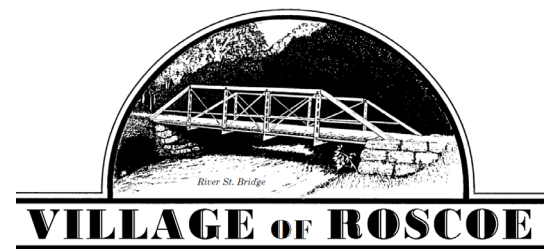




COMMUNITY DEMOGRAPHICS

Roscoe, Illinois

Prepared for
Village of Roscoe
October 2013



 **TheRetailCoach®**

COMMUNITY DEMOGRAPHICS

Roscoe, Illinois

DESCRIPTION	DATA	%
Population		
2018 Projection	11,613	
2013 Estimate	11,064	
2010 Census	10,785	
2000 Census	6,244	
Growth 2013-2018	4.96%	
Growth 2010-2013	2.59%	
Growth 2000-2010	72.73%	
2013 Est. Pop by Single Race Class	11,064	
White Alone	9,983	90.23
Black or African American Alone	385	3.48
Amer. Indian and Alaska Native Alone	15	0.14
Asian Alone	261	2.36
Native Hawaiian and Other Pac. Isl. Alone	2	0.02
Some Other Race Alone	175	1.58
Two or More Races	243	2.20
2013 Est. Pop Hisp or Latino by Origin	11,064	
Not Hispanic or Latino	10,540	95.26
Hispanic or Latino:	524	4.74
Mexican	376	71.76
Puerto Rican	44	8.40
Cuban	41	7.82
All Other Hispanic or Latino	63	12.02

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	524	
White Alone	288	54.96
Black or African American Alone	6	1.15
American Indian and Alaska Native Alone	4	0.76
Asian Alone	1	0.19
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	162	30.92
Two or More Races	63	12.02
2013 Est. Pop. Asian Alone Race by Cat	261	
Chinese, except Taiwanese	23	8.81
Filipino	71	27.20
Japanese	33	12.64
Asian Indian	88	33.72
Korean	16	6.13
Vietnamese	3	1.15
Cambodian	0	0.00
Hmong	2	0.77
Laotian	4	1.53
Thai	2	0.77
All Other Asian Races Including 2+ Category	19	7.28

COMMUNITY DEMOGRAPHICS

Roscoe, Illinois

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	11,064	
Pop, Arab	0	0.00
Pop, Czech	42	0.38
Pop, Danish	51	0.46
Pop, Dutch	100	0.90
Pop, English	864	7.81
Pop, French (except Basque)	70	0.63
Pop, French Canadian	75	0.68
Pop, German	2,437	22.03
Pop, Greek	36	0.33
Pop, Hungarian	18	0.16
Pop, Irish	998	9.02
Pop, Italian	745	6.73
Pop, Lithuanian	39	0.35
Pop, United States or American	1,393	12.59
Pop, Norwegian	272	2.46
Pop, Polish	305	2.76
Pop, Portuguese	8	0.07
Pop, Russian	41	0.37
Pop, Scottish	107	0.97
Pop, Scotch-Irish	70	0.63
Pop, Slovak	3	0.03
Pop, Sub-Saharan African	39	0.35
Pop, Swedish	478	4.32
Pop, Swiss	17	0.15
Pop, Ukrainian	15	0.14
Pop, Welsh	43	0.39
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	1,506	13.61
Pop, Ancestry Unclassified	1,292	11.68

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	10,378	
Speak Only English at Home	9,869	95.10
Speak Asian/Pac. Isl. Lang. at Home	92	0.89
Speak IndoEuropean Language at Home	250	2.41
Speak Spanish at Home	163	1.57
Speak Other Language at Home	4	0.04
2013 Est. Population by Sex	11,064	
Male	5,503	49.74
Female	5,561	50.26
2013 Est. Population by Age	11,064	
Age 0 - 4	686	6.20
Age 5 - 9	754	6.81
Age 10 - 14	933	8.43
Age 15 - 17	581	5.25
Age 18 - 20	414	3.74
Age 21 - 24	523	4.73
Age 25 - 34	1,121	10.13
Age 35 - 44	1,597	14.43
Age 45 - 54	1,771	16.01
Age 55 - 64	1,398	12.64
Age 65 - 74	866	7.83
Age 75 - 84	327	2.96
Age 85 and over	93	0.84
Age 16 and over	8,492	76.75
Age 18 and over	8,110	73.30
Age 21 and over	7,696	69.56
Age 65 and over	1,286	11.62
2013 Est. Median Age	38.3	
2013 Est. Average Age	37.30	

