DEMOGRAPHICS & PROJECTIONS 2

FINDINGS AND KEY QUESTIONS

Findings

- With a median age of 24 years, a median family income of $86,851 (well above the state and national averages), and nearly half of its residents holding a bachelor's degree or higher, Normal's demographic profile can be described as young, well-educated, and affluent. This is one of the greatest economic strengths of the Town and the BN metro area.

- Normal has nearly equivalent shares of family and non-family households with 53% percent of the former and 47% of the latter. This unusually high proportion of non-family households can be attributed to the student enrollment at ISU. The student population presents many unique opportunities and challenges to the community.

- With more than 85% of the Town's population identifying as white, Normal's demographic composition is less ethnically and racially diverse than Illinois' or the nation's. The share of residents identifying as Hispanic is approximately 4.1%, far below the state and national share. Within the Hispanic population, over 60% identify as white.

- Despite recent local economic challenges, such as the closure of Mitsubishi Motors and changes to local employment at State Farm, Normal's population is projected to grow while university enrollment remains stable. This projection is in keeping with the Town's strong history of population growth, itself a reflection of the metro area's economic strengths such as its strategic location, market access, educated workforce, and presence of major corporations.

- While not at the same scale as national trends, Normal's family size is shrinking and its non-student population is slowly aging. These trends are hidden by the disproportionately large population of college-aged residents. As the community grows but ISU enrollment remains stable, these trends will become more pronounced.

- Because of their demographic dominance, Millennials are having a transformative effect on the structure of their communities. As young adults, they have shown preferences for mixed-use neighborhoods, multimodal accessibility, and other urban amenities. Aging Baby Boomers are drawn to the cultural and educational amenities of college communities.

Key Questions

- How do we accommodate the changing housing, land use, transportation, and employment preferences of Millennials, Boomers, and other demographic groups?

- How can we do a better job at retaining our college graduates, most of whom currently leave the community?

- Do our community's demographic characteristics create barriers for certain groups (such as lower-income residents or racial and ethnic minorities)? If so, can the Town reduce these barriers through its policies and practices or is this a structural issue arising from the twin city dynamic?

An understanding of current conditions in Normal first requires analysis of the Town's most critical component, its residents. This chapter reviews Normal's demographic composition and examines the Town's history to determine its relevance to calculating a sustainable future path. Analysis of the current demographic profile considers the Town's levels of economic, ethnic, racial, income, and other types of diversity in the Town population. The profile is also compared to population and growth trends in the region, state, nation, and globally, as the Town must now assess its future in a global context. The data and discussion in this chapter are the foundation from which updating the Town's vision may be considered and the goals promulgated by the comprehensive plan addressed.

Unless otherwise noted, data are drawn from the 2010 Decennial Census[2.1-2.3].

POPULATION

Normal has grown a great deal in its 150 years, especially in the past 50 years. The decade between 1960 and 1970 saw the population nearly double, and by 2010 the Town had nearly doubled its 1970 population (see Figure 1.2.2). Some of this growth is explained by significant increases in enrollment at Illinois State University during this era – the University grew from 4,469 enrolled students in the fall of 1960 to 17,549 in the fall of 1970. Enrollment continued to grow and eventually reached equilibrium at roughly 21,000 students enrolled annually. This growth in the student population spurred an influx of ISU faculty and other university staff. Businesses targeting the student population, including retail, entertainment, and the development of off-campus housing, also created population growth and redevelopment.

More recently, the corporate realignment taking place at State Farm has occasioned changes in the Bloomington-Normal employment and housing markets. While Normal is not as directly affected as Bloomington, the company's size and influence in the area's economic life mean that there are impacts throughout the community. Although subject to the consequences of realignment at the largest local employer, the Town's stability is supported by the presence of ISU and the Advocate BroMenn Regional Medical Center, both of which are less vulnerable to private market pressures and employment outsourcing.

The Town's population growth through its history should be considered not only in terms of absolute numbers of people but also with respect to the rate of change. During the century of slower growth, rates of population change were variable but not a burden to the community, as the actual numbers remained low. After the population explosion that followed ISU's expansion and community impacts resulting from the opening of the Diamond Star/Mitsubishi automotive plant, the rate of population change became a measure of the demands that might be placed on the Town's resources. However, the rate of growth over the past 25 years is more moderate than in the 1970s and 1980s.

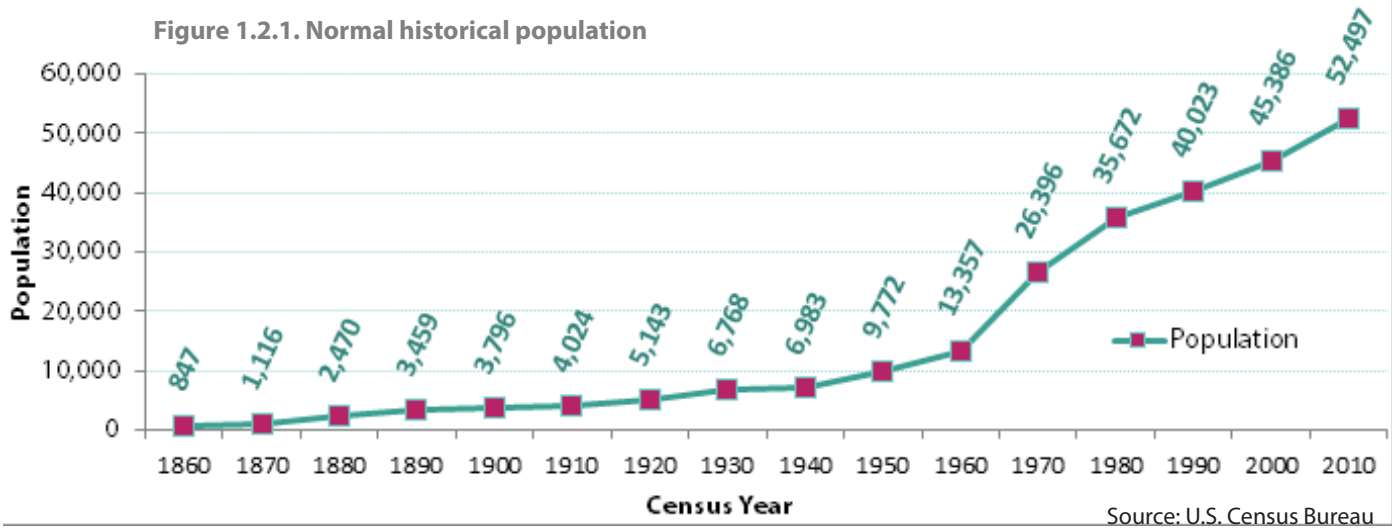
Although the economic crisis of the mid-2000s had substantial effects locally and in the region, with particular impacts on the housing

2.1 U.S. Census data: Much of the demographics and population discussion in this chapter relies on U.S. Census Bureau data. Census data are compiled through a number of programs focused on specific demographic and socioeconomic issues, but the analysis herein relies on two primary sources.

2.2 The Decennial Census: As required by the Constitution and administered under Title 13 of the United States Code, every ten years the Census Bureau conducts the Census on which Congressional representation is based. The content of the Census survey is determined by Congress and has varied over the years. In 2010 the survey was limited to a 10-question format, but as in every Census it was intended to reach every person residing in the United States on April 1, 2010, a 100% tally of the country.

2.3 The American Community Survey (ACS): In place of the "long form" survey formerly used in the Decennial Census, demographic data such as economic status, education, employment and many other characteristics of the nation's population are collected through the American Community Survey. This program, while described by the Census Bureau as part of the Decennial Census, does not attempt to reach all residents. The ACS is a continuing survey of a changing sample of residents, with results reported in 1, 3 and 5 year aggregations. Due to the comparatively small sample sizes and the locations surveyed, the ACS is inherently less reliable than the Decennial Census itself. The Census Bureau acknowledges this limitation by publishing margin of error estimates for the results published.

