

	30 minutes	60 minutes
Population		
2010 Population	514,740	797,944
2020 Population	613,060	911,316
2024 Population	651,656	956,446
2029 Population	687,009	998,628
2010-2020 Annual Rate	1.76%	1.34%
2020-2024 Annual Rate	1.45%	1.14%
2024-2029 Annual Rate	1.06%	0.87%
2020 Male Population	49.1%	49.7%
2020 Female Population	50.9%	50.3%
2020 Median Age	36.0	36.1
2024 Male Population	49.8%	50.4%
2024 Female Population	50.2%	49.6%
2024 Median Age	36.4	36.4

In the identified area, the current year population is 651,656. In 2020, the Census count in the area was 613,060. The rate of change since 2020 was 1.45% annually. The five-year projection for the population in the area is 687,009 representing a change of 1.06% annually from 2024 to 2029. Currently, the population is 49.8% male and 50.2% female.

Median Age

The median age in this area is 36.4, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	76.7%	79.6%
2024 Black Alone	6.7%	5.2%
2024 American Indian/Alaska Native Alone	0.4%	0.4%
2024 Asian Alone	5.0%	4.3%
2024 Pacific Islander Alone	0.1%	0.1%
2024 Other Race	3.6%	3.5%
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 50.0 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	100	96
2010 Households	201,793	312,645
2020 Households	242,735	359,863
2024 Households	259,455	380,049
2029 Households	275,795	400,318
2010-2020 Annual Rate	1.86%	1.42%
2020-2024 Annual Rate	1.58%	1.29%
2024-2029 Annual Rate	1.23%	1.04%
2024 Average Household Size	2.47	2.44

The household count in this area has changed from 242,735 in 2020 to 259,455 in the current year, a change of 1.58% annually. The five-year projection of households is 275,795, a change of 1.23% annually from the current year total. Average household size is currently 2.47, compared to 2.48 in the year 2020. The number of families in the current year is 160,125 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	\$87,745	\$83,164
2029 Median Household Income	\$102,668	\$97,243
2024-2029 Annual Rate	3.19%	3.18%
Average Household Income		
2024 Average Household Income	\$117,893	\$111,903
2029 Average Household Income	\$134,958	\$128,395
2024-2029 Annual Rate	2.74%	2.79%
Per Capita Income		
2024 Per Capita Income	\$47,027	\$44,587
2029 Per Capita Income	\$54,266	\$51,584
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 \$87,745 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$102,668 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$117,893 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$134,958 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$47,027 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$54,266 in five years, compared to \$51,203 for all U.S. households.

Housing

2024 Housing Affordability Index	105	108
2010 Total Housing Units	215,947	336,082
2010 Owner Occupied Housing Units	142,742	218,634
2010 Renter Occupied Housing Units	59,051	94,011
2010 Vacant Housing Units	14,154	23,437
2020 Total Housing Units	259,162	385,995
2020 Owner Occupied Housing Units	162,651	241,780
2020 Renter Occupied Housing Units	80,084	118,083
2020 Vacant Housing Units	16,448	26,198
2024 Total Housing Units	278,251	409,238
2024 Owner Occupied Housing Units	174,660	256,836
2024 Renter Occupied Housing Units	84,795	123,213
2024 Vacant Housing Units	18,796	29,189
2029 Total Housing Units	295,653	430,815
2029 Owner Occupied Housing Units	187,069	273,472
2029 Renter Occupied Housing Units	88,725	126,846
2029 Vacant Housing Units	19,858	30,497

Socioeconomic Status Index

2024 Socioeconomic Status Index	53.6	53.5
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Currently, 62.8% of the 278,251 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 259,162 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 \$296,167, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 1.03% annually to \$311,803.

	30 minutes	60 minutes
Population Summary		
2010 Total Population	514,740	797,944
2020 Total Population	613,060	911,316
2020 Group Quarters	10,969	29,984
2024 Total Population	651,656	956,446
2024 Group Quarters	11,004	30,009
2029 Total Population	687,009	998,628
2024-2029 Annual Rate	1.06%	0.87%
2024 Total Daytime Population	673,026	966,547
Workers	373,235	512,092
Residents	299,791	454,455
Household Summary		
2010 Households	201,793	312,645
2010 Average Household Size	2.49	2.47
2020 Total Households	242,735	359,863
2020 Average Household Size	2.48	2.45
2024 Households	259,455	380,049
2024 Average Household Size	2.47	2.44
2029 Households	275,795	400,318
2029 Average Household Size	2.45	2.42
2024-2029 Annual Rate	1.23%	1.04%
2010 Families	130,852	201,189
2010 Average Family Size	3.08	3.03
2024 Families	160,125	232,374
2024 Average Family Size	3.15	3.11
2029 Families	168,879	242,852
2029 Average Family Size	3.14	3.10
2024-2029 Annual Rate	1.07%	0.89%
Housing Unit Summary		
2000 Housing Units	177,613	286,169
Owner Occupied Housing Units	66.8%	66.5%
Renter Occupied Housing Units	28.6%	28.5%
Vacant Housing Units	4.7%	5.0%
2010 Housing Units	215,947	336,082
Owner Occupied Housing Units	66.1%	65.1%
Renter Occupied Housing Units	27.3%	28.0%
Vacant Housing Units	6.6%	7.0%
2020 Housing Units	259,162	385,995
Owner Occupied Housing Units	62.8%	62.6%
Renter Occupied Housing Units	30.9%	30.6%
Vacant Housing Units	6.3%	6.8%
2024 Housing Units	278,251	409,238
Owner Occupied Housing Units	62.8%	62.8%
Renter Occupied Housing Units	30.5%	30.1%
Vacant Housing Units	6.8%	7.1%
2029 Housing Units	295,653	430,815
Owner Occupied Housing Units	63.3%	63.5%
Renter Occupied Housing Units	30.0%	29.4%
Vacant Housing Units	6.7%	7.1%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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

