

2011 Retail Outlook Guide

Godfrey, Illinois



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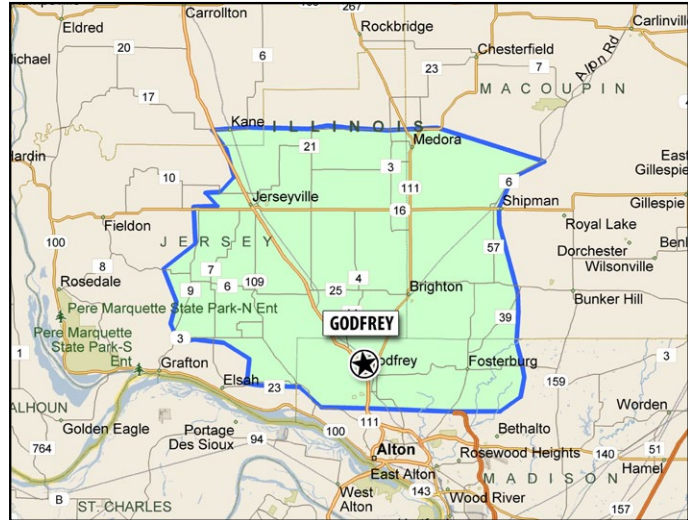
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Retail Trade Area Demographic Summary

Population

	1990	2000	2011 Estimate	2016 Projection
Retail Trade Area	34,450	37,298	37,741	37,947

Income

	2011 Estimate
Average Household	\$63,599
Median Household	\$52,730
Per Capita	\$25,119

Race Distribution

	2011 Estimate
White	95.59%
Black or African American	2.56%
American Indian/Alaskan	0.28%
Asian	0.42%
Native Hawaiian/Islander	0.02%
Other Race	0.17%
Two or More Races	0.96%
Hispanic or Latino (of any race)	1.11%

Age

Groups	2011 Estimate
Under 5 Years	5.98%
5-14 Years	12.19%
15-20 Years	7.89%
21-24 Years	4.84%
25-34 Years	11.32%
35-44 Years	11.96%
45-54 Years	15.68%
55 Years and Over	30.13%
Distribution	2011 Estimate
Median Age	41.49
Average Age	40.50

Educational Attainment

	2011 Estimate
Graduate or Professional	6.58%
Bachelor's Degree	11.80%
Associate Degree	9.26%
Some College, No Degree	26.07%
High School Graduate	34.24%
Some High School, No Degree	7.03%
Less than 9th Grade	5.01%

September 2011. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 662.844.2155.