



TheRetailCoach®

PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Monmouth, Illinois

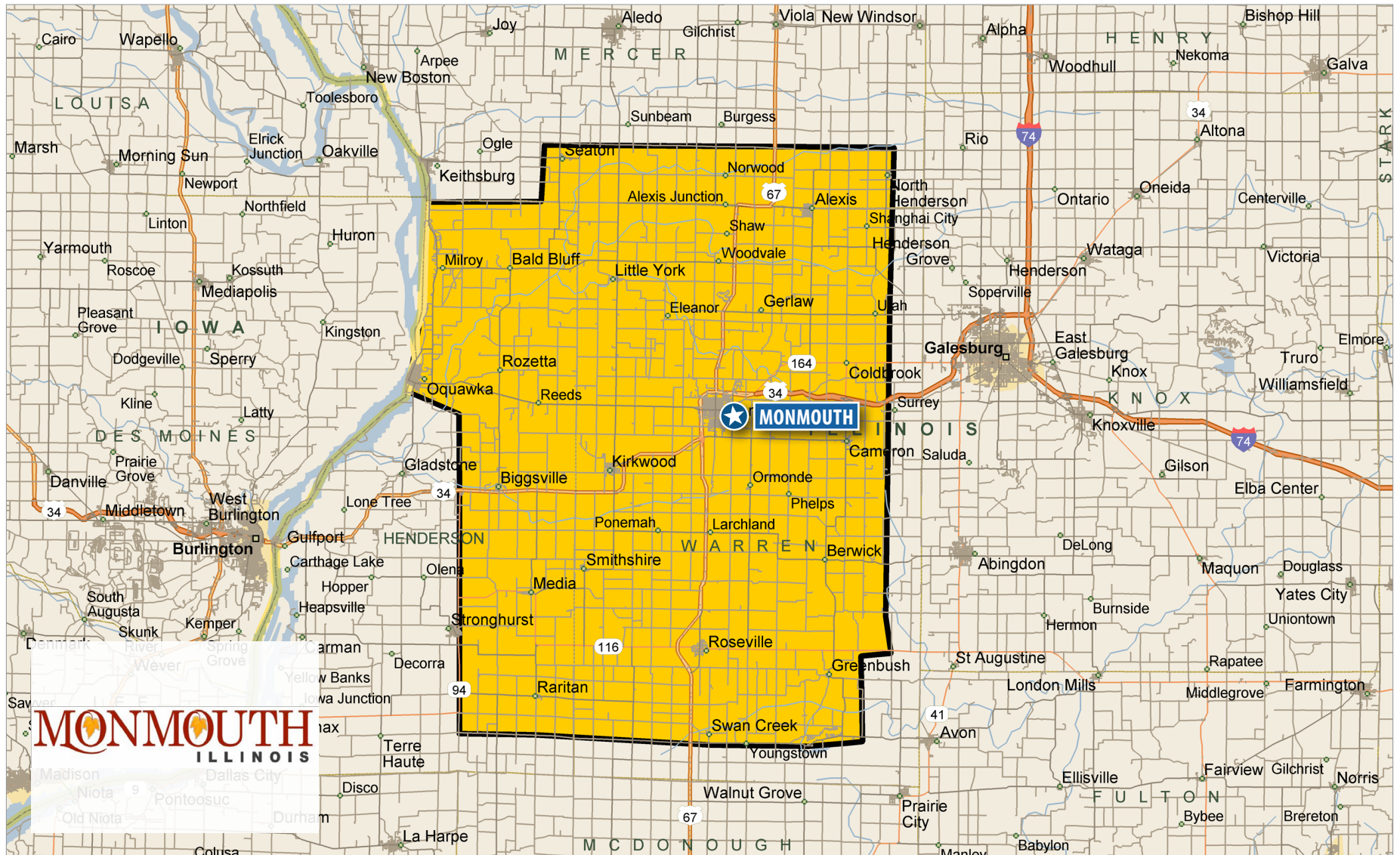
Prepared for
City of Monmouth, Illinois
September 2016





PRIMARY RETAIL TRADE AREA

Monmouth, Illinois



CONTACT **LOWELL CROW, CITY ADMINISTRATOR**

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PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Monmouth, Illinois

