RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Roscoe, Illinois

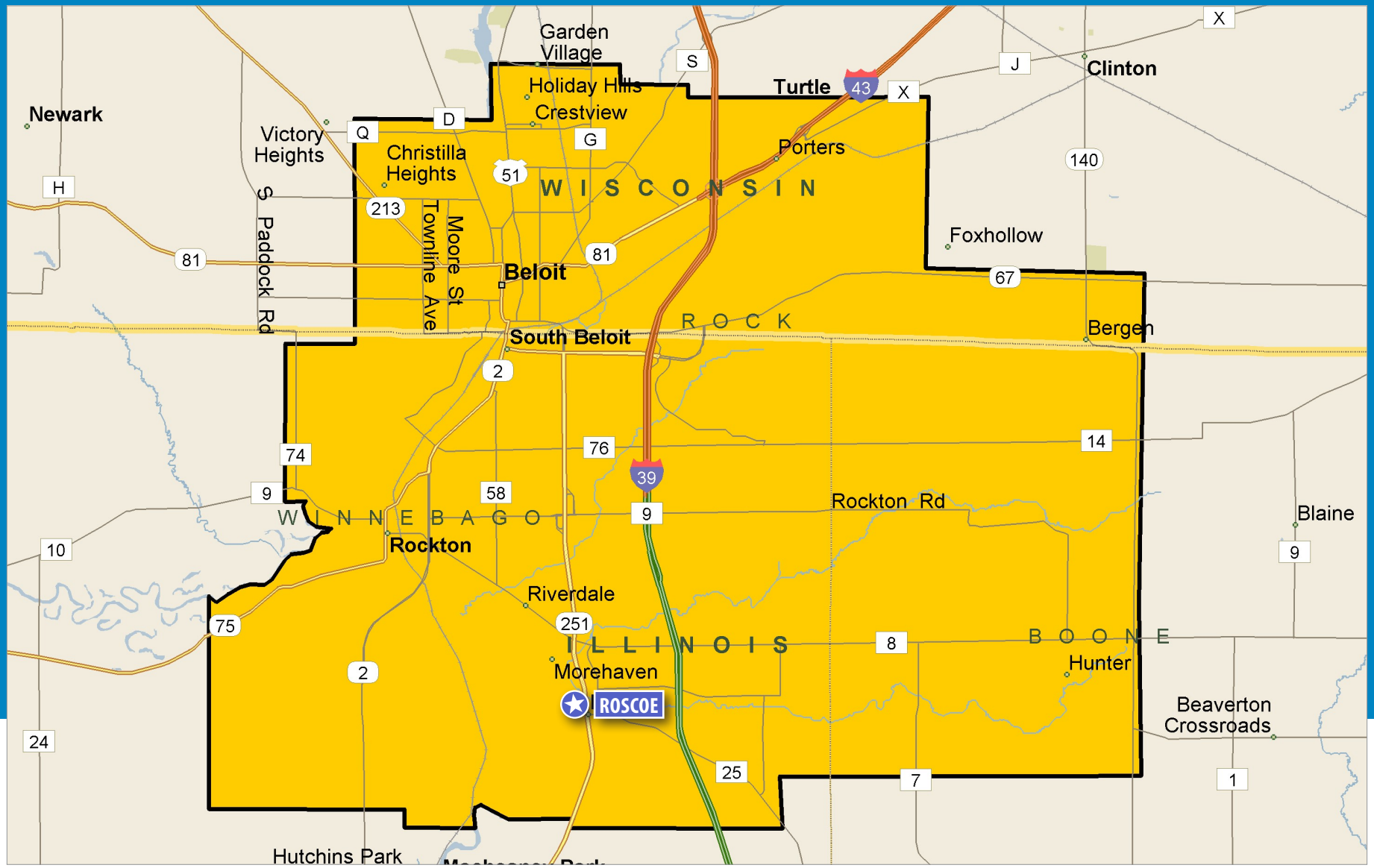
VILLAGE OF ROSCOE

Prepared for
Village of Roscoe
March 2016

TheRetailCoach®

Retail Trade Area

Roscoe, Illinois



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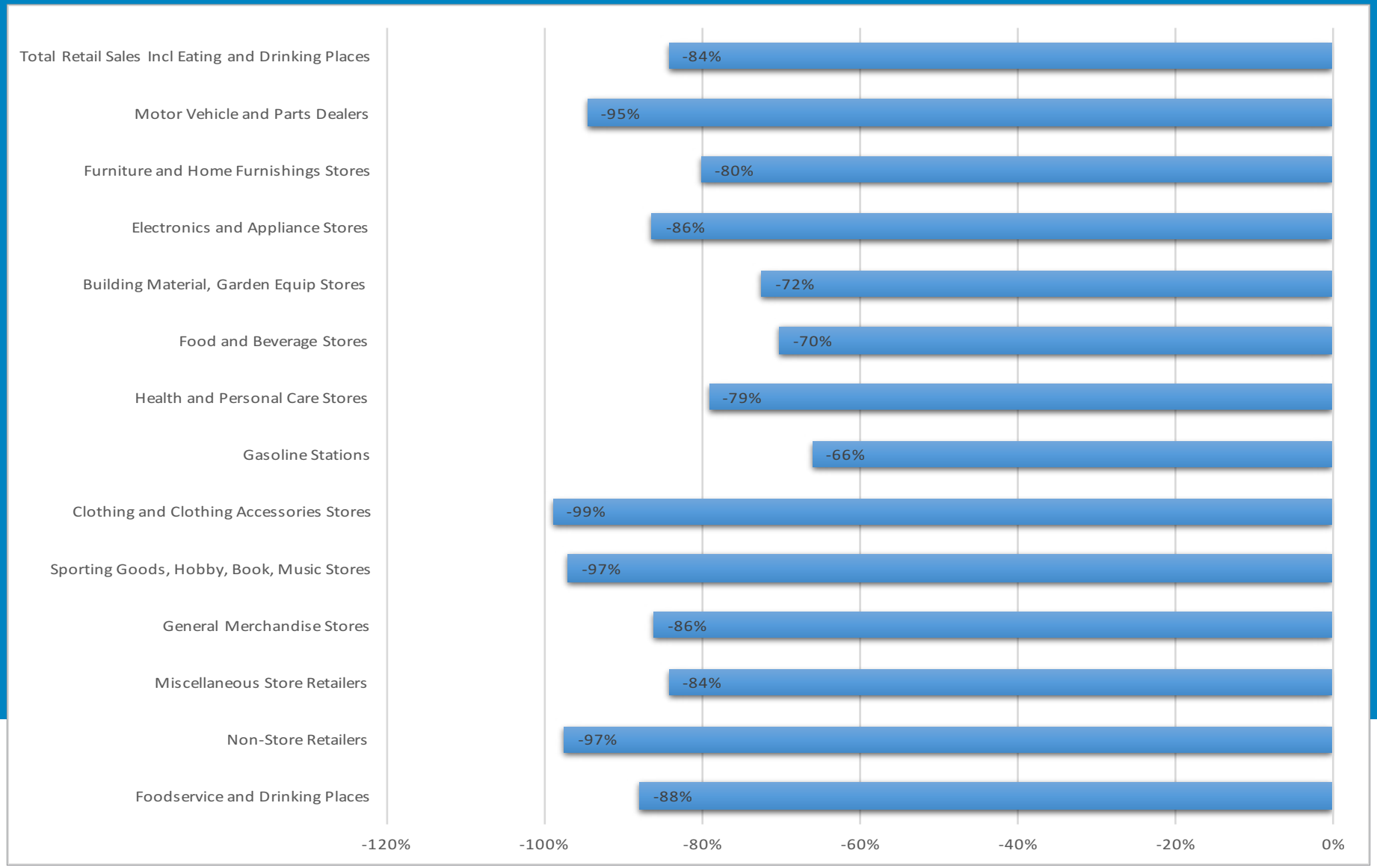
Retail Trade Area | Gap/Opportunity Analysis Chart

