

	30 minutes	60 minutes
<b>Population</b>		
2010 Population	516,636	802,056
2020 Population	615,806	915,451
2024 Population	654,384	960,483
2029 Population	689,882	1,002,591
2010-2020 Annual Rate	1.77%	1.33%
2020-2024 Annual Rate	1.44%	1.14%
2024-2029 Annual Rate	1.06%	0.86%
2020 Male Population	49.1%	49.7%
2020 Female Population	50.9%	50.3%
2020 Median Age	36.0	36.0
2024 Male Population	49.8%	50.4%
2024 Female Population	50.2%	49.6%
2024 Median Age	36.3	36.4

In the identified area, the current year population is 654,384. In 2020, the Census count in the area was 615,806. The rate of change since 2020 was 1.44% annually. The five-year projection for the population in the area is 689,882 representing a change of 1.06% annually from 2024 to 2029. Currently, the population is 49.8% male and 50.2% female.

<b>Median Age</b>		
The median age in this area is 36.3, compared to U.S. median age of 39.3.		
<b>Race and Ethnicity</b>		
2024 White Alone	76.7%	79.4%
2024 Black Alone	6.7%	5.2%
2024 American Indian/Alaska Native Alone	0.4%	0.4%
2024 Asian Alone	5.0%	4.3%
2024 Pacific Islander Alone	0.1%	0.1%
2024 Other Race	3.6%	3.5%
2024 Two or More Races	7.5%	7.0%
2024 Hispanic Origin (Any Race)	9.3%	8.8%

Persons of Hispanic origin represent 9.3% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 49.9 in the identified area, compared to 72.5 for the U.S. as a whole.

<b>Households</b>		
2024 Wealth Index	100	96
2010 Households	202,473	314,220
2020 Households	243,674	361,371
2024 Households	260,422	381,529
2029 Households	276,836	401,781
2010-2020 Annual Rate	1.87%	1.41%
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 243,674 in 2020 to 260,422 in the current year, a change of 1.58% annually. The five-year projection of households is 276,836, 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 160,859 in the specified area.

	30 minutes	60 minutes
<b>Mortgage Income</b>		
2024 Percent of Income for Mortgage	21.1%	20.8%
<b>Median Household Income</b>		
2024 Median Household Income	\$87,998	\$83,040
2029 Median Household Income	\$102,914	\$97,050
2024-2029 Annual Rate	3.18%	3.17%
<b>Average Household Income</b>		
2024 Average Household Income	\$118,189	\$111,790
2029 Average Household Income	\$135,306	\$128,270
2024-2029 Annual Rate	2.74%	2.79%
<b>Per Capita Income</b>		
2024 Per Capita Income	\$47,115	\$44,520
2029 Per Capita Income	\$54,372	\$51,509
2024-2029 Annual Rate	2.91%	2.96%
<b>GINI Index</b>		
2024 Gini Index	38.1	38.7
<b>Households by Income</b>		
Current median household income is \$87,998 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$102,914 in five years, compared to \$91,442 all U.S. households.		
Current average household income is \$118,189 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$135,306 in five years, compared to \$130,581 for all U.S. households.		
Current per capita income is \$47,115 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$54,372 in five years, compared to \$51,203 for all U.S. households.		
<b>Housing</b>		
2024 Housing Affordability Index	105	108
2010 Total Housing Units	216,751	337,765
2010 Owner Occupied Housing Units	143,322	219,646
2010 Renter Occupied Housing Units	59,151	94,574
2010 Vacant Housing Units	14,278	23,545
2020 Total Housing Units	260,195	387,621
2020 Owner Occupied Housing Units	163,410	242,756
2020 Renter Occupied Housing Units	80,264	118,615
2020 Vacant Housing Units	16,481	26,343
2024 Total Housing Units	279,288	410,852
2024 Owner Occupied Housing Units	175,452	257,795
2024 Renter Occupied Housing Units	84,970	123,734
2024 Vacant Housing Units	18,866	29,323
2029 Total Housing Units	296,767	432,418
2029 Owner Occupied Housing Units	187,930	274,435
2029 Renter Occupied Housing Units	88,906	127,345
2029 Vacant Housing Units	19,931	30,637
<b>Socioeconomic Status Index</b>		
2024 Socioeconomic Status Index	53.6	53.4

Currently, 62.8% of the 279,288 housing units in the area are owner occupied; 30.4%, renter occupied; and 6.8% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 260,195 housing units in the area and 6.3% vacant housing units. The annual rate of change in housing units since 2020 is 1.68%. Median home value in the area is \$296,847, 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 \$312,483.

