

Date: 01/09/08

Current Geography Selection: (1 Selected) States: Iowa

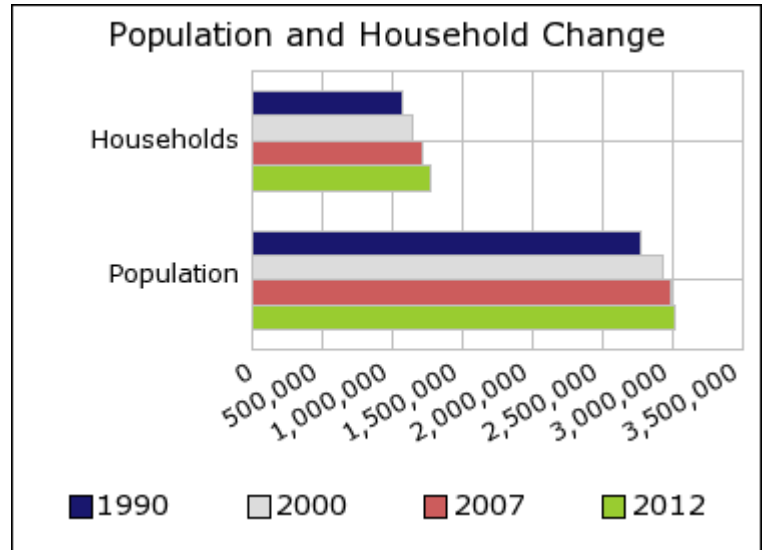
Current Index Base: State - Iowa

Executive Summary Report with Charts

Population Demographics:

The number of households in the study area in 1990 was **1,064,329** and changed to **1,149,276** in 2000, representing a change of **8.0%**. The household count in 2007 was **1,220,474** and the household projection for 2012 is **1,269,576**, a change of **4.0%**.

The population in the study area in 1990 was **2,776,758** and in 2000 it was **2,926,324**, roughly a **5.4%** change. The population in 2007 was **2,981,484** and the projection for 2012 is **3,019,360** representing a change of **1.3%**.



	1990 Census	2000 Census	2007 Estimate	2012 Projection	Percent Change	
					1990 to 2000	2007 to 2012
Total Population	2,776,758	2,926,324	2,981,484	3,019,360	5.4%	1.3%
Total Households	1,064,329	1,149,276	1,220,474	1,269,576	8.0%	4.0%

Population by Age



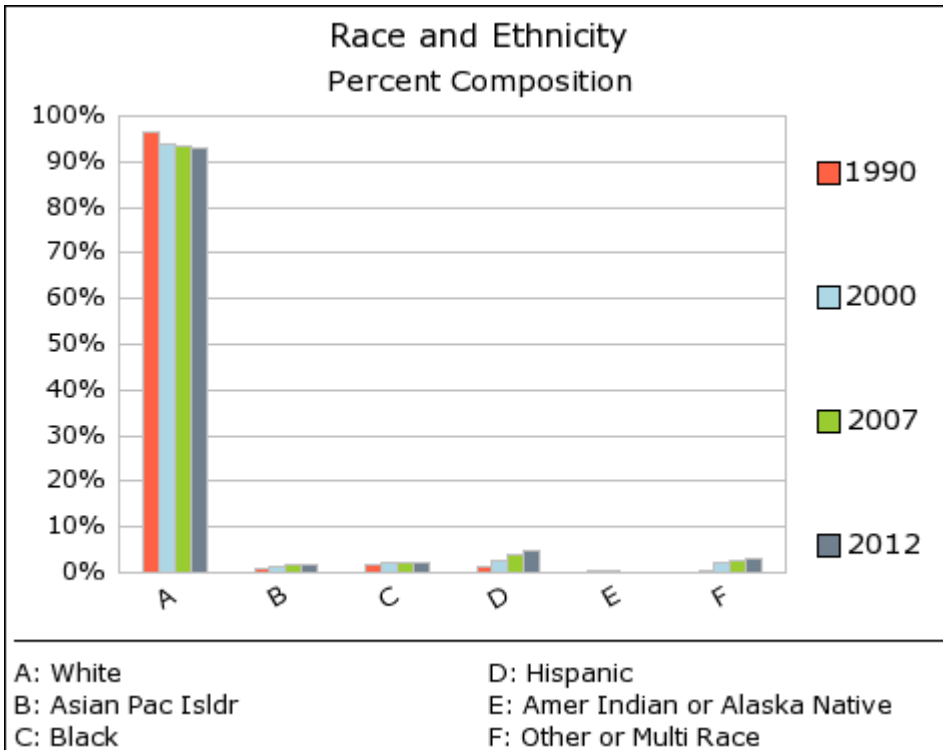
In 1990, the median age of the total population in the study area was **34.0**, and in 2000, it was **36.6**. The median age in 2007 is **38.5** and it is predicted to change in five years to **38.9** years. In 2007, females represented **50.7%** of the population with a median age of **40.0** and males represented **49.3%** of the population with a median age of **37.1** years. In 2007, 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

