



Environmental Scan  
Danville Area Community College  
July 2018



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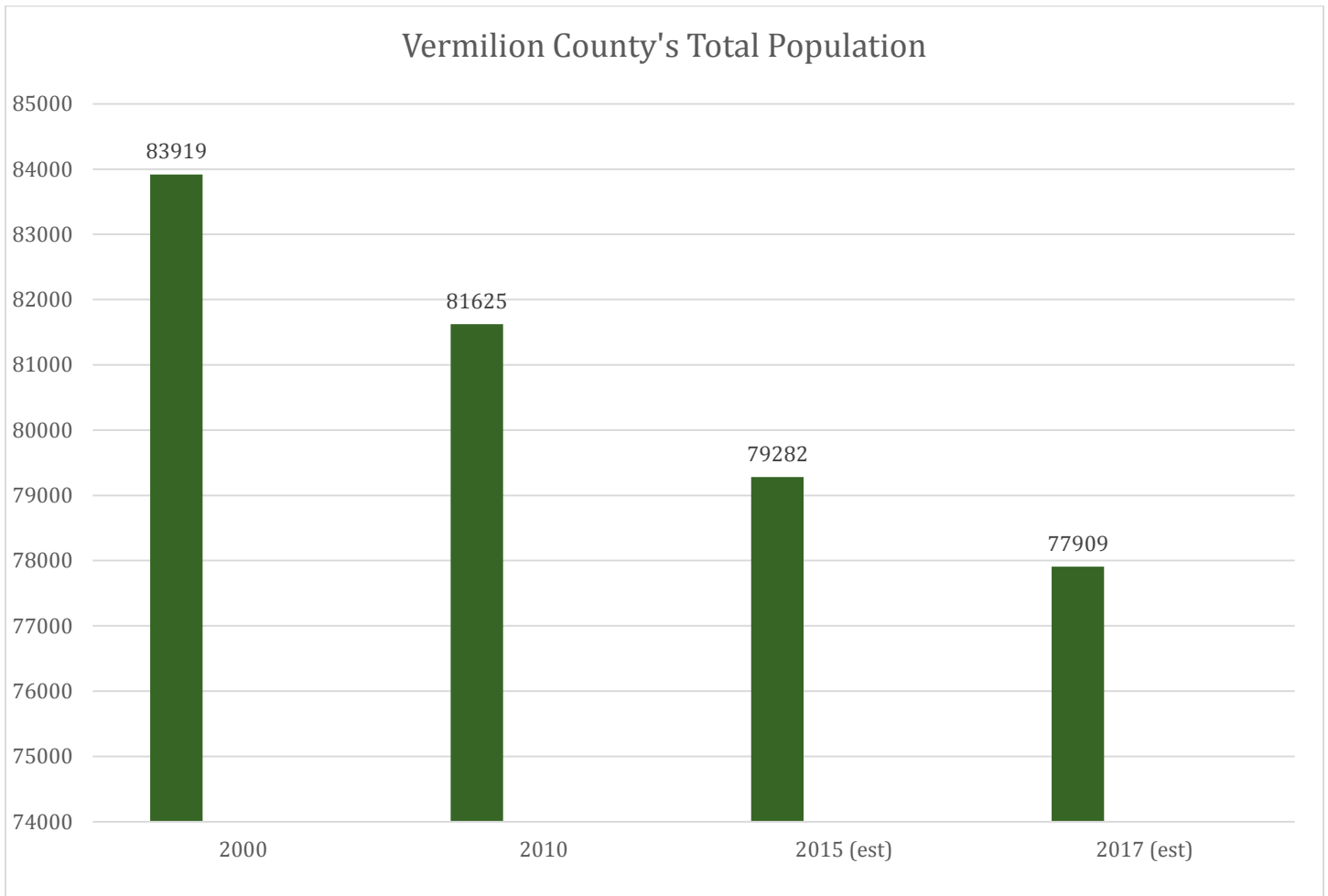
## Executive Summary

Danville Area Community College has been serving the people of District #507 since 1946. In those 70-plus years, the College and community have seen significant changes from post-war booms to housing bubble busts. The continued success and growth of programs and initiatives at DACC depends on numerous internal and external factors that influence the programs offered and the audience for whom they are designed.

This environmental scan provides information on population, labor statistics, education levels, community health, and access to technology. It is intended as a tool for strategic planning.

## Population

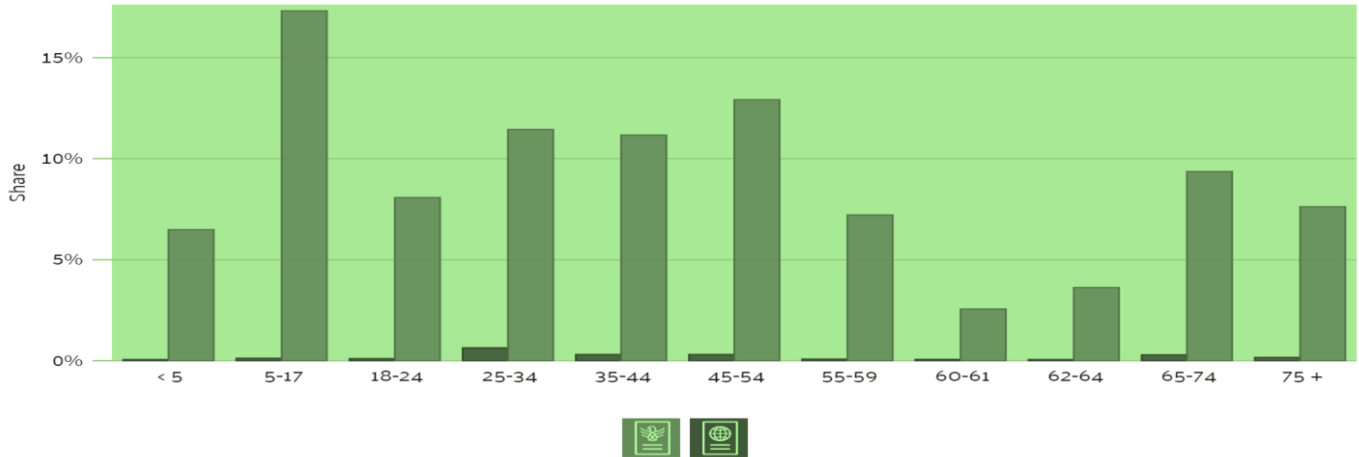
The population of Vermilion County is 77,909 (2017 est.). That number decreased an estimated 7.2 percent between 2000 and 2017. The population under 18 years of age is 23.8 percent, 18-64 years is 58 percent, and 65 and over is 18.7 percent. Women comprise 50.3 percent of Vermilion County population. As of 2015, the median age for Vermilion County was 39.9 years. There are 6,004 veterans living in Vermilion County. *(U.S. Census Bureau QuickFacts for Vermilion County, 2017)*



## Age by Nativity in Vermilion County

In 2016, the median age of all people in Vermilion County, IL was 40.1. Native-born citizens, with a median age of 40, were generally younger than foreign-born citizens, with a median age of 42.3. But people in Vermilion County, IL are getting older. In 2015, the average age of all Vermilion County, IL residents was 40.

