



Executive Summary

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

	30 minutes	60 minutes
Population		
2010 Population	516,077	801,255
2020 Population	615,010	914,664
2022 Population	637,919	939,801
2027 Population	668,129	974,514
2010-2020 Annual Rate	1.77%	1.33%
2020-2022 Annual Rate	1.64%	1.21%
2022-2027 Annual Rate	0.93%	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 939,801. In 2020, the Census count in the area was 914,664. The rate of change since 2020 was 1.21% annually. The five-year projection for the population in the area is 974,514 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	77.8%	80.3%
2022 Black Alone	6.2%	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%	8.2%

Persons of Hispanic origin represent 8.2% 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 44.3 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	94	89
2010 Households	202,284	313,918
2020 Households	243,411	361,073
2022 Households	252,702	371,570
2027 Households	264,996	386,180
2010-2020 Annual Rate	1.87%	1.41%
2020-2022 Annual Rate	1.68%	1.28%
2022-2027 Annual Rate	0.95%	0.77%
2022 Average Household Size	2.48	2.45

The household count in this area has changed from 361,073 in 2020 to 371,570 in the current year, a change of 1.28% annually. The five-year projection of households is 386,180, 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 234,409 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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



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Mortgage Income		
2022 Percent of Income for Mortgage	16.9%	16.9%
Median Household Income		
2022 Median Household Income	\$76,140	\$72,174
2027 Median Household Income	\$86,561	\$81,873
2022-2027 Annual Rate	2.60%	2.55%
Average Household Income		
2022 Average Household Income	\$103,215	\$98,118
2027 Average Household Income	\$117,375	\$111,652
2022-2027 Annual Rate	2.60%	2.62%
Per Capita Income		
2022 Per Capita Income	\$41,002	\$38,945
2027 Per Capita Income	\$46,664	\$44,391
2022-2027 Annual Rate	2.62%	2.65%

Households by Income

Current median household income is \$72,174 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$81,873 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$98,118 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$111,652 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$38,945 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$44,391 in five years, compared to \$47,064 for all U.S. households

Housing		
2022 Housing Affordability Index	122	124
2010 Total Housing Units	216,557	337,448
2010 Owner Occupied Housing Units	143,172	219,412
2010 Renter Occupied Housing Units	59,113	94,506
2010 Vacant Housing Units	14,273	23,530
2020 Total Housing Units	259,919	387,311
2020 Vacant Housing Units	16,508	26,238
2022 Total Housing Units	271,259	400,648
2022 Owner Occupied Housing Units	173,114	254,335
2022 Renter Occupied Housing Units	79,589	117,235
2022 Vacant Housing Units	18,557	29,078
2027 Total Housing Units	287,335	419,750
2027 Owner Occupied Housing Units	184,832	268,891
2027 Renter Occupied Housing Units	80,164	117,289
2027 Vacant Housing Units	22,339	33,570

Currently, 63.5% of the 400,648 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 387,311 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 \$231,396, 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 \$276,942.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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



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Population Summary		
2010 Total Population	516,077	801,255
2020 Total Population	615,010	914,664
2020 Group Quarters	10,924	30,087
2022 Total Population	637,919	939,801
2022 Group Quarters	10,926	30,087
2027 Total Population	668,129	974,514
2022-2027 Annual Rate	0.93%	0.73%
2022 Total Daytime Population	661,767	951,547
Workers	370,928	513,939
Residents	290,839	437,608
Household Summary		
2010 Households	202,284	313,918
2010 Average Household Size	2.50	2.47
2020 Total Households	243,411	361,073
2020 Average Household Size	2.48	2.45
2022 Households	252,702	371,570
2022 Average Household Size	2.48	2.45
2027 Households	264,996	386,180
2027 Average Household Size	2.48	2.45
2022-2027 Annual Rate	0.95%	0.77%
2010 Families	131,274	201,959
2010 Average Family Size	3.08	3.03
2022 Families	161,033	234,409
2022 Average Family Size	3.07	3.02
2027 Families	168,541	243,120
2027 Average Family Size	3.06	3.02
2022-2027 Annual Rate	0.92%	0.73%
Housing Unit Summary		
2000 Housing Units	178,104	287,560
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	216,557	337,448
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	259,919	387,311
Vacant Housing Units	6.4%	6.8%
2022 Housing Units	271,259	400,648
Owner Occupied Housing Units	63.8%	63.5%
Renter Occupied Housing Units	29.3%	29.3%
Vacant Housing Units	6.8%	7.3%
2027 Housing Units	287,335	419,750
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	\$76,140	\$72,174
2027	\$86,561	\$81,873
Median Home Value		
2022	\$244,781	\$231,396
2027	\$290,068	\$276,942
Per Capita Income		
2022	\$41,002	\$38,945
2027	\$46,664	\$44,391
Median Age		
2010	34.7	34.9
2022	36.7	36.8
2027	37.1	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.



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2022 Households by Income		
Household Income Base	252,702	371,570
<\$15,000	5.5%	6.5%
\$15,000 - \$24,999	5.3%	5.8%
\$25,000 - \$34,999	7.5%	7.6%
\$35,000 - \$49,999	12.0%	12.5%
\$50,000 - \$74,999	18.8%	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+	8.2%	7.2%
Average Household Income	\$103,215	\$98,118
2027 Households by Income		
Household Income Base	264,996	386,180
<\$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	17.5%	18.1%
\$75,000 - \$99,999	13.0%	13.5%
\$100,000 - \$149,999	22.5%	22.0%
\$150,000 - \$199,999	11.8%	10.5%
\$200,000+	9.6%	8.4%
Average Household Income	\$117,375	\$111,652
2022 Owner Occupied Housing Units by Value		
Total	173,107	254,305
<\$50,000	2.3%	3.5%
\$50,000 - \$99,999	4.1%	6.8%
\$100,000 - \$149,999	12.3%	13.5%
\$150,000 - \$199,999	15.8%	16.4%
\$200,000 - \$249,999	17.2%	15.7%
\$250,000 - \$299,999	15.2%	13.8%
\$300,000 - \$399,999	15.9%	14.8%
\$400,000 - \$499,999	9.3%	8.3%
\$500,000 - \$749,999	5.5%	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	\$285,327	\$271,792
2027 Owner Occupied Housing Units by Value		
Total	184,824	268,857
<\$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	11.6%	12.7%
\$200,000 - \$249,999	15.3%	14.3%
\$250,000 - \$299,999	15.4%	14.2%
\$300,000 - \$399,999	20.6%	19.3%
\$400,000 - \$499,999	14.6%	13.0%
\$500,000 - \$749,999	8.6%	7.9%
\$750,000 - \$999,999	2.1%	2.0%
\$1,000,000 - \$1,499,999	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.2%	0.3%
\$2,000,000 +	0.7%	0.6%
Average Home Value	\$338,961	\$324,305

