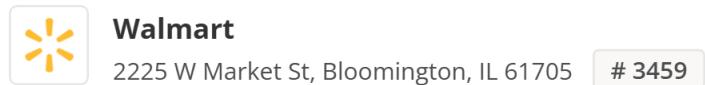


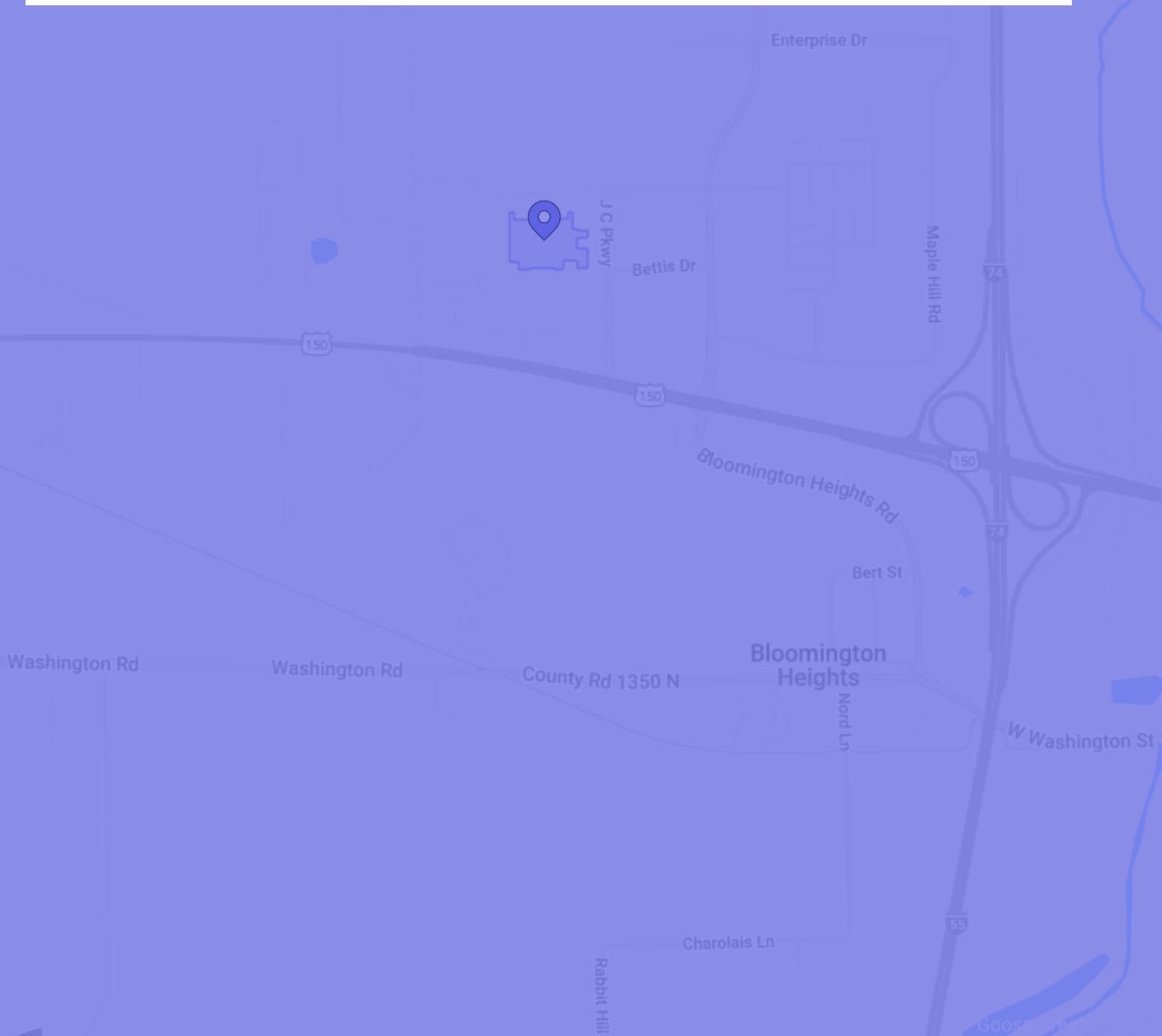
Visitor Demographics

May 1, 2024 - Apr 30, 2025

Property:



