



Executive Summary

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58798
Longitude: -93.63891

	30 minutes	60 minutes
Population		
2010 Population	511,945	794,284
2020 Population	610,476	907,880
2022 Population	633,388	933,081
2027 Population	663,576	967,912
2010-2020 Annual Rate	1.78%	1.35%
2020-2022 Annual Rate	1.65%	1.22%
2022-2027 Annual Rate	0.94%	0.74%
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 933,081. In 2020, the Census count in the area was 907,880. The rate of change since 2020 was 1.22% annually. The five-year projection for the population in the area is 967,912 representing a change of 0.74% 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%	80.5%
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%	3.3%
2022 Two or More Races	7.2%	6.8%
2022 Hispanic Origin (Any Race)	8.7%	8.0%

Persons of Hispanic origin represent 8.0% 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 43.9 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	94	89
2010 Households	200,680	311,442
2020 Households	241,639	358,715
2022 Households	250,919	369,244
2027 Households	263,192	383,898
2010-2020 Annual Rate	1.87%	1.42%
2020-2022 Annual Rate	1.69%	1.29%
2022-2027 Annual Rate	0.96%	0.78%
2022 Average Household Size	2.48	2.45

The household count in this area has changed from 358,715 in 2020 to 369,244 in the current year, a change of 1.29% annually. The five-year projection of households is 383,898, a change of 0.78% 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 232,949 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	\$76,132	\$72,351
2027 Median Household Income	\$86,510	\$82,049
2022-2027 Annual Rate	2.59%	2.55%
Average Household Income		
2022 Average Household Income	\$103,248	\$98,280
2027 Average Household Income	\$117,399	\$111,837
2022-2027 Annual Rate	2.60%	2.62%
Per Capita Income		
2022 Per Capita Income	\$41,024	\$39,044
2027 Per Capita Income	\$46,681	\$44,502
2022-2027 Annual Rate	2.62%	2.65%

Households by Income

Current median household income is \$72,351 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$82,049 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$98,280 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$111,837 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$39,044 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$44,502 in five years, compared to \$47,064 for all U.S. households

Housing		
2022 Housing Affordability Index	122	124
2010 Total Housing Units	214,811	334,775
2010 Owner Occupied Housing Units	142,008	217,739
2010 Renter Occupied Housing Units	58,672	93,704
2010 Vacant Housing Units	14,131	23,333
2020 Total Housing Units	258,047	384,739
2020 Vacant Housing Units	16,408	26,024
2022 Total Housing Units	269,384	398,080
2022 Owner Occupied Housing Units	171,746	252,675
2022 Renter Occupied Housing Units	79,173	116,569
2022 Vacant Housing Units	18,465	28,836
2027 Total Housing Units	285,449	417,226
2027 Owner Occupied Housing Units	183,428	267,250
2027 Renter Occupied Housing Units	79,764	116,647
2027 Vacant Housing Units	22,257	33,328

Currently, 63.5% of the 398,080 housing units in the area are owner occupied; 29.3%, renter occupied; and 7.2% 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 384,739 housing units in the area and 6.8% vacant housing units. The annual rate of change in housing units since 2020 is 1.53%. Median home value in the area is \$232,150, 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 \$277,789.

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	511,945	794,284
2020 Total Population	610,476	907,880
2020 Group Quarters	10,898	29,767
2022 Total Population	633,388	933,081
2022 Group Quarters	10,900	29,767
2027 Total Population	663,576	967,912
2022-2027 Annual Rate	0.94%	0.74%
2022 Total Daytime Population	658,578	945,862
Workers	370,003	511,844
Residents	288,575	434,018
Household Summary		
2010 Households	200,680	311,442
2010 Average Household Size	2.50	2.46
2020 Total Households	241,639	358,715
2020 Average Household Size	2.48	2.45
2022 Total Households	250,919	369,244
2022 Average Household Size	2.48	2.45
2027 Total Households	263,192	383,898
2027 Average Household Size	2.48	2.44
2022-2027 Annual Rate	0.96%	0.78%
2010 Families	130,110	200,370
2010 Average Family Size	3.08	3.03
2022 Total Families	159,755	232,949
2022 Average Family Size	3.07	3.02
2027 Total Families	167,253	241,690
2027 Average Family Size	3.06	3.01
2022-2027 Annual Rate	0.92%	0.74%
Housing Unit Summary		
2000 Housing Units	176,637	284,903
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	214,811	334,775
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	258,047	384,739
Vacant Housing Units	6.4%	6.8%
2022 Housing Units	269,384	398,080
Owner Occupied Housing Units	63.8%	63.5%
Renter Occupied Housing Units	29.4%	29.3%
Vacant Housing Units	6.9%	7.2%
2027 Housing Units	285,449	417,226
Owner Occupied Housing Units	64.3%	64.1%
Renter Occupied Housing Units	27.9%	28.0%
Vacant Housing Units	7.8%	8.0%
Median Household Income		
2022	\$76,132	\$72,351
2027	\$86,510	\$82,049
Median Home Value		
2022	\$244,774	\$232,150
2027	\$289,751	\$277,789
Per Capita Income		
2022	\$41,024	\$39,044
2027	\$46,681	\$44,502
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	250,919	369,244
<\$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%	19.0%
\$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	\$103,248	\$98,280
2027 Households by Income		
Household Income Base	263,192	383,898
<\$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%	18.0%
\$75,000 - \$99,999	13.0%	13.5%
\$100,000 - \$149,999	22.4%	22.1%
\$150,000 - \$199,999	11.8%	10.6%
\$200,000+	9.6%	8.5%
Average Household Income	\$117,399	\$111,837
2022 Owner Occupied Housing Units by Value		
Total	171,739	252,645
<\$50,000	2.3%	3.5%
\$50,000 - \$99,999	4.1%	6.5%
\$100,000 - \$149,999	12.3%	13.4%
\$150,000 - \$199,999	15.8%	16.4%
\$200,000 - \$249,999	17.3%	15.8%
\$250,000 - \$299,999	15.2%	13.9%
\$300,000 - \$399,999	15.8%	14.9%
\$400,000 - \$499,999	9.4%	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	\$285,596	\$272,549
2027 Owner Occupied Housing Units by Value		
Total	183,420	267,216
<\$50,000	1.3%	2.3%
\$50,000 - \$99,999	2.2%	4.2%
\$100,000 - \$149,999	7.1%	8.5%
\$150,000 - \$199,999	11.7%	12.6%
\$200,000 - \$249,999	15.4%	14.4%
\$250,000 - \$299,999	15.5%	14.3%
\$300,000 - \$399,999	20.4%	19.4%
\$400,000 - \$499,999	14.7%	13.1%
\$500,000 - \$749,999	8.6%	7.9%
\$750,000 - \$999,999	2.1%	2.0%
\$1,000,000 - \$1,499,999	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.2%	0.3%
\$2,000,000 +	0.7%	0.6%
Average Home Value	\$339,125	\$325,300

