



RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Glen Carbon, Illinois

Prepared for
Village of Glen Carbon
March 2016



 **TheRetailCoach®**

Retail Trade Area | Demographics

Glen Carbon, Illinois

DESCRIPTION	DATA	%
Population		
2016 Estimate	184,050	
2016 Est. Population by Single-Classification Race	184,050	
White Alone	161,561	87.78%
Black or African American Alone	11,955	6.50%
Amer. Indian and Alaska Native Alone	534	0.29%
Asian Alone	2,055	1.12%
Native Hawaiian and Other Pac. Isl. Alone	100	0.05%
Some Other Race Alone	4,063	2.21%
Two or More Races	3,783	2.06%
2016 Est. Population by Hispanic or Latino Origin	184,050	
Not Hispanic or Latino	173,945	94.51%
Hispanic or Latino	10,105	5.49%
Mexican	7,999	79.17%
Puerto Rican	432	4.28%
Cuban	85	0.84%
All Other Hispanic or Latino	1,589	15.72%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	10,105	
White Alone	5,182	51.28%
Black or African American Alone	144	1.43%
American Indian and Alaska Native Alone	127	1.26%
Asian Alone	47	0.47%
Native Hawaiian and Other Pacific Islander Alone	10	0.10%
Some Other Race Alone	3,908	38.68%
Two or More Races	686	6.78%
2016 Est. Pop by Race, Asian Alone, by Category	2,055	
Chinese, except Taiwanese	501	24.39%
Filipino	267	12.99%
Japanese	114	5.56%
Asian Indian	539	26.21%
Korean	411	19.98%
Vietnamese	29	1.42%
Cambodian	3	0.12%
Hmong	0	0.00%
Laotian	29	1.43%
Thai	8	0.38%
All Other Asian Races Including 2+ Category	154	7.50%
2016 Est. Population by Ancestry	184,050	
Arab	133	0.07%
Czech	666	0.36%
Danish	115	0.06%
Dutch	1,344	0.73%
English	11,755	6.39%
French (except Basque)	3,258	1.77%
French Canadian	341	0.19%
German	40,733	22.13%
Greek	160	0.09%

Retail Trade Area | Demographics

Glen Carbon, Illinois

DESCRIPTION	DATA	%
Hungarian	540	0.29%
Irish	15,341	8.34%
Italian	7,301	3.97%
Lithuanian	440	0.24%
United States or American	12,222	6.64%
Norwegian	605	0.33%
Polish	4,005	2.18%
Portuguese	141	0.08%
Russian	378	0.21%
Scottish	2,113	1.15%
Scotch-Irish	1,564	0.85%
Slovak	184	0.10%
Subsaharan African	435	0.24%
Swedish	831	0.45%
Swiss	305	0.17%
Ukrainian	114	0.06%
Welsh	910	0.49%
West Indian (except Hisp. groups)	119	0.06%
Other ancestries	41,190	22.38%
Ancestry Unclassified	36,806	20.00%
2016 Est. Pop Age 5+ by Language Spoken At Home	173,297	
Speak Only English at Home	165,998	95.79%
Speak Asian/Pac. Isl. Lang. at Home	1,307	0.75%
Speak IndoEuropean Language at Home	1,356	0.78%
Speak Spanish at Home	4,356	2.51%
Speak Other Language at Home	280	0.16%
2016 Est. Population by Sex	184,050	
Male	90,208	49.01%
Female	93,842	50.99%

DESCRIPTION	DATA	%
2016 Est. Population by Age	184,050	
Age 0 - 4	10,753	5.84%
Age 5 - 9	11,192	6.08%
Age 10 - 14	11,470	6.23%
Age 15 - 17	7,110	3.86%
Age 18 - 20	7,603	4.13%
Age 21 - 24	10,043	5.46%
Age 25 - 34	25,070	13.62%
Age 35 - 44	22,888	12.44%
Age 45 - 54	24,712	13.43%
Age 55 - 64	25,003	13.58%
Age 65 - 74	15,887	8.63%
Age 75 - 84	8,401	4.56%
Age 85 and over	3,918	2.13%
Age 16 and over	148,299	80.58%
Age 18 and over	143,525	77.98%
Age 21 and over	135,923	73.85%
Age 65 and over	28,207	15.33%
2016 Est. Median Age	38.8	
2016 Est. Average Age	39.5	

