



Date: 01/27/11
Current Geography Selection: (2 Selected) 10,30 mile radii: 2060
 CROSSROADS BLVD, WATERLOO, IA 50702
Your title for this geography: Crossroads Center 10_30 2010
Current Index Base: State - Iowa

Lat: 42.464673 **Long:** -92.320593
City: Waterloo **Pop:** 68,951
County: Black Hawk County **Pop:** 131,135
Zip: 50702 **Pop:** 20,578

Complete Demographic Comparison Report

	10 Miles:	30 Miles:	Iowa	Entire US
Q3 2010 Demographics				
Total Population	123,489	216,889	3,034,140	308,718,914
Total Households	48,143	84,367	1,187,506	115,323,539
Female Population	63,878	111,374	1,537,127	156,712,984
% Female	51.7%	51.4%	50.7%	50.8%
Male Population	59,611	105,516	1,497,013	152,005,930
% Male	48.3%	48.7%	49.3%	49.2%
Population Density (per Sq. Mi.)	393.08	76.71	53.92	85.85
Number of Employees (Full Time)	60,922	85,693	1,280,022	120,891,555
Number of Establishments	3,116	5,785	89,819	8,281,260
Age				
Age 0 - 4	6.6%	6.0%	5.9%	6.4%
Age 5 - 13	10.6%	10.5%	11.0%	11.8%
Age 14 - 17	4.6%	4.8%	5.1%	5.3%
Age 18 - 21	7.0%	6.9%	6.4%	6.2%
Age 22 - 24	4.4%	4.6%	4.5%	4.2%
Age 25 - 34	16.1%	14.4%	13.0%	12.4%
Age 35 - 44	11.4%	11.0%	11.8%	13.0%
Age 45 - 54	12.3%	13.1%	14.3%	14.7%
Age 55 - 64	12.3%	12.6%	12.4%	12.0%
Age 65 - 74	7.3%	8.1%	8.0%	7.5%
Age 75 - 84	5.1%	5.5%	5.3%	4.6%
Age 85 +	2.3%	2.5%	2.3%	1.7%
Median Age	35	37	39	38
Race and Ethnicity (Includes Hispanics)				
White	87.6%	92.2%	93.9%	79.2%
Black	9.1%	5.4%	2.8%	13.3%
Asian or Pacific Islander	1.4%	1.0%	1.7%	4.6%
Other	1.9%	1.4%	1.7%	3.0%
Ethnicity				
Hispanic	3.2%	2.4%	4.5%	16.1%

Non-Hispanic	96.8%	97.6%	95.5%	83.9%
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Household Income

Income \$ 0 - \$9,999	7.3%	6.4%	5.8%	6.6%
Income \$ 10,000 - \$14,999	5.3%	4.8%	4.5%	4.7%
Income \$ 15,000 - \$24,999	11.4%	11.1%	10.5%	9.7%
Income \$ 25,000 - \$34,999	12.4%	12.2%	11.6%	10.2%
Income \$ 35,000 - \$49,999	17.7%	17.6%	16.7%	14.7%
Income \$ 50,000 - \$74,999	20.4%	21.8%	22.5%	19.9%
Income \$ 75,000 - \$99,999	11.9%	12.9%	13.6%	13.3%
Income \$100,000 - \$124,999	6.3%	6.4%	6.9%	8.0%
Income \$125,000 - \$174,999	4.3%	4.3%	4.9%	7.2%
Income \$175,000 +	3.0%	2.7%	3.1%	5.7%

Average Household Income	\$59,525	\$60,401	\$63,162	\$72,656
Median Household Income	\$46,136	\$48,059	\$50,892	\$54,475
Per Capita Income	\$23,206	\$23,495	\$24,720	\$27,141

Educational Attainment

Total Population Age 25+	82,395	145,618	2,035,658	203,575,166
Grade Less than 9	4.9%	5.6%	5.3%	7.5%
Grade 9 - 11, no diploma	8.2%	7.8%	8.0%	11.9%
High School Graduate	33.5%	36.7%	35.2%	28.4%
College Degree	32.4%	29.0%	30.0%	30.9%
Some College, No Degree	21.0%	21.0%	21.4%	21.3%
Advanced Degrees	9.8%	7.5%	7.1%	8.8%

