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# Hwy 67 & Hwy 255

# Godfrey, IL

## *Market Overview*



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Data. Source: Experian Marketing Services*



## Summary

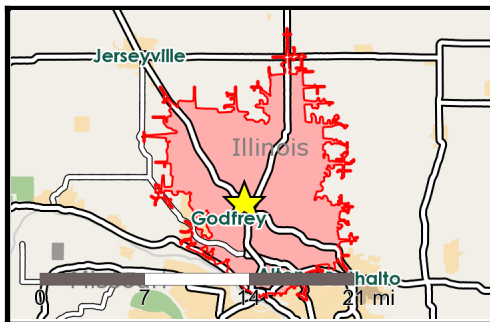
This report is intended to highlight a summary of market indicators necessary for retail success within varying trade areas of Godfrey, IL. Demographic statistics and map visuals are presented to detail consumer presence throughout the market.

Additionally, to provide insights beyond demographics, figures for "psychographic" tendencies are displayed as well. Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. Segments found within the potential site's trade area are presented to illustrate what the consumer opportunities look like in Godfrey.

Buxton, based in Fort Worth, TX, is a leading retail site location firm with clients including Red Wing Shoes, Sally Beauty Supply, GNC, and Anthropologie, as well as hundreds of other national retailers and restaurants. For any questions on the information presented in this report, please call the Buxton office at 817.332.3681.

For more information regarding Mosaic Segmentation, please visit the [Mosaic Segmentation Guide](#).

## 15-Minute Drive-Time Overview

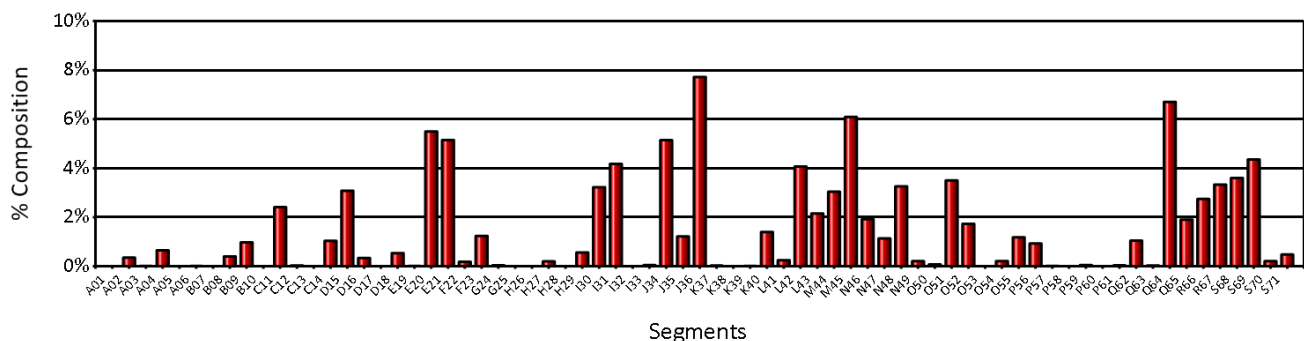


### Demographic Highlights

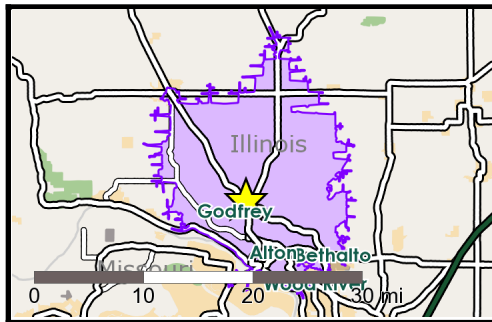
<b>Population (Pop):</b> 52,822	<b>Pop Growth ('00 - '10):</b> -1.7%
<b>Workplace Pop:</b> 22,381	<b>Proj Growth ('15 - '20):</b> 0.0%
<b>Households (HH):</b> 21,571	<b>HH Growth ('00 - '10):</b> 0.9%
<b>Avg HH Income:</b> \$63,029	<b>Proj Growth ('15 - '20):</b> 0.7%

### Top Household Segments

J36: Settled and Sensible      Q64: Town Elders      M45: Diapers and Debit Cards



