Market Profile

Downtown DSM 3 Census Tracts
191530027.00 (19153002700) et al.
Geography: Census Tract

	IA(1915300270...
Population Summary	
2010 Total Population	8,074
2020 Total Population	12,228
2020 Group Quarters	333
2023 Total Population	12,398
2023 Group Quarters	333
2028 Total Population	13,374
2023-2028 Annual Rate	1.53%
2023 Total Daytime Population	73,650
Workers	69,833
Residents	3,817
Household Summary	
2010 Households	4,538
2010 Average Household Size	1.65
2020 Total Households	7,776
2020 Average Household Size	1.53
2023 Households	8,086
2023 Average Household Size	1.49
2028 Households	8,796
2028 Average Household Size	1.48
2023-2028 Annual Rate	1.70%
2010 Families	1,155
2010 Average Family Size	2.96
2023 Families	1,658
2023 Average Family Size	2.67
2028 Families	1,790
2028 Average Family Size	2.65
2023-2028 Annual Rate	1.54%
Housing Unit Summary	
2000 Housing Units	4,350
Owner Occupied Housing Units	14.8%
Renter Occupied Housing Units	74.3%
Vacant Housing Units	10.9%
2010 Housing Units	5,345
Owner Occupied Housing Units	14.7%
Renter Occupied Housing Units	70.2%
Vacant Housing Units	15.1%
2020 Housing Units	8,992
Vacant Housing Units	13.5%
2023 Housing Units	9,460
Owner Occupied Housing Units	13.2%
Renter Occupied Housing Units	72.3%
Vacant Housing Units	14.5%
2028 Housing Units	10,224
Owner Occupied Housing Units	13.3%
Renter Occupied Housing Units	72.8%
Vacant Housing Units	14.0%
Median Household Income	
2023	$56,860
2028	$62,236
Median Home Value	
2023	$321,469
2028	$340,571
Per Capita Income	
2023	$55,583
2028	$62,564
Median Age	
2010	32.4
2023	34.3
2028	34.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income	
Household Income Base	8,086
<$15,000	14.7%
$15,000 - $24,999	8.5%
$25,000 - $34,999	5.8%
$35,000 - $49,999	14.4%
$50,000 - $74,999	18.3%
$75,000 - $99,999	13.5%
$100,000 - $149,999	13.7%
$150,000 - $199,999	4.2%
$200,000+	6.9%
Average Household Income	$85,082
2028 Households by Income	
Household Income Base	8,796
<$15,000	12.3%
$15,000 - $24,999	7.5%
$25,000 - $34,999	5.0%
$35,000 - $49,999	14.0%
$50,000 - $74,999	19.1%
$75,000 - $99,999	13.6%
$100,000 - $149,999	15.5%
$150,000 - $199,999	5.4%
$200,000+	7.5%
Average Household Income	$94,997
2023 Owner Occupied Housing Units by Value	
Total	1,250
<$50,000	1.0%
$50,000 - $99,999	2.2%
$100,000 - $149,999	7.7%
$150,000 - $199,999	8.7%
$200,000 - $249,999	13.4%
$250,000 - $299,999	11.0%
$300,000 - $399,999	28.3%
$400,000 - $499,999	12.4%
$500,000 - $749,999	12.2%
$750,000 - $999,999	3.0%
$1,000,000 - $1,499,999	0.2%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.1%
Average Home Value	$347,720
2028 Owner Occupied Housing Units by Value	
Total	1,357
<$50,000	0.7%
$50,000 - $99,999	1.6%
$100,000 - $149,999	6.0%
$150,000 - $199,999	7.2%
$200,000 - $249,999	11.6%
$250,000 - $299,999	10.8%
$300,000 - $399,999	29.7%
$400,000 - $499,999	14.3%
$500,000 - $749,999	14.4%
$750,000 - $999,999	3.5%
$1,000,000 - $1,499,999	0.1%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.1%
Average Home Value	$369,252

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	IA(1915300270...
2010 Population by Age	
Total	8,074
0 - 4	6.3%
5 - 9	4.4%
10 - 14	3.5%
15 - 24	14.9%
25 - 34	25.9%
35 - 44	12.9%
45 - 54	13.2%
55 - 64	10.9%
65 - 74	4.3%
75 - 84	2.5%
85 +	1.1%
18 +	83.8%
2023 Population by Age	
Total	12,398
0 - 4	4.8%
5 - 9	3.8%
10 - 14	3.0%
15 - 24	12.4%
25 - 34	28.0%
35 - 44	15.3%
45 - 54	10.0%
55 - 64	10.6%
65 - 74	7.2%
75 - 84	3.7%
85 +	1.4%
18 +	86.5%
2028 Population by Age	
Total	13,374
0 - 4	5.0%
5 - 9	3.5%
10 - 14	2.9%
15 - 24	13.4%
25 - 34	26.0%
35 - 44	16.6%
45 - 54	10.3%
55 - 64	9.3%
65 - 74	7.4%
75 - 84	4.0%
85 +	1.7%
18 +	86.9%
2010 Population by Sex	
Males	4,336
Females	3,738
2023 Population by Sex	
Males	6,529
Females	5,869
2028 Population by Sex	
Males	6,922
Females	6,452

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Market Profile

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Prepared by Greater Des Moines Partnership

