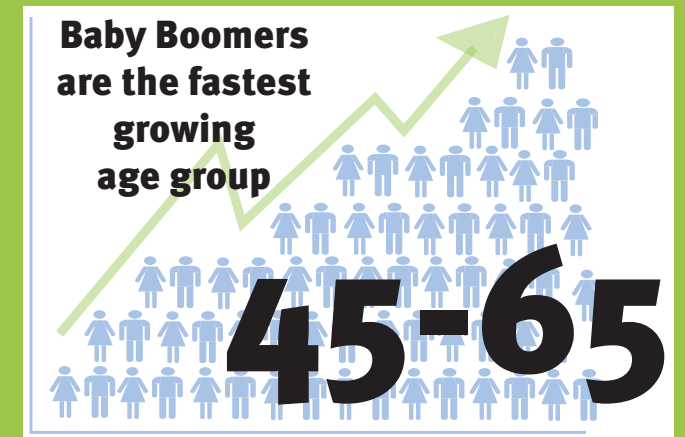
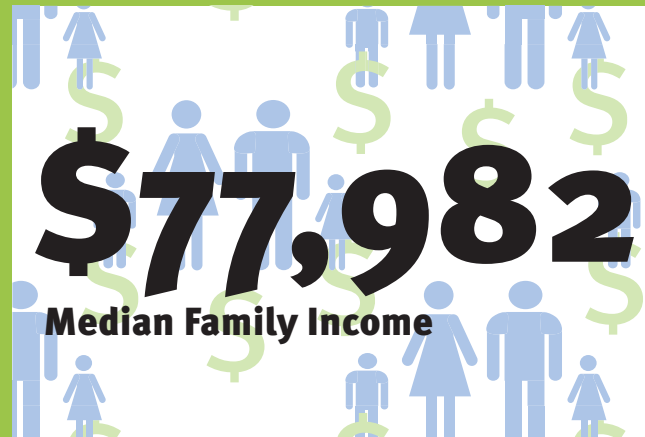
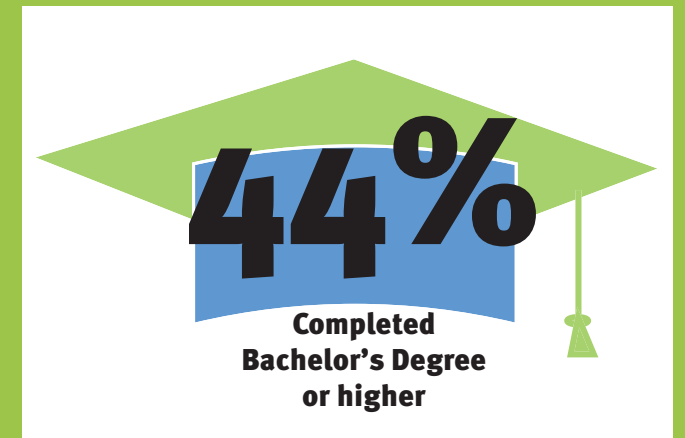
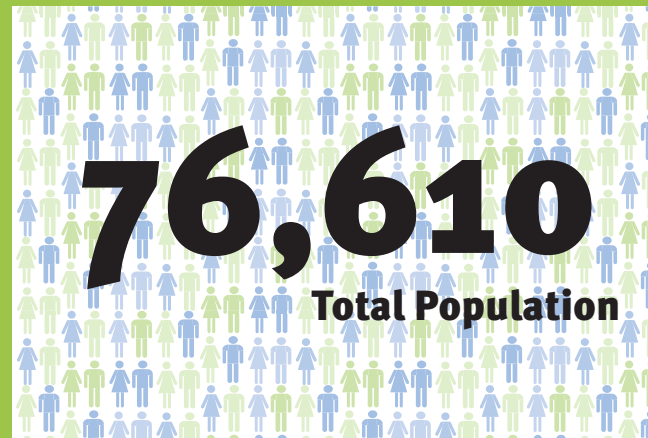


# 2

## DEMOGRAPHICS

People are the reason for planning. Understanding the composition and distribution of the City's population is an essential first step to evaluate the needs of our citizenry and to plan comprehensively. The population trends, age and racial composition, educational attainment, household type and household income in the City are summarized in this chapter.



## KEY FINDINGS

One of Bloomington's biggest assets is its well-educated population, with 92.9% of its 25 years and over population being high school graduates and 44% of them with a bachelor's degree or higher.

Bloomington's median household and family incomes were both higher than that of Illinois in 2010. However, they were both lower when compared to year 2000 inflation-adjusted dollars. While this is the trend at state and national levels, it is troublesome for Bloomington as households with less than median incomes are concentrated in the core of the City.

Bloomington's demographic profile indicates an aging population. Consistent with national trends, the City's fastest growing age group is 45-64 years. This comprehensive plan should ensure Bloomington's seniors can age in place.

In line with the national trends, Bloomington's younger population group, 0-19 years, is growing at a slower pace in comparison to the older age group, 45-64. The distribution of this growth is not even throughout the City. The established neighborhoods, primarily served by the landlocked School District 87, are seeing a loss of younger populations. This trend should be a matter of concern for District 87 and the City's core.

POPULATION TRENDS

According to the U.S. Census, Bloomington’s population was 76,610 in 2010. Figure 2.1 shows the population by decade since 1970. In the last 50 years, Bloomington’s population grew by over 91%, its twin city Normal grew by nearly 99% and the region defined by McLean County grew by more than 62%. The McLean County Metropolitan Statistical Area is one of the fastest growing metropolitan areas in the state.

As illustrated in Figure 2.2, the greatest period of Bloomington’s growth was during the 1990s when the population increased by nearly 25%. While Bloomington will continue to see population growth in the coming decades, the rate of growth will likely decrease.

This is consistent with the national growth trends and well exceeds the state and midwestern trends. According to 2010 Census Population and Distribution Change: 2000 to 2010 briefs<sup>(1)</sup>, the percentage growth

of population was the highest in the 1990s at 13.2%. The growth rate in the last decade is comparable to the 1980s. Population in the midwest grew by 3.9%, and that of Illinois increased 3.3%.

With this increase in population, the composition of the City’s population has changed over time. Understanding the demographic makeup of the City is the critical first step to

- conducting a meaningful comprehensive planning process and producing a plan that is relevant to the community for the

