



Date: 05/04/12

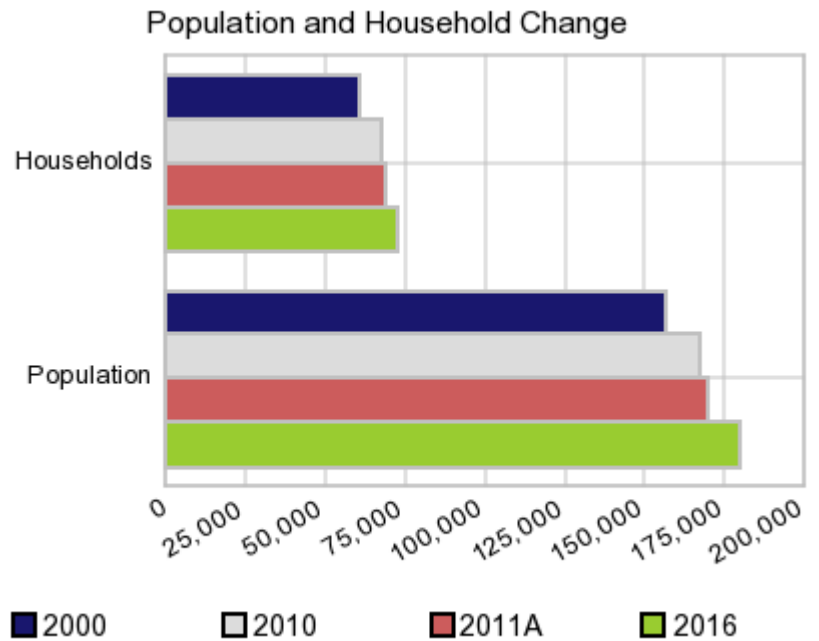
Current Geography Selection: (1 Selected) Counties: Winnebago County

## Executive Summary Report with Charts

### Population Demographics:

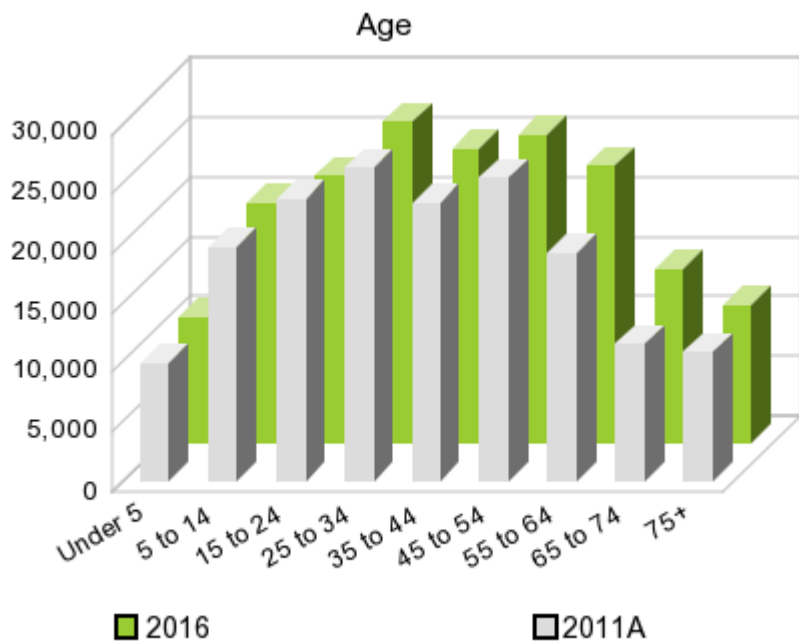
The number of households in the study area in 2000 was **61,157** and changed to **67,875** in 2010, representing a change of **11.0%**. The household count in 2011A was **68,807** and the household projection for 2016 is **72,543**, a change of **5.4%**.

The population in the study area in 2000 was **156,763** and in 2010 it was **166,994**, roughly a **6.5%** change. The population in 2011A was **169,536** and the projection for 2016 is **179,703** representing a change of **6.0%**.



