



Executive Summary

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

	30 minutes	60 minutes
Population		
2010 Population	515,164	802,683
2020 Population	612,061	915,942
2023 Population	641,875	951,213
2028 Population	670,226	985,434
2010-2020 Annual Rate	1.74%	1.33%
2020-2023 Annual Rate	1.47%	1.17%
2023-2028 Annual Rate	0.87%	0.71%
2023 Male Population	49.3%	49.7%
2023 Female Population	50.7%	50.3%
2023 Median Age	36.9	37.0

In the identified area, the current year population is 951,213. In 2020, the Census count in the area was 915,942. The rate of change since 2020 was 1.17% annually. The five-year projection for the population in the area is 985,434 representing a change of 0.71% annually from 2023 to 2028. Currently, the population is 49.7% male and 50.3% female.

Median Age

The median age in this area is 37.0, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	77.2%	79.8%
2023 Black Alone	6.3%	5.0%
2023 American Indian/Alaska Native Alone	0.4%	0.4%
2023 Asian Alone	4.9%	4.2%
2023 Pacific Islander Alone	0.1%	0.1%
2023 Other Race	3.6%	3.5%
2023 Two or More Races	7.4%	6.9%
2023 Hispanic Origin (Any Race)	9.3%	8.8%

Persons of Hispanic origin represent 8.8% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 45.6 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	95	91
2010 Households	202,006	314,261
2020 Households	242,534	361,364
2023 Households	255,241	377,035
2028 Households	267,862	393,151
2010-2020 Annual Rate	1.85%	1.41%
2020-2023 Annual Rate	1.58%	1.31%
2023-2028 Annual Rate	0.97%	0.84%
2023 Average Household Size	2.47	2.44

The household count in this area has changed from 361,364 in 2020 to 377,035 in the current year, a change of 1.31% annually. The five-year projection of households is 393,151, a change of 0.84% annually from the current year total. Average household size is currently 2.44, compared to 2.45 in the year 2020. The number of families in the current year is 233,637 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

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



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Mortgage Income		
2023 Percent of Income for Mortgage	19.8%	19.1%
Median Household Income		
2023 Median Household Income	\$78,266	\$75,011
2028 Median Household Income	\$85,984	\$82,347
2023-2028 Annual Rate	1.90%	1.88%
Average Household Income		
2023 Average Household Income	\$107,911	\$102,670
2028 Average Household Income	\$121,687	\$115,858
2023-2028 Annual Rate	2.43%	2.45%
Per Capita Income		
2023 Per Capita Income	\$42,994	\$40,825
2028 Per Capita Income	\$48,712	\$46,347
2023-2028 Annual Rate	2.53%	2.57%
GINI Index		
2023 Gini Index	38.7	39.4
Households by Income		
Current median household income is \$75,011 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$82,347 in five years, compared to \$82,410 for all U.S. households		
Current average household income is \$102,670 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$115,858 in five years, compared to \$122,048 for all U.S. households		
Current per capita income is \$40,825 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$46,347 in five years, compared to \$47,525 for all U.S. households		
Housing		
2023 Housing Affordability Index	108	114
2010 Total Housing Units	216,266	337,794
2010 Owner Occupied Housing Units	142,820	219,676
2010 Renter Occupied Housing Units	59,187	94,585
2010 Vacant Housing Units	14,260	23,533
2020 Total Housing Units	258,985	387,625
2020 Vacant Housing Units	16,451	26,261
2023 Total Housing Units	274,038	406,262
2023 Owner Occupied Housing Units	176,297	260,581
2023 Renter Occupied Housing Units	78,944	116,454
2023 Vacant Housing Units	18,797	29,227
2028 Total Housing Units	286,752	422,601
2028 Owner Occupied Housing Units	186,180	274,167
2028 Renter Occupied Housing Units	81,682	118,984
2028 Vacant Housing Units	18,890	29,450
Socioeconomic Status Index		
2023 Socioeconomic Status Index	53.8	53.5

Currently, 64.1% of the 406,262 housing units in the area are owner occupied; 28.7%, renter occupied; and 7.2% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 387,625 housing units in the area and 6.8% vacant housing units. The annual rate of change in housing units since 2020 is 1.46%. Median home value in the area is \$238,343, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.16% annually to \$252,454.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.
Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



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Population Summary		
2010 Total Population	515,164	802,683
2020 Total Population	612,061	915,942
2020 Group Quarters	10,943	30,072
2023 Total Population	641,875	951,213
2023 Group Quarters	10,945	30,068
2028 Total Population	670,226	985,434
2023-2028 Annual Rate	0.87%	0.71%
2023 Total Daytime Population	669,576	962,534
Workers	374,634	514,355
Residents	294,942	448,179
Household Summary		
2010 Households	202,006	314,261
2010 Average Household Size	2.49	2.47
2020 Total Households	242,534	361,364
2020 Average Household Size	2.48	2.45
2023 Households	255,241	377,035
2023 Average Household Size	2.47	2.44
2028 Households	267,862	393,151
2028 Average Household Size	2.46	2.43
2023-2028 Annual Rate	0.97%	0.84%
2010 Families	131,010	202,251
2010 Average Family Size	3.08	3.03
2023 Families	159,600	233,637
2023 Average Family Size	3.11	3.07
2028 Families	166,794	242,602
2028 Average Family Size	3.10	3.05
2023-2028 Annual Rate	0.89%	0.76%
Housing Unit Summary		
2000 Housing Units	178,033	287,889
Owner Occupied Housing Units	66.8%	66.5%
Renter Occupied Housing Units	28.6%	28.5%
Vacant Housing Units	4.7%	5.0%
2010 Housing Units	216,266	337,794
Owner Occupied Housing Units	66.0%	65.0%
Renter Occupied Housing Units	27.4%	28.0%
Vacant Housing Units	6.6%	7.0%
2020 Housing Units	258,985	387,625
Vacant Housing Units	6.4%	6.8%
2023 Housing Units	274,038	406,262
Owner Occupied Housing Units	64.3%	64.1%
Renter Occupied Housing Units	28.8%	28.7%
Vacant Housing Units	6.9%	7.2%
2028 Housing Units	286,752	422,601
Owner Occupied Housing Units	64.9%	64.9%
Renter Occupied Housing Units	28.5%	28.2%
Vacant Housing Units	6.6%	7.0%
Median Household Income		
2023	\$78,266	\$75,011
2028	\$85,984	\$82,347
Median Home Value		
2023	\$257,823	\$238,343
2028	\$271,791	\$252,454
Per Capita Income		
2023	\$42,994	\$40,825
2028	\$48,712	\$46,347
Median Age		
2010	34.6	34.9
2023	36.9	37.0
2028	37.2	37.5

