



2018 DATA ANALYSIS

MCLEAN COUNTY, ILLINOIS | AUGUST 2018



bnadvantage.com



MCLEAN COUNTY
Regional Planning Commission

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INTRODUCTION

BN Vitals is a regional dashboard of over 120 socio-economic indicators being tracked for Bloomington, Normal and McLean County. Reviewing, developing, coordinating and maintaining the dashboard has been the primary focus of the BN Indicators and Metrics Task Force (I&M TF), led by the McLean County Regional Planning Commission. The I&M TF is one of five sub-task forces formed in 2015 after the adoption of BN Advantage; Bloomington, Normal and McLean County's cohesive economic development strategy. The goal of these task forces is to work towards advancing the region's vitality and foster growth through workforce development, entrepreneurship, marketing, improving quality of life and tracking progress through data. The BN Vitals dashboard provides viewers with over 120 different metrics with the overarching goal of providing a snapshot of what drives the BN economy and community to city leaders, existing and perspective businesses, investors, newcomers and current residents. This analysis report provides a summary of the most recent year's statistics in an easy-to-read format for policymakers and stakeholders to efficiently take in the information and understand the outlook of the community. Generally, when data was analyzed and summaries written for each section, the most recent year of data was compared to the base year of data (usually 2013), which is the year set as a benchmark by BN Advantage. See the expanded dashboard with current indicators and trend lines at mcplan.org/BNVitals.

DEMOGRAPHICS

- **The community is growing but at a slower rate than in the past.**

While the slower growth rate is an area of concern, the fact that our community is still growing while the State of Illinois is losing population is a positive sign.

- **McLean County is aging.**

The ratio of the population age 65 and over (generally retired) compared to those of working age is trending upward. However, McLean County's ratio is well below Illinois and national averages.

- **The number of children is trending downward.**

The proportion of the population age 15 and younger (non-working children) in McLean County is decreasing. Interestingly, the average household size did not change significantly during the same time period. This means that our makeup of families is changing. This trend could lead to a slight decline in school enrollment, smaller class sizes, and corresponded reductions in funding (on a per-student basis) from the State of Illinois.

- **We are a relatively affluent community.**

Median Household, Median Family, and Per Capita incomes are all trending upward and are well above Illinois and national averages.



173,254
population

32
median age

\$62,089
median HH income

2.5
average HH size

TALENT

- **Our high school graduation rates are increasing and dropout rates are decreasing.**

McLean County students are faring better than Illinois averages in both of these statistics. Post-secondary enrollment of District 87 graduates increased, while this statistic decreased slightly for Unit 5 graduates.

- **McLean County's talent is highly educated.**

McLean County's adult education attainments are high and the numbers are improving. Our percentage of residents with an associate's degree or higher is increasing and is well above the Illinois average. Our post-secondary enrollments are increasing slightly while Illinois is staying steady. However, post-secondary enrollment seems low given our high level of college attainment.

- **McLean County is preparing our children for the future, but there is room for improvement.**

Our high school graduation rates and college readiness has improved in the last few years. However, average class sizes are growing while instructional spending per student is decreasing. Both Unit 5 and District 87 class sizes are larger than Illinois averages. Instructional spending in both districts is well below Illinois averages and has historically fluctuated annually between increases and decreases. In 2017, District 87 instructional spending was \$1,624 below the Illinois average and Unit 5 was \$2,089 below the Illinois average.



High school graduation rates and college readiness have improved considerably since 2013.

EMPLOYMENT

- **The size of our labor force and number of employed persons is on a downward trend.**

The size of our labor force is shrinking at a steady rate since 2010. A growing population combined with an overall lower number of employed persons could be an area of concern going forward.

- **Unemployment rates are declining.**

McLean County monthly unemployment is steadily declining. Annual unemployment has declined in recent years and is below the Illinois average, but is currently remaining steady and is near the national average.

- **Average annual pay is increasing.**

Wages for the workforce in McLean County are increasing slowly, however when adjusted for inflation and cost of living, the real increase may be negligible. Our county-wide average pay is lower than both the Illinois and national averages, which are both slowly increasing and may also be attributed to cost of living adjustments.

- **Employment in firms with fewer than 500 employees is increasing while employment at firms employing more than 500 employees is decreasing.**

While increasing employment in smaller firms is an indication of economic diversification, this is overshadowed by decreasing total employment. See graph on right for comparison.