Source: U.S. Census, Esri

	30 minutes	60 minutes
<b>Population Summary</b>		
2010 Total Population	516,636	802,056
2020 Total Population	615,806	915,451
2020 Group Quarters	10,948	30,097
2024 Total Population	654,384	960,483
2024 Group Quarters	10,982	30,122
2029 Total Population	689,882	1,002,591
2024-2029 Annual Rate	1.06%	0.86%
2024 Total Daytime Population	674,928	971,087
Workers	373,776	514,562
Residents	301,152	456,525
<b>Household Summary</b>		
2010 Households	202,473	314,220
2010 Average Household Size	2.50	2.47
2020 Total Households	243,674	361,371
2020 Average Household Size	2.48	2.45
2024 Households	260,422	381,529
2024 Average Household Size	2.47	2.44
2029 Households	276,836	401,781
2029 Average Household Size	2.45	2.42
2024-2029 Annual Rate	1.23%	1.04%
2010 Families	131,408	202,170
2010 Average Family Size	3.08	3.03
2024 Families	160,859	233,269
2024 Average Family Size	3.15	3.11
2029 Families	169,662	243,728
2029 Average Family Size	3.14	3.10
2024-2029 Annual Rate	1.07%	0.88%
<b>Housing Unit Summary</b>		
2000 Housing Units	178,257	287,866
Owner Occupied Housing Units	66.8%	66.5%
Renter Occupied Housing Units	28.5%	28.5%
Vacant Housing Units	4.7%	5.0%
2010 Housing Units	216,751	337,765
Owner Occupied Housing Units	66.1%	65.0%
Renter Occupied Housing Units	27.3%	28.0%
Vacant Housing Units	6.6%	7.0%
2020 Housing Units	260,195	387,621
Owner Occupied Housing Units	62.8%	62.6%
Renter Occupied Housing Units	30.8%	30.6%
Vacant Housing Units	6.3%	6.8%
2024 Housing Units	279,288	410,852
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	296,767	432,418
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
<b>2024 Households by Income</b>		
Household Income Base	260,422	381,529
<\$15,000	5.6%	6.2%
\$15,000 - \$24,999	5.4%	5.9%
\$25,000 - \$34,999	5.1%	5.6%
\$35,000 - \$49,999	11.2%	11.4%
\$50,000 - \$74,999	15.5%	16.0%
\$75,000 - \$99,999	12.2%	12.7%
\$100,000 - \$149,999	19.1%	19.3%
\$150,000 - \$199,999	12.9%	11.5%
\$200,000+	13.0%	11.4%
Average Household Income	\$118,189	\$111,790
<b>2029 Households by Income</b>		
Household Income Base	276,836	401,781
<\$15,000	4.9%	5.4%
\$15,000 - \$24,999	4.1%	4.6%
\$25,000 - \$34,999	4.1%	4.5%
\$35,000 - \$49,999	9.6%	9.8%
\$50,000 - \$74,999	14.1%	14.6%
\$75,000 - \$99,999	11.4%	12.1%
\$100,000 - \$149,999	19.9%	20.4%
\$150,000 - \$199,999	16.6%	15.0%
\$200,000+	15.3%	13.5%
Average Household Income	\$135,306	\$128,270
<b>2024 Owner Occupied Housing Units by Value</b>		
Total	175,443	257,754
<\$50,000	2.7%	3.4%
\$50,000 - \$99,999	3.3%	5.1%
\$100,000 - \$149,999	6.0%	8.2%
\$150,000 - \$199,999	12.3%	13.4%
\$200,000 - \$249,999	12.5%	13.1%
\$250,000 - \$299,999	14.0%	12.9%
\$300,000 - \$399,999	25.2%	21.5%
\$400,000 - \$499,999	11.1%	10.5%
\$500,000 - \$749,999	9.4%	8.7%
\$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	\$331,912	\$313,828
<b>2029 Owner Occupied Housing Units by Value</b>		
Total	187,921	274,391
<\$50,000	2.5%	3.1%
\$50,000 - \$99,999	3.0%	4.6%
\$100,000 - \$149,999	5.5%	7.5%
\$150,000 - \$199,999	11.3%	12.4%
\$200,000 - \$249,999	11.5%	12.2%
\$250,000 - \$299,999	12.9%	12.0%
\$300,000 - \$399,999	26.8%	23.0%
\$400,000 - \$499,999	11.8%	11.3%
\$500,000 - \$749,999	10.9%	10.2%
\$750,000 - \$999,999	2.8%	2.5%
\$1,000,000 - \$1,499,999	0.6%	0.7%
\$1,500,000 - \$1,999,999	0.2%	0.2%
\$2,000,000 +	0.2%	0.2%
Average Home Value	\$346,372	\$329,307

**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
<b>Median Household Income</b>		
2024	\$87,998	\$83,040
2029	\$102,914	\$97,050
<b>Median Home Value</b>		
2024	\$296,847	\$276,079
2029	\$312,483	\$292,122
<b>Per Capita Income</b>		
2024	\$47,115	\$44,520
2029	\$54,372	\$51,509
<b>Median Age</b>		
2010	34.7	34.9
2020	36.0	36.0
2024	36.3	36.4
2029	37.4	37.5
<b>2020 Population by Age</b>		
Total	615,806	915,451
0 - 4	6.6%	6.2%
5 - 9	7.1%	6.7%
10 - 14	7.3%	7.0%
15 - 24	13.0%	15.0%
25 - 34	14.6%	13.7%
35 - 44	14.0%	13.1%
45 - 54	12.0%	11.5%
55 - 64	11.5%	11.8%
65 - 74	8.4%	8.9%
75 - 84	3.9%	4.3%
85 +	1.6%	1.9%
18 +	74.9%	76.1%
<b>2024 Population by Age</b>		
Total	654,385	960,482
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%	9.2%
75 - 84	4.5%	4.9%
85 +	1.6%	1.9%
18 +	75.8%	76.9%
<b>2029 Population by Age</b>		
Total	689,881	1,002,589
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
<b>2020 Population by Sex</b>		
Males	302,453	454,716
Females	313,353	460,735
<b>2024 Population by Sex</b>		
Males	326,208	483,778
Females	328,176	476,705
<b>2029 Population by Sex</b>		
Males	341,497	501,364
Females	348,385	501,227
<b>2010 Population by Race/Ethnicity</b>		
Total	516,637	802,056
White Alone	86.4%	88.6%
Black Alone	5.2%	3.9%
American Indian Alone	0.3%	0.3%
Asian Alone	3.3%	3.0%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	2.5%	2.2%
Two or More Races	2.2%	1.9%
Hispanic Origin	6.7%	6.1%
Diversity Index	34.2	30.1
<b>2020 Population by Race/Ethnicity</b>		
Total	615,806	915,451
White Alone	78.1%	80.8%
Black Alone	6.2%	4.8%
American Indian Alone	0.4%	0.4%
Asian Alone	4.8%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.3%	3.3%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.6%	8.1%
Diversity Index	47.5	43.6
<b>2024 Population by Race/Ethnicity</b>		
Total	654,385	960,482
White Alone	76.7%	79.4%
Black Alone	6.7%	5.2%
American Indian Alone	0.4%	0.4%
Asian Alone	5.0%	4.3%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.6%	3.5%
Two or More Races	7.5%	7.0%
Hispanic Origin	9.3%	8.8%
Diversity Index	49.9	46.1
<b>2029 Population by Race/Ethnicity</b>		
Total	689,882	1,002,592
White Alone	75.4%	78.2%
Black Alone	6.8%	5.3%
American Indian Alone	0.4%	0.4%
Asian Alone	5.4%	4.7%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.8%	3.8%
Two or More Races	8.0%	7.5%
Hispanic Origin	10.0%	9.5%
Diversity Index	52.1	48.4

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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

	30 minutes	60 minutes
<b>2020 Population by Relationship and Household Type</b>		
Total	615,806	915,451
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%
<b>2024 Population 25+ by Educational Attainment</b>		
Total	435,342	629,986
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%	27.9%
Graduate/Professional Degree	14.8%	14.2%
<b>2024 Population 15+ by Marital Status</b>		
Total	521,931	776,240
Never Married	32.4%	33.3%
Married	53.2%	52.4%
Widowed	4.8%	5.0%
Divorced	9.6%	9.4%
<b>2024 Civilian Population 16+ in Labor Force</b>		
Civilian Population 16+	366,096	522,368
Population 16+ Employed	97.3%	97.1%
Population 16+ Unemployment rate	2.7%	2.9%
Population 16-24 Employed	15.5%	17.2%
Population 16-24 Unemployment rate	4.6%	5.6%
Population 25-54 Employed	65.0%	62.4%
Population 25-54 Unemployment rate	2.5%	2.5%
Population 55-64 Employed	13.8%	14.5%
Population 55-64 Unemployment rate	2.0%	2.0%
Population 65+ Employed	5.7%	5.9%
Population 65+ Unemployment rate	2.2%	2.1%

