



Executive Summary

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

	30 minutes	60 minutes
Population		
2010 Population	515,164	802,683
2020 Population	612,061	915,942
2022 Population	634,279	941,046
2027 Population	663,624	975,764
2010-2020 Annual Rate	1.74%	1.33%
2020-2022 Annual Rate	1.60%	1.21%
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 941,046. In 2020, the Census count in the area was 915,942. The rate of change since 2020 was 1.21% annually. The five-year projection for the population in the area is 975,764 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	202,006	314,261
2020 Households	242,534	361,364
2022 Households	251,591	371,863
2027 Households	263,587	386,474
2010-2020 Annual Rate	1.85%	1.41%
2020-2022 Annual Rate	1.64%	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 361,364 in 2020 to 371,863 in the current year, a change of 1.28% annually. The five-year projection of households is 386,474, 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 234,659 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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

	30 minutes	60 minutes
Mortgage Income		
2022 Percent of Income for Mortgage	16.9%	16.9%
Median Household Income		
2022 Median Household Income	\$75,927	\$72,189
2027 Median Household Income	\$86,224	\$81,893
2022-2027 Annual Rate	2.58%	2.55%
Average Household Income		
2022 Average Household Income	\$102,918	\$98,093
2027 Average Household Income	\$117,037	\$111,628
2022-2027 Annual Rate	2.60%	2.62%
Per Capita Income		
2022 Per Capita Income	\$40,930	\$38,923
2027 Per Capita Income	\$46,586	\$44,367
2022-2027 Annual Rate	2.62%	2.65%

Households by Income

Current median household income is \$72,189 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$81,893 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$98,093 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$111,628 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$38,923 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$44,367 in five years, compared to \$47,064 for all U.S. households

Housing		
2022 Housing Affordability Index	122	124
2010 Total Housing Units	216,266	337,794
2010 Owner Occupied Housing Units	142,820	219,676
2010 Renter Occupied Housing Units	59,187	94,585
2010 Vacant Housing Units	14,260	23,533
2020 Total Housing Units	258,985	387,625
2020 Vacant Housing Units	16,451	26,261
2022 Total Housing Units	270,105	400,972
2022 Owner Occupied Housing Units	172,100	254,524
2022 Renter Occupied Housing Units	79,491	117,339
2022 Vacant Housing Units	18,514	29,109
2027 Total Housing Units	285,839	420,075
2027 Owner Occupied Housing Units	183,563	269,084
2027 Renter Occupied Housing Units	80,025	117,390
2027 Vacant Housing Units	22,252	33,601

Currently, 63.5% of the 400,972 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 387,625 housing units in the area and 6.8% vacant housing units. The annual rate of change in housing units since 2020 is 1.52%. Median home value in the area is \$231,410, 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 \$276,858.

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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership

Latitude: 41.58523
Longitude: -93.60806

	30 minutes	60 minutes
Population Summary		
2010 Total Population	515,164	802,683
2020 Total Population	612,061	915,942
2020 Group Quarters	10,943	30,072
2022 Total Population	634,279	941,046
2022 Group Quarters	10,943	30,072
2027 Total Population	663,624	975,764
2022-2027 Annual Rate	0.91%	0.73%
2022 Total Daytime Population	659,818	952,370
Workers	370,532	514,153
Residents	289,286	438,217
Household Summary		
2010 Households	202,006	314,261
2010 Average Household Size	2.49	2.47
2020 Total Households	242,534	361,364
2020 Average Household Size	2.48	2.45
2022 Households	251,591	371,863
2022 Average Household Size	2.48	2.45
2027 Households	263,587	386,474
2027 Average Household Size	2.48	2.45
2022-2027 Annual Rate	0.94%	0.77%
2010 Families	131,010	202,251
2010 Average Family Size	3.08	3.03
2022 Families	160,175	234,659
2022 Average Family Size	3.07	3.03
2027 Families	167,474	243,370
2027 Average Family Size	3.06	3.02
2022-2027 Annual Rate	0.90%	0.73%
Housing Unit Summary		
2000 Housing Units	178,033	287,889
Owner Occupied Housing Units	66.8%	66.5%
Renter Occupied Housing Units	28.6%	28.5%
Vacant Housing Units	4.7%	5.0%
2010 Housing Units	216,266	337,794
Owner Occupied Housing Units	66.0%	65.0%
Renter Occupied Housing Units	27.4%	28.0%
Vacant Housing Units	6.6%	7.0%
2020 Housing Units	258,985	387,625
Vacant Housing Units	6.4%	6.8%
2022 Housing Units	270,105	400,972
Owner Occupied Housing Units	63.7%	63.5%
Renter Occupied Housing Units	29.4%	29.3%
Vacant Housing Units	6.9%	7.3%
2027 Housing Units	285,839	420,075
Owner Occupied Housing Units	64.2%	64.1%
Renter Occupied Housing Units	28.0%	27.9%
Vacant Housing Units	7.8%	8.0%
Median Household Income		
2022	\$75,927	\$72,189
2027	\$86,224	\$81,893
Median Home Value		
2022	\$243,595	\$231,410
2027	\$288,842	\$276,858
Per Capita Income		
2022	\$40,930	\$38,923
2027	\$46,586	\$44,367
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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership

Latitude: 41.58523
Longitude: -93.60806

	30 minutes	60 minutes
2022 Households by Income		
Household Income Base	251,591	371,863
<\$15,000	5.6%	6.5%
\$15,000 - \$24,999	5.3%	5.8%
\$25,000 - \$34,999	7.5%	7.6%
\$35,000 - \$49,999	12.1%	12.5%
\$50,000 - \$74,999	18.9%	19.1%
\$75,000 - \$99,999	13.8%	13.9%
\$100,000 - \$149,999	19.2%	18.9%
\$150,000 - \$199,999	9.6%	8.5%
\$200,000+	8.1%	7.2%
Average Household Income	\$102,918	\$98,093
2027 Households by Income		
Household Income Base	263,587	386,474
<\$15,000	4.5%	5.3%
\$15,000 - \$24,999	4.0%	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+	9.5%	8.4%
Average Household Income	\$117,037	\$111,628
2022 Owner Occupied Housing Units by Value		
Total	172,093	254,494
<\$50,000	2.3%	3.5%
\$50,000 - \$99,999	4.2%	6.8%
\$100,000 - \$149,999	12.5%	13.4%
\$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	15.9%	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	\$283,538	\$271,821
2027 Owner Occupied Housing Units by Value		
Total	183,555	269,050
<\$50,000	1.4%	2.4%
\$50,000 - \$99,999	2.2%	4.4%
\$100,000 - \$149,999	7.2%	8.6%
\$150,000 - \$199,999	11.8%	12.7%
\$200,000 - \$249,999	15.4%	14.3%
\$250,000 - \$299,999	15.4%	14.3%
\$300,000 - \$399,999	20.6%	19.3%
\$400,000 - \$499,999	14.4%	13.0%
\$500,000 - \$749,999	8.4%	7.9%
\$750,000 - \$999,999	2.1%	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	\$337,000	\$324,262

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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership

Latitude: 41.58523
Longitude: -93.60806

	30 minutes	60 minutes
2010 Population by Age		
Total	515,160	802,684
0 - 4	7.7%	7.1%
5 - 9	7.4%	6.9%
10 - 14	7.0%	6.7%
15 - 24	12.9%	15.0%
25 - 34	15.6%	14.3%
35 - 44	14.1%	13.1%
45 - 54	13.9%	13.8%
55 - 64	10.8%	11.1%
65 - 74	5.7%	6.2%
75 - 84	3.5%	3.9%
85 +	1.5%	1.8%
18 +	74.0%	75.3%
2022 Population by Age		
Total	634,281	941,047
0 - 4	6.8%	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	11.5%	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	663,624	975,766
0 - 4	6.9%	6.4%
5 - 9	7.0%	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	10.6%	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	252,069	397,494
Females	263,095	405,189
2022 Population by Sex		
Males	311,792	466,429
Females	322,487	474,617
2027 Population by Sex		
Males	326,167	483,627
Females	337,457	492,137

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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership

Latitude: 41.58523
Longitude: -93.60806

	30 minutes	60 minutes
2010 Population by Race/Ethnicity		
Total	515,163	802,684
White Alone	86.4%	88.6%
Black Alone	5.2%	3.9%
American Indian Alone	0.3%	0.3%
Asian Alone	3.3%	3.0%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	2.5%	2.2%
Two or More Races	2.2%	2.0%
Hispanic Origin	6.7%	6.2%
Diversity Index	34.3	30.3
2020 Population by Race/Ethnicity		
Total	612,061	915,942
White Alone	78.0%	80.7%
Black Alone	6.3%	4.8%
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%	3.3%
Two or More Races	7.0%	6.6%
Hispanic Origin	8.6%	8.1%
Diversity Index	47.6	43.7
2022 Population by Race/Ethnicity		
Total	634,279	941,046
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	48.2	44.5
2027 Population by Race/Ethnicity		
Total	663,624	975,765
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	7.8%	7.3%
Hispanic Origin	8.9%	8.5%
Diversity Index	49.7	46.1
2010 Population by Relationship and Household Type		
Total	515,163	802,684
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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership

Latitude: 41.58523
Longitude: -93.60806

	30 minutes	60 minutes
2022 Population 25+ by Educational Attainment		
Total	421,598	621,112
Less than 9th Grade	2.3%	2.3%
9th - 12th Grade, No Diploma	3.6%	3.6%
High School Graduate	20.0%	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	501,157	756,993
Never Married	31.8%	32.4%
Married	52.5%	52.3%
Widowed	4.4%	4.7%
Divorced	11.3%	10.6%
2022 Civilian Population 16+ in Labor Force		
Civilian Population 16+	359,653	522,111
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%	62.7%
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	348,982	507,137
Agriculture/Mining	1.1%	1.7%
Construction	6.4%	6.5%
Manufacturing	8.5%	10.3%
Wholesale Trade	2.5%	2.4%
Retail Trade	11.1%	10.9%
Transportation/Utilities	5.0%	5.1%
Information	1.7%	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	348,981	507,136
White Collar	67.8%	64.9%
Management/Business/Financial	22.0%	20.2%
Professional	24.6%	24.5%
Sales	9.5%	8.7%
Administrative Support	11.7%	11.4%
Services	13.4%	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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership

Latitude: 41.58523
Longitude: -93.60806

	30 minutes	60 minutes
2010 Households by Type		
Total	202,006	314,262
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	23.9%	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	7.8%	8.2%
All Households with Children	34.5%	32.7%
Multigenerational Households	2.5%	2.2%
Unmarried Partner Households	7.3%	6.9%
Male-female	6.5%	6.2%
Same-sex	0.7%	0.6%
2010 Households by Size		
Total	202,006	314,261
1 Person Household	27.4%	27.4%
2 Person Household	33.8%	35.1%
3 Person Household	15.5%	15.0%
4 Person Household	13.8%	13.3%
5 Person Household	6.2%	5.9%
6 Person Household	2.1%	2.1%
7 + Person Household	1.2%	1.1%
2010 Households by Tenure and Mortgage Status		
Total	202,007	314,261
Owner Occupied	70.7%	69.9%
Owned with a Mortgage/Loan	54.8%	51.4%
Owned Free and Clear	15.9%	18.5%
Renter Occupied	29.3%	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	216,266	337,794
Housing Units Inside Urbanized Area	88.2%	63.7%
Housing Units Inside Urbanized Cluster	4.0%	17.2%
Rural Housing Units	7.7%	19.0%
2010 Population By Urban/ Rural Status		
Total Population	515,164	802,683
Population Inside Urbanized Area	87.3%	63.6%
Population Inside Urbanized Cluster	4.3%	16.9%
Rural Population	8.3%	19.5%

