

	30 minutes	60 minutes
Population		
2010 Population	512,461	794,987
2020 Population	611,168	908,560
2024 Population	649,741	953,588
2029 Population	685,228	995,766
2010-2020 Annual Rate	1.78%	1.34%
2020-2024 Annual Rate	1.45%	1.14%
2024-2029 Annual Rate	1.07%	0.87%
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 649,741. In 2020, the Census count in the area was 611,168. The rate of change since 2020 was 1.45% annually. The five-year projection for the population in the area is 685,228 representing a change of 1.07% 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%	79.6%
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%	3.4%
2024 Two or More Races	7.5%	7.0%
2024 Hispanic Origin (Any Race)	9.3%	8.6%

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	100	96
2010 Households	200,909	311,700
2020 Households	241,932	358,972
2024 Households	258,656	379,156
2029 Households	275,042	399,415
2010-2020 Annual Rate	1.88%	1.42%
2020-2024 Annual Rate	1.59%	1.30%
2024-2029 Annual Rate	1.24%	1.05%
2024 Average Household Size	2.47	2.44

The household count in this area has changed from 241,932 in 2020 to 258,656 in the current year, a change of 1.59% annually. The five-year projection of households is 275,042, a change of 1.24% 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 159,650 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	\$87,911	\$83,193
2029 Median Household Income	\$102,836	\$97,312
2024-2029 Annual Rate	3.19%	3.18%
Average Household Income		
2024 Average Household Income	\$118,138	\$111,951
2029 Average Household Income	\$135,245	\$128,449
2024-2029 Annual Rate	2.74%	2.79%
Per Capita Income		
2024 Per Capita Income	\$47,102	\$44,621
2029 Per Capita Income	\$54,354	\$51,623
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 \$87,911 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$102,836 in five years, compared to \$91,442 all U.S. households.		
Current average household income is \$118,138 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$135,245 in five years, compared to \$130,581 for all U.S. households.		
Current per capita income is \$47,102 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$54,354 in five years, compared to \$51,203 for all U.S. households.		
Housing		
2024 Housing Affordability Index	105	107
2010 Total Housing Units	215,047	335,048
2010 Owner Occupied Housing Units	142,210	217,942
2010 Renter Occupied Housing Units	58,699	93,758
2010 Vacant Housing Units	14,138	23,348
2020 Total Housing Units	258,352	385,012
2020 Owner Occupied Housing Units	162,175	241,121
2020 Renter Occupied Housing Units	79,757	117,851
2020 Vacant Housing Units	16,378	26,101
2024 Total Housing Units	277,425	408,236
2024 Owner Occupied Housing Units	174,182	256,166
2024 Renter Occupied Housing Units	84,474	122,991
2024 Vacant Housing Units	18,769	29,080
2029 Total Housing Units	294,885	429,798
2029 Owner Occupied Housing Units	186,613	272,783
2029 Renter Occupied Housing Units	88,429	126,632
2029 Vacant Housing Units	19,843	30,383
Socioeconomic Status Index		
2024 Socioeconomic Status Index	53.6	53.5

Currently, 62.8% of the 277,425 housing units in the area are owner occupied; 30.4%, renter occupied; and 6.8% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 258,352 housing units in the area and 6.3% vacant housing units. The annual rate of change in housing units since 2020 is 1.69%. Median home value in the area is \$296,807, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 1.04% annually to \$312,522.

Source: U.S. Census, Esri

	30 minutes	60 minutes
Population Summary		
2010 Total Population	512,461	794,987
2020 Total Population	611,168	908,560
2020 Group Quarters	10,903	29,827
2024 Total Population	649,741	953,588
2024 Group Quarters	10,936	29,856
2029 Total Population	685,228	995,766
2024-2029 Annual Rate	1.07%	0.87%
2024 Total Daytime Population	672,037	965,049
Workers	373,169	512,113
Residents	298,868	452,936
Household Summary		
2010 Households	200,909	311,700
2010 Average Household Size	2.49	2.46
2020 Total Households	241,932	358,972
2020 Average Household Size	2.48	2.45
2024 Households	258,656	379,156
2024 Average Household Size	2.47	2.44
2029 Households	275,042	399,415
2029 Average Household Size	2.45	2.42
2024-2029 Annual Rate	1.24%	1.05%
2010 Families	130,284	200,548
2010 Average Family Size	3.08	3.03
2024 Families	159,650	231,781
2024 Average Family Size	3.15	3.10
2029 Families	168,446	242,257
2029 Average Family Size	3.14	3.09
2024-2029 Annual Rate	1.08%	0.89%
Housing Unit Summary		
2000 Housing Units	176,819	285,166
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	215,047	335,048
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	258,352	385,012
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	277,425	408,236
Owner Occupied Housing Units	62.8%	62.7%
Renter Occupied Housing Units	30.4%	30.1%
Vacant Housing Units	6.8%	7.1%
2029 Housing Units	294,885	429,798
Owner Occupied Housing Units	63.3%	63.5%
Renter Occupied Housing Units	30.0%	29.5%
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	258,656	379,156
<\$15,000	5.6%	6.3%
\$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%	15.9%
\$75,000 - \$99,999	12.3%	12.7%
\$100,000 - \$149,999	19.0%	19.3%
\$150,000 - \$199,999	12.8%	11.6%
\$200,000+	13.0%	11.4%
Average Household Income	\$118,138	\$111,951
2029 Households by Income		
Household Income Base	275,042	399,415
<\$15,000	4.9%	5.4%
\$15,000 - \$24,999	4.1%	4.6%
\$25,000 - \$34,999	4.1%	4.5%
\$35,000 - \$49,999	9.7%	9.8%
\$50,000 - \$74,999	14.1%	14.6%
\$75,000 - \$99,999	11.4%	12.0%
\$100,000 - \$149,999	19.9%	20.4%
\$150,000 - \$199,999	16.5%	15.0%
\$200,000+	15.3%	13.6%
Average Household Income	\$135,245	\$128,449
2024 Owner Occupied Housing Units by Value		
Total	174,173	256,125
<\$50,000	2.7%	3.4%
\$50,000 - \$99,999	3.2%	4.9%
\$100,000 - \$149,999	6.0%	8.1%
\$150,000 - \$199,999	12.3%	13.4%
\$200,000 - \$249,999	12.5%	13.2%
\$250,000 - \$299,999	14.1%	13.0%
\$300,000 - \$399,999	25.1%	21.6%
\$400,000 - \$499,999	11.1%	10.6%
\$500,000 - \$749,999	9.5%	8.8%
\$750,000 - \$999,999	2.5%	2.1%
\$1,000,000 - \$1,499,999	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.2%	0.2%
\$2,000,000 +	0.2%	0.2%
Average Home Value	\$332,448	\$314,692
2029 Owner Occupied Housing Units by Value		
Total	186,604	272,739
<\$50,000	2.5%	3.1%
\$50,000 - \$99,999	3.0%	4.5%
\$100,000 - \$149,999	5.5%	7.4%
\$150,000 - \$199,999	11.3%	12.4%
\$200,000 - \$249,999	11.5%	12.3%
\$250,000 - \$299,999	12.9%	12.1%
\$300,000 - \$399,999	26.7%	23.2%
\$400,000 - \$499,999	11.7%	11.3%
\$500,000 - \$749,999	11.0%	10.3%
\$750,000 - \$999,999	2.8%	2.5%
\$1,000,000 - \$1,499,999	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.2%	0.2%
\$2,000,000 +	0.2%	0.2%
Average Home Value	\$347,037	\$330,145

