

	30 minutes	60 minutes
Population		
2010 Population	508,724	787,762
2020 Population	604,817	901,324
2024 Population	642,385	946,469
2029 Population	677,135	988,715
2010-2020 Annual Rate	1.75%	1.36%
2020-2024 Annual Rate	1.43%	1.16%
2024-2029 Annual Rate	1.06%	0.88%
2020 Male Population	49.1%	49.7%
2020 Female Population	50.9%	50.3%
2020 Median Age	36.0	36.0
2024 Male Population	49.8%	50.4%
2024 Female Population	50.2%	49.6%
2024 Median Age	36.3	36.4

In the identified area, the current year population is 642,385. In 2020, the Census count in the area was 604,817. The rate of change since 2020 was 1.43% annually. The five-year projection for the population in the area is 677,135 representing a change of 1.06% annually from 2024 to 2029. Currently, the population is 49.8% male and 50.2% female.

Median Age

The median age in this area is 36.3, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	76.4%	79.6%
2024 Black Alone	6.8%	5.2%
2024 American Indian/Alaska Native Alone	0.4%	0.4%
2024 Asian Alone	5.1%	4.3%
2024 Pacific Islander Alone	0.1%	0.1%
2024 Other Race	3.6%	3.4%
2024 Two or More Races	7.6%	7.0%
2024 Hispanic Origin (Any Race)	9.4%	8.5%

Persons of Hispanic origin represent 9.4% of the population in the identified area compared to 19.6% 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 50.4 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	99	96
2010 Households	199,465	308,740
2020 Households	239,681	355,987
2024 Households	256,063	376,196
2029 Households	272,190	396,461
2010-2020 Annual Rate	1.85%	1.43%
2020-2024 Annual Rate	1.57%	1.31%
2024-2029 Annual Rate	1.23%	1.05%
2024 Average Household Size	2.47	2.44

The household count in this area has changed from 239,681 in 2020 to 256,063 in the current year, a change of 1.57% annually. The five-year projection of households is 272,190, a change of 1.23% annually from the current year total. Average household size is currently 2.47, compared to 2.48 in the year 2020. The number of families in the current year is 157,635 in the specified area.

	30 minutes	60 minutes
Mortgage Income		
2024 Percent of Income for Mortgage	21.2%	20.9%
Median Household Income		
2024 Median Household Income	\$87,376	\$83,369
2029 Median Household Income	\$102,304	\$97,601
2024-2029 Annual Rate	3.20%	3.20%
Average Household Income		
2024 Average Household Income	\$117,582	\$112,155
2029 Average Household Income	\$134,562	\$128,675
2024-2029 Annual Rate	2.73%	2.79%
Per Capita Income		
2024 Per Capita Income	\$46,964	\$44,706
2029 Per Capita Income	\$54,183	\$51,718
2024-2029 Annual Rate	2.90%	2.96%
GINI Index		
2024 Gini Index	38.1	38.7

Households by Income

Current median household income is \$87,376 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$102,304 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$117,582 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$134,562 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$46,964 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$54,183 in five years, compared to \$51,203 for all U.S. households.

Housing

2024 Housing Affordability Index	105	107
2010 Total Housing Units	213,515	331,770
2010 Owner Occupied Housing Units	140,859	215,913
2010 Renter Occupied Housing Units	58,605	92,828
2010 Vacant Housing Units	14,050	23,030
2020 Total Housing Units	255,983	381,725
2020 Owner Occupied Housing Units	160,144	239,102
2020 Renter Occupied Housing Units	79,537	116,885
2020 Vacant Housing Units	16,272	25,785
2024 Total Housing Units	274,692	404,956
2024 Owner Occupied Housing Units	171,870	254,149
2024 Renter Occupied Housing Units	84,193	122,047
2024 Vacant Housing Units	18,629	28,760
2029 Total Housing Units	291,845	426,529
2029 Owner Occupied Housing Units	184,067	270,737
2029 Renter Occupied Housing Units	88,123	125,724
2029 Vacant Housing Units	19,655	30,068

Socioeconomic Status Index

2024 Socioeconomic Status Index	53.5	53.6
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Currently, 62.6% of the 274,692 housing units in the area are owner occupied; 30.6%, renter occupied; and 6.8% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 255,983 housing units in the area and 6.4% vacant housing units. The annual rate of change in housing units since 2020 is 1.67%. Median home value in the area is \$295,275, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 1.03% annually to \$310,780.

	30 minutes	60 minutes
Population Summary		
2010 Total Population	508,724	787,762
2020 Total Population	604,817	901,324
2020 Group Quarters	10,898	29,529
2024 Total Population	642,385	946,469
2024 Group Quarters	10,932	29,561
2029 Total Population	677,135	988,715
2024-2029 Annual Rate	1.06%	0.88%
2024 Total Daytime Population	666,595	955,748
Workers	371,319	506,639
Residents	295,276	449,109
Household Summary		
2010 Households	199,465	308,740
2010 Average Household Size	2.49	2.47
2020 Total Households	239,681	355,987
2020 Average Household Size	2.48	2.45
2024 Households	256,063	376,196
2024 Average Household Size	2.47	2.44
2029 Households	272,190	396,461
2029 Average Household Size	2.45	2.42
2024-2029 Annual Rate	1.23%	1.05%
2010 Families	129,142	198,623
2010 Average Family Size	3.08	3.03
2024 Families	157,635	229,969
2024 Average Family Size	3.15	3.11
2029 Families	166,243	240,466
2029 Average Family Size	3.14	3.09
2024-2029 Annual Rate	1.07%	0.90%
Housing Unit Summary		
2000 Housing Units	175,603	281,941
Owner Occupied Housing Units	66.6%	66.6%
Renter Occupied Housing Units	28.7%	28.5%
Vacant Housing Units	4.7%	5.0%
2010 Housing Units	213,515	331,770
Owner Occupied Housing Units	66.0%	65.1%
Renter Occupied Housing Units	27.4%	28.0%
Vacant Housing Units	6.6%	6.9%
2020 Housing Units	255,983	381,725
Owner Occupied Housing Units	62.6%	62.6%
Renter Occupied Housing Units	31.1%	30.6%
Vacant Housing Units	6.4%	6.8%
2024 Housing Units	274,692	404,956
Owner Occupied Housing Units	62.6%	62.8%
Renter Occupied Housing Units	30.6%	30.1%
Vacant Housing Units	6.8%	7.1%
2029 Housing Units	291,845	426,529
Owner Occupied Housing Units	63.1%	63.5%
Renter Occupied Housing Units	30.2%	29.5%
Vacant Housing Units	6.7%	7.0%

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: U.S. Census, Esri, Esri-Data Axle, Esri-U.S. BLS

