TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE
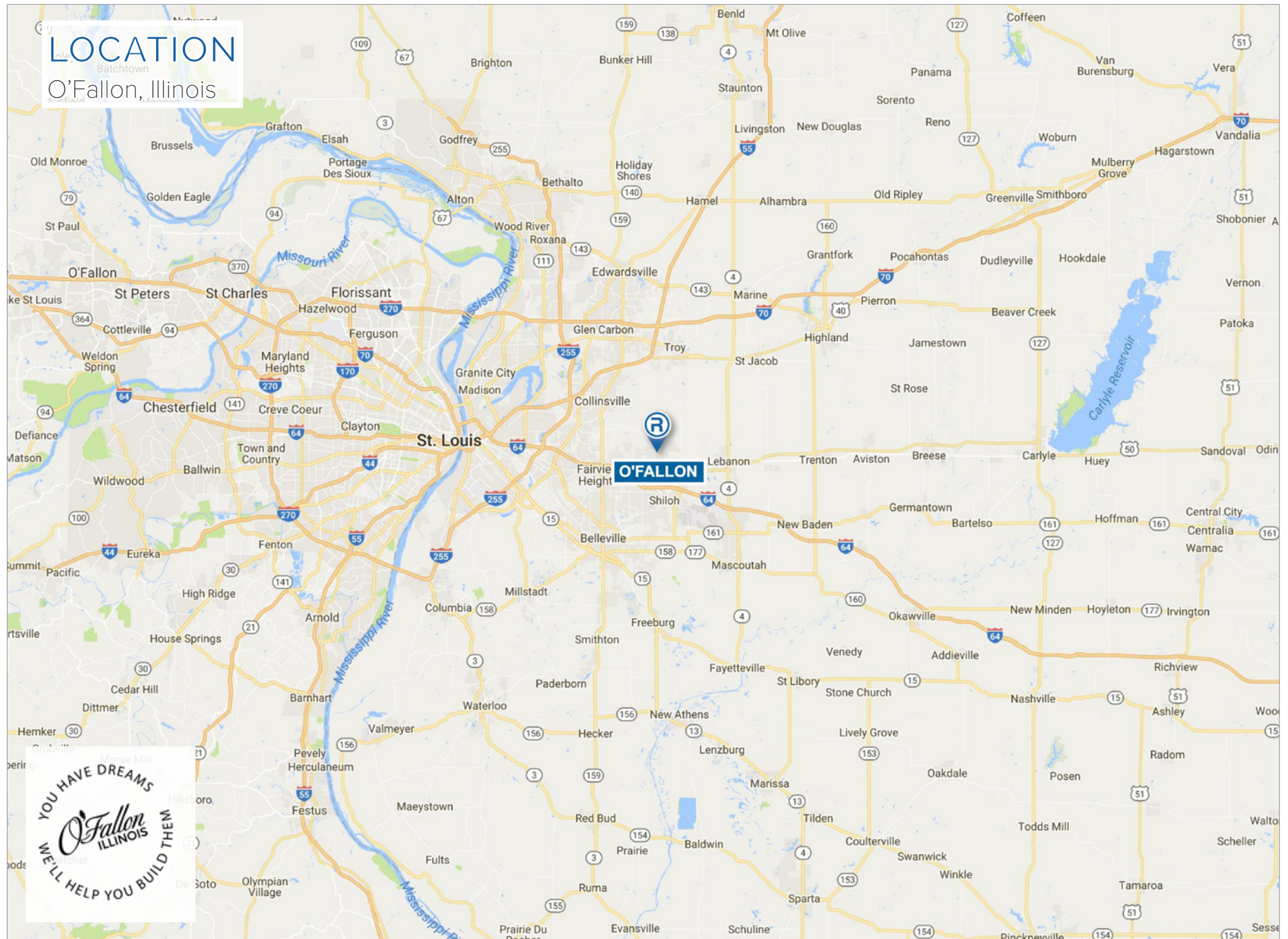O'Fallon, Illinois

