Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

sandor

Lat/Lon: 39.1638/-86.501

Eastland Plaza Bloomington, IN	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Population								
Estimated Population (2023)	18,393		73,621		101,460		136,087	
Projected Population (2028)	18,871		76,458		105,571		142,401	
Census Population (2020)	18,288		73,572		101,017		135,466	
Census Population (2010)	18,119		73,847		101,055		133,721	
Projected Annual Growth (2023-2028)	478	0.5%	2,837	0.8%	4,111	0.8%	6,314	0.9%
Historical Annual Growth (2020-2023)	105	0.2%	49	-	443	0.1%	621	0.2%
Historical Annual Growth (2010-2020)	169	-	-275	-	-38	-	1,745	0.1%
Estimated Population Density (2023)	5,858	psm	2,605	psm	1,292	psm	433	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	314.0	sq mi
Households								
Estimated Households (2023)	5,717		30,685		43,119		57,542	
Projected Households (2028)	5,853		31,615		44,428		59,547	
Census Households (2020)	5,617		30,321		42,458		56,620	
Census Households (2010)	5,568		28,246		40,033		53,167	
Projected Annual Growth (2023-2028)	136	0.5%	930	0.6%	1,309	0.6%	2,005	0.7%
Historical Annual Change (2010-2023)	149	0.2%	2,438	0.7%	3,086	0.6%	4,375	0.6%
Average Household Income								
Estimated Average Household Income (2023)	$72,306		$75,522		$80,568		$87,051	
Projected Average Household Income (2028)	$72,461		$75,105		$79,910		$85,920	
Census Average Household Income (2010)	$50,178		$46,558		$47,471		$51,249	
Census Average Household Income (2000)	$42,608		$41,797		$43,093		$45,807	
Projected Annual Change (2023-2028)	$155	-	-$417	-0.1%	-$658	-0.2%	-$1,131	-0.3%
Historical Annual Change (2000-2023)	$29,698	3.0%	$33,725	3.5%	$37,475	3.8%	$41,243	3.9%
Median Household Income								
Estimated Median Household Income (2023)	$41,329		$55,889		$59,213		$64,931	
Projected Median Household Income (2028)	$37,524		$52,374		$55,434		$60,992	
Census Median Household Income (2010)	$32,811		$33,303		$35,806		$39,626	
Census Median Household Income (2000)	$28,872		$31,763		$33,626		$36,766	
Projected Annual Change (2023-2028)	-$3,805	-1.8%	-$3,515	-1.3%	-$3,779	-1.3%	-$3,939	-1.2%
Historical Annual Change (2000-2023)	$12,457	1.9%	$24,127	3.3%	$25,587	3.3%	$28,165	3.3%
Per Capita Income								
Estimated Per Capita Income (2023)	$24,725		$32,436		$34,964		$37,358	
Projected Per Capita Income (2028)	$24,668		$31,979		$34,324		$36,454	
Census Per Capita Income (2010)	$15,414		$17,806		$18,804		$20,375	
Census Per Capita Income (2000)	$14,608		$15,842		$16,797		$17,760	
Projected Annual Change (2023-2028)	-$57	-	-$457	-0.3%	-$640	-0.4%	-$904	-0.5%
Historical Annual Change (2000-2023)	$10,116	3.0%	$16,594	4.6%	$18,167	4.7%	$19,597	4.8%
Estimated Average Household Net Worth (2023)	$317,037		$389,568		$385,860		$396,529	

Complete Profile

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Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 39.1638/-86.501