- **Average earnings of both high and low paying occupations are increasing, but the total number of jobs in high paying occupations is declining.**

Management, Legal, Health Care Practitioners, Computer and Mathematical Operations, Architecture, Engineering, and Business and Financial Operations are among the highest paid occupations. All of these occupations experienced increases in average earnings. However, with the exception of Legal, Architecture and Engineering occupations, the number of jobs in the rest of the high paying occupations has declined. Business and Financial Operations is one of the high concentration occupations in the community which experienced a noticeable loss in the number of jobs.

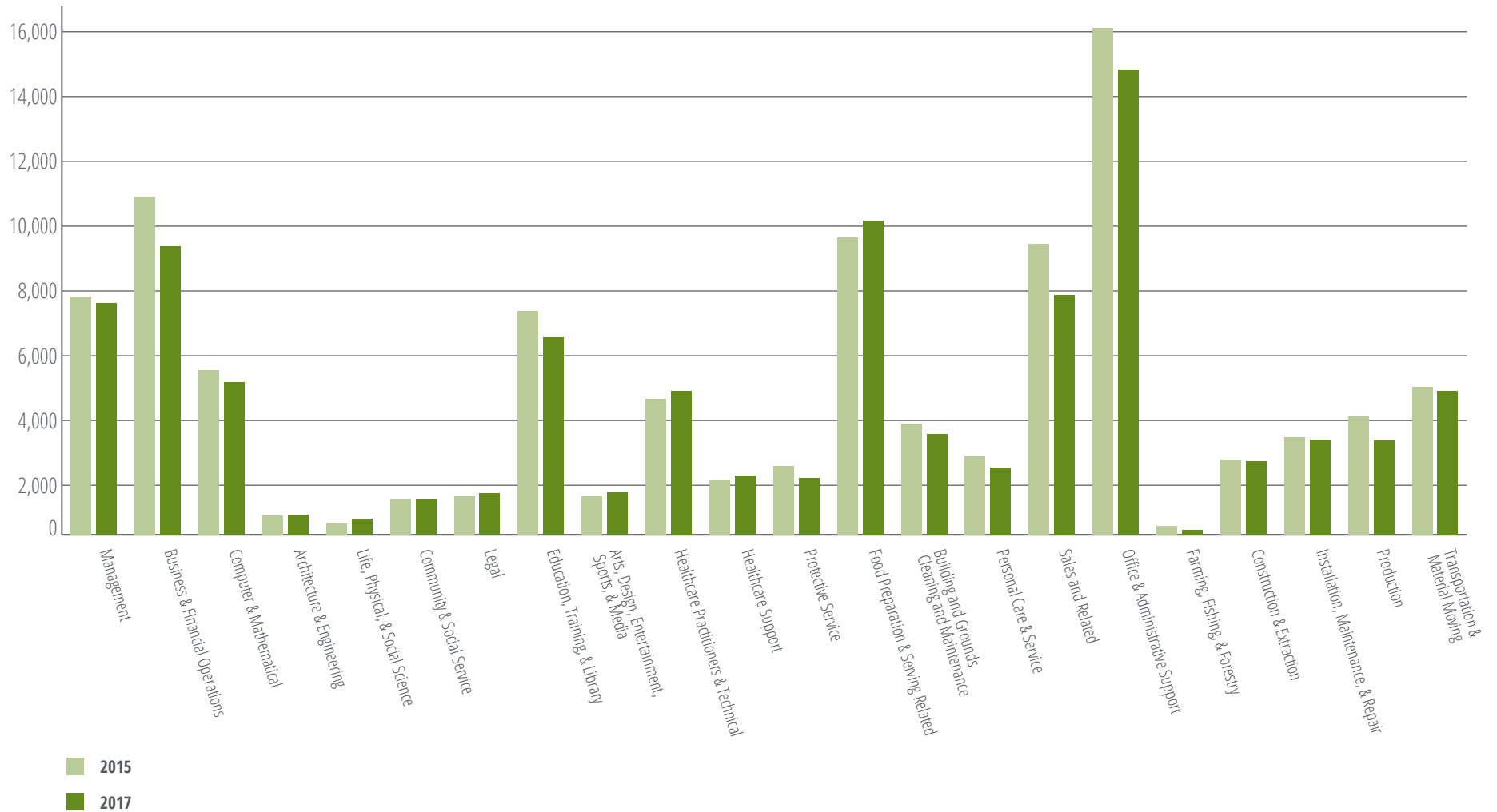
Food Preparation and Serving, Personal Care Service, Building and Grounds, Cleaning and Maintenance, Health Care Support and Sales Related occupations are among the lowest paying occupations. There has been a notable increase in the number of Food Preparation and Serving jobs as well as a minor increase in Health Care Support jobs. The remainder of occupation categories are experiencing job losses.

Employment by Firm Size



EMPLOYMENT

Jobs by Occupation



BUSINESSES & ENTREPRENEURSHIP

■ The total number of establishments is declining.

