



DRIVE TIME DEMOGRAPHICS

20-MINUTE DRIVE TIME

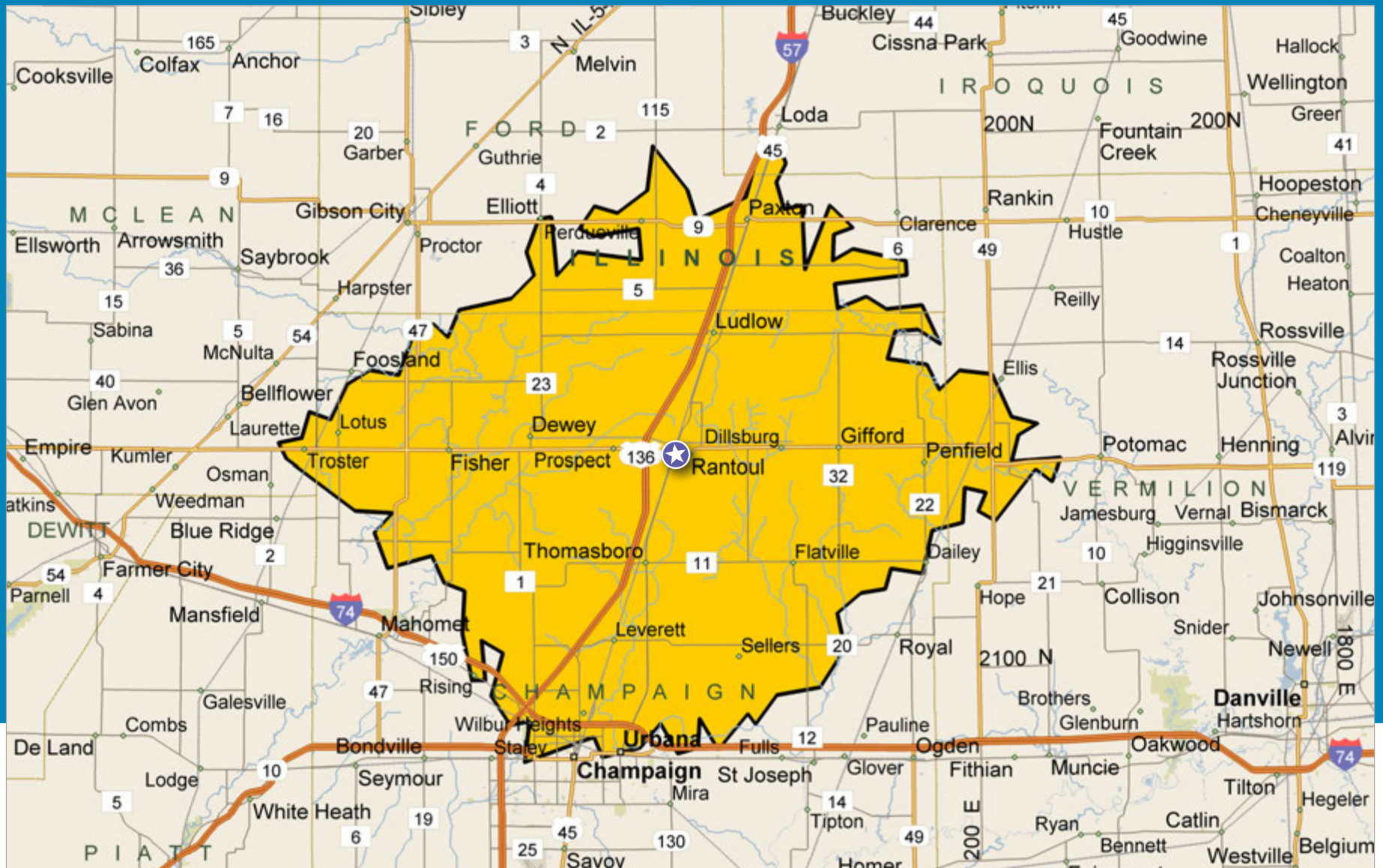
Rantoul, Illinois



Prepared for
Village of Rantoul
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 **TheRetailCoach®**

20-Minute Drive Time Rantoul, Illinois



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Drive Time Demographics | 20-Minute Drive Time Rantoul, Illinois

