

## Visitor Demographics

May 1, 2024 - Apr 30, 2025

Property:



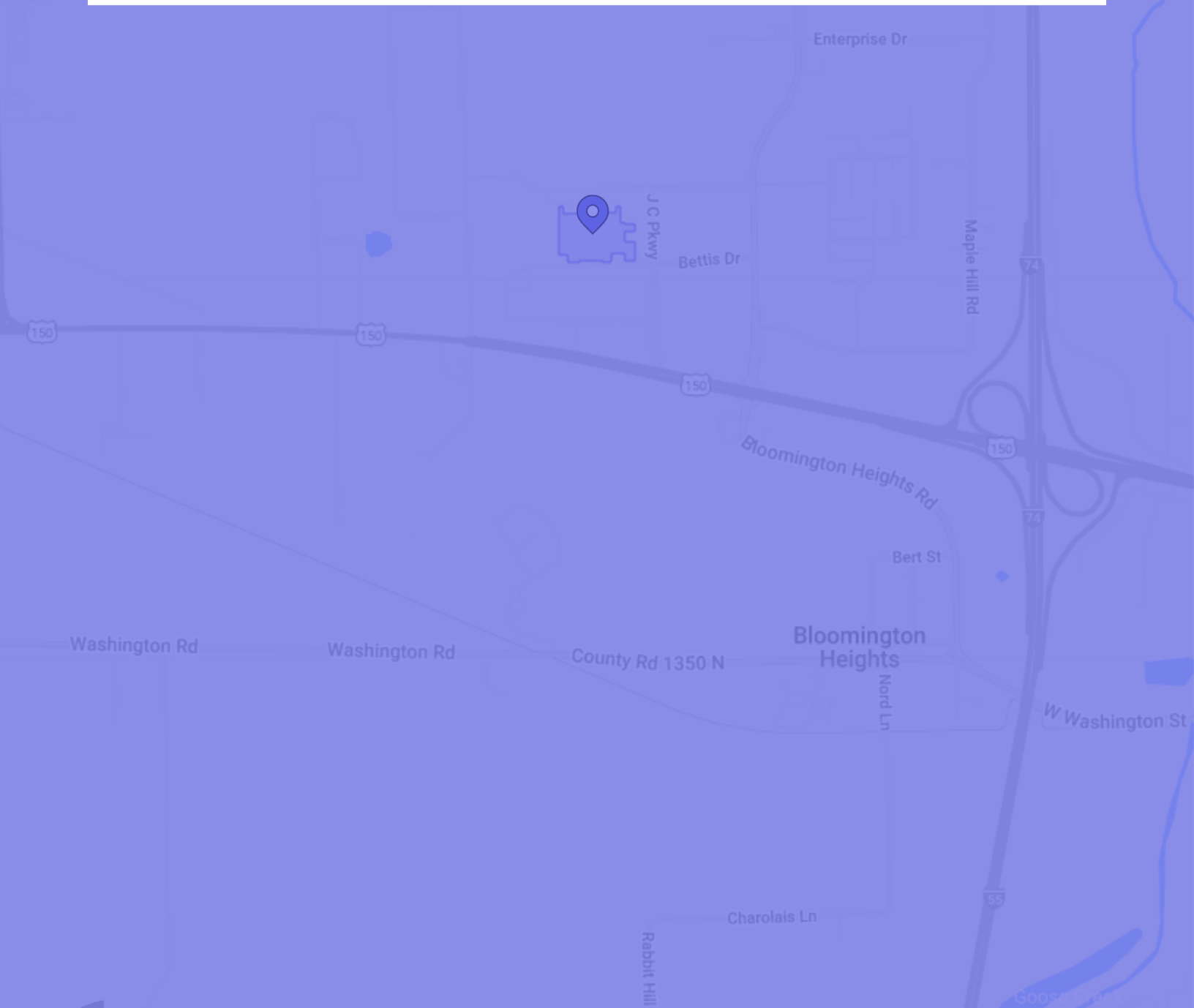
**Walmart**

2225 W Market St, Bloomington, IL 61705

# 3459



Scan to view on placer.ai platform

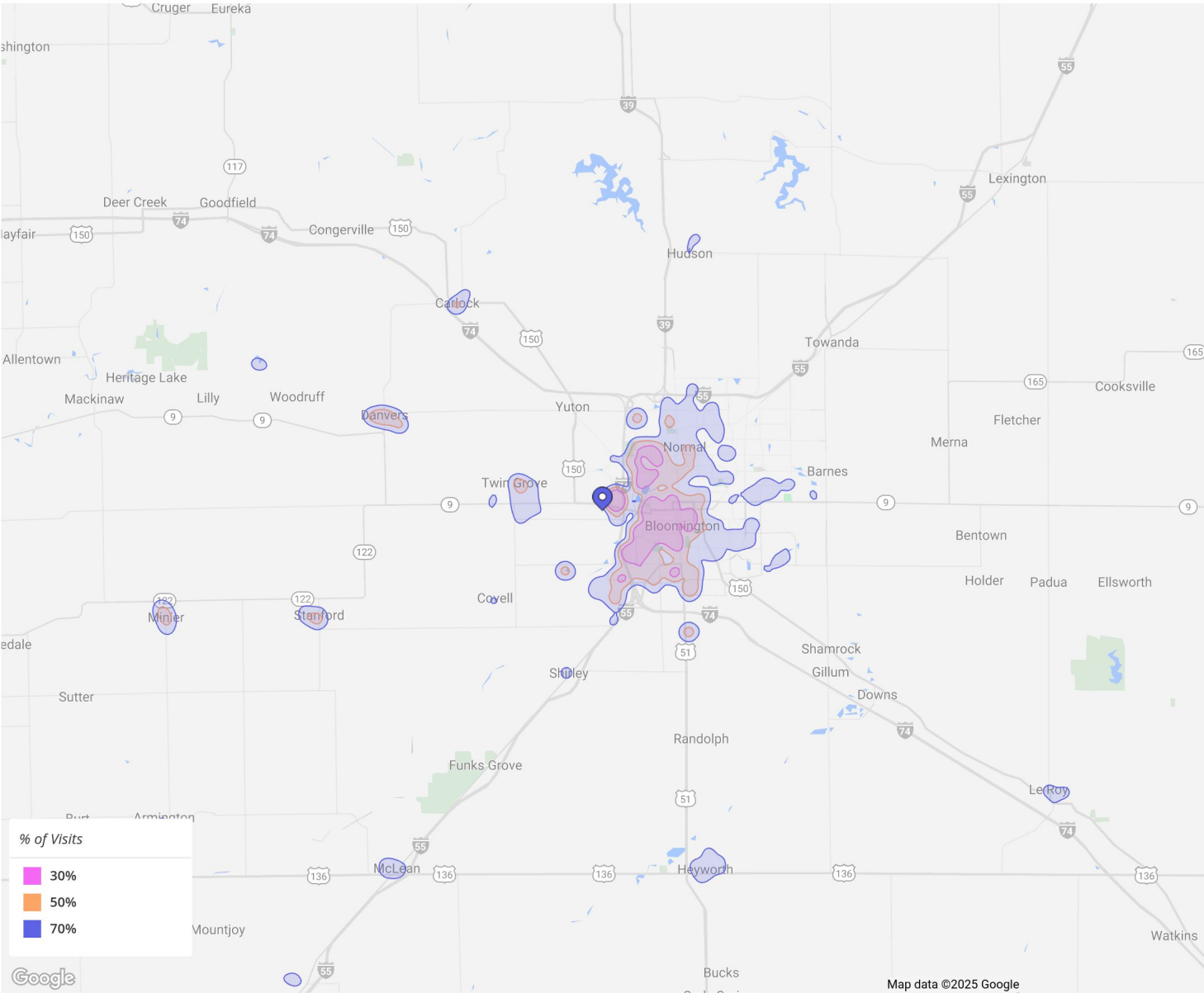




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Walmart / 2225 W Market St, Bloomington, IL 61705 # 3459



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



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## Walmart

2225 W Market St, Bloomington, IL 61705 # 3459

Benchmark: Nationwide



### 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%) <div><div></div><div>74</div></div>	9,560 (45.1%) <div><div></div><div>70</div></div>	19,287 (48.7%) <div><div></div><div>70</div></div>
Non-Family Households	4,486 (52.6%) <div><div></div><div>148</div></div>	11,657 (54.9%) <div><div></div><div>155</div></div>	20,290 (51.3%) <div><div></div><div>144</div></div>
Persons per Household	2.18 <div><div></div><div>84</div></div>	2.53 <div><div></div><div>97</div></div>	2.43 <div><div></div><div>93</div></div>

