Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

	30 minutes	60 minutes
Population		
2010 Population	516,077	801,255
2020 Population	615,010	914,664
2023 Population	645,426	950,029
2028 Population	674,275	984,246
2010-2020 Annual Rate	1.77%	1.33%
2020-2023 Annual Rate	1.50%	1.17%
2023-2028 Annual Rate	0.88%	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 950,029. In 2020, the Census count in the area was 914,664. The rate of change since 2020 was 1.17% annually. The five-year projection for the population in the area is 984,246 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	77.3%	79.9%
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%	8.7%

Persons of Hispanic origin represent 8.7% 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 45.5 in the identified area, compared to 72.1 for the U.S. as a whole.

Households		
2023 Wealth Index	96	91
2010 Households	202,284	313,918
2020 Households	243,411	361,073
2023 Households	256,355	376,749
2028 Households	269,151	392,860
2010-2020 Annual Rate	1.87%	1.41%
2020-2023 Annual Rate	1.61%	1.32%
2023-2028 Annual Rate	0.98%	0.84%
2023 Average Household Size	2.48	2.44

The household count in this area has changed from 361,073 in 2020 to 376,749 in the current year, a change of 1.32% annually. The five-year projection of households is 392,860, 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 233,393 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.

June 29, 2023

Executive Summary

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
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Prepared by Greater Des Moines Partnership
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	30 minutes	60 minutes
Mortgage Income		
2023 Percent of Income for Mortgage	19.9%	19.1%
Median Household Income		
2023 Median Household Income	$78,435	$75,006
2028 Median Household Income	$86,226	$82,343
2023-2028 Annual Rate	1.91%	1.88%
Average Household Income		
2023 Average Household Income	$108,201	$102,676
2028 Average Household Income	$122,005	$115,869
2023-2028 Annual Rate	2.43%	2.45%
Per Capita Income		
2023 Per Capita Income	$43,059	$40,838
2028 Per Capita Income	$48,780	$46,362
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 $75,006 in the area, compared to $72,603 for all U.S. households. Median household income is projected to be $82,343 in five years, compared to $82,410 for all U.S. households

Current average household income is $102,676 in this area, compared to $107,008 for all U.S. households. Average household income is projected to be $115,869 in five years, compared to $122,048 for all U.S. households

Current per capita income is $40,838 in the area, compared to the U.S. per capita income of $41,310. The per capita income is projected to be $46,362 in five years, compared to $47,525 for all U.S. households

	30 minutes	60 minutes
Housing		
2023 Housing Affordability Index	108	114
2010 Total Housing Units	216,557	337,448
2010 Owner Occupied Housing Units	143,172	219,412
2010 Renter Occupied Housing Units	59,113	94,506
2010 Vacant Housing Units	14,273	23,530
2020 Total Housing Units	259,919	387,311
2020 Vacant Housing Units	16,508	26,238
2023 Total Housing Units	275,193	405,952
2023 Owner Occupied Housing Units	177,312	260,394
2023 Renter Occupied Housing Units	79,043	116,355
2023 Vacant Housing Units	18,838	29,203
2028 Total Housing Units	288,087	422,287
2028 Owner Occupied Housing Units	187,352	273,975
2028 Renter Occupied Housing Units	81,799	118,885
2028 Vacant Housing Units	18,936	29,427
Socioeconomic Status Index		
2023 Socioeconomic Status Index	53.8	53.5

Currently, 64.1% of the 405,952 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 387,311 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 $238,302, 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 $252,395.

June 29, 2023

Market Profile

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

	30 minutes	60 minutes
Population Summary		
2010 Total Population	516,077	801,255
2020 Total Population	615,010	914,664
2020 Group Quarters	10,924	30,087
2023 Total Population	645,426	950,029
2023 Group Quarters	10,926	30,085
2028 Total Population	674,275	984,246
2023-2028 Annual Rate	0.88%	0.71%
2023 Total Daytime Population	671,211	961,928
Workers	374,989	514,257
Residents	296,222	447,671
Household Summary		
2010 Households	202,284	313,918
2010 Average Household Size	2.50	2.47
2020 Total Households	243,411	361,073
2020 Average Household Size	2.48	2.45
2023 Households	256,355	376,749
2023 Average Household Size	2.48	2.44
2028 Households	269,151	392,860
2028 Average Household Size	2.46	2.43
2023-2028 Annual Rate	0.98%	0.84%
2010 Families	131,274	201,959
2010 Average Family Size	3.08	3.03
2023 Families	160,448	233,393
2023 Average Family Size	3.11	3.07
2028 Families	167,765	242,356
2028 Average Family Size	3.10	3.05
2023-2028 Annual Rate	0.90%	0.76%
Housing Unit Summary		
2000 Housing Units	178,104	287,560
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	216,557	337,448
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	259,919	387,311
Vacant Housing Units	6.4%	6.8%
2023 Housing Units	275,193	405,952
Owner Occupied Housing Units	64.4%	64.1%
Renter Occupied Housing Units	28.7%	28.7%
Vacant Housing Units	6.8%	7.2%
2028 Housing Units	288,087	422,287
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	$78,435	$75,006
2028	$86,226	$82,343
Median Home Value		
2023	$259,095	$238,302
2028	$272,994	$252,395
Per Capita Income		
2023	$43,059	$40,838
2028	$48,780	$46,362
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.

