# 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 |
| 2022 Population | 635,264 | 936,022 |
| 2027 Population | 665,505 | 970,809 |
| 2010-2020 Annual Rate | 1.76% | 1.34% |
| 2020-2022 Annual Rate | 1.65% | 1.22% |
| 2022-2027 Annual Rate | 0.93% | 0.73% |
| 2022 Male Population | 49.2% | 49.6% |
| 2022 Female Population | 50.8% | 50.4% |
| 2022 Median Age | 36.7 | 36.8 |

In the identified area, the current year population is 936,022. In 2020, the Census count in the area was 910,804. The rate of change since 2020 was 1.22% annually. The five-year projection for the population in the area is 970,809 representing a change of 0.73% annually from 2022 to 2027. Currently, the population is 49.6% male and 50.4% female.

**Median Age**

The median age in this area is 36.8, compared to U.S. median age of 38.9.

| | | |
|---|---|---|
| **Race and Ethnicity** | | |
| 2022 White Alone | 77.7% | 80.4% |
| 2022 Black Alone | 6.3% | 4.9% |
| 2022 American Indian/Alaska Native Alone | 0.4% | 0.4% |
| 2022 Asian Alone | 4.9% | 4.2% |
| 2022 Pacific Islander Alone | 0.1% | 0.1% |
| 2022 Other Race | 3.4% | 3.3% |
| 2022 Two or More Races | 7.2% | 6.8% |
| 2022 Hispanic Origin (Any Race) | 8.7% | 8.1% |

Persons of Hispanic origin represent 8.1% of the population in the identified area compared to 19.0% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 44.1 in the identified area, compared to 71.6 for the U.S. as a whole.

| | | |
|---|---|---|
| **Households** | | |
| 2022 Wealth Index | 94 | 89 |
| 2010 Households | 201,515 | 312,463 |
| 2020 Households | 242,428 | 359,680 |
| 2022 Households | 251,735 | 370,199 |
| 2027 Households | 264,034 | 384,839 |
| 2010-2020 Annual Rate | 1.87% | 1.42% |
| 2020-2022 Annual Rate | 1.69% | 1.29% |
| 2022-2027 Annual Rate | 0.96% | 0.78% |
| 2022 Average Household Size | 2.48 | 2.45 |

The household count in this area has changed from 359,680 in 2020 to 370,199 in the current year, a change of 1.29% annually. The five-year projection of households is 384,839, a change of 0.78% annually from the current year total. Average household size is currently 2.45, compared to 2.45 in the year 2020. The number of families in the current year is 233,582 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.
**Source:** U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.

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|---|---|---|
| **Mortgage Income** | | |
| 2022 Percent of Income for Mortgage | 17.0% | 16.9% |
| **Median Household Income** | | |
| 2022 Median Household Income | $76,050 | $72,314 |
| 2027 Median Household Income | $86,406 | $82,019 |
| 2022-2027 Annual Rate | 2.59% | 2.55% |
| **Average Household Income** | | |
| 2022 Average Household Income | $103,113 | $98,236 |
| 2027 Average Household Income | $117,250 | $111,789 |
| 2022-2027 Annual Rate | 2.60% | 2.62% |
| **Per Capita Income** | | |
| 2022 Per Capita Income | $40,987 | $39,011 |
| 2027 Per Capita Income | $46,643 | $44,466 |
| 2022-2027 Annual Rate | 2.62% | 2.65% |
| **Households by Income** | | |

Current median household income is $72,314 in the area, compared to $72,414 for all U.S. households. Median household income is projected to be $82,019 in five years, compared to $84,445 for all U.S. households

Current average household income is $98,236 in this area, compared to $105,029 for all U.S. households. Average household income is projected to be $111,789 in five years, compared to $122,155 for all U.S. households

Current per capita income is $39,011 in the area, compared to the U.S. per capita income of $40,363. The per capita income is projected to be $44,466 in five years, compared to $47,064 for all U.S. households

| | | |
|---|---|---|
| **Housing** | | |
| 2022 Housing Affordability Index | 122 | 124 |
| 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 |
| 2022 Total Housing Units | 270,249 | 399,143 |
| 2022 Owner Occupied Housing Units | 172,195 | 253,410 |
| 2022 Renter Occupied Housing Units | 79,541 | 116,788 |
| 2022 Vacant Housing Units | 18,514 | 28,944 |
| 2027 Total Housing Units | 286,345 | 418,276 |
| 2027 Owner Occupied Housing Units | 183,894 | 267,976 |
| 2027 Renter Occupied Housing Units | 80,140 | 116,862 |
| 2027 Vacant Housing Units | 22,311 | 33,437 |

Currently, 63.5% of the 399,143 housing units in the area are owner occupied; 29.3%, renter occupied; and 7.3% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 385,804 housing units in the area and 6.8% vacant housing units. The annual rate of change in housing units since 2020 is 1.52%. Median home value in the area is $231,910, compared to a median home value of $283,272 for the U.S. In five years, median value is projected to change by 3.65% annually to $277,485.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.
**Source:** U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.

