



Date: 12/02/09

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

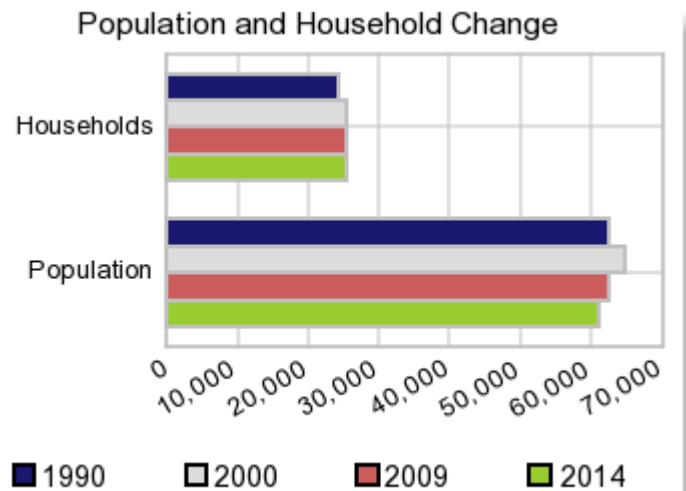
Current Index Base: Entire US

Executive Summary Report with Charts

Population Demographics

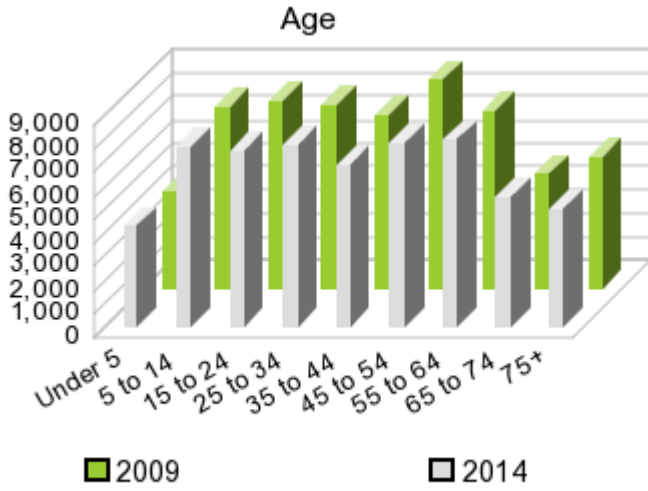
The number of households in the study area in 1990 was **24,237** and changed to **25,498** in 2000, representing a change of **5.2%**. The household count in 2009 was **25,556** and the household projection for 2014 is **25,428**, a change of **-0.5%**.

The population in the study area in 1990 was **62,388** and in 2000 it was **64,790**, roughly a **3.9%** change. The population in 2009 was **62,331** and the projection for 2014 is **60,863** representing a change of **-2.4%**.



	1990 Census	2000 Census	2009 Estimate	2014 Projection	Percent Change	
					1990 to 2000	2009 to 2014
Total Population	62,388	64,790	62,331	60,863	3.9%	-2.4%
Total Households	24,237	25,498	25,556	25,428	5.2%	-0.5%

