



DRIVE TIME DEMOGRAPHICS

5-MINUTE DRIVE TIME

Rantoul, Illinois

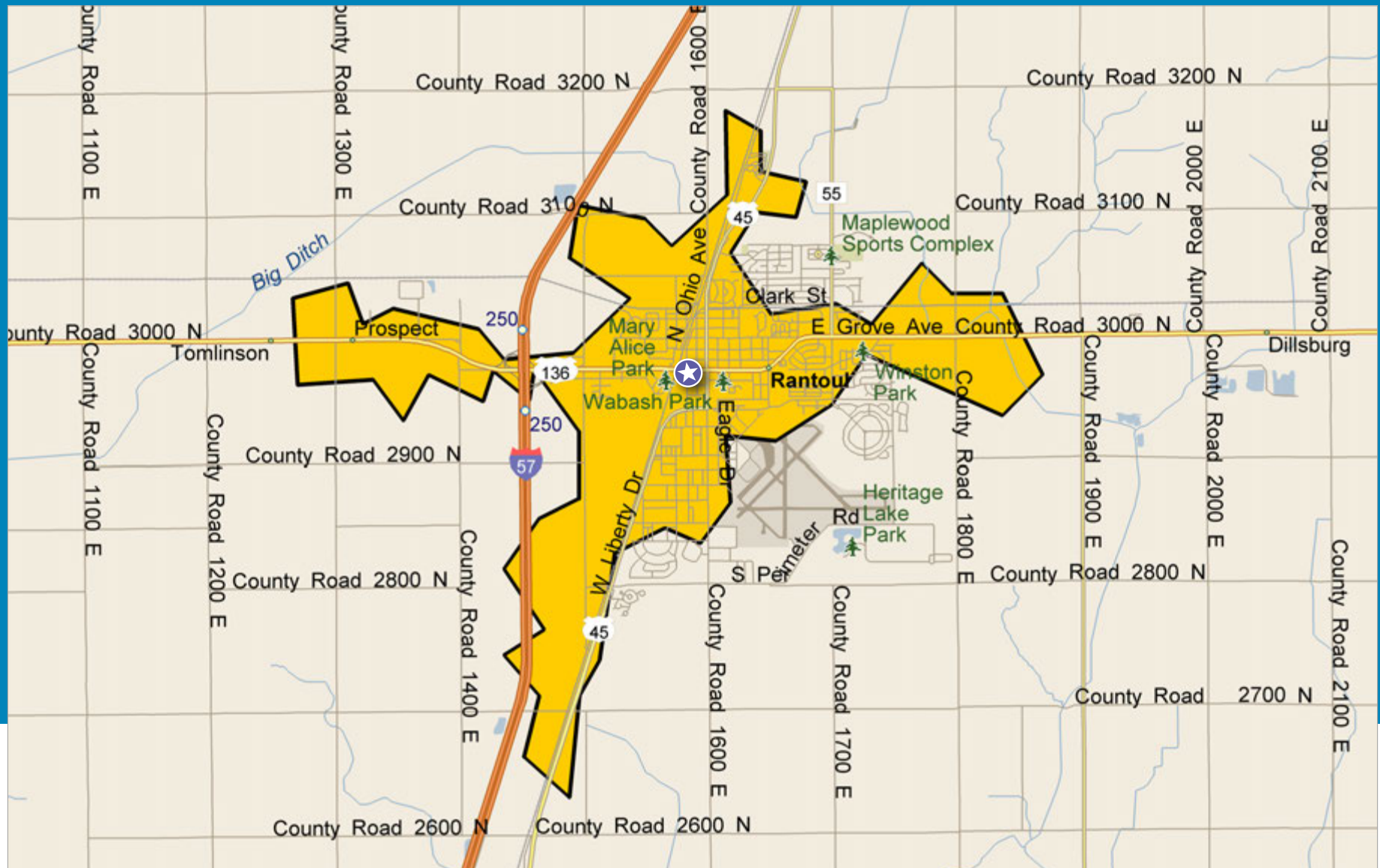


Prepared for
Village of Rantoul
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 **TheRetailCoach®**

5-Minute Drive Time

Rantoul, Illinois



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Drive Time Demographics | 5-Minute Drive Time Rantoul, Illinois

