



Keokuk, IA

Latitude: 40.41908

Longitude: -91.407819

3360 Main St
Keokuk, IA 52632
Radius: 3.0 miles

3360 Main St
Keokuk, IA 52632
Radius: 5.0 miles

3360 Main St
Keokuk, IA 52632
Radius: 10.0 miles



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2000 Total Population	12,849	18,687	24,417
2000 Group Quarters	215	357	570
2006 Total Population	12,322	18,016	23,501
2011 Total Population	11,952	17,541	22,906
2006 - 2011 Annual Rate	-0.61%	-0.53%	-0.51%



2000 Households	5,312	7,631	9,846
2000 Average Household Size	2.38	2.4	2.42
2006 Households	5,172	7,453	9,624
2006 Average Household Size	2.34	2.37	2.39
2011 Households	5,049	7,297	9,433
2011 Average Household Size	2.32	2.35	2.37
2006 - 2011 Annual Rate	-0.48%	-0.42%	-0.4%
2000 Families	3,435	5,052	6,653
2000 Average Family Size	2.97	2.96	2.96
2006 Families	3,293	4,851	6,393
2006 Average Family Size	2.92	2.93	2.93
2011 Families	3,165	4,671	6,163
2011 Average Family Size	2.9	2.92	2.92
2006 - 2011 Annual Rate	-0.79%	-0.75%	-0.73%



2000 Housing Units	5,915	8,453	10,929
Owner Occupied Housing Units	64.0%	67.7%	69.3%
Renter Occupied Housing Units	25.9%	22.8%	21.1%
Vacant Housing Units	10.1%	9.6%	9.6%
2006 Housing Units	5,820	8,336	10,790
Owner Occupied Housing Units	64.7%	68.3%	69.7%
Renter Occupied Housing Units	24.2%	21.1%	19.5%
Vacant Housing Units	11.1%	10.6%	10.8%
2011 Housing Units	5,758	8,252	10,688
Owner Occupied Housing Units	63.8%	67.6%	69.1%
Renter Occupied Housing Units	23.9%	20.8%	19.2%
Vacant Housing Units	12.3%	11.6%	11.7%

Median Household Income

2000	\$32,537	\$34,696	\$35,120
2006	\$39,500	\$41,556	\$41,652
2011	\$45,965	\$48,080	\$47,789

Median Home Value

2000	\$51,528	\$56,211	\$57,983
2006	\$69,319	\$80,013	\$83,745
2011	\$82,022	\$95,762	\$100,053

Per Capita Income

2000	\$17,461	\$17,859	\$17,738
2006	\$21,781	\$21,880	\$21,587
2011	\$26,017	\$25,869	\$25,279

Median Age

2000	38.2	38.8	39.3
2006	39.5	40.3	41.0
2011	40.4	41.3	42.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2000 Households by Income

Household Income Base	3360 Main St	3360 Main St	3360 Main St
< \$15,000	5,302 (20.6%)	7,644 (19.0%)	9,873 (18.3%)
\$15,000 - \$24,999	16.1%	15.1%	15.2%
\$25,000 - \$34,999	16.9%	16.3%	16.2%
\$35,000 - \$49,999	19.1%	19.5%	19.3%
\$50,000 - \$74,999	15.9%	18.6%	19.3%
\$75,000 - \$99,999	5.5%	5.9%	6.4%
\$100,000 - \$149,999	4.1%	3.6%	3.6%
\$150,000 - \$199,999	0.8%	0.8%	0.7%
\$200,000+	1.1%	1.1%	1.1%
Average Household Income	\$41,453	\$42,926	\$43,137

