

**Date:** 05/09/07

**Current Geography Selection:** (1 Selected) 15 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 312,401. The 2000 Census revealed a population of 312,460, and in 1990 it was 304,302 representing a 2.7% change. It is estimated that the population in this area will be 312,305 in 2011, representing a change of -0.0% from 2006. The current population is 48.9% male and 51.1% female. In 2006, the median age of the population in this area was 37.8, compared to the US median age which was 36.5. The population density in your area is 442.0 people per square mile.

### Households

There are currently 124,598 households in this selected geography. The Census revealed household counts of 124,705 in 2000, up from 118,205 in 1990, representing a change of 5.5%. It is estimated that the number of households in this area will be 124,802 in 2011, representing a change of 0.2% from the current year. For the current year, the average household size in this area is 2.51 persons.

In 2006, the median number of years in residence in this geography's population is 3.58. The average household size in this geography was 2.44 people and the average family size was 3.11 people. The average number of vehicles per household in this geography was 1.8.

### Income

In 2006, the median household income in this selected geography was \$46,238, compared to the US median which was \$48,271. The Census revealed median household incomes of \$40,928 in 2000 and \$28,504 in 1990 representing a change of 43.6%. It is estimated that the median household income in this area will be \$50,331 in 2011, which would represent a change of 8.9% from the current year.

In 2006, the per capita income in this area was \$23,377, compared to the US per capita, which was \$24,529. The 2006 average household income for this area was \$56,827, compared to the US average which was \$63,629.

### Race & Ethnicity

In 2006, the racial makeup of this selected area was as follows: 87.8% White; 6.9% Black; 0.3% Native American; 1.4% Asian/Pacific Islander; and 2.1% 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 7.6% 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: 7.1% American Indian, Eskimo, Aleut Population; 72.1% Asian, Pacific Islander; 13.3% Black; 55.4% Hispanic Ethnicity; 56.0% Other; White -1.7%.

### Housing

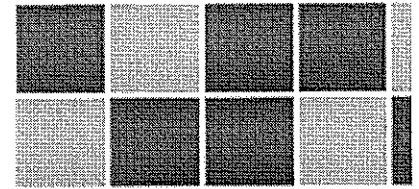
The median housing value in this area was \$51,094 in 1990, compare this to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$85,516, which is a 67.4% change from 1990. In 1990, there were 79,011 owner occupied housing units in this area vs. 87,791 in 2000. Also in 1990, there were 39,194 renter occupied housing units in this area vs. 36,914 in 2000. The average rent in 1990 was \$271 vs. \$402 in 2000.

### Employment

In 2006, there were 164,810 people over the age of 16 in the labor force in your geography. Of these 94.6% were employed, 5.3% were unemployed, 33.2% were not in the labor force and 0.1% were in the Armed Forces. In 1990, unemployment in this area was 6.1% and in 2000 it was 5.7%.

In 2006, there were 176,061 employees in this selected area (daytime population) and there were 13,138 establishments. For this area in 1990, 56.5% of employees were employed in white-collar occupations and 43.5% were employed in blue-collar occupations. In 2000, white collar workers made up 57.1% of the population, and those employed in blue collar occupations made up 42.9%. In 1990, the average time traveled to work was 10 minutes and in 2000 it was 17 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	304,302		312,460		312,401		312,305		2.7%	-0.0%
Population Density (Pop/Sq Mi)	430.5		442.0		442.0		441.8		2.7%	-0.0%
Total Households	118,205		124,705		124,598		124,802		5.5%	0.2%

### Population by Gender:

	1990		2000		2006		2011		1990 to 2000	2006 to 2011
Male	146,933	48.3%	152,402	48.8%	152,899	48.9%	153,258	49.1%	3.7%	0.2%
Female	157,369	51.7%	160,058	51.2%	159,502	51.1%	159,047	50.9%	1.7%	-0.3%

