Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58798
Longitude: -93.63891

	30 minutes	60 minutes
Population		
2010 Population	511,945	794,284
2020 Population	610,476	907,880
2023 Population	641,100	943,274
2028 Population	670,078	977,569
2010-2020 Annual Rate	1.78%	1.35%
2020-2023 Annual Rate	1.52%	1.18%
2023-2028 Annual Rate	0.89%	0.72%
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 943,274. In 2020, the Census count in the area was 907,880. The rate of change since 2020 was 1.18% annually. The five-year projection for the population in the area is 977,569 representing a change of 0.72% 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%	80.0%
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%	3.4%
2023 Two or More Races	7.4%	6.9%
2023 Hispanic Origin (Any Race)	9.3%	8.5%

Persons of Hispanic origin represent 8.5% 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 45.1 in the identified area, compared to 72.1 for the U.S. as a whole.

Households		
2023 Wealth Index	96	91
2010 Households	200,680	311,442
2020 Households	241,639	358,715
2023 Households	254,637	374,411
2028 Households	267,464	390,528
2010-2020 Annual Rate	1.87%	1.42%
2020-2023 Annual Rate	1.63%	1.33%
2023-2028 Annual Rate	0.99%	0.85%
2023 Average Household Size	2.47	2.44

The household count in this area has changed from 358,715 in 2020 to 374,411 in the current year, a change of 1.33% annually. The five-year projection of households is 390,528, a change of 0.85% 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 231,955 in the specified area.

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Mortgage Income		
2023 Percent of Income for Mortgage	19.9%	19.1%
Median Household Income		
2023 Median Household Income	$78,399	$75,113
2028 Median Household Income	$86,170	$82,489
2023-2028 Annual Rate	1.91%	1.89%
Average Household Income		
2023 Average Household Income	$108,161	$102,817
2028 Average Household Income	$121,953	$116,038
2023-2028 Annual Rate	2.43%	2.45%
Per Capita Income		
2023 Per Capita Income	$43,052	$40,929
2028 Per Capita Income	$48,766	$46,467
2023-2028 Annual Rate	2.52%	2.57%
GINI Index		
2023 Gini Index	38.7	39.4
Households by Income		

Current median household income is $75,113 in the area, compared to $72,603 for all U.S. households. Median household income is projected to be $82,489 in five years, compared to $82,410 for all U.S. households

Current average household income is $102,817 in this area, compared to $107,008 for all U.S. households. Average household income is projected to be $116,038 in five years, compared to $122,048 for all U.S. households

Current per capita income is $40,929 in the area, compared to the U.S. per capita income of $41,310. The per capita income is projected to be $46,467 in five years, compared to $47,525 for all U.S. households

	30 minutes	60 minutes
Housing		
2023 Housing Affordability Index	108	113
2010 Total Housing Units	214,811	334,775
2010 Owner Occupied Housing Units	142,008	217,739
2010 Renter Occupied Housing Units	58,672	93,704
2010 Vacant Housing Units	14,131	23,333
2020 Total Housing Units	258,047	384,739
2020 Vacant Housing Units	16,408	26,024
2023 Total Housing Units	273,364	403,369
2023 Owner Occupied Housing Units	175,978	258,708
2023 Renter Occupied Housing Units	78,659	115,703
2023 Vacant Housing Units	18,727	28,958
2028 Total Housing Units	286,303	419,699
2028 Owner Occupied Housing Units	186,025	272,283
2028 Renter Occupied Housing Units	81,439	118,245
2028 Vacant Housing Units	18,839	29,171
Socioeconomic Status Index		
2023 Socioeconomic Status Index	53.8	53.6

Currently, 64.1% of the 403,369 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 384,739 housing units in the area and 6.8% vacant housing units. The annual rate of change in housing units since 2020 is 1.47%. Median home value in the area is $239,037, 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 $253,205.

June 29, 2023

Market Profile

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	30 minutes	60 minutes
Population Summary		
2010 Total Population	511,945	794,284
2020 Total Population	610,476	907,880
2020 Group Quarters	10,898	29,767
2023 Total Population	641,100	943,274
2023 Group Quarters	10,899	29,767
2028 Total Population	670,078	977,569
2023-2028 Annual Rate	0.89%	0.72%
2023 Total Daytime Population	668,384	956,178
Workers	374,331	512,080
Residents	294,053	444,098
Household Summary		
2010 Households	200,680	311,442
2010 Average Household Size	2.50	2.46
2020 Total Households	241,639	358,715
2020 Average Household Size	2.48	2.45
2023 Households	254,637	374,411
2023 Average Household Size	2.47	2.44
2028 Households	267,464	390,528
2028 Average Household Size	2.46	2.43
2023-2028 Annual Rate	0.99%	0.85%
2010 Families	130,110	200,370
2010 Average Family Size	3.08	3.03
2023 Families	159,234	231,955
2023 Average Family Size	3.11	3.06
2028 Families	166,577	240,929
2028 Average Family Size	3.10	3.05
2023-2028 Annual Rate	0.91%	0.76%
Housing Unit Summary		
2000 Housing Units	176,637	284,903
Owner Occupied Housing Units	66.8%	66.5%
Renter Occupied Housing Units	28.5%	28.5%
Vacant Housing Units	4.7%	5.0%
2010 Housing Units	214,811	334,775
Owner Occupied Housing Units	66.1%	65.0%
Renter Occupied Housing Units	27.3%	28.0%
Vacant Housing Units	6.6%	7.0%
2020 Housing Units	258,047	384,739
Vacant Housing Units	6.4%	6.8%
2023 Housing Units	273,364	403,369
Owner Occupied Housing Units	64.4%	64.1%
Renter Occupied Housing Units	28.8%	28.7%
Vacant Housing Units	6.9%	7.2%
2028 Housing Units	286,303	419,699
Owner Occupied Housing Units	65.0%	64.9%
Renter Occupied Housing Units	28.4%	28.2%
Vacant Housing Units	6.6%	7.0%
Median Household Income		
2023	$78,399	$75,113
2028	$86,170	$82,489
Median Home Value		
2023	$259,174	$239,037
2028	$273,029	$253,205
Per Capita Income		
2023	$43,052	$40,929
2028	$48,766	$46,467
Median Age		
2010	34.7	34.9
2023	36.9	37.0
2028	37.3	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	254,637	374,411
<$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%	18.0%
$75,000 - $99,999	15.2%	14.3%
$100,000 - $149,999	18.1%	18.3%
$150,000 - $199,999	9.3%	8.7%
$200,000+	10.0%	8.8%
Average Household Income	$108,161	$102,817
2028 Households by Income		
Household Income Base	267,464	390,528
<$15,000	4.8%	6.0%
$15,000 - $24,999	5.3%	5.6%
$25,000 - $34,999	5.6%	5.9%
$35,000 - $49,999	10.2%	10.2%
$50,000 - $74,999	16.4%	17.2%
$75,000 - $99,999	14.8%	14.1%
$100,000 - $149,999	19.5%	19.9%
$150,000 - $199,999	11.8%	11.1%
$200,000+	11.6%	10.1%
Average Household Income	$121,953	$116,038
2023 Owner Occupied Housing Units by Value		
Total	175,970	258,674
<$50,000	3.0%	3.8%
$50,000 - $99,999	4.1%	6.3%
$100,000 - $149,999	8.9%	11.3%
$150,000 - $199,999	15.3%	15.8%
$200,000 - $249,999	15.9%	16.4%
$250,000 - $299,999	15.1%	13.2%
$300,000 - $399,999	21.1%	18.8%
$400,000 - $499,999	9.0%	7.5%
$500,000 - $749,999	5.6%	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	$288,389	$271,466
2028 Owner Occupied Housing Units by Value		
Total	186,016	272,244
<$50,000	2.7%	3.5%
$50,000 - $99,999	3.7%	5.7%
$100,000 - $149,999	8.0%	10.3%
$150,000 - $199,999	13.9%	14.4%
$200,000 - $249,999	14.4%	15.2%
$250,000 - $299,999	15.9%	14.0%
$300,000 - $399,999	22.3%	20.1%
$400,000 - $499,999	10.4%	8.8%
$500,000 - $749,999	6.5%	5.8%
$750,000 - $999,999	1.6%	1.6%
$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	$301,437	$284,866