## 20-Minute Drive-Time Overview



### Demographic Highlights

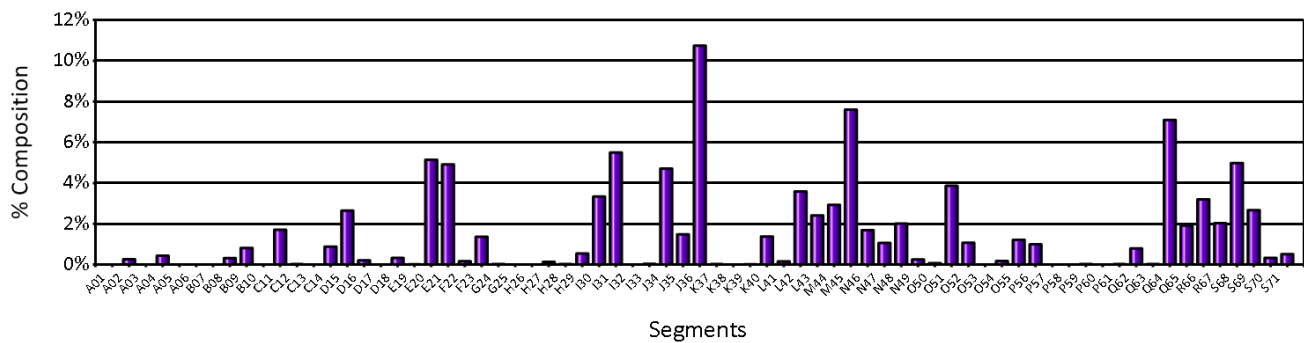
<b>Population (Pop):</b> 86,261	<b>Pop Growth ('00 - '10):</b> -1.6%
<b>Workplace Pop:</b> 36,573	<b>Proj Growth ('15 - '20):</b> 0.0%
<b>Households (HH):</b> 35,449	<b>HH Growth ('00 - '10):</b> 0.9%
<b>Avg HH Income:</b> \$61,597	<b>Proj Growth ('15 - '20):</b> 0.6%

### Top Household Segments

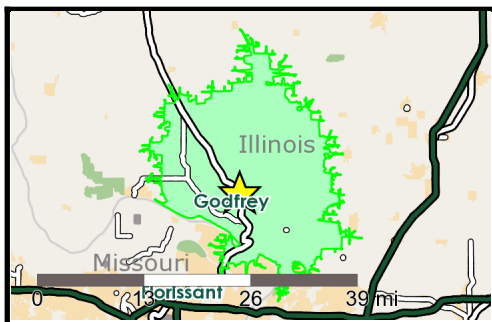
J36: Settled and Sensible

M45: Diapers and Debit Cards

Q64: Town Elders



## 25-Minute Drive-Time Overview



### Demographic Highlights

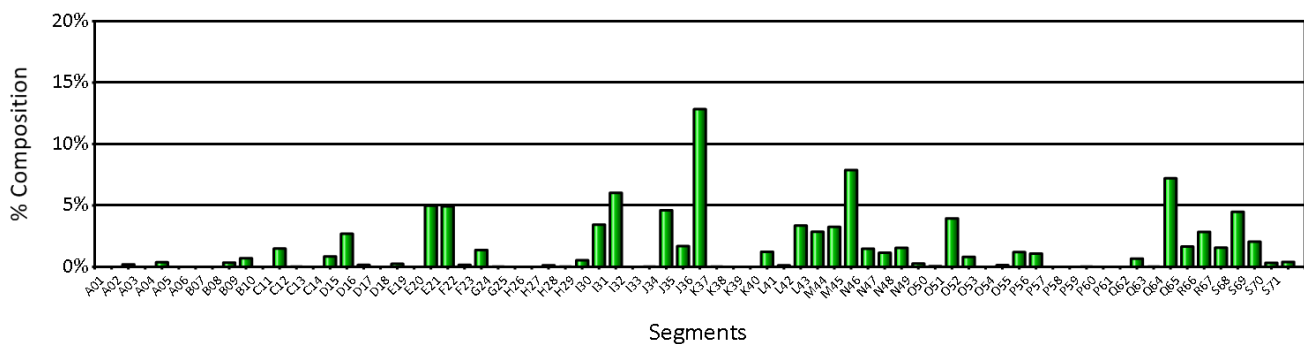
<b>Population (Pop):</b> 113,387	<b>Pop Growth ('00 - '10):</b> -0.7%
<b>Workplace Pop:</b> 44,278	<b>Proj Growth ('15 - '20):</b> 0.2%
<b>Households (HH):</b> 46,039	<b>HH Growth ('00 - '10):</b> 1.3%
<b>Avg HH Income:</b> \$61,943	<b>Proj Growth ('15 - '20):</b> 0.7%