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	511,943	794,284
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	3.4%	3.9%
85 +	1.5%	1.8%
18 +	74.0%	75.3%
2022 Population by Age		
Total	633,389	933,080
0 - 4	6.8%	6.4%
5 - 9	7.1%	6.6%
10 - 14	7.1%	6.6%
15 - 24	12.5%	14.5%
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	663,575	967,911
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 +	75.4%	76.8%
2010 Population by Sex		
Males	250,568	393,159
Females	261,377	401,125
2022 Population by Sex		
Males	311,447	462,441
Females	321,941	470,641
2027 Population by Sex		
Males	326,252	479,692
Females	337,324	488,219

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2010 Population by Race/Ethnicity		
Total	511,944	794,284
White Alone	86.3%	88.7%
Black Alone	5.2%	3.9%
American Indian Alone	0.3%	0.3%
Asian Alone	3.3%	3.0%
Pacific Islander Alone	0.1%	0.0%
Some Other Race Alone	2.5%	2.2%
Two or More Races	2.2%	1.9%
Hispanic Origin	6.7%	5.9%
Diversity Index	34.4	29.8
2020 Population by Race/Ethnicity		
Total	610,476	907,880
White Alone	78.0%	80.9%
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%	3.2%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.6%	7.9%
Diversity Index	47.7	43.2
2022 Population by Race/Ethnicity		
Total	633,389	933,083
White Alone	77.7%	80.5%
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%	3.3%
Two or More Races	7.2%	6.8%
Hispanic Origin	8.7%	8.0%
Diversity Index	48.2	43.9
2027 Population by Race/Ethnicity		
Total	663,576	967,911
White Alone	76.6%	79.4%
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%	3.5%
Two or More Races	7.8%	7.3%
Hispanic Origin	8.9%	8.3%
Diversity Index	49.7	45.6
2010 Population by Relationship and Household Type		
Total	511,944	794,284
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%	2.2%

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	421,223	615,998
Less than 9th Grade	2.3%	2.2%
9th - 12th Grade, No Diploma	3.6%	3.6%
High School Graduate	19.9%	22.0%
GED/Alternative Credential	3.3%	3.4%
Some College, No Degree	17.5%	17.7%
Associate Degree	11.4%	11.8%
Bachelor's Degree	29.3%	27.0%
Graduate/Professional Degree	12.7%	12.4%
2022 Population 15+ by Marital Status		
Total	500,586	750,863
Never Married	31.7%	32.3%
Married	52.6%	52.3%
Widowed	4.4%	4.7%
Divorced	11.3%	10.6%
2022 Civilian Population 16+ in Labor Force		
Civilian Population 16+	359,363	518,080
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	348,782	503,295
Agriculture/Mining	1.1%	1.7%
Construction	6.4%	6.5%
Manufacturing	8.4%	10.1%
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	16.5%	13.4%
Services	43.2%	44.1%
Public Administration	4.0%	3.9%
2022 Employed Population 16+ by Occupation		
Total	348,783	503,296
White Collar	67.9%	65.1%
Management/Business/Financial	22.1%	20.3%
Professional	24.6%	24.6%
Sales	9.5%	8.8%
Administrative Support	11.6%	11.4%
Services	13.3%	13.7%
Blue Collar	18.8%	21.2%
Farming/Forestry/Fishing	0.4%	0.6%
Construction/Extraction	4.5%	4.5%
Installation/Maintenance/Repair	2.7%	2.9%
Production	4.8%	5.8%
Transportation/Material Moving	6.5%	7.3%

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2010 Households by Type		
Total	200,680	311,442
Households with 1 Person	27.4%	27.4%
Households with 2+ People	72.6%	72.6%
Family Households	64.8%	64.3%
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%	4.0%
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	200,680	311,442
1 Person Household	27.4%	27.4%
2 Person Household	33.8%	35.2%
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	200,680	311,443
Owner Occupied	70.8%	69.9%
Owned with a Mortgage/Loan	55.0%	51.5%
Owned Free and Clear	15.8%	18.4%
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	214,811	334,775
Housing Units Inside Urbanized Area	88.8%	64.3%
Housing Units Inside Urbanized Cluster	3.6%	16.5%
Rural Housing Units	7.5%	19.2%
2010 Population By Urban/ Rural Status		
Total Population	511,945	794,284
Population Inside Urbanized Area	87.9%	64.3%
Population Inside Urbanized Cluster	4.0%	16.1%
Rural Population	8.2%	19.7%

