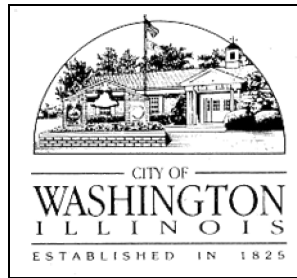


Community Profile
Executive Summary
November 2006



Why Washington?

Transportation links

- § *To the west, U.S. Route 24 and Illinois Route 8 link Washington to:*
 - § Interstate 74 (5 miles),
 - § U.S. Route 150 (4 miles), and
 - § U.S. Route 116 (4 miles).
- § *To the east, U.S. 24 extends to:*
 - § Interstate 39 (17 miles),
 - § Interstate 55 (33 miles) and beyond.
- § Washington is near the Greater Peoria Airport (15 miles), Central Illinois Regional Airport (37 miles), and the Illinois River (10 miles to public dock).
- § U.S. Route 24 is a primary transportation route to Interstate 55 and Chicago.
- § *Traffic counts:* Business U.S. Route 24 through Washington carries over 21,000 vehicles per day, connecting shopping centers, restaurants, and the historic Washington Square.

Economic incentives

- § Two *Tax Increment Financing (TIF) districts* with over 18 acres of vacant land—all served with infrastructure, all zoned commercial—and incentives for new businesses.
- § Citywide *Enterprise Zone* with 100% property tax abatement for improvements, sales tax abatements on materials and equipment, permit fee waivers, and more.
- § Downtown Square TIF district offers renovation and improvement subsidies.

Training and educational resources

- § Illinois Central College – ICC tailors numerous standardized and customized training programs to area companies, including Caterpillar and other major manufacturers.
- § Bradley University – Offers a variety of outreach programs and centers that benefit small business and industry. The Colleges of Business and Engineering involve both faculty and students in internships and senior projects for local business and industry.
- § Washington Community High School offers numerous classes in technical and workforce training. Standardized test scores are consistently above state and national averages.
- § ICC has established the Tech Prep Program and Workforce Preparation and Initiative Programs that help train Washington High School students for entering the work force.

Planned growth areas

- § Over 500 acres for commercial and industrial development in the 2001 Comprehensive Plan.
- § Recent water and sewer treatment plant improvements provide capacity for growth.
- § Washington's civic leaders, including Mayor Gary Manier, are dedicated to the City and its business/economic growth.

Visit our website at <http://www.washington-illinois.org> to review city codes, maps, economic development information, contacts, and additional resources.

COMMUNITY PROFILE **WASHINGTON, ILLINOIS**

November 2006

Why Washington?

Allies in development – You’ll benefit from the local people who help businesses grow.

- § *Mayor Manier and civic leaders* – Mayor Gary Manier, who has also served as Chairman of the Board of Washington Community High School, understands the importance of growth and development in the City.
- § *Chamber of Commerce* – Washington’s Chamber of Commerce has a hard-working, friendly staff. For decades, the Chamber has taken great pride in serving Washington businesses and being the source of community information. The Chamber has various hard-working committees such as its *Community Development Committee*, which offer new businesses help in getting started in Washington. Each summer the Chamber sponsors and organizes the *Washington Cherry Festival*, which attracts tens of thousands of visitors to Washington annually. Contact Denise Magnuson, Executive Director, at the Chamber office by phone at 309-444-9921, by email at wcoc@mtco.com, or visit the Chamber website at <http://www.washingtoncoc.com>.
- § *City of Washington* – The City of Washington staff encourages business creation, attraction, retention, and expansion through Enterprise Zone incentives, tax increment financing, streamlined plan review and permitting, and other programs.
- § Washington’s own *Economic Development Commission* was formed in 1986 and has helped create and administer Washington’s Enterprise Zone and TIF Districts. The EDC meets monthly.
- § Jon Oliphant, AICP, is the City of Washington Planning and Development Director. Contact Jon at City Hall by email at joliphant@ci.washington.il.us or by phone at 309-444-1135.
- § *Heartland Partnership/Economic Development Council for Central Illinois* – You have allies such as the Heartland Partnership, also known as the Economic Development Council for Central Illinois. Heartland Partnership provides knowledgeable staff, financing programs, and networking opportunities to encourage business growth and development. Visit their website at <http://www.edc.centralillinois.org> for demographics and other regional economic information. Greg Truninger is the Heartland Partnership’s Tazewell County Director and can be reached at gtruninger@edc.h-p.org or at 309-495-5952.
- § *Washington Park District* – Washington’s Park District works hard to continuously improve and expand our local parks and recreation system. The park district maintains nine local parks and several miles of recreation trails that connect businesses to neighborhoods, schools, parks, and civic facilities. Each summer the Park District organizes and hosts the [Gus Macker tournament](#), a 3-on-3 basketball event of national prominence. This tournament annually attracts over 500 teams and thousands of spectators, visitors, and business vendors.

