



RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

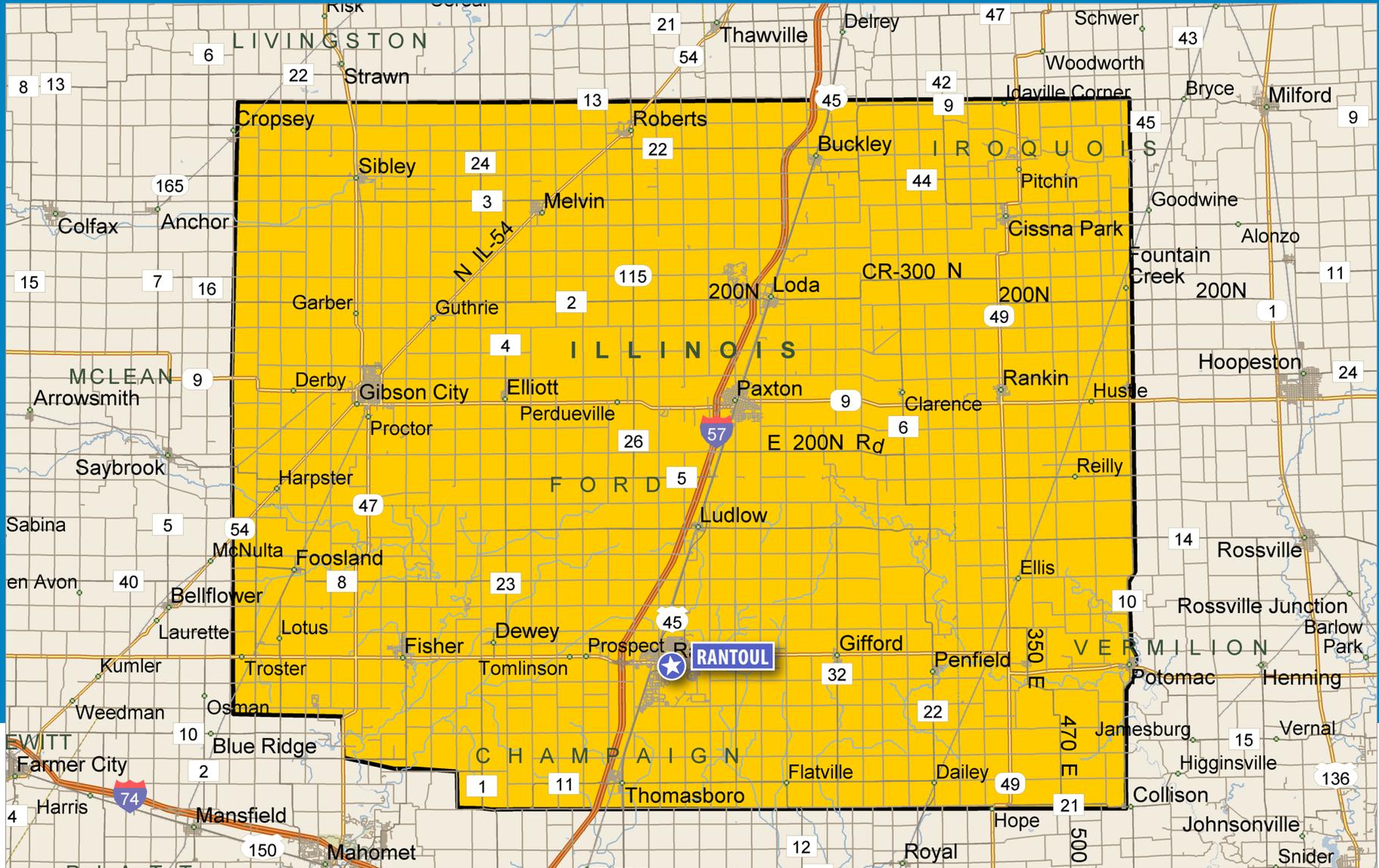
Rantoul, Illinois

Prepared for
Village of Rantoul
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Retail Trade Area

Rantoul, Illinois



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Retail Trade Area | Gap/Opportunity Analysis Summary

