

COMPLETE PROFILE

2000-2010 Census, 2015 Estimates with 2020 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.6316/-93.6994

RFULL9

Merle Hay Mall Des Moines, IA	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2015)	13,770	90,098	196,264
Projected Population (2020)	14,748	96,915	211,316
Census Population (2010)	13,189	86,129	184,310
Census Population (2000)	13,525	86,216	174,860
Projected Annual Growth (2015-2020)	978 1.4%	6,816 1.5%	15,052 1.5%
Historical Annual Growth (2010-2015)	581 0.9%	3,970 0.9%	11,954 1.3%
Historical Annual Growth (2000-2010)	-336 -0.2%	-87 -	9,451 0.5%
Estimated Population Density (2015)	4,385 <i>psm</i>	3,188 <i>psm</i>	2,500 <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 (2015)	6,013	38,853	83,795
Projected Households (2020)	6,498	42,196	91,051
Census Households (2010)	5,636	36,271	76,654
Census Households (2000)	5,719	36,095	72,747
Projected Annual Growth (2015-2020)	485 1.6%	3,343 1.7%	7,257 1.7%
Historical Annual Change (2000-2015)	294 0.3%	2,758 0.5%	11,048 1.0%
Average Household Income			
Estimated Average Household Income (2015)	\$71,409	\$78,675	\$76,371
Projected Average Household Income (2020)	\$75,533	\$83,156	\$80,650
Census Average Household Income (2010)	\$62,517	\$71,595	\$69,849
Census Average Household Income (2000)	\$52,307	\$61,504	\$58,921
Projected Annual Change (2015-2020)	\$4,124 1.2%	\$4,480 1.1%	\$4,279 1.1%
Historical Annual Change (2000-2015)	\$19,102 2.4%	\$17,172 1.9%	\$17,450 2.0%
Median Household Income			
Estimated Median Household Income (2015)	\$59,211	\$64,907	\$61,762
Projected Median Household Income (2020)	\$61,134	\$67,466	\$64,348
Census Median Household Income (2010)	\$56,679	\$60,989	\$58,205
Census Median Household Income (2000)	\$47,666	\$53,309	\$49,529
Projected Annual Change (2015-2020)	\$1,924 0.6%	\$2,559 0.8%	\$2,586 0.8%
Historical Annual Change (2000-2015)	\$11,544 1.6%	\$11,598 1.5%	\$12,233 1.6%
Per Capita Income			
Estimated Per Capita Income (2015)	\$31,193	\$34,075	\$32,791
Projected Per Capita Income (2020)	\$33,288	\$36,343	\$34,922
Census Per Capita Income (2010)	\$26,717	\$30,150	\$29,050
Census Per Capita Income (2000)	\$22,289	\$25,651	\$24,467
Projected Annual Change (2015-2020)	\$2,095 1.3%	\$2,268 1.3%	\$2,131 1.3%
Historical Annual Change (2000-2015)	\$8,904 2.7%	\$8,423 2.2%	\$8,324 2.3%
Estimated Average Household Net Worth (2015)	\$398,427	\$468,796	\$439,096

