

	30 minutes	60 minutes
Population		
2010 Population	516,181	804,270
2020 Population	614,099	917,481
2025 Population	659,846	969,582
2030 Population	697,891	1,015,139
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	49.6%	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 659,846. In 2020, the Census count in the area was 614,099. The rate of change since 2020 was 1.38% annually. The five-year projection for the population in the area is 697,891 representing a change of 1.13% 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	76.5%	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	202,196	314,873
2020 Households	243,021	361,962
2025 Households	263,551	385,852
2030 Households	280,333	405,823
2010-2020 Annual Rate	1.86%	1.40%
2020-2024 Annual Rate	1.56%	1.22%
2024-2029 Annual Rate	1.24%	1.01%
2025 Average Household Size	2.46	2.44

The household count in this area has changed from 243,021 in 2020 to 263,551 in the current year, a change of 1.56% annually. The five-year projection of households is 280,333, a change of 1.24% 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 162,220 in the specified area.

	30 minutes	60 minutes
Mortgage Income		
2025 Percent of Income for Mortgage	22.5%	22.1%
Median Household Income		
2025 Median Household Income	\$86,446	\$82,525
2030 Median Household Income	\$97,813	\$92,611
2024-2029 Annual Rate	2.50%	2.33%
Average Household Income		
2025 Average Household Income	\$117,277	\$111,093
2030 Average Household Income	\$130,869	\$123,835
2024-2029 Annual Rate	2.22%	2.20%
Per Capita Income		
2025 Per Capita Income	\$46,934	\$44,311
2030 Per Capita Income	\$52,657	\$49,601
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 \$86,446 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$97,813 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$117,277 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$130,869 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$46,934 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$52,657 in five years, compared to \$51,203 for all U.S. households.

Housing

2025 Housing Affordability Index	93	96
2010 Total Housing Units	216,455	338,437
2010 Owner Occupied Housing Units	143,141	220,104
2010 Renter Occupied Housing Units	59,055	94,769
2010 Vacant Housing Units	14,259	23,564
2020 Total Housing Units	259,502	388,248
2020 Owner Occupied Housing Units	162,905	243,199
2020 Renter Occupied Housing Units	80,116	118,763
2020 Vacant Housing Units	16,454	26,366
2025 Total Housing Units	283,139	416,202
2025 Owner Occupied Housing Units	176,906	259,746
2025 Renter Occupied Housing Units	86,645	126,106
2025 Vacant Housing Units	19,588	30,350
2030 Total Housing Units	301,039	438,030
2030 Owner Occupied Housing Units	189,213	275,267
2030 Renter Occupied Housing Units	91,119	130,556
2030 Vacant Housing Units	20,706	32,207

Socioeconomic Status Index

2025 Socioeconomic Status Index	53.3	53.2
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Currently, 62.5% of the 283,139 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 259,502 housing units in the area and 6.3% vacant housing units. The annual rate of change in housing units since 2020 is 1.67%. Median home value in the area is \$311,378, 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 \$354,551.

	30 minutes	60 minutes
Population Summary		
2010 Total Population	516,181	804,270
2020 Total Population	614,099	917,481
2020 Group Quarters	10,964	30,084
2025 Total Population	659,846	969,582
2025 Group Quarters	11,019	28,798
2030 Total Population	697,891	1,015,139
2024-2029 Annual Rate	1.13%	0.92%
2025 Total Daytime Population	681,019	980,343
Workers	375,880	520,282
Residents	305,139	460,061
Household Summary		
2010 Households	202,196	314,873
2010 Average Household Size	2.50	2.47
2020 Total Households	243,021	361,962
2020 Average Household Size	2.48	2.45
2025 Households	263,551	385,852
2025 Average Household Size	2.46	2.44
2030 Households	280,333	405,823
2030 Average Household Size	2.45	2.43
2024-2029 Annual Rate	1.24%	1.01%
2010 Families	131,256	202,676
2010 Average Family Size	3.08	3.03
2025 Families	162,220	235,245
2025 Average Family Size	3.14	3.11
2030 Families	171,080	245,289
2030 Average Family Size	3.13	3.10
2024-2029 Annual Rate	1.07%	0.84%
Housing Unit Summary		
2000 Housing Units	178,003	288,514
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	216,455	338,437
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	259,502	388,248
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	283,139	416,202
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	301,039	438,030
Owner Occupied Housing Units	62.9%	62.8%
Renter Occupied Housing Units	30.3%	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	263,551	385,852
<\$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	15.0%	15.9%
\$75,000 - \$99,999	13.6%	13.7%
\$100,000 - \$149,999	18.9%	19.0%
\$150,000 - \$199,999	12.2%	11.2%
\$200,000+	12.6%	11.1%
Average Household Income	\$117,277	\$111,093
2030 Households by Income		
Household Income Base	280,333	405,823
<\$15,000	4.4%	4.9%
\$15,000 - \$24,999	3.7%	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	\$130,869	\$123,835
2025 Owner Occupied Housing Units by Value		
Total	176,877	259,686
<\$50,000	2.3%	3.0%
\$50,000 - \$99,999	2.5%	4.5%
\$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	11.0%	10.2%
\$750,000 - \$999,999	2.8%	2.5%
\$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	\$354,401	\$335,358
2030 Owner Occupied Housing Units by Value		
Total	189,181	275,203
<\$50,000	1.4%	2.0%
\$50,000 - \$99,999	1.1%	2.4%
\$100,000 - \$149,999	2.7%	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	27.2%	24.6%
\$400,000 - \$499,999	16.2%	15.3%
\$500,000 - \$749,999	14.9%	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	\$410,355	\$394,290

