



Date: 01/20/10

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

Current Index Base: Entire US

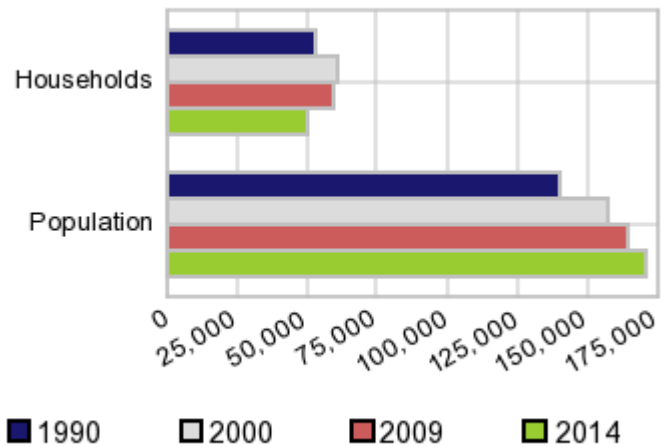
Executive Summary Report with Charts

Population Demographics

The number of households in the study area in 1990 was **53,216** and changed to **61,157** in 2000, representing a change of **14.9%**. The household count in 2009 was **59,790** and the household projection for 2014 is **50,106**, a change of **-16.2%**.

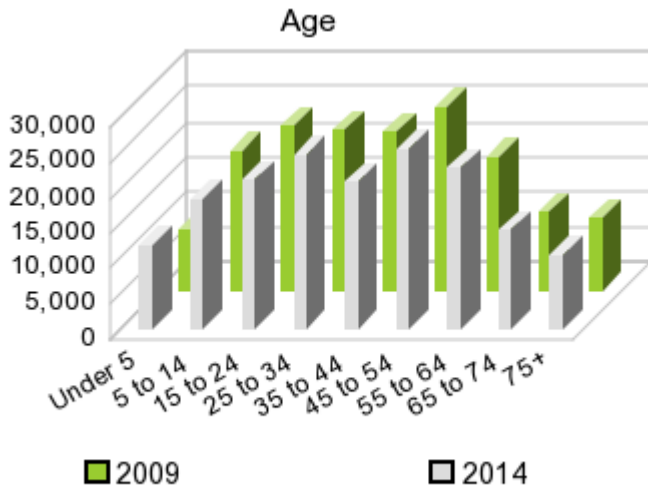
The population in the study area in 1990 was **140,320** and in 2000 it was **156,763**, roughly a **11.7%** change. The population in 2009 was **164,668** and the projection for 2014 is **170,629** representing a change of **3.6%**.

Population and Household Change



	1990 Census	2000 Census	2009 Estimate	2014 Projection	Percent Change	
					1990 to 2000	2009 to 2014
Total Population	140,320	156,763	164,668	170,629	11.7%	3.6%
Total Households	53,216	61,157	59,790	50,106	14.9%	-16.2%