Figure 1.2.1. Normal historical population



Source: U.S. Census Bureau

and construction market, as of the 2010 Census Normal did not show the slowing of population growth found elsewhere in McLean County and Central Illinois, including the City of Bloomington.

DISTRIBUTION BY AGE

As in other college towns, Normal has a proportionately high population of young adults, those in the dominant years for higher education.

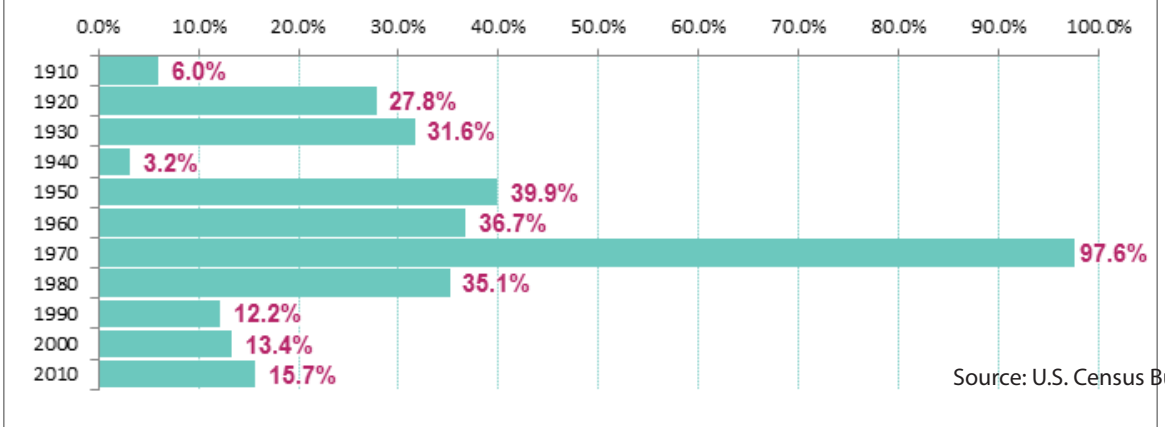
The population pyramid in Figure 1.2.4 demonstrates the expression of other general trends. These include:

1. A slight increase in the proportion of residents at or above retirement age, more pronounced among people older than 75 than among the newly retired.
2. The percentage of the population aged 35 to 44 contracted, reflecting the transition from a large generational cohort in the Baby Boomers to the smaller overall population group of the now middle-aged Generation X, which now takes a larger local population share as the Boomers age, move away, or die.

Two large-scale demographic trends are reflected in these results. The first, a global phenomenon, is an increase in the proportion of the population that is at or over the age of 65. Although in Normal this trend is not a dominant influence, it is evident in the slight increase in older residents.

The Town is well ahead of the demographic curve on the second trend, the anticipated Millennial population explosion. This largest-ever American population cohort has established itself already in Normal, accounting for slightly more than 50% of the 2010 population (see Figure 1.2.5). A significant segment of the Millennial population that attends local institutions of higher learning originates from within the community or from nearby in central Illinois. ISU estimates that roughly 18% of its enrollment is local, residing in

Figure 1.2.2. Normal historical population change, percentage by decade

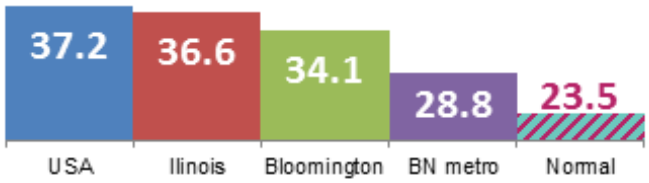


Source: U.S. Census Bureau

McLean County or surrounding areas in central Illinois. Heartland Community College draws the vast majority of its students from local and regional residents.

As discussed with regard to projecting population later in this chapter, only a portion of this Millennial population is likely to settle permanently in Normal (or Bloomington-Normal); those who located in Normal specifically to pursue an education, and those local students who have completed their education, may well seek employment elsewhere. For those who remain, their preferences in meeting their needs are likely to shift over time as did those of earlier generations. However, in the context of expected social, environmental and economic changes of genuinely global proportions, the patterns of past generations will confront substantially altered expectations and realities. If it is the Town's goal to retain a greater share of these educated young people as long-term residents in the Normal of the 21st century, policies and practices that are mindful of their generational characteristics will help reach that goal.

Figure 1.2.3. Median age in years



Normal is a very young community, with a median age well below that of the Bloomington-Normal metro area, the state, and the nation.

As reported by the Urban Land Institute, and like any group making their way through the stages of life, Millennials find their preferences shifting along with their circumstances. Many emerged into the job market in the teeth of the recession, and accordingly found that their resources dictated extended residence with family or in more affordable urban neighborhoods rather than in expensive downtown districts. Half rent rather than purchase homes, perhaps an artifact of the recession as well as their still-young profile. True to their reputation, they favor safe neighborhoods where car use is occasional rather than constant, with usable options for walking, biking,

Figure 1.2.4. Population distribution in Normal by age and gender, 2000 and 2010 Census

The "population pyramid" for population distribution in the Town captures the 2000 and 2010 Census enumerations. The pyramid also illustrates the slightly higher proportion of female versus male residents, which reflects trends in higher education throughout the United States.

and transit access to work, education and entertainment. They tend to marry later than earlier generations. Most intend to pursue home ownership and anticipate better economic conditions to come. They focus on affordability and flexibility in housing and transportation.

While the Millennials have staked out a majority demographic position in Normal, the Town is still influenced by the last record-setting generation, the Baby Boomers. (Nationally, these groups hold nearly equal percentage shares of the population, with the Millennials edging ahead.) In Normal, although represented in nearly equal proportion to the later Generations X and Z, the Boomers have impacts beyond their numbers. For most of their lives this group has dominated the American discussion on major issues, including education, economics, culture, civil rights, equality, and aging. Many shifts in national opinion have been pushed forward by this group.

The leading wave of the Boomers is well into retirement, and the trailing edge is now into its fifties. To respond to the disparate needs of the oldest and youngest Boomers, the Town must consider accessibility in public and private settings, opportunities for a more active senior lifestyle, availability of health care for this aging population, and housing choices that appeal to downsized families. *Fundamental to these needs is the underlying policy question—does the Town wish to retain and attract these residents? If so, how can the vision for Normal and the framework of the comprehensive plan inform and support that policy?*

Across the country, many communities seek to attract this cohort of active adults likely to bring both work experience and comparative affluence with them. A particular affinity has developed between Boomers and college towns, with Boomers being drawn to the cultural and educational resources in college communities.

Despite the popular image of active and affluent retirees decamping to Florida, Texas, and the Southwest, many Boomers are choosing to stay in their homes and home communities, sometimes finding smaller housing options but otherwise choosing to "age in place." The Nielsen Company finds that few Boomers expect to relocate into assisted living but may reconsider over time.

As noted previously, a particular affinity has developed between those Boomers seeking a more active retirement and communities with colleges or universities. For many Normal Boomers, the preferences for aging in place and enjoying the collegiate atmosphere will be met in the Town, forestalling relocation to warmer or more urban settings.

