Historic East Village
E 4th St & E Locust St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58938
Longitude: -93.61265

	30 minutes	60 minutes
Population		
2010 Population	515,533	804,204
2020 Population	613,371	917,418
2023 Population	643,296	952,609
2028 Population	671,843	986,796
2010-2020 Annual Rate	1.75%	1.33%
2020-2023 Annual Rate	1.48%	1.16%
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 952,609. In 2020, the Census count in the area was 917,418. The rate of change since 2020 was 1.16% annually. The five-year projection for the population in the area is 986,796 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%	79.8%
2023 Black Alone	6.3%	5.0%
2023 American Indian/Alaska Native Alone	0.4%	0.4%
2023 Asian Alone	4.9%	4.2%
2023 Pacific Islander Alone	0.1%	0.1%
2023 Other Race	3.6%	3.5%
2023 Two or More Races	7.4%	7.0%
2023 Hispanic Origin (Any Race)	9.3%	8.8%

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

Households		
2023 Wealth Index	95	90
2010 Households	201,965	314,865
2020 Households	242,761	361,957
2023 Households	255,503	377,599
2028 Households	268,188	393,706
2010-2020 Annual Rate	1.86%	1.40%
2020-2023 Annual Rate	1.59%	1.31%
2023-2028 Annual Rate	0.97%	0.84%
2023 Average Household Size	2.47	2.44

The household count in this area has changed from 361,957 in 2020 to 377,599 in the current year, a change of 1.31% annually. The five-year projection of households is 393,706, 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 234,015 in the specified area.

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Mortgage Income		
2023 Percent of Income for Mortgage	19.8%	19.1%
Median Household Income		
2023 Median Household Income	$78,414	$74,986
2028 Median Household Income	$86,194	$82,320
2023-2028 Annual Rate	1.91%	1.88%
Average Household Income		
2023 Average Household Income	$108,152	$102,636
2028 Average Household Income	$121,956	$115,820
2023-2028 Annual Rate	2.43%	2.45%
Per Capita Income		
2023 Per Capita Income	$43,053	$40,811
2028 Per Capita Income	$48,778	$46,331
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 $74,986 in the area, compared to $72,603 for all U.S. households. Median household income is projected to be $82,320 in five years, compared to $82,410 for all U.S. households

Current average household income is $102,636 in this area, compared to $107,008 for all U.S. households. Average household income is projected to be $115,820 in five years, compared to $122,048 for all U.S. households

Current per capita income is $40,811 in the area, compared to the U.S. per capita income of $41,310. The per capita income is projected to be $46,331 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	216,211	338,432
2010 Owner Occupied Housing Units	142,953	220,102
2010 Renter Occupied Housing Units	59,013	94,763
2010 Vacant Housing Units	14,246	23,567
2020 Total Housing Units	259,227	388,244
2020 Vacant Housing Units	16,466	26,287
2023 Total Housing Units	274,302	406,871
2023 Owner Occupied Housing Units	176,685	260,999
2023 Renter Occupied Housing Units	78,818	116,600
2023 Vacant Housing Units	18,799	29,272
2028 Total Housing Units	287,085	423,209
2028 Owner Occupied Housing Units	186,627	274,582
2028 Renter Occupied Housing Units	81,561	119,123
2028 Vacant Housing Units	18,897	29,503
Socioeconomic Status Index		
2023 Socioeconomic Status Index	53.8	53.5

Currently, 64.1% of the 406,871 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 388,244 housing units in the area and 6.8% vacant housing units. The annual rate of change in housing units since 2020 is 1.45%. Median home value in the area is $238,137, 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 $252,219.

June 29, 2023

Market Profile

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	30 minutes	60 minutes
Population Summary		
2010 Total Population	515,533	804,204
2020 Total Population	613,371	917,418
2020 Group Quarters	10,947	30,083
2023 Total Population	643,296	952,609
2023 Group Quarters	10,948	30,080
2028 Total Population	671,843	986,796
2023-2028 Annual Rate	0.87%	0.71%
2023 Total Daytime Population	670,168	963,769
Workers	374,617	514,836
Residents	295,551	448,933
Household Summary		
2010 Households	201,965	314,865
2010 Average Household Size	2.50	2.47
2020 Total Households	242,761	361,957
2020 Average Household Size	2.48	2.45
2023 Households	255,503	377,599
2023 Average Household Size	2.47	2.44
2028 Households	268,188	393,706
2028 Average Household Size	2.46	2.43
2023-2028 Annual Rate	0.97%	0.84%
2010 Families	131,084	202,672
2010 Average Family Size	3.08	3.03
2023 Families	159,910	234,015
2023 Average Family Size	3.11	3.07
2028 Families	167,153	242,972
2028 Average Family Size	3.10	3.05
2023-2028 Annual Rate	0.89%	0.75%
Housing Unit Summary		
2000 Housing Units	177,813	288,505
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	216,211	338,432
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	259,227	388,244
Vacant Housing Units	6.4%	6.8%
2023 Housing Units	274,302	406,871
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	287,085	423,209
Owner Occupied Housing Units	65.0%	64.9%
Renter Occupied Housing Units	28.4%	28.1%
Vacant Housing Units	6.6%	7.0%
Median Household Income		
2023	$78,414	$74,986
2028	$86,194	$82,320
Median Home Value		
2023	$258,371	$238,137
2028	$272,289	$252,219
Per Capita Income		
2023	$43,053	$40,811
2028	$48,778	$46,331
Median Age		
2010	34.6	34.9
2023	36.9	37.0
2028	37.2	37.5

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

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

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2023 Households by Income		
Household Income Base	255,503	377,599
<$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	$108,152	$102,636
2028 Households by Income		
Household Income Base	268,188	393,706
<$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%	10.3%
$50,000 - $74,999	16.5%	17.3%
$75,000 - $99,999	14.8%	14.1%
$100,000 - $149,999	19.5%	19.8%
$150,000 - $199,999	11.9%	11.0%
$200,000+	11.5%	10.1%
Average Household Income	$121,956	$115,820
2023 Owner Occupied Housing Units by Value		
Total	176,677	260,965
<$50,000	3.0%	3.9%
$50,000 - $99,999	4.2%	6.5%
$100,000 - $149,999	8.9%	11.3%
$150,000 - $199,999	15.4%	15.8%
$200,000 - $249,999	16.1%	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	5.5%	4.9%
$750,000 - $999,999	1.4%	1.4%
$1,000,000 - $1,499,999	0.4%	0.4%
$1,500,000 - $1,999,999	0.1%	0.1%
$2,000,000 +	0.0%	0.1%
Average Home Value	$287,426	$270,422
2028 Owner Occupied Housing Units by Value		
Total	186,618	274,543
<$50,000	2.7%	3.6%
$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	14.6%	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	6.4%	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	$300,325	$283,832