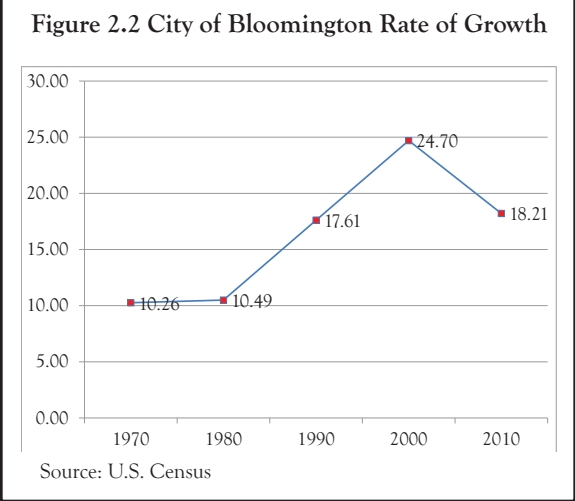


Figure 2.1 City of Bloomington Population 1970 - 2010

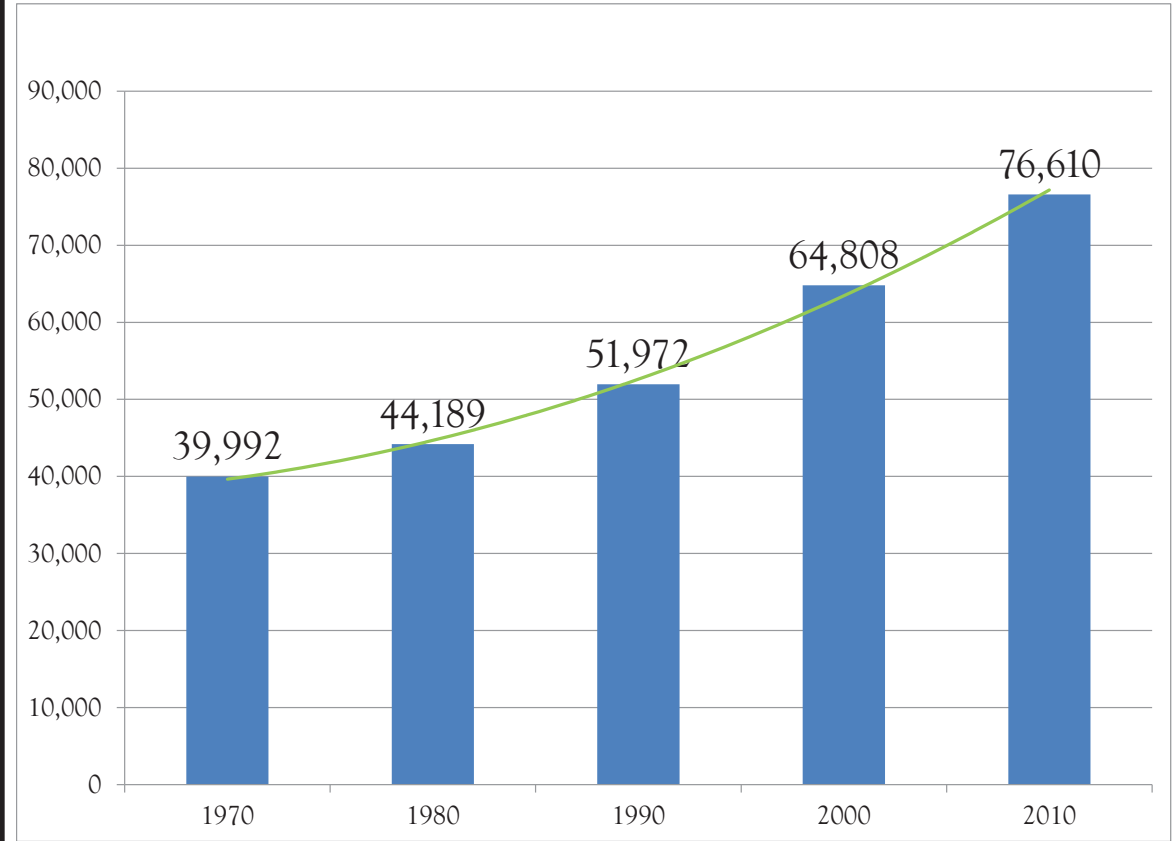
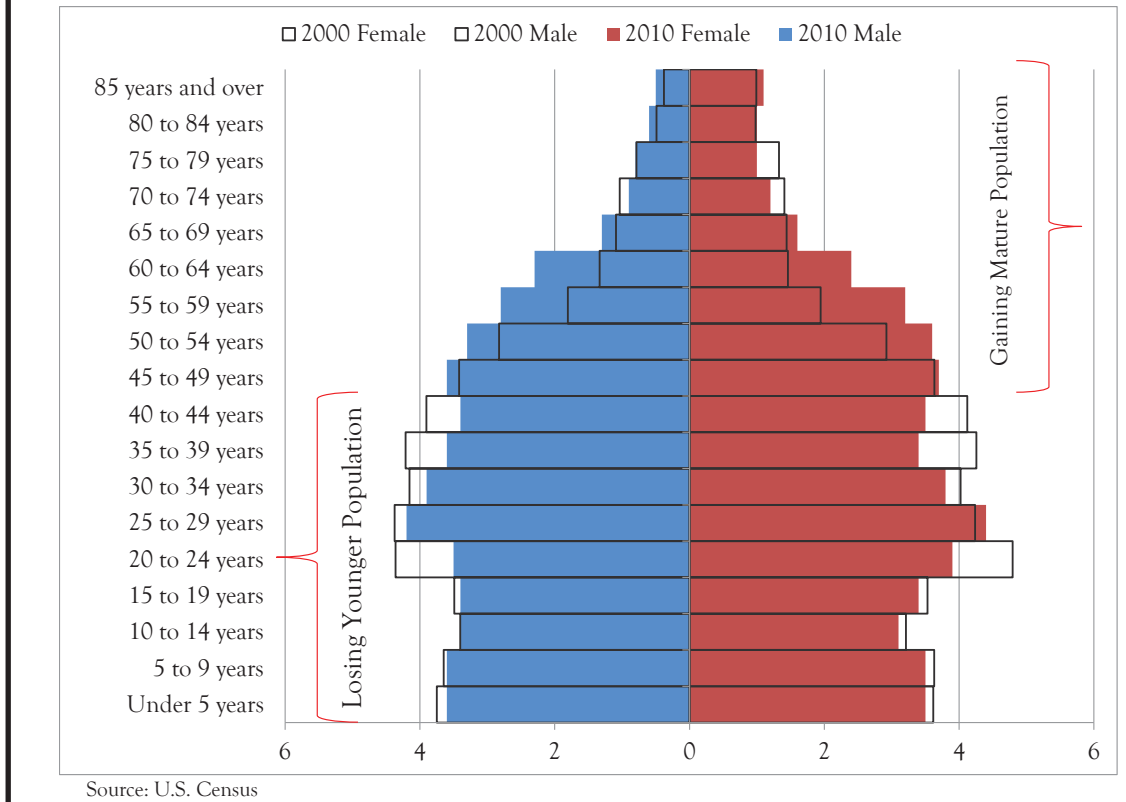


Figure 2.3 Percent Population by Age and Sex 2000 to 2010



Foot Note: 1) Full brief can be accessed at <http://www.census.gov/prod/cen2010/briefs/c2010br01.pdf>

