

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 39.1627/-86.5008

Eastland Plaza									
Bloomington, IN									
	1 mi radius		3 mi radius		5 mi radius		10 mi radius		
Population									
Estimated Population (2025)	19,087		76,233		103,470		136,991		
Projected Population (2030)	17,967		72,593		97,870		128,528		
Census Population (2020)	18,625		74,078		101,117		135,435		
Census Population (2010)	18,275		74,309		101,158		133,689		
Projected Annual Growth (2025-2030)	-1,120	-1.2%	-3,640	-1.0%	-5,600	-1.1%	-8,463	-1.2%	
Historical Annual Growth (2020-2025)	462	0.5%	2,155	0.6%	2,353	0.5%	1,556	0.2%	
Historical Annual Growth (2010-2020)	350	0.2%	-232	-	-41	-	1,746	0.1%	
Estimated Population Density (2025)	6,079	psm	2,698	psm	1,318	psm	436	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	314.0	sq mi	
Households									
Estimated Households (2025)	5,797		31,727		43,897		57,950		
Projected Households (2030)	5,463		31,389		43,196		56,630		
Census Households (2020)	5,828		30,559		42,504		56,609		
Census Households (2010)	5,763		28,449		40,080		53,155		
Projected Annual Growth (2025-2030)	-334	-1.2%	-338	-0.2%	-701	-0.3%	-1,320	-0.5%	
Historical Annual Change (2010-2025)	34	-	3,278	0.8%	3,817	0.6%	4,795	0.6%	
Average Household Income									
Estimated Average Household Income (2025)	\$79,421		\$82,626		\$87,118		\$94,815		
Projected Average Household Income (2030)	\$79,345		\$80,532		\$85,402		\$93,187		
Census Average Household Income (2010)	\$52,379		\$46,464		\$47,502		\$51,242		
Census Average Household Income (2000)	\$44,758		\$41,689		\$43,126		\$45,805		
Projected Annual Change (2025-2030)	-\$76	-	-\$2,094	-0.5%	-\$1,716	-0.4%	-\$1,628	-0.3%	
Historical Annual Change (2000-2025)	\$34,663	3.1%	\$40,937	3.9%	\$43,992	4.1%	\$49,010	4.3%	
Median Household Income									
Estimated Median Household Income (2025)	\$50,910		\$58,609		\$63,536		\$70,236		
Projected Median Household Income (2030)	\$51,210		\$57,592		\$62,767		\$69,424		
Census Median Household Income (2010)	\$34,811		\$33,287		\$35,825		\$39,619		
Census Median Household Income (2000)	\$31,011		\$31,687		\$33,657		\$36,761		
Projected Annual Change (2025-2030)	\$299	0.1%	-\$1,017	-0.3%	-\$769	-0.2%	-\$812	-0.2%	
Historical Annual Change (2000-2025)	\$19,899	2.6%	\$26,922	3.4%	\$29,879	3.6%	\$33,475	3.6%	
Per Capita Income									
Estimated Per Capita Income (2025)	\$26,349		\$35,341		\$37,695		\$40,678		
Projected Per Capita Income (2030)	\$26,492		\$35,823		\$38,471		\$41,666		
Census Per Capita Income (2010)	\$16,510		\$17,786		\$18,819		\$20,372		
Census Per Capita Income (2000)	\$15,541		\$15,815		\$16,809		\$17,760		
Projected Annual Change (2025-2030)	\$143	0.1%	\$482	0.3%	\$775	0.4%	\$987	0.5%	
Historical Annual Change (2000-2025)	\$10,807	2.8%	\$19,526	4.9%	\$20,887	5.0%	\$22,918	5.2%	
Estimated Average Household Net Worth (2025)	\$587,648		\$676,046		\$726,557		\$854,036		

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Eastland Plaza										
Bloomington, IN			1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Race and Ethnicity										
Total Population (2025)			19,087		76,233		103,470		136,991	
White (2025)			13,835	72.5%	59,382	77.9%	82,325	79.6%	113,111	82.6%
Black or African American (2025)			922	4.8%	3,650	4.8%	5,059	4.9%	5,607	4.1%
American Indian or Alaska Native (2025)			41	0.2%	147	0.2%	197	0.2%	238	0.2%
Asian (2025)			2,850	14.9%	7,920	10.4%	9,109	8.8%	9,772	7.1%