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Industry Summary				
44-45,722	Total Retail Trade and Food & Drink	\$236,695,594	\$94,964,724	\$141,730,870	0.40
44-45	Total Retail Trade	\$211,852,653	\$74,713,746	\$137,138,907	0.35
722	Total Food & Drink	\$24,842,940	\$20,250,978	\$4,591,962	0.82
	Industry Group				
441	Motor Vehicle & Parts Dealers	\$43,002,918	\$17,891,389	\$25,111,529	0.42
4411	Automobile Dealers	\$37,474,945	\$14,251,299	\$23,223,646	0.38
4412	Other Motor Vehicle Dealers	\$2,942,065	\$0.0	\$2,942,065	0.00
4413	Auto Parts, Accessories & Tire Stores	\$2,585,908	\$3,640,090	-\$1,054,181	1.41
442	Furniture & Home Furnishings Stores	\$6,646,789	\$4,406,941	\$2,239,848	0.66
4421	Furniture Stores	\$3,902,967	\$1,903,574	\$1,999,393	0.49
4422	Home Furnishings Stores	\$2,743,822	\$2,503,367	\$240,455	0.91
443	Electronics & Appliance Stores	\$12,465,930	\$454,917	\$12,011,013	0.04
444	Bldg Materials, Garden Equip. & Supply Stores	\$10,649,487	\$2,557,524	\$8,091,963	0.24
4441	Bldg Material & Supplies Dealers	\$9,367,269	\$2,557,524	\$6,809,745	0.27
4442	Lawn & Garden Equip & Supply Stores	\$1,282,218	\$0.0	\$1,282,218	0.00
445	Food & Beverage Stores	\$38,973,708	\$16,268,302	\$22,705,406	0.42
4451	Grocery Stores	\$34,326,997	\$14,723,794	\$19,603,203	0.43
4452	Specialty Food Stores	\$2,352,395	\$0.0	\$2,352,395	0.00
4453	Beer, Wine & Liquor Stores	\$2,294,315	\$1,544,508	\$749,807	0.67



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
446,446I	Health & Personal Care Stores	\$13,915,804	\$11,394,974	\$2,520,830	0.82
447,447I	Gasoline Stations	\$13,431,193	\$5,537,573	\$7,893,620	0.41
448	Clothing & Clothing Accessories Stores	\$11,246,584	\$432,419	\$10,814,165	0.04
448I	Clothing Stores	\$8,002,835	\$0.0	\$8,002,835	0.00
4482	Shoe Stores	\$1,285,710	\$432,419	\$853,291	0.34
4483	Jewelry, Luggage & Leather Goods Stores	\$1,958,038	\$0.0	\$1,958,038	0.00
45I	Sporting Goods, Hobby, Book & Music Stores	\$5,713,763	\$696,384	\$5,017,379	0.12
451I	Sporting Goods/Hobby/Musical Instr Stores	\$4,652,502	\$487,774	\$4,164,728	0.10
4512	Book, Periodical & Music Stores	\$1,061,260	\$208,610	\$852,650	0.20
452	General Merchandise Stores	\$39,416,248	\$11,760,973	\$27,655,275	0.30
452I	Department Stores Excluding Leased Depts.	\$29,725,916	\$9,707,459	\$20,018,457	0.33
4529	Other General Merchandise Stores	\$9,690,332	\$2,053,514	\$7,636,818	0.21
453	Miscellaneous Store Retailers	\$9,291,402	\$1,292,182	\$7,999,220	0.14
453I	Florists	\$543,216	\$156,022	\$387,194	0.29
4532	Office Supplies, Stationery & Gift Stores	\$1,983,898	\$0.0	\$1,983,898	0.00
4533	Used Merchandise Stores	\$825,533	\$104,541	\$720,992	0.13
4539	Other Miscellaneous Store Retailers	\$5,938,754	\$1,031,619	\$4,907,135	0.17
454	Nonstore Retailers	\$7,098,822	\$2,020,168	\$5,078,654	0.28
454I	Electronic Shopping & Mail-Order Houses	\$5,326,311	\$0.0	\$5,326,311	0.00
4542	Vending Machine Operators	\$231,259	\$0.0	\$231,259	0.00
4543	Direct Selling Establishments	\$1,541,250	\$2,020,168	-\$478,917	1.31



