



Metrics

Building at 112 E 3rd St
E 3rd St, Bloomington, IN

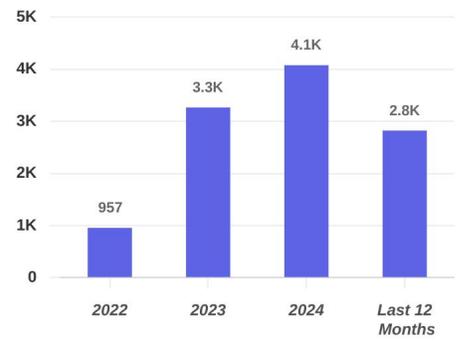
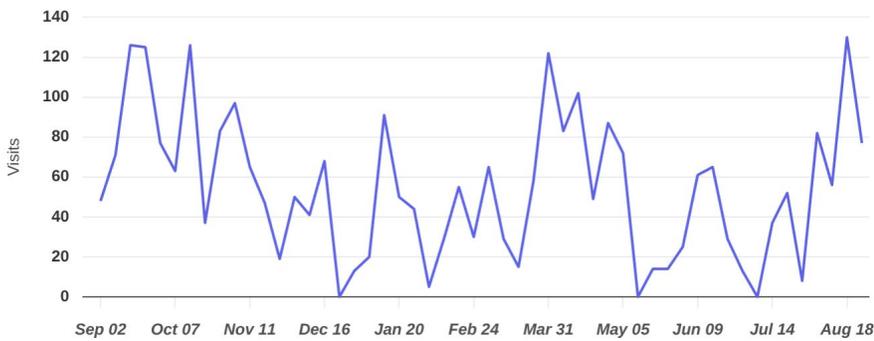
Visits	2.8K	Visits / sq ft	0.63
Size - sq ft	4.5K	Visitors	1.2K
Visit Frequency	2.27	Avg. Dwell Time	134 Min
Panel Visits	322	Visits YoY	-35.6%
Visits Yo2Y	+34.2%	Visits Yo3Y	+101.1%

Sep 1st, 2024 - Aug 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Building at 112 E 3rd St
E 3rd St, Bloomington, IN



Weekly | Visits | Sep 1st, 2024 - Aug 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Ranking Overview

Building at 112 E 3rd St
E 3rd St, Bloomington, IN

Nationwide

1,503 / 1,636



Indiana

28 / 33



15mi

1 / 1

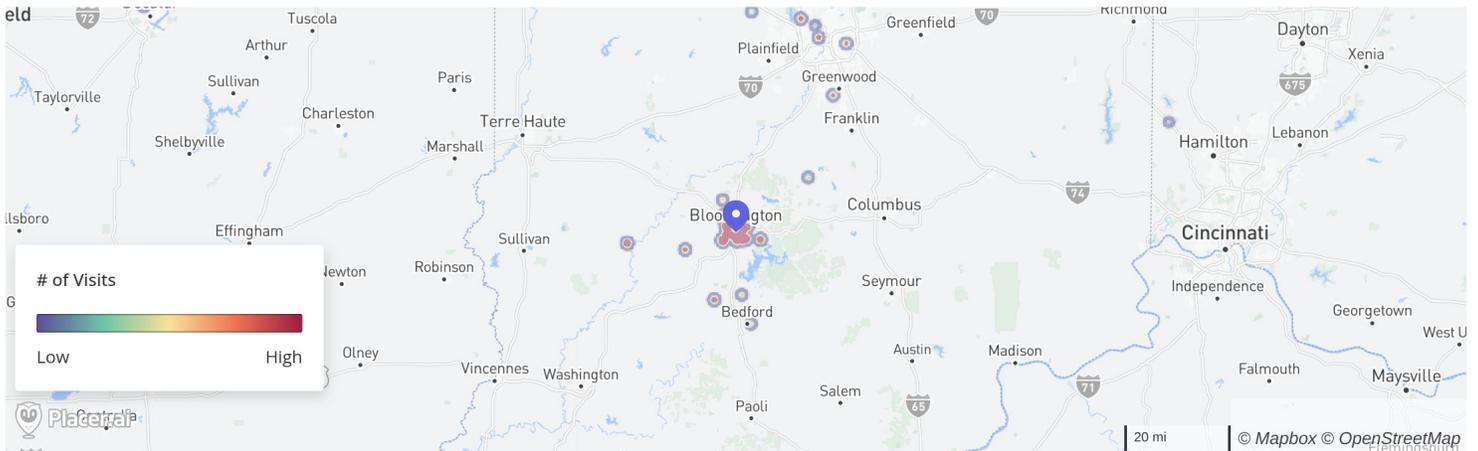


Category: Other | Visits | Sep 1st, 2024 - Aug 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Trade Area

