

| | 30 minutes | 60 minutes |
|------------------------|------------|------------|
| Population | | |
| 2010 Population | 516,181 | 804,270 |
| 2020 Population | 614,099 | 917,481 |
| 2024 Population | 651,826 | 962,378 |
| 2029 Population | 686,729 | 1,004,439 |
| 2010-2020 Annual Rate | 1.75% | 1.33% |
| 2020-2024 Annual Rate | 1.41% | 1.13% |
| 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 651,826. In 2020, the Census count in the area was 614,099. The rate of change since 2020 was 1.41% annually. The five-year projection for the population in the area is 686,729 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% | 8.9% |

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 50.0 in the identified area, compared to 72.5 for the U.S. as a whole.

| | | |
|-----------------------------|---------|---------|
| Households | | |
| 2024 Wealth Index | 100 | 96 |
| 2010 Households | 202,196 | 314,873 |
| 2020 Households | 243,021 | 361,962 |
| 2024 Households | 259,456 | 382,103 |
| 2029 Households | 275,661 | 402,341 |
| 2010-2020 Annual Rate | 1.86% | 1.40% |
| 2020-2024 Annual Rate | 1.55% | 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 243,021 in 2020 to 259,456 in the current year, a change of 1.55% annually. The five-year projection of households is 275,661, 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 160,120 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 | \$87,882 | \$83,018 |
| 2029 Median Household Income | \$102,778 | \$97,018 |
| 2024-2029 Annual Rate | 3.18% | 3.17% |
| Average Household Income | | |
| 2024 Average Household Income | \$118,038 | \$111,750 |
| 2029 Average Household Income | \$135,106 | \$128,227 |
| 2024-2029 Annual Rate | 2.74% | 2.79% |
| Per Capita Income | | |
| 2024 Per Capita Income | \$47,075 | \$44,491 |
| 2029 Per Capita Income | \$54,322 | \$51,478 |
| 2024-2029 Annual Rate | 2.91% | 2.96% |
| GINI Index | | |
| 2024 Gini Index | 38.1 | 38.7 |

Households by Income

Current median household income is \$87,882 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$102,778 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$118,038 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$135,106 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$47,075 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$54,322 in five years, compared to \$51,203 for all U.S. households.

Housing

| | | |
|------------------------------------|---------|---------|
| 2024 Housing Affordability Index | 105 | 108 |
| 2010 Total Housing Units | 216,455 | 338,437 |
| 2010 Owner Occupied Housing Units | 143,141 | 220,104 |
| 2010 Renter Occupied Housing Units | 59,055 | 94,769 |
| 2010 Vacant Housing Units | 14,259 | 23,564 |
| 2020 Total Housing Units | 259,502 | 388,248 |
| 2020 Owner Occupied Housing Units | 162,905 | 243,199 |
| 2020 Renter Occupied Housing Units | 80,116 | 118,763 |
| 2020 Vacant Housing Units | 16,454 | 26,366 |
| 2024 Total Housing Units | 278,272 | 411,456 |
| 2024 Owner Occupied Housing Units | 174,705 | 258,230 |
| 2024 Renter Occupied Housing Units | 84,751 | 123,873 |
| 2024 Vacant Housing Units | 18,816 | 29,353 |
| 2029 Total Housing Units | 295,512 | 433,018 |
| 2029 Owner Occupied Housing Units | 186,992 | 274,865 |
| 2029 Renter Occupied Housing Units | 88,668 | 127,476 |
| 2029 Vacant Housing Units | 19,851 | 30,677 |

Socioeconomic Status Index

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

Currently, 62.8% of the 278,272 housing units in the area are owner occupied; 30.5%, 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 259,502 housing units in the area and 6.3% vacant housing units. The annual rate of change in housing units since 2020 is 1.66%. Median home value in the area is \$295,582, 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 \$311,075.

| | 30 minutes | 60 minutes |
|-------------------------------|------------|------------|
| Population Summary | | |
| 2010 Total Population | 516,181 | 804,270 |
| 2020 Total Population | 614,099 | 917,481 |
| 2020 Group Quarters | 10,964 | 30,084 |
| 2024 Total Population | 651,826 | 962,378 |
| 2024 Group Quarters | 10,998 | 30,108 |
| 2029 Total Population | 686,729 | 1,004,439 |
| 2024-2029 Annual Rate | 1.05% | 0.86% |
| 2024 Total Daytime Population | 673,085 | 972,396 |
| Workers | 373,093 | 514,951 |
| Residents | 299,992 | 457,445 |
| Household Summary | | |
| 2010 Households | 202,196 | 314,873 |
| 2010 Average Household Size | 2.50 | 2.47 |
| 2020 Total Households | 243,021 | 361,962 |
| 2020 Average Household Size | 2.48 | 2.45 |
| 2024 Households | 259,456 | 382,103 |
| 2024 Average Household Size | 2.47 | 2.44 |
| 2029 Households | 275,661 | 402,341 |
| 2029 Average Household Size | 2.45 | 2.42 |
| 2024-2029 Annual Rate | 1.22% | 1.04% |
| 2010 Families | 131,256 | 202,676 |
| 2010 Average Family Size | 3.08 | 3.03 |
| 2024 Families | 160,120 | 233,710 |
| 2024 Average Family Size | 3.15 | 3.11 |
| 2029 Families | 168,774 | 244,158 |
| 2029 Average Family Size | 3.14 | 3.10 |
| 2024-2029 Annual Rate | 1.06% | 0.88% |
| Housing Unit Summary | | |
| 2000 Housing Units | 178,003 | 288,514 |
| 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 | 216,455 | 338,437 |
| 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 | 259,502 | 388,248 |
| 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 | 278,272 | 411,456 |
| Owner Occupied Housing Units | 62.8% | 62.8% |
| Renter Occupied Housing Units | 30.5% | 30.1% |
| Vacant Housing Units | 6.8% | 7.1% |
| 2029 Housing Units | 295,512 | 433,018 |
| 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 | 259,456 | 382,103 |
| <\$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 | 19.0% | 19.3% |
| \$150,000 - \$199,999 | 12.9% | 11.5% |
| \$200,000+ | 12.9% | 11.4% |
| Average Household Income | \$118,038 | \$111,750 |
| 2029 Households by Income | | |
| Household Income Base | 275,661 | 402,341 |
| <\$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 | 9.6% | 9.9% |
| \$50,000 - \$74,999 | 14.1% | 14.6% |
| \$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 | \$135,106 | \$128,227 |
| 2024 Owner Occupied Housing Units by Value | | |
| Total | 174,696 | 258,189 |
| <\$50,000 | 2.7% | 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 | 14.1% | 12.9% |
| \$300,000 - \$399,999 | 25.2% | 21.5% |
| \$400,000 - \$499,999 | 11.1% | 10.5% |
| \$500,000 - \$749,999 | 9.2% | 8.7% |
| \$750,000 - \$999,999 | 2.4% | 2.1% |
| \$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 | \$330,177 | \$313,669 |
| 2029 Owner Occupied Housing Units by Value | | |
| Total | 186,983 | 274,821 |
| <\$50,000 | 2.5% | 3.2% |
| \$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 | 26.8% | 23.0% |
| \$400,000 - \$499,999 | 11.7% | 11.3% |
| \$500,000 - \$749,999 | 10.7% | 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 | \$344,442 | \$329,151 |

