

COMPLETE PROFILE

2000-2010 Census, 2017 Estimates with 2022 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.6314/-93.7012

RFULL9

Merle Hay Mall						
Des Moines, IA 50310						
	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2017)	13,120		88,722		193,747	
Projected Population (2022)	14,033		95,523		210,444	
Census Population (2010)	12,975		86,108		182,246	
Census Population (2000)	13,308		86,033		173,168	
Projected Annual Growth (2017-2022)	913	1.4%	6,801	1.5%	16,697	1.7%
Historical Annual Growth (2010-2017)	145	0.2%	2,614	0.4%	11,501	0.9%
Historical Annual Growth (2000-2010)	-333	-0.3%	75	-	9,078	0.5%
Estimated Population Density (2017)	4,178 <i>psm</i>		3,139 <i>psm</i>		2,468 <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)	5,702		37,832		81,800	
Projected Households (2022)	6,132		40,979		89,316	
Census Households (2010)	5,552		36,256		75,916	
Census Households (2000)	5,617		36,000		72,086	
Projected Annual Growth (2017-2022)	430	1.5%	3,147	1.7%	7,515	1.8%
Historical Annual Change (2000-2017)	86	0.1%	1,833	0.3%	9,714	0.8%
Average Household Income						
Estimated Average Household Income (2017)	\$74,000		\$89,573		\$87,550	
Projected Average Household Income (2022)	\$83,090		\$101,082		\$98,411	
Census Average Household Income (2010)	\$62,670		\$71,797		\$70,145	
Census Average Household Income (2000)	\$52,698		\$61,674		\$59,187	
Projected Annual Change (2017-2022)	\$9,090	2.5%	\$11,509	2.6%	\$10,861	2.5%
Historical Annual Change (2000-2017)	\$21,302	2.4%	\$27,900	2.7%	\$28,363	2.8%
Median Household Income						
Estimated Median Household Income (2017)	\$61,203		\$70,641		\$69,202	
Projected Median Household Income (2022)	\$71,405		\$82,730		\$80,509	
Census Median Household Income (2010)	\$57,079		\$61,216		\$58,502	
Census Median Household Income (2000)	\$48,026		\$53,483		\$49,757	
Projected Annual Change (2017-2022)	\$10,202	3.3%	\$12,090	3.4%	\$11,307	3.3%
Historical Annual Change (2000-2017)	\$13,177	1.6%	\$17,158	1.9%	\$19,445	2.3%
Per Capita Income						
Estimated Per Capita Income (2017)	\$32,177		\$38,343		\$37,155	
Projected Per Capita Income (2022)	\$36,321		\$43,501		\$41,944	
Census Per Capita Income (2010)	\$26,815		\$30,230		\$29,219	
Census Per Capita Income (2000)	\$22,458		\$25,710		\$24,593	
Projected Annual Change (2017-2022)	\$4,144	2.6%	\$5,158	2.7%	\$4,788	2.6%
Historical Annual Change (2000-2017)	\$9,720	2.5%	\$12,634	2.9%	\$12,563	3.0%
Estimated Average Household Net Worth (2017)	\$428,513		\$564,426		\$566,418	

