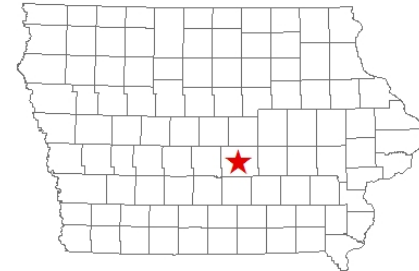


Census 2010 Demographic Profile

Kellogg



Overview

This demographic profile describes characteristics of the local and state population based on results from the 2010 Census.

The decennial census is an official enumeration, or count, of all residents on April 1st of the census year. The results of the census provide us with information about basic demographic characteristics of the population, including age, race, ethnicity, household composition, housing occupancy, and housing tenure.

Statewide Demographic Trends

Iowa's official population count on April 1, 2010, was 3,046,355 residents. The state's total population grew by 4.1 percent between 2000 and 2010, although the growth was unevenly distributed across the state. Two-thirds of Iowa's 99 counties and 600 of its 947 incorporated cities experienced population losses for the decade.

Iowa's population reflects a slightly older age distribution compared to a decade ago. The state's median age has increased to 38.1 years compared to 36.6 years in 2000. Elderly residents, ages 65 years and older, now account for nearly 15 percent of the total population.

Children under the age of 18 years represent about 24 percent of the population.

The racial and ethnic composition of Iowa's population reflects growing minority group shares. Residents who report any race other than white alone now comprise nearly 9 percent of Iowa's population. Hispanic/Latino residents, who may be of any race, are now 5 percent of the total population.

The average size of an Iowa household in 2010 was 2.4 persons, only slightly smaller than the average in 2000.

The total number of housing units in Iowa grew by 8.4 percent from 2000 to 2010.

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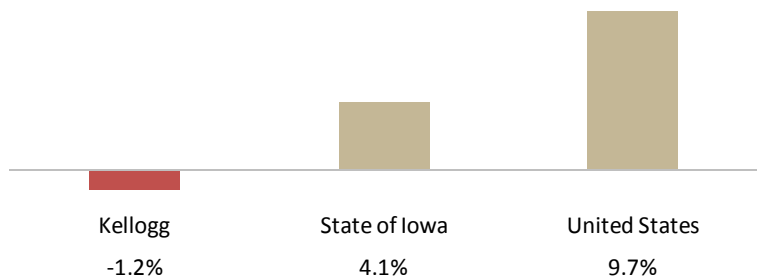
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Total Population in 2010 and 2000

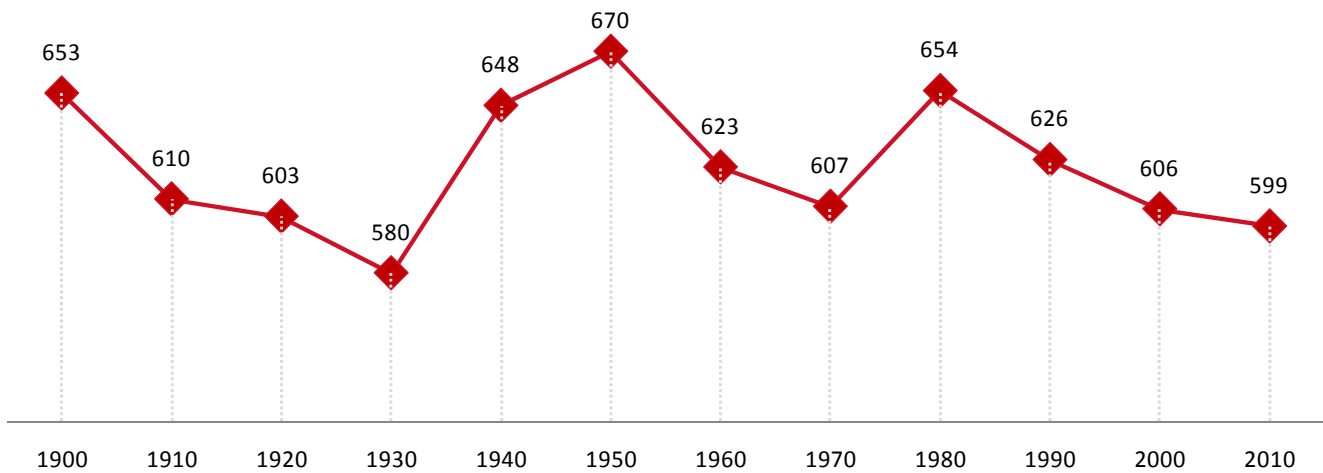
Kellogg:	2010	2000	Change	
Total population.....	599	606	(7)	<i>Residents of correctional facilities, nursing homes, dormitories, and other types of group quarters are counted among the total population.</i>
In households.....	599	606	(7)	
In group quarters.....	0	-	-	
Institutionalized.....	0	-	-	
Noninstitutionalized.....	0	-	-	
State of Iowa.....	3,046,355	2,926,324	120,031	
United States.....	308,745,538	281,421,906	27,323,632	