“Washington is not only the greatest place in the world to live, it’s a great place to do business. And we’re working to make it even better.”

*Mayor
Gary Manier*

Transportation links to key locations – Washington’s highways will link you to Peoria, Bloomington-Normal, Springfield, Champaign-Urbana, and the Quad Cities. We’re midway between Chicago and St. Louis.

- § Washington has ready access to the Greater Peoria and Bloomington-Normal marketplaces.
- § To the west, U.S. 24 and Route 8 link Washington to I-74 (5 miles), U.S. 150 (4 miles) and U.S. 116 (4 miles).
- § To the east, U.S. 24 extends to I-39 (17 miles) and I-55 (33 miles) and beyond.
- § The Greater Peoria Airport (15 miles) and the Central Illinois Regional Airport (37 miles) are both an easy drive from Washington.
- § Business 24 through Washington carries nearly 20,000 vehicles per day, connecting shopping centers, restaurants, and the historic Washington Square.
- § Traffic counts on U.S. 24, Route 8 and Peoria Street near the Downtown Square all exceed 10,000 vehicles per day.
- § Other local traffic counts are available at City Hall or online at <http://dot.state.il.us/>.

Future transportation links:

- § Washington’s U.S. 24 right-of-way is a major east-west transportation route connecting the Peoria area and Chicago, linking Washington to major Midwest markets.
- § Illinois Route 8 in Washington is planned for widening and other roadway improvements.
- § Washington and other area communities are pursuing a better connection to I-74. City officials and area legislators are supporting this study and the potential for a new “eastern bypass” that could complete the interstate loop around Peoria through Washington.
- § **Trucking** - There are over 150 Interstate Commerce Commission approved trucking companies with over 130 terminals throughout the area.
- § **Air** - Fifteen miles away, the Greater Peoria Airport provides air freight through FedEx, Emery Worldwide, Airborne, DHL, and others.
- § The Greater Peoria Airport is the largest downstate airport for cargo, with a new air cargo transfer facility, which coordinates easy shipment of goods to and from the area. Direct passenger flights, including jet service, are available to a number of U.S. cities. Numerous flights connect to O’Hare International Airport in Chicago, to St. Louis and other hubs.
- § To the southeast, the Central Illinois Regional Airport in Bloomington is one of the fastest-growing airports in the nation. Washington is well situated in relation to both airports.
- § **Rail** – Rail service is ten minutes away where both piggyback and container shipments are packaged. The area is served by ten railroads and the Toledo, Peoria & Western Railway travels through Washington.
- § **Barge** – The Greater Peoria Barge Terminal is fifteen minutes away and provides shipment of containers and bulk materials on the Illinois River.

Infrastructure and building sites – You will find infrastructure nearby and numerous building sites available.

- § Intersecting U.S. 24 is North Cummings Lane, a developing industrial corridor with planned commercial development at major street intersections.
- § Intersecting Cummings Lane just south of U.S. 24 is Cruger Road, which was completely reconstructed in 2003 and 2005. Additional roadway improvements are underway.
- § Coupled with roadway improvements, a major sanitary sewer extension project was completed in 2003 to serve planned growth areas along Cruger Road and Cummings Lane.
- § Several commercial developers have land available in Washington. Current commercial subdivisions and shopping centers are anchored by Wal-Mart Supercenter, K-Mart, Kroger, Cohen’s Furniture, GKC theaters, Dollar General, two car dealerships, and medical offices. Both large and small sites are available for immediate development.
- § **Water** - The City’s second water tower and water treatment plant provide service to development in and around the business corridor.
- § The City of Washington owns and operates the water system and has made a major commitment to the development of an adequate water supply.
- § In 1994, two new wells and a new water treatment plant were completed to serve developing areas within and around the City. Two additional wells and pumps were installed in 2003 to meet current and future demands.

Treatment Capacity:	1,790,000 GPD (gallons per day)
Storage Capacity:	1,000,000 gallons
Average Daily Demand:	1,000,000 GPD
Peak Daily Demand:	1,683,000 GPD
Available Capacity:	790,000 GPD

Sanitary Sewer – The City of Washington also owns and operates two wastewater treatment plants. In 1997, the City expanded the treatment capacity at one of these plants by over 600,000 GPD (gallons per day). These improvements provided hydraulic capacity for growth into the immediate future. A facilities plan has recently been completed for additional organic treatment capacity, and engineering design for treatment plant expansion will soon begin.

Treatment Capacity:	2,100,000 GPD
Present Load:	1,350,000 GPD
Available Capacity:	750,000 GPD

Note: treatment load based on three-month low flow average.

