



PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

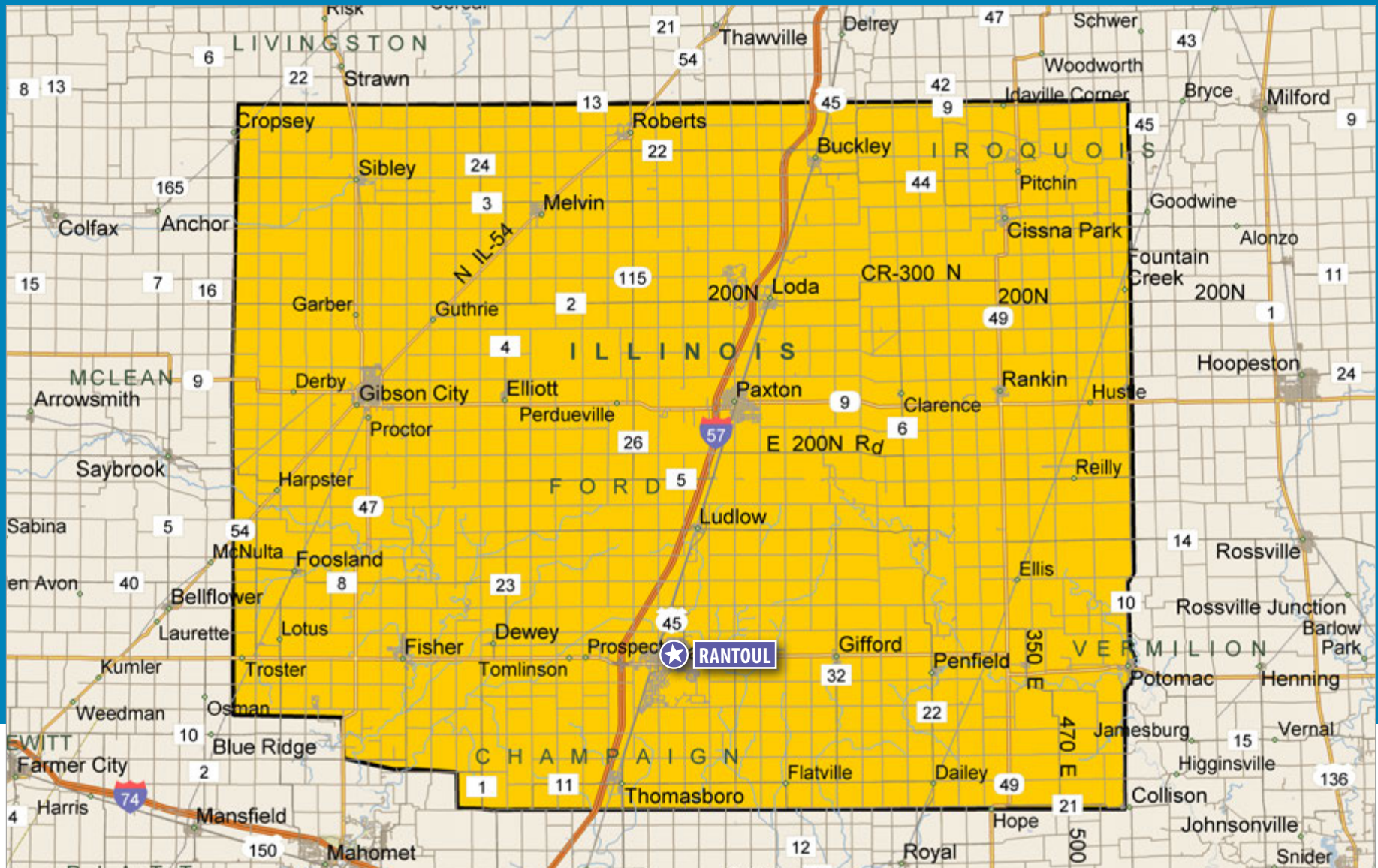
Rantoul, Illinois



Prepared for
Village of Rantoul
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 TheRetailCoach®

Primary Retail Trade Area Rantoul, Illinois



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Primary Retail Trade Area | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
Population		
2015 Estimate	39,262	
2015 Est. Population by Single-Classification Race	39,262	
White Alone	33,460	85.22
Black or African American Alone	3,355	8.55
Amer. Indian and Alaska Native Alone	119	0.30
Asian Alone	308	0.78
Native Hawaiian and Other Pac. Isl. Alone	13	0.03
Some Other Race Alone	942	2.40
Two or More Races	1,064	2.71
2015 Est. Population by Hispanic or Latino Origin	39,262	
Not Hispanic or Latino	36,941	94.09
Hispanic or Latino:	2,321	5.91
Mexican	1,749	75.36
Puerto Rican	249	10.73
Cuban	16	0.69
All Other Hispanic or Latino	307	13.23