	30 minutes	60 minutes
2024 Households by Income		
Household Income Base	259,455	380,049
<\$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%	15.9%
\$75,000 - \$99,999	12.3%	12.7%
\$100,000 - \$149,999	19.1%	19.3%
\$150,000 - \$199,999	12.8%	11.5%
\$200,000+	12.9%	11.4%
Average Household Income	\$117,893	\$111,903
2029 Households by Income		
Household Income Base	275,795	400,318
<\$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+	15.2%	13.5%
Average Household Income	\$134,958	\$128,395
2024 Owner Occupied Housing Units by Value		
Total	174,651	256,795
<\$50,000	2.8%	3.4%
\$50,000 - \$99,999	3.3%	4.9%
\$100,000 - \$149,999	6.1%	8.1%
\$150,000 - \$199,999	12.3%	13.4%
\$200,000 - \$249,999	12.5%	13.1%
\$250,000 - \$299,999	14.1%	13.0%
\$300,000 - \$399,999	25.1%	21.6%
\$400,000 - \$499,999	11.0%	10.5%
\$500,000 - \$749,999	9.4%	8.7%
\$750,000 - \$999,999	2.4%	2.1%
\$1,000,000 - \$1,499,999	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.2%	0.2%
\$2,000,000 +	0.2%	0.2%
Average Home Value	\$331,443	\$314,546
2029 Owner Occupied Housing Units by Value		
Total	187,060	273,428
<\$50,000	2.5%	3.1%
\$50,000 - \$99,999	3.0%	4.5%
\$100,000 - \$149,999	5.5%	7.5%
\$150,000 - \$199,999	11.4%	12.4%
\$200,000 - \$249,999	11.5%	12.3%
\$250,000 - \$299,999	12.9%	12.1%
\$300,000 - \$399,999	26.7%	23.1%
\$400,000 - \$499,999	11.7%	11.3%
\$500,000 - \$749,999	10.9%	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	\$345,943	\$330,028

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	\$87,745	\$83,164
2029	\$102,668	\$97,243
Median Home Value		
2024	\$296,167	\$276,709
2029	\$311,803	\$292,771
Per Capita Income		
2024	\$47,027	\$44,587
2029	\$54,266	\$51,584
Median Age		
2010	34.7	34.9
2020	36.0	36.1
2024	36.4	36.4
2029	37.4	37.5
2020 Population by Age		
Total	613,060	911,316
0 - 4	6.6%	6.2%
5 - 9	7.1%	6.7%
10 - 14	7.2%	7.0%
15 - 24	13.0%	15.0%
25 - 34	14.6%	13.7%
35 - 44	14.0%	13.1%
45 - 54	12.0%	11.5%
55 - 64	11.5%	11.8%
65 - 74	8.4%	8.9%
75 - 84	3.9%	4.3%
85 +	1.6%	1.9%
18 +	74.9%	76.1%
2024 Population by Age		
Total	651,654	956,448
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 +	75.8%	77.0%
2029 Population by Age		
Total	687,009	998,628
0 - 4	6.4%	6.1%
5 - 9	6.3%	6.0%
10 - 14	6.6%	6.3%
15 - 24	13.0%	14.8%
25 - 34	14.1%	13.5%
35 - 44	14.4%	13.5%
45 - 54	12.4%	11.9%
55 - 64	10.3%	10.3%
65 - 74	9.1%	9.6%
75 - 84	5.5%	6.0%
85 +	1.9%	2.1%
18 +	76.9%	78.0%

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

	30 minutes	60 minutes
2020 Population by Sex		
Males	301,052	452,619
Females	312,008	458,696
2024 Population by Sex		
Males	324,787	481,696
Females	326,869	474,750
2029 Population by Sex		
Males	340,010	499,331
Females	347,000	499,297
2010 Population by Race/Ethnicity		
Total	514,740	797,945
White Alone	86.4%	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%	6.0%
Diversity Index	34.3	29.9
2020 Population by Race/Ethnicity		
Total	613,060	911,316
White Alone	78.1%	80.9%
Black Alone	6.3%	4.8%
American Indian Alone	0.4%	0.4%
Asian Alone	4.8%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.3%	3.2%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.6%	7.9%
Diversity Index	47.6	43.3
2024 Population by Race/Ethnicity		
Total	651,656	956,447
White Alone	76.7%	79.6%
Black Alone	6.7%	5.2%
American Indian Alone	0.4%	0.4%
Asian Alone	5.0%	4.3%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.6%	3.5%
Two or More Races	7.5%	7.0%
Hispanic Origin	9.3%	8.6%
Diversity Index	50.0	45.8
2029 Population by Race/Ethnicity		
Total	687,009	998,628
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	48.1