COMMUNITY DEMOGRAPHICS

Roscoe, Illinois

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	5,503	
Age 0 - 4	353	6.41
Age 5 - 9	392	7.12
Age 10 - 14	477	8.67
Age 15 - 17	286	5.20
Age 18 - 20	218	3.96
Age 21 - 24	270	4.91
Age 25 - 34	546	9.92
Age 35 - 44	767	13.94
Age 45 - 54	880	15.99
Age 55 - 64	692	12.57
Age 65 - 74	429	7.80
Age 75 - 84	154	2.80
Age 85 and over	39	0.71
2013 Est. Median Age, Male	37.7	
2013 Est. Average Age, Male	36.90	
2013 Est. Female Population by Age	5,561	
Age 0 - 4	333	5.99
Age 5 - 9	362	6.51
Age 10 - 14	456	8.20
Age 15 - 17	295	5.30
Age 18 - 20	196	3.52
Age 21 - 24	253	4.55
Age 25 - 34	575	10.34
Age 35 - 44	830	14.93
Age 45 - 54	891	16.02
Age 55 - 64	706	12.70
Age 65 - 74	437	7.86
Age 75 - 84	173	3.11
Age 85 and over	54	0.97

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	38.7	
2013 Est. Average Age, Female	37.80	
2013 Est. Pop Age 15+ by Marital Status	8,691	
Total, Never Married	2,191	25.21
Males, Never Married	1,200	13.81
Females, Never Married	991	11.40
Married, Spouse present	5,077	58.42
Married, Spouse absent	235	2.70
Widowed	322	3.70
Males Widowed	91	1.05
Females Widowed	231	2.66
Divorced	866	9.96
Males Divorced	391	4.50
Females Divorced	475	5.47
2013 Est. Pop. Age 25+ by Edu. Attainment	7,173	
Less than 9th grade	102	1.42
Some High School, no diploma	333	4.64
High School Graduate (or GED)	2,157	30.07
Some College, no degree	2,042	28.47
Associate Degree	704	9.81
Bachelor's Degree	1,285	17.91
Master's Degree	437	6.09
Professional School Degree	69	0.96
Doctorate Degree	44	0.61
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	243	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	90	37.04
CY Pop 25+, Hisp/Lat, High School Graduate	52	21.40
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	27	11.11
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	74	30.45

COMMUNITY DEMOGRAPHICS

Roscoe, Illinois

DESCRIPTION	DATA	%
Households		
2018 Projection	4,104	
2013 Estimate	3,957	
2010 Census	3,884	
2000 Census	2,451	
Growth 2013-2018	3.71%	
Growth 2010-2013	1.88%	
Growth 2000-2010	58.47%	
2013 Est. Households by Household Type	3,957	
Family Households	3,074	77.69
Nonfamily Households	883	22.31
2013 Est. Group Quarters Population	30	
2013 HHs by Ethnicity, Hispanic/Latino	123	3.11
2013 Est. HHs by HH Income	3,957	
CY HHs, Inc Less Than \$15,000	238	6.01
CY HHs, Inc \$15,000 - \$24,999	282	7.13
CY HHs, Inc \$25,000 - \$34,999	396	10.01
CY HHs, Inc \$35,000 - \$49,999	503	12.71
CY HHs, Inc \$50,000 - \$74,999	1,016	25.68
CY HHs, Inc \$75,000 - \$99,999	766	19.36
CY HHs, Inc \$100,000 - \$124,999	386	9.75
CY HHs, Inc \$125,000 - \$149,999	153	3.87
CY HHs, Inc \$150,000 - \$199,999	143	3.61
CY HHs, Inc \$200,000 - \$249,999	31	0.78
CY HHs, Inc \$250,000 - \$499,999	36	0.91
CY HHs, Inc \$500,000+	7	0.18

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$72,234	
2013 Est. Median Household Income	\$63,767	
2012 Est. Per Capita Income	\$26,431	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	64,006	
Black or African American Alone	69,079	
American Indian and Alaska Native Alone	50,000	
Asian Alone	67,188	
Native Hawaiian and Other Pacific Islander Alone	50,000	
Some Other Race Alone	27,857	
Two or More Races	47,857	
Hispanic or Latino	63,419	
Not Hispanic or Latino	63,792	
2013 Est. Family HH Type, Presence Own Children	3,074	
Married-Couple Family, own children	1,187	38.61
Married-Couple Family, no own children	1,406	45.74
Male Householder, own children	107	3.48
Male Householder, no own children	43	1.40
Female Householder, own children	211	6.86
Female Householder, no own children	120	3.90

