



Demographic and Income Profile

Russell Lamson Building
 209 W 5th St, Waterloo, Iowa, 50701
 Ring: 1 mile radius

Latitude: 42.49425
 Longitude: -92.33879

Summary	Census 2010	2014	2019
Population	12,011	12,376	12,800
Households	4,698	4,889	5,087
Families	2,527	2,585	2,657
Average Household Size	2.45	2.43	2.42
Owner Occupied Housing Units	1,986	1,949	1,990
Renter Occupied Housing Units	2,712	2,940	3,097
Median Age	30.5	31.2	32.1
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	0.68%	0.56%	0.73%
Households	0.80%	0.60%	0.75%
Families	0.55%	0.44%	0.66%
Owner HHs	0.42%	0.59%	0.69%
Median Household Income	2.05%	3.17%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	1,655	33.9%	1,720	33.8%
\$15,000 - \$24,999	698	14.3%	557	10.9%
\$25,000 - \$34,999	632	12.9%	583	11.5%
\$35,000 - \$49,999	675	13.8%	738	14.5%
\$50,000 - \$74,999	675	13.8%	694	13.6%
\$75,000 - \$99,999	326	6.7%	456	9.0%
\$100,000 - \$149,999	181	3.7%	276	5.4%
\$150,000 - \$199,999	18	0.4%	36	0.7%
\$200,000+	28	0.6%	28	0.6%
Median Household Income	\$26,096		\$28,886	
Average Household Income	\$35,845		\$40,040	
Per Capita Income	\$14,722		\$16,591	

Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,138	9.5%	1,127	9.1%	1,168	9.1%
5 - 9	947	7.9%	987	8.0%	977	7.6%
10 - 14	810	6.7%	864	7.0%	899	7.0%
15 - 19	891	7.4%	836	6.8%	880	6.9%
20 - 24	1,100	9.2%	1,076	8.7%	987	7.7%
25 - 34	1,949	16.2%	2,032	16.4%	2,070	16.2%
35 - 44	1,477	12.3%	1,546	12.5%	1,626	12.7%
45 - 54	1,587	13.2%	1,534	12.4%	1,478	11.5%
55 - 64	1,100	9.2%	1,258	10.2%	1,352	10.6%
65 - 74	486	4.0%	600	4.8%	781	6.1%
75 - 84	357	3.0%	329	2.7%	375	2.9%
85+	167	1.4%	189	1.5%	205	1.6%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,743	64.5%	7,941	64.2%	8,093	63.2%
Black Alone	2,880	24.0%	2,824	22.8%	2,784	21.8%
American Indian Alone	61	0.5%	77	0.6%	86	0.7%
Asian Alone	78	0.6%	115	0.9%	166	1.3%
Pacific Islander Alone	84	0.7%	89	0.7%	96	0.8%
Some Other Race Alone	628	5.2%	744	6.0%	915	7.1%
Two or More Races	536	4.5%	587	4.7%	659	5.1%
Hispanic Origin (Any Race)	1,375	11.4%	1,649	13.3%	2,054	16.0%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

