



# Executive Summary

Historic Court District  
Court Ave & 4th St, Des Moines, Iowa, 50309  
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership  
Latitude: 41.58504  
Longitude: -93.62166

	30 minutes	60 minutes
<b>Population</b>		
2010 Population	517,071	802,252
2020 Population	615,078	915,545
2023 Population	645,407	950,882
2028 Population	674,090	985,079
2010-2020 Annual Rate	1.75%	1.33%
2020-2023 Annual Rate	1.49%	1.17%
2023-2028 Annual Rate	0.87%	0.71%
2023 Male Population	49.3%	49.7%
2023 Female Population	50.7%	50.3%
2023 Median Age	36.9	37.0

In the identified area, the current year population is 950,882. In 2020, the Census count in the area was 915,545. The rate of change since 2020 was 1.17% annually. The five-year projection for the population in the area is 985,079 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	202,596	314,218
2020 Households	243,437	361,319
2023 Households	256,314	376,980
2028 Households	269,050	393,086
2010-2020 Annual Rate	1.85%	1.41%
2020-2023 Annual Rate	1.60%	1.31%
2023-2028 Annual Rate	0.97%	0.84%
2023 Average Household Size	2.48	2.44

The household count in this area has changed from 361,319 in 2020 to 376,980 in the current year, a change of 1.31% annually. The five-year projection of households is 393,086, 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 233,579 in the specified area.

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

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



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<b>Mortgage Income</b>		
2023 Percent of Income for Mortgage	19.8%	19.1%
<b>Median Household Income</b>		
2023 Median Household Income	\$78,447	\$75,003
2028 Median Household Income	\$86,226	\$82,338
2023-2028 Annual Rate	1.91%	1.88%
<b>Average Household Income</b>		
2023 Average Household Income	\$108,184	\$102,662
2028 Average Household Income	\$121,981	\$115,852
2023-2028 Annual Rate	2.43%	2.45%
<b>Per Capita Income</b>		
2023 Per Capita Income	\$43,062	\$40,825
2028 Per Capita Income	\$48,783	\$46,348
2023-2028 Annual Rate	2.53%	2.57%
<b>GINI Index</b>		
2023 Gini Index	38.7	39.4

### Households by Income

Current median household income is \$75,003 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$82,338 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$102,662 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$115,852 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$40,825 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$46,348 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>		
2023 Housing Affordability Index	108	114
2010 Total Housing Units	216,868	337,764
2010 Owner Occupied Housing Units	143,416	219,653
2010 Renter Occupied Housing Units	59,181	94,564
2010 Vacant Housing Units	14,272	23,546
2020 Total Housing Units	259,940	387,589
2020 Vacant Housing Units	16,503	26,270
2023 Total Housing Units	275,166	406,223
2023 Owner Occupied Housing Units	177,292	260,590
2023 Renter Occupied Housing Units	79,022	116,390
2023 Vacant Housing Units	18,852	29,243
2028 Total Housing Units	287,999	422,556
2028 Owner Occupied Housing Units	187,279	274,167
2028 Renter Occupied Housing Units	81,771	118,919
2028 Vacant Housing Units	18,949	29,470

### Socioeconomic Status Index

2023 Socioeconomic Status Index	53.8	53.5
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Currently, 64.1% of the 406,223 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 387,589 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 \$238,278, 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 \$252,381.

**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.

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<b>Population Summary</b>		
2010 Total Population	517,071	802,252
2020 Total Population	615,078	915,545
2020 Group Quarters	10,941	30,051
2023 Total Population	645,407	950,882
2023 Group Quarters	10,945	30,049
2028 Total Population	674,090	985,079
2023-2028 Annual Rate	0.87%	0.71%
2023 Total Daytime Population	671,059	962,378
Workers	374,776	514,320
Residents	296,283	448,058
<b>Household Summary</b>		
2010 Households	202,596	314,218
2010 Average Household Size	2.50	2.47
2020 Total Households	243,437	361,319
2020 Average Household Size	2.48	2.45
2023 Households	256,314	376,980
2023 Average Household Size	2.48	2.44
2028 Households	269,050	393,086
2028 Average Household Size	2.46	2.43
2023-2028 Annual Rate	0.97%	0.84%
2010 Families	131,529	202,198
2010 Average Family Size	3.08	3.03
2023 Families	160,470	233,579
2023 Average Family Size	3.11	3.07
2028 Families	167,746	242,538
2028 Average Family Size	3.10	3.05
2023-2028 Annual Rate	0.89%	0.76%
<b>Housing Unit Summary</b>		
2000 Housing Units	178,372	287,880
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	216,868	337,764
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	259,940	387,589
Vacant Housing Units	6.3%	6.8%
2023 Housing Units	275,166	406,223
Owner Occupied Housing Units	64.4%	64.1%
Renter Occupied Housing Units	28.7%	28.7%
Vacant Housing Units	6.9%	7.2%
2028 Housing Units	287,999	422,556
Owner Occupied Housing Units	65.0%	64.9%
Renter Occupied Housing Units	28.4%	28.1%
Vacant Housing Units	6.6%	7.0%
<b>Median Household Income</b>		
2023	\$78,447	\$75,003
2028	\$86,226	\$82,338
<b>Median Home Value</b>		
2023	\$258,703	\$238,278
2028	\$272,625	\$252,381
<b>Per Capita Income</b>		
2023	\$43,062	\$40,825
2028	\$48,783	\$46,348
<b>Median Age</b>		
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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<b>2023 Households by Income</b>		
Household Income Base	256,314	376,980
<\$15,000	5.8%	7.1%
\$15,000 - \$24,999	6.3%	6.6%
\$25,000 - \$34,999	6.5%	6.9%
\$35,000 - \$49,999	11.3%	11.3%
\$50,000 - \$74,999	17.4%	18.1%
\$75,000 - \$99,999	15.2%	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	\$108,184	\$102,662
<b>2028 Households by Income</b>		
Household Income Base	269,050	393,086
<\$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	11.9%	11.0%
\$200,000+	11.5%	10.1%
Average Household Income	\$121,981	\$115,852
<b>2023 Owner Occupied Housing Units by Value</b>		
Total	177,284	260,556
<\$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	15.4%	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	\$287,898	\$270,642
<b>2028 Owner Occupied Housing Units by Value</b>		
Total	187,270	274,128
<\$50,000	2.7%	3.5%
\$50,000 - \$99,999	3.7%	5.9%
\$100,000 - \$149,999	8.0%	10.3%
\$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	10.3%	8.7%
\$500,000 - \$749,999	6.5%	5.7%
\$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	\$300,841	\$284,066

