



MARKET DATA

INFORMATION

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HOUSING SUMMARY / PROFILE
INFORMATION

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ACS Housing Summary

100 W Kirkwood Ave, Bloomington, Indiana, 47404 2
 100 W Kirkwood Ave, Bloomington, Indiana, 47404
 Ring: 0.6 mile radius

Prepared by Esri
 Latitude: 39.16666
 Longitude: -86.53424

	2012-2016 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	9,519		779	High
Total Households	3,951		270	High
Total Housing Units	4,431		269	High
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	482	100.0%	60	High
Housing units with a mortgage/contract to purchase/similar debt	309	64.1%	60	High
Second mortgage only	3	0.6%	4	Low
Home equity loan only	49	10.2%	26	Medium
Both second mortgage and home equity loan	0	0.0%	0	
No second mortgage and no home equity loan	257	53.3%	50	High
Housing units without a mortgage	174	36.1%	42	Medium
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS & SELECTED MONTHLY OWNER COSTS				
Total	482	100.0%	60	High
With a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	9	1.9%	9	Low
10.0 to 14.9 percent	86	17.8%	27	Medium
15.0 to 19.9 percent	58	12.0%	16	Medium
20.0 to 24.9 percent	81	16.8%	47	Medium
25.0 to 29.9 percent	24	5.0%	7	Medium
30.0 to 34.9 percent	22	4.6%	9	Medium
35.0 to 39.9 percent	2	0.4%	3	Low
40.0 to 49.9 percent	15	3.1%	11	Low
50.0 percent or more	12	2.5%	14	Low
Not computed	0	0.0%	0	
Without a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	67	13.9%	27	Medium
10.0 to 14.9 percent	29	6.0%	16	Medium
15.0 to 19.9 percent	25	5.2%	26	Low
20.0 to 24.9 percent	11	2.3%	6	Medium
25.0 to 29.9 percent	0	0.0%	0	
30.0 to 34.9 percent	0	0.0%	0	
35.0 to 39.9 percent	13	2.7%	7	Medium
40.0 to 49.9 percent	11	2.3%	11	Low
50.0 percent or more	11	2.3%	18	Low
Not computed	6	1.2%	8	Low



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	2012-2016 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	3,469	100.0%	269	High
With cash rent	3,424	98.7%	269	High
Less than \$100	14	0.4%	20	Low
\$100 to \$149	0	0.0%	0	
\$150 to \$199	26	0.7%	27	Low
\$200 to \$249	1	0.0%	0	High
\$250 to \$299	15	0.4%	21	Low
\$300 to \$349	54	1.6%	70	Low
\$350 to \$399	58	1.7%	31	Medium
\$400 to \$449	189	5.4%	104	Medium
\$450 to \$499	133	3.8%	67	Medium
\$500 to \$549	168	4.8%	50	Medium
\$550 to \$599	332	9.6%	130	Medium
\$600 to \$649	279	8.0%	75	Medium
\$650 to \$699	218	6.3%	70	Medium
\$700 to \$749	168	4.8%	107	Medium
\$750 to \$799	128	3.7%	53	Medium
\$800 to \$899	215	6.2%	58	Medium
\$900 to \$999	392	11.3%	156	Medium
\$1,000 to \$1,249	270	7.8%	101	Medium
\$1,250 to \$1,499	277	8.0%	96	Medium
\$1,500 to \$1,999	253	7.3%	97	Medium
\$2,000 to \$2,499	113	3.3%	76	Low
\$2,500 to \$2,999	11	0.3%	17	Low
\$3,000 to \$3,499	70	2.0%	83	Low
\$3,500 or more	40	1.2%	61	Low
No cash rent	45	1.3%	18	Medium
Median Contract Rent	\$772		N/A	
Average Contract Rent	\$969		\$140	High
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	3,469	100.0%	269	High
Pay extra for one or more utilities	3,169	91.4%	278	High
No extra payment for any utilities	300	8.6%	99	Medium