Hawaiian or Pacific Islander (2025)			11	-	21	-	29	-	37	-
Other Race (2025)			429	2.2%	1,173	1.5%	1,466	1.4%	1,695	1.2%
Two or More Races (2025)			998	5.2%	3,939	5.2%	5,284	5.1%	6,531	4.8%
Population < 18 (2025)			1,226	6.4%	8,610	11.3%	13,544	13.1%	19,815	14.5%
White Not Hispanic			826	67.3%	6,060	70.4%	9,873	72.9%	15,348	77.5%
Black or African American			64	5.2%	508	5.9%	770	5.7%	877	4.4%
Asian			136	11.1%	787	9.1%	962	7.1%	1,047	5.3%
Other Race Not Hispanic			104	8.5%	615	7.1%	976	7.2%	1,294	6.5%
Hispanic			96	7.9%	640	7.4%	963	7.1%	1,249	6.3%
Not Hispanic or Latino Population (2025)			17,986	94.2%	71,923	94.3%	97,909	94.6%	130,427	95.2%
Not Hispanic White			13,618	75.7%	58,164	80.9%	80,704	82.4%	111,150	85.2%
Not Hispanic Black or African American			892	5.0%	3,565	5.0%	4,948	5.1%	5,486	4.2%
Not Hispanic American Indian or Alaska Native			16	-	64	-	91	-	112	-
Not Hispanic Asian			2,846	15.8%	7,892	11.0%	9,072	9.3%	9,731	7.5%
Not Hispanic Hawaiian or Pacific Islander			5	-	14	-	16	-	22	-
Not Hispanic Other Race			51	0.3%	99	0.1%	134	0.1%	168	0.1%
Not Hispanic Two or More Races			557	3.1%	2,126	3.0%	2,943	3.0%	3,758	2.9%
Hispanic or Latino Population (2025)			1,101	5.8%	4,310	5.7%	5,561	5.4%	6,564	4.8%
Hispanic White			217	19.8%	1,219	28.3%	1,621	29.1%	1,960	29.9%
Hispanic Black or African American			29	2.7%	86	2.0%	111	2.0%	122	1.9%
Hispanic American Indian or Alaska Native			25	2.3%	83	1.9%	106	1.9%	125	1.9%
Hispanic Asian			4	0.3%	28	0.7%	37	0.7%	42	0.6%
Hispanic Hawaiian or Pacific Islander			6	0.5%	7	0.2%	13	0.2%	15	0.2%
Hispanic Other Race			378	34.4%	1,073	24.9%	1,332	24.0%	1,527	23.3%
Hispanic Two or More Races			442	40.1%	1,814	42.1%	2,341	42.1%	2,773	42.2%
Not Hispanic or Latino Population (2020)			17,512	94.0%	69,958	94.4%	95,721	94.7%	129,148	95.4%
Hispanic or Latino Population (2020)			1,112	6.0%	4,120	5.6%	5,396	5.3%	6,287	4.6%
Not Hispanic or Latino Population (2010)			17,604	96.3%	71,806	96.6%	97,732	96.6%	129,706	97.0%
Hispanic or Latino Population (2010)			671	3.7%	2,503	3.4%	3,427	3.4%	3,983	3.0%
Not Hispanic or Latino Population (2030)			16,925	94.2%	68,435	94.3%	92,432	94.4%	121,996	94.9%
Hispanic or Latino Population (2030)			1,042	5.8%	4,157	5.7%	5,438	5.6%	6,532	5.1%
Projected Annual Growth (2025-2030)			-59	-1.1%	-152	-0.7%	-123	-0.4%	-32	-
Historical Annual Growth (2010-2020)			442	6.6%	1,617	6.5%	1,969	5.7%	2,304	5.8%

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Total Age Distribution (2025)									
Total Population	19,087		76,233		103,470		136,991		
Age Under 5 Years	341	1.8%	2,503	3.3%	3,902	3.8%	5,506	4.0%	
Age 5 to 9 Years	353	1.8%	2,621	3.4%	4,115	4.0%	5,955	4.3%	
Age 10 to 14 Years	370	1.9%	2,553	3.3%	4,025	3.9%	6,064	4.4%	
Age 15 to 19 Years	7,347	38.5%	11,045	14.5%	11,993	11.6%	13,191	9.6%	
Age 20 to 24 Years	4,159	21.8%	20,720	27.2%	23,587	22.8%	25,258	18.4%	
Age 25 to 29 Years	1,429	7.5%	6,461	8.5%	8,651	8.4%	10,235	7.5%	
Age 30 to 34 Years	768	4.0%	4,597	6.0%	6,569	6.3%	8,655	6.3%	
Age 35 to 39 Years	550	2.9%	3,620	4.7%	5,471	5.3%	7,586	5.5%	
Age 40 to 44 Years	495	2.6%	3,314	4.3%	5,211	5.0%	7,645	5.6%	
Age 45 to 49 Years	435	2.3%	2,792	3.7%	4,426	4.3%	6,721	4.9%	
Age 50 to 54 Years	354	1.9%	2,561	3.4%	4,156	4.0%	6,409	4.7%	
Age 55 to 59 Years	356	1.9%	2,430	3.2%	4,023	3.9%	6,433	4.7%	
Age 60 to 64 Years	406	2.1%	2,425	3.2%	4,043	3.9%	6,719	4.9%	
