



Executive 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

	30 minutes	60 minutes
Population		
2010 Population	515,533	804,204
2020 Population	613,371	917,418
2022 Population	635,769	942,444
2027 Population	665,337	977,136
2010-2020 Annual Rate	1.75%	1.33%
2020-2022 Annual Rate	1.61%	1.20%
2022-2027 Annual Rate	0.91%	0.73%
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 942,444. In 2020, the Census count in the area was 917,418. The rate of change since 2020 was 1.20% annually. The five-year projection for the population in the area is 977,136 representing a change of 0.73% 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	77.7%	80.3%
2022 Black Alone	6.3%	4.9%
2022 American Indian/Alaska Native Alone	0.4%	0.4%
2022 Asian Alone	4.9%	4.2%
2022 Pacific Islander Alone	0.1%	0.1%
2022 Other Race	3.4%	3.4%
2022 Two or More Races	7.2%	6.8%
2022 Hispanic Origin (Any Race)	8.7%	8.3%

Persons of Hispanic origin represent 8.3% 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 44.5 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	93	89
2010 Households	201,965	314,865
2020 Households	242,761	361,957
2022 Households	251,852	372,448
2027 Households	263,902	387,049
2010-2020 Annual Rate	1.86%	1.40%
2020-2022 Annual Rate	1.65%	1.28%
2022-2027 Annual Rate	0.94%	0.77%
2022 Average Household Size	2.48	2.45

The household count in this area has changed from 361,957 in 2020 to 372,448 in the current year, a change of 1.28% annually. The five-year projection of households is 387,049, a change of 0.77% 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 235,058 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.

July 21, 2022



Executive 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

	30 minutes	60 minutes
Mortgage Income		
2022 Percent of Income for Mortgage	16.9%	16.9%
Median Household Income		
2022 Median Household Income	\$76,070	\$72,148
2027 Median Household Income	\$86,435	\$81,850
2022-2027 Annual Rate	2.59%	2.56%
Average Household Income		
2022 Average Household Income	\$103,075	\$98,058
2027 Average Household Income	\$117,216	\$111,587
2022-2027 Annual Rate	2.60%	2.62%
Per Capita Income		
2022 Per Capita Income	\$40,959	\$38,909
2027 Per Capita Income	\$46,619	\$44,351
2022-2027 Annual Rate	2.62%	2.65%
Households by Income		

Current median household income is \$72,148 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$81,850 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$98,058 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$111,587 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$38,909 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$44,351 in five years, compared to \$47,064 for all U.S. households

Housing		
2022 Housing Affordability Index	122	124
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
2022 Total Housing Units	270,360	401,584
2022 Owner Occupied Housing Units	172,497	254,954
2022 Renter Occupied Housing Units	79,355	117,494
2022 Vacant Housing Units	18,508	29,136
2027 Total Housing Units	286,160	420,683
2027 Owner Occupied Housing Units	184,019	269,512
2027 Renter Occupied Housing Units	79,884	117,537
2027 Vacant Housing Units	22,258	33,634

Currently, 63.5% of the 401,584 housing units in the area are owner occupied; 29.3%, renter occupied; and 7.3% 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 388,244 housing units in the area and 6.8% vacant housing units. The annual rate of change in housing units since 2020 is 1.51%. Median home value in the area is \$231,205, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 3.66% annually to \$276,679.

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.

July 21, 2022



Market Profile

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 Summary		
2010 Total Population	515,533	804,204
2020 Total Population	613,371	917,418
2020 Group Quarters	10,947	30,083
2022 Total Population	635,769	942,444
2022 Group Quarters	10,947	30,083
2027 Total Population	665,337	977,136
2022-2027 Annual Rate	0.91%	0.73%
2022 Total Daytime Population	660,436	953,659
Workers	370,558	514,685
Residents	289,878	438,974
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
2022 Households	251,852	372,448
2022 Average Household Size	2.48	2.45
2027 Households	263,902	387,049
2027 Average Household Size	2.48	2.45
2022-2027 Annual Rate	0.94%	0.77%
2010 Families	131,084	202,672
2010 Average Family Size	3.08	3.03
2022 Families	160,488	235,058
2022 Average Family Size	3.07	3.03
2027 Families	167,834	243,761
2027 Average Family Size	3.06	3.02
2022-2027 Annual Rate	0.90%	0.73%
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%
2022 Housing Units	270,360	401,584
Owner Occupied Housing Units	63.8%	63.5%
Renter Occupied Housing Units	29.4%	29.3%
Vacant Housing Units	6.8%	7.3%
2027 Housing Units	286,160	420,683
Owner Occupied Housing Units	64.3%	64.1%
Renter Occupied Housing Units	27.9%	27.9%
Vacant Housing Units	7.8%	8.0%
Median Household Income		
2022	\$76,070	\$72,148
2027	\$86,435	\$81,850
Median Home Value		
2022	\$244,029	\$231,205
2027	\$289,179	\$276,679
Per Capita Income		
2022	\$40,959	\$38,909
2027	\$46,619	\$44,351
Median Age		
2010	34.6	34.9
2022	36.7	36.8
2027	37.0	37.3

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.