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 | \$87,882 | \$83,018 |
| 2029 | \$102,778 | \$97,018 |
| Median Home Value | | |
| 2024 | \$295,582 | \$275,923 |
| 2029 | \$311,075 | \$291,955 |
| Per Capita Income | | |
| 2024 | \$47,075 | \$44,491 |
| 2029 | \$54,322 | \$51,478 |
| 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 | 614,099 | 917,481 |
| 0 - 4 | 6.6% | 6.2% |
| 5 - 9 | 7.1% | 6.7% |
| 10 - 14 | 7.3% | 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 | 651,827 | 962,379 |
| 0 - 4 | 6.5% | 6.2% |
| 5 - 9 | 6.8% | 6.5% |
| 10 - 14 | 6.8% | 6.6% |
| 15 - 24 | 13.3% | 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 | 686,731 | 1,004,437 |
| 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 | 301,598 | 455,779 |
| Females | 312,501 | 461,702 |
| 2024 Population by Sex | | |
| Males | 324,907 | 484,786 |
| Females | 326,919 | 477,592 |
| 2029 Population by Sex | | |
| Males | 339,900 | 502,347 |
| Females | 346,829 | 502,092 |
| 2010 Population by Race/Ethnicity | | |
| Total | 516,180 | 804,270 |
| 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% | 2.3% |
| Two or More Races | 2.2% | 1.9% |
| Hispanic Origin | 6.7% | 6.2% |
| Diversity Index | 34.3 | 30.3 |
| 2020 Population by Race/Ethnicity | | |
| Total | 614,099 | 917,481 |
| White Alone | 78.1% | 80.7% |
| Black Alone | 6.3% | 4.8% |
| American Indian Alone | 0.4% | 0.4% |
| Asian Alone | 4.8% | 4.1% |
| Pacific Islander Alone | 0.1% | 0.1% |
| Some Other Race Alone | 3.3% | 3.3% |
| Two or More Races | 7.0% | 6.6% |
| Hispanic Origin | 8.6% | 8.1% |
| Diversity Index | 47.5 | 43.8 |
| 2024 Population by Race/Ethnicity | | |
| Total | 651,826 | 962,376 |
| 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% | 8.9% |
| Diversity Index | 50.0 | 46.2 |
| 2029 Population by Race/Ethnicity | | |
| Total | 686,730 | 1,004,439 |
| White Alone | 75.3% | 78.1% |
| Black Alone | 6.8% | 5.3% |
| American Indian Alone | 0.4% | 0.4% |
| Asian Alone | 5.5% | 4.7% |
| Pacific Islander Alone | 0.1% | 0.1% |
| Some Other Race Alone | 3.8% | 3.9% |
| Two or More Races | 8.1% | 7.6% |
| Hispanic Origin | 10.0% | 9.5% |
| Diversity Index | 52.2 | 48.5 |

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 | 614,099 | 917,481 |
| 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 | 433,761 | 631,155 |
| Less than 9th Grade | 2.2% | 2.2% |
| 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 | 520,131 | 777,723 |
| 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+ | 364,681 | 523,467 |
| Population 16+ Employed | 97.3% | 97.0% |
| Population 16+ Unemployment rate | 2.7% | 3.0% |
| 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 | 2.1% | 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 | 354,738 | 508,016 |
| Agriculture/Mining | 1.1% | 1.9% |
| Construction | 6.1% | 6.4% |
| Manufacturing | 8.7% | 10.4% |
| 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 | 354,737 | 508,016 |
| White Collar | 67.2% | 64.8% |
| Management/Business/Financial | 21.8% | 20.3% |
| Professional | 26.9% | 26.6% |
| Sales | 8.9% | 8.5% |
| Administrative Support | 9.6% | 9.4% |
| Services | 14.8% | 15.1% |
| Blue Collar | 18.1% | 20.1% |
| Farming/Forestry/Fishing | 0.2% | 0.4% |
| Construction/Extraction | 4.0% | 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 | 243,021 | 361,962 |
| Married Couple Households | 48.0% | 48.4% |
| With Own Children <18 | 21.4% | 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 | 25.8% | 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 | 243,021 | 361,962 |
| 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 | 243,021 | 361,962 |
| Owner Occupied | 67.0% | 67.2% |
| Owned with a Mortgage/Loan | 50.0% | 47.7% |
| Owned Free and Clear | 17.1% | 19.5% |
| Renter Occupied | 33.0% | 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 | 259,502 | 388,248 |
| Urban Housing Units | 92.1% | 81.8% |
| Rural Housing Units | 7.9% | 18.2% |
| 2020 Population By Urban/ Rural Status | | |
| Total | 614,099 | 917,481 |
| Urban Population | 91.1% | 80.8% |
| Rural Population | 8.9% | 19.2% |

