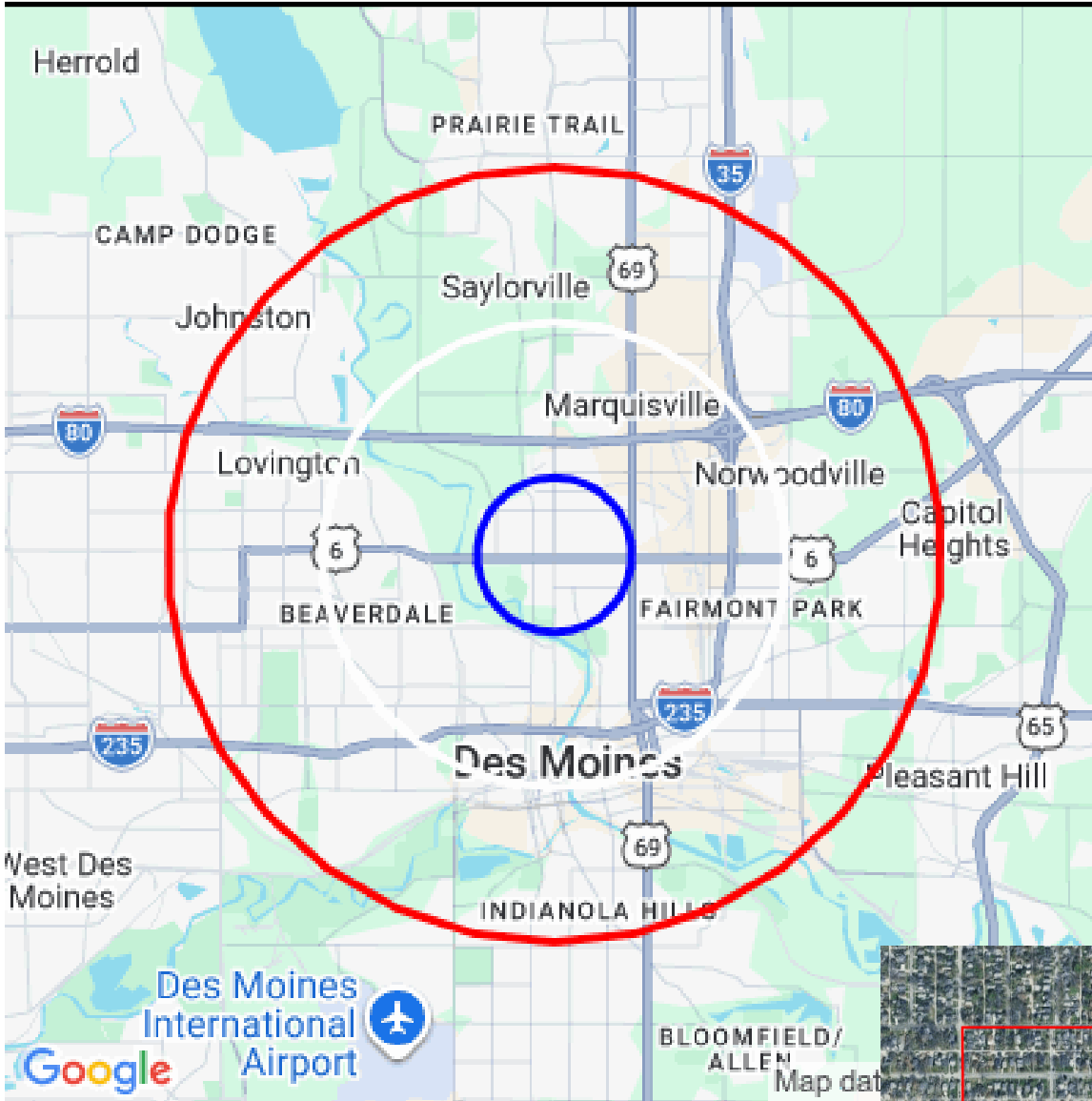


## Demographic Report



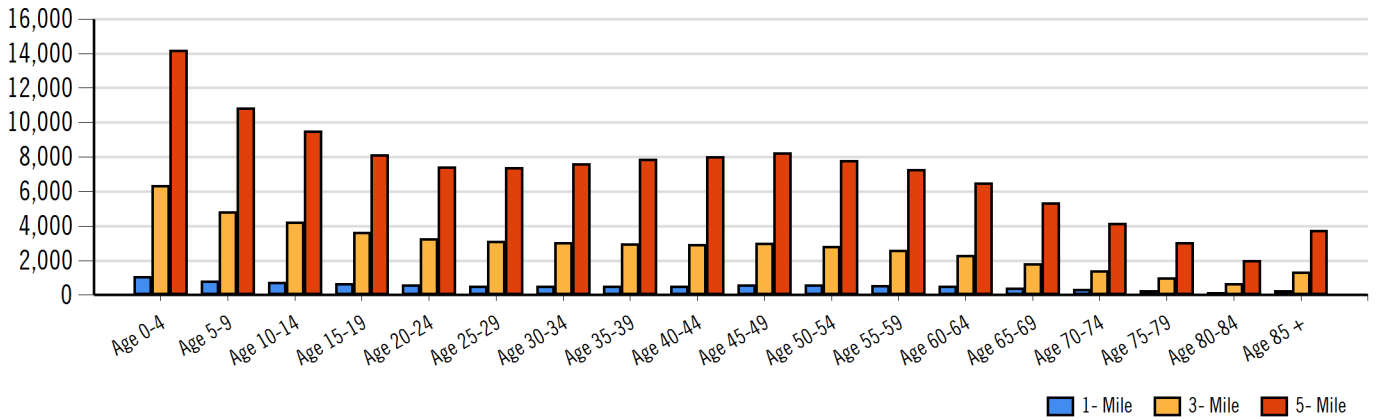
## LJ's Burgers & Ice Cream

### Population

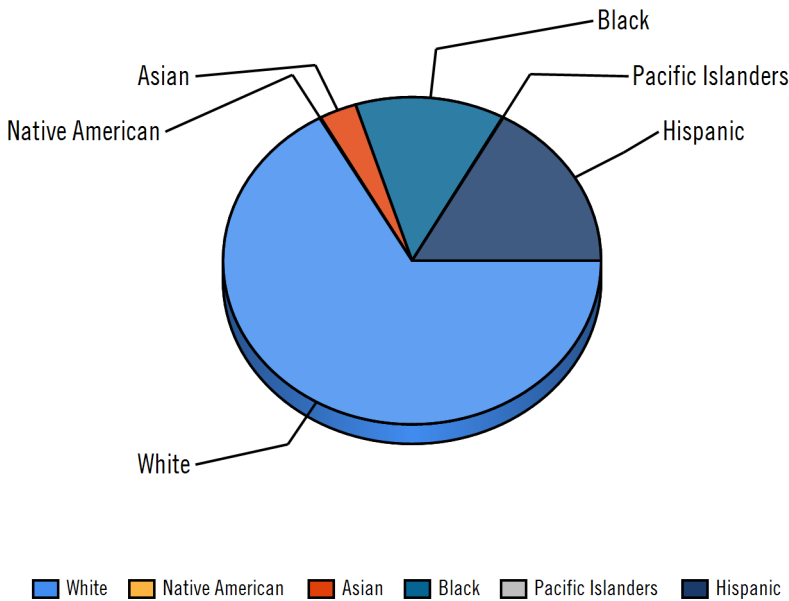
Distance	Male	Female	Total
1- Mile	4,873	5,060	9,933
3- Mile	25,412	26,307	51,718
5- Mile	63,930	65,615	129,545



## Population by Distance and Age (2020)



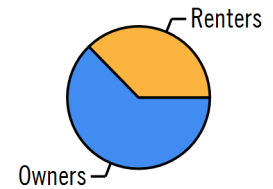
## Ethnicity within 5 miles



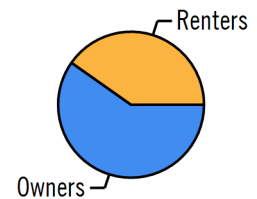
### Home Ownership 1 Mile



### Home Ownership 3 Mile



### Home Ownership 5 Mile



## Employment by Distance

Distance	Employed	Unemployed	Unemployment Rate
1-Mile	4,535	311	4.57 %
3-Mile	21,871	1,261	4.65 %
5-Mile	61,727	2,845	4.06 %

