



TheRetailCoach®

RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

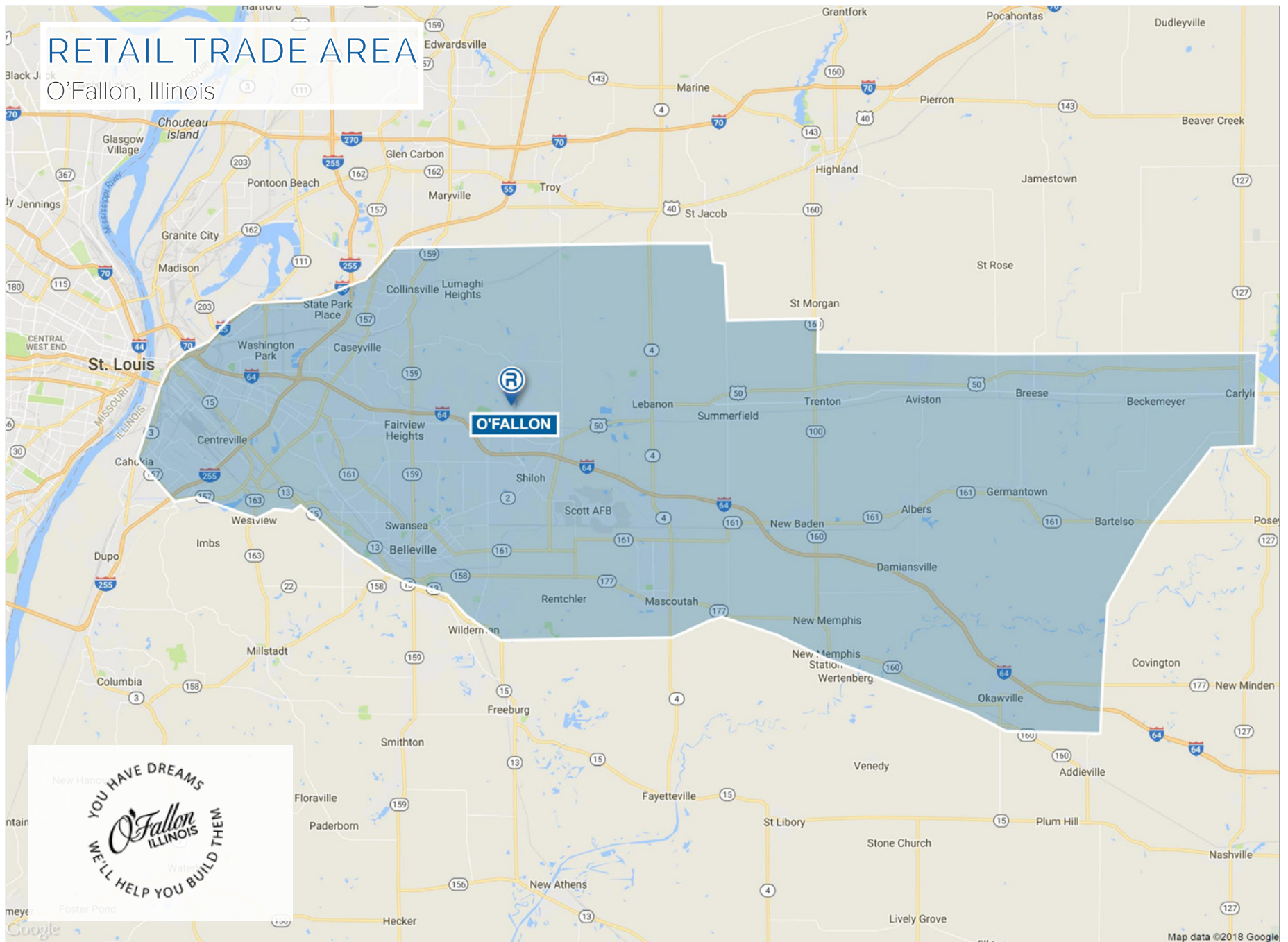
O'Fallon, Illinois

Prepared for
City of O'Fallon
July 2018



RETAIL TRADE AREA

O'Fallon, Illinois



CONTACT GRANT LITTEKEN, ASSISTANT CITY MANAGER

City of O'Fallon | 255 South Lincoln | O'Fallon, Illinois 62269 | 618.622.8760
glitteken@ofallon.org | www.ofallon.org

RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

O'Fallon, Illinois



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	\$3,664,360,355	\$854,134,773	\$2,790,225,582	0.23
441	Motor vehicle and parts dealers	\$724,764,389	\$163,781,049	\$560,983,340	0.23
4411	Automobile dealers	\$645,148,186	\$149,972,762	\$495,175,424	0.23
4412	Other motor vehicle dealers	\$31,557,727	\$9,943,099	\$21,614,628	0.32
4413	Automotive parts, accessories, and tire stores	\$48,058,476	\$3,865,188	\$44,193,288	0.08
442	Furniture and home furnishings stores	\$65,498,093	\$42,870,701	\$22,627,392	0.65
4421	Furniture stores	\$36,197,683	\$33,396,242	\$2,801,441	0.92
4422	Home furnishings stores	\$29,300,410	\$9,474,459	\$19,825,951	0.32
443	Electronics and appliance stores	\$59,299,126	\$8,588,961	\$50,710,165	0.14
443141	Household appliance stores	\$17,747,931	\$2,189,089	\$15,558,842	0.12
443142	Electronics stores	\$41,551,195	\$6,399,872	\$35,151,323	0.15
444	Building material and garden equipment and supplies dealers	\$229,041,586	\$95,059,959	\$133,981,627	0.42
4441	Building material and supplies dealers	\$207,918,793	\$91,233,096	\$116,685,697	0.44
44411	Home centers	\$129,915,906	\$82,626,997	\$47,288,909	0.64
44412	Paint and wallpaper stores	\$7,282,381	\$1,722,966	\$5,559,415	0.24
44413	Hardware stores	\$11,825,691	\$1,465,401	\$10,360,290	0.12
44419	Other building material dealers	\$58,894,815	\$5,417,732	\$53,477,083	0.09
4442	Lawn and garden equipment and supplies stores	\$21,122,793	\$3,826,863	\$17,295,930	0.18
44421	Outdoor power equipment stores	\$3,149,830	\$1,477,234	\$1,672,596	0.47
44422	Nursery, garden center, and farm supply stores	\$17,972,963	\$2,349,629	\$15,623,334	0.13
445	Food and beverage stores	\$441,865,842	\$63,147,790	\$378,718,052	0.14
4451	Grocery stores	\$399,982,417	\$59,903,604	\$340,078,813	0.15
44511	Supermarkets and other grocery (except convenience) stores	\$388,437,567	\$58,932,596	\$329,504,971	0.15
44512	Convenience stores	\$11,544,849	\$971,008	\$10,573,841	0.08
4452	Specialty food stores	\$12,216,277	\$1,462,334	\$10,753,943	0.12
4453	Beer, wine, and liquor stores	\$29,667,149	\$1,781,852	\$27,885,297	0.06

