



Executive Summary

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
Longitude: -93.62868

	30 minutes	60 minutes
Population		
2010 Population	508,414	787,038
2020 Population	604,449	900,597
2022 Population	626,690	925,794
2027 Population	655,924	960,671
2010-2020 Annual Rate	1.75%	1.36%
2020-2022 Annual Rate	1.62%	1.23%
2022-2027 Annual Rate	0.92%	0.74%
2022 Male Population	49.2%	49.6%
2022 Female Population	50.8%	50.4%
2022 Median Age	36.7	36.8

In the identified area, the current year population is 925,794. In 2020, the Census count in the area was 900,597. The rate of change since 2020 was 1.23% annually. The five-year projection for the population in the area is 960,671 representing a change of 0.74% annually from 2022 to 2027. Currently, the population is 49.6% male and 50.4% female.

Median Age

The median age in this area is 36.8, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	77.5%	80.5%
2022 Black Alone	6.3%	4.9%
2022 American Indian/Alaska Native Alone	0.4%	0.4%
2022 Asian Alone	5.0%	4.2%
2022 Pacific Islander Alone	0.1%	0.1%
2022 Other Race	3.4%	3.2%
2022 Two or More Races	7.3%	6.8%
2022 Hispanic Origin (Any Race)	8.8%	8.0%

Persons of Hispanic origin represent 8.0% of the population in the identified area compared to 19.0% 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 43.9 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	93	89
2010 Households	199,364	308,472
2020 Households	239,559	355,711
2022 Households	248,604	366,250
2027 Households	260,551	380,921
2010-2020 Annual Rate	1.85%	1.44%
2020-2022 Annual Rate	1.66%	1.31%
2022-2027 Annual Rate	0.94%	0.79%
2022 Average Household Size	2.48	2.45

The household count in this area has changed from 355,711 in 2020 to 366,250 in the current year, a change of 1.31% annually. The five-year projection of households is 380,921, a change of 0.79% annually from the current year total. Average household size is currently 2.45, compared to 2.45 in the year 2020. The number of families in the current year is 231,025 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.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.

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Mortgage Income		
2022 Percent of Income for Mortgage	16.9%	16.9%
Median Household Income		
2022 Median Household Income	\$75,853	\$72,535
2027 Median Household Income	\$86,052	\$82,228
2022-2027 Annual Rate	2.56%	2.54%
Average Household Income		
2022 Average Household Income	\$102,976	\$98,436
2027 Average Household Income	\$117,075	\$112,019
2022-2027 Annual Rate	2.60%	2.62%
Per Capita Income		
2022 Per Capita Income	\$40,981	\$39,108
2027 Per Capita Income	\$46,633	\$44,577
2022-2027 Annual Rate	2.62%	2.65%

Households by Income

Current median household income is \$72,535 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$82,228 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$98,436 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$112,019 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$39,108 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$44,577 in five years, compared to \$47,064 for all U.S. households

Housing		
2022 Housing Affordability Index	122	124
2010 Total Housing Units	213,415	331,488
2010 Owner Occupied Housing Units	140,787	215,716
2010 Renter Occupied Housing Units	58,578	92,756
2010 Vacant Housing Units	14,051	23,016
2020 Total Housing Units	255,861	381,434
2020 Vacant Housing Units	16,302	25,723
2022 Total Housing Units	266,944	394,768
2022 Owner Occupied Housing Units	169,625	250,605
2022 Renter Occupied Housing Units	78,979	115,645
2022 Vacant Housing Units	18,340	28,518
2027 Total Housing Units	282,631	413,924
2027 Owner Occupied Housing Units	181,002	265,156
2027 Renter Occupied Housing Units	79,549	115,765
2027 Vacant Housing Units	22,080	33,003

Currently, 63.5% of the 394,768 housing units in the area are owner occupied; 29.3%, renter occupied; and 7.2% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 381,434 housing units in the area and 6.7% vacant housing units. The annual rate of change in housing units since 2020 is 1.54%. Median home value in the area is \$232,938, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 3.65% annually to \$278,673.

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.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.

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Population Summary		
2010 Total Population	508,414	787,038
2020 Total Population	604,449	900,597
2020 Group Quarters	10,881	29,516
2022 Total Population	626,690	925,794
2022 Group Quarters	10,882	29,516
2027 Total Population	655,924	960,671
2022-2027 Annual Rate	0.92%	0.74%
2022 Total Daytime Population	654,162	937,002
Workers	368,702	506,669
Residents	285,460	430,333
Household Summary		
2010 Households	199,364	308,472
2010 Average Household Size	2.49	2.47
2020 Total Households	239,559	355,711
2020 Average Household Size	2.48	2.45
2022 Households	248,604	366,250
2022 Average Household Size	2.48	2.45
2027 Households	260,551	380,921
2027 Average Household Size	2.48	2.44
2022-2027 Annual Rate	0.94%	0.79%
2010 Families	129,070	198,428
2010 Average Family Size	3.08	3.03
2022 Families	158,019	231,025
2022 Average Family Size	3.07	3.02
2027 Families	165,288	239,780
2027 Average Family Size	3.06	3.01
2022-2027 Annual Rate	0.90%	0.75%
Housing Unit Summary		
2000 Housing Units	175,526	281,679
Owner Occupied Housing Units	66.6%	66.6%
Renter Occupied Housing Units	28.7%	28.5%
Vacant Housing Units	4.7%	5.0%
2010 Housing Units	213,415	331,488
Owner Occupied Housing Units	66.0%	65.1%
Renter Occupied Housing Units	27.4%	28.0%
Vacant Housing Units	6.6%	6.9%
2020 Housing Units	255,861	381,434
Vacant Housing Units	6.4%	6.7%
2022 Housing Units	266,944	394,768
Owner Occupied Housing Units	63.5%	63.5%
Renter Occupied Housing Units	29.6%	29.3%
Vacant Housing Units	6.9%	7.2%
2027 Housing Units	282,631	413,924
Owner Occupied Housing Units	64.0%	64.1%
Renter Occupied Housing Units	28.1%	28.0%
Vacant Housing Units	7.8%	8.0%
Median Household Income		
2022	\$75,853	\$72,535
2027	\$86,052	\$82,228
Median Home Value		
2022	\$243,925	\$232,938
2027	\$288,682	\$278,673
Per Capita Income		
2022	\$40,981	\$39,108
2027	\$46,633	\$44,577
Median Age		
2010	34.6	34.9
2022	36.7	36.8
2027	37.1	37.2

