

## Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 41.9398/-88.1132

369 W Army Trail Rd						
Bloomington, IL 60108						
Population						
Estimated Population (2024)	4,597		104,161		245,569	
Projected Population (2029)	4,555		102,953		242,591	
Census Population (2020)	4,544		107,168		252,071	
Census Population (2010)	4,473		108,060		251,714	
Projected Annual Growth (2024 to 2029)	-42	-0.2%	-1,209	-0.2%	-2,978	-0.2%
Historical Annual Growth (2020 to 2024)	53	0.3%	-3,007	-0.7%	-6,502	-0.6%
Historical Annual Growth (2010 to 2020)	71	0.4%	-892	-0.2%	356	-
Estimated Population Density (2024)	1,464	psm	3,686	psm	3,128	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2024)	1,853		37,298		88,380	
Projected Households (2029)	1,838		36,902		87,432	
Census Households (2020)	1,861		37,613		88,907	
Census Households (2010)	1,796		37,249		86,948	
Estimated Households with Children (2024)	463	25.0%	12,417	33.3%	28,982	32.8%
Estimated Average Household Size (2024)	2.48		2.76		2.74	
Average Household Income						
Estimated Average Household Income (2024)	\$139,280		\$122,848		\$128,149	
Projected Average Household Income (2029)	\$144,803		\$128,038		\$133,866	
Estimated Average Family Income (2024)	\$171,453		\$137,298		\$147,123	
Median Household Income						
Estimated Median Household Income (2024)	\$104,466		\$99,152		\$101,341	
Projected Median Household Income (2029)	\$107,641		\$101,742		\$104,408	
Estimated Median Family Income (2024)	\$131,999		\$115,832		\$120,907	
Per Capita Income						
Estimated Per Capita Income (2024)	\$56,140		\$44,061		\$46,201	
Projected Per Capita Income (2029)	\$58,428		\$45,966		\$48,327	
Estimated Per Capita Income 5 Year Growth	\$2,288	4.1%	\$1,905	4.3%	\$2,127	4.6%
Estimated Average Household Net Worth (2024)	\$1,376,395		\$1,248,362		\$1,290,286	
Daytime Demos (2024)						
Total Businesses	494		3,354		8,409	
Total Employees	11,250		48,375		113,395	
Company Headquarter Businesses	31	6.4%	164	4.9%	399	4.7%
Company Headquarter Employees	3,496	31.1%	10,268	21.2%	25,683	22.6%
Employee Population per Business	22.8		14.4		13.5	
Residential Population per Business	9.3		31.1		29.2	

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### 369 W Army Trail Rd

Bloomington, IL 60108

1 mi radius

3 mi radius

5 mi radius

#### Race & Ethnicity

White (2024)	2,944	64.0%	61,790	59.3%	153,497	62.5%
Black or African American (2024)	252	5.5%	6,054	5.8%	13,411	5.5%
American Indian or Alaska Native (2024)	15	0.3%	609	0.6%	1,460	0.6%
Asian (2024)	910	19.8%	19,794	19.0%	39,248	16.0%
Hawaiian or Pacific Islander (2024)	-	-	45	-	81	-
Other Race (2024)	168	3.7%	7,563	7.3%	18,078	7.4%
Two or More Races (2024)	307	6.7%	8,306	8.0%	19,793	8.1%
Not Hispanic or Latino Population (2024)	4,035	87.8%	85,312	81.9%	200,736	81.7%
Hispanic or Latino Population (2024)	562	12.2%	18,849	18.1%	44,832	18.3%
Not Hispanic or Latino Population (2029)	3,933	86.4%	83,817	81.4%	197,161	81.3%
Hispanic or Latino Population (2029)	622	13.6%	19,135	18.6%	45,430	18.7%
Not Hispanic or Latino Population (2020)	4,046	89.0%	86,540	80.8%	204,006	80.9%
Hispanic or Latino Population (2020)	498	11.0%	20,628	19.2%	48,064	19.1%
Not Hispanic or Latino Population (2010)	4,105	91.8%	90,299	83.6%	210,049	83.4%
Hispanic or Latino Population (2010)	368	8.2%	17,762	16.4%	41,665	16.6%
Projected Hispanic Annual Growth (2024 to 2029)	60	2.1%	286	0.3%	598	0.3%
Historic Hispanic Annual Growth (2010 to 2024)	194	3.8%	1,088	0.4%	3,167	0.5%