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 \$	\$601,038,911	\$839,981,049
Average Spent	\$2,395.35	\$2,274.87
Spending Potential Index	99	94
Education: Total \$	\$468,980,177	\$647,719,849
Average Spent	\$1,869.05	\$1,754.18
Spending Potential Index	95	89
Entertainment/Recreation: Total \$	\$901,094,927	\$1,292,852,593
Average Spent	\$3,591.18	\$3,501.35
Spending Potential Index	98	95
Food at Home: Total \$	\$1,504,543,315	\$2,143,563,866
Average Spent	\$5,996.13	\$5,805.28
Spending Potential Index	97	94
Food Away from Home: Total \$	\$1,070,980,981	\$1,495,529,432
Average Spent	\$4,268.23	\$4,050.25
Spending Potential Index	99	94
Health Care: Total \$	\$1,729,576,640	\$2,504,350,838
Average Spent	\$6,892.97	\$6,782.37
Spending Potential Index	97	96
HH Furnishings & Equipment: Total \$	\$639,283,487	\$894,507,987
Average Spent	\$2,547.77	\$2,422.54
Spending Potential Index	99	95
Personal Care Products & Services: Total \$	\$254,107,072	\$356,484,260
Average Spent	\$1,012.71	\$965.44
Spending Potential Index	99	95
Shelter: Total \$	\$5,616,614,256	\$7,795,193,246
Average Spent	\$22,384.17	\$21,111.23
Spending Potential Index	98	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$678,694,903	\$963,435,219
Average Spent	\$2,704.84	\$2,609.21
Spending Potential Index	100	96
Travel: Total \$	\$713,336,660	\$990,919,469
Average Spent	\$2,842.90	\$2,683.64
Spending Potential Index	99	93
Vehicle Maintenance & Repairs: Total \$	\$314,177,232	\$449,297,728
Average Spent	\$1,252.11	\$1,216.80
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

Sherman Hill
 Woodland Ave & 16th St, Des Moines, Iowa, 50309
 Drive Time: 30 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.58798
 Longitude: -93.63891

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Boomburbs (1C)	10.1%	Population	633,388	663,576
Workday Drive (4A)	9.1%	Households	250,919	263,192
Rustbelt Traditions (5D)	9.0%	Families	159,755	167,253
Middleburg (4C)	6.5%	Median Age	36.7	37.1
Up and Coming Families (7A)	6.2%	Median Household Income	\$76,132	\$86,510
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$601,038,911	\$716,639,951	\$115,601,040
Men's		\$115,575,568	\$137,818,060	\$22,242,492
Women's		\$208,352,873	\$248,381,599	\$40,028,726
Children's		\$91,226,466	\$108,902,349	\$17,675,883
Footwear		\$141,169,162	\$168,236,578	\$27,067,416
Watches & Jewelry		\$35,705,769	\$42,573,718	\$6,867,949
Apparel Products and Services (1)		\$14,187,410	\$16,904,069	\$2,716,659
Computer				
Computers and Hardware for Home Use		\$47,507,990	\$56,679,920	\$9,171,930
Portable Memory		\$1,233,525	\$1,470,804	\$237,279
Computer Software		\$2,720,093	\$3,241,408	\$521,315
Computer Accessories		\$5,331,722	\$6,356,435	\$1,024,713
Entertainment & Recreation		\$901,094,927	\$1,074,426,484	\$173,331,557
Fees and Admissions		\$212,409,309	\$253,512,615	\$41,103,306
Membership Fees for Clubs (2)		\$70,887,868	\$84,556,880	\$13,669,012
Fees for Participant Sports, excl. Trips		\$34,202,334	\$40,838,896	\$6,636,562
Tickets to Theatre/Operas/Concerts		\$22,412,565	\$26,713,771	\$4,301,206
Tickets to Movies		\$16,565,211	\$19,777,822	\$3,212,611
Tickets to Parks or Museums		\$9,769,626	\$11,667,325	\$1,897,699
Admission to Sporting Events, excl. Trips		\$18,614,734	\$22,216,498	\$3,601,764
Fees for Recreational Lessons		\$39,645,289	\$47,370,994	\$7,725,705
Dating Services		\$311,682	\$370,428	\$58,746
TV/Video/Audio		\$325,948,356	\$388,434,483	\$62,486,127
Cable and Satellite Television Services		\$216,968,649	\$258,461,128	\$41,492,479
Televisions		\$33,297,987	\$39,715,519	\$6,417,532
Satellite Dishes		\$494,521	\$589,700	\$95,179
VCRs, Video Cameras, and DVD Players		\$1,448,139	\$1,726,173	\$278,034
Miscellaneous Video Equipment		\$4,270,345	\$5,089,810	\$819,465
Video Cassettes and DVDs		\$2,311,674	\$2,756,453	\$444,779
Video Game Hardware/Accessories		\$8,573,810	\$10,217,918	\$1,644,108
Video Game Software		\$4,860,287	\$5,790,314	\$930,027
Rental/Streaming/Downloaded Video		\$21,497,851	\$25,638,317	\$4,140,466
Installation of Televisions		\$199,382	\$238,192	\$38,810
Audio (3)		\$31,301,488	\$37,350,304	\$6,048,816
Rental and Repair of TV/Radio/Sound Equipment		\$724,223	\$860,655	\$136,432
Pets		\$196,292,107	\$233,955,089	\$37,662,982
Toys/Games/Crafts/Hobbies (4)		\$34,231,284	\$40,828,301	\$6,597,017
Recreational Vehicles and Fees (5)		\$30,120,373	\$35,928,210	\$5,807,837
Sports/Recreation/Exercise Equipment (6)		\$52,027,519	\$62,101,536	\$10,074,017
Photo Equipment and Supplies (7)		\$13,810,699	\$16,477,399	\$2,666,700
Reading (8)		\$28,441,063	\$33,877,916	\$5,436,853
Catered Affairs (9)		\$7,884,891	\$9,395,001	\$1,510,110
Food		\$2,575,524,295	\$3,070,692,079	\$495,167,784
Food at Home		\$1,504,543,315	\$1,793,457,308	\$288,913,993
Bakery and Cereal Products		\$191,875,422	\$228,716,377	\$36,840,955
Meats, Poultry, Fish, and Eggs		\$323,019,460	\$384,989,436	\$61,969,976
Dairy Products		\$149,896,930	\$178,684,028	\$28,787,098
Fruits and Vegetables		\$290,964,278	\$346,856,588	\$55,892,310
Snacks and Other Food at Home (10)		\$548,787,224	\$654,210,879	\$105,423,655
Food Away from Home		\$1,070,980,981	\$1,277,234,771	\$206,253,790
Alcoholic Beverages		\$175,112,155	\$208,730,375	\$33,618,220