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	\$86,446	\$82,525
2030	\$97,813	\$92,611
Median Home Value		
2025	\$311,378	\$291,162
2030	\$354,551	\$342,268
Per Capita Income		
2025	\$46,934	\$44,311
2030	\$52,657	\$49,601
Median Age		
2010	34.6	34.9
2020	36.0	36.0
2025	36.8	36.8
2030	37.6	37.8
2020 Population by Age		
Total	614,099	917,481
0 - 4	6.6%	6.2%
5 - 9	7.1%	6.7%
10 - 14	7.3%	7.0%
15 - 24	13.0%	15.0%
25 - 34	14.6%	13.7%
35 - 44	14.0%	13.1%
45 - 54	12.0%	11.5%
55 - 64	11.5%	11.8%
65 - 74	8.4%	8.9%
75 - 84	3.9%	4.3%
85 +	1.6%	1.9%
18 +	74.9%	76.1%
2025 Population by Age		
Total	659,847	969,582
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	14.4%	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	697,892	1,015,138
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	8.9%	9.5%
75 - 84	5.7%	6.2%
85 +	1.9%	2.2%
18 +	77.1%	78.2%

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

	30 minutes	60 minutes
2020 Population by Sex		
Males	301,598	455,779
Females	312,501	461,702
2025 Population by Sex		
Males	327,604	486,486
Females	332,242	483,096
2030 Population by Sex		
Males	345,039	507,113
Females	352,852	508,025
2010 Population by Race/Ethnicity		
Total	516,180	804,270
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%	2.3%
Two or More Races	2.2%	1.9%
Hispanic Origin	6.7%	6.2%
Diversity Index	34.3	30.3
2020 Population by Race/Ethnicity		
Total	614,099	917,481
White Alone	78.1%	80.7%
Black Alone	6.3%	4.8%
American Indian Alone	0.4%	0.4%
Asian Alone	4.8%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.3%	3.3%
Two or More Races	7.0%	6.6%
Hispanic Origin	8.6%	8.1%
Diversity Index	47.5	43.8
2025 Population by Race/Ethnicity		
Total	659,846	969,582
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	697,892	1,015,138
White Alone	75.2%	77.9%
Black Alone	7.0%	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%	3.9%
Two or More Races	8.1%	7.6%
Hispanic Origin	10.0%	9.6%
Diversity Index	52.3	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	614,099	917,481
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	439,310	638,562
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	14.2%	13.7%
2025 Population 15+ by Marital Status		
Total	528,053	785,791
Never Married	32.4%	33.0%
Married	52.9%	52.3%
Widowed	4.9%	5.0%
Divorced	9.8%	9.6%
2025 Civilian Population 16+ in Labor Force		
Civilian Population 16+	368,641	529,275
Population 16+ Employed	97.0%	96.8%
Population 16+ Unemployment rate	3.0%	3.2%
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	357,581	512,591
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%	12.4%
Services	45.6%	45.8%
Public Administration	3.9%	3.9%
2025 Employed Population 16+ by Occupation		
Total	357,584	512,590
White Collar	67.3%	65.0%
Management/Business/Financial	21.1%	19.6%
Professional	27.1%	26.8%
Sales	8.9%	8.5%
Administrative Support	10.2%	10.0%
Services	14.4%	14.8%
Blue Collar	18.2%	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	243,021	361,962
Married Couple Households	48.0%	48.4%
With Own Children <18	21.4%	20.4%
Without Own Children <18	26.6%	28.0%
Cohabiting Couple Households	7.5%	7.1%
With Own Children <18	2.3%	2.2%
Without Own Children <18	5.2%	5.0%
Male Householder, No Spouse/Partner	18.8%	19.3%
Living Alone	13.3%	13.5%
65 Years and over	3.1%	3.3%
With Own Children <18	1.7%	1.7%
Without Own Children <18, With Relatives	2.1%	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	243,021	361,962
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	243,021	361,962
Owner Occupied	67.0%	67.2%
Owned with a Mortgage/Loan	50.0%	47.7%
Owned Free and Clear	17.1%	19.5%
Renter Occupied	33.0%	32.8%
2025 Affordability, Mortgage and Wealth		
Housing Affordability Index	93	96
Percent of Income for Mortgage	22.5%	22.1%
Wealth Index	96	92
2020 Housing Units By Urban/ Rural Status		
Total	259,502	388,248
Urban Housing Units	92.1%	81.8%
Rural Housing Units	7.9%	18.2%
2020 Population By Urban/ Rural Status		
Total	614,099	917,481
Urban Population	91.1%	80.8%
Rural Population	8.9%	19.2%

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

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

30 minutes

60 minutes

Top 3 Tapestry Segments

- 1.
- 2.
- 3.