### Gender

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

### Age

Median Age	36.65 <div><div></div><div>96</div></div>	26.97 <div><div></div><div>71</div></div>	30.14 <div><div></div><div>7</div></div>
0-4	873 (4.7%) <div><div></div><div>8</div></div>	2,236 (4.2%) <div><div></div><div>73</div></div>	5,252 (5.5%) <div><div></div><div>96</div></div>
5-14	2,433 (13.1%) <div><div></div><div>104</div></div>	4,618 (8.6%) <div><div></div><div>69</div></div>	9,183 (9.5%) <div><div></div><div>70</div></div>

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



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Benchmark: Nationwide

	30 % of Visits			50 % of Visits			70 % of Visits		
15-17	813	(4.4%)	111	1,843	(3.4%)	87	3,275	(3.4%)	87
18-21	1,159	(6.2%)	118	12,258	(22.8%)	434	16,484	(17.1%)	325
22-24	1,107	(5.9%)	154	4,237	(7.9%)	205	6,621	(6.9%)	179
25-29	1,233	(6.6%)	98	3,327	(6.2%)	92	7,068	(7.3%)	109
30-34	1,150	(6.2%)	89	2,905	(5.4%)	7	6,053	(6.3%)	91
35-39	1,332	(7.1%)	107	2,653	(4.9%)	74	5,248	(5.5%)	8
40-44	1,273	(6.8%)	107	2,702	(5%)	7	5,055	(5.3%)	8
45-49	1,117	(6%)	99	2,715	(5.1%)	84	4,700	(4.9%)	8
50-54	1,367	(7.3%)	117	2,611	(4.9%)	7	4,945	(5.1%)	8
55-59	1,307	(7%)	109	2,647	(4.9%)	7	5,137	(5.3%)	83
60-64	1,312	(7%)	110	2,681	(5%)	7	5,241	(5.4%)	85
65-69	842	(4.5%)	6	2,045	(3.8%)	69	3,775	(3.9%)	7
70-74	511	(2.7%)	61	1,878	(3.5%)	7	3,449	(3.6%)	8
75-79	367	(2%)	66	984	(1.8%)	61	1,902	(2%)	66
80-84	276	(1.5%)	7	674	(1.3%)	66	1,225	(1.3%)	67
85+	162	(0.9%)	45	654	(1.2%)	64	1,573	(1.6%)	85

## Age - Male

Median Age	36.79		99	27.97		75	30.53		8
0-4	524	(5.4%)	92	1,212	(4.7%)	8	2,401	(5.2%)	89
5-14	1,170	(12.1%)	94	2,173	(8.4%)	65	4,370	(9.5%)	7
15-17	455	(4.7%)	116	798	(3.1%)	74	1,621	(3.5%)	87
18-21	682	(7.1%)	130	4,897	(19%)	349	7,019	(15.3%)	281
22-24	566	(5.9%)	148	2,434	(9.4%)	238	3,655	(8%)	201
25-29	663	(6.9%)	99	1,848	(7.2%)	104	3,511	(7.6%)	110
30-34	509	(5.3%)	7	1,280	(5%)	70	2,885	(6.3%)	89
35-39	571	(5.9%)	87	1,388	(5.4%)	7	2,955	(6.4%)	94
40-44	694	(7.2%)	111	1,445	(5.6%)	86	2,527	(5.5%)	85
45-49	673	(7%)	115	1,422	(5.5%)	91	2,277	(5%)	6
50-54	805	(8.3%)	12	1,416	(5.5%)	87	2,505	(5.5%)	87
55-59	709	(7.3%)	115	1,296	(5%)	7	2,557	(5.6%)	87
60-64	563	(5.8%)	93	1,326	(5.1%)	6	2,472	(5.4%)	85
65-69	415	(4.3%)	6	945	(3.7%)	69	1,665	(3.6%)	68
70-74	282	(2.9%)	6	949	(3.7%)	87	1,546	(3.4%)	7
75-79	163	(1.7%)	62	366	(1.4%)	52	772	(1.7%)	62
80-84	116	(1.2%)	75	293	(1.1%)	69	489	(1.1%)	65
85+	90	(0.9%)	66	285	(1.1%)	7	685	(1.5%)	105

