

	30 minutes	60 minutes
Population		
2010 Population	517,279	802,537
2020 Population	615,388	915,828
2024 Population	653,602	960,854
2029 Population	688,775	1,002,958
2010-2020 Annual Rate	1.75%	1.33%
2020-2024 Annual Rate	1.43%	1.14%
2024-2029 Annual Rate	1.05%	0.86%
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 653,602. In 2020, the Census count in the area was 615,388. The rate of change since 2020 was 1.43% annually. The five-year projection for the population in the area is 688,775 representing a change of 1.05% 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	76.7%	79.4%
2024 Black Alone	6.7%	5.2%
2024 American Indian/Alaska Native Alone	0.4%	0.4%
2024 Asian Alone	5.0%	4.3%
2024 Pacific Islander Alone	0.1%	0.1%
2024 Other Race	3.6%	3.6%
2024 Two or More Races	7.5%	7.0%
2024 Hispanic Origin (Any Race)	9.3%	8.8%

Persons of Hispanic origin represent 9.3% 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 49.9 in the identified area, compared to 72.5 for the U.S. as a whole.

Households		
2024 Wealth Index	100	96
2010 Households	202,665	314,316
2020 Households	243,542	361,417
2024 Households	260,159	381,571
2029 Households	276,464	401,819
2010-2020 Annual Rate	1.85%	1.41%
2020-2024 Annual Rate	1.57%	1.28%
2024-2029 Annual Rate	1.22%	1.04%
2024 Average Household Size	2.47	2.44

The household count in this area has changed from 243,542 in 2020 to 260,159 in the current year, a change of 1.57% annually. The five-year projection of households is 276,464, a change of 1.22% 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 160,659 in the specified area.

	30 minutes	60 minutes
Mortgage Income		
2024 Percent of Income for Mortgage	21.1%	20.8%
Median Household Income		
2024 Median Household Income	\$87,937	\$83,035
2029 Median Household Income	\$102,815	\$97,041
2024-2029 Annual Rate	3.18%	3.17%
Average Household Income		
2024 Average Household Income	\$118,075	\$111,780
2029 Average Household Income	\$135,145	\$128,258
2024-2029 Annual Rate	2.74%	2.79%
Per Capita Income		
2024 Per Capita Income	\$47,084	\$44,508
2029 Per Capita Income	\$54,330	\$51,495
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 \$87,937 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$102,815 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$118,075 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$135,145 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$47,084 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$54,330 in five years, compared to \$51,203 for all U.S. households.

Housing

2024 Housing Affordability Index	105	108
2010 Total Housing Units	216,931	337,861
2010 Owner Occupied Housing Units	143,472	219,723
2010 Renter Occupied Housing Units	59,193	94,593
2010 Vacant Housing Units	14,266	23,545
2020 Total Housing Units	260,043	387,686
2020 Owner Occupied Housing Units	163,313	242,821
2020 Renter Occupied Housing Units	80,229	118,596
2020 Vacant Housing Units	16,503	26,340
2024 Total Housing Units	279,030	410,913
2024 Owner Occupied Housing Units	175,259	257,858
2024 Renter Occupied Housing Units	84,900	123,713
2024 Vacant Housing Units	18,871	29,342
2029 Total Housing Units	296,379	432,479
2029 Owner Occupied Housing Units	187,645	274,494
2029 Renter Occupied Housing Units	88,820	127,325
2029 Vacant Housing Units	19,915	30,660

Socioeconomic Status Index

2024 Socioeconomic Status Index	53.6	53.4
---------------------------------	------	------

Currently, 62.8% of the 279,030 housing units in the area are owner occupied; 30.4%, 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 260,043 housing units in the area and 6.3% vacant housing units. The annual rate of change in housing units since 2020 is 1.67%. Median home value in the area is \$296,066, 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 \$311,609.

	30 minutes	60 minutes
Population Summary		
2010 Total Population	517,279	802,537
2020 Total Population	615,388	915,828
2020 Group Quarters	10,960	30,059
2024 Total Population	653,602	960,854
2024 Group Quarters	10,996	30,084
2029 Total Population	688,775	1,002,958
2024-2029 Annual Rate	1.05%	0.86%
2024 Total Daytime Population	673,951	971,002
Workers	373,274	514,353
Residents	300,677	456,649
Household Summary		
2010 Households	202,665	314,316
2010 Average Household Size	2.50	2.47
2020 Total Households	243,542	361,417
2020 Average Household Size	2.48	2.45
2024 Households	260,159	381,571
2024 Average Household Size	2.47	2.44
2029 Households	276,464	401,819
2029 Average Household Size	2.45	2.42
2024-2029 Annual Rate	1.22%	1.04%
2010 Families	131,577	202,266
2010 Average Family Size	3.08	3.03
2024 Families	160,659	233,332
2024 Average Family Size	3.15	3.11
2029 Families	169,384	243,788
2029 Average Family Size	3.14	3.10
2024-2029 Annual Rate	1.06%	0.88%
Housing Unit Summary		
2000 Housing Units	178,415	287,970
Owner Occupied Housing Units	66.8%	66.5%
Renter Occupied Housing Units	28.5%	28.5%
Vacant Housing Units	4.7%	5.0%
2010 Housing Units	216,931	337,861
Owner Occupied Housing Units	66.1%	65.0%
Renter Occupied Housing Units	27.3%	28.0%
Vacant Housing Units	6.6%	7.0%
2020 Housing Units	260,043	387,686
Owner Occupied Housing Units	62.8%	62.6%
Renter Occupied Housing Units	30.9%	30.6%
Vacant Housing Units	6.3%	6.8%
2024 Housing Units	279,030	410,913
Owner Occupied Housing Units	62.8%	62.8%
Renter Occupied Housing Units	30.4%	30.1%
Vacant Housing Units	6.8%	7.1%
2029 Housing Units	296,379	432,479
Owner Occupied Housing Units	63.3%	63.5%
Renter Occupied Housing Units	30.0%	29.4%
Vacant Housing Units	6.7%	7.1%