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	2012-2016 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	4,431	100.0%	269	High
1, detached	1,165	26.3%	145	High
1, attached	154	3.5%	67	Medium
2	71	1.6%	23	Medium
3 or 4	290	6.5%	83	Medium
5 to 9	776	17.5%	160	Medium
10 to 19	732	16.5%	148	Medium
20 to 49	532	12.0%	130	Medium
50 or more	689	15.5%	196	Medium
Mobile home	22	0.5%	7	Medium
Boat, RV, van, etc.	0	0.0%	0	
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	4,431	100.0%	269	High
Built 2014 or later	12	0.3%	20	Low
Built 2010 to 2013	302	6.8%	141	Medium
Built 2000 to 2009	868	19.6%	207	Medium
Built 1990 to 1999	657	14.8%	155	Medium
Built 1980 to 1989	336	7.6%	80	Medium
Built 1970 to 1979	789	17.8%	147	High
Built 1960 to 1969	234	5.3%	65	Medium
Built 1950 to 1959	250	5.6%	50	Medium
Built 1940 to 1949	85	1.9%	35	Medium
Built 1939 or earlier	897	20.2%	161	High
Median Year Structure Built	1979		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	3,951	100.0%	270	High
Owner occupied				
Moved in 2015 or later	14	0.4%	4	Medium
Moved in 2010 to 2014	115	2.9%	34	Medium
Moved in 2000 to 2009	164	4.2%	48	Medium
Moved in 1990 to 1999	71	1.8%	13	High
Moved in 1980 to 1989	61	1.5%	26	Medium
Moved in 1979 or earlier	59	1.5%	26	Medium
Renter occupied				
Moved in 2015 or later	601	15.2%	138	Medium
Moved in 2010 to 2014	2,511	63.6%	264	High
Moved in 2000 to 2009	239	6.0%	87	Medium
Moved in 1990 to 1999	18	0.5%	4	Medium
Moved in 1980 to 1989	55	1.4%	62	Low
Moved in 1979 or earlier	46	1.2%	71	Low
Median Year Householder Moved Into Unit	2012		N/A	



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OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	3,951	100.0%	270	High
Utility gas	1,462	37.0%	175	High
Bottled, tank, or LP gas	82	2.1%	74	Low
Electricity	2,359	59.7%	283	High
Fuel oil, kerosene, etc.	0	0.0%	0	
Coal or coke	0	0.0%	0	
Wood	12	0.3%	12	Low
Solar energy	0	0.0%	0	
Other fuel	35	0.9%	24	Low
No fuel used	1	0.0%	9	Low
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	3,951	100.0%	270	High
Owner occupied				
No vehicle available	13	0.3%	14	Low
1 vehicle available	140	3.5%	29	Medium
2 vehicles available	250	6.3%	54	Medium
3 vehicles available	63	1.6%	28	Medium
4 vehicles available	11	0.3%	12	Low
5 or more vehicles available	6	0.2%	8	Low
Renter occupied				
No vehicle available	629	15.9%	182	Medium
1 vehicle available	1,616	40.9%	216	High
2 vehicles available	870	22.0%	179	Medium
3 vehicles available	204	5.2%	61	Medium
4 vehicles available	128	3.2%	86	Low
5 or more vehicles available	22	0.6%	20	Low
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

2012-2016 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2012-2016 ACS estimates, five-year period data collected monthly from January 1, 2010 through December 31, 2014. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



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Population		Households	
2010 Total Population	8,779	2018 Median Household Income	\$15,646
2018 Total Population	10,217	2023 Median Household Income	\$18,611
2023 Total Population	10,977	2018-2023 Annual Rate	3.53%
2018-2023 Annual Rate	1.45%		

Housing Units by Occupancy Status and Tenure	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	4,108	100.0%	4,708	100.0%	5,053	100.0%
Occupied	3,969	96.6%	4,542	96.5%	4,875	96.5%
Owner	419	10.2%	466	9.9%	519	10.3%
Renter	3,550	86.4%	4,076	86.6%	4,356	86.2%
Vacant	139	3.4%	166	3.5%	178	3.5%