	30 minutes	60 minutes
<b>2024 Employed Population 16+ by Industry</b>		
Total	356,137	507,039
Agriculture/Mining	1.1%	1.9%
Construction	6.1%	6.4%
Manufacturing	8.7%	10.3%
Wholesale Trade	2.2%	2.1%
Retail Trade	10.6%	10.4%
Transportation/Utilities	4.9%	4.8%
Information	1.8%	1.7%
Finance/Insurance/Real Estate	15.2%	12.7%
Services	45.5%	45.8%
Public Administration	3.9%	3.9%
<b>2024 Employed Population 16+ by Occupation</b>		
Total	356,136	507,040
White Collar	67.2%	64.9%
Management/Business/Financial	21.8%	20.3%
Professional	26.9%	26.6%
Sales	8.9%	8.5%
Administrative Support	9.6%	9.4%
Services	14.7%	15.0%
Blue Collar	18.1%	20.1%
Farming/Forestry/Fishing	0.2%	0.4%
Construction/Extraction	4.1%	4.2%
Installation/Maintenance/Repair	2.2%	2.6%
Production	4.7%	5.6%
Transportation/Material Moving	6.9%	7.2%
<b>2020 Households by Type</b>		
Total	243,674	361,371
Married Couple Households	48.0%	48.4%
With Own Children <18	21.4%	20.4%
Without Own Children <18	26.6%	28.0%
Cohabiting Couple Households	7.5%	7.1%
With Own Children <18	2.3%	2.2%
Without Own Children <18	5.2%	5.0%
Male Householder, No Spouse/Partner	18.8%	19.3%
Living Alone	13.3%	13.5%
65 Years and over	3.1%	3.3%
With Own Children <18	1.7%	1.7%
Without Own Children <18, With Relatives	2.0%	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%
<b>2020 Households by Size</b>		
Total	243,674	361,371
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	6.3%	6.0%
6 Person Household	2.3%	2.3%
7 + Person Household	1.2%	1.1%



	30 minutes	60 minutes
<b>2020 Households by Tenure and Mortgage Status</b>		
Total	243,674	361,371
Owner Occupied	67.1%	67.2%
Owned with a Mortgage/Loan	50.0%	47.7%
Owned Free and Clear	17.0%	19.5%
Renter Occupied	32.9%	32.8%
<b>2024 Affordability, Mortgage and Wealth</b>		
Housing Affordability Index	105	108
Percent of Income for Mortgage	21.1%	20.8%
Wealth Index	100	96
<b>2020 Housing Units By Urban/ Rural Status</b>		
Total	260,195	387,621
Urban Housing Units	92.2%	81.7%
Rural Housing Units	7.8%	18.3%
<b>2020 Population By Urban/ Rural Status</b>		
Total	615,806	915,451
Urban Population	91.3%	80.8%
Rural Population	8.7%	19.2%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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

	30 minutes	60 minutes
<b>Top 3 Tapestry Segments</b>		
1.	Boomburbs (1C)	Workday Drive (4A)
2.	Workday Drive (4A)	Rustbelt Traditions (5D)
3.	Rustbelt Traditions (5D)	Boomburbs (1C)
<b>2024 Consumer Spending</b>		
Apparel & Services: Total \$	\$665,132,282	\$914,022,312
Average Spent	\$2,554.06	\$2,395.68
Spending Potential Index	107	101
Education: Total \$	\$466,319,797	\$651,898,988
Average Spent	\$1,790.63	\$1,708.65
Spending Potential Index	104	99
Entertainment/Recreation: Total \$	\$1,115,734,177	\$1,561,411,151
Average Spent	\$4,284.33	\$4,092.51
Spending Potential Index	105	100
Food at Home: Total \$	\$1,974,486,096	\$2,755,930,009
Average Spent	\$7,581.87	\$7,223.38
Spending Potential Index	104	99
Food Away from Home: Total \$	\$1,092,960,355	\$1,498,960,793
Average Spent	\$4,196.88	\$3,928.83
Spending Potential Index	108	101
Health Care: Total \$	\$2,089,916,792	\$2,982,235,162
Average Spent	\$8,025.12	\$7,816.54
Spending Potential Index	104	102
HH Furnishings & Equipment: Total \$	\$873,184,690	\$1,214,677,797
Average Spent	\$3,352.96	\$3,183.71
Spending Potential Index	106	101
Personal Care Products & Services: Total \$	\$271,939,477	\$372,903,871
Average Spent	\$1,044.23	\$977.39
Spending Potential Index	105	98
Shelter: Total \$	\$7,186,497,147	\$9,880,999,031
Average Spent	\$27,595.58	\$25,898.42
Spending Potential Index	103	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$957,484,007	\$1,335,064,044
Average Spent	\$3,676.66	\$3,499.25
Spending Potential Index	105	100
Travel: Total \$	\$819,998,001	\$1,135,216,995
Average Spent	\$3,148.73	\$2,975.44
Spending Potential Index	104	98
Vehicle Maintenance & Repairs: Total \$	\$410,439,328	\$575,777,582
Average Spent	\$1,576.05	\$1,509.13
Spending Potential Index	106	102