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
722	Food Services & Drinking Places	\$24,842,940	\$20,250,978	\$4,591,962	0.82
7221	Full-Service Restaurants	\$13,633,102	\$9,265,254	\$4,367,848	0.68
7222	Limited-Service Eating Places	\$9,324,666	\$9,012,785	\$311,881	0.97
7223	Special Food Services	\$651,269	\$0.0	\$651,269	0.00
7224	Drinking Places - Alcoholic Beverages	\$1,233,902	\$1,972,939	-\$739,036	1.60



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Monmouth, Illinois

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	23,079	
2010 Total Population	21,606	
2016 Total Population	21,882	
2016 Group Quarters	1,116	
2021 Total Population	22,143	
2016-2021 Annual Rate		0.24%
Household Summary		
2000 Households	8,932	
2000 Average Household Size	2.45	
2010 Households	8,581	
2010 Average Household Size	2.39	
2016 Households	8,807	
2016 Average Household Size	2.36	
2021 Households	8,973	
2021 Average Household Size	2.34	
2016-2021 Annual Rate		0.37%
2010 Families	5,742	
2010 Average Family Size	2.9	
2016 Families	5,835	
2016 Average Family Size	2.87	
2021 Families	5,911	
2021 Average Family Size	2.86	
2016-2021 Annual Rate		0.26%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	9,900	
Owner Occupied Housing Units		68.00%
Renter Occupied Housing Units		22.30%
Vacant Housing Units		9.80%
2010 Housing Units	9,640	
Owner Occupied Housing Units		66.80%
Renter Occupied Housing Units		22.20%
Vacant Housing Units		11.00%
2016 Housing Units	9,945	
Owner Occupied Housing Units		64.70%
Renter Occupied Housing Units		23.90%
Vacant Housing Units		11.40%
2021 Housing Units	10,132	
Owner Occupied Housing Units		64.60%
Renter Occupied Housing Units		24.00%
Vacant Housing Units		11.40%
Median Household Income		
2016	\$43,055	
2021	\$47,058	
Median Home Value		
2016	\$86,708	
2021	\$108,760	
Per Capita Income		
2016	\$22,320	
2021	\$24,439	



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Monmouth, Illinois

DESCRIPTION	DATA	%
Median Age		
2010	40.8	
2016	41.9	
2021	43	
2016 Households by Income		
Household Income Base	8,805	
<\$15,000		15.10%
\$15,000 - \$24,999		12.70%
\$25,000 - \$34,999		12.30%
\$35,000 - \$49,999		16.00%
\$50,000 - \$74,999		20.50%
\$75,000 - \$99,999		11.30%
\$100,000 - \$149,999		8.60%
\$150,000 - \$199,999		2.50%
\$200,000+		1.00%
Average Household Income	\$54,961	
2021 Households by Income		
Household Income Base	8,971	
<\$15,000		14.80%
\$15,000 - \$24,999		14.10%
\$25,000 - \$34,999		10.90%
\$35,000 - \$49,999		12.00%
\$50,000 - \$74,999		20.50%
\$75,000 - \$99,999		12.80%
\$100,000 - \$149,999		10.50%
\$150,000 - \$199,999		3.20%
\$200,000+		1.10%
Average Household Income	\$59,832	

DESCRIPTION	DATA	%
2016 Owner Occupied Housing Units by Value		
Total	6,433	
<\$50,000		22.10%
\$50,000 - \$99,999		38.00%
\$100,000 - \$149,999		16.20%
\$150,000 - \$199,999		9.40%
\$200,000 - \$249,999		5.00%
\$250,000 - \$299,999		2.90%
\$300,000 - \$399,999		3.60%
\$400,000 - \$499,999		1.80%
\$500,000 - \$749,999		0.60%
\$750,000 - \$999,999		0.30%
\$1,000,000 +		0.10%
Average Home Value	\$118,128	





PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Monmouth, Illinois



DESCRIPTION	DATA	%
2021 Owner Occupied Housing Units by Value		
Total	6,545	
<\$50,000		20.70%
\$50,000 - \$99,999		25.50%
\$100,000 - \$149,999		21.50%
\$150,000 - \$199,999		13.60%
\$200,000 - \$249,999		7.60%
\$250,000 - \$299,999		4.00%
\$300,000 - \$399,999		4.10%
\$400,000 - \$499,999		2.00%
\$500,000 - \$749,999		0.70%
\$750,000 - \$999,999		0.30%
\$1,000,000 +		0.10%
Average Home Value	\$134,026	
2010 Population by Age		
Total	21,608	
0 - 4		5.70%
5 - 9		6.00%
10 - 14		6.40%
15 - 24		14.90%
25 - 34		10.60%
35 - 44		11.40%
45 - 54		14.40%
55 - 64		13.20%
65 - 74		9.40%
75 - 84		5.70%
85 +		2.40%
18 +		78.00%



