

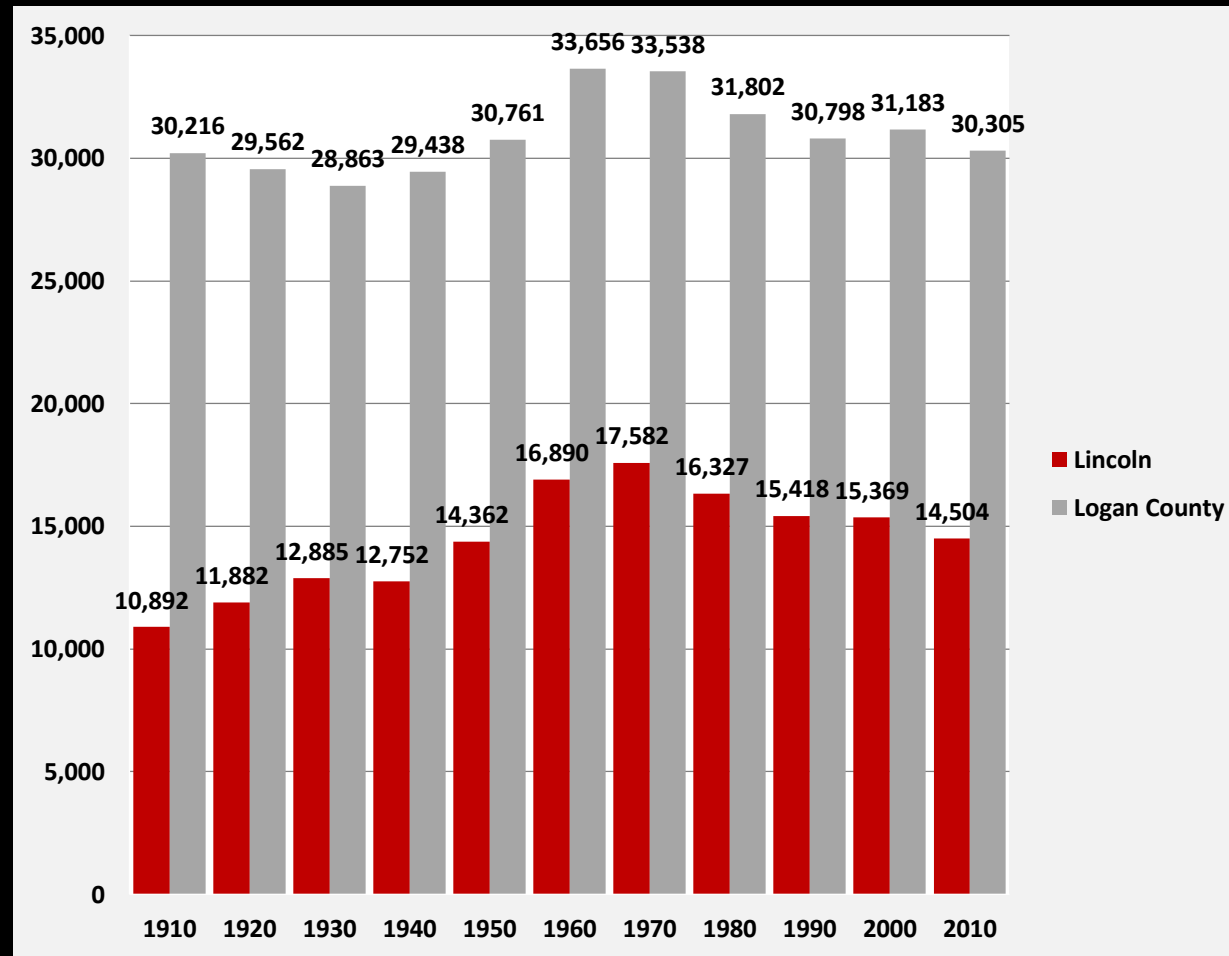
# Lincoln and Logan County – Where (and who) we are demographically

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# Lincoln/Logan County Demographic Trends – Population over past 100 years (Source: Census data)



# 30-Year Change: Lincoln from 1980 to 2010

(Source: Census data)