Rantoul, Illinois

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	LEAKAGE INDEX
	Industry Summary				
44-45,722	Total Retail Trade and Food & Drink	\$492,473,864	\$184,919,274	\$307,554,590	0.38
44-45	Total Retail Trade	\$440,785,115	\$171,440,346	\$269,344,769	0.39
722	Total Food & Drink	\$51,688,748	\$13,478,928	\$38,209,820	0.26
	Industry Group				
441	Motor Vehicle & Parts Dealers	\$89,472,783	\$26,896,146	\$62,576,637	0.30
4411	Automobile Dealers	\$77,971,163	\$20,319,013	\$57,652,150	0.26
4412	Other Motor Vehicle Dealers	\$6,121,324	\$5,057,847	\$1,063,477	0.83
4413	Auto Parts, Accessories & Tire Stores	\$5,380,295	\$1,519,286	\$3,861,009	0.28
442	Furniture & Home Furnishings Stores	\$13,829,451	\$1,848,667	\$11,980,784	0.13
4421	Furniture Stores	\$8,120,596	\$1,848,667	\$6,271,929	0.23
4422	Home Furnishings Stores	\$5,708,855	\$0.0	\$5,708,855	0.00
443	Electronics & Appliance Stores	\$25,936,879	\$330,174	\$25,606,705	0.01
444	Bldg Materials, Garden Equip. & Supply Stores	\$22,157,549	\$10,988,896	\$11,168,653	0.50
4441	Bldg Material & Supplies Dealers	\$19,489,738	\$10,489,656	\$9,000,082	0.54
4442	Lawn & Garden Equip & Supply Stores	\$2,667,811	\$499,240	\$2,168,571	0.19
445	Food & Beverage Stores	\$81,089,522	\$40,499,209	\$40,590,313	0.50
4451	Grocery Stores	\$71,421,476	\$36,937,197	\$34,484,279	0.52
4452	Specialty Food Stores	\$4,894,444	\$1,445,800	\$3,448,644	0.30
4453	Beer, Wine & Liquor Stores	\$4,773,600	\$2,116,212	\$2,657,388	0.44

Retail Trade Area | Gap/Opportunity Analysis Summary

Rantoul, Illinois

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	LEAKAGE INDEX
446,4461	Health & Personal Care Stores	\$28,953,516	\$6,517,626	\$22,435,890	0.23
447,4471	Gasoline Stations	\$27,945,224	\$4,121,293	\$23,823,931	0.15
448	Clothing & Clothing Accessories Stores	\$23,399,882	\$998,103	\$22,401,779	0.04
4481	Clothing Stores	\$16,650,869	\$998,103	\$15,652,766	0.06
4482	Shoe Stores	\$2,675,076	\$0.0	\$2,675,076	0.00
4483	Jewelry, Luggage & Leather Goods Stores	\$4,073,936	\$0.0	\$4,073,936	0.00
451	Sporting Goods, Hobby, Book & Music Stores	\$11,888,177	\$28,152,819	-\$16,264,641	2.37
4511	Sporting Goods/Hobby/Musical Instr Stores	\$9,680,096	\$27,179,488	-\$17,499,391	2.81
4512	Book, Periodical & Music Stores	\$2,208,081	\$973,331	\$1,234,750	0.44
452	General Merchandise Stores	\$82,010,281	\$45,426,684	\$36,583,597	0.55
4521	Department Stores Excluding Leased Depts.	\$61,848,370	\$42,795,611	\$19,052,759	0.69
4529	Other General Merchandise Stores	\$20,161,910	\$2,631,073	\$17,530,837	0.13
453	Miscellaneous Store Retailers	\$19,331,887	\$4,830,694	\$14,501,193	0.25
4531	Florists	\$1,130,227	\$169,859	\$960,368	0.15
4532	Office Supplies, Stationery & Gift Stores	\$4,127,741	\$0.0	\$4,127,741	0.00
4533	Used Merchandise Stores	\$1,717,622	\$584,438	\$1,133,184	0.34
4539	Other Miscellaneous Store Retailers	\$12,356,297	\$4,076,397	\$8,279,900	0.33
454	Nonstore Retailers	\$14,769,959	\$830,035	\$13,939,924	0.06
4541	Electronic Shopping & Mail-Order Houses	\$11,082,036	\$0.0	\$11,082,036	0.00
4542	Vending Machine Operators	\$481,163	\$93,705	\$387,458	0.19
4543	Direct Selling Establishments	\$3,206,759	\$736,330	\$2,470,429	0.23