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Monmouth, Illinois

DESCRIPTION	DATA	%
2016 Population by Age		
Total	21,880	
0 - 4		5.40%
5 - 9		5.50%
10 - 14		5.90%
15 - 24		15.10%
25 - 34		10.50%
35 - 44		11.20%
45 - 54		12.70%
55 - 64		14.20%
65 - 74		11.00%
75 - 84		6.00%
85 +		2.60%
18 +		79.80%

DESCRIPTION	DATA	%
2021 Population by Age		
Total	22,142	
0 - 4		5.20%
5 - 9		5.40%
10 - 14		5.80%
15 - 24		14.50%
25 - 34		10.30%
35 - 44		11.10%
45 - 54		11.50%
55 - 64		14.10%
65 - 74		12.70%
75 - 84		6.80%
85 +		2.60%
18 +		80.10%





PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Monmouth, Illinois

DESCRIPTION	DATA	%
2010 Population by Sex		
Males	10,561	
Females	11,045	
2016 Population by Sex		
Males	10,740	
Females	11,142	
2021 Population by Sex		
Males	10,921	
Females	11,222	
2010 Population by Race/Ethnicity		
Total	21,606	
White Alone		92.50%
Black Alone		1.40%
American Indian Alone		0.20%
Asian Alone		0.50%
Pacific Islander Alone		0.10%
Some Other Race Alone		3.80%
Two or More Races		1.50%
Hispanic Origin		7.10%
Diversity Index	25.7	





PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Monmouth, Illinois

DESCRIPTION	DATA	%
2016 Population by Race/Ethnicity		
Total	21,881	
White Alone		90.60%
Black Alone		2.10%
American Indian Alone		0.30%
Asian Alone		0.50%
Pacific Islander Alone		0.10%
Some Other Race Alone		4.50%
Two or More Races		2.00%
Hispanic Origin		8.50%
Diversity Index	30.8	



DESCRIPTION	DATA	%
2021 Population by Race/Ethnicity		
Total	22,143	
White Alone		88.80%
Black Alone		2.70%
American Indian Alone		0.30%
Asian Alone		0.60%
Pacific Islander Alone		0.10%
Some Other Race Alone		5.20%
Two or More Races		2.40%
Hispanic Origin		10.00%
Diversity Index	35.4	

2010 Population by Relationship and Household Type		
Total	21,606	
In Households		94.80%
In Family Households		79.20%
Householder		26.60%
Spouse		20.90%
Child		27.30%
Other relative		2.10%
Nonrelative		2.20%
In Nonfamily Households		15.60%
In Group Quarters		5.20%
Institutionalized Population		0.60%
Noninstitutionalized Population		4.50%



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Monmouth, Illinois

DESCRIPTION	DATA	%
2016 Population 25+ by Educational Attainment		
Total	14,918	
Less than 9th Grade		3.50%
9th - 12th Grade, No Diploma		7.40%
High School Graduate		32.00%
GED/Alternative Credential		6.00%
Some College, No Degree		20.90%
Associate Degree		10.60%
Bachelor's Degree		14.00%
Graduate/Professional Degree		5.70%
2016 Population 15+ by Marital Status		
Total	18,220	
Never Married		29.50%
Married		50.50%
Widowed		7.50%
Divorced		12.60%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed		92.10%
Civilian Unemployed		7.90%

DESCRIPTION	DATA	%
2016 Employed Population 16+ by Industry		
Total	10,414	
Agriculture/Mining		6.50%
Construction		5.20%
Manufacturing		11.90%
Wholesale Trade		2.30%
Retail Trade		12.30%
Transportation/Utilities		6.20%
Information		0.80%
Finance/Insurance/Real Estate		3.80%
Services		47.50%
Public Administration		3.50%
2016 Employed Population 16+ by Occupation		
Total	10,415	
White Collar		47.70%
Management/Business/Financial		11.40%
Professional		16.00%
Sales		9.60%
Administrative Support		10.70%
Services		24.00%
Blue Collar		28.30%
Farming/Forestry/Fishing		1.50%
Construction/Extraction		4.90%
Installation/Maintenance/Repair		4.60%
Production		7.70%
Transportation/Material Moving		9.70%