2024 Consumer Spending

	30 minutes	60 minutes
Apparel & Services: Total \$	\$664,738,622	\$913,317,446
Average Spent	\$2,522.24	\$2,367.01
Spending Potential Index	103	97
Education: Total \$	\$472,527,022	\$662,144,195
Average Spent	\$1,792.92	\$1,716.06
Spending Potential Index	101	96
Entertainment/Recreation: Total \$	\$1,098,051,806	\$1,547,781,963
Average Spent	\$4,166.37	\$4,011.34
Spending Potential Index	101	98
Food at Home: Total \$	\$1,977,232,329	\$2,781,360,690
Average Spent	\$7,502.28	\$7,208.36
Spending Potential Index	101	97
Food Away from Home: Total \$	\$1,103,119,153	\$1,515,343,476
Average Spent	\$4,185.60	\$3,927.27
Spending Potential Index	101	95
Health Care: Total \$	\$2,060,458,987	\$2,945,395,441
Average Spent	\$7,818.07	\$7,633.48
Spending Potential Index	101	99
HH Furnishings & Equipment: Total \$	\$782,459,839	\$1,088,122,537
Average Spent	\$2,968.91	\$2,820.05
Spending Potential Index	102	97
Personal Care Products & Services: Total \$	\$283,245,498	\$388,229,997
Average Spent	\$1,074.73	\$1,006.16
Spending Potential Index	103	96
Shelter: Total \$	\$6,992,803,865	\$9,634,154,086
Average Spent	\$26,533.02	\$24,968.52
Spending Potential Index	100	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$887,503,081	\$1,229,791,068
Average Spent	\$3,367.48	\$3,187.21
Spending Potential Index	102	97
Travel: Total \$	\$945,270,885	\$1,306,970,098
Average Spent	\$3,586.67	\$3,387.23
Spending Potential Index	99	94
Vehicle Maintenance & Repairs: Total \$	\$365,629,955	\$514,457,809
Average Spent	\$1,387.32	\$1,333.30
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	659,846	697,891
		Households	263,551	280,333
		Families	162,220	171,080
		Median Age	36.8	37.6
		Median Household Income	\$86,446	\$97,813
			2025	2030
		Consumer Spending		Projected Spending Growth
Apparel and Services			\$664,738,622	\$789,468,405
Men's			\$131,722,600	\$156,315,585
Women's			\$224,423,164	\$266,370,835
Children's			\$94,356,904	\$112,260,370
Footwear			\$147,442,793	\$175,211,226
Watches & Jewelry			\$54,300,957	\$64,492,477
Apparel Products and Services (1)			\$12,492,204	\$14,817,911
Computer				
Computers and Hardware for Home Use			\$62,233,587	\$73,901,505
Portable Memory			\$1,023,875	\$1,216,481
Computer Software			\$4,659,843	\$5,538,386
Computer Accessories			\$5,255,186	\$6,239,921
Entertainment & Recreation			\$1,098,051,806	\$1,302,369,915
Fees and Admissions			\$253,095,746	\$300,669,410
Membership Fees for Clubs (2)			\$84,239,259	\$99,974,986
Fees for Participant Sports, excl. Trips			\$46,690,310	\$55,462,301
Tickets to Theatre/Operas/Concerts			\$29,859,780	\$35,453,337
Tickets to Movies			\$10,359,786	\$12,320,206
Tickets to Parks or Museums			\$10,965,100	\$13,058,867
Admission to Sporting Events, excl. Trips			\$26,801,181	\$31,794,120
Fees for Recreational Lessons			\$43,856,475	\$52,221,225
Dating Services			\$323,854	\$384,369
TV/Video/Audio			\$330,817,186	\$392,091,259
Cable and Satellite Television Services			\$169,903,615	\$200,982,512
Televisions			\$33,198,283	\$39,424,172
Satellite Dishes			\$343,314	\$407,768
VCRs, Video Cameras, and DVD Players			\$1,125,231	\$1,336,546
Miscellaneous Video Equipment			\$10,860,538	\$12,950,715
Video Cassettes and DVDs			\$1,196,230	\$1,418,720
Video Game Hardware/Accessories			\$13,554,051	\$16,097,527
Video Game Software			\$6,645,470	\$7,892,707
Rental/Streaming/Downloaded Video			\$55,324,197	\$65,692,223
Installation of Televisions			\$365,373	\$433,998
Audio (3)			\$37,682,024	\$44,720,854
Rental and Repair of TV/Radio/Sound Equipment			\$618,861	\$733,517
Pets			\$279,156,108	\$330,742,892
Toys/Games/Crafts/Hobbies (4)			\$49,177,270	\$58,328,321
Recreational Vehicles and Fees (5)			\$51,915,764	\$61,645,987
Sports/Recreation/Exercise Equipment (6)			\$70,368,254	\$83,564,101
Photo Equipment and Supplies (7)			\$18,821,676	\$22,323,641
Reading (8)			\$32,355,881	\$38,350,470
Catered Affairs (9)			\$12,343,922	\$14,653,834
Food			\$3,080,351,483	\$3,655,099,678
Food at Home			\$1,977,232,329	\$2,344,764,085
Bakery and Cereal Products			\$263,456,041	\$312,372,569
Meats, Poultry, Fish, and Eggs			\$405,342,238	\$480,684,984
Dairy Products			\$200,512,337	\$237,753,229
Fruits and Vegetables			\$334,573,723	\$396,896,257
Snacks and Other Food at Home (10)			\$773,347,989	\$917,057,045
Food Away from Home			\$1,103,119,153	\$1,310,335,594
Alcoholic Beverages			\$179,553,039	\$213,107,755