June 29, 2023

Western Gateway Park
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	30 minutes	60 minutes
2023 Households by Income		
Household Income Base	256,355	376,749
<$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	17.3%	18.1%
$75,000 - $99,999	15.2%	14.3%
$100,000 - $149,999	18.1%	18.3%
$150,000 - $199,999	9.4%	8.7%
$200,000+	10.0%	8.7%
Average Household Income	$108,201	$102,676
2028 Households by Income		
Household Income Base	269,151	392,860
<$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	16.4%	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+	11.6%	10.1%
Average Household Income	$122,005	$115,869
2023 Owner Occupied Housing Units by Value		
Total	177,304	260,360
<$50,000	3.0%	3.9%
$50,000 - $99,999	4.1%	6.5%
$100,000 - $149,999	8.9%	11.3%
$150,000 - $199,999	15.3%	15.8%
$200,000 - $249,999	16.0%	16.3%
$250,000 - $299,999	15.0%	13.1%
$300,000 - $399,999	21.3%	18.7%
$400,000 - $499,999	8.9%	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	$288,284	$270,652
2028 Owner Occupied Housing Units by Value		
Total	187,343	273,936
<$50,000	2.7%	3.5%
$50,000 - $99,999	3.7%	5.9%
$100,000 - $149,999	8.0%	10.4%
$150,000 - $199,999	13.9%	14.4%
$200,000 - $249,999	14.5%	15.1%
$250,000 - $299,999	15.8%	13.9%
$300,000 - $399,999	22.4%	20.0%
$400,000 - $499,999	10.4%	8.7%
$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	$301,286	$284,055

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.

June 29, 2023

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	30 minutes	60 minutes
2010 Population by Age		
Total	516,079	801,256
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	15.5%	14.3%
35 - 44	14.1%	13.0%
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%	1.9%
18 +	74.0%	75.3%
2023 Population by Age		
Total	645,428	950,028
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%	9.4%
75 - 84	4.2%	4.7%
85 +	1.6%	1.8%
18 +	75.2%	76.8%
2028 Population by Age		
Total	674,275	984,248
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 +	75.5%	77.0%
2010 Population by Sex		
Males	252,571	396,723
Females	263,506	404,531
2023 Population by Sex		
Males	318,334	472,384
Females	327,092	477,645
2028 Population by Sex		
Males	331,400	487,875
Females	342,875	496,371

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

Market Profile

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Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
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	30 minutes	60 minutes
2010 Population by Race/Ethnicity		
Total	516,078	801,254
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%	1.9%
Hispanic Origin	6.7%	6.1%
Diversity Index	34.3	30.1
2020 Population by Race/Ethnicity		
Total	615,010	914,664
White Alone	78.1%	80.8%
Black Alone	6.2%	4.8%
American Indian Alone	0.4%	0.4%
Asian Alone	4.8%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.3%	3.3%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.6%	8.1%
Diversity Index	47.5	43.6
2023 Population by Race/Ethnicity		
Total	645,426	950,028
White Alone	77.3%	79.9%
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%	8.7%
Diversity Index	49.2	45.5
2028 Population by Race/Ethnicity		
Total	674,276	984,245
White Alone	75.8%	78.4%
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	8.0%	7.5%
Hispanic Origin	10.2%	9.6%
Diversity Index	51.9	48.2
2010 Population by Relationship and Household Type		
Total	516,077	801,255
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%	1.3%
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.
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

Market Profile

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	30 minutes	60 minutes
2023 Population 25+ by Educational Attainment		
Total	429,511	627,760
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	11.3%	11.7%
Bachelor's Degree	29.4%	27.1%
Graduate/Professional Degree	12.7%	12.2%
2023 Population 15+ by Marital Status		
Total	511,001	765,734
Never Married	33.1%	33.9%
Married	52.2%	51.7%
Widowed	4.6%	4.6%
Divorced	10.1%	9.8%
2023 Civilian Population 16+ in Labor Force		
Civilian Population 16+	359,951	517,853
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%	4.4%
Population 25-54 Employed	64.2%	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	352,352	505,711
Agriculture/Mining	1.1%	1.9%
Construction	6.3%	6.5%
Manufacturing	8.9%	10.6%
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%	13.3%
Services	44.1%	44.3%
Public Administration	3.6%	3.6%
2023 Employed Population 16+ by Occupation		
Total	352,353	505,712
White Collar	67.0%	64.7%
Management/Business/Financial	20.7%	19.4%
Professional	26.2%	25.9%
Sales	9.5%	9.1%
Administrative Support	10.6%	10.4%
Services	14.4%	14.7%
Blue Collar	18.5%	20.6%
Farming/Forestry/Fishing	0.1%	0.3%
Construction/Extraction	4.3%	4.5%
Installation/Maintenance/Repair	2.6%	3.1%
Production	4.8%	5.8%
Transportation/Material Moving	6.7%	6.9%

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

Market Profile

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	30 minutes	60 minutes
2010 Households by Type		
Total	202,284	313,918
Households with 1 Person	27.4%	27.4%
Households with 2+ People	72.6%	72.6%
Family Households	64.9%	64.3%
Husband-wife Families	50.0%	50.6%
With Related Children	24.0%	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	10.6%	9.7%
With Related Children	7.5%	6.8%
Nonfamily Households	7.7%	8.2%
All Households with Children	34.6%	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	202,285	313,920
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%	2.0%
7 + Person Household	1.2%	1.1%
2010 Households by Tenure and Mortgage Status		
Total	202,285	313,918
Owner Occupied	70.8%	69.9%
Owned with a Mortgage/Loan	54.9%	51.4%
Owned Free and Clear	15.8%	18.5%
Renter Occupied	29.2%	30.1%
2023 Affordability, Mortgage and Wealth		
Housing Affordability Index	108	114
Percent of Income for Mortgage	19.9%	19.1%
Wealth Index	96	91
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	216,557	337,448
Housing Units Inside Urbanized Area	88.1%	63.8%
Housing Units Inside Urbanized Cluster	4.1%	17.1%
Rural Housing Units	7.8%	19.1%
2010 Population By Urban/ Rural Status		
Total Population	516,077	801,255
Population Inside Urbanized Area	87.2%	63.7%
Population Inside Urbanized Cluster	4.4%	16.7%
Rural Population	8.4%	19.6%

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.

