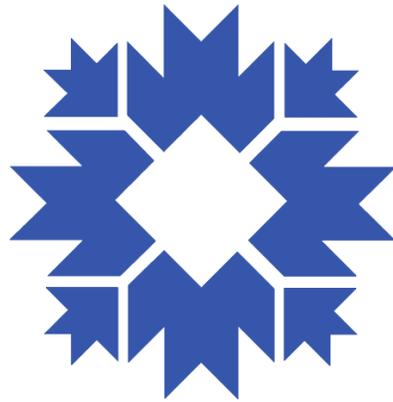
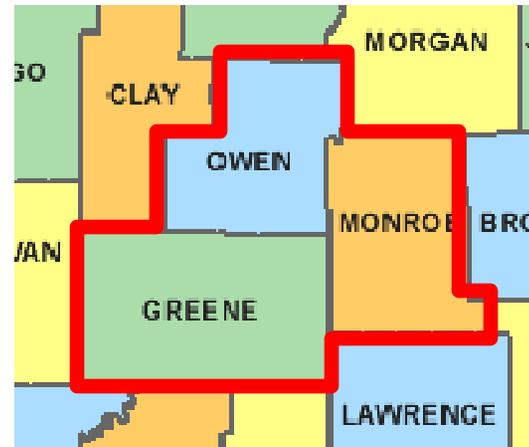


# **2012 Bloomington Community Snapshot**



# Data Sources

- 2010 Census
- American Community Survey (ACS)
- Metropolitan Statistical Area (MSA)



## **1/11/2012 - Introduction (notes on the data sources)**

### **U.S. Census:**

- It's the official population count done by the federal government and mandated by the Constitution.
- It's conducted every 10 years.
- Beginning with the 2010 Census, only the short form was available (this was advertised as being the 10 questions/10 minutes form) –
- The short form was done to improve coverage and accuracy.
- However, due to this short length, the U.S. Census focuses only on population and housing information.
- It does not contain very detailed demographic information anymore.
- This role has largely been turned over to the American Community Survey, or ACS.

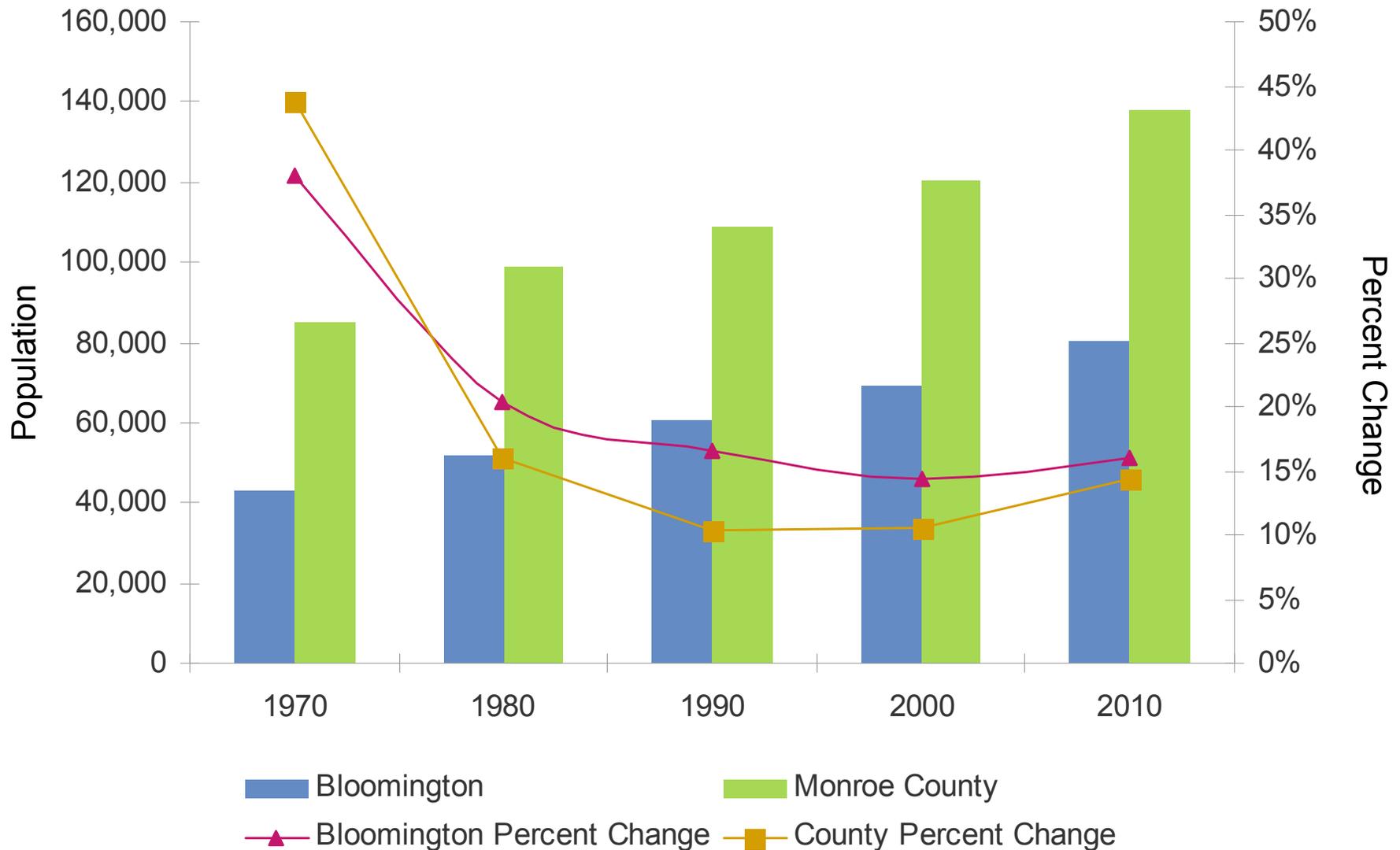
### **ACS:**

- The ACS is conducted by the U.S. Census Bureau as an ongoing survey that provides annual data projections.
- The ACS survey has replaced the Census long-form, so it has more detailed information about housing, income and transportation than the Census does.
  - Since the ACS is a sample, it's not as accurate or comprehensive as the Census.
  - Sample Error does occur and can be an issue with the ACS.
  - **Example:** ACS said in 2005 that the City population had shrank 3%
  - Turned out this was false – the City was actually growing steadily
- However, the ACS does provide a more current data picture for communities than the Census does, so it's a helpful statistic to look at.

### **Metropolitan Statistical Areas (or MSA)**

- A geographic entity, as defined by the Federal Government, and is used for statistical purposes – especially economic statistics.
- The MSA is based on the concept of a core area with a large population, plus adjacent communities that have a high degree of economic and social connection with the core community – commuting patterns.
- An MSA also requires the presence of a city with at least 50,000 people.
- For Bloomington, the MSA includes Monroe, Owen & Greene Counties.

# City and County Growing at a Similar Rate

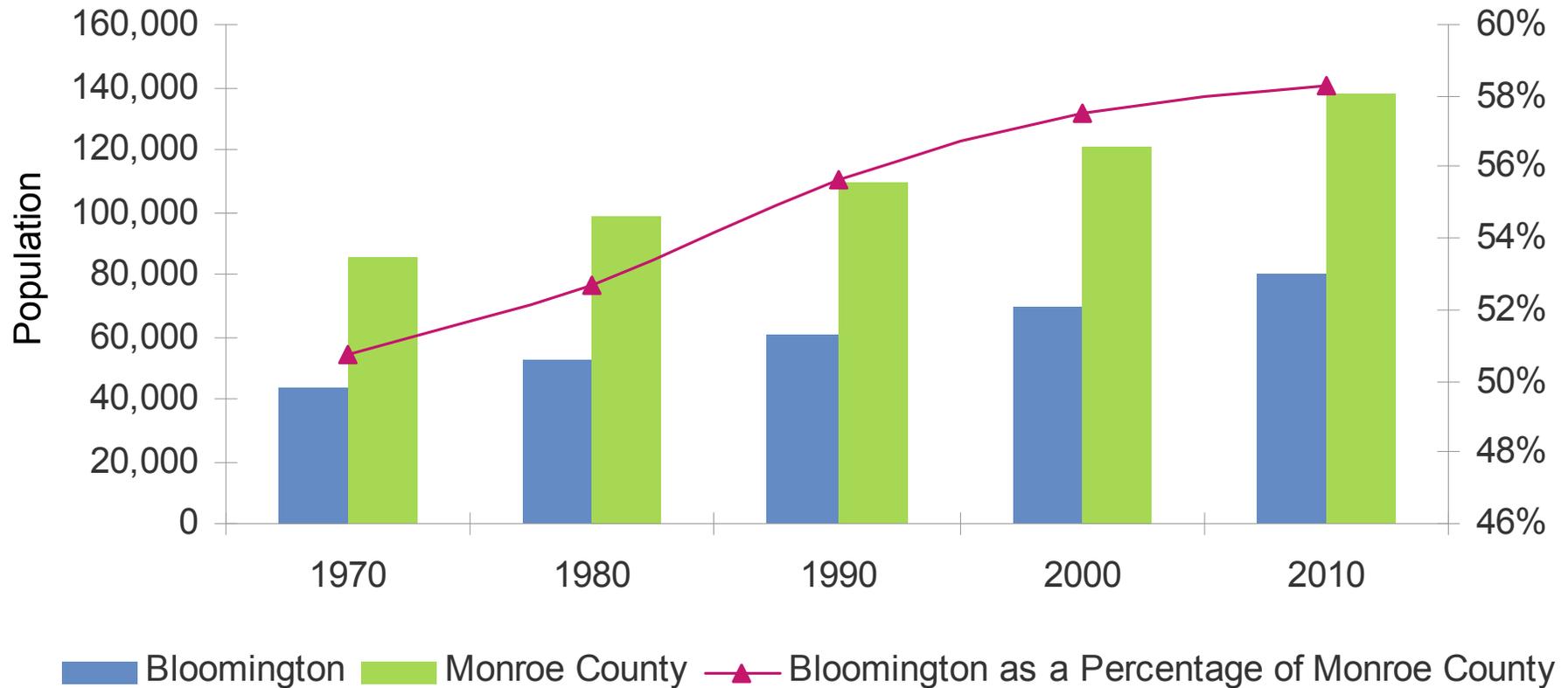


Source: U.S. Census

## **SLIDE #1 (City and County Growing at a Similar Rate)**

- The Blue bars represent the City of Bloomington population
- The Green bars is the population for Monroe County
- The City population was just over 43,000 in the 1970 Census; in the 2010 Census, it was over 80,400.
- So in 40 years, the population of Bloomington has essentially doubled in size.
- The lines on here represent percentage change of population over the years. The red line is for the City and the orange line is for the County.
- The percentage change for both the City and County have been similar – generally between about 10% and 20% every year.
- You’ll notice the large percentage change in 1970 from the prior census year (which was 1960).
- The population of Bloomington greatly increased between 1960 and 1970.
- The enrollment at IU also significantly increased during that time, too.
- Our assumption about this trend was that it most likely was due to the large numbers from the “Baby-Boom” generation entering college during this time period.