	<u>1980</u>	<u>2010</u>	<u>% Change</u>
Overall Population	16,327	14,504	-11.17%
Male	7,666	6,948	-9.37%
Female	8,661	7,556	-12.76%
<b>Median Age</b>	<b>31.5</b>	<b>38.0</b>	<b>20.63%</b>
Age 19 & below	4,790	3,815	-20.35%
Age 80 & above	675	933	38.22%

# 10-Year Change: Lincoln from 2000 to 2010

(Source: Census data)

<u>Industry</u>	<u>2000</u>	<u>2010</u>	<u>Change</u>	
Agriculture	1.1%	1.1%	0.0%	
Construction	4.9%	5.7%	0.8%	
Manufacturing	15.6%	12.8%	-2.8%	
Wholesale	1.2%	3.3%	2.1%	
Retail	11.5%	10.9%	-0.6%	
Transportation & Warehousing	4.0%	5.9%	1.9%	
Information	2.0%	2.2%	0.2%	
Finance, Insurance	5.0%	7.7%	2.7%	
Professional, Scientific	3.2%	11.0%	7.8%	
Education	27.6%	22.1%	-5.5%	
Arts, Entertainment	8.1%	8.7%	0.6%	
Public Administration	10.3%	3.9%	-6.4%	
Other	5.6%	4.8%	-0.8%	
Private Pay	75.2%	82.0%	6.8%	
Government Workers	19.8%	12.9%	-6.9%	
Self-Employed	4.7%	5.0%	0.3%	
<b><u>Median Household Income</u></b>	<b><u>2000</u></b>	<b><u>2010</u></b>	<b><u>% Change</u></b>	<b><u>AGR</u></b>
Lincoln	\$34,435	\$39,826	15.66%	1.42%
Illinois	\$46,435	\$56,576	21.84%	1.99%

# Lincoln compared to drive-to communities – 10-Yr. Pop. Change

(Source: Census data)

	<u>2000 Pop.</u>	<u>2010 Pop.</u>	<u>Change</u>	<u>% Change</u>
Champaign-Urbana	104,069	122,295	18,226	17.51%
Bloomington-Normal	110,383	129,107	18,724	16.96%
Springfield	112,201	116,250	4,049	3.61%
Peoria	112,892	115,007	2,115	1.87%
<b>Lincoln</b>	<b>15,369</b>	<b>14,504</b>	<b>-865</b>	<b>-5.63%</b>
Decatur	82,113	76,122	-5,991	-7.30%