Electricity and Natural Gas – AmerenCILCO

Fiber Optic Digital Telecommunications – Verizon

High-Speed Internet – Insight Broadband, Verizon, MTCO, and others

Wireless Communications – Nextel, U.S. Cellular, Verizon, Sprint, and others

Economic plans and incentives – Washington has plans for growth and the tools to make it happen.

§ **Washington’s Economic Development Marketing Plan** is our local guide for incentives and tools for business growth. In 1998, Washington City Council and the Washington Economic Development Commission commissioned an Economic Development Marketing Plan for the City. Blane, Canada Ltd. completed the plan in 1999. Background information from that plan is included at the end of this profile.

§ Hundreds of acres are recommended for commercial and industrial development in the City’s **2001 Comprehensive Plan**.

§ Washington offers numerous **Enterprise Zone incentives**. The Enterprise Zone provides incentives through 2006 for commercial and industrial areas citywide, and the City has applied to extend the life of the Zone through 2016. Washington’s Enterprise Zone:

- § waives all property taxes for 5 years on new buildings and site improvements,
- § waives all state and local sales taxes on building materials,
- § provides a 1% State income tax credit,
- § reduces most building permit fees by 50% for commercial and industrial development,
- § reduces utility connection fees by 50% for commercial and industrial development, and
- § offers other state-provided tax incentives and credits

§ Washington’s two **Tax Increment Financing (TIF) districts** provide financial incentives for new development along Washington Road (TIF 1) and redevelopment in the Downtown Square (TIF 2). Financial incentives for TIF 1 will expire in 2009, while work has begun to extend the life of TIF 2 for the downtown area.

§ TIF 1, at Mount Vernon Commercial Park, has 18 acres of vacant land. The TIF 1 district is anchored by two car dealerships, retail stores and offices, a hotel, a restaurant, and other businesses. A private redevelopment incentive program is available for new construction and rehabilitation. The City has helped a number of these businesses with infrastructure, site preparation and loan interest subsidies.

§ TIF 2, the Downtown Square TIF, is part of our active and historic downtown business district. There are few vacancies and plenty of shoppers and services available. The downtown has a full-service grocery store, unique restaurants and quaint shops. A private redevelopment incentive program is available for building restoration and rehabilitation. The City has helped many downtown businesses with building and site improvements.

§ Washington’s staff and EDC work in concert with the **Heartland Partnership**, also known as the Economic Development Council for Central Illinois.

§ The Partnership is ready to help businesses secure low interest loans available from Tazewell County and other sources.

§ The Partnership has a history of helping area businesses with low interest loans, including large loans from the Illinois Development Finance Authority.

§ Economic, demographic and other regional information is available at Heartland Partnership.

Education and employee training – From elementary school to four-year schools, Washington offers quality education and numerous means of employee training.

§ Washington is known for its **excellent public and private schools**. Three public school districts feed into Washington Community High School. Washington also is home to Saint Patrick’s, a parochial grade and junior high school.

Kindergarten – 8 th grade schools	
District 50	850
District 51	750
District 52	800
St. Patrick School	200

- § **Washington Community High School** offers numerous classes in technical and workforce training, including programs in conjunction with ICC.
- § Standardized test scores are consistently above local and national averages.
- § WCHS and its Leadership Challenge program won the 2000 Governor’s Hometown Award.

Washington Community High	
School Enrollment (2006)	1,089
Graduation Rates (2005)	
Graduating Students	94.8%
State Average	87.4%
ACT Test Scores (2005)	
Graduating Students	21.6
State Average	20.1

- § **Illinois Central College (ICC; enrollment 11,000)**, a community college serving ten counties in Central Illinois, is just five minutes west on U.S. 24 from the City’s commercial corridor.
- § ICC offers more than 75 programs on robotics, numerical control, CAD, graphic arts and design, electronics and many other areas.
- § ICC has established the Tech Prep Program and Workforce Preparation and Initiative Programs. These programs match businesses with Washington High School students who want to learn through on-the-job experiences and accumulate credit hours, which can be transferred to ICC.
- § A full 98% of ICC occupational graduates reported that they were employed in Illinois, including 78% within the ICC district.
- § ICC tailors numerous standardized and customized training programs to area companies, including Caterpillar and other major manufacturers.
- § The ICC Professional Development Institute offers numerous short-term workshops and seminars on subjects ranging from computers to managerial training. These too can be customized to meet the specific needs of business and industry, and can be held on campus or at the work site.
- § **Bradley University (enrollment 6,200)** in Peoria is a major comprehensive institution, with five undergraduate colleges and a graduate school. Bradley University serves Central Illinois

“When we needed technical help in our tool room, ICC set up a specialized program for local businesses and trained four of our current employees.”

*Joe Camp,
Illinois Valley Plastics*

through its cultural and creative productions, a variety of outreach programs and centers that benefit small business and industry, workshops, short courses and certificate programs.