Figure 2.4 Population by Age and Sex 2000 and 2010 for Bloomington

	Census 2000						Census 2010					
	Number			Percent			Number			Percent		
	Both sexes	Male	Female	Both sexes	Male	Female	Both sexes	Male	Female	Both sexes	Male	Female
Total population	64,808	31,413	33,395	100.0	48.5	51.5	76,610	37,280	39,330	100.0	48.7	51.3
Under 5 years	4,774	2,430	2,344	7.4	3.7	3.6	5,377	2,724	2,653	7.0	3.6	3.5
5 to 9 years	4,717	2,364	2,353	7.3	3.6	3.6	5,402	2,724	2,678	7.1	3.6	3.5
10 to 14 years	4,285	2,204	2,081	6.6	3.4	3.2	4,964	2,578	2,386	6.5	3.4	3.1
15 to 19 years	4,550	2,262	2,288	7.0	3.5	3.5	5,226	2,617	2,609	6.8	3.4	3.4
20 to 24 years	5,934	2,827	3,107	9.2	4.4	4.8	5,734	2,712	3,022	7.5	3.5	3.9
25 to 29 years	5,583	2,836	2,747	8.6	4.4	4.2	6,617	3,241	3,376	8.6	4.2	4.4
30 to 34 years	5,299	2,693	2,606	8.2	4.2	4.0	5,964	3,017	2,947	7.8	3.9	3.8
35 to 39 years	5,489	2,731	2,758	8.5	4.2	4.3	5,349	2,781	2,568	7.0	3.6	3.4
40 to 44 years	5,202	2,530	2,672	8.0	3.9	4.1	5,257	2,577	2,680	6.9	3.4	3.5
45 to 49 years	4,571	2,216	2,355	7.1	3.4	3.6	5,581	2,742	2,839	7.3	3.6	3.7
50 to 54 years	3,724	1,831	1,893	5.7	2.8	2.9	5,337	2,563	2,774	7.0	3.3	3.6
55 to 59 years	2,431	1,170	1,261	3.8	1.8	1.9	4,545	2,129	2,416	5.9	2.8	3.2
60 to 64 years	1,811	865	946	2.8	1.3	1.5	3,562	1,729	1,833	4.6	2.3	2.4
65 to 69 years	1,641	707	934	2.5	1.1	1.4	2,222	1,025	1,197	2.9	1.3	1.6
70 to 74 years	1,584	672	912	2.4	1.0	1.4	1,661	722	939	2.2	0.9	1.2
75 to 79 years	1,371	511	860	2.1	0.8	1.3	1,361	575	786	1.8	0.8	1.0
80 to 84 years	954	318	636	1.5	0.5	1.0	1,226	456	770	1.6	0.6	1.0
85 years and over	888	246	642	1.4	0.4	1.0	1,225	368	857	1.6	0.5	1.1
Median age (years)	32.4	31.4	33.4	(X)	(X)	(X)	34.1	33.3	35.0	(X)	(X)	(X)

Source: U.S. Census Bureau

near and long term; and

- making accurate forecasts of future population levels and distribution.

AGE COMPOSITION

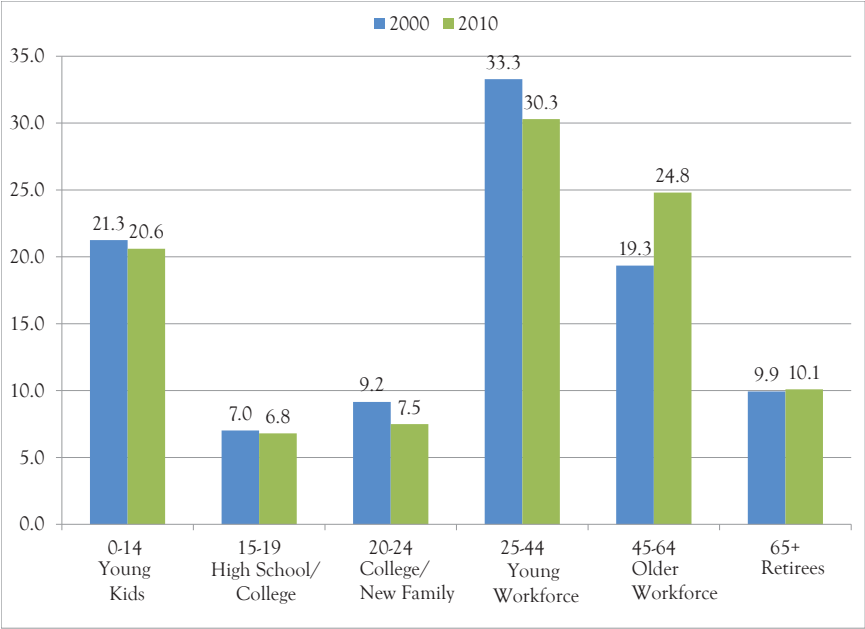
The age composition of the population within a city can provide insight into the types of facilities and services that may be needed in the future, such as schools and senior centers.

Change in the median age is an important indicator of the shift in composition of the City. As indicated in Figure 2.3 and

Figure 2.4, Bloomington’s demographic profile indicates an aging population. Bloomington’s rapidly increasing age groups between 2000 and 2010 were 45-49 (22.1%), 50-54 (43.3%), 55-59 (86.9%), 60-64 (96.6%), 65-69 (35.4%), 80-84 (28.5%) and 85+ (37.9%). As shown in Figure 2.6, this trend is consistent with the state and national trends, and Bloomington by comparison to them is younger. According to 2010 U.S. Census Bureau Age and Sex composition briefs<sup>(2)</sup>, the older working age population (45 - 64) grew at a faster rate than populations under the

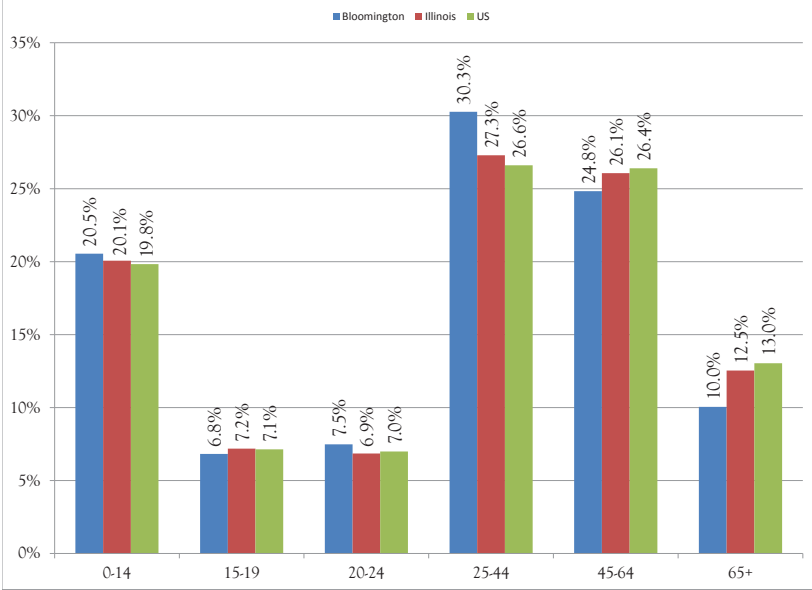
Foot Note: 2) Full brief can be accessed at <http://www.census.gov/prod/cen2010/briefs/c2010br-03.pdf>