Population by Age



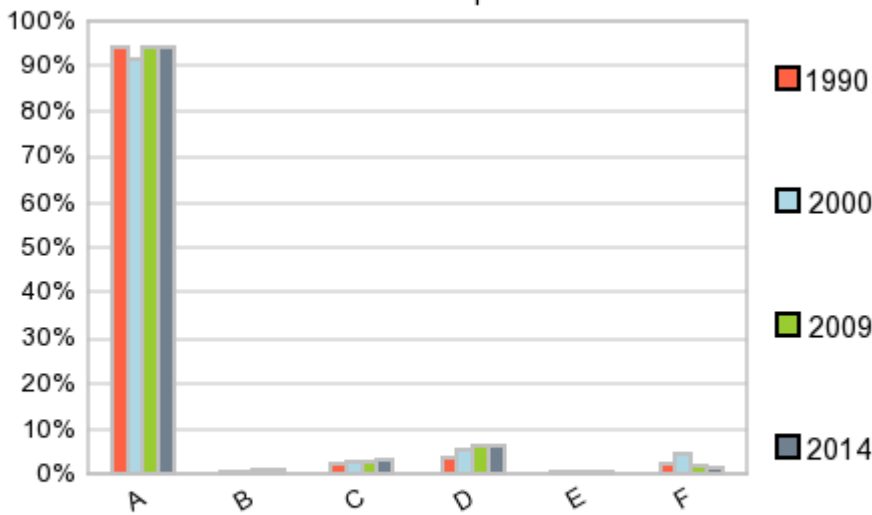
In 1990, the median age of the total population in the study area was **35.0**, and in 2000, it was **38.2**. The median age in 2009 is **39.8** and it is predicted to change in five years to **39.2** years. In 2009, females represented **50.3%** of the population with a median age of **41.9** and males represented **49.7%** of the population with a median age of **37.7** years. In 2009, the most prominent age group in this geography is **Age 45 to 54** years. The age group least represented in this geography is **18 to 24** years.

Age Groups

	1990		2000		2009		2014		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2009 to 2014
0 to 4	4,299	6.9%	4,138	6.4%	4,148	6.7%	4,346	7.1%	-3.7%	4.8%
5 to 14	9,203	14.8%	8,763	13.5%	7,774	12.5%	7,724	12.7%	-4.8%	-0.6%
15 to 19	4,306	6.9%	4,934	7.6%	4,030	6.5%	3,681	6.1%	14.6%	-8.7%
20 to 24	3,600	5.8%	4,044	6.2%	4,010	6.4%	3,874	6.4%	12.3%	-3.4%
25 to 34	9,764	15.7%	7,506	11.6%	7,839	12.6%	7,806	12.8%	-23.1%	-0.4%
35 to 44	8,959	14.4%	9,939	15.3%	7,442	11.9%	6,921	11.4%	10.9%	-7.0%
45 to 54	6,331	10.1%	8,864	13.7%	8,880	14.2%	7,820	12.8%	40.0%	-11.9%
55 to 64	5,810	9.3%	5,984	9.2%	7,608	12.2%	8,057	13.2%	3.0%	5.9%
65 to 74	5,345	8.6%	5,150	7.9%	4,934	7.9%	5,542	9.1%	-3.6%	12.3%
75 +	4,774	7.7%	5,468	8.4%	5,670	9.1%	5,095	8.4%	14.5%	-10.1%

Population by Race/Ethnicity

**Race and Ethnicity
Percent Composition**



In 2009, 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 Islldr
- C: Black
- D: Hispanic
- E: Amer Indian or Alaska Native
- F: Other or Multi Race

