Dear Chamber Members,

We are pleased to provide your company with the second annual Trends publication. 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

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Target Newcomers

Before Shopping Loyalties Develop

“Target newcomers before shopping loyalties develop.”

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.

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Table of Contents:

- Population & Geography
- Demographics
- Psychographics
- Income & Poverty
- Unemployment
- Industry
- Economy
- Real Estate
- Construction
- Agribusiness
- Recognitions

Terms to Know:

- Psychographics: grouping people according to psychological factors such as values, beliefs, and motives.
- Income Limit: the maximum income allowed to qualify for government assistance.
- Home Appreciation: the difference between how much a home sold for and its current value.

This publication was compiled and designed by Candice Schlax, intern to the Champaign County Chamber of Commerce.
Champaign County

- Population: 204,897*
- Population Growth (2010-2013): 1.9 percent
- Land Area: 996.27 squared miles
- Population Per Squared Mile: 201.8

Nearby Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Population*</th>
<th>Population Growth (2010-2013)</th>
</tr>
</thead>
<tbody>
<tr>
<td>McLean</td>
<td>174,647</td>
<td>3.0 percent</td>
</tr>
<tr>
<td>Ford</td>
<td>13,832</td>
<td>-1.8 percent</td>
</tr>
<tr>
<td>Douglas</td>
<td>19,887</td>
<td>-0.5 percent</td>
</tr>
<tr>
<td>Piatt</td>
<td>16,433</td>
<td>-1.8 percent</td>
</tr>
<tr>
<td>DeWitt</td>
<td>16,420</td>
<td>-0.9 percent</td>
</tr>
</tbody>
</table>

*Based on 2013 estimates.

Most Populated Cities/Villages

Champaign (81,291)
Urbana (41,518)
Rantoul (12,984)
Mahomet (7,282)
Savoy (7,302)
Saint Joseph (4,016)
Tolono (3,459)

Mahomet grew 6.5 percent 2010-2013
Savoy grew 4.9 percent 2010-2013

= 6,000
**Demographics**

- Race:
  - White: 72.4%
  - African American: 12.7%
  - Asian: 9.4%
  - Hispanic: 5.5%

- Political Affiliation:
  - Democrat: 52.1%
  - Republican: 45.1%
  - Independent: 2.8%

- Sex:
  - Male: 50%
  - Female: 50%

- Age:
  - 18-65: 56.7%
  - Under 18: 19.2%
  - Over 65: 10.6%
  - Under 5: 5.6%

*Data represents Champaign County.*

**Psychographics**

- New Beginnings
  - Individuals in this category are in a stage of transition. Many have just entered the workforce, while others are re-entering or changing direction. With a relatively low income, New Beginners must live modestly and limit their spending.

- City Startups
  - City Startups are college aged students living in young areas with active night lives and inexpensive businesses. These residents have low incomes and tend to be more ethnically diverse.

- Suburban Pioneers
  - This group is composed of working-class, single parents. Members can be found in older neighborhoods with rich cultural backgrounds and high ethnic diversity. Suburban Pioneers are low-income, but have a lot of community support.

- Home Sweet Home
  - These are upper-middle class married couples without children. Due to their higher incomes and smaller families, individuals belonging to this segment can afford a more comfortable lifestyle, including purchasing luxury goods.

- Mobility Blues
  - This category features low-income singles. Mobility Blues members do not have much spending power, but because they do not have children, they have more free time for social activities.

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 a marketing plan and strategic advertisements.
Quick Facts

$25,455  Per Capita Income  $45,800  Median Household Income

Income by Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Annual Mean Wage*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business &amp; Finance</td>
<td>$92,030</td>
</tr>
<tr>
<td>Legal</td>
<td>$77,650</td>
</tr>
<tr>
<td>Education &amp; Training</td>
<td>$77,590</td>
</tr>
<tr>
<td>Architecture &amp; Engineering</td>
<td>$77,290</td>
</tr>
<tr>
<td>Healthcare Practitioners</td>
<td>$72,070</td>
</tr>
<tr>
<td>Life, Physical &amp; Social Sciences</td>
<td>$69,580</td>
</tr>
<tr>
<td>Computers &amp; Mathematics</td>
<td>$62,990</td>
</tr>
<tr>
<td>Construction &amp; Extraction</td>
<td>$55,640</td>
</tr>
<tr>
<td>Protective Services</td>
<td>$54,730</td>
</tr>
<tr>
<td>Management</td>
<td>$48,850</td>
</tr>
<tr>
<td>Arts, Entertainment, Sports &amp; Media</td>
<td>$48,050</td>
</tr>
<tr>
<td>Installation, Maintenance &amp; Repair</td>
<td>$41,640</td>
</tr>
<tr>
<td>Community &amp; Social Services</td>
<td>$38,330</td>
</tr>
<tr>
<td>Office &amp; Administrative Support</td>
<td>$35,690</td>
</tr>
<tr>
<td>Production</td>
<td>$35,630</td>
</tr>
<tr>
<td>Healthcare Support</td>
<td>$33,720</td>
</tr>
<tr>
<td>Sales</td>
<td>$33,190</td>
</tr>
<tr>
<td>Transportation</td>
<td>$32,110</td>
</tr>
<tr>
<td>Building Cleaning &amp; Maintenance</td>
<td>$28,400</td>
</tr>
<tr>
<td>Personal Care &amp; Services</td>
<td>$25,650</td>
</tr>
<tr>
<td>Food Prep &amp; Services</td>
<td>$21,350</td>
</tr>
</tbody>
</table>