Age Group	1990 Census	%	2000 Census	%	2007 Estimate	%	2012 Projection	%	Percent Change	
									1990 to 2000	2007 to 2012

0 to 4	193,216	7.0%	188,413	6.4%	184,281	6.2%	191,742	6.4%	-2.5%	4.0%
5 to 14	413,554	14.9%	413,150	14.1%	363,148	12.2%	361,163	12.0%	-0.1%	-0.5%
15 to 19	199,409	7.2%	226,420	7.7%	201,106	6.8%	184,091	6.1%	13.5%	-8.5%
20 to 24	196,440	7.1%	203,663	7.0%	218,018	7.3%	201,051	6.7%	3.7%	-7.8%
25 to 34	428,633	15.4%	363,060	12.4%	396,558	13.3%	427,533	14.2%	-15.3%	7.8%
35 to 44	395,328	14.2%	445,199	15.2%	392,058	13.2%	366,717	12.1%	12.6%	-6.5%
45 to 54	274,429	9.9%	392,794	13.4%	445,562	14.9%	428,746	14.2%	43.1%	-3.8%
55 to 64	249,693	9.0%	257,412	8.8%	340,997	11.4%	396,954	13.1%	3.1%	16.4%
65 to 74	226,964	8.2%	211,935	7.2%	210,560	7.1%	245,718	8.1%	-6.6%	16.7%
75 +	199,157	7.2%	224,278	7.7%	229,330	7.7%	215,623	7.1%	12.6%	-6.0%