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	\$87,911	\$83,193
2029	\$102,836	\$97,312
Median Home Value		
2024	\$296,807	\$276,912
2029	\$312,522	\$292,968
Per Capita Income		
2024	\$47,102	\$44,621
2029	\$54,354	\$51,623
Median Age		
2010	34.7	34.9
2020	36.0	36.0
2024	36.3	36.4
2029	37.4	37.5
2020 Population by Age		
Total	611,168	908,560
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	3.8%	4.3%
85 +	1.6%	1.9%
18 +	74.9%	76.1%
2024 Population by Age		
Total	649,742	953,587
0 - 4	6.6%	6.2%
5 - 9	6.8%	6.5%
10 - 14	6.9%	6.6%
15 - 24	13.2%	15.2%
25 - 34	14.6%	13.7%
35 - 44	14.5%	13.5%
45 - 54	12.0%	11.4%
55 - 64	10.8%	11.0%
65 - 74	8.6%	9.1%
75 - 84	4.5%	4.9%
85 +	1.6%	1.9%
18 +	75.8%	77.0%
2029 Population by Age		
Total	685,227	995,765
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 +	76.8%	78.0%

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

	30 minutes	60 minutes
2020 Population by Sex		
Males	300,159	451,156
Females	311,009	457,404
2024 Population by Sex		
Males	323,873	480,166
Females	325,868	473,422
2029 Population by Sex		
Males	339,170	497,810
Females	346,058	497,956
2010 Population by Race/Ethnicity		
Total	512,461	794,987
White Alone	86.3%	88.7%
Black Alone	5.2%	3.9%
American Indian Alone	0.3%	0.3%
Asian Alone	3.3%	3.0%
Pacific Islander Alone	0.1%	0.0%
Some Other Race Alone	2.5%	2.2%
Two or More Races	2.2%	1.9%
Hispanic Origin	6.7%	5.9%
Diversity Index	34.4	29.8
2020 Population by Race/Ethnicity		
Total	611,168	908,560
White Alone	78.0%	80.9%
Black Alone	6.3%	4.8%
American Indian Alone	0.4%	0.4%
Asian Alone	4.9%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.4%	3.2%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.6%	7.9%
Diversity Index	47.7	43.2
2024 Population by Race/Ethnicity		
Total	649,740	953,589
White Alone	76.6%	79.6%
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%	3.4%
Two or More Races	7.5%	7.0%
Hispanic Origin	9.3%	8.6%
Diversity Index	50.1	45.7
2029 Population by Race/Ethnicity		
Total	685,229	995,765
White Alone	75.3%	78.3%
Black Alone	6.8%	5.3%
American Indian Alone	0.4%	0.4%
Asian Alone	5.5%	4.6%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.8%	3.7%
Two or More Races	8.1%	7.5%
Hispanic Origin	10.0%	9.3%
Diversity Index	52.2	48.0

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	611,168	908,560
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%	1.1%
Noninstitutionalized	0.9%	2.1%
2024 Population 25+ by Educational Attainment		
Total	432,312	625,571
Less than 9th Grade	2.2%	2.1%
9th - 12th Grade, No Diploma	3.0%	3.1%
High School Graduate	19.0%	21.0%
GED/Alternative Credential	3.5%	3.5%
Some College, No Degree	16.2%	16.8%
Associate Degree	10.9%	11.3%
Bachelor's Degree	30.3%	28.0%
Graduate/Professional Degree	14.8%	14.3%
2024 Population 15+ by Marital Status		
Total	518,292	770,768
Never Married	32.5%	33.3%
Married	53.1%	52.4%
Widowed	4.8%	5.0%
Divorced	9.6%	9.4%
2024 Civilian Population 16+ in Labor Force		
Civilian Population 16+	363,650	518,768
Population 16+ Employed	97.3%	97.1%
Population 16+ Unemployment rate	2.7%	2.9%
Population 16-24 Employed	15.5%	17.2%
Population 16-24 Unemployment rate	4.6%	5.5%
Population 25-54 Employed	65.0%	62.5%
Population 25-54 Unemployment rate	2.5%	2.5%
Population 55-64 Employed	13.8%	14.4%
Population 55-64 Unemployment rate	2.1%	1.9%
Population 65+ Employed	5.7%	5.9%
Population 65+ Unemployment rate	2.2%	2.1%