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income		
Household Income Base	248,604	366,250
<\$15,000	5.6%	6.5%
\$15,000 - \$24,999	5.3%	5.8%
\$25,000 - \$34,999	7.5%	7.5%
\$35,000 - \$49,999	12.1%	12.4%
\$50,000 - \$74,999	18.9%	19.0%
\$75,000 - \$99,999	13.8%	13.9%
\$100,000 - \$149,999	19.1%	19.0%
\$150,000 - \$199,999	9.6%	8.6%
\$200,000+	8.2%	7.2%
Average Household Income	\$102,976	\$98,436
2027 Households by Income		
Household Income Base	260,551	380,921
<\$15,000	4.5%	5.3%
\$15,000 - \$24,999	4.0%	4.4%
\$25,000 - \$34,999	6.5%	6.5%
\$35,000 - \$49,999	10.8%	11.1%
\$50,000 - \$74,999	17.6%	18.0%
\$75,000 - \$99,999	13.0%	13.5%
\$100,000 - \$149,999	22.3%	22.1%
\$150,000 - \$199,999	11.8%	10.6%
\$200,000+	9.6%	8.5%
Average Household Income	\$117,075	\$112,019
2022 Owner Occupied Housing Units by Value		
Total	169,618	250,575
<\$50,000	2.3%	3.4%
\$50,000 - \$99,999	4.1%	6.4%
\$100,000 - \$149,999	12.4%	13.4%
\$150,000 - \$199,999	15.9%	16.4%
\$200,000 - \$249,999	17.3%	15.8%
\$250,000 - \$299,999	15.2%	13.9%
\$300,000 - \$399,999	15.7%	14.9%
\$400,000 - \$499,999	9.2%	8.4%
\$500,000 - \$749,999	5.5%	5.1%
\$750,000 - \$999,999	1.6%	1.5%
\$1,000,000 - \$1,499,999	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.2%	0.2%
\$2,000,000 +	0.3%	0.3%
Average Home Value	\$284,232	\$273,410
2027 Owner Occupied Housing Units by Value		
Total	180,994	265,122
<\$50,000	1.3%	2.2%
\$50,000 - \$99,999	2.2%	4.1%
\$100,000 - \$149,999	7.2%	8.5%
\$150,000 - \$199,999	11.8%	12.6%
\$200,000 - \$249,999	15.5%	14.4%
\$250,000 - \$299,999	15.5%	14.4%
\$300,000 - \$399,999	20.4%	19.5%
\$400,000 - \$499,999	14.5%	13.2%
\$500,000 - \$749,999	8.5%	8.0%
\$750,000 - \$999,999	2.1%	2.0%
\$1,000,000 - \$1,499,999	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.2%	0.3%
\$2,000,000 +	0.7%	0.6%
Average Home Value	\$337,374	\$326,377

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

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2010 Population by Age		
Total	508,412	787,037
0 - 4	7.7%	7.1%
5 - 9	7.3%	6.9%
10 - 14	7.0%	6.7%
15 - 24	12.9%	15.0%
25 - 34	15.6%	14.4%
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%
2022 Population by Age		
Total	626,690	925,794
0 - 4	6.8%	6.4%
5 - 9	7.1%	6.6%
10 - 14	7.1%	6.6%
15 - 24	12.5%	14.5%
25 - 34	13.8%	13.4%
35 - 44	14.9%	13.7%
45 - 54	12.1%	11.6%
55 - 64	11.5%	11.8%
65 - 74	8.5%	9.0%
75 - 84	4.2%	4.6%
85 +	1.7%	1.9%
18 +	75.2%	76.7%
2027 Population by Age		
Total	655,926	960,669
0 - 4	6.9%	6.4%
5 - 9	6.9%	6.5%
10 - 14	6.9%	6.5%
15 - 24	12.5%	14.2%
25 - 34	13.8%	13.3%
35 - 44	14.8%	13.7%
45 - 54	11.9%	11.4%
55 - 64	10.5%	10.8%
65 - 74	8.9%	9.6%
75 - 84	5.1%	5.5%
85 +	1.8%	2.0%
18 +	75.4%	76.8%
2010 Population by Sex		
Males	248,777	389,588
Females	259,636	397,450
2022 Population by Sex		
Males	308,098	458,835
Females	318,592	466,959
2027 Population by Sex		
Males	322,429	476,105
Females	333,495	484,566

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2010 Population by Race/Ethnicity		
Total	508,413	787,038
White Alone	86.2%	88.7%
Black Alone	5.3%	3.9%
American Indian Alone	0.3%	0.3%
Asian Alone	3.3%	3.0%
Pacific Islander Alone	0.1%	0.0%
Some Other Race Alone	2.6%	2.2%
Two or More Races	2.3%	1.9%
Hispanic Origin	6.8%	5.9%
Diversity Index	34.6	29.8
2020 Population by Race/Ethnicity		
Total	604,449	900,597
White Alone	77.9%	80.9%
Black Alone	6.3%	4.9%
American Indian Alone	0.4%	0.4%
Asian Alone	4.9%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.4%	3.1%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.7%	7.8%
Diversity Index	48.0	43.1
2022 Population by Race/Ethnicity		
Total	626,690	925,794
White Alone	77.5%	80.5%
Black Alone	6.3%	4.9%
American Indian Alone	0.4%	0.4%
Asian Alone	5.0%	4.2%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.4%	3.2%
Two or More Races	7.3%	6.8%
Hispanic Origin	8.8%	8.0%
Diversity Index	48.5	43.9
2027 Population by Race/Ethnicity		
Total	655,924	960,671
White Alone	76.4%	79.4%
Black Alone	6.5%	5.0%
American Indian Alone	0.4%	0.4%
Asian Alone	5.2%	4.4%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.6%	3.4%
Two or More Races	7.8%	7.3%
Hispanic Origin	9.0%	8.2%
Diversity Index	50.0	45.5
2010 Population by Relationship and Household Type		
Total	508,414	787,037
In Households	97.8%	96.6%
In Family Households	80.2%	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	17.6%	18.3%
In Group Quarters	2.2%	3.4%
Institutionalized Population	1.0%	1.2%
Noninstitutionalized Population	1.2%	2.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2022 Population 25+ by Educational Attainment		
Total	416,800	611,014
Less than 9th Grade	2.3%	2.2%
9th - 12th Grade, No Diploma	3.7%	3.6%
High School Graduate	20.0%	21.9%
GED/Alternative Credential	3.3%	3.4%
Some College, No Degree	17.5%	17.7%
Associate Degree	11.3%	11.7%
Bachelor's Degree	29.2%	27.1%
Graduate/Professional Degree	12.7%	12.4%
2022 Population 15+ by Marital Status		
Total	495,426	744,935
Never Married	31.9%	32.4%
Married	52.4%	52.3%
Widowed	4.5%	4.7%
Divorced	11.3%	10.6%
2022 Civilian Population 16+ in Labor Force		
Civilian Population 16+	355,699	514,330
Population 16+ Employed	97.0%	97.1%
Population 16+ Unemployment rate	3.0%	2.9%
Population 16-24 Employed	14.4%	15.8%
Population 16-24 Unemployment rate	7.9%	7.3%
Population 25-54 Employed	65.4%	62.8%
Population 25-54 Unemployment rate	2.2%	2.1%
Population 55-64 Employed	14.6%	15.4%
Population 55-64 Unemployment rate	1.8%	1.7%
Population 65+ Employed	5.6%	6.0%
Population 65+ Unemployment rate	1.7%	1.3%
2022 Employed Population 16+ by Industry		
Total	345,189	499,652
Agriculture/Mining	1.1%	1.7%
Construction	6.4%	6.5%
Manufacturing	8.4%	10.1%
Wholesale Trade	2.5%	2.4%
Retail Trade	11.1%	10.9%
Transportation/Utilities	4.9%	5.1%
Information	1.7%	1.7%
Finance/Insurance/Real Estate	16.5%	13.5%
Services	43.3%	44.1%
Public Administration	4.0%	3.9%
2022 Employed Population 16+ by Occupation		
Total	345,191	499,651
White Collar	67.8%	65.2%
Management/Business/Financial	22.0%	20.3%
Professional	24.7%	24.7%
Sales	9.5%	8.8%
Administrative Support	11.7%	11.5%
Services	13.4%	13.7%
Blue Collar	18.8%	21.1%
Farming/Forestry/Fishing	0.4%	0.6%
Construction/Extraction	4.5%	4.5%
Installation/Maintenance/Repair	2.7%	2.9%
Production	4.8%	5.8%
Transportation/Material Moving	6.5%	7.3%