Prepared for
City of O'Fallon
June 2018

YOU HAVE DREAMS
O'Fallon
ILLINOIS
WE'LL HELP YOU BUILD THEM

LOCATION
O'Fallon, Illinois

COMMUNITY • DEMOGRAPHIC PROFILE
O'Fallon, Illinois

DESCRIPTION	DATA	%
Population		
2023 Projection	29,598	
2018 Estimate	29,133	
2010 Census	28,281	
2000 Census	21,882	
Growth 2018 - 2023		1.60%
Growth 2010 - 2018		3.01%
Growth 2000 - 2010		29.24%
2018 Est. Population by Single-Classification Race	29,133	
White Alone	22,345	76.70%
Black or African American Alone	4,539	15.58%
Amer. Indian and Alaska Native Alone	79	0.27%
Asian Alone	854	2.93%
Native Hawaiian and Other Pacific Island Alone	33	0.11%
Some Other Race Alone	306	1.05%
Two or More Races	977	3.35%
2018 Est. Population by Hispanic or Latino Origin	29,133	
Not Hispanic or Latino	27,834	95.54%
Hispanic or Latino	1,299	4.46%
Mexican	739	56.89%
Puerto Rican	183	14.09%
Cuban	44	3.39%
All Other Hispanic or Latino	333	25.64%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	1,299	
White Alone	830	63.90%
Black or African American Alone	39	3.00%
American Indian and Alaska Native Alone	14	1.08%
Asian Alone	16	1.23%
Native Hawaiian and Other Pacific Islander Alone	2	0.15%
Some Other Race Alone	287	22.09%
Two or More Races	111	8.55%
2018 Est. Pop by Race, Asian Alone, by Category	854	
Chinese, except Taiwanese	100	11.71%
Filipino	241	28.22%
Japanese	7	0.82%
Asian Indian	202	23.65%
Korean	127	14.87%
Vietnamese	89	10.42%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	2	0.23%
Thai	14	1.64%
All Other Asian Races Including 2+ Category	72	8.43%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	29,133	
Arab	24	0.08%
Czech	42	0.14%
Danish	142	0.49%
Dutch	381	1.31%
English	1,878	6.45%
French (except Basque)	504	1.73%
French Canadian	29	0.10%
German	5,991	20.56%
Greek	94	0.32%
Hungarian	12	0.04%
Irish	1,716	5.89%
Italian	657	2.26%
Lithuanian	42	0.14%
United States or American	1,060	3.64%
Norwegian	210	0.72%
Polish	573	1.97%
Portuguese	53	0.18%
Russian	18	0.06%
Scottish	471	1.62%
Scotch-Irish	262	0.90%
Slovak	45	0.15%
Subsaharan African	94	0.32%
Swedish	133	0.46%
Swiss	43	0.15%
Ukrainian	22	0.08%
Welsh	72	0.25%
West Indian (except Hisp. groups)	32	0.11%
Other ancestries	9,391	32.24%
Ancestry Unclassified	5,142	17.65%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	25,896	94.24%
Speak Asian/Pacific Island Language at Home	428	1.56%
Speak IndoEuropean Language at Home	616	2.24%
Speak Spanish at Home	508	1.85%
Speak Other Language at Home	32	0.12%
2018 Est. Population by Age	29,133	
Age 0 - 4	1,653	5.67%
Age 5 - 9	1,784	6.12%
Age 10 - 14	2,045	7.02%
Age 15 - 17	1,286	4.41%
Age 18 - 20	1,157	3.97%
Age 21 - 24	1,515	5.20%
Age 25 - 34	3,601	12.36%
Age 35 - 44	3,802	13.05%
Age 45 - 54	4,296	14.75%
Age 55 - 64	4,104	14.09%
Age 65 - 74	2,520	8.65%
Age 75 - 84	1,015	3.48%
Age 85 and over	355	1.22%
Age 16 and over	23,230	79.74%
Age 18 and over	22,365	76.77%
Age 21 and over	21,208	72.80%
Age 65 and over	3,890	13.35%
2018 Est. Median Age		39.12
2018 Est. Average Age		38.80

COMMUNITY • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
2018 Est. Population by Sex	29,133	
Male	14,128	48.50%
Female	15,005	51.51%
2018 Est. Male Population by Age	14,128	
Age 0 - 4	845	5.98%
Age 5 - 9	925	6.55%
Age 10 - 14	1,068	7.56%
Age 15 - 17	672	4.76%
Age 18 - 20	608	4.30%
Age 21 - 24	778	5.51%
Age 25 - 34	1,760	12.46%
Age 35 - 44	1,772	12.54%
Age 45 - 54	2,035	14.40%
Age 55 - 64	1,936	13.70%
Age 65 - 74	1,171	8.29%
Age 75 - 84	437	3.09%
Age 85 and over	121	0.86%
2018 Est. Median Age, Male		37.35
2018 Est. Average Age, Male		37.60

