

	30 minutes	60 minutes
<b>Population</b>		
2010 Population	515,565	803,148
2020 Population	612,516	916,386
2025 Population	657,896	968,531
2030 Population	695,696	1,014,127
2010-2020 Annual Rate	1.74%	1.33%
2020-2024 Annual Rate	1.37%	1.06%
2024-2029 Annual Rate	1.12%	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	36.9

In the identified area, the current year population is 657,896. In 2020, the Census count in the area was 612,516. The rate of change since 2020 was 1.37% annually. The five-year projection for the population in the area is 695,696 representing a change of 1.12% annually from 2025 to 2030. Currently, the population is 49.6% male and 50.4% female.

<b>Median Age</b>		
The median age in this area is 36.8, compared to U.S. median age of 39.3.		
<b>Race and Ethnicity</b>		
2025 White Alone	76.4%	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)	9.4%	8.9%

Persons of Hispanic origin represent 9.4% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 50.3 in the identified area, compared to 72.5 for the U.S. as a whole.

<b>Households</b>		
2025 Wealth Index	96	92
2010 Households	202,151	314,426
2020 Households	242,702	361,521
2025 Households	263,116	385,431
2030 Households	279,828	405,414
2010-2020 Annual Rate	1.85%	1.41%
2020-2024 Annual Rate	1.55%	1.23%
2024-2029 Annual Rate	1.24%	1.02%
2025 Average Household Size	2.46	2.44

The household count in this area has changed from 242,702 in 2020 to 263,116 in the current year, a change of 1.55% annually. The five-year projection of households is 279,828, 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 161,752 in the specified area.

	30 minutes	60 minutes
<b>Mortgage Income</b>		
2025 Percent of Income for Mortgage	22.5%	22.1%
<b>Median Household Income</b>		
2025 Median Household Income	\$86,209	\$82,548
2030 Median Household Income	\$97,490	\$92,639
2024-2029 Annual Rate	2.49%	2.33%
<b>Average Household Income</b>		
2025 Average Household Income	\$116,930	\$111,134
2030 Average Household Income	\$130,470	\$123,881
2024-2029 Annual Rate	2.22%	2.20%
<b>Per Capita Income</b>		
2025 Per Capita Income	\$46,836	\$44,328
2030 Per Capita Income	\$52,546	\$49,620
2024-2029 Annual Rate	2.33%	2.28%
<b>GINI Index</b>		
2025 Gini Index	44.7	44.5

**Households by Income**

Current median household income is \$86,209 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$97,490 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$116,930 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$130,470 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$46,836 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$52,546 in five years, compared to \$51,203 for all U.S. households.

<b>Housing</b>		
2025 Housing Affordability Index	93	96
2010 Total Housing Units	216,411	337,957
2010 Owner Occupied Housing Units	142,932	219,806
2010 Renter Occupied Housing Units	59,219	94,620
2010 Vacant Housing Units	14,260	23,531
2020 Total Housing Units	259,155	387,781
2020 Owner Occupied Housing Units	162,458	242,900
2020 Renter Occupied Housing Units	80,244	118,621
2020 Vacant Housing Units	16,459	26,323
2025 Total Housing Units	282,679	415,751
2025 Owner Occupied Housing Units	176,349	259,465
2025 Renter Occupied Housing Units	86,767	125,966
2025 Vacant Housing Units	19,563	30,320
2030 Total Housing Units	300,493	437,583
2030 Owner Occupied Housing Units	188,592	274,989
2030 Renter Occupied Housing Units	91,236	130,425
2030 Vacant Housing Units	20,665	32,169

<b>Socioeconomic Status Index</b>		
2025 Socioeconomic Status Index	53.2	53.2

Currently, 62.4% of the 282,679 housing units in the area are owner occupied; 30.7%, 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 259,155 housing units in the area and 6.4% vacant housing units. The annual rate of change in housing units since 2020 is 1.67%. Median home value in the area is \$310,533, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 2.65% annually to \$353,893.

