

## 5.0 SOCIO-ECONOMIC CHARACTERISTICS

Knowledge of the population is necessary to determine and understand its characteristics. The size, distribution, and distinct qualities of the population are important factors in planning the relationships of various uses that will affect the community's growth.

### 5.1 HISTORICAL GROWTH

Past growth trends show how the population of Bowling Green has changed over the decades. The City has experienced a steady increase in population from 1855, when the population was nearly 500. From 1940 until 1980, census data indicate an increase of nearly 3.6 times. The historical growth for Bowling Green, as well as for the State of Ohio and Wood County, are shown in Table 5.1.1 below.

TABLE 5.1.1: POPULATION GROWTH (1940-1980)

	<u>1940</u>	<u>1950</u>	<u>1960</u>	<u>1970</u>	<u>1980</u>
Ohio	6,907,612	7,946,627	9,706,396	10,657,397	10,797,630
% Change	15.0		22.1	9.8	1.3
Wood County	51,796	59,605	72,596	89,722	107,372
% Change	15.1		21.8	23.6	19.7
Bowling Green	7,190*	12,005	13,574	21,760	25,728
% Change	67.0		13.1	60.3	18.2

Source: U.S. Bureau of Census, Census of Population: General Social and Economic Characteristics, 1940, 1950, 1960, 1970, and 1980.

\*Students attending the university and residing in the area were not counted in 1940.

## 5.2 POPULATION CHARACTERISTICS

In 1980, the population of Bowling Green was 25,728, up 18.2% from 1970<sup>1</sup>. Of this total population, 45% were male and 55% were female. Approximately 94% of the population were White, while 3.5% were Black. The remaining 2.5% consisted of all other races. (See Table 5.2.1)

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<sup>1</sup> Population figures are based on the 1980 boundary.

TABLE 5.2.1: BOWLING GREEN POPULATION SUMMARY - 1980

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
<b>RACE</b>			
White	24,164	10,917	13,247
Black	910	379	531
Other	654	349	305
<b>AGE</b>			
19 yrs. & younger	8,545	3,718	4,827
20 to 24 years	8,867	4,008	4,859
25 to 64 years	6,920	3,442	3,478
65 years and older	1,396	477	919
Median Age	21.5	21.7	21.3
<b>EMPLOYMENT</b>			
Civilian Labor Force	11,889	5,872	6,017
Employed	11,119	5,480	5,639
Unemployed	770	392	378
<b>EDUCATION</b>			
Median School Yrs. Completed	14.6	-	-
Percent H. S. Graduates	88.2	91.3	85.5
<b>INCOME</b>			
Median			
Families	\$22,649	-	-
Households	13,541	-	-
Individuals over 15 years	2,379	-	-
Mean			
Families	\$25,280	-	-
Households	17,588	-	-
Ind. (unrelated) over 15 yrs.	3,548	-	-
Per Capita	\$ 5,537	-	-
<b>HOUSEHOLDERS</b>			
White	6,678	4,300	2,378
Black	234	125	109
Other	218	166	52

Source: U.S. Bureau of the Census, Census of Population: General Social and Economic Characteristics, 1980.

Over 1/3 of the population (34.5%) was 20 to 24 years of age in 1980. This compares with 14.9% for Wood County and 9.3% for the State of Ohio.

This high proportion of 20 to 24 year-olds in Bowling Green reflects the influence that Bowling Green State University has on the City. In 1980, over 53% of the population consisted of college students. The number of students increased by 3,416 from 1970.<sup>2</sup>

A large portion of the population, approximately 33.2%, was 19 years and younger in 1980. This compares favorably with the 34.9% of Wood County and the 32.4% of the State of Ohio. The 25 to 64 age group, representing almost 27%, comprised a lesser portion of the total population in Bowling Green than it did in Wood County at 42.7%, and Ohio at 47.4%. Residents of the City that were 65 years of age and older accounted for 5.4% of the total. The corresponding figures were 8.4% for Wood County and 10.8% for the State of Ohio.

