



# Business Summary

1503 E College Ave, Normal, Illinois, 61761  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 40.51035  
Longitude: -88.96028

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	656	3,940	5,179
Total Employees:	14,142	101,142	128,808
Total Residential Population:	10,064	98,242	131,226
Employee/Residential Population Ratio:	1.41:1	1.03:1	0.98:1

by SIC Codes	Employees				Employees				Employees			
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	0.9%	39	0.3%	65	1.6%	459	0.5%	94	1.8%	702	0.5%
Construction	23	3.5%	208	1.5%	277	7.0%	1,822	1.8%	404	7.8%	2,840	2.2%
Manufacturing	13	2.0%	641	4.5%	70	1.8%	1,933	1.9%	113	2.2%	3,370	2.6%
Transportation	5	0.8%	50	0.4%	61	1.5%	813	0.8%	122	2.4%	1,925	1.5%
Communication	10	1.5%	116	0.8%	37	0.9%	430	0.4%	51	1.0%	773	0.6%
Utility	0	0.0%	0	0.0%	12	0.3%	276	0.3%	17	0.3%	399	0.3%
Wholesale Trade	14	2.1%	280	2.0%	92	2.3%	1,242	1.2%	169	3.3%	2,122	1.6%
<b>Retail Trade Summary</b>	<b>204</b>	<b>31.1%</b>	<b>4,969</b>	<b>35.1%</b>	<b>883</b>	<b>22.4%</b>	<b>15,214</b>	<b>15.0%</b>	<b>1,144</b>	<b>22.1%</b>	<b>19,027</b>	<b>14.8%</b>
Home Improvement	8	1.2%	312	2.2%	47	1.2%	757	0.7%	75	1.4%	1,225	1.0%
General Merchandise Stores	9	1.4%	1,020	7.2%	23	0.6%	1,898	1.9%	31	0.6%	2,086	1.6%
Food Stores	20	3.0%	534	3.8%	93	2.4%	1,643	1.6%	115	2.2%	1,861	1.4%
Auto Dealers, Gas Stations, Auto Aftermarket	19	2.9%	403	2.8%	60	1.5%	675	0.7%	119	2.3%	1,642	1.3%
Apparel & Accessory Stores	20	3.0%	149	1.1%	87	2.2%	846	0.8%	92	1.8%	898	0.7%
Furniture & Home Furnishings	24	3.7%	338	2.4%	82	2.1%	758	0.7%	101	2.0%	886	0.7%
Eating & Drinking Places	52	7.9%	1,629	11.5%	263	6.7%	6,346	6.3%	337	6.5%	7,914	6.1%
Miscellaneous Retail	54	8.2%	585	4.1%	227	5.8%	2,290	2.3%	275	5.3%	2,514	2.0%
