

Extended Demographic Report - PopStats

2010 Census, 2019 Estimates & 2024 Projections

Calculated using TAS Retrieval



Nov 21, 2019

Latitude: 41.636416 Longitude: -93.700908

Haymarket Mall Des Moines, IA		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
Population	Current Year Estimated Population	65,995	232,688	553,942
	Population Est 19Q2	65,867	232,026	551,736
	Population Est 19Q1	65,832	231,110	548,195
	Population Est 18Q4	65,865	230,869	546,363
	Population Est 18Q3	65,969	230,454	543,452
	Population Est 18Q2	66,011	231,280	540,175
	Population Est 18Q1	66,057	230,829	537,359
	Population Est 17Q4	65,989	230,610	533,991
	Population Est 17Q3	65,938	229,442	529,570
	Population Fcst	65,530	240,277	605,768
	2010 Census Population	63,912	215,653	464,341
	2000 Census Population	63,236	203,171	387,104
	1990 Census Population	58,937	186,191	331,743
	Current Year Daytime Population	64,362	321,398	629,420
	Average Seasonal Population	441	2,147	4,643
	Historical Annual Growth, 1990 – 2000	0.71%	0.88%	1.56%
	Historical Annual Growth, 2000 – 2010	0.11%	0.60%	1.84%
	Estimated Annual Growth, 2010 – CY	0.34%	0.80%	1.87%
	Projected Annual Growth, CY to Y5	-0.14%	0.64%	1.80%
	Group Qtrs Est	556	6,081	8,804
Transient Est Average Last 4 Qtrs	4,383	20,574	46,124	
Households	Current Year Estimated Households	28,212	96,106	219,459
	Households Est 19Q2	28,166	95,856	218,654
	Households Est 19Q1	28,151	95,325	217,013
	Households Est 18Q4	28,167	95,212	216,265
	Households Est 18Q3	28,212	94,995	215,082
	Households Est 18Q2	28,178	95,212	213,552
	Households Est 18Q1	28,196	94,767	212,148
	Households Est 17Q4	28,165	94,661	210,785
	Households Est 17Q3	28,179	94,205	209,048
	Households Fcst	28,004	99,802	240,450
	2010 Census Households	27,313	88,404	183,407
	2000 Census Households	26,809	83,848	154,254
	1990 Census Households	24,571	76,626	130,985
	Historical Annual Growth, 1990 – 2000	0.88%	0.90%	1.65%
	Historical Annual Growth, 2000 – 2010	0.19%	0.53%	1.75%
	Estimated Annual Growth, 2010 – CY	0.34%	0.88%	1.91%
	Projected Annual Growth, CY to Y5	-0.15%	0.76%	1.84%
Population per Household	2.32	2.36	2.48	