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Merle Hay Mall Des Moines, IA	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2015)	13,770		90,098		196,264	
White (2015)	11,676	84.8%	76,589	85.0%	157,785	80.4%
Black or African American (2015)	960	7.0%	5,611	6.2%	17,256	8.8%
American Indian or Alaska Native (2015)	27	0.2%	156	0.2%	513	0.3%
Asian (2015)	405	2.9%	3,688	4.1%	9,112	4.6%
Hawaiian or Pacific Islander (2015)	1	-	36	-	121	0.1%
Other Race (2015)	350	2.5%	1,925	2.1%	6,209	3.2%
Two or More Races (2015)	351	2.5%	2,093	2.3%	5,268	2.7%
Population < 18 (2015)	3,086 22.4%		19,616 21.8%		45,007 22.9%	
White Not Hispanic	2,188	70.9%	14,022	71.5%	28,748	63.9%
Black or African American	311	10.1%	1,748	8.9%	5,599	12.4%
Asian	103	3.3%	973	5.0%	2,312	5.1%
Other Race Not Hispanic	176	5.7%	1,035	5.3%	2,572	5.7%
Hispanic	308	10.0%	1,838	9.4%	5,775	12.8%
Not Hispanic or Latino Population (2015)	12,972 94.2%		85,127 94.5%		180,575 92.0%	
Not Hispanic White	11,294	87.1%	74,029	87.0%	149,847	83.0%
Not Hispanic Black or African American	942	7.3%	5,506	6.5%	16,840	9.3%
Not Hispanic American Indian or Alaska Native	19	0.1%	113	0.1%	313	0.2%
Not Hispanic Asian	404	3.1%	3,668	4.3%	9,014	5.0%
Not Hispanic Hawaiian or Pacific Islander	1	-	35	-	107	0.1%
Not Hispanic Other Race	18	0.1%	84	0.1%	352	0.2%
Not Hispanic Two or More Races	295	2.3%	1,693	2.0%	4,102	2.3%
Hispanic or Latino Population (2015)	798 5.8%		4,971 5.5%		15,689 8.0%	
Hispanic White	382	47.9%	2,561	51.5%	7,938	50.6%
Hispanic Black or African American	18	2.2%	105	2.1%	416	2.7%
Hispanic American Indian or Alaska Native	8	1.0%	43	0.9%	200	1.3%
Hispanic Asian	1	0.1%	20	0.4%	98	0.6%
Hispanic Hawaiian or Pacific Islander	-	-	1	-	14	0.1%
Hispanic Other Race	332	41.7%	1,841	37.0%	5,857	37.3%
Hispanic Two or More Races	56	7.1%	400	8.0%	1,166	7.4%
Not Hispanic or Latino Population (2010)	12,472 94.6%		81,651 94.8%		170,520 92.5%	
Hispanic or Latino Population (2010)	717 5.4%		4,478 5.2%		13,790 7.5%	
Not Hispanic or Latino Population (2000)	13,245 97.9%		84,220 97.7%		167,334 95.7%	
Hispanic or Latino Population (2000)	280 2.1%		1,996 2.3%		7,525 4.3%	
Not Hispanic or Latino Population (2020)	13,777 93.4%		90,787 93.7%		192,144 90.9%	
Hispanic or Latino Population (2020)	971 6.6%		6,128 6.3%		19,172 9.1%	
Projected Annual Growth (2015-2020)	173 4.3%		1,157 4.7%		3,483 4.4%	
Historical Annual Growth (2000-2010)	437 15.6%		2,482 12.4%		6,265 8.3%	