Iowa's population surpassed 3 million residents during the last decade, while the population of the United States topped 300 million residents. Iowa's 4.1 percent rate of growth for the decade was less than half the national average rate.

Population Percentage Change 2000-2010



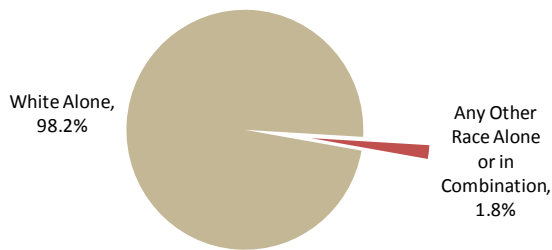
Local Population Trend 1900-2010



Population by Hispanic/Latino Origin and Race

2010 Population:	Number	Kellogg Percentage	State of Iowa Percentage	United States Percentage
Hispanic/Latino, any race.....	13	2.2%	5.0%	16.3%
White alone.....	7	1.2%	2.6%	8.7%
Black alone.....	0	0.0%	0.1%	0.4%
American Indian/Alaska Native alone.....	0	0.0%	0.1%	0.2%
Asian alone.....	0	0.0%	0.0%	0.1%
Native Hawaiian/Pacific Islander alone.....	0	0.0%	0.0%	0.0%
Other race alone.....	5	0.8%	1.8%	6.0%
Two or more races.....	1	0.2%	0.4%	1.0%
Not Hispanic/Latino.....	586	97.8%	95.0%	83.7%
White alone.....	581	97.0%	88.7%	63.7%
Black alone.....	1	0.2%	2.9%	12.2%
American Indian/Alaska Native alone.....	1	0.2%	0.3%	0.7%
Asian alone.....	3	0.5%	1.7%	4.7%
Native Hawaiian/Pacific Islander alone.....	0	0.0%	0.1%	0.2%
Other race alone.....	0	0.0%	0.1%	0.2%
Two or more races.....	0	0.0%	1.4%	1.9%
Total Population:.....	599	100.0%	100.0%	100.0%