July 21, 2022



Market Profile

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
2022 Households by Income		
Household Income Base	251,852	372,448
<\$15,000	5.5%	6.5%
\$15,000 - \$24,999	5.3%	5.9%
\$25,000 - \$34,999	7.5%	7.6%
\$35,000 - \$49,999	12.0%	12.5%
\$50,000 - \$74,999	18.9%	19.1%
\$75,000 - \$99,999	13.8%	13.9%
\$100,000 - \$149,999	19.3%	18.9%
\$150,000 - \$199,999	9.6%	8.5%
\$200,000+	8.1%	7.2%
Average Household Income	\$103,075	\$98,058
2027 Households by Income		
Household Income Base	263,902	387,049
<\$15,000	4.5%	5.3%
\$15,000 - \$24,999	3.9%	4.4%
\$25,000 - \$34,999	6.4%	6.5%
\$35,000 - \$49,999	10.8%	11.1%
\$50,000 - \$74,999	17.6%	18.1%
\$75,000 - \$99,999	13.0%	13.5%
\$100,000 - \$149,999	22.4%	22.1%
\$150,000 - \$199,999	11.8%	10.5%
\$200,000+	9.6%	8.4%
Average Household Income	\$117,216	\$111,587
2022 Owner Occupied Housing Units by Value		
Total	172,490	254,924
<\$50,000	2.3%	3.6%
\$50,000 - \$99,999	4.2%	6.8%
\$100,000 - \$149,999	12.4%	13.5%
\$150,000 - \$199,999	15.9%	16.4%
\$200,000 - \$249,999	17.3%	15.7%
\$250,000 - \$299,999	15.1%	13.8%
\$300,000 - \$399,999	16.0%	14.8%
\$400,000 - \$499,999	9.2%	8.3%
\$500,000 - \$749,999	5.4%	5.0%
\$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	\$283,943	\$271,605
2027 Owner Occupied Housing Units by Value		
Total	184,011	269,478
<\$50,000	1.3%	2.4%
\$50,000 - \$99,999	2.2%	4.4%
\$100,000 - \$149,999	7.2%	8.6%
\$150,000 - \$199,999	11.7%	12.7%
\$200,000 - \$249,999	15.4%	14.3%
\$250,000 - \$299,999	15.4%	14.2%
\$300,000 - \$399,999	20.7%	19.3%
\$400,000 - \$499,999	14.5%	13.0%
\$500,000 - \$749,999	8.5%	7.9%
\$750,000 - \$999,999	2.0%	2.0%
\$1,000,000 - \$1,499,999	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.2%	0.3%
\$2,000,000 +	0.7%	0.6%
Average Home Value	\$337,233	\$324,027

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

July 21, 2022



Market Profile

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
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%
2022 Population by Age		
Total	635,770	942,445
0 - 4	6.9%	6.4%
5 - 9	7.1%	6.6%
10 - 14	7.1%	6.6%
15 - 24	12.5%	14.4%
25 - 34	13.8%	13.4%
35 - 44	14.9%	13.6%
45 - 54	12.1%	11.6%
55 - 64	11.4%	11.8%
65 - 74	8.5%	9.0%
75 - 84	4.2%	4.6%
85 +	1.7%	1.9%
18 +	75.1%	76.7%
2027 Population by Age		
Total	665,337	977,136
0 - 4	6.9%	6.4%
5 - 9	7.0%	6.5%
10 - 14	6.9%	6.5%
15 - 24	12.4%	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 +	75.3%	76.8%
2010 Population by Sex		
Males	252,309	398,235
Females	263,224	405,969
2022 Population by Sex		
Males	312,570	467,112
Females	323,199	475,333
2027 Population by Sex		
Males	327,054	484,299
Females	338,283	492,837

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



Market Profile

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
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
2022 Population by Race/Ethnicity		
Total	635,769	942,444
White Alone	77.7%	80.3%
Black Alone	6.3%	4.9%
American Indian Alone	0.4%	0.4%
Asian Alone	4.9%	4.2%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.4%	3.4%
Two or More Races	7.2%	6.8%
Hispanic Origin	8.7%	8.3%
Diversity Index	48.1	44.5
2027 Population by Race/Ethnicity		
Total	665,338	977,136
White Alone	76.6%	79.2%
Black Alone	6.4%	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%	3.6%
Two or More Races	7.7%	7.3%
Hispanic Origin	8.9%	8.5%
Diversity Index	49.6	46.1
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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 21, 2022



Market Profile

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
2022 Population 25+ by Educational Attainment		
Total	422,457	622,047
Less than 9th Grade	2.3%	2.3%
9th - 12th Grade, No Diploma	3.6%	3.6%
High School Graduate	19.9%	22.1%
GED/Alternative Credential	3.3%	3.4%
Some College, No Degree	17.5%	17.7%
Associate Degree	11.4%	11.7%
Bachelor's Degree	29.2%	26.9%
Graduate/Professional Degree	12.7%	12.3%
2022 Population 15+ by Marital Status		
Total	502,170	758,112
Never Married	31.7%	32.3%
Married	52.6%	52.3%
Widowed	4.4%	4.7%
Divorced	11.3%	10.6%
2022 Civilian Population 16+ in Labor Force		
Civilian Population 16+	360,554	522,811
Population 16+ Employed	97.0%	97.1%
Population 16+ Unemployment rate	3.0%	2.9%
Population 16-24 Employed	14.3%	15.8%
Population 16-24 Unemployment rate	7.9%	7.3%
Population 25-54 Employed	65.4%	62.7%
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	349,883	507,782
Agriculture/Mining	1.1%	1.8%
Construction	6.5%	6.5%
Manufacturing	8.5%	10.4%
Wholesale Trade	2.5%	2.4%
Retail Trade	11.1%	10.9%
Transportation/Utilities	5.0%	5.1%
Information	1.8%	1.7%
Finance/Insurance/Real Estate	16.4%	13.3%
Services	43.2%	44.0%
Public Administration	4.0%	3.9%
2022 Employed Population 16+ by Occupation		
Total	349,884	507,782
White Collar	67.8%	64.8%
Management/Business/Financial	22.0%	20.2%
Professional	24.7%	24.5%
Sales	9.5%	8.7%
Administrative Support	11.6%	11.4%
Services	13.3%	13.7%
Blue Collar	18.8%	21.4%
Farming/Forestry/Fishing	0.4%	0.6%
Construction/Extraction	4.5%	4.6%
Installation/Maintenance/Repair	2.7%	2.9%
Production	4.8%	5.9%
Transportation/Material Moving	6.5%	7.4%