Population by Race/Ethnicity

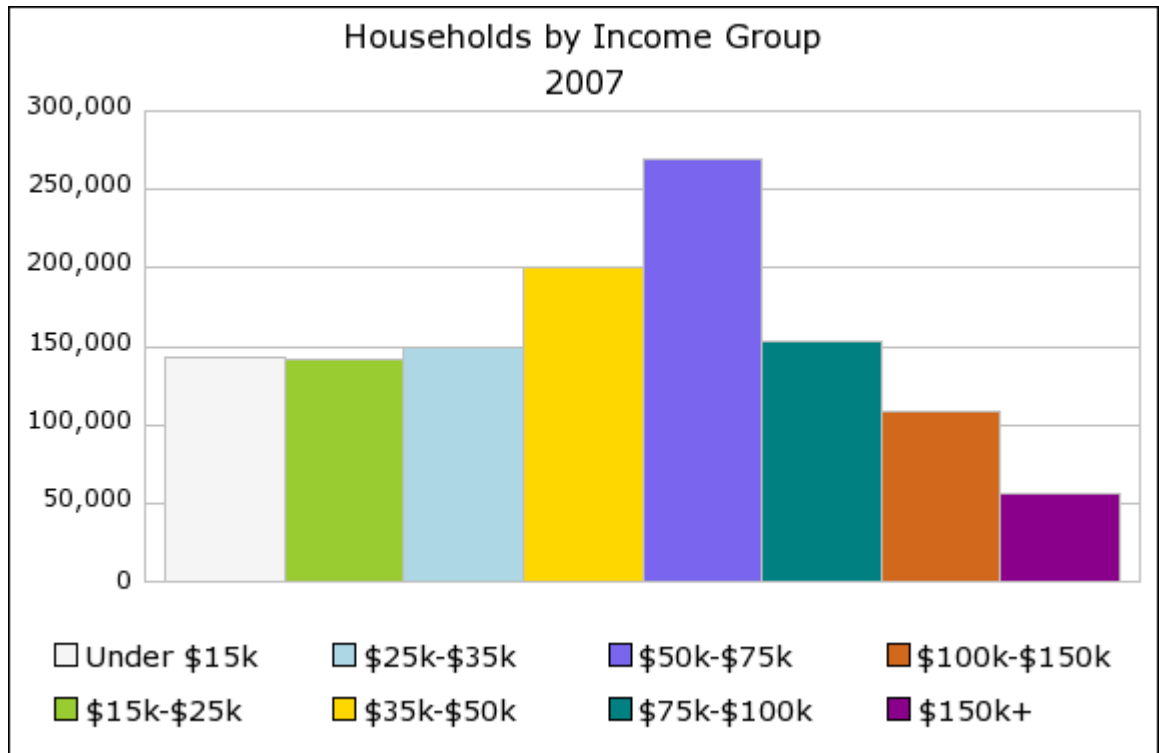


In 2007, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

Race & Ethnicity	1990		2000		2007		2012		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2007 to 2012
White	2,683,084	96.6%	2,748,640	93.9%	2,781,587	93.3%	2,802,899	92.8%	2.4%	0.8%
Black	48,089	1.7%	61,853	2.1%	66,383	2.2%	69,566	2.3%	28.6%	4.8%
American Indian or Alaska Native	7,348	0.3%	8,989	0.3%	6,013	0.2%	4,508	0.2%	22.3%	-25.0%
Asian or Pacific Islander	25,473	0.9%	37,644	1.3%	45,972	1.5%	52,112	1.7%	47.8%	13.4%
Other Race	12,749	0.5%	37,420	1.3%	43,734	1.5%	53,655	1.8%	193.5%	22.7%
Two or More Races			31,778	1.1%	37,711	1.3%	36,473	1.2%		-3.3%
Hispanic Ethnicity	32,643	1.2%	82,473	2.8%	119,266	4.0%	145,011	4.8%	152.7%	21.6%
Not Hispanic or Latino	2,744,103	98.8%	2,843,851	97.2%	2,862,218	96.0%	2,874,349	95.2%	3.6%	0.4%

Households by Income

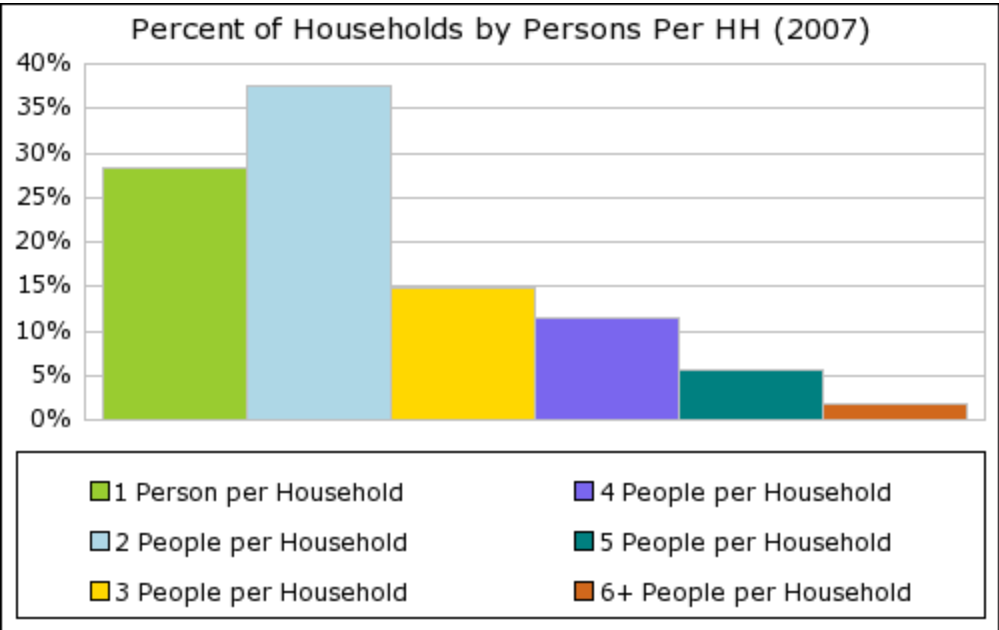
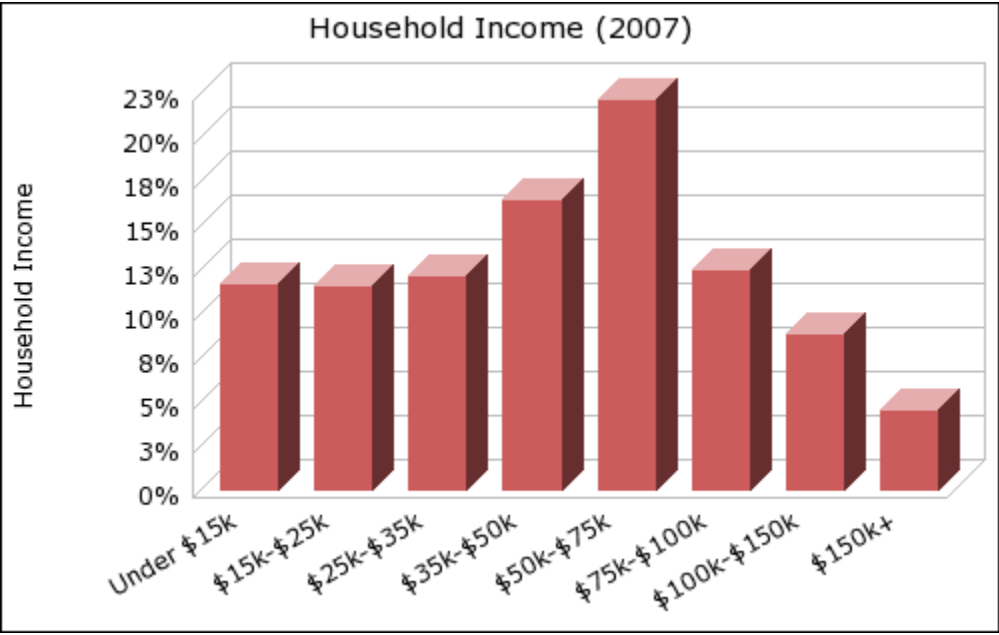
In 2007 the predominant household income category in this study area is **\$50K - \$75K**, and the income group that is least represented in this geography is **\$150K +**.