	30 minutes	60 minutes
2024 Households by Income		
Household Income Base	256,063	376,196
<\$15,000	5.7%	6.2%
\$15,000 - \$24,999	5.4%	5.9%
\$25,000 - \$34,999	5.1%	5.5%
\$35,000 - \$49,999	11.3%	11.4%
\$50,000 - \$74,999	15.6%	15.9%
\$75,000 - \$99,999	12.3%	12.6%
\$100,000 - \$149,999	19.0%	19.3%
\$150,000 - \$199,999	12.8%	11.6%
\$200,000+	12.8%	11.5%
Average Household Income	\$117,582	\$112,155
2029 Households by Income		
Household Income Base	272,190	396,461
<\$15,000	4.9%	5.4%
\$15,000 - \$24,999	4.2%	4.6%
\$25,000 - \$34,999	4.1%	4.5%
\$35,000 - \$49,999	9.7%	9.8%
\$50,000 - \$74,999	14.2%	14.6%
\$75,000 - \$99,999	11.5%	12.0%
\$100,000 - \$149,999	19.9%	20.4%
\$150,000 - \$199,999	16.5%	15.1%
\$200,000+	15.1%	13.6%
Average Household Income	\$134,562	\$128,675
2024 Owner Occupied Housing Units by Value		
Total	171,861	254,108
<\$50,000	2.8%	3.3%
\$50,000 - \$99,999	3.3%	4.8%
\$100,000 - \$149,999	6.1%	8.1%
\$150,000 - \$199,999	12.4%	13.4%
\$200,000 - \$249,999	12.6%	13.2%
\$250,000 - \$299,999	14.2%	13.0%
\$300,000 - \$399,999	25.1%	21.7%
\$400,000 - \$499,999	10.9%	10.6%
\$500,000 - \$749,999	9.4%	8.8%
\$750,000 - \$999,999	2.4%	2.2%
\$1,000,000 - \$1,499,999	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.2%	0.2%
\$2,000,000 +	0.2%	0.2%
Average Home Value	\$330,355	\$315,652
2029 Owner Occupied Housing Units by Value		
Total	184,058	270,693
<\$50,000	2.5%	3.1%
\$50,000 - \$99,999	3.0%	4.4%
\$100,000 - \$149,999	5.6%	7.4%
\$150,000 - \$199,999	11.4%	12.3%
\$200,000 - \$249,999	11.6%	12.2%
\$250,000 - \$299,999	13.0%	12.1%
\$300,000 - \$399,999	26.7%	23.3%
\$400,000 - \$499,999	11.6%	11.4%
\$500,000 - \$749,999	10.8%	10.3%
\$750,000 - \$999,999	2.8%	2.5%
\$1,000,000 - \$1,499,999	0.6%	0.7%
\$1,500,000 - \$1,999,999	0.2%	0.2%
\$2,000,000 +	0.2%	0.2%
Average Home Value	\$344,696	\$331,095

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: U.S. Census, Esri, Esri-Data Axle, Esri-U.S. BLS

	30 minutes	60 minutes
Median Household Income		
2024	\$87,376	\$83,369
2029	\$102,304	\$97,601
Median Home Value		
2024	\$295,275	\$277,932
2029	\$310,780	\$293,992
Per Capita Income		
2024	\$46,964	\$44,706
2029	\$54,183	\$51,718
Median Age		
2010	34.6	34.9
2020	36.0	36.0
2024	36.3	36.4
2029	37.4	37.4
2020 Population by Age		
Total	604,817	901,324
0 - 4	6.6%	6.2%
5 - 9	7.1%	6.7%
10 - 14	7.2%	7.0%
15 - 24	13.0%	15.0%
25 - 34	14.7%	13.7%
35 - 44	14.0%	13.1%
45 - 54	12.0%	11.5%
55 - 64	11.5%	11.8%
65 - 74	8.4%	8.9%
75 - 84	3.9%	4.3%
85 +	1.6%	1.9%
18 +	75.0%	76.2%
2024 Population by Age		
Total	642,385	946,470
0 - 4	6.5%	6.2%
5 - 9	6.8%	6.5%
10 - 14	6.8%	6.5%
15 - 24	13.2%	15.2%
25 - 34	14.7%	13.7%
35 - 44	14.4%	13.5%
45 - 54	12.0%	11.5%
55 - 64	10.8%	11.0%
65 - 74	8.6%	9.1%
75 - 84	4.5%	4.9%
85 +	1.7%	1.9%
18 +	75.9%	77.0%
2029 Population by Age		
Total	677,134	988,717
0 - 4	6.4%	6.1%
5 - 9	6.3%	6.0%
10 - 14	6.6%	6.3%
15 - 24	13.0%	14.8%
25 - 34	14.2%	13.5%
35 - 44	14.4%	13.5%
45 - 54	12.4%	11.9%
55 - 64	10.3%	10.3%
65 - 74	9.1%	9.6%
75 - 84	5.5%	6.0%
85 +	1.9%	2.1%
18 +	76.9%	78.0%

Source: U.S. Census, Esri, Esri-Data Axle, Esri-U.S. BLS

	30 minutes	60 minutes
2020 Population by Sex		
Males	296,926	447,551
Females	307,891	453,773
2024 Population by Sex		
Males	320,056	476,574
Females	322,329	469,895
2029 Population by Sex		
Males	334,995	494,281
Females	342,141	494,434
2010 Population by Race/Ethnicity		
Total	508,723	787,762
White Alone	86.2%	88.7%
Black Alone	5.3%	3.9%
American Indian Alone	0.3%	0.3%
Asian Alone	3.3%	3.0%
Pacific Islander Alone	0.1%	0.0%
Some Other Race Alone	2.6%	2.2%
Two or More Races	2.3%	1.9%
Hispanic Origin	6.8%	5.9%
Diversity Index	34.6	29.8
2020 Population by Race/Ethnicity		
Total	604,817	901,324
White Alone	77.9%	80.9%
Black Alone	6.3%	4.9%
American Indian Alone	0.4%	0.4%
Asian Alone	4.9%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.4%	3.1%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.7%	7.8%
Diversity Index	47.9	43.1
2024 Population by Race/Ethnicity		
Total	642,386	946,469
White Alone	76.4%	79.6%
Black Alone	6.8%	5.2%
American Indian Alone	0.4%	0.4%
Asian Alone	5.1%	4.3%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.6%	3.4%
Two or More Races	7.6%	7.0%
Hispanic Origin	9.4%	8.5%
Diversity Index	50.4	45.6
2029 Population by Race/Ethnicity		
Total	677,135	988,714
White Alone	75.1%	78.3%
Black Alone	6.9%	5.4%
American Indian Alone	0.4%	0.4%
Asian Alone	5.5%	4.6%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.9%	3.7%
Two or More Races	8.1%	7.5%
Hispanic Origin	10.1%	9.2%
Diversity Index	52.6	47.9