# Bloomington Becoming Higher Percentage of Monroe County

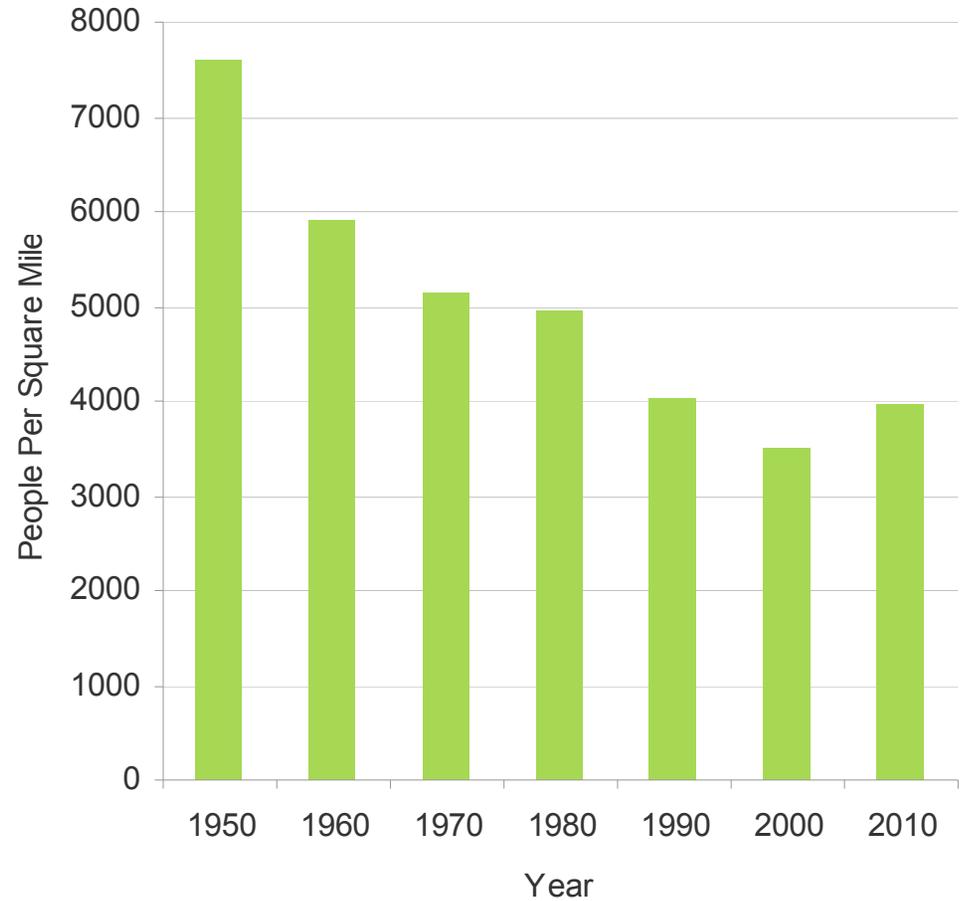
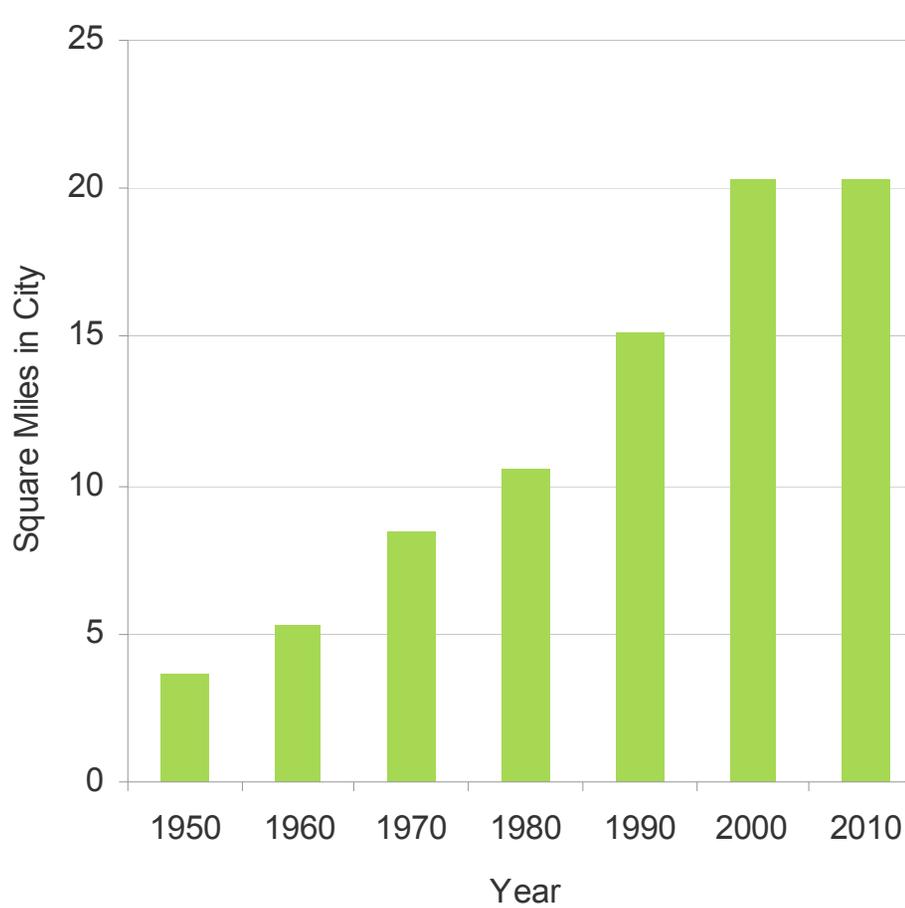


Source: U.S. Census

## **SLIDE #2 (Bloomington Becoming Higher % of Monroe County)**

- This slide shows the same City and County population numbers as the last slide did.
- However, what this shows is the percentage of people that live in Monroe County that also reside within the City of Bloomington's municipal boundaries.
- One note about this calculation: it only includes the actual City boundaries and not the AIFA areas.
- Some of you know what the AIFA is and others may not.
- So a brief explanation:
- "AIFA" stands for Areas Intended for Annexation.
- These are geographic areas that the City has identified to eventually be annexed into the municipal boundaries of the City.
- The City has zoning and land use control over AIFA areas, but they are not within the corporate limits of the City of Bloomington and instead receive their public services from Monroe County Government.
- What this chart shows is that Today, Bloomington is nearing almost 60% of Monroe County's total population (**it was 51% in 1970**).
- We can see that Monroe County has steadily become more urbanized over the past 40 years.
- This is a result of the City of Bloomington steadily increasing in both geographic size and population since 1970.

# As Area of City Increased, Density Decreased



Source: U.S. Census

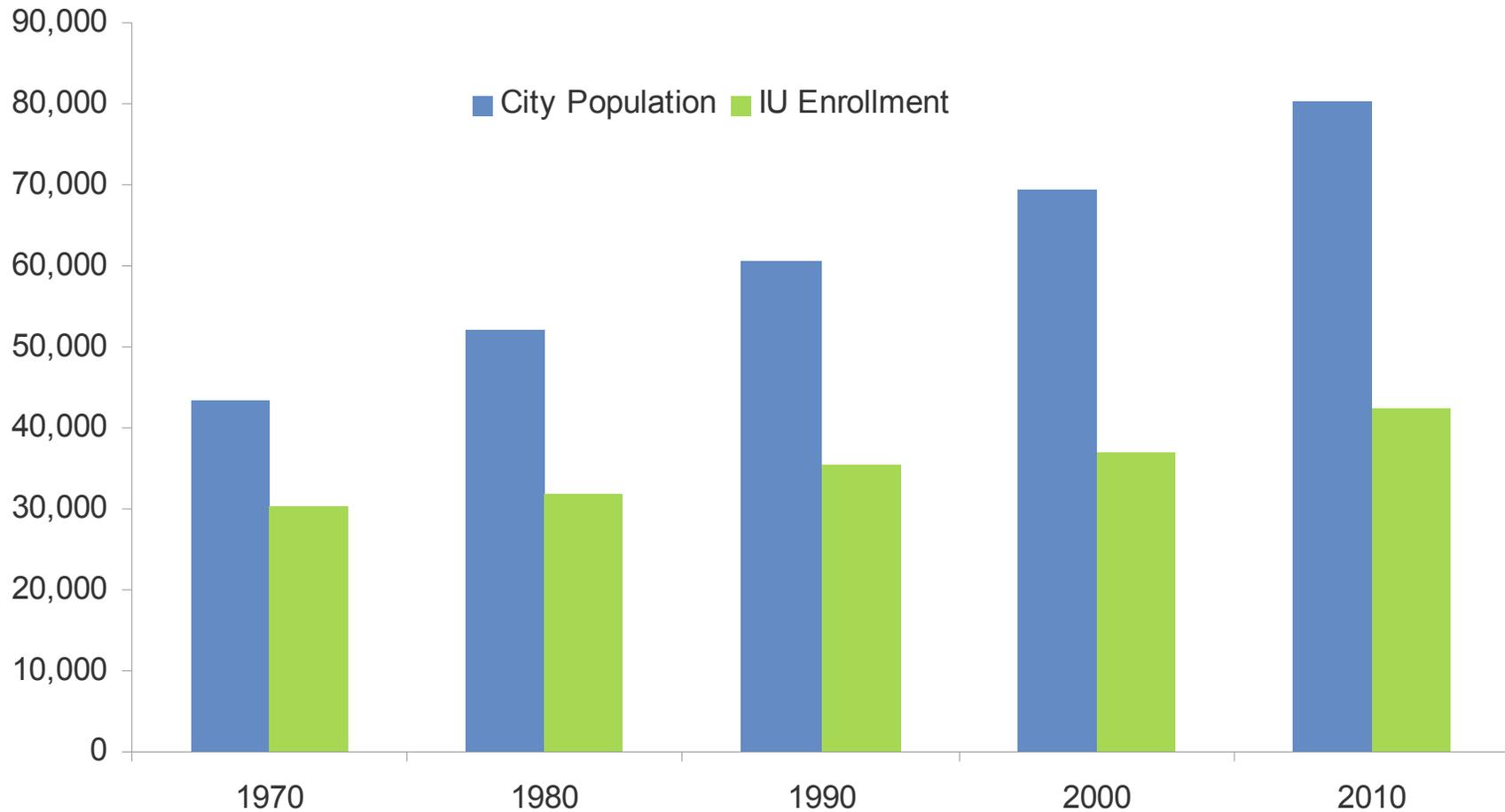
### **SLIDE #3 (As Area of City Increased, Density Decreased)**

- There are 2 charts shown on this slide.
- The one on the left outlines the square miles of the City. The one on the right shows the density of the community in terms of how many people live per Square Mile in the City.
- Again, the measurement for the Square Miles of the City is Bloomington's actual municipal boundaries, and not the AIFA areas.
- What the People per Square Mile measurement generally indicates is that the higher density a community has, the more Compact Urban Form it has:
  - More urban design patterns;
  - Larger concentrations of people living downtown;
  - Generally more walk-able, etc.
- If a community has a low density, this tends to show patterns of more spread-out development:
  - A more suburban design pattern;
  - Greater dependency on cars for transportation;
  - Buildings that are on much larger lots.
- In Bloomington, you can see that the area within the City limits has grown considerably since 1950.
- 60 years ago, the City encompassed roughly about 5 square miles. Today, it's over 20 square miles.
- As the geographic size of the City increased and development started to shift towards more Post-WWII suburban style patterns, the density of the City consistently declined
  - It was approximately 3,500 people Per Square Mile in 2000.
- This trend starts to reverse itself after 2000.