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	30 minutes	60 minutes
2010 Population by Age		
Total	515,533	804,203
0 - 4	7.7%	7.2%
5 - 9	7.4%	6.9%
10 - 14	7.0%	6.7%
15 - 24	12.9%	15.0%
25 - 34	15.6%	14.3%
35 - 44	14.1%	13.0%
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%	1.8%
18 +	74.0%	75.3%
2023 Population by Age		
Total	643,297	952,607
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	671,845	986,797
0 - 4	6.8%	6.3%
5 - 9	6.9%	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	252,309	398,235
Females	263,224	405,969
2023 Population by Sex		
Males	317,280	473,703
Females	326,016	478,906
2028 Population by Sex		
Males	330,197	489,179
Females	341,646	497,617

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

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Market Profile

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	30 minutes	60 minutes
2010 Population by Race/Ethnicity		
Total	515,534	804,204
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%	2.3%
Two or More Races	2.2%	1.9%
Hispanic Origin	6.7%	6.2%
Diversity Index	34.3	30.3
2020 Population by Race/Ethnicity		
Total	613,371	917,418
White Alone	78.1%	80.7%
Black Alone	6.3%	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%	6.6%
Hispanic Origin	8.6%	8.1%
Diversity Index	47.6	43.8
2023 Population by Race/Ethnicity		
Total	643,297	952,609
White Alone	77.3%	79.8%
Black Alone	6.3%	5.0%
American Indian Alone	0.4%	0.4%
Asian Alone	4.9%	4.2%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.6%	3.5%
Two or More Races	7.4%	7.0%
Hispanic Origin	9.3%	8.8%
Diversity Index	49.3	45.6
2028 Population by Race/Ethnicity		
Total	671,844	986,797
White Alone	75.7%	78.3%
Black Alone	6.5%	5.2%
American Indian Alone	0.5%	0.5%
Asian Alone	5.1%	4.4%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	4.0%	3.9%
Two or More Races	8.0%	7.6%
Hispanic Origin	10.2%	9.6%
Diversity Index	52.0	48.4
2010 Population by Relationship and Household Type		
Total	515,533	804,204
In Households	97.8%	96.6%
In Family Households	80.3%	78.4%
Householder	25.4%	25.2%
Spouse	19.6%	19.8%
Child	30.6%	29.1%
Other relative	2.6%	2.3%
Nonrelative	2.1%	2.0%
In Nonfamily Households	17.5%	18.2%
In Group Quarters	2.2%	3.4%
Institutionalized Population	1.0%	1.2%
Noninstitutionalized Population	1.2%	2.1%

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

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2023 Population 25+ by Educational Attainment		
Total	427,843	629,405
Less than 9th Grade	2.5%	2.5%
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%	27.0%
Graduate/Professional Degree	12.7%	12.2%
2023 Population 15+ by Marital Status		
Total	509,105	767,691
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+	358,470	519,280
Population 16+ Employed	97.9%	97.6%
Population 16+ Unemployment rate	2.1%	2.4%
Population 16-24 Employed	15.3%	16.8%
Population 16-24 Unemployment rate	3.3%	4.4%
Population 25-54 Employed	64.3%	61.7%
Population 25-54 Unemployment rate	2.0%	2.0%
Population 55-64 Employed	14.5%	15.3%
Population 55-64 Unemployment rate	1.7%	1.7%
Population 65+ Employed	6.0%	6.2%
Population 65+ Unemployment rate	1.6%	1.6%
2023 Employed Population 16+ by Industry		
Total	350,873	507,031
Agriculture/Mining	1.1%	1.9%
Construction	6.2%	6.5%
Manufacturing	8.9%	10.6%
Wholesale Trade	2.2%	2.1%
Retail Trade	11.3%	11.2%
Transportation/Utilities	4.9%	4.9%
Information	1.7%	1.6%
Finance/Insurance/Real Estate	16.0%	13.3%
Services	44.1%	44.3%
Public Administration	3.6%	3.6%
2023 Employed Population 16+ by Occupation		
Total	350,875	507,028
White Collar	67.0%	64.7%
Management/Business/Financial	20.7%	19.3%
Professional	26.2%	25.8%
Sales	9.5%	9.1%
Administrative Support	10.6%	10.4%
Services	14.4%	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	4.9%	5.8%
Transportation/Material Moving	6.7%	6.9%

June 29, 2023

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2010 Households by Type		
Total	201,965	314,865
Households with 1 Person	27.4%	27.4%
Households with 2+ People	72.6%	72.6%
Family Households	64.9%	64.4%
Husband-wife Families	50.0%	50.6%
With Related Children	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	10.7%	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	201,965	314,864
1 Person Household	27.4%	27.4%
2 Person Household	33.8%	35.1%
3 Person Household	15.5%	15.0%
4 Person Household	13.9%	13.3%
5 Person Household	6.2%	5.9%
6 Person Household	2.1%	2.1%
7 + Person Household	1.2%	1.1%
2010 Households by Tenure and Mortgage Status		
Total	201,966	314,865
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%
2023 Affordability, Mortgage and Wealth		
Housing Affordability Index	108	114
Percent of Income for Mortgage	19.8%	19.1%
Wealth Index	95	90
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	216,211	338,432
Housing Units Inside Urbanized Area	88.3%	63.6%
Housing Units Inside Urbanized Cluster	3.9%	17.3%
Rural Housing Units	7.8%	19.1%
2010 Population By Urban/ Rural Status		
Total Population	515,533	804,204
Population Inside Urbanized Area	87.3%	63.5%
Population Inside Urbanized Cluster	4.3%	17.0%
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.