The total number of establishments in McLean County has declined steadily over the last five years. However, the total number of establishments employing between 100–999 people has increased.

■ Establishment openings are outpaced by establishment closings.

Our number of annual establishment openings is declining and our number of annual establishment closings is growing. This measure will likely continue to change as establishments continue to morph because of technology.

■ New employment from starting establishments is outpaced by job loss from establishment closings.

The number of jobs gained from starting establishments is declining while the number of job losses from establishment closings is increasing.

(An establishment, as defined by Business Dynamics Research Consortium, is any standalone location of business. A HQ with many branches would count each standalone location as an establishment)

■ Bloomington-Normal is innovating.

The annual number of patent applications by Bloomington-Normal residents and businesses has increased over time. In 2017, 76 patents were granted which is the highest in recorded history for Bloomington and Normal residents and businesses.



Patent applications in Bloomington-Normal increase annually.

31 PATENTS IN 2013

76 PATENTS IN 2017



INDUSTRIES

- Annual GDP has been rising in past years, from 2010 to 2014, but now appears to have plateaued.
- Employment levels in our key industries are healthy, but not growing.

BN's top five industries are financial services, government, education and health services, professional and business services, and leisure and hospitality. With the exception of leisure and hospitality and education and health services, the rest of our top industries posted employment losses. Also important to note is that our retail trade employment, which saw a steady decrease in recent years, is now seeing slight growth. County-wide manufacturing employment decreased significantly, much of which may be attributed to the closing of the Mitsubishi plant in 2016.



REAL ESTATE

- **New residential construction and sales are down, but residential resales are trending up.**

- **Median home value is narrowly appreciating.**

The increase in median home value year over year is about 1% on average and is likely due to home values appreciating slightly on an annual basis. Such narrow appreciation rates mean that our market is almost in equilibrium.

- **Median rent is trending upward.**

Historically, Bloomington, Normal and McLean County have all been nearly identical for this statistic, but since 2014, Normal's median rent has been increasing at a faster rate than Bloomington or McLean County.

- **Commercial construction and remodeling are still going strong.**

Commercial building activity has varied between Bloomington and Normal in the past. Bloomington's new commercial building permits are generally higher than Normal's or McLean County's, but have been steady since 2015. Meanwhile, new commercial building permits are on an upward trend for Normal and McLean County. However, the number of commercial remodel permits has been trending up for Bloomington but down for Normal, where a peak was reached in 2014 and has declined since.



Median rent in Normal is increasing at a faster rate than in Bloomington or McLean County.



TAX REVENUE

■ Property tax revenue is trending upward.

Tax revenue increases can be attributed to a combination of appreciating real estate values, new construction, particularly in commercial developments, and tax rate increases by certain local taxing bodies during this period.

■ Non-property tax revenue is declining.

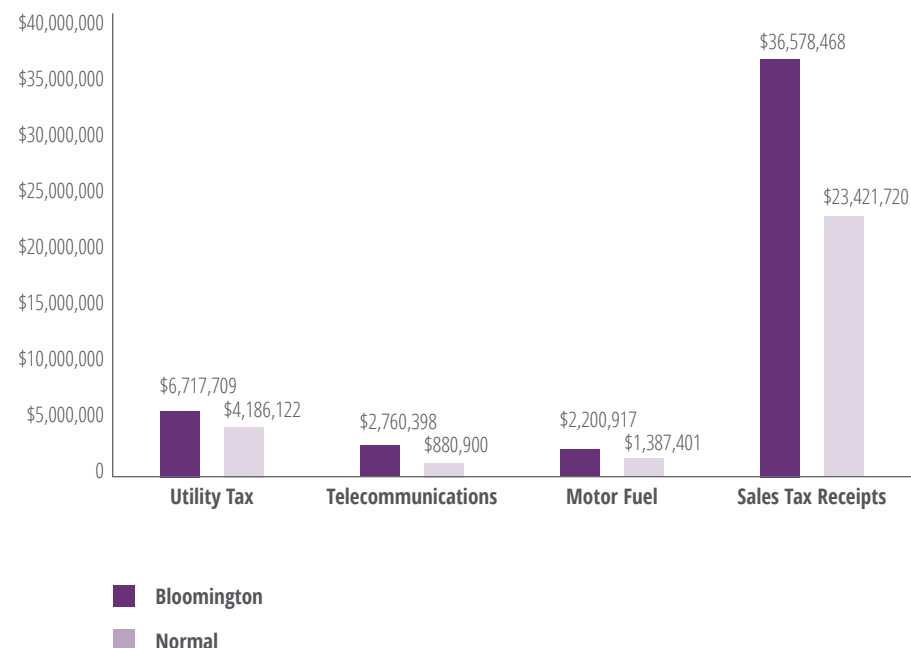
The City of Bloomington's utility and telecommunications tax revenues are increasing, while the Town of Normal's revenue from these locally imposed taxes has decreased slightly. Motor Fuel Tax (MFT) revenue is declining for both municipalities and the County. These decreases in MFT revenues have led to deferred investment in local road infrastructure.