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2010 Households by Type		
Total	199,364	308,472
Households with 1 Person	27.5%	27.4%
Households with 2+ People	72.5%	72.6%
Family Households	64.7%	64.3%
Husband-wife Families	49.8%	50.7%
With Related Children	23.9%	22.9%
Other Family (No Spouse Present)	14.9%	13.7%
Other Family with Male Householder	4.2%	4.0%
With Related Children	2.7%	2.5%
Other Family with Female Householder	10.7%	9.6%
With Related Children	7.5%	6.8%
Nonfamily Households	7.8%	8.3%
All Households with Children	34.5%	32.7%
Multigenerational Households	2.5%	2.2%
Unmarried Partner Households	7.3%	6.9%
Male-female	6.6%	6.2%
Same-sex	0.7%	0.6%
2010 Households by Size		
Total	199,363	308,474
1 Person Household	27.5%	27.4%
2 Person Household	33.8%	35.1%
3 Person Household	15.5%	15.1%
4 Person Household	13.8%	13.3%
5 Person Household	6.2%	5.9%
6 Person Household	2.1%	2.0%
7 + Person Household	1.2%	1.1%
2010 Households by Tenure and Mortgage Status		
Total	199,365	308,472
Owner Occupied	70.6%	69.9%
Owned with a Mortgage/Loan	54.9%	51.6%
Owned Free and Clear	15.8%	18.3%
Renter Occupied	29.4%	30.1%
2022 Affordability, Mortgage and Wealth		
Housing Affordability Index	122	124
Percent of Income for Mortgage	16.9%	16.9%
Wealth Index	93	89
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	213,415	331,488
Housing Units Inside Urbanized Area	89.4%	65.0%
Housing Units Inside Urbanized Cluster	3.5%	16.2%
Rural Housing Units	7.1%	18.9%
2010 Population By Urban/ Rural Status		
Total Population	508,414	787,038
Population Inside Urbanized Area	88.5%	64.9%
Population Inside Urbanized Cluster	3.8%	15.8%
Rural Population	7.7%	19.4%

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments		
1.	Boomburbs (1C)	Rustbelt Traditions (5D)
2.	Rustbelt Traditions (5D)	Workday Drive (4A)
3.	Workday Drive (4A)	Boomburbs (1C)
2022 Consumer Spending		
Apparel & Services: Total \$	\$594,139,715	\$834,573,564
Average Spent	\$2,389.90	\$2,278.70
Spending Potential Index	99	95
Education: Total \$	\$463,932,348	\$644,283,910
Average Spent	\$1,866.15	\$1,759.14
Spending Potential Index	95	90
Entertainment/Recreation: Total \$	\$890,018,734	\$1,283,272,325
Average Spent	\$3,580.07	\$3,503.82
Spending Potential Index	98	95
Food at Home: Total \$	\$1,486,684,538	\$2,128,101,018
Average Spent	\$5,980.13	\$5,810.51
Spending Potential Index	97	94
Food Away from Home: Total \$	\$1,058,656,043	\$1,485,960,881
Average Spent	\$4,258.40	\$4,057.23
Spending Potential Index	99	94
Health Care: Total \$	\$1,707,881,734	\$2,485,057,855
Average Spent	\$6,869.89	\$6,785.14
Spending Potential Index	97	96
HH Furnishings & Equipment: Total \$	\$631,602,942	\$888,673,223
Average Spent	\$2,540.60	\$2,426.41
Spending Potential Index	99	95
Personal Care Products & Services: Total \$	\$251,153,484	\$354,127,334
Average Spent	\$1,010.26	\$966.90
Spending Potential Index	99	95
Shelter: Total \$	\$5,553,749,901	\$7,747,016,423
Average Spent	\$22,339.74	\$21,152.26
Spending Potential Index	98	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$670,388,312	\$956,543,239
Average Spent	\$2,696.61	\$2,611.72
Spending Potential Index	99	96
Travel: Total \$	\$704,829,013	\$984,750,202
Average Spent	\$2,835.15	\$2,688.74
Spending Potential Index	99	94
Vehicle Maintenance & Repairs: Total \$	\$310,397,798	\$446,022,944
Average Spent	\$1,248.56	\$1,217.81
Spending Potential Index	99	97

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 21, 2022



Retail Demand Outlook

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive Time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
Longitude: -93.62868