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

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<b>2010 Population by Age</b>		
Total	517,071	802,253
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%	13.1%
45 - 54	13.9%	13.8%
55 - 64	10.8%	11.1%
65 - 74	5.7%	6.2%
75 - 84	3.5%	3.9%
85 +	1.5%	1.8%
18 +	74.0%	75.3%
<b>2023 Population by Age</b>		
Total	645,407	950,881
0 - 4	6.7%	6.2%
5 - 9	7.0%	6.5%
10 - 14	7.1%	6.7%
15 - 24	12.6%	14.5%
25 - 34	13.5%	13.2%
35 - 44	15.1%	13.9%
45 - 54	12.0%	11.5%
55 - 64	11.3%	11.7%
65 - 74	8.8%	9.3%
75 - 84	4.2%	4.7%
85 +	1.6%	1.8%
18 +	75.2%	76.8%
<b>2028 Population by Age</b>		
Total	674,090	985,079
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%
<b>2010 Population by Sex</b>		
Males	253,068	397,261
Females	264,003	404,991
<b>2023 Population by Sex</b>		
Males	318,307	472,841
Females	327,100	478,041
<b>2028 Population by Sex</b>		
Males	331,285	488,320
Females	342,805	496,759

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<b>2010 Population by Race/Ethnicity</b>		
Total	517,071	802,253
White Alone	86.4%	88.6%
Black Alone	5.2%	3.9%
American Indian Alone	0.3%	0.3%
Asian Alone	3.3%	3.0%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	2.5%	2.2%
Two or More Races	2.2%	2.0%
Hispanic Origin	6.7%	6.2%
Diversity Index	34.2	30.2
<b>2020 Population by Race/Ethnicity</b>		
Total	615,078	915,545
White Alone	78.1%	80.7%
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	43.7
<b>2023 Population by Race/Ethnicity</b>		
Total	645,408	950,881
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
<b>2028 Population by Race/Ethnicity</b>		
Total	674,089	985,079
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%	7.6%
Hispanic Origin	10.2%	9.6%
Diversity Index	51.9	48.3
<b>2010 Population by Relationship and Household Type</b>		
Total	517,071	802,252
In Households	97.8%	96.6%
In Family Households	80.4%	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.

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<b>2023 Population 25+ by Educational Attainment</b>		
Total	429,461	628,272
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%
<b>2023 Population 15+ by Marital Status</b>		
Total	510,967	766,341
Never Married	33.1%	33.9%
Married	52.2%	51.7%
Widowed	4.6%	4.6%
Divorced	10.1%	9.8%
<b>2023 Civilian Population 16+ in Labor Force</b>		
Civilian Population 16+	359,854	518,339
Population 16+ Employed	97.9%	97.7%
Population 16+ Unemployment rate	2.1%	2.3%
Population 16-24 Employed	15.3%	16.8%
Population 16-24 Unemployment rate	3.3%	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%	1.7%
Population 65+ Employed	6.0%	6.2%
Population 65+ Unemployment rate	1.6%	1.6%
<b>2023 Employed Population 16+ by Industry</b>		
Total	352,258	506,162
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	44.0%	44.3%
Public Administration	3.6%	3.6%
<b>2023 Employed Population 16+ by Occupation</b>		
Total	352,257	506,163
White Collar	67.0%	64.7%
Management/Business/Financial	20.7%	19.4%
Professional	26.2%	25.8%
Sales	9.5%	9.1%
Administrative Support	10.6%	10.4%
Services	14.4%	14.7%
Blue Collar	18.6%	20.6%
Farming/Forestry/Fishing	0.1%	0.3%
Construction/Extraction	4.3%	4.5%
Installation/Maintenance/Repair	2.6%	3.1%
Production	4.9%	5.8%
Transportation/Material Moving	6.7%	6.9%

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<b>2010 Households by Type</b>		
Total	202,596	314,218
Households with 1 Person	27.3%	27.4%
Households with 2+ People	72.7%	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%	4.1%
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%
<b>2010 Households by Size</b>		
Total	202,597	314,220
1 Person Household	27.3%	27.4%
2 Person Household	33.9%	35.1%
3 Person Household	15.5%	15.0%
4 Person Household	13.9%	13.3%
5 Person Household	6.2%	5.9%
6 Person Household	2.1%	2.0%
7 + Person Household	1.2%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total	202,597	314,217
Owner Occupied	70.8%	69.9%
Owned with a Mortgage/Loan	54.9%	51.4%
Owned Free and Clear	15.9%	18.5%
Renter Occupied	29.2%	30.1%
<b>2023 Affordability, Mortgage and Wealth</b>		
Housing Affordability Index	108	114
Percent of Income for Mortgage	19.8%	19.1%
Wealth Index	96	91
<b>2010 Housing Units By Urban/ Rural Status</b>		
Total Housing Units	216,868	337,764
Housing Units Inside Urbanized Area	88.0%	63.8%
Housing Units Inside Urbanized Cluster	4.1%	17.2%
Rural Housing Units	7.9%	19.1%
<b>2010 Population By Urban/ Rural Status</b>		
Total Population	517,071	802,252
Population Inside Urbanized Area	87.0%	63.6%
Population Inside Urbanized Cluster	4.4%	16.8%
Rural Population	8.6%	19.5%

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

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





# Market Profile

Historic Court District  
 Court Ave & 4th St, Des Moines, Iowa, 50309  
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership  
 Latitude: 41.58504  
 Longitude: -93.62166