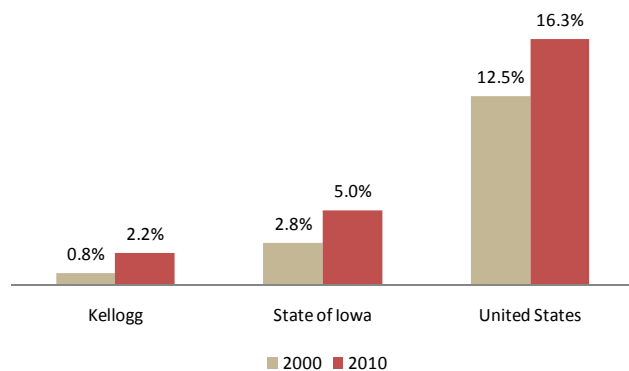
Local Composition by Race 2010



Change in Racial Composition 2000-2010

Kellogg:	2010	2000
White Alone.....	98.2%	98.3%
Other Race Alone or in Combination.....	1.8%	1.7%
Black Alone.....	0.2%	0.2%
American Indian/Alaska Native alone.....	0.2%	0.0%
Asian Alone.....	0.5%	0.5%
Native Hawaiian/Pacific Islander alone.....	0.0%	0.0%
Some Other Race Alone.....	0.8%	0.0%
Two or More Races.....	0.2%	1.0%

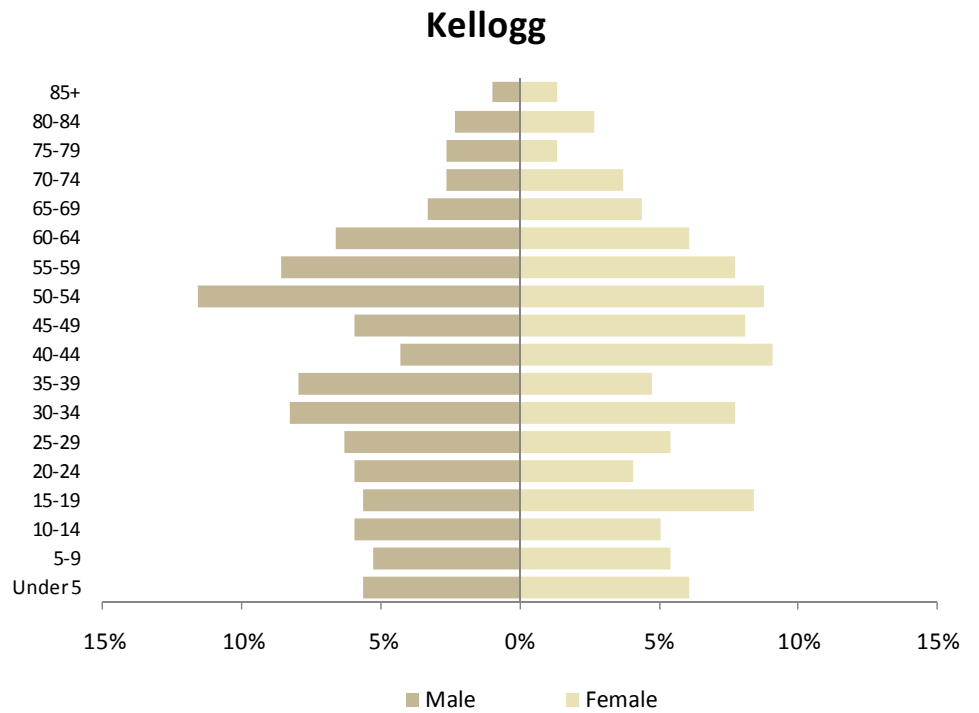
Change in Hispanic/Latino Percentage 2000-2010



The U.S. Census Bureau defines Hispanic or Latino origin as an ethnicity, not as a race. A person of Hispanic or Latino origin may be of any race, including white.

