



Executive Summary

Stadium District
SW 9th St & Murphy St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.57793
Longitude: -93.62560

	30 minutes	60 minutes
Population		
2010 Population	514,055	797,431
2020 Population	612,310	910,804
2023 Population	643,033	946,222
2028 Population	671,985	980,465
2010-2020 Annual Rate	1.76%	1.34%
2020-2023 Annual Rate	1.52%	1.18%
2023-2028 Annual Rate	0.88%	0.71%
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 946,222. In 2020, the Census count in the area was 910,804. The rate of change since 2020 was 1.18% annually. The five-year projection for the population in the area is 980,465 representing a change of 0.71% 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	77.3%	80.0%
2023 Black Alone	6.3%	5.0%
2023 American Indian/Alaska Native Alone	0.4%	0.4%
2023 Asian Alone	4.9%	4.2%
2023 Pacific Islander Alone	0.1%	0.1%
2023 Other Race	3.6%	3.4%
2023 Two or More Races	7.4%	6.9%
2023 Hispanic Origin (Any Race)	9.3%	8.6%

Persons of Hispanic origin represent 8.6% 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 45.2 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	95	91
2010 Households	201,515	312,463
2020 Households	242,428	359,680
2023 Households	255,440	375,374
2028 Households	268,256	391,486
2010-2020 Annual Rate	1.87%	1.42%
2020-2023 Annual Rate	1.62%	1.32%
2023-2028 Annual Rate	0.98%	0.84%
2023 Average Household Size	2.47	2.44

The household count in this area has changed from 359,680 in 2020 to 375,374 in the current year, a change of 1.32% annually. The five-year projection of households is 391,486, a change of 0.84% 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 232,584 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%	19.1%
Median Household Income		
2023 Median Household Income	\$78,344	\$75,095
2028 Median Household Income	\$86,087	\$82,463
2023-2028 Annual Rate	1.90%	1.89%
Average Household Income		
2023 Average Household Income	\$108,010	\$102,778
2028 Average Household Income	\$121,783	\$115,991
2023-2028 Annual Rate	2.43%	2.45%
Per Capita Income		
2023 Per Capita Income	\$43,008	\$40,898
2028 Per Capita Income	\$48,717	\$46,432
2023-2028 Annual Rate	2.52%	2.57%
GINI Index		
2023 Gini Index	38.7	39.4
Households by Income		
Current median household income is \$75,095 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$82,463 in five years, compared to \$82,410 for all U.S. households		
Current average household income is \$102,778 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$115,991 in five years, compared to \$122,048 for all U.S. households		
Current per capita income is \$40,898 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$46,432 in five years, compared to \$47,525 for all U.S. households		
Housing		
2023 Housing Affordability Index	108	113
2010 Total Housing Units	215,668	335,892
2010 Owner Occupied Housing Units	142,517	218,497
2010 Renter Occupied Housing Units	58,998	93,966
2010 Vacant Housing Units	14,153	23,429
2020 Total Housing Units	258,856	385,804
2020 Vacant Housing Units	16,428	26,124
2023 Total Housing Units	274,208	404,436
2023 Owner Occupied Housing Units	176,432	259,459
2023 Renter Occupied Housing Units	79,008	115,915
2023 Vacant Housing Units	18,768	29,062
2028 Total Housing Units	287,130	420,768
2028 Owner Occupied Housing Units	186,476	273,034
2028 Renter Occupied Housing Units	81,780	118,451
2028 Vacant Housing Units	18,874	29,282
Socioeconomic Status Index		
2023 Socioeconomic Status Index	53.8	53.6

Currently, 64.2% of the 404,436 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 385,804 housing units in the area and 6.8% vacant housing units. The annual rate of change in housing units since 2020 is 1.46%. Median home value in the area is \$238,828, 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 \$252,997.

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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Population Summary		
2010 Total Population	514,055	797,431
2020 Total Population	612,310	910,804
2020 Group Quarters	10,955	29,974
2023 Total Population	643,033	946,222
2023 Group Quarters	10,957	29,976
2028 Total Population	671,985	980,465
2023-2028 Annual Rate	0.88%	0.71%
2023 Total Daytime Population	669,721	957,638
Workers	374,716	511,906
Residents	295,005	445,732
Household Summary		
2010 Households	201,515	312,463
2010 Average Household Size	2.50	2.47
2020 Total Households	242,428	359,680
2020 Average Household Size	2.48	2.45
2023 Total Households	255,440	375,374
2023 Average Household Size	2.47	2.44
2028 Total Households	268,256	391,486
2028 Average Household Size	2.46	2.43
2023-2028 Annual Rate	0.98%	0.84%
2010 Families	130,648	201,060
2010 Average Family Size	3.08	3.03
2023 Families	159,718	232,584
2023 Average Family Size	3.11	3.07
2028 Families	167,049	241,552
2028 Average Family Size	3.10	3.05
2023-2028 Annual Rate	0.90%	0.76%
Housing Unit Summary		
2000 Housing Units	177,373	285,990
Owner Occupied Housing Units	66.8%	66.5%
Renter Occupied Housing Units	28.6%	28.5%
Vacant Housing Units	4.7%	5.0%
2010 Housing Units	215,668	335,892
Owner Occupied Housing Units	66.1%	65.0%
Renter Occupied Housing Units	27.4%	28.0%
Vacant Housing Units	6.6%	7.0%
2020 Housing Units	258,856	385,804
Vacant Housing Units	6.3%	6.8%
2023 Housing Units	274,208	404,436
Owner Occupied Housing Units	64.3%	64.2%
Renter Occupied Housing Units	28.8%	28.7%
Vacant Housing Units	6.8%	7.2%
2028 Housing Units	287,130	420,768
Owner Occupied Housing Units	64.9%	64.9%
Renter Occupied Housing Units	28.5%	28.2%
Vacant Housing Units	6.6%	7.0%
Median Household Income		
2023	\$78,344	\$75,095
2028	\$86,087	\$82,463
Median Home Value		
2023	\$258,869	\$238,828
2028	\$272,736	\$252,997
Per Capita Income		
2023	\$43,008	\$40,898
2028	\$48,717	\$46,432
Median Age		
2010	34.7	34.9
2023	36.9	37.0
2028	37.3	37.5

