

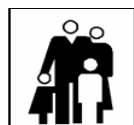
Market Profile

Latitude: 39.166737
Longitude: -86.533777

100 W Kirkwood Ave
Bloomington, IN 47404
Radius: 0.4 miles



2000 Total Population	2,814
2000 Group Quarters	194
2005 Total Population	2,841
2010 Total Population	2,929
2005 - 2010 Annual Rate	0.61%



2000 Households	1,458
2000 Average Household Size	1.8
2005 Households	1,489
2005 Average Household Size	1.78
2010 Households	1,548
2010 Average Household Size	1.77
2005 - 2010 Annual Rate	0.78%
2000 Families	180
2000 Average Family Size	2.4
2005 Families	170
2005 Average Family Size	2.33
2010 Families	164
2010 Average Family Size	2.25
2005 - 2010 Annual Rate	-0.72%



2000 Housing Units	1,555
Owner Occupied Housing Units	8.4%
Renter Occupied Housing Units	85.8%
Vacant Housing Units	5.8%
2005 Housing Units	1,611
Owner Occupied Housing Units	8.9%
Renter Occupied Housing Units	83.6%
Vacant Housing Units	7.6%
2010 Housing Units	1,693
Owner Occupied Housing Units	8.8%
Renter Occupied Housing Units	82.6%
Vacant Housing Units	8.6%

Median Household Income

2000	\$14,658
2005	\$15,858
2010	\$17,416

Median Home Value

2000	\$95,000
2005	\$117,742
2010	\$139,423

Per Capita Income

2000	\$12,472
2005	\$13,598
2010	\$15,287

Median Age

2000	24.1
2005	24.1
2010	24.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and

Prepared by SBDC

Latitude: 39.166737
Longitude: -86.533777

100 W Kirkwood Ave
Bloomington, IN 47404
Radius: 0.4 miles



2000 Households by Income

Household Income Base	1,443
< \$15,000	50.7%
\$15,000 - \$24,999	21.9%
\$25,000 - \$34,999	11.6%
\$35,000 - \$49,999	8.7%
\$50,000 - \$74,999	4.1%
\$75,000 - \$99,999	1.0%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	0.3%
\$200,000 +	0.5%
Average Household Income	\$21,253

2005 Households by Income

Household Income Base	1,491
< \$15,000	47.4%
\$15,000 - \$24,999	21.4%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	9.5%
\$50,000 - \$74,999	5.4%
\$75,000 - \$99,999	0.9%
\$100,000 - \$149,999	1.5%
\$150,000 - \$199,999	0.5%
\$200,000 +	0.6%
Average Household Income	\$24,098

2010 Households by Income

Household Income Base	1,548
< \$15,000	43.9%
\$15,000 - \$24,999	20.2%
\$25,000 - \$34,999	14.8%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	6.5%
\$75,000 - \$99,999	1.8%
\$100,000 - \$149,999	1.7%
\$150,000 - \$199,999	0.6%
\$200,000 +	0.8%
Average Household Income	\$27,017

2000 Owner Occupied HUs by Value

Total	131
< \$50,000	7.6%
\$50,000 - \$99,999	45.0%
\$100,000 - \$149,999	23.7%
\$150,000 - \$199,999	10.7%
\$200,000 - \$299,999	4.6%
\$300,000 - \$499,999	0.0%
\$500,000 - \$999,999	3.8%
\$1,000,000+	4.6%
Average Home Value	\$186,297

2000 Specified Renter Occupied HUs by Contract Rent

Total	1,326
With Cash Rent	98.9%
No Cash Rent	1.1%
Median Rent	\$417
Average Rent	\$461

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and :

Latitude:	39.166737	100 W Kirkwood Ave
Longitude:	-86.533777	Bloomington, IN 47404
		Radius: 0.4 miles



2000 Population by Age

Total	2,817
0 - 4	1.3%
5 - 9	0.9%
10 - 14	0.8%
15 - 24	55.7%
25 - 34	24.2%
35 - 44	7.4%
45 - 54	4.8%
55 - 64	1.9%
65 - 74	1.5%
75 - 84	1.1%
85+	0.4%
18+	96.3%

2005 Population by Age

Total	2,840
0 - 4	1.2%
5 - 9	0.6%
10 - 14	0.7%
15 - 24	56.9%
25 - 34	22.2%
35 - 44	7.2%
45 - 54	5.2%

55 - 64	2.3%
65 - 74	1.5%
75 - 84	1.5%
85+	0.6%
18+	96.7%

2010 Population by Age

Total	2,931
0 - 4	1.2%
5 - 9	0.5%
10 - 14	0.9%
15 - 24	57.2%
25 - 34	21.0%
35 - 44	6.9%
45 - 54	5.4%
55 - 64	2.9%
65 - 74	1.8%
75 - 84	1.4%
85+	0.8%
18+	96.9%