2006 Households by Income

Household Income Base	3360 Main St	3360 Main St	3360 Main St
< \$15,000	5,172 (16.1%)	7,452 (15.0%)	9,624 (14.7%)
\$15,000 - \$24,999	14.0%	13.3%	13.2%
\$25,000 - \$34,999	13.4%	12.6%	13.1%
\$35,000 - \$49,999	19.3%	19.2%	18.9%
\$50,000 - \$74,999	19.2%	21.0%	21.2%
\$75,000 - \$99,999	8.7%	9.8%	10.1%
\$100,000 - \$149,999	5.9%	5.9%	6.0%
\$150,000 - \$199,999	1.9%	1.6%	1.4%
\$200,000+	1.6%	1.6%	1.4%
Average Household Income	\$51,272	\$52,276	\$52,025

2011 Households by Income

Household Income Base	3360 Main St	3360 Main St	3360 Main St
< \$15,000	5,051 (13.4%)	7,297 (12.6%)	9,434 (12.5%)
\$15,000 - \$24,999	11.6%	11.2%	11.2%
\$25,000 - \$34,999	11.2%	10.6%	11.0%
\$35,000 - \$49,999	17.8%	17.4%	17.3%
\$50,000 - \$74,999	20.8%	21.7%	21.8%
\$75,000 - \$99,999	11.3%	12.4%	12.4%
\$100,000 - \$149,999	8.7%	9.3%	9.4%
\$150,000 - \$199,999	2.8%	2.4%	2.2%
\$200,000+	2.5%	2.4%	2.1%
Average Household Income	\$60,866	\$61,493	\$60,606

2000 Owner Occupied HUs by Value

Total	3360 Main St	3360 Main St	3360 Main St
<\$50,000	3,765 (48.3%)	5,706 (42.7%)	7,553 (40.6%)
\$50,000 - 99,999	37.2%	41.6%	42.3%
\$100,000 - 149,999	8.6%	9.9%	10.7%
\$150,000 - 199,999	2.2%	2.8%	2.9%
\$200,000 - \$299,999	2.4%	1.9%	2.3%
\$300,000 - 499,999	0.8%	0.7%	0.8%
\$500,000 - 999,999	0.5%	0.4%	0.4%
\$1,000,000+	0.0%	0.0%	0.0%
Average Home Value	\$66,129	\$68,779	\$71,377

2000 Specified Renter Occupied HUs by Contract Rent

Total	3360 Main St	3360 Main St	3360 Main St
With Cash Rent	1,510 (95.9%)	1,885 (94.1%)	2,230 (92.3%)
No Cash Rent	4.1%	5.9%	7.7%
Median Rent	\$279	\$282	\$275
Average Rent	\$273	\$276	\$270

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2000 Population by Age

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Total	12,850	18,690	24,420
0 - 4	6.8%	6.3%	6.1%
5 - 9	7.2%	7.1%	7.0%
10 - 14	7.4%	7.4%	7.3%
15 - 19	6.7%	6.9%	7.0%
20 - 24	5.8%	5.6%	5.3%
25 - 34	11.6%	11.5%	11.1%
35 - 44	14.0%	14.3%	14.6%
45 - 54	13.7%	14.3%	14.7%
55 - 64	9.8%	9.9%	10.1%
65 - 74	8.2%	8.0%	8.1%
75 - 84	6.4%	6.3%	6.3%
85+	2.4%	2.4%	2.3%
18+	74.5%	74.9%	75.1%

2006 Population by Age

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Total	12,320	18,011	23,500
0 - 4	6.8%	6.4%	6.2%
5 - 9	5.9%	5.7%	5.7%
10 - 14	6.7%	6.7%	6.6%
15 - 19	6.6%	6.5%	6.3%
20 - 24	7.0%	6.7%	6.6%
25 - 34	11.9%	11.8%	11.3%
35 - 44	12.2%	12.4%	12.7%
45 - 54	14.5%	15.1%	15.5%
55 - 64	11.6%	12.1%	12.5%
65 - 74	7.7%	7.7%	7.9%
75 - 84	6.4%	6.1%	5.9%
85+	2.8%	2.8%	2.7%
18+	76.5%	77.2%	77.9%

