

	30 minutes	60 minutes
Population		
2010 Population	508,724	787,762
2020 Population	604,817	901,324
2025 Population	650,153	953,670
2030 Population	687,967	999,349
2010-2020 Annual Rate	1.75%	1.36%
2020-2024 Annual Rate	1.39%	1.08%
2024-2029 Annual Rate	1.14%	0.94%
2020 Male Population	49.1%	49.7%
2020 Female Population	50.9%	50.3%
2020 Median Age	36.0	36.0
2025 Male Population	49.6%	50.2%
2025 Female Population	50.4%	49.8%
2025 Median Age	36.8	36.8

In the identified area, the current year population is 650,153. In 2020, the Census count in the area was 604,817. The rate of change since 2020 was 1.39% annually. The five-year projection for the population in the area is 687,967 representing a change of 1.14% annually from 2025 to 2030. Currently, the population is 49.6% male and 50.4% female.

Median Age		
The median age in this area is 36.8, compared to U.S. median age of 39.3.		
Race and Ethnicity		
2025 White Alone	76.2%	79.4%
2025 Black Alone	6.9%	5.4%
2025 American Indian/Alaska Native Alone	0.4%	0.4%
2025 Asian Alone	5.0%	4.2%
2025 Pacific Islander Alone	0.1%	0.1%
2025 Other Race	3.7%	3.4%
2025 Two or More Races	7.6%	7.0%
2025 Hispanic Origin (Any Race)	9.4%	8.6%

Persons of Hispanic origin represent 9.4% 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 50.6 in the identified area, compared to 72.5 for the U.S. as a whole.

Households		
2025 Wealth Index	96	92
2010 Households	199,465	308,740
2020 Households	239,681	355,987
2025 Households	260,077	379,965
2030 Households	276,789	399,975
2010-2020 Annual Rate	1.85%	1.43%
2020-2024 Annual Rate	1.57%	1.25%
2024-2029 Annual Rate	1.25%	1.03%
2025 Average Household Size	2.46	2.44

The household count in this area has changed from 239,681 in 2020 to 260,077 in the current year, a change of 1.57% annually. The five-year projection of households is 276,789, a change of 1.25% annually from the current year total. Average household size is currently 2.46, compared to 2.48 in the year 2020. The number of families in the current year is 159,678 in the specified area.

	30 minutes	60 minutes
Mortgage Income		
2025 Percent of Income for Mortgage	22.6%	22.2%
Median Household Income		
2025 Median Household Income	\$86,033	\$82,804
2030 Median Household Income	\$97,218	\$92,998
2024-2029 Annual Rate	2.47%	2.35%
Average Household Income		
2025 Average Household Income	\$116,786	\$111,485
2030 Average Household Income	\$130,274	\$124,279
2024-2029 Annual Rate	2.21%	2.20%
Per Capita Income		
2025 Per Capita Income	\$46,815	\$44,520
2030 Per Capita Income	\$52,509	\$49,836
2024-2029 Annual Rate	2.32%	2.28%
GINI Index		
2025 Gini Index	44.7	44.5
Households by Income		
Current median household income is \$86,033 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$97,218 in five years, compared to \$91,442 all U.S. households.		
Current average household income is \$116,786 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$130,274 in five years, compared to \$130,581 for all U.S. households.		
Current per capita income is \$46,815 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$52,509 in five years, compared to \$51,203 for all U.S. households.		
Housing		
2025 Housing Affordability Index	93	95
2010 Total Housing Units	213,515	331,770
2010 Owner Occupied Housing Units	140,859	215,913
2010 Renter Occupied Housing Units	58,605	92,828
2010 Vacant Housing Units	14,050	23,030
2020 Total Housing Units	255,983	381,725
2020 Owner Occupied Housing Units	160,144	239,102
2020 Renter Occupied Housing Units	79,537	116,885
2020 Vacant Housing Units	16,272	25,785
2025 Total Housing Units	279,445	409,712
2025 Owner Occupied Housing Units	174,010	255,708
2025 Renter Occupied Housing Units	86,067	124,257
2025 Vacant Housing Units	19,368	29,747
2030 Total Housing Units	297,271	431,550
2030 Owner Occupied Housing Units	186,226	271,213
2030 Renter Occupied Housing Units	90,563	128,762
2030 Vacant Housing Units	20,482	31,575
Socioeconomic Status Index		
2025 Socioeconomic Status Index	53.2	53.4

Currently, 62.3% of the 279,445 housing units in the area are owner occupied; 30.8%, renter occupied; and 6.9% 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 255,983 housing units in the area and 6.4% vacant housing units. The annual rate of change in housing units since 2020 is 1.68%. Median home value in the area is \$311,120, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 2.64% annually to \$354,442.

	30 minutes	60 minutes
Population Summary		
2010 Total Population	508,724	787,762
2020 Total Population	604,817	901,324
2020 Group Quarters	10,898	29,529
2025 Total Population	650,153	953,670
2025 Group Quarters	10,954	28,250
2030 Total Population	687,967	999,349
2024-2029 Annual Rate	1.14%	0.94%
2025 Total Daytime Population	674,361	963,721
Workers	373,872	511,847
Residents	300,489	451,874
Household Summary		
2010 Households	199,465	308,740
2010 Average Household Size	2.49	2.47
2020 Total Households	239,681	355,987
2020 Average Household Size	2.48	2.45
2025 Households	260,077	379,965
2025 Average Household Size	2.46	2.44
2030 Households	276,789	399,975
2030 Average Household Size	2.45	2.43
2024-2029 Annual Rate	1.25%	1.03%
2010 Families	129,142	198,623
2010 Average Family Size	3.08	3.03
2025 Families	159,678	231,528
2025 Average Family Size	3.14	3.10
2030 Families	168,498	241,633
2030 Average Family Size	3.13	3.10
2024-2029 Annual Rate	1.08%	0.86%
Housing Unit Summary		
2000 Housing Units	175,603	281,941
Owner Occupied Housing Units	66.6%	66.6%
Renter Occupied Housing Units	28.7%	28.5%
Vacant Housing Units	4.7%	5.0%
2010 Housing Units	213,515	331,770
Owner Occupied Housing Units	66.0%	65.1%
Renter Occupied Housing Units	27.4%	28.0%
Vacant Housing Units	6.6%	6.9%
2020 Housing Units	255,983	381,725
Owner Occupied Housing Units	62.6%	62.6%
Renter Occupied Housing Units	31.1%	30.6%
Vacant Housing Units	6.4%	6.8%
2025 Housing Units	279,445	409,712
Owner Occupied Housing Units	62.3%	62.4%
Renter Occupied Housing Units	30.8%	30.3%
Vacant Housing Units	6.9%	7.3%
2030 Housing Units	297,271	431,550
Owner Occupied Housing Units	62.6%	62.8%
Renter Occupied Housing Units	30.5%	29.8%
Vacant Housing Units	6.9%	7.3%

