



Executive Summary

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
Longitude: -93.62868

	30 minutes	60 minutes
Population		
2010 Population	508,414	787,038
2020 Population	604,449	900,597
2023 Population	634,196	935,994
2028 Population	662,519	970,336
2010-2020 Annual Rate	1.75%	1.36%
2020-2023 Annual Rate	1.49%	1.19%
2023-2028 Annual Rate	0.88%	0.72%
2023 Male Population	49.3%	49.7%
2023 Female Population	50.7%	50.3%
2023 Median Age	36.9	37.0

In the identified area, the current year population is 935,994. In 2020, the Census count in the area was 900,597. The rate of change since 2020 was 1.19% annually. The five-year projection for the population in the area is 970,336 representing a change of 0.72% annually from 2023 to 2028. Currently, the population is 49.7% male and 50.3% female.

Median Age

The median age in this area is 37.0, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	77.0%	80.0%
2023 Black Alone	6.4%	5.0%
2023 American Indian/Alaska Native Alone	0.4%	0.4%
2023 Asian Alone	5.0%	4.2%
2023 Pacific Islander Alone	0.1%	0.1%
2023 Other Race	3.6%	3.4%
2023 Two or More Races	7.5%	6.9%
2023 Hispanic Origin (Any Race)	9.4%	8.4%

Persons of Hispanic origin represent 8.4% of the population in the identified area compared to 19.4% 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 45.0 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	95	91
2010 Households	199,364	308,472
2020 Households	239,559	355,711
2023 Households	252,250	371,411
2028 Households	264,832	387,527
2010-2020 Annual Rate	1.85%	1.44%
2020-2023 Annual Rate	1.60%	1.34%
2023-2028 Annual Rate	0.98%	0.85%
2023 Average Household Size	2.47	2.44

The household count in this area has changed from 355,711 in 2020 to 371,411 in the current year, a change of 1.34% annually. The five-year projection of households is 387,527, a change of 0.85% annually from the current year total. Average household size is currently 2.44, compared to 2.45 in the year 2020. The number of families in the current year is 230,060 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. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



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Mortgage Income		
2023 Percent of Income for Mortgage	19.9%	19.2%
Median Household Income		
2023 Median Household Income	\$78,170	\$75,225
2028 Median Household Income	\$85,812	\$82,631
2023-2028 Annual Rate	1.88%	1.90%
Average Household Income		
2023 Average Household Income	\$107,867	\$102,968
2028 Average Household Income	\$121,613	\$116,207
2023-2028 Annual Rate	2.43%	2.45%
Per Capita Income		
2023 Per Capita Income	\$43,006	\$40,992
2028 Per Capita Income	\$48,713	\$46,537
2023-2028 Annual Rate	2.52%	2.57%
GINI Index		
2023 Gini Index	38.8	39.4
Households by Income		
Current median household income is \$75,225 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$82,631 in five years, compared to \$82,410 for all U.S. households		
Current average household income is \$102,968 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$116,207 in five years, compared to \$122,048 for all U.S. households		
Current per capita income is \$40,992 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$46,537 in five years, compared to \$47,525 for all U.S. households		
Housing		
2023 Housing Affordability Index	108	113
2010 Total Housing Units	213,415	331,488
2010 Owner Occupied Housing Units	140,787	215,716
2010 Renter Occupied Housing Units	58,578	92,756
2010 Vacant Housing Units	14,051	23,016
2020 Total Housing Units	255,861	381,434
2020 Vacant Housing Units	16,302	25,723
2023 Total Housing Units	270,871	400,066
2023 Owner Occupied Housing Units	173,796	256,603
2023 Renter Occupied Housing Units	78,454	114,808
2023 Vacant Housing Units	18,621	28,655
2028 Total Housing Units	283,557	416,394
2028 Owner Occupied Housing Units	183,610	270,143
2028 Renter Occupied Housing Units	81,222	117,384
2028 Vacant Housing Units	18,725	28,867
Socioeconomic Status Index		
2023 Socioeconomic Status Index	53.7	53.7

Currently, 64.1% of the 400,066 housing units in the area are owner occupied; 28.7%, renter occupied; and 7.2% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 381,434 housing units in the area and 6.7% vacant housing units. The annual rate of change in housing units since 2020 is 1.48%. Median home value in the area is \$239,871, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 1.16% annually to \$254,146.

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. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

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Population Summary		
2010 Total Population	508,414	787,038
2020 Total Population	604,449	900,597
2020 Group Quarters	10,881	29,516
2023 Total Population	634,196	935,994
2023 Group Quarters	10,881	29,517
2028 Total Population	662,519	970,336
2023-2028 Annual Rate	0.88%	0.72%
2023 Total Daytime Population	663,948	947,183
Workers	372,904	506,864
Residents	291,044	440,319
Household Summary		
2010 Households	199,364	308,472
2010 Average Household Size	2.49	2.47
2020 Total Households	239,559	355,711
2020 Average Household Size	2.48	2.45
2023 Households	252,250	371,411
2023 Average Household Size	2.47	2.44
2028 Households	264,832	387,527
2028 Average Household Size	2.46	2.43
2023-2028 Annual Rate	0.98%	0.85%
2010 Families	129,070	198,428
2010 Average Family Size	3.08	3.03
2023 Families	157,476	230,060
2023 Average Family Size	3.11	3.07
2028 Families	164,648	239,041
2028 Average Family Size	3.10	3.05
2023-2028 Annual Rate	0.89%	0.77%
Housing Unit Summary		
2000 Housing Units	175,526	281,679
Owner Occupied Housing Units	66.6%	66.6%
Renter Occupied Housing Units	28.7%	28.5%
Vacant Housing Units	4.7%	5.0%
2010 Housing Units	213,415	331,488
Owner Occupied Housing Units	66.0%	65.1%
Renter Occupied Housing Units	27.4%	28.0%
Vacant Housing Units	6.6%	6.9%
2020 Housing Units	255,861	381,434
Vacant Housing Units	6.4%	6.7%
2023 Housing Units	270,871	400,066
Owner Occupied Housing Units	64.2%	64.1%
Renter Occupied Housing Units	29.0%	28.7%
Vacant Housing Units	6.9%	7.2%
2028 Housing Units	283,557	416,394
Owner Occupied Housing Units	64.8%	64.9%
Renter Occupied Housing Units	28.6%	28.2%
Vacant Housing Units	6.6%	6.9%
Median Household Income		
2023	\$78,170	\$75,225
2028	\$85,812	\$82,631
Median Home Value		
2023	\$258,416	\$239,871
2028	\$272,272	\$254,146
Per Capita Income		
2023	\$43,006	\$40,992
2028	\$48,713	\$46,537
Median Age		
2010	34.6	34.9
2023	36.9	37.0
2028	37.2	37.4

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.