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| | 30 minutes | 60 minutes |
|---|---|---|
| **Population Summary** | | |
| 2010 Total Population | 514,055 | 797,431 |
| 2020 Total Population | 612,310 | 910,804 |
| 2020 Group Quarters | 10,955 | 29,974 |
| 2022 Total Population | 635,264 | 936,022 |
| 2022 Group Quarters | 10,956 | 29,974 |
| 2027 Total Population | 665,505 | 970,809 |
| 2022-2027 Annual Rate | 0.93% | 0.73% |
| 2022 Total Daytime Population | 660,183 | 947,331 |
| Workers | 370,588 | 511,746 |
| Residents | 289,595 | 435,585 |
| **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 |
| 2022 Households | 251,735 | 370,199 |
| 2022 Average Household Size | 2.48 | 2.45 |
| 2027 Households | 264,034 | 384,839 |
| 2027 Average Household Size | 2.48 | 2.44 |
| 2022-2027 Annual Rate | 0.96% | 0.78% |
| 2010 Families | 130,648 | 201,060 |
| 2010 Average Family Size | 3.08 | 3.03 |
| 2022 Families | 160,255 | 233,582 |
| 2022 Average Family Size | 3.07 | 3.02 |
| 2027 Families | 167,764 | 242,313 |
| 2027 Average Family Size | 3.06 | 3.01 |
| 2022-2027 Annual Rate | 0.92% | 0.74% |
| **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% |
| 2022 Housing Units | 270,249 | 399,143 |
| Owner Occupied Housing Units | 63.7% | 63.5% |
| Renter Occupied Housing Units | 29.4% | 29.3% |
| Vacant Housing Units | 6.9% | 7.3% |
| 2027 Housing Units | 286,345 | 418,276 |
| Owner Occupied Housing Units | 64.2% | 64.1% |
| Renter Occupied Housing Units | 28.0% | 27.9% |
| Vacant Housing Units | 7.8% | 8.0% |
| **Median Household Income** | | |
| 2022 | $76,050 | $72,314 |
| 2027 | $86,406 | $82,019 |
| **Median Home Value** | | |
| 2022 | $244,641 | $231,910 |
| 2027 | $289,666 | $277,485 |
| **Per Capita Income** | | |
| 2022 | $40,987 | $39,011 |
| 2027 | $46,643 | $44,466 |
| **Median Age** | | |
| 2010 | 34.7 | 34.9 |
| 2022 | 36.7 | 36.8 |
| 2027 | 37.1 | 37.3 |

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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|---|---|---|
| **2022 Households by Income** | | |
| Household Income Base | 251,735 | 370,199 |
| <$15,000 | 5.6% | 6.5% |
| $15,000 - $24,999 | 5.3% | 5.8% |
| $25,000 - $34,999 | 7.5% | 7.6% |
| $35,000 - $49,999 | 12.0% | 12.5% |
| $50,000 - $74,999 | 18.8% | 19.0% |
| $75,000 - $99,999 | 13.8% | 13.9% |
| $100,000 - $149,999 | 19.3% | 18.9% |
| $150,000 - $199,999 | 9.6% | 8.5% |
| $200,000+ | 8.2% | 7.2% |
| Average Household Income | $103,113 | $98,236 |
| **2027 Households by Income** | | |
| Household Income Base | 264,034 | 384,839 |
| <$15,000 | 4.5% | 5.3% |
| $15,000 - $24,999 | 3.9% | 4.4% |
| $25,000 - $34,999 | 6.4% | 6.5% |
| $35,000 - $49,999 | 10.8% | 11.1% |
| $50,000 - $74,999 | 17.5% | 18.0% |
| $75,000 - $99,999 | 13.0% | 13.5% |
| $100,000 - $149,999 | 22.5% | 22.1% |
| $150,000 - $199,999 | 11.8% | 10.6% |
| $200,000+ | 9.6% | 8.5% |
| Average Household Income | $117,250 | $111,789 |
| **2022 Owner Occupied Housing Units by Value** | | |
| Total | 172,188 | 253,380 |
| <$50,000 | 2.3% | 3.5% |
| $50,000 - $99,999 | 4.1% | 6.6% |
| $100,000 - $149,999 | 12.3% | 13.4% |
| $150,000 - $199,999 | 15.8% | 16.4% |
| $200,000 - $249,999 | 17.2% | 15.8% |
| $250,000 - $299,999 | 15.2% | 13.8% |
| $300,000 - $399,999 | 15.8% | 14.8% |
| $400,000 - $499,999 | 9.3% | 8.3% |
| $500,000 - $749,999 | 5.5% | 5.0% |
| $750,000 - $999,999 | 1.6% | 1.5% |
| $1,000,000 - $1,499,999 | 0.2% | 0.3% |
| $1,500,000 - $1,999,999 | 0.2% | 0.2% |
| $2,000,000 + | 0.3% | 0.3% |
| Average Home Value | $285,366 | $272,324 |
| **2027 Owner Occupied Housing Units by Value** | | |
| Total | 183,886 | 267,942 |
| <$50,000 | 1.3% | 2.3% |
| $50,000 - $99,999 | 2.2% | 4.2% |
| $100,000 - $149,999 | 7.2% | 8.5% |
| $150,000 - $199,999 | 11.7% | 12.6% |
| $200,000 - $249,999 | 15.4% | 14.4% |
| $250,000 - $299,999 | 15.5% | 14.3% |
| $300,000 - $399,999 | 20.5% | 19.4% |
| $400,000 - $499,999 | 14.6% | 13.1% |
| $500,000 - $749,999 | 8.6% | 7.9% |
| $750,000 - $999,999 | 2.1% | 2.0% |
| $1,000,000 - $1,499,999 | 0.2% | 0.3% |
| $1,500,000 - $1,999,999 | 0.2% | 0.3% |
| $2,000,000 + | 0.7% | 0.6% |
| Average Home Value | $339,065 | $324,974 |