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: U.S. Census, Esri, Esri-Data Axle, Esri-U.S. BLS

	30 minutes	60 minutes
2020 Population by Relationship and Household Type		
Total	604,817	901,324
In Households	98.2%	96.7%
Householder	39.6%	39.5%
Opposite-Sex Spouse	18.7%	18.9%
Same-Sex Spouse	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.8%	2.7%
Same-Sex Unmarried Partner	0.2%	0.1%
Biological Child	27.8%	26.4%
Adopted Child	0.8%	0.8%
Stepchild	1.1%	1.1%
Grandchild	1.3%	1.2%
Brother or Sister	0.9%	0.8%
Parent	0.8%	0.7%
Parent-in-law	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.2%
Other Relatives	0.8%	0.7%
Foster Child	0.1%	0.1%
Other Nonrelatives	2.7%	3.1%
In Group Quarters	1.8%	3.3%
Institutionalized	0.9%	1.1%
Noninstitutionalized	0.9%	2.1%
2024 Population 25+ by Educational Attainment		
Total	427,827	620,843
Less than 9th Grade	2.2%	2.1%
9th - 12th Grade, No Diploma	3.0%	3.1%
High School Graduate	19.0%	20.9%
GED/Alternative Credential	3.5%	3.5%
Some College, No Degree	16.2%	16.8%
Associate Degree	10.9%	11.3%
Bachelor's Degree	30.2%	28.1%
Graduate/Professional Degree	14.8%	14.3%
2024 Population 15+ by Marital Status		
Total	512,889	765,063
Never Married	32.6%	33.3%
Married	52.9%	52.4%
Widowed	4.8%	4.9%
Divorced	9.7%	9.4%
2024 Civilian Population 16+ in Labor Force		
Civilian Population 16+	359,769	515,263
Population 16+ Employed	97.3%	97.1%
Population 16+ Unemployment rate	2.7%	2.9%
Population 16-24 Employed	15.5%	17.2%
Population 16-24 Unemployment rate	4.6%	5.5%
Population 25-54 Employed	65.0%	62.5%
Population 25-54 Unemployment rate	2.4%	2.5%
Population 55-64 Employed	13.8%	14.4%
Population 55-64 Unemployment rate	2.1%	1.9%
Population 65+ Employed	5.7%	5.9%
Population 65+ Unemployment rate	2.2%	2.1%

	30 minutes	60 minutes
2024 Employed Population 16+ by Industry		
Total	349,968	500,312
Agriculture/Mining	1.0%	1.9%
Construction	6.1%	6.4%
Manufacturing	8.7%	10.1%
Wholesale Trade	2.2%	2.1%
Retail Trade	10.6%	10.4%
Transportation/Utilities	4.9%	4.9%
Information	1.8%	1.7%
Finance/Insurance/Real Estate	15.2%	12.8%
Services	45.6%	45.9%
Public Administration	3.9%	3.9%
2024 Employed Population 16+ by Occupation		
Total	349,968	500,313
White Collar	67.1%	65.1%
Management/Business/Financial	21.7%	20.4%
Professional	27.0%	26.7%
Sales	8.9%	8.6%
Administrative Support	9.6%	9.4%
Services	14.8%	15.0%
Blue Collar	18.1%	19.9%
Farming/Forestry/Fishing	0.2%	0.4%
Construction/Extraction	4.1%	4.2%
Installation/Maintenance/Repair	2.2%	2.6%
Production	4.7%	5.4%
Transportation/Material Moving	6.9%	7.2%
2020 Households by Type		
Total	239,681	355,987
Married Couple Households	47.8%	48.4%
With Own Children <18	21.2%	20.4%
Without Own Children <18	26.6%	28.0%
Cohabiting Couple Households	7.5%	7.1%
With Own Children <18	2.3%	2.2%
Without Own Children <18	5.2%	5.0%
Male Householder, No Spouse/Partner	18.8%	19.3%
Living Alone	13.3%	13.5%
65 Years and over	3.1%	3.3%
With Own Children <18	1.7%	1.7%
Without Own Children <18, With Relatives	2.1%	2.0%
No Relatives Present	1.7%	2.1%
Female Householder, No Spouse/Partner	25.9%	25.2%
Living Alone	15.8%	15.6%
65 Years and over	6.8%	7.1%
With Own Children <18	4.9%	4.4%
Without Own Children <18, With Relatives	4.0%	3.7%
No Relatives Present	1.2%	1.4%
2020 Households by Size		
Total	239,681	355,987
1 Person Household	29.1%	29.1%
2 Person Household	33.4%	34.5%
3 Person Household	14.4%	14.1%
4 Person Household	13.4%	12.9%
5 Person Household	6.2%	6.0%
6 Person Household	2.3%	2.2%
7 + Person Household	1.2%	1.1%

	30 minutes	60 minutes
2020 Households by Tenure and Mortgage Status		
Total	239,681	355,987
Owner Occupied	66.8%	67.2%
Owned with a Mortgage/Loan	49.8%	47.8%
Owned Free and Clear	17.0%	19.4%
Renter Occupied	33.2%	32.8%
2024 Affordability, Mortgage and Wealth		
Housing Affordability Index	105	107
Percent of Income for Mortgage	21.2%	20.9%
Wealth Index	99	96
2020 Housing Units By Urban/ Rural Status		
Total	255,983	381,725
Urban Housing Units	93.2%	81.9%
Rural Housing Units	6.8%	18.1%
2020 Population By Urban/ Rural Status		
Total	604,817	901,324
Urban Population	92.3%	81.0%
Rural Population	7.7%	19.0%

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: U.S. Census, Esri, Esri-Data Axle, Esri-U.S. BLS