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Merle Hay Mall Des Moines, IA 50310	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2017)	13,120		88,722		193,747	
White (2017)	10,939	83.4%	73,907	83.3%	152,148	78.5%
Black or African American (2017)	1,013	7.7%	6,221	7.0%	18,613	9.6%
American Indian or Alaska Native (2017)	27	0.2%	156	0.2%	517	0.3%
Asian (2017)	433	3.3%	4,119	4.6%	10,625	5.5%
Hawaiian or Pacific Islander (2017)	1	-	37	-	124	0.1%
Other Race (2017)	346	2.6%	2,035	2.3%	6,158	3.2%
Two or More Races (2017)	361	2.8%	2,246	2.5%	5,561	2.9%
Population < 18 (2017)	3,000	22.9%	19,570	22.1%	44,401	22.9%
White Not Hispanic	2,039	68.0%	13,409	68.5%	27,160	61.2%
Black or African American	342	11.4%	1,969	10.1%	5,986	13.5%
Asian	117	3.9%	1,141	5.8%	2,788	6.3%
Other Race Not Hispanic	187	6.2%	1,117	5.7%	2,675	6.0%
Hispanic	314	10.5%	1,934	9.9%	5,792	13.0%
Not Hispanic or Latino Population (2017)	12,323	93.9%	83,509	94.1%	177,899	91.8%
Not Hispanic White	10,562	85.7%	71,319	85.4%	144,461	81.2%
Not Hispanic Black or African American	993	8.1%	6,079	7.3%	17,950	10.1%
Not Hispanic American Indian or Alaska Native	19	0.2%	113	0.1%	321	0.2%
Not Hispanic Asian	432	3.5%	4,088	4.9%	10,458	5.9%
Not Hispanic Hawaiian or Pacific Islander	1	-	35	-	110	0.1%
Not Hispanic Other Race	14	0.1%	73	0.1%	273	0.2%
Not Hispanic Two or More Races	303	2.5%	1,803	2.2%	4,326	2.4%
Hispanic or Latino Population (2017)	797	6.1%	5,213	5.9%	15,847	8.2%
Hispanic White	376	47.2%	2,589	49.7%	7,687	48.5%
Hispanic Black or African American	21	2.6%	142	2.7%	664	4.2%
Hispanic American Indian or Alaska Native	8	1.0%	43	0.8%	196	1.2%
Hispanic Asian	1	0.1%	31	0.6%	167	1.1%
Hispanic Hawaiian or Pacific Islander	-	-	2	-	14	0.1%
Hispanic Other Race	332	41.7%	1,963	37.7%	5,885	37.1%
Hispanic Two or More Races	58	7.3%	444	8.5%	1,235	7.8%
Not Hispanic or Latino Population (2010)	12,275	94.6%	81,676	94.9%	168,976	92.7%
Hispanic or Latino Population (2010)	700	5.4%	4,432	5.1%	13,270	7.3%
Not Hispanic or Latino Population (2000)	13,033	97.9%	84,075	97.7%	165,851	95.8%
Hispanic or Latino Population (2000)	276	2.1%	1,958	2.3%	7,317	4.2%
Not Hispanic or Latino Population (2022)	13,078	93.2%	89,203	93.4%	190,999	90.8%
Hispanic or Latino Population (2022)	955	6.8%	6,320	6.6%	19,446	9.2%
Projected Annual Growth (2017-2022)	159	4.0%	1,108	4.3%	3,598	4.5%
Historical Annual Growth (2000-2010)	425	15.4%	2,474	12.6%	5,953	8.1%

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Merle Hay Mall

Des Moines, IA 50310

1 mi radius 3 mi radius 5 mi radius

Total Age Distribution (2017)

	1 mi radius		3 mi radius		5 mi radius	
Total Population	13,120		88,722		193,747	
Age Under 5 Years	874	6.7%	5,775	6.5%	12,982	6.7%
Age 5 to 9 Years	782	6.0%	5,294	6.0%	12,349	6.4%
Age 10 to 14 Years	811	6.2%	5,352	6.0%	12,168	6.3%
Age 15 to 19 Years	805	6.1%	5,377	6.1%	12,208	6.3%
Age 20 to 24 Years	782	6.0%	5,535	6.2%	13,509	7.0%
Age 25 to 29 Years	1,109	8.5%	6,823	7.7%	15,447	8.0%
Age 30 to 34 Years	1,087	8.3%	6,986	7.9%	14,876	7.7%
Age 35 to 39 Years	969	7.4%	6,177	7.0%	13,583	7.0%
Age 40 to 44 Years	799	6.1%	5,297	6.0%	11,683	6.0%
Age 45 to 49 Years	861	6.6%	5,797	6.5%	12,319	6.4%
Age 50 to 54 Years	891	6.8%	6,198	7.0%	12,623	6.5%
Age 55 to 59 Years	825	6.3%	6,237	7.0%	12,636	6.5%
Age 60 to 64 Years	709	5.4%	5,222	5.9%	10,873	5.6%
Age 65 to 69 Years	614	4.7%	4,293	4.8%	8,856	4.6%
Age 70 to 74 Years	414	3.2%	2,887	3.3%	6,046	3.1%
Age 75 to 79 Years	348	2.7%	2,096	2.4%	4,344	2.2%
Age 80 to 84 Years	236	1.8%	1,538	1.7%	3,285	1.7%
Age 85 Years or Over	204	1.6%	1,837	2.1%	3,959	2.0%
Median Age	36.1		37.4		36.1	
Age 19 Years or Less	3,272	24.9%	21,799	24.6%	49,707	25.7%
Age 20 to 64 Years	8,032	61.2%	54,273	61.2%	117,549	60.7%
Age 65 Years or Over	1,817	13.8%	12,650	14.3%	26,490	13.7%