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	613,060	911,316
In Households	98.2%	96.7%
Householder	39.6%	39.5%
Opposite-Sex Spouse	18.8%	18.9%
Same-Sex Spouse	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.8%	2.7%
Same-Sex Unmarried Partner	0.1%	0.1%
Biological Child	27.9%	26.4%
Adopted Child	0.8%	0.8%
Stepchild	1.1%	1.1%
Grandchild	1.3%	1.2%
Brother or Sister	0.9%	0.8%
Parent	0.8%	0.7%
Parent-in-law	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.2%
Other Relatives	0.8%	0.7%
Foster Child	0.1%	0.1%
Other Nonrelatives	2.7%	3.1%
In Group Quarters	1.8%	3.3%
Institutionalized	0.9%	1.2%
Noninstitutionalized	0.9%	2.1%
2024 Population 25+ by Educational Attainment		
Total	433,774	627,524
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	30.2%	27.9%
Graduate/Professional Degree	14.8%	14.2%
2024 Population 15+ by Marital Status		
Total	519,929	773,095
Never Married	32.5%	33.2%
Married	53.0%	52.4%
Widowed	4.8%	5.0%
Divorced	9.7%	9.4%
2024 Civilian Population 16+ in Labor Force		
Civilian Population 16+	364,697	520,174
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%	62.5%
Population 25-54 Unemployment rate	2.5%	2.5%
Population 55-64 Employed	13.8%	14.5%
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	354,770	505,017
Agriculture/Mining	1.0%	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%	12.7%
Services	45.5%	45.8%
Public Administration	3.9%	3.9%
2024 Employed Population 16+ by Occupation		
Total	354,770	505,017
White Collar	67.1%	65.0%
Management/Business/Financial	21.7%	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%	20.0%
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	242,735	359,863
Married Couple Households	48.0%	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	2.0%	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	242,735	359,863
1 Person Household	29.0%	29.1%
2 Person Household	33.4%	34.5%
3 Person Household	14.5%	14.1%
4 Person Household	13.4%	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	242,735	359,863
Owner Occupied	67.0%	67.2%
Owned with a Mortgage/Loan	50.0%	47.7%
Owned Free and Clear	17.0%	19.5%
Renter Occupied	33.0%	32.8%
2024 Affordability, Mortgage and Wealth		
Housing Affordability Index	105	108
Percent of Income for Mortgage	21.1%	20.8%
Wealth Index	100	96
2020 Housing Units By Urban/ Rural Status		
Total	259,162	385,995
Urban Housing Units	92.6%	81.6%
Rural Housing Units	7.4%	18.4%
2020 Population By Urban/ Rural Status		
Total	613,060	911,316
Urban Population	91.7%	80.7%
Rural Population	8.3%	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 \$	\$661,070,895	\$911,281,416
Average Spent	\$2,547.92	\$2,397.80
Spending Potential Index	107	101
Education: Total \$	\$463,415,567	\$650,183,765
Average Spent	\$1,786.11	\$1,710.79
Spending Potential Index	103	99
Entertainment/Recreation: Total \$	\$1,108,797,381	\$1,556,849,078
Average Spent	\$4,273.56	\$4,096.44
Spending Potential Index	104	100
Food at Home: Total \$	\$1,962,682,704	\$2,747,523,066
Average Spent	\$7,564.64	\$7,229.39
Spending Potential Index	104	99
Food Away from Home: Total \$	\$1,086,198,924	\$1,494,628,753
Average Spent	\$4,186.46	\$3,932.73
Spending Potential Index	108	101
Health Care: Total \$	\$2,077,250,691	\$2,972,628,186
Average Spent	\$8,006.21	\$7,821.70
Spending Potential Index	104	102
HH Furnishings & Equipment: Total \$	\$867,747,177	\$1,211,120,903
Average Spent	\$3,344.50	\$3,186.75
Spending Potential Index	106	101
Personal Care Products & Services: Total \$	\$270,275,666	\$371,843,062
Average Spent	\$1,041.71	\$978.41
Spending Potential Index	105	98
Shelter: Total \$	\$7,142,213,356	\$9,853,106,287
Average Spent	\$27,527.75	\$25,925.88
Spending Potential Index	103	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$951,359,982	\$1,331,173,234
Average Spent	\$3,666.76	\$3,502.64
Spending Potential Index	105	100
Travel: Total \$	\$814,803,515	\$1,132,149,182
Average Spent	\$3,140.44	\$2,978.96
Spending Potential Index	104	98
Vehicle Maintenance & Repairs: Total \$	\$407,954,012	\$573,996,413
Average Spent	\$1,572.35	\$1,510.32
Spending Potential Index	106	102

