RADIAL DEMOGRAPHICS
20-MILE RADIAL

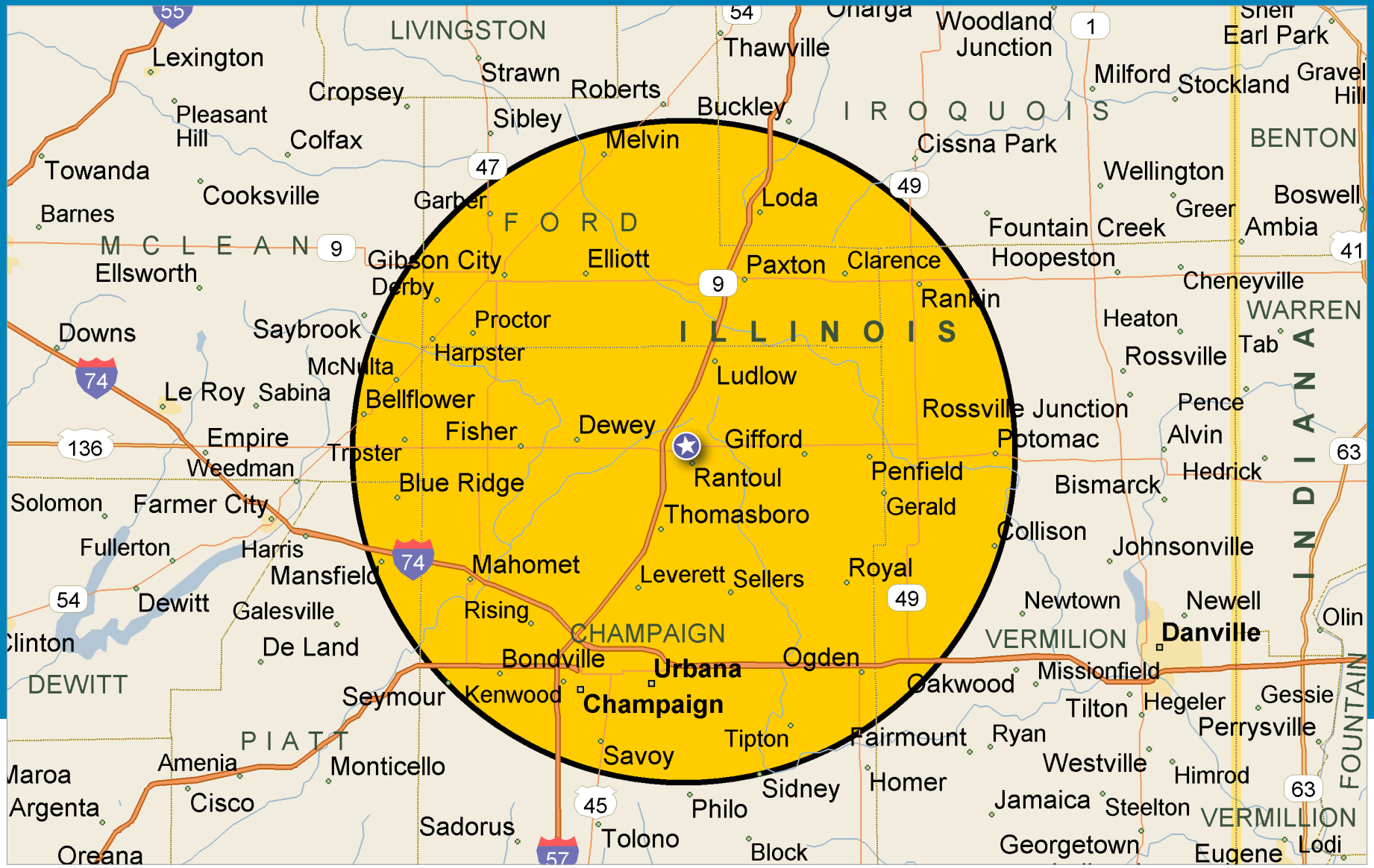
Rantoul, Illinois

Prepared for
Village of Rantoul
July 2015

TheRetailCoach®

20-Mile Radial

Rantoul, Illinois



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Radial Demographics | 20-Mile Radial