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

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2010 Population by Age		
Total	516,079	801,256
0 - 4	7.7%	7.1%
5 - 9	7.4%	6.9%
10 - 14	7.0%	6.7%
15 - 24	12.9%	15.0%
25 - 34	15.5%	14.3%
35 - 44	14.1%	13.0%
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%	1.9%
18 +	74.0%	75.3%
2022 Population by Age		
Total	637,921	939,802
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	14.8%	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	668,128	974,513
0 - 4	6.9%	6.4%
5 - 9	6.9%	6.5%
10 - 14	6.9%	6.5%
15 - 24	12.4%	14.2%
25 - 34	13.8%	13.3%
35 - 44	14.7%	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	252,571	396,723
Females	263,506	404,531
2022 Population by Sex		
Males	313,633	465,763
Females	324,286	474,038
2027 Population by Sex		
Males	328,438	482,959
Females	339,691	491,555

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2010 Population by Race/Ethnicity		
Total	516,078	801,254
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%	1.9%
Hispanic Origin	6.7%	6.1%
Diversity Index	34.3	30.1
2020 Population by Race/Ethnicity		
Total	615,010	914,664
White Alone	78.1%	80.8%
Black Alone	6.2%	4.8%
American Indian Alone	0.4%	0.4%
Asian Alone	4.8%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.3%	3.3%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.6%	8.1%
Diversity Index	47.5	43.6
2022 Population by Race/Ethnicity		
Total	637,919	939,800
White Alone	77.8%	80.3%
Black Alone	6.2%	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%	8.2%
Diversity Index	48.0	44.3
2027 Population by Race/Ethnicity		
Total	668,129	974,514
White Alone	76.7%	79.3%
Black Alone	6.4%	5.0%
American Indian Alone	0.4%	0.4%
Asian Alone	5.1%	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	49.5	46.0
2010 Population by Relationship and Household Type		
Total	516,077	801,255
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%	1.3%
Noninstitutionalized Population	1.2%	2.1%

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

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2022 Population 25+ by Educational Attainment		
Total	424,132	620,365
Less than 9th Grade	2.3%	2.2%
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	29.3%	26.9%
Graduate/Professional Degree	12.7%	12.3%
2022 Population 15+ by Marital Status		
Total	504,075	756,109
Never Married	31.7%	32.4%
Married	52.6%	52.3%
Widowed	4.4%	4.7%
Divorced	11.3%	10.7%
2022 Civilian Population 16+ in Labor Force		
Civilian Population 16+	361,772	521,403
Population 16+ Employed	97.1%	97.1%
Population 16+ Unemployment rate	2.9%	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%	62.8%
Population 25-54 Unemployment rate	2.2%	2.1%
Population 55-64 Employed	14.7%	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	351,102	506,481
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	1.8%	1.7%
Finance/Insurance/Real Estate	16.5%	13.4%
Services	43.2%	44.0%
Public Administration	4.0%	3.9%
2022 Employed Population 16+ by Occupation		
Total	351,101	506,480
White Collar	67.9%	64.9%
Management/Business/Financial	22.1%	20.2%
Professional	24.6%	24.5%
Sales	9.5%	8.8%
Administrative Support	11.7%	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%

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2010 Households by Type		
Total	202,284	313,918
Households with 1 Person	27.4%	27.4%
Households with 2+ People	72.6%	72.6%
Family Households	64.9%	64.3%
Husband-wife Families	50.0%	50.6%
With Related Children	24.0%	22.9%
Other Family (No Spouse Present)	14.9%	13.7%
Other Family with Male Householder	4.2%	4.0%
With Related Children	2.7%	2.6%
Other Family with Female Householder	10.6%	9.7%
With Related Children	7.5%	6.8%
Nonfamily Households	7.7%	8.2%
All Households with Children	34.6%	32.7%
Multigenerational Households	2.5%	2.2%
Unmarried Partner Households	7.3%	6.9%
Male-female	6.5%	6.2%
Same-sex	0.7%	0.6%
2010 Households by Size		
Total	202,285	313,920
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%	2.0%
7 + Person Household	1.2%	1.1%
2010 Households by Tenure and Mortgage Status		
Total	202,285	313,918
Owner Occupied	70.8%	69.9%
Owned with a Mortgage/Loan	54.9%	51.4%
Owned Free and Clear	15.8%	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	94	89
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	216,557	337,448
Housing Units Inside Urbanized Area	88.1%	63.8%
Housing Units Inside Urbanized Cluster	4.1%	17.1%
Rural Housing Units	7.8%	19.1%
2010 Population By Urban/ Rural Status		
Total Population	516,077	801,255
Population Inside Urbanized Area	87.2%	63.7%
Population Inside Urbanized Cluster	4.4%	16.7%
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.

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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 \$	\$605,052,599	\$843,983,975
Average Spent	\$2,394.33	\$2,271.40
Spending Potential Index	99	94
Education: Total \$	\$472,085,996	\$650,399,310
Average Spent	\$1,868.15	\$1,750.41
Spending Potential Index	95	89
Entertainment/Recreation: Total \$	\$907,342,602	\$1,299,160,980
Average Spent	\$3,590.56	\$3,496.41
Spending Potential Index	98	95
Food at Home: Total \$	\$1,514,746,107	\$2,154,052,849
Average Spent	\$5,994.20	\$5,797.17
Spending Potential Index	97	94
Food Away from Home: Total \$	\$1,078,109,383	\$1,502,416,439
Average Spent	\$4,266.33	\$4,043.43
Spending Potential Index	99	94
Health Care: Total \$	\$1,741,773,783	\$2,517,110,396
Average Spent	\$6,892.60	\$6,774.26
Spending Potential Index	97	96
HH Furnishings & Equipment: Total \$	\$643,682,681	\$898,661,497
Average Spent	\$2,547.20	\$2,418.55
Spending Potential Index	99	94
Personal Care Products & Services: Total \$	\$255,827,202	\$358,174,566
Average Spent	\$1,012.37	\$963.95
Spending Potential Index	99	95
Shelter: Total \$	\$5,653,829,460	\$7,830,556,953
Average Spent	\$22,373.50	\$21,074.24
Spending Potential Index	98	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$683,425,586	\$967,849,665
Average Spent	\$2,704.47	\$2,604.76
Spending Potential Index	100	96
Travel: Total \$	\$718,254,661	\$995,333,776
Average Spent	\$2,842.30	\$2,678.72
Spending Potential Index	99	93
Vehicle Maintenance & Repairs: Total \$	\$316,327,305	\$451,510,809
Average Spent	\$1,251.78	\$1,215.14
Spending Potential Index	99	97