Dataset: ACS 5-year Estimate; Source: Census Bureau

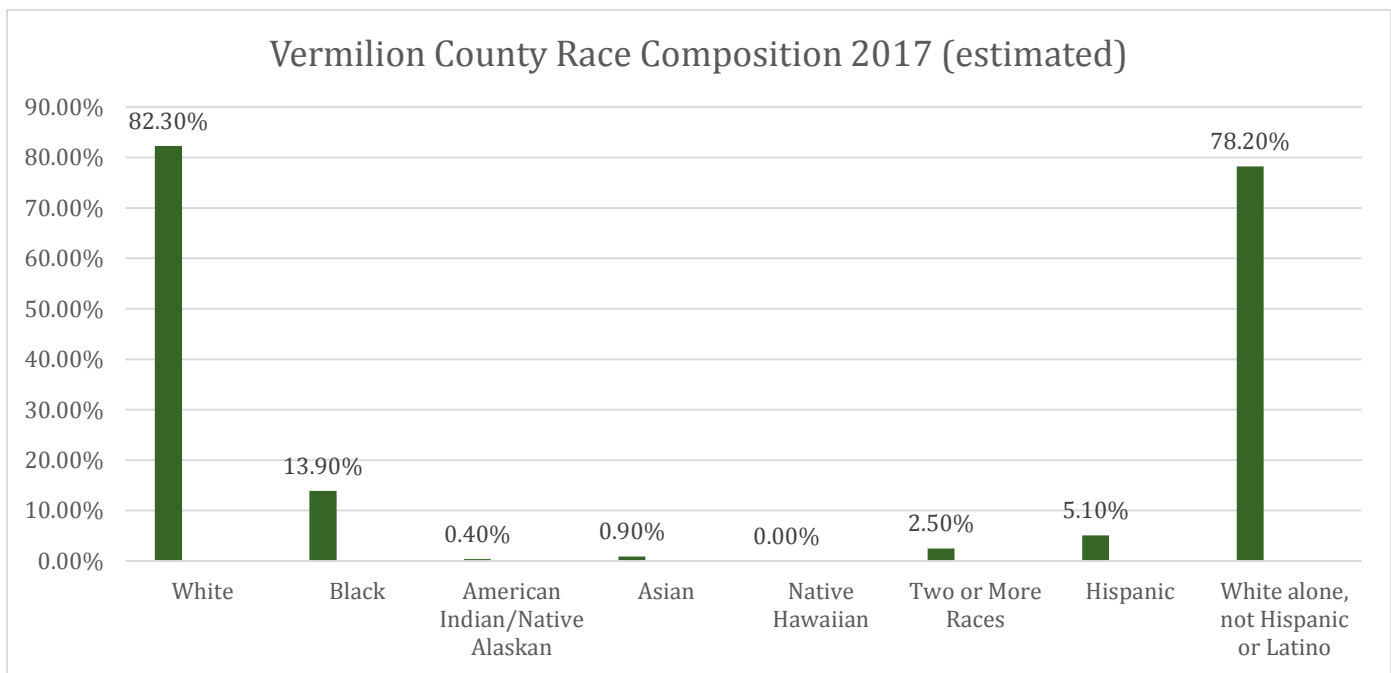


Dataset: ACS 5-year Estimate  
Source: Census Bureau

DATA USA

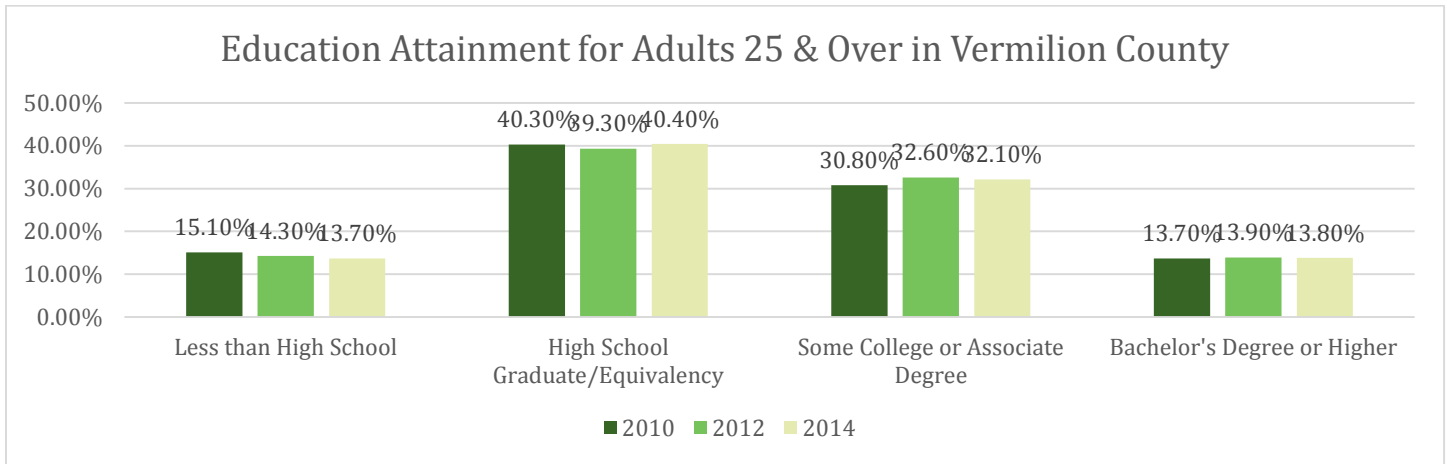
## Race in Vermilion County

The majority of Vermilion County's population is White (78.2 percent excluding Hispanic/Latino), followed by Black (13.7 percent). This Hispanic population has grown from 4.2 percent in 2010 to an estimated 5.1 percent in 2017. Foreign-born persons make up 2.2 percent of the population. (*QuickFacts.census.gov*)



## Education in Vermilion County

From 2010 to 2014 the percentage of residents in Vermilion County 25 years and over with a minimum of a high school diploma or equivalency rose, and the percentage with less than a high school diploma decreased.