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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| | 30 minutes | 60 minutes |
|---|---|---|
| **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% |
| **2022 Population by Age** | | |
| Total | 635,263 | 936,022 |
| 0 - 4 | 6.8% | 6.4% |
| 5 - 9 | 7.1% | 6.6% |
| 10 - 14 | 7.1% | 6.6% |
| 15 - 24 | 12.5% | 14.4% |
| 25 - 34 | 13.8% | 13.4% |
| 35 - 44 | 14.8% | 13.6% |
| 45 - 54 | 12.1% | 11.6% |
| 55 - 64 | 11.5% | 11.9% |
| 65 - 74 | 8.5% | 9.0% |
| 75 - 84 | 4.2% | 4.6% |
| 85 + | 1.7% | 1.9% |
| 18 + | 75.2% | 76.7% |
| **2027 Population by Age** | | |
| Total | 665,504 | 970,812 |
| 0 - 4 | 6.9% | 6.4% |
| 5 - 9 | 6.9% | 6.5% |
| 10 - 14 | 6.9% | 6.5% |
| 15 - 24 | 12.4% | 14.2% |
| 25 - 34 | 13.8% | 13.3% |
| 35 - 44 | 14.7% | 13.7% |
| 45 - 54 | 11.9% | 11.4% |
| 55 - 64 | 10.6% | 10.8% |
| 65 - 74 | 8.9% | 9.6% |
| 75 - 84 | 5.1% | 5.5% |
| 85 + | 1.8% | 2.0% |
| 18 + | 75.4% | 76.8% |
| **2010 Population by Sex** | | |
| Males | 251,556 | 394,853 |
| Females | 262,499 | 402,578 |
| **2022 Population by Sex** | | |
| Males | 312,320 | 463,910 |
| Females | 322,944 | 472,112 |
| **2027 Population by Sex** | | |
| Males | 327,150 | 481,140 |
| Females | 338,355 | 489,669 |

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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| | 30 minutes | 60 minutes |
|---|---|---|
| **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 |
| **2022 Population by Race/Ethnicity** | | |
| Total | 635,264 | 936,021 |
| White Alone | 77.7% | 80.4% |
| Black Alone | 6.3% | 4.9% |
| American Indian Alone | 0.4% | 0.4% |
| Asian Alone | 4.9% | 4.2% |
| Pacific Islander Alone | 0.1% | 0.1% |
| Some Other Race Alone | 3.4% | 3.3% |
| Two or More Races | 7.2% | 6.8% |
| Hispanic Origin | 8.7% | 8.1% |
| Diversity Index | 48.1 | 44.1 |
| **2027 Population by Race/Ethnicity** | | |
| Total | 665,506 | 970,809 |
| White Alone | 76.6% | 79.4% |
| Black Alone | 6.4% | 5.0% |
| American Indian Alone | 0.4% | 0.4% |
| Asian Alone | 5.2% | 4.4% |
| Pacific Islander Alone | 0.1% | 0.1% |
| Some Other Race Alone | 3.6% | 3.5% |
| Two or More Races | 7.8% | 7.3% |
| Hispanic Origin | 8.9% | 8.3% |
| Diversity Index | 49.6 | 45.7 |
| **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.
**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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| | 30 minutes | 60 minutes |
|---|---|---|
| **2022 Population 25+ by Educational Attainment** | | |
| Total | 422,558 | 618,016 |
| Less than 9th Grade | 2.3% | 2.2% |
| 9th - 12th Grade, No Diploma | 3.6% | 3.6% |
| High School Graduate | 20.0% | 22.1% |
| GED/Alternative Credential | 3.3% | 3.4% |
| Some College, No Degree | 17.5% | 17.7% |
| Associate Degree | 11.4% | 11.8% |
| Bachelor's Degree | 29.2% | 27.0% |
| Graduate/Professional Degree | 12.7% | 12.4% |
| **2022 Population 15+ by Marital Status** | | |
| Total | 502,176 | 753,204 |
| Never Married | 31.7% | 32.3% |
| Married | 52.6% | 52.3% |
| Widowed | 4.5% | 4.7% |
| Divorced | 11.3% | 10.7% |
| **2022 Civilian Population 16+ in Labor Force** | | |
| Civilian Population 16+ | 360,263 | 519,542 |
| Population 16+ Employed | 97.1% | 97.1% |
| Population 16+ Unemployment rate | 2.9% | 2.9% |
| Population 16-24 Employed | 14.3% | 15.8% |
| Population 16-24 Unemployment rate | 7.9% | 7.3% |
| Population 25-54 Employed | 65.4% | 62.8% |
| Population 25-54 Unemployment rate | 2.2% | 2.1% |
| Population 55-64 Employed | 14.7% | 15.4% |
| Population 55-64 Unemployment rate | 1.8% | 1.7% |
| Population 65+ Employed | 5.6% | 6.0% |
| Population 65+ Unemployment rate | 1.7% | 1.3% |
| **2022 Employed Population 16+ by Industry** | | |
| Total | 349,665 | 504,685 |
| Agriculture/Mining | 1.1% | 1.7% |
| Construction | 6.4% | 6.5% |
| Manufacturing | 8.4% | 10.2% |
| Wholesale Trade | 2.5% | 2.4% |
| Retail Trade | 11.1% | 10.9% |
| Transportation/Utilities | 5.0% | 5.1% |
| Information | 1.7% | 1.7% |
| Finance/Insurance/Real Estate | 16.5% | 13.4% |
| Services | 43.2% | 44.1% |
| Public Administration | 4.0% | 3.9% |
| **2022 Employed Population 16+ by Occupation** | | |
| Total | 349,665 | 504,684 |
| White Collar | 67.8% | 65.0% |
| Management/Business/Financial | 22.1% | 20.2% |
| Professional | 24.6% | 24.6% |
| Sales | 9.5% | 8.8% |
| Administrative Support | 11.7% | 11.4% |
| Services | 13.3% | 13.7% |
| Blue Collar | 18.8% | 21.3% |
| Farming/Forestry/Fishing | 0.4% | 0.6% |
| Construction/Extraction | 4.5% | 4.6% |
| Installation/Maintenance/Repair | 2.7% | 2.9% |
| Production | 4.8% | 5.8% |
| Transportation/Material Moving | 6.5% | 7.3% |