Population by Age

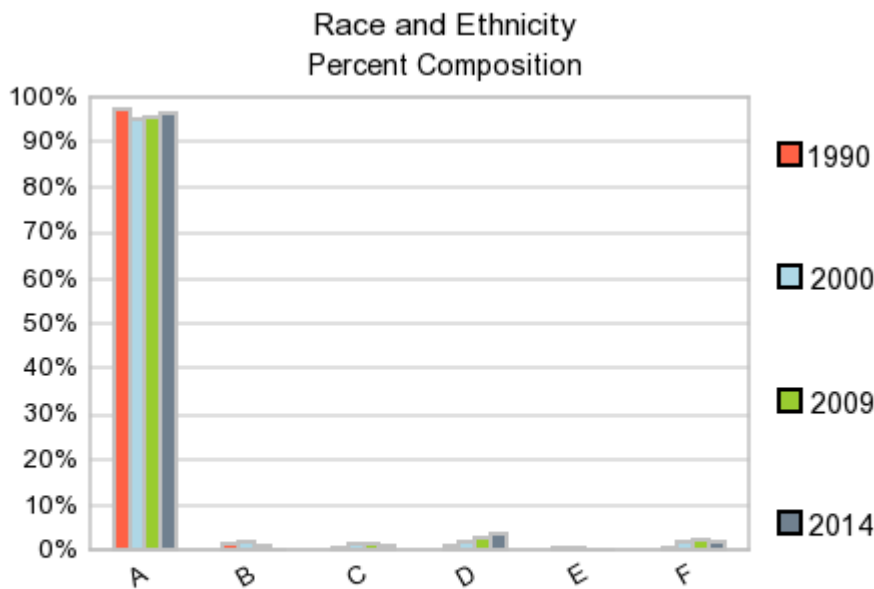


In 1990, the median age of the total population in the study area was **32.5**, and in 2000, it was **35.4**. The median age in 2009 is **38.6** and it is predicted to change in five years to **39.2** years. In 2009, females represented **50.4%** of the population with a median age of **39.1** and males represented **49.6%** of the population with a median age of **38.1** 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 **0 to 4** years.

Age Groups

	1990		2000		2009		2014		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2009 to 2014
0 to 4	9,815	7.0%	9,364	6.0%	8,827	5.4%	11,874	7.0%	-4.6%	34.5%
5 to 14	18,995	13.5%	21,396	13.6%	19,793	12.0%	18,512	10.9%	12.6%	-6.5%
15 to 19	10,097	7.2%	12,194	7.8%	11,008	6.7%	10,013	5.9%	20.8%	-9.0%
20 to 24	12,753	9.1%	12,882	8.2%	12,369	7.5%	11,162	6.5%	1.0%	-9.8%
25 to 34	24,582	17.5%	21,459	13.7%	23,013	14.0%	24,728	14.5%	-12.7%	7.5%
35 to 44	20,559	14.7%	26,136	16.7%	22,736	13.8%	21,062	12.3%	27.1%	-7.4%
45 to 54	13,815	9.8%	20,832	13.3%	26,116	15.9%	25,601	15.0%	50.8%	-2.0%
55 to 64	11,676	8.3%	12,837	8.2%	19,171	11.6%	23,020	13.5%	9.9%	20.1%
65 to 74	9,717	6.9%	9,862	6.3%	11,262	6.8%	14,146	8.3%	1.5%	25.6%
75 +	8,305	5.9%	9,801	6.3%	10,400	6.3%	10,537	6.2%	18.0%	1.3%

Population by Race/Ethnicity



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**.

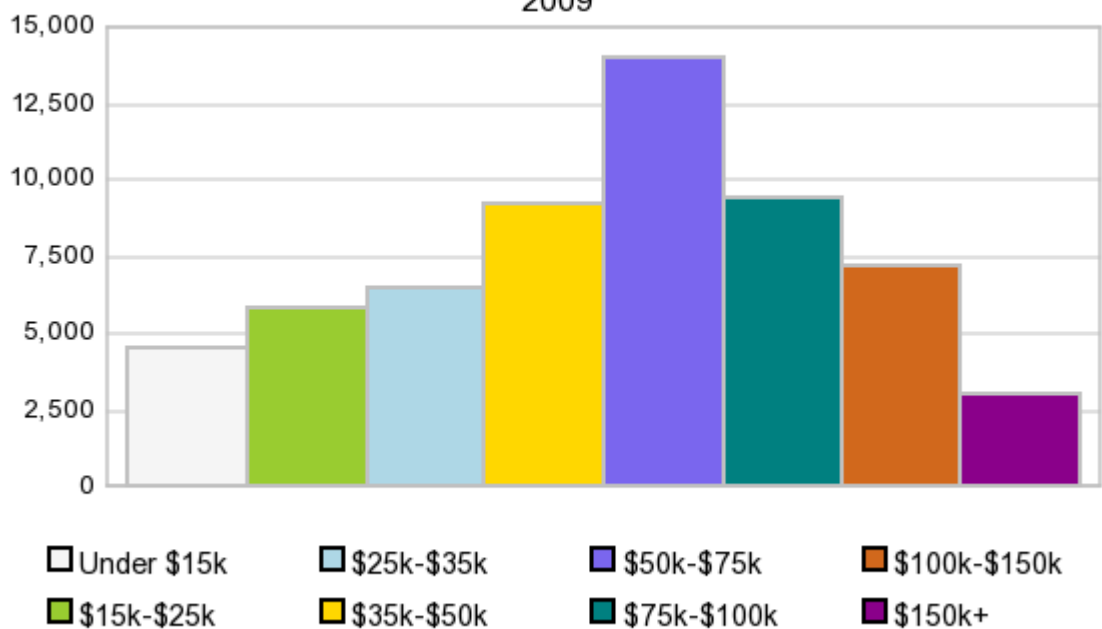
- A: White
- B: Asian Pac Islr
- C: Black
- D: Hispanic
- E: Amer Indian or Alaska Native
- F: Other or Multi Race