Female Age Distribution (2017)

Female Population	6,680	50.9%	45,337	51.1%	98,218	50.7%
Age Under 5 Years	432	6.5%	2,830	6.2%	6,407	6.5%
Age 5 to 9 Years	387	5.8%	2,569	5.7%	6,038	6.1%
Age 10 to 14 Years	378	5.7%	2,572	5.7%	5,881	6.0%
Age 15 to 19 Years	386	5.8%	2,723	6.0%	6,039	6.1%
Age 20 to 24 Years	386	5.8%	2,784	6.1%	6,773	6.9%
Age 25 to 29 Years	576	8.6%	3,384	7.5%	7,535	7.7%
Age 30 to 34 Years	510	7.6%	3,418	7.5%	7,288	7.4%
Age 35 to 39 Years	471	7.1%	2,941	6.5%	6,558	6.7%
Age 40 to 44 Years	391	5.9%	2,606	5.7%	5,683	5.8%
Age 45 to 49 Years	447	6.7%	2,982	6.6%	6,141	6.3%
Age 50 to 54 Years	444	6.7%	3,223	7.1%	6,403	6.5%
Age 55 to 59 Years	416	6.2%	3,207	7.1%	6,465	6.6%
Age 60 to 64 Years	383	5.7%	2,737	6.0%	5,707	5.8%
Age 65 to 69 Years	350	5.2%	2,350	5.2%	4,747	4.8%
Age 70 to 74 Years	237	3.5%	1,651	3.6%	3,392	3.5%
Age 75 to 79 Years	208	3.1%	1,188	2.6%	2,476	2.5%
Age 80 to 84 Years	146	2.2%	913	2.0%	1,954	2.0%
Age 85 Years or Over	129	1.9%	1,259	2.8%	2,728	2.8%
Female Median Age	37.4		38.9		37.4	
Age 19 Years or Less	1,584	23.7%	10,694	23.6%	24,366	24.8%
Age 20 to 64 Years	4,026	60.3%	27,283	60.2%	58,554	59.6%
Age 65 Years or Over	1,070	16.0%	7,360	16.2%	15,298	15.6%

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1 mi radius 3 mi radius 5 mi radius

Male Age Distribution (2017)

	1 mi radius	3 mi radius	5 mi radius
Male Population	6,440 49.1%	43,385 48.9%	95,529 49.3%
Age Under 5 Years	441 6.9%	2,945 6.8%	6,575 6.9%
Age 5 to 9 Years	395 6.1%	2,726 6.3%	6,311 6.6%
Age 10 to 14 Years	433 6.7%	2,781 6.4%	6,287 6.6%
Age 15 to 19 Years	419 6.5%	2,655 6.1%	6,169 6.5%
Age 20 to 24 Years	395 6.1%	2,752 6.3%	6,735 7.1%
Age 25 to 29 Years	533 8.3%	3,440 7.9%	7,912 8.3%
Age 30 to 34 Years	577 9.0%	3,567 8.2%	7,588 7.9%
Age 35 to 39 Years	498 7.7%	3,236 7.5%	7,025 7.4%
Age 40 to 44 Years	408 6.3%	2,691 6.2%	6,000 6.3%
Age 45 to 49 Years	414 6.4%	2,815 6.5%	6,178 6.5%
Age 50 to 54 Years	447 6.9%	2,975 6.9%	6,220 6.5%
Age 55 to 59 Years	408 6.3%	3,030 7.0%	6,171 6.5%
Age 60 to 64 Years	326 5.1%	2,484 5.7%	5,166 5.4%
Age 65 to 69 Years	264 4.1%	1,943 4.5%	4,109 4.3%
Age 70 to 74 Years	177 2.8%	1,236 2.8%	2,654 2.8%
Age 75 to 79 Years	140 2.2%	908 2.1%	1,868 2.0%
Age 80 to 84 Years	90 1.4%	624 1.4%	1,330 1.4%
Age 85 Years or Over	76 1.2%	578 1.3%	1,231 1.3%
Male Median Age	34.8	36.0	34.9
Age 19 Years or Less	1,688 26.2%	11,105 25.6%	25,342 26.5%
Age 20 to 64 Years	4,006 62.2%	26,989 62.2%	58,995 61.8%
Age 65 Years or Over	747 11.6%	5,290 12.2%	11,192 11.7%