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



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2023 Households by Income		
Household Income Base	255,440	375,374
<\$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	11.3%	11.3%
\$50,000 - \$74,999	17.3%	18.1%
\$75,000 - \$99,999	15.3%	14.3%
\$100,000 - \$149,999	18.1%	18.3%
\$150,000 - \$199,999	9.4%	8.7%
\$200,000+	10.0%	8.8%
Average Household Income	\$108,010	\$102,778
2028 Households by Income		
Household Income Base	268,256	391,486
<\$15,000	4.8%	6.0%
\$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	16.4%	17.2%
\$75,000 - \$99,999	14.8%	14.1%
\$100,000 - \$149,999	19.5%	19.9%
\$150,000 - \$199,999	11.8%	11.1%
\$200,000+	11.5%	10.1%
Average Household Income	\$121,783	\$115,991
2023 Owner Occupied Housing Units by Value		
Total	176,424	259,425
<\$50,000	3.0%	3.8%
\$50,000 - \$99,999	4.1%	6.3%
\$100,000 - \$149,999	8.9%	11.3%
\$150,000 - \$199,999	15.4%	15.8%
\$200,000 - \$249,999	15.9%	16.4%
\$250,000 - \$299,999	15.1%	13.2%
\$300,000 - \$399,999	21.2%	18.8%
\$400,000 - \$499,999	8.9%	7.5%
\$500,000 - \$749,999	5.6%	4.9%
\$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	\$287,899	\$271,284
2028 Owner Occupied Housing Units by Value		
Total	186,467	272,995
<\$50,000	2.7%	3.5%
\$50,000 - \$99,999	3.7%	5.8%
\$100,000 - \$149,999	8.0%	10.3%
\$150,000 - \$199,999	13.9%	14.4%
\$200,000 - \$249,999	14.4%	15.1%
\$250,000 - \$299,999	15.9%	14.0%
\$300,000 - \$399,999	22.3%	20.1%
\$400,000 - \$499,999	10.4%	8.8%
\$500,000 - \$749,999	6.5%	5.8%
\$750,000 - \$999,999	1.5%	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	\$300,920	\$284,718

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	514,053	797,429
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	15.5%	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	3.5%	3.9%
85 +	1.5%	1.8%
18 +	74.0%	75.3%
2023 Population by Age		
Total	643,032	946,221
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	13.5%	13.2%
35 - 44	15.1%	13.9%
45 - 54	12.0%	11.5%
55 - 64	11.3%	11.7%
65 - 74	8.8%	9.4%
75 - 84	4.2%	4.7%
85 +	1.6%	1.8%
18 +	75.3%	76.8%
2028 Population by Age		
Total	671,988	980,462
0 - 4	6.8%	6.3%
5 - 9	6.8%	6.4%
10 - 14	6.9%	6.5%
15 - 24	12.6%	14.3%
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%	9.8%
75 - 84	5.2%	5.7%
85 +	1.8%	2.0%
18 +	75.6%	77.0%
2010 Population by Sex		
Males	251,556	394,853
Females	262,499	402,578
2023 Population by Sex		
Males	317,148	470,510
Females	325,885	475,712
2028 Population by Sex		
Males	330,278	486,017
Females	341,707	494,448

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2010 Population by Race/Ethnicity		
Total	514,054	797,431
White Alone	86.4%	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%	6.0%
Diversity Index	34.4	29.9
2020 Population by Race/Ethnicity		
Total	612,310	910,804
White Alone	78.1%	80.9%
Black Alone	6.3%	4.8%
American Indian Alone	0.4%	0.4%
Asian Alone	4.8%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.3%	3.2%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.6%	7.9%
Diversity Index	47.6	43.3
2023 Population by Race/Ethnicity		
Total	643,032	946,222
White Alone	77.3%	80.0%
Black Alone	6.3%	5.0%
American Indian Alone	0.4%	0.4%
Asian Alone	4.9%	4.2%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.6%	3.4%
Two or More Races	7.4%	6.9%
Hispanic Origin	9.3%	8.6%
Diversity Index	49.3	45.2
2028 Population by Race/Ethnicity		
Total	671,986	980,466
White Alone	75.7%	78.5%
Black Alone	6.5%	5.2%
American Indian Alone	0.5%	0.5%
Asian Alone	5.1%	4.3%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	4.0%	3.8%
Two or More Races	8.1%	7.5%
Hispanic Origin	10.2%	9.4%
Diversity Index	52.0	47.9
2010 Population by Relationship and Household Type		
Total	514,055	797,431
In Households	97.8%	96.6%
In Family Households	80.3%	78.4%
Householder	25.4%	25.2%
Spouse	19.6%	19.8%
Child	30.6%	29.1%
Other relative	2.6%	2.3%
Nonrelative	2.1%	2.0%
In Nonfamily Households	17.5%	18.2%
In Group Quarters	2.2%	3.4%
Institutionalized Population	1.0%	1.3%
Noninstitutionalized Population	1.2%	2.1%