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Boomburbs (1C)	10.4%	Population	651,656	687,009
Workday Drive (4A)	9.1%	Households	259,455	275,795
Rustbelt Traditions (5D)	8.7%	Families	160,125	168,879
Middleburg (4C)	6.6%	Median Age	36.4	37.4
Up and Coming Families (7A)	6.2%	Median Household Income	\$87,745	\$102,668
			2024	2029
		Consumer Spending		Projected Spending Growth
Apparel and Services			\$661,070,895	\$804,777,149
Men's			\$123,127,606	\$149,818,203
Women's			\$218,350,353	\$265,762,789
Children's			\$107,387,788	\$130,850,602
Footwear			\$139,221,405	\$169,587,509
Watches & Jewelry			\$59,481,918	\$72,333,560
Apparel Products and Services (1)			\$13,501,825	\$16,424,485
Computer				
Computers and Hardware for Home Use			\$75,019,347	\$91,384,839
Portable Memory			\$1,104,743	\$1,344,792
Computer Software			\$4,207,579	\$5,124,300
Computer Accessories			\$6,249,922	\$7,608,737
Entertainment & Recreation			\$1,108,797,381	\$1,348,985,976
Fees and Admissions			\$227,499,704	\$276,849,064
Membership Fees for Clubs (2)			\$83,589,419	\$101,629,503
Fees for Participant Sports, excl. Trips			\$37,161,154	\$45,209,343
Tickets to Theatre/Operas/Concerts			\$20,392,422	\$24,816,894
Tickets to Movies			\$7,083,766	\$8,640,774
Tickets to Parks or Museums			\$10,529,004	\$12,838,968
Admission to Sporting Events, excl. Trips			\$23,199,216	\$28,169,483
Fees for Recreational Lessons			\$45,324,829	\$55,276,560
Dating Services			\$219,895	\$267,539
TV/Video/Audio			\$359,985,218	\$437,722,985
Cable and Satellite Television Services			\$196,686,182	\$238,877,015
Televisions			\$42,916,130	\$52,227,131
Satellite Dishes			\$339,586	\$412,000
VCRs, Video Cameras, and DVD Players			\$1,318,829	\$1,607,065
Miscellaneous Video Equipment			\$7,136,425	\$8,704,260
Video Cassettes and DVDs			\$1,517,293	\$1,847,981
Video Game Hardware/Accessories			\$13,850,602	\$16,879,150
Video Game Software			\$6,067,693	\$7,393,716
Rental/Streaming/Downloaded Video			\$49,947,823	\$60,819,060
Installation of Televisions			\$466,221	\$565,296
Audio (3)			\$39,328,274	\$47,891,385
Rental and Repair of TV/Radio/Sound Equipment			\$410,159	\$498,925
Pets			\$267,482,310	\$325,291,657
Toys/Games/Crafts/Hobbies (4)			\$50,105,264	\$60,949,614
Recreational Vehicles and Fees (5)			\$51,900,798	\$63,136,289
Sports/Recreation/Exercise Equipment (6)			\$87,946,361	\$107,330,783
Photo Equipment and Supplies (7)			\$16,577,695	\$20,166,089
Reading (8)			\$36,207,726	\$44,042,652
Catered Affairs (9)			\$11,092,306	\$13,496,842
Food			\$3,048,881,628	\$3,710,500,291
Food at Home			\$1,962,682,704	\$2,387,837,504
Bakery and Cereal Products			\$251,336,600	\$305,707,262
Meats, Poultry, Fish, and Eggs			\$422,280,054	\$513,810,561
Dairy Products			\$184,681,913	\$224,676,145
Fruits and Vegetables			\$382,959,644	\$465,973,771
Snacks and Other Food at Home (10)			\$721,424,493	\$877,669,764
Food Away from Home			\$1,086,198,924	\$1,322,662,787
Alcoholic Beverages			\$175,950,073	\$214,100,175

Source: Esri, Esri-U.S. BLS

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$11,581,953,065	\$14,052,852,626	\$2,470,899,561
Value of Retirement Plans	\$42,886,752,836	\$52,055,304,709	\$9,168,551,873
Value of Other Financial Assets	\$2,418,468,163	\$2,938,647,158	\$520,178,995
Vehicle Loan Amount excluding Interest	\$1,009,800,709	\$1,230,172,103	\$220,371,394
Value of Credit Card Debt	\$788,525,615	\$959,066,196	\$170,540,581
Health			
Nonprescription Drugs	\$49,467,173	\$60,171,579	\$10,704,406
Prescription Drugs	\$116,533,767	\$141,256,789	\$24,723,022
Eyeglasses and Contact Lenses	\$33,649,825	\$40,869,026	\$7,219,201
Home			
Mortgage Payment and Basics (11)	\$3,621,382,870	\$4,403,114,478	\$781,731,608
Maintenance and Remodeling Services	\$1,230,990,645	\$1,496,442,371	\$265,451,726
Maintenance and Remodeling Materials (12)	\$241,504,594	\$293,368,359	\$51,863,765
Utilities, Fuel, and Public Services	\$1,611,906,130	\$1,959,373,938	\$347,467,808
Household Furnishings and Equipment			
Household Textiles (13)	\$35,792,931	\$43,557,565	\$7,764,634
Furniture	\$275,584,124	\$335,322,105	\$59,737,981
Rugs	\$11,890,053	\$14,450,341	\$2,560,288
Major Appliances (14)	\$157,952,037	\$192,015,240	\$34,063,203
Housewares (15)	\$28,776,909	\$35,024,377	\$6,247,468
Small Appliances	\$21,536,506	\$26,225,232	\$4,688,726
Luggage	\$5,666,879	\$6,898,323	\$1,231,444
Telephones and Accessories	\$27,983,105	\$34,023,255	\$6,040,150
Household Operations			
Child Care	\$156,820,216	\$191,066,582	\$34,246,366
Lawn and Garden (16)	\$184,598,916	\$224,292,613	\$39,693,697
Moving/Storage/Freight Express	\$31,759,989	\$38,667,834	\$6,907,845
Housekeeping Supplies (17)	\$244,236,361	\$297,138,207	\$52,901,846
Insurance			
Owners and Renters Insurance	\$228,250,782	\$277,237,086	\$48,986,304
Vehicle Insurance	\$582,402,621	\$708,843,401	\$126,440,780
Life/Other Insurance	\$182,357,957	\$221,637,887	\$39,279,930
Health Insurance	\$1,347,198,452	\$1,636,885,312	\$289,686,860
Personal Care Products (18)	\$152,714,968	\$185,879,223	\$33,164,255
School Books (19)	\$11,924,482	\$14,515,661	2,591,179
Smoking Products	\$128,765,754	\$156,365,434	\$27,599,680
Transportation			
Payments on Vehicles excluding Leases	\$864,077,006	\$1,051,238,083	\$187,161,077
Gasoline and Motor Oil	\$904,454,310	\$1,100,523,524	\$196,069,214
Vehicle Maintenance and Repairs	\$407,954,012	\$496,297,230	\$88,343,218
Travel			
Airline Fares	\$168,237,645	\$205,008,585	\$36,770,940
Lodging on Trips	\$261,359,250	\$317,983,510	\$56,624,260
Auto/Truck Rental on Trips	\$32,441,722	\$39,484,725	\$7,043,003
Food and Drink on Trips	\$200,649,385	\$244,218,447	\$43,569,062