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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| | 30 minutes | 60 minutes |
|---|---|---|
| **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% |
| **2022 Affordability, Mortgage and Wealth** | | |
| Housing Affordability Index | 122 | 124 |
| Percent of Income for Mortgage | 17.0% | 16.9% |
| Wealth Index | 94 | 89 |
| **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.
**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 25, 2022

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# Market Profile

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 |
|---|---|---|
| **Top 3 Tapestry Segments** | | |
| **1.** | Boomburbs (1C) | Rustbelt Traditions (5D) |
| **2.** | Workday Drive (4A) | Workday Drive (4A) |
| **3.** | Rustbelt Traditions (5D) | Boomburbs (1C) |
| **2022 Consumer Spending** | | |
| Apparel & Services: Total $ | $602,249,925 | $841,802,300 |
| Average Spent | $2,392.40 | $2,273.92 |
| Spending Potential Index | 99 | 94 |
| Education: Total $ | $470,003,551 | $648,922,184 |
| Average Spent | $1,867.06 | $1,752.90 |
| Spending Potential Index | 95 | 89 |
| Entertainment/Recreation: Total $ | $902,767,254 | $1,295,778,336 |
| Average Spent | $3,586.18 | $3,500.22 |
| Spending Potential Index | 98 | 95 |
| Food at Home: Total $ | $1,507,452,853 | $2,148,373,111 |
| Average Spent | $5,988.25 | $5,803.29 |
| Spending Potential Index | 97 | 94 |
| Food Away from Home: Total $ | $1,073,113,246 | $1,498,663,094 |
| Average Spent | $4,262.87 | $4,048.26 |
| Spending Potential Index | 99 | 94 |
| Health Care: Total $ | $1,732,872,245 | $2,510,296,848 |
| Average Spent | $6,883.72 | $6,780.94 |
| Spending Potential Index | 97 | 96 |
| HH Furnishings & Equipment: Total $ | $640,540,025 | $896,421,979 |
| Average Spent | $2,544.50 | $2,421.46 |
| Spending Potential Index | 99 | 95 |
| Personal Care Products & Services: Total $ | $254,622,325 | $357,256,134 |
| Average Spent | $1,011.47 | $965.04 |
| Spending Potential Index | 99 | 95 |
| Shelter: Total $ | $5,628,203,174 | $7,811,179,074 |
| Average Spent | $22,357.65 | $21,099.95 |
| Spending Potential Index | 98 | 92 |
| Support Payments/Cash Contributions/Gifts in Kind: Total $ | $680,015,384 | $965,558,438 |
| Average Spent | $2,701.31 | $2,608.21 |
| Spending Potential Index | 99 | 96 |
| Travel: Total $ | $714,748,656 | $992,988,271 |
| Average Spent | $2,839.29 | $2,682.31 |
| Spending Potential Index | 99 | 93 |
| Vehicle Maintenance & Repairs: Total $ | $314,788,437 | $450,311,358 |
| Average Spent | $1,250.48 | $1,216.40 |
| Spending Potential Index | 99 | 97 |

