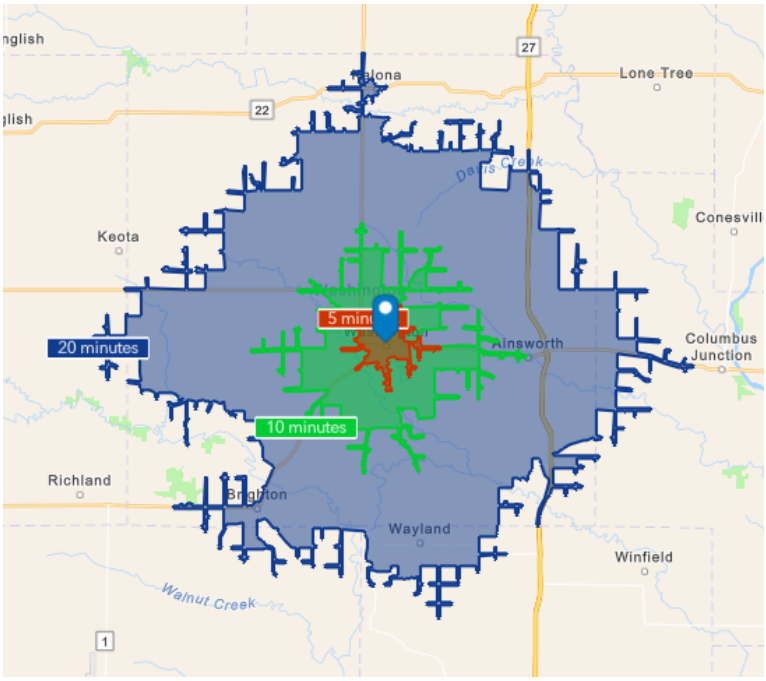
Main Street Washington

Washington, Iowa

Washington Drive Time Market

Demographic Fast Facts

Esri 2024



Market Snapshot

Esri 2024

Main Street Washington is taking a pro-active approach to planning for the future prosperity of Washington's historic downtown district.

The efforts of the Main Street Washington organization and its partners, along with investments made by the public and private sectors, are working to heighten the appeal of the downtown district among consumers, investors and entrepreneurs. Moving forward, it will be critical for the community to capitalize upon and leverage these investments and ongoing Washington marketing efforts to position the district as a local economic engine and center for commerce.

This Market Snapshot, prepared by Main Street Iowa, offers a comprehensive overview of demographic, lifestyle, and retail data, as well as market characteristics and trends. The insights, combined with data from local surveys and community input, establish a foundation, benchmarks, and a basis for critical decision-making processes that will guide future business development strategies for the Washington downtown district.

Main Street Iowa is a downtown revitalization program through the Iowa Downtown Resource Center at the Iowa Economic Development Authority. Washington has participated in this program since 2008.

MAIN STREET IOWA

IOWA Economic Development

Washington is a Main Street Iowa community.

The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa's communities by assisting selected communities to capitalize on their unique identity, assets and character of their historic commercial district.

Population

8,382

10 Minute Drive Time | 2024

2024—29 Growth: 0.21%

Population	5 Min	10 Min	20 Min
2024 Estimate	7,218	8,382	15,651
Growth (2024-29)	0.23%	0.21%	0.11%

Est. State Pop Growth (2024-29) 0.24%

Daytime Pop

9,318

10 Minute Drive Time | 2024

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	8,259	9,318	15,209
Workers	4,594	5,127	7,456

Households

3,455

10 Minute Drive Time | 2024

2024—29 Growth: 0.08%

Households	5 Min	10 Min	20 Min
2024 Estimate	3,033	3,455	6,309
HH Growth (2024-29)	0.10%	0.08%	-0.01%

Est. State HH Growth (2024-29) 0.40%

Median HH Income

$61,428

10 Minute Drive Time | 2024

2024—29 Growth: 1.82%

Median HH Income	5 Min	10 Min	20 Min
2024 Estimate	$58,360	$61,428	$71,292
Growth (2024-29)	1.65%	1.82%	1.95%

2024 State: $74,738 2024-29 Growth: 2.3%

Source: Esri Market Profile | 1.25

WASHINGTON DRIVE TIME MARKET

2024 HOUSING UNITS SUMMARY

HOUSING UNITS

Housing Units	5 Min	10 Min	20 Min
2024 Estimate	3,259	3,708	6,821
- Owner Occupied	63.7%	64.9%	68.0%
- Renter Occupied	29.4%	28.3%	24.5%
- Vacant	6.9%	6.8%	7.5%
Estimated State Percent Vacant (2024)			9.4%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