### **SLIDE #3 (CONT'D)**

- The density has actually increased in the last decade – we are now at almost 4,000 people Per Square Mile.
- During that same time between 2000 and 2010, there were no major annexations, so the geographic size of the City has pretty much stayed the same.
- So, we can start to see that the City’s planning policies and urban density goals have had an affect on the growth patterns of the City
  - Especially highlighted with the denser mixed-use developments that have occurred in the downtown.
- Just for fun, we decided to see how the population density of Bloomington compared to New York City and Indianapolis.
- **Our** density was exactly 3,964 people Per Square Mile.
- New York City’s density was 66,914 people Per Square Mile.
- The City of Indianapolis has a density of 2,269 people Per Square Mile.
- So, Bloomington actually has a **higher population density than Indy** does.
- That was a surprising statistic that we came across during our research, but it’s a fact that we can all definitely feel good about.

# City Population and IU Enrollment Both Increasing; IU a Greater Proportion of the City Population in 1970 than Today



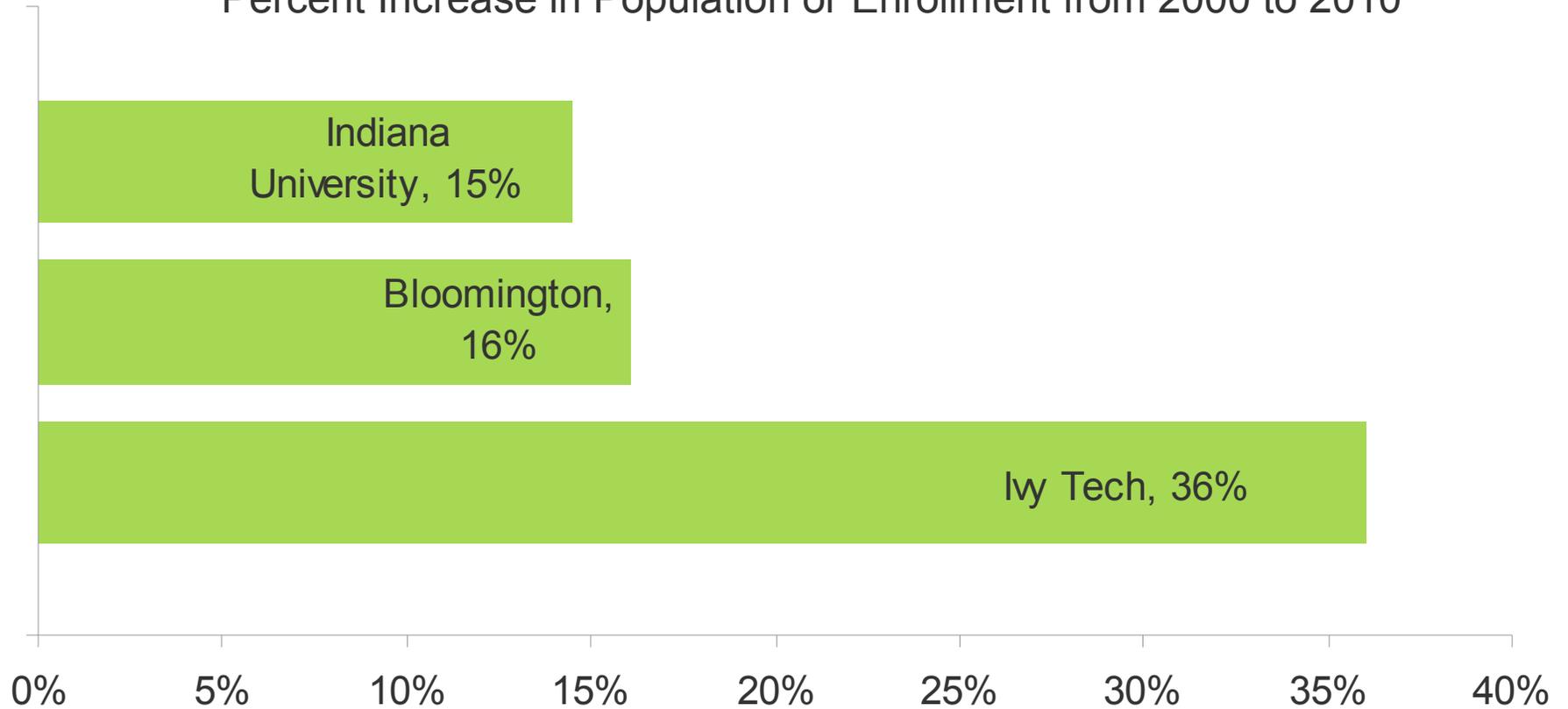
Source: U.S. Census and University Institutional Research and Reporting

#### **SLIDE #4 (City Population and IU Enrollment Both Increasing)**

- This slide shows the increase in both City population and Indiana University enrollment.
- The Blue bars represent City population and the Green bars show the total IU enrollment.
- There has been a steady increase in IU enrollment over the years.
- However, City population has outpaced total IU enrollment over the past 40 years
- In 1970, the City population was a little over 10,000 more than the total IU enrollment.
- By 2010, that difference has increased to almost 40,000.
- We can still safely say today that Bloomington is definitely a “College Town” in the traditional sense.
- Indiana University obviously continues to be a very important aspect of Bloomington.
- However, the City has also grown in population and now has many other segments outside of purely those that are only connected with the University community.
- So, we’ll need to also consider that in our planning process.

# Ivy Tech Growing More Rapidly than City or Indiana University

Percent Increase in Population or Enrollment from 2000 to 2010



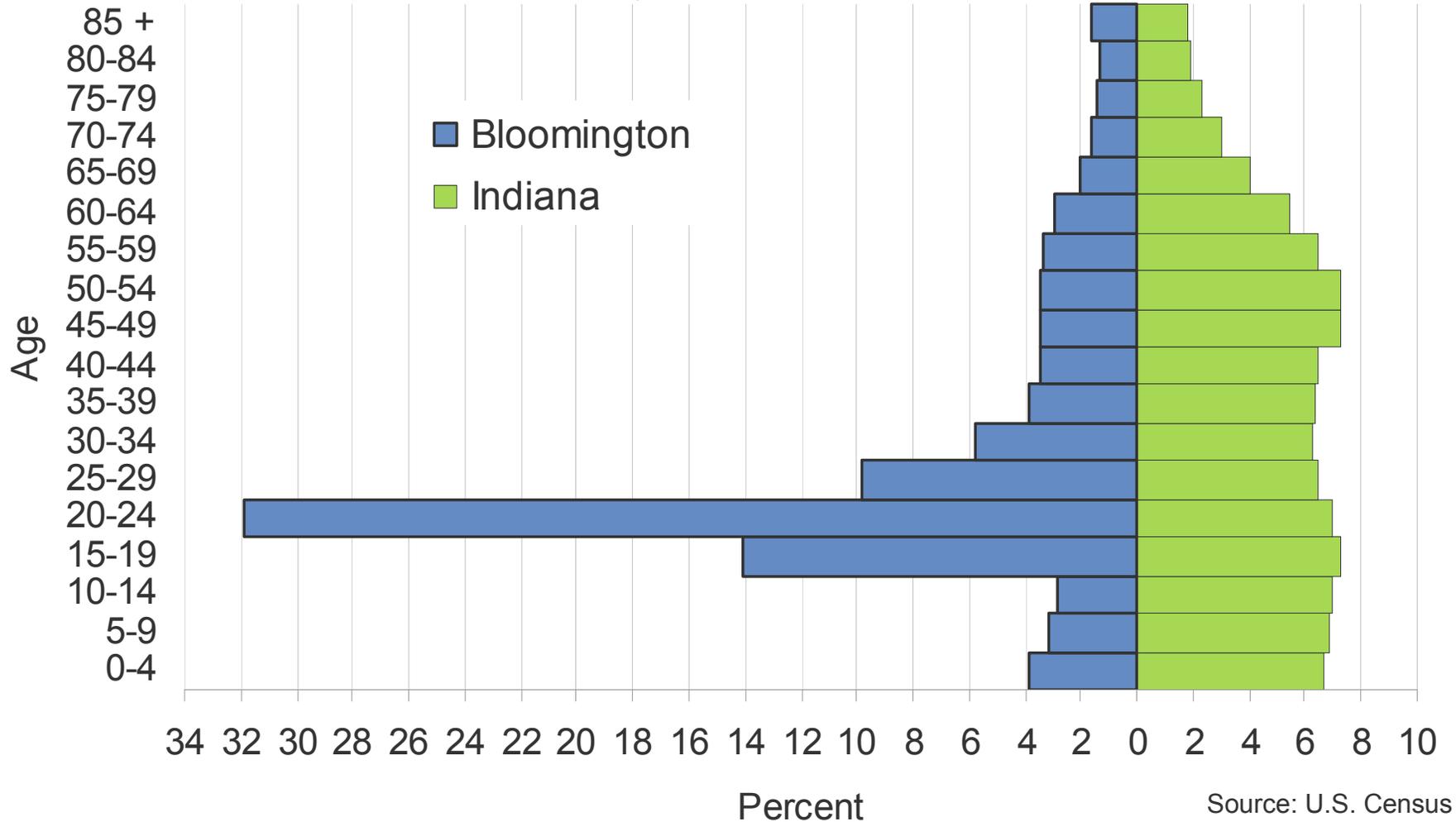
Source: U.S. Census, University Institutional Research and Reporting, and Ivy Tech

## **SLIDE #5 (Ivy Tech Growing More Rapidly than City or IU)**

- In this slide, we've compared the percent increase in enrollment at both IU and Ivy Tech during the ten year period between 2000 and 2010.
- We also added the percent change in Bloomington's population as a comparison as well.
- As you can see, at **36%**, Ivy Tech has had tremendous growth since 2000.
- Ivy Tech not only has a student population base located in Bloomington, but also has a large number of students that commute from neighboring counties.
- Both IU and Ivy Tech bring many people to Bloomington for educational purposes.
- Based on these numbers, we can really see that Bloomington continues to be very much a regional center for education – and not only for IU.
- So, we'll need to consider our status as an educational hub as we move farther along in this process.