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



Market Profile

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

July 21, 2022



Market Profile

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
Top 3 Tapestry Segments		
1.	Boomburbs (1C)	Rustbelt Traditions (5D)
2.	Workday Drive (4A)	Workday Drive (4A)
3.	Rustbelt Traditions (5D)	Boomburbs (1C)
2022 Consumer Spending		
Apparel & Services: Total \$	\$602,276,772	\$845,453,395
Average Spent	\$2,391.39	\$2,269.99
Spending Potential Index	99	94
Education: Total \$	\$469,787,106	\$651,369,946
Average Spent	\$1,865.33	\$1,748.89
Spending Potential Index	95	89
Entertainment/Recreation: Total \$	\$902,959,720	\$1,301,553,023
Average Spent	\$3,585.28	\$3,494.59
Spending Potential Index	98	95
Food at Home: Total \$	\$1,507,602,792	\$2,158,028,743
Average Spent	\$5,986.07	\$5,794.17
Spending Potential Index	97	94
Food Away from Home: Total \$	\$1,073,217,898	\$1,505,035,133
Average Spent	\$4,261.30	\$4,040.93
Spending Potential Index	99	94
Health Care: Total \$	\$1,733,166,498	\$2,521,954,252
Average Spent	\$6,881.69	\$6,771.29
Spending Potential Index	97	96
HH Furnishings & Equipment: Total \$	\$640,654,607	\$900,242,747
Average Spent	\$2,543.77	\$2,417.10
Spending Potential Index	99	94
Personal Care Products & Services: Total \$	\$254,628,761	\$358,803,670
Average Spent	\$1,011.03	\$963.37
Spending Potential Index	99	94
Shelter: Total \$	\$5,627,661,778	\$7,843,851,269
Average Spent	\$22,345.11	\$21,060.26
Spending Potential Index	98	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$680,106,941	\$969,799,110
Average Spent	\$2,700.42	\$2,603.85
Spending Potential Index	99	96
Travel: Total \$	\$714,822,003	\$997,054,859
Average Spent	\$2,838.26	\$2,677.03
Spending Potential Index	99	93
Vehicle Maintenance & Repairs: Total \$	\$314,839,542	\$452,352,025
Average Spent	\$1,250.10	\$1,214.54
Spending Potential Index	99	96

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

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	2022	2027
Boomburbs (1C)	10.1%	Population	635,769	665,337
Workday Drive (4A)	9.4%	Households	251,852	263,902
Rustbelt Traditions (5D)	8.9%	Families	160,488	167,834
Middleburg (4C)	6.5%	Median Age	36.7	37.0
Up and Coming Families (7A)	6.2%	Median Household Income	\$76,070	\$86,435
		2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$602,276,772	\$717,477,325	\$115,200,553
Men's		\$115,811,319	\$137,980,628	\$22,169,309
Women's		\$208,779,675	\$248,663,677	\$39,884,002
Children's		\$91,432,345	\$109,050,603	\$17,618,258
Footwear		\$141,448,994	\$168,422,833	\$26,973,839
Watches & Jewelry		\$35,778,483	\$42,620,793	\$6,842,310
Apparel Products and Services (1)		\$14,214,882	\$16,922,186	\$2,707,304
Computer				
Computers and Hardware for Home Use		\$47,606,988	\$56,748,762	\$9,141,774
Portable Memory		\$1,236,234	\$1,472,657	\$236,423
Computer Software		\$2,725,317	\$3,245,000	\$519,683
Computer Accessories		\$5,343,282	\$6,364,444	\$1,021,162
Entertainment & Recreation		\$902,959,720	\$1,075,623,406	\$172,663,686
Fees and Admissions		\$212,856,657	\$253,830,374	\$40,973,717
Membership Fees for Clubs (2)		\$71,033,910	\$84,656,889	\$13,622,979
Fees for Participant Sports, excl. Trips		\$34,281,674	\$40,898,150	\$6,616,476
Tickets to Theatre/Operas/Concerts		\$22,454,617	\$26,741,477	\$4,286,860
Tickets to Movies		\$16,601,206	\$19,804,821	\$3,203,615
Tickets to Parks or Museums		\$9,792,207	\$11,683,987	\$1,891,780
Admission to Sporting Events, excl. Trips		\$18,654,286	\$22,243,633	\$3,589,347
Fees for Recreational Lessons		\$39,726,497	\$47,430,589	\$7,704,092
Dating Services		\$312,259	\$370,827	\$58,568
TV/Video/Audio		\$326,616,179	\$388,857,140	\$62,240,961
Cable and Satellite Television Services		\$217,400,618	\$258,717,606	\$41,316,988
Televisions		\$33,370,644	\$39,767,102	\$6,396,458
Satellite Dishes		\$495,676	\$590,509	\$94,833
VCRs, Video Cameras, and DVD Players		\$1,451,312	\$1,728,369	\$277,057
Miscellaneous Video Equipment		\$4,278,351	\$5,094,387	\$816,036
Video Cassettes and DVDs		\$2,316,523	\$2,759,844	\$443,321
Video Game Hardware/Accessories		\$8,591,528	\$10,229,580	\$1,638,052
Video Game Software		\$4,870,332	\$5,797,224	\$926,892
Rental/Streaming/Downloaded Video		\$21,545,695	\$25,672,592	\$4,126,897
Installation of Televisions		\$199,742	\$238,451	\$38,709
Audio (3)		\$31,370,232	\$37,400,098	\$6,029,866
Rental and Repair of TV/Radio/Sound Equipment		\$725,526	\$861,379	\$135,853
Pets		\$196,694,674	\$234,186,775	\$37,492,101
Toys/Games/Crafts/Hobbies (4)		\$34,306,181	\$40,879,608	\$6,573,427
Recreational Vehicles and Fees (5)		\$30,183,271	\$35,965,020	\$5,781,749
Sports/Recreation/Exercise Equipment (6)		\$52,139,269	\$62,175,015	\$10,035,746
Photo Equipment and Supplies (7)		\$13,840,745	\$16,499,200	\$2,658,455
Reading (8)		\$28,495,157	\$33,910,858	\$5,415,701
Catered Affairs (9)		\$7,898,343	\$9,403,530	\$1,505,187
Food		\$2,580,820,690	\$3,074,193,165	\$493,372,475
Food at Home		\$1,507,602,792	\$1,795,430,602	\$287,827,810
Bakery and Cereal Products		\$192,263,392	\$228,965,050	\$36,701,658
Meats, Poultry, Fish, and Eggs		\$323,672,861	\$385,406,775	\$61,733,914
Dairy Products		\$150,196,757	\$178,873,553	\$28,676,796
Fruits and Vegetables		\$291,547,305	\$347,235,388	\$55,688,083
Snacks and Other Food at Home (10)		\$549,922,477	\$654,949,836	\$105,027,359
Food Away from Home		\$1,073,217,898	\$1,278,762,562	\$205,544,664
Alcoholic Beverages		\$175,464,871	\$208,963,640	\$33,498,769