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
2025 Households by Income		
Household Income Base	260,077	379,965
<\$15,000	5.2%	5.8%
\$15,000 - \$24,999	4.7%	5.1%
\$25,000 - \$34,999	6.7%	6.9%
\$35,000 - \$49,999	11.5%	11.3%
\$50,000 - \$74,999	15.0%	15.8%
\$75,000 - \$99,999	13.7%	13.7%
\$100,000 - \$149,999	18.8%	19.0%
\$150,000 - \$199,999	12.0%	11.2%
\$200,000+	12.4%	11.2%
Average Household Income	\$116,786	\$111,485
2030 Households by Income		
Household Income Base	276,789	399,975
<\$15,000	4.4%	4.9%
\$15,000 - \$24,999	3.8%	4.1%
\$25,000 - \$34,999	5.6%	5.8%
\$35,000 - \$49,999	10.5%	10.3%
\$50,000 - \$74,999	13.7%	14.6%
\$75,000 - \$99,999	13.1%	13.2%
\$100,000 - \$149,999	19.2%	19.6%
\$150,000 - \$199,999	14.6%	13.7%
\$200,000+	15.1%	13.6%
Average Household Income	\$130,274	\$124,279
2025 Owner Occupied Housing Units by Value		
Total	173,981	255,648
<\$50,000	2.3%	2.9%
\$50,000 - \$99,999	2.5%	4.2%
\$100,000 - \$149,999	5.4%	7.2%
\$150,000 - \$199,999	10.7%	12.0%
\$200,000 - \$249,999	13.3%	13.3%
\$250,000 - \$299,999	13.1%	12.1%
\$300,000 - \$399,999	24.5%	22.0%
\$400,000 - \$499,999	12.8%	12.0%
\$500,000 - \$749,999	11.0%	10.3%
\$750,000 - \$999,999	2.8%	2.6%
\$1,000,000 - \$1,499,999	0.7%	0.8%
\$1,500,000 - \$1,999,999	0.4%	0.4%
\$2,000,000 +	0.3%	0.3%
Average Home Value	\$354,697	\$337,435
2030 Owner Occupied Housing Units by Value		
Total	186,194	271,149
<\$50,000	1.4%	1.9%
\$50,000 - \$99,999	1.1%	2.1%
\$100,000 - \$149,999	2.6%	4.0%
\$150,000 - \$199,999	7.1%	8.5%
\$200,000 - \$249,999	10.6%	10.9%
\$250,000 - \$299,999	12.3%	11.7%
\$300,000 - \$399,999	27.1%	24.8%
\$400,000 - \$499,999	16.0%	15.4%
\$500,000 - \$749,999	15.0%	14.4%
\$750,000 - \$999,999	4.1%	3.8%
\$1,000,000 - \$1,499,999	1.3%	1.4%
\$1,500,000 - \$1,999,999	0.8%	0.7%
\$2,000,000 +	0.4%	0.4%
Average Home Value	\$410,728	\$396,532

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		
2025	\$86,033	\$82,804
2030	\$97,218	\$92,998
Median Home Value		
2025	\$311,120	\$293,166
2030	\$354,442	\$344,035
Per Capita Income		
2025	\$46,815	\$44,520
2030	\$52,509	\$49,836
Median Age		
2010	34.6	34.9
2020	36.0	36.0
2025	36.8	36.8
2030	37.7	37.8
2020 Population by Age		
Total	604,817	901,324
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	14.7%	13.7%
35 - 44	14.0%	13.1%
45 - 54	12.0%	11.5%
55 - 64	11.5%	11.8%
65 - 74	8.4%	8.9%
75 - 84	3.9%	4.3%
85 +	1.6%	1.9%
18 +	75.0%	76.2%
2025 Population by Age		
Total	650,152	953,668
0 - 4	6.4%	6.0%
5 - 9	6.8%	6.4%
10 - 14	6.8%	6.5%
15 - 24	13.4%	15.2%
25 - 34	14.1%	13.4%
35 - 44	14.3%	13.5%
45 - 54	12.1%	11.6%
55 - 64	10.8%	10.9%
65 - 74	8.8%	9.4%
75 - 84	4.8%	5.2%
85 +	1.6%	1.9%
18 +	76.0%	77.1%
2030 Population by Age		
Total	687,967	999,350
0 - 4	6.3%	6.0%
5 - 9	6.3%	5.9%
10 - 14	6.6%	6.2%
15 - 24	13.3%	14.9%
25 - 34	13.9%	13.2%
35 - 44	14.0%	13.3%
45 - 54	12.8%	12.3%
55 - 64	10.3%	10.2%
65 - 74	8.9%	9.5%
75 - 84	5.7%	6.2%
85 +	1.9%	2.1%
18 +	77.2%	78.2%

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

	30 minutes	60 minutes
2020 Population by Sex		
Males	296,926	447,551
Females	307,891	453,773
2025 Population by Sex		
Males	322,654	478,307
Females	327,499	475,363
2030 Population by Sex		
Males	339,992	499,029
Females	347,975	500,320
2010 Population by Race/Ethnicity		
Total	508,723	787,762
White Alone	86.2%	88.7%
Black Alone	5.3%	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	2.6%	2.2%
Two or More Races	2.3%	1.9%
Hispanic Origin	6.8%	5.9%
Diversity Index	34.6	29.8
2020 Population by Race/Ethnicity		
Total	604,817	901,324
White Alone	77.9%	80.9%
Black Alone	6.3%	4.9%
American Indian Alone	0.4%	0.4%
Asian Alone	4.9%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.4%	3.1%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.7%	7.8%
Diversity Index	47.9	43.1
2025 Population by Race/Ethnicity		
Total	650,152	953,670
White Alone	76.2%	79.4%
Black Alone	6.9%	5.4%
American Indian Alone	0.4%	0.4%
Asian Alone	5.0%	4.2%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.7%	3.4%
Two or More Races	7.6%	7.0%
Hispanic Origin	9.4%	8.6%
Diversity Index	50.6	45.9
2030 Population by Race/Ethnicity		
Total	687,967	999,351
White Alone	75.0%	78.2%
Black Alone	7.0%	5.5%
American Indian Alone	0.5%	0.4%
Asian Alone	5.4%	4.5%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.9%	3.7%
Two or More Races	8.2%	7.6%
Hispanic Origin	10.1%	9.2%
Diversity Index	52.7	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	604,817	901,324
In Households	98.2%	96.7%
Householder	39.6%	39.5%
Opposite-Sex Spouse	18.7%	18.9%
Same-Sex Spouse	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.8%	2.7%
Same-Sex Unmarried Partner	0.2%	0.1%
Biological Child	27.8%	26.4%
Adopted Child	0.8%	0.8%
Stepchild	1.1%	1.1%
Grandchild	1.3%	1.2%
Brother or Sister	0.9%	0.8%
Parent	0.8%	0.7%
Parent-in-law	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.2%
Other Relatives	0.8%	0.7%
Foster Child	0.1%	0.1%
Other Nonrelatives	2.7%	3.1%
In Group Quarters	1.8%	3.3%
Institutionalized	0.9%	1.1%
Noninstitutionalized	0.9%	2.1%
2025 Population 25+ by Educational Attainment		
Total	433,152	628,187
Less than 9th Grade	2.9%	2.6%
9th - 12th Grade, No Diploma	2.9%	3.0%
High School Graduate	19.1%	21.0%
GED/Alternative Credential	4.1%	4.0%
Some College, No Degree	16.2%	16.5%
Associate Degree	11.7%	12.3%
Bachelor's Degree	28.9%	26.9%
Graduate/Professional Degree	14.2%	13.8%
2025 Population 15+ by Marital Status		
Total	520,551	773,069
Never Married	32.6%	33.0%
Married	52.6%	52.3%
Widowed	4.9%	5.0%
Divorced	9.9%	9.6%
2025 Civilian Population 16+ in Labor Force		
Civilian Population 16+	363,394	520,983
Population 16+ Employed	97.0%	96.9%
Population 16+ Unemployment rate	3.0%	3.1%
Population 16-24 Employed	15.7%	17.2%
Population 16-24 Unemployment rate	5.0%	5.7%
Population 25-54 Employed	64.4%	62.2%
Population 25-54 Unemployment rate	2.7%	2.7%
Population 55-64 Employed	13.9%	14.4%
Population 55-64 Unemployment rate	2.4%	2.2%
Population 65+ Employed	6.0%	6.2%
Population 65+ Unemployment rate	2.5%	2.3%