June 29, 2023

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	30 minutes	60 minutes
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 $	$575,625,414	$798,155,744
Average Spent	$2,245.42	$2,118.53
Spending Potential Index	102	96
Education: Total $	$453,272,634	$622,583,066
Average Spent	$1,768.14	$1,652.51
Spending Potential Index	99	92
Entertainment/Recreation: Total $	$976,189,809	$1,400,456,740
Average Spent	$3,807.96	$3,717.21
Spending Potential Index	101	98
Food at Home: Total $	$1,728,863,810	$2,439,126,516
Average Spent	$6,744.02	$6,474.14
Spending Potential Index	99	95
Food Away from Home: Total $	$979,788,480	$1,356,553,175
Average Spent	$3,822.00	$3,600.68
Spending Potential Index	103	97
Health Care: Total $	$1,881,666,376	$2,718,942,842
Average Spent	$7,340.08	$7,216.85
Spending Potential Index	100	98
HH Furnishings & Equipment: Total $	$770,037,783	$1,077,569,209
Average Spent	$3,003.79	$2,860.18
Spending Potential Index	102	97
Personal Care Products & Services: Total $	$251,752,968	$348,088,855
Average Spent	$982.05	$923.93
Spending Potential Index	103	97
Shelter: Total $	$6,408,783,042	$8,856,356,885
Average Spent	$24,999.64	$23,507.31
Spending Potential Index	101	95
Support Payments/Cash Contributions/Gifts in Kind: Total $	$813,590,796	$1,144,219,239
Average Spent	$3,173.69	$3,037.09
Spending Potential Index	101	97
Travel: Total $	$592,084,448	$822,348,541
Average Spent	$2,309.63	$2,182.75
Spending Potential Index	103	97
Vehicle Maintenance & Repairs: Total $	$343,155,974	$488,381,681
Average Spent	$1,338.60	$1,296.31
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

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Boomburbs (1C)	10.3%	Population	645,426	674,275
Workday Drive (4A)	9.3%	Households	256,355	269,151
Rustbelt Traditions (5D)	8.8%	Families	160,448	167,765
Middleburg (4C)	6.5%	Median Age	36.9	37.3
Up and Coming Families (7A)	6.1%	Median Household Income	$78,435	$86,226

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Apparel and Services	$575,625,414	$681,470,075	$105,844,661
Men's	$107,504,779	$127,300,498	$19,795,719
Women's	$195,068,709	$230,897,759	$35,829,050
Children's	$90,224,920	$106,853,369	$16,628,449
Footwear	$129,647,414	$153,473,918	$23,826,504
Watches & Jewelry	$42,058,996	$49,787,145	$7,728,149
Apparel Products and Services (1)	$11,120,596	$13,157,386	$2,036,790
Computer			
Computers and Hardware for Home Use	$67,962,413	$80,515,831	$12,553,418
Portable Memory	$1,218,367	$1,442,011	$223,644
Computer Software	$3,741,704	$4,433,295	$691,591
Computer Accessories	$6,550,094	$7,754,212	$1,204,118
Entertainment & Recreation	$976,189,809	$1,155,374,601	$179,184,792
Fees and Admissions	$190,796,216	$225,932,990	$35,136,774
Membership Fees for Clubs (2)	$74,291,631	$87,941,565	$13,649,934
Fees for Participant Sports, excl. Trips	$32,200,398	$38,131,183	$5,930,785
Tickets to Theatre/Operas/Concerts	$14,213,271	$16,815,522	$2,602,251
Tickets to Movies	$7,660,496	$9,078,552	$1,418,056
Tickets to Parks or Museums	$7,896,357	$9,355,016	$1,458,659
Admission to Sporting Events, excl. Trips	$15,682,101	$18,542,953	$2,860,852
Fees for Recreational Lessons	$38,590,961	$45,759,189	$7,168,228
Dating Services	$261,003	$309,011	$48,008
TV/Video/Audio	$346,898,216	$410,346,645	$63,448,429
Cable and Satellite Television Services	$212,492,223	$251,216,690	$38,724,467
Televisions	$38,656,028	$45,755,700	$7,099,672
Satellite Dishes	$462,367	$547,274	$84,907
VCRs, Video Cameras, and DVD Players	$1,311,569	$1,553,072	$241,503
Miscellaneous Video Equipment	$3,451,503	$4,084,680	$633,177
Video Cassettes and DVDs	$1,831,891	$2,169,422	$337,531
Video Game Hardware/Accessories	$11,063,429	$13,097,868	$2,034,439
Video Game Software	$5,334,365	$6,317,591	$983,226
Rental/Streaming/Downloaded Video	$34,578,207	$40,947,455	$6,369,248
Installation of Televisions	$419,276	$496,461	$77,185
Audio (3)	$36,623,999	$43,364,421	$6,740,422
Rental and Repair of TV/Radio/Sound Equipment	$673,359	$796,013	$122,654
Pets	$226,467,215	$267,992,967	$41,525,752
Toys/Games/Crafts/Hobbies (4)	$42,588,452	$50,415,955	$7,827,503
Recreational Vehicles and Fees (5)	$37,310,160	$44,138,315	$6,828,155
Sports/Recreation/Exercise Equipment (6)	$79,445,997	$94,180,156	$14,734,159
Photo Equipment and Supplies (7)	$12,495,778	$14,800,146	$2,304,368
Reading (8)	$32,044,076	$37,916,746	$5,872,670
Catered Affairs (9)	$8,143,698	$9,650,682	$1,506,984
Food	$2,708,652,290	$3,206,435,330	$497,783,040
Food at Home	$1,728,863,810	$2,046,137,762	$317,273,952
Bakery and Cereal Products	$222,696,363	$263,521,522	$40,825,159
Meats, Poultry, Fish, and Eggs	$371,540,145	$439,709,694	$68,169,549
Dairy Products	$166,030,813	$196,509,014	$30,478,201
Fruits and Vegetables	$338,983,501	$401,229,745	$62,246,244
Snacks and Other Food at Home (10)	$629,612,989	$745,167,788	$115,554,799
Food Away from Home	$979,788,480	$1,160,297,568	$180,509,088
Alcoholic Beverages	$173,478,588	$205,373,777	$31,895,189