DESCRIPTION	DATA	%
Population		
2015 Estimate	6,757	
2015 Est. Population by Single-Classification Race	6,757	
White Alone	4,461	66.02
Black or African American Alone	1,336	19.77
Amer. Indian and Alaska Native Alone	53	0.78
Asian Alone	130	1.92
Native Hawaiian and Other Pac. Isl. Alone	2	0.03
Some Other Race Alone	438	6.48
Two or More Races	338	5.00
2015 Est. Population by Hispanic or Latino Origin	6,757	
Not Hispanic or Latino	5,692	84.24
Hispanic or Latino:	1,065	15.76
Mexican	801	75.21
Puerto Rican	118	11.08
Cuban	3	0.28
All Other Hispanic or Latino	143	13.43

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	1,065	
White Alone	480	45.07
Black or African American Alone	44	4.13
American Indian and Alaska Native Alone	37	3.47
Asian Alone	1	0.09
Native Hawaiian and Other Pacific Islander Alone	1	0.09
Some Other Race Alone	434	40.75
Two or More Races	68	6.38
2015 Est. Pop by Race, Asian Alone, by Category	130	
Chinese, except Taiwanese	11	8.46
Filipino	50	38.46
Japanese	11	8.46
Asian Indian	1	0.77
Korean	23	17.69
Vietnamese	11	8.46
Cambodian	0	0.00
Hmong	0	0.00
Laotian	10	7.69
Thai	0	0.00
All Other Asian Races Including 2+ Category	14	10.77
2015 Est. Population by Ancestry	6,757	
Arab	5	0.07
Czech	0	0.00
Danish	2	0.03
Dutch	83	1.23
English	308	4.56
French (except Basque)	60	0.89
French Canadian	0	0.00
German	923	13.66
Greek	0	0.00

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DESCRIPTION	DATA	%
Hungarian	0	0.00
Irish	392	5.80
Italian	128	1.89
Lithuanian	17	0.25
United States or American	1,050	15.54
Norwegian	27	0.40
Polish	67	0.99
Portuguese	8	0.12
Russian	0	0.00
Scottish	49	0.73
Scotch-Irish	4	0.06
Slovak	0	0.00
Subsaharan African	0	0.00
Swedish	39	0.58
Swiss	3	0.04
Ukrainian	0	0.00
Welsh	11	0.16
West Indian (except Hisp. groups)	5	0.07
Other ancestries	2,831	41.90
Ancestry Unclassified	745	11.03
2015 Est. Pop Age 5+ by Language Spoken at Home	6,274	
Speak Only English at Home	5,652	90.09
Speak Asian/Pac. Isl. Lang. at Home	77	1.23
Speak IndoEuropean Language at Home	27	0.43
Speak Spanish at Home	516	8.22
Speak Other Language at Home	2	0.03
2015 Est. Population by Sex	6,757	
Male	3,305	48.91
Female	3,452	51.09

DESCRIPTION	DATA	%
2015 Est. Population by Age	6,757	
Age 0 - 4	483	7.15
Age 5 - 9	470	6.96
Age 10 - 14	462	6.84
Age 15 - 17	340	5.03
Age 18 - 20	320	4.74
Age 21 - 24	402	5.95
Age 25 - 34	865	12.80
Age 35 - 44	805	11.91
Age 45 - 54	841	12.45
Age 55 - 64	820	12.14
Age 65 - 74	520	7.70
Age 75 - 84	295	4.37
Age 85 and over	133	1.97
Age 16 and over	5,231	77.42
Age 18 and over	5,002	74.03
Age 21 and over	4,682	69.29
Age 65 and over	948	14.03
2015 Est. Median Age	35.4	
2015 Est. Average Age	37.4	

