

	30 minutes	60 minutes
Population		
2010 Population	515,565	803,148
2020 Population	612,516	916,386
2024 Population	650,062	961,317
2029 Population	684,823	1,003,423
2010-2020 Annual Rate	1.74%	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 650,062. In 2020, the Census count in the area was 612,516. The rate of change since 2020 was 1.41% annually. The five-year projection for the population in the area is 684,823 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	76.6%	79.4%
2024 Black Alone	6.7%	5.2%
2024 American Indian/Alaska Native Alone	0.4%	0.4%
2024 Asian Alone	5.1%	4.3%
2024 Pacific Islander Alone	0.1%	0.1%
2024 Other Race	3.6%	3.6%
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 50.1 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	99	96
2010 Households	202,151	314,426
2020 Households	242,702	361,521
2024 Households	259,084	381,675
2029 Households	275,247	401,925
2010-2020 Annual Rate	1.85%	1.41%
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 242,702 in 2020 to 259,084 in the current year, a change of 1.55% annually. The five-year projection of households is 275,247, 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 159,699 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	\$87,595	\$83,046
2029 Median Household Income	\$102,506	\$97,057
2024-2029 Annual Rate	3.19%	3.17%
Average Household Income		
2024 Average Household Income	\$117,704	\$111,788
2029 Average Household Income	\$134,715	\$128,267
2024-2029 Annual Rate	2.74%	2.79%
Per Capita Income		
2024 Per Capita Income	\$46,981	\$44,507
2029 Per Capita Income	\$54,210	\$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 \$87,595 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$102,506 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$117,704 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$134,715 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$46,981 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$54,210 in five years, compared to \$51,203 for all U.S. households.

Housing

2024 Housing Affordability Index	105	108
2010 Total Housing Units	216,411	337,957
2010 Owner Occupied Housing Units	142,932	219,806
2010 Renter Occupied Housing Units	59,219	94,620
2010 Vacant Housing Units	14,260	23,531
2020 Total Housing Units	259,155	387,781
2020 Owner Occupied Housing Units	162,458	242,900
2020 Renter Occupied Housing Units	80,244	118,621
2020 Vacant Housing Units	16,459	26,323
2024 Total Housing Units	277,908	411,001
2024 Owner Occupied Housing Units	174,210	257,939
2024 Renter Occupied Housing Units	84,874	123,736
2024 Vacant Housing Units	18,824	29,326
2029 Total Housing Units	295,101	432,571
2029 Owner Occupied Housing Units	186,465	274,578
2029 Renter Occupied Housing Units	88,781	127,347
2029 Vacant Housing Units	19,854	30,646

Socioeconomic Status Index

2024 Socioeconomic Status Index	53.5	53.4
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Currently, 62.7% of the 277,908 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 259,155 housing units in the area and 6.4% vacant housing units. The annual rate of change in housing units since 2020 is 1.66%. Median home value in the area is \$294,826, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 1.03% annually to \$310,306.

	30 minutes	60 minutes
Population Summary		
2010 Total Population	515,565	803,148
2020 Total Population	612,516	916,386
2020 Group Quarters	10,961	30,073
2024 Total Population	650,062	961,317
2024 Group Quarters	10,995	30,096
2029 Total Population	684,823	1,003,423
2024-2029 Annual Rate	1.05%	0.86%
2024 Total Daytime Population	672,160	971,338
Workers	373,006	514,506
Residents	299,154	456,832
Household Summary		
2010 Households	202,151	314,426
2010 Average Household Size	2.49	2.47
2020 Total Households	242,702	361,521
2020 Average Household Size	2.48	2.45
2024 Households	259,084	381,675
2024 Average Household Size	2.47	2.44
2029 Households	275,247	401,925
2029 Average Household Size	2.45	2.42
2024-2029 Annual Rate	1.22%	1.04%
2010 Families	131,116	202,367
2010 Average Family Size	3.08	3.03
2024 Families	159,699	233,436
2024 Average Family Size	3.15	3.11
2029 Families	168,314	243,893
2029 Average Family Size	3.14	3.10
2024-2029 Annual Rate	1.06%	0.88%
Housing Unit Summary		
2000 Housing Units	178,155	288,052
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	216,411	337,957
Owner Occupied Housing Units	66.0%	65.0%
Renter Occupied Housing Units	27.4%	28.0%
Vacant Housing Units	6.6%	7.0%
2020 Housing Units	259,155	387,781
Owner Occupied Housing Units	62.7%	62.6%
Renter Occupied Housing Units	31.0%	30.6%
Vacant Housing Units	6.4%	6.8%
2024 Housing Units	277,908	411,001
Owner Occupied Housing Units	62.7%	62.8%
Renter Occupied Housing Units	30.5%	30.1%
Vacant Housing Units	6.8%	7.1%
2029 Housing Units	295,101	432,571
Owner Occupied Housing Units	63.2%	63.5%
Renter Occupied Housing Units	30.1%	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	259,084	381,675
<\$15,000	5.7%	6.2%
\$15,000 - \$24,999	5.4%	5.9%
\$25,000 - \$34,999	5.1%	5.6%
\$35,000 - \$49,999	11.3%	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	12.8%	11.5%
\$200,000+	12.8%	11.4%
Average Household Income	\$117,704	\$111,788
2029 Households by Income		
Household Income Base	275,247	401,925
<\$15,000	4.9%	5.4%
\$15,000 - \$24,999	4.2%	4.6%
\$25,000 - \$34,999	4.1%	4.5%
\$35,000 - \$49,999	9.7%	9.8%
\$50,000 - \$74,999	14.2%	14.6%
\$75,000 - \$99,999	11.5%	12.1%
\$100,000 - \$149,999	19.9%	20.4%
\$150,000 - \$199,999	16.5%	15.0%
\$200,000+	15.1%	13.5%
Average Household Income	\$134,715	\$128,267
2024 Owner Occupied Housing Units by Value		
Total	174,201	257,898
<\$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	12.5%	13.4%
\$200,000 - \$249,999	12.7%	13.1%
\$250,000 - \$299,999	14.1%	13.0%
\$300,000 - \$399,999	25.1%	21.5%
\$400,000 - \$499,999	11.0%	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	\$329,451	\$313,929
2029 Owner Occupied Housing Units by Value		
Total	186,456	274,534
<\$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	11.5%	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	11.6%	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	\$343,705	\$329,421