# LJ's Burgers & Ice Cream



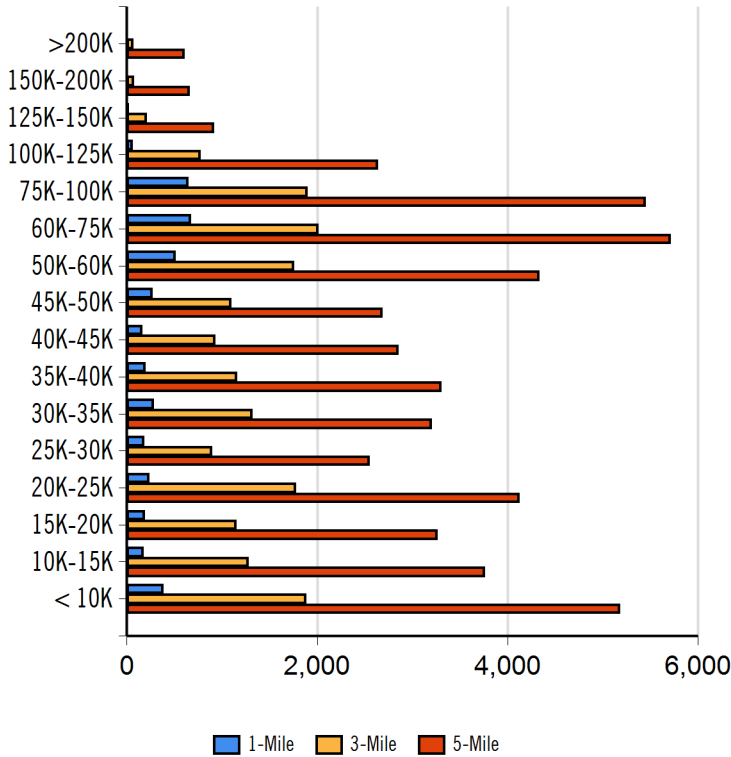
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## Labor & Income

	Agriculture	Mining	Construction	Manufacturing	Wholesale	Retail	Transportation	Information	Professional	Utility	Hospitality	Pub-Admin	Other
1-Mile	9	5	299	516	186	643	314	145	252	775	323	247	362
3-Mile	136	51	1,640	3,038	697	2,562	922	555	1,576	4,081	2,589	914	1,305
5-Mile	515	123	4,509	6,205	2,006	7,022	2,287	1,635	5,488	12,306	6,202	2,735	4,042

## Household Income



Radius	Median Household Income
1-Mile	\$49,535.00
3-Mile	\$41,395.49
5-Mile	\$43,913.15

Radius	Average Household Income
1-Mile	\$49,067.57
3-Mile	\$46,140.16
5-Mile	\$51,289.92

Radius	Aggregate Household Income
1-Mile	\$194,098,054.34
3-Mile	\$832,119,130.05
5-Mile	\$2,556,549,487.88

## Education

	1-Mile	3-mile	5-mile
Pop > 25	5,994	29,304	79,335
High School Grad	2,396	9,924	26,094
Some College	1,625	6,595	16,636
Associates	382	1,918	4,732
Bachelors	502	2,744	12,069
Masters	84	839	3,300
Prof. Degree	39	314	1,169
Doctorate	59	215	626

## Tapestry

	1-Mile	3-mile	5-mile
Vacant Ready For Rent	63 %	57 %	71 %
Teen's	75 %	90 %	88 %
Expensive Homes	0 %	0 %	3 %
Mobile Homes	14 %	19 %	17 %
New Homes	0 %	18 %	14 %
New Households	53 %	84 %	92 %
Military Households	0 %	1 %	8 %
Households with 4+ Cars	59 %	81 %	77 %
Public Transportation Users	31 %	68 %	63 %
Young Wealthy Households	29 %	21 %	44 %

This Tapestry information compares this selected market against the average. If a tapestry is over 100% it is above average for that statistic. If a tapestry is under 100% it is below average.



