TARGET NEWCOMERS

BEFORE SHOPPING LOYALTIES DEVELOP

Hear from a current sponsor...

“The Champaign Park District strives to serve all members of the community through programming, events, and open spaces. It is especially important to reach out to new members of the Champaign area who may not know the vast offerings we provide! The Community Welcome Service helps us expand our reach and better serve C-U.” - Champaign Park District

Become a sponsor of the Community Welcome Service program through the Champaign County Chamber of Commerce. Promote yourself to new Champaign County residents and receive essential demographic data that can be used for strategic and targeted marketing for your business. These residents receive gift boxes within a few weeks of arrival with information about the area, as well as coupons, free gifts and brochures provided by the program’s sponsors.

HOW DO I GET SIGNED UP?
To take advantage of this program, contact Caryn Isenhower at the Chamber, 217.359.1791 or caryni@champaigncounty.org.
Dear Chamber Members,

We are pleased to provide your company with the third annual Trends Report. This publication is designed to provide our members with information and data that can be used in your daily business decision making.

One of the biggest challenges facing all business owners and managers is making the right decisions to grow your companies; expand your products and/or improve your services.

Using data, understanding trends, understanding the local marketplace and local demographics can be helpful to your company as you strategically plan for the future of your business.

Please take time to review the information provided. Our goal is to provide our members with data on an ongoing basis to help your company. Please take time to reach out to us and let us know if we are we missing information that would be invaluable to your particular industry?

We want to know what you need in order to help support those gut-made decisions – backed with data. Your feedback is encouraged to LauraW@champaigncounty.org.

We hope you find the Trends Publication helpful to your company.

Sincerely,

Laura Weis
President & CEO

This publication was compiled by Lily Van, intern to the Champaign County Chamber of Commerce.
DEMOGRAPHICS

Source: US Census Bureau (2017)

RACE
- White: 68%
- Black: 13%
- Hispanic: 11%
- Asian: 2%
- Other: 6%

AGE
- Over 65: 65%
- 18-65: 19%
- Under 18: 10%
- Under 5: 6%

SEX
- Male: 50%
- Female: 50%

MARITAL STATUS
- Married: 36%
- Divorced: 8%
- Never Married: 3%
- Widowed: 53%
Psychographics group people who share the same lifestyle, stage in life and belief system. The profiles listed above represent the five most common types of people living in Champaign County according to PRIZM data. Understanding the customer’s point of view—what drives them to make purchasing decisions—is essential to creating marketing plans and strategic advertisements.

**UPWARD BOUND**
Upward Bound are often upscale families boasting dual incomes, college degrees, and new homes. Residents of Upward Bound are above average technology users who own multiple computers and frequently research and purchase all types of products online.

**UP-AND-COMERS**
Up-and-Comers is a stopover for younger, midscale singles before they marry, have families, and establish more deskbound lifestyles. Found in suburban areas and second cities, these mobile adults, mostly age 25 to 44, include many recent college graduates who are into athletic activities, the latest technology, and nightlife.

**STRIVING SELFIES**
Striving Selfies is a segment of younger singles and couples that show signs of greater potential. They are among the most tech savvy segments with some college credits under their belt. More often than not, they are renters who have not yet been able to purchase their first home.

**GENERATION WEB**
Having grown up in the age of the internet, Generation Web are younger families with above average technology use. They are more often renters, living in suburban neighborhoods and second cities, and frequent video game and accessory stores.

**METRO GRADS**
Metro Grads are middle age singles and couples still establishing themselves in their careers and their lives. They are settled in suburban areas and second cities but are often out and about, attending everything from soccer and hockey games to operas.
## CHAMPAIGN COUNTY TAXES