TENURE AND MORTGAGE

2020 Tenure/Status	5 Min	10 Min	20 Min
Owner Occupied	68.8%	70.0%	73.8%
— With Mortgage	44.5%	45.0%	45.5%
— Free and Clear	24.3%	25.0%	28.3%
Renter Occupied	31.2%	30.0%	26.2%

2024 DIVERSITY INDEX

DIVERSITY

Drive Time Households	5 Min	10 Min	20 Min
2024 Diversity Index	49.1	47.1	36.9

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

$32,658

PER CAPITA INCOME
5 MINUTES | 2024

10 Minutes	$33,659
20 Minutes	$35,734
State	$40,369

41.7

MEDIAN AGE
5 MINUTES | 2024

10 Minutes	42.1
20 Minutes	42.2
State	38.9

98.2%

2024 EMPLOYED
5 MIN. CIVILIAN POP 16+

10 Minutes	98.2%
20 Minutes	97.8%
State	97.2%

2024 EMPLOYMENT BY OCCUPATION

2024 Employed 16+	5 Min	10 Min	20 Min
Total Estimate	3,554	4,182	7,912
- White Collar	55.7%	56.2%	53.5%
- Services	20.5%	19.7%	18.1%
- Blue Collar	23.8%	24.0%	28.3%

Source: Esri Market Profile | 1.25

WASHINGTON | IOWA

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments).

Top Drive Time Area Esri Tapestry Segments

Rustbelt Traditions (5D) | #1 in 5 & 10 drives

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
926	30.5%	929	26.9%	929	14.7%

Residents here are a mix of married-couple families and singles living in older developments of single-family homes. The work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Avg. HH Size: 2.47 Median Age: 39.0 Med. HH Income: $52K

- Nearly three quarters own their homes, nearly half of households have mortgages.
- While most income derived from wages and salaries, nearly 31% collect Social Security and 20% draw retirement income.
- Most have graduated high school or spent some time at college.
- Budget aware shoppers that favor American-made products.

Heartland Communities (6F) | #2 in all drives

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
775	25.6%	777	22.5%	1,549	24.6%

Well settled and close-knit, these residents are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are in the country; they embrace the slower pace of life but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses.

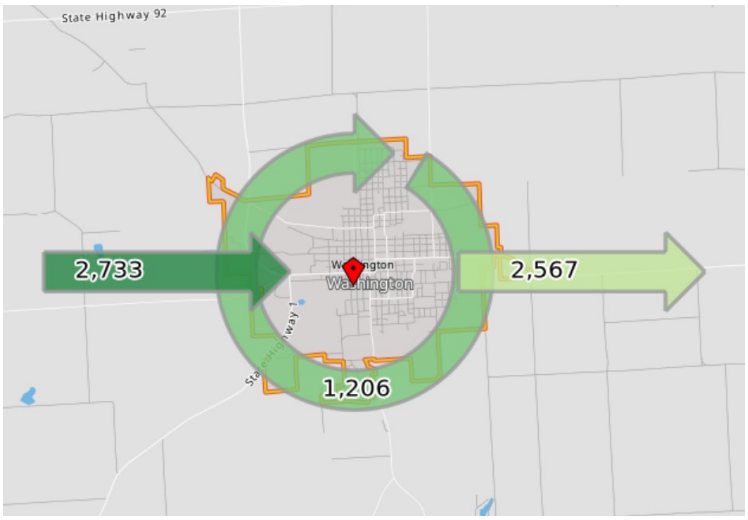
Avg. HH Size: 2.39 Median Age: 42.3 Med. HH Income: $42K

- Residents own modest, single-family homes built before 1970.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, health-care, and agriculture industries.
- More workers are white collar than blue collar; more skilled than unskilled.
- These are budget-savvy consumers, they stick to brands they grew up with.
- Daily life is busy but routine. Working on the weekends is not uncommon.

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website.

Source: Esri Community Tapestry Segmentation | 1.25

WASHINGTON | IOWA
WORKFORCE PATTERNS—CITY LIMITS



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations| Data year—2022

Workforce issues have risen to the top of the list as a major concern for businesses all across Iowa. Finding the right people with the proper skills to fill the positions available is a challenge every community is facing, no matter your size or location in the state. Understanding where your workforce comes from, who lives and works in your community, and who travels outside your community for employment can have a direct economic impact on your downtown commercial district.

The US Census Bureau's On The Map feature is a resource to help communities better understand this data.