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$211,202,646	\$49,599,272	\$161,603,374	0.23
44611	Pharmacies and drug stores	\$180,042,364	\$31,142,900	\$148,899,464	0.17
44612	Cosmetics, beauty supplies, and perfume stores	\$11,168,347	\$12,222,749	-\$1,054,402	1.09
44613	Optical goods stores	\$8,411,749	\$1,553,596	\$6,858,153	0.18
44619	Other health and personal care stores	\$11,580,186	\$4,680,027	\$6,900,159	0.40
447	Gasoline stations	\$300,092,219	\$19,915,185	\$280,177,034	0.07
44711	Gasoline stations with convenience stores	\$232,242,848	\$14,613,177	\$217,629,671	0.06
44719	Other gasoline stations	\$67,849,371	\$5,302,008	\$62,547,363	0.08
448	Clothing and clothing accessories stores	\$156,244,538	\$4,280,241	\$151,964,297	0.03
4481	Clothing stores	\$115,824,699	\$1,583,562	\$114,241,137	0.01
44811	Men's clothing stores	\$5,713,272	\$0	\$5,713,272	0.00
44812	Women's clothing stores	\$25,056,574	\$895,446	\$24,161,128	0.04
44813	Children's and infants' clothing stores	\$5,918,920	\$0	\$5,918,920	0.00
44814	Family clothing stores	\$62,486,636	\$458,804	\$62,027,832	0.01
44815	Clothing accessories stores	\$5,353,592	\$65,052	\$5,288,540	0.01
44819	Other clothing stores	\$11,295,706	\$164,260	\$11,131,446	0.01
4482	Shoe stores	\$22,839,500	\$818,208	\$22,021,292	0.04
4483	Jewelry, luggage, and leather goods stores	\$17,580,338	\$1,878,471	\$15,701,867	0.11
44831	Jewelry stores	\$16,652,359	\$1,878,471	\$14,773,888	0.11
44832	Luggage and leather goods stores	\$927,979	\$0	\$927,979	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$44,229,706	\$33,336,346	\$10,893,360	0.75
4511	Sporting goods, hobby, and musical instrument stores	\$35,215,790	\$33,336,346	\$1,879,444	0.95
45111	Sporting goods stores	\$16,953,346	\$26,909,874	-\$9,956,528	1.59
45112	Hobby, toy, and game stores	\$12,309,363	\$6,426,472	\$5,882,891	0.52
45113	Sewing, needlework, and piece goods stores	\$2,212,339	\$0	\$2,212,339	0.00
45114	Musical instrument and supplies stores	\$3,740,742	\$0	\$3,740,742	0.00
4512	Book stores and news dealers	\$9,013,916	\$0	\$9,013,916	0.00

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$438,221,524	\$257,629,459	\$180,592,065	0.59
4522	Department stores	\$127,109,411	\$0	\$127,109,411	0.00
4523	Other general merchandise stores	\$311,112,113	\$257,629,459	\$53,482,654	0.83
453	Miscellaneous store retailers	\$64,940,580	\$14,995,594	\$49,944,986	0.23
4531	Florists	\$4,522,535	\$1,012,697	\$3,509,838	0.22
4532	Office supplies, stationery, and gift stores	\$16,380,268	\$3,092,620	\$13,287,648	0.19
45321	Office supplies and stationery stores	\$7,493,044	\$1,396,652	\$6,096,392	0.19
45322	Gift, novelty, and souvenir stores	\$8,887,225	\$1,695,968	\$7,191,257	0.19
4533	Used merchandise stores	\$11,953,253	\$1,355,813	\$10,597,440	0.11
4539	Other miscellaneous store retailers	\$32,084,523	\$9,534,464	\$22,550,059	0.30
45391	Pet and pet supplies stores	\$11,898,291	\$5,686,658	\$6,211,633	0.48
45399	All other miscellaneous store retailers	\$20,186,232	\$3,847,806	\$16,338,426	0.19
454	Non-store retailers	\$437,315,587	\$12,302,289	\$425,013,298	0.03
722	Food services and drinking places	\$471,644,521	\$88,627,927	\$383,016,594	0.19
7223	Special food services	\$45,432,791	\$610,639	\$44,822,152	0.01
7224	Drinking places (alcoholic beverages)	\$23,392,937	\$10,180,652	\$13,212,285	0.44
7225	Restaurants and other eating places	\$402,818,793	\$77,836,636	\$324,982,157	0.19
722511	Full-service restaurants	\$193,212,657	\$35,035,417	\$158,177,240	0.18
722513	Limited-service restaurants	\$176,807,897	\$42,012,348	\$134,795,549	0.24
722514	Cafeterias, grill buffets, and buffets	\$5,226,940	\$0	\$5,226,940	0.00
722515	Snack and nonalcoholic beverage bars	\$27,571,298	\$788,871	\$26,782,427	0.03

