



RADIAL DEMOGRAPHICS

10-MILE RADIAL

Rantoul, Illinois

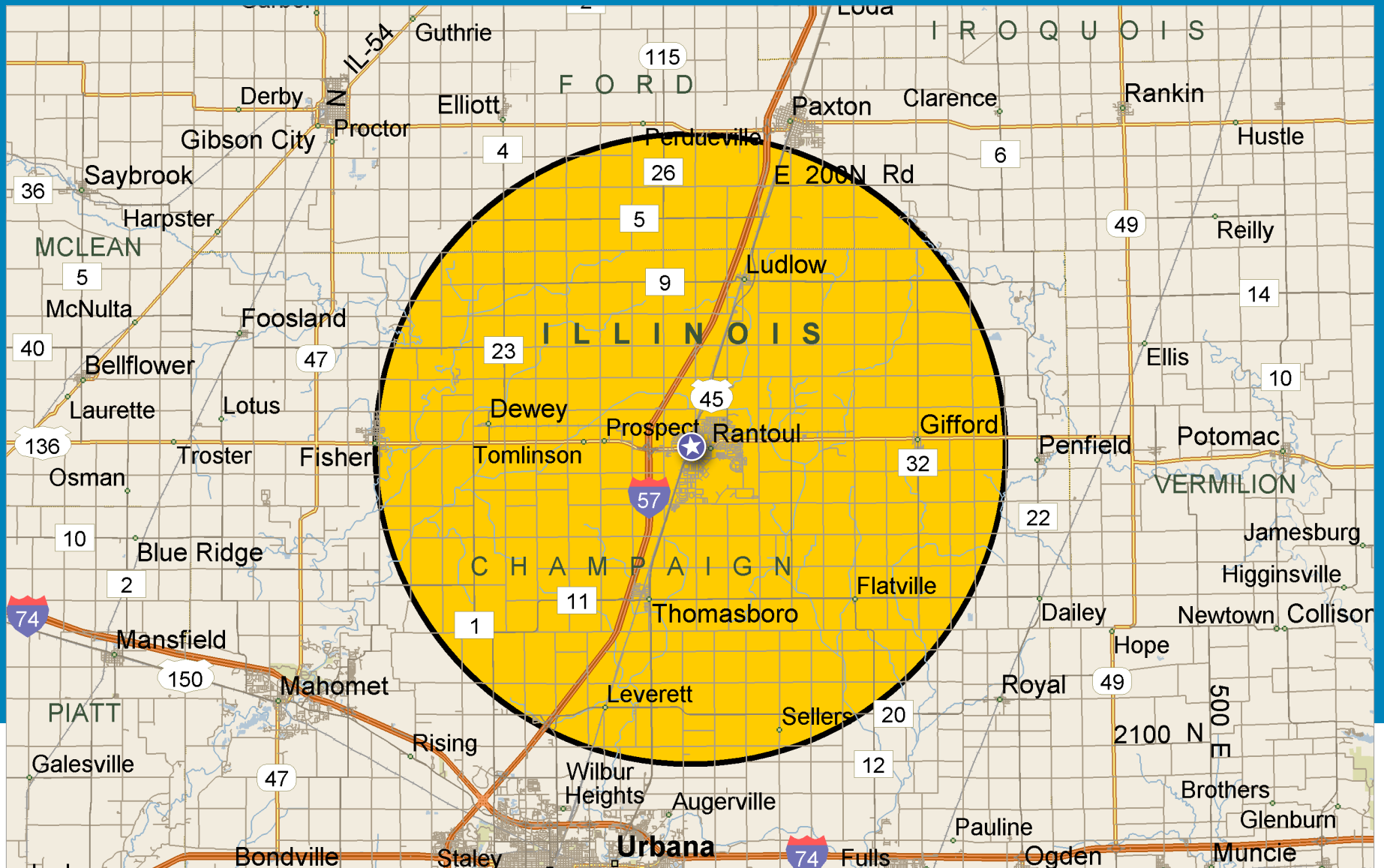


Prepared for
Village of Rantoul
July 2015

 **TheRetailCoach®**

10-Mile Radial

Rantoul, Illinois



Contact Information

Rebecca Motley, Economic Development
Village of Rantoul
601 S. Century Boulevard
Rantoul, Illinois 61866

Phone 217.892.6880
Cell 217.202.3639
econdev@village.rantoul.il.us
www.village.rantoul.il.us