<table>
<thead>
<tr>
<th>Property Tax</th>
<th>Sales Tax</th>
<th>2%</th>
<th>City</th>
<th>Add</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urbana</td>
<td></td>
<td></td>
<td>1.50%</td>
<td>State (6.25%) &amp; County (1.25%)</td>
<td>9.00%</td>
</tr>
<tr>
<td>Champaign</td>
<td></td>
<td></td>
<td>1.50%</td>
<td></td>
<td>9.00%</td>
</tr>
<tr>
<td>Rantoul</td>
<td></td>
<td></td>
<td>1.50%</td>
<td></td>
<td>9.00%</td>
</tr>
<tr>
<td>Ogden</td>
<td></td>
<td></td>
<td>1.00%</td>
<td></td>
<td>8.50%</td>
</tr>
<tr>
<td>Savoy</td>
<td></td>
<td></td>
<td>0.50%</td>
<td></td>
<td>8.00%</td>
</tr>
<tr>
<td>Saint Joseph</td>
<td></td>
<td></td>
<td>0.50%</td>
<td></td>
<td>8.00%</td>
</tr>
</tbody>
</table>

### Illinois
- Average Sales Tax: 8.64%

### U.S.A.
- Average Sales Tax: 8.45%

### Chicago
- City Sales Tax: 10.25%
### INCOME BY OCCUPATION*

<table>
<thead>
<tr>
<th>OCCUPATION</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>$111,130</td>
<td>$119,910</td>
</tr>
<tr>
<td>Business &amp; Finance</td>
<td>$73,730</td>
<td>$76,330</td>
</tr>
<tr>
<td>Computer &amp; Mathematics</td>
<td>$85,340</td>
<td>$89,810</td>
</tr>
<tr>
<td>Architecture &amp; Engineering</td>
<td>$80,260</td>
<td>$86,190</td>
</tr>
<tr>
<td>Life, Physical, &amp; Social Sciences</td>
<td>$73,060</td>
<td>$74,370</td>
</tr>
<tr>
<td>Community &amp; Social Service</td>
<td>$48,780</td>
<td>$48,050</td>
</tr>
<tr>
<td>Legal Occupations</td>
<td>$105,180</td>
<td>$107,370</td>
</tr>
<tr>
<td>Education, Training &amp; Library</td>
<td>$57,480</td>
<td>$55,470</td>
</tr>
<tr>
<td>Arts, Design, Ent. Sport &amp; Media</td>
<td>$52,410</td>
<td>$58,950</td>
</tr>
<tr>
<td>Healthcare Practitioners/Technicians</td>
<td>$76,250</td>
<td>$80,760</td>
</tr>
<tr>
<td>Healthcare Support</td>
<td>$30,470</td>
<td>$31,310</td>
</tr>
<tr>
<td>Protective Service</td>
<td>$51,370</td>
<td>$47,190</td>
</tr>
<tr>
<td>Food Preparation &amp; Serving</td>
<td>$23,060</td>
<td>$24,710</td>
</tr>
<tr>
<td>Building &amp; Grounds Maintenance</td>
<td>$30,350</td>
<td>$28,930</td>
</tr>
<tr>
<td>Personal Care &amp; Service</td>
<td>$27,060</td>
<td>$27,270</td>
</tr>
<tr>
<td>Sales &amp; Related Occupations</td>
<td>$42,090</td>
<td>$40,680</td>
</tr>
<tr>
<td>Office &amp; Administrative Support</td>
<td>$37,760</td>
<td>$37,950</td>
</tr>
<tr>
<td>Farming, Fishing &amp; Forestry</td>
<td>$31,890</td>
<td>$28,840</td>
</tr>
<tr>
<td>Construction &amp; Extraction</td>
<td>$64,400</td>
<td>$49,930</td>
</tr>
</tbody>
</table>

*Income measured by annual mean wage*
FOR EVERY JOB THAT REQUIRES A MASTER’S DEGREE, THERE ARE TWO PROFESSIONAL JOBS REQUIRING A UNIVERSITY DEGREE, AND SEVEN JOBS REQUIRING A ONE YEAR CERTIFICATE OR A TWO-YEAR DEGREE.

