

	30 minutes	60 minutes
Population		
2010 Population	517,279	802,538
2020 Population	615,388	915,828
2025 Population	661,251	968,067
2030 Population	699,538	1,013,643
2010-2020 Annual Rate	1.75%	1.33%
2020-2024 Annual Rate	1.38%	1.06%
2024-2029 Annual Rate	1.13%	0.92%
2020 Male Population	49.1%	49.7%
2020 Female Population	50.9%	50.3%
2020 Median Age	36.0	36.0
2025 Male Population	49.7%	50.2%
2025 Female Population	50.3%	49.8%
2025 Median Age	36.8	36.8

In the identified area, the current year population is 661,251. In 2020, the Census count in the area was 615,388. The rate of change since 2020 was 1.38% annually. The five-year projection for the population in the area is 699,538 representing a change of 1.13% annually from 2025 to 2030. Currently, the population is 49.7% male and 50.3% 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	76.5%	79.2%
2025 Black Alone	6.8%	5.3%
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	3.6%	3.6%
2025 Two or More Races	7.6%	7.1%
2025 Hispanic Origin (Any Race)	9.3%	8.9%

Persons of Hispanic origin represent 9.3% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 50.2 in the identified area, compared to 72.5 for the U.S. as a whole.

Households		
2025 Wealth Index	96	92
2010 Households	202,665	314,316
2020 Households	243,542	361,417
2025 Households	264,121	385,329
2030 Households	281,001	405,304
2010-2020 Annual Rate	1.85%	1.41%
2020-2024 Annual Rate	1.56%	1.23%
2024-2029 Annual Rate	1.25%	1.02%
2025 Average Household Size	2.46	2.44

The household count in this area has changed from 243,542 in 2020 to 264,121 in the current year, a change of 1.56% annually. The five-year projection of households is 281,001, 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 162,648 in the specified area.

	30 minutes	60 minutes
Mortgage Income		
2025 Percent of Income for Mortgage	22.6%	22.1%
Median Household Income		
2025 Median Household Income	\$86,479	\$82,537
2030 Median Household Income	\$97,858	\$92,623
2024-2029 Annual Rate	2.50%	2.33%
Average Household Income		
2025 Average Household Income	\$117,264	\$111,121
2030 Average Household Income	\$130,845	\$123,866
2024-2029 Annual Rate	2.22%	2.20%
Per Capita Income		
2025 Per Capita Income	\$46,930	\$44,326
2030 Per Capita Income	\$52,650	\$49,617
2024-2029 Annual Rate	2.33%	2.28%
GINI Index		
2025 Gini Index	44.7	44.5

Households by Income

Current median household income is \$86,479 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$97,858 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$117,264 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$130,845 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$46,930 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$52,650 in five years, compared to \$51,203 for all U.S. households.

Housing

2025 Housing Affordability Index	93	96
2010 Total Housing Units	216,931	337,861
2010 Owner Occupied Housing Units	143,472	219,723
2010 Renter Occupied Housing Units	59,193	94,593
2010 Vacant Housing Units	14,266	23,545
2020 Total Housing Units	260,043	387,686
2020 Owner Occupied Housing Units	163,313	242,821
2020 Renter Occupied Housing Units	80,229	118,596
2020 Vacant Housing Units	16,503	26,340
2025 Total Housing Units	283,741	415,668
2025 Owner Occupied Housing Units	177,353	259,386
2025 Renter Occupied Housing Units	86,768	125,943
2025 Vacant Housing Units	19,620	30,339
2030 Total Housing Units	301,757	437,498
2030 Owner Occupied Housing Units	189,748	274,904
2030 Renter Occupied Housing Units	91,253	130,400
2030 Vacant Housing Units	20,756	32,194

Socioeconomic Status Index

2025 Socioeconomic Status Index	53.3	53.2
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Currently, 62.5% of the 283,741 housing units in the area are owner occupied; 30.6%, 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 260,043 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 \$311,795, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 2.63% annually to \$355,044.

	30 minutes	60 minutes
Population Summary		
2010 Total Population	517,279	802,538
2020 Total Population	615,388	915,828
2020 Group Quarters	10,960	30,059
2025 Total Population	661,251	968,067
2025 Group Quarters	11,017	28,774
2030 Total Population	699,538	1,013,643
2024-2029 Annual Rate	1.13%	0.92%
2025 Total Daytime Population	681,671	978,928
Workers	375,969	519,618
Residents	305,702	459,310
Household Summary		
2010 Households	202,665	314,316
2010 Average Household Size	2.50	2.47
2020 Total Households	243,542	361,417
2020 Average Household Size	2.48	2.45
2025 Households	264,121	385,329
2025 Average Household Size	2.46	2.44
2030 Households	281,001	405,304
2030 Average Household Size	2.45	2.43
2024-2029 Annual Rate	1.25%	1.02%
2010 Families	131,577	202,266
2010 Average Family Size	3.08	3.03
2025 Families	162,648	234,874
2025 Average Family Size	3.14	3.10
2030 Families	171,576	244,923
2030 Average Family Size	3.13	3.10
2024-2029 Annual Rate	1.07%	0.84%
Housing Unit Summary		
2000 Housing Units	178,415	287,970
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	216,931	337,861
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	260,043	387,686
Owner Occupied Housing Units	62.8%	62.6%
Renter Occupied Housing Units	30.9%	30.6%
Vacant Housing Units	6.3%	6.8%
2025 Housing Units	283,741	415,668
Owner Occupied Housing Units	62.5%	62.4%
Renter Occupied Housing Units	30.6%	30.3%
Vacant Housing Units	6.9%	7.3%
2030 Housing Units	301,757	437,498
Owner Occupied Housing Units	62.9%	62.8%
Renter Occupied Housing Units	30.2%	29.8%
Vacant Housing Units	6.9%	7.4%