Scan to view on placer.ai platform

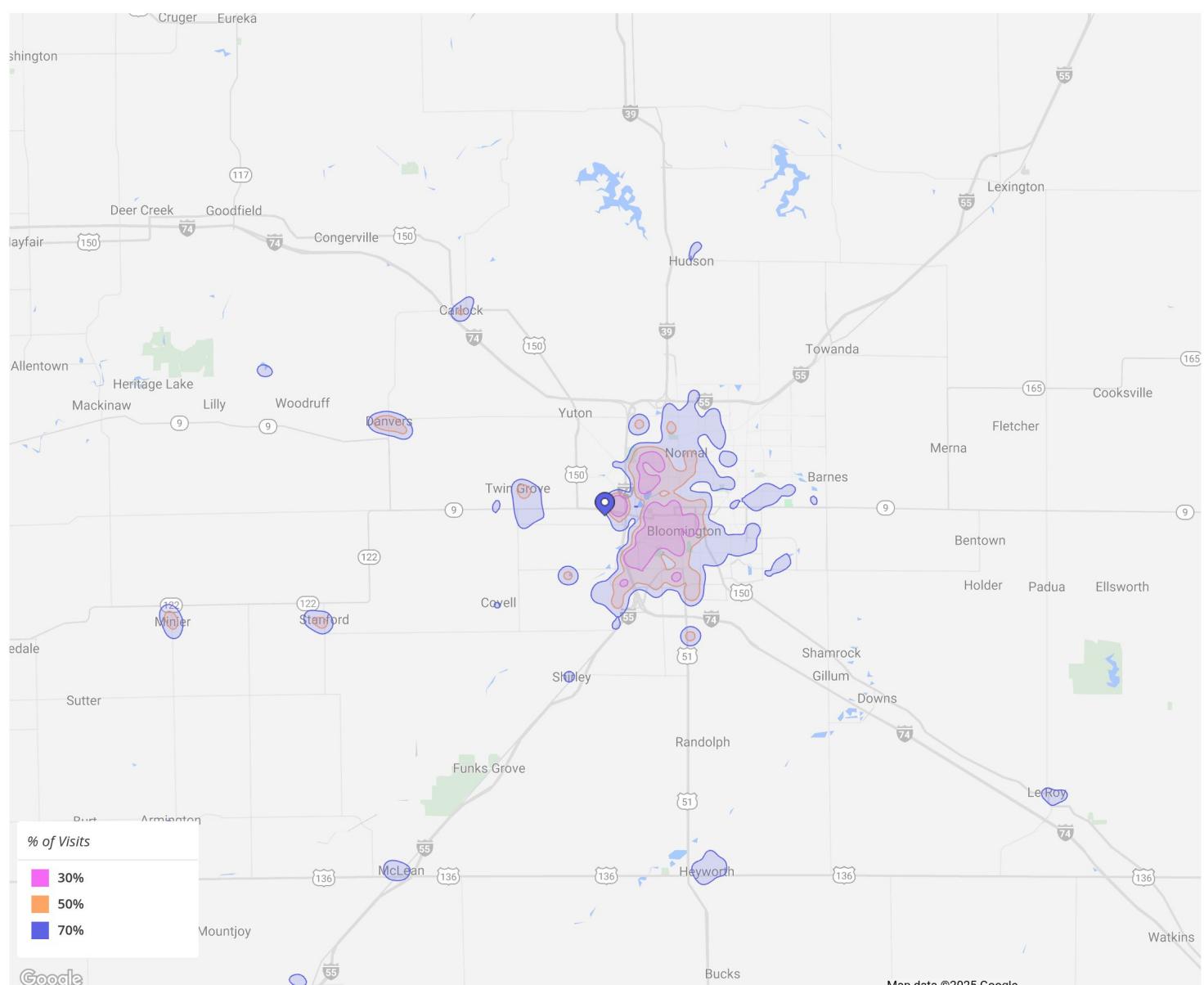




Visitor Demographics

May 1, 2024 - Apr 30, 2025

Walmart/2225 W Market St, Bloomington, IL 61705 # 3459



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





Visitor Demographics

May 1, 2024 - Apr 30, 2025

Walmart

2225 W Market St, Bloomington, IL 61705

3459

Benchmark: Nationwide

● 30 % of Visits

● 50 % of Visits

● 70 % of Visits

Overview

Population	18,634	53,668	96,186
Pop density (per sq mile)	3,649	702	839
Area (sq mi) - based on Census Block Groups	5.11	76.42	114.61

Households

Households	8,533	21,217	39,577
Family Households	4,047 (47.4%)	74	9,560 (45.1%) 70
Non-Family Households	4,486 (52.6%)	148	11,657 (54.9%) 155
Persons per Household	2.18	84	2.53 97
			2.43 93

Gender

Male	9,650 (51.8%)	105	25,773 (48%)	97	45,912 (47.7%)	96
Female	8,984 (48.2%)	95	27,895 (52%)	103	50,274 (52.3%)	104

Age

Median Age	36.65	96	26.97	71	30.14	7
0-4	873 (4.7%)	82	2,236 (4.2%)	73	5,252 (5.5%)	96
5-14	2,433 (13.1%)	104	4,618 (8.6%)	69	9,183 (9.5%)	76

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)