Figure 2.5 Percent Population by Age Groups 2000 to 2010, Bloomington



Source: U.S. Census Bureau

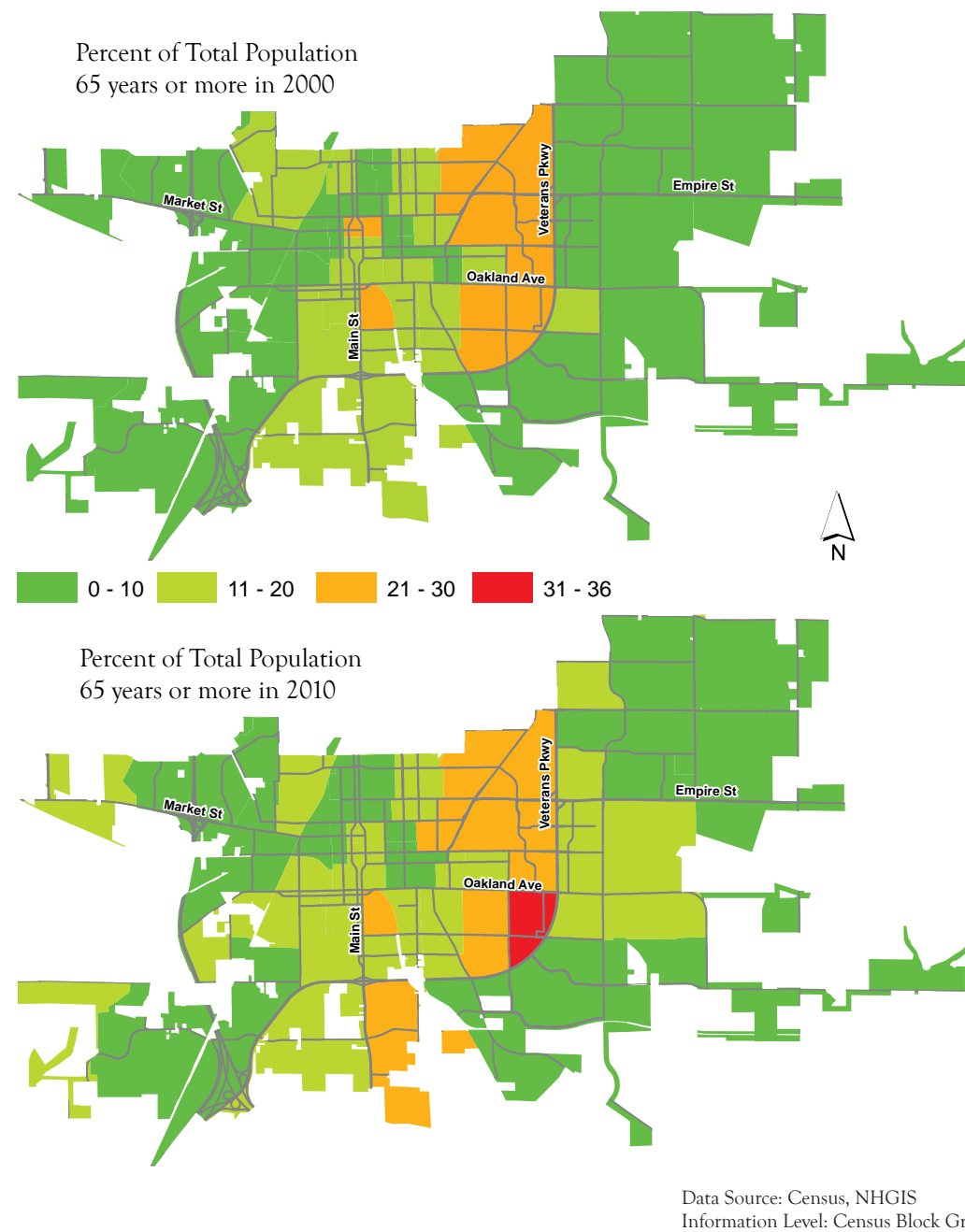
Figure 2.6 Percent Population by Age Groups 2000 to 2010 Bloomington, Illinois and U.S.



Source: U.S. Census Bureau



Figure 2.7 Bloomington’s Senior Population Concentrations



age of 18 and between 20-44. This is directly attributable to the aging baby boom generation.

The impact of this pronounced shift in age composition will be strong in the coming decades. The community should be prepared to answer complex questions relating to the City’s aging population during this comprehensive planning process.

Can Bloomington be a community that allows our seniors to age in place? If so, what qualities make it more livable for seniors? Given their diverse backgrounds and characteristics, what kinds of housing and

community service accommodations do our seniors need? Should local policy encourage the building of special housing units for the elderly or increase their economic capacity to compete for housing in the open market? What impact will an increasing number of older persons have on the local economy and the transportation system?

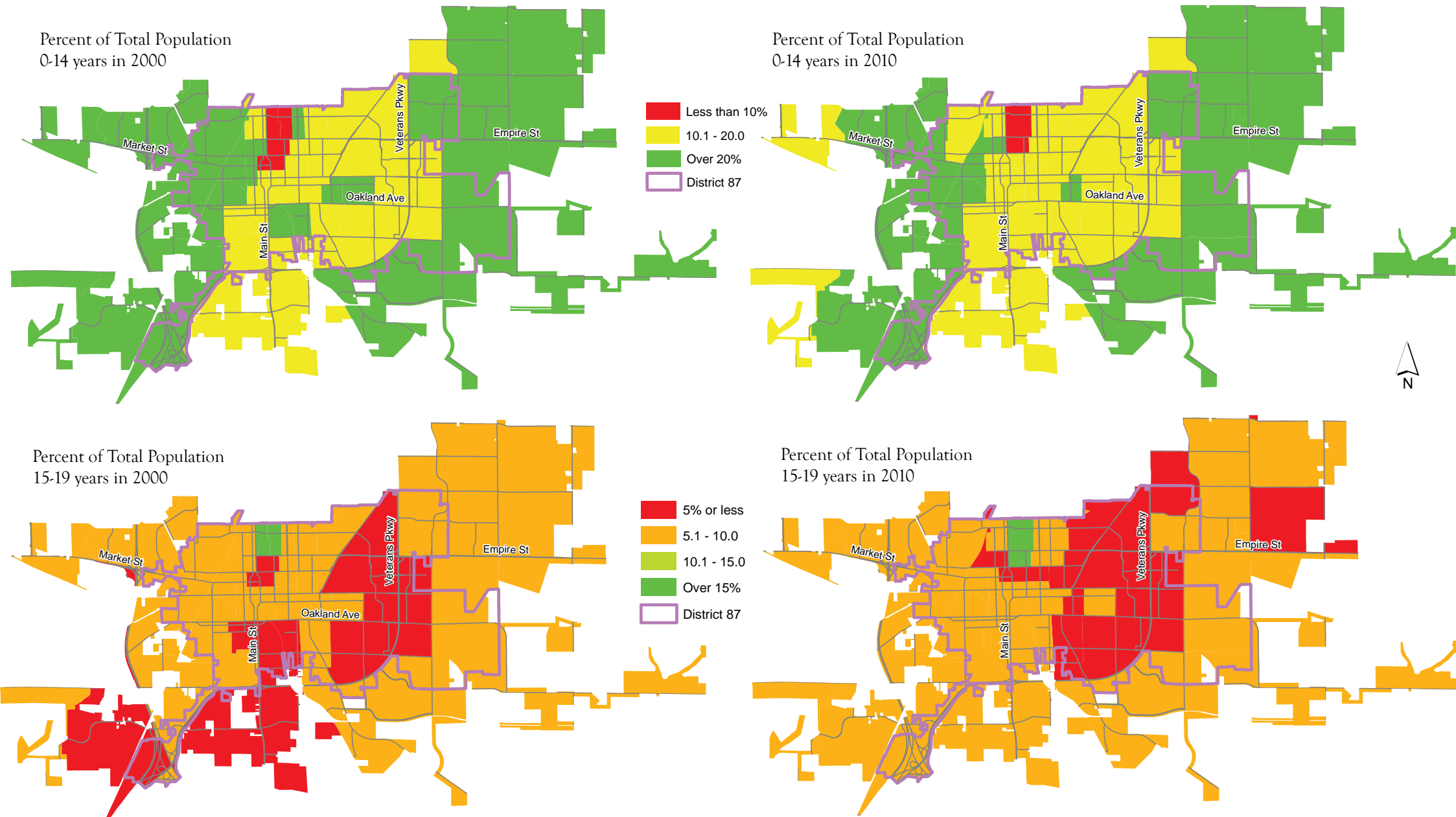
Along with aging issues, this plan should pay close attention to the younger demographic and their geographic distributions. Between 2000 and 2010, the age groups 0-14 and 15-19 grew on average less than 15%. This increase is not equally distributed

