



# Market Profile

Scott County, IL (17171)

Geography: County

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### Population Summary

2000 Total Population	5,537
2000 Group Quarters	56
2010 Total Population	5,179
2015 Total Population	4,996
2010-2015 Annual Rate	-0.72%

### Household Summary

2000 Households	2,222
2000 Average Household Size	2.47
2010 Households	2,107
2010 Average Household Size	2.43
2015 Households	2,040
2015 Average Household Size	2.42
2010-2015 Annual Rate	-0.64%
2000 Families	1,562
2000 Average Family Size	2.98
2010 Families	1,452
2010 Average Family Size	2.96
2015 Families	1,390
2015 Average Family Size	2.97
2010-2015 Annual Rate	-0.87%

### Housing Unit Summary

2000 Housing Units	2,464
Owner Occupied Housing Units	70.0%
Renter Occupied Housing Units	20.2%
Vacant Housing Units	9.8%
2010 Housing Units	2,511
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	19.4%
Vacant Housing Units	16.1%
2015 Housing Units	2,511
Owner Occupied Housing Units	62.4%
Renter Occupied Housing Units	18.8%
Vacant Housing Units	18.8%

### Median Household Income

2000	\$36,919
2010	\$43,273
2015	\$48,435

### Median Home Value

2000	\$56,921
2010	\$77,727
2015	\$87,634

### Per Capita Income

2000	\$16,998
2010	\$19,827
2015	\$22,300

### Median Age

2000	38.7
2010	41.5
2015	42.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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### 2000 Households by Income

Household Income Base	2,216
<\$15,000	17.1%
\$15,000 - \$24,999	17.7%
\$25,000 - \$34,999	12.4%
\$35,000 - \$49,999	21.4%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	6.4%
\$100,000 - \$149,999	3.1%
\$150,000 - \$199,999	0.5%
\$200,000+	0.4%

Average Household Income \$42,044

### 2010 Households by Income

Household Income Base	2,107
<\$15,000	14.0%
\$15,000 - \$24,999	13.8%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	28.7%
\$75,000 - \$99,999	8.6%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	0.8%
\$200,000+	0.6%

Average Household Income \$48,312

### 2015 Households by Income

Household Income Base	2,040
<\$15,000	11.5%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	28.4%
\$75,000 - \$99,999	9.8%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	1.3%
\$200,000+	0.9%

Average Household Income \$54,115

### 2000 Owner Occupied Housing Units by Value

Total	1,725
<\$50,000	42.4%
\$50,000 - \$99,999	38.7%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	4.3%
\$200,000 - \$299,999	2.1%
\$300,000 - \$499,999	0.9%
\$500,000 - \$999,999	0.4%
\$1,000,000 +	0.3%

Average Home Value \$76,561

### 2000 Specified Renter Occupied Housing Units by Contract Rent

Total	451
With Cash Rent	79.8%
No Cash Rent	20.2%
Median Rent	\$221
Average Rent	\$219

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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# Market Profile

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## 2000 Population by Age

Total	5,537
0 - 4	6.3%
5 - 9	6.8%
10 - 14	7.1%
15 - 24	12.7%
25 - 34	11.3%
35 - 44	16.0%
45 - 54	13.0%
55 - 64	10.2%
65 - 74	8.2%
75 - 84	5.8%
85 +	2.5%
18 +	74.9%

## 2010 Population by Age

Total	5,179
0 - 4	6.4%
5 - 9	6.7%
10 - 14	6.6%
15 - 24	10.8%
25 - 34	11.6%
35 - 44	12.0%
45 - 54	16.0%
55 - 64	12.8%
65 - 74	8.7%
75 - 84	5.4%
85 +	2.8%
18 +	76.2%

## 2015 Population by Age

Total	4,996
0 - 4	6.0%
5 - 9	6.5%
10 - 14	7.1%
15 - 24	11.0%
25 - 34	10.4%
35 - 44	12.0%
45 - 54	13.5%
55 - 64	14.9%
65 - 74	9.8%
75 - 84	5.7%
85 +	2.9%
18 +	76.2%