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DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	21,606	
Population Inside Urbanized Area		0.00%
Population Inside Urbanized Cluster		44.70%
Rural Population		55.30%
2010 Households by Type		
Total	8,581	
Households with 1 Person		28.00%
Households with 2+ People		72.00%
Family Households		66.90%
Husband-wife Families		52.70%
With Related Children		19.10%
Other Family (No Spouse Present)		14.20%
Other Family with Male Householder		4.70%
With Related Children		3.10%
Other Family with Female Householder		9.60%
With Related Children		6.60%
Nonfamily Households		5.10%
All Households with Children		29.30%
Multigenerational Households		2.70%
Unmarried Partner Households		7.10%
Male-female		6.60%
Same-sex		0.50%

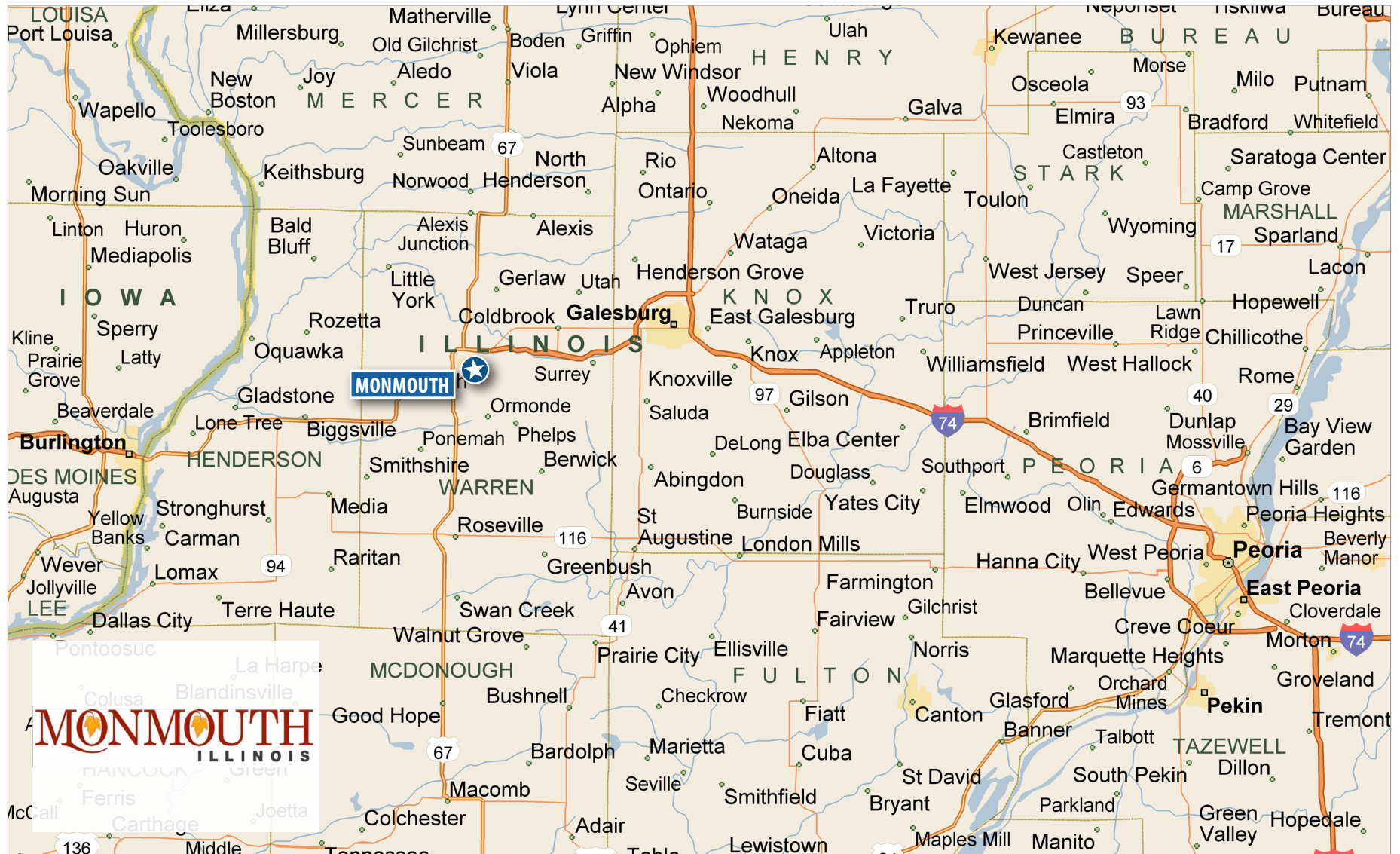
DESCRIPTION	DATA	%
2010 Households by Size		
Total	8,581	
1 Person Household		28.00%
2 Person Household		37.80%
3 Person Household		14.20%
4 Person Household		11.60%
5 Person Household		5.50%
6 Person Household		2.10%
7 + Person Household		0.80%
2010 Households by Tenure and Mortgage Status		
Total	8,581	
Owner Occupied		75.00%
Owned with a Mortgage/Loan		41.80%
Owned Free and Clear		33.20%
Renter Occupied		25.00%