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	956,446	998,628
Rustbelt Traditions (5D)	7.5%	Households	380,049	400,318
Boomburbs (1C)	7.1%	Families	232,374	242,852
Middleburg (4C)	6.6%	Median Age	36.4	37.5
In Style (5B)	5.8%	Median Household Income	\$83,164	\$97,243
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$911,281,416	\$1,101,997,437	\$190,716,021
Men's		\$170,487,143	\$206,071,372	\$35,584,229
Women's		\$301,804,175	\$364,894,298	\$63,090,123
Children's		\$146,461,526	\$177,276,010	\$30,814,484
Footwear		\$191,410,973	\$231,581,895	\$40,170,922
Watches & Jewelry		\$82,350,134	\$99,496,243	\$17,146,109
Apparel Products and Services (1)		\$18,767,465	\$22,677,619	\$3,910,154
Computer				
Computers and Hardware for Home Use		\$103,253,158	\$124,933,189	\$21,680,031
Portable Memory		\$1,577,020	\$1,905,659	\$328,639
Computer Software		\$5,882,795	\$7,114,048	\$1,231,253
Computer Accessories		\$8,927,678	\$10,785,718	\$1,858,040
Entertainment & Recreation		\$1,556,849,078	\$1,880,818,612	\$323,969,534
Fees and Admissions		\$311,292,976	\$376,402,272	\$65,109,296
Membership Fees for Clubs (2)		\$115,704,768	\$139,772,160	\$24,067,392
Fees for Participant Sports, excl. Trips		\$50,918,503	\$61,553,263	\$10,634,760
Tickets to Theatre/Operas/Concerts		\$27,919,546	\$33,761,026	\$5,841,480
Tickets to Movies		\$9,530,286	\$11,550,487	\$2,020,201
Tickets to Parks or Museums		\$14,196,170	\$17,198,532	\$3,002,362
Admission to Sporting Events, excl. Trips		\$32,932,480	\$39,723,606	\$6,791,126
Fees for Recreational Lessons		\$59,790,355	\$72,479,416	\$12,689,061
Dating Services		\$300,868	\$363,782	\$62,914
TV/Video/Audio		\$508,570,929	\$614,063,746	\$105,492,817
Cable and Satellite Television Services		\$282,778,417	\$340,974,949	\$58,196,532
Televisions		\$59,482,208	\$71,902,309	\$12,420,101
Satellite Dishes		\$485,692	\$585,424	\$99,732
VCRs, Video Cameras, and DVD Players		\$1,829,256	\$2,213,416	\$384,160
Miscellaneous Video Equipment		\$9,170,780	\$11,126,290	\$1,955,510
Video Cassettes and DVDs		\$2,118,677	\$2,562,112	\$443,435
Video Game Hardware/Accessories		\$19,145,640	\$23,171,668	\$4,026,028
Video Game Software		\$8,472,024	\$10,251,322	\$1,779,298
Rental/Streaming/Downloaded Video		\$69,316,020	\$83,829,386	\$14,513,366
Installation of Televisions		\$639,547	\$771,326	\$131,779
Audio (3)		\$54,569,938	\$65,995,350	\$11,425,412
Rental and Repair of TV/Radio/Sound Equipment		\$562,730	\$680,194	\$117,464
Pets		\$380,296,090	\$459,138,154	\$78,842,064
Toys/Games/Crafts/Hobbies (4)		\$72,065,892	\$87,004,351	\$14,938,459
Recreational Vehicles and Fees (5)		\$74,769,591	\$90,256,157	\$15,486,566
Sports/Recreation/Exercise Equipment (6)		\$119,907,442	\$145,301,498	\$25,394,056
Photo Equipment and Supplies (7)		\$23,102,130	\$27,914,877	\$4,812,747
Reading (8)		\$50,999,741	\$61,600,418	\$10,600,677
Catered Affairs (9)		\$15,844,288	\$19,137,140	\$3,292,852
Food		\$4,242,151,819	\$5,127,365,599	\$885,213,780
Food at Home		\$2,747,523,066	\$3,319,529,960	\$572,006,894
Bakery and Cereal Products		\$352,753,680	\$426,089,092	\$73,335,412
Meats, Poultry, Fish, and Eggs		\$590,037,746	\$712,961,918	\$122,924,172
Dairy Products		\$259,697,019	\$313,713,370	\$54,016,351
Fruits and Vegetables		\$534,122,182	\$645,438,996	\$111,316,814
Snacks and Other Food at Home (10)		\$1,010,912,439	\$1,221,326,585	\$210,414,146
Food Away from Home		\$1,494,628,753	\$1,807,835,639	\$313,206,886
Alcoholic Beverages		\$244,469,547	\$295,482,932	\$51,013,385

