



Date: 02/12/10

Current Geography Selection: (4 Selected) Counties: Buena Vista County, Clay County, Dickinson County, Emmet County

Current Index Base: Entire US

Demographic Detail Summary Report

Population Demographics

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
Total Population	64,028		65,234		62,358		59,874		1.9%	-4.0%
Population Density (Pop/Sq Mi)	32.7		33.3		31.8		30.6		1.9%	-4.0%
Total Households	25,210		26,311		27,800		28,981		4.4%	4.2%

Population by Gender:

Male	30,812	48.1%	31,966	49.0%	30,939	49.6%	29,802	49.8%	3.7%	-3.7%
Female	33,216	51.9%	33,268	51.0%	31,419	50.4%	30,072	50.2%	0.2%	-4.3%

Population by Race/Ethnicity

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
White	63,221	98.7%	61,983	95.0%	60,145	96.5%	57,500	96.0%	-2.0%	-4.4%
Black	99	0.2%	157	0.2%	434	0.7%	547	0.9%	58.6%	26.0%
American Indian or Alaska Native	81	0.1%	109	0.2%	140	0.2%	128	0.2%	34.6%	-8.6%
Asian or Pacific Islander	535	0.8%	1,099	1.7%	1,058	1.7%	1,044	1.7%	105.4%	-1.3%
Some Other Race	92	0.1%	1,372	2.1%	328	0.5%	446	0.7%	1,391.3%	36.0%
Two or More Races			514	0.8%	253	0.4%	209	0.4%		-17.4%
Hispanic Ethnicity	319	0.5%	3,340	5.1%	5,584	9.0%	6,791	11.3%	947.0%	21.6%
Not Hispanic or Latino	63,709	99.5%	61,894	94.9%	56,774	91.1%	53,083	88.7%	-2.8%	-6.5%

Population by Age

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
0 to 4	4,188	6.5%	3,744	5.7%	3,858	6.2%	3,649	6.1%	-10.6%	-5.4%
5 to 14	9,806	15.3%	8,923	13.7%	7,472	12.0%	7,216	12.1%	-9.0%	-3.4%
15 to 19	4,488	7.0%	5,135	7.9%	4,221	6.8%	3,632	6.1%	14.4%	-14.0%

20 to 24	3,625	5.7%	4,007	6.1%	4,123	6.6%	4,056	6.8%	10.5%	-1.6%
25 to 34	8,876	13.9%	6,837	10.5%	6,789	10.9%	7,343	12.3%	-23.0%	8.2%
35 to 44	8,870	13.9%	9,565	14.7%	6,968	11.2%	6,107	10.2%	7.8%	-12.4%
45 to 54	5,917	9.2%	9,031	13.8%	9,356	15.0%	7,803	13.0%	52.6%	-16.6%
55 to 64	6,502	10.2%	5,903	9.0%	7,948	12.7%	8,706	14.5%	-9.2%	9.5%
65 to 74	6,304	9.8%	5,788	8.9%	5,150	8.3%	5,647	9.4%	-8.2%	9.7%
75 to 84	3,888	6.1%	4,431	6.8%	4,205	6.7%	3,757	6.3%	14.0%	-10.7%
85+	1,564	2.4%	1,870	2.9%	2,269	3.6%	1,959	3.3%	19.6%	-13.7%

Median Age:

Total Population	36.0		39.5		42.1		41.7		9.6%	-0.8%
------------------	------	--	------	--	------	--	------	--	------	-------

Households by Income

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
\$0 - \$15,000	7,007	27.8%	4,148	15.8%	3,201	11.5%	3,050	10.5%	-40.8%	-4.7%
\$15,000 - \$24,999	5,781	22.9%	4,390	16.7%	3,580	12.9%	3,375	11.6%	-24.1%	-5.7%
\$25,000 - \$34,999	5,144	20.4%	4,145	15.8%	3,837	13.8%	3,702	12.8%	-19.4%	-3.5%
\$35,000 - \$49,999	4,194	16.6%	5,447	20.7%	5,102	18.4%	4,912	17.0%	29.9%	-3.7%
\$50,000 - \$74,999	1,984	7.9%	4,971	18.9%	5,978	21.5%	6,614	22.8%	150.6%	10.6%
\$75,000 - \$99,999	551	2.2%	1,682	6.4%	3,043	11.0%	3,444	11.9%	205.3%	13.2%
\$100,000 - \$149,999	366	1.5%	1,007	3.8%	1,955	7.0%	2,512	8.7%	175.1%	28.5%
\$150,000 +	179	0.7%	521	2.0%	1,104	4.0%	1,372	4.7%	191.1%	24.3%
Average Hhld Income	\$0		\$45,075		\$54,583		\$58,875		N/A%	7.9%
Median Hhld Income	\$24,697		\$36,134		\$44,642		\$48,193		46.3%	8.0%
Per Capita Income	\$12,003		\$18,180		\$25,158		\$29,401		51.5%	16.9%