### Top Household Segments

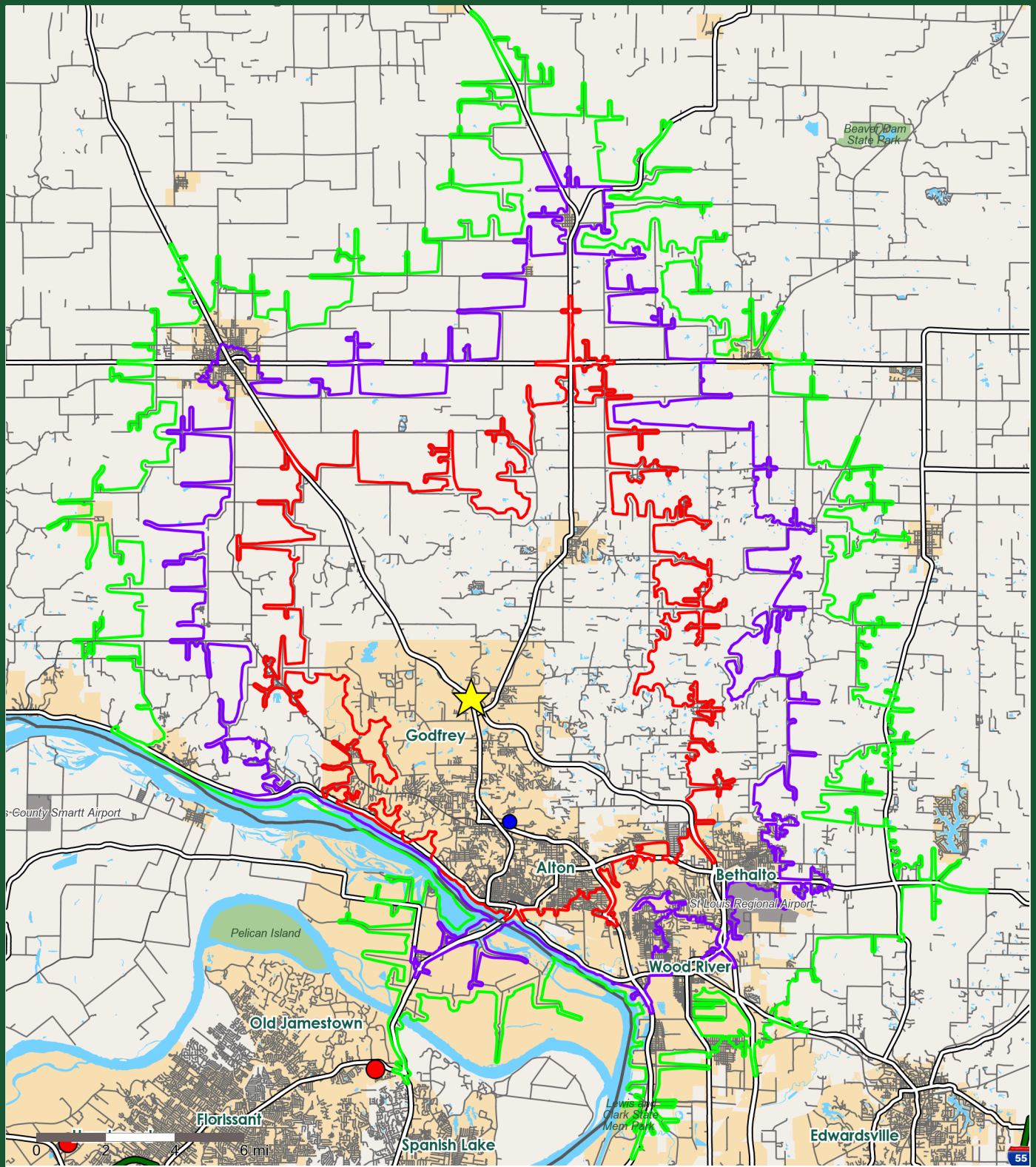
J36: Settled and Sensible

M45: Diapers and Debit Cards

Q64: Town Elders







## Godfrey, IL: Trade Areas

**GODFREY**  
ILLINOIS  
You can see your future from here.

