



DRIVE TIME DEMOGRAPHICS

10-MINUTE DRIVE TIME

Rantoul, Illinois

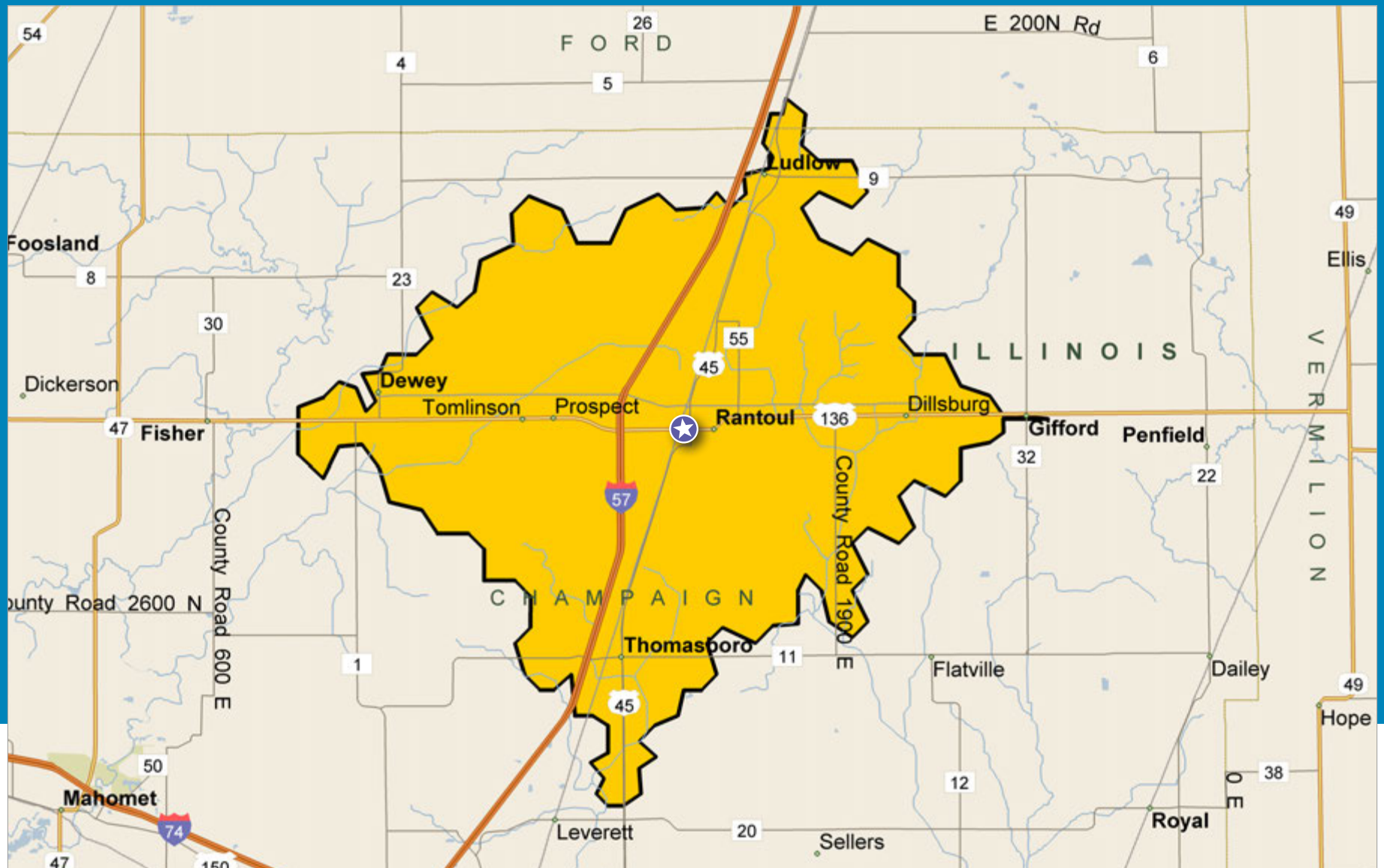


Prepared for
Village of Rantoul
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 **TheRetailCoach®**

10-Minute Drive Time

Rantoul, Illinois



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Drive Time Demographics | 10-Minute Drive Time Rantoul, Illinois

