



RETAIL TRADE AREA DEMOGRAPHIC PROFILE

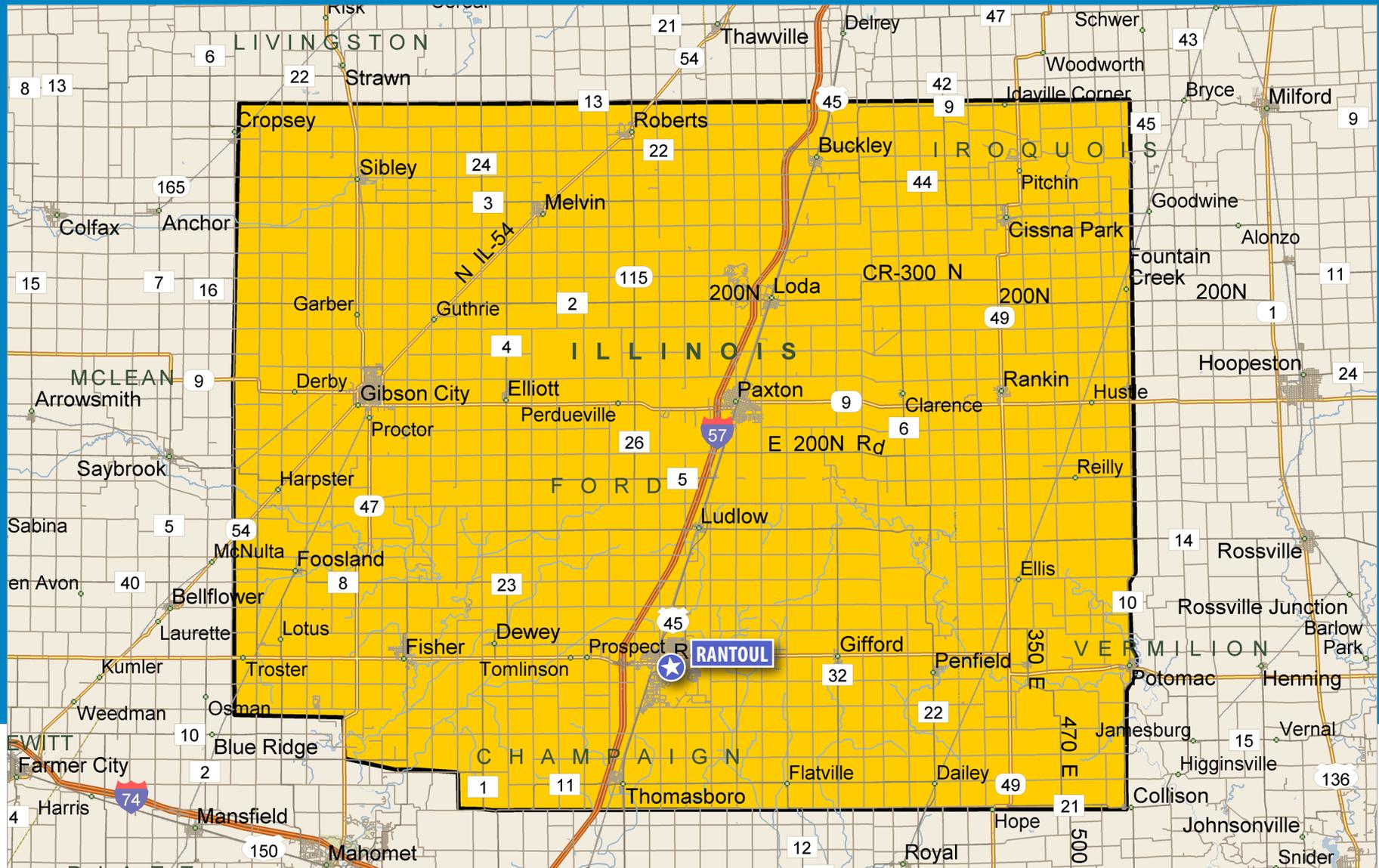
Rantoul, Illinois

Prepared for
Village of Rantoul
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Retail Trade Area