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

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

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

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Boomburbs (1C)	10.3%	Population	654,384	689,882
Workday Drive (4A)	9.5%	Households	260,422	276,836
Rustbelt Traditions (5D)	8.7%	Families	160,859	169,662
Middleburg (4C)	6.6%	Median Age	36.3	37.4
Up and Coming Families (7A)	6.2%	Median Household Income	\$87,998	\$102,914
			<b>2024</b>	<b>2029</b>
		<b>Consumer Spending</b>		<b>Projected Spending Growth</b>
<b>Apparel and Services</b>			\$665,132,282	\$809,800,027
Men's			\$123,891,781	\$150,762,761
Women's			\$219,678,653	\$267,405,949
Children's			\$108,058,166	\$131,679,785
Footwear			\$140,072,789	\$170,641,274
Watches & Jewelry			\$59,846,553	\$72,783,789
Apparel Products and Services (1)			\$13,584,341	\$16,526,469
<b>Computer</b>				
Computers and Hardware for Home Use			\$75,481,284	\$91,956,203
Portable Memory			\$1,111,094	\$1,352,676
Computer Software			\$4,231,792	\$5,154,326
Computer Accessories			\$6,286,888	\$7,654,627
<b>Entertainment &amp; Recreation</b>			\$1,115,734,177	\$1,357,572,984
Fees and Admissions			\$228,999,786	\$278,700,455
Membership Fees for Clubs (2)			\$84,131,635	\$102,298,664
Fees for Participant Sports, excl. Trips			\$37,410,731	\$45,517,385
Tickets to Theatre/Operas/Concerts			\$20,523,771	\$24,979,093
Tickets to Movies			\$7,129,223	\$8,696,942
Tickets to Parks or Museums			\$10,599,555	\$12,926,073
Admission to Sporting Events, excl. Trips			\$23,348,504	\$28,353,755
Fees for Recreational Lessons			\$45,635,234	\$55,659,473
Dating Services			\$221,133	\$269,071
TV/Video/Audio			\$362,160,590	\$440,417,098
Cable and Satellite Television Services			\$197,846,145	\$240,315,417
Televisions			\$43,181,879	\$52,555,771
Satellite Dishes			\$341,398	\$414,244
VCRs, Video Cameras, and DVD Players			\$1,326,778	\$1,616,913
Miscellaneous Video Equipment			\$7,188,403	\$8,768,224
Video Cassettes and DVDs			\$1,526,219	\$1,859,054
Video Game Hardware/Accessories			\$13,933,263	\$16,981,403
Video Game Software			\$6,102,445	\$7,436,766
Rental/Streaming/Downloaded Video			\$50,258,664	\$61,203,619
Installation of Televisions			\$469,417	\$569,230
Audio (3)			\$39,573,263	\$48,194,374
Rental and Repair of TV/Radio/Sound Equipment			\$412,717	\$502,082
Pets			\$269,127,014	\$327,330,127
Toys/Games/Crafts/Hobbies (4)			\$50,405,871	\$61,322,726
Recreational Vehicles and Fees (5)			\$52,236,133	\$63,552,304
Sports/Recreation/Exercise Equipment (6)			\$88,534,731	\$108,058,785
Photo Equipment and Supplies (7)			\$16,680,816	\$20,293,625
Reading (8)			\$36,426,711	\$44,313,922
Catered Affairs (9)			\$11,162,526	\$13,583,940
<b>Food</b>			\$3,067,446,451	\$3,733,479,890
Food at Home			\$1,974,486,096	\$2,402,455,709
Bakery and Cereal Products			\$252,851,240	\$307,582,971
Meats, Poultry, Fish, and Eggs			\$424,799,080	\$516,930,790
Dairy Products			\$185,791,745	\$226,051,292
Fruits and Vegetables			\$385,271,001	\$468,835,588
Snacks and Other Food at Home (10)			\$725,773,030	\$883,055,069
Food Away from Home			\$1,092,960,355	\$1,331,024,181
Alcoholic Beverages			\$177,026,434	\$215,431,036

Source: Esri, Esri-U.S. BLS

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$11,655,803,802	\$14,144,078,225	\$2,488,274,423
Value of Retirement Plans	\$43,167,790,350	\$52,402,420,106	\$9,234,629,756
Value of Other Financial Assets	\$2,434,409,235	\$2,958,335,862	\$523,926,627
Vehicle Loan Amount excluding Interest	\$1,016,224,376	\$1,238,124,122	\$221,899,746
Value of Credit Card Debt	\$793,446,432	\$965,151,752	\$171,705,320
<b>Health</b>			
Nonprescription Drugs	\$49,772,692	\$60,549,889	\$10,777,197
Prescription Drugs	\$117,227,012	\$142,115,629	\$24,888,617
Eyeglasses and Contact Lenses	\$33,851,575	\$41,119,241	\$7,267,666
<b>Home</b>			
Mortgage Payment and Basics (11)	\$3,645,760,545	\$4,433,211,986	\$787,451,441
Maintenance and Remodeling Services	\$1,239,264,674	\$1,506,674,192	\$267,409,518
Maintenance and Remodeling Materials (12)	\$243,111,161	\$295,356,509	\$52,245,348
Utilities, Fuel, and Public Services	\$1,621,588,541	\$1,971,371,260	\$349,782,719
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$36,010,628	\$43,827,028	\$7,816,400
Furniture	\$277,328,790	\$337,479,583	\$60,150,793
Rugs	\$11,964,873	\$14,542,774	\$2,577,901
Major Appliances (14)	\$158,947,247	\$193,246,870	\$34,299,623
Housewares (15)	\$28,953,076	\$35,242,505	\$6,289,429
Small Appliances	\$21,662,490	\$26,381,399	\$4,718,909
Luggage	\$5,703,097	\$6,943,049	\$1,239,952
Telephones and Accessories	\$28,149,109	\$34,228,651	\$6,079,542
<b>Household Operations</b>			
Child Care	\$157,870,263	\$192,362,163	\$34,491,900
Lawn and Garden (16)	\$185,776,833	\$225,751,327	\$39,974,494
Moving/Storage/Freight Express	\$31,948,125	\$38,900,709	\$6,952,584
Housekeeping Supplies (17)	\$245,713,262	\$298,967,088	\$53,253,826
<b>Insurance</b>			
Owners and Renters Insurance	\$229,728,676	\$279,064,887	\$49,336,211
Vehicle Insurance	\$585,917,526	\$713,197,305	\$127,279,779
Life/Other Insurance	\$183,523,771	\$223,079,861	\$39,556,090
Health Insurance	\$1,355,421,358	\$1,647,072,866	\$291,651,508
Personal Care Products (18)	\$153,640,646	\$187,024,694	\$33,384,048
School Books (19)	\$11,996,337	\$14,604,553	2,608,216
Smoking Products	\$129,451,746	\$157,218,688	\$27,766,942
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$869,447,007	\$1,057,887,804	\$188,440,797
Gasoline and Motor Oil	\$909,863,209	\$1,107,230,977	\$197,367,768
Vehicle Maintenance and Repairs	\$410,439,328	\$499,375,426	\$88,936,098
<b>Travel</b>			
Airline Fares	\$169,323,352	\$206,350,561	\$37,027,209
Lodging on Trips	\$263,028,552	\$320,048,230	\$57,019,678
Auto/Truck Rental on Trips	\$32,649,346	\$39,741,159	\$7,091,813
Food and Drink on Trips	\$201,913,690	\$245,782,901	\$43,869,211