Owner Occupied Housing Units by Value	2018		2023	
	Number	Percent	Number	Percent
Total	465	100.0%	519	100.0%
<\$50,000	7	1.5%	3	0.6%
\$50,000-\$99,999	81	17.4%	54	10.4%
\$100,000-\$149,999	77	16.6%	65	12.5%
\$150,000-\$199,999	115	24.7%	127	24.5%
\$200,000-\$249,999	50	10.8%	60	11.6%
\$250,000-\$299,999	30	6.5%	43	8.3%
\$300,000-\$399,999	83	17.8%	127	24.5%
\$400,000-\$499,999	17	3.7%	31	6.0%
\$500,000-\$749,999	0	0.0%	1	0.2%
\$750,000-\$999,999	0	0.0%	0	0.0%
\$1,000,000-\$1,499,999	0	0.0%	0	0.0%
\$1,500,000-\$1,999,999	0	0.0%	0	0.0%
\$2,000,000+	5	1.1%	8	1.5%

Median Value	\$179,348	\$208,750
Average Value	\$222,473	\$263,632

Census 2010 Housing Units	Number	Percent
Total	4,108	100.0%
In Urbanized Areas	4,108	100.0%
In Urban Clusters	0	0.0%
Rural Housing Units	0	0.0%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.



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Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	419	100.0%
Owned with a Mortgage/Loan	294	70.2%
Owned Free and Clear	125	29.8%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	150	100.0%
For Rent	64	42.7%
Rented- Not Occupied	6	4.0%
For Sale Only	12	8.0%
Sold - Not Occupied	8	5.3%
Seasonal/Recreational/Occasional Use	26	17.3%
For Migrant Workers	0	0.0%
Other Vacant	34	22.7%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	3,969	419	10.6%
15-24	2,281	17	0.7%
25-34	922	57	6.2%
35-44	252	67	26.6%
45-54	192	80	41.7%
55-64	178	97	54.5%
65-74	84	52	61.9%
75-84	35	27	77.1%
85+	25	22	88.0%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	3,969	419	10.6%
White Alone	3,524	387	11.0%
Black/African American	84	12	14.3%
American Indian/Alaska	9	3	33.3%
Asian Alone	222	5	2.3%
Pacific Islander Alone	0	0	0.0%
Other Race Alone	34	2	5.9%
Two or More Races	96	10	10.4%
Hispanic Origin	141	8	5.7%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	3,968	418	10.5%
1-Person	1,823	174	9.5%
2-Person	1,194	161	13.5%
3-Person	430	50	11.6%
4-Person	304	22	7.2%
5-Person	165	7	4.2%
6-Person	25	2	8.0%
7+ Person	27	2	7.4%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.



POPULATION SUMMARY
INFORMATION

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	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	9,519		779	High
Total Households	3,951		270	High
Total Housing Units	4,431		269	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	9,405	100.0%	775	High
Enrolled in school	6,431	68.4%	849	High
Enrolled in nursery school, preschool	15	0.2%	7	Medium
Public school	1	0.0%	0	High
Private school	14	0.1%	7	Medium
Enrolled in kindergarten	15	0.2%	16	Low
Public school	10	0.1%	13	Low
Private school	4	0.0%	7	Low
Enrolled in grade 1 to grade 4	52	0.6%	30	Medium
Public school	52	0.6%	30	Medium
Private school	0	0.0%	0	
Enrolled in grade 5 to grade 8	83	0.9%	31	Medium
Public school	75	0.8%	32	Medium
Private school	8	0.1%	10	Low
Enrolled in grade 9 to grade 12	122	1.3%	33	Medium
Public school	106	1.1%	33	Medium
Private school	17	0.2%	6	Medium
Enrolled in college undergraduate years	5,031	53.5%	814	High
Public school	4,943	52.6%	816	High
Private school	88	0.9%	33	Medium
Enrolled in graduate or professional school	1,114	11.8%	236	Medium
Public school	1,109	11.8%	236	Medium
Private school	5	0.1%	7	Low
Not enrolled in school	2,974	31.6%	334	High
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE				
Total	273	100.0%	126	Medium
Living in Households	264	96.7%	125	Medium
Living in Family Households	191	70.0%	123	Medium
Householder	91	33.3%	64	Low
Spouse	100	36.6%	62	Medium
Parent	0	0.0%	0	
Parent-in-law	0	0.0%	0	
Other Relative	0	0.0%	0	
Nonrelative	0	0.0%	0	
Living in Nonfamily Households	73	26.7%	27	Medium
Householder	73	26.7%	27	Medium
Nonrelative	0	0.0%	0	
Living in Group Quarters	9	3.3%	12	Low