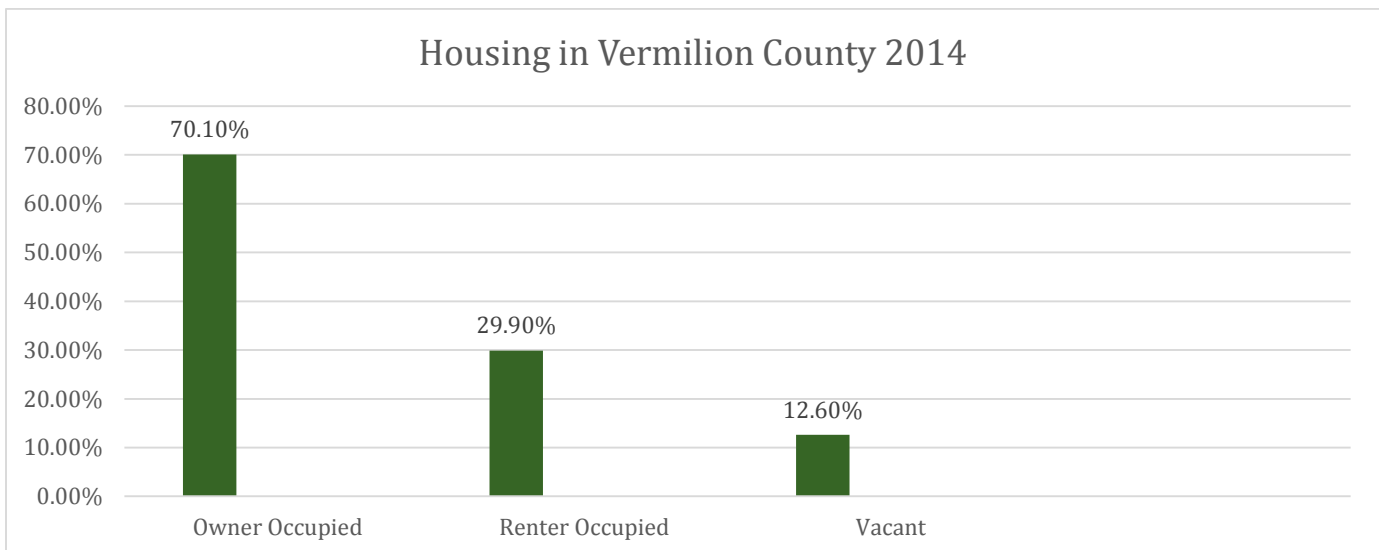
(Source: U.S. Census Data Factfinder 2014)

The population aged 18 to 24 years decreased 5.8 percent from 2012 to 2014 and the percentage of those attending college decreased as well from 27 percent of 7,272 students in 2012 to 26.2 percent of 6,853 students in 2014, or a total decrease of 8.5 percent. (U.S. Census Data Factfinder 2014)

*8.5% fewer students aged 18-24 enrolled in College  
from 2012 to 2014*

## Housing in Vermilion County

In July, 2017, there were 36,071 housing units in Vermilion County. In 2014, 70.1 percent of the units were owner occupied, 29.9 percent were renter occupied, and 12.6 percent were vacant. The number of owner occupied units fell to 69 percent in 2016. The number of vacant units rose from 10.1 percent in 2010 to 12.6 percent in 2014. (U.S. Census Bureau)



## Homelessness in Schools in Vermilion County

According to the Regional Office of Education, Vermilion County is part of Area 4, which includes Champaign, Ford, Clark, Coles, Cumberland, Douglas, Edgar, Moultrie, Shelby, DeWitt, Livingston, McLean, Logan, Iroquois, Kankakee, Macon, and Piatt County (6 Regions). Vermilion County’s region accounts for 18.4% of the “total homeless for current school year” among the 6 regions. The table (4.4) shows the numbers for the end of the 2015/2016 school year for students identified as McKinney-Vento (homeless). The definition for homelessness in students is that they lack a fixed, regular and adequate nighttime residence. These children could be staying with friends, family members, shelter, hotel/motel, car, or tent.

Table 4.4: 2015/2016 McKinney-Vento Students

School District	Currently Served Homeless Students	Total Homeless for Current School Year
Bismarck Henning CUSD	9	14
Westville CUSD 2	37	50
Georgetown-Ridge Farm CUD 4	56	62
Rossville-Alvin CUSD 7	21	23
Potomac CUSD 10	1	3
Hoopeston Area CUSD 11	44	62
Armstrong-Ellis Cons SD 61	7	10
Oakwood CUSD 76	53	57
Danville CCSD 118	160	225
Armstrong Twp HSD 225	1	1
Salt Fork CUSD 512	21	25
<b>TOTAL ROE 54</b>	410	532
<i>Source: Illinois State Board of Education SIS</i>		

## Food Insecurity in Vermilion County

The U.S. Department of Agriculture (USDA) defines food insecurity as a lack of consistent access to enough food for an active, healthy life. It is important to know that hunger and food insecurity are closely related, but distinct, concepts. Hunger refers to a **personal, physical sensation** of discomfort, while food insecurity refers to a **lack of available financial resources** for food at the level of the household. According to County Health Rankings & Roadmaps (2014), 12,730 people -- or 16 percent of residents – are food insecure in Vermilion County. Overall, 13 percent of Illinois residents are food insecure, though the number goes as high as 24 percent in some areas and as low as 7 percent in others.

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*16% of Vermilion County residents are food insecure*

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## Poverty in Vermilion County

The 2018 Federal Poverty Level of a family of four, as determined by the U.S. Department of Health and Human Services is an annual income of \$25,100. According to the U.S. Census Bureau, 20.2 percent of Vermilion County was living in poverty in 2017. (*QuickFacts.census.gov*) The Illinois Poverty Report of 2016 reported that 27.7 percent of children were living in poverty in Vermilion County. The national average in 2016 was 14 percent.

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*20.2% of Vermilion County lived in poverty in 2017*

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The Voices for Illinois Children, Illinois Kids Count Data Center reported that 48.7 percent of the County's children were living in a "Married Parents" household. "Single Mother" households were 28.4 percent, "Single Father" households were 8.3 percent and "Grandparents" households were 7.4 percent.