HOUSEHOLD SIZE

Compared to the rest of the region, state, and nation, the Town's distribution of family households versus non-family households[2.4] is

Figure 1.2.5. Normal population share by generational group

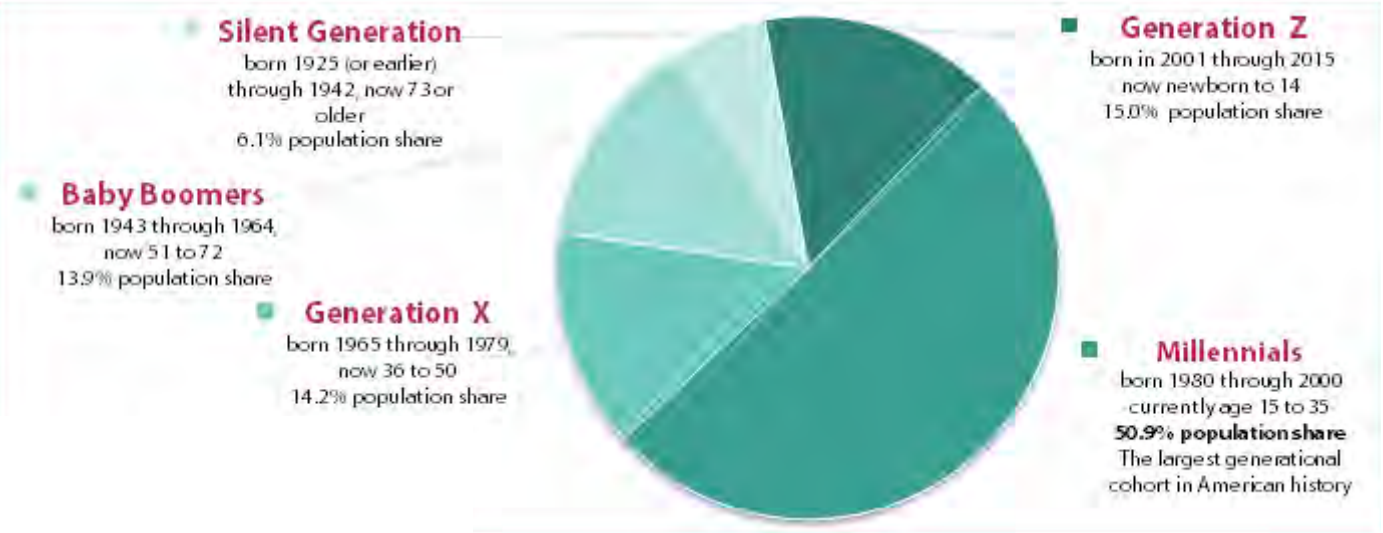
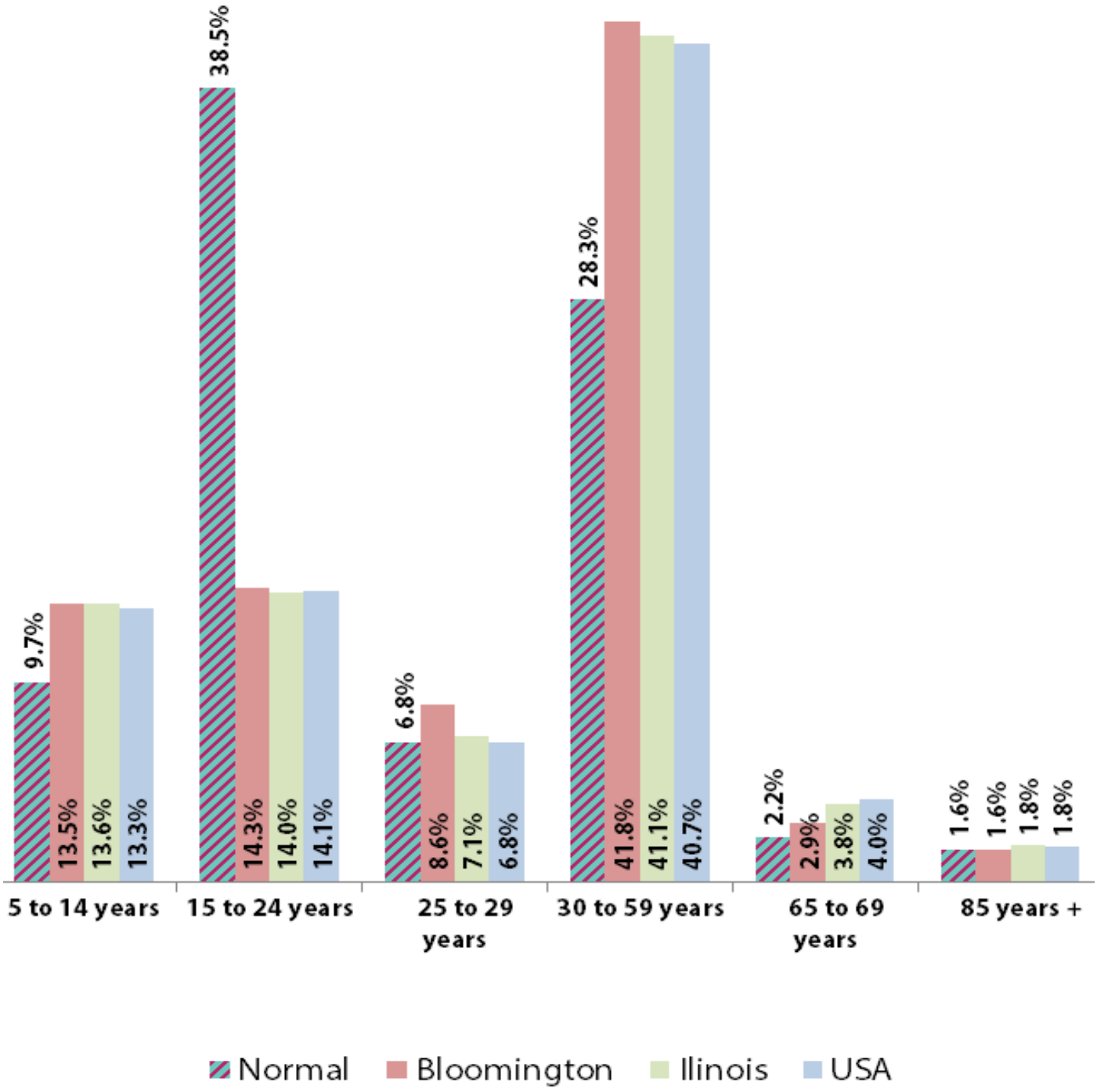


Figure 1.2.6. Comparative representation of significant population groups by age



5 to 14 (school-age children): Residents in the likely parental cohorts represent a higher percentage of the Town population than their likely children. Two known demographic trends may explain this finding. (1) There is a continuing trend towards delaying children as future parents and particularly mothers establish themselves in the workplace. (2) In highly developed countries such as the United States, there is also an established trend towards smaller families.

15 to 24 (young adults): The many higher educational institutions in Normal explain the large population share of young adults, especially those between the ages of 18 and 24. While a portion of these residents originate from McLean County and surrounding parts of Central Illinois, a substantial number migrate from outside the area to attend college and are likely to leave upon graduation.

30-59 (core employment years): The Town also has a notable underrepresentation of adult residents in their prime income-earning years, from ages 30 to 59. The lower percentage of persons in this age group also may explain the lower share of the population occupied by school age children. In addition, residents in this group comprise the core of the tax base as likely homeowners and consumers of goods and services.

Map 1.2.1. Concentrations of selected age groups

Concentration of Families with Children Under 17

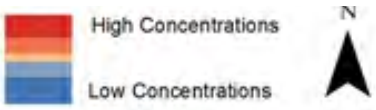
Concentration of Young Adults (18 to 24)

Source: Census 2010, Analysis Scale: Block, Table: SF1-P12
Census data was corrected for Block 4019 to reflect local knowledge.

Concentration of Seniors (65 and Older)

Concentration of Senior Exemptions

Source: Normal Township Assessor; August 2015 snapshot ; Analysis Scale: Parcel Level



Families with children under 17 are found across much of the community but particularly in newer suburban neighborhoods. Such families and young adult residents practice mutual avoidance in neighborhood choice. In contrast, young adults and senior residents share neighborhoods in some instances but live separately in others. Seniors are somewhat concentrated in older neighborhoods, including areas surrounding the ISU campus. Other concentrations are shown through the illustration of senior exemptions, particularly highlighting neighborhoods in southeast Normal.

skewed toward non-family households (see Figure 1.2.7). This is easily accounted for by the households formed by the thousands of students living in off-campus housing in the Town and elsewhere. Analysis of household data in this chapter concentrates on family households as the more accurate reflection of household characteristics in Normal.