- § Bradley’s Colleges of Business and Engineering involve both faculty and students in internships and senior projects for local business and industry.
- § The Foster College of Business Administration provides the business community a variety of resources – including management talent, graduate and executive programs, and cutting-edge business information.
- § Nearby **Eureka College (enrollment 500)**, college home of President Ronald Reagan, is a private four-year liberal arts college only 10 minutes from Washington.

Retail sales – Washington is the marketplace for the surrounding area, and prides itself on having all the conveniences of a self-supporting community.

- § The City’s Economic Development Marketing Plan estimates Washington’s trade area at approximately 125 square miles with a population of approximately 40,087 persons.

2001 Total Retail Sales by Selected Category

<u>Gen. Mdse.</u>	<u>Food</u>	<u>Eating</u>	<u>Auto</u>	<u>Mfg.</u>	<u>Total</u>
\$33,333,025	\$27,471,896	\$11,246,866	\$48,106,291	\$6,594,408	\$157,596,156

2001 Pull Factors by Selected Category

<u>Gen. Mdse.</u>	<u>Food</u>	<u>Eating</u>	<u>Auto</u>	<u>Mfg.</u>	<u>Total</u>
188%	171%	113%	174%	277%	143%

Source: Retail Trade Analysis, Dec. 4, 2002, Rural Economic Technical Assistance Center, Macomb, IL

- § The 2001 calculated pull factors above indicate, on average, that people are coming from areas outside Washington for those particular goods or services.

Tourism and our historic downtown - Washington, Illinois, one of the earliest-established communities in Central Illinois, celebrated its 175th birthday in 2000.

- § The historic Downtown Square is a vital, active center for shopping, dining and services both for local and regional customers. Historic homes and shops line our downtown streets.
- § The newly renovated and restored Denhart Bank Building, built in 1874 on Washington Square, was recently listed on the National Register of Historic Places. The building houses a bed and breakfast, restaurant, and pub.
- § The Washington Historical Society offers tours of the historic Zinser House downtown.
- § Washington is a frequent stop for people looking for everything from general goods to unique collectibles and gifts to contemporary furniture to fine dining.
- § Washington is part of the Ronald Reagan Trail Communities Association, marking the route Reagan traveled from his boyhood home to nearby Eureka College.

Residents – Washington is home to over 13,000 people, from singles to young families to active seniors.

City of Washington – total	13,167
Washington Township	19,427
Washington trade area (est.)	40,087
Tazewell County	129,786
Tri-County Metropolitan Statistical Area (Peoria, Tazewell, & Woodford)	347,387
Washington trade area median age	36.8
Washington trade area avg. household size	2.63

(Figures are from the 2000 Census, except for the City total, obtained from the 2004 Special Census, and except for the trade area estimates, obtained from the City’s 1998 Economic Development Marketing Plan.)

Housing – Washington offers a choice of stable neighborhoods that residents can be proud of—older and established, stately and historic, or new and modern—which can be found throughout the city. About three in four residents own their homes. Housing prices are as follows:

Median Sale Price of Homes (includes new and existing)	\$124,000
Average Construction Value of New Housing	\$190,000

Income – Households in the Washington area have a higher average household income than the surrounding Peoria area and the State of Illinois.

Median household income:

- § City of Washington - \$52,210
- § Washington Trade Area (est.) - \$51,763

City government, taxes and services – A Mayor and eight Alderman elected from four city wards comprise the legislative body. For over twenty-five years a professional City Administrator has directed operations.

- § The City’s annual budget is approximately \$11 million.
- § The City provides police and fire protection, 24-hour paramedic service, emergency rescue and ambulance services, water and sewer services, highways and streets, stormwater control, planning, zoning, and economic development.
- § **Property taxes make up only about 5% of the City’s budget.** The City of Washington has become less dependent than ever on property taxes to fund general operations.
- § **The City’s portion is about 5% of the total property tax bill.** The City of Washington’s tax rate is so low that the difference between being within or outside the corporate limits is only about one cent per hundred dollars of assessed valuation.
- § **Tax caps are in place for other taxing bodies.** This essentially keeps property taxes no higher than 5% or the rate of inflation, whichever is less. Taxing bodies require referendums to exceed tax caps. Yet Washington’s public services, including parks, schools, library and other entities, continue to maintain high performance and draw people to Washington.
- § **Planning and Zoning** – The City’s first Comprehensive Plan was adopted in 1960. Several plans followed, with the most recent plan adopted in April 2001. This ensures the City gives forethought to how and where it develops to ensure the appropriate use of land and the

efficient extension streets and utilities. During the four decades since the adoption of the City’s Zoning Ordinance, it has undergone numerous revisions and updates to keep it current with building and development trends. Washington also has an adopted Subdivision Code, which is updated periodically.

