

# Bloomington-Normal

## MCLEAN COUNTY

Demographic  
Profile  
1994



Bloomington-Normal is one of the nation's fastest growing metropolitan areas and a major center. Endowed with many economic and location advantages, diverse population, diverse sectors, and enviable community assets, it has become a sought-after site for commercial and personal investment.

A key advantage is McLean County's location relative to major U.S. markets. Two-thirds of the nation's gross national product producers are within 500 miles of McLean County. McLean County is near the geographic center of Illinois and convenient to major Midwest commercial and industrial centers with over 30 million people living within 300 miles.

McLean County is also at the center of an excellent network of interstate and intrastate highways, as five major roadways converge in Bloomington-Normal. Four railroads serve the county, and an expanding airport provides links to national and international routes.

McLean County's stable economy has been well-insulated against recession. Insurance, education, and agribusiness are the foundation of the local economy, with industry adding further strength and diversity. The labor force is

well-educated and productive with employees in nine traditional employment sectors. Unemployment figures for McLean County have been consistently below state and national averages.

Throughout the past six years the area has experienced over one billion dollars of commercial and industrial investment with many areas still available for growth. The Bloomington-Normal/McLean County Enterprise Zone offers available sites and a wide range of incentives. The twin-cities and surrounding area also offer an outstanding selection of locations for new business growth.

## Major Employers

1. State Farm Insurance	8,514
2. Diamond-Star Motors	3,600
3. Illinois State University	3,154
4. Country Companies Insurance	1,711
5. BroMenn Healthcare	1,395
6. GTE-North Incorporated	972
7. Normal Public Schools	861
8. Eureka Co.	750
9. First of America/Champion N.A.	740
10. St. Joseph Medical Center	661
11. Bloomington Public Schools	627
12. McLean County Offices	605
13. Kathryn Beich Inc., a Nestle Co.	550
14. GROWMARK, Inc.	531
15. City of Bloomington Offices	400
16. General Electric	375
17. Bloomington Post Office	348
18. Illinois Wesleyan University	347
19. America OTR	300
20. Illinois Agricultural Association	290
21. Nussbaum Trucking	290
22. Internal Revenue Service Dist. Ctr.	276
23. Union Insurance Group	170
24. McLean County Serv. Co.	160
25. Westminster Village	150

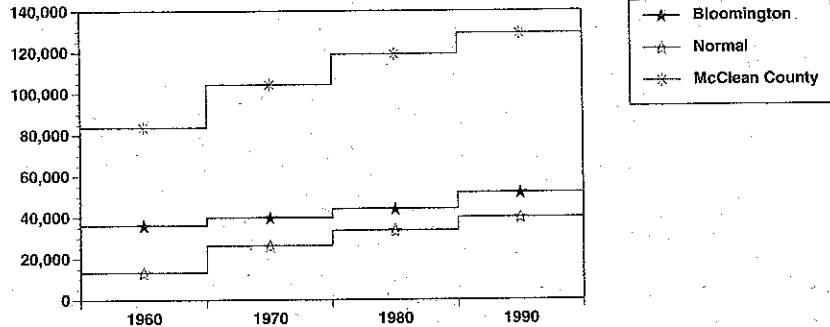
Source: The Pantagraph 2/94  
Note: All Employment levels are FT or FTE.

## Population

	1960	1970	1980	1990	1992	2010	2020	2030
Bloomington	36,271	39,992	44,189	51,975	54,142	71,251	88,507	116,790
Normal	13,357	26,396	35,672	40,023	40,861	51,457	55,102	58,186
McLean County	83,677	104,389	119,149	129,180	--	182,024	228,996	308,642

Source: 1990-92 U.S. Census. Projections provided by McLean County Dept. of Information Services

## Population



## Cost of Living Index

1992-93	Qtr 4	Qtr 1	Qtr 2
Bloomington-Normal	104.4	104.4	104.2
Champ.-Urbana-Rantoul	100.3	101.6	101.7
Chicago PMSA	115.1	112.9	112.4
Quad Cities	95.9	96.4	98.3
Decatur	94.4	94.9	94.3
Peoria	104.9	106.3	106.1
Rockford	108.5	108.1	108.6
Springfield	92.2	92.6	92.5