DESCRIPTION	DATA	%
Population		
2015 Estimate	59,054	
2015 Est. Population by Single-Classification Race	59,054	
White Alone	38,281	64.82
Black or African American Alone	12,113	20.51
Amer. Indian and Alaska Native Alone	229	0.39
Asian Alone	3,569	6.04
Native Hawaiian and Other Pac. Isl. Alone	33	0.06
Some Other Race Alone	2,729	4.62
Two or More Races	2,101	3.56
2015 Est. Population by Hispanic or Latino Origin	59,054	
Not Hispanic or Latino	53,469	90.54
Hispanic or Latino:	5,585	9.46
Mexican	4,247	76.04
Puerto Rican	400	7.16
Cuban	30	0.54
All Other Hispanic or Latino	908	16.26

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	5,585	
White Alone	2,214	39.64
Black or African American Alone	223	3.99
American Indian and Alaska Native Alone	96	1.72
Asian Alone	13	0.23
Native Hawaiian and Other Pacific Islander Alone	4	0.07
Some Other Race Alone	2,625	47.00
Two or More Races	409	7.32
2015 Est. Pop by Race, Asian Alone, by Category	3,569	
Chinese, except Taiwanese	1,241	34.77
Filipino	551	15.44
Japanese	82	2.30
Asian Indian	280	7.85
Korean	721	20.20
Vietnamese	469	13.14
Cambodian	32	0.90
Hmong	0	0.00
Laotian	46	1.29
Thai	12	0.34
All Other Asian Races Including 2+ Category	135	3.78
2015 Est. Population by Ancestry	59,054	
Arab	99	0.17
Czech	64	0.11
Danish	162	0.27
Dutch	344	0.58
English	2,460	4.17
French (except Basque)	753	1.28
French Canadian	30	0.05
German	8,211	13.90
Greek	85	0.14

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DESCRIPTION	DATA	%
Hungarian	24	0.04
Irish	3,148	5.33
Italian	921	1.56
Lithuanian	63	0.11
United States or American	9,059	15.34
Norwegian	229	0.39
Polish	651	1.10
Portuguese	16	0.03
Russian	48	0.08
Scottish	489	0.83
Scotch-Irish	200	0.34
Slovak	21	0.04
Subsaharan African	372	0.63
Swedish	503	0.85
Swiss	48	0.08
Ukrainian	30	0.05
Welsh	82	0.14
West Indian (except Hisp. groups)	30	0.05
Other ancestries	25,120	42.54
Ancestry Unclassified	5,794	9.81
2015 Est. Pop Age 5+ by Language Spoken at Home	55,065	
Speak Only English at Home	47,717	86.66
Speak Asian/Pac. Isl. Lang. at Home	2,943	5.34
Speak IndoEuropean Language at Home	866	1.57
Speak Spanish at Home	3,225	5.86
Speak Other Language at Home	315	0.57
2015 Est. Population by Sex	59,054	
Male	29,200	49.45
Female	29,854	50.55

DESCRIPTION	DATA	%
2015 Est. Population by Age	59,054	
Age 0 - 4	3,989	6.75
Age 5 - 9	3,922	6.64
Age 10 - 14	3,634	6.15
Age 15 - 17	2,440	4.13
Age 18 - 20	2,698	4.57
Age 21 - 24	4,797	8.12
Age 25 - 34	9,691	16.41
Age 35 - 44	7,230	12.24
Age 45 - 54	6,825	11.56
Age 55 - 64	6,601	11.18
Age 65 - 74	4,054	6.86
Age 75 - 84	2,178	3.69
Age 85 and over	994	1.68
Age 16 and over	46,706	79.09
Age 18 and over	45,069	76.32
Age 21 and over	42,371	71.75
Age 65 and over	7,226	12.24
2015 Est. Median Age	33.3	
2015 Est. Average Age	36.3	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	29,200	
Age 0 - 4	2,026	6.94
Age 5 - 9	1,976	6.77
Age 10 - 14	1,812	6.21
Age 15 - 17	1,305	4.47
Age 18 - 20	1,454	4.98
Age 21 - 24	2,494	8.54
Age 25 - 34	4,972	17.03
Age 35 - 44	3,587	12.28
Age 45 - 54	3,312	11.34
Age 55 - 64	3,204	10.97
Age 65 - 74	1,820	6.23
Age 75 - 84	915	3.13
Age 85 and over	324	1.11
2015 Est. Median Age, Male	32.1	
2015 Est. Average Age, Male	35.2	
2015 Est. Female Population by Age	29,854	
Age 0 - 4	1,963	6.58
Age 5 - 9	1,946	6.52
Age 10 - 14	1,822	6.10
Age 15 - 17	1,135	3.80
Age 18 - 20	1,244	4.17
Age 21 - 24	2,303	7.71
Age 25 - 34	4,720	15.81
Age 35 - 44	3,643	12.20
Age 45 - 54	3,513	11.77
Age 55 - 64	3,397	11.38
Age 65 - 74	2,235	7.49
Age 75 - 84	1,263	4.23
Age 85 and over	671	2.25