### Retail Centers

GLA in thousands

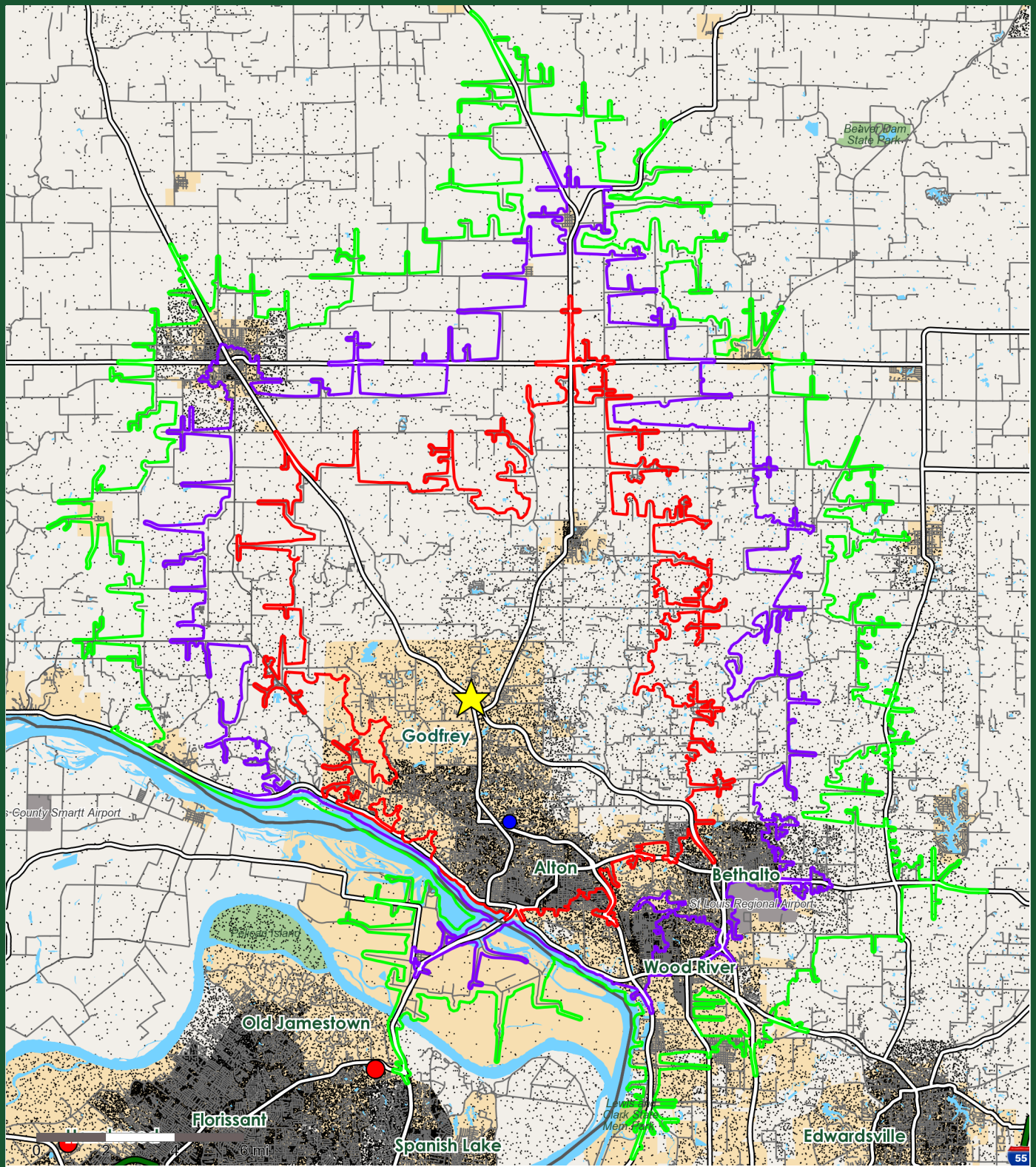
- 800+
- 400 to 800

★ Proposed  
Retail Location

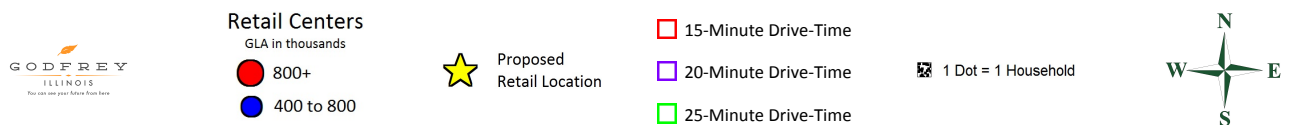
- 15-Minute Drive-Time
- 20-Minute Drive-Time
- 25-Minute Drive-Time