In 1980, median age was 21.5 for residents of Bowling Green. The lowest median age for the City, 19.8, was found in District 1. Over 99% of this District's population was comprised of University students.<sup>3</sup> In fact, in all of the districts east of Main Street and including District 10, the median age was lower than those in the districts west of Main Street. (See Plate 5.2.2) District 7 had the highest median age (41.4).

### 5.3 POPULATION CHANGE

Plate 5.3.1 illustrates the actual population in the City of Bowling Green by age group for 1970 and 1980. It also illustrates an estimated population for 1985.<sup>4</sup> Total population for the City increased about 18.2% between 1970 and 1980. The 1985 estimates indicate an increase in the population from 1980 to 1985 of 6.5%.

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<sup>2</sup> The 1970 figure was taken from campus enrollment figures, adjusted to reflect enrollment of those living within the Bowling Green limits as calculated in the City of Bowling Green Master Plan, September, 1972.

<sup>3</sup> U.S. Bureau of the Census, Neighborhood Statistics Program. Narrative Profile of Neighborhoods in Bowling Green, Ohio, 1980.

<sup>4</sup> Population figures for 1985 were estimated by TMACOG using a Disaggregation Methodology.

PLATE 5.2.2  
POPULATION CHARACTERISTICS  
BOWLING GREEN 1980

LEGEND

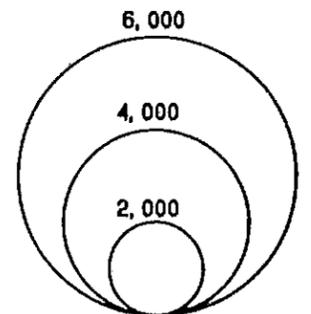
POPULATION CHARACTERISTICS BY DISTRICTS

1. MEDIAN AGE
2. COLLEGE POPULATION
3. PERCENT OF HIGH SCHOOL GRADUATES (25 YEARS AND OLDER)
4. PERCENT WITH FOUR OR MORE YEARS OF COLLEGE (25 YEARS AND OLDER)
5. PERCENT OF PERSONS BELOW 75 PERCENT OF POVERTY LEVEL

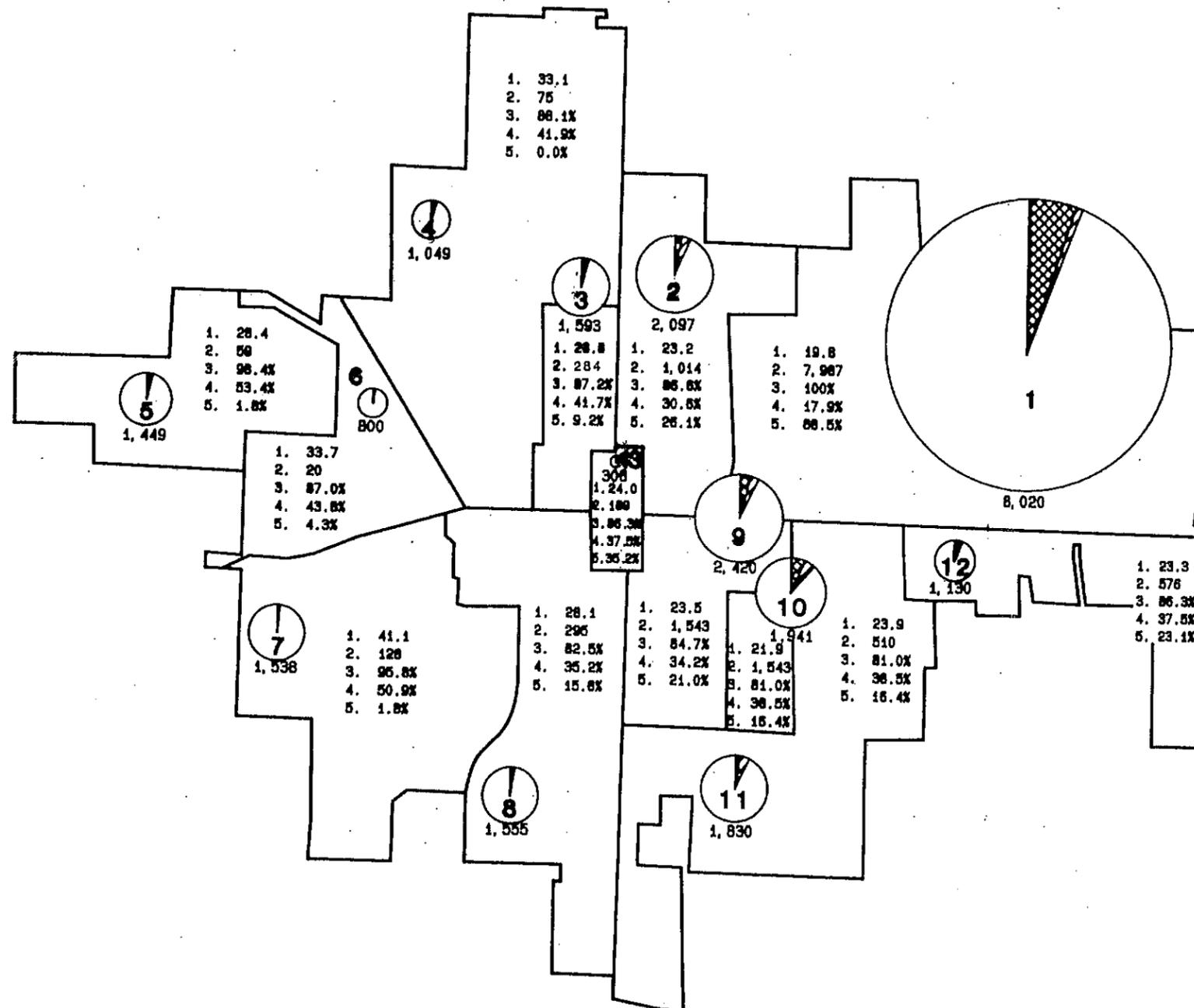
POPULATION CHARACTERISTICS  
BOWLING GREEN