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	\$87,595	\$83,046
2029	\$102,506	\$97,057
Median Home Value		
2024	\$294,826	\$276,127
2029	\$310,306	\$292,165
Per Capita Income		
2024	\$46,981	\$44,507
2029	\$54,210	\$51,495
Median Age		
2010	34.6	34.9
2020	36.0	36.0
2024	36.3	36.4
2029	37.4	37.5
2020 Population by Age		
Total	612,516	916,386
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 +	75.0%	76.1%
2024 Population by Age		
Total	650,062	961,318
0 - 4	6.5%	6.2%
5 - 9	6.8%	6.5%
10 - 14	6.8%	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 +	75.9%	76.9%
2029 Population by Age		
Total	684,823	1,003,422
0 - 4	6.4%	6.1%
5 - 9	6.3%	6.0%
10 - 14	6.6%	6.3%
15 - 24	13.0%	14.8%
25 - 34	14.2%	13.5%
35 - 44	14.4%	13.5%
45 - 54	12.4%	11.9%
55 - 64	10.3%	10.3%
65 - 74	9.1%	9.6%
75 - 84	5.5%	6.0%
85 +	1.9%	2.1%
18 +	76.9%	78.0%

	30 minutes	60 minutes
2020 Population by Sex		
Males	300,771	455,231
Females	311,745	461,155
2024 Population by Sex		
Males	323,969	484,250
Females	326,093	477,067
2029 Population by Sex		
Males	338,893	501,840
Females	345,929	501,584
2010 Population by Race/Ethnicity		
Total	515,565	803,150
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%	6.2%
Diversity Index	34.3	30.3
2020 Population by Race/Ethnicity		
Total	612,516	916,386
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	3.4%	3.3%
Two or More Races	7.0%	6.6%
Hispanic Origin	8.6%	8.1%
Diversity Index	47.6	43.8
2024 Population by Race/Ethnicity		
Total	650,062	961,316
White Alone	76.6%	79.4%
Black Alone	6.7%	5.2%
American Indian Alone	0.4%	0.4%
Asian Alone	5.1%	4.3%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.6%	3.6%
Two or More Races	7.5%	7.0%
Hispanic Origin	9.3%	8.8%
Diversity Index	50.1	46.2
2029 Population by Race/Ethnicity		
Total	684,822	1,003,424
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	3.9%	3.8%
Two or More Races	8.1%	7.6%
Hispanic Origin	10.0%	9.5%
Diversity Index	52.3	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	612,516	916,386
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	432,773	630,508
Less than 9th Grade	2.2%	2.2%
9th - 12th Grade, No Diploma	3.0%	3.1%
High School Graduate	19.1%	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	30.2%	27.8%
Graduate/Professional Degree	14.8%	14.2%
2024 Population 15+ by Marital Status		
Total	518,898	776,911
Never Married	32.5%	33.3%
Married	53.1%	52.4%
Widowed	4.8%	4.9%
Divorced	9.6%	9.4%
2024 Civilian Population 16+ in Labor Force		
Civilian Population 16+	363,740	522,936
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	2.1%	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	353,805	507,556
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	15.1%	12.7%
Services	45.6%	45.8%
Public Administration	3.9%	3.9%
2024 Employed Population 16+ by Occupation		
Total	353,806	507,553
White Collar	67.1%	64.8%
Management/Business/Financial	21.7%	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	4.1%	4.2%
Installation/Maintenance/Repair	2.2%	2.6%
Production	4.7%	5.6%
Transportation/Material Moving	6.9%	7.2%
2020 Households by Type		
Total	242,702	361,521
Married Couple Households	47.9%	48.4%
With Own Children <18	21.3%	20.4%
Without Own Children <18	26.6%	28.0%
Cohabiting Couple Households	7.5%	7.1%
With Own Children <18	2.3%	2.2%
Without Own Children <18	5.2%	5.0%
Male Householder, No Spouse/Partner	18.8%	19.3%
Living Alone	13.3%	13.5%
65 Years and over	3.1%	3.3%
With Own Children <18	1.7%	1.7%
Without Own Children <18, With Relatives	2.1%	2.0%
No Relatives Present	1.7%	2.1%
Female Householder, No Spouse/Partner	25.9%	25.2%
Living Alone	15.8%	15.6%
65 Years and over	6.8%	7.1%
With Own Children <18	4.9%	4.4%
Without Own Children <18, With Relatives	4.0%	3.7%
No Relatives Present	1.2%	1.4%
2020 Households by Size		
Total	242,702	361,521
1 Person Household	29.1%	29.1%
2 Person Household	33.4%	34.5%
3 Person Household	14.4%	14.1%
4 Person Household	13.4%	12.9%
5 Person Household	6.2%	6.0%
6 Person Household	2.3%	2.3%
7 + Person Household	1.2%	1.1%