Source: ACCRA Cost of Living Survey, 1992-93

## Non-Farm Emp. Sectors

Sector	Employment	1993	2000
Construction	2,175	3,162	
Wholesale	2,925	2,941	
Transportation	2,850	3,393	
Manufacturing	7,175	12,198	
Finance, Ins., & RE	11,950	14,142	
Retail	12,900	15,418	
Government	13,025	13,479	
Service	16,325	15,007	

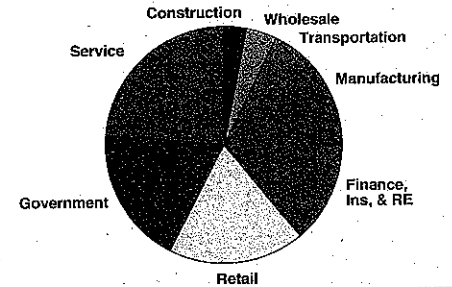
Source: Illinois Dept. of Employment Security. Base year for 2000 projection is 1988.

## County Labor Force

	1986	1991	1992	1993
Labor Force	62,925	75,650	77,850	81,600
Employment	59,475	72,150	74,125	77,825
Unemployed	3,450	3,500	3,725	3,775
Rate	5.5%	4.6%	4.8%	4.6%
Bloomington	NA	4.3%	4.3%	4.1%
Normal	NA	2.4%	2.6%	2.7%

Source: Illinois Dept. of Employment Security.

## Non-Farm Employment Sectors



## McLean County Retail Sales

	1992 Sales	% of Total	1997 Projection	% Change
Bloomington	\$ 701,097,820	66.0	\$ 980,205,200	28.5
Normal	\$ 244,015,560	23.0	\$ 372,000,000	34.4
All Others	\$ 117,574,860	11.0	\$ 167,126,485	70.3
McLean Co.	\$1,062,688,240	100.0	\$ 1,519,331,685	69.9

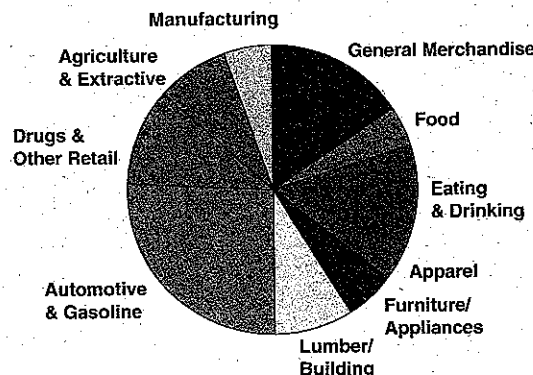
Sources: 1992 sales & percent from State of Illinois Dept. of Revenue 1992 Fiscal KOB Report  
1997 Projections from City of Bloomington 1993 Budget; Town of Normal '93-'94 Budget. Cities base data from Illinois Dept. of Revenue.  
1997 All Others projection based upon 11% 1992 county ratio.

## Retail Sales

	McLean Co.	Twin Cities
General Merchandise	\$165,982,708	\$153,043,372
Food	\$47,994,144	\$43,544,589
Eating & Drinking	\$122,495,296	\$114,112,493
Apparel	\$42,024,068	\$41,836,087
Furniture/Appliances	\$59,469,354	\$57,350,927
Lumber/Building	\$93,328,412	\$64,900,149
Automotive & Gasoline	\$273,869,096	\$235,253,346
Drugs & Other Retail	\$115,517,204	\$103,747,961
Agriculture & Extractive	\$84,824,210	\$81,264,831
Manufact.	\$57,183,760	\$50,059,633

Sources: 1992 State of Illinois Department of Revenue KOB Report.