Income Limits

Income limits identify households that qualify for government assistance. Those listed below are specific to the Champaign-Urbana area. “Extreme Low Income” typically falls below poverty level.

<table>
<thead>
<tr>
<th>1 Person</th>
<th>Extreme Low Income</th>
<th>Very Low Income</th>
<th>Low Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>$14,250</td>
<td>$23,800</td>
<td>$38,050</td>
<td></td>
</tr>
<tr>
<td>$16,300</td>
<td>$27,200</td>
<td>$43,450</td>
<td></td>
</tr>
<tr>
<td>$19,790</td>
<td>$30,600</td>
<td>$48,900</td>
<td></td>
</tr>
<tr>
<td>$23,850</td>
<td>$33,950</td>
<td>$54,300</td>
<td></td>
</tr>
<tr>
<td>$27,910</td>
<td>$36,700</td>
<td>$58,650</td>
<td></td>
</tr>
</tbody>
</table>

22.1 percent of Champaign County’s population was below poverty level in 2012. Only 13.7 percent of Illinois’ population was below poverty level in 2012.

UNEMPLOYMENT


Champaign County Unemployment Rate

*Data represents Champaign County.
Unemployment rates in Champaign County tend to decrease February-April and August-October and increase May-June.

**Unemployment Rate Comparison**

**Top Chamber Employers***

1. University of Illinois (10,331)
2. Carle Foundation (5,500)
3. Carle Physician Group (1,920)
4. U of I Division of Intercollegiate Athletics (1,315)
5. Champaign County Unit 4 School District (1,280)
6. Kraft Foods (1,098)
7. Presence Covenant Medical Center (1,000)
8. Champaign County (825)
9. Christie Clinic (685)
10. Urbana School District #116 (675)

*Data is self-reported.

**Growth of the Tech Sector:**

**New Business**
Marketing software and analytics platform, Turn, recently announced that it will be opening its first innovation center outside of Silicon Valley at UIUC.

**Company Expansion**
Within the past year, Intel created nine new jobs, Yahoo! expanded its offices in Research Park and John Deere declared its plan to double in size.

**Revenue Growth**
Two Champaign County companies made the Inc. 5000 list for fastest revenue growth in 2013: EP Technology Corp. and Midwest Underground Technology, Inc.
Quick Facts

$8.127B Real GDP
124,550 Jobs

Taxes

<table>
<thead>
<tr>
<th>Property Tax</th>
<th>2 percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Tax</td>
<td>State + County + City</td>
</tr>
<tr>
<td>Urbana</td>
<td>6.25</td>
</tr>
<tr>
<td>Champaign</td>
<td>6.25</td>
</tr>
<tr>
<td>Rantoul</td>
<td>6.25</td>
</tr>
<tr>
<td>Ogden</td>
<td>6.25</td>
</tr>
<tr>
<td>Savoy</td>
<td>6.25</td>
</tr>
<tr>
<td>Saint Joseph</td>
<td>6.25</td>
</tr>
<tr>
<td>All other cities</td>
<td>6.25</td>
</tr>
</tbody>
</table>

Cost of Living

*The United States is the index. It serves as a reference point.

<table>
<thead>
<tr>
<th>County</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champaign County</td>
<td>91%</td>
</tr>
<tr>
<td>McLean County</td>
<td>96%</td>
</tr>
<tr>
<td>Vermilion County</td>
<td>83%</td>
</tr>
<tr>
<td>Peoria County</td>
<td>87%</td>
</tr>
<tr>
<td>DuPage County</td>
<td>118%</td>
</tr>
<tr>
<td>United States*</td>
<td>100%</td>
</tr>
</tbody>
</table>

Home Appreciation

Home appreciation is the difference between how much a home sold for and its current value. A positive number signifies a demand for homes.