#### Age Distribution (2024)

Age Under 5	248	5.4%	5,371	5.2%	13,226	5.4%
Age 5 to 9 Years	238	5.2%	6,003	5.8%	14,768	6.0%
Age 10 to 14 Years	268	5.8%	6,390	6.1%	15,560	6.3%
Age 15 to 19 Years	232	5.0%	6,771	6.5%	16,622	6.8%
Age 20 to 24 Years	252	5.5%	6,462	6.2%	15,477	6.3%
Age 25 to 29 Years	336	7.3%	7,057	6.8%	15,128	6.2%
Age 30 to 34 Years	322	7.0%	7,024	6.7%	16,004	6.5%
Age 35 to 39 Years	304	6.6%	7,233	6.9%	17,117	7.0%
Age 40 to 44 Years	328	7.1%	7,382	7.1%	17,036	6.9%
Age 45 to 49 Years	292	6.3%	6,558	6.3%	15,226	6.2%
Age 50 to 54 Years	274	6.0%	6,768	6.5%	16,058	6.5%
Age 55 to 59 Years	309	6.7%	6,873	6.6%	16,246	6.6%
Age 60 to 64 Years	357	7.8%	7,060	6.8%	16,644	6.8%
Age 65 to 74 Years	553	12.0%	10,705	10.3%	24,982	10.2%
Age 75 to 84 Years	226	4.9%	4,797	4.6%	11,710	4.8%
Age 85 Years or Over	57	1.2%	1,706	1.6%	3,764	1.5%
Median Age	40.5		39.4		39.3	

#### Gender Age Distribution (2024)

Female Population	2,368	51.5%	52,241	50.2%	122,979	50.1%
Age 0 to 19 Years	481	20.3%	11,896	22.8%	29,166	23.7%
Age 20 to 64 Years	1,430	60.4%	31,521	60.3%	72,480	58.9%
Age 65 Years or Over	458	19.3%	8,824	16.9%	21,333	17.3%
Female Median Age	42.5		40.0		40.2	
Male Population	2,228	48.5%	51,920	49.8%	122,590	49.9%
Age 0 to 19 Years	506	22.7%	12,639	24.3%	31,010	25.3%
Age 20 to 64 Years	1,344	60.3%	30,897	59.5%	72,458	59.1%
Age 65 Years or Over	379	17.0%	8,384	16.1%	19,123	15.6%
Male Median Age	38.6		38.8		38.5	

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Bloomington, IL 60108

1 mi radius

3 mi radius

5 mi radius

#### Household Income Distribution (2024)

HH Income \$200,000 or More	319	17.2%	5,004	13.4%	13,368	15.1%
HH Income \$150,000 to \$199,999	217	11.7%	5,004	13.4%	11,525	13.0%
HH Income \$100,000 to \$149,999	461	24.9%	8,000	21.4%	18,574	21.0%
HH Income \$75,000 to \$99,999	278	15.0%	5,363	14.4%	12,197	13.8%
HH Income \$50,000 to \$74,999	197	10.6%	5,573	14.9%	12,472	14.1%
HH Income \$35,000 to \$49,999	230	12.4%	3,341	9.0%	7,283	8.2%
HH Income \$25,000 to \$34,999	38	2.0%	1,960	5.3%	4,302	4.9%
HH Income \$15,000 to \$24,999	66	3.6%	1,299	3.5%	3,738	4.2%
HH Income Under \$15,000	47	2.6%	1,754	4.7%	4,920	5.6%
HH Income \$35,000 or More	1,701	91.8%	32,284	86.6%	75,420	85.3%
HH Income \$75,000 or More	1,274	68.8%	23,371	62.7%	55,664	63.0%

#### Housing (2024)

Total Housing Units	1,921		38,771		92,265	
Housing Units Occupied	1,853	96.4%	37,298	96.2%	88,380	95.8%
Housing Units Owner-Occupied	1,291	69.7%	27,921	74.9%	65,485	74.1%
Housing Units, Renter-Occupied	562	30.3%	9,377	25.1%	22,895	25.9%
Housing Units, Vacant	68	3.7%	1,473	4.0%	3,884	4.4%

#### Marital Status (2024)

Never Married	1,109	28.9%	26,924	31.2%	63,701	31.5%
Currently Married	1,905	49.6%	44,426	51.4%	105,480	52.2%
Separated	104	2.7%	3,087	3.6%	6,989	3.5%
Widowed	178	4.6%	4,470	5.2%	9,461	4.7%
Divorced	547	14.2%	7,490	8.7%	16,384	8.1%

#### Household Type (2024)

Population Family	3,576	77.8%	90,252	86.6%	208,424	84.9%
Population Non-Family	1,021	22.2%	12,694	12.2%	33,441	13.6%
Population Group Quarters	-	-	1,215	1.2%	3,703	1.5%
Family Households	1,070	57.8%	27,321	73.3%	62,814	71.1%
Non-Family Households	782	42.2%	9,976	26.7%	25,567	28.9%
Married Couple with Children	374	19.6%	9,585	21.6%	22,611	21.4%
Average Family Household Size	3.3		3.3		3.3	