Building at 112 E 3rd St
E 3rd St, Bloomington, IN



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

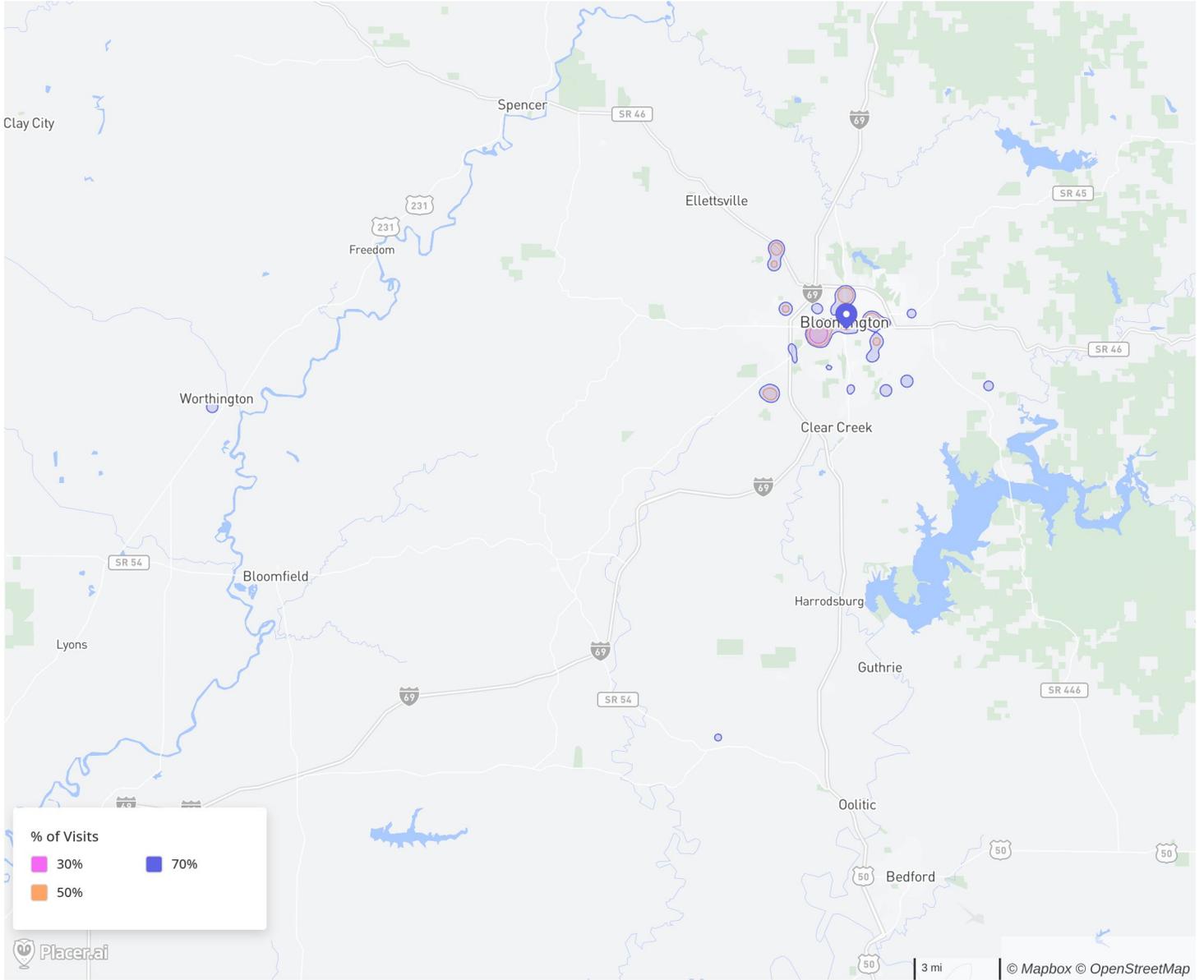
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Building at 112 E 3rd St

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© Mapbox © OpenStreetMap

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Benchmark: Nationwide



Households

Family Households	(43.5%)	67	(43%)	66	(39%)	60
Non-Family Households	(56.5%)	160	(57%)	162	(61%)	173
Persons per Household	2.25	85	2.59	99	2.42	92

Ethnicity

Hispanic or Latino	(6%)	32	(8.9%)	48	(7.3%)	39
Two or more races	(1.4%)	41	(1.8%)	50	(3%)	85
Other						
Native Hawaiian and Other Pacific Islander						
Asian	(5.2%)	92	(5.5%)	96	(7.3%)	127
American Indian and Alaska Native					(<0.5%)	1
Black	(<0.5%)		(1.9%)	16	(2.7%)	22
White	(87.3%)	148	(81.9%)	139	(79.8%)	136

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)



Benchmark: Nationwide

30 % of Visits

50 % of Visits

70 % of Visits

Hispanic or Latino

Two or more races	(0.8%)	3	(36.9%)	130	(37.5%)	32
Other	(3.9%)	13	(6.7%)	22	(6.8%)	23
Native Hawaiian and Other Pacific Islander						
Asian						
American Indian and Alaska Native	(<0.5%)	18	(<0.5%)	16		
Black					(<0.5%)	17
White	(95.3%)	253	(56.1%)	149	(55.2%)	147