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$11,691,135,082	\$13,838,507,181	\$2,147,372,099
Value of Retirement Plans	\$39,950,490,508	\$47,256,560,351	\$7,306,069,843
Value of Other Financial Assets	\$3,565,708,878	\$4,223,827,487	\$658,118,609
Vehicle Loan Amount excluding Interest	\$993,345,416	\$1,179,944,451	\$186,599,035
Value of Credit Card Debt	\$822,151,851	\$975,426,830	\$153,274,979
Health			
Nonprescription Drugs	\$53,858,858	\$63,839,526	\$9,980,668
Prescription Drugs	\$118,633,146	\$139,908,547	\$21,275,401
Eyeglasses and Contact Lenses	\$35,088,959	\$41,542,288	\$6,453,329
Home			
Mortgage Payment and Basics (11)	\$3,501,994,939	\$4,154,599,251	\$652,604,312
Maintenance and Remodeling Services	\$1,186,514,435	\$1,406,026,537	\$219,512,102
Maintenance and Remodeling Materials (12)	\$214,577,153	\$254,191,763	\$39,614,610
Utilities, Fuel, and Public Services	\$1,583,941,019	\$1,876,987,942	\$293,046,923
Household Furnishings and Equipment			
Household Textiles (13)	\$31,702,477	\$37,612,970	\$5,910,493
Furniture	\$241,998,899	\$287,264,433	\$45,265,534
Rugs	\$10,493,165	\$12,445,887	\$1,952,722
Major Appliances (14)	\$134,945,910	\$160,031,258	\$25,085,348
Housewares (15)	\$25,589,975	\$30,360,096	\$4,770,121
Small Appliances	\$20,608,794	\$24,475,424	\$3,866,630
Luggage	\$6,606,555	\$7,844,328	\$1,237,773
Telephones and Accessories	\$23,069,299	\$27,274,543	\$4,205,244
Household Operations			
Child Care	\$163,627,263	\$194,645,448	\$31,018,185
Lawn and Garden (16)	\$174,819,635	\$206,911,091	\$32,091,456
Moving/Storage/Freight Express	\$32,740,950	\$38,911,183	\$6,170,233
Housekeeping Supplies (17)	\$231,290,750	\$274,188,841	\$42,898,091
Insurance			
Owners and Renters Insurance	\$229,716,357	\$272,064,836	\$42,348,479
Vehicle Insurance	\$594,763,253	\$705,839,201	\$111,075,948
Life/Other Insurance	\$182,006,411	\$215,803,249	\$33,796,838
Health Insurance	\$1,323,356,398	\$1,567,462,298	\$244,105,900
Personal Care Products (18)	\$162,735,442	\$193,215,328	\$30,479,886
School Books (19)			
Smoking Products	\$126,161,401	\$149,196,508	\$23,035,107
Transportation			
Payments on Vehicles excluding Leases	\$839,470,504	\$996,301,435	\$156,830,931
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$365,629,955	\$433,654,633	\$68,024,678
Travel			
Airline Fares	\$217,872,006	\$258,947,296	\$41,075,290
Lodging on Trips	\$287,120,535	\$340,618,200	\$53,497,665
Auto/Truck Rental on Trips	\$32,756,064	\$38,919,178	\$6,163,114
Food and Drink on Trips	\$222,768,619	\$264,482,683	\$41,714,064

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	969,582	1,015,139
		Households	385,852	405,823
		Families	235,245	245,289
		Median Age	36.8	37.8
		Median Household Income	\$82,525	\$92,611
			2025	2030
		Consumer Spending		Projected Spending Growth
Apparel and Services			\$913,317,446	\$1,071,605,713
Men's			\$182,145,530	\$213,551,354
Women's			\$308,551,271	\$361,887,180
Children's			\$127,683,934	\$150,060,180
Footwear			\$203,617,468	\$238,955,467
Watches & Jewelry			\$73,961,180	\$86,811,090
Apparel Products and Services (1)			\$17,358,062	\$20,340,442
Computer				
Computers and Hardware for Home Use			\$85,140,843	\$99,917,918
Portable Memory			\$1,459,367	\$1,711,416
Computer Software			\$6,561,153	\$7,697,211
Computer Accessories			\$7,396,318	\$8,670,056
Entertainment & Recreation			\$1,547,781,963	\$1,812,640,592
Fees and Admissions			\$344,079,397	\$403,909,495
Membership Fees for Clubs (2)			\$115,478,174	\$135,423,653
Fees for Participant Sports, excl. Trips			\$63,044,790	\$74,022,782
Tickets to Theatre/Operas/Concerts			\$40,994,528	\$48,091,532
Tickets to Movies			\$13,976,872	\$16,427,915
Tickets to Parks or Museums			\$15,120,235	\$17,770,506
Admission to Sporting Events, excl. Trips			\$37,316,214	\$43,726,341
Fees for Recreational Lessons			\$57,708,206	\$67,929,809
Dating Services			\$440,377	\$516,955
TV/Video/Audio			\$467,160,386	\$546,815,872
Cable and Satellite Television Services			\$245,347,173	\$286,556,950
Televisions			\$45,398,996	\$53,276,911
Satellite Dishes			\$479,172	\$562,076
VCRs, Video Cameras, and DVD Players			\$1,587,709	\$1,861,390
Miscellaneous Video Equipment			\$13,747,153	\$16,228,478
Video Cassettes and DVDs			\$1,715,073	\$2,007,764
Video Game Hardware/Accessories			\$19,076,949	\$22,370,844
Video Game Software			\$9,306,532	\$10,919,298
Rental/Streaming/Downloaded Video			\$76,577,951	\$89,823,339
Installation of Televisions			\$485,662	\$570,558
Audio (3)			\$52,581,649	\$61,634,890
Rental and Repair of TV/Radio/Sound Equipment			\$856,368	\$1,003,375
Pets			\$403,683,892	\$472,009,201
Toys/Games/Crafts/Hobbies (4)			\$69,590,427	\$81,493,638
Recreational Vehicles and Fees (5)			\$73,070,552	\$85,632,365
Sports/Recreation/Exercise Equipment (6)			\$100,540,251	\$117,791,658
Photo Equipment and Supplies (7)			\$26,174,400	\$30,669,276
Reading (8)			\$46,044,413	\$53,887,201
Catered Affairs (9)			\$17,438,245	\$20,431,884
Food			\$4,296,704,166	\$5,035,468,982
Food at Home			\$2,781,360,690	\$3,257,232,587
Bakery and Cereal Products			\$370,762,114	\$434,135,095
Meats, Poultry, Fish, and Eggs			\$568,813,005	\$666,167,340
Dairy Products			\$283,645,261	\$332,082,273
Fruits and Vegetables			\$468,047,083	\$548,351,809
Snacks and Other Food at Home (10)			\$1,090,093,228	\$1,276,496,071
Food Away from Home			\$1,515,343,476	\$1,778,236,395
Alcoholic Beverages			\$245,911,838	\$288,427,668

