



JOLIET JUNIOR COLLEGE  
—1901—

## **2010 Environmental Scan-District 525 Demographics**



## Introduction

*Environmental scanning can be viewed as a kind of radar to scan the world systematically and signal the new, the unexpected, the major, and the minor*<sup>1</sup>. Institutions scan their environments to try and understand the external forces of change, as well as, to develop effective strategies to gain a competitive advantage by identifying threats and opportunities that may influence its current and future plans.

The primary purpose of this document is to provide Joliet Junior College a brief overview of key trends in the area of the district's demographics. The information presented in this scan is an update to the trends developed for the demographics section of the environmental scan conducted in 2008<sup>2</sup> which supported JJC's strategic plan.

The report will break down the demographic composition of the JJC district in terms of race/ethnicity, age, gender, geographic, and housing characteristics.

The Joliet Junior College district spans 7 counties and covers 1,442 square miles. The information used for the compilation of demographics will be mainly calculated using zip code level data for the JJC district where available. The JJC district characteristics will be compiled based on the following zip codes:

JJC District Zip Codes Utilized			
60403	60432	60446	60481
60404	60433	60447	60487
60407	60434	60448	60490
60408	60435	60450	60491
60410	60436	60451	60541
60416	60437	60460	60544
60420	60439	60467	60585
60421	60440	60468	60586
60423	60441	60470	60935
60424	60442	60474	61313
60431	60444	60479	61360

<sup>1</sup> Developing Environmental Scanning/Forecasting Systems to Augment Community College Planning, (Morrison and Held, 1988)

<sup>2</sup> Environmental Scanning Trends: <http://www.jjc.edu/about/college-info/institutional-research/Documents/strategic-plan/strategic-plan-trends-implications.pdf>

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### Characteristics by Race/Ethnicity

The following section is a brief analysis of the demographic characteristics for the JJC district. The information presented will examine the demographic characteristics and will be aggregated from all zip codes, within the JJC district, as described in the introduction. Table 1.0 gives a brief look at the racial and ethnic composition of the 2000 population, as well as, projections through 2015.<sup>3</sup> An examination of the racial and ethnic breakdown will also follow by zip code.

*Table 1.0 – Race/Ethnicity as a percent of the JJC District Population*

JJC District	American Indian or Alaska Native	Hispanic or Latino	Black	Asian or Pacific Islander	White	Two or more races	Total	All Minorities
2000	526 0.1%	41,565 7.9%	40,513 7.7%	16,836 3.2%	419,332 79.7%	7,366 1.4%	526,138 100.0%	106,806 20.3%
2005	1,340 0.2%	79,080 11.8%	65,007 9.7%	20,775 3.1%	496,597 74.1%	8,042 1.2%	670,171 100.0%	174,244 25.9%
2010	1,477 0.2%	106,358 14.4%	71,644 9.7%	28,067 3.8%	521,452 70.6%	9,602 1.3%	738,600 100.0%	217,148 29.4%
2015	1,692 0.2%	130,302 15.4%	82,073 9.7%	34,691 4.1%	586,358 69.3%	10,999 1.3%	846,115 100.0%	259,757 30.7%
# Change 2010-15	215	23,944	10,429	6,624	64,906	1,397	107,515	42,609
% Change 2010-15	14.6%	22.5%	14.6%	23.6%	12.4%	14.5%	14.6%	19.6%

In 2000, whites made up approximately 80 percent of the district's total population (419,332). As shown in the preceding Table 1.0, the districts largest minority group was Hispanic or Latino, making up approximately 8 percent of the total population with 41,565 residents. The current year estimates for Hispanic or Latino is just over 14 percent (106,358), while the White population is just over 70 percent with 521,452. Projections for 2015 continue to reflect an increase to the Latino or Hispanic and Black populations and although the number of White residents will continue to increase, the overall percentage of the White population is projected to decline to below 70 percent of the overall district population.

The JJC district minority population was represented in 2000 as follows: White (79.7 percent), Hispanic or Latino (7.9 percent), followed by individuals identifying themselves as Black (7.7 percent), Asian/Pacific Islander (3.2 percent), Other-Two or More Races (1.4 percent), and American Indian/Alaska Native (0.1 percent).