Males per 100 Females (2017)

	1 mi radius	3 mi radius	5 mi radius
Overall Comparison	96	96	97
Age Under 5 Years	102 50.5%	104 51.0%	103 50.6%
Age 5 to 9 Years	102 50.5%	106 51.5%	105 51.1%
Age 10 to 14 Years	114 53.3%	108 52.0%	107 51.7%
Age 15 to 19 Years	109 52.0%	97 49.4%	102 50.5%
Age 20 to 24 Years	102 50.6%	99 49.7%	99 49.9%
Age 25 to 29 Years	92 48.0%	102 50.4%	105 51.2%
Age 30 to 34 Years	113 53.0%	104 51.1%	104 51.0%
Age 35 to 39 Years	106 51.4%	110 52.4%	107 51.7%
Age 40 to 44 Years	104 51.1%	103 50.8%	106 51.4%
Age 45 to 49 Years	93 48.1%	94 48.6%	101 50.2%
Age 50 to 54 Years	101 50.1%	92 48.0%	97 49.3%
Age 55 to 59 Years	98 49.5%	94 48.6%	95 48.8%
Age 60 to 64 Years	85 46.0%	91 47.6%	91 47.5%
Age 65 to 69 Years	75 43.0%	83 45.3%	87 46.4%
Age 70 to 74 Years	75 42.8%	75 42.8%	78 43.9%
Age 75 to 79 Years	67 40.1%	76 43.3%	75 43.0%
Age 80 to 84 Years	62 38.3%	68 40.6%	68 40.5%
Age 85 Years or Over	59 37.1%	46 31.5%	45 31.1%
Age 19 Years or Less	107 51.6%	104 50.9%	104 51.0%
Age 20 to 39 Years	103 50.7%	104 50.9%	104 51.0%
Age 40 to 64 Years	96 49.0%	95 48.7%	98 49.4%
Age 65 Years or Over	70 41.1%	72 41.8%	73 42.3%

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	1 mi radius	3 mi radius	5 mi radius
Household Type (2017)			
Total Households	5,702	37,832	81,800
Households with Children	1,700 29.8%	10,628 28.1%	23,017 28.1%
Average Household Size	2.3	2.3	2.3
Household Density per Square Mile	1,816	1,339	1,042
Population Family	10,301 78.5%	67,457 76.0%	144,074 74.4%
Population Non-Family	2,803 21.4%	19,013 21.4%	44,078 22.8%
Population Group Quarters	16 0.1%	2,252 2.5%	5,595 2.9%
Family Households	3,460 60.7%	22,656 59.9%	46,889 57.3%
Married Couple Households	2,509 72.5%	17,557 77.5%	35,228 75.1%
Other Family Households	951 27.5%	5,099 22.5%	11,660 24.9%
Family Households with Children	1,684 48.7%	10,530 46.5%	22,777 48.6%
Married Couple with Children	1,053 62.5%	7,284 69.2%	15,155 66.5%
Other Family Households with Children	631 37.5%	3,246 30.8%	7,623 33.5%
Family Households No Children	1,777 51.3%	12,126 53.5%	24,112 51.4%
Married Couple No Children	1,456 82.0%	10,273 84.7%	20,074 83.3%
Other Family Households No Children	320 18.0%	1,852 15.3%	4,038 16.7%
Non-Family Households	2,242 39.3%	15,176 40.1%	34,911 42.7%
Non-Family Households with Children	16 0.7%	97 0.6%	239 0.7%
Non-Family Households No Children	2,226 99.3%	15,079 99.4%	34,672 99.3%
Average Family Household Size	3.0	3.0	3.1
Average Family Income	\$91,084	\$109,774	\$112,146
Median Family Income	\$77,311	\$90,511	\$91,788
Average Non-Family Household Size	1.3	1.3	1.3
Marital Status (2017)			
Population Age 15 Years or Over	10,653	72,300	156,248
Never Married	3,635 34.1%	23,641 32.7%	53,102 34.0%
Currently Married	4,810 45.1%	33,088 45.8%	67,924 43.5%
Previously Married	2,209 20.7%	15,572 21.5%	35,221 22.5%
Separated	422 19.1%	3,109 20.0%	7,120 20.2%
Widowed	553 25.1%	3,945 25.3%	8,263 23.5%
Divorced	1,234 55.9%	8,519 54.7%	19,838 56.3%
Educational Attainment (2017)			
Adult Population Age 25 Years or Over	9,067	61,388	130,531
Elementary (Grade Level 0 to 8)	323 3.6%	1,619 2.6%	4,203 3.2%
Some High School (Grade Level 9 to 11)	377 4.2%	2,299 3.7%	5,807 4.4%
High School Graduate	2,315 25.5%	12,893 21.0%	28,254 21.6%
Some College	1,896 20.9%	12,280 20.0%	25,112 19.2%
Associate Degree Only	942 10.4%	5,949 9.7%	12,399 9.5%
Bachelor Degree Only	2,455 27.1%	18,179 29.6%	36,992 28.3%
Graduate Degree	758 8.4%	8,169 13.3%	17,763 13.6%
Any College (Some College or Higher)	6,051 66.7%	44,576 72.6%	92,267 70.7%
College Degree + (Bachelor Degree or Higher)	3,214 35.4%	26,347 42.9%	54,755 41.9%