## McLean County Retail Sales



## Age Categories

Age	Blm	Normal	McLean Cty
0-5	3,921	1,933	8,557
5-17	8,613	4,820	21,265
18-20	2,779	9,483	13,656
21-24	4,179	7,613	13,175
25-44	18,205	9,232	39,062
45-54	4,381	2,480	11,126
55-59	1,797	968	4,463
60-64	1,867	954	4,514
65-74	3,220	1,448	7,316
75-84	2,168	781	4,483
85+	842	311	1,654
Male	24,396	18,783	61,635
Female	27,576	21,240	67,545

Source: 1990 U.S. Census

## Education

### Public Schools in McLean County

	1992-93	1993-94
Total Enrollment	21,767	25,497
High Schools (Bldgs.)	14	14
Junior High Schools (Bldgs.)	5	5
Elementary Schools (Bldgs.)	36	35

### Non-Public Schools in McLean County

Total Enrollment	2,018	2,055
High Schools (Bldgs.)	2	2
Junior High Schools (Bldgs.)	0	0
Elementary Schools (Bldgs.)	11	10

Source: Regional Office of Education

### Heartland Community College

HCC was established in 1990. Classes were first offered in the fall of 1991 and enrollment has grown to over 2,400. HCC offers Associate degrees in Arts and Sciences.

### Illinois State University

ISU, founded in 1857, was the first public university in Illinois. With an enrollment over 20,000 and a faculty over 1,200, ISU offers over 70 different fields of study.

### Illinois Wesleyan University

IWU, a private university founded in 1850, has a student enrollment of approximately 1,800 and a faculty of over 140. IWU offers over 30 different fields of study.

### Lincoln College

LC is a private, fully accredited two-year liberal arts college. LC offers Associate degrees in Arts and Sciences, and also specialized degrees can be earned in specific areas.

### Mennonite College of Nursing

MCN, founded in 1919, is the first single-purpose upper-division college of nursing in the nation to be accredited by the National League for Nursing, offering a Bachelor of Science Degree in Nursing.

## Organized Labor

McLean County currently has 33 labor unions. Representatives of organized labor actively participate in economic development through their representation on the Board of Directors of the Chamber of Commerce and Economic Development of the Bloomington-Normal Area.

## Enterprise Zone

The Chamber of Commerce and Economic Development is the administrative unit for a 2,880 acre enterprise zone, located on the west-side of Bloomington-Normal, and within incorporated McLean County. Contact 309.829.6344 for further details.

## Roadways

Interstate 55	N/S
Interstate 74	E/W
Interstate 39 (U.S. 51)	N/S
U.S. 150	NW/SE
Illinois 9	E/W

## Utilities

### Electricity:

Central Illinois Light Co.  
Corn Belt Electric Cooperative  
Illinois Power Co.

### Natural Gas:

Central Illinois Light Co.  
Illinois Power Co.  
Northern Illinois Gas Co.

### Telephone:

Eastern Illinois Telephone Co.  
El Paso Telephone Co.  
GTE North Incorporated  
Gridley Telephone Co.  
Inland Telephone Co.

### Bloomington Water

Source: 2 Lakes  
Storage Capacity: 18 MGPD  
Avg. Daily Consumption: 11 MGPD  
Peak Consumption: 20 MGPD

### Normal Water

Source: 13 Wells  
Storage Capacity: 14 MGPD  
Avg. Daily Consumption: 4 MGPD  
Peak Consumption: 5 MGPD

MGPD= Million Gallons per Day

### Sewer:

The B-N Water Reclamation District owns and operates a 22 MGPD tertiary treatment facility.

## Household Income

### Bloomington

Income	% of Total	# of Households
<\$5,000	5.16%	1,115
\$5,000-\$14,999	18.54%	4,010
\$15,000-\$34,999	34.92%	7,552
\$35,000-\$74,999	33.00%	7,137
\$75,000-\$149,999	7.68%	1,660
\$150,000+	1.04%	226
<b>Households</b>		<b>21,628</b>
<b>Median Household Income</b>		<b>\$ 29,354</b>

### Normal

Income	% of Total	# of Households
<\$5,000	4.25%	505
\$5,000-\$14,999	20.37%	2,419
\$15,000-\$34,999	30.80%	3,658
\$35,000-\$74,999	36.39%	4,321
\$75,000-\$149,999	6.85%	814
\$150,000+	1.33%	158
<b>Households</b>		<b>11,875</b>
<b>Median Household Income</b>		<b>\$ 31,376</b>

### McLean County

Income	% of Total	# of Households
<\$5,000	4.30%	2,017
\$5,000-\$14,999	17.43%	8,174
\$15,000-\$34,999	33.63%	15,769
\$35,000-\$74,999	36.38%	17,059
\$75,000-\$149,999	7.27%	3,411
\$150,000+	0.99%	466
<b>Households</b>		<b>46,896</b>
<b>Median Household Income</b>		<b>\$ 31,366</b>