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

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

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$7,829,917,847	\$9,330,048,512	\$1,500,130,665
Value of Retirement Plans	\$28,262,462,096	\$33,672,886,636	\$5,410,424,540
Value of Other Financial Assets	\$2,278,074,298	\$2,708,857,787	\$430,783,489
Vehicle Loan Amount excluding Interest	\$850,668,672	\$1,013,794,816	\$163,126,144
Value of Credit Card Debt	\$780,503,477	\$929,542,402	\$149,038,925
Health			
Nonprescription Drugs	\$42,107,916	\$50,112,584	\$8,004,668
Prescription Drugs	\$90,458,334	\$107,621,600	\$17,163,266
Eyeglasses and Contact Lenses	\$26,887,525	\$32,016,678	\$5,129,153
Home			
Mortgage Payment and Basics (11)	\$3,004,413,197	\$3,584,380,921	\$579,967,724
Maintenance and Remodeling Services	\$786,189,901	\$937,733,828	\$151,543,927
Maintenance and Remodeling Materials (12)	\$168,265,996	\$200,707,321	\$32,441,325
Utilities, Fuel, and Public Services	\$1,382,110,515	\$1,645,761,712	\$263,651,197
Household Furnishings and Equipment			
Household Textiles (13)	\$28,607,053	\$34,082,706	\$5,475,653
Furniture	\$182,794,683	\$217,824,694	\$35,030,011
Rugs	\$8,803,012	\$10,491,526	\$1,688,514
Major Appliances (14)	\$107,098,956	\$127,685,275	\$20,586,319
Housewares (15)	\$24,896,455	\$29,661,520	\$4,765,065
Small Appliances	\$14,941,177	\$17,794,322	\$2,853,145
Luggage	\$4,879,010	\$5,816,255	\$937,245
Telephones and Accessories	\$28,091,659	\$33,434,131	\$5,342,472
Household Operations			
Child Care	\$160,485,595	\$191,562,728	\$31,077,133
Lawn and Garden (16)	\$135,672,151	\$161,658,152	\$25,986,001
Moving/Storage/Freight Express	\$20,516,666	\$24,451,457	\$3,934,791
Housekeeping Supplies (17)	\$216,425,458	\$257,785,269	\$41,359,811
Insurance			
Owners and Renters Insurance	\$174,087,132	\$207,449,161	\$33,362,029
Vehicle Insurance	\$527,254,339	\$628,112,376	\$100,858,037
Life/Other Insurance	\$167,200,472	\$199,209,827	\$32,009,355
Health Insurance	\$1,143,919,368	\$1,362,126,541	\$218,207,173
Personal Care Products (18)	\$140,642,690	\$167,538,720	\$26,896,030
School Books and Supplies (19)	\$37,280,811	\$44,427,370	\$7,146,559
Smoking Products	\$103,553,542	\$123,033,039	\$19,479,497
Transportation			
Payments on Vehicles excluding Leases	\$756,138,169	\$901,384,561	\$145,246,392
Gasoline and Motor Oil	\$674,136,384	\$803,103,778	\$128,967,394
Vehicle Maintenance and Repairs	\$314,839,542	\$375,008,620	\$60,169,078
Travel			
Airline Fares	\$177,905,157	\$212,115,293	\$34,210,136
Lodging on Trips	\$199,766,615	\$238,114,967	\$38,348,352
Auto/Truck Rental on Trips	\$15,732,816	\$18,759,977	\$3,027,161
Food and Drink on Trips	\$168,502,379	\$200,822,740	\$32,320,361

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

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.