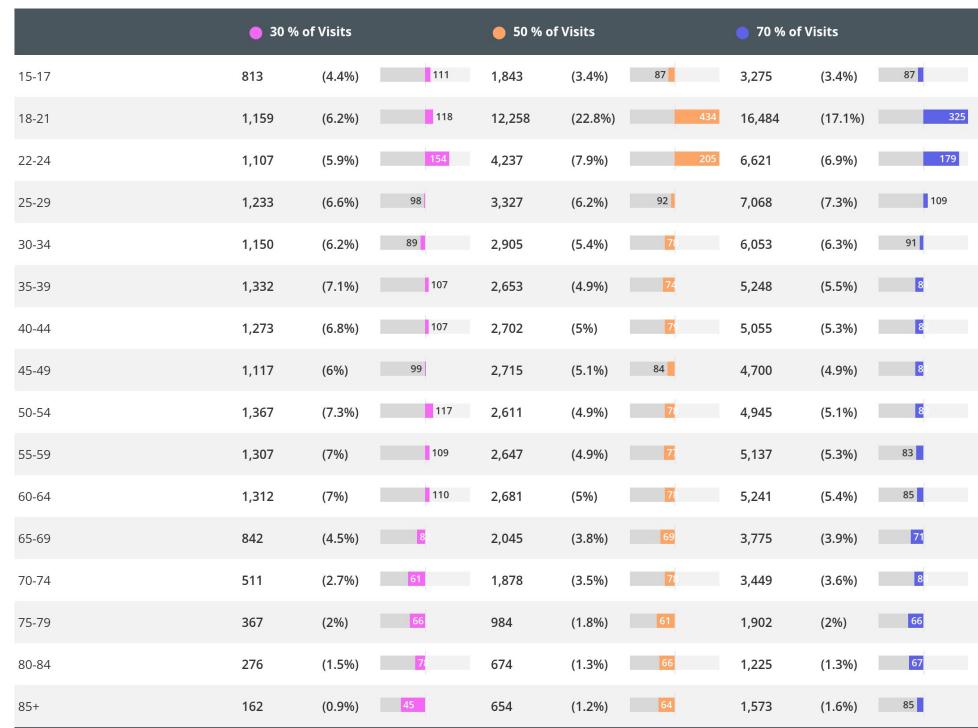
Visitor Demographics

May 1, 2024 - Apr 30, 2025

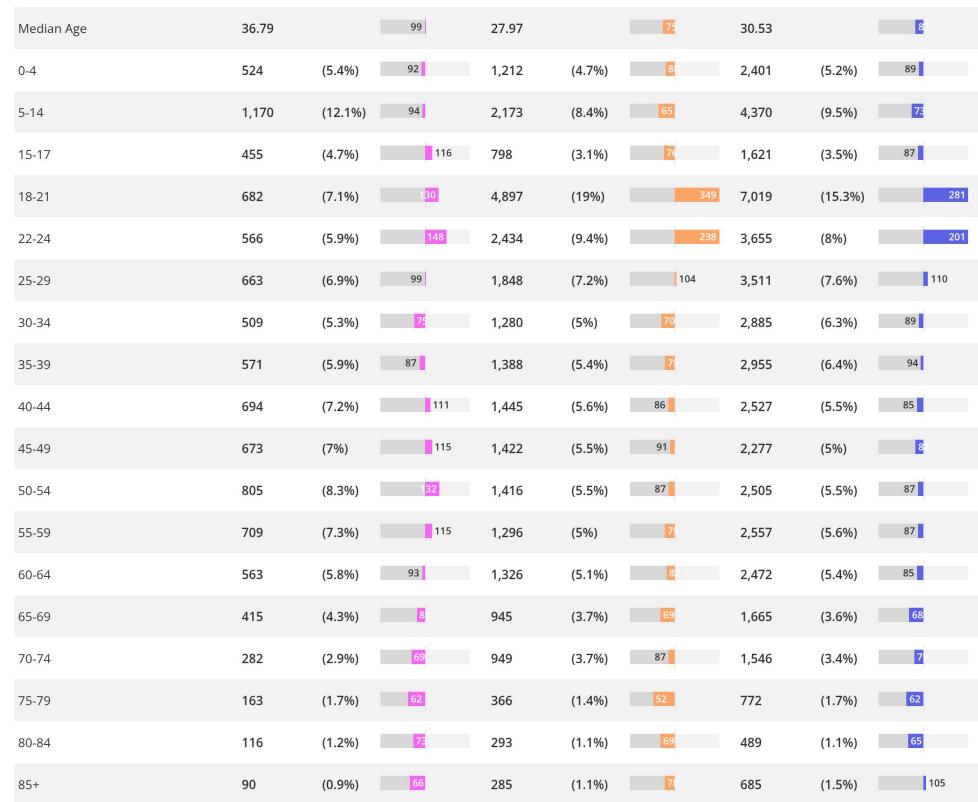
Walmart

2225 W Market St, Bloomington, IL 61705 # 3459

Benchmark: Nationwide



Age - Male



Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)