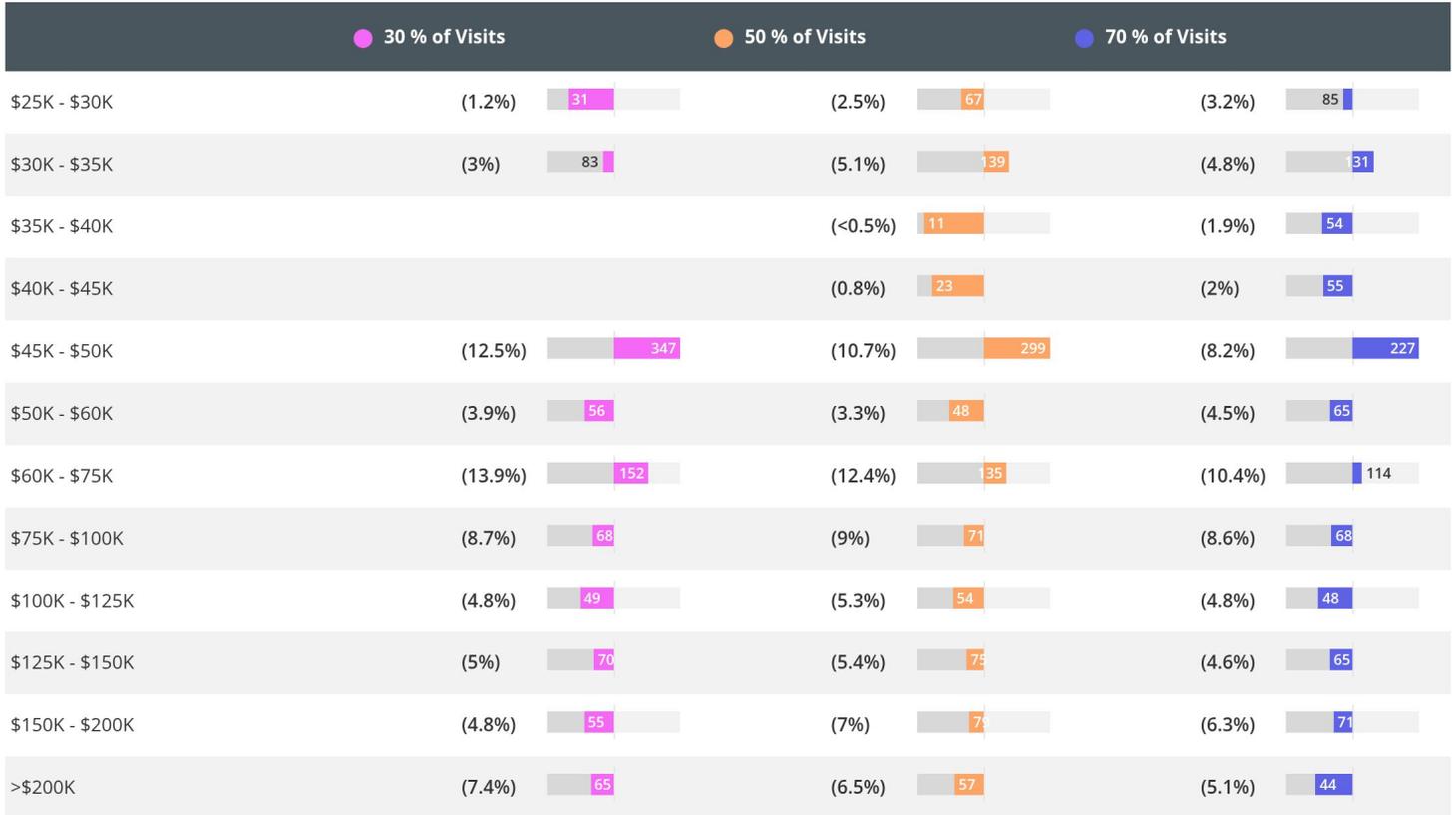
Household Income

Household Average Income	\$68,652.2	65	\$70,406.89	67	\$63,764.06	60
Average Income per Person	\$29,813	72	\$27,013.78	65	\$26,385.52	64
Household Median Income	\$49,453.78	66	\$49,503.44	66	\$46,521.22	62
<\$10K	(9.3%)	189	(9.6%)	195	(12.3%)	251
\$10K - \$15K	(8.4%)	222	(7.5%)	199	(9.5%)	252
\$15K - \$20K	(6.4%)	190	(5.9%)	174	(5.9%)	175
\$20K - \$25K	(10.6%)	290	(8.5%)	234	(7.9%)	217

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)



Benchmark: Nationwide



Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)