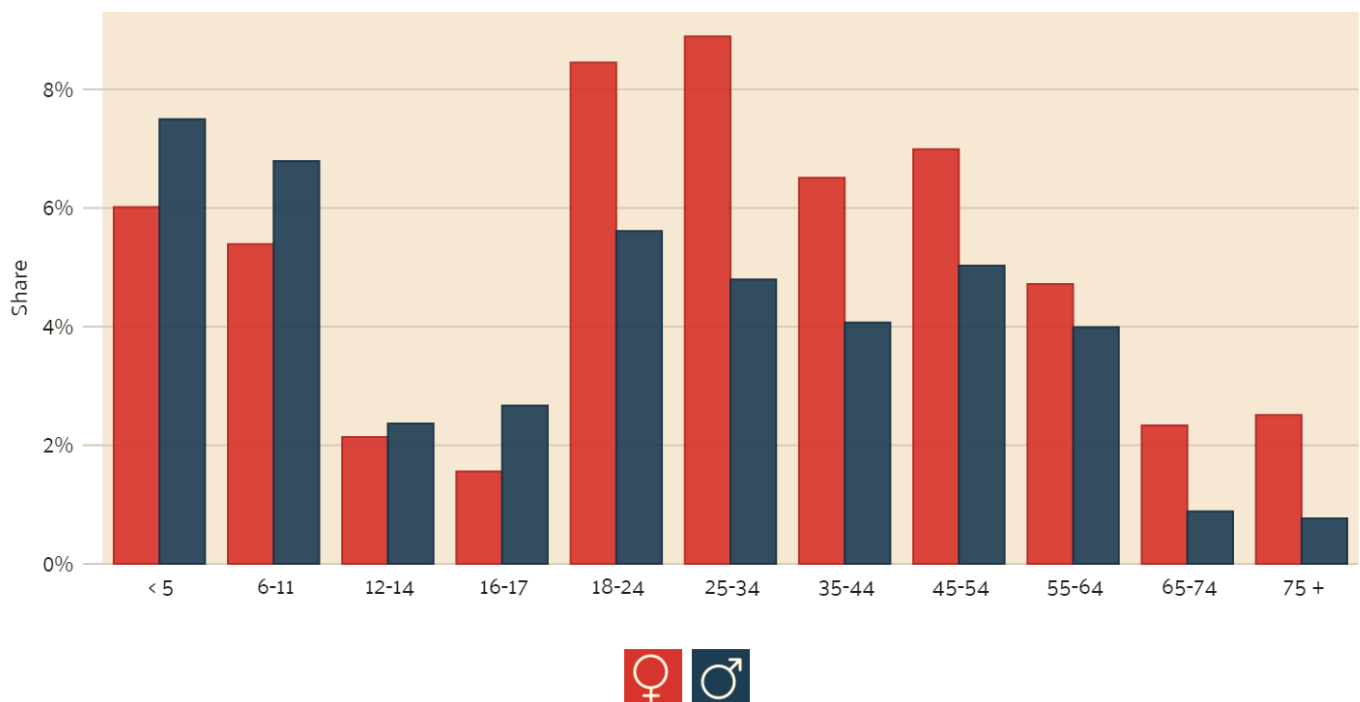
The largest demographic living in poverty is Female 25-34, followed by Female 18-24 and then Male < 5.

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***Female 25-34***  
*Largest Demographic living in poverty in Vermilion County*

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## Sex and Poverty in Vermilion County