	30 minutes	60 minutes
<b>Population Summary</b>		
2010 Total Population	515,565	803,148
2020 Total Population	612,516	916,386
2020 Group Quarters	10,961	30,073
2025 Total Population	657,896	968,531
2025 Group Quarters	11,016	28,787
2030 Total Population	695,696	1,014,127
2024-2029 Annual Rate	1.12%	0.92%
2025 Total Daytime Population	679,933	979,191
Workers	375,674	519,717
Residents	304,259	459,474
<b>Household Summary</b>		
2010 Households	202,151	314,426
2010 Average Household Size	2.49	2.47
2020 Total Households	242,702	361,521
2020 Average Household Size	2.48	2.45
2025 Households	263,116	385,431
2025 Average Household Size	2.46	2.44
2030 Households	279,828	405,414
2030 Average Household Size	2.45	2.43
2024-2029 Annual Rate	1.24%	1.02%
2010 Families	131,116	202,367
2010 Average Family Size	3.08	3.03
2025 Families	161,752	234,977
2025 Average Family Size	3.14	3.11
2030 Families	170,553	245,031
2030 Average Family Size	3.13	3.10
2024-2029 Annual Rate	1.07%	0.84%
<b>Housing Unit Summary</b>		
2000 Housing Units	178,155	288,051
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	216,411	337,957
Owner Occupied Housing Units	66.0%	65.0%
Renter Occupied Housing Units	27.4%	28.0%
Vacant Housing Units	6.6%	7.0%
2020 Housing Units	259,155	387,781
Owner Occupied Housing Units	62.7%	62.6%
Renter Occupied Housing Units	31.0%	30.6%
Vacant Housing Units	6.4%	6.8%
2025 Housing Units	282,679	415,751
Owner Occupied Housing Units	62.4%	62.4%
Renter Occupied Housing Units	30.7%	30.3%
Vacant Housing Units	6.9%	7.3%
2030 Housing Units	300,493	437,583
Owner Occupied Housing Units	62.8%	62.8%
Renter Occupied Housing Units	30.4%	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
<b>2025 Households by Income</b>		
Household Income Base	263,116	385,431
<\$15,000	5.2%	5.8%
\$15,000 - \$24,999	4.7%	5.1%
\$25,000 - \$34,999	6.6%	6.9%
\$35,000 - \$49,999	11.5%	11.3%
\$50,000 - \$74,999	15.0%	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	\$116,930	\$111,134
<b>2030 Households by Income</b>		
Household Income Base	279,828	405,414
<\$15,000	4.4%	4.9%
\$15,000 - \$24,999	3.8%	4.2%
\$25,000 - \$34,999	5.6%	5.8%
\$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+	15.1%	13.5%
Average Household Income	\$130,470	\$123,881
<b>2025 Owner Occupied Housing Units by Value</b>		
Total	176,320	259,405
<\$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	10.8%	12.1%
\$200,000 - \$249,999	13.3%	13.2%
\$250,000 - \$299,999	13.0%	12.1%
\$300,000 - \$399,999	24.5%	21.8%
\$400,000 - \$499,999	12.8%	12.0%
\$500,000 - \$749,999	10.9%	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	\$353,694	\$335,642
<b>2030 Owner Occupied Housing Units by Value</b>		
Total	188,560	274,925
<\$50,000	1.4%	1.9%
\$50,000 - \$99,999	1.1%	2.3%
\$100,000 - \$149,999	2.7%	4.1%
\$150,000 - \$199,999	7.2%	8.6%
\$200,000 - \$249,999	10.7%	10.9%
\$250,000 - \$299,999	12.3%	11.6%
\$300,000 - \$399,999	27.2%	24.6%
\$400,000 - \$499,999	16.1%	15.3%
\$500,000 - \$749,999	14.8%	14.3%
\$750,000 - \$999,999	4.1%	3.8%
\$1,000,000 - \$1,499,999	1.3%	1.4%
\$1,500,000 - \$1,999,999	0.8%	0.7%
\$2,000,000 +	0.4%	0.4%
Average Home Value	\$409,620	\$394,543

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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