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Boomburbs (1C)	10.2%	Population	626,690	655,924
Rustbelt Traditions (5D)	9.0%	Households	248,604	260,551
Workday Drive (4A)	8.7%	Families	158,019	165,288
Up and Coming Families (7A)	6.3%	Median Age	36.7	37.1
Middleburg (4C)	6.0%	Median Household Income	\$75,853	\$86,052
		2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$594,139,715	\$707,749,543	\$113,609,828
Men's		\$114,291,836	\$136,161,619	\$21,869,783
Women's		\$205,919,864	\$245,247,506	\$39,327,642
Children's		\$90,139,729	\$107,504,102	\$17,364,373
Footwear		\$139,597,879	\$166,210,102	\$26,612,223
Watches & Jewelry		\$35,275,858	\$42,021,136	\$6,745,278
Apparel Products and Services (1)		\$14,028,985	\$16,699,655	\$2,670,670
Computer				
Computers and Hardware for Home Use		\$46,962,255	\$55,977,068	\$9,014,813
Portable Memory		\$1,218,756	\$1,451,825	\$233,069
Computer Software		\$2,691,446	\$3,204,463	\$513,017
Computer Accessories		\$5,270,180	\$6,277,075	\$1,006,895
Entertainment & Recreation		\$890,018,734	\$1,060,192,709	\$170,173,975
Fees and Admissions		\$209,950,546	\$250,341,959	\$40,391,413
Membership Fees for Clubs (2)		\$70,065,642	\$83,495,828	\$13,430,186
Fees for Participant Sports, excl. Trips		\$33,797,767	\$40,316,975	\$6,519,208
Tickets to Theatre/Operas/Concerts		\$22,163,938	\$26,393,089	\$4,229,151
Tickets to Movies		\$16,386,777	\$19,547,163	\$3,160,386
Tickets to Parks or Museums		\$9,653,766	\$11,518,059	\$1,864,293
Admission to Sporting Events, excl. Trips		\$18,387,635	\$21,924,035	\$3,536,400
Fees for Recreational Lessons		\$39,186,353	\$46,780,275	\$7,593,922
Dating Services		\$308,670	\$366,535	\$57,865
TV/Video/Audio		\$322,027,488	\$383,392,174	\$61,364,686
Cable and Satellite Television Services		\$214,285,261	\$255,014,355	\$40,729,094
Televisions		\$32,921,428	\$39,229,600	\$6,308,172
Satellite Dishes		\$488,535	\$581,973	\$93,438
VCRs, Video Cameras, and DVD Players		\$1,431,142	\$1,704,298	\$273,156
Miscellaneous Video Equipment		\$4,217,140	\$5,021,534	\$804,394
Video Cassettes and DVDs		\$2,286,603	\$2,724,073	\$437,470
Video Game Hardware/Accessories		\$8,473,737	\$10,089,380	\$1,615,643
Video Game Software		\$4,808,337	\$5,723,242	\$914,905
Rental/Streaming/Downloaded Video		\$21,255,731	\$25,325,869	\$4,070,138
Installation of Televisions		\$197,442	\$235,666	\$38,224
Audio (3)		\$30,945,832	\$36,891,706	\$5,945,874
Rental and Repair of TV/Radio/Sound Equipment		\$716,299	\$850,477	\$134,178
Pets		\$193,646,142	\$230,570,172	\$36,924,030
Toys/Games/Crafts/Hobbies (4)		\$33,821,466	\$40,301,303	\$6,479,837
Recreational Vehicles and Fees (5)		\$29,692,927	\$35,381,738	\$5,688,811
Sports/Recreation/Exercise Equipment (6)		\$51,382,980	\$61,272,099	\$9,889,119
Photo Equipment and Supplies (7)		\$13,655,940	\$16,277,720	\$2,621,780
Reading (8)		\$28,109,577	\$33,451,089	\$5,341,512
Catered Affairs (9)		\$7,801,840	\$9,287,858	\$1,486,018
Food		\$2,545,340,581	\$3,031,839,691	\$486,499,110
Food at Home		\$1,486,684,538	\$1,770,485,759	\$283,801,221
Bakery and Cereal Products		\$189,589,667	\$225,777,175	\$36,187,508
Meats, Poultry, Fish, and Eggs		\$319,165,498	\$380,034,437	\$60,868,939
Dairy Products		\$148,097,688	\$176,371,411	\$28,273,723
Fruits and Vegetables		\$287,570,750	\$342,488,372	\$54,917,622
Snacks and Other Food at Home (10)		\$542,260,935	\$645,814,364	\$103,553,429
Food Away from Home		\$1,058,656,043	\$1,261,353,932	\$202,697,889
Alcoholic Beverages		\$173,088,678	\$206,122,607	\$33,033,929

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

July 21, 2022



Retail Demand Outlook

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive Time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
Longitude: -93.62868

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$7,718,396,058	\$9,196,408,934	\$1,478,012,876
Value of Retirement Plans	\$27,843,664,161	\$33,171,967,928	\$5,328,303,767
Value of Other Financial Assets	\$2,244,029,813	\$2,668,373,965	\$424,344,152
Vehicle Loan Amount excluding Interest	\$838,397,426	\$999,151,709	\$160,754,283
Value of Credit Card Debt	\$769,486,982	\$916,388,246	\$146,901,264
Health			
Nonprescription Drugs	\$41,472,647	\$49,359,303	\$7,886,656
Prescription Drugs	\$89,085,848	\$105,995,639	\$16,909,791
Eyeglasses and Contact Lenses	\$26,490,826	\$31,544,483	\$5,053,657
Home			
Mortgage Payment and Basics (11)	\$2,959,162,607	\$3,530,218,230	\$571,055,623
Maintenance and Remodeling Services	\$774,243,249	\$923,448,289	\$149,205,040
Maintenance and Remodeling Materials (12)	\$165,506,599	\$197,420,951	\$31,914,352
Utilities, Fuel, and Public Services	\$1,362,568,415	\$1,622,487,098	\$259,918,683
Household Furnishings and Equipment			
Household Textiles (13)	\$28,221,997	\$33,622,237	\$5,400,240
Furniture	\$180,251,332	\$214,784,407	\$34,533,075
Rugs	\$8,676,613	\$10,340,399	\$1,663,786
Major Appliances (14)	\$105,506,656	\$125,782,571	\$20,275,915
Housewares (15)	\$24,547,387	\$29,244,994	\$4,697,607
Small Appliances	\$14,739,442	\$17,553,550	\$2,814,108
Luggage	\$4,814,649	\$5,739,086	\$924,437
Telephones and Accessories	\$27,721,296	\$32,991,607	\$5,270,311
Household Operations			
Child Care	\$158,182,812	\$188,797,516	\$30,614,704
Lawn and Garden (16)	\$133,539,894	\$159,122,093	\$25,582,199
Moving/Storage/Freight Express	\$20,262,908	\$24,147,227	\$3,884,319
Housekeeping Supplies (17)	\$213,322,697	\$254,088,886	\$40,766,189
Insurance			
Owners and Renters Insurance	\$171,341,320	\$204,182,657	\$32,841,337
Vehicle Insurance	\$519,964,293	\$619,416,252	\$99,451,959
Life/Other Insurance	\$164,693,632	\$196,219,056	\$31,525,424
Health Insurance	\$1,127,234,223	\$1,342,264,464	\$215,030,241
Personal Care Products (18)	\$138,714,623	\$165,237,658	\$26,523,035
School Books and Supplies (19)	\$36,775,723	\$43,823,438	\$7,047,715
Smoking Products	\$102,115,468	\$121,331,838	\$19,216,370
Transportation			
Payments on Vehicles excluding Leases	\$744,976,502	\$888,074,876	\$143,098,374
Gasoline and Motor Oil	\$664,622,472	\$791,761,436	\$127,138,964
Vehicle Maintenance and Repairs	\$310,397,798	\$369,712,633	\$59,314,835
Travel			
Airline Fares	\$175,533,190	\$209,268,365	\$33,735,175
Lodging on Trips	\$196,898,466	\$234,684,403	\$37,785,937
Auto/Truck Rental on Trips	\$15,521,325	\$18,506,111	\$2,984,786
Food and Drink on Trips	\$166,150,978	\$198,009,303	\$31,858,325

