



Date: 04/27/12

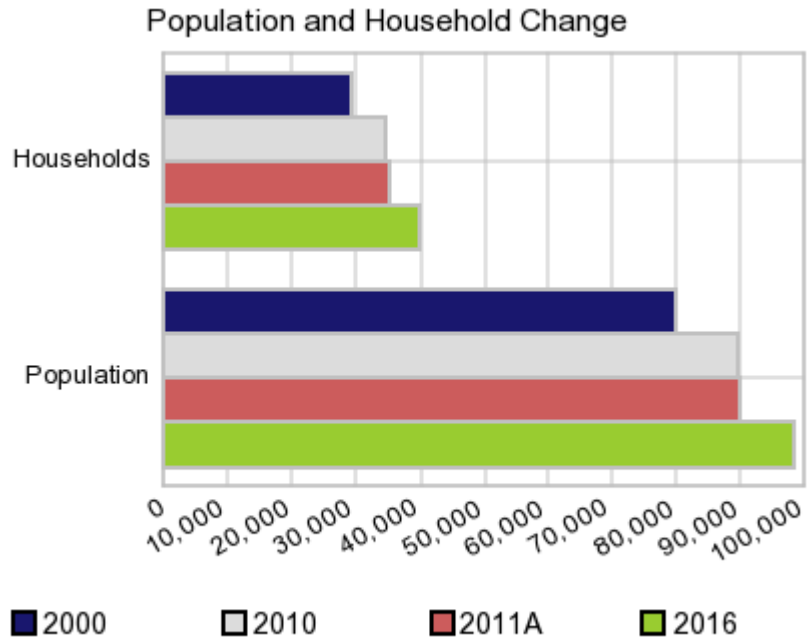
Current Geography Selection: (1 Selected) Counties: Story County

Executive Summary Report with Charts

Population Demographics:

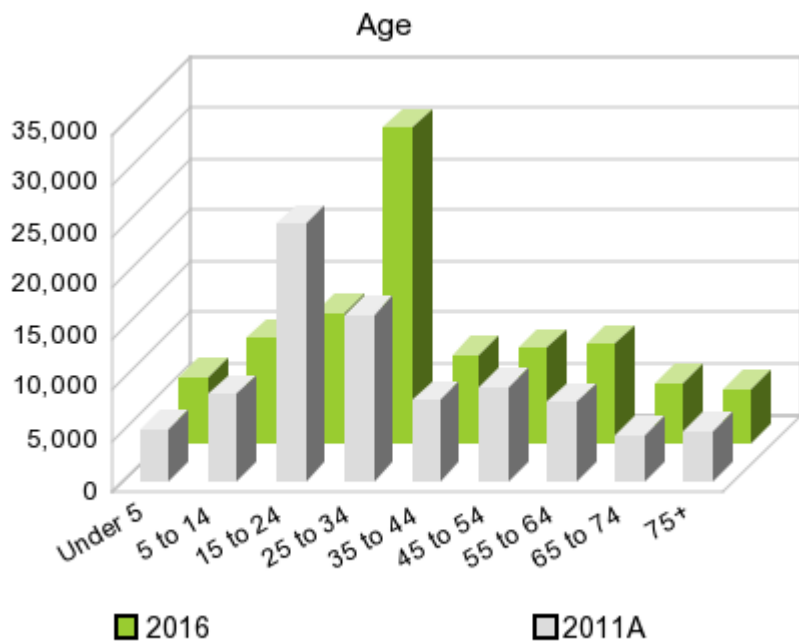
The number of households in the study area in 2000 was **29,383** and changed to **34,736** in 2010, representing a change of **18.2%**. The household count in 2011A was **35,350** and the household projection for 2016 is **39,750**, a change of **12.4%**.

The population in the study area in 2000 was **79,981** and in 2010 it was **89,542**, roughly a **12.0%** change. The population in 2011A was **89,915** and the projection for 2016 is **98,505** representing a change of **9.6%**.