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2023 Households by Income		
Household Income Base	252,250	371,411
<\$15,000	5.8%	7.1%
\$15,000 - \$24,999	6.3%	6.6%
\$25,000 - \$34,999	6.6%	6.9%
\$35,000 - \$49,999	11.4%	11.3%
\$50,000 - \$74,999	17.4%	18.0%
\$75,000 - \$99,999	15.3%	14.3%
\$100,000 - \$149,999	18.0%	18.3%
\$150,000 - \$199,999	9.3%	8.7%
\$200,000+	10.0%	8.8%
Average Household Income	\$107,867	\$102,968
2028 Households by Income		
Household Income Base	264,832	387,527
<\$15,000	4.8%	5.9%
\$15,000 - \$24,999	5.3%	5.5%
\$25,000 - \$34,999	5.6%	5.9%
\$35,000 - \$49,999	10.2%	10.2%
\$50,000 - \$74,999	16.5%	17.2%
\$75,000 - \$99,999	14.9%	14.1%
\$100,000 - \$149,999	19.4%	19.9%
\$150,000 - \$199,999	11.8%	11.1%
\$200,000+	11.5%	10.2%
Average Household Income	\$121,613	\$116,207
2023 Owner Occupied Housing Units by Value		
Total	173,788	256,569
<\$50,000	3.0%	3.7%
\$50,000 - \$99,999	4.1%	6.1%
\$100,000 - \$149,999	8.9%	11.2%
\$150,000 - \$199,999	15.5%	15.8%
\$200,000 - \$249,999	16.0%	16.5%
\$250,000 - \$299,999	15.1%	13.3%
\$300,000 - \$399,999	21.1%	18.9%
\$400,000 - \$499,999	8.9%	7.6%
\$500,000 - \$749,999	5.6%	5.0%
\$750,000 - \$999,999	1.4%	1.4%
\$1,000,000 - \$1,499,999	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%
Average Home Value	\$287,513	\$272,309
2028 Owner Occupied Housing Units by Value		
Total	183,601	270,104
<\$50,000	2.7%	3.4%
\$50,000 - \$99,999	3.7%	5.6%
\$100,000 - \$149,999	8.0%	10.2%
\$150,000 - \$199,999	14.0%	14.4%
\$200,000 - \$249,999	14.5%	15.2%
\$250,000 - \$299,999	15.9%	14.1%
\$300,000 - \$399,999	22.3%	20.2%
\$400,000 - \$499,999	10.3%	8.9%
\$500,000 - \$749,999	6.5%	5.8%
\$750,000 - \$999,999	1.6%	1.6%
\$1,000,000 - \$1,499,999	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%
Average Home Value	\$300,456	\$285,712

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	508,412	787,037
0 - 4	7.7%	7.1%
5 - 9	7.3%	6.9%
10 - 14	7.0%	6.7%
15 - 24	12.9%	15.0%
25 - 34	15.6%	14.4%
35 - 44	14.1%	13.1%
45 - 54	13.9%	13.8%
55 - 64	10.8%	11.1%
65 - 74	5.7%	6.2%
75 - 84	3.5%	3.9%
85 +	1.5%	1.8%
18 +	74.0%	75.3%
2023 Population by Age		
Total	634,196	935,993
0 - 4	6.7%	6.2%
5 - 9	7.0%	6.5%
10 - 14	7.1%	6.7%
15 - 24	12.6%	14.5%
25 - 34	13.6%	13.2%
35 - 44	15.1%	13.9%
45 - 54	12.0%	11.5%
55 - 64	11.3%	11.7%
65 - 74	8.8%	9.3%
75 - 84	4.2%	4.7%
85 +	1.6%	1.8%
18 +	75.3%	76.8%
2028 Population by Age		
Total	662,520	970,335
0 - 4	6.8%	6.3%
5 - 9	6.8%	6.4%
10 - 14	6.9%	6.5%
15 - 24	12.6%	14.4%
25 - 34	13.6%	13.1%
35 - 44	14.8%	13.7%
45 - 54	12.1%	11.5%
55 - 64	10.4%	10.6%
65 - 74	9.0%	9.7%
75 - 84	5.2%	5.7%
85 +	1.8%	2.0%
18 +	75.6%	77.0%
2010 Population by Sex		
Males	248,777	389,588
Females	259,636	397,450
2023 Population by Sex		
Males	312,779	465,421
Females	321,417	470,573
2028 Population by Sex		
Males	325,609	480,985
Females	336,910	489,351

