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 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.

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.

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(1), 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

Source: U.S. Census

Foot Note: 1) Full brief can be accessed at http://www.census.gov/prod/cen2010/briefs/c2010br-01.pdf
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, the older working age population (45 - 64) grew at a faster rate than populations under the
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 2.9 Bloomington’s Young Population Concentrations

Data Source: Census, NHGIS
Information Level: Census Block Group
Figure 2.10 Bloomington’s Ethnic Population Concentrations

Concentration of African-American Population

Concentration of Hispanic Population

Concentration of Asian Population

Figure 2.11 Percentage Change in Racial Composition

Source: U.S. Census Bureau
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, 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 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 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/ethnic diversity 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.
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...
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 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.
<table>
<thead>
<tr>
<th>Income Range</th>
<th>2000</th>
<th>2010</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Households</td>
<td></td>
<td>Families</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>2,026</td>
<td>1,837</td>
<td>6.1</td>
</tr>
<tr>
<td>$10,000 to $15,000</td>
<td>1,474</td>
<td>1,419</td>
<td>4.7</td>
</tr>
<tr>
<td>$15,000 to $25,000</td>
<td>3,179</td>
<td>2,787</td>
<td>9.3</td>
</tr>
<tr>
<td>$25,000 to $35,000</td>
<td>3,244</td>
<td>3,228</td>
<td>10.7</td>
</tr>
<tr>
<td>$35,000 to $50,000</td>
<td>4,262</td>
<td>3,771</td>
<td>12.5</td>
</tr>
<tr>
<td>$50,000 to $75,000</td>
<td>5,686</td>
<td>5,905</td>
<td>19.6</td>
</tr>
<tr>
<td>$75,000 to $100,000</td>
<td>2,821</td>
<td>3,889</td>
<td>12.9</td>
</tr>
<tr>
<td>$100,000 to $150,000</td>
<td>2,717</td>
<td>4,296</td>
<td>14.3</td>
</tr>
<tr>
<td>$150,000 to $200,000</td>
<td>664</td>
<td>1,254</td>
<td>7.1</td>
</tr>
<tr>
<td>$200,000 or more</td>
<td>661</td>
<td>1,391</td>
<td>4.6</td>
</tr>
</tbody>
</table>

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