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.
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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	30 minutes	60 minutes
2010 Population by Age		
Total	511,943	794,284
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	3.4%	3.9%
85 +	1.5%	1.8%
18 +	74.0%	75.3%
2023 Population by Age		
Total	641,100	943,273
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 +	75.3%	76.8%
2028 Population by Age		
Total	670,076	977,569
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	12.1%	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 +	75.6%	77.0%
2010 Population by Sex		
Males	250,568	393,159
Females	261,377	401,125
2023 Population by Sex		
Males	316,243	469,035
Females	324,857	474,239
2028 Population by Sex		
Males	329,386	484,571
Females	340,692	492,998

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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	30 minutes	60 minutes
2010 Population by Race/Ethnicity		
Total	511,944	794,284
White Alone	86.3%	88.7%
Black Alone	5.2%	3.9%
American Indian Alone	0.3%	0.3%
Asian Alone	3.3%	3.0%
Pacific Islander Alone	0.1%	0.0%
Some Other Race Alone	2.5%	2.2%
Two or More Races	2.2%	1.9%
Hispanic Origin	6.7%	5.9%
Diversity Index	34.4	29.8
2020 Population by Race/Ethnicity		
Total	610,476	907,880
White Alone	78.0%	80.9%
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%	3.2%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.6%	7.9%
Diversity Index	47.7	43.2
2023 Population by Race/Ethnicity		
Total	641,100	943,274
White Alone	77.2%	80.0%
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%	3.4%
Two or More Races	7.4%	6.9%
Hispanic Origin	9.3%	8.5%
Diversity Index	49.3	45.1
2028 Population by Race/Ethnicity		
Total	670,079	977,568
White Alone	75.7%	78.5%
Black Alone	6.5%	5.2%
American Indian Alone	0.5%	0.5%
Asian Alone	5.1%	4.3%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	4.0%	3.8%
Two or More Races	8.1%	7.5%
Hispanic Origin	10.2%	9.4%
Diversity Index	52.0	47.8
2010 Population by Relationship and Household Type		
Total	511,944	794,284
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%	2.2%

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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2023 Population 25+ by Educational Attainment		
Total	426,733	623,357
Less than 9th Grade	2.5%	2.4%
9th - 12th Grade, No Diploma	2.9%	3.0%
High School Graduate	20.1%	22.1%
GED/Alternative Credential	3.5%	3.5%
Some College, No Degree	17.5%	17.9%
Associate Degree	11.3%	11.7%
Bachelor's Degree	29.4%	27.2%
Graduate/Professional Degree	12.8%	12.3%
2023 Population 15+ by Marital Status		
Total	507,665	760,446
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+	357,717	514,435
Population 16+ Employed	97.9%	97.7%
Population 16+ Unemployment rate	2.1%	2.3%
Population 16-24 Employed	15.2%	16.8%
Population 16-24 Unemployment rate	3.4%	4.3%
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%	1.6%
Population 65+ Employed	6.0%	6.2%
Population 65+ Unemployment rate	1.6%	1.6%
2023 Employed Population 16+ by Industry		
Total	350,161	502,475
Agriculture/Mining	1.0%	1.9%
Construction	6.3%	6.5%
Manufacturing	8.8%	10.4%
Wholesale Trade	2.1%	2.1%
Retail Trade	11.3%	11.2%
Transportation/Utilities	4.9%	4.9%
Information	1.7%	1.6%
Finance/Insurance/Real Estate	16.0%	13.4%
Services	44.0%	44.4%
Public Administration	3.6%	3.6%
2023 Employed Population 16+ by Occupation		
Total	350,159	502,475
White Collar	67.0%	64.9%
Management/Business/Financial	20.7%	19.4%
Professional	26.2%	25.9%
Sales	9.5%	9.2%
Administrative Support	10.6%	10.4%
Services	14.4%	14.7%
Blue Collar	18.5%	20.4%
Farming/Forestry/Fishing	0.1%	0.3%
Construction/Extraction	4.3%	4.5%
Installation/Maintenance/Repair	2.6%	3.0%
Production	4.8%	5.7%
Transportation/Material Moving	6.7%	6.9%