	30 minutes	60 minutes
Top 3 Tapestry Segments		
1.	Boomburbs (1C)	Workday Drive (4A)
2.	Workday Drive (4A)	Rustbelt Traditions (5D)
3.	Rustbelt Traditions (5D)	Boomburbs (1C)
2024 Consumer Spending		
Apparel & Services: Total \$	\$651,073,599	\$904,302,254
Average Spent	\$2,542.63	\$2,403.81
Spending Potential Index	107	101
Education: Total \$	\$456,237,766	\$645,370,698
Average Spent	\$1,781.74	\$1,715.52
Spending Potential Index	103	99
Entertainment/Recreation: Total \$	\$1,091,275,843	\$1,543,871,241
Average Spent	\$4,261.75	\$4,103.90
Spending Potential Index	104	100
Food at Home: Total \$	\$1,932,921,049	\$2,724,889,789
Average Spent	\$7,548.62	\$7,243.27
Spending Potential Index	103	99
Food Away from Home: Total \$	\$1,069,548,344	\$1,483,491,248
Average Spent	\$4,176.90	\$3,943.40
Spending Potential Index	107	101
Health Care: Total \$	\$2,044,247,571	\$2,945,323,187
Average Spent	\$7,983.38	\$7,829.23
Spending Potential Index	104	102
HH Furnishings & Equipment: Total \$	\$854,023,384	\$1,201,407,552
Average Spent	\$3,335.21	\$3,193.57
Spending Potential Index	105	101
Personal Care Products & Services: Total \$	\$266,173,763	\$369,087,853
Average Spent	\$1,039.49	\$981.11
Spending Potential Index	104	99
Shelter: Total \$	\$7,032,950,945	\$9,778,459,220
Average Spent	\$27,465.71	\$25,992.99
Spending Potential Index	103	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$935,758,932	\$1,320,227,262
Average Spent	\$3,654.41	\$3,509.41
Spending Potential Index	104	100
Travel: Total \$	\$801,764,769	\$1,123,258,094
Average Spent	\$3,131.12	\$2,985.83
Spending Potential Index	103	98
Vehicle Maintenance & Repairs: Total \$	\$401,658,171	\$569,156,196
Average Spent	\$1,568.59	\$1,512.92
Spending Potential Index	106	102

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: U.S. Census, Esri, Esri-Data Axle, Esri-U.S. BLS

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Boomburbs (1C)	10.5%	Population	642,385	677,135
Workday Drive (4A)	8.8%	Households	256,063	272,190
Rustbelt Traditions (5D)	8.8%	Families	157,635	166,243
Up and Coming Families (7A)	6.3%	Median Age	36.3	37.4
Middleburg (4C)	6.2%	Median Household Income	\$87,376	\$102,304
			2024	2029
		Consumer Spending		Projected Spending Growth
Apparel and Services			\$651,073,599	\$792,371,153
Men's			\$121,242,310	\$147,480,088
Women's			\$215,056,985	\$261,675,734
Children's			\$105,750,480	\$128,817,609
Footwear			\$137,146,600	\$167,011,195
Watches & Jewelry			\$58,581,155	\$71,217,102
Apparel Products and Services (1)			\$13,296,069	\$16,169,424
Computer				
Computers and Hardware for Home Use			\$73,896,204	\$89,990,125
Portable Memory			\$1,089,194	\$1,325,481
Computer Software			\$4,148,229	\$5,050,572
Computer Accessories			\$6,155,414	\$7,491,491
Entertainment & Recreation			\$1,091,275,843	\$1,327,264,986
Fees and Admissions			\$223,830,588	\$272,301,094
Membership Fees for Clubs (2)			\$82,241,259	\$99,959,812
Fees for Participant Sports, excl. Trips			\$36,544,064	\$44,444,689
Tickets to Theatre/Operas/Concerts			\$20,074,233	\$24,422,251
Tickets to Movies			\$6,977,793	\$8,509,055
Tickets to Parks or Museums			\$10,358,450	\$12,627,224
Admission to Sporting Events, excl. Trips			\$22,818,990	\$27,699,215
Fees for Recreational Lessons			\$44,598,866	\$54,374,994
Dating Services			\$216,932	\$263,854
TV/Video/Audio			\$354,451,001	\$430,862,269
Cable and Satellite Television Services			\$193,638,436	\$235,102,151
Televisions			\$42,257,357	\$51,409,919
Satellite Dishes			\$334,797	\$406,068
VCRs, Video Cameras, and DVD Players			\$1,298,878	\$1,582,288
Miscellaneous Video Equipment			\$7,022,468	\$8,562,662
Video Cassettes and DVDs			\$1,495,082	\$1,820,393
Video Game Hardware/Accessories			\$13,651,668	\$16,631,989
Video Game Software			\$5,985,404	\$7,291,394
Rental/Streaming/Downloaded Video			\$49,179,140	\$59,865,321
Installation of Televisions			\$458,420	\$555,647
Audio (3)			\$38,725,867	\$47,143,783
Rental and Repair of TV/Radio/Sound Equipment			\$403,484	\$490,652
Pets			\$263,240,017	\$320,034,227
Toys/Games/Crafts/Hobbies (4)			\$49,330,572	\$59,989,347
Recreational Vehicles and Fees (5)			\$51,007,830	\$62,030,775
Sports/Recreation/Exercise Equipment (6)			\$86,514,700	\$105,552,670
Photo Equipment and Supplies (7)			\$16,324,495	\$19,852,159
Reading (8)			\$35,660,739	\$43,364,245
Catered Affairs (9)			\$10,915,902	\$13,278,201
Food			\$3,002,469,392	\$3,652,917,926
Food at Home			\$1,932,921,049	\$2,350,919,056
Bakery and Cereal Products			\$247,509,855	\$300,961,430
Meats, Poultry, Fish, and Eggs			\$415,946,540	\$505,951,956
Dairy Products			\$181,870,309	\$221,188,802
Fruits and Vegetables			\$377,173,841	\$458,795,417
Snacks and Other Food at Home (10)			\$710,420,504	\$864,021,452
Food Away from Home			\$1,069,548,344	\$1,301,998,870
Alcoholic Beverages			\$173,278,955	\$210,787,010