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

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2023 Population 25+ by Educational Attainment		
Total	428,113	625,383
Less than 9th Grade	2.5%	2.4%
9th - 12th Grade, No Diploma	2.9%	3.0%
High School Graduate	20.2%	22.1%
GED/Alternative Credential	3.5%	3.5%
Some College, No Degree	17.5%	17.9%
Associate Degree	11.3%	11.7%
Bachelor's Degree	29.4%	27.1%
Graduate/Professional Degree	12.7%	12.3%
2023 Population 15+ by Marital Status		
Total	509,305	762,800
Never Married	33.2%	33.9%
Married	52.1%	51.7%
Widowed	4.6%	4.6%
Divorced	10.1%	9.8%
2023 Civilian Population 16+ in Labor Force		
Civilian Population 16+	358,754	515,813
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%	4.4%
Population 25-54 Employed	64.2%	61.7%
Population 25-54 Unemployment rate	2.0%	2.0%
Population 55-64 Employed	14.5%	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	351,185	503,803
Agriculture/Mining	1.0%	1.9%
Construction	6.3%	6.5%
Manufacturing	8.8%	10.5%
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%	44.3%
Public Administration	3.6%	3.6%
2023 Employed Population 16+ by Occupation		
Total	351,183	503,804
White Collar	67.0%	64.8%
Management/Business/Financial	20.7%	19.4%
Professional	26.2%	25.9%
Sales	9.5%	9.1%
Administrative Support	10.6%	10.4%
Services	14.4%	14.7%
Blue Collar	18.6%	20.5%
Farming/Forestry/Fishing	0.1%	0.3%
Construction/Extraction	4.3%	4.5%
Installation/Maintenance/Repair	2.6%	3.1%
Production	4.8%	5.7%
Transportation/Material Moving	6.7%	6.9%

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2010 Households by Type		
Total	201,515	312,464
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	201,514	312,463
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	201,515	312,463
Owner Occupied	70.7%	69.9%
Owned with a Mortgage/Loan	54.9%	51.5%
Owned Free and Clear	15.8%	18.4%
Renter Occupied	29.3%	30.1%
2023 Affordability, Mortgage and Wealth		
Housing Affordability Index	108	113
Percent of Income for Mortgage	19.9%	19.1%
Wealth Index	95	91
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	215,668	335,892
Housing Units Inside Urbanized Area	88.5%	64.1%
Housing Units Inside Urbanized Cluster	3.8%	16.7%
Rural Housing Units	7.7%	19.2%
2010 Population By Urban/ Rural Status		
Total Population	514,055	797,431
Population Inside Urbanized Area	87.5%	64.0%
Population Inside Urbanized Cluster	4.1%	16.3%
Rural Population	8.3%	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)
2023 Consumer Spending		
Apparel & Services: Total \$	\$572,692,535	\$795,942,726
Average Spent	\$2,241.98	\$2,120.40
Spending Potential Index	102	96
Education: Total \$	\$450,967,629	\$621,079,661
Average Spent	\$1,765.45	\$1,654.56
Spending Potential Index	98	92
Entertainment/Recreation: Total \$	\$970,704,823	\$1,396,678,493
Average Spent	\$3,800.13	\$3,720.77
Spending Potential Index	100	98
Food at Home: Total \$	\$1,719,786,405	\$2,432,310,771
Average Spent	\$6,732.64	\$6,479.70
Spending Potential Index	99	95
Food Away from Home: Total \$	\$974,784,456	\$1,352,954,923
Average Spent	\$3,816.10	\$3,604.29
Spending Potential Index	102	97
Health Care: Total \$	\$1,871,096,476	\$2,711,138,869
Average Spent	\$7,324.99	\$7,222.50
Spending Potential Index	100	98
HH Furnishings & Equipment: Total \$	\$765,915,805	\$1,074,713,061
Average Spent	\$2,998.42	\$2,863.05
Spending Potential Index	101	97
Personal Care Products & Services: Total \$	\$250,478,307	\$347,159,572
Average Spent	\$980.58	\$924.84
Spending Potential Index	103	97
Shelter: Total \$	\$6,376,313,518	\$8,832,896,875
Average Spent	\$24,962.08	\$23,530.92
Spending Potential Index	101	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$809,146,523	\$1,141,270,336
Average Spent	\$3,167.66	\$3,040.36
Spending Potential Index	101	97
Travel: Total \$	\$588,884,131	\$820,265,254
Average Spent	\$2,305.37	\$2,185.19
Spending Potential Index	102	97
Vehicle Maintenance & Repairs: Total \$	\$341,328,110	\$487,010,128
Average Spent	\$1,336.24	\$1,297.40
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

Stadium District
 SW 9th St & Murphy St, Des Moines, Iowa, 50309
 Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.57793
 Longitude: -93.62560