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2010 Households by Type		
Total	200,680	311,442
Households with 1 Person	27.4%	27.4%
Households with 2+ People	72.6%	72.6%
Family Households	64.8%	64.3%
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%	4.0%
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	200,680	311,442
1 Person Household	27.4%	27.4%
2 Person Household	33.8%	35.2%
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%	2.0%
7 + Person Household	1.2%	1.1%
2010 Households by Tenure and Mortgage Status		
Total	200,680	311,443
Owner Occupied	70.8%	69.9%
Owned with a Mortgage/Loan	55.0%	51.5%
Owned Free and Clear	15.8%	18.4%
Renter Occupied	29.2%	30.1%
2023 Affordability, Mortgage and Wealth		
Housing Affordability Index	108	113
Percent of Income for Mortgage	19.9%	19.1%
Wealth Index	96	91
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	214,811	334,775
Housing Units Inside Urbanized Area	88.8%	64.3%
Housing Units Inside Urbanized Cluster	3.6%	16.5%
Rural Housing Units	7.5%	19.2%
2010 Population By Urban/ Rural Status		
Total Population	511,945	794,284
Population Inside Urbanized Area	87.9%	64.3%
Population Inside Urbanized Cluster	4.0%	16.1%
Rural Population	8.2%	19.7%

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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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 $	$571,652,905	$794,200,359
Average Spent	$2,244.97	$2,121.20
Spending Potential Index	102	96
Education: Total $	$450,086,359	$619,850,538
Average Spent	$1,767.56	$1,655.54
Spending Potential Index	99	92
Entertainment/Recreation: Total $	$969,173,956	$1,393,366,739
Average Spent	$3,806.10	$3,721.49
Spending Potential Index	101	98
Food at Home: Total $	$1,716,702,627	$2,426,826,482
Average Spent	$6,741.76	$6,481.72
Spending Potential Index	99	95
Food Away from Home: Total $	$973,037,713	$1,350,100,811
Average Spent	$3,821.27	$3,605.93
Spending Potential Index	103	97
Health Care: Total $	$1,867,928,158	$2,704,547,299
Average Spent	$7,335.65	$7,223.47
Spending Potential Index	100	98
HH Furnishings & Equipment: Total $	$764,582,308	$1,072,350,634
Average Spent	$3,002.64	$2,864.10
Spending Potential Index	102	97
Personal Care Products & Services: Total $	$249,994,760	$346,419,260
Average Spent	$981.77	$925.24
Spending Potential Index	103	97
Shelter: Total $	$6,364,366,382	$8,814,194,875
Average Spent	$24,993.88	$23,541.50
Spending Potential Index	101	95
Support Payments/Cash Contributions/Gifts in Kind: Total $	$807,629,313	$1,138,754,231
Average Spent	$3,171.69	$3,041.46
Spending Potential Index	101	97
Travel: Total $	$587,863,643	$818,489,063
Average Spent	$2,308.63	$2,186.07
Spending Potential Index	103	97
Vehicle Maintenance & Repairs: Total $	$340,736,322	$485,893,235
Average Spent	$1,338.13	$1,297.75
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.

June 29, 2023

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58798
Longitude: -93.63891

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Boomburbs (1C)	10.3%	Population	641,100	670,078
Workday Drive (4A)	9.1%	Households	254,637	267,464
Rustbelt Traditions (5D)	8.8%	Families	159,234	166,577
Middleburg (4C)	6.6%	Median Age	36.9	37.3
Up and Coming Families (7A)	6.1%	Median Household Income	$78,399	$86,170

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Apparel and Services	$571,652,905	$677,023,794	$105,370,889
Men's	$106,764,670	$126,471,766	$19,707,096
Women's	$193,712,886	$229,379,905	$35,667,019
Children's	$89,605,965	$106,161,934	$16,555,969
Footwear	$128,765,007	$152,486,267	$23,721,260
Watches & Jewelry	$41,761,850	$49,453,948	$7,692,098
Apparel Products and Services (1)	$11,042,527	$13,069,973	$2,027,446
Computer			
Computers and Hardware for Home Use	$67,504,541	$80,003,159	$12,498,618
Portable Memory	$1,209,811	$1,432,428	$222,617
Computer Software	$3,716,824	$4,405,491	$688,667
Computer Accessories	$6,504,623	$7,703,331	$1,198,708
Entertainment & Recreation	$969,173,956	$1,147,535,743	$178,361,787
Fees and Admissions	$189,428,433	$224,396,478	$34,968,045
Membership Fees for Clubs (2)	$73,754,369	$87,338,551	$13,584,182
Fees for Participant Sports, excl. Trips	$31,967,757	$37,870,114	$5,902,357
Tickets to Theatre/Operas/Concerts	$14,110,694	$16,700,294	$2,589,600
Tickets to Movies	$7,609,661	$9,021,481	$1,411,820
Tickets to Parks or Museums	$7,840,434	$9,292,422	$1,451,988
Admission to Sporting Events, excl. Trips	$15,564,104	$18,410,434	$2,846,330
Fees for Recreational Lessons	$38,322,118	$45,456,088	$7,133,970
Dating Services	$259,296	$307,094	$47,798
TV/Video/Audio	$344,439,761	$407,603,733	$63,163,972
Cable and Satellite Television Services	$210,953,380	$249,501,540	$38,548,160
Televisions	$38,390,841	$45,459,746	$7,068,905
Satellite Dishes	$459,218	$543,755	$84,537
VCRs, Video Cameras, and DVD Players	$1,302,672	$1,543,127	$240,455
Miscellaneous Video Equipment	$3,427,819	$4,058,072	$630,253
Video Cassettes and DVDs	$1,819,637	$2,155,711	$336,074
Video Game Hardware/Accessories	$10,990,357	$13,016,369	$2,026,012
Video Game Software	$5,299,648	$6,278,872	$979,224
Rental/Streaming/Downloaded Video	$34,342,984	$40,684,643	$6,341,659
Installation of Televisions	$416,246	$493,056	$76,810
Audio (3)	$36,368,194	$43,077,916	$6,709,722
Rental and Repair of TV/Radio/Sound Equipment	$668,765	$790,926	$122,161
Pets	$224,787,116	$266,122,329	$41,335,213
Toys/Games/Crafts/Hobbies (4)	$42,290,110	$50,082,839	$7,792,729
Recreational Vehicles and Fees (5)	$37,020,464	$43,814,497	$6,794,033
Sports/Recreation/Exercise Equipment (6)	$78,895,969	$93,564,224	$14,668,255
Photo Equipment and Supplies (7)	$12,408,353	$14,702,209	$2,293,856
Reading (8)	$31,815,326	$37,660,744	$5,845,418
Catered Affairs (9)	$8,088,425	$9,588,691	$1,500,266
Food	$2,689,740,341	$3,185,291,873	$495,551,532
Food at Home	$1,716,702,627	$2,032,548,166	$315,845,539
Bakery and Cereal Products	$221,120,266	$261,760,222	$40,639,956
Meats, Poultry, Fish, and Eggs	$368,937,088	$436,801,783	$67,864,695
Dairy Products	$164,856,476	$195,196,675	$30,340,199
Fruits and Vegetables	$336,607,061	$398,572,392	$61,965,331
Snacks and Other Food at Home (10)	$625,181,736	$740,217,095	$115,035,359
Food Away from Home	$973,037,713	$1,152,743,707	$179,705,994
Alcoholic Beverages	$172,244,817	$203,990,831	$31,746,014