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

July 21, 2022



Retail Demand Outlook

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive Time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
Longitude: -93.62868

- (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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive Time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
Longitude: -93.62868

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Rustbelt Traditions (5D)	7.7%	Population	925,794	960,671
Workday Drive (4A)	7.6%	Households	366,250	380,921
Boomburbs (1C)	6.9%	Families	231,025	239,780
Middleburg (4C)	6.5%	Median Age	36.8	37.2
In Style (5B)	5.8%	Median Household Income	\$72,535	\$82,228
		2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$834,573,564	\$987,579,949	\$153,006,385
Men's		\$159,126,142	\$188,351,657	\$29,225,515
Women's		\$291,604,076	\$344,962,469	\$53,358,393
Children's		\$125,537,719	\$148,706,798	\$23,169,079
Footwear		\$195,505,660	\$231,276,351	\$35,770,691
Watches & Jewelry		\$50,780,087	\$60,057,361	\$9,277,274
Apparel Products and Services (1)		\$19,428,023	\$22,986,686	\$3,558,663
Computer				
Computers and Hardware for Home Use		\$65,680,542	\$77,763,330	\$12,082,788
Portable Memory		\$1,731,139	\$2,047,838	\$316,699
Computer Software		\$3,766,053	\$4,454,634	\$688,581
Computer Accessories		\$7,439,273	\$8,801,876	\$1,362,603
Entertainment & Recreation		\$1,283,272,325	\$1,517,740,744	\$234,468,419
Fees and Admissions		\$287,054,256	\$340,198,347	\$53,144,091
Membership Fees for Clubs (2)		\$96,745,613	\$114,585,496	\$17,839,883
Fees for Participant Sports, excl. Trips		\$45,683,169	\$54,173,612	\$8,490,443
Tickets to Theatre/Operas/Concerts		\$30,631,502	\$36,256,067	\$5,624,565
Tickets to Movies		\$22,189,620	\$26,307,570	\$4,117,950
Tickets to Parks or Museums		\$13,334,931	\$15,805,236	\$2,470,305
Admission to Sporting Events, excl. Trips		\$25,445,540	\$30,148,571	\$4,703,031
Fees for Recreational Lessons		\$52,598,984	\$62,420,075	\$9,821,091
Dating Services		\$424,895	\$501,720	\$76,825
TV/Video/Audio		\$464,396,100	\$548,989,621	\$84,593,521
Cable and Satellite Television Services		\$313,225,836	\$370,074,276	\$56,848,440
Televisions		\$45,751,818	\$54,164,804	\$8,412,986
Satellite Dishes		\$698,641	\$826,589	\$127,948
VCRs, Video Cameras, and DVD Players		\$2,036,351	\$2,408,319	\$371,968
Miscellaneous Video Equipment		\$6,137,839	\$7,255,856	\$1,118,017
Video Cassettes and DVDs		\$3,204,152	\$3,791,847	\$587,695
Video Game Hardware/Accessories		\$12,431,239	\$14,687,972	\$2,256,733
Video Game Software		\$6,865,066	\$8,114,508	\$1,249,442
Rental/Streaming/Downloaded Video		\$29,882,373	\$35,364,897	\$5,482,524
Installation of Televisions		\$254,790	\$302,682	\$47,892
Audio (3)		\$42,824,335	\$50,721,057	\$7,896,722
Rental and Repair of TV/Radio/Sound Equipment		\$1,083,660	\$1,276,815	\$193,155
Pets		\$294,432,105	\$347,721,521	\$53,289,416
Toys/Games/Crafts/Hobbies (4)		\$48,321,212	\$57,169,048	\$8,847,836
Recreational Vehicles and Fees (5)		\$44,354,645	\$52,436,798	\$8,082,153
Sports/Recreation/Exercise Equipment (6)		\$74,397,850	\$88,060,306	\$13,662,456
Photo Equipment and Supplies (7)		\$18,962,203	\$22,455,387	\$3,493,184
Reading (8)		\$40,606,374	\$47,993,796	\$7,387,422
Catered Affairs (9)		\$10,843,969	\$12,829,845	\$1,985,876
Food		\$3,614,061,898	\$4,275,352,416	\$661,290,518
Food at Home		\$2,128,101,018	\$2,516,693,514	\$388,592,496
Bakery and Cereal Products		\$271,662,414	\$321,256,065	\$49,593,651
Meats, Poultry, Fish, and Eggs		\$457,792,782	\$541,292,756	\$83,499,974
Dairy Products		\$213,617,975	\$252,590,609	\$38,972,634
Fruits and Vegetables		\$408,073,085	\$482,708,544	\$74,635,459
Snacks and Other Food at Home (10)		\$776,954,761	\$918,845,540	\$141,890,779
Food Away from Home		\$1,485,960,881	\$1,758,658,902	\$272,698,021
Alcoholic Beverages		\$242,778,344	\$287,250,845	\$44,472,501

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

July 21, 2022



Retail Demand Outlook

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive Time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
Longitude: -93.62868