2011 Population by Age

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Total	11,953	17,541	22,908
0 - 4	6.8%	6.3%	6.1%
5 - 9	5.8%	5.6%	5.6%
10 - 14	6.0%	5.9%	6.0%
15 - 19	6.3%	6.3%	6.3%
20 - 24	6.8%	6.2%	5.8%
25 - 34	12.5%	12.4%	12.1%
35 - 44	11.1%	11.6%	11.6%
45 - 54	13.8%	14.2%	14.7%
55 - 64	13.7%	14.4%	14.7%
65 - 74	8.2%	8.2%	8.4%
75 - 84	5.7%	5.6%	5.6%
85+	3.3%	3.2%	3.1%
18+	77.5%	78.3%	78.7%

2000 Population by Sex

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Males	47.4%	47.8%	48.4%
Females	52.6%	52.2%	51.6%

2006 Population by Sex

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Males	47.7%	48.1%	48.8%
Females	52.3%	51.9%	51.2%

2011 Population by Sex

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Males	48.0%	48.4%	49.0%
Females	52.0%	51.6%	51.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2000 Population by Race/Ethnicity

Total	12,850	18,686	24,417
White Alone	93.4%	95.0%	95.7%
Black Alone	3.6%	2.6%	2.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	0.4%	0.3%	0.3%
Two or More Races	1.8%	1.4%	1.3%
Hispanic Origin	1.0%	0.9%	0.9%
Diversity Index	14.4	11.3	10.0

2006 Population by Race/Ethnicity

Total	12,322	18,015	23,501
White Alone	92.4%	94.2%	94.9%
Black Alone	4.1%	2.9%	2.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.8%	0.7%	0.8%
Some Other Race Alone	0.5%	0.4%	0.4%
Two or More Races	2.0%	1.5%	1.3%
Hispanic Origin	1.3%	1.2%	1.2%
Diversity Index	16.8	13.2	12.0

2011 Population by Race/Ethnicity

Total	11,951	17,541	22,905
White Alone	91.4%	93.5%	94.3%
Black Alone	4.5%	3.2%	2.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	1.1%	0.9%	1.0%
Some Other Race Alone	0.6%	0.5%	0.5%
Two or More Races	2.0%	1.6%	1.4%
Hispanic Origin	1.6%	1.4%	1.4%
Diversity Index	18.8	14.9	13.5



2000 Population 3+ by School Enrollment

Total	12,363	18,030	23,610
Enrolled in Nursery/Preschool	1.5%	1.5%	1.4%
Enrolled in Kindergarten	1.6%	1.5%	1.5%
Enrolled in Grade 1-8	13.3%	12.9%	12.5%
Enrolled in Grade 9-12	5.6%	5.9%	6.1%
Enrolled in College	2.6%	2.6%	2.7%
Enrolled in Grad/Prof School	0.6%	0.5%	0.5%
Not Enrolled in School	74.8%	75.1%	75.3%

2000 Population 25+ by Educational Attainment

Total	8,526	12,522	16,462
Less than 9th Grade	6.1%	5.7%	5.8%
9th - 12th Grade, No Diploma	14.4%	13.0%	12.4%
High School Graduate	39.0%	40.4%	41.6%
Some College, No Degree	20.9%	20.9%	20.6%
Associate Degree	6.3%	6.6%	6.4%
Bachelor's Degree	9.1%	9.5%	9.4%
Master's/Prof/Doctorate Degree	4.2%	3.8%	3.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2000 Population 15+ by Sex and Marital Status

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Total	10,034	14,769	19,462
Females	53.7%	53.3%	52.6%
Never Married	10.6%	9.8%	9.6%
Married, not Separated	26.4%	27.7%	28.2%
Married, Separated	1.1%	0.8%	0.7%
Widowed	8.7%	8.2%	7.9%
Divorced	7.0%	6.8%	6.2%
Males	46.3%	46.7%	47.4%
Never Married	12.0%	11.4%	11.5%
Married, not Separated	27.3%	28.5%	28.8%
Married, Separated	0.3%	0.3%	0.4%
Widowed	1.3%	1.5%	1.4%
Divorced	5.4%	5.0%	5.2%