RAISING THE BAR

AN INCREASE IN SKILLED WORKERS WOULD REDUCE UNEMPLOYMENT 2-3 PERCENT.
Percentage of high school graduates = 93% (2014) vs. 94% (2016)
Percentage of Bachelor's degree or higher = 42% (2014) vs. 43% (2016)

**Student Demographic by District**

- **Champaign**: 93% White, 42% Black, 85% Hispanic, 14% Asian, 16% Other
- **Mahomet**: 94% White, 42% Black, 87% Hispanic, 14% Asian, 17% Other
- **Rantoul**: 92% White, 17% Black, 92% Hispanic, 27% Asian, 19% Other
- **St. Joseph**: 92% White, 14% Black, 92% Hispanic, 28% Asian, 27% Other
- **Urbana**: 93% White, 42% Black, 93% Hispanic, 14% Asian, 16% Other
- **Tolono**: 93% White, 43% Black, 95% Hispanic, 14% Asian, 19% Other

**Degrees and Diplomas**

- **2014**
  - Champaign: 93% White, 42% Black, 85% Hispanic, 14% Asian, 16% Other
  - McLean: 94% White, 42% Black, 87% Hispanic, 14% Asian, 17% Other
  - Vermilion: 92% White, 17% Black, 92% Hispanic, 27% Asian, 19% Other
  - Ford: 92% White, 17% Black, 92% Hispanic, 27% Asian, 19% Other
  - DeWitt: 92% White, 17% Black, 92% Hispanic, 27% Asian, 19% Other
  - Piatt: 27% White, 14% Black, 14% Hispanic, 42% Asian, 42% Other

- **2016**
  - Champaign: 94% White, 43% Black, 87% Hispanic, 14% Asian, 17% Other
  - McLean: 95% White, 44% Black, 89% Hispanic, 17% Asian, 19% Other
  - Vermilion: 92% White, 19% Black, 95% Hispanic, 28% Asian, 28% Other
  - Ford: 92% White, 19% Black, 95% Hispanic, 28% Asian, 28% Other
  - DeWitt: 92% White, 19% Black, 95% Hispanic, 28% Asian, 28% Other
  - Piatt: 28% White, 14% Black, 14% Hispanic, 43% Asian, 43% Other

*The Rise of Champaign*

While many communities in Central Illinois and statewide have seen population decreasing, more residents are moving to and staying in Champaign. In fact, according to Business Insider, Champaign is the fastest growing city in Illinois with population increase of 1.2% between July 2015 and July 2016.

**Population by County**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champaign</td>
<td>209,399</td>
<td>208,419</td>
<td>208,861</td>
<td>207,133</td>
</tr>
<tr>
<td>DeWitt</td>
<td>15,942</td>
<td>16,226</td>
<td>16,247</td>
<td>16,284</td>
</tr>
<tr>
<td>Douglas</td>
<td>19,748</td>
<td>19,630</td>
<td>19,823</td>
<td>19,889</td>
</tr>
<tr>
<td>Ford</td>
<td>13,280</td>
<td>13,575</td>
<td>13,736</td>
<td>13,688</td>
</tr>
<tr>
<td>McLean</td>
<td>172,290</td>
<td>172,418</td>
<td>173,166</td>
<td>174,061</td>
</tr>
<tr>
<td>Piatt</td>
<td>16,445</td>
<td>16,650</td>
<td>16,387</td>
<td>16,431</td>
</tr>
</tbody>
</table>

**Population Percent Change 2010-2016**

- Champaign: +3.6%
- DeWitt: -2.0%
- Douglas: -1.8%
- Ford: -3.6%
- McLean: +1.7%
- Piatt: -1.0%

Source: US Census Bureau (2010-2016)
WHAT THIS MEANS:
Since the peak in 2004, students who are from Champaign County have been on a steady decline at the University of Illinois over the past 10 years. However, 2017 did see a slight uptick in the number of local UIUC students.
Economic development helps existing companies in the community grow larger and offers them critical strategic information that is customized to their needs. Moreover, it is about leveraging research using sophisticated business intelligence tools and databases that growth companies either aren’t aware of or cannot afford.