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

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

July 21, 2022



Market Profile

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

	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 \$	\$600,795,046	\$844,461,191
Average Spent	\$2,387.98	\$2,270.89
Spending Potential Index	99	94
Education: Total \$	\$468,637,725	\$650,797,650
Average Spent	\$1,862.70	\$1,750.10
Spending Potential Index	95	89
Entertainment/Recreation: Total \$	\$900,711,646	\$1,299,664,348
Average Spent	\$3,580.06	\$3,495.01
Spending Potential Index	98	95
Food at Home: Total \$	\$1,504,044,176	\$2,154,991,141
Average Spent	\$5,978.13	\$5,795.12
Spending Potential Index	97	94
Food Away from Home: Total \$	\$1,070,549,906	\$1,503,237,953
Average Spent	\$4,255.12	\$4,042.45
Spending Potential Index	99	94
Health Care: Total \$	\$1,728,999,445	\$2,518,107,410
Average Spent	\$6,872.26	\$6,771.60
Spending Potential Index	97	96
HH Furnishings & Equipment: Total \$	\$638,965,711	\$899,156,657
Average Spent	\$2,539.70	\$2,417.98
Spending Potential Index	99	94
Personal Care Products & Services: Total \$	\$254,008,172	\$358,362,513
Average Spent	\$1,009.61	\$963.69
Spending Potential Index	99	95
Shelter: Total \$	\$5,614,045,776	\$7,835,002,052
Average Spent	\$22,314.18	\$21,069.59
Spending Potential Index	97	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$678,308,474	\$968,472,463
Average Spent	\$2,696.08	\$2,604.38
Spending Potential Index	99	96
Travel: Total \$	\$712,871,353	\$995,949,915
Average Spent	\$2,833.45	\$2,678.27
Spending Potential Index	99	93
Vehicle Maintenance & Repairs: Total \$	\$314,081,806	\$451,707,103
Average Spent	\$1,248.38	\$1,214.71
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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Boomburbs (1C)	10.1%	Population	634,279	663,624
Workday Drive (4A)	9.1%	Households	251,591	263,587
Rustbelt Traditions (5D)	8.9%	Families	160,175	167,474
Middleburg (4C)	6.3%	Median Age	36.7	37.0
Up and Coming Families (7A)	6.2%	Median Household Income	\$75,927	\$86,224
		2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$600,795,046	\$715,597,351	\$114,802,305
Men's		\$115,530,024	\$137,623,929	\$22,093,905
Women's		\$208,270,419	\$248,016,630	\$39,746,211
Children's		\$91,177,693	\$108,729,182	\$17,551,489
Footwear		\$141,121,263	\$168,006,261	\$26,884,998
Watches & Jewelry		\$35,690,940	\$42,509,566	\$6,818,626
Apparel Products and Services (1)		\$14,180,633	\$16,878,681	\$2,698,048
Computer				
Computers and Hardware for Home Use		\$47,484,234	\$56,593,476	\$9,109,242
Portable Memory		\$1,233,281	\$1,468,900	\$235,619
Computer Software		\$2,719,448	\$3,237,537	\$518,089
Computer Accessories		\$5,330,358	\$6,348,023	\$1,017,665
Entertainment & Recreation		\$900,711,646	\$1,072,766,711	\$172,055,065
Fees and Admissions		\$212,253,602	\$253,068,822	\$40,815,220
Membership Fees for Clubs (2)		\$70,839,236	\$84,410,610	\$13,571,374
Fees for Participant Sports, excl. Trips		\$34,177,787	\$40,767,203	\$6,589,416
Tickets to Theatre/Operas/Concerts		\$22,400,160	\$26,672,277	\$4,272,117
Tickets to Movies		\$16,557,294	\$19,749,400	\$3,192,106
Tickets to Parks or Museums		\$9,764,082	\$11,648,505	\$1,884,423
Admission to Sporting Events, excl. Trips		\$18,599,525	\$22,174,410	\$3,574,885
Fees for Recreational Lessons		\$39,603,809	\$47,276,295	\$7,672,486
Dating Services		\$311,709	\$370,122	\$58,413
TV/Video/Audio		\$325,861,107	\$387,894,758	\$62,033,651
Cable and Satellite Television Services		\$216,914,592	\$258,096,272	\$41,181,680
Televisions		\$33,286,395	\$39,660,376	\$6,373,981
Satellite Dishes		\$494,315	\$588,789	\$94,474
VCRs, Video Cameras, and DVD Players		\$1,447,822	\$1,723,934	\$276,112
Miscellaneous Video Equipment		\$4,268,189	\$5,081,435	\$813,246
Video Cassettes and DVDs		\$2,311,412	\$2,753,341	\$441,929
Video Game Hardware/Accessories		\$8,572,755	\$10,205,699	\$1,632,944
Video Game Software		\$4,860,399	\$5,784,562	\$924,163
Rental/Streaming/Downloaded Video		\$21,493,276	\$25,606,146	\$4,112,870
Installation of Televisions		\$199,215	\$237,787	\$38,572
Audio (3)		\$31,288,177	\$37,296,303	\$6,008,126
Rental and Repair of TV/Radio/Sound Equipment		\$724,559	\$860,113	\$135,554
Pets		\$196,227,774	\$233,591,059	\$37,363,285
Toys/Games/Crafts/Hobbies (4)		\$34,221,330	\$40,771,935	\$6,550,605
Recreational Vehicles and Fees (5)		\$30,096,229	\$35,854,549	\$5,758,320
Sports/Recreation/Exercise Equipment (6)		\$52,002,395	\$62,001,595	\$9,999,200
Photo Equipment and Supplies (7)		\$13,805,109	\$16,454,125	\$2,649,016
Reading (8)		\$28,433,797	\$33,832,425	\$5,398,628
Catered Affairs (9)		\$7,880,951	\$9,381,420	\$1,500,469
Food		\$2,574,594,082	\$3,066,282,681	\$491,688,599
Food at Home		\$1,504,044,176	\$1,790,903,621	\$286,859,445
Bakery and Cereal Products		\$191,810,613	\$228,388,874	\$36,578,261
Meats, Poultry, Fish, and Eggs		\$322,912,993	\$384,439,729	\$61,526,736
Dairy Products		\$149,844,447	\$178,425,195	\$28,580,748
Fruits and Vegetables		\$290,854,718	\$346,355,024	\$55,500,306
Snacks and Other Food at Home (10)		\$548,621,405	\$653,294,799	\$104,673,394
Food Away from Home		\$1,070,549,906	\$1,275,379,059	\$204,829,153
Alcoholic Beverages		\$175,031,580	\$208,413,301	\$33,381,721