Roscoe, Illinois



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Retail Trade Area | Gap/Opportunity Analysis Summary

Roscoe, Illinois

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
44, 45, 772	**Total Retail Sales Incl Eating and Drinking Places**	**1,380,054,754**	**217,760,736**	**(1,162,294,018)**	**-84%**
441	Motor Vehicle and Parts Dealers	276,683,299	15,066,838	(261,616,461)	-95%
4411	Automotive Dealers	228,764,007	10,340,896	(218,423,111)	-95%
4412	Other Motor Vehicle Dealers	28,316,422	2,529,405	(25,787,018)	-91%
4413	Automotive Parts/Accsrs, Tire Stores	19,602,870	2,196,538	(17,406,333)	-89%
442	Furniture and Home Furnishings Stores	26,142,903	5,192,160	(20,950,742)	-80%
4421	Furniture Stores	14,233,065	3,919,258	(10,313,807)	-72%
4422	Home Furnishing Stores	11,909,838	1,272,902	(10,636,936)	-89%
443	Electronics and Appliance Stores	23,246,162	3,188,316	(20,057,846)	-86%
44311	Appliances, TVs, Electronics Stores	23,246,162	3,188,316	(20,057,846)	-86%
443111	Household Appliances Stores	3,292,705	19,326	(3,273,379)	-99%
443112	Electronics Stores	19,953,457	3,168,990	(16,784,467)	-84%
444	Building Material, Garden Equip Stores	145,245,355	40,075,955	(105,169,400)	-72%
4441	Building Material and Supply Dealers	123,600,549	34,437,568	(89,162,980)	-72%
44411	Home Centers	49,954,380	25,349,107	(24,605,273)	-49%
44412	Paint and Wallpaper Stores	2,098,759	0	(2,098,759)	-100%
44413	Hardware Stores	12,648,062	5,338,164	(7,309,898)	-58%
44419	Other Building Materials Dealers	58,899,347	3,750,297	(55,149,050)	-94%
444191	Building Materials, Lumberyards	21,434,339	1,401,361		
4442	Lawn, Garden Equipment, Supplies Stores	21,644,806	5,638,386	(16,006,420)	-74%
44421	Outdoor Power Equipment Stores	6,685,062	1,280,822	(5,404,240)	-81%
44422	Nursery and Garden Centers	14,959,744	4,357,564	(10,602,180)	-71%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	177,862,287	53,043,518	(124,818,768)	-70%
4451	Grocery Stores	116,723,561	7,907,590	(108,815,971)	-93%
44511	Supermarkets, Grocery (Ex Conv) Stores	108,965,188	7,896,325	(101,068,863)	-93%
44512	Convenience Stores	7,758,374	11,265	(7,747,108)	-100%
4452	Specialty Food Stores	14,386,865	449,955	(13,936,910)	-97%
4453	Beer, Wine and Liquor Stores	46,751,860	44,685,973	(2,065,887)	-4%
446	Health and Personal Care Stores	84,499,356	17,632,416	(66,866,940)	-79%
44611	Pharmacies and Drug Stores	67,173,191	16,875,632	(50,297,559)	-75%
44612	Cosmetics, Beauty Supplies, Perfume Stores	5,899,653	287,024	(5,612,629)	-95%
44613	Optical Goods Stores	4,050,731	136,616	(3,914,115)	-97%
44619	Other Health and Personal Care Stores	7,375,780	333,143	(7,042,637)	-95%
447	Gasoline Stations	100,305,835	34,081,374	(66,224,461)	-66%
44711	Gasoline Stations With Conv Stores	73,440,436	31,631,754	(41,808,682)	-57%
44719	Other Gasoline Stations	26,865,399	2,449,620	(24,415,779)	-91%
448	Clothing and Clothing Accessories Stores	61,343,415	666,504	(60,676,911)	-99%
4481	Clothing Stores	33,947,410	326,307	(33,621,103)	-99%
44811	Men's Clothing Stores	1,954,577	0	(1,954,577)	-100%
44812	Women's Clothing Stores	7,915,938	0	(7,915,938)	-100%
44813	Childrens, Infants Clothing Stores	2,137,139	66,256	(2,070,883)	-97%
44814	Family Clothing Stores	17,562,239	202,859	(17,359,380)	-99%
44815	Clothing Accessories Stores	1,413,768	9,674	(1,404,094)	-99%
44819	Other Clothing Stores	2,963,749	47,518	(2,916,231)	-98%
4482	Shoe Stores	5,369,311	0	(5,369,311)	-100%
4483	Jewelry, Luggage, Leather Goods Stores	22,026,694	340,197	(21,686,497)	-98%
44831	Jewelry Stores	19,662,472	340,197	(19,322,275)	-98%
44832	Luggage and Leather Goods Stores	2,364,222	0	(2,364,222)	-100%