Eastland Plaza Bloomington, IN	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Race and Ethnicity								
Total Population (2023)	18,393		73,621		101,460		136,087	
White (2023)	7,868	42.8%	48,953	66.5%	72,527	71.5%	104,489	76.8%
Black or African American (2023)	450	2.4%	3,036	4.1%	4,507	4.4%	5,041	3.7%
American Indian or Alaska Native (2023)	16	-	108	0.1%	160	0.2%	200	0.1%
Asian (2023)	9,399	51.1%	17,585	23.9%	18,750	18.5%	19,348	14.2%
Hawaiian or Pacific Islander (2023)	3	-	12	-	20	-	27	-
Other Race (2023)	142	0.8%	826	1.1%	1,080	1.1%	1,293	1.0%
Two or More Races (2023)	516	2.8%	3,101	4.2%	4,415	4.4%	5,689	4.2%
Population < 18 (2023)	1,199	6.5%	9,121	12.4%	14,461	14.3%	21,047	15.5%
White Not Hispanic	782	65.2%	6,338	69.5%	10,486	72.5%	16,403	77.9%
Black or African American	60	5.0%	558	6.1%	856	5.9%	925	4.4%
Asian	179	14.9%	952	10.4%	1,145	7.9%	1,187	5.6%
Other Race Not Hispanic	93	7.7%	637	7.0%	1,045	7.2%	1,363	6.5%
Hispanic	86	7.2%	635	7.0%	929	6.4%	1,168	5.5%
Not Hispanic or Latino Population (2023)	17,861	97.1%	70,287	95.5%	97,032	95.6%	130,760	96.1%
Not Hispanic White	7,689	43.0%	47,931	68.2%	71,161	73.3%	102,905	78.7%
Not Hispanic Black or African American	447	2.5%	2,970	4.2%	4,404	4.5%	4,914	3.8%
Not Hispanic American Indian or Alaska Native	9	-	53	-	84	-	108	-
Not Hispanic Asian	9,391	52.6%	17,541	25.0%	18,699	19.3%	19,295	14.8%
Not Hispanic Hawaiian or Pacific Islander	-	-	7	-	14	-	21	-
Not Hispanic Other Race	25	0.1%	97	0.1%	144	0.1%	181	0.1%
Not Hispanic Two or More Races	301	1.7%	1,689	2.4%	2,526	2.6%	3,336	2.6%
Hispanic or Latino Population (2023)	532	2.9%	3,334	4.5%	4,428	4.4%	5,327	3.9%
Hispanic White	179	33.6%	1,022	30.7%	1,367	30.9%	1,584	29.7%
Hispanic Black or African American	3	0.6%	65	2.0%	103	2.3%	127	2.4%
Hispanic American Indian or Alaska Native	8	1.4%	55	1.7%	76	1.7%	92	1.7%
Hispanic Asian	8	1.5%	45	1.3%	51	1.1%	53	1.0%
Hispanic Hawaiian or Pacific Islander	3	0.5%	5	0.1%	6	0.1%	6	0.1%
Hispanic Other Race	117	22.0%	730	21.9%	936	21.1%	1,112	20.9%
Hispanic Two or More Races	214	40.3%	1,412	42.4%	1,889	42.7%	2,353	44.2%
Not Hispanic or Latino Population (2020)	17,213	94.1%	69,376	94.3%	95,672	94.7%	129,203	95.4%
Hispanic or Latino Population (2020)	1,075	5.9%	4,196	5.7%	5,345	5.3%	6,263	4.6%
Not Hispanic or Latino Population (2010)	17,456	96.3%	71,365	96.6%	97,629	96.6%	129,737	97.0%
Hispanic or Latino Population (2010)	663	3.7%	2,482	3.4%	3,426	3.4%	3,983	3.0%
Not Hispanic or Latino Population (2028)	18,311	97.0%	72,978	95.4%	100,931	95.6%	136,811	96.1%
Hispanic or Latino Population (2028)	560	3.0%	3,481	4.6%	4,640	4.4%	5,590	3.9%
Projected Annual Growth (2023-2028)	28	1.1%	146	0.9%	213	1.0%	263	1.0%
Historical Annual Growth (2010-2020)	412	6.2%	1,715	6.9%	1,919	5.6%	2,280	5.7%