Radial Demographics | 10-Mile Radial Rantoul, Illinois

DESCRIPTION	DATA	%
Population		
2015 Estimate	19,939	
2015 Est. Population by Single-Classification Race	19,939	
White Alone	14,739	73.92
Black or African American Alone	3,298	16.54
Amer. Indian and Alaska Native Alone	96	0.48
Asian Alone	262	1.31
Native Hawaiian and Other Pac. Isl. Alone	13	0.07
Some Other Race Alone	747	3.75
Two or More Races	784	3.93
2015 Est. Population by Hispanic or Latino Origin	19,939	
Not Hispanic or Latino	18,182	91.19
Hispanic or Latino:	1,757	8.81
Mexican	1,293	73.59
Puerto Rican	209	11.90
Cuban	7	0.40
All Other Hispanic or Latino	248	14.11

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	1,757	
White Alone	770	43.82
Black or African American Alone	67	3.81
American Indian and Alaska Native Alone	49	2.79
Asian Alone	3	0.17
Native Hawaiian and Other Pacific Islander Alone	2	0.11
Some Other Race Alone	727	41.38
Two or More Races	139	7.91
2015 Est. Pop by Race, Asian Alone, by Category	262	
Chinese, except Taiwanese	27	10.31
Filipino	92	35.11
Japanese	31	11.83
Asian Indian	34	12.98
Korean	40	15.27
Vietnamese	13	4.96
Cambodian	0	0.00
Hmong	0	0.00
Laotian	11	4.20
Thai	0	0.00
All Other Asian Races Including 2+ Category	15	5.73
2015 Est. Population by Ancestry	19,939	
Arab	17	0.09
Czech	5	0.03
Danish	40	0.20
Dutch	172	0.86
English	1,029	5.16
French (except Basque)	300	1.50
French Canadian	12	0.06
German	3,609	18.10
Greek	15	0.08

Radial Demographics | 10-Mile Radial Rantoul, Illinois

DESCRIPTION	DATA	%
Hungarian	4	0.02
Irish	1,177	5.90
Italian	353	1.77
Lithuanian	29	0.15
United States or American	3,297	16.54
Norwegian	82	0.41
Polish	260	1.30
Portuguese	14	0.07
Russian	10	0.05
Scottish	194	0.97
Scotch-Irish	32	0.16
Slovak	0	0.00
Subsaharan African	4	0.02
Swedish	167	0.84
Swiss	10	0.05
Ukrainian	1	0.01
Welsh	19	0.10
West Indian (except Hisp. groups)	12	0.06
Other ancestries	6,781	34.01
Ancestry Unclassified	2,297	11.52
2015 Est. Pop Age 5+ by Language Spoken at Home	18,551	
Speak Only English at Home	17,191	92.67
Speak Asian/Pac. Isl. Lang. at Home	143	0.77
Speak IndoEuropean Language at Home	132	0.71
Speak Spanish at Home	1,076	5.80
Speak Other Language at Home	9	0.05
2015 Est. Population by Sex	19,939	
Male	9,696	48.63
Female	10,243	51.37

DESCRIPTION	DATA	%
2015 Est. Population by Age	19,939	
Age 0 - 4	1,388	6.96
Age 5 - 9	1,360	6.82
Age 10 - 14	1,349	6.77
Age 15 - 17	908	4.55
Age 18 - 20	877	4.40
Age 21 - 24	1,188	5.96
Age 25 - 34	2,530	12.69
Age 35 - 44	2,309	11.58
Age 45 - 54	2,591	12.99
Age 55 - 64	2,544	12.76
Age 65 - 74	1,622	8.13
Age 75 - 84	893	4.48
Age 85 and over	380	1.91
Age 16 and over	15,543	77.95
Age 18 and over	14,934	74.90
Age 21 and over	14,056	70.50
Age 65 and over	2,895	14.52
2015 Est. Median Age	36.6	
2015 Est. Average Age	38.0	

Radial Demographics | 10-Mile Radial Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	9,696	
Age 0 - 4	702	7.24
Age 5 - 9	684	7.05
Age 10 - 14	668	6.89
Age 15 - 17	498	5.14
Age 18 - 20	491	5.06
Age 21 - 24	607	6.26
Age 25 - 34	1,250	12.89
Age 35 - 44	1,110	11.45
Age 45 - 54	1,233	12.72
Age 55 - 64	1,224	12.62
Age 65 - 74	724	7.47
Age 75 - 84	381	3.93
Age 85 and over	124	1.28
2015 Est. Median Age, Male	34.6	
2015 Est. Average Age, Male	36.7	
2015 Est. Female Population by Age	10,243	
Age 0 - 4	686	6.70
Age 5 - 9	675	6.59
Age 10 - 14	681	6.65
Age 15 - 17	411	4.01
Age 18 - 20	386	3.77
Age 21 - 24	581	5.67
Age 25 - 34	1,280	12.50
Age 35 - 44	1,199	11.71
Age 45 - 54	1,358	13.26
Age 55 - 64	1,321	12.90
Age 65 - 74	898	8.77
Age 75 - 84	512	5.00
Age 85 and over	256	2.50