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DESCRIPTION	DATA	%
Population		
2015 Estimate	212,372	
2015 Est. Population by Single-Classification Race	212,372	
White Alone	154,100	72.56
Black or African American Alone	26,062	12.27
Amer. Indian and Alaska Native Alone	598	0.28
Asian Alone	20,051	9.44
Native Hawaiian and Other Pac. Isl. Alone	169	0.08
Some Other Race Alone	5,090	2.40
Two or More Races	6,301	2.97
2015 Est. Population by Hispanic or Latino Origin	212,372	
Not Hispanic or Latino	199,904	94.13
Hispanic or Latino:	12,468	5.87
Mexican	8,123	65.15
Puerto Rican	1,069	8.57
Cuban	257	2.06
All Other Hispanic or Latino	3,019	24.21

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	12,468	
White Alone	6,017	48.26
Black or African American Alone	453	3.63
American Indian and Alaska Native Alone	208	1.67
Asian Alone	103	0.83
Native Hawaiian and Other Pacific Islander Alone	6	0.05
Some Other Race Alone	4,689	37.61
Two or More Races	993	7.96
2015 Est. Pop by Race, Asian Alone, by Category	20,051	
Chinese, except Taiwanese	6,550	32.67
Filipino	1,554	7.75
Japanese	377	1.88
Asian Indian	3,816	19.03
Korean	4,205	20.97
Vietnamese	1,615	8.05
Cambodian	132	0.66
Hmong	0	0.00
Laotian	170	0.85
Thai	263	1.31
All Other Asian Races Including 2+ Category	1,371	6.84
2015 Est. Population by Ancestry	212,372	
Arab	468	0.22
Czech	434	0.20
Danish	565	0.27
Dutch	1,335	0.63
English	10,364	4.88
French (except Basque)	2,627	1.24
French Canadian	330	0.16
German	32,787	15.44
Greek	1,139	0.54

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DESCRIPTION	DATA	%
Hungarian	332	0.16
Irish	12,901	6.07
Italian	5,022	2.36
Lithuanian	260	0.12
United States or American	30,920	14.56
Norwegian	1,558	0.73
Polish	4,082	1.92
Portuguese	78	0.04
Russian	972	0.46
Scottish	1,837	0.86
Scotch-Irish	1,041	0.49
Slovak	174	0.08
Subsaharan African	1,004	0.47
Swedish	2,654	1.25
Swiss	228	0.11
Ukrainian	362	0.17
Welsh	633	0.30
West Indian (except Hisp. groups)	301	0.14
Other ancestries	78,249	36.85
Ancestry Unclassified	19,713	9.28
2015 Est. Pop Age 5+ by Language Spoken at Home	200,648	
Speak Only English at Home	170,648	85.05
Speak Asian/Pac. Isl. Lang. at Home	13,500	6.73
Speak IndoEuropean Language at Home	7,702	3.84
Speak Spanish at Home	7,824	3.90
Speak Other Language at Home	974	0.49
2015 Est. Population by Sex	212,372	
Male	106,062	49.94
Female	106,310	50.06

DESCRIPTION	DATA	%
2015 Est. Population by Age	212,372	
Age 0 - 4	11,724	5.52
Age 5 - 9	11,498	5.41
Age 10 - 14	11,029	5.19
Age 15 - 17	7,554	3.56
Age 18 - 20	20,142	9.48
Age 21 - 24	25,509	12.01
Age 25 - 34	31,483	14.82
Age 35 - 44	23,539	11.08
Age 45 - 54	22,106	10.41
Age 55 - 64	22,609	10.65
Age 65 - 74	14,089	6.63
Age 75 - 84	7,414	3.49
Age 85 and over	3,676	1.73
Age 16 and over	175,673	82.72
Age 18 and over	170,568	80.32
Age 21 and over	150,426	70.83
Age 65 and over	25,179	11.86
2015 Est. Median Age	30.9	
2015 Est. Average Age	35.8	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	106,062	
Age 0 - 4	5,954	5.61
Age 5 - 9	5,842	5.51
Age 10 - 14	5,595	5.28
Age 15 - 17	3,888	3.67
Age 18 - 20	10,590	9.98
Age 21 - 24	13,846	13.05
Age 25 - 34	16,061	15.14
Age 35 - 44	11,812	11.14
Age 45 - 54	10,753	10.14
Age 55 - 64	10,814	10.20
Age 65 - 74	6,556	6.18
Age 75 - 84	3,162	2.98
Age 85 and over	1,187	1.12
2015 Est. Median Age, Male	29.6	
2015 Est. Average Age, Male	34.6	
2015 Est. Female Population by Age	106,310	
Age 0 - 4	5,770	5.43
Age 5 - 9	5,655	5.32
Age 10 - 14	5,434	5.11
Age 15 - 17	3,665	3.45
Age 18 - 20	9,552	8.99
Age 21 - 24	11,663	10.97
Age 25 - 34	15,422	14.51
Age 35 - 44	11,727	11.03
Age 45 - 54	11,352	10.68
Age 55 - 64	11,795	11.09
Age 65 - 74	7,533	7.09
Age 75 - 84	4,252	4.00
Age 85 and over	2,489	2.34

