

COMPLETE PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.6356/-93.7036

RFULL9

Merle Hay Centre						
Urbandale, IA 50322	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2017)	12,854		84,545		189,660	
Projected Population (2022)	13,752		91,014		206,016	
Census Population (2010)	12,799		81,908		177,891	
Census Population (2000)	12,901		80,186		168,480	
Projected Annual Growth (2017-2022)	898	1.4%	6,469	1.5%	16,356	1.7%
Historical Annual Growth (2010-2017)	55	0.1%	2,637	0.5%	11,769	0.9%
Historical Annual Growth (2000-2010)	-102	-0.1%	1,722	0.2%	9,411	0.6%
Estimated Population Density (2017)	4,093 <i>psm</i>		2,991 <i>psm</i>		2,416 <i>psm</i>	
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>	
Households						
Estimated Households (2017)	5,516		36,165		79,679	
Projected Households (2022)	5,931		39,141		86,996	
Census Households (2010)	5,405		34,553		73,859	
Census Households (2000)	5,291		33,622		70,060	
Projected Annual Growth (2017-2022)	415	1.5%	2,976	1.6%	7,316	1.8%
Historical Annual Change (2000-2017)	226	0.3%	2,543	0.4%	9,619	0.8%
Average Household Income						
Estimated Average Household Income (2017)	\$78,694		\$90,889		\$88,284	
Projected Average Household Income (2022)	\$88,192		\$102,569		\$99,257	
Census Average Household Income (2010)	\$65,868		\$73,111		\$70,254	
Census Average Household Income (2000)	\$54,147		\$61,993		\$59,560	
Projected Annual Change (2017-2022)	\$9,498	2.4%	\$11,680	2.6%	\$10,973	2.5%
Historical Annual Change (2000-2017)	\$24,548	2.7%	\$28,896	2.7%	\$28,724	2.8%
Median Household Income						
Estimated Median Household Income (2017)	\$64,377		\$72,105		\$70,314	
Projected Median Household Income (2022)	\$75,014		\$84,507		\$81,791	
Census Median Household Income (2010)	\$58,798		\$62,648		\$59,007	
Census Median Household Income (2000)	\$50,795		\$54,141		\$50,109	
Projected Annual Change (2017-2022)	\$10,637	3.3%	\$12,402	3.4%	\$11,477	3.3%
Historical Annual Change (2000-2017)	\$13,582	1.6%	\$17,965	2.0%	\$20,205	2.4%
Per Capita Income						
Estimated Per Capita Income (2017)	\$33,789		\$38,974		\$37,278	
Projected Per Capita Income (2022)	\$38,051		\$44,198		\$42,087	
Census Per Capita Income (2010)	\$27,818		\$30,842		\$29,169	
Census Per Capita Income (2000)	\$22,483		\$25,931		\$24,718	
Projected Annual Change (2017-2022)	\$4,263	2.5%	\$5,225	2.7%	\$4,809	2.6%
Historical Annual Change (2000-2017)	\$11,305	3.0%	\$13,042	3.0%	\$12,560	3.0%
Estimated Average Household Net Worth (2017)	\$470,165		\$579,294		\$576,816	