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Housing						
Total Housing Units (2017)	5,858		39,036		85,140	
Total Housing Units (2010)	5,843		38,346		81,633	
Historical Annual Growth (2010-2017)	15	-	690	0.3%	3,506	0.6%
Housing Units Occupied (2017)	5,702	97.3%	37,832	96.9%	81,800	96.1%
Housing Units Owner-Occupied	3,787	66.4%	26,188	69.2%	51,816	63.3%
Housing Units Renter-Occupied	1,915	33.6%	11,644	30.8%	29,984	36.7%
Housing Units Vacant (2017)	156	2.7%	1,203	3.2%	3,339	4.1%
Household Size (2017)						
Total Households	5,702		37,832		81,800	
1 Person Households	1,768	31.0%	12,057	31.9%	27,575	33.7%
2 Person Households	2,008	35.2%	13,378	35.4%	27,467	33.6%
3 Person Households	889	15.6%	5,525	14.6%	11,252	13.8%
4 Person Households	666	11.7%	4,308	11.4%	9,202	11.2%
5 Person Households	252	4.4%	1,744	4.6%	3,962	4.8%
6 Person Households	75	1.3%	537	1.4%	1,375	1.7%
7 or More Person Households	43	0.8%	283	0.7%	968	1.2%
Household Income Distribution (2017)						
HH Income \$200,000 or More	179	3.1%	2,428	6.4%	5,338	6.5%
HH Income \$150,000 to \$199,999	283	5.0%	2,437	6.4%	5,563	6.8%
HH Income \$125,000 to \$149,999	306	5.4%	2,348	6.2%	4,821	5.9%
HH Income \$100,000 to \$124,999	430	7.5%	3,788	10.0%	7,619	9.3%
HH Income \$75,000 to \$99,999	850	14.9%	5,693	15.0%	11,315	13.8%
HH Income \$50,000 to \$74,999	1,352	23.7%	7,486	19.8%	14,648	17.9%
HH Income \$35,000 to \$49,999	893	15.7%	5,260	13.9%	10,710	13.1%
HH Income \$25,000 to \$34,999	528	9.3%	2,984	7.9%	7,277	8.9%
HH Income \$15,000 to \$24,999	419	7.4%	2,621	6.9%	6,661	8.1%
HH Income \$10,000 to \$14,999	193	3.4%	1,018	2.7%	2,888	3.5%
HH Income Under \$10,000	270	4.7%	1,770	4.7%	4,958	6.1%
Household Vehicles (2017)						
Households 0 Vehicles Available	254	4.5%	1,782	4.7%	5,503	6.7%
Households 1 Vehicle Available	2,269	39.8%	13,208	34.9%	29,136	35.6%
Households 2 Vehicles Available	2,111	37.0%	15,770	41.7%	32,488	39.7%
Households 3 or More Vehicles Available	1,068	18.7%	7,073	18.7%	14,674	17.9%
Total Vehicles Available	10,015		68,290		143,125	
Average Vehicles per Household	1.8		1.8		1.7	
Owner-Occupied Household Vehicles	7,364	73.5%	51,893	76.0%	103,934	72.6%
Average Vehicles per Owner-Occupied Household	1.9		2.0		2.0	
Renter-Occupied Household Vehicles	2,651	26.5%	16,397	24.0%	39,191	27.4%
Average Vehicles per Renter-Occupied Household	1.4		1.4		1.3	
Travel Time (2015)						
Worker Base Age 16 years or Over	7,193		48,824		106,574	
Travel to Work in 14 Minutes or Less	2,070	28.8%	16,271	33.3%	37,667	35.3%
Travel to Work in 15 to 29 Minutes	4,452	61.9%	27,436	56.2%	54,365	51.0%
Travel to Work in 30 to 59 Minutes	690	9.6%	4,558	9.3%	9,713	9.1%
Travel to Work in 60 Minutes or More	274	3.8%	1,353	2.8%	2,308	2.2%
Work at Home	136	1.9%	1,511	3.1%	3,508	3.3%
Average Minutes Travel to Work	17.6		17.1		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: 41.6314/-93.7012