1. 21.3
2. 13,789
3. 88.2%
4. 42.2%
5. 18.8%

POPULATION



- WHITE
- BLACK
- OTHER



Generally, most of the age categories increased in proportion with total population, although certain age groups had disproportionate increases or decreases. Children aged 14 years and younger decreased 12.3% between 1970 and 1980, reflecting the national trend of smaller family sizes. Between 1980 and 1985, this trend was reversed. Those who put off having children in the 1970's began their families in the 1980's. Between 1980 and 1985, the number of children 14 years and younger in Bowling Green is estimated to have increased by 31.7%. The increase was particularly evident for children 4 years of age and younger.

With a 73.9% increase, the 25 to 34 age group is estimated to have experienced the largest rate of increase between 1970 and 1980. Between 1980 and 1985, the 35 to 45 age group is estimated to have increased 45.8%.

#### 5.4 POPULATION PROJECTIONS

Estimates project an increase in the population of Bowling Green through the year 2010, but at a decreasing rate. (See Plate 5.4.1) A disaggregation methodology was used in developing the projections, incorporating relevant components such as births, deaths, fertility rates, migration, as well as the attractiveness of the community.<sup>5</sup>

Between 1970 and 1980, the population of Bowling Green grew at a lesser rate (18.2%) than did Wood County (19.7%). The same is estimated to hold true between 1980 and 1990. Thereafter, the population of Bowling Green is estimated to increase at a greater rate than the County.

In 1985, the largest population increases were estimated to have occurred in Districts 2, 8, 10 and 11. This was due primarily to the growth in the number of multi-family units in these districts. District 5, where the number of single-family units increased dramatically, also had a sizeable increase in population. (See Table 5.4.2) The methodology that was used for calculating the 1985 population estimates by district is presented in Appendix A.

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<sup>5</sup> Source: TMACOG, Population Forecasts for Wood County, 1985 through 2010, November, 1983.

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TABLE 5.4.2: 1985 POPULATION ESTIMATES BY DISTRICT

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<u>District</u>	<u>Population</u>	<u>District</u>	<u>Population</u>	<u>District</u>	<u>Population</u>
1	8110	5	1705	10	2057
2	2401	6	843	11	2219
3	1614	7	1585	12	1143
4	1104	8	1787	13	351
		9	2454	*	<u>27</u>
	TOTAL				27400

\* Eleven (11) new units were constructed in the area to the north of District 5. This figure was multiplied by the persons per household for the entire City (2.49).