	30 minutes	60 minutes
2025 Employed Population 16+ by Industry		
Total	352,491	504,748
Agriculture/Mining	1.0%	1.8%
Construction	6.5%	6.7%
Manufacturing	8.5%	10.0%
Wholesale Trade	2.2%	2.1%
Retail Trade	10.7%	10.5%
Transportation/Utilities	4.9%	4.8%
Information	1.7%	1.6%
Finance/Insurance/Real Estate	15.0%	12.6%
Services	45.6%	45.9%
Public Administration	3.9%	3.9%
2025 Employed Population 16+ by Occupation		
Total	352,493	504,747
White Collar	67.3%	65.3%
Management/Business/Financial	21.0%	19.7%
Professional	27.2%	27.0%
Sales	8.9%	8.6%
Administrative Support	10.2%	10.0%
Services	14.5%	14.7%
Blue Collar	18.3%	20.0%
Farming/Forestry/Fishing	0.2%	0.4%
Construction/Extraction	4.4%	4.6%
Installation/Maintenance/Repair	2.6%	3.1%
Production	4.6%	5.3%
Transportation/Material Moving	6.5%	6.7%
2020 Households by Type		
Total	239,681	355,987
Married Couple Households	47.8%	48.4%
With Own Children <18	21.2%	20.4%
Without Own Children <18	26.6%	28.0%
Cohabiting Couple Households	7.5%	7.1%
With Own Children <18	2.3%	2.2%
Without Own Children <18	5.2%	5.0%
Male Householder, No Spouse/Partner	18.8%	19.3%
Living Alone	13.3%	13.5%
65 Years and over	3.1%	3.3%
With Own Children <18	1.7%	1.7%
Without Own Children <18, With Relatives	2.1%	2.0%
No Relatives Present	1.7%	2.1%
Female Householder, No Spouse/Partner	25.9%	25.2%
Living Alone	15.8%	15.6%
65 Years and over	6.8%	7.1%
With Own Children <18	4.9%	4.4%
Without Own Children <18, With Relatives	4.0%	3.7%
No Relatives Present	1.2%	1.4%
2020 Households by Size		
Total	239,681	355,987
1 Person Household	29.1%	29.1%
2 Person Household	33.4%	34.5%
3 Person Household	14.4%	14.1%
4 Person Household	13.4%	12.9%
5 Person Household	6.2%	6.0%
6 Person Household	2.3%	2.2%
7 + Person Household	1.2%	1.1%

	30 minutes	60 minutes
2020 Households by Tenure and Mortgage Status		
Total	239,681	355,987
Owner Occupied	66.8%	67.2%
Owned with a Mortgage/Loan	49.8%	47.8%
Owned Free and Clear	17.0%	19.4%
Renter Occupied	33.2%	32.8%
2025 Affordability, Mortgage and Wealth		
Housing Affordability Index	93	95
Percent of Income for Mortgage	22.6%	22.2%
Wealth Index	96	92
2020 Housing Units By Urban/ Rural Status		
Total	255,983	381,725
Urban Housing Units	93.2%	81.9%
Rural Housing Units	6.8%	18.1%
2020 Population By Urban/ Rural Status		
Total	604,817	901,324
Urban Population	92.3%	81.0%
Rural Population	7.7%	19.0%

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.		
2.		
3.		
2024 Consumer Spending		
Apparel & Services: Total \$	\$653,450,209	\$902,815,392
Average Spent	\$2,512.53	\$2,376.05
Spending Potential Index	103	97
Education: Total \$	\$464,574,980	\$654,968,284
Average Spent	\$1,786.30	\$1,723.76
Spending Potential Index	100	97
Entertainment/Recreation: Total \$	\$1,078,947,626	\$1,528,285,075
Average Spent	\$4,148.57	\$4,022.17
Spending Potential Index	101	98
Food at Home: Total \$	\$1,943,748,821	\$2,746,065,567
Average Spent	\$7,473.74	\$7,227.15
Spending Potential Index	100	97
Food Away from Home: Total \$	\$1,084,296,932	\$1,497,992,203
Average Spent	\$4,169.14	\$3,942.45
Spending Potential Index	101	95
Health Care: Total \$	\$2,024,107,426	\$2,905,668,115
Average Spent	\$7,782.72	\$7,647.20
Spending Potential Index	101	99
HH Furnishings & Equipment: Total \$	\$768,733,690	\$1,075,167,660
Average Spent	\$2,955.79	\$2,829.65
Spending Potential Index	102	97
Personal Care Products & Services: Total \$	\$278,380,565	\$383,887,119
Average Spent	\$1,070.38	\$1,010.32
Spending Potential Index	102	96
Shelter: Total \$	\$6,875,341,635	\$9,524,352,260
Average Spent	\$26,435.79	\$25,066.39
Spending Potential Index	99	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$871,523,709	\$1,215,311,177
Average Spent	\$3,351.02	\$3,198.48
Spending Potential Index	101	97
Travel: Total \$	\$928,669,351	\$1,292,149,050
Average Spent	\$3,570.75	\$3,400.71
Spending Potential Index	99	94
Vehicle Maintenance & Repairs: Total \$	\$359,381,950	\$507,941,287
Average Spent	\$1,381.83	\$1,336.81
Spending Potential Index	102	99