- § **Police Protection** – Washington consistently enjoys the lowest or near lowest crime rate in Central Illinois.
- § Washington has a staff of 19 sworn, full-time police officers, a ratio of about one officer per 700 citizens. The police department also has 15 sworn, auxiliary officers and mutual aid agreements with surrounding law enforcement agencies for assistance when necessary.
- § The Police Department operates enhanced emergency telephone 911 service with dispatchers working around the clock every day of the year to serve an area of nearly eight square miles.
- § **Washington Fire Department and Rescue Squad** – There are four full-time, nine part-time and 30 volunteer members of the Washington Fire Department.
- § The City has had full-time advanced life support personnel since 1998, providing 24-hour paramedic service.
- § The City’s Fire Insurance Classification is five (5).

Below is a typical property tax breakdown and rate summary for taxes payable in 2004. *Property taxes are eliminated 100% through 2006 (taxes payable in 2007) on all new construction in the Enterprise Zone.*

<u>Taxing Body</u>	<u>2003 RATE</u>	<u>% OF BILL</u>
Grade School Dist. (avg.*)	2.6306	36.64%
High School 308	2.2324	31.09%
Comm. College 514	0.4771	6.65%
Tazewell County	0.4396	6.12%
<i>Washington Corporate</i>	<i>0.3761</i>	<i>5.24%</i>
Wash. Dist. Library	0.2067	2.79%
Wash. Permanent Rd.	0.1542	2.15%
Washington Rd. & Br.	0.1259	1.75%
Washington Twp.	0.1207	1.68%
Washington Park District	0.4230	5.89%
TOTAL	6.8285	100.00%

**Average tax rate for local grade school districts 50, 51, and 52*

Washington’s corporate tax rate is one of the lowest of any city in the area. The Tazewell County Supervisor of Assessments can provide more specific tax rate information for individual properties. The tax rate depends on the districts in which the property is located. For instance, there are three elementary school districts that serve Washington.

Public Libraries – There are two public libraries located in Washington, one near the downtown square and one in Sunnyland Plaza. The Washington District Libraries have over 70,000 books and 100 subscriptions to periodicals available at their two locations. Through the Illinois Valley Library system the library has unlimited books and periodicals on any subject imaginable. The Washington District Library recently announced plans for a new library with no tax increase.

Major employers and workforce – The City of Washington has a variety of businesses that provide goods and services to markets around the world as well as the next-door neighbor.

Major Manufacturers and Distributors

<u>Company Name</u>	<u>Business Type</u>	<u>Approx. Employees</u>
Illinois Valley Plastics	molded components	98
Miller Welding & Iron Works	metal fabrication	70
American Allied Railway	rail wheels and brakes	66
WICC, Ltd.	electrical transformers	41
RP Short Run	printing and graphics	36
Global Fire Equipment/MES	fire trucks, apparatus	36
GFE Manufacturing	lighting systems	25

Major Retailers

Wal-Mart Supercenter	general merchandise	340
Uftring Chevrolet-Saab	automobile sales	105
Kmart	general merchandise	100
Kroger	grocer	90
Lindy's Downtown Market	grocer	54

Major Services/Institutions

Washington school districts	education	425
ICC employees in Wash. zip code	education	249
Washington Christian Village	elderly care	136
City of Washington	local government	80

Employment Data

Percent in labor force	69.7%	Percent working outside county	52.2%
Percent unemployed	4.1%	Mean travel time to work (min.)	21.5