	30 minutes	60 minutes
2024 Employed Population 16+ by Industry		
Total	353,741	503,675
Agriculture/Mining	1.1%	1.9%
Construction	6.2%	6.4%
Manufacturing	8.7%	10.2%
Wholesale Trade	2.2%	2.1%
Retail Trade	10.6%	10.4%
Transportation/Utilities	4.9%	4.9%
Information	1.8%	1.7%
Finance/Insurance/Real Estate	15.2%	12.8%
Services	45.5%	45.8%
Public Administration	3.9%	3.9%
2024 Employed Population 16+ by Occupation		
Total	353,740	503,674
White Collar	67.2%	65.0%
Management/Business/Financial	21.8%	20.3%
Professional	26.9%	26.7%
Sales	8.9%	8.5%
Administrative Support	9.6%	9.4%
Services	14.7%	15.0%
Blue Collar	18.1%	19.9%
Farming/Forestry/Fishing	0.2%	0.4%
Construction/Extraction	4.1%	4.2%
Installation/Maintenance/Repair	2.2%	2.6%
Production	4.7%	5.5%
Transportation/Material Moving	6.9%	7.2%
2020 Households by Type		
Total	241,932	358,972
Married Couple Households	48.0%	48.4%
With Own Children <18	21.4%	20.3%
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	2.0%	2.0%
No Relatives Present	1.7%	2.1%
Female Householder, No Spouse/Partner	25.8%	25.2%
Living Alone	15.7%	15.6%
65 Years and over	6.8%	7.1%
With Own Children <18	4.9%	4.4%
Without Own Children <18, With Relatives	4.0%	3.7%
No Relatives Present	1.2%	1.4%
2020 Households by Size		
Total	241,932	358,972
1 Person Household	29.0%	29.1%
2 Person Household	33.4%	34.5%
3 Person Household	14.5%	14.1%
4 Person Household	13.5%	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	241,932	358,972
Owner Occupied	67.0%	67.2%
Owned with a Mortgage/Loan	50.0%	47.7%
Owned Free and Clear	17.0%	19.4%
Renter Occupied	33.0%	32.8%
2024 Affordability, Mortgage and Wealth		
Housing Affordability Index	105	107
Percent of Income for Mortgage	21.1%	20.8%
Wealth Index	100	96
2020 Housing Units By Urban/ Rural Status		
Total	258,352	385,012
Urban Housing Units	92.7%	81.6%
Rural Housing Units	7.3%	18.4%
2020 Population By Urban/ Rural Status		
Total	611,168	908,560
Urban Population	91.8%	80.7%
Rural Population	8.2%	19.3%

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 \$	\$660,495,302	\$909,562,541
Average Spent	\$2,553.57	\$2,398.91
Spending Potential Index	107	101
Education: Total \$	\$463,015,465	\$649,018,450
Average Spent	\$1,790.08	\$1,711.75
Spending Potential Index	104	99
Entertainment/Recreation: Total \$	\$1,107,595,695	\$1,553,729,859
Average Spent	\$4,282.12	\$4,097.86
Spending Potential Index	105	100
Food at Home: Total \$	\$1,960,455,306	\$2,742,106,085
Average Spent	\$7,579.39	\$7,232.13
Spending Potential Index	104	99
Food Away from Home: Total \$	\$1,085,297,255	\$1,491,882,781
Average Spent	\$4,195.91	\$3,934.75
Spending Potential Index	108	101
Health Care: Total \$	\$2,074,054,551	\$2,966,078,137
Average Spent	\$8,018.58	\$7,822.84
Spending Potential Index	104	102
HH Furnishings & Equipment: Total \$	\$866,808,507	\$1,208,752,075
Average Spent	\$3,351.20	\$3,188.01
Spending Potential Index	106	101
Personal Care Products & Services: Total \$	\$270,037,534	\$371,174,558
Average Spent	\$1,044.00	\$978.95
Spending Potential Index	105	98
Shelter: Total \$	\$7,136,261,980	\$9,834,996,849
Average Spent	\$27,589.78	\$25,939.18
Spending Potential Index	103	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$950,262,057	\$1,328,483,131
Average Spent	\$3,673.85	\$3,503.79
Spending Potential Index	105	100
Travel: Total \$	\$814,063,962	\$1,130,004,368
Average Spent	\$3,147.28	\$2,980.32
Spending Potential Index	104	98
Vehicle Maintenance & Repairs: Total \$	\$407,469,453	\$572,822,997
Average Spent	\$1,575.33	\$1,510.78
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	649,741	685,228
Workday Drive (4A)	9.2%	Households	258,656	275,042
Rustbelt Traditions (5D)	8.7%	Families	159,650	168,446
Middleburg (4C)	6.7%	Median Age	36.3	37.4
Up and Coming Families (7A)	6.2%	Median Household Income	\$87,911	\$102,836
			2024	2029
		Consumer Spending		Projected Spending Growth
Apparel and Services			\$660,495,302	\$804,372,709
Men's			\$123,008,761	\$149,729,249
Women's			\$218,143,560	\$265,609,229
Children's			\$107,312,200	\$130,806,348
Footwear			\$139,120,685	\$169,526,798
Watches & Jewelry			\$59,423,209	\$72,288,678
Apparel Products and Services (1)			\$13,486,886	\$16,412,409
Computer				
Computers and Hardware for Home Use			\$74,967,394	\$91,354,800
Portable Memory			\$1,103,750	\$1,344,086
Computer Software			\$4,203,809	\$5,121,581
Computer Accessories			\$6,242,901	\$7,603,159
Entertainment & Recreation			\$1,107,595,695	\$1,348,049,111
Fees and Admissions			\$227,340,530	\$276,759,467
Membership Fees for Clubs (2)			\$83,506,580	\$101,567,461
Fees for Participant Sports, excl. Trips			\$37,132,017	\$45,191,338
Tickets to Theatre/Operas/Concerts			\$20,379,156	\$24,809,953
Tickets to Movies			\$7,082,521	\$8,642,280
Tickets to Parks or Museums			\$10,524,969	\$12,838,768
Admission to Sporting Events, excl. Trips			\$23,166,596	\$28,140,926
Fees for Recreational Lessons			\$45,328,983	\$55,301,337
Dating Services			\$219,709	\$267,406
TV/Video/Audio			\$359,516,192	\$437,321,756
Cable and Satellite Television Services			\$196,354,487	\$238,569,627
Televisions			\$42,873,391	\$52,194,650
Satellite Dishes			\$338,860	\$411,270
VCRs, Video Cameras, and DVD Players			\$1,317,641	\$1,606,218
Miscellaneous Video Equipment			\$7,138,278	\$8,709,421
Video Cassettes and DVDs			\$1,515,908	\$1,846,988
Video Game Hardware/Accessories			\$13,840,237	\$16,872,467
Video Game Software			\$6,063,500	\$7,391,178
Rental/Streaming/Downloaded Video			\$49,902,201	\$60,786,300
Installation of Televisions			\$465,778	\$564,979
Audio (3)			\$39,296,248	\$47,870,148
Rental and Repair of TV/Radio/Sound Equipment			\$409,662	\$498,509
Pets			\$267,135,599	\$324,999,839
Toys/Games/Crafts/Hobbies (4)			\$50,040,280	\$60,894,910
Recreational Vehicles and Fees (5)			\$51,831,910	\$63,079,393
Sports/Recreation/Exercise Equipment (6)			\$87,916,485	\$107,334,923
Photo Equipment and Supplies (7)			\$16,562,631	\$20,155,384
Reading (8)			\$36,170,791	\$44,014,566
Catered Affairs (9)			\$11,081,276	\$13,488,873
Food			\$3,045,752,560	\$3,708,089,393
Food at Home			\$1,960,455,306	\$2,386,034,864
Bakery and Cereal Products			\$251,043,006	\$305,466,910
Meats, Poultry, Fish, and Eggs			\$421,810,193	\$513,432,497
Dairy Products			\$184,467,855	\$224,502,002
Fruits and Vegetables			\$382,562,513	\$465,666,179
Snacks and Other Food at Home (10)			\$720,571,739	\$876,967,276
Food Away from Home			\$1,085,297,255	\$1,322,054,529
Alcoholic Beverages			\$175,776,997	\$213,969,050