Source: Esri, Esri-U.S. BLS

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$11,390,428,692	\$13,815,933,349	\$2,425,504,657
Value of Retirement Plans	\$42,160,140,294	\$51,156,578,699	\$8,996,438,405
Value of Other Financial Assets	\$2,377,488,972	\$2,887,929,047	\$510,440,075
Vehicle Loan Amount excluding Interest	\$993,689,635	\$1,210,179,757	\$216,490,122
Value of Credit Card Debt	\$776,250,993	\$943,848,635	\$167,597,642
Health			
Nonprescription Drugs	\$48,686,928	\$59,204,367	\$10,517,439
Prescription Drugs	\$114,652,730	\$138,932,897	\$24,280,167
Eyeglasses and Contact Lenses	\$33,121,306	\$40,214,723	\$7,093,417
Home			
Mortgage Payment and Basics (11)	\$3,559,896,929	\$4,326,976,537	\$767,079,608
Maintenance and Remodeling Services	\$1,209,697,647	\$1,470,082,396	\$260,384,749
Maintenance and Remodeling Materials (12)	\$237,252,007	\$288,109,385	\$50,857,378
Utilities, Fuel, and Public Services	\$1,587,023,749	\$1,928,535,563	\$341,511,814
Household Furnishings and Equipment			
Household Textiles (13)	\$35,250,626	\$42,884,743	\$7,634,117
Furniture	\$271,180,622	\$329,863,418	\$58,682,796
Rugs	\$11,700,613	\$14,215,664	\$2,515,051
Major Appliances (14)	\$155,393,317	\$188,845,455	\$33,452,138
Housewares (15)	\$28,331,861	\$34,472,263	\$6,140,402
Small Appliances	\$21,224,356	\$25,837,574	\$4,613,218
Luggage	\$5,578,144	\$6,788,219	\$1,210,075
Telephones and Accessories	\$27,555,133	\$33,492,848	\$5,937,715
Household Operations			
Child Care	\$154,282,290	\$187,918,275	\$33,635,985
Lawn and Garden (16)	\$181,506,729	\$220,464,829	\$38,958,100
Moving/Storage/Freight Express	\$31,305,933	\$38,103,667	\$6,797,734
Housekeeping Supplies (17)	\$240,490,532	\$292,492,595	\$52,002,063
Insurance			
Owners and Renters Insurance	\$224,407,241	\$272,480,699	\$48,073,458
Vehicle Insurance	\$573,579,342	\$697,894,402	\$124,315,060
Life/Other Insurance	\$179,369,005	\$217,936,783	\$38,567,778
Health Insurance	\$1,325,800,396	\$1,610,384,198	\$284,583,802
Personal Care Products (18)	\$150,413,768	\$183,023,986	\$32,610,218
School Books (19)	\$11,747,266	\$14,295,681	2,548,415
Smoking Products	\$126,899,231	\$154,052,747	\$27,153,516
Transportation			
Payments on Vehicles excluding Leases	\$850,334,593	\$1,034,204,718	\$183,870,125
Gasoline and Motor Oil	\$890,521,190	\$1,083,242,929	\$192,721,739
Vehicle Maintenance and Repairs	\$401,658,171	\$488,490,189	\$86,832,018
Travel			
Airline Fares	\$165,596,233	\$201,729,640	\$36,133,407
Lodging on Trips	\$257,113,352	\$312,721,363	\$55,608,011
Auto/Truck Rental on Trips	\$31,929,065	\$38,849,063	\$6,919,998
Food and Drink on Trips	\$197,468,999	\$240,274,864	\$42,805,865

Source: Esri, Esri-U.S. BLS

- (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** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

Source: Esri, Esri-U.S. BLS

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Workday Drive (4A)	7.7%	Population	946,469	988,715
Rustbelt Traditions (5D)	7.6%	Households	376,196	396,461
Boomburbs (1C)	7.2%	Families	229,969	240,466
Middleburg (4C)	6.6%	Median Age	36.4	37.4
In Style (5B)	5.8%	Median Household Income	\$83,369	\$97,601
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$904,302,254	\$1,094,028,431	\$189,726,177
Men's		\$169,185,598	\$204,585,039	\$35,399,441
Women's		\$299,480,852	\$362,241,468	\$62,760,616
Children's		\$145,331,924	\$175,986,302	\$30,654,378
Footwear		\$189,933,854	\$229,895,149	\$39,961,295
Watches & Jewelry		\$81,748,693	\$98,809,782	\$17,061,089
Apparel Products and Services (1)		\$18,621,333	\$22,510,690	\$3,889,357
Computer				
Computers and Hardware for Home Use		\$102,506,497	\$124,081,255	\$21,574,758
Portable Memory		\$1,564,287	\$1,891,103	\$326,816
Computer Software		\$5,835,743	\$7,060,298	\$1,224,555
Computer Accessories		\$8,847,867	\$10,694,383	\$1,846,516
Entertainment & Recreation		\$1,543,871,241	\$1,865,978,636	\$322,107,395
Fees and Admissions		\$309,047,967	\$373,839,817	\$64,791,850
Membership Fees for Clubs (2)		\$114,830,778	\$138,773,833	\$23,943,055
Fees for Participant Sports, excl. Trips		\$50,543,526	\$61,125,103	\$10,581,577
Tickets to Theatre/Operas/Concerts		\$27,723,084	\$33,536,891	\$5,813,807
Tickets to Movies		\$9,468,446	\$11,480,051	\$2,011,605
Tickets to Parks or Museums		\$14,101,719	\$17,090,894	\$2,989,175
Admission to Sporting Events, excl. Trips		\$32,655,009	\$39,406,182	\$6,751,173
Fees for Recreational Lessons		\$59,426,543	\$72,065,363	\$12,638,820
Dating Services		\$298,863	\$361,499	\$62,636
TV/Video/Audio		\$504,209,875	\$609,076,299	\$104,866,424
Cable and Satellite Television Services		\$280,133,482	\$337,946,936	\$57,813,454
Televisions		\$59,016,653	\$71,370,581	\$12,353,928
Satellite Dishes		\$480,938	\$579,985	\$99,047
VCRs, Video Cameras, and DVD Players		\$1,815,149	\$2,197,307	\$382,158
Miscellaneous Video Equipment		\$9,120,681	\$11,069,376	\$1,948,695
Video Cassettes and DVDs		\$2,101,635	\$2,542,640	\$441,005
Video Game Hardware/Accessories		\$19,005,848	\$23,012,190	\$4,006,342
Video Game Software		\$8,410,574	\$10,181,218	\$1,770,644
Rental/Streaming/Downloaded Video		\$68,769,963	\$83,205,567	\$14,435,604
Installation of Televisions		\$635,077	\$766,223	\$131,146
Audio (3)		\$54,161,394	\$65,528,933	\$11,367,539
Rental and Repair of TV/Radio/Sound Equipment		\$558,480	\$675,343	\$116,863
Pets		\$376,927,445	\$455,283,072	\$78,355,627
Toys/Games/Crafts/Hobbies (4)		\$71,396,088	\$86,237,425	\$14,841,337
Recreational Vehicles and Fees (5)		\$74,055,628	\$89,437,992	\$15,382,364
Sports/Recreation/Exercise Equipment (6)		\$119,031,815	\$144,302,029	\$25,270,214
Photo Equipment and Supplies (7)		\$22,921,438	\$27,708,418	\$4,786,980
Reading (8)		\$50,579,120	\$61,119,545	\$10,540,425
Catered Affairs (9)		\$15,701,864	\$18,974,038	\$3,272,174
Food		\$4,208,381,038	\$5,088,781,757	\$880,400,719
Food at Home		\$2,724,889,789	\$3,293,660,059	\$568,770,270
Bakery and Cereal Products		\$349,827,972	\$422,744,530	\$72,916,558
Meats, Poultry, Fish, and Eggs		\$585,175,926	\$707,405,349	\$122,229,423
Dairy Products		\$257,514,027	\$311,217,381	\$53,703,354
Fruits and Vegetables		\$529,818,554	\$640,521,335	\$110,702,781
Snacks and Other Food at Home (10)		\$1,002,553,310	\$1,211,771,463	\$209,218,153
Food Away from Home		\$1,483,491,248	\$1,795,121,698	\$311,630,450
Alcoholic Beverages		\$242,619,299	\$293,370,224	\$50,750,925