Retail Trade Area | Gap/Opportunity Analysis Summary

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	25,472,869	771,204	(24,701,665)	-97%
4511	Sportng Goods, Hobby, Musical Inst Stores	22,064,900	771,204	(21,293,696)	-97%
45111	Sporting Goods Stores	11,817,853	309,438	(11,508,415)	-97%
45112	Hobby, Toys and Games Stores	6,065,066	146,920	(5,918,145)	-98%
45113	Sew/Needlework/Piece Goods Stores	2,234,540	128,494	(2,106,046)	-94%
45114	Musical Instrument and Supplies Stores	1,947,442	186,352	(1,761,090)	-90%
4512	Book, Periodical and Music Stores	3,407,969	0	(3,407,969)	-100%
45121	Book Stores and News Dealers	2,935,278	0	(2,935,278)	-100%
451211	Book Stores	2,586,251	0	(2,586,251)	-100%
451212	News Dealers and Newsstands	349,026	0	(349,026)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	472,691	0	(472,691)	-100%
452	General Merchandise Stores	161,479,484	22,501,942	(138,977,542)	-86%
4521	Department Stores Excl Leased Depts	69,785,993	15,435,815	(54,350,177)	-78%
4529	Other General Merchandise Stores	91,693,491	7,066,127	(84,627,365)	-92%
453	Miscellaneous Store Retailers	37,541,958	5,931,822	(31,610,137)	-84%
4531	Florists	1,423,987	132,095	(1,291,892)	-91%
4532	Office Supplies, Stationery, Gift Stores	17,249,435	1,313,743	(15,935,692)	-92%
45321	Office Supplies and Stationery Stores	7,984,187	883,033	(7,101,155)	-89%
45322	Gift, Novelty and Souvenir Stores	9,265,248	430,710	(8,834,537)	-95%
4533	Used Merchandise Stores	2,775,309	44,965	(2,730,344)	-98%
4539	Other Miscellaneous Store Retailers	16,093,228	4,441,019	(11,652,209)	-72%
454	Non-Store Retailers	124,572,000	3,188,316	(121,383,685)	-97%
722	Foodservice and Drinking Places	135,659,831	16,420,371	(119,239,459)	-88%
7221	Full-Service Restaurants	60,682,648	8,602,918	(52,079,731)	-86%
7222	Limited-Service Eating Places	54,828,993	5,327,035	(49,501,958)	-90%
7223	Special Foodservices	15,153,191	0	(15,153,191)	-100%
7224	Drinking Places -Alcoholic Beverages	4,994,998	2,490,419	(2,504,579)	-50%

Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Population		
2021 Projection	84,559	
2016 Estimate	83,777	
2010 Census	82,972	
2000 Census	72,444	
Growth 2016 - 2021		0.93%
Growth 2010 - 2016		0.97%
Growth 2000 - 2010		14.53%
2016 Est. Population by Single-Classification Race	83,777	
White Alone	67,356	80.40%
Black or African American Alone	6,766	8.08%
Amer. Indian and Alaska Native Alone	265	0.32%
Asian Alone	1,215	1.45%
Native Hawaiian and Other Pac. Isl. Alone	28	0.03%
Some Other Race Alone	5,233	6.25%
Two or More Races	2,914	3.48%
2016 Est. Population by Hispanic or Latino Origin	83,777	
Not Hispanic or Latino	73,977	88.30%
Hispanic or Latino	9,800	11.70%
Mexican	8,330	85.00%
Puerto Rican	386	3.94%
Cuban	84	0.86%
All Other Hispanic or Latino	1,000	10.20%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	9,800	
White Alone	3,549	36.21%
Black or African American Alone	182	1.86%
American Indian and Alaska Native Alone	85	0.86%
Asian Alone	14	0.14%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	5,144	52.49%
Two or More Races	826	8.43%
2016 Est. Pop by Race, Asian Alone, by Category	1,215	
Chinese, except Taiwanese	146	12.00%
Filipino	269	22.18%
Japanese	17	1.40%
Asian Indian	212	17.44%
Korean	191	15.69%
Vietnamese	186	15.29%
Cambodian	21	1.73%
Hmong	30	2.47%
Laotian	32	2.65%
Thai	15	1.23%
All Other Asian Races Including 2+ Category	96	7.90%
2016 Est. Population by Ancestry	83,777	
Arab	30	0.04%
Czech	260	0.31%
Danish	321	0.38%
Dutch	742	0.89%
English	4,298	5.13%
French (except Basque)	653	0.78%
French Canadian	236	0.28%
German	17,664	21.08%
Greek	175	0.21%

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DESCRIPTION	DATA	%
Hungarian	115	0.14%
Irish	7,035	8.40%
Italian	3,960	4.73%
Lithuanian	156	0.19%
United States or American	3,964	4.73%
Norwegian	3,645	4.35%
Polish	2,046	2.44%
Portuguese	21	0.02%
Russian	224	0.27%
Scottish	673	0.80%
Scotch-Irish	278	0.33%
Slovak	63	0.08%
Subsaharan African	818	0.98%
Swedish	2,407	2.87%
Swiss	440	0.53%
Ukrainian	164	0.20%
Welsh	279	0.33%
West Indian (except Hisp. groups)	19	0.02%
Other ancestries	20,426	24.38%
Ancestry Unclassified	12,666	15.12%
2016 Est. Pop Age 5+ by Language Spoken At Home	78,530	
Speak Only English at Home	69,634	88.67%
Speak Asian/Pac. Isl. Lang. at Home	716	0.91%
Speak IndoEuropean Language at Home	1,409	1.79%
Speak Spanish at Home	6,667	8.49%
Speak Other Language at Home	103	0.13%
2016 Est. Population by Sex	83,777	
Male	40,821	48.73%
Female	42,956	51.27%

