

# Full Profile

2010-2020 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 41.6391/-93.6874

Trade Area	Trade Area
<b>Population</b>	
2021 Estimated Population	570,235
2026 Projected Population	610,050
2020 Census Population	559,200
2010 Census Population	469,626
Projected Annual Growth 2021 to 2026	1.4%
Historical Annual Growth 2010 to 2021	1.9%
<b>Households</b>	
2021 Estimated Households	227,427
2026 Projected Households	245,979
2020 Census Households	222,883
2010 Census Households	185,392
Projected Annual Growth 2021 to 2026	1.6%
Historical Annual Growth 2010 to 2021	0.2%
<b>Age</b>	
2021 Est. Population Under 10 Years	14.1%
2021 Est. Population 10 to 19 Years	13.4%
2021 Est. Population 20 to 29 Years	13.8%
2021 Est. Population 30 to 44 Years	22.0%
2021 Est. Population 45 to 59 Years	17.6%
2021 Est. Population 60 to 74 Years	13.7%
2021 Est. Population 75 Years or Over	5.4%
2021 Est. Median Age	35.4
<b>Marital Status &amp; Gender</b>	
2021 Est. Male Population	49.3%
2021 Est. Female Population	50.7%
2021 Est. Never Married	32.6%
2021 Est. Now Married	49.0%
2021 Est. Separated or Divorced	14.0%
2021 Est. Widowed	4.4%
<b>Income</b>	
2021 Est. HH Income \$200,000 or More	8.4%
2021 Est. HH Income \$150,000 to \$199,999	7.6%
2021 Est. HH Income \$100,000 to \$149,999	18.0%
2021 Est. HH Income \$75,000 to \$99,999	15.3%
2021 Est. HH Income \$50,000 to \$74,999	19.1%
2021 Est. HH Income \$35,000 to \$49,999	11.4%
2021 Est. HH Income \$25,000 to \$34,999	7.5%
2021 Est. HH Income \$15,000 to \$24,999	5.8%
2021 Est. HH Income Under \$15,000	6.9%
2021 Est. Average Household Income	\$94,538
2021 Est. Median Household Income	\$78,527
2021 Est. Per Capita Income	\$37,843
2021 Est. Total Businesses	24,676
2021 Est. Total Employees	297,981

# Full Profile

2010-2020 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 41.6391/-93.6874

Trade Area	Trade Area
<b>Race</b>	
2021 Est. White	76.5%
2021 Est. Black	6.8%
2021 Est. Asian or Pacific Islander	5.7%
2021 Est. American Indian or Alaska Native	0.4%
2021 Est. Other Races	10.6%
<b>Hispanic</b>	
2021 Est. Hispanic Population	52,342
2021 Est. Hispanic Population	9.2%
2026 Proj. Hispanic Population	9.6%
2020 Hispanic Population	10.9%
<b>Education (Adults 25 &amp; Older)</b>	
2021 Est. Adult Population (25 Years or Over)	377,769
2021 Est. Elementary (Grade Level 0 to 8)	3.1%
2021 Est. Some High School (Grade Level 9 to 11)	4.1%
2021 Est. High School Graduate	23.2%
2021 Est. Some College	19.1%
2021 Est. Associate Degree Only	10.3%
2021 Est. Bachelor Degree Only	27.7%
2021 Est. Graduate Degree	12.4%
<b>Housing</b>	
2021 Est. Total Housing Units	242,866
2021 Est. Owner-Occupied	62.9%
2021 Est. Renter-Occupied	30.7%
2021 Est. Vacant Housing	6.4%
<b>Homes Built by Year</b>	
2021 Homes Built 2010 or later	14.6%
2021 Homes Built 2000 to 2009	15.1%
2021 Homes Built 1990 to 1999	11.1%
2021 Homes Built 1980 to 1989	8.7%
2021 Homes Built 1970 to 1979	12.0%
2021 Homes Built 1960 to 1969	6.8%
2021 Homes Built 1950 to 1959	7.9%
2021 Homes Built Before 1949	17.5%
<b>Home Values</b>	
2021 Home Value \$1,000,000 or More	0.6%
2021 Home Value \$500,000 to \$999,999	5.3%
2021 Home Value \$400,000 to \$499,999	5.7%
2021 Home Value \$300,000 to \$399,999	12.3%
2021 Home Value \$200,000 to \$299,999	28.9%
2021 Home Value \$150,000 to \$199,999	19.9%
2021 Home Value \$100,000 to \$149,999	18.1%
2021 Home Value \$50,000 to \$99,999	6.5%
2021 Home Value \$25,000 to \$49,999	1.2%
2021 Home Value Under \$25,000	1.5%
2021 Median Home Value	\$221,267
2021 Median Rent	\$868

# Full Profile

2010-2020 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 41.6391/-93.6874

Trade Area	Trade Area
<b>Labor Force</b>	
2021 Est. Labor Population Age 16 Years or Over	442,851
2021 Est. Civilian Employed	65.6%
2021 Est. Civilian Unemployed	3.3%
2021 Est. in Armed Forces	0.1%
2021 Est. not in Labor Force	30.9%
2021 Labor Force Males	48.7%
2021 Labor Force Females	51.3%
<b>Occupation</b>	
2021 Occupation: Population Age 16 Years or Over	290,521
2021 Mgmt, Business, & Financial Operations	21.1%
2021 Professional, Related	25.1%
2021 Service	14.0%
2021 Sales, Office	20.7%
2021 Farming, Fishing, Forestry	0.2%
2021 Construction, Extraction, Maintenance	6.5%
2021 Production, Transport, Material Moving	12.4%
2021 White Collar Workers	66.9%
2021 Blue Collar Workers	33.1%
<b>Transportation to Work</b>	
2021 Drive to Work Alone	82.9%
2021 Drive to Work in Carpool	8.2%
2021 Travel to Work by Public Transportation	1.3%
2021 Drive to Work on Motorcycle	-
2021 Walk or Bicycle to Work	1.6%
2021 Other Means	0.6%
2021 Work at Home	5.5%
<b>Travel Time</b>	
2021 Travel to Work in 14 Minutes or Less	30.2%
2021 Travel to Work in 15 to 29 Minutes	50.9%
2021 Travel to Work in 30 to 59 Minutes	16.9%
2021 Travel to Work in 60 Minutes or More	2.1%
2021 Average Travel Time to Work	18.9
<b>Consumer Expenditure</b>	
2021 Est. Total Household Expenditure	\$15.34 B
2021 Est. Apparel	\$543.58 M
2021 Est. Contributions, Gifts	\$887.62 M
2021 Est. Education, Reading	\$500.81 M
2021 Est. Entertainment	\$873.78 M
2021 Est. Food, Beverages, Tobacco	\$2.35 B
2021 Est. Furnishings, Equipment	\$542.62 M
2021 Est. Health Care, Insurance	\$1.4 B
2021 Est. Household Operations, Shelter, Utilities	\$4.95 B
2021 Est. Miscellaneous Expenses	\$290.4 M
2021 Est. Personal Care	\$205.98 M
2021 Est. Transportation	\$2.8 B

©2022, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 11/2021, TIGER Geography - RF1

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.