	2000 Census	2010 Census	2011A Estimate	2016 Projection	Percent Change	
					2000 to 2010	2011 to 2016
Total Population	156,763	166,994	169,536	179,703	6.5%	6.0%
Total Households	61,157	67,875	68,807	72,543	27.5%	5.4%

### Population by Age



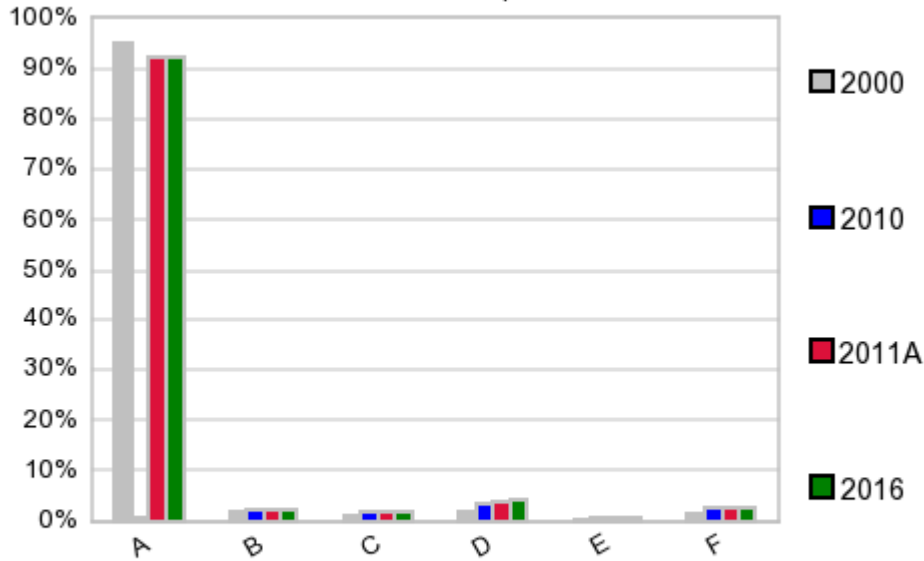
In 1990, the median age of the total population in the study area was **33**, and in 2000, it was **35**. The median age in 2011A is **37** and it is predicted to change in five years to **39** years. In 2011A, females represented **49.7%** of the population with a median age of **38** and males represented **50.3%** of the population with a median age of **37** years. In 2011A, the most prominent age group in this geography is **Age 25 to 34** years. The age group least represented in this geography is **0 to 4** years.

**Age Groups\***

	1990 Census		2000 Census		2011A Estimate		2016 Projection		Percent Change	
		%		%		%		%	1990 to 2000	2011 to 2016
0 to 4	9,815	7.0%	9,364	6.0%	9,899	5.8%	10,600	5.9%	-4.6%	7.1%
5 to 14	18,995	13.5%	21,396	13.6%	19,588	11.6%	20,175	11.2%	12.6%	3.0%
15 to 19	10,097	7.2%	12,194	7.8%	11,362	6.7%	10,516	5.9%	20.8%	-7.4%
20 to 24	12,753	9.1%	12,882	8.2%	12,263	7.2%	11,807	6.6%	1.0%	-3.7%
25 to 34	24,582	17.5%	21,459	13.7%	26,216	15.5%	26,871	15.0%	-12.7%	2.5%
35 to 44	20,559	14.7%	26,136	16.7%	23,310	13.8%	24,678	13.7%	27.1%	5.9%
45 to 54	13,815	9.8%	20,832	13.3%	25,452	15.0%	25,784	14.3%	50.8%	1.3%
55 to 64	11,676	8.3%	12,837	8.2%	19,109	11.3%	23,212	12.9%	9.9%	21.5%
65 to 74	9,717	6.9%	9,862	6.3%	11,497	6.8%	14,602	8.1%	1.5%	27.0%
75 +	8,305	5.9%	9,801	6.3%	10,806	6.4%	11,433	6.4%	18.0%	5.8%