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

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	2022	2027
Rustbelt Traditions (5D)	7.6%	Population	942,444	977,136
Workday Drive (4A)	7.5%	Households	372,448	387,049
Boomburbs (1C)	6.8%	Families	235,058	243,761
Middleburg (4C)	6.5%	Median Age	36.8	37.3
In Style (5B)	5.8%	Median Household Income	\$72,148	\$81,850
		2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$845,453,395	\$999,615,013	\$154,161,618
Men's		\$161,076,313	\$190,507,831	\$29,431,518
Women's		\$295,473,110	\$349,242,597	\$53,769,487
Children's		\$127,197,687	\$150,542,879	\$23,345,192
Footwear		\$198,071,853	\$234,115,934	\$36,044,081
Watches & Jewelry		\$51,490,724	\$60,843,611	\$9,352,887
Apparel Products and Services (1)		\$19,662,383	\$23,245,810	\$3,583,427
Computer				
Computers and Hardware for Home Use		\$66,496,147	\$78,664,838	\$12,168,691
Portable Memory		\$1,754,124	\$2,073,256	\$319,132
Computer Software		\$3,810,859	\$4,504,144	\$693,285
Computer Accessories		\$7,535,794	\$8,908,637	\$1,372,843
Entertainment & Recreation		\$1,301,553,023	\$1,537,970,200	\$236,417,177
Fees and Admissions		\$290,315,292	\$343,799,303	\$53,484,011
Membership Fees for Clubs (2)		\$97,874,771	\$115,833,070	\$17,958,299
Fees for Participant Sports, excl. Trips		\$46,179,959	\$54,721,892	\$8,541,933
Tickets to Theatre/Operas/Concerts		\$30,986,177	\$36,647,849	\$5,661,672
Tickets to Movies		\$22,435,571	\$26,579,192	\$4,143,621
Tickets to Parks or Museums		\$13,496,286	\$15,983,513	\$2,487,227
Admission to Sporting Events, excl. Trips		\$25,751,543	\$30,486,629	\$4,735,086
Fees for Recreational Lessons		\$53,161,035	\$63,039,849	\$9,878,814
Dating Services		\$429,949	\$507,310	\$77,361
TV/Video/Audio		\$471,072,261	\$556,380,465	\$85,308,204
Cable and Satellite Television Services		\$317,952,652	\$375,309,055	\$57,356,403
Televisions		\$46,326,223	\$54,800,077	\$8,473,854
Satellite Dishes		\$708,202	\$837,172	\$128,970
VCRs, Video Cameras, and DVD Players		\$2,064,637	\$2,439,622	\$374,985
Miscellaneous Video Equipment		\$6,226,685	\$7,354,162	\$1,127,477
Video Cassettes and DVDs		\$3,246,073	\$3,838,231	\$592,158
Video Game Hardware/Accessories		\$12,621,822	\$14,899,035	\$2,277,213
Video Game Software		\$6,958,278	\$8,217,684	\$1,259,406
Rental/Streaming/Downloaded Video		\$30,272,300	\$35,796,268	\$5,523,968
Installation of Televisions		\$256,871	\$304,972	\$48,101
Audio (3)		\$43,338,371	\$51,289,099	\$7,950,728
Rental and Repair of TV/Radio/Sound Equipment		\$1,100,148	\$1,295,089	\$194,941
Pets		\$299,345,090	\$353,162,794	\$53,817,704
Toys/Games/Crafts/Hobbies (4)		\$49,010,062	\$57,931,399	\$8,921,337
Recreational Vehicles and Fees (5)		\$45,064,875	\$53,222,969	\$8,158,094
Sports/Recreation/Exercise Equipment (6)		\$75,495,371	\$89,275,127	\$13,779,756
Photo Equipment and Supplies (7)		\$19,193,193	\$22,710,643	\$3,517,450
Reading (8)		\$41,179,213	\$48,627,799	\$7,448,586
Catered Affairs (9)		\$10,974,910	\$12,974,569	\$1,999,659
Food		\$3,663,063,876	\$4,329,571,940	\$666,508,064
Food at Home		\$2,158,028,743	\$2,549,817,464	\$391,788,721
Bakery and Cereal Products		\$275,487,473	\$325,489,577	\$50,002,104
Meats, Poultry, Fish, and Eggs		\$464,308,504	\$548,505,143	\$84,196,639
Dairy Products		\$216,691,441	\$255,992,480	\$39,301,039
Fruits and Vegetables		\$413,627,924	\$488,855,120	\$75,227,196
Snacks and Other Food at Home (10)		\$787,913,401	\$930,975,143	\$143,061,742
Food Away from Home		\$1,505,035,133	\$1,779,754,476	\$274,719,343
Alcoholic Beverages		\$245,833,976	\$290,629,335	\$44,795,359

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

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

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$10,809,804,058	\$12,792,775,131	\$1,982,971,073
Value of Retirement Plans	\$39,614,859,312	\$46,859,363,152	\$7,244,503,840
Value of Other Financial Assets	\$3,351,400,433	\$3,953,490,654	\$602,090,221
Vehicle Loan Amount excluding Interest	\$1,204,749,492	\$1,424,503,942	\$219,754,450
Value of Credit Card Debt	\$1,102,591,714	\$1,303,253,816	\$200,662,102
Health			
Nonprescription Drugs	\$64,023,088	\$75,515,069	\$11,491,981
Prescription Drugs	\$137,049,013	\$161,624,753	\$24,575,740
Eyeglasses and Contact Lenses	\$39,557,120	\$46,709,576	\$7,152,456
Home			
Mortgage Payment and Basics (11)	\$4,177,312,329	\$4,946,266,728	\$768,954,399
Maintenance and Remodeling Services	\$1,112,404,480	\$1,316,589,851	\$204,185,371
Maintenance and Remodeling Materials (12)	\$247,978,792	\$293,169,580	\$45,190,788
Utilities, Fuel, and Public Services	\$1,991,354,909	\$2,352,288,652	\$360,933,743
Household Furnishings and Equipment			
Household Textiles (13)	\$39,972,980	\$47,272,122	\$7,299,142
Furniture	\$256,344,535	\$303,179,198	\$46,834,663
Rugs	\$12,284,980	\$14,533,689	\$2,248,709
Major Appliances (14)	\$150,368,855	\$177,913,068	\$27,544,213
Housewares (15)	\$35,782,190	\$42,290,073	\$6,507,883
Small Appliances	\$21,255,804	\$25,118,336	\$3,862,532
Luggage	\$6,662,436	\$7,886,676	\$1,224,240
Telephones and Accessories	\$39,674,444	\$46,873,542	\$7,199,098
Household Operations			
Child Care	\$217,555,022	\$257,821,031	\$40,266,009
Lawn and Garden (16)	\$200,453,446	\$236,803,331	\$36,349,885
Moving/Storage/Freight Express	\$28,227,114	\$33,402,357	\$5,175,243
Housekeeping Supplies (17)	\$313,503,979	\$370,371,938	\$56,867,959
Insurance			
Owners and Renters Insurance	\$255,005,502	\$301,307,288	\$46,301,786
Vehicle Insurance	\$749,477,309	\$885,870,136	\$136,392,827
Life/Other Insurance	\$237,815,414	\$281,164,425	\$43,349,011
Health Insurance	\$1,659,256,618	\$1,959,841,250	\$300,584,632
Personal Care Products (18)	\$200,267,372	\$236,695,136	\$36,427,764
School Books and Supplies (19)	\$52,809,638	\$62,438,339	\$9,628,701
Smoking Products	\$156,236,301	\$184,060,252	\$27,823,951
Transportation			
Payments on Vehicles excluding Leases	\$1,080,566,456	\$1,277,694,427	\$197,127,971
Gasoline and Motor Oil	\$966,045,293	\$1,141,624,351	\$175,579,058
Vehicle Maintenance and Repairs	\$452,352,025	\$534,508,278	\$82,156,253
Travel			
Airline Fares	\$243,517,152	\$288,320,760	\$44,803,608
Lodging on Trips	\$280,165,316	\$331,450,393	\$51,285,077
Auto/Truck Rental on Trips	\$21,420,504	\$25,366,414	\$3,945,910
Food and Drink on Trips	\$235,687,203	\$278,814,317	\$43,127,114

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

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.