	30 minutes	60 minutes
2020 Households by Tenure and Mortgage Status		
Total	242,702	361,521
Owner Occupied	66.9%	67.2%
Owned with a Mortgage/Loan	49.9%	47.7%
Owned Free and Clear	17.1%	19.5%
Renter Occupied	33.1%	32.8%
2024 Affordability, Mortgage and Wealth		
Housing Affordability Index	105	108
Percent of Income for Mortgage	21.1%	20.8%
Wealth Index	99	96
2020 Housing Units By Urban/ Rural Status		
Total	259,155	387,781
Urban Housing Units	92.2%	81.8%
Rural Housing Units	7.8%	18.2%
2020 Population By Urban/ Rural Status		
Total	612,516	916,386
Urban Population	91.3%	80.9%
Rural Population	8.7%	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 \$	\$659,187,876	\$914,413,730
Average Spent	\$2,544.30	\$2,395.79
Spending Potential Index	107	101
Education: Total \$	\$461,992,838	\$652,117,603
Average Spent	\$1,783.18	\$1,708.57
Spending Potential Index	103	99
Entertainment/Recreation: Total \$	\$1,105,464,308	\$1,561,799,019
Average Spent	\$4,266.82	\$4,091.96
Spending Potential Index	104	100
Food at Home: Total \$	\$1,957,285,030	\$2,756,709,528
Average Spent	\$7,554.63	\$7,222.66
Spending Potential Index	103	99
Food Away from Home: Total \$	\$1,082,919,120	\$1,499,653,270
Average Spent	\$4,179.80	\$3,929.14
Spending Potential Index	107	101
Health Care: Total \$	\$2,071,976,944	\$2,982,728,787
Average Spent	\$7,997.32	\$7,814.84
Spending Potential Index	104	102
HH Furnishings & Equipment: Total \$	\$865,144,918	\$1,215,087,459
Average Spent	\$3,339.24	\$3,183.57
Spending Potential Index	106	101
Personal Care Products & Services: Total \$	\$269,480,881	\$373,061,728
Average Spent	\$1,040.13	\$977.43
Spending Potential Index	104	98
Shelter: Total \$	\$7,120,514,827	\$9,884,991,531
Average Spent	\$27,483.42	\$25,898.98
Spending Potential Index	103	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$948,305,796	\$1,335,516,719
Average Spent	\$3,660.23	\$3,499.09
Spending Potential Index	104	100
Travel: Total \$	\$812,106,228	\$1,135,556,785
Average Spent	\$3,134.53	\$2,975.19
Spending Potential Index	103	98
Vehicle Maintenance & Repairs: Total \$	\$406,831,289	\$575,939,472
Average Spent	\$1,570.27	\$1,508.98
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	650,062	684,823
Workday Drive (4A)	9.3%	Households	259,084	275,247
Rustbelt Traditions (5D)	8.7%	Families	159,699	168,314
Middleburg (4C)	6.5%	Median Age	36.3	37.4
Up and Coming Families (7A)	6.2%	Median Household Income	\$87,595	\$102,506
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$659,187,876	\$801,896,421	\$142,708,545
Men's		\$122,793,695	\$149,300,241	\$26,506,546
Women's		\$217,730,725	\$264,814,601	\$47,083,876
Children's		\$107,057,238	\$130,353,219	\$23,295,981
Footwear		\$138,813,384	\$168,968,966	\$30,155,582
Watches & Jewelry		\$59,324,517	\$72,087,968	\$12,763,451
Apparel Products and Services (1)		\$13,468,316	\$16,371,425	\$2,903,109
Computer				
Computers and Hardware for Home Use		\$74,791,242	\$91,041,288	\$16,250,046
Portable Memory		\$1,101,880	\$1,340,370	\$238,490
Computer Software		\$4,196,835	\$5,107,662	\$910,827
Computer Accessories		\$6,231,975	\$7,581,357	\$1,349,382
Entertainment & Recreation		\$1,105,464,308	\$1,343,907,671	\$238,443,363
Fees and Admissions		\$226,734,751	\$275,705,577	\$48,970,826
Membership Fees for Clubs (2)		\$83,344,077	\$101,251,666	\$17,907,589
Fees for Participant Sports, excl. Trips		\$37,030,393	\$45,014,776	\$7,984,383
Tickets to Theatre/Operas/Concerts		\$20,325,287	\$24,716,600	\$4,391,313
Tickets to Movies		\$7,059,059	\$8,604,600	\$1,545,541
Tickets to Parks or Museums		\$10,488,238	\$12,779,737	\$2,291,499
Admission to Sporting Events, excl. Trips		\$23,142,475	\$28,077,857	\$4,935,382
Fees for Recreational Lessons		\$45,125,790	\$54,993,548	\$9,867,758
Dating Services		\$219,432	\$266,790	\$47,358
TV/Video/Audio		\$359,065,401	\$436,275,467	\$77,210,066
Cable and Satellite Television Services		\$196,230,610	\$238,140,519	\$41,909,909
Televisions		\$42,797,094	\$52,043,484	\$9,246,390
Satellite Dishes		\$339,207	\$411,239	\$72,032
VCRs, Video Cameras, and DVD Players		\$1,314,707	\$1,600,894	\$286,187
Miscellaneous Video Equipment		\$7,116,421	\$8,673,199	\$1,556,778
Video Cassettes and DVDs		\$1,512,736	\$1,841,132	\$328,396
Video Game Hardware/Accessories		\$13,814,593	\$16,823,498	\$3,008,905
Video Game Software		\$6,053,548	\$7,371,501	\$1,317,953
Rental/Streaming/Downloaded Video		\$49,805,496	\$60,600,925	\$10,795,429
Installation of Televisions		\$464,804	\$563,108	\$98,304
Audio (3)		\$39,207,438	\$47,709,145	\$8,501,707
Rental and Repair of TV/Radio/Sound Equipment		\$408,748	\$496,825	\$88,077
Pets		\$266,702,355	\$324,094,320	\$57,391,965
Toys/Games/Crafts/Hobbies (4)		\$49,970,049	\$60,739,590	\$10,769,541
Recreational Vehicles and Fees (5)		\$51,714,217	\$62,858,874	\$11,144,657
Sports/Recreation/Exercise Equipment (6)		\$87,579,033	\$106,804,143	\$19,225,110
Photo Equipment and Supplies (7)		\$16,532,696	\$20,096,256	\$3,563,560
Reading (8)		\$36,104,216	\$43,884,311	\$7,780,095
Catered Affairs (9)		\$11,061,590	\$13,449,133	\$2,387,543
Food		\$3,040,204,150	\$3,697,205,409	\$657,001,259
Food at Home		\$1,957,285,030	\$2,379,509,419	\$422,224,389
Bakery and Cereal Products		\$250,651,046	\$304,646,511	\$53,995,465
Meats, Poultry, Fish, and Eggs		\$421,137,954	\$512,045,388	\$90,907,434
Dairy Products		\$184,165,346	\$223,881,679	\$39,716,333
Fruits and Vegetables		\$381,875,021	\$464,312,053	\$82,437,032
Snacks and Other Food at Home (10)		\$719,455,662	\$874,623,788	\$155,168,126
Food Away from Home		\$1,082,919,120	\$1,317,695,989	\$234,776,869
Alcoholic Beverages		\$175,465,019	\$213,351,370	\$37,886,351

