



RADIAL DEMOGRAPHICS

5-MILE RADIAL

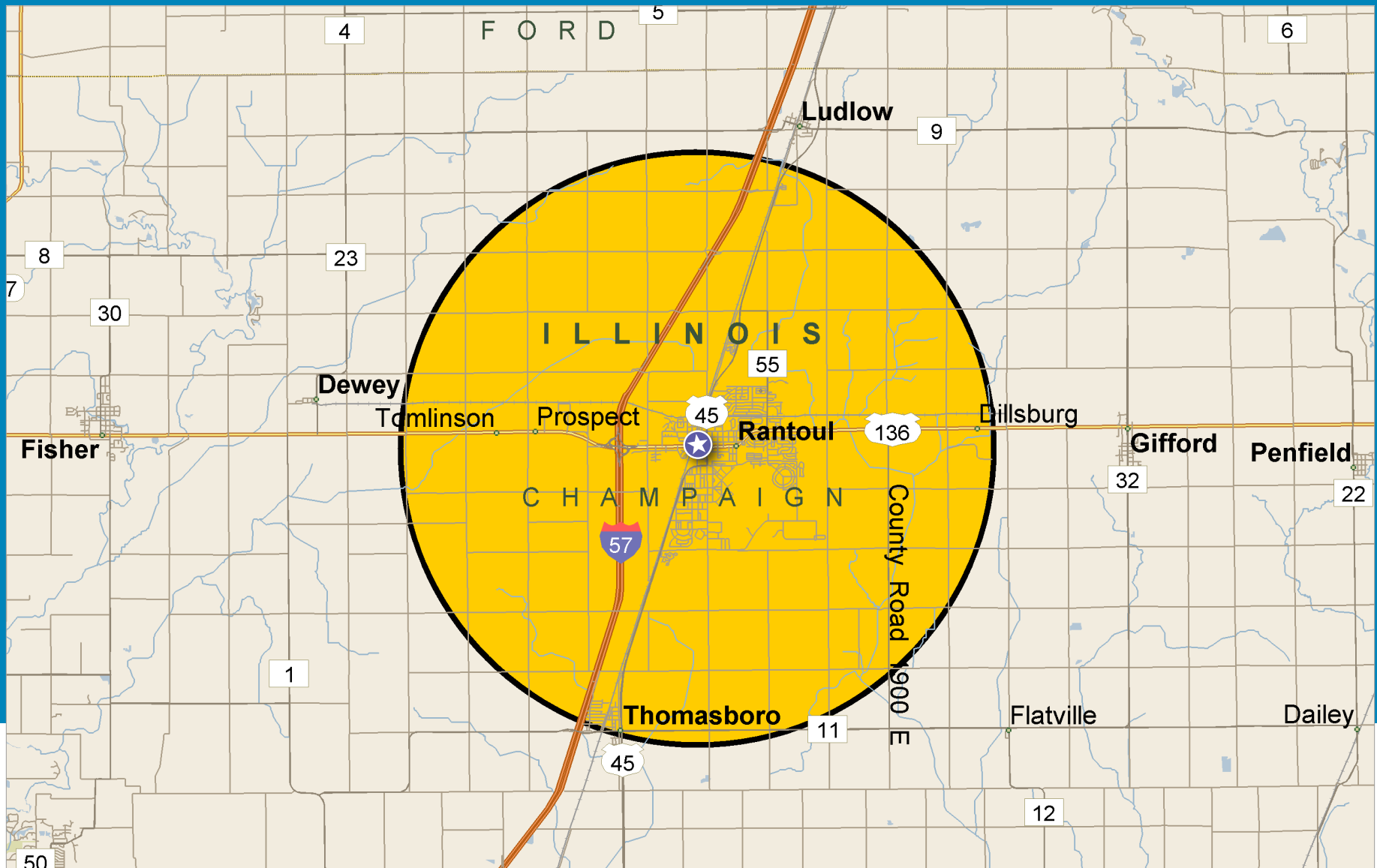
Rantoul, Illinois



Prepared for
Village of Rantoul
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 **TheRetailCoach®**

5-Mile Radial Rantoul, Illinois



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Radial Demographics | 5-Mile Radial Rantoul, Illinois