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# LJ's Burgers & Ice Cream



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## Expenditures

	1-Mile	%	3-Mile	%	5-Mile	%
<b>Total Expenditures</b>	162,529,260		730,149,373		2,119,723,796	
<b>Average annual household</b>	41,136		40,115		41,913	
<b>Food</b>	5,425	13.19 %	5,360	13.36 %	5,567	13.28 %
Food at home	3,706		3,659		3,761	
Cereals and bakery products	528		519		533	
Cereals and cereal products	190		187		191	
Bakery products	337		332		341	
Meats poultry fish and eggs	745		744		762	
Beef	172		171		176	
Pork	138		137		139	
Poultry	140		141		144	
Fish and seafood	114		117		120	
Eggs	63		62		63	
Dairy products	363		358		371	
Fruits and vegetables	744		735		756	
Fresh fruits	109		107		111	
Processed vegetables	149		146		149	
Sugar and other sweets	137		135		138	
Fats and oils	119		116		119	
Miscellaneous foods	700		689		710	
Nonalcoholic beverages	324		322		328	
Food away from home	1,719		1,700		1,806	
Alcoholic beverages	271		262		281	
<b>Housing</b>	15,521	37.73 %	15,160	37.79 %	15,655	37.35 %
Shelter	9,348		9,112		9,424	
Owned dwellings	5,259		5,013		5,301	
Mortgage interest and charges	2,566		2,443		2,603	
Property taxes	1,751		1,664		1,762	
Maintenance repairs	941		906		935	
Rented dwellings	3,489		3,521		3,487	
Other lodging	599		577		635	
Utilities fuels	3,874		3,770		3,841	
Natural gas	347		338		347	
Electricity	1,583		1,551		1,569	
Fuel oil	145		137		142	
Telephone services	1,203		1,165		1,190	
Water and other public services	594		577		592	
<b>Household operations</b>	969	2.36 %	949	2.37 %	1,001	2.39 %
Personal services	246		247		267	
Other household expenses	723		702		734	
Housekeeping supplies	501		501		520	
Laundry and cleaning supplies	143		143		146	
Other household products	286		285		297	
Postage and stationery	71		73		76	
Household furnishings	826		826		867	
Household textiles	59		62		65	
Furniture	153		156		169	
Floor coverings	18		18		20	
Major appliances	146		135		135	
Small appliances	74		74		77	
Miscellaneous	373		379		399	
<b>Apparel and services</b>	1,010	2.46 %	1,052	2.62 %	1,098	2.62 %
Men and boys	175		184		196	
Men 16 and over	144		151		161	
Boys 2 to 15	30		33		35	
Women and girls	391		396		411	



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# MOODY'S

# LJ's Burgers & Ice Cream



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Women 16 and over	319	325	339
Girls 2 to 15	72	71	71
Children under 2	83	84	85

## Expenditures (Continued)

	1-Mile	%	3-Mile	%	5-Mile	%
<b>Total Expenditures</b>	162,529,260		730,149,373		2,119,723,796	
<b>Average annual household</b>	41,136		40,115		41,913	
<b>Transportation</b>	5,711	13.88 %	5,571	13.89 %	5,803	13.85 %
Vehicle purchases	1,209		1,187		1,267	
Cars and trucks new	633		592		642	
Cars and trucks used	536		562		590	
Gasoline and motor oil	1,958		1,897		1,943	
Other vehicle expenses	2,225		2,153		2,231	
Vehicle finance charges	156		144		149	
Maintenance and repairs	743		730		763	
Vehicle insurance	1,078		1,033		1,056	
Vehicle rental leases	247		245		261	
Public transportation	317		332		360	
<b>Health care</b>	3,410	8.29 %	3,263	8.13 %	3,375	8.05 %
Health insurance	2,286		2,191		2,252	
Medical services	684		643		675	
Drugs	333		326		339	
Medical supplies	104		102		106	
<b>Entertainment</b>	2,424	5.89 %	2,361	5.89 %	2,474	5.90 %
Fees and admissions	378		370		408	
Television radios	969		935		954	
Pets toys	866		853		897	
Personal care products	512		506		531	
Reading	44		44		46	
Education	810		842		923	
Tobacco products	415		404		405	
<b>Miscellaneous</b>	695	1.69 %	648	1.62 %	680	1.62 %
<b>Cash contributions</b>	1,264		1,142		1,177	
<b>Personal insurance</b>	3,619		3,495		3,894	
Life and other personal insurance	135		131		139	
Pensions and Social Security	3,483		3,364		3,755	

Distance	Year	Estimated Households			Housing Occupied By		Housing Occupancy		
		Projection	2018	Change	1 Person	Family	Owner	Renter	Vacant
1-Mile	2020	7,290	5,807	25.40 %	2,204	4,413	5,275	2,015	331
3-Mile	2020	27,878	21,309	31.38 %	8,848	16,428	16,671	11,207	586
5-Mile	2020	69,875	55,226	26.82 %	23,982	39,195	41,487	28,388	3,639
1-Mile	2023	6,880	5,807	18.41 %	2,078	4,168	5,169	1,711	1,247
3-Mile	2023	26,503	21,309	25.21 %	8,389	15,639	16,166	10,337	3,910
5-Mile	2023	65,600	55,226	19.43 %	22,399	36,907	39,762	25,838	12,716