# Large College-Aged Population of Residents in the 15-29 Range (55.8%) Compared to Indiana (20.8%)

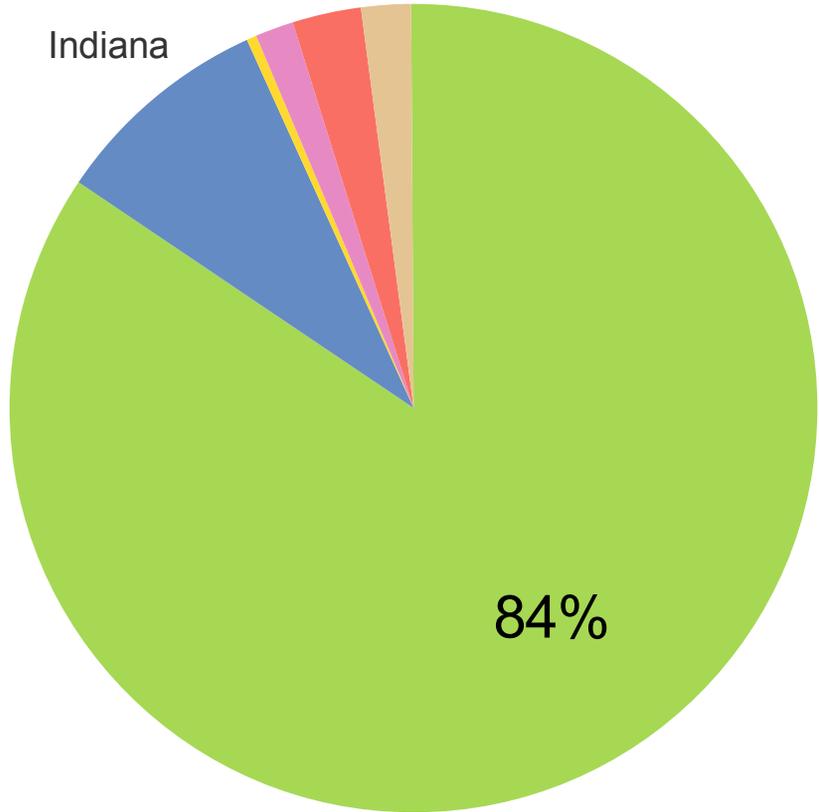
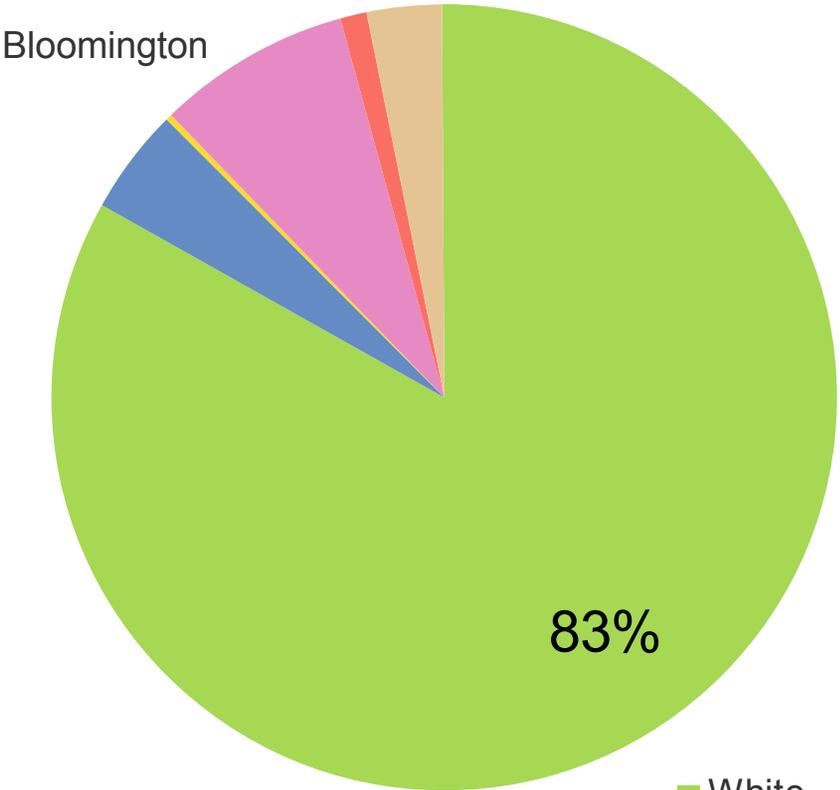
2010 Age Distribution



## **SLIDE #6 (Large College-Aged Population vs. State)**

- On this slide, you can see the population percentages of specific age-group brackets for both Bloomington & the State of Indiana.
- The percentages for Bloomington are on the left, in Blue.
- The percentages for Indiana are on the right, in Green.
- This probably isn't shocking news, but as you might have guessed, Bloomington has many younger residents.
- Almost half of the City's population is between the ages of 15-24.
- Compared to Indiana as a whole, Bloomington has a much younger demographic;
- This is especially true in the 15-29 range (**55% for Bloomington; 20.8% for Indiana**).
- This age group is the one that's typically associated with most college students
- So to point out again, Bloomington is home to a younger demographic.

# Similar Percentage of Minorities in Bloomington and Indiana in 2010



- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian and Other Pacific Islander
- Some Other Race
- Two or More Races

Source: U.S. Census

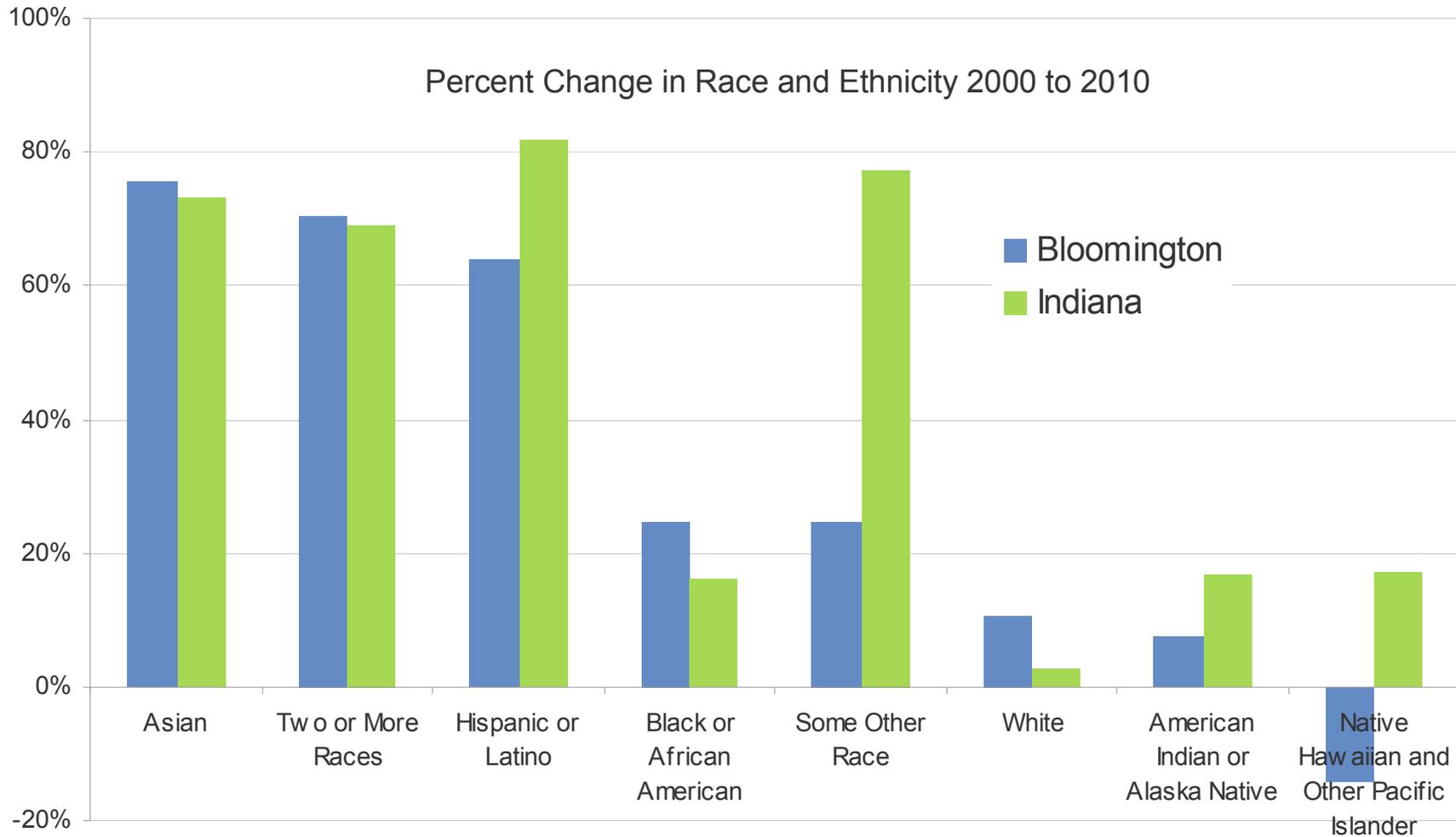
## **SLIDE #7 (Minority % in Bloomington and Indiana in 2010)**

- These two pie graphs show the Racial Demographic percentages in both Bloomington (left) and the State (right).
- The green section of the charts shows the Caucasian population percentage.
- The total percentage of minority populations in 2010 generally follows those for the State of Indiana.
- Of note, there is a sizeable Asian population in Bloomington, which is shown in pink on the chart.
- This population is especially large when compared to the entire State **(8% in Bloomington vs. 1.6% for Indiana)**.
- Much of this population is likely attributed to foreign students attending IU.
- Bloomington's African-American population also slightly trails that of the State **(about 4.5% in Bloomington vs. 9% for Indiana)**.
- You will also notice that the Hispanic population is not listed here. That is because the Census Bureau tracks this differently.
- The Census Bureau defines "Hispanic Origin" as an ethnicity and not a race.
- When people complete their Census Forms, they can mark a race category they feel represents them **AND** indicate on a separate question whether they are of Spanish/Latino or Hispanic Origin.

## **SLIDE #7 (CONT'D)**

- This was done because on prior census forms, the Census Bureau found that many people of Hispanic background either:
  - Selected the “Other” Race category;
  - Or they didn’t answer the Race Question at all because they felt that that only answering “Hispanic” did not accurately describe their situation.
  
- So as a result, the Hispanic population will appear separately in Census demographics.

# Racial and Ethnic Diversity Increasing in Both Bloomington and Indiana

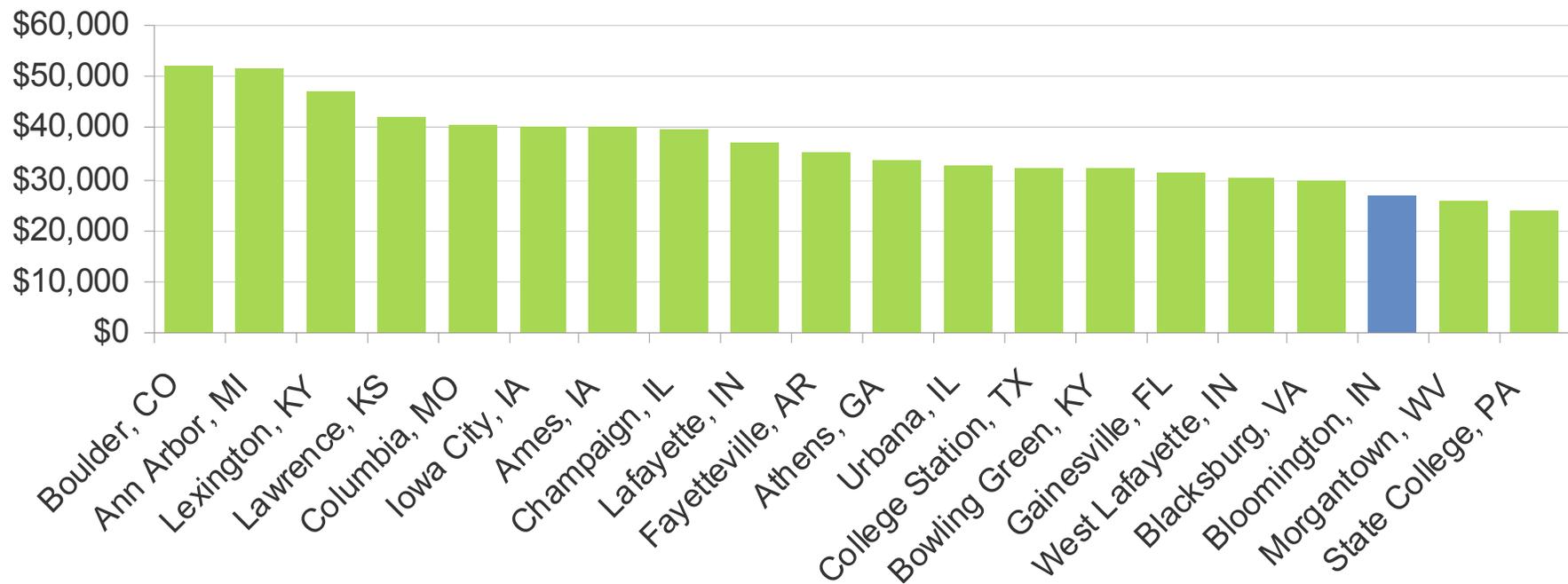


Source: U.S. Census

## **SLIDE #8 (Racial & Ethnic Diversity Increasing)**

- In this slide, we can see the percent change of race and ethnicity from 2000 and 2010 for both Bloomington and the State.
- Since this slide also includes ethnic diversity, we can get a glimpse at the Hispanic population as well.
- Again, Bloomington is shown in Blue; and Indiana is in Green.
- What this information tells us is that Bloomington and the State have both seen sizeable increases in diversity since 2000.
- In Bloomington, there has been a 70% increase in the Asian population since 2000.
- The Hispanic/Latino population has increased over 60% since 2000.
- Another thing to note on this slide is that people that identified themselves as being of 2 or more races increased 65%.
- The 2000 Census form was the first one that allowed people to have the option of choosing more than one Race.
- So, the 2000-2010 decade is the only one that we have data for at this time.
- All of this information concerning Bloomington's minority population is important as we think about a more diverse population in the future.