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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 $	$573,552,046	$799,621,516
Average Spent	$2,244.80	$2,117.65
Spending Potential Index	102	96
Education: Total $	$451,464,620	$623,599,417
Average Spent	$1,766.96	$1,651.49
Spending Potential Index	99	92
Entertainment/Recreation: Total $	$972,376,618	$1,403,321,698
Average Spent	$3,805.73	$3,716.43
Spending Potential Index	101	98
Food at Home: Total $	$1,722,346,412	$2,443,764,794
Average Spent	$6,741.00	$6,471.85
Spending Potential Index	99	95
Food Away from Home: Total $	$976,303,943	$1,359,077,701
Average Spent	$3,821.11	$3,599.26
Spending Potential Index	103	97
Health Care: Total $	$1,874,117,750	$2,724,517,950
Average Spent	$7,335.01	$7,215.37
Spending Potential Index	100	98
HH Furnishings & Equipment: Total $	$767,158,629	$1,079,585,374
Average Spent	$3,002.54	$2,859.08
Spending Potential Index	102	97
Personal Care Products & Services: Total $	$250,825,014	$348,722,584
Average Spent	$981.69	$923.53
Spending Potential Index	103	97
Shelter: Total $	$6,385,236,333	$8,872,451,713
Average Spent	$24,990.85	$23,497.02
Spending Potential Index	101	95
Support Payments/Cash Contributions/Gifts in Kind: Total $	$810,313,039	$1,146,443,531
Average Spent	$3,171.44	$3,036.14
Spending Potential Index	101	97
Travel: Total $	$589,855,765	$823,877,704
Average Spent	$2,308.61	$2,181.89
Spending Potential Index	103	97
Vehicle Maintenance & Repairs: Total $	$341,873,069	$489,359,046
Average Spent	$1,338.04	$1,295.98
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

Retail Demand Outlook

Historic East Village
E 4th St & E Locust St, Des Moines, Iowa, 50309
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58938
Longitude: -93.61265

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Boomburbs (1C)	10.3%	Population	643,296	671,843
Workday Drive (4A)	9.5%	Households	255,503	268,188
Rustbelt Traditions (5D)	8.8%	Families	159,910	167,153
Middleburg (4C)	6.5%	Median Age	36.9	37.2
Up and Coming Families (7A)	6.1%	Median Household Income	$78,414	$86,194

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Apparel and Services	$573,552,046	$678,888,997	$105,336,951
Men's	$107,121,443	$126,823,580	$19,702,137
Women's	$194,355,603	$230,011,299	$35,655,696
Children's	$89,920,619	$106,471,272	$16,550,653
Footwear	$129,181,113	$152,893,702	$23,712,589
Watches & Jewelry	$41,895,755	$49,585,186	$7,689,431
Apparel Products and Services (1)	$11,077,513	$13,103,957	$2,026,444
Computer			
Computers and Hardware for Home Use	$67,727,902	$80,224,034	$12,496,132
Portable Memory	$1,213,858	$1,436,402	$222,544
Computer Software	$3,728,161	$4,416,406	$688,245
Computer Accessories	$6,525,925	$7,724,065	$1,198,140
Entertainment & Recreation	$972,376,618	$1,150,590,250	$178,213,632
Fees and Admissions	$190,074,911	$225,040,325	$34,965,414
Membership Fees for Clubs (2)	$74,003,631	$87,584,853	$13,581,222
Fees for Participant Sports, excl. Trips	$32,079,218	$37,980,971	$5,901,753
Tickets to Theatre/Operas/Concerts	$14,156,876	$16,745,950	$2,589,074
Tickets to Movies	$7,635,779	$9,047,941	$1,412,162
Tickets to Parks or Museums	$7,870,354	$9,322,490	$1,452,136
Admission to Sporting Events, excl. Trips	$15,616,136	$18,461,351	$2,845,215
Fees for Recreational Lessons	$38,452,767	$45,588,806	$7,136,039
Dating Services	$260,149	$307,963	$47,814
TV/Video/Audio	$345,570,826	$408,683,513	$63,112,687
Cable and Satellite Television Services	$211,630,525	$250,135,938	$38,505,413
Televisions	$38,518,854	$45,583,661	$7,064,807
Satellite Dishes	$460,879	$545,410	$84,531
VCRs, Video Cameras, and DVD Players	$1,307,190	$1,547,597	$240,407
Miscellaneous Video Equipment	$3,438,753	$4,068,998	$630,245
Video Cassettes and DVDs	$1,825,707	$2,161,715	$336,008
Video Game Hardware/Accessories	$11,027,376	$13,052,610	$2,025,234
Video Game Software	$5,317,269	$6,296,171	$978,902
Rental/Streaming/Downloaded Video	$34,462,560	$40,802,583	$6,340,023
Installation of Televisions	$417,616	$494,395	$76,779
Audio (3)	$36,493,208	$43,201,524	$6,708,316
Rental and Repair of TV/Radio/Sound Equipment	$670,890	$792,909	$122,019
Pets	$225,492,690	$266,754,231	$41,261,541
Toys/Games/Crafts/Hobbies (4)	$42,434,600	$50,222,599	$7,787,999
Recreational Vehicles and Fees (5)	$37,143,105	$43,927,523	$6,784,418
Sports/Recreation/Exercise Equipment (6)	$79,178,371	$93,844,932	$14,666,561
Photo Equipment and Supplies (7)	$12,450,579	$14,743,861	$2,293,282
Reading (8)	$31,916,615	$37,758,223	$5,841,608
Catered Affairs (9)	$8,114,922	$9,615,044	$1,500,122
Food	$2,698,650,355	$3,193,952,117	$495,301,762
Food at Home	$1,722,346,412	$2,037,997,359	$315,650,947
Bakery and Cereal Products	$221,845,753	$262,459,361	$40,613,608
Meats, Poultry, Fish, and Eggs	$370,142,133	$437,963,473	$67,821,340
Dairy Products	$165,393,851	$195,712,629	$30,318,778
Fruits and Vegetables	$337,708,323	$399,640,561	$61,932,238
Snacks and Other Food at Home (10)	$627,256,352	$742,221,336	$114,964,984
Food Away from Home	$976,303,943	$1,155,954,758	$179,650,815
Alcoholic Beverages	$172,808,124	$204,541,730	$31,733,606

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

Historic East Village
E 4th St & E Locust St, Des Moines, Iowa, 50309
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58938
Longitude: -93.61265