Drive Time Demographics | 5-Minute Drive Time Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	3,305	
Age 0 - 4	244	7.38
Age 5 - 9	233	7.05
Age 10 - 14	221	6.69
Age 15 - 17	199	6.02
Age 18 - 20	193	5.84
Age 21 - 24	218	6.60
Age 25 - 34	419	12.68
Age 35 - 44	381	11.53
Age 45 - 54	408	12.34
Age 55 - 64	400	12.10
Age 65 - 74	230	6.96
Age 75 - 84	119	3.60
Age 85 and over	39	1.18
2015 Est. Median Age, Male	33.2	
2015 Est. Average Age, Male	35.8	
2015 Est. Female Population by Age	3,452	
Age 0 - 4	239	6.92
Age 5 - 9	237	6.87
Age 10 - 14	241	6.98
Age 15 - 17	141	4.08
Age 18 - 20	127	3.68
Age 21 - 24	184	5.33
Age 25 - 34	446	12.92
Age 35 - 44	425	12.31
Age 45 - 54	433	12.54
Age 55 - 64	420	12.17
Age 65 - 74	290	8.40
Age 75 - 84	176	5.10
Age 85 and over	93	2.69

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	37.6	
2015 Est. Average Age, Female	38.9	
2015 Est. Pop Age 15+ by Marital Status	5,342	
Total, Never Married	1,834	34.33
Males, Never Married	990	18.53
Females, Never Married	845	15.82
Married, Spouse present	2,230	41.74
Married, Spouse absent	216	4.04
Widowed	358	6.70
Males Widowed	39	0.73
Females Widowed	319	5.97
Divorced	703	13.16
Males Divorced	294	5.50
Females Divorced	409	7.66
2015 Est. Pop Age 25+ by Edu. Attainment	4,280	
Less than 9th grade	179	4.18
Some High School, no diploma	390	9.11
High School Graduate (or GED)	1,569	36.66
Some College, no degree	1,179	27.55
Associate Degree	200	4.67
Bachelor's Degree	559	13.06
Master's Degree	145	3.39
Professional School Degree	49	1.14
Doctorate Degree	9	0.21
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	487	
No High School Diploma	232	47.64
High School Graduate	149	30.60
Some College or Associate's Degree	28	5.75
Bachelor's Degree or Higher	79	16.22

Drive Time Demographics | 5-Minute Drive Time Rantoul, Illinois

DESCRIPTION	DATA	%
Households		
2015 Estimate	2,729	
2015 Est. Households by Household Type	2,729	
Family Households	1,729	63.36
Nonfamily Households	1,001	36.68
2015 Est. Group Quarters Population	158	
2015 HHs by Ethnicity, Hispanic/Latino	292	10.70
2015 Est. Households by HH Income	2,729	
Income < \$15,000	299	10.96
Income \$15,000 - \$24,999	615	22.54
Income \$25,000 - \$34,999	291	10.66
Income \$35,000 - \$49,999	441	16.16
Income \$50,000 - \$74,999	467	17.11
Income \$75,000 - \$99,999	295	10.81
Income \$100,000 - \$124,999	168	6.16
Income \$125,000 - \$149,999	54	1.98
Income \$150,000 - \$199,999	47	1.72
Income \$200,000 - \$249,999	18	0.66
Income \$250,000 - \$499,999	27	0.99
Income \$500,000+	8	0.29

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$53,926	
2015 Est. Median Household Income	\$40,448	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	42,305	
Black or African American Alone	24,322	
American Indian and Alaska Native Alone	33,768	
Asian Alone	60,024	
Native Hawaiian and Other Pacific Islander Alone	19,560	
Some Other Race Alone	81,515	
Two or More Races	55,029	
Hispanic or Latino	34,523	
Not Hispanic or Latino	40,758	
2015 Est. Family HH Type by Presence of Own Child.	1,729	
Married-Couple Family, own children	397	22.96
Married-Couple Family, no own children	701	40.54
Male Householder, own children	105	6.07
Male Householder, no own children	57	3.30
Female Householder, own children	304	17.58
Female Householder, no own children	165	9.54
2015 Est. Households by Household Size	2,729	
1-person	875	32.06
2-person	873	31.99
3-person	391	14.33
4-person	317	11.62
5-person	162	5.94
6-person	74	2.71
7-or-more-person	37	1.36