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	255,241	377,035
<\$15,000	5.8%	7.1%
\$15,000 - \$24,999	6.3%	6.6%
\$25,000 - \$34,999	6.5%	6.9%
\$35,000 - \$49,999	11.3%	11.3%
\$50,000 - \$74,999	17.4%	18.1%
\$75,000 - \$99,999	15.3%	14.3%
\$100,000 - \$149,999	18.0%	18.3%
\$150,000 - \$199,999	9.4%	8.7%
\$200,000+	9.9%	8.7%
Average Household Income	\$107,911	\$102,670
2028 Households by Income		
Household Income Base	267,862	393,151
<\$15,000	4.8%	6.0%
\$15,000 - \$24,999	5.3%	5.5%
\$25,000 - \$34,999	5.6%	5.9%
\$35,000 - \$49,999	10.2%	10.2%
\$50,000 - \$74,999	16.5%	17.3%
\$75,000 - \$99,999	14.8%	14.1%
\$100,000 - \$149,999	19.5%	19.8%
\$150,000 - \$199,999	11.8%	11.0%
\$200,000+	11.5%	10.1%
Average Household Income	\$121,687	\$115,858
2023 Owner Occupied Housing Units by Value		
Total	176,289	260,547
<\$50,000	3.0%	3.9%
\$50,000 - \$99,999	4.2%	6.5%
\$100,000 - \$149,999	9.0%	11.3%
\$150,000 - \$199,999	15.5%	15.8%
\$200,000 - \$249,999	16.0%	16.3%
\$250,000 - \$299,999	15.0%	13.1%
\$300,000 - \$399,999	21.2%	18.7%
\$400,000 - \$499,999	8.8%	7.5%
\$500,000 - \$749,999	5.5%	4.9%
\$750,000 - \$999,999	1.4%	1.4%
\$1,000,000 - \$1,499,999	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%
Average Home Value	\$286,995	\$270,708
2028 Owner Occupied Housing Units by Value		
Total	186,171	274,128
<\$50,000	2.7%	3.6%
\$50,000 - \$99,999	3.8%	5.9%
\$100,000 - \$149,999	8.1%	10.3%
\$150,000 - \$199,999	14.0%	14.4%
\$200,000 - \$249,999	14.6%	15.1%
\$250,000 - \$299,999	15.8%	13.9%
\$300,000 - \$399,999	22.4%	20.0%
\$400,000 - \$499,999	10.2%	8.8%
\$500,000 - \$749,999	6.4%	5.7%
\$750,000 - \$999,999	1.6%	1.6%
\$1,000,000 - \$1,499,999	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%
Average Home Value	\$299,900	\$284,152

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age		
Total	515,160	802,684
0 - 4	7.7%	7.1%
5 - 9	7.4%	6.9%
10 - 14	7.0%	6.7%
15 - 24	12.9%	15.0%
25 - 34	15.6%	14.3%
35 - 44	14.1%	13.1%
45 - 54	13.9%	13.8%
55 - 64	10.8%	11.1%
65 - 74	5.7%	6.2%
75 - 84	3.5%	3.9%
85 +	1.5%	1.8%
18 +	74.0%	75.3%
2023 Population by Age		
Total	641,874	951,214
0 - 4	6.7%	6.2%
5 - 9	7.0%	6.5%
10 - 14	7.1%	6.7%
15 - 24	12.6%	14.5%
25 - 34	13.5%	13.2%
35 - 44	15.1%	13.9%
45 - 54	12.0%	11.5%
55 - 64	11.3%	11.7%
65 - 74	8.8%	9.3%
75 - 84	4.2%	4.7%
85 +	1.6%	1.8%
18 +	75.2%	76.8%
2028 Population by Age		
Total	670,228	985,431
0 - 4	6.8%	6.3%
5 - 9	6.8%	6.4%
10 - 14	6.9%	6.5%
15 - 24	12.6%	14.3%
25 - 34	13.6%	13.1%
35 - 44	14.8%	13.7%
45 - 54	12.0%	11.5%
55 - 64	10.4%	10.6%
65 - 74	9.0%	9.8%
75 - 84	5.2%	5.7%
85 +	1.8%	2.0%
18 +	75.5%	77.0%
2010 Population by Sex		
Males	252,069	397,494
Females	263,095	405,189
2023 Population by Sex		
Males	316,534	473,017
Females	325,341	478,196
2028 Population by Sex		
Males	329,359	488,508
Females	340,868	496,926

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2010 Population by Race/Ethnicity		
Total	515,163	802,684
White Alone	86.4%	88.6%
Black Alone	5.2%	3.9%
American Indian Alone	0.3%	0.3%
Asian Alone	3.3%	3.0%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	2.5%	2.2%
Two or More Races	2.2%	2.0%
Hispanic Origin	6.7%	6.2%
Diversity Index	34.3	30.3
2020 Population by Race/Ethnicity		
Total	612,061	915,942
White Alone	78.0%	80.7%
Black Alone	6.3%	4.8%
American Indian Alone	0.4%	0.4%
Asian Alone	4.9%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.4%	3.3%
Two or More Races	7.0%	6.6%
Hispanic Origin	8.6%	8.1%
Diversity Index	47.6	43.7
2023 Population by Race/Ethnicity		
Total	641,874	951,214
White Alone	77.2%	79.8%
Black Alone	6.3%	5.0%
American Indian Alone	0.4%	0.4%
Asian Alone	4.9%	4.2%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.6%	3.5%
Two or More Races	7.4%	6.9%
Hispanic Origin	9.3%	8.8%
Diversity Index	49.3	45.6
2028 Population by Race/Ethnicity		
Total	670,226	985,435
White Alone	75.7%	78.3%
Black Alone	6.5%	5.2%
American Indian Alone	0.5%	0.5%
Asian Alone	5.1%	4.4%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	4.0%	3.9%
Two or More Races	8.1%	7.6%
Hispanic Origin	10.2%	9.6%
Diversity Index	52.0	48.3
2010 Population by Relationship and Household Type		
Total	515,163	802,684
In Households	97.8%	96.6%
In Family Households	80.3%	78.4%
Householder	25.4%	25.2%
Spouse	19.6%	19.8%
Child	30.6%	29.1%
Other relative	2.6%	2.3%
Nonrelative	2.1%	2.0%
In Nonfamily Households	17.5%	18.2%
In Group Quarters	2.2%	3.4%
Institutionalized Population	1.0%	1.2%
Noninstitutionalized Population	1.2%	2.1%

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.