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2010 Population by Race/Ethnicity		
Total	508,413	787,038
White Alone	86.2%	88.7%
Black Alone	5.3%	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	2.6%	2.2%
Two or More Races	2.3%	1.9%
Hispanic Origin	6.8%	5.9%
Diversity Index	34.6	29.8
2020 Population by Race/Ethnicity		
Total	604,449	900,597
White Alone	77.9%	80.9%
Black Alone	6.3%	4.9%
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%	3.1%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.7%	7.8%
Diversity Index	48.0	43.1
2023 Population by Race/Ethnicity		
Total	634,195	935,994
White Alone	77.0%	80.0%
Black Alone	6.4%	5.0%
American Indian Alone	0.4%	0.4%
Asian Alone	5.0%	4.2%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.6%	3.4%
Two or More Races	7.5%	6.9%
Hispanic Origin	9.4%	8.4%
Diversity Index	49.6	45.0
2028 Population by Race/Ethnicity		
Total	662,520	970,337
White Alone	75.5%	78.6%
Black Alone	6.6%	5.2%
American Indian Alone	0.5%	0.4%
Asian Alone	5.2%	4.4%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	4.0%	3.7%
Two or More Races	8.1%	7.5%
Hispanic Origin	10.3%	9.3%
Diversity Index	52.3	47.7
2010 Population by Relationship and Household Type		
Total	508,414	787,037
In Households	97.8%	96.6%
In Family Households	80.2%	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	17.6%	18.3%
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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2023 Population 25+ by Educational Attainment		
Total	422,152	618,354
Less than 9th Grade	2.6%	2.3%
9th - 12th Grade, No Diploma	2.9%	3.0%
High School Graduate	20.2%	22.0%
GED/Alternative Credential	3.5%	3.5%
Some College, No Degree	17.5%	17.9%
Associate Degree	11.2%	11.7%
Bachelor's Degree	29.4%	27.3%
Graduate/Professional Degree	12.8%	12.3%
2023 Population 15+ by Marital Status		
Total	502,329	754,505
Never Married	33.3%	33.9%
Married	51.9%	51.7%
Widowed	4.6%	4.6%
Divorced	10.2%	9.8%
2023 Civilian Population 16+ in Labor Force		
Civilian Population 16+	353,708	510,755
Population 16+ Employed	97.9%	97.7%
Population 16+ Unemployment rate	2.1%	2.3%
Population 16-24 Employed	15.2%	16.8%
Population 16-24 Unemployment rate	3.4%	4.3%
Population 25-54 Employed	64.3%	61.8%
Population 25-54 Unemployment rate	2.0%	2.0%
Population 55-64 Employed	14.4%	15.3%
Population 55-64 Unemployment rate	1.7%	1.6%
Population 65+ Employed	6.0%	6.2%
Population 65+ Unemployment rate	1.6%	1.6%
2023 Employed Population 16+ by Industry		
Total	346,234	498,918
Agriculture/Mining	1.0%	1.9%
Construction	6.3%	6.5%
Manufacturing	8.8%	10.4%
Wholesale Trade	2.1%	2.1%
Retail Trade	11.3%	11.2%
Transportation/Utilities	4.9%	4.9%
Information	1.7%	1.6%
Finance/Insurance/Real Estate	16.0%	13.4%
Services	44.1%	44.4%
Public Administration	3.6%	3.7%
2023 Employed Population 16+ by Occupation		
Total	346,235	498,916
White Collar	67.0%	65.0%
Management/Business/Financial	20.6%	19.4%
Professional	26.3%	26.0%
Sales	9.5%	9.2%
Administrative Support	10.6%	10.4%
Services	14.5%	14.7%
Blue Collar	18.5%	20.4%
Farming/Forestry/Fishing	0.1%	0.3%
Construction/Extraction	4.3%	4.5%
Installation/Maintenance/Repair	2.6%	3.0%
Production	4.9%	5.6%
Transportation/Material Moving	6.7%	6.9%

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2010 Households by Type		
Total	199,364	308,472
Households with 1 Person	27.5%	27.4%
Households with 2+ People	72.5%	72.6%
Family Households	64.7%	64.3%
Husband-wife Families	49.8%	50.7%
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%	2.5%
Other Family with Female Householder	10.7%	9.6%
With Related Children	7.5%	6.8%
Nonfamily Households	7.8%	8.3%
All Households with Children	34.5%	32.7%
Multigenerational Households	2.5%	2.2%
Unmarried Partner Households	7.3%	6.9%
Male-female	6.6%	6.2%
Same-sex	0.7%	0.6%
2010 Households by Size		
Total	199,363	308,474
1 Person Household	27.5%	27.4%
2 Person Household	33.8%	35.1%
3 Person Household	15.5%	15.1%
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	199,365	308,472
Owner Occupied	70.6%	69.9%
Owned with a Mortgage/Loan	54.9%	51.6%
Owned Free and Clear	15.8%	18.3%
Renter Occupied	29.4%	30.1%
2023 Affordability, Mortgage and Wealth		
Housing Affordability Index	108	113
Percent of Income for Mortgage	19.9%	19.2%
Wealth Index	95	91
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	213,415	331,488
Housing Units Inside Urbanized Area	89.4%	65.0%
Housing Units Inside Urbanized Cluster	3.5%	16.2%
Rural Housing Units	7.1%	18.9%
2010 Population By Urban/ Rural Status		
Total Population	508,414	787,038
Population Inside Urbanized Area	88.5%	64.9%
Population Inside Urbanized Cluster	3.8%	15.8%
Rural Population	7.7%	19.4%

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.	Rustbelt Traditions (5D)	Workday Drive (4A)
3.	Workday Drive (4A)	Boomburbs (1C)
2023 Consumer Spending		
Apparel & Services: Total \$	\$565,032,161	\$789,159,363
Average Spent	\$2,239.97	\$2,124.76
Spending Potential Index	102	97
Education: Total \$	\$445,000,257	\$616,478,654
Average Spent	\$1,764.12	\$1,659.83
Spending Potential Index	98	93
Entertainment/Recreation: Total \$	\$956,928,548	\$1,382,721,595
Average Spent	\$3,793.57	\$3,722.89
Spending Potential Index	100	98
Food at Home: Total \$	\$1,696,162,873	\$2,409,837,897
Average Spent	\$6,724.13	\$6,488.33
Spending Potential Index	99	95
Food Away from Home: Total \$	\$961,700,366	\$1,341,594,238
Average Spent	\$3,812.49	\$3,612.16
Spending Potential Index	102	97
Health Care: Total \$	\$1,843,978,067	\$2,683,427,666
Average Spent	\$7,310.12	\$7,224.95
Spending Potential Index	99	98
HH Furnishings & Equipment: Total \$	\$755,292,042	\$1,065,177,932
Average Spent	\$2,994.22	\$2,867.92
Spending Potential Index	101	97
Personal Care Products & Services: Total \$	\$247,113,864	\$344,263,817
Average Spent	\$979.64	\$926.91
Spending Potential Index	102	97
Shelter: Total \$	\$6,291,068,358	\$8,759,411,703
Average Spent	\$24,939.82	\$23,584.15
Spending Potential Index	101	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$797,587,159	\$1,130,963,202
Average Spent	\$3,161.89	\$3,045.04
Spending Potential Index	101	97
Travel: Total \$	\$580,686,223	\$813,202,926
Average Spent	\$2,302.03	\$2,189.50
Spending Potential Index	102	97
Vehicle Maintenance & Repairs: Total \$	\$336,589,265	\$482,333,610
Average Spent	\$1,334.35	\$1,298.65
Spending Potential Index	102	99