DESCRIPTION	DATA	%
Population		
2015 Estimate	14,772	
2015 Est. Population by Single-Classification Race	14,772	
White Alone	9,883	66.90
Black or African American Alone	3,165	21.43
Amer. Indian and Alaska Native Alone	88	0.60
Asian Alone	219	1.48
Native Hawaiian and Other Pac. Isl. Alone	12	0.08
Some Other Race Alone	695	4.70
Two or More Races	710	4.81
2015 Est. Population by Hispanic or Latino Origin	14,772	
Not Hispanic or Latino	13,125	88.85
Hispanic or Latino:	1,647	11.15
Mexican	1,218	73.95
Puerto Rican	199	12.08
Cuban	7	0.43
All Other Hispanic or Latino	224	13.60

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	1,647	
White Alone	717	43.53
Black or African American Alone	67	4.07
American Indian and Alaska Native Alone	49	2.98
Asian Alone	2	0.12
Native Hawaiian and Other Pacific Islander Alone	2	0.12
Some Other Race Alone	681	41.35
Two or More Races	129	7.83
2015 Est. Pop by Race, Asian Alone, by Category	219	
Chinese, except Taiwanese	26	11.87
Filipino	86	39.27
Japanese	24	10.96
Asian Indian	5	2.28
Korean	40	18.26
Vietnamese	12	5.48
Cambodian	0	0.00
Hmong	0	0.00
Laotian	11	5.02
Thai	0	0.00
All Other Asian Races Including 2+ Category	15	6.85
2015 Est. Population by Ancestry	14,772	
Arab	15	0.10
Czech	0	0.00
Danish	14	0.09
Dutch	152	1.03
English	700	4.74
French (except Basque)	210	1.42
French Canadian	4	0.03
German	2,255	15.27
Greek	2	0.01

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DESCRIPTION	DATA	%
Hungarian	0	0.00
Irish	852	5.77
Italian	278	1.88
Lithuanian	23	0.16
United States or American	2,329	15.77
Norwegian	55	0.37
Polish	170	1.15
Portuguese	11	0.07
Russian	3	0.02
Scottish	114	0.77
Scotch-Irish	9	0.06
Slovak	0	0.00
Subsaharan African	2	0.01
Swedish	93	0.63
Swiss	5	0.03
Ukrainian	0	0.00
Welsh	14	0.09
West Indian (except Hisp. groups)	12	0.08
Other ancestries	5,963	40.37
Ancestry Unclassified	1,486	10.06
2015 Est. Pop Age 5+ by Language Spoken at Home	13,680	
Speak Only English at Home	12,451	91.02
Speak Asian/Pac. Isl. Lang. at Home	139	1.02
Speak IndoEuropean Language at Home	79	0.58
Speak Spanish at Home	1,005	7.35
Speak Other Language at Home	7	0.05
2015 Est. Population by Sex	14,772	
Male	7,129	48.26
Female	7,643	51.74

DESCRIPTION	DATA	%
2015 Est. Population by Age	14,772	
Age 0 - 4	1,092	7.39
Age 5 - 9	1,063	7.20
Age 10 - 14	1,021	6.91
Age 15 - 17	710	4.81
Age 18 - 20	683	4.62
Age 21 - 24	889	6.02
Age 25 - 34	2,032	13.76
Age 35 - 44	1,751	11.85
Age 45 - 54	1,820	12.32
Age 55 - 64	1,767	11.96
Age 65 - 74	1,104	7.47
Age 75 - 84	593	4.01
Age 85 and over	249	1.69
Age 16 and over	11,364	76.93
Age 18 and over	10,887	73.70
Age 21 and over	10,204	69.08
Age 65 and over	1,945	13.17
2015 Est. Median Age	34.5	
2015 Est. Average Age	36.8	

Radial Demographics | 5-Mile Radial Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	7,129	
Age 0 - 4	552	7.74
Age 5 - 9	530	7.43
Age 10 - 14	506	7.10
Age 15 - 17	393	5.51
Age 18 - 20	389	5.46
Age 21 - 24	456	6.40
Age 25 - 34	991	13.90
Age 35 - 44	836	11.73
Age 45 - 54	849	11.91
Age 55 - 64	834	11.70
Age 65 - 74	475	6.66
Age 75 - 84	238	3.34
Age 85 and over	80	1.12
2015 Est. Median Age, Male	32.5	
2015 Est. Average Age, Male	35.2	
2015 Est. Female Population by Age	7,643	
Age 0 - 4	540	7.07
Age 5 - 9	532	6.96
Age 10 - 14	515	6.74
Age 15 - 17	317	4.15
Age 18 - 20	294	3.85
Age 21 - 24	433	5.67
Age 25 - 34	1,041	13.62
Age 35 - 44	915	11.97
Age 45 - 54	971	12.70
Age 55 - 64	933	12.21
Age 65 - 74	629	8.23
Age 75 - 84	355	4.64
Age 85 and over	169	2.21