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 \$ | \$661,961,053 | \$915,110,327 |
| Average Spent | \$2,551.34 | \$2,394.93 |
| Spending Potential Index | 107 | 101 |
| Education: Total \$ | \$463,930,935 | \$652,557,609 |
| Average Spent | \$1,788.09 | \$1,707.81 |
| Spending Potential Index | 103 | 99 |
| Entertainment/Recreation: Total \$ | \$1,110,122,481 | \$1,563,146,549 |
| Average Spent | \$4,278.65 | \$4,090.90 |
| Spending Potential Index | 105 | 100 |
| Food at Home: Total \$ | \$1,965,096,411 | \$2,759,074,995 |
| Average Spent | \$7,573.91 | \$7,220.76 |
| Spending Potential Index | 104 | 99 |
| Food Away from Home: Total \$ | \$1,087,661,789 | \$1,500,767,028 |
| Average Spent | \$4,192.09 | \$3,927.65 |
| Spending Potential Index | 108 | 101 |
| Health Care: Total \$ | \$2,079,925,656 | \$2,985,670,380 |
| Average Spent | \$8,016.49 | \$7,813.78 |
| Spending Potential Index | 104 | 102 |
| HH Furnishings & Equipment: Total \$ | \$868,842,120 | \$1,216,068,843 |
| Average Spent | \$3,348.71 | \$3,182.57 |
| Spending Potential Index | 106 | 101 |
| Personal Care Products & Services: Total \$ | \$270,618,007 | \$373,329,173 |
| Average Spent | \$1,043.02 | \$977.04 |
| Spending Potential Index | 105 | 98 |
| Shelter: Total \$ | \$7,150,943,632 | \$9,892,364,266 |
| Average Spent | \$27,561.30 | \$25,889.26 |
| Spending Potential Index | 103 | 97 |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$952,583,970 | \$1,336,625,466 |
| Average Spent | \$3,671.47 | \$3,498.08 |
| Spending Potential Index | 105 | 100 |
| Travel: Total \$ | \$815,712,481 | \$1,136,439,633 |
| Average Spent | \$3,143.93 | \$2,974.17 |
| Spending Potential Index | 104 | 98 |
| Vehicle Maintenance & Repairs: Total \$ | \$408,466,439 | \$576,449,181 |
| Average Spent | \$1,574.32 | \$1,508.62 |
| 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) | 10.4% | Population | 651,826 | 686,729 |
| Workday Drive (4A) | 9.6% | Households | 259,456 | 275,661 |
| Rustbelt Traditions (5D) | 8.7% | Families | 160,120 | 168,774 |
| Middleburg (4C) | 6.6% | Median Age | 36.3 | 37.4 |
| Up and Coming Families (7A) | 6.2% | Median Household Income | \$87,882 | \$102,778 |
| | | | 2024 | 2029 |
| | | Consumer Spending | | Projected Spending Growth |
| Apparel and Services | | | \$661,961,053 | \$805,368,265 |
| Men's | | | \$123,300,792 | \$149,935,329 |
| Women's | | | \$218,634,649 | \$265,946,497 |
| Children's | | | \$107,540,308 | \$130,957,055 |
| Footwear | | | \$139,404,900 | \$169,709,473 |
| Watches & Jewelry | | | \$59,558,025 | \$72,380,705 |
| Apparel Products and Services (1) | | | \$13,522,378 | \$16,439,206 |
| Computer | | | | |
| Computers and Hardware for Home Use | | | \$75,109,545 | \$91,439,649 |
| Portable Memory | | | \$1,105,694 | \$1,345,178 |
| Computer Software | | | \$4,212,286 | \$5,127,100 |
| Computer Accessories | | | \$6,255,491 | \$7,610,950 |
| Entertainment & Recreation | | | \$1,110,122,481 | \$1,349,742,058 |
| Fees and Admissions | | | \$227,780,679 | \$277,011,662 |
| Membership Fees for Clubs (2) | | | \$83,703,600 | \$101,701,313 |
| Fees for Participant Sports, excl. Trips | | | \$37,204,629 | \$45,232,215 |
| Tickets to Theatre/Operas/Concerts | | | \$20,415,079 | \$24,828,827 |
| Tickets to Movies | | | \$7,092,223 | \$8,646,025 |
| Tickets to Parks or Museums | | | \$10,541,041 | \$12,845,560 |
| Admission to Sporting Events, excl. Trips | | | \$23,233,164 | \$28,191,632 |
| Fees for Recreational Lessons | | | \$45,370,699 | \$55,298,282 |
| Dating Services | | | \$220,244 | \$267,807 |
| TV/Video/Audio | | | \$360,471,987 | \$438,040,327 |
| Cable and Satellite Television Services | | | \$196,943,618 | \$239,037,240 |
| Televisions | | | \$42,975,105 | \$52,266,388 |
| Satellite Dishes | | | \$340,314 | \$412,635 |
| VCRs, Video Cameras, and DVD Players | | | \$1,320,324 | \$1,607,930 |
| Miscellaneous Video Equipment | | | \$7,159,300 | \$8,726,296 |
| Video Cassettes and DVDs | | | \$1,518,649 | \$1,848,561 |
| Video Game Hardware/Accessories | | | \$13,870,149 | \$16,893,174 |
| Video Game Software | | | \$6,075,636 | \$7,399,285 |
| Rental/Streaming/Downloaded Video | | | \$50,014,656 | \$60,862,956 |
| Installation of Televisions | | | \$466,787 | \$565,581 |
| Audio (3) | | | \$39,376,927 | \$47,921,233 |
| Rental and Repair of TV/Radio/Sound Equipment | | | \$410,522 | \$499,045 |
| Pets | | | \$267,786,023 | \$325,453,138 |
| Toys/Games/Crafts/Hobbies (4) | | | \$50,156,878 | \$60,974,721 |
| Recreational Vehicles and Fees (5) | | | \$51,941,674 | \$63,143,946 |
| Sports/Recreation/Exercise Equipment (6) | | | \$88,037,852 | \$107,376,135 |
| Photo Equipment and Supplies (7) | | | \$16,598,114 | \$20,178,307 |
| Reading (8) | | | \$36,243,861 | \$44,059,651 |
| Catered Affairs (9) | | | \$11,105,414 | \$13,504,173 |
| Food | | | \$3,052,758,199 | \$3,712,930,764 |
| Food at Home | | | \$1,965,096,411 | \$2,389,304,417 |
| Bakery and Cereal Products | | | \$251,641,908 | \$305,889,322 |
| Meats, Poultry, Fish, and Eggs | | | \$422,812,981 | \$514,145,789 |
| Dairy Products | | | \$184,894,545 | \$224,796,502 |
| Fruits and Vegetables | | | \$383,412,387 | \$466,239,173 |
| Snacks and Other Food at Home (10) | | | \$722,334,590 | \$878,233,632 |
| Food Away from Home | | | \$1,087,661,789 | \$1,323,626,347 |
| Alcoholic Beverages | | | \$176,172,454 | \$214,237,929 |