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

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$9,718,526,057	$11,491,627,593	$1,773,101,536
Value of Retirement Plans	$36,205,194,074	$42,807,809,687	$6,602,615,613
Value of Other Financial Assets	$2,021,399,645	$2,391,207,097	$369,807,452
Vehicle Loan Amount excluding Interest	$999,885,699	$1,184,072,666	$184,186,967
Value of Credit Card Debt	$813,630,401	$962,660,235	$149,029,834
Health			
Nonprescription Drugs	$43,984,507	$52,024,732	$8,040,225
Prescription Drugs	$92,390,700	$109,160,296	$16,769,596
Eyeglasses and Contact Lenses	$28,246,526	$33,401,331	$5,154,805
Home			
Mortgage Payment and Basics (11)	$3,377,448,436	$3,997,203,375	$619,754,939
Maintenance and Remodeling Services	$985,359,241	$1,166,221,148	$180,861,907
Maintenance and Remodeling Materials (12)	$203,045,425	$240,170,646	$37,125,221
Utilities, Fuel, and Public Services	$1,481,611,423	$1,752,625,745	$271,014,322
Household Furnishings and Equipment			
Household Textiles (13)	$31,859,637	$37,717,156	$5,857,519
Furniture	$218,778,380	$259,005,801	$40,227,421
Rugs	$10,412,130	$12,323,491	$1,911,361
Major Appliances (14)	$136,259,591	$161,235,824	$24,976,233
Housewares (15)	$28,393,315	$33,622,677	$5,229,362
Small Appliances	$18,803,274	$22,266,691	$3,463,417
Luggage	$3,805,810	$4,509,017	$703,207
Telephones and Accessories	$27,322,661	$32,330,858	$5,008,197
Household Operations			
Child Care	$144,360,399	$171,104,794	$26,744,395
Lawn and Garden (16)	$166,637,085	$197,108,739	$30,471,654
Moving/Storage/Freight Express	$23,385,582	$27,702,506	$4,316,924
Housekeeping Supplies (17)	$238,548,496	$282,270,999	$43,722,503
Insurance			
Owners and Renters Insurance	$201,769,565	$238,540,993	$36,771,428
Vehicle Insurance	$564,961,811	$668,723,533	$103,761,722
Life/Other Insurance	$177,007,834	$209,355,025	$32,347,191
Health Insurance	$1,261,885,836	$1,492,331,889	$230,446,053
Personal Care Products (18)	$143,994,122	$170,454,573	$26,460,451
School Books and Supplies (19)	$35,696,157	$42,284,580	$6,588,423
Smoking Products	$107,556,947	$127,102,516	$19,545,569
Transportation			
Payments on Vehicles excluding Leases	$812,141,785	$961,313,193	$149,171,408
Gasoline and Motor Oil	$651,661,116	$771,345,467	$119,684,351
Vehicle Maintenance and Repairs	$343,155,974	$406,074,906	$62,918,932
Travel			
Airline Fares	$123,032,693	$145,766,954	$22,734,261
Lodging on Trips	$188,983,511	$223,744,373	$34,760,862
Auto/Truck Rental on Trips	$21,429,153	$25,373,324	$3,944,171
Food and Drink on Trips	$146,718,195	$173,723,873	$27,005,678

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

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

(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

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Rustbelt Traditions (5D)	7.5%	Population	950,029	984,246
Workday Drive (4A)	7.5%	Households	376,749	392,860
Boomburbs (1C)	7.0%	Families	233,393	242,356
Middleburg (4C)	6.6%	Median Age	37.0	37.5
In Style (5B)	5.8%	Median Household Income	$75,006	$82,343