Inflow/Outflow Job Counts (All Jobs)

	2022 Count	2022 Share
Employed in the Selection Area	3,939	100.0%
Employed in the Selection Area but Living Outside	2,733	69.4%
Employed and Living in the Selection Area	1,206	30.6%
Living in the Selection Area	3,773	100.0%
Living in the Selection Area but Employed Outside	2,567	68.0%
Living and Employed in the Selection Area	1,206	32.0%

Source: US Census Bureau, Center for Economic Studies | 2022

WASHINGTON DRIVE TIME MARKET

Esri's Retail Demand Outlook compares consumer spending and calculates forecasted demand for goods and services in several categories of consumer spending. The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in the 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 2024 and 2029; Consumer Spending data are derived from the 2021and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

RETAIL DEMAND OUTLOOK | WASHINGTON (10 MINUTE DRIVE)

Category	2024 Consumer Spending	2029 Forecasted Demand	Projected Growth
Apparel and Services	$5,812,364	$6,588,306	$775,942
Computer	$750,232	$850,837	$100,605
Entertainment & Recreation	$10,855,774	$12,297,314	$1,441,540
Food at Home	$18,919,097	$21,445,848	$2,526,751
Food Away from Home	$9,324,254	$10,569,681	$1,245,427
Health (drugs, eyewear)	$2,302,480	$2,606,162	$303,682
Home (mortgage & basics)	$32,969,951	$37,316,678	$4,346,727
Household Furnishings & Equipment	$5,331,934	$6,039,541	$707,607
Housekeeping Supplies	$2,360,517	$2,675,498	$314,981
Insurance	$24,126,258	$27,324,546	$3,198,288
Transportation	$21,715,859	$24,593,087	$2,877,228
Travel	$6,032,409	$6,835,110	$802,701

Source: Esri Retail Demand Outlook| 1.25

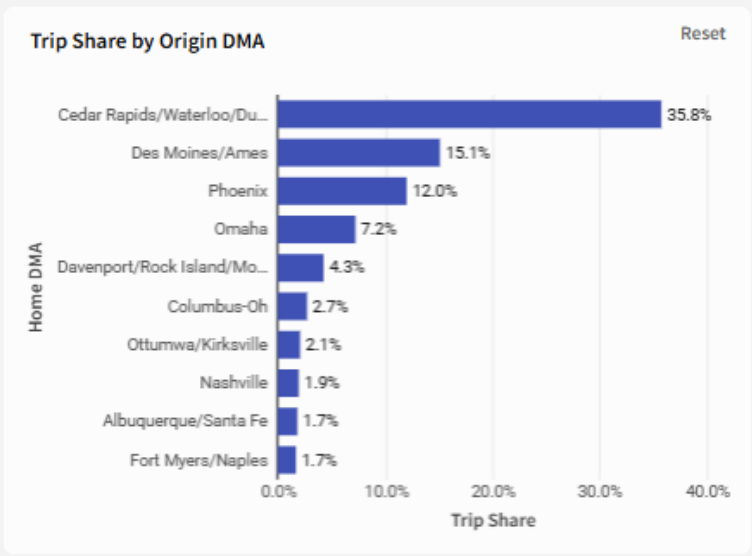
2024 HOUSING UNITS BY VALUE

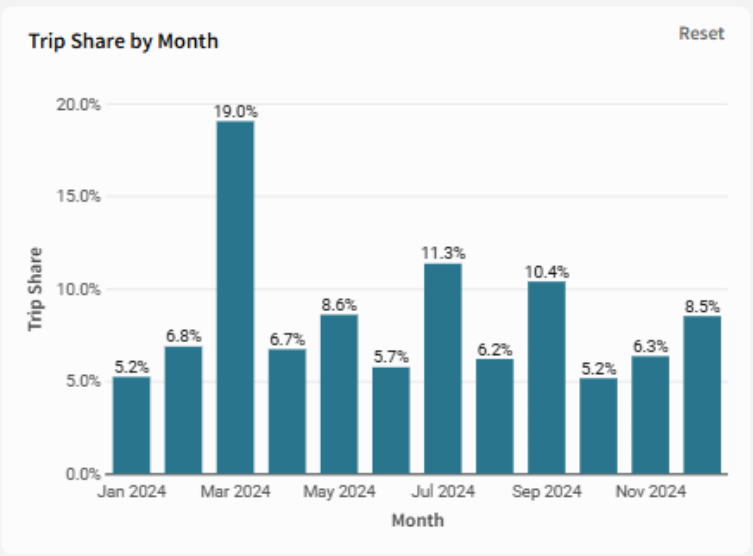
Median Home Value	5 Min	10 Min	20 Min
2024 Estimate	$157,470	$165,092	$191,160
2029 Estimate	$162,128	$170,279	$199,362
Average Home Value			
2024 Estimate	$197,120	$207,592	$235,833
2029 Estimate	$206,682	$218,110	$248,791