Source: Esri, Esri-U.S. BLS

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$11,548,925,313	\$14,001,323,483	\$2,452,398,170
Value of Retirement Plans	\$42,759,439,845	\$51,857,853,584	\$9,098,413,739
Value of Other Financial Assets	\$2,410,965,101	\$2,927,149,012	\$516,183,911
Vehicle Loan Amount excluding Interest	\$1,006,558,694	\$1,225,299,283	\$218,740,589
Value of Credit Card Debt	\$786,302,926	\$955,637,520	\$169,334,594
Health			
Nonprescription Drugs	\$49,330,570	\$59,959,599	\$10,629,029
Prescription Drugs	\$116,351,760	\$140,921,482	\$24,569,722
Eyeglasses and Contact Lenses	\$33,567,862	\$40,737,864	\$7,170,002
Home			
Mortgage Payment and Basics (11)	\$3,609,089,610	\$4,384,623,016	\$775,533,406
Maintenance and Remodeling Services	\$1,226,666,580	\$1,489,966,895	\$263,300,315
Maintenance and Remodeling Materials (12)	\$240,764,121	\$292,223,673	\$51,459,552
Utilities, Fuel, and Public Services	\$1,607,887,388	\$1,953,006,272	\$345,118,884
Household Furnishings and Equipment			
Household Textiles (13)	\$35,693,252	\$43,404,233	\$7,710,981
Furniture	\$274,753,301	\$334,054,904	\$59,301,603
Rugs	\$11,854,330	\$14,395,742	\$2,541,412
Major Appliances (14)	\$157,495,269	\$191,310,059	\$33,814,790
Housewares (15)	\$28,690,754	\$34,893,549	\$6,202,795
Small Appliances	\$21,479,357	\$26,137,131	\$4,657,774
Luggage	\$5,648,568	\$6,870,863	\$1,222,295
Telephones and Accessories	\$27,915,135	\$33,915,031	\$5,999,896
Household Operations			
Child Care	\$156,255,240	\$190,233,629	\$33,978,389
Lawn and Garden (16)	\$184,042,900	\$223,436,538	\$39,393,638
Moving/Storage/Freight Express	\$31,669,721	\$38,530,793	\$6,861,072
Housekeeping Supplies (17)	\$243,561,009	\$296,095,390	\$52,534,381
Insurance			
Owners and Renters Insurance	\$227,634,017	\$276,262,151	\$48,628,134
Vehicle Insurance	\$580,817,556	\$706,393,730	\$125,576,174
Life/Other Insurance	\$181,812,906	\$220,800,259	\$38,987,353
Health Insurance	\$1,343,790,719	\$1,631,473,358	\$287,682,639
Personal Care Products (18)	\$152,293,047	\$185,229,636	\$32,936,589
School Books (19)	\$11,889,696	\$14,462,863	2,573,167
Smoking Products	\$128,561,843	\$156,003,111	\$27,441,268
Transportation			
Payments on Vehicles excluding Leases	\$861,692,287	\$1,047,532,822	\$185,840,535
Gasoline and Motor Oil	\$901,996,795	\$1,096,714,609	\$194,717,814
Vehicle Maintenance and Repairs	\$406,831,289	\$494,560,658	\$87,729,369
Travel			
Airline Fares	\$167,624,150	\$204,110,362	\$36,486,212
Lodging on Trips	\$260,501,995	\$316,694,639	\$56,192,644
Auto/Truck Rental on Trips	\$32,341,140	\$39,332,427	\$6,991,287
Food and Drink on Trips	\$200,013,242	\$243,259,572	\$43,246,330

