

2015 Retail Outlook Guide

Columbia, Illinois



Paul A. Ellis
Director, Community & Economic Dev.
City of Columbia
208 S. Rapp Ave.
Columbia, IL 62236

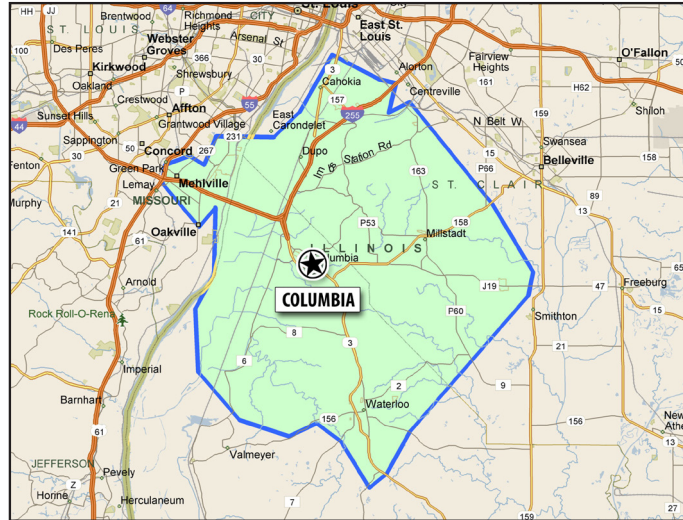
P (618) 281-7144 x.118
F (618) 281-5477
C (618) 410-0051

pellis@columbiaillinois.com
<http://www.columbiaillinois.com>

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For more information, contact:

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Retail Trade Area Demographic Summary

Population

| | 2014 Estimate |
|-------------------|---------------|
| Retail Trade Area | 90,079 |

Income

| | 2014 Estimate |
|-------------------|---------------|
| Average Household | \$66,706 |
| Median Household | \$51,130 |
| Per Capita | \$26,985 |

Race Distribution

| | 2014 Estimate |
|----------------------------------|---------------|
| White | 84.31% |
| Black or African American | 12.25% |
| American Indian/Alaskan | 0.22% |
| Asian | 0.87% |
| Native Hawaiian/Islander | 0.03% |
| Other Race | 0.83% |
| Two or More Races | 1.49% |
| Hispanic or Latino (of any race) | 2.64% |

Age

| Groups | 2014 Estimate |
|-------------------|---------------|
| 9 Years and Under | 12.14% |
| 10-17 Years | 10.64% |
| 18-24 Years | 8.57% |
| 25-34 Years | 12.33% |
| 35-44 Years | 11.96% |
| 45-54 Years | 14.64% |
| 55-64 Years | 13.63% |
| 65 Years and Over | 16.09% |
| Distribution | 2014 Estimate |
| Median Age | 40.3 |
| Average Age | 40.1 |

Educational Attainment

| | 2014 Estimate |
|-----------------------------|---------------|
| Graduate or Professional | 6.76% |
| Bachelor's Degree | 14.50% |
| Associate Degree | 8.60% |
| Some College, No Degree | 24.16% |
| High School Graduate | 34.15% |
| Some High School, No Degree | 7.21% |
| Less than 9th Grade | 4.63% |