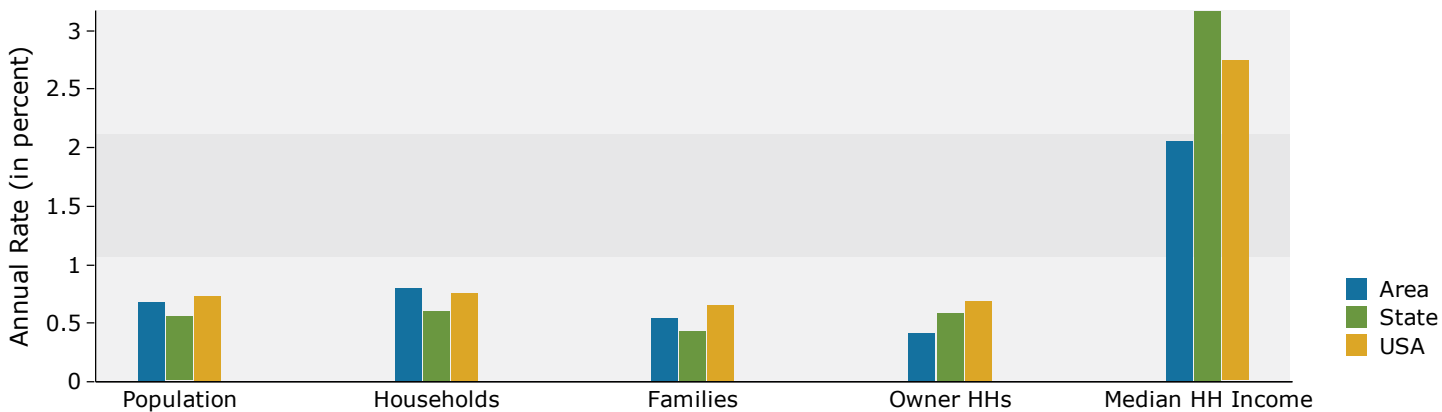


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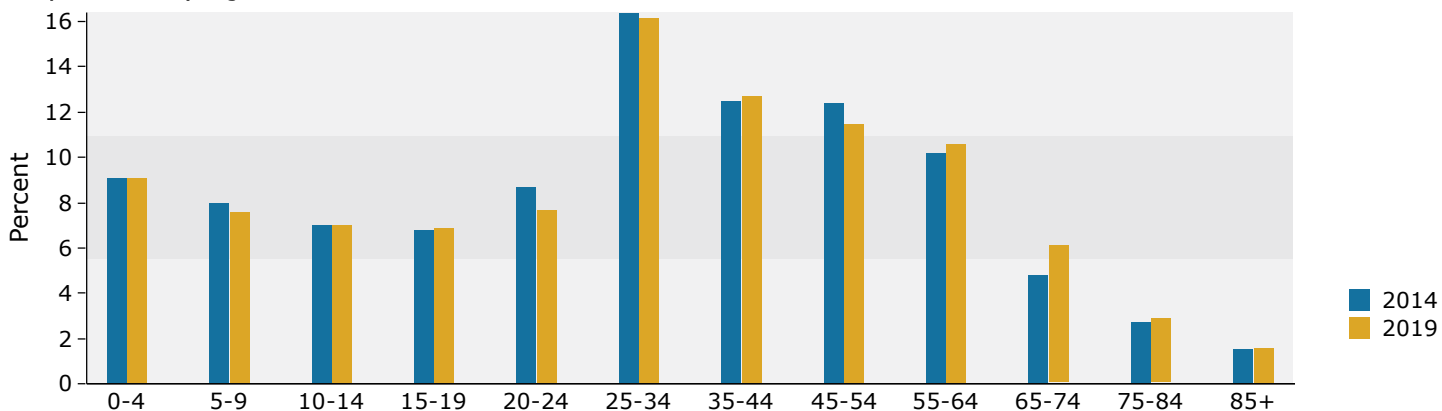
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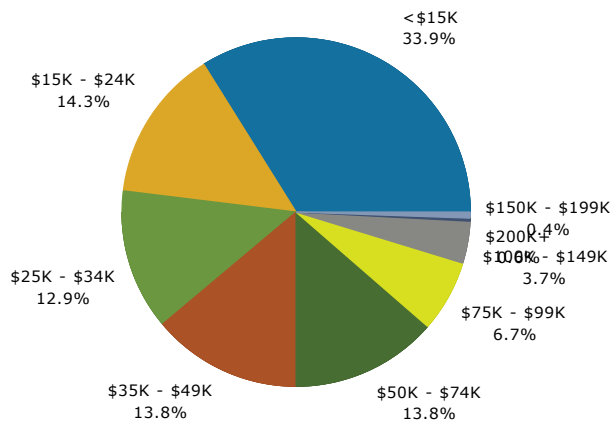
Trends 2014-2019



