

Property Profile  
**CROSSROADS CENTER, Waterloo, IA 50702**  
 15 Mile Radius (Block Group)



	0 - 5 Miles	0 - 15 Miles	State	US
<b>Predominant Consumer Lifestyles</b>	7.4% Sunset City Blues 6.8% Middleburg Managers 5.3% Mobility Blues 4.5% American Classics 4.2% Hometown Retired 3.8% Park Bench Seniors	5.4% Sunset City Blues 5.7% Middleburg Managers 3.6% Boomtown Singles 3.3% Mobility Blues 3.3% White Picket Fences 2.9% American Classics	5.9% Simple Pleasures 5.3% Traditional Times 4.5% Mayberry-ville 3.9% Heartlanders 3.2% Golden Ponds 3.6% Young & Rustic	1.7% Sunset City Blues 1.9% Middleburg Managers 1.3% Boomtown Singles 1.2% Mobility Blues 1.3% White Picket Fences 1.0% American Classics
<b>Current Year Population</b>	66,290	131,822	2,968,607	298,021,266
<b>5 Year Projected Population</b>	64,900	130,837	3,009,612	312,383,955
<b>Pop Growth Rate</b>	-2.1%	-0.7%	1.4%	4.8%
<b>Current Year Households</b>	27,454	52,024	1,177,646	112,267,302
<b>5 Year Projected HH</b>	27,045	51,994	1,199,692	117,920,981
<b>HH Growth Rate</b>	-1.5%	-0.1%	1.9%	5.0%
<b>Business Population</b>	43,443	88,109	1,837,845	163,413,176
<b>Average HH Size</b>	2.4	2.5	2.5	2.7
<b>Homeowners</b>	62.8%	65.7%	67.0%	60.6%
<b>POPULATION</b>				
<b>Median Age</b>	37.3 years	37.0 years	38.6 years	36.9 years
<b>Age: &lt; 5 Years</b>	6.8%	5.9%	6.1%	6.7%
<b>Age: 5 to 14 Years</b>	13.6%	12.3%	12.7%	13.7%
<b>Age: 15 to 17 Years</b>	3.7%	3.8%	4.2%	4.3%
<b>Age: 18 to 24 Years</b>	9.3%	14.1%	10.9%	10.0%
<b>Age: 25 to 34 Years</b>	14.3%	13.3%	12.1%	13.3%
<b>Age: 35 to 44 Years</b>	12.8%	11.9%	13.6%	14.6%
<b>Age: 45 to 54 Years</b>	13.8%	13.9%	14.8%	14.4%
<b>Age: 55 to 64 Years</b>	10.4%	10.7%	10.8%	10.4%
<b>Age: 65+ Years</b>	15.2%	14.2%	14.8%	12.6%
<b>EMPLOYMENT &amp; EDUCATION</b>				
<b>Blue Collar</b>	30.1%	25.9%	26.5%	23.9%
<b>White Collar</b>	54.3%	57.4%	55.0%	60.0%
<b>Service &amp; Farm</b>	15.6%	16.7%	18.5%	16.0%
<b>4+ Years College</b>	16.4%	20.9%	20.2%	22.6%
<b>&lt;4 Years College</b>	83.6%	79.1%	79.8%	77.4%
<b>INCOME</b>				
<b>Average HH Income</b>	\$51,511	\$56,744	\$57,830	\$65,849
<b>Median HH Income</b>	\$41,502	\$46,356	\$47,545	\$52,838
<b>Per Capita Income</b>	\$21,559	\$22,697	\$23,316	\$25,129
<b>HH Income &lt; \$35,000</b>	44.5%	39.4%	36.8%	35.6%
<b>HH Income &lt; \$50,000</b>	62.5%	56.4%	54.6%	51.3%
<b>HH Income &gt; \$50,000</b>	37.5%	43.6%	45.4%	48.7%
<b>HH Income &gt; \$75,000</b>	18.2%	23.2%	23.6%	29.2%
<b>HH Income &gt; \$100,000</b>	9.0%	12.1%	12.1%	17.5%
<b>HH Income &gt; \$150,000</b>	2.9%	3.7%	3.6%	6.4%
<b>RACE &amp; ETHNICITY</b>				
<b>White</b>	81.7%	88.2%	92.9%	73.3%
<b>Black or African American</b>	12.8%	7.6%	2.3%	12.4%
<b>Asian Pac. Isl.</b>	1.0%	1.1%	1.5%	4.3%
<b>Hispanic or Latino</b>	3.6%	2.4%	3.7%	14.5%



