



# COMMUNITY DEMOGRAPHIC PROFILE

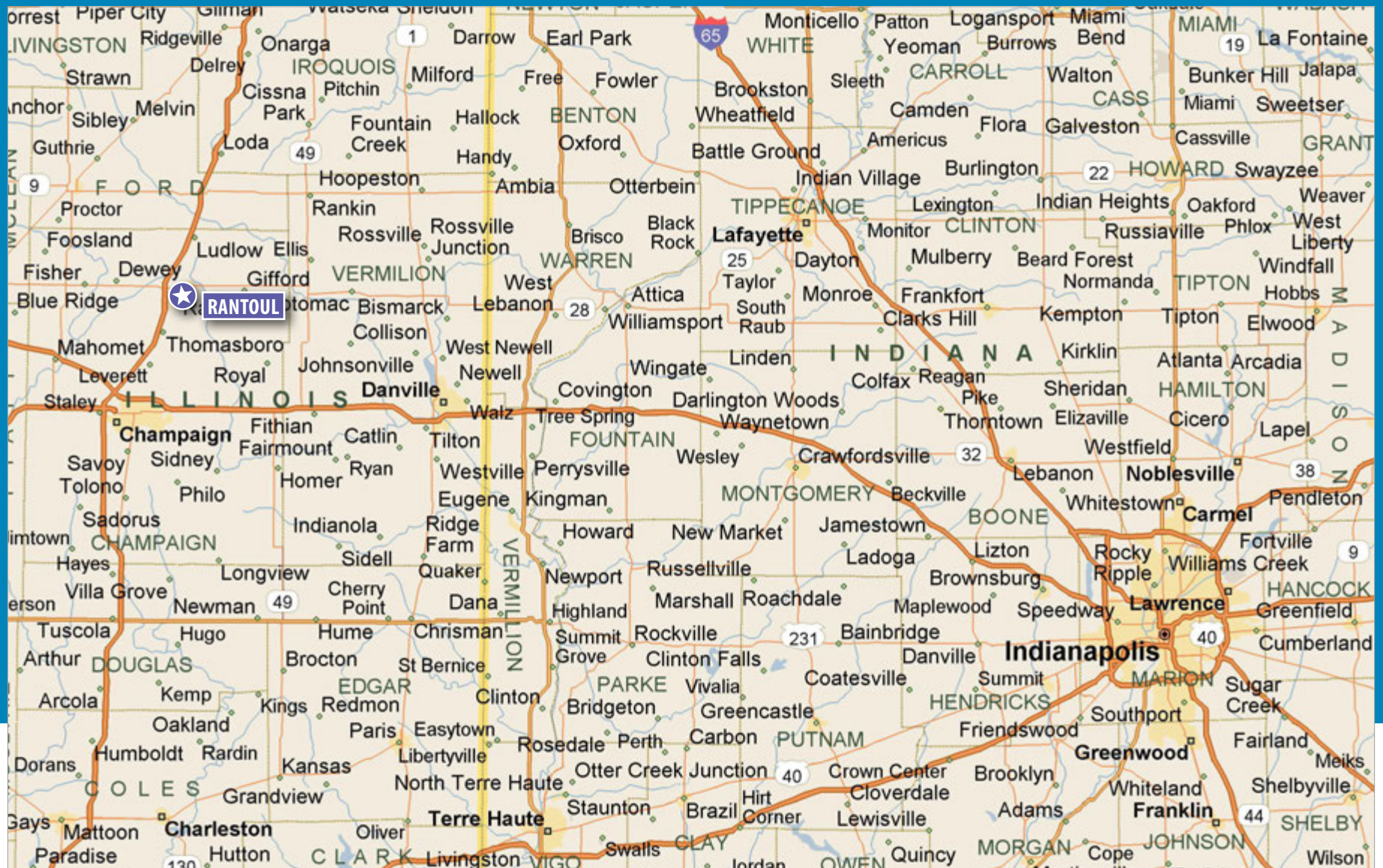
Rantoul, Illinois

Prepared for  
Village of Rantoul  
August 2016



## Location

### Rantoul, Illinois



### Contact Information

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## Community | Demographics

### Rantoul, Illinois

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	12,872	
2010 Total Population	12,941	
2016 Total Population	12,979	
2016 Group Quarters	299	
2021 Total Population	13,204	
2016-2021 Annual Rate		0.34%
Household Summary		
2000 Households	5,336	
2000 Average Household Size	2.41	
2010 Households	5,172	
2010 Average Household Size	2.44	
2016 Households	5,158	
2016 Average Household Size	2.46	
2021 Households	5,237	
2021 Average Household Size	2.46	
2016-2021 Annual Rate		0.30%
2010 Families		
2010 Average Family Size	3.260	
2016 Families	3.226	
2016 Average Family Size	3.05	
2021 Families	3.262	
2021 Average Family Size	3.06	
2016-2021 Annual Rate		0.22%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	6,167	
Owner Occupied Housing Units		44.00%
Renter Occupied Housing Units		42.60%
Vacant Housing Units		13.50%
2010 Housing Units	5,984	
Owner Occupied Housing Units		44.00%
Renter Occupied Housing Units		42.40%
Vacant Housing Units		13.60%
2016 Housing Units	6,097	
Owner Occupied Housing Units		40.70%
Renter Occupied Housing Units		43.90%
Vacant Housing Units		15.40%
2021 Housing Units	6,228	
Owner Occupied Housing Units		40.00%
Renter Occupied Housing Units		44.10%
Vacant Housing Units		15.90%
Median Household Income		
2016	\$36,484	
2021	\$33,393	
Median Home Value		
2016	\$82,215	
2021	\$86,334	
Per Capita Income		
2016	\$20,315	
2021	\$20,507	
Median Age		
2010	32.5	
2016	33.2	
2021	33.9	

## Community | Demographics

### Rantoul, Illinois

DESCRIPTION	DATA	%
2016 Households by Income		
Household Income Base	5,158	
<\$15,000		16.40%