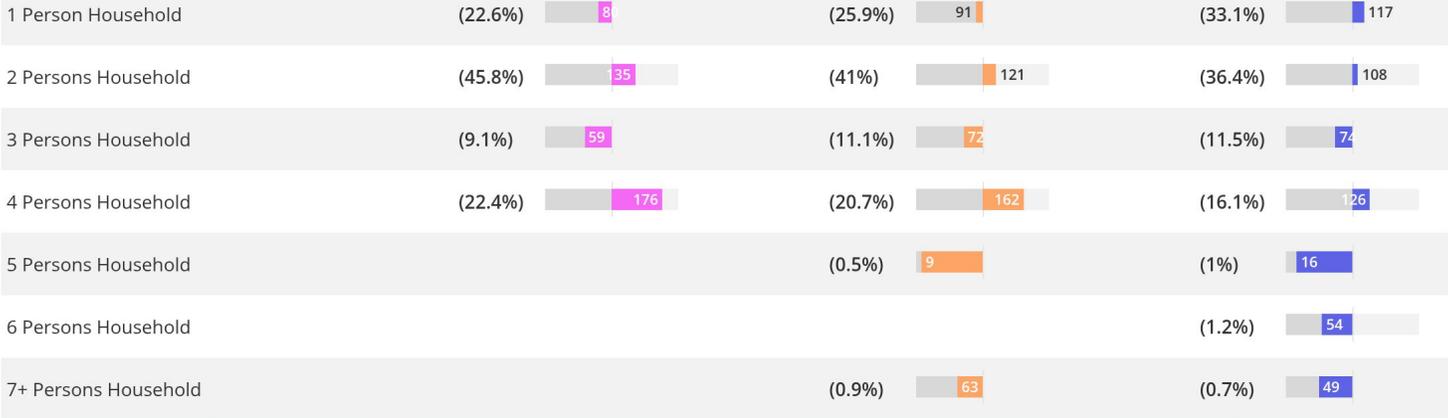
Benchmark: Nationwide

30 % of Visits

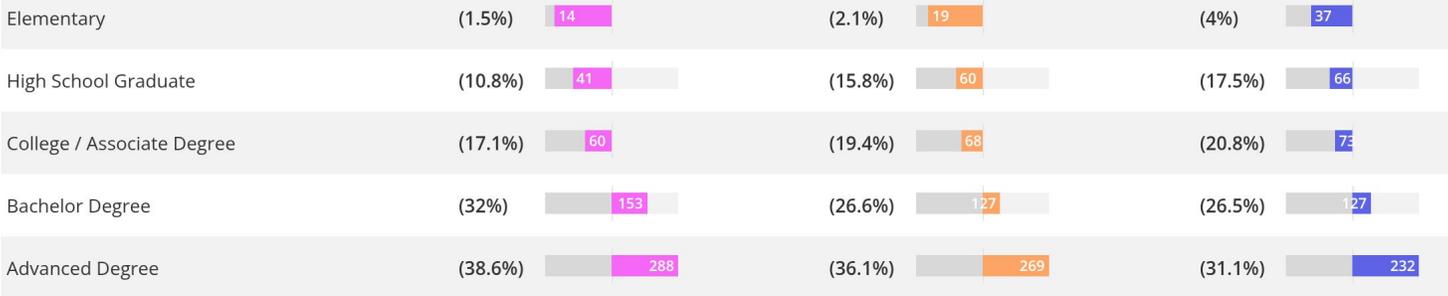
50 % of Visits

70 % of Visits

Household Size



Education



Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)



Benchmark: Nationwide

● 30 % of Visits

● 50 % of Visits

● 70 % of Visits

Labor Force

Unemployed	(2.5%)	47	(3.6%)	68	(5.3%)	100
Employed	(97.5%)	103	(96.4%)	102	(94.7%)	100

Marital Status

Widowed	(1%)	18	(2.8%)	50	(2.6%)	47
Divorced	(3.1%)	29	(3%)	28	(5.5%)	51
Married	(33.2%)	67	(28.4%)	57	(28.3%)	57
Never Married	(62.7%)	184	(65.8%)	193	(63.6%)	186

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)



