



# Market Profile

Downtown DSM 3 Census Tracts  
 191530027.00 (19153002700) et al.  
 Geography: Census Tract

Prepared by Greater Des Moines Partnership

**IA(1915300270...**

<b>Population Summary</b>	
2010 Total Population	8,074
2020 Total Population	12,228
2020 Group Quarters	333
2022 Total Population	12,299
2022 Group Quarters	333
2027 Total Population	12,777
2022-2027 Annual Rate	0.77%
2022 Total Daytime Population	70,961
Workers	66,530
Residents	4,431
<b>Household Summary</b>	
2010 Households	4,538
2010 Average Household Size	1.65
2020 Total Households	7,776
2020 Average Household Size	1.53
2022 Households	7,991
2022 Average Household Size	1.50
2027 Households	8,308
2027 Average Household Size	1.50
2022-2027 Annual Rate	0.78%
2010 Families	1,155
2010 Average Family Size	2.96
2022 Families	1,716
2022 Average Family Size	2.59
2027 Families	1,768
2027 Average Family Size	2.58
2022-2027 Annual Rate	0.60%
<b>Housing Unit Summary</b>	
2000 Housing Units	4,350
Owner Occupied Housing Units	14.8%
Renter Occupied Housing Units	74.3%
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%
2020 Housing Units	8,992
Vacant Housing Units	13.5%
2022 Housing Units	9,401
Owner Occupied Housing Units	12.8%
Renter Occupied Housing Units	72.2%
Vacant Housing Units	15.0%
2027 Housing Units	9,878
Owner Occupied Housing Units	13.5%
Renter Occupied Housing Units	70.7%
Vacant Housing Units	15.9%
<b>Median Household Income</b>	
2022	\$51,389
2027	\$57,473
<b>Median Home Value</b>	
2022	\$270,695
2027	\$360,980
<b>Per Capita Income</b>	
2022	\$46,864
2027	\$53,937
<b>Median Age</b>	
2010	32.4
2022	34.0
2027	34.4

**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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<b>2022 Households by Income</b>	
Household Income Base	7,991
<\$15,000	15.9%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	14.0%
\$150,000 - \$199,999	4.9%
\$200,000+	3.1%
Average Household Income	\$71,979
<b>2027 Households by Income</b>	
Household Income Base	8,308
<\$15,000	13.5%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	7.3%
\$200,000+	3.5%
Average Household Income	\$82,805
<b>2022 Owner Occupied Housing Units by Value</b>	
Total	1,205
<\$50,000	2.0%
\$50,000 - \$99,999	12.0%
\$100,000 - \$149,999	15.4%
\$150,000 - \$199,999	8.9%
\$200,000 - \$249,999	6.6%
\$250,000 - \$299,999	12.5%
\$300,000 - \$399,999	17.0%
\$400,000 - \$499,999	18.1%
\$500,000 - \$749,999	6.6%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$287,158
<b>2027 Owner Occupied Housing Units by Value</b>	
Total	1,329
<\$50,000	1.1%
\$50,000 - \$99,999	1.4%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	6.0%
\$200,000 - \$249,999	9.7%
\$250,000 - \$299,999	16.0%
\$300,000 - \$399,999	19.2%
\$400,000 - \$499,999	25.9%
\$500,000 - \$749,999	15.3%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$377,502

**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.



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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%
2022 Population by Age	
Total	12,299
0 - 4	4.9%
5 - 9	3.7%
10 - 14	3.0%
15 - 24	12.4%
25 - 34	28.5%
35 - 44	14.9%
45 - 54	10.0%
55 - 64	10.6%
65 - 74	6.9%
75 - 84	3.6%
85 +	1.4%
18 +	86.4%
2027 Population by Age	
Total	12,777
0 - 4	5.1%
5 - 9	3.5%
10 - 14	2.9%
15 - 24	13.3%
25 - 34	26.6%
35 - 44	16.5%
45 - 54	10.1%
55 - 64	9.3%
65 - 74	7.2%
75 - 84	3.9%
85 +	1.6%
18 +	86.7%
2010 Population by Sex	
Males	4,336
Females	3,738
2022 Population by Sex	
Males	6,454
Females	5,845
2027 Population by Sex	
Males	6,611
Females	6,166

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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<b>2010 Population by Race/Ethnicity</b>	
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	58.3