2000 Population by Sex

Males	56.3%
Females	43.7%

2005 Population by Sex

Males	57.4%
Females	42.6%

2010 Population by Sex

Males	57.5%
Females	42.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and :

Prepared by SBDC

Latitude: 39.166737
Longitude: -86.533777

100 W Kirkwood Ave
Bloomington, IN 47404
Radius: 0.4 miles



2000 Population by Race/Ethnicity

Total	2,815
White Alone	87.9%
Black Alone	3.3%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	4.9%
Some Other Race Alone	1.3%
Two or More Races	2.3%
Hispanic Origin	3.3%
Diversity Index	27.3

2005 Population by Race/Ethnicity

Total	2,841
-------	-------

White Alone	85.9%
Black Alone	3.6%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	6.3%
Some Other Race Alone	1.5%
Two or More Races	2.4%
Hispanic Origin	3.9%
Diversity Index	31.3

2010 Population by Race/Ethnicity

Total	2,930
White Alone	83.4%
Black Alone	3.8%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	8.2%
Some Other Race Alone	1.7%
Two or More Races	2.6%
Hispanic Origin	4.6%
Diversity Index	35.7



2000 Population 3+ by School Enrollment

Total	2,799
Enrolled in Nursery/Preschool	0.2%
Enrolled in Kindergarten	0.0%
Enrolled in Grade 1-8	1.9%
Enrolled in Grade 9-12	0.9%
Enrolled in College	42.8%
Enrolled in Grad/Prof School	19.9%
Not Enrolled in School	34.3%

2000 Population 25+ by Educational Attainment

Total	1,150
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	3.0%
High School Graduate	12.7%
Some College, No Degree	14.4%
Associate Degree	5.0%
Bachelor's Degree	34.8%
Master's/Prof/Doctorate Degree	27.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and

Prepared by SBDC

Latitude: 39.166737
Longitude: -86.533777
100 W Kirkwood Ave
Bloomington, IN 47404
Radius: 0.4 miles

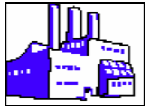


2000 Population 15+ by Sex and Marital Status

Total	2,733
-------	-------



Females	43.7%
Never Married	34.4%
Married, not Separated	3.6%
Married, Separated	0.3%
Widowed	1.7%
Divorced	3.8%
Males	56.3%
Never Married	45.9%
Married, not Separated	6.0%
Married, Separated	0.3%
Widowed	0.2%
Divorced	3.8%



2000 Population 16+ by Employment Status

Total	2,733
In Labor Force	60.0%
Civilian Employed	56.5%
Civilian Unemployed	3.5%
In Armed Forces	0.0%
Not in Labor Force	40.0%

2005 Civilian Population 16+ in Labor Force

Civilian Employed	90.9%
Civilian Unemployed	9.1%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	91.5%
Civilian Unemployed	8.5%

2000 Females 16+ by Employment Status and Age of Children

Total	1,194
Own Children < 6 Only	1.5%
Employed/in Armed Forces	1.3%
Unemployed	0.0%
Not in Labor Force	0.3%
Own Children <6 and 6-17	0.7%
Employed/in Armed Forces	0.0%
Unemployed	0.7%
Not in Labor Force	0.0%
Own Children 6-17 Only	3.7%
Employed/in Armed Forces	1.8%
Unemployed	0.0%
Not in Labor Force	1.8%
No Own Children <18	94.1%
Employed/in Armed Forces	53.9%
Unemployed	1.9%
Not in Labor Force	38.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and :

Latitude: 39.166737
 Longitude: -86.533777

100 W Kirkwood Ave
 Bloomington, IN 47404
 Radius: 0.4 miles



2005 Employed Population 16+ by Industry

Total	1,455
Agriculture/Mining	0.0%
Construction	1.3%
Manufacturing	2.7%
Wholesale Trade	2.6%
Retail Trade	11.1%
Transportation/Utilities	2.0%
Information	2.4%
Finance/Insurance/Real Estate	4.1%
Services	71.8%
Public Administration	2.1%

2005 Employed Population 16+ by Occupation

Total	1,455
White Collar	62.7%
Management/Business/Financial	7.6%
Professional	36.5%
Sales	9.9%
Administrative Support	8.7%
Services	29.2%
Blue Collar	8.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.0%
Installation/Maintenance/Repair	2.0%
Production	1.6%
Transportation/Material Moving	2.5%



