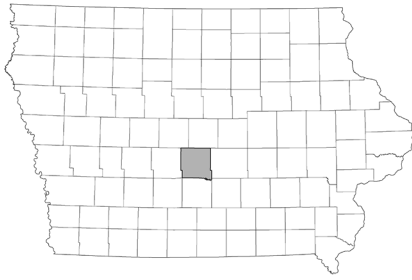


Data for Decision Makers



Urbandale, Iowa City Profile

report created: 12/17/2024

Population profile

The 2020 population for Urbandale is 45,580. Between 2010 and 2020 the population increased by 15.5%. The City of Urbandale is in Polk County. Polk County saw a 14.3% population increase between 2010 and 2020.

Polk County Cities - Total Population¹

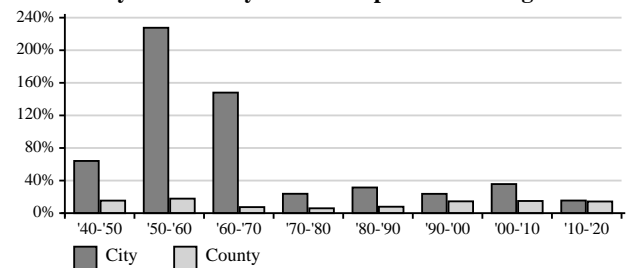
City	2000	2010	2020
Urbandale[†]	29,072	39,463	45,580
Male Total	14,039	19,118	22,410
Female Total	15,033	20,345	23,170
Alleman	439	432	423
Altoona	10,345	14,541	19,565
Ankeny	27,117	45,582	67,887
Bondurant	1,846	3,860	7,365
Carlisle [†]	3,497	3,876	4,160
Clive [†]	12,855	15,447	18,601
Des Moines	198,682	203,433	214,133
Elkhart	362	683	882
Grimes [†]	5,098	8,246	15,392
Johnston	8,649	17,278	24,064
Mitchellville [†]	1,715	2,254	2,485
Pleasant Hill	5,070	8,785	10,147
Polk City	2,344	3,418	5,543
Runnells	352	507	457
Sheldahl [†]	336	319	297
West Des Moines [†]	46,403	56,609	68,723
Windsor Heights	4,805	4,860	5,252
Polk County Total	374,601	430,640	492,401
State of Iowa Total	2,926,324	3,046,355	3,190,369

[†]City is located in multiple counties, total population is provided.

Neighboring Cities - Percent Population Change

	'90-'00	'00-'10	'10-'20
Clive	72.3%	20.2%	20.4%
Grimes	92.2%	61.7%	86.7%
Johnston	83.9%	99.8%	39.3%
Waukee	104.1%	169.0%	73.6%
Windsor Heights	-7.4%	1.1%	8.1%
Urbandale	23.7%	35.7%	15.5%
Polk County	14.5%	15.0%	14.3%
State of Iowa	5.4%	4.1%	4.7%

City and County Percent Population Change¹



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Demographic Profile

Urbandale, Iowa

Urbandale's population is predominantly White. The City of Urbandale, compared to Polk County, had a higher percentage of young people (17 or younger) and a higher percentage of older people (65 and older) in 2020. New household relationship categories were reported for 2020 that are not comparable with 2010.³

Percentage of Population by Race/Hispanic Origin¹

Race Groups	City		County	
	2010	2020	2010	2020
One race only	98.3%	94.4%	97.6%	92.5%
White	91.1%	83.1%	84.7%	75.9%
White alone, not Hispanic	89.0%	81.8%	80.7%	73.6%
Black or African American	2.8%	4.0%	6.0%	7.2%
Asian	3.5%	5.5%	3.5%	5.0%
American Indian or Alaska Native	0.1%	0.2%	0.3%	0.5%
Hawaiian or Pacific Islander	0.0%	0.0%	0.1%	0.1%
Other	0.8%	1.6%	2.9%	3.9%
Two or more races	1.7%	5.6%	2.4%	7.5%
Hispanic origin ^a	3.1%	4.9%	7.6%	9.8%

^a Hispanics can be of any race.