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Retail Demand Outlook

Gray's Lake Area
 SW 11th St & Tuttle St, Des Moines, Iowa, 50309
 Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.57903
 Longitude: -93.62868

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Boomburbs (1C)	10.4%	Population	634,196	662,519
Rustbelt Traditions (5D)	8.9%	Households	252,250	264,832
Workday Drive (4A)	8.7%	Families	157,476	164,648
Up and Coming Families (7A)	6.2%	Median Age	36.9	37.2
Middleburg (4C)	6.1%	Median Household Income	\$78,170	\$85,812
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$565,032,161	\$668,818,656	\$103,786,495
Men's		\$105,538,497	\$124,951,577	\$19,413,080
Women's		\$191,484,537	\$226,617,821	\$35,133,284
Children's		\$88,509,932	\$104,804,986	\$16,295,054
Footwear		\$127,303,031	\$150,673,580	\$23,370,549
Watches & Jewelry		\$41,279,289	\$48,856,489	\$7,577,200
Apparel Products and Services (1)		\$10,916,875	\$12,914,202	\$1,997,327
Computer				
Computers and Hardware for Home Use		\$66,745,927	\$79,061,960	\$12,316,033
Portable Memory		\$1,195,847	\$1,415,128	\$219,281
Computer Software		\$3,675,878	\$4,354,556	\$678,678
Computer Accessories		\$6,429,205	\$7,609,775	\$1,180,570
Entertainment & Recreation		\$956,928,548	\$1,132,377,698	\$175,449,150
Fees and Admissions		\$187,164,125	\$221,597,478	\$34,433,353
Membership Fees for Clubs (2)		\$72,865,630	\$86,239,726	\$13,374,096
Fees for Participant Sports, excl. Trips		\$31,576,846	\$37,386,819	\$5,809,973
Tickets to Theatre/Operas/Concerts		\$13,948,084	\$16,499,081	\$2,550,997
Tickets to Movies		\$7,527,900	\$8,919,971	\$1,392,071
Tickets to Parks or Museums		\$7,743,123	\$9,172,049	\$1,428,926
Admission to Sporting Events, excl. Trips		\$15,372,856	\$18,174,287	\$2,801,431
Fees for Recreational Lessons		\$37,872,794	\$44,901,451	\$7,028,657
Dating Services		\$256,891	\$304,094	\$47,203
TV/Video/Audio		\$340,226,503	\$402,382,489	\$62,155,986
Cable and Satellite Television Services		\$208,291,761	\$246,205,176	\$37,913,415
Televisions		\$37,934,544	\$44,893,801	\$6,959,257
Satellite Dishes		\$453,884	\$537,140	\$83,256
VCRs, Video Cameras, and DVD Players		\$1,287,868	\$1,524,736	\$236,868
Miscellaneous Video Equipment		\$3,391,616	\$4,013,157	\$621,541
Video Cassettes and DVDs		\$1,799,864	\$2,131,110	\$331,246
Video Game Hardware/Accessories		\$10,867,159	\$12,863,247	\$1,996,088
Video Game Software		\$5,242,420	\$6,207,605	\$965,185
Rental/Streaming/Downloaded Video		\$33,943,902	\$40,189,300	\$6,245,398
Installation of Televisions		\$411,308	\$486,940	\$75,632
Audio (3)		\$35,941,203	\$42,549,047	\$6,607,844
Rental and Repair of TV/Radio/Sound Equipment		\$660,974	\$781,230	\$120,256
Pets		\$221,638,976	\$262,227,795	\$40,588,819
Toys/Games/Crafts/Hobbies (4)		\$41,769,650	\$49,437,894	\$7,668,244
Recreational Vehicles and Fees (5)		\$36,490,627	\$43,160,873	\$6,670,246
Sports/Recreation/Exercise Equipment (6)		\$77,934,542	\$92,373,472	\$14,438,930
Photo Equipment and Supplies (7)		\$12,262,588	\$14,521,622	\$2,259,034
Reading (8)		\$31,443,106	\$37,199,030	\$5,755,924
Catered Affairs (9)		\$7,998,431	\$9,477,045	\$1,478,614
Food		\$2,657,863,239	\$3,145,785,296	\$487,922,057
Food at Home		\$1,696,162,873	\$2,007,092,392	\$310,929,519
Bakery and Cereal Products		\$218,461,918	\$258,466,632	\$40,004,714
Meats, Poultry, Fish, and Eggs		\$364,529,074	\$431,338,675	\$66,809,601
Dairy Products		\$162,864,282	\$192,727,940	\$29,863,658
Fruits and Vegetables		\$332,637,914	\$393,652,696	\$61,014,782
Snacks and Other Food at Home (10)		\$617,669,686	\$730,906,449	\$113,236,763
Food Away from Home		\$961,700,366	\$1,138,692,904	\$176,992,538
Alcoholic Beverages		\$170,230,122	\$201,495,551	\$31,265,429

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Gray's Lake Area
 SW 11th St & Tuttle St, Des Moines, Iowa, 50309
 Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.57903
 Longitude: -93.62868