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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$7,807,709,902	\$9,301,925,870	\$1,494,215,968
Value of Retirement Plans	\$28,181,154,470	\$33,569,792,399	\$5,388,637,929
Value of Other Financial Assets	\$2,272,588,340	\$2,701,850,939	\$429,262,599
Vehicle Loan Amount excluding Interest	\$848,397,195	\$1,010,918,168	\$162,520,973
Value of Credit Card Debt	\$778,522,665	\$927,027,269	\$148,504,604
Health			
Nonprescription Drugs	\$42,016,491	\$49,995,423	\$7,978,932
Prescription Drugs	\$90,266,912	\$107,375,500	\$17,108,588
Eyeglasses and Contact Lenses	\$26,821,871	\$31,933,076	\$5,111,205
Home			
Mortgage Payment and Basics (11)	\$2,995,038,888	\$3,572,545,921	\$577,507,033
Maintenance and Remodeling Services	\$783,794,454	\$934,704,856	\$150,910,402
Maintenance and Remodeling Materials (12)	\$167,751,950	\$200,056,961	\$32,305,011
Utilities, Fuel, and Public Services	\$1,378,839,901	\$1,641,596,961	\$262,757,060
Household Furnishings and Equipment			
Household Textiles (13)	\$28,536,676	\$33,993,404	\$5,456,728
Furniture	\$182,320,314	\$217,223,343	\$34,903,029
Rugs	\$8,778,863	\$10,460,912	\$1,682,049
Major Appliances (14)	\$106,789,454	\$127,293,558	\$20,504,104
Housewares (15)	\$24,835,589	\$29,584,174	\$4,748,585
Small Appliances	\$14,906,868	\$17,750,673	\$2,843,805
Luggage	\$4,866,433	\$5,800,344	\$933,911
Telephones and Accessories	\$28,031,031	\$33,356,688	\$5,325,657
Household Operations			
Child Care	\$159,972,558	\$190,918,346	\$30,945,788
Lawn and Garden (16)	\$135,301,200	\$161,186,445	\$25,885,245
Moving/Storage/Freight Express	\$20,470,046	\$24,392,318	\$3,922,272
Housekeeping Supplies (17)	\$215,899,776	\$257,116,567	\$41,216,791
Insurance			
Owners and Renters Insurance	\$173,603,527	\$206,834,741	\$33,231,214
Vehicle Insurance	\$525,979,980	\$626,493,205	\$100,513,225
Life/Other Insurance	\$166,739,844	\$198,625,033	\$31,885,189
Health Insurance	\$1,141,138,461	\$1,358,583,236	\$217,444,775
Personal Care Products (18)	\$140,308,724	\$167,114,258	\$26,805,534
School Books and Supplies (19)	\$37,187,835	\$44,309,562	\$7,121,727
Smoking Products	\$103,380,319	\$122,808,625	\$19,428,306
Transportation			
Payments on Vehicles excluding Leases	\$754,088,408	\$898,787,298	\$144,698,890
Gasoline and Motor Oil	\$672,479,870	\$800,999,873	\$128,520,003
Vehicle Maintenance and Repairs	\$314,081,806	\$374,044,872	\$59,963,066
Travel			
Airline Fares	\$177,422,159	\$211,504,854	\$34,082,695
Lodging on Trips	\$199,209,535	\$237,409,551	\$38,200,016
Auto/Truck Rental on Trips	\$15,689,590	\$18,705,366	\$3,015,776
Food and Drink on Trips	\$168,052,291	\$200,252,564	\$32,200,273

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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