<table>
<thead>
<tr>
<th>Month</th>
<th>Homes Sold</th>
<th>Median Sale Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2013</td>
<td>160</td>
<td>$132,000</td>
</tr>
<tr>
<td>March 2014</td>
<td>173</td>
<td>$122,500</td>
</tr>
<tr>
<td>April 2013</td>
<td>201</td>
<td>$142,000</td>
</tr>
<tr>
<td>April 2014</td>
<td>211</td>
<td>$137,000</td>
</tr>
<tr>
<td>May 2013</td>
<td>295</td>
<td>$130,000</td>
</tr>
<tr>
<td>May 2014</td>
<td>305</td>
<td>$140,000</td>
</tr>
</tbody>
</table>

Home Appreciation in Champaign County is -2.9 percent

Ford 2.7
Peoria 0.2
US 4.9
DuPage 9.8
Number of Foreclosures

Foreclosures have a domino effect on the economy. Fewer foreclosures means greater opportunity for the economy to grow.

![Graph showing number of foreclosures with a note: Individuals who purchase foreclosed homes save an average of 66.3 percent.]

Commercial Asking Rent

- Retail Property:
  - May 2013: $12/sf/yr
  - Feb 2014: $13.60/sf/yr
  - May 2014: $13.10/sf/yr
- Office Property:
  - May 2013: $14.10/sf/yr
  - Feb 2014: $12.97/sf/yr
  - May 2014: $12.81/sf/yr

Major Construction Projects


2013

- Hyatt Place hotel
  - 217 N. Neil St., Champaign, IL 61820
  - Opened June 2014
  - Employed 45-50 people
- Kraft expansion
  - 710 N. Mattis Ave., Champaign, IL 61821
  - Scheduled to be completed in 2014
- Bankier apartment
  - SW corner of E. Green St. and S. Fourth St.
  - Scheduled to be completed by 2015

2014

- Kraft warehouse interior
  - 710 N. Mattis Ave., Champaign, IL 61821
  - Scheduled to be completed in 2014
- JSM hotel
  - Lot J on E. Green St.
  - Scheduled to be completed by 2015
- HERE apartment
  - NW corner of E. Green St. and S. Fourth St.
  - Scheduled to be completed by 2015
- Providence apartments
  - Thornberry: 702 Cobblefield Rd., Champaign, IL 61822
  - Sycamore Hills: Bradley Ave. and N. McKinley Ave.
  - Scheduled to be completed in 2015
  - Will employ 7 new people

2015+

- Ikenberry Common dorms
  - S. First St., S. Fourth St., E. Peabody Dr. and E. Gregory Dr.
  - Scheduled to be completed between 2021 and 2027
Potential Impacts on Farmland Prices

The graph below depicts potential positive and negative impacts on farmland prices in the United States over the next three years. Positive impacts are represented by cornstalks, while negative impacts are represented by roots. The length of the line signifies its estimated magnitude.

| Source: 2014 Illinois Farmland Values and Lease Trends |

**Current Land Value and Cost to Rent**

<table>
<thead>
<tr>
<th>Farmland Classification</th>
<th>Total Value Per Acre</th>
<th>Average Rent Cost Per Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>$10,400-13,400</td>
<td>$350-425</td>
</tr>
<tr>
<td>Good</td>
<td>$8,500-11,000</td>
<td>$300-375</td>
</tr>
<tr>
<td>Average</td>
<td>$6,500-8,500</td>
<td>$225-325</td>
</tr>
</tbody>
</table>

**Land Value Over Time**

*Data represents Champaign County.*
2014 Recognitions

One of ten leading tech hubs in the US (Champaign-Urbana)
One of nine best new marathons in the US (Champaign-Urbana)
7th most exciting city in IL (Champaign)
5th best work-life balance in the US (Champaign-Urbana) - NerdWallet
7th best college town in the US (Champaign-Urbana) - American Institute for Economic Research
6th best city to walk to work in the US (Champaign-Urbana) - MSN Real Estate

2013 Recognitions

- 5th best work-life balance in the US (Champaign-Urbana) - NerdWallet
- 7th best college town in the US (Champaign-Urbana) - American Institute for Economic Research
- 6th best city to walk to work in the US (Champaign-Urbana) - MSN Real Estate

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avg. 6,500+ visitors/month
We live where we loan.

With over 145 years of strength and service, our experts have the knowledge and resources to serve your unique financial needs, whatever they may be. From planning for retirement to expanding your business — Busey is here to make your dreams a reality.

Each spring, Busey presents developments and data on the Champaign County economy. Learn more about our community—and national trends—when you join us for the 63rd Champaign County Economic Seminar at the iHotel and Conference Center.