

**Date:** 05/09/07

**Current Geography Selection:** (1 Selected) 1 mile radius: KIMBERLY RD & MIDDLE RD, BETTENDORF, IA 52722\*

**Your title for this geography:** Kimberly \_ Middle Rds Bettendorf IA

**Lat:** 41.537580 **Long:** -90.522340

**City:** Bettendorf city **Pop:** 31,584

**County:** Scott County **Pop:** 161,004

**Zip:** 52722 **Pop:** 33,725

## Executive Demographic Summary Report

### Population

The current year population in this selected geography is 9,221. The 2000 Census revealed a population of 9,466, and in 1990 it was 10,113 representing a -6.4% change. It is estimated that the population in this area will be 9,036 in 2011, representing a change of -2.0% from 2006. The current population is 48.5% male and 51.5% female. In 2006, the median age of the population in this area was 43.6, compared to the US median age which was 36.5. The population density in your area is 2,935.1 people per square mile.

### Households

There are currently 4,177 households in this selected geography. The Census revealed household counts of 4,174 in 2000, up from 4,198 in 1990, representing a change of -0.6%. It is estimated that the number of households in this area will be 4,184 in 2011, representing a change of 0.2% from the current year. For the current year, the average household size in this area is 2.21 persons.

In 2006, the median number of years in residence in this geography's population is 6.10. The average household size in this geography was 2.21 people and the average family size was 2.88 people. The average number of vehicles per household in this geography was 1.9.

### Income

In 2006, the median household income in this selected geography was \$56,316, compared to the US median which was \$48,271. The Census revealed median household incomes of \$49,918 in 2000 and \$36,731 in 1990 representing a change of 35.9%. It is estimated that the median household income in this area will be \$60,995 in 2011, which would represent a change of 8.3% from the current year.

In 2006, the per capita income in this area was \$33,285, compared to the \$US per capita, which was \$24,529. The 2006 average household income for this area was \$72,607, compared to the US average which was \$63,629.

### Race & Ethnicity

In 2006, the racial makeup of this selected area was as follows: 94.4% White; 2.2% Black; 0.3% Native American; 1.2% Asian/Pacific Islander; and 0.7% Other. Compare these to the US racial makeup which was: 75.9% White, 12.1% Black, 0.7% Native American, 4.5% Asian/Pacific Islander and 4.5% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin make up 2.9% of the current year population in this selected area. Compare this to the US makeup of 14.9%. Changes in the population within each race and ethnicity category from the 1990 Census to the 2000 Census are as follows: 40.6% American Indian, Eskimo, Aleut Population; 29.2% Asian, Pacific Islander; -7.5% Black; 8.6% Hispanic Ethnicity; 27.4% Other; White -8.1%.

### Housing

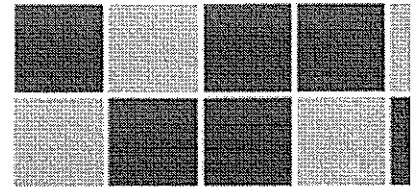
The median housing value in this area was \$66,729 in 1990, compare this to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$105,654, which is a 58.3% change from 1990. In 1990, there were 3,063 owner occupied housing units in this area vs. 3,202 in 2000. Also in 1990, there were 1,134 renter occupied housing units in this area vs. 972 in 2000. The average rent in 1990 was \$342 vs. \$473 in 2000.

### Employment

In 2006, there were 5,081 people over the age of 16 in the labor force in your geography. Of these 96.5% were employed, 3.5% were unemployed, 33.3% were not in the labor force and 0.0% were in the Armed Forces. In 1990, unemployment in this area was 4.5% and in 2000 it was 3.6%.

In 2006, there were 4,345 employees in this selected area (daytime population) and there were 364 establishments. For this area in 1990, 74.9% of employees were employed in white-collar occupations and 25.1% were employed in blue-collar occupations. In 2000, white collar workers made up 70.8% of the population, and those employed in blue collar occupations made up 29.2%. In 1990, the average time traveled to work was 9 minutes and in 2000 it was 15 minutes.