As a percentage of all households, the prevalence of families with children under 18 is 3.5% to 4% smaller than the prevalence of such families regionally, statewide, and nationally. Average family size is only slightly smaller than the norm, but there are fewer households composed of families with children. The interrelated phenomena of older first-time parents and smaller family sizes

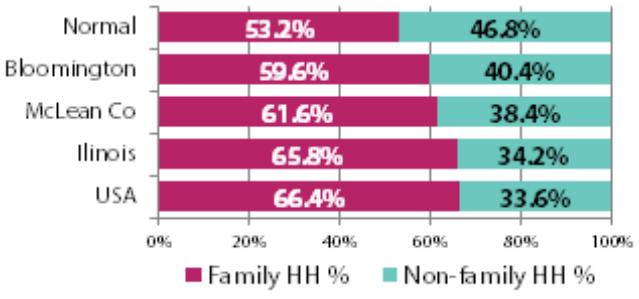
2.4 Definition of Households and Families

Census data from the American Community Survey is reported for people in various kinds of living arrangements, including non-family households and family households. As defined by the Census Bureau, these consist of the following:

A household includes all the persons who occupy a housing unit as their usual place of residence. A housing unit is a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied (or if vacant, is intended for occupancy) as separate living quarters. Separate living quarters are those in which the occupants live and eat separately from any other persons in the building and which have direct access from outside the building or through a common hall. The occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements.

A family consists of a householder and one or more people living in the same household who are related to the householder by birth, marriage, or adoption. All people in a household who are related to the householder are regarded as members of his or her family. A family household may contain people not related to the householder, but those people are not included as part of the householder's family tabulations. Thus, the number of family households is equal to the number of families, but family households may include more members than do families. A household can contain only one family for purposes of tabulations. Not all households contain families since a household may be comprised of a group of unrelated people or of one person living alone.

Figure 1.2.7. Family and non-family households



Source: American Community Survey, 2007-2013

Table 1.2.1 Town of Normal Households

Total population	**52,497**	
Households vs. Group Quarters	**Count**	**% of people**
Population in households (HH)	44,165	84.1%
In group quarters	8,332	15.9%
Household Types		
Total households	17,993	**% of HH**
Family households (families)	9,576	53.2%
Nonfamily households	8,417	46.8%
Two-spouse family	7,227	40.2%
With children under 18	3,312	18.4%
Male householder, no spouse	605	3.4%
With children under 18	303	1.7%
Female householder, no spouse	1,744	9.7%
With children under 18	1,125	6.3%
Other relatives	1,272	7.1%
Under 18 years	443	2.5%
65 years and over	168	0.9%
Nonrelatives	6,912	38.4%
Under 18 years	137	0.8%
65 years and over	68	0.4%
HHs with persons under 18	5,018	27.9%
HHs with persons 65 years & over	2,835	15.8%
Householder living alone	4,866	27.0%
Male	2,095	11.6%
65 years and over	273	1.5%
Female	2,771	15.4%
65 years and over	904	5.0%
Group Quarters		
Institutionalized population	391	0.74%
Male	107	0.20%
Female	284	0.54%

Source: 2010 Census

support the continuation of a smaller cohort of children over the coming years. Both these phenomena and the current proportionately smaller cohort of adults aged 30 and 59 (see Figure 1.2.6) have implications for the Town's future growth that the comprehensive plan must address.

EDUCATION

Due to the array of educational institutions available to Normal residents and employers with high educational attainment requirements for their workforces, the Town's population is educated well beyond state and national norms, even slightly exceeding attainment levels elsewhere in McLean County. This is impressive, as the county and Bloomington also boast nearly universal completion of high school and completion of post-secondary degrees well above state and national levels. Nearly half of Normal residents have a bachelor's or advanced degree (see Figure 1.2.8).

DIVERSITY

Often discussions of community diversity focus specifically on racial and ethnic identity. This approach is reinforced by the parameters established for the collection of population data. The Town, particularly in the recent Uptown development efforts, recognizes the presence of residents of different age groups, races and ethnicities; ranges of ability to function in the community; LGBT and other orientations; and other measures of a diverse population.

Although diversity is often assumed due to the presence of many higher education institutions and organizations, Normal residents are predominantly white (see Figure 1.2.9). The Town's overall demographic composition is less ethnically and racially diverse than Illinois' or the nation's.

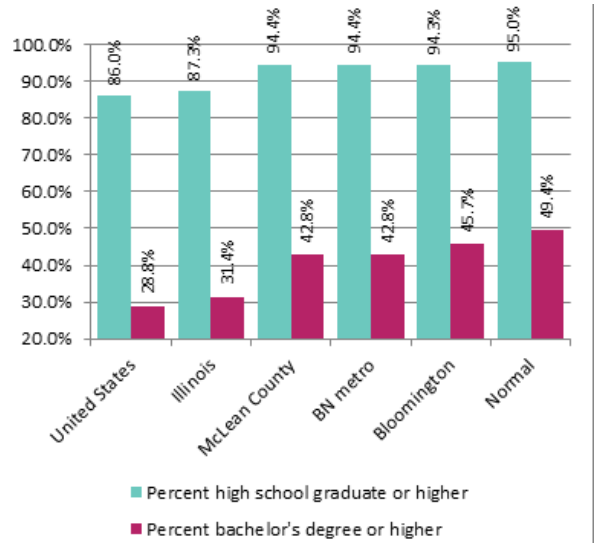
Similarly, Normal's share of residents identifying as Hispanic is approximately 4.1%, far below the state and national share of 16.3% of Hispanic persons in the 2010 Census (see Figure 1.2.10). Within the Town's Hispanic population, over 60% of Census respondents identify as white.

Normal's sense of diversity is enhanced by its more than 2,800 foreign-born residents (about 5% of the population), gathered here from across the world (see Table 1.2.2).

INCOME

Normal is generally an affluent community. Median household income, at $53,270, is in