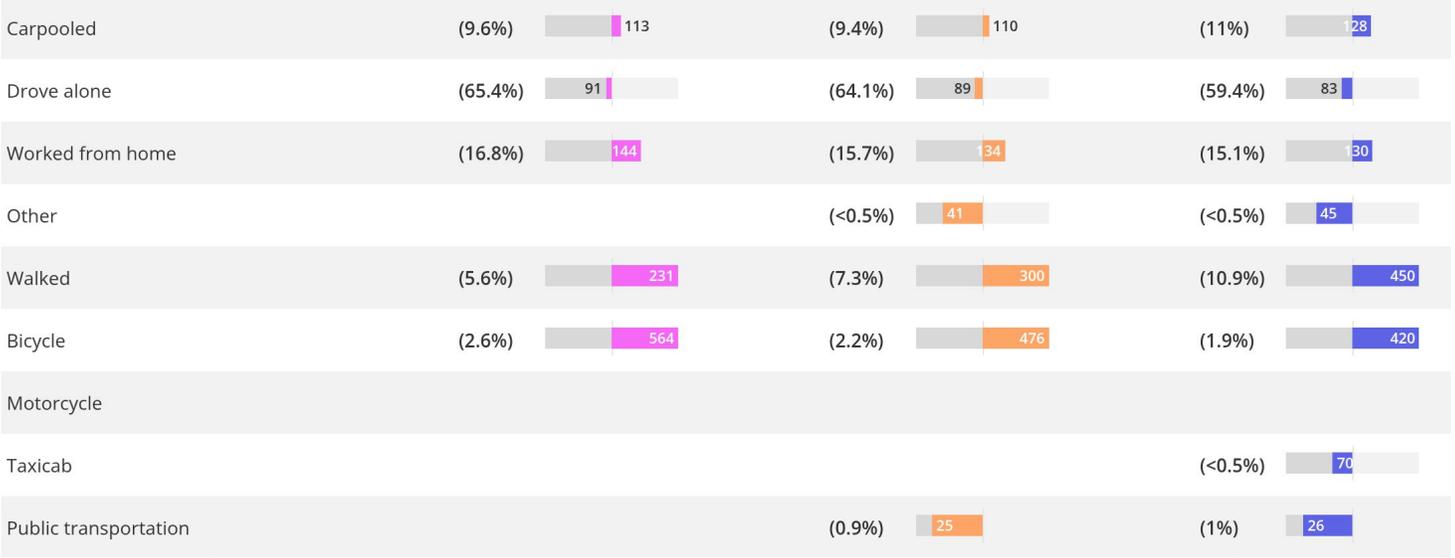
Benchmark: Nationwide

● 30 % of Visits

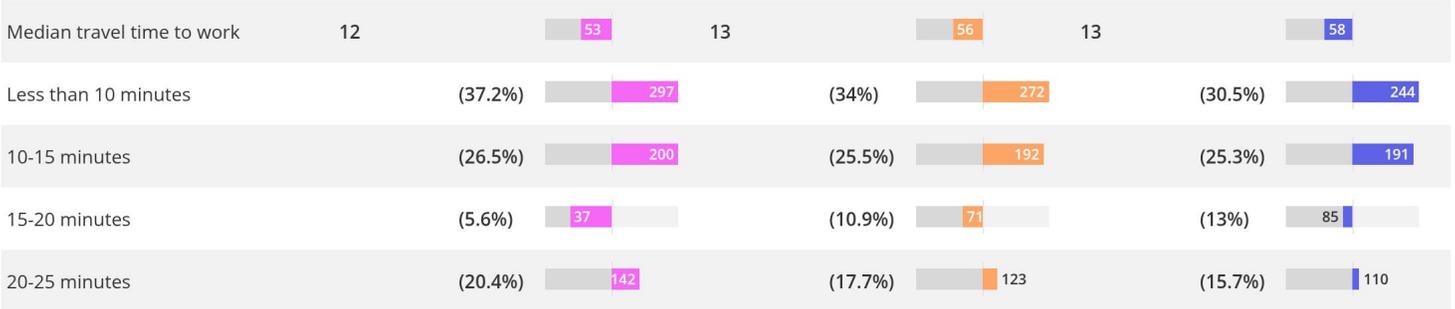
● 50 % of Visits

● 70 % of Visits

Transport to Work



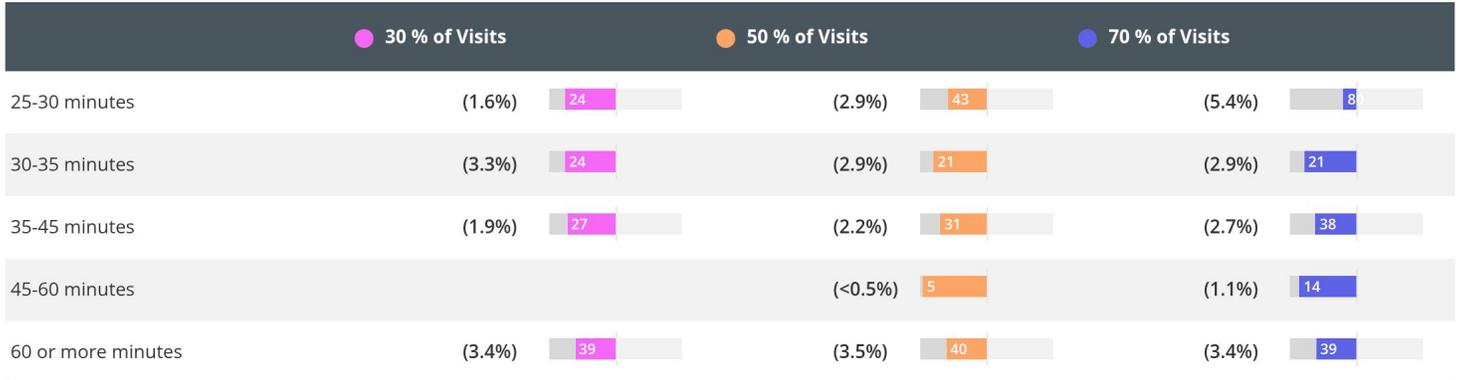
Travel Time to Work



Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)



Benchmark: Nationwide



Housing Units



Occupied Housing Units



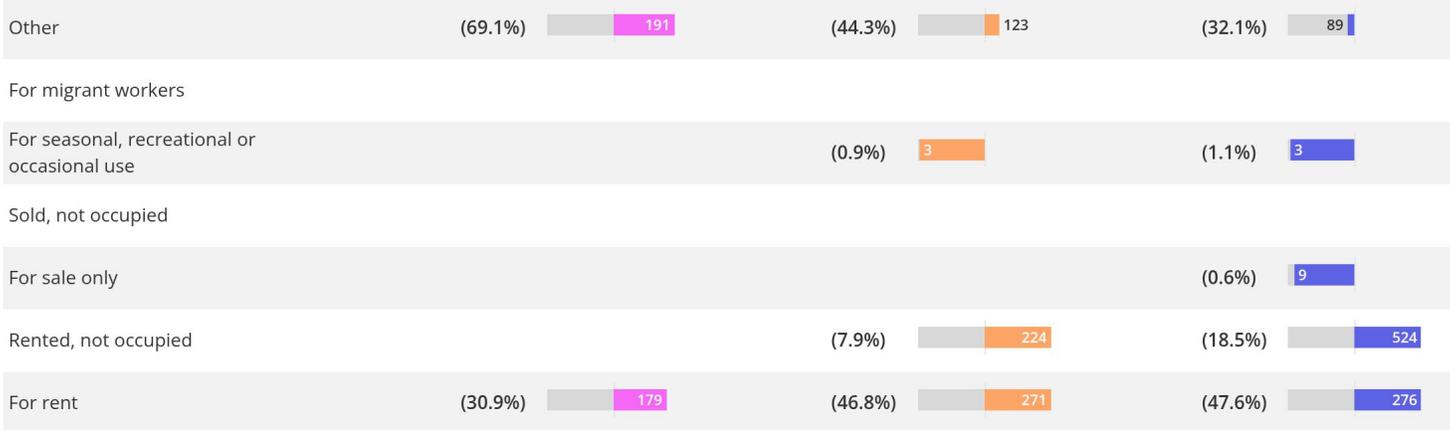
Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)



Benchmark: Nationwide



Vacant Housing Units



Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)



Benchmark: Nationwide

30 % of Visits

50 % of Visits

70 % of Visits

Value of Owner-Occupied Housing Units

Category	Value	30 % of Visits	50 % of Visits	70 % of Visits		
Median house value	\$199,735.85	71	\$197,693.78	70	\$191,988.88	68
<\$100K	(3.1%)	23	(11.4%)	85	(20.8%)	155
\$100K - \$200K	(47.3%)	235	(40.8%)	203	(35.3%)	176
\$200K - \$300K	(36%)	181	(27%)	136	(23.2%)	117
\$300K - \$400K	(6.8%)	49	(14.6%)	104	(12.6%)	90
\$400K - \$500K			(0.6%)	6	(2.8%)	28
\$500K - \$1000K	(6.8%)	40	(5.6%)	33	(5.3%)	31
>\$1000K						