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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

O'Fallon, Illinois



DESCRIPTION	DATA	%
Population		
2023 Projection	113,174	
2018 Estimate	113,029	
2010 Census	112,224	
2000 Census	96,110	
Growth 2018 - 2023		0.13%
Growth 2010 - 2018		0.72%
Growth 2000 - 2010		16.77%
2018 Est. Population by Single-Classification Race	113,029	
White Alone	79,664	70.48%
Black or African American Alone	24,712	21.86%
Amer. Indian and Alaska Native Alone	359	0.32%
Asian Alone	2,892	2.56%
Native Hawaiian and Other Pacific Island Alone	167	0.15%
Some Other Race Alone	1,363	1.21%
Two or More Races	3,872	3.43%
2018 Est. Population by Hispanic or Latino Origin	113,029	
Not Hispanic or Latino	107,929	95.49%
Hispanic or Latino	5,101	4.51%
Mexican	2,902	56.89%
Puerto Rican	805	15.78%
Cuban	147	2.88%
All Other Hispanic or Latino	1,247	24.45%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	5,101	
White Alone	2,973	58.28%
Black or African American Alone	235	4.61%
American Indian and Alaska Native Alone	71	1.39%
Asian Alone	59	1.16%
Native Hawaiian and Other Pacific Islander Alone	10	0.20%
Some Other Race Alone	1,198	23.49%
Two or More Races	554	10.86%
2018 Est. Pop by Race, Asian Alone, by Category	2,892	
Chinese, except Taiwanese	283	9.79%
Filipino	827	28.60%
Japanese	103	3.56%
Asian Indian	429	14.83%
Korean	294	10.17%
Vietnamese	420	14.52%
Cambodian	0	0.00%
Hmong	5	0.17%
Laotian	35	1.21%
Thai	248	8.58%
All Other Asian Races Including 2+ Category	250	8.65%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

O'Fallon, Illinois



DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	113,029	
Arab	103	0.09%
Czech	245	0.22%
Danish	457	0.40%
Dutch	862	0.76%
English	5,550	4.91%
French (except Basque)	2,232	1.98%
French Canadian	132	0.12%
German	21,589	19.10%
Greek	281	0.25%
Hungarian	263	0.23%
Irish	6,541	5.79%
Italian	3,430	3.04%
Lithuanian	244	0.22%
United States or American	4,731	4.19%
Norwegian	662	0.59%
Polish	1,819	1.61%
Portuguese	64	0.06%
Russian	61	0.05%
Scottish	1,114	0.99%
Scotch-Irish	727	0.64%
Slovak	156	0.14%
Subsaharan African	566	0.50%
Swedish	333	0.30%
Swiss	204	0.18%
Ukrainian	61	0.05%
Welsh	289	0.26%
West Indian (except Hisp. groups)	152	0.13%
Other ancestries	43,671	38.64%
Ancestry Unclassified	16,491	14.59%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	99,919	94.05%
Speak Asian/Pacific Island Language at Home	1,610	1.52%
Speak IndoEuropean Language at Home	2,321	2.19%
Speak Spanish at Home	2,219	2.09%
Speak Other Language at Home	176	0.17%
2018 Est. Population by Age	113,029	
Age 0 - 4	6,784	6.00%
Age 5 - 9	7,058	6.24%
Age 10 - 14	7,420	6.57%
Age 15 - 17	4,488	3.97%
Age 18 - 20	4,229	3.74%
Age 21 - 24	5,728	5.07%
Age 25 - 34	14,547	12.87%
Age 35 - 44	14,998	13.27%
Age 45 - 54	15,529	13.74%
Age 55 - 64	15,466	13.68%
Age 65 - 74	9,969	8.82%
Age 75 - 84	4,724	4.18%
Age 85 and over	2,091	1.85%
Age 16 and over	90,298	79.89%
Age 18 and over	87,281	77.22%
Age 21 and over	83,052	73.48%
Age 65 and over	16,784	14.85%
2018 Est. Median Age		39.21
2018 Est. Average Age		39.34