Source: Esri, Esri-U.S. BLS

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$16,235,758,956	\$19,581,083,079	\$3,345,324,123
Value of Retirement Plans	\$60,056,731,338	\$72,453,276,653	\$12,396,545,315
Value of Other Financial Assets	\$3,362,612,289	\$4,060,554,524	\$697,942,235
Vehicle Loan Amount excluding Interest	\$1,388,825,260	\$1,680,742,845	\$291,917,585
Value of Credit Card Debt	\$1,086,738,941	\$1,313,559,505	\$226,820,564
Health			
Nonprescription Drugs	\$68,915,607	\$83,279,263	\$14,363,656
Prescription Drugs	\$169,912,082	\$204,610,946	\$34,698,864
Eyeglasses and Contact Lenses	\$48,252,872	\$58,208,639	\$9,955,767
Home			
Mortgage Payment and Basics (11)	\$4,963,013,186	\$5,997,676,170	\$1,034,662,984
Maintenance and Remodeling Services	\$1,715,560,096	\$2,072,071,939	\$356,511,843
Maintenance and Remodeling Materials (12)	\$342,448,546	\$413,233,720	\$70,785,174
Utilities, Fuel, and Public Services	\$2,269,181,935	\$2,740,142,922	\$470,960,987
Household Furnishings and Equipment			
Household Textiles (13)	\$49,442,658	\$59,784,358	\$10,341,700
Furniture	\$381,154,765	\$460,814,889	\$79,660,124
Rugs	\$16,395,051	\$19,805,698	\$3,410,647
Major Appliances (14)	\$220,484,247	\$266,307,074	\$45,822,827
Housewares (15)	\$39,835,343	\$48,168,296	\$8,332,953
Small Appliances	\$29,836,454	\$36,092,242	\$6,255,788
Luggage	\$7,680,254	\$9,293,812	\$1,613,558
Telephones and Accessories	\$39,483,569	\$47,693,470	\$8,209,901
Household Operations			
Child Care	\$209,473,263	\$253,724,899	\$44,251,636
Lawn and Garden (16)	\$261,389,091	\$315,467,691	\$54,078,600
Moving/Storage/Freight Express	\$43,288,781	\$52,383,150	\$9,094,369
Housekeeping Supplies (17)	\$339,220,901	\$410,006,850	\$70,785,949
Insurance			
Owners and Renters Insurance	\$320,880,730	\$387,264,510	\$66,383,780
Vehicle Insurance	\$807,240,728	\$976,063,894	\$168,823,166
Life/Other Insurance	\$254,944,645	\$307,862,793	\$52,918,148
Health Insurance	\$1,906,118,001	\$2,300,654,871	\$394,536,870
Personal Care Products (18)	\$210,254,126	\$254,285,036	\$44,030,910
School Books (19)	\$16,649,333	\$20,135,134	3,485,801
Smoking Products	\$187,265,073	\$225,819,655	\$38,554,582
Transportation			
Payments on Vehicles excluding Leases	\$1,207,467,620	\$1,459,262,206	\$251,794,586
Gasoline and Motor Oil	\$1,271,372,948	\$1,536,391,800	\$265,018,852
Vehicle Maintenance and Repairs	\$569,156,196	\$687,868,022	\$118,711,826
Travel			
Airline Fares	\$227,433,694	\$275,419,383	\$47,985,689
Lodging on Trips	\$361,922,671	\$437,489,376	\$75,566,705
Auto/Truck Rental on Trips	\$44,339,977	\$53,635,912	\$9,295,935
Food and Drink on Trips	\$277,939,134	\$336,079,077	\$58,139,943

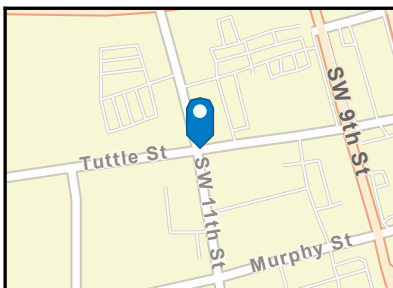
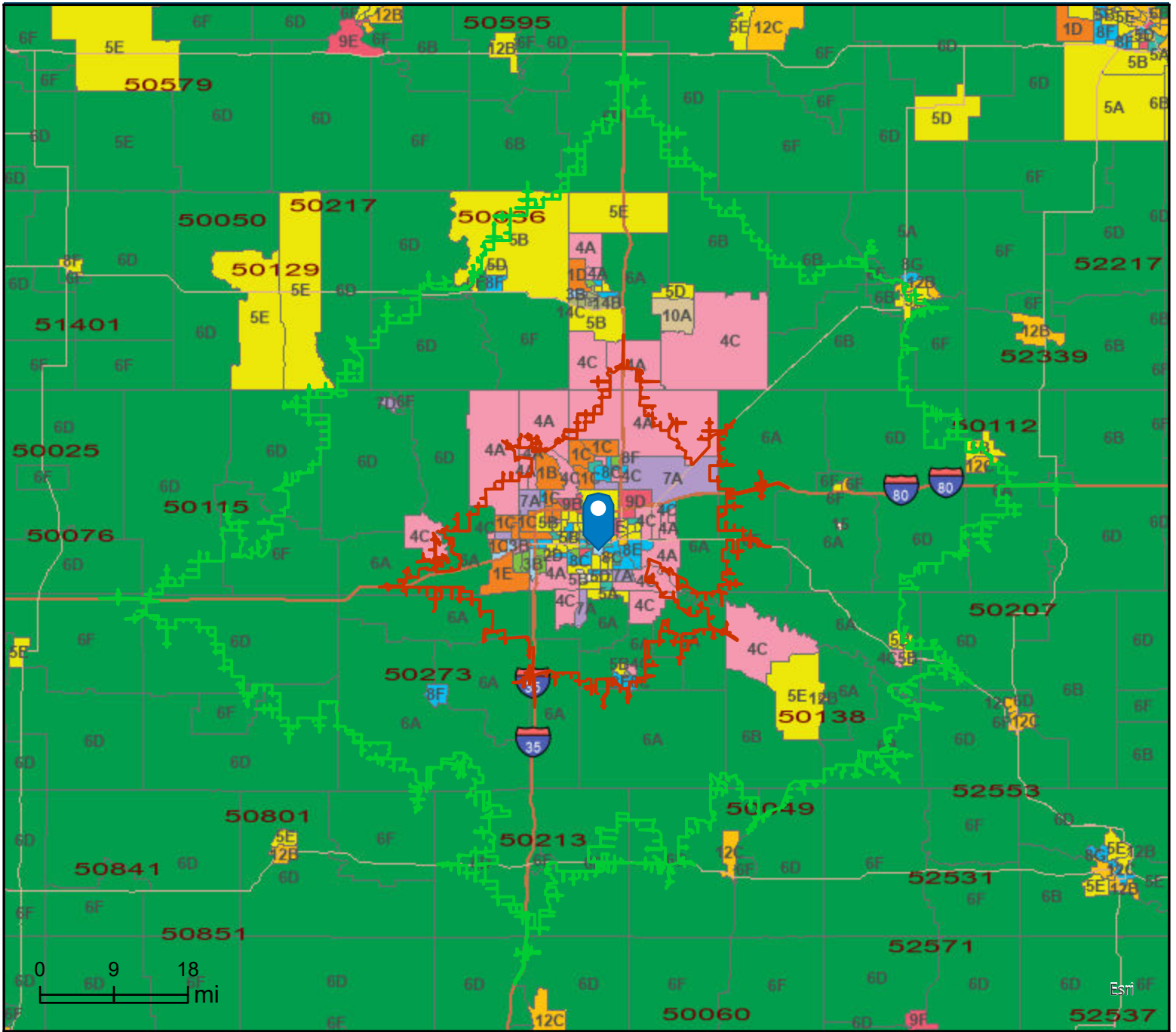
Source: Esri, Esri-U.S. BLS