<b>Finance, Insurance, Real Estate Summary</b>	<b>103</b>	<b>15.7%</b>	<b>2,848</b>	<b>20.1%</b>	<b>580</b>	<b>14.7%</b>	<b>40,888</b>	<b>40.4%</b>	<b>708</b>	<b>13.7%</b>	<b>41,729</b>	<b>32.4%</b>
Banks, Savings & Lending Institutions	43	6.6%	219	1.5%	240	6.1%	2,757	2.7%	302	5.8%	2,855	2.2%
Securities Brokers	19	2.9%	280	2.0%	69	1.8%	696	0.7%	74	1.4%	765	0.6%
Insurance Carriers & Agents	31	4.7%	2,270	16.1%	132	3.4%	36,219	35.8%	148	2.9%	36,577	28.4%
Real Estate, Holding, Other Investment Offices	10	1.5%	78	0.6%	140	3.6%	1,216	1.2%	183	3.5%	1,531	1.2%
<b>Services Summary</b>	<b>257</b>	<b>39.2%</b>	<b>4,818</b>	<b>34.1%</b>	<b>1,667</b>	<b>42.3%</b>	<b>33,630</b>	<b>33.3%</b>	<b>2,108</b>	<b>40.7%</b>	<b>50,900</b>	<b>39.5%</b>
Hotels & Lodging	8	1.2%	238	1.7%	27	0.7%	633	0.6%	43	0.8%	842	0.7%
Automotive Services	17	2.6%	136	1.0%	77	2.0%	638	0.6%	143	2.8%	1,376	1.1%
Motion Pictures & Amusements	22	3.4%	249	1.8%	116	2.9%	1,217	1.2%	166	3.2%	1,795	1.4%
Health Services	56	8.5%	1,232	8.7%	350	8.9%	12,498	12.4%	382	7.4%	12,988	10.1%
Legal Services	3	0.5%	63	0.4%	81	2.1%	558	0.6%	87	1.7%	613	0.5%
Education Institutions & Libraries	12	1.8%	273	1.9%	103	2.6%	5,041	5.0%	138	2.7%	6,516	5.1%
Other Services	140	21.3%	2,629	18.6%	913	23.2%	13,046	12.9%	1,149	22.2%	26,771	20.8%
<b>Government</b>	<b>12</b>	<b>1.8%</b>	<b>167</b>	<b>1.2%</b>	<b>129</b>	<b>3.3%</b>	<b>4,372</b>	<b>4.3%</b>	<b>149</b>	<b>2.9%</b>	<b>4,825</b>	<b>3.7%</b>
<b>Unclassified Establishments</b>	<b>9</b>	<b>1.4%</b>	<b>6</b>	<b>0.0%</b>	<b>67</b>	<b>1.7%</b>	<b>63</b>	<b>0.1%</b>	<b>100</b>	<b>1.9%</b>	<b>197</b>	<b>0.2%</b>
<b>Totals</b>	<b>656</b>	<b>100.0%</b>	<b>14,142</b>	<b>100.0%</b>	<b>3,940</b>	<b>100.0%</b>	<b>101,142</b>	<b>100.0%</b>	<b>5,179</b>	<b>100.0%</b>	<b>128,808</b>	<b>100.0%</b>