Lat/Lon: 39.1638/-86.501

Eastland Plaza Bloomington, IN	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Total Age Distribution (2023)								
Total Population	18,393		73,621		101,460		136,087	
Age Under 5 Years	366	2.0%	2,658	3.6%	4,110	4.1%	5,609	4.1%
Age 5 to 9 Years	345	1.9%	2,535	3.4%	3,994	3.9%	5,883	4.3%
Age 10 to 14 Years	290	1.6%	2,462	3.3%	3,966	3.9%	5,975	4.4%
Age 15 to 19 Years	5,200	28.3%	9,996	13.6%	11,817	11.6%	14,058	10.3%
Age 20 to 24 Years	6,210	33.8%	21,773	29.6%	24,428	24.1%	25,743	18.9%
Age 25 to 29 Years	1,381	7.5%	6,196	8.4%	8,533	8.4%	10,435	7.7%
Age 30 to 34 Years	722	3.9%	4,053	5.5%	6,147	6.1%	8,578	6.3%
Age 35 to 39 Years	436	2.4%	3,111	4.2%	5,015	4.9%	7,539	5.5%
Age 40 to 44 Years	374	2.0%	2,908	3.9%	4,730	4.7%	7,306	5.4%
Age 45 to 49 Years	314	1.7%	2,345	3.2%	3,876	3.8%	6,197	4.6%
Age 50 to 54 Years	324	1.8%	2,334	3.2%	3,941	3.9%	6,430	4.7%
Age 55 to 59 Years	375	2.0%	2,515	3.4%	4,122	4.1%	6,539	4.8%
Age 60 to 64 Years	411	2.2%	2,689	3.7%	4,219	4.2%	6,863	5.0%
Age 65 to 69 Years	414	2.3%	2,472	3.4%	3,953	3.9%	6,398	4.7%
Age 70 to 74 Years	354	1.9%	1,978	2.7%	3,257	3.2%	5,124	3.8%
Age 75 to 79 Years	274	1.5%	1,355	1.8%	2,182	2.2%	3,223	2.4%
Age 80 to 84 Years	236	1.3%	1,048	1.4%	1,546	1.5%	2,116	1.6%
Age 85 Years or Over	369	2.0%	1,192	1.6%	1,624	1.6%	2,070	1.5%
Median Age	23.1		28.4		30.6		33.6	
Age 19 Years or Less	6,201	33.7%	17,652	24.0%	23,886	23.5%	31,525	23.2%
Age 20 to 64 Years	10,546	57.3%	47,924	65.1%	65,011	64.1%	85,630	62.9%
Age 65 Years or Over	1,646	8.9%	8,045	10.9%	12,562	12.4%	18,932	13.9%
Female Age Distribution (2023)								
Female Population	9,151	49.8%	36,571	49.7%	50,905	50.2%	68,386	50.3%
Age Under 5 Years	171	1.9%	1,306	3.6%	2,006	3.9%	2,724	4.0%
Age 5 to 9 Years	164	1.8%	1,197	3.3%	1,892	3.7%	2,812	4.1%
Age 10 to 14 Years	128	1.4%	1,102	3.0%	1,824	3.6%	2,780	4.1%
Age 15 to 19 Years	2,596	28.4%	5,070	13.9%	6,047	11.9%	7,187	10.5%
Age 20 to 24 Years	3,131	34.2%	10,757	29.4%	12,215	24.0%	12,909	18.9%
Age 25 to 29 Years	556	6.1%	2,769	7.6%	3,906	7.7%	4,882	7.1%
Age 30 to 34 Years	318	3.5%	1,848	5.1%	2,853	5.6%	4,048	5.9%
Age 35 to 39 Years	202	2.2%	1,425	3.9%	2,380	4.7%	3,666	5.4%
Age 40 to 44 Years	188	2.1%	1,440	3.9%	2,339	4.6%	3,618	5.3%
Age 45 to 49 Years	157	1.7%	1,193	3.3%	1,963	3.9%	3,126	4.6%
Age 50 to 54 Years	164	1.8%	1,176	3.2%	1,995	3.9%	3,235	4.7%
Age 55 to 59 Years	196	2.1%	1,285	3.5%	2,101	4.1%	3,295	4.8%
Age 60 to 64 Years	217	2.4%	1,399	3.8%	2,217	4.4%	3,579	5.2%
Age 65 to 69 Years	228	2.5%	1,357	3.7%	2,189	4.3%	3,434	5.0%
Age 70 to 74 Years	188	2.1%	1,063	2.9%	1,759	3.5%	2,725	4.0%
Age 75 to 79 Years	173	1.9%	774	2.1%	1,244	2.4%	1,801	2.6%
Age 80 to 84 Years	139	1.5%	622	1.7%	918	1.8%	1,229	1.8%
Age 85 Years or Over	234	2.6%	787	2.2%	1,056	2.1%	1,336	2.0%
Female Median Age	23.9		29.2		31.5		34.3	
Age 19 Years or Less	3,060	33.4%	8,675	23.7%	11,769	23.1%	15,503	22.7%
Age 20 to 64 Years	5,129	56.1%	23,293	63.7%	31,971	62.8%	42,357	61.9%
Age 65 Years or Over	962	10.5%	4,604	12.6%	7,165	14.1%	10,526	15.4%

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2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