Retail Trade Area | Demographics

Glen Carbon, Illinois

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	90,208	
Age 0 - 4	5,504	6.10%
Age 5 - 9	5,758	6.38%
Age 10 - 14	6,025	6.68%
Age 15 - 17	3,680	4.08%
Age 18 - 20	3,849	4.27%
Age 21 - 24	5,001	5.54%
Age 25 - 34	12,529	13.89%
Age 35 - 44	11,232	12.45%
Age 45 - 54	12,185	13.51%
Age 55 - 64	12,240	13.57%
Age 65 - 74	7,414	8.22%
Age 75 - 84	3,548	3.93%
Age 85 and over	1,242	1.38%
2016 Est. Median Age, Male	37.5	
2016 Est. Average Age, Male	38.3	
2016 Est. Female Population by Age	93,842	
Age 0 - 4	5,249	5.59%
Age 5 - 9	5,434	5.79%
Age 10 - 14	5,445	5.80%
Age 15 - 17	3,429	3.65%
Age 18 - 20	3,753	4.00%
Age 21 - 24	5,042	5.37%
Age 25 - 34	12,541	13.36%
Age 35 - 44	11,656	12.42%
Age 45 - 54	12,527	13.35%
Age 55 - 64	12,762	13.60%
Age 65 - 74	8,473	9.03%
Age 75 - 84	4,854	5.17%
Age 85 and over	2,676	2.85%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	40.2	
2016 Est. Average Age, Female	40.7	
2016 Est. Pop Age 15+ by Marital Status	150,635	
Total, Never Married	45,570	30.25%
Males, Never Married	24,792	16.46%
Females, Never Married	20,778	13.79%
Married, Spouse present	72,904	48.40%
Married, Spouse absent	4,721	3.13%
Widowed	9,355	6.21%
Males Widowed	2,094	1.39%
Females Widowed	7,261	4.82%
Divorced	18,086	12.01%
Males Divorced	7,409	4.92%
Females Divorced	10,677	7.09%
2016 Est. Pop Age 25+ by Edu. Attainment	125,879	
Less than 9th grade	3,246	2.58%
Some High School, no diploma	6,814	5.41%
High School Graduate (or GED)	40,280	32.00%
Some College, no degree	30,200	23.99%
Associate Degree	10,875	8.64%
Bachelor's Degree	22,021	17.49%
Master's Degree	9,412	7.48%
Professional School Degree	1,833	1.46%
Doctorate Degree	1,199	0.95%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	5,144	
No High School Diploma	1,197	23.27%
High School Graduate	1,583	30.78%
Some College or Associate's Degree	1,771	34.43%
Bachelor's Degree or Higher	593	11.52%