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	961,317	1,003,423
Rustbelt Traditions (5D)	7.5%	Households	381,675	401,925
Boomburbs (1C)	7.1%	Families	233,436	243,893
Middleburg (4C)	6.6%	Median Age	36.4	37.5
In Style (5B)	5.8%	Median Household Income	\$83,046	\$97,057
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$914,413,730	\$1,105,513,651	\$191,099,921
Men's		\$171,068,484	\$206,724,032	\$35,655,548
Women's		\$302,843,469	\$366,061,207	\$63,217,738
Children's		\$146,990,275	\$177,869,727	\$30,879,452
Footwear		\$192,071,615	\$232,322,894	\$40,251,279
Watches & Jewelry		\$82,606,790	\$99,784,442	\$17,177,652
Apparel Products and Services (1)		\$18,833,097	\$22,751,350	\$3,918,253
Computer				
Computers and Hardware for Home Use		\$103,577,235	\$125,296,401	\$21,719,166
Portable Memory		\$1,581,433	\$1,910,575	\$329,142
Computer Software		\$5,902,260	\$7,135,852	\$1,233,592
Computer Accessories		\$8,953,902	\$10,814,926	\$1,861,024
Entertainment & Recreation		\$1,561,799,019	\$1,886,354,986	\$324,555,967
Fees and Admissions		\$312,223,708	\$377,444,876	\$65,221,168
Membership Fees for Clubs (2)		\$116,066,278	\$140,177,496	\$24,111,218
Fees for Participant Sports, excl. Trips		\$51,066,345	\$61,718,652	\$10,652,307
Tickets to Theatre/Operas/Concerts		\$28,000,239	\$33,851,389	\$5,851,150
Tickets to Movies		\$9,559,585	\$11,583,326	\$2,023,741
Tickets to Parks or Museums		\$14,237,639	\$17,244,961	\$3,007,322
Admission to Sporting Events, excl. Trips		\$33,041,420	\$39,845,803	\$6,804,383
Fees for Recreational Lessons		\$59,950,401	\$72,658,415	\$12,708,014
Dating Services		\$301,802	\$364,833	\$63,031
TV/Video/Audio		\$510,344,595	\$616,052,579	\$105,707,984
Cable and Satellite Television Services		\$283,775,555	\$342,092,266	\$58,316,711
Televisions		\$59,685,416	\$72,130,417	\$12,445,001
Satellite Dishes		\$488,473	\$588,572	\$100,099
VCRs, Video Cameras, and DVD Players		\$1,835,188	\$2,220,057	\$384,869
Miscellaneous Video Equipment		\$9,223,207	\$11,185,613	\$1,962,406
Video Cassettes and DVDs		\$2,124,773	\$2,568,913	\$444,140
Video Game Hardware/Accessories		\$19,210,863	\$23,244,956	\$4,034,093
Video Game Software		\$8,498,771	\$10,281,321	\$1,782,550
Rental/Streaming/Downloaded Video		\$69,552,572	\$84,094,567	\$14,541,995
Installation of Televisions		\$641,304	\$773,296	\$131,992
Audio (3)		\$54,743,795	\$66,190,219	\$11,446,424
Rental and Repair of TV/Radio/Sound Equipment		\$564,679	\$682,385	\$117,706
Pets		\$381,503,167	\$460,486,477	\$78,983,310
Toys/Games/Crafts/Hobbies (4)		\$72,291,117	\$87,255,469	\$14,964,352
Recreational Vehicles and Fees (5)		\$74,980,658	\$90,490,063	\$15,509,405
Sports/Recreation/Exercise Equipment (6)		\$120,243,530	\$145,676,095	\$25,432,565
Photo Equipment and Supplies (7)		\$23,170,866	\$27,991,737	\$4,820,871
Reading (8)		\$51,151,228	\$61,769,651	\$10,618,423
Catered Affairs (9)		\$15,890,149	\$19,188,037	\$3,297,888
Food		\$4,256,362,798	\$5,143,298,546	\$886,935,748
Food at Home		\$2,756,709,528	\$3,329,825,558	\$573,116,030
Bakery and Cereal Products		\$353,910,965	\$427,385,601	\$73,474,636
Meats, Poultry, Fish, and Eggs		\$592,077,340	\$715,249,478	\$123,172,138
Dairy Products		\$260,541,276	\$314,658,357	\$54,117,081
Fruits and Vegetables		\$535,864,970	\$647,391,780	\$111,526,810
Snacks and Other Food at Home (10)		\$1,014,314,977	\$1,225,140,341	\$210,825,364
Food Away from Home		\$1,499,653,270	\$1,813,472,988	\$313,819,718
Alcoholic Beverages		\$245,246,507	\$296,354,174	\$51,107,667

Source: Esri, Esri-U.S. BLS

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$16,417,481,674	\$19,787,719,250	\$3,370,237,576
Value of Retirement Plans	\$60,749,795,840	\$73,241,484,803	\$12,491,688,963
Value of Other Financial Assets	\$3,401,911,969	\$4,105,240,667	\$703,328,698
Vehicle Loan Amount excluding Interest	\$1,404,837,778	\$1,698,931,736	\$294,093,958
Value of Credit Card Debt	\$1,099,076,457	\$1,327,578,884	\$228,502,427
Health			
Nonprescription Drugs	\$69,734,635	\$84,210,348	\$14,475,713
Prescription Drugs	\$172,312,904	\$207,346,679	\$35,033,775
Eyeglasses and Contact Lenses	\$48,872,853	\$58,914,214	\$10,041,361
Home			
Mortgage Payment and Basics (11)	\$5,018,817,227	\$6,061,087,966	\$1,042,270,739
Maintenance and Remodeling Services	\$1,735,826,351	\$2,095,111,108	\$359,284,757
Maintenance and Remodeling Materials (12)	\$346,870,353	\$418,265,664	\$71,395,311
Utilities, Fuel, and Public Services	\$2,297,721,141	\$2,772,608,290	\$474,887,149
Household Furnishings and Equipment			
Household Textiles (13)	\$50,009,781	\$60,428,737	\$10,418,956
Furniture	\$385,494,040	\$465,745,720	\$80,251,680
Rugs	\$16,574,534	\$20,009,642	\$3,435,108
Major Appliances (14)	\$223,159,394	\$269,349,093	\$46,189,699
Housewares (15)	\$40,290,640	\$48,685,617	\$8,394,977
Small Appliances	\$30,181,171	\$36,483,853	\$6,302,682
Luggage	\$7,757,866	\$9,381,878	\$1,624,012
Telephones and Accessories	\$39,943,938	\$48,216,886	\$8,272,948
Household Operations			
Child Care	\$211,530,680	\$256,058,276	\$44,527,596
Lawn and Garden (16)	\$264,624,745	\$319,148,622	\$54,523,877
Moving/Storage/Freight Express	\$43,735,481	\$52,890,001	\$9,154,520
Housekeeping Supplies (17)	\$343,189,645	\$414,517,848	\$71,328,203
Insurance			
Owners and Renters Insurance	\$324,925,884	\$391,866,917	\$66,941,033
Vehicle Insurance	\$816,800,001	\$986,928,225	\$170,128,224
Life/Other Insurance	\$257,957,360	\$311,288,719	\$53,331,359
Health Insurance	\$1,930,250,286	\$2,328,112,651	\$397,862,365
Personal Care Products (18)	\$212,630,522	\$256,984,818	\$44,354,296
School Books (19)	\$16,826,891	\$20,336,765	3,509,874
Smoking Products	\$189,902,933	\$228,824,047	\$38,921,114
Transportation			
Payments on Vehicles excluding Leases	\$1,222,245,772	\$1,476,066,086	\$253,820,314
Gasoline and Motor Oil	\$1,287,213,687	\$1,554,405,752	\$267,192,065
Vehicle Maintenance and Repairs	\$575,939,472	\$695,579,151	\$119,639,679
Travel			
Airline Fares	\$229,722,478	\$278,015,467	\$48,292,989
Lodging on Trips	\$365,960,353	\$442,076,931	\$76,116,578
Auto/Truck Rental on Trips	\$44,806,987	\$54,166,152	\$9,359,165
Food and Drink on Trips	\$281,027,986	\$339,588,000	\$58,560,014