DESCRIPTION	DATA	%
2016 Est. Population by Age	83,777	
Age 0 - 4	5,247	6.26%
Age 5 - 9	5,527	6.60%
Age 10 - 14	6,169	7.36%
Age 15 - 17	3,812	4.55%
Age 18 - 20	3,949	4.71%
Age 21 - 24	4,811	5.74%
Age 25 - 34	9,386	11.20%
Age 35 - 44	10,199	12.17%
Age 45 - 54	11,645	13.90%
Age 55 - 64	11,146	13.30%
Age 65 - 74	7,067	8.44%
Age 75 - 84	3,404	4.06%
Age 85 and over	1,416	1.69%
Age 16 and over	65,577	78.28%
Age 18 and over	63,022	75.23%
Age 21 and over	59,074	70.51%
Age 65 and over	11,886	14.19%
2016 Est. Median Age	37.9	
2016 Est. Average Age	38.3	

Retail Trade Area | Demographics

Roscoe, Illinois

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	40,821	
Age 0 - 4	2,689	6.59%
Age 5 - 9	2,803	6.87%
Age 10 - 14	3,104	7.60%
Age 15 - 17	1,910	4.68%
Age 18 - 20	1,954	4.79%
Age 21 - 24	2,391	5.86%
Age 25 - 34	4,624	11.33%
Age 35 - 44	4,905	12.02%
Age 45 - 54	5,706	13.98%
Age 55 - 64	5,449	13.35%
Age 65 - 74	3,312	8.11%
Age 75 - 84	1,486	3.64%
Age 85 and over	487	1.19%
2016 Est. Median Age, Male	36.9	
2016 Est. Average Age, Male	37.5	
2016 Est. Female Population by Age	42,956	
Age 0 - 4	2,558	5.95%
Age 5 - 9	2,724	6.34%
Age 10 - 14	3,065	7.13%
Age 15 - 17	1,902	4.43%
Age 18 - 20	1,994	4.64%
Age 21 - 24	2,421	5.63%
Age 25 - 34	4,762	11.08%
Age 35 - 44	5,294	12.32%
Age 45 - 54	5,939	13.83%
Age 55 - 64	5,697	13.26%
Age 65 - 74	3,754	8.74%
Age 75 - 84	1,918	4.47%
Age 85 and over	929	2.16%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	38.9	
2016 Est. Average Age, Female	39.1	
2016 Est. Pop Age 15+ by Marital Status	66,834	
Total, Never Married	20,182	30.20%
Males, Never Married	10,686	15.99%
Females, Never Married	9,497	14.21%
Married, Spouse present	32,908	49.24%
Married, Spouse absent	2,047	3.06%
Widowed	3,738	5.59%
Males Widowed	685	1.02%
Females Widowed	3,053	4.57%
Divorced	7,958	11.91%
Males Divorced	3,554	5.32%
Females Divorced	4,405	6.59%
2016 Est. Pop Age 25+ by Edu. Attainment	54,262	
Less than 9th grade	2,031	3.74%
Some High School, no diploma	4,981	9.18%
High School Graduate (or GED)	20,037	36.93%
Some College, no degree	11,981	22.08%
Associate Degree	4,325	7.97%
Bachelor's Degree	7,129	13.14%
Master's Degree	2,909	5.36%
Professional School Degree	375	0.69%
Doctorate Degree	494	0.91%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	4,461	
No High School Diploma	1,709	38.31%
High School Graduate	1,423	31.90%
Some College or Associate's Degree	1,000	22.42%
Bachelor's Degree or Higher	328	7.36%

Retail Trade Area | Demographics

Roscoe, Illinois

DESCRIPTION	DATA	%
Households		
2021 Projection	31,440	
2016 Estimate	31,175	
2010 Census	30,966	
2000 Census	26,849	
Growth 2016 - 2021		0.85%
Growth 2010 - 2016		0.68%
Growth 2000 - 2010		15.33%
2016 Est. Households by Household Type	31,175	
Family Households	22,031	70.67%
Nonfamily Households	9,145	29.33%
2016 Est. Group Quarters Population	1,536	
2016 HHs by Ethnicity, Hispanic/Latino	2,314	
2016 Est. Households by HH Income	31,175	
Income < $15,000	3,617	11.60%
Income $15,000 - $24,999	3,329	10.68%
Income $25,000 - $34,999	3,520	11.29%
Income $35,000 - $49,999	4,678	15.01%
Income $50,000 - $74,999	5,722	18.35%
Income $75,000 - $99,999	4,072	13.06%
Income $100,000 - $124,999	2,730	8.76%
Income $125,000 - $149,999	1,382	4.43%
Income $150,000 - $199,999	1,101	3.53%
Income $200,000 - $249,999	440	1.41%
Income $250,000 - $499,999	451	1.45%
Income $500,000+	133	0.43%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	$67,970	
2016 Est. Median Household Income	$51,936	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$56,156	
Black or African American Alone	$21,466	
American Indian and Alaska Native Alone	$66,037	
Asian Alone	$64,186	
Native Hawaiian and Other Pacific Islander Alone	$57,665	
Some Other Race Alone	$47,528	
Two or More Races	$37,848	
Hispanic or Latino	$39,576	
Not Hispanic or Latino	$53,610	
2016 Est. Family HH Type by Presence of Own Child.	22,031	
Married-Couple Family, own children	6,787	30.81%
Married-Couple Family, no own children	9,406	42.70%
Male Householder, own children	963	4.37%
Male Householder, no own children	717	3.26%
Female Householder, own children	2,680	12.16%
Female Householder, no own children	1,477	6.70%
2016 Est. Households by Household Size	31,175	
1-person	7,550	24.22%
2-person	10,304	33.05%
3-person	5,179	16.61%
4-person	4,461	14.31%
5-person	2,255	7.23%
6-person	903	2.90%
7-or-more-person	523	1.68%

Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.64	
2016 Est. Households by Presence of People Under 18	31,175	
Households with 1 or More People under Age 18:	11,526	36.97%
Married-Couple Family	7,260	62.99%
Other Family, Male Householder	1,097	9.52%
Other Family, Female Householder	3,030	26.29%
Nonfamily, Male Householder	112	0.97%
Nonfamily, Female Householder	26	0.23%
Households with No People under Age 18:	19,649	63.03%
Married-Couple Family	8,924	45.41%
Other Family, Male Householder	587	2.99%
Other Family, Female Householder	1,132	5.76%
Nonfamily, Male Householder	4,176	21.25%
Nonfamily, Female Householder	4,830	24.58%
2016 Est. Households by Number of Vehicles	31,175	
No Vehicles	1,796	5.76%
1 Vehicle	9,408	30.18%
2 Vehicles	12,986	41.65%
3 Vehicles	5,386	17.28%
4 Vehicles	1,153	3.70%
5 or more Vehicles	446	1.43%
2016 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	22,213	
2016 Estimate	22,031	
2010 Census	21,896	
2000 Census	19,365	
Growth 2016 - 2021		0.83%
Growth 2010 - 2016		0.61%
Growth 2000 - 2010		13.07%
2016 Est. Families by Poverty Status	22,031	
2016 Families at or Above Poverty	19,517	88.59%
2016 Families at or Above Poverty with Children	8,916	40.47%
2016 Families Below Poverty	2,513	11.41%
2016 Families Below Poverty with Children	2,095	9.51%
2016 Est. Pop Age 16+ by Employment Status	65,577	
In Armed Forces	14	0.02%
Civilian - Employed	38,562	58.80%
Civilian - Unemployed	4,464	6.81%
Not in Labor Force	22,536	34.37%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	38,455	
For-Profit Private Workers	27,937	72.65%
Non-Profit Private Workers	3,482	9.05%
Local Government Workers	2,850	7.41%
State Government Workers	1,089	2.83%
Federal Government Workers	342	0.89%
Self-Employed Workers	2,707	7.04%
Unpaid Family Workers	47	0.12%

Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	38,455	
Architect/Engineer	952	2.48%
Arts/Entertainment/Sports	402	1.04%
Building Grounds Maintenance	1,223	3.18%
Business/Financial Operations	1,238	3.22%
Community/Social Services	609	1.58%
Computer/Mathematical	469	1.22%
Construction/Extraction	1,556	4.05%
Education/Training/Library	2,348	6.11%
Farming/Fishing/Forestry	110	0.29%
Food Prep/Serving	2,222	5.78%
Health Practitioner/Technician	1,803	4.69%
Healthcare Support	1,530	3.98%
Maintenance Repair	1,427	3.71%
Legal	84	0.22%
Life/Physical/Social Science	189	0.49%
Management	3,135	8.15%
Office/Admin. Support	4,654	12.10%
Production	5,265	13.69%
Protective Services	826	2.15%
Sales/Related	3,908	10.16%
Personal Care/Service	989	2.57%
Transportation/Moving	3,516	9.14%
2016 Est. Pop 16+ by Occupation Classification	38,455	
Blue Collar	11,764	30.59%
White Collar	19,791	51.47%
Service and Farm	6,900	17.94%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	37,871	
Drove Alone	31,642	83.55%
Car Pooled	3,648	9.63%
Public Transportation	235	0.62%
Walked	672	1.78%
Bicycle	110	0.29%
Other Means	322	0.85%
Worked at Home	1,242	3.28%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,462	
15 - 29 Minutes	13,224	
30 - 44 Minutes	6,298	
45 - 59 Minutes	1,963	
60 or more Minutes	2,637	
2016 Est. Avg Travel Time to Work in Minutes	26.00	
2016 Est. Occupied Housing Units by Tenure	31,175	
Owner Occupied	22,373	71.76%
Renter Occupied	8,803	28.24%
2016 Owner Occ. HUs: Avg. Length of Residence	17.1	
2016 Renter Occ. HUs: Avg. Length of Residence	7.6	