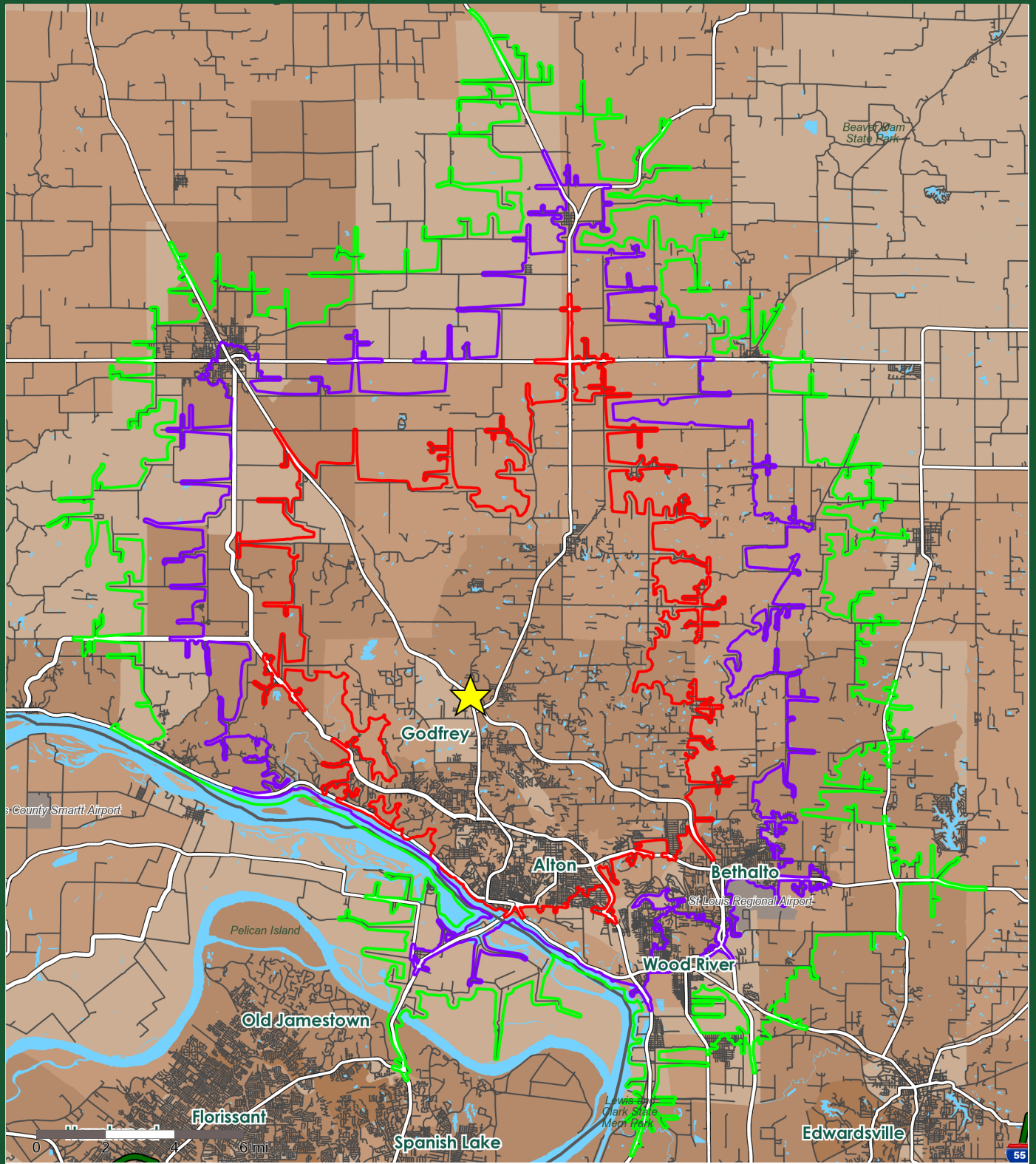




## Godfrey, IL: Household Density

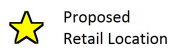






## Godfrey, IL: Population

**GODFREY**  
ILLINOIS  
You can see your block from here