Source: Esri, Esri-U.S. BLS

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$11,565,008,905	\$14,037,921,063	\$2,472,912,158
Value of Retirement Plans	\$42,826,217,476	\$52,002,943,898	\$9,176,726,422
Value of Other Financial Assets	\$2,415,398,309	\$2,936,092,521	\$520,694,212
Vehicle Loan Amount excluding Interest	\$1,008,878,320	\$1,229,521,182	\$220,642,862
Value of Credit Card Debt	\$787,698,625	\$958,425,941	\$170,727,316
Health			
Nonprescription Drugs	\$49,402,458	\$60,116,415	\$10,713,957
Prescription Drugs	\$116,271,020	\$140,996,717	\$24,725,697
Eyeglasses and Contact Lenses	\$33,596,161	\$40,820,429	\$7,224,268
Home			
Mortgage Payment and Basics (11)	\$3,617,787,450	\$4,400,484,452	\$782,697,002
Maintenance and Remodeling Services	\$1,229,593,676	\$1,495,359,546	\$265,765,870
Maintenance and Remodeling Materials (12)	\$241,120,473	\$293,026,585	\$51,906,112
Utilities, Fuel, and Public Services	\$1,609,637,857	\$1,957,383,007	\$347,745,150
Household Furnishings and Equipment			
Household Textiles (13)	\$35,756,834	\$43,529,999	\$7,773,165
Furniture	\$275,290,944	\$335,094,510	\$59,803,566
Rugs	\$11,876,354	\$14,439,247	\$2,562,893
Major Appliances (14)	\$157,742,869	\$191,837,250	\$34,094,381
Housewares (15)	\$28,746,039	\$35,000,189	\$6,254,150
Small Appliances	\$21,515,900	\$26,209,811	\$4,693,911
Luggage	\$5,662,621	\$6,895,688	\$1,233,067
Telephones and Accessories	\$27,939,907	\$33,983,727	\$6,043,820
Household Operations			
Child Care	\$156,745,109	\$191,045,634	\$34,300,525
Lawn and Garden (16)	\$184,326,585	\$224,054,300	\$39,727,715
Moving/Storage/Freight Express	\$31,737,021	\$38,653,748	\$6,916,727
Housekeeping Supplies (17)	\$243,942,100	\$296,893,931	\$52,951,831
Insurance			
Owners and Renters Insurance	\$227,902,175	\$276,926,899	\$49,024,724
Vehicle Insurance	\$581,760,396	\$708,330,141	\$126,569,745
Life/Other Insurance	\$182,124,884	\$221,443,073	\$39,318,189
Health Insurance	\$1,345,127,620	\$1,635,025,092	\$289,897,472
Personal Care Products (18)	\$152,561,033	\$185,761,042	\$33,200,009
School Books (19)	\$11,914,070	\$14,508,285	2,594,215
Smoking Products	\$128,488,031	\$156,090,160	\$27,602,129
Transportation			
Payments on Vehicles excluding Leases	\$862,977,309	\$1,050,313,041	\$187,335,732
Gasoline and Motor Oil	\$903,260,951	\$1,099,501,021	\$196,240,070
Vehicle Maintenance and Repairs	\$407,469,453	\$495,899,151	\$88,429,698
Travel			
Airline Fares	\$168,155,446	\$204,984,183	\$36,828,737
Lodging on Trips	\$261,081,912	\$317,770,634	\$56,688,722
Auto/Truck Rental on Trips	\$32,414,405	\$39,466,244	\$7,051,839
Food and Drink on Trips	\$200,454,944	\$244,076,003	\$43,621,059