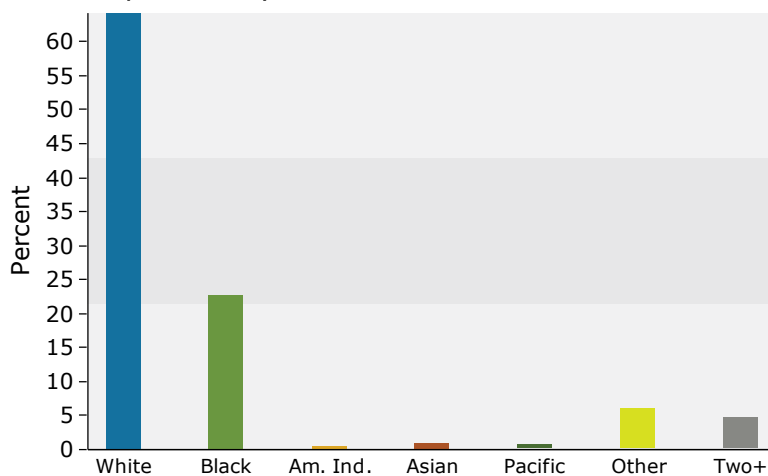
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 13.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



Demographic and Income Profile

Russell Lamson Building
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 Ring: 3 mile radius

Latitude: 42.49425
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Summary	Census 2010	2014	2019
Population	58,530	59,358	60,496
Households	24,391	24,922	25,511
Families	14,567	14,684	14,885
Average Household Size	2.36	2.34	2.33
Owner Occupied Housing Units	15,434	15,269	15,539
Renter Occupied Housing Units	8,957	9,652	9,973
Median Age	35.3	35.8	36.9
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	0.38%	0.56%	0.73%
Households	0.47%	0.60%	0.75%
Families	0.27%	0.44%	0.66%
Owner HHs	0.35%	0.59%	0.69%
Median Household Income	2.69%	3.17%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	4,893	19.6%	4,971	19.5%
\$15,000 - \$24,999	3,289	13.2%	2,606	10.2%
\$25,000 - \$34,999	3,502	14.1%	2,927	11.5%
\$35,000 - \$49,999	3,661	14.7%	3,788	14.8%
\$50,000 - \$74,999	4,740	19.0%	4,600	18.0%
\$75,000 - \$99,999	2,409	9.7%	3,136	12.3%
\$100,000 - \$149,999	1,827	7.3%	2,500	9.8%
\$150,000 - \$199,999	272	1.1%	552	2.2%
\$200,000+	329	1.3%	432	1.7%
Median Household Income	\$37,412		\$42,721	
Average Household Income	\$48,653		\$56,027	
Per Capita Income	\$20,574		\$23,805	

Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,514	7.7%	4,419	7.4%	4,522	7.5%
5 - 9	3,871	6.6%	4,130	7.0%	4,090	6.8%
10 - 14	3,636	6.2%	3,661	6.2%	3,901	6.4%
15 - 19	3,674	6.3%	3,487	5.9%	3,526	5.8%
20 - 24	4,444	7.6%	4,164	7.0%	3,794	6.3%
25 - 34	8,898	15.2%	9,199	15.5%	8,846	14.6%
35 - 44	6,867	11.7%	7,135	12.0%	7,732	12.8%
45 - 54	7,735	13.2%	7,206	12.1%	6,785	11.2%
55 - 64	6,914	11.8%	7,293	12.3%	7,148	11.8%
65 - 74	3,830	6.5%	4,475	7.5%	5,536	9.2%
75 - 84	2,765	4.7%	2,668	4.5%	3,012	5.0%
85+	1,382	2.4%	1,519	2.6%	1,602	2.6%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	43,893	75.0%	44,212	74.5%	44,386	73.4%
Black Alone	10,107	17.3%	9,874	16.6%	9,761	16.1%
American Indian Alone	184	0.3%	214	0.4%	240	0.4%
Asian Alone	599	1.0%	852	1.4%	1,202	2.0%
Pacific Islander Alone	190	0.3%	202	0.3%	217	0.4%
Some Other Race Alone	1,689	2.9%	1,974	3.3%	2,407	4.0%
Two or More Races	1,868	3.2%	2,031	3.4%	2,284	3.8%
Hispanic Origin (Any Race)	3,597	6.1%	4,252	7.2%	5,271	8.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