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$9,675,050,319	$11,438,114,697	$1,763,064,378
Value of Retirement Plans	$36,046,580,856	$42,611,262,297	$6,564,681,441
Value of Other Financial Assets	$2,012,583,284	$2,380,262,309	$367,679,025
Vehicle Loan Amount excluding Interest	$996,470,316	$1,179,763,595	$183,293,279
Value of Credit Card Debt	$810,489,932	$958,742,989	$148,253,057
Health			
Nonprescription Drugs	$43,812,222	$51,807,659	$7,995,437
Prescription Drugs	$92,000,876	$108,669,452	$16,668,576
Eyeglasses and Contact Lenses	$28,130,528	$33,256,001	$5,125,473
Home			
Mortgage Payment and Basics (11)	$3,364,092,934	$3,980,570,959	$616,478,025
Maintenance and Remodeling Services	$981,365,234	$1,161,230,825	$179,865,591
Maintenance and Remodeling Materials (12)	$202,228,745	$239,137,317	$36,908,572
Utilities, Fuel, and Public Services	$1,475,971,349	$1,745,555,888	$269,584,539
Household Furnishings and Equipment			
Household Textiles (13)	$31,743,706	$37,572,857	$5,829,151
Furniture	$217,984,074	$258,011,134	$40,027,060
Rugs	$10,370,100	$12,271,061	$1,900,961
Major Appliances (14)	$135,732,794	$160,574,946	$24,842,152
Housewares (15)	$28,289,226	$33,492,808	$5,203,582
Small Appliances	$18,736,839	$22,183,780	$3,446,941
Luggage	$3,792,741	$4,492,768	$700,027
Telephones and Accessories	$27,219,389	$32,202,704	$4,983,315
Household Operations			
Child Care	$143,873,089	$170,496,303	$26,623,214
Lawn and Garden (16)	$165,908,864	$196,191,496	$30,282,632
Moving/Storage/Freight Express	$23,301,454	$27,597,930	$4,296,476
Housekeeping Supplies (17)	$237,632,031	$281,124,435	$43,492,404
Insurance			
Owners and Renters Insurance	$200,945,619	$237,504,797	$36,559,178
Vehicle Insurance	$562,937,937	$666,185,748	$103,247,811
Life/Other Insurance	$176,277,252	$208,442,453	$32,165,201
Health Insurance	$1,256,836,507	$1,485,995,709	$229,159,202
Personal Care Products (18)	$143,467,535	$169,798,895	$26,331,360
School Books and Supplies (19)	$35,572,340	$42,129,682	$6,557,342
Smoking Products	$107,144,247	$126,581,545	$19,437,298
Transportation			
Payments on Vehicles excluding Leases	$809,208,993	$957,617,725	$148,408,732
Gasoline and Motor Oil	$649,289,108	$768,359,262	$119,070,154
Vehicle Maintenance and Repairs	$341,873,069	$404,466,833	$62,593,764
Travel			
Airline Fares	$122,585,284	$145,211,562	$22,626,278
Lodging on Trips	$188,254,497	$222,835,478	$34,580,981
Auto/Truck Rental on Trips	$21,351,657	$25,277,232	$3,925,575
Food and Drink on Trips	$146,163,523	$173,031,742	$26,868,219

June 29, 2023

Retail Demand Outlook

Historic East Village
E 4th St & E Locust St, Des Moines, Iowa, 50309
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58938
Longitude: -93.61265

(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

Historic East Village
E 4th St & E Locust St, Des Moines, Iowa, 50309
Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58938
Longitude: -93.61265

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Rustbelt Traditions (5D)	7.5%	Population	952,609	986,796
Workday Drive (4A)	7.5%	Households	377,599	393,706
Boomburbs (1C)	7.0%	Families	234,015	242,972
Middleburg (4C)	6.6%	Median Age	37.0	37.5
In Style (5B)	5.8%	Median Household Income	$74,986	$82,320

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Apparel and Services	$799,621,516	$940,903,329	$141,281,813
Men's	$149,144,658	$175,537,648	$26,392,990
Women's	$271,054,799	$318,897,466	$47,842,667
Children's	$124,958,983	$147,082,830	$22,123,847
Footwear	$180,446,324	$212,309,980	$31,863,656
Watches & Jewelry	$58,414,047	$68,728,319	$10,314,272
Apparel Products and Services (1)	$15,602,705	$18,347,086	$2,744,381
Computer			
Computers and Hardware for Home Use	$93,881,953	$110,542,798	$16,660,845
Portable Memory	$1,701,857	$2,001,864	$300,007
Computer Software	$5,311,408	$6,252,077	$940,669
Computer Accessories	$9,226,705	$10,854,486	$1,627,781
Entertainment & Recreation	$1,403,321,698	$1,650,130,217	$246,808,519
Fees and Admissions	$258,584,792	$304,452,414	$45,867,622
Membership Fees for Clubs (2)	$101,666,391	$119,649,431	$17,983,040
Fees for Participant Sports, excl. Trips	$43,527,001	$51,250,839	$7,723,838
Tickets to Theatre/Operas/Concerts	$19,502,284	$22,940,196	$3,437,912
Tickets to Movies	$10,251,106	$12,080,816	$1,829,710
Tickets to Parks or Museums	$10,710,012	$12,613,757	$1,903,745
Admission to Sporting Events, excl. Trips	$21,894,557	$25,734,690	$3,840,133
Fees for Recreational Lessons	$50,679,570	$59,766,132	$9,086,562
Dating Services	$353,871	$416,553	$62,682
TV/Video/Audio	$497,749,906	$585,049,627	$87,299,721
Cable and Satellite Television Services	$309,521,109	$363,573,530	$54,052,421
Televisions	$54,796,579	$64,451,507	$9,654,928
Satellite Dishes	$641,067	$754,350	$113,283
VCRs, Video Cameras, and DVD Players	$1,824,577	$2,147,462	$322,885
Miscellaneous Video Equipment	$4,628,782	$5,447,986	$819,204
Video Cassettes and DVDs	$2,533,511	$2,982,398	$448,887
Video Game Hardware/Accessories	$15,662,302	$18,424,331	$2,762,029
Video Game Software	$7,508,091	$8,835,665	$1,327,574
Rental/Streaming/Downloaded Video	$48,176,562	$56,702,229	$8,525,667
Installation of Televisions	$586,125	$689,857	$103,732
Audio (3)	$50,862,964	$59,856,454	$8,993,490
Rental and Repair of TV/Radio/Sound Equipment	$1,008,236	$1,183,858	$175,622
Pets	$347,807,108	$408,559,825	$60,752,717
Toys/Games/Crafts/Hobbies (4)	$60,551,749	$71,222,430	$10,670,681
Recreational Vehicles and Fees (5)	$55,982,626	$65,763,268	$9,780,642
Sports/Recreation/Exercise Equipment (6)	$108,949,457	$128,373,429	$19,423,972
Photo Equipment and Supplies (7)	$17,311,868	$20,379,057	$3,067,189
Reading (8)	$45,387,185	$53,372,192	$7,985,007
Catered Affairs (9)	$10,997,007	$12,957,976	$1,960,969
Food	$3,802,842,495	$4,473,782,552	$670,940,057
Food at Home	$2,443,764,794	$2,874,124,063	$430,359,269
Bakery and Cereal Products	$315,629,611	$371,145,402	$55,515,791
Meats, Poultry, Fish, and Eggs	$525,040,913	$617,489,866	$92,448,953
Dairy Products	$236,271,789	$277,864,686	$41,592,897
Fruits and Vegetables	$475,748,729	$559,626,959	$83,878,230
Snacks and Other Food at Home (10)	$891,073,752	$1,047,997,150	$156,923,398
Food Away from Home	$1,359,077,701	$1,599,658,490	$240,580,789
Alcoholic Beverages	$241,608,013	$284,279,017	$42,671,004