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

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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



Retail Demand Outlook

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive Time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Boomburbs (1C)	10.1%	Population	637,919	668,129
Workday Drive (4A)	9.3%	Households	252,702	264,996
Rustbelt Traditions (5D)	8.9%	Families	161,033	168,541
Middleburg (4C)	6.5%	Median Age	36.7	37.1
Up and Coming Families (7A)	6.2%	Median Household Income	\$76,140	\$86,561
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$605,052,599	\$721,327,412	\$116,274,813
Men's		\$116,335,261	\$138,706,412	\$22,371,151
Women's		\$209,771,113	\$250,036,993	\$40,265,880
Children's		\$91,826,679	\$109,603,156	\$17,776,477
Footwear		\$142,100,318	\$169,324,168	\$27,223,850
Watches & Jewelry		\$35,950,191	\$42,858,807	\$6,908,616
Apparel Products and Services (1)		\$14,283,150	\$17,016,064	\$2,732,914
Computer				
Computers and Hardware for Home Use		\$47,820,678	\$57,045,528	\$9,224,850
Portable Memory		\$1,242,012	\$1,480,692	\$238,680
Computer Software		\$2,737,621	\$3,261,934	\$524,313
Computer Accessories		\$5,368,161	\$6,398,988	\$1,030,827
Entertainment & Recreation		\$907,342,602	\$1,081,707,990	\$174,365,388
Fees and Admissions		\$213,861,043	\$255,214,650	\$41,353,607
Membership Fees for Clubs (2)		\$71,374,979	\$85,127,238	\$13,752,259
Fees for Participant Sports, excl. Trips		\$34,437,990	\$41,115,069	\$6,677,079
Tickets to Theatre/Operas/Concerts		\$22,567,352	\$26,895,260	\$4,327,908
Tickets to Movies		\$16,671,567	\$19,902,562	\$3,230,995
Tickets to Parks or Museums		\$9,835,353	\$11,744,215	\$1,908,862
Admission to Sporting Events, excl. Trips		\$18,747,076	\$22,371,437	\$3,624,361
Fees for Recreational Lessons		\$39,913,102	\$47,686,171	\$7,773,069
Dating Services		\$313,623	\$372,699	\$59,076
TV/Video/Audio		\$328,179,312	\$391,030,893	\$62,851,581
Cable and Satellite Television Services		\$218,482,783	\$260,220,577	\$41,737,794
Televisions		\$33,516,809	\$39,971,048	\$6,454,239
Satellite Dishes		\$497,817	\$593,538	\$95,721
VCRs, Video Cameras, and DVD Players		\$1,457,977	\$1,737,646	\$279,669
Miscellaneous Video Equipment		\$4,300,216	\$5,124,590	\$824,374
Video Cassettes and DVDs		\$2,326,732	\$2,774,042	\$447,310
Video Game Hardware/Accessories		\$8,628,939	\$10,282,049	\$1,653,110
Video Game Software		\$4,891,023	\$5,826,146	\$935,123
Rental/Streaming/Downloaded Video		\$21,638,252	\$25,802,197	\$4,163,945
Installation of Televisions		\$200,664	\$239,705	\$39,041
Audio (3)		\$31,509,173	\$37,593,252	\$6,084,079
Rental and Repair of TV/Radio/Sound Equipment		\$728,928	\$866,102	\$137,174
Pets		\$197,702,733	\$235,592,010	\$37,889,277
Toys/Games/Crafts/Hobbies (4)		\$34,461,782	\$41,096,962	\$6,635,180
Recreational Vehicles and Fees (5)		\$30,348,366	\$36,193,473	\$5,845,107
Sports/Recreation/Exercise Equipment (6)		\$52,382,676	\$62,515,490	\$10,132,814
Photo Equipment and Supplies (7)		\$13,901,776	\$16,584,001	\$2,682,225
Reading (8)		\$28,639,529	\$34,109,547	\$5,470,018
Catered Affairs (9)		\$7,936,430	\$9,455,467	\$1,519,037
Food		\$2,592,855,491	\$3,090,907,439	\$498,051,948
Food at Home		\$1,514,746,107	\$1,805,349,115	\$290,603,008
Bakery and Cereal Products		\$193,182,395	\$230,239,749	\$37,057,354
Meats, Poultry, Fish, and Eggs		\$325,212,350	\$387,544,242	\$62,331,892
Dairy Products		\$150,920,820	\$179,877,493	\$28,956,673
Fruits and Vegetables		\$292,923,632	\$349,142,701	\$56,219,069
Snacks and Other Food at Home (10)		\$552,506,910	\$658,544,930	\$106,038,020
Food Away from Home		\$1,078,109,383	\$1,285,558,325	\$207,448,942
Alcoholic Beverages		\$176,309,451	\$210,129,336	\$33,819,885

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

Western Gateway Park
 7th St & Grand Ave, Des Moines, Iowa, 50309
 Drive Time: 30 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.58750
 Longitude: -93.62652