Figure 1.2.8. Comparison of educational attainment



Source: American Community Survey, 2007-2013

Figure 1.2.9. Racial identification in Normal

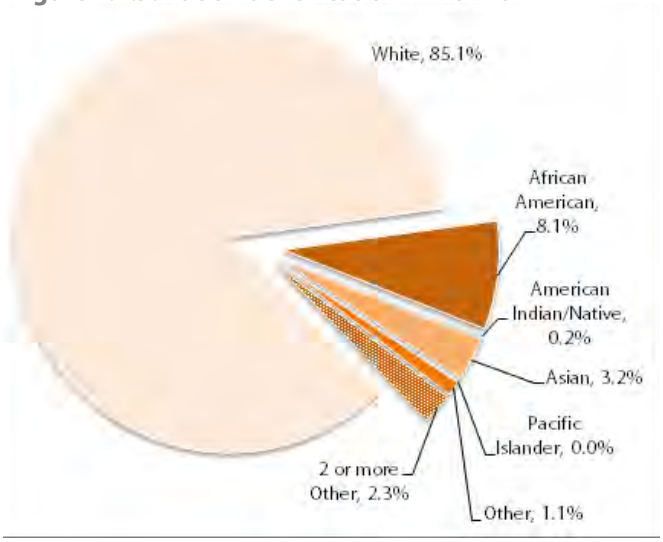
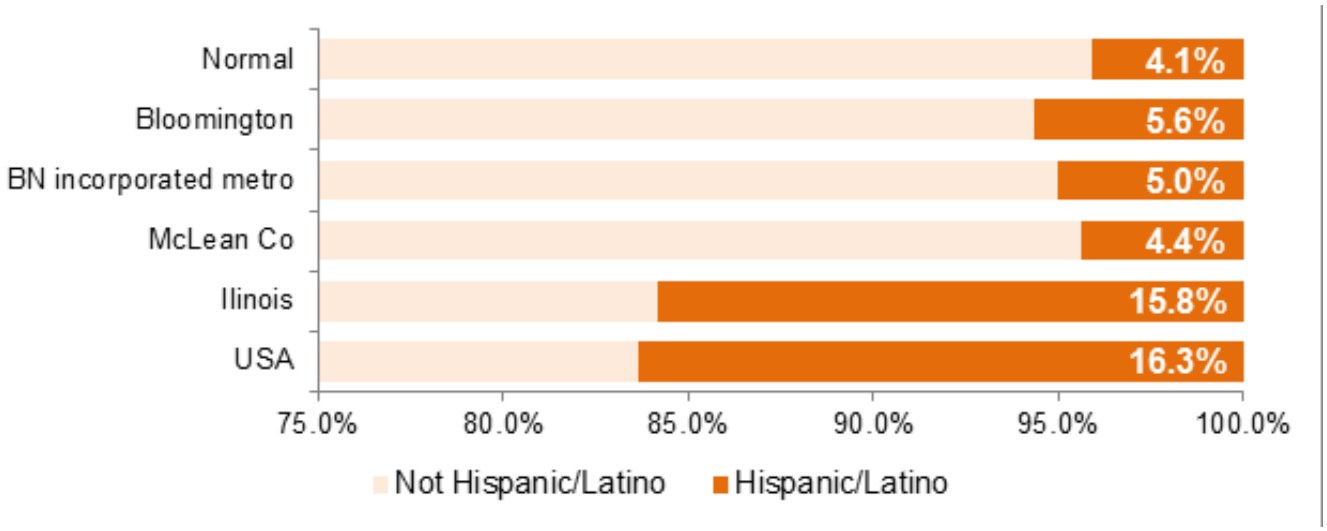


Table 1.2.2. Foreign-born residents by area of origin

Europe	369
Asia	1,614
Africa	61
Oceania	47
Americas	730
Total:	2,821

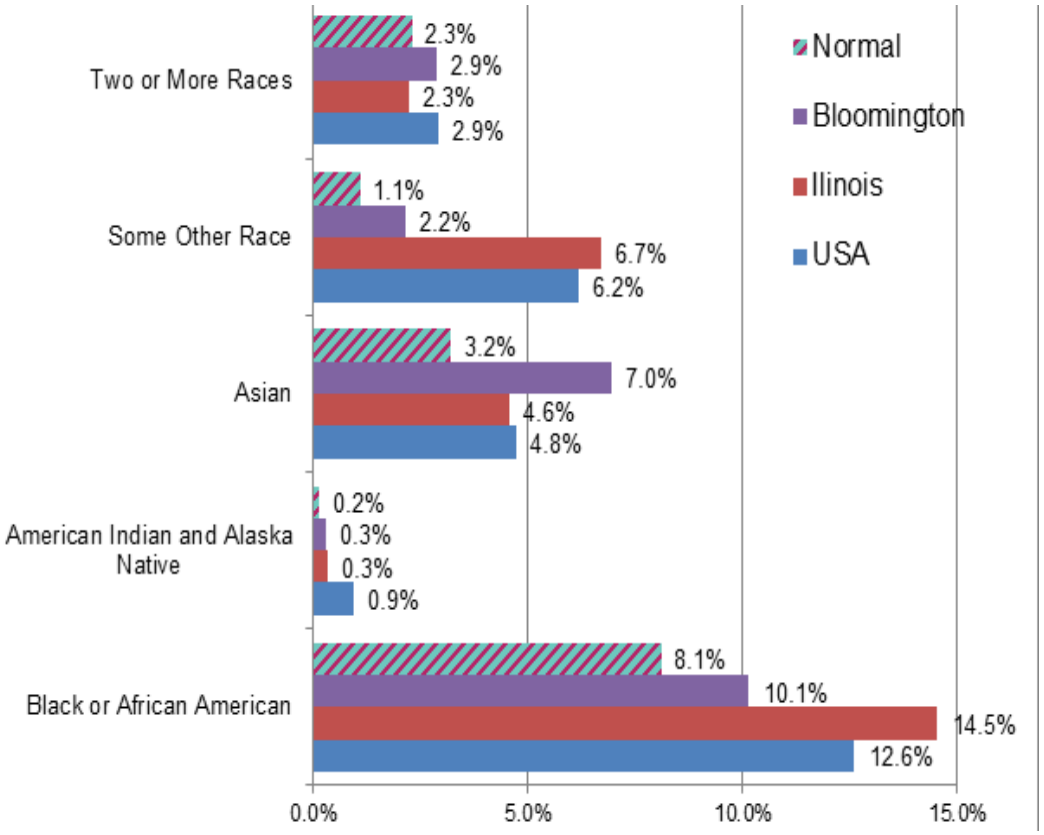
Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

Figure 1.2.10. Comparison of Hispanic/Latino populations



The graph above illustrates the low levels of Hispanic residents in the Twin Cities and McLean County as compared to state and national percentages. The Census Bureau records Hispanic/Latino ethnicity separately from racial identification, meaning that Census respondents may identify as Hispanic and also identify with one or more racial categories. While this approach complicates the analysis of diversity, it recognizes the wide range of origins and traditions in the Hispanic diaspora throughout the Western Hemisphere.

Figure 1.2.11. Comparison of racial identification



85% of the Town population is classified as white, compared to 72.4% of the national population and 71.5% of the state population. In 2010, African Americans comprised 12.6% of the national population, 14.5% of the state population, and only 8.1% of the Town population. Persons identifying as Asian are also less represented in Normal than in Illinois and the nation.