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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Retail Demand Outlook

Historic East Village
E 4th St & E Locust St, Des Moines, Iowa, 50309
Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58938
Longitude: -93.61265

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$13,444,738,512	$15,806,729,911	$2,361,991,399
Value of Retirement Plans	$50,587,798,335	$59,462,860,031	$8,875,061,696
Value of Other Financial Assets	$2,887,869,808	$3,394,597,544	$506,727,736
Vehicle Loan Amount excluding Interest	$1,407,565,816	$1,656,334,399	$248,768,583
Value of Credit Card Debt	$1,144,848,753	$1,346,204,069	$201,355,316
Health			
Nonprescription Drugs	$64,076,660	$75,293,441	$11,216,781
Prescription Drugs	$137,744,977	$161,678,623	$23,933,646
Eyeglasses and Contact Lenses	$41,133,557	$48,326,262	$7,192,705
Home			
Mortgage Payment and Basics (11)	$4,657,544,145	$5,479,699,912	$822,155,767
Maintenance and Remodeling Services	$1,380,639,909	$1,624,088,184	$243,448,275
Maintenance and Remodeling Materials (12)	$296,012,811	$347,848,247	$51,835,436
Utilities, Fuel, and Public Services	$2,119,715,480	$2,491,659,139	$371,943,659
Household Furnishings and Equipment			
Household Textiles (13)	$44,290,916	$52,116,539	$7,825,623
Furniture	$307,541,120	$361,823,563	$54,282,443
Rugs	$14,772,167	$17,372,966	$2,600,799
Major Appliances (14)	$193,847,425	$227,945,086	$34,097,661
Housewares (15)	$39,555,195	$46,551,896	$6,996,701
Small Appliances	$26,410,484	$31,079,961	$4,669,477
Luggage	$5,198,932	$6,122,885	$923,953
Telephones and Accessories	$38,154,576	$44,881,201	$6,726,625
Household Operations			
Child Care	$195,046,479	$229,809,371	$34,762,892
Lawn and Garden (16)	$246,239,905	$289,311,936	$43,072,031
Moving/Storage/Freight Express	$32,431,238	$38,187,586	$5,756,348
Housekeeping Supplies (17)	$339,418,419	$399,096,609	$59,678,190
Insurance			
Owners and Renters Insurance	$291,686,529	$342,671,322	$50,984,793
Vehicle Insurance	$798,253,854	$938,976,588	$140,722,734
Life/Other Insurance	$251,484,799	$295,602,387	$44,117,588
Health Insurance	$1,822,711,418	$2,141,810,587	$319,099,169
Personal Care Products (18)	$200,641,748	$236,067,976	$35,426,228
School Books and Supplies (19)	$49,924,514	$58,770,436	$8,845,922
Smoking Products	$161,214,342	$189,234,784	$28,020,442
Transportation			
Payments on Vehicles excluding Leases	$1,156,060,477	$1,359,705,191	$203,644,714
Gasoline and Motor Oil	$935,040,413	$1,099,613,158	$164,572,745
Vehicle Maintenance and Repairs	$489,359,046	$575,429,352	$86,070,306
Travel			
Airline Fares	$168,251,369	$198,156,246	$29,904,877
Lodging on Trips	$263,461,856	$310,008,893	$46,547,037
Auto/Truck Rental on Trips	$29,269,561	$34,454,059	$5,184,498
Food and Drink on Trips	$205,391,678	$241,689,266	$36,297,588