Age 65 to 69 Years	466	2.4%	2,615	3.4%	4,179	4.0%	6,672	4.9%	
Age 70 to 74 Years	383	2.0%	2,136	2.8%	3,340	3.2%	5,396	3.9%	
Age 75 to 79 Years	336	1.8%	1,583	2.1%	2,450	2.4%	3,883	2.8%	
Age 80 to 84 Years	226	1.2%	1,045	1.4%	1,626	1.6%	2,389	1.7%	
Age 85 Years or Over	313	1.6%	1,211	1.6%	1,703	1.6%	2,276	1.7%	
Median Age	23.6		28.8		31.3		34.6		
Age 19 Years or Less	8,411	44.1%	18,723	24.6%	24,034	23.2%	30,716	22.4%	
Age 20 to 64 Years	8,953	46.9%	48,920	64.2%	66,139	63.9%	85,660	62.5%	
Age 65 Years or Over	1,724	9.0%	8,590	11.3%	13,297	12.9%	20,615	15.0%	
Female Age Distribution (2025)									
Female Population	5,574	29.2%	30,889	40.5%	44,673	43.2%	61,513	44.9%	
Age Under 5 Years	143	2.6%	1,171	3.8%	1,868	4.2%	2,668	4.3%	
Age 5 to 9 Years	175	3.1%	1,238	4.0%	1,969	4.4%	2,832	4.6%	
Age 10 to 14 Years	177	3.2%	1,154	3.7%	1,868	4.2%	2,838	4.6%	
Age 15 to 19 Years	177	3.2%	999	3.2%	1,437	3.2%	1,983	3.2%	
Age 20 to 24 Years	1,683	30.2%	8,694	28.1%	10,232	22.9%	11,048	18.0%	
Age 25 to 29 Years	677	12.2%	2,947	9.5%	3,996	8.9%	4,822	7.8%	
Age 30 to 34 Years	324	5.8%	2,045	6.6%	2,978	6.7%	4,042	6.6%	
Age 35 to 39 Years	239	4.3%	1,641	5.3%	2,573	5.8%	3,608	5.9%	
Age 40 to 44 Years	244	4.4%	1,580	5.1%	2,519	5.6%	3,710	6.0%	
Age 45 to 49 Years	226	4.1%	1,325	4.3%	2,177	4.9%	3,339	5.4%	
Age 50 to 54 Years	170	3.0%	1,194	3.9%	1,994	4.5%	3,121	5.1%	
Age 55 to 59 Years	183	3.3%	1,171	3.8%	1,994	4.5%	3,216	5.2%	
Age 60 to 64 Years	197	3.5%	1,197	3.9%	2,024	4.5%	3,429	5.6%	
Age 65 to 69 Years	254	4.6%	1,362	4.4%	2,198	4.9%	3,485	5.7%	
Age 70 to 74 Years	208	3.7%	1,120	3.6%	1,764	3.9%	2,813	4.6%	
Age 75 to 79 Years	195	3.5%	866	2.8%	1,330	3.0%	2,083	3.4%	
Age 80 to 84 Years	123	2.2%	557	1.8%	881	2.0%	1,283	2.1%	
Age 85 Years or Over	179	3.2%	628	2.0%	873	2.0%	1,193	1.9%	
Female Median Age	28.7		31.5		33.7		37.0		
Age 19 Years or Less	672	12.1%	4,562	14.8%	7,142	16.0%	10,322	16.8%	
Age 20 to 64 Years	3,943	70.7%	21,794	70.6%	30,486	68.2%	40,335	65.6%	
Age 65 Years or Over	959	17.2%	4,533	14.7%	7,045	15.8%	10,857	17.6%	

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Eastland Plaza									
Bloomington, IN		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Male Age Distribution (2025)									
Male Population	13,512	70.8%	45,344	59.5%	58,797	56.8%	75,478	55.1%	
Age Under 5 Years	198	1.5%	1,332	2.9%	2,033	3.5%	2,838	3.8%	
Age 5 to 9 Years	177	1.3%	1,383	3.0%	2,146	3.6%	3,122	4.1%	
Age 10 to 14 Years	194	1.4%	1,400	3.1%	2,156	3.7%	3,226	4.3%	
Age 15 to 19 Years	7,170	53.1%	10,046	22.2%	10,557	18.0%	11,207	14.8%	
Age 20 to 24 Years	2,476	18.3%	12,026	26.5%	13,355	22.7%	14,210	18.8%	
Age 25 to 29 Years	752	5.6%	3,514	7.7%	4,655	7.9%	5,413	7.2%	
Age 30 to 34 Years	444	3.3%	2,552	5.6%	3,591	6.1%	4,613	6.1%	
Age 35 to 39 Years	312	2.3%	1,979	4.4%	2,898	4.9%	3,978	5.3%	
Age 40 to 44 Years	251	1.9%	1,734	3.8%	2,692	4.6%	3,935	5.2%	
Age 45 to 49 Years	209	1.5%	1,467	3.2%	2,249	3.8%	3,381	4.5%	
Age 50 to 54 Years	185	1.4%	1,367	3.0%	2,162	3.7%	3,288	4.4%	
Age 55 to 59 Years	173	1.3%	1,259	2.8%	2,029	3.5%	3,217	4.3%	
Age 60 to 64 Years	209	1.5%	1,228	2.7%	2,020	3.4%	3,289	4.4%	
Age 65 to 69 Years	212	1.6%	1,253	2.8%	1,981	3.4%	3,187	4.2%	
Age 70 to 74 Years	175	1.3%	1,016	2.2%	1,576	2.7%	2,583	3.4%	
Age 75 to 79 Years	141	1.0%	717	1.6%	1,121	1.9%	1,800	2.4%	
Age 80 to 84 Years	102	0.8%	487	1.1%	745	1.3%	1,106	1.5%	
Age 85 Years or Over	134	1.0%	584	1.3%	830	1.4%	1,083	1.4%	