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Apparel and Services	$798,155,744	$939,304,487	$141,148,743
Men's	$148,869,564	$175,237,581	$26,368,017
Women's	$270,566,794	$318,365,110	$47,798,316
Children's	$124,721,644	$146,824,120	$22,102,476
Footwear	$180,105,376	$211,937,884	$31,832,508
Watches & Jewelry	$58,317,048	$68,622,562	$10,305,514
Apparel Products and Services (1)	$15,575,318	$18,317,230	$2,741,912
Computer			
Computers and Hardware for Home Use	$93,719,020	$110,365,477	$16,646,457
Portable Memory	$1,698,943	$1,998,692	$299,749
Computer Software	$5,301,786	$6,241,619	$939,833
Computer Accessories	$9,209,550	$10,835,810	$1,626,260
Entertainment & Recreation	$1,400,456,740	$1,647,007,352	$246,550,612
Fees and Admissions	$258,140,507	$303,966,886	$45,826,379
Membership Fees for Clubs (2)	$101,488,005	$119,454,364	$17,966,359
Fees for Participant Sports, excl. Trips	$43,454,008	$51,171,144	$7,717,136
Tickets to Theatre/Operas/Concerts	$19,470,011	$22,904,939	$3,434,928
Tickets to Movies	$10,232,658	$12,060,675	$1,828,017
Tickets to Parks or Museums	$10,691,664	$12,593,747	$1,902,083
Admission to Sporting Events, excl. Trips	$21,857,160	$25,693,796	$3,836,636
Fees for Recreational Lessons	$50,593,634	$59,672,216	$9,078,582
Dating Services	$353,367	$416,005	$62,638
TV/Video/Audio	$496,775,607	$583,987,891	$87,212,284
Cable and Satellite Television Services	$308,892,397	$362,888,125	$53,995,728
Televisions	$54,689,866	$64,335,261	$9,645,395
Satellite Dishes	$639,803	$752,968	$113,165
VCRs, Video Cameras, and DVD Players	$1,821,230	$2,143,817	$322,587
Miscellaneous Video Equipment	$4,621,553	$5,440,087	$818,534
Video Cassettes and DVDs	$2,528,784	$2,977,250	$448,466
Video Game Hardware/Accessories	$15,634,318	$18,393,938	$2,759,620
Video Game Software	$7,495,355	$8,821,857	$1,326,502
Rental/Streaming/Downloaded Video	$48,085,426	$56,602,914	$8,517,488
Installation of Televisions	$584,938	$688,560	$103,622
Audio (3)	$50,775,354	$59,761,043	$8,985,689
Rental and Repair of TV/Radio/Sound Equipment	$1,006,583	$1,182,070	$175,487
Pets	$346,952,086	$407,628,812	$60,676,726
Toys/Games/Crafts/Hobbies (4)	$60,432,547	$71,092,614	$10,660,067
Recreational Vehicles and Fees (5)	$55,852,752	$65,621,579	$9,768,827
Sports/Recreation/Exercise Equipment (6)	$108,741,467	$128,146,735	$19,405,268
Photo Equipment and Supplies (7)	$17,281,634	$20,346,123	$3,064,489
Reading (8)	$45,304,066	$53,281,642	$7,977,576
Catered Affairs (9)	$10,976,073	$12,935,072	$1,958,999
Food	$3,795,679,691	$4,465,973,180	$670,293,489
Food at Home	$2,439,126,516	$2,869,068,608	$429,942,092
Bakery and Cereal Products	$315,038,970	$370,501,850	$55,462,880
Meats, Poultry, Fish, and Eggs	$524,035,617	$616,393,813	$92,358,196
Dairy Products	$235,814,475	$277,366,444	$41,551,969
Fruits and Vegetables	$474,869,081	$558,668,128	$83,799,047
Snacks and Other Food at Home (10)	$889,368,374	$1,046,138,373	$156,769,999
Food Away from Home	$1,356,553,175	$1,596,904,572	$240,351,397
Alcoholic Beverages	$241,183,095	$283,815,486	$42,632,391

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.
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June 29, 2023

Retail Demand Outlook

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$13,422,339,813	$15,782,210,783	$2,359,870,970
Value of Retirement Plans	$50,497,661,053	$59,364,210,613	$8,866,549,560
Value of Other Financial Assets	$2,882,335,712	$3,388,559,672	$506,223,960
Vehicle Loan Amount excluding Interest	$1,404,733,389	$1,653,245,798	$248,512,409
Value of Credit Card Debt	$1,142,733,025	$1,343,895,835	$201,162,810
Health			
Nonprescription Drugs	$63,944,729	$75,149,701	$11,204,972
Prescription Drugs	$137,452,187	$161,359,451	$23,907,264
Eyeglasses and Contact Lenses	$41,049,851	$48,235,005	$7,185,154
Home			
Mortgage Payment and Basics (11)	$4,648,691,673	$5,470,012,208	$821,320,535
Maintenance and Remodeling Services	$1,377,870,286	$1,621,059,629	$243,189,343
Maintenance and Remodeling Materials (12)	$295,358,208	$347,133,439	$51,775,231
Utilities, Fuel, and Public Services	$2,115,467,054	$2,487,025,220	$371,558,166
Household Furnishings and Equipment			
Household Textiles (13)	$44,210,450	$52,028,811	$7,818,361
Furniture	$306,964,703	$361,195,522	$54,230,819
Rugs	$14,745,211	$17,343,608	$2,598,397
Major Appliances (14)	$193,447,972	$227,508,768	$34,060,796
Housewares (15)	$39,481,914	$46,472,017	$6,990,103
Small Appliances	$26,359,649	$31,024,576	$4,664,927
Luggage	$5,189,948	$6,113,097	$923,149
Telephones and Accessories	$38,084,815	$44,805,093	$6,720,278
Household Operations			
Child Care	$194,722,048	$229,455,923	$34,733,875
Lawn and Garden (16)	$245,682,939	$288,703,925	$43,020,986
Moving/Storage/Freight Express	$32,368,710	$38,119,348	$5,750,638
Housekeeping Supplies (17)	$338,753,143	$398,371,166	$59,618,023
Insurance			
Owners and Renters Insurance	$291,073,346	$342,001,293	$50,927,947
Vehicle Insurance	$796,662,188	$937,240,750	$140,578,562
Life/Other Insurance	$250,999,934	$295,072,758	$44,072,824
Health Insurance	$1,819,029,360	$2,137,794,868	$318,765,508
Personal Care Products (18)	$200,269,139	$235,661,573	$35,392,434
School Books and Supplies (19)	$49,832,712	$58,670,453	$8,837,741
Smoking Products	$160,891,628	$188,884,109	$27,992,481
Transportation			
Payments on Vehicles excluding Leases	$1,153,688,591	$1,357,117,861	$203,429,270
Gasoline and Motor Oil	$933,111,795	$1,097,511,161	$164,399,366
Vehicle Maintenance and Repairs	$488,381,681	$574,363,859	$85,982,178
Travel			
Airline Fares	$167,949,492	$197,826,856	$29,877,364
Lodging on Trips	$262,976,192	$309,478,772	$46,502,580
Auto/Truck Rental on Trips	$29,220,253	$34,400,244	$5,179,991
Food and Drink on Trips	$205,005,794	$241,268,371	$36,262,577