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	260,159	381,571
<\$15,000	5.6%	6.2%
\$15,000 - \$24,999	5.4%	5.9%
\$25,000 - \$34,999	5.1%	5.6%
\$35,000 - \$49,999	11.2%	11.4%
\$50,000 - \$74,999	15.6%	16.0%
\$75,000 - \$99,999	12.3%	12.7%
\$100,000 - \$149,999	19.1%	19.3%
\$150,000 - \$199,999	12.9%	11.5%
\$200,000+	13.0%	11.4%
Average Household Income	\$118,075	\$111,780
2029 Households by Income		
Household Income Base	276,464	401,819
<\$15,000	4.9%	5.4%
\$15,000 - \$24,999	4.1%	4.6%
\$25,000 - \$34,999	4.1%	4.5%
\$35,000 - \$49,999	9.6%	9.8%
\$50,000 - \$74,999	14.1%	14.7%
\$75,000 - \$99,999	11.4%	12.1%
\$100,000 - \$149,999	19.9%	20.4%
\$150,000 - \$199,999	16.6%	15.0%
\$200,000+	15.2%	13.5%
Average Household Income	\$135,145	\$128,258
2024 Owner Occupied Housing Units by Value		
Total	175,250	257,817
<\$50,000	2.8%	3.4%
\$50,000 - \$99,999	3.3%	5.1%
\$100,000 - \$149,999	6.1%	8.2%
\$150,000 - \$199,999	12.4%	13.4%
\$200,000 - \$249,999	12.6%	13.1%
\$250,000 - \$299,999	14.0%	12.9%
\$300,000 - \$399,999	25.1%	21.5%
\$400,000 - \$499,999	11.1%	10.5%
\$500,000 - \$749,999	9.3%	8.7%
\$750,000 - \$999,999	2.4%	2.1%
\$1,000,000 - \$1,499,999	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.2%	0.2%
\$2,000,000 +	0.2%	0.2%
Average Home Value	\$330,881	\$313,889
2029 Owner Occupied Housing Units by Value		
Total	187,636	274,450
<\$50,000	2.5%	3.1%
\$50,000 - \$99,999	3.0%	4.6%
\$100,000 - \$149,999	5.6%	7.5%
\$150,000 - \$199,999	11.4%	12.4%
\$200,000 - \$249,999	11.6%	12.2%
\$250,000 - \$299,999	12.9%	12.0%
\$300,000 - \$399,999	26.7%	23.1%
\$400,000 - \$499,999	11.7%	11.3%
\$500,000 - \$749,999	10.8%	10.2%
\$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	\$345,222	\$329,378

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	\$87,937	\$83,035
2029	\$102,815	\$97,041
Median Home Value		
2024	\$296,066	\$276,098
2029	\$311,609	\$292,139
Per Capita Income		
2024	\$47,084	\$44,508
2029	\$54,330	\$51,495
Median Age		
2010	34.7	34.9
2020	36.0	36.0
2024	36.3	36.4
2029	37.4	37.4
2020 Population by Age		
Total	615,388	915,828
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	14.6%	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 +	74.9%	76.1%
2024 Population by Age		
Total	653,600	960,854
0 - 4	6.5%	6.2%
5 - 9	6.8%	6.5%
10 - 14	6.9%	6.6%
15 - 24	13.2%	15.2%
25 - 34	14.6%	13.7%
35 - 44	14.4%	13.5%
45 - 54	12.0%	11.4%
55 - 64	10.8%	11.0%
65 - 74	8.6%	9.2%
75 - 84	4.5%	4.9%
85 +	1.7%	1.9%
18 +	75.8%	76.9%
2029 Population by Age		
Total	688,775	1,002,957
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	14.1%	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	302,248	454,952
Females	313,140	460,876
2024 Population by Sex		
Males	325,814	484,016
Females	327,788	476,838
2029 Population by Sex		
Males	340,945	501,605
Females	347,830	501,353
2010 Population by Race/Ethnicity		
Total	517,280	802,538
White Alone	86.4%	88.6%
Black Alone	5.2%	3.9%
American Indian Alone	0.3%	0.3%
Asian Alone	3.3%	3.0%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	2.5%	2.2%
Two or More Races	2.2%	2.0%
Hispanic Origin	6.7%	6.1%
Diversity Index	34.2	30.2
2020 Population by Race/Ethnicity		
Total	615,388	915,828
White Alone	78.1%	80.7%
Black Alone	6.2%	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%	3.3%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.6%	8.1%
Diversity Index	47.5	43.7
2024 Population by Race/Ethnicity		
Total	653,602	960,853
White Alone	76.7%	79.4%
Black Alone	6.7%	5.2%
American Indian Alone	0.4%	0.4%
Asian Alone	5.0%	4.3%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.6%	3.6%
Two or More Races	7.5%	7.0%
Hispanic Origin	9.3%	8.8%
Diversity Index	49.9	46.2
2029 Population by Race/Ethnicity		
Total	688,774	1,002,958
White Alone	75.4%	78.1%
Black Alone	6.8%	5.3%
American Indian Alone	0.4%	0.4%
Asian Alone	5.4%	4.7%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.8%	3.8%
Two or More Races	8.1%	7.5%
Hispanic Origin	10.0%	9.5%
Diversity Index	52.1	48.4

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	615,388	915,828
In Households	98.2%	96.7%
Householder	39.6%	39.5%
Opposite-Sex Spouse	18.8%	18.9%
Same-Sex Spouse	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.8%	2.7%
Same-Sex Unmarried Partner	0.1%	0.1%
Biological Child	27.9%	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%	1.2%
Noninstitutionalized	0.9%	2.1%
2024 Population 25+ by Educational Attainment		
Total	434,980	630,191
Less than 9th Grade	2.2%	2.1%
9th - 12th Grade, No Diploma	3.0%	3.1%
High School Graduate	19.0%	21.0%
GED/Alternative Credential	3.5%	3.5%
Some College, No Degree	16.3%	16.8%
Associate Degree	10.9%	11.3%
Bachelor's Degree	30.3%	27.8%
Graduate/Professional Degree	14.8%	14.2%
2024 Population 15+ by Marital Status		
Total	521,497	776,525
Never Married	32.4%	33.3%
Married	53.2%	52.4%
Widowed	4.8%	4.9%
Divorced	9.6%	9.4%
2024 Civilian Population 16+ in Labor Force		
Civilian Population 16+	365,771	522,631
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%	5.6%
Population 25-54 Employed	65.0%	62.4%
Population 25-54 Unemployment rate	2.5%	2.5%
Population 55-64 Employed	13.8%	14.5%
Population 55-64 Unemployment rate	2.0%	2.0%
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	355,831	507,268
Agriculture/Mining	1.1%	1.9%
Construction	6.1%	6.4%
Manufacturing	8.7%	10.3%
Wholesale Trade	2.2%	2.1%
Retail Trade	10.6%	10.4%
Transportation/Utilities	4.9%	4.8%
Information	1.8%	1.7%
Finance/Insurance/Real Estate	15.2%	12.7%
Services	45.5%	45.8%
Public Administration	3.9%	3.9%
2024 Employed Population 16+ by Occupation		
Total	355,831	507,267
White Collar	67.2%	64.9%
Management/Business/Financial	21.8%	20.3%
Professional	26.9%	26.6%
Sales	8.9%	8.5%
Administrative Support	9.6%	9.4%
Services	14.7%	15.1%
Blue Collar	18.1%	20.1%
Farming/Forestry/Fishing	0.2%	0.4%
Construction/Extraction	4.1%	4.3%
Installation/Maintenance/Repair	2.2%	2.6%
Production	4.7%	5.6%
Transportation/Material Moving	6.9%	7.2%
2020 Households by Type		
Total	243,542	361,417
Married Couple Households	48.0%	48.4%
With Own Children <18	21.4%	20.4%
Without Own Children <18	26.7%	28.0%
Cohabiting Couple Households	7.4%	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	2.0%	2.0%
No Relatives Present	1.7%	2.1%
Female Householder, No Spouse/Partner	25.8%	25.2%
Living Alone	15.7%	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	243,542	361,417
1 Person Household	29.0%	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%	2.3%
7 + Person Household	1.2%	1.1%