Visitor Demographics

May 1, 2024 - Apr 30, 2025

Walmart

2225 W Market St, Bloomington, IL 61705

3459

Benchmark: Nationwide

● 30 % of Visits

● 50 % of Visits

● 70 % of Visits

Age - Female

Median Age	36.54	94	25.73	66	28.81	74
0-4	349 (3.9%)	70	1,024 (3.7%)	67	2,851 (5.7%)	103
5-14	1,263 (14.1%)	116	2,445 (8.8%)	72	4,813 (9.6%)	7
15-17	358 (4%)	105	1,045 (3.7%)	99	1,654 (3.3%)	87
18-21	477 (5.3%)	104	7,361 (26.4%)	518	9,465 (18.8%)	369
22-24	541 (6%)	161	1,803 (6.5%)	173	2,966 (5.9%)	158
25-29	570 (6.3%)	96	1,479 (5.3%)	8	3,557 (7.1%)	107
30-34	641 (7.1%)	105	1,625 (5.8%)	86	3,168 (6.3%)	93
35-39	761 (8.5%)	129	1,265 (4.5%)	69	2,293 (4.6%)	69
40-44	579 (6.4%)	102	1,257 (4.5%)	72	2,528 (5%)	80
45-49	444 (4.9%)	83	1,293 (4.6%)	7	2,423 (4.8%)	8
50-54	562 (6.3%)	101	1,195 (4.3%)	69	2,440 (4.9%)	7
55-59	598 (6.7%)	103	1,351 (4.8%)	75	2,580 (5.1%)	8
60-64	749 (8.3%)	128	1,355 (4.9%)	74	2,769 (5.5%)	84
65-69	427 (4.8%)	83	1,100 (3.9%)	69	2,110 (4.2%)	75

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)





Visitor Demographics

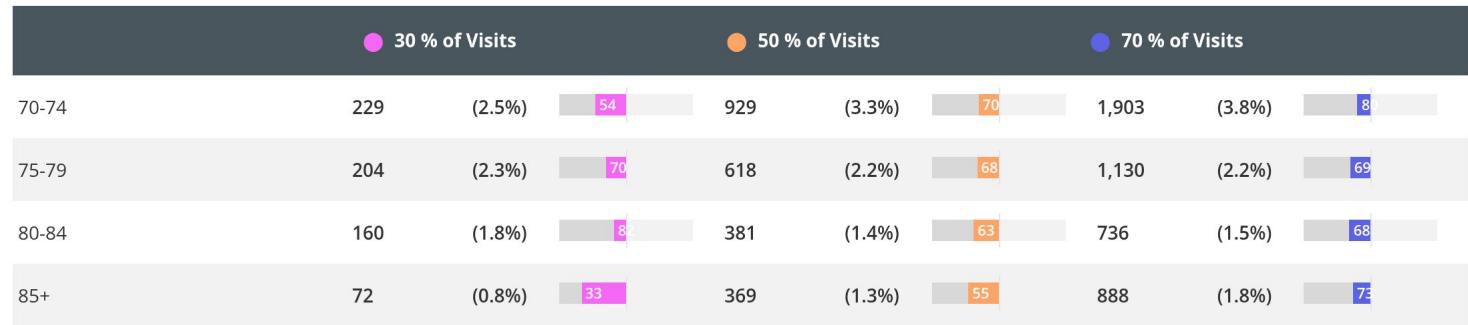
May 1, 2024 - Apr 30, 2025

Walmart

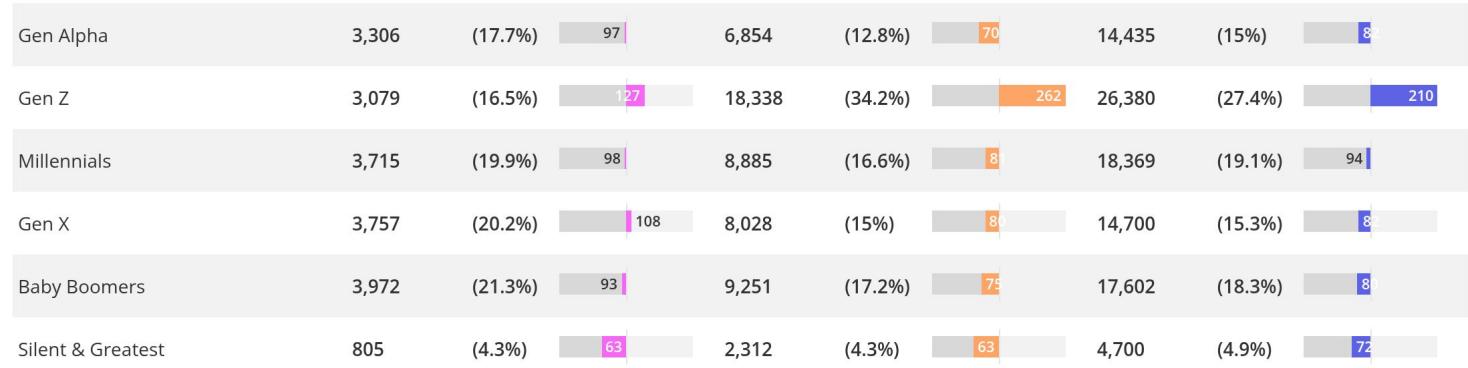
2225 W Market St, Bloomington, IL 61705

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Benchmark: Nationwide



Population by Generation



Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)





Visitor Demographics

May 1, 2024 - Apr 30, 2025

Walmart

2225 W Market St, Bloomington, IL 61705

3459

Benchmark: Nationwide

● 30 % of Visits

● 50 % of Visits

● 70 % of Visits

Ethnicity

	12,271	(65.9%)	113	39,063	(72.8%)	125	70,898	(73.7%)	27
White	12,271	(65.9%)	113	39,063	(72.8%)	125	70,898	(73.7%)	27
Black	2,626	(14.1%)	117	5,959	(11.1%)	92	10,796	(11.2%)	93
Hispanic or Latino	2,363	(12.7%)	67	5,108	(9.5%)	50	7,728	(8%)	42
Two or more races	986	(5.3%)	137	2,232	(4.2%)	107	3,302	(3.4%)	89
Asian	338	(1.8%)	32	1,172	(2.2%)	38	3,120	(3.2%)	56
Other	36	(<0.5%)	39	113	(<0.5%)	43	296	(<0.5%)	62
American Indian and Alaska Native	14	(<0.5%)	14	21	(<0.5%)	7	46	(<0.5%)	9
Native Hawaiian and Other Pacific Islander									