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$7,868,998,467	\$9,384,016,941	\$1,515,018,474
Value of Retirement Plans	\$28,411,699,541	\$33,878,204,390	\$5,466,504,849
Value of Other Financial Assets	\$2,290,438,281	\$2,725,889,014	\$435,450,733
Vehicle Loan Amount excluding Interest	\$854,398,666	\$1,019,052,805	\$164,654,139
Value of Credit Card Debt	\$784,239,204	\$934,724,042	\$150,484,838
Health			
Nonprescription Drugs	\$42,322,943	\$50,412,575	\$8,089,632
Prescription Drugs	\$90,930,796	\$108,279,623	\$17,348,827
Eyeglasses and Contact Lenses	\$27,023,364	\$32,205,063	\$5,181,699
Home			
Mortgage Payment and Basics (11)	\$3,019,321,752	\$3,605,020,548	\$585,698,796
Maintenance and Remodeling Services	\$790,227,230	\$943,324,910	\$153,097,680
Maintenance and Remodeling Materials (12)	\$169,115,264	\$201,896,392	\$32,781,128
Utilities, Fuel, and Public Services	\$1,388,687,003	\$1,654,919,428	\$266,232,425
Household Furnishings and Equipment			
Household Textiles (13)	\$28,739,052	\$34,265,695	\$5,526,643
Furniture	\$183,643,831	\$219,005,376	\$35,361,545
Rugs	\$8,846,149	\$10,551,238	\$1,705,089
Major Appliances (14)	\$107,612,181	\$128,400,923	\$20,788,742
Housewares (15)	\$25,015,751	\$29,827,162	\$4,811,411
Small Appliances	\$15,009,757	\$17,889,646	\$2,879,889
Luggage	\$4,900,431	\$5,846,011	\$945,580
Telephones and Accessories	\$28,235,316	\$33,629,985	\$5,394,669
Household Operations			
Child Care	\$161,166,911	\$192,515,426	\$31,348,515
Lawn and Garden (16)	\$136,389,232	\$162,655,453	\$26,266,221
Moving/Storage/Freight Express	\$20,603,101	\$24,572,041	\$3,968,940
Housekeeping Supplies (17)	\$217,469,835	\$259,238,637	\$41,768,802
Insurance			
Owners and Renters Insurance	\$174,969,619	\$208,683,146	\$33,713,527
Vehicle Insurance	\$529,652,298	\$631,462,105	\$101,809,807
Life/Other Insurance	\$168,047,945	\$200,384,851	\$32,336,906
Health Insurance	\$1,149,584,750	\$1,370,005,781	\$220,421,031
Personal Care Products (18)	\$141,297,206	\$168,447,807	\$27,150,601
School Books and Supplies (19)	\$37,447,303	\$44,659,282	\$7,211,979
Smoking Products	\$104,051,817	\$123,728,268	\$19,676,451
Transportation			
Payments on Vehicles excluding Leases	\$759,589,633	\$906,235,719	\$146,646,086
Gasoline and Motor Oil	\$677,222,782	\$807,417,817	\$130,195,035
Vehicle Maintenance and Repairs	\$316,327,305	\$377,079,967	\$60,752,662
Travel			
Airline Fares	\$178,737,840	\$213,263,325	\$34,525,485
Lodging on Trips	\$200,749,915	\$239,474,956	\$38,725,041
Auto/Truck Rental on Trips	\$15,804,848	\$18,859,645	\$3,054,797
Food and Drink on Trips	\$169,308,440	\$201,938,831	\$32,630,391

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

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive Time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

- (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

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive Time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Rustbelt Traditions (5D)	7.6%	Population	939,801	974,514
Workday Drive (4A)	7.5%	Households	371,570	386,180
Boomburbs (1C)	6.8%	Families	234,409	243,120
Middleburg (4C)	6.5%	Median Age	36.8	37.3
In Style (5B)	5.7%	Median Household Income	\$72,174	\$81,873
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$843,983,975	\$997,959,067	\$153,975,092
Men's		\$160,809,362	\$190,206,437	\$29,397,075
Women's		\$294,959,567	\$348,664,376	\$53,704,809
Children's		\$126,962,297	\$150,278,096	\$23,315,799
Footwear		\$197,725,508	\$233,725,011	\$35,999,503
Watches & Jewelry		\$51,399,005	\$60,740,793	\$9,341,788
Apparel Products and Services (1)		\$19,632,213	\$23,211,570	\$3,579,357
Computer				
Computers and Hardware for Home Use		\$66,386,918	\$78,541,872	\$12,154,954
Portable Memory		\$1,751,248	\$2,070,011	\$318,763
Computer Software		\$3,805,121	\$4,497,657	\$692,536
Computer Accessories		\$7,523,245	\$8,894,504	\$1,371,259
Entertainment & Recreation		\$1,299,160,980	\$1,535,289,009	\$236,128,029
Fees and Admissions		\$289,854,756	\$343,277,326	\$53,422,570
Membership Fees for Clubs (2)		\$97,717,442	\$115,654,969	\$17,937,527
Fees for Participant Sports, excl. Trips		\$46,110,871	\$54,643,390	\$8,532,519
Tickets to Theatre/Operas/Concerts		\$30,939,036	\$36,594,233	\$5,655,197
Tickets to Movies		\$22,398,409	\$26,537,122	\$4,138,713
Tickets to Parks or Museums		\$13,473,005	\$15,957,289	\$2,484,284
Admission to Sporting Events, excl. Trips		\$25,709,501	\$30,439,004	\$4,729,503
Fees for Recreational Lessons		\$53,077,026	\$62,944,563	\$9,867,537
Dating Services		\$429,466	\$506,756	\$77,290
TV/Video/Audio		\$470,210,203	\$555,412,216	\$85,202,013
Cable and Satellite Television Services		\$317,351,388	\$374,634,704	\$57,283,316
Televisions		\$46,247,212	\$54,710,757	\$8,463,545
Satellite Dishes		\$706,867	\$835,679	\$128,812
VCRs, Video Cameras, and DVD Players		\$2,061,078	\$2,435,615	\$374,537
Miscellaneous Video Equipment		\$6,215,723	\$7,341,884	\$1,126,161
Video Cassettes and DVDs		\$3,240,352	\$3,831,789	\$591,437
Video Game Hardware/Accessories		\$12,597,858	\$14,872,313	\$2,274,455
Video Game Software		\$6,946,696	\$8,204,679	\$1,257,983
Rental/Streaming/Downloaded Video		\$30,219,764	\$35,737,185	\$5,517,421
Installation of Televisions		\$256,471	\$304,515	\$48,044
Audio (3)		\$43,268,336	\$51,209,918	\$7,941,582
Rental and Repair of TV/Radio/Sound Equipment		\$1,098,459	\$1,293,178	\$194,719
Pets		\$298,736,922	\$352,487,614	\$53,750,692
Toys/Games/Crafts/Hobbies (4)		\$48,920,451	\$57,830,973	\$8,910,522
Recreational Vehicles and Fees (5)		\$44,973,051	\$53,120,568	\$8,147,517
Sports/Recreation/Exercise Equipment (6)		\$75,338,531	\$89,100,400	\$13,761,869
Photo Equipment and Supplies (7)		\$19,162,172	\$22,675,660	\$3,513,488
Reading (8)		\$41,104,614	\$48,544,172	\$7,439,558
Catered Affairs (9)		\$10,957,404	\$12,954,809	\$1,997,405
Food		\$3,656,469,288	\$4,322,158,363	\$665,689,075
Food at Home		\$2,154,052,849	\$2,545,355,386	\$391,302,537
Bakery and Cereal Products		\$274,982,715	\$324,922,952	\$49,940,237
Meats, Poultry, Fish, and Eggs		\$463,445,928	\$547,536,776	\$84,090,848
Dairy Products		\$216,282,245	\$255,534,340	\$39,252,095
Fruits and Vegetables		\$412,880,802	\$488,015,422	\$75,134,620
Snacks and Other Food at Home (10)		\$786,461,158	\$929,345,896	\$142,884,738
Food Away from Home		\$1,502,416,439	\$1,776,802,977	\$274,386,538
Alcoholic Beverages		\$245,426,366	\$290,168,927	\$44,742,561