# 2010 Median Household Income Low Compared to National Peer Cities



Source: ACS 2010 Estimates

## **SLIDE #9 (2010 Median Household Income & Nat'l Peer Cities)**

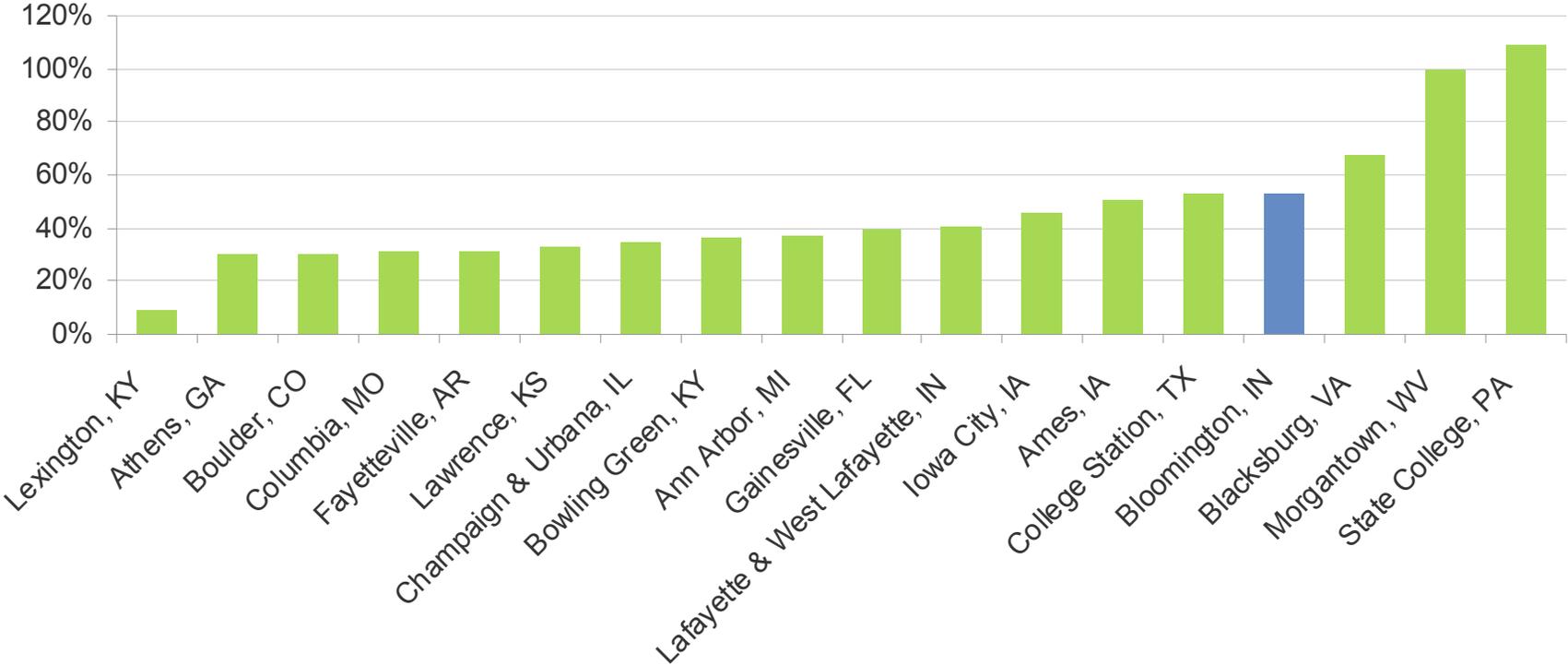
- In this slide, we researched how Bloomington compared to other cities for Median Household Income.
- Median Household Income is a common economic statistic that's used often.
- It refers to the combined gross income of all the members of a household that are of working age (defined as being at least 15 years old).
- The other 19 cities listed here are considered to be National Peer Cities to Bloomington.
- These are cities and regions located throughout the United States that were identified in the Bloomington Economic Development Corporation's recent 2011 Benchmarking Report as being good economic comparisons to Bloomington.
- This is because they had the following types of characteristics:
  - Home to a large public university;
  - They had a similar population size and age range to Bloomington;
  - Their economic & employment demographics were also very close to that of Bloomington
- Coming back to the Median Household Income picture – Bloomington ranks third lowest among the Peer Cities.
- We speculate that some of this can be attributed to the many students in the community.
- Students typically have lower-wage paying positions, or don't have any source of income at all.
- Our next slide will really help illustrate the student's affect on Bloomington's Household Income levels.

## **SLIDE #9 (CONT'D)**

- However, the Bloomington Economic Development Corporation's Benchmarking Report showed that the Health Care and Manufacturing industries in Monroe County have lower average wages than those of Indiana or the Nation.
- These positions typically are not held by student workers.
- We don't have a ready explanation for why this occurring, but it's obviously a concern that we'll need to consider as we move forward in our planning process.

# Median Household Income Affected by Size of University Enrollment Within City Population

Percent Comparison between Fall 2011 Enrollment at Major University and Population of the University's City



Source: U.S. Census and University Websites

## **SLIDE #10 (Median Household Income & University Enrollment)**

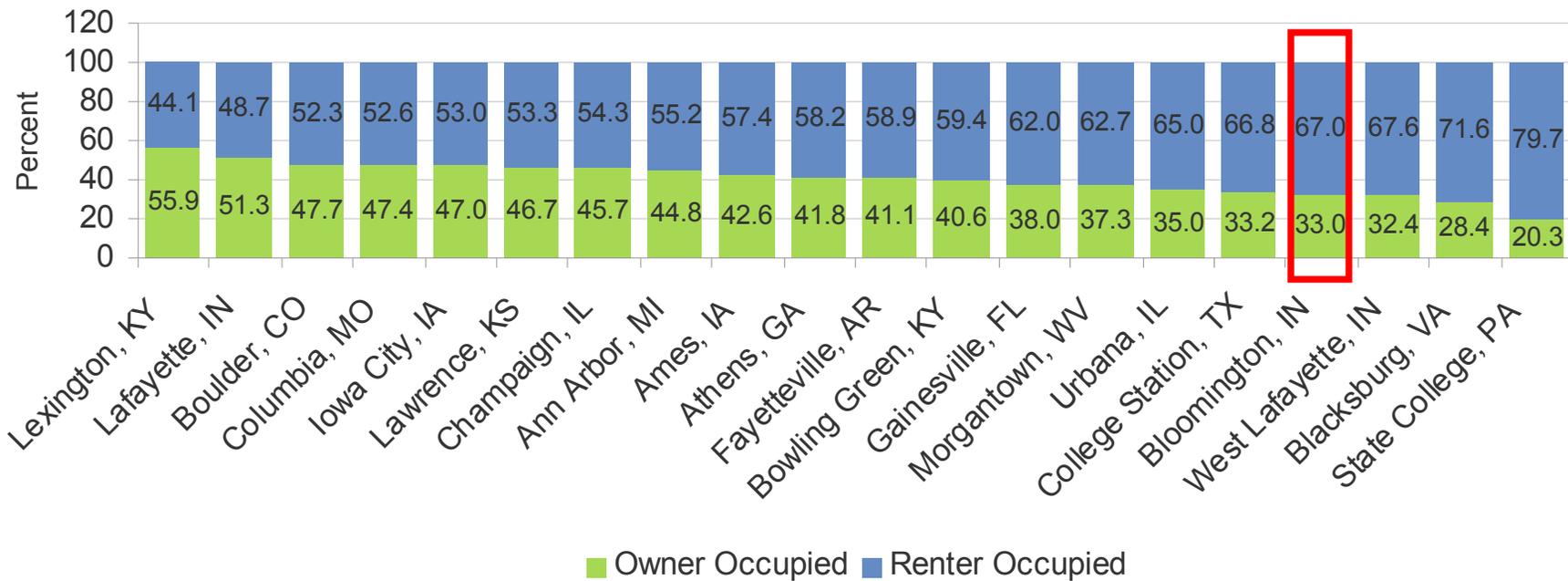
- This slide better illustrates the affect that students can have on the Median Household Income totals for a community.
- For Bloomington and the National Peer Cities, we made a percent comparison between the total Fall, 2011 University enrollment and the community's total population.
- For these totals, we did have to combine the totals for Champaign and Urbana, IL for the University of Illinois, as well as W. Lafayette and Lafayette, IN. for Purdue.
- Not all students live within the City's limits, but we can compare the University to City population percentages in order to get an idea of the affect a university has on a community's demographic profiles.
- So to provide an example for this chart: Bloomington's total population is 80,405.
- The Total IU enrollment is 42,731. So, we have a university student population that comprises 53% of Bloomington's total population.
- This provides a general indication on how the Median Household Income levels for cities are affected by students.
- Look at State College, PA.
  - It had the lowest Median Household Income of the Peer Cities,
  - However, Penn State University also had the highest university enrollment in comparison to a City's population.
- The same holds true for Morgantown, WV, which has the second lowest Median Household Income;
  - West Virginia University also has the second highest percentage of University enrollment compared to city population.

## **SLIDE #10 (CONT'D)**

- On the other end of the spectrum:
  - Lexington, KY., had the highest Median Household Income,
  - But, the University of Kentucky also had the lowest university enrollment percentage compared to the city's population.
  
- In Bloomington, we had the third lowest Median Household Income Level;
  - But, we also had the fourth highest percentage of University enrollment at IU compared to the City's population.
  
- So, the correlation between University enrollment to City population and the impact on Household Income is really highlighted here.

