	37	0.70
Management	513	9.73
Office/Admin Support	710	13.47
Production	813	15.43
Protective Svcs	17	0.32
Sales/Related	489	9.28
Personal Care/Svc	114	2.16
Transportation/Moving	468	8.88
2014 Est. Pop 16+ by Occupation Classification	5,270	
Blue Collar	1,940	36.81
White Collar	2,486	47.17
Service and Farm	844	16.02

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	5,172	
Drove Alone	3,426	66.24
Car Pooled	650	12.57
Public Transportation	12	0.23
Walked	259	5.01
Bicycle	347	6.71
Other Means	104	2.01
Worked at Home	374	7.23
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,483	
15 - 29 Minutes	1,237	
30 - 44 Minutes	659	
45 - 59 Minutes	229	
60 or more Minutes	162	
2014 Est. Avg Travel Time to Work in Minutes	19.63	
2014 Est. Tenure of Occupied Housing Units	4,070	
Owner Occupied	3,127	76.83
Renter Occupied	943	23.17
2014 Owner Occ. HUs: Avg. Length of Residence	20.7	
2014 Renter Occ. HUs: Avg. Length of Residence	8.9	

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	3,127	
Value Less than \$20,000	104	3.33
Value \$20,000 - \$39,999	157	5.02
Value \$40,000 - \$59,999	317	10.14
Value \$60,000 - \$79,999	535	17.11
Value \$80,000 - \$99,999	474	15.16
Value \$100,000 - \$149,999	681	21.78
Value \$150,000 - \$199,999	479	15.32
Value \$200,000 - \$299,999	234	7.48
Value \$300,000 - \$399,999	87	2.78
Value \$400,000 - \$499,999	23	0.74
Value \$500,000 - \$749,999	17	0.54
Value \$750,000 - \$999,999	9	0.29
Value \$1,000,000 or more	9	0.29
2014 Est. Median All Owner-Occupied Housing Value	\$99,028	
2014 Est. Housing Units by Units in Structure	4,450	
1 Unit Attached	205	4.61
1 Unit Detached	3,636	81.71
2 Units	102	2.29
3 or 4 Units	95	2.13
5 to 19 Units	85	1.91
20 to 49 Units	47	1.06
50 or More Units	6	0.13
Mobile Home or Trailer	259	5.82
Boat, RV, Van, etc.	15	0.34

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	4,450	
Housing Unit Built 2005 or later	186	4.18
Housing Unit Built 2000 to 2004	207	4.65
Housing Unit Built 1990 to 1999	556	12.49
Housing Unit Built 1980 to 1989	419	9.42
Housing Unit Built 1970 to 1979	687	15.44
Housing Unit Built 1960 to 1969	522	11.73
Housing Unit Built 1950 to 1959	442	9.93
Housing Unit Built 1940 to 1949	268	6.02
Housing Unit Built 1939 or Earlier	1,165	26.18
2014 Est. Median Year Structure Built **	1967	



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.

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