LOCATION

Monmouth, Illinois



CONTACT

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COMMUNITY • DEMOGRAPHIC PROFILE

Monmouth, Illinois

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	9,762	
2010 Total Population	9,441	
2016 Total Population	9,459	
2016 Group Quarters	1,041	
2021 Total Population	9,540	
2016-2021 Annual Rate		0.17%
Household Summary		
2000 Households	3,637	
2000 Average Household Size	2.38	
2010 Households	3,485	
2010 Average Household Size	2.41	
2016 Households	3,526	
2016 Average Household Size	2.39	
2021 Households	3,580	
2021 Average Household Size	2.37	
2016-2021 Annual Rate		0.30%
2010 Families	2,140	
2010 Average Family Size	3.05	
2016 Families	2,170	
2016 Average Family Size	3.01	
2021 Families	2,187	
2021 Average Family Size	3	
2016-2021 Annual Rate		0.16%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	3,936	
Owner Occupied Housing Units		65.10%
Renter Occupied Housing Units		27.30%
Vacant Housing Units		7.60%
2010 Housing Units	3,791	
Owner Occupied Housing Units		61.10%
Renter Occupied Housing Units		30.80%
Vacant Housing Units		8.10%
2016 Housing Units	3,860	
Owner Occupied Housing Units		59.50%
Renter Occupied Housing Units		31.90%
Vacant Housing Units		8.70%
2021 Housing Units	3,925	
Owner Occupied Housing Units		59.30%
Renter Occupied Housing Units		31.90%
Vacant Housing Units		8.80%
Median Household Income		
2016	\$37,657	
2021	\$40,109	
Median Home Value		
2016	\$85,263	
2021	\$100,224	
Per Capita Income		
2016	\$18,258	
2021	\$19,822	