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Source: U.S. Bureau of the Census, Neighborhood Statistics, Bowling Green, Ohio, 1980; TMACOG Population Estimates, 1985. The number of new units from 1980 to 1985 was supplied by the City of Bowling Green in 1986.

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## 5.5 LABOR FORCE CHARACTERISTICS

Of the 22,842 people sixteen years and older in the City in 1980, over 52% actually were in the work force. More women than men were in the civilian work force; 6,017 women compared with 5,872 men. This may be because there were more women than men available for the work force, 12,652 women versus 10,190 men. Almost 58% of the men available to work were actually in the work force; while women who worked represented less than 48% of these available.

In 1980, the unemployment rate for those persons sixteen years of age and over in the work force was 6.5%. The highest unemployment rate was 9.5%. This occurred in District 1, where the University is located. District 4 had the lowest unemployment rate, 1.8%. However, District 6 had the fewest number of unemployed persons. District 4's rate was lower due to the higher number of persons available for the work force relative to the low number of unemployed persons (7).

Higher instances of unemployment occurred in the districts east of Main Street, primarily in Districts 9 and 10.

Of the City's 11,119 persons over sixteen years of age employed in 1980, 54.7% were private sector employees; 41.4% were public employees; and 3.9% were self-employed or unpaid family workers. The large public employee representation is due, in part, to the large number of government offices (City and County), as well as to the University.

Most of those employed would be classified as white collar workers. Approximately 31.8% were employed in managerial and professional specialty occupations.

Although the proportion of managerial and professional workers was smaller than in 1970, the total number of workers increased 20.9%, which compares closely with the overall increase in the number employed, which was 2.1%. (See Table 5.5.1)

Another 31.8% were employed in technical, sales, and administrative support occupations in 1980, increasing over 63% from 1970. Service occupations comprised 21.4% of those employed, or 2,383 persons. Providing 1.4% of all employment, the farming, forestry, and fishing occupations employed the fewest persons. Precision production, craft, and repair occupations increased 9.4%,

while operators, fabricators, and laborers decreased in number since 1970.

The highest number of individuals sixteen years and older employed in managerial and professional occupations were located in District 5 (393) and in District 7 (394). In District 6, which had fewer total employed individuals sixteen years and older, over 55% worked in the managerial and professional occupations. In proportion to the number employed within each district, 56.6% were in managerial and professional occupations within District 5. This proportion was 50.7% within District 7.

Generally, those districts west of Main Street had higher proportions of individuals employed in these occupations, and lesser proportions employed as operators, fabricators, and laborers.

As would be expected in the districts east of Main Street, where primarily university students reside, the occupations were more sales-oriented and service-oriented.

TABLE 5.5.1: BOWLING GREEN CITY EMPLOYMENT BY OCCUPATION (1970 - 1980)

Occupation	1970		1980		1970-1980	
	Total	% of Total	Total	% of Total	Change	% Change
Managerial and Professional	2,924	33.9	3,534	31.8	610	20.9
Technical, Sales and Adm. Support	2,168	25.2	3,535	31.8	1,367	63.1
Service	1,913	22.2	2,383	21.4	470	24.6
Operators, Laborers & Fabricators	970	11.3	890	8.0	-80	-8.2
Precision Production, Craft and Repair	573	6.6	627	5.6	54	9.4
Farming, Forestry, and Fishing	66	.8	150	1.4	84	127.3
Total	8,614	100.0	11,119	100.0	2,505	21.1

Source: U. S. Bureau of the Census, Neighborhood Statistics, Bowling Green, Ohio, 1980, U. S. Bureau of the Census, General Social and Economic Characteristics, 1970.