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2023 Population 25+ by Educational Attainment		
Total	427,032	628,469
Less than 9th Grade	2.5%	2.4%
9th - 12th Grade, No Diploma	2.9%	3.0%
High School Graduate	20.2%	22.1%
GED/Alternative Credential	3.5%	3.5%
Some College, No Degree	17.5%	17.9%
Associate Degree	11.2%	11.7%
Bachelor's Degree	29.4%	27.1%
Graduate/Professional Degree	12.7%	12.2%
2023 Population 15+ by Marital Status		
Total	508,147	766,573
Never Married	33.2%	33.9%
Married	52.1%	51.7%
Widowed	4.6%	4.6%
Divorced	10.1%	9.8%
2023 Civilian Population 16+ in Labor Force		
Civilian Population 16+	357,644	518,562
Population 16+ Employed	97.9%	97.7%
Population 16+ Unemployment rate	2.1%	2.3%
Population 16-24 Employed	15.3%	16.8%
Population 16-24 Unemployment rate	3.4%	4.4%
Population 25-54 Employed	64.3%	61.7%
Population 25-54 Unemployment rate	2.0%	2.0%
Population 55-64 Employed	14.5%	15.3%
Population 55-64 Unemployment rate	1.7%	1.7%
Population 65+ Employed	6.0%	6.2%
Population 65+ Unemployment rate	1.6%	1.6%
2023 Employed Population 16+ by Industry		
Total	350,054	506,379
Agriculture/Mining	1.1%	1.9%
Construction	6.3%	6.5%
Manufacturing	8.9%	10.6%
Wholesale Trade	2.2%	2.1%
Retail Trade	11.3%	11.2%
Transportation/Utilities	4.9%	4.9%
Information	1.7%	1.6%
Finance/Insurance/Real Estate	15.9%	13.3%
Services	44.1%	44.3%
Public Administration	3.6%	3.6%
2023 Employed Population 16+ by Occupation		
Total	350,053	506,378
White Collar	66.9%	64.7%
Management/Business/Financial	20.7%	19.3%
Professional	26.2%	25.8%
Sales	9.5%	9.1%
Administrative Support	10.6%	10.4%
Services	14.5%	14.7%
Blue Collar	18.6%	20.6%
Farming/Forestry/Fishing	0.1%	0.3%
Construction/Extraction	4.3%	4.5%
Installation/Maintenance/Repair	2.6%	3.1%
Production	4.9%	5.8%
Transportation/Material Moving	6.7%	6.9%

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2010 Households by Type		
Total	202,006	314,262
Households with 1 Person	27.4%	27.4%
Households with 2+ People	72.6%	72.6%
Family Households	64.9%	64.4%
Husband-wife Families	50.0%	50.6%
With Related Children	23.9%	22.9%
Other Family (No Spouse Present)	14.9%	13.7%
Other Family with Male Householder	4.2%	4.1%
With Related Children	2.7%	2.6%
Other Family with Female Householder	10.7%	9.7%
With Related Children	7.5%	6.8%
Nonfamily Households	7.8%	8.2%
All Households with Children	34.5%	32.7%
Multigenerational Households	2.5%	2.2%
Unmarried Partner Households	7.3%	6.9%
Male-female	6.5%	6.2%
Same-sex	0.7%	0.6%
2010 Households by Size		
Total	202,006	314,261
1 Person Household	27.4%	27.4%
2 Person Household	33.8%	35.1%
3 Person Household	15.5%	15.0%
4 Person Household	13.8%	13.3%
5 Person Household	6.2%	5.9%
6 Person Household	2.1%	2.1%
7 + Person Household	1.2%	1.1%
2010 Households by Tenure and Mortgage Status		
Total	202,007	314,261
Owner Occupied	70.7%	69.9%
Owned with a Mortgage/Loan	54.8%	51.4%
Owned Free and Clear	15.9%	18.5%
Renter Occupied	29.3%	30.1%
2023 Affordability, Mortgage and Wealth		
Housing Affordability Index	108	114
Percent of Income for Mortgage	19.8%	19.1%
Wealth Index	95	91
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	216,266	337,794
Housing Units Inside Urbanized Area	88.2%	63.7%
Housing Units Inside Urbanized Cluster	4.0%	17.2%
Rural Housing Units	7.7%	19.0%
2010 Population By Urban/ Rural Status		
Total Population	515,164	802,683
Population Inside Urbanized Area	87.3%	63.6%
Population Inside Urbanized Cluster	4.3%	16.9%
Rural Population	8.3%	19.5%

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.

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Top 3 Tapestry Segments		
1.	Boomburbs (1C)	Rustbelt Traditions (5D)
2.	Workday Drive (4A)	Workday Drive (4A)
3.	Rustbelt Traditions (5D)	Boomburbs (1C)
2023 Consumer Spending		
Apparel & Services: Total \$	\$571,756,405	\$798,726,426
Average Spent	\$2,240.06	\$2,118.44
Spending Potential Index	102	96
Education: Total \$	\$450,024,265	\$623,062,512
Average Spent	\$1,763.13	\$1,652.53
Spending Potential Index	98	92
Entertainment/Recreation: Total \$	\$969,264,979	\$1,401,289,880
Average Spent	\$3,797.45	\$3,716.60
Spending Potential Index	100	98
Food at Home: Total \$	\$1,717,113,433	\$2,440,609,565
Average Spent	\$6,727.42	\$6,473.16
Spending Potential Index	99	95
Food Away from Home: Total \$	\$973,196,419	\$1,357,524,399
Average Spent	\$3,812.85	\$3,600.53
Spending Potential Index	102	97
Health Care: Total \$	\$1,868,336,347	\$2,720,435,522
Average Spent	\$7,319.89	\$7,215.34
Spending Potential Index	99	98
HH Furnishings & Equipment: Total \$	\$764,659,258	\$1,078,289,862
Average Spent	\$2,995.83	\$2,859.92
Spending Potential Index	101	97
Personal Care Products & Services: Total \$	\$250,046,098	\$348,343,614
Average Spent	\$979.65	\$923.90
Spending Potential Index	102	97
Shelter: Total \$	\$6,365,290,190	\$8,862,814,318
Average Spent	\$24,938.35	\$23,506.61
Spending Potential Index	101	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$807,682,561	\$1,145,032,663
Average Spent	\$3,164.39	\$3,036.94
Spending Potential Index	101	97
Travel: Total \$	\$587,862,096	\$822,948,875
Average Spent	\$2,303.16	\$2,182.69
Spending Potential Index	102	97
Vehicle Maintenance & Repairs: Total \$	\$340,823,584	\$488,675,116
Average Spent	\$1,335.30	\$1,296.10
Spending Potential Index	102	99

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.



Retail Demand Outlook

Market District
 205 SE 6th St, Des Moines, Iowa, 50309
 Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.58523
 Longitude: -93.60806