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Haymarket Mall Des Moines, IA	5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
HH Income \$500,000 or more	0.9%	1.1%	1.1%
HH Income \$250,000 to \$499,999	1.1%	1.3%	1.3%
HH Income \$200,000 to \$249,999	2.6%	3.0%	3.0%
HH Income \$175,000 to \$199,999	2.4%	2.8%	4.0%
HH Income \$150,000 to \$174,999	3.7%	4.1%	4.8%
HH Income \$100,000 to 149,999	15.5%	15.3%	16.8%
HH Income \$75,000 to 99,999	15.5%	14.1%	14.6%
HH Income \$50,000 to 74,999	20.7%	19.0%	19.1%
HH Income \$35,000 to 49,999	14.0%	12.7%	11.9%
HH Income \$25,000 to 34,999	8.3%	8.9%	8.3%
HH Income \$15,000 to 24,999	8.0%	8.7%	7.6%
HH Income \$0 to 14,999	7.3%	8.9%	7.6%
Average Household Income	\$80,176	\$84,426	\$90,231
Median Household Income	\$64,591	\$63,430	\$68,477
Per Capita Income	\$34,625	\$35,585	\$36,190
2000 Average HH Income	\$61,046	\$58,984	\$59,018
2000 Median HH Income	\$51,900	\$45,996	\$46,944
Disposable HH Income \$500,000 or more	0%	0%	0%
Disposable HH Income \$250,000 to \$499,999	1%	2%	2%
Disposable HH Income \$200,000 to \$249,999	1%	2%	2%
Disposable HH Income \$175,000 to \$199,999	1%	1%	1%
Disposable HH Income \$150,000 to \$174,999	2%	3%	4%
Disposable HH Income \$100,000 to \$149,999	12%	13%	15%
Disposable HH Income \$75,000 to \$99,999	15%	14%	15%
Disposable HH Income \$50,000 to \$74,999	23%	21%	21%
Disposable HH Income \$35,000 to \$49,999	16%	15%	15%
Disposable HH Income \$25,000 to \$34,999	11%	10%	9%
Disposable HH Income \$15,000 to \$24,999	10%	11%	9%
Disposable HH Income \$0 to \$14,999	8%	10%	8%
Average Disposable Income	66,228	66,943	70,575
Median Disposable Income	55,509	54,468	58,717
Householder White – Count	24,602	77,787	184,761
Median HH Income	\$66,624	\$68,463	\$72,666
Average HH Income	\$76,958	\$79,826	\$83,208
Householder Black or African-American – Count	1,248	6,791	11,215
Median HH Income	\$36,215	\$37,061	\$37,411
Average HH Income	\$48,474	\$46,237	\$46,148
Householder Hispanic – Count	731	5,039	10,642
Median HH Income	\$72,663	\$46,585	\$48,753
Average HH Income	\$69,963	\$58,344	\$59,901
Householder Asian or Pacific Islander – Count	993	4,043	7,866
Median HH Income	\$58,476	\$62,673	\$71,505
Average HH Income	\$65,238	\$68,841	\$79,552
Householder Other or Pacific Islander – Count	639	2,445	4,975
Median HH Income	\$49,234	\$42,225	\$47,947
Average HH Income	\$63,147	\$53,682	\$61,806

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Haymarket Mall Des Moines, IA		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
Gender	Male Population	32,066	114,605	272,596
	Female Population	33,930	118,083	281,347
Total Population by Age	Count of Pop 0 to 4 years	4,408	15,581	37,556
	Count of Pop 0 to 7 years	6,306	22,453	55,649
	Count of Pop 5 - 13	7,760	27,556	70,297
	Count of Pop 14 - 18	3,119	11,972	32,122
	Count of Pop 19 - 22	3,121	13,902	33,501
	Count of Pop 22 - 25	2,224	8,327	19,679
	Count of Pop 25 - 29	3,611	13,378	31,227
	Count of Pop 30 - 34	3,768	15,019	32,612
	Count of Pop 35 - 39	5,084	18,047	42,100
	Count of Pop 40 - 44	4,572	15,718	39,204
	Count of Pop 45 - 59	12,809	44,127	107,778
	Count of Pop 60 - 74	11,188	35,733	79,543
	Count of Pop 75 - 84	3,038	9,520	21,104
	Count of Pop 85+	1,293	3,807	7,219
	% of Pop 0 to 4 years	6.7%	6.7%	6.8%
	% of Pop 0 to 7 years	9.6%	9.6%	10.0%
	% of Pop 5 - 13	11.8%	11.8%	12.7%
	% of Pop 14 - 18	4.7%	5.1%	5.8%
	% of Pop 19 - 22	4.7%	6.0%	6.0%
	% of Pop 22 - 25	3.4%	3.6%	3.6%
	% of Pop 25 - 29	5.5%	5.7%	5.6%
	% of Pop 30 - 34	5.7%	6.5%	5.9%
	% of Pop 35 - 39	7.7%	7.8%	7.6%
% of Pop 40 - 44	6.9%	6.8%	7.1%	
% of Pop 45 - 59	19.4%	19.0%	19.5%	
% of Pop 60 - 74	17.0%	15.4%	14.4%	
% of Pop 75 - 84	4.6%	4.1%	3.8%	
% of Pop 85+	2.0%	1.6%	1.3%	
Median Age	39.9	37.9	37.4	
Average Age	39.9	38.5	37.6	
Male Population by Age	% of Pop 0 to 4 years	7.1%	7.0%	7.1%
	% of Pop 5 - 13	12.4%	12.3%	13.2%
	% of Pop 14 - 18	5.0%	5.3%	6.0%
	% of Pop 19 - 22	5.1%	6.1%	6.3%
	% of Pop 22 - 25	3.5%	3.7%	3.7%
	% of Pop 25 - 29	5.6%	5.9%	5.8%
	% of Pop 30 - 34	5.7%	6.4%	5.8%
	% of Pop 35 - 39	7.8%	7.9%	7.6%
	% of Pop 40 - 44	7.2%	7.0%	7.2%
	% of Pop 45 - 59	19.5%	19.3%	19.7%
	% of Pop 75 - 84	3.8%	3.4%	3.2%
	% of Pop 60 - 74	16.1%	14.6%	13.7%
	% of Pop 85+	1.2%	1.0%	0.8%
Median Age	38.5	37.0	36.4	
Average Age	38.4	37.4	36.6	