■ Overall, sales tax revenues are trending upward as a result of a 2016 increase in the tax rate.

Both Bloomington and Normal posted gains in sales tax collections, partly due to a 1% increase to each municipality's Home Rule sales tax rate which went into effect on January 1, 2016. McLean County Government's sales tax collections have declined. Annual gross taxable sales are up in Bloomington but down in Normal and County-wide.

Due to a variation in the sales tax rate during the study period, monitoring underlying gross sales numbers are a more effective measurement of the health of the retail sales environment than monitoring actual tax collection dollars.

Non-Property Tax Revenue in 2017



EQUITY

- **McLean County is a relatively equitable community.**

The GINI index ranges from zero (perfect equality) to one (perfect inequality). This measure is presented using household income. The GINI indexes for McLean County are below Illinois and national levels, meaning that in general we are more equitable.

- **The poverty rate is steady.**

McLean County's poverty rate has historically been slightly above the Illinois average but it should be noted that the high student population in McLean County skews this dataset.

- **Our educational achievement gaps are wider than Illinois averages.**

The achievement gap compares test results over time between different demographic groups to illuminate patterns. This is increasingly recognized by educators nationwide as an important measure of equity. Smaller gaps represent little difference between test scores for those of various demographic groups, while wider gaps represent discrepancies between those of different demographic groups. Our achievement gaps in Unit 5 and District 87 are wider than Illinois averages and have not changed much in recent years.

- **Unemployment rates vary widely across demographic groups.**

Unemployment rates have historically been lowest for Whites and Asians while rates for African Americans and those of two or more races has historically been the highest. Unemployment rates are highest for residents whose highest level of education is a high school diploma or less and generally decrease as the level of educational attainment increases.

- **McLean County housing is generally affordable.**

With a housing affordability index of 321.9, this indicates that a family earning the median income has 321.9% of the income necessary to qualify for a conventional loan covering 80% of the median price for a single-family home. It should be noted that this does not mean that everyone in McLean County can afford to own or rent a home.

- **High school graduation rates by demographic are fluctuating.**

Graduation rates for low-income students are improving in District 87 but declining in Unit 5. Graduation rates for certain demographic groups (e.g., low income students) have historically been higher in Unit 5 than in District 87. However in recent years, District 87 graduation rates have been increasing and are faring similarly to Unit 5 rates.

- **Housing Cost Burden is trending downward slightly for the lowest income bracket.**

Households spending more than 30% of their income on housing often have less funds available for necessities (e.g., food, healthcare). As incomes decrease, this disparity grows exponentially, meaning that a higher percentage of families in lower income brackets are spending more than 30% of their income on housing costs. This statistic is trending downward for those in McLean County earning \$20,000 or less, but fluctuates for those in higher income brackets.

- **Median earnings vary across demographic groups.**

Earnings by educational attainment are as one may expect, increasing exponentially as the level of education increases. Median earnings by race numbers indicate that Asians earn significantly higher wages than all other races, followed by Whites, and then by Black or African Americans and Hispanic or Latinos. It should be noted that both Asian and Latino populations represent less than 5 percent each of the overall population of McLean County.

QUALITY OF PLACE

- **McLean County boasts good quality of place.**

Based on low commute times, good homeownership rates, increased public transit usage as compared to five years ago, easy access to parks and low crime rates, McLean County continues to offer high quality of life and place for its residents.

- **There is room for improvement in civic participation.**

Primary and off-year election turnout is notably lower than general election years.

- **McLean County is dependent on privately owned vehicles.**

Our county relies heavily on driving alone to work in privately owned vehicles. About 90% of workers commute in private cars, trucks, or vans, with only 9.4% of those workers carpooling. The other 10% of workers take various alternative modes of transportation.

- **CIRA airport usage is down over the last 5 years.**

Both airport passengers and general airfreight carried through CIRA have been declining over the last several years, but FedEx airfreight deplanements have steadily gone up.