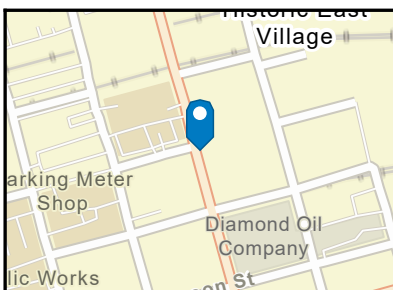
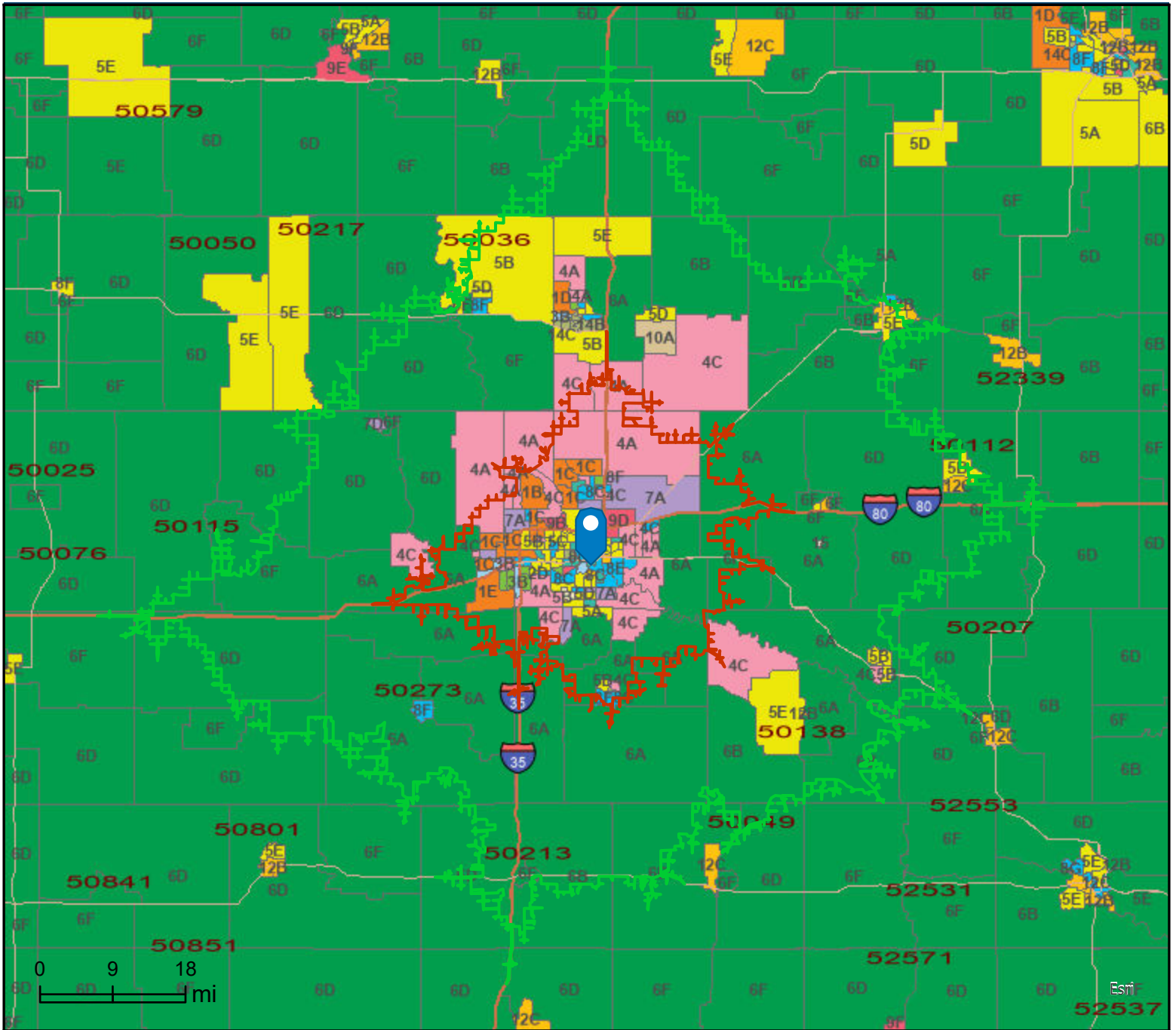
Source: Esri, Esri-U.S. BLS

- (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

Market District
 205 SE 6th St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58523
 Longitude: -93.60806