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Female Population by Age	% of Pop 0 to 4 years	6.3%	6.4%	6.5%
	% of Pop 5 - 13	11.1%	11.4%	12.2%
	% of Pop 14 - 18	4.5%	5.0%	5.6%
	% of Pop 19 - 22	4.4%	5.9%	5.8%
	% of Pop 22 - 25	3.2%	3.4%	3.4%
	% of Pop 25 - 29	5.4%	5.6%	5.5%
	% of Pop 30 - 34	5.7%	6.5%	6.0%
	% of Pop 35 - 39	7.6%	7.6%	7.6%
	% of Pop 40 - 44	6.7%	6.6%	7.0%
	% of Pop 45 - 59	19.3%	18.6%	19.3%
	% of Pop 60 - 74	17.8%	16.0%	15.0%
	% of Pop 75 - 84	5.4%	4.7%	4.4%
	% of Pop 85+	2.7%	2.3%	1.8%
	Median Age	41.4	38.9	38.3
Average Age	41.3	39.6	38.6	
Race	Count of White	56,806	189,622	475,685
	Count of Black or African-American	3,727	18,645	30,038
	Count of Asian or Pacific Islander	2,721	11,009	21,516
	Count of Other races	2,741	13,412	26,704
	White	86.1%	81.5%	85.9%
	Black or African American	5.6%	8.0%	5.4%
	Asian	4.1%	4.7%	3.9%
	Other Races	4.2%	5.8%	4.8%
Language Spoken	Speak English at Home	87.1%	84.5%	88.0%
	Speak Spanish at Home	2.7%	6.1%	5.0%
	Speak Other Language at Home	2.0%	2.1%	1.3%
Hispanic	Hispanic Population	2,790	18,424	37,988
	Hispanic Population Percent	4.2%	7.9%	6.9%
	Mexican	64.7%	73.9%	75.3%
	Puerto Rican	2.1%	3.1%	3.5%
	Cuban	2.4%	1.4%	1.3%
	Dominican	1.6%	0.6%	0.3%
	Central American	13.9%	11.9%	11.2%
	South American	9.6%	4.5%	4.0%
	Other Hispanic	5.7%	4.6%	4.4%
2000 Hispanic Population Percent	2%	5%	4%	
1990 Hispanic Population Percent	1%	2%	2%	