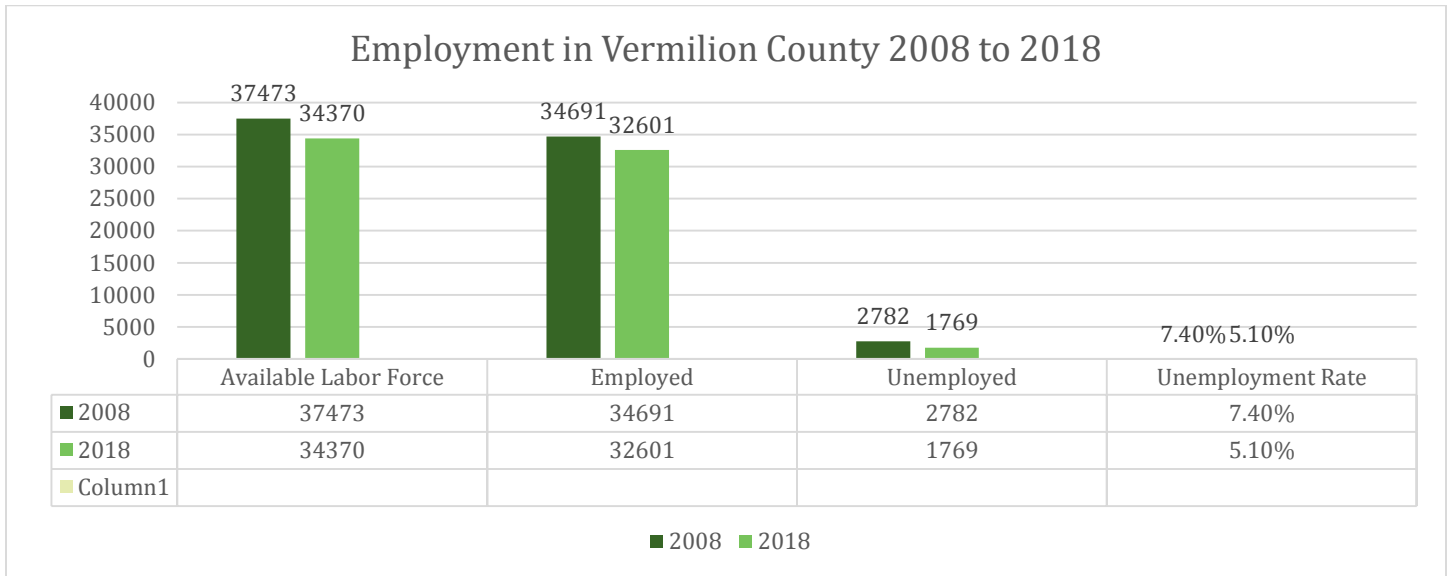


Dataset: ACS 5-year Estimate  
Source: Census Bureau

DATA USA

## Labor Force & Economy in Vermilion County

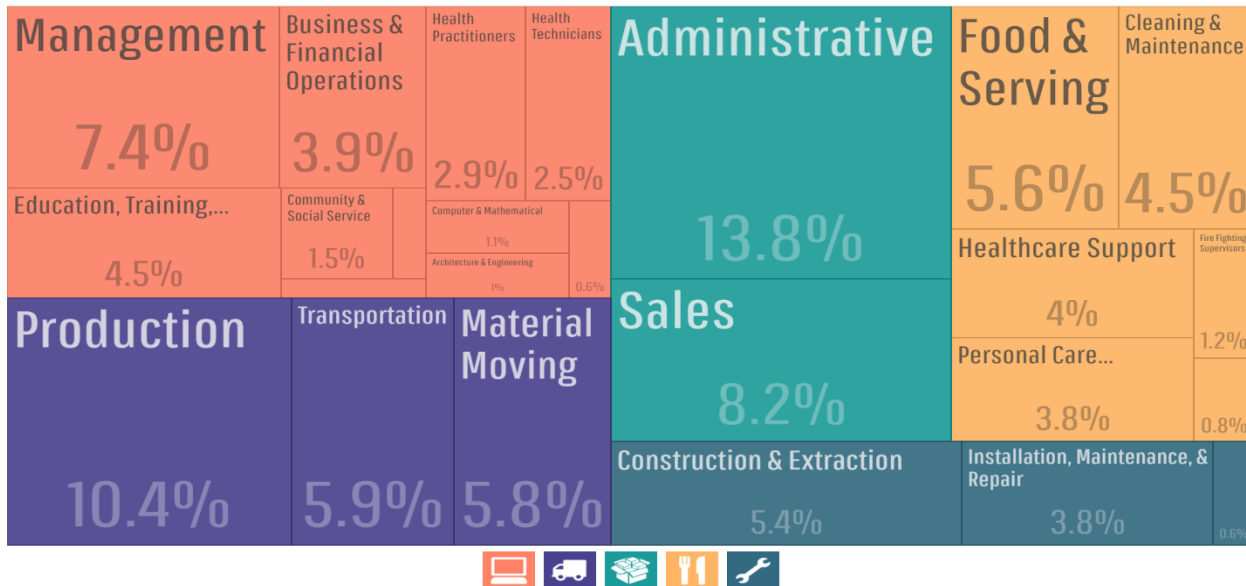
In January 2008, there were 37,473 people in the local labor force. Of that number, 34,691 were employed, leaving an unemployment rate of 7.4 percent. As of May 2018, the number of people in the available labor force was 34,370, with 32,601 people actively employed. The current unemployment rate is 5.1 percent. However, the workforce available has decreased by 8.2 percent in that 10-year period. (U.S. Dept. of Labor – Bureau of Labor Statistics, July 2018)



The civilian labor force age 16 years or older is 56.7 percent of the population in Vermilion County with 54.7 percent of that number being female. (QuickFacts.census.gov)

## Employment in Vermilion County by Occupations

The most common job groups, by number of people living in Vermilion County, IL, are Management, Business, Science & Arts, Production & Transportation, and Sales & Office. This chart illustrates the share breakdown of the primary jobs held by residents of Vermilion County, IL.



(<https://datausa.io/profile/geo/vermilion-county-il/>)



## Wage Distribution for Vermilion County

The closest comparable wage GINI for Vermilion County, IL is from Livingston, Ford, Iroquois, and Vermilion Counties PUMA, IL. The median household income in 2016 was \$43,552, with the per capita income being \$22,733. According to the Social Impact Center, the self-sufficiency wage for a one-parent home with a preschooler and school age child in Vermilion County in 2011 was \$32,720; the average amount poor families' income fell below the poverty line (i.e., mean income deficit), 2007-2011, was \$9,558.

**2016 Wage GINI: 0.417**

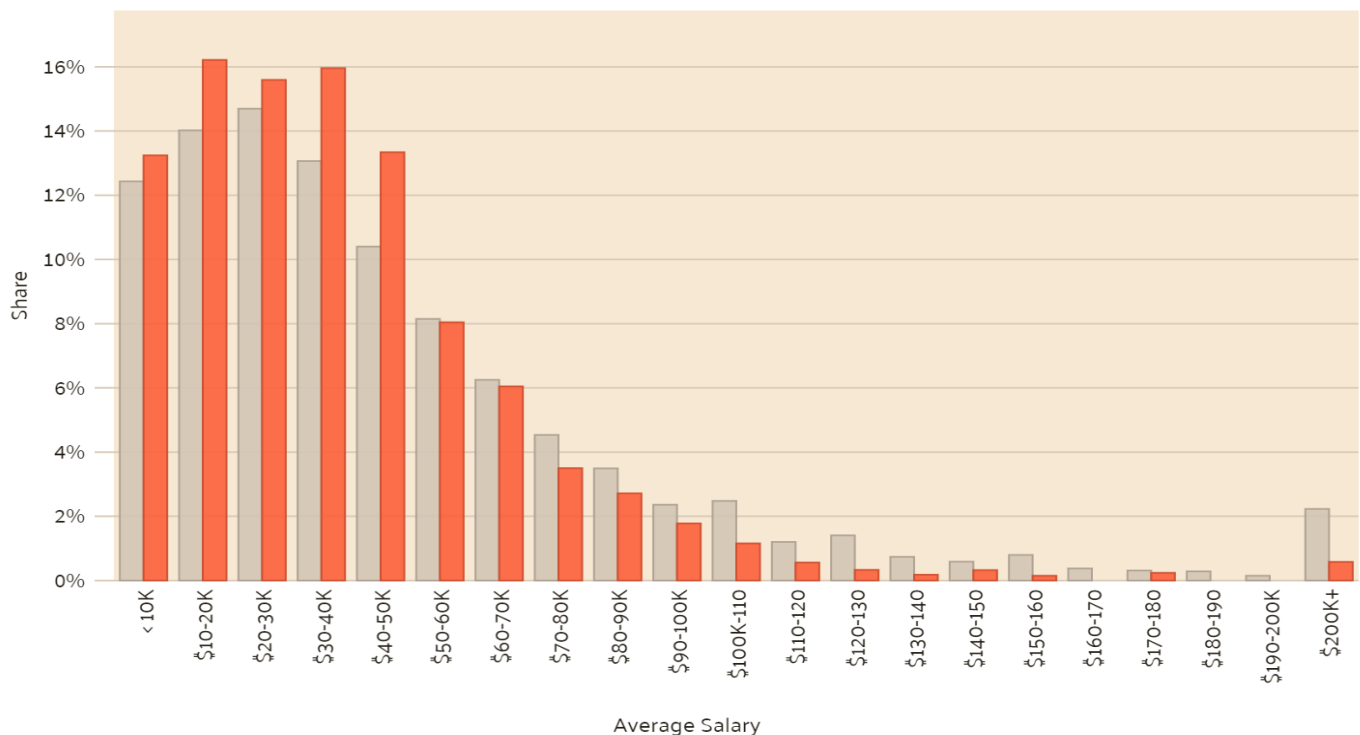
**2015 Wage GINI: 0.413**

*The GINI coefficient is a measure of statistical dispersion intended to represent the equality of a distribution, and is the most commonly used measure of inequality. Values range from 0 to 1, with 0 being perfect equality. Note that the GINI is a measure that is looking at the spread of a distribution and does not necessarily imply a higher or lower average value of the distribution. For instance if everyone in a given distribution earned a salary of \$1,000,000 the GINI of that distribution would be 0, or perfect equality.*