Figure 2.8 Population by Race and Ethnicity 2000 and 2010, Bloomington

	Census 2000		Census 2010		Change in Percent
	Number	Percent	Number	Percent	
Total population	64,808	100.0	76,610	100.0	
One race	63,654	98.2	74,392	97.1	
White	55,032	84.9	59,353	77.5	-7.4
Black or African American	5,602	8.6	7,770	10.1	1.5
American Indian and Alaska Native	115	0.2	231	0.3	0.1
Asian	1,958	3.0	5,343	7.0	4.0
Native Hawaiian and Other Pacific Islander	28	0.0	28	0.0	0.0
Some other race	919	1.4	1,667	2.2	0.8
Two or more races	1,154	1.8	2,218	2.9	1.1
Three or more races	76	0.1	79	0.1	0.0
HISPANIC OR LATINO					
Total population	64,808	100	76,610	100	
Hispanic or Latino (of any race)	2,150	3.3	4,308	5.6	2.3
Not Hispanic or Latino	62,658	96.7	72,302	94.4	

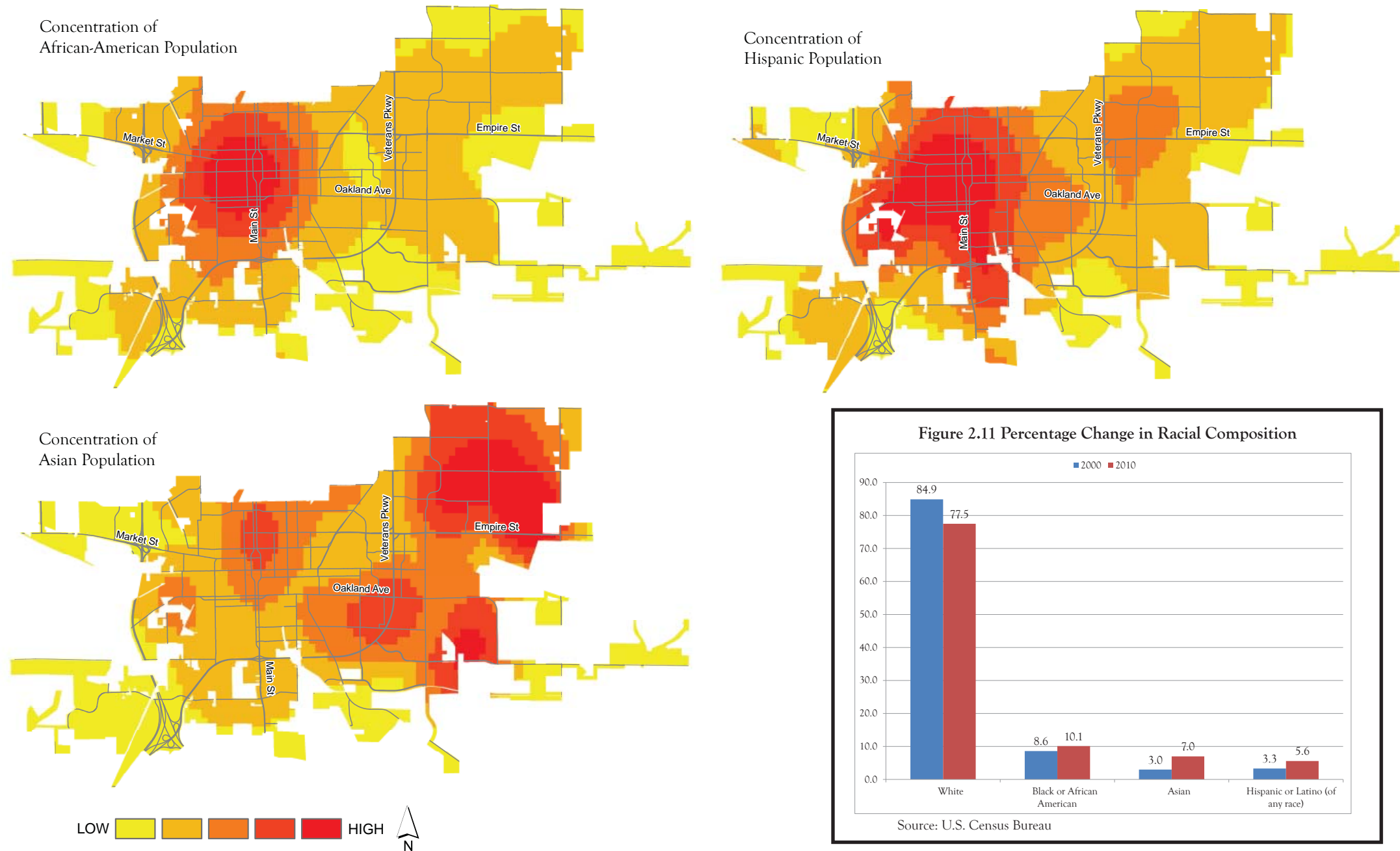
Source: U.S. Census Bureau

Figure 2.9 Bloomington's Young Population Concentrations



Data Source: Census, NHGIS  
Information Level: Census Block Group

Figure 2.10 Bloomington's Ethnic Population Concentrations



throughout the City.

As shown in Figure 2.9, the concentration of younger populations in Bloomington is increasing along the edges of the City and decreasing in the inner city. This phenomenon could be due to the new residential development happening on the outer edges of the City.

School District 87, which primarily serves the inner city, is landlocked. According to District 87, the number of students enrolled in the district decreased from 5,730 in 2000 to 5,526 in 2010. District 87 encompasses nearly half of the City and most of its mature neighborhoods. For the health of this school district and the health of Bloomington’s core, the issue of changing demographics within District 87 should be carefully considered during this comprehensive plan.