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	7	0.0%	14	0.4%	77	0.1%	21	0.4%	106	0.1%
Mining	0	0.0%	0	0.0%	2	0.1%	9	0.0%	4	0.1%	19	0.0%
Utilities	0	0.0%	0	0.0%	8	0.2%	260	0.3%	12	0.2%	377	0.3%
Construction	24	3.7%	211	1.5%	298	7.6%	1,919	1.9%	429	8.3%	3,047	2.4%
Manufacturing	16	2.4%	671	4.7%	81	2.1%	1,602	1.6%	129	2.5%	3,081	2.4%
Wholesale Trade	10	1.5%	250	1.8%	81	2.1%	1,169	1.2%	156	3.0%	2,045	1.6%
Retail Trade	149	22.7%	3,302	23.3%	592	15.0%	8,642	8.5%	773	14.9%	10,798	8.4%
Motor Vehicle & Parts Dealers	15	2.3%	384	2.7%	37	0.9%	580	0.6%	78	1.5%	1,254	1.0%
Furniture & Home Furnishings Stores	15	2.3%	169	1.2%	38	1.0%	332	0.3%	47	0.9%	390	0.3%
Electronics & Appliance Stores	11	1.7%	159	1.1%	45	1.1%	441	0.4%	52	1.0%	487	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	8	1.2%	312	2.2%	47	1.2%	757	0.7%	75	1.4%	1,225	1.0%
Food & Beverage Stores	13	2.0%	497	3.5%	69	1.8%	1,450	1.4%	88	1.7%	1,617	1.3%
Health & Personal Care Stores	21	3.2%	191	1.4%	71	1.8%	662	0.7%	82	1.6%	743	0.6%
Gasoline Stations	4	0.6%	19	0.1%	23	0.6%	95	0.1%	40	0.8%	388	0.3%
Clothing & Clothing Accessories Stores	20	3.0%	149	1.1%	95	2.4%	903	0.9%	100	1.9%	956	0.7%
Sport Goods, Hobby, Book, & Music Stores	11	1.7%	210	1.5%	48	1.2%	601	0.6%	60	1.2%	640	0.5%
General Merchandise Stores	9	1.4%	1,020	7.2%	23	0.6%	1,898	1.9%	31	0.6%	2,086	1.6%
Miscellaneous Store Retailers	19	2.9%	165	1.2%	83	2.1%	596	0.6%	103	2.0%	677	0.5%
Nonstore Retailers	4	0.6%	28	0.2%	14	0.4%	326	0.3%	18	0.3%	335	0.3%
Transportation & Warehousing	4	0.6%	48	0.3%	44	1.1%	704	0.7%	99	1.9%	1,767	1.4%
Information	13	2.0%	129	0.9%	77	2.0%	1,408	1.4%	101	2.0%	1,932	1.5%
Finance & Insurance	94	14.3%	2,773	19.6%	447	11.3%	39,729	39.3%	534	10.3%	40,268	31.3%
Central Bank/Credit Intermediation & Related Activities	43	6.6%	221	1.6%	244	6.2%	2,761	2.7%	308	5.9%	2,871	2.2%
Securities, Commodity Contracts & Other Financial	20	3.0%	282	2.0%	71	1.8%	714	0.7%	76	1.5%	785	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	31	4.7%	2,270	16.1%	133	3.4%	36,254	35.8%	149	2.9%	36,612	28.4%
Real Estate, Rental & Leasing	19	2.9%	93	0.7%	181	4.6%	1,409	1.4%	257	5.0%	2,010	1.6%
Professional, Scientific & Tech Services	44	6.7%	507	3.6%	317	8.0%	2,353	2.3%	391	7.5%	3,067	2.4%
Legal Services	3	0.5%	63	0.4%	88	2.2%	602	0.6%	94	1.8%	658	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.0%	84	0.1%	3	0.1%	93	0.1%
Administrative & Support & Waste Management & Remediation	14	2.1%	62	0.4%	148	3.8%	1,870	1.8%	198	3.8%	13,590	10.6%
Educational Services	16	2.4%	292	2.1%	119	3.0%	4,819	4.8%	156	3.0%	6,302	4.9%
Health Care & Social Assistance	66	10.1%	1,449	10.2%	460	11.7%	16,411	16.2%	517	10.0%	17,619	13.7%
Arts, Entertainment & Recreation	12	1.8%	234	1.7%	80	2.0%	1,109	1.1%	119	2.3%	1,557	1.2%
Accommodation & Food Services	61	9.3%	1,871	13.2%	297	7.5%	7,067	7.0%	387	7.5%	8,844	6.9%
Accommodation	8	1.2%	238	1.7%	27	0.7%	633	0.6%	43	0.8%	842	0.7%
Food Services & Drinking Places	53	8.1%	1,633	11.5%	270	6.9%	6,434	6.4%	344	6.6%	8,002	6.2%
Other Services (except Public Administration)	93	14.2%	2,069	14.6%	490	12.4%	5,966	5.9%	639	12.3%	7,158	5.6%
Automotive Repair & Maintenance	13	2.0%	126	0.9%	63	1.6%	431	0.4%	109	2.1%	950	0.7%
Public Administration	12	1.8%	167	1.2%	131	3.3%	4,441	4.4%	151	2.9%	4,900	3.8%
Unclassified Establishments	9	1.4%	6	0.0%	70	1.8%	92	0.1%	104	2.0%	227	0.2%
<b>Total</b>	<b>656</b>	<b>100.0%</b>	<b>14,142</b>	<b>100.0%</b>	<b>3,940</b>	<b>100.0%</b>	<b>101,142</b>	<b>100.0%</b>	<b>5,179</b>	<b>100.0%</b>	<b>128,808</b>	<b>100.0%</b>

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September 25, 2015