In 2016, the income inequality in Livingston, Ford, Iroquois, and Vermilion Counties PUMA, IL was 0.417 according to the GINI calculation of the wage distribution. Income inequality had a 0.8% growth from 2015 to 2016, which means that wage distribution grew somewhat less even.

This chart shows the number of workers in various wage buckets compared to the national average.

Dataset: ACS PUMS 1-year Estimate; Source: Census Bureau



Dataset: ACS PUMS 1-year Estimate  
Source: Census Bureau

**DATA USA**

## Computer & Internet Use for Households in Danville Metropolitan Area

About 79.3 percent of people in Illinois reported home high-speed Internet use, according to a 2014 report from the U.S. Census Bureau. However, rates varied within the state's metro areas. Champaign had one of the highest rates of high-speed Internet use at 83.4 percent, while Danville had one of the lowest rates at 62.0 percent.

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*Danville had one of the lowest rates of high-speed Internet use:  
62.0%*

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<b>Metropolitan Areas with High Percentages</b>	<b>Computer Use</b>	<b>Internet Use</b>
Champaign	91.4%	83.4%
Bloomington	92.6%	82.8%
Springfield	92.1%	81.7%
<b>Metropolitan Areas with Low Percentages</b>	<b>Computer Use</b>	<b>Internet Use</b>
Decatur	84.5%	73.0%
Carbondale	81.8%	71.0%
<b>Danville</b>	<b>75.5%</b>	<b>62.0%</b>

(<https://www.census.gov/newsroom/press-releases/2014/cb14-r38.html>)

## Section II

### National Trends in Media/Communications

## National Mobile Technology Usage

While local information about Mobile Technology usage was unavailable, the Pew Research Center conducted a nationwide survey of usage in February 2018. This study found that 95 percent of Americans now own a cell phone of some kind. Smartphone ownership has jumped from 35 percent in 2011 to 77 percent today. Smartphone ownership varies significantly based on demographics.

### % of U.S. adults who own the following devices

	Any cellphone	Smartphone	Cellphone, but not smartphone
<b>Total</b>	95%	77%	17%
<b>Men</b>	95%	80%	16%
<b>Women</b>	94%	75%	19%
<b>Ages 18-29</b>	100%	94%	6%
<b>30-49</b>	98%	89%	9%
<b>50-64</b>	94%	73%	21%
<b>65+</b>	85%	46%	40%
<b>White</b>	94%	77%	17%
<b>Black</b>	98%	75%	23%
<b>Hispanic</b>	97%	77%	20%
<b>Less than high school graduate</b>	90%	57%	33%
<b>High school graduate</b>	92%	69%	24%
<b>Some college</b>	96%	80%	16%
<b>College graduate</b>	97%	91%	6%
<b>Less than \$30,000</b>	92%	67%	25%
<b>\$30,000-\$49,999</b>	98%	82%	15%
<b>\$50,000-\$74,999</b>	98%	83%	15%
<b>\$75,000+</b>	98%	93%	5%
<b>Urban</b>	96%	83%	13%
<b>Suburban</b>	94%	78%	16%
<b>Rural</b>	91%	65%	26%

Source: Survey conducted Jan. 3-10, 2018.  
PEW RESEARCH CENTER

Nearly 75 percent of U.S. adults own a desktop or laptop computer, nearly 50 percent of American adults own a tablet, and approximately 20 percent own an e-reader. One in five U.S. adults are “smartphone only” Internet users, meaning they do not have traditional home Broadband service.

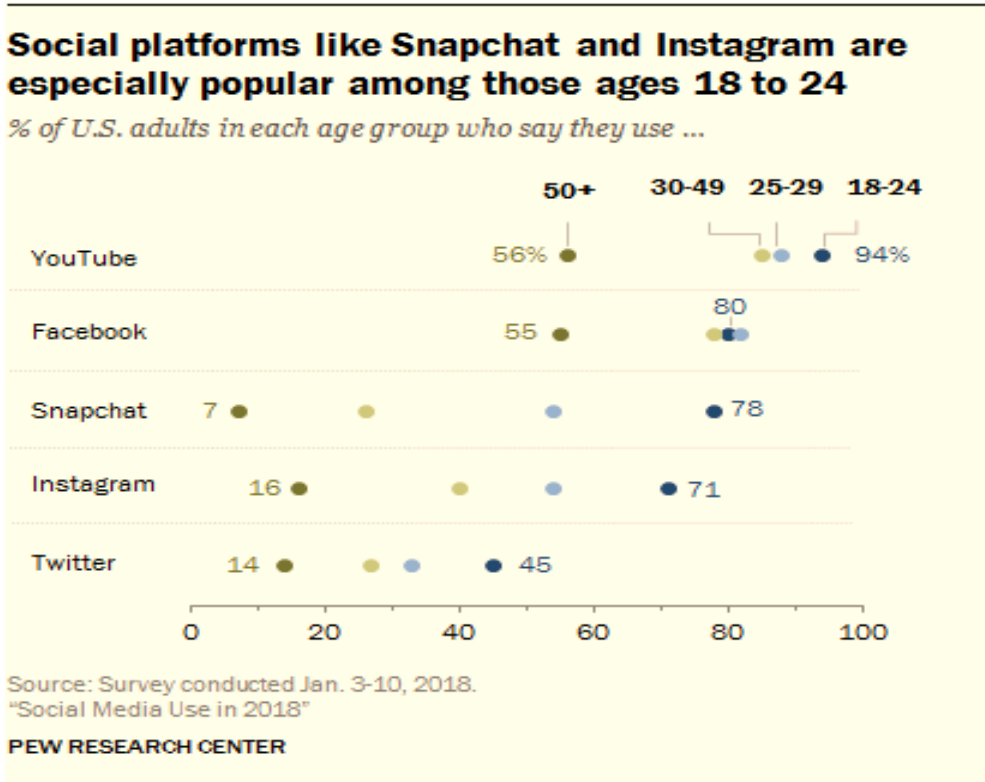
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*20% of U.S. adults are “smartphone only” Internet users*

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## National Social Media Usage Data

A 2018 Pew Research Center Survey determined that around 69 percent of American adults use some sort of social media. “Roughly two-thirds of U.S. adults (68%) now report that they are Facebook users, and roughly three-quarters of those users access Facebook on a daily basis. With the exception of those 65 and older, a majority of Americans across a wide range of demographic groups now use Facebook.” Nearly 60 percent of Snapchat and Instagram users visit each site daily.