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

Retail Trade Area | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	41,939	
2010 Total Population	40,037	
2016 Total Population	40,426	
2016 Group Quarters	737	
2021 Total Population	40,842	
2016-2021 Annual Rate		0.20%
Household Summary		
2000 Households	16,184	
2000 Average Household Size	2.47	
2010 Households	16,059	
2010 Average Household Size	2.45	
2016 Households	16,186	
2016 Average Household Size	2.45	
2021 Households	16,334	
2021 Average Household Size	2.46	
2016-2021 Annual Rate		0.18%
2010 Families		
2010 Average Family Size	2.97	
2016 Families		
2016 Average Family Size	2.98	
2021 Families		
2021 Average Family Size	2.99	
2016-2021 Annual Rate		0.10%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	17,972	
Owner Occupied Housing Units		62.20%
Renter Occupied Housing Units		27.80%
Vacant Housing Units		9.90%
2010 Housing Units	18,135	
Owner Occupied Housing Units		61.80%
Renter Occupied Housing Units		26.70%
Vacant Housing Units		11.40%
2016 Housing Units	18,532	
Owner Occupied Housing Units		59.10%
Renter Occupied Housing Units		28.30%
Vacant Housing Units		12.70%
2021 Housing Units	18,834	
Owner Occupied Housing Units		58.40%
Renter Occupied Housing Units		28.30%
Vacant Housing Units		13.30%
Median Household Income		
2016	\$47,643	
2021	\$44,904	
Median Home Value		
2016	\$95,446	
2021	\$112,915	
Per Capita Income		
2016	\$25,137	
2021	\$26,368	
Median Age		
2010	39.2	
2016	40	
2021	40.6	

Retail Trade Area | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
2016 Households by Income		
Household Income Base	16,186	
<\$15,000		11.90%
\$15,000 - \$24,999		13.30%
\$25,000 - \$34,999		11.90%
\$35,000 - \$49,999		14.70%
\$50,000 - \$74,999		19.90%
\$75,000 - \$99,999		13.00%
\$100,000 - \$149,999		10.40%
\$150,000 - \$199,999		2.90%
\$200,000+		2.00%
Average Household Income	\$61,167	
2021 Households by Income		
Household Income Base	16,334	
<\$15,000		12.70%
\$15,000 - \$24,999		11.70%
\$25,000 - \$34,999		16.70%
\$35,000 - \$49,999		12.30%
\$50,000 - \$74,999		15.20%
\$75,000 - \$99,999		13.50%
\$100,000 - \$149,999		12.20%
\$150,000 - \$199,999		3.40%
\$200,000+		2.30%
Average Household Income	\$64,337	

DESCRIPTION	DATA	%
2016 Owner Occupied Housing Units by Value		
Total	10,947	
<\$50,000		15.20%
\$50,000 - \$99,999		38.30%
\$100,000 - \$149,999		21.70%
\$150,000 - \$199,999		12.90%
\$200,000 - \$249,999		5.20%
\$250,000 - \$299,999		2.60%
\$300,000 - \$399,999		2.70%
\$400,000 - \$499,999		0.70%
\$500,000 - \$749,999		0.30%
\$750,000 - \$999,999		0.20%
\$1,000,000 +		0.20%
Average Home Value	\$119,602	
2021 Owner Occupied Housing Units by Value		
Total	11,000	
<\$50,000		13.10%
\$50,000 - \$99,999		31.80%
\$100,000 - \$149,999		19.70%
\$150,000 - \$199,999		15.50%
\$200,000 - \$249,999		8.20%
\$250,000 - \$299,999		4.60%
\$300,000 - \$399,999		4.70%
\$400,000 - \$499,999		1.20%
\$500,000 - \$749,999		0.60%
\$750,000 - \$999,999		0.40%
\$1,000,000 +		0.20%
Average Home Value	\$141,317	

Retail Trade Area | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
2010 Population by Age		
Total	40,037	
0 - 4		6.60%
5 - 9		6.90%
10 - 14		6.90%
15 - 24		13.20%
25 - 34		11.50%
35 - 44		11.90%
45 - 54		15.40%
55 - 64		12.00%
65 - 74		7.80%
75 - 84		5.40%
85 +		2.50%
18 +		74.80%
2016 Population by Age		
Total	40,426	
0 - 4		6.40%
5 - 9		6.40%
10 - 14		6.60%
15 - 24		12.80%
25 - 34		12.10%
35 - 44		11.50%
45 - 54		13.00%
55 - 64		13.80%
65 - 74		9.40%
75 - 84		5.30%
85 +		2.60%
18 +		76.40%