By industry, retail trade establishments gained importance as an employment source for residents of Bowling Green. These establishments accounted for over 1,000 new jobs for City residents since 1970, increasing the proportion of those working in retail trade from 18.6% of all employed in 1970 to 24% in 1980. (See Table 5.5.2)

TABLE 5.5.2: CITY OF BOWLING GREEN INDUSTRY OF EMPLOYED PERSONS  
(1970 - 1980)

Total Industry	1970		1980		1970-1980	
	Total	% of Total	Total	% of Total	Change	% Change
Agriculture, Forestry, Fishing, Mining & Constr.	367	4.3	449	4.0	82	22.3
Manufacturing	980	11.4	1,187	10.7	207	21.1
Transp., Communications, & Other Public Utilities	318	3.7	373	3.4	55	17.3
Wholesale	126	1.5	207	1.9	81	64.3
Retail	1,604	18.6	2,671	24.0	1,067	66.5
Bank, Insurance, Real Estate & Other Finance	190	2.2	428	3.8	238	125.3
Professional Serv.	4,163	48.3	4,734	42.6	571	13.7
Repair & Other Services	651	7.6	741	6.7	90	13.8
Public Admin.	215	2.5	329	3.0	114	53.0
Total Employed	8,614	100.0	11,119	100.0	2,505	29.1

Source: U. S. Bureau of the Census, Census of Population General Social and Economic Characteristics, 1970 and 1980.

The professional services industries, which were responsible for employing 48% of Bowling Green's working residents in 1970 and 43% in 1980, gained the next highest number of employees between 1970 and 1980. In 1970, the professional services were responsible for employing most of the City residents. Over 70% of those employed in the professional services were government

educators.<sup>6</sup> Given the proximity of Bowling Green State University, this high proportion is understandable. The University has a ceiling of 15,000 on the number of full-time students which can be accepted, which limits the possibilities for expanding employment.

Overall, the professional services, retail, and manufacturing industries were responsible for employing over 78% of all employed residents in 1970 and 1980. In 1980, manufacturing and the professional services industries did not maintain the proportions of the total number of employees as they had in 1970. However, this proportion grew for retail industries.

Following the pattern set nationwide, residents of the City found increasing employment in the service industries. The total number of residents employed increased by 2,505 between 1970 and 1980. Of this, over 83% found employment in the service industries.

#### 5.6 EMPLOYMENT TRENDS

In 1970, the total number of employed individuals sixteen years of age and older in the City of Bowling Green was 8,164, which represented almost 24.1% of the total average employment in Wood County.<sup>7</sup> In both 1970 and 1980, Bowling Green's proportion of Wood County's employment compared favorably with the City's proportion of the County's population (See Table 5.6.1). The City's employment situation did, however, improve slightly over that of the County's by 1980. Relative to the County, the City's proportion of those employed was greater than its proportion of population.

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<sup>6</sup>U. S. Bureau of the Census, General Social and Economic Characteristics, 1970.

<sup>7</sup>Based on the Ohio Bureau of Employment Services estimates of average employment for Wood County.

In Bowling Green, the proportion of the civilian labor force to the total population increased from 41.1% in 1970 to 46.2% in 1980. For 1985, it was estimated to have increased to 46.3%. For Wood County, the figures were somewhat lower. In 1970, the proportion was 41.5%, increasing to 45.5% in 1980. It declined slightly to 44.8% in 1985.<sup>8</sup>

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<sup>8</sup>Source: Division of Research and Statistics, Ohio Bureau of Employment Services, Columbus, Estimated Average Employment, Wood County, Tables RS 219-70, RS 219-75, and RS 21999-80; Labor Market Information Division, Ohio Bureau of Employment Services, Columbus, Estimated Average Employment, Wood County, Tables RS 219-85; U.S. Bureau of the Census, General Social and Economic Characteristics, 1970 and 1980.

TABLE 5.6.1.: CITY OF BOWLING GREEN - EMPLOYMENT AND POPULATION  
AS A PERCENT OF WOOD COUNTY (1970 and 1980)

%	1970-1980			
	1970	1980	Change	Change
Total Average Employment	24.1%	24.9%	+ .8%	+3.3%
Total Population	24.9%	24.0%	- .9%	-3.6%

Source: Division of Research and Statistics, Ohio Bureau of Employment Services, Estimates of Average Civilian Labor Force, Overall Employment and Unemployment in Ohio by County, 1970 and 1980, and U. S. Bureau of the Census, General Social and Economic Characteristics, 1970 and 1980.