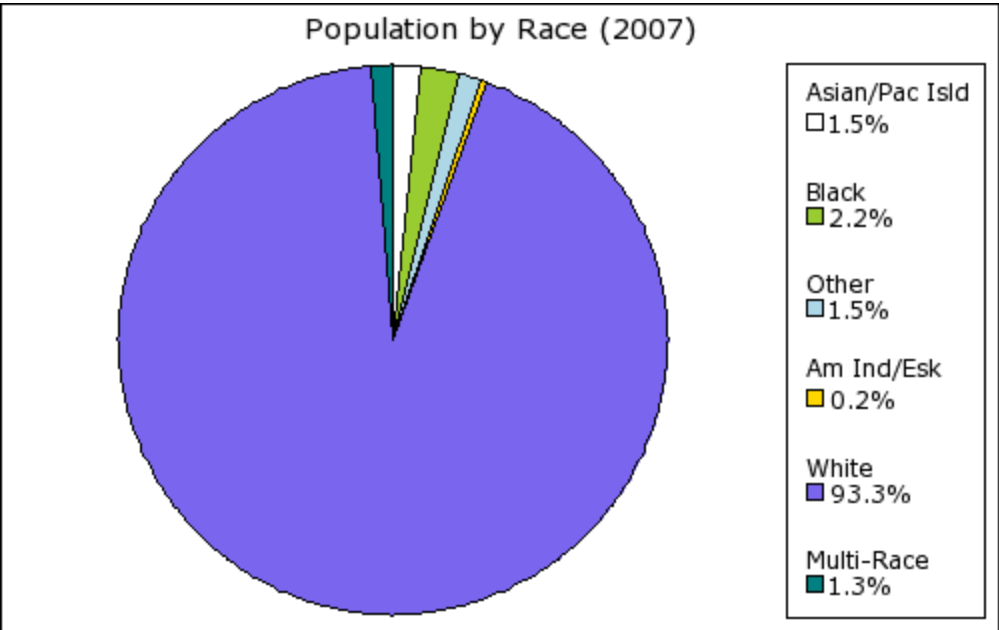
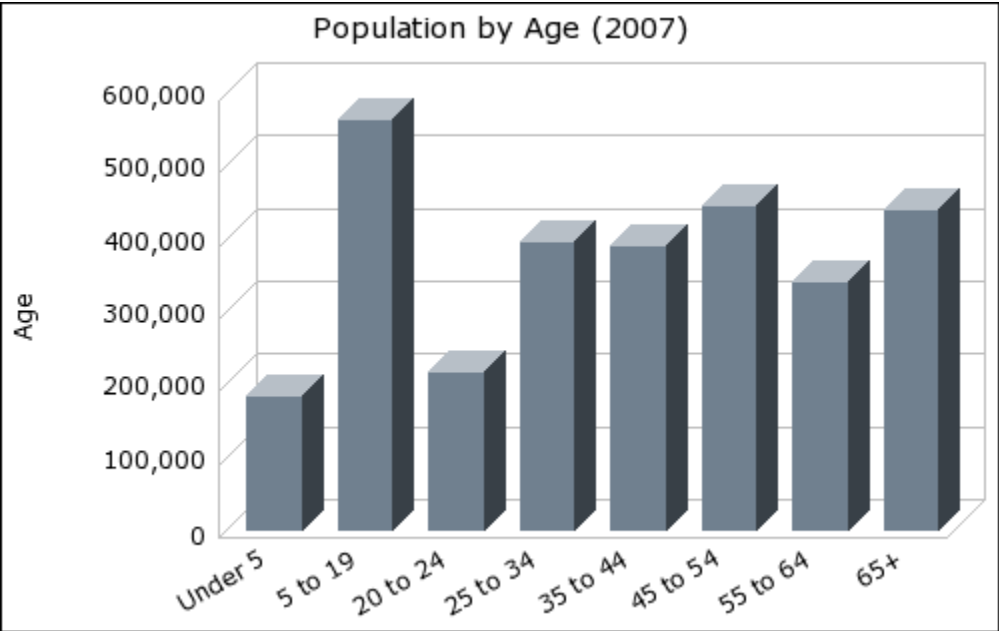