Race & Ethnicity

	1990		2000		2009		2014		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2009 to 2014
White	136,821	97.5%	148,795	94.9%	157,063	95.4%	164,873	96.6%	8.8%	5.0%
Black	697	0.5%	1,756	1.1%	2,178	1.3%	1,609	0.9%	151.9%	-26.1%
American Indian or Alaska Native	685	0.5%	726	0.5%	349	0.2%	85	0.1%	6.0%	-75.6%
Asian or Pacific Islander	1,728	1.2%	2,924	1.9%	1,092	0.7%	174	0.1%	69.2%	-84.1%
Other Race	388	0.3%	1,121	0.7%	1,739	1.1%	2,139	1.3%	188.9%	23.0%
Two or More Races			1,441	0.9%	2,247	1.4%	1,749	1.0%		-22.2%
Hispanic Ethnicity	1,145	0.8%	3,065	2.0%	5,039	3.1%	6,204	3.6%	167.7%	23.1%
Not Hispanic or Latino	139,176	99.2%	153,698	98.0%	159,629	96.9%	164,425	96.4%	10.4%	3.0%

Households by Income

Households by Income Group
2009



HH Income Categories

	1990		2000		2009		2014		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2009 to 2014
\$0 - \$15,000	11,401	21.4%	6,604	10.8%	4,530	7.6%	3,380	6.7%	-42.1%	-25.4%
\$15,000 - \$24,999	10,286	19.3%	8,122	13.3%	5,841	9.8%	4,234	8.5%	-21.0%	-27.5%
\$25,000 - \$34,999	9,962	18.7%	8,590	14.0%	6,536	10.9%	5,044	10.1%	-13.8%	-22.8%
\$35,000 - \$49,999	11,150	21.0%	11,289	18.5%	9,240	15.5%	7,194	14.4%	1.2%	-22.1%
\$50,000 - \$74,999	7,067	13.3%	14,986	24.5%	13,996	23.4%	11,377	22.7%	112.1%	-18.7%
\$75,000 - \$99,999	2,017	3.8%	6,681	10.9%	9,407	15.7%	8,202	16.4%	231.2%	-12.8%
\$100,000 - \$149,999	779	1.5%	3,261	5.3%	7,184	12.0%	7,441	14.9%	318.6%	3.6%
\$150,000 +	537	1.0%	1,624	2.7%	3,056	5.1%	3,234	6.5%	202.4%	5.8%
Average Hhld Income	\$0		\$54,036		\$60,221		\$60,502		N/A%	0.5%
Median Hhld Income	\$30,046		\$44,510		\$56,217		\$60,954		48.1%	8.4%
Per Capita Income	\$13,613		\$21,081		\$23,463		\$19,305		54.9%	-17.7%

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