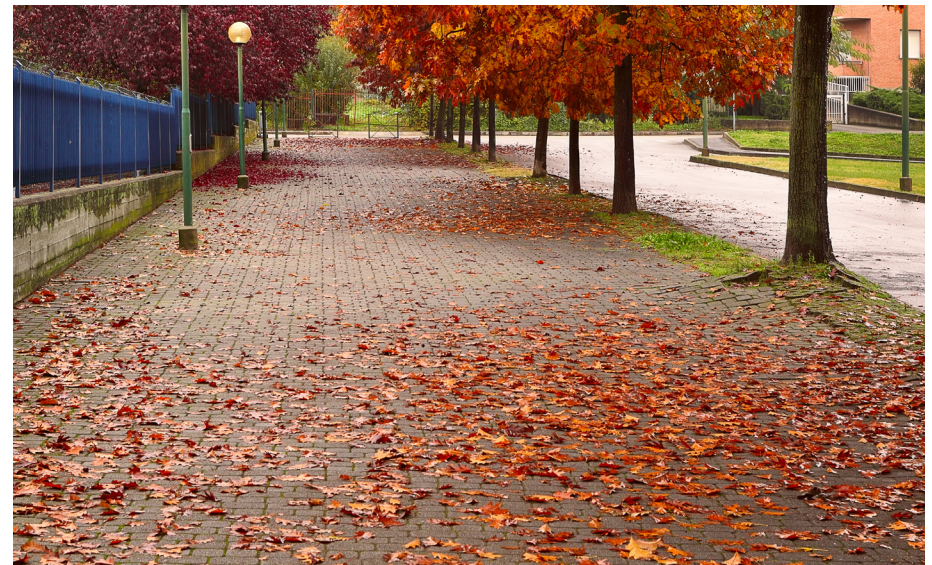


COMMUNITY • DEMOGRAPHIC PROFILE

Monmouth, Illinois

DESCRIPTION	DATA	%
Median Age		
2010	33	
2016	34.6	
2021	35.2	
2016 Households by Income		
Household Income Base	3,524	
<\$15,000		20.30%
\$15,000 - \$24,999		13.80%
\$25,000 - \$34,999		12.40%
\$35,000 - \$49,999		15.20%
\$50,000 - \$74,999		20.60%
\$75,000 - \$99,999		9.00%
\$100,000 - \$149,999		6.20%
\$150,000 - \$199,999		2.00%
\$200,000+		0.50%
Average Household Income	\$48,126	
2021 Households by Income		
Household Income Base	3,578	
<\$15,000		19.80%
\$15,000 - \$24,999		15.50%
\$25,000 - \$34,999		9.80%
\$35,000 - \$49,999		12.00%
\$50,000 - \$74,999		22.70%
\$75,000 - \$99,999		10.10%
\$100,000 - \$149,999		6.80%
\$150,000 - \$199,999		2.70%
\$200,000+		0.60%
Average Household Income	\$52,025	

DESCRIPTION	DATA	%
2016 Owner Occupied Housing Units by Value		
Total	2,294	
<\$50,000		21.30%
\$50,000 - \$99,999		40.70%
\$100,000 - \$149,999		14.90%
\$150,000 - \$199,999		10.80%
\$200,000 - \$249,999		5.10%
\$250,000 - \$299,999		1.80%
\$300,000 - \$399,999		2.00%
\$400,000 - \$499,999		3.40%
\$500,000 - \$749,999		0.00%
\$750,000 - \$999,999		0.00%
\$1,000,000 +		0.00%
Average Home Value	\$112,097	





COMMUNITY • DEMOGRAPHIC PROFILE

Monmouth, Illinois



DESCRIPTION	DATA	%
2021 Owner Occupied Housing Units by Value		
Total	2,330	
<\$50,000		19.40%
\$50,000 - \$99,999		30.60%
\$100,000 - \$149,999		19.10%
\$150,000 - \$199,999		15.60%
\$200,000 - \$249,999		7.30%
\$250,000 - \$299,999		2.20%
\$300,000 - \$399,999		2.10%
\$400,000 - \$499,999		3.70%
\$500,000 - \$749,999		0.00%
\$750,000 - \$999,999		0.00%
\$1,000,000 +		0.00%
Average Home Value	\$125,612	
2010 Population by Age		
Total	9,441	
0 - 4		6.60%
5 - 9		6.60%
10 - 14		6.30%
15 - 24		21.00%
25 - 34		11.90%
35 - 44		11.00%
45 - 54		11.70%
55 - 64		10.30%
65 - 74		7.30%
75 - 84		4.80%
85 +		2.60%
18 +		76.70%



COMMUNITY • DEMOGRAPHIC PROFILE

Monmouth, Illinois

DESCRIPTION	DATA	%
2016 Population by Age		
Total	9,459	
0 - 4		6.10%
5 - 9		5.80%
10 - 14		6.10%
15 - 24		21.20%
25 - 34		11.30%
35 - 44		10.90%
45 - 54		11.10%
55 - 64		11.40%
65 - 74		8.70%
75 - 84		4.90%
85 +		2.50%
18 +		78.40%

DESCRIPTION	DATA	%
2021 Population by Age		
Total	9,541	
0 - 4		6.00%
5 - 9		5.70%
10 - 14		5.90%
15 - 24		21.20%
25 - 34		11.10%
35 - 44		10.90%
45 - 54		10.20%
55 - 64		11.40%
65 - 74		10.00%
75 - 84		5.40%
85 +		2.40%
18 +		78.80%





COMMUNITY • DEMOGRAPHIC PROFILE

Monmouth, Illinois

DESCRIPTION	DATA	%
2010 Population by Sex		
Males	4,551	
Females	4,890	
2016 Population by Sex		
Males	4,585	
Females	4,874	
2021 Population by Sex		
Males	4,647	
Females	4,894	
2010 Population by Race/Ethnicity		
Total	9,441	
White Alone		85.70%
Black Alone		2.90%
American Indian Alone		0.30%
Asian Alone		0.70%
Pacific Islander Alone		0.10%
Some Other Race Alone		8.00%
Two or More Races		2.30%
Hispanic Origin		14.40%
Diversity Index	44.6	