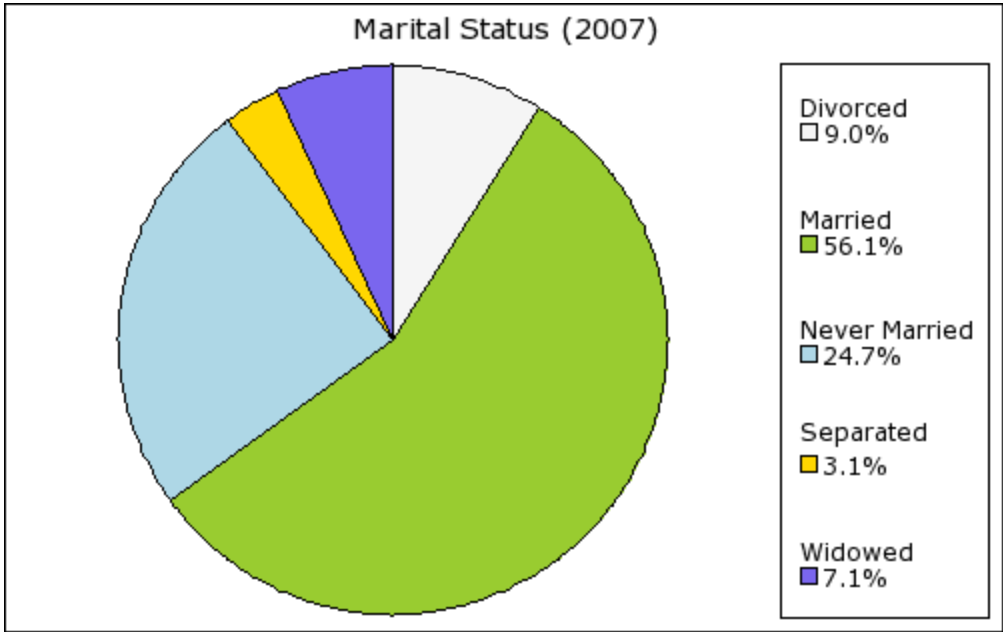
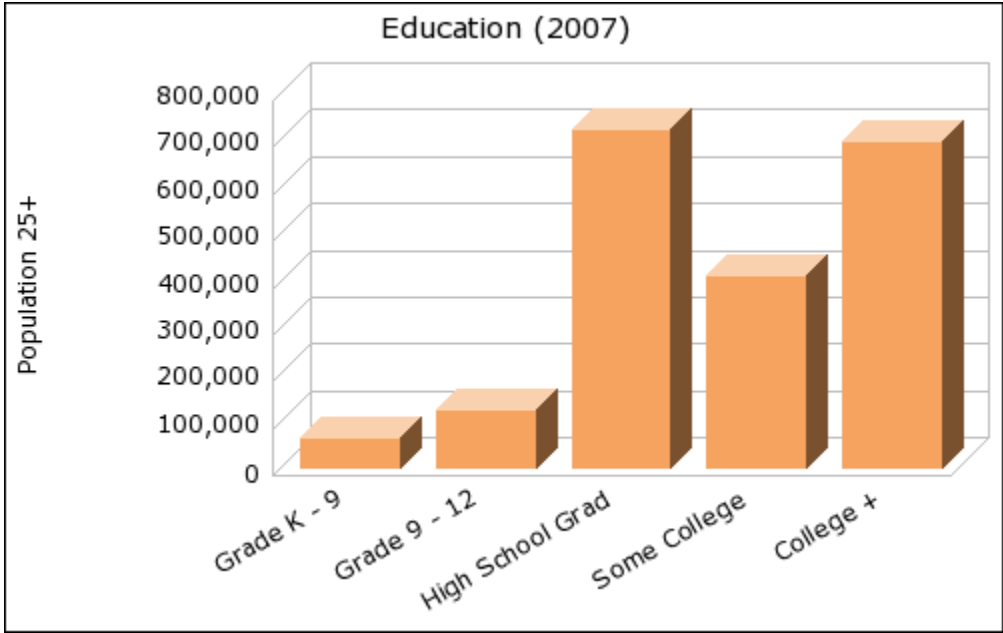
HH Income Categories