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

Sherman Hill
 Woodland Ave & 16th St, Des Moines, Iowa, 50309
 Drive Time: 30 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.58798
 Longitude: -93.63891

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$7,812,897,214	\$9,318,401,222	\$1,505,504,008
Value of Retirement Plans	\$28,201,611,064	\$33,632,657,774	\$5,431,046,710
Value of Other Financial Assets	\$2,273,626,996	\$2,706,329,669	\$432,702,673
Vehicle Loan Amount excluding Interest	\$848,739,639	\$1,012,471,053	\$163,731,414
Value of Credit Card Debt	\$778,835,251	\$928,419,271	\$149,584,020
Health			
Nonprescription Drugs	\$42,022,291	\$50,063,951	\$8,041,660
Prescription Drugs	\$90,273,466	\$107,518,094	\$17,244,628
Eyeglasses and Contact Lenses	\$26,832,310	\$31,982,635	\$5,150,325
Home			
Mortgage Payment and Basics (11)	\$2,997,821,745	\$3,579,894,448	\$582,072,703
Maintenance and Remodeling Services	\$784,526,816	\$936,670,754	\$152,143,938
Maintenance and Remodeling Materials (12)	\$167,879,344	\$200,459,500	\$32,580,156
Utilities, Fuel, and Public Services	\$1,379,280,889	\$1,643,976,087	\$264,695,198
Household Furnishings and Equipment			
Household Textiles (13)	\$28,548,170	\$34,042,717	\$5,494,547
Furniture	\$182,405,971	\$217,560,706	\$35,154,735
Rugs	\$8,784,101	\$10,478,799	\$1,694,698
Major Appliances (14)	\$106,858,278	\$127,522,106	\$20,663,828
Housewares (15)	\$24,845,780	\$29,628,960	\$4,783,180
Small Appliances	\$14,910,365	\$17,773,721	\$2,863,356
Luggage	\$4,868,482	\$5,808,616	\$940,134
Telephones and Accessories	\$28,036,741	\$33,397,356	\$5,360,615
Household Operations			
Child Care	\$160,109,337	\$191,276,273	\$31,166,936
Lawn and Garden (16)	\$135,394,030	\$161,499,578	\$26,105,548
Moving/Storage/Freight Express	\$20,475,226	\$24,422,518	\$3,947,292
Housekeeping Supplies (17)	\$215,984,094	\$257,509,221	\$41,525,127
Insurance			
Owners and Renters Insurance	\$173,704,480	\$207,214,622	\$33,510,142
Vehicle Insurance	\$526,157,245	\$627,392,624	\$101,235,379
Life/Other Insurance	\$166,835,789	\$198,972,425	\$32,136,636
Health Insurance	\$1,141,547,169	\$1,360,658,008	\$219,110,839
Personal Care Products (18)	\$140,355,560	\$167,349,524	\$26,993,964
School Books and Supplies (19)	\$37,202,566	\$44,373,521	\$7,170,955
Smoking Products	\$103,349,513	\$122,915,137	\$19,565,624
Transportation			
Payments on Vehicles excluding Leases	\$754,453,925	\$900,264,187	\$145,810,262
Gasoline and Motor Oil	\$672,714,121	\$802,169,846	\$129,455,725
Vehicle Maintenance and Repairs	\$314,177,232	\$374,575,278	\$60,398,046
Travel			
Airline Fares	\$177,545,585	\$211,865,895	\$34,320,310
Lodging on Trips	\$199,347,968	\$237,837,212	\$38,489,244
Auto/Truck Rental on Trips	\$15,699,388	\$18,736,081	\$3,036,693
Food and Drink on Trips	\$168,150,717	\$200,586,013	\$32,435,296

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

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive Time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.58798
Longitude: -93.63891

- (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

Sherman Hill
 Woodland Ave & 16th St, Des Moines, Iowa, 50309
 Drive Time: 60 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.58798
 Longitude: -93.63891