The projections for the 2015 population indicate an overall increase and the JJC district breakdowns by race/ethnicity are predicted as follows: White (69.3 percent), Hispanic or Latino (15.4 percent), followed by individuals identifying themselves as Black (9.7 percent), Asian/Pacific Islander (4.1 percent), Other-Two or More Races (1.3 percent), and American Indian/Alaska Native (0.2 percent).

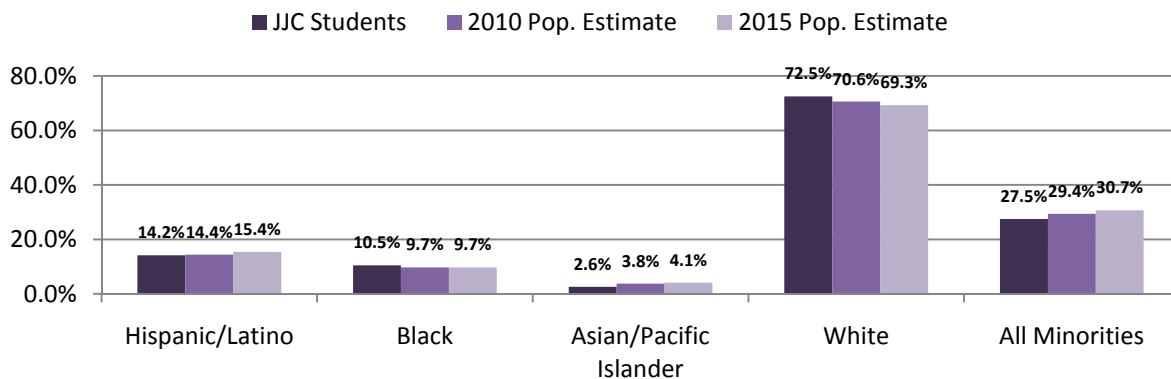
<sup>3</sup> ESRI Sourcebook America/U.S. Census Bureau

As seen in the table on the previous page, between 2010 and 2015, the minority population in the JJC district is projected to grow by 20 percent from 217,148 to 259,757 residents and will represent approximately 31 percent of the district’s total estimated population. Asian/Pacific Islander is projected to grow nearly 24 percent followed by the Hispanic or Latino minority group with a projected increase of 23 percent.

In separate JJC census reports<sup>4</sup>, we can conclude that the JJC student body closely represents the current minority population estimates of its district, with regard to Hispanic or Latino individuals who represent approximately 14 percent, Black students representing nearly 10 percent, and those indicating a race/ethnicity of Asian or Pacific Islanders making up almost 4 percent of JJC students. Figure 1.0 below compares the JJC credit student population for the most recent fall census and the 2010 district estimates as well as the 2015 estimates.

Figure 1.0 – JJC Credit Students by Race/Ethnicity and JJC District Population

JJC District Data	American Indian or Alaska Native	Hispanic or Latino	Black	Asian or Pacific Islander	White	Two or More Races	Total	All Minorities
JJC Students	Less than 1.0%	14.2%	10.5%	2.6%	72.5%	NA	100.0%	27.5%
2010 JJC District Estimates	Less than 1.0%	14.4%	9.7%	3.8%	70.6%	1.3%	100.0%	29.4%
2015 JJC District Estimates	Less than 1.0%	15.4%	9.7%	4.1%	69.3%	1.3%	100.0%	30.7%



In comparing JJC district estimates with its current student population JJC appears to be keeping pace with the current demographic trends. Please note these comparisons are only based on estimated population shares and as new information becomes available JJC will assess how the JJC student body aligns with its district’s service area.

<sup>4</sup> Fall 2009 Census Report: <http://www.jjc.edu/about/college-info/institutional-research/Documents/research-briefings/Fall%202009%20Census%20Briefing.pdf>

Table 2.0 depicts the percentage difference between 2010 population estimates and the JJC student body by each zip code within the district for the most recent fall census. Positive numbers in the *Difference* category would be an indication that JJC enrolls more students of a racial/ethnic category from the given zip code than are represented in the 2010 population estimates. For example 83 percent of the Crest Hill population is estimated to be White and 58 percent of the students enrolled from Crest Hill indicated their race/ethnicity as White, resulting in a difference of minus 25 percent (JJC is 25 percent below the population estimate of 83 percent in the White race/ethnicity category for Crest Hill zip code 60403). Please note district population totals by race/ethnicity may not add up to 100 percent as persons of Hispanic or Latino origin may be included in more than one race/ethnicity.