DESCRIPTION	DATA	%
2021 Population by Age		
Total	40,842	
0 - 4		6.20%
5 - 9		6.30%
10 - 14		6.70%
15 - 24		11.80%
25 - 34		12.40%
35 - 44		11.60%
45 - 54		11.60%
55 - 64		14.00%
65 - 74		11.00%
75 - 84		5.80%
85 +		2.60%
18 +		76.60%
2010 Population by Sex		
Males	19,489	
Females	20,548	
2016 Population by Sex		
Males	19,770	
Females	20,656	
2021 Population by Sex		
Males	20,060	
Females	20,781	

Retail Trade Area | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	40,036	
White Alone		86.80%
Black Alone		7.90%
American Indian Alone		0.30%
Asian Alone		0.70%
Pacific Islander Alone		0.00%
Some Other Race Alone		1.90%
Two or More Races		2.30%
Hispanic Origin		4.70%
Diversity Index	30.9	
2016 Population by Race/Ethnicity		
Total	40,426	
White Alone		85.10%
Black Alone		8.40%
American Indian Alone		0.30%
Asian Alone		1.00%
Pacific Islander Alone		0.00%
Some Other Race Alone		2.30%
Two or More Races		2.90%
Hispanic Origin		5.80%
Diversity Index	34.9	

DESCRIPTION	DATA	%
2021 Population by Race/Ethnicity		
Total	40,841	
White Alone		83.40%
Black Alone		9.00%
American Indian Alone		0.30%
Asian Alone		1.20%
Pacific Islander Alone		0.00%
Some Other Race Alone		2.70%
Two or More Races		3.40%
Hispanic Origin		6.90%
Diversity Index	38.7	
2010 Population by Relationship and Household Type		
Total	40,037	
In Households		98.20%
In Family Households		82.50%
Householder		26.90%
Spouse		20.00%
Child		30.70%
Other relative		2.40%
Nonrelative		2.60%
In Nonfamily Households		15.70%
In Group Quarters		1.80%
Institutionalized Population		1.10%
Noninstitutionalized Population		0.80%

Retail Trade Area | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
2016 Population 25+ by Educational Attainment		
Total	27,403	
Less than 9th Grade		3.30%
9th - 12th Grade, No Diploma		6.80%
High School Graduate		32.40%
GED/Alternative Credential		5.70%
Some College, No Degree		25.70%
Associate Degree		8.50%
Bachelor's Degree		12.60%
Graduate/Professional Degree		5.10%
2016 Population 15+ by Marital Status		
Total	32,580	
Never Married		29.40%
Married		50.60%
Widowed		7.80%
Divorced		12.20%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed		92.70%
Civilian Unemployed		7.30%
2016 Employed Population 16+ by Industry		
Total	19,249	
Agriculture/Mining		5.20%
Construction		5.70%
Manufacturing		13.80%
Wholesale Trade		4.00%
Retail Trade		13.20%
Transportation/Utilities		6.10%
Information		2.00%
Finance/Insurance/Real Estate		4.70%
Services		42.70%
Public Administration		2.60%