Households by Family or Nonfamily Type^{1,3}

	City		County	
	2010	2020	2010	2020
Total households	15,596	17,528	170,197	196,891
Family households ^{a,b}	69.3%	61.2%	63.6%	62.0%
Married couple family ^b	59.2%	45.7%	48.3%	45.9%
With own children	28.1%	26.8%	21.9%	19.8%
Other family ^c	10.1%	11.5%	15.4%	16.0%
Male householder ^c	2.9%	3.8%	4.4%	5.1%
With own children	1.6%	2.1%	2.4%	2.7%
Female householder ^c	7.2%	7.7%	11.0%	10.9%
With own children	4.5%	4.4%	6.9%	6.4%
Nonfamily households ^d	30.7%	38.8%	36.4%	38.0%
Male living alone	9.3%	9.9%	12.3%	14.0%
Female living alone	15.7%	14.3%	16.0%	16.1%

Households by Couple or Non-couple Type^{1,3}

	City		County	
	2010	2020	2010	2020
Total households	15,596	17,528	170,197	196,891
Married couple ^b	59.2%	45.7%	48.3%	45.9%
Cohabiting couple ^{b,f}	NA ^e	5.4%	NA ^e	7.7%
Male householder ^g	NA ^e	14.0%	NA ^e	19.7%
Female householder ^g	NA ^e	21.3%	NA ^e	26.7%

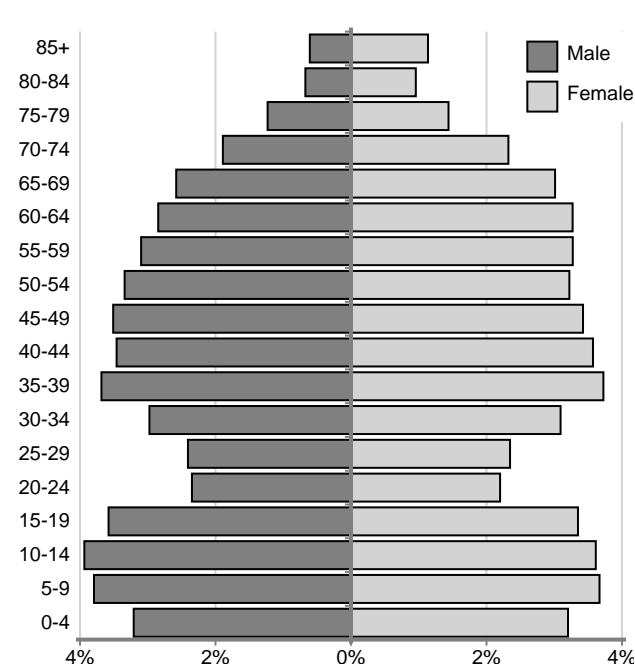
^aHouseholder and at least one other person related to the householder. ^bFor 2020 includes same-sex couples. ^cNo spouse present, but at least one relative present. ^dIn 2010 included same-sex couples whether married or not (if no relatives present). ^e2010 not comparable with 2020. ^fFor 2020 householder has an unmarried partner. ^gFor 2020 no spouse or partner present, but relatives, nonrelatives may be present or householder may be living alone.

Percentage of Population by Age¹

Age Groups	City		County	
	2010	2020	2010	2020
17 or younger	26.1%	26.1%	25.5%	24.5%
0 - 4	7%	6.4%	7.6%	6.5%
5 - 9	7.7%	7.5%	7.2%	6.9%
10 - 14	7.3%	7.5%	6.8%	7.1%
15 - 17	4.1%	4.7%	3.9%	4%
18 - 24	6.3%	6.7%	9.3%	9.1%
25 - 44	28.9%	25.3%	29.5%	28.6%
45 - 64	26.9%	26%	24.9%	23.8%
65 or older	11.8%	15.9%	10.8%	14.1%
65 - 84	10%	14.1%	9.2%	12.4%
85 or older	1.8%	1.7%	1.6%	1.7%
Median ⁴ Age (years)	37.8	39.3	34.7	36.0
Age Dependency ^{a, 5}	61.0	72.4	57.0	62.8
Old-Age	19.0	27.4	17.0	22.9
Child	42.0	45.0	40.0	39.8

^aAge Dependency Ratio

Urbandale, Iowa Population Pyramid, ^a 2020¹



^aEach bar represents the percentage that an age-sex group comprises of the total population.