Table 2.0 – Percent Difference from JJC Enrollment and 2010 District Population Estimates by Zip Code<sup>5</sup>

Zip Code	City	District Population Estimates			JJC Student Population			Difference		
		White	Black	Hispanic or Latino	White	Black	Hispanic or Latino	White	Black	Hispanic or Latino
60403	Crest Hill	83%	9%	12%	58%	23%	18%	-25%	14%	6%
60404	Shorewood	89%	4%	8%	81%	5%	12%	-8%	1%	4%
60407	Braceville	97%	0%	4%	93%	0%	7%	-4%	0%	3%
60408	Braidwood	96%	1%	5%	96%	1%	3%	0%	0%	-2%
60410	Channahon	96%	1%	6%	92%	1%	5%	-4%	0%	-1%
60416	Coal City	97%	0%	4%	94%	1%	4%	-3%	1%	0%
60420	Dwight	88%	9%	4%	94%	0%	5%	6%	-9%	1%
60421	Elwood	95%	2%	6%	87%	2%	10%	-8%	0%	4%
60423	Frankfort	97%	3%	5%	90%	3%	6%	-7%	0%	1%
60424	Gardner	97%	0%	4%	95%	0%	6%	-2%	0%	2%
60431	Joliet	83%	9%	11%	57%	25%	14%	-26%	16%	3%
60432	Joliet	40%	31%	50%	19%	24%	58%	-21%	-7%	8%
60433	Joliet	41%	47%	19%	36%	35%	27%	-5%	-12%	8%
60435	Joliet	73%	13%	19%	59%	16%	23%	-14%	3%	4%
60436	Joliet	57%	27%	21%	46%	25%	26%	-11%	-2%	5%
60437	Kinsman	97%	0%	8%	100%	0%	0%	3%	0%	-8%
60439	Lemont	95%	1%	5%	92%	0%	6%	-3%	-1%	1%
60440	Bolingbrook	54%	27%	19%	49%	27%	17%	-5%	0%	-2%
60441	Lockport	80%	14%	9%	84%	6%	9%	4%	-8%	0%
60442	Manhattan	96%	1%	5%	94%	4%	2%	-2%	3%	-3%
60444	Mazon	95%	0%	4%	97%	0%	3%	2%	0%	-1%
60446	Romeoville	77%	9%	18%	45%	14%	31%	-32%	5%	13%
60447	Minooka	97%	0%	5%	85%	4%	10%	-12%	4%	5%
60448	Mokena	95%	1%	6%	92%	1%	6%	-3%	0%	0%
60450	Morris	95%	0%	8%	89%	1%	9%	-6%	1%	1%
60451	New Lenox	96%	1%	6%	91%	1%	7%	-5%	0%	1%
60460	Odell	89%	9%	3%	100%	0%	0%	11%	-9%	-3%
60467	Orland Park	92%	1%	5%	92%	0%	8%	0%	-1%	3%
60468	Peotone	95%	2%	3%	90%	0%	9%	-5%	-2%	6%
60470	Ransom	98%	0%	2%	100%	0%	0%	2%	0%	-2%
60479	Verona	96%	0%	8%	100%	0%	0%	4%	0%	-8%
60481	Wilmington	94%	3%	4%	93%	0%	6%	-1%	-3%	2%