Source: Esri, Esri-U.S. BLS

| | 2024 Consumer Spending | 2029 Forecasted Demand | Projected Spending Growth |
|--|---------------------------|---------------------------|------------------------------|
| Financial | | | |
| Value of Stocks/Bonds/Mutual Funds | \$11,595,754,690 | \$14,059,932,448 | \$2,464,177,758 |
| Value of Retirement Plans | \$42,939,853,219 | \$52,083,540,807 | \$9,143,687,588 |
| Value of Other Financial Assets | \$2,421,645,394 | \$2,940,503,448 | \$518,858,054 |
| Vehicle Loan Amount excluding Interest | \$1,011,220,595 | \$1,231,122,116 | \$219,901,521 |
| Value of Credit Card Debt | \$789,549,567 | \$959,703,671 | \$170,154,104 |
| Health | | | |
| Nonprescription Drugs | \$49,534,255 | \$60,214,824 | \$10,680,569 |
| Prescription Drugs | \$116,719,046 | \$141,386,165 | \$24,667,119 |
| Eyeglasses and Contact Lenses | \$33,687,764 | \$40,888,880 | \$7,201,116 |
| Home | | | |
| Mortgage Payment and Basics (11) | \$3,626,315,775 | \$4,406,112,879 | \$779,797,104 |
| Maintenance and Remodeling Services | \$1,232,427,183 | \$1,497,160,045 | \$264,732,862 |
| Maintenance and Remodeling Materials (12) | \$241,835,797 | \$293,564,700 | \$51,728,903 |
| Utilities, Fuel, and Public Services | \$1,614,120,842 | \$1,960,829,621 | \$346,708,779 |
| Household Furnishings and Equipment | | | |
| Household Textiles (13) | \$35,838,570 | \$43,586,339 | \$7,747,769 |
| Furniture | \$275,938,638 | \$335,538,071 | \$59,599,433 |
| Rugs | \$11,904,003 | \$14,457,901 | \$2,553,898 |
| Major Appliances (14) | \$158,168,282 | \$192,152,272 | \$33,983,990 |
| Housewares (15) | \$28,810,693 | \$35,043,773 | \$6,233,080 |
| Small Appliances | \$21,562,611 | \$26,241,673 | \$4,679,062 |
| Luggage | \$5,673,716 | \$6,902,268 | \$1,228,552 |
| Telephones and Accessories | \$28,020,725 | \$34,047,628 | \$6,026,903 |
| Household Operations | | | |
| Child Care | \$157,024,107 | \$191,192,306 | \$34,168,199 |
| Lawn and Garden (16) | \$184,826,224 | \$224,417,101 | \$39,590,877 |
| Moving/Storage/Freight Express | \$31,794,867 | \$38,687,650 | \$6,892,783 |
| Housekeeping Supplies (17) | \$244,546,061 | \$297,330,149 | \$52,784,088 |
| Insurance | | | |
| Owners and Renters Insurance | \$228,610,054 | \$277,483,310 | \$48,873,256 |
| Vehicle Insurance | \$583,212,453 | \$709,393,634 | \$126,181,181 |
| Life/Other Insurance | \$182,587,403 | \$221,769,631 | \$39,182,228 |
| Health Insurance | \$1,348,982,325 | \$1,637,991,237 | \$289,008,912 |
| Personal Care Products (18) | \$152,913,130 | \$186,006,751 | \$33,093,621 |
| School Books (19) | \$11,938,431 | \$14,523,900 | 2,585,469 |
| Smoking Products | \$128,942,291 | \$156,485,566 | \$27,543,275 |
| Transportation | | | |
| Payments on Vehicles excluding Leases | \$865,303,424 | \$1,052,056,444 | \$186,753,020 |
| Gasoline and Motor Oil | \$905,632,221 | \$1,101,273,992 | \$195,641,771 |
| Vehicle Maintenance and Repairs | \$408,466,439 | \$496,611,365 | \$88,144,926 |
| Travel | | | |
| Airline Fares | \$168,413,825 | \$205,096,251 | \$36,682,426 |
| Lodging on Trips | \$261,654,200 | \$318,135,331 | \$56,481,131 |
| Auto/Truck Rental on Trips | \$32,483,251 | \$39,510,126 | \$7,026,875 |
| Food and Drink on Trips | \$200,873,721 | \$244,336,641 | \$43,462,920 |