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Boomburbs (1C)	10.3%	Population	643,033	671,985
Workday Drive (4A)	9.0%	Households	255,440	268,256
Rustbelt Traditions (5D)	8.8%	Families	159,718	167,049
Middleburg (4C)	6.6%	Median Age	36.9	37.3
Up and Coming Families (7A)	6.1%	Median Household Income	\$78,344	\$86,087
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$572,692,535	\$678,112,797	\$105,420,262
Men's		\$106,960,166	\$126,676,624	\$19,716,458
Women's		\$194,081,111	\$229,768,090	\$35,686,979
Children's		\$89,744,762	\$106,303,422	\$16,558,660
Footwear		\$128,999,065	\$152,731,253	\$23,732,188
Watches & Jewelry		\$41,842,894	\$49,540,138	\$7,697,244
Apparel Products and Services (1)		\$11,064,537	\$13,093,269	\$2,028,732
Computer				
Computers and Hardware for Home Use		\$67,626,465	\$80,130,569	\$12,504,104
Portable Memory		\$1,212,104	\$1,434,839	\$222,735
Computer Software		\$3,723,731	\$4,412,642	\$688,911
Computer Accessories		\$6,516,314	\$7,715,419	\$1,199,105
Entertainment & Recreation		\$970,704,823	\$1,149,077,118	\$178,372,295
Fees and Admissions		\$189,775,280	\$224,765,734	\$34,990,454
Membership Fees for Clubs (2)		\$73,894,156	\$87,487,752	\$13,593,596
Fees for Participant Sports, excl. Trips		\$32,026,073	\$37,932,032	\$5,905,959
Tickets to Theatre/Operas/Concerts		\$14,139,794	\$16,731,605	\$2,591,811
Tickets to Movies		\$7,624,081	\$9,036,785	\$1,412,704
Tickets to Parks or Museums		\$7,853,607	\$9,306,204	\$1,452,597
Admission to Sporting Events, excl. Trips		\$15,594,971	\$18,443,504	\$2,848,533
Fees for Recreational Lessons		\$38,382,665	\$45,520,065	\$7,137,400
Dating Services		\$259,934	\$307,787	\$47,853
TV/Video/Audio		\$345,046,800	\$408,226,969	\$63,180,169
Cable and Satellite Television Services		\$211,322,255	\$249,877,898	\$38,555,643
Televisions		\$38,456,052	\$45,526,437	\$7,070,385
Satellite Dishes		\$460,048	\$544,625	\$84,577
VCRs, Video Cameras, and DVD Players		\$1,305,089	\$1,545,641	\$240,552
Miscellaneous Video Equipment		\$3,435,534	\$4,066,474	\$630,940
Video Cassettes and DVDs		\$1,823,177	\$2,159,412	\$336,235
Video Game Hardware/Accessories		\$11,009,873	\$13,036,413	\$2,026,540
Video Game Software		\$5,309,723	\$6,289,306	\$979,583
Rental/Streaming/Downloaded Video		\$34,404,177	\$40,748,041	\$6,343,864
Installation of Televisions		\$417,004	\$493,844	\$76,840
Audio (3)		\$36,433,718	\$43,146,520	\$6,712,802
Rental and Repair of TV/Radio/Sound Equipment		\$670,150	\$792,359	\$122,209
Pets		\$225,029,948	\$266,332,070	\$41,302,122
Toys/Games/Crafts/Hobbies (4)		\$42,357,934	\$50,151,388	\$7,793,454
Recreational Vehicles and Fees (5)		\$37,064,078	\$43,854,893	\$6,790,815
Sports/Recreation/Exercise Equipment (6)		\$79,017,671	\$93,688,269	\$14,670,598
Photo Equipment and Supplies (7)		\$12,430,843	\$14,725,764	\$2,294,921
Reading (8)		\$31,878,067	\$37,726,508	\$5,848,441
Catered Affairs (9)		\$8,104,201	\$9,605,522	\$1,501,321
Food		\$2,694,570,861	\$3,190,311,551	\$495,740,690
Food at Home		\$1,719,786,405	\$2,035,742,079	\$315,955,674
Bakery and Cereal Products		\$221,518,361	\$262,172,633	\$40,654,272
Meats, Poultry, Fish, and Eggs		\$369,598,860	\$437,487,391	\$67,888,531
Dairy Products		\$165,144,006	\$195,491,944	\$30,347,938
Fruits and Vegetables		\$337,228,171	\$399,220,313	\$61,992,142
Snacks and Other Food at Home (10)		\$626,297,008	\$741,369,798	\$115,072,790
Food Away from Home		\$974,784,456	\$1,154,569,472	\$179,785,016
Alcoholic Beverages		\$172,577,285	\$204,342,661	\$31,765,376

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

Stadium District
 SW 9th St & Murphy St, Des Moines, Iowa, 50309
 Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.57793
 Longitude: -93.62560

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$9,666,099,634	\$11,431,905,958	\$1,765,806,324
Value of Retirement Plans	\$35,995,919,458	\$42,569,211,723	\$6,573,292,265
Value of Other Financial Assets	\$2,010,157,555	\$2,378,313,605	\$368,156,050
Vehicle Loan Amount excluding Interest	\$994,452,436	\$1,177,857,801	\$183,405,365
Value of Credit Card Debt	\$809,248,510	\$957,651,692	\$148,403,182
Health			
Nonprescription Drugs	\$43,737,369	\$51,741,781	\$8,004,412
Prescription Drugs	\$91,859,941	\$108,552,986	\$16,693,045
Eyeglasses and Contact Lenses	\$28,087,000	\$33,218,297	\$5,131,297
Home			
Mortgage Payment and Basics (11)	\$3,357,847,611	\$3,974,825,880	\$616,978,269
Maintenance and Remodeling Services	\$979,482,618	\$1,159,500,667	\$180,018,049
Maintenance and Remodeling Materials (12)	\$201,750,635	\$238,687,827	\$36,937,192
Utilities, Fuel, and Public Services	\$1,473,663,486	\$1,743,533,048	\$269,869,562
Household Furnishings and Equipment			
Household Textiles (13)	\$31,697,462	\$37,531,513	\$5,834,051
Furniture	\$217,607,185	\$257,664,653	\$40,057,468
Rugs	\$10,353,442	\$12,256,247	\$1,902,805
Major Appliances (14)	\$135,490,023	\$160,355,837	\$24,865,814
Housewares (15)	\$28,243,739	\$33,451,330	\$5,207,591
Small Appliances	\$18,710,612	\$22,160,324	\$3,449,712
Luggage	\$3,786,881	\$4,487,348	\$700,467
Telephones and Accessories	\$27,184,235	\$32,172,381	\$4,988,146
Household Operations			
Child Care	\$143,556,797	\$170,184,527	\$26,627,730
Lawn and Garden (16)	\$165,599,289	\$195,917,876	\$30,318,587
Moving/Storage/Freight Express	\$23,276,590	\$27,577,700	\$4,301,110
Housekeeping Supplies (17)	\$237,263,102	\$280,799,033	\$43,535,931
Insurance			
Owners and Renters Insurance	\$200,570,659	\$237,172,215	\$36,601,556
Vehicle Insurance	\$562,044,730	\$665,385,822	\$103,341,092
Life/Other Insurance	\$175,982,661	\$208,184,259	\$32,201,598
Health Insurance	\$1,254,807,265	\$1,484,233,698	\$229,426,433
Personal Care Products (18)	\$143,261,900	\$169,616,210	\$26,354,310
School Books and Supplies (19)	\$35,512,137	\$42,073,803	\$6,561,666
Smoking Products	\$107,000,320	\$126,464,771	\$19,464,451
Transportation			
Payments on Vehicles excluding Leases	\$807,664,769	\$956,189,783	\$148,525,014
Gasoline and Motor Oil	\$648,157,893	\$767,329,775	\$119,171,882
Vehicle Maintenance and Repairs	\$341,328,110	\$403,979,817	\$62,651,707
Travel			
Airline Fares	\$122,393,992	\$145,034,938	\$22,640,946
Lodging on Trips	\$187,937,893	\$222,548,633	\$34,610,740
Auto/Truck Rental on Trips	\$21,319,347	\$25,247,889	\$3,928,542
Food and Drink on Trips	\$145,926,763	\$172,817,321	\$26,890,558