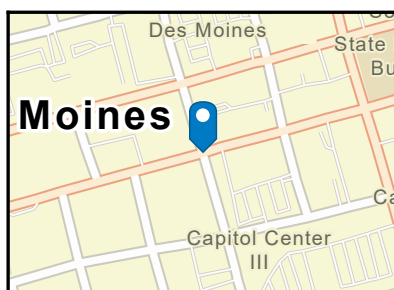
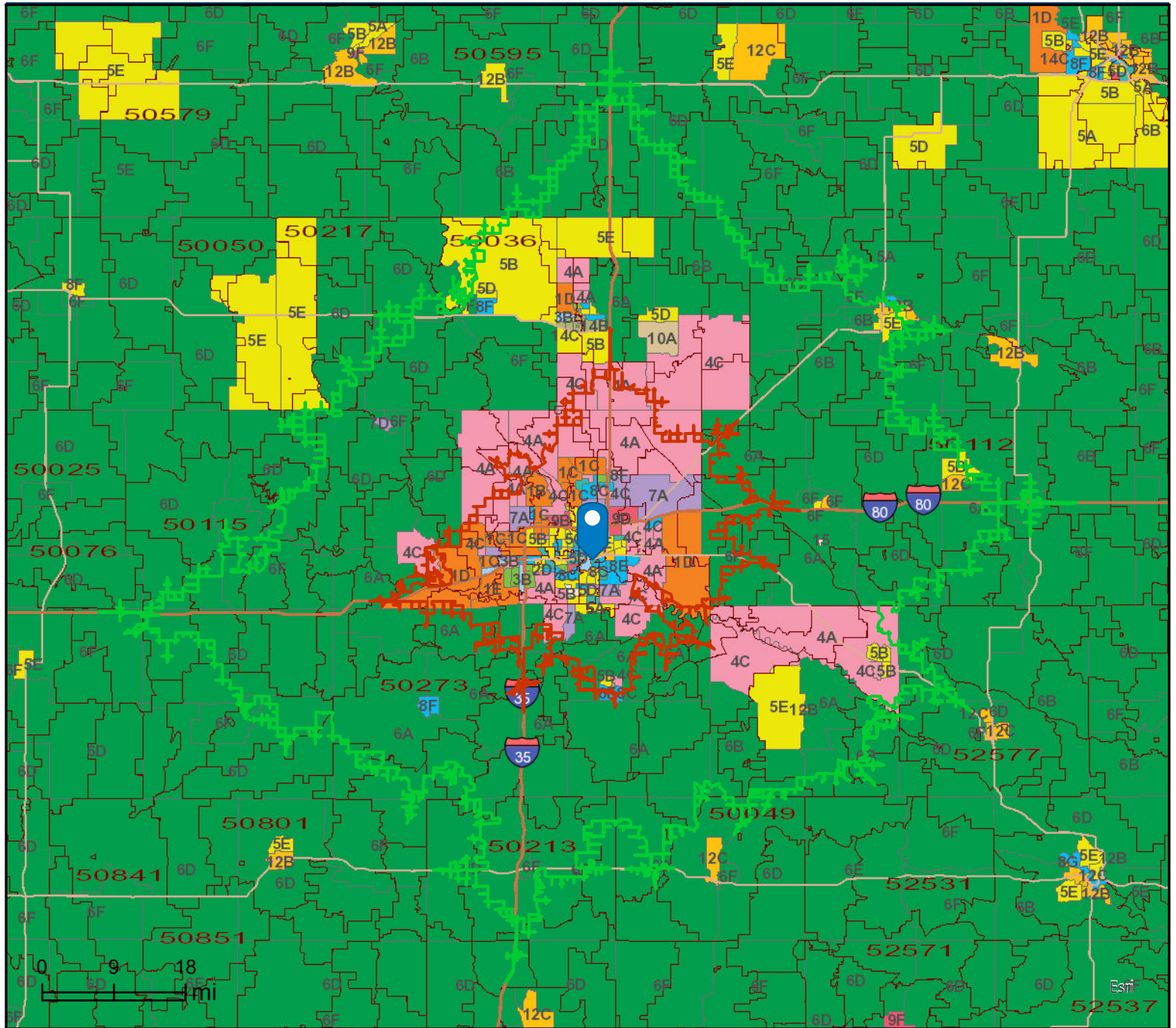
Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section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

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 | ■ 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