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 25, 2022

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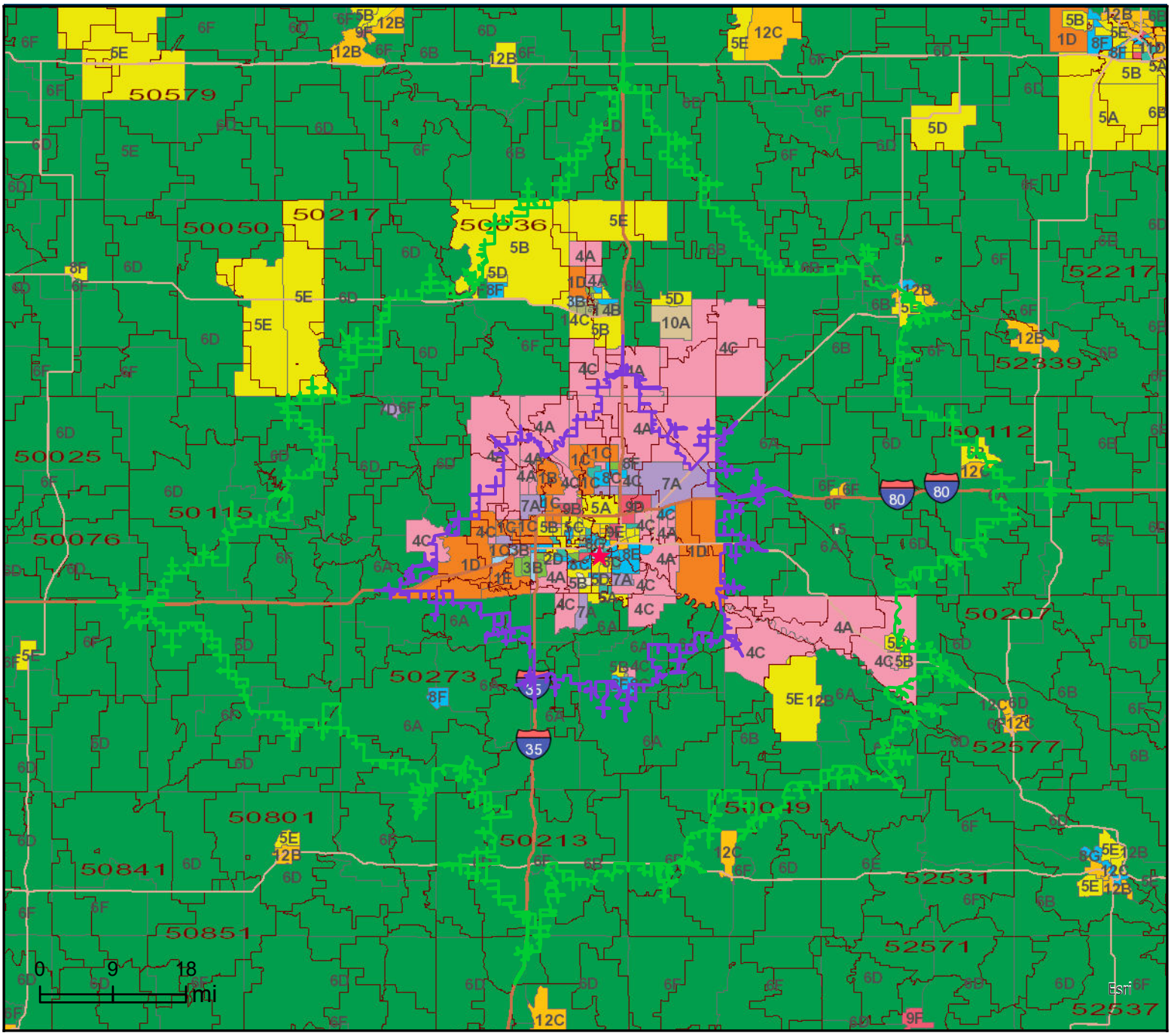
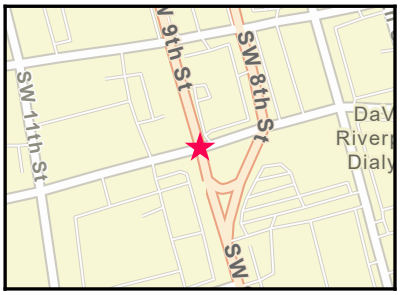
# Dominant Tapestry Map

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 LifeMode

- L1: Affluent Estates
- L2: Upscale Avenues
- L3: Uptown Individuals
- L4: Family Landscapes
- L5: GenXurban
- L6: Cozy Country
- L7: Sprouting Explorers
- L8: Middle Ground
- L9: Senior Styles
- L10: Rustic Outposts
- L11: Midtown Singles
- L12: Hometown
- L13: Next Wave
- L14: Scholars and Patriots

**Source:** Esri

August 25, 2022

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# 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)

