

Graphic Profile

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

Lat/Lon: 39.1626/-86.5805

500 Liberty Dr Bloomington, IN 47404

	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2023)	6,453	43,940	103,558
Projected Population (2028)	6,619	46,302	108,098
Census Population (2020)	6,557	43,739	102,901
Census Population (2010)	6,694	40,988	102,534
Projected Annual Growth (2023-2028)	166 0.5%	2,362 1.1%	4,540 0.9%
Historical Annual Growth (2020-2023)	-104 -0.5%	201 0.2%	657 0.2%
Historical Annual Growth (2010-2020)	-137 -0.2%	2,752 0.7%	367 -
Estimated Population Density (2023)	2,055 <i>psm</i>	1,555 <i>psm</i>	1,319 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>

1 mi radius population trend

3 mi radius population trend

5 mi radius population trend

Race and Ethnicity (2023)						
Not Hispanic or Latino Population						
White	6,174	95.7%	41,290	94.0%	99,096	95.7%
Black or African American	566	9.2%	2,665	6.5%	4,293	4.3%
American Indian or Alaska Native	9	0.1%	43	0.1%	87	-
Asian	308	5.0%	2,728	6.6%	17,588	17.7%
Hawaiian or Pacific Islander	2	-	9	-	16	-
Other Race	8	0.1%	59	0.1%	141	0.1%
Two or More Races	200	3.2%	1,220	3.0%	2,567	2.6%
Hispanic or Latino Population						
White	279	4.3%	2,650	6.0%	4,462	4.3%
Black or African American	98	35.1%	815	30.7%	1,360	30.5%
Black or African American	13	4.6%	66	2.5%	104	2.3%
American Indian or Alaska Native	7	2.4%	51	1.9%	84	1.9%
Asian	1	0.4%	19	0.7%	47	1.1%
Hispanic Hawaiian or Pacific Islander	-	-	1	-	4	-
Other Race	52	18.7%	607	22.9%	967	21.7%
Two or More Races	108	38.7%	1,092	41.2%	1,896	42.5%

1 mi radius racial composition

3 mi radius racial composition

5 mi radius racial composition

White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

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Age Distribution (2023)							
Age Under 5 Years	401	6.2%	2,144	4.9%	4,342	4.2%	
Age 5 to 9 Years	342	5.3%	1,829	4.2%	4,218	4.1%	
Age 10 to 14 Years	270	4.2%	1,690	3.8%	4,141	4.0%	
Age 15 to 19 Years	381	5.9%	2,906	6.6%	11,904	11.5%	
Age 20 to 24 Years	968	15.0%	11,725	26.7%	23,532	22.7%	
Age 25 to 29 Years	619	9.6%	4,522	10.3%	8,699	8.4%	
Age 30 to 34 Years	500	7.8%	3,237	7.4%	6,680	6.5%	
Age 35 to 39 Years	373	5.8%	2,409	5.5%	5,398	5.2%	
Age 40 to 44 Years	332	5.1%	2,031	4.6%	5,032	4.9%	
Age 45 to 49 Years	271	4.2%	1,666	3.8%	4,117	4.0%	
Age 50 to 54 Years	295	4.6%	1,700	3.9%	4,175	4.0%	
Age 55 to 59 Years	280	4.3%	1,644	3.7%	4,217	4.1%	
Age 60 to 64 Years	298	4.6%	1,632	3.7%	4,328	4.2%	
Age 65 to 69 Years	301	4.7%	1,588	3.6%	4,068	3.9%	
Age 70 to 74 Years	323	5.0%	1,357	3.1%	3,399	3.3%	
Age 75 to 79 Years	212	3.3%	834	1.9%	2,217	2.1%	
Age 80 to 84 Years	140	2.2%	532	1.2%	1,506	1.5%	
Age 85 Years or Over	148	2.3%	493	1.1%	1,585	1.5%	
Median Age	32.5		29.1		30.9		
Generation (2023)							
iGeneration (Age Under 15 Years)	1,012	15.7%	5,662	12.9%	12,701	12.3%	
Generation 9/11 Millennials (Age 15 to 34 Years)	2,469	38.3%	22,391	51.0%	50,815	49.1%	
Gen Xers (Age 35 to 49 Years)	976	15.1%	6,106	13.9%	14,546	14.0%	
Baby Boomers (Age 50 to 74 Years)	1,496	23.2%	7,922	18.0%	20,188	19.5%	
Silent Generation (Age 75 to 84 Years)	352	5.5%	1,366	3.1%	3,723	3.6%	
G.I. Generation (Age 85 Years or Over)	148	2.3%	493	1.1%	1,585	1.5%	

