



Market Profile

Downtown DSM USA
 191530027.00 (19153002700) et al.
 Geography: Census Tract

Prepared by Greater Des Moines Partnership

IA(1915300270...

Population Summary	
2000 Total Population	8,027
2010 Total Population	8,074
2019 Total Population	11,361
2019 Group Quarters	590
2024 Total Population	12,934
2019-2024 Annual Rate	2.63%
2019 Total Daytime Population	80,248
Workers	76,126
Residents	4,122
Household Summary	
2000 Households	3,889
2000 Average Household Size	1.70
2010 Households	4,538
2010 Average Household Size	1.65
2019 Households	6,619
2019 Average Household Size	1.63
2024 Households	7,606
2024 Average Household Size	1.62
2019-2024 Annual Rate	2.82%
2010 Families	1,155
2010 Average Family Size	2.96
2019 Families	1,557
2019 Average Family Size	2.93
2024 Families	1,749
2024 Average Family Size	2.93
2019-2024 Annual Rate	2.35%
Housing Unit Summary	
2000 Housing Units	4,364
Owner Occupied Housing Units	14.7%
Renter Occupied Housing Units	74.4%
Vacant Housing Units	10.9%
2010 Housing Units	5,345
Owner Occupied Housing Units	14.7%
Renter Occupied Housing Units	70.2%
Vacant Housing Units	15.1%
2019 Housing Units	7,869
Owner Occupied Housing Units	11.0%
Renter Occupied Housing Units	73.1%
Vacant Housing Units	15.9%
2024 Housing Units	8,994
Owner Occupied Housing Units	11.2%
Renter Occupied Housing Units	73.4%
Vacant Housing Units	15.4%
Median Household Income	
2019	\$42,770
2024	\$52,747
Median Home Value	
2019	\$253,056
2024	\$297,059
Per Capita Income	
2019	\$35,675
2024	\$42,776
Median Age	
2010	32.4
2019	34.5
2024	35.0

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Downtown DSM USA
 191530027.00 (19153002700) et al.
 Geography: Census Tract

Prepared by Greater Des Moines Partnership

IA(1915300270...

2019 Households by Income

Household Income Base	6,619
<\$15,000	21.6%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	15.2%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	2.1%
\$200,000+	3.0%
Average Household Income	\$60,927

2024 Households by Income

Household Income Base	7,606
<\$15,000	16.8%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	16.1%
\$150,000 - \$199,999	3.1%
\$200,000+	3.7%
Average Household Income	\$72,473

2019 Owner Occupied Housing Units by Value

Total	867
<\$50,000	2.2%
\$50,000 - \$99,999	8.1%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	9.5%
\$200,000 - \$249,999	12.6%
\$250,000 - \$299,999	10.4%
\$300,000 - \$399,999	13.7%
\$400,000 - \$499,999	12.0%
\$500,000 - \$749,999	13.3%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$301,240

2024 Owner Occupied Housing Units by Value

Total	1,008
<\$50,000	2.2%
\$50,000 - \$99,999	6.3%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	6.8%
\$200,000 - \$249,999	11.3%
\$250,000 - \$299,999	11.8%
\$300,000 - \$399,999	19.2%
\$400,000 - \$499,999	15.3%
\$500,000 - \$749,999	13.2%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$327,753

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Downtown DSM USA
 191530027.00 (19153002700) et al.
 Geography: Census Tract

Prepared by Greater Des Moines Partnership

IA(1915300270...

2010 Population by Age		
Total		8,074
0 - 4		6.3%
5 - 9		4.4%
10 - 14		3.5%
15 - 24		14.9%
25 - 34		25.9%
35 - 44		12.9%
45 - 54		13.2%
55 - 64		10.9%
65 - 74		4.3%
75 - 84		2.5%
85 +		1.1%
18 +		83.8%
2019 Population by Age		
Total		11,361
0 - 4		5.4%
5 - 9		4.3%
10 - 14		3.5%
15 - 24		11.3%
25 - 34		26.8%
35 - 44		15.0%
45 - 54		11.3%
55 - 64		11.1%
65 - 74		6.8%
75 - 84		3.2%
85 +		1.4%
18 +		84.9%
2024 Population by Age		
Total		12,934
0 - 4		5.5%
5 - 9		4.2%
10 - 14		3.5%
15 - 24		11.9%
25 - 34		24.9%
35 - 44		16.8%
45 - 54		10.9%
55 - 64		9.9%
65 - 74		7.4%
75 - 84		3.6%
85 +		1.4%
18 +		85.0%
2010 Population by Sex		
Males		4,336
Females		3,738
2019 Population by Sex		
Males		6,026
Females		5,335
2024 Population by Sex		
Males		6,741
Females		6,193

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Downtown DSM USA
 191530027.00 (19153002700) et al.
 Geography: Census Tract

Prepared by Greater Des Moines Partnership

IA(1915300270...