2000 Population 16+ by Employment Status

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Total	9,866	14,484	19,086
In Labor Force	60.5%	62.3%	62.5%
Civilian Employed	56.2%	58.1%	58.4%
Civilian Unemployed	4.2%	4.1%	4.0%
In Armed Forces	0.2%	0.2%	0.1%
Not in Labor Force	39.5%	37.7%	37.5%

2006 Civilian Population 16+ in Labor Force

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Civilian Employed	90.5%	90.8%	91.0%
Civilian Unemployed	9.5%	9.2%	9.0%

2011 Civilian Population 16+ in Labor Force

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Civilian Employed	91.0%	91.4%	91.5%
Civilian Unemployed	9.0%	8.6%	8.5%

2000 Females 16+ by Employment Status and Age of Children

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Total	5,313	7,736	10,082
Own Children < 6 Only	6.3%	6.2%	5.8%
Employed/in Armed Forces	4.2%	3.8%	3.7%
Unemployed	0.4%	0.5%	0.4%
Not in Labor Force	1.7%	1.8%	1.7%
Own Children < 6 and 6-17 Only	6.0%	5.9%	5.8%
Employed/in Armed Forces	2.9%	3.0%	3.2%
Unemployed	0.5%	0.4%	0.4%
Not in Labor Force	2.6%	2.6%	2.3%
Own Children 6-17 Only	16.9%	17.0%	17.3%
Employed/in Armed Forces	12.4%	12.9%	13.4%
Unemployed	0.8%	0.7%	0.7%
Not in Labor Force	3.7%	3.4%	3.3%
No Own Children < 18	70.8%	70.9%	71.1%
Employed/in Armed Forces	28.5%	30.9%	31.2%
Unemployed	1.8%	1.5%	1.5%
Not in Labor Force	40.4%	38.5%	38.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006.



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2006 Employed Population 16+ by Industry

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Total	5,208	7,878	10,341
Agriculture/Mining	0.4%	1.4%	2.4%
Construction	7.4%	7.6%	7.6%
Manufacturing	27.5%	26.9%	26.5%
Wholesale Trade	2.6%	2.7%	2.6%
Retail Trade	10.2%	11.2%	11.1%
Transportation/Utilities	3.9%	4.3%	4.7%
Information	1.2%	1.2%	1.1%
Finance/Insurance/Real Estate	3.4%	3.8%	3.7%
Services	40.4%	37.7%	36.8%
Public Administration	3.2%	3.1%	3.4%

2006 Employed Population 16+ by Occupation

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Total	5,207	7,877	10,339
White Collar	44.1%	45.1%	44.9%
Management/Business/Financial	7.4%	8.7%	9.2%
Professional	16.3%	15.3%	14.7%
Sales	9.4%	9.7%	9.5%
Administrative Support	11.0%	11.5%	11.5%
Services	18.7%	17.3%	17.4%
Blue Collar	37.2%	37.6%	37.7%
Farming/Forestry/Fishing	0.2%	0.5%	0.7%
Construction/Extraction	6.1%	6.3%	6.6%
Installation/Maintenance/Repair	5.1%	5.2%	5.2%
Production	15.9%	16.0%	15.5%
Transportation/Material Moving	9.9%	9.6%	9.8%



2000 Workers 16+ by Means of Transportation to Work

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Total	5,481	8,304	11,014
Drove Alone - Car, Truck, or Van	79.9%	81.3%	81.5%
Carpooled - Car, Truck, or Van	13.8%	12.4%	11.4%
Public Transportation	0.5%	0.3%	0.3%
Walked	2.6%	2.3%	2.5%
Other Means	0.8%	0.8%	0.8%
Worked at Home	2.5%	2.9%	3.4%