Map 1.2.2. Concentrations of selected racial and ethnic groups

Concentration of African American Households

Concentration of Asian Households

Concentration of Hispanic Households

Concentration of Households with Two or More Races

Race Concentrations

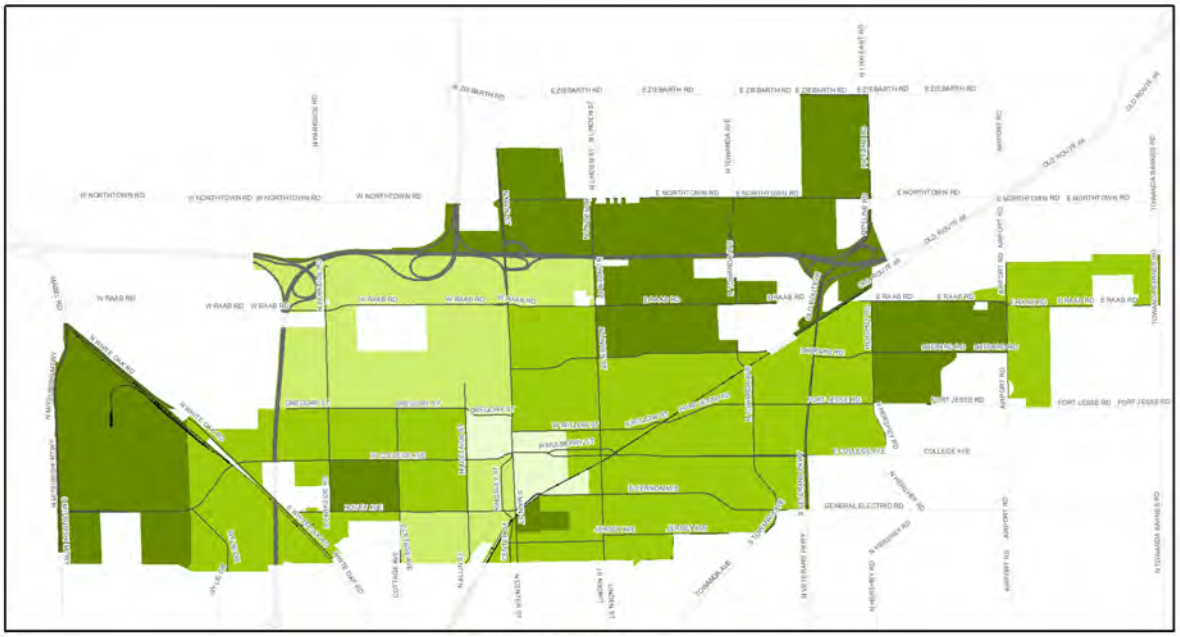
High Concentrations

Low Concentrations

N

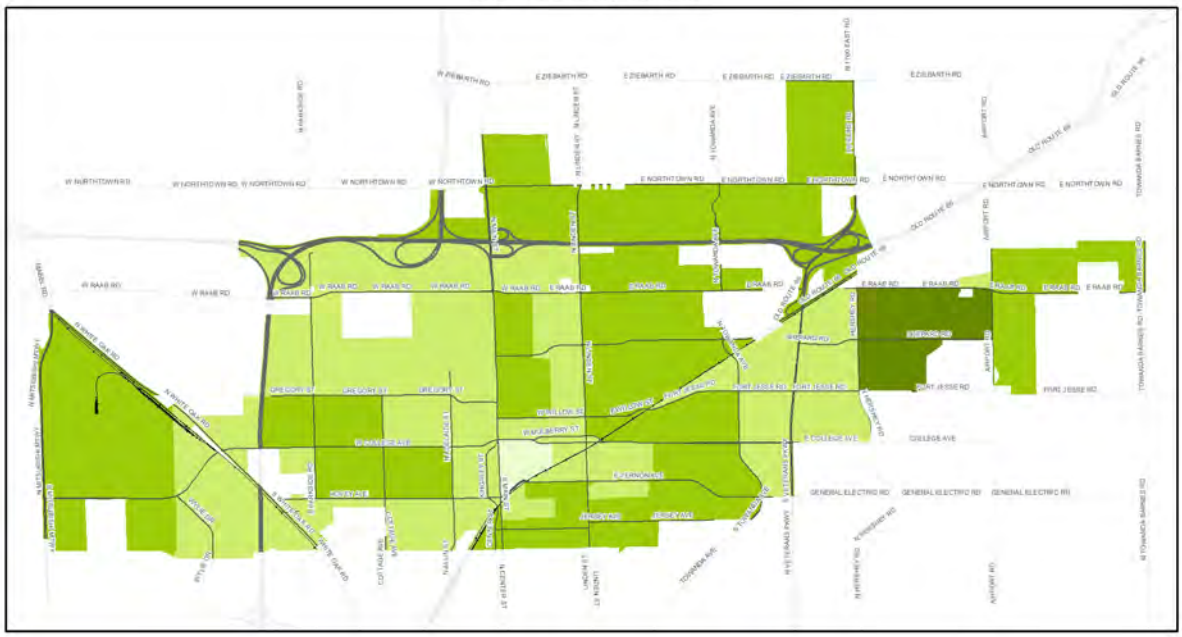
African American, Asian, and Hispanic households are not evenly distributed across the Town's residential neighborhoods. Integration in residential areas requires additional investigation; for example, an analysis comparing school populations to determine if a lack of neighborhood integration creates issues for the school district.

Map 1.2.3. Median family and household income



Source: ACS 2013; Analysis Scale: Block Group; Table: B19113

Median Family Income



Source: ACS 2013; Analysis Scale: Block Group; Table: B19013

Median Household Income

Town of Normal
Median Income

$14,000 - $49,999
$50,000 - $99,999
$100,000 - $163,875.00

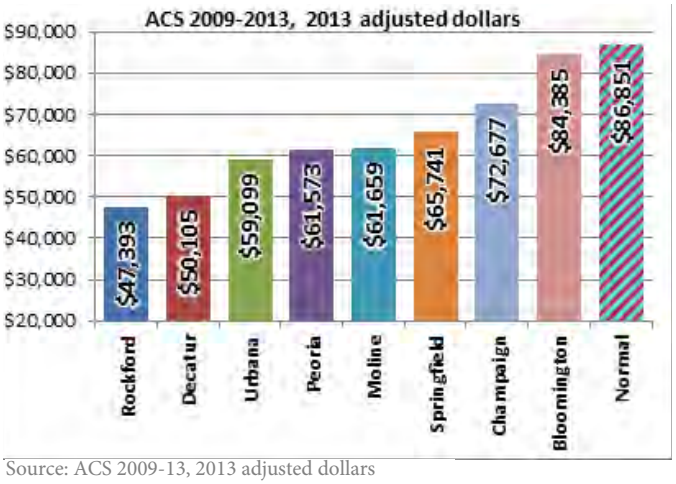
N

These maps illustrate the geographic distribution of family and non-family household incomes in Normal, specifically the greater prevalence of higher-income family households. Most families with incomes exceeding $100,000 per year reside in newer suburban areas of Normal, particularly Ironwood, the subdivisions along Raab Road east of Main Street, and the subdivisions south of Raab east of Hershey Road. Concentrations of lower-income households occur near the ISU campus, northwest Normal between Raab and Gregory Street, and along Veterans Parkway. Compare with age group concentrations illustrated in Map 1.2.1.

close alignment with the national median and slightly lower than the Illinois median. By contrast, at $86,851, median family income in Normal is notably higher than the national ($64,719) and state ($70,344) values. The difference is attributable to the much lower median incomes of the many non-family households in Normal, including off-campus student households. The income distribution chart in Figure 1.2.12 illustrates the disparate income expectations for family households versus non-family households in Normal. It also shows that a significant proportion of Normal families have good economic resources.

Because the non-family households in Normal include many formed by the student population, the data for the economic status of households generally does not provide a balanced picture of the Town's socioeconomic conditions. For this analysis the data relating to family households provide a more accurate view of the Town's affluence. Although Normal has unusually equivalent shares of family and non-family households, with 53% percent of the former and 47% of the latter, greater income is concentrated in families. In particular, Normal retains a population

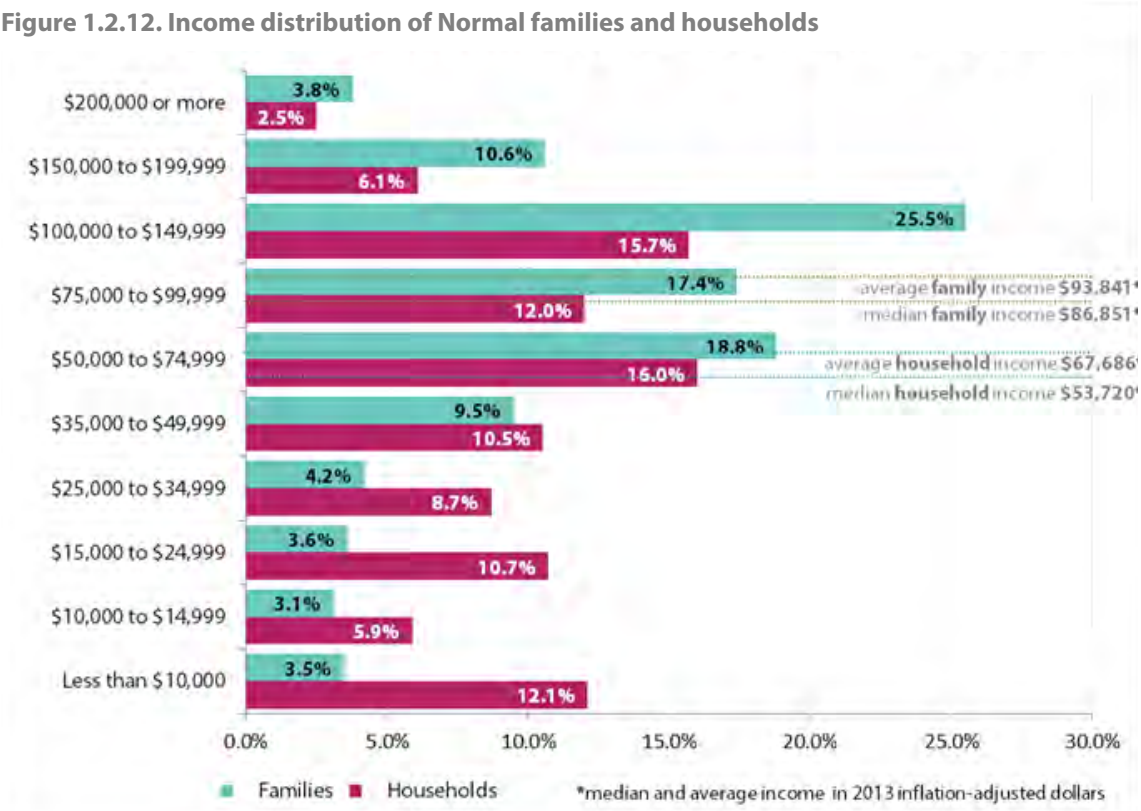
Figure 1.2.13. Comparison of median family incomes