RFULL9

Merle Hay Mall Des Moines, IA 50310	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2015)						
Worker Base Age 16 years or Over	7,193		48,824		106,574	
Drive to Work Alone	5,908	82.1%	40,761	83.5%	87,432	82.0%
Drive to Work in Carpool	713	9.9%	4,038	8.3%	9,123	8.6%
Travel to Work by Public Transportation	252	3.5%	1,202	2.5%	2,830	2.7%
Drive to Work on Motorcycle	3	-	30	0.1%	54	0.1%
Bicycle to Work	38	0.5%	109	0.2%	328	0.3%
Walk to Work	121	1.7%	1,013	2.1%	2,995	2.8%
Other Means	22	0.3%	161	0.3%	305	0.3%
Work at Home	136	1.9%	1,511	3.1%	3,508	3.3%
Daytime Demographics (2017)						
Total Businesses	681		4,081		11,615	
Total Employees	6,618		42,795		174,616	
Company Headquarter Businesses	3	0.4%	27	0.7%	132	1.1%
Company Headquarter Employees	143	2.2%	1,691	4.0%	38,676	22.1%
Employee Population per Business	9.7 to 1		10.5 to 1		15.0 to 1	
Residential Population per Business	19.3 to 1		21.7 to 1		16.7 to 1	
Adj. Daytime Demographics Age 16 Years or Over	9,420		62,906		221,104	
Labor Force						
Labor Population Age 16 Years or Over (2017)	10,477		71,281		154,032	
Labor Force Total Males (2017)	5,078	48.5%	34,431	48.3%	75,237	48.8%
Male Civilian Employed	3,872	76.3%	26,186	76.1%	55,298	73.5%
Male Civilian Unemployed	191	3.8%	777	2.3%	1,868	2.5%
Males in Armed Forces	14	0.3%	93	0.3%	139	0.2%
Males Not in Labor Force	1,001	19.7%	7,375	21.4%	17,933	23.8%
Labor Force Total Females (2017)	5,399	51.5%	36,850	51.7%	78,795	51.2%
Female Civilian Employed	3,762	69.7%	24,856	67.5%	52,073	66.1%
Female Civilian Unemployed	51	0.9%	485	1.3%	1,266	1.6%
Females in Armed Forces	27	0.5%	34	0.1%	34	-
Females Not in Labor Force	1,559	28.9%	11,475	31.1%	25,422	32.3%
Unemployment Rate		2.3%		1.8%		2.0%
Labor Force Growth (2010-2017)	7	0.1%	-137	-0.3%	-200	-0.2%
Male Labor Force Growth (2010-2017)	3	0.1%	-80	-0.3%	-109	-0.2%
Female Labor Force Growth (2010-2017)	4	0.1%	-56	-0.2%	-92	-0.2%
Occupation (2015)						
Occupation Population Age 16 Years or Over	7,627		51,180		107,571	
Occupation Total Males	3,869	50.7%	26,267	51.3%	55,406	51.5%
Occupation Total Females	3,758	49.3%	24,913	48.7%	52,165	48.5%
Management, Business, Financial Operations	1,191	15.6%	8,902	17.4%	18,903	17.6%
Professional, Related	1,552	20.4%	12,229	23.9%	25,242	23.5%
Service	1,449	19.0%	8,595	16.8%	18,445	17.1%
Sales, Office	2,132	28.0%	12,453	24.3%	25,893	24.1%
Farming, Fishing, Forestry	52	0.7%	221	0.4%	455	0.4%
Construction, Extraction, Maintenance	436	5.7%	3,181	6.2%	6,898	6.4%
Production, Transport, Material Moving	813	10.7%	5,598	10.9%	11,736	10.9%
White Collar Workers	4,876	63.9%	33,585	65.6%	70,038	65.1%
Blue Collar Workers	2,751	36.1%	17,595	34.4%	37,533	34.9%