- (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** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

Source: Esri, Esri-U.S. BLS

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

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



Tapestry LifeMode

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



Source: Esri



Dominant Tapestry Map

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

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

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

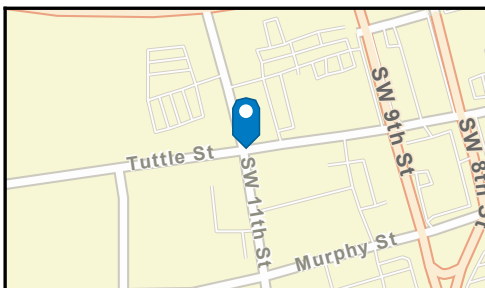
- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- Segment 3B (Metro Renters)
- Segment 3C (Trendsetters)
- Segment 4A (Workday Drive)
- Segment 4B (Home Improvement)
- Segment 4C (Middleburg)
- Segment 5A (Comfortable Empty Nesters)
- Segment 5B (In Style)
- Segment 5C (Parks and Rec)
- Segment 5D (Rustbelt Traditions)
- Segment 5E (Midlife Constants)
- Segment 6A (Green Acres)
- Segment 6B (Salt of the Earth)
- Segment 6C (The Great Outdoors)
- Segment 6D (Prairie Living)
- Segment 6E (Rural Resort Dwellers)
- Segment 6F (Heartland Communities)
- Segment 7A (Up and Coming Families)
- Segment 7B (Urban Villages)
- Segment 7C (Urban Edge Families)
- Segment 7D (Forging Opportunity)
- Segment 7E (Farm to Table)
- Segment 7F (Southwestern Families)
- Segment 8A (City Lights)
- Segment 8B (Emerald City)
- Segment 8C (Bright Young Professionals)
- Segment 8D (Downtown Melting Pot)
- Segment 8E (Front Porches)
- Segment 8F (Old and Newcomers)
- Segment 8G (Hometown Heritage)
- Segment 9A (Silver & Gold)
- Segment 9B (Golden Years)
- Segment 9C (The Elders)
- Segment 9D (Senior Escapes)
- Segment 9E (Retirement Communities)
- Segment 9F (Social Security Set)
- Segment 10A (Southern Satellites)
- Segment 10B (Rooted Rural)
- Segment 10C (Economic BedRock)
- Segment 10D (Down the Road)
- Segment 10E (Rural Bypasses)
- Segment 11A (City Strivers)
- Segment 11B (Young and Restless)
- Segment 11C (Metro Fusion)
- Segment 11D (Set to Impress)
- Segment 11E (City Commons)
- Segment 12A (Family Foundations)
- Segment 12B (Traditional Living)
- Segment 12C (Small Town Sincerity)
- Segment 12D (Modest Income Homes)
- Segment 13A (Diverse Convergence)
- Segment 13B (Family Extensions)
- Segment 13C (NeWest Residents)
- Segment 13D (Fresh Ambitions)
- Segment 13E (High Rise Renters)
- Segment 14A (Military Proximity)
- Segment 14B (College Towns)
- Segment 14C (Dorms to Diplomas)
- Segment 15 (Unclassified)

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

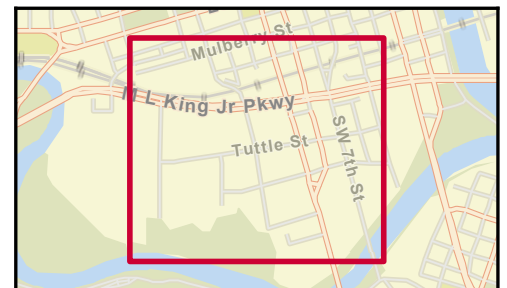
Prepared by Greater Des Moines Partnership
 Latitude: 41.57903
 Longitude: -93.62868



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



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2023 Kalibrate Technologies (Q2 2023).