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	36.6	
2015 Est. Average Age, Female	38.2	
2015 Est. Pop Age 15+ by Marital Status	11,597	
Total, Never Married	3,953	34.09
Males, Never Married	2,054	17.71
Females, Never Married	1,899	16.37
Married, Spouse present	4,824	41.60
Married, Spouse absent	478	4.12
Widowed	703	6.06
Males Widowed	77	0.66
Females Widowed	626	5.40
Divorced	1,639	14.13
Males Divorced	665	5.73
Females Divorced	974	8.40
2015 Est. Pop Age 25+ by Edu. Attainment	9,315	
Less than 9th grade	392	4.21
Some High School, no diploma	788	8.46
High School Graduate (or GED)	3,495	37.52
Some College, no degree	2,540	27.27
Associate Degree	544	5.84
Bachelor's Degree	1,149	12.33
Master's Degree	305	3.27
Professional School Degree	73	0.78
Doctorate Degree	28	0.30
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	733	
No High School Diploma	317	43.25
High School Graduate	261	35.61
Some College or Associate's Degree	56	7.64
Bachelor's Degree or Higher	99	13.51

Radial Demographics | 5-Mile Radial Rantoul, Illinois

DESCRIPTION	DATA	%
Households		
2015 Estimate	6,009	
2015 Est. Households by Household Type	6,009	
Family Households	3,821	63.59
Nonfamily Households	2,188	36.41
2015 Est. Group Quarters Population	303	
2015 HHs by Ethnicity, Hispanic/Latino	436	7.26
2015 Est. Households by HH Income	6,009	
Income < \$15,000	633	10.53
Income \$15,000 - \$24,999	1,231	20.49
Income \$25,000 - \$34,999	677	11.27
Income \$35,000 - \$49,999	1,010	16.81
Income \$50,000 - \$74,999	1,087	18.09
Income \$75,000 - \$99,999	706	11.75
Income \$100,000 - \$124,999	334	5.56
Income \$125,000 - \$149,999	123	2.05
Income \$150,000 - \$199,999	104	1.73
Income \$200,000 - \$249,999	37	0.62
Income \$250,000 - \$499,999	51	0.85
Income \$500,000+	16	0.27

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$54,333	
2015 Est. Median Household Income	\$41,888	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	44,152	
Black or African American Alone	26,147	
American Indian and Alaska Native Alone	49,832	
Asian Alone	48,467	
Native Hawaiian and Other Pacific Islander Alone	14,999	
Some Other Race Alone	75,199	
Two or More Races	56,938	
Hispanic or Latino	34,213	
Not Hispanic or Latino	42,116	
2015 Est. Family HH Type by Presence of Own Child.	3,821	
Married-Couple Family, own children	888	23.24
Married-Couple Family, no own children	1,496	39.15
Male Householder, own children	216	5.65
Male Householder, no own children	127	3.32
Female Householder, own children	709	18.56
Female Householder, no own children	386	10.10
2015 Est. Households by Household Size	6,009	
1-person	1,862	30.99
2-person	1,969	32.77
3-person	931	15.49
4-person	694	11.55
5-person	336	5.59
6-person	143	2.38
7-or-more-person	73	1.21

Radial Demographics | 5-Mile Radial Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.41	
2015 Est. Households by Presence of People Under 18	6,009	
Households with 1 or More People under Age 18:	2,026	33.72
Married-Couple Family	961	47.43
Other Family, Male Householder	235	11.60
Other Family, Female Householder	801	39.54
Nonfamily, Male Householder	21	1.04
Nonfamily, Female Householder	8	0.39
Households with No People under Age 18:	3,983	66.28
Married-Couple Family	1,418	35.60
Other Family, Male Householder	108	2.71
Other Family, Female Householder	295	7.41
Nonfamily, Male Householder	970	24.35
Nonfamily, Female Householder	1,191	29.90
2015 Est. Households by Number of Vehicles	6,009	
No Vehicles	508	8.45
1 Vehicle	2,448	40.74
2 Vehicles	2,098	34.91
3 Vehicles	688	11.45
4 Vehicles	181	3.01
5 or more Vehicles	86	1.43
2015 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	3,821	
2015 Est. Families by Poverty Status	3,821	
2015 Families at or Above Poverty	3,053	79.90
2015 Families at or Above Poverty with Children	1,287	33.68
2015 Families Below Poverty	768	20.10
2015 Families Below Poverty with Children	727	19.03
2015 Est. Pop Age 16+ by Employment Status	11,364	
In Armed Forces	3	0.03
Civilian - Employed	6,948	61.14
Civilian - Unemployed	1,054	9.27
Not in Labor Force	3,358	29.55
2015 Est. Civ. Employed Pop 16+ by Class of Worker	6,948	
For-Profit Private Workers	4,923	70.85
Non-Profit Private Workers	466	6.71
Local Government Workers	582	8.38
State Government Workers	431	6.20
Federal Government Workers	126	1.81
Self-Employed Workers	420	6.04
Unpaid Family Workers	1	0.01