- (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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Rustbelt Traditions (5D)	7.6%	Population	941,046	975,764
Workday Drive (4A)	7.5%	Households	371,863	386,474
Boomburbs (1C)	6.8%	Families	234,659	243,370
Middleburg (4C)	6.5%	Median Age	36.8	37.3
In Style (5B)	5.8%	Median Household Income	\$72,189	\$81,893
		2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$844,461,191	\$998,534,998	\$154,073,807
Men's		\$160,903,279	\$190,320,017	\$29,416,738
Women's		\$295,120,090	\$348,858,138	\$53,738,048
Children's		\$127,034,919	\$150,365,210	\$23,330,291
Footwear		\$197,845,762	\$233,870,075	\$36,024,313
Watches & Jewelry		\$51,420,623	\$60,766,951	\$9,346,328
Apparel Products and Services (1)		\$19,643,964	\$23,225,951	\$3,581,987
Computer				
Computers and Hardware for Home Use		\$66,416,557	\$78,578,131	\$12,161,574
Portable Memory		\$1,751,863	\$2,070,792	\$318,929
Computer Software		\$3,806,795	\$4,499,736	\$692,941
Computer Accessories		\$7,527,025	\$8,899,093	\$1,372,068
Entertainment & Recreation		\$1,299,664,348	\$1,535,901,353	\$236,237,005
Fees and Admissions		\$290,056,801	\$343,521,019	\$53,464,218
Membership Fees for Clubs (2)		\$97,784,618	\$115,735,816	\$17,951,198
Fees for Participant Sports, excl. Trips		\$46,142,797	\$54,682,100	\$8,539,303
Tickets to Theatre/Operas/Concerts		\$30,959,750	\$36,619,491	\$5,659,741
Tickets to Movies		\$22,414,806	\$26,556,769	\$4,141,963
Tickets to Parks or Museums		\$13,481,715	\$15,967,694	\$2,485,979
Admission to Sporting Events, excl. Trips		\$25,727,019	\$30,460,170	\$4,733,151
Fees for Recreational Lessons		\$53,116,458	\$62,992,000	\$9,875,542
Dating Services		\$429,638	\$506,979	\$77,341
TV/Video/Audio		\$470,390,548	\$555,634,091	\$85,243,543
Cable and Satellite Television Services		\$317,454,076	\$374,762,180	\$57,308,104
Televisions		\$46,273,952	\$54,743,265	\$8,469,313
Satellite Dishes		\$707,328	\$836,217	\$128,889
VCRs, Video Cameras, and DVD Players		\$2,061,998	\$2,436,743	\$374,745
Miscellaneous Video Equipment		\$6,216,609	\$7,343,101	\$1,126,492
Video Cassettes and DVDs		\$3,242,167	\$3,833,973	\$591,806
Video Game Hardware/Accessories		\$12,601,169	\$14,876,324	\$2,275,155
Video Game Software		\$6,949,512	\$8,208,112	\$1,258,600
Rental/Streaming/Downloaded Video		\$30,235,562	\$35,756,200	\$5,520,638
Installation of Televisions		\$256,730	\$304,823	\$48,093
Audio (3)		\$43,293,009	\$51,239,940	\$7,946,931
Rental and Repair of TV/Radio/Sound Equipment		\$1,098,435	\$1,293,213	\$194,778
Pets		\$298,747,762	\$352,503,592	\$53,755,830
Toys/Games/Crafts/Hobbies (4)		\$48,941,297	\$57,856,132	\$8,914,835
Recreational Vehicles and Fees (5)		\$44,987,163	\$53,137,532	\$8,150,369
Sports/Recreation/Exercise Equipment (6)		\$75,377,305	\$89,145,274	\$13,767,969
Photo Equipment and Supplies (7)		\$19,173,671	\$22,689,487	\$3,515,816
Reading (8)		\$41,122,902	\$48,566,178	\$7,443,276
Catered Affairs (9)		\$10,964,103	\$12,962,873	\$1,998,770
Food		\$3,658,229,095	\$4,324,290,146	\$666,061,051
Food at Home		\$2,154,991,141	\$2,546,492,838	\$391,501,697
Bakery and Cereal Products		\$275,098,810	\$325,064,243	\$49,965,433
Meats, Poultry, Fish, and Eggs		\$463,644,053	\$547,777,747	\$84,133,694
Dairy Products		\$216,370,481	\$255,640,608	\$39,270,127
Fruits and Vegetables		\$413,078,290	\$488,254,494	\$75,176,204
Snacks and Other Food at Home (10)		\$786,799,508	\$929,755,747	\$142,956,239
Food Away from Home		\$1,503,237,953	\$1,777,797,308	\$274,559,355
Alcoholic Beverages		\$245,568,071	\$290,340,874	\$44,772,803

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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$10,800,025,478	\$12,782,239,510	\$1,982,214,032
Value of Retirement Plans	\$39,574,398,478	\$46,815,612,978	\$7,241,214,500
Value of Other Financial Assets	\$3,346,879,362	\$3,948,555,360	\$601,675,998
Vehicle Loan Amount excluding Interest	\$1,203,142,306	\$1,422,747,729	\$219,605,423
Value of Credit Card Debt	\$1,101,268,787	\$1,301,813,984	\$200,545,197
Health			
Nonprescription Drugs	\$63,900,211	\$75,379,499	\$11,479,288
Prescription Drugs	\$136,796,654	\$161,346,884	\$24,550,230
Eyeglasses and Contact Lenses	\$39,493,097	\$46,639,239	\$7,146,142
Home			
Mortgage Payment and Basics (11)	\$4,172,520,915	\$4,941,062,131	\$768,541,216
Maintenance and Remodeling Services	\$1,110,952,797	\$1,315,004,076	\$204,051,279
Maintenance and Remodeling Materials (12)	\$247,543,664	\$292,690,671	\$45,147,007
Utilities, Fuel, and Public Services	\$1,988,428,486	\$2,349,083,316	\$360,654,830
Household Furnishings and Equipment			
Household Textiles (13)	\$39,926,905	\$47,222,011	\$7,295,106
Furniture	\$256,041,137	\$302,848,954	\$46,807,817
Rugs	\$12,272,350	\$14,520,034	\$2,247,684
Major Appliances (14)	\$150,186,156	\$177,714,154	\$27,527,998
Housewares (15)	\$35,731,417	\$42,234,448	\$6,503,031
Small Appliances	\$21,227,937	\$25,087,893	\$3,859,956
Luggage	\$6,656,260	\$7,880,014	\$1,223,754
Telephones and Accessories	\$39,627,857	\$46,822,898	\$7,195,041
Household Operations			
Child Care	\$217,340,733	\$257,589,320	\$40,248,587
Lawn and Garden (16)	\$200,116,033	\$236,432,441	\$36,316,408
Moving/Storage/Freight Express	\$28,196,398	\$33,368,918	\$5,172,520
Housekeeping Supplies (17)	\$313,021,253	\$369,842,177	\$56,820,924
Insurance			
Owners and Renters Insurance	\$254,591,314	\$300,852,563	\$46,261,249
Vehicle Insurance	\$748,438,624	\$884,733,769	\$136,295,145
Life/Other Insurance	\$237,519,062	\$280,841,767	\$43,322,705
Health Insurance	\$1,656,782,221	\$1,957,130,083	\$300,347,862
Personal Care Products (18)	\$199,994,034	\$236,396,185	\$36,402,151
School Books and Supplies (19)	\$52,744,959	\$62,367,787	\$9,622,828
Smoking Products	\$155,958,043	\$183,754,226	\$27,796,183
Transportation			
Payments on Vehicles excluding Leases	\$1,078,995,542	\$1,275,973,688	\$196,978,146
Gasoline and Motor Oil	\$964,640,746	\$1,140,085,767	\$175,445,021
Vehicle Maintenance and Repairs	\$451,707,103	\$533,802,098	\$82,094,995
Travel			
Airline Fares	\$243,285,221	\$288,070,079	\$44,784,858
Lodging on Trips	\$279,847,855	\$331,105,435	\$51,257,580
Auto/Truck Rental on Trips	\$21,401,560	\$25,346,010	\$3,944,450
Food and Drink on Trips	\$235,422,700	\$278,526,855	\$43,104,155