1980    1990 % Chg

Median Family Inc.	\$ 23,165	\$ 39,761	71.6
Median Household Inc.	\$ 18,545	\$ 31,366	69.1

Source: 1990 U.S. Census

## Tax Structure

	Bloomington 1988	1989	1990	1991
Township	0.1819	0.1521	0.1404	0.1247
City	1.2962	1.2669	1.2570	1.2354
County	0.9883	1.0750	1.0767	1.1183
School Dist.	4.3594	4.3778	4.5355	4.5559
All Others	0.5700	0.5563	0.6717	0.7468
<b>TOTAL</b>	<b>7.3958</b>	<b>7.4281</b>	<b>7.7013</b>	<b>7.7811</b>
	1988	1989	1990	1991
Township	0.1688	0.1359	0.1147	0.1274
Town	0.9001	0.8048	0.8100	0.8157
County	0.9883	1.0750	1.0767	1.1183
School Dist.	3.9439	3.7259	3.7494	3.8043
All Others	0.6238	0.8148	0.9925	1.0697
<b>TOTAL</b>	<b>6.6249</b>	<b>6.5564</b>	<b>6.7433</b>	<b>6.9354</b>

Source: McLean County Assessor. Property is assessed at 33.3% of fair-market value. The tax rate is applied to each \$100.00 of assessed value.

The CCED does not guarantee the accuracy of the data in this brochure.

## TWIN CITY INCOME ABOVE AVERAGE

Bloomington-Normal is ranked first in family income for down-state Illinois communities and ranked fifth overall in Illinois at \$39,761. Also, B-N is ranked 65th nationally out of 385 metro areas according to the U.S. Census Bureau.

McLean County is ranked 8th in Illinois and 215th out of the 3,141 counties in the nation.

Area	Income	National Rank
Lake County	\$ 52,308	9
Aurora/Elgin	\$ 45,613	30
Joliet	\$ 45,164	33
Chicago	\$ 41,735	51
B-N	\$ 39,761	65
Springfield	\$ 37,373	98
Rockford	\$ 37,353	99
Peoria	\$ 36,406	119
C-U	\$ 35,630	143
Decatur	\$ 34,861	159

Source: The Pantagraph 4/16/93

## Governmental Offices

City of Bloomington  
109 E. Olive  
Bloomington, IL 61701  
309.828.7361

County of McLean  
104 W. Front St.  
Bloomington, IL 61701  
309.888.5001

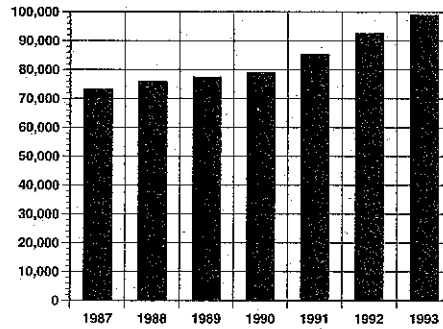
Town of Normal  
100 E. Phoenix  
Normal, IL 61761  
309.454.2444

## Home Sales

	Sales	Avg. Price
1993	2,248	\$98,833
1992	2,202	\$92,440
1991	1,984	\$85,097
1990	1,711	\$78,994
1989	1,937	\$77,415
1988	1,850	\$75,786
1987	2,046	\$73,009
1986	2,186	\$67,514
1985	1,603	\$63,644
1984	1,301	\$61,111
1983	1,323	\$60,084
1982	957	\$59,996

Source: B-N Board of Realtors

## Home Sales (Average Price)



## Area Communities

Community	1980 Pop.	1990 Pop.	% Chg.
Anchor	192	178	-7.3
Arrowsmith	292	313	7.2
Bellflower	421	405	-3.8
Bloomington	44,189	51,972	17.6
Carlock	410	418	2.0
Chenoa	1,847	1,732	-6.2
Colfax	920	854	-7.2
Cooksville	259	211	-18.5
Danvers	921	981	6.5
Downs	561	620	10.5
Ellsworth	244	224	8.2
Gridley	1,246	1,304	4.7
Heyworth	1,598	1,627	1.8
Hudson	929	1,006	8.3
LeRoy	2,870	2,777	-3.2
Lexington	1,806	1,809	0.0
McLean	836	797	-4.7
Normal	35,672	40,023	12.2
Saybrook	882	767	-13.0
Stanford	720	620	-13.9
Towanda	630	856	35.9