2000 Workers 16+ by Means of Transportation to Work

Total	1,509
Drove Alone - Car, Truck, or Van	47.4%
Carpooled - Car, Truck, or Van	2.6%
Public Transportation	1.2%
Walked	40.7%
Other Means	6.6%
Worked at Home	1.5%

2000 Workers 16+ by Travel Time to Work

Total	1,508
Did not Work at Home	98.5%
Less than 5 minutes	9.1%
5 to 9 minutes	29.5%
10 to 19 minutes	45.5%
20 to 24 minutes	6.3%
25 to 34 minutes	3.1%
35 to 44 minutes	1.0%
45 to 59 minutes	0.3%
60 to 89 minutes	2.9%
90 or more minutes	0.9%
Worked at Home	1.5%

Average Travel Time to Work (in min) 13.0

2000 Households by Vehicles Available

Total	1,458
None	21.3%
1	51.2%
2	14.8%
3	5.4%
4	5.1%
5+	2.2%
Average Number of Vehicles Available	1.3

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.

Prepared by SBDC

Latitude: 39.166737
Longitude: -86.533777

100 W Kirkwood Ave
Bloomington, IN 47404
Radius: 0.4 miles



2000 Households by Type

Total	1,458
Family Households	12.3%
Married-couple Family	7.1%
With Related Children	1.5%
Other Family (No Spouse)	5.2%
With Related Children	2.9%
Nonfamily Households	87.7%
Householder Living Alone	58.6%
Householder Not Living Alone	29.1%
Households with Related Children	4.4%
Households with Persons 65+	4.7%

2000 Households by Size

Total	1,458
1 Person Household	58.6%
2 Person Household	23.7%
3 Person Household	8.2%
4 Person Household	4.7%
5 Person Household	3.4%
6 Person Household	0.4%
7+ Person Household	0.8%

2000 Households by Year Householder Moved In

Total	1,460
Moved in 1999 to March 2000	61.9%
Moved in 1995 to 1998	26.8%
Moved in 1990 to 1994	3.6%
Moved in 1980 to 1989	4.5%
Moved in 1970 to 1979	1.0%
Moved in 1969 or Earlier	2.3%
Median Year Householder Moved In	2000



2000 Housing Units by Units in Structure

Total	1,551
1, Detached	18.2%
1, Attached	2.2%
2	8.4%
3 or 4	15.2%
5 to 9	17.7%
10 to 19	19.7%
20+	18.1%
Mobile Home	0.4%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	1,558
1999 to March 2000	1.2%
1995 to 1998	11.4%
1990 to 1994	3.1%
1980 to 1989	5.2%
1970 to 1979	16.2%
1969 or Earlier	62.9%
Median Year Structure Built	1960

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Prepared by SBDC

100 W Kirkwood Ave

Latitude: 39.166737

Bloomington, IN 47404

Longitude: -86.533777

Radius: 0.4 miles

Top 3 Tapestry Segments

####	Dorms to Diplomas
####	College Towns
####	Great Expectations



2005 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal

Apparel & Services: Total \$	\$1,654,784
Average Spent	\$1,111.34
Spending Potential Index	40
Computers & Accessories: Total \$	\$195,436
Average Spent	\$131.25
Spending Potential Index	47
Education: Total \$	\$1,347,184
Average Spent	\$904.76
Spending Potential Index	85

Entertainment/Recreation: Total \$	\$1,610,577
Average Spent	\$1,081.65
Spending Potential Index	35
Food at Home: Total \$	\$2,586,538
Average Spent	\$1,737.10
Spending Potential Index	37
Food Away from Home: Total \$	\$2,023,498
Average Spent	\$1,358.96
Spending Potential Index	43
Health Care: Total \$	\$1,344,234
Average Spent	\$902.78
Spending Potential Index	26
HH Furnishings & Equipment: Total \$	\$1,062,130
Average Spent	\$713.32
Spending Potential Index	34
Investments: Total \$	\$2,684,255
Average Spent	\$1,802.72
Spending Potential Index	22
Retail Goods: Total \$	\$13,428,631
Average Spent	\$9,018.56
Spending Potential Index	36
Shelter: Total \$	\$7,291,825
Average Spent	\$4,897.13
Spending Potential Index	36
TV/Video/Sound Equipment: Total \$	\$643,180
Average Spent	\$431.95
Spending Potential Index	42
Travel: Total \$	\$893,589
Average Spent	\$600.13
Spending Potential Index	33
Vehicle Maintenance & Repairs: Total \$	\$575,795
Average Spent	\$386.70
Spending Potential Index	37

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average.
Source: Expenditure data are derived from the 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.