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Boomburbs (1C)	10.3%	Population	641,875	670,226
Workday Drive (4A)	9.2%	Households	255,241	267,862
Rustbelt Traditions (5D)	8.8%	Families	159,600	166,794
Middleburg (4C)	6.4%	Median Age	36.9	37.2
Up and Coming Families (7A)	6.1%	Median Household Income	\$78,266	\$85,984
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$571,756,405	\$676,646,713	\$104,890,308
Men's		\$106,784,347	\$126,402,670	\$19,618,323
Women's		\$193,760,694	\$229,267,295	\$35,506,601
Children's		\$89,610,131	\$106,085,274	\$16,475,143
Footwear		\$128,789,761	\$152,404,467	\$23,614,706
Watches & Jewelry		\$41,765,479	\$49,422,619	\$7,657,140
Apparel Products and Services (1)		\$11,045,994	\$13,064,388	\$2,018,394
Computer				
Computers and Hardware for Home Use		\$67,515,858	\$79,959,262	\$12,443,404
Portable Memory		\$1,210,245	\$1,431,878	\$221,633
Computer Software		\$3,717,687	\$4,403,228	\$685,541
Computer Accessories		\$6,506,303	\$7,699,492	\$1,193,189
Entertainment & Recreation		\$969,264,979	\$1,146,705,890	\$177,440,911
Fees and Admissions		\$189,401,025	\$224,205,660	\$34,804,635
Membership Fees for Clubs (2)		\$73,747,220	\$87,266,728	\$13,519,508
Fees for Participant Sports, excl. Trips		\$31,961,938	\$37,835,726	\$5,873,788
Tickets to Theatre/Operas/Concerts		\$14,111,961	\$16,690,009	\$2,578,048
Tickets to Movies		\$7,610,721	\$9,016,756	\$1,406,035
Tickets to Parks or Museums		\$7,841,038	\$9,286,136	\$1,445,098
Admission to Sporting Events, excl. Trips		\$15,564,973	\$18,397,750	\$2,832,777
Fees for Recreational Lessons		\$38,303,662	\$45,405,400	\$7,101,738
Dating Services		\$259,512	\$307,155	\$47,643
TV/Video/Audio		\$344,543,918	\$407,394,623	\$62,850,705
Cable and Satellite Television Services		\$211,020,162	\$249,368,119	\$38,347,957
Televisions		\$38,401,061	\$45,436,122	\$7,035,061
Satellite Dishes		\$459,376	\$543,536	\$84,160
VCRs, Video Cameras, and DVD Players		\$1,303,124	\$1,542,506	\$239,382
Miscellaneous Video Equipment		\$3,428,463	\$4,056,148	\$627,685
Video Cassettes and DVDs		\$1,820,349	\$2,154,987	\$334,638
Video Game Hardware/Accessories		\$10,995,839	\$13,012,933	\$2,017,094
Video Game Software		\$5,302,609	\$6,277,667	\$975,058
Rental/Streaming/Downloaded Video		\$34,352,492	\$40,664,996	\$6,312,504
Installation of Televisions		\$416,242	\$492,686	\$76,444
Audio (3)		\$36,374,818	\$43,053,958	\$6,679,140
Rental and Repair of TV/Radio/Sound Equipment		\$669,385	\$790,966	\$121,581
Pets		\$224,793,238	\$265,878,981	\$41,085,743
Toys/Games/Crafts/Hobbies (4)		\$42,298,634	\$50,052,738	\$7,754,104
Recreational Vehicles and Fees (5)		\$37,016,469	\$43,770,180	\$6,753,711
Sports/Recreation/Exercise Equipment (6)		\$78,889,797	\$93,487,059	\$14,597,262
Photo Equipment and Supplies (7)		\$12,410,005	\$14,693,298	\$2,283,293
Reading (8)		\$31,823,536	\$37,641,384	\$5,817,848
Catered Affairs (9)		\$8,088,358	\$9,581,968	\$1,493,610
Food		\$2,690,309,851	\$3,183,519,727	\$493,209,876
Food at Home		\$1,717,113,433	\$2,031,443,344	\$314,329,911
Bakery and Cereal Products		\$221,177,196	\$261,621,756	\$40,444,560
Meats, Poultry, Fish, and Eggs		\$369,022,146	\$436,560,475	\$67,538,329
Dairy Products		\$164,893,101	\$195,085,440	\$30,192,339
Fruits and Vegetables		\$336,682,337	\$398,355,984	\$61,673,647
Snacks and Other Food at Home (10)		\$625,338,653	\$739,819,690	\$114,481,037
Food Away from Home		\$973,196,419	\$1,152,076,383	\$178,879,964
Alcoholic Beverages		\$172,268,184	\$203,867,746	\$31,599,562

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$9,644,241,488	\$11,399,745,293	\$1,755,503,805
Value of Retirement Plans	\$35,921,075,867	\$42,455,541,071	\$6,534,465,204
Value of Other Financial Assets	\$2,006,526,018	\$2,372,691,296	\$366,165,278
Vehicle Loan Amount excluding Interest	\$993,032,612	\$1,175,480,891	\$182,448,279
Value of Credit Card Debt	\$807,912,061	\$955,524,380	\$147,612,319
Health			
Nonprescription Drugs	\$43,679,789	\$51,641,241	\$7,961,452
Prescription Drugs	\$91,742,419	\$108,343,075	\$16,600,656
Eyeglasses and Contact Lenses	\$28,046,014	\$33,150,114	\$5,104,100
Home			
Mortgage Payment and Basics (11)	\$3,351,444,111	\$3,964,936,167	\$613,492,056
Maintenance and Remodeling Services	\$977,686,044	\$1,156,677,607	\$178,991,563
Maintenance and Remodeling Materials (12)	\$201,474,681	\$238,202,013	\$36,727,332
Utilities, Fuel, and Public Services	\$1,471,469,599	\$1,739,914,885	\$268,445,286
Household Furnishings and Equipment			
Household Textiles (13)	\$31,645,012	\$37,449,467	\$5,804,455
Furniture	\$217,266,365	\$257,115,801	\$39,849,436
Rugs	\$10,335,869	\$12,228,428	\$1,892,559
Major Appliances (14)	\$135,269,701	\$159,998,264	\$24,728,563
Housewares (15)	\$28,197,606	\$33,378,491	\$5,180,885
Small Appliances	\$18,682,522	\$22,115,546	\$3,433,024
Luggage	\$3,780,408	\$4,477,391	\$696,983
Telephones and Accessories	\$27,138,293	\$32,101,059	\$4,962,766
Household Operations			
Child Care	\$143,308,750	\$169,800,219	\$26,491,469
Lawn and Garden (16)	\$165,347,610	\$195,492,836	\$30,145,226
Moving/Storage/Freight Express	\$23,233,838	\$27,512,841	\$4,279,003
Housekeeping Supplies (17)	\$236,898,932	\$280,206,755	\$43,307,823
Insurance			
Owners and Renters Insurance	\$200,254,938	\$236,644,565	\$36,389,627
Vehicle Insurance	\$561,197,240	\$664,005,330	\$102,808,090
Life/Other Insurance	\$175,677,202	\$207,695,891	\$32,018,689
Health Insurance	\$1,252,926,222	\$1,481,098,829	\$228,172,607
Personal Care Products (18)	\$143,028,743	\$169,249,948	\$26,221,205
School Books and Supplies (19)	\$35,455,680	\$41,984,089	\$6,528,409
Smoking Products	\$106,891,210	\$126,257,868	\$19,366,658
Transportation			
Payments on Vehicles excluding Leases	\$806,495,865	\$954,233,349	\$147,737,484
Gasoline and Motor Oil	\$647,268,306	\$765,829,077	\$118,560,771
Vehicle Maintenance and Repairs	\$340,823,584	\$403,152,290	\$62,328,706
Travel			
Airline Fares	\$122,170,160	\$144,695,747	\$22,525,587
Lodging on Trips	\$187,604,581	\$222,028,074	\$34,423,493
Auto/Truck Rental on Trips	\$21,280,641	\$25,188,815	\$3,908,174
Food and Drink on Trips	\$145,679,952	\$172,429,501	\$26,749,549