Male Median Age	21.6		27.1		29.5		32.7		
Age 19 Years or Less	7,739	57.3%	14,161	31.2%	16,892	28.7%	20,394	27.0%	
Age 20 to 64 Years	5,009	37.1%	27,127	59.8%	35,652	60.6%	45,325	60.1%	
Age 65 Years or Over	764	5.7%	4,057	8.9%	6,253	10.6%	9,759	12.9%	
Males per 100 Females (2025)									
Overall Comparison	242		147		132		123		
Age Under 5 Years	139	58.1%	114	53.2%	109	52.1%	106	51.5%	
Age 5 to 9 Years	101	50.3%	112	52.8%	109	52.1%	110	52.4%	
Age 10 to 14 Years	110	52.3%	121	54.8%	115	53.6%	114	53.2%	
Age 15 to 19 Years	4,050	97.6%	1,005	91.0%	735	88.0%	565	85.0%	
Age 20 to 24 Years	147	59.5%	138	58.0%	131	56.6%	129	56.3%	
Age 25 to 29 Years	111	52.6%	119	54.4%	116	53.8%	112	52.9%	
Age 30 to 34 Years	137	57.8%	125	55.5%	121	54.7%	114	53.3%	
Age 35 to 39 Years	130	56.6%	121	54.7%	113	53.0%	110	52.4%	
Age 40 to 44 Years	103	50.7%	110	52.3%	107	51.7%	106	51.5%	
Age 45 to 49 Years	92	48.0%	111	52.5%	103	50.8%	101	50.3%	
Age 50 to 54 Years	109	52.1%	114	53.4%	108	52.0%	105	51.3%	
Age 55 to 59 Years	94	48.6%	108	51.8%	102	50.4%	100	50.0%	
Age 60 to 64 Years	106	51.5%	103	50.6%	100	50.0%	96	49.0%	
Age 65 to 69 Years	84	45.6%	92	47.9%	90	47.4%	91	47.8%	
Age 70 to 74 Years	84	45.7%	91	47.6%	89	47.2%	92	47.9%	
Age 75 to 79 Years	72	42.0%	83	45.3%	84	45.7%	86	46.4%	
Age 80 to 84 Years	83	45.3%	87	46.6%	85	45.8%	86	46.3%	
Age 85 Years or Over	74	42.7%	93	48.2%	95	48.8%	91	47.6%	
Age 19 Years or Less	1,152	92.0%	310	75.6%	237	70.3%	198	66.4%	
Age 20 to 39 Years	136	57.7%	131	56.7%	124	55.3%	120	54.5%	
Age 40 to 64 Years	101	50.2%	109	52.2%	104	51.0%	102	50.4%	
Age 65 Years or Over	80	44.3%	89	47.2%	89	47.0%	90	47.3%	

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Household Type (2025)									
Total Households	5,797		31,727		43,897		57,950		
Households with Children	849	14.6%	5,580	17.6%	8,521	19.4%	12,330	21.3%	
Average Household Size	1.9		2.0		2.1		2.1		
Household Density per Square Mile	1,846		1,123		559		185		
Population Family	5,566	29.2%	35,198	46.2%	54,057	52.2%	80,121	58.5%	
Population Non-Family	5,598	29.3%	28,250	37.1%	36,315	35.1%	43,574	31.8%	
Population Group Quarters	7,923	41.5%	12,785	16.8%	13,098	12.7%	13,297	9.7%	
Family Households	2,003	34.6%	12,536	39.5%	18,868	43.0%	27,578	47.6%	
Married Couple Households	1,474	73.6%	8,390	66.9%	13,016	69.0%	20,173	73.1%	
Other Family Households with Children	529	26.4%	4,146	33.1%	5,852	31.0%	7,405	26.9%	
Family Households with Children	842	42.0%	5,551	44.3%	8,484	45.0%	12,286	44.5%	
Married Couple with Children	612	72.7%	3,310	59.6%	5,287	62.3%	8,205	66.8%	
Other Family Households with Children	230	27.3%	2,240	40.4%	3,196	37.7%	4,081	33.2%	
Family Households No Children	1,161	58.0%	6,985	55.7%	10,384	55.0%	15,292	55.5%	
Married Couple No Children	862	74.2%	5,080	72.7%	7,729	74.4%	11,968	78.3%	
Other Family Households No Children	299	25.8%	1,906	27.3%	2,655	25.6%	3,324	21.7%	
Non-Family Households	3,794	65.4%	19,191	60.5%	25,030	57.0%	30,371	52.4%	
Non-Family Households with Children	7	0.2%	29	0.2%	38	0.2%	44	0.1%	
Non-Family Households No Children	3,787	99.8%	19,162	99.8%	24,992	99.8%	30,327	99.9%	
Average Family Household Size	2.8		2.8		2.9		2.9		
Average Family Income	\$130,231		\$127,112		\$126,793		\$133,026		
Median Family Income	\$103,326		\$101,894		\$100,590		\$103,516		
Average Non-Family Household Size	1.5		1.5		1.5		1.4		
Marital Status (2025)									
Population Age 15 Years or Over	18,023		68,555		91,429		119,466		