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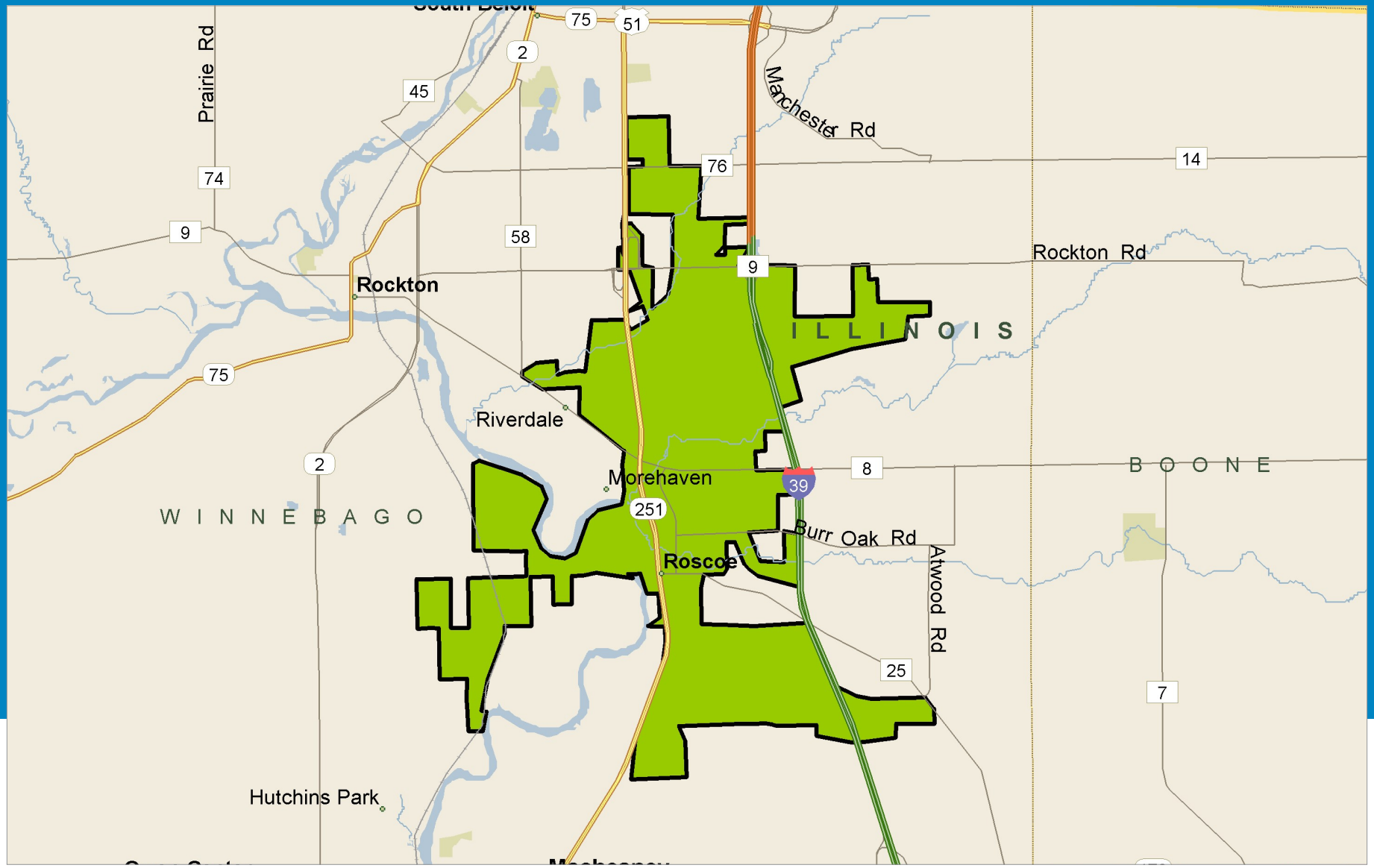
DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	22,373	
Value Less than $20,000	1,047	4.68%
Value $20,000 - $39,999	513	2.29%
Value $40,000 - $59,999	1,525	6.82%
Value $60,000 - $79,999	2,484	11.10%
Value $80,000 - $99,999	2,548	11.39%
Value $100,000 - $149,999	5,750	25.70%
Value $150,000 - $199,999	4,464	19.95%
Value $200,000 - $299,999	2,677	11.97%
Value $300,000 - $399,999	799	3.57%
Value $400,000 - $499,999	275	1.23%
Value $500,000 - $749,999	243	1.09%
Value $750,000 - $999,999	14	0.06%
Value $1,000,000 or more	35	0.15%
2016 Est. Median All Owner-Occupied Housing Value	$126,689	
2016 Est. Housing Units by Units in Structure	34,004	
1 Unit Attached	1,218	3.58%
1 Unit Detached	25,982	76.41%
2 Units	1,518	4.46%
3 or 4 Units	1,455	4.28%
5 to 19 Units	1,737	5.11%
20 to 49 Units	778	2.29%
50 or More Units	579	1.70%
Mobile Home or Trailer	737	2.17%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	34,004	
Housing Units Built 2010 or later	817	2.40%
Housing Units Built 2000 to 2009	6,840	20.12%
Housing Units Built 1990 to 1999	4,270	12.56%
Housing Units Built 1980 to 1989	2,310	6.79%
Housing Units Built 1970 to 1979	4,073	11.98%
Housing Units Built 1960 to 1969	2,991	8.80%
Housing Units Built 1950 to 1959	4,490	13.21%
Housing Units Built 1940 to 1949	2,132	6.27%
Housing Unit Built 1939 or Earlier	6,080	17.88%
2016 Est. Median Year Structure Built	1973	



VILLAGE OF ROSCOE

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Community | Demographics
Roscoe, Illinois

DESCRIPTION	DATA	%
Population		
2021 Projection	11,953	
2016 Estimate	11,528	
2010 Census	10,825	
2000 Census	7,016	
Growth 2016 - 2021		3.68%
Growth 2010 - 2016		6.49%
Growth 2000 - 2010		54.30%
2016 Est. Population by Single-Classification Race	11,528	
White Alone	10,330	89.60%
Black or African American Alone	423	3.67%
Amer. Indian and Alaska Native Alone	15	0.13%
Asian Alone	301	2.61%
Native Hawaiian and Other Pac. Isl. Alone	4	0.03%
Some Other Race Alone	194	1.68%
Two or More Races	262	2.27%
2016 Est. Population by Hispanic or Latino Origin	11,528	
Not Hispanic or Latino	10,953	95.02%
Hispanic or Latino	575	4.98%
Mexican	438	76.28%
Puerto Rican	55	9.61%
Cuban	8	1.41%
All Other Hispanic or Latino	73	12.69%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	575	
White Alone	311	54.18%
Black or African American Alone	5	0.80%
American Indian and Alaska Native Alone	4	0.65%
Asian Alone	2	0.40%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	183	31.86%
Two or More Races	70	12.11%
2016 Est. Pop by Race, Asian Alone, by Category	301	
Chinese, except Taiwanese	23	7.62%
Filipino	70	23.28%
Japanese	11	3.71%
Asian Indian	100	33.36%
Korean	30	9.92%
Vietnamese	65	21.60%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	2	0.50%
2016 Est. Population by Ancestry	11,528	
Arab	11	0.09%
Czech	47	0.41%
Danish	46	0.40%
Dutch	80	0.70%
English	839	7.28%
French (except Basque)	102	0.89%
French Canadian	44	0.38%
German	2,604	22.59%
Greek	42	0.36%