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Rustbelt Traditions (5D)	7.7%	Population	933,081	967,912
Workday Drive (4A)	7.6%	Households	369,244	383,898
Boomburbs (1C)	6.9%	Families	232,949	241,690
Middleburg (4C)	6.6%	Median Age	36.8	37.3
In Style (5B)	5.8%	Median Household Income	\$72,351	\$82,049
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$839,981,049	\$993,589,846	\$153,608,797
Men's		\$160,091,871	\$189,424,285	\$29,332,414
Women's		\$293,543,541	\$347,118,480	\$53,574,939
Children's		\$126,371,066	\$149,633,376	\$23,262,310
Footwear		\$196,750,010	\$232,658,943	\$35,908,933
Watches & Jewelry		\$51,148,975	\$60,467,873	\$9,318,898
Apparel Products and Services (1)		\$19,540,468	\$23,111,378	\$3,570,910
Computer				
Computers and Hardware for Home Use		\$66,101,300	\$78,230,951	\$12,129,651
Portable Memory		\$1,742,961	\$2,060,966	\$318,005
Computer Software		\$3,788,534	\$4,479,581	\$691,047
Computer Accessories		\$7,488,170	\$8,856,242	\$1,368,072
Entertainment & Recreation		\$1,292,852,593	\$1,528,404,880	\$235,552,287
Fees and Admissions		\$288,631,709	\$341,946,118	\$53,314,409
Membership Fees for Clubs (2)		\$97,297,083	\$115,197,178	\$17,900,095
Fees for Participant Sports, excl. Trips		\$45,922,502	\$54,438,559	\$8,516,057
Tickets to Theatre/Operas/Concerts		\$30,798,754	\$36,441,165	\$5,642,411
Tickets to Movies		\$22,307,741	\$26,438,556	\$4,130,815
Tickets to Parks or Museums		\$13,416,231	\$15,895,541	\$2,479,310
Admission to Sporting Events, excl. Trips		\$25,593,935	\$30,313,022	\$4,719,087
Fees for Recreational Lessons		\$52,868,249	\$62,717,809	\$9,849,560
Dating Services		\$427,215	\$504,289	\$77,074
TV/Video/Audio		\$467,836,536	\$552,818,503	\$84,981,967
Cable and Satellite Television Services		\$315,690,912	\$372,819,028	\$57,128,116
Televisions		\$46,031,797	\$54,475,703	\$8,443,906
Satellite Dishes		\$703,556	\$832,070	\$128,514
VCRs, Video Cameras, and DVD Players		\$2,050,475	\$2,424,024	\$373,549
Miscellaneous Video Equipment		\$6,186,308	\$7,309,807	\$1,123,499
Video Cassettes and DVDs		\$3,224,982	\$3,815,015	\$590,033
Video Game Hardware/Accessories		\$12,531,681	\$14,799,971	\$2,268,290
Video Game Software		\$6,912,151	\$8,166,933	\$1,254,782
Rental/Streaming/Downloaded Video		\$30,078,939	\$35,583,595	\$5,504,656
Installation of Televisions		\$255,715	\$303,700	\$47,985
Audio (3)		\$43,078,111	\$51,002,673	\$7,924,562
Rental and Repair of TV/Radio/Sound Equipment		\$1,091,908	\$1,285,984	\$194,076
Pets		\$297,192,743	\$350,801,924	\$53,609,181
Toys/Games/Crafts/Hobbies (4)		\$48,676,543	\$57,564,640	\$8,888,097
Recreational Vehicles and Fees (5)		\$44,738,526	\$52,864,428	\$8,125,902
Sports/Recreation/Exercise Equipment (6)		\$74,984,473	\$88,714,838	\$13,730,365
Photo Equipment and Supplies (7)		\$19,075,927	\$22,581,669	\$3,505,742
Reading (8)		\$40,904,501	\$48,325,725	\$7,421,224
Catered Affairs (9)		\$10,908,407	\$12,901,384	\$1,992,977
Food		\$3,639,093,298	\$4,303,196,520	\$664,103,222
Food at Home		\$2,143,563,866	\$2,533,904,221	\$390,340,355
Bakery and Cereal Products		\$273,640,699	\$323,457,690	\$49,816,991
Meats, Poultry, Fish, and Eggs		\$461,147,216	\$545,025,946	\$83,878,730
Dairy Products		\$215,231,788	\$254,387,908	\$39,156,120
Fruits and Vegetables		\$410,914,947	\$485,870,045	\$74,955,098
Snacks and Other Food at Home (10)		\$782,629,218	\$925,162,632	\$142,533,414
Food Away from Home		\$1,495,529,432	\$1,769,292,299	\$273,762,867
Alcoholic Beverages		\$244,292,188	\$288,931,509	\$44,639,321

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

Sherman Hill
 Woodland Ave & 16th St, Des Moines, Iowa, 50309
 Drive Time: 60 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.58798
 Longitude: -93.63891

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$10,744,920,379	\$12,721,310,304	\$1,976,389,925
Value of Retirement Plans	\$39,362,679,079	\$46,581,431,915	\$7,218,752,836
Value of Other Financial Assets	\$3,326,613,705	\$3,926,182,861	\$599,569,156
Vehicle Loan Amount excluding Interest	\$1,196,863,615	\$1,415,827,765	\$218,964,150
Value of Credit Card Debt	\$1,095,376,424	\$1,295,308,299	\$199,931,875
Health			
Nonprescription Drugs	\$63,540,981	\$74,985,701	\$11,444,720
Prescription Drugs	\$136,009,947	\$160,481,874	\$24,471,927
Eyeglasses and Contact Lenses	\$39,273,628	\$46,397,871	\$7,124,243
Home			
Mortgage Payment and Basics (11)	\$4,150,757,960	\$4,917,030,864	\$766,272,904
Maintenance and Remodeling Services	\$1,105,384,416	\$1,308,874,698	\$203,490,282
Maintenance and Remodeling Materials (12)	\$246,253,106	\$291,275,907	\$45,022,801
Utilities, Fuel, and Public Services	\$1,977,563,770	\$2,337,104,513	\$359,540,743
Household Furnishings and Equipment			
Household Textiles (13)	\$39,721,742	\$46,995,502	\$7,273,760
Furniture	\$254,718,573	\$301,389,190	\$46,670,617
Rugs	\$12,209,671	\$14,450,735	\$2,241,064
Major Appliances (14)	\$149,398,369	\$176,844,323	\$27,445,954
Housewares (15)	\$35,547,987	\$42,032,760	\$6,484,773
Small Appliances	\$21,115,393	\$24,963,819	\$3,848,426
Luggage	\$6,624,347	\$7,844,766	\$1,220,419
Telephones and Accessories	\$39,402,031	\$46,573,039	\$7,171,008
Household Operations			
Child Care	\$216,321,729	\$256,466,208	\$40,144,479
Lawn and Garden (16)	\$199,036,191	\$235,245,820	\$36,209,629
Moving/Storage/Freight Express	\$28,059,217	\$33,217,796	\$5,158,579
Housekeeping Supplies (17)	\$311,328,338	\$367,979,600	\$56,651,262
Insurance			
Owners and Renters Insurance	\$253,168,504	\$299,286,092	\$46,117,588
Vehicle Insurance	\$744,544,018	\$880,441,106	\$135,897,088
Life/Other Insurance	\$236,235,903	\$279,424,216	\$43,188,313
Health Insurance	\$1,647,745,353	\$1,947,173,934	\$299,428,581
Personal Care Products (18)	\$198,937,477	\$235,232,017	\$36,294,540
School Books and Supplies (19)	\$52,479,299	\$62,075,103	\$9,595,804
Smoking Products	\$155,038,790	\$182,741,045	\$27,702,255
Transportation			
Payments on Vehicles excluding Leases	\$1,073,282,439	\$1,269,682,242	\$196,399,803
Gasoline and Motor Oil	\$959,550,637	\$1,134,479,001	\$174,928,364
Vehicle Maintenance and Repairs	\$449,297,728	\$531,148,452	\$81,850,724
Travel			
Airline Fares	\$242,100,265	\$286,761,989	\$44,661,724
Lodging on Trips	\$278,415,363	\$329,524,775	\$51,109,412
Auto/Truck Rental on Trips	\$21,299,665	\$25,233,501	\$3,933,836
Food and Drink on Trips	\$234,232,473	\$277,213,813	\$42,981,340