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	113,029	
Male	54,777	48.46%
Female	58,252	51.54%
2018 Est. Male Population by Age	54,777	
Age 0 - 4	3,474	6.34%
Age 5 - 9	3,668	6.70%
Age 10 - 14	3,822	6.98%
Age 15 - 17	2,287	4.18%
Age 18 - 20	2,205	4.03%
Age 21 - 24	2,939	5.37%
Age 25 - 34	7,148	13.05%
Age 35 - 44	7,214	13.17%
Age 45 - 54	7,409	13.53%
Age 55 - 64	7,319	13.36%
Age 65 - 74	4,607	8.41%
Age 75 - 84	1,974	3.60%
Age 85 and over	714	1.30%
2018 Est. Median Age, Male		37.58
2018 Est. Average Age, Male		38.11

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	58,252	
Age 0 - 4	3,310	5.68%
Age 5 - 9	3,390	5.82%
Age 10 - 14	3,598	6.18%
Age 15 - 17	2,201	3.78%
Age 18 - 20	2,025	3.48%
Age 21 - 24	2,790	4.79%
Age 25 - 34	7,399	12.70%
Age 35 - 44	7,784	13.36%
Age 45 - 54	8,120	13.94%
Age 55 - 64	8,147	13.99%
Age 65 - 74	5,362	9.21%
Age 75 - 84	2,750	4.72%
Age 85 and over	1,377	2.36%
2018 Est. Median Age, Female		40.73
2018 Est. Average Age, Female		40.46
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	27,599	30.08%
Males, Never Married	14,375	15.67%
Females, Never Married	13,224	14.41%
Married, Spouse present	44,739	48.75%
Married, Spouse absent	3,784	4.12%
Widowed	5,426	5.91%
Males Widowed	1,129	1.23%
Females Widowed	4,296	4.68%
Divorced	10,221	11.14%
Males Divorced	4,302	4.69%
Females Divorced	5,919	6.45%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

O'Fallon, Illinois

DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,294	1.7%
Some High School, no diploma	3,500	4.5%
High School Graduate (or GED)	17,837	23.1%
Some College, no degree	17,782	23.0%
Associate Degree	10,064	13.0%
Bachelor's Degree	15,655	20.2%
Master's Degree	9,389	12.1%
Professional School Degree	1,209	1.6%
Doctorate Degree	593	0.8%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	351	13.23%
High School Graduate	820	30.91%
Some College or Associate's Degree	851	32.08%
Bachelor's Degree or Higher	631	23.78%
Households		
2023 Projection	45,504	
2018 Estimate	45,447	
2010 Census	45,027	
2000 Census	37,878	
Growth 2018 - 2023		0.13%
Growth 2010 - 2018		0.93%
Growth 2000 - 2010		18.87%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	30,695	67.54%
Nonfamily Households	14,752	32.46%
2018 Est. Group Quarters Population	1,414	
2018 Households by Ethnicity, Hispanic/Latino	1,544	
2018 Est. Households by Household Income		
Income < \$15,000	4,094	9.01%
Income \$15,000 - \$24,999	3,530	7.77%
Income \$25,000 - \$34,999	4,144	9.12%
Income \$35,000 - \$49,999	6,222	13.69%
Income \$50,000 - \$74,999	7,219	15.88%
Income \$75,000 - \$99,999	6,284	13.83%
Income \$100,000 - \$124,999	4,493	9.89%
Income \$125,000 - \$149,999	3,212	7.07%
Income \$150,000 - \$199,999	3,421	7.53%
Income \$200,000 - \$249,999	1,416	3.12%
Income \$250,000 - \$499,999	1,110	2.44%
Income \$500,000+	304	0.67%
2018 Est. Average Household Income		\$85,984
2018 Est. Median Household Income		\$65,568