Never Married	13,922	77.2%	44,057	64.3%	51,625	56.5%	58,036	48.6%	
Currently Married	2,468	13.7%	15,012	21.9%	23,984	26.2%	39,310	32.9%	
Previously Married	1,633	9.1%	9,486	13.8%	15,820	17.3%	22,120	18.5%	
Separated	279	17.1%	1,651	17.4%	2,563	16.2%	3,328	15.0%	
Widowed	454	27.8%	1,925	20.3%	3,030	19.2%	4,209	19.0%	
Divorced	900	55.1%	5,909	62.3%	10,227	64.6%	14,583	65.9%	
Educational Attainment (2025)									
Adult Population Age 25 Years or Over	6,517		36,790		55,849		81,018		
Elementary (Grade Level 0 to 8)	48	0.7%	447	1.2%	669	1.2%	941	1.2%	
Some High School (Grade Level 9 to 11)	102	1.6%	991	2.7%	1,981	3.5%	2,934	3.6%	
High School Graduate	850	13.0%	5,611	15.3%	9,807	17.6%	16,410	20.3%	
Some College	772	11.8%	4,875	13.3%	8,233	14.7%	13,413	16.6%	
Associate Degree Only	286	4.4%	1,899	5.2%	3,243	5.8%	5,503	6.8%	
Bachelor Degree Only	1,858	28.5%	9,613	26.1%	14,254	25.5%	19,789	24.4%	
Graduate Degree	2,600	39.9%	13,353	36.3%	17,661	31.6%	22,030	27.2%	
Any College (Some College or Higher)	5,517	84.6%	29,740	80.8%	43,391	77.7%	60,734	75.0%	
College Degree + (Bachelor Degree or Higher)	4,459	68.4%	22,966	62.4%	31,915	57.1%	41,818	51.6%	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 39.1627/-86.5008

Eastland Plaza									
Bloomington, IN									
	1 mi radius			3 mi radius		5 mi radius		10 mi radius	
Housing									
Total Housing Units (2025)	6,636			36,324		50,140		66,301	
Total Housing Units (2020)	6,427			33,459		46,377		61,861	
Historical Annual Growth (2020-2025)	209	0.7%		2,865	1.7%	3,763	1.6%	4,439	1.4%
Housing Units Occupied (2025)	5,797	87.4%		31,727	87.3%	43,897	87.5%	57,950	87.4%
Housing Units Owner-Occupied	1,607	27.7%		10,570	33.3%	17,644	40.2%	29,307	50.6%
Housing Units Renter-Occupied	4,190	72.3%		21,157	66.7%	26,254	59.8%	28,643	49.4%
Housing Units Vacant (2025)	839	12.6%		4,597	12.7%	6,243	12.5%	8,351	12.6%
Household Size (2025)									
Total Households	5,797			31,727		43,897		57,950	
1 Person Households	2,483	42.8%		12,891	40.6%	17,355	39.5%	21,673	37.4%
2 Person Households	2,102	36.3%		11,498	36.2%	15,479	35.3%	20,324	35.1%
3 Person Households	638	11.0%		3,678	11.6%	5,390	12.3%	7,437	12.8%
4 Person Households	407	7.0%		2,466	7.8%	3,708	8.4%	5,470	9.4%
5 Person Households	112	1.9%		829	2.6%	1,331	3.0%	2,028	3.5%
6 Person Households	36	0.6%		238	0.8%	424	1.0%	673	1.2%
7 or More Person Households	18	0.3%		125	0.4%	210	0.5%	344	0.6%
Household Income Distribution (2025)									
HH Income \$200,000 or More	479	8.3%		2,842	9.0%	3,803	8.7%	5,246	9.1%
HH Income \$150,000 to \$199,999	389	6.7%		1,595	5.0%	2,406	5.5%	3,971	6.9%
HH Income \$125,000 to \$149,999	194	3.3%		1,634	5.2%	2,586	5.9%	3,980	6.9%
HH Income \$100,000 to \$124,999	366	6.3%		1,997	6.3%	3,244	7.4%	5,023	8.7%
HH Income \$75,000 to \$99,999	399	6.9%		2,684	8.5%	4,614	10.5%	6,915	11.9%
HH Income \$50,000 to \$74,999	874	15.1%		5,245	16.5%	7,420	16.9%	9,814	16.9%
HH Income \$35,000 to \$49,999	655	11.3%		3,110	9.8%	4,488	10.2%	5,685	9.8%
HH Income \$25,000 to \$34,999	600	10.3%		2,993	9.4%	3,674	8.4%	4,608	8.0%
HH Income \$15,000 to \$24,999	448	7.7%		2,757	8.7%	3,683	8.4%	4,290	7.4%
HH Income \$10,000 to \$14,999	400	6.9%		2,029	6.4%	2,483	5.7%	2,564	4.4%
HH Income Under \$10,000	993	17.1%		4,842	15.3%	5,495	12.5%	5,854	10.1%
Household Vehicles (2025)									
Households 0 Vehicles Available	1,030	17.8%		4,416	13.9%	5,158	11.7%	5,625	9.7%
