



Date: 04/23/12

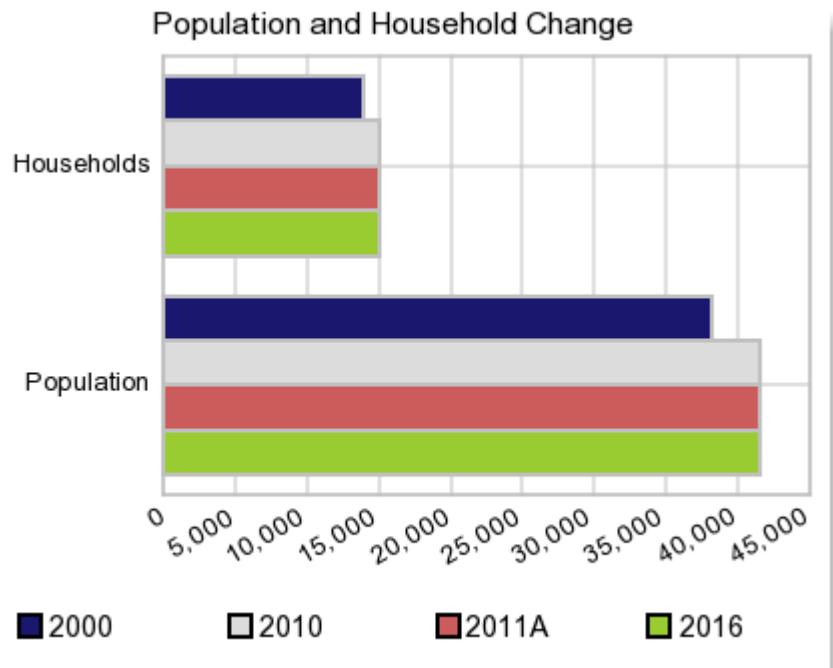
Current Geography Selection: (1 Selected) Counties: Polk County

Executive Summary Report with Charts

Population Demographics:

The number of households in the study area in 2000 was **14,012** and changed to **15,092** in 2010, representing a change of **7.7%**. The household count in 2011A was **15,080** and the household projection for 2016 is **15,024**, a change of **-0.4%**.

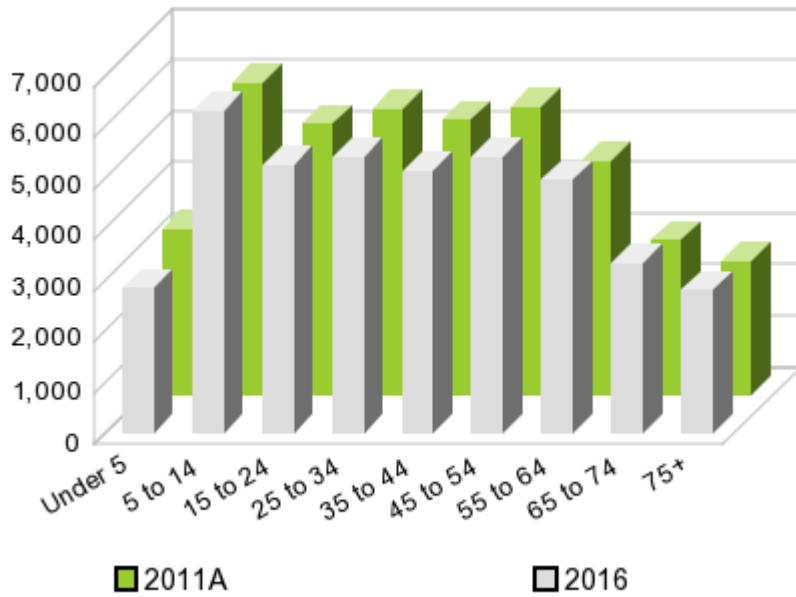
The population in the study area in 2000 was **38,127** and in 2010 it was **41,475**, roughly a **8.8%** change. The population in 2011A was **41,487** and the projection for 2016 is **41,467** representing a change of **-0.0%**.