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	38.5	
2015 Est. Average Age, Female	39.3	
2015 Est. Pop Age 15+ by Marital Status	15,842	
Total, Never Married	4,950	31.25
Males, Never Married	2,607	16.46
Females, Never Married	2,344	14.80
Married, Spouse present	7,170	45.26
Married, Spouse absent	620	3.91
Widowed	985	6.22
Males Widowed	118	0.74
Females Widowed	867	5.47
Divorced	2,117	13.36
Males Divorced	882	5.57
Females Divorced	1,235	7.80
2015 Est. Pop Age 25+ by Edu. Attainment	12,869	
Less than 9th grade	505	3.92
Some High School, no diploma	954	7.41
High School Graduate (or GED)	4,835	37.57
Some College, no degree	3,402	26.44
Associate Degree	898	6.98
Bachelor's Degree	1,648	12.81
Master's Degree	475	3.69
Professional School Degree	105	0.82
Doctorate Degree	46	0.36
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	783	
No High School Diploma	323	41.25
High School Graduate	291	37.16
Some College or Associate's Degree	62	7.92
Bachelor's Degree or Higher	107	13.67

Radial Demographics | 10-Mile Radial Rantoul, Illinois

DESCRIPTION	DATA	%
Households		
2015 Estimate	8,084	
2015 Est. Households by Household Type	8,084	
Family Households	5,310	65.69
Nonfamily Households	2,774	34.31
2015 Est. Group Quarters Population	368	
2015 HHs by Ethnicity, Hispanic/Latino	466	5.76
2015 Est. Households by HH Income	8,084	
Income < \$15,000	768	9.50
Income \$15,000 - \$24,999	1,424	17.62
Income \$25,000 - \$34,999	867	10.72
Income \$35,000 - \$49,999	1,307	16.17
Income \$50,000 - \$74,999	1,531	18.94
Income \$75,000 - \$99,999	1,033	12.78
Income \$100,000 - \$124,999	548	6.78
Income \$125,000 - \$149,999	250	3.09
Income \$150,000 - \$199,999	189	2.34
Income \$200,000 - \$249,999	66	0.82
Income \$250,000 - \$499,999	76	0.94
Income \$500,000+	24	0.30

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$59,521	
2015 Est. Median Household Income	\$46,283	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	48,313	
Black or African American Alone	27,000	
American Indian and Alaska Native Alone	45,511	
Asian Alone	48,865	
Native Hawaiian and Other Pacific Islander Alone	14,999	
Some Other Race Alone	73,519	
Two or More Races	56,117	
Hispanic or Latino	34,382	
Not Hispanic or Latino	46,568	
2015 Est. Family HH Type by Presence of Own Child.	5,310	
Married-Couple Family, own children	1,312	24.71
Married-Couple Family, no own children	2,303	43.37
Male Householder, own children	259	4.88
Male Householder, no own children	165	3.11
Female Householder, own children	808	15.22
Female Householder, no own children	462	8.70
2015 Est. Households by Household Size	8,084	
1-person	2,353	29.11
2-person	2,797	34.60
3-person	1,247	15.43
4-person	965	11.94
5-person	452	5.59
6-person	183	2.26
7-or-more-person	87	1.08

Radial Demographics | 10-Mile Radial Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.42	
2015 Est. Households by Presence of People Under 18	8,084	
Households with 1 or More People under Age 18:	2,648	32.76
Married-Couple Family	1,408	53.17
Other Family, Male Householder	284	10.73
Other Family, Female Householder	917	34.63
Nonfamily, Male Householder	29	1.10
Nonfamily, Female Householder	10	0.38
Households with No People under Age 18:	5,436	67.24
Married-Couple Family	2,204	40.54
Other Family, Male Householder	141	2.59
Other Family, Female Householder	352	6.48
Nonfamily, Male Householder	1,271	23.38
Nonfamily, Female Householder	1,467	26.99
2015 Est. Households by Number of Vehicles	8,084	
No Vehicles	580	7.17
1 Vehicle	2,971	36.75
2 Vehicles	3,032	37.51
3 Vehicles	1,050	12.99
4 Vehicles	316	3.91
5 or more Vehicles	135	1.67
2015 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	5,310	
2015 Est. Families by Poverty Status	5,310	
2015 Families at or Above Poverty	4,442	83.65
2015 Families at or Above Poverty with Children	1,826	34.39
2015 Families Below Poverty	868	16.35
2015 Families Below Poverty with Children	806	15.18
2015 Est. Pop Age 16+ by Employment Status	15,543	
In Armed Forces	5	0.03
Civilian - Employed	9,653	62.11
Civilian - Unemployed	1,295	8.33
Not in Labor Force	4,591	29.54
2015 Est. Civ. Employed Pop 16+ by Class of Worker	9,652	
For-Profit Private Workers	6,646	68.86
Non-Profit Private Workers	665	6.89
Local Government Workers	772	8.00
State Government Workers	702	7.27
Federal Government Workers	173	1.79
Self-Employed Workers	693	7.18
Unpaid Family Workers	2	0.02

