



Eastland Mall

Bloomington, IL

Location	Intersecton of Route 9 and Veteran's Parkway
Anchors	Bergner's, Macy's, Kohl's, JCPenney and Sears
Size	760,515 square feet
Website	iShopEastlandMall.com

Mall Facts Eastland Mall is the only regional shopping center within a 60-mile radius and offers more than 90 specialty stores including Aéropostale, American Eagle Outfitters, Bath & Body Works, Buckle, Express, Gap, GapKids, Hollister Co., The Limited, Justice, Old Navy, PacSun, Rogers & Hollands Jewelers, Talbots and Victoria's Secret.

New specialty retailers include Best Buy Mobile, Earthbound Trading Company, rue21, The Shoe Dept., ULTA and a newly remodeled Kohl's.

Trade Area Facts Situated in McLean County, Illinois' largest county, Bloomington/Normal is strategically located near the geographic center of the state and is 125 miles south of Chicago and 160 miles northeast of St. Louis. Interstate highways 74, 55 and 39, U.S. Route 150 and Illinois Route 9 all intersect in Bloomington/Normal.

The economy of Bloomington is bolstered by its larger employers including State Farm Insurance (15,500 employees), Illinois State University (3,500 employees) and Country Financial (2,200 employees). Forbes Magazine ranked Bloomington/Normal 22nd out of 200 cities in the country as "Best Places For Small Business."

Bloomington hosts approximately 35,000 students attending four institutions of higher education including Illinois State University and Illinois Wesleyan. In 2010, Bloomington was named in the top 15 college towns with under 250,000 residents by the American Institute for Economic Research.

Bloomington was named the "most enlightened" community in Illinois by the Utne Reader, due to a myriad of shopping, dining and entertainment options. Included in those entertainment options are nine public golf courses, 49 area parks, 52 tennis courts, 5 area lakes for boating and fishing, several live theaters and the home of the Illinois Shakespeare Festival, known nationally in the theater community as one of the top Shakespeare Festivals in the country. With more than 200 restaurants, the city ranks number 15 nationally in terms of towns with the most frequent restaurant patrons.

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Demographics

Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2016 Projection	193,114	54,952	248,066
2011 Estimate	182,450	51,812	234,262
2000 Census	159,765	51,216	210,981

Average Household Income

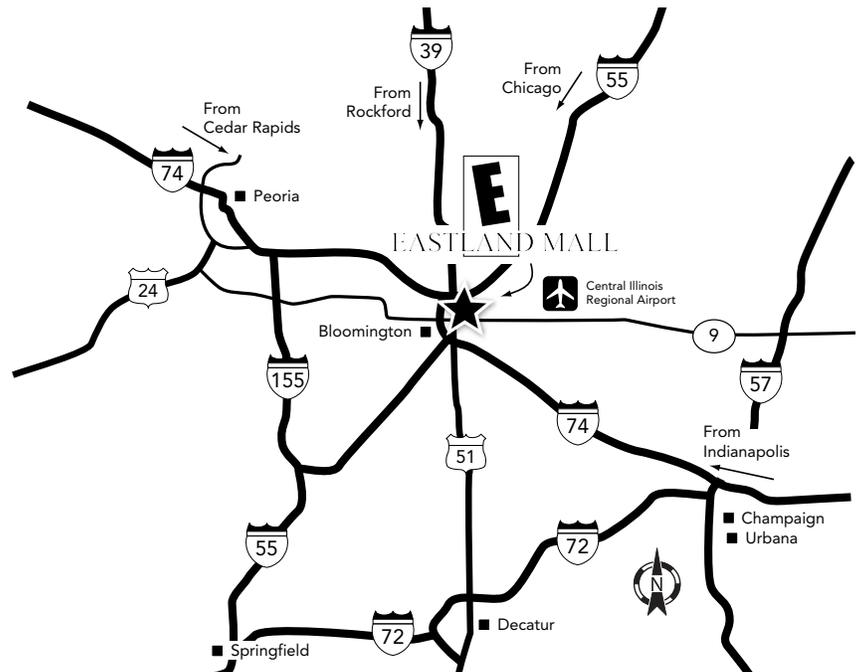
	Primary Trade Area	Secondary Trade Area	Total Trade Area
2016 Projection	\$73,594	\$64,485	\$71,605
2011 Estimate	\$67,422	\$59,115	\$65,608
2011 - 2016 % Change	9.15%	9.08%	9.14%

Median Age

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2011 Estimate	32	39	34

Source: 2000 Census; Scan/US 2011/2016 Estimates

Location Map



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