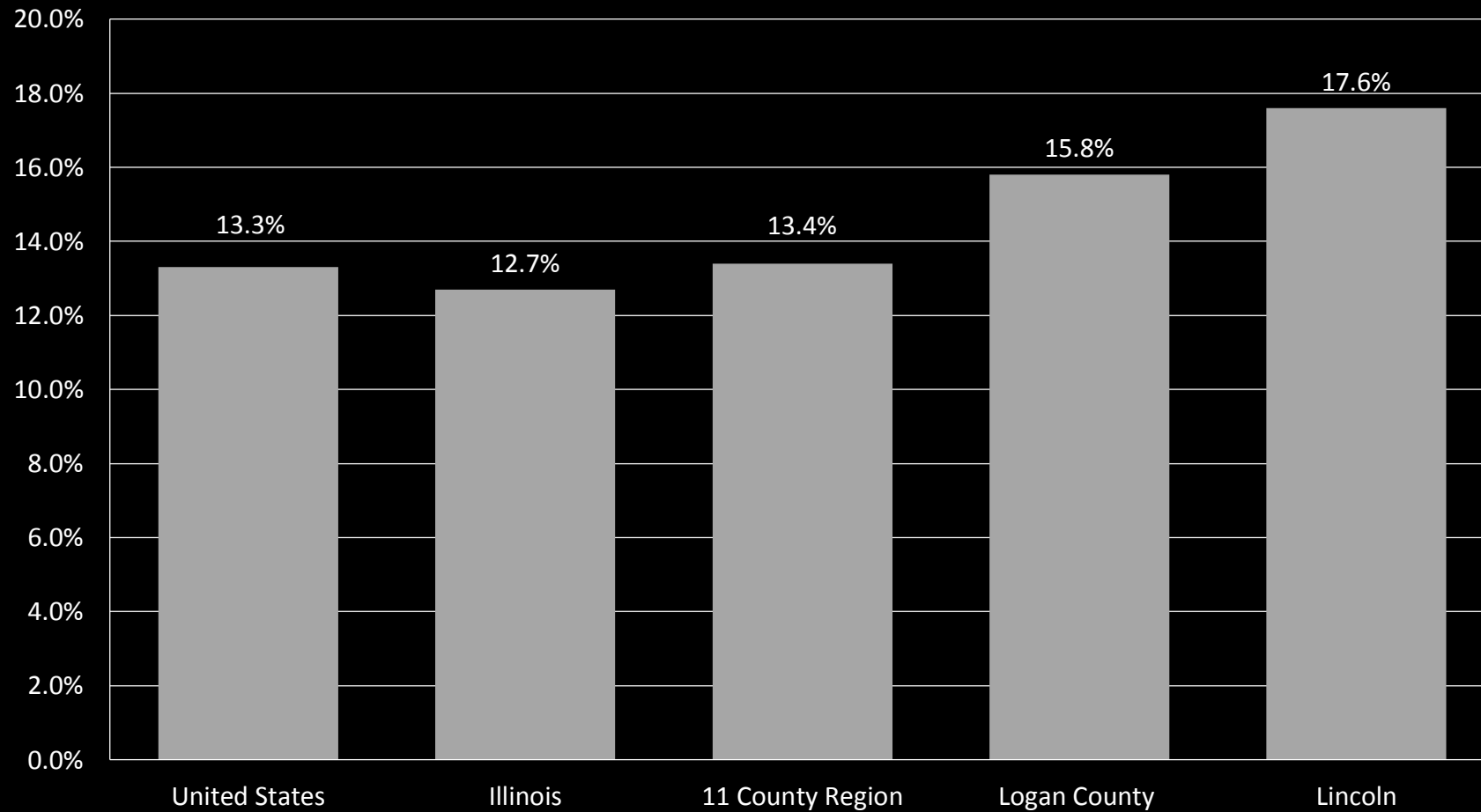
# Logan County compared to 11-county economic region – Population change

(Source: Census data)

<u>Area</u>	<u>1990 Pop.</u>	<u>2000 Pop.</u>	<u>2010 Pop.</u>	<u>Change (2000-2010)</u>	<u>% Change (2000-2010)</u>
McLean County	129,180	150,433	169,572	19,139	12.72%
Champaign County	173,025	179,669	201,081	21,412	11.92%
Tazewell County	123,692	128,485	135,394	6,909	5.38%
Sangamon County	178,386	188,951	197,465	8,514	4.51%
Piatt County	15,548	16,365	16,729	364	2.22%
Menard County	11,164	12,486	12,705	219	1.75%
Peoria County	182,827	183,433	186,494	3,061	1.67%
DeWitt County	16,516	16,798	16,561	-237	-1.41%
<b>Logan County</b>	<b>30,798</b>	<b>31,183</b>	<b>30,305</b>	<b>-878</b>	<b>-2.82%</b>
Macon County	117,206	114,706	110,768	-3,938	-3.43%
Mason County	16,269	16,038	14,666	-1,372	-8.55%
11-county area	994,611	1,038,547	1,091,740	53,193	5.12%
State of Illinois	11,440,602	12,419,293	12,830,632	411,339	3.31%