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Merle Hay Centre Urbandale, IA 50322	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2017)	12,854		84,545		189,660	
White (2017)	10,845	84.4%	71,064	84.1%	149,187	78.7%
Black or African American (2017)	938	7.3%	5,581	6.6%	18,053	9.5%
American Indian or Alaska Native (2017)	22	0.2%	146	0.2%	497	0.3%
Asian (2017)	427	3.3%	3,788	4.5%	10,448	5.5%
Hawaiian or Pacific Islander (2017)	2	-	34	-	119	0.1%
Other Race (2017)	301	2.3%	1,856	2.2%	5,962	3.1%
Two or More Races (2017)	319	2.5%	2,077	2.5%	5,393	2.8%
Population < 18 (2017)	2,984	23.2%	19,185	22.7%	43,560	23.0%
White Not Hispanic	2,124	71.2%	13,381	69.7%	26,840	61.6%
Black or African American	309	10.4%	1,838	9.6%	5,796	13.3%
Asian	117	3.9%	1,107	5.8%	2,765	6.3%
Other Race Not Hispanic	163	5.5%	1,055	5.5%	2,601	6.0%
Hispanic	271	9.1%	1,804	9.4%	5,559	12.8%
Not Hispanic or Latino Population (2017)	12,167	94.7%	79,771	94.4%	174,432	92.0%
Not Hispanic White	10,525	86.5%	68,669	86.1%	141,870	81.3%
Not Hispanic Black or African American	921	7.6%	5,459	6.8%	17,404	10.0%
Not Hispanic American Indian or Alaska Native	18	0.2%	104	0.1%	307	0.2%
Not Hispanic Asian	426	3.5%	3,762	4.7%	10,285	5.9%
Not Hispanic Hawaiian or Pacific Islander	2	-	32	-	105	0.1%
Not Hispanic Other Race	12	0.1%	75	0.1%	269	0.2%
Not Hispanic Two or More Races	264	2.2%	1,670	2.1%	4,193	2.4%
Hispanic or Latino Population (2017)	687	5.3%	4,774	5.6%	15,227	8.0%
Hispanic White	320	46.7%	2,395	50.2%	7,317	48.1%
Hispanic Black or African American	17	2.5%	122	2.6%	650	4.3%
Hispanic American Indian or Alaska Native	4	0.6%	42	0.9%	190	1.2%
Hispanic Asian	1	0.1%	26	0.5%	163	1.1%
Hispanic Hawaiian or Pacific Islander	-	-	2	-	14	0.1%
Hispanic Other Race	290	42.2%	1,780	37.3%	5,693	37.4%
Hispanic Two or More Races	54	7.9%	407	8.5%	1,201	7.9%
Not Hispanic or Latino Population (2010)	12,195	95.3%	77,854	95.1%	165,169	92.8%
Hispanic or Latino Population (2010)	604	4.7%	4,054	4.9%	12,722	7.2%
Not Hispanic or Latino Population (2000)	12,677	98.3%	78,417	97.8%	161,429	95.8%
Hispanic or Latino Population (2000)	223	1.7%	1,769	2.2%	7,052	4.2%
Not Hispanic or Latino Population (2022)	12,926	94.0%	85,234	93.6%	187,313	90.9%
Hispanic or Latino Population (2022)	827	6.0%	5,780	6.4%	18,703	9.1%
Projected Annual Growth (2017-2022)	140	4.1%	1,006	4.2%	3,476	4.6%
Historical Annual Growth (2000-2010)	381	17.0%	2,285	12.9%	5,671	8.0%