Types of Housing Units Structure

Single Unit	(55.6%)	82	(47.4%)	70	(45.1%)	67
Multi-unit	(44.4%)	167	(47.8%)	180	(47.8%)	180
Boat, RV, van, etc.						
Mobile home			(4.8%)	83	(7.1%)	123

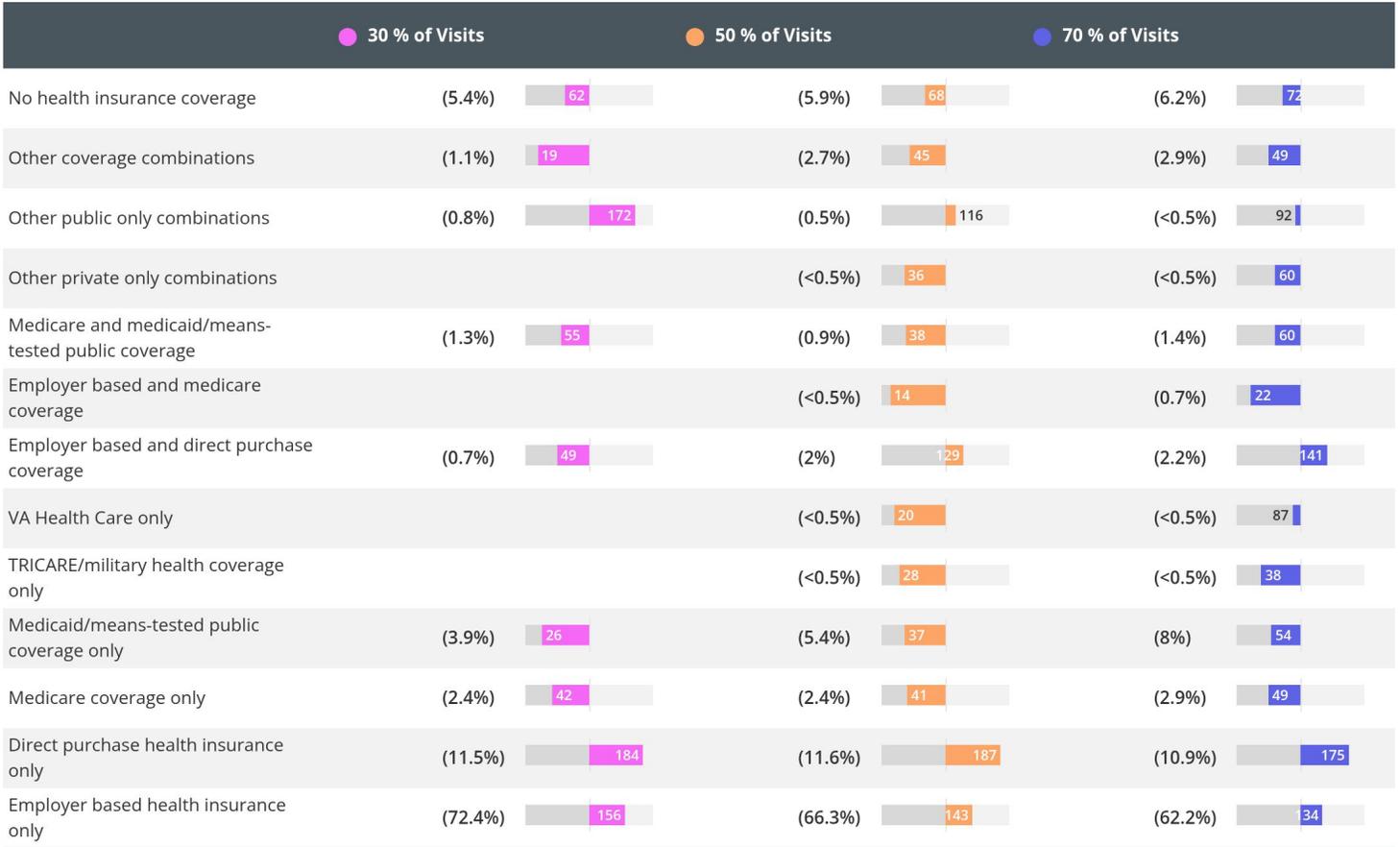
Health Insurance

With direct purchase and medicare coverage	(<0.5%)	15	(1.4%)	44	(1.5%)	46
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Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)