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$16,362,779,203	\$19,139,425,923	\$2,776,646,720
Value of Retirement Plans	\$56,591,576,272	\$66,131,287,477	\$9,539,711,205
Value of Other Financial Assets	\$4,951,880,395	\$5,796,048,050	\$844,167,655
Vehicle Loan Amount excluding Interest	\$1,381,606,364	\$1,620,580,582	\$238,974,218
Value of Credit Card Debt	\$1,133,008,391	\$1,328,179,040	\$195,170,649
Health			
Nonprescription Drugs	\$75,931,775	\$88,883,874	\$12,952,099
Prescription Drugs	\$175,737,320	\$204,675,481	\$28,938,161
Eyeglasses and Contact Lenses	\$50,677,324	\$59,226,727	\$8,549,403
Home			
Mortgage Payment and Basics (11)	\$4,821,488,654	\$5,650,664,319	\$829,175,665
Maintenance and Remodeling Services	\$1,680,388,703	\$1,965,990,555	\$285,601,852
Maintenance and Remodeling Materials (12)	\$312,843,074	\$365,562,660	\$52,719,586
Utilities, Fuel, and Public Services	\$2,245,678,913	\$2,627,841,023	\$382,162,110
Household Furnishings and Equipment			
Household Textiles (13)	\$44,065,728	\$51,646,697	\$7,580,969
Furniture	\$334,501,714	\$392,255,781	\$57,754,067
Rugs	\$14,445,890	\$16,932,130	\$2,486,240
Major Appliances (14)	\$188,293,574	\$220,548,034	\$32,254,460
Housewares (15)	\$35,864,671	\$42,022,911	\$6,158,240
Small Appliances	\$28,710,639	\$33,673,283	\$4,962,644
Luggage	\$8,977,102	\$10,536,075	\$1,558,973
Telephones and Accessories	\$33,115,069	\$38,678,461	\$5,563,392
Household Operations			
Child Care	\$219,067,468	\$257,535,010	\$38,467,542
Lawn and Garden (16)	\$252,650,905	\$295,170,939	\$42,520,034
Moving/Storage/Freight Express	\$44,614,502	\$52,396,835	\$7,782,333
Housekeeping Supplies (17)	\$325,495,541	\$381,084,537	\$55,588,996
Insurance			
Owners and Renters Insurance	\$326,319,507	\$381,618,726	\$55,299,219
Vehicle Insurance	\$828,902,655	\$971,592,683	\$142,690,028
Life/Other Insurance	\$254,348,295	\$297,856,670	\$43,508,375
Health Insurance	\$1,881,297,594	\$2,200,378,024	\$319,080,430
Personal Care Products (18)	\$224,610,959	\$263,463,966	\$38,853,007
School Books (19)			
Smoking Products	\$185,496,275	\$216,554,701	\$31,058,426
Transportation			
Payments on Vehicles excluding Leases	\$1,175,439,336	\$1,377,511,929	\$202,072,593
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$514,457,809	\$602,562,896	\$88,105,087
Travel			
Airline Fares	\$294,638,797	\$346,065,840	\$51,427,043
Lodging on Trips	\$399,860,422	\$468,511,008	\$68,650,586
Auto/Truck Rental on Trips	\$44,863,385	\$52,658,992	\$7,795,607
Food and Drink on Trips	\$309,230,338	\$362,585,689	\$53,355,351

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.