Retail Trade Area | Demographics

Glen Carbon, Illinois

DESCRIPTION	DATA	%
Households		
2021 Projection	73,010	
2016 Estimate	73,137	
2010 Census	73,499	
2000 Census	68,305	
Growth 2016 - 2021		-0.17%
Growth 2010 - 2016		-0.49%
Growth 2000 - 2010		7.60%
2016 Est. Households by Household Type	73,137	
Family Households	48,707	66.60%
Nonfamily Households	24,431	33.40%
2016 Est. Group Quarters Population	2,597	
2016 HHs by Ethnicity, Hispanic/Latino	2,771	
2016 Est. Households by HH Income	73,137	
Income < \$15,000	8,659	11.84%
Income \$15,000 - \$24,999	6,699	9.16%
Income \$25,000 - \$34,999	6,934	9.48%
Income \$35,000 - \$49,999	9,240	12.63%
Income \$50,000 - \$74,999	13,720	18.76%
Income \$75,000 - \$99,999	9,580	13.10%
Income \$100,000 - \$124,999	6,861	9.38%
Income \$125,000 - \$149,999	4,331	5.92%
Income \$150,000 - \$199,999	3,789	5.18%
Income \$200,000 - \$249,999	1,472	2.01%
Income \$250,000 - \$499,999	1,455	1.99%
Income \$500,000+	397	0.54%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	\$75,691	
2016 Est. Median Household Income	\$59,178	
2016 Est. Per Capita Income	\$30,508	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$61,024	
Black or African American Alone	\$35,576	
American Indian and Alaska Native Alone	\$76,135	
Asian Alone	\$75,491	
Native Hawaiian and Other Pacific Islander Alone	\$67,366	
Some Other Race Alone	\$48,956	
Two or More Races	\$58,086	
Hispanic or Latino	\$44,305	
Not Hispanic or Latino	\$59,807	
2016 Est. Family HH Type by Presence of Own Child.	48,707	
Married-Couple Family, own children	14,631	30.04%
Married-Couple Family, no own children	22,045	45.26%
Male Householder, own children	1,858	3.81%
Male Householder, no own children	1,699	3.49%
Female Householder, own children	4,615	9.47%
Female Householder, no own children	3,859	7.92%
2016 Est. Households by Household Size	73,137	
1-person	19,421	26.55%
2-person	24,821	33.94%
3-person	12,715	17.39%
4-person	9,939	13.59%
5-person	4,120	5.63%
6-person	1,451	1.98%
7-or-more-person	671	0.92%

Retail Trade Area | Demographics

Glen Carbon, Illinois

DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.48	
2016 Est. Households by Presence of People Under 18	73,137	
Households with 1 or More People under Age 18:	23,433	32.04%
Married-Couple Family	15,643	66.76%
Other Family, Male Householder	2,119	9.04%
Other Family, Female Householder	5,414	23.10%
Nonfamily, Male Householder	219	0.93%
Nonfamily, Female Householder	39	0.17%
Households with No People under Age 18:	49,704	67.96%
Married-Couple Family	21,039	42.33%
Other Family, Male Householder	1,430	2.88%
Other Family, Female Householder	3,061	6.16%
Nonfamily, Male Householder	11,383	22.90%
Nonfamily, Female Householder	12,791	25.74%
2016 Est. Households by Number of Vehicles	73,137	
No Vehicles	3,594	4.91%
1 Vehicle	22,339	30.54%
2 Vehicles	32,263	44.11%
3 Vehicles	10,871	14.86%
4 Vehicles	3,077	4.21%
5 or more Vehicles	993	1.36%
2016 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	48,662	
2016 Estimate	48,707	
2010 Census	48,914	
2000 Census	47,193	
Growth 2016 - 2021		-0.09%
Growth 2010 - 2016		-0.43%
Growth 2000 - 2010		3.65%
2016 Est. Families by Poverty Status	48,707	
2016 Families at or Above Poverty	44,218	90.78%
2016 Families at or Above Poverty with Children	18,803	38.60%
2016 Families Below Poverty	4,488	9.22%
2016 Families Below Poverty with Children	3,561	7.31%
2016 Est. Pop Age 16+ by Employment Status	148,299	
In Armed Forces	163	0.11%
Civilian - Employed	86,812	58.54%
Civilian - Unemployed	8,790	5.93%
Not in Labor Force	52,534	35.42%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	87,099	
For-Profit Private Workers	62,392	71.63%
Non-Profit Private Workers	6,869	7.89%
Local Government Workers	5,161	5.93%
State Government Workers	4,850	5.57%
Federal Government Workers	2,450	2.81%
Self-Employed Workers	5,339	6.13%
Unpaid Family Workers	37	0.04%