## 2000 Population by Sex

Males	48.3%
Females	51.7%

## 2010 Population by Sex

Males	48.4%
Females	51.6%

## 2015 Population by Sex

Males	48.4%
Females	51.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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# Market Profile

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## 2000 Population by Race/Ethnicity

Total	5,537
White Alone	99.5%
Black Alone	0.0%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	0.0%
Two or More Races	0.2%
Hispanic Origin	0.2%
Diversity Index	1.4

## 2010 Population by Race/Ethnicity

Total	5,179
White Alone	99.4%
Black Alone	0.0%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	0.0%
Two or More Races	0.2%
Hispanic Origin	0.2%
Diversity Index	1.5

## 2015 Population by Race/Ethnicity

Total	4,996
White Alone	99.4%
Black Alone	0.0%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.1%
Some Other Race Alone	0.0%
Two or More Races	0.2%
Hispanic Origin	0.2%
Diversity Index	1.6

## 2000 Population 3+ by School Enrollment

Total	5,341
Enrolled in Nursery/Preschool	2.2%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	11.9%
Enrolled in Grade 9-12	6.0%
Enrolled in College	2.7%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	75.4%

## 2010 Population 25+ by Educational Attainment

Total	3,594
Less Than 9th Grade	5.4%
9th to 12th Grade, No Diploma	7.0%
High School Graduate	47.7%
Some College, No Degree	20.4%
Associate Degree	4.7%
Bachelor's Degree	11.5%
Graduate/Professional Degree	3.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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### 2010 Population 15+ by Marital Status

Total	4,153
Never Married	23.0%
Married	59.8%
Widowed	7.9%
Divorced	9.2%

### 2000 Population 16+ by Employment Status

Total	4,321
In Labor Force	66.4%
Civilian Employed	63.3%
Civilian Unemployed	3.1%
In Armed Forces	0.0%
Not In Labor Force	33.6%

### 2010 Civilian Population 16+ in Labor Force

Civilian Employed	91.9%
Civilian Unemployed	8.1%

### 2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.4%
Civilian Unemployed	6.6%

### 2000 Females 16+ by Employment Status and Age of Children

Total	2,271
Own Children < 6 Only	8.7%
Employed/in Armed Forces	6.0%
Unemployed	0.5%
Not in Labor Force	2.2%
Own Children <6 and 6-17 Only	5.9%
Employed/in Armed Forces	4.4%
Unemployed	0.1%
Not in Labor Force	1.4%
Own Children 6-17 Only	19.4%
Employed/in Armed Forces	17.0%
Unemployed	0.5%
Not in Labor Force	1.8%
No Own Children < 18	66.0%
Employed/in Armed Forces	30.3%
Unemployed	1.5%
Not in Labor Force	34.3%

### 2010 Employed Population 16+ by Industry

Total	2,578
Agriculture/Mining	7.5%
Construction	8.6%
Manufacturing	10.8%
Wholesale Trade	2.7%
Retail Trade	12.2%
Transportation/Utilities	5.7%
Information	1.5%
Finance/Insurance/Real Estate	6.4%
Services	37.7%
Public Administration	6.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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### 2010 Employed Population 16+ by Occupation

Total	2,578
White Collar	53.8%
Management/Business/Financial	14.1%
Professional	15.7%
Sales	8.3%
Administrative Support	15.7%
Services	17.8%
Blue Collar	28.4%
Farming/Forestry/Fishing	1.6%
Construction/Extraction	6.3%
Installation/Maintenance/Repair	5.9%
Production	7.4%
Transportation/Material Moving	7.2%

### 2000 Workers 16+ by Means of Transportation to Work

Total	2,698
Drove Alone - Car, Truck, or Van	79.7%
Carpooled - Car, Truck, or Van	12.6%
Public Transportation	0.1%
Walked	2.5%
Other Means	0.4%
Worked at Home	4.8%