\$15,000 - \$24,999		17.50%
\$25,000 - \$34,999		13.90%
\$35,000 - \$49,999		16.40%
\$50,000 - \$74,999		16.60%
\$75,000 - \$99,999		10.90%
\$100,000 - \$149,999		5.70%
\$150,000 - \$199,999		1.60%
\$200,000+		1.10%
Average Household Income	\$49,006	
2021 Households by Income		
Household Income Base	5,238	
<\$15,000		17.90%
\$15,000 - \$24,999		14.70%
\$25,000 - \$34,999		19.80%
\$35,000 - \$49,999		15.70%
\$50,000 - \$74,999		12.40%
\$75,000 - \$99,999		10.50%
\$100,000 - \$149,999		5.80%
\$150,000 - \$199,999		2.00%
\$200,000+		1.20%
Average Household Income	\$49,615	

DESCRIPTION	DATA	%
2016 Owner Occupied Housing Units by Value		
Total	2,481	
<\$50,000		21.60%
\$50,000 - \$99,999		44.10%
\$100,000 - \$149,999		19.10%
\$150,000 - \$199,999		10.50%
\$200,000 - \$249,999		1.20%
\$250,000 - \$299,999		1.00%
\$300,000 - \$399,999		2.40%
\$400,000 - \$499,999		0.00%
\$500,000 - \$749,999		0.00%
\$750,000 - \$999,999		0.00%
\$1,000,000 +		0.00%
Average Home Value	\$94,770	
2021 Owner Occupied Housing Units by Value		
Total	2,491	
<\$50,000		20.90%
\$50,000 - \$99,999		40.00%
\$100,000 - \$149,999		17.30%
\$150,000 - \$199,999		12.80%
\$200,000 - \$249,999		2.20%
\$250,000 - \$299,999		2.40%
\$300,000 - \$399,999		4.40%
\$400,000 - \$499,999		0.00%
\$500,000 - \$749,999		0.00%
\$750,000 - \$999,999		0.00%
\$1,000,000 +		0.00%
Average Home Value	\$106,112	

## Community | Demographics

### Rantoul, Illinois

DESCRIPTION	DATA	%
2010 Population by Age		
Total	12,941	
0 - 4		8.30%
5 - 9		7.40%
10 - 14		6.90%
15 - 24		16.80%
25 - 34		13.80%
35 - 44		11.70%
45 - 54		13.60%
55 - 64		10.00%
65 - 74		5.80%
75 - 84		4.00%
85 +		1.60%
18 +		71.30%
2016 Population by Age		
Total	12,977	
0 - 4		7.90%
5 - 9		7.20%
10 - 14		7.10%
15 - 24		15.90%
25 - 34		14.40%
35 - 44		11.90%
45 - 54		11.40%
55 - 64		11.50%
65 - 74		7.00%
75 - 84		3.90%
85 +		1.90%
18 +		72.40%