Retail Trade Area | Demographics

Glen Carbon, Illinois

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	87,099	
Architect/Engineer	1,502	1.72%
Arts/Entertainment/Sports	1,189	1.36%
Building Grounds Maintenance	2,238	2.57%
Business/Financial Operations	4,236	4.86%
Community/Social Services	1,104	1.27%
Computer/Mathematical	2,599	2.98%
Construction/Extraction	4,205	4.83%
Education/Training/Library	5,590	6.42%
Farming/Fishing/Forestry	339	0.39%
Food Prep/Serving	6,199	7.12%
Health Practitioner/Technician	4,462	5.12%
Healthcare Support	1,832	2.10%
Maintenance Repair	3,080	3.54%
Legal	1,035	1.19%
Life/Physical/Social Science	493	0.57%
Management	8,086	9.28%
Office/Admin. Support	12,312	14.14%
Production	5,962	6.85%
Protective Services	2,081	2.39%
Sales/Related	9,712	11.15%
Personal Care/Service	2,795	3.21%
Transportation/Moving	6,048	6.94%
2016 Est. Pop 16+ by Occupation Classification	87,099	
Blue Collar	19,295	22.15%
White Collar	52,320	60.07%
Service and Farm	15,484	17.78%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	85,948	
Drove Alone	73,622	85.66%
Car Pooled	5,894	6.86%
Public Transportation	1,334	1.55%
Walked	1,018	1.18%
Bicycle	259	0.30%
Other Means	619	0.72%
Worked at Home	3,202	3.72%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	22,670	
15 - 29 Minutes	29,264	
30 - 44 Minutes	21,439	
45 - 59 Minutes	6,334	
60 or more Minutes	3,117	
2016 Est. Avg Travel Time to Work in Minutes	26.00	
2016 Est. Occupied Housing Units by Tenure	73,137	
Owner Occupied	53,403	73.02%
Renter Occupied	19,735	26.98%
2016 Owner Occ. HUs: Avg. Length of Residence	18.4	
2016 Renter Occ. HUs: Avg. Length of Residence	7.9	