Households 1 Vehicle Available	2,553	44.0%		14,274	45.0%	19,095	43.5%	22,685	39.1%
Households 2 Vehicles Available	1,389	24.0%		8,732	27.5%	13,148	30.0%	18,973	32.7%
Households 3 or More Vehicles Available	825	14.2%		4,305	13.6%	6,496	14.8%	10,666	18.4%
Total Vehicles Available	7,954			46,543		67,586		97,256	
Average Vehicles per Household	1.4			1.5		1.5		1.7	
Owner-Occupied Household Vehicles	2,772			18,699		32,965		59,015	
Average Vehicles per Owner-Occupied Household	1.7			1.8		1.9		2.0	
Renter-Occupied Household Vehicles	5,181			27,844		34,621		38,241	
Average Vehicles per Renter-Occupied Household	1.2			1.3		1.3		1.3	
Travel Time (2025)									
Worker Base Age 16 years or Over	9,486			42,189		58,204		78,299	
Travel to Work in 14 Minutes or Less	3,995	42.1%		16,790	39.8%	22,802	39.2%	27,223	34.8%
Travel to Work in 15 to 29 Minutes	2,865	30.2%		12,057	28.6%	17,732	30.5%	26,568	33.9%
Travel to Work in 30 to 59 Minutes	847	8.9%		4,565	10.8%	6,491	11.2%	10,026	12.8%
Travel to Work in 60 Minutes or More	267	2.8%		1,098	2.6%	1,648	2.8%	2,606	3.3%
Work at Home	1,512	15.9%		7,681	18.2%	9,533	16.4%	11,877	15.2%
Average Minutes Travel to Work	13.7			14.4		14.7		15.9	

Complete Profile

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Eastland Plaza									
Bloomington, IN									
	1 mi radius			3 mi radius		5 mi radius		10 mi radius	
Transportation To Work (2025)									
Worker Base Age 16 years or Over	9,486		42,189		58,204		78,299		
Drive to Work Alone	4,707	49.6%	23,757	56.3%	35,649	61.2%	51,066	65.2%	
Drive to Work in Carpool	788	8.3%	3,507	8.3%	5,343	9.2%	7,311	9.3%	
Travel to Work by Public Transportation	671	7.1%	1,547	3.7%	1,682	2.9%	1,763	2.3%	
Drive to Work on Motorcycle	2	-	21	-	29	-	111	0.1%	
Bicycle to Work	144	1.5%	730	1.7%	807	1.4%	838	1.1%	
Walk to Work	1,560	16.4%	4,606	10.9%	4,754	8.2%	4,845	6.2%	
Other Means	103	1.1%	340	0.8%	408	0.7%	488	0.6%	
Work at Home	1,512	15.9%	7,681	18.2%	9,533	16.4%	11,877	15.2%	
Daytime Demographics (2025)									
Total Businesses	674		3,249		4,472		5,562		
Total Employees	8,547		30,965		49,878		57,983		
Company Headquarter Businesses	12	1.8%	87	2.7%	125	2.8%	158	2.8%	
Company Headquarter Employees	3,341	39.1%	6,407	20.7%	8,349	16.7%	9,340	16.1%	
Employee Population per Business	12.7	to 1	9.5	to 1	11.2	to 1	10.4	to 1	
Residential Population per Business	28.3	to 1	23.5	to 1	23.1	to 1	24.6	to 1	
Adj. Daytime Demographics Age 16 Years or Over	17,038		56,980		82,543		98,307		
Labor Force									
Labor Population Age 16 Years or Over (2025)	17,979		68,270		90,972		118,751		
Labor Force Total Males (2025)	12,920	71.9%	41,072	60.2%	52,195	57.4%	65,887	55.5%	
Male Civilian Employed	6,352	49.2%	24,595	59.9%	32,842	62.9%	43,424	65.9%	
Male Civilian Unemployed	322	2.5%	1,124	2.7%	1,386	2.7%	1,648	2.5%	
Males in Armed Forces	-	-	59	0.1%	93	0.2%	115	0.2%	
Males Not in Labor Force	6,246	48.3%	15,293	37.2%	17,875	34.2%	20,699	31.4%	
Labor Force Total Females (2025)	5,059	28.1%	27,198	39.8%	38,777	42.6%	52,864	44.5%	
Female Civilian Employed	3,136	62.0%	17,601	64.7%	25,372	65.4%	34,887	66.0%	
Female Civilian Unemployed	228	4.5%	695	2.6%	1,033	2.7%	1,316	2.5%	
Females in Armed Forces	-	-	-	-	-	-	-	-	
Females Not in Labor Force	1,695	33.5%	8,902	32.7%	12,371	31.9%	16,661	31.5%	
Unemployment Rate	550	3.1%	1,819	2.7%	2,419	2.7%	2,964	2.5%	
Occupation (2025)									
Occupation Population Age 16 Years or Over	9,486		42,189		58,204		78,299		