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Des Moines, IA							
Total Age Distribution (2015)							
Total Population		13,770		90,098		196,264	
Age Under 5 Years		893	6.5%	5,687	6.3%	12,940	6.6%
Age 5 to 9 Years		829	6.0%	5,391	6.0%	12,762	6.5%
Age 10 to 14 Years		853	6.2%	5,460	6.1%	12,467	6.4%
Age 15 to 19 Years		873	6.3%	5,508	6.1%	12,543	6.4%
Age 20 to 24 Years		891	6.5%	5,950	6.6%	13,734	7.0%
Age 25 to 29 Years		1,133	8.2%	6,641	7.4%	15,039	7.7%
Age 30 to 34 Years		1,136	8.3%	7,013	7.8%	15,036	7.7%
Age 35 to 39 Years		976	7.1%	5,926	6.6%	13,199	6.7%
Age 40 to 44 Years		896	6.5%	5,723	6.4%	12,685	6.5%
Age 45 to 49 Years		910	6.6%	5,880	6.5%	12,563	6.4%
Age 50 to 54 Years		989	7.2%	6,622	7.3%	13,537	6.9%
Age 55 to 59 Years		857	6.2%	6,319	7.0%	12,778	6.5%
Age 60 to 64 Years		722	5.2%	5,216	5.8%	10,765	5.5%
Age 65 to 69 Years		589	4.3%	4,056	4.5%	8,273	4.2%
Age 70 to 74 Years		396	2.9%	2,766	3.1%	5,698	2.9%
Age 75 to 79 Years		350	2.5%	2,105	2.3%	4,263	2.2%
Age 80 to 84 Years		252	1.8%	1,652	1.8%	3,430	1.7%
Age 85 Years or Over		225	1.6%	2,182	2.4%	4,552	2.3%
Median Age		36.0		37.7		36.3	
Age 19 Years or Less		3,448	25.0%	22,046	24.5%	50,713	25.8%
Age 20 to 64 Years		8,510	61.8%	55,290	61.4%	119,336	60.8%
Age 65 Years or Over		1,812	13.2%	12,762	14.2%	26,215	13.4%
Female Age Distribution (2015)							
Female Population		7,013	50.9%	46,381	51.5%	100,102	51.0%
Age Under 5 Years		435	6.2%	2,768	6.0%	6,345	6.3%
Age 5 to 9 Years		406	5.8%	2,623	5.7%	6,253	6.2%
Age 10 to 14 Years		400	5.7%	2,641	5.7%	6,056	6.0%
Age 15 to 19 Years		426	6.1%	2,800	6.0%	6,261	6.3%
Age 20 to 24 Years		448	6.4%	3,063	6.6%	7,018	7.0%
Age 25 to 29 Years		592	8.4%	3,312	7.1%	7,431	7.4%
Age 30 to 34 Years		529	7.5%	3,440	7.4%	7,399	7.4%
Age 35 to 39 Years		472	6.7%	2,837	6.1%	6,417	6.4%
Age 40 to 44 Years		443	6.3%	2,856	6.2%	6,225	6.2%
Age 45 to 49 Years		474	6.8%	3,039	6.6%	6,262	6.3%
Age 50 to 54 Years		492	7.0%	3,462	7.5%	6,877	6.9%
Age 55 to 59 Years		447	6.4%	3,281	7.1%	6,572	6.6%
Age 60 to 64 Years		382	5.4%	2,749	5.9%	5,687	5.7%
Age 65 to 69 Years		332	4.7%	2,200	4.7%	4,419	4.4%
Age 70 to 74 Years		227	3.2%	1,562	3.4%	3,184	3.2%
Age 75 to 79 Years		210	3.0%	1,195	2.6%	2,449	2.4%
Age 80 to 84 Years		157	2.2%	1,014	2.2%	2,082	2.1%
Age 85 Years or Over		141	2.0%	1,540	3.3%	3,166	3.2%
Female Median Age		37.3		39.2		37.6	
Age 19 Years or Less		1,668	23.8%	10,832	23.4%	24,915	24.9%
Age 20 to 64 Years		4,278	61.0%	28,039	60.5%	59,888	59.8%
Age 65 Years or Over		1,067	15.2%	7,510	16.2%	15,299	15.3%