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



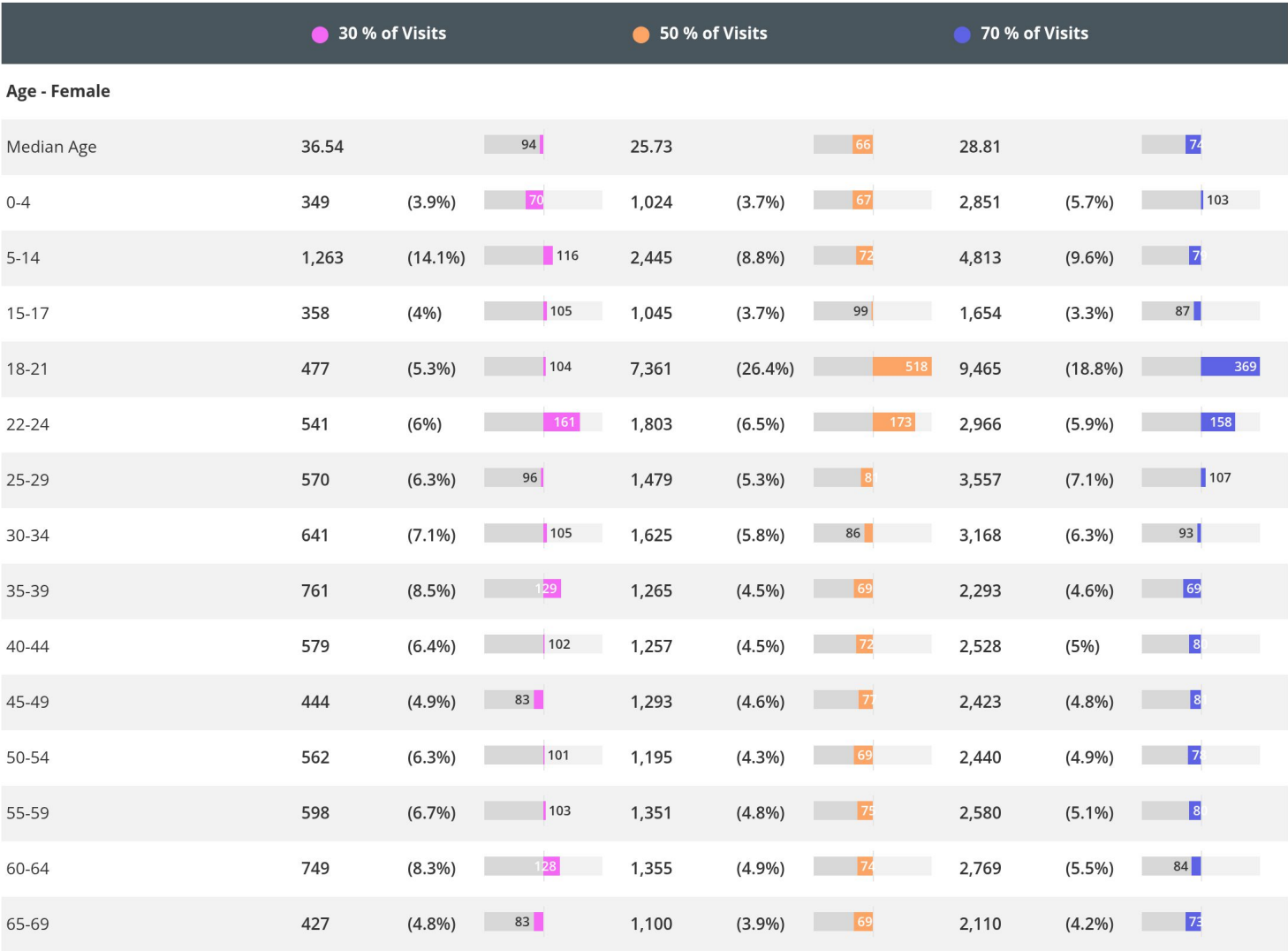
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## Walmart

