

Date: 05/09/07

Current Geography Selection: (1 Selected) 3 mile radius: KIMBERLY RD & MIDDLE RD, BETTENDORF, IA 52722*

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 76,807. The 2000 Census revealed a population of 77,048, and in 1990 it was 74,046 representing a 4.1% change. It is estimated that the population in this area will be 76,606 in 2011, representing a change of -0.3% from 2006. The current population is 48.8% male and 51.2% female. In 2006, the median age of the population in this area was 36.0, compared to the US median age which was 36.5. The population density in your area is 2,716.5 people per square mile.

Households

There are currently 32,017 households in this selected geography. The Census revealed household counts of 31,629 in 2000, up from 29,343 in 1990, representing a change of 7.8%. It is estimated that the number of households in this area will be 32,368 in 2011, representing a change of 1.1% from the current year. For the current year, the average household size in this area is 2.40 persons.

In 2006, the median number of years in residence in this geography's population is 3.19. The average household size in this geography was 2.34 people and the average family size was 3.10 people. The average number of vehicles per household in this geography was 1.7.

Income

In 2006, the median household income in this selected geography was \$46,998, compared to the US median which was \$48,271. The Census revealed median household incomes of \$41,284 in 2000 and \$29,406 in 1990 representing a change of 40.4%. It is estimated that the median household income in this area will be \$51,223 in 2011, which would represent a change of 9.0% from the current year.

In 2006, the per capita income in this area was \$24,907, compared to the US per capita, which was \$24,529. The 2006 average household income for this area was \$59,144, compared to the US average which was \$63,629.

Race & Ethnicity

In 2006, the racial makeup of this selected area was as follows: 87.4% White; 6.8% Black; 0.4% Native American; 1.4% Asian/Pacific Islander; and 2.5% 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 9.2% 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: 7.4% American Indian, Eskimo, Aleut Population; 54.9% Asian, Pacific Islander; 12.2% Black; 64.6% Hispanic Ethnicity; 67.1% Other; White -0.5%.

Housing

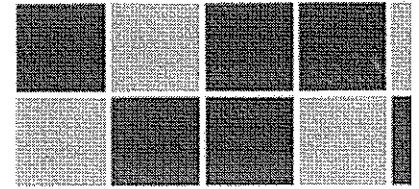
The median housing value in this area was \$55,729 in 1990, compare this to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$93,117, which is a 67.1% change from 1990. In 1990, there were 17,766 owner occupied housing units in this area vs. 20,040 in 2000. Also in 1990, there were 11,574 renter occupied housing units in this area vs. 11,589 in 2000. The average rent in 1990 was \$281 vs. \$424 in 2000.

Employment

In 2006, there were 41,371 people over the age of 16 in the labor force in your geography. Of these 94.8% were employed, 5.0% were unemployed, 31.6% were not in the labor force and 0.1% were in the Armed Forces. In 1990, unemployment in this area was 5.8% and in 2000 it was 5.4%.

In 2006, there were 51,339 employees in this selected area (daytime population) and there were 4,001 establishments. For this area in 1990, 64.5% of employees were employed in white-collar occupations and 35.5% were employed in blue-collar occupations. In 2000, white collar workers made up 62.7% of the population, and those employed in blue collar occupations made up 37.3%. In 1990, the average time traveled to work was 9 minutes and in 2000 it was 15 minutes.

* Reports requiring summarization use only the largest Radius or Drive Time around each center point to calculate results.



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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	74,046		77,048		76,807		76,606		4.1%	-0.3%
Population Density (Pop/Sq Mi)	2,618.8		2,725.0		2,716.5		2,709.4		4.1%	-0.3%
Total Households	29,343		31,629		32,017		32,368		7.8%	1.1%

Population by Gender:

	1990		2000		2006		2011		1990 to 2000	2006 to 2011
Male	35,713	48.2%	37,516	48.7%	37,507	48.8%	37,487	48.9%	5.1%	-0.1%
Female	38,333	51.8%	39,531	51.3%	39,300	51.2%	39,119	51.1%	3.1%	-0.5%