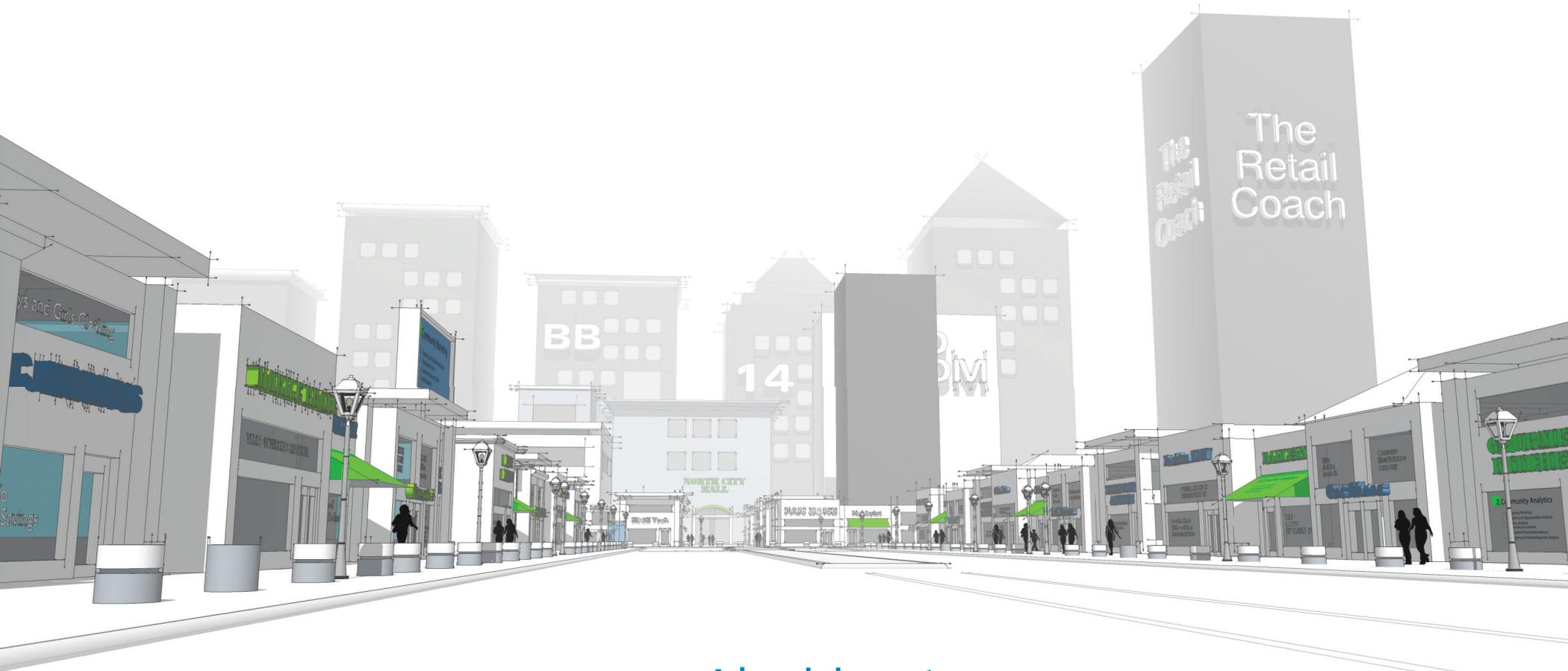
DESCRIPTION	DATA	%
2016 Employed Population 16+ by Occupation		
Total	19,249	
White Collar		52.40%
Management/Business/Financial		12.10%
Professional		15.40%
Sales		9.80%
Administrative Support		15.10%
Services		18.20%
Blue Collar		29.50%
Farming/Forestry/Fishing		1.40%
Construction/Extraction		4.60%
Installation/Maintenance/Repair		4.90%
Production		8.10%
Transportation/Material Moving		10.50%
2010 Population By Urban/ Rural Status		
Total Population	40,037	
Population Inside Urbanized Area		0.00%
Population Inside Urbanized Cluster		56.50%
Rural Population		43.50%

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Rantoul, Illinois

DESCRIPTION	DATA	%
2010 Households by Type		
Total	16,059	
Households with 1 Person		27.80%
Households with 2+ People		72.20%
Family Households		67.10%
Husband-wife Families		49.80%
With Related Children		19.40%
Other Family (No Spouse Present)		17.30%
Other Family with Male Householder		4.60%
With Related Children		3.00%
Other Family with Female Householder		12.70%
With Related Children		8.90%
Nonfamily Households		5.10%
All Households with Children		31.90%
Multigenerational Households		2.70%
Unmarried Partner Households		7.60%
Male-female		7.00%
Same-sex		0.60%
2010 Households by Size		
Total	16,058	
1 Person Household		27.80%
2 Person Household		35.70%
3 Person Household		15.00%
4 Person Household		12.40%
5 Person Household		5.70%
6 Person Household		2.10%
7 + Person Household		1.30%

DESCRIPTION	DATA	%
2010 Households by Tenure and Mortgage Status		
Total	16,059	
Owner Occupied		69.80%
Owned with a Mortgage/Loan		42.90%
Owned Free and Clear		26.90%
Renter Occupied		30.20%



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 2015/2016, ESRI 2015/2016, 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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