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

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive Time: 60 minute radius

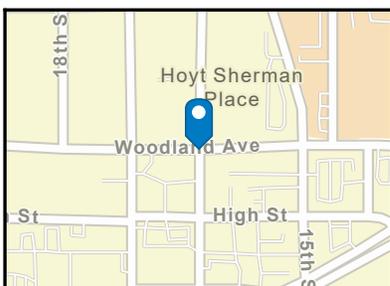
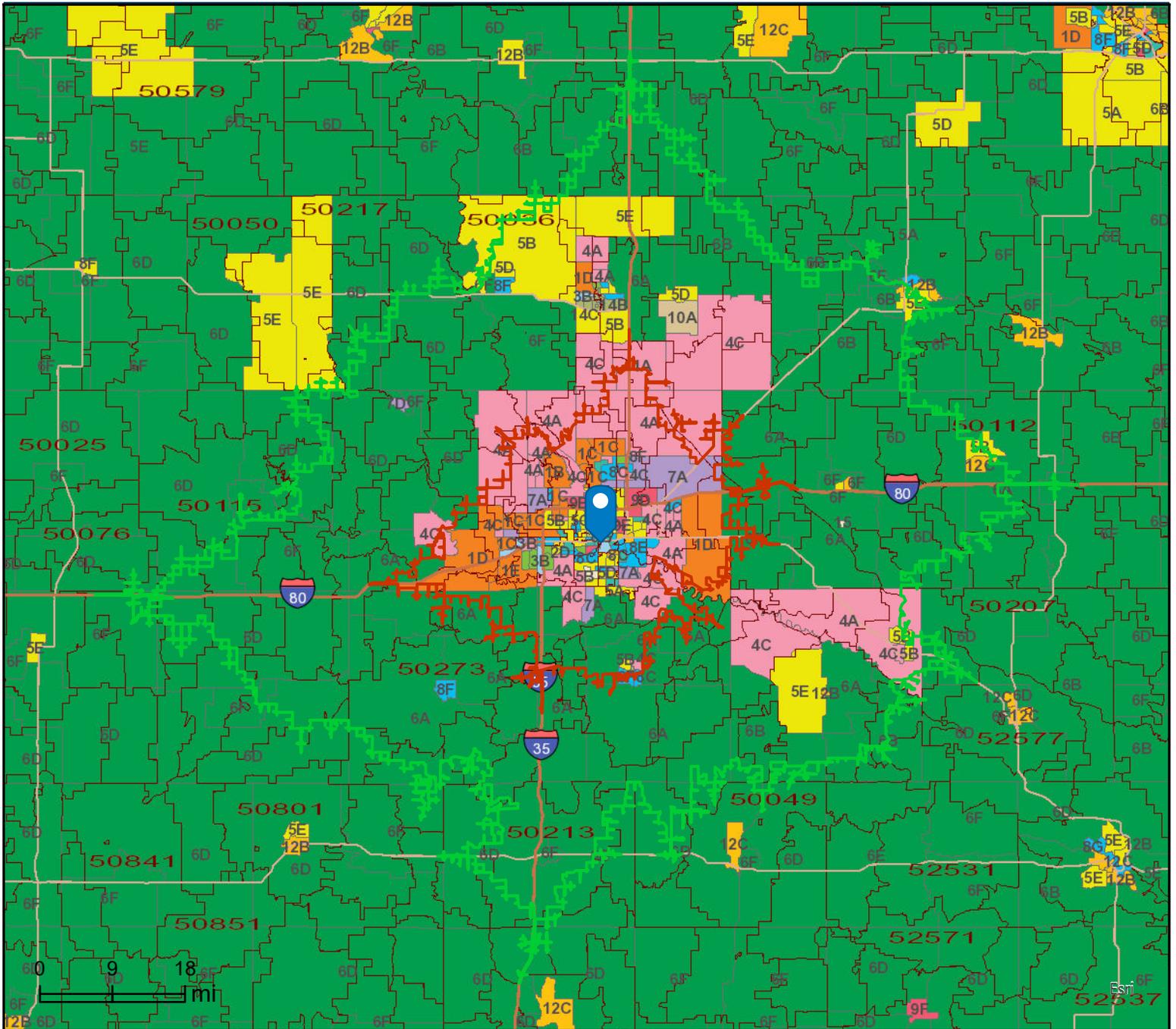
Prepared by Greater Des Moines Partnership
Latitude: 41.58798
Longitude: -93.63891

- (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.

Sherman Hill
 Woodland Ave & 16th St, Des Moines, Iowa, 50309
 Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58798
 Longitude: -93.63891