Population by Race/Ethnicity

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
White	67,377	91.0%	67,037	87.0%	67,141	87.4%	67,032	87.5%	-0.5%	-0.2%
Black	4,301	5.8%	4,824	6.3%	5,194	6.8%	5,429	7.1%	12.2%	4.5%
American Indian or Alaska Native	206	0.3%	221	0.3%	287	0.4%	349	0.5%	7.4%	21.4%
Asian or Pacific Islander	671	0.9%	1,039	1.3%	1,049	1.4%	1,066	1.4%	54.9%	1.6%
Some Other Race	1,490	2.0%	2,490	3.2%	1,904	2.5%	1,729	2.3%	67.1%	-9.2%
Two or More Races			1,437	1.9%	1,232	1.6%	1,000	1.3%		-18.8%
Hispanic Ethnicity	3,601	4.9%	5,928	7.7%	7,094	9.2%	7,747	10.1%	64.6%	9.2%
Not Hispanic or Latino	70,443	95.1%	71,119	92.3%	69,712	90.8%	68,860	89.9%	1.0%	-1.2%

Population by Age

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
0 to 4	5,361	7.2%	5,388	7.0%	5,307	6.9%	5,211	6.8%	0.5%	-1.8%
5 to 14	11,355	15.3%	10,905	14.2%	9,892	12.9%	9,667	12.6%	-4.0%	-2.3%
15 to 19	5,461	7.4%	5,885	7.6%	5,394	7.0%	5,128	6.7%	7.8%	-4.9%
20 to 24	6,072	8.2%	5,951	7.7%	6,148	8.0%	5,887	7.7%	-2.0%	-4.2%
25 to 34	12,528	16.9%	11,142	14.5%	10,632	13.8%	10,808	14.1%	-11.1%	1.7%
35 to 44	11,461	15.5%	11,766	15.3%	10,385	13.5%	9,464	12.4%	2.7%	-8.9%

45 to 54	7,270	9.8%	10,754	14.0%	11,428	14.9%	10,831	14.1%	47.9%	-5.2%
55 to 64	5,782	7.8%	6,212	8.1%	8,048	10.5%	9,253	12.1%	7.4%	15.0%
65 to 74	4,892	6.6%	4,499	5.8%	4,770	6.2%	5,646	7.4%	-8.0%	18.4%
75 to 84	2,879	3.9%	3,321	4.3%	3,274	4.3%	3,251	4.2%	15.4%	-0.7%
85+	983	1.3%	1,225	1.6%	1,529	2.0%	1,460	1.9%	24.6%	-4.5%

Median Age:

Total Population	32.1	34.3	36.1	36.7	6.9%	1.8%
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Households by Income

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
\$0 - \$15,000	7,489	25.5%	5,019	15.9%	4,478	14.0%	4,196	13.0%	-33.0%	-6.3%
\$15,000 - \$24,999	5,201	17.7%	4,368	13.8%	3,782	11.8%	3,514	10.9%	-16.0%	-7.1%
\$25,000 - \$34,999	4,546	15.5%	4,004	12.7%	3,764	11.8%	3,796	11.7%	-11.9%	0.9%
\$35,000 - \$49,999	4,982	17.0%	5,434	17.2%	4,796	15.0%	4,350	13.4%	9.1%	-9.3%
\$50,000 - \$74,999	4,668	15.9%	6,390	20.2%	6,618	20.7%	6,372	19.7%	154.9%	-3.7%
\$75,000 - \$99,999	1,410	4.8%	3,331	10.5%	3,850	12.0%	4,178	12.9%	136.3%	8.5%
\$100,000 - \$149,999	637	2.2%	2,129	6.7%	3,240	10.1%	3,944	12.2%	234.1%	21.7%
\$150,000 +	392	1.3%	954	3.0%	1,489	4.7%	2,019	6.2%	143.5%	35.5%
Average Hhld Income	\$36,624		\$52,196		\$59,144		\$63,943		42.5%	8.1%
Median Hhld Income	\$29,406		\$41,284		\$46,998		\$51,223		40.4%	9.0%
Per Capita Income	\$14,527		\$21,427		\$24,907		\$27,285		47.5%	9.5%