Source: Esri, Esri-U.S. BLS

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$16,368,651,608	\$19,733,053,681	\$3,364,402,073
Value of Retirement Plans	\$60,564,090,391	\$73,033,734,297	\$12,469,643,906
Value of Other Financial Assets	\$3,390,933,010	\$4,092,948,190	\$702,015,180
Vehicle Loan Amount excluding Interest	\$1,400,019,492	\$1,693,535,007	\$293,515,515
Value of Credit Card Debt	\$1,095,491,900	\$1,323,561,457	\$228,069,557
Health			
Nonprescription Drugs	\$69,500,606	\$83,948,200	\$14,447,594
Prescription Drugs	\$171,663,689	\$206,618,636	\$34,954,947
Eyeglasses and Contact Lenses	\$48,713,747	\$58,736,516	\$10,022,769
Home			
Mortgage Payment and Basics (11)	\$5,002,550,624	\$6,042,867,103	\$1,040,316,479
Maintenance and Remodeling Services	\$1,730,420,450	\$2,089,078,670	\$358,658,220
Maintenance and Remodeling Materials (12)	\$345,690,145	\$416,947,498	\$71,257,353
Utilities, Fuel, and Public Services	\$2,289,506,286	\$2,763,396,860	\$473,890,574
Household Furnishings and Equipment			
Household Textiles (13)	\$49,840,644	\$60,239,083	\$10,398,439
Furniture	\$384,233,286	\$464,333,174	\$80,099,888
Rugs	\$16,522,569	\$19,951,369	\$3,428,800
Major Appliances (14)	\$222,385,293	\$268,481,596	\$46,096,303
Housewares (15)	\$40,160,244	\$48,539,586	\$8,379,342
Small Appliances	\$30,077,628	\$36,367,776	\$6,290,148
Luggage	\$7,734,153	\$9,355,280	\$1,621,127
Telephones and Accessories	\$39,800,456	\$48,055,608	\$8,255,152
Household Operations			
Child Care	\$210,906,015	\$255,358,485	\$44,452,470
Lawn and Garden (16)	\$263,782,415	\$318,208,057	\$54,425,642
Moving/Storage/Freight Express	\$43,601,591	\$52,739,950	\$9,138,359
Housekeeping Supplies (17)	\$342,038,274	\$413,227,233	\$71,188,959
Insurance			
Owners and Renters Insurance	\$323,764,421	\$390,565,287	\$66,800,866
Vehicle Insurance	\$813,910,369	\$983,686,373	\$169,776,004
Life/Other Insurance	\$257,136,924	\$310,370,792	\$53,233,868
Health Insurance	\$1,923,631,988	\$2,320,702,297	\$397,070,309
Personal Care Products (18)	\$211,910,930	\$256,177,409	\$44,266,479
School Books (19)	\$16,772,109	\$20,275,280	3,503,171
Smoking Products	\$189,158,811	\$227,988,648	\$38,829,837
Transportation			
Payments on Vehicles excluding Leases	\$1,217,964,570	\$1,471,269,480	\$253,304,910
Gasoline and Motor Oil	\$1,282,635,614	\$1,549,276,074	\$266,640,460
Vehicle Maintenance and Repairs	\$573,996,413	\$693,402,608	\$119,406,195
Travel			
Airline Fares	\$229,059,614	\$277,274,440	\$48,214,826
Lodging on Trips	\$364,854,790	\$440,841,125	\$75,986,335
Auto/Truck Rental on Trips	\$44,667,770	\$54,010,086	\$9,342,316
Food and Drink on Trips	\$280,181,502	\$338,641,981	\$58,460,479

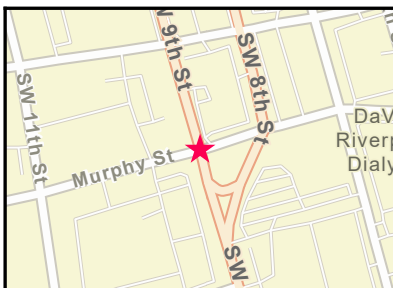
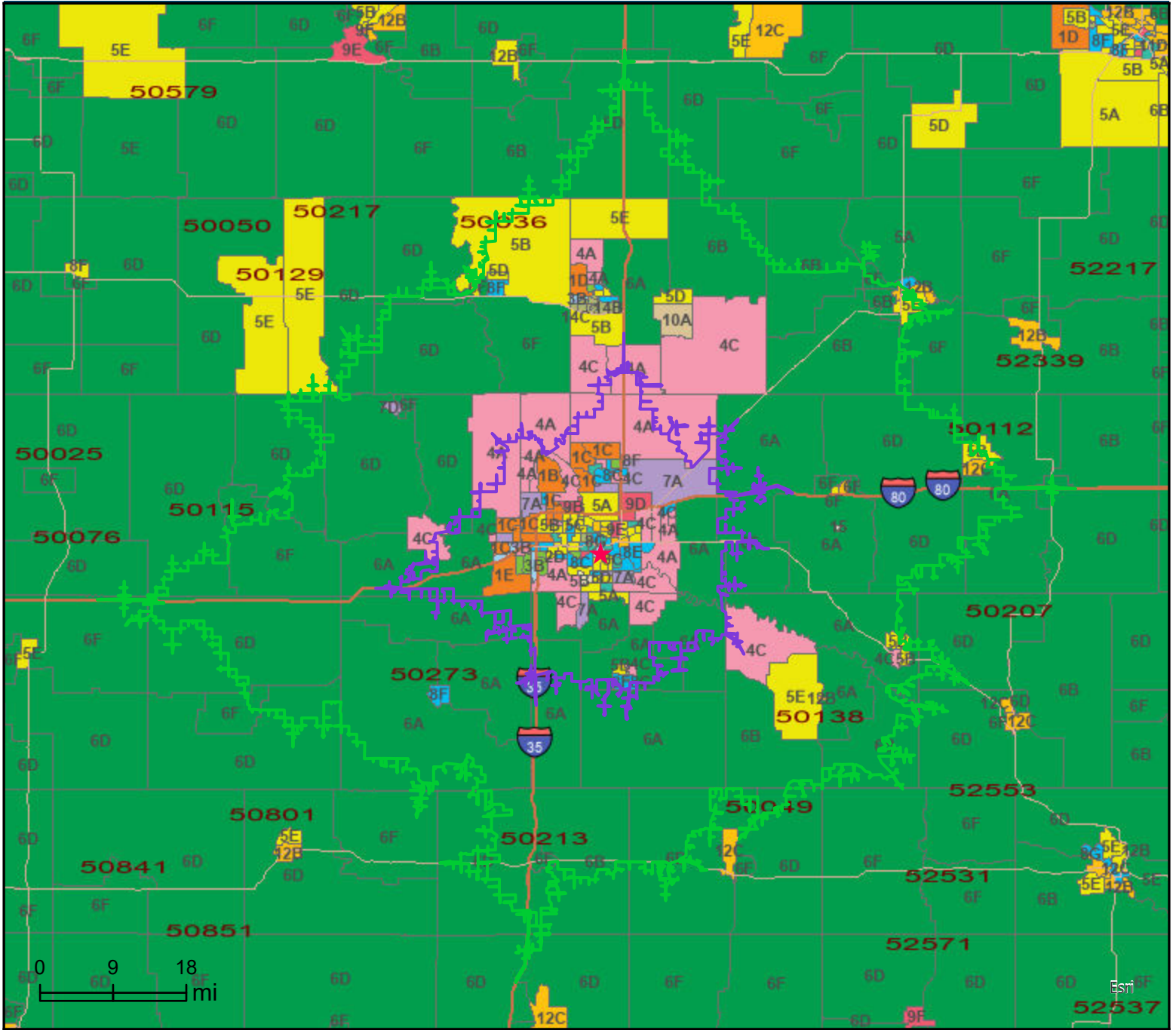
Source: Esri, Esri-U.S. BLS