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	32.4	
2015 Est. Average Age, Female	36.9	
2015 Est. Pop Age 15+ by Marital Status	178,121	
Total, Never Married	79,813	44.81
Males, Never Married	42,904	24.09
Females, Never Married	36,909	20.72
Married, Spouse present	69,073	38.78
Married, Spouse absent	5,518	3.10
Widowed	7,086	3.98
Males Widowed	1,190	0.67
Females Widowed	5,897	3.31
Divorced	16,631	9.34
Males Divorced	6,627	3.72
Females Divorced	10,004	5.62
2015 Est. Pop Age 25+ by Edu. Attainment	124,916	
Less than 9th grade	2,919	2.34
Some High School, no diploma	5,770	4.62
High School Graduate (or GED)	29,998	24.01
Some College, no degree	25,072	20.07
Associate Degree	9,531	7.63
Bachelor's Degree	26,729	21.40
Master's Degree	15,824	12.67
Professional School Degree	3,062	2.45
Doctorate Degree	6,010	4.81
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	5,565	
No High School Diploma	1,444	25.95
High School Graduate	1,475	26.50
Some College or Associate's Degree	751	13.50
Bachelor's Degree or Higher	1,896	34.07

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DESCRIPTION	DATA	%
Households		
2015 Estimate	86,011	
2015 Est. Households by Household Type	86,011	
Family Households	45,825	53.28
Nonfamily Households	40,186	46.72
2015 Est. Group Quarters Population	16,382	
2015 HHs by Ethnicity, Hispanic/Latino	3,641	4.23
2015 Est. Households by HH Income	86,011	
Income < $15,000	14,183	16.49
Income $15,000 - $24,999	10,581	12.30
Income $25,000 - $34,999	8,923	10.37
Income $35,000 - $49,999	11,360	13.21
Income $50,000 - $74,999	13,980	16.25
Income $75,000 - $99,999	10,075	11.71
Income $100,000 - $124,999	6,503	7.56
Income $125,000 - $149,999	3,729	4.34
Income $150,000 - $199,999	3,274	3.81
Income $200,000 - $249,999	1,294	1.50
Income $250,000 - $499,999	1,548	1.80
Income $500,000+	560	0.65

DESCRIPTION	DATA	%
2015 Est. Average Household Income	$66,383	
2015 Est. Median Household Income	$47,304	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	54,027	
Black or African American Alone	28,451	
American Indian and Alaska Native Alone	42,005	
Asian Alone	26,884	
Native Hawaiian and Other Pacific Islander Alone	14,999	
Some Other Race Alone	34,206	
Two or More Races	37,584	
Hispanic or Latino	38,823	
Not Hispanic or Latino	47,650	
2015 Est. Family HH Type by Presence of Own Child.	45,825	
Married-Couple Family, own children	13,737	29.98
Married-Couple Family, no own children	20,685	45.14
Male Householder, own children	1,508	3.29
Male Householder, no own children	1,407	3.07
Female Householder, own children	5,310	11.59
Female Householder, no own children	3,177	6.93
2015 Est. Households by Household Size	86,011	
1-person	29,246	34.00
2-person	28,510	33.15
3-person	12,452	14.48
4-person	9,926	11.54
5-person	3,850	4.48
6-person	1,340	1.56
7-or-more-person	686	0.80