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	264,121	385,329
<\$15,000	5.2%	5.8%
\$15,000 - \$24,999	4.6%	5.1%
\$25,000 - \$34,999	6.6%	6.9%
\$35,000 - \$49,999	11.4%	11.3%
\$50,000 - \$74,999	14.9%	15.8%
\$75,000 - \$99,999	13.6%	13.7%
\$100,000 - \$149,999	18.9%	19.0%
\$150,000 - \$199,999	12.1%	11.2%
\$200,000+	12.5%	11.1%
Average Household Income	\$117,264	\$111,121
2030 Households by Income		
Household Income Base	281,001	405,304
<\$15,000	4.4%	4.9%
\$15,000 - \$24,999	3.8%	4.2%
\$25,000 - \$34,999	5.6%	5.9%
\$35,000 - \$49,999	10.4%	10.3%
\$50,000 - \$74,999	13.7%	14.6%
\$75,000 - \$99,999	13.1%	13.3%
\$100,000 - \$149,999	19.2%	19.6%
\$150,000 - \$199,999	14.7%	13.6%
\$200,000+	15.2%	13.5%
Average Household Income	\$130,845	\$123,866
2025 Owner Occupied Housing Units by Value		
Total	177,324	259,326
<\$50,000	2.3%	3.0%
\$50,000 - \$99,999	2.5%	4.4%
\$100,000 - \$149,999	5.4%	7.3%
\$150,000 - \$199,999	10.7%	12.1%
\$200,000 - \$249,999	13.3%	13.2%
\$250,000 - \$299,999	13.0%	12.1%
\$300,000 - \$399,999	24.6%	21.8%
\$400,000 - \$499,999	12.9%	11.9%
\$500,000 - \$749,999	11.1%	10.2%
\$750,000 - \$999,999	2.9%	2.5%
\$1,000,000 - \$1,499,999	0.8%	0.8%
\$1,500,000 - \$1,999,999	0.4%	0.4%
\$2,000,000 +	0.3%	0.3%
Average Home Value	\$355,005	\$335,591
2030 Owner Occupied Housing Units by Value		
Total	189,716	274,840
<\$50,000	1.4%	1.9%
\$50,000 - \$99,999	1.1%	2.3%
\$100,000 - \$149,999	2.6%	4.1%
\$150,000 - \$199,999	7.1%	8.6%
\$200,000 - \$249,999	10.6%	10.9%
\$250,000 - \$299,999	12.3%	11.6%
\$300,000 - \$399,999	27.1%	24.6%
\$400,000 - \$499,999	16.2%	15.3%
\$500,000 - \$749,999	15.0%	14.3%
\$750,000 - \$999,999	4.1%	3.8%
\$1,000,000 - \$1,499,999	1.3%	1.3%
\$1,500,000 - \$1,999,999	0.8%	0.7%
\$2,000,000 +	0.4%	0.4%
Average Home Value	\$411,078	\$394,493

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	\$86,479	\$82,537
2030	\$97,858	\$92,623
Median Home Value		
2025	\$311,795	\$291,332
2030	\$355,044	\$342,413
Per Capita Income		
2025	\$46,930	\$44,326
2030	\$52,650	\$49,617
Median Age		
2010	34.7	34.9
2020	36.0	36.0
2025	36.8	36.8
2030	37.7	37.8
2020 Population by Age		
Total	615,388	915,828
0 - 4	6.6%	6.2%
5 - 9	7.1%	6.7%
10 - 14	7.2%	7.0%
15 - 24	13.0%	15.0%
25 - 34	14.6%	13.7%
35 - 44	14.0%	13.1%
45 - 54	12.0%	11.5%
55 - 64	11.5%	11.8%
65 - 74	8.4%	8.9%
75 - 84	3.9%	4.3%
85 +	1.6%	1.9%
18 +	74.9%	76.1%
2025 Population by Age		
Total	661,249	968,068
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	699,539	1,013,644
0 - 4	6.3%	6.0%
5 - 9	6.3%	6.0%
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	9.0%	9.5%
75 - 84	5.7%	6.2%
85 +	1.9%	2.2%
18 +	77.1%	78.2%

	30 minutes	60 minutes
2020 Population by Sex		
Males	302,248	454,952
Females	313,140	460,876
2025 Population by Sex		
Males	328,323	485,724
Females	332,928	482,343
2030 Population by Sex		
Males	345,885	506,365
Females	353,653	507,278
2010 Population by Race/Ethnicity		
Total	517,280	802,538
White Alone	86.4%	88.6%
Black Alone	5.2%	3.9%
American Indian Alone	0.3%	0.3%
Asian Alone	3.3%	3.0%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	2.5%	2.2%
Two or More Races	2.2%	2.0%
Hispanic Origin	6.7%	6.1%
Diversity Index	34.2	30.2
2020 Population by Race/Ethnicity		
Total	615,388	915,828
White Alone	78.1%	80.7%
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	43.7
2025 Population by Race/Ethnicity		
Total	661,250	968,067
White Alone	76.5%	79.2%
Black Alone	6.8%	5.3%
American Indian Alone	0.4%	0.4%
Asian Alone	5.0%	4.2%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.6%	3.6%
Two or More Races	7.6%	7.1%
Hispanic Origin	9.3%	8.9%
Diversity Index	50.2	46.5
2030 Population by Race/Ethnicity		
Total	699,538	1,013,643
White Alone	75.2%	78.0%
Black Alone	6.9%	5.5%
American Indian Alone	0.5%	0.5%
Asian Alone	5.3%	4.5%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.8%	3.8%
Two or More Races	8.1%	7.6%
Hispanic Origin	9.9%	9.5%
Diversity Index	52.2	48.7

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	615,388	915,828
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%
2025 Population 25+ by Educational Attainment		
Total	440,302	637,594
Less than 9th Grade	2.9%	2.7%
9th - 12th Grade, No Diploma	2.9%	3.0%
High School Graduate	19.1%	21.1%
GED/Alternative Credential	4.1%	4.0%
Some College, No Degree	16.2%	16.5%
Associate Degree	11.7%	12.3%
Bachelor's Degree	29.0%	26.7%
Graduate/Professional Degree	14.1%	13.7%
2025 Population 15+ by Marital Status		
Total	529,139	784,590
Never Married	32.4%	33.0%
Married	52.9%	52.3%
Widowed	4.9%	5.0%
Divorced	9.9%	9.6%
2025 Civilian Population 16+ in Labor Force		
Civilian Population 16+	369,476	528,432
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	4.9%	5.8%
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	5.9%	6.2%
Population 65+ Unemployment rate	2.4%	2.3%