APPENDIX

DEMOGRAPHICS

KEY DASHBOARD METRICS	BASE RECORD	BASE YEAR	LATEST RECORD	LATEST YEAR	HIGH-LOW RANGE*	GROWTH**
Total Population	171,240	2013	173,254	2016	171,240–173,254	+
Annual Growth Rate	1.3%	2010	0.4%	2016	0.4%–1.7%	–
Percent of Population by Race¹						+
White	84.5%	2013	83.4%	2016	83.4%–85.0%	
Black or African American	7.4%	2013	8.2%	2016	7.1%–8.2%	
Hispanic or Latino	4.5%	2013	4.7%	2016	4.1%–4.7%	
Asian Alone	4.5%	2013	4.9%	2016	4.0%–4.9%	
Two or More Races	2.3%	2013	2.2%	2016	2.2%–2.4%	
Average HH Size	2.5	2013	2.5	2016	2.5–2.6	/
Net Migration	4,141	2013	3,455	2015	3,455–4,141	–
Median Age	32.2	2013	32.6	2016	32.2–32.6	/
Dependency Ratio	49.2%	2013	50.2%	2016	49.0%–50.2%	–
Senior Dependency	15.7%	2013	17.1%	2016	15.0%–17.1%	–
Child Dependency	33.5%	2013	33.1%	2016	33.1%–34.0%	/
Median HH Income	\$62,089	2013	\$63,420	2016	\$55,812–\$63,420	+
Per Capita Income	\$30,460	2013	\$31,752	2016	\$26,969–\$31,752	+
Median Family Income	\$83,812	2013	\$84,335	2016	\$73,315–\$84,335	+

¹ McLean County has become more diverse over the last several years. The BN Advantage report indicates an increase in diversity as a positive for the community.

* Data ranges are all within the last 10 years.

** Growth Column: + indicates positive a positive change, – indicates a negative change, / indicates no change or minimal change

TALENT

KEY DASHBOARD METRICS	BASE RECORD	BASE YEAR	LATEST RECORD	LATEST YEAR	HIGH-LOW RANGE	GROWTH
Associate's or Higher	49.0%	2013	51.7%	2016	46.4%–51.7%	+
Bachelor's or Higher	42.3%	2013	44.5%	2016	39.5%–44.4%	+
Post Secondary Enrollment						
Unit 5	80.1%	2013	79.9%	2015	79.9%–80.1%	/
District 87	69.2%	2013	75.3%	2015	69.2%–75.3%	+
High School Dropout Rate						
Unit 5	1.9%	2013	1.0%	2017	1.0%–1.9%	+
District 87	2.1%	2013	1.4%	2017	1.4%–2.1%	+
High School Graduation Rate						
Unit 5	85.4%	2013	91.6%	2016	85.4%–91.6%	+
District 87	75.5%	2013	85.7%	2016	75.5%–85.7%	+
College Readiness						
Unit 5	56.9%	2014	71.0%	2017	56.9%–71.0%	+
District 87	40.4%	2014	47.6%	2017	40.4%–47.6%	+
Average Class Size						
Unit 5	23.9	2014	24.7	2017	23.9–24.7	–
District 87	22.8	2014	25.2	2017	22.8–25.2	–
Instructional Spending per Pupil						
Unit 5	\$5,813	2013–2014	\$5,764	2015–2016	\$5,419–\$5,764	–
District 87	\$10,341	2013–2014	\$6,229	2015–2016	\$6,229–\$6,251	–
Operational Spending per Pupil						
Unit 5	\$6,221	2013–2014	\$10,189	2015–2016	\$9,473–\$10,189	+
District 87	\$11,609	2013–2014	\$11,969	2015–2016	\$11,765–\$11,969	+