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HOUSEHOLDS BY TYPE AND SIZE AND AGE				
Family Households	692	17.5%	122	High
2-Person	370	9.4%	81	Medium
3-Person	272	6.9%	102	Medium
4-Person	26	0.7%	10	Medium
5-Person	2	0.1%	3	Low
6-Person	10	0.3%	13	Low
7+ Person	11	0.3%	12	Low
Nonfamily Households	3,260	82.5%	273	High
1-Person	1,858	47.0%	244	High
2-Person	753	19.1%	160	Medium
3-Person	346	8.8%	141	Medium
4-Person	159	4.0%	74	Medium
5-Person	113	2.9%	82	Low
6-Person	16	0.4%	22	Low
7+ Person	14	0.4%	18	Low
HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE				
Households with one or more people under 18 years	310	7.8%	81	Medium
Family households	310	7.8%	81	Medium
Married-couple family	149	3.8%	79	Medium
Male householder, no wife present	35	0.9%	11	Medium
Female householder, no husband present	126	3.2%	30	Medium
Nonfamily households	0	0.0%	0	
Households with no people under 18 years	3,641	92.2%	274	High
Married-couple family	295	7.5%	74	Medium
Other family	87	2.2%	66	Low
Nonfamily households	3,259	82.5%	273	High
HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE				
Households with Pop 65+	183	4.6%	69	Medium
1-Person	63	1.6%	27	Medium
2+ Person Family	116	2.9%	65	Medium
2+ Person Nonfamily	5	0.1%	8	Low
Households with No Pop 65+	3,768	95.4%	272	High
1-Person	1,796	45.5%	245	High
2+ Person Family	576	14.6%	110	High
2+ Person Nonfamily	1,396	35.3%	199	High



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POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	9,358	100.0%	775	
5 to 17 years				
Speak only English	241	2.6%	38	
Speak Spanish	3	0.0%	4	
Speak English "very well" or "well"	3	0.0%	4	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	7,807	83.4%	742	
Speak Spanish	242	2.6%	121	
Speak English "very well" or "well"	235	2.5%	120	
Speak English "not well"	7	0.1%	12	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	330	3.5%	138	
Speak English "very well" or "well"	328	3.5%	139	
Speak English "not well"	2	0.0%	3	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	349	3.7%	119	
Speak English "very well" or "well"	337	3.6%	115	
Speak English "not well"	1	0.0%	1	
Speak English "not at all"	11	0.1%	26	
Speak other languages	112	1.2%	73	
Speak English "very well" or "well"	112	1.2%	73	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	267	2.9%	126	
Speak Spanish	6	0.1%	9	
Speak English "very well" or "well"	6	0.1%	9	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Reliability: high medium low

October 03, 2018



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WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	4,049	100.0%	467	■■■
Worked in state and in county of residence	3,581	88.4%	448	■■■
Worked in state and outside county of residence	379	9.4%	115	■■
Worked outside state of residence	89	2.2%	72	■
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	4,049	100.0%	467	■■■
Drove alone	1,924	47.5%	279	■■■
Carpooled	262	6.5%	150	■■
Public transportation (excluding taxicab)	112	2.8%	47	■■
Bus or trolley bus	111	2.7%	47	■■
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	0	
Railroad	0	0.0%	0	
Ferryboat	1	0.0%	1	■
Taxicab	0	0.0%	0	
Motorcycle	0	0.0%	0	
Bicycle	269	6.6%	61	■■
Walked	1,244	30.7%	288	■■
Other means	17	0.4%	14	■
Worked at home	220	5.4%	82	■■
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	3,829	100.0%	471	■■■
Less than 5 minutes	107	2.8%	53	■■
5 to 9 minutes	1,163	30.4%	347	■■
10 to 14 minutes	1,056	27.6%	195	■■■
15 to 19 minutes	530	13.8%	125	■■
20 to 24 minutes	604	15.8%	130	■■
25 to 29 minutes	43	1.1%	49	■
30 to 34 minutes	160	4.2%	68	■■
35 to 39 minutes	14	0.4%	23	■
40 to 44 minutes	5	0.1%	7	■
45 to 59 minutes	69	1.8%	21	■■
60 to 89 minutes	73	1.9%	70	■
90 or more minutes	6	0.2%	7	■
Average Travel Time to Work (in minutes)	N/A		N/A	■
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	3,390	100.0%	506	■■■
Own children under 6 years only	116	3.4%	66	■■
In labor force	45	1.3%	25	■■
Not in labor force	71	2.1%	62	■
Own children under 6 years and 6 to 17 years	51	1.5%	63	■
In labor force	50	1.5%	65	■
Not in labor force	1	0.0%	1	■
Own children 6 to 17 years only	90	2.7%	24	■■
In labor force	58	1.7%	8	■■■
Not in labor force	32	0.9%	26	■
No own children under 18 years	3,133	92.4%	515	■■■
In labor force	1,645	48.5%	246	■■■
Not in labor force	1,488	43.9%	437	■■

