Normal, Illinois.

Current market data.

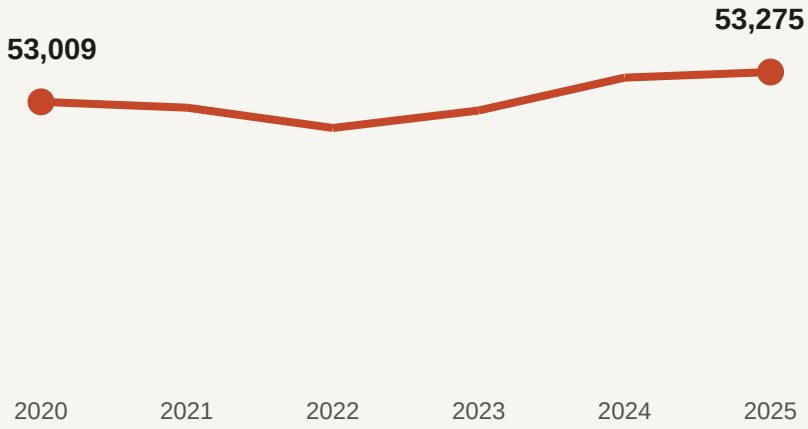
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Steady. Within 1% of 2020, every year since.

53,275

people, the 27th-largest of Illinois's cities and towns.



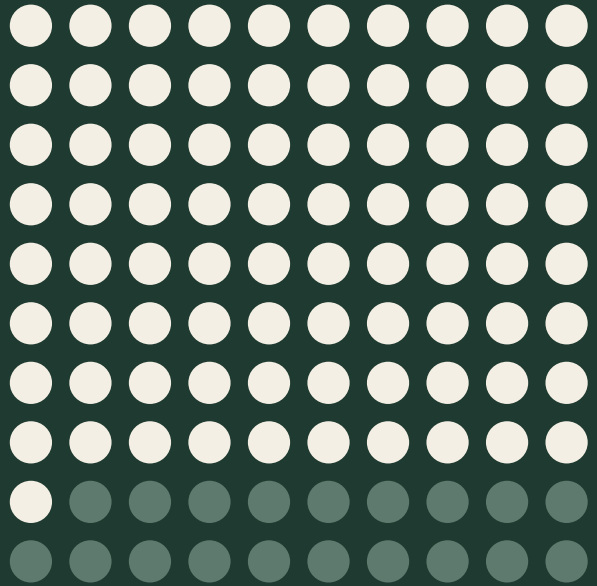
Source: Census Population Estimates, 2025

THE WORKDAY

8 in 10 jobs here go to people who live somewhere else.

80.7%

of 28,699 jobs located in Normal are filled by in-commuters.



Each dot is 1% of jobs. Filled: held by in-commuters.

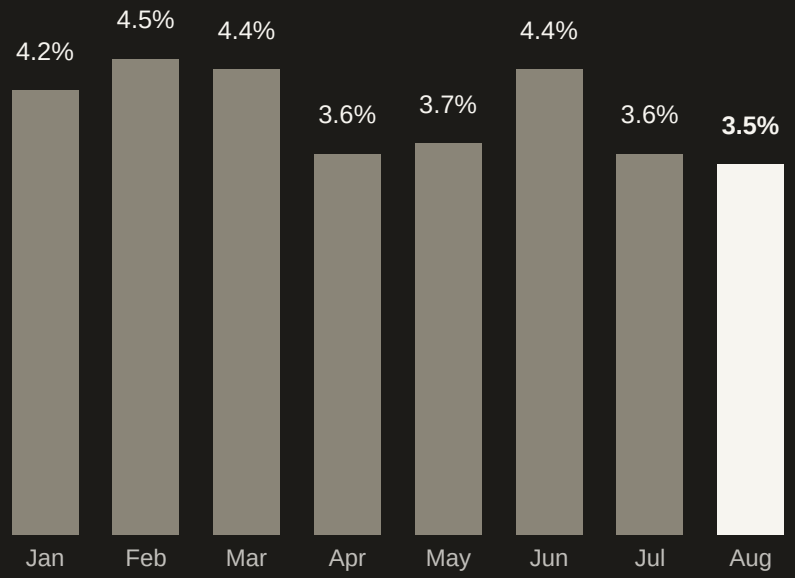
Source: Census LEHD LODES, 2023

UNEMPLOYMENT, 2026

The low came in August: 3.5%.

3.5%

in August 2026, the latest month released. A year earlier it was 4.5%.



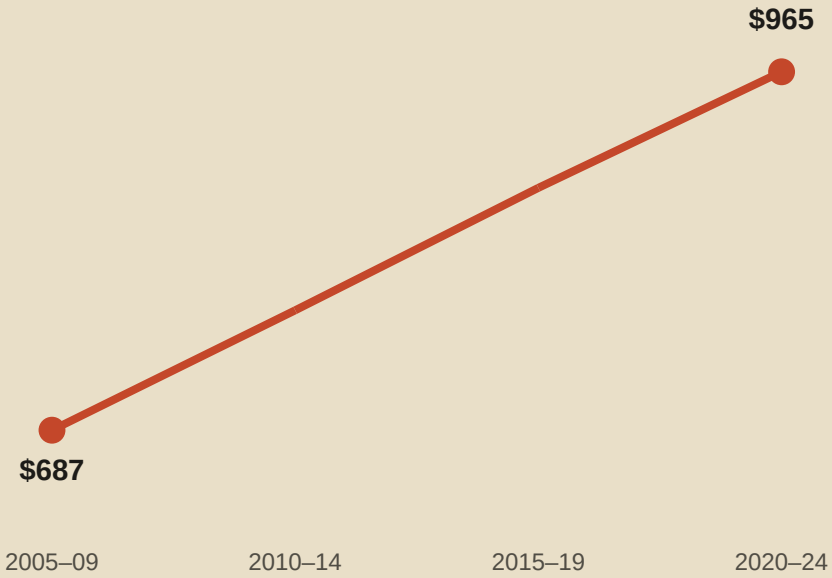
Source: BLS Local Area Unemployment Statistics, 2026-08

RENT

Median rent is up 40% since the 2005–2009 survey, before inflation.