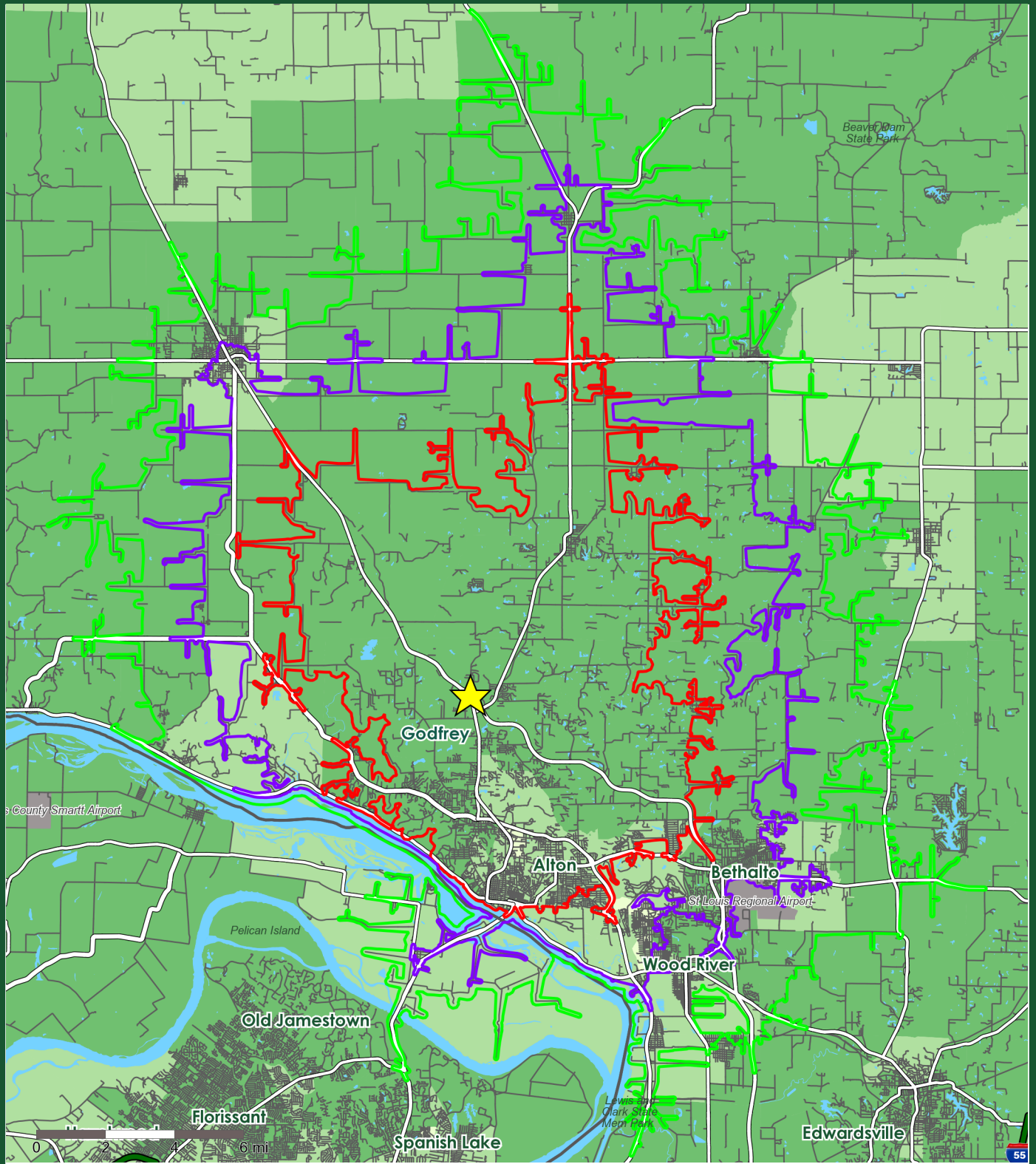


- 15-Minute Drive-Time
- 20-Minute Drive-Time
- 25-Minute Drive-Time

### Estimated Population By Block Group

- 5,000 and Above
- 3,000 to 5,000
- 1,500 to 3,000
- 1,000 to 1,500
- 1,000 and Below