**Source:** Esri

August 25, 2022

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# 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 |
|---|---|---|
| Total Businesses: | 22,371 | 33,346 |
| Total Employees: | 377,388 | 515,409 |
| Total Residential Population: | 635,264 | 936,022 |
| Employee/Residential Population Ratio (per 100 Residents) | 59 | 55 |

| | Businesses | | Employees | | Businesses | | Employees | |
|---|---|---|---|---|---|---|---|---|
| **by SIC Codes** | **Number** | **Percent** | **Number** | **Percent** | **Number** | **Percent** | **Number** | **Percent** |
| Agriculture & Mining | 431 | 1.9% | 2,617 | 0.7% | 901 | 2.7% | 5,226 | 1.0% |
| Construction | 1,376 | 6.2% | 13,866 | 3.7% | 2,094 | 6.3% | 19,318 | 3.7% |
| Manufacturing | 580 | 2.6% | 23,757 | 6.3% | 922 | 2.8% | 37,130 | 7.2% |
| Transportation | 495 | 2.2% | 8,960 | 2.4% | 858 | 2.6% | 11,698 | 2.3% |
| Communication | 167 | 0.7% | 2,758 | 0.7% | 263 | 0.8% | 3,507 | 0.7% |
| Utility | 71 | 0.3% | 1,399 | 0.4% | 123 | 0.4% | 1,945 | 0.4% |
| Wholesale Trade | 729 | 3.3% | 16,163 | 4.3% | 1,094 | 3.3% | 22,902 | 4.4% |
| | | | | | | | | |
| Retail Trade Summary | 4,248 | 19.0% | 71,817 | 19.0% | 6,319 | 18.9% | 101,109 | 19.6% |
| Home Improvement | 254 | 1.1% | 5,038 | 1.3% | 411 | 1.2% | 11,420 | 2.2% |
| General Merchandise Stores | 162 | 0.7% | 7,061 | 1.9% | 246 | 0.7% | 9,876 | 1.9% |
| Food Stores | 521 | 2.3% | 12,762 | 3.4% | 788 | 2.4% | 17,801 | 3.5% |
| Auto Dealers, Gas Stations, Auto Aftermarket | 408 | 1.8% | 8,574 | 2.3% | 691 | 2.1% | 11,016 | 2.1% |
| Apparel & Accessory Stores | 270 | 1.2% | 2,402 | 0.6% | 345 | 1.0% | 2,817 | 0.5% |
| Furniture & Home Furnishings | 225 | 1.0% | 2,313 | 0.6% | 339 | 1.0% | 2,946 | 0.6% |
| Eating & Drinking Places | 1,298 | 5.8% | 22,426 | 5.9% | 1,841 | 5.5% | 31,243 | 6.1% |
| Miscellaneous Retail | 1,109 | 5.0% | 11,240 | 3.0% | 1,658 | 5.0% | 13,991 | 2.7% |
| | | | | | | | | |
| Finance, Insurance, Real Estate Summary | 2,671 | 11.9% | 66,286 | 17.6% | 3,686 | 11.1% | 75,675 | 14.7% |
| Banks, Savings & Lending Institutions | 515 | 2.3% | 8,094 | 2.1% | 760 | 2.3% | 10,235 | 2.0% |
| Securities Brokers | 445 | 2.0% | 15,322 | 4.1% | 572 | 1.7% | 15,711 | 3.0% |
| Insurance Carriers & Agents | 571 | 2.6% | 18,582 | 4.9% | 788 | 2.4% | 23,189 | 4.5% |
| Real Estate, Holding, Other Investment Offices | 1,140 | 5.1% | 24,289 | 6.4% | 1,566 | 4.7% | 26,540 | 5.1% |
| | | | | | | | | |
| Services Summary | 9,164 | 41.0% | 146,370 | 38.8% | 13,359 | 40.1% | 202,791 | 39.3% |
| Hotels & Lodging | 194 | 0.9% | 4,629 | 1.2% | 327 | 1.0% | 6,242 | 1.2% |
| Automotive Services | 515 | 2.3% | 5,369 | 1.4% | 813 | 2.4% | 6,459 | 1.3% |
| Motion Pictures & Amusements | 631 | 2.8% | 8,918 | 2.4% | 953 | 2.9% | 11,718 | 2.3% |
| Health Services | 1,757 | 7.9% | 44,795 | 11.9% | 2,324 | 7.0% | 58,972 | 11.4% |
| Legal Services | 524 | 2.3% | 3,778 | 1.0% | 683 | 2.0% | 4,513 | 0.9% |
| Education Institutions & Libraries | 497 | 2.2% | 21,517 | 5.7% | 888 | 2.7% | 36,178 | 7.0% |
| Other Services | 5,046 | 22.6% | 57,364 | 15.2% | 7,372 | 22.1% | 78,708 | 15.3% |
| | | | | | | | | |
| Government | 739 | 3.3% | 21,796 | 5.8% | 1,392 | 4.2% | 31,903 | 6.2% |
| | | | | | | | | |
| Unclassified Establishments | 1,701 | 7.6% | 1,598 | 0.4% | 2,333 | 7.0% | 2,204 | 0.4% |
| | | | | | | | | |
| Totals | 22,371 | 100.0% | 377,388 | 100.0% | 33,346 | 100.0% | 515,409 | 100.0% |