EMPLOYMENT

KEY DASHBOARD METRICS	BASE RECORD	BASE YEAR	LATEST RECORD	LATEST YEAR	HIGH-LOW RANGE	GROWTH
Annual Employment (all industries)	85,158	2013	83,683	2017	83,683–85,385	–
Annual Unemployment Rate	6.6%	2013	3.0%	2017	3.0%–7.2%	+
Average Annual Pay	\$50,082	2013	\$51,282	2016	\$50,082–\$51,282	+
Annual Labor Force	92,729	2013	90,371	2018	89,679–90,552	–
Employment by Firm Size						
0–19 Employees	10,632	2013	10,418	2016	10,418–10,632	–
20–49 Employees	5,989	2013	6,214	2016	5,989–6,214	+
50–249 Employees	8,649	2013	8,779	2016	8,649–8,779	+
250–499 Employees	2,596	2013	3,624	2016	2,596–3,624	+
500+ Employees	46,455	2013	43,542	2016	43,542–46,455	–
Average Earnings by Occupation						
Management	99,740	2015	106,830	2017	88,200–106,830	+
Business and Financial Operations	67,750	2015	71,730	2017	65,880–71,730	+
Computer and Mathematical	85,190	2015	85,250	2017	77,230–85,250	/
Architecture and Engineering	79,690	2015	81,600	2017	71,290–81,600	+
Life, Physical, and Social Science	58,240	2015	70,290	2017	61,100–70,290	+
Community and Social Service	43,420	2015	49,270	2017	45,190–49,270	+
Legal	97,890	2015	100,650	2017	77,940–100,650	+
Education, Training, and Library	49,370	2015	54,990	2017	45,930–54,990	+
Arts, Design, Entertainment, Sports, and Media	54,460	2015	51,390	2017	47,030–51,390	–
Healthcare Practitioners and Technical	71,920	2015	89,060	2017	70,550–89,060	+
Healthcare Support	29,890	2015	31,080	2017	27,630–31,080	+
Protective Service	35,920	2015	44,490	2017	39,660–44,490	+
Food Preparation and Serving Related	21,730	2015	22,920	2017	21,970–22,920	+
Building and Grounds Cleaning and Maintenance	26,430	2015	30,270	2017	26,240–30,270	+
Personal Care and Service	28,070	2015	28,330	2017	24,680–28,330	+
Sales and Related	35,250	2015	35,710	2017	35,710–43,740	+
Office and Administrative Support	36,370	2015	37,060	2017	34,160–37,060	+
Farming, Fishing, and Forestry	40,750	2015	36,440	2017	36,440–43,730	–
Construction and Extraction	53,550	2015	59,390	2017	49,650–59,390	+
Installation, Maintenance, and Repair	45,690	2015	46,610	2017	44,140–46,610	+
Production	42,990	2015	38,750	2017	38,750–39,700	–
Transportation and Material Moving	36,190	2015	38,170	2017	30,450–38,170	+

BUSINESS & ENTREPRENEURSHIP

KEY DASHBOARD METRICS	BASE RECORD	BASE YEAR	LATEST RECORD	LATEST YEAR	HIGH-LOW RANGE	GROWTH
Total Number of Establishments	6,705	2013	6,440	2017	6,194–6,855	–
Number of Patents	31	2013	76	2017	22–76	+
Total Establishment Openings	585	2013	445	2017	659–445	–
Total Jobs Gained from Establishment Openings	3443	2013	2330	2017	3,455–2,330	–
Total Establishment Closings	296	2013	625	2017	500–625	–
Total Jobs Lost from Establishment Closings	2,618	2013	6,847	2017	4,949–6,847	–

INDUSTRIES

KEY DASHBOARD METRICS	BASE RECORD	BASE YEAR	LATEST RECORD	LATEST YEAR	HIGH-LOW RANGE	GROWTH
GDP	11,249	2013	11,252	2016	9,999–11,252	/
Financial Activities	20,500	2013	20,300	2017	20,300–20,600	–
Education and Health Services	10,600	2013	10,900	2017	9,500–11,500	+
Professional and Business Services	10,700	2013	9,600	2017	9,600–11,100	–
Transportation and Utility	3,100	2013	2,900	2017	2,700–3,200	–
Information and Technology	800	2013	600	2017	600–1,000	–
Mining, Logging, and Construction	2,800	2013	2,800	2017	2,800–3,500	/
Manufacturing	4,900	2013	3,300	2017	3,300–6,200	–
Retail Trade	9,300	2013	9,700	2017	9,300–10,100	+
Leisure and Hospitality	11,000	2013	11,900	2017	10,000–11,900	+
Government	16,100	2013	15,700	2017	15,600–16,600	–

REAL ESTATE

KEY DASHBOARD METRICS	BASE RECORD	BASE YEAR	LATEST RECORD	LATEST YEAR	HIGH-LOW RANGE	GROWTH
Annual New Residential Permits in Bloomington, Normal, and Unincorporated County	327	2013	197	2017	197–327	–
Annual New Residential Permit Valuation	\$71,208,640	2013	\$46,500,846	2017	\$46,500,846–\$71,208,640	–
Annual Residential Remodel Permits	2,301	2013	1,989	2017	1,989–2,301	–
Annual Residential Remodel Permit Valuation	\$25,445,125	2013	\$18,025,848	2017	\$18,025,848–\$25,445,125	–
Annual Residential Sales						
New	215	2013	137	2017	137–225	–
Resale	2,282	2013	2,313	2017	1,543–2,313	+
Average Number of Days to Sell						
New	108	2013	117	2017	117–220	+
Resale	81	2013	64	2017	64–99	–
Annual Average Sale Price						
New	\$288,650	2013	\$302,140	2017	\$292,958–\$302,140	+
Resale	\$169,078	2013	\$177,119	2017	\$167,592–\$177,119	+
Average Cost of Construction per Sq. Ft.²	\$138	2013	\$148	2016	\$125–\$148	+ or –
Median Home Value	\$157,200	2013	\$161,800	2016	\$147,100–\$161,800	+
County Median Rent	\$742	2013	\$804	2016	\$690–\$804	+
Annual New Commercial Permits	87	2013	111	2017	87–111	+
Annual New Commercial Permit Valuation	\$24,570,628	2013	\$39,308,363	2017	\$24,570,628–\$39,308,363	+
Annual Commercial Remodel Permits in Bloomington and Normal	449	2013	439	2017	439–449	–
Annual Commercial Remodel Permit Valuation in Bloomington and Normal	\$56,626,195	2013	\$90,123,145	2017	\$56,626,195–\$90,123,145	+