2000 Workers 16+ by Travel Time to Work

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Total	5,482	8,305	11,015
Did Not Work at Home	97.5%	97.1%	96.6%
Less than 5 minutes	8.4%	8.0%	7.5%
5 to 9 minutes	31.4%	25.7%	22.0%
10 to 19 minutes	35.4%	38.0%	36.8%
20 to 24 minutes	8.2%	9.5%	11.2%
25 to 34 minutes	7.6%	9.0%	11.3%
35 to 44 minutes	1.3%	1.9%	2.4%
45 to 59 minutes	2.8%	2.9%	3.1%
60 to 89 minutes	1.0%	1.1%	1.3%
90 or more minutes	1.3%	1.1%	1.2%
Worked at Home	2.5%	2.9%	3.4%
Average Travel Time to Work (in min)	14.4	15.4	16.6

2000 Households by Vehicles Available

	3360 Main St Keokuk, IA 52632 Radius: 3.0 miles	3360 Main St Keokuk, IA 52632 Radius: 5.0 miles	3360 Main St Keokuk, IA 52632 Radius: 10.0 miles
Total	5,307	7,634	9,861
None	12.1%	9.5%	8.3%
1	32.1%	31.5%	30.5%
2	38.2%	39.8%	39.7%
3	12.8%	14.1%	15.2%
4	3.0%	3.2%	4.0%
5+	1.8%	1.9%	2.2%
Average Number of Vehicles Available	1.7	1.8	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2000 Households by Type

Total	5,312	7,630	9,846
Family Households	64.6%	66.2%	67.6%
Married-couple Family	48.5%	51.7%	53.7%
With Related Children	20.9%	22.1%	22.8%
Other Family (No Spouse)	16.2%	14.5%	13.8%
With Related Children	11.5%	10.1%	9.5%
Nonfamily Households	35.4%	33.8%	32.4%
Householder Living Alone	31.1%	29.6%	28.5%
Householder Not Living Alone	4.3%	4.2%	3.9%
Households with Related Children	32.3%	32.3%	32.3%
Households with Persons 65+	29.2%	28.5%	28.6%

2000 Households by Size

Total	5,312	7,631	9,846
1 Person Household	31.1%	29.6%	28.5%
2 Person Household	33.3%	34.2%	34.9%
3 Person Household	15.5%	15.4%	15.4%
4 Person Household	11.6%	12.3%	12.6%
5 Person Household	5.9%	6.1%	5.9%
6 Person Household	1.8%	1.8%	1.8%
7+ Person Household	0.9%	0.8%	1.0%

2000 Households by Year Householder Moved In

Total	5,308	7,633	9,863
Moved in 1999 to March 2000	14.8%	14.3%	13.5%
Moved in 1995 to 1998	25.4%	24.7%	24.5%
Moved in 1990 to 1994	18.1%	17.1%	17.5%
Moved in 1980 to 1989	15.4%	16.9%	17.1%
Moved in 1970 to 1979	12.4%	13.5%	14.0%
Moved in 1969 or Earlier	13.9%	13.5%	13.5%
Median Year Householder Moved In	1992	1992	1992



2000 Housing Units by Units in Structure

Total	5,904	8,438	10,879
1, Detached	72.4%	75.1%	75.8%
1, Attached	0.7%	0.7%	0.8%
2	4.6%	3.9%	3.4%
3 or 4	6.9%	5.7%	5.2%
5 to 9	2.0%	1.9%	1.8%
10 to 19	1.7%	1.5%	1.2%
20+	6.6%	4.7%	3.6%
Mobile Home	5.0%	6.5%	8.3%
Other	0.0%	0.0%	0.1%