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

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive Time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$10,792,596,163	\$12,773,260,538	\$1,980,664,375
Value of Retirement Plans	\$39,547,956,798	\$46,783,610,797	\$7,235,653,999
Value of Other Financial Assets	\$3,345,715,236	\$3,947,115,289	\$601,400,053
Vehicle Loan Amount excluding Interest	\$1,202,584,527	\$1,422,069,600	\$219,485,073
Value of Credit Card Debt	\$1,100,707,850	\$1,301,130,374	\$200,422,524
Health			
Nonprescription Drugs	\$63,883,176	\$75,359,642	\$11,476,466
Prescription Drugs	\$136,767,125	\$161,310,284	\$24,543,159
Eyeglasses and Contact Lenses	\$39,478,052	\$46,621,218	\$7,143,166
Home			
Mortgage Payment and Basics (11)	\$4,169,796,654	\$4,937,778,349	\$767,981,695
Maintenance and Remodeling Services	\$1,110,279,688	\$1,314,202,294	\$203,922,606
Maintenance and Remodeling Materials (12)	\$247,454,376	\$292,585,049	\$45,130,673
Utilities, Fuel, and Public Services	\$1,987,606,667	\$2,348,078,447	\$360,471,780
Household Furnishings and Equipment			
Household Textiles (13)	\$39,905,098	\$47,195,511	\$7,290,413
Furniture	\$255,897,925	\$302,675,496	\$46,777,571
Rugs	\$12,265,573	\$14,511,708	\$2,246,135
Major Appliances (14)	\$150,096,377	\$177,605,585	\$27,509,208
Housewares (15)	\$35,714,037	\$42,213,761	\$6,499,724
Small Appliances	\$21,217,577	\$25,075,367	\$3,857,790
Luggage	\$6,652,263	\$7,875,152	\$1,222,889
Telephones and Accessories	\$39,602,648	\$46,792,409	\$7,189,761
Household Operations			
Child Care	\$217,216,717	\$257,438,978	\$40,222,261
Lawn and Garden (16)	\$200,041,853	\$236,343,415	\$36,301,562
Moving/Storage/Freight Express	\$28,177,164	\$33,346,114	\$5,168,950
Housekeeping Supplies (17)	\$312,884,684	\$369,678,825	\$56,794,141
Insurance			
Owners and Renters Insurance	\$254,482,996	\$300,721,933	\$46,238,937
Vehicle Insurance	\$748,090,274	\$884,310,570	\$136,220,296
Life/Other Insurance	\$237,393,353	\$280,688,181	\$43,294,828
Health Insurance	\$1,656,118,977	\$1,956,321,521	\$300,202,544
Personal Care Products (18)	\$199,899,340	\$236,281,797	\$36,382,457
School Books and Supplies (19)	\$52,716,517	\$62,333,658	\$9,617,141
Smoking Products	\$155,949,852	\$183,739,840	\$27,789,988
Transportation			
Payments on Vehicles excluding Leases	\$1,078,479,623	\$1,275,352,380	\$196,872,757
Gasoline and Motor Oil	\$964,224,859	\$1,139,580,951	\$175,356,092
Vehicle Maintenance and Repairs	\$451,510,809	\$533,564,494	\$82,053,685
Travel			
Airline Fares	\$243,117,538	\$287,868,795	\$44,751,257
Lodging on Trips	\$279,683,458	\$330,906,963	\$51,223,505
Auto/Truck Rental on Trips	\$21,386,713	\$25,328,160	\$3,941,447
Food and Drink on Trips	\$235,282,712	\$278,358,212	\$43,075,500

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

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive Time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