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$10,683,450,337	\$12,653,141,641	\$1,969,691,304
Value of Retirement Plans	\$39,119,291,863	\$46,311,501,043	\$7,192,209,180
Value of Other Financial Assets	\$3,300,636,274	\$3,897,277,619	\$596,641,345
Vehicle Loan Amount excluding Interest	\$1,188,603,641	\$1,406,636,511	\$218,032,870
Value of Credit Card Debt	\$1,088,072,092	\$1,287,190,815	\$199,118,723
Health			
Nonprescription Drugs	\$62,957,182	\$74,333,874	\$11,376,692
Prescription Drugs	\$134,799,167	\$159,131,659	\$24,332,492
Eyeglasses and Contact Lenses	\$38,956,765	\$46,044,820	\$7,088,055
Home			
Mortgage Payment and Basics (11)	\$4,124,711,106	\$4,888,141,366	\$763,430,260
Maintenance and Remodeling Services	\$1,097,787,070	\$1,300,426,516	\$202,639,446
Maintenance and Remodeling Materials (12)	\$244,176,754	\$288,961,482	\$44,784,728
Utilities, Fuel, and Public Services	\$1,963,005,242	\$2,320,901,847	\$357,896,605
Household Furnishings and Equipment			
Household Textiles (13)	\$39,471,593	\$46,717,593	\$7,246,000
Furniture	\$253,082,972	\$299,571,626	\$46,488,654
Rugs	\$12,135,147	\$14,368,069	\$2,232,922
Major Appliances (14)	\$148,422,532	\$175,760,173	\$27,337,641
Housewares (15)	\$35,289,541	\$41,744,945	\$6,455,404
Small Appliances	\$20,970,563	\$24,802,697	\$3,832,134
Luggage	\$6,587,542	\$7,803,942	\$1,216,400
Telephones and Accessories	\$39,147,583	\$46,290,652	\$7,143,069
Household Operations			
Child Care	\$215,088,215	\$255,098,401	\$40,010,186
Lawn and Garden (16)	\$197,392,268	\$233,414,206	\$36,021,938
Moving/Storage/Freight Express	\$27,893,080	\$33,032,895	\$5,139,815
Housekeeping Supplies (17)	\$308,939,702	\$365,318,563	\$56,378,861
Insurance			
Owners and Renters Insurance	\$251,146,242	\$297,034,199	\$45,887,957
Vehicle Insurance	\$739,363,846	\$874,676,744	\$135,312,898
Life/Other Insurance	\$234,626,810	\$277,636,845	\$43,010,035
Health Insurance	\$1,635,254,010	\$1,933,268,261	\$298,014,251
Personal Care Products (18)	\$197,544,519	\$233,682,205	\$36,137,686
School Books and Supplies (19)	\$52,137,453	\$61,694,850	\$9,557,397
Smoking Products	\$153,697,422	\$181,245,728	\$27,548,306
Transportation			
Payments on Vehicles excluding Leases	\$1,065,492,808	\$1,261,011,030	\$195,518,222
Gasoline and Motor Oil	\$952,615,802	\$1,126,759,921	\$174,144,119
Vehicle Maintenance and Repairs	\$446,022,944	\$527,502,780	\$81,479,836
Travel			
Airline Fares	\$240,745,158	\$285,258,979	\$44,513,821
Lodging on Trips	\$276,640,158	\$327,553,479	\$50,913,321
Auto/Truck Rental on Trips	\$21,183,600	\$25,104,785	\$3,921,185
Food and Drink on Trips	\$232,760,872	\$275,579,138	\$42,818,266

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

July 21, 2022



Retail Demand Outlook

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive Time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
Longitude: -93.62868

- (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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Dominant Tapestry Map

Gray's Lake Area

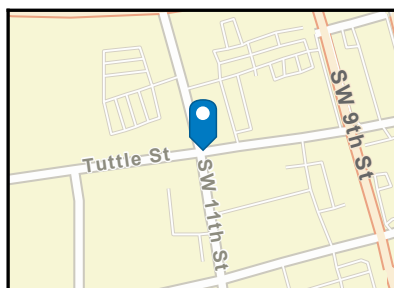
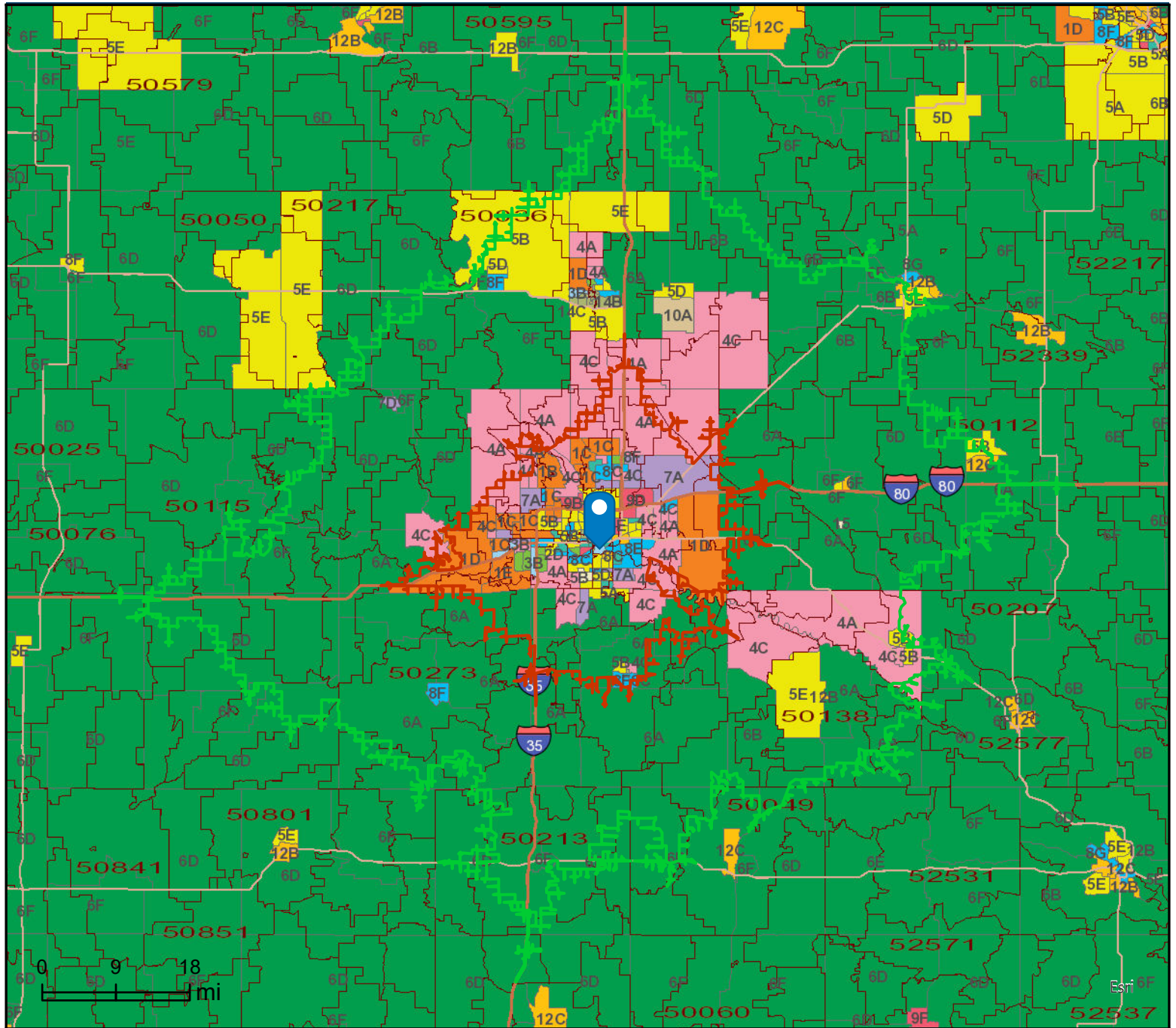
SW 11th St & Tuttle St, Des Moines, Iowa, 50309

Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership

Latitude: 41.57903

Longitude: -93.62868



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

July 21, 2022



Dominant Tapestry Map

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
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Tapestry Segmentation

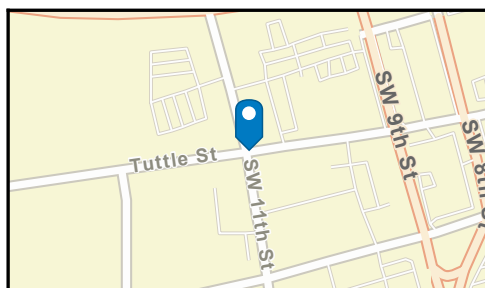
Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. 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 8C (Bright Young Professionals) |
| Segment 1B (Professional Pride) | Segment 8D (Downtown Melting Pot) |
| Segment 1C (Boomburbs) | Segment 8E (Front Porches) |
| Segment 1D (Savvy Suburbanites) | Segment 8F (Old and Newcomers) |
| Segment 1E (Exurbanites) | Segment 8G (Hometown Heritage) |
| Segment 2A (Urban Chic) | Segment 9A (Silver & Gold) |
| Segment 2B (Pleasantville) | Segment 9B (Golden Years) |
| Segment 2C (Pacific Heights) | Segment 9C (The Elders) |
| Segment 2D (Enterprising Professionals) | Segment 9D (Senior Escapes) |
| Segment 3A (Laptops and Lattes) | Segment 9E (Retirement Communities) |
| Segment 3B (Metro Renters) | Segment 9F (Social Security Set) |
| Segment 3C (Trendsetters) | Segment 10A (Southern Satellites) |
| Segment 4A (Workday Drive) | Segment 10B (Rooted Rural) |
| Segment 4B (Home Improvement) | Segment 10C (Economic BedRock) |
| Segment 4C (Middleburg) | Segment 10D (Down the Road) |
| Segment 5A (Comfortable Empty Nesters) | Segment 10E (Rural Bypasses) |
| Segment 5B (In Style) | Segment 11A (City Strivers) |
| Segment 5C (Parks and Rec) | Segment 11B (Young and Restless) |
| Segment 5D (Rustbelt Traditions) | Segment 11C (Metro Fusion) |
| Segment 5E (Midlife Constants) | Segment 11D (Set to Impress) |
| Segment 6A (Green Acres) | Segment 11E (City Commons) |
| Segment 6B (Salt of the Earth) | Segment 12A (Family Foundations) |
| Segment 6C (The Great Outdoors) | Segment 12B (Traditional Living) |
| Segment 6D (Prairie Living) | Segment 12C (Small Town Sincerity) |
| Segment 6E (Rural Resort Dwellers) | Segment 12D (Modest Income Homes) |
| Segment 6F (Heartland Communities) | Segment 13A (Diverse Convergence) |
| Segment 7A (Up and Coming Families) | Segment 13B (Family Extensions) |
| Segment 7B (Urban Villages) | Segment 13C (NeWest Residents) |
| Segment 7C (Urban Edge Families) | Segment 13D (Fresh Ambitions) |
| Segment 7D (Forging Opportunity) | Segment 13E (High Rise Renters) |
| Segment 7E (Farm to Table) | Segment 14A (Military Proximity) |
| Segment 7F (Southwestern Families) | Segment 14B (College Towns) |
| Segment 8A (City Lights) | Segment 14C (Dorms to Diplomas) |
| Segment 8B (Emerald City) | Segment 15 (Unclassified) |

Traffic Count Map - Close Up

Gray's Lake Area
 SW 11th St & Tuttle St, Des Moines, Iowa, 50309
 Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.57903
 Longitude: -93.62868



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: ©2022 Kalibrate Technologies (Q1 2022).