Educational Enrollment of Total Population

Not Enrolled	68.0%	70.3%	72.7%	72.7%
Nursery school/Preschool	1.7%	1.8%	1.8%	1.8%
Kindergarten/Elementary school	11.5%	12.3%	12.9%	13.5%
High School	5.6%	6.0%	6.0%	5.8%
College/Graduate/Professional school	13.2%	9.6%	6.5%	6.1%

Housing Units by Tenure

Total Housing Units	50,093	88,538	1,266,751	125,619,260
% Owner Occupied	65.6%	69.3%	67.8%	61.2%
% Renter Occupied	30.5%	26.0%	25.9%	30.6%
% Vacant	3.9%	4.7%	6.3%	8.2%

Average Home Values (Puerto Rico not included in earlier quarters)

Avg Home Value 08Q3	\$125,749	\$131,512	\$139,573	\$272,839
Avg Home Value 08Q4	\$126,815	\$132,161	\$137,671	\$261,965
Avg Home Value 09Q1	\$127,359	\$132,784	\$138,862	\$258,130
Avg Home Value 09Q2	\$126,927	\$132,605	\$139,642	\$257,344

Avg Home Value 09Q3	\$126,740	\$132,109	\$138,233	\$248,814
Avg Home Value 09Q4	\$127,759	\$132,994	\$138,312	\$242,547
Avg Home Value 10Q1	\$126,052	\$131,457	\$137,344	\$240,647
Avg Home Value 10Q2	\$126,027	\$131,434	\$137,320	\$240,632
Avg Home Value 10Q3	\$126,038	\$131,372	\$136,383	\$235,868

Seasonal Population (Puerto Rico not included in earlier quarters)

Seasonal Est 08Q3	231	929	37,435	6,120,656
Seasonal Est 08Q4	175	687	22,010	4,457,135
Seasonal Est 09Q1	0	23	1,080	1,793,022
Seasonal Est 09Q2	78	460	18,227	3,333,577
Seasonal Est 09Q3	233	904	36,207	6,024,605
Seasonal Est 09Q4	175	757	23,610	4,382,895
Seasonal Est 10Q1	0	43	2,543	2,209,304
Seasonal Est 10Q2	75	433	18,871	3,426,335
Seasonal Est 10Q3	231	890	35,492	5,914,833

Transient Population (Puerto Rico not included in earlier quarters)

Transient Est 08Q3	1,574	1,884	55,309	4,474,459
Transient Est 08Q4	1,403	1,643	35,057	3,886,854
Transient Est 09Q1	1,388	1,646	43,075	4,136,758
Transient Est 09Q2	1,473	1,781	60,646	5,179,299
Transient Est 09Q3	1,554	1,860	55,406	4,486,089
Transient Est 09Q4	1,392	1,630	33,322	3,801,782
Transient Est 10Q1	1,280	1,492	27,971	3,631,526
Transient Est 10Q2	1,280	1,492	27,971	3,631,526
Transient Est 10Q3	1,723	2,081	67,759	5,402,609

2015 Demographics

Total Population	124,249	218,464	3,105,203	325,381,019
Total Households	48,451	84,993	1,214,107	121,224,369
Female Population	64,089	111,909	1,570,488	164,971,686
% Female	51.6%	51.2%	50.6%	50.7%
Male Population	60,160	106,555	1,534,715	160,409,333
% Male	48.4%	48.8%	49.4%	49.3%

2020 Demographics Forecast

Total Population	125,208	220,463	3,184,980	343,551,778
Total Households	48,837	85,790	1,245,037	127,809,612
Female Population	64,425	112,730	1,609,444	174,153,566
% Female	51.5%	51.1%	50.5%	50.7%
Male Population	60,782	107,733	1,575,536	169,398,212
% Male	48.5%	48.9%	49.5%	49.3%