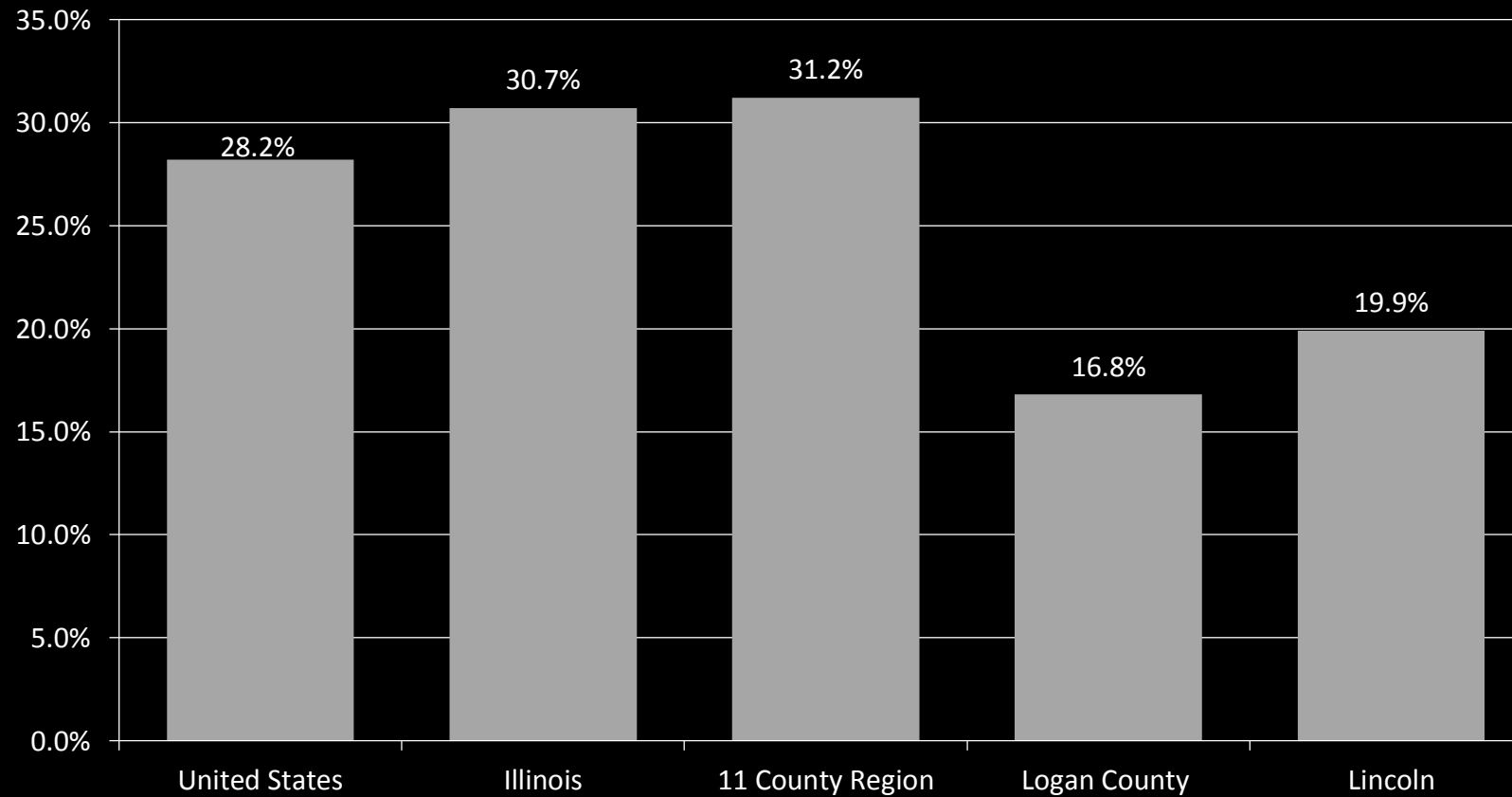
# Percentage of Population Aged 65+

Source: 2010 Census



# Percentage of