	30 minutes	60 minutes
<b>Top 3 Tapestry Segments</b>		
1.	Boomburbs (1C)	Rustbelt Traditions (5D)
2.	Workday Drive (4A)	Workday Drive (4A)
3.	Rustbelt Traditions (5D)	Boomburbs (1C)
<b>2023 Consumer Spending</b>		
Apparel & Services: Total \$	\$575,476,247	\$798,535,949
Average Spent	\$2,245.20	\$2,118.24
Spending Potential Index	102	96
Education: Total \$	\$453,239,665	\$622,833,904
Average Spent	\$1,768.30	\$1,652.17
Spending Potential Index	99	92
Entertainment/Recreation: Total \$	\$975,685,301	\$1,401,216,635
Average Spent	\$3,806.60	\$3,716.95
Spending Potential Index	101	98
Food at Home: Total \$	\$1,728,217,554	\$2,440,278,005
Average Spent	\$6,742.58	\$6,473.23
Spending Potential Index	99	95
Food Away from Home: Total \$	\$979,524,516	\$1,357,200,135
Average Spent	\$3,821.58	\$3,600.19
Spending Potential Index	103	97
Health Care: Total \$	\$1,880,634,759	\$2,720,327,785
Average Spent	\$7,337.23	\$7,216.11
Spending Potential Index	100	98
HH Furnishings & Equipment: Total \$	\$769,771,106	\$1,078,084,109
Average Spent	\$3,003.23	\$2,859.79
Spending Potential Index	102	97
Personal Care Products & Services: Total \$	\$251,696,443	\$348,251,282
Average Spent	\$981.98	\$923.79
Spending Potential Index	103	97
Shelter: Total \$	\$6,407,252,214	\$8,860,510,050
Average Spent	\$24,997.67	\$23,503.93
Spending Potential Index	101	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$813,287,847	\$1,144,789,346
Average Spent	\$3,173.01	\$3,036.74
Spending Potential Index	101	97
Travel: Total \$	\$591,901,281	\$822,753,949
Average Spent	\$2,309.28	\$2,182.49
Spending Potential Index	103	97
Vehicle Maintenance & Repairs: Total \$	\$343,003,708	\$488,629,722
Average Spent	\$1,338.22	\$1,296.17
Spending Potential Index	102	99

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

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

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



# Retail Demand Outlook

Historic Court District  
 Court Ave & 4th St, Des Moines, Iowa, 50309  
 Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership  
 Latitude: 41.58504  
 Longitude: -93.62166

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Boomburbs (1C)	10.3%	Population	645,407	674,090
Workday Drive (4A)	9.4%	Households	256,314	269,050
Rustbelt Traditions (5D)	8.8%	Families	160,470	167,746
Middleburg (4C)	6.4%	Median Age	36.9	37.3
Up and Coming Families (7A)	6.1%	Median Household Income	\$78,447	\$86,226
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$575,476,247	\$681,123,170	\$105,646,923
Men's		\$107,478,421	\$127,237,719	\$19,759,298
Women's		\$195,023,364	\$230,786,809	\$35,763,445
Children's		\$90,190,477	\$106,784,660	\$16,594,183
Footwear		\$129,614,424	\$153,396,620	\$23,782,196
Watches & Jewelry		\$42,051,508	\$49,766,278	\$7,714,770
Apparel Products and Services (1)		\$11,118,053	\$13,151,085	\$2,033,032
<b>Computer</b>				
Computers and Hardware for Home Use		\$67,947,021	\$80,477,876	\$12,530,855
Portable Memory		\$1,218,079	\$1,441,307	\$223,228
Computer Software		\$3,740,459	\$4,430,656	\$690,197
Computer Accessories		\$6,547,922	\$7,749,597	\$1,201,675
<b>Entertainment &amp; Recreation</b>		\$975,685,301	\$1,154,446,306	\$178,761,005
Fees and Admissions		\$190,769,369	\$225,847,926	\$35,078,557
Membership Fees for Clubs (2)		\$74,279,249	\$87,905,731	\$13,626,482
Fees for Participant Sports, excl. Trips		\$32,194,546	\$38,115,088	\$5,920,542
Tickets to Theatre/Operas/Concerts		\$14,212,081	\$16,810,168	\$2,598,087
Tickets to Movies		\$7,659,971	\$9,075,883	\$1,415,912
Tickets to Parks or Museums		\$7,894,342	\$9,350,335	\$1,455,993
Admission to Sporting Events, excl. Trips		\$15,679,581	\$18,535,385	\$2,855,804
Fees for Recreational Lessons		\$38,588,559	\$45,746,346	\$7,157,787
Dating Services		\$261,039	\$308,989	\$47,950
TV/Video/Audio		\$346,737,310	\$410,041,868	\$63,304,558
Cable and Satellite Television Services		\$212,374,354	\$251,004,030	\$38,629,676
Televisions		\$38,639,805	\$45,724,120	\$7,084,315
Satellite Dishes		\$462,246	\$546,996	\$84,750
VCRs, Video Cameras, and DVD Players		\$1,311,190	\$1,552,226	\$241,036
Miscellaneous Video Equipment		\$3,451,706	\$4,084,031	\$632,325
Video Cassettes and DVDs		\$1,831,462	\$2,168,367	\$336,905
Video Game Hardware/Accessories		\$11,059,538	\$13,089,825	\$2,030,287
Video Game Software		\$5,332,755	\$6,314,055	\$981,300
Rental/Streaming/Downloaded Video		\$34,567,090	\$40,923,710	\$6,356,620
Installation of Televisions		\$419,167	\$496,199	\$77,032
Audio (3)		\$36,615,030	\$43,342,987	\$6,727,957
Rental and Repair of TV/Radio/Sound Equipment		\$672,967	\$795,323	\$122,356
Pets		\$226,242,543	\$267,632,456	\$41,389,913
Toys/Games/Crafts/Hobbies (4)		\$42,568,397	\$50,378,150	\$7,809,753
Recreational Vehicles and Fees (5)		\$37,280,261	\$44,088,361	\$6,808,100
Sports/Recreation/Exercise Equipment (6)		\$79,418,081	\$94,122,829	\$14,704,748
Photo Equipment and Supplies (7)		\$12,492,728	\$14,792,817	\$2,300,089
Reading (8)		\$32,033,980	\$37,894,721	\$5,860,741
Catered Affairs (9)		\$8,142,632	\$9,647,178	\$1,504,546
<b>Food</b>		\$2,707,742,070	\$3,204,520,021	\$496,777,951
Food at Home		\$1,728,217,554	\$2,044,826,076	\$316,608,522
Bakery and Cereal Products		\$222,612,353	\$263,351,421	\$40,739,068
Meats, Poultry, Fish, and Eggs		\$371,400,504	\$439,427,152	\$68,026,648
Dairy Products		\$165,961,492	\$196,373,120	\$30,411,628
Fruits and Vegetables		\$338,874,045	\$400,995,717	\$62,121,672
Snacks and Other Food at Home (10)		\$629,369,159	\$744,678,667	\$115,309,508
Food Away from Home		\$979,524,516	\$1,159,693,945	\$180,169,429
Alcoholic Beverages		\$173,441,518	\$205,278,544	\$31,837,026