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 | 962,378 | 1,004,439 |
| Rustbelt Traditions (5D) | 7.5% | Households | 382,103 | 402,341 |
| Boomburbs (1C) | 7.0% | Families | 233,710 | 244,158 |
| Middleburg (4C) | 6.6% | Median Age | 36.4 | 37.4 |
| In Style (5B) | 5.8% | Median Household Income | \$83,018 | \$97,018 |
| | | 2024 | 2029 | Projected |
| | | Consumer Spending | Forecasted Demand | Spending Growth |
| Apparel and Services | | \$915,110,327 | \$1,106,290,451 | \$191,180,124 |
| Men's | | \$171,196,476 | \$206,866,720 | \$35,670,244 |
| Women's | | \$303,073,685 | \$366,317,997 | \$63,244,312 |
| Children's | | \$147,108,062 | \$178,001,148 | \$30,893,086 |
| Footwear | | \$192,224,725 | \$232,493,593 | \$40,268,868 |
| Watches & Jewelry | | \$82,659,862 | \$99,843,563 | \$17,183,701 |
| Apparel Products and Services (1) | | \$18,847,517 | \$22,767,430 | \$3,919,913 |
| Computer | | | | |
| Computers and Hardware for Home Use | | \$103,648,970 | \$125,376,319 | \$21,727,349 |
| Portable Memory | | \$1,582,684 | \$1,911,966 | \$329,282 |
| Computer Software | | \$5,906,931 | \$7,141,056 | \$1,234,125 |
| Computer Accessories | | \$8,962,745 | \$10,824,772 | \$1,862,027 |
| Entertainment & Recreation | | \$1,563,146,549 | \$1,887,855,567 | \$324,709,018 |
| Fees and Admissions | | \$312,426,094 | \$377,669,898 | \$65,243,804 |
| Membership Fees for Clubs (2) | | \$116,145,370 | \$140,265,463 | \$24,120,093 |
| Fees for Participant Sports, excl. Trips | | \$51,099,687 | \$61,755,683 | \$10,655,996 |
| Tickets to Theatre/Operas/Concerts | | \$28,017,555 | \$33,870,644 | \$5,853,089 |
| Tickets to Movies | | \$9,565,400 | \$11,589,801 | \$2,024,401 |
| Tickets to Parks or Museums | | \$14,246,349 | \$17,254,650 | \$3,008,301 |
| Admission to Sporting Events, excl. Trips | | \$33,067,688 | \$39,875,044 | \$6,807,356 |
| Fees for Recreational Lessons | | \$59,982,083 | \$72,693,601 | \$12,711,518 |
| Dating Services | | \$301,962 | \$365,012 | \$63,050 |
| TV/Video/Audio | | \$510,809,331 | \$616,571,036 | \$105,761,705 |
| Cable and Satellite Television Services | | \$284,066,074 | \$342,416,415 | \$58,350,341 |
| Televisions | | \$59,732,208 | \$72,182,618 | \$12,450,410 |
| Satellite Dishes | | \$488,983 | \$589,144 | \$100,161 |
| VCRs, Video Cameras, and DVD Players | | \$1,836,638 | \$2,221,673 | \$385,035 |
| Miscellaneous Video Equipment | | \$9,230,656 | \$11,193,968 | \$1,963,312 |
| Video Cassettes and DVDs | | \$2,126,517 | \$2,570,855 | \$444,338 |
| Video Game Hardware/Accessories | | \$19,224,868 | \$23,260,606 | \$4,035,738 |
| Video Game Software | | \$8,504,719 | \$10,287,961 | \$1,783,242 |
| Rental/Streaming/Downloaded Video | | \$69,607,737 | \$84,156,030 | \$14,548,293 |
| Installation of Televisions | | \$641,598 | \$773,621 | \$132,023 |
| Audio (3) | | \$54,784,270 | \$66,235,334 | \$11,451,064 |
| Rental and Repair of TV/Radio/Sound Equipment | | \$565,063 | \$682,812 | \$117,749 |
| Pets | | \$381,867,854 | \$460,892,617 | \$79,024,763 |
| Toys/Games/Crafts/Hobbies (4) | | \$72,364,474 | \$87,337,132 | \$14,972,658 |
| Recreational Vehicles and Fees (5) | | \$75,057,134 | \$90,574,886 | \$15,517,752 |
| Sports/Recreation/Exercise Equipment (6) | | \$120,333,533 | \$145,776,150 | \$25,442,617 |
| Photo Equipment and Supplies (7) | | \$23,188,097 | \$28,010,903 | \$4,822,806 |
| Reading (8) | | \$51,194,417 | \$61,817,743 | \$10,623,326 |
| Catered Affairs (9) | | \$15,905,615 | \$19,205,201 | \$3,299,586 |
| Food | | \$4,259,842,023 | \$5,147,177,998 | \$887,335,975 |
| Food at Home | | \$2,759,074,995 | \$3,332,463,541 | \$573,388,546 |
| Bakery and Cereal Products | | \$354,215,303 | \$427,724,950 | \$73,509,647 |
| Meats, Poultry, Fish, and Eggs | | \$592,592,105 | \$715,823,829 | \$123,231,724 |
| Dairy Products | | \$260,771,046 | \$314,914,466 | \$54,143,420 |
| Fruits and Vegetables | | \$536,311,090 | \$647,889,234 | \$111,578,144 |
| Snacks and Other Food at Home (10) | | \$1,015,185,451 | \$1,226,111,062 | \$210,925,611 |
| Food Away from Home | | \$1,500,767,028 | \$1,814,714,457 | \$313,947,429 |
| Alcoholic Beverages | | \$245,422,902 | \$296,550,705 | \$51,127,803 |

Source: Esri, Esri-U.S. BLS

| | 2024 Consumer Spending | 2029 Forecasted Demand | Projected Spending Growth |
|--|---------------------------|---------------------------|------------------------------|
| Financial | | | |
| Value of Stocks/Bonds/Mutual Funds | \$16,429,351,580 | \$19,800,906,275 | \$3,371,554,695 |
| Value of Retirement Plans | \$60,797,011,599 | \$73,293,936,143 | \$12,496,924,544 |
| Value of Other Financial Assets | \$3,404,723,138 | \$4,108,368,102 | \$703,644,964 |
| Vehicle Loan Amount excluding Interest | \$1,406,020,528 | \$1,700,249,107 | \$294,228,579 |
| Value of Credit Card Debt | \$1,099,940,969 | \$1,328,541,915 | \$228,600,946 |
| Health | | | |
| Nonprescription Drugs | \$69,795,752 | \$84,278,468 | \$14,482,716 |
| Prescription Drugs | \$172,500,661 | \$207,556,028 | \$35,055,367 |
| Eyeglasses and Contact Lenses | \$48,922,247 | \$58,969,200 | \$10,046,953 |
| Home | | | |
| Mortgage Payment and Basics (11) | \$5,022,705,129 | \$6,065,411,993 | \$1,042,706,864 |
| Maintenance and Remodeling Services | \$1,737,343,523 | \$2,096,795,868 | \$359,452,345 |
| Maintenance and Remodeling Materials (12) | \$347,214,290 | \$418,647,893 | \$71,433,603 |
| Utilities, Fuel, and Public Services | \$2,299,923,084 | \$2,775,064,722 | \$475,141,638 |
| Household Furnishings and Equipment | | | |
| Household Textiles (13) | \$50,050,757 | \$60,474,423 | \$10,423,666 |
| Furniture | \$385,801,293 | \$466,087,884 | \$80,286,591 |
| Rugs | \$16,586,237 | \$20,022,668 | \$3,436,431 |
| Major Appliances (14) | \$223,358,284 | \$269,570,668 | \$46,212,384 |
| Housewares (15) | \$40,324,818 | \$48,723,723 | \$8,398,905 |
| Small Appliances | \$30,207,151 | \$36,512,836 | \$6,305,685 |
| Luggage | \$7,762,562 | \$9,387,104 | \$1,624,542 |
| Telephones and Accessories | \$39,975,785 | \$48,252,444 | \$8,276,659 |
| Household Operations | | | |
| Child Care | \$211,657,933 | \$256,199,764 | \$44,541,831 |
| Lawn and Garden (16) | \$264,879,351 | \$319,431,892 | \$54,552,541 |
| Moving/Storage/Freight Express | \$43,764,472 | \$52,922,295 | \$9,157,823 |
| Housekeeping Supplies (17) | \$343,485,907 | \$414,848,287 | \$71,362,380 |
| Insurance | | | |
| Owners and Renters Insurance | \$325,227,515 | \$392,202,796 | \$66,975,281 |
| Vehicle Insurance | \$817,515,691 | \$987,726,862 | \$170,211,171 |
| Life/Other Insurance | \$258,181,571 | \$311,538,310 | \$53,356,739 |
| Health Insurance | \$1,932,131,389 | \$2,330,209,288 | \$398,077,899 |
| Personal Care Products (18) | \$212,799,592 | \$257,173,399 | \$44,373,807 |
| School Books (19) | \$16,838,625 | \$20,349,847 | 3,511,222 |
| Smoking Products | \$190,113,634 | \$229,059,477 | \$38,945,843 |
| Transportation | | | |
| Payments on Vehicles excluding Leases | \$1,223,367,681 | \$1,477,316,385 | \$253,948,704 |
| Gasoline and Motor Oil | \$1,288,469,231 | \$1,555,806,327 | \$267,337,096 |
| Vehicle Maintenance and Repairs | \$576,449,181 | \$696,147,302 | \$119,698,121 |
| Travel | | | |
| Airline Fares | \$229,878,673 | \$278,189,140 | \$48,310,467 |
| Lodging on Trips | \$366,251,696 | \$442,400,990 | \$76,149,294 |
| Auto/Truck Rental on Trips | \$44,836,818 | \$54,199,343 | \$9,362,525 |
| Food and Drink on Trips | \$281,253,109 | \$339,838,479 | \$58,585,370 |