Radial Demographics | 10-Mile Radial Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	9,652	
Architect/Engineer	100	1.04
Arts/Entertainment/Sports	126	1.31
Building Grounds Maintenance	541	5.61
Business/Financial Operations	282	2.92
Community/Social Services	166	1.72
Computer/Mathematical	184	1.91
Construction/Extraction	475	4.92
Education/Training/Library	399	4.13
Farming/Fishing/Forestry	74	0.77
Food Prep/Serving	455	4.71
Health Practitioner/Technician	343	3.55
Healthcare Support	287	2.97
Maintenance Repair	367	3.80
Legal	80	0.83
Life/Physical/Social Science	114	1.18
Management	741	7.68
Office/Admin. Support	1,596	16.54
Production	849	8.80
Protective Services	177	1.83
Sales/Related	1,162	12.04
Personal Care/Service	229	2.37
Transportation/Moving	904	9.37
2015 Est. Pop 16+ by Occupation Classification	9,652	
Blue Collar	2,595	26.89
White Collar	5,294	54.85
Service and Farm	1,764	18.28

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	9,465	
Drove Alone	7,571	79.99
Car Pooled	1,131	11.95
Public Transportation	120	1.27
Walked	170	1.80
Bicycle	87	0.92
Other Means	69	0.73
Worked at Home	317	3.35
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,557	
15 - 29 Minutes	3,382	
30 - 44 Minutes	1,495	
45 - 59 Minutes	327	
60 or more Minutes	359	
2015 Est. Avg. Travel Time to Work in Minutes	22.88	
2015 Est. Occupied Housing Units by Tenure	8,084	
Owner Occupied	4,906	60.69
Renter Occupied	3,178	39.31
2015 Owner Occ. HUs: Avg. Length of Residence	17.7	
2015 Renter Occ. HUs: Avg. Length of Residence	7.9	

Radial Demographics | 10-Mile Radial Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	4,906	
Value Less than \$20,000	278	5.67
Value \$20,000 - \$39,999	111	2.26
Value \$40,000 - \$59,999	336	6.85
Value \$60,000 - \$79,999	738	15.04
Value \$80,000 - \$99,999	774	15.78
Value \$100,000 - \$149,999	1,275	25.99
Value \$150,000 - \$199,999	680	13.86
Value \$200,000 - \$299,999	442	9.01
Value \$300,000 - \$399,999	190	3.87
Value \$400,000 - \$499,999	46	0.94
Value \$500,000 - \$749,999	22	0.45
Value \$750,000 - \$999,999	2	0.04
Value \$1,000,000 or more	11	0.22
2015 Est. Median All Owner-Occupied Housing Value	\$108,430	
2015 Est. Housing Units by Units in Structure	9,278	
1 Unit Attached	682	7.35
1 Unit Detached	5,385	58.04
2 Units	325	3.50
3 or 4 Units	653	7.04
5 to 19 Units	1,002	10.80
20 to 49 Units	141	1.52
50 or More Units	162	1.75
Mobile Home or Trailer	918	9.89
Boat, RV, Van, etc.	10	0.11

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	9,278	
Housing Units Built 2010 or later	137	1.48
Housing Units Built 2000 to 2009	767	8.27
Housing Units Built 1990 to 1999	695	7.49
Housing Units Built 1980 to 1989	1,117	12.04
Housing Units Built 1970 to 1979	1,422	15.33
Housing Units Built 1960 to 1969	1,372	14.79
Housing Units Built 1950 to 1959	2,022	21.79
Housing Units Built 1940 to 1949	653	7.04
Housing Unit Built 1939 or Earlier	1,092	11.77
2015 Est. Median Year Structure Built**	1966	



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.**

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802
tel 800.851.0962 | fax 662.844.2738 | e-mail info@theretailcoach.net | web www.theretailcoach.net



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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.