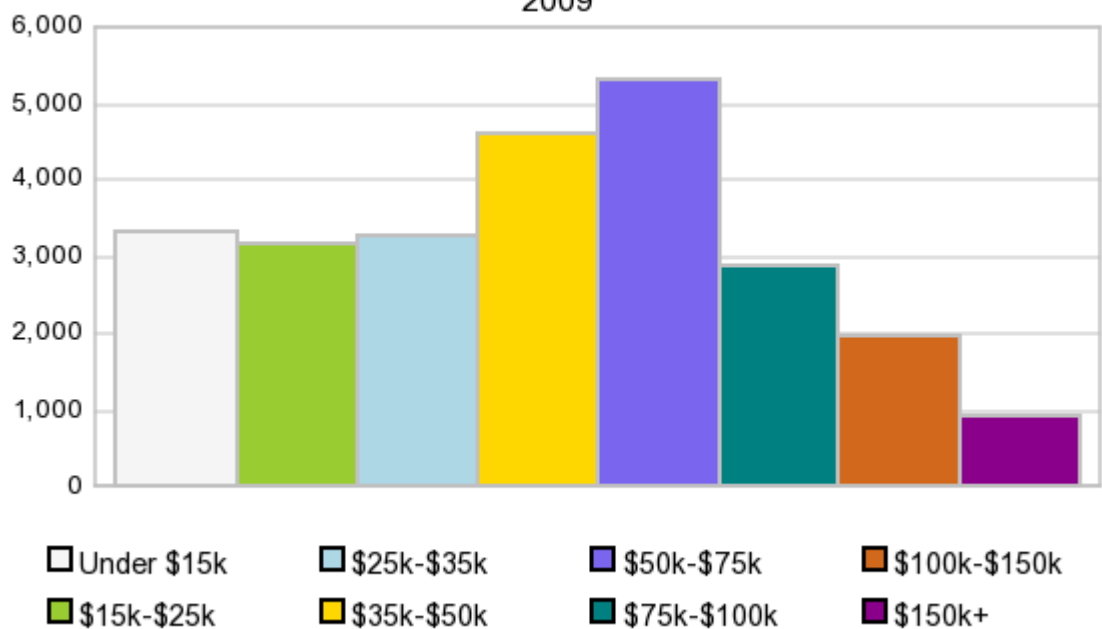
Race & Ethnicity

	1990		2000		2009		2014		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2009 to 2014
White	58,612	94.0%	59,320	91.6%	58,520	93.9%	57,271	94.1%	1.2%	-2.1%
Black	1,713	2.8%	1,865	2.9%	1,919	3.1%	2,046	3.4%	8.9%	6.6%
American Indian or Alaska Native	359	0.6%	379	0.6%	332	0.5%	250	0.4%	5.6%	-24.7%
Asian or Pacific Islander	210	0.3%	314	0.5%	489	0.8%	492	0.8%	49.5%	0.6%
Other Race	1,497	2.4%	1,740	2.7%	639	1.0%	502	0.8%	16.2%	-21.4%
Two or More Races			1,172	1.8%	432	0.7%	302	0.5%		-30.1%
Hispanic Ethnicity	2,478	4.0%	3,661	5.7%	3,945	6.3%	3,866	6.4%	47.7%	-2.0%
Not Hispanic or Latino	59,912	96.0%	61,129	94.4%	58,386	93.7%	56,997	93.7%	2.0%	-2.4%

Households by Income

Households by Income Group
2009

In 2009 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		2000		2009		2014		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2009 to 2014
\$0 - \$15,000	6,812	28.1%	4,378	17.2%	3,336	13.1%	3,055	12.0%	-35.7%	-8.4%
\$15,000 - \$24,999	5,481	22.6%	4,072	16.0%	3,172	12.4%	2,839	11.2%	-25.7%	-10.5%
\$25,000 - \$34,999	4,589	18.9%	4,103	16.1%	3,297	12.9%	3,051	12.0%	-10.6%	-7.5%
\$35,000 - \$49,999	4,324	17.8%	4,855	19.0%	4,611	18.0%	4,258	16.7%	12.3%	-7.7%
\$50,000 - \$74,999	2,048	8.5%	4,832	19.0%	5,325	20.8%	5,518	21.7%	135.9%	3.6%
\$75,000 - \$99,999	559	2.3%	1,791	7.0%	2,896	11.3%	3,083	12.1%	220.4%	6.5%
\$100,000 - \$149,999	257	1.1%	898	3.5%	1,971	7.7%	2,437	9.6%	249.4%	23.6%
\$150,000 +	156	0.6%	569	2.2%	948	3.7%	1,187	4.7%	264.7%	25.2%
Average Hhld Income	\$0		\$44,834		\$54,299		\$56,820		N/A%	4.6%
Median Hhld Income	\$24,647		\$35,508		\$44,254		\$47,954		44.1%	8.4%
Per Capita Income	\$12,024		\$17,645		\$23,441		\$24,943		46.7%	6.4%

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