Population Age 25+ with a Bachelor's Degree or higher

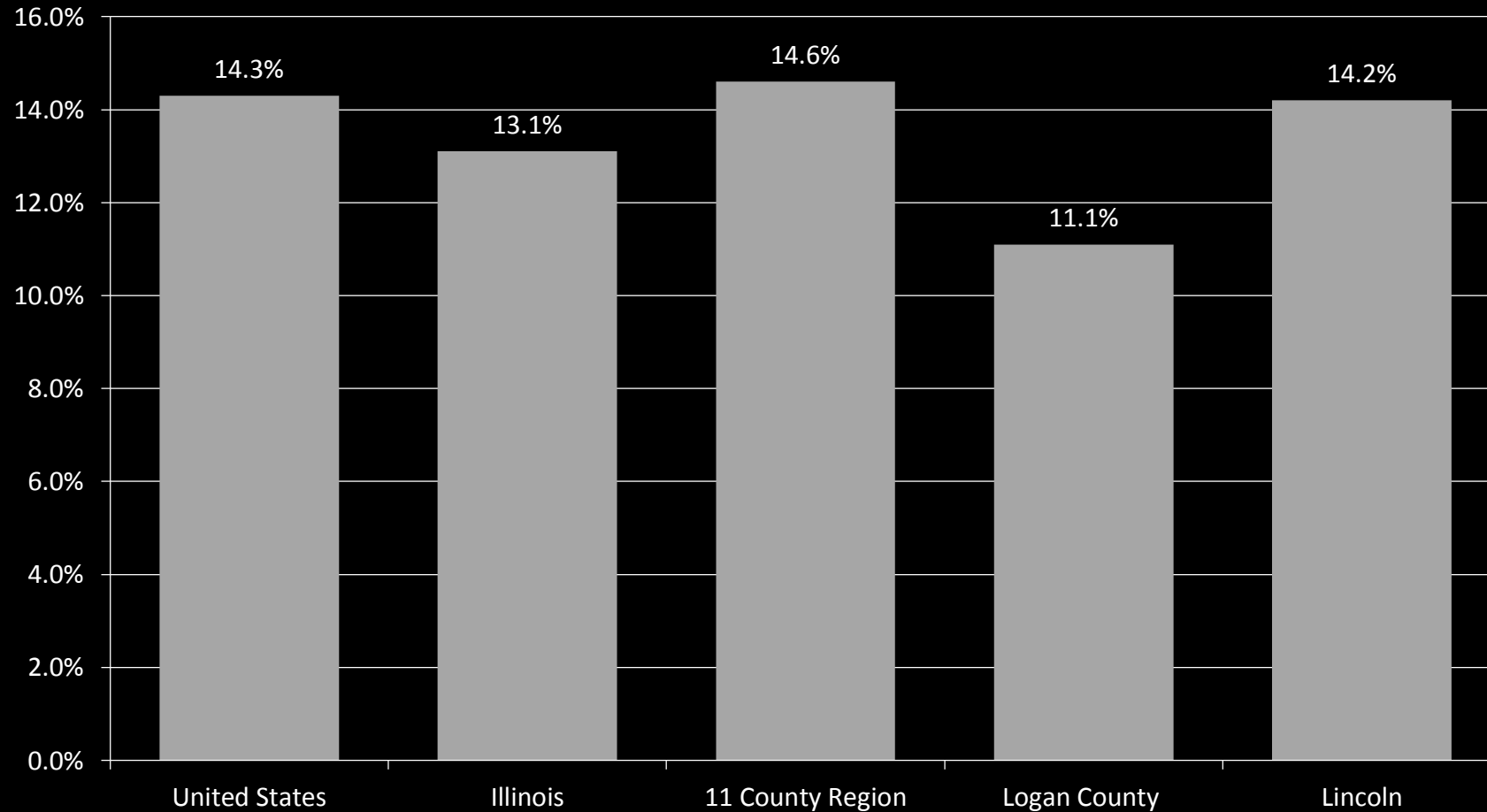
(Source: 2010 Census)