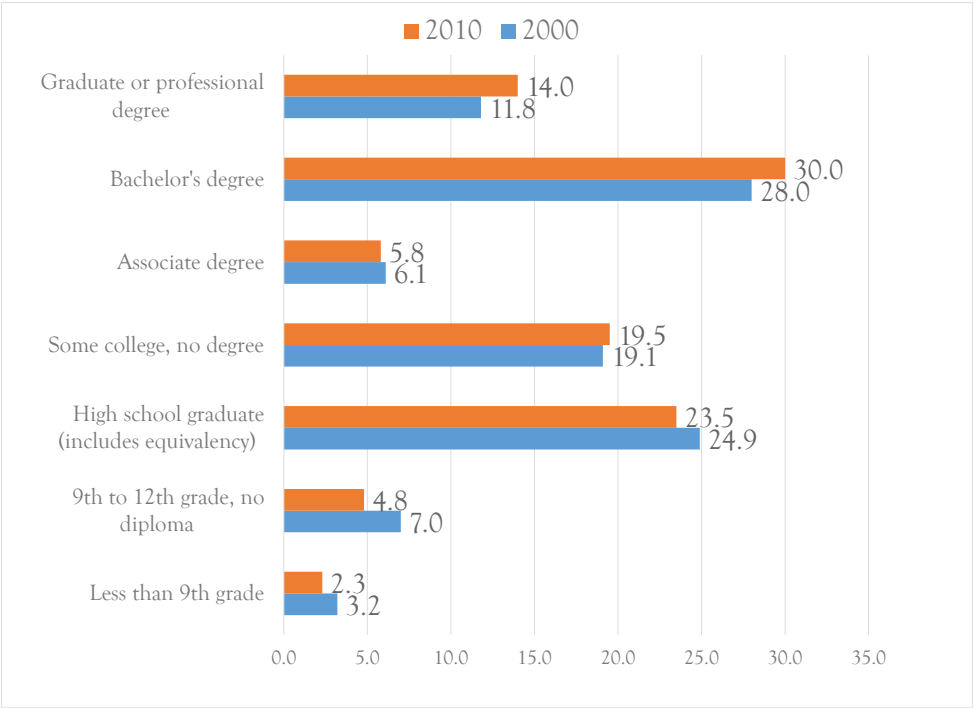
RACIAL/ETHNIC DIVERSITY

The City’s population has continued to diversify over the last few decades. At 77.5%, the white population is the largest group in the City, although the percentage of the white population declined between 2000 and 2010 by over 7%. This trend is in line with state and national trends. According to the 2010 U.S. Census briefs<sup>(3)</sup>, the percentage of the white population in the U.S. in 2010 decreased from 75.1% in 2000 to 72.4% in 2010.

With a 4% increase since 2000, the Asian population is the fastest growing racial group in Bloomington followed by African-American at 1.5%.

The U.S. Census Bureau defines Hispanic or Latino as an ethnicity and not a race. A person of Hispanic origin may be of any race, meaning that an individual has

Figure 2.12 Percentage Change in Educational Attainment for Bloomington



Source: U.S. Census Bureau

Figure 2.13 Educational Attainment of Population Over 25 years, 2000 - 2010, Bloomington and Illinois

Educational Attainment, 25 years and older	Bloomington 2000		Bloomington 2010		Illinois 2000		Illinois 2010	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Population 25 years and over	40,943		47,370		7,973,671		8,345,982	
Less than 9th grade	1,305	3.2	1,075	2.3	597,684	7.5	503,807	6.0
9th to 12th grade, no diploma	2,865	7.0	2,294	4.8	882,759	11.1	647,196	7.8
High school graduate (includes equivalency)	10,193	24.9	11,155	23.5	2,212,291	27.7	2,324,361	27.9
Some college, no degree	7,823	19.1	9,245	19.5	1,720,386	21.6	1,737,964	20.8
Associate degree	2,498	6.1	2,754	5.8	482,502	6.1	605,770	7.3
Bachelor's degree	11,444	28.0	14,219	30.0	1,317,182	16.5	1,573,705	18.9
Graduate or professional degree	4,815	11.8	6,628	14.0	760,867	9.5	953,179	11.4
Percent high school graduate or higher	(X)	89.8	(X)	92.9	(X)	81.4	(X)	86.2
Percent bachelor's degree or higher	(X)	39.7	(X)	44.0	(X)	26.1	(X)	30.3

Source: U.S. Census Bureau; ACS and SF3

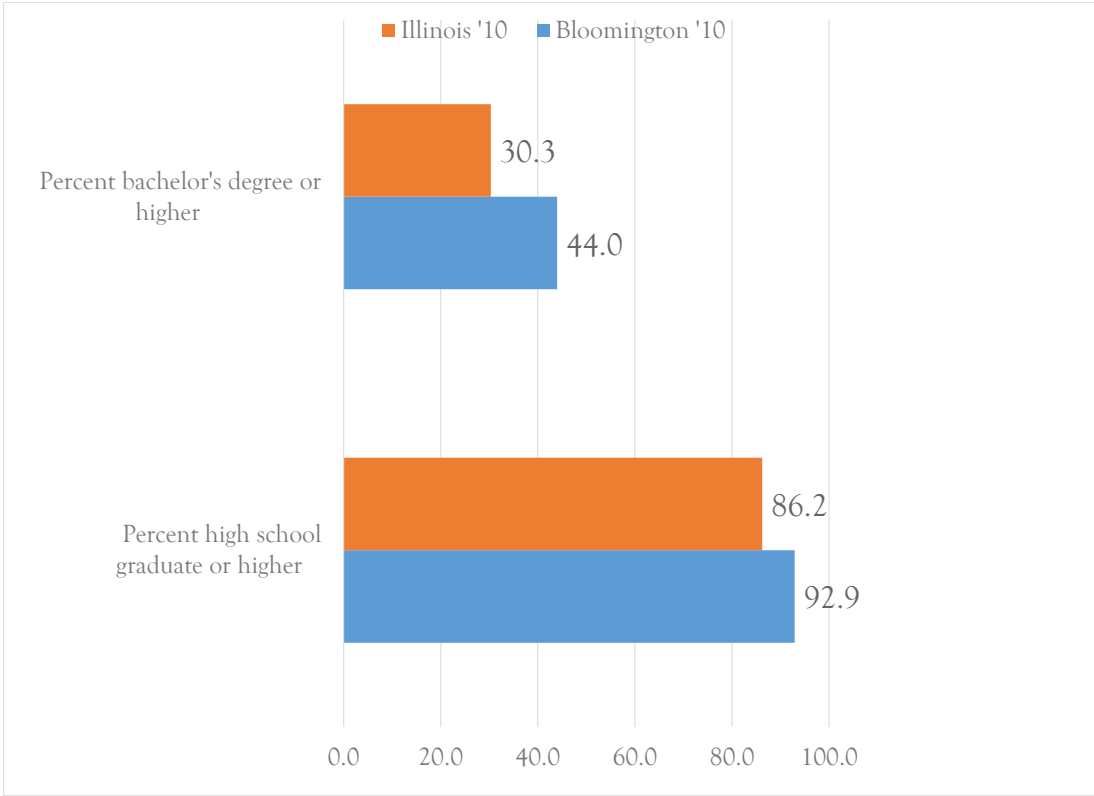
both a racial and ethnic classification. The Hispanic or Latino population in Bloomington increased by 2.3% from 2000-2011.

Figure 2.10 presents a graphical representation of three major racial/ethnic group concentrations in Bloomington. As shown in from this map, the African-American population has somewhat of a higher concentrations in the core of the City. Asian population concentrations are along the eastern fringes of the City, along Veterans Parkway, and in the northern part of the core.