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	15,005	
Age 0 - 4	808	5.39%
Age 5 - 9	859	5.73%
Age 10 - 14	977	6.51%
Age 15 - 17	614	4.09%
Age 18 - 20	549	3.66%
Age 21 - 24	737	4.91%
Age 25 - 34	1,841	12.27%
Age 35 - 44	2,030	13.53%
Age 45 - 54	2,261	15.07%
Age 55 - 64	2,168	14.45%
Age 65 - 74	1,349	8.99%
Age 75 - 84	578	3.85%
Age 85 and over	234	1.56%
2018 Est. Median Age, Female		40.63
2018 Est. Average Age, Female		39.90
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,909	29.21%
Males, Never Married	3,363	14.22%
Females, Never Married	3,546	14.99%
Married, Spouse present	12,537	53.01%
Married, Spouse absent	799	3.38%
Widowed	1,060	4.48%
Males Widowed	193	0.82%
Females Widowed	867	3.67%
Divorced	2,346	9.92%
Males Divorced	1,044	4.41%
Females Divorced	1,302	5.51%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	213	1.1%
Some High School, no diploma	607	3.1%
High School Graduate (or GED)	3,661	18.6%
Some College, no degree	4,003	20.3%
Associate Degree	2,517	12.8%
Bachelor's Degree	4,847	24.6%
Master's Degree	3,327	16.9%
Professional School Degree	337	1.7%
Doctorate Degree	181	0.9%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	30	4.48%
High School Graduate	224	33.43%
Some College or Associate's Degree	189	28.21%
Bachelor's Degree or Higher	227	33.88%
Households		
2023 Projection	11,512	
2018 Estimate	11,313	
2010 Census	10,888	
2000 Census	8,319	
Growth 2018 - 2023		1.76%
Growth 2010 - 2018		3.90%
Growth 2000 - 2010		30.88%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	11,313	
Family Households	8,091	71.52%
Nonfamily Households	3,222	28.48%
2018 Est. Group Quarters Population	31	
2018 Households by Ethnicity, Hispanic/Latino	400	
2018 Est. Households by Household Income	11,313	
Income < $15,000	709	6.27%
Income $15,000 - $24,999	902	7.97%
Income $25,000 - $34,999	723	6.39%
Income $35,000 - $49,999	1,124	9.94%
Income $50,000 - $74,999	1,696	14.99%
Income $75,000 - $99,999	1,590	14.06%
Income $100,000 - $124,999	1,336	11.81%
Income $125,000 - $149,999	1,051	9.29%
Income $150,000 - $199,999	1,161	10.26%
Income $200,000 - $249,999	506	4.47%
Income $250,000 - $499,999	406	3.59%
Income $500,000+	109	0.96%
2018 Est. Average Household Income		$101,728
2018 Est. Median Household Income		$82,632

COMMUNITY • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$87,685
Black or African American Alone		$62,259
American Indian and Alaska Native Alone		$88,125
Asian Alone		$91,954
Native Hawaiian and Other Pacific Islander Alone		$97,807
Some Other Race Alone		$43,803
Two or More Races		$82,620
Hispanic or Latino		$95,316
Not Hispanic or Latino		$82,247
2018 Est. Family HH Type by Presence of Own Child.	8,091	
Married-Couple Family, own children	2,940	36.34%
Married-Couple Family, no own children	3,315	40.97%
Male Householder, own children	243	3.00%
Male Householder, no own children	212	2.62%
Female Householder, own children	833	10.30%
Female Householder, no own children	548	6.77%
2018 Est. Households by Household Size	11,313	
1-person	2,794	24.70%
2-person	3,700	32.71%
3-person	1,997	17.65%
4-person	1,723	15.23%
5-person	747	6.60%
6-person	243	2.15%
7-or-more-person	109	0.96%
2018 Est. Average Household Size		2.57

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	11,313	
Households with 1 or More People under Age 18:	4,339	38.35%
Married-Couple Family	3,083	71.05%
Other Family, Male Householder	284	6.55%
Other Family, Female Householder	940	21.66%
Nonfamily, Male Householder	27	0.62%
Nonfamily, Female Householder	5	0.12%
Households with No People under Age 18:	6,974	61.65%
Married-Couple Family	3,170	45.46%
Other Family, Male Householder	172	2.47%
Other Family, Female Householder	441	6.32%
Nonfamily, Male Householder	1,415	20.29%
Nonfamily, Female Householder	1,776	25.47%
2018 Est. Households by Number of Vehicles	11,313	
No Vehicles	462	4.08%
1 Vehicle	3,368	29.77%
2 Vehicles	5,078	44.89%
3 Vehicles	1,636	14.46%
4 Vehicles	507	4.48%
5 or more Vehicles	262	2.32%
2018 Est. Average Number of Vehicles		1.9

COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	8,233	
2018 Estimate	8,091	
2010 Census	7,796	
2000 Census	6,029	
Growth 2018 - 2023		1.76%
Growth 2010 - 2018		3.78%
Growth 2000 - 2010		29.31%
2018 Est. Families by Poverty Status	8,091	
2018 Families at or Above Poverty	7,599	93.92%
2018 Families at or Above Poverty with Children	3,916	48.40%
2018 Families Below Poverty	492	6.08%
2018 Families Below Poverty with Children	415	5.13%
2018 Est. Pop 16+ by Employment Status	23,230	
Civilian Labor Force, Employed	13,565	58.39%
Civilian Labor Force, Unemployed	1,161	5.00%
Armed Forces	752	3.24%
Not in Labor Force	7,752	33.37%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	13,488	
For-Profit Private Workers	9,118	67.60%
Non-Profit Private Workers	1,172	8.69%
Local Government Workers	1,064	7.89%
State Government Workers	430	3.19%
Federal Government Workers	782	5.80%
Self-Employed Workers	901	6.68%
Unpaid Family Workers	21	0.16%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	13,488	
Architect/Engineer	308	2.28%
Arts/Entertainment/Sports	321	2.38%
Building Grounds Maintenance	286	2.12%
Business/Financial Operations	825	6.12%
Community/Social Services	231	1.71%
Computer/Mathematical	739	5.48%
Construction/Extraction	394	2.92%
Education/Training/Library	888	6.58%
Farming/Fishing/Forestry	3	0.02%
Food Prep/Serving	629	4.66%
Health Practitioner/Technician	1,110	8.23%
Healthcare Support	261	1.94%
Maintenance Repair	371	2.75%
Legal	203	1.51%
Life/Physical/Social Science	25	0.19%
Management	1,760	13.05%
Office/Admin. Support	1,727	12.80%
Production	585	4.34%
Protective Services	306	2.27%
Sales/Related	1,359	10.08%
Personal Care/Service	503	3.73%
Transportation/Moving	654	4.85%
2018 Est. Pop 16+ by Occupation Classification	13,488	
White Collar	9,496	70.40%
Blue Collar	2,004	14.86%
Service and Farm	1,988	14.74%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	14,111	
Drove Alone	12,096	85.72%
Car Pooled	921	6.53%
Public Transportation	239	1.69%
Walked	114	0.81%
Bicycle	33	0.23%
Other Means	120	0.85%
Worked at Home	588	4.17%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,519	
15 - 29 Minutes	5,376	
30 - 44 Minutes	2,678	
45 - 59 Minutes	1,269	
60 or more Minutes	722	
2018 Est. Avg Travel Time to Work in Minutes		27
2018 Est. Occupied Housing Units by Tenure	11,313	
Owner Occupied	7,887	69.72%
Renter Occupied	3,426	30.28%
2018 Owner Occ. HUs: Avg. Length of Residence		14.3
2018 Renter Occ. HUs: Avg. Length of Residence		5.3

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	11,313	
Value Less than $20,000	110	1.40%
Value $20,000 - $39,999	155	1.97%
Value $40,000 - $59,999	135	1.71%
Value $60,000 - $79,999	308	3.91%
Value $80,000 - $99,999	419	5.31%
Value $100,000 - $149,999	1,478	18.74%
Value $150,000 - $199,999	1,343	17.03%
Value $200,000 - $299,999	2,426	30.76%
Value $300,000 - $399,999	756	9.59%
Value $400,000 - $499,999	322	4.08%
Value $500,000 - $749,999	216	2.74%
Value $750,000 - $999,999	80	1.01%
Value $1,000,000 or $1,499,999	76	0.96%
Value $1,500,000 or $1,999,999	17	0.22%
Value $2,000,000+	46	0.58%
2018 Est. Median All Owner-Occupied Housing Value		$199,826
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	8,798	72.35%
1 Unit Detached	623	5.12%
2 Units	209	1.72%
3 or 4 Units	486	4.00%
5 to 19 Units	1,301	10.70%
20 to 49 Units	105	0.86%
50 or More Units	285	2.34%
Mobile Home or Trailer	354	2.91%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE
O'Fallon, Illinois

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	675	5.55%
Housing Units Built 2010 to 2014	417	3.43%
Housing Units Built 2000 to 2009	3,045	25.04%
Housing Units Built 1990 to 1999	2,706	22.25%
Housing Units Built 1980 to 1989	1,637	13.46%
Housing Units Built 1970 to 1979	1,295	10.65%
Housing Units Built 1960 to 1969	869	7.15%
Housing Units Built 1950 to 1959	759	6.24%
Housing Units Built 1940 to 1949	216	1.78%
Housing Unit Built 1939 or Earlier	542	4.46%
2018 Est. Median Year Structure Built		1993

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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360®

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 Retail360® 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.

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

The Retail Coach –
"*It's not about data. It's about your success.*"

ACKNOWLEDGEMENTS