	30 minutes	60 minutes
2025 Employed Population 16+ by Industry		
Total	358,422	511,826
Agriculture/Mining	1.0%	1.8%
Construction	6.5%	6.7%
Manufacturing	8.6%	10.2%
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%	12.5%
Services	45.5%	45.9%
Public Administration	3.9%	3.9%
2025 Employed Population 16+ by Occupation		
Total	358,422	511,827
White Collar	67.3%	65.0%
Management/Business/Financial	21.1%	19.6%
Professional	27.1%	26.9%
Sales	8.9%	8.5%
Administrative Support	10.2%	10.0%
Services	14.4%	14.8%
Blue Collar	18.3%	20.3%
Farming/Forestry/Fishing	0.2%	0.4%
Construction/Extraction	4.4%	4.6%
Installation/Maintenance/Repair	2.6%	3.1%
Production	4.6%	5.5%
Transportation/Material Moving	6.5%	6.7%
2020 Households by Type		
Total	243,542	361,417
Married Couple Households	48.0%	48.4%
With Own Children <18	21.4%	20.4%
Without Own Children <18	26.7%	28.0%
Cohabiting Couple Households	7.4%	7.1%
With Own Children <18	2.3%	2.2%
Without Own Children <18	5.2%	5.0%
Male Householder, No Spouse/Partner	18.8%	19.3%
Living Alone	13.3%	13.5%
65 Years and over	3.1%	3.3%
With Own Children <18	1.7%	1.7%
Without Own Children <18, With Relatives	2.0%	2.0%
No Relatives Present	1.7%	2.1%
Female Householder, No Spouse/Partner	25.8%	25.2%
Living Alone	15.7%	15.6%
65 Years and over	6.8%	7.1%
With Own Children <18	4.9%	4.4%
Without Own Children <18, With Relatives	4.0%	3.7%
No Relatives Present	1.2%	1.4%
2020 Households by Size		
Total	243,542	361,417
1 Person Household	29.0%	29.1%
2 Person Household	33.4%	34.5%
3 Person Household	14.4%	14.1%
4 Person Household	13.4%	12.9%
5 Person Household	6.2%	6.0%
6 Person Household	2.3%	2.3%
7 + Person Household	1.2%	1.1%

	30 minutes	60 minutes
2020 Households by Tenure and Mortgage Status		
Total	243,542	361,417
Owner Occupied	67.1%	67.2%
Owned with a Mortgage/Loan	50.0%	47.7%
Owned Free and Clear	17.1%	19.5%
Renter Occupied	32.9%	32.8%
2025 Affordability, Mortgage and Wealth		
Housing Affordability Index	93	96
Percent of Income for Mortgage	22.6%	22.1%
Wealth Index	96	92
2020 Housing Units By Urban/ Rural Status		
Total	260,043	387,686
Urban Housing Units	92.1%	81.8%
Rural Housing Units	7.9%	18.2%
2020 Population By Urban/ Rural Status		
Total	615,388	915,828
Urban Population	91.1%	80.9%
Rural Population	8.9%	19.1%

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

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

30 minutes

60 minutes

Top 3 Tapestry Segments

- 1.
- 2.
- 3.