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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

- (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.

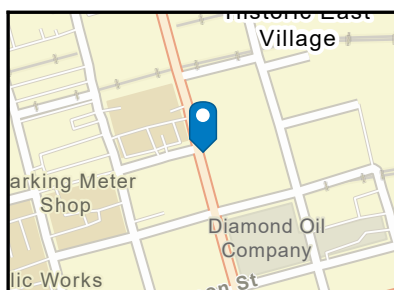
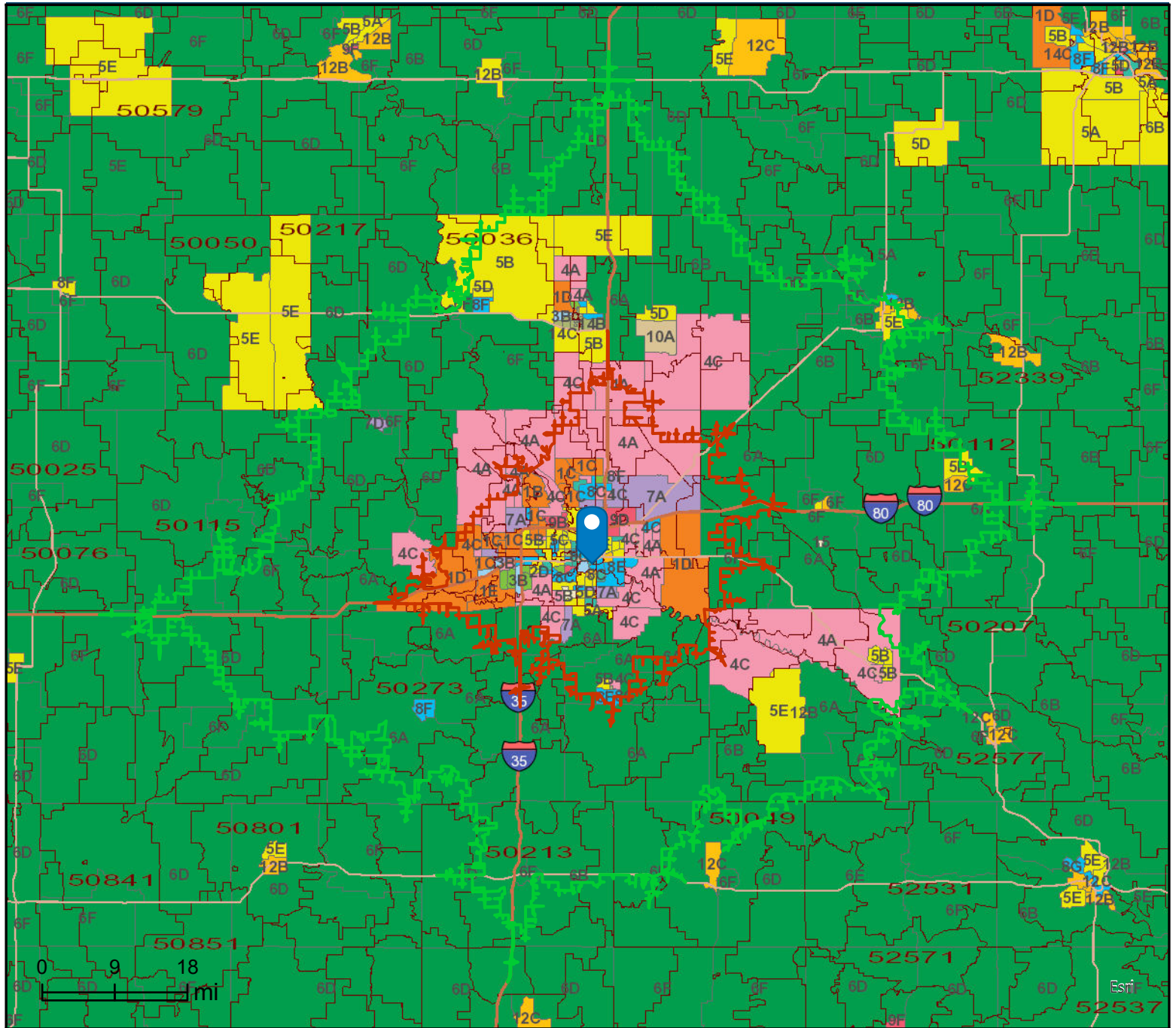


Dominant Tapestry Map

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership

Latitude: 41.58523
Longitude: -93.60806



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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

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.