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

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



# Retail Demand Outlook

Historic Court District  
 Court Ave & 4th St, Des Moines, Iowa, 50309  
 Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership  
 Latitude: 41.58504  
 Longitude: -93.62166

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$9,717,610,018	\$11,487,780,321	\$1,770,170,303
Value of Retirement Plans	\$36,196,639,685	\$42,786,652,390	\$6,590,012,705
Value of Other Financial Assets	\$2,020,621,483	\$2,389,637,082	\$369,015,599
Vehicle Loan Amount excluding Interest	\$999,378,237	\$1,183,145,877	\$183,767,640
Value of Credit Card Debt	\$813,354,956	\$962,080,521	\$148,725,565
<b>Health</b>			
Nonprescription Drugs	\$43,957,566	\$51,977,267	\$8,019,701
Prescription Drugs	\$92,327,643	\$109,051,590	\$16,723,947
Eyeglasses and Contact Lenses	\$28,232,117	\$33,374,544	\$5,142,427
<b>Home</b>			
Mortgage Payment and Basics (11)	\$3,376,359,855	\$3,994,890,892	\$618,531,037
Maintenance and Remodeling Services	\$984,922,530	\$1,165,386,078	\$180,463,548
Maintenance and Remodeling Materials (12)	\$202,897,177	\$239,920,636	\$37,023,459
Utilities, Fuel, and Public Services	\$1,480,912,388	\$1,751,311,574	\$270,399,186
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$31,851,157	\$37,697,604	\$5,846,447
Furniture	\$218,692,603	\$258,834,904	\$40,142,301
Rugs	\$10,407,787	\$12,314,993	\$1,907,206
Major Appliances (14)	\$136,191,330	\$161,109,871	\$24,918,541
Housewares (15)	\$28,384,278	\$33,603,255	\$5,218,977
Small Appliances	\$18,797,339	\$22,253,887	\$3,456,548
Luggage	\$3,805,064	\$4,507,046	\$701,982
Telephones and Accessories	\$27,316,905	\$32,315,958	\$4,999,053
<b>Household Operations</b>			
Child Care	\$144,323,071	\$171,019,089	\$26,696,018
Lawn and Garden (16)	\$166,512,758	\$196,899,081	\$30,386,323
Moving/Storage/Freight Express	\$23,379,993	\$27,688,877	\$4,308,884
Housekeeping Supplies (17)	\$238,446,797	\$282,073,133	\$43,626,336
<b>Insurance</b>			
Owners and Renters Insurance	\$201,648,783	\$238,327,788	\$36,679,005
Vehicle Insurance	\$564,719,931	\$668,256,748	\$103,536,817
Life/Other Insurance	\$176,931,750	\$209,207,287	\$32,275,537
Health Insurance	\$1,261,207,997	\$1,491,098,201	\$229,890,204
Personal Care Products (18)	\$143,955,519	\$170,365,624	\$26,410,105
School Books and Supplies (19)	\$35,683,867	\$42,259,063	\$6,575,196
Smoking Products	\$107,486,730	\$126,980,606	\$19,493,876
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$811,716,310	\$960,538,196	\$148,821,886
Gasoline and Motor Oil	\$651,316,494	\$770,718,667	\$119,402,173
Vehicle Maintenance and Repairs	\$343,003,708	\$405,782,216	\$62,778,508
<b>Travel</b>			
Airline Fares	\$123,007,777	\$145,701,983	\$22,694,206
Lodging on Trips	\$188,921,782	\$223,613,059	\$34,691,277
Auto/Truck Rental on Trips	\$21,425,945	\$25,363,489	\$3,937,544
Food and Drink on Trips	\$146,668,914	\$173,619,855	\$26,950,941

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

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



# Retail Demand Outlook

Historic Court District  
Court Ave & 4th St, Des Moines, Iowa, 50309  
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership  
Latitude: 41.58504  
Longitude: -93.62166

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

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



# Retail Demand Outlook

Historic Court District  
 Court Ave & 4th St, Des Moines, Iowa, 50309  
 Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership  
 Latitude: 41.58504  
 Longitude: -93.62166