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.28	
2015 Est. Households by Presence of People Under 18	86,011	
Households with 1 or More People under Age 18:	22,244	25.86
Married-Couple Family	14,375	64.62
Other Family, Male Householder	1,667	7.49
Other Family, Female Householder	5,945	26.73
Nonfamily, Male Householder	194	0.87
Nonfamily, Female Householder	63	0.28
Households with No People under Age 18:	63,767	74.14
Married-Couple Family	20,054	31.45
Other Family, Male Householder	1,241	1.95
Other Family, Female Householder	2,541	3.98
Nonfamily, Male Householder	19,923	31.24
Nonfamily, Female Householder	20,008	31.38
2015 Est. Households by Number of Vehicles	86,011	
No Vehicles	10,162	11.81
1 Vehicle	32,972	38.33
2 Vehicles	30,341	35.28
3 Vehicles	9,075	10.55
4 Vehicles	2,660	3.09
5 or more Vehicles	800	0.93
2015 Est. Average Number of Vehicles	1.6	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	45,825	
2015 Est. Families by Poverty Status	45,825	
2015 Families at or Above Poverty	40,863	89.17
2015 Families at or Above Poverty with Children	16,692	36.43
2015 Families Below Poverty	4,962	10.83
2015 Families Below Poverty with Children	3,941	8.60
2015 Est. Pop Age 16+ by Employment Status	175,673	
In Armed Forces	76	0.04
Civilian - Employed	104,762	59.63
Civilian - Unemployed	8,451	4.81
Not in Labor Force	62,385	35.51
2015 Est. Civ. Employed Pop 16+ by Class of Worker	104,758	
For-Profit Private Workers	57,633	55.02
Non-Profit Private Workers	9,144	8.73
Local Government Workers	6,781	6.47
State Government Workers	22,028	21.03
Federal Government Workers	1,702	1.62
Self-Employed Workers	7,447	7.11
Unpaid Family Workers	22	0.02

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	104,758	
Architect/Engineer	2,359	2.25
Arts/Entertainment/Sports	2,103	2.01
Building Grounds Maintenance	3,750	3.58
Business/Financial Operations	3,649	3.48
Community/Social Services	1,844	1.76
Computer/Mathematical	3,614	3.45
Construction/Extraction	3,283	3.13
Education/Training/Library	13,920	13.29
Farming/Fishing/Forestry	632	0.60
Food Prep/Serving	7,496	7.16
Health Practitioner/Technician	5,399	5.15
Healthcare Support	2,085	1.99
Maintenance Repair	2,203	2.10
Legal	707	0.67
Life/Physical/Social Science	3,080	2.94
Management	9,428	9.00
Office/Admin. Support	13,446	12.84
Production	4,498	4.29
Protective Services	1,796	1.71
Sales/Related	10,140	9.68
Personal Care/Service	3,708	3.54
Transportation/Moving	5,618	5.36
2015 Est. Pop 16+ by Occupation Classification	104,758	
Blue Collar	15,602	14.89
White Collar	69,689	66.52
Service and Farm	19,467	18.58

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	103,089	
Drove Alone	71,688	69.54
Car Pooled	8,540	8.28
Public Transportation	5,797	5.62
Walked	8,410	8.16
Bicycle	3,250	3.15
Other Means	474	0.46
Worked at Home	4,930	4.78
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	45,032	
15 - 29 Minutes	39,357	
30 - 44 Minutes	7,899	
45 - 59 Minutes	2,790	
60 or more Minutes	3,104	
2015 Est. Avg. Travel Time to Work in Minutes	19.75	
2015 Est. Occupied Housing Units by Tenure	86,011	
Owner Occupied	46,708	54.30
Renter Occupied	39,303	45.70
2015 Owner Occ. HUs: Avg. Length of Residence	16.2	
2015 Renter Occ. HUs: Avg. Length of Residence	6.9	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	46,708	
Value Less than $20,000	1,563	3.35
Value $20,000 - $39,999	1,001	2.14
Value $40,000 - $59,999	1,592	3.41
Value $60,000 - $79,999	2,715	5.81
Value $80,000 - $99,999	4,246	9.09
Value $100,000 - $149,999	11,688	25.02
Value $150,000 - $199,999	10,027	21.47
Value $200,000 - $299,999	8,691	18.61
Value $300,000 - $399,999	3,158	6.76
Value $400,000 - $499,999	1,170	2.50
Value $500,000 - $749,999	529	1.13
Value $750,000 - $999,999	202	0.43
Value $1,000,000 or more	125	0.27
2015 Est. Median All Owner-Occupied Housing Value	$152,740	
2015 Est. Housing Units by Units in Structure	93,833	
1 Unit Attached	5,175	5.52
1 Unit Detached	51,121	54.48
2 Units	2,331	2.48
3 or 4 Units	4,145	4.42
5 to 19 Units	16,738	17.84
20 to 49 Units	5,992	6.39
50 or More Units	4,318	4.60
Mobile Home or Trailer	3,987	4.25
Boat, RV, Van, etc.	26	0.03