2000 Census Demographics

Total Population	119,798	214,705	2,926,324	281,421,906
Total Households	46,731	83,516	1,150,197	105,539,122
Female Population	62,374	110,785	1,491,905	143,505,720
% Female	52.1%	51.6%	51.0%	51.0%
Male Population	57,425	103,921	1,434,419	137,916,186
% Male	47.9%	48.4%	49.0%	49.0%

Age				
Age 0 - 4	6.1%	6.1%	6.4%	6.8%
Age 5 - 13	10.1%	10.7%	11.2%	11.8%
Age 14 - 17	6.6%	7.3%	7.4%	7.1%
Age 18 - 21	10.0%	8.0%	6.2%	5.7%
Age 22 - 24	6.2%	4.9%	3.9%	4.0%
Age 25 - 34	11.9%	11.4%	12.3%	14.1%
Age 35 - 44	13.2%	13.9%	15.3%	16.3%
Age 45 - 54	13.5%	13.6%	13.4%	13.4%
Age 55 - 64	8.3%	8.9%	8.8%	8.6%
Age 65 - 74	6.8%	7.3%	7.3%	6.6%
Age 75 +	7.3%	8.0%	7.6%	5.9%
Median Age	34	36	37	35

Housing Units Trend

Total Housing Units	48,566	87,890	1,232,511	115,904,641
Owner Occupied Housing Units	65.4%	69.1%	67.5%	60.2%
Renter Occupied Housing Units	30.6%	25.9%	25.8%	30.8%
Vacant Housing Units	4.0%	5.0%	6.8%	9.0%

Race and Ethnicity

White	87.7%	92.5%	94.0%	75.1%
Black	8.2%	4.7%	2.0%	12.2%
Asian or Pacific Islander	1.1%	0.8%	1.2%	3.6%
Other	3.0%	2.1%	2.8%	9.1%

Ethnicity

Hispanic	2.0%	1.4%	2.8%	12.5%
Non-Hispanic	98.0%	98.6%	97.2%	87.5%

Household Income

Income \$ 0 - \$19,999	24.8%	23.1%	21.8%	22.1%
Income \$ 20,000 - \$29,999	15.9%	15.8%	14.9%	13.0%
Income \$ 30,000 - \$39,999	13.8%	14.1%	14.0%	12.3%

Income \$ 40,000 - \$49,999	10.8%	11.7%	12.2%	10.6%
Income \$ 50,000 - \$74,999	19.4%	20.6%	21.0%	19.5%
Income \$ 75,000 - \$99,999	8.4%	8.3%	8.8%	10.2%
Income \$100,000 - \$124,999	3.1%	2.9%	3.4%	5.2%
Income \$125,000 - \$149,999	1.5%	1.3%	1.4%	2.5%
Income \$150,000 - \$199,999	1.2%	1.0%	1.1%	2.2%
Income \$200,000 or More	1.2%	1.1%	1.3%	2.4%
Average Household Income	\$47,131	\$47,398	\$49,079	\$56,644
Median Household Income	\$36,587	\$37,707	\$39,499	\$42,318
Per Capita Income	\$19,393	\$19,238	\$19,674	\$21,531

Educational Attainment

Total Population Age 25+	73,035	135,495	1,895,856	182,211,639
Grade K - 9	5.2%	5.7%	5.6%	7.6%
Grade 9 - 11, No diploma	8.7%	8.1%	8.3%	12.1%
High School Graduate	34.5%	37.6%	36.1%	28.6%
College Degree	30.6%	27.7%	28.6%	30.7%
Some College, No Degree	20.9%	20.9%	21.4%	21.0%
Advanced Degrees	8.9%	6.8%	6.5%	8.9%

Vehicles Available

0 Vehicles Available	8.0%	6.8%	6.4%	10.3%
1 Vehicle Available	32.6%	29.8%	30.5%	34.2%
2 Vehicles Available	39.0%	39.8%	40.4%	38.3%
3+ Vehicles Available	20.2%	23.6%	22.6%	17.1%

*** The current geography selection may have crossed one or more related geography boundaries. In this case, we have chosen to incorporate the geography related to your selection with the largest area.**

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