2000 Housing Units by Year Structure Built

Total	5,911	8,453	10,923
1999 to March 2000	0.3%	0.6%	0.7%
1995 to 1998	2.9%	3.3%	3.8%
1990 to 1994	1.1%	1.5%	2.5%
1980 to 1989	6.9%	7.9%	8.6%
1970 to 1979	11.9%	15.0%	16.5%
1969 or Earlier	77.0%	71.6%	68.1%
Median Year Structure Built	1947	1950	1953

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Keokuk, IA
 Latitude: 40.41908
 Longitude: -91.407819


3360 Main St
 Keokuk, IA 52632
 Radius: 3.0 miles

3360 Main St
 Keokuk, IA 52632
 Radius: 5.0 miles

3360 Main St
 Keokuk, IA 52632
 Radius: 10.0 miles

Top 3 Tapestry Segments

1.	Home Town	Salt of the Earth	Salt of the Earth
2.	Rustbelt Traditions	Home Town	Home Town
3.	Heartland Communities	Rustbelt Traditions	Heartland Communities

 **2006 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$7,552,752	\$10,879,725	\$13,714,169
Average Spent	\$1,460.32	\$1,459.78	\$1,425.00
Spending Potential Index	54	54	52
Computers & Accessories: Total \$	\$957,015	\$1,378,990	\$1,737,332
Average Spent	\$185.04	\$185.02	\$180.52
Spending Potential Index	72	72	70
Education: Total \$	\$4,400,227	\$6,123,740	\$7,446,941
Average Spent	\$850.78	\$821.65	\$773.79
Spending Potential Index	75	73	68
Entertainment/Recreation: Total \$	\$12,495,817	\$18,555,825	\$24,056,633
Average Spent	\$2,416.05	\$2,489.71	\$2,499.65
Spending Potential Index	73	75	76
Food at Home: Total \$	\$19,416,931	\$28,567,491	\$36,973,980
Average Spent	\$3,754.24	\$3,833.02	\$3,841.85
Spending Potential Index	76	78	78
Food Away from Home: Total \$	\$12,820,194	\$18,630,451	\$23,734,294
Average Spent	\$2,478.77	\$2,499.73	\$2,466.16
Spending Potential Index	74	75	74
Health Care: Total \$	\$15,506,267	\$23,124,693	\$30,234,472
Average Spent	\$2,998.12	\$3,102.74	\$3,141.57
Spending Potential Index	82	84	85
HH Furnishings & Equipment: Total \$	\$7,055,360	\$10,404,386	\$13,386,034
Average Spent	\$1,364.15	\$1,396.00	\$1,390.90
Spending Potential Index	62	63	63
Investments: Total \$	\$13,552,985	\$18,186,306	\$21,328,736
Average Spent	\$2,620.45	\$2,440.13	\$2,216.20
Spending Potential Index	56	52	47
Retail Goods: Total \$	\$97,693,994	\$145,914,608	\$190,966,780
Average Spent	\$18,889.02	\$19,577.97	\$19,842.77
Spending Potential Index	72	75	76
Shelter: Total \$	\$50,943,611	\$73,484,939	\$92,771,413
Average Spent	\$9,849.89	\$9,859.78	\$9,639.59
Spending Potential Index	69	69	68
TV/Video/Sound Equipment: Total \$	\$4,310,231	\$6,247,174	\$7,936,884
Average Spent	\$833.38	\$838.21	\$824.70
Spending Potential Index	76	77	76
Travel: Total \$	\$6,662,420	\$9,711,402	\$12,327,816
Average Spent	\$1,288.17	\$1,303.02	\$1,280.95
Spending Potential Index	72	73	72
Vehicle Maintenance & Repairs: Total \$	\$4,039,379	\$5,950,609	\$7,700,826
Average Spent	\$781.01	\$798.42	\$800.17
Spending Potential Index	73	74	75

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.

Keokuk, IA
3360 Main St
Keokuk, IA 52632

Site Map

Keokuk, IA
July 19, 2006

Latitude: 40.41908
Longitude: -91.407819