<b>2020 Population by Race/Ethnicity</b>	
Total	12,228
White Alone	68.9%
Black Alone	17.1%
American Indian Alone	0.4%
Asian Alone	4.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	6.4%
Hispanic Origin	6.2%
Diversity Index	54.9

<b>2022 Population by Race/Ethnicity</b>	
Total	12,299
White Alone	69.9%
Black Alone	15.5%
American Indian Alone	0.4%
Asian Alone	4.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.5%
Two or More Races	6.8%
Hispanic Origin	6.4%
Diversity Index	54.3

<b>2027 Population by Race/Ethnicity</b>	
Total	12,777
White Alone	68.2%
Black Alone	16.2%
American Indian Alone	0.4%
Asian Alone	5.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.6%
Two or More Races	7.3%
Hispanic Origin	6.5%
Diversity Index	56.0

<b>2010 Population by Relationship and Household Type</b>	
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.

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<b>2022 Population 25+ by Educational Attainment</b>	
Total	9,346
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	3.0%
High School Graduate	12.7%
GED/Alternative Credential	2.4%
Some College, No Degree	16.6%
Associate Degree	7.3%
Bachelor's Degree	37.6%
Graduate/Professional Degree	18.0%
<b>2022 Population 15+ by Marital Status</b>	
Total	10,868
Never Married	60.4%
Married	24.8%
Widowed	3.6%
Divorced	11.2%
<b>2022 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	8,199
Population 16+ Employed	97.3%
Population 16+ Unemployment rate	2.7%
Population 16-24 Employed	15.1%
Population 16-24 Unemployment rate	3.8%
Population 25-54 Employed	70.9%
Population 25-54 Unemployment rate	2.6%
Population 55-64 Employed	10.2%
Population 55-64 Unemployment rate	1.7%
Population 65+ Employed	3.8%
Population 65+ Unemployment rate	2.5%
<b>2022 Employed Population 16+ by Industry</b>	
Total	7,980
Agriculture/Mining	0.7%
Construction	3.5%
Manufacturing	8.1%
Wholesale Trade	1.3%
Retail Trade	10.8%
Transportation/Utilities	4.2%
Information	4.3%
Finance/Insurance/Real Estate	15.9%
Services	46.0%
Public Administration	5.2%
<b>2022 Employed Population 16+ by Occupation</b>	
Total	7,980
White Collar	75.5%
Management/Business/Financial	20.6%
Professional	32.4%
Sales	9.7%
Administrative Support	12.8%
Services	13.2%
Blue Collar	11.3%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	1.9%
Installation/Maintenance/Repair	1.1%
Production	5.1%
Transportation/Material Moving	3.0%

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



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<b>2010 Households by Type</b>	
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%
<b>2010 Households by Size</b>	
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%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	4,538
Owner Occupied	17.3%
Owned with a Mortgage/Loan	14.3%
Owned Free and Clear	3.0%
Renter Occupied	82.7%
<b>2022 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	80
Percent of Income for Mortgage	27.8%
Wealth Index	38
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	5,345
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	8,074
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Top 3 Tapestry Segments	
1.	Metro Renters (3B)
2.	Young and Restless (11B)
3.	Set to Impress (11D)
2022 Consumer Spending	
Apparel & Services: Total \$	\$14,362,433
Average Spent	\$1,797.33
Spending Potential Index	75
Education: Total \$	\$11,542,738
Average Spent	\$1,444.47
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$19,395,674
Average Spent	\$2,427.19
Spending Potential Index	66
Food at Home: Total \$	\$34,969,592
Average Spent	\$4,376.12
Spending Potential Index	71
Food Away from Home: Total \$	\$25,787,261
Average Spent	\$3,227.04
Spending Potential Index	75
Health Care: Total \$	\$35,307,527
Average Spent	\$4,418.41
Spending Potential Index	62
HH Furnishings & Equipment: Total \$	\$13,567,579
Average Spent	\$1,697.86
Spending Potential Index	66
Personal Care Products & Services: Total \$	\$5,806,656
Average Spent	\$726.65
Spending Potential Index	71
Shelter: Total \$	\$134,844,431
Average Spent	\$16,874.54
Spending Potential Index	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,809,504
Average Spent	\$1,602.99
Spending Potential Index	59
Travel: Total \$	\$14,730,066
Average Spent	\$1,843.33
Spending Potential Index	64
Vehicle Maintenance & Repairs: Total \$	\$6,891,810
Average Spent	\$862.45
Spending Potential Index	68

**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