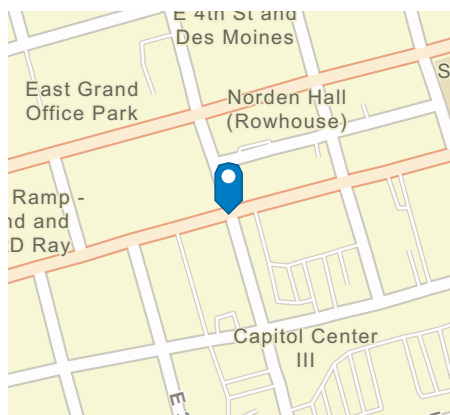
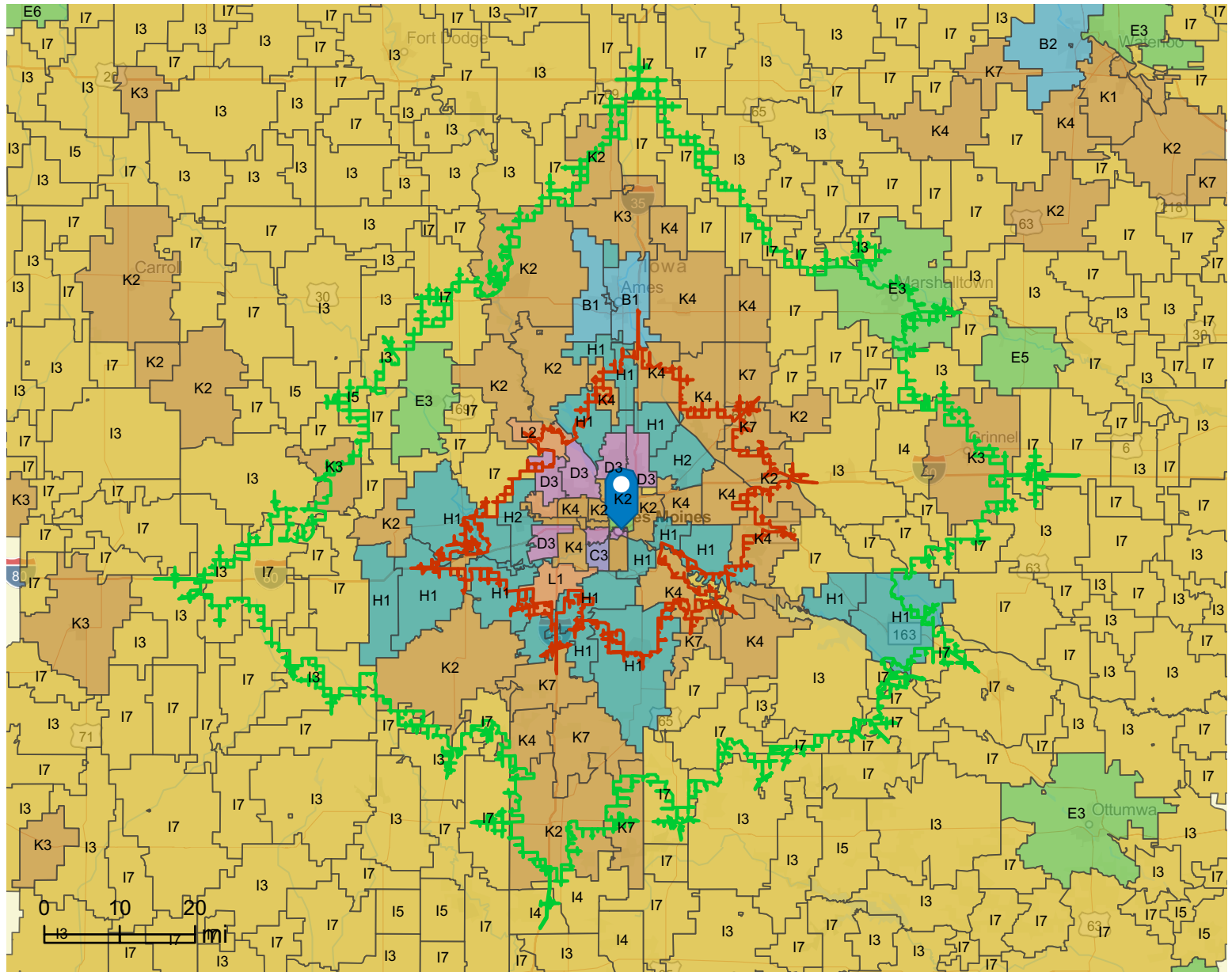
Source: Esri, Esri-U.S. BLS

Dominant Tapestry Map














Historic East Village

E 4th St & E Locust 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 | |



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 \(Top Tier\)](#)