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	2,321	
White Alone	1,076	46.36
Black or African American Alone	73	3.15
American Indian and Alaska Native Alone	51	2.20
Asian Alone	3	0.13
Native Hawaiian and Other Pacific Islander Alone	2	0.09
Some Other Race Alone	908	39.12
Two or More Races	208	8.96
2015 Est. Pop by Race, Asian Alone, by Category	308	
Chinese, except Taiwanese	29	9.42
Filipino	100	32.47
Japanese	70	22.73
Asian Indian	7	2.27
Korean	41	13.31
Vietnamese	25	8.12
Cambodian	0	0.00
Hmong	0	0.00
Laotian	11	3.57
Thai	0	0.00
All Other Asian Races Including 2+ Category	26	8.44
2015 Est. Population by Ancestry	39,262	
Arab	17	0.04
Czech	68	0.17
Danish	101	0.26
Dutch	307	0.78
English	2,213	5.64
French (except Basque)	713	1.82
French Canadian	42	0.11
German	8,799	22.41
Greek	43	0.11

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Rantoul, Illinois

DESCRIPTION	DATA	%
Hungarian	13	0.03
Irish	2,887	7.35
Italian	709	1.81
Lithuanian	63	0.16
United States or American	7,130	18.16
Norwegian	211	0.54
Polish	473	1.20
Portuguese	15	0.04
Russian	32	0.08
Scottish	364	0.93
Scotch-Irish	156	0.40
Slovak	5	0.01
Subsaharan African	8	0.02
Swedish	638	1.62
Swiss	109	0.28
Ukrainian	2	0.01
Welsh	36	0.09
West Indian (except Hisp. groups)	15	0.04
Other ancestries	9,066	23.09
Ancestry Unclassified	5,026	12.80
2015 Est. Pop Age 5+ by Language Spoken at Home	36,736	
Speak Only English at Home	34,856	94.88
Speak Asian/Pac. Isl. Lang. at Home	165	0.45
Speak IndoEuropean Language at Home	330	0.90
Speak Spanish at Home	1,354	3.69
Speak Other Language at Home	31	0.08
2015 Est. Population by Sex	39,262	
Male	19,197	48.89
Female	20,065	51.11

DESCRIPTION	DATA	%
2015 Est. Population by Age	39,262	
Age 0 - 4	2,526	6.43
Age 5 - 9	2,522	6.42
Age 10 - 14	2,661	6.78
Age 15 - 17	1,718	4.38
Age 18 - 20	1,603	4.08
Age 21 - 24	2,115	5.39
Age 25 - 34	4,396	11.20
Age 35 - 44	4,490	11.44
Age 45 - 54	5,254	13.38
Age 55 - 64	5,257	13.39
Age 65 - 74	3,590	9.14
Age 75 - 84	2,124	5.41
Age 85 and over	1,007	2.56
Age 16 and over	30,987	78.92
Age 18 and over	29,835	75.99
Age 21 and over	28,231	71.90
Age 65 and over	6,721	17.12
2015 Est. Median Age	39.7	
2015 Est. Average Age	39.9	

Primary Retail Trade Area | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	19,197	
Age 0 - 4	1,295	6.75
Age 5 - 9	1,294	6.74
Age 10 - 14	1,339	6.98
Age 15 - 17	921	4.80
Age 18 - 20	876	4.56
Age 21 - 24	1,105	5.76
Age 25 - 34	2,178	11.35
Age 35 - 44	2,181	11.36
Age 45 - 54	2,551	13.29
Age 55 - 64	2,590	13.49
Age 65 - 74	1,663	8.66
Age 75 - 84	904	4.71
Age 85 and over	301	1.57
2015 Est. Median Age, Male	37.7	
2015 Est. Average Age, Male	38.4	
2015 Est. Female Population by Age	20,065	
Age 0 - 4	1,231	6.14
Age 5 - 9	1,228	6.12
Age 10 - 14	1,322	6.59
Age 15 - 17	797	3.97
Age 18 - 20	727	3.62
Age 21 - 24	1,010	5.03
Age 25 - 34	2,218	11.05
Age 35 - 44	2,309	11.51
Age 45 - 54	2,703	13.47
Age 55 - 64	2,666	13.29
Age 65 - 74	1,927	9.60
Age 75 - 84	1,220	6.08
Age 85 and over	706	3.52