Graphic Profile

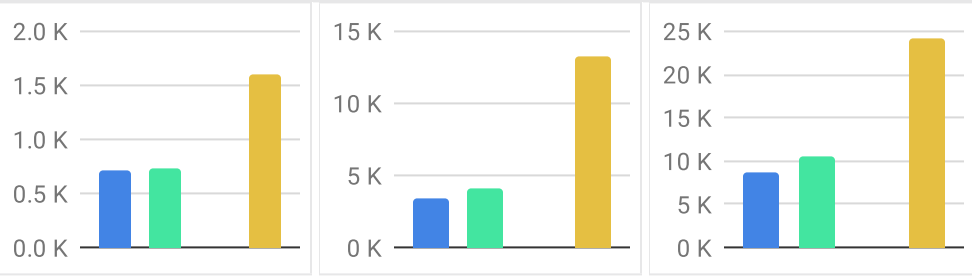
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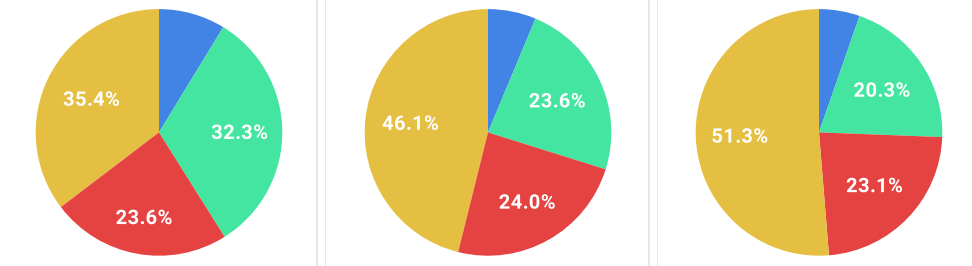
	1 mi radius	3 mi radius	5 mi radius
Household Type (2023)			
Total Households	3,039	20,945	43,488
Family Households	1,437 47.3%	7,644 36.5%	19,241 44.2%
Family Households with Children	705 49.0%	3,474 45.4%	8,703 45.2%
Family Households No Children	732 51.0%	4,170 54.6%	10,539 54.8%
Non-Family Households	1,602 52.7%	13,300 63.5%	24,247 55.8%
Non-Family Households with Children	2 0.2%	13 -	25 0.1%
Non-Family Households No Children	1,600 99.8%	13,287 99.9%	24,222 99.9%

- Family Households w/ Children
- Family Households No Children
- Non-Family Households w/ Children
- Non-Family Households No Children



Education Attainment (2023)			
Elementary or Some High School	357 8.7%	1,488 6.3%	2,957 5.3%
High School Graduate	1,323 32.3%	5,570 23.6%	11,235 20.3%
Some College or Associate Degree	964 23.6%	5,685 24.0%	12,802 23.1%
Bachelor or Graduate Degree	1,446 35.4%	10,903 46.1%	28,427 51.3%

- Elementary or Some High School
- High School Graduate
- Some College or Associate Degree
- Bachelor or Graduate Degree



Household Income (2023)			
Estimated Average Household Income	\$57,342	\$60,879	\$79,950
Estimated Median Household Income	\$45,776	\$45,537	\$58,313
HH Income Under \$10,000	167 5.5%	2,709 12.9%	4,811 11.1%
HH Income \$10,000 to \$34,999	962 31.7%	6,132 29.3%	10,576 24.3%
HH Income \$35,000 to \$49,999	491 16.1%	2,913 13.9%	5,443 12.5%
HH Income \$50,000 to \$74,999	649 21.4%	3,699 17.7%	7,393 17.0%
HH Income \$75,000 to \$99,999	333 11.0%	1,991 9.5%	4,637 10.7%
HH Income \$100,000 to \$149,999	319 10.5%	2,066 9.9%	5,329 12.3%
HH Income \$150,000 or More	118 3.9%	1,434 6.8%	5,299 12.2%

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5 mi radius

3 mi radius

1 mi radius