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	34.6	
2015 Est. Average Age, Female	37.5	
2015 Est. Pop Age 15+ by Marital Status	47,509	
Total, Never Married	18,933	39.85
Males, Never Married	10,111	21.28
Females, Never Married	8,822	18.57
Married, Spouse present	18,457	38.85
Married, Spouse absent	1,922	4.05
Widowed	2,422	5.10
Males Widowed	396	0.83
Females Widowed	2,026	4.26
Divorced	5,775	12.16
Males Divorced	2,444	5.14
Females Divorced	3,331	7.01
2015 Est. Pop Age 25+ by Edu. Attainment	37,573	
Less than 9th grade	1,648	4.39
Some High School, no diploma	2,932	7.80
High School Graduate (or GED)	12,006	31.95
Some College, no degree	8,854	23.56
Associate Degree	2,749	7.32
Bachelor's Degree	6,007	15.99
Master's Degree	2,362	6.29
Professional School Degree	368	0.98
Doctorate Degree	647	1.72
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	2,710	
No High School Diploma	1,123	41.44
High School Graduate	845	31.18
Some College or Associate's Degree	203	7.49
Bachelor's Degree or Higher	540	19.93

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DESCRIPTION	DATA	%
Households		
2015 Estimate	25,434	
2015 Est. Households by Household Type	25,434	
Family Households	14,135	55.58
Nonfamily Households	11,299	44.42
2015 Est. Group Quarters Population	909	
2015 HHs by Ethnicity, Hispanic/Latino	1,594	6.27
2015 Est. Households by HH Income	25,434	
Income < \$15,000	3,794	14.92
Income \$15,000 - \$24,999	3,895	15.31
Income \$25,000 - \$34,999	3,180	12.50
Income \$35,000 - \$49,999	4,163	16.37
Income \$50,000 - \$74,999	4,315	16.97
Income \$75,000 - \$99,999	2,823	11.10
Income \$100,000 - \$124,999	1,595	6.27
Income \$125,000 - \$149,999	747	2.94
Income \$150,000 - \$199,999	492	1.93
Income \$200,000 - \$249,999	176	0.69
Income \$250,000 - \$499,999	193	0.76
Income \$500,000+	61	0.24

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$54,643	
2015 Est. Median Household Income	\$41,658	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	46,830	
Black or African American Alone	27,876	
American Indian and Alaska Native Alone	34,165	
Asian Alone	40,001	
Native Hawaiian and Other Pacific Islander Alone	14,999	
Some Other Race Alone	38,035	
Two or More Races	34,636	
Hispanic or Latino	37,087	
Not Hispanic or Latino	41,911	
2015 Est. Family HH Type by Presence of Own Child.	14,135	
Married-Couple Family, own children	3,501	24.77
Married-Couple Family, no own children	5,759	40.74
Male Householder, own children	641	4.53
Male Householder, no own children	562	3.98
Female Householder, own children	2,342	16.57
Female Householder, no own children	1,330	9.41
2015 Est. Households by Household Size	25,434	
1-person	9,037	35.53
2-person	8,014	31.51
3-person	3,653	14.36
4-person	2,747	10.80
5-person	1,226	4.82
6-person	488	1.92
7-or-more-person	269	1.06

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.29	
2015 Est. Households by Presence of People Under 18	25,434	
Households with 1 or More People under Age 18:	7,263	28.56
Married-Couple Family	3,751	51.65
Other Family, Male Householder	726	10.00
Other Family, Female Householder	2,671	36.78
Nonfamily, Male Householder	88	1.21
Nonfamily, Female Householder	27	0.37
Households with No People under Age 18:	18,171	71.44
Married-Couple Family	5,508	30.31
Other Family, Male Householder	472	2.60
Other Family, Female Householder	1,001	5.51
Nonfamily, Male Householder	5,687	31.30
Nonfamily, Female Householder	5,503	30.28
2015 Est. Households by Number of Vehicles	25,434	
No Vehicles	2,532	9.96
1 Vehicle	10,716	42.13
2 Vehicles	8,348	32.82
3 Vehicles	2,723	10.71
4 Vehicles	831	3.27
5 or more Vehicles	284	1.12
2015 Est. Average Number of Vehicles	1.6	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	14,135	
2015 Est. Families by Poverty Status	14,135	
2015 Families at or Above Poverty	11,822	83.64
2015 Families at or Above Poverty with Children	4,835	34.21
2015 Families Below Poverty	2,313	16.36
2015 Families Below Poverty with Children	2,038	14.42
2015 Est. Pop Age 16+ by Employment Status	46,706	
In Armed Forces	14	0.03
Civilian - Employed	29,114	62.33
Civilian - Unemployed	3,049	6.53
Not in Labor Force	14,529	31.11
2015 Est. Civ. Employed Pop 16+ by Class of Worker	29,131	
For-Profit Private Workers	18,699	64.19
Non-Profit Private Workers	2,390	8.20
Local Government Workers	2,104	7.22
State Government Workers	3,530	12.12
Federal Government Workers	419	1.44
Self-Employed Workers	1,980	6.80
Unpaid Family Workers	8	0.03