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)





Visitor Demographics

May 1, 2024 - Apr 30, 2025

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2225 W Market St, Bloomington, IL 61705

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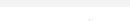
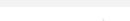
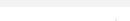
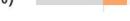
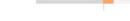
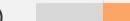
Benchmark: Nationwide

30 % of Visits

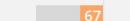
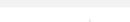
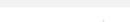
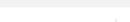
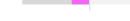
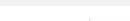
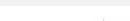
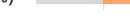
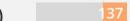
50 % of Visits

70 % of Visits

Hispanic or Latino

Two or more races	974	(41.2%)	 115	1,641	(32.1%)	 89	2,847	(36.8%)	 102
White	681	(28.8%)	 104	1,951	(38.2%)	 37	2,637	(34.1%)	 123
Other	595	(25.2%)	 7	1,143	(22.4%)	 70	1,578	(20.4%)	 64
Black	51	(2.2%)	 125	103	(2%)	 117	237	(3.1%)	 178
American Indian and Alaska Native	47	(2%)	 107	212	(4.2%)	 223	362	(4.7%)	 252
Asian	15	(0.6%)	 163	50	(1%)	 251	50	(0.6%)	 166
Native Hawaiian and Other Pacific Islander				8	(<0.5%)	 155	17	(<0.5%)	 218

Household Income

Household Average Income	\$68,594.18	 62	\$74,256.61	 67	\$80,649.27	 75			
Average Income per Person	\$31,719.58	 73	\$30,267.65	 70	\$33,984.75	 78			
Household Median Income	\$51,593.59	 65	\$52,740.42	 67	\$59,036.34	 75			
<\$10K	796	(9.3%)	 191	2,947	(13.9%)	 285	4,219	(10.7%)	 219
\$10K - \$15K	437	(5.1%)	 144	1,030	(4.9%)	 37	1,598	(4%)	 114
\$15K - \$20K	311	(3.6%)	 117	849	(4%)	 128	1,743	(4.4%)	 141
\$20K - \$25K	295	(3.5%)	 100	814	(3.8%)	 112	1,583	(4%)	 116

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)