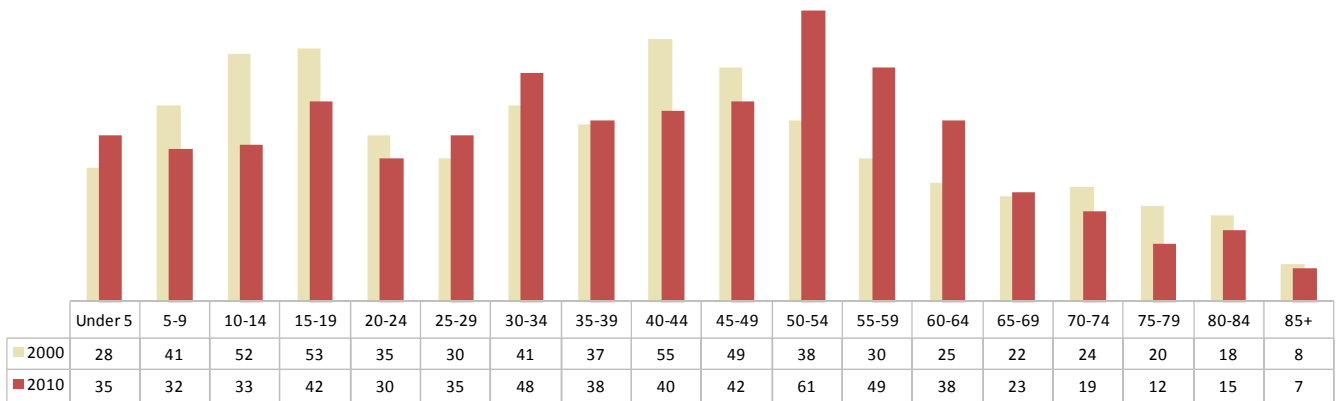
Distribution of the Population by 5-Year Age Group: 2010

These population pyramids illustrate the percentage distribution of the population by 5-year age group and gender.



Note: The horizontal scale for this state chart may differ from that used for the local population distribution shown above.

Total Population by 5-Year Age Group: 2010 and 2000



Median Age of the Population by Sex

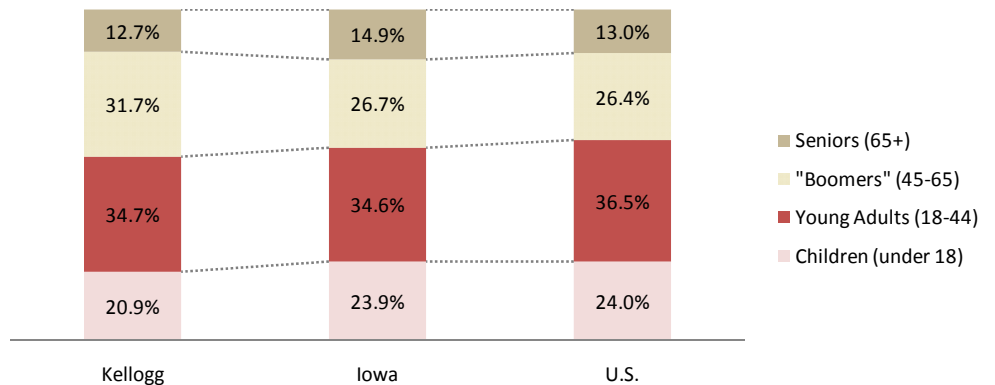
In 2010, the median age of the population in the United States was 37.2 years for all persons, 35.8 for males, and 38.5 for females.

Median Age in Years:	Kellogg		State of Iowa	
	2010	2000	2010	2000
Total population.....	40.6	38.1	38.1	36.6
Male population.....	39.6	37.3	36.6	35.2
Female population.....	41.4	40.0	39.5	38.0

Median age describes the midpoint of the population distribution. Half of the population is younger than the median age and half of the population is older.

Percentage of the Population in Selected Age Groups

Most members of the so-called "Baby Boom" generation were between 45 and 64 years of age when the 2010 Census was conducted.