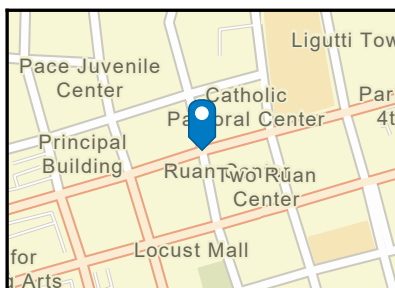
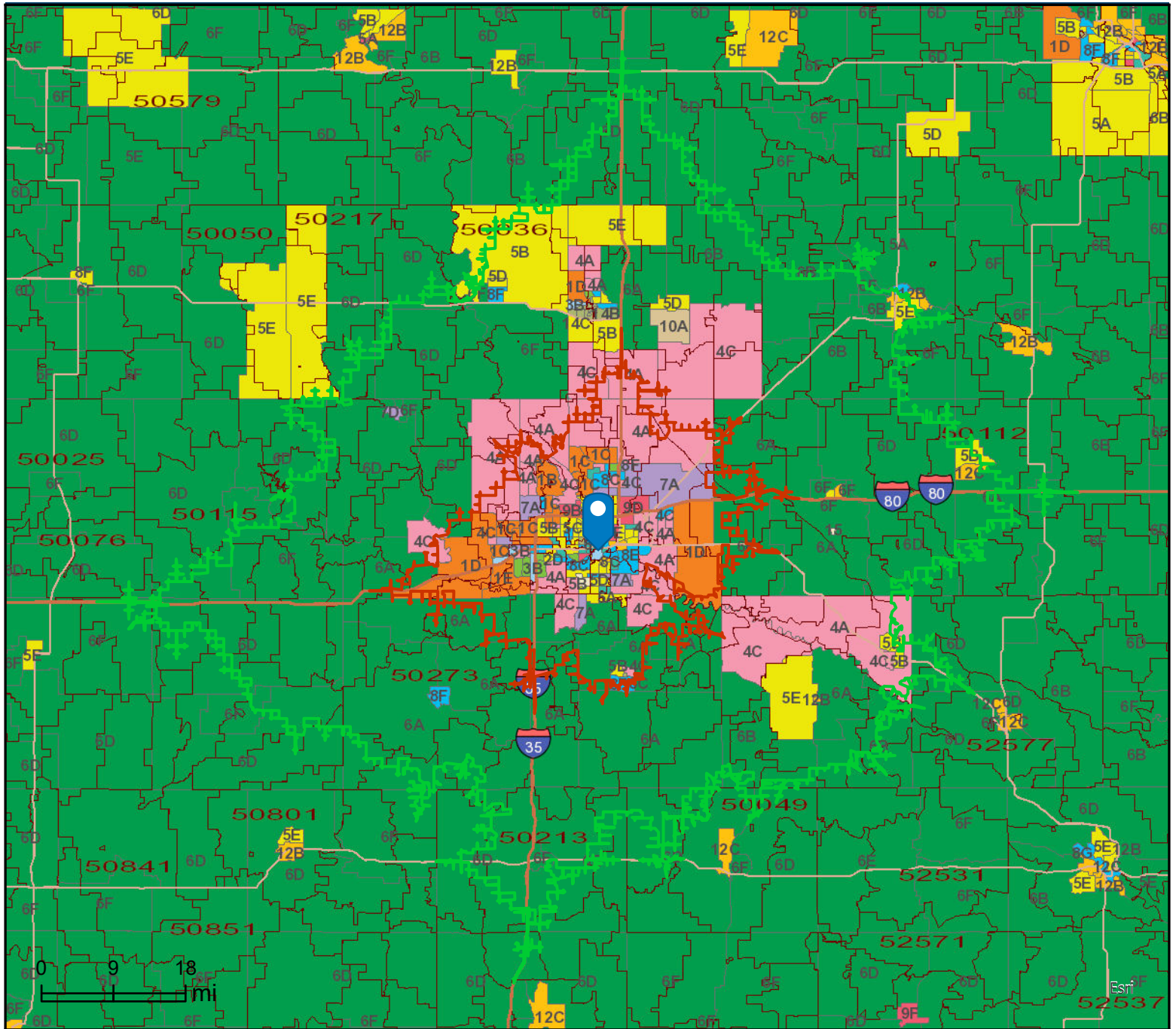
- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, 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.

Western Gateway Park
 7th St & Grand Ave, Des Moines, Iowa, 50309
 Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58750
 Longitude: -93.62652



Tapestry LifeMode

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



Source: Esri



Dominant Tapestry Map

Western Gateway Park
7th St & Grand Ave, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58750
Longitude: -93.62652

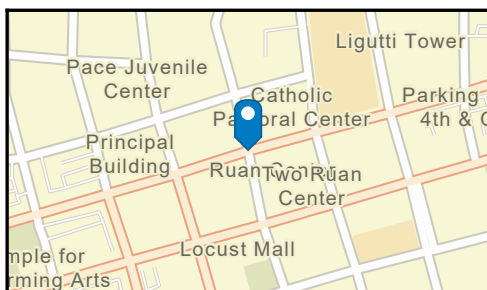
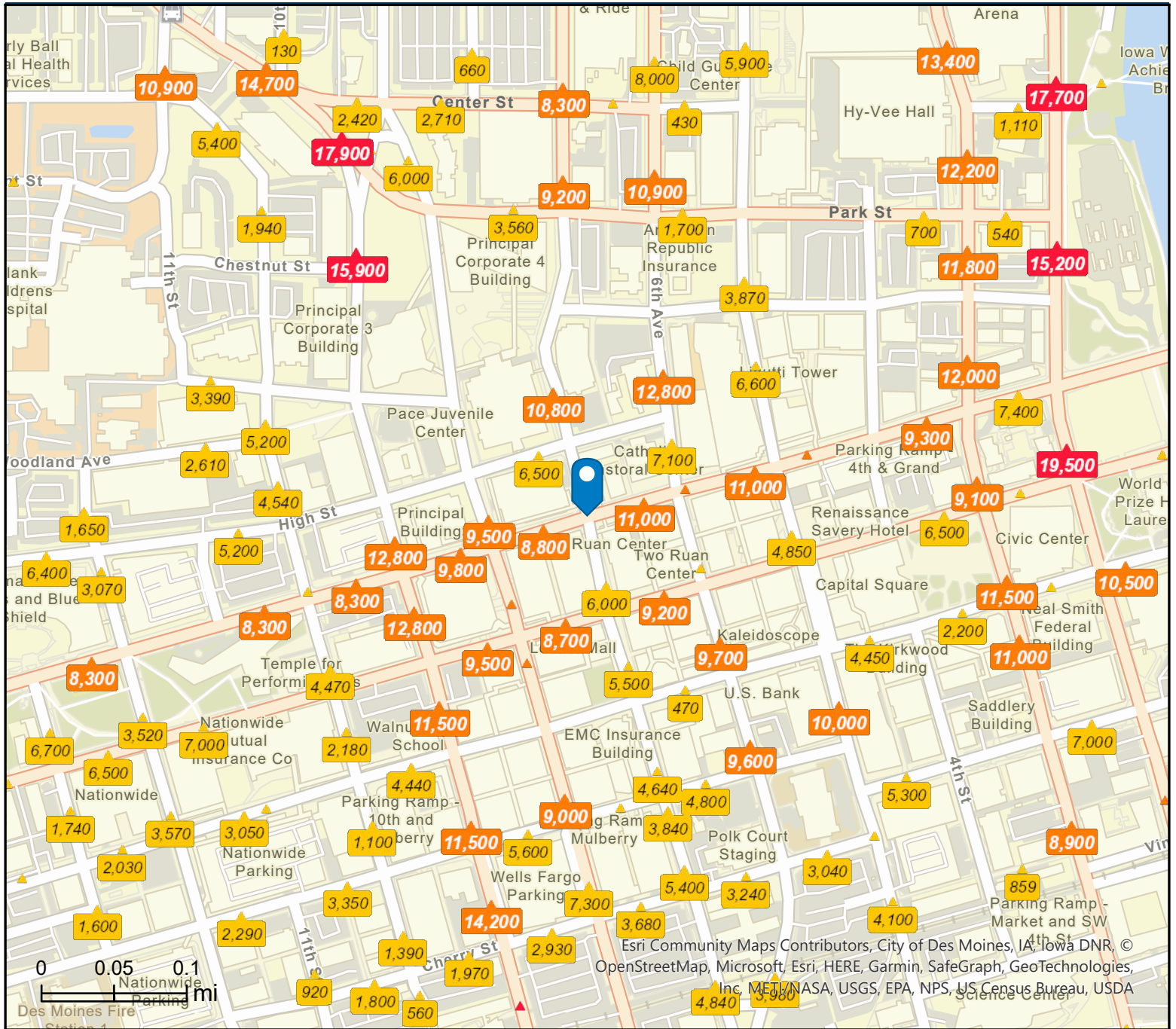
Tapestry Segmentation