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Benchmark: Nationwide



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	30 % of Visits			50 % of Visits			70 % of Visits		
70-74	229	(2.5%)	54	929	(3.3%)	70	1,903	(3.8%)	8
75-79	204	(2.3%)	70	618	(2.2%)	68	1,130	(2.2%)	69
80-84	160	(1.8%)	8	381	(1.4%)	63	736	(1.5%)	68
85+	72	(0.8%)	33	369	(1.3%)	55	888	(1.8%)	75

### Population by Generation

Gen Alpha	3,306	(17.7%)	97	6,854	(12.8%)	70	14,435	(15%)	8
Gen Z	3,079	(16.5%)	127	18,338	(34.2%)	262	26,380	(27.4%)	210
Millennials	3,715	(19.9%)	98	8,885	(16.6%)	8	18,369	(19.1%)	94
Gen X	3,757	(20.2%)	108	8,028	(15%)	8	14,700	(15.3%)	8
Baby Boomers	3,972	(21.3%)	93	9,251	(17.2%)	75	17,602	(18.3%)	8
Silent & Greatest	805	(4.3%)	63	2,312	(4.3%)	63	4,700	(4.9%)	72

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# Visitor Demographics

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### Ethnicity

White	12,271	(65.9%)	113	39,063	(72.8%)	125	70,898	(73.7%)	127
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									

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### 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%)	137	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	<div><div>62</div></div>	\$74,256.61	<div><div>67</div></div>	\$80,649.27	<div><div>73</div></div>			
Average Income per Person	\$31,719.58	<div><div>73</div></div>	\$30,267.65	<div><div>70</div></div>	\$33,984.75	<div><div>71</div></div>			
Household Median Income	\$51,593.59	<div><div>65</div></div>	\$52,740.42	<div><div>67</div></div>	\$59,036.34	<div><div>75</div></div>			
<\$10K	796	(9.3%)	<div><div>191</div></div>	2,947	(13.9%)	<div><div>285</div></div>	4,219	(10.7%)	<div><div>219</div></div>
\$10K - \$15K	437	(5.1%)	<div><div>144</div></div>	1,030	(4.9%)	<div><div>137</div></div>	1,598	(4%)	<div><div>114</div></div>
\$15K - \$20K	311	(3.6%)	<div><div>117</div></div>	849	(4%)	<div><div>128</div></div>	1,743	(4.4%)	<div><div>141</div></div>
\$20K - \$25K	295	(3.5%)	<div><div>100</div></div>	814	(3.8%)	<div><div>112</div></div>	1,583	(4%)	<div><div>116</div></div>

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\$25K - \$30K	673	(7.9%)	230	1,038	(4.9%)	142	1,883	(4.8%)	139
\$30K - \$35K	451	(5.3%)	155	840	(4%)	116	1,736	(4.4%)	129
\$35K - \$40K	247	(2.9%)	83	678	(3.2%)	91	1,203	(3%)	87
\$40K - \$45K	538	(6.3%)	180	1,153	(5.4%)	155	1,812	(4.6%)	131
\$45K - \$50K	424	(5%)	144	852	(4%)	116	1,475	(3.7%)	108
\$50K - \$60K	593	(6.9%)	105	1,487	(7%)	106	2,807	(7.1%)	107
\$60K - \$75K	816	(9.6%)	105	1,785	(8.4%)	92	3,360	(8.5%)	93
\$75K - \$100K	1,205	(14.1%)	111	2,522	(11.9%)	94	4,716	(11.9%)	94
\$100K - \$125K	673	(7.9%)	7	1,804	(8.5%)	85	3,903	(9.9%)	98
\$125K - \$150K	370	(4.3%)	59	1,189	(5.6%)	76	2,398	(6.1%)	8
\$150K - \$200K	443	(5.2%)	56	1,266	(6%)	64	2,947	(7.4%)	8
>\$200K	261	(3.1%)	24	963	(4.5%)	36	2,194	(5.5%)	44