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	41.5	
2015 Est. Average Age, Female	41.3	
2015 Est. Pop Age 15+ by Marital Status	31,553	
Total, Never Married	8,262	26.18
Males, Never Married	4,438	14.07
Females, Never Married	3,825	12.12
Married, Spouse present	16,071	50.93
Married, Spouse absent	1,051	3.33
Widowed	2,363	7.49
Males Widowed	372	1.18
Females Widowed	1,991	6.31
Divorced	3,805	12.06
Males Divorced	1,755	5.56
Females Divorced	2,050	6.50
2015 Est. Pop Age 25+ by Edu. Attainment	26,117	
Less than 9th grade	961	3.68
Some High School, no diploma	1,908	7.31
High School Graduate (or GED)	10,029	38.40
Some College, no degree	6,511	24.93
Associate Degree	2,208	8.45
Bachelor's Degree	3,320	12.71
Master's Degree	892	3.42
Professional School Degree	185	0.71
Doctorate Degree	103	0.39
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	1,023	
No High School Diploma	365	35.68
High School Graduate	408	39.88
Some College or Associate's Degree	132	12.90
Bachelor's Degree or Higher	118	11.53

Primary Retail Trade Area | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
Households		
2015 Estimate	15,876	
2015 Est. Households by Household Type	15,876	
Family Households	10,657	67.13
Nonfamily Households	5,219	32.87
2015 Est. Group Quarters Population	737	
2015 HHs by Ethnicity, Hispanic/Latino	611	3.85
2015 Est. Households by HH Income	15,876	
Income < \$15,000	1,455	9.16
Income \$15,000 - \$24,999	2,281	14.37
Income \$25,000 - \$34,999	1,665	10.49
Income \$35,000 - \$49,999	2,402	15.13
Income \$50,000 - \$74,999	3,038	19.14
Income \$75,000 - \$99,999	2,145	13.51
Income \$100,000 - \$124,999	1,257	7.92
Income \$125,000 - \$149,999	636	4.01
Income \$150,000 - \$199,999	507	3.19
Income \$200,000 - \$249,999	199	1.25
Income \$250,000 - \$499,999	213	1.34
Income \$500,000+	78	0.49

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$66,590	
2015 Est. Median Household Income	\$51,111	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	53,333	
Black or African American Alone	26,842	
American Indian and Alaska Native Alone	32,745	
Asian Alone	55,429	
Native Hawaiian and Other Pacific Islander Alone	14,999	
Some Other Race Alone	64,196	
Two or More Races	50,270	
Hispanic or Latino	51,204	
Not Hispanic or Latino	51,105	
2015 Est. Family HH Type by Presence of Own Child.	10,657	
Married-Couple Family, own children	2,919	27.39
Married-Couple Family, no own children	4,986	46.79
Male Householder, own children	444	4.17
Male Householder, no own children	284	2.66
Female Householder, own children	1,265	11.87
Female Householder, no own children	759	7.12
2015 Est. Households by Household Size	15,876	
1-person	4,537	28.58
2-person	5,610	35.34
3-person	2,394	15.08
4-person	1,925	12.13
5-person	887	5.59
6-person	336	2.12
7-or-more-person	186	1.17

Primary Retail Trade Area | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.43	
2015 Est. Households by Presence of People Under 18	15,876	
Households with 1 or More People under Age 18:	5,071	31.94
Married-Couple Family	3,092	60.97
Other Family, Male Householder	490	9.66
Other Family, Female Householder	1,424	28.08
Nonfamily, Male Householder	53	1.05
Nonfamily, Female Householder	12	0.24
Households with No People under Age 18:	10,804	68.05
Married-Couple Family	4,807	44.49
Other Family, Male Householder	240	2.22
Other Family, Female Householder	598	5.53
Nonfamily, Male Householder	2,349	21.74
Nonfamily, Female Householder	2,811	26.02
2015 Est. Households by Number of Vehicles	15,876	
No Vehicles	1,018	6.41
1 Vehicle	5,352	33.71
2 Vehicles	6,220	39.18
3 Vehicles	2,272	14.31
4 Vehicles	702	4.42
5 or more Vehicles	313	1.97
2015 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	10,657	
2015 Est. Families by Poverty Status	10,657	
2015 Families at or Above Poverty	9,456	88.73
2015 Families at or Above Poverty with Children	3,813	35.78
2015 Families Below Poverty	1,201	11.27
2015 Families Below Poverty with Children	1,088	10.21
2015 Est. Pop Age 16+ by Employment Status	30,987	
In Armed Forces	6	0.02
Civilian - Employed	18,789	60.64
Civilian - Unemployed	2,090	6.74
Not in Labor Force	10,100	32.59
2015 Est. Civ. Employed Pop 16+ by Class of Worker	18,852	
For-Profit Private Workers	12,626	66.97
Non-Profit Private Workers	1,475	7.82
Local Government Workers	1,444	7.66
State Government Workers	1,107	5.87
Federal Government Workers	348	1.85
Self-Employed Workers	1,847	9.80
Unpaid Family Workers	6	0.03