Business Summary For Downtown Retail

Gray's Lake Area

Prepared by Greater Des Moines Partnership



Data for all businesses in area	30 minutes				60 minutes			
	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Businesses:	22,816		33,535					
Total Employees:	394,964		530,172					
Total Population:	642,385		946,469					
Employee/Population Ratio (per 100 Residents)	61		56					
by SIC Codes								
Agriculture & Mining	449	2.0%	3,378	0.9%	935	2.8%	6,385	1.2%
Construction	1,444	6.3%	16,233	4.1%	2,169	6.5%	21,693	4.1%
Manufacturing	586	2.6%	23,086	5.8%	944	2.8%	33,922	6.4%
Transportation	532	2.3%	9,676	2.4%	894	2.7%	12,840	2.4%
Communication	172	0.8%	2,515	0.6%	280	0.8%	3,285	0.6%
Utility	71	0.3%	1,340	0.3%	124	0.4%	1,933	0.4%
Wholesale Trade	722	3.2%	16,539	4.2%	1,053	3.1%	22,872	4.3%
Retail Trade Summary	4,148	18.2%	75,879	19.2%	6,020	18.0%	104,904	19.8%
Home Improvement	244	1.1%	4,873	1.2%	387	1.2%	11,123	2.1%
General Merchandise Stores	161	0.7%	7,068	1.8%	254	0.8%	10,002	1.9%
Food Stores	514	2.3%	13,329	3.4%	774	2.3%	18,046	3.4%
Auto Dealers & Gas Stations	403	1.8%	9,058	2.3%	651	1.9%	11,635	2.2%
Apparel & Accessory Stores	260	1.1%	2,367	0.6%	326	1.0%	2,793	0.5%
Furniture & Home Furnishings	221	1.0%	2,683	0.7%	325	1.0%	3,315	0.6%
Eating & Drinking Places	1,391	6.1%	24,238	6.1%	1,927	5.7%	32,790	6.2%
Miscellaneous Retail	955	4.2%	12,263	3.1%	1,377	4.1%	15,200	2.9%
Finance, Insurance, Real Estate Summary	2,637	11.6%	65,071	16.5%	3,602	10.7%	74,482	14.0%
Banks, Savings & Lending Institutions	489	2.1%	8,107	2.1%	714	2.1%	10,275	1.9%
Securities Brokers	456	2.0%	15,818	4.0%	587	1.8%	16,216	3.1%
Insurance Carriers & Agents	549	2.4%	18,680	4.7%	747	2.2%	23,263	4.4%
Real Estate, Holding, Other Investment Offices	1,142	5.0%	22,465	5.7%	1,554	4.6%	24,727	4.7%
Services Summary	9,955	43.6%	155,029	39.3%	14,269	42.5%	211,557	39.9%
Hotels & Lodging	203	0.9%	4,134	1.0%	339	1.0%	5,860	1.1%
Automotive Services	550	2.4%	5,455	1.4%	826	2.5%	6,465	1.2%
Movies & Amusements	582	2.6%	7,822	2.0%	868	2.6%	10,532	2.0%
Health Services	2,093	9.2%	49,238	12.5%	2,668	8.0%	61,772	11.7%
Legal Services	522	2.3%	3,870	1.0%	672	2.0%	4,545	0.9%
Education Institutions & Libraries	493	2.2%	22,197	5.6%	886	2.6%	38,927	7.3%
Other Services	5,513	24.2%	62,314	15.8%	8,010	23.9%	83,455	15.7%
Government	732	3.2%	24,856	6.3%	1,354	4.0%	34,300	6.5%
Unclassified Establishments	1,368	6.0%	1,360	0.3%	1,891	5.6%	1,998	0.4%
Totals	22,816	100.0%	394,964	100.0%	33,535	100.0%	530,172	100.0%

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Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

October 09, 2024

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	124	0.5%	1,041	0.3%	411	1.2%	2,785	0.5%
Mining	12	0.1%	76	0.0%	19	0.1%	224	0.0%
Utilities	25	0.1%	631	0.2%	45	0.1%	853	0.2%
Construction	1,563	6.9%	17,974	4.6%	2,325	6.9%	23,709	4.5%
Manufacturing	621	2.7%	18,899	4.8%	997	3.0%	29,524	5.6%
Wholesale Trade	715	3.1%	16,461	4.2%	1,044	3.1%	22,737	4.3%
Retail Trade	2,640	11.6%	50,667	12.8%	3,918	11.7%	70,783	13.4%
Motor Vehicle & Parts Dealers	370	1.6%	8,677	2.2%	575	1.7%	10,647	2.0%
Furniture & Home Furnishings Stores	108	0.5%	1,082	0.3%	159	0.5%	1,368	0.3%
Electronics & Appliance Stores	62	0.3%	1,293	0.3%	91	0.3%	1,557	0.3%
Building Material & Garden Equipment & Supplies Dealers	240	1.1%	4,865	1.2%	383	1.1%	11,114	2.1%
Food & Beverage Stores	482	2.1%	14,267	3.6%	723	2.2%	18,837	3.6%
Health & Personal Care Stores	311	1.4%	3,804	1.0%	439	1.3%	4,850	0.9%
Gasoline Stations & Fuel Dealers	44	0.2%	495	0.1%	99	0.3%	1,159	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	301	1.3%	2,657	0.7%	381	1.1%	3,133	0.6%
Sporting Goods, Hobby, Book, & Music Stores	440	1.9%	5,181	1.3%	663	2.0%	6,738	1.3%
General Merchandise Stores	281	1.2%	8,346	2.1%	407	1.2%	11,379	2.1%
Transportation & Warehousing	434	1.9%	8,849	2.2%	733	2.2%	11,804	2.2%
Information	434	1.9%	10,103	2.6%	700	2.1%	12,639	2.4%
Finance & Insurance	1,533	6.7%	43,086	10.9%	2,080	6.2%	50,212	9.5%
Central Bank/Credit Intermediation & Related Activities	482	2.1%	8,028	2.0%	699	2.1%	10,167	1.9%
Securities & Commodity Contracts	493	2.2%	15,992	4.0%	625	1.9%	16,396	3.1%
Funds, Trusts & Other Financial Vehicles	558	2.4%	19,066	4.8%	756	2.3%	23,649	4.5%
Real Estate, Rental & Leasing	1,155	5.1%	10,792	2.7%	1,582	4.7%	13,018	2.5%
Professional, Scientific & Tech Services	2,172	9.5%	26,648	6.7%	2,959	8.8%	33,729	6.4%
Legal Services	549	2.4%	4,083	1.0%	715	2.1%	4,819	0.9%
Management of Companies & Enterprises	84	0.4%	13,638	3.5%	110	0.3%	13,792	2.6%
Administrative, Support & Waste Management Services	743	3.3%	9,254	2.3%	1,011	3.0%	11,353	2.1%
Educational Services	576	2.5%	22,371	5.7%	957	2.9%	38,849	7.3%
Health Care & Social Assistance	2,707	11.9%	61,949	15.7%	3,585	10.7%	80,436	15.2%
Arts, Entertainment & Recreation	504	2.2%	7,715	2.0%	813	2.4%	10,495	2.0%
Accommodation & Food Services	1,636	7.2%	28,762	7.3%	2,318	6.9%	39,114	7.4%
Accommodation	203	0.9%	4,134	1.0%	339	1.0%	5,860	1.1%
Food Services & Drinking Places	1,434	6.3%	24,629	6.2%	1,979	5.9%	33,254	6.3%
Other Services (except Public Administration)	3,040	13.3%	19,803	5.0%	4,691	14.0%	27,789	5.2%
Automotive Repair & Maintenance	425	1.9%	3,027	0.8%	659	2.0%	3,856	0.7%
Public Administration	732	3.2%	24,890	6.3%	1,350	4.0%	34,336	6.5%
Unclassified Establishments	1,366	6.0%	1,353	0.3%	1,889	5.6%	1,991	0.4%
Total	22,816	100.0%	394,964	100.0%	33,535	100.0%	530,172	100.0%

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