Concentrations of Hispanic ethnicity are in the core and the south-central parts of our community. While it is not uncommon to see residential concentrations of racial/

Foot Note: 3) Full brief can be accessed at <http://www.census.gov/prod/cen2010/briefs/c2010br-02.pdf>

Figure 2.14 Educational Attainment, 2010



Source: U.S. Census Bureau; ACS and SF3

ethnic minorities in any community, a good understanding of the racial and ethnic distributions of our community helps promote equality, social cohesion and inclusion.

EDUCATIONAL ATTAINMENT

The education level of a community’s population indicates the skill and ability of the community’s workforce. As evident from Figure 2.12 and Figure 2.13, Bloomington’s citizenry has become increasingly more educated since 2000. Nearly 93% of the population over the age of 25 years has a high school diploma, 44% of which have a bachelor’s degree or higher. These numbers are up by 3.1 percent and 4.3 percent respectively since 2000. As shown in Figure 2.14, the percentage of high school and college graduates is significantly higher in Bloomington than that of the state of Illinois.

Bloomington’s populace is its biggest asset. A highly educated community can be a great economic development tool to attract

new jobs and businesses to Bloomington. This comprehensive plan must underscore that fact.

HOUSEHOLD INCOME

The U.S. Census Bureau defines a “household” as the people who live in a single housing unit as their usual residence, and a “family” as a group of two or more people who share a residence and who are related by birth, marriage, or adoption. Understanding the household income trends is an important factor for planning the City’s future. Income can be a major determining factor for aspects such as retail spending and homeownership. Retailers frequently look at a community’s income profile to determine their future markets.

According to the U.S. Census Bureau, median household income and median family income in Bloomington during 2010 were \$56,510 and \$77,982 respectively. As shown in Figure 2.15, Bloomington’s median household income was slightly higher than the state’s median income, but the City’s median family income was \$9,746 above the state’s median family income.

Figure 2.16 shows a decrease in percentages of lower income bracket households and increase in higher income bracket households. This trend should not be mistaken as an increase in disposable income. As shown in Figure 2.15, the City’s median household and family incomes are \$4,400 and \$2,050 lower than Census 2000 inflation adjusted dollars. This indicates that people have to earn more to maintain the same lifestyle as

Figure 2.15 Median Household and Family Income, 2000 - 2010, Bloomington and Illinois

	2000 (2010 Inflation Adjusted Dollars)		2010 Dollars	
	Bloomington	Illinois	Bloomington	Illinois
Median household income (dollars)	60,910	61,033	56,510	55,735
Median family income (dollars)	80,032	72,764	77,982	68,236
Per capita income (dollars)	32,424	30,266	31,046	28,782
Number of Households	26,734	4,592,740	30,078	4,769,951
Number of Families	15,937	3,125,318	17,785	3,161,547

Source: U.S. Census Bureau; ACS and SF3



a decade ago. As illustrated in Figure 2.20, this is consistent with the national decline in median household income.

This can become an issue particularly to households with less than median incomes. Figure 2.17 shows the distribution of median income in dollars adjusted to 2010 inflation. As seen in this map, the area of the City generally located between Bunn Street to the east and Interstate 55/74 on the west has concentrations of households with incomes less than the community median income.

While Bloomington as a whole has median household incomes above the state of Illinois median, it is not uniformly distributed throughout the City. There is a stark contrast in the median income of the households in the core of the City as compared to the outer edges. This comprehensive plan should acknowledge this and commit to addressing this troubling trend and resulting social inequality.

HOUSEHOLD TYPE

The needs of family households can be different from that of non-family households. Understanding this information is needed to respond to their individual needs. According to the 2010 Census, Bloomington has 59.1% family households and 40.9% non-family households, which has changed little since 2000. The number of family households in Bloomington is 6.7% lower than the state average. The average family size in Bloomington has grown from 3.04 in 2000 to 3.12 in 2010.

Figure 2.17 Median Household Income in Dollars, Bloomington

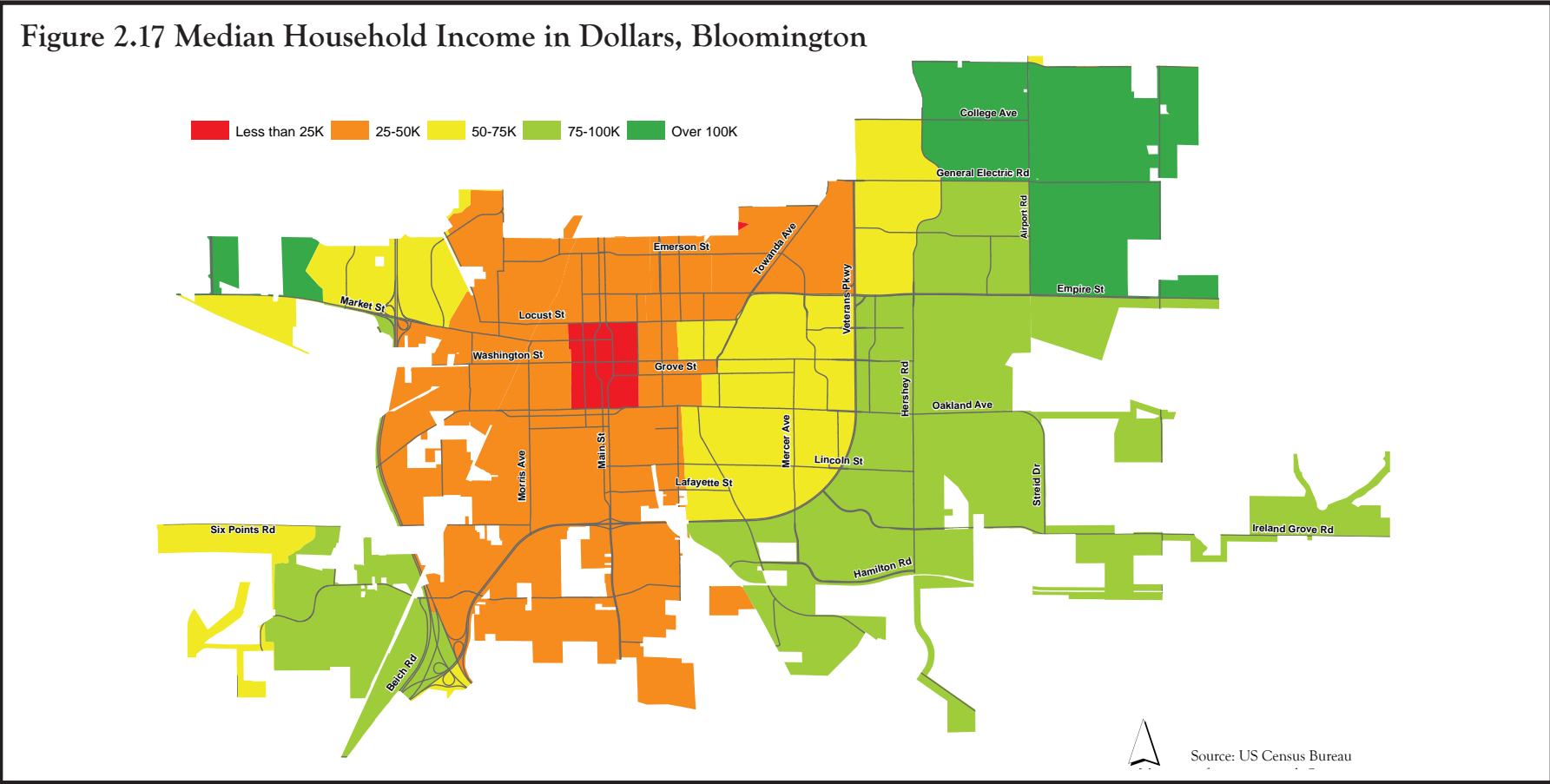


Figure 2.18 Household Type and Average Size, 2000 - 2010, Bloomington and Illinois