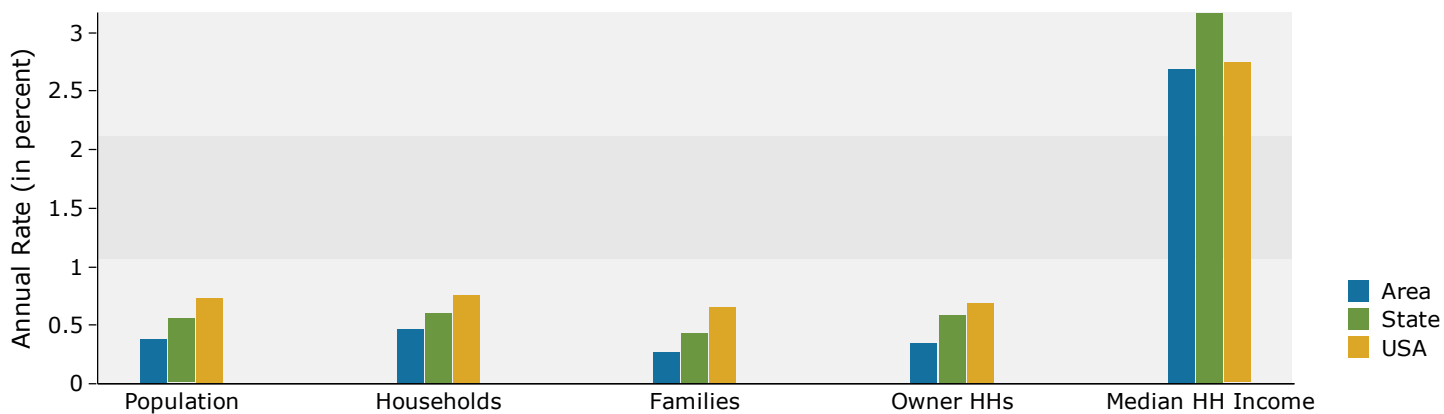


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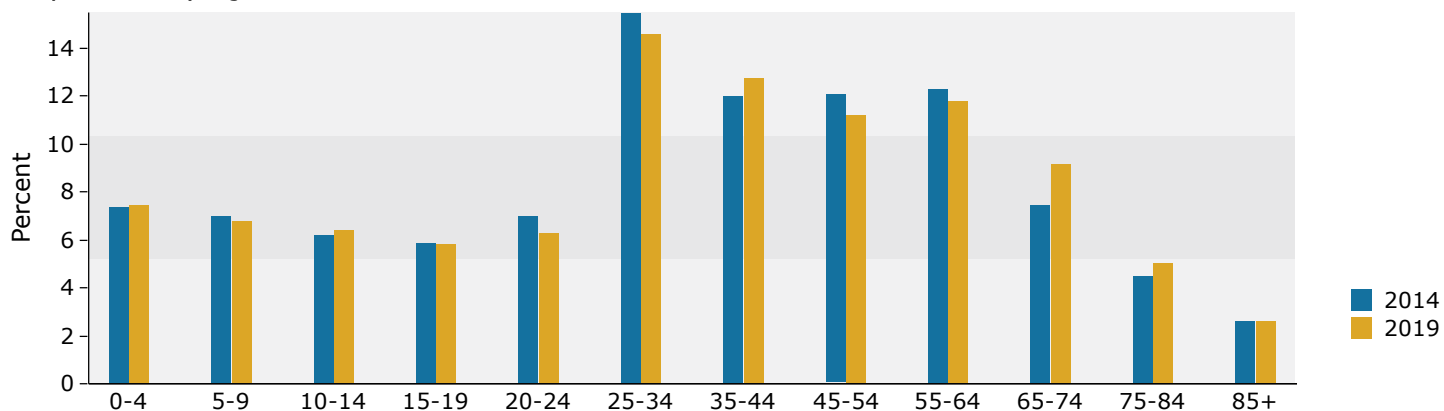
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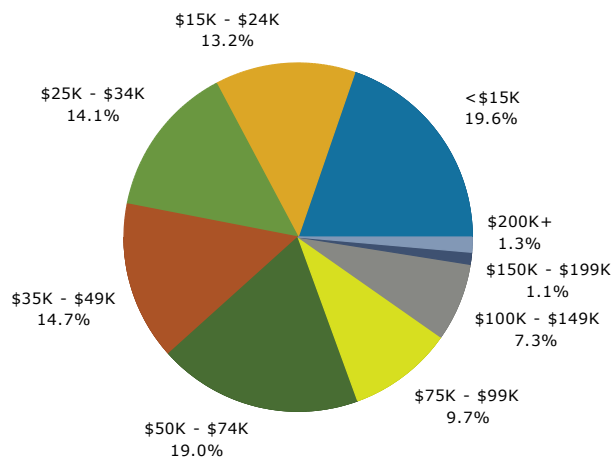
Trends 2014-2019