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## Demographic Detail Summary Report

### Population Demographics

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
Total Population	10,113		9,466		9,221		9,036		-6.4%	-2.0%
Population Density (Pop/Sq Mi)	3,219.1		3,013.1		2,935.1		2,876.3		-6.4%	-2.0%
Total Households	4,198		4,174		4,177		4,184		-0.6%	0.2%

### Population by Gender:

	1990		2000		2006		2011		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2006 to 2011
Male	4,888	48.3%	4,578	48.4%	4,471	48.5%	4,390	48.6%	-6.3%	-1.8%
Female	5,225	51.7%	4,888	51.6%	4,750	51.5%	4,646	51.4%	-6.5%	-2.2%

### Population by Race/Ethnicity

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
White	9,763	96.5%	8,969	94.8%	8,703	94.4%	8,519	94.3%	-8.1%	-2.1%
Black	191	1.9%	177	1.9%	207	2.2%	236	2.6%	-7.5%	14.3%
American Indian or Alaska Native	14	0.1%	19	0.2%	31	0.3%	41	0.5%	40.6%	30.8%
Asian or Pacific Islander	89	0.9%	115	1.2%	108	1.2%	106	1.2%	29.2%	-1.7%
Some Other Race	57	0.6%	72	0.8%	66	0.7%	58	0.6%	27.4%	-12.0%
Two or More Races			114	1.2%	106	1.2%	76	0.8%		-28.3%
Hispanic Ethnicity	212	2.1%	230	2.4%	268	2.9%	290	3.2%	8.6%	8.5%
Not Hispanic or Latino	9,901	97.9%	9,236	97.6%	8,953	97.1%	8,746	96.8%	-6.7%	-2.3%

### Population by Age

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
0 to 4	621	6.1%	558	5.9%	520	5.6%	491	5.4%	-10.1%	-5.6%
5 to 14	1,385	13.7%	1,142	12.1%	972	10.5%	908	10.1%	-17.5%	-6.6%
15 to 19	561	5.6%	557	5.9%	497	5.4%	456	5.1%	-0.8%	-8.2%
20 to 24	615	6.1%	532	5.6%	538	5.8%	516	5.7%	-13.4%	-4.1%
25 to 34	1,479	14.6%	1,243	13.1%	1,119	12.1%	1,093	12.1%	-16.0%	-2.4%
35 to 44	1,600	15.8%	1,328	14.0%	1,136	12.3%	991	11.0%	-17.0%	-12.7%

45 to 54	1,135	11.2%	1,440	15.2%	1,477	16.0%	1,356	15.0%	26.9%	-8.2%
55 to 64	1,083	10.7%	987	10.4%	1,247	13.5%	1,399	15.5%	-8.9%	12.1%
65 to 74	1,022	10.1%	858	9.1%	889	9.6%	1,028	11.4%	-16.1%	15.6%
75 to 84	494	4.9%	648	6.9%	612	6.6%	603	6.7%	31.3%	-1.4%
85+	119	1.2%	173	1.8%	213	2.3%	196	2.2%	45.4%	-8.1%

#### Median Age:

Total Population	37.3		40.5		43.6		45.6		8.4%	4.4%
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#### Households by Income

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
\$0 - \$15,000	657	15.7%	393	9.4%	324	7.8%	293	7.0%	-40.2%	-9.5%
\$15,000 - \$24,999	616	14.7%	480	11.5%	406	9.7%	369	8.8%	-22.0%	-8.9%
\$25,000 - \$34,999	691	16.5%	458	11.0%	457	10.9%	467	11.2%	-33.7%	2.2%
\$35,000 - \$49,999	794	18.9%	759	18.2%	660	15.8%	549	13.1%	-4.4%	-16.8%
\$50,000 - \$74,999	877	20.9%	901	21.6%	871	20.8%	860	20.6%	112.5%	-1.2%
\$75,000 - \$99,999	286	6.8%	608	14.6%	618	14.8%	614	14.7%	112.6%	-0.6%
\$100,000 - \$149,999	129	3.1%	325	7.8%	498	11.9%	615	14.7%	151.7%	23.5%
\$150,000 +	138	3.3%	251	6.0%	344	8.2%	417	10.0%	81.6%	21.1%
Average Hhld Income	\$46,532		\$65,862		\$72,607		\$77,952		41.5%	7.4%
Median Hhld Income	\$36,731		\$49,918		\$56,316		\$60,995		35.9%	8.3%
Per Capita Income	\$19,561		\$29,043		\$33,285		\$36,525		48.5%	9.7%