**FOREIGN DIRECT INVESTMENT (FDI) LOCATION DRIVERS IN US:**

*Competitive strengths expected to drive domestic and FDI location investment to the US*

- Ability to Develop Skills Locally
- Quality of Local Community/Vo-Tech
- Presence of Other Companies with Similar Skill Sets
- Ability to Attract Talent from Outside the Local Market
- Living Conditions That Attract and Retain Talent
- Diversity of Companies and Job
- Training Programs and Incentives
- Quality of Local Universities

**ATTRACTIVE COMMUNITY WORKFORCE AT TRIBUTES:**

*Attributes that best indicate an area’s ability to provide and sustain a skilled and sufficient workforce*

- Market Access/Logistics
- Availability of Skills/Technical Talent
- Energy Costs
- Total Operating Costs
- Low Business Risk
- IP and Legal Protection
- Quality Infrastructure
- Tax Climate
- Real Estate
Illinois is one of the most active states for research and development in the nation, ranking eighth in overall R&D, academic R&D and business R&D.

Additionally, Illinois is the sixth largest producer of science, health, and engineering academic articles nationally. Academic research funding yields a high rate of return in Illinois, with the state producing more academic articles per $1 million in funding, compared with the national average.

As one of the leading counties in Illinois for research and development, Champaign should strive to continue to invoke inspiration and support innovation and the beginnings of new ventures.
## Median Home Value and Percent Change

### Median Home Value

<table>
<thead>
<tr>
<th>County</th>
<th>Median Home Value</th>
<th>% Change in Value Since Past Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champaign</td>
<td>$139,000</td>
<td>+1.0%</td>
</tr>
<tr>
<td>Urbana</td>
<td>$120,200</td>
<td>-1.3%</td>
</tr>
<tr>
<td>Savoy</td>
<td>$198,300</td>
<td>+1.8%</td>
</tr>
<tr>
<td>Rantoul</td>
<td>$86,800</td>
<td>+0.6%</td>
</tr>
<tr>
<td>Mahomet</td>
<td>$187,400</td>
<td>+1.0%</td>
</tr>
</tbody>
</table>

### Median Home Value

<table>
<thead>
<tr>
<th>County</th>
<th>Median Home Value</th>
<th>% Change in Value Since Past Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tolono</td>
<td>$134,800</td>
<td>+5.2%</td>
</tr>
<tr>
<td>St. Joseph</td>
<td>$162,700</td>
<td>+1.6%</td>
</tr>
<tr>
<td>Thomasboro</td>
<td>$92,100</td>
<td>+2.3%</td>
</tr>
<tr>
<td>Philo</td>
<td>$146,600</td>
<td>+2.9%</td>
</tr>
<tr>
<td>Ogden</td>
<td>$156,700</td>
<td>+18.5%</td>
</tr>
</tbody>
</table>

## Home Value Index of Champaign County

![Home Value Index Graph]

Median Listing Price: 152K
## CHAMPAIGN COUNTY QUICK FACTS


43.4% of people have a bachelor’s degree or higher.

29.3 is the overall median age, the youngest in all 102 Illinois counties.

201.8 is the population per square mile.

### TOP CHAMBER EMPLOYERS*

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Illinois at Urbana-Champaign</td>
<td>13,583</td>
</tr>
<tr>
<td>Carle and Health Alliance</td>
<td>7,000</td>
</tr>
<tr>
<td>Champaign School District</td>
<td>1,624</td>
</tr>
<tr>
<td>Champaign County</td>
<td>923</td>
</tr>
<tr>
<td>Christie Clinic</td>
<td>911</td>
</tr>
<tr>
<td>Urbana School District</td>
<td>830</td>
</tr>
<tr>
<td>OSF HealthCare Heart of Mary Medical Center</td>
<td>803</td>
</tr>
<tr>
<td>Plastiplak Packaging</td>
<td>780</td>
</tr>
<tr>
<td>Parkland College</td>
<td>707</td>
</tr>
<tr>
<td>FedEx</td>
<td>681</td>
</tr>
</tbody>
</table>

*Self reported
Tourism supports local jobs and puts money into the pockets of residents.

Champaign County's visitor industry brings in local tax revenue.

Visitors create millions in direct visitor spending.

In 2016, the travel industry generated $81.7 MILLION in wages earned.