## Godfrey, IL: Household Income

**GODFREY**  
ILLINOIS  
You can see your block from here.

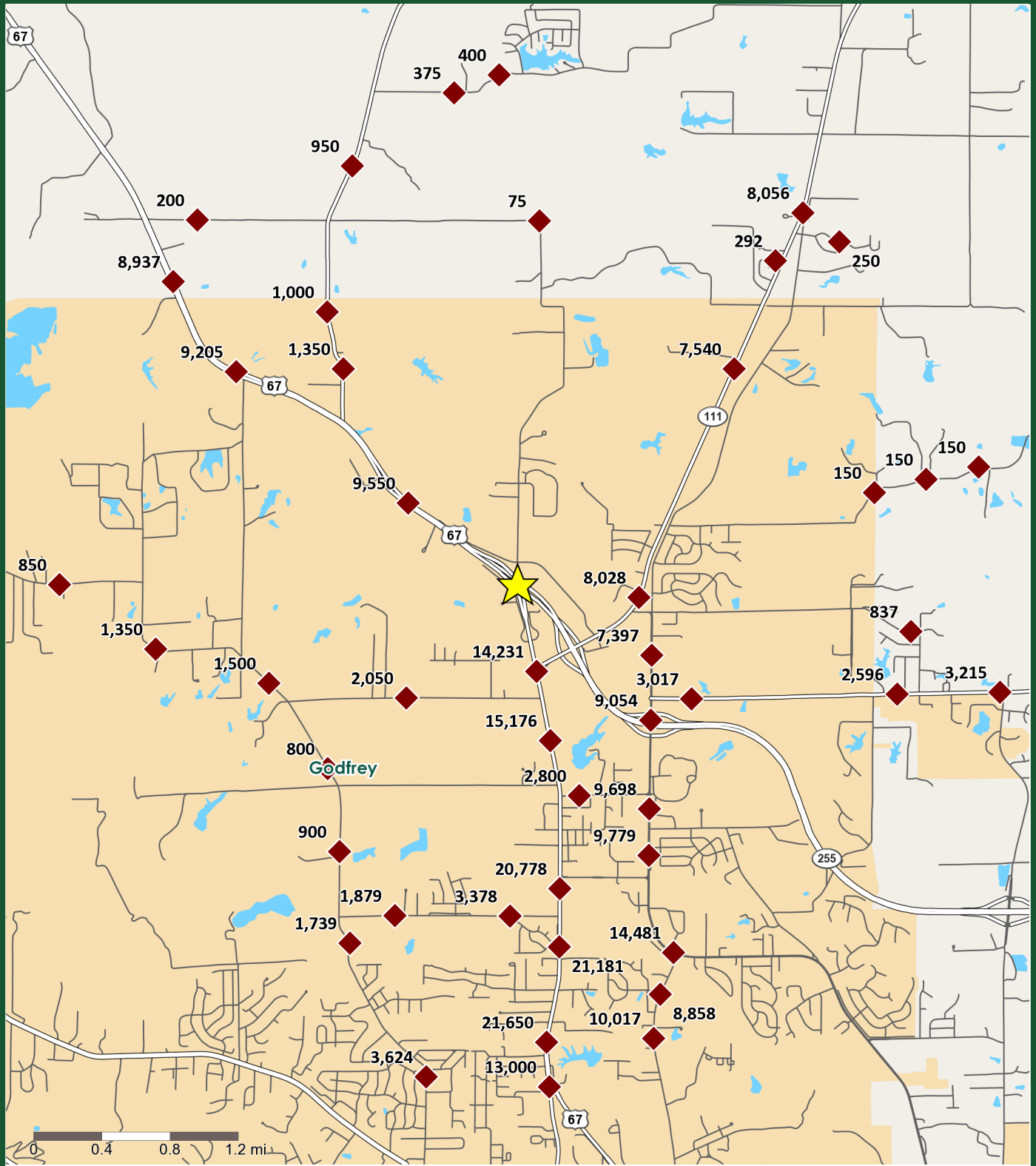
★ Proposed  
Retail Location

- 15-Minute Drive-Time
- 20-Minute Drive-Time
- 25-Minute Drive-Time

### Median Household Income By Block Group

- \$200,000 and Above
- \$100,000 to \$200,000
- \$50,000 to \$100,000
- \$25,000 to \$50,000
- \$25,000 and Below





## Godfrey, IL: Traffic Counts

**GODFREY**  
ILLINOIS  
For more information, visit Godfrey, IL



Proposed  
Retail Location



Average Daily  
Traffic Volume



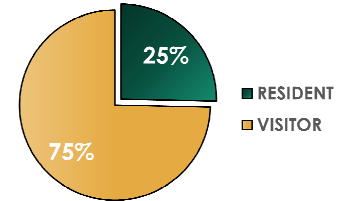


## Visitor Insights for Godfrey, IL

Buxton conducted an in-depth analysis of credit card transactions that occurred within the community of Godfrey, IL to identify who was spending dollars within the community that was also not a resident.