Retail Trade Area | Demographics

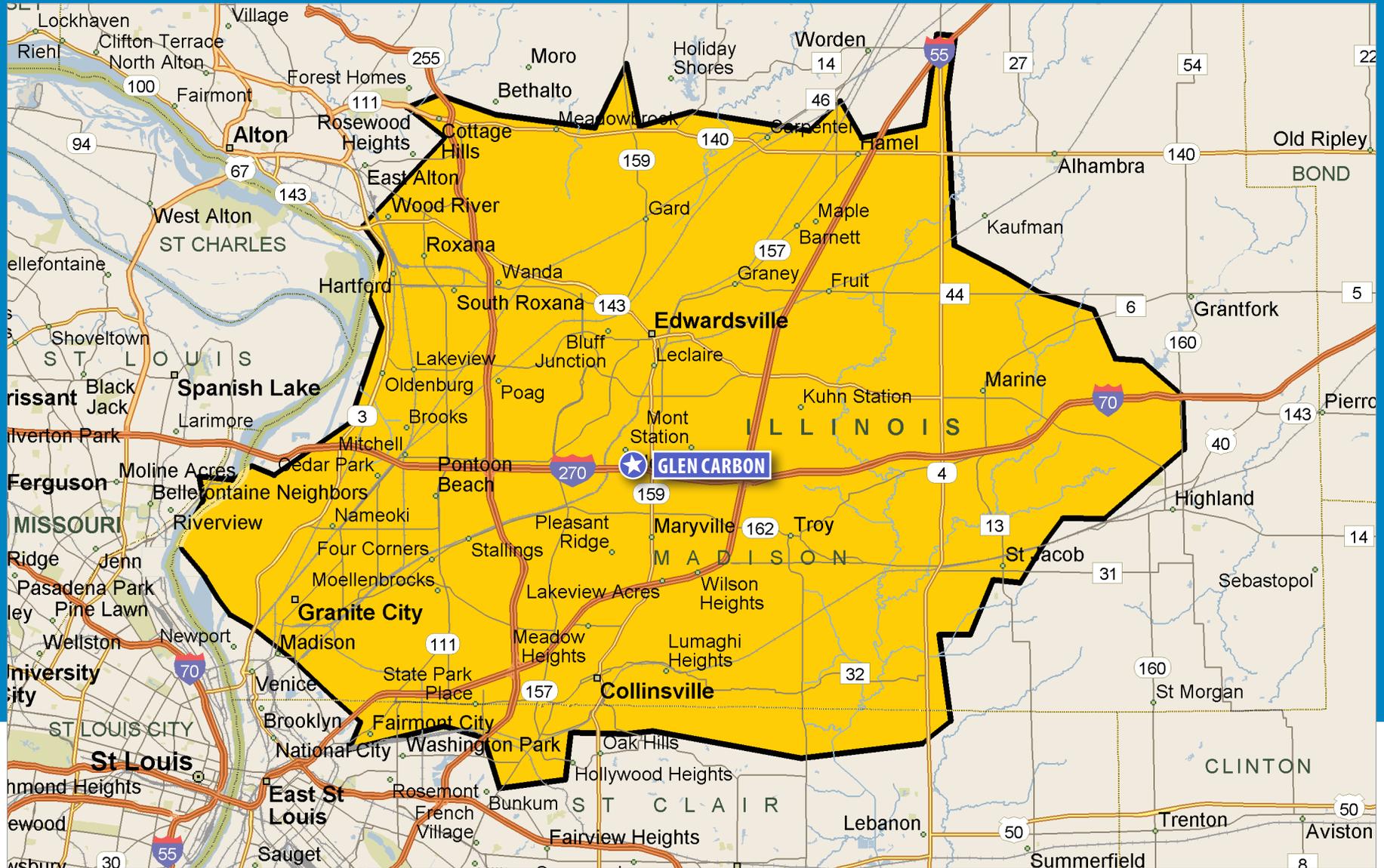
Glen Carbon, Illinois

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	53,403	
Value Less than \$20,000	1,513	2.83%
Value \$20,000 - \$39,999	2,062	3.86%
Value \$40,000 - \$59,999	2,759	5.17%
Value \$60,000 - \$79,999	4,370	8.18%
Value \$80,000 - \$99,999	6,171	11.55%
Value \$100,000 - \$149,999	12,311	23.05%
Value \$150,000 - \$199,999	9,207	17.24%
Value \$200,000 - \$299,999	9,634	18.04%
Value \$300,000 - \$399,999	3,310	6.20%
Value \$400,000 - \$499,999	1,237	2.32%
Value \$500,000 - \$749,999	627	1.17%
Value \$750,000 - \$999,999	101	0.19%
Value \$1,000,000 or more	101	0.19%
2016 Est. Median All Owner-Occupied Housing Value	\$139,909	
2016 Est. Housing Units by Units in Structure	80,042	
1 Unit Attached	2,064	2.58%
1 Unit Detached	61,220	76.48%
2 Units	2,863	3.58%
3 or 4 Units	4,328	5.41%
5 to 19 Units	4,583	5.73%
20 to 49 Units	845	1.06%
50 or More Units	928	1.16%
Mobile Home or Trailer	3,187	3.98%
Boat, RV, Van, etc.	25	0.03%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	80,042	
Housing Units Built 2010 or later	1,590	1.99%
Housing Units Built 2000 to 2009	9,927	12.40%
Housing Units Built 1990 to 1999	10,802	13.50%
Housing Units Built 1980 to 1989	8,170	10.21%
Housing Units Built 1970 to 1979	9,871	12.33%
Housing Units Built 1960 to 1969	10,050	12.56%
Housing Units Built 1950 to 1959	12,645	15.80%
Housing Units Built 1940 to 1949	5,608	7.01%
Housing Unit Built 1939 or Earlier	11,379	14.22%
2016 Est. Median Year Structure Built	1970	

Retail Trade Area Map

Glen Carbon, Illinois



Contact Information

Jamie Bowden, Village Administrator
 Village of Glen Carbon
 151 N. Main Street
 Glen Carbon, Illinois 62034

Office 618.288.2614
 Cell 618.781.0641
jbowden@glen-carbon.il.us
www.glen-carbon.il.us



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.**

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802
tel 800.851.0962 | fax 662.844.2738 | e-mail info@theretailcoach.net | web www.theretailcoach.net

C. Kelly Cofer
President & CEO
The Retail Coach, LLC



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 2015/2016, ESRI 2015, 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.