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	2025	2030
		Population	650,153	687,967
		Households	260,077	276,789
		Families	159,678	168,498
		Median Age	36.8	37.7
		Median Household Income	\$86,033	\$97,218
			2025	2030
		Consumer Spending	Forecasted Demand	Projected Spending Growth
Apparel and Services			\$653,450,209	\$776,198,364
Men's			\$129,484,734	\$153,687,289
Women's			\$220,614,315	\$261,895,620
Children's			\$92,724,186	\$110,337,881
Footwear			\$144,978,424	\$172,311,126
Watches & Jewelry			\$53,369,798	\$63,399,013
Apparel Products and Services (1)			\$12,278,753	\$14,567,436
Computer				
Computers and Hardware for Home Use			\$61,182,695	\$72,666,171
Portable Memory			\$1,007,439	\$1,197,134
Computer Software			\$4,586,141	\$5,451,567
Computer Accessories			\$5,168,072	\$6,137,517
Entertainment & Recreation			\$1,078,947,626	\$1,279,953,467
Fees and Admissions			\$248,616,221	\$295,409,064
Membership Fees for Clubs (2)			\$82,760,551	\$98,240,338
Fees for Participant Sports, excl. Trips			\$45,832,410	\$54,455,428
Tickets to Theatre/Operas/Concerts			\$29,355,171	\$34,860,586
Tickets to Movies			\$10,187,698	\$12,117,537
Tickets to Parks or Museums			\$10,778,176	\$12,838,570
Admission to Sporting Events, excl. Trips			\$26,300,762	\$31,207,824
Fees for Recreational Lessons			\$43,082,153	\$51,309,789
Dating Services			\$319,300	\$378,993
TV/Video/Audio			\$325,136,888	\$385,426,556
Cable and Satellite Television Services			\$166,958,096	\$197,533,253
Televisions			\$32,626,868	\$38,752,546
Satellite Dishes			\$337,704	\$401,154
VCRs, Video Cameras, and DVD Players			\$1,105,837	\$1,313,739
Miscellaneous Video Equipment			\$10,674,117	\$12,730,352
Video Cassettes and DVDs			\$1,177,640	\$1,396,844
Video Game Hardware/Accessories			\$13,332,295	\$15,836,606
Video Game Software			\$6,545,669	\$7,775,072
Rental/Streaming/Downloaded Video			\$54,372,198	\$64,573,548
Installation of Televisions			\$359,115	\$426,646
Audio (3)			\$37,039,125	\$43,965,773
Rental and Repair of TV/Radio/Sound Equipment			\$608,223	\$721,024
Pets			\$274,312,711	\$325,065,116
Toys/Games/Crafts/Hobbies (4)			\$48,332,743	\$57,337,081
Recreational Vehicles and Fees (5)			\$50,943,289	\$60,505,442
Sports/Recreation/Exercise Equipment (6)			\$69,145,578	\$82,127,782
Photo Equipment and Supplies (7)			\$18,500,307	\$21,946,679
Reading (8)			\$31,825,751	\$37,728,151
Catered Affairs (9)			\$12,134,138	\$14,407,597
Food			\$3,028,045,753	\$3,593,659,271
Food at Home			\$1,943,748,821	\$2,305,450,536
Bakery and Cereal Products			\$258,977,892	\$307,116,502
Meats, Poultry, Fish, and Eggs			\$398,509,993	\$472,661,354
Dairy Products			\$197,121,477	\$233,772,336
Fruits and Vegetables			\$328,942,702	\$390,282,372
Snacks and Other Food at Home (10)			\$760,196,756	\$901,617,973
Food Away from Home			\$1,084,296,932	\$1,288,208,735
Alcoholic Beverages			\$176,453,132	\$209,468,980

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$11,483,770,279	\$13,595,868,557	\$2,112,098,278
Value of Retirement Plans	\$39,203,693,435	\$46,384,031,195	\$7,180,337,760
Value of Other Financial Assets	\$3,498,934,977	\$4,145,677,487	\$646,742,510
Vehicle Loan Amount excluding Interest	\$975,890,114	\$1,159,431,138	\$183,541,024
Value of Credit Card Debt	\$807,828,763	\$958,614,430	\$150,785,667
Health			
Nonprescription Drugs	\$52,919,114	\$62,737,213	\$9,818,099
Prescription Drugs	\$116,465,195	\$137,380,223	\$20,915,028
Eyeglasses and Contact Lenses	\$34,472,307	\$40,820,158	\$6,347,851
Home			
Mortgage Payment and Basics (11)	\$3,436,283,884	\$4,077,592,882	\$641,308,998
Maintenance and Remodeling Services	\$1,164,334,109	\$1,380,056,718	\$215,722,609
Maintenance and Remodeling Materials (12)	\$210,426,013	\$249,334,843	\$38,908,830
Utilities, Fuel, and Public Services	\$1,556,594,282	\$1,844,906,140	\$288,311,858
Household Furnishings and Equipment			
Household Textiles (13)	\$31,164,653	\$36,981,224	\$5,816,571
Furniture	\$237,739,932	\$282,264,171	\$44,524,239
Rugs	\$10,309,520	\$12,230,471	\$1,920,951
Major Appliances (14)	\$132,521,519	\$157,187,687	\$24,666,168
Housewares (15)	\$25,158,227	\$29,852,926	\$4,694,699
Small Appliances	\$20,273,218	\$24,080,485	\$3,807,267
Luggage	\$6,492,982	\$7,710,912	\$1,217,930
Telephones and Accessories	\$22,648,544	\$26,783,270	\$4,134,726
Household Operations			
Child Care	\$160,716,102	\$191,223,984	\$30,507,882
Lawn and Garden (16)	\$171,618,771	\$203,166,182	\$31,547,411
Moving/Storage/Freight Express	\$32,237,329	\$38,317,380	\$6,080,051
Housekeeping Supplies (17)	\$227,337,226	\$269,549,274	\$42,212,048
Insurance			
Owners and Renters Insurance	\$225,372,515	\$266,980,615	\$41,608,100
Vehicle Insurance	\$584,613,388	\$693,911,546	\$109,298,158
Life/Other Insurance	\$178,705,911	\$211,934,909	\$33,228,998
Health Insurance	\$1,299,974,610	\$1,540,061,432	\$240,086,822
Personal Care Products (18)	\$159,979,809	\$189,976,505	\$29,996,696
School Books (19)			
Smoking Products	\$124,078,442	\$146,754,670	\$22,676,228
Transportation			
Payments on Vehicles excluding Leases	\$824,648,216	\$978,898,745	\$154,250,529
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$359,381,950	\$426,318,069	\$66,936,119
Travel			
Airline Fares	\$214,137,022	\$254,556,503	\$40,419,481
Lodging on Trips	\$282,003,596	\$334,618,336	\$52,614,740
Auto/Truck Rental on Trips	\$32,190,065	\$38,254,010	\$6,063,945
Food and Drink on Trips	\$218,857,329	\$259,891,343	\$41,034,014