<sup>5</sup> Source: ESRI Sourcebook America/U.S. Census Bureau

Table 2.0 Continued<sup>6</sup>

Zip Code	City	District Population Estimates			JJC Student Population			Difference		
		White	Black	Hispanic or Latino	White	Black	Hispanic or Latino	White	Black	Hispanic or Latino
60490	Bolingbrook	62%	22%	11%	45%	19%	23%	-17%	-3%	12%
60491	Homer Glen	95%	1%	6%	89%	1%	7%	-6%	0%	1%
60541	Newark	98%	0%	2%	100%	0%	0%	2%	0%	-2%
60544	Plainfield	87%	4%	12%	74%	7%	13%	-13%	3%	1%
60585	Plainfield	89%	3%	7%	80%	6%	7%	-9%	3%	0%
60586	Plainfield	88%	3%	12%	69%	7%	20%	-19%	4%	8%
60935	Essex	97%	0%	1%	100%	0%	0%	3%	0%	-1%
61313	Blackstone	94%	4%	3%	100%	0%	0%	6%	-4%	-3%
61360	Seneca	98%	0%	3%	94%	3%	0%	-4%	3%	-3%

<sup>6</sup> Ibid

**Characteristics by Age**

In terms of age distribution, the largest segment of the 2010 district estimated population is 25 years of age or above representing nearly 65 percent of the district estimate, while the JJC student population 25 years of age or older reflects just under 38 percent of students. Figure 2.0 below represents the comparative age breakdowns for those under 25 years of age and those 25 years of age or above for the JJC student population and the estimated 2010 district population.

*Figure 2.0 – JJC Student and 2010 District Population Estimates by Age Category – Under 25 and 25 or Above*



The JJC student population is closer to the traditional college age despite the large proportion of district residents aged at 25 years or above. The average age of district residents is 36.6 years compared to the JJC student average age of 26.4 years of age. Table 2.0 below represents the estimated 2010 age distribution of district residents. The largest proportion of the district population rests between the ages of 25 and 44 with nearly 28 percent followed by those resting between the ages of 45 and 64, representing just below 27 percent of the estimated population.

*Table 2.0 – Age Distribution JJC District*

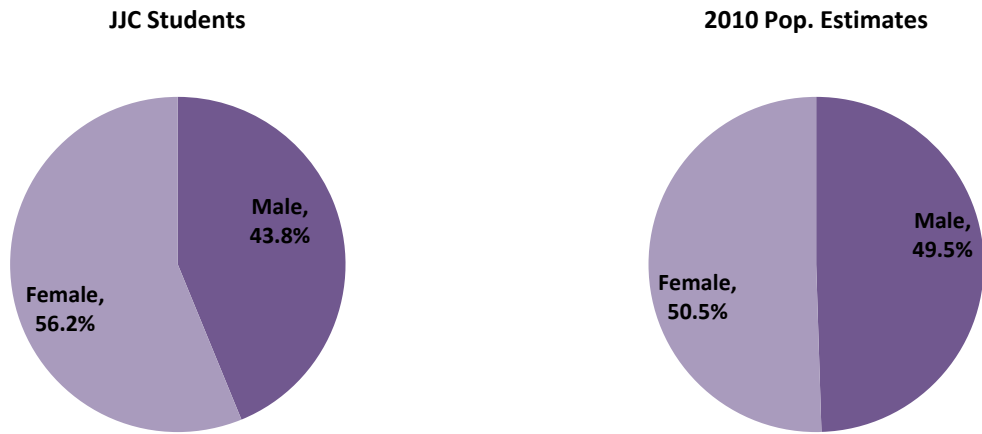
Age Category	2010 Pop. Estimate
0-4	7.5%
5-9	7.5%
10-14	7.6%
15-19	7.3%
20-24	5.4%
25-44	27.6%
45-64	26.5%
65-84	9.2%
85+	1.4%

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**Characteristics by Gender**

In regard to gender distribution, the district is evenly split, while JJC has a much larger percentage of female students than male students, with over 56 percent female. Figure 3.0 below compares the gender population for JJC students and 2010 district population.