	2000 Census	2010 Census	2011A Estimate	2016 Projection	Percent Change	
					2000 to 2010	2011 to 2016
Total Population	38,127	41,475	41,487	41,467	8.8%	-0.0%
Total Households	14,012	15,092	15,080	15,024	20.6%	-0.4%

Population by Age

Age



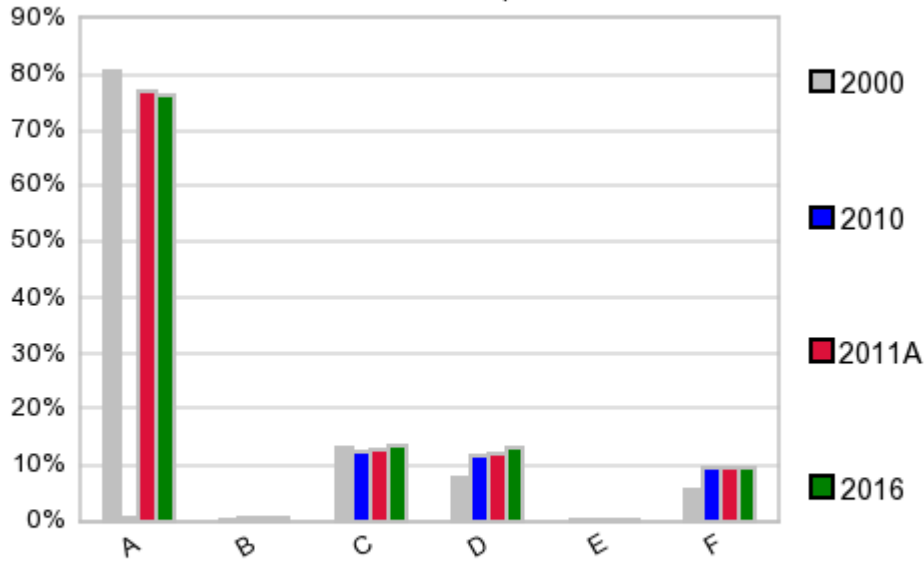
In 1990, the median age of the total population in the study area was **34**, and in 2000, it was **35**. The median age in 2011A is **36** and it is predicted to change in five years to **37** years. In 2011A, females represented **49.7%** of the population with a median age of **38** and males represented **50.3%** of the population with a median age of **34** years. In 2011A, the most prominent age group in this geography is **Age 5 to 14** years. The age group least represented in this geography is **75 +** years.

Age Groups*

	1990 Census		2000 Census		2011A Estimate		2016 Projection		Percent Change	
		%		%		%		%	1990 to 2000	2011 to 2016
0 to 4	2,403	7.1%	2,729	7.2%	3,270	7.9%	2,830	6.8%	13.6%	-13.5%
5 to 14	4,922	14.6%	5,449	14.3%	6,098	14.7%	6,334	15.3%	10.7%	3.9%
15 to 19	2,650	7.8%	2,869	7.5%	2,639	6.4%	2,727	6.6%	8.3%	3.3%
20 to 24	2,406	7.1%	2,598	6.8%	2,658	6.4%	2,540	6.1%	8.0%	-4.4%
25 to 34	5,150	15.2%	5,374	14.1%	5,601	13.5%	5,408	13.0%	4.4%	-3.4%
35 to 44	4,600	13.6%	5,590	14.7%	5,374	13.0%	5,131	12.4%	21.5%	-4.5%
45 to 54	3,711	11.0%	4,819	12.6%	5,629	13.6%	5,419	13.1%	29.9%	-3.7%
55 to 64	3,189	9.4%	3,673	9.6%	4,594	11.1%	4,946	11.9%	15.2%	7.7%
65 to 74	2,721	8.0%	2,731	7.2%	3,013	7.3%	3,332	8.0%	0.4%	10.6%
75 +	2,063	6.1%	2,295	6.0%	2,608	6.3%	2,800	6.8%	11.2%	7.4%