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June 29, 2023

Retail Demand Outlook

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
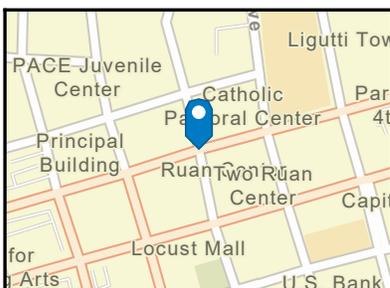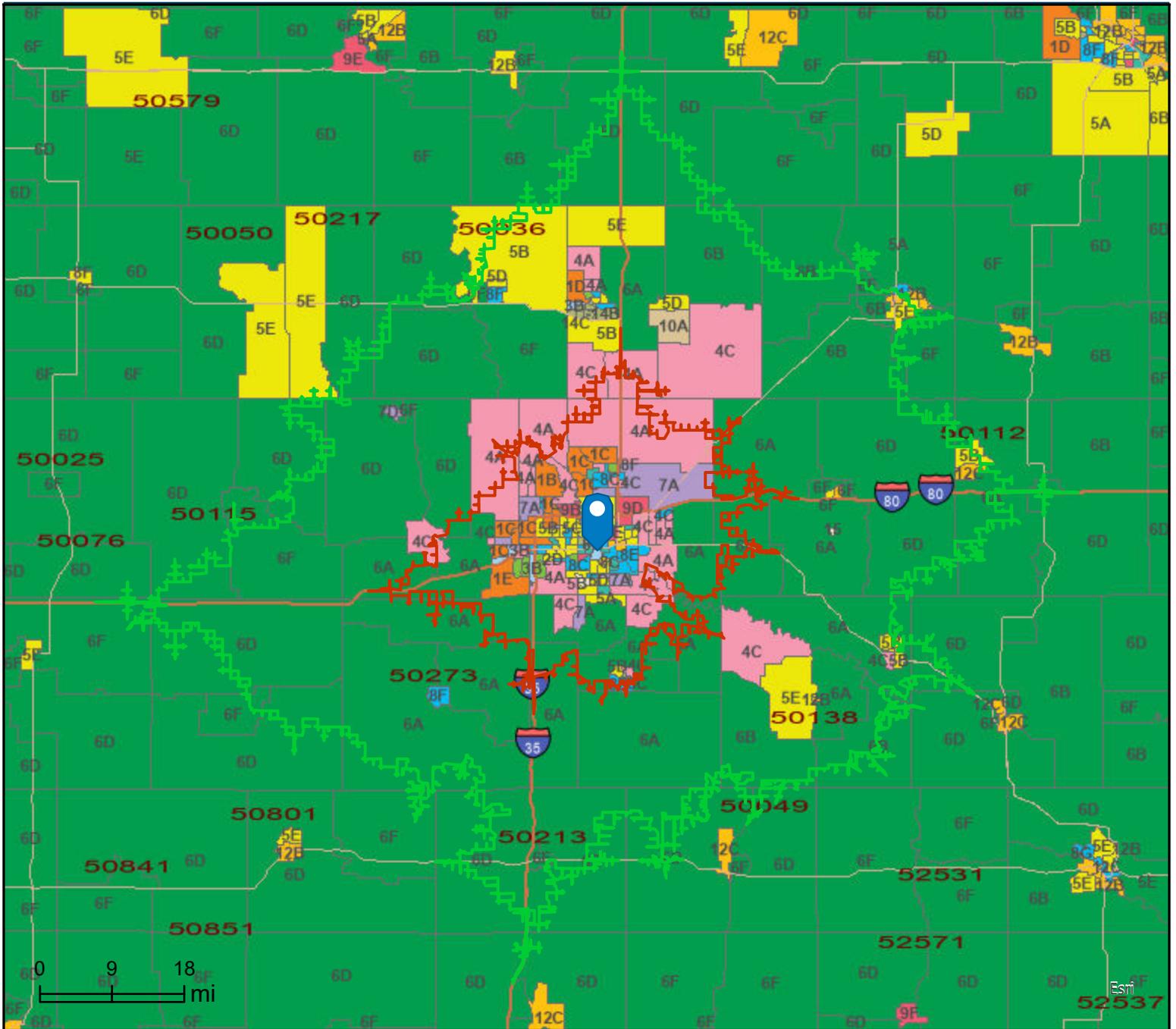Latitude: 41.58750
Longitude: -93.62652

(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.

Dominant Tapestry Map

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

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

Source: Esri

June 29, 2023

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
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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)