**Consumer Lifestyle Profile (0 - 5 Miles)**

Cluster Name	Sunset CityBlues	Middleburg Managers	MobilityBlues
<b>Income Class</b>	Lower Middle	Midscale	Downscale
<b>% of Total Households</b>	7.4 %	6.8 %	5.3 %
<b>Predominant Characteristics</b>	Empty nests in aging industrial cities Ending their careers in blue-collar occupations, ready to retire Have a lower cost of living Tend to own their homes but have modest educations and incomes.	Mid-level white-collar couples Above average incomes Half post-child, half pre-child Comfortable retirements and older homes	Young singles and single parents Racially mixed and under 25 years old Modest lifestyles due to their lower-income blue-collar jobs Working-class neighborhoods in America's satellite cities
<b>Ethnic Diversity</b>	White	White	White, African-American, Asian, Hispanic
<b>Family Type</b>	Singles / Couples	Singles / Couples	Singles / Couples
<b>Key Housing Type</b>	Owners Single Unit	Owners Single Unit	Renters Multi-Unit 2-9 and 10+
<b>Predominant Ages</b>	65+	45 to 64	Under 55
<b>Education</b>	Some College	College	High School
<b>Employment</b>	Blue-Collar, White-Collar, Service	Professional / White-Collar	Blue-Collar, White-Collar, Service
<b>Median Income</b>	Lower Middle / \$37,851	Midscale / \$34,365	Downscale / \$26,943
<b>Lifestyle Traits</b>	Collect coins Eat at Olive Garden Read Mature market mags Watch Wheel of Fortune Drive a Nissan Sentra	Play musical instruments Go bird watching Read Mature market mags Watch U.S. Senior Open (golf) Drive a Toyota Solara	Go to billiards clubs Buy hard rock music Watch Cops in syndication Watch WWF Drive a Chevy Cavalier

Cluster Name	American Classics	Hometown Retired	Park Bench Seniors
<b>Income Class</b>	Lower Middle	Downscale	Poor
<b>% of Total Households</b>	4.5 %	4.2 %	3.8 %
<b>Predominant Characteristics</b>	Older, lower-middle class and retirees Predominantly white singles and couples Comfortable lifestyle High percentage of home owners	Low-income, older singles and couples Get by on social security and modest pensions Ranks third in singles Half of their homes were built before 1958	Retired singles Low-key, sedentary lifestyles Modest educations and incomes Racially mixed neighborhoods in satellite cities
<b>Ethnic Diversity</b>	White	White, African-American, Hispanic	White
<b>Family Type</b>	Singles / Couples	Singles / Couples	Singles / Couples
<b>Key Housing Type</b>	Owners Single Unit	Renters Multi-Unit 2-9 and 10+, Mobile Homes	Owners Single Unit, Mobile Homes
<b>Predominant Ages</b>	65+	65+	55+
<b>Education</b>	High School	High School	High School
<b>Employment</b>	Blue-Collar, White-Collar, Service	Blue-Collar, White-Collar, Service	Blue-Collar, White-Collar, Service
<b>Median Income</b>	Lower Middle / \$28,460	Downscale / \$27,581	Poor / \$29,346
<b>Lifestyle Traits</b>	Do woodworking Belong to a fraternal order Listen to adults standards radio Watch Game Show Network Drive a Toyota Camry	Buy cookbooks Belong to a fraternal order Use Yellow Pages Watch CBS Evening News Sun Drive a Chevrolet S10 Pickup	Playing bingo Belong to a veterans club Read Soap Opera Digest Watch The Young & Restless Drive a Kia Rio



**Consumer Lifestyle Profile (0 - 15 Miles)**

Cluster Name	Sunset CityBlues	Middleburg Managers	Boomtown Singles
<b>Income Class</b>	Lower Middle	Midscale	Lower Middle
<b>% of Total Households</b>	5.4 %	5.7 %	3.6 %
<b>Predominant Characteristics</b>	Empty nests in aging industrial cities Ending their careers in blue-collar occupations, ready to retire Have a lower cost of living Tend to own their homes but have modest educations and incomes.	Mid-level white-collar couples Above average incomes Half post-child, half pre-child Comfortable retirements and older homes	Middle income young singles Young professionals and techies Live in fast growing smaller cities Live in multi-unit rentals
<b>Ethnic Diversity</b>	White	White	White, African-American, Asian
<b>Family Type</b>	Singles / Couples	Singles / Couples	Singles / Couples
<b>Key Housing Type</b>	Owners Single Unit	Owners Single Unit	Renters Multi-Unit 2-9 and 10+
<b>Predominant Ages</b>	65+	45 to 64	45 & Under
<b>Education</b>	Some College	College	Some College
<b>Employment</b>	Blue-Collar, White-Collar, Service	Professional / White-Collar	White-Collar, Service
<b>Median Income</b>	Lower Middle / \$37,851	Midscale / \$34,365	Lower Middle / \$42,732
<b>Lifestyle Traits</b>	Collect coins Eat at Olive Garden Read Mature market mags Watch Wheel of Fortune Drive a Nissan Sentra	Play musical instruments Go bird watching Read Mature market mags Watch U.S. Senior Open (golf) Drive a Toyota Solara	Buy alternative music Play soccer Read Muscle & Fitness Watch MTV Drive a Subaru Legacy
Cluster Name	MobilityBlues	White Picket Fences	American Classics
<b>Income Class</b>	Downscale	Midscale	Lower Middle
<b>% of Total Households</b>	3.3 %	3.3 %	2.9 %
<b>Predominant Characteristics</b>	Young singles and single parents Racially mixed and under 25 years old Modest lifestyles due to their lower-income blue-collar jobs Working-class neighborhoods in America's satellite cities	Midscale families in midsize towns Just above the U.S. median household income Enjoy fast food, sports, outdoors and watching TV Live in family neighborhoods with many married couples	Older, lower-middle class and retirees Predominantly white singles and couples Comfortable lifestyle High percentage of home owners
<b>Ethnic Diversity</b>	White, African-American, Asian, Hispanic	White, African-American, Asian, Hispanic	White
<b>Family Type</b>	Singles / Couples	Couples / Families	Singles / Couples
<b>Key Housing Type</b>	Renters Multi-Unit 2-9 and 10+	Owners Single Unit	Owners Single Unit
<b>Predominant Ages</b>	Under 55	25 to 44	65+
<b>Education</b>	High School	Some College	High School
<b>Employment</b>	Blue-Collar, White-Collar, Service	Blue-Collar, White-Collar, Service	Blue-Collar, White-Collar, Service
<b>Median Income</b>	Downscale / \$26,943	Midscale / \$49,545	Lower Middle / \$28,460
<b>Lifestyle Traits</b>	Go to billiards clubs Buy hard rock music Watch Cops in syndication Watch WWF Drive a Chevy Cavalier	Eat at fast food picked by kids Do home remodeling projects Read Baby magazines Watch ESPN Classic Drive a Ford Excursion	Do woodworking Belong to a fraternal order Listen to adults standards radio Watch Game Show Network Drive a Toyota Camry