Source: Esri, Esri-U.S. BLS

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

Source: Esri, Esri-U.S. BLS

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
		Population	953,670	999,349
		Households	379,965	399,975
		Families	231,528	241,633
		Median Age	36.8	37.8
		Median Household Income	\$82,804	\$92,998
			2025	2030
		Consumer Spending		Projected Spending Growth
Apparel and Services			\$902,815,392	\$1,060,253,510
Men's			\$180,009,747	\$211,240,816
Women's			\$305,080,989	\$358,137,272
Children's			\$126,201,202	\$148,457,976
Footwear			\$201,204,536	\$236,346,145
Watches & Jewelry			\$73,167,475	\$85,954,514
Apparel Products and Services (1)			\$17,151,441	\$20,116,786
Computer				
Computers and Hardware for Home Use			\$84,208,432	\$98,911,224
Portable Memory			\$1,442,484	\$1,693,172
Computer Software			\$6,481,433	\$7,610,953
Computer Accessories			\$7,304,366	\$8,570,469
Entertainment & Recreation			\$1,528,285,075	\$1,791,513,839
Fees and Admissions			\$340,432,748	\$399,976,636
Membership Fees for Clubs (2)			\$114,214,603	\$134,059,155
Fees for Participant Sports, excl. Trips			\$62,396,333	\$73,324,065
Tickets to Theatre/Operas/Concerts			\$40,552,825	\$47,614,863
Tickets to Movies			\$13,831,182	\$16,270,920
Tickets to Parks or Museums			\$14,946,796	\$17,583,265
Admission to Sporting Events, excl. Trips			\$36,874,193	\$43,248,047
Fees for Recreational Lessons			\$57,180,718	\$67,363,972
Dating Services			\$436,098	\$512,351
TV/Video/Audio			\$461,157,821	\$540,306,677
Cable and Satellite Television Services			\$241,914,197	\$282,825,820
Televisions			\$44,889,267	\$52,726,213
Satellite Dishes			\$472,288	\$554,597
VCRs, Video Cameras, and DVD Players			\$1,567,546	\$1,839,541
Miscellaneous Video Equipment			\$13,621,335	\$16,093,629
Video Cassettes and DVDs			\$1,692,675	\$1,983,475
Video Game Hardware/Accessories			\$18,838,993	\$22,113,091
Video Game Software			\$9,203,457	\$10,807,986
Rental/Streaming/Downloaded Video			\$75,667,469	\$88,838,365
Installation of Televisions			\$481,566	\$566,170
Audio (3)			\$51,963,445	\$60,966,106
Rental and Repair of TV/Radio/Sound Equipment			\$845,583	\$991,685
Pets			\$398,088,374	\$465,932,226
Toys/Games/Crafts/Hobbies (4)			\$68,704,482	\$80,533,381
Recreational Vehicles and Fees (5)			\$72,149,923	\$84,635,332
Sports/Recreation/Exercise Equipment (6)			\$99,196,792	\$116,334,696
Photo Equipment and Supplies (7)			\$25,865,341	\$30,334,854
Reading (8)			\$45,473,461	\$53,268,714
Catered Affairs (9)			\$17,216,135	\$20,191,323
Food			\$4,244,057,770	\$4,978,458,867
Food at Home			\$2,746,065,567	\$3,218,975,521
Bakery and Cereal Products			\$366,102,707	\$429,085,502
Meats, Poultry, Fish, and Eggs			\$561,530,680	\$658,272,095
Dairy Products			\$279,991,961	\$328,121,207
Fruits and Vegetables			\$462,260,280	\$542,083,789
Snacks and Other Food at Home (10)			\$1,076,179,939	\$1,261,412,928
Food Away from Home			\$1,497,992,203	\$1,759,483,346
Alcoholic Beverages			\$243,222,941	\$285,524,376

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$16,178,387,466	\$18,940,046,859	\$2,761,659,393
Value of Retirement Plans	\$55,886,953,123	\$65,367,429,511	\$9,480,476,388
Value of Other Financial Assets	\$4,892,383,517	\$5,731,608,574	\$839,225,057
Vehicle Loan Amount excluding Interest	\$1,364,466,066	\$1,602,019,941	\$237,553,875
Value of Credit Card Debt	\$1,119,713,013	\$1,313,795,640	\$194,082,627
Health			
Nonprescription Drugs	\$74,964,911	\$87,835,663	\$12,870,752
Prescription Drugs	\$173,009,189	\$201,702,434	\$28,693,245
Eyeglasses and Contact Lenses	\$49,986,585	\$58,476,746	\$8,490,161
Home			
Mortgage Payment and Basics (11)	\$4,764,979,586	\$5,589,537,373	\$824,557,787
Maintenance and Remodeling Services	\$1,658,948,066	\$1,942,749,928	\$283,801,862
Maintenance and Remodeling Materials (12)	\$308,278,883	\$360,601,691	\$52,322,808
Utilities, Fuel, and Public Services	\$2,215,817,774	\$2,595,434,166	\$379,616,392
Household Furnishings and Equipment			
Household Textiles (13)	\$43,531,648	\$51,068,484	\$7,536,836
Furniture	\$330,596,376	\$388,031,903	\$57,435,527
Rugs	\$14,283,396	\$16,756,515	\$2,473,119
Major Appliances (14)	\$185,938,322	\$217,995,964	\$32,057,642
Housewares (15)	\$35,426,742	\$41,548,690	\$6,121,948
Small Appliances	\$28,359,706	\$33,293,406	\$4,933,700
Luggage	\$8,883,116	\$10,434,720	\$1,551,604
Telephones and Accessories	\$32,682,033	\$38,208,322	\$5,526,289
Household Operations			
Child Care	\$216,851,723	\$255,149,571	\$38,297,848
Lawn and Garden (16)	\$249,205,368	\$291,429,315	\$42,223,947
Moving/Storage/Freight Express	\$44,133,078	\$51,877,435	\$7,744,357
Housekeeping Supplies (17)	\$321,350,423	\$376,590,514	\$55,240,091
Insurance			
Owners and Renters Insurance	\$321,933,420	\$376,857,367	\$54,923,947
Vehicle Insurance	\$818,575,405	\$960,405,092	\$141,829,687
Life/Other Insurance	\$251,250,750	\$294,502,206	\$43,251,456
Health Insurance	\$1,856,299,309	\$2,173,246,875	\$316,947,566
Personal Care Products (18)	\$221,989,270	\$260,628,473	\$38,639,203
School Books (19)			
Smoking Products	\$182,697,813	\$213,508,183	\$30,810,370
Transportation			
Payments on Vehicles excluding Leases	\$1,160,455,726	\$1,361,272,618	\$200,816,892
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$507,941,287	\$595,500,616	\$87,559,329
Travel			
Airline Fares	\$291,626,893	\$342,821,463	\$51,194,570
Lodging on Trips	\$395,190,644	\$463,460,075	\$68,269,431
Auto/Truck Rental on Trips	\$44,373,227	\$52,129,965	\$7,756,738
Food and Drink on Trips	\$305,658,396	\$358,724,134	\$53,065,738

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.