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$9,528,792,142	\$11,265,408,571	\$1,736,616,429
Value of Retirement Plans	\$35,461,373,928	\$41,921,169,652	\$6,459,795,724
Value of Other Financial Assets	\$1,981,922,448	\$2,344,102,441	\$362,179,993
Vehicle Loan Amount excluding Interest	\$980,356,390	\$1,160,750,395	\$180,394,005
Value of Credit Card Debt	\$797,882,636	\$943,867,965	\$145,985,329
Health			
Nonprescription Drugs	\$43,099,638	\$50,968,687	\$7,869,049
Prescription Drugs	\$90,491,738	\$106,895,414	\$16,403,676
Eyeglasses and Contact Lenses	\$27,684,440	\$32,730,578	\$5,046,138
Home			
Mortgage Payment and Basics (11)	\$3,308,576,987	\$3,915,067,343	\$606,490,356
Maintenance and Remodeling Services	\$964,847,802	\$1,141,753,664	\$176,905,862
Maintenance and Remodeling Materials (12)	\$198,587,511	\$234,854,771	\$36,267,260
Utilities, Fuel, and Public Services	\$1,452,953,176	\$1,718,419,292	\$265,466,116
Household Furnishings and Equipment			
Household Textiles (13)	\$31,271,460	\$37,014,630	\$5,743,170
Furniture	\$214,574,840	\$253,985,751	\$39,410,911
Rugs	\$10,205,542	\$12,076,960	\$1,871,418
Major Appliances (14)	\$133,517,731	\$157,963,586	\$24,445,855
Housewares (15)	\$27,856,479	\$32,981,504	\$5,125,025
Small Appliances	\$18,466,090	\$21,863,630	\$3,397,540
Luggage	\$3,736,936	\$4,426,712	\$689,776
Telephones and Accessories	\$26,818,854	\$31,729,250	\$4,910,396
Household Operations			
Child Care	\$141,553,264	\$167,753,089	\$26,199,825
Lawn and Garden (16)	\$163,062,517	\$192,844,939	\$29,782,422
Moving/Storage/Freight Express	\$22,974,302	\$27,210,441	\$4,236,139
Housekeeping Supplies (17)	\$233,940,254	\$276,769,840	\$42,829,586
Insurance			
Owners and Renters Insurance	\$197,517,624	\$233,470,849	\$35,953,225
Vehicle Insurance	\$554,332,031	\$656,027,396	\$101,695,365
Life/Other Insurance	\$173,373,848	\$205,021,715	\$31,647,867
Health Insurance	\$1,236,578,783	\$1,462,135,978	\$225,557,195
Personal Care Products (18)	\$141,340,267	\$167,284,949	\$25,944,682
School Books and Supplies (19)	\$35,029,901	\$41,488,449	\$6,458,548
Smoking Products	\$105,514,955	\$124,665,148	\$19,150,193
Transportation			
Payments on Vehicles excluding Leases	\$796,105,281	\$942,166,052	\$146,060,771
Gasoline and Motor Oil	\$639,104,764	\$756,350,488	\$117,245,724
Vehicle Maintenance and Repairs	\$336,589,265	\$398,232,857	\$61,643,592
Travel			
Airline Fares	\$120,750,970	\$143,040,988	\$22,290,018
Lodging on Trips	\$185,267,671	\$219,309,764	\$34,042,093
Auto/Truck Rental on Trips	\$21,030,595	\$24,897,387	\$3,866,792
Food and Drink on Trips	\$143,897,360	\$170,355,620	\$26,458,260

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
Longitude: -93.62868

- (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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Gray's Lake Area
 SW 11th St & Tuttle St, Des Moines, Iowa, 50309
 Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.57903
 Longitude: -93.62868

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Rustbelt Traditions (5D)	7.6%	Population	935,994	970,336
Workday Drive (4A)	7.6%	Households	371,411	387,527
Boomburbs (1C)	7.1%	Families	230,060	239,041
Middleburg (4C)	6.5%	Median Age	37.0	37.4
In Style (5B)	5.8%	Median Household Income	\$75,225	\$82,631
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$789,159,363	\$929,356,428	\$140,197,065
Men's		\$147,236,640	\$173,432,727	\$26,196,087
Women's		\$267,523,962	\$315,000,207	\$47,476,245
Children's		\$123,273,165	\$145,221,904	\$21,948,739
Footwear		\$178,038,889	\$209,652,497	\$31,613,608
Watches & Jewelry		\$57,691,344	\$67,930,996	\$10,239,652
Apparel Products and Services (1)		\$15,395,363	\$18,118,097	\$2,722,734
Computer				
Computers and Hardware for Home Use		\$92,722,529	\$109,264,934	\$16,542,405
Portable Memory		\$1,679,841	\$1,977,573	\$297,732
Computer Software		\$5,241,356	\$6,174,812	\$933,456
Computer Accessories		\$9,101,715	\$10,716,499	\$1,614,784
Entertainment & Recreation		\$1,382,721,595	\$1,627,358,181	\$244,636,586
Fees and Admissions		\$255,559,282	\$301,117,740	\$45,558,458
Membership Fees for Clubs (2)		\$100,438,606	\$118,295,235	\$17,856,629
Fees for Participant Sports, excl. Trips		\$43,025,036	\$50,697,599	\$7,672,563
Tickets to Theatre/Operas/Concerts		\$19,268,091	\$22,681,876	\$3,413,785
Tickets to Movies		\$10,136,412	\$11,954,652	\$1,818,240
Tickets to Parks or Museums		\$10,582,966	\$12,473,743	\$1,890,777
Admission to Sporting Events, excl. Trips		\$21,607,693	\$25,417,792	\$3,810,099
Fees for Recreational Lessons		\$50,150,713	\$59,184,813	\$9,034,100
Dating Services		\$349,765	\$412,030	\$62,265
TV/Video/Audio		\$490,476,472	\$577,007,656	\$86,531,184
Cable and Satellite Television Services		\$304,760,588	\$358,304,861	\$53,544,273
Televisions		\$54,023,405	\$63,597,405	\$9,574,000
Satellite Dishes		\$632,796	\$745,225	\$112,429
VCRs, Video Cameras, and DVD Players		\$1,800,643	\$2,121,059	\$320,416
Miscellaneous Video Equipment		\$4,575,830	\$5,389,656	\$813,826
Video Cassettes and DVDs		\$2,500,932	\$2,946,478	\$445,546
Video Game Hardware/Accessories		\$15,445,461	\$18,184,990	\$2,739,529
Video Game Software		\$7,408,555	\$8,725,900	\$1,317,345
Rental/Streaming/Downloaded Video		\$47,538,889	\$55,998,715	\$8,459,826
Installation of Televisions		\$578,332	\$681,257	\$102,925
Audio (3)		\$50,218,438	\$59,145,553	\$8,927,115
Rental and Repair of TV/Radio/Sound Equipment		\$992,603	\$1,166,556	\$173,953
Pets		\$341,618,978	\$401,706,011	\$60,087,033
Toys/Games/Crafts/Hobbies (4)		\$59,684,659	\$70,264,511	\$10,579,852
Recreational Vehicles and Fees (5)		\$55,044,487	\$64,724,400	\$9,679,913
Sports/Recreation/Exercise Equipment (6)		\$107,597,339	\$126,883,316	\$19,285,977
Photo Equipment and Supplies (7)		\$17,096,279	\$20,141,366	\$3,045,087
Reading (8)		\$44,774,667	\$52,695,669	\$7,921,002
Catered Affairs (9)		\$10,869,433	\$12,817,512	\$1,948,079
Food		\$3,751,432,135	\$4,417,010,565	\$665,578,430
Food at Home		\$2,409,837,897	\$2,836,641,655	\$426,803,758
Bakery and Cereal Products		\$311,222,179	\$366,275,343	\$55,053,164
Meats, Poultry, Fish, and Eggs		\$517,730,320	\$609,412,384	\$91,682,064
Dairy Products		\$232,928,254	\$274,170,140	\$41,241,886
Fruits and Vegetables		\$469,327,118	\$552,534,794	\$83,207,676
Snacks and Other Food at Home (10)		\$878,630,026	\$1,034,248,993	\$155,618,967
Food Away from Home		\$1,341,594,238	\$1,580,368,910	\$238,774,672
Alcoholic Beverages		\$238,535,168	\$280,888,066	\$42,352,898