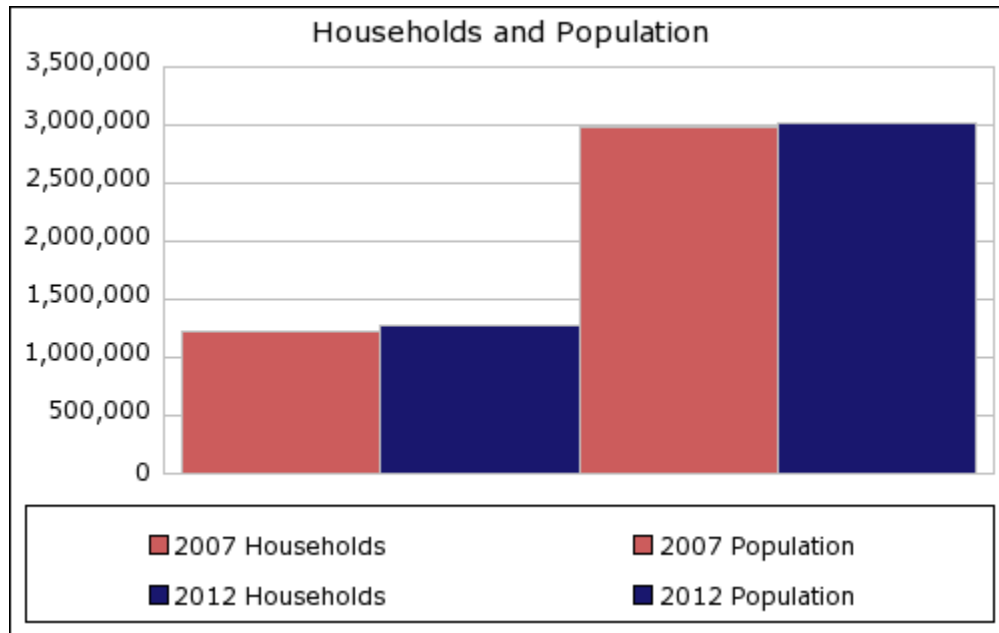
	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
		%		%		%		%	1990 to 2000	2007 to 2012
\$0 - \$15,000	283,754	26.7%	170,988	14.9%	142,467	11.7%	131,005	10.3%	-39.7%	-8.0%
\$15,000 - \$24,999	220,787	20.7%	165,000	14.4%	141,635	11.6%	134,924	10.6%	-25.3%	-4.7%
\$25,000 - \$34,999	194,884	18.3%	168,560	14.7%	148,773	12.2%	127,829	10.1%	-13.5%	-14.1%
\$35,000 - \$49,999	192,033	18.0%	218,015	19.0%	200,989	16.5%	196,094	15.4%	13.5%	-2.4%
\$50,000 - \$74,999	121,447	11.4%	241,835	21.0%	269,784	22.1%	278,486	21.9%	99.1%	3.2%
\$75,000 - \$99,999	28,976	2.7%	101,212	8.8%	152,591	12.5%	169,768	13.4%	249.3%	11.3%
\$100,000 - \$149,999	13,955	1.3%	55,955	4.9%	108,360	8.9%	151,034	11.9%	301.0%	39.4%
\$150,000 +	8,395	0.8%	27,711	2.4%	55,875	4.6%	80,436	6.3%	230.1%	44.0%
Average Hhld Income	\$31,862		\$49,079		\$56,843		\$63,748		54.0%	12.1%
Median Hhld Income	\$26,257		\$39,499		\$48,131		\$53,906		50.4%	12.0%
Per Capita Income	\$12,389		\$19,275		\$24,069		\$27,708		55.6%	15.1%