DESCRIPTION	DATA	%
2021 Population by Age		
Total	13,204	
0 - 4		7.80%
5 - 9		7.20%
10 - 14		7.10%
15 - 24		14.90%
25 - 34		14.60%
35 - 44		12.40%
45 - 54		10.30%
55 - 64		11.50%
65 - 74		8.40%
75 - 84		4.10%
85 +		1.90%
18 +		72.40%
2010 Population by Sex		
Males	6,175	
Females	6,766	
2016 Population by Sex		
Males	6,212	
Females	6,765	
2021 Population by Sex		
Males	6,330	
Females	6,874	

## Community | Demographics

### Rantoul, Illinois

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	12,941	
White Alone		66.40%
Black Alone		22.70%
American Indian Alone		0.60%
Asian Alone		1.70%
Pacific Islander Alone		0.10%
Some Other Race Alone		3.90%
Two or More Races		4.70%
Hispanic Origin		9.70%
Diversity Index	59.3	
2016 Population by Race/Ethnicity		
Total	12,980	
White Alone		63.60%
Black Alone		23.90%
American Indian Alone		0.50%
Asian Alone		2.00%
Pacific Islander Alone		0.10%
Some Other Race Alone		4.40%
Two or More Races		5.50%
Hispanic Origin		11.00%
Diversity Index	62.9	

DESCRIPTION	DATA	%
2021 Population by Race/Ethnicity		
Total	13,204	
White Alone		60.90%
Black Alone		24.90%
American Indian Alone		0.50%
Asian Alone		2.30%
Pacific Islander Alone		0.10%
Some Other Race Alone		5.10%
Two or More Races		6.20%
Hispanic Origin		12.50%
Diversity Index	66.1	
2010 Population by Relationship and Household Type		
Total	12,941	
In Households		97.70%
In Family Households		79.80%
Householder		25.20%
Spouse		14.90%
Child		32.90%
Other relative		3.20%
Nonrelative		3.60%
In Nonfamily Households		17.90%
In Group Quarters		2.30%
Institutionalized Population		0.00%
Noninstitutionalized Population		2.30%

## Community | Demographics

### Rantoul, Illinois

DESCRIPTION	DATA	%
2016 Population 25+ by Educational Attainment		
Total	8,046	
Less than 9th Grade		5.10%
9th - 12th Grade, No Diploma		8.60%
High School Graduate		28.50%
GED/Alternative Credential		8.10%
Some College, No Degree		27.80%
Associate Degree		6.20%
Bachelor's Degree		11.30%
Graduate/Professional Degree		4.50%
2016 Population 15+ by Marital Status		
Total	10,104	
Never Married		40.40%
Married		39.10%
Widowed		6.90%
Divorced		13.60%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed		89.90%
Civilian Unemployed		10.10%
2016 Employed Population 16+ by Industry		
Total	5,844	
Agriculture/Mining		0.20%
Construction		3.00%
Manufacturing		17.60%
Wholesale Trade		5.00%
Retail Trade		14.20%
Transportation/Utilities		4.50%
Information		2.80%
Finance/Insurance/Real Estate		3.40%
Services		46.50%
Public Administration		2.70%

DESCRIPTION	DATA	%
2016 Employed Population 16+ by Occupation		
Total	5,845	
White Collar		49.10%
Management/Business/Financial		7.70%
Professional		14.70%
Sales		10.50%
Administrative Support		16.20%
Services		20.20%
Blue Collar		30.70%
Farming/Forestry/Fishing		0.00%
Construction/Extraction		2.50%
Installation/Maintenance/Repair		5.00%
Production		12.40%
Transportation/Material Moving		10.70%
2010 Population By Urban/ Rural Status		
Total Population	12,941	
Population Inside Urbanized Area		0.00%
Population Inside Urbanized Cluster		100.00%
Rural Population		0.00%