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Haymarket Mall Des Moines, IA		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	American (percent of total population)	4.2%	3.8%	4.3%
	American	4.0%	3.6%	4.1%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.1%	0.0%
	Asian (percent of total population)	4.1%	4.7%	3.9%
	Chinese	0.5%	0.5%	0.4%
	Japanese	0.1%	0.0%	0.0%
	Korean	0.2%	0.2%	0.2%
	South Central Asian (ie. Indian)	0.6%	1.0%	1.0%
	South East Asian (ie. Vietnamese)	1.2%	1.8%	1.5%
	Other Asian	1.6%	1.1%	0.7%
	European (percent of total population)	54.8%	47.6%	50.0%
	British	7.0%	6.0%	6.1%
	Dutch	2.1%	1.9%	2.1%
	French	1.3%	1.2%	1.3%
	German	19.6%	16.8%	18.2%
	Italian	1.9%	1.8%	2.2%
	Polish	0.8%	0.8%	0.8%
	Scandinavian	6.7%	5.9%	6.2%
	Scotch/Irish	9.9%	8.9%	9.2%
Other European (ie. Greek/Russian)	5.6%	4.2%	3.9%	
Middle Eastern	0.3%	0.3%	0.3%	
Other Ancestry	13.1%	16.5%	14.4%	
Unclassified Ancestry	19.3%	19.2%	20.3%	
Education (Age 25+)	Adult Population (25 Years or Older)	45,363	155,350	360,787
	Elementary (0 to 8)	3.3%	4.2%	3.1%
	Some High School (9 to 11)	3.9%	5.1%	4.6%
	High School Graduate (12)	21.5%	21.8%	23.5%
	Some College (13 to 16)	21.6%	20.2%	20.3%
	Associates Degree Only	9.6%	9.8%	10.1%
	Bachelors Degree Only	28.2%	26.0%	26.6%
	Graduate Degree	11.9%	12.9%	11.9%
% College (4+)	40.0%	38.9%	38.5%	
Household Type	Total Households – count	28,212	96,106	219,459
	One Person HHs – count	8,768	31,167	61,139
	Family HHs – count	17,040	56,470	140,590
	Married Couple – count	13,204	42,649	108,061
	w/own children – count	5,678	18,698	50,524
	w/out own children – count	7,525	23,951	57,537
	Male Householder – count	941	3,389	9,263
	Female Householder – count	2,896	10,432	23,265
	Non-Family Households – count	2,404	8,469	17,730
	1 Person Household	31.1%	32.4%	27.9%
	2 Person Household	35.1%	33.0%	33.4%
	3 Person Household	15.1%	14.3%	15.4%
	4 Person Household	11.8%	12.0%	14.0%
	5 Person Household	4.8%	5.3%	6.1%
6 Person Household	1.5%	1.8%	2.0%	
7+ Person Household	0.7%	1.2%	1.1%	
% Households With Children	29.0%	28.2%	32.3%	

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Haymarket Mall Des Moines, IA		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	Total Housing Units	29,767	103,342	234,264
	Owner Occupied Percent	67.4%	60.7%	65.8%
	Renter Occupied Percent	27.3%	32.3%	27.9%
	Vacant Housing Percent	5.2%	7.0%	6.3%
	Total Housing Units (Census 2000)	27,631	87,796	161,698
	For Rent (Census 2000)	51%	48%	44%
	For Sale (Census 2000)	23%	24%	29%
	Rented or Sold, (Census 2000)	5%	7%	8%
	Seasonal (Census 2014)	5%	3%	6%
	Other (Census 2000)	9%	11%	11%
Homes Built By Year	Homes Built 1990 to 2000	11%	12%	19%
	Homes Built 1980 to 1989	13%	13%	12%
	Homes Built 1970 to 1979	14%	15%	17%
	Homes Built 1960 to 1969	16%	12%	12%
	Homes Built 1950 to 1959	22%	15%	13%
	Homes Built 1940 to 1949	11%	9%	7%
	Homes Built Before 1939	12%	24%	19%
Units in Structure	1 Unit	76%	67%	70%
	2 - 9 Units	7%	12%	10%
	Greater than 10 Units	15%	20%	17%
	Mobilie Trailer	1%	1%	3%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.1%	0.5%	0.6%
	Property Value \$750,000 to \$999,999	0.2%	0.8%	1.1%
	Property Value \$500,000 to \$749,999	0.9%	2.3%	2.8%
	Property Value \$400,000 to \$499,999	2.4%	4.4%	5.2%
	Property Value \$300,000, to \$399,999	7.2%	9.9%	11.3%
	Property Value \$200,000 to \$299,999	32.8%	29.2%	28.7%
	Property Value \$150,000 to \$199,999	30.9%	21.7%	20.3%
	Property Value \$100,000 to \$149,999	17.9%	18.4%	17.3%
	Property Value \$60,000 to \$99,999	4.8%	8.8%	7.6%
	Property Value \$40,000 to \$59,999	0.7%	1.3%	1.4%
	Property Value \$0 to \$39,999	2.2%	2.7%	3.6%
	Median Home Value	\$190,225	\$193,598	\$199,229
	Median Rent	\$627	\$579	\$575
Wealth per Household	\$0 and under - percent	17.3%	17.8%	17.4%
	\$1 to \$4999 - percent	8.3%	8.7%	8.4%
	\$5k to \$9999 - percent	4.5%	4.7%	4.6%
	\$10k to \$24999 - percent	6.4%	6.5%	6.4%
	\$25k to \$49999 - percent	7.0%	6.9%	7.0%
	\$50k to \$99999 - percent	10.5%	10.3%	10.4%
	\$100k to \$249999 - percent	18.3%	17.9%	18.2%
	\$250k to \$499999 - percent	13.3%	12.9%	13.2%
	\$500k+ - percent	14.5%	14.1%	14.5%
	Median HH Wealth	\$81,490	\$75,678	\$79,887
	Avg HH Wealth	\$239,281	\$233,242	\$237,873