*Figure 3.0 - JJC Student and 2010 District Population Estimates by Gender*



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**Geographic Distribution**

Figure 4.0 displays the geographic distribution of JJC students enrolled by zip code for the most recent fall census and was created using Microsoft MapPoint software. Please note the darker the area indicates a higher number of students residing within that zip code

Figure 4.0 – Geographic Distribution of JJC Student Population

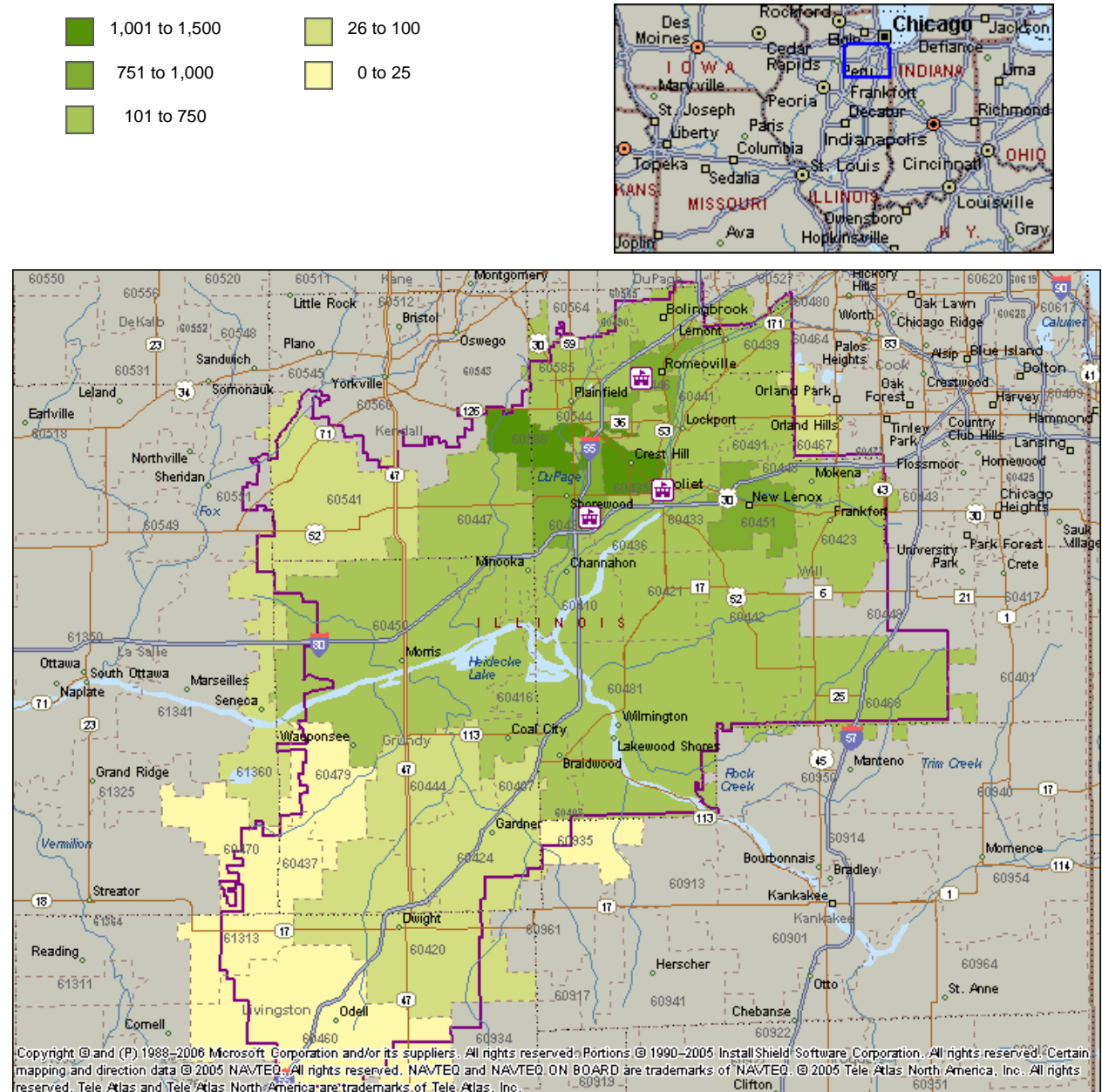
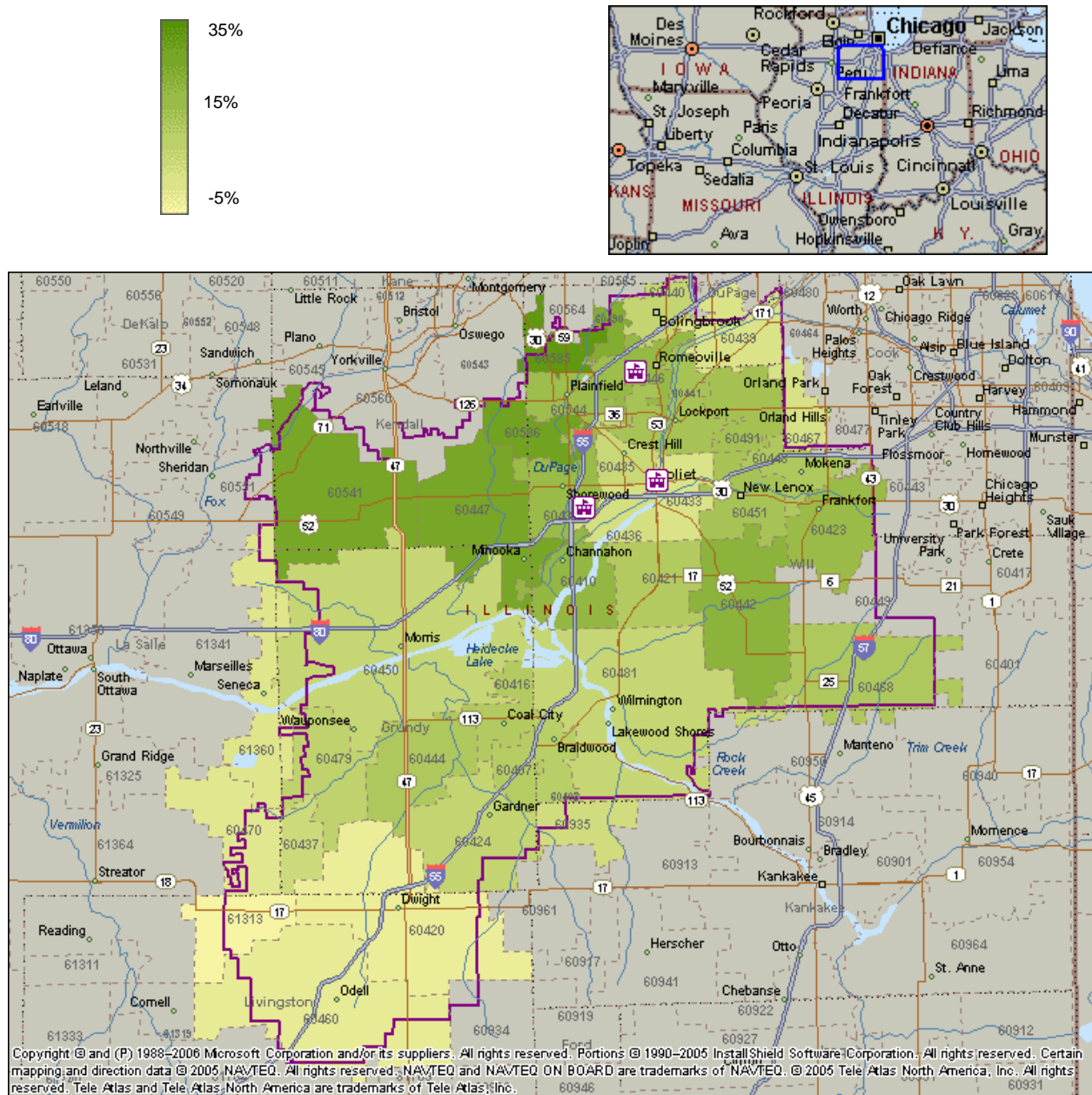