Source: Esri

June 29, 2023

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
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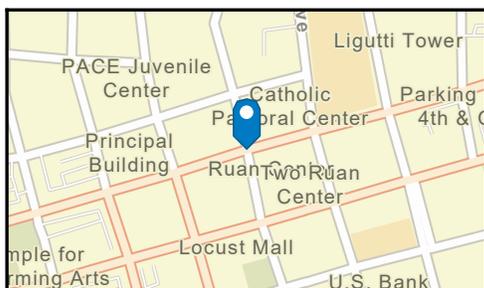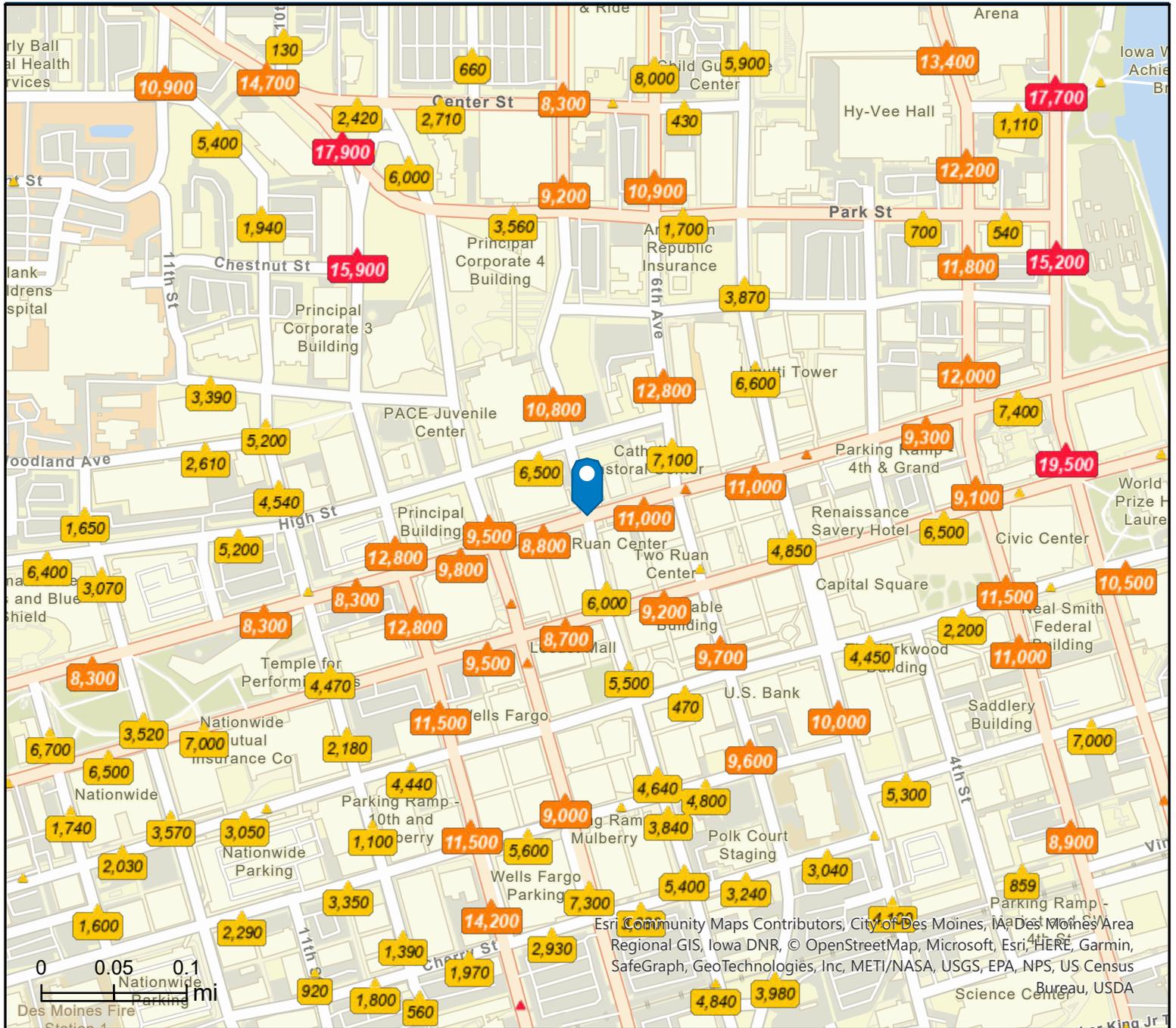
Average Daily Traffic Volume
▲ *Up to 6,000 vehicles per day*
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ *More than 100,000 per day*
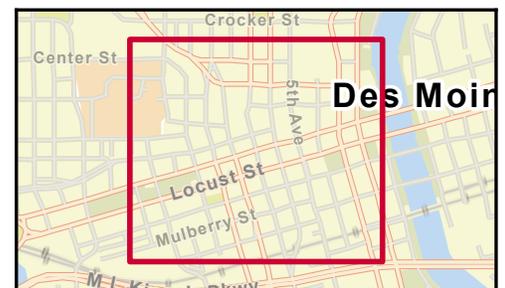
Source: ©2023 Kalibrate Technologies (Q2 2023).

June 29, 2023

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

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Latitude: 41.58750
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Data for all businesses in area	30 minutes	60 minutes
Total Businesses:	21,911	32,481
Total Employees:	384,684	527,819
Total Residential Population:	645,426	950,029
Employee/Residential Population Ratio (per 100 Residents)	60	56

by SIC Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture & Mining	434	2.0%	3,143	0.8%	908	2.8%	5,982	1.1%
Construction	1,378	6.3%	14,788	3.8%	2,105	6.5%	20,588	3.9%
Manufacturing	582	2.7%	23,104	6.0%	919	2.8%	36,252	6.9%
Transportation	498	2.3%	8,988	2.3%	865	2.7%	12,094	2.3%
Communication	170	0.8%	2,465	0.6%	268	0.8%	3,222	0.6%
Utility	74	0.3%	1,461	0.4%	127	0.4%	2,211	0.4%
Wholesale Trade	736	3.4%	17,186	4.5%	1,102	3.4%	24,641	4.7%
Retail Trade Summary	4,111	18.8%	73,053	19.0%	6,016	18.5%	102,173	19.4%
Home Improvement	250	1.1%	4,962	1.3%	401	1.2%	11,273	2.1%
General Merchandise Stores	167	0.8%	7,086	1.8%	254	0.8%	9,961	1.9%
Food Stores	520	2.4%	13,209	3.4%	786	2.4%	18,214	3.5%
Auto Dealers & Gas Stations	395	1.8%	8,664	2.3%	658	2.0%	11,299	2.1%
Apparel & Accessory Stores	265	1.2%	2,420	0.6%	332	1.0%	2,808	0.5%
Furniture & Home Furnishings	238	1.1%	2,392	0.6%	348	1.1%	2,970	0.6%
Eating & Drinking Places	1,350	6.2%	23,044	6.0%	1,894	5.8%	31,696	6.0%
Miscellaneous Retail	925	4.2%	11,275	2.9%	1,343	4.1%	13,953	2.6%
Finance, Insurance, Real Estate Summary	2,591	11.8%	65,489	17.0%	3,571	11.0%	74,787	14.2%
Banks, Savings & Lending Institutions	496	2.3%	8,799	2.3%	730	2.2%	10,974	2.1%
Securities Brokers	432	2.0%	15,021	3.9%	558	1.7%	15,404	2.9%
Insurance Carriers & Agents	548	2.5%	18,692	4.9%	760	2.3%	23,414	4.4%
Real Estate, Holding, Other Investment Offices	1,115	5.1%	22,977	6.0%	1,524	4.7%	24,995	4.7%
Services Summary	8,961	40.9%	148,660	38.6%	13,025	40.1%	209,281	39.7%
Hotels & Lodging	180	0.8%	4,289	1.1%	313	1.0%	5,996	1.1%
Automotive Services	521	2.4%	5,397	1.4%	817	2.5%	6,493	1.2%
Movies & Amusements	566	2.6%	8,733	2.3%	849	2.6%	11,769	2.2%
Health Services	1,701	7.8%	44,243	11.5%	2,260	7.0%	58,805	11.1%
Legal Services	537	2.5%	4,133	1.1%	692	2.1%	4,839	0.9%
Education Institutions & Libraries	495	2.3%	22,591	5.9%	883	2.7%	38,348	7.3%
Other Services	4,961	22.6%	59,274	15.4%	7,210	22.2%	83,033	15.7%
Government	753	3.4%	24,665	6.4%	1,372	4.2%	34,384	6.5%
Unclassified Establishments	1,625	7.4%	1,683	0.4%	2,204	6.8%	2,203	0.4%
Totals	21,911	100.0%	384,684	100.0%	32,481	100.0%	527,819	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