Socioeconomic Profile

Urbandale, Iowa

The median household income in Urbandale is less than the median household income of Polk County. The median value of owner-occupied housing units is higher in Urbandale than for Polk County. There is a lower percentage of vacant housing units in Urbandale than there is for Polk County. Many housing units in Urbandale were built in 2000 or later. There is a higher percentage of individuals 25 and older with a Bachelor's degree or higher in Urbandale compared to Polk County.

Median Household and Per Capita Income, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	17,163	+/- 493	199,013	+/- 905
Less than \$34,999	11.0%	+/- 1.9%	18.9%	+/- 1.3%
\$35,000 To \$49,999	8.5%	+/- 1.3%	11.5%	+/- 0.6%
\$50,000 To \$99,999	24.9%	+/- 1.9%	31.7%	+/- 1.2%
\$100,000 Or More	55.5%	+/- 2.6%	37.9%	+/- 1.4%
Median ⁴ Household Income	\$111,888	+/- \$6,457	\$78,827	+/- \$1,322
Median Family Income	\$134,872	+/- \$6,630	\$99,161	+/- \$2,398
Per Capita Income	\$51,170	+/- \$2,411	\$41,894	+/- \$616

Educational Attainment, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	31,048	+/-700	328,511	+/-71
High School Graduate or Higher	95.3%	+/-1.2%	92.7%	+/-0.4%
Bachelor's Degree or Higher	51.9%	+/-2.5%	38.9%	+/-0.9%

*MOE = the margin of error for American Community Survey estimates² which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

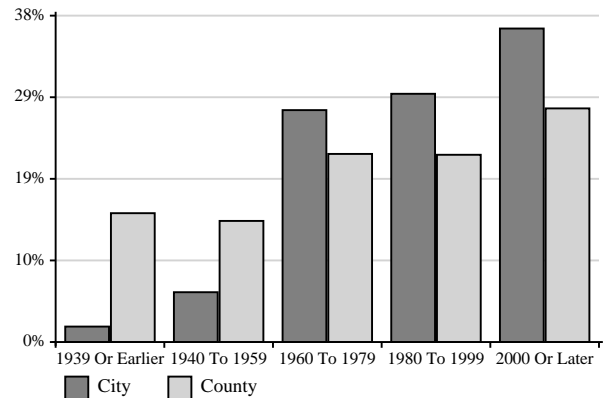
**MOE is high, use county estimate.

Housing Characteristics, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	17,954	+/- 577	211,392	+/- 128
Vacant	4.4%	+/- 1.3%	5.9%	+/- 0.4%
Occupied	95.6%	+/- 1.3%	94.1%	+/- 0.4%
Occupied ^a	17,163	+/- 493	199,013	+/- 905
Owner	78.5%	+/- 2.3%	67.1%	+/- 0.7%
Renter	21.5%	+/- 2.3%	32.9%	+/- 0.7%
Rent ^b	\$1108	+/- \$34	\$1,060	+/- \$14
Value ^c	\$298,500	+/- \$7,869	\$232,000	+/- \$2,726

^aOccupied Units, ^bMedian gross rent of renter-occupied units, ^cMedian value of owner-occupied units

Percent Housing by Year Built, 2018-2022²



In Urbandale there is a higher percentage of workers in management, business, science, and arts occupations than any other occupation category. The production, transportation, and material moving occupation category makes up 9.6% of occupations of the civilian employed population in the city.

Occupation of the Civilian Employed Population, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	24,207	+/- 795	261,682	+/- 2,273
Management, business, science, and arts	52.4%	+/- 2.9%	44.0%	+/- 0.8%
Service	11.1%	+/- 1.5%	14.9%	+/- 0.6%
Sales and office	22.2%	+/- 2.4%	21.3%	+/- 0.7%
Natural resources, construction, and maintenance	4.7%	+/- 1.3%	7.3%	+/- 0.5%
Production, transportation, and material moving	9.6%	+/- 1.5%	12.5%	+/- 0.5%

Socioeconomic Profile

Urbandale, Iowa

Urbandale has a lower proportion of the population age 16 or older in the labor force than Polk County. A portion of those who are not in the labor force are people who are retired. Earnings data are provided for the population 16 and over who have earnings. Median earnings in Urbandale tend to be higher than the median earnings for Polk County. Families with children tend to have a higher rate of poverty than families without children.