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



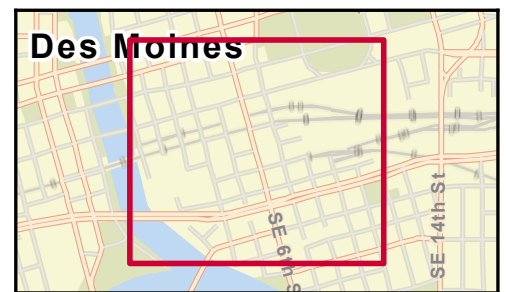
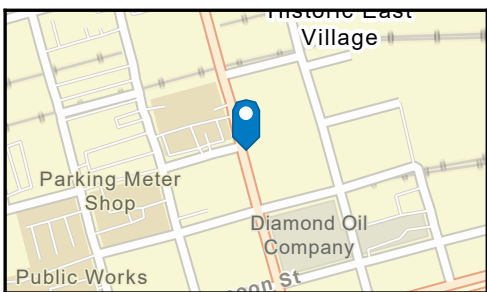
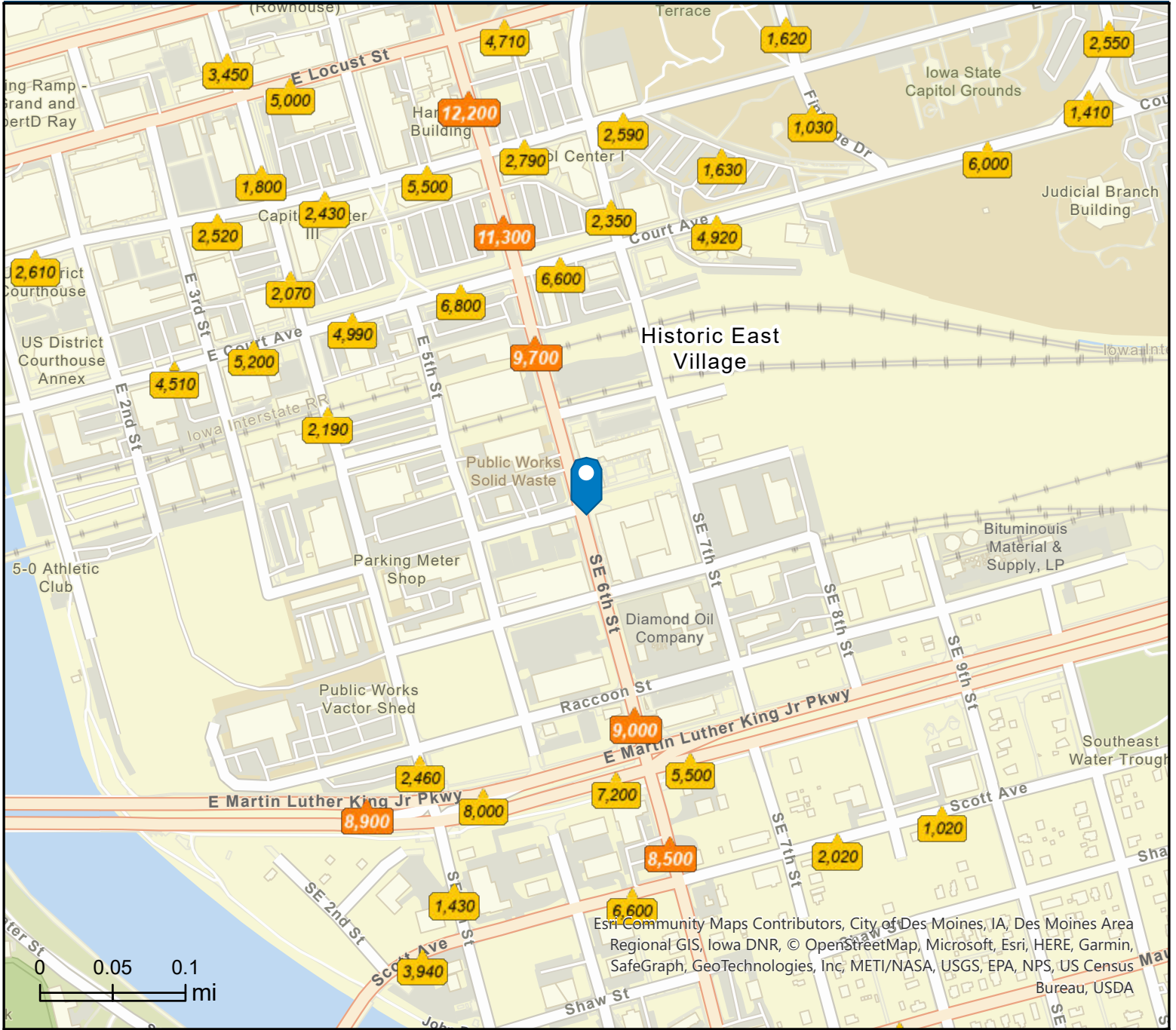
Tapestry Segmentation

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)

Market District
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- 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