Visitor Demographics

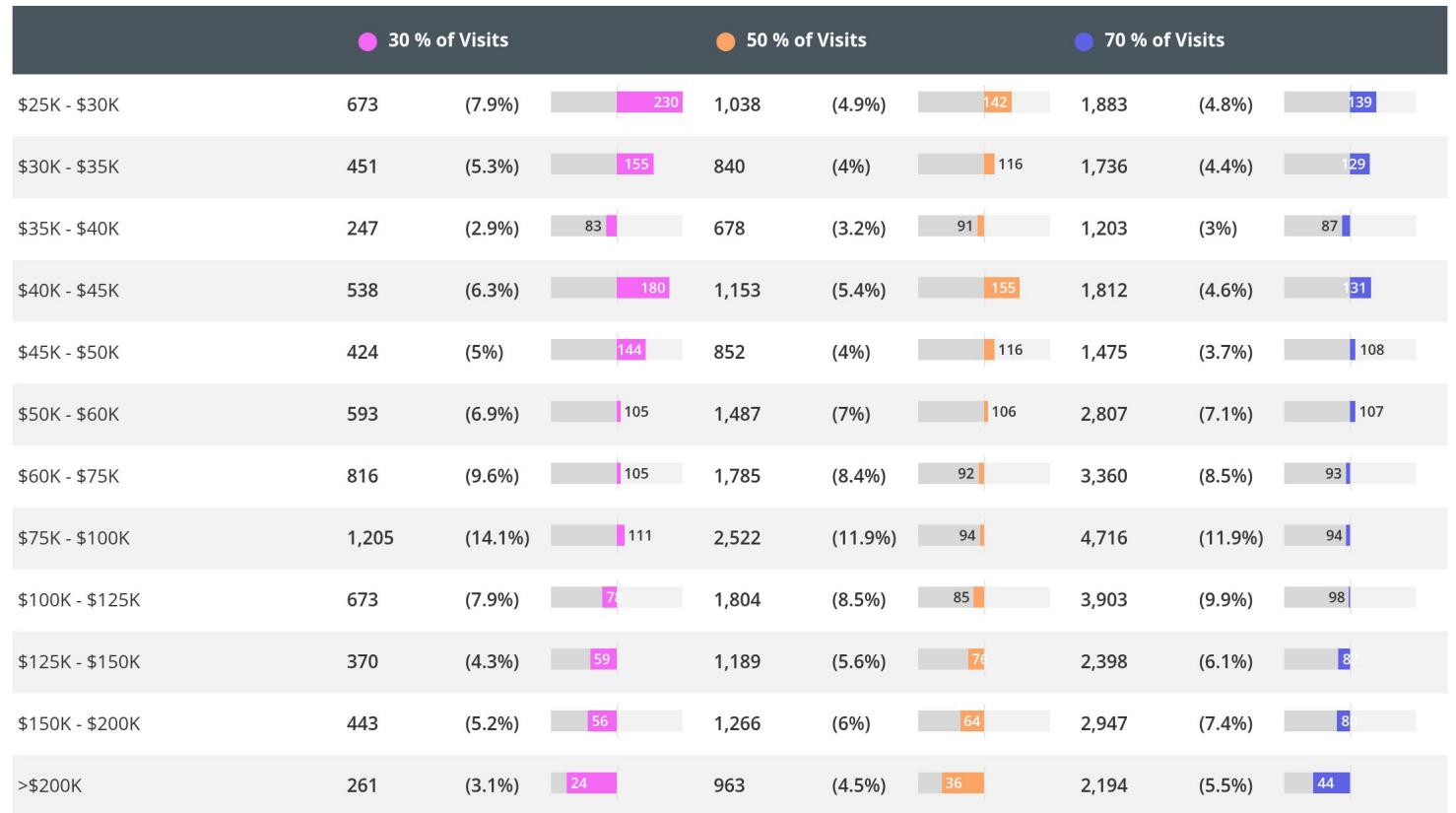
May 1, 2024 - Apr 30, 2025

Walmart

2225 W Market St, Bloomington, IL 61705

3459

Benchmark: Nationwide



Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)





Visitor Demographics

May 1, 2024 - Apr 30, 2025

Walmart

2225 W Market St, Bloomington, IL 61705

3459

Benchmark: Nationwide

● 30 % of Visits

● 50 % of Visits

● 70 % of Visits

Household Size

Household Size	Total Visits	(%)	30 % of Visits	50 % of Visits	70 % of Visits	Total Visits	(%)	30 % of Visits	50 % of Visits	70 % of Visits
1 Person Household	3,650	(42.8%)	150	8,556	(40.3%)	141	15,315	(38.7%)	36	36
2 Persons Household	2,597	(30.4%)	90	6,377	(30.1%)	89	12,624	(31.9%)	94	94
3 Persons Household	1,009	(11.8%)	7	2,893	(13.6%)	89	5,146	(13%)	84	84
4 Persons Household	601	(7%)	56	2,192	(10.3%)	8	4,091	(10.3%)	82	82
5 Persons Household	397	(4.7%)	7	749	(3.5%)	60	1,623	(4.1%)	69	69
6 Persons Household	155	(1.8%)	80	289	(1.4%)	60	524	(1.3%)	58	58
7+ Persons Household	124	(1.5%)	100	161	(0.8%)	52	254	(0.6%)	44	44

Education

Education	Total Visits	(%)	30 % of Visits	50 % of Visits	70 % of Visits	Total Visits	(%)	30 % of Visits	50 % of Visits	70 % of Visits
Elementary	1,318	(10.8%)	102	2,289	(8%)	76	3,087	(5.6%)	53	53
High School Graduate	3,860	(31.5%)	120	7,588	(26.6%)	102	14,203	(25.7%)	98	98
College / Associate Degree	3,516	(28.7%)	102	8,410	(29.5%)	105	15,498	(28%)	99	99
Bachelor Degree	2,602	(21.2%)	100	7,044	(24.7%)	116	15,272	(27.6%)	30	30
Advanced Degree	953	(7.8%)	57	3,145	(11%)	8	7,311	(13.2%)	96	96

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)





Visitor Demographics

May 1, 2024 - Apr 30, 2025

Walmart

2225 W Market St, Bloomington, IL 61705

3459

Benchmark: Nationwide

30 % of Visits

50 % of Visits

70 % of Visits

Labor Force

Employed	9,516	(95.8%)	101	26,517	(95.5%)	101	48,844	(96.2%)	101
Unemployed	421	(4.2%)	82	1,235	(4.5%)	86	1,946	(3.8%)	74

Marital Status

Never Married	6,725	(43.9%)	129	25,958	(55.4%)	163	40,137	(49.1%)	144
Married	5,985	(39%)	7	14,524	(31%)	62	29,762	(36.4%)	73
Divorced	2,019	(13.2%)	123	4,206	(9%)	84	8,030	(9.8%)	92
Widowed	599	(3.9%)	70	2,126	(4.5%)	8	3,822	(4.7%)	84

Family Households

Married-couple Family	2,679	(66.2%)	90	6,529	(68.3%)	93	13,658	(70.8%)	97
Female Householder	980	(24.2%)	128	2,076	(21.7%)	115	4,154	(21.5%)	114
Male Householder	388	(9.6%)	123	955	(10%)	128	1,475	(7.6%)	98

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)