COMMUNITY • DEMOGRAPHIC PROFILE

Monmouth, Illinois

DESCRIPTION	DATA	%
2016 Population by Race/Ethnicity		
Total	9,459	
White Alone		82.30%
Black Alone		4.10%
American Indian Alone		0.40%
Asian Alone		0.70%
Pacific Islander Alone		0.10%
Some Other Race Alone		9.60%
Two or More Races		2.80%
Hispanic Origin		16.90%
Diversity Index	51.2	



DESCRIPTION	DATA	%
2021 Population by Race/Ethnicity		
Total	9,541	
White Alone		79.10%
Black Alone		5.20%
American Indian Alone		0.40%
Asian Alone		0.70%
Pacific Islander Alone		0.10%
Some Other Race Alone		11.10%
Two or More Races		3.40%
Hispanic Origin		19.90%
Diversity Index	57.1	

2010 Population by Relationship and Household Type		
Total	9,441	
In Households		88.90%
In Family Households		71.90%
Householder		22.70%
Spouse		16.40%
Child		27.10%
Other relative		3.00%
Nonrelative		2.80%
In Nonfamily Households		17.00%
In Group Quarters		11.10%
Institutionalized Population		0.70%
Noninstitutionalized Population		10.40%



COMMUNITY • DEMOGRAPHIC PROFILE

Monmouth, Illinois

DESCRIPTION	DATA	%
2016 Population 25+ by Educational Attainment		
Total	5,755	
Less than 9th Grade		5.80%
9th - 12th Grade, No Diploma		8.60%
High School Graduate		29.60%
GED/Alternative Credential		6.40%
Some College, No Degree		20.30%
Associate Degree		8.40%
Bachelor's Degree		14.00%
Graduate/Professional Degree		6.90%
2016 Population 15+ by Marital Status		
Total	7,763	
Never Married		42.50%
Married		38.50%
Widowed		6.90%
Divorced		12.00%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed		89.40%
Civilian Unemployed		10.60%



DESCRIPTION	DATA	%
2016 Employed Population 16+ by Industry		
Total	4,211	
Agriculture/Mining		0.60%
Construction		3.00%
Manufacturing		10.50%
Wholesale Trade		2.70%
Retail Trade		12.70%
Transportation/Utilities		5.40%
Information		0.90%
Finance/Insurance/Real Estate		4.40%
Services		56.40%
Public Administration		3.40%
2016 Employed Population 16+ by Occupation		
Total	4,212	
White Collar		43.90%
Management/Business/Financial		6.30%
Professional		17.60%
Sales		10.20%
Administrative Support		9.80%
Services		31.50%
Blue Collar		24.60%
Farming/Forestry/Fishing		0.90%
Construction/Extraction		3.70%
Installation/Maintenance/Repair		3.80%
Production		7.40%
Transportation/Material Moving		8.80%



COMMUNITY • DEMOGRAPHIC PROFILE

Monmouth, Illinois

DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	9,441	
Population Inside Urbanized Area		0.00%
Population Inside Urbanized Cluster		100.00%
Rural Population		0.00%
2010 Households by Type		
Total	3,485	
Households with 1 Person		32.90%
Households with 2+ People		67.10%
Family Households		61.40%
Husband-wife Families		44.30%
With Related Children		19.10%
Other Family (No Spouse Present)		17.10%
Other Family with Male Householder		5.50%
With Related Children		3.90%
Other Family with Female Householder		11.60%
With Related Children		8.70%
Nonfamily Households		5.70%
All Households with Children		32.30%
Multigenerational Households		3.10%
Unmarried Partner Households		7.70%
Male-female		7.20%
Same-sex		0.60%

DESCRIPTION	DATA	%
2010 Households by Size		
Total	3,485	
1 Person Household		32.90%
2 Person Household		31.60%
3 Person Household		13.60%
4 Person Household		11.60%
5 Person Household		6.30%
6 Person Household		2.70%
7 + Person Household		1.30%
2010 Households by Tenure and Mortgage Status		
Total	3,485	
Owner Occupied		66.50%
Owned with a Mortgage/Loan		38.00%
Owned Free and Clear		28.50%
Renter Occupied		33.50%





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.



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, 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.