The Survey also determined that younger Americans (especially those ages 18 to 24) embrace a greater variety of platforms. In the 18 to 24-year old age range, 78 percent use Snapchat – 71 percent of those visiting the platform multiple times each day; 71 percent use Instagram; and 45 percent use Twitter. YouTube is now used by nearly 75 percent of all U.S. adults and 94 percent of 18 to 24-year olds.

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*68% of U.S. adults are Facebook users; 75% of U.S. adults use YouTube*

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Additionally, the study found that there is significant overlap of platforms used in all age brackets. “Roughly three-quarters of the public (73%) uses more than one of the eight platforms measured in this survey, and the typical (median) American uses three of these sites. As might be expected, younger adults tend to use a greater variety of social media platforms. The median 18- to 29-year-old uses four of these platforms, but that figure drops to three among 30- to 49-year-olds, to two among 50- to 64-year-olds and to one among those 65 and older.”

## Substantial 'reciprocity' across major social media platforms

% of \_\_ users who also ...

	Use Twitter	Use Instagram	Use Facebook	Use Snapchat	Use YouTube	Use WhatsApp	Use Pinterest	Use LinkedIn
Twitter	-	73%	90%	54%	95%	35%	49%	50%
Instagram	50	-	91	60	95	35	47	41
Facebook	32	47	-	35	87	27	37	33
Snapchat	48	77	89	-	95	33	44	37
YouTube	31	45	81	35	-	28	36	32
WhatsApp	38	55	85	40	92	-	33	40
Pinterest	41	56	89	41	92	25	-	42
LinkedIn	47	57	90	40	94	35	49	-

Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"

PEW RESEARCH CENTER

90% of LinkedIn users also use Facebook

## RUFFALO NOEL LEVITZ

### STUDENTS VISIT THESE SITES DAILY



Snapchat

- 67% of seniors
- 69% of juniors
- Trend: ↔



Instagram

- 67% of seniors
- 69% of juniors
- Trend: ↔



YouTube

- 65% of seniors
- 57% of juniors
- Trend: ↔



Twitter

- 34% of seniors
- 32% of juniors
- Trend: ↔



Facebook

- 37% of seniors
- 27% of juniors
- Trend: ↓ used daily by 51% of seniors and 45% of juniors in 2017



Pinterest

- 21% of seniors
- 17% of juniors
- Trend: ↑ slightly from 2017



No social media

- 3% of seniors
- 9% of juniors

Trends  
 ↑ Rising   ↓ Falling   ↔ No change

In their *2018 E-Trends Report*, Ruffalo Noel Levitz surveyed high school juniors and seniors regarding social media use. The survey showed that, while Snapchat and Instagram are the most popular platforms – more than two-thirds of those surveyed visited them daily – other platforms such as Facebook, Twitter, and Pinterest are still relevant to the high school population.

Finally, the study found that, in addition to age differences, social media platform use varied by sex, race, income and education levels, and geographic location.

### Use of different online platforms by demographic groups

*% of U.S. adults who say they use ...*

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
White	67	71	32	32	24	26	24	14
Black	70	76	23	43	36	28	26	21
Hispanic	73	78	23	38	31	13	20	49
Ages 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6
<\$30,000	66	68	20	30	23	13	20	20
\$30,000-\$49,999	74	78	32	42	33	20	21	19
\$50,000-\$74,999	70	77	34	32	26	24	26	21
\$75,000+	75	84	39	42	30	45	32	25
High school or less	60	65	18	29	24	9	18	20
Some college	71	74	32	36	31	22	25	18
College+	77	85	40	42	26	50	32	29
Urban	75	80	29	42	32	30	29	28
Suburban	67	74	31	34	26	27	23	19
Rural	58	59	28	25	18	13	17	9

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey conducted Jan. 3-10, 2018

"Social Media Use in 2018"

PEW RESEARCH CENTER

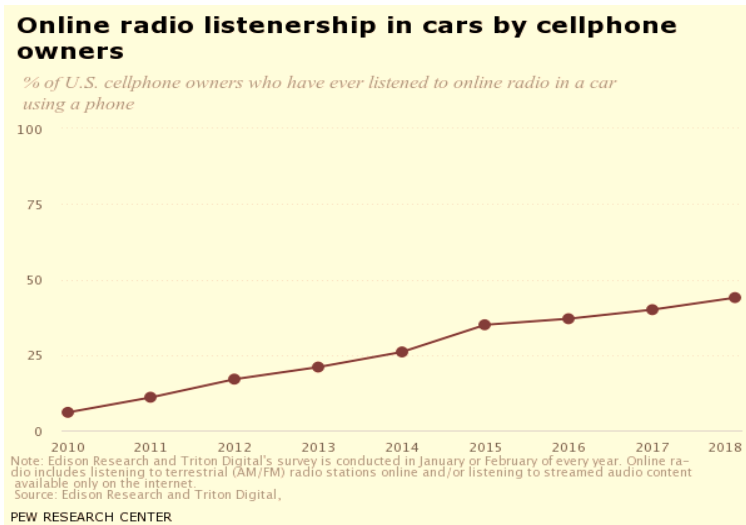
# National Trends in Audio and Video Broadcasting

Technology hasn't only changed the way society socializes, it has also changed the way we get our news and information. From the standard three broadcast television networks of the 60's, television network choices have grown exponentially. Don't care for the AM/FM stations available in your car? Switch to satellite or listen to an online network on your phone. While not disaggregated for Vermilion County, the following information from the Pew Research Center offers insight into audio and video trends/demographics.