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

O'Fallon, Illinois

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$72,057
Black or African American Alone		\$46,301
American Indian and Alaska Native Alone		\$82,524
Asian Alone		\$85,385
Native Hawaiian and Other Pacific Islander Alone		\$97,714
Some Other Race Alone		\$49,093
Two or More Races		\$56,320
Hispanic or Latino		\$48,015
Not Hispanic or Latino		\$66,189
2018 Est. Family HH Type by Presence of Own Child.	30,695	
Married-Couple Family, own children	10,048	32.74%
Married-Couple Family, no own children	12,795	41.68%
Male Householder, own children	1,007	3.28%
Male Householder, no own children	918	2.99%
Female Householder, own children	3,440	11.21%
Female Householder, no own children	2,488	8.11%
2018 Est. Households by Household Size	45,447	
1-person	12,778	28.12%
2-person	14,799	32.56%
3-person	7,766	17.09%
4-person	6,107	13.44%
5-person	2,664	5.86%
6-person	938	2.06%
7-or-more-person	395	0.87%
2018 Est. Average Household Size		2.46

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	45,447	
Households with 1 or More People under Age 18:	15,883	34.95%
Married-Couple Family	10,644	67.02%
Other Family, Male Householder	1,141	7.18%
Other Family, Female Householder	3,960	24.93%
Nonfamily, Male Householder	107	0.67%
Nonfamily, Female Householder	31	0.20%
Households with No People under Age 18:	29,565	65.05%
Married-Couple Family	12,196	41.25%
Other Family, Male Householder	785	2.66%
Other Family, Female Householder	1,969	6.66%
Nonfamily, Male Householder	6,648	22.49%
Nonfamily, Female Householder	7,966	26.94%
2018 Est. Households by Number of Vehicles	45,447	
No Vehicles	2,644	5.82%
1 Vehicle	15,356	33.79%
2 Vehicles	18,899	41.59%
3 Vehicles	5,998	13.20%
4 Vehicles	1,783	3.92%
5 or more Vehicles	768	1.69%
2018 Est. Average Number of Vehicles		1.82

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

O'Fallon, Illinois



DESCRIPTION	DATA	%
Family Households		
2023 Projection	30,790	
2018 Estimate	30,695	
2010 Census	30,256	
2000 Census	26,126	
Growth 2018 - 2023		0.31%
Growth 2010 - 2018		1.45%
Growth 2000 - 2010		15.81%
2018 Est. Families by Poverty Status	30,695	
2018 Families at or Above Poverty	28,515	92.90%
2018 Families at or Above Poverty with Children	13,678	44.56%
2018 Families Below Poverty	2,180	7.10%
2018 Families Below Poverty with Children	1,745	5.69%
2018 Est. Pop 16+ by Employment Status	90,298	
Civilian Labor Force, Employed	54,050	59.86%
Civilian Labor Force, Unemployed	4,255	4.71%
Armed Forces	2,486	2.75%
Not in Labor Force	29,507	32.68%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	53,590	
For-Profit Private Workers	36,466	68.05%
Non-Profit Private Workers	4,692	8.76%
Local Government Workers	4,159	7.76%
State Government Workers	1,830	3.42%
Federal Government Workers	3,029	5.65%
Self-Employed Workers	3,330	6.21%
Unpaid Family Workers	84	0.16%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	53,590	
Architect/Engineer	901	1.68%
Arts/Entertainment/Sports	1,011	1.89%
Building Grounds Maintenance	1,287	2.40%
Business/Financial Operations	3,132	5.84%
Community/Social Services	1,056	1.97%
Computer/Mathematical	2,623	4.90%
Construction/Extraction	2,301	4.29%
Education/Training/Library	2,950	5.51%
Farming/Fishing/Forestry	75	0.14%
Food Prep/Serving	2,660	4.96%
Health Practitioner/Technician	3,587	6.69%
Healthcare Support	1,267	2.36%
Maintenance Repair	1,818	3.39%
Legal	696	1.30%
Life/Physical/Social Science	401	0.75%
Management	6,211	11.59%
Office/Admin. Support	7,031	13.12%
Production	2,611	4.87%
Protective Services	1,548	2.89%
Sales/Related	5,212	9.73%
Personal Care/Service	1,792	3.34%
Transportation/Moving	3,420	6.38%
2018 Est. Pop 16+ by Occupation Classification	53,590	
White Collar	34,811	64.96%
Blue Collar	10,149	18.94%
Service and Farm	8,629	16.10%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