Demographic Snapshot Summary Report with Charts









Demographic Detail Summary Report

Population Demographics

	1990 Census	2000 Census	2007 Estimate	2012 Projection	Percent Change	
					1990 to 2000	2007 to 2012
Total Population	2,776,758	2,926,324	2,981,484	3,019,360	5.4%	1.3%
Population Density (Pop/Sq Mi)	49.4	52.0	53.0	53.7	5.4%	1.3%
Total Households	1,064,329	1,149,276	1,220,474	1,269,576	8.0%	4.0%
Population by Gender:						
Male	1,344,807	1,435,515	1,470,249	1,494,000	6.7%	1.6%
Female	1,431,951	1,490,809	1,511,235	1,525,360	4.1%	0.9%

Population by Race/Ethnicity

	1990 Census	2000 Census	2007 Estimate	2012 Projection	Percent Change	
					1990 to 2000	2007 to 2012
White	2,683,084	2,748,640	2,781,587	2,802,899	2.4%	0.8%
Black	48,089	61,853	66,383	69,566	28.6%	4.8%
American Indian or Alaska Native	7,348	8,989	6,013	4,508	22.3%	-25.0%
Asian or Pacific Islander	25,473	37,644	45,972	52,112	47.8%	13.4%
Some Other Race	12,749	37,420	43,734	53,655	193.5%	22.7%
Two or More Races		31,778	37,711	36,473		-3.3%
Hispanic Ethnicity	32,643	82,473	119,266	145,011	152.7%	21.6%
Not Hispanic or Latino	2,744,103	2,843,851	2,862,218	2,874,349	3.6%	0.4%

Population by Age

	1990 Census	2000 Census	2007 Estimate	2012 Projection	Percent Change	
					1990 to 2000	2007 to 2012
0 to 4	193,216	188,413	184,281	191,742	-2.5%	4.0%
5 to 14	413,554	413,150	363,148	361,163	-0.1%	-0.5%
15 to 19	199,409	226,420	201,106	184,091	13.5%	-8.5%
20 to 24	196,440	203,663	218,018	201,051	3.7%	-7.8%
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55 to 64	249,693	9.0%	257,412	8.8%	340,997	11.4%	396,954	13.1%	3.1%	16.4%
65 to 74	226,964	8.2%	211,935	7.2%	210,560	7.1%	245,718	8.1%	-6.6%	16.7%
75 to 84	143,904	5.2%	159,160	5.4%	151,602	5.1%	144,916	4.8%	10.6%	-4.4%
85+	55,253	2.0%	65,118	2.2%	77,728	2.6%	70,707	2.3%	17.9%	-9.0%

Median Age:

Total Population	34.0	36.6	38.5	38.9	7.6%	0.9%
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Households by Income

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
									1990 to 2000	2007 to 2012
\$0 - \$15,000	283,754	26.7%	170,988	14.9%	142,467	11.7%	131,005	10.3%	-39.7%	-8.0%
\$15,000 - \$24,999	220,787	20.7%	165,000	14.4%	141,635	11.6%	134,924	10.6%	-25.3%	-4.7%
\$25,000 - \$34,999	194,884	18.3%	168,560	14.7%	148,773	12.2%	127,829	10.1%	-13.5%	-14.1%
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\$150,000 +	8,395	0.8%	27,711	2.4%	55,875	4.6%	80,436	6.3%	230.1%	44.0%
Average Hhld Income	\$31,862		\$49,079		\$56,843		\$63,748		54.0%	12.1%
Median Hhld Income	\$26,257		\$39,499		\$48,131		\$53,906		50.4%	12.0%
Per Capita Income	\$12,389		\$19,275		\$24,069		\$27,708		55.6%	15.1%