**Source:** Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.
**Date Note**: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

August 25, 2022

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# 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% | 540 | 0.1% | 389 | 1.2% | 1,940 | 0.4% |
| Mining | 9 | 0.0% | 67 | 0.0% | 21 | 0.1% | 251 | 0.0% |
| Utilities | 23 | 0.1% | 445 | 0.1% | 44 | 0.1% | 723 | 0.1% |
| Construction | 1,498 | 6.7% | 15,194 | 4.0% | 2,254 | 6.8% | 20,864 | 4.0% |
| Manufacturing | 611 | 2.7% | 19,267 | 5.1% | 968 | 2.9% | 32,312 | 6.3% |
| Wholesale Trade | 713 | 3.2% | 16,040 | 4.3% | 1,071 | 3.2% | 22,698 | 4.4% |
| Retail Trade | 2,849 | 12.7% | 48,599 | 12.9% | 4,325 | 13.0% | 68,767 | 13.3% |
| Motor Vehicle & Parts Dealers | 373 | 1.7% | 8,192 | 2.2% | 597 | 1.8% | 10,144 | 2.0% |
| Furniture & Home Furnishings Stores | 112 | 0.5% | 1,126 | 0.3% | 164 | 0.5% | 1,449 | 0.3% |
| Electronics & Appliance Stores | 61 | 0.3% | 853 | 0.2% | 100 | 0.3% | 1,099 | 0.2% |
| Bldg Material & Garden Equipment & Supplies Dealers | 251 | 1.1% | 5,029 | 1.3% | 408 | 1.2% | 11,411 | 2.2% |
| Food & Beverage Stores | 458 | 2.0% | 12,321 | 3.3% | 700 | 2.1% | 17,193 | 3.3% |
| Health & Personal Care Stores | 302 | 1.3% | 3,439 | 0.9% | 428 | 1.3% | 4,483 | 0.9% |
| Gasoline Stations | 35 | 0.2% | 382 | 0.1% | 94 | 0.3% | 872 | 0.2% |
| Clothing & Clothing Accessories Stores | 315 | 1.4% | 2,705 | 0.7% | 405 | 1.2% | 3,188 | 0.6% |
| Sport Goods, Hobby, Book, & Music Stores | 176 | 0.8% | 2,168 | 0.6% | 261 | 0.8% | 2,767 | 0.5% |
| General Merchandise Stores | 162 | 0.7% | 7,061 | 1.9% | 246 | 0.7% | 9,876 | 1.9% |
| Miscellaneous Store Retailers | 365 | 1.6% | 3,815 | 1.0% | 554 | 1.7% | 4,632 | 0.9% |
| Nonstore Retailers | 238 | 1.1% | 1,508 | 0.4% | 367 | 1.1% | 1,653 | 0.3% |
| Transportation & Warehousing | 397 | 1.8% | 8,077 | 2.1% | 695 | 2.1% | 10,593 | 2.1% |
| Information | 444 | 2.0% | 10,588 | 2.8% | 697 | 2.1% | 13,117 | 2.5% |
| Finance & Insurance | 1,577 | 7.0% | 42,621 | 11.3% | 2,163 | 6.5% | 49,753 | 9.7% |
| Central Bank/Credit Intermediation & Related Activities | 506 | 2.3% | 8,017 | 2.1% | 747 | 2.2% | 10,150 | 2.0% |
| Securities, Commodity Contracts & Other Financial | 491 | 2.2% | 15,637 | 4.1% | 619 | 1.9% | 16,029 | 3.1% |
| Insurance Carriers & Related Activities; Funds, Trusts & | 580 | 2.6% | 18,967 | 5.0% | 797 | 2.4% | 23,574 | 4.6% |
| Real Estate, Rental & Leasing | 1,214 | 5.4% | 10,343 | 2.7% | 1,689 | 5.1% | 12,433 | 2.4% |
| Professional, Scientific & Tech Services | 2,144 | 9.6% | 24,802 | 6.6% | 2,944 | 8.8% | 33,046 | 6.4% |
| Legal Services | 550 | 2.5% | 3,990 | 1.1% | 727 | 2.2% | 4,792 | 0.9% |
| Management of Companies & Enterprises | 84 | 0.4% | 15,506 | 4.1% | 110 | 0.3% | 15,647 | 3.0% |
| Administrative & Support & Waste Management & Remediation | 720 | 3.2% | 9,225 | 2.4% | 996 | 3.0% | 11,228 | 2.2% |
| Educational Services | 587 | 2.6% | 21,502 | 5.7% | 964 | 2.9% | 35,769 | 6.9% |
| Health Care & Social Assistance | 2,325 | 10.4% | 58,090 | 15.4% | 3,202 | 9.6% | 78,528 | 15.2% |
| Arts, Entertainment & Recreation | 487 | 2.2% | 8,730 | 2.3% | 801 | 2.4% | 11,658 | 2.3% |
| Accommodation & Food Services | 1,528 | 6.8% | 27,333 | 7.2% | 2,211 | 6.6% | 37,819 | 7.3% |
| Accommodation | 194 | 0.9% | 4,629 | 1.2% | 327 | 1.0% | 6,242 | 1.2% |
| Food Services & Drinking Places | 1,334 | 6.0% | 22,704 | 6.0% | 1,884 | 5.6% | 31,577 | 6.1% |
| Other Services (except Public Administration) | 2,605 | 11.6% | 17,031 | 4.5% | 4,087 | 12.3% | 24,178 | 4.7% |
| Automotive Repair & Maintenance | 407 | 1.8% | 2,981 | 0.8% | 666 | 2.0% | 3,900 | 0.8% |
| Public Administration | 738 | 3.3% | 21,797 | 5.8% | 1,386 | 4.2% | 31,888 | 6.2% |
| | | | | | | | | |
| Unclassified Establishments | 1,699 | 7.6% | 1,591 | 0.4% | 2,331 | 7.0% | 2,197 | 0.4% |
| | | | | | | | | |
| Total | 22,371 | 100.0% | 377,388 | 100.0% | 33,346 | 100.0% | 515,409 | 100.0% |