	30 minutes	60 minutes
2020 Households by Tenure and Mortgage Status		
Total	243,542	361,417
Owner Occupied	67.1%	67.2%
Owned with a Mortgage/Loan	50.0%	47.7%
Owned Free and Clear	17.1%	19.5%
Renter Occupied	32.9%	32.8%
2024 Affordability, Mortgage and Wealth		
Housing Affordability Index	105	108
Percent of Income for Mortgage	21.1%	20.8%
Wealth Index	100	96
2020 Housing Units By Urban/ Rural Status		
Total	260,043	387,686
Urban Housing Units	92.1%	81.8%
Rural Housing Units	7.9%	18.2%
2020 Population By Urban/ Rural Status		
Total	615,388	915,828
Urban Population	91.1%	80.9%
Rural Population	8.9%	19.1%

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 \$	\$663,850,023	\$914,094,238
Average Spent	\$2,551.71	\$2,395.61
Spending Potential Index	107	101
Education: Total \$	\$465,388,907	\$651,901,934
Average Spent	\$1,788.86	\$1,708.47
Spending Potential Index	104	99
Entertainment/Recreation: Total \$	\$1,113,528,010	\$1,561,331,280
Average Spent	\$4,280.18	\$4,091.85
Spending Potential Index	105	100
Food at Home: Total \$	\$1,970,776,883	\$2,755,838,261
Average Spent	\$7,575.28	\$7,222.35
Spending Potential Index	104	99
Food Away from Home: Total \$	\$1,090,802,548	\$1,499,107,513
Average Spent	\$4,192.83	\$3,928.78
Spending Potential Index	108	101
Health Care: Total \$	\$2,086,217,333	\$2,981,876,732
Average Spent	\$8,019.01	\$7,814.74
Spending Potential Index	104	102
HH Furnishings & Equipment: Total \$	\$871,471,019	\$1,214,677,590
Average Spent	\$3,349.76	\$3,183.36
Spending Potential Index	106	101
Personal Care Products & Services: Total \$	\$271,403,372	\$372,928,177
Average Spent	\$1,043.22	\$977.35
Spending Potential Index	105	98
Shelter: Total \$	\$7,171,956,502	\$9,881,612,142
Average Spent	\$27,567.59	\$25,897.18
Spending Potential Index	103	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$955,571,284	\$1,335,032,545
Average Spent	\$3,673.03	\$3,498.78
Spending Potential Index	105	100
Travel: Total \$	\$818,279,490	\$1,135,198,055
Average Spent	\$3,145.31	\$2,975.06
Spending Potential Index	104	98
Vehicle Maintenance & Repairs: Total \$	\$409,664,161	\$575,760,708
Average Spent	\$1,574.67	\$1,508.92
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)	10.3%	Population	653,602	688,775
Workday Drive (4A)	9.5%	Households	260,159	276,464
Rustbelt Traditions (5D)	8.7%	Families	160,659	169,384
Middleburg (4C)	6.4%	Median Age	36.3	37.4
Up and Coming Families (7A)	6.2%	Median Household Income	\$87,937	\$102,815
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$663,850,023	\$807,805,506	\$143,955,483
Men's		\$123,656,219	\$150,394,452	\$26,738,233
Women's		\$219,256,906	\$266,749,296	\$47,492,390
Children's		\$107,843,449	\$131,348,331	\$23,504,882
Footwear		\$139,795,823	\$170,213,478	\$30,417,655
Watches & Jewelry		\$59,736,935	\$72,611,207	\$12,874,272
Apparel Products and Services (1)		\$13,560,692	\$16,488,742	\$2,928,050
Computer				
Computers and Hardware for Home Use		\$75,325,208	\$91,717,502	\$16,392,294
Portable Memory		\$1,108,861	\$1,349,238	\$240,377
Computer Software		\$4,223,751	\$5,141,837	\$918,086
Computer Accessories		\$6,274,305	\$7,635,089	\$1,360,784
Entertainment & Recreation		\$1,113,528,010	\$1,354,130,035	\$240,602,025
Fees and Admissions		\$228,512,357	\$277,953,796	\$49,441,439
Membership Fees for Clubs (2)		\$83,968,478	\$102,043,098	\$18,074,620
Fees for Participant Sports, excl. Trips		\$37,328,039	\$45,391,176	\$8,063,137
Tickets to Theatre/Operas/Concerts		\$20,479,373	\$24,911,517	\$4,432,144
Tickets to Movies		\$7,112,876	\$8,672,554	\$1,559,678
Tickets to Parks or Museums		\$10,574,238	\$12,888,283	\$2,314,045
Admission to Sporting Events, excl. Trips		\$23,307,486	\$28,287,632	\$4,980,146
Fees for Recreational Lessons		\$45,521,132	\$55,491,086	\$9,969,954
Dating Services		\$220,735	\$268,449	\$47,714
TV/Video/Audio		\$361,508,632	\$439,379,703	\$77,871,071
Cable and Satellite Television Services		\$197,518,387	\$239,779,981	\$42,261,594
Televisions		\$43,098,335	\$52,425,584	\$9,327,249
Satellite Dishes		\$341,090	\$413,649	\$72,559
VCRs, Video Cameras, and DVD Players		\$1,324,107	\$1,612,797	\$288,690
Miscellaneous Video Equipment		\$7,174,214	\$8,746,322	\$1,572,108
Video Cassettes and DVDs		\$1,523,055	\$1,854,211	\$331,156
Video Game Hardware/Accessories		\$13,906,889	\$16,940,561	\$3,033,672
Video Game Software		\$6,091,007	\$7,419,081	\$1,328,074
Rental/Streaming/Downloaded Video		\$50,158,664	\$61,048,778	\$10,890,114
Installation of Televisions		\$468,417	\$567,687	\$99,270
Audio (3)		\$39,492,591	\$48,070,270	\$8,577,679
Rental and Repair of TV/Radio/Sound Equipment		\$411,877	\$500,784	\$88,907
Pets		\$268,613,266	\$326,519,096	\$57,905,830
Toys/Games/Crafts/Hobbies (4)		\$50,309,530	\$61,170,911	\$10,861,381
Recreational Vehicles and Fees (5)		\$52,124,633	\$63,378,621	\$11,253,988
Sports/Recreation/Exercise Equipment (6)		\$88,319,297	\$107,737,518	\$19,418,221
Photo Equipment and Supplies (7)		\$16,647,791	\$20,242,326	\$3,594,535
Reading (8)		\$36,353,396	\$44,200,420	\$7,847,024
Catered Affairs (9)		\$11,139,109	\$13,547,643	\$2,408,534
Food		\$3,061,579,431	\$3,724,310,661	\$662,731,230
Food at Home		\$1,970,776,883	\$2,396,629,834	\$425,852,951
Bakery and Cereal Products		\$252,377,053	\$306,837,157	\$54,460,104
Meats, Poultry, Fish, and Eggs		\$424,009,964	\$515,690,099	\$91,680,135
Dairy Products		\$185,437,804	\$225,496,330	\$40,058,526
Fruits and Vegetables		\$384,527,659	\$467,676,337	\$83,148,678
Snacks and Other Food at Home (10)		\$724,424,404	\$880,929,911	\$156,505,507
Food Away from Home		\$1,090,802,548	\$1,327,680,826	\$236,878,278
Alcoholic Beverages		\$176,685,523	\$214,899,815	\$38,214,292