The Ohio Bureau of Employment Services, Labor Market Information Division, estimates indicate that, in Wood County, average employment increased 7.7% between 1980 and 1985. The average employment figure estimated for Bowling Green was 11,996, a 7.6% increase. The methodology for estimating the average employment in Bowling Green is included in Appendix B.

Bowling Green's incidence of employment has tended to be higher than that of the County. In 1970, 96.4% of Bowling Green's civilian labor force was employed. This compared with 96.2% for the County. By 1985, those proportions were 94.3% for the City, and 92.5% for the County. The labor force is expected to increase to 15,753 in the City of Bowling Green by 2,010 (See Table 5.6.2).

## 5.7 EDUCATION CHARACTERISTICS

Median school years completed for persons twenty-five years and older in Bowling Green was 14.6 in 1980. For all of Ohio, this median was 12.4. Naturally, the presence of Bowling Green State University affects the level of educational attainment of the population. The percent of high school graduates for the State of Ohio was 68.2%, while in Bowling Green, it was 88.2%. In 1970, the percent of high school graduates in the City was around 76%. The increase over the ten-year span can largely be explained by the increased enrollment experienced by Bowling Green State University (See Table 5.7.1).

In 1980, many of the residents of the City had attained a high level of education. Approximately 42.2% of persons twenty-five years and over had completed four or more years of college. The district with the highest number of persons that had four or more years of college was in District 7, where these people comprised 50.9% of those twenty-five years and older. District 5 also had a large number of persons who completed at least four years of college (464). Generally, this higher level of achievement occurred more in the districts west of Main Street. District 12, however, did have a large proportion of persons over 25 (53.3%) who had at least four years of college. However, few people (only 449) within this District were over twenty-five.

TABLE 5.7.1: CITY OF BOWLING GREEN EDUCATIONAL LEVELS (1970-1980)

Highest Education Level Attained	1970		1980		1970-1980	
	Total	% of Total	Total	% of Total	Change	% Change
Elementary (0-8)	741	11.3	491	5.9	-250	-33.7
High School (1-3 years)	820	12.6	483	5.8	-337	-41.1
(4 years)	2,100	32.1	2,251	27.2	151	7.2
College (1-3 years)	929	14.2	1,561	18.9	632	68.0
(4 or more years)	1,946	29.8	3,492	42.2	1,546	79.4
Total	6,536	100.0	8,278	100.0	1,742	26.7
Median Yrs. Compl.	-	-	14.6	-	-	-
% High School Grad.	-	76.1	-	88.2	-	15.9

Includes residents twenty-five years of age and older.

Source: U. S. Bureau of the Census, Neighborhood Statistics, Bowling Green, Ohio, 1980, U. S. Bureau of the Census, General Social and Economic Characteristics, 1970.

### 5.8 INCOME CHARACTERISTICS

Median income for families living in Bowling Green in 1980 was higher than for families of the State of Ohio as a whole. In Bowling Green, the median family income was \$22,640, while for the State it was \$20,909.<sup>9</sup> Median household income, however, was less in Bowling Green than it was for the state. For Bowling Green households, the median was \$13,521 in 1980. This compares with the \$17,754 median household income of State residents.

<sup>9</sup>U. S. Bureau of the Census, General Social and Economic Characteristics, 1980.

Mean income was also lower for the City. Families in Bowling Green had a mean income of \$25,280 (See Plate 5.8.1). For households, the mean income was \$17,588. This compares with \$23,301 for families, and \$20,352 to households in the State.

In the 1980 census, a family consisted of one or more persons related to the householder by birth, marriage, or adoption. A household, on the other hand, included all persons who occupy a housing unit. The lower household income figures can be attributed, therefore, to the lower incomes of the large number of university students.

In those districts more university-oriented (those east of Main Street including District 13), the mean and median incomes were considerably lower than those for the State, particularly in Districts 1, 10, and 13. For those west of Main Street, however, incomes were generally above those quoted for the State.