Retail Trade Area | Gap/Opportunity Analysis Summary

Rantoul, Illinois

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	LEAKAGE INDEX
722	Food Services & Drinking Places	\$51,688,748	\$13,478,928	\$38,209,820	0.26
7221	Full-Service Restaurants	\$28,365,322	\$5,085,558	\$23,279,764	0.18
7222	Limited-Service Eating Places	\$19,401,097	\$7,495,020	\$11,906,077	0.39
7223	Special Food Services	\$1,355,044	\$234,914	\$1,120,130	0.17
7224	Drinking Places - Alcoholic Beverages	\$2,567,283	\$663,436	\$1,903,847	0.26

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%

Retail Trade Area | Demographics

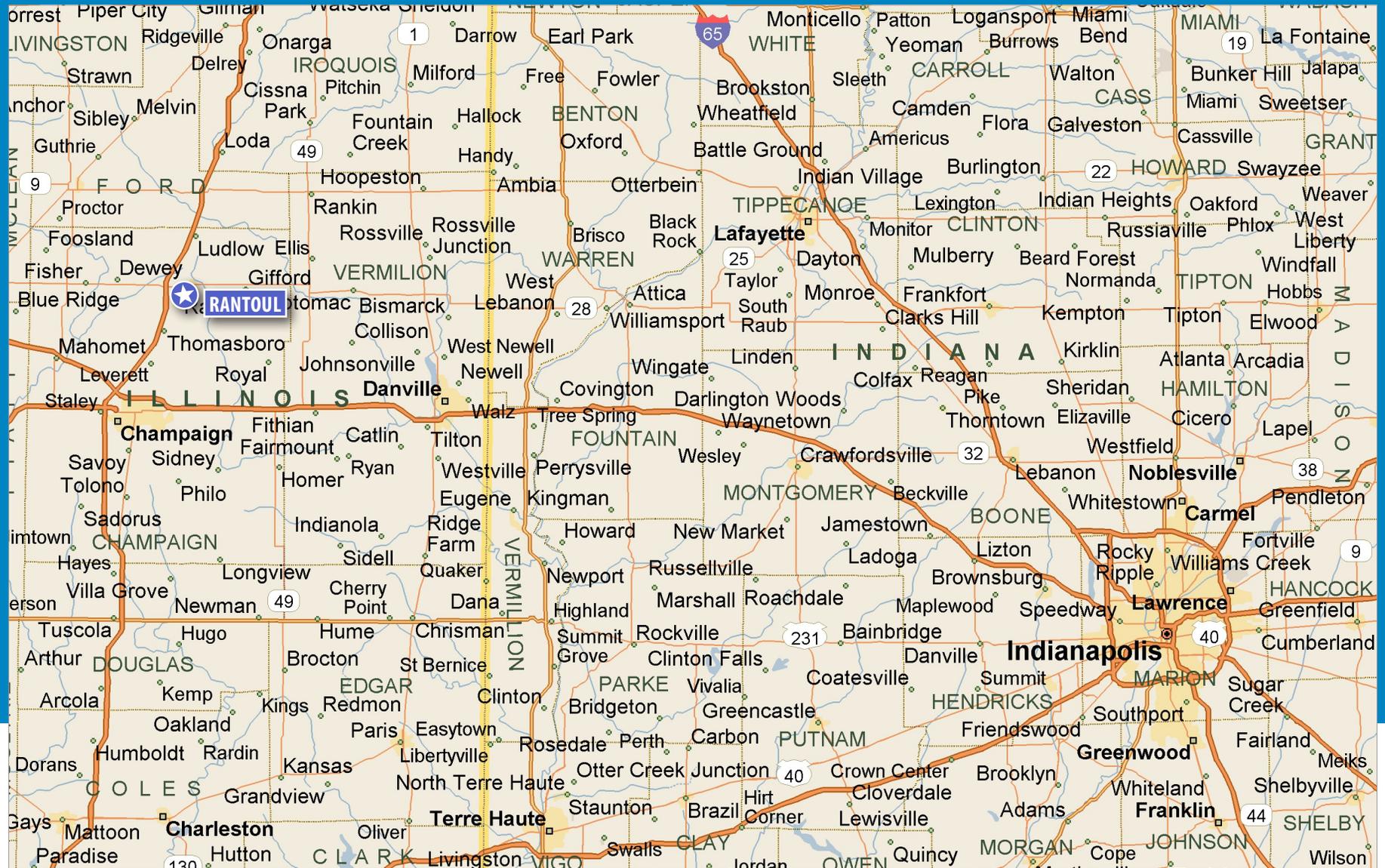
Rantoul, Illinois

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%

Location

Rantoul, Illinois



Contact Information

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Community | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	12,872	
2010 Total Population	12,941	
2016 Total Population	12,979	
2016 Group Quarters	299	
2021 Total Population	13,204	
2016-2021 Annual Rate		0.34%
Household Summary		
2000 Households	5,336	
2000 Average Household Size	2.41	
2010 Households	5,172	
2010 Average Household Size	2.44	
2016 Households	5,158	
2016 Average Household Size	2.46	
2021 Households	5,237	
2021 Average Household Size	2.46	
2016-2021 Annual Rate		0.30%
2010 Families		
2010 Average Family Size	3.02	
2016 Families		
2016 Average Family Size	3.05	
2021 Families		
2021 Average Family Size	3.06	
2016-2021 Annual Rate		0.22%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	6,167	
Owner Occupied Housing Units		44.00%
Renter Occupied Housing Units		42.60%
Vacant Housing Units		13.50%
2010 Housing Units	5,984	
Owner Occupied Housing Units		44.00%
Renter Occupied Housing Units		42.40%
Vacant Housing Units		13.60%
2016 Housing Units	6,097	
Owner Occupied Housing Units		40.70%
Renter Occupied Housing Units		43.90%