Source: ACS 2009-13, 2013 adjusted dollars

Normal's family households not only have a median income significantly higher than the overall household median in the Town, but also significantly higher than the median family household incomes in other Illinois communities. Of particular interest is the comparison of median family income in Normal and Bloomington, nearly equal, to the disparate median incomes for family households in Champaign and Urbana. Although each twinned communities boasts a large public university, the effects of ISU and the University of Illinois on their respective communities are not equal in impact.

Figure 1.2.12. Income distribution of Normal families and households



Source: American Community Survey, 2007-2013

of "middle class" families, with more than 60% of family households having incomes between $50,000 and $150,000. The 2009-2013 ACS results estimate that 7.6% of all families in Normal had incomes below the poverty level during the twelve-month period before being surveyed, below the national and state estimates. As is true across the nation, families with children, especially children under five, are more likely to fall below the poverty level. Single women heading households with children are in the greatest danger of falling into poverty. The last family grouping experiences roughly the same estimated impoverishment in Normal as in the state or nation.

The risk of poverty for people living outside of family households is three times higher than for people within family households, at 24.3%. As noted with respect to the variance between household and family income, this high percentage of income-challenged residents clearly reflects the presence of people not living in family groups. These may be students or others without a family structure. Individuals most at risk of poverty are persons age 15 or above not living with family members.

HOUSING

The presence of thousands of students living in Normal's neighborhoods creates issues in local housing, as the history of the relationship between the Town and the University demonstrates. Managing the interactions between townsfolk and their student neighbors has been a continuing challenge for Normal. Apartments and other rental units in the Town often target the student market. In recent years there has been new construction of rental units only suitable for student residents, consisting of units rented by the room with shared common space. While providing affordable rental opportunities for families and non-student residents may be less attractive to developers and property managers, access to these opportunities is important for lower-income residents, new entrants into the employment markets, and some older residents looking for smaller homes but not in need of or able to afford assisted living facilities.

One important metric for housing availability is affordability. "Housing cost burden" refers to conditions in which homeowners and renters are spending more than 30% of their income on housing (including rent, utilities, and other related costs). This level of housing expense is a significant challenge, whether for maintaining home ownership or continuing to live in a decent-quality rental unit. For homeowners, the highest incidence of this challenge is in Normal's older neighborhoods north and east of the ISU campus and in Uptown. In these areas, 24% to 30% of homeowners may be overburdened by mortgage costs. Neighborhoods north of I-55, southeast of the Union Pacific rail line, and southwest of the ISU campus are slightly less encumbered, but at least one-fifth of homeowners experience this burden. See the Appendix for a housing cost burden map.

PROJECTIONS

Extrapolating the historical experience of population change into a reasonable projection of future expectations requires not only good historical data but also a methodological framework founded in equally reasonable assumptions regarding future circumstances[2.5]. This exercise is by definition speculative, but it is also a standard practice in planning. To plan for future community needs, there must be guidance as to the expected size of the community to be served.

Normal's unusual population profile poses additional challenges in forecasting future population growth. A substantial portion of the Town's population in any given year is composed of the students attending college at any of the local collegiate institutions. It is expected that some portion of each year's class will complete their degrees and either return to their home communities or migrate for employment opportunity. Two questions arise from the presence of the college student population:

1) How many of the students are actually captured in the Census count?
2) To what degree do students attending local institutions elect to remain in the community upon graduation?

The validity of Census data regarding the proportion of students remaining in the community is open to challenge, as the criteria for participation in the Decennial Census are often unclear to students, who may expect to be counted as part of their families, as opposed to being enumerated at their local addresses in Normal. It is difficult to quantify the degree to which the student population may be undercounted, and

2.5 Assumptions

Applying a population change model includes defining the conditions expected to prevail across the period for which a projection is made. Some of the underlying assumptions relate to regional, national or global conditions or trends, and others are specific to the immediate locale. For Normal from 2015-2040, the assumptions include the following:

- International commerce and other global relationships will not destabilize to an extent that significantly impacts the United States; this includes continued accessibility of energy resources.
- National economic and security conditions will remain generally stable, although during the planning period there may be changes in economic or other conditions.
- The State of Illinois will reestablish its functions as a governmental partner and as the primary source of operational funding for Illinois State University.
- The region will not experience a significant natural or manmade disaster such that social or economic structures break down, requiring substantial replacement of infrastructure, housing, and other regional resources, or degrading local resources beyond repair; this includes damage to agricultural production due to extended drought.
- Normal will retain its ability to act through the City Council and the fiscal and technical capacity to carry out policies and programs enacted by the Council.
- ISU will maintain a total enrollment of 21,000 students.
- Approximately two-thirds to three-quarters of the 21,000 Illinois State University students enrolled at any given time will reside in off-campus housing, including residences for members of social organizations.
- Through its participation in regional economic planning and development, Normal will increase employment opportunities through the growth of existing employers or the recruitment of new employers and types of enterprise.

2.6 The cohort component population model

Population projections generally rely on the use of a projection model based on a preferred type of statistical analysis. MCRPC uses a cohort component model of population change, in which the population is grouped into five-year age cohorts. Using the most localized data available regarding migration, deaths and births, the model applies these behaviors to population results from multiple Census periods, using the known population to extrapolate growth within each age cohort. Through each future five-year time period the cohorts advance and their behaviors produce the final population projection.

The Census Bureau offers the following comments on this approach to population projections:
"In the cohort-component method, the components of population change (fertility, mortality, and net migration) are projected separately for each birth cohort (persons born in a given year). The base population is advanced each year by using projected survival rates and net international migration. Each year, a new birth cohort is added to the population by applying the projected fertility rates to the female population." (http://www.census.gov/population/projections/about/)

"Estimates are for the past and present, while projections are based on assumptions about future demographic trends. Estimates generally use existing data collected from various sources, while projections make assumptions about what demographic trends will be in the future." (Ibid.)

thus the Town must rely on information collected on each graduating class by the University or the Alumni Association to evaluate the degree to which graduates elect to remain in Normal.

In past iterations of projections for Normal, the cohort component model[2.6] has been applied using data for the total population, with students being treated the same as other residents. Using the most local available population data for the decade between 2000 and 2010, birth and death rates and female fertility estimates, and county rates for migration to and from the area, this version of the model produces the projection for 2015 to 2040 shown in Figure 1.2.14. This results in a population change of over 29,000 persons, an approximately 56% increase over the thirty years elapsing from the base population year of 2010 to the plan horizon. Calculated year to year, this requires an annual rate of growth of nearly 1.7%. While this level of growth is not unprecedented, it does outpace anticipated change in Normal.

That high prediction prompted an analysis using a modified approach to the cohort component model used in other communities with substantial student populations. This approach acknowledges the reality that some percentage of the students pursuing their education in Normal will not remain once they receive their degrees. Consequently, the inclusion of these likely out-migrants in the cohorts distorts the anticipated population change in older cohorts, which will not be affected by the behavior of the departed students in their future migration, childbearing and death.