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Rustbelt Traditions (5D)	7.5%	Population	950,882	985,079
Workday Drive (4A)	7.5%	Households	376,980	393,086
Boomburbs (1C)	7.0%	Families	233,579	242,538
Middleburg (4C)	6.6%	Median Age	37.0	37.5
In Style (5B)	5.8%	Median Household Income	\$75,003	\$82,338
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$798,535,949	\$939,699,666	\$141,163,717
Men's		\$148,941,073	\$175,311,921	\$26,370,848
Women's		\$270,691,672	\$318,494,811	\$47,803,139
Children's		\$124,784,099	\$146,888,971	\$22,104,872
Footwear		\$180,196,449	\$212,032,904	\$31,836,455
Watches & Jewelry		\$58,340,696	\$68,646,976	\$10,306,280
Apparel Products and Services (1)		\$15,581,961	\$18,324,084	\$2,742,123
<b>Computer</b>				
Computers and Hardware for Home Use		\$93,759,231	\$110,406,874	\$16,647,643
Portable Memory		\$1,699,600	\$1,999,362	\$299,762
Computer Software		\$5,304,445	\$6,244,368	\$939,923
Computer Accessories		\$9,213,975	\$10,840,376	\$1,626,401
<b>Entertainment &amp; Recreation</b>		\$1,401,216,635	\$1,647,793,670	\$246,577,035
Fees and Admissions		\$258,258,469	\$304,089,995	\$45,831,526
Membership Fees for Clubs (2)		\$101,535,723	\$119,504,242	\$17,968,519
Fees for Participant Sports, excl. Trips		\$43,472,933	\$51,190,805	\$7,717,872
Tickets to Theatre/Operas/Concerts		\$19,478,056	\$22,913,293	\$3,435,237
Tickets to Movies		\$10,237,828	\$12,066,101	\$1,828,273
Tickets to Parks or Museums		\$10,696,764	\$12,599,078	\$1,902,314
Admission to Sporting Events, excl. Trips		\$21,866,662	\$25,703,681	\$3,837,019
Fees for Recreational Lessons		\$50,617,029	\$59,696,683	\$9,079,654
Dating Services		\$353,473	\$416,113	\$62,640
TV/Video/Audio		\$497,010,027	\$584,228,854	\$87,218,827
Cable and Satellite Television Services		\$309,039,736	\$363,039,203	\$53,999,467
Televisions		\$54,717,283	\$64,363,615	\$9,646,332
Satellite Dishes		\$640,139	\$753,321	\$113,182
VCRs, Video Cameras, and DVD Players		\$1,822,101	\$2,144,718	\$322,617
Miscellaneous Video Equipment		\$4,623,305	\$5,441,908	\$818,603
Video Cassettes and DVDs		\$2,530,066	\$2,978,582	\$448,516
Video Game Hardware/Accessories		\$15,641,035	\$18,400,807	\$2,759,772
Video Game Software		\$7,498,293	\$8,824,837	\$1,326,544
Rental/Streaming/Downloaded Video		\$48,109,533	\$56,627,943	\$8,518,410
Installation of Televisions		\$585,260	\$688,895	\$103,635
Audio (3)		\$50,796,457	\$59,782,733	\$8,986,276
Rental and Repair of TV/Radio/Sound Equipment		\$1,006,819	\$1,182,292	\$175,473
Pets		\$347,197,024	\$407,882,243	\$60,685,219
Toys/Games/Crafts/Hobbies (4)		\$60,464,554	\$71,125,759	\$10,661,205
Recreational Vehicles and Fees (5)		\$55,891,153	\$65,661,577	\$9,770,424
Sports/Recreation/Exercise Equipment (6)		\$108,799,721	\$128,207,383	\$19,407,662
Photo Equipment and Supplies (7)		\$17,289,190	\$20,353,913	\$3,064,723
Reading (8)		\$45,324,594	\$53,302,744	\$7,978,150
Catered Affairs (9)		\$10,981,903	\$12,941,203	\$1,959,300
<b>Food</b>		\$3,797,478,140	\$4,467,833,230	\$670,355,090
Food at Home		\$2,440,278,005	\$2,870,256,763	\$429,978,758
Bakery and Cereal Products		\$315,181,477	\$370,648,381	\$55,466,904
Meats, Poultry, Fish, and Eggs		\$524,285,306	\$616,651,780	\$92,366,474
Dairy Products		\$235,928,483	\$277,483,869	\$41,555,386
Fruits and Vegetables		\$475,086,286	\$558,892,292	\$83,806,006
Snacks and Other Food at Home (10)		\$889,796,453	\$1,046,580,441	\$156,783,988
Food Away from Home		\$1,357,200,135	\$1,597,576,467	\$240,376,332
Alcoholic Beverages		\$241,291,658	\$283,927,950	\$42,636,292

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

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



# Retail Demand Outlook

Historic Court District  
 Court Ave & 4th St, Des Moines, Iowa, 50309  
 Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership  
 Latitude: 41.58504  
 Longitude: -93.62166

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$13,427,682,046	\$15,787,745,808	\$2,360,063,762
Value of Retirement Plans	\$50,520,272,751	\$59,387,700,553	\$8,867,427,802
Value of Other Financial Assets	\$2,883,739,530	\$3,390,008,498	\$506,268,968
Vehicle Loan Amount excluding Interest	\$1,405,467,536	\$1,654,007,606	\$248,540,070
Value of Credit Card Debt	\$1,143,257,481	\$1,344,437,977	\$201,180,496
<b>Health</b>			
Nonprescription Drugs	\$63,976,972	\$75,182,822	\$11,205,850
Prescription Drugs	\$137,521,811	\$161,430,831	\$23,909,020
Eyeglasses and Contact Lenses	\$41,070,913	\$48,256,700	\$7,185,787
<b>Home</b>			
Mortgage Payment and Basics (11)	\$4,651,041,140	\$5,472,468,815	\$821,427,675
Maintenance and Remodeling Services	\$1,378,622,753	\$1,621,845,042	\$243,222,289
Maintenance and Remodeling Materials (12)	\$295,531,570	\$347,313,327	\$51,781,757
Utilities, Fuel, and Public Services	\$2,116,505,352	\$2,488,097,028	\$371,591,676
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$44,230,771	\$52,049,850	\$7,819,079
Furniture	\$307,113,177	\$361,349,021	\$54,235,844
Rugs	\$14,751,769	\$17,350,329	\$2,598,560
Major Appliances (14)	\$193,554,082	\$227,619,251	\$34,065,169
Housewares (15)	\$39,500,706	\$46,491,462	\$6,990,756
Small Appliances	\$26,372,898	\$31,038,308	\$4,665,410
Luggage	\$5,192,290	\$6,115,527	\$923,237
Telephones and Accessories	\$38,100,638	\$44,821,346	\$6,720,708
<b>Household Operations</b>			
Child Care	\$194,806,737	\$229,543,583	\$34,736,846
Lawn and Garden (16)	\$245,833,827	\$288,860,430	\$43,026,603
Moving/Storage/Freight Express	\$32,386,738	\$38,138,228	\$5,751,490
Housekeeping Supplies (17)	\$338,919,816	\$398,543,346	\$59,623,530
<b>Insurance</b>			
Owners and Renters Insurance	\$291,229,975	\$342,163,822	\$50,933,847
Vehicle Insurance	\$797,060,499	\$937,653,131	\$140,592,632
Life/Other Insurance	\$251,118,554	\$295,195,349	\$44,076,795
Health Insurance	\$1,819,930,084	\$2,138,722,407	\$318,792,323
Personal Care Products (18)	\$200,363,165	\$235,758,996	\$35,395,831
School Books and Supplies (19)	\$49,856,917	\$58,695,537	\$8,838,620
Smoking Products	\$160,958,240	\$188,951,014	\$27,992,774
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$1,154,312,966	\$1,357,766,239	\$203,453,273
Gasoline and Motor Oil	\$933,596,976	\$1,098,012,221	\$164,415,245
Vehicle Maintenance and Repairs	\$488,629,722	\$574,620,191	\$85,990,469
<b>Travel</b>			
Airline Fares	\$168,031,264	\$197,912,037	\$29,880,773
Lodging on Trips	\$263,101,801	\$309,609,085	\$46,507,284
Auto/Truck Rental on Trips	\$29,233,518	\$34,414,085	\$5,180,567
Food and Drink on Trips	\$205,108,065	\$241,374,513	\$36,266,448