Source: Esri, Esri-U.S. BLS

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$11,634,341,667	\$14,109,728,001	\$2,475,386,334
Value of Retirement Plans	\$43,085,182,834	\$52,271,111,900	\$9,185,929,066
Value of Other Financial Assets	\$2,429,591,529	\$2,950,763,276	\$521,171,747
Vehicle Loan Amount excluding Interest	\$1,014,162,689	\$1,234,928,565	\$220,765,876
Value of Credit Card Debt	\$791,904,400	\$962,743,027	\$170,838,627
Health			
Nonprescription Drugs	\$49,679,802	\$60,402,954	\$10,723,152
Prescription Drugs	\$117,069,177	\$141,839,592	\$24,770,415
Eyeglasses and Contact Lenses	\$33,792,247	\$41,023,408	\$7,231,161
Home			
Mortgage Payment and Basics (11)	\$3,638,261,954	\$4,421,538,797	\$783,276,843
Maintenance and Remodeling Services	\$1,236,626,225	\$1,502,574,489	\$265,948,264
Maintenance and Remodeling Materials (12)	\$242,657,075	\$294,625,262	\$51,968,187
Utilities, Fuel, and Public Services	\$1,618,777,485	\$1,966,847,606	\$348,070,121
Household Furnishings and Equipment			
Household Textiles (13)	\$35,941,636	\$43,719,292	\$7,777,656
Furniture	\$276,781,084	\$336,625,154	\$59,844,070
Rugs	\$11,941,962	\$14,506,784	\$2,564,822
Major Appliances (14)	\$158,653,007	\$192,778,672	\$34,125,665
Housewares (15)	\$28,896,057	\$35,153,784	\$6,257,727
Small Appliances	\$21,621,471	\$26,317,489	\$4,696,018
Luggage	\$5,690,887	\$6,924,429	\$1,233,542
Telephones and Accessories	\$28,102,788	\$34,153,534	\$6,050,746
Household Operations			
Child Care	\$157,520,707	\$191,832,211	\$34,311,504
Lawn and Garden (16)	\$185,424,531	\$225,189,723	\$39,765,192
Moving/Storage/Freight Express	\$31,882,735	\$38,800,831	\$6,918,096
Housekeeping Supplies (17)	\$245,257,838	\$298,248,581	\$52,990,743
Insurance			
Owners and Renters Insurance	\$229,319,620	\$278,403,369	\$49,083,749
Vehicle Insurance	\$584,835,817	\$711,492,352	\$126,656,535
Life/Other Insurance	\$183,173,650	\$222,525,765	\$39,352,115
Health Insurance	\$1,353,034,407	\$1,643,227,096	\$290,192,689
Personal Care Products (18)	\$153,350,778	\$186,571,200	\$33,220,422
School Books (19)	\$11,973,096	\$14,568,515	2,595,419
Smoking Products	\$129,282,226	\$156,924,930	\$27,642,704
Transportation			
Payments on Vehicles excluding Leases	\$867,853,460	\$1,055,353,389	\$187,499,929
Gasoline and Motor Oil	\$908,231,290	\$1,104,629,580	\$196,398,290
Vehicle Maintenance and Repairs	\$409,664,161	\$498,156,183	\$88,492,022
Travel			
Airline Fares	\$168,939,227	\$205,771,701	\$36,832,474
Lodging on Trips	\$262,492,183	\$319,214,906	\$56,722,723
Auto/Truck Rental on Trips	\$32,582,658	\$39,638,294	\$7,055,636
Food and Drink on Trips	\$201,498,165	\$245,140,657	\$43,642,492