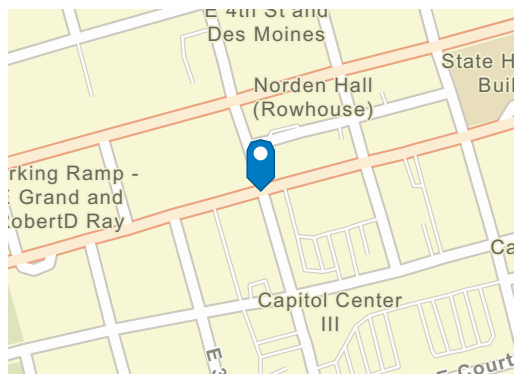
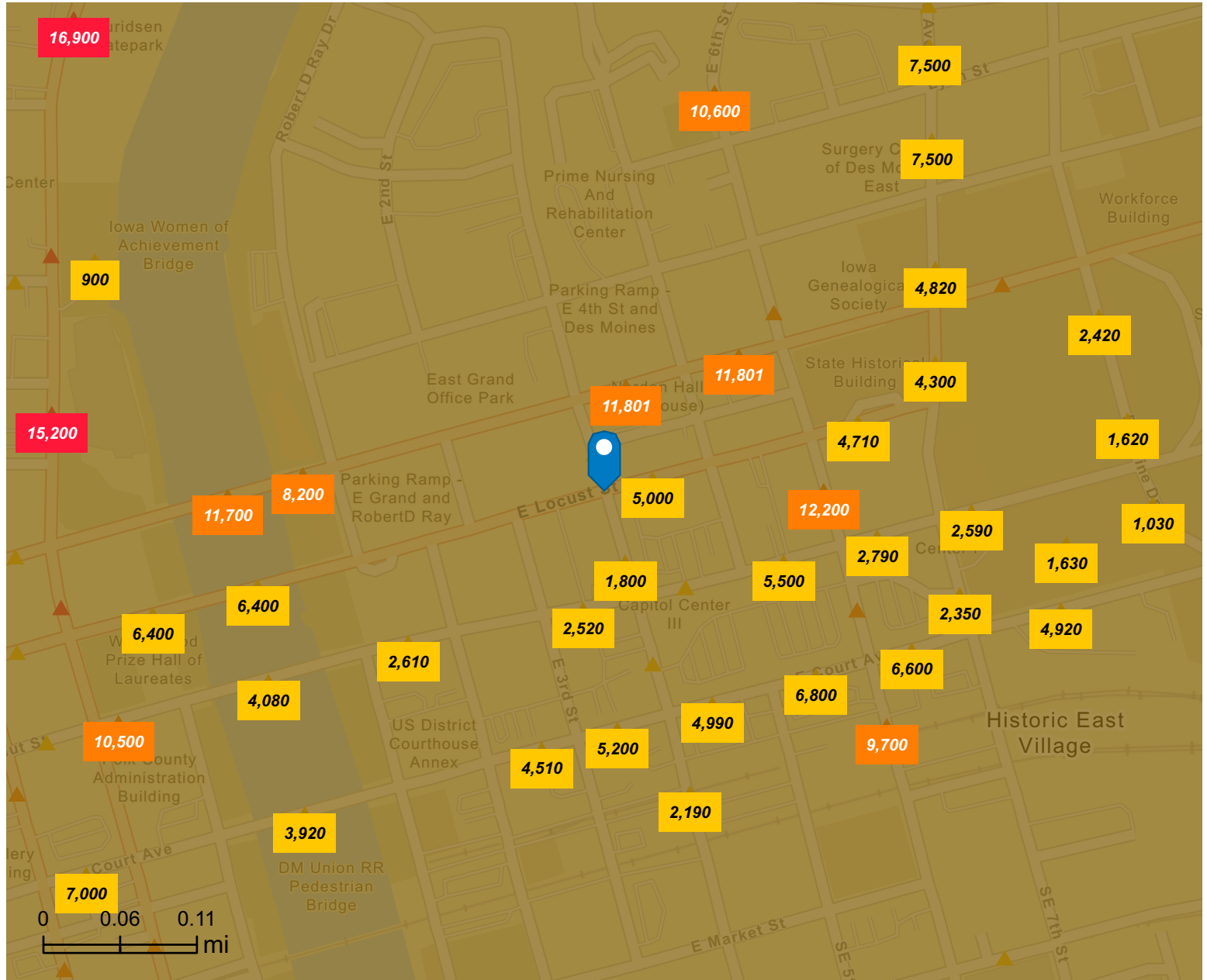


Traffic Count Map - Close Up

Historic East Village

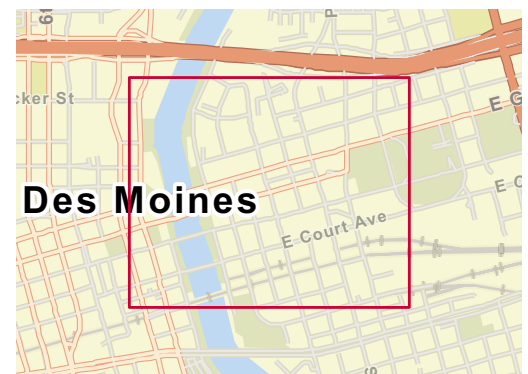
E 4th St & E Locust St, Des Moines, Iowa, 50309

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)