² Increases in the average cost of construction per square foot may be beneficial for some but negative for others. For example, an increase would be positive for those in the construction business, but negative for those who may be buying buildings at a higher cost due to the increased cost of construction per square foot.

TAX REVENUE

KEY DASHBOARD METRICS	BASE RECORD	BASE YEAR	LATEST RECORD	LATEST YEAR	HIGH-LOW RANGE	GROWTH
Property Tax Revenue	\$294,425,978	2013	\$329,884,034	2017	\$281,575,199–\$329,884,034	+
Non-Property Tax Revenue						
Bloomington						
Utility Tax	\$4,957,865	2014	\$6,717,709	2017	\$4,957,865–\$6,717,709	+
Telecommunications	\$1,776,658	2014	\$2,760,398	2017	\$1,776,658–\$2,760,398	+
Motor Fuel	\$2,297,161	2014	\$2,200,917	2017	\$2,200,917–\$2,297,161	–
Sales Tax Receipts	\$28,177,129	2014	\$36,578,468	2018	\$27,577,116–\$38,555,633	+
Normal						
Utility Tax	\$4,842,617	2014	\$4,186,122	2017	\$4,186,122–\$4,842,617	–
Telecommunications	\$1,136,151	2014	\$880,900	2017	\$880,900–\$1,136,151	–
Motor Fuel	\$1,583,240	2014	\$1,387,401	2017	\$1,387,401–\$1,583,240	–
Sales Tax Receipts	\$17,379,985	2014	\$23,421,720	2018	\$17,379,985–\$23,421,721	+
McLean County						
Motor Fuel	\$3,584,104	2014	\$2,698,150	2017	\$2,698,150–\$3,584,104	–
Sales Tax Receipts	\$5,736,416	2014	\$5,711,443	2018	\$5,563,570–\$5,943,853	/
Annual Gross Taxable Sales						
Bloomington	\$1,371,118,244	2013	\$1,436,564,291	2017	\$1,149,394,044–\$1,473,077,635	+
Normal	\$863,346,830	2013	\$857,442,748	2017	\$553,181,530–\$885,626,112	–
County	\$68,035,762	2013	\$54,600,534	2017	\$54,600,534–\$71,661,624	–

EQUITY

KEY DASHBOARD METRICS	BASE RECORD	BASE YEAR	LATEST RECORD	LATEST YEAR	HIGH-LOW RANGE	GROWTH
GINI Index	0.45	2013	0.45	2016	0.43–0.45	/
Below Poverty Level	14.2%	2013	14.2%	2016	14.0%–14.2%	/
Housing Affordability Index	289.9	2013	321.9	2016	289.9–321.9	+
Achievement Gap						
Unit 5	-32	2015	-32	2017	-32–(-32)	/
District 87	-29	2015	-29	2017	-29–(-29)	/