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	29,131	
Architect/Engineer	442	1.52
Arts/Entertainment/Sports	377	1.29
Building Grounds Maintenance	1,769	6.07
Business/Financial Operations	809	2.78
Community/Social Services	454	1.56
Computer/Mathematical	518	1.78
Construction/Extraction	1,198	4.11
Education/Training/Library	2,622	9.00
Farming/Fishing/Forestry	186	0.64
Food Prep/Serving	2,246	7.71
Health Practitioner/Technician	1,194	4.10
Healthcare Support	881	3.02
Maintenance Repair	879	3.02
Legal	151	0.52
Life/Physical/Social Science	513	1.76
Management	2,071	7.11
Office/Admin. Support	3,711	12.74
Production	2,042	7.01
Protective Services	414	1.42
Sales/Related	3,295	11.31
Personal Care/Service	1,032	3.54
Transportation/Moving	2,327	7.99
2015 Est. Pop 16+ by Occupation Classification	29,131	
Blue Collar	6,446	22.13
White Collar	16,157	55.46
Service and Farm	6,528	22.41

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	28,668	
Drove Alone	21,475	74.91
Car Pooled	2,980	10.39
Public Transportation	1,888	6.59
Walked	749	2.61
Bicycle	403	1.41
Other Means	117	0.41
Worked at Home	1,055	3.68
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	11,942	
15 - 29 Minutes	10,778	
30 - 44 Minutes	3,163	
45 - 59 Minutes	924	
60 or more Minutes	789	
2015 Est. Avg. Travel Time to Work in Minutes	20.62	
2015 Est. Occupied Housing Units by Tenure	25,434	
Owner Occupied	13,150	51.70
Renter Occupied	12,285	48.30
2015 Owner Occ. HUs: Avg. Length of Residence	17.4	
2015 Renter Occ. HUs: Avg. Length of Residence	7.0	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	13,150	
Value Less than \$20,000	928	7.06
Value \$20,000 - \$39,999	449	3.41
Value \$40,000 - \$59,999	837	6.37
Value \$60,000 - \$79,999	1,595	12.13
Value \$80,000 - \$99,999	2,081	15.83
Value \$100,000 - \$149,999	3,600	27.38
Value \$150,000 - \$199,999	1,965	14.94
Value \$200,000 - \$299,999	1,147	8.72
Value \$300,000 - \$399,999	366	2.78
Value \$400,000 - \$499,999	96	0.73
Value \$500,000 - \$749,999	45	0.34
Value \$750,000 - \$999,999	8	0.06
Value \$1,000,000 or more	32	0.24
2015 Est. Median All Owner-Occupied Housing Value	\$109,504	
2015 Est. Housing Units by Units in Structure	28,786	
1 Unit Attached	1,499	5.21
1 Unit Detached	15,002	52.12
2 Units	749	2.60
3 or 4 Units	1,405	4.88
5 to 19 Units	5,385	18.71
20 to 49 Units	1,401	4.87
50 or More Units	977	3.39
Mobile Home or Trailer	2,349	8.16
Boat, RV, Van, etc.	19	0.07

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	28,786	
Housing Units Built 2010 or later	1,296	4.50
Housing Units Built 2000 to 2009	4,788	16.63
Housing Units Built 1990 to 1999	2,916	10.13
Housing Units Built 1980 to 1989	3,139	10.90
Housing Units Built 1970 to 1979	3,715	12.91
Housing Units Built 1960 to 1969	3,493	12.13
Housing Units Built 1950 to 1959	4,080	14.17
Housing Units Built 1940 to 1949	1,639	5.69
Housing Unit Built 1939 or Earlier	3,721	12.93
2015 Est. Median Year Structure Built**	1974	



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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