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RFULL9

Merle Hay Mall		1 mi radius		3 mi radius		5 mi radius	
Des Moines, IA 50310							
Units In Structure (2015)							
Total Units		5,552		36,256		75,916	
1 Detached Unit		3,927	70.7%	26,350	72.7%	51,383	67.7%
1 Attached Unit		490	8.8%	2,448	6.8%	5,239	6.9%
2 Units		130	2.3%	953	2.6%	1,919	2.5%
3 to 4 Units		31	0.6%	664	1.8%	2,093	2.8%
5 to 9 Units		248	4.5%	1,472	4.1%	4,664	6.1%
10 to 19 Units		272	4.9%	2,355	6.5%	5,639	7.4%
20 to 49 Units		515	9.3%	2,304	6.4%	5,714	7.5%
50 or More Units		53	1.0%	1,106	3.1%	4,461	5.9%
Mobile Home or Trailer		32	0.6%	225	0.6%	911	1.2%
Other Structure		-	-	1	-	9	-
Homes Built By Year (2015)							
Homes Built 2014 or later		32	0.6%	152	0.4%	693	0.9%
Homes Built 2010 to 2013		33	0.6%	338	0.9%	1,850	2.4%
Homes Built 2000 to 2009		155	2.8%	1,908	5.3%	7,236	9.5%
Homes Built 1990 to 1999		479	8.6%	4,411	12.2%	9,477	12.5%
Homes Built 1980 to 1989		559	10.1%	4,728	13.0%	9,017	11.9%
Homes Built 1970 to 1979		941	17.0%	5,131	14.2%	10,924	14.4%
Homes Built 1960 to 1969		1,078	19.4%	5,098	14.1%	9,470	12.5%
Homes Built 1950 to 1959		1,214	21.9%	6,668	18.4%	11,157	14.7%
Homes Built 1940 to 1949		480	8.7%	2,743	7.6%	4,859	6.4%
Homes Built Before 1939		726	13.1%	6,697	18.5%	17,341	22.8%
Median Age of Homes		50.2 yrs		49.0 yrs		47.9 yrs	
Home Values (2015)							
Owner Specified Housing Units		3,713		25,237		49,027	
Home Values \$1,000,000 or More		3	0.1%	58	0.2%	164	0.3%
Home Values \$750,000 to \$999,999		7	0.2%	67	0.3%	265	0.5%
Home Values \$500,000 to \$749,999		28	0.7%	278	1.1%	956	1.9%
Home Values \$400,000 to \$499,999		28	0.8%	392	1.6%	1,515	3.1%
Home Values \$300,000 to \$399,999		103	2.8%	1,382	5.5%	3,337	6.8%
Home Values \$250,000 to \$299,999		126	3.4%	1,949	7.7%	3,925	8.0%
Home Values \$200,000 to \$249,999		248	6.7%	3,216	12.7%	6,305	12.9%
Home Values \$175,000 to \$199,999		441	11.9%	3,072	12.2%	5,315	10.8%
Home Values \$150,000 to \$174,999		715	19.3%	4,435	17.6%	7,345	15.0%
Home Values \$125,000 to \$149,999		790	21.3%	4,307	17.1%	7,138	14.6%
Home Values \$100,000 to \$124,999		543	14.6%	2,978	11.8%	5,463	11.1%
Home Values \$90,000 to \$99,999		154	4.1%	1,059	4.2%	2,224	4.5%
Home Values \$80,000 to \$89,999		122	3.3%	891	3.5%	2,408	4.9%
Home Values \$70,000 to \$79,999		96	2.6%	508	2.0%	1,456	3.0%
Home Values \$60,000 to \$69,999		113	3.0%	377	1.5%	946	1.9%
Home Values \$50,000 to \$59,999		75	2.0%	233	0.9%	838	1.7%
Home Values \$35,000 to \$49,999		39	1.1%	297	1.2%	720	1.5%
Home Values \$25,000 to \$34,999		86	2.3%	230	0.9%	606	1.2%
Home Values \$10,000 to \$24,999		40	1.1%	198	0.8%	465	0.9%
Home Values Under \$10,000		28	0.8%	291	1.2%	575	1.2%
Owner-Occupied Median Home Value		\$144,671		\$166,110		\$168,341	
Renter-Occupied Median Rent		\$738		\$761		\$749	

