



**Date:** 05/19/11

**Current Geography Selection:** (3 Selected) 1,3,5 mile radii: 28TH ST & UNIVERSITY AVE, W DES MOINES, IA 50266

**Your title for this geography:** Clocktower

**Lat:** 41.600390 **Long:** -93.742330  
**City:** West Des Moines **Pop:** 56,452  
**County:** Polk County **Pop:** 431,720  
**Zip:** 50266 **Pop:** 26,020

## Demographic Snapshot Comparison Report

|                                  | 1 Miles: | 3 Miles: | 5 Miles: |
|----------------------------------|----------|----------|----------|
| <b>Population: Fall 2010</b>     |          |          |          |
| Total Population                 | 10,479   | 86,831   | 189,831  |
| Male Population                  | 49.7%    | 48.5%    | 48.3%    |
| Female Population                | 50.3%    | 51.5%    | 51.7%    |
| Median Age                       | 35.7     | 36.1     | 35.0     |
| Population Density (per sq. mi.) | 3,335.6  | 3,071.0  | 2,417.0  |
| Employees                        | 16,796   | 71,152   | 128,779  |
| Establishments                   | 927      | 5,105    | 8,718    |
| <b>Income: Fall 2010</b>         |          |          |          |
| Median HH Income                 | \$62,307 | \$65,963 | \$66,285 |
| Per Capita Income                | \$35,286 | \$37,254 | \$36,176 |
| Average HH Income                | \$83,034 | \$88,033 | \$87,935 |
| <b>Households: Fall 2010</b>     |          |          |          |
| Total Households                 | 4,438    | 36,814   | 76,905   |
| Average Household Size           | 2.4      | 2.4      | 2.4      |
| Household Growth 2000 - 2010     | 20.2%    | 6.9%     | 12.5%    |
| <b>Housing: Fall 2010</b>        |          |          |          |
| Owner Occupied Housing Units     | 50.9%    | 64.7%    | 64.7%    |
| Renter Occupied Housing Units    | 43.5%    | 29.3%    | 28.3%    |
| Vacant Housing Units             | 5.6%     | 6.0%     | 7.0%     |
| <b>Race: Fall 2010</b>           |          |          |          |
| White                            | 85.7%    | 90.7%    | 89.1%    |
| Black                            | 3.7%     | 2.9%     | 4.4%     |
| American Indian, Eskimo, Aleut   | 0.4%     | 0.3%     | 0.4%     |
| Asian                            | 4.0%     | 2.9%     | 3.1%     |
| Hawaiian or Pacific Islander     | 0.1%     | 0.1%     | 0.1%     |

|                             |       |       |       |
|-----------------------------|-------|-------|-------|
| Other                       | 3.9%  | 1.4%  | 1.3%  |
| Multirace                   | 2.2%  | 1.6%  | 1.7%  |
| <b>Ethnicity: Fall 2010</b> |       |       |       |
| Hispanic                    | 11.3% | 5.3%  | 4.9%  |
| Non-Hispanic                | 88.7% | 94.7% | 95.1% |

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Current year data is for the year **2010**, 5 year projected data is for the year **2015**. More About Our Data.  
Demographic data © 2010 by Experian/Applied Geographic Solutions.

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