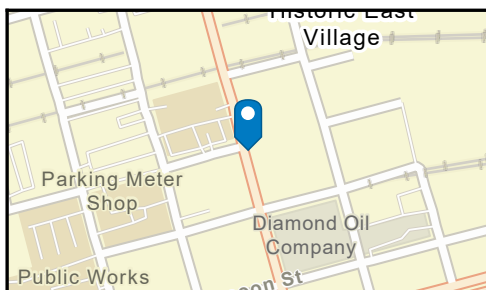
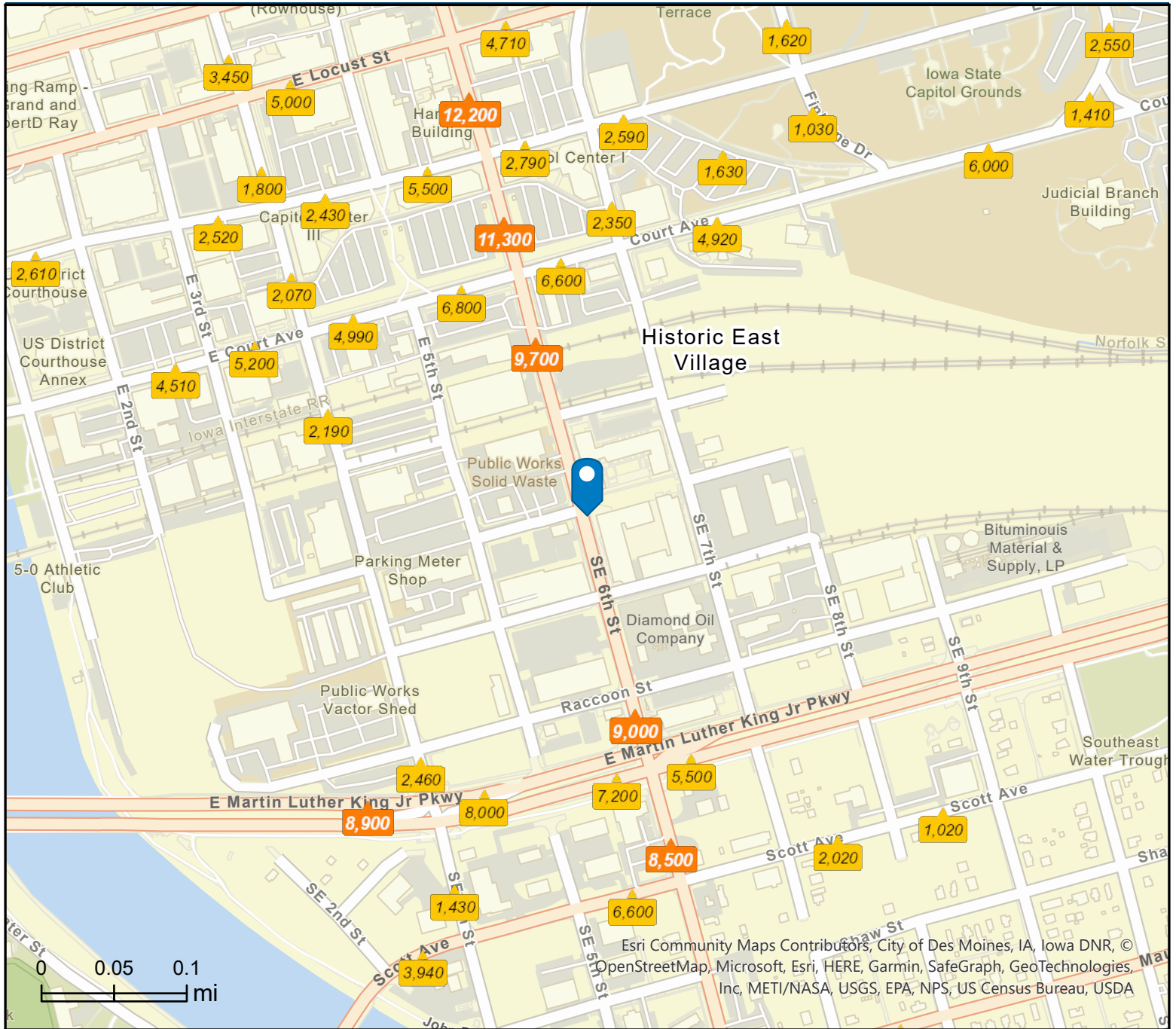
- | | |
|-----------------------------------------|-----------------------------------------|
| Segment 1A (Top Tier) | Segment 8C (Bright Young Professionals) |
| Segment 1B (Professional Pride) | Segment 8D (Downtown Melting Pot) |
| Segment 1C (Boomburbs) | Segment 8E (Front Porches) |
| Segment 1D (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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806



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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