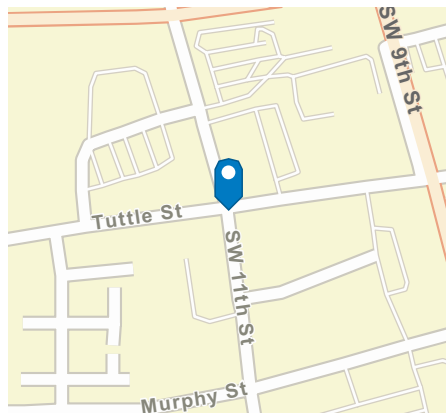
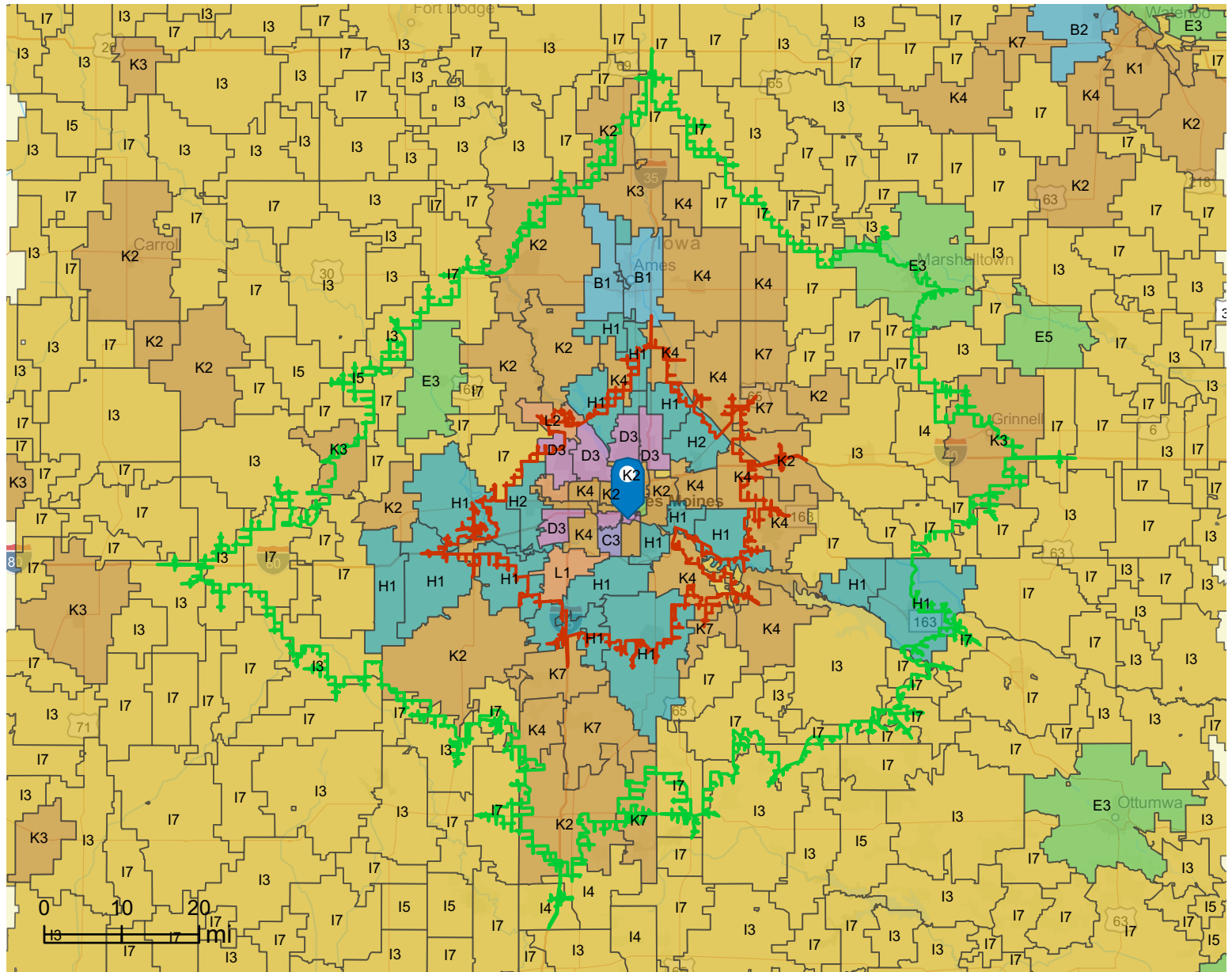
Source: Esri, Esri-U.S. BLS

Dominant Tapestry Map

Gray's Lake Area

SW 11th St & Tuttle St, Des Moines, Iowa, 50309

Drive time: 30, 60 minute radii



LifeMode Groups

- | | |
|--------------------------|-----------------------|
| A: Urban Threads | H: Family Prosperity |
| B: Books and Boots | I: Countryscapes |
| C: Metro Vibes | J: Mature Reflections |
| D: Tech Trailblazers | K: Suburban Shine |
| E: Community Connections | L: Premier Estates |
| F: Urban Harmony | U: Unclassified |
| G: Family Fabric | |



Source: ArcGIS Tapestry (2025)

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 40 years ago. The 60-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 A1 \(Independent Cityscapes\)](#)

[Segment A2 \(City Commons\)](#)

[Segment A3 \(Social Security Set\)](#)

[Segment A4 \(Fresh Ambitions\)](#)

[Segment A5 \(Welcome Waves\)](#)

[Segment A6 \(Young and Restless\)](#)

[Segment B1 \(Dorms to Diplomas\)](#)

[Segment B2 \(College Towns\)](#)

[Segment B3 \(Military Proximity\)](#)

[Segment C1 \(Single Thrifties\)](#)

[Segment C2 \(Kids and Kin\)](#)

[Segment C3 \(Metro Fusion\)](#)

[Segment C4 \(Family Foundations\)](#)

[Segment C5 \(Diverse Horizons\)](#)

[Segment C6 \(Moderate Metros\)](#)

[Segment D1 \(Emerging Hub\)](#)

[Segment D2 \(Trendsetters\)](#)

[Segment D3 \(Modern Minds\)](#)

[Segment D4 \(Metro Renters\)](#)

[Segment D5 \(Laptops and Lattes\)](#)

[Segment E1 \(Modest Income Homes\)](#)

[Segment E2 \(Southwestern Families\)](#)

[Segment E3 \(Hometown Charm\)](#)

[Segment E4 \(Mobile Meadows\)](#)

[Segment E5 \(Rural Versatility\)](#)

[Segment E6 \(Family Bonds\)](#)

[Segment F1 \(High Rise Renters\)](#)

[Segment F2 \(Family Extensions\)](#)

[Segment F3 \(Downtown Melting Pot\)](#)

[Segment F4 \(City Strivers\)](#)

[Segment F5 \(Uptown Lights\)](#)

[Segment G1 \(Shared Roots\)](#)

[Segment G2 \(Up and Coming Families\)](#)

[Segment G3 \(Generational Ties\)](#)

[Segment H1 \(Flourishing Families\)](#)

[Segment H2 \(Boomburbs\)](#)

[Segment H3 \(Neighborhood Spirit\)](#)

[Segment H4 \(Urban Chic\)](#)

[Segment I1 \(Small Town Sincerity\)](#)

[Segment I2 \(Scenic Byways\)](#)

[Segment I3 \(Heartland Communities\)](#)

[Segment I4 \(Rooted Rural\)](#)

[Segment I5 \(Rural Resort Dwellers\)](#)

[Segment I6 \(Southern Satellites\)](#)

[Segment I7 \(Country Charm\)](#)

[Segment J1 \(Senior Escapes\)](#)

[Segment J2 \(The Elders\)](#)

[Segment J3 \(Retirement Communities\)](#)

[Segment J4 \(Silver and Gold\)](#)

[Segment K1 \(Legacy Hills\)](#)