Population by Race/Ethnicity

Race and Ethnicity Percent Composition



In 2011A, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

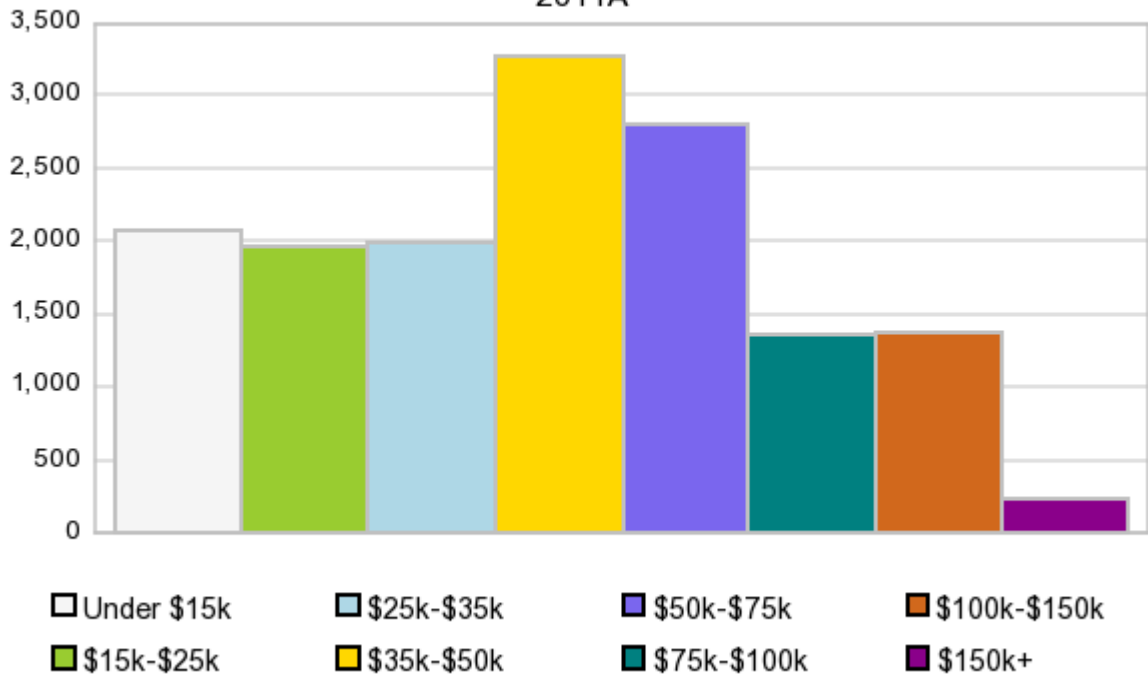
A: White
 B: Asian Pac Islr
 C: Black
 D: Hispanic
 E: Amer Indian or Alaska Native
 F: Other or Multi Race

Race & Ethnicity	2000 Census		2010 Census		2011A Estimate		2016 Projection		Percent Change	
		%		%		%		%	2000 to 2010	2011 to 2016
White	30,700	80.5%	31,974	77.1%	31,887	76.9%	31,514	76.0%	4.2%	-1.2%
Black	5,085	13.3%	5,190	12.5%	5,278	12.7%	5,596	13.5%	2.1%	6.0%
American Indian or Alaska Native	84	0.2%	115	0.3%	115	0.3%	116	0.3%	36.9%	0.9%
Asian/Hawaiian/PI	136	0.4%	317	0.8%	324	0.8%	351	0.8%	133.1%	8.3%
Some Other Race	1,761	4.6%	3,120	7.5%	2,983	7.2%	2,960	7.1%	77.2%	-0.8%
Two or More Races	361	1.0%	759	1.8%	901	2.2%	930	2.2%	110.3%	3.2%
Hispanic Ethnicity	2,921	7.7%	4,885	11.8%	5,009	12.1%	5,491	13.2%	67.2%	9.6%
Not Hispanic or Latino	35,206	92.3%	36,590	88.2%	36,478	87.9%	35,976	86.8%	3.9%	-1.4%

Households by Income

Households by Income Group 2011A

In 2011A the predominant household income category in this study area is **\$35K - \$50K**, and the income group that is least represented in this geography is **\$150K +**.



HH Income Categories*

HH Income Categories*	1990 Census		2000 Census		2011A Estimate		2016 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2011 to 2016
\$0 - \$15,000	4,363	34.9%	3,111	22.2%	2,071	13.7%	1,677	11.2%	-28.7%	-19.0%
\$15,000 - \$24,999	2,514	20.1%	2,181	15.6%	1,967	13.0%	1,773	11.8%	-13.2%	-9.9%
\$25,000 - \$34,999	2,171	17.3%	2,151	15.4%	1,995	13.2%	1,884	12.5%	-0.9%	-5.6%
\$35,000 - \$49,999	1,917	15.3%	2,516	18.0%	3,279	21.7%	3,525	23.5%	31.2%	7.5%
\$50,000 - \$74,999	1,110	8.9%	2,578	18.4%	2,811	18.6%	2,749	18.3%	132.3%	-2.2%
\$75,000 - \$99,999	223	1.8%	811	5.8%	1,359	9.0%	1,524	10.1%	263.7%	12.1%
\$100,000 - \$149,999	124	1.0%	414	3.0%	1,371	9.1%	1,680	11.2%	233.9%	22.5%
\$150,000 +	77	0.6%	250	1.8%	228	1.5%	212	1.4%	224.7%	-7.0%
Average Hhld Income	\$27,377		\$41,726		\$52,371		\$56,697		52.4%	8.3%
Median Hhld Income	\$22,344		\$32,603		\$41,134		\$44,026		45.9%	7.0%
Per Capita Income	\$10,198		\$15,335		\$19,352		\$20,909		50.4%	8.0%

*This Census 2010 data has not yet been released

Current year data is for the year **2011**, 5 year projected data is for the year **2016**. More About Our Data.
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