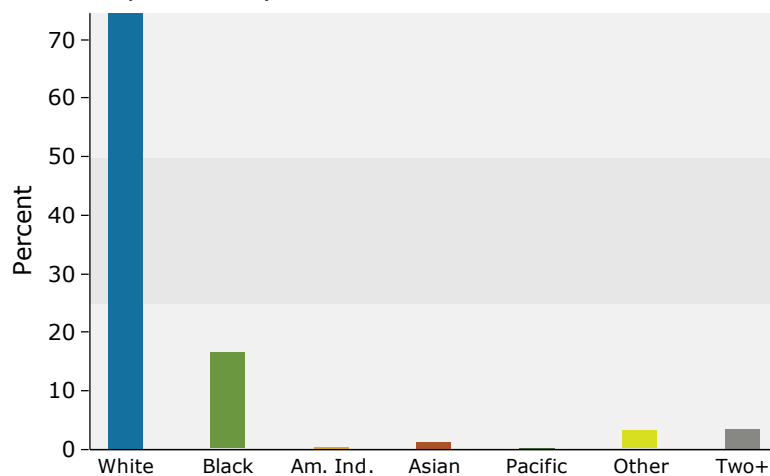
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 7.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



Demographic and Income Profile

Russell Lamson Building
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Summary	Census 2010	2014	2019
Population	81,312	82,448	84,095
Households	34,321	35,085	35,950
Families	20,881	21,069	21,386
Average Household Size	2.33	2.31	2.30
Owner Occupied Housing Units	22,808	22,677	23,136
Renter Occupied Housing Units	11,513	12,408	12,814
Median Age	36.4	37.0	37.9
Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	0.40%	0.56%	0.73%
Households	0.49%	0.60%	0.75%
Families	0.30%	0.44%	0.66%
Owner HHs	0.40%	0.59%	0.69%
Median Household Income	3.22%	3.17%	2.74%

Households by Income	2014		2019	
	Number	Percent	Number	Percent
<\$15,000	6,052	17.2%	6,053	16.8%
\$15,000 - \$24,999	4,350	12.4%	3,378	9.4%
\$25,000 - \$34,999	4,728	13.5%	3,928	10.9%
\$35,000 - \$49,999	4,870	13.9%	5,040	14.0%
\$50,000 - \$74,999	6,784	19.3%	6,390	17.8%
\$75,000 - \$99,999	3,900	11.1%	4,934	13.7%
\$100,000 - \$149,999	3,345	9.5%	4,512	12.6%
\$150,000 - \$199,999	472	1.3%	944	2.6%
\$200,000+	583	1.7%	770	2.1%
Median Household Income	\$41,247		\$48,340	
Average Household Income	\$53,470		\$61,808	
Per Capita Income	\$22,742		\$26,413	