Benchmark: Nationwide



SNAP Households



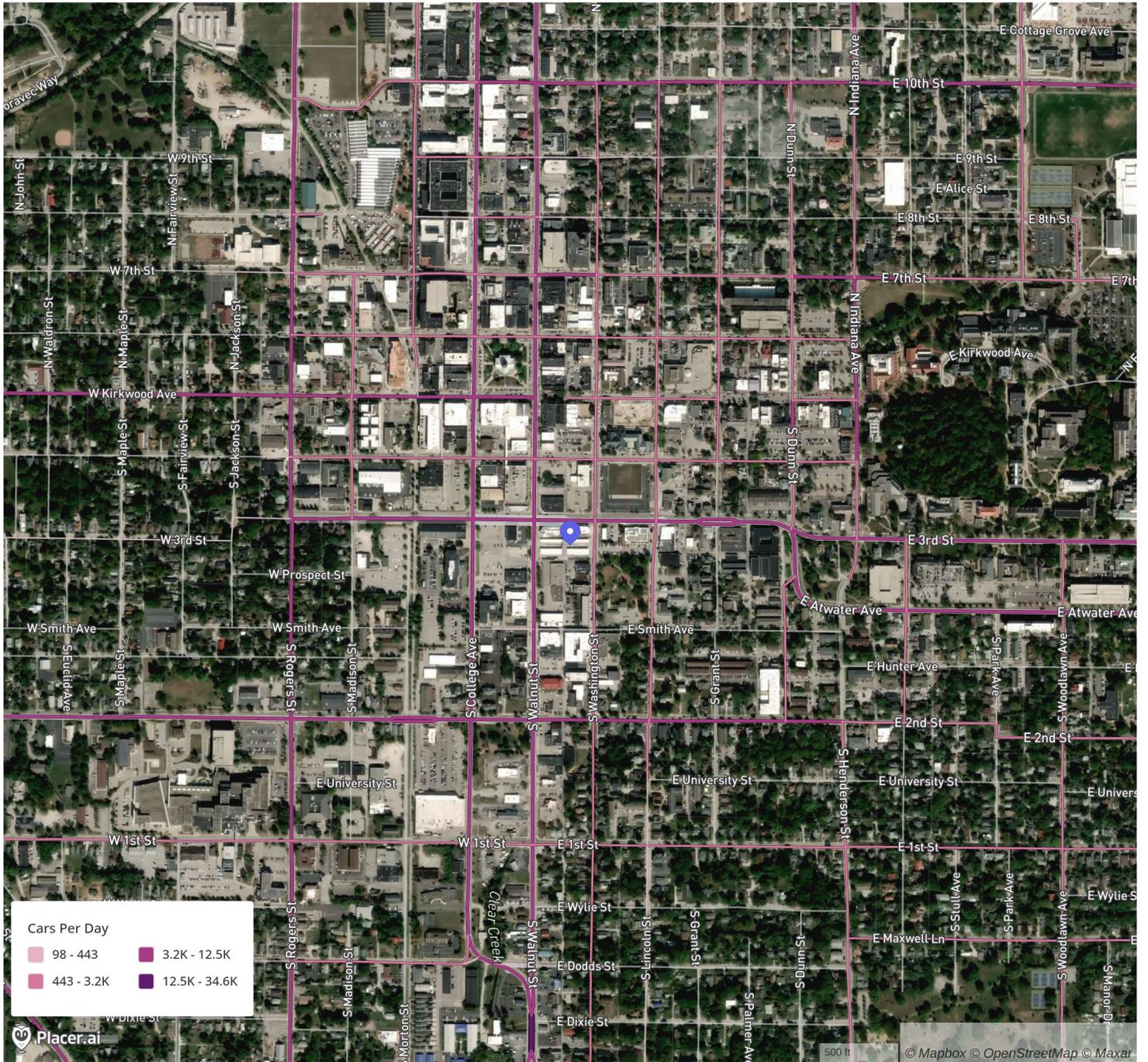
Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)



Vehicle Traffic Volume

Building at 112 E 3rd St

E 3rd St, Bloomington, IN



Jan 1st, 2023 - Dec 31st, 2023

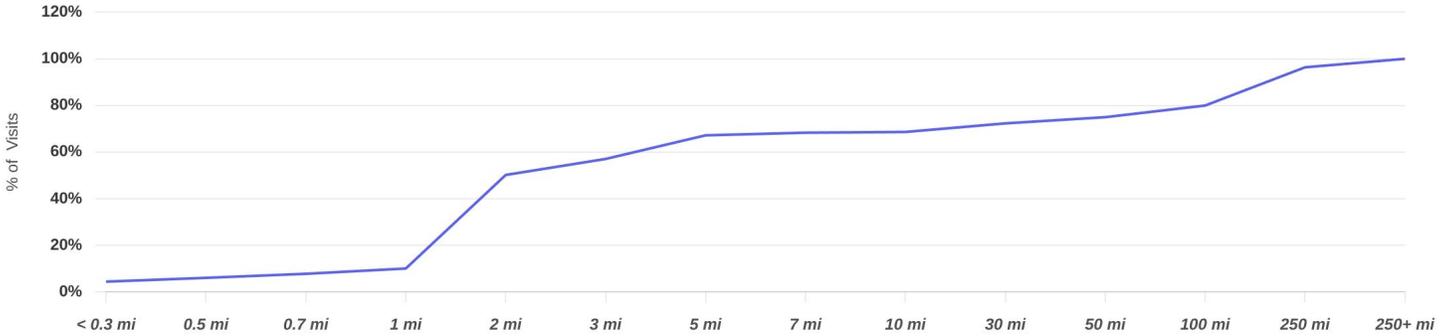
Data provided by Placer Labs Inc. (www.placer.ai)