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Merle Hay Centre		1 mi radius		3 mi radius		5 mi radius	
Urbandale, IA 50322							
Total Age Distribution (2017)							
Total Population		12,854		84,545		189,660	
Age Under 5 Years		835	6.5%	5,583	6.6%	12,712	6.7%
Age 5 to 9 Years		784	6.1%	5,238	6.2%	12,150	6.4%
Age 10 to 14 Years		828	6.4%	5,255	6.2%	11,961	6.3%
Age 15 to 19 Years		795	6.2%	4,904	5.8%	11,959	6.3%
Age 20 to 24 Years		741	5.8%	4,655	5.5%	13,064	6.9%
Age 25 to 29 Years		1,045	8.1%	6,396	7.6%	15,003	7.9%
Age 30 to 34 Years		1,039	8.1%	6,691	7.9%	14,549	7.7%
Age 35 to 39 Years		954	7.4%	5,992	7.1%	13,361	7.0%
Age 40 to 44 Years		801	6.2%	5,198	6.1%	11,480	6.1%
Age 45 to 49 Years		862	6.7%	5,611	6.6%	12,081	6.4%
Age 50 to 54 Years		868	6.8%	5,924	7.0%	12,386	6.5%
Age 55 to 59 Years		793	6.2%	5,931	7.0%	12,406	6.5%
Age 60 to 64 Years		710	5.5%	4,973	5.9%	10,659	5.6%
Age 65 to 69 Years		617	4.8%	4,145	4.9%	8,648	4.6%
Age 70 to 74 Years		423	3.3%	2,802	3.3%	5,909	3.1%
Age 75 to 79 Years		341	2.6%	2,018	2.4%	4,233	2.2%
Age 80 to 84 Years		224	1.7%	1,486	1.8%	3,202	1.7%
Age 85 Years or Over		192	1.5%	1,742	2.1%	3,896	2.1%
Median Age		36.4		37.7		36.2	
Age 19 Years or Less		3,243	25.2%	20,981	24.8%	48,783	25.7%
Age 20 to 64 Years		7,814	60.8%	51,371	60.8%	114,990	60.6%
Age 65 Years or Over		1,797	14.0%	12,193	14.4%	25,887	13.6%
Female Age Distribution (2017)							
Female Population		6,589	51.3%	43,334	51.3%	96,150	50.7%
Age Under 5 Years		415	6.3%	2,730	6.3%	6,281	6.5%
Age 5 to 9 Years		391	5.9%	2,550	5.9%	5,950	6.2%
Age 10 to 14 Years		388	5.9%	2,521	5.8%	5,779	6.0%
Age 15 to 19 Years		387	5.9%	2,484	5.7%	5,906	6.1%
Age 20 to 24 Years		360	5.5%	2,352	5.4%	6,531	6.8%
Age 25 to 29 Years		545	8.3%	3,202	7.4%	7,331	7.6%
Age 30 to 34 Years		495	7.5%	3,292	7.6%	7,139	7.4%
Age 35 to 39 Years		470	7.1%	2,891	6.7%	6,462	6.7%
Age 40 to 44 Years		391	5.9%	2,558	5.9%	5,586	5.8%
Age 45 to 49 Years		449	6.8%	2,891	6.7%	6,029	6.3%
Age 50 to 54 Years		430	6.5%	3,091	7.1%	6,278	6.5%
Age 55 to 59 Years		408	6.2%	3,055	7.0%	6,346	6.6%
Age 60 to 64 Years		387	5.9%	2,617	6.0%	5,594	5.8%
Age 65 to 69 Years		355	5.4%	2,281	5.3%	4,626	4.8%
Age 70 to 74 Years		249	3.8%	1,605	3.7%	3,316	3.4%
Age 75 to 79 Years		199	3.0%	1,144	2.6%	2,408	2.5%
Age 80 to 84 Years		144	2.2%	885	2.0%	1,908	2.0%
Age 85 Years or Over		125	1.9%	1,188	2.7%	2,679	2.8%
Female Median Age		37.8		39.2		37.5	
Age 19 Years or Less		1,581	24.0%	10,285	23.7%	23,916	24.9%
Age 20 to 64 Years		3,936	59.7%	25,946	59.9%	57,296	59.6%
Age 65 Years or Over		1,072	16.3%	7,103	16.4%	14,938	15.5%

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Urbandale, IA 50322

1 mi radius 3 mi radius 5 mi radius

Male Age Distribution (2017)

	1 mi radius	3 mi radius	5 mi radius
Male Population	6,265 48.7%	41,211 48.7%	93,510 49.3%
Age Under 5 Years	420 6.7%	2,854 6.9%	6,432 6.9%
Age 5 to 9 Years	393 6.3%	2,688 6.5%	6,201 6.6%
Age 10 to 14 Years	440 7.0%	2,734 6.6%	6,182 6.6%
Age 15 to 19 Years	408 6.5%	2,420 5.9%	6,053 6.5%
Age 20 to 24 Years	380 6.1%	2,304 5.6%	6,533 7.0%
Age 25 to 29 Years	500 8.0%	3,194 7.8%	7,672 8.2%
Age 30 to 34 Years	544 8.7%	3,399 8.2%	7,411 7.9%
Age 35 to 39 Years	484 7.7%	3,101 7.5%	6,899 7.4%
Age 40 to 44 Years	410 6.5%	2,640 6.4%	5,894 6.3%
Age 45 to 49 Years	413 6.6%	2,721 6.6%	6,051 6.5%
Age 50 to 54 Years	438 7.0%	2,833 6.9%	6,108 6.5%
Age 55 to 59 Years	385 6.1%	2,876 7.0%	6,060 6.5%
Age 60 to 64 Years	323 5.2%	2,356 5.7%	5,066 5.4%
Age 65 to 69 Years	262 4.2%	1,864 4.5%	4,022 4.3%
Age 70 to 74 Years	174 2.8%	1,197 2.9%	2,592 2.8%
Age 75 to 79 Years	141 2.3%	874 2.1%	1,825 2.0%
Age 80 to 84 Years	81 1.3%	601 1.5%	1,293 1.4%
Age 85 Years or Over	67 1.1%	554 1.3%	1,217 1.3%
Male Median Age	35.1	36.2	35.0
Age 19 Years or Less	1,662 26.5%	10,696 26.0%	24,867 26.6%
Age 20 to 64 Years	3,879 61.9%	25,425 61.7%	57,694 61.7%
Age 65 Years or Over	725 11.6%	5,091 12.4%	10,949 11.7%