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)	7.6%	Population	960,854	1,002,958
Rustbelt Traditions (5D)	7.5%	Households	381,571	401,819
Boomburbs (1C)	7.1%	Families	233,332	243,788
Middleburg (4C)	6.6%	Median Age	36.4	37.4
In Style (5B)	5.8%	Median Household Income	\$83,035	\$97,041
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$914,094,238	\$1,105,136,399	\$191,042,161
Men's		\$171,007,896	\$206,652,494	\$35,644,598
Women's		\$302,735,521	\$365,933,880	\$63,198,359
Children's		\$146,939,464	\$177,809,743	\$30,870,279
Footwear		\$192,007,348	\$232,246,850	\$40,239,502
Watches & Jewelry		\$82,577,526	\$99,749,897	\$17,172,371
Apparel Products and Services (1)		\$18,826,483	\$22,743,535	\$3,917,052
Computer				
Computers and Hardware for Home Use		\$103,542,338	\$125,255,177	\$21,712,839
Portable Memory		\$1,581,024	\$1,910,085	\$329,061
Computer Software		\$5,900,434	\$7,133,683	\$1,233,249
Computer Accessories		\$8,952,124	\$10,812,750	\$1,860,626
Entertainment & Recreation		\$1,561,331,280	\$1,885,797,373	\$324,466,093
Fees and Admissions		\$312,115,271	\$377,316,670	\$65,201,399
Membership Fees for Clubs (2)		\$116,025,802	\$140,129,600	\$24,103,798
Fees for Participant Sports, excl. Trips		\$51,048,446	\$61,697,482	\$10,649,036
Tickets to Theatre/Operas/Concerts		\$27,990,519	\$33,839,908	\$5,849,389
Tickets to Movies		\$9,556,272	\$11,579,422	\$2,023,150
Tickets to Parks or Museums		\$14,232,496	\$17,238,904	\$3,006,408
Admission to Sporting Events, excl. Trips		\$33,031,152	\$39,833,567	\$6,802,415
Fees for Recreational Lessons		\$59,928,912	\$72,633,107	\$12,704,195
Dating Services		\$301,672	\$364,681	\$63,009
TV/Video/Audio		\$510,185,129	\$615,863,038	\$105,677,909
Cable and Satellite Television Services		\$283,693,553	\$341,994,233	\$58,300,680
Televisions		\$59,665,080	\$72,106,382	\$12,441,302
Satellite Dishes		\$488,235	\$588,294	\$100,059
VCRs, Video Cameras, and DVD Players		\$1,834,581	\$2,219,339	\$384,758
Miscellaneous Video Equipment		\$9,217,267	\$11,178,729	\$1,961,462
Video Cassettes and DVDs		\$2,124,207	\$2,568,237	\$444,030
Video Game Hardware/Accessories		\$19,204,861	\$23,237,864	\$4,033,003
Video Game Software		\$8,496,293	\$10,278,384	\$1,782,091
Rental/Streaming/Downloaded Video		\$69,529,905	\$84,067,707	\$14,537,802
Installation of Televisions		\$641,046	\$772,992	\$131,946
Audio (3)		\$54,725,654	\$66,168,763	\$11,443,109
Rental and Repair of TV/Radio/Sound Equipment		\$564,448	\$682,112	\$117,664
Pets		\$381,398,681	\$460,361,159	\$78,962,478
Toys/Games/Crafts/Hobbies (4)		\$72,275,015	\$87,235,887	\$14,960,872
Recreational Vehicles and Fees (5)		\$74,962,390	\$90,467,815	\$15,505,425
Sports/Recreation/Exercise Equipment (6)		\$120,206,968	\$145,632,658	\$25,425,690
Photo Equipment and Supplies (7)		\$23,163,922	\$27,983,466	\$4,819,544
Reading (8)		\$51,137,316	\$61,752,992	\$10,615,676
Catered Affairs (9)		\$15,886,587	\$19,183,688	\$3,297,101
Food		\$4,254,945,774	\$5,141,620,934	\$886,675,160
Food at Home		\$2,755,838,261	\$3,328,791,319	\$572,953,058
Bakery and Cereal Products		\$353,801,882	\$427,255,930	\$73,454,048
Meats, Poultry, Fish, and Eggs		\$591,886,578	\$715,023,300	\$123,136,722
Dairy Products		\$260,463,353	\$314,565,546	\$54,102,193
Fruits and Vegetables		\$535,696,652	\$647,191,980	\$111,495,328
Snacks and Other Food at Home (10)		\$1,013,989,795	\$1,224,754,563	\$210,764,768
Food Away from Home		\$1,499,107,513	\$1,812,829,616	\$313,722,103
Alcoholic Beverages		\$245,164,620	\$296,257,288	\$51,092,668

Source: Esri, Esri-U.S. BLS

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$16,411,236,677	\$19,780,335,686	\$3,369,099,009
Value of Retirement Plans	\$60,728,562,462	\$73,216,276,262	\$12,487,713,800
Value of Other Financial Assets	\$3,400,798,949	\$4,103,916,956	\$703,118,007
Vehicle Loan Amount excluding Interest	\$1,404,339,706	\$1,698,342,959	\$294,003,253
Value of Credit Card Debt	\$1,098,710,638	\$1,327,145,385	\$228,434,747
Health			
Nonprescription Drugs	\$69,711,480	\$84,182,894	\$14,471,414
Prescription Drugs	\$172,266,287	\$207,290,534	\$35,024,247
Eyeglasses and Contact Lenses	\$48,860,385	\$58,899,158	\$10,038,773
Home			
Mortgage Payment and Basics (11)	\$5,016,983,394	\$6,058,918,627	\$1,041,935,233
Maintenance and Remodeling Services	\$1,735,252,870	\$2,094,427,546	\$359,174,676
Maintenance and Remodeling Materials (12)	\$346,757,404	\$418,130,714	\$71,373,310
Utilities, Fuel, and Public Services	\$2,297,002,949	\$2,771,753,889	\$474,750,940
Household Furnishings and Equipment			
Household Textiles (13)	\$49,993,233	\$60,409,138	\$10,415,905
Furniture	\$385,364,909	\$465,592,683	\$80,227,774
Rugs	\$16,568,373	\$20,002,372	\$3,433,999
Major Appliances (14)	\$223,081,047	\$269,256,285	\$46,175,238
Housewares (15)	\$40,278,007	\$48,670,620	\$8,392,613
Small Appliances	\$30,171,565	\$36,472,462	\$6,300,897
Luggage	\$7,754,917	\$9,378,409	\$1,623,492
Telephones and Accessories	\$39,929,034	\$48,199,343	\$8,270,309
Household Operations			
Child Care	\$211,454,710	\$255,968,720	\$44,514,010
Lawn and Garden (16)	\$264,545,006	\$319,053,220	\$54,508,214
Moving/Storage/Freight Express	\$43,720,353	\$52,872,156	\$9,151,803
Housekeeping Supplies (17)	\$343,078,137	\$414,385,645	\$71,307,508
Insurance			
Owners and Renters Insurance	\$324,811,482	\$391,731,191	\$66,919,709
Vehicle Insurance	\$816,522,592	\$986,600,100	\$170,077,508
Life/Other Insurance	\$257,876,216	\$311,192,067	\$53,315,851
Health Insurance	\$1,929,677,878	\$2,327,428,851	\$397,750,973
Personal Care Products (18)	\$212,558,628	\$256,899,806	\$44,341,178
School Books (19)	\$16,821,007	\$20,329,825	3,508,818
Smoking Products	\$189,849,366	\$228,760,043	\$38,910,677
Transportation			
Payments on Vehicles excluding Leases	\$1,221,850,588	\$1,475,596,562	\$253,745,974
Gasoline and Motor Oil	\$1,286,812,130	\$1,553,928,178	\$267,116,048
Vehicle Maintenance and Repairs	\$575,760,708	\$695,366,571	\$119,605,863
Travel			
Airline Fares	\$229,647,123	\$277,926,219	\$48,279,096
Lodging on Trips	\$365,841,970	\$441,936,266	\$76,094,296
Auto/Truck Rental on Trips	\$44,791,168	\$54,147,470	\$9,356,302
Food and Drink on Trips	\$280,942,692	\$339,486,419	\$58,543,727