COMMUNITY DEMOGRAPHICS

Roscoe, Illinois

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	3,957	
1-person household	662	16.73
2-person household	1,392	35.18
3-person household	742	18.75
4-person household	691	17.46
5-person household	305	7.71
6-person household	108	2.73
7 or more person household	57	1.44
2013 Est. Average Household Size	2.79	
2013 Est. Households by Presence of People	3,957	
Households with 1 or more People under Age 18:	1,591	40.21
Married-Couple Family	1,216	76.43
Other Family, Male Householder	109	6.85
Other Family, Female Householder	226	14.20
Nonfamily, Male Householder	40	2.51
Nonfamily, Female Householder	0	0.00
Households no People under Age 18:	2,366	59.79
Married-Couple Family	1,313	55.49
Other Family, Male Householder	35	1.48
Other Family, Female Householder	91	3.85
Nonfamily, Male Householder	465	19.65
Nonfamily, Female Householder	462	19.53

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	3,957	
No Vehicles	87	2.20
1 Vehicle	829	20.95
2 Vehicles	2,023	51.12
3 Vehicles	714	18.04
4 Vehicles	250	6.32
5 or more Vehicles	54	1.36
2013 Est. Average Number of Vehicles	2.11	
Family Households		
2018 Projection	3,192	
2013 Estimate	3,074	
2010 Census	3,015	
2000 Census	2,010	
Growth 2013-2018	3.84%	
Growth 2010-2013	1.96%	
Growth 2000-2010	50.00%	
2013 Est. Families by Poverty Status	3,074	
2013 Families at or Above Poverty	2,985	97.10
2013 Families at or Above Poverty with Children	1,490	48.47
2013 Families Below Poverty		
2013 Families Below Poverty with Children	89	2.90
2013 Est. Pop Age 16+ by Employment Status	8,492	
In Armed Forces	4	0.05
Civilian - Employed	5,327	62.73
Civilian - Unemployed	548	6.45
Not in Labor Force	2,613	30.77

COMMUNITY DEMOGRAPHICS

Roscoe, Illinois

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	5,543	
For-Profit Private Workers	3,932	70.94
Non-Profit Private Workers	378	6.82
Local Government Workers	552	9.96
State Government Workers	144	2.60
Federal Government Workers	66	1.19
Self-Emp Workers	456	8.23
Unpaid Family Workers	15	0.27
2013 Est. Civ Employed Pop 16+ by Occupation	5,543	
Architect/Engineer	190	3.43
Arts/Entertain/Sports	96	1.73
Building Grounds Maint	111	2.00
Business/Financial Ops	232	4.19
Community/Soc Svcs	48	0.87
Computer/Mathematical	61	1.10
Construction/Extraction	259	4.67
Edu/Training/Library	329	5.94
Farm/Fish/Forestry	0	0.00
Food Prep/Serving	271	4.89
Health Practitioner/Tec	293	5.29
Healthcare Support	102	1.84
Maintenance Repair	208	3.75
Legal	22	0.40
Life/Phys/Soc Science	73	1.32
Management	485	8.75
Office/Admin Support	825	14.88
Production	539	9.72
Protective Svcs	182	3.28
Sales/Related	721	13.01
Personal Care/Svc	213	3.84
Transportation/Moving	283	5.11

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	5,543	
Blue Collar	1,289	23.25
White Collar	3,375	60.89
Service and Farm	879	15.86
2013 Est. Workers Age 16+, Transp. To Work	5,436	
Drove Alone	4,753	87.44
Car Pooled	388	7.14
Public Transportation	19	0.35
Walked	36	0.66
Bicycle	8	0.15
Other Means	33	0.61
Worked at Home	199	3.66
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	964	
15 - 29 Minutes	2,576	
30 - 44 Minutes	1,125	
45 - 59 Minutes	207	
60 or more Minutes	384	
2013 Est. Avg Travel Time to Work in Minutes	28.05	
2013 Est. Tenure of Occupied Housing Units	3,957	
Owner Occupied	3,186	80.52
Renter Occupied	771	19.48
2013 Owner Occ. HUs: Avg. Length of Residence	13.9	
2013 Renter Occ. HUs: Avg. Length of Residence	6.0	