	30 minutes	60 minutes
<b>Median Household Income</b>		
2025	\$86,209	\$82,548
2030	\$97,490	\$92,639
<b>Median Home Value</b>		
2025	\$310,533	\$291,378
2030	\$353,893	\$342,450
<b>Per Capita Income</b>		
2025	\$46,836	\$44,328
2030	\$52,546	\$49,620
<b>Median Age</b>		
2010	34.6	34.9
2020	36.0	36.0
2025	36.8	36.9
2030	37.7	37.8
<b>2020 Population by Age</b>		
Total	612,516	916,386
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 +	75.0%	76.1%
<b>2025 Population by Age</b>		
Total	657,897	968,531
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%
<b>2030 Population by Age</b>		
Total	695,698	1,014,127
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%

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

	30 minutes	60 minutes
<b>2020 Population by Sex</b>		
Males	300,771	455,231
Females	311,745	461,155
<b>2025 Population by Sex</b>		
Males	326,584	485,955
Females	331,312	482,576
<b>2030 Population by Sex</b>		
Males	343,906	506,606
Females	351,789	507,521
<b>2010 Population by Race/Ethnicity</b>		
Total	515,565	803,150
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%	6.2%
Diversity Index	34.3	30.3
<b>2020 Population by Race/Ethnicity</b>		
Total	612,516	916,386
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	3.4%	3.3%
Two or More Races	7.0%	6.6%
Hispanic Origin	8.6%	8.1%
Diversity Index	47.6	43.8
<b>2025 Population by Race/Ethnicity</b>		
Total	657,895	968,531
White Alone	76.4%	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	9.4%	8.9%
Diversity Index	50.3	46.5
<b>2030 Population by Race/Ethnicity</b>		
Total	695,696	1,014,129
White Alone	75.1%	78.0%
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	3.9%	3.9%
Two or More Races	8.1%	7.6%
Hispanic Origin	10.0%	9.5%
Diversity Index	52.4	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
<b>2020 Population by Relationship and Household Type</b>		
Total	612,516	916,386
In Households	98.2%	96.7%
Householder	39.6%	39.5%
Opposite-Sex Spouse	18.8%	18.9%
Same-Sex Spouse	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.8%	2.7%
Same-Sex Unmarried Partner	0.1%	0.1%
Biological Child	27.9%	26.4%
Adopted Child	0.8%	0.8%
Stepchild	1.1%	1.1%
Grandchild	1.3%	1.2%
Brother or Sister	0.9%	0.8%
Parent	0.8%	0.7%
Parent-in-law	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.2%
Other Relatives	0.8%	0.7%
Foster Child	0.1%	0.1%
Other Nonrelatives	2.7%	3.1%
In Group Quarters	1.8%	3.3%
Institutionalized	0.9%	1.2%
Noninstitutionalized	0.9%	2.1%
<b>2025 Population 25+ by Educational Attainment</b>		
Total	438,190	637,913
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	28.9%	26.7%
Graduate/Professional Degree	14.1%	13.7%
<b>2025 Population 15+ by Marital Status</b>		
Total	526,654	784,977
Never Married	32.4%	33.0%
Married	52.8%	52.3%
Widowed	4.9%	5.0%
Divorced	9.9%	9.6%
<b>2025 Civilian Population 16+ in Labor Force</b>		
Civilian Population 16+	367,564	528,734
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
<b>2025 Employed Population 16+ by Industry</b>		
Total	356,515	512,114
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	14.9%	12.4%
Services	45.6%	45.9%
Public Administration	3.9%	3.9%
<b>2025 Employed Population 16+ by Occupation</b>		
Total	356,516	512,113
White Collar	67.3%	65.0%
Management/Business/Financial	21.0%	19.6%
Professional	27.1%	26.9%
Sales	8.9%	8.5%
Administrative Support	10.2%	10.0%
Services	14.5%	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%
<b>2020 Households by Type</b>		
Total	242,702	361,521
Married Couple Households	47.9%	48.4%
With Own Children <18	21.3%	20.4%
Without Own Children <18	26.6%	28.0%
Cohabiting Couple Households	7.5%	7.1%
With Own Children <18	2.3%	2.2%
Without Own Children <18	5.2%	5.0%
Male Householder, No Spouse/Partner	18.8%	19.3%
Living Alone	13.3%	13.5%
65 Years and over	3.1%	3.3%
With Own Children <18	1.7%	1.7%
Without Own Children <18, With Relatives	2.1%	2.0%
No Relatives Present	1.7%	2.1%
Female Householder, No Spouse/Partner	25.9%	25.2%
Living Alone	15.8%	15.6%
65 Years and over	6.8%	7.1%
With Own Children <18	4.9%	4.4%
Without Own Children <18, With Relatives	4.0%	3.7%
No Relatives Present	1.2%	1.4%
<b>2020 Households by Size</b>		
Total	242,702	361,521
1 Person Household	29.1%	29.1%
2 Person Household	33.4%	34.5%
3 Person Household	14.4%	14.1%
4 Person Household	13.4%	12.9%
5 Person Household	6.2%	6.0%
6 Person Household	2.3%	2.3%
7 + Person Household	1.2%	1.1%