Visitor Demographics

May 1, 2024 - Apr 30, 2025

Walmart

2222 W Market St, Bloomington, IL 61705

3459

Benchmark: Nationwide

30 % of Visits

50 % of Visits

70 % of Visits

Transport to Work

	Total Visits	70.5%	12.2%	12.1%	2.4%	1.5%	0.8%	<0.5%	5	<0.5%	<0.5%	<0.5%	9.9%	70.7%	12.1%	2.4%	1.5%	0.8%	<0.5%	5	<0.5%	<0.5%	<0.5%	9.9%
Drove alone	6,524	(70.5%)	100	16,839	(65.5%)	93	32,639	(68.7%)	98															
Carpooled	1,128	(12.2%)	143	2,209	(8.6%)	101	3,528	(7.4%)	87															
Worked from home	1,117	(12.1%)	90	3,527	(13.7%)	102	6,928	(14.6%)	108															
Walked	226	(2.4%)	102	2,455	(9.6%)	398	3,189	(6.7%)	280															
Public transportation	138	(1.5%)	43	368	(1.4%)	41	621	(1.3%)	37															
Other	72	(0.8%)	70	142	(0.6%)	50	252	(0.5%)	48															
Bicycle	44	(<0.5%)	106	128	(<0.5%)	111	232	(<0.5%)	109															
Motorcycle				5	(<0.5%)	16	5	(<0.5%)	8															
Taxicab				16	(<0.5%)	27	113	(<0.5%)	105															

Travel Time to Work

Median travel time to work	15	67	14	61	14	62																		
Less than 10 minutes	1,556	(19.1%)	152	5,716	(25.8%)	204	10,553	(26%)	206															
10-15 minutes	2,500	(30.7%)	232	5,962	(26.9%)	203	10,144	(25%)	188															
15-20 minutes	2,008	(24.7%)	161	4,436	(20%)	131	8,249	(20.3%)	33															
20-25 minutes	807	(9.9%)	69	2,070	(9.3%)	65	4,035	(9.9%)	69															

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)





Visitor Demographics

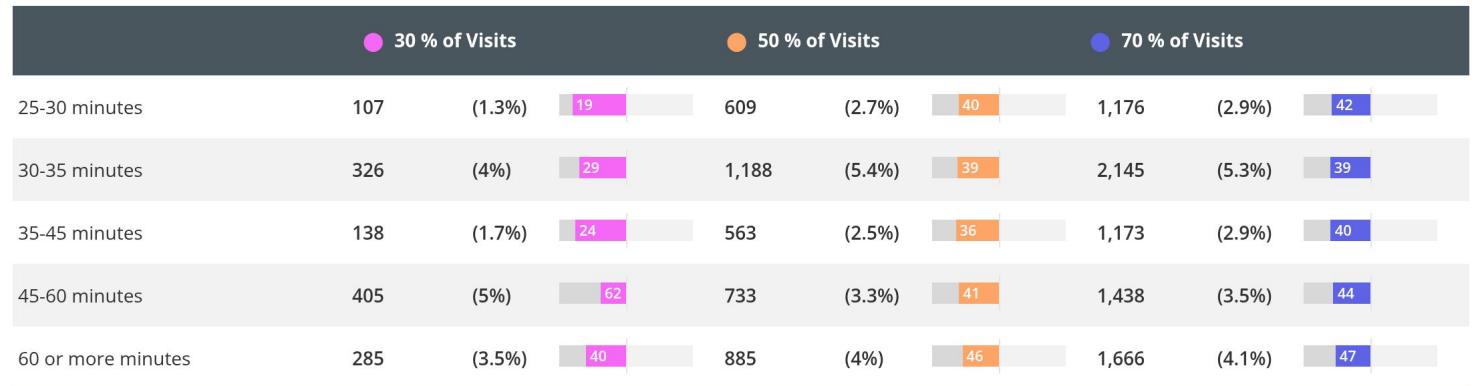
May 1, 2024 - Apr 30, 2025

Walmart

2225 W Market St, Bloomington, IL 61705

3459

Benchmark: Nationwide



Housing Units



Occupied Housing Units



Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)





Visitor Demographics

May 1, 2024 - Apr 30, 2025

Walmart

2225 W Market St, Bloomington, IL 61705

3459

Benchmark: Nationwide

● 30 % of Visits

● 50 % of Visits

● 70 % of Visits

Vacant Housing Units

	Count	Percentage	30 % of Visits	50 % of Visits	70 % of Visits				
Other	409	(50.2%)	139	842	(35%)	97	1,258	(31.2%)	86
For rent	242	(29.7%)	169	650	(27%)	154	1,332	(33%)	188
Rented, not occupied	95	(11.7%)	328	682	(28.4%)	799	1,032	(25.6%)	720
For sale only	44	(5.4%)	94	186	(7.7%)	35	364	(9%)	158
Sold, not occupied	20	(2.5%)	60	38	(1.6%)	39	38	(0.9%)	23
For seasonal, recreational or occasional use	5	(0.6%)	2	5	(<0.5%)	1	9	(<0.5%)	1
For migrant workers									

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)