#### Household Size (2024)

1 Person Households	681	36.8%	8,465	22.7%	22,037	24.9%
2 Person Households	656	35.4%	15,444	41.4%	37,340	42.2%
3 Person Households	218	11.8%	5,644	15.1%	12,028	13.6%
4 Person Households	197	10.6%	4,571	12.3%	9,666	10.9%
5 Person Households	62	3.4%	1,939	5.2%	4,503	5.1%
6 or More Person Households	38	2.1%	1,234	3.3%	2,807	3.2%

#### Household Vehicles (2024)

Households with 0 Vehicles Available	20	1.1%	1,717	4.6%	4,477	5.1%
Households with 1 Vehicles Available	683	36.9%	11,246	30.2%	26,268	29.7%
Households with 2 or More Vehicles Available	1,150	62.1%	24,335	65.2%	57,635	65.2%
Total Vehicles Available	3,468		72,396		169,657	
Average Vehicles Per Household	1.9		1.9		1.9	

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1 mi radius      3 mi radius      5 mi radius

#### Labor Force (2024)

Estimated Labor Population Age 16 Years or Over	3,784		84,999		198,742	
Estimated Civilian Employed	2,605	68.8%	55,456	65.2%	128,784	64.8%
Estimated Civilian Unemployed	39	1.0%	1,982	2.3%	4,472	2.2%
Estimated in Armed Forces	-	-	44	-	153	-
Estimated Not in Labor Force	1,140	30.1%	27,517	32.4%	65,333	32.9%
Unemployment Rate	1.0%		2.3%		2.2%	

#### Occupation (2024)

Occupation: Population Age 16 Years or Over	2,507		54,939		128,205	
Management, Business, Financial Operations	535	21.4%	10,535	19.2%	25,891	20.2%
Professional, Related Service	808	32.2%	13,038	23.7%	31,508	24.6%
Sales, Office	287	11.4%	6,833	12.4%	15,716	12.3%
Farming, Fishing, Forestry	474	18.9%	11,487	20.9%	26,389	20.6%
Construct, Extraction, Maintenance	-	-	55	-	131	0.1%
Production, Transport Material Moving	85	3.4%	3,484	6.3%	7,960	6.2%
White Collar Workers	317	12.6%	9,507	17.3%	20,609	16.1%
Blue Collar Workers	1,817	72.5%	35,060	63.8%	83,789	65.4%
	689	27.5%	19,879	36.2%	44,416	34.6%

#### Consumer Expenditure (2024)

Total Household Expenditure	\$173.19 M		\$3.15 B		\$7.84 B	
Total Non-Retail Expenditure	\$91.76 M	53.0%	\$1.67 B	52.9%	\$4.15 B	53.0%
Total Retail Expenditure	\$81.42 M	47.0%	\$1.48 B	47.1%	\$3.69 B	47.0%
Apparel	\$6.18 M	3.6%	\$112.47 M	3.6%	\$280.27 M	3.6%
Contributions	\$6.05 M	3.5%	\$108.07 M	3.4%	\$272.86 M	3.5%
Education	\$5.71 M	3.3%	\$102.49 M	3.3%	\$260.61 M	3.3%
Entertainment	\$10.04 M	5.8%	\$182.6 M	5.8%	\$455.62 M	5.8%
Food and Beverages	\$25.08 M	14.5%	\$458.27 M	14.5%	\$1.14 B	14.5%
Furnishings and Equipment	\$6.23 M	3.6%	\$113.3 M	3.6%	\$282.38 M	3.6%
Gifts	\$4.61 M	2.7%	\$81.36 M	2.6%	\$206.56 M	2.6%
Health Care	\$14.27 M	8.2%	\$261.48 M	8.3%	\$647.25 M	8.3%
Household Operations	\$6.95 M	4.0%	\$125.86 M	4.0%	\$314.47 M	4.0%
Miscellaneous Expenses	\$3.32 M	1.9%	\$60.13 M	1.9%	\$149.78 M	1.9%
Personal Care	\$2.33 M	1.3%	\$42.39 M	1.3%	\$105.37 M	1.3%
Personal Insurance	\$1.3 M	0.8%	\$23.58 M	0.7%	\$59.16 M	0.8%
Reading	\$384.69 K	0.2%	\$6.96 M	0.2%	\$17.39 M	0.2%
Shelter	\$36.29 M	21.0%	\$659.37 M	20.9%	\$1.64 B	20.9%
Tobacco	\$909.74 K	0.5%	\$16.93 M	0.5%	\$41.32 M	0.5%
Transportation	\$31.42 M	18.1%	\$573.11 M	18.2%	\$1.42 B	18.1%
Utilities	\$12.1 M	7.0%	\$222.44 M	7.1%	\$548.69 M	7.0%