	2000 Census	2010 Census	2011A Estimate	2016 Projection	Percent Change	
					2000 to 2010	2011 to 2016
Total Population	79,981	89,542	89,915	98,505	12.0%	9.6%
Total Households	29,383	34,736	35,350	39,750	33.9%	12.4%

Population by Age



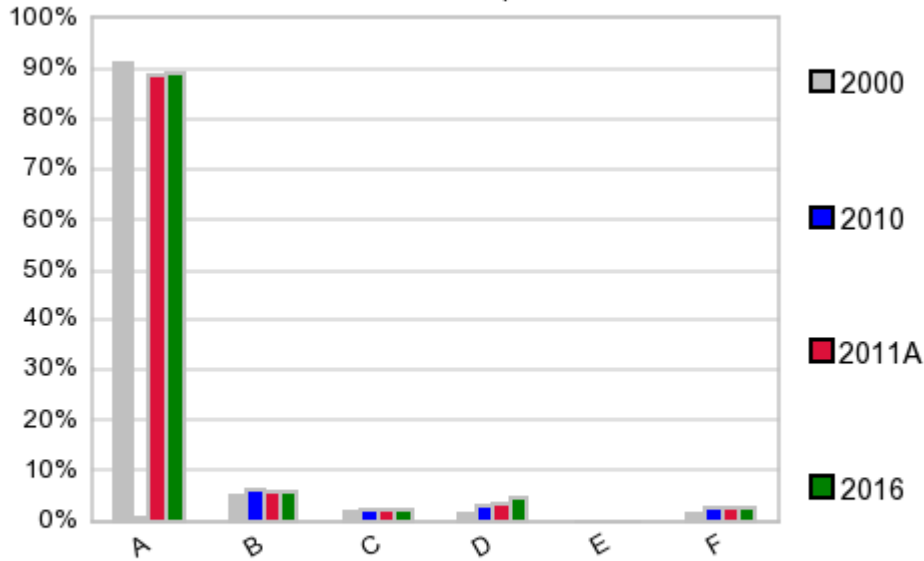
In 1990, the median age of the total population in the study area was **26**, and in 2000, it was **26**. The median age in 2011A is **27** and it is predicted to change in five years to **31** years. In 2011A, females represented **49.2%** of the population with a median age of **28** and males represented **50.8%** of the population with a median age of **27** years. In 2011A, the most prominent age group in this geography is **Age 18 to 24** years. The age group least represented in this geography is **65 to 74** years.

Age Groups*

	1990		2000		2011A		2016		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2011 to 2016
0 to 4	4,383	5.9%	4,136	5.2%	5,184	5.8%	6,443	6.5%	-5.6%	24.3%
5 to 14	8,202	11.0%	8,391	10.5%	8,565	9.5%	10,153	10.3%	2.3%	18.5%
15 to 19	7,903	10.6%	9,090	11.4%	7,790	8.7%	4,540	4.6%	15.0%	-41.7%
20 to 24	15,536	20.9%	16,288	20.4%	17,366	19.3%	8,202	8.3%	4.8%	-52.8%
25 to 34	11,929	16.1%	10,739	13.4%	16,350	18.2%	30,744	31.2%	-10.0%	88.0%
35 to 44	9,038	12.2%	9,623	12.0%	8,022	8.9%	8,484	8.6%	6.5%	5.8%
45 to 54	5,642	7.6%	8,743	10.9%	9,256	10.3%	9,192	9.3%	55.0%	-0.7%
55 to 64	4,454	6.0%	5,101	6.4%	7,804	8.7%	9,610	9.8%	14.5%	23.1%
65 to 74	3,742	5.0%	3,766	4.7%	4,574	5.1%	5,818	5.9%	0.6%	27.2%
75 +	3,423	4.6%	4,104	5.1%	4,992	5.6%	5,291	5.4%	19.9%	6.0%

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 Islidr
 C: Black
 D: Hispanic
 E: Amer Indian or Alaska Native
 F: Other or Multi Race