- (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

Stadium District
 SW 9th St & Murphy St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.57793
 Longitude: -93.62560



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

June 29, 2023



Dominant Tapestry Map

Stadium District
SW 9th St & Murphy St, Des Moines, Iowa, 50309
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
Latitude: 41.57793
Longitude: -93.62560

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.

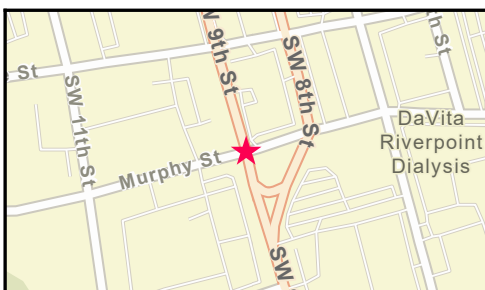
- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)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

Stadium District
 SW 9th St & Murphy St, Des Moines, Iowa, 50309
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership
 Latitude: 41.57793
 Longitude: -93.62560



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



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



Source: ©2023 Kalibrate Technologies (Q2 2023).

Data for all businesses in area	30 minutes				60 minutes			
Total Businesses:	22,998				33,954			
Total Employees:	396,506				537,044			
Total Population:	651,656				956,446			
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%	3,468	0.9%	955	2.8%	6,457	1.2%
Construction	1,463	6.4%	16,349	4.1%	2,189	6.4%	21,830	4.1%
Manufacturing	591	2.6%	23,186	5.8%	956	2.8%	34,712	6.5%
Transportation	539	2.3%	9,747	2.5%	913	2.7%	13,069	2.4%
Communication	173	0.8%	2,521	0.6%	285	0.8%	3,325	0.6%
Utility	71	0.3%	1,346	0.3%	128	0.4%	2,038	0.4%
Wholesale Trade	726	3.2%	16,575	4.2%	1,070	3.2%	23,391	4.4%
Retail Trade Summary	4,175	18.2%	76,098	19.2%	6,088	17.9%	105,807	19.7%
Home Improvement	246	1.1%	4,884	1.2%	393	1.2%	11,193	2.1%
General Merchandise Stores	163	0.7%	7,080	1.8%	255	0.8%	10,006	1.9%
Food Stores	520	2.3%	13,417	3.4%	784	2.3%	18,481	3.4%
Auto Dealers & Gas Stations	407	1.8%	9,094	2.3%	662	1.9%	11,714	2.2%
Apparel & Accessory Stores	261	1.1%	2,369	0.6%	328	1.0%	2,798	0.5%
Furniture & Home Furnishings	222	1.0%	2,688	0.7%	328	1.0%	3,385	0.6%
Eating & Drinking Places	1,397	6.1%	24,287	6.1%	1,944	5.7%	32,927	6.1%
Miscellaneous Retail	959	4.2%	12,280	3.1%	1,393	4.1%	15,303	2.8%
Finance, Insurance, Real Estate Summary	2,652	11.5%	65,145	16.4%	3,639	10.7%	74,671	13.9%
Banks, Savings & Lending Institutions	494	2.1%	8,139	2.1%	719	2.1%	10,319	1.9%
Securities Brokers	457	2.0%	15,820	4.0%	593	1.7%	16,229	3.0%
Insurance Carriers & Agents	551	2.4%	18,696	4.7%	757	2.2%	23,311	4.3%
Real Estate, Holding, Other Investment Offices	1,149	5.0%	22,490	5.7%	1,570	4.6%	24,812	4.6%
Services Summary	10,026	43.6%	155,727	39.3%	14,433	42.5%	214,974	40.0%
Hotels & Lodging	204	0.9%	4,138	1.0%	341	1.0%	5,866	1.1%
Automotive Services	554	2.4%	5,466	1.4%	841	2.5%	6,518	1.2%
Movies & Amusements	587	2.6%	7,876	2.0%	881	2.6%	10,595	2.0%
Health Services	2,103	9.1%	49,385	12.5%	2,689	7.9%	63,283	11.8%
Legal Services	524	2.3%	3,883	1.0%	681	2.0%	4,599	0.9%
Education Institutions & Libraries	501	2.2%	22,475	5.7%	899	2.6%	39,523	7.4%
Other Services	5,553	24.1%	62,505	15.8%	8,102	23.9%	84,589	15.8%
Government	742	3.2%	24,979	6.3%	1,392	4.1%	34,759	6.5%
Unclassified Establishments	1,377	6.0%	1,364	0.3%	1,906	5.6%	2,012	0.4%
Totals	22,998	100.0%	396,506	100.0%	33,954	100.0%	537,044	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.