Source: Esri, Esri-U.S. BLS

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

Source: Esri, Esri-U.S. BLS

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Workday Drive (4A)	7.6%	Population	960,483	1,002,591
Rustbelt Traditions (5D)	7.5%	Households	381,529	401,781
Boomburbs (1C)	7.1%	Families	233,269	243,728
Middleburg (4C)	6.6%	Median Age	36.4	37.5
In Style (5B)	5.8%	Median Household Income	\$83,040	\$97,050
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$914,022,312	\$1,105,065,029	\$191,042,717
Men's		\$170,993,737	\$206,638,292	\$35,644,555
Women's		\$302,719,466	\$365,919,051	\$63,199,585
Children's		\$146,922,705	\$177,792,454	\$30,869,749
Footwear		\$191,984,269	\$232,222,932	\$40,238,663
Watches & Jewelry		\$82,576,972	\$99,750,057	\$17,173,085
Apparel Products and Services (1)		\$18,825,162	\$22,742,244	\$3,917,082
<b>Computer</b>				
Computers and Hardware for Home Use		\$103,535,434	\$125,248,456	\$21,713,022
Portable Memory		\$1,581,146	\$1,910,245	\$329,099
Computer Software		\$5,900,314	\$7,133,622	\$1,233,308
Computer Accessories		\$8,953,411	\$10,814,356	\$1,860,945
<b>Entertainment &amp; Recreation</b>		\$1,561,411,151	\$1,885,909,051	\$324,497,900
Fees and Admissions		\$312,101,701	\$377,304,395	\$65,202,694
Membership Fees for Clubs (2)		\$116,022,918	\$140,127,523	\$24,104,605
Fees for Participant Sports, excl. Trips		\$51,048,423	\$61,697,985	\$10,649,562
Tickets to Theatre/Operas/Concerts		\$27,989,425	\$33,838,938	\$5,849,513
Tickets to Movies		\$9,554,422	\$11,577,413	\$2,022,991
Tickets to Parks or Museums		\$14,231,254	\$17,237,630	\$3,006,376
Admission to Sporting Events, excl. Trips		\$33,033,490	\$39,836,620	\$6,803,130
Fees for Recreational Lessons		\$59,920,093	\$72,623,596	\$12,703,503
Dating Services		\$301,677	\$364,689	\$63,012
TV/Video/Audio		\$510,207,467	\$615,895,323	\$105,687,856
Cable and Satellite Television Services		\$283,737,636	\$342,048,616	\$58,310,980
Televisions		\$59,663,870	\$72,105,701	\$12,441,831
Satellite Dishes		\$488,150	\$588,203	\$100,053
VCRs, Video Cameras, and DVD Players		\$1,834,507	\$2,219,278	\$384,771
Miscellaneous Video Equipment		\$9,203,742	\$11,163,415	\$1,959,673
Video Cassettes and DVDs		\$2,124,445	\$2,568,536	\$444,091
Video Game Hardware/Accessories		\$19,204,036	\$23,237,140	\$4,033,104
Video Game Software		\$8,496,268	\$10,278,453	\$1,782,185
Rental/Streaming/Downloaded Video		\$69,525,145	\$84,063,158	\$14,538,013
Installation of Televisions		\$641,036	\$772,985	\$131,949
Audio (3)		\$54,724,234	\$66,167,775	\$11,443,541
Rental and Repair of TV/Radio/Sound Equipment		\$564,398	\$682,062	\$117,664
Pets		\$381,441,273	\$460,415,203	\$78,973,930
Toys/Games/Crafts/Hobbies (4)		\$72,286,565	\$87,250,202	\$14,963,637
Recreational Vehicles and Fees (5)		\$74,975,036	\$90,483,484	\$15,508,448
Sports/Recreation/Exercise Equipment (6)		\$120,207,361	\$145,634,614	\$25,427,253
Photo Equipment and Supplies (7)		\$23,164,302	\$27,984,177	\$4,819,875
Reading (8)		\$51,141,131	\$61,758,011	\$10,616,880
Catered Affairs (9)		\$15,886,315	\$19,183,642	\$3,297,327
<b>Food</b>		\$4,254,890,802	\$5,141,610,544	\$886,719,742
Food at Home		\$2,755,930,009	\$3,328,931,140	\$573,001,131
Bakery and Cereal Products		\$353,823,212	\$427,284,771	\$73,461,559
Meats, Poultry, Fish, and Eggs		\$591,887,112	\$715,031,524	\$123,144,412
Dairy Products		\$260,480,433	\$314,588,484	\$54,108,051
Fruits and Vegetables		\$535,705,887	\$647,209,193	\$111,503,306
Snacks and Other Food at Home (10)		\$1,014,033,365	\$1,224,817,168	\$210,783,803
Food Away from Home		\$1,498,960,793	\$1,812,679,404	\$313,718,611
Alcoholic Beverages		\$245,160,388	\$296,255,174	\$51,094,786

Source: Esri, Esri-U.S. BLS

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$16,412,848,895	\$19,782,343,740	\$3,369,494,845
Value of Retirement Plans	\$60,733,431,011	\$73,222,526,089	\$12,489,095,078
Value of Other Financial Assets	\$3,400,857,673	\$4,104,025,899	\$703,168,226
Vehicle Loan Amount excluding Interest	\$1,404,249,331	\$1,698,258,298	\$294,008,967
Value of Credit Card Debt	\$1,098,710,057	\$1,327,157,896	\$228,447,839
<b>Health</b>			
Nonprescription Drugs	\$69,716,250	\$84,189,242	\$14,472,992
Prescription Drugs	\$172,300,232	\$207,331,893	\$35,031,661
Eyeglasses and Contact Lenses	\$48,867,677	\$58,908,221	\$10,040,544
<b>Home</b>			
Mortgage Payment and Basics (11)	\$5,016,660,617	\$6,058,609,270	\$1,041,948,653
Maintenance and Remodeling Services	\$1,735,244,640	\$2,094,442,006	\$359,197,366
Maintenance and Remodeling Materials (12)	\$346,778,349	\$418,159,838	\$71,381,489
Utilities, Fuel, and Public Services	\$2,297,126,447	\$2,771,926,675	\$474,800,228
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$49,991,163	\$60,407,400	\$10,416,237
Furniture	\$385,365,193	\$465,597,686	\$80,232,493
Rugs	\$16,568,879	\$20,003,120	\$3,434,241
Major Appliances (14)	\$223,083,849	\$269,262,407	\$46,178,558
Housewares (15)	\$40,279,245	\$48,672,542	\$8,393,297
Small Appliances	\$30,169,376	\$36,470,365	\$6,300,989
Luggage	\$7,754,546	\$9,378,060	\$1,623,514
Telephones and Accessories	\$39,930,035	\$48,200,938	\$8,270,903
<b>Household Operations</b>			
Child Care	\$211,440,487	\$255,954,582	\$44,514,095
Lawn and Garden (16)	\$264,577,287	\$319,093,820	\$54,516,533
Moving/Storage/Freight Express	\$43,717,697	\$52,869,597	\$9,151,900
Housekeeping Supplies (17)	\$343,092,174	\$414,406,009	\$71,313,835
<b>Insurance</b>			
Owners and Renters Insurance	\$324,816,758	\$391,741,625	\$66,924,867
Vehicle Insurance	\$816,502,265	\$986,587,524	\$170,085,259
Life/Other Insurance	\$257,898,509	\$311,220,796	\$53,322,287
Health Insurance	\$1,929,890,661	\$2,327,698,958	\$397,808,297
Personal Care Products (18)	\$212,550,698	\$256,893,305	\$44,342,607
School Books (19)	\$16,820,252	\$20,329,146	3,508,894
Smoking Products	\$189,897,465	\$228,817,824	\$38,920,359
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$1,221,875,373	\$1,475,641,646	\$253,766,273
Gasoline and Motor Oil	\$1,286,857,493	\$1,553,998,384	\$267,140,891
Vehicle Maintenance and Repairs	\$575,777,582	\$695,393,521	\$119,615,939
<b>Travel</b>			
Airline Fares	\$229,628,442	\$277,907,490	\$48,279,048
Lodging on Trips	\$365,860,921	\$441,962,341	\$76,101,420
Auto/Truck Rental on Trips	\$44,789,445	\$54,145,975	\$9,356,530
Food and Drink on Trips	\$280,953,647	\$339,502,438	\$58,548,791