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RFULL9

Merle Hay Mall

Des Moines, IA 50310

Total Annual Consumer Expenditure (2017)

	1 mi radius	3 mi radius	5 mi radius
Total Household Expenditure	\$326 M	\$2.46 B	\$5.20 B
Total Non-Retail Expenditure	\$168 M	\$1.28 B	\$2.71 B
Total Retail Expenditure	\$158 M	\$1.18 B	\$2.48 B
Apparel	\$11.4 M	\$85.9 M	\$182 M
Contributions	\$13.7 M	\$111 M	\$237 M
Education	\$11.5 M	\$93.2 M	\$200 M
Entertainment	\$18.2 M	\$139 M	\$292 M
Food and Beverages	\$48.2 M	\$357 M	\$754 M
Furnishings and Equipment	\$11.2 M	\$85.9 M	\$181 M
Gifts	\$7.86 M	\$62.6 M	\$133 M
Health Care	\$26.4 M	\$194 M	\$410 M
Household Operations	\$9.08 M	\$71.5 M	\$152 M
Miscellaneous Expenses	\$4.83 M	\$36.0 M	\$76.0 M
Personal Care	\$4.25 M	\$31.9 M	\$67.3 M
Personal Insurance	\$2.35 M	\$18.7 M	\$39.7 M
Reading	\$726 K	\$5.50 M	\$11.6 M
Shelter	\$66.9 M	\$507 M	\$1.07 B
Tobacco	\$2.05 M	\$14.4 M	\$30.4 M
Transportation	\$62.6 M	\$464 M	\$975 M
Utilities	\$24.8 M	\$182 M	\$384 M

Monthly Household Consumer Expenditure (2017)

	1 mi radius	3 mi radius	5 mi radius
Total Household Expenditure	\$4,763	\$5,417	\$5,295
Total Non-Retail Expenditure	\$2,458 51.6%	\$2,822 52.1%	\$2,766 52.2%
Total Retail Expenditures	\$2,305 48.4%	\$2,595 47.9%	\$2,529 47.8%
Apparel	\$166 3.5%	\$189 3.5%	\$185 3.5%
Contributions	\$200 4.2%	\$244 4.5%	\$241 4.6%
Education	\$167 3.5%	\$205 3.8%	\$204 3.8%
Entertainment	\$266 5.6%	\$305 5.6%	\$298 5.6%
Food and Beverages	\$704 14.8%	\$787 14.5%	\$768 14.5%
Furnishings and Equipment	\$163 3.4%	\$189 3.5%	\$184 3.5%
Gifts	\$115 2.4%	\$138 2.5%	\$136 2.6%
Health Care	\$385 8.1%	\$427 7.9%	\$417 7.9%
Household Operations	\$133 2.8%	\$158 2.9%	\$155 2.9%
Miscellaneous Expenses	\$71 1.5%	\$79 1.5%	\$77 1.5%
Personal Care	\$62 1.3%	\$70 1.3%	\$69 1.3%
Personal Insurance	\$34 0.7%	\$41 0.8%	\$40 0.8%
Reading	\$11 0.2%	\$12 0.2%	\$12 0.2%
Shelter	\$977 20.5%	\$1,117 20.6%	\$1,093 20.6%
Tobacco	\$30 0.6%	\$32 0.6%	\$31 0.6%
Transportation	\$916 19.2%	\$1,023 18.9%	\$993 18.8%
Utilities	\$362 7.6%	\$400 7.4%	\$391 7.4%

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