sandor

Lat/Lon: 39.1638/-86.501

Eastland Plaza Bloomington, IN	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Male Age Distribution (2023)								
Male Population	9,242	50.2%	37,049	50.3%	50,555	49.8%	67,701	49.7%
Age Under 5 Years	195	2.1%	1,352	3.6%	2,104	4.2%	2,885	4.3%
Age 5 to 9 Years	180	2.0%	1,338	3.6%	2,103	4.2%	3,071	4.5%
Age 10 to 14 Years	162	1.8%	1,360	3.7%	2,141	4.2%	3,195	4.7%
Age 15 to 19 Years	2,604	28.2%	4,927	13.3%	5,770	11.4%	6,871	10.1%
Age 20 to 24 Years	3,079	33.3%	11,016	29.7%	12,213	24.2%	12,835	19.0%
Age 25 to 29 Years	825	8.9%	3,426	9.2%	4,627	9.2%	5,553	8.2%
Age 30 to 34 Years	404	4.4%	2,205	6.0%	3,294	6.5%	4,530	6.7%
Age 35 to 39 Years	233	2.5%	1,687	4.6%	2,635	5.2%	3,874	5.7%
Age 40 to 44 Years	186	2.0%	1,468	4.0%	2,391	4.7%	3,689	5.4%
Age 45 to 49 Years	157	1.7%	1,152	3.1%	1,912	3.8%	3,071	4.5%
Age 50 to 54 Years	160	1.7%	1,158	3.1%	1,946	3.8%	3,195	4.7%
Age 55 to 59 Years	178	1.9%	1,229	3.3%	2,021	4.0%	3,244	4.8%
Age 60 to 64 Years	194	2.1%	1,291	3.5%	2,002	4.0%	3,283	4.8%
Age 65 to 69 Years	186	2.0%	1,114	3.0%	1,764	3.5%	2,965	4.4%
Age 70 to 74 Years	166	1.8%	915	2.5%	1,498	3.0%	2,399	3.5%
Age 75 to 79 Years	100	1.1%	581	1.6%	939	1.9%	1,421	2.1%
Age 80 to 84 Years	97	1.0%	427	1.2%	628	1.2%	887	1.3%
Age 85 Years or Over	134	1.5%	405	1.1%	568	1.1%	734	1.1%
Male Median Age	22.6		27.7		29.9		32.9	
Age 19 Years or Less	3,142	34.0%	8,976	24.2%	12,118	24.0%	16,021	23.7%
Age 20 to 64 Years	5,416	58.6%	24,632	66.5%	33,041	65.4%	43,273	63.9%
Age 65 Years or Over	684	7.4%	3,441	9.3%	5,397	10.7%	8,406	12.4%
Males per 100 Females (2023)								
Overall Comparison	101		101		99		99	
Age Under 5 Years	114	53.2%	103	50.9%	105	51.2%	106	51.4%
Age 5 to 9 Years	110	52.3%	112	52.8%	111	52.6%	109	52.2%
Age 10 to 14 Years	127	55.9%	123	55.2%	117	54.0%	115	53.5%
Age 15 to 19 Years	100	50.1%	97	49.3%	95	48.8%	96	48.9%
Age 20 to 24 Years	98	49.6%	102	50.6%	100	50.0%	99	49.9%
Age 25 to 29 Years	148	59.7%	124	55.3%	118	54.2%	114	53.2%
Age 30 to 34 Years	127	55.9%	119	54.4%	115	53.6%	112	52.8%
Age 35 to 39 Years	115	53.5%	118	54.2%	111	52.5%	106	51.4%
Age 40 to 44 Years	99	49.7%	102	50.5%	102	50.5%	102	50.5%
Age 45 to 49 Years	100	50.0%	97	49.1%	97	49.3%	98	49.6%
Age 50 to 54 Years	98	49.4%	98	49.6%	97	49.4%	99	49.7%
Age 55 to 59 Years	91	47.6%	96	48.9%	96	49.0%	98	49.6%
Age 60 to 64 Years	89	47.2%	92	48.0%	90	47.5%	92	47.8%
Age 65 to 69 Years	82	45.0%	82	45.1%	81	44.6%	86	46.3%
Age 70 to 74 Years	89	47.0%	86	46.2%	85	46.0%	88	46.8%
Age 75 to 79 Years	58	36.7%	75	42.9%	75	43.0%	79	44.1%
Age 80 to 84 Years	70	41.1%	69	40.7%	68	40.6%	72	41.9%
Age 85 Years or Over	57	36.4%	51	34.0%	54	35.0%	55	35.5%
Age 19 Years or Less	103	50.7%	103	50.9%	103	50.7%	103	50.8%
Age 20 to 39 Years	108	51.9%	109	52.2%	107	51.6%	105	51.2%
Age 40 to 64 Years	95	48.7%	97	49.2%	97	49.2%	98	49.4%
Age 65 Years or Over	71	41.6%	75	42.8%	75	43.0%	80	44.4%

Lat/Lon: 39.1638/-86.501

Eastland Plaza Bloomington, IN	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Household Type (2023)								
Total Households	5,717		30,685		43,119		57,542	
Households with Children	715	12.5%	4,832	15.7%	8,117	18.8%	12,455	21.6%
Average Household Size	1.9		2.0		2.1		2.2	
Household Density per Square Mile	1,821		1,086		549		183	
Population Family	4,753	25.8%	31,662	43.0%	51,842	51.1%	80,923	59.5%
Population Non-Family	6,192	33.7%	30,236	41.1%	37,588	37.0%	42,951	31.6%
Population Group Quarters	7,448	40.5%	11,722	15.9%	12,031	11.9%	12,213	9.0%
Family Households	1,804	31.5%	11,381	37.1%	18,350	42.6%	28,406	49.4%
Married Couple Households	1,306	72.4%	8,135	71.5%	13,232	72.1%	21,542	75.8%
Other Family Households with Children	498	27.6%	3,246	28.5%	5,118	27.9%	6,863	24.2%
Family Households with Children	712	39.5%	4,819	42.3%	8,096	44.1%	12,424	43.7%
Married Couple with Children	505	71.0%	3,247	67.4%	5,346	66.0%	8,608	69.3%
Other Family Households with Children	206	29.0%	1,572	32.6%	2,751	34.0%	3,817	30.7%
Family Households No Children	1,092	60.5%	6,562	57.7%	10,254	55.9%	15,981	56.3%
Married Couple No Children	800	73.3%	4,887	74.5%	7,886	76.9%	12,935	80.9%
Other Family Households No Children	292	26.7%	1,674	25.5%	2,367	23.1%	3,047	19.1%
Non-Family Households	3,914	68.5%	19,304	62.9%	24,769	57.4%	29,136	50.6%
Non-Family Households with Children	4	-	13	-	21	-	31	0.1%
Non-Family Households No Children	3,910	99.9%	19,291	99.9%	24,749	99.9%	29,106	99.9%
Average Family Household Size	2.6		2.8		2.8		2.8	
Average Family Income	$121,373		$132,808		$127,363		$126,871	
Median Family Income	$82,272		$114,100		$104,044		$101,658	
Average Non-Family Household Size	1.6		1.6		1.5		1.5	
Marital Status (2023)								
Population Age 15 Years or Over	17,392		65,965		89,391		118,620	
Never Married	13,694	78.7%	42,346	64.2%	50,189	56.1%	56,849	47.9%
Currently Married	2,166	12.5%	14,473	21.9%	23,634	26.4%	39,726	33.5%
Previously Married	1,532	8.8%	9,147	13.9%	15,568	17.4%	22,044	18.6%
Separated	264	17.3%	1,613	17.6%	2,539	16.3%	3,340	15.2%
Widowed	418	27.3%	1,876	20.5%	2,983	19.2%	4,211	19.1%
Divorced	849	55.4%	5,659	61.9%	10,046	64.5%	14,494	65.7%
Educational Attainment (2023)								
Adult Population Age 25 Years or Over	5,982		34,196		53,146		78,819	
Elementary (Grade Level 0 to 8)	50	0.8%	535	1.6%	771	1.5%	1,113	1.4%
Some High School (Grade Level 9 to 11)	166	2.8%	1,094	3.2%	2,172	4.1%	3,138	4.0%
High School Graduate	634	10.6%	4,975	14.5%	9,387	17.7%	16,338	20.7%
Some College	681	11.4%	4,505	13.2%	7,932	14.9%	13,319	16.9%
Associate Degree Only	264	4.4%	1,961	5.7%	3,511	6.6%	6,050	7.7%
Bachelor Degree Only	2,084	34.8%	9,503	27.8%	14,145	26.6%	19,737	25.0%
Graduate Degree	2,104	35.2%	11,623	34.0%	15,228	28.7%	19,124	24.3%
Any College (Some College or Higher)	5,132	85.8%	27,592	80.7%	40,816	76.8%	58,229	73.9%
College Degree + (Bachelor Degree or Higher)	4,188	70.0%	21,126	61.8%	29,373	55.3%	38,860	49.3%