Community | Demographics
Roscoe, Illinois

DESCRIPTION	DATA	%
Hungarian	27	0.24%
Irish	917	7.96%
Italian	893	7.74%
Lithuanian	55	0.48%
United States or American	731	6.34%
Norwegian	267	2.32%
Polish	415	3.60%
Portuguese	14	0.12%
Russian	4	0.03%
Scottish	91	0.79%
Scotch-Irish	55	0.47%
Slovak	9	0.08%
Subsaharan African	12	0.10%
Swedish	582	5.05%
Swiss	29	0.25%
Ukrainian	82	0.71%
Welsh	27	0.23%
West Indian (except Hisp. groups)	12	0.10%
Other ancestries	1,709	14.82%
Ancestry Unclassified	1,781	15.45%
2016 Est. Pop Age 5+ by Language Spoken At Home	10,864	
Speak Only English at Home	10,156	93.48%
Speak Asian/Pac. Isl. Lang. at Home	90	0.83%
Speak IndoEuropean Language at Home	411	3.79%
Speak Spanish at Home	180	1.66%
Speak Other Language at Home	27	0.25%
2016 Est. Population by Sex	11,528	
Male	5,716	49.58%
Female	5,812	50.42%

DESCRIPTION	DATA	%
2016 Est. Population by Age	11,528	
Age 0 - 4	664	5.76%
Age 5 - 9	704	6.11%
Age 10 - 14	901	7.81%
Age 15 - 17	563	4.89%
Age 18 - 20	499	4.33%
Age 21 - 24	629	5.46%
Age 25 - 34	1,179	10.22%
Age 35 - 44	1,475	12.80%
Age 45 - 54	1,812	15.71%
Age 55 - 64	1,580	13.71%
Age 65 - 74	1,011	8.77%
Age 75 - 84	403	3.50%
Age 85 and over	108	0.94%
Age 16 and over	9,074	78.72%
Age 18 and over	8,696	75.44%
Age 21 and over	8,197	71.11%
Age 65 and over	1,522	13.20%
2016 Est. Median Age	39.2	
2016 Est. Average Age	38.5	

Community | Demographics
Roscoe, Illinois

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	5,716	
Age 0 - 4	338	5.92%
Age 5 - 9	366	6.40%
Age 10 - 14	471	8.24%
Age 15 - 17	284	4.97%
Age 18 - 20	254	4.45%
Age 21 - 24	315	5.51%
Age 25 - 34	584	10.22%
Age 35 - 44	710	12.42%
Age 45 - 54	879	15.39%
Age 55 - 64	781	13.66%
Age 65 - 74	491	8.60%
Age 75 - 84	197	3.44%
Age 85 and over	45	0.79%
2016 Est. Median Age, Male	38.5	
2016 Est. Average Age, Male	38.0	
2016 Est. Female Population by Age	5,812	
Age 0 - 4	325	5.60%
Age 5 - 9	338	5.82%
Age 10 - 14	430	7.40%
Age 15 - 17	279	4.80%
Age 18 - 20	244	4.21%
Age 21 - 24	315	5.41%
Age 25 - 34	594	10.23%
Age 35 - 44	765	13.17%
Age 45 - 54	932	16.04%
Age 55 - 64	800	13.76%
Age 65 - 74	520	8.94%
Age 75 - 84	206	3.55%
Age 85 and over	63	1.08%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	40.0	
2016 Est. Average Age, Female	39.0	
2016 Est. Pop Age 15+ by Marital Status	9,259	
Total, Never Married	2,349	25.37%
Males, Never Married	1,313	14.17%
Females, Never Married	1,036	11.19%
Married, Spouse present	5,479	59.18%
Married, Spouse absent	215	2.32%
Widowed	361	3.90%
Males Widowed	86	0.92%
Females Widowed	275	2.97%
Divorced	856	9.24%
Males Divorced	371	4.00%
Females Divorced	485	5.24%
2016 Est. Pop Age 25+ by Edu. Attainment	7,568	
Less than 9th grade	148	1.96%
Some High School, no diploma	350	4.63%
High School Graduate (or GED)	2,238	29.58%
Some College, no degree	2,067	27.32%
Associate Degree	775	10.24%
Bachelor's Degree	1,335	17.64%
Master's Degree	529	7.00%
Professional School Degree	61	0.80%
Doctorate Degree	64	0.85%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	258	
No High School Diploma	45	17.38%
High School Graduate	98	37.99%
Some College or Associate's Degree	46	17.82%
Bachelor's Degree or Higher	69	26.81%

Community | Demographics
Roscoe, Illinois

DESCRIPTION	DATA	%
Households		
2021 Projection	4,214	
2016 Estimate	4,105	
2010 Census	3,941	
2000 Census	2,477	
Growth 2016 - 2021		2.67%
Growth 2010 - 2016		4.15%
Growth 2000 - 2010		59.11%
2016 Est. Households by Household Type	4,105	
Family Households	3,179	77.45%
Nonfamily Households	926	22.55%
2016 Est. Group Quarters Population	32	
2016 HHs by Ethnicity, Hispanic/Latino	134	
2016 Est. Households by HH Income	4,105	
Income < $15,000	214	5.21%
Income $15,000 - $24,999	288	7.01%
Income $25,000 - $34,999	321	7.83%
Income $35,000 - $49,999	545	13.27%
Income $50,000 - $74,999	830	20.23%
Income $75,000 - $99,999	765	18.65%
Income $100,000 - $124,999	563	13.73%
Income $125,000 - $149,999	266	6.47%
Income $150,000 - $199,999	185	4.51%
Income $200,000 - $249,999	66	1.61%
Income $250,000 - $499,999	51	1.23%
Income $500,000+	10	0.24%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	$80,083	
2016 Est. Median Household Income	$70,608	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$71,013	
Black or African American Alone	$80,288	
American Indian and Alaska Native Alone	$77,592	
Asian Alone	$69,082	
Native Hawaiian and Other Pacific Islander Alone	$68,389	
Some Other Race Alone	$38,710	
Two or More Races	$67,184	
Hispanic or Latino	$54,572	
Not Hispanic or Latino	$71,572	
2016 Est. Family HH Type by Presence of Own Child.	3,179	
Married-Couple Family, own children	1,171	36.83%
Married-Couple Family, no own children	1,450	45.62%
Male Householder, own children	112	3.51%
Male Householder, no own children	82	2.57%
Female Householder, own children	238	7.47%
Female Householder, no own children	127	3.99%
2016 Est. Households by Household Size	4,105	
1-person	692	16.85%
2-person	1,428	34.80%
3-person	775	18.89%
4-person	703	17.13%
5-person	325	7.91%
6-person	119	2.90%
7-or-more-person	62	1.52%