Households and Families by Type

2010 Households:	Number	Kellogg Percentage	State of Iowa Percentage
Total households.....	261	100.0%	100.0%
Family households.....	160	61.3%	64.7%
Husband and wife families.....	134	51.3%	51.2%
With own children under 18 years.....	46	17.6%	20.0%
Male householder with no wife present.....	4	1.5%	4.2%
With own children under 18 years.....	4	1.5%	2.5%
Female householder with no husband present.....	22	8.4%	9.3%
With own children under 18 years.....	9	3.4%	5.9%
Nonfamily households.....	101	38.7%	35.3%
Householder living alone.....	84	32.2%	28.4%
Male householder living alone.....	46	17.6%	12.8%
65 years or older.....	12	4.6%	2.9%
Female householder living alone.....	38	14.6%	15.7%
65 years or older.....	15	5.7%	8.1%
Other nonfamily households.....	17	6.5%	6.9%

Relationship of the Population Living in Households

2010 Population:	Number	Kellogg Percentage	State of Iowa Percentage
Total population in households.....	599	100.0%	100.0%
Householder.....	261	43.6%	41.4%
Spouse.....	134	22.4%	21.2%
Child.....	144	24.0%	28.1%
Own child under 18 years.....	109	18.2%	22.7%
Other relative.....	27	4.5%	3.4%
Other relative under 18 years.....	13	2.2%	1.4%
Other relative 65 years or older.....	3	0.5%	0.4%
Nonrelative.....	33	5.5%	5.9%
Nonrelative under 18 years.....	3	0.5%	0.5%
Nonrelative 65 years or older.....	0	0.0%	0.2%
Unmarried partner.....	16	2.7%	2.8%

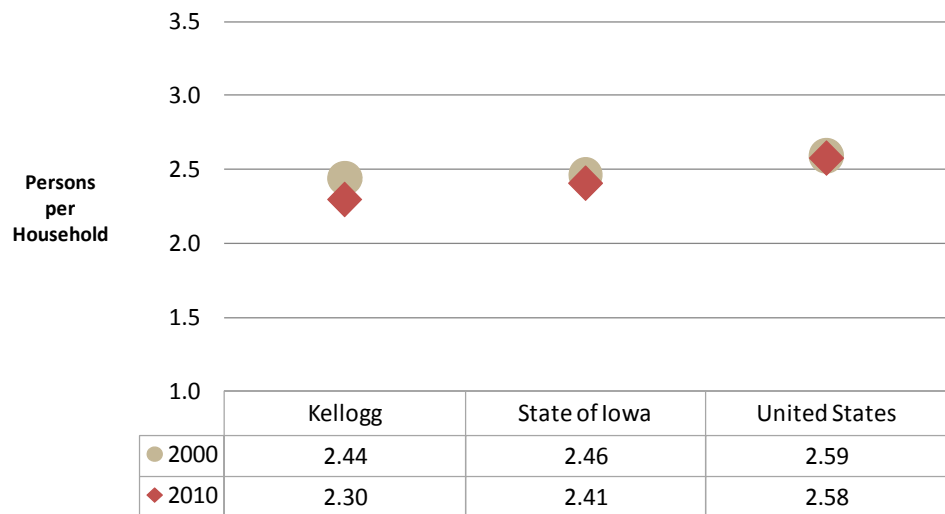
Changes in Household Composition: 2010 and 2000

	Kellogg		State of Iowa	
	2010	2000	2010	2000
Number of households.....	261	248	1,221,576	1,149,276
Percentage of households:				
Family households.....	61.3%	68.5%	64.7%	67.0%
Married couple families with own children under 18.....	17.6%	25.0%	20.0%	23.9%
Single parent families with own children under 18.....	5.0%	9.7%	8.4%	7.5%
Male householder, no wife present.....	1.5%	2.4%	2.5%	1.9%
Female householder, no husband present.....	3.4%	7.3%	5.9%	5.6%
Householder living alone.....	32.2%	27.8%	28.4%	27.2%
Households with an individual under age 18.....	26.4%	35.9%	30.6%	33.3%
Households with an individual age 65 or older.....	23.0%	26.6%	25.5%	25.4%

Note: The number of family households is equal to the number of families in census tabulations. The U.S. Census Bureau defines a family as a group of two or more people who reside together and who are related by birth, marriage, or adoption.