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Des Moines, IA							
Male Age Distribution (2015)							
Male Population		6,758	49.1%	43,718	48.5%	96,162	49.0%
Age Under 5 Years		459	6.8%	2,919	6.7%	6,595	6.9%
Age 5 to 9 Years		422	6.2%	2,768	6.3%	6,509	6.8%
Age 10 to 14 Years		453	6.7%	2,819	6.4%	6,411	6.7%
Age 15 to 19 Years		447	6.6%	2,708	6.2%	6,282	6.5%
Age 20 to 24 Years		443	6.6%	2,887	6.6%	6,716	7.0%
Age 25 to 29 Years		540	8.0%	3,328	7.6%	7,607	7.9%
Age 30 to 34 Years		607	9.0%	3,573	8.2%	7,638	7.9%
Age 35 to 39 Years		504	7.5%	3,089	7.1%	6,781	7.1%
Age 40 to 44 Years		453	6.7%	2,867	6.6%	6,460	6.7%
Age 45 to 49 Years		435	6.4%	2,841	6.5%	6,301	6.6%
Age 50 to 54 Years		497	7.4%	3,160	7.2%	6,660	6.9%
Age 55 to 59 Years		410	6.1%	3,038	6.9%	6,206	6.5%
Age 60 to 64 Years		341	5.0%	2,467	5.6%	5,078	5.3%
Age 65 to 69 Years		257	3.8%	1,857	4.2%	3,854	4.0%
Age 70 to 74 Years		169	2.5%	1,204	2.8%	2,514	2.6%
Age 75 to 79 Years		140	2.1%	910	2.1%	1,814	1.9%
Age 80 to 84 Years		96	1.4%	639	1.5%	1,349	1.4%
Age 85 Years or Over		84	1.2%	643	1.5%	1,386	1.4%
Male Median Age		34.7		36.2		35.1	
Age 19 Years or Less		1,780	26.3%	11,214	25.7%	25,798	26.8%
Age 20 to 64 Years		4,232	62.6%	27,251	62.3%	59,448	61.8%
Age 65 Years or Over		746	11.0%	5,253	12.0%	10,917	11.4%
Males per 100 Females (2015)							
Overall Comparison		96		94		96	
Age Under 5 Years		105	51.3%	105	51.3%	104	51.0%
Age 5 to 9 Years		104	50.9%	106	51.3%	104	51.0%
Age 10 to 14 Years		113	53.1%	107	51.6%	106	51.4%
Age 15 to 19 Years		105	51.2%	97	49.2%	100	50.1%
Age 20 to 24 Years		99	49.7%	94	48.5%	96	48.9%
Age 25 to 29 Years		91	47.7%	100	50.1%	102	50.6%
Age 30 to 34 Years		115	53.5%	104	50.9%	103	50.8%
Age 35 to 39 Years		107	51.7%	109	52.1%	106	51.4%
Age 40 to 44 Years		102	50.6%	100	50.1%	104	50.9%
Age 45 to 49 Years		92	47.9%	93	48.3%	101	50.2%
Age 50 to 54 Years		101	50.3%	91	47.7%	97	49.2%
Age 55 to 59 Years		92	47.9%	93	48.1%	94	48.6%
Age 60 to 64 Years		89	47.1%	90	47.3%	89	47.2%
Age 65 to 69 Years		77	43.6%	84	45.8%	87	46.6%
Age 70 to 74 Years		75	42.8%	77	43.5%	79	44.1%
Age 75 to 79 Years		67	40.0%	76	43.2%	74	42.6%
Age 80 to 84 Years		61	37.9%	63	38.7%	65	39.3%
Age 85 Years or Over		60	37.3%	42	29.5%	44	30.4%
Age 19 Years or Less		107	51.6%	104	50.9%	104	50.9%
Age 20 to 39 Years		103	50.7%	102	50.4%	102	50.4%
Age 40 to 64 Years		95	48.8%	93	48.3%	97	49.3%
Age 65 Years or Over		70	41.2%	70	41.2%	71	41.6%

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Household Type (2015)			
Total Households	6,013	38,853	83,795
Households with Children	1,793 29.8%	10,894 28.0%	23,720 28.3%
Average Household Size	2.3	2.3	2.3
Household Density per Square Mile	1,915	1,375	1,067
Population Family	9,859 71.6%	62,615 69.5%	134,754 68.7%
Population Non-Family	3,901 28.3%	25,526 28.3%	56,727 28.9%
Population Group Quarters	10 0.1%	1,957 2.2%	4,784 2.4%
Family Households	3,628 60.3%	23,013 59.2%	47,526 56.7%
Married Couple Households	2,620 72.2%	17,783 77.3%	35,547 74.8%
Other Family Households	1,008 27.8%	5,230 22.7%	11,978 25.2%
Family Households with Children	1,777 49.0%	10,799 46.9%	23,488 49.4%
Married Couple with Children	1,112 62.6%	7,470 69.2%	15,608 66.5%
Other Family Households with Children	665 37.4%	3,329 30.8%	7,880 33.5%
Family Households No Children	1,851 51.0%	12,214 53.1%	24,038 50.6%
Married Couple No Children	1,508 81.5%	10,313 84.4%	19,939 82.9%
Other Family Households No Children	343 18.5%	1,901 15.6%	4,099 17.1%
Non-Family Households	2,385 39.7%	15,840 40.8%	36,269 43.3%
Non-Family Households with Children	15 0.6%	95 0.6%	232 0.6%
Non-Family Households No Children	2,370 99.4%	15,745 99.4%	36,037 99.4%
Average Family Household Size	2.7	2.7	2.8
Average Family Income	\$91,207	\$102,366	\$102,270
Median Family Income	\$72,306	\$82,919	\$81,121
Average Non-Family Household Size	1.6	1.6	1.6
Marital Status (2015)			
Population Age 15 Years or Over	11,195	73,561	158,095
Never Married	3,584 32.0%	22,877 31.1%	51,121 32.3%
Currently Married	5,178 46.2%	36,325 49.4%	73,549 46.5%
Previously Married	2,433 21.7%	14,358 19.5%	33,426 21.1%
Separated	304 12.5%	2,465 17.2%	7,077 21.2%
Widowed	553 22.7%	3,569 24.9%	8,238 24.6%
Divorced	1,577 64.8%	8,324 58.0%	18,111 54.2%
Educational Attainment (2015)			
Adult Population Age 25 Years or Over	10,861	73,195	157,994
Elementary (Grade Level 0 to 8)	644 5.9%	3,380 4.6%	8,730 5.5%
Some High School (Grade Level 9 to 11)	687 6.3%	4,429 6.1%	11,921 7.5%
High School Graduate	2,674 24.6%	13,616 18.6%	30,474 19.3%
Some College	2,184 20.1%	13,013 17.8%	26,765 16.9%
Associate Degree Only	1,009 9.3%	6,258 8.5%	12,487 7.9%
Bachelor Degree Only	2,136 19.7%	17,946 24.5%	35,392 22.4%
Graduate Degree	1,528 14.1%	14,554 19.9%	32,224 20.4%
Any College (Some College or Higher)	6,856 63.1%	51,770 70.7%	106,869 67.6%
College Degree + (Bachelor Degree or Higher)	3,663 33.7%	32,499 44.4%	67,617 42.8%