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

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58798
Longitude: -93.63891

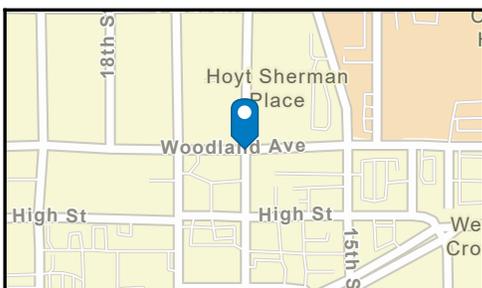
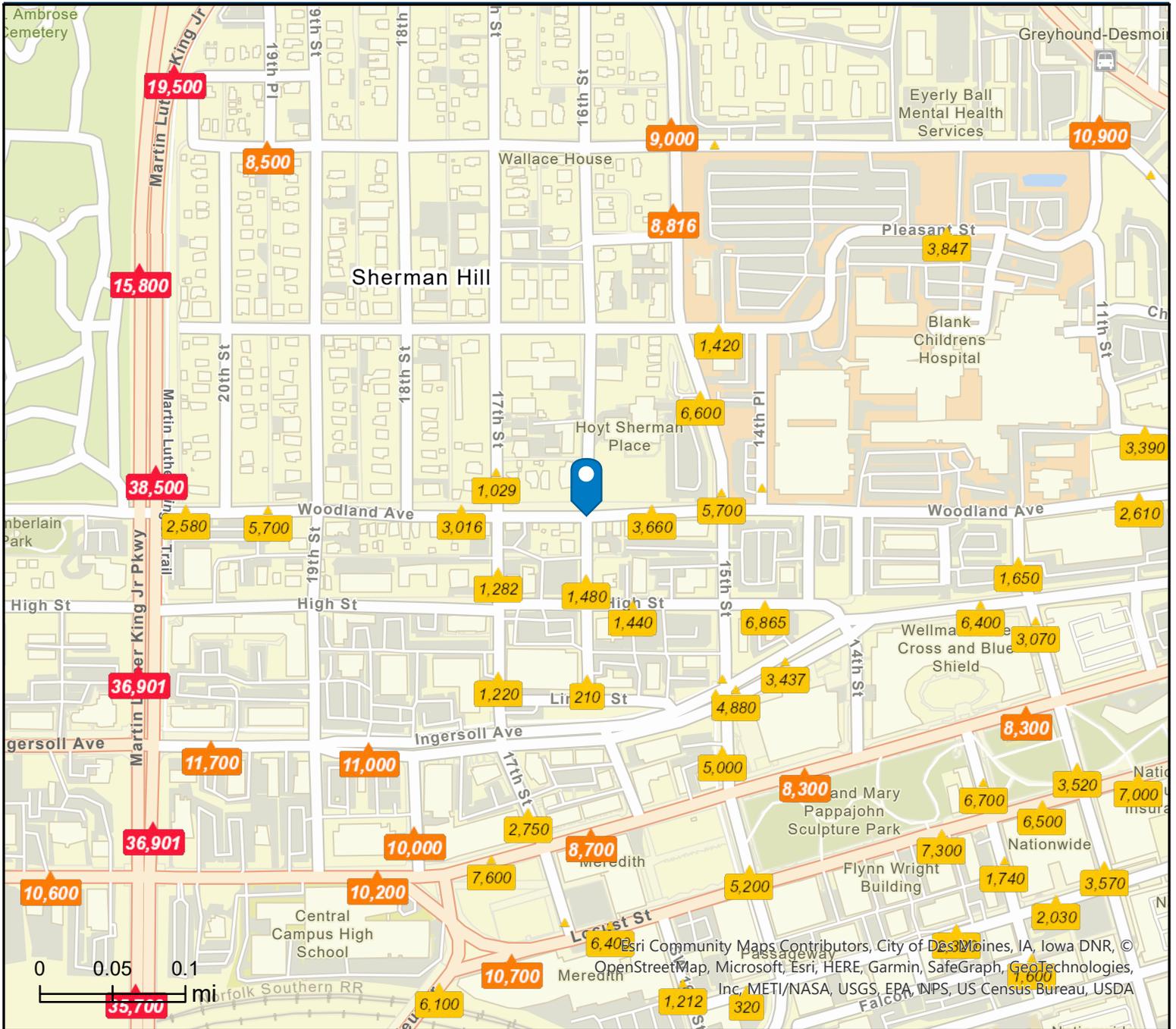
Tapestry Segmentation

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)

Sherman Hill
 Woodland Ave & 16th St, Des Moines, Iowa, 50309
 Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58798
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- 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

Sherman Hill
 Woodland Ave & 16th St, Des Moines, Iowa, 50309
 Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58798
 Longitude: -93.63891

Data for all businesses in area	30 minutes				60 minutes			
	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Businesses:	22,464		33,420					
Total Employees:	377,808		515,206					
Total Residential Population:	633,388		933,081					
Employee/Residential Population Ratio (per 100 Residents)	60		55					
by SIC Codes								
Agriculture & Mining	434	1.9%	2,633	0.7%	898	2.7%	5,209	1.0%
Construction	1,382	6.2%	13,900	3.7%	2,093	6.3%	19,306	3.7%
Manufacturing	582	2.6%	23,874	6.3%	921	2.8%	37,110	7.2%
Transportation	499	2.2%	8,978	2.4%	858	2.6%	11,693	2.3%
Communication	168	0.7%	2,763	0.7%	264	0.8%	3,509	0.7%
Utility	72	0.3%	1,399	0.4%	125	0.4%	1,956	0.4%
Wholesale Trade	731	3.3%	16,173	4.3%	1,095	3.3%	22,862	4.4%
Retail Trade Summary	4,260	19.0%	71,858	19.0%	6,330	18.9%	101,099	19.6%
Home Improvement	254	1.1%	5,037	1.3%	411	1.2%	11,409	2.2%
General Merchandise Stores	162	0.7%	7,060	1.9%	247	0.7%	9,884	1.9%
Food Stores	522	2.3%	12,738	3.4%	788	2.4%	17,765	3.4%
Auto Dealers, Gas Stations, Auto Aftermarket	411	1.8%	8,562	2.3%	692	2.1%	11,014	2.1%
Apparel & Accessory Stores	270	1.2%	2,402	0.6%	346	1.0%	2,819	0.5%
Furniture & Home Furnishings	228	1.0%	2,335	0.6%	338	1.0%	2,945	0.6%
Eating & Drinking Places	1,302	5.8%	22,466	5.9%	1,846	5.5%	31,284	6.1%
Miscellaneous Retail	1,111	4.9%	11,259	3.0%	1,662	5.0%	13,980	2.7%
Finance, Insurance, Real Estate Summary	2,681	11.9%	66,366	17.6%	3,700	11.1%	75,718	14.7%
Banks, Savings & Lending Institutions	518	2.3%	8,120	2.1%	763	2.3%	10,256	2.0%
Securities Brokers	448	2.0%	15,329	4.1%	573	1.7%	15,712	3.0%
Insurance Carriers & Agents	574	2.6%	18,627	4.9%	793	2.4%	23,201	4.5%
Real Estate, Holding, Other Investment Offices	1,141	5.1%	24,290	6.4%	1,572	4.7%	26,550	5.2%
Services Summary	9,192	40.9%	146,214	38.7%	13,394	40.1%	202,581	39.3%
Hotels & Lodging	194	0.9%	4,626	1.2%	328	1.0%	6,250	1.2%
Automotive Services	514	2.3%	5,367	1.4%	817	2.4%	6,464	1.3%
Motion Pictures & Amusements	634	2.8%	8,931	2.4%	955	2.9%	11,738	2.3%
Health Services	1,761	7.8%	44,756	11.8%	2,330	7.0%	58,631	11.4%
Legal Services	526	2.3%	3,808	1.0%	685	2.0%	4,517	0.9%
Education Institutions & Libraries	499	2.2%	21,293	5.6%	891	2.7%	36,256	7.0%
Other Services	5,064	22.5%	57,433	15.2%	7,388	22.1%	78,725	15.3%
Government	753	3.4%	22,044	5.8%	1,411	4.2%	31,949	6.2%
Unclassified Establishments	1,710	7.6%	1,606	0.4%	2,331	7.0%	2,215	0.4%
Totals	22,464	100.0%	377,808	100.0%	33,420	100.0%	515,206	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