Market District

Prepared by Greater Des Moines Partnership



Data for all businesses in area	30 minutes				60 minutes			
Total Businesses:	23,012				34,050			
Total Employees:	396,601				542,517			
Total Population:	650,062				961,317			
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	461	2.0%	3,460	0.9%	965	2.8%	6,505	1.2%
Construction	1,461	6.3%	16,361	4.1%	2,203	6.5%	22,004	4.1%
Manufacturing	592	2.6%	23,249	5.9%	962	2.8%	34,402	6.3%
Transportation	540	2.3%	9,792	2.5%	919	2.7%	13,169	2.4%
Communication	173	0.8%	2,528	0.6%	284	0.8%	3,306	0.6%
Utility	70	0.3%	1,341	0.3%	126	0.4%	2,025	0.4%
Wholesale Trade	725	3.2%	16,581	4.2%	1,074	3.2%	23,947	4.4%
Retail Trade Summary	4,172	18.1%	76,129	19.2%	6,102	17.9%	105,871	19.5%
Home Improvement	246	1.1%	4,875	1.2%	393	1.2%	11,193	2.1%
General Merchandise Stores	163	0.7%	7,089	1.8%	255	0.7%	10,004	1.8%
Food Stores	521	2.3%	13,452	3.4%	788	2.3%	18,493	3.4%
Auto Dealers & Gas Stations	403	1.8%	9,049	2.3%	665	2.0%	11,722	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%	328	1.0%	3,385	0.6%
Eating & Drinking Places	1,398	6.1%	24,313	6.1%	1,947	5.7%	32,953	6.1%
Miscellaneous Retail	960	4.2%	12,298	3.1%	1,396	4.1%	15,321	2.8%
Finance, Insurance, Real Estate Summary	2,653	11.5%	65,165	16.4%	3,645	10.7%	74,870	13.8%
Banks, Savings & Lending Institutions	494	2.1%	8,166	2.1%	721	2.1%	10,345	1.9%
Securities Brokers	457	2.0%	15,820	4.0%	594	1.7%	16,231	3.0%
Insurance Carriers & Agents	553	2.4%	18,688	4.7%	757	2.2%	23,470	4.3%
Real Estate, Holding, Other Investment Offices	1,149	5.0%	22,492	5.7%	1,574	4.6%	24,823	4.6%
Services Summary	10,040	43.6%	155,683	39.3%	14,470	42.5%	219,685	40.5%
Hotels & Lodging	203	0.9%	4,137	1.0%	341	1.0%	5,875	1.1%
Automotive Services	557	2.4%	5,469	1.4%	848	2.5%	6,587	1.2%
Movies & Amusements	587	2.6%	7,869	2.0%	882	2.6%	11,037	2.0%
Health Services	2,100	9.1%	49,284	12.4%	2,692	7.9%	63,145	11.6%
Legal Services	525	2.3%	3,879	1.0%	682	2.0%	4,606	0.8%
Education Institutions & Libraries	504	2.2%	22,498	5.7%	902	2.6%	39,635	7.3%
Other Services	5,564	24.2%	62,548	15.8%	8,123	23.9%	88,800	16.4%
Government	743	3.2%	24,927	6.3%	1,386	4.1%	34,716	6.4%
Unclassified Establishments	1,382	6.0%	1,386	0.3%	1,913	5.6%	2,018	0.4%
Totals	23,012	100.0%	396,601	100.0%	34,050	100.0%	542,517	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.

November 06, 2024

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	133	0.6%	1,093	0.3%	431	1.3%	2,862	0.5%
Mining	11	0.0%	75	0.0%	20	0.1%	234	0.0%
Utilities	24	0.1%	630	0.2%	46	0.1%	872	0.2%
Construction	1,580	6.9%	18,103	4.6%	2,360	6.9%	24,022	4.4%
Manufacturing	627	2.7%	19,062	4.8%	1,017	3.0%	29,975	5.5%
Wholesale Trade	718	3.1%	16,503	4.2%	1,065	3.1%	23,812	4.4%
Retail Trade	2,658	11.6%	50,842	12.8%	3,977	11.7%	71,566	13.2%
Motor Vehicle & Parts Dealers	370	1.6%	8,671	2.2%	587	1.7%	10,724	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%	1,293	0.3%	92	0.3%	1,619	0.3%
Building Material & Garden Equipment & Supplies Dealers	242	1.1%	4,866	1.2%	389	1.1%	11,184	2.1%
Food & Beverage Stores	489	2.1%	14,391	3.6%	737	2.2%	19,285	3.6%
Health & Personal Care Stores	313	1.4%	3,828	1.0%	443	1.3%	4,905	0.9%
Gasoline Stations & Fuel Dealers	44	0.2%	492	0.1%	100	0.3%	1,169	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	443	1.9%	5,191	1.3%	674	2.0%	6,777	1.2%
General Merchandise Stores	283	1.2%	8,368	2.1%	410	1.2%	11,384	2.1%
Transportation & Warehousing	443	1.9%	8,963	2.3%	755	2.2%	12,147	2.2%
Information	439	1.9%	10,141	2.6%	709	2.1%	12,716	2.3%
Finance & Insurance	1,543	6.7%	43,154	10.9%	2,104	6.2%	50,506	9.3%
Central Bank/Credit Intermediation & Related Activities	487	2.1%	8,087	2.0%	706	2.1%	10,238	1.9%
Securities & Commodity Contracts	494	2.1%	15,994	4.0%	632	1.9%	16,411	3.0%
Funds, Trusts & Other Financial Vehicles	562	2.4%	19,074	4.8%	766	2.2%	23,856	4.4%
Real Estate, Rental & Leasing	1,163	5.1%	10,822	2.7%	1,602	4.7%	13,100	2.4%
Professional, Scientific & Tech Services	2,187	9.5%	26,706	6.7%	2,996	8.8%	35,122	6.5%
Legal Services	552	2.4%	4,092	1.0%	727	2.1%	4,885	0.9%
Management of Companies & Enterprises	84	0.4%	13,639	3.4%	112	0.3%	13,798	2.5%
Administrative, Support & Waste Management Services	745	3.2%	9,261	2.3%	1,025	3.0%	14,988	2.8%
Educational Services	584	2.5%	22,667	5.7%	971	2.9%	39,549	7.3%
Health Care & Social Assistance	2,718	11.8%	62,048	15.6%	3,625	10.6%	82,041	15.1%
Arts, Entertainment & Recreation	509	2.2%	7,746	2.0%	828	2.4%	11,011	2.0%
Accommodation & Food Services	1,644	7.1%	28,841	7.3%	2,340	6.9%	39,291	7.2%
Accommodation	203	0.9%	4,137	1.0%	341	1.0%	5,875	1.1%
Food Services & Drinking Places	1,441	6.3%	24,704	6.2%	1,999	5.9%	33,417	6.2%
Other Services (except Public Administration)	3,080	13.4%	19,966	5.0%	4,774	14.0%	28,140	5.2%
Automotive Repair & Maintenance	431	1.9%	3,038	0.8%	679	2.0%	3,972	0.7%
Public Administration	743	3.2%	24,961	6.3%	1,382	4.1%	34,752	6.4%
Unclassified Establishments	1,380	6.0%	1,379	0.3%	1,911	5.6%	2,011	0.4%
Total	23,012	100.0%	396,601	100.0%	34,050	100.0%	542,517	100.0%

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