Primary Retail Trade Area | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	18,852	
Architect/Engineer	176	0.93
Arts/Entertainment/Sports	221	1.17
Building Grounds Maintenance	829	4.40
Business/Financial Operations	506	2.68
Community/Social Services	288	1.53
Computer/Mathematical	296	1.57
Construction/Extraction	995	5.28
Education/Training/Library	915	4.85
Farming/Fishing/Forestry	241	1.28
Food Prep/Serving	834	4.42
Health Practitioner/Technician	861	4.57
Healthcare Support	609	3.23
Maintenance Repair	749	3.97
Legal	89	0.47
Life/Physical/Social Science	216	1.15
Management	1,783	9.46
Office/Admin. Support	3,124	16.57
Production	1,475	7.82
Protective Services	303	1.61
Sales/Related	1,995	10.58
Personal Care/Service	620	3.29
Transportation/Moving	1,727	9.16
2015 Est. Pop 16+ by Occupation Classification	18,852	
Blue Collar	4,947	26.24
White Collar	10,469	55.53
Service and Farm	3,436	18.23

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	18,572	
Drove Alone	14,871	80.07
Car Pooled	2,136	11.50
Public Transportation	179	0.96
Walked	470	2.53
Bicycle	112	0.60
Other Means	82	0.44
Worked at Home	721	3.88
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	6,862	
15 - 29 Minutes	5,521	
30 - 44 Minutes	3,445	
45 - 59 Minutes	1,129	
60 or more Minutes	843	
2015 Est. Avg. Travel Time to Work in Minutes	24.25	
2015 Est. Occupied Housing Units by Tenure	15,876	
Owner Occupied	11,073	69.75
Renter Occupied	4,802	30.25
2015 Owner Occ. HUs: Avg. Length of Residence	18.9	
2015 Renter Occ. HUs: Avg. Length of Residence	8.4	

Primary Retail Trade Area | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	11,073	
Value Less than \$20,000	438	3.96
Value \$20,000 - \$39,999	387	3.49
Value \$40,000 - \$59,999	846	7.64
Value \$60,000 - \$79,999	1,597	14.42
Value \$80,000 - \$99,999	1,944	17.56
Value \$100,000 - \$149,999	2,766	24.98
Value \$150,000 - \$199,999	1,494	13.49
Value \$200,000 - \$299,999	1,048	9.46
Value \$300,000 - \$399,999	391	3.53
Value \$400,000 - \$499,999	110	0.99
Value \$500,000 - \$749,999	31	0.28
Value \$750,000 - \$999,999	7	0.06
Value \$1,000,000 or more	15	0.14
2015 Est. Median All Owner-Occupied Housing Value	\$105,884	
2015 Est. Housing Units by Units in Structure	18,143	
1 Unit Attached	765	4.22
1 Unit Detached	13,007	71.69
2 Units	426	2.35
3 or 4 Units	879	4.84
5 to 19 Units	1,379	7.60
20 to 49 Units	250	1.38
50 or More Units	169	0.93
Mobile Home or Trailer	1,258	6.93
Boat, RV, Van, etc.	10	0.06

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	18,143	
Housing Units Built 2010 or later	237	1.31
Housing Units Built 2000 to 2009	1,367	7.53
Housing Units Built 1990 to 1999	1,272	7.01
Housing Units Built 1980 to 1989	1,711	9.43
Housing Units Built 1970 to 1979	2,678	14.76
Housing Units Built 1960 to 1969	2,117	11.67
Housing Units Built 1950 to 1959	3,171	17.48
Housing Units Built 1940 to 1949	1,108	6.11
Housing Unit Built 1939 or Earlier	4,481	24.70
2015 Est. Median Year Structure Built**	1961	



C. Kelly Cofer
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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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