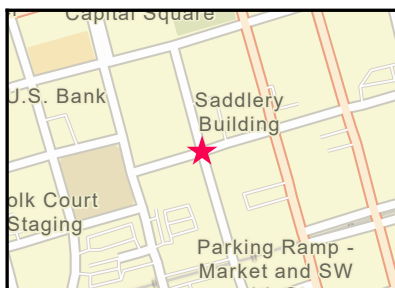
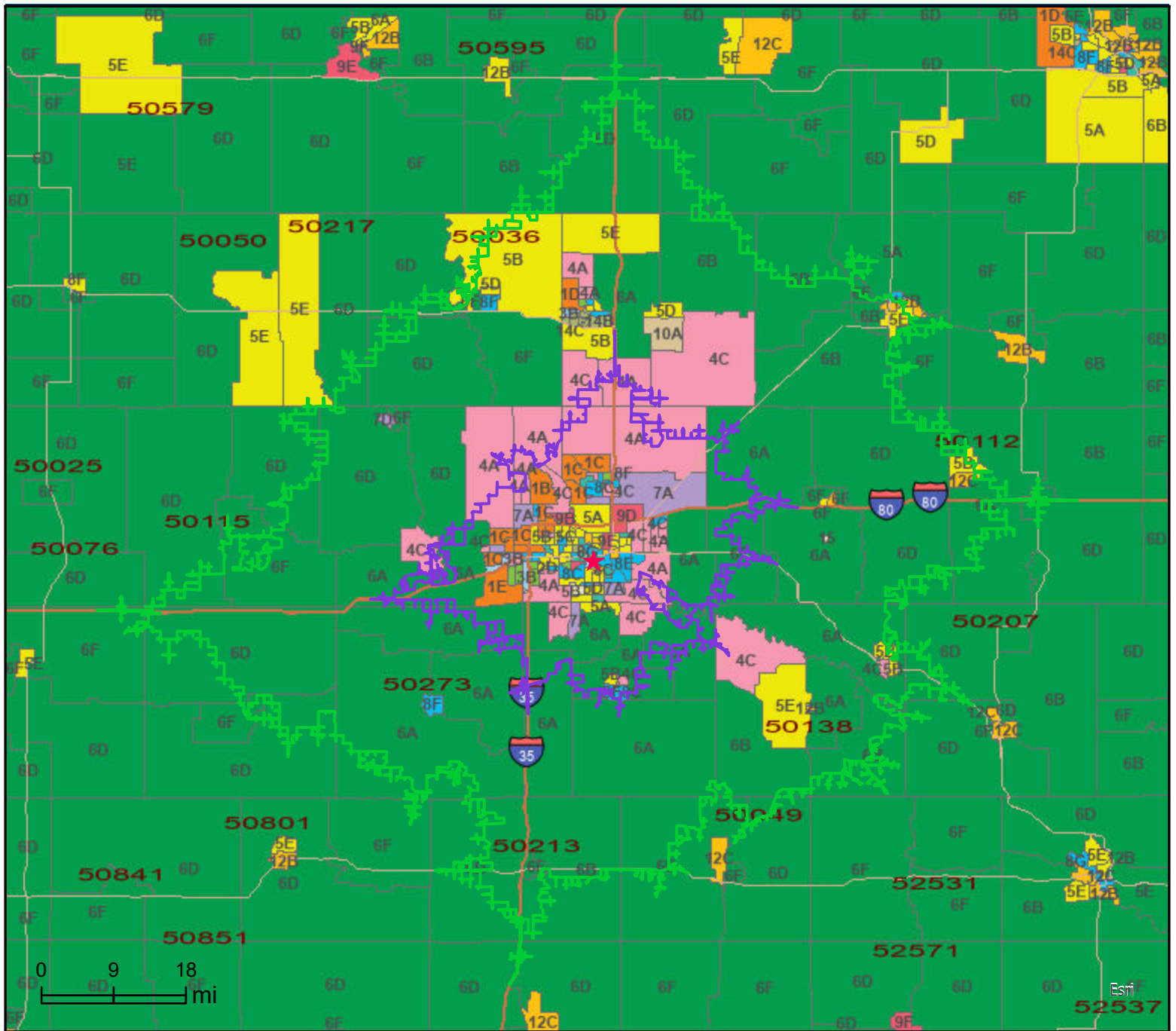
Source: Esri, Esri-U.S. BLS

- (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

Historic Court District
 Court Ave & 4th St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58504
 Longitude: -93.62166



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

Historic Court District
Court Ave & 4th St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58504
Longitude: -93.62166