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

- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- Segment 3B (Metro Renters)
- Segment 3C (Trendsetters)
- Segment 4A (Workday Drive)
- Segment 4B (Home Improvement)
- Segment 4C (Middleburg)
- Segment 5A (Comfortable Empty Nesters)
- Segment 5B (In Style)
- Segment 5C (Parks and Rec)
- Segment 5D (Rustbelt Traditions)
- Segment 5E (Midlife Constants)
- Segment 6A (Green Acres)
- Segment 6B (Salt of the Earth)
- Segment 6C (The Great Outdoors)
- Segment 6D (Prairie Living)
- Segment 6E (Rural Resort Dwellers)
- Segment 6F (Heartland Communities)
- Segment 7A (Up and Coming Families)
- Segment 7B (Urban Villages)
- Segment 7C (Urban Edge Families)
- Segment 7D (Forging Opportunity)
- Segment 7E (Farm to Table)
- Segment 7F (Southwestern Families)
- Segment 8A (City Lights)
- Segment 8B (Emerald City)
- Segment 8C (Bright Young Professionals)
- Segment 8D (Downtown Melting Pot)
- Segment 8E (Front Porches)
- Segment 8F (Old and Newcomers)
- Segment 8G (Hometown Heritage)
- Segment 9A (Silver & Gold)
- Segment 9B (Golden Years)
- Segment 9C (The Elders)
- Segment 9D (Senior Escapes)
- Segment 9E (Retirement Communities)
- Segment 9F (Social Security Set)
- Segment 10A (Southern Satellites)
- Segment 10B (Rooted Rural)
- Segment 10C (Economic BedRock)
- Segment 10D (Down the Road)
- Segment 10E (Rural Bypasses)
- Segment 11A (City Strivers)
- Segment 11B (Young and Restless)
- Segment 11C (Metro Fusion)
- Segment 11D (Set to Impress)
- Segment 11E (City Commons)
- Segment 12A (Family Foundations)
- Segment 12B (Traditional Living)
- Segment 12C (Small Town Sincerity)
- Segment 12D (Modest Income Homes)
- Segment 13A (Diverse Convergence)
- Segment 13B (Family Extensions)
- Segment 13C (NeWest Residents)
- Segment 13D (Fresh Ambitions)
- Segment 13E (High Rise Renters)
- Segment 14A (Military Proximity)
- Segment 14B (College Towns)
- Segment 14C (Dorms to Diplomas)
- Segment 15 (Unclassified)

Western Gateway Park
 7th St & Grand Ave, Des Moines, Iowa, 50309
 Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58750
 Longitude: -93.62652



- 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).



Business Summary

Western Gateway Park
 7th St & Grand Ave, Des Moines, Iowa, 50309
 Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58750
 Longitude: -93.62652

Data for all businesses in area	30 minutes				60 minutes			
	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Businesses:	22,526		33,452					
Total Employees:	378,184		519,598					
Total Residential Population:	637,919		939,801					
Employee/Residential Population Ratio (per 100 Residents)	59		55					
by SIC Codes	Businesses		Employees		Businesses		Employees	
Agriculture & Mining	441	2.0%	2,656	0.7%	907	2.7%	5,236	1.0%
Construction	1,389	6.2%	13,947	3.7%	2,104	6.3%	19,438	3.7%
Manufacturing	582	2.6%	23,843	6.3%	928	2.8%	37,247	7.2%
Transportation	502	2.2%	8,989	2.4%	863	2.6%	11,719	2.3%
Communication	167	0.7%	2,761	0.7%	264	0.8%	3,512	0.7%
Utility	72	0.3%	1,401	0.4%	123	0.4%	1,939	0.4%
Wholesale Trade	733	3.3%	16,203	4.3%	1,100	3.3%	23,453	4.5%
Retail Trade Summary	4,269	19.0%	71,977	19.0%	6,335	18.9%	101,182	19.5%
Home Improvement	255	1.1%	5,042	1.3%	412	1.2%	11,421	2.2%
General Merchandise Stores	163	0.7%	7,066	1.9%	246	0.7%	9,879	1.9%
Food Stores	525	2.3%	12,820	3.4%	790	2.4%	17,828	3.4%
Auto Dealers, Gas Stations, Auto Aftermarket	410	1.8%	8,548	2.3%	694	2.1%	11,017	2.1%
Apparel & Accessory Stores	270	1.2%	2,401	0.6%	346	1.0%	2,819	0.5%
Furniture & Home Furnishings	228	1.0%	2,328	0.6%	339	1.0%	2,946	0.6%
Eating & Drinking Places	1,304	5.8%	22,497	5.9%	1,844	5.5%	31,265	6.0%
Miscellaneous Retail	1,115	4.9%	11,274	3.0%	1,664	5.0%	14,007	2.7%
Finance, Insurance, Real Estate Summary	2,686	11.9%	66,374	17.6%	3,693	11.0%	75,752	14.6%
Banks, Savings & Lending Institutions	519	2.3%	8,133	2.2%	761	2.3%	10,259	2.0%
Securities Brokers	447	2.0%	15,327	4.1%	573	1.7%	15,712	3.0%
Insurance Carriers & Agents	575	2.6%	18,615	4.9%	789	2.4%	23,232	4.5%
Real Estate, Holding, Other Investment Offices	1,144	5.1%	24,300	6.4%	1,570	4.7%	26,550	5.1%
Services Summary	9,216	40.9%	146,408	38.7%	13,401	40.1%	205,995	39.6%
Hotels & Lodging	194	0.9%	4,627	1.2%	327	1.0%	6,249	1.2%
Automotive Services	516	2.3%	5,373	1.4%	819	2.4%	6,487	1.2%
Motion Pictures & Amusements	635	2.8%	8,955	2.4%	957	2.9%	12,208	2.3%
Health Services	1,764	7.8%	44,784	11.8%	2,327	7.0%	59,003	11.4%
Legal Services	528	2.3%	3,803	1.0%	684	2.0%	4,515	0.9%
Education Institutions & Libraries	503	2.2%	21,377	5.7%	891	2.7%	36,359	7.0%
Other Services	5,076	22.5%	57,488	15.2%	7,396	22.1%	81,176	15.6%
Government	754	3.3%	22,013	5.8%	1,395	4.2%	31,916	6.1%
Unclassified Establishments	1,714	7.6%	1,611	0.4%	2,339	7.0%	2,208	0.4%
Totals	22,526	100.0%	378,184	100.0%	33,452	100.0%	519,598	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.