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Housing						
Total Housing Units (2015)	6,200		40,098		86,612	
Total Housing Units (2010)	5,936		38,376		82,454	
Historical Annual Growth (2010-2015)	263	0.9%	1,722	0.9%	4,158	1.0%
Housing Units Occupied (2015)	6,013 97.0%		38,853 96.9%		83,795 96.7%	
Housing Units Owner-Occupied	3,984 66.2%		26,767 68.9%		53,428 63.8%	
Housing Units Renter-Occupied	2,030 33.8%		12,086 31.1%		30,367 36.2%	
Housing Units Vacant (2015)	186 3.1%		1,245 3.2%		2,818 3.4%	
Household Size (2015)						
Total Households	6,013		38,853		83,795	
1 Person Households	1,886	31.4%	12,653	32.6%	29,008	34.6%
2 Person Households	2,126	35.3%	13,659	35.2%	27,743	33.1%
3 Person Households	925	15.4%	5,594	14.4%	11,342	13.5%
4 Person Households	689	11.5%	4,356	11.2%	9,245	11.0%
5 Person Households	262	4.4%	1,764	4.5%	4,034	4.8%
6 Person Households	77	1.3%	543	1.4%	1,402	1.7%
7 or More Person Households	48	0.8%	284	0.7%	1,020	1.2%
Household Income Distribution (2015)						
HH Income \$200,000 or More	153	2.5%	1,693	4.4%	3,693	4.4%
HH Income \$150,000 to \$199,999	230	3.8%	1,974	5.1%	4,145	4.9%
HH Income \$125,000 to \$149,999	320	5.3%	2,055	5.3%	4,175	5.0%
HH Income \$100,000 to \$124,999	482	8.0%	4,157	10.7%	7,858	9.4%
HH Income \$75,000 to \$99,999	903	15.0%	5,552	14.3%	11,314	13.5%
HH Income \$50,000 to \$74,999	1,522	25.3%	8,218	21.2%	16,218	19.4%
HH Income \$35,000 to \$49,999	883	14.7%	5,910	15.2%	12,453	14.9%
HH Income \$25,000 to \$34,999	713	11.9%	3,289	8.5%	7,565	9.0%
HH Income \$15,000 to \$24,999	419	7.0%	2,788	7.2%	7,297	8.7%
HH Income \$10,000 to \$14,999	205	3.4%	1,460	3.8%	3,670	4.4%
HH Income Under \$10,000	183	3.0%	1,757	4.5%	5,407	6.5%
Household Vehicles (2015)						
Households 0 Vehicles Available	431	7.2%	2,182	5.6%	6,056	7.2%
Households 1 Vehicle Available	2,191	36.4%	12,832	33.0%	28,985	34.6%
Households 2 Vehicles Available	2,265	37.7%	16,741	43.1%	34,049	40.6%
Households 3 or More Vehicles Available	1,125	18.7%	7,098	18.3%	14,704	17.5%
Total Vehicles Available	10,535		70,100		146,296	
Average Vehicles per Household	1.8		1.8		1.7	
Owner-Occupied Household Vehicles	8,100 76.9%		53,408 76.2%		106,445 72.8%	
Average Vehicles per Owner-Occupied Household	2.0		2.0		2.0	
Renter-Occupied Household Vehicles	2,435 23.1%		16,692 23.8%		39,851 27.2%	
Average Vehicles per Renter-Occupied Household	1.2		1.4		1.3	
Travel Time (2010)						
Worker Base Age 16 years or Over	7,601		48,177		96,925	
Travel to Work in 14 Minutes or Less	2,409	31.7%	16,856	35.0%	35,091	36.2%
Travel to Work in 15 to 29 Minutes	4,258	56.0%	24,539	50.9%	47,177	48.7%
Travel to Work in 30 to 59 Minutes	687	9.0%	4,554	9.5%	9,225	9.5%
Travel to Work in 60 Minutes or More	63	0.8%	777	1.6%	2,037	2.1%
Work at Home	185	2.4%	1,451	3.0%	3,396	3.5%
Average Minutes Travel to Work	16.9		16.6		16.5	