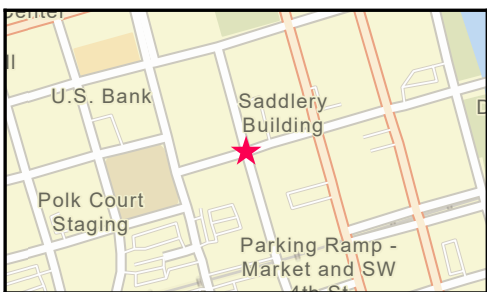
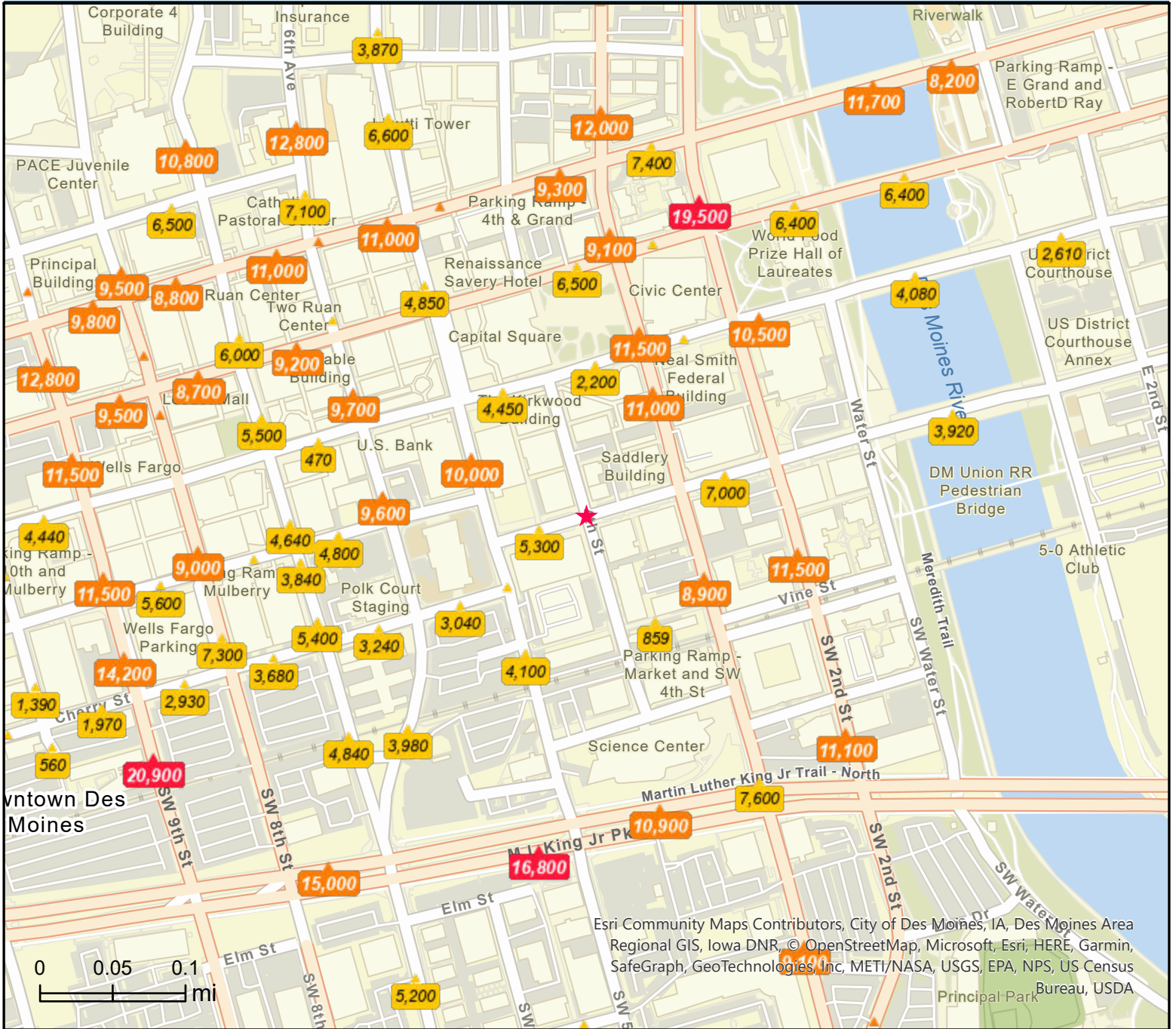
Tapestry Segmentation

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.

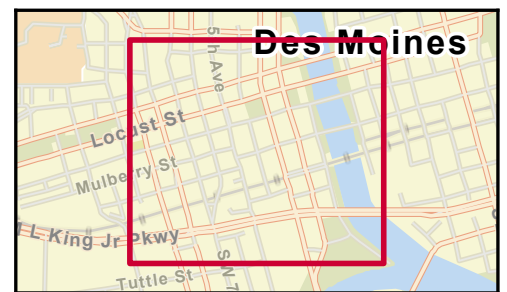
- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- 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)

Historic Court District
 Court Ave & 4th St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58504
 Longitude: -93.62166