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

Stadium District
SW 9th St & Murphy St, Des Moines, Iowa, 50309
Drive time: 30 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.57793
Longitude: -93.62560

- (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

Stadium District
 SW 9th St & Murphy St, Des Moines, Iowa, 50309
 Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.57793
 Longitude: -93.62560

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Rustbelt Traditions (5D)	7.6%	Population	946,222	980,465
Workday Drive (4A)	7.5%	Households	375,374	391,486
Boomburbs (1C)	7.0%	Families	232,584	241,552
Middleburg (4C)	6.6%	Median Age	37.0	37.5
In Style (5B)	5.8%	Median Household Income	\$75,095	\$82,463
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$795,942,726	\$936,897,514	\$140,954,788
Men's		\$148,472,037	\$174,805,735	\$26,333,698
Women's		\$269,808,423	\$317,539,779	\$47,731,356
Children's		\$124,380,732	\$146,453,867	\$22,073,135
Footwear		\$179,589,432	\$211,376,146	\$31,786,714
Watches & Jewelry		\$58,161,558	\$68,453,546	\$10,291,988
Apparel Products and Services (1)		\$15,530,545	\$18,268,442	\$2,737,897
Computer				
Computers and Hardware for Home Use		\$93,478,809	\$110,104,993	\$16,626,184
Portable Memory		\$1,694,379	\$1,993,735	\$299,356
Computer Software		\$5,288,310	\$6,227,017	\$938,707
Computer Accessories		\$9,184,904	\$10,809,043	\$1,624,139
Entertainment & Recreation		\$1,396,678,493	\$1,642,905,104	\$246,226,611
Fees and Admissions		\$257,513,540	\$303,287,895	\$45,774,355
Membership Fees for Clubs (2)		\$101,232,996	\$119,177,823	\$17,944,827
Fees for Participant Sports, excl. Trips		\$43,352,998	\$51,061,921	\$7,708,923
Tickets to Theatre/Operas/Concerts		\$19,418,976	\$22,849,480	\$3,430,504
Tickets to Movies		\$10,208,442	\$12,034,489	\$1,826,047
Tickets to Parks or Museums		\$10,666,321	\$12,566,361	\$1,900,040
Admission to Sporting Events, excl. Trips		\$21,794,576	\$25,625,625	\$3,831,049
Fees for Recreational Lessons		\$50,486,935	\$59,557,361	\$9,070,426
Dating Services		\$352,296	\$414,835	\$62,539
TV/Video/Audio		\$495,318,746	\$582,400,662	\$87,081,916
Cable and Satellite Television Services		\$307,953,898	\$361,864,299	\$53,910,401
Televisions		\$54,534,398	\$64,166,108	\$9,631,710
Satellite Dishes		\$638,027	\$751,037	\$113,010
VCRs, Video Cameras, and DVD Players		\$1,816,240	\$2,138,394	\$322,154
Miscellaneous Video Equipment		\$4,608,690	\$5,426,083	\$817,393
Video Cassettes and DVDs		\$2,522,216	\$2,970,126	\$447,910
Video Game Hardware/Accessories		\$15,588,149	\$18,343,666	\$2,755,517
Video Game Software		\$7,474,414	\$8,799,097	\$1,324,683
Rental/Streaming/Downloaded Video		\$47,955,439	\$56,461,773	\$8,506,334
Installation of Televisions		\$583,528	\$687,036	\$103,508
Audio (3)		\$50,640,869	\$59,615,039	\$8,974,170
Rental and Repair of TV/Radio/Sound Equipment		\$1,002,877	\$1,178,005	\$175,128
Pets		\$346,002,050	\$406,598,528	\$60,596,478
Toys/Games/Crafts/Hobbies (4)		\$60,268,462	\$70,914,478	\$10,646,016
Recreational Vehicles and Fees (5)		\$55,705,390	\$65,461,913	\$9,756,523
Sports/Recreation/Exercise Equipment (6)		\$108,497,369	\$127,883,663	\$19,386,294
Photo Equipment and Supplies (7)		\$17,239,164	\$20,300,159	\$3,060,995
Reading (8)		\$45,183,823	\$53,150,990	\$7,967,167
Catered Affairs (9)		\$10,949,948	\$12,906,816	\$1,956,868
Food		\$3,785,265,694	\$4,454,651,698	\$669,386,004
Food at Home		\$2,432,310,771	\$2,861,654,145	\$429,343,374
Bakery and Cereal Products		\$314,150,725	\$369,535,274	\$55,384,549
Meats, Poultry, Fish, and Eggs		\$522,554,179	\$614,781,492	\$92,227,313
Dairy Products		\$235,166,350	\$276,661,920	\$41,495,570
Fruits and Vegetables		\$473,557,193	\$557,241,193	\$83,684,000
Snacks and Other Food at Home (10)		\$886,882,324	\$1,043,434,265	\$156,551,941
Food Away from Home		\$1,352,954,923	\$1,592,997,553	\$240,042,630
Alcoholic Beverages		\$240,552,700	\$283,131,038	\$42,578,338