DESCRIPTION	DATA	%
Population		
2015 Estimate	15,619	
2015 Est. Population by Single-Classification Race	15,619	
White Alone	10,665	68.28
Black or African American Alone	3,193	20.44
Amer. Indian and Alaska Native Alone	91	0.58
Asian Alone	226	1.45
Native Hawaiian and Other Pac. Isl. Alone	13	0.08
Some Other Race Alone	702	4.49
Two or More Races	729	4.67
2015 Est. Population by Hispanic or Latino Origin	15,619	
Not Hispanic or Latino	13,952	89.33
Hispanic or Latino:	1,667	10.67
Mexican	1,231	73.85
Puerto Rican	201	12.06
Cuban	7	0.42
All Other Hispanic or Latino	228	13.68

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	1,667	
White Alone	728	43.67
Black or African American Alone	67	4.02
American Indian and Alaska Native Alone	49	2.94
Asian Alone	2	0.12
Native Hawaiian and Other Pacific Islander Alone	2	0.12
Some Other Race Alone	687	41.21
Two or More Races	132	7.92
2015 Est. Pop by Race, Asian Alone, by Category	226	
Chinese, except Taiwanese	26	11.50
Filipino	88	38.94
Japanese	27	11.95
Asian Indian	8	3.54
Korean	40	17.70
Vietnamese	12	5.31
Cambodian	0	0.00
Hmong	0	0.00
Laotian	11	4.87
Thai	0	0.00
All Other Asian Races Including 2+ Category	15	6.64
2015 Est. Population by Ancestry	15,619	
Arab	16	0.10
Czech	0	0.00
Danish	18	0.12
Dutch	154	0.99
English	753	4.82
French (except Basque)	225	1.44
French Canadian	5	0.03
German	2,487	15.92
Greek	4	0.03

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DESCRIPTION	DATA	%
Hungarian	0	0.00
Irish	907	5.81
Italian	289	1.85
Lithuanian	24	0.15
United States or American	2,473	15.83
Norwegian	59	0.38
Polish	188	1.20
Portuguese	12	0.08
Russian	4	0.03
Scottish	126	0.81
Scotch-Irish	12	0.08
Slovak	0	0.00
Subsaharan African	2	0.01
Swedish	105	0.67
Swiss	6	0.04
Ukrainian	0	0.00
Welsh	15	0.10
West Indian (except Hisp. groups)	12	0.08
Other ancestries	6,098	39.04
Ancestry Unclassified	1,624	10.40
2015 Est. Pop Age 5+ by Language Spoken at Home	14,480	
Speak Only English at Home	13,223	91.32
Speak Asian/Pac. Isl. Lang. at Home	140	0.97
Speak IndoEuropean Language at Home	91	0.63
Speak Spanish at Home	1,019	7.04
Speak Other Language at Home	7	0.05
2015 Est. Population by Sex	15,619	
Male	7,546	48.31
Female	8,073	51.69

DESCRIPTION	DATA	%
2015 Est. Population by Age	15,619	
Age 0 - 4	1,139	7.29
Age 5 - 9	1,112	7.12
Age 10 - 14	1,075	6.88
Age 15 - 17	739	4.73
Age 18 - 20	712	4.56
Age 21 - 24	933	5.97
Age 25 - 34	2,129	13.63
Age 35 - 44	1,839	11.77
Age 45 - 54	1,948	12.47
Age 55 - 64	1,897	12.15
Age 65 - 74	1,194	7.64
Age 75 - 84	639	4.09
Age 85 and over	263	1.68
Age 16 and over	12,050	77.15
Age 18 and over	11,554	73.97
Age 21 and over	10,842	69.42
Age 65 and over	2,097	13.43
2015 Est. Median Age	34.9	
2015 Est. Average Age	37.0	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	7,546	
Age 0 - 4	576	7.63
Age 5 - 9	553	7.33
Age 10 - 14	534	7.08
Age 15 - 17	409	5.42
Age 18 - 20	404	5.35
Age 21 - 24	477	6.32
Age 25 - 34	1,041	13.80
Age 35 - 44	880	11.66
Age 45 - 54	911	12.07
Age 55 - 64	897	11.89
Age 65 - 74	519	6.88
Age 75 - 84	260	3.45
Age 85 and over	86	1.14
2015 Est. Median Age, Male	32.9	
2015 Est. Average Age, Male	35.5	
2015 Est. Female Population by Age	8,073	
Age 0 - 4	564	6.99
Age 5 - 9	560	6.94
Age 10 - 14	540	6.69
Age 15 - 17	330	4.09
Age 18 - 20	308	3.82
Age 21 - 24	455	5.64
Age 25 - 34	1,089	13.49
Age 35 - 44	959	11.88
Age 45 - 54	1,036	12.83
Age 55 - 64	1,000	12.39
Age 65 - 74	676	8.37
Age 75 - 84	379	4.69
Age 85 and over	177	2.19