Males per 100 Females (2017)

	1 mi radius	3 mi radius	5 mi radius
Overall Comparison	95	95	97
Age Under 5 Years	101 50.3%	105 51.1%	102 50.6%
Age 5 to 9 Years	101 50.1%	105 51.3%	104 51.0%
Age 10 to 14 Years	113 53.2%	108 52.0%	107 51.7%
Age 15 to 19 Years	106 51.3%	97 49.3%	102 50.6%
Age 20 to 24 Years	106 51.3%	98 49.5%	100 50.0%
Age 25 to 29 Years	92 47.8%	100 49.9%	105 51.1%
Age 30 to 34 Years	110 52.4%	103 50.8%	104 50.9%
Age 35 to 39 Years	103 50.7%	107 51.8%	107 51.6%
Age 40 to 44 Years	105 51.2%	103 50.8%	106 51.3%
Age 45 to 49 Years	92 47.9%	94 48.5%	100 50.1%
Age 50 to 54 Years	102 50.4%	92 47.8%	97 49.3%
Age 55 to 59 Years	94 48.6%	94 48.5%	95 48.8%
Age 60 to 64 Years	84 45.6%	90 47.4%	91 47.5%
Age 65 to 69 Years	74 42.4%	82 45.0%	87 46.5%
Age 70 to 74 Years	70 41.2%	75 42.7%	78 43.9%
Age 75 to 79 Years	71 41.5%	76 43.3%	76 43.1%
Age 80 to 84 Years	56 35.9%	68 40.5%	68 40.4%
Age 85 Years or Over	53 34.8%	47 31.8%	45 31.2%
Age 19 Years or Less	105 51.2%	104 51.0%	104 51.0%
Age 20 to 39 Years	102 50.5%	102 50.6%	104 50.9%
Age 40 to 64 Years	95 48.8%	94 48.6%	98 49.4%
Age 65 Years or Over	68 40.3%	72 41.7%	73 42.3%

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	1 mi radius	3 mi radius	5 mi radius
Household Type (2017)			
Total Households	5,516	36,165	79,679
Households with Children	1,721 31.2%	10,389 28.7%	22,649 28.4%
Average Household Size	2.3	2.3	2.3
Household Density per Square Mile	1,757	1,280	1,015
Population Family	10,266 79.9%	65,689 77.7%	141,891 74.8%
Population Non-Family	2,569 20.0%	17,556 20.8%	42,385 22.3%
Population Group Quarters	19 0.2%	1,301 1.5%	5,383 2.8%
Family Households	3,458 62.7%	22,009 60.9%	46,168 57.9%
Married Couple Households	2,545 73.6%	17,188 78.1%	34,859 75.5%
Other Family Households	913 26.4%	4,821 21.9%	11,309 24.5%
Family Households with Children	1,706 49.3%	10,301 46.8%	22,417 48.6%
Married Couple with Children	1,097 64.3%	7,219 70.1%	15,038 67.1%
Other Family Households with Children	609 35.7%	3,081 29.9%	7,379 32.9%
Family Households No Children	1,752 50.7%	11,708 53.2%	23,751 51.4%
Married Couple No Children	1,448 82.7%	9,969 85.1%	19,821 83.5%
Other Family Households No Children	304 17.3%	1,740 14.9%	3,931 16.5%
Non-Family Households	2,058 37.3%	14,156 39.1%	33,511 42.1%
Non-Family Households with Children	15 0.7%	88 0.6%	232 0.7%
Non-Family Households No Children	2,044 99.3%	14,067 99.4%	33,279 99.3%
Average Family Household Size	3.0	3.0	3.1
Average Family Income	\$95,918	\$110,180	\$112,614
Median Family Income	\$78,991	\$91,679	\$92,938
Average Non-Family Household Size	1.2	1.2	1.3
Marital Status (2017)			
Population Age 15 Years or Over	10,407	68,469	152,836
Never Married	3,463 33.3%	21,206 31.0%	51,656 33.8%
Currently Married	4,872 46.8%	32,520 47.5%	66,962 43.8%
Previously Married	2,071 19.9%	14,743 21.5%	34,218 22.4%
Separated	380 18.4%	2,843 19.3%	6,922 20.2%
Widowed	530 25.6%	3,809 25.8%	8,092 23.6%
Divorced	1,161 56.1%	8,090 54.9%	19,205 56.1%
Educational Attainment (2017)			
Adult Population Age 25 Years or Over	8,870	58,909	127,813
Elementary (Grade Level 0 to 8)	165 1.9%	1,498 2.5%	4,044 3.2%
Some High School (Grade Level 9 to 11)	363 4.1%	2,158 3.7%	5,556 4.3%
High School Graduate	2,276 25.7%	12,362 21.0%	27,406 21.4%
Some College	1,834 20.7%	11,781 20.0%	24,520 19.2%
Associate Degree Only	927 10.5%	5,661 9.6%	12,213 9.6%
Bachelor Degree Only	2,464 27.8%	17,533 29.8%	36,615 28.6%
Graduate Degree	840 9.5%	7,917 13.4%	17,459 13.7%
Any College (Some College or Higher)	6,066 68.4%	42,891 72.8%	90,807 71.0%
College Degree + (Bachelor Degree or Higher)	3,304 37.2%	25,450 43.2%	54,074 42.3%

