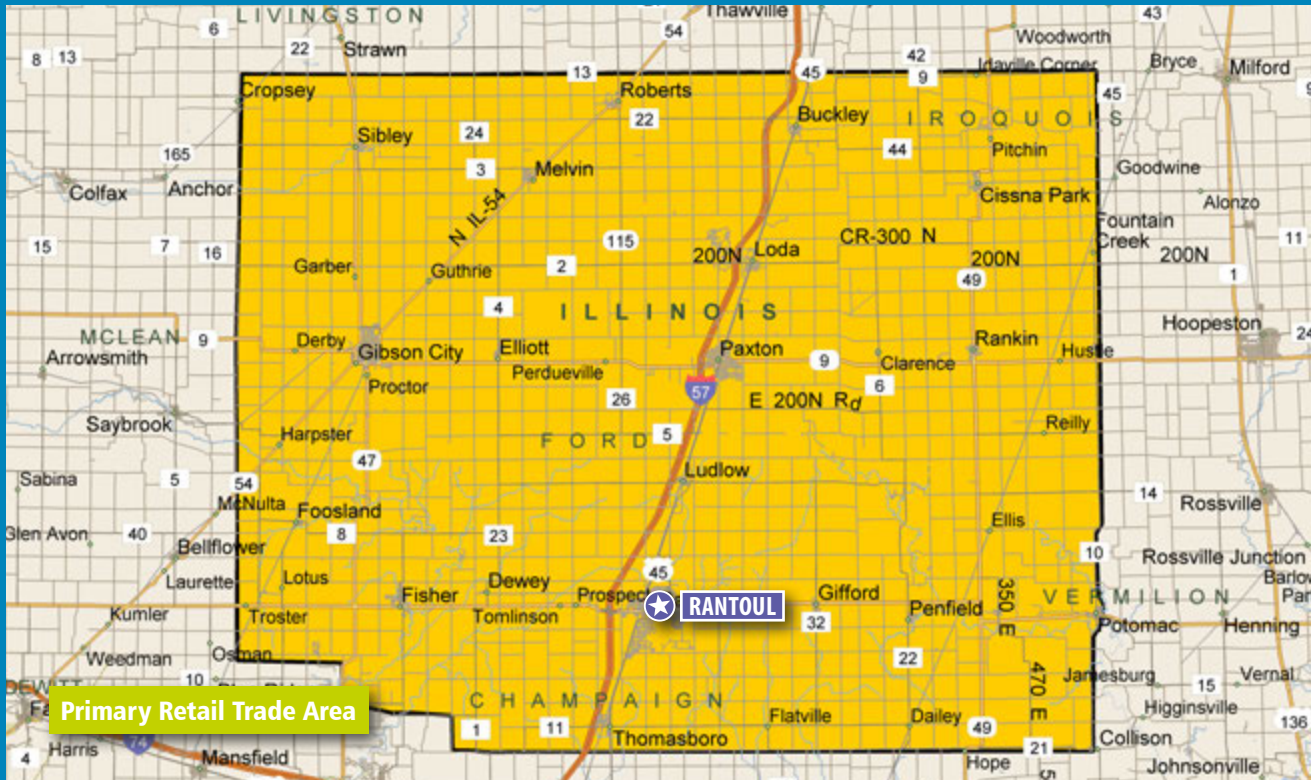


# Retail Market Profile 2015



**Primary Retail Trade Area**



## Contact Information

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## Population

	2015 ESTIMATE
Primary Retail Trade Area	39,262

## Income

	2015 ESTIMATE
Average Household	\$66,590
Median Household	\$51,111
Per Capita	\$27,441

## Educational Attainment

	2015 ESTIMATE
Graduate or Professional	4.52%
Bachelor's Degree	12.71%
Associate Degree	8.45%
Some College, No Degree	24.93%
High School Graduate	38.40%
Some High School, No Degree	7.31%
Less than 9th Grade	3.68%

## Race Distribution

	2015 ESTIMATE
White	85.22%
Black or African American	8.55%
American Indian/Alaskan	0.30%
Asian	0.78%
Native Hawaiian/Islander	0.03%
Other Race	2.40%
Two or More Races	2.71%
Hispanic or Latino (of any race)	5.91%

## Age

GROUPS	2015 ESTIMATE
9 Years and Under	12.86%
10-17 Years	11.15%
18-24 Years	9.47%
25-34 Years	11.20%
35-44 Years	11.44%
45-54 Years	13.38%
55-64 Years	13.39%
65 Years and Over	17.12%
DISTRIBUTION	2015 ESTIMATE
Median Age	39.7
Average Age	39.9



# Primary Retail Trade Area | Gap/Opportunity Analysis Summary

## Rantoul, Illinois

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	11,986,602	611,242	(11,375,360)	-95%
4511	Sporting Goods, Hobby, Musical Inst Stores	10,464,602	490,599	(9,974,003)	-95%
45111	Sporting Goods Stores	5,437,760	292,284	(5,145,476)	-95%
45112	Hobby, Toys and Games Stores	3,024,314	0	(3,024,314)	-100%
45113	Sew/Needlework/Piece Goods Stores	987,871	198,315	(789,556)	-80%
45114	Musical Instrument and Supplies Stores	1,014,657	0	(1,014,657)	-100%
4512	Book, Periodical and Music Stores	1,522,000	120,643	(1,401,357)	-92%
45121	Book Stores and News Dealers	1,300,384	120,643	(1,179,741)	-91%
451211	Book Stores	1,132,884	120,643	(1,012,241)	-89%
451212	News Dealers and Newsstands	167,500	0	(167,500)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	221,616	0	(221,616)	-100%
452	General Merchandise Stores	77,083,593	85,546,644	8,463,051	11%
4521	Department Stores Excl Leased Depts	31,840,568	906,716	(30,933,852)	-97%
4529	Other General Merchandise Stores	45,243,025	84,639,928	39,396,903	87%
453	Miscellaneous Store Retailers	18,245,262	3,357,805	(14,887,457)	-82%
4531	Florists	668,073	185,090	(482,983)	-72%
4532	Office Supplies, Stationery, Gift Stores	8,089,645	0	(8,089,645)	-100%
45321	Office Supplies and Stationery Stores	3,862,775	0	(3,862,775)	-100%
45322	Gift, Novelty and Souvenir Stores	4,226,871	0	(4,226,871)	-100%
4533	Used Merchandise Stores	1,171,785	331,141	(840,644)	-72%
4539	Other Miscellaneous Store Retailers	8,315,759	2,841,574	(5,474,185)	-66%
454	Non-Store Retailers	52,912,159	910,045	(52,002,114)	-98%
722	Foodservice and Drinking Places	63,014,223	13,299,799	(49,714,424)	-79%
7221	Full-Service Restaurants	28,307,337	2,692,662	(25,614,675)	-90%
7222	Limited-Service Eating Places	25,275,226	8,803,380	(16,471,846)	-65%
7223	Special Foodservices	6,786,170	1,047,649	(5,738,521)	-85%
7224	Drinking Places -Alcoholic Beverages	2,645,490	756,108	(1,889,382)	-71%