	IA(1915300270...
2010 Population by Race/Ethnicity	
Total	8,074
White Alone	64.1%
Black Alone	23.8%
American Indian Alone	0.6%
Asian Alone	4.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.9%
Two or More Races	3.6%
Hispanic Origin	6.2%
Diversity Index	58.3
2020 Population by Race/Ethnicity	
Total	12,228
White Alone	68.9%
Black Alone	17.1%
American Indian Alone	0.4%
Asian Alone	4.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	6.4%
Hispanic Origin	6.2%
Diversity Index	54.9
2023 Population by Race/Ethnicity	
Total	12,398
White Alone	69.1%
Black Alone	15.7%
American Indian Alone	0.4%
Asian Alone	4.9%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.6%
Two or More Races	7.0%
Hispanic Origin	7.0%
Diversity Index	55.6
2028 Population by Race/Ethnicity	
Total	13,374
White Alone	67.2%
Black Alone	16.2%
American Indian Alone	0.5%
Asian Alone	5.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	2.9%
Two or More Races	7.6%
Hispanic Origin	8.0%
Diversity Index	58.5
2010 Population by Relationship and Household Type	
Total	8,074
In Households	92.8%
In Family Households	44.0%
Householder	14.3%
Spouse	7.6%
Child	18.2%
Other relative	2.2%
Nonrelative	1.6%
In Nonfamily Households	48.9%
In Group Quarters	7.2%
Institutionalized Population	0.4%
Noninstitutionalized Population	6.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	IA(1915300270...
2023 Population 25+ by Educational Attainment	
Total	9,432
Less than 9th Grade	1.5%
9th - 12th Grade, No Diploma	2.3%
High School Graduate	12.3%
GED/Alternative Credential	2.3%
Some College, No Degree	13.9%
Associate Degree	4.2%
Bachelor's Degree	41.5%
Graduate/Professional Degree	22.0%
2023 Population 15+ by Marital Status	
Total	10,966
Never Married	64.5%
Married	23.9%
Widowed	2.7%
Divorced	8.8%
2023 Civilian Population 16+ in Labor Force	
Civilian Population 16+	8,925
Population 16+ Employed	97.7%
Population 16+ Unemployment rate	2.3%
Population 16-24 Employed	14.2%
Population 16-24 Unemployment rate	7.5%
Population 25-54 Employed	69.4%
Population 25-54 Unemployment rate	1.6%
Population 55-64 Employed	10.7%
Population 55-64 Unemployment rate	1.0%
Population 65+ Employed	5.6%
Population 65+ Unemployment rate	0.2%
2023 Employed Population 16+ by Industry	
Total	8,716
Agriculture/Mining	0.0%
Construction	3.7%
Manufacturing	6.1%
Wholesale Trade	0.9%
Retail Trade	6.1%
Transportation/Utilities	3.9%
Information	1.7%
Finance/Insurance/Real Estate	18.1%
Services	55.0%
Public Administration	4.6%
2023 Employed Population 16+ by Occupation	
Total	8,716
White Collar	76.3%
Management/Business/Financial	18.9%
Professional	39.3%
Sales	10.3%
Administrative Support	7.7%
Services	12.7%
Blue Collar	11.0%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	2.1%
Installation/Maintenance/Repair	0.1%
Production	4.0%
Transportation/Material Moving	4.6%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	IA(1915300270...
2010 Households by Type	
Total	4,538
Households with 1 Person	62.8%
Households with 2+ People	37.2%
Family Households	25.5%
Husband-wife Families	13.5%
With Related Children	4.6%
Other Family (No Spouse Present)	12.0%
Other Family with Male Householder	2.5%
With Related Children	1.4%
Other Family with Female Householder	9.5%
With Related Children	7.4%
Nonfamily Households	11.7%
All Households with Children	13.5%
Multigenerational Households	0.8%
Unmarried Partner Households	8.5%
Male-female	6.9%
Same-sex	1.6%
2010 Households by Size	
Total	4,538
1 Person Household	62.8%
2 Person Household	23.7%
3 Person Household	6.3%
4 Person Household	3.7%
5 Person Household	1.7%
6 Person Household	0.7%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	4,538
Owner Occupied	17.3%
Owned with a Mortgage/Loan	14.3%
Owned Free and Clear	3.0%
Renter Occupied	82.7%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	68
Percent of Income for Mortgage	34.0%
Wealth Index	46
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	5,345
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
2010 Population By Urban/ Rural Status	
Total Population	8,074
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	IA(1915300270...
Top 3 Tapestry Segments	
1.	Metro Renters (3B)
2.	Young and Restless (11B)
3.	Set to Impress (11D)
2023 Consumer Spending	
Apparel & Services: Total $	$15,560,390
Average Spent	$1,924.36
Spending Potential Index	88
Education: Total $	$12,120,540
Average Spent	$1,498.95
Spending Potential Index	84
Entertainment/Recreation: Total $	$23,318,883
Average Spent	$2,883.86
Spending Potential Index	76
Food at Home: Total $	$45,249,012
Average Spent	$5,595.97
Spending Potential Index	82
Food Away from Home: Total $	$26,259,530
Average Spent	$3,247.53
Spending Potential Index	87
Health Care: Total $	$43,078,993
Average Spent	$5,327.60
Spending Potential Index	72
HH Furnishings & Equipment: Total $	$19,024,816
Average Spent	$2,352.81
Spending Potential Index	80
Personal Care Products & Services: Total $	$6,555,036
Average Spent	$810.66
Spending Potential Index	85
Shelter: Total $	$169,454,200
Average Spent	$20,956.49
Spending Potential Index	85
Support Payments/Cash Contributions/Gifts in Kind: Total $	$17,099,840
Average Spent	$2,114.75
Spending Potential Index	68
Travel: Total $	$14,088,716
Average Spent	$1,742.36
Spending Potential Index	77
Vehicle Maintenance & Repairs: Total $	$8,605,678
Average Spent	$1,064.27
Spending Potential Index	81

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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