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Housing

	1 mi radius		3 mi radius		5 mi radius	
Total Housing Units (2017)	5,661		37,283		82,910	
Total Housing Units (2010)	5,674		36,484		79,353	
Historical Annual Growth (2010-2017)	-13	-	799	0.3%	3,557	0.6%
Housing Units Occupied (2017)	5,516	97.4%	36,165	97.0%	79,679	96.1%
Housing Units Owner-Occupied	3,736	67.7%	25,524	70.6%	51,149	64.2%
Housing Units Renter-Occupied	1,781	32.3%	10,641	29.4%	28,531	35.8%
Housing Units Vacant (2017)	145	2.6%	1,118	3.1%	3,231	4.1%

Household Size (2017)

Total Households	5,516		36,165		79,679	
1 Person Households	1,624	29.4%	11,357	31.4%	26,439	33.2%
2 Person Households	1,975	35.8%	12,772	35.3%	26,896	33.8%
3 Person Households	875	15.9%	5,306	14.7%	11,040	13.9%
4 Person Households	680	12.3%	4,236	11.7%	9,101	11.4%
5 Person Households	257	4.7%	1,704	4.7%	3,915	4.9%
6 Person Households	69	1.2%	522	1.4%	1,345	1.7%
7 or More Person Households	37	0.7%	267	0.7%	944	1.2%

Household Income Distribution (2017)

HH Income \$200,000 or More	185	3.4%	2,380	6.6%	5,305	6.7%
HH Income \$150,000 to \$199,999	346	6.3%	2,452	6.8%	5,586	7.0%
HH Income \$125,000 to \$149,999	315	5.7%	2,282	6.3%	4,773	6.0%
HH Income \$100,000 to \$124,999	415	7.5%	3,676	10.2%	7,531	9.5%
HH Income \$75,000 to \$99,999	832	15.1%	5,487	15.2%	11,083	13.9%
HH Income \$50,000 to \$74,999	1,264	22.9%	7,157	19.8%	14,252	17.9%
HH Income \$35,000 to \$49,999	847	15.4%	4,965	13.7%	10,403	13.1%
HH Income \$25,000 to \$34,999	499	9.0%	2,817	7.8%	6,994	8.8%
HH Income \$15,000 to \$24,999	418	7.6%	2,422	6.7%	6,278	7.9%
HH Income \$10,000 to \$14,999	164	3.0%	913	2.5%	2,705	3.4%
HH Income Under \$10,000	231	4.2%	1,614	4.5%	4,769	6.0%

Household Vehicles (2017)