#### Employment and Business

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Age 16 + Population	7,995		7,651		7,628		7,545		-4.3%	-1.1%
In Labor Force	5,211	65.2%	5,118	66.9%	5,081	66.6%	5,015	66.5%	-1.8%	-1.3%
Employed	4,929	94.6%	4,932	96.4%	4,903	96.5%	4,835	96.4%	0.1%	-1.4%
Unemployed	234	4.5%	183	3.6%	176	3.5%	177	3.5%	-22.0%	0.8%
In Armed Forces	51	0.6%	3	0.1%	3	0.0%	3	0.0%	-93.9%	0.0%
Not In Labor Force	2,784	34.8%	2,533	33.1%	2,543	33.3%	2,527	33.5%	-9.0%	-0.6%
Number of Employees (Daytime Pop)					4,345					
Number of Establishments					364					
Emp in Blue Collar Occupations			1,441	29.2%						
Emp in White Collar Occupations			3,491	70.8%						

#### Housing Units

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Total Housing Units	4,362		4,362		4,467		4,546		0.0%	1.8%
Owner Occupied	3,063	70.2%	3,202	73.4%	3,278	73.4%	3,337	73.4%	4.5%	1.8%
Renter Occupied	1,134	26.0%	972	22.3%	899	20.1%	847	18.6%	-14.3%	-5.8%
Vacant	164	3.8%	188	4.3%	290	6.5%	362	8.0%	14.4%	24.7%

## Vehicles Available

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Average Vehicles Per Hhld	1	80	1.70		1.90		1.90		-3.8%	3.8%
0 Vehicles Available	202	4.5%	195	4.7%	149	3.6%	124	3.0%	-3.6%	-16.9%
1 Vehicle Available	1,430	31.7%	1,499	35.9%	1,395	33.4%	1,306	31.2%	4.8%	-6.4%
2+ Vehicles Available	2,873	63.8%	2,480	59.4%	2,633	63.0%	2,754	65.8%	-13.7%	4.6%

## Marital Status

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Age 15+ Population	8,108		7,766		7,729		7,637		-4.2%	-1.2%
Married, Spouse Present	5,201	64.2%	4,668	60.1%	4,648	60.2%	4,595	60.2%	-10.3%	-1.1%
Married, Spouse Absent	78	1.0%	98	1.3%	96	1.3%	97	1.3%	24.7%	0.4%
Divorced	631	7.8%	654	8.4%	649	8.4%	641	8.4%	3.7%	-1.3%
Widowed	583	7.2%	590	7.6%	586	7.6%	578	7.6%	1.2%	-1.4%
Never Married	1,616	19.9%	1,756	22.6%	1,749	22.6%	1,727	22.6%	8.7%	-1.3%

## Educational Attainment

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Age 25+ Population	6,932		6,677		6,693		6,666		-3.7%	-0.4%
Grade K - 8	186	2.7%	114	1.7%	78	1.2%	50	0.8%	-38.5%	-36.0%
Grade 9 - 12	408	5.9%	299	4.5%	239	3.6%	194	2.9%	-26.8%	-18.9%
High School Graduate	1,648	23.8%	1,554	23.3%	1,513	22.6%	1,465	22.0%	-5.7%	-3.2%
Some College, No Degree	1,437	20.7%	1,565	23.4%	1,495	22.3%	1,432	21.5%	8.9%	-4.2%
Associates Degree	509	7.3%	516	7.7%	587	8.8%	634	9.5%	1.4%	8.1%
Bachelor's Degree	1,821	26.3%	1,673	25.1%	1,832	27.4%	1,937	29.1%	-8.1%	5.7%
Graduate Degree	922	13.3%	942	14.1%	950	14.2%	954	14.3%	2.2%	0.4%
No Schooling Completed			14	0.2%						

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Current year data is for the year **2006**, 5 year projected data is for the year **2011**. More About Our Data  
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