2024 Consumer Spending

	30 minutes	60 minutes
Apparel & Services: Total \$	\$666,027,493	\$912,335,584
Average Spent	\$2,521.68	\$2,367.68
Spending Potential Index	103	97
Education: Total \$	\$473,560,430	\$661,503,068
Average Spent	\$1,792.97	\$1,716.72
Spending Potential Index	101	96
Entertainment/Recreation: Total \$	\$1,100,352,233	\$1,545,977,231
Average Spent	\$4,166.09	\$4,012.10
Spending Potential Index	101	98
Food at Home: Total \$	\$1,981,088,273	\$2,778,060,738
Average Spent	\$7,500.68	\$7,209.58
Spending Potential Index	101	97
Food Away from Home: Total \$	\$1,105,225,161	\$1,513,685,384
Average Spent	\$4,184.54	\$3,928.29
Spending Potential Index	101	95
Health Care: Total \$	\$2,064,707,253	\$2,941,710,181
Average Spent	\$7,817.28	\$7,634.28
Spending Potential Index	101	99
HH Furnishings & Equipment: Total \$	\$784,063,578	\$1,086,906,781
Average Spent	\$2,968.58	\$2,820.72
Spending Potential Index	102	97
Personal Care Products & Services: Total \$	\$283,797,233	\$387,820,906
Average Spent	\$1,074.50	\$1,006.47
Spending Potential Index	102	96
Shelter: Total \$	\$7,006,597,575	\$9,623,878,124
Average Spent	\$26,527.98	\$24,975.74
Spending Potential Index	100	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$889,382,184	\$1,228,392,337
Average Spent	\$3,367.33	\$3,187.91
Spending Potential Index	102	97
Travel: Total \$	\$947,333,797	\$1,305,586,565
Average Spent	\$3,586.74	\$3,388.24
Spending Potential Index	99	94
Vehicle Maintenance & Repairs: Total \$	\$366,352,652	\$513,849,559
Average Spent	\$1,387.06	\$1,333.53
Spending Potential Index	103	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	661,251	699,538
		Households	264,121	281,001
		Families	162,648	171,576
		Median Age	36.8	37.7
		Median Household Income	\$86,479	\$97,858
			2025	2030
		Consumer Spending		Projected Spending Growth
Apparel and Services			\$666,027,493	\$791,121,673
Men's			\$131,976,992	\$156,642,191
Women's			\$224,867,551	\$266,940,887
Children's			\$94,533,738	\$112,487,573
Footwear			\$147,724,042	\$175,571,158
Watches & Jewelry			\$54,409,205	\$64,631,404
Apparel Products and Services (1)			\$12,515,965	\$14,848,460
Computer				
Computers and Hardware for Home Use			\$62,353,301	\$74,055,189
Portable Memory			\$1,025,816	\$1,218,954
Computer Software			\$4,668,356	\$5,549,219
Computer Accessories			\$5,265,405	\$6,252,964
Entertainment & Recreation			\$1,100,352,233	\$1,305,313,332
Fees and Admissions			\$253,648,748	\$301,377,150
Membership Fees for Clubs (2)			\$84,420,655	\$100,207,402
Fees for Participant Sports, excl. Trips			\$46,795,433	\$55,597,196
Tickets to Theatre/Operas/Concerts			\$29,922,955	\$35,533,968
Tickets to Movies			\$10,379,338	\$12,345,222
Tickets to Parks or Museums			\$10,989,255	\$13,089,506
Admission to Sporting Events, excl. Trips			\$26,860,412	\$31,870,286
Fees for Recreational Lessons			\$43,956,409	\$52,348,639
Dating Services			\$324,291	\$384,933
TV/Video/Audio			\$331,458,198	\$392,914,853
Cable and Satellite Television Services			\$170,246,650	\$201,422,831
Televisions			\$33,261,798	\$39,505,888
Satellite Dishes			\$343,963	\$408,590
VCRs, Video Cameras, and DVD Players			\$1,127,384	\$1,339,308
Miscellaneous Video Equipment			\$10,874,009	\$12,968,740
Video Cassettes and DVDs			\$1,198,509	\$1,421,607
Video Game Hardware/Accessories			\$13,578,071	\$16,128,284
Video Game Software			\$6,656,472	\$7,906,729
Rental/Streaming/Downloaded Video			\$55,428,119	\$65,825,889
Installation of Televisions			\$366,280	\$435,152
Audio (3)			\$37,756,971	\$44,816,882
Rental and Repair of TV/Radio/Sound Equipment			\$619,973	\$734,955
Pets			\$279,750,236	\$331,501,764
Toys/Games/Crafts/Hobbies (4)			\$49,277,627	\$58,456,606
Recreational Vehicles and Fees (5)			\$52,039,141	\$61,803,667
Sports/Recreation/Exercise Equipment (6)			\$70,522,252	\$83,759,983
Photo Equipment and Supplies (7)			\$18,860,626	\$22,373,431
Reading (8)			\$32,424,508	\$38,437,725
Catered Affairs (9)			\$12,370,898	\$14,688,154
Food			\$3,086,313,434	\$3,662,749,035
Food at Home			\$1,981,088,273	\$2,349,706,687
Bakery and Cereal Products			\$263,977,722	\$313,041,156
Meats, Poultry, Fish, and Eggs			\$406,111,667	\$481,672,488
Dairy Products			\$200,909,669	\$238,261,747
Fruits and Vegetables			\$335,232,616	\$397,739,843
Snacks and Other Food at Home (10)			\$774,856,600	\$918,991,454
Food Away from Home			\$1,105,225,161	\$1,313,042,348
Alcoholic Beverages			\$179,920,083	\$213,579,016

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$11,720,066,293	\$13,875,417,290	\$2,155,350,997
Value of Retirement Plans	\$40,046,922,611	\$47,380,235,190	\$7,333,312,579
Value of Other Financial Assets	\$3,573,631,494	\$4,234,038,661	\$660,407,167
Vehicle Loan Amount excluding Interest	\$995,207,528	\$1,182,345,531	\$187,138,003
Value of Credit Card Debt	\$823,781,810	\$977,522,804	\$153,740,994
Health			
Nonprescription Drugs	\$53,967,446	\$63,979,012	\$10,011,566
Prescription Drugs	\$118,879,007	\$140,224,940	\$21,345,933
Eyeglasses and Contact Lenses	\$35,165,815	\$41,640,442	\$6,474,627
Home			
Mortgage Payment and Basics (11)	\$3,510,000,338	\$4,164,883,469	\$654,883,131
Maintenance and Remodeling Services	\$1,189,380,503	\$1,409,694,494	\$220,313,991
Maintenance and Remodeling Materials (12)	\$215,090,266	\$254,849,176	\$39,758,910
Utilities, Fuel, and Public Services	\$1,586,976,497	\$1,880,892,748	\$293,916,251
Household Furnishings and Equipment			
Household Textiles (13)	\$31,762,684	\$37,690,324	\$5,927,640
Furniture	\$242,487,242	\$287,892,241	\$45,404,999
Rugs	\$10,515,610	\$12,474,642	\$1,959,032
Major Appliances (14)	\$135,225,126	\$160,390,378	\$25,165,252
Housewares (15)	\$25,639,095	\$30,423,124	\$4,784,029
Small Appliances	\$20,645,833	\$24,522,841	\$3,877,008
Luggage	\$6,619,972	\$7,861,550	\$1,241,578
Telephones and Accessories	\$23,117,848	\$27,337,098	\$4,219,250
Household Operations			
Child Care	\$163,972,609	\$195,088,659	\$31,116,050
Lawn and Garden (16)	\$175,217,848	\$207,421,824	\$32,203,976
Moving/Storage/Freight Express	\$32,799,569	\$38,985,943	\$6,186,374
Housekeeping Supplies (17)	\$231,739,083	\$274,764,559	\$43,025,476
Insurance			
Owners and Renters Insurance	\$230,200,821	\$272,691,213	\$42,490,392
Vehicle Insurance	\$595,837,421	\$707,224,533	\$111,387,112
Life/Other Insurance	\$182,408,742	\$216,319,226	\$33,910,484
Health Insurance	\$1,326,041,380	\$1,570,914,256	\$244,872,876
Personal Care Products (18)	\$163,036,153	\$193,602,224	\$30,566,071
School Books (19)			
Smoking Products	\$126,382,008	\$149,479,907	\$23,097,899
Transportation			
Payments on Vehicles excluding Leases	\$841,082,474	\$998,378,279	\$157,295,805
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$366,352,652	\$434,580,593	\$68,227,941
Travel			
Airline Fares	\$218,336,135	\$259,540,603	\$41,204,468
Lodging on Trips	\$287,764,037	\$341,441,821	\$53,677,784
Auto/Truck Rental on Trips	\$32,824,465	\$39,006,674	\$6,182,209
Food and Drink on Trips	\$223,248,690	\$265,096,924	\$41,848,234