Households 0 Vehicles Available	230	4.2%	1,641	4.5%	5,135	6.4%
Households 1 Vehicle Available	2,068	37.5%	12,490	34.5%	28,197	35.4%
Households 2 Vehicles Available	2,115	38.3%	15,296	42.3%	31,890	40.0%
Households 3 or More Vehicles Available	1,104	20.0%	6,738	18.6%	14,457	18.1%
Total Vehicles Available	9,963		65,499		140,231	
Average Vehicles per Household	1.8		1.8		1.8	
Owner-Occupied Household Vehicles	7,434	74.6%	50,684	77.4%	102,715	73.2%
Average Vehicles per Owner-Occupied Household	2.0		2.0		2.0	
Renter-Occupied Household Vehicles	2,529	25.4%	14,814	22.6%	37,516	26.8%
Average Vehicles per Renter-Occupied Household	1.4		1.4		1.3	

Travel Time (2015)

Worker Base Age 16 years or Over	7,033		46,314		104,090	
Travel to Work in 14 Minutes or Less	2,067	29.4%	15,172	32.8%	36,730	35.3%
Travel to Work in 15 to 29 Minutes	4,380	62.3%	26,129	56.4%	53,397	51.3%
Travel to Work in 30 to 59 Minutes	637	9.1%	4,282	9.2%	9,575	9.2%
Travel to Work in 60 Minutes or More	208	3.0%	1,284	2.8%	2,301	2.2%
Work at Home	152	2.2%	1,448	3.1%	3,420	3.3%
Average Minutes Travel to Work	17.6		17.2		16.7	

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COMPLETE PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.6356/-93.7036

RFULL9

Merle Hay Centre Urbandale, IA 50322	1 mi radius	3 mi radius	5 mi radius
Transportation To Work (2015)			
Worker Base Age 16 years or Over	7,033	46,314	104,090
Drive to Work Alone	5,877 83.6%	38,964 84.1%	85,644 82.3%
Drive to Work in Carpool	632 9.0%	3,733 8.1%	8,886 8.5%
Travel to Work by Public Transportation	208 3.0%	1,086 2.3%	2,711 2.6%
Drive to Work on Motorcycle	4 0.1%	31 0.1%	50 -
Bicycle to Work	29 0.4%	100 0.2%	323 0.3%
Walk to Work	113 1.6%	800 1.7%	2,754 2.6%
Other Means	18 0.3%	151 0.3%	302 0.3%
Work at Home	152 2.2%	1,448 3.1%	3,420 3.3%
Daytime Demographics (2017)			
Total Businesses	714	3,852	10,655
Total Employees	7,206	40,986	147,027
Company Headquarter Businesses	3 0.4%	26 0.7%	99 0.9%
Company Headquarter Employees	138 1.9%	1,686 4.1%	24,291 16.5%
Employee Population per Business	10.1 to 1	10.6 to 1	13.8 to 1
Residential Population per Business	18.0 to 1	21.9 to 1	17.8 to 1
Adj. Daytime Demographics Age 16 Years or Over	9,958	59,968	192,116
Labor Force			
Labor Population Age 16 Years or Over (2017)	10,230	67,458	150,669
Labor Force Total Males (2017)	4,920 48.1%	32,435 48.1%	73,597 48.8%
Male Civilian Employed	3,729 75.8%	24,747 76.3%	54,294 73.8%
Male Civilian Unemployed	196 4.0%	718 2.2%	1,822 2.5%
Males in Armed Forces	11 0.2%	93 0.3%	147 0.2%
Males Not in Labor Force	984 20.0%	6,877 21.2%	17,334 23.6%
Labor Force Total Females (2017)	5,310 51.9%	35,023 51.9%	77,071 51.2%
Female Civilian Employed	3,715 70.0%	23,602 67.4%	51,105 66.3%
Female Civilian Unemployed	62 1.2%	430 1.2%	1,224 1.6%
Females in Armed Forces	22 0.4%	34 0.1%	34 -
Females Not in Labor Force	1,510 28.4%	10,957 31.3%	24,709 32.1%
Unemployment Rate	2.5%	1.7%	2.0%
Labor Force Growth (2010-2017)	-5 -0.1%	-6 -	-46 -
Male Labor Force Growth (2010-2017)	-3 -0.1%	-9 -	-26 -
Female Labor Force Growth (2010-2017)	-2 -0.1%	4 -	-20 -
Occupation (2015)			
Occupation Population Age 16 Years or Over	7,450	48,354	105,445
Occupation Total Males	3,732 50.1%	24,756 51.2%	54,320 51.5%
Occupation Total Females	3,717 49.9%	23,598 48.8%	51,125 48.5%
Management, Business, Financial Operations	1,213 16.3%	8,736 18.1%	18,680 17.7%
Professional, Related	1,544 20.7%	11,497 23.8%	24,841 23.6%
Service	1,387 18.6%	7,820 16.2%	17,953 17.0%
Sales, Office	2,100 28.2%	11,869 24.5%	25,456 24.1%
Farming, Fishing, Forestry	62 0.8%	216 0.4%	442 0.4%
Construction, Extraction, Maintenance	430 5.8%	3,033 6.3%	6,723 6.4%
Production, Transport, Material Moving	713 9.6%	5,183 10.7%	11,350 10.8%
White Collar Workers	4,857 65.2%	32,102 66.4%	68,977 65.4%
Blue Collar Workers	2,592 34.8%	16,251 33.6%	36,468 34.6%