Trade Area Coverage by Distance

Building at 112 E 3rd St
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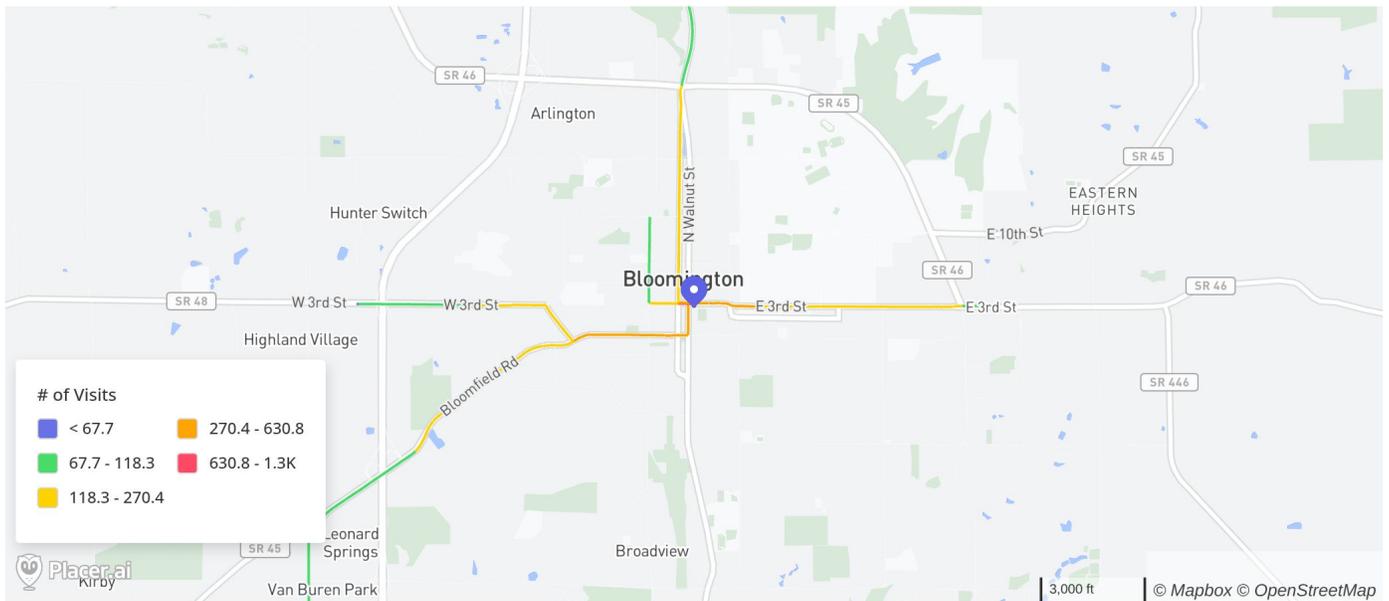


Home Location | % of Visits | Min Visits: 1 | Sep 1st, 2024 - Aug 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

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E 3rd St, Bloomington, IN



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

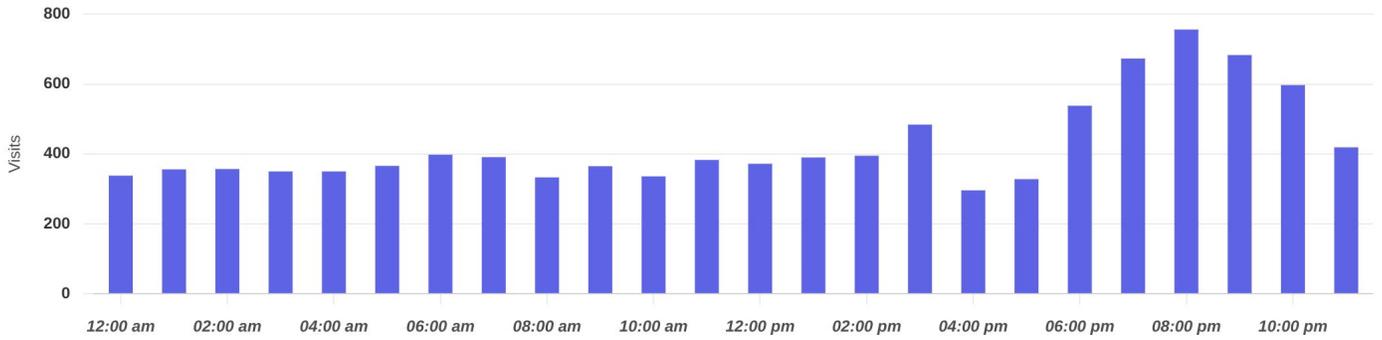
Journey Direction: To Property | Sep 1st, 2024 - Aug 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Hourly Visits

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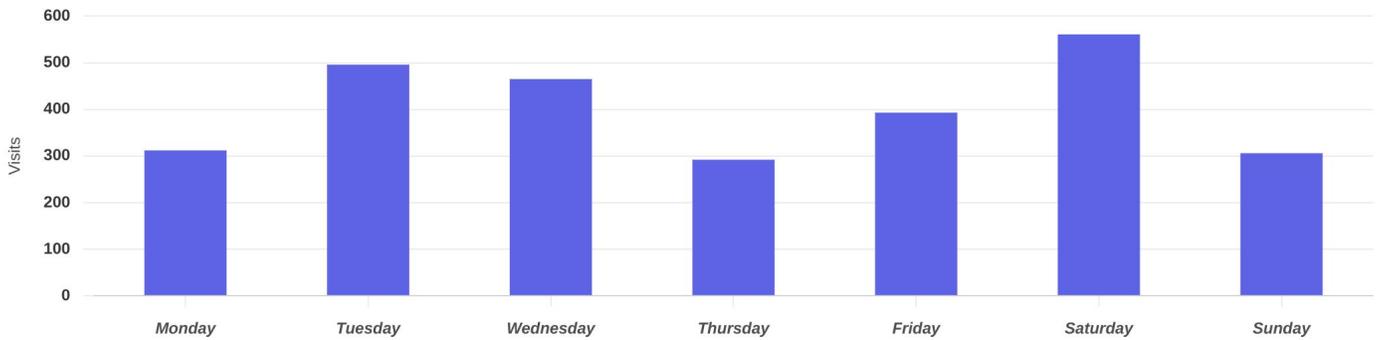


Visits | Sep 1st, 2024 - Aug 31st, 2025
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Daily Visits

Building at 112 E 3rd St
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Visits | Sep 1st, 2024 - Aug 31st, 2025
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