EQUITY *Continued—*

KEY DASHBOARD METRICS	BASE RECORD	BASE YEAR	LATEST RECORD	LATEST YEAR	HIGH-LOW RANGE	GROWTH
High School Graduation Rate						
High School Graduation Rate for Low Income Students						
Unit 5	88.6%	2013	76.8%	2017	76.8%–88.6%	–
District 87	67.2%	2013	82.6%	2017	67.2%–82.6%	+
High School Graduation Rate for Female Students						
Unit 5	88.6%	2013	95.8%	2017	88.6%–95.8%	+
District 87	77.6%	2013	85.6%	2017	77.6%–85.6%	+
High School Graduation Rate for Male Students						
Unit 5	82.2%	2013	87.5%	2017	82.2%–87.5%	+
District 87	73.3%	2013	85.7%	2017	73.3%–85.7%	+
Unemployment Rate by Educational Attainment						
Less than High School Graduate	18.8%	2013	15.5%	2016	13.9%–15.5%	+
High School Graduate	8.8%	2013	6.1%	2016	5.5%–6.1%	+
Some College or Associate's Degree	4.8%	2013	4.4%	2016	4.4%–4.5%	+
Bachelor's Degree or Higher	2.6%	2013	1.6%	2016	1.6%–2.1%	+
Unemployment Rates by Race						
White	5.8%	2013	4.1%	2016	4.1%–5.5%	+
Black or African American	15.2%	2013	11.2%	2016	11.2%–13.8%	+
American Indian or Alaska Native	13.6%	2013	0.0%	2016	0.0%–6.9%	+
Asian	5.7%	2013	2.0%	2016	2.0%–5.6%	+
Other Race	8.5%	2013	8.8%	2016	8.8%–11.2%	–
Two or More Races	14.0%	2013	13.2%	2016	12.1%–13.2%	–
Hispanic or Latino	9.3%	2013	6.8%	2016	6.7%–6.8%	+
White alone, not Hispanic or Latino	5.7%	2013	4.0%	2016	4.0%–5.5%	+
Median Earnings by Educational Attainment						
Less than High School Graduate	\$19,319	2013	\$19,347	2016	\$18,354–\$19,347	/
High School Graduate	\$29,189	2013	\$30,164	2016	\$29,271–\$30,164	/
Some College or Associate's Degree	\$34,547	2013	\$35,265	2016	\$35,265–\$35,316	/
Bachelor's Degree	\$54,930	2013	\$54,614	2016	\$49,621–\$54,614	/
Graduate or Professional Degree	\$66,391	2013	\$68,441	2016	\$60,143–\$68,441	+
Median Earnings by Race						
Black or African American	\$16,538	2013	\$18,490	2016	\$14,251–\$18,490	+
Asian	\$60,734	2013	\$63,097	2016	\$54,043–\$63,097	+
Hispanic or Latino	\$16,552	2013	\$17,464	2016	\$17,464–\$18,140	+
White	\$30,411	2013	\$31,880	2016	\$25,916–\$31,880	+

QUALITY OF PLACE

KEY DASHBOARD METRICS	BASE RECORD	BASE YEAR	LATEST RECORD	LATEST YEAR	HIGH-LOW RANGE	GROWTH
Mean Commute Times	17.9	2013	18	2016	17.1–18.0	/
Modes of Transportation to Work						
Car, Truck, or Van (driving alone)	79.5%	2015	80.2%	2016	79.5%–80.2%	–
Car, Truck, or Van (carpool)	9.4%	2015	9.4%	2016	9.4%–9.4%	/
Public Transportation (not taxicab)	1.9%	2015	1.6%	2016	1.6%–1.9%	–
Walk	4.4%	2015	4.1%	2016	4.1%–4.4%	–
Bicycle	0.5%	2015	0.6%	2016	0.5%–0.6%	+
Taxicab, Motorcycle, or Other Means	1.1%	2015	1.0%	2016	1.0%–1.1%	–
Worked at Home	3.1%	2015	3.1%	2016	3.1%–3.1%	/
Homeownership Rate	67.3%	2013	64.9%	2016	64.9%–68.3%	–
Annual Connect Transit Ridership	2,009,264	2013	2,217,641	2017	2,009,264–2,217,641	+
Annual Connect Mobility Ridership	57,833	2013	83,412	2017	57,833–83,412	+
Annual Airport Usage						
Enplaned	215,889	2013	167,870	2017	167,870–262,409	–
Deplaned	212,749	2013	166,062	2017	166,062–257,402	–
Annual Airfreight						
Enplaned	746 lbs	2013	0 lbs	2017	0 lbs–11,161 lbs	–
Deplaned	2,642 lbs	2013	1482 lbs	2017	1,482 lbs–17,192 lbs	–
Annual FedEx Airfreight						
Enplaned	5,997,190 lbs	2015	5,147,337 lbs	2017	5,147,337 lbs–5,997,190 lbs	–
Deplaned	6,203,292 lbs	2015	7,613,597 lbs	2017	6,203,292 lbs–7,613,597 lbs	–
Normal's Acres of Parkland per 1,000 People			5.7	2015		
Normal's Open Space Area per 1,000 People			14.0	2015		
Bloomington's Acres of Parkland per 1,000 People			9	2009		
McLean County Voter Turn-out						
Primary	28.6%	2014	49.9%	2016	42.6%–49.9%	+
General	49.2%	2014	73.1%	2016	68.9%–73.1%	+
Off-Year Elections	20.3%	2013	19.8%	2017	13.1%–19.8%	/
Combined Violent and Property Crime	240	2013	119	2016	119–248	+