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Rustbelt Traditions (5D)	7.5%	Population	951,213	985,434
Workday Drive (4A)	7.5%	Households	377,035	393,151
Boomburbs (1C)	7.0%	Families	233,637	242,602
Middleburg (4C)	6.6%	Median Age	37.0	37.5
In Style (5B)	5.8%	Median Household Income	\$75,011	\$82,347
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$798,726,426	\$939,935,371	\$141,208,945
Men's		\$148,978,707	\$175,358,126	\$26,379,419
Women's		\$270,760,044	\$318,579,210	\$47,819,166
Children's		\$124,805,028	\$146,915,685	\$22,110,657
Footwear		\$180,238,712	\$212,085,184	\$31,846,472
Watches & Jewelry		\$58,358,481	\$68,668,705	\$10,310,224
Apparel Products and Services (1)		\$15,585,453	\$18,328,461	\$2,743,008
Computer				
Computers and Hardware for Home Use		\$93,780,413	\$110,433,000	\$16,652,587
Portable Memory		\$1,699,919	\$1,999,769	\$299,850
Computer Software		\$5,305,167	\$6,245,294	\$940,127
Computer Accessories		\$9,215,230	\$10,842,014	\$1,626,784
Entertainment & Recreation		\$1,401,289,880	\$1,647,912,381	\$246,622,501
Fees and Admissions		\$258,358,555	\$304,210,385	\$45,851,830
Membership Fees for Clubs (2)		\$101,574,500	\$119,551,007	\$17,976,507
Fees for Participant Sports, excl. Trips		\$43,489,147	\$51,210,339	\$7,721,192
Tickets to Theatre/Operas/Concerts		\$19,485,390	\$22,922,156	\$3,436,766
Tickets to Movies		\$10,241,929	\$12,070,957	\$1,829,028
Tickets to Parks or Museums		\$10,700,386	\$12,603,451	\$1,903,065
Admission to Sporting Events, excl. Trips		\$21,873,670	\$25,712,319	\$3,838,649
Fees for Recreational Lessons		\$50,639,940	\$59,723,898	\$9,083,958
Dating Services		\$353,594	\$416,258	\$62,664
TV/Video/Audio		\$497,044,694	\$584,281,173	\$87,236,479
Cable and Satellite Television Services		\$309,043,138	\$363,051,727	\$54,008,589
Televisions		\$54,722,886	\$64,371,251	\$9,648,365
Satellite Dishes		\$640,332	\$753,554	\$113,222
VCRs, Video Cameras, and DVD Players		\$1,822,449	\$2,145,152	\$322,703
Miscellaneous Video Equipment		\$4,625,363	\$5,444,363	\$819,000
Video Cassettes and DVDs		\$2,530,609	\$2,979,247	\$448,638
Video Game Hardware/Accessories		\$15,642,201	\$18,402,464	\$2,760,263
Video Game Software		\$7,498,947	\$8,825,726	\$1,326,779
Rental/Streaming/Downloaded Video		\$48,118,873	\$56,639,579	\$8,520,706
Installation of Televisions		\$585,357	\$689,019	\$103,662
Audio (3)		\$50,807,825	\$59,796,892	\$8,989,067
Rental and Repair of TV/Radio/Sound Equipment		\$1,006,715	\$1,182,200	\$175,485
Pets		\$347,095,941	\$407,776,207	\$60,680,266
Toys/Games/Crafts/Hobbies (4)		\$60,469,350	\$71,132,624	\$10,663,274
Recreational Vehicles and Fees (5)		\$55,884,834	\$65,656,038	\$9,771,204
Sports/Recreation/Exercise Equipment (6)		\$108,824,636	\$128,237,925	\$19,413,289
Photo Equipment and Supplies (7)		\$17,293,344	\$20,359,048	\$3,065,704
Reading (8)		\$45,332,015	\$53,312,304	\$7,980,289
Catered Affairs (9)		\$10,986,512	\$12,946,678	\$1,960,166
Food		\$3,798,133,964	\$4,468,672,662	\$670,538,698
Food at Home		\$2,440,609,565	\$2,870,695,323	\$430,085,758
Bakery and Cereal Products		\$315,220,055	\$370,700,443	\$55,480,388
Meats, Poultry, Fish, and Eggs		\$524,358,835	\$616,748,659	\$92,389,824
Dairy Products		\$235,950,274	\$277,514,586	\$41,564,312
Fruits and Vegetables		\$475,169,219	\$558,998,501	\$83,829,282
Snacks and Other Food at Home (10)		\$889,911,182	\$1,046,733,134	\$156,821,952
Food Away from Home		\$1,357,524,399	\$1,597,977,339	\$240,452,940
Alcoholic Beverages		\$241,355,688	\$284,006,984	\$42,651,296

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Market District
 205 SE 6th St, Des Moines, Iowa, 50309
 Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.58523
 Longitude: -93.60806

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$13,433,268,999	\$15,794,507,453	\$2,361,238,454
Value of Retirement Plans	\$50,536,953,082	\$59,408,245,606	\$8,871,292,524
Value of Other Financial Assets	\$2,884,168,423	\$3,390,575,689	\$506,407,266
Vehicle Loan Amount excluding Interest	\$1,405,638,983	\$1,654,235,908	\$248,596,925
Value of Credit Card Debt	\$1,143,473,817	\$1,344,714,908	\$201,241,091
Health			
Nonprescription Drugs	\$63,976,148	\$75,183,615	\$11,207,467
Prescription Drugs	\$137,512,564	\$161,424,340	\$23,911,776
Eyeglasses and Contact Lenses	\$41,071,901	\$48,258,944	\$7,187,043
Home			
Mortgage Payment and Basics (11)	\$4,652,496,497	\$5,474,256,886	\$821,760,389
Maintenance and Remodeling Services	\$1,378,941,803	\$1,622,246,171	\$243,304,368
Maintenance and Remodeling Materials (12)	\$295,532,937	\$347,323,514	\$51,790,577
Utilities, Fuel, and Public Services	\$2,116,696,925	\$2,488,370,123	\$371,673,198
Household Furnishings and Equipment			
Household Textiles (13)	\$44,240,973	\$52,062,498	\$7,821,525
Furniture	\$307,161,187	\$361,410,986	\$54,249,799
Rugs	\$14,753,710	\$17,352,932	\$2,599,222
Major Appliances (14)	\$193,582,062	\$227,656,151	\$34,074,089
Housewares (15)	\$39,508,678	\$46,501,475	\$6,992,797
Small Appliances	\$26,377,192	\$31,043,755	\$4,666,563
Luggage	\$5,193,835	\$6,117,398	\$923,563
Telephones and Accessories	\$38,109,864	\$44,832,769	\$6,722,905
Household Operations			
Child Care	\$194,865,406	\$229,614,938	\$34,749,532
Lawn and Garden (16)	\$245,822,910	\$288,855,133	\$43,032,223
Moving/Storage/Freight Express	\$32,395,765	\$38,149,113	\$5,753,348
Housekeeping Supplies (17)	\$338,958,028	\$398,595,564	\$59,637,536
Insurance			
Owners and Renters Insurance	\$291,255,731	\$342,201,704	\$50,945,973
Vehicle Insurance	\$797,165,216	\$937,791,141	\$140,625,925
Life/Other Insurance	\$251,161,504	\$295,251,645	\$44,090,141
Health Insurance	\$1,820,026,332	\$2,138,882,121	\$318,855,789
Personal Care Products (18)	\$200,406,688	\$235,813,323	\$35,406,635
School Books and Supplies (19)	\$49,866,670	\$58,707,718	\$8,841,048
Smoking Products	\$160,931,821	\$188,925,299	\$27,993,478
Transportation			
Payments on Vehicles excluding Leases	\$1,154,425,629	\$1,357,922,890	\$203,497,261
Gasoline and Motor Oil	\$933,635,402	\$1,098,078,698	\$164,443,296
Vehicle Maintenance and Repairs	\$488,675,116	\$574,683,776	\$86,008,660
Travel			
Airline Fares	\$168,083,705	\$197,975,489	\$29,891,784
Lodging on Trips	\$263,164,200	\$309,687,040	\$46,522,840
Auto/Truck Rental on Trips	\$29,244,065	\$34,426,784	\$5,182,719
Food and Drink on Trips	\$205,149,570	\$241,426,810	\$36,277,240