Source: Esri, Esri-U.S. BLS

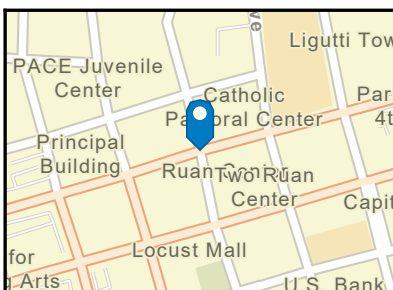
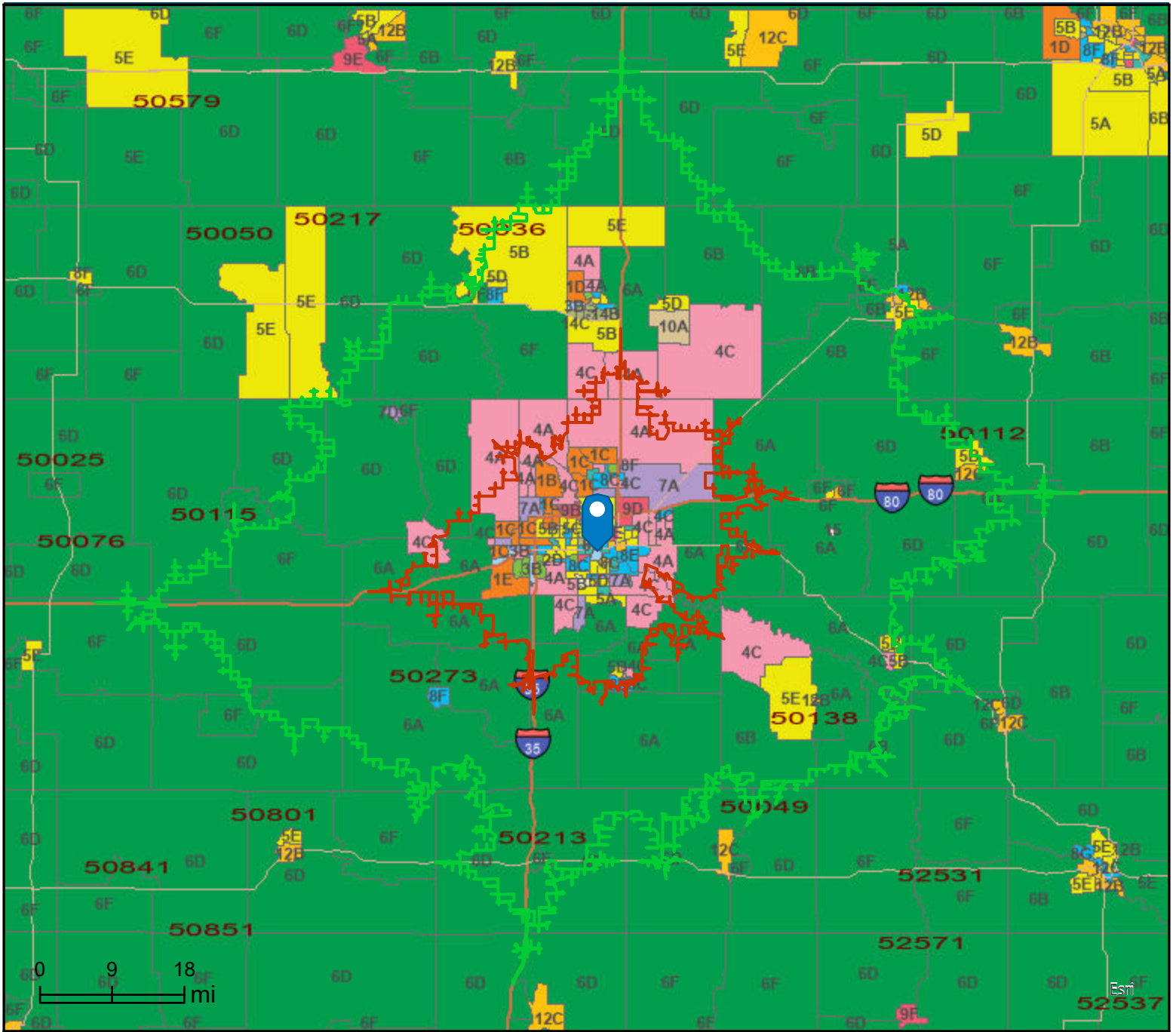
- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, 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



Western Gateway Park  
 7th St & Grand Ave, Des Moines, Iowa, 50309  
 Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership  
 Latitude: 41.58750  
 Longitude: -93.62652



### Tapestry LifeMode

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



Source: Esri



# Dominant Tapestry Map

Western Gateway Park  
7th St & Grand Ave, Des Moines, Iowa, 50309  
Drive time: 30, 60 minute radii

Prepared by Greater Des Moines Partnership  
Latitude: 41.58750  
Longitude: -93.62652