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Drive time: 30, 60 minute radii

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by NAICS Codes	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent
Agriculture, Forestry, Fishing & Hunting	124	0.6%	988	0.3%	395	1.2%	2,581	0.5%
Mining	11	0.1%	67	0.0%	21	0.1%	218	0.0%
Utilities	23	0.1%	482	0.1%	46	0.1%	818	0.2%
Construction	1,504	6.9%	16,483	4.3%	2,270	7.0%	22,539	4.3%
Manufacturing	617	2.8%	18,563	4.8%	973	3.0%	31,406	6.0%
Wholesale Trade	730	3.3%	17,108	4.4%	1,094	3.4%	24,506	4.6%
Retail Trade	2,646	12.1%	49,108	12.8%	3,948	12.2%	69,234	13.1%
Motor Vehicle & Parts Dealers	365	1.7%	8,316	2.2%	582	1.8%	10,354	2.0%
Furniture & Home Furnishings Stores	111	0.5%	1,143	0.3%	160	0.5%	1,429	0.3%
Electronics & Appliance Stores	71	0.3%	909	0.2%	106	0.3%	1,118	0.2%
Building Material & Garden Equipment & Supplies Dealers	247	1.1%	4,953	1.3%	396	1.2%	11,263	2.1%
Food & Beverage Stores	486	2.2%	13,783	3.6%	728	2.2%	18,615	3.5%
Health & Personal Care Stores	306	1.4%	3,723	1.0%	429	1.3%	4,764	0.9%
Gasoline Stations & Fuel Dealers	35	0.2%	372	0.1%	86	0.3%	1,003	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	308	1.4%	2,712	0.7%	388	1.2%	3,154	0.6%
Sporting Goods, Hobby, Book, & Music Stores	435	2.0%	5,102	1.3%	667	2.1%	6,358	1.2%
General Merchandise Stores	283	1.3%	8,095	2.1%	407	1.3%	11,176	2.1%
Transportation & Warehousing	400	1.8%	8,078	2.1%	704	2.2%	10,971	2.1%
Information	445	2.0%	10,676	2.8%	701	2.2%	13,228	2.5%
Finance & Insurance	1,519	6.9%	42,994	11.2%	2,085	6.4%	50,267	9.5%
Central Bank/Credit Intermediation & Related Activities	489	2.2%	8,574	2.2%	716	2.2%	10,739	2.0%
Securities & Commodity Contracts	472	2.2%	15,335	4.0%	599	1.8%	15,721	3.0%
Funds, Trusts & Other Financial Vehicles	559	2.6%	19,085	5.0%	771	2.4%	23,807	4.5%
Real Estate, Rental & Leasing	1,122	5.1%	10,690	2.8%	1,549	4.8%	12,668	2.4%
Professional, Scientific & Tech Services	2,071	9.5%	25,169	6.5%	2,816	8.7%	33,929	6.4%
Legal Services	565	2.6%	4,375	1.1%	737	2.3%	5,145	1.0%
Management of Companies & Enterprises	81	0.4%	13,776	3.6%	108	0.3%	13,933	2.6%
Administrative, Support & Waste Management Services	711	3.2%	10,157	2.6%	969	3.0%	13,594	2.6%
Educational Services	578	2.6%	22,541	5.9%	951	2.9%	37,895	7.2%
Health Care & Social Assistance	2,278	10.4%	57,189	14.9%	3,137	9.7%	77,703	14.7%
Arts, Entertainment & Recreation	498	2.3%	8,580	2.2%	805	2.5%	11,757	2.2%
Accommodation & Food Services	1,566	7.1%	27,618	7.2%	2,250	6.9%	38,032	7.2%
Accommodation	180	0.8%	4,289	1.1%	313	1.0%	5,996	1.1%
Food Services & Drinking Places	1,386	6.3%	23,329	6.1%	1,937	6.0%	32,036	6.1%
Other Services (except Public Administration)	2,611	11.9%	18,039	4.7%	4,091	12.6%	25,941	4.9%
Automotive Repair & Maintenance	408	1.9%	3,046	0.8%	666	2.1%	3,976	0.8%
Public Administration	753	3.4%	24,702	6.4%	1,367	4.2%	34,402	6.5%
Unclassified Establishments	1,623	7.4%	1,676	0.4%	2,202	6.8%	2,196	0.4%
Total	21,911	100.0%	384,684	100.0%	32,481	100.0%	527,819	100.0%

June 29, 2023