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

Stadium District
 SW 9th St & Murphy St, Des Moines, Iowa, 50309
 Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
 Latitude: 41.57793
 Longitude: -93.62560

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$13,387,949,528	\$15,744,825,693	\$2,356,876,165
Value of Retirement Plans	\$50,367,124,451	\$59,222,424,390	\$8,855,299,939
Value of Other Financial Assets	\$2,874,382,603	\$3,379,900,943	\$505,518,340
Vehicle Loan Amount excluding Interest	\$1,400,920,806	\$1,649,106,528	\$248,185,722
Value of Credit Card Debt	\$1,139,534,754	\$1,340,416,220	\$200,881,466
Health			
Nonprescription Drugs	\$63,762,935	\$74,951,932	\$11,188,997
Prescription Drugs	\$137,029,016	\$160,897,787	\$23,868,771
Eyeglasses and Contact Lenses	\$40,931,257	\$48,105,900	\$7,174,643
Home			
Mortgage Payment and Basics (11)	\$4,636,875,494	\$5,457,195,377	\$820,319,883
Maintenance and Remodeling Services	\$1,374,452,564	\$1,617,356,413	\$242,903,849
Maintenance and Remodeling Materials (12)	\$294,557,088	\$346,263,784	\$51,706,696
Utilities, Fuel, and Public Services	\$2,109,241,272	\$2,480,241,345	\$371,000,073
Household Furnishings and Equipment			
Household Textiles (13)	\$44,091,229	\$51,899,241	\$7,808,012
Furniture	\$306,149,560	\$360,310,613	\$54,161,053
Rugs	\$14,707,159	\$17,302,318	\$2,595,159
Major Appliances (14)	\$192,914,678	\$226,928,922	\$34,014,244
Housewares (15)	\$39,381,146	\$46,362,770	\$6,981,624
Small Appliances	\$26,288,092	\$30,946,822	\$4,658,730
Luggage	\$5,177,136	\$6,099,217	\$922,081
Telephones and Accessories	\$37,980,575	\$44,691,704	\$6,711,129
Household Operations			
Child Care	\$194,259,414	\$228,956,169	\$34,696,755
Lawn and Garden (16)	\$245,023,185	\$287,987,779	\$42,964,594
Moving/Storage/Freight Express	\$32,285,045	\$38,028,523	\$5,743,478
Housekeeping Supplies (17)	\$337,803,157	\$397,337,691	\$59,534,534
Insurance			
Owners and Renters Insurance	\$290,234,361	\$341,087,818	\$50,853,457
Vehicle Insurance	\$794,421,857	\$934,803,482	\$140,381,625
Life/Other Insurance	\$250,312,855	\$294,325,686	\$44,012,831
Health Insurance	\$1,813,778,935	\$2,132,077,884	\$318,298,949
Personal Care Products (18)	\$199,722,361	\$235,067,146	\$35,344,785
School Books and Supplies (19)	\$49,705,651	\$58,532,738	\$8,827,087
Smoking Products	\$160,331,538	\$188,271,092	\$27,939,554
Transportation			
Payments on Vehicles excluding Leases	\$1,150,500,821	\$1,353,654,386	\$203,153,565
Gasoline and Motor Oil	\$930,464,098	\$1,094,631,335	\$164,167,237
Vehicle Maintenance and Repairs	\$487,010,128	\$572,872,141	\$85,862,013
Travel			
Airline Fares	\$167,544,790	\$197,388,843	\$29,844,053
Lodging on Trips	\$262,304,914	\$308,750,819	\$46,445,905
Auto/Truck Rental on Trips	\$29,144,589	\$34,318,110	\$5,173,521
Food and Drink on Trips	\$204,481,722	\$240,700,161	\$36,218,439

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

Stadium District
SW 9th St & Murphy St, Des Moines, Iowa, 50309
Drive time: 60 minute radius

Prepared by Greater Des Moines Partnership
Latitude: 41.57793
Longitude: -93.62560