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	968,067	1,013,643
		Households	385,329	405,304
		Families	234,874	244,923
		Median Age	36.8	37.8
		Median Household Income	\$82,537	\$92,623
			2025	2030
		Consumer Spending		Projected Spending Growth
Apparel and Services			\$912,335,584	\$1,070,537,560
Men's			\$181,948,564	\$213,336,892
Women's			\$308,229,297	\$361,536,636
Children's			\$127,540,993	\$149,904,839
Footwear			\$203,388,328	\$238,706,756
Watches & Jewelry			\$73,889,284	\$86,732,642
Apparel Products and Services (1)			\$17,339,119	\$20,319,795
Computer				
Computers and Hardware for Home Use			\$85,055,091	\$99,824,577
Portable Memory			\$1,457,822	\$1,709,746
Computer Software			\$6,554,033	\$7,689,506
Computer Accessories			\$7,387,870	\$8,660,886
Entertainment & Recreation			\$1,545,977,231	\$1,810,680,427
Fees and Admissions			\$343,742,883	\$403,543,214
Membership Fees for Clubs (2)			\$115,362,645	\$135,297,736
Fees for Participant Sports, excl. Trips			\$62,984,897	\$73,957,579
Tickets to Theatre/Operas/Concerts			\$40,954,255	\$48,047,714
Tickets to Movies			\$13,963,477	\$16,413,349
Tickets to Parks or Museums			\$15,103,467	\$17,752,377
Admission to Sporting Events, excl. Trips			\$37,276,088	\$43,682,673
Fees for Recreational Lessons			\$57,658,048	\$67,875,234
Dating Services			\$440,006	\$516,552
TV/Video/Audio			\$466,600,364	\$546,206,830
Cable and Satellite Television Services			\$245,027,654	\$286,209,369
Televisions			\$45,351,708	\$53,225,445
Satellite Dishes			\$478,535	\$561,384
VCRs, Video Cameras, and DVD Players			\$1,585,761	\$1,859,274
Miscellaneous Video Equipment			\$13,731,947	\$16,211,905
Video Cassettes and DVDs			\$1,713,023	\$2,005,545
Video Game Hardware/Accessories			\$19,055,306	\$22,347,344
Video Game Software			\$9,297,464	\$10,909,458
Rental/Streaming/Downloaded Video			\$76,494,165	\$89,732,304
Installation of Televisions			\$485,266	\$570,124
Audio (3)			\$52,524,185	\$61,572,413
Rental and Repair of TV/Radio/Sound Equipment			\$855,349	\$1,002,264
Pets			\$403,166,081	\$471,447,468
Toys/Games/Crafts/Hobbies (4)			\$69,509,445	\$81,405,715
Recreational Vehicles and Fees (5)			\$72,984,745	\$85,539,391
Sports/Recreation/Exercise Equipment (6)			\$100,416,405	\$117,657,679
Photo Equipment and Supplies (7)			\$26,147,144	\$30,639,615
Reading (8)			\$45,992,464	\$53,830,865
Catered Affairs (9)			\$17,417,699	\$20,409,650
Food			\$4,291,746,122	\$5,030,076,890
Food at Home			\$2,778,060,738	\$3,253,645,019
Bakery and Cereal Products			\$370,328,923	\$433,664,072
Meats, Poultry, Fish, and Eggs			\$568,127,824	\$665,422,117
Dairy Products			\$283,304,658	\$331,712,300
Fruits and Vegetables			\$467,505,965	\$547,763,552
Snacks and Other Food at Home (10)			\$1,088,793,369	\$1,275,082,979
Food Away from Home			\$1,513,685,384	\$1,776,431,871
Alcoholic Beverages			\$245,662,539	\$288,156,156

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$16,345,744,325	\$19,120,865,216	\$2,775,120,891
Value of Retirement Plans	\$56,527,361,580	\$66,061,320,521	\$9,533,958,941
Value of Other Financial Assets	\$4,946,374,441	\$5,790,038,023	\$843,663,582
Vehicle Loan Amount excluding Interest	\$1,379,981,212	\$1,618,814,448	\$238,833,236
Value of Credit Card Debt	\$1,131,777,556	\$1,326,839,005	\$195,061,449
Health			
Nonprescription Drugs	\$75,840,578	\$88,784,703	\$12,944,125
Prescription Drugs	\$175,497,776	\$204,414,414	\$28,916,638
Eyeglasses and Contact Lenses	\$50,614,353	\$59,158,391	\$8,544,038
Home			
Mortgage Payment and Basics (11)	\$4,816,118,877	\$5,644,816,840	\$828,697,963
Maintenance and Remodeling Services	\$1,678,358,955	\$1,963,786,109	\$285,427,154
Maintenance and Remodeling Materials (12)	\$312,409,762	\$365,093,262	\$52,683,500
Utilities, Fuel, and Public Services	\$2,242,868,192	\$2,624,783,993	\$381,915,801
Household Furnishings and Equipment			
Household Textiles (13)	\$44,015,639	\$51,592,206	\$7,576,567
Furniture	\$334,135,703	\$391,857,363	\$57,721,660
Rugs	\$14,431,055	\$16,915,967	\$2,484,912
Major Appliances (14)	\$188,069,267	\$220,303,916	\$32,234,649
Housewares (15)	\$35,823,208	\$41,977,821	\$6,154,613
Small Appliances	\$28,677,315	\$33,637,092	\$4,959,777
Luggage	\$8,968,436	\$10,526,631	\$1,558,195
Telephones and Accessories	\$33,076,181	\$38,635,982	\$5,559,801
Household Operations			
Child Care	\$218,861,304	\$257,310,652	\$38,449,348
Lawn and Garden (16)	\$252,326,968	\$294,819,105	\$42,492,137
Moving/Storage/Freight Express	\$44,569,461	\$52,347,892	\$7,778,431
Housekeeping Supplies (17)	\$325,105,433	\$380,660,067	\$55,554,634
Insurance			
Owners and Renters Insurance	\$325,902,600	\$381,165,144	\$55,262,544
Vehicle Insurance	\$827,914,918	\$970,518,215	\$142,603,297
Life/Other Insurance	\$254,056,374	\$297,538,908	\$43,482,534
Health Insurance	\$1,878,966,034	\$2,197,842,405	\$318,876,371
Personal Care Products (18)	\$224,363,599	\$263,194,669	\$38,831,070
School Books (19)			
Smoking Products	\$185,239,107	\$216,274,997	\$31,035,890
Transportation			
Payments on Vehicles excluding Leases	\$1,174,016,981	\$1,375,965,541	\$201,948,560
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$513,849,559	\$601,902,161	\$88,052,602
Travel			
Airline Fares	\$294,355,715	\$345,757,771	\$51,402,056
Lodging on Trips	\$399,423,981	\$468,036,291	\$68,612,310
Auto/Truck Rental on Trips	\$44,817,966	\$52,609,618	\$7,791,652
Food and Drink on Trips	\$308,897,586	\$362,224,059	\$53,326,473