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Haymarket Mall Des Moines, IA		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
Economic Viability	Economic Viability Local	190	193	192
	Economic Viability Indexed	97	99	98
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	37,395	128,340	306,556
	Managerial/Executive	18.0%	18.2%	19.0%
	Professional Specialty	24.9%	24.3%	23.1%
	Healthcare Support	2.3%	2.0%	1.8%
	Sales	11.3%	11.2%	11.2%
	Office & Administrative Support	14.5%	14.0%	14.2%
	Protective Service	1.8%	1.4%	1.5%
	Food Preparation	5.3%	5.9%	5.5%
	Building Maintenance & Cleaning	2.7%	3.2%	2.8%
	Personal Care	3.4%	3.5%	3.8%
	Farming, Fishing, & Forestry	0.3%	0.5%	0.4%
	Construction	6.1%	5.8%	6.7%
	Production & Transportation	9.4%	10.1%	9.9%
	Percent White Collar Workers	71.0%	69.7%	69.4%
	Percent Blue Collar Workers	29.0%	30.3%	30.6%
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	6.1%	6.3%	6.8%
	Manufacturing	8.8%	8.8%	8.5%
	Transportation	4.0%	3.7%	4.1%
	Information	2.6%	2.5%	2.1%
	Wholesale/Retail	14.2%	14.1%	14.5%
	Finance, Insurance, Real Estate	16.8%	16.1%	16.7%
	Professional Services	6.0%	7.6%	6.9%
	Management Services	0.0%	0.0%	0.1%
	Administrative/Waste Services	3.6%	4.2%	3.9%
	Educational Services	21.9%	20.9%	20.7%
	Entertainment Services	8.0%	8.2%	8.0%
	Other Professional Services	4.3%	4.2%	4.3%
	Public Administration	3.6%	3.4%	3.7%
Transportation To Work	Drive to Work Alone	85.3%	81.3%	82.4%
	Drive to Work Carpool	8.6%	9.8%	10.3%
	Travel to Work by Public Transportation	1.5%	2.3%	1.8%
	Drive to Work on Motorcycle	0.1%	0.1%	0.1%
	Drive to Work on Bicycle	0.1%	0.2%	0.2%
	Walked to Work	1.1%	2.8%	2.0%
	Other Means	0.2%	0.5%	0.4%
	Work at Home	3.2%	3.1%	2.9%

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Haymarket Mall Des Moines, IA		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	Travel to Work in Less than 5 Minutes	2.2%	2.9%	2.9%
	Travel to Work in 5 to 9 Minutes	11.5%	14.2%	12.5%
	Travel to Work in 10 to 14 Minutes	22.9%	23.7%	20.9%
	Travel to Work in 15 to 19 Minutes	26.0%	24.9%	22.3%
	Travel to Work in 20 to 29 Minutes	26.8%	23.5%	27.1%
	Travel to Work in 30 to 44 Minutes	6.9%	7.1%	10.4%
	Travel to Work in 45 to 59 Minutes	1.5%	1.6%	1.8%
	Travel to Work in 60 Minutes or more	2.0%	2.1%	2.1%
	Average Travel Time to Work	17	16	18
Vehicles per HH	No Vehicles	5.2%	7.1%	5.6%
	1 Vehicle	35.4%	35.6%	31.8%
	2 Vehicles	42.9%	39.9%	42.3%
	3 or more vehicles	16.5%	17.5%	20.3%
	Average Number of Vehicles	1.76	1.74	1.84
Change	Births (last 12 months)	752	2,752	6,438
	Deaths (last 12 months)	579	1,806	3,950
	Migration (last 12 months)	-147	1,288	8,003
Work place	Workplace Establishments	1,843	9,349	16,124
	Workplace Employees (FTE)	31,179	195,118	330,781