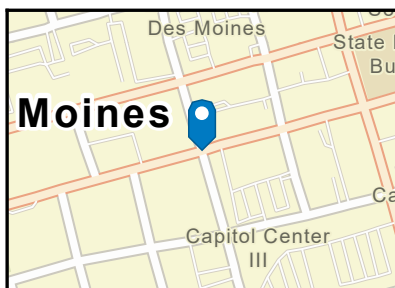
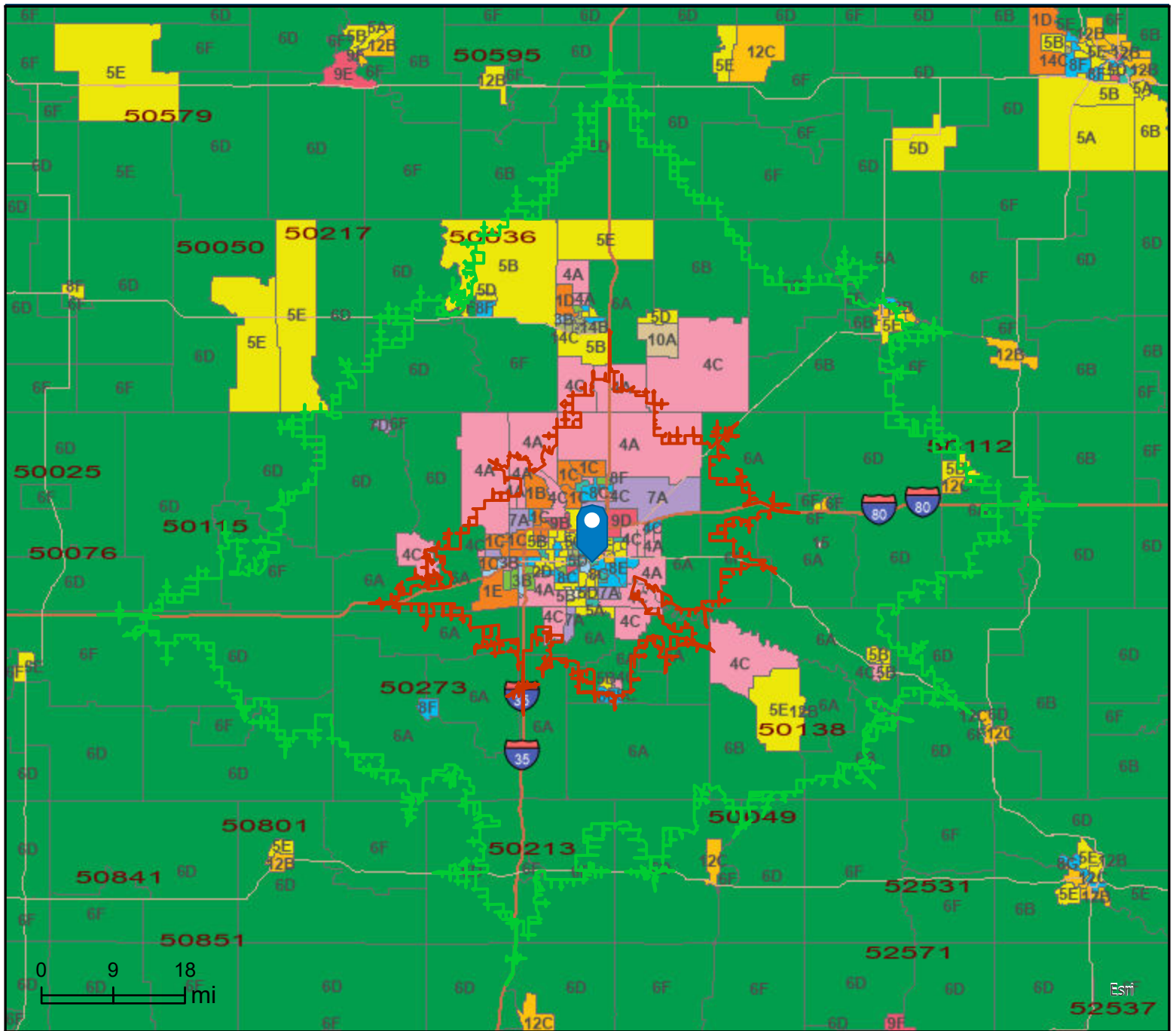
Source: Esri, Esri-U.S. BLS

- (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 East Village
 E 4th St & E Locust St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58938
 Longitude: -93.61265



Tapestry LifeMode

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



Source: Esri



Dominant Tapestry Map

Historic East Village
E 4th St & E Locust St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58938
Longitude: -93.61265