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Eastland Plaza Bloomington, IN	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Housing								
Total Housing Units (2023)	6,285		33,607		47,134		63,090	
Total Housing Units (2020)	6,189		33,195		46,318		61,874	
Historical Annual Growth (2020-2023)	97	0.5%	412	0.4%	816	0.6%	1,216	0.7%
Housing Units Occupied (2023)	5,717	91.0%	30,685	91.3%	43,119	91.5%	57,542	91.2%
Housing Units Owner-Occupied	1,820	31.8%	12,354	40.3%	19,990	46.4%	32,338	56.2%
Housing Units Renter-Occupied	3,898	68.2%	18,330	59.7%	23,129	53.6%	25,204	43.8%
Housing Units Vacant (2023)	568	9.0%	2,922	8.7%	4,015	8.5%	5,548	8.8%
Household Size (2023)								
Total Households	5,717		30,685		43,119		57,542	
1 Person Households	2,422	42.4%	12,720	41.5%	16,903	39.2%	20,512	35.6%
2 Person Households	2,043	35.7%	10,516	34.3%	15,122	35.1%	21,128	36.7%
3 Person Households	760	13.3%	3,879	12.6%	5,608	13.0%	7,733	13.4%
4 Person Households	357	6.2%	2,345	7.6%	3,627	8.4%	5,327	9.3%
5 Person Households	95	1.7%	924	3.0%	1,369	3.2%	2,050	3.6%
6 Person Households	32	0.6%	223	0.7%	367	0.9%	596	1.0%
7 or More Person Households	8	0.1%	78	0.3%	123	0.3%	197	0.3%
Household Income Distribution (2023)								
HH Income $200,000 or More	353	6.2%	2,583	8.4%	3,496	8.1%	4,676	8.1%
HH Income $150,000 to $199,999	211	3.7%	1,774	5.8%	2,456	5.7%	3,571	6.2%
HH Income $125,000 to $149,999	299	5.2%	1,412	4.6%	2,026	4.7%	3,400	5.9%
HH Income $100,000 to $124,999	294	5.1%	1,697	5.5%	2,919	6.8%	4,750	8.3%
HH Income $75,000 to $99,999	347	6.1%	2,500	8.1%	4,099	9.5%	6,441	11.2%
HH Income $50,000 to $74,999	860	15.1%	4,448	14.5%	6,995	16.2%	9,674	16.8%
HH Income $35,000 to $49,999	562	9.8%	3,602	11.7%	5,125	11.9%	6,727	11.7%
HH Income $25,000 to $34,999	556	9.7%	2,326	7.6%	3,296	7.6%	4,308	7.5%
HH Income $15,000 to $24,999	712	12.5%	3,351	10.9%	4,512	10.5%	5,229	9.1%
HH Income $10,000 to $14,999	349	6.1%	2,190	7.1%	2,944	6.8%	3,183	5.5%
HH Income Under $10,000	1,175	20.5%	4,802	15.7%	5,252	12.2%	5,583	9.7%
Household Vehicles (2023)								
Households 0 Vehicles Available	825	14.4%	3,155	10.3%	3,773	8.7%	4,007	7.0%
Households 1 Vehicle Available	2,740	47.9%	13,772	44.9%	18,472	42.8%	21,753	37.8%
Households 2 Vehicles Available	1,377	24.1%	9,222	30.1%	14,125	32.8%	20,431	35.5%
Households 3 or More Vehicles Available	776	13.6%	4,536	14.8%	6,750	15.7%	11,351	19.7%
Total Vehicles Available	7,965		47,828		69,827		101,698	
Average Vehicles per Household	1.4		1.6		1.6		1.8	
Owner-Occupied Household Vehicles	3,143	39.5%	22,061	46.1%	37,347	53.5%	65,812	64.7%
Average Vehicles per Owner-Occupied Household	1.7		1.8		1.9		2.0	
Renter-Occupied Household Vehicles	4,823	60.5%	25,767	53.9%	32,480	46.5%	35,886	35.3%
Average Vehicles per Renter-Occupied Household	1.2		1.4		1.4		1.4	
Travel Time (2023)								
Worker Base Age 16 years or Over	7,951		37,408		53,262		73,731	
Travel to Work in 14 Minutes or Less	3,205	40.3%	15,507	41.5%	21,498	40.4%	26,157	35.5%
Travel to Work in 15 to 29 Minutes	2,462	31.0%	11,308	30.2%	17,687	33.2%	27,903	37.8%
Travel to Work in 30 to 59 Minutes	530	6.7%	2,131	5.7%	3,294	6.2%	5,645	7.7%
Travel to Work in 60 Minutes or More	230	2.9%	1,004	2.7%	1,652	3.1%	2,870	3.9%
Work at Home	1,524	19.2%	7,457	19.9%	9,131	17.1%	11,156	15.1%
Average Minutes Travel to Work	13.4		13.5		14.1		15.5	