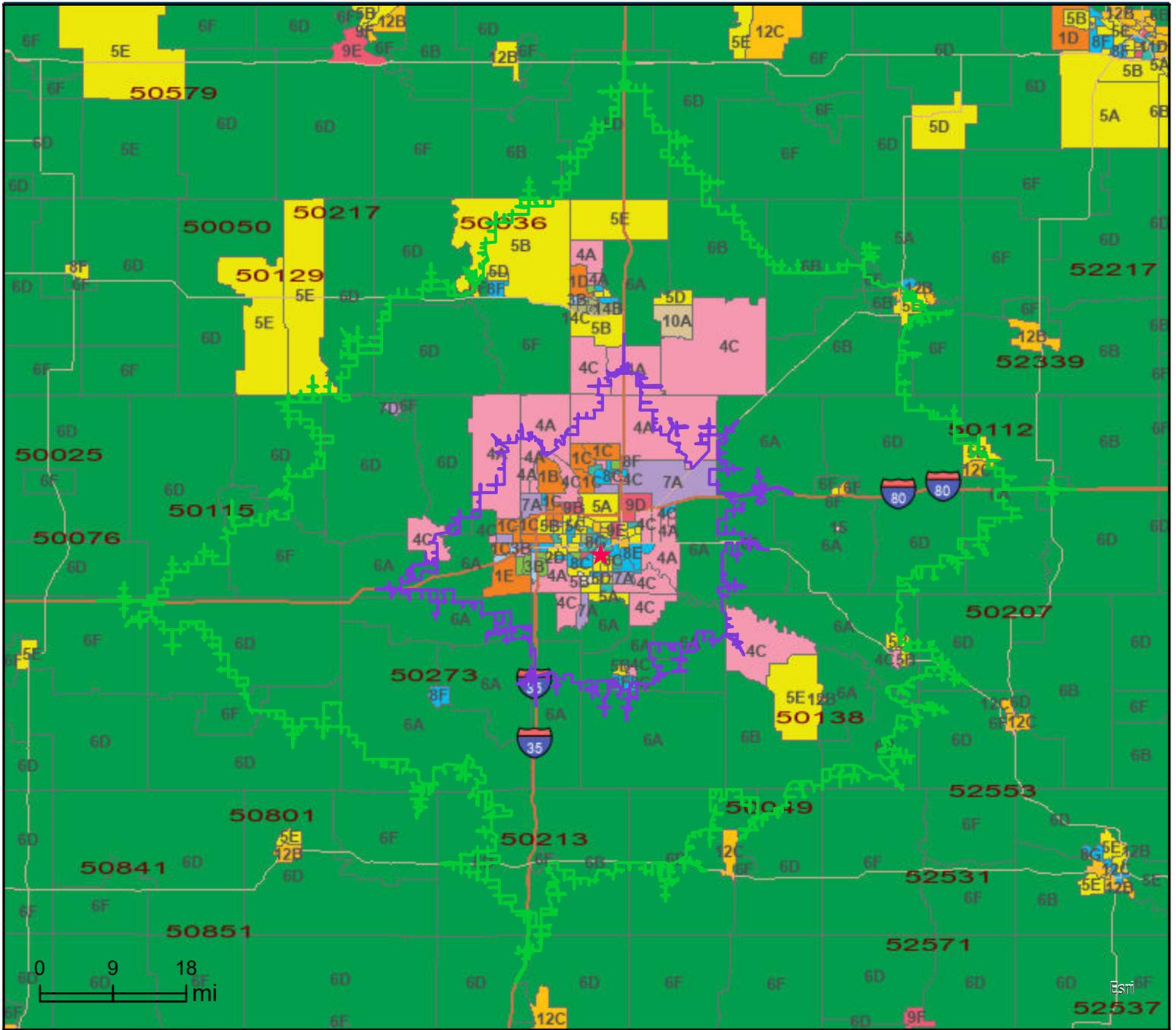
- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational,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

Stadium District
 SW 9th St & Murphy St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.57793
 Longitude: -93.62560



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

Stadium District
SW 9th St & Murphy St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.57793
Longitude: -93.62560

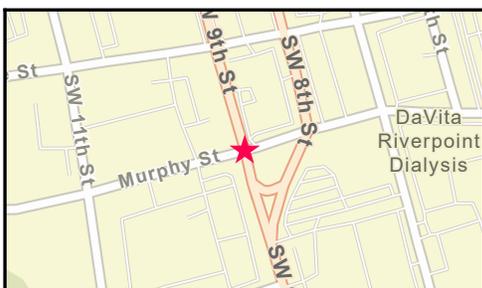
Tapestry Segmentation

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)

Stadium District
 SW 9th St & Murphy St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.57793
 Longitude: -93.62560



- 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

Stadium District
 SW 9th St & Murphy St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.57793
 Longitude: -93.62560

Data for all businesses in area	30 minutes				60 minutes			
	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Businesses:	21,758		32,374					
Total Employees:	383,728		523,789					
Total Residential Population:	643,033		946,222					
Employee/Residential Population Ratio (per 100 Residents)	60		55					
by SIC Codes	Businesses		Employees		Businesses		Employees	
Agriculture & Mining	425	2.0%	3,110	0.8%	902	2.8%	5,971	1.1%
Construction	1,364	6.3%	14,697	3.8%	2,095	6.5%	20,465	3.9%
Manufacturing	579	2.7%	22,911	6.0%	913	2.8%	36,135	6.9%
Transportation	492	2.3%	8,972	2.3%	859	2.7%	11,978	2.3%
Communication	169	0.8%	2,454	0.6%	267	0.8%	3,217	0.6%
Utility	74	0.3%	1,459	0.4%	127	0.4%	2,216	0.4%
Wholesale Trade	733	3.4%	17,171	4.5%	1,097	3.4%	24,099	4.6%
Retail Trade Summary	4,091	18.8%	72,895	19.0%	6,001	18.5%	102,091	19.5%
Home Improvement	249	1.1%	4,960	1.3%	399	1.2%	11,272	2.2%
General Merchandise Stores	166	0.8%	7,080	1.8%	254	0.8%	9,958	1.9%
Food Stores	516	2.4%	13,143	3.4%	782	2.4%	18,182	3.5%
Auto Dealers & Gas Stations	395	1.8%	8,688	2.3%	655	2.0%	11,296	2.2%
Apparel & Accessory Stores	265	1.2%	2,420	0.6%	331	1.0%	2,807	0.5%
Furniture & Home Furnishings	235	1.1%	2,374	0.6%	348	1.1%	2,969	0.6%
Eating & Drinking Places	1,344	6.2%	22,980	6.0%	1,891	5.8%	31,672	6.0%
Miscellaneous Retail	921	4.2%	11,250	2.9%	1,341	4.1%	13,935	2.7%
Finance, Insurance, Real Estate Summary	2,576	11.8%	65,395	17.0%	3,563	11.0%	74,701	14.3%
Banks, Savings & Lending Institutions	491	2.3%	8,752	2.3%	729	2.3%	10,951	2.1%
Securities Brokers	429	2.0%	15,016	3.9%	556	1.7%	15,402	2.9%
Insurance Carriers & Agents	544	2.5%	18,664	4.9%	758	2.3%	23,366	4.5%
Real Estate, Holding, Other Investment Offices	1,111	5.1%	22,962	6.0%	1,519	4.7%	24,983	4.8%
Services Summary	8,907	40.9%	148,542	38.7%	12,983	40.1%	206,355	39.4%
Hotels & Lodging	180	0.8%	4,290	1.1%	312	1.0%	5,989	1.1%
Automotive Services	519	2.4%	5,390	1.4%	812	2.5%	6,467	1.2%
Movies & Amusements	562	2.6%	8,692	2.3%	845	2.6%	11,272	2.2%
Health Services	1,694	7.8%	44,287	11.5%	2,256	7.0%	58,762	11.2%
Legal Services	534	2.5%	4,108	1.1%	692	2.1%	4,837	0.9%
Education Institutions & Libraries	489	2.2%	22,661	5.9%	879	2.7%	38,164	7.3%
Other Services	4,930	22.7%	59,113	15.4%	7,187	22.2%	80,866	15.4%
Government	736	3.4%	24,447	6.4%	1,369	4.2%	34,363	6.6%
Unclassified Establishments	1,612	7.4%	1,675	0.4%	2,198	6.8%	2,198	0.4%
Totals	21,758	100.0%	383,728	100.0%	32,374	100.0%	523,789	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