[Segment K2 \(Middle Ground\)](#)

[Segment K3 \(Loyal Locals\)](#)

[Segment K4 \(Classic Comfort\)](#)

[Segment K5 \(Dreambelt\)](#)

[Segment K6 \(City Greens\)](#)

[Segment K7 \(Room to Roam\)](#)

[Segment K8 \(Burbs and Beyond\)](#)

[Segment L1 \(Savvy Suburbanites\)](#)

[Segment L2 \(Professional Pride\)](#)

[Segment L3 \(Top Tier\)](#)

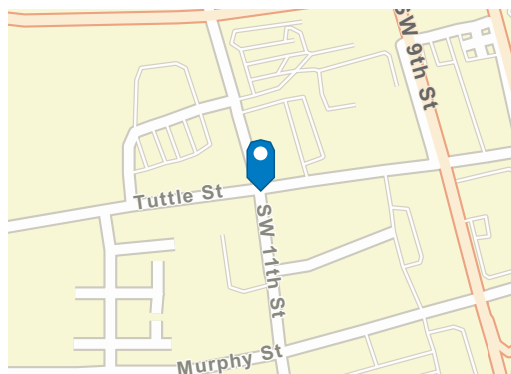
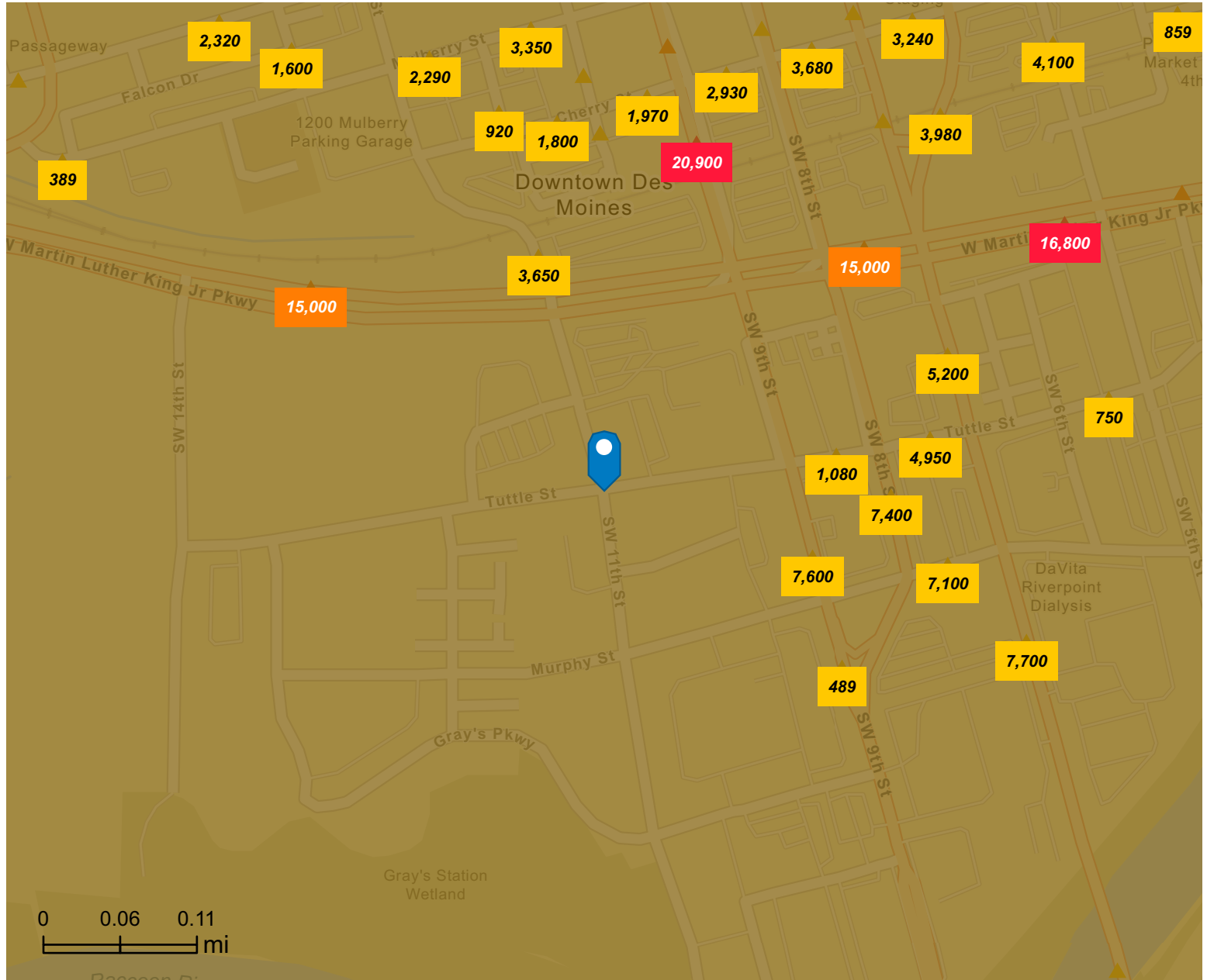


Traffic Count Map - Close Up

Gray's Lake Area

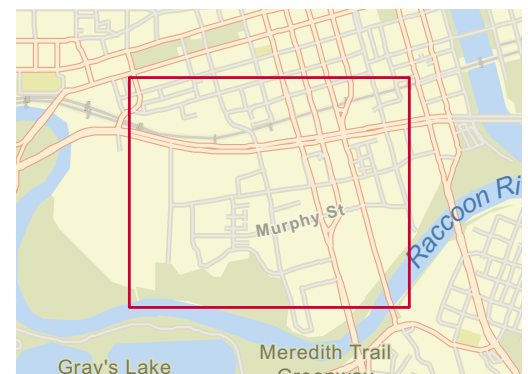
SW 11th St & Tuttle St, Des Moines, Iowa, 50309

Drive time: 30, 60 minute radii



Average Daily Traffic Volume

- ▲ Up to 8,000 vehicles per day
- ▲ 8,001 - 15,000
- ▲ 15,001 - 50,000
- ▲ 50,001 - 70,000
- ▲ 70,001 - 100,000
- ▲ More than 100,000 per day



 [Source:](#) Traffic Counts (2025)



Business Summary For Downtown Retail (Esri 2025)