Population by Age	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,915	7.3%	5,793	7.0%	5,953	7.1%
5 - 9	5,196	6.4%	5,484	6.7%	5,441	6.5%
10 - 14	4,901	6.0%	4,945	6.0%	5,231	6.2%
15 - 19	5,105	6.3%	4,666	5.7%	4,720	5.6%
20 - 24	6,224	7.7%	5,712	6.9%	4,998	5.9%
25 - 34	11,992	14.7%	12,660	15.4%	12,406	14.8%
35 - 44	9,280	11.4%	9,721	11.8%	10,510	12.5%
45 - 54	10,791	13.3%	9,900	12.0%	9,358	11.1%
55 - 64	10,225	12.6%	10,740	13.0%	10,394	12.4%
65 - 74	5,788	7.1%	6,840	8.3%	8,439	10.0%
75 - 84	4,006	4.9%	3,910	4.7%	4,459	5.3%
85+	1,887	2.3%	2,078	2.5%	2,183	2.6%

Race and Ethnicity	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
White Alone	65,050	80.0%	65,527	79.5%	65,929	78.4%
Black Alone	10,828	13.3%	10,559	12.8%	10,435	12.4%
American Indian Alone	226	0.3%	260	0.3%	292	0.3%
Asian Alone	911	1.1%	1,299	1.6%	1,848	2.2%
Pacific Islander Alone	199	0.2%	211	0.3%	226	0.3%
Some Other Race Alone	1,819	2.2%	2,121	2.6%	2,585	3.1%
Two or More Races	2,279	2.8%	2,471	3.0%	2,780	3.3%
Hispanic Origin (Any Race)	4,025	5.0%	4,748	5.8%	5,895	7.0%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