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	953,588	995,766
Rustbelt Traditions (5D)	7.5%	Households	379,156	399,415
Boomburbs (1C)	7.1%	Families	231,781	242,257
Middleburg (4C)	6.7%	Median Age	36.4	37.5
In Style (5B)	5.8%	Median Household Income	\$83,193	\$97,312
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$909,562,541	\$1,100,011,169	\$190,448,628
Men's		\$170,167,466	\$205,701,939	\$35,534,473
Women's		\$301,234,636	\$364,236,226	\$63,001,590
Children's		\$146,177,536	\$176,947,923	\$30,770,387
Footwear		\$191,044,235	\$231,157,814	\$40,113,579
Watches & Jewelry		\$82,207,074	\$99,331,099	\$17,124,025
Apparel Products and Services (1)		\$18,731,594	\$22,636,168	\$3,904,574
Computer				
Computers and Hardware for Home Use		\$103,071,500	\$124,723,297	\$21,651,797
Portable Memory		\$1,573,952	\$1,902,098	\$328,146
Computer Software		\$5,871,206	\$7,100,636	\$1,229,430
Computer Accessories		\$8,909,076	\$10,764,083	\$1,855,007
Entertainment & Recreation		\$1,553,729,859	\$1,877,201,214	\$323,471,355
Fees and Admissions		\$310,749,724	\$375,774,332	\$65,024,608
Membership Fees for Clubs (2)		\$115,492,183	\$139,526,340	\$24,034,157
Fees for Participant Sports, excl. Trips		\$50,827,679	\$61,448,174	\$10,620,495
Tickets to Theatre/Operas/Concerts		\$27,872,720	\$33,706,918	\$5,834,198
Tickets to Movies		\$9,515,004	\$11,532,866	\$2,017,862
Tickets to Parks or Museums		\$14,173,195	\$17,172,013	\$2,998,818
Admission to Sporting Events, excl. Trips		\$32,864,895	\$39,645,337	\$6,780,442
Fees for Recreational Lessons		\$59,703,641	\$72,379,432	\$12,675,791
Dating Services		\$300,407	\$363,253	\$62,846
TV/Video/Audio		\$507,523,454	\$612,849,995	\$105,326,541
Cable and Satellite Television Services		\$282,154,479	\$340,250,665	\$58,096,186
Televisions		\$59,369,387	\$71,771,886	\$12,402,499
Satellite Dishes		\$484,387	\$583,921	\$99,534
VCRs, Video Cameras, and DVD Players		\$1,825,798	\$2,209,414	\$383,616
Miscellaneous Video Equipment		\$9,154,618	\$11,107,790	\$1,953,172
Video Cassettes and DVDs		\$2,114,708	\$2,557,509	\$442,801
Video Game Hardware/Accessories		\$19,111,721	\$23,132,546	\$4,020,825
Video Game Software		\$8,457,285	\$10,234,305	\$1,777,020
Rental/Streaming/Downloaded Video		\$69,179,605	\$83,671,570	\$14,491,965
Installation of Televisions		\$638,452	\$770,061	\$131,609
Audio (3)		\$54,471,331	\$65,881,340	\$11,410,009
Rental and Repair of TV/Radio/Sound Equipment		\$561,684	\$678,987	\$117,303
Pets		\$379,493,671	\$458,206,046	\$78,712,375
Toys/Games/Crafts/Hobbies (4)		\$71,905,520	\$86,817,852	\$14,912,332
Recreational Vehicles and Fees (5)		\$74,593,583	\$90,050,972	\$15,457,389
Sports/Recreation/Exercise Equipment (6)		\$119,694,394	\$145,054,613	\$25,360,219
Photo Equipment and Supplies (7)		\$23,058,867	\$27,864,762	\$4,805,895
Reading (8)		\$50,901,704	\$61,486,675	\$10,584,971
Catered Affairs (9)		\$15,808,943	\$19,095,968	\$3,287,025
Food		\$4,233,988,865	\$5,117,918,197	\$883,929,332
Food at Home		\$2,742,106,085	\$3,313,255,875	\$571,149,790
Bakery and Cereal Products		\$352,058,846	\$425,284,040	\$73,225,194
Meats, Poultry, Fish, and Eggs		\$588,867,303	\$711,606,820	\$122,739,517
Dairy Products		\$259,177,157	\$313,110,652	\$53,933,495
Fruits and Vegetables		\$533,098,819	\$644,253,946	\$111,155,127
Snacks and Other Food at Home (10)		\$1,008,903,960	\$1,219,000,416	\$210,096,456
Food Away from Home		\$1,491,882,781	\$1,804,662,322	\$312,779,541
Alcoholic Beverages		\$244,024,795	\$294,968,750	\$50,943,955

Source: Esri, Esri-U.S. BLS

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$16,337,076,232	\$19,696,457,442	\$3,359,381,210
Value of Retirement Plans	\$60,441,318,134	\$72,891,336,258	\$12,450,018,124
Value of Other Financial Assets	\$3,384,042,375	\$4,084,959,684	\$700,917,309
Vehicle Loan Amount excluding Interest	\$1,397,196,572	\$1,690,265,812	\$293,069,240
Value of Credit Card Debt	\$1,093,377,861	\$1,321,114,290	\$227,736,429
Health			
Nonprescription Drugs	\$69,359,452	\$83,784,604	\$14,425,152
Prescription Drugs	\$171,240,112	\$206,126,673	\$34,886,561
Eyeglasses and Contact Lenses	\$48,603,087	\$58,607,861	\$10,004,774
Home			
Mortgage Payment and Basics (11)	\$4,992,847,132	\$6,031,627,699	\$1,038,780,567
Maintenance and Remodeling Services	\$1,726,739,124	\$2,084,801,659	\$358,062,535
Maintenance and Remodeling Materials (12)	\$344,875,645	\$416,000,590	\$71,124,945
Utilities, Fuel, and Public Services	\$2,284,585,098	\$2,757,691,396	\$473,106,298
Household Furnishings and Equipment			
Household Textiles (13)	\$49,743,757	\$60,126,953	\$10,383,196
Furniture	\$383,479,529	\$463,460,455	\$79,980,926
Rugs	\$16,492,045	\$19,916,063	\$3,424,018
Major Appliances (14)	\$221,918,969	\$267,941,037	\$46,022,068
Housewares (15)	\$40,082,948	\$48,450,045	\$8,367,097
Small Appliances	\$30,019,010	\$36,299,921	\$6,280,911
Luggage	\$7,721,025	\$9,340,130	\$1,619,105
Telephones and Accessories	\$39,722,429	\$47,965,436	\$8,243,007
Household Operations			
Child Care	\$210,556,855	\$254,955,466	\$44,398,611
Lawn and Garden (16)	\$263,205,545	\$317,537,511	\$54,331,966
Moving/Storage/Freight Express	\$43,526,645	\$52,653,381	\$9,126,736
Housekeeping Supplies (17)	\$341,365,524	\$412,448,049	\$71,082,525
Insurance			
Owners and Renters Insurance	\$323,048,365	\$389,734,675	\$66,686,310
Vehicle Insurance	\$812,282,388	\$981,801,899	\$169,519,511
Life/Other Insurance	\$256,611,662	\$309,761,417	\$53,149,755
Health Insurance	\$1,919,429,366	\$2,315,824,199	\$396,394,833
Personal Care Products (18)	\$211,509,768	\$255,713,500	\$44,203,732
School Books (19)	\$16,741,688	\$20,240,145	3,498,457
Smoking Products	\$188,702,021	\$227,458,793	\$38,756,772
Transportation			
Payments on Vehicles excluding Leases	\$1,215,370,963	\$1,468,262,899	\$252,891,936
Gasoline and Motor Oil	\$1,279,889,688	\$1,546,091,772	\$266,202,084
Vehicle Maintenance and Repairs	\$572,822,997	\$692,042,694	\$119,219,697
Travel			
Airline Fares	\$228,667,518	\$276,820,838	\$48,153,320
Lodging on Trips	\$364,149,223	\$440,023,084	\$75,873,861
Auto/Truck Rental on Trips	\$44,587,576	\$53,917,419	\$9,329,843
Food and Drink on Trips	\$279,643,180	\$338,017,886	\$58,374,706