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.

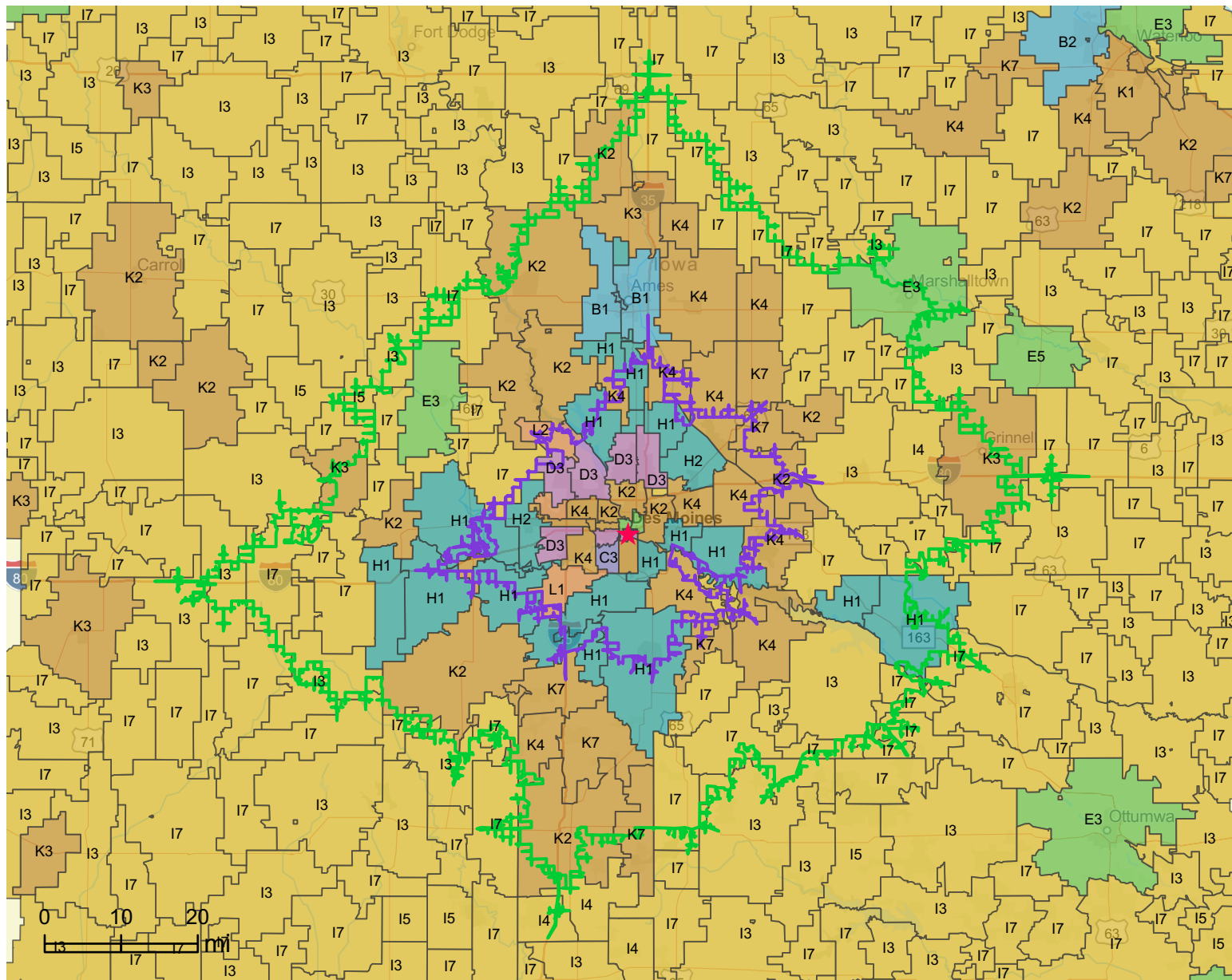
Source: Esri, Esri-U.S. BLS

Dominant Tapestry Map

Historic Court District

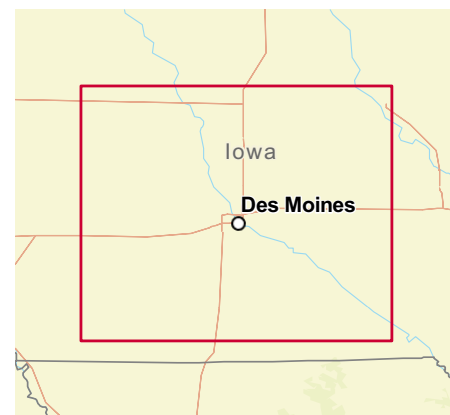
Court Ave & 4th St, Des Moines, Iowa, 50309

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 \(Top Tier\)](#)