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Eastland Plaza Bloomington, IN	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Transportation To Work (2023)								
Worker Base Age 16 years or Over	7,951		37,408		53,262		73,731	
Drive to Work Alone	3,631	45.7%	20,593	55.1%	32,667	61.3%	48,895	66.3%
Drive to Work in Carpool	573	7.2%	2,504	6.7%	4,065	7.6%	5,853	7.9%
Travel to Work by Public Transportation	518	6.5%	1,378	3.7%	1,523	2.9%	1,597	2.2%
Drive to Work on Motorcycle	-	-	22	-	23	-	109	0.1%
Bicycle to Work	215	2.7%	831	2.2%	959	1.8%	1,008	1.4%
Walk to Work	1,462	18.4%	4,429	11.8%	4,657	8.7%	4,767	6.5%
Other Means	28	0.4%	193	0.5%	237	0.4%	345	0.5%
Work at Home	1,524	19.2%	7,457	19.9%	9,131	17.1%	11,156	15.1%
Daytime Demographics (2023)								
Total Businesses	640		3,199		4,331		5,408	
Total Employees	5,432		31,137		47,621		55,553	
Company Headquarter Businesses	11	1.7%	91	2.8%	127	2.9%	158	2.9%
Company Headquarter Employees	454	8.4%	6,594	21.2%	8,473	17.8%	9,427	17.0%
Employee Population per Business	8.5	to 1	9.7	to 1	11.0	to 1	10.3	to 1
Residential Population per Business	28.7	to 1	23.0	to 1	23.4	to 1	25.2	to 1
Adj. Daytime Demographics Age 16 Years or Over	14,817		59,192		82,926		99,190	
Labor Force								
Labor Population Age 16 Years or Over (2023)	17,336		65,469		88,616		117,446	
Labor Force Total Males (2023)	8,670	50.0%	32,742	50.0%	43,806	49.4%	57,942	49.3%
Male Civilian Employed	3,997	46.1%	19,001	58.0%	26,959	61.5%	37,502	64.7%
Male Civilian Unemployed	200	2.3%	610	1.9%	782	1.8%	1,002	1.7%
Males in Armed Forces	-	-	6	-	44	-	73	0.1%
Males Not in Labor Force	4,473	51.6%	13,126	40.1%	16,021	36.6%	19,365	33.4%
Labor Force Total Females (2023)	8,665	50.0%	32,727	50.0%	44,810	50.6%	59,504	50.7%
Female Civilian Employed	3,954	45.6%	18,407	56.2%	26,308	58.7%	36,234	60.9%
Female Civilian Unemployed	319	3.7%	746	2.3%	979	2.2%	1,197	2.0%
Females in Armed Forces	-	-	-	-	-	-	-	-
Females Not in Labor Force	4,393	50.7%	13,573	41.5%	17,524	39.1%	22,073	37.1%
Unemployment Rate	519	3.0%	1,357	2.1%	1,760	2.0%	2,199	1.9%
Occupation (2023)								
Occupation Population Age 16 Years or Over	7,951		37,408		53,262		73,731	
Occupation Total Males	3,997	50.3%	19,001	50.8%	26,955	50.6%	37,498	50.9%
Occupation Total Females	3,954	49.7%	18,407	49.2%	26,307	49.4%	36,233	49.1%
Management, Business, Financial Operations	1,030	13.0%	5,121	13.7%	7,458	14.0%	10,301	14.0%
Professional, Related	2,560	32.2%	13,209	35.3%	18,000	33.8%	23,431	31.8%
Service	2,018	25.4%	7,777	20.8%	10,482	19.7%	13,653	18.5%
Sales, Office	1,263	15.9%	6,179	16.5%	8,991	16.9%	13,009	17.6%
Farming, Fishing, Forestry	37	0.5%	89	0.2%	129	0.2%	187	0.3%
Construction, Extraction, Maintenance	280	3.5%	1,465	3.9%	2,332	4.4%	4,390	6.0%
Production, Transport, Material Moving	762	9.6%	3,568	9.5%	5,869	11.0%	8,761	11.9%
White Collar Workers	4,853	61.0%	24,509	65.5%	34,449	64.7%	46,741	63.4%
Blue Collar Workers	3,098	39.0%	12,899	34.5%	18,813	35.3%	26,990	36.6%