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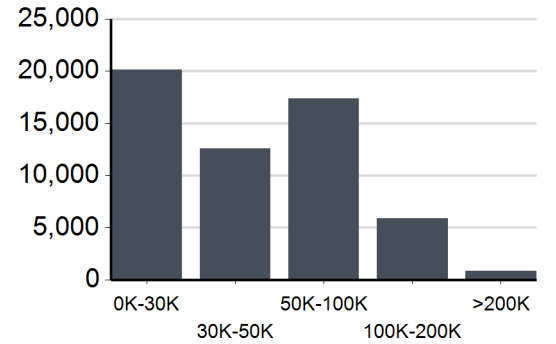
# MOODY'S

# Location Facts & Demographics

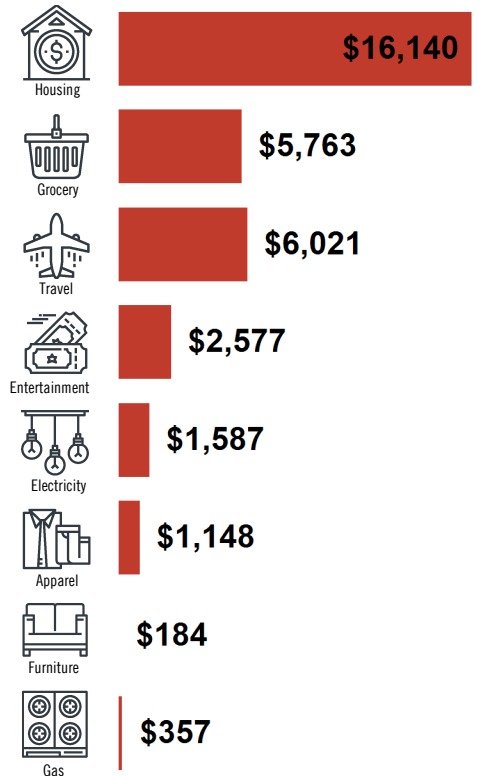
Demographics are determined by a 10 minute drive from 3702 2nd Ave, Des Moines, IA 50313