### 2000 Workers 16+ by Travel Time to Work

Total	2,698
Did not Work at Home	95.2%
Less than 5 minutes	6.8%
5 to 9 minutes	11.9%
10 to 19 minutes	17.5%
20 to 24 minutes	15.3%
25 to 34 minutes	29.0%
35 to 44 minutes	4.9%
45 to 59 minutes	4.6%
60 to 89 minutes	3.3%
90 or more minutes	2.0%
Worked at Home	4.8%
Average Travel Time to Work (in min)	24.7

### 2000 Households by Vehicles Available

Total	2,222
None	4.2%
1	29.5%
2	39.0%
3	20.7%
4	4.7%
5+	1.9%
Average Number of Vehicles Available	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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## 2000 Households by Type

Total	2,222
Family Households	70.3%
Married-couple Family	58.3%
With Related Children	27.4%
Other Family (No Spouse)	12.0%
With Related Children	8.2%
Nonfamily Households	29.7%
Householder Living Alone	26.1%
Householder Not Living Alone	3.6%
Households with Related Children	35.6%
Households with Persons 65+	29.0%

## 2000 Households by Size

Total	2,222
1 Person Household	26.1%
2 Person Household	34.0%
3 Person Household	17.6%
4 Person Household	14.7%
5 Person Household	5.1%
6 Person Household	1.8%
7 + Person Household	0.6%

## 2000 Households by Year Householder Moved In

Total	2,222
Moved in 1999 to March 2000	12.9%
Moved in 1995 to 1998	22.3%
Moved in 1990 to 1994	18.8%
Moved in 1980 to 1989	18.1%
Moved in 1970 to 1979	12.7%
Moved in 1969 or Earlier	15.2%
Median Year Householder Moved In	1991

## 2000 Housing Units by Units in Structure

Total	2,464
1, Detached	78.4%
1, Attached	0.4%
2	3.9%
3 or 4	2.3%
5 to 9	0.7%
10 to 19	0.4%
20 +	0.0%
Mobile Home	13.8%
Other	0.1%

## 2000 Housing Units by Year Structure Built

Total	2,464
1999 to March 2000	1.9%
1995 to 1998	4.9%
1990 to 1994	4.7%
1980 to 1989	10.6%
1970 to 1979	11.0%
1969 or Earlier	67.0%
Median Year Structure Built	1954

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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## Top 3 Tapestry Segments

1. Heartland Communities
2. Prairie Living
3. Southern Satellites

## 2010 Consumer Spending

Apparel & Services: Total \$	\$2,290,550
Average Spent	\$1,087.12
Spending Potential Index	45
Computers & Accessories: Total \$	\$306,880
Average Spent	\$145.65
Spending Potential Index	66
Education: Total \$	\$1,467,697
Average Spent	\$696.58
Spending Potential Index	57
Entertainment/Recreation: Total \$	\$5,129,637
Average Spent	\$2,434.57
Spending Potential Index	76
Food at Home: Total \$	\$7,153,141
Average Spent	\$3,394.94
Spending Potential Index	76
Food Away from Home: Total \$	\$4,653,238
Average Spent	\$2,208.47
Spending Potential Index	69
Health Care: Total \$	\$6,979,117
Average Spent	\$3,312.35
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$2,662,194
Average Spent	\$1,263.50
Spending Potential Index	61
Investments: Total \$	\$3,154,783
Average Spent	\$1,497.29
Spending Potential Index	86
Retail Goods: Total \$	\$38,858,857
Average Spent	\$18,442.74
Spending Potential Index	74
Shelter: Total \$	\$18,951,451
Average Spent	\$8,994.52
Spending Potential Index	57
TV/Video/Audio: Total \$	\$1,891,231
Average Spent	\$897.59
Spending Potential Index	72
Travel: Total \$	\$2,460,095
Average Spent	\$1,167.58
Spending Potential Index	62
Vehicle Maintenance & Repairs: Total \$	\$1,467,664
Average Spent	\$696.57
Spending Potential Index	74

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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