2010 Population by Race/Ethnicity

Total	8,074
White Alone	64.1%
Black Alone	23.8%
American Indian Alone	0.6%
Asian Alone	4.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.9%
Two or More Races	3.6%
Hispanic Origin	6.2%
Diversity Index	58.6

2019 Population by Race/Ethnicity

Total	11,361
White Alone	59.5%
Black Alone	26.3%
American Indian Alone	0.4%
Asian Alone	6.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.7%
Two or More Races	4.0%
Hispanic Origin	6.7%
Diversity Index	62.6

2024 Population by Race/Ethnicity

Total	12,934
White Alone	56.4%
Black Alone	28.1%
American Indian Alone	0.4%
Asian Alone	7.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.7%
Two or More Races	4.3%
Hispanic Origin	7.3%
Diversity Index	65.3

2010 Population by Relationship and Household Type

Total	8,074
In Households	92.8%
In Family Households	44.0%
Householder	14.3%
Spouse	7.6%
Child	18.2%
Other relative	2.2%
Nonrelative	1.6%
In Nonfamily Households	48.9%
In Group Quarters	7.2%
Institutionalized Population	0.4%
Noninstitutionalized Population	6.7%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Downtown DSM USA
191530027.00 (19153002700) et al.
Geography: Census Tract

Prepared by Greater Des Moines Partnership

IA(1915300270...

2019 Population 25+ by Educational Attainment

Total	8,584
Less than 9th Grade	4.4%
9th - 12th Grade, No Diploma	5.9%
High School Graduate	11.1%
GED/Alternative Credential	2.8%
Some College, No Degree	18.3%
Associate Degree	8.6%
Bachelor's Degree	28.3%
Graduate/Professional Degree	20.6%

2019 Population 15+ by Marital Status

Total	9,868
Never Married	55.8%
Married	24.3%
Widowed	3.7%
Divorced	16.2%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	97.2%
Civilian Unemployed (Unemployment Rate)	2.8%

2019 Employed Population 16+ by Industry

Total	7,370
Agriculture/Mining	0.8%
Construction	3.8%
Manufacturing	9.1%
Wholesale Trade	1.5%
Retail Trade	11.0%
Transportation/Utilities	3.4%
Information	3.9%
Finance/Insurance/Real Estate	15.1%
Services	46.2%
Public Administration	5.3%

2019 Employed Population 16+ by Occupation

Total	7,370
White Collar	73.1%
Management/Business/Financial	16.1%
Professional	29.5%
Sales	11.7%
Administrative Support	15.8%
Services	15.1%
Blue Collar	11.8%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	2.2%
Installation/Maintenance/Repair	1.4%
Production	5.7%
Transportation/Material Moving	2.2%

2010 Population By Urban/ Rural Status

Total Population	8,074
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Downtown DSM USA
191530027.00 (19153002700) et al.
Geography: Census Tract

Prepared by Greater Des Moines Partnership

IA(1915300270...

2010 Households by Type

Total	4,538
Households with 1 Person	62.8%
Households with 2+ People	37.2%
Family Households	25.5%
Husband-wife Families	13.5%
With Related Children	4.6%
Other Family (No Spouse Present)	12.0%
Other Family with Male Householder	2.5%
With Related Children	1.4%
Other Family with Female Householder	9.5%
With Related Children	7.4%
Nonfamily Households	11.7%

All Households with Children 13.5%

Multigenerational Households	0.8%
Unmarried Partner Households	8.5%
Male-female	6.9%
Same-sex	1.6%

2010 Households by Size

Total	4,538
1 Person Household	62.8%
2 Person Household	23.7%
3 Person Household	6.3%
4 Person Household	3.7%
5 Person Household	1.7%
6 Person Household	0.7%
7 + Person Household	1.1%

2010 Households by Tenure and Mortgage Status

Total	4,538
Owner Occupied	17.3%
Owned with a Mortgage/Loan	14.3%
Owned Free and Clear	3.0%
Renter Occupied	82.7%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	5,345
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Downtown DSM USA
 191530027.00 (19153002700) et al.
 Geography: Census Tract

Prepared by Greater Des Moines Partnership

IA(1915300270...

Top 3 Tapestry Segments

1. Metro Renters (3B)
2. Young and Restless (11B)
3. Set to Impress (11D)

2019 Consumer Spending

Apparel & Services: Total \$	\$10,806,382
Average Spent	\$1,632.63
Spending Potential Index	76
Education: Total \$	\$7,265,491
Average Spent	\$1,097.67
Spending Potential Index	69
Entertainment/Recreation: Total \$	\$14,634,994
Average Spent	\$2,211.06
Spending Potential Index	68
Food at Home: Total \$	\$25,185,904
Average Spent	\$3,805.09
Spending Potential Index	74
Food Away from Home: Total \$	\$18,520,659
Average Spent	\$2,798.11
Spending Potential Index	76
Health Care: Total \$	\$25,208,752
Average Spent	\$3,808.54
Spending Potential Index	64
HH Furnishings & Equipment: Total \$	\$9,775,756
Average Spent	\$1,476.92
Spending Potential Index	69
Personal Care Products & Services: Total \$	\$4,226,171
Average Spent	\$638.49
Spending Potential Index	72
Shelter: Total \$	\$91,908,887
Average Spent	\$13,885.62
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,599,788
Average Spent	\$1,601.42
Spending Potential Index	65
Travel: Total \$	\$9,573,525
Average Spent	\$1,446.37
Spending Potential Index	64
Vehicle Maintenance & Repairs: Total \$	\$5,593,641
Average Spent	\$845.09
Spending Potential Index	74

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 18, 2019