Business Summary

Western Gateway Park
 7th St & Grand Ave, Des Moines, Iowa, 50309
 Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58750
 Longitude: -93.62652

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	124	0.6%	581	0.2%	392	1.2%	1,950	0.4%
Mining	10	0.0%	69	0.0%	21	0.1%	242	0.0%
Utilities	22	0.1%	442	0.1%	44	0.1%	722	0.1%
Construction	1,513	6.7%	15,277	4.0%	2,264	6.8%	20,984	4.0%
Manufacturing	615	2.7%	19,361	5.1%	974	2.9%	32,429	6.2%
Wholesale Trade	717	3.2%	16,080	4.3%	1,077	3.2%	23,249	4.5%
Retail Trade	2,863	12.7%	48,682	12.9%	4,338	13.0%	68,818	13.2%
Motor Vehicle & Parts Dealers	374	1.7%	8,166	2.2%	600	1.8%	10,145	2.0%
Furniture & Home Furnishings Stores	113	0.5%	1,137	0.3%	164	0.5%	1,449	0.3%
Electronics & Appliance Stores	62	0.3%	855	0.2%	100	0.3%	1,099	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	252	1.1%	5,033	1.3%	409	1.2%	11,412	2.2%
Food & Beverage Stores	461	2.0%	12,373	3.3%	703	2.1%	17,221	3.3%
Health & Personal Care Stores	303	1.3%	3,447	0.9%	428	1.3%	4,483	0.9%
Gasoline Stations	35	0.2%	383	0.1%	94	0.3%	873	0.2%
Clothing & Clothing Accessories Stores	315	1.4%	2,704	0.7%	406	1.2%	3,190	0.6%
Sport Goods, Hobby, Book, & Music Stores	177	0.8%	2,173	0.6%	261	0.8%	2,770	0.5%
General Merchandise Stores	163	0.7%	7,066	1.9%	246	0.7%	9,879	1.9%
Miscellaneous Store Retailers	367	1.6%	3,823	1.0%	557	1.7%	4,644	0.9%
Nonstore Retailers	240	1.1%	1,521	0.4%	369	1.1%	1,653	0.3%
Transportation & Warehousing	402	1.8%	8,100	2.1%	698	2.1%	10,609	2.0%
Information	447	2.0%	10,621	2.8%	697	2.1%	13,119	2.5%
Finance & Insurance	1,588	7.0%	42,695	11.3%	2,166	6.5%	49,820	9.6%
Central Bank/Credit Intermediation & Related Activities	511	2.3%	8,054	2.1%	748	2.2%	10,174	2.0%
Securities, Commodity Contracts & Other Financial	493	2.2%	15,642	4.1%	620	1.9%	16,030	3.1%
Insurance Carriers & Related Activities; Funds, Trusts &	584	2.6%	19,000	5.0%	798	2.4%	23,617	4.5%
Real Estate, Rental & Leasing	1,218	5.4%	10,353	2.7%	1,695	5.1%	12,446	2.4%
Professional, Scientific & Tech Services	2,157	9.6%	24,867	6.6%	2,949	8.8%	33,730	6.5%
Legal Services	554	2.5%	4,020	1.1%	728	2.2%	4,794	0.9%
Management of Companies & Enterprises	85	0.4%	15,507	4.1%	110	0.3%	15,647	3.0%
Administrative & Support & Waste Management & Remediation	724	3.2%	9,240	2.4%	1,001	3.0%	12,810	2.5%
Educational Services	591	2.6%	21,356	5.6%	967	2.9%	35,950	6.9%
Health Care & Social Assistance	2,334	10.4%	58,071	15.4%	3,209	9.6%	78,679	15.1%
Arts, Entertainment & Recreation	492	2.2%	8,760	2.3%	805	2.4%	12,149	2.3%
Accommodation & Food Services	1,534	6.8%	27,402	7.2%	2,214	6.6%	37,847	7.3%
Accommodation	194	0.9%	4,627	1.2%	327	1.0%	6,249	1.2%
Food Services & Drinking Places	1,340	5.9%	22,775	6.0%	1,887	5.6%	31,599	6.1%
Other Services (except Public Administration)	2,623	11.6%	17,099	4.5%	4,107	12.3%	24,295	4.7%
Automotive Repair & Maintenance	408	1.8%	2,983	0.8%	672	2.0%	3,927	0.8%
Public Administration	753	3.3%	22,015	5.8%	1,389	4.2%	31,902	6.1%
Unclassified Establishments	1,712	7.6%	1,604	0.4%	2,337	7.0%	2,201	0.4%
Total	22,526	100.0%	378,184	100.0%	33,452	100.0%	519,598	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.