July 21, 2022



Business Summary

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
Longitude: -93.62868

Data for all businesses in area		30 minutes				60 minutes			
Total Businesses:		22,210				32,917			
Total Employees:		375,956				508,497			
Total Residential Population:		626,690				925,794			
Employee/Residential Population Ratio (per 100 Residents)		60				55			
by SIC Codes		Businesses		Employees		Businesses		Employees	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining		423	1.9%	2,546	0.7%	882	2.7%	5,172	1.0%
Construction		1,359	6.1%	13,782	3.7%	2,070	6.3%	19,152	3.8%
Manufacturing		577	2.6%	23,677	6.3%	909	2.8%	36,254	7.1%
Transportation		487	2.2%	8,891	2.4%	843	2.6%	11,519	2.3%
Communication		166	0.7%	2,750	0.7%	259	0.8%	3,461	0.7%
Utility		71	0.3%	1,394	0.4%	119	0.4%	1,899	0.4%
Wholesale Trade		727	3.3%	16,131	4.3%	1,077	3.3%	22,405	4.4%
Retail Trade Summary		4,220	19.0%	71,632	19.1%	6,246	19.0%	100,129	19.7%
Home Improvement		252	1.1%	5,029	1.3%	405	1.2%	11,352	2.2%
General Merchandise Stores		161	0.7%	7,054	1.9%	245	0.7%	9,872	1.9%
Food Stores		516	2.3%	12,686	3.4%	777	2.4%	17,367	3.4%
Auto Dealers, Gas Stations, Auto Aftermarket		403	1.8%	8,536	2.3%	679	2.1%	10,893	2.1%
Apparel & Accessory Stores		270	1.2%	2,401	0.6%	343	1.0%	2,812	0.6%
Furniture & Home Furnishings		224	1.0%	2,308	0.6%	335	1.0%	2,926	0.6%
Eating & Drinking Places		1,293	5.8%	22,387	6.0%	1,824	5.5%	31,095	6.1%
Miscellaneous Retail		1,102	5.0%	11,231	3.0%	1,637	5.0%	13,813	2.7%
Finance, Insurance, Real Estate Summary		2,656	12.0%	66,163	17.6%	3,645	11.1%	75,472	14.8%
Banks, Savings & Lending Institutions		511	2.3%	8,071	2.1%	754	2.3%	10,171	2.0%
Securities Brokers		444	2.0%	15,320	4.1%	566	1.7%	15,696	3.1%
Insurance Carriers & Agents		568	2.6%	18,512	4.9%	777	2.4%	23,144	4.6%
Real Estate, Holding, Other Investment Offices		1,133	5.1%	24,260	6.5%	1,547	4.7%	26,462	5.2%
Services Summary		9,103	41.0%	145,728	38.8%	13,201	40.1%	199,453	39.2%
Hotels & Lodging		193	0.9%	4,626	1.2%	325	1.0%	6,238	1.2%
Automotive Services		512	2.3%	5,358	1.4%	796	2.4%	6,406	1.3%
Motion Pictures & Amusements		625	2.8%	8,875	2.4%	942	2.9%	11,679	2.3%
Health Services		1,749	7.9%	44,678	11.9%	2,303	7.0%	57,452	11.3%
Legal Services		523	2.4%	3,767	1.0%	675	2.1%	4,463	0.9%
Education Institutions & Libraries		490	2.2%	21,270	5.7%	876	2.7%	35,617	7.0%
Other Services		5,011	22.6%	57,154	15.2%	7,284	22.1%	77,597	15.3%
Government		730	3.3%	21,665	5.8%	1,355	4.1%	31,391	6.2%
Unclassified Establishments		1,692	7.6%	1,597	0.4%	2,312	7.0%	2,188	0.4%
Totals		22,210	100.0%	375,956	100.0%	32,917	100.0%	508,497	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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.

July 21, 2022



Business Summary

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
Longitude: -93.62868

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	114	0.5%	515	0.1%	377	1.1%	1,908	0.4%
Mining	10	0.0%	69	0.0%	21	0.1%	246	0.0%
Utilities	22	0.1%	441	0.1%	42	0.1%	681	0.1%
Construction	1,481	6.7%	15,109	4.0%	2,229	6.8%	20,696	4.1%
Manufacturing	607	2.7%	19,185	5.1%	955	2.9%	31,503	6.2%
Wholesale Trade	711	3.2%	16,008	4.3%	1,055	3.2%	22,202	4.4%
Retail Trade	2,826	12.7%	48,456	12.9%	4,268	13.0%	67,938	13.4%
Motor Vehicle & Parts Dealers	368	1.7%	8,155	2.2%	586	1.8%	10,031	2.0%
Furniture & Home Furnishings Stores	111	0.5%	1,122	0.3%	162	0.5%	1,433	0.3%
Electronics & Appliance Stores	61	0.3%	853	0.2%	99	0.3%	1,097	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	249	1.1%	5,020	1.3%	401	1.2%	11,342	2.2%
Food & Beverage Stores	453	2.0%	12,246	3.3%	689	2.1%	16,757	3.3%
Health & Personal Care Stores	301	1.4%	3,433	0.9%	425	1.3%	4,420	0.9%
Gasoline Stations	35	0.2%	381	0.1%	93	0.3%	862	0.2%
Clothing & Clothing Accessories Stores	315	1.4%	2,704	0.7%	403	1.2%	3,179	0.6%
Sport Goods, Hobby, Book, & Music Stores	175	0.8%	2,167	0.6%	259	0.8%	2,762	0.5%
General Merchandise Stores	161	0.7%	7,054	1.9%	245	0.7%	9,872	1.9%
Miscellaneous Store Retailers	364	1.6%	3,813	1.0%	546	1.7%	4,606	0.9%
Nonstore Retailers	234	1.1%	1,508	0.4%	361	1.1%	1,576	0.3%
Transportation & Warehousing	391	1.8%	8,032	2.1%	680	2.1%	10,422	2.0%
Information	441	2.0%	10,567	2.8%	686	2.1%	12,975	2.6%
Finance & Insurance	1,570	7.1%	42,527	11.3%	2,140	6.5%	49,626	9.8%
Central Bank/Credit Intermediation & Related Activities	503	2.3%	7,995	2.1%	741	2.3%	10,084	2.0%
Securities, Commodity Contracts & Other Financial	490	2.2%	15,635	4.2%	613	1.9%	16,014	3.1%
Insurance Carriers & Related Activities; Funds, Trusts &	577	2.6%	18,897	5.0%	786	2.4%	23,529	4.6%
Real Estate, Rental & Leasing	1,206	5.4%	10,313	2.7%	1,669	5.1%	12,366	2.4%
Professional, Scientific & Tech Services	2,131	9.6%	24,716	6.6%	2,912	8.8%	32,343	6.4%
Legal Services	548	2.5%	3,978	1.1%	717	2.2%	4,739	0.9%
Management of Companies & Enterprises	84	0.4%	15,505	4.1%	109	0.3%	15,642	3.1%
Administrative & Support & Waste Management & Remediation	716	3.2%	9,206	2.4%	984	3.0%	11,174	2.2%
Educational Services	579	2.6%	21,257	5.7%	954	2.9%	35,216	6.9%
Health Care & Social Assistance	2,314	10.4%	57,910	15.4%	3,167	9.6%	76,761	15.1%
Arts, Entertainment & Recreation	482	2.2%	8,690	2.3%	790	2.4%	11,614	2.3%
Accommodation & Food Services	1,522	6.9%	27,292	7.3%	2,192	6.7%	37,667	7.4%
Accommodation	193	0.9%	4,626	1.2%	325	1.0%	6,238	1.2%
Food Services & Drinking Places	1,329	6.0%	22,665	6.0%	1,867	5.7%	31,428	6.2%
Other Services (except Public Administration)	2,584	11.6%	16,905	4.5%	4,027	12.2%	23,958	4.7%
Automotive Repair & Maintenance	404	1.8%	2,973	0.8%	651	2.0%	3,858	0.8%
Public Administration	729	3.3%	21,664	5.8%	1,349	4.1%	31,377	6.2%
Unclassified Establishments	1,690	7.6%	1,590	0.4%	2,310	7.0%	2,181	0.4%
Total	22,210	100.0%	375,956	100.0%	32,917	100.0%	508,497	100.0%

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July 21, 2022