Gray's Lake Area

Prepared by Greater Des Moines Partnership



Data for all businesses in area	30 minutes				60 minutes			
Total Businesses:	23,320				34,283			
Total Employees:	357,894				487,864			
Total Population:	650,153				953,670			
Employee/Population Ratio (per 100 Residents)	55				51			
by SIC Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	515	2.2%	6,554	1.8%	1,010	2.9%	9,513	1.9%
Construction	1,699	7.3%	15,819	4.4%	2,500	7.3%	21,487	4.4%
Manufacturing	618	2.7%	22,305	6.2%	999	2.9%	32,147	6.6%
Transportation	539	2.3%	6,755	1.9%	898	2.6%	9,850	2.0%
Communication	168	0.7%	1,941	0.5%	276	0.8%	2,809	0.6%
Utility	82	0.4%	1,125	0.3%	142	0.4%	1,779	0.4%
Wholesale Trade	746	3.2%	12,512	3.5%	1,082	3.2%	18,369	3.8%
Retail Trade Summary	4,246	18.2%	71,490	20.0%	6,159	18.0%	99,641	20.4%
Home Improvement	251	1.1%	4,933	1.4%	395	1.2%	11,236	2.3%
General Merchandise Stores	162	0.7%	6,930	1.9%	250	0.7%	9,420	1.9%
Food Stores	547	2.3%	12,873	3.6%	821	2.4%	17,909	3.7%
Auto Dealers & Gas Stations	398	1.7%	8,796	2.5%	647	1.9%	11,317	2.3%
Apparel & Accessory Stores	259	1.1%	2,196	0.6%	332	1.0%	2,579	0.5%
Furniture & Home Furnishings	229	1.0%	1,852	0.5%	332	1.0%	2,345	0.5%
Eating & Drinking Places	1,430	6.1%	22,613	6.3%	1,987	5.8%	31,083	6.4%
Miscellaneous Retail	970	4.2%	11,298	3.2%	1,395	4.1%	13,753	2.8%
Finance, Insurance, Real Estate Summary	2,745	11.8%	50,087	14.0%	3,750	10.9%	59,552	12.2%
Banks, Savings & Lending Institutions	493	2.1%	6,421	1.8%	710	2.1%	8,298	1.7%
Securities Brokers	497	2.1%	15,600	4.4%	643	1.9%	16,151	3.3%
Insurance Carriers & Agents	552	2.4%	16,034	4.5%	757	2.2%	20,658	4.2%
Real Estate, Holding, Other Investment Offices	1,204	5.2%	12,031	3.4%	1,641	4.8%	14,445	3.0%
Services Summary	10,183	43.7%	145,091	40.5%	14,557	42.5%	198,417	40.7%
Hotels & Lodging	205	0.9%	4,091	1.1%	344	1.0%	5,881	1.2%
Automotive Services	575	2.5%	3,801	1.1%	860	2.5%	4,939	1.0%
Movies & Amusements	627	2.7%	8,001	2.2%	919	2.7%	11,079	2.3%
Health Services	2,052	8.8%	48,612	13.6%	2,663	7.8%	60,673	12.4%
Legal Services	522	2.2%	3,599	1.0%	673	2.0%	4,226	0.9%
Education Institutions & Libraries	510	2.2%	21,583	6.0%	906	2.6%	36,988	7.6%
Other Services	5,691	24.4%	55,404	15.5%	8,192	23.9%	74,632	15.3%
Government	698	3.0%	23,993	6.7%	1,311	3.8%	33,815	6.9%
Unclassified Establishments	1,080	4.6%	223	0.1%	1,598	4.7%	485	0.1%
Totals	23,320	100.0%	357,894	100.0%	34,283	100.0%	487,864	100.0%

Source: Copyright 2025 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2025.

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	128	0.5%	4,068	1.1%	409	1.2%	5,777	1.2%
Mining	12	0.1%	76	0.0%	18	0.1%	199	0.0%
Utilities	27	0.1%	436	0.1%	49	0.1%	738	0.2%
Construction	1,813	7.8%	17,061	4.8%	2,643	7.7%	22,906	4.7%
Manufacturing	659	2.8%	18,311	5.1%	1,056	3.1%	27,842	5.7%
Wholesale Trade	737	3.2%	12,411	3.5%	1,070	3.1%	18,209	3.7%
Retail Trade	2,683	11.5%	47,894	13.4%	3,978	11.6%	67,204	13.8%
Motor Vehicle & Parts Dealers	364	1.6%	8,392	2.3%	572	1.7%	10,515	2.2%
Furniture & Home Furnishings Stores	115	0.5%	932	0.3%	169	0.5%	1,217	0.2%
Electronics & Appliance Stores	61	0.3%	631	0.2%	87	0.3%	749	0.2%
Building Material & Garden Equipment & Supplies Dealers	247	1.1%	4,920	1.4%	391	1.1%	11,223	2.3%
Food & Beverage Stores	503	2.2%	13,812	3.9%	751	2.2%	18,652	3.8%
Health & Personal Care Stores	314	1.3%	3,374	0.9%	442	1.3%	4,368	0.9%
Gasoline Stations & Fuel Dealers	46	0.2%	507	0.1%	95	0.3%	942	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	305	1.3%	2,481	0.7%	391	1.1%	2,907	0.6%
Sporting Goods, Hobby, Book, & Music Stores	440	1.9%	4,814	1.3%	666	1.9%	5,961	1.2%
General Merchandise Stores	289	1.2%	8,032	2.2%	414	1.2%	10,668	2.2%
Transportation & Warehousing	439	1.9%	5,796	1.6%	732	2.1%	8,650	1.8%
Information	441	1.9%	8,894	2.5%	715	2.1%	11,361	2.3%
Finance & Insurance	1,582	6.8%	38,594	10.8%	2,139	6.2%	45,620	9.4%
Central Bank/Credit Intermediation & Related Activities	487	2.1%	6,387	1.8%	693	2.0%	8,232	1.7%
Securities & Commodity Contracts	534	2.3%	15,784	4.4%	681	2.0%	16,341	3.3%
Funds, Trusts & Other Financial Vehicles	561	2.4%	16,423	4.6%	766	2.2%	21,047	4.3%
Real Estate, Rental & Leasing	1,211	5.2%	8,531	2.4%	1,661	4.8%	10,685	2.2%
Professional, Scientific & Tech Services	2,258	9.7%	24,414	6.8%	3,071	9.0%	31,226	6.4%
Legal Services	546	2.3%	3,801	1.1%	713	2.1%	4,494	0.9%
Management of Companies & Enterprises	87	0.4%	3,532	1.0%	120	0.4%	3,923	0.8%
Administrative, Support & Waste Management Services	815	3.5%	8,934	2.5%	1,117	3.3%	11,125	2.3%
Educational Services	601	2.6%	21,520	6.0%	989	2.9%	36,708	7.5%
Health Care & Social Assistance	2,716	11.6%	60,611	16.9%	3,617	10.6%	78,034	16.0%
Arts, Entertainment & Recreation	552	2.4%	7,853	2.2%	856	2.5%	11,013	2.3%
Accommodation & Food Services	1,684	7.2%	27,138	7.6%	2,392	7.0%	37,504	7.7%
Accommodation	205	0.9%	4,091	1.1%	344	1.0%	5,881	1.2%
Food Services & Drinking Places	1,479	6.3%	23,047	6.4%	2,047	6.0%	31,624	6.5%
Other Services (except Public Administration)	3,099	13.3%	17,602	4.9%	4,743	13.8%	24,827	5.1%
Automotive Repair & Maintenance	450	1.9%	2,952	0.8%	689	2.0%	3,896	0.8%
Public Administration	698	3.0%	24,003	6.7%	1,307	3.8%	33,838	6.9%
Unclassified Establishments	1,080	4.6%	216	0.1%	1,600	4.7%	478	0.1%
Total	23,320	100.0%	357,894	100.0%	34,283	100.0%	487,864	100.0%

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