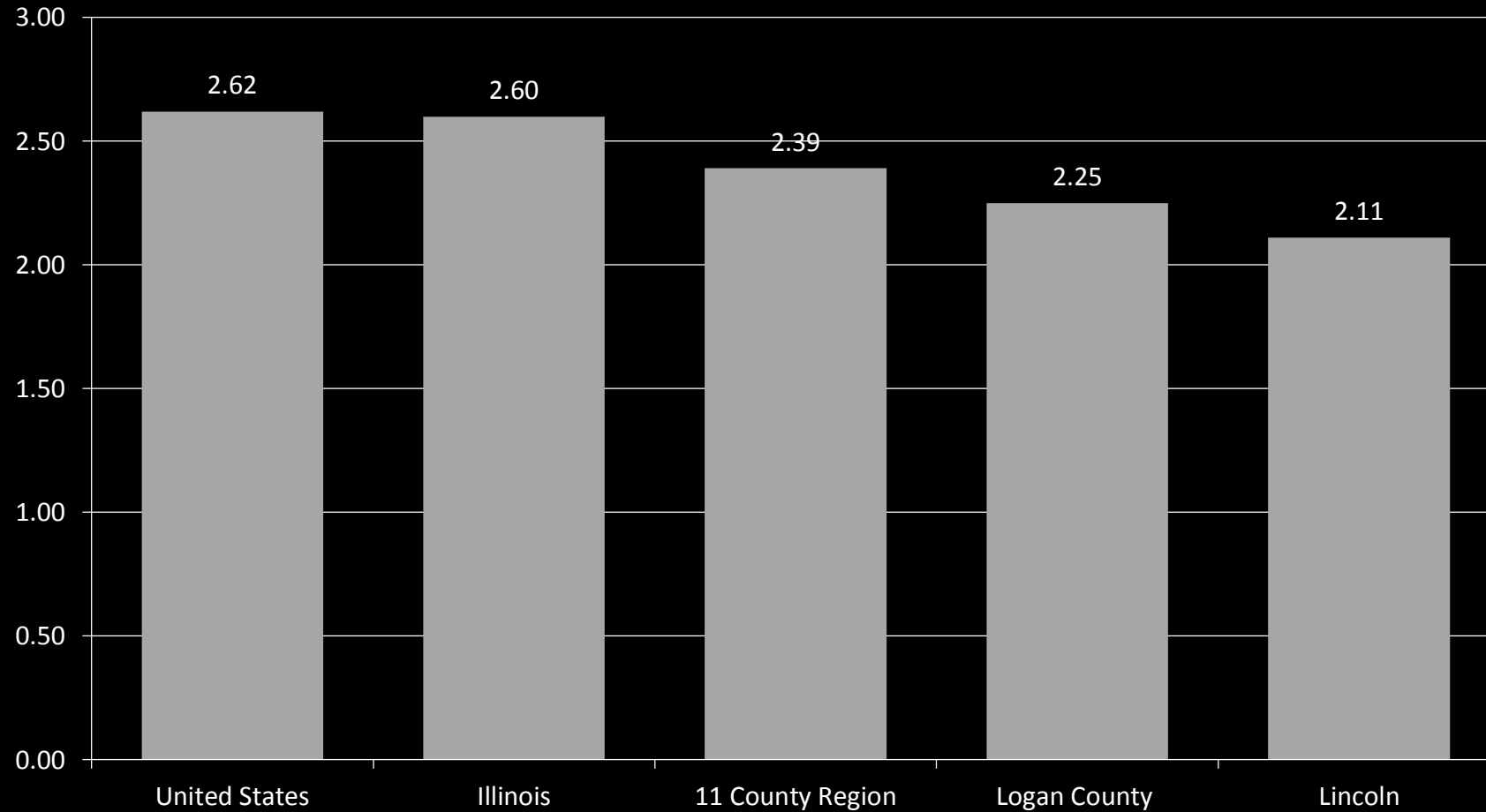
# Percentage of Population Below the Poverty Level

(Source: 2010 Census)



# Average Number of Persons per Household

(Source: 2010 Census)



# ERSI Tapestry: Population Segmentation

The nine segments found within a 3 mi. radius of Lincoln (2014):

- Heartland Communities (29%) – “Few college grads; cherish their modest homes and care for their gardens”
- Midlife Constants (23%) – “Transitioning from child-rearing to retirement”
- Rustbelt Traditions (19%) – “Stick close to home; not tempted by fads”
- Old and Newcomers (14%) – “Transitional; either starting careers or retiring; >60% are renters”
- Hardscrabble Road (6%) – “1 in 3 have incomes below poverty; unemployment is twice national average; struggling to get by”
- Traditional Living (6%) – “Settled neighborhoods in Midwest; cost conscious; loyal to brands”
- In Style (3%) – “Professional couples; live in affluent neighborhoods”
- Prairie Living (1%) – “Live on family properties in Midwest”
- Salt of the Earth (1%) – “Settled, traditional, hard-working, reliant”

# ERSI Tapestry: Population Life Groups

Logan County's nine most common segments fit in only four "Life Mode" Groups:

*GenXurban (44%)* – Midlife Constants, Rustbelt Traditions, & In Style

*Cozy Country Living (31%)* – Heartland Communities, Prairie Living, & Salt of the Earth

*Middle Ground (20%)* – Old and Newcomers & Hardscrabble Road

*Hometown (6%)* – Traditional Living

# Who is Lincoln demographically?

We're smaller – our population peaked 40 years ago and our households are smaller than our county, region, state, and nation.

We're older – our median age grew 20% in last 10 years and we have more seniors (as a percentage) than our county, region, state, and nation.