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

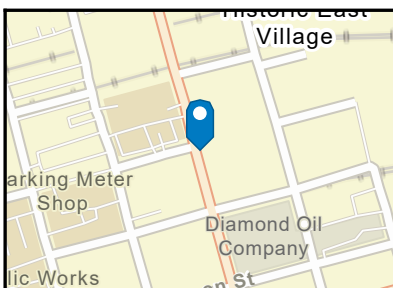
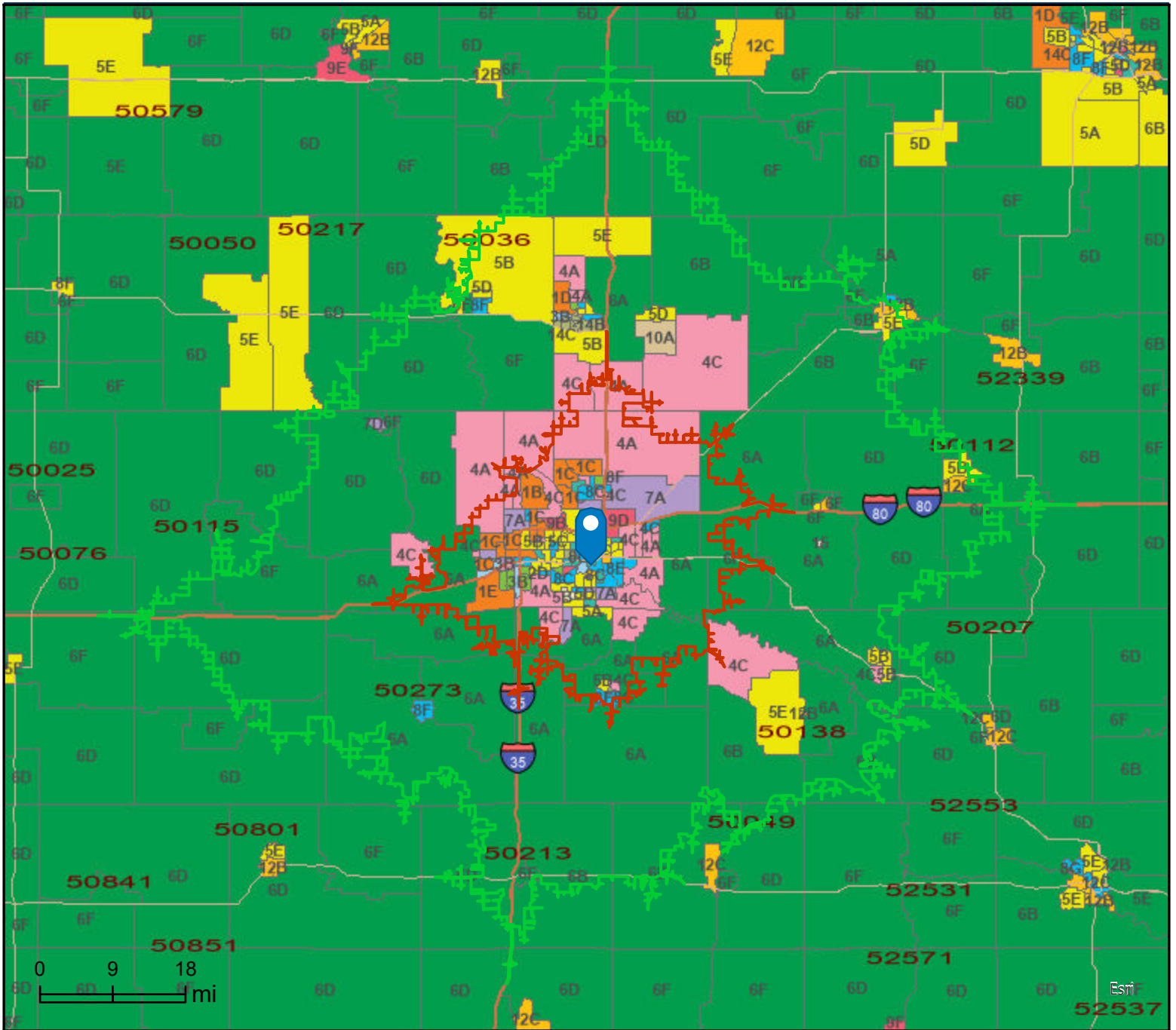
- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Market District
 205 SE 6th St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58523
 Longitude: -93.60806



Tapestry LifeMode

- | | |
|---|---|
| ■ L1: Affluent Estates | ■ L8: Middle Ground |
| ■ L2: Upscale Avenues | ■ L9: Senior Styles |
| ■ L3: Uptown Individuals | ■ L10: Rustic Outposts |
| ■ L4: Family Landscapes | ■ L11: Midtown Singles |
| ■ L5: GenXurban | ■ L12: Hometown |
| ■ L6: Cozy Country | ■ L13: Next Wave |
| ■ L7: Sprouting Explorers | ■ L14: Scholars and Patriots |