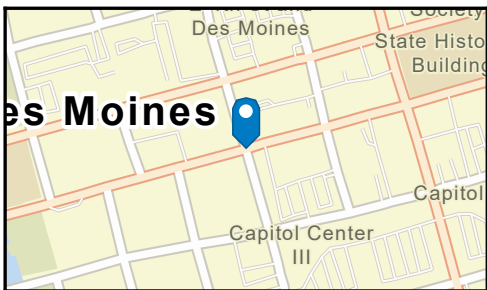
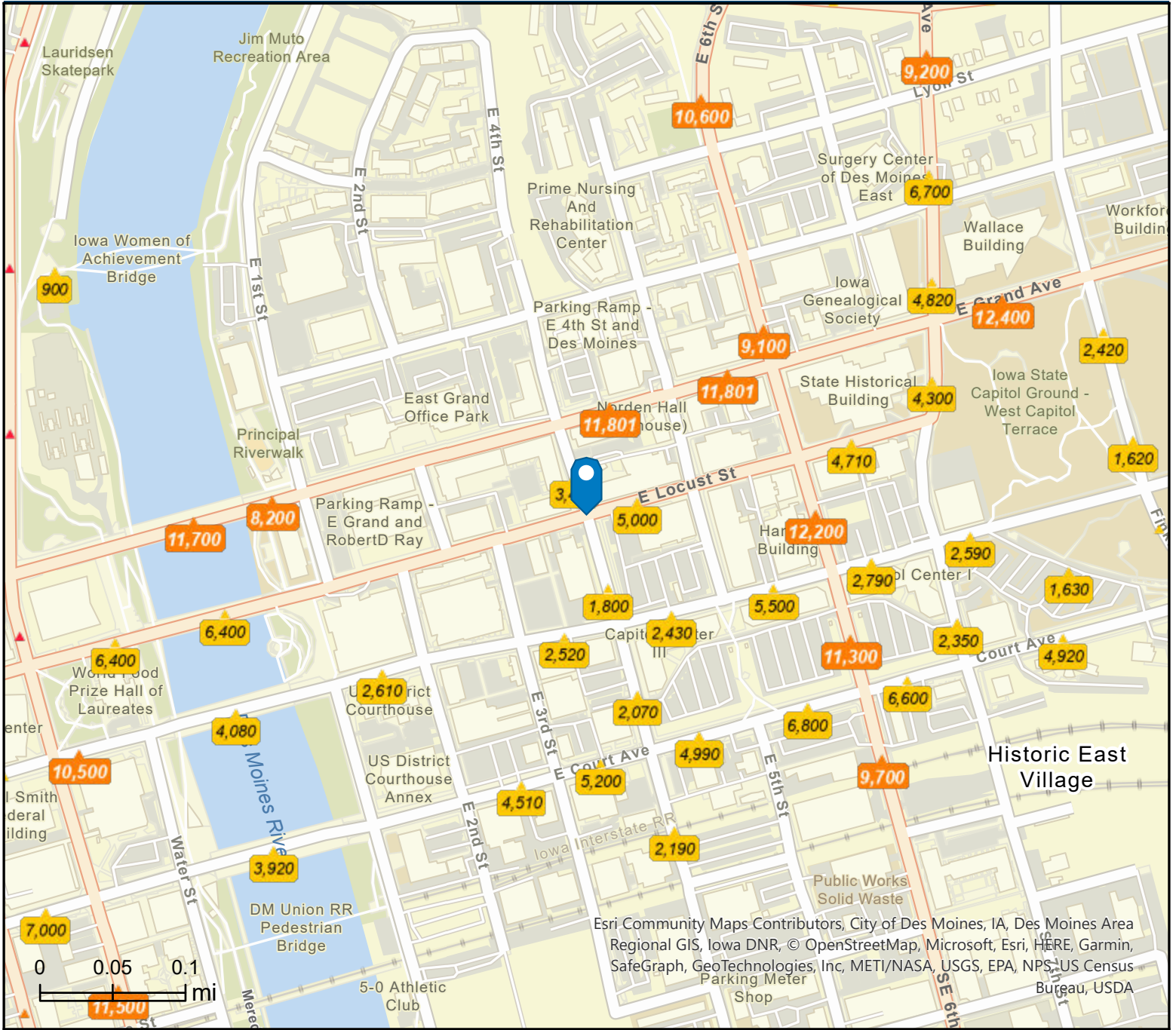
Tapestry Segmentation

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 East Village
 E 4th St & E Locust St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58938
 Longitude: -93.61265



- 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).