Employment and Business

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
Age 16 + Population	56,355		59,631		60,627		60,782		5.8%	0.3%
In Labor Force	37,790	67.1%	40,871	68.5%	41,371	68.2%	41,355	68.0%	8.2%	-0.0%
Employed	35,379	93.6%	38,582	94.4%	39,211	94.8%	39,209	94.8%	9.1%	-0.0%
Unemployed	2,203	5.8%	2,218	5.4%	2,076	5.0%	2,060	5.0%	0.7%	-0.8%
In Armed Forces	200	0.4%	71	0.2%	83	0.1%	86	0.1%	-64.6%	3.6%
Not In Labor Force	18,564	32.9%	18,761	31.5%	19,173	31.6%	19,340	31.8%	1.1%	0.9%
Number of Employees (Daytime Pop)					51,339					
Number of Establishments					4,000					
Emp in Blue Collar Occupations			14,389	37.3%						
Emp in White Collar Occupations			24,193	62.7%						

Housing Units

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
Total Housing Units	31,680		33,530		34,906		35,923		5.8%	2.9%
Owner Occupied	17,766	56.1%	20,040	59.8%	21,108	60.5%	21,960	61.1%	12.8%	4.0%
Renter Occupied	11,574	36.5%	11,589	34.6%	10,908	31.3%	10,408	29.0%	0.1%	-4.6%
Vacant	2,339	7.4%	1,901	5.7%	2,889	8.3%	3,555	9.9%	-18.7%	23.0%

Vehicles Available

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Average Vehicles Per Hhld	1.60		1.60		1.70		1.80		-5.7%	5.1%
0 Vehicles Available	2,681	8.4%	2,810	8.9%	2,298	7.2%	1,955	6.0%	4.8%	-14.9%
1 Vehicle Available	10,653	33.3%	11,741	37.1%	11,215	35.0%	10,778	33.3%	10.2%	-3.9%
2+ Vehicles Available	18,618	58.3%	17,078	54.0%	18,503	57.8%	19,635	60.7%	-8.3%	6.1%

Marital Status

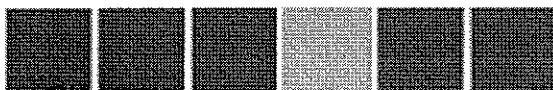
	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Age 15+ Population	57,326		60,754		61,608		61,728		6.0%	0.2%
Married, Spouse Present	30,851	53.8%	30,770	50.7%	31,456	51.1%	31,689	51.3%	-0.3%	0.7%
Married, Spouse Absent	855	1.5%	2,046	3.4%	2,038	3.3%	2,025	3.3%	139.2%	-0.6%
Divorced	5,553	9.7%	6,725	11.1%	6,742	10.9%	6,700	10.9%	21.1%	-0.6%
Widowed	4,052	7.1%	3,954	6.5%	3,992	6.5%	3,986	6.5%	-2.4%	-0.1%
Never Married	16,017	27.9%	17,259	28.4%	17,378	28.2%	17,326	28.1%	7.8%	-0.3%

Educational Attainment

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Age 25+ Population	45,792		48,918		50,067		50,694		6.8%	1.3%
Grade K - 8	2,595	5.7%	1,881	3.8%	1,558	3.1%	1,221	2.4%	-27.5%	-21.7%
Grade 9 - 12	4,766	10.4%	4,083	8.4%	3,405	6.8%	2,851	5.6%	-14.3%	-16.3%
High School Graduate	12,859	28.1%	12,500	25.6%	12,620	25.2%	12,619	24.9%	-2.8%	-0.0%
Some College, No Degree	9,362	20.4%	11,443	23.4%	11,385	22.7%	11,232	22.2%	22.2%	-1.3%
Associates Degree	3,596	7.9%	3,758	7.7%	4,342	8.7%	4,750	9.4%	4.5%	9.4%
Bachelor's Degree	8,789	19.2%	10,046	20.5%	11,455	22.9%	12,467	24.6%	14.3%	8.8%
Graduate Degree	3,831	8.4%	4,949	10.1%	5,302	10.6%	5,555	11.0%	29.2%	4.8%
No Schooling Completed			258	0.5%						

* Reports requiring summarization use only the largest Radius or Drive Time around each center point to calculate results.

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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