Source: Esri



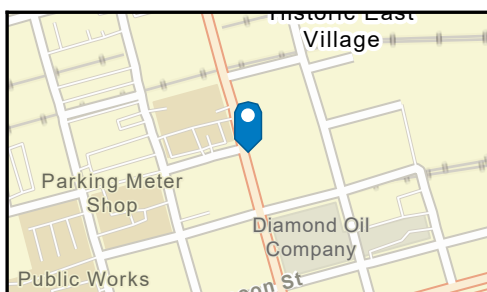
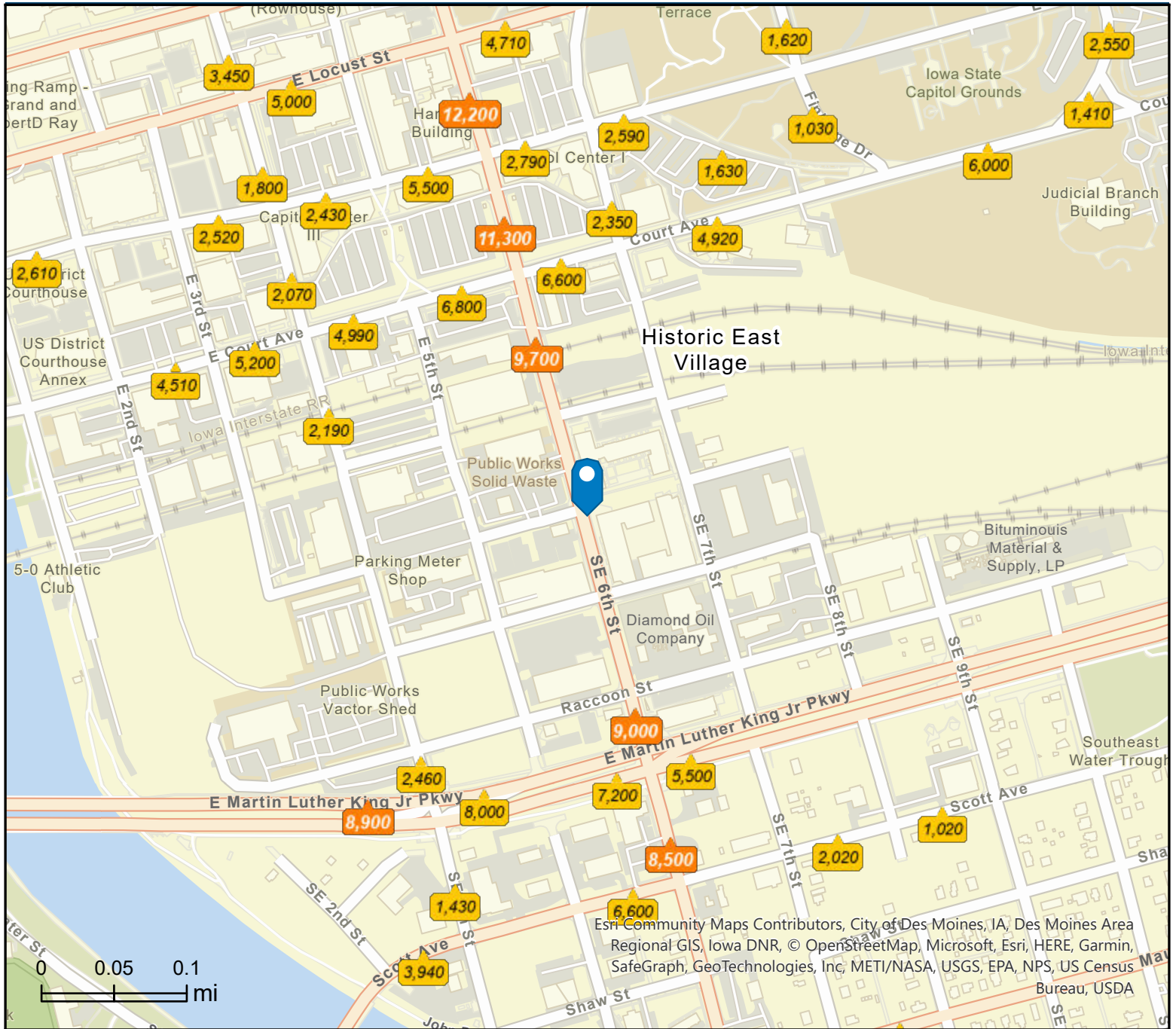
Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

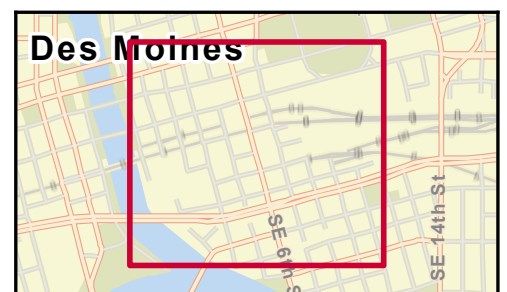
- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- Segment 3B (Metro Renters)
- Segment 3C (Trendsetters)
- Segment 4A (Workday Drive)
- Segment 4B (Home Improvement)
- Segment 4C (Middleburg)
- Segment 5A (Comfortable Empty Nesters)
- Segment 5B (In Style)
- Segment 5C (Parks and Rec)
- Segment 5D (Rustbelt Traditions)
- Segment 5E (Midlife Constants)
- Segment 6A (Green Acres)
- Segment 6B (Salt of the Earth)
- Segment 6C (The Great Outdoors)
- Segment 6D (Prairie Living)
- Segment 6E (Rural Resort Dwellers)
- Segment 6F (Heartland Communities)
- Segment 7A (Up and Coming Families)
- Segment 7B (Urban Villages)
- Segment 7C (Urban Edge Families)
- Segment 7D (Forging Opportunity)
- Segment 7E (Farm to Table)
- Segment 7F (Southwestern Families)
- Segment 8A (City Lights)
- Segment 8B (Emerald City)
- Segment 8C (Bright Young Professionals)
- Segment 8D (Downtown Melting Pot)
- Segment 8E (Front Porches)
- Segment 8F (Old and Newcomers)
- Segment 8G (Hometown Heritage)
- Segment 9A (Silver & Gold)
- Segment 9B (Golden Years)
- Segment 9C (The Elders)
- Segment 9D (Senior Escapes)
- Segment 9E (Retirement Communities)
- Segment 9F (Social Security Set)
- Segment 10A (Southern Satellites)
- Segment 10B (Rooted Rural)
- Segment 10C (Economic BedRock)
- Segment 10D (Down the Road)
- Segment 10E (Rural Bypasses)
- Segment 11A (City Strivers)
- Segment 11B (Young and Restless)
- Segment 11C (Metro Fusion)
- Segment 11D (Set to Impress)
- Segment 11E (City Commons)
- Segment 12A (Family Foundations)
- Segment 12B (Traditional Living)
- Segment 12C (Small Town Sincerity)
- Segment 12D (Modest Income Homes)
- Segment 13A (Diverse Convergence)
- Segment 13B (Family Extensions)
- Segment 13C (NeWest Residents)
- Segment 13D (Fresh Ambitions)
- Segment 13E (High Rise Renters)
- Segment 14A (Military Proximity)
- Segment 14B (College Towns)
- Segment 14C (Dorms to Diplomas)
- Segment 15 (Unclassified)

Market District
 205 SE 6th St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58523
 Longitude: -93.60806



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2023 Kalibrate Technologies (Q2 2023).