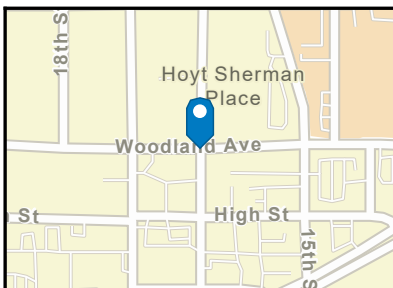
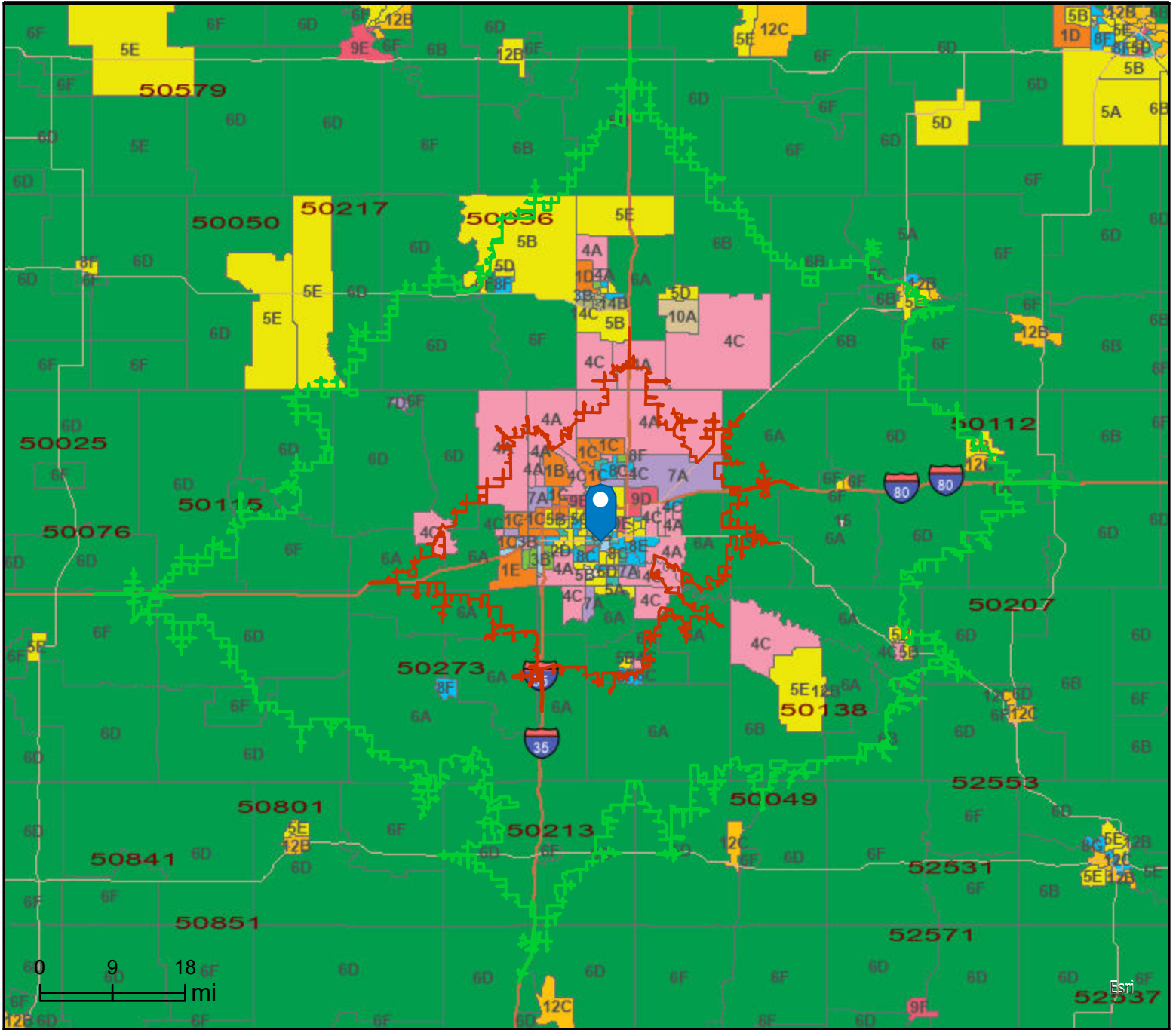
Source: Esri, Esri-U.S. BLS

- (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

Sherman Hill
 Woodland Ave & 16th St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58798
 Longitude: -93.63891



Tapestry LifeMode

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



Source: Esri



Dominant Tapestry Map

Sherman Hill
Woodland Ave & 16th St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.58798
Longitude: -93.63891