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

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



# Retail Demand Outlook

Historic Court District  
Court Ave & 4th St, Des Moines, Iowa, 50309  
Drive time: 60 minute radius

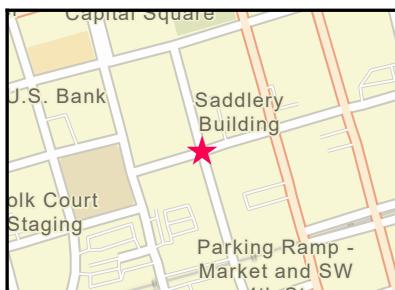
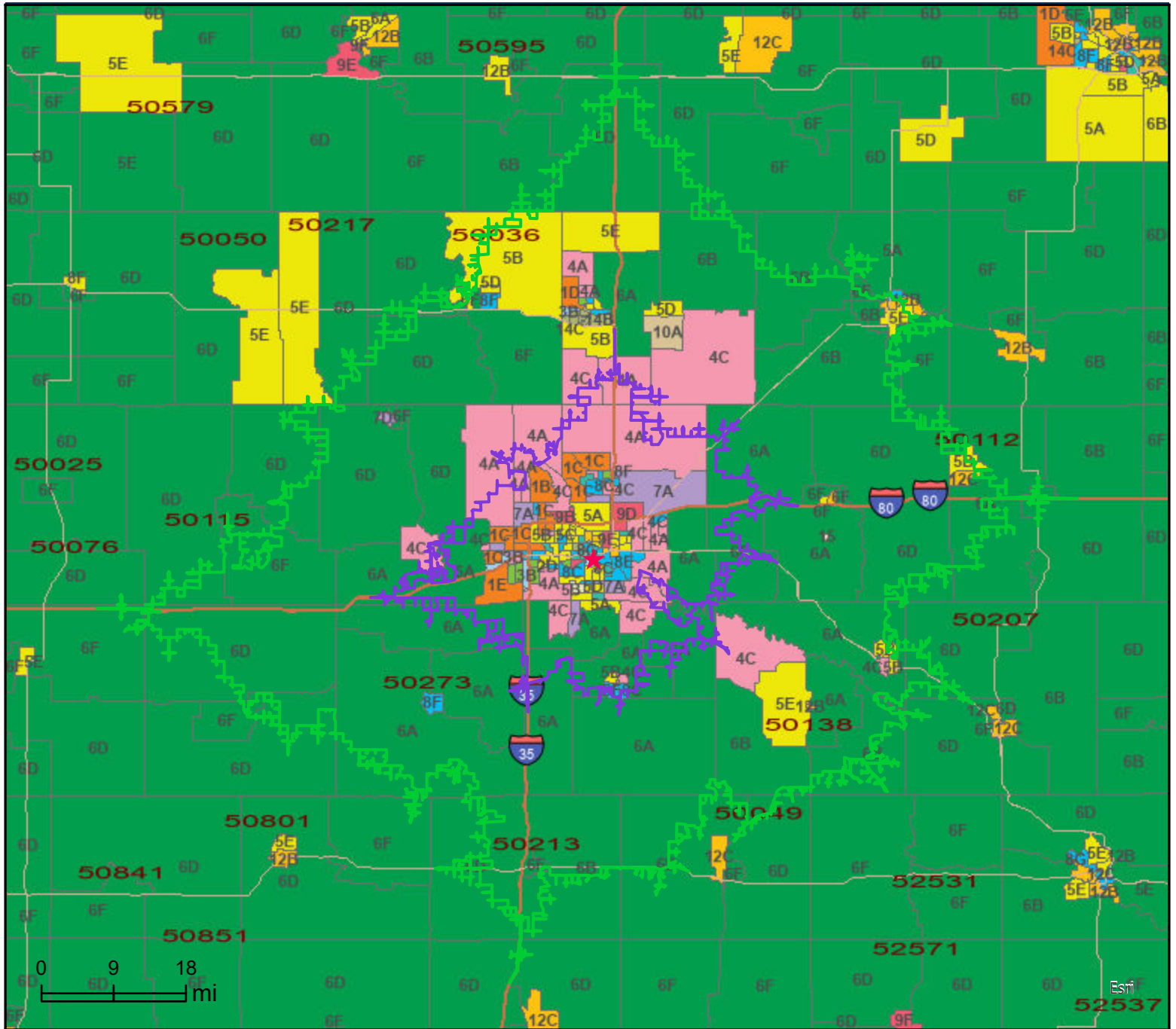
Prepared by Greater Des Moines Partnership  
Latitude: 41.58504  
Longitude: -93.62166

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

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

Historic Court District  
 Court Ave & 4th St, Des Moines, Iowa, 50309  
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership  
 Latitude: 41.58504  
 Longitude: -93.62166



### Tapestry LifeMode

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



Source: Esri





# Dominant Tapestry Map

Historic Court District  
Court Ave & 4th St, Des Moines, Iowa, 50309  
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership  
Latitude: 41.58504  
Longitude: -93.62166