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COMPLETE PROFILE

2000-2010 Census, 2015 Estimates with 2020 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 41.6316/-93.6994

RFULL9

Merle Hay Mall Des Moines, IA	1 mi radius	3 mi radius	5 mi radius
Transportation To Work (2010)			
Worker Base Age 16 years or Over	7,601	48,177	96,925
Drive to Work Alone	6,224 81.9%	40,052 83.1%	78,915 81.4%
Drive to Work in Carpool	761 10.0%	4,369 9.1%	8,997 9.3%
Travel to Work by Public Transportation	229 3.0%	1,012 2.1%	2,452 2.5%
Drive to Work on Motorcycle	1 -	51 0.1%	111 0.1%
Bicycle to Work	17 0.2%	164 0.3%	275 0.3%
Walk to Work	140 1.8%	825 1.7%	2,222 2.3%
Other Means	45 0.6%	253 0.5%	557 0.6%
Work at Home	185 2.4%	1,451 3.0%	3,396 3.5%
Daytime Demographics (2015)			
Total Businesses	677	4,285	11,343
Total Employees	6,157	45,845	166,683
Company Headquarter Businesses	2 0.3%	23 0.5%	110 1.0%
Company Headquarter Employees	135 2.2%	1,219 2.7%	32,419 19.4%
Employee Population per Business	9.1 to 1	10.7 to 1	14.7 to 1
Residential Population per Business	20.3 to 1	21.0 to 1	17.3 to 1
Adj. Daytime Demographics Age 16 Years or Over	8,903	65,682	213,130
Labor Force			
Labor Population Age 16 Years or Over (2015)	11,028	72,575	155,895
Labor Force Total Males (2015)	5,337 48.4%	34,720 47.8%	75,530 48.4%
Male Civilian Employed	4,103 76.9%	26,275 75.7%	55,484 73.5%
Male Civilian Unemployed	203 3.8%	1,058 3.0%	2,324 3.1%
Males in Armed Forces	13 0.2%	62 0.2%	102 0.1%
Males Not in Labor Force	1,017 19.1%	7,325 21.1%	17,621 23.3%
Labor Force Total Females (2015)	5,691 51.6%	37,855 52.2%	80,365 51.6%
Female Civilian Employed	4,134 72.6%	26,353 69.6%	53,814 67.0%
Female Civilian Unemployed	69 1.2%	707 1.9%	1,695 2.1%
Females in Armed Forces	30 0.5%	48 0.1%	48 0.1%
Females Not in Labor Force	1,457 25.6%	10,747 28.4%	24,808 30.9%
Unemployment Rate	2.5%	2.4%	2.6%
Labor Force Growth (2010-2015)	497 6.4%	3,346 6.8%	10,355 10.5%
Male Labor Force Growth (2010-2015)	342 9.1%	1,609 6.5%	5,039 10.0%
Female Labor Force Growth (2010-2015)	155 3.9%	1,737 7.1%	5,316 11.0%
Occupation (2010)			
Occupation Population Age 16 Years or Over	7,741	49,282	98,942
Occupation Total Males	3,761 48.6%	24,667 50.1%	50,445 51.0%
Occupation Total Females	3,979 51.4%	24,616 49.9%	48,497 49.0%
Management, Business, Financial Operations	967 12.5%	8,935 18.1%	16,790 17.0%
Professional, Related	1,503 19.4%	11,218 22.8%	21,964 22.2%
Service	1,044 13.5%	7,486 15.2%	16,119 16.3%
Sales, Office	2,875 37.1%	14,240 28.9%	28,010 28.3%
Farming, Fishing, Forestry	5 0.1%	141 0.3%	265 0.3%
Construction, Extraction, Maintenance	461 6.0%	2,608 5.3%	5,813 5.9%
Production, Transport, Material Moving	884 11.4%	4,654 9.4%	9,982 10.1%
White Collar Workers	5,345 69.1%	34,393 69.8%	66,763 67.5%
Blue Collar Workers	2,395 30.9%	14,890 30.2%	32,179 32.5%