Vacant Housing Units		15.40%
2021 Housing Units	6,228	
Owner Occupied Housing Units		40.00%
Renter Occupied Housing Units		44.10%
Vacant Housing Units		15.90%
Median Household Income		
2016	\$36,484	
2021	\$33,393	
Median Home Value		
2016	\$82,215	
2021	\$86,334	
Per Capita Income		
2016	\$20,315	
2021	\$20,507	
Median Age		
2010	32.5	
2016	33.2	
2021	33.9	

Community | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
2016 Households by Income		
Household Income Base	5,158	
<\$15,000		16.40%
\$15,000 - \$24,999		17.50%
\$25,000 - \$34,999		13.90%
\$35,000 - \$49,999		16.40%
\$50,000 - \$74,999		16.60%
\$75,000 - \$99,999		10.90%
\$100,000 - \$149,999		5.70%
\$150,000 - \$199,999		1.60%
\$200,000+		1.10%
Average Household Income	\$49,006	
2021 Households by Income		
Household Income Base	5,238	
<\$15,000		17.90%
\$15,000 - \$24,999		14.70%
\$25,000 - \$34,999		19.80%
\$35,000 - \$49,999		15.70%
\$50,000 - \$74,999		12.40%
\$75,000 - \$99,999		10.50%
\$100,000 - \$149,999		5.80%
\$150,000 - \$199,999		2.00%
\$200,000+		1.20%
Average Household Income	\$49,615	

DESCRIPTION	DATA	%
2016 Owner Occupied Housing Units by Value		
Total	2,481	
<\$50,000		21.60%
\$50,000 - \$99,999		44.10%
\$100,000 - \$149,999		19.10%
\$150,000 - \$199,999		10.50%
\$200,000 - \$249,999		1.20%
\$250,000 - \$299,999		1.00%
\$300,000 - \$399,999		2.40%
\$400,000 - \$499,999		0.00%
\$500,000 - \$749,999		0.00%
\$750,000 - \$999,999		0.00%
\$1,000,000 +		0.00%
Average Home Value	\$94,770	
2021 Owner Occupied Housing Units by Value		
Total	2,491	
<\$50,000		20.90%
\$50,000 - \$99,999		40.00%
\$100,000 - \$149,999		17.30%
\$150,000 - \$199,999		12.80%
\$200,000 - \$249,999		2.20%
\$250,000 - \$299,999		2.40%
\$300,000 - \$399,999		4.40%
\$400,000 - \$499,999		0.00%
\$500,000 - \$749,999		0.00%
\$750,000 - \$999,999		0.00%
\$1,000,000 +		0.00%
Average Home Value	\$106,112	