Sherman Hill
 Woodland Ave & 16th St, Des Moines, Iowa, 50309
 Drive Time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58798
 Longitude: -93.63891

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	121	0.5%	572	0.2%	386	1.2%	1,930	0.4%
Mining	10	0.0%	69	0.0%	21	0.1%	242	0.0%
Utilities	22	0.1%	439	0.1%	45	0.1%	737	0.1%
Construction	1,505	6.7%	15,229	4.0%	2,252	6.7%	20,851	4.0%
Manufacturing	614	2.7%	19,396	5.1%	967	2.9%	32,291	6.3%
Wholesale Trade	715	3.2%	16,050	4.2%	1,072	3.2%	22,658	4.4%
Retail Trade	2,856	12.7%	48,591	12.9%	4,331	13.0%	68,717	13.3%
Motor Vehicle & Parts Dealers	375	1.7%	8,180	2.2%	598	1.8%	10,136	2.0%
Furniture & Home Furnishings Stores	114	0.5%	1,143	0.3%	164	0.5%	1,448	0.3%
Electronics & Appliance Stores	62	0.3%	855	0.2%	100	0.3%	1,099	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	251	1.1%	5,028	1.3%	408	1.2%	11,400	2.2%
Food & Beverage Stores	458	2.0%	12,287	3.3%	700	2.1%	17,156	3.3%
Health & Personal Care Stores	302	1.3%	3,447	0.9%	429	1.3%	4,482	0.9%
Gasoline Stations	35	0.2%	382	0.1%	94	0.3%	878	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	177	0.8%	2,175	0.6%	260	0.8%	2,771	0.5%
General Merchandise Stores	162	0.7%	7,060	1.9%	247	0.7%	9,884	1.9%
Miscellaneous Store Retailers	366	1.6%	3,816	1.0%	556	1.7%	4,631	0.9%
Nonstore Retailers	238	1.1%	1,511	0.4%	368	1.1%	1,639	0.3%
Transportation & Warehousing	399	1.8%	8,089	2.1%	696	2.1%	10,590	2.1%
Information	445	2.0%	10,602	2.8%	699	2.1%	13,120	2.5%
Finance & Insurance	1,587	7.1%	42,695	11.3%	2,171	6.5%	49,786	9.7%
Central Bank/Credit Intermediation & Related Activities	509	2.3%	8,040	2.1%	749	2.2%	10,170	2.0%
Securities, Commodity Contracts & Other Financial	494	2.2%	15,644	4.1%	620	1.9%	16,030	3.1%
Insurance Carriers & Related Activities; Funds, Trusts &	583	2.6%	19,012	5.0%	802	2.4%	23,586	4.6%
Real Estate, Rental & Leasing	1,215	5.4%	10,343	2.7%	1,691	5.1%	12,434	2.4%
Professional, Scientific & Tech Services	2,153	9.6%	24,869	6.6%	2,951	8.8%	32,994	6.4%
Legal Services	554	2.5%	4,027	1.1%	731	2.2%	4,800	0.9%
Management of Companies & Enterprises	84	0.4%	15,507	4.1%	111	0.3%	15,650	3.0%
Administrative & Support & Waste Management & Remediation	724	3.2%	9,242	2.4%	996	3.0%	11,222	2.2%
Educational Services	589	2.6%	21,277	5.6%	966	2.9%	35,852	7.0%
Health Care & Social Assistance	2,329	10.4%	58,017	15.4%	3,212	9.6%	78,248	15.2%
Arts, Entertainment & Recreation	490	2.2%	8,745	2.3%	802	2.4%	11,676	2.3%
Accommodation & Food Services	1,532	6.8%	27,370	7.2%	2,217	6.6%	37,868	7.4%
Accommodation	194	0.9%	4,626	1.2%	328	1.0%	6,250	1.2%
Food Services & Drinking Places	1,338	6.0%	22,744	6.0%	1,889	5.7%	31,618	6.1%
Other Services (except Public Administration)	2,612	11.6%	17,061	4.5%	4,101	12.3%	24,198	4.7%
Automotive Repair & Maintenance	405	1.8%	2,974	0.8%	670	2.0%	3,905	0.8%
Public Administration	753	3.4%	22,047	5.8%	1,405	4.2%	31,934	6.2%
Unclassified Establishments	1,708	7.6%	1,599	0.4%	2,329	7.0%	2,208	0.4%
Total	22,464	100.0%	377,808	100.0%	33,420	100.0%	515,206	100.0%

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