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Gray's Lake Area
 SW 11th St & Tuttle St, Des Moines, Iowa, 50309
 Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.57903
 Longitude: -93.62868

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$13,282,310,089	\$15,627,377,605	\$2,345,067,516
Value of Retirement Plans	\$49,934,108,475	\$58,740,492,335	\$8,806,383,860
Value of Other Financial Assets	\$2,847,015,428	\$3,349,422,226	\$502,406,798
Vehicle Loan Amount excluding Interest	\$1,387,891,369	\$1,634,602,071	\$246,710,702
Value of Credit Card Debt	\$1,129,186,733	\$1,328,899,644	\$199,712,911
Health			
Nonprescription Drugs	\$63,094,725	\$74,206,988	\$11,112,263
Prescription Drugs	\$135,497,555	\$159,189,350	\$23,691,795
Eyeglasses and Contact Lenses	\$40,507,210	\$47,633,369	\$7,126,159
Home			
Mortgage Payment and Basics (11)	\$4,597,613,084	\$5,413,510,352	\$815,897,268
Maintenance and Remodeling Services	\$1,361,956,160	\$1,603,439,725	\$241,483,565
Maintenance and Remodeling Materials (12)	\$291,382,716	\$342,722,973	\$51,340,257
Utilities, Fuel, and Public Services	\$2,088,754,302	\$2,457,424,120	\$368,669,818
Household Furnishings and Equipment			
Household Textiles (13)	\$43,716,003	\$51,482,052	\$7,766,049
Furniture	\$303,378,327	\$357,226,719	\$53,848,392
Rugs	\$14,570,531	\$17,150,178	\$2,579,647
Major Appliances (14)	\$191,067,001	\$224,870,841	\$33,803,840
Housewares (15)	\$39,039,581	\$45,982,879	\$6,943,298
Small Appliances	\$26,054,928	\$30,687,540	\$4,632,612
Luggage	\$5,136,742	\$6,054,354	\$917,612
Telephones and Accessories	\$37,660,390	\$44,335,781	\$6,675,391
Household Operations			
Child Care	\$192,743,480	\$227,272,603	\$34,529,123
Lawn and Garden (16)	\$242,298,983	\$284,948,630	\$42,649,647
Moving/Storage/Freight Express	\$32,016,872	\$37,730,525	\$5,713,653
Housekeeping Supplies (17)	\$334,587,539	\$393,757,111	\$59,169,572
Insurance			
Owners and Renters Insurance	\$287,264,600	\$337,776,920	\$50,512,320
Vehicle Insurance	\$787,097,378	\$926,651,201	\$139,553,823
Life/Other Insurance	\$247,950,421	\$291,694,120	\$43,743,699
Health Insurance	\$1,795,428,769	\$2,111,628,231	\$316,199,462
Personal Care Products (18)	\$198,000,370	\$233,152,404	\$35,152,034
School Books and Supplies (19)	\$49,280,030	\$58,059,487	\$8,779,457
Smoking Products	\$158,521,619	\$186,253,221	\$27,731,602
Transportation			
Payments on Vehicles excluding Leases	\$1,139,369,472	\$1,341,257,598	\$201,888,126
Gasoline and Motor Oil	\$921,297,990	\$1,084,422,581	\$163,124,591
Vehicle Maintenance and Repairs	\$482,333,610	\$567,665,469	\$85,331,859
Travel			
Airline Fares	\$166,222,353	\$195,919,912	\$29,697,559
Lodging on Trips	\$260,027,155	\$306,216,696	\$46,189,541
Auto/Truck Rental on Trips	\$28,917,952	\$34,066,394	\$5,148,442
Food and Drink on Trips	\$202,674,207	\$238,689,291	\$36,015,084