# More Rental Units in Bloomington than Most National Peer Cities

2010 Owner and Renter Occupied Housing Units

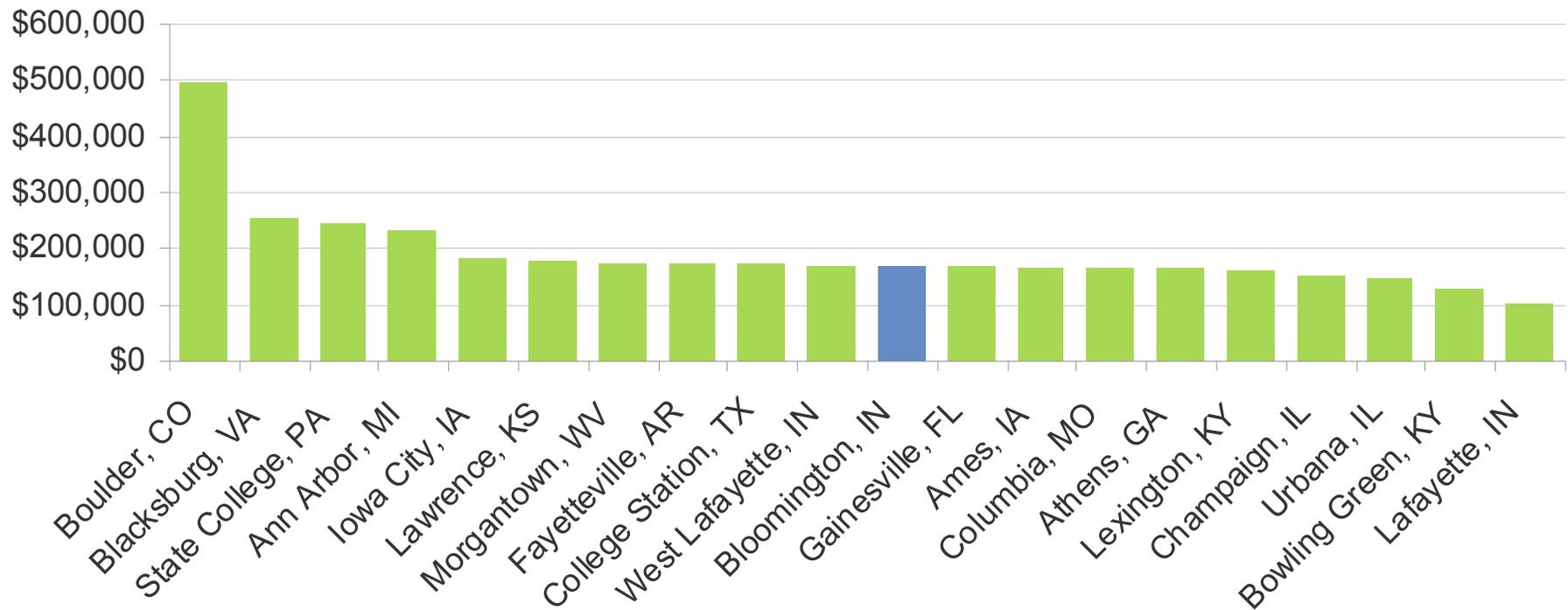


Source: U.S. Census

### **SLIDE #11 (More Rental Units in Bloomington v. Nat'l Peer Cities)**

- This is a comparison between rental and owner occupied housing units in Bloomington and National Peer Cities.
- The percentage of Rental units are shaded Blue.
- The percentage of Owner-Occupied Units is shaded in Green.
- At **67%**, Bloomington has one of the highest percentages of Rental Units among all of the National Peer Cities.
- This certainly has a correlation with the strong student housing market in Bloomington.
- Like we saw in the earlier table, the communities that are close to Bloomington in the high percentage of rental units also had higher percentages of university students as their overall city population.
- That fact helps to explain why Blacksburg, VA., State College, PA and College Station, TX. are all so close to Bloomington's rental percentages on this chart.

# 2010 Median Home Price Middle of the Pack Compared to National Peer Cities



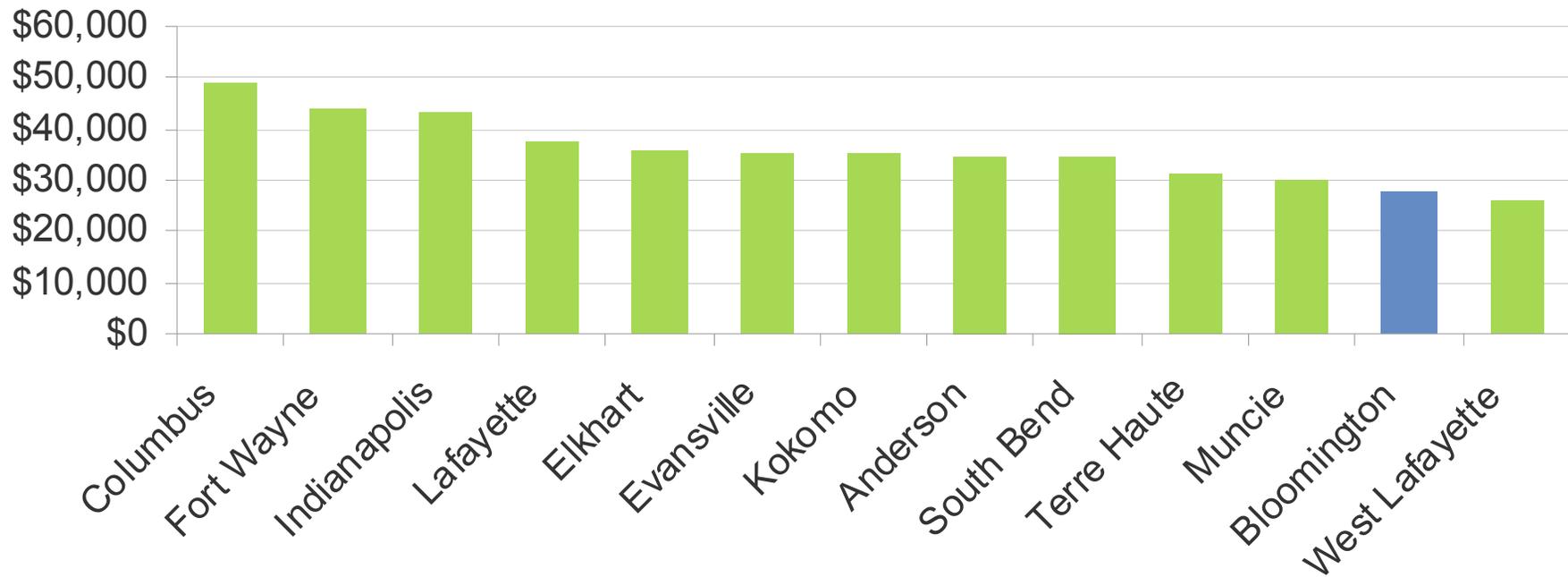
Source: ACS 2010 Estimates

## **SLIDE #12 (Median Home Price in Blgton. v. Nat'l Peer Cities)**

- This is a comparison of Median Home Prices in Bloomington and among National Peer Cities.
- The Median Bloomington home price is \$170,500. This number does fluctuate with the market, but we're using the latest ACS figure for this.
- As you can see, compared to our National Peers, Bloomington ranks in the middle of the pack.
- Within Indiana, it's often said that Bloomington is an expensive place for home-ownership.
- Looking at this, you can see that we are affordable compared to many of our National Peers.

# Lower Median Household Income than Most Indiana Peer Cities

2010 Median Household Income

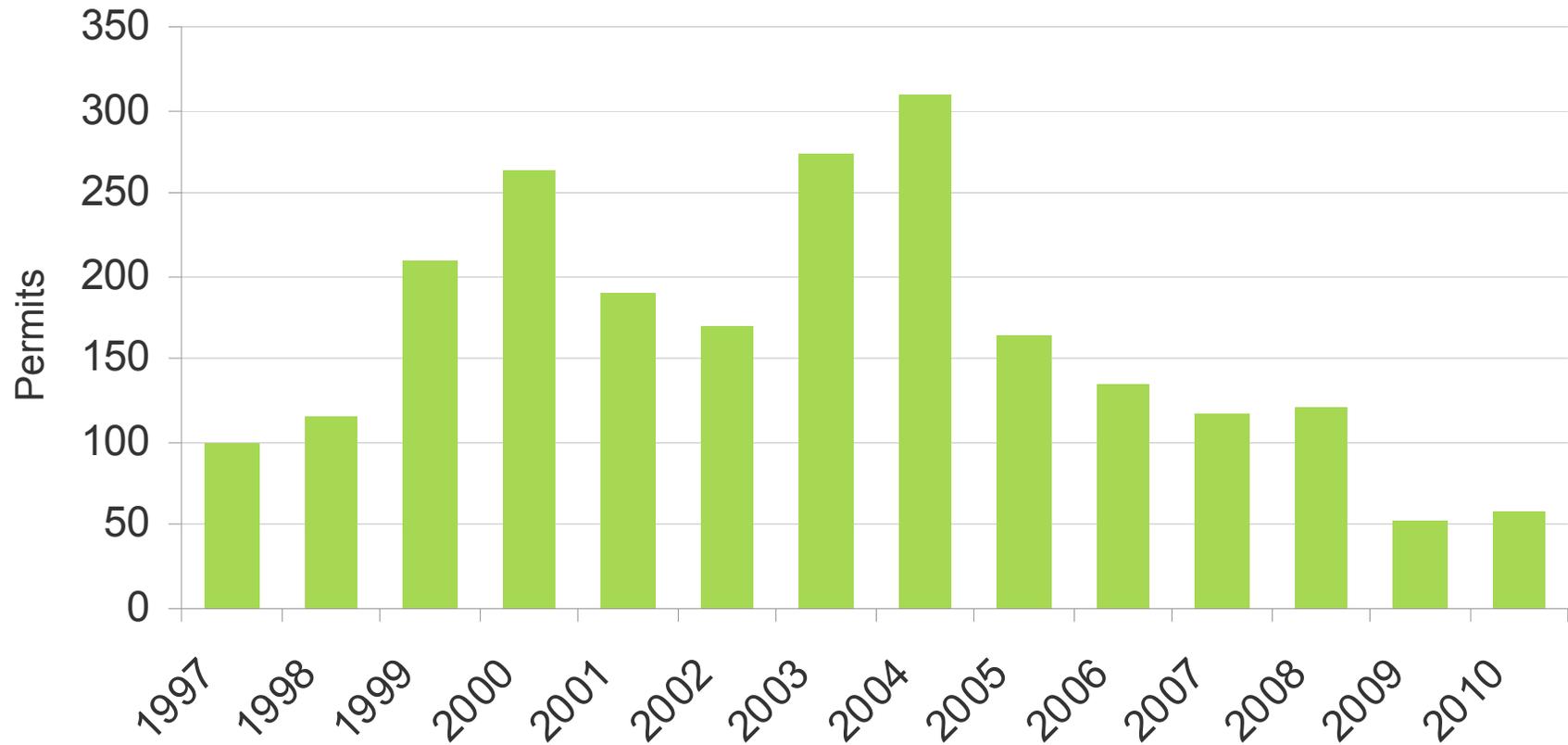


Source: ACS 2010 Estimates

### **SLIDE #13 (Lower Median Household Income vs. Ind. Peer Cities)**

- This is a similar Median Household Income comparison like we showed earlier for our National Peers, except this compares Bloomington to peer cities in Indiana.
- These Cities were also utilized in the **Bloomington Economic Development Corporation's** Report.
- Although many of these Cities are very different in terms of population and economic characteristics from Bloomington, they still offer a good statewide comparison.
- Bloomington is highlighted in Blue here – as you can see, we trail behind most of our Indiana peers.
- However, it's good to note here that the lowest three Cities on the lower end of this graph are: Muncie, Bloomington and W. Lafayette.
- All 3 are home to major State Universities, so we're again seeing the affects students have on a community's Median Household Income levels.
- Of course, there could certainly be other factors involved too, so this lower income level is something to keep in mind.