Figure 5.0 represents the projected percent change in the estimated population for the JJC district by zip code (2010-2015) and was created using Microsoft MapPoint software. Please note the darker the area indicates the expected percent change is higher than projected number of residents within that zip code

Figure 5.0 – Projected % Change in JJC District Population 2010-2015 Estimates



The data by zip code from the student population was aggregated by city and compared to the 2010 estimated population for residents 18 years of age and older, to develop a general penetration or yield rate. The table below is aggregated only for cities with enrollment greater than 250 students (fall only) and is sorted in descending order by the number of JJC students. The yield reflects the percent of students residing in a city and enrolling at JJC for the most recent fall term only. We can estimate 5 of every 100 individuals residing in Channahon that were 18 years of age or older enrolled at JJC in the most recent fall term, followed by Joliet, Romeoville, New Lenox, Morris, and Minooka (4 of every 100 individuals and 18 years of age or older were enrolled at JJC). These 15 cities represent 86% of the total enrollment for the most recent fall term ( $13,078/15,288^7=86\%$ ), the overall fall yield rate for these 15 cities can be estimated at 3%.

*Table 3.0 – JJC Student Yield by City - Enrollment Greater than 250*

City	JJC Students	2010 Pop. Estimate 18 Years or Older	Yield
Joliet	3,538	94,934	4%
Plainfield	1,974	75,750	3%
Bolingbrook	1,022	56,730	2%
Romeoville	962	26,170	4%
New Lenox	930	25,579	4%
Lockport	734	28,725	3%
Morris	613	15,846	4%
Frankfort	526	23,143	2%
Mokena	496	18,863	3%
Shorewood	438	15,346	3%
Channahon	427	9,314	5%
Crest Hill	427	15,559	3%
Minooka	416	10,471	4%
Homer Glen	312	22,880	1%
Manhattan	263	7,568	3%
<b>Overall</b>	<b>13,078</b> <b>86%</b>	<b>446,878</b>	<b>3%</b>

<sup>7</sup> Fall 2009 Census Report: <http://www.jjc.edu/about/college-info/institutional-research/Documents/research-briefings/Fall%202009%20Census%20Briefing.pdf>

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### Housing Characteristics

Although a toll has been taken on the housing market, the overall number of households within the JJC district is projected to increase through 2015, with the strongest growth in the cities of Plainfield, Joliet, Bolingbrook, Romeoville, Lockport, Frankfort, New Lenox, Shorewood, Crest Hill, and Homer Glen.

*Table 4.0 – Households by Zip Code for JJC District – 2010-2015<sup>8</sup>*

Zip Code	City	HH's 2010	HH's 2015	# Change 2010-15	% Change 2010-15
60403	Crest Hill	7,860	9,371	1,511	19.2%
60404	Shorewood	6,716	8,522	1,806	26.9%
60407	Braceville	703	795	92	13.1%
60408	Braidwood	2,141	2,387	246	11.5%
60410	Channahon	4,159	5,037	878	21.1%
60416	Coal City	3,413	3,886	473	13.9%
60420	Dwight	2,024	2,006	-18	-0.9%
60421	Elwood	1,463	1,648	185	12.6%
60423	Frankfort	10,324	12,304	1,980	19.2%
60424	Gardner	1,329	1,456	127	9.6%
60431	Joliet	7,812	9,345	1,533	19.6%
60432	Joliet	6,307	6,593	286	4.5%
60433	Joliet	6,034	6,253	219	3.6%
60435	Joliet	19,034	20,353	1,319	6.9%
60436	Joliet	7,003	7,327	324	4.6%
60437	Kinsman	90	97	7	7.8%
60439	Lemont	7,139	7,359	220	3.1%
60440	Bolingbrook	17,526	19,120	1,594	9.1%
60441	Lockport	12,522	14,523	2,001	16.0%
60442	Manhattan	3,443	4,224	781	22.7%
60444	Mazon	714	819	105	14.7%
60446	Romeoville	12,504	15,094	2,590	20.7%
60447	Minooka	4,959	6,334	1,375	27.7%
60448	Mokena	8,169	9,258	1,089	13.3%
60450	Morris	8,177	8,876	699	8.5%
60451	New Lenox	11,540	13,369	1,829	15.8%
60460	Odell	678	676	-2	-0.3%
60467	Orland Park	8,398	8,715	317	3.8%
60468	Peotone	2,528	2,881	353	14.0%
60470	Ransom	255	260	5	2.0%