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### Household Size

1 Person Household	3,650	(42.8%)	<div><div>150</div></div>	8,556	(40.3%)	<div><div>141</div></div>	15,315	(38.7%)	<div><div>136</div></div>
2 Persons Household	2,597	(30.4%)	<div><div>90</div></div>	6,377	(30.1%)	<div><div>89</div></div>	12,624	(31.9%)	<div><div>94</div></div>
3 Persons Household	1,009	(11.8%)	<div><div>7</div></div>	2,893	(13.6%)	<div><div>89</div></div>	5,146	(13%)	<div><div>84</div></div>
4 Persons Household	601	(7%)	<div><div>56</div></div>	2,192	(10.3%)	<div><div>8</div></div>	4,091	(10.3%)	<div><div>8</div></div>
5 Persons Household	397	(4.7%)	<div><div>7</div></div>	749	(3.5%)	<div><div>60</div></div>	1,623	(4.1%)	<div><div>69</div></div>
6 Persons Household	155	(1.8%)	<div><div>8</div></div>	289	(1.4%)	<div><div>60</div></div>	524	(1.3%)	<div><div>58</div></div>
7+ Persons Household	124	(1.5%)	<div><div>100</div></div>	161	(0.8%)	<div><div>52</div></div>	254	(0.6%)	<div><div>44</div></div>

### Education

Elementary	1,318	(10.8%)	<div><div>102</div></div>	2,289	(8%)	<div><div>76</div></div>	3,087	(5.6%)	<div><div>53</div></div>
High School Graduate	3,860	(31.5%)	<div><div>120</div></div>	7,588	(26.6%)	<div><div>102</div></div>	14,203	(25.7%)	<div><div>98</div></div>
College / Associate Degree	3,516	(28.7%)	<div><div>102</div></div>	8,410	(29.5%)	<div><div>105</div></div>	15,498	(28%)	<div><div>99</div></div>
Bachelor Degree	2,602	(21.2%)	<div><div>100</div></div>	7,044	(24.7%)	<div><div>116</div></div>	15,272	(27.6%)	<div><div>130</div></div>
Advanced Degree	953	(7.8%)	<div><div>57</div></div>	3,145	(11%)	<div><div>8</div></div>	7,311	(13.2%)	<div><div>96</div></div>

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## Walmart

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Benchmark: Nationwide



### Labor Force

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

### Marital Status

Never Married	6,725	(43.9%)	<div><div>129</div></div>	25,958	(55.4%)	<div><div>163</div></div>	40,137	(49.1%)	<div><div>144</div></div>
Married	5,985	(39%)	<div><div>76</div></div>	14,524	(31%)	<div><div>62</div></div>	29,762	(36.4%)	<div><div>73</div></div>
Divorced	2,019	(13.2%)	<div><div>123</div></div>	4,206	(9%)	<div><div>84</div></div>	8,030	(9.8%)	<div><div>92</div></div>
Widowed	599	(3.9%)	<div><div>70</div></div>	2,126	(4.5%)	<div><div>8</div></div>	3,822	(4.7%)	<div><div>84</div></div>

### Family Households

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

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### Transport to Work

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

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25-30 minutes	107	(1.3%)	19	609	(2.7%)	40	1,176	(2.9%)	42
30-35 minutes	326	(4%)	29	1,188	(5.4%)	39	2,145	(5.3%)	39
35-45 minutes	138	(1.7%)	24	563	(2.5%)	36	1,173	(2.9%)	40
45-60 minutes	405	(5%)	62	733	(3.3%)	41	1,438	(3.5%)	44
60 or more minutes	285	(3.5%)	40	885	(4%)	46	1,666	(4.1%)	47

## Housing Units

Occupied	8,533	(91.3%)	102	21,217	(89.8%)	100	39,577	(90.8%)	101
Vacant	815	(8.7%)	84	2,403	(10.2%)	98	4,033	(9.2%)	89

## Occupied Housing Units

Owner occupied	5,370	(62.9%)	97	11,817	(55.7%)	86	22,326	(56.4%)	87
Renter occupied	3,163	(37.1%)	106	9,400	(44.3%)	127	17,251	(43.6%)	125