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.

June 29, 2023

Retail Demand Outlook

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58798
Longitude: -93.63891

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$9,644,709,794	$11,408,665,683	$1,763,955,889
Value of Retirement Plans	$35,925,384,744	$42,493,804,988	$6,568,420,244
Value of Other Financial Assets	$2,006,507,870	$2,374,516,490	$368,008,620
Vehicle Loan Amount excluding Interest	$992,951,031	$1,176,345,544	$183,394,513
Value of Credit Card Debt	$807,781,192	$956,118,655	$148,337,463
Health			
Nonprescription Drugs	$43,664,252	$51,668,093	$8,003,841
Prescription Drugs	$91,700,006	$108,391,665	$16,691,659
Eyeglasses and Contact Lenses	$28,039,009	$33,169,464	$5,130,455
Home			
Mortgage Payment and Basics (11)	$3,352,396,044	$3,969,123,326	$616,727,282
Maintenance and Remodeling Services	$977,961,614	$1,157,937,902	$179,976,288
Maintenance and Remodeling Materials (12)	$201,492,871	$238,439,104	$36,946,233
Utilities, Fuel, and Public Services	$1,471,125,331	$1,740,929,662	$269,804,331
Household Furnishings and Equipment			
Household Textiles (13)	$31,638,306	$37,469,473	$5,831,167
Furniture	$217,237,506	$257,284,165	$40,046,659
Rugs	$10,336,140	$12,238,454	$1,902,314
Major Appliances (14)	$135,271,375	$160,132,604	$24,861,229
Housewares (15)	$28,193,645	$33,399,261	$5,205,616
Small Appliances	$18,675,954	$22,124,364	$3,448,410
Luggage	$3,779,918	$4,480,021	$700,103
Telephones and Accessories	$27,129,030	$32,113,934	$4,984,904
Household Operations			
Child Care	$143,347,062	$169,968,185	$26,621,123
Lawn and Garden (16)	$165,373,627	$195,699,083	$30,325,456
Moving/Storage/Freight Express	$23,227,498	$27,525,760	$4,298,262
Housekeeping Supplies (17)	$236,847,515	$280,371,068	$43,523,553
Insurance			
Owners and Renters Insurance	$200,253,503	$236,850,394	$36,596,891
Vehicle Insurance	$561,072,293	$664,386,161	$103,313,868
Life/Other Insurance	$175,680,575	$207,870,844	$32,190,269
Health Insurance	$1,252,670,775	$1,482,053,540	$229,382,765
Personal Care Products (18)	$142,993,924	$169,335,307	$26,341,383
School Books and Supplies (19)	$35,450,894	$42,010,521	$6,559,627
Smoking Products	$106,806,457	$126,269,502	$19,463,045
Transportation			
Payments on Vehicles excluding Leases	$806,403,454	$954,916,517	$148,513,063
Gasoline and Motor Oil	$647,127,459	$766,292,883	$119,165,424
Vehicle Maintenance and Repairs	$340,736,322	$403,373,451	$62,637,129
Travel			
Airline Fares	$122,174,917	$144,804,590	$22,629,673
Lodging on Trips	$187,615,624	$222,212,657	$34,597,033
Auto/Truck Rental on Trips	$21,278,006	$25,203,836	$3,925,830
Food and Drink on Trips	$145,673,900	$172,554,924	$26,881,024

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June 29, 2023

Retail Demand Outlook

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58798
Longitude: -93.63891

(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.

June 29, 2023

Retail Demand Outlook

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58798
Longitude: -93.63891

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Rustbelt Traditions (5D)	7.6%	Population	943,274	977,569
Workday Drive (4A)	7.6%	Households	374,411	390,528
Boomburbs (1C)	7.0%	Families	231,955	240,929
Middleburg (4C)	6.6%	Median Age	37.0	37.5
In Style (5B)	5.8%	Median Household Income	$75,113	$82,489