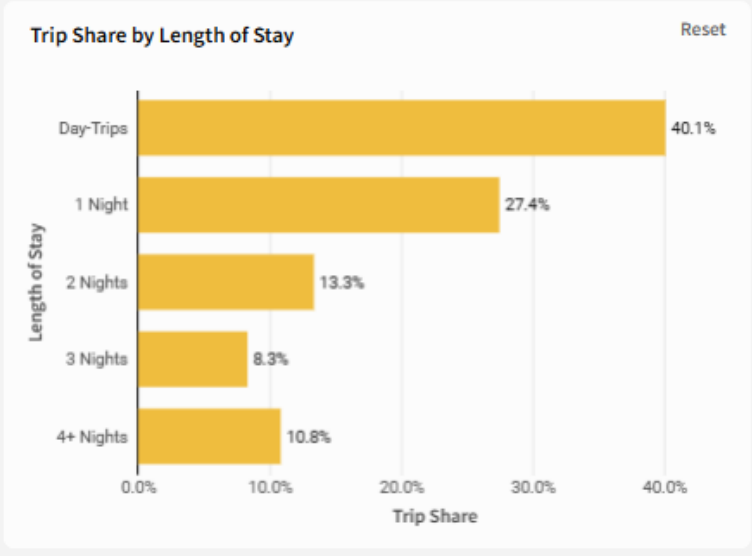
WASHINGTON TOURISM DATA

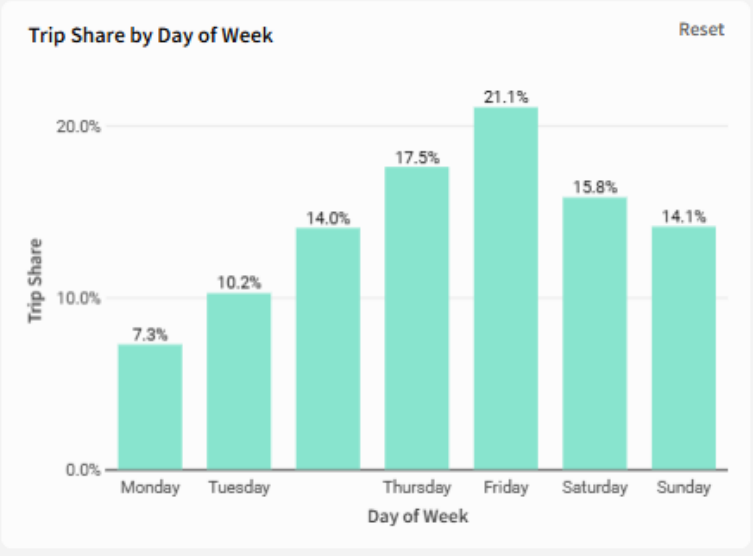
This report provides an analysis of tourism data collected by Arrivalist, focusing on four key aspects: the origin of travelers, the duration of their stay, the months they visit, and the days of the week they visit. For a trip to be considered in this analysis, travelers must come from at least 50 miles away and spend more than 2 hours in the community.

The Arrivalist data provides valuable insights into a community's tourism patterns. By understanding where visitors come from, how long they stay, and when they prefer to visit, communities can tailor their marketing efforts and develop targeted strategies to enhance the visitor experience and increase tourism throughout the year.









UTILIZING TOURISM DATA

- **Targeted Marketing:** Understanding where visitors come from allows the community to tailor marketing efforts to those regions, optimizing advertising spend and outreach.
- **Event Planning:** Knowing the peak months and days for tourism helps in planning events and activities that can attract even more visitors during those times or balancing the flow of tourists throughout the year.
- **Business Considerations:** Insights into stays can guide downtown business decisions such as staffing, hours of operation, days open, or promotional events.
- **Infrastructure Development:** Data can inform city planning, such as parking, construction schedules, and transportation ensuring the community can handle the influx of tourists.

Interested in more visitation data? The Iowa Tourism Office also provides complimentary travel area quarterly reports by request, perfect for viewing your community's data with a competitive set. Direct access to the Arrivalist visitation dashboard with county and city level visitation data, ability to set date parameters and view data back to January 2022 is also available for a fee.

If you are interested in additional free reports or in purchasing access to the dashboard, please contact:

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