Employment and Business

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
									1990 to 2000	2007 to 2012
Age 16 + Population	2,131,884		2,281,002		2,396,049		2,431,462		7.0%	1.5%
In Labor Force	1,407,437	66.0%	1,556,415	68.2%	1,674,810	69.9%	1,700,126	69.9%	10.6%	1.5%
Employed	1,341,263	95.3%	1,489,654	95.7%	1,587,300	94.8%	1,611,251	94.8%	11.1%	1.5%
Unemployed	63,515	4.5%	64,906	4.2%	85,561	5.1%	86,890	5.1%	2.2%	1.6%
In Armed Forces	2,608	0.1%	1,855	0.1%	1,949	0.1%	1,985	0.1%	-28.9%	1.8%
Not In Labor Force	724,447	34.0%	724,587	31.8%	719,290	30.0%	729,351	30.0%	0.0%	1.4%
Number of Employees (Daytime Pop)					1,665,173					
Number of Establishments					131,010					
Emp in Blue Collar Occupations			637,511	42.8%						
Emp in White Collar Occupations			852,143	57.2%						

Housing Units

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
									1990 to 2000	2007 to 2012
Total Housing Units	1,143,675		1,232,511		1,335,298		1,406,186		7.8%	5.3%
Owner Occupied	745,373	65.2%	831,419	67.5%	895,464	67.1%	939,632	66.8%	11.5%	4.9%
Renter Occupied	318,941	27.9%	317,857	25.8%	325,010	24.3%	329,944	23.5%	-0.3%	1.5%
Vacant	79,345	6.9%	83,235	6.8%	114,824	8.6%	136,610	9.7%	4.9%	19.0%

Vehicles Available

Percent Change

	1990 Census		2000 Census		2007 Estimate		2012 Projection		1990 to 2000	2007 to 2012
Average Vehicles Per Hhld	1.80%		1.80%		2.00%		2.10%		-4.3%	7.6%
0 Vehicles Available	75,199	6.6%	73,678	6.4%	59,530	4.9%	51,666	4.1%	-2.0%	-13.2%
1 Vehicle Available	332,049	29.3%	350,904	30.5%	352,873	28.9%	352,324	27.8%	5.7%	-0.2%
2+ Vehicles Available	726,684	64.1%	724,694	63.1%	808,071	66.2%	865,586	68.2%	-0.3%	7.1%

Marital Status

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
	1990 Census		2000 Census		2007 Estimate		2012 Projection		1990 to 2000	2007 to 2012
Age 15+ Population	2,170,053		2,324,761		2,434,189		2,466,433		7.1%	1.3%
Married, Spouse Present	1,292,079	59.5%	1,293,166	55.6%	1,365,983	56.1%	1,389,837	56.4%	0.1%	1.7%
Married, Spouse Absent	23,344	1.1%	73,693	3.2%	75,994	3.1%	76,581	3.1%	215.7%	0.8%
Divorced	159,300	7.3%	210,778	9.1%	219,213	9.0%	221,397	9.0%	32.3%	1.0%
Widowed	181,570	8.4%	167,849	7.2%	171,726	7.1%	171,830	7.0%	-7.6%	0.1%
Never Married	513,704	23.7%	579,275	24.9%	601,245	24.7%	606,798	24.6%	12.8%	0.9%

Educational Attainment

	1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
	1990 Census		2000 Census		2007 Estimate		2012 Projection		1990 to 2000	2007 to 2012
Age 25+ Population	1,774,204		1,894,678		2,015,065		2,081,291		6.8%	3.3%
Grade K - 8	162,863	9.2%	94,988	5.0%	64,367	3.2%	44,984	2.2%	-41.7%	-30.1%
Grade 9 - 12	189,958	10.7%	157,894	8.3%	124,378	6.2%	103,522	5.0%	-16.9%	-16.8%
High School Graduate	683,042	38.5%	683,469	36.1%	721,138	35.8%	733,739	35.3%	0.1%	1.7%
Some College, No Degree	302,310	17.0%	405,531	21.4%	408,973	20.3%	403,198	19.4%	34.1%	-1.4%
Associates Degree	136,715	7.7%	140,589	7.4%	197,979	9.8%	236,476	11.4%	2.8%	19.4%
Bachelor's Degree	207,072	11.7%	278,206	14.7%	344,333	17.1%	386,201	18.6%	34.4%	12.2%
Graduate Degree	92,111	5.2%	123,652	6.5%	153,897	7.6%	173,171	8.3%	34.2%	12.5%
No Schooling Completed			10,349	0.6%						

Current year data is for the year **2007**, 5 year projected data is for the year **2012**. More About Our Data.

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