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### Vacant Housing Units

Other	409	(50.2%)	<div><div>139</div></div>	842	(35%)	<div><div>97</div></div>	1,258	(31.2%)	<div><div>86</div></div>
For rent	242	(29.7%)	<div><div>169</div></div>	650	(27%)	<div><div>154</div></div>	1,332	(33%)	<div><div>188</div></div>
Rented, not occupied	95	(11.7%)	<div><div>328</div></div>	682	(28.4%)	<div><div>799</div></div>	1,032	(25.6%)	<div><div>720</div></div>
For sale only	44	(5.4%)	<div><div>94</div></div>	186	(7.7%)	<div><div>135</div></div>	364	(9%)	<div><div>158</div></div>
Sold, not occupied	20	(2.5%)	<div><div>60</div></div>	38	(1.6%)	<div><div>39</div></div>	38	(0.9%)	<div><div>23</div></div>
For seasonal, recreational or occasional use	5	(0.6%)	<div><div>2</div></div>	5	(<0.5%)	<div><div>1</div></div>	9	(<0.5%)	<div><div>1</div></div>
For migrant workers									

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



Walmart

2225 W Market St, Bloomington, IL 61705 # 3459

Benchmark: Nationwide



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%)	73	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%)	8	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)



May 1, 2024 - Apr 30, 2025

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

Benchmark: Nationwide

SNAP Households

Non-snap Households	6,763	(79.3%)	90	17,909	(84.4%)	96	34,344	(86.8%)	98
Snap Households	1,770	(20.7%)	176	3,308	(15.6%)	132	5,233	(13.2%)	112

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





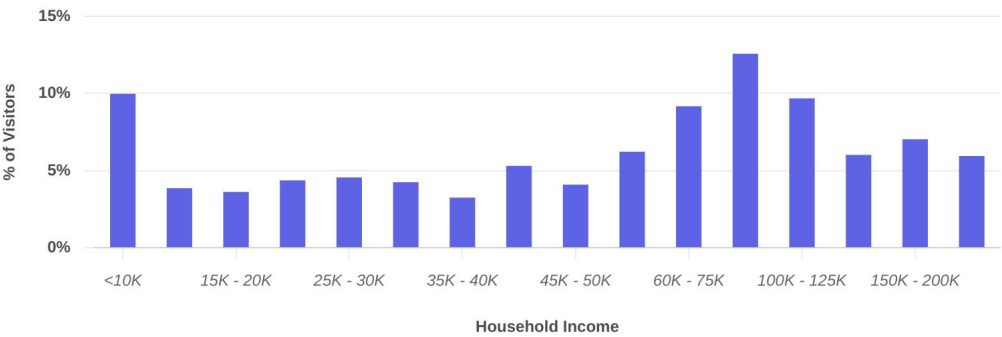
# Visitor Demographics

May 1, 2024 - Apr 30, 2025

## Household Income

### Walmart

2225 W Market St, Blooming... # 3459



Average Income	82K
Median Income	61K

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

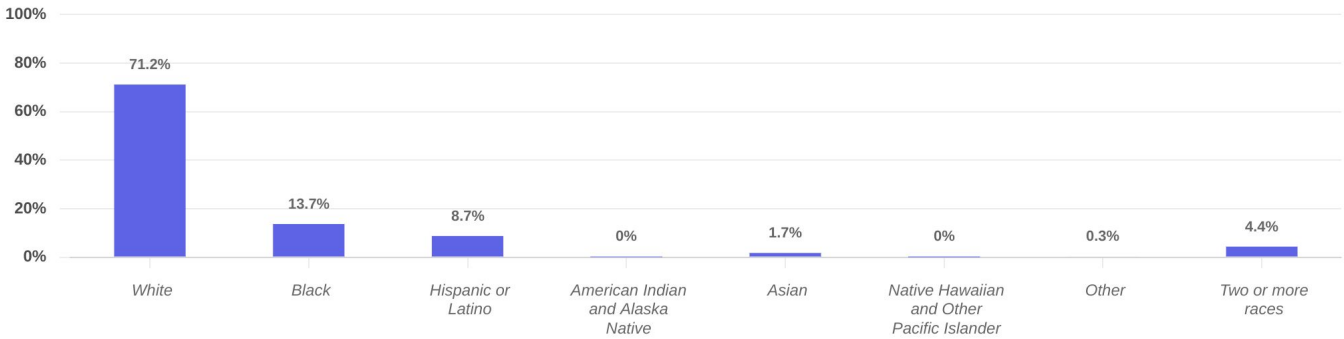
May 1st, 2024 - Apr 30th, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Ethnicity

### 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](http://www.placer.ai))