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Eastland Plaza Bloomington, IN	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Units In Structure (2023)								
Total Units	5,717		30,685		43,119		57,542	
1 Detached Unit	1,987	34.7%	13,270	43.2%	20,803	48.2%	32,187	55.9%
1 Attached Unit	275	4.8%	1,542	5.0%	2,139	5.0%	2,862	5.0%
2 Units	96	1.7%	678	2.2%	792	1.8%	1,054	1.8%
3 to 4 Units	862	15.1%	2,792	9.1%	3,348	7.8%	3,584	6.2%
5 to 9 Units	647	11.3%	3,221	10.5%	4,420	10.3%	4,646	8.1%
10 to 19 Units	800	14.0%	3,443	11.2%	4,273	9.9%	4,482	7.8%
20 to 49 Units	478	8.4%	2,313	7.5%	2,614	6.1%	2,662	4.6%
50 or More Units	457	8.0%	2,373	7.7%	2,776	6.4%	2,884	5.0%
Mobile Home or Trailer	116	2.0%	1,052	3.4%	1,952	4.5%	3,181	5.5%
Other Structure	-	-	-	-	1	-	1	-
Homes Built By Year (2023)								
Homes Built 2020 or later	29	0.5%	228	0.7%	403	0.9%	548	0.9%
Homes Built 2010 to 2019	374	6.0%	3,058	9.1%	4,067	8.6%	5,428	8.6%
Homes Built 2000 to 2009	912	14.5%	4,571	13.6%	7,081	15.0%	9,597	15.2%
Homes Built 1990 to 1999	992	15.8%	5,855	17.4%	8,304	17.6%	11,001	17.4%
Homes Built 1980 to 1989	748	11.9%	3,803	11.3%	4,893	10.4%	6,701	10.6%
Homes Built 1970 to 1979	727	11.6%	3,616	10.8%	5,524	11.7%	8,071	12.8%
Homes Built 1960 to 1969	870	13.8%	3,332	9.9%	4,749	10.1%	5,888	9.3%
Homes Built 1950 to 1959	677	10.8%	2,469	7.3%	3,501	7.4%	4,768	7.6%
Homes Built 1940 to 1949	85	1.4%	571	1.7%	764	1.6%	934	1.5%
Homes Built Before 1939	301	4.8%	3,182	9.5%	3,832	8.1%	4,606	7.3%
Median Age of Homes	44.0	yrs	43.5	yrs	42.7	yrs	42.1	yrs
Home Values (2023)								
Owner Specified Housing Units	1,820		12,354		19,990		32,338	
Home Values $1,000,000 or More	34	1.9%	85	0.7%	207	1.0%	417	1.3%
Home Values $750,000 to $999,999	38	2.1%	81	0.7%	288	1.4%	417	1.3%
Home Values $500,000 to $749,999	153	8.4%	1,141	9.2%	1,541	7.7%	2,254	7.0%
Home Values $400,000 to $499,999	152	8.4%	1,351	10.9%	1,788	8.9%	2,664	8.2%
Home Values $300,000 to $399,999	412	22.6%	2,639	21.4%	3,661	18.3%	5,523	17.1%
Home Values $250,000 to $299,999	291	16.0%	1,397	11.3%	2,105	10.5%	3,431	10.6%
Home Values $200,000 to $249,999	367	20.2%	2,061	16.7%	3,229	16.2%	5,436	16.8%
Home Values $175,000 to $199,999	137	7.5%	797	6.5%	1,635	8.2%	2,694	8.3%
Home Values $150,000 to $174,999	110	6.0%	935	7.6%	1,680	8.4%	2,993	9.3%
Home Values $125,000 to $149,999	50	2.7%	484	3.9%	892	4.5%	1,673	5.2%
Home Values $100,000 to $124,999	17	1.0%	394	3.2%	925	4.6%	1,492	4.6%
Home Values $90,000 to $99,999	3	0.2%	215	1.7%	336	1.7%	511	1.6%
Home Values $80,000 to $89,999	-	-	37	0.3%	121	0.6%	230	0.7%
Home Values $70,000 to $79,999	3	0.2%	137	1.1%	288	1.4%	486	1.5%
Home Values $60,000 to $69,999	-	-	18	0.1%	23	0.1%	47	0.1%
Home Values $50,000 to $59,999	-	-	11	-	37	0.2%	96	0.3%
Home Values $35,000 to $49,999	36	2.0%	183	1.5%	288	1.4%	458	1.4%
Home Values $25,000 to $34,999	1	-	18	0.1%	48	0.2%	132	0.4%
Home Values $10,000 to $24,999	5	0.3%	202	1.6%	415	2.1%	756	2.3%
Home Values Under $10,000	9	0.5%	167	1.4%	485	2.4%	626	1.9%
Owner-Occupied Median Home Value	$297,585		$275,124		$254,446		$243,265	
Renter-Occupied Median Rent	$977		$949		$929		$921	