Source: 1990 U.S. Census

## Climate

	Jan.	April	July	Oct.
Mean Temp.	23.9	52.7	75.9	51.0
Precip. (in.)	1.55	3.76	4.00	2.61

Note: All temperatures are given in degrees Fahrenheit.  
Source: Illinois Water Survey, 1993

## Single Family Construction

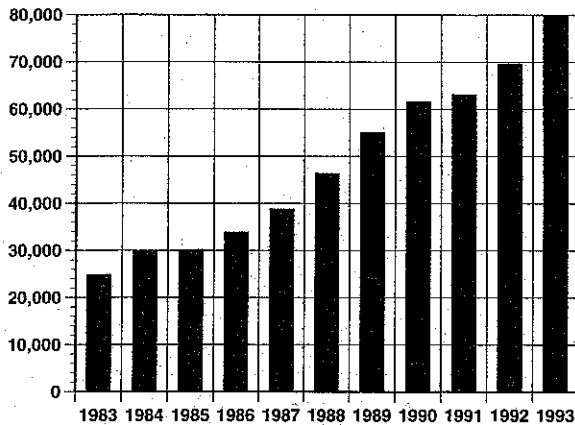
	Bloomington	Normal	McLean Co.*
1993	464 / \$49,016,099	157 / \$13,835,000	130 / \$17,646,874
1992	547 / \$52,478,874	159 / \$17,764,265	145 / \$17,219,700
1991	418 / \$35,122,108	179 / \$13,137,062	109 / \$11,939,390
1990	354 / \$28,704,188	82 / \$ 6,090,900	91 / \$8,722,700
1989	283 / \$22,763,913	61 / \$ 4,366,750	92 / \$9,869,600
1988	343 / \$25,885,063	90 / \$ 5,770,237	89 / \$7,964,400
1987	420 / \$29,962,563	65 / \$ 4,424,931	90 / \$9,008,700
1986	325 / \$23,696,563	72 / \$ 4,664,300	103 / \$8,730,300
1985	149 / \$10,507,075	46 / \$ 2,400,320	38 / \$3,111,500

Note: The first number signifies the number of permits issued, followed by the total dollar amount.  
Source: Building departments  
\*The unincorporated areas of McLean County

## Total Construction

	Bloomington	Normal	Total
1993	1,992 / \$176,141,205	750 / \$ 54,105,940	2,742 / \$230,247,145
1992	1,950 / \$156,124,724	579 / \$ 51,396,611	2,529 / \$207,494,335
1991	1,790 / \$116,874,310	686 / \$ 37,694,168	2,476 / \$154,577,626
1990	1,688 / \$ 87,293,946	539 / \$ 22,288,428	2,227 / \$109,582,374
1989	1,659 / \$ 88,939,217	571 / \$ 45,794,026	2,230 / \$134,733,243
1988	1,626 / \$ 86,133,999	619 / \$ 25,733,581	2,245 / \$137,601,111
1987	1,584 / \$104,051,799	637 / \$ 35,933,929	2,221 / \$139,985,728
1986	1,547 / \$ 68,669,877	637 / \$130,321,474	2,184 / \$198,991,351
1985	1,037 / \$ 78,150,317	357 / \$12,234,245	1,394 / \$ 90,348,562

## Airport Activity (Departures)



## B-N Airport Authority

As one of Illinois' fastest growing airports the Bloomington-Normal airport has lighted runways, charter service and private aircraft storage and is ILS rated category 1 precision. The primary runway is 6500 feet long and will soon be accompanied by a new 6400 foot runway. Bloomington-Normal is served by American Eagle, Northwest Airlinck, and Trans World Express, offering 40 daily flights to Chicago, Detroit, Minneapolis/St. Paul, Nashville, and St. Louis.

## Chamber of Commerce & Economic Development of the Bloomington-Normal Area

210 S. East Street • P.O. Box 1586 • Bloomington, IL 61702-1586 • Phone 309.829.6344 • Fax 309.827.3940

Internet E-Mail dhawin@Heartland.bradley.edu