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June 29, 2023

Retail Demand Outlook

Historic East Village
E 4th St & E Locust St, Des Moines, Iowa, 50309
Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
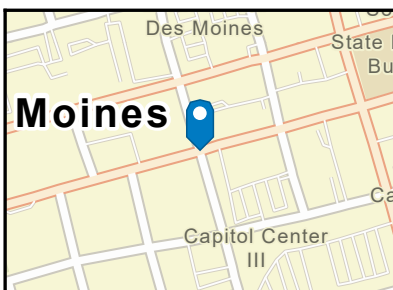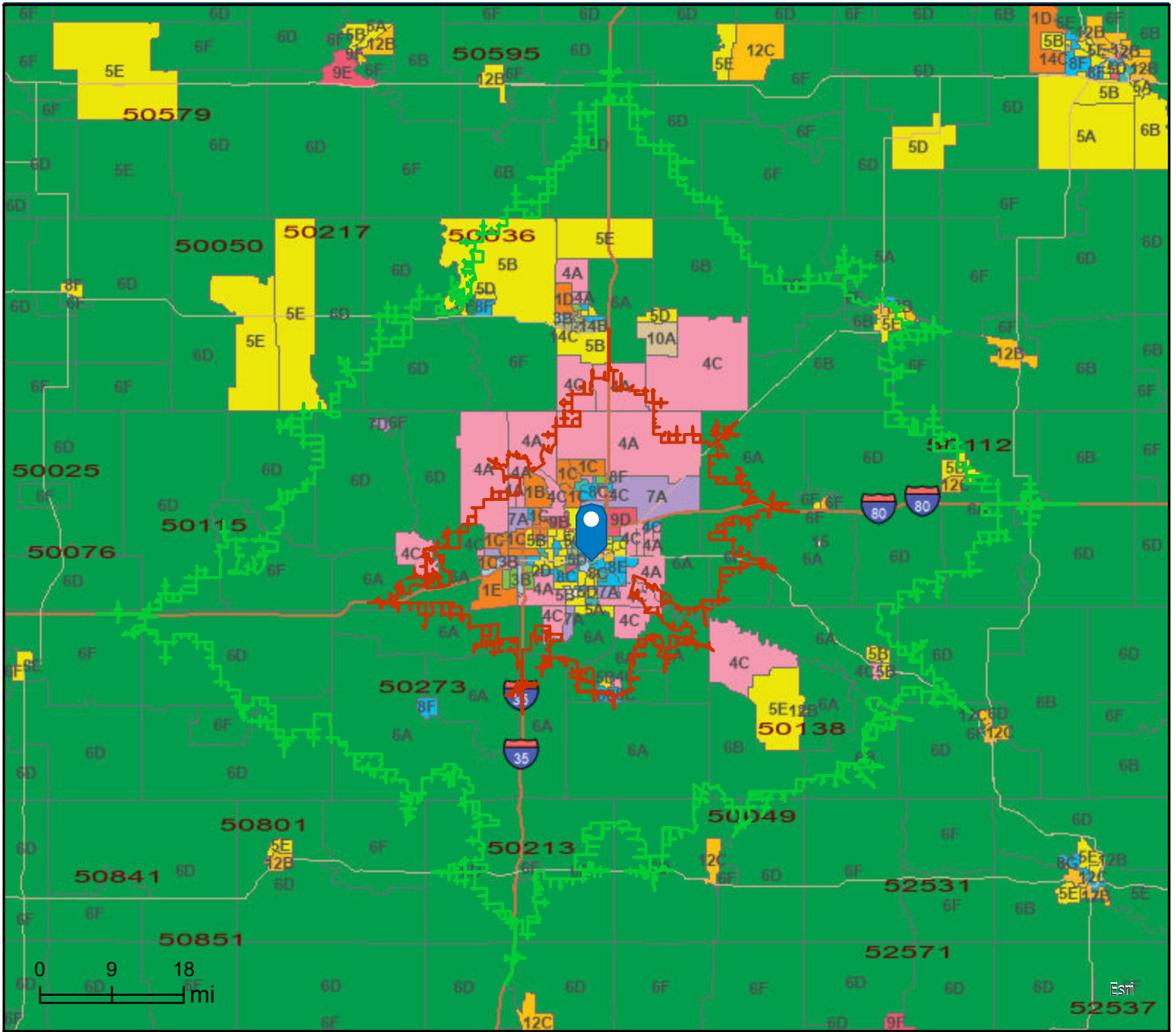Latitude: 41.58938
Longitude: -93.61265

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

June 29, 2023

Dominant Tapestry Map

Historic East Village
E 4th St & E Locust St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58938
Longitude: -93.61265

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

Source: Esri

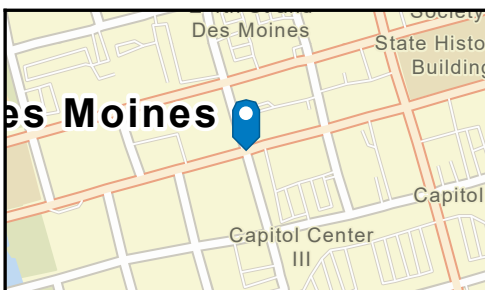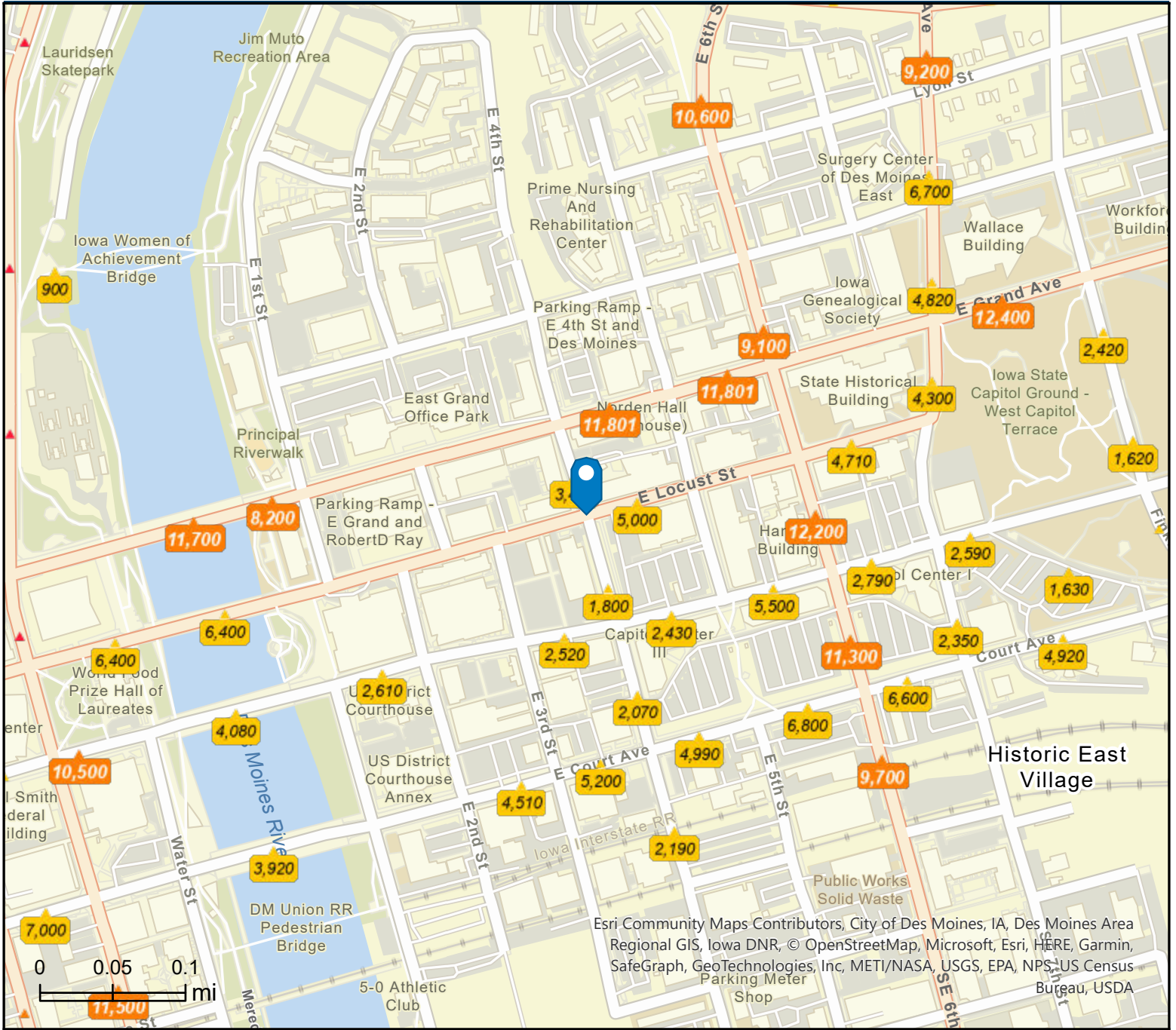June 29, 2023