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Apparel and Services	$794,200,359	$934,984,641	$140,784,282
Men's	$148,158,991	$174,462,347	$26,303,356
Women's	$269,213,490	$316,886,332	$47,672,842
Children's	$124,108,226	$146,154,944	$22,046,718
Footwear	$179,187,996	$210,935,378	$31,747,382
Watches & Jewelry	$58,036,298	$68,315,892	$10,279,594
Apparel Products and Services (1)	$15,495,357	$18,229,748	$2,734,391
Computer			
Computers and Hardware for Home Use	$93,292,328	$109,900,783	$16,608,455
Portable Memory	$1,690,707	$1,989,704	$298,997
Computer Software	$5,276,911	$6,214,522	$937,611
Computer Accessories	$9,164,651	$10,786,819	$1,622,168
Entertainment & Recreation	$1,393,366,739	$1,639,266,327	$245,899,588
Fees and Admissions	$256,987,115	$302,710,319	$45,723,204
Membership Fees for Clubs (2)	$101,017,235	$118,940,876	$17,923,641
Fees for Participant Sports, excl. Trips	$43,267,088	$50,967,704	$7,700,616
Tickets to Theatre/Operas/Concerts	$19,377,151	$22,803,509	$3,426,358
Tickets to Movies	$10,189,686	$12,013,995	$1,824,309
Tickets to Parks or Museums	$10,644,214	$12,542,096	$1,897,882
Admission to Sporting Events, excl. Trips	$21,741,939	$25,567,659	$3,825,720
Fees for Recreational Lessons	$50,398,200	$59,460,407	$9,062,207
Dating Services	$351,602	$414,075	$62,473
TV/Video/Audio	$494,155,403	$581,121,958	$86,966,555
Cable and Satellite Television Services	$307,196,321	$361,030,540	$53,834,219
Televisions	$54,411,221	$64,030,910	$9,619,689
Satellite Dishes	$636,673	$749,553	$112,880
VCRs, Video Cameras, and DVD Players	$1,812,414	$2,134,204	$321,790
Miscellaneous Video Equipment	$4,599,307	$5,415,795	$816,488
Video Cassettes and DVDs	$2,517,010	$2,964,427	$447,417
Video Game Hardware/Accessories	$15,553,612	$18,305,799	$2,752,187
Video Game Software	$7,458,859	$8,782,069	$1,323,210
Rental/Streaming/Downloaded Video	$47,853,001	$56,349,544	$8,496,543
Installation of Televisions	$582,339	$685,735	$103,396
Audio (3)	$50,534,142	$59,497,988	$8,963,846
Rental and Repair of TV/Radio/Sound Equipment	$1,000,504	$1,175,395	$174,891
Pets	$345,047,025	$405,547,976	$60,500,951
Toys/Games/Crafts/Hobbies (4)	$60,128,067	$70,760,320	$10,632,253
Recreational Vehicles and Fees (5)	$55,548,652	$65,289,168	$9,740,516
Sports/Recreation/Exercise Equipment (6)	$108,283,583	$127,649,817	$19,366,234
Photo Equipment and Supplies (7)	$17,203,528	$20,261,088	$3,057,560
Reading (8)	$45,084,094	$53,041,469	$7,957,375
Catered Affairs (9)	$10,929,272	$12,884,212	$1,954,940
Food	$3,776,927,294	$4,445,495,773	$668,568,479
Food at Home	$2,426,826,482	$2,855,629,286	$428,802,804
Bakery and Cereal Products	$313,435,732	$368,749,499	$55,313,767
Meats, Poultry, Fish, and Eggs	$521,374,347	$613,485,197	$92,110,850
Dairy Products	$234,631,713	$276,074,633	$41,442,920
Fruits and Vegetables	$472,512,407	$556,093,635	$83,581,228
Snacks and Other Food at Home (10)	$884,872,285	$1,041,226,321	$156,354,036
Food Away from Home	$1,350,100,811	$1,589,866,486	$239,765,675
Alcoholic Beverages	$240,027,377	$282,553,973	$42,526,596

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June 29, 2023

Retail Demand Outlook

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58798
Longitude: -93.63891

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$13,358,793,277	$15,712,737,824	$2,353,944,547
Value of Retirement Plans	$50,251,181,067	$59,094,772,563	$8,843,591,496
Value of Other Financial Assets	$2,867,603,858	$3,372,444,063	$504,840,205
Vehicle Loan Amount excluding Interest	$1,397,818,294	$1,645,702,185	$247,883,891
Value of Credit Card Debt	$1,136,911,142	$1,337,531,616	$200,620,474
Health			
Nonprescription Drugs	$63,607,808	$74,781,283	$11,173,475
Prescription Drugs	$136,670,182	$160,502,447	$23,832,265
Eyeglasses and Contact Lenses	$40,829,636	$47,994,116	$7,164,480
Home			
Mortgage Payment and Basics (11)	$4,626,574,697	$5,445,870,129	$819,295,432
Maintenance and Remodeling Services	$1,371,337,124	$1,613,931,330	$242,594,206
Maintenance and Remodeling Materials (12)	$293,809,633	$345,441,019	$51,631,386
Utilities, Fuel, and Public Services	$2,104,303,990	$2,474,814,270	$370,510,280
Household Furnishings and Equipment			
Household Textiles (13)	$43,997,079	$51,795,922	$7,798,843
Furniture	$305,475,753	$359,571,020	$54,095,267
Rugs	$14,674,130	$17,266,012	$2,591,882
Major Appliances (14)	$192,463,920	$226,433,440	$33,969,520
Housewares (15)	$39,297,305	$46,270,784	$6,973,479
Small Appliances	$26,231,769	$30,885,069	$4,653,300
Luggage	$5,166,871	$6,087,967	$921,096
Telephones and Accessories	$37,902,674	$44,606,298	$6,703,624
Household Operations			
Child Care	$193,866,486	$228,525,719	$34,659,233
Lawn and Garden (16)	$244,394,794	$287,296,104	$42,901,310
Moving/Storage/Freight Express	$32,218,851	$37,956,044	$5,737,193
Housekeeping Supplies (17)	$337,023,622	$396,480,944	$59,457,322
Insurance			
Owners and Renters Insurance	$289,508,169	$340,288,298	$50,780,129
Vehicle Insurance	$792,675,767	$932,887,102	$140,211,335
Life/Other Insurance	$249,724,314	$293,678,010	$43,953,696
Health Insurance	$1,809,390,433	$2,127,250,451	$317,860,018
Personal Care Products (18)	$199,290,276	$234,592,901	$35,302,625
School Books and Supplies (19)	$49,601,887	$58,418,994	$8,817,107
Smoking Products	$159,916,284	$187,814,235	$27,897,951
Transportation			
Payments on Vehicles excluding Leases	$1,147,836,236	$1,350,727,762	$202,891,526
Gasoline and Motor Oil	$928,329,679	$1,092,287,730	$163,958,051
Vehicle Maintenance and Repairs	$485,893,235	$571,645,723	$85,752,488
Travel			
Airline Fares	$167,207,859	$197,019,656	$29,811,797
Lodging on Trips	$261,729,059	$308,118,249	$46,389,190
Auto/Truck Rental on Trips	$29,082,772	$34,250,243	$5,167,471
Food and Drink on Trips	$204,032,850	$240,207,371	$36,174,521