$965

a month. Illinois's median is $1,274.

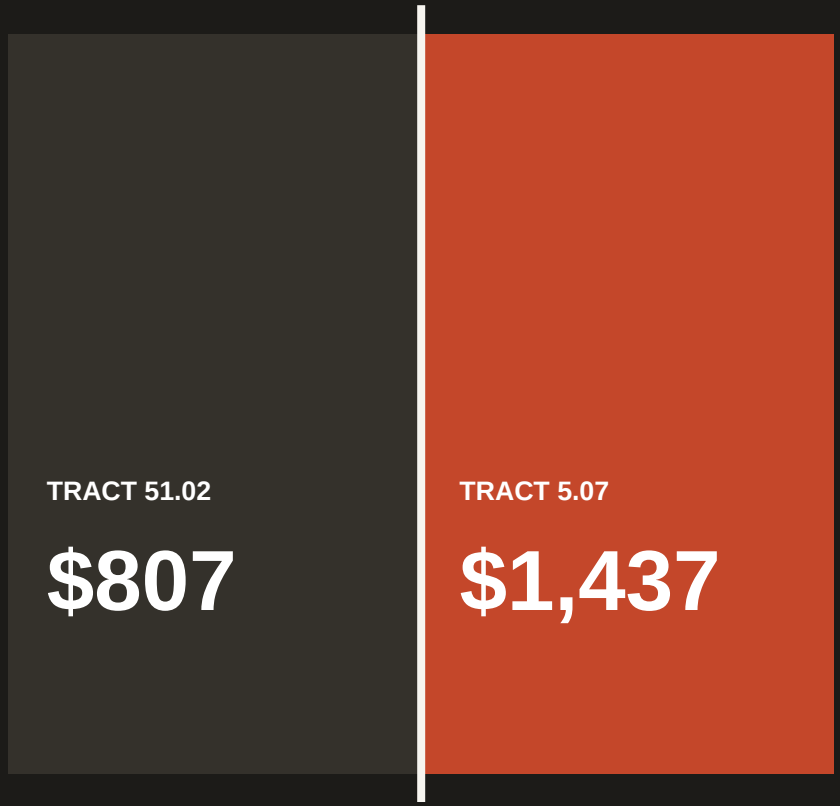


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent jumps $630.

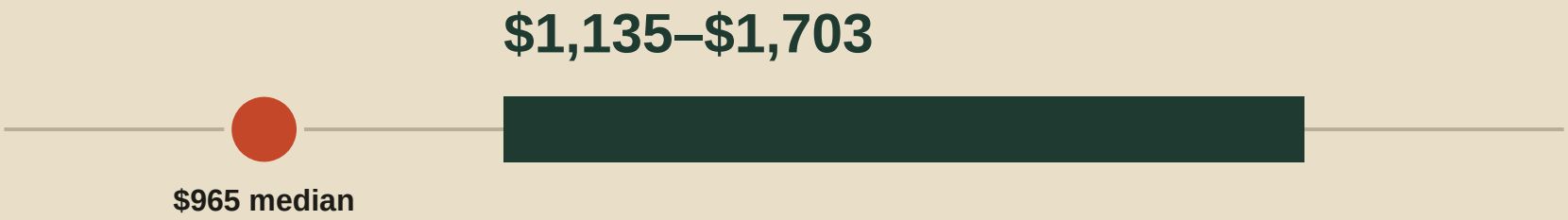
A $630 gap between neighbors, the sharpest rent edge between adjacent tracts in McLean County.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

Local wages can carry more rent than the median charged today.



is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

69% of the housing here was built before 2000.

1,131

homes permitted in ten years, 2016–2025

43%

of those were in multifamily buildings

69%

of all homes were built before 2000

Source: Census Building Permits Survey, 2016-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.5–1.3% to the 22,215 homes here.

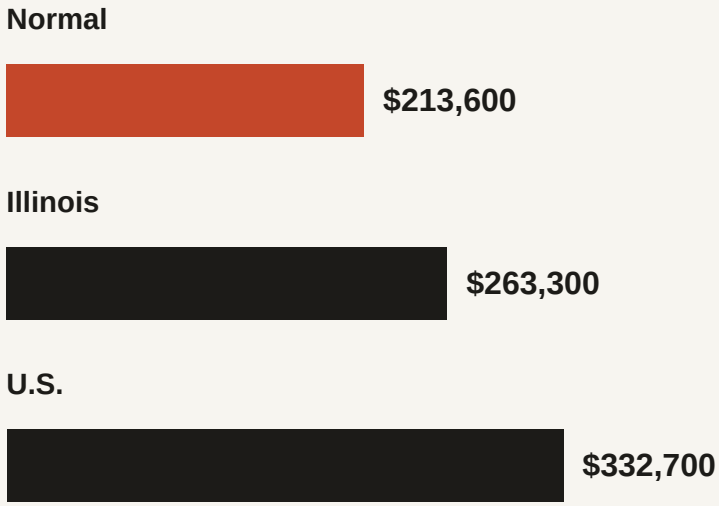
100–287

is the estimated number of missing housing units, from the lowest to the highest of three estimates.

Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 19% less than Illinois's.



$213,600

median home value in Normal.

Source: Census ACS 5-year, 2020-2024

THAT WAS NORMAL'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at **almanacdata.ai/e/il/normal/**