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Reliability: ■■■ high ■■■ medium ■ low

October 03, 2018



ACS Population Summary

100 W Kirkwood Ave, Bloomington, Indiana, 47404 2
 100 W Kirkwood Ave, Bloomington, Indiana, 47404
 Ring: 0.6 mile radius

Prepared by Esri
 Latitude: 39.16666
 Longitude: -86.53424

	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	9,228	100.0%	773	
Under 18 years:	405	4.4%	81	
One Type of Health Insurance:	391	4.2%	78	
Employer-Based Health Ins Only	129	1.4%	30	
Direct-Purchase Health Ins Only	64	0.7%	68	
Medicare Coverage Only	0	0.0%	0	
Medicaid Coverage Only	198	2.1%	39	
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	0	0.0%	0	
No Health Insurance Coverage	13	0.1%	22	
18 to 34 years:	7,412	80.3%	771	
One Type of Health Insurance:	6,454	69.9%	736	
Employer-Based Health Ins Only	5,255	56.9%	722	
Direct-Purchase Health Ins Only	1,129	12.2%	239	
Medicare Coverage Only	0	0.0%	0	
Medicaid Coverage Only	59	0.6%	25	
TRICARE/Military Hlth Cov Only	10	0.1%	4	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	199	2.2%	68	
No Health Insurance Coverage	760	8.2%	298	
35 to 64 years:	1,144	12.4%	119	
One Type of Health Insurance:	938	10.2%	119	
Employer-Based Health Ins Only	561	6.1%	91	
Direct-Purchase Health Ins Only	188	2.0%	67	
Medicare Coverage Only	15	0.2%	15	
Medicaid Coverage Only	170	1.8%	45	
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	4	0.0%	4	
2+ Types of Health Insurance	61	0.7%	42	
No Health Insurance Coverage	145	1.6%	36	
65+ years:	267	2.9%	125	
One Type of Health Insurance:	71	0.8%	63	
Employer-Based Health Ins Only	6	0.1%	10	
Direct-Purchase Health Ins Only	0	0.0%	0	
Medicare Coverage Only	64	0.7%	63	
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance:	196	2.1%	66	
Employer-Based & Direct-Purchase Health Insurance	0	0.0%	0	
Employer-Based Health & Medicare Insurance	38	0.4%	31	
Direct-Purchase Health & Medicare Insurance	71	0.8%	18	
Medicare & Medicaid Coverage	5	0.1%	5	
Other Private Health Insurance Combos	0	0.0%	0	
Other Public Health Insurance Combos	41	0.4%	62	
Other Health Insurance Combinations	41	0.4%	24	
No Health Insurance Coverage	0	0.0%	0	