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RFULL9

Merle Hay Centre		1 mi radius		3 mi radius		5 mi radius	
Urbandale, IA 50322							
Units In Structure (2015)							
Total Units		5,405		34,553		73,859	
1 Detached Unit		3,826	70.8%	25,281	73.2%	50,703	68.6%
1 Attached Unit		451	8.3%	2,611	7.6%	5,106	6.9%
2 Units		118	2.2%	790	2.3%	1,898	2.6%
3 to 4 Units		31	0.6%	590	1.7%	2,037	2.8%
5 to 9 Units		196	3.6%	1,351	3.9%	4,588	6.2%
10 to 19 Units		302	5.6%	2,143	6.2%	5,529	7.5%
20 to 49 Units		521	9.6%	2,162	6.3%	5,118	6.9%
50 or More Units		52	1.0%	996	2.9%	4,067	5.5%
Mobile Home or Trailer		23	0.4%	213	0.6%	732	1.0%
Other Structure		-	-	1	-	9	-
Homes Built By Year (2015)							
Homes Built 2014 or later		8	0.1%	169	0.5%	742	1.0%
Homes Built 2010 to 2013		25	0.5%	377	1.1%	1,876	2.5%
Homes Built 2000 to 2009		183	3.4%	2,192	6.3%	7,233	9.8%
Homes Built 1990 to 1999		604	11.2%	4,518	13.1%	9,132	12.4%
Homes Built 1980 to 1989		632	11.7%	4,534	13.1%	8,618	11.7%
Homes Built 1970 to 1979		1,034	19.1%	4,888	14.1%	10,536	14.3%
Homes Built 1960 to 1969		1,046	19.4%	4,938	14.3%	9,292	12.6%
Homes Built 1950 to 1959		983	18.2%	6,312	18.3%	10,956	14.8%
Homes Built 1940 to 1949		394	7.3%	2,552	7.4%	4,752	6.4%
Homes Built Before 1939		610	11.3%	5,659	16.4%	16,643	22.5%
Median Age of Homes		47.7 yrs		47.6 yrs		47.8 yrs	
Home Values (2015)							
Owner Specified Housing Units		3,693		24,523		48,164	
Home Values \$1,000,000 or More		3	0.1%	56	0.2%	159	0.3%
Home Values \$750,000 to \$999,999		7	0.2%	71	0.3%	262	0.5%
Home Values \$500,000 to \$749,999		18	0.5%	252	1.0%	925	1.9%
Home Values \$400,000 to \$499,999		28	0.7%	426	1.7%	1,512	3.1%
Home Values \$300,000 to \$399,999		106	2.9%	1,378	5.6%	3,357	7.0%
Home Values \$250,000 to \$299,999		148	4.0%	1,970	8.0%	3,926	8.2%
Home Values \$200,000 to \$249,999		282	7.6%	3,175	12.9%	6,260	13.0%
Home Values \$175,000 to \$199,999		501	13.6%	2,987	12.2%	5,266	10.9%
Home Values \$150,000 to \$174,999		753	20.4%	4,307	17.6%	7,288	15.1%
Home Values \$125,000 to \$149,999		703	19.0%	4,201	17.1%	7,040	14.6%
Home Values \$100,000 to \$124,999		486	13.2%	2,854	11.6%	5,368	11.1%
Home Values \$90,000 to \$99,999		140	3.8%	1,027	4.2%	2,142	4.4%
Home Values \$80,000 to \$89,999		99	2.7%	820	3.3%	2,344	4.9%
Home Values \$70,000 to \$79,999		100	2.7%	455	1.9%	1,404	2.9%
Home Values \$60,000 to \$69,999		106	2.9%	325	1.3%	916	1.9%
Home Values \$50,000 to \$59,999		65	1.8%	221	0.9%	790	1.6%
Home Values \$35,000 to \$49,999		42	1.1%	269	1.1%	696	1.4%
Home Values \$25,000 to \$34,999		83	2.2%	226	0.9%	538	1.1%
Home Values \$10,000 to \$24,999		38	1.0%	202	0.8%	431	0.9%
Home Values Under \$10,000		30	0.8%	289	1.2%	557	1.2%
Owner-Occupied Median Home Value		\$149,643		\$167,164		\$169,754	
Renter-Occupied Median Rent		\$754		\$766		\$753	