Average Household Size: 2010 and 2000

A century ago, an average of 4.5 people lived in each household in the United States. The average U.S. household size has declined gradually through the decades, falling below 4 persons between 1930-1940, and dropping below 3 persons between 1970-1980.

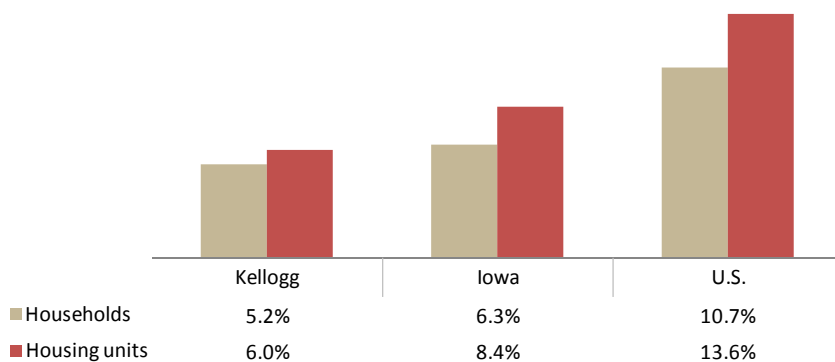


Housing Units by Occupancy and Tenure in 2010 and 2000

Kellogg:	2010	2000	Change	
Total housing units.....	299	282	17	<i>Vacant housing units include units for sale or rent; units that were rented or sold but unoccupied; units for seasonal or recreational use, and other units that were vacant at the time of enumeration.</i>
Vacant.....	38	34	4	
Occupied.....	261	248	13	
Owner-occupied.....	186	196	(10)	
Renter-occupied.....	75	52	23	
State of Iowa.....	1,336,417	1,232,511	103,906	
United States.....	131,704,730	115,904,641	15,800,089	

Percentage Change in Households and Housing Units 2000-2010

Growth in the number of housing units well outpaced the growth in total households during the last decade, both nationally and in Iowa. On average, the U.S. housing stock increased by 1.41 units per each new household. In Iowa, the ratio was 1.44 housing units per new household.



Vacancy and Ownership Rates 2010 and 2000

	Kellogg		State of Iowa		United States	
	2010	2000	2010	2000	2010	2000
Percentage of total units vacant.....	12.7%	12.1%	8.6%	6.8%	11.4%	9.0%
Homeowner vacancy rate.....	6.0%		2.0%		2.4%	
Rental vacancy rate.....	13.5%		8.5%		9.2%	
Owner-occupied % of all occupied units.....	71.3%	79.0%	72.1%	72.3%	65.1%	66.2%
% of population in owner-occupied units.....	74.6%	80.7%	72.8%	73.1%	65.2%	66.8%

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... and justice for all

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Other Sources for Detailed Census Data

The decennial census has traditionally been a rich source for socio-economic data far more detailed than the basic demographic characteristics presented in this report. The detailed information was collected via a "long form" survey that was administered to a sampled subset of the total population. The long form sample provided the basis for detailed portraits of income, educational attainment, employment, housing, and many other characteristics of the population in our communities.

The 2010 Census was the first since 1940 not to include the detailed long form data sample. The U.S. Census Bureau has replaced the long form sample with a new, rolling sample of U.S. households that is administered on a continuous basis rather than once every 10 years. This new survey, called the American Community Survey (ACS), will now serve as the primary source of socio-economic data for our neighborhoods, cities, and counties.

ACS data for all census geographies down to the block group level are currently available for the period covering 2005-2009. The next release of small-area ACS data will describe the 5-year period from 2006-2010.

Iowa State University will continue to release new reports based on future data releases from the 2010 Census, the ACS, and other Census data programs. Data may also be obtained directly via the World Wide Web from the U.S. Census Bureau and the State Data Center of Iowa.

- American FactFinder
U.S. Census Bureau
www.factfinder.census.gov

- State Data Center of Iowa
State Library of Iowa
www.iowadatecenter.org