Employment and Business

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
Age 16 + Population	49,145		51,583		50,185		48,280		5.0%	-3.8%
In Labor Force	31,330	63.8%	34,221	66.3%	33,513	66.8%	32,149	66.6%	9.2%	-4.1%
Employed	30,288	96.7%	32,936	96.2%	31,526	94.1%	30,885	96.1%	8.7%	-2.0%
Unemployed	1,017	3.3%	1,264	3.7%	1,970	5.9%	1,248	3.9%	24.3%	-36.7%
In Armed Forces	36	0.1%	21	0.1%	17	0.1%	16	0.1%	-41.7%	-5.9%
Not In Labor Force	17,815	36.3%	17,362	33.7%	16,672	33.2%	16,131	33.4%	-2.5%	-3.2%
Number of Employees (Daytime Pop)					36,636					
Number of Establishments					3,530					
Emp in Blue Collar Occupations			15,704	47.7%						
Emp in White Collar Occupations			17,232	52.3%						

Housing Units

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
Total Housing Units	30,436		32,237		34,652		35,693		5.9%	3.0%
Owner Occupied	17,598	57.8%	19,179	59.5%	20,764	59.9%	22,296	62.5%	9.0%	7.4%
Renter Occupied	7,612	25.0%	7,132	22.1%	7,036	20.3%	6,685	18.7%	-6.3%	-5.0%
Vacant	5,226	17.2%	5,926	18.4%	6,852	19.8%	6,712	18.8%	13.4%	-2.0%

Vehicles Available

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
Average Vehicles Per Hhld	1.80		1.50		2.00		2.10		-16.2%	5.3%
0 Vehicles Available	1,424	5.3%	1,589	6.0%	1,433	5.2%	1,428	4.9%	11.6%	-0.3%
1 Vehicle Available	8,170	30.4%	8,181	31.1%	8,406	30.2%	8,621	29.8%	0.1%	2.6%
2+ Vehicles Available	17,291	64.3%	16,541	62.9%	17,961	64.6%	18,932	65.3%	-4.3%	5.4%

Marital Status

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
Age 15+ Population	50,034		52,567		51,029		49,009		5.1%	-4.0%
Married, Spouse Present	31,512	63.0%	30,176	57.4%	29,346	57.5%	28,159	57.5%	-4.2%	-4.0%
Married, Spouse Absent	435	0.9%	1,546	2.9%	1,498	2.9%	1,441	2.9%	255.4%	-3.8%
Divorced	3,088	6.2%	4,261	8.1%	4,165	8.2%	4,000	8.2%	38.0%	-4.0%
Widowed	4,888	9.8%	4,387	8.4%	4,210	8.3%	4,027	8.2%	-10.3%	-4.3%
Never Married	10,111	20.2%	12,197	23.2%	11,810	23.1%	11,382	23.2%	20.6%	-3.6%

Educational Attainment

	1990		2000		2009		2014		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2009 to 2014
Age 25+ Population	41,921		43,425		42,685		41,322		3.6%	-3.2%
Grade K - 8	3,233	7.7%	2,228	5.1%	1,973	4.6%	1,657	4.0%	-31.1%	-16.0%
Grade 9 - 12	4,046	9.7%	3,656	8.4%	3,025	7.1%	2,713	6.6%	-9.6%	-10.3%
High School Graduate	16,776	40.0%	15,663	36.1%	15,538	36.4%	15,025	36.4%	-6.6%	-3.3%
Some College, No Degree	7,447	17.8%	10,313	23.8%	10,113	23.7%	10,042	24.3%	38.5%	-0.7%
Associates Degree	4,179	10.0%	3,368	7.8%	3,998	9.4%	4,164	10.1%	-19.4%	4.2%
Bachelor's Degree	4,802	11.5%	5,920	13.6%	6,240	14.6%	6,158	14.9%	23.3%	-1.3%
Graduate Degree	1,430	3.4%	1,818	4.2%	1,798	4.2%	1,563	3.8%	27.1%	-13.1%

No Schooling
Completed

459 1.1%

Current year data is for the year **2009**, 5 year projected data is for the year **2014**. More About Our Data.

Demographic data © 2009 by Experian/Applied Geographic Solutions.

Traffic Count data © 2009 by DataMetrix. All rights reserved.

Business List data © 2009 by D&B®. All rights reserved. All D&B information is powered by DUNSRight™, D&B's Quality Process.

© **2009. DDR is brought to you by SRC, LLC.**

SRC, DemographicsNow.com and the SRC and DemographicsNow.com logos are trademarks of SRC, LLC. All rights reserved.

[Privacy Statement](#) | [License Agreement](#)