### Population by Race/Ethnicity

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
White	277,252	91.1%	272,502	87.2%	274,156	87.8%	274,999	88.1%	-1.7%	0.3%
Black	18,500	6.1%	20,960	6.7%	21,612	6.9%	22,053	7.1%	13.3%	2.0%
American Indian or Alaska Native	851	0.3%	912	0.3%	1,024	0.3%	1,167	0.4%	7.1%	14.0%
Asian or Pacific Islander	2,387	0.8%	4,109	1.3%	4,512	1.4%	4,836	1.5%	72.1%	7.2%
Some Other Race	5,314	1.8%	8,291	2.7%	6,420	2.1%	5,749	1.8%	56.0%	-10.4%
Two or More Races			5,687	1.8%	4,676	1.5%	3,500	1.1%		-25.2%
Hispanic Ethnicity	12,526	4.1%	19,469	6.2%	23,722	7.6%	26,773	8.6%	55.4%	12.9%
Not Hispanic or Latino	291,775	95.9%	292,991	93.8%	288,678	92.4%	285,531	91.4%	0.4%	-1.1%

### Population by Age

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
0 to 4	22,382	7.4%	20,754	6.6%	20,758	6.6%	20,534	6.6%	-7.3%	-1.1%
5 to 14	46,589	15.3%	44,115	14.1%	40,720	13.0%	39,950	12.8%	-5.3%	-1.9%
15 to 19	21,454	7.1%	23,047	7.4%	21,200	6.8%	20,125	6.4%	7.4%	-5.1%
20 to 24	20,846	6.9%	20,847	6.7%	22,067	7.1%	20,906	6.7%	0.0%	-5.3%
25 to 34	48,429	15.9%	40,884	13.1%	40,426	12.9%	41,791	13.4%	-15.6%	3.4%
35 to 44	46,197	15.2%	47,907	15.3%	41,686	13.3%	38,297	12.3%	3.7%	-8.1%

45 to 54	31,956	10.5%	44,621	14.3%	46,824	15.0%	44,160	14.1%	39.6%	-5.7%
55 to 64	26,720	8.8%	28,728	9.2%	35,787	11.5%	40,723	13.0%	7.5%	13.8%
65 to 74	22,773	7.5%	21,229	6.8%	21,712	7.0%	25,259	8.1%	-6.8%	16.3%
75 to 84	12,887	4.2%	14,945	4.8%	14,513	4.6%	14,176	4.5%	16.0%	-2.3%
85+	4,064	1.3%	5,381	1.7%	6,707	2.2%	6,383	2.0%	32.4%	-4.8%

#### Median Age:

Total Population	33.5		36.5		37.8		38.4		8.8%	1.5%
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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	29,934	25.3%	18,630	14.9%	16,159	13.0%	14,915	12.0%	-37.8%	-7.7%
\$15,000 - \$24,999	22,034	18.6%	17,855	14.3%	15,169	12.2%	13,894	11.1%	-19.0%	-8.4%
\$25,000 - \$34,999	19,451	16.5%	17,138	13.7%	15,620	12.5%	15,497	12.4%	-11.9%	-0.8%
\$35,000 - \$49,999	21,951	18.6%	21,411	17.2%	19,499	15.7%	17,740	14.2%	-2.5%	-9.0%
\$50,000 - \$74,999	17,705	15.0%	26,006	20.9%	26,372	21.2%	25,034	20.1%	168.8%	-5.1%
\$75,000 - \$99,999	4,295	3.6%	13,017	10.4%	15,213	12.2%	16,711	13.4%	203.1%	9.8%
\$100,000 - \$149,999	1,854	1.6%	7,484	6.0%	11,613	9.3%	14,382	11.5%	303.6%	23.8%
\$150,000 +	955	0.8%	3,164	2.5%	4,953	4.0%	6,630	5.3%	231.4%	33.8%
Average Hhld Income	\$34,366		\$51,161		\$56,827		\$61,381		48.9%	8.0%
Median Hhld Income	\$28,504		\$40,928		\$46,238		\$50,331		43.6%	8.9%
Per Capita Income	\$13,442		\$20,419		\$23,377		\$25,297		51.9%	8.2%