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	130	0.6%	1,076	0.3%	423	1.2%	2,827	0.5%
Mining	11	0.0%	74	0.0%	19	0.1%	231	0.0%
Utilities	25	0.1%	635	0.2%	47	0.1%	894	0.2%
Construction	1,582	6.9%	18,092	4.6%	2,346	6.9%	23,846	4.4%
Manufacturing	627	2.7%	19,001	4.8%	1,009	3.0%	30,283	5.6%
Wholesale Trade	719	3.1%	16,497	4.2%	1,061	3.1%	23,256	4.3%
Retail Trade	2,661	11.6%	50,836	12.8%	3,968	11.7%	71,541	13.3%
Motor Vehicle & Parts Dealers	374	1.6%	8,713	2.2%	585	1.7%	10,717	2.0%
Furniture & Home Furnishings Stores	109	0.5%	1,086	0.3%	160	0.5%	1,376	0.3%
Electronics & Appliance Stores	62	0.3%	1,293	0.3%	92	0.3%	1,619	0.3%
Building Material & Garden Equipment & Supplies Dealers	242	1.1%	4,875	1.2%	389	1.1%	11,184	2.1%
Food & Beverage Stores	488	2.1%	14,356	3.6%	735	2.2%	19,277	3.6%
Health & Personal Care Stores	312	1.4%	3,809	1.0%	443	1.3%	4,906	0.9%
Gasoline Stations & Fuel Dealers	45	0.2%	503	0.1%	100	0.3%	1,168	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	302	1.3%	2,659	0.7%	383	1.1%	3,142	0.6%
Sporting Goods, Hobby, Book, & Music Stores	442	1.9%	5,184	1.3%	670	2.0%	6,764	1.3%
General Merchandise Stores	284	1.2%	8,358	2.1%	411	1.2%	11,389	2.1%
Transportation & Warehousing	441	1.9%	8,896	2.2%	752	2.2%	12,040	2.2%
Information	438	1.9%	10,122	2.6%	710	2.1%	12,734	2.4%
Finance & Insurance	1,541	6.7%	43,134	10.9%	2,101	6.2%	50,318	9.4%
Central Bank/Credit Intermediation & Related Activities	486	2.1%	8,057	2.0%	704	2.1%	10,212	1.9%
Securities & Commodity Contracts	494	2.1%	15,994	4.0%	631	1.9%	16,409	3.1%
Funds, Trusts & Other Financial Vehicles	560	2.4%	19,082	4.8%	766	2.3%	23,697	4.4%
Real Estate, Rental & Leasing	1,163	5.1%	10,817	2.7%	1,597	4.7%	13,092	2.4%
Professional, Scientific & Tech Services	2,186	9.5%	26,733	6.7%	2,991	8.8%	34,391	6.4%
Legal Services	551	2.4%	4,096	1.0%	726	2.1%	4,877	0.9%
Management of Companies & Enterprises	84	0.4%	13,639	3.4%	111	0.3%	13,797	2.6%
Administrative, Support & Waste Management Services	749	3.3%	9,278	2.3%	1,023	3.0%	11,540	2.1%
Educational Services	583	2.5%	22,654	5.7%	968	2.9%	39,438	7.3%
Health Care & Social Assistance	2,722	11.8%	62,152	15.7%	3,620	10.7%	82,162	15.3%
Arts, Entertainment & Recreation	510	2.2%	7,770	2.0%	826	2.4%	10,565	2.0%
Accommodation & Food Services	1,643	7.1%	28,815	7.3%	2,336	6.9%	39,258	7.3%
Accommodation	204	0.9%	4,138	1.0%	341	1.0%	5,866	1.1%
Food Services & Drinking Places	1,440	6.3%	24,678	6.2%	1,996	5.9%	33,391	6.2%
Other Services (except Public Administration)	3,066	13.3%	19,915	5.0%	4,756	14.0%	28,032	5.2%
Automotive Repair & Maintenance	428	1.9%	3,035	0.8%	671	2.0%	3,898	0.7%
Public Administration	742	3.2%	25,013	6.3%	1,388	4.1%	34,794	6.5%
Unclassified Establishments	1,375	6.0%	1,357	0.3%	1,904	5.6%	2,005	0.4%
Total	22,998	100.0%	396,506	100.0%	33,954	100.0%	537,044	100.0%

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