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	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	8,971	100.0%	773	High
Under .50	4,148	46.2%	630	High
.50 to .99	1,514	16.9%	316	Medium
1.00 to 1.24	383	4.3%	168	Medium
1.25 to 1.49	325	3.6%	123	Medium
1.50 to 1.84	404	4.5%	161	Medium
1.85 to 1.99	179	2.0%	84	Medium
2.00 and over	2,019	22.5%	238	High
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	9,114	100.0%	774	High
Veteran	116	1.3%	68	Medium
Nonveteran	8,998	98.7%	766	High
Male	5,253	57.6%	750	High
Veteran	116	1.3%	68	Medium
Nonveteran	5,137	56.4%	741	High
Female	3,861	42.4%	525	High
Veteran	0	0.0%	0	Low
Nonveteran	3,861	42.4%	525	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	116	100.0%	68	Medium
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	21	18.1%	24	Low
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	0	0.0%	0	High
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	0	0.0%	0	Low
Gulf War (8/90 to 8/01), no Vietnam Era	9	7.8%	13	Low
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	0	Low
Vietnam Era, no Korean War, no World War II	19	16.4%	8	Medium
Vietnam Era and Korean War, no World War II	0	0.0%	0	Low
Vietnam Era and Korean War and World War II	0	0.0%	0	Low
Korean War, no Vietnam Era, no World War II	11	9.5%	6	Medium
Korean War and World War II, no Vietnam Era	0	0.0%	0	Low
World War II, no Korean War, no Vietnam Era	0	0.0%	0	Low
Between Gulf War and Vietnam Era only	8	6.9%	8	Low
Between Vietnam Era and Korean War only	7	6.0%	10	Low
Between Korean War and World War II only	41	35.3%	62	Low
Pre-World War II only	0	0.0%	0	Low
HOUSEHOLDS BY POVERTY STATUS				
Total	3,951	100.0%	270	High
Income in the past 12 months below poverty level	2,250	56.9%	256	High
Married-couple family	72	1.8%	62	Low
Other family - male householder (no wife present)	32	0.8%	26	Low
Other family - female householder (no husband present)	94	2.4%	36	Medium
Nonfamily household - male householder	1,090	27.6%	189	High
Nonfamily household - female householder	960	24.3%	225	Medium
Income in the past 12 months at or above poverty level	1,702	43.1%	185	High
Married-couple family	371	9.4%	89	Medium
Other family - male householder (no wife present)	70	1.8%	60	Low
Other family - female householder (no husband present)	52	1.3%	20	Medium
Nonfamily household - male householder	570	14.4%	109	High
Nonfamily household - female householder	639	16.2%	133	Medium

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Reliability: High Medium Low

October 03, 2018



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	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	237	6.0%	72	🟡
No Social Security Income	3,714	94.0%	272	🟢
Retirement Income	181	4.6%	70	🟡
No Retirement Income	3,770	95.4%	272	🟢
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
<10% of Income	94	2.7%	94	🔴
10-14.9% of Income	80	2.3%	14	🟢
15-19.9% of Income	223	6.4%	74	🟡
20-24.9% of Income	117	3.4%	68	🟡
25-29.9% of Income	200	5.8%	74	🟡
30-34.9% of Income	190	5.5%	55	🟡
35-39.9% of Income	116	3.3%	46	🟡
40-49.9% of Income	206	5.9%	91	🟡
50+% of Income	1,898	54.7%	232	🟢
Gross Rent % Inc Not Computed	345	9.9%	149	🟡
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	3,951	100.0%	270	🟢
With public assistance income	16	0.4%	19	🔴
No public assistance income	3,935	99.6%	270	🟢
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	3,951	100.0%	270	🟢
With Food Stamps/SNAP	257	6.5%	80	🟡
With No Food Stamps/SNAP	3,694	93.5%	267	🟢
HOUSEHOLDS BY DISABILITY STATUS				
Total	3,951	100.0%	270	🟢
With 1+ Persons w/Disability	320	8.1%	98	🟡
With No Person w/Disability	3,632	91.9%	275	🟢

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2014, adjusted for inflation.

2012-2016 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2012-2016 ACS estimates, five-year period data collected monthly from January 1, 2010 through December 31, 2014. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- 🟢 High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- 🟡 Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- 🔴 Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