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June 29, 2023

Retail Demand Outlook

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
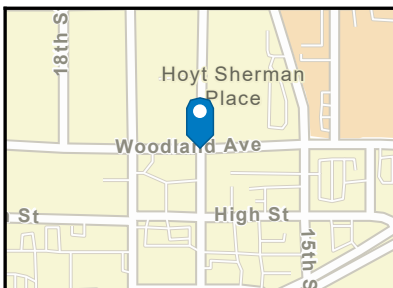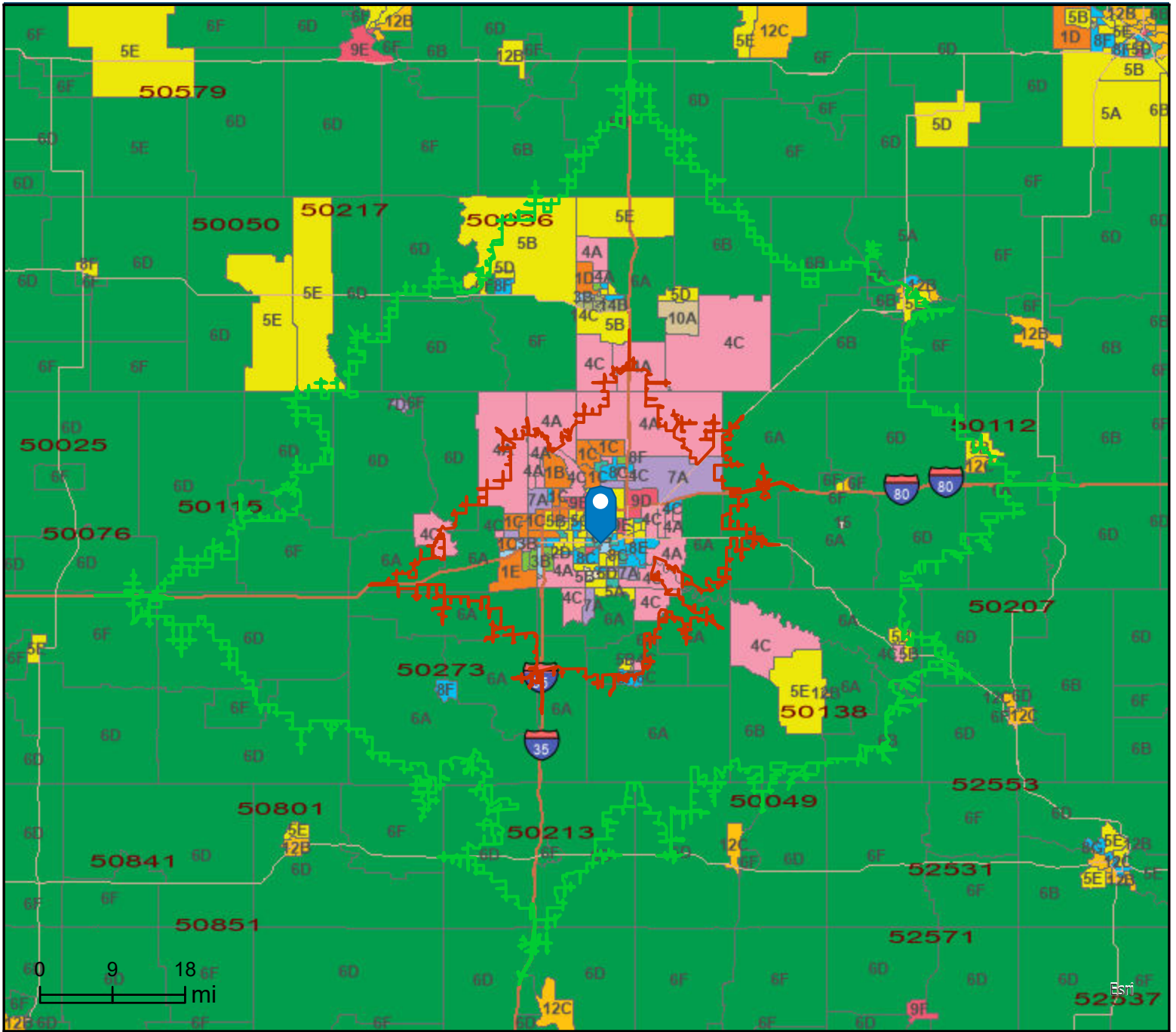Latitude: 41.58798
Longitude: -93.63891

(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.

June 29, 2023

Dominant Tapestry Map

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58798
Longitude: -93.63891

Tapestry LifeMode

L1: Affluent Estates
L2: Upscale Avenues
L3: Uptown Individuals
L4: Family Landscapes
L5: GenXurban
L6: Cozy Country
L7: Sprouting Explorers

L8: Middle Ground
L9: Senior Styles
L10: Rustic Outposts
L11: Midtown Singles
L12: Hometown
L13: Next Wave
L14: Scholars and Patriots

Iowa
Des Moines

June 29, 2023

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

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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)