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	37.0	
2015 Est. Average Age, Female	38.4	
2015 Est. Pop Age 15+ by Marital Status	12,292	
Total, Never Married	4,123	33.54
Males, Never Married	2,146	17.46
Females, Never Married	1,977	16.08
Married, Spouse present	5,180	42.14
Married, Spouse absent	502	4.08
Widowed	741	6.03
Males Widowed	81	0.66
Females Widowed	660	5.37
Divorced	1,746	14.20
Males Divorced	712	5.79
Females Divorced	1,033	8.40
2015 Est. Pop Age 25+ by Edu. Attainment	9,909	
Less than 9th grade	411	4.15
Some High School, no diploma	820	8.28
High School Graduate (or GED)	3,735	37.69
Some College, no degree	2,707	27.32
Associate Degree	596	6.01
Bachelor's Degree	1,206	12.17
Master's Degree	326	3.29
Professional School Degree	77	0.78
Doctorate Degree	31	0.31
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	743	
No High School Diploma	319	42.93
High School Graduate	267	35.94
Some College or Associate's Degree	57	7.67
Bachelor's Degree or Higher	101	13.59

Drive Time Demographics | 10-Minute Drive Time Rantoul, Illinois

DESCRIPTION	DATA	%
Households		
2015 Estimate	6,362	
2015 Est. Households by Household Type	6,362	
Family Households	4,062	63.85
Nonfamily Households	2,300	36.15
2015 Est. Group Quarters Population	304	
2015 HHs by Ethnicity, Hispanic/Latino	441	6.93
2015 Est. Households by HH Income	6,362	
Income < \$15,000	656	10.31
Income \$15,000 - \$24,999	1,285	20.20
Income \$25,000 - \$34,999	717	11.27
Income \$35,000 - \$49,999	1,060	16.66
Income \$50,000 - \$74,999	1,173	18.44
Income \$75,000 - \$99,999	751	11.80
Income \$100,000 - \$124,999	359	5.64
Income \$125,000 - \$149,999	136	2.14
Income \$150,000 - \$199,999	113	1.78
Income \$200,000 - \$249,999	40	0.63
Income \$250,000 - \$499,999	54	0.85
Income \$500,000+	17	0.27

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$54,798	
2015 Est. Median Household Income	\$42,397	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	44,623	
Black or African American Alone	26,206	
American Indian and Alaska Native Alone	50,476	
Asian Alone	48,865	
Native Hawaiian and Other Pacific Islander Alone	14,999	
Some Other Race Alone	74,954	
Two or More Races	56,608	
Hispanic or Latino	34,078	
Not Hispanic or Latino	42,637	
2015 Est. Family HH Type by Presence of Own Child.	4,062	
Married-Couple Family, own children	949	23.36
Married-Couple Family, no own children	1,626	40.03
Male Householder, own children	222	5.47
Male Householder, no own children	134	3.30
Female Householder, own children	727	17.90
Female Householder, no own children	404	9.95
2015 Est. Households by Household Size	6,362	
1-person	1,955	30.73
2-person	2,109	33.15
3-person	983	15.45
4-person	735	11.55
5-person	354	5.56
6-person	149	2.34
7-or-more-person	77	1.21

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.41	
2015 Est. Households by Presence of People Under 18	6,362	
Households with 1 or More People under Age 18:	2,123	33.37
Married-Couple Family	1,027	48.37
Other Family, Male Householder	242	11.40
Other Family, Female Householder	823	38.77
Nonfamily, Male Householder	22	1.04
Nonfamily, Female Householder	9	0.42
Households with No People under Age 18:	4,240	66.65
Married-Couple Family	1,544	36.42
Other Family, Male Householder	115	2.71
Other Family, Female Householder	310	7.31
Nonfamily, Male Householder	1,028	24.25
Nonfamily, Female Householder	1,244	29.34
2015 Est. Households by Number of Vehicles	6,362	
No Vehicles	521	8.19
1 Vehicle	2,550	40.08
2 Vehicles	2,258	35.49
3 Vehicles	739	11.62
4 Vehicles	202	3.18
5 or more Vehicles	93	1.46
2015 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	4,062	
2015 Est. Families by Poverty Status	4,062	
2015 Families at or Above Poverty	3,270	80.50
2015 Families at or Above Poverty with Children	1,363	33.55
2015 Families Below Poverty	792	19.50
2015 Families Below Poverty with Children	748	18.41
2015 Est. Pop Age 16+ by Employment Status	12,050	
In Armed Forces	3	0.02
Civilian - Employed	7,391	61.34
Civilian - Unemployed	1,098	9.11
Not in Labor Force	3,557	29.52
2015 Est. Civ. Employed Pop 16+ by Class of Worker	7,392	
For-Profit Private Workers	5,222	70.64
Non-Profit Private Workers	501	6.78
Local Government Workers	608	8.23
State Government Workers	460	6.22
Federal Government Workers	136	1.84
Self-Employed Workers	463	6.26
Unpaid Family Workers	2	0.03