## 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.

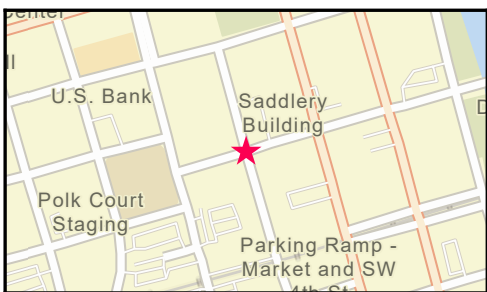
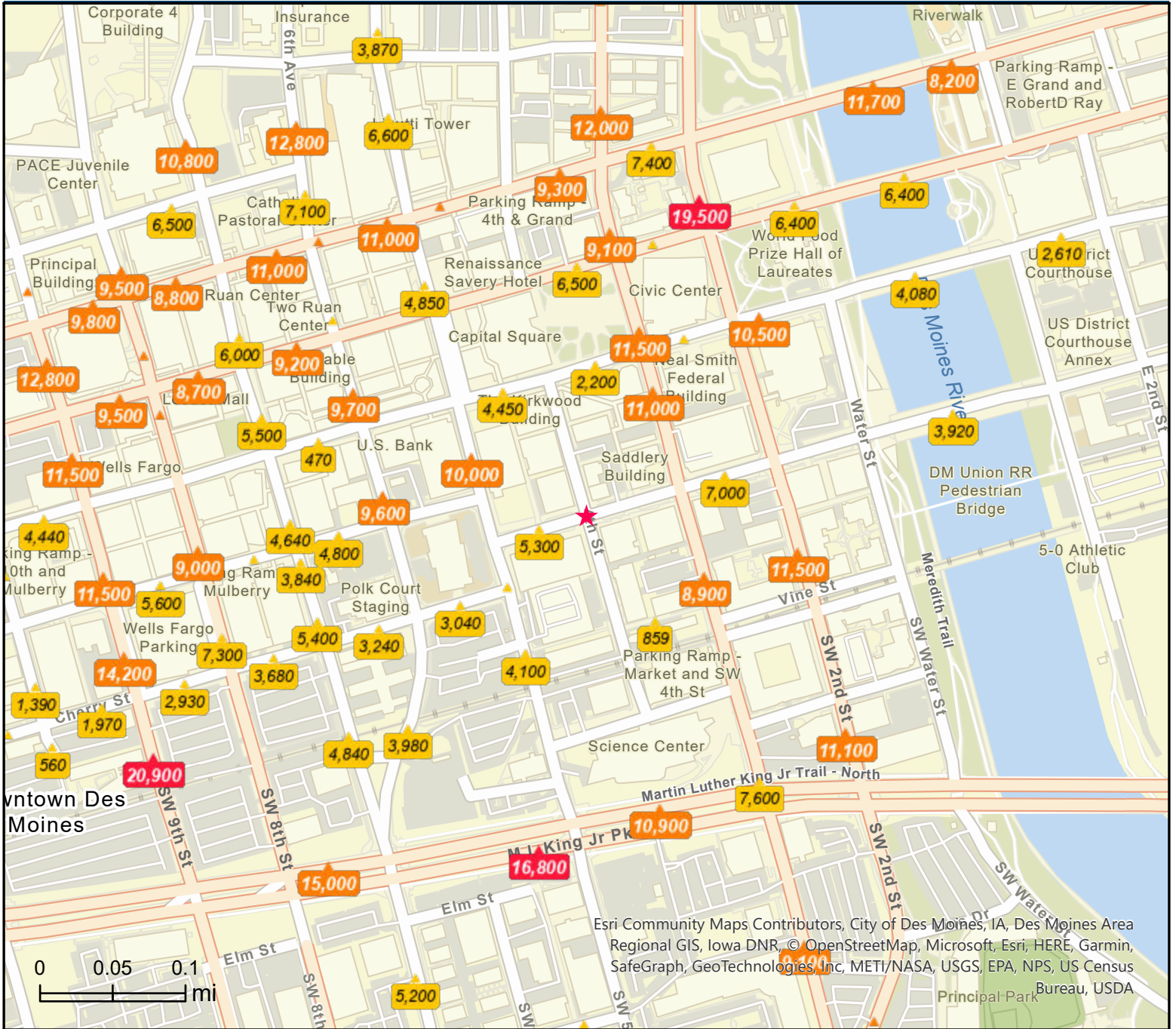
- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- 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)



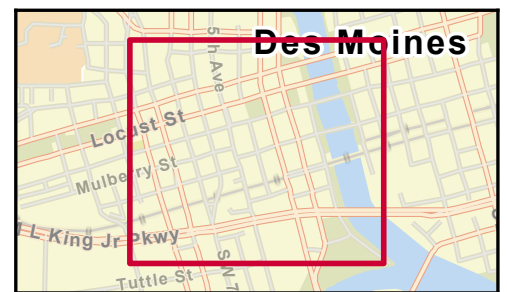
# Traffic Count Map - Close Up

Historic Court District  
Court Ave & 4th St, Des Moines, Iowa, 50309  
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership  
Latitude: 41.58504  
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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).



# Business Summary

Historic Court District  
 Court Ave & 4th St, Des Moines, Iowa, 50309  
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership  
 Latitude: 41.58504  
 Longitude: -93.62166

Data for all businesses in area	30 minutes				60 minutes			
	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Businesses:	21,805		383,984		32,477		528,013	
Total Employees:	645,407		950,882		59		56	
Total Residential Population:	59		56					
Employee/Residential Population Ratio (per 100 Residents)								
<b>by SIC Codes</b>	<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>	
Agriculture & Mining	427	2.0%	3,116	0.8%	911	2.8%	6,003	1.1%
Construction	1,367	6.3%	14,714	3.8%	2,107	6.5%	20,607	3.9%
Manufacturing	580	2.7%	22,972	6.0%	919	2.8%	35,966	6.8%
Transportation	496	2.3%	8,979	2.3%	866	2.7%	12,079	2.3%
Communication	169	0.8%	2,462	0.6%	267	0.8%	3,216	0.6%
Utility	73	0.3%	1,456	0.4%	126	0.4%	2,206	0.4%
Wholesale Trade	733	3.4%	17,178	4.5%	1,101	3.4%	24,522	4.6%
<b>Retail Trade Summary</b>	4,094	18.8%	72,961	19.0%	6,014	18.5%	102,143	19.3%
Home Improvement	250	1.1%	4,962	1.3%	400	1.2%	11,268	2.1%
General Merchandise Stores	167	0.8%	7,084	1.8%	254	0.8%	9,957	1.9%
Food Stores	517	2.4%	13,166	3.4%	786	2.4%	18,208	3.4%
Auto Dealers & Gas Stations	391	1.8%	8,657	2.3%	658	2.0%	11,301	2.1%
Apparel & Accessory Stores	264	1.2%	2,419	0.6%	333	1.0%	2,809	0.5%
Furniture & Home Furnishings	235	1.1%	2,369	0.6%	348	1.1%	2,970	0.6%
Eating & Drinking Places	1,347	6.2%	23,033	6.0%	1,894	5.8%	31,687	6.0%
Miscellaneous Retail	923	4.2%	11,270	2.9%	1,342	4.1%	13,944	2.6%
<b>Finance, Insurance, Real Estate Summary</b>	2,578	11.8%	65,371	17.0%	3,570	11.0%	74,852	14.2%
Banks, Savings & Lending Institutions	493	2.3%	8,779	2.3%	730	2.2%	10,977	2.1%
Securities Brokers	429	2.0%	15,016	3.9%	558	1.7%	15,405	2.9%
Insurance Carriers & Agents	545	2.5%	18,607	4.8%	759	2.3%	23,478	4.4%
Real Estate, Holding, Other Investment Offices	1,111	5.1%	22,968	6.0%	1,523	4.7%	24,993	4.7%
<b>Services Summary</b>	8,932	41.0%	148,677	38.7%	13,022	40.1%	209,897	39.8%
Hotels & Lodging	180	0.8%	4,291	1.1%	313	1.0%	5,996	1.1%
Automotive Services	522	2.4%	5,395	1.4%	818	2.5%	6,494	1.2%
Movies & Amusements	562	2.6%	8,690	2.3%	848	2.6%	11,761	2.2%
Health Services	1,696	7.8%	44,244	11.5%	2,259	7.0%	58,629	11.1%
Legal Services	536	2.5%	4,108	1.1%	693	2.1%	4,843	0.9%
Education Institutions & Libraries	493	2.3%	22,783	5.9%	884	2.7%	38,357	7.3%
Other Services	4,943	22.7%	59,166	15.4%	7,208	22.2%	83,817	15.9%
<b>Government</b>	738	3.4%	24,416	6.4%	1,369	4.2%	34,318	6.5%
<b>Unclassified Establishments</b>	1,617	7.4%	1,681	0.4%	2,205	6.8%	2,203	0.4%
<b>Totals</b>	21,805	100.0%	383,984	100.0%	32,477	100.0%	528,013	100.0%