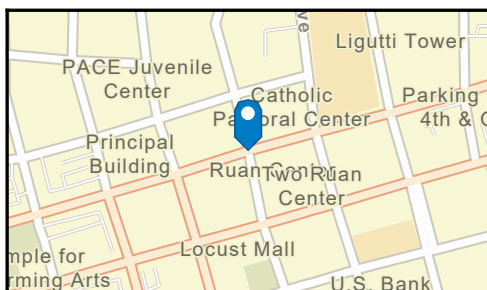
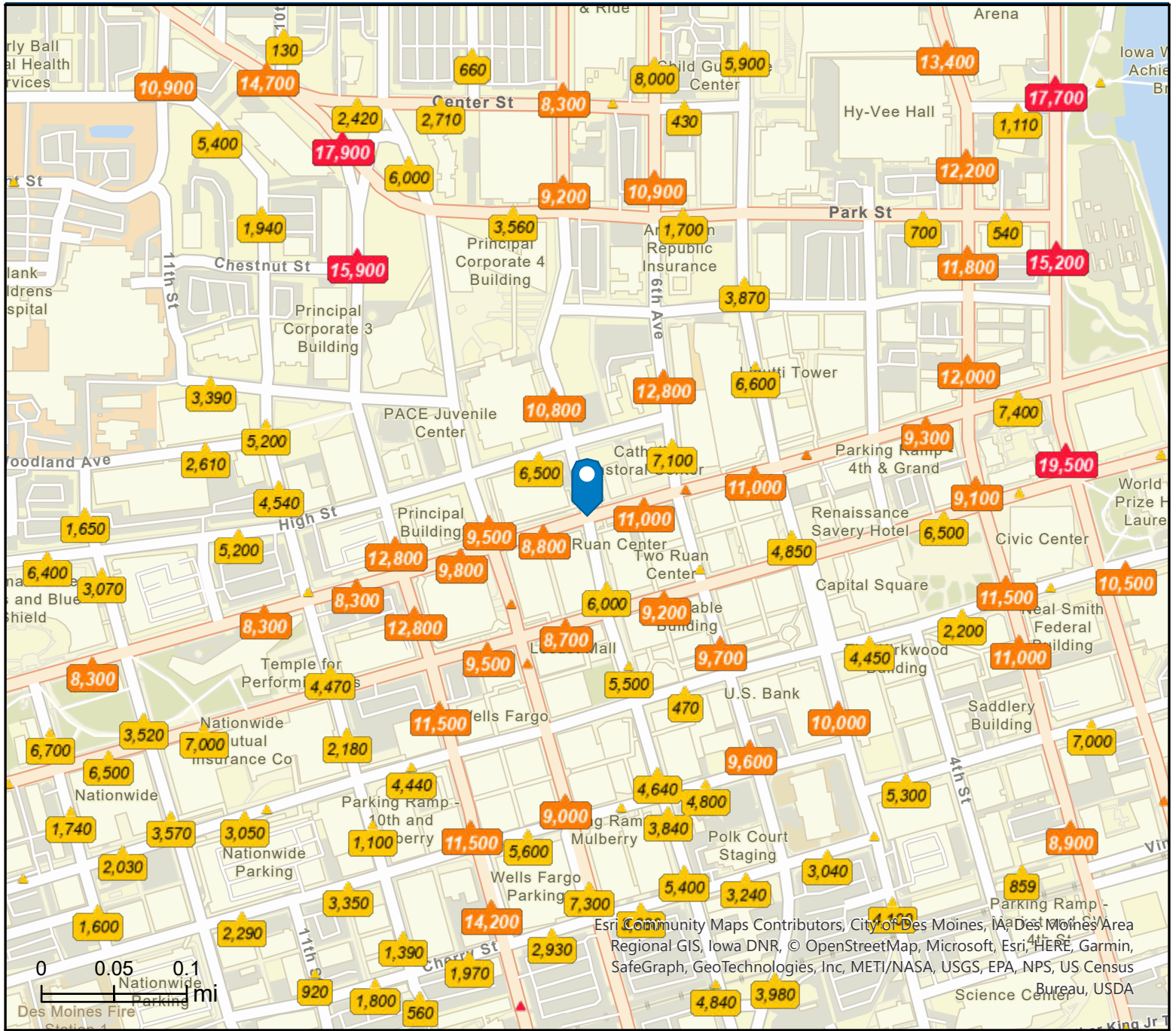
## Tapestry Segmentation

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)

Western Gateway Park  
 7th St & Grand Ave, Des Moines, Iowa, 50309  
 Drive time: 30, 60 minute radii

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



Source: ©2023 Kalibrate Technologies (Q2 2023).



# Business Summary For Downtown Retail

Western Gateway Park

Prepared by Greater Des Moines Partnership



<b>Data for all businesses in area</b>	<b>30 minutes</b>				<b>60 minutes</b>			
Total Businesses:	23,147				34,064			
Total Employees:	397,577				541,119			
Total Population:	654,384				960,483			
Employee/Population Ratio (per 100 Residents)	61				56			
<b>by SIC Codes</b>	<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	471	2.0%	3,511	0.9%	961	2.8%	6,466	1.2%
Construction	1,473	6.4%	16,414	4.1%	2,200	6.5%	21,946	4.1%
Manufacturing	593	2.6%	23,361	5.9%	962	2.8%	34,835	6.4%
Transportation	544	2.4%	9,809	2.5%	918	2.7%	13,187	2.4%
Communication	174	0.8%	2,533	0.6%	286	0.8%	3,327	0.6%
Utility	72	0.3%	1,346	0.3%	128	0.4%	2,036	0.4%
Wholesale Trade	730	3.2%	16,610	4.2%	1,074	3.2%	23,902	4.4%
<b>Retail Trade Summary</b>	<b>4,195</b>	<b>18.1%</b>	<b>76,251</b>	<b>19.2%</b>	<b>6,104</b>	<b>17.9%</b>	<b>105,892</b>	<b>19.6%</b>
Home Improvement	247	1.1%	4,885	1.2%	394	1.2%	11,188	2.1%
General Merchandise Stores	164	0.7%	7,090	1.8%	255	0.7%	10,009	1.8%
Food Stores	523	2.3%	13,483	3.4%	788	2.3%	18,511	3.4%
Auto Dealers & Gas Stations	408	1.8%	9,072	2.3%	665	2.0%	11,717	2.2%
Apparel & Accessory Stores	261	1.1%	2,370	0.6%	329	1.0%	2,799	0.5%
Furniture & Home Furnishings	225	1.0%	2,704	0.7%	328	1.0%	3,385	0.6%
Eating & Drinking Places	1,404	6.1%	24,349	6.1%	1,947	5.7%	32,955	6.1%
Miscellaneous Retail	963	4.2%	12,299	3.1%	1,397	4.1%	15,328	2.8%
<b>Finance, Insurance, Real Estate Summary</b>	<b>2,666</b>	<b>11.5%</b>	<b>65,243</b>	<b>16.4%</b>	<b>3,647</b>	<b>10.7%</b>	<b>74,757</b>	<b>13.8%</b>
Banks, Savings & Lending Institutions	499	2.2%	8,190	2.1%	720	2.1%	10,341	1.9%
Securities Brokers	459	2.0%	15,825	4.0%	594	1.7%	16,231	3.0%
Insurance Carriers & Agents	556	2.4%	18,729	4.7%	759	2.2%	23,361	4.3%
Real Estate, Holding, Other Investment Offices	1,152	5.0%	22,499	5.7%	1,575	4.6%	24,823	4.6%
<b>Services Summary</b>	<b>10,082</b>	<b>43.6%</b>	<b>155,965</b>	<b>39.2%</b>	<b>14,479</b>	<b>42.5%</b>	<b>217,964</b>	<b>40.3%</b>
Hotels & Lodging	204	0.9%	4,137	1.0%	341	1.0%	5,874	1.1%
Automotive Services	556	2.4%	5,470	1.4%	847	2.5%	6,563	1.2%
Movies & Amusements	591	2.6%	7,900	2.0%	884	2.6%	11,051	2.0%
Health Services	2,108	9.1%	49,295	12.4%	2,695	7.9%	63,411	11.7%
Legal Services	526	2.3%	3,906	1.0%	682	2.0%	4,602	0.9%
Education Institutions & Libraries	507	2.2%	22,558	5.7%	903	2.7%	39,733	7.3%
Other Services	5,589	24.1%	62,697	15.8%	8,127	23.9%	86,731	16.0%
<b>Government</b>	<b>759</b>	<b>3.3%</b>	<b>25,158</b>	<b>6.3%</b>	<b>1,396</b>	<b>4.1%</b>	<b>34,788</b>	<b>6.4%</b>
<b>Unclassified Establishments</b>	<b>1,389</b>	<b>6.0%</b>	<b>1,376</b>	<b>0.3%</b>	<b>1,910</b>	<b>5.6%</b>	<b>2,018</b>	<b>0.4%</b>
<b>Totals</b>	<b>23,147</b>	<b>100.0%</b>	<b>397,577</b>	<b>100.0%</b>	<b>34,064</b>	<b>100.0%</b>	<b>541,119</b>	<b>100.0%</b>