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Tapestry Segmentation

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

Segment 1A (Top Tier)

Segment 1B (Professional Pride)

Segment 1C (Boomburbs)

Segment 1D (Savvy Suburbanites)

Segment 1E (Exurbanites)

Segment 2A (Urban Chic)

Segment 2B (Pleasantville)

Segment 2C (Pacific Heights)

Segment 2D (Enterprising Professionals)

Segment 3A (Laptops and Lattes)

Segment 3B (Metro Renters)

Segment 3C (Trendsetters)

Segment 4A (Workday Drive)

Segment 4B (Home Improvement)

Segment 4C (Middleburg)

Segment 5A (Comfortable Empty Nesters)

Segment 5B (In Style)

Segment 5C (Parks and Rec)

Segment 5D (Rustbelt Traditions)

Segment 5E (Midlife Constants)

Segment 6A (Green Acres)

Segment 6B (Salt of the Earth)

Segment 6C (The Great Outdoors)

Segment 6D (Prairie Living)

Segment 6E (Rural Resort Dwellers)

Segment 6F (Heartland Communities)

Segment 7A (Up and Coming Families)

Segment 7B (Urban Villages)

Segment 7C (Urban Edge Families)

Segment 7D (Forging Opportunity)

Segment 7E (Farm to Table)

Segment 7F (Southwestern Families)

Segment 8A (City Lights)

Segment 8B (Emerald City)

Segment 8C (Bright Young Professionals)

Segment 8D (Downtown Melting Pot)

Segment 8E (Front Porches)

Segment 8F (Old and Newcomers)

Segment 8G (Hometown Heritage)

Segment 9A (Silver & Gold)

Segment 9B (Golden Years)

Segment 9C (The Elders)

Segment 9D (Senior Escapes)

Segment 9E (Retirement Communities)

Segment 9F (Social Security Set)

Segment 10A (Southern Satellites)

Segment 10B (Rooted Rural)

Segment 10C (Economic BedRock)

Segment 10D (Down the Road)

Segment 10E (Rural Bypasses)

Segment 11A (City Strivers)

Segment 11B (Young and Restless)

Segment 11C (Metro Fusion)

Segment 11D (Set to Impress)

Segment 11E (City Commons)

Segment 12A (Family Foundations)

Segment 12B (Traditional Living)

Segment 12C (Small Town Sincerity)

Segment 12D (Modest Income Homes)

Segment 13A (Diverse Convergence)

Segment 13B (Family Extensions)

Segment 13C (NeWest Residents)

Segment 13D (Fresh Ambitions)

Segment 13E (High Rise Renters)

Segment 14A (Military Proximity)

Segment 14B (College Towns)

Segment 14C (Dorms to Diplomas)

Segment 15 (Unclassified)

June 29, 2023

Traffic Count Map - Close Up

Historic East Village
E 4th St & E Locust St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58938
Longitude: -93.61265

Lauridsen Skatepark
Jim Muto Recreation Area
E 6th St
9,200
Lyon St
10,600
Surgery Center of Des Moines East
6,700
E 4th St
Prime Nursing And Rehabilitation Center
Wallace Building
Workforce Building
E 2nd St
Iowa Women of Achievement Bridge
900
E 1st St
Parking Ramp - E 4th St and Des Moines
Iowa Genealogical Society
4,820
E Grand Ave
12,400
2,420
9,100
Iowa State Capitol Ground - West Capitol Terrace
11,801
State Historical Building
4,300
East Grand Office Park
Norden Hall (house)
11,801
Principal Riverwalk
4,710
1,620
3,
E Locust St
Parking Ramp - E Grand and Robert D Ray
8,200
5,000
Han Building
12,200
2,590
11,700
Capitol Center I
2,790
1,630
1,800
5,500
Court Ave
6,400
Capitol Center III
2,430
11,300
2,350
4,920
6,400
2,520
2,070
6,600
World Food Prize Hall of Laureates
4,080
U 2,610 rict Courthouse
E 3rd St
2,070
6,800
Historic East Village
10,500
US District Courthouse Annex
E Court Ave
4,990
E 5th St
9,700
5,200
Smith deral ilding
4,510
2,190
Public Works Solid Waste
Water St
Des Moines River
Iowa Interstate RR
SE 6th
7,000
3,920
DM Union RR Pedestrian Bridge
Parking Meter Shop
11,500
5-0 Athletic Club
Mere

0   0.05   0.1   mi

Esri Community Maps Contributors, City of Des Moines, IA, Des Moines Area Regional GIS, Iowa DNR, © OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA

Des Moines
State Histo Building
Capitol
Capitol Center III

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*

Des Moines

June 29, 2023

Business Summary

Historic East Village
E 4th St & E Locust St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58938
Longitude: -93.61265

Data for all businesses in area	30 minutes	60 minutes
Total Businesses:	21,788	32,515
Total Employees:	383,846	529,688
Total Residential Population:	643,296	952,609
Employee/Residential Population Ratio (per 100 Residents)	60	56