#### Educational Attainment (2024)

Adult Population Age 25 Years or Over	3,359		73,164		169,916	
Elementary (Grade Level 0 to 8)	54	1.6%	3,457	4.7%	8,134	4.8%
Some High School (Grade Level 9 to 11)	155	4.6%	3,766	5.1%	7,730	4.5%
High School Graduate	676	20.1%	18,158	24.8%	41,003	24.1%
Some College	759	22.6%	14,447	19.7%	31,817	18.7%
Associate Degree Only	287	8.5%	6,709	9.2%	15,109	8.9%
Bachelor Degree Only	916	27.3%	18,154	24.8%	43,315	25.5%
Graduate Degree	512	15.2%	8,473	11.6%	22,807	13.4%

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#### Units In Structure (2024)

1 Detached Unit	748	41.7%	20,637	55.4%	50,334	57.9%
1 Attached Unit	482	26.8%	7,347	19.7%	14,336	16.5%
2 to 4 Units	186	10.4%	1,592	4.3%	4,476	5.1%
5 to 9 Units	118	6.6%	2,439	6.5%	5,817	6.7%
10 to 19 Units	163	9.1%	1,938	5.2%	4,721	5.4%
20 to 49 Units	63	3.5%	1,456	3.9%	3,922	4.5%
50 or More Units	92	5.1%	1,855	5.0%	4,583	5.3%
Mobile Home or Trailer	-	-	33	-	190	0.2%
Other Structure	-	-	-	-	-	-

#### Homes Built By Year (2024)

Homes Built 2010 or later	205	11.4%	1,155	3.1%	3,130	3.6%
Homes Built 2000 to 2009	137	7.6%	2,519	6.8%	7,142	8.2%
Homes Built 1990 to 1999	537	29.9%	6,641	17.8%	14,806	17.0%
Homes Built 1980 to 1989	510	28.4%	8,337	22.4%	15,803	18.2%
Homes Built 1970 to 1979	313	17.4%	11,935	32.0%	25,164	28.9%
Homes Built 1960 to 1969	78	4.3%	3,775	10.1%	11,420	13.1%
Homes Built 1950 to 1959	63	3.5%	1,970	5.3%	6,356	7.3%
Homes Built Before 1949	9	0.5%	966	2.6%	4,560	5.2%

#### Home Values (2024)

Home Values \$1,000,000 or More	16	1.3%	250	0.9%	1,023	1.6%
Home Values \$500,000 to \$999,999	236	18.3%	2,244	8.0%	8,557	13.1%
Home Values \$400,000 to \$499,999	283	22.0%	3,289	11.8%	8,408	12.8%
Home Values \$300,000 to \$399,999	328	25.4%	9,145	32.8%	19,435	29.7%
Home Values \$200,000 to \$299,999	275	21.3%	8,995	32.2%	18,782	28.7%
Home Values \$150,000 to \$199,999	92	7.1%	2,220	8.0%	4,546	6.9%
Home Values \$100,000 to \$149,999	38	2.9%	944	3.4%	2,446	3.7%
Home Values \$70,000 to \$99,999	5	0.4%	125	0.4%	248	0.4%
Home Values \$50,000 to \$69,999	-	-	137	0.5%	347	0.5%
Home Values \$25,000 to \$49,999	5	0.4%	168	0.6%	496	0.8%
Home Values Under \$25,000	12	0.9%	405	1.5%	1,196	1.8%
Owner-Occupied Median Home Value	\$355,328		\$310,067		\$335,318	
Renter-Occupied Median Rent	\$1,644		\$1,416		\$1,334	

#### Transportation To Work (2024)

Drive to Work Alone	1,641	65.5%	39,499	71.9%	88,149	68.8%
Drive to Work in Carpool	195	7.8%	5,460	9.9%	11,633	9.1%
Travel to Work by Public Transportation	84	3.3%	1,194	2.2%	3,905	3.0%
Drive to Work on Motorcycle	-	-	5	-	34	-
Walk or Bicycle to Work	9	0.4%	375	0.7%	1,710	1.3%
Other Means	12	0.5%	501	0.9%	1,401	1.1%
Work at Home	566	22.6%	7,904	14.4%	21,374	16.7%

#### Travel Time (2024)

Travel to Work in 14 Minutes or Less	445	17.7%	11,717	21.3%	25,415	19.8%
Travel to Work in 15 to 29 Minutes	645	25.7%	16,144	29.4%	38,401	30.0%
Travel to Work in 30 to 59 Minutes	702	28.0%	15,023	27.3%	33,879	26.4%
Travel to Work in 60 Minutes or More	148	5.9%	4,151	7.6%	9,137	7.1%
Average Minutes Travel to Work	24.9		24.1		24.0	