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TRADE AREA OVERVIEW

The City of Bloomington is located in the heart of Central Illinois, approximately 125 miles southwest of Chicago, 155 miles northeast of St. Louis, and 64 miles northeast of Springfield, the State Capital. Interstates 39, 55 and 74 converge on Bloomington-Normal, as well as US Route 51 and State Route 9.

The twin cities are also serviced by two major railroad lines and Amtrak, as well as air transportation at the Central Illinois Regional Airport, one of the fastest growing airports in the country, which services commuter, corporate, and private aircraft.

Illinois State University, located in Normal, is home to over 20,000 students AND 3,500+ administrative staff members.

Bloomington is located in one of the most productive agricultural areas in the nation, but the economy is diverse and well-balanced. In addition to the major manufacturers and industries , there are two universities, two hospitals, a convention center, one indoor mall, one outdoor mall, and many banks and Savings & Loan Associations located in Bloomington-Normal. The City of Bloomington is one of the fastest growing metropolitan areas in Illinois with and estimated 20.25% increase in population between 1986 and 1995. New construction continues to enhance residential, industrial and commercial growth. Major employers in the Bloomington-Normal area include State Farm Insurance Co., Illinois State University, Country Financial, Unit 5 Schools, Advocate BroMenn Healthcare, and OSF St. Joseph Medical Center.

DEMOGRAPHICS

	1 mile	3 miles	5 miles
POPULATION	9,207	95,789	133,611
HOUSEHOLDS	4,208	39,702	54,484
EMPLOYEES	9,746	39,948	50,716
MED HH INCOME	\$65,985	\$75,064	\$77,441

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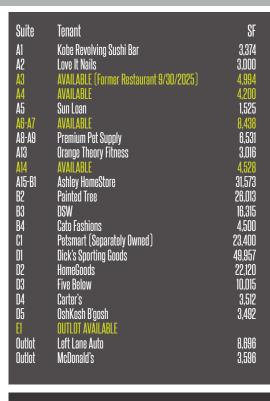
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