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

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



# Business Summary

Historic Court District  
 Court Ave & 4th St, Des Moines, Iowa, 50309  
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership  
 Latitude: 41.58504  
 Longitude: -93.62166

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	120	0.6%	976	0.3%	398	1.2%	2,596	0.5%
Mining	10	0.0%	65	0.0%	21	0.1%	223	0.0%
Utilities	23	0.1%	481	0.1%	45	0.1%	804	0.2%
Construction	1,493	6.8%	16,409	4.3%	2,272	7.0%	22,559	4.3%
Manufacturing	614	2.8%	18,421	4.8%	974	3.0%	31,121	5.9%
Wholesale Trade	727	3.3%	17,100	4.5%	1,093	3.4%	24,387	4.6%
Retail Trade	2,633	12.1%	49,037	12.8%	3,946	12.2%	69,212	13.1%
Motor Vehicle & Parts Dealers	361	1.7%	8,311	2.2%	582	1.8%	10,356	2.0%
Furniture & Home Furnishings Stores	109	0.5%	1,127	0.3%	160	0.5%	1,429	0.3%
Electronics & Appliance Stores	70	0.3%	904	0.2%	105	0.3%	1,118	0.2%
Building Material & Garden Equipment & Supplies Dealers	246	1.1%	4,954	1.3%	395	1.2%	11,258	2.1%
Food & Beverage Stores	484	2.2%	13,748	3.6%	728	2.2%	18,607	3.5%
Health & Personal Care Stores	306	1.4%	3,725	1.0%	428	1.3%	4,761	0.9%
Gasoline Stations & Fuel Dealers	34	0.2%	370	0.1%	86	0.3%	1,002	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	307	1.4%	2,711	0.7%	389	1.2%	3,155	0.6%
Sporting Goods, Hobby, Book, & Music Stores	433	2.0%	5,094	1.3%	667	2.1%	6,356	1.2%
General Merchandise Stores	282	1.3%	8,093	2.1%	406	1.3%	11,170	2.1%
Transportation & Warehousing	400	1.8%	8,083	2.1%	704	2.2%	10,952	2.1%
Information	444	2.0%	10,667	2.8%	700	2.2%	13,222	2.5%
Finance & Insurance	1,511	6.9%	42,890	11.2%	2,085	6.4%	50,335	9.5%
Central Bank/Credit Intermediation & Related Activities	486	2.2%	8,560	2.2%	717	2.2%	10,742	2.0%
Securities & Commodity Contracts	469	2.2%	15,330	4.0%	599	1.8%	15,722	3.0%
Funds, Trusts & Other Financial Vehicles	556	2.5%	19,000	4.9%	770	2.4%	23,871	4.5%
Real Estate, Rental & Leasing	1,119	5.1%	10,682	2.8%	1,549	4.8%	12,664	2.4%
Professional, Scientific & Tech Services	2,063	9.5%	25,123	6.5%	2,817	8.7%	33,968	6.4%
Legal Services	562	2.6%	4,345	1.1%	738	2.3%	5,150	1.0%
Management of Companies & Enterprises	80	0.4%	13,774	3.6%	108	0.3%	13,933	2.6%
Administrative, Support & Waste Management Services	706	3.2%	10,140	2.6%	969	3.0%	14,461	2.7%
Educational Services	576	2.6%	22,736	5.9%	952	2.9%	37,903	7.2%
Health Care & Social Assistance	2,270	10.4%	57,137	14.9%	3,135	9.7%	77,437	14.7%
Arts, Entertainment & Recreation	493	2.3%	8,534	2.2%	804	2.5%	11,747	2.2%
Accommodation & Food Services	1,563	7.2%	27,609	7.2%	2,249	6.9%	38,023	7.2%
Accommodation	180	0.8%	4,291	1.1%	313	1.0%	5,996	1.1%
Food Services & Drinking Places	1,383	6.3%	23,318	6.1%	1,937	6.0%	32,027	6.1%
Other Services (except Public Administration)	2,605	11.9%	17,994	4.7%	4,090	12.6%	25,936	4.9%
Automotive Repair & Maintenance	410	1.9%	3,050	0.8%	667	2.1%	3,982	0.8%
Public Administration	738	3.4%	24,451	6.4%	1,364	4.2%	34,336	6.5%
Unclassified Establishments	1,615	7.4%	1,674	0.4%	2,203	6.8%	2,196	0.4%
<b>Total</b>	<b>21,805</b>	<b>100.0%</b>	<b>383,984</b>	<b>100.0%</b>	<b>32,477</b>	<b>100.0%</b>	<b>528,013</b>	<b>100.0%</b>

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