Data for all businesses in area		30 minutes				60 minutes			
Total Businesses:		22,384				33,445			
Total Employees:		377,264				521,132			
Total Residential Population:		634,279				941,046			
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%	2,634	0.7%	912	2.7%	5,273	1.0%
Construction		1,375	6.1%	13,903	3.7%	2,108	6.3%	19,505	3.7%
Manufacturing		580	2.6%	23,733	6.3%	928	2.8%	36,791	7.1%
Transportation		497	2.2%	8,960	2.4%	865	2.6%	11,686	2.2%
Communication		166	0.7%	2,752	0.7%	262	0.8%	3,491	0.7%
Utility		70	0.3%	1,393	0.4%	121	0.4%	1,921	0.4%
Wholesale Trade		728	3.3%	16,162	4.3%	1,102	3.3%	23,536	4.5%
Retail Trade Summary		4,244	19.0%	71,836	19.0%	6,333	18.9%	101,150	19.4%
Home Improvement		254	1.1%	5,031	1.3%	412	1.2%	11,422	2.2%
General Merchandise Stores		161	0.7%	7,059	1.9%	246	0.7%	9,873	1.9%
Food Stores		523	2.3%	12,788	3.4%	790	2.4%	17,806	3.4%
Auto Dealers, Gas Stations, Auto Aftermarket		403	1.8%	8,522	2.3%	693	2.1%	11,026	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%	2,946	0.6%
Eating & Drinking Places		1,299	5.8%	22,468	6.0%	1,843	5.5%	31,255	6.0%
Miscellaneous Retail		1,110	5.0%	11,258	3.0%	1,663	5.0%	14,002	2.7%
Finance, Insurance, Real Estate Summary		2,672	11.9%	66,248	17.6%	3,691	11.0%	75,866	14.6%
Banks, Savings & Lending Institutions		515	2.3%	8,108	2.1%	762	2.3%	10,264	2.0%
Securities Brokers		445	2.0%	15,321	4.1%	573	1.7%	15,711	3.0%
Insurance Carriers & Agents		572	2.6%	18,513	4.9%	787	2.4%	23,343	4.5%
Real Estate, Holding, Other Investment Offices		1,139	5.1%	24,306	6.4%	1,569	4.7%	26,549	5.1%
Services Summary		9,177	41.0%	146,278	38.8%	13,395	40.1%	207,873	39.9%
Hotels & Lodging		194	0.9%	4,629	1.2%	327	1.0%	6,253	1.2%
Automotive Services		517	2.3%	5,370	1.4%	819	2.4%	6,488	1.2%
Motion Pictures & Amusements		630	2.8%	8,919	2.4%	955	2.9%	12,201	2.3%
Health Services		1,758	7.9%	44,742	11.9%	2,328	7.0%	59,409	11.4%
Legal Services		527	2.4%	3,777	1.0%	684	2.0%	4,519	0.9%
Education Institutions & Libraries		501	2.2%	21,490	5.7%	890	2.7%	36,276	7.0%
Other Services		5,051	22.6%	57,350	15.2%	7,392	22.1%	82,726	15.9%
Government		741	3.3%	21,763	5.8%	1,385	4.1%	31,830	6.1%
Unclassified Establishments		1,703	7.6%	1,603	0.4%	2,342	7.0%	2,210	0.4%
Totals		22,384	100.0%	377,264	100.0%	33,445	100.0%	521,132	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

Market District
205 SE 6th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58523
Longitude: -93.60806

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	121	0.5%	567	0.2%	397	1.2%	1,971	0.4%
Mining	9	0.0%	67	0.0%	21	0.1%	250	0.0%
Utilities	22	0.1%	439	0.1%	43	0.1%	701	0.1%
Construction	1,498	6.7%	15,231	4.0%	2,269	6.8%	21,052	4.0%
Manufacturing	610	2.7%	19,240	5.1%	974	2.9%	31,974	6.1%
Wholesale Trade	712	3.2%	16,039	4.3%	1,079	3.2%	23,332	4.5%
Retail Trade	2,845	12.7%	48,580	12.9%	4,336	13.0%	68,795	13.2%
Motor Vehicle & Parts Dealers	369	1.6%	8,149	2.2%	599	1.8%	10,153	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%	5,022	1.3%	409	1.2%	11,413	2.2%
Food & Beverage Stores	459	2.1%	12,349	3.3%	704	2.1%	17,200	3.3%
Health & Personal Care Stores	302	1.3%	3,437	0.9%	429	1.3%	4,484	0.9%
Gasoline Stations	34	0.2%	373	0.1%	94	0.3%	873	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%	2,766	0.5%
General Merchandise Stores	161	0.7%	7,059	1.9%	246	0.7%	9,873	1.9%
Miscellaneous Store Retailers	366	1.6%	3,821	1.0%	557	1.7%	4,645	0.9%
Nonstore Retailers	238	1.1%	1,521	0.4%	368	1.1%	1,650	0.3%
Transportation & Warehousing	400	1.8%	8,100	2.1%	699	2.1%	10,572	2.0%
Information	445	2.0%	10,606	2.8%	695	2.1%	13,101	2.5%
Finance & Insurance	1,579	7.1%	42,566	11.3%	2,165	6.5%	49,935	9.6%
Central Bank/Credit Intermediation & Related Activities	507	2.3%	8,032	2.1%	749	2.2%	10,179	2.0%
Securities, Commodity Contracts & Other Financial	491	2.2%	15,636	4.1%	620	1.9%	16,029	3.1%
Insurance Carriers & Related Activities; Funds, Trusts &	581	2.6%	18,898	5.0%	796	2.4%	23,728	4.6%
Real Estate, Rental & Leasing	1,213	5.4%	10,361	2.7%	1,694	5.1%	12,440	2.4%
Professional, Scientific & Tech Services	2,145	9.6%	24,775	6.6%	2,950	8.8%	33,809	6.5%
Legal Services	552	2.5%	3,988	1.1%	728	2.2%	4,799	0.9%
Management of Companies & Enterprises	84	0.4%	15,506	4.1%	110	0.3%	15,647	3.0%
Administrative & Support & Waste Management & Remediation	715	3.2%	9,204	2.4%	1,001	3.0%	14,385	2.8%
Educational Services	589	2.6%	21,472	5.7%	966	2.9%	35,866	6.9%
Health Care & Social Assistance	2,327	10.4%	58,029	15.4%	3,209	9.6%	79,012	15.2%
Arts, Entertainment & Recreation	487	2.2%	8,716	2.3%	803	2.4%	12,149	2.3%
Accommodation & Food Services	1,529	6.8%	27,375	7.3%	2,213	6.6%	37,842	7.3%
Accommodation	194	0.9%	4,629	1.2%	327	1.0%	6,253	1.2%
Food Services & Drinking Places	1,335	6.0%	22,746	6.0%	1,886	5.6%	31,589	6.1%
Other Services (except Public Administration)	2,613	11.7%	17,032	4.5%	4,102	12.3%	24,281	4.7%
Automotive Repair & Maintenance	410	1.8%	2,985	0.8%	672	2.0%	3,934	0.8%
Public Administration	740	3.3%	21,764	5.8%	1,379	4.1%	31,815	6.1%
Unclassified Establishments	1,701	7.6%	1,596	0.4%	2,340	7.0%	2,203	0.4%
Total	22,384	100.0%	377,264	100.0%	33,445	100.0%	521,132	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