Community | Demographics
Roscoe, Illinois

DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.80	
2016 Est. Households by Presence of People Under 18	4,105	
Households with 1 or More People under Age 18:	1,634	39.80%
Married-Couple Family	1,231	75.32%
Other Family, Male Householder	128	7.86%
Other Family, Female Householder	258	15.81%
Nonfamily, Male Householder	14	0.88%
Nonfamily, Female Householder	2	0.14%
Households with No People under Age 18:	2,471	60.20%
Married-Couple Family	1,389	56.22%
Other Family, Male Householder	65	2.61%
Other Family, Female Householder	108	4.37%
Nonfamily, Male Householder	475	19.22%
Nonfamily, Female Householder	434	17.58%
2016 Est. Households by Number of Vehicles	4,105	
No Vehicles	78	1.91%
1 Vehicle	947	23.08%
2 Vehicles	1,845	44.96%
3 Vehicles	887	21.62%
4 Vehicles	242	5.89%
5 or more Vehicles	105	2.55%
2016 Est. Average Number of Vehicles	2.2	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	3,266	
2016 Estimate	3,179	
2010 Census	3,049	
2000 Census	2,025	
Growth 2016 - 2021		2.74%
Growth 2010 - 2016		4.28%
Growth 2000 - 2010		50.58%
2016 Est. Families by Poverty Status	3,179	
2016 Families at or Above Poverty	3,043	95.71%
2016 Families at or Above Poverty with Children	1,564	49.21%
2016 Families Below Poverty	136	4.29%
2016 Families Below Poverty with Children	109	3.43%
2016 Est. Pop Age 16+ by Employment Status	9,074	
In Armed Forces	1	0.01%
Civilian - Employed	5,813	64.06%
Civilian - Unemployed	535	5.90%
Not in Labor Force	2,726	30.04%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	5,776	
For-Profit Private Workers	4,140	71.67%
Non-Profit Private Workers	500	8.66%
Local Government Workers	476	8.25%
State Government Workers	180	3.11%
Federal Government Workers	56	0.97%
Self-Employed Workers	402	6.95%
Unpaid Family Workers	23	0.39%

Community | Demographics
Roscoe, Illinois

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	5,776	
Architect/Engineer	163	2.81%
Arts/Entertainment/Sports	65	1.13%
Building Grounds Maintenance	109	1.89%
Business/Financial Operations	238	4.13%
Community/Social Services	85	1.46%
Computer/Mathematical	85	1.48%
Construction/Extraction	216	3.74%
Education/Training/Library	362	6.27%
Farming/Fishing/Forestry	1	0.02%
Food Prep/Serving	222	3.84%
Health Practitioner/Technician	421	7.28%
Healthcare Support	214	3.70%
Maintenance Repair	300	5.20%
Legal	28	0.48%
Life/Physical/Social Science	29	0.50%
Management	518	8.96%
Office/Admin. Support	770	13.33%
Production	563	9.75%
Protective Services	177	3.06%
Sales/Related	652	11.29%
Personal Care/Service	179	3.10%
Transportation/Moving	378	6.54%
2016 Est. Pop 16+ by Occupation Classification	5,776	
Blue Collar	1,458	25.24%
White Collar	3,416	59.14%
Service and Farm	902	15.62%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	5,707	
Drove Alone	5,040	88.31%
Car Pooled	389	6.82%
Public Transportation	40	0.69%
Walked	21	0.36%
Bicycle	0	0.01%
Other Means	63	1.10%
Worked at Home	154	2.70%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,122	
15 - 29 Minutes	2,707	
30 - 44 Minutes	1,070	
45 - 59 Minutes	187	
60 or more Minutes	421	
2016 Est. Avg Travel Time to Work in Minutes	28.00	
2016 Est. Occupied Housing Units by Tenure	4,105	
Owner Occupied	3,288	80.10%
Renter Occupied	817	19.90%
2016 Owner Occ. HUs: Avg. Length of Residence	14.8	
2016 Renter Occ. HUs: Avg. Length of Residence	6.9	

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	3,288	
Value Less than $20,000	53	1.61%
Value $20,000 - $39,999	23	0.68%
Value $40,000 - $59,999	81	2.47%
Value $60,000 - $79,999	93	2.83%
Value $80,000 - $99,999	126	3.82%
Value $100,000 - $149,999	882	26.82%
Value $150,000 - $199,999	1,163	35.38%
Value $200,000 - $299,999	595	18.09%
Value $300,000 - $399,999	175	5.32%
Value $400,000 - $499,999	57	1.73%
Value $500,000 - $749,999	33	0.99%
Value $750,000 - $999,999	1	0.03%
Value $1,000,000 or more	8	0.23%
2016 Est. Median All Owner-Occupied Housing Value	$166,621	
2016 Est. Housing Units by Units in Structure	4,379	
1 Unit Attached	120	2.74%
1 Unit Detached	3,328	76.01%
2 Units	45	1.03%
3 or 4 Units	601	13.72%
5 to 19 Units	152	3.48%
20 to 49 Units	0	0.00%
50 or More Units	4	0.09%
Mobile Home or Trailer	129	2.94%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	4,379	
Housing Units Built 2010 or later	267	6.10%
Housing Units Built 2000 to 2009	1,543	35.24%
Housing Units Built 1990 to 1999	939	21.45%
Housing Units Built 1980 to 1989	407	9.31%
Housing Units Built 1970 to 1979	528	12.05%
Housing Units Built 1960 to 1969	264	6.02%
Housing Units Built 1950 to 1959	137	3.12%
Housing Units Built 1940 to 1949	83	1.88%
Housing Unit Built 1939 or Earlier	212	4.83%
2016 Est. Median Year Structure Built	1996	

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 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.