# MOODY'S

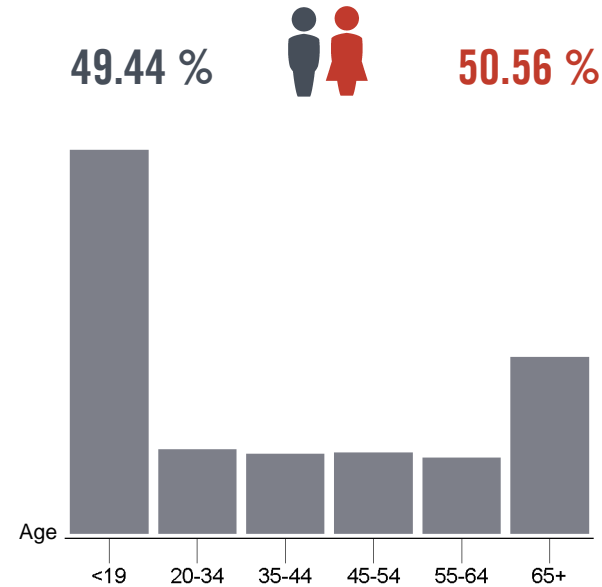
## INCOME BY HOUSEHOLD



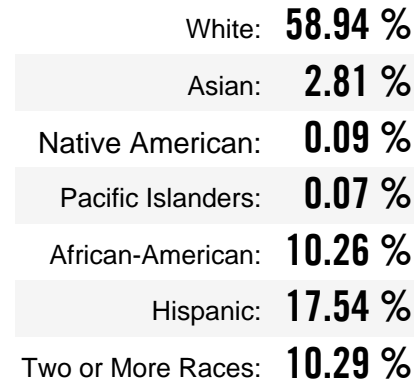
## HH SPENDING



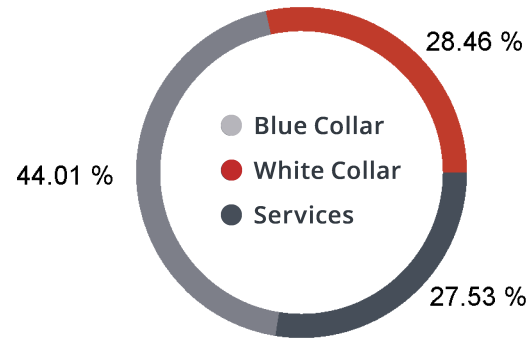
## GENDER & AGE



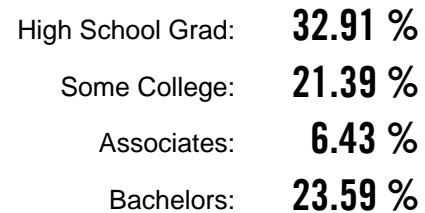
## RACE & ETHNICITY



## EMPLOYMENT



## EDUCATION



## CITY, STATE

**Des Moines, IA**

## POPULATION

**125,217**

## AVG. HHSIZE

**2.47**

## MEDIAN HH INCOME

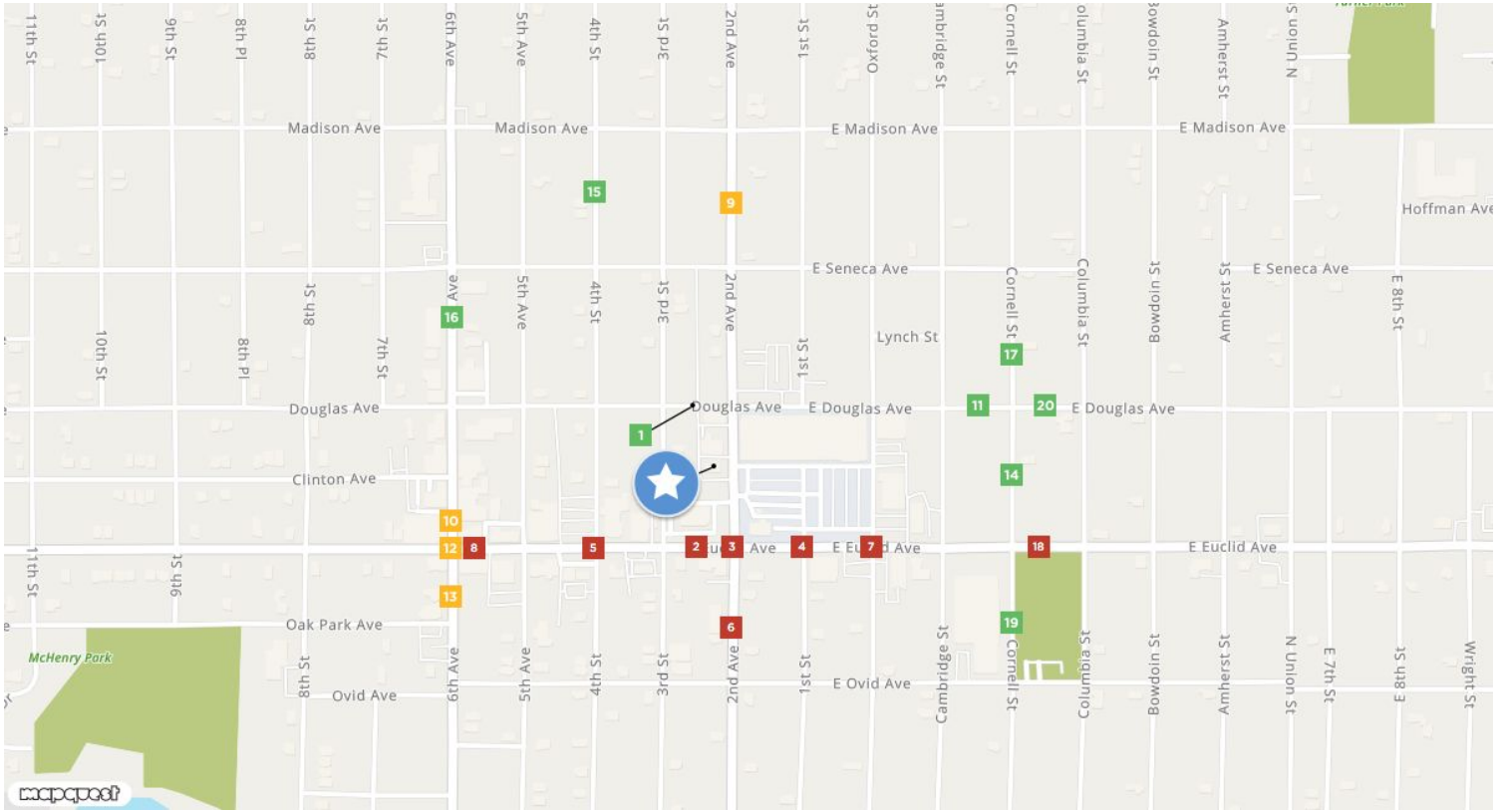
**\$49,402**

## HOME OWNERSHIP

Renters: **18,597**

Owners: **30,145**

## Traffic Counts



<b>Douglas Ave</b> <span style="background-color: #28a745; color: white; padding: 2px 5px;">1</span> 3rd St Year: 2008      2,150	<b>Euclid Avenue</b> <span style="background-color: #dc3545; color: white; padding: 2px 5px;">2</span> Euclid Avenue Year: 2024      16,700 Year: 2016      20,200 Year: 2014      15,500	<b>Euclid Avenue</b> <span style="background-color: #dc3545; color: white; padding: 2px 5px;">3</span> Euclid Avenue Year: 2024      16,700 Year: 2022      17,500 Year: 2016      18,300	<b>Euclid Avenue</b> <span style="background-color: #dc3545; color: white; padding: 2px 5px;">4</span> East Euclid Avenue Year: 2024      16,900 Year: 2022      17,800 Year: 2016      17,000	<b>Euclid Avenue</b> <span style="background-color: #dc3545; color: white; padding: 2px 5px;">5</span> 4th St Year: 2022      17,800 Year: 2020      3,931 Year: 2018      15,600
<b>2nd Ave</b> <span style="background-color: #dc3545; color: white; padding: 2px 5px;">6</span> Ovid Ave Year: 2016      15,700 Year: 2012      12,300 Year: 2008      12,800	<b>East Euclid Avenue</b> <span style="background-color: #ffc107; padding: 2px 5px;">7</span> East Euclid Avenue Year: 2024      16,900 Year: 2022      17,400	<b>Euclid Ave</b> <span style="background-color: #ffc107; padding: 2px 5px;">8</span> 6th Ave Year: 2016      15,600 Year: 2013      15,500 Year: 2008      18,900	<b>IA 415</b> <span style="background-color: #ffc107; padding: 2px 5px;">9</span> Seneca Ave Year: 2020      9,923 Year: 2018      15,900 Year: 2014      15,800	<b>6th Ave</b> <span style="background-color: #ffc107; padding: 2px 5px;">10</span> Euclid Ave Year: 2016      6,400 Year: 2012      6,600 Year: 2008      7,200