- 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

Historic Court District

Prepared by Greater Des Moines Partnership



Data for all businesses in area	30 minutes				60 minutes			
Total Businesses:	23,042				34,052			
Total Employees:	396,807				541,639			
Total Population:	653,602				960,854			
Employee/Population Ratio (per 100 Residents)	61				56			
by SIC Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	463	2.0%	3,465	0.9%	963	2.8%	6,490	1.2%
Construction	1,467	6.4%	16,376	4.1%	2,201	6.5%	21,959	4.1%
Manufacturing	592	2.6%	23,221	5.9%	961	2.8%	34,544	6.4%
Transportation	542	2.4%	9,796	2.5%	919	2.7%	13,161	2.4%
Communication	173	0.8%	2,530	0.6%	285	0.8%	3,321	0.6%
Utility	71	0.3%	1,344	0.3%	127	0.4%	2,030	0.4%
Wholesale Trade	727	3.2%	16,606	4.2%	1,073	3.2%	23,743	4.4%
Retail Trade Summary	4,177	18.1%	76,156	19.2%	6,102	17.9%	105,867	19.5%
Home Improvement	247	1.1%	4,884	1.2%	393	1.2%	11,185	2.1%
General Merchandise Stores	163	0.7%	7,091	1.8%	255	0.7%	10,005	1.8%
Food Stores	521	2.3%	13,437	3.4%	789	2.3%	18,504	3.4%
Auto Dealers & Gas Stations	404	1.8%	9,067	2.3%	665	2.0%	11,715	2.2%
Apparel & Accessory Stores	260	1.1%	2,368	0.6%	329	1.0%	2,799	0.5%
Furniture & Home Furnishings	222	1.0%	2,684	0.7%	328	1.0%	3,385	0.6%
Eating & Drinking Places	1,399	6.1%	24,330	6.1%	1,947	5.7%	32,951	6.1%
Miscellaneous Retail	961	4.2%	12,296	3.1%	1,396	4.1%	15,323	2.8%
Finance, Insurance, Real Estate Summary	2,653	11.5%	65,167	16.4%	3,645	10.7%	74,847	13.8%
Banks, Savings & Lending Institutions	495	2.1%	8,168	2.1%	720	2.1%	10,343	1.9%
Securities Brokers	457	2.0%	15,820	4.0%	594	1.7%	16,232	3.0%
Insurance Carriers & Agents	552	2.4%	18,688	4.7%	758	2.2%	23,451	4.3%
Real Estate, Holding, Other Investment Offices	1,149	5.0%	22,490	5.7%	1,573	4.6%	24,821	4.6%
Services Summary	10,049	43.6%	155,829	39.3%	14,473	42.5%	218,925	40.4%
Hotels & Lodging	204	0.9%	4,138	1.0%	340	1.0%	5,871	1.1%
Automotive Services	557	2.4%	5,470	1.4%	848	2.5%	6,568	1.2%
Movies & Amusements	588	2.6%	7,882	2.0%	882	2.6%	11,041	2.0%
Health Services	2,103	9.1%	49,320	12.4%	2,693	7.9%	63,161	11.7%
Legal Services	525	2.3%	3,881	1.0%	682	2.0%	4,605	0.9%
Education Institutions & Libraries	504	2.2%	22,546	5.7%	903	2.7%	39,713	7.3%
Other Services	5,568	24.2%	62,592	15.8%	8,124	23.9%	87,966	16.2%
Government	744	3.2%	24,936	6.3%	1,391	4.1%	34,735	6.4%
Unclassified Establishments	1,384	6.0%	1,381	0.3%	1,912	5.6%	2,018	0.4%
Totals	23,042	100.0%	396,807	100.0%	34,052	100.0%	541,639	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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.

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	133	0.6%	1,096	0.3%	429	1.3%	2,857	0.5%
Mining	11	0.0%	75	0.0%	20	0.1%	228	0.0%
Utilities	25	0.1%	632	0.2%	46	0.1%	879	0.2%
Construction	1,587	6.9%	18,122	4.6%	2,358	6.9%	23,977	4.4%
Manufacturing	627	2.7%	19,035	4.8%	1,016	3.0%	30,117	5.6%
Wholesale Trade	720	3.1%	16,528	4.2%	1,064	3.1%	23,608	4.4%
Retail Trade	2,661	11.5%	50,851	12.8%	3,976	11.7%	71,564	13.2%
Motor Vehicle & Parts Dealers	372	1.6%	8,688	2.2%	588	1.7%	10,719	2.0%
Furniture & Home Furnishings Stores	108	0.5%	1,082	0.3%	160	0.5%	1,376	0.3%
Electronics & Appliance Stores	63	0.3%	1,294	0.3%	92	0.3%	1,619	0.3%
Building Material & Garden Equipment & Supplies Dealers	243	1.1%	4,875	1.2%	389	1.1%	11,176	2.1%
Food & Beverage Stores	489	2.1%	14,375	3.6%	738	2.2%	19,296	3.6%
Health & Personal Care Stores	313	1.4%	3,823	1.0%	443	1.3%	4,905	0.9%
Gasoline Stations & Fuel Dealers	44	0.2%	495	0.1%	100	0.3%	1,167	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	301	1.3%	2,658	0.7%	384	1.1%	3,143	0.6%
Sporting Goods, Hobby, Book, & Music Stores	443	1.9%	5,192	1.3%	673	2.0%	6,778	1.3%
General Merchandise Stores	284	1.2%	8,370	2.1%	410	1.2%	11,386	2.1%
Transportation & Warehousing	443	1.9%	8,955	2.3%	756	2.2%	12,140	2.2%
Information	439	1.9%	10,143	2.6%	710	2.1%	12,727	2.3%
Finance & Insurance	1,543	6.7%	43,157	10.9%	2,104	6.2%	50,485	9.3%
Central Bank/Credit Intermediation & Related Activities	488	2.1%	8,089	2.0%	706	2.1%	10,236	1.9%
Securities & Commodity Contracts	494	2.1%	15,994	4.0%	632	1.9%	16,412	3.0%
Funds, Trusts & Other Financial Vehicles	561	2.4%	19,074	4.8%	767	2.3%	23,837	4.4%
Real Estate, Rental & Leasing	1,164	5.1%	10,821	2.7%	1,602	4.7%	13,101	2.4%
Professional, Scientific & Tech Services	2,189	9.5%	26,729	6.7%	2,995	8.8%	35,116	6.5%
Legal Services	552	2.4%	4,094	1.0%	727	2.1%	4,884	0.9%
Management of Companies & Enterprises	84	0.4%	13,640	3.4%	112	0.3%	13,798	2.5%
Administrative, Support & Waste Management Services	749	3.3%	9,278	2.3%	1,025	3.0%	14,130	2.6%
Educational Services	585	2.5%	22,715	5.7%	972	2.9%	39,626	7.3%
Health Care & Social Assistance	2,721	11.8%	62,094	15.6%	3,626	10.6%	82,074	15.2%
Arts, Entertainment & Recreation	511	2.2%	7,767	2.0%	829	2.4%	11,011	2.0%
Accommodation & Food Services	1,646	7.1%	28,859	7.3%	2,340	6.9%	39,286	7.3%
Accommodation	204	0.9%	4,138	1.0%	340	1.0%	5,871	1.1%
Food Services & Drinking Places	1,442	6.3%	24,721	6.2%	1,999	5.9%	33,415	6.2%
Other Services (except Public Administration)	3,079	13.4%	19,966	5.0%	4,776	14.0%	28,133	5.2%
Automotive Repair & Maintenance	431	1.9%	3,039	0.8%	679	2.0%	3,952	0.7%
Public Administration	743	3.2%	24,970	6.3%	1,386	4.1%	34,771	6.4%
Unclassified Establishments	1,382	6.0%	1,374	0.3%	1,910	5.6%	2,011	0.4%
Total	23,042	100.0%	396,807	100.0%	34,052	100.0%	541,639	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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.