Radial Demographics | 5-Mile Radial Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	6,948	
Architect/Engineer	80	1.15
Arts/Entertainment/Sports	99	1.42
Building Grounds Maintenance	401	5.77
Business/Financial Operations	169	2.43
Community/Social Services	144	2.07
Computer/Mathematical	133	1.91
Construction/Extraction	283	4.07
Education/Training/Library	242	3.48
Farming/Fishing/Forestry	47	0.68
Food Prep/Serving	329	4.74
Health Practitioner/Technician	201	2.89
Healthcare Support	219	3.15
Maintenance Repair	244	3.51
Legal	71	1.02
Life/Physical/Social Science	94	1.35
Management	482	6.94
Office/Admin. Support	1,170	16.84
Production	663	9.54
Protective Services	147	2.12
Sales/Related	873	12.56
Personal Care/Service	154	2.22
Transportation/Moving	703	10.12
2015 Est. Pop 16+ by Occupation Classification	6,948	
Blue Collar	1,894	27.26
White Collar	3,758	54.09
Service and Farm	1,297	18.67

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	6,807	
Drove Alone	5,382	79.07
Car Pooled	864	12.69
Public Transportation	89	1.31
Walked	125	1.84
Bicycle	76	1.12
Other Means	51	0.75
Worked at Home	219	3.22
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,814	
15 - 29 Minutes	2,352	
30 - 44 Minutes	936	
45 - 59 Minutes	208	
60 or more Minutes	277	
2015 Est. Avg. Travel Time to Work in Minutes	22.20	
2015 Est. Occupied Housing Units by Tenure	6,009	
Owner Occupied	3,249	54.07
Renter Occupied	2,760	45.93
2015 Owner Occ. HUs: Avg. Length of Residence	17.6	
2015 Renter Occ. HUs: Avg. Length of Residence	7.8	

Radial Demographics | 5-Mile Radial Rantoul, Illinois

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	3,249	
Value Less than \$20,000	223	6.86
Value \$20,000 - \$39,999	68	2.09
Value \$40,000 - \$59,999	271	8.34
Value \$60,000 - \$79,999	617	18.99
Value \$80,000 - \$99,999	591	18.19
Value \$100,000 - \$149,999	804	24.75
Value \$150,000 - \$199,999	335	10.31
Value \$200,000 - \$299,999	177	5.45
Value \$300,000 - \$399,999	124	3.82
Value \$400,000 - \$499,999	24	0.74
Value \$500,000 - \$749,999	8	0.25
Value \$750,000 - \$999,999	1	0.03
Value \$1,000,000 or more	6	0.18
2015 Est. Median All Owner-Occupied Housing Value	\$95,082	
2015 Est. Housing Units by Units in Structure	6,976	
1 Unit Attached	671	9.62
1 Unit Detached	3,510	50.32
2 Units	302	4.33
3 or 4 Units	608	8.72
5 to 19 Units	925	13.26
20 to 49 Units	140	2.01
50 or More Units	157	2.25
Mobile Home or Trailer	662	9.49
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	6,976	
Housing Units Built 2010 or later	55	0.79
Housing Units Built 2000 to 2009	482	6.91
Housing Units Built 1990 to 1999	401	5.75
Housing Units Built 1980 to 1989	820	11.75
Housing Units Built 1970 to 1979	1,066	15.28
Housing Units Built 1960 to 1969	1,116	16.00
Housing Units Built 1950 to 1959	1,874	26.86
Housing Units Built 1940 to 1949	527	7.55
Housing Unit Built 1939 or Earlier	635	9.10
2015 Est. Median Year Structure Built**	1964	



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.

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