



LaSalle, Illinois

Marketing Guide



Market Highlights

Quick Facts

Residents of LaSalle, Illinois fall into the Heartland Communities Tapestry Segmentation (23.0%). Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses. These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important. Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.

(Source: ESRI) Tapestry Segmentation: 15 Mile Radius

The current Median Household Income of LaSalle, Illinois is \$47,437. The five-year projection for Median Household Income in LaSalle is expected to reach \$53,976. This represents an increase of 13.8%.

(15 Mile Radius)

Major Area Employers

Employer	# of Employees
J.C. Whitney	313
Carus Chemical	264
Veteran's Home	200
LP High School	180
Illinois Cement	148
News Tribune	101
Airlogix	100
Unytilite	80
JB Contracting	68
City of LaSalle	65

Major Area Schools

School	# of Students
Illinois Valley Community College	3800
LaSalle Peru High School	1400
LaSalle Elementary School District	900
LaSalle Peru Christian K-High School	250
Trinity Catholic Academy	200

Focus Properties

Property Description

- Vacant Land- Commercial
- Vacant Land - adjacent to I80
- Vacant Land fully Developed - I80 & IL 351
- Vacant Land - I80 IL 178
- Vacant Land -Professional Office - Chartres & 24th Street

GLA

- 80 AC
- 134 AC
- 28 AC
- 44 AC
- 3 AC

Contact

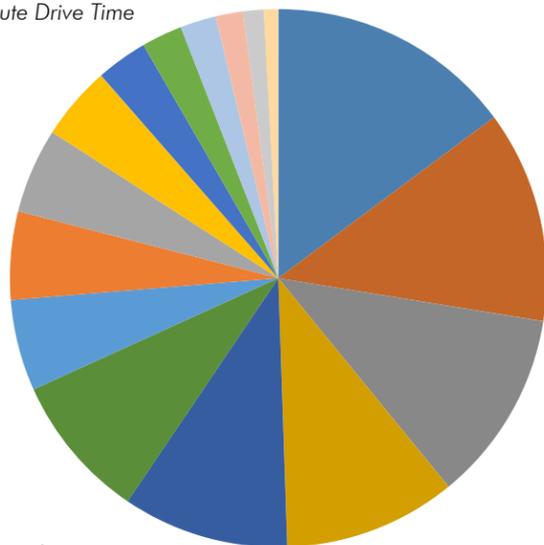
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GAP ANALYSIS

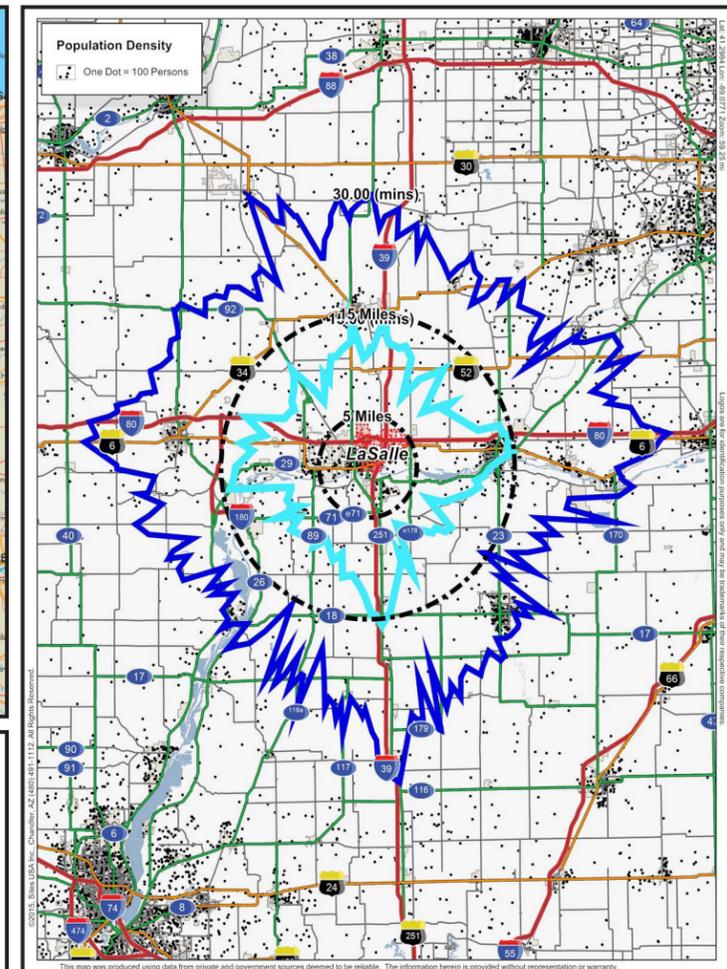
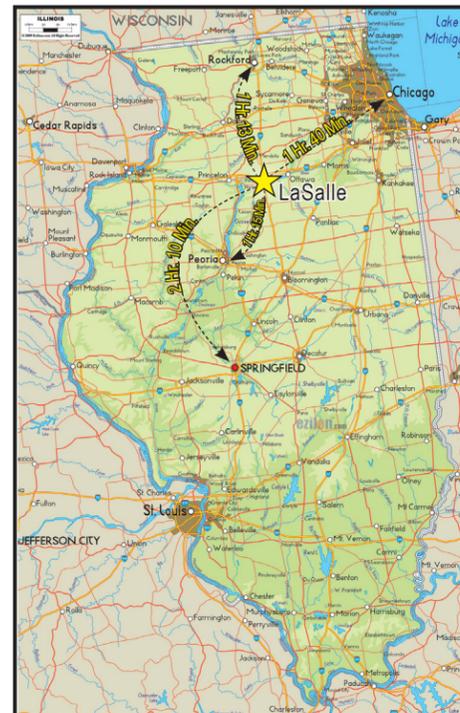
30 Minute Drive Time



Building Materials \$17,277,105	Women's Clothing Stores \$5,959,793
Specialty Food Stores \$14,872,069	Health and Personal Care Stores \$5,176,494
Electronics Stores \$13,450,872	Optical Goods Stores \$3,609,708
Family Clothing Stores \$12,098,421	Automotive Parts \$2,858,381
Sporting Goods Stores \$11,665,321	Children's/Infants Clothing Stores \$2,523,196
Full-Service Restaurants \$10,222,977	Paint and Wallpaper Stores \$1,914,176
Hobby, Toys & Games Stores \$6,387,619	Men's Clothing Stores \$1,440,352
Jewelry Stores \$6,176,859	Clothing Accessories Stores \$1,018,119

*Source: www.claritas.com

LaSalle, Illinois - LaSalle County



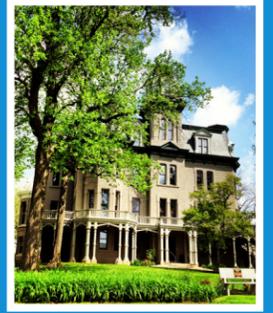


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DEMOGRAPHIC PROFILE	5 Mile Radius	15 Mile Radius	15 Minute Drive Time	30 Minute Drive Time
2014 Estimated Population	27,675	74,071	36,576	100,602
Total Number of Employees	16,647	36,396	20,619	48,692
Median HH Income	\$44,977	\$47,437	\$46,559	\$48,771





*Traffic Counts Provided by IDOT

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LASALLE, ILLINOIS

Major Retail & Restaurants

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