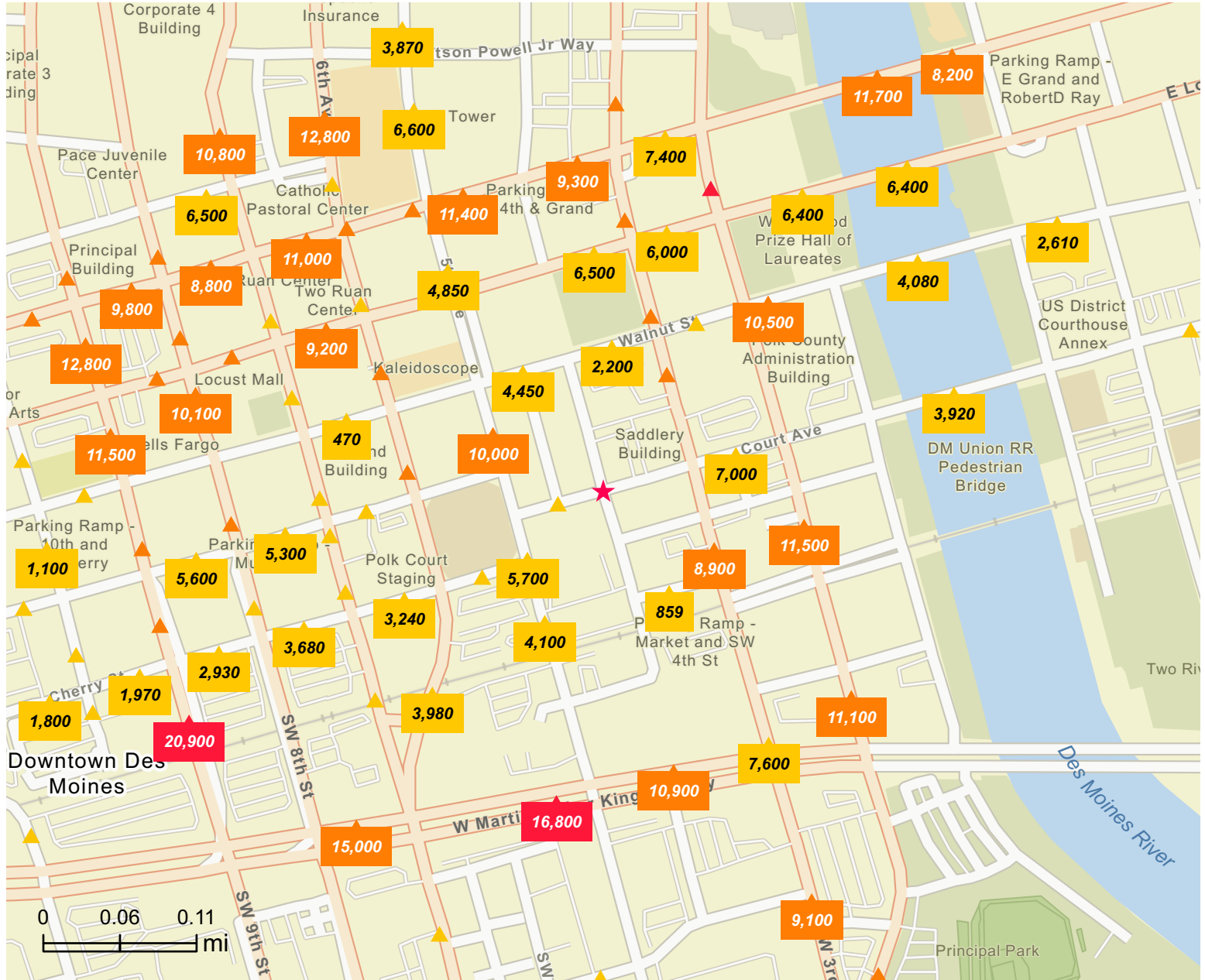


Traffic Count Map - Close Up

Historic Court District

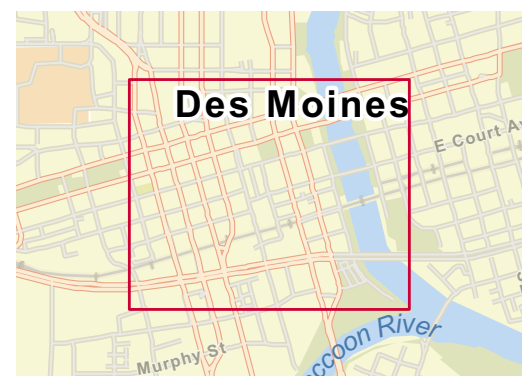
Court Ave & 4th St, Des Moines, Iowa, 50309

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



Data for all businesses in area	30 minutes				60 minutes			
Total Businesses:	23,552				34,795			
Total Employees:	359,729				498,713			
Total Population:	661,251				968,067			
Employee/Population Ratio (per 100 Residents)	54				52			
by SIC Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	529	2.2%	6,638	1.8%	1,037	3.0%	9,603	1.9%
Construction	1,725	7.3%	15,939	4.4%	2,534	7.3%	21,705	4.4%
Manufacturing	626	2.7%	22,450	6.2%	1,015	2.9%	32,631	6.5%
Transportation	548	2.3%	6,868	1.9%	922	2.6%	10,168	2.0%
Communication	170	0.7%	1,956	0.5%	282	0.8%	2,852	0.6%
Utility	83	0.4%	1,130	0.3%	144	0.4%	1,878	0.4%
Wholesale Trade	752	3.2%	12,557	3.5%	1,102	3.2%	19,297	3.9%
Retail Trade Summary	4,277	18.2%	71,773	20.0%	6,242	17.9%	100,639	20.2%
Home Improvement	253	1.1%	4,943	1.4%	401	1.2%	11,298	2.3%
General Merchandise Stores	165	0.7%	6,946	1.9%	252	0.7%	9,434	1.9%
Food Stores	555	2.4%	12,985	3.6%	835	2.4%	18,364	3.7%
Auto Dealers & Gas Stations	400	1.7%	8,808	2.4%	659	1.9%	11,475	2.3%
Apparel & Accessory Stores	259	1.1%	2,196	0.6%	334	1.0%	2,585	0.5%
Furniture & Home Furnishings	230	1.0%	1,853	0.5%	335	1.0%	2,359	0.5%
Eating & Drinking Places	1,439	6.1%	22,710	6.3%	2,009	5.8%	31,248	6.3%
Miscellaneous Retail	975	4.1%	11,332	3.2%	1,415	4.1%	13,878	2.8%
Finance, Insurance, Real Estate Summary	2,763	11.7%	50,168	13.9%	3,795	10.9%	59,877	12.0%
Banks, Savings & Lending Institutions	498	2.1%	6,468	1.8%	716	2.1%	8,372	1.7%
Securities Brokers	499	2.1%	15,604	4.3%	650	1.9%	16,170	3.2%
Insurance Carriers & Agents	556	2.4%	16,044	4.5%	768	2.2%	20,790	4.2%
Real Estate, Holding, Other Investment Offices	1,210	5.1%	12,053	3.4%	1,661	4.8%	14,546	2.9%
Services Summary	10,277	43.6%	145,879	40.6%	14,757	42.4%	205,302	41.2%
Hotels & Lodging	206	0.9%	4,096	1.1%	346	1.0%	5,892	1.2%
Automotive Services	582	2.5%	3,819	1.1%	884	2.5%	5,059	1.0%
Movies & Amusements	633	2.7%	8,054	2.2%	932	2.7%	11,528	2.3%
Health Services	2,063	8.8%	48,716	13.5%	2,689	7.7%	61,827	12.4%
Legal Services	526	2.2%	3,609	1.0%	684	2.0%	4,289	0.9%
Education Institutions & Libraries	520	2.2%	21,910	6.1%	923	2.7%	37,672	7.6%
Other Services	5,745	24.4%	55,675	15.5%	8,299	23.9%	79,034	15.8%
Government	709	3.0%	24,144	6.7%	1,347	3.9%	34,270	6.9%
Unclassified Establishments	1,094	4.6%	226	0.1%	1,618	4.7%	490	0.1%
Totals	23,552	100.0%	359,729	100.0%	34,795	100.0%	498,713	100.0%