BUSINESS SUMMARY
INFORMATION

www.downtownbloomington.com



Business Summary

100 W Kirkwood Ave, Bloomington, Indiana, 47404 2
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Prepared by Esri
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Data for all businesses in area		0.6 miles			
Total Businesses:		956			
Total Employees:		12,284			
Total Residential Population:		10,217			
Employee/Residential Population Ratio (per 100 Residents)		120			
by SIC Codes	Businesses		Employees		
	Number	Percent	Number	Percent	
Agriculture & Mining	6	0.6%	33	0.3%	
Construction	15	1.6%	82	0.7%	
Manufacturing	16	1.7%	163	1.3%	
Transportation	12	1.3%	159	1.3%	
Communication	11	1.2%	175	1.4%	
Utility	1	0.1%	6	0.0%	
Wholesale Trade	18	1.9%	255	2.1%	
Retail Trade Summary	236	24.7%	2,981	24.3%	
Home Improvement	3	0.3%	14	0.1%	
General Merchandise Stores	3	0.3%	12	0.1%	
Food Stores	21	2.2%	230	1.9%	
Auto Dealers, Gas Stations, Auto Aftermarket	9	0.9%	71	0.6%	
Apparel & Accessory Stores	19	2.0%	112	0.9%	
Furniture & Home Furnishings	11	1.2%	43	0.4%	
Eating & Drinking Places	110	11.5%	2,143	17.4%	
Miscellaneous Retail	61	6.4%	356	2.9%	
Finance, Insurance, Real Estate Summary	130	13.6%	996	8.1%	
Banks, Savings & Lending Institutions	20	2.1%	242	2.0%	
Securities Brokers	16	1.7%	65	0.5%	
Insurance Carriers & Agents	17	1.8%	87	0.7%	
Real Estate, Holding, Other Investment Offices	77	8.1%	603	4.9%	
Services Summary	366	38.3%	5,873	47.8%	
Hotels & Lodging	7	0.7%	186	1.5%	
Automotive Services	9	0.9%	65	0.5%	
Motion Pictures & Amusements	23	2.4%	226	1.8%	
Health Services	32	3.3%	478	3.9%	
Legal Services	37	3.9%	227	1.8%	
Education Institutions & Libraries	29	3.0%	2,811	22.9%	
Other Services	229	24.0%	1,881	15.3%	
Government	90	9.4%	1,485	12.1%	
Unclassified Establishments	54	5.6%	77	0.6%	
Totals	956	100.0%	12,284	100.0%	

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.



Business Summary

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	2	0.0%
Mining	3	0.3%	17	0.1%
Utilities	0	0.0%	0	0.0%
Construction	20	2.1%	104	0.8%
Manufacturing	19	2.0%	194	1.6%
Wholesale Trade	18	1.9%	255	2.1%
Retail Trade	122	12.8%	788	6.4%
Motor Vehicle & Parts Dealers	6	0.6%	54	0.4%
Furniture & Home Furnishings Stores	2	0.2%	13	0.1%
Electronics & Appliance Stores	7	0.7%	31	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	3	0.3%	14	0.1%
Food & Beverage Stores	18	1.9%	213	1.7%
Health & Personal Care Stores	7	0.7%	40	0.3%
Gasoline Stations	3	0.3%	17	0.1%
Clothing & Clothing Accessories Stores	26	2.7%	155	1.3%
Sport Goods, Hobby, Book, & Music Stores	19	2.0%	111	0.9%
General Merchandise Stores	3	0.3%	12	0.1%
Miscellaneous Store Retailers	26	2.7%	124	1.0%
Nonstore Retailers	2	0.2%	5	0.0%
Transportation & Warehousing	7	0.7%	125	1.0%
Information	28	2.9%	610	5.0%
Finance & Insurance	54	5.6%	395	3.2%
Central Bank/Credit Intermediation & Related Activities	21	2.2%	243	2.0%
Securities, Commodity Contracts & Other Financial	16	1.7%	65	0.5%
Insurance Carriers & Related Activities; Funds, Trusts &	17	1.8%	87	0.7%
Real Estate, Rental & Leasing	72	7.5%	547	4.5%
Professional, Scientific & Tech Services	116	12.1%	842	6.9%
Legal Services	43	4.5%	293	2.4%
Management of Companies & Enterprises	2	0.2%	15	0.1%
Administrative & Support & Waste Management & Remediation	25	2.6%	192	1.6%
Educational Services	32	3.3%	2,582	21.0%
Health Care & Social Assistance	57	6.0%	726	5.9%
Arts, Entertainment & Recreation	19	2.0%	205	1.7%
Accommodation & Food Services	116	12.1%	2,329	19.0%
Accommodation	7	0.7%	186	1.5%
Food Services & Drinking Places	110	11.5%	2,143	17.4%
Other Services (except Public Administration)	101	10.6%	834	6.8%
Automotive Repair & Maintenance	6	0.6%	56	0.5%
Public Administration	91	9.5%	1,487	12.1%
Unclassified Establishments	53	5.5%	37	0.3%
Total	956	100.0%	12,284	100.0%

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