<sup>8</sup> Source: ESRI Sourcebook America/U.S. Census Bureau

Table 4.0 Continued<sup>9</sup>

Zip Code	City	HH's 2010	HH's 2015	# Change 2010-15	% Change 2010-15
60479	Verona	268	296	28	10.4%
60481	Wilmington	5,106	5,522	416	8.1%
60490	Bolingbrook	5,459	6,836	1,377	25.2%
60491	Homer Glen	8,861	10,287	1,426	16.1%
60541	Newark	1,381	1,761	380	27.5%
60544	Plainfield	9,643	11,395	1,752	18.2%
60585	Plainfield	6,577	8,709	2,132	32.4%
60586	Plainfield	13,538	17,402	3,864	28.5%
60935	Essex	342	361	19	5.6%
61313	Blackstone	81	79	-2	-2.5%
61360	Seneca	1,215	1,248	33	2.7%

Anecdotal evidence suggests there will be changes or shifts in regard to land uses for the community college district from an agriculturally centered focus to those areas that are more geared toward business, industry, and/or residential uses.

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<sup>9</sup> Ibid

**Summary of District 525**

**Total Population**

2000	526,138
2010	738,600
2015	846,115

# Change 2000-2010:	212,462
% Change 2000-2010:	40.4%
% Annual Rate 2000-2010:	6.7%

# Change 2010-2015:	107,515
% Change 2010-2015:	14.6%
% Annual Rate 2010-2015:	2.9%

<b><u>Race</u></b>	<b><u>2000</u></b>	<b><u>2010</u></b>
% White	79.7	70.6
% Black	7.7	9.7
% Asian/ Pac. Isl.	3.2	3.8
% Hispanic/Latino	7.9	14.4
% Am/ Ind/AK Native	0.1	0.2
% 2 or More Races	1.4	1.3
% Total	100.0	100.0

<b><u>Age</u></b>	<b><u>2010</u></b>
% 0-4	7.5
% 5-9	7.5
% 10-14	7.6
% 15-19	7.3
% 20-24	5.4
% 25-44	27.6
% 45-64	26.5
% 65-84	9.2
% 85+	1.4
% 18+	72.3
Median Age	36.9

<b><u>Gender</u></b>	<b><u>2010</u></b>
% Males	49.5
% Females	50.5

**Households**

2000	171,065
2010	237,435
2015	272,784

# Change 2000-2010:	66,370
% Change 2000-2010:	38.8%
% Annual Rate 2000-2010:	6.5%

# Change 2010-2015:	35,349
% Change 2010-2015:	14.9%
% Annual Rate 2010-2015:	3.0%

<b><u>Families</u></b>	
2000	132,173
2010	181,059
# Change 2000-2010:	48,886
% Change 2000-2010:	37.0%
% Annual Rate 2000-2010:	6.2%

<b><u>Household Income</u></b>	
Median 2010	\$73,161
Median 2015	\$75,881
	<b><u>2010</u></b>
<b>Base</b>	237,435
% <25K	11.5
% \$25K-50K	18.0
% \$50K-100K	45.2
% \$100K-150K	17.3
% \$150K+	8.0
Per Capita Income:	\$28,421

<b><u>Owner Occupied Home Value</u></b>	
<b>Base</b>	192,994
% <50K	3.6
% \$50K-90K	5.2
% \$90K-175K	27.4
% \$175K-400K	50.3
% \$400K+	13.5
Median:	\$227,093

**Spending Potential**

Auto Loan	116
Home Loan	129
Investments	116
Retirement Plans	130
Home Repair	126
Lawn & Garden	121
Computer/Hardware	117
Appliances	119
TV/Radio/Sound	114
Furniture	120
Dine Out/Carry Out	115
Sporting Goods	93
Fees & Tickets	124
Toys & Games	117
Travel	121
Cable TV	112
Apparel & Services	81
Auto Repairs	114
Health Insurance	114
Pets & Supplies	138

Income represents the annual income for the preceding year in current dollars, including an adjustment for inflation or cost-of-living increase averaged over the 43 zip codes queried for the JJC District. Spending Potential Index (SPI) is calculated by ESRI from Consumer Expenditure Survey, Bureau of Labor Statistics. The index represents the ratio of the average amount spent locally to the average U.S. spending for a product or service, multiplied by 100.