Business Summary

Market District
 205 SE 6th St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58523
 Longitude: -93.60806

Data for all businesses in area	30 minutes				60 minutes			
	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Businesses:	21,779		32,476					
Total Employees:	383,811		529,168					
Total Residential Population:	641,875		951,213					
Employee/Residential Population Ratio (per 100 Residents)	60		56					
by SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	425	2.0%	3,119	0.8%	912	2.8%	6,017	1.1%
Construction	1,363	6.3%	14,706	3.8%	2,110	6.5%	20,665	3.9%
Manufacturing	579	2.7%	22,981	6.0%	919	2.8%	35,813	6.8%
Transportation	495	2.3%	8,980	2.3%	866	2.7%	12,085	2.3%
Communication	169	0.8%	2,460	0.6%	266	0.8%	3,203	0.6%
Utility	73	0.3%	1,454	0.4%	125	0.4%	2,200	0.4%
Wholesale Trade	731	3.4%	17,166	4.5%	1,102	3.4%	24,692	4.7%
Retail Trade Summary	4,091	18.8%	72,955	19.0%	6,015	18.5%	102,144	19.3%
Home Improvement	250	1.1%	4,955	1.3%	400	1.2%	11,274	2.1%
General Merchandise Stores	166	0.8%	7,084	1.8%	254	0.8%	9,956	1.9%
Food Stores	518	2.4%	13,187	3.4%	786	2.4%	18,198	3.4%
Auto Dealers & Gas Stations	390	1.8%	8,643	2.3%	657	2.0%	11,306	2.1%
Apparel & Accessory Stores	264	1.2%	2,418	0.6%	333	1.0%	2,809	0.5%
Furniture & Home Furnishings	234	1.1%	2,368	0.6%	348	1.1%	2,969	0.6%
Eating & Drinking Places	1,346	6.2%	23,024	6.0%	1,893	5.8%	31,684	6.0%
Miscellaneous Retail	922	4.2%	11,275	2.9%	1,344	4.1%	13,947	2.6%
Finance, Insurance, Real Estate Summary	2,578	11.8%	65,364	17.0%	3,569	11.0%	74,871	14.1%
Banks, Savings & Lending Institutions	492	2.3%	8,777	2.3%	731	2.3%	10,979	2.1%
Securities Brokers	429	2.0%	15,015	3.9%	558	1.7%	15,404	2.9%
Insurance Carriers & Agents	546	2.5%	18,601	4.8%	758	2.3%	23,496	4.4%
Real Estate, Holding, Other Investment Offices	1,111	5.1%	22,971	6.0%	1,523	4.7%	24,993	4.7%
Services Summary	8,925	41.0%	148,533	38.7%	13,022	40.1%	210,993	39.9%
Hotels & Lodging	180	0.8%	4,290	1.1%	313	1.0%	6,001	1.1%
Automotive Services	522	2.4%	5,394	1.4%	817	2.5%	6,495	1.2%
Movies & Amusements	561	2.6%	8,678	2.3%	848	2.6%	11,762	2.2%
Health Services	1,694	7.8%	44,219	11.5%	2,261	7.0%	58,958	11.1%
Legal Services	537	2.5%	4,106	1.1%	692	2.1%	4,842	0.9%
Education Institutions & Libraries	493	2.3%	22,727	5.9%	882	2.7%	38,267	7.2%
Other Services	4,938	22.7%	59,119	15.4%	7,208	22.2%	84,668	16.0%
Government	737	3.4%	24,412	6.4%	1,363	4.2%	34,282	6.5%
Unclassified Establishments	1,614	7.4%	1,681	0.4%	2,206	6.8%	2,204	0.4%
Totals	21,779	100.0%	383,811	100.0%	32,476	100.0%	529,168	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Business Summary

Market District
 205 SE 6th St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58523
 Longitude: -93.60806

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	120	0.6%	976	0.3%	399	1.2%	2,600	0.5%
Mining	10	0.0%	65	0.0%	22	0.1%	226	0.0%
Utilities	23	0.1%	478	0.1%	45	0.1%	797	0.2%
Construction	1,488	6.8%	16,398	4.3%	2,274	7.0%	22,617	4.3%
Manufacturing	612	2.8%	18,429	4.8%	974	3.0%	30,967	5.9%
Wholesale Trade	725	3.3%	17,088	4.5%	1,094	3.4%	24,557	4.6%
Retail Trade	2,631	12.1%	49,041	12.8%	3,947	12.2%	69,215	13.1%
Motor Vehicle & Parts Dealers	359	1.6%	8,298	2.2%	581	1.8%	10,361	2.0%
Furniture & Home Furnishings Stores	109	0.5%	1,128	0.3%	160	0.5%	1,429	0.3%
Electronics & Appliance Stores	70	0.3%	904	0.2%	105	0.3%	1,117	0.2%
Building Material & Garden Equipment & Supplies Dealers	246	1.1%	4,947	1.3%	395	1.2%	11,264	2.1%
Food & Beverage Stores	485	2.2%	13,768	3.6%	728	2.2%	18,596	3.5%
Health & Personal Care Stores	306	1.4%	3,730	1.0%	429	1.3%	4,762	0.9%
Gasoline Stations & Fuel Dealers	34	0.2%	369	0.1%	86	0.3%	1,004	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	307	1.4%	2,710	0.7%	389	1.2%	3,155	0.6%
Sporting Goods, Hobby, Book, & Music Stores	433	2.0%	5,094	1.3%	668	2.1%	6,355	1.2%
General Merchandise Stores	282	1.3%	8,093	2.1%	406	1.3%	11,172	2.1%
Transportation & Warehousing	399	1.8%	8,093	2.1%	704	2.2%	10,957	2.1%
Information	444	2.0%	10,665	2.8%	699	2.2%	13,211	2.5%
Finance & Insurance	1,511	6.9%	42,881	11.2%	2,084	6.4%	50,354	9.5%
Central Bank/Credit Intermediation & Related Activities	485	2.2%	8,558	2.2%	717	2.2%	10,744	2.0%
Securities & Commodity Contracts	469	2.2%	15,329	4.0%	599	1.8%	15,721	3.0%
Funds, Trusts & Other Financial Vehicles	557	2.6%	18,994	4.9%	769	2.4%	23,889	4.5%
Real Estate, Rental & Leasing	1,119	5.1%	10,685	2.8%	1,549	4.8%	12,662	2.4%
Professional, Scientific & Tech Services	2,063	9.5%	25,110	6.5%	2,818	8.7%	33,981	6.4%
Legal Services	562	2.6%	4,343	1.1%	737	2.3%	5,149	1.0%
Management of Companies & Enterprises	80	0.4%	13,774	3.6%	108	0.3%	13,933	2.6%
Administrative, Support & Waste Management Services	703	3.2%	10,127	2.6%	969	3.0%	15,318	2.9%
Educational Services	575	2.6%	22,681	5.9%	950	2.9%	37,814	7.1%
Health Care & Social Assistance	2,269	10.4%	57,106	14.9%	3,137	9.7%	77,750	14.7%
Arts, Entertainment & Recreation	492	2.3%	8,514	2.2%	804	2.5%	11,758	2.2%
Accommodation & Food Services	1,562	7.2%	27,599	7.2%	2,249	6.9%	38,025	7.2%
Accommodation	180	0.8%	4,290	1.1%	313	1.0%	6,001	1.1%
Food Services & Drinking Places	1,382	6.3%	23,309	6.1%	1,936	6.0%	32,024	6.1%
Other Services (except Public Administration)	2,602	11.9%	17,979	4.7%	4,088	12.6%	25,930	4.9%
Automotive Repair & Maintenance	410	1.9%	3,049	0.8%	667	2.1%	3,985	0.8%
Public Administration	737	3.4%	24,447	6.4%	1,358	4.2%	34,300	6.5%
Unclassified Establishments	1,612	7.4%	1,674	0.4%	2,204	6.8%	2,197	0.4%
Total	21,779	100.0%	383,811	100.0%	32,476	100.0%	529,168	100.0%

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