Median Employment Earnings, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+ ^a	26,068	+/- 837	287,324	+/- 1,921
Median Earnings	\$57,302	+/- \$57	\$46,326	+/- \$558
Female	\$47,294	+/- \$3,982	\$39,603	+/- \$1,017
Female, full time ^b	\$62,078	+/- \$2,508	\$53,223	+/- \$1,388
Male	\$67,021	+/- \$5,221	\$53,161	+/- \$1,342
Male, full time ^b	\$80,775	+/- \$8,417	\$65,506	+/- \$1,554

^a with earnings, ^b year round, **MOE is high, use county estimate.

Disability Status and Health Insurance Coverage of the Civilian Noninstitutionalized Population, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population ^a	45,157	+/-139	487,798	+/-397
With a disability ^b	7.1%	+/-0.9%	11.1%	+/-0.4%
With Health Insurance	94.8%	+/-1.7%	95.2%	+/-0.4%
With Private ^c Coverage	82.2%	+/-2.6%	73.3%	+/-0.8%
With Public ^d Coverage	24.1%	+/-1.8%	33.9%	+/-0.7%
No Health Insurance	5.2%	+/-1.7%	4.8%	+/-0.4%

^aCivilian Noninstitutionalized Population, ^blimitations of activities or inability for full participation, ^cprovided by employer, union, bought by individual, and some military plans, ^dincludes Medicare, Medicaid, VA Health Care, children's CHIP, and some state plans, **MOE is high, use county estimate.

*MOE = the margin of error for American Community Survey estimates² which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

Employment Status, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+	35,144	+/- 605	386,736	+/- 543
in labor force	70.9%	+/- 1.8%	71.1%	+/- 0.5%
not in labor force	29.1%	+/- 1.8%	28.9%	+/- 0.5%
Civilian labor force	24,738	+/- 820	274,014	+/- 2,073
Unemployed	2.1%	+/- 0.8%	4.5%	+/- 0.4%

**MOE is high, use county estimate.

Individuals and Families Below Poverty Level, 2018-2022²

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population ^a	45,208	+/-130	484,508	+/-378
Below poverty	5.5%	+/-1.4%	10.3%	+/-0.6%
17 and under	6.5%	+/-2.1%	13.7%	+/-1.4%
18 - 64	5.4%	+/-1.5%	9.8%	+/-0.6%
65+	4.1%	+/-1.8%	6.5%	+/-1.0%
All Families	4.1%	+/-1.4%	7.3%	+/-0.6%
with children	6.6%	+/-2.5%	11.3%	+/-1.0%
Married Couple	***	+/-***%	3.4%	+/-0.5%
with children	***	+/-***%	4.8%	+/-1.0%
Female HH ^b	***	+/-***%	20.8%	+/-2.4%
with children	***	+/-***%	26.8%	+/-3.4%

^a for whom poverty status is determined, ^b female householder, no husband present, **MOE is high, use county estimate.

Notes and Source Information:

¹ U.S. Census Bureau; Decennial Censuses 1940 - 2020

² U.S. Census Bureau; American Community Survey 2018-2022

³ For the 2020 Decennial Census, households are divided into subcategories by two different methods. One method (family or nonfamily) is based on the presence or absence of family relationships among the household members and the householder. Using family relationships (birth, marriage, or adoption) has been the usual way to classify households, and the data using this method has good comparability between 2010 and 2020. In 2020, the Census Bureau introduced an additional method to divide households into subcategories. This second method (couple or noncouple) is based on the presence or absence of a couple relationship for the householder. The relationship can be as a married spouse or as an unmarried partner and can be of the opposite or same sex. The 2020 data reported for the second method (except for married couples) does not have good comparability with data from 2010. For smaller towns, the couple or noncouple data are omitted in this profile.

⁴ Median is the middle value of a distribution.

⁵ The age dependency ratio compares, by age, those typically not in the labor force with those who typically are in the labor force. Old Age dependency is persons 65+ per 100 persons age 18-64. Child dependency is persons under age 18 per 100 persons age 18-64. The total age dependency ratio is persons under age 18 plus persons 65 or older per 100 persons age 18-64.

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