We're less well-resourced – our household income is growing slower than the State and our poverty is above the county and the state.

We're less well-educated – we have a smaller proportion of college degrees than does our region, state, and nation.

And our consumer behavior tends to reflect all these facts.

Challenges abound... But so do opportunities!

# Bonus: What the “kids” want

(2013 survey of those 30 & under in Peoria County)

Most desirable thing in a neighborhood?

1. Safety (39.8%)
2. Character (20.5%)
3. Affordability (15.9%)
4. Access to services (12.5%)
5. Schools (11.4%)

Most desirable entertainment:

1. Food (43.7%)
2. Cultural events (26.4%)
3. Performing arts (14.9%)
4. Sporting events (10.3%)
5. Night life (4.6%)

# What the “kids” want, continued

Most desirable physical activity?

1. Individual sports & outdoor activities (32.6%)
2. Gym membership (27%)
3. Daily commute thru walking/biking (20.2%)
4. Studio classes (12.4%)
5. Organized group sports (7.9%)

Is the Central Illinois lifestyle conducive to physical health? No 56.8%, Yes 43.2%

Is the Central Illinois lifestyle conducive to mental health & well being? Yes 67%, No 33%

# What the “kids” want, continued

Does Central Illinois support innovation and creativity?

No 47.1%, Yes 46%

Does Central Illinois support small business and business development? Yes 43%, No 42%

How up-to-date is Central Illinois for the following? (percentage who responded “Not up-to-date” for each)

Trends & Fashion 62.7%

Entertainment 59.8%

Social Equality 40.6%

Technology 35.3%



# Bonus #2: The “State” of Illinois

Moody’s Analytics predicted that Illinois’ 2014 job growth would rank 50<sup>th</sup> among the states:

North Dakota	3.57%	Pennsylvania	1.31%
Arizona	3.08%	New Mexico	1.25%
Texas	2.75%	New Hampshire	1.25%
Colorado	2.67%	Tennessee	1.23%
Florida	2.34%	Massachusetts	1.16%
Georgia	2.18%	Alaska	1.15%
South Carolina	2.14%	New York	1.12%
Oregon	2.14%	Vermont	1.11%
Idaho	2.05%	Maine	1.02%
Utah	1.98%	Illinois	0.98%

That 0.98% increase means payroll jobs will only increase by 57,000 for the entire State this year.

# The “State” of Illinois, continued...

Moody’s Analytics to State Economic Outlook to the Commission on Government Forecasting and Accountability (COGFA) in January 2015:

*“Longer term, Illinois has a lot of what businesses need to thrive: talent, access to customers and capital, transportation, but painful fiscal reforms are needed before it can fully capitalize on these strengths. To be a solid performer longer term, the state must navigate its fiscal challenges without doing lasting damage to its business climate. The state’s demographics present it with another challenge, as an aging population coupled with a trend toward fewer workers hampers job and income gains, which are forecast to be below average over the extended forecast horizon.”*

# The “State” of Illinois, continued...

Moody’s Analytics State Economic Outlook, con’t.

“The Moody’s Analytics business cycle tracker, which combines employment, factory output, homebuilding and house prices into a single indicator, *is up less for Illinois than any other Midwest state over the last five years. Illinois is the only state in the region without a metro area in the expansion phase of the business cycle.* Illinois also has three metro areas whose recoveries are at risk of coming undone (Bloomington, Danville, Springfield) and is home to the Midwest’s only metro area in recession (Decatur).”

# The “State” of Illinois, continued...

Of the Midwestern states, only Michigan has a higher unemployment rate than Illinois. The Midwest regional rate is 5.2%. Illinois' is 6.2% and Michigan's is 6.3%

ALEC: Illinois ranked 47<sup>th</sup> in economic performance (backwards) and ranks 48<sup>th</sup> in economic outlook (forwards).

Brookings Tax Policy Center: Illinois has 2<sup>nd</sup> highest property taxes in nation (after NJ) when compared to home value.

# The “State” of Illinois, continued...

## The Brookings Institution:

- Illinois is “badly leaking people.”
- Net loss of 94,956 people last year.
- Allied Van Lines – IL is #1 outbound state with 1,372 net outbound moves.
- Three states attracting most IL residents: Texas, Florida, and California.
- Fastest growing state? North Dakota