To remove the distorting effect, the model was revised to retain a portion of the age cohorts in which students are most likely to have come from the BN metro area or the surrounding region. Guided by Illinois State University's information on the percentage of its enrollment that originates locally (meaning in McLean County or surrounding counties), the model assumes that of the 21,000 students enrolled annually, 14,500 will not be continuing as Normal residents upon graduation. The remaining 6,500 students are classified as of local origin upon their enrollment, for whom some level of migration is already anticipated in the model, or as students who do remain as residents.

This revised model produces the anticipated population increase illustrated in Figure 1.2.15. This results in a population change over the planning period of nearly 23,000 persons, an overall increase of almost 44%. Calculating the year-to-year change produces an annual growth rate of 1.35%.

The sequestration methodology has implications for the Town beyond the overall level of population change. If ISU enrollment remains constant and the Town's population grows, the

Figure 1.2.14. Cohort component model with standard data

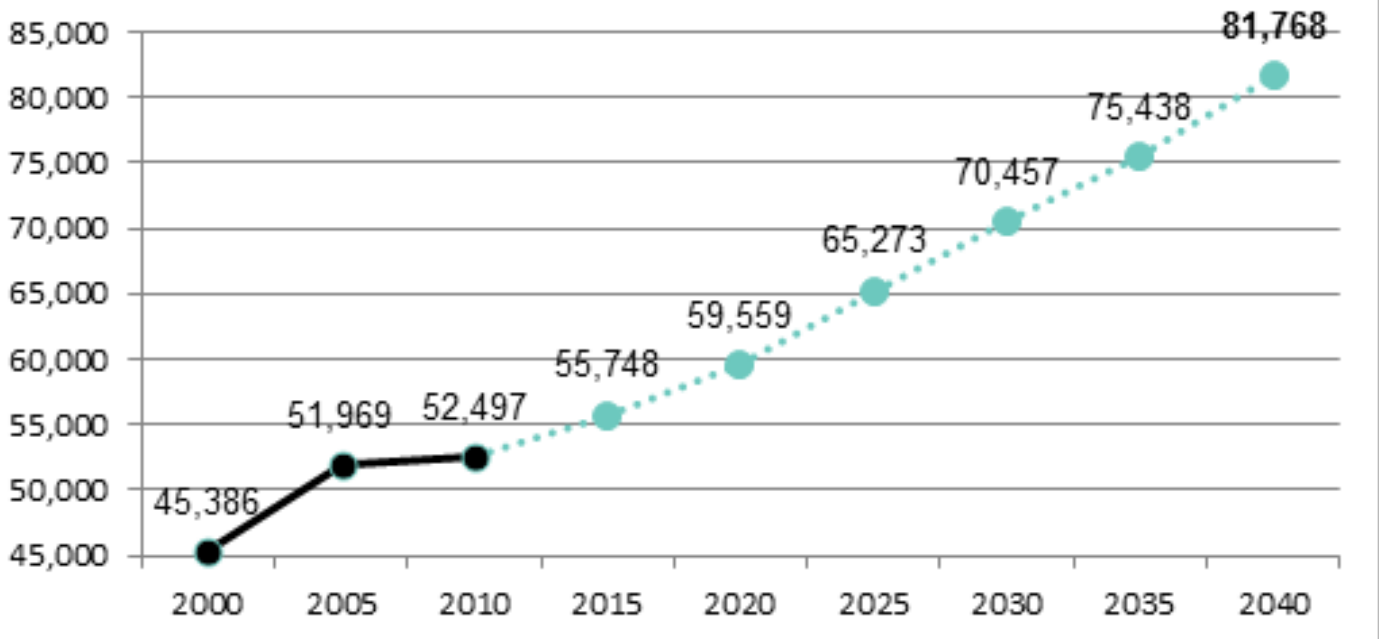
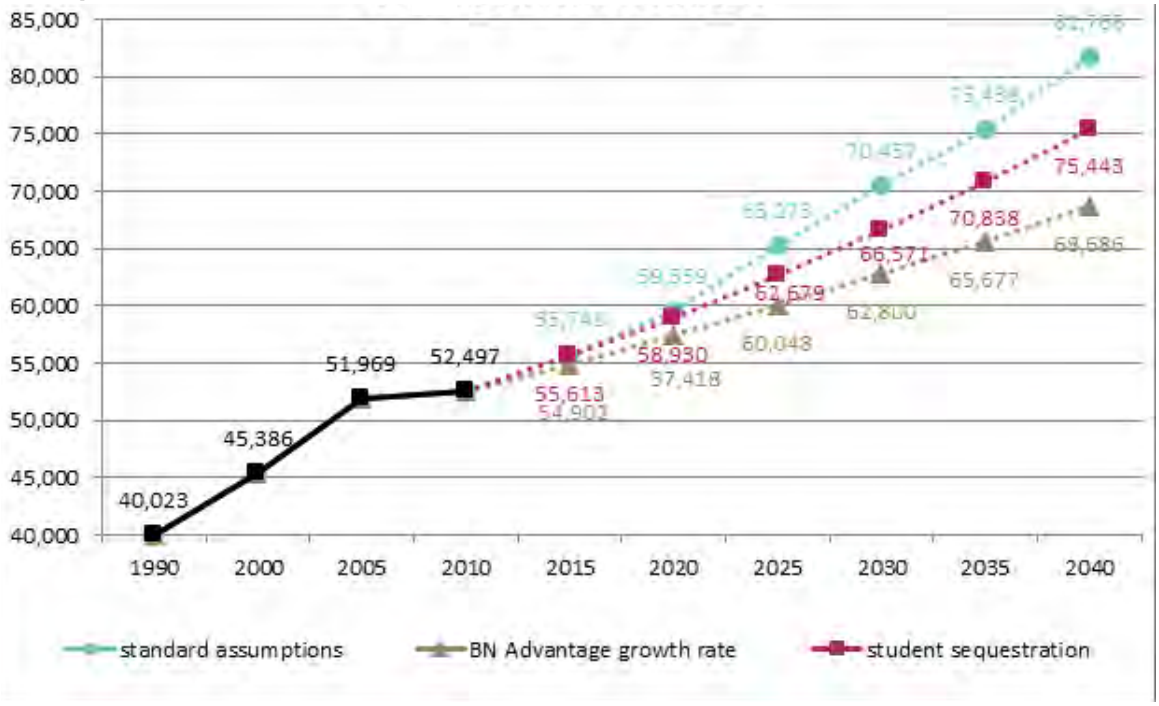


Figure 1.2.17. Population scenarios



percentage of residents directly connected to the University as students or faculty and staff will decline. Figure 1.2.16 demonstrates how the ratio of students to the overall population will change if the student sequestration projection results are correct. As the Town expands with residents not connected to higher education except as a community amenity, priorities for municipal investment may change as well.

The BN Advantage regional economic development study, basing its analysis in part on proprietary population estimates, suggests that the period encompassed by the plan will have a slower rate of growth, on the order of .9% annually. The extrapolation of this prediction is shown in Figure 1.2.17 with the previously described population growth scenarios. It results in the addition of more than 16,000 new residents by 2040, a growth rate of nearly 31% from the base year 2010. Because the BN Advantage analysis did not apply the student sequestration methodology to the regional population, it is represented here without the sequestration.

Population projections can only extrapolate from history and attempt to combine reasonable expectations for the future with the Town's vision and goals. This exercise seems especially fraught in the framework of economic and political turbulence that resulted from the crises of the last ten years, and which still dominate today's headlines. The Town may use the collective knowledge and insight of elected officials, staff, and the Vision Committee to select a population change scenario congruent with its expectations. Short-term predictions regarding population change will be tested in the 2020 Census, and will provide a concrete and current dataset against which future scenarios may be evaluated.