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 Segmentation

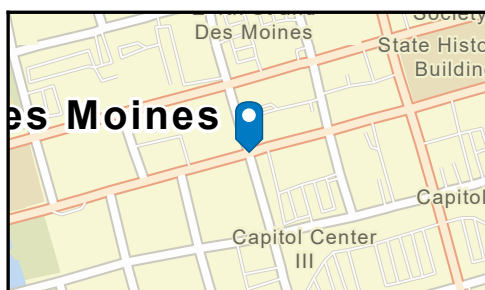
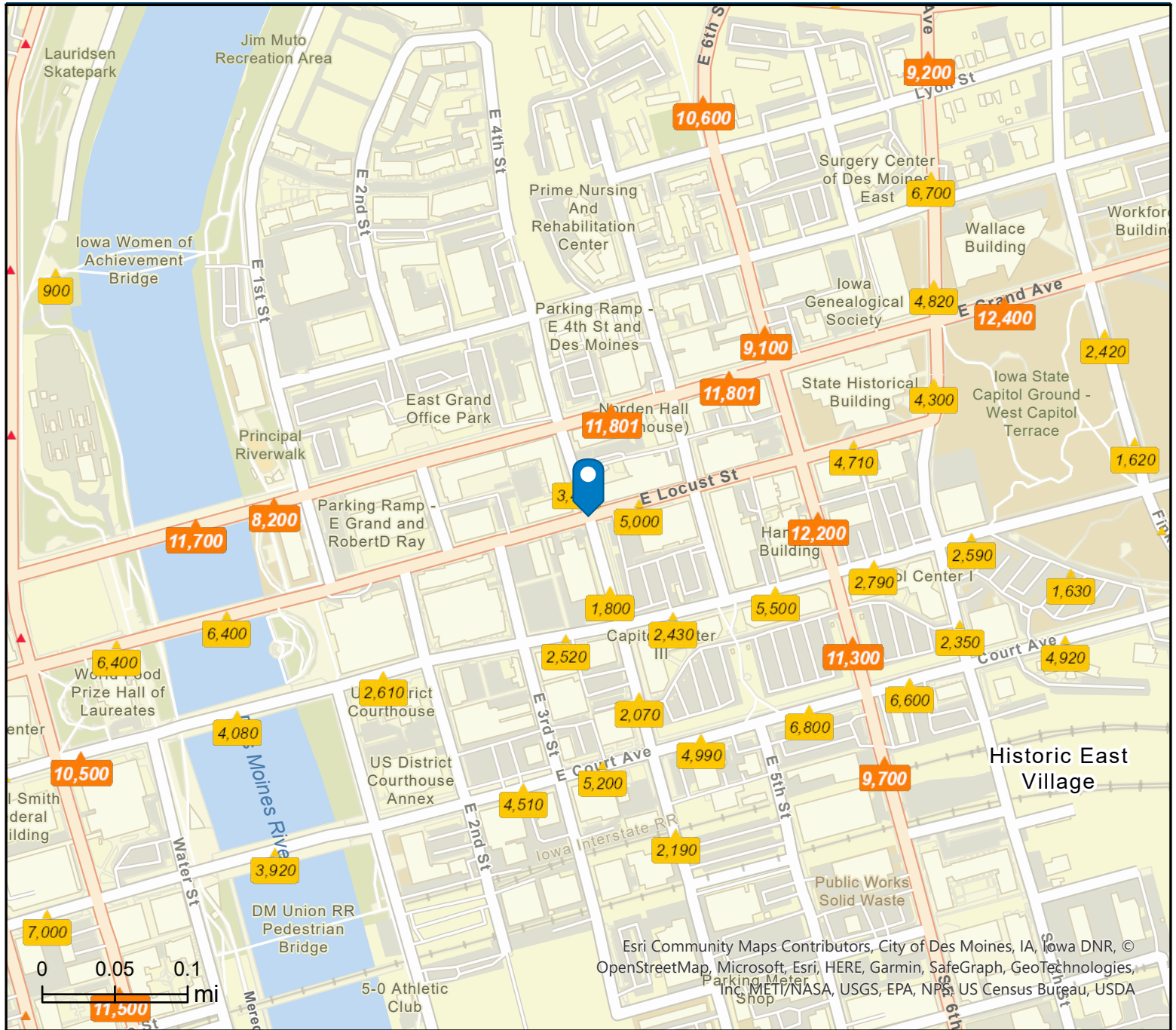
Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. 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

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



Source: ©2022 Kalibrate Technologies (Q1 2022).

July 21, 2022



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:		22,396				33,484			
Total Employees:		377,310				521,599			
Total Residential Population:		635,769				942,444			
Employee/Residential Population Ratio (per 100 Residents)		59				55			
by SIC Codes		Businesses		Employees		Businesses		Employees	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining		431	1.9%	2,622	0.7%	911	2.7%	5,266	1.0%
Construction		1,375	6.1%	13,908	3.7%	2,110	6.3%	19,499	3.7%
Manufacturing		579	2.6%	23,705	6.3%	929	2.8%	36,949	7.1%
Transportation		498	2.2%	8,962	2.4%	867	2.6%	11,708	2.2%
Communication		166	0.7%	2,754	0.7%	263	0.8%	3,500	0.7%
Utility		69	0.3%	1,392	0.4%	122	0.4%	1,925	0.4%
Wholesale Trade		727	3.2%	16,146	4.3%	1,103	3.3%	23,511	4.5%
Retail Trade Summary		4,245	19.0%	71,836	19.0%	6,339	18.9%	101,181	19.4%
Home Improvement		254	1.1%	5,034	1.3%	412	1.2%	11,420	2.2%
General Merchandise Stores		162	0.7%	7,060	1.9%	246	0.7%	9,875	1.9%
Food Stores		523	2.3%	12,775	3.4%	791	2.4%	17,816	3.4%
Auto Dealers, Gas Stations, Auto Aftermarket		400	1.8%	8,511	2.3%	694	2.1%	11,025	2.1%
Apparel & Accessory Stores		270	1.2%	2,402	0.6%	347	1.0%	2,820	0.5%
Furniture & Home Furnishings		225	1.0%	2,309	0.6%	339	1.0%	2,947	0.6%
Eating & Drinking Places		1,300	5.8%	22,487	6.0%	1,845	5.5%	31,274	6.0%
Miscellaneous Retail		1,111	5.0%	11,258	3.0%	1,665	5.0%	14,006	2.7%
Finance, Insurance, Real Estate Summary		2,673	11.9%	66,293	17.6%	3,694	11.0%	75,897	14.6%
Banks, Savings & Lending Institutions		516	2.3%	8,115	2.2%	763	2.3%	10,269	2.0%
Securities Brokers		445	2.0%	15,321	4.1%	573	1.7%	15,712	3.0%
Insurance Carriers & Agents		573	2.6%	18,521	4.9%	788	2.4%	23,366	4.5%
Real Estate, Holding, Other Investment Offices		1,140	5.1%	24,336	6.4%	1,570	4.7%	26,551	5.1%
Services Summary		9,187	41.0%	146,333	38.8%	13,412	40.1%	208,094	39.9%
Hotels & Lodging		194	0.9%	4,629	1.2%	327	1.0%	6,255	1.2%
Automotive Services		517	2.3%	5,372	1.4%	820	2.4%	6,491	1.2%
Motion Pictures & Amusements		631	2.8%	8,927	2.4%	956	2.9%	12,207	2.3%
Health Services		1,758	7.8%	44,748	11.9%	2,330	7.0%	59,454	11.4%
Legal Services		527	2.4%	3,780	1.0%	684	2.0%	4,519	0.9%
Education Institutions & Libraries		501	2.2%	21,478	5.7%	894	2.7%	36,393	7.0%
Other Services		5,057	22.6%	57,398	15.2%	7,401	22.1%	82,776	15.9%
Government		739	3.3%	21,755	5.8%	1,391	4.2%	31,858	6.1%
Unclassified Establishments		1,706	7.6%	1,604	0.4%	2,342	7.0%	2,211	0.4%
Totals		22,396	100.0%	377,310	100.0%	33,484	100.0%	521,599	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