June 29, 2023
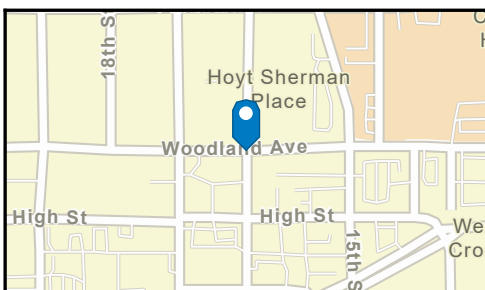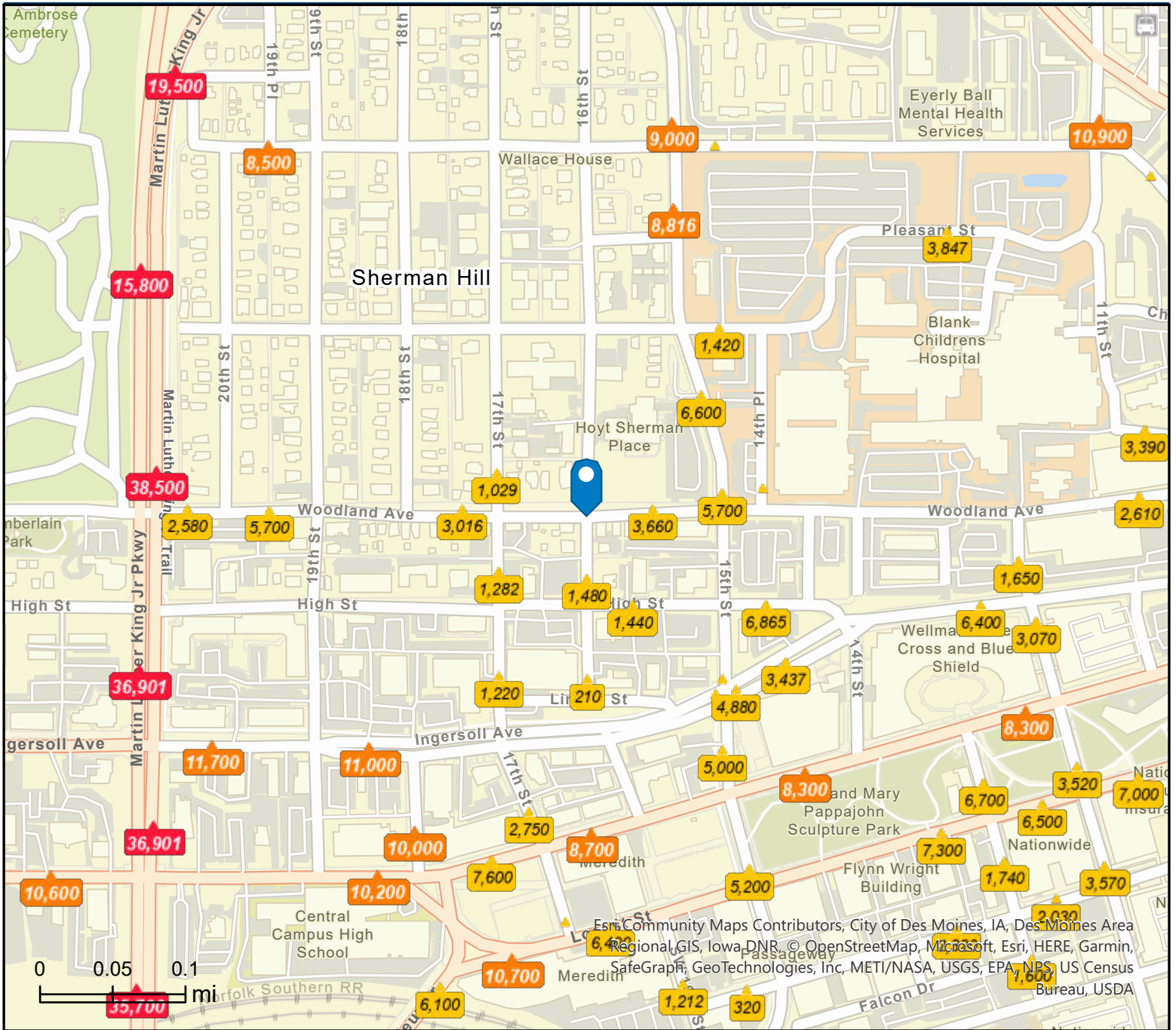
Average Daily Traffic Volume

▲ 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
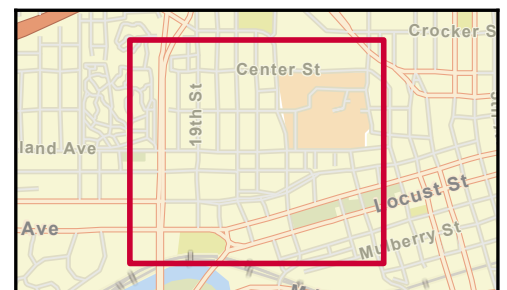
June 29, 2023

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58798
Longitude: -93.63891

Data for all businesses in area	30 minutes	60 minutes
Total Businesses:	21,858	32,448
Total Employees:	384,272	523,482
Total Residential Population:	641,100	943,274
Employee/Residential Population Ratio (per 100 Residents)	60	55