# Fewer New Single Family Residences Being Built



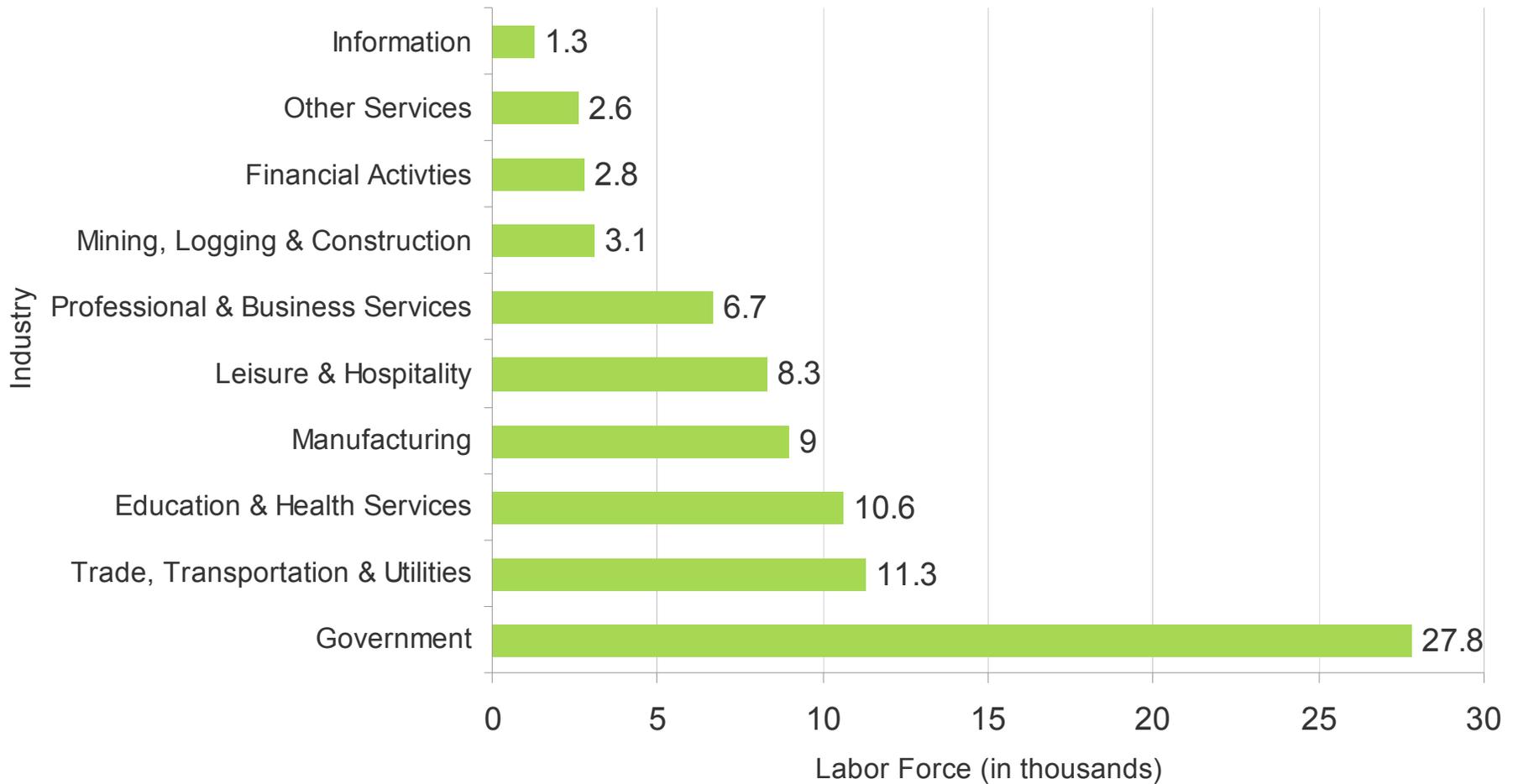
Source: Monroe County Building Department

## **SLIDE #14 (Fewer SFR's Being Built)**

- This slide shows the number of Single-Family Building Permits that were issued by Monroe County since 1997.
- Tracking the number of Single-Family Building Permits is a standard indicator of growth for communities.
- We hit a high point in development between 2003-2004.
- During those years, several major subdivisions were being built.
- A couple of the large examples include:
  - The Highlands
  - Batchelor Heights
  - Gentry Honours
  - Eagleview
- The number of permits has especially decreased after 2008, which mirrors the national financial climate for housing during that same period.
- Multi-Family permits are another very important development indicator for Bloomington.
- That's a little tricky because this will only track developments that received permits, not the individual units that were constructed.
- So, the permit number by itself might not give the entire picture.
- We're working to get a good summary of those numbers so that you can see those trends as well.

# Major Local Employers include Government, Retail Trade, Education, Health Care and Manufacturing

Bloomington MSA Employment Data (October, 2011)

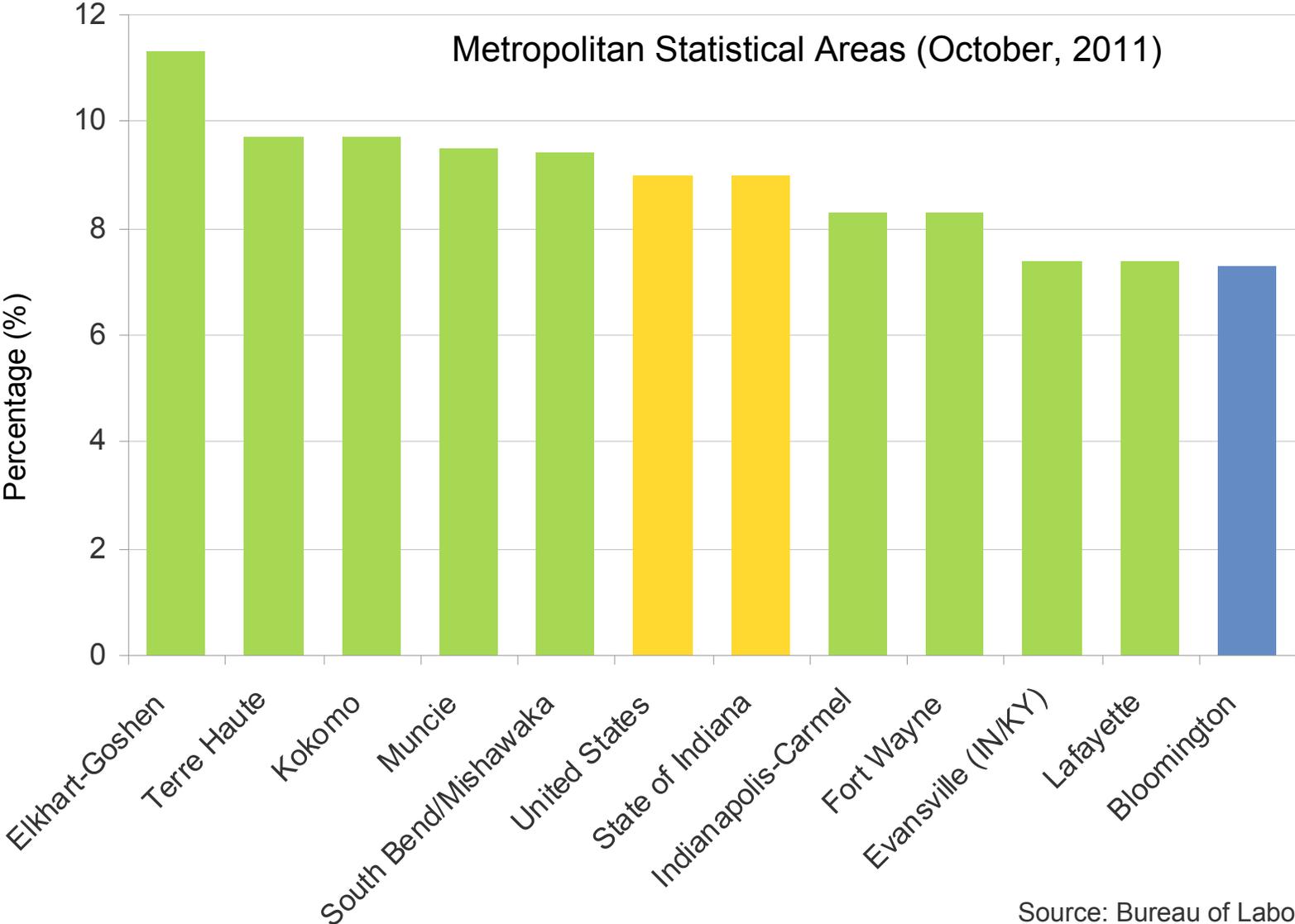


Source: Bureau of Labor Statistics

## **SLIDE #15 (Major Local Employers – BLS Data)**

- This is a chart that shows the major industries of employment for the Bloomington MSA.
- It's from October, 2011, which is the latest month that these statistics are available.
- The unit of measurement for the Labor Force in thousands of workers.
- These Workforce categories are defined by the U.S. Bureau of Labor Statistics.
- As you can see, Government is the leading employer. At the local level, this includes all City, County and Township Government employees.
- It also includes all IU and MCCSC positions that are **non-teaching**.
- Since this data is for the MSA, it also includes the Greene and Owen County School Corporations as well.
- The Trade, Transportation and Utilities definition includes people employed in retail jobs.
- Education and Health Services includes all health care workers, plus teaching positions at schools and colleges.
- There is also still a strong manufacturing segment.
- Leisure and Hospitality is another strong industry, which includes jobs in arts, entertainment, recreation, food service and hotels.
- So, this really helps to give us a good snapshot of the Bloomington Area's leading industries.