**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

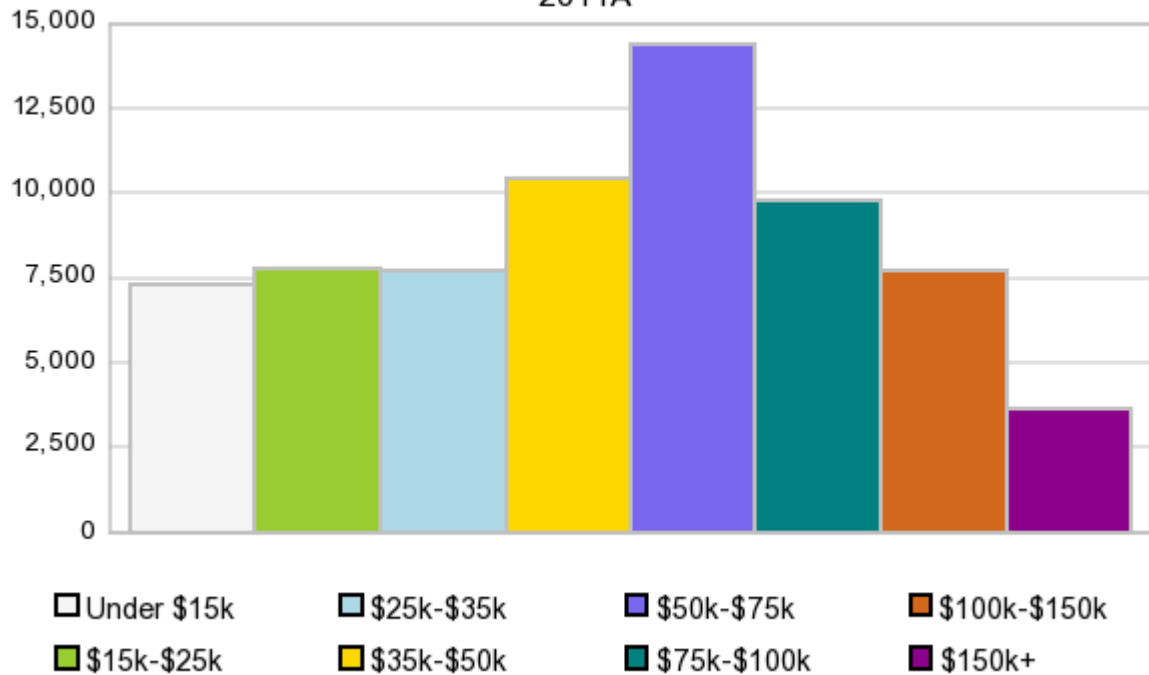
### Race & Ethnicity

Race & Ethnicity	2000 Census		2010 Census		2011A Estimate		2016 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	2000 to 2010	2011 to 2016
White	148,795	94.9%	154,445	92.5%	156,697	92.4%	165,690	92.2%	3.8%	5.7%
Black	1,756	1.1%	2,975	1.8%	3,082	1.8%	3,522	2.0%	69.4%	14.3%
American Indian or Alaska Native	726	0.5%	1,036	0.6%	1,061	0.6%	1,161	0.7%	42.7%	9.4%
Asian/Hawaiian/PI	2,924	1.9%	3,880	2.3%	3,942	2.3%	4,181	2.3%	32.7%	6.1%
Some Other Race	1,121	0.7%	2,188	1.3%	2,099	1.2%	2,284	1.3%	95.2%	8.8%
Two or More Races	1,441	0.9%	2,470	1.5%	2,656	1.6%	2,861	1.6%	71.4%	7.7%
Hispanic Ethnicity	3,065	2.0%	5,784	3.5%	6,217	3.7%	7,939	4.4%	88.7%	27.7%
Not Hispanic or Latino	153,698	98.0%	161,210	96.5%	163,323	96.3%	171,760	95.6%	4.9%	5.2%

### 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	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2011 to 2016
\$0 - \$15,000	11,401	21.4%	6,604	10.8%	7,350	10.7%	7,667	10.6%	-42.1%	4.3%
\$15,000 - \$24,999	10,286	19.3%	8,122	13.3%	7,813	11.4%	7,799	10.8%	-21.0%	-0.2%
\$25,000 - \$34,999	9,962	18.7%	8,590	14.0%	7,737	11.2%	7,421	10.2%	-13.8%	-4.1%
\$35,000 - \$49,999	11,150	21.0%	11,289	18.5%	10,398	15.1%	10,077	13.9%	1.2%	-3.1%
\$50,000 - \$74,999	7,067	13.3%	14,986	24.5%	14,372	20.9%	14,108	19.4%	112.1%	-1.8%
\$75,000 - \$99,999	2,017	3.8%	6,681	10.9%	9,762	14.2%	11,175	15.4%	231.2%	14.5%
\$100,000 - \$149,999	779	1.5%	3,261	5.3%	7,743	11.3%	9,801	13.5%	318.6%	26.6%
\$150,000 +	537	1.0%	1,624	2.7%	3,641	5.3%	4,492	6.2%	202.4%	23.4%
Average Hhld Income	\$35,441		\$54,036		\$65,486		\$72,253		52.5%	10.3%
Median Hhld Income	\$30,046		\$44,510		\$51,634		\$55,976		48.1%	8.4%
Per Capita Income	\$13,613		\$21,081		\$27,391		\$30,061		54.9%	9.7%

\*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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