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RFULL9

Merle Hay Mall

Des Moines, IA

Units In Structure (2010)

	1 mi radius		3 mi radius		5 mi radius	
Total Units	5,636		36,271		76,654	
1 Detached Unit	3,859	68.5%	24,930	68.7%	48,430	63.2%
1 Attached Unit	448	7.9%	2,235	6.2%	4,665	6.1%
2 Units	344	6.1%	1,027	2.8%	1,638	2.1%
3 to 4 Units	33	0.6%	695	1.9%	1,944	2.5%
5 to 9 Units	238	4.2%	1,645	4.5%	4,537	5.9%
10 to 19 Units	238	4.2%	2,137	5.9%	4,971	6.5%
20 to 49 Units	413	7.3%	2,418	6.7%	5,531	7.2%
50 or More Units	6	0.1%	831	2.3%	3,730	4.9%
Mobile Home or Trailer	58	1.0%	352	1.0%	1,178	1.5%
Other Structure	-	-	1	-	31	-

Homes Built By Year (2010)

Homes Built 2005 or later	167	3.0%	1,207	3.3%	4,075	5.3%
Homes Built 2000 to 2004	149	2.6%	1,528	4.2%	4,188	5.5%
Homes Built 1990 to 1999	374	6.6%	3,312	9.1%	7,165	9.3%
Homes Built 1980 to 1989	545	9.7%	4,223	11.6%	8,207	10.7%
Homes Built 1970 to 1979	802	14.2%	5,008	13.8%	10,511	13.7%
Homes Built 1960 to 1969	1,135	20.1%	4,915	13.6%	8,942	11.7%
Homes Built 1950 to 1959	1,127	20.0%	6,025	16.6%	10,586	13.8%
Homes Built 1940 to 1949	448	7.9%	3,013	8.3%	5,807	7.6%
Homes Built Before 1939	890	15.8%	7,039	19.4%	17,174	22.4%
Median Age of Homes	50.6	yrs	49.5	yrs	48.7	yrs

Home Values (2010)

Owner Specified Housing Units	3,752		25,166		49,479	
Home Values \$1,000,000 or More	4	0.1%	24	0.1%	180	0.4%
Home Values \$750,000 to \$999,999	6	0.2%	27	0.1%	164	0.3%
Home Values \$500,000 to \$749,999	10	0.3%	146	0.6%	637	1.3%
Home Values \$400,000 to \$499,999	13	0.3%	251	1.0%	843	1.7%
Home Values \$300,000 to \$399,999	53	1.4%	848	3.4%	2,303	4.7%
Home Values \$250,000 to \$299,999	89	2.4%	1,405	5.6%	3,203	6.5%
Home Values \$200,000 to \$249,999	229	6.1%	2,746	10.9%	5,852	11.8%
Home Values \$175,000 to \$199,999	369	9.8%	3,160	12.6%	5,228	10.6%
Home Values \$150,000 to \$174,999	670	17.9%	4,639	18.4%	7,108	14.4%
Home Values \$125,000 to \$149,999	931	24.8%	4,668	18.6%	7,159	14.5%
Home Values \$100,000 to \$124,999	688	18.3%	3,299	13.1%	6,307	12.7%
Home Values \$90,000 to \$99,999	198	5.3%	1,086	4.3%	2,433	4.9%
Home Values \$80,000 to \$89,999	156	4.2%	829	3.3%	2,319	4.7%
Home Values \$70,000 to \$79,999	102	2.7%	488	1.9%	1,448	2.9%
Home Values \$60,000 to \$69,999	66	1.8%	303	1.2%	925	1.9%
Home Values \$50,000 to \$59,999	52	1.4%	260	1.0%	939	1.9%
Home Values \$35,000 to \$49,999	44	1.2%	370	1.5%	893	1.8%
Home Values \$25,000 to \$34,999	12	0.3%	165	0.7%	367	0.7%
Home Values \$10,000 to \$24,999	32	0.9%	328	1.3%	828	1.7%
Home Values Under \$10,000	28	0.8%	125	0.5%	343	0.7%
Owner-Occupied Median Home Value	\$139,996		\$159,216		\$160,067	
Renter-Occupied Median Rent	\$649		\$669		\$641	