Stadium District
 SW 9th St & Murphy St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.57793
 Longitude: -93.62560

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	117	0.5%	950	0.2%	391	1.2%	2,570	0.5%
Mining	10	0.0%	65	0.0%	21	0.1%	227	0.0%
Utilities	24	0.1%	484	0.1%	46	0.1%	819	0.2%
Construction	1,489	6.8%	16,389	4.3%	2,259	7.0%	22,415	4.3%
Manufacturing	613	2.8%	18,362	4.8%	966	3.0%	31,288	6.0%
Wholesale Trade	727	3.3%	17,093	4.5%	1,088	3.4%	23,964	4.6%
Retail Trade	2,633	12.1%	49,021	12.8%	3,937	12.2%	69,177	13.2%
Motor Vehicle & Parts Dealers	364	1.7%	8,339	2.2%	579	1.8%	10,353	2.0%
Furniture & Home Furnishings Stores	110	0.5%	1,131	0.3%	160	0.5%	1,429	0.3%
Electronics & Appliance Stores	69	0.3%	905	0.2%	106	0.3%	1,118	0.2%
Building Material & Garden Equipment & Supplies Dealers	246	1.1%	4,951	1.3%	394	1.2%	11,262	2.2%
Food & Beverage Stores	483	2.2%	13,723	3.6%	725	2.2%	18,583	3.5%
Health & Personal Care Stores	305	1.4%	3,712	1.0%	429	1.3%	4,763	0.9%
Gasoline Stations & Fuel Dealers	35	0.2%	373	0.1%	86	0.3%	1,002	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	308	1.4%	2,712	0.7%	387	1.2%	3,153	0.6%
Sporting Goods, Hobby, Book, & Music Stores	432	2.0%	5,088	1.3%	664	2.1%	6,343	1.2%
General Merchandise Stores	281	1.3%	8,088	2.1%	407	1.3%	11,172	2.1%
Transportation & Warehousing	397	1.8%	8,067	2.1%	701	2.2%	10,859	2.1%
Information	442	2.0%	10,648	2.8%	700	2.2%	13,225	2.5%
Finance & Insurance	1,509	6.9%	42,919	11.2%	2,081	6.4%	50,193	9.6%
Central Bank/Credit Intermediation & Related Activities	484	2.2%	8,532	2.2%	715	2.2%	10,716	2.0%
Securities & Commodity Contracts	469	2.2%	15,330	4.0%	597	1.8%	15,719	3.0%
Funds, Trusts & Other Financial Vehicles	555	2.6%	19,057	5.0%	769	2.4%	23,759	4.5%
Real Estate, Rental & Leasing	1,117	5.1%	10,672	2.8%	1,543	4.8%	12,655	2.4%
Professional, Scientific & Tech Services	2,060	9.5%	25,125	6.5%	2,811	8.7%	33,241	6.3%
Legal Services	560	2.6%	4,347	1.1%	737	2.3%	5,142	1.0%
Management of Companies & Enterprises	80	0.4%	13,774	3.6%	107	0.3%	13,932	2.7%
Administrative, Support & Waste Management Services	707	3.2%	10,137	2.6%	965	3.0%	12,298	2.3%
Educational Services	573	2.6%	22,616	5.9%	948	2.9%	37,711	7.2%
Health Care & Social Assistance	2,268	10.4%	57,177	14.9%	3,129	9.7%	77,563	14.8%
Arts, Entertainment & Recreation	493	2.3%	8,547	2.2%	801	2.5%	11,259	2.1%
Accommodation & Food Services	1,560	7.2%	27,555	7.2%	2,246	6.9%	38,001	7.3%
Accommodation	180	0.8%	4,290	1.1%	312	1.0%	5,989	1.1%
Food Services & Drinking Places	1,380	6.3%	23,265	6.1%	1,934	6.0%	32,012	6.1%
Other Services (except Public Administration)	2,594	11.9%	17,974	4.7%	4,071	12.6%	25,821	4.9%
Automotive Repair & Maintenance	407	1.9%	3,044	0.8%	660	2.0%	3,950	0.8%
Public Administration	737	3.4%	24,483	6.4%	1,364	4.2%	34,381	6.6%
Unclassified Establishments	1,610	7.4%	1,668	0.4%	2,196	6.8%	2,191	0.4%
Total	21,758	100.0%	383,728	100.0%	32,374	100.0%	523,789	100.0%

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