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



Business Summary For Downtown Retail (Esri 2025)

Historic Court District

Prepared by Greater Des Moines Partnership



by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	137	0.6%	4,121	1.1%	426	1.2%	5,838	1.2%
Mining	12	0.1%	75	0.0%	19	0.1%	203	0.0%
Utilities	27	0.1%	437	0.1%	50	0.1%	763	0.2%
Construction	1,840	7.8%	17,185	4.8%	2,678	7.7%	23,127	4.6%
Manufacturing	667	2.8%	18,458	5.1%	1,074	3.1%	28,297	5.7%
Wholesale Trade	743	3.2%	12,456	3.5%	1,090	3.1%	19,137	3.8%
Retail Trade	2,704	11.5%	48,077	13.4%	4,036	11.6%	68,031	13.6%
Motor Vehicle & Parts Dealers	366	1.6%	8,406	2.3%	583	1.7%	10,668	2.1%
Furniture & Home Furnishings Stores	115	0.5%	933	0.3%	170	0.5%	1,225	0.2%
Electronics & Appliance Stores	62	0.3%	632	0.2%	88	0.3%	754	0.2%
Building Material & Garden Equipment & Supplies Dealers	250	1.1%	4,931	1.4%	397	1.1%	11,285	2.3%
Food & Beverage Stores	510	2.2%	13,921	3.9%	765	2.2%	19,106	3.8%
Health & Personal Care Stores	316	1.3%	3,393	0.9%	447	1.3%	4,430	0.9%
Gasoline Stations & Fuel Dealers	45	0.2%	506	0.1%	96	0.3%	949	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	305	1.3%	2,481	0.7%	394	1.1%	2,918	0.6%
Sporting Goods, Hobby, Book, & Music Stores	443	1.9%	4,825	1.3%	677	1.9%	5,999	1.2%
General Merchandise Stores	292	1.2%	8,048	2.2%	419	1.2%	10,697	2.1%
Transportation & Warehousing	447	1.9%	5,897	1.6%	753	2.2%	8,966	1.8%
Information	445	1.9%	8,919	2.5%	726	2.1%	11,467	2.3%
Finance & Insurance	1,592	6.8%	38,652	10.7%	2,164	6.2%	45,844	9.2%
Central Bank/Credit Intermediation & Related Activities	492	2.1%	6,431	1.8%	699	2.0%	8,306	1.7%
Securities & Commodity Contracts	536	2.3%	15,788	4.4%	688	2.0%	16,360	3.3%
Funds, Trusts & Other Financial Vehicles	565	2.4%	16,433	4.6%	777	2.2%	21,179	4.2%
Real Estate, Rental & Leasing	1,219	5.2%	8,555	2.4%	1,682	4.8%	10,772	2.2%
Professional, Scientific & Tech Services	2,275	9.7%	24,500	6.8%	3,109	8.9%	32,648	6.5%
Legal Services	550	2.3%	3,811	1.1%	726	2.1%	4,561	0.9%
Management of Companies & Enterprises	87	0.4%	3,534	1.0%	122	0.4%	3,934	0.8%
Administrative, Support & Waste Management Services	822	3.5%	8,969	2.5%	1,131	3.3%	13,903	2.8%
Educational Services	610	2.6%	21,843	6.1%	1,004	2.9%	37,381	7.5%
Health Care & Social Assistance	2,731	11.6%	60,768	16.9%	3,658	10.5%	79,338	15.9%
Arts, Entertainment & Recreation	558	2.4%	7,910	2.2%	870	2.5%	11,464	2.3%
Accommodation & Food Services	1,694	7.2%	27,241	7.6%	2,415	6.9%	37,681	7.6%
Accommodation	206	0.9%	4,096	1.1%	346	1.0%	5,892	1.2%
Food Services & Drinking Places	1,488	6.3%	23,145	6.4%	2,069	5.9%	31,789	6.4%
Other Services (except Public Administration)	3,138	13.3%	17,759	4.9%	4,825	13.9%	25,142	5.0%
Automotive Repair & Maintenance	456	1.9%	2,969	0.8%	711	2.0%	4,010	0.8%
Public Administration	709	3.0%	24,154	6.7%	1,343	3.9%	34,292	6.9%
Unclassified Establishments	1,094	4.6%	219	0.1%	1,620	4.7%	483	0.1%
Total	23,552	100.0%	359,729	100.0%	34,795	100.0%	498,713	100.0%

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