O'Fallon, Illinois



DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	55,653	
Drove Alone	47,029	84.50%
Car Pooled	3,255	5.85%
Public Transportation	1,693	3.04%
Walked	829	1.49%
Bicycle	188	0.34%
Other Means	620	1.11%
Worked at Home	2,039	3.66%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,914	
15 - 29 Minutes	19,707	
30 - 44 Minutes	10,188	
45 - 59 Minutes	4,990	
60 or more Minutes	2,884	
2018 Est. Avg Travel Time to Work in Minutes		26.43
2018 Est. Occupied Housing Units by Tenure	45,447	
Owner Occupied	30,492	67.09%
Renter Occupied	14,956	32.91%
2018 Owner Occ. HUs: Avg. Length of Residence		16.17
2018 Renter Occ. HUs: Avg. Length of Residence		6.28

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	45,447	
Value Less than \$20,000	1,126	3.69%
Value \$20,000 - \$39,999	785	2.57%
Value \$40,000 - \$59,999	1,098	3.60%
Value \$60,000 - \$79,999	2,123	6.96%
Value \$80,000 - \$99,999	3,173	10.41%
Value \$100,000 - \$149,999	6,725	22.06%
Value \$150,000 - \$199,999	4,553	14.93%
Value \$200,000 - \$299,999	6,480	21.25%
Value \$300,000 - \$399,999	2,485	8.15%
Value \$400,000 - \$499,999	1,013	3.32%
Value \$500,000 - \$749,999	554	1.82%
Value \$750,000 - \$999,999	158	0.52%
Value \$1,000,000 or \$1,499,999	134	0.44%
Value \$1,500,000 or \$1,999,999	33	0.11%
Value \$2,000,000+	53	0.17%
2018 Est. Median All Owner-Occupied Housing Value		\$152,003
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	33,680	67.40%
1 Unit Detached	2,593	5.19%
2 Units	2,341	4.68%
3 or 4 Units	2,026	4.05%
5 to 19 Units	5,159	10.32%
20 to 49 Units	568	1.14%
50 or More Units	922	1.85%
Mobile Home or Trailer	2,685	5.37%
Boat, RV, Van, etc.	0	0.00%