- **2016**: 2,990 jobs created, $5.6M brought in
- **2015**: 2,650 jobs created, $5.4M brought in
- **2014**: 2,570 jobs created, $5.3M brought in
- **2013**: 2,520 jobs created, $4.9M brought in

*Source: Visit Champaign County*
Economic gardening helps existing companies in the community grow larger and offers them critical strategic information that is customized to their needs. Moreover, it is about leveraging research using sophisticated business intelligence tools and databases that growth companies either aren’t aware of or cannot afford. Contact the Chamber to learn more.

Supporting these growth entrepreneurs means positive payoffs when it comes to economic growth and prosperity.

23% remain in research park
65% remain in Champaign County
77% remain in Illinois
$920M raised in outside capital

Over the past five academic years, students and faculty at Illinois have created 325 companies/tenants.
Transportation and infrastructure are vital to a robust economy. Locally, our transportation system has seen exponential growth, with mass transit ridership and airport departures increasing every year for the past few years and our commute time being well below the national average.

**WHY THIS MEANS:**
Transportation and infrastructure are vital to a robust economy. Locally, our transportation system has seen exponential growth, with mass transit ridership and airport departures increasing every year for the past few years and our commute time being well below the national average.
Agriculture is a thriving industry in Champaign County with land values on a steady incline while farm sizes are growing and yields are increasing. In fact, according to the USDA, corn and soybean yields in Illinois are the highest ever on record.

**Farmland Classification**

<table>
<thead>
<tr>
<th>Classification</th>
<th>Total Value per Acre</th>
<th>Change from prior yr.</th>
<th>Avg. Rent Cost per Acre</th>
<th>Change from prior yr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>$10,400 - $12,800</td>
<td>5-10%</td>
<td>$360</td>
<td>10%</td>
</tr>
<tr>
<td>Good</td>
<td>$7,500 - $10,200</td>
<td>5-10%</td>
<td>$320</td>
<td>10%</td>
</tr>
<tr>
<td>Average</td>
<td>$6,500 - $8,200</td>
<td>5-10%</td>
<td>$275</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Estimated Market Value of Agricultural Products Sold**


**Estimated Market Value of Machinery and Equipment**


**Average Farm Size in Acres**


**Total Farms**

Champaign County’s Percentage of Illinois’ Population:
1970: 1.46%
1980: 1.47%
1990: 1.51%
2000: 1.44%
2015: 1.62%
Forecast:
2020: 1.65%
2022: 1.66%

*WHAT THIS MEANS:
Champaign County is expected to see a 4 percent growth between 2015-2022 while the state of Illinois’ population is expected to increase by 1.8 percent. Overall the population of Champaign County is anticipated to grow at a more rapid rate than the state.

Expected increase in housing stock and housing values:
ECONOMIC FORECASTING

What this means:
Certain industries within Champaign County are expected to see significant growth by 2022. Opportunities in education are estimated to increase by over 21 percent making it the largest growing field. Similar to the climate across the nation, retail is expected to decrease by more than 20 percent in the next 5 years.
2015–2016 RECOGNITIONS

Champaign City Township
Best Small Places for Business and Careers (Forbes 2017)

Champaign County
Best counties for families in Illinois (Niche 2017)

Champaign County
Most Diverse Counties in Illinois (Niche 2017)

Champaign County
Best Counties for Outdoor Activities in Illinois (Niche 2017)
EXCLUSIVE, MEMBERS-ONLY RESOURCES...

- Webinars on Demand
- Tools for Business Success
- Job Bank Postings
- Coupon Listings
- Event Calendar Access
- Ad Opportunities

avg. 6,500+ visitors/month
Fulfilling Dreams
Since 1868

We’re honored to partner for purpose and progress in the places we’re proud to call home.

At Busey, it’s not just about doing business, but doing good—a culture of service excellence established 150 years ago.

Since we opened our doors, it’s been our honor to help generations of families own homes, attend college, open businesses, retire worry-free and leave a lasting legacy.

We thank you for allowing us the opportunity to serve you, your family and our micro-urban community for generations.

Busey. Your Dream. Our Promise.