#### Employment and Business

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
Age 16 + Population	231,029		243,118		246,866		247,961		5.2%	0.4%
In Labor Force	150,596	65.2%	162,598	66.9%	164,810	66.8%	165,309	66.7%	8.0%	0.3%
Employed	140,866	93.5%	153,136	94.2%	155,858	94.6%	156,313	94.6%	8.7%	0.3%
Unemployed	9,130	6.1%	9,287	5.7%	8,773	5.3%	8,816	5.3%	1.7%	0.5%
In Armed Forces	568	0.3%	175	0.1%	179	0.1%	180	0.1%	-69.2%	0.4%
Not In Labor Force	80,433	34.8%	80,520	33.1%	81,877	33.2%	82,472	33.3%	0.1%	0.7%
Number of Employees (Daytime Pop)					176,061					
Number of Establishments					13,138					
Emp in Blue Collar Occupations			65,726	42.9%						
Emp in White Collar Occupations			87,410	57.1%						

#### Housing Units

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
Total Housing Units	126,170		131,802		136,454		139,744		4.5%	2.4%
Owner Occupied	79,011	62.6%	87,791	66.6%	90,569	66.4%	92,844	66.4%	11.1%	2.5%
Renter Occupied	39,194	31.1%	36,914	28.0%	34,029	24.9%	31,959	22.9%	-5.8%	-6.1%
Vacant	7,962	6.3%	7,097	5.4%	11,856	8.7%	14,942	10.7%	-10.9%	26.0%

## Vehicles Available

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Average Vehicles Per Hhld	1	70	1	60	1	80	1	90	-3.7%	3.7%
0 Vehicles Available	10,282	8.1%	9,874	7.9%	8,364	6.7%	7,285	5.8%	-4.0%	-12.9%
1 Vehicle Available	40,906	32.4%	43,092	34.6%	40,993	32.9%	39,367	31.5%	5.3%	-4.0%
2+ Vehicles Available	75,265	59.5%	71,738	57.5%	75,241	60.4%	78,150	62.6%	-4.7%	3.9%

## Marital Status

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Age 15+ Population	235,327		247,590		250,923		251,821		5.2%	0.4%
Married, Spouse Present	133,286	56.6%	130,672	52.8%	133,104	53.1%	134,113	53.3%	-2.0%	0.8%
Married, Spouse Absent	3,475	1.5%	8,317	3.4%	8,352	3.3%	8,326	3.3%	139.3%	-0.3%
Divorced	23,315	9.9%	27,802	11.2%	27,980	11.2%	27,912	11.1%	19.2%	-0.2%
Widowed	18,001	7.7%	17,268	7.0%	17,304	6.9%	17,211	6.8%	-4.1%	-0.5%
Never Married	57,249	24.3%	63,532	25.7%	64,171	25.6%	64,246	25.5%	11.0%	0.1%

## Educational Attainment

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Age 25+ Population	193,027		203,696		207,655		210,783		5.5%	1.5%
Grade K - 8	13,717	7.1%	8,476	4.2%	7,454	3.6%	6,128	2.9%	-38.2%	-17.8%
Grade 9 - 12	26,208	13.6%	22,078	10.8%	18,929	9.1%	16,181	7.7%	-15.8%	-14.5%
High School Graduate	65,627	34.0%	65,669	32.2%	66,885	32.2%	67,743	32.1%	0.1%	1.3%
Some College, No Degree	38,904	20.2%	49,247	24.2%	49,885	24.0%	50,121	23.8%	26.6%	0.5%
Associates Degree	13,273	6.9%	14,396	7.1%	16,432	7.9%	18,042	8.6%	8.5%	9.8%
Bachelor's Degree	24,857	12.9%	28,650	14.1%	32,576	15.7%	35,825	17.0%	15.3%	10.0%
Graduate Degree	10,462	5.4%	14,017	6.9%	15,494	7.5%	16,744	7.9%	34.0%	8.1%
No Schooling Completed			1,164	0.6%						

\* 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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