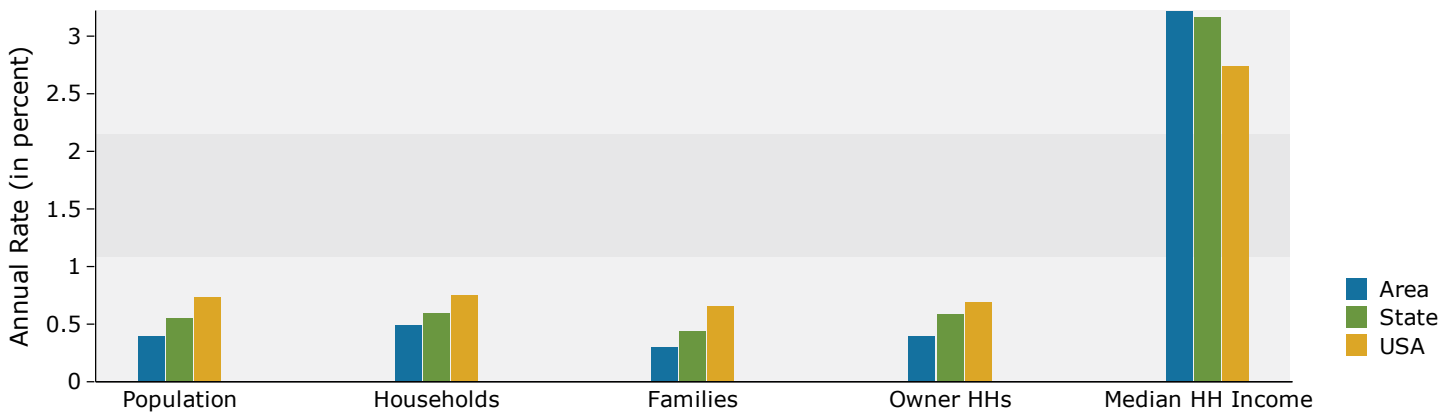


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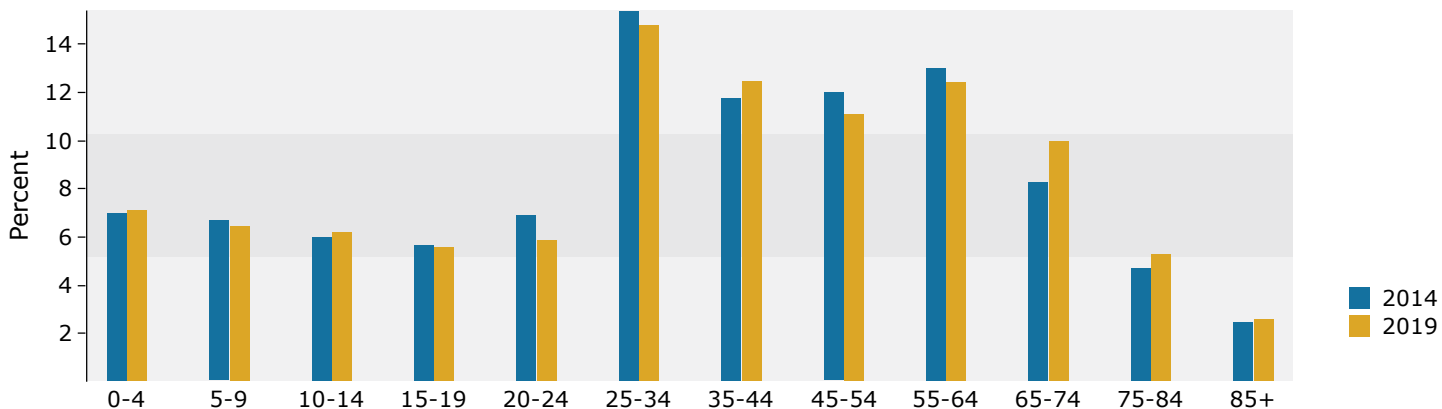
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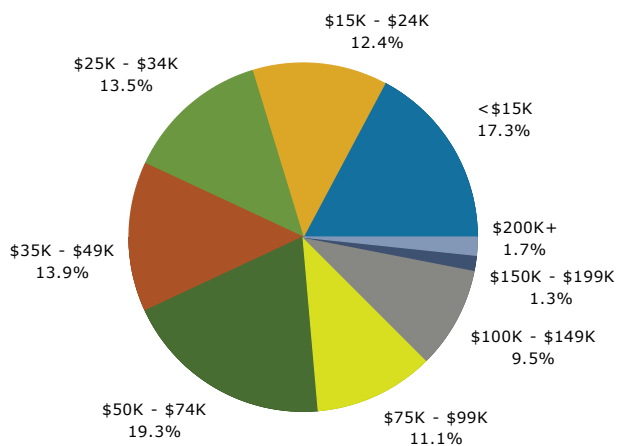
Trends 2014-2019



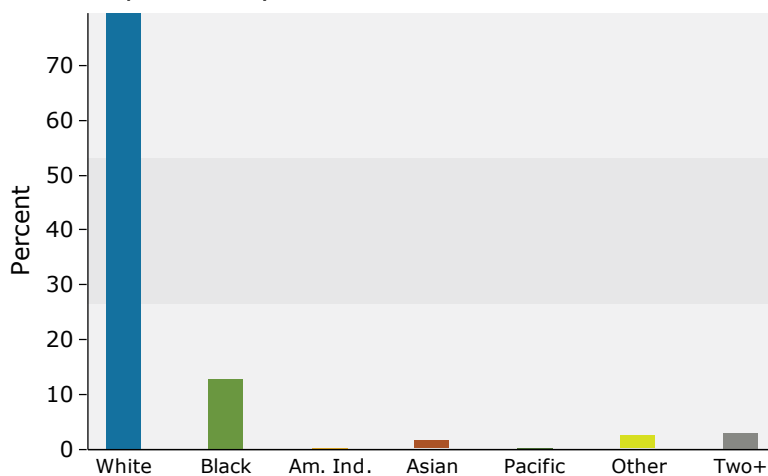
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 5.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.