**Source:** Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.
**Date Note**: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

August 25, 2022

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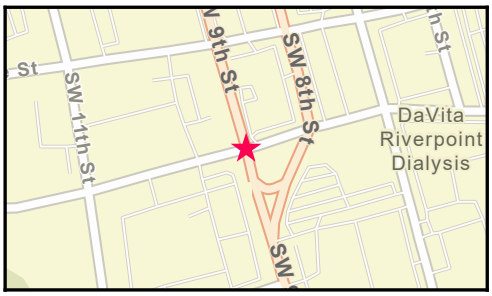
# Traffic Count Map - Close Up

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:** ©2022 Kalibrate Technologies (Q1 2022).

August 25, 2022

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# Traffic Count Profile

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

| Distance: | Street: | Closest Cross-street: | Year of Count: | Count: |
|---|---|---|---|---|
| 0.03 | SW 9th St | Murphy St (0.03 miles S) | 2012 | 7,600 |
| 0.05 | SW 9th St | SW 8th St (0.05 miles S) | 2013 | 489 |
| 0.09 | SW 8th St | Tuttle St (0.04 miles N) | 2012 | 7,400 |
| 0.09 | Murphy St | SW 8th St (0.03 miles W) | 2016 | 7,100 |
| 0.10 | Tuttle St | SW 8th St (0.03 miles E) | 2016 | 1,080 |
| 0.14 | Tuttle St | SW 7th St (0.03 miles E) | 2012 | 4,950 |
| 0.15 | SW 7th St | Murphy St (0.07 miles N) | 2016 | 7,700 |
| 0.19 | SW 7th St | Elm St (0.04 miles N) | 2012 | 5,200 |
| 0.25 | Tuttle St | SW 5th St (0.03 miles E) | 2016 | 750 |
| 0.25 | W Martin Luther King Jr Pkwy | SW 8th St (0.03 miles W) | 2016 | 15,000 |
| 0.31 | M L King Jr Pkwy | SW 5th St (0.03 miles NE) | 2008 | 16,800 |
| 0.32 | SW 11th St | W Mlk Jr Pkwy (0.03 miles S) | 2012 | 3,650 |
| 0.34 | SW 7th St | Indianola Ave (0.07 miles S) | 2012 | 7,100 |
| 0.34 | 9th St | Cherry St (0.04 miles N) | 2000 | 20,900 |
| 0.34 | 7th St | Cherry St (0.06 miles N) | 2016 | 4,840 |
| 0.36 | SW 6th St | Cherry St (0.08 miles N) | 2012 | 3,980 |
| 0.37 | 10th St | Cherry St (0.02 miles N) | 2012 | 560 |
| 0.38 | Cherry St | 9th St (0.02 miles E) | 2016 | 1,970 |
| 0.38 | Cherry St | 8th St (0.03 miles E) | 2016 | 2,930 |
| 0.39 | M L King Jr Pkwy | SW 5th St (0.06 miles W) | 2016 | 10,900 |
| 0.39 | Cherry St | 10th St (0.03 miles E) | 2012 | 1,800 |
| 0.39 | SW 9th St | Thomas Beck Rd (0.06 miles S) | 2016 | 22,100 |
| 0.39 | Cherry St | 8th St (0.03 miles W) | 2016 | 3,680 |
| 0.40 | SW 3rd St | Line Dr (0.02 miles S) | 2016 | 9,100 |
| 0.41 | 8th St | Cherry St (0.02 miles S) | 2016 | 7,300 |
| 0.41 | SW 2nd St | SW 3rd St (0.02 miles N) | 2016 | 17,300 |
| 0.41 | 9th St | Cherry St (0.03 miles S) | 2000 | 14,200 |
| 0.41 | 10th St | Cherry St (0.03 miles S) | 2012 | 1,390 |
| 0.41 | Indianola Rd | Indianola Ave (0.04 miles NE) | 2012 | 10,800 |
| 0.42 | Cherry St | SW 6th St (0.03 miles E) | 2016 | 3,240 |

**Data Note:**The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2020 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.
**Source:** ©2022 Kalibrate Technologies (Q1 2022).

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