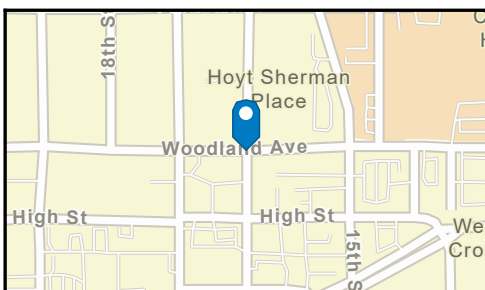
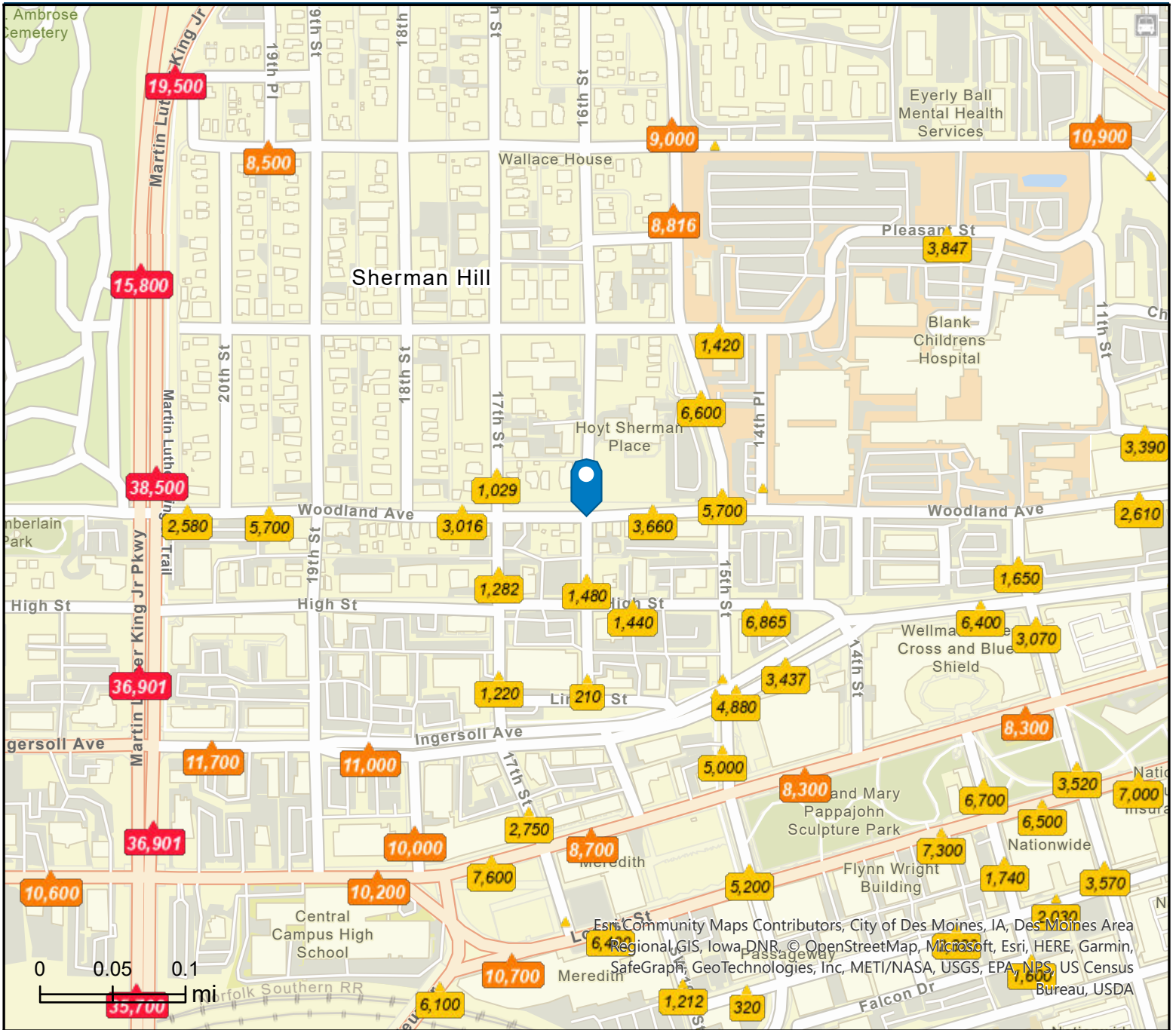
Tapestry Segmentation

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.

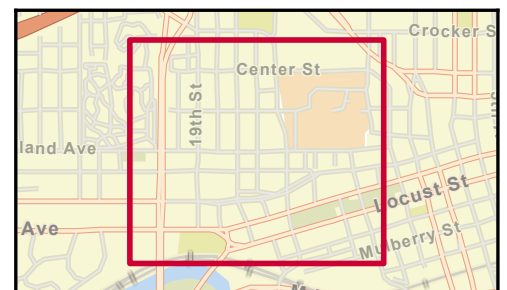
- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)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

Sherman Hill
 Woodland Ave & 16th St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.58798
 Longitude: -93.63891