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RFULL9

Merle Hay Mall Des Moines, IA	1 mi radius	3 mi radius	5 mi radius
Total Annual Consumer Expenditure (2015)			
Total Household Expenditure	\$336 M	\$2.31 B	\$4.86 B
Total Non-Retail Expenditure	\$182 M	\$1.25 B	\$2.63 B
Total Retail Expenditure	\$154 M	\$1.06 B	\$2.22 B
Apparel	\$11.7 M	\$80.3 M	\$169 M
Contributions	\$13.7 M	\$99.4 M	\$209 M
Education	\$11.5 M	\$84.0 M	\$178 M
Entertainment	\$18.7 M	\$130 M	\$272 M
Food and Beverages	\$49.8 M	\$339 M	\$713 M
Furnishings and Equipment	\$11.5 M	\$79.8 M	\$167 M
Gifts	\$8.00 M	\$57.2 M	\$120 M
Health Care	\$27.4 M	\$185 M	\$390 M
Household Operations	\$9.22 M	\$65.4 M	\$137 M
Miscellaneous Expenses	\$5.03 M	\$34.2 M	\$72.0 M
Personal Care	\$4.38 M	\$29.9 M	\$63.0 M
Personal Insurance	\$2.39 M	\$17.0 M	\$35.7 M
Reading	\$747 K	\$5.15 M	\$10.8 M
Shelter	\$68.8 M	\$475 M	\$1.00 B
Tobacco	\$2.15 M	\$14.1 M	\$29.9 M
Transportation	\$65.0 M	\$440 M	\$922 M
Utilities	\$25.7 M	\$173 M	\$366 M
Monthly Household Consumer Expenditure (2015)			
Total Household Expenditure	\$4,653	\$4,952	\$4,830
Total Non-Retail Expenditure	\$2,521 54.2%	\$2,688 54.3%	\$2,620 54.2%
Total Retail Expenditures	\$2,132 45.8%	\$2,264 45.7%	\$2,210 45.8%
Apparel	\$162 3.5%	\$172 3.5%	\$168 3.5%
Contributions	\$190 4.1%	\$213 4.3%	\$208 4.3%
Education	\$159 3.4%	\$180 3.6%	\$177 3.7%
Entertainment	\$260 5.6%	\$278 5.6%	\$271 5.6%
Food and Beverages	\$690 14.8%	\$727 14.7%	\$709 14.7%
Furnishings and Equipment	\$159 3.4%	\$171 3.5%	\$166 3.4%
Gifts	\$111 2.4%	\$123 2.5%	\$119 2.5%
Health Care	\$380 8.2%	\$397 8.0%	\$388 8.0%
Household Operations	\$128 2.7%	\$140 2.8%	\$137 2.8%
Miscellaneous Expenses	\$70 1.5%	\$73 1.5%	\$72 1.5%
Personal Care	\$61 1.3%	\$64 1.3%	\$63 1.3%
Personal Insurance	\$33 0.7%	\$36 0.7%	\$35 0.7%
Reading	\$10 0.2%	\$11 0.2%	\$11 0.2%
Shelter	\$953 20.5%	\$1,020 20.6%	\$995 20.6%
Tobacco	\$30 0.6%	\$30 0.6%	\$30 0.6%
Transportation	\$900 19.3%	\$944 19.1%	\$917 19.0%
Utilities	\$357 7.7%	\$372 7.5%	\$364 7.5%

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