Occupation Total Males	6,350	66.9%	24,588	58.3%	32,832	56.4%	43,412	55.4%	
Occupation Total Females	3,136	33.1%	17,601	41.7%	25,372	43.6%	34,887	44.6%	
Management, Business, Financial Operations	1,312	13.8%	6,003	14.2%	8,627	14.8%	12,022	15.4%	
Professional, Related	3,736	39.4%	17,433	41.3%	23,797	40.9%	30,739	39.3%	
Service	1,680	17.7%	6,494	15.4%	8,181	14.1%	10,646	13.6%	
Sales, Office	1,299	13.7%	6,074	14.4%	8,553	14.7%	12,195	15.6%	
Farming, Fishing, Forestry	15	0.2%	55	0.1%	83	0.1%	128	0.2%	
Construction, Extraction, Maintenance	601	6.3%	2,399	5.7%	3,489	6.0%	5,023	6.4%	
Production, Transport, Material Moving	843	8.9%	3,732	8.8%	5,473	9.4%	7,546	9.6%	
White Collar Workers	6,347	66.9%	29,510	69.9%	40,978	70.4%	54,956	70.2%	
Blue Collar Workers	3,138	33.1%	12,679	30.1%	17,226	29.6%	23,343	29.8%	

Complete Profile

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Eastland Plaza									
Bloomington, IN									
	1 mi radius		3 mi radius		5 mi radius		10 mi radius		
Units In Structure (2025)									
Total Units	5,797		31,727		43,897		57,950		
1 Detached Unit	1,987	34.3%	12,638	39.8%	20,087	45.8%	31,477	54.3%	
1 Attached Unit	315	5.4%	2,030	6.4%	2,730	6.2%	3,332	5.7%	
2 Units	69	1.2%	926	2.9%	1,108	2.5%	1,478	2.6%	
3 to 4 Units	538	9.3%	1,946	6.1%	2,330	5.3%	2,646	4.6%	
5 to 9 Units	861	14.8%	3,732	11.8%	4,993	11.4%	5,188	9.0%	
10 to 19 Units	820	14.2%	3,404	10.7%	4,135	9.4%	4,440	7.7%	
20 to 49 Units	561	9.7%	3,654	11.5%	4,030	9.2%	4,176	7.2%	
50 or More Units	581	10.0%	2,816	8.9%	3,247	7.4%	3,296	5.7%	
Mobile Home or Trailer	65	1.1%	580	1.8%	1,236	2.8%	1,917	3.3%	
Other Structure	-	-	1	-	1	-	1	-	
Homes Built By Year (2025)									
Homes Built 2020 or later	42	0.6%	599	1.6%	792	1.6%	1,064	1.6%	
Homes Built 2010 to 2019	353	5.3%	3,064	8.4%	4,130	8.2%	5,633	8.5%	
Homes Built 2000 to 2009	840	12.7%	5,044	13.9%	7,316	14.6%	9,626	14.5%	
Homes Built 1990 to 1999	1,191	17.9%	6,774	18.6%	9,108	18.2%	11,742	17.7%	
Homes Built 1980 to 1989	677	10.2%	3,470	9.6%	4,742	9.5%	6,330	9.5%	
Homes Built 1970 to 1979	941	14.2%	3,979	11.0%	5,933	11.8%	8,708	13.1%	
Homes Built 1960 to 1969	660	9.9%	3,428	9.4%	5,129	10.2%	6,557	9.9%	
Homes Built 1950 to 1959	709	10.7%	2,197	6.0%	2,896	5.8%	3,533	5.3%	
Homes Built 1940 to 1949	173	2.6%	848	2.3%	1,015	2.0%	1,205	1.8%	
Homes Built Before 1939	212	3.2%	2,325	6.4%	2,838	5.7%	3,551	5.4%	
Median Age of Homes	43.5	yrs	41.3	yrs	40.9	yrs	40.5	yrs	
Home Values (2025)									
Owner Specified Housing Units	1,607		10,570		17,644		29,307		
Home Values \$1,000,000 or More	22	1.4%	111	1.1%	349	2.0%	657	2.2%	
Home Values \$750,000 to \$999,999	206	12.8%	527	5.0%	886	5.0%	1,408	4.8%	
Home Values \$500,000 to \$749,999	191	11.9%	1,354	12.8%	1,725	9.8%	2,662	9.1%	
Home Values \$400,000 to \$499,999	218	13.6%	1,222	11.6%	1,749	9.9%	2,750	9.4%	
Home Values \$300,000 to \$399,999	577	35.9%	3,144	29.7%	4,793	27.2%	7,502	25.6%	
Home Values \$250,000 to \$299,999	111	6.9%	1,223	11.6%	2,176	12.3%	4,048	13.8%	
Home Values \$200,000 to \$249,999	137	8.6%	1,386	13.1%	2,575	14.6%	4,412	15.1%	
Home Values \$175,000 to \$199,999	52	3.3%	383	3.6%	779	4.4%	1,248	4.3%	
Home Values \$150,000 to \$174,999	49	3.1%	442	4.2%	889	5.0%	1,803	6.2%	
Home Values \$125,000 to \$149,999	13	0.8%	161	1.5%	340	1.9%	660	2.3%	
Home Values \$100,000 to \$124,999	4	0.2%	83	0.8%	171	1.0%	298	1.0%	
Home Values \$90,000 to \$99,999	12	0.7%	79	0.7%	126	0.7%	251	0.9%	