	Bloomington 2000		Bloomington 2010		Illinois 2000		Illinois 2010	
	Numbers	Percent	Estimate	Percent	Numbers	Percent	Numbers	Percent
Total households	26,642		30,078		4,591,779		4,836,972	
Family households (families)	15,724	59.0	17,785	59.1	3,105,513	67.6	3,182,984	65.8
Nonfamily households	10,918	41.0	12,293	40.9	1,486,266	32.4	1,653,988	34.2
Householder living alone	8,748	32.8	9,847	32.7	1,229,807	26.8	1,346,312	27.8
Households with individuals under 18	8,627	32.4	9,364	31.1	1,663,878	36.2	1,619,862	33.5
Households with individuals 65 years	4,720	17.7	5,361	17.8	1,064,919	23.2	1,168,353	24.2
Average household size	2.34	(X)	2.41	(X)	2.63	(X)	2.59	( X )
Average family size	3.04	(X)	3.12	(X)	3.23	(X)	3.20	( X )

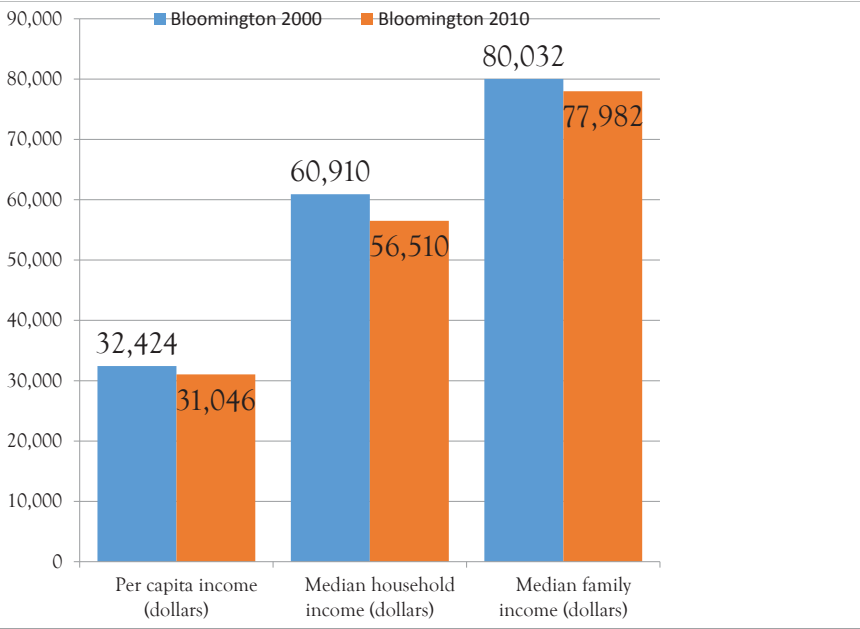
Source: U.S. Census Bureau; ACS and SF4

Figure 2.16 Median Household and Family Income, 2000 - 2010  
Bloomington and Illinois

	2000		2010		% Change
	Number	%	Number	%	
<b>Households</b>	<b>26,734</b>		<b>30,078</b>		
Less than \$10,000	2,026	7.6	1,837	6.1	-1.5
\$10,000 to \$14,999	1,474	5.5	1,419	4.7	-0.8
\$15,000 to \$24,999	3,179	11.9	2,787	9.3	-2.6
\$25,000 to \$34,999	3,244	12.1	3,228	10.7	-1.4
\$35,000 to \$49,999	4,262	15.9	3,771	12.5	-3.4
\$50,000 to \$74,999	5,686	21.3	5,905	19.6	-1.7
\$75,000 to \$99,999	2,821	10.6	3,889	12.9	2.3
\$100,000 to \$149,999	2,717	10.2	4,296	14.3	4.1
\$150,000 to \$199,999	664	2.5	1,555	5.2	2.7
\$200,000 or more	661	2.5	1,391	4.6	2.1
<b>Families</b>	<b>15,937</b>		<b>17,785</b>		
Less than \$10,000	476	3.0	463	2.6	-0.4
\$10,000 to \$14,999	444	2.8	428	2.4	-0.4
\$15,000 to \$24,999	1,201	7.5	997	5.6	-1.9
\$25,000 to \$34,999	1,616	10.1	1,254	7.1	-3.0
\$35,000 to \$49,999	2,310	14.5	1,784	10.0	-4.5
\$50,000 to \$74,999	4,067	25.5	3,577	20.1	-5.4
\$75,000 to \$99,999	2,345	14.7	2,982	16.8	2.1
\$100,000 to \$149,999	2,300	14.4	3,692	20.8	6.4
\$150,000 to \$199,999	628	3.9	1,434	8.1	4.2
\$200,000 or more	550	3.5	1,174	6.6	3.1

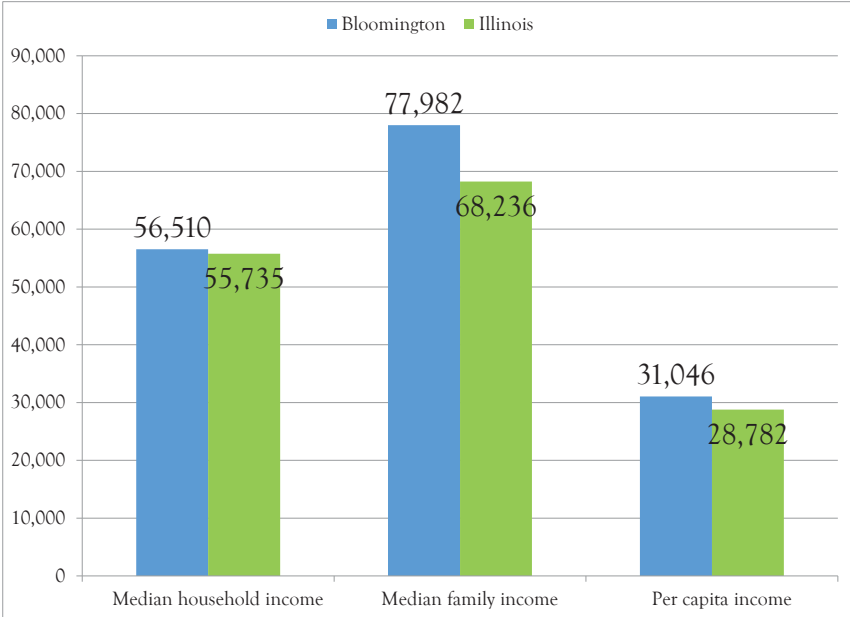
Source: U.S. Census Bureau; ACS and SF3

Figure 2.19 Median Household and Family Income, 2000 - 2010, Bloomington



Source: U.S. Census Bureau; ACS and SF3

Figure 2.20 Median Household Income 2010, Bloomington and Illinois



Source: U.S. Census