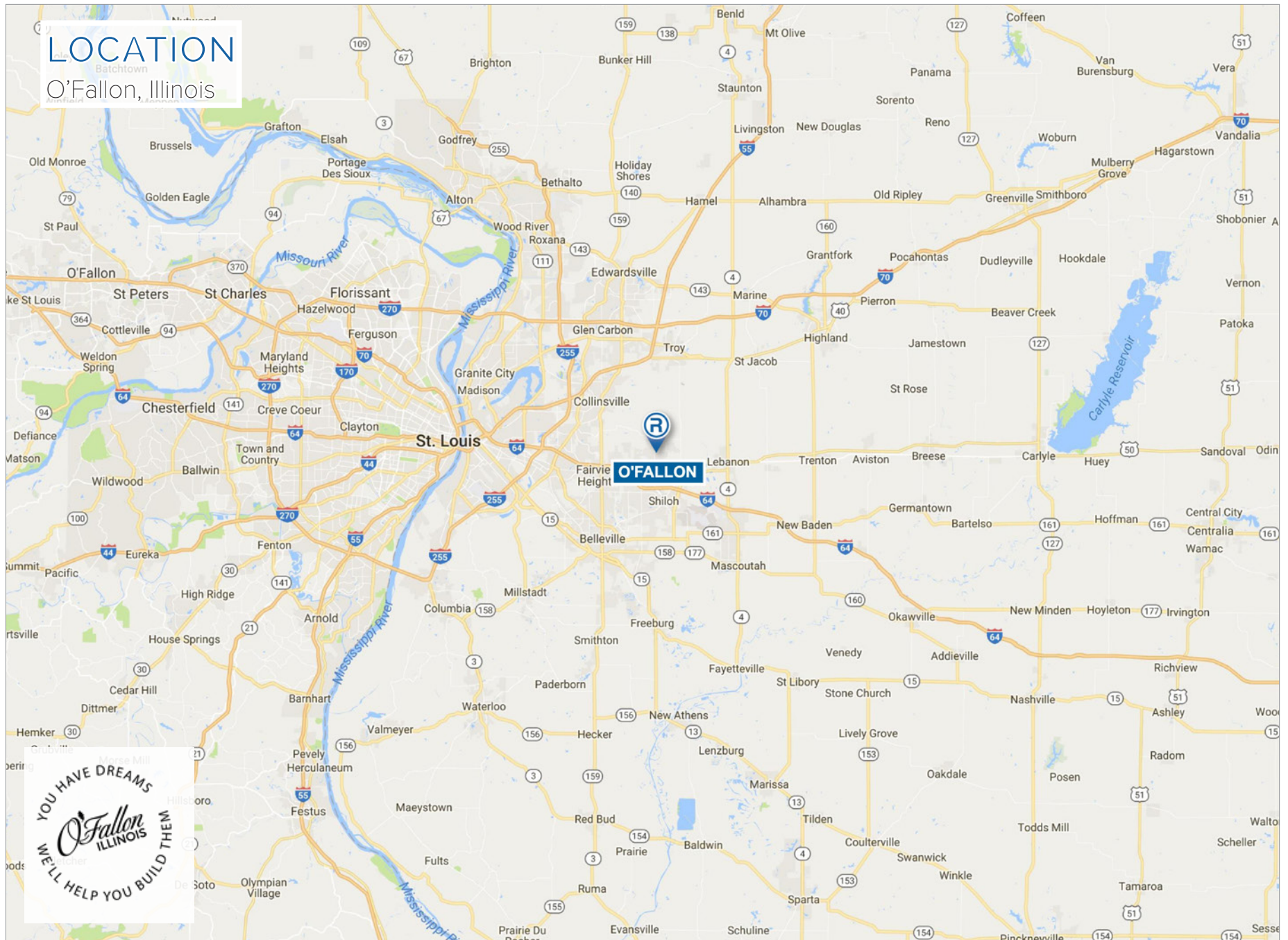
RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

O'Fallon, Illinois

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,691	3.38%
Housing Units Built 2010 to 2014	1,657	3.32%
Housing Units Built 2000 to 2009	10,622	21.26%
Housing Units Built 1990 to 1999	7,849	15.71%
Housing Units Built 1980 to 1989	6,054	12.11%
Housing Units Built 1970 to 1979	5,299	10.60%
Housing Units Built 1960 to 1969	4,394	8.79%
Housing Units Built 1950 to 1959	6,230	12.47%
Housing Units Built 1940 to 1949	2,375	4.75%
Housing Unit Built 1939 or Earlier	3,804	7.61%
2018 Est. Median Year Structure Built		1985

LOCATION

O'Fallon, Illinois



CONTACT GRANT LITTEKEN, ASSISTANT CITY MANAGER

City of O'Fallon | 255 South Lincoln | O'Fallon, Illinois 62269 | 618.622.8760
glitteken@ofallon.org | www.ofallon.org

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%

COMMUNITY • DEMOGRAPHIC PROFILE

O'Fallon, Illinois

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

O'Fallon, Illinois



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%

COMMUNITY • DEMOGRAPHIC PROFILE

O'Fallon, Illinois

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		
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		
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

O'Fallon, Illinois

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

O'Fallon, Illinois

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%

COMMUNITY • DEMOGRAPHIC PROFILE

O'Fallon, Illinois



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

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

 TheRetailCoach®



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

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.

The Retail Coach –

“It’s not about data. It’s about your success.”



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.

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

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2018, ESRI 2017, 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.

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