- 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

Sherman Hill

Prepared by Greater Des Moines Partnership



Data for all businesses in area	30 minutes				60 minutes			
Total Businesses:	23,088				34,030			
Total Employees:	397,122				536,807			
Total Population:	649,741				953,588			
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	464	2.0%	3,486	0.9%	953	2.8%	6,440	1.2%
Construction	1,468	6.4%	16,402	4.1%	2,189	6.4%	21,819	4.1%
Manufacturing	592	2.6%	23,326	5.9%	955	2.8%	34,688	6.5%
Transportation	541	2.3%	9,762	2.5%	913	2.7%	13,054	2.4%
Communication	174	0.8%	2,526	0.6%	285	0.8%	3,327	0.6%
Utility	72	0.3%	1,343	0.3%	129	0.4%	2,037	0.4%
Wholesale Trade	728	3.2%	16,581	4.2%	1,071	3.1%	23,317	4.3%
Retail Trade Summary	4,188	18.1%	76,156	19.2%	6,098	17.9%	105,810	19.7%
Home Improvement	246	1.1%	4,882	1.2%	393	1.2%	11,179	2.1%
General Merchandise Stores	163	0.7%	7,077	1.8%	256	0.8%	10,014	1.9%
Food Stores	520	2.3%	13,413	3.4%	784	2.3%	18,440	3.4%
Auto Dealers & Gas Stations	408	1.8%	9,080	2.3%	663	1.9%	11,717	2.2%
Apparel & Accessory Stores	261	1.1%	2,370	0.6%	329	1.0%	2,801	0.5%
Furniture & Home Furnishings	225	1.0%	2,710	0.7%	328	1.0%	3,384	0.6%
Eating & Drinking Places	1,402	6.1%	24,335	6.1%	1,950	5.7%	32,975	6.1%
Miscellaneous Retail	961	4.2%	12,289	3.1%	1,395	4.1%	15,299	2.9%
Finance, Insurance, Real Estate Summary	2,662	11.5%	65,230	16.4%	3,655	10.7%	74,737	13.9%
Banks, Savings & Lending Institutions	497	2.2%	8,170	2.1%	722	2.1%	10,349	1.9%
Securities Brokers	459	2.0%	15,826	4.0%	592	1.7%	16,228	3.0%
Insurance Carriers & Agents	555	2.4%	18,740	4.7%	763	2.2%	23,324	4.3%
Real Estate, Holding, Other Investment Offices	1,150	5.0%	22,494	5.7%	1,578	4.6%	24,836	4.6%
Services Summary	10,056	43.6%	155,753	39.2%	14,467	42.5%	214,742	40.0%
Hotels & Lodging	204	0.9%	4,136	1.0%	341	1.0%	5,874	1.1%
Automotive Services	553	2.4%	5,463	1.4%	844	2.5%	6,516	1.2%
Movies & Amusements	590	2.6%	7,892	2.0%	884	2.6%	10,617	2.0%
Health Services	2,106	9.1%	49,261	12.4%	2,695	7.9%	62,907	11.7%
Legal Services	526	2.3%	3,915	1.0%	683	2.0%	4,605	0.9%
Education Institutions & Libraries	504	2.2%	22,473	5.7%	902	2.7%	39,615	7.4%
Other Services	5,573	24.1%	62,613	15.8%	8,118	23.9%	84,607	15.8%
Government	758	3.3%	25,188	6.3%	1,410	4.1%	34,823	6.5%
Unclassified Establishments	1,385	6.0%	1,368	0.3%	1,905	5.6%	2,015	0.4%
Totals	23,088	100.0%	397,122	100.0%	34,030	100.0%	536,807	100.0%

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

November 06, 2024

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	134	0.6%	1,115	0.3%	421	1.2%	2,820	0.5%
Mining	12	0.1%	76	0.0%	19	0.1%	221	0.0%
Utilities	24	0.1%	629	0.2%	47	0.1%	901	0.2%
Construction	1,588	6.9%	18,148	4.6%	2,345	6.9%	23,835	4.4%
Manufacturing	629	2.7%	19,143	4.8%	1,009	3.0%	30,259	5.6%
Wholesale Trade	721	3.1%	16,503	4.2%	1,062	3.1%	23,182	4.3%
Retail Trade	2,668	11.6%	50,844	12.8%	3,972	11.7%	71,497	13.3%
Motor Vehicle & Parts Dealers	376	1.6%	8,700	2.2%	586	1.7%	10,712	2.0%
Furniture & Home Furnishings Stores	111	0.5%	1,103	0.3%	160	0.5%	1,375	0.3%
Electronics & Appliance Stores	63	0.3%	1,296	0.3%	92	0.3%	1,619	0.3%
Building Material & Garden Equipment & Supplies Dealers	243	1.1%	4,873	1.2%	389	1.1%	11,170	2.1%
Food & Beverage Stores	489	2.1%	14,351	3.6%	735	2.2%	19,235	3.6%
Health & Personal Care Stores	313	1.4%	3,815	1.0%	443	1.3%	4,899	0.9%
Gasoline Stations & Fuel Dealers	45	0.2%	502	0.1%	100	0.3%	1,177	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	302	1.3%	2,660	0.7%	385	1.1%	3,145	0.6%
Sporting Goods, Hobby, Book, & Music Stores	444	1.9%	5,188	1.3%	671	2.0%	6,766	1.3%
General Merchandise Stores	283	1.2%	8,355	2.1%	412	1.2%	11,398	2.1%
Transportation & Warehousing	441	1.9%	8,904	2.2%	751	2.2%	12,024	2.2%
Information	439	1.9%	10,133	2.6%	713	2.1%	12,738	2.4%
Finance & Insurance	1,549	6.7%	43,203	10.9%	2,109	6.2%	50,360	9.4%
Central Bank/Credit Intermediation & Related Activities	488	2.1%	8,077	2.0%	707	2.1%	10,242	1.9%
Securities & Commodity Contracts	496	2.1%	16,000	4.0%	630	1.9%	16,408	3.1%
Funds, Trusts & Other Financial Vehicles	564	2.4%	19,126	4.8%	772	2.3%	23,710	4.4%
Real Estate, Rental & Leasing	1,165	5.0%	10,826	2.7%	1,601	4.7%	13,101	2.4%
Professional, Scientific & Tech Services	2,194	9.5%	26,768	6.7%	2,999	8.8%	34,345	6.4%
Legal Services	554	2.4%	4,131	1.0%	730	2.1%	4,887	0.9%
Management of Companies & Enterprises	84	0.4%	13,640	3.4%	112	0.3%	13,806	2.6%
Administrative, Support & Waste Management Services	752	3.3%	9,291	2.3%	1,022	3.0%	11,513	2.1%
Educational Services	587	2.5%	22,681	5.7%	970	2.9%	39,535	7.4%
Health Care & Social Assistance	2,725	11.8%	62,041	15.6%	3,628	10.7%	81,849	15.2%
Arts, Entertainment & Recreation	513	2.2%	7,788	2.0%	828	2.4%	10,582	2.0%
Accommodation & Food Services	1,649	7.1%	28,862	7.3%	2,343	6.9%	39,313	7.3%
Accommodation	204	0.9%	4,136	1.0%	341	1.0%	5,874	1.1%
Food Services & Drinking Places	1,445	6.3%	24,726	6.2%	2,002	5.9%	33,439	6.2%
Other Services (except Public Administration)	3,075	13.3%	19,939	5.0%	4,770	14.0%	28,057	5.2%
Automotive Repair & Maintenance	426	1.8%	3,027	0.8%	675	2.0%	3,897	0.7%
Public Administration	758	3.3%	25,227	6.4%	1,406	4.1%	34,859	6.5%
Unclassified Establishments	1,383	6.0%	1,361	0.3%	1,903	5.6%	2,008	0.4%
Total	23,088	100.0%	397,122	100.0%	34,030	100.0%	536,807	100.0%

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