District 7 had the highest median and mean incomes of all the districts. Residents of District 5 were generally the next highest. Per capita income for the City was \$5,537. Districts 7 and 5 had the highest per capita income, \$11,700 and \$9,863, respectively. With a per capita income of \$2,066, District 1 had the lowest. District 13, with a per capita income of \$5,422, and District 2, with \$5,549, also had low per capita incomes.

Purchasing power is reflected in the amount of gross income available after taxes to purchase goods and services. This household disposable income, or effective buying income (EBI) as it is called in The Survey of Buying Power, was estimated to be \$19,818 for residents of Bowling Green in 1983. This was less than the \$26,763 EBI of Wood County residents (See Table 5.8.2).

From 1974 on, per capita and effective buying income of Bowling Green residents has tended to approximate two-thirds that of Wood County residents. Again, this can be attributed to the lower incomes of the student population in the City.

PLATE 5.8.1  
HOUSEHOLD AND  
INCOME CHARACTERISTICS  
BOWLING GREEN 1980

LEGEND

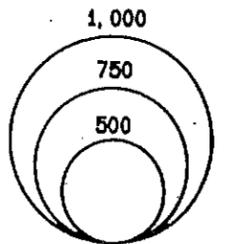
HOUSEHOLD CHARACTERISTICS BY DISTRICTS

1. PERSONS PER HOUSEHOLD
2. PERSONS IN GROUP QUARTERS
3. PER CAPITA INCOME, 1979
4. MEAN HOUSEHOLD INCOME, 1979
5. MEAN FAMILY INCOME 1979

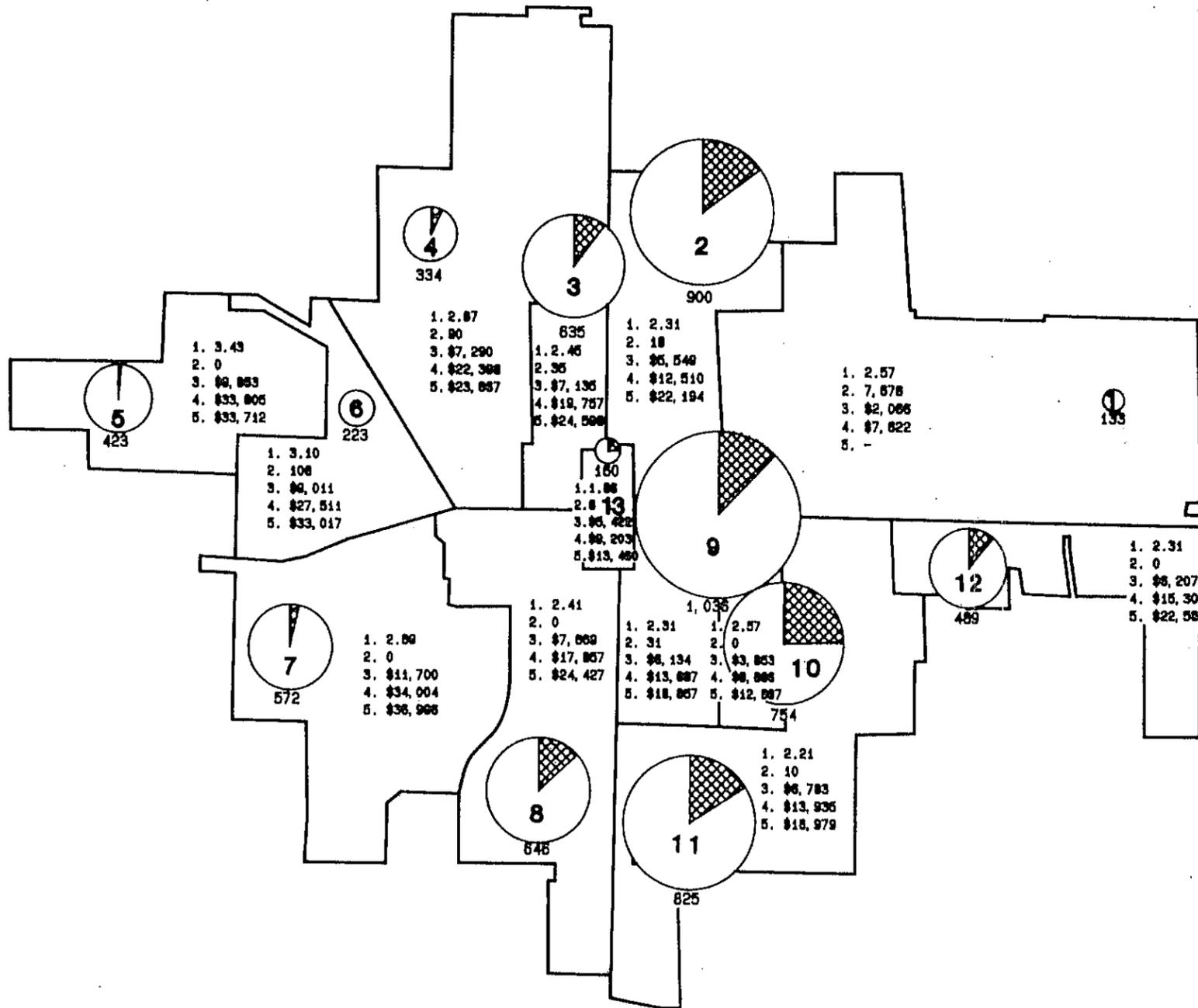
HOUSEHOLD CHARACTERISTICS  
BOWLING GREEN