# Bloomington has Lower Unemployment Rate Compared to the Nation and Other Indiana Regions

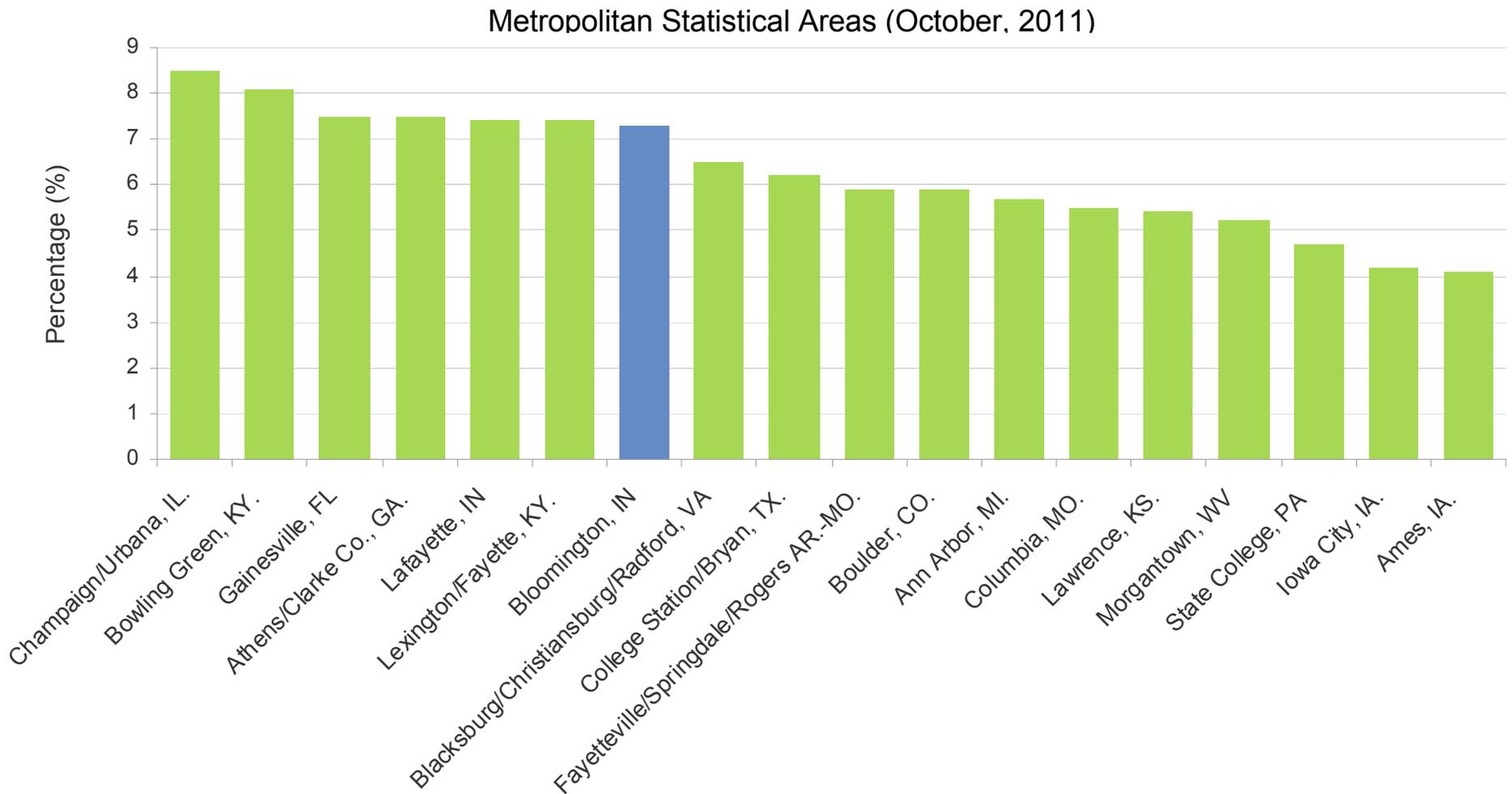


Source: Bureau of Labor Statistics

## **SLIDE #16 (Blgtn. has Lower Unemployment Rate vs. IN. Regions)**

- For this slide, we've compared the unemployment rates of the Bloomington MSA to that of other Peer Indiana City MSAs.
- For further comparison, the unemployment rates for both the State of Indiana and U.S. are listed as well (in yellow).
- The unemployment rate for the Bloomington MSA is 7.3%.
- This is much lower than most of the other Indiana MSA communities.
- The Elkhart-Goshen MSA leads Indiana with a 11.3% unemployment rate.
- Both the State of Indiana and U.S. Unemployment rate is at 9%.
- Overall, this shows that the Bloomington economy is still in good shape compared to many other Indiana communities.
- It's also performing well compared to the State and the Nation.
- Going back to the previous slide about major employers, several factors likely are involved in this:
  - A strong presence by Indiana University;
  - Government Units & School Corporation are big employers;
  - The Health Care industry is strong;
  - And we've also retained several large manufacturing employers, despite the recession.

# The Unemployment Rate in Bloomington is Comparable to Many National Peer Cities



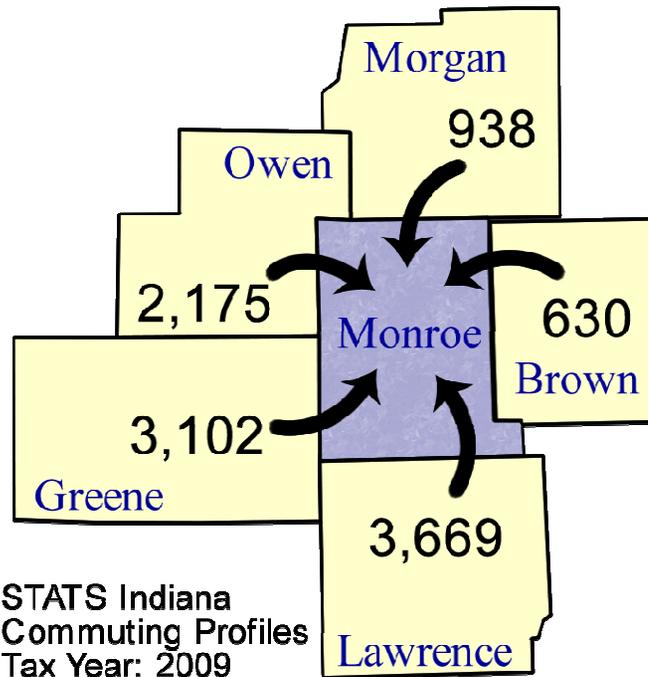
Source: Bureau of Labor Statistics

**SLIDE #17 (Bloomington has Lower Unemployment Rate vs. Nat'l)**

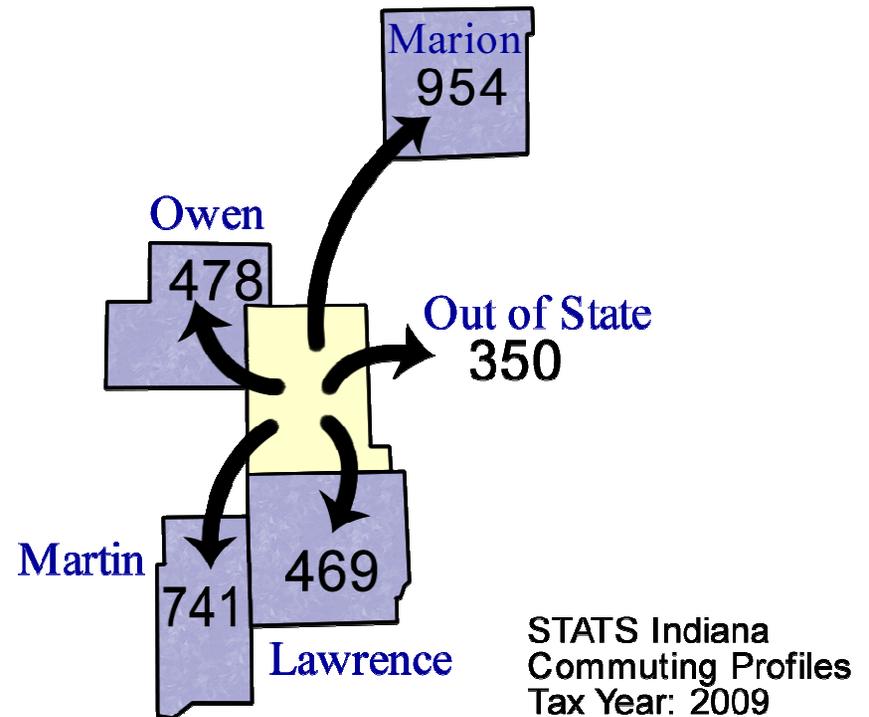
- This is a comparison of Unemployment Rates vs. the National Peer City MSA Regions
- All are below the National Average of 9%
- About half are at or below 6%
- So, overall College Towns have weathered the national recession pretty well.

# Monroe County is a Regional Employer

Into Monroe County



Out of Monroe County

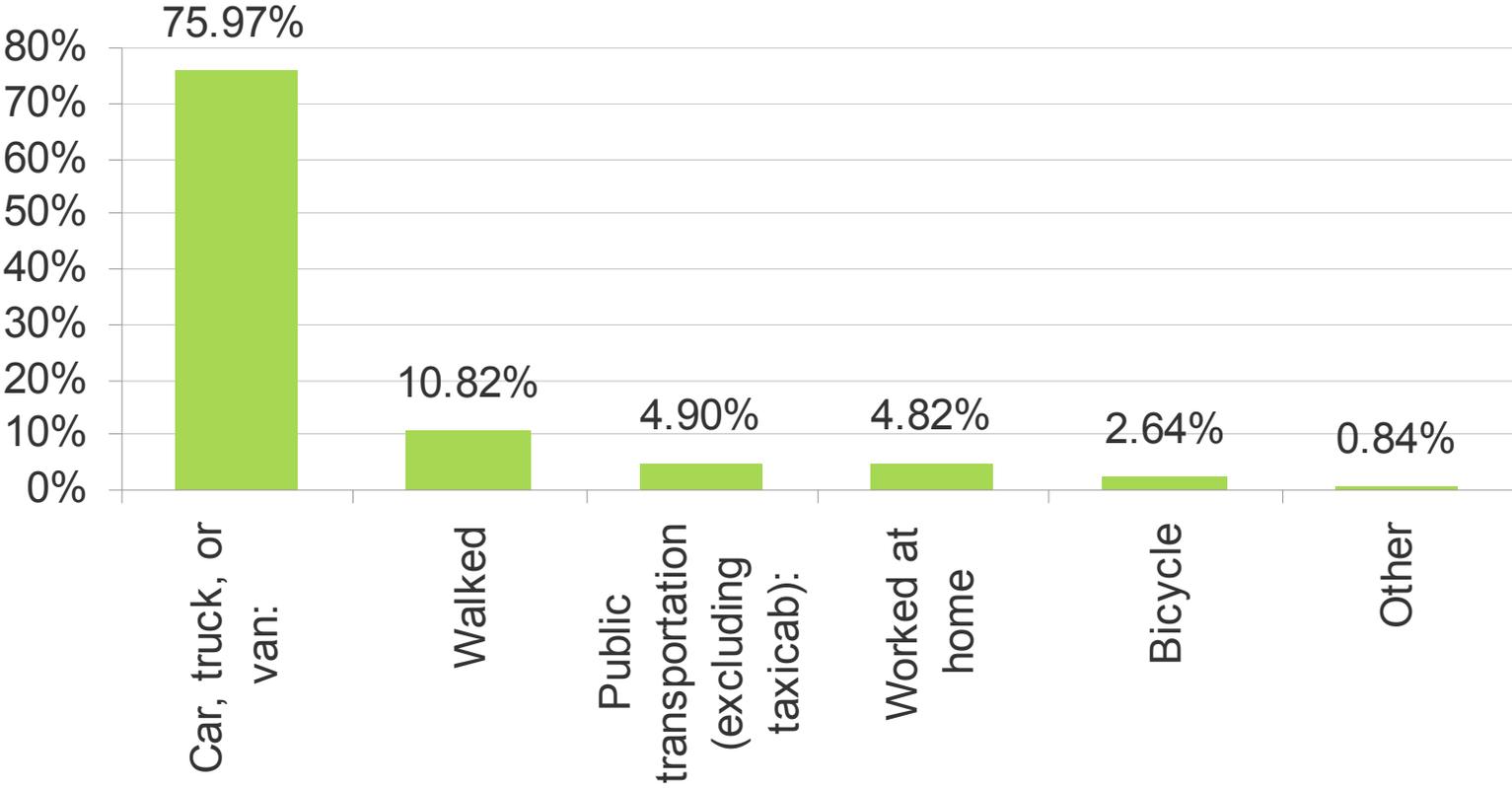


Source: IBRC, using Indiana Department of Revenue data

### **SLIDE #18 (Monroe County is a Regional Employer)**

- This graphic really emphasizes that Monroe County is truly a Regional Economic Presence.
- The chart on the Left shows the 5 counties that send the most workers into Monroe County for jobs.
- The chart on the Right shows the Top 5 Counties that Monroe County workers commute to jobs in.
- Many more workers commute to Monroe County than commute out of the County for jobs.
- We're certainly a major employer within the region and we'll need to keep that in mind moving forward.

# Most Bloomington Residents Use Personal Vehicle as Primary Mode of Transportation to Work



Source: ACS 2010 Estimates

## **SLIDE #19 (Primary Mode of Transportation to Work)**

- This Final Slide shows the methods that people use to commute to their jobs.
- Most people used their personal vehicles.
- There were also a large number that walked – probably reflects campus and downtown area.
- This measurement does only track primary mode of transportation.
- So, some people may be biking, walking or taking the bus also.
- We see the bike rack at City Hall very full in the summer when the weather is nice and people ride their bikes to work.
- On days like today, most people probably drive instead.
- So, there could be a similar trend in the City as well.
- Also, this measurement just tracks trips for work –
- Other personal trips may be via different mode.

**END**

- **Does Anyone have Additional Questions?**
- **Let us know what other types of data you're interested in hearing.**
- **Also, if your organization can provide additional data, feel free to share that with the group.**