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	7,392	
Architect/Engineer	83	1.12
Arts/Entertainment/Sports	103	1.39
Building Grounds Maintenance	423	5.72
Business/Financial Operations	182	2.46
Community/Social Services	147	1.99
Computer/Mathematical	139	1.88
Construction/Extraction	305	4.13
Education/Training/Library	255	3.45
Farming/Fishing/Forestry	50	0.68
Food Prep/Serving	357	4.83
Health Practitioner/Technician	225	3.04
Healthcare Support	234	3.17
Maintenance Repair	267	3.61
Legal	72	0.97
Life/Physical/Social Science	101	1.37
Management	516	6.98
Office/Admin. Support	1,237	16.73
Production	703	9.51
Protective Services	151	2.04
Sales/Related	922	12.47
Personal Care/Service	169	2.29
Transportation/Moving	751	10.16
2015 Est. Pop 16+ by Occupation Classification	7,392	
Blue Collar	2,026	27.41
White Collar	3,980	53.84
Service and Farm	1,386	18.75

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	7,245	
Drove Alone	5,734	79.14
Car Pooled	916	12.64
Public Transportation	91	1.26
Walked	132	1.82
Bicycle	78	1.08
Other Means	58	0.80
Worked at Home	235	3.24
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,938	
15 - 29 Minutes	2,547	
30 - 44 Minutes	1,002	
45 - 59 Minutes	223	
60 or more Minutes	293	
2015 Est. Avg. Travel Time to Work in Minutes	22.27	
2015 Est. Occupied Housing Units by Tenure	6,362	
Owner Occupied	3,513	55.22
Renter Occupied	2,849	44.78
2015 Owner Occ. HUs: Avg. Length of Residence	17.6	
2015 Renter Occ. HUs: Avg. Length of Residence	7.8	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	3,513	
Value Less than \$20,000	233	6.63
Value \$20,000 - \$39,999	78	2.22
Value \$40,000 - \$59,999	289	8.23
Value \$60,000 - \$79,999	642	18.27
Value \$80,000 - \$99,999	627	17.85
Value \$100,000 - \$149,999	877	24.96
Value \$150,000 - \$199,999	380	10.82
Value \$200,000 - \$299,999	207	5.89
Value \$300,000 - \$399,999	131	3.73
Value \$400,000 - \$499,999	28	0.80
Value \$500,000 - \$749,999	11	0.31
Value \$750,000 - \$999,999	1	0.03
Value \$1,000,000 or more	9	0.26
2015 Est. Median All Owner-Occupied Housing Value	\$96,447	
2015 Est. Housing Units by Units in Structure	7,373	
1 Unit Attached	673	9.13
1 Unit Detached	3,808	51.65
2 Units	309	4.19
3 or 4 Units	620	8.41
5 to 19 Units	938	12.72
20 to 49 Units	141	1.91
50 or More Units	157	2.13
Mobile Home or Trailer	726	9.85
Boat, RV, Van, etc.	1	0.01

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	7,373	
Housing Units Built 2010 or later	59	0.80
Housing Units Built 2000 to 2009	518	7.03
Housing Units Built 1990 to 1999	438	5.94
Housing Units Built 1980 to 1989	878	11.91
Housing Units Built 1970 to 1979	1,154	15.65
Housing Units Built 1960 to 1969	1,171	15.88
Housing Units Built 1950 to 1959	1,902	25.80
Housing Units Built 1940 to 1949	544	7.38
Housing Unit Built 1939 or Earlier	709	9.62
2015 Est. Median Year Structure Built**	1965	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

**The Retail Coach -
It’s not about data. It’s about your success.**

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Acknowledgements

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2014, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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