Drive Time Demographics | 5-Minute Drive Time Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.42	
2015 Est. Households by Presence of People Under 18	2,729	
Households with 1 or More People under Age 18:	899	32.94
Married-Couple Family	438	48.72
Other Family, Male Householder	114	12.68
Other Family, Female Householder	337	37.49
Nonfamily, Male Householder	7	0.78
Nonfamily, Female Householder	2	0.22
Households with No People under Age 18:	1,831	67.09
Married-Couple Family	657	35.88
Other Family, Male Householder	47	2.57
Other Family, Female Householder	133	7.26
Nonfamily, Male Householder	451	24.63
Nonfamily, Female Householder	542	29.60
2015 Est. Households by Number of Vehicles	2,729	
No Vehicles	285	10.44
1 Vehicle	1,054	38.62
2 Vehicles	965	35.36
3 Vehicles	312	11.43
4 Vehicles	88	3.22
5 or more Vehicles	26	0.95
2015 Est. Average Number of Vehicles	1.6	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	1,729	
2015 Est. Families by Poverty Status	1,729	
2015 Families at or Above Poverty	1,357	78.48
2015 Families at or Above Poverty with Children	548	31.69
2015 Families Below Poverty	372	21.52
2015 Families Below Poverty with Children	347	20.07
2015 Est. Pop Age 16+ by Employment Status	5,231	
In Armed Forces	1	0.02
Civilian - Employed	3,261	62.34
Civilian - Unemployed	437	8.35
Not in Labor Force	1,533	29.31
2015 Est. Civ. Employed Pop 16+ by Class of Worker	3,260	
For-Profit Private Workers	2,270	69.63
Non-Profit Private Workers	186	5.71
Local Government Workers	347	10.64
State Government Workers	222	6.81
Federal Government Workers	72	2.21
Self-Employed Workers	163	5.00
Unpaid Family Workers	0	0.00

Drive Time Demographics | 5-Minute Drive Time Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	3,260	
Architect/Engineer	55	1.69
Arts/Entertainment/Sports	65	1.99
Building Grounds Maintenance	182	5.58
Business/Financial Operations	89	2.73
Community/Social Services	68	2.09
Computer/Mathematical	56	1.72
Construction/Extraction	137	4.20
Education/Training/Library	121	3.71
Farming/Fishing/Forestry	24	0.74
Food Prep/Serving	175	5.37
Health Practitioner/Technician	95	2.91
Healthcare Support	95	2.91
Maintenance Repair	83	2.55
Legal	53	1.63
Life/Physical/Social Science	42	1.29
Management	235	7.21
Office/Admin. Support	522	16.01
Production	295	9.05
Protective Services	58	1.78
Sales/Related	426	13.07
Personal Care/Service	61	1.87
Transportation/Moving	322	9.88
2015 Est. Pop 16+ by Occupation Classification	3,260	
Blue Collar	837	25.67
White Collar	1,828	56.07
Service and Farm	595	18.25

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	3,201	
Drove Alone	2,555	79.82
Car Pooled	387	12.09
Public Transportation	31	0.97
Walked	80	2.50
Bicycle	51	1.59
Other Means	16	0.50
Worked at Home	80	2.50
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,445	
15 - 29 Minutes	1,076	
30 - 44 Minutes	418	
45 - 59 Minutes	69	
60 or more Minutes	135	
2015 Est. Avg. Travel Time to Work in Minutes	21.36	
2015 Est. Occupied Housing Units by Tenure	2,729	
Owner Occupied	1,615	59.18
Renter Occupied	1,115	40.86
2015 Owner Occ. HUs: Avg. Length of Residence	17.7	
2015 Renter Occ. HUs: Avg. Length of Residence	7.9	

Drive Time Demographics | 5-Minute Drive Time Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	1,615	
Value Less than \$20,000	92	5.70
Value \$20,000 - \$39,999	38	2.35
Value \$40,000 - \$59,999	137	8.48
Value \$60,000 - \$79,999	357	22.11
Value \$80,000 - \$99,999	299	18.51
Value \$100,000 - \$149,999	368	22.79
Value \$150,000 - \$199,999	156	9.66
Value \$200,000 - \$299,999	94	5.82
Value \$300,000 - \$399,999	63	3.90
Value \$400,000 - \$499,999	9	0.56
Value \$500,000 - \$749,999	0	0.00
Value \$750,000 - \$999,999	0	0.00
Value \$1,000,000 or more	1	0.06
2015 Est. Median All Owner-Occupied Housing Value	\$92,298	
2015 Est. Housing Units by Units in Structure	3,097	
1 Unit Attached	124	4.00
1 Unit Detached	1,978	63.87
2 Units	205	6.62
3 or 4 Units	199	6.43
5 to 19 Units	286	9.23
20 to 49 Units	58	1.87
50 or More Units	73	2.36
Mobile Home or Trailer	173	5.59
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	3,097	
Housing Units Built 2010 or later	22	0.71
Housing Units Built 2000 to 2009	232	7.49
Housing Units Built 1990 to 1999	169	5.46
Housing Units Built 1980 to 1989	337	10.88
Housing Units Built 1970 to 1979	382	12.33
Housing Units Built 1960 to 1969	465	15.01
Housing Units Built 1950 to 1959	907	29.29
Housing Units Built 1940 to 1949	291	9.40
Housing Unit Built 1939 or Earlier	291	9.40
2015 Est. Median Year Structure Built**	1961	