1. 2.49
2. 7,978
3. \$5,537
4. \$17,588
5. \$25,280

HOUSEHOLDS



- FEMALE HEADS WITH CHILDREN
- MALE HEADS WITH CHILDREN



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TABLE 5.8.2: INCOME CHARACTERISTICS - WOOD COUNTY AND BOWLING GREEN  
(1974, 1979, and 1984)

	1974 <u>EPI</u>	1979 <u>EPI</u>	% Change <u>1974-79</u>	1984 <u>EPI</u>	% Change <u>1979-84</u>
Wood County	\$14,098	\$20,748	47.7	\$26,763	29.0
Bowling Green	NOT	AVAIL.	-	\$19,818	-
% of Wood County	-	-	-	74.05	-

	1979 <u>per Capita</u>	1983 <u>per Capita</u>	% Change <u>1979-83</u>
Wood County	\$ 7,235	\$ 8,862	22.5
Bowling Green	5,537	6,768	22.2
Percent of Wood County	76.5	76.4	-0.2

Source: Sales and Marketing Management, Survey of Buying power, July 22, 1985 and July 21, 1975, U. S. Bureau of the Census, Ohio 1984 Population Estimates for Counties, Incorporated Places, and Minor Civil Divisions, Unpublished Data, 1985.

## 5.9 HOUSEHOLD CHARACTERISTICS

There were 7,130 households in Bowling Green in 1980, having increased over 42% since 1970.<sup>10</sup> Of the 1980 total, 64.4% were headed by males and 35.6% by females. Black, female-headed householders numbered 109, representing 1.5% of the total.

Of the 1,736 families with their own children 18 years of age and younger, 250 were one-parent families maintained by mothers. Of this, 14 were headed by Black females, and 16 by Hispanic females.

The largest number of households contained two persons, or 33.7% of all households. Households with six or more persons represented the smallest percentage of all households, 2.4% (See Table 5.9.1). Between 1970 and 1980, average household size decreased, as it did nationwide. In 1970, the average persons per household was 2.8 in the City. This dropped to 2.49 in 1980.

TABLE 5.9.1: PERSONS IN HOUSEHOLDS - BOWLING GREEN (1980)

<u>Households</u>	<u>Number</u>	<u>Percent of Total Households</u>
1 Person	1,863	26.1
2 Persons	2,399	33.7
3 Persons	1,148	16.1
4 Persons	1,215	17.0
5 Persons	336	4.7
6 or More Persons	169	2.4
Total	7,130	100.0
Persons per Household	2.49	--

Source: U.S. Bureau of the Census, Neighborhood Statistics, Bowling Green, Ohio, 1980.

<sup>10</sup>U. S. Bureau of the Census, Neighborhood Statistics, Bowling Green, Ohio, 1980 and U. S. Bureau of the Census, General Social and Economic Characteristics, 1970.