by SIC Codes	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent
Agriculture & Mining	425	2.0%	3,107	0.8%	912	2.8%	6,013	1.1%
Construction	1,363	6.3%	14,704	3.8%	2,111	6.5%	20,654	3.9%
Manufacturing	579	2.7%	22,969	6.0%	920	2.8%	35,953	6.8%
Transportation	495	2.3%	8,980	2.3%	868	2.7%	12,096	2.3%
Communication	169	0.8%	2,461	0.6%	267	0.8%	3,211	0.6%
Utility	72	0.3%	1,453	0.4%	127	0.4%	2,205	0.4%
Wholesale Trade	729	3.3%	17,132	4.5%	1,104	3.4%	24,665	4.7%
Retail Trade Summary	4,091	18.8%	72,972	19.0%	6,021	18.5%	102,184	19.3%
Home Improvement	250	1.1%	4,959	1.3%	400	1.2%	11,271	2.1%
General Merchandise Stores	166	0.8%	7,085	1.8%	255	0.8%	9,964	1.9%
Food Stores	518	2.4%	13,187	3.4%	787	2.4%	18,208	3.4%
Auto Dealers & Gas Stations	387	1.8%	8,636	2.2%	658	2.0%	11,308	2.1%
Apparel & Accessory Stores	264	1.2%	2,419	0.6%	333	1.0%	2,809	0.5%
Furniture & Home Furnishings	234	1.1%	2,369	0.6%	348	1.1%	2,970	0.6%
Eating & Drinking Places	1,348	6.2%	23,042	6.0%	1,895	5.8%	31,704	6.0%
Miscellaneous Retail	922	4.2%	11,275	2.9%	1,344	4.1%	13,951	2.6%
Finance, Insurance, Real Estate Summary	2,580	11.8%	65,380	17.0%	3,572	11.0%	74,906	14.1%
Banks, Savings & Lending Institutions	493	2.3%	8,788	2.3%	732	2.3%	10,983	2.1%
Securities Brokers	429	2.0%	15,016	3.9%	558	1.7%	15,405	2.9%
Insurance Carriers & Agents	546	2.5%	18,603	4.8%	759	2.3%	23,522	4.4%
Real Estate, Holding, Other Investment Offices	1,112	5.1%	22,973	6.0%	1,524	4.7%	24,996	4.7%
Services Summary	8,933	41.0%	148,594	38.7%	13,038	40.1%	211,286	39.9%
Hotels & Lodging	180	0.8%	4,290	1.1%	313	1.0%	6,003	1.1%
Automotive Services	523	2.4%	5,397	1.4%	818	2.5%	6,497	1.2%
Movies & Amusements	563	2.6%	8,693	2.3%	848	2.6%	11,768	2.2%
Health Services	1,695	7.8%	44,226	11.5%	2,263	7.0%	59,081	11.2%
Legal Services	537	2.5%	4,109	1.1%	693	2.1%	4,843	0.9%
Education Institutions & Libraries	493	2.3%	22,715	5.9%	886	2.7%	38,383	7.2%
Other Services	4,943	22.7%	59,164	15.4%	7,216	22.2%	84,711	16.0%
Government	736	3.4%	24,416	6.4%	1,369	4.2%	34,309	6.5%
Unclassified Establishments	1,616	7.4%	1,679	0.4%	2,207	6.8%	2,206	0.4%
Totals	21,788	100.0%	383,846	100.0%	32,515	100.0%	529,688	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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Historic East Village
E 4th St & E Locust St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58938
Longitude: -93.61265

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	120	0.6%	980	0.3%	398	1.2%	2,599	0.5%
Mining	10	0.0%	65	0.0%	21	0.1%	220	0.0%
Utilities	23	0.1%	478	0.1%	45	0.1%	802	0.2%
Construction	1,490	6.8%	16,399	4.3%	2,276	7.0%	22,606	4.3%
Manufacturing	611	2.8%	18,416	4.8%	975	3.0%	31,108	5.9%
Wholesale Trade	723	3.3%	17,054	4.4%	1,095	3.4%	24,530	4.6%
Retail Trade	2,630	12.1%	49,041	12.8%	3,951	12.2%	69,235	13.1%
Motor Vehicle & Parts Dealers	358	1.6%	8,295	2.2%	581	1.8%	10,354	2.0%
Furniture & Home Furnishings Stores	110	0.5%	1,128	0.3%	160	0.5%	1,429	0.3%
Electronics & Appliance Stores	69	0.3%	904	0.2%	105	0.3%	1,118	0.2%
Building Material & Garden Equipment & Supplies Dealers	246	1.1%	4,950	1.3%	395	1.2%	11,261	2.1%
Food & Beverage Stores	486	2.2%	13,770	3.6%	729	2.2%	18,606	3.5%
Health & Personal Care Stores	306	1.4%	3,729	1.0%	429	1.3%	4,763	0.9%
Gasoline Stations & Fuel Dealers	34	0.2%	365	0.1%	87	0.3%	1,012	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%	5,095	1.3%	668	2.1%	6,357	1.2%
General Merchandise Stores	282	1.3%	8,094	2.1%	407	1.3%	11,180	2.1%
Transportation & Warehousing	399	1.8%	8,086	2.1%	705	2.2%	10,966	2.1%
Information	444	2.0%	10,670	2.8%	701	2.2%	13,220	2.5%
Finance & Insurance	1,512	6.9%	42,894	11.2%	2,087	6.4%	50,386	9.5%
Central Bank/Credit Intermediation & Related Activities	486	2.2%	8,569	2.2%	718	2.2%	10,749	2.0%
Securities & Commodity Contracts	469	2.2%	15,330	4.0%	599	1.8%	15,722	3.0%
Funds, Trusts & Other Financial Vehicles	557	2.6%	18,996	4.9%	770	2.4%	23,915	4.5%
Real Estate, Rental & Leasing	1,119	5.1%	10,689	2.8%	1,549	4.8%	12,665	2.4%
Professional, Scientific & Tech Services	2,065	9.5%	25,120	6.5%	2,818	8.7%	33,981	6.4%
Legal Services	563	2.6%	4,346	1.1%	738	2.3%	5,149	1.0%
Management of Companies & Enterprises	80	0.4%	13,775	3.6%	108	0.3%	13,933	2.6%
Administrative, Support & Waste Management Services	704	3.2%	10,134	2.6%	972	3.0%	15,321	2.9%
Educational Services	576	2.6%	22,667	5.9%	953	2.9%	37,927	7.2%
Health Care & Social Assistance	2,269	10.4%	57,119	14.9%	3,141	9.7%	77,899	14.7%
Arts, Entertainment & Recreation	494	2.3%	8,534	2.2%	805	2.5%	11,765	2.2%
Accommodation & Food Services	1,564	7.2%	27,617	7.2%	2,251	6.9%	38,047	7.2%
Accommodation	180	0.8%	4,290	1.1%	313	1.0%	6,003	1.1%
Food Services & Drinking Places	1,384	6.4%	23,327	6.1%	1,938	6.0%	32,044	6.0%
Other Services (except Public Administration)	2,604	12.0%	17,987	4.7%	4,095	12.6%	25,952	4.9%
Automotive Repair & Maintenance	410	1.9%	3,050	0.8%	668	2.1%	3,985	0.8%
Public Administration	736	3.4%	24,451	6.4%	1,364	4.2%	34,327	6.5%
Unclassified Establishments	1,614	7.4%	1,672	0.4%	2,205	6.8%	2,199	0.4%
Total	21,788	100.0%	383,846	100.0%	32,515	100.0%	529,688	100.0%

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