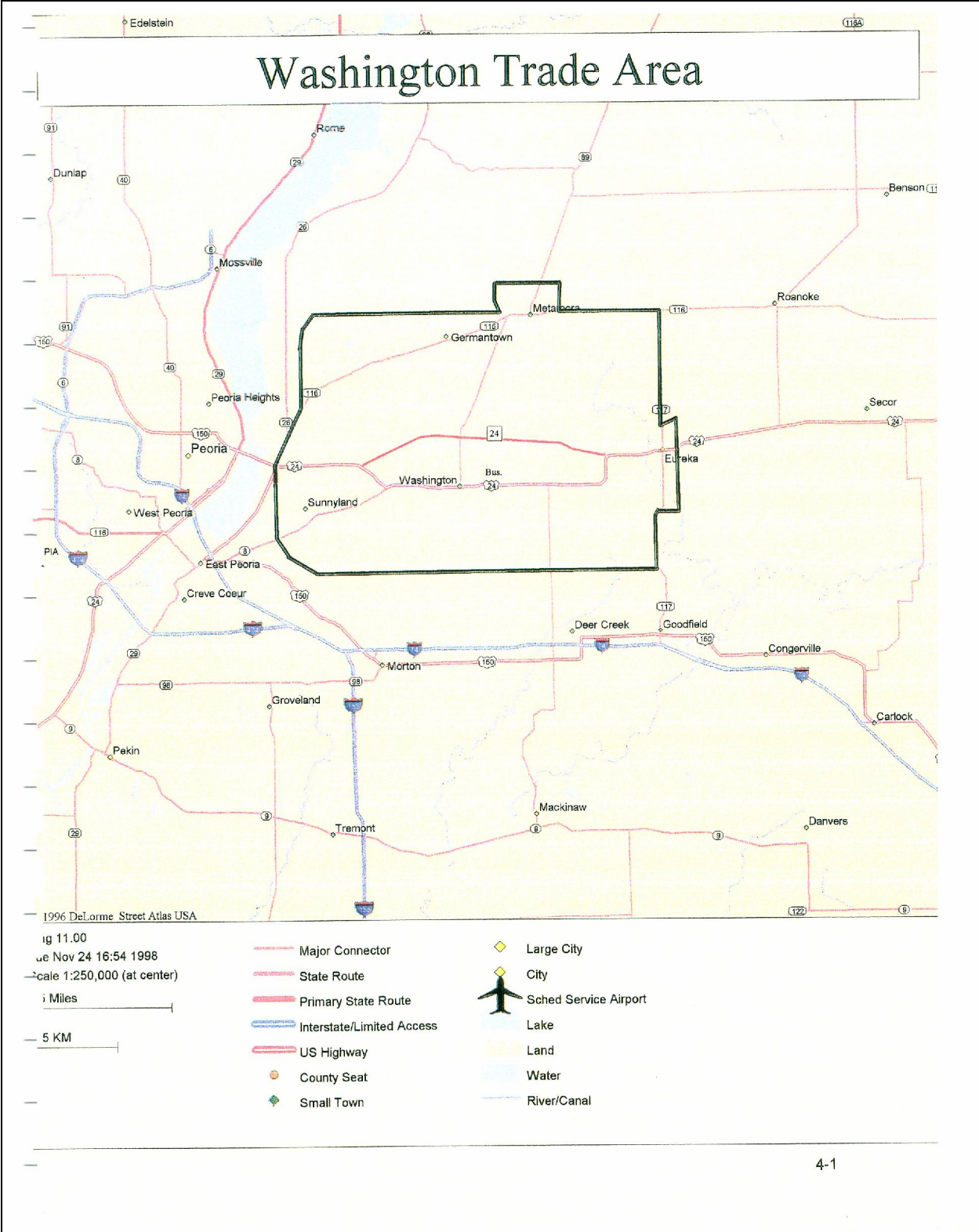
Percent Employed by Occupation Category

Management and professional	38.3%
Service	13.3%
Sales and office	27.5%
Farming, fishing, and forestry	0.1%
Construction, extraction, and maintenance	8.1%
Production, transportation, and material moving	12.8%

Source: 2000 U.S. Census

Financial institutions – The City of Washington has a number of major financial institutions: Associated Bank, BankPlus, Citizens Equity First Credit Union (CEFCU), Fondulac Banking Center, Heartland Bank & Trust Co., and Washington State Bank. These provide outstanding access to virtually unlimited financial services.

Quality of Life – Washington offers a full range of housing: from existing three-bedroom ranches under \$100,000 up to executive homes overlooking wooded valleys. Washington is known for its quaint downtown shops and restaurants, quality schools, great parks and recreational activities, and safe, quiet neighborhoods.



Peoria, IL
Washington Trade Area

	1990 Census		1998 Estimate		2003 Projected	
POPULATION	35,328		38,552		40,087	
In Group Quarters	845		1,022		1,027	
HOUSEHOLDS	12,762	%	14,275	%	15,107	%
1 Person	2,560	20.1%	3,115	21.8%	3,452	22.9%
2 Person	4,223	33.1 %	4,708	33.0%	5,002	33.1%
3-4 Person	4,630	36.3%	5,104	35.8%	5,313	35.2%
5+ Person	1,349	10.6%	1,347	9.4%	1,340	8.9%
Average Hhld Size	2.70		2.63		2.59	
FAMILIES	9,875		10,856		11,364	
RACE						
White	34,980	99.0%	37,988	98.5%	39,380	98.2%
Black	85	0.2%	153	0.4%	221	0.6%
Asian/Pacific Islander	155	0.4%	214	0.6%	286	0.7%
American Indian	51	0.1 %	42	0.1 %	55	0.1%
Other	58	0.2%	155	0.4%	144	0.4%
HISPANIC ORIGIN	248	0.7%	444	1.2%	577	1.4%
AGE						
		%		%		%
0 - 4	2,430	6.9%	2,521	6.5%	2,500	6.2%
5 - 13	5,040	14.3%	5,284	13.7%	5,262	13.1%
14 - 17	2,200	6.2%	2,480	6.4%	2,550	6.4%
18 - 20	1,660	4.7%	1,603	4.2%	1,791	4.5%
21 - 24	1,577	4.5%	1,736	4.5%	2,011	5.0%
25 - 34	5,294	15.0%	4,677	12.1 %	4,668	11.6%
35 - 44	5,718	16.2%	5,848	15.2%	5,102	12.7%
45 - 54	3,859	10.9%	5,475	14.2%	6,079	15.2%
55 - 64	3,101	8.8%	3,593	9.3%	4,433	11.1%
65 - 74	2,358	6.7%	2,574	6.7%	2,737	6.8%
75 - 84	1,540	4.4%	1,845	4.8%	1,930	4.8%
85 +	552	1.6%	916	2.4%	1,023	2.6%
Median Age	34.1		36.8		37.8	
MALES						
	17,016	%	18,555	%	19,302	%
0 - 20	5,712	33.6%	6,010	32.4%	6,110	31.7%
21 - 44	6,154	36.2%	5,976	32.2%	5,787	30.0%
45 - 64	3,455	20.3%	4,495	24.2%	5,150	26.7%
65 - 84	1,559	9.2%	1,842	9.9%	1,988	10.3%
85 +	135	0.8%	231	1.2%	267	1.4%
FEMALES						
	18,312	%	19,997	%	20,785	%
0 - 20	5,617	30.7%	5,878	29.4%	5,993	28.8%
21 - 44	6,434	35.1 %	6,285	31.4%	5,995	28.8%
45 - 64	3,505	19.1 %	4,573	22.9%	5,362	25.8%
65 - 84	2,339	12.8%	2,577	12.9%	2,678	12.9%
85 +	416	2.3%	684	3.4%	756	3.6%
Owner-Occupied Hhlds	9,505		10,646		11,276	
Renter-Occupied Hhlds	3,257		3,629		3,831	