<b>E Douglas Ave</b> <span style="background-color: #28a745; color: white; padding: 2px 5px;">11</span> Cornell St Year: 2008      2,270 Year: 1989      2,438	<b>Euclid Avenue</b> <span style="background-color: #ffc107; padding: 2px 5px;">12</span> 6th Ave Year: 2024      6,508 Year: 2022      17,800 Year: 2016      14,100	<b>6th Ave</b> <span style="background-color: #ffc107; padding: 2px 5px;">13</span> Oak PkAve Year: 2016      8,100 Year: 2012      8,900 Year: 2008      9,940	<b>Cornell St</b> <span style="background-color: #28a745; color: white; padding: 2px 5px;">14</span> E Douglas Ave Year: 2012      2,960 Year: 2004      6,100 Year: 1992      5,800	<b>4th St</b> <span style="background-color: #28a745; color: white; padding: 2px 5px;">15</span> Madison Ave Year: 2016      220 Year: 2008      220 Year: 2004      360
<b>6th Ave</b> <span style="background-color: #28a745; color: white; padding: 2px 5px;">16</span> Seneca Ave Year: 2004      3,030	<b>Cornell St</b> <span style="background-color: #28a745; color: white; padding: 2px 5px;">17</span> E Douglas Ave Year: 1989      3,984	<b>E Euclid Ave</b> <span style="background-color: #dc3545; color: white; padding: 2px 5px;">18</span> Cornell St Year: 2014      14,400 Year: 2013      14,400 Year: 2011      18,000	<b>Cornell St</b> <span style="background-color: #28a745; color: white; padding: 2px 5px;">19</span> E Ovid Ave Year: 2012      3,840 Year: 2004      6,400 Year: 1996      5,900	<b>E Douglas Ave</b> <span style="background-color: #28a745; color: white; padding: 2px 5px;">20</span> Cornell St Year: 1989      2,438



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