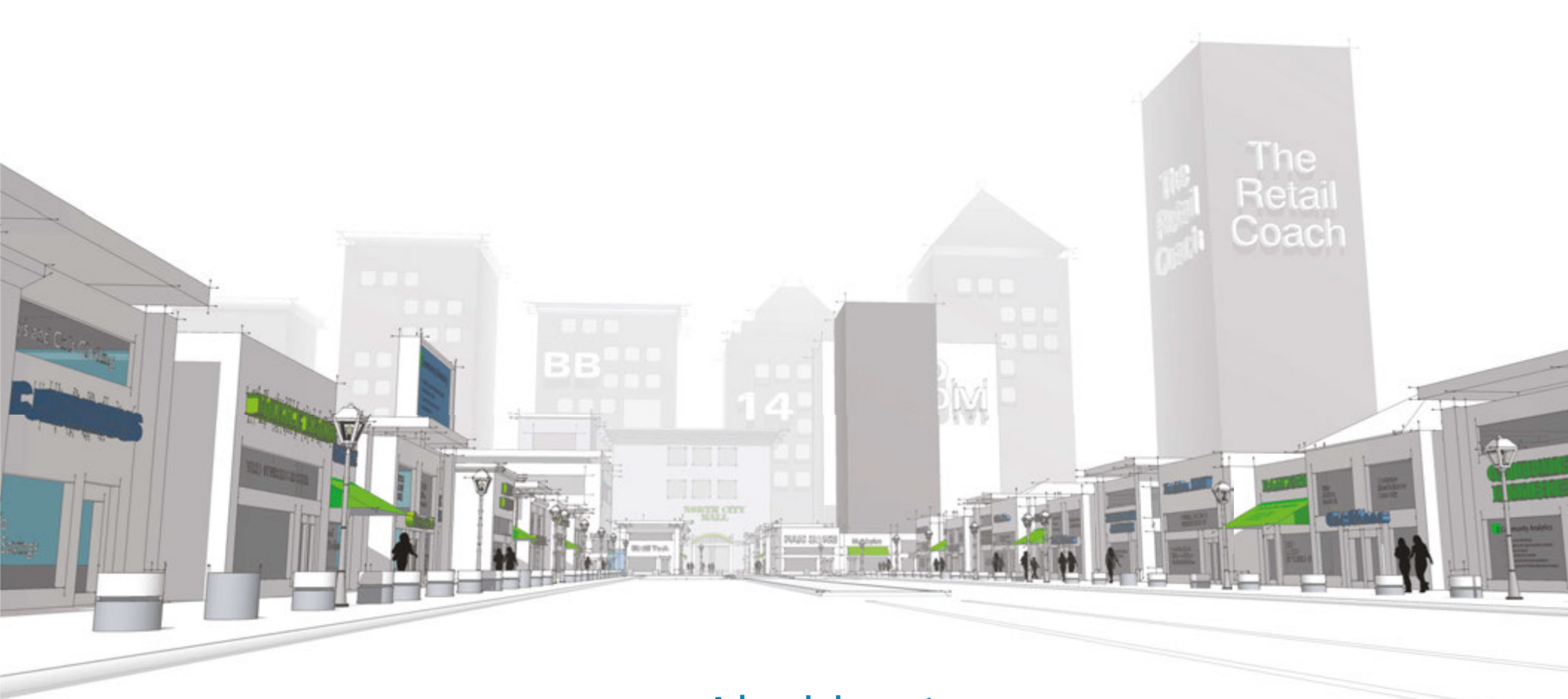
## Community | Demographics

### Rantoul, Illinois

DESCRIPTION	DATA	%
2010 Households by Type		
Total	5,172	
Households with 1 Person		30.70%
Households with 2+ People		69.30%
Family Households		63.00%
Husband-wife Families		37.30%
With Related Children		15.60%
Other Family (No Spouse Present)		25.70%
Other Family with Male Householder		6.10%
With Related Children		4.10%
Other Family with Female Householder		19.60%
With Related Children		14.60%
Nonfamily Households		6.30%
All Households with Children		34.90%
Multigenerational Households		3.80%
Unmarried Partner Households		10.50%
Male-female		9.70%
Same-sex		0.80%
2010 Households by Size		
Total	5,172	
1 Person Household		30.70%
2 Person Household		32.00%
3 Person Household		15.60%
4 Person Household		11.90%
5 Person Household		5.90%
6 Person Household		2.60%
7 + Person Household		1.40%

DESCRIPTION	DATA	%
2010 Households by Tenure and Mortgage Status		
Total	5,172	
Owner Occupied		50.90%
Owned with a Mortgage/Loan		33.70%
Owned Free and Clear		17.20%
Renter Occupied		49.10%





## 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 2015/2016, ESRI 2015/2016, 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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