Source: 1990 Census, April 1, 1998, VNU PMG Estimates

NDS/UDS Data Services 16375 Mira Sorrento Place Suite 400 I San Diego, CA 92121 I (800) 866-6610

Peoria, IL

Washington Trade Area

	1990 Census		1998 Estimate		2003 Projection	
POPULATION	35,328		38,552		40,087	
In Group Quarters	845		1,022		1,027	
PER CAPITA INCOME	\$14,254		\$19,351		\$23,169	
Aggregate Income (\$Mil)	503.6		746.0		928.8	
HOUSEHOLDS	12,793	%	14,275	%	15,107	
By Income						
Less than \$ 5,000	370	2.9%	293	2.1%	254	1.7%
\$ 5,000 - \$ 9,999	913	7.1%	812	5.7%	823	5.5%
\$ 10,000 - \$ 14,999	901	7.0%	869	6.1 %	868	5.7%
\$ 15,000 - \$ 19,999	969	7.6%	878	6.1 %	870	5.8%
\$ 20,000 - \$ 24,999	1,015	7.9%	900	6.3%	918	6.1%
\$ 25,000 - \$ 29,999	949	7.4%	970	6.8%	859	5.7%
\$ 30,000 - \$ 34,999	967	7.6%	877	6.1 %	925	6.1%
\$ 35,000 - \$ 39,999	1,192	9.3%	751	5.3%	812	5.4%
\$ 40,000- \$ 49,999	1,790	14.0%	1,807	12.7%	1,532	10.1%
\$ 50,000 - \$ 59,999	1,664	13.0%	1,635	11.5%	1,472	9.7%
\$ 60,000 - \$ 74,999	1,171	9.2%	2,073	14.5%	2,066	13.7%
\$ 75,000 - \$ 99,999	593	4.6%	1,511	10.6%	2,015	13.3%
\$100,000 - \$ 124,999	148	1.2%	462	3.2%	911	6.0%
\$125,000 - \$ 149,000	65	0.5%	177	1.2%	297	2.0%
\$150,000 +	86	0.7%	260	1.8%	484	3.2%
Median Household Income	\$36,192		\$44,358		\$47,992	
Average Household Income	\$39,457		\$51,411		\$60,311	
FAMILIES	9,875	%	10,856	%	11,364	%
By Family Household Income						
Less than \$ 5,000	157	1.6%	152	1.4%	154	1.4%
\$ 5,000 - \$ 9,999	262	2.6%	219	2.0%	220	1.9%
\$ 10,000 - \$ 14,999	386	3.9%	310	2.9%	300	2.6%
\$ 15,000 - \$ 19,999	616	6.2%	467	4.3%	443	3.9%
\$ 20,000 - \$ 24,999	684	6.9%	560	5.2%	547	4.8%
\$ 25,000 - \$ 29,999	709	7.2%	666	6.1%	571	5.0%
\$ 30,000 - \$ 34,999	829	8.4%	635	5.8%	674	5.9%
\$ 35,000 - \$ 39,999	1,044	10.6%	578	5.3%	566	5.0%
\$ 40,000 - \$ 49,999	1,647	16.7%	1,580	14.6%	1,251	11.0%
\$ 50,000 - \$ 59,999	1,578	16.0%	1,483	13.7%	1,298	11.4%
\$ 60,000 - \$ 74,999	1,120	11.3%	1,948	17.9%	1,901	16.7%
\$ 75,000 - \$ 99,999	572	5.8%	1,418	13.1%	1,863	16.4%
\$100,000 - \$ 124,999	137	1.4%	437	4.0%	850	7.5%
\$125,000 - \$ 149,000	54	0.5%	165	1.5%	279	2.5%
\$150,000 +	82	0.8%	239	2.2%	446	3.9%
Median Family HH Income	\$41,354		\$51,763		\$57,371	
Average Family HH Income	\$44,616		\$59,013		\$69,118	