Home Values \$80,000 to \$89,999	-	-	8	-	12	-	48	0.2%	
Home Values \$70,000 to \$79,999	-	-	-	-	-	-	1	-	
Home Values \$60,000 to \$69,999	-	-	7	-	16	-	86	0.3%	
Home Values \$50,000 to \$59,999	3	0.2%	9	-	19	0.1%	33	0.1%	
Home Values \$35,000 to \$49,999	-	-	-	-	-	-	2	-	
Home Values \$25,000 to \$34,999	1	-	84	0.8%	237	1.3%	364	1.2%	
Home Values \$10,000 to \$24,999	1	-	206	1.9%	402	2.3%	561	1.9%	
Home Values Under \$10,000	8	0.5%	141	1.3%	399	2.3%	512	1.7%	
Owner-Occupied Median Home Value	\$408,896		\$340,210		\$318,873		\$311,385		
Renter-Occupied Median Rent	\$1,081		\$1,030		\$1,009		\$993		

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
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Lat/Lon: 39.1627/-86.5008

Eastland Plaza Bloomington, IN		1 mi radius	3 mi radius	5 mi radius	10 mi radius
Total Annual Consumer Expenditure (2025)					
Total Household Expenditure		\$457.03 M	\$2.59 B	\$3.72 B	\$5.23 B
Total Non-Retail Expenditure		\$234.96 M	\$1.32 B	\$1.88 B	\$2.61 B
Total Retail Expenditure		\$222.06 M	\$1.27 B	\$1.84 B	\$2.62 B
Alcoholic Beverages		\$2.76 M	\$15.66 M	\$22.62 M	\$31.88 M
Apparel		\$8.44 M	\$47.83 M	\$68.89 M	\$96.62 M
Contributions		\$14.03 M	\$79.7 M	\$115.77 M	\$164.91 M
Education		\$10.1 M	\$57.35 M	\$83.12 M	\$117.9 M
Entertainment		\$26.29 M	\$148.89 M	\$214.18 M	\$299.95 M
Food Away From Home		\$19.99 M	\$113.38 M	\$163.45 M	\$229.6 M
Grocery		\$31.41 M	\$177.64 M	\$253.07 M	\$347.59 M
Health Care		\$31.34 M	\$172.62 M	\$247.67 M	\$342.6 M
Household Furnishings and Equipment		\$12.04 M	\$68.29 M	\$98.54 M	\$138.66 M
Household Operations		\$8.63 M	\$48.88 M	\$70.11 M	\$97.86 M
Miscellaneous Expenses		\$7.79 M	\$44.12 M	\$63.67 M	\$89.53 M
Personal Care		\$6.08 M	\$34.42 M	\$49.18 M	\$67.93 M
Shelter		\$82.58 M	\$459.02 M	\$644.73 M	\$870.23 M
Tax and Retirement		\$103.36 M	\$587.14 M	\$850.15 M	\$1.22 B
Tobacco and Related		\$2.61 M	\$14.73 M	\$20.51 M	\$27.1 M
Transportation		\$67.08 M	\$391.02 M	\$575.77 M	\$833.44 M
Utilities		\$22.51 M	\$127.24 M	\$181.08 M	\$248.21 M
Monthly Household Consumer Expenditure (2025)					
Total Household Expenditure		\$6,570	\$6,797	\$7,067	\$7,519
Total Non-Retail Expenditure		\$3,378 51.4%	\$3,472 51.1%	\$3,570 50.5%	\$3,757 50.0%
Total Retail Expenditures		\$3,192 48.6%	\$3,326 48.9%	\$3,497 49.5%	\$3,762 50.0%
Alcoholic Beverages		\$40 0.6%	\$41 0.6%	\$43 0.6%	\$46 0.6%
Apparel		\$121 1.8%	\$126 1.8%	\$131 1.9%	\$139 1.8%
Contributions		\$202 3.1%	\$209 3.1%	\$220 3.1%	\$237 3.2%
Education		\$145 2.2%	\$151 2.2%	\$158 2.2%	\$170 2.3%
Entertainment		\$378 5.8%	\$391 5.8%	\$407 5.8%	\$431 5.7%
Food Away From Home		\$287 4.4%	\$298 4.4%	\$310 4.4%	\$330 4.4%
Grocery		\$452 6.9%	\$467 6.9%	\$480 6.8%	\$500 6.6%
Health Care		\$450 6.9%	\$453 6.7%	\$470 6.7%	\$493 6.6%
Household Furnishings and Equipment		\$173 2.6%	\$179 2.6%	\$187 2.6%	\$199 2.7%
Household Operations		\$124 1.9%	\$128 1.9%	\$133 1.9%	\$141 1.9%
Miscellaneous Expenses		\$112 1.7%	\$116 1.7%	\$121 1.7%	\$129 1.7%
Personal Care		\$87 1.3%	\$90 1.3%	\$93 1.3%	\$98 1.3%
Shelter		\$1,187 18.1%	\$1,206 17.7%	\$1,224 17.3%	\$1,251 16.6%
Tax and Retirement		\$1,486 22.6%	\$1,542 22.7%	\$1,614 22.8%	\$1,761 22.8%
Tobacco and Related		\$38 0.6%	\$39 0.6%	\$39 0.6%	\$39 0.5%
Transportation		\$964 14.7%	\$1,027 15.1%	\$1,093 15.5%	\$1,199 15.9%
Utilities		\$324 4.9%	\$334 4.9%	\$344 4.9%	\$357 4.7%