**Consumer Lifestyle Profile ( State )**

Cluster Name	Simple Pleasures	Traditional Times	Mayberry-ville
<b>Income Class</b>	Middle	Midscale	Midscale
<b>% of Total Households</b>	5.9 %	5.3 %	4.5 %
<b>Predominant Characteristics</b>	Lower -middle-class singles and couples No segment has more members of veterans clubs High school -educated seniors who held blue-collar jobs Modestly priced homes	Older small-town couples nearing retirement Enjoying their first empty-nest years Middle-class Big travelers, mostly in recreational vehicles and campers	Middle-class couples and families An old-fashioned way of life Lucrative blue-collar jobs and moderately priced housing Likely to purchase boats, campers, motorcycles or pickup trucks.
<b>Ethnic Diversity</b>	White	White	White
<b>Family Type</b>	Singles / Couples	Singles / Couples	Singles / Couples
<b>Key Housing Type</b>	Owners Single Unit	Owners Single Unit	Owners Single Unit
<b>Predominant Ages</b>	65+	55+	35 to 54
<b>Education</b>	High School	Some College	High School
<b>Employment</b>	Blue-Collar, White-Collar, Farming, Service	Blue-Collar, White-Collar, Farming	Blue-Collar, White-Collar, Farming
<b>Median Income</b>	Lower Middle / \$48,115	Midscale / \$47,717	Midscale / \$71,266
<b>Lifestyle Traits</b>	Belong to a veterans club Stay at Days Inn Watch Good Morning America Watch CBS Face the Nation Drive an Isuzu Rodeo	Domestic travel by motor home Eat at Bob Evans Read Country Home Watch Hallmark Hall of Fame Drive a Buick Rendezvous	Eat at Cracker Barrel Own a satellite dish Read Field & Stream Watch NASCAR Winston Cup Drive a Ford F250 pickup

Cluster Name	Heartlanders	Golden Ponds	Young & Rustic
<b>Income Class</b>	Lower Middle	Downscale	Downscale
<b>% of Total Households</b>	3.9 %	3.2 %	3.6 %
<b>Predominant Characteristics</b>	Middle-aged couples in small middle-class towns Small families and empty-nesting couples Hunting and fishing remain prime leisure activities Working -class jobs living in sturdy, unpretentious homes	Retirement town seniors Live in scenic rustic towns Focused on sedentary activities Live in small apartments on under \$25,000 a year one in five resides in a nursing home	Young, restless singles Lower income, high school-educated Service industry jobs and modest incomes Living in tiny apartments in the nation's exurban towns
<b>Ethnic Diversity</b>	White	White	White
<b>Family Type</b>	Singles / Couples	Singles / Couples	Singles / Couples
<b>Key Housing Type</b>	Owners Single Unit	Owners Single Unit, Renters 2-9 Units, Mobile Homes	Owners Single Unit, Mobile Homes
<b>Predominant Ages</b>	45 to 64	65+	Under 55
<b>Education</b>	High School	High School	High School
<b>Employment</b>	Blue-Collar, White-Collar, Farming	Blue-Collar, White-Collar, Farming, Service	White-Collar, Service, Blue-Collar
<b>Median Income</b>	Lower Middle / \$43,087	Downscale / \$31,029	Downscale / \$42,881
<b>Lifestyle Traits</b>	Do own car maintenance Own an outboard motor Read Country Living Watch NASCAR Winston Cup Drive a Dodge Dakota	Belong to a veterans club Buy greeting cards Use Yellow Pages Watch The Price is Right Drive a Kia Spectra	Play basketball Eat convenience store meals Read Motorcycle magazines Watch Days of Our Lives Drive a Ford Escort