| Data for all businesses in area | 30 minutes | | | | 60 minutes | | | |
|--|-------------------|----------------|------------------|----------------|-------------------|----------------|------------------|----------------|
| Total Businesses: | 23,031 | | | | 34,086 | | | |
| Total Employees: | 396,701 | | | | 543,029 | | | |
| Total Population: | 651,826 | | | | 962,378 | | | |
| 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 | 462 | 2.0% | 3,455 | 0.9% | 966 | 2.8% | 6,498 | 1.2% |
| Construction | 1,462 | 6.3% | 16,365 | 4.1% | 2,204 | 6.5% | 21,988 | 4.0% |
| Manufacturing | 591 | 2.6% | 23,222 | 5.9% | 963 | 2.8% | 34,543 | 6.4% |
| Transportation | 541 | 2.3% | 9,795 | 2.5% | 922 | 2.7% | 13,187 | 2.4% |
| Communication | 173 | 0.8% | 2,529 | 0.6% | 285 | 0.8% | 3,314 | 0.6% |
| Utility | 70 | 0.3% | 1,343 | 0.3% | 128 | 0.4% | 2,031 | 0.4% |
| Wholesale Trade | 724 | 3.1% | 16,562 | 4.2% | 1,076 | 3.2% | 23,984 | 4.4% |
| Retail Trade Summary | 4,174 | 18.1% | 76,166 | 19.2% | 6,107 | 17.9% | 105,902 | 19.5% |
| Home Improvement | 246 | 1.1% | 4,878 | 1.2% | 393 | 1.2% | 11,187 | 2.1% |
| General Merchandise Stores | 163 | 0.7% | 7,093 | 1.8% | 256 | 0.8% | 10,011 | 1.8% |
| Food Stores | 522 | 2.3% | 13,458 | 3.4% | 789 | 2.3% | 18,503 | 3.4% |
| Auto Dealers & Gas Stations | 400 | 1.7% | 9,044 | 2.3% | 665 | 2.0% | 11,723 | 2.2% |
| Apparel & Accessory Stores | 260 | 1.1% | 2,368 | 0.6% | 330 | 1.0% | 2,800 | 0.5% |
| Furniture & Home Furnishings | 222 | 1.0% | 2,684 | 0.7% | 329 | 1.0% | 3,385 | 0.6% |
| Eating & Drinking Places | 1,400 | 6.1% | 24,340 | 6.1% | 1,948 | 5.7% | 32,968 | 6.1% |
| Miscellaneous Retail | 961 | 4.2% | 12,302 | 3.1% | 1,397 | 4.1% | 15,324 | 2.8% |
| Finance, Insurance, Real Estate Summary | 2,655 | 11.5% | 65,184 | 16.4% | 3,648 | 10.7% | 74,879 | 13.8% |
| Banks, Savings & Lending Institutions | 495 | 2.1% | 8,179 | 2.1% | 722 | 2.1% | 10,349 | 1.9% |
| Securities Brokers | 457 | 2.0% | 15,820 | 4.0% | 594 | 1.7% | 16,233 | 3.0% |
| Insurance Carriers & Agents | 553 | 2.4% | 18,690 | 4.7% | 758 | 2.2% | 23,473 | 4.3% |
| Real Estate, Holding, Other Investment Offices | 1,150 | 5.0% | 22,495 | 5.7% | 1,574 | 4.6% | 24,824 | 4.6% |
| Services Summary | 10,051 | 43.6% | 155,758 | 39.3% | 14,484 | 42.5% | 219,944 | 40.5% |
| Hotels & Lodging | 204 | 0.9% | 4,136 | 1.0% | 341 | 1.0% | 5,877 | 1.1% |
| Automotive Services | 557 | 2.4% | 5,470 | 1.4% | 848 | 2.5% | 6,578 | 1.2% |
| Movies & Amusements | 588 | 2.6% | 7,884 | 2.0% | 883 | 2.6% | 11,045 | 2.0% |
| Health Services | 2,101 | 9.1% | 49,290 | 12.4% | 2,694 | 7.9% | 63,269 | 11.7% |
| Legal Services | 526 | 2.3% | 3,882 | 1.0% | 682 | 2.0% | 4,605 | 0.8% |
| Education Institutions & Libraries | 504 | 2.2% | 22,493 | 5.7% | 905 | 2.7% | 39,730 | 7.3% |
| Other Services | 5,571 | 24.2% | 62,602 | 15.8% | 8,131 | 23.9% | 88,839 | 16.4% |
| Government | 743 | 3.2% | 24,935 | 6.3% | 1,391 | 4.1% | 34,739 | 6.4% |
| Unclassified Establishments | 1,385 | 6.0% | 1,386 | 0.3% | 1,913 | 5.6% | 2,020 | 0.4% |
| Totals | 23,031 | 100.0% | 396,701 | 100.0% | 34,086 | 100.0% | 543,029 | 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% | 1,100 | 0.3% | 431 | 1.3% | 2,861 | 0.5% |
| Mining | 11 | 0.0% | 75 | 0.0% | 20 | 0.1% | 225 | 0.0% |
| Utilities | 24 | 0.1% | 629 | 0.2% | 46 | 0.1% | 879 | 0.2% |
| Construction | 1,582 | 6.9% | 18,111 | 4.6% | 2,361 | 6.9% | 24,006 | 4.4% |
| Manufacturing | 626 | 2.7% | 19,035 | 4.8% | 1,018 | 3.0% | 30,117 | 5.5% |
| Wholesale Trade | 717 | 3.1% | 16,484 | 4.2% | 1,067 | 3.1% | 23,849 | 4.4% |
| Retail Trade | 2,658 | 11.5% | 50,853 | 12.8% | 3,980 | 11.7% | 71,581 | 13.2% |
| Motor Vehicle & Parts Dealers | 369 | 1.6% | 8,670 | 2.2% | 587 | 1.7% | 10,719 | 2.0% |
| Furniture & Home Furnishings Stores | 109 | 0.5% | 1,083 | 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% | 4,869 | 1.2% | 389 | 1.1% | 11,178 | 2.1% |
| Food & Beverage Stores | 490 | 2.1% | 14,396 | 3.6% | 738 | 2.2% | 19,295 | 3.6% |
| Health & Personal Care Stores | 313 | 1.4% | 3,827 | 1.0% | 443 | 1.3% | 4,905 | 0.9% |
| Gasoline Stations & Fuel Dealers | 43 | 0.2% | 490 | 0.1% | 101 | 0.3% | 1,175 | 0.2% |
| Clothing, Clothing Accessories, Shoe and Jewelry Stores | 301 | 1.3% | 2,658 | 0.7% | 385 | 1.1% | 3,144 | 0.6% |
| Sporting Goods, Hobby, Book, & Music Stores | 444 | 1.9% | 5,193 | 1.3% | 674 | 2.0% | 6,779 | 1.2% |
| General Merchandise Stores | 284 | 1.2% | 8,372 | 2.1% | 411 | 1.2% | 11,392 | 2.1% |
| Transportation & Warehousing | 442 | 1.9% | 8,958 | 2.3% | 756 | 2.2% | 12,163 | 2.2% |
| Information | 439 | 1.9% | 10,144 | 2.6% | 711 | 2.1% | 12,723 | 2.3% |
| Finance & Insurance | 1,545 | 6.7% | 43,170 | 10.9% | 2,106 | 6.2% | 50,514 | 9.3% |
| Central Bank/Credit Intermediation & Related Activities | 488 | 2.1% | 8,100 | 2.0% | 707 | 2.1% | 10,243 | 1.9% |
| Securities & Commodity Contracts | 494 | 2.1% | 15,994 | 4.0% | 632 | 1.9% | 16,413 | 3.0% |
| Funds, Trusts & Other Financial Vehicles | 562 | 2.4% | 19,076 | 4.8% | 767 | 2.3% | 23,859 | 4.4% |
| Real Estate, Rental & Leasing | 1,164 | 5.1% | 10,828 | 2.7% | 1,602 | 4.7% | 13,102 | 2.4% |
| Professional, Scientific & Tech Services | 2,191 | 9.5% | 26,723 | 6.7% | 2,997 | 8.8% | 35,123 | 6.5% |
| Legal Services | 553 | 2.4% | 4,095 | 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 | 746 | 3.2% | 9,275 | 2.3% | 1,028 | 3.0% | 14,991 | 2.8% |
| Educational Services | 584 | 2.5% | 22,661 | 5.7% | 973 | 2.9% | 39,641 | 7.3% |
| Health Care & Social Assistance | 2,719 | 11.8% | 62,064 | 15.6% | 3,629 | 10.6% | 82,186 | 15.1% |
| Arts, Entertainment & Recreation | 511 | 2.2% | 7,767 | 2.0% | 830 | 2.4% | 11,019 | 2.0% |
| Accommodation & Food Services | 1,646 | 7.1% | 28,867 | 7.3% | 2,341 | 6.9% | 39,310 | 7.2% |
| Accommodation | 204 | 0.9% | 4,136 | 1.0% | 341 | 1.0% | 5,877 | 1.1% |
| Food Services & Drinking Places | 1,443 | 6.3% | 24,731 | 6.2% | 2,000 | 5.9% | 33,432 | 6.2% |
| Other Services (except Public Administration) | 3,081 | 13.4% | 19,968 | 5.0% | 4,780 | 14.0% | 28,150 | 5.2% |
| Automotive Repair & Maintenance | 431 | 1.9% | 3,039 | 0.8% | 679 | 2.0% | 3,962 | 0.7% |
| Public Administration | 742 | 3.2% | 24,969 | 6.3% | 1,387 | 4.1% | 34,775 | 6.4% |
| Unclassified Establishments | 1,383 | 6.0% | 1,379 | 0.3% | 1,911 | 5.6% | 2,013 | 0.4% |
| Total | 23,031 | 100.0% | 396,701 | 100.0% | 34,086 | 100.0% | 543,029 | 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.