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
Longitude: -93.62868

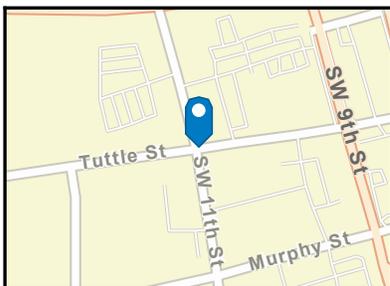
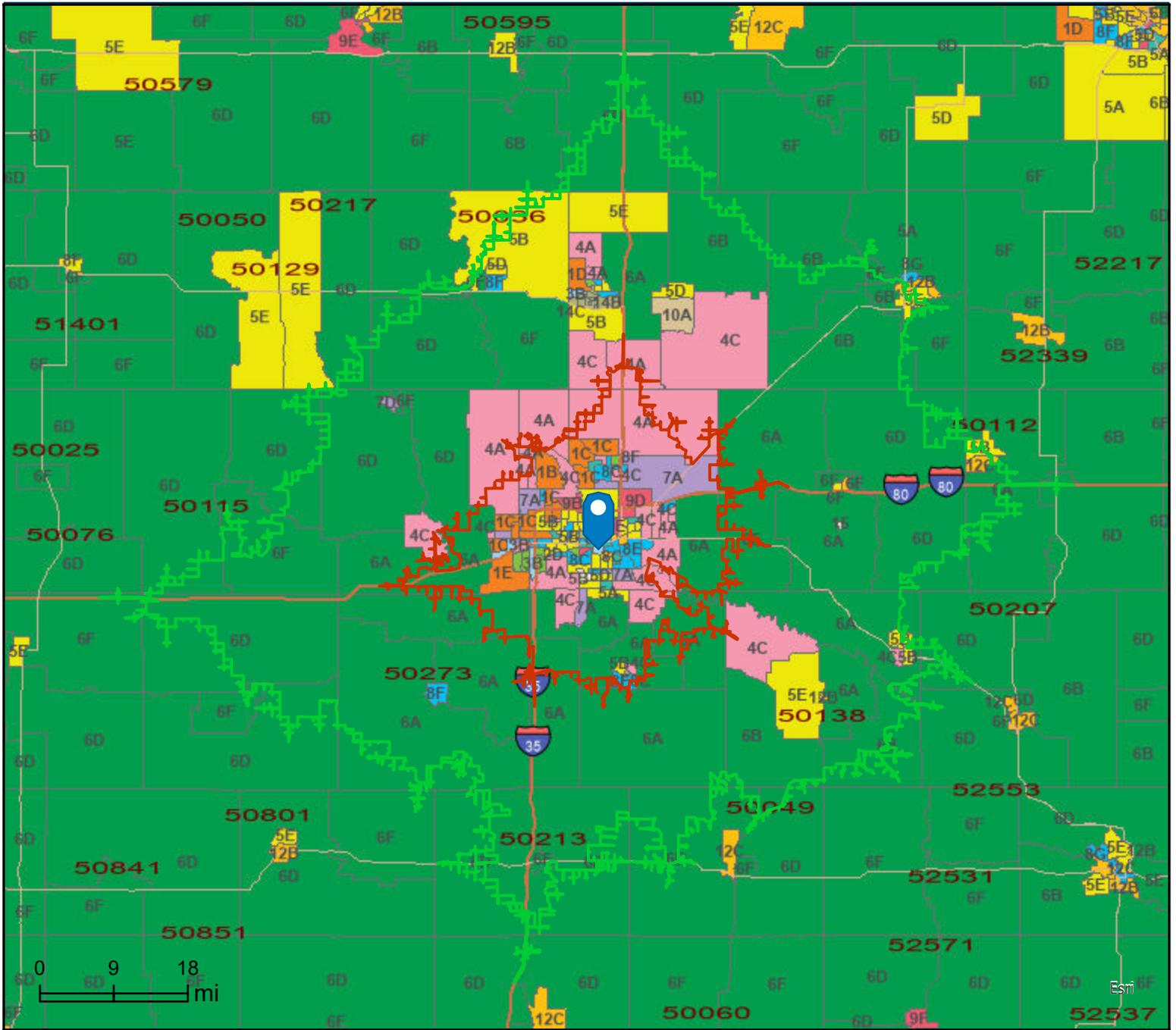
- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, 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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Gray's Lake Area
 SW 11th St & Tuttle St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.57903
 Longitude: -93.62868



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

Gray's Lake Area
SW 11th St & Tuttle St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.57903
Longitude: -93.62868

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.

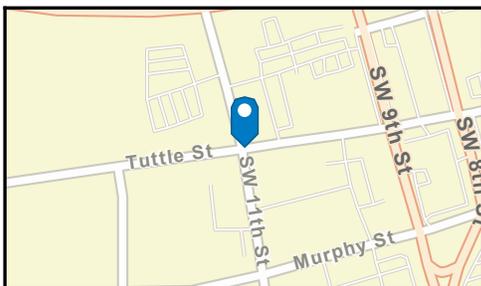
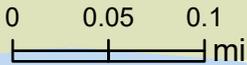
- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- 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)

Gray's Lake Area
 SW 11th St & Tuttle St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.57903
 Longitude: -93.62868



Esri Community Maps Contributors, City of Des Moines, IA, Des Moines Area Regional GIS, Iowa DNR, © OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA



- 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: ©2023 Kalibrate Technologies (Q2 2023).



Business Summary

Gray's Lake Area
 SW 11th St & Tuttle St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.57903
 Longitude: -93.62868