Visitor Demographics

May 1, 2024 - Apr 30, 2025

Walmart

2222 W Market St, Bloomington, IL 61705

3459

Benchmark: Nationwide

● 30 % of Visits

● 50 % of Visits

● 70 % of Visits

Value of Owner-Occupied Housing Units

Median house value	\$119,026.9	39	\$147,366.19	49	\$165,892.09	55
<\$100K	1,777 (33.1%)	272	2,849 (24.1%)	198	3,698 (16.6%)	136
\$100K - \$200K	2,695 (50.2%)	282	5,778 (48.9%)	275	11,424 (51.2%)	287
\$200K - \$300K	763 (14.2%)	75	2,260 (19.1%)	98	5,214 (23.4%)	119
\$300K - \$400K	54 (1%)	7	543 (4.6%)	32	1,149 (5.1%)	36
\$400K - \$500K	23 (<0.5%)	4	262 (2.2%)	21	499 (2.2%)	21
\$500K - \$1000K	58 (1.1%)	6	122 (1%)	5	282 (1.3%)	7
>\$1000K		3 (<0.5%)			60 (<0.5%)	4

Types of Housing Units Structure

Single Unit	5,692 (60.9%)	90	12,712 (53.8%)	80	24,737 (56.7%)	84
Multi-unit	2,900 (31%)	116	9,151 (38.7%)	145	16,969 (38.9%)	146
Mobile home	756 (8.1%)	142	1,751 (7.4%)	130	1,898 (4.4%)	7
Boat, RV, van, etc.		6 (<0.5%)	21	6 (<0.5%)	11	

Health Insurance

Employer based health insurance only	8,712 (47.1%)	102	24,991 (47.2%)	102	47,741 (50.1%)	109
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Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)





Visitor Demographics

May 1, 2024 - Apr 30, 2025

Walmart

2225 W Market St, Bloomington, IL 61705

3459

Benchmark: Nationwide



SNAP Households

Non-snap Households	6,763 (79.3%)	17,909 (84.4%)	34,344 (86.8%)
Snap Households	1,770 (20.7%)	3,308 (15.6%)	5,233 (13.2%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)



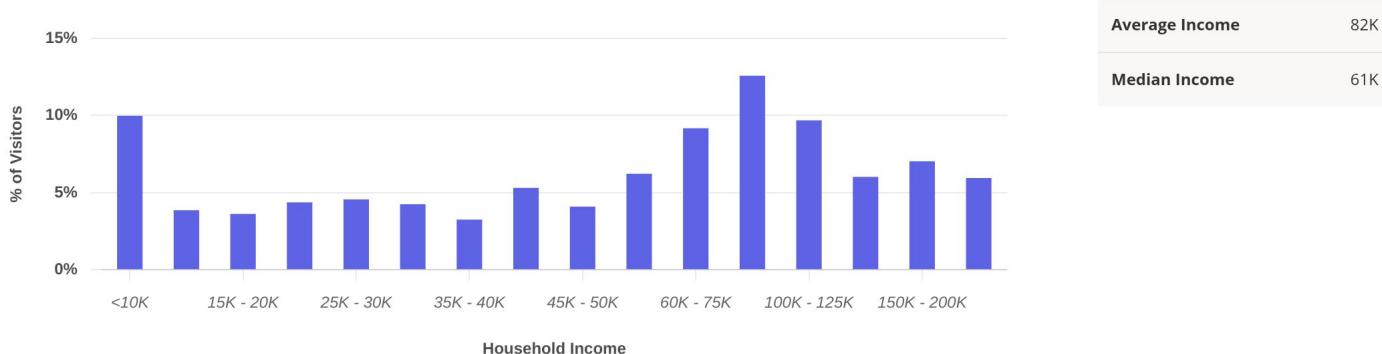


Visitor Demographics

May 1, 2024 - Apr 30, 2025

Household Income

Walmart
2225 W Market St, Blooming... # 3459



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

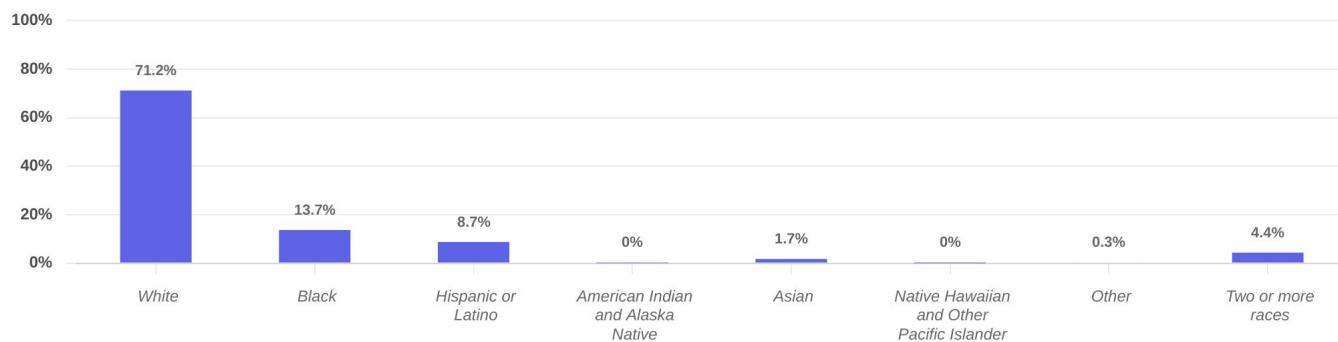
May 1st, 2024 - Apr 30th, 2025

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



Ethnicity

Walmart
2225 W Market St, Blooming... # 3459



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May 1st, 2024 - Apr 30th, 2025

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