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RFULL9

Merle Hay Centre

Urbandale, IA 50322

1 mi radius 3 mi radius 5 mi radius

Total Annual Consumer Expenditure (2017)

Total Household Expenditure	\$329 M	\$2.38 B	\$5.09 B
Total Non-Retail Expenditure	\$170 M	\$1.24 B	\$2.66 B
Total Retail Expenditure	\$159 M	\$1.14 B	\$2.43 B
Apparel	\$11.5 M	\$83.1 M	\$178 M
Contributions	\$14.1 M	\$108 M	\$233 M
Education	\$11.8 M	\$90.4 M	\$197 M
Entertainment	\$18.4 M	\$134 M	\$287 M
Food and Beverages	\$48.3 M	\$345 M	\$738 M
Furnishings and Equipment	\$11.3 M	\$83.2 M	\$178 M
Gifts	\$8.05 M	\$60.7 M	\$131 M
Health Care	\$26.4 M	\$187 M	\$400 M
Household Operations	\$9.29 M	\$69.4 M	\$149 M
Miscellaneous Expenses	\$4.84 M	\$34.8 M	\$74.4 M
Personal Care	\$4.27 M	\$30.8 M	\$65.9 M
Personal Insurance	\$2.41 M	\$18.1 M	\$39.0 M
Reading	\$732 K	\$5.31 M	\$11.4 M
Shelter	\$67.5 M	\$490 M	\$1.05 B
Tobacco	\$2.02 M	\$13.9 M	\$29.7 M
Transportation	\$62.9 M	\$449 M	\$954 M
Utilities	\$24.8 M	\$175 M	\$375 M

Monthly Household Consumer Expenditure (2017)

Total Household Expenditure	\$4,964	\$5,479	\$5,326
Total Non-Retail Expenditure	\$2,569 51.7%	\$2,855 52.1%	\$2,783 52.3%
Total Retail Expenditures	\$2,395 48.3%	\$2,624 47.9%	\$2,543 47.7%
Apparel	\$174 3.5%	\$191 3.5%	\$186 3.5%
Contributions	\$213 4.3%	\$248 4.5%	\$244 4.6%
Education	\$178 3.6%	\$208 3.8%	\$206 3.9%
Entertainment	\$278 5.6%	\$309 5.6%	\$300 5.6%
Food and Beverages	\$730 14.7%	\$795 14.5%	\$772 14.5%
Furnishings and Equipment	\$171 3.4%	\$192 3.5%	\$186 3.5%
Gifts	\$122 2.4%	\$140 2.6%	\$137 2.6%
Health Care	\$399 8.0%	\$431 7.9%	\$419 7.9%
Household Operations	\$140 2.8%	\$160 2.9%	\$156 2.9%
Miscellaneous Expenses	\$73 1.5%	\$80 1.5%	\$78 1.5%
Personal Care	\$65 1.3%	\$71 1.3%	\$69 1.3%
Personal Insurance	\$36 0.7%	\$42 0.8%	\$41 0.8%
Reading	\$11 0.2%	\$12 0.2%	\$12 0.2%
Shelter	\$1,019 20.5%	\$1,129 20.6%	\$1,100 20.6%
Tobacco	\$31 0.6%	\$32 0.6%	\$31 0.6%
Transportation	\$950 19.1%	\$1,034 18.9%	\$998 18.7%
Utilities	\$374 7.5%	\$404 7.4%	\$392 7.4%

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