### Credit Card Spend Distribution

The chart (right) details the ratio of credit card transactions as they relate to those belonging to residents and visitors.

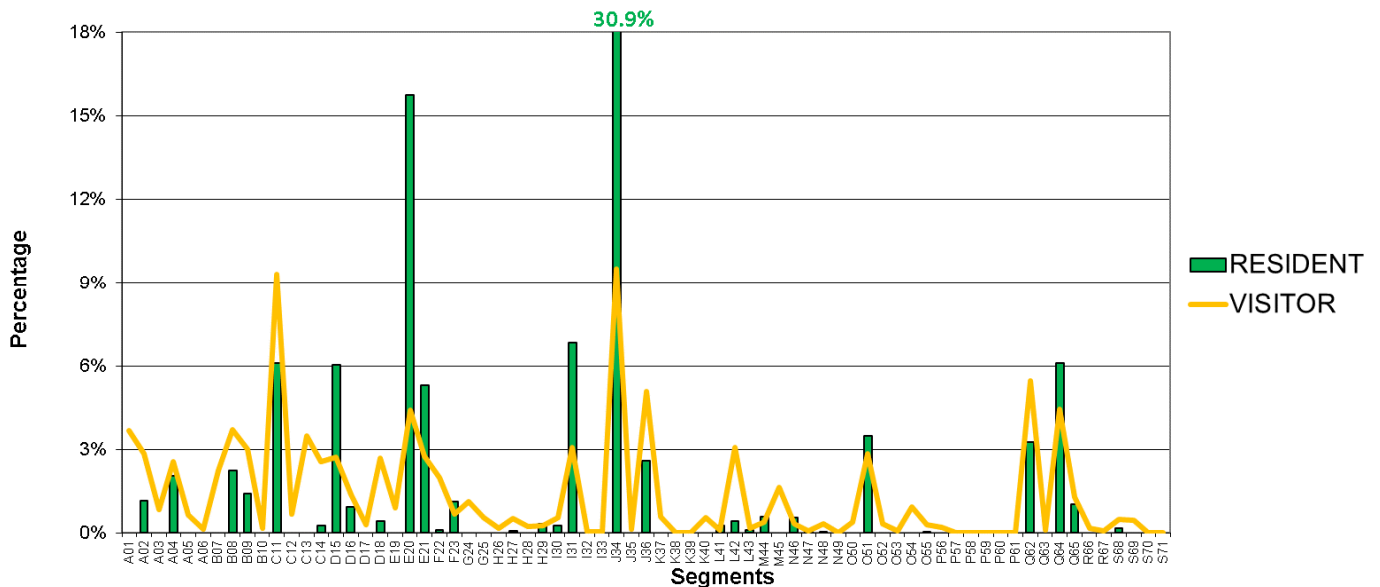


### Segmentation of Visitors & Residents

Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. A comparison has been drawn below to show the distinction of Segments that are residents of Godfrey, IL, and those that are Visitors.

For more information regarding Mosaic Segmentation, please visit the [Mosaic Segmentation Guide](#).

#### RESIDENT & VISITOR PROFILE COMPARISON



### Demographic Snapshot of Visitor & Resident

#### Visitor Snapshot:

- Age Range of 45+ (**68% of spend**)
- At Least Some College Education (**69% of spend**)
- Homeowner (**66% of spend**)
- Income Level of \$50K+ (**67% of spend**)
- Married (**76% of spend**)
- No Children Present (**58% of spend**)

#### Resident Snapshot:

- Age Range of 45+ (**72% of spend**)
- At Least Some College Education (**67% of spend**)
- Homeowner (**93% of spend**)
- Income Level of \$50K+ (**62% of spend**)
- Married (**84% of spend**)
- No Children Present (**67% of spend**)



## Contact Information

For further inquiry on the real estate opportunity at this site, please contact:

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## About Buxton

Buxton is the industry leader in customer analytics. The company advises its clients on real estate and marketing strategies based on 250+ databases combined with clients' customer data. Buxton helps businesses understand who their customers are, where their customers are located, and the value each customer brings to the organization. More than 3,000 clients in the retail, healthcare, CPG, private equity, and public sectors have relied on Buxton's insights to guide their growth strategies. The company is privately held and offers solutions in the United States, Canada, and 26 other countries.

For further inquiry on Buxton or the analysis conducted in this study, please contact:

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