Data for all businesses in area	30 minutes				60 minutes			
Total Businesses:	23,526				34,833			
Total Employees:	359,530				500,126			
Total Population:	659,846				969,582			
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	528	2.2%	6,628	1.8%	1,039	3.0%	9,608	1.9%
Construction	1,718	7.3%	15,915	4.4%	2,539	7.3%	21,736	4.3%
Manufacturing	624	2.7%	22,451	6.2%	1,017	2.9%	32,630	6.5%
Transportation	548	2.3%	6,866	1.9%	925	2.7%	10,190	2.0%
Communication	169	0.7%	1,956	0.5%	282	0.8%	2,851	0.6%
Utility	81	0.3%	1,127	0.3%	145	0.4%	1,879	0.4%
Wholesale Trade	746	3.2%	12,458	3.5%	1,106	3.2%	19,528	3.9%
Retail Trade Summary	4,273	18.2%	71,778	20.0%	6,246	17.9%	100,676	20.1%
Home Improvement	253	1.1%	4,938	1.4%	402	1.2%	11,300	2.3%
General Merchandise Stores	165	0.7%	6,948	1.9%	253	0.7%	9,441	1.9%
Food Stores	556	2.4%	13,008	3.6%	836	2.4%	18,366	3.7%
Auto Dealers & Gas Stations	395	1.7%	8,782	2.4%	660	1.9%	11,485	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	1,440	6.1%	22,715	6.3%	2,010	5.8%	31,260	6.3%
Miscellaneous Retail	975	4.1%	11,338	3.2%	1,416	4.1%	13,880	2.8%
Finance, Insurance, Real Estate Summary	2,764	11.7%	50,178	14.0%	3,798	10.9%	59,906	12.0%
Banks, Savings & Lending Institutions	498	2.1%	6,472	1.8%	717	2.1%	8,378	1.7%
Securities Brokers	499	2.1%	15,604	4.3%	650	1.9%	16,170	3.2%
Insurance Carriers & Agents	557	2.4%	16,047	4.5%	769	2.2%	20,810	4.2%
Real Estate, Holding, Other Investment Offices	1,210	5.1%	12,054	3.4%	1,662	4.8%	14,548	2.9%
Services Summary	10,275	43.7%	145,785	40.5%	14,769	42.4%	206,362	41.3%
Hotels & Lodging	206	0.9%	4,095	1.1%	346	1.0%	5,898	1.2%
Automotive Services	582	2.5%	3,818	1.1%	885	2.5%	5,068	1.0%
Movies & Amusements	633	2.7%	8,054	2.2%	932	2.7%	11,538	2.3%
Health Services	2,062	8.8%	48,676	13.5%	2,690	7.7%	61,944	12.4%
Legal Services	526	2.2%	3,610	1.0%	684	2.0%	4,289	0.9%
Education Institutions & Libraries	520	2.2%	21,845	6.1%	925	2.7%	37,720	7.5%
Other Services	5,746	24.4%	55,687	15.5%	8,307	23.8%	79,904	16.0%
Government	708	3.0%	24,161	6.7%	1,348	3.9%	34,270	6.9%
Unclassified Establishments	1,090	4.6%	226	0.1%	1,620	4.7%	490	0.1%
Totals	23,526	100.0%	359,530	100.0%	34,833	100.0%	500,126	100.0%

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

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	137	0.6%	4,126	1.1%	427	1.2%	5,840	1.2%
Mining	12	0.1%	75	0.0%	20	0.1%	203	0.0%
Utilities	26	0.1%	434	0.1%	50	0.1%	763	0.2%
Construction	1,834	7.8%	17,162	4.8%	2,683	7.7%	23,156	4.6%
Manufacturing	664	2.8%	18,458	5.1%	1,076	3.1%	28,297	5.7%
Wholesale Trade	737	3.1%	12,357	3.4%	1,094	3.1%	19,368	3.9%
Retail Trade	2,701	11.5%	48,078	13.4%	4,040	11.6%	68,055	13.6%
Motor Vehicle & Parts Dealers	362	1.5%	8,386	2.3%	583	1.7%	10,669	2.1%
Furniture & Home Furnishings Stores	116	0.5%	934	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	249	1.1%	4,925	1.4%	398	1.1%	11,287	2.3%
Food & Beverage Stores	511	2.2%	13,944	3.9%	765	2.2%	19,108	3.8%
Health & Personal Care Stores	315	1.3%	3,398	0.9%	447	1.3%	4,431	0.9%
Gasoline Stations & Fuel Dealers	45	0.2%	501	0.1%	97	0.3%	958	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	444	1.9%	4,827	1.3%	677	1.9%	6,000	1.2%
General Merchandise Stores	292	1.2%	8,051	2.2%	420	1.2%	10,705	2.1%
Transportation & Warehousing	447	1.9%	5,897	1.6%	753	2.2%	8,984	1.8%
Information	446	1.9%	8,920	2.5%	727	2.1%	11,469	2.3%
Finance & Insurance	1,594	6.8%	38,660	10.8%	2,166	6.2%	45,871	9.2%
Central Bank/Credit Intermediation & Related Activities	492	2.1%	6,436	1.8%	700	2.0%	8,312	1.7%
Securities & Commodity Contracts	536	2.3%	15,788	4.4%	688	2.0%	16,360	3.3%
Funds, Trusts & Other Financial Vehicles	566	2.4%	16,436	4.6%	778	2.2%	21,199	4.2%
Real Estate, Rental & Leasing	1,220	5.2%	8,558	2.4%	1,682	4.8%	10,773	2.2%
Professional, Scientific & Tech Services	2,276	9.7%	24,499	6.8%	3,111	8.9%	32,650	6.5%
Legal Services	550	2.3%	3,812	1.1%	726	2.1%	4,562	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	820	3.5%	8,964	2.5%	1,134	3.3%	14,764	3.0%
Educational Services	610	2.6%	21,777	6.1%	1,005	2.9%	37,427	7.5%
Health Care & Social Assistance	2,729	11.6%	60,732	16.9%	3,661	10.5%	79,459	15.9%
Arts, Entertainment & Recreation	558	2.4%	7,912	2.2%	871	2.5%	11,477	2.3%
Accommodation & Food Services	1,694	7.2%	27,245	7.6%	2,416	6.9%	37,699	7.5%
Accommodation	206	0.9%	4,095	1.1%	346	1.0%	5,898	1.2%
Food Services & Drinking Places	1,488	6.3%	23,151	6.4%	2,070	5.9%	31,801	6.4%
Other Services (except Public Administration)	3,137	13.3%	17,749	4.9%	4,830	13.9%	25,161	5.0%
Automotive Repair & Maintenance	455	1.9%	2,966	0.8%	712	2.0%	4,020	0.8%
Public Administration	708	3.0%	24,171	6.7%	1,344	3.9%	34,292	6.9%
Unclassified Establishments	1,090	4.6%	219	0.1%	1,622	4.7%	483	0.1%
Total	23,526	100.0%	359,530	100.0%	34,833	100.0%	500,126	100.0%

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