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

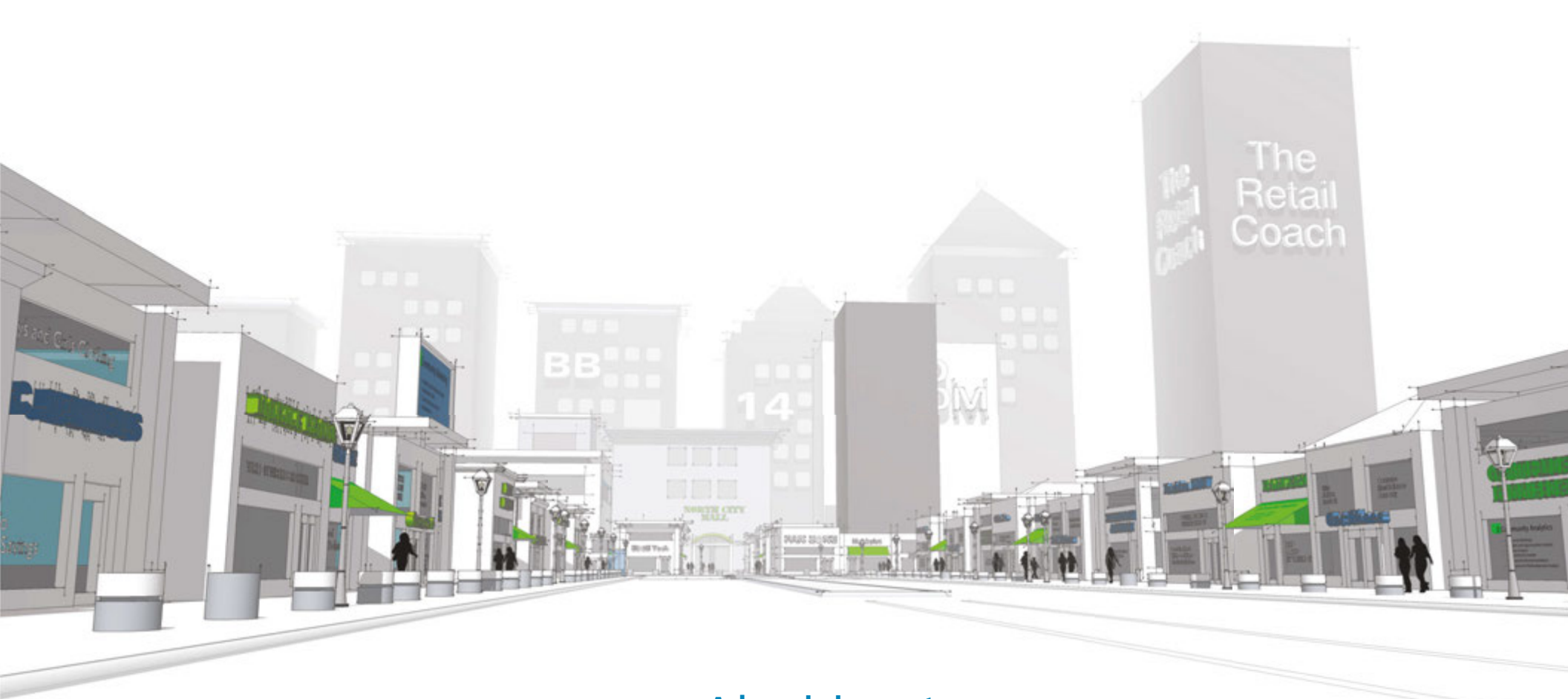
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

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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