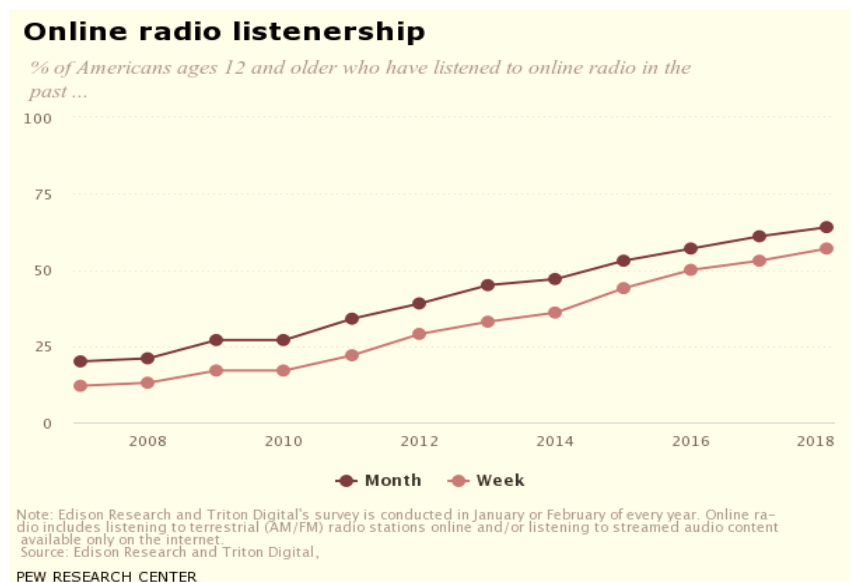
## Radio

Despite the growing number of adults who listen or subscribe to some form of online radio, traditional "terrestrial" radio still has a solid listenership. According to the Nielsen Company (quoted in a Pew Report), 90 percent of Americans over age 12 listened to "terrestrial" radio in a given week in 2017. This number has remained steady since 2009.

In January/February 2018, the Pew Research Center found that 64 percent of Americans over the age of 12 listened to online radio at least once in the past month, 57 percent had listened in the past week. This was nearly double the amounts in 2010.



The 2018 survey revealed that 44 percent of cellphone owners had listened to online radio in their cars, up from 35 percent the previous year and only 6 percent in 2010.





*64% of Americans over age 12 listen to online radio monthly;  
90% listened to "terrestrial" radio in the past week.*

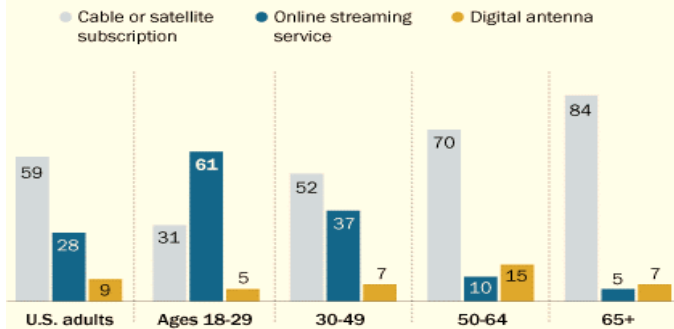
## Television

A Pew study in August 2017 showed that while 28 percent of *all* U.S. adults used streaming services to access television, 61 percent of those 18-29 years old used the services compared to 5 percent of those over 65. Cable and satellite subscription services are most popular with adults over age 30. Locally, there are 37,971 COMCAST

subscribers in the Champaign-Danville zone which serves the DACC district. Those subscribers receive Local Access Channel 5 as part of their basic package.

### Young adults use streaming services most to watch TV

% of U.S. adults who say \_\_\_ is the primary way they watch television



Source: Survey conducted Aug. 15-21, 2017.

PEW RESEARCH CENTER

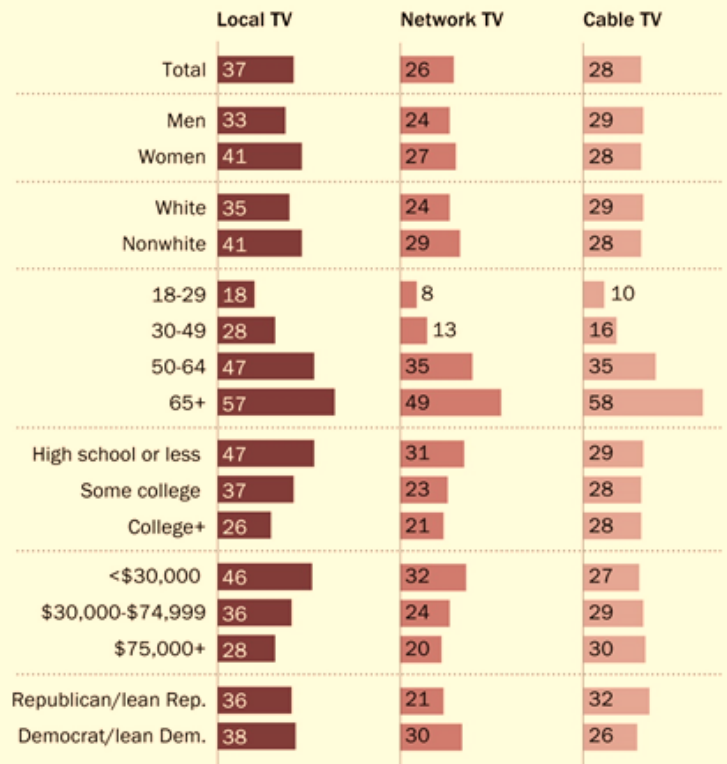
*37,971 Comcast subscribers in the Champaign-Danville zone.*

When it comes to news, local TV networks still enjoy the largest viewership, but this number varies greatly depending on age, income, and education.

*8% of ages 18 to 29-year olds often get news from network TV, compared with 49% of those 65 and older.*

### Television news consumption varies most by age

% of U.S. adults who often get news from ...



Source: Survey conducted Aug. 8-21, 2017.

PEW RESEARCH CENTER

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United States Census – Factfinder, Quick Facts, American Community Survey – <https://census.gov/>

U.S. Department of Health & Human Services -- <https://aspe.hhs.gov/poverty-guidelines>

Vermilion County Health Department Annual Reports – [www.vchd.org](http://www.vchd.org)

Vermilion County Community Health Plan 2017-2022 – [www.vchd.org](http://www.vchd.org)

Voices for Illinois Children -- <http://www.voices4kids.org/>