Source: 1990 Census, April 1, 1998 VNU PMG Estimates.

NDS/UDS Data Services / 5375 Mira Sorrento Place Suite 400 / San Diego, CA 92121 / (800) 866-6610

Peoria, IL

09/08/98

Washington Trade Area

	1998	2003
POPULATION	38,552	40,087
HOUSEHOLDS	14,275	15,107

		<u>1998</u>		<u>2003</u>	
		Sales (\$ Mill)	Per Capita	Sales (\$ Mill)	Per Capita
APPAREL	Men's	\$7.49	\$194.34	\$9.04	\$225.59
AND	Boys'	\$1.70	\$43.97	\$1.74	\$43.41
RELATED	Women's	\$13.47	\$349.36	\$15.70	\$391.53
	Girls'	\$1.33	\$34.42	\$1.37	\$34.29
	Infants'	\$1.21	\$31.41	\$1.33	\$33.10
	Footwear	\$5.26	\$136.35	\$5.86	\$146.23
	Apparel and Footwear Repair	\$0.19	\$4.85	\$0.23	\$5.85
	Dry Cleaning and Laundry	\$2.03	\$52.69	\$2.43	\$60.60
FOOD	Food	\$56.33	\$1,461.24	\$59.97	\$1,496.12
AND	Alcoholic Beverages	\$3.52	\$91.30	\$3.95	\$98.62
GROCERY	Food And Alcohol Away From Home	\$35.19	\$912.71	\$39.75	\$991.68
	Household Supplies	\$9.53	\$247.22	\$10.42	\$259.83
HEALTH AND	Drugs and Medical Equipment	\$7.26	\$188.37	\$8.05	\$200.71
PERSONAL	Personal Care Services	\$4.50	\$116.63	\$5.08	\$126.62
CARE	Cosmetics	\$2.56	\$66.38	\$2.88	\$71.82
	Toiletries and Other Hygiene	\$2.59	\$67.27	\$2.85	\$71.11
HOME	Furniture	\$9.11	\$236.33	\$10.50	\$261.87
FURNISHINGS	Appliances	\$4.69	\$121.69	\$5.19	\$129.57
	Carpeting and Window Coverings	\$3.92	\$101.80	\$4.59	\$114.57
	Other Home Furnishings	\$5.36	\$139.12	\$6.42	\$160.15
ELECTRONICS	Televisions, VCR's, Sound Equipment	\$3.19	\$82.83	\$3.70	\$92.41
	Video Tapes, CD's, Tapes, Etc.	\$4.11	\$106.57	\$4.58	\$114.34
	Computer Equipment	\$2.00	\$51.99	\$2.33	\$58.15
	Other Household Electronic Equipment	\$0.74	\$19.11	\$0.84	\$20.88
AUTOMOTIVE	Fuel and Oil	\$22.88	\$593.38	\$24.78	\$618.24
	Repairs and Maintenance	\$24.15	\$626.51	\$27.32	\$681.52
MISC.	Reading Materials	\$5.75	\$149.13	\$6.66	\$166.23
	Recreation and Sporting Equipment	\$3.33	\$86.47	\$3.94	\$98.21
	Pet Supplies	\$2.88	\$74.81	\$3.35	\$83.49
	Entertainment	\$5.11	\$132.53	\$5.94	\$148.29
	Day Care	\$2.02	\$52.43	\$2.18	\$54.48
	Tobacco	\$5.85	\$151.83	\$5.95	\$148.53
	Flowers and Gardening	\$2.42	\$62.69	\$2.98	\$74.31
	Photographic Supplies and Equipment	\$1.97	\$51.19	\$2.27	\$56.71
	Optical Goods	\$1.00	\$26.03	\$1.10	\$27.54
	Jewelry and Accessories	\$2.37	\$61.51	\$2.96	\$73.82
	Toys and Hobbies (Inc. Video Games)	\$4.25	\$110.25	\$4.65	\$115.98

Source: 1990 Census, April 1, 1998 VNU PMG Estimates, 1988-1992 BLS Consumer Survey
 NDSIUDS Data Services | 6376 Mira Sorrento Place Suite 400 | San Diego, CA 921211 (800) 866-6610