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	93,833	
Housing Units Built 2010 or later	3,754	4.00
Housing Units Built 2000 to 2009	15,433	16.45
Housing Units Built 1990 to 1999	12,125	12.92
Housing Units Built 1980 to 1989	10,737	11.44
Housing Units Built 1970 to 1979	14,359	15.30
Housing Units Built 1960 to 1969	11,003	11.73
Housing Units Built 1950 to 1959	9,833	10.48
Housing Units Built 1940 to 1949	3,768	4.02
Housing Unit Built 1939 or Earlier	12,820	13.66
2015 Est. Median Year Structure Built**	1977	

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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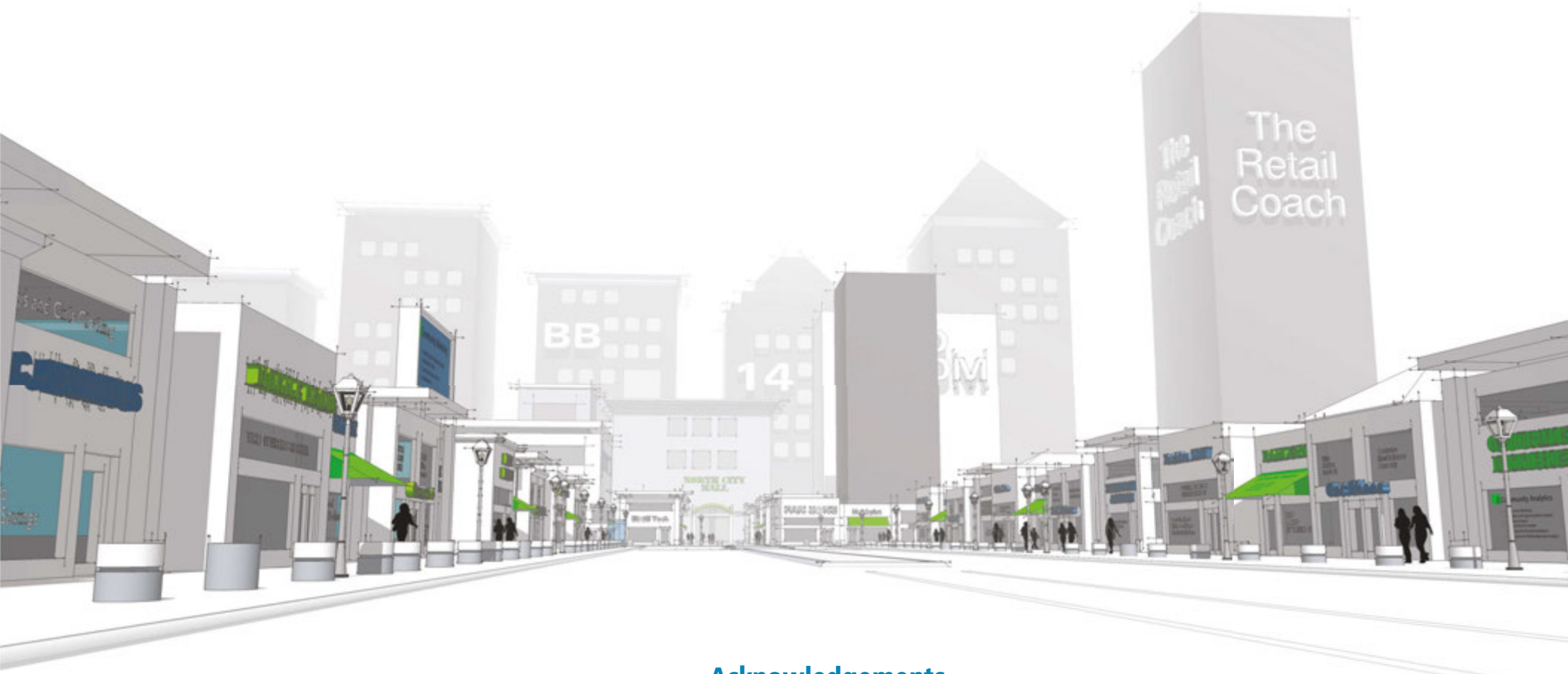

Acknowledgements

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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.