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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	137	0.6%	1,123	0.3%	426	1.3%	2,837	0.5%
Mining	12	0.1%	76	0.0%	19	0.1%	223	0.0%
Utilities	24	0.1%	633	0.2%	47	0.1%	895	0.2%
Construction	1,593	6.9%	18,160	4.6%	2,356	6.9%	23,963	4.4%
Manufacturing	630	2.7%	19,177	4.8%	1,016	3.0%	30,407	5.6%
Wholesale Trade	723	3.1%	16,532	4.2%	1,065	3.1%	23,767	4.4%
Retail Trade	2,673	11.5%	50,925	12.8%	3,978	11.7%	71,590	13.2%
Motor Vehicle & Parts Dealers	375	1.6%	8,692	2.2%	588	1.7%	10,720	2.0%
Furniture & Home Furnishings Stores	110	0.5%	1,098	0.3%	160	0.5%	1,376	0.3%
Electronics & Appliance Stores	63	0.3%	1,295	0.3%	92	0.3%	1,619	0.3%
Building Material & Garden Equipment & Supplies Dealers	243	1.0%	4,876	1.2%	390	1.1%	11,179	2.1%
Food & Beverage Stores	491	2.1%	14,421	3.6%	738	2.2%	19,306	3.6%
Health & Personal Care Stores	314	1.4%	3,819	1.0%	443	1.3%	4,906	0.9%
Gasoline Stations & Fuel Dealers	45	0.2%	502	0.1%	100	0.3%	1,168	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	302	1.3%	2,660	0.7%	384	1.1%	3,143	0.6%
Sporting Goods, Hobby, Book, & Music Stores	445	1.9%	5,195	1.3%	673	2.0%	6,780	1.3%
General Merchandise Stores	285	1.2%	8,367	2.1%	411	1.2%	11,392	2.1%
Transportation & Warehousing	444	1.9%	8,951	2.3%	755	2.2%	12,161	2.2%
Information	441	1.9%	10,152	2.6%	711	2.1%	12,733	2.4%
Finance & Insurance	1,551	6.7%	43,214	10.9%	2,105	6.2%	50,393	9.3%
Central Bank/Credit Intermediation & Related Activities	490	2.1%	8,101	2.0%	705	2.1%	10,235	1.9%
Securities & Commodity Contracts	496	2.1%	15,999	4.0%	632	1.9%	16,411	3.0%
Funds, Trusts & Other Financial Vehicles	565	2.4%	19,115	4.8%	768	2.3%	23,747	4.4%
Real Estate, Rental & Leasing	1,167	5.0%	10,831	2.7%	1,603	4.7%	13,106	2.4%
Professional, Scientific & Tech Services	2,198	9.5%	26,782	6.7%	2,995	8.8%	35,081	6.5%
Legal Services	554	2.4%	4,122	1.0%	727	2.1%	4,881	0.9%
Management of Companies & Enterprises	84	0.4%	13,640	3.4%	112	0.3%	13,798	2.5%
Administrative, Support & Waste Management Services	753	3.3%	9,296	2.3%	1,025	3.0%	12,836	2.4%
Educational Services	588	2.5%	22,753	5.7%	972	2.9%	39,647	7.3%
Health Care & Social Assistance	2,729	11.8%	62,104	15.6%	3,629	10.7%	82,394	15.2%
Arts, Entertainment & Recreation	514	2.2%	7,786	2.0%	830	2.4%	11,021	2.0%
Accommodation & Food Services	1,651	7.1%	28,877	7.3%	2,340	6.9%	39,293	7.3%
Accommodation	204	0.9%	4,137	1.0%	341	1.0%	5,874	1.1%
Food Services & Drinking Places	1,447	6.3%	24,740	6.2%	1,999	5.9%	33,419	6.2%
Other Services (except Public Administration)	3,088	13.3%	20,001	5.0%	4,778	14.0%	28,138	5.2%
Automotive Repair & Maintenance	429	1.9%	3,035	0.8%	678	2.0%	3,943	0.7%
Public Administration	758	3.3%	25,195	6.3%	1,392	4.1%	34,824	6.4%
Unclassified Establishments	1,387	6.0%	1,369	0.3%	1,908	5.6%	2,011	0.4%
<b>Total</b>	<b>23,147</b>	<b>100.0%</b>	<b>397,577</b>	<b>100.0%</b>	<b>34,064</b>	<b>100.0%</b>	<b>541,119</b>	<b>100.0%</b>

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