Data for all businesses in area	30 minutes				60 minutes			
	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Businesses:	21,605		31,964					
Total Employees:	382,293		516,498					
Total Residential Population:	634,196		935,994					
Employee/Residential Population Ratio (per 100 Residents)	60		55					
by SIC Codes								
Agriculture & Mining	415	1.9%	3,035	0.8%	882	2.8%	5,907	1.1%
Construction	1,347	6.2%	14,580	3.8%	2,072	6.5%	20,327	3.9%
Manufacturing	576	2.7%	22,846	6.0%	901	2.8%	35,289	6.8%
Transportation	485	2.2%	8,912	2.3%	842	2.6%	11,752	2.3%
Communication	168	0.8%	2,446	0.6%	263	0.8%	3,174	0.6%
Utility	73	0.3%	1,453	0.4%	123	0.4%	2,110	0.4%
Wholesale Trade	729	3.4%	17,114	4.5%	1,078	3.4%	23,540	4.6%
Retail Trade Summary	4,068	18.8%	72,714	19.0%	5,932	18.6%	101,237	19.6%
Home Improvement	247	1.1%	4,950	1.3%	394	1.2%	11,207	2.2%
General Merchandise Stores	164	0.8%	7,073	1.9%	253	0.8%	9,954	1.9%
Food Stores	511	2.4%	13,065	3.4%	770	2.4%	17,739	3.4%
Auto Dealers & Gas Stations	391	1.8%	8,655	2.3%	643	2.0%	11,218	2.2%
Apparel & Accessory Stores	264	1.2%	2,418	0.6%	329	1.0%	2,802	0.5%
Furniture & Home Furnishings	234	1.1%	2,368	0.6%	345	1.1%	2,952	0.6%
Eating & Drinking Places	1,339	6.2%	22,942	6.0%	1,873	5.9%	31,529	6.1%
Miscellaneous Retail	918	4.2%	11,242	2.9%	1,325	4.1%	13,837	2.7%
Finance, Insurance, Real Estate Summary	2,562	11.9%	65,272	17.1%	3,524	11.0%	74,506	14.4%
Banks, Savings & Lending Institutions	487	2.3%	8,724	2.3%	723	2.3%	10,888	2.1%
Securities Brokers	428	2.0%	15,014	3.9%	550	1.7%	15,386	3.0%
Insurance Carriers & Agents	542	2.5%	18,594	4.9%	749	2.3%	23,321	4.5%
Real Estate, Holding, Other Investment Offices	1,104	5.1%	22,939	6.0%	1,502	4.7%	24,911	4.8%
Services Summary	8,852	41.0%	147,922	38.7%	12,830	40.1%	202,598	39.2%
Hotels & Lodging	179	0.8%	4,287	1.1%	311	1.0%	5,984	1.2%
Automotive Services	515	2.4%	5,379	1.4%	797	2.5%	6,415	1.2%
Movies & Amusements	556	2.6%	8,630	2.3%	835	2.6%	11,233	2.2%
Health Services	1,687	7.8%	44,175	11.6%	2,233	7.0%	56,888	11.0%
Legal Services	532	2.5%	4,096	1.1%	683	2.1%	4,784	0.9%
Education Institutions & Libraries	482	2.2%	22,423	5.9%	867	2.7%	37,578	7.3%
Other Services	4,900	22.7%	58,932	15.4%	7,105	22.2%	79,715	15.4%
Government	728	3.4%	24,329	6.4%	1,333	4.2%	33,874	6.6%
Unclassified Establishments	1,602	7.4%	1,670	0.4%	2,183	6.8%	2,186	0.4%
Totals	21,605	100.0%	382,293	100.0%	31,964	100.0%	516,498	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

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

Gray's Lake Area
 SW 11th St & Tuttle St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.57903
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by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	113	0.5%	924	0.2%	380	1.2%	2,534	0.5%
Mining	11	0.1%	67	0.0%	21	0.1%	222	0.0%
Utilities	23	0.1%	480	0.1%	44	0.1%	777	0.2%
Construction	1,472	6.8%	16,272	4.3%	2,236	7.0%	22,276	4.3%
Manufacturing	610	2.8%	18,295	4.8%	955	3.0%	30,505	5.9%
Wholesale Trade	723	3.3%	17,036	4.5%	1,070	3.3%	23,405	4.5%
Retail Trade	2,615	12.1%	48,881	12.8%	3,887	12.2%	68,469	13.3%
Motor Vehicle & Parts Dealers	360	1.7%	8,306	2.2%	568	1.8%	10,283	2.0%
Furniture & Home Furnishings Stores	109	0.5%	1,126	0.3%	158	0.5%	1,414	0.3%
Electronics & Appliance Stores	69	0.3%	904	0.2%	105	0.3%	1,116	0.2%
Building Material & Garden Equipment & Supplies Dealers	243	1.1%	4,941	1.3%	389	1.2%	11,197	2.2%
Food & Beverage Stores	478	2.2%	13,647	3.6%	712	2.2%	18,136	3.5%
Health & Personal Care Stores	304	1.4%	3,707	1.0%	425	1.3%	4,708	0.9%
Gasoline Stations & Fuel Dealers	35	0.2%	373	0.1%	85	0.3%	993	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	307	1.4%	2,710	0.7%	385	1.2%	3,144	0.6%
Sporting Goods, Hobby, Book, & Music Stores	430	2.0%	5,084	1.3%	657	2.1%	6,317	1.2%
General Merchandise Stores	280	1.3%	8,082	2.1%	403	1.3%	11,161	2.2%
Transportation & Warehousing	391	1.8%	8,027	2.1%	685	2.1%	10,639	2.1%
Information	439	2.0%	10,626	2.8%	690	2.2%	13,094	2.5%
Finance & Insurance	1,501	6.9%	42,821	11.2%	2,060	6.4%	50,069	9.7%
Central Bank/Credit Intermediation & Related Activities	480	2.2%	8,505	2.2%	709	2.2%	10,651	2.1%
Securities & Commodity Contracts	468	2.2%	15,328	4.0%	591	1.8%	15,703	3.0%
Funds, Trusts & Other Financial Vehicles	553	2.6%	18,987	5.0%	760	2.4%	23,714	4.6%
Real Estate, Rental & Leasing	1,109	5.1%	10,648	2.8%	1,526	4.8%	12,591	2.4%
Professional, Scientific & Tech Services	2,048	9.5%	25,051	6.6%	2,783	8.7%	32,577	6.3%
Legal Services	558	2.6%	4,333	1.1%	726	2.3%	5,086	1.0%
Management of Companies & Enterprises	80	0.4%	13,773	3.6%	106	0.3%	13,927	2.7%
Administrative, Support & Waste Management Services	702	3.2%	10,119	2.6%	953	3.0%	12,108	2.3%
Educational Services	566	2.6%	22,381	5.9%	936	2.9%	37,133	7.2%
Health Care & Social Assistance	2,258	10.5%	57,008	14.9%	3,093	9.7%	75,440	14.6%
Arts, Entertainment & Recreation	487	2.3%	8,484	2.2%	790	2.5%	11,215	2.2%
Accommodation & Food Services	1,555	7.2%	27,515	7.2%	2,227	7.0%	37,853	7.3%
Accommodation	179	0.8%	4,287	1.1%	311	1.0%	5,984	1.2%
Food Services & Drinking Places	1,375	6.4%	23,227	6.1%	1,916	6.0%	31,868	6.2%
Other Services (except Public Administration)	2,574	11.9%	17,860	4.7%	4,014	12.6%	25,595	5.0%
Automotive Repair & Maintenance	404	1.9%	3,036	0.8%	648	2.0%	3,908	0.8%
Public Administration	728	3.4%	24,363	6.4%	1,328	4.2%	33,892	6.6%
Unclassified Establishments	1,600	7.4%	1,663	0.4%	2,181	6.8%	2,179	0.4%
Total	21,605	100.0%	382,293	100.0%	31,964	100.0%	516,498	100.0%

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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.