Community | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
2010 Population by Age		
Total	12,941	
0 - 4		8.30%
5 - 9		7.40%
10 - 14		6.90%
15 - 24		16.80%
25 - 34		13.80%
35 - 44		11.70%
45 - 54		13.60%
55 - 64		10.00%
65 - 74		5.80%
75 - 84		4.00%
85 +		1.60%
18 +		71.30%
2016 Population by Age		
Total	12,977	
0 - 4		7.90%
5 - 9		7.20%
10 - 14		7.10%
15 - 24		15.90%
25 - 34		14.40%
35 - 44		11.90%
45 - 54		11.40%
55 - 64		11.50%
65 - 74		7.00%
75 - 84		3.90%
85 +		1.90%
18 +		72.40%

DESCRIPTION	DATA	%
2021 Population by Age		
Total	13,204	
0 - 4		7.80%
5 - 9		7.20%
10 - 14		7.10%
15 - 24		14.90%
25 - 34		14.60%
35 - 44		12.40%
45 - 54		10.30%
55 - 64		11.50%
65 - 74		8.40%
75 - 84		4.10%
85 +		1.90%
18 +		72.40%
2010 Population by Sex		
Males	6,175	
Females	6,766	
2016 Population by Sex		
Males	6,212	
Females	6,765	
2021 Population by Sex		
Males	6,330	
Females	6,874	

Community | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	12,941	
White Alone		66.40%
Black Alone		22.70%
American Indian Alone		0.60%
Asian Alone		1.70%
Pacific Islander Alone		0.10%
Some Other Race Alone		3.90%
Two or More Races		4.70%
Hispanic Origin		9.70%
Diversity Index	59.3	
2016 Population by Race/Ethnicity		
Total	12,980	
White Alone		63.60%
Black Alone		23.90%
American Indian Alone		0.50%
Asian Alone		2.00%
Pacific Islander Alone		0.10%
Some Other Race Alone		4.40%
Two or More Races		5.50%
Hispanic Origin		11.00%
Diversity Index	62.9	

DESCRIPTION	DATA	%
2021 Population by Race/Ethnicity		
Total	13,204	
White Alone		60.90%
Black Alone		24.90%
American Indian Alone		0.50%
Asian Alone		2.30%
Pacific Islander Alone		0.10%
Some Other Race Alone		5.10%
Two or More Races		6.20%
Hispanic Origin		12.50%
Diversity Index	66.1	
2010 Population by Relationship and Household Type		
Total	12,941	
In Households		97.70%
In Family Households		79.80%
Householder		25.20%
Spouse		14.90%
Child		32.90%
Other relative		3.20%
Nonrelative		3.60%
In Nonfamily Households		17.90%
In Group Quarters		2.30%
Institutionalized Population		0.00%
Noninstitutionalized Population		2.30%

Community | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
2016 Population 25+ by Educational Attainment		
Total	8,046	
Less than 9th Grade		5.10%
9th - 12th Grade, No Diploma		8.60%
High School Graduate		28.50%
GED/Alternative Credential		8.10%
Some College, No Degree		27.80%
Associate Degree		6.20%
Bachelor's Degree		11.30%
Graduate/Professional Degree		4.50%
2016 Population 15+ by Marital Status		
Total	10,104	
Never Married		40.40%
Married		39.10%
Widowed		6.90%
Divorced		13.60%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed		89.90%
Civilian Unemployed		10.10%
2016 Employed Population 16+ by Industry		
Total	5,844	
Agriculture/Mining		0.20%
Construction		3.00%
Manufacturing		17.60%
Wholesale Trade		5.00%
Retail Trade		14.20%
Transportation/Utilities		4.50%
Information		2.80%
Finance/Insurance/Real Estate		3.40%
Services		46.50%
Public Administration		2.70%