by SIC Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture & Mining	428	2.0%	3,118	0.8%	900	2.8%	5,956	1.1%
Construction	1,372	6.3%	14,768	3.8%	2,094	6.5%	20,458	3.9%
Manufacturing	581	2.7%	23,072	6.0%	912	2.8%	36,115	6.9%
Transportation	494	2.3%	8,973	2.3%	859	2.6%	11,960	2.3%
Communication	169	0.8%	2,457	0.6%	268	0.8%	3,219	0.6%
Utility	74	0.3%	1,458	0.4%	129	0.4%	2,215	0.4%
Wholesale Trade	735	3.4%	17,162	4.5%	1,098	3.4%	24,055	4.6%
Retail Trade Summary	4,105	18.8%	72,961	19.0%	6,011	18.5%	102,075	19.5%
Home Improvement	250	1.1%	4,960	1.3%	400	1.2%	11,261	2.2%
General Merchandise Stores	165	0.8%	7,078	1.8%	255	0.8%	9,966	1.9%
Food Stores	517	2.4%	13,144	3.4%	782	2.4%	18,124	3.5%
Auto Dealers & Gas Stations	397	1.8%	8,676	2.3%	656	2.0%	11,296	2.2%
Apparel & Accessory Stores	265	1.2%	2,421	0.6%	332	1.0%	2,809	0.5%
Furniture & Home Furnishings	240	1.1%	2,401	0.6%	347	1.1%	2,968	0.6%
Eating & Drinking Places	1,348	6.2%	23,018	6.0%	1,896	5.8%	31,713	6.1%
Miscellaneous Retail	923	4.2%	11,262	2.9%	1,343	4.1%	13,938	2.7%
Finance, Insurance, Real Estate Summary	2,588	11.8%	65,479	17.0%	3,577	11.0%	74,751	14.3%
Banks, Savings & Lending Institutions	496	2.3%	8,783	2.3%	732	2.3%	10,971	2.1%
Securities Brokers	432	2.0%	15,022	3.9%	556	1.7%	15,402	2.9%
Insurance Carriers & Agents	548	2.5%	18,705	4.9%	764	2.4%	23,378	4.5%
Real Estate, Holding, Other Investment Offices	1,112	5.1%	22,968	6.0%	1,525	4.7%	25,000	4.8%
Services Summary	8,939	40.9%	148,451	38.6%	13,015	40.1%	206,060	39.4%
Hotels & Lodging	180	0.8%	4,288	1.1%	314	1.0%	5,997	1.1%
Automotive Services	518	2.4%	5,390	1.4%	815	2.5%	6,470	1.2%
Movies & Amusements	565	2.6%	8,708	2.3%	846	2.6%	11,292	2.2%
Health Services	1,699	7.8%	44,223	11.5%	2,261	7.0%	58,367	11.1%
Legal Services	536	2.5%	4,139	1.1%	695	2.1%	4,843	0.9%
Education Institutions & Libraries	492	2.3%	22,480	5.9%	882	2.7%	38,225	7.3%
Other Services	4,950	22.6%	59,222	15.4%	7,202	22.2%	80,865	15.4%
Government	753	3.4%	24,697	6.4%	1,387	4.3%	34,408	6.6%
Unclassified Establishments	1,621	7.4%	1,676	0.4%	2,198	6.8%	2,209	0.4%
Totals	21,858	100.0%	384,272	100.0%	32,448	100.0%	523,482	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.

June 29, 2023

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership

Latitude: 41.58798
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by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	121	0.6%	978	0.3%	389	1.2%	2,562	0.5%
Mining	11	0.1%	67	0.0%	21	0.1%	218	0.0%
Utilities	23	0.1%	479	0.1%	47	0.1%	833	0.2%
Construction	1,497	6.8%	16,462	4.3%	2,258	7.0%	22,408	4.3%
Manufacturing	617	2.8%	18,535	4.8%	966	3.0%	31,268	6.0%
Wholesale Trade	729	3.3%	17,084	4.4%	1,090	3.4%	23,920	4.6%
Retail Trade	2,641	12.1%	49,038	12.8%	3,942	12.1%	69,120	13.2%
Motor Vehicle & Parts Dealers	366	1.7%	8,330	2.2%	580	1.8%	10,347	2.0%
Furniture & Home Furnishings Stores	112	0.5%	1,149	0.3%	160	0.5%	1,428	0.3%
Electronics & Appliance Stores	71	0.3%	911	0.2%	106	0.3%	1,118	0.2%
Building Material & Garden Equipment & Supplies Dealers	246	1.1%	4,952	1.3%	395	1.2%	11,251	2.1%
Food & Beverage Stores	483	2.2%	13,713	3.6%	725	2.2%	18,524	3.5%
Health & Personal Care Stores	305	1.4%	3,717	1.0%	429	1.3%	4,762	0.9%
Gasoline Stations & Fuel Dealers	34	0.2%	371	0.1%	86	0.3%	1,008	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	308	1.4%	2,713	0.7%	389	1.2%	3,156	0.6%
Sporting Goods, Hobby, Book, & Music Stores	434	2.0%	5,097	1.3%	665	2.0%	6,345	1.2%
General Merchandise Stores	281	1.3%	8,086	2.1%	408	1.3%	11,183	2.1%
Transportation & Warehousing	397	1.8%	8,063	2.1%	701	2.2%	10,843	2.1%
Information	443	2.0%	10,657	2.8%	702	2.2%	13,229	2.5%
Finance & Insurance	1,518	6.9%	42,991	11.2%	2,090	6.4%	50,226	9.6%
Central Bank/Credit Intermediation & Related Activities	487	2.2%	8,556	2.2%	718	2.2%	10,736	2.1%
Securities & Commodity Contracts	472	2.2%	15,336	4.0%	597	1.8%	15,719	3.0%
Funds, Trusts & Other Financial Vehicles	559	2.6%	19,098	5.0%	775	2.4%	23,771	4.5%
Real Estate, Rental & Leasing	1,119	5.1%	10,680	2.8%	1,545	4.8%	12,656	2.4%
Professional, Scientific & Tech Services	2,067	9.5%	25,158	6.5%	2,819	8.7%	33,183	6.3%
Legal Services	564	2.6%	4,382	1.1%	741	2.3%	5,154	1.0%
Management of Companies & Enterprises	80	0.4%	13,775	3.6%	108	0.3%	13,941	2.7%
Administrative, Support & Waste Management Services	710	3.2%	10,154	2.6%	965	3.0%	12,262	2.3%
Educational Services	576	2.6%	22,434	5.8%	950	2.9%	37,778	7.2%
Health Care & Social Assistance	2,274	10.4%	57,154	14.9%	3,137	9.7%	77,229	14.8%
Arts, Entertainment & Recreation	497	2.3%	8,564	2.2%	802	2.5%	11,277	2.2%
Accommodation & Food Services	1,564	7.2%	27,592	7.2%	2,252	6.9%	38,050	7.3%
Accommodation	180	0.8%	4,288	1.1%	314	1.0%	5,997	1.1%
Food Services & Drinking Places	1,384	6.3%	23,303	6.1%	1,939	6.0%	32,053	6.1%
Other Services (except Public Administration)	2,602	11.9%	18,001	4.7%	4,085	12.6%	25,849	4.9%
Automotive Repair & Maintenance	405	1.9%	3,038	0.8%	664	2.0%	3,954	0.8%
Public Administration	754	3.4%	24,736	6.4%	1,382	4.3%	34,427	6.6%
Unclassified Establishments	1,619	7.4%	1,669	0.4%	2,196	6.8%	2,202	0.4%
Total	21,858	100.0%	384,272	100.0%	32,448	100.0%	523,482	100.0%

June 29, 2023