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		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	121	0.5%	572	0.2%	395	1.2%	1,969	0.4%
Mining	9	0.0%	67	0.0%	21	0.1%	243	0.0%
Utilities	22	0.1%	439	0.1%	43	0.1%	706	0.1%
Construction	1,499	6.7%	15,239	4.0%	2,270	6.8%	21,045	4.0%
Manufacturing	609	2.7%	19,212	5.1%	975	2.9%	32,133	6.2%
Wholesale Trade	711	3.2%	16,023	4.2%	1,080	3.2%	23,307	4.5%
Retail Trade	2,845	12.7%	48,561	12.9%	4,341	13.0%	68,806	13.2%
Motor Vehicle & Parts Dealers	367	1.6%	8,144	2.2%	599	1.8%	10,144	1.9%
Furniture & Home Furnishings Stores	112	0.5%	1,123	0.3%	164	0.5%	1,449	0.3%
Electronics & Appliance Stores	62	0.3%	854	0.2%	99	0.3%	1,099	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	251	1.1%	5,025	1.3%	409	1.2%	11,411	2.2%
Food & Beverage Stores	460	2.1%	12,335	3.3%	704	2.1%	17,208	3.3%
Health & Personal Care Stores	302	1.3%	3,437	0.9%	429	1.3%	4,485	0.9%
Gasoline Stations	33	0.1%	367	0.1%	95	0.3%	881	0.2%
Clothing & Clothing Accessories Stores	315	1.4%	2,705	0.7%	407	1.2%	3,191	0.6%
Sport Goods, Hobby, Book, & Music Stores	176	0.8%	2,167	0.6%	261	0.8%	2,768	0.5%
General Merchandise Stores	162	0.7%	7,060	1.9%	246	0.7%	9,875	1.9%
Miscellaneous Store Retailers	366	1.6%	3,822	1.0%	557	1.7%	4,645	0.9%
Nonstore Retailers	239	1.1%	1,521	0.4%	370	1.1%	1,651	0.3%
Transportation & Warehousing	400	1.8%	8,092	2.1%	700	2.1%	10,591	2.0%
Information	446	2.0%	10,610	2.8%	698	2.1%	13,111	2.5%
Finance & Insurance	1,581	7.1%	42,581	11.3%	2,167	6.5%	49,964	9.6%
Central Bank/Credit Intermediation & Related Activities	508	2.3%	8,039	2.1%	750	2.2%	10,184	2.0%
Securities, Commodity Contracts & Other Financial	491	2.2%	15,636	4.1%	620	1.9%	16,030	3.1%
Insurance Carriers & Related Activities; Funds, Trusts &	582	2.6%	18,906	5.0%	797	2.4%	23,751	4.6%
Real Estate, Rental & Leasing	1,214	5.4%	10,394	2.8%	1,694	5.1%	12,443	2.4%
Professional, Scientific & Tech Services	2,148	9.6%	24,786	6.6%	2,951	8.8%	33,808	6.5%
Legal Services	552	2.5%	3,991	1.1%	728	2.2%	4,798	0.9%
Management of Companies & Enterprises	84	0.4%	15,507	4.1%	110	0.3%	15,647	3.0%
Administrative & Support & Waste Management & Remediation	716	3.2%	9,212	2.4%	1,003	3.0%	14,387	2.8%
Educational Services	589	2.6%	21,459	5.7%	969	2.9%	35,980	6.9%
Health Care & Social Assistance	2,327	10.4%	58,033	15.4%	3,213	9.6%	79,089	15.2%
Arts, Entertainment & Recreation	488	2.2%	8,729	2.3%	805	2.4%	12,157	2.3%
Accommodation & Food Services	1,530	6.8%	27,394	7.3%	2,215	6.6%	37,862	7.3%
Accommodation	194	0.9%	4,629	1.2%	327	1.0%	6,255	1.2%
Food Services & Drinking Places	1,336	6.0%	22,765	6.0%	1,888	5.6%	31,608	6.1%
Other Services (except Public Administration)	2,616	11.7%	17,049	4.5%	4,110	12.3%	24,303	4.7%
Automotive Repair & Maintenance	410	1.8%	2,986	0.8%	674	2.0%	3,936	0.8%
Public Administration	738	3.3%	21,756	5.8%	1,385	4.1%	31,843	6.1%
Unclassified Establishments	1,704	7.6%	1,597	0.4%	2,340	7.0%	2,204	0.4%
Total	22,396	100.0%	377,310	100.0%	33,484	100.0%	521,599	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