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Eastland Plaza Bloomington, IN	1 mi radius	3 mi radius	5 mi radius	10 mi radius
Total Annual Consumer Expenditure (2023)				
Total Household Expenditure	$317 M	$1.73 B	$2.55 B	$3.62 B
Total Non-Retail Expenditure	$168.97 M	$923.46 M	$1.36 B	$1.92 B
Total Retail Expenditure	$148.04 M	$810.93 M	$1.2 B	$1.7 B
Apparel	$11.15 M	$61.44 M	$90.21 M	$127.58 M
Contributions	$10.05 M	$56.87 M	$83.65 M	$119.02 M
Education	$10.12 M	$56.37 M	$80.77 M	$112.26 M
Entertainment	$17.44 M	$97.08 M	$143.29 M	$204.3 M
Food and Beverages	$47.04 M	$255.22 M	$375.86 M	$532.19 M
Furnishings and Equipment	$10.88 M	$60.31 M	$89.02 M	$126.98 M
Gifts	$7.88 M	$43.97 M	$64.24 M	$90.68 M
Health Care	$26.38 M	$143.37 M	$212.78 M	$303.66 M
Household Operations	$12.29 M	$68.03 M	$100.16 M	$142.16 M
Miscellaneous Expenses	$5.94 M	$32.67 M	$48.14 M	$68.39 M
Personal Care	$4.25 M	$23.21 M	$34.19 M	$48.52 M
Personal Insurance	$2.08 M	$11.88 M	$17.58 M	$25.3 M
Reading	$686.73 K	$3.78 M	$5.57 M	$7.91 M
Shelter	$68.7 M	$372.52 M	$545.7 M	$767.93 M
Tobacco	$2.1 M	$10.77 M	$15.8 M	$21.99 M
Transportation	$56.31 M	$309.76 M	$458.95 M	$655.15 M
Utilities	$23.71 M	$127.13 M	$187.75 M	$265.6 M
Monthly Household Consumer Expenditure (2023)				
Total Household Expenditure	$4,621	$4,710	$4,935	$5,242
Total Non-Retail Expenditure	$2,463 *53.3%*	$2,508 *53.2%*	$2,621 *53.1%*	$2,776 *53.0%*
Total Retail Expenditures	$2,158 *46.7%*	$2,202 *46.8%*	$2,314 *46.9%*	$2,466 *47.0%*
Apparel	$162 *3.5%*	$167 *3.5%*	$174 *3.5%*	$185 *3.5%*
Contributions	$147 *3.2%*	$154 *3.3%*	$162 *3.3%*	$172 *3.3%*
Education	$147 *3.2%*	$153 *3.3%*	$156 *3.2%*	$163 *3.1%*
Entertainment	$254 *5.5%*	$264 *5.6%*	$277 *5.6%*	$296 *5.6%*
Food and Beverages	$686 *14.8%*	$693 *14.7%*	$726 *14.7%*	$771 *14.7%*
Furnishings and Equipment	$159 *3.4%*	$164 *3.5%*	$172 *3.5%*	$184 *3.5%*
Gifts	$115 *2.5%*	$119 *2.5%*	$124 *2.5%*	$131 *2.5%*
Health Care	$384 *8.3%*	$389 *8.3%*	$411 *8.3%*	$440 *8.4%*
Household Operations	$179 *3.9%*	$185 *3.9%*	$194 *3.9%*	$206 *3.9%*
Miscellaneous Expenses	$87 *1.9%*	$89 *1.9%*	$93 *1.9%*	$99 *1.9%*
Personal Care	$62 *1.3%*	$63 *1.3%*	$66 *1.3%*	$70 *1.3%*
Personal Insurance	$30 *0.7%*	$32 *0.7%*	$34 *0.7%*	$37 *0.7%*
Reading	$10 *0.2%*	$10 *0.2%*	$11 *0.2%*	$11 *0.2%*
Shelter	$1,001 *21.7%*	$1,012 *21.5%*	$1,055 *21.4%*	$1,112 *21.2%*
Tobacco	$31 *0.7%*	$29 *0.6%*	$31 *0.6%*	$32 *0.6%*
Transportation	$821 *17.8%*	$841 *17.9%*	$887 *18.0%*	$949 *18.1%*
Utilities	$346 *7.5%*	$345 *7.3%*	$363 *7.4%*	$385 *7.3%*

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