COMMUNITY DEMOGRAPHICS

Roscoe, Illinois

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	3,186	
Value Less than \$20,000	45	1.41
Value \$20,000 - \$39,999	15	0.47
Value \$40,000 - \$59,999	40	1.26
Value \$60,000 - \$79,999	76	2.39
Value \$80,000 - \$99,999	154	4.83
Value \$100,000 - \$149,999	1,054	33.08
Value \$150,000 - \$199,999	1,030	32.33
Value \$200,000 - \$299,999	569	17.86
Value \$300,000 - \$399,999	123	3.86
Value \$400,000 - \$499,999	49	1.54
Value \$500,000 - \$749,999	19	0.60
Value \$750,000 - \$999,999	2	0.06
Value \$1,000,000 or more	10	0.31
2013 Est. Median All Owner-Occupied Housing Value	\$160,146	
2013 Est. Housing Units by Units in Structure	4,219	
1 Unit Attached	100	2.37
1 Unit Detached	3,242	76.84
2 Units	73	1.73
3 or 4 Units	582	13.79
5 to 19 Units	86	2.04
20 to 49 Units	5	0.12
50 or More Units	3	0.07
Mobile Home or Trailer	128	3.03
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	4,219	
Housing Unit Built 2005 or later	772	18.30
Housing Unit Built 2000 to 2004	866	20.53
Housing Unit Built 1990 to 1999	1,016	24.08
Housing Unit Built 1980 to 1989	525	12.44
Housing Unit Built 1970 to 1979	433	10.26
Housing Unit Built 1960 to 1969	237	5.62
Housing Unit Built 1950 to 1959	134	3.18
Housing Unit Built 1940 to 1949	37	0.88
Housing Unit Built 1939 or Earlier	199	4.72
2013 Est. Median Year Structure Built	1995	



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

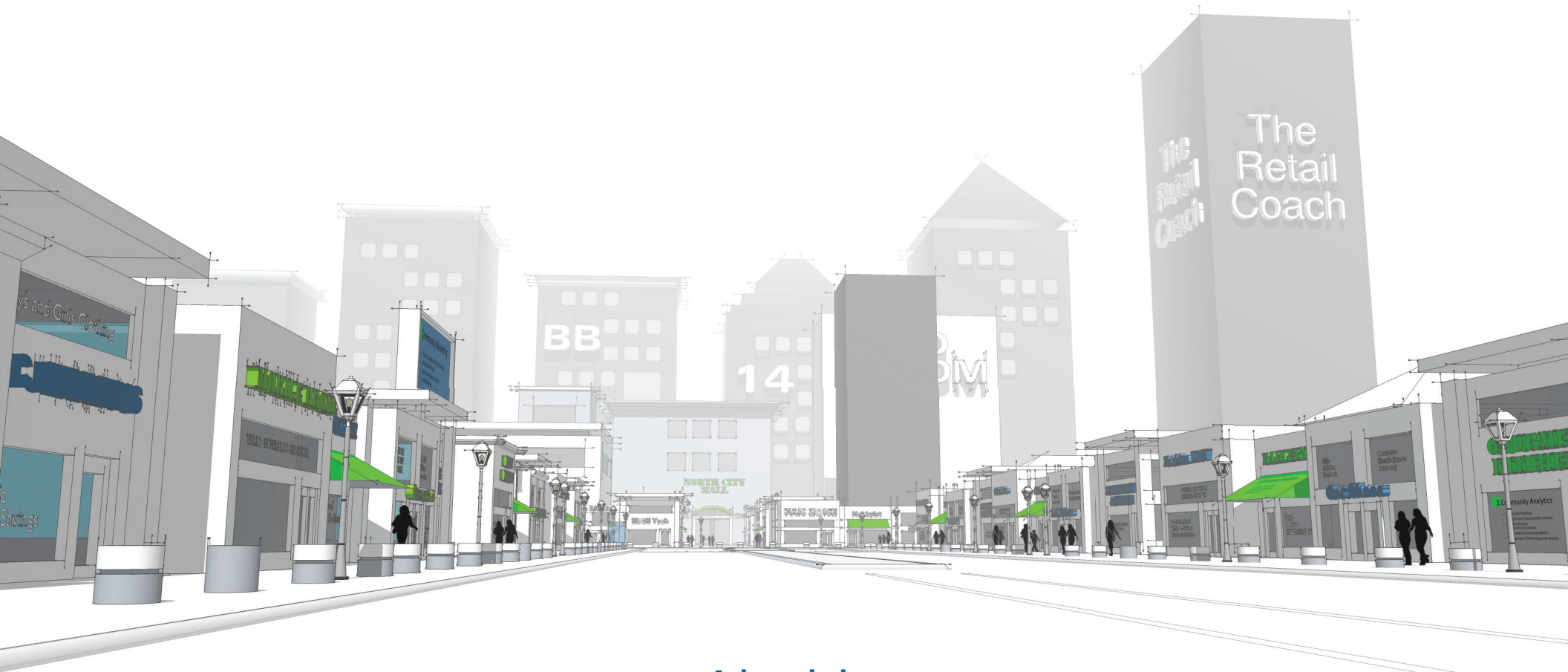
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

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



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 2012/2013, ESRI 2011/2012, U.S. Census Bureau, Economy.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.