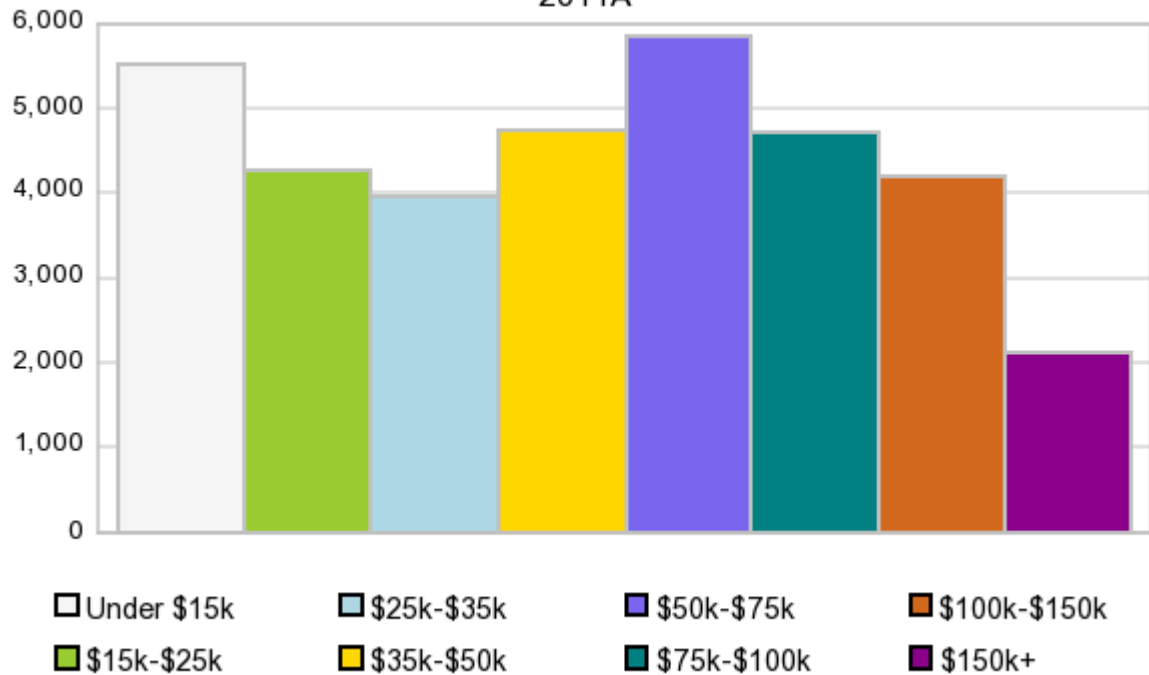
Race & Ethnicity

	2000		2010		2011A		2016		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2011 to 2016
White	72,898	91.1%	79,344	88.6%	79,936	88.9%	87,688	89.0%	8.8%	9.7%
Black	1,463	1.8%	2,196	2.5%	2,169	2.4%	2,367	2.4%	50.1%	9.1%
American Indian or Alaska Native	128	0.2%	163	0.2%	167	0.2%	187	0.2%	27.3%	12.0%
Asian/Hawaiian/PI	4,105	5.1%	5,403	6.0%	5,195	5.8%	5,591	5.7%	31.6%	7.6%
Some Other Race	478	0.6%	918	1.0%	835	0.9%	910	0.9%	92.1%	9.0%
Two or More Races	909	1.1%	1,518	1.7%	1,613	1.8%	1,762	1.8%	67.0%	9.2%
Hispanic Ethnicity	1,238	1.6%	2,695	3.0%	3,047	3.4%	4,658	4.7%	117.7%	52.9%
Not Hispanic or Latino	78,743	98.5%	86,847	97.0%	86,869	96.6%	93,846	95.3%	10.3%	8.0%

Households by Income

Households by Income Group 2011A

In 2011A the predominant household income category in this study area is **\$50K - \$75K**, and the income group that is least represented in this geography is **\$150K +**.



HH Income Categories*

	1990 Census		2000 Census		2011A Estimate		2016 Projection		Percent Change	
		%		%		%		%	1990 to 2000	2011 to 2016
\$0 - \$15,000	7,178	27.7%	4,753	16.2%	5,516	15.6%	6,217	15.6%	-33.8%	12.7%
\$15,000 - \$24,999	4,959	19.1%	4,205	14.3%	4,269	12.1%	4,571	11.5%	-15.2%	7.1%
\$25,000 - \$34,999	4,314	16.6%	3,725	12.7%	3,961	11.2%	4,247	10.7%	-13.7%	7.2%
\$35,000 - \$49,999	4,540	17.5%	5,022	17.1%	4,746	13.4%	4,765	12.0%	10.6%	0.4%
\$50,000 - \$74,999	3,304	12.7%	5,818	19.8%	5,837	16.5%	6,038	15.2%	76.1%	3.4%
\$75,000 - \$99,999	1,003	3.9%	3,064	10.4%	4,721	13.4%	5,735	14.4%	205.5%	21.5%
\$100,000 - \$149,999	476	1.8%	1,891	6.4%	4,198	11.9%	5,497	13.8%	297.3%	30.9%
\$150,000 +	159	0.6%	905	3.1%	2,104	6.0%	2,678	6.7%	469.2%	27.3%
Average Hhld Income	\$32,658		\$51,943		\$63,703		\$70,314		59.1%	10.4%
Median Hhld Income	\$26,682		\$40,504		\$47,121		\$50,279		51.8%	6.7%
Per Capita Income	\$11,903		\$19,083		\$25,800		\$29,160		60.3%	13.0%

*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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