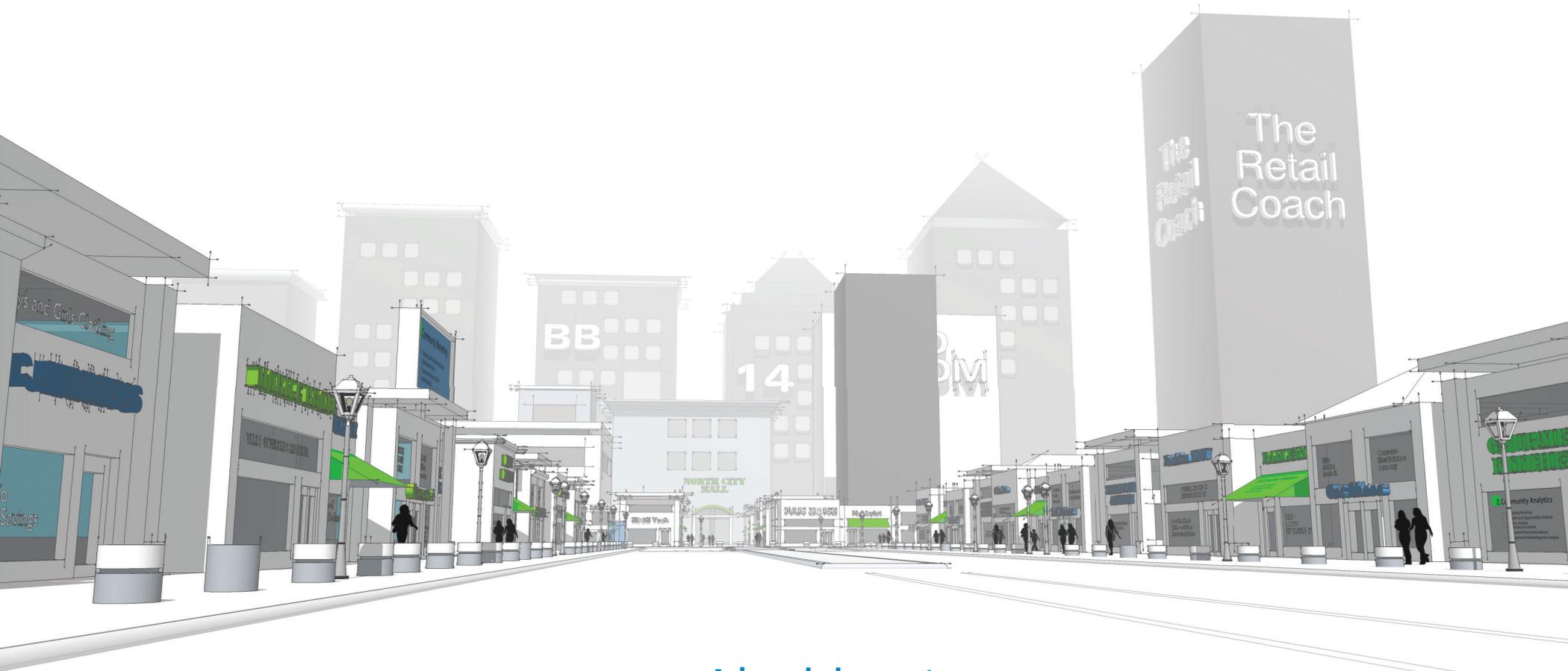
DESCRIPTION	DATA	%
2016 Employed Population 16+ by Occupation		
Total	5,845	
White Collar		49.10%
Management/Business/Financial		7.70%
Professional		14.70%
Sales		10.50%
Administrative Support		16.20%
Services		20.20%
Blue Collar		30.70%
Farming/Forestry/Fishing		0.00%
Construction/Extraction		2.50%
Installation/Maintenance/Repair		5.00%
Production		12.40%
Transportation/Material Moving		10.70%
2010 Population By Urban/ Rural Status		
Total Population	12,941	
Population Inside Urbanized Area		0.00%
Population Inside Urbanized Cluster		100.00%
Rural Population		0.00%

Community | Demographics

Rantoul, Illinois

DESCRIPTION	DATA	%
2010 Households by Type		
Total	5,172	
Households with 1 Person		30.70%
Households with 2+ People		69.30%
Family Households		63.00%
Husband-wife Families		37.30%
With Related Children		15.60%
Other Family (No Spouse Present)		25.70%
Other Family with Male Householder		6.10%
With Related Children		4.10%
Other Family with Female Householder		19.60%
With Related Children		14.60%
Nonfamily Households		6.30%
All Households with Children		34.90%
Multigenerational Households		3.80%
Unmarried Partner Households		10.50%
Male-female		9.70%
Same-sex		0.80%
2010 Households by Size		
Total	5,172	
1 Person Household		30.70%
2 Person Household		32.00%
3 Person Household		15.60%
4 Person Household		11.90%
5 Person Household		5.90%
6 Person Household		2.60%
7 + Person Household		1.40%

DESCRIPTION	DATA	%
2010 Households by Tenure and Mortgage Status		
Total	5,172	
Owner Occupied		50.90%
Owned with a Mortgage/Loan		33.70%
Owned Free and Clear		17.20%
Renter Occupied		49.10%



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.

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