	30 minutes	60 minutes
<b>2020 Households by Tenure and Mortgage Status</b>		
Total	242,702	361,521
Owner Occupied	66.9%	67.2%
Owned with a Mortgage/Loan	49.9%	47.7%
Owned Free and Clear	17.1%	19.5%
Renter Occupied	33.1%	32.8%
<b>2025 Affordability, Mortgage and Wealth</b>		
Housing Affordability Index	93	96
Percent of Income for Mortgage	22.5%	22.1%
Wealth Index	96	92
<b>2020 Housing Units By Urban/ Rural Status</b>		
Total	259,155	387,781
Urban Housing Units	92.2%	81.8%
Rural Housing Units	7.8%	18.2%
<b>2020 Population By Urban/ Rural Status</b>		
Total	612,516	916,386
Urban Population	91.3%	80.9%
Rural Population	8.7%	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
<b>Top 3 Tapestry Segments</b>		
1.		
2.		
3.		
<b>2024 Consumer Spending</b>		
Apparel & Services: Total \$	\$661,673,773	\$912,696,528
Average Spent	\$2,514.76	\$2,367.99
Spending Potential Index	103	97
Education: Total \$	\$470,433,190	\$661,755,571
Average Spent	\$1,787.93	\$1,716.92
Spending Potential Index	100	96
Entertainment/Recreation: Total \$	\$1,093,233,344	\$1,546,501,679
Average Spent	\$4,154.95	\$4,012.40
Spending Potential Index	101	98
Food at Home: Total \$	\$1,968,903,188	\$2,779,038,329
Average Spent	\$7,483.02	\$7,210.21
Spending Potential Index	101	97
Food Away from Home: Total \$	\$1,097,953,262	\$1,514,309,925
Average Spent	\$4,172.89	\$3,928.87
Spending Potential Index	101	95
Health Care: Total \$	\$2,051,947,370	\$2,942,693,863
Average Spent	\$7,798.64	\$7,634.81
Spending Potential Index	101	99
HH Furnishings & Equipment: Total \$	\$778,864,861	\$1,087,331,098
Average Spent	\$2,960.16	\$2,821.08
Spending Potential Index	102	97
Personal Care Products & Services: Total \$	\$281,932,524	\$387,984,709
Average Spent	\$1,071.51	\$1,006.63
Spending Potential Index	102	96
Shelter: Total \$	\$6,960,838,504	\$9,627,544,273
Average Spent	\$26,455.40	\$24,978.65
Spending Potential Index	99	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$883,073,745	\$1,228,890,563
Average Spent	\$3,356.21	\$3,188.35
Spending Potential Index	102	97
Travel: Total \$	\$940,747,337	\$1,306,076,699
Average Spent	\$3,575.41	\$3,388.61
Spending Potential Index	99	94
Vehicle Maintenance & Repairs: Total \$	\$364,056,504	\$514,035,441
Average Spent	\$1,383.63	\$1,333.66
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	657,896	695,696
		Households	263,116	279,828
		Families	161,752	170,553
		Median Age	36.8	37.7
		Median Household Income	\$86,209	\$97,490
			<b>2025</b>	<b>2030</b>
		<b>Consumer Spending</b>		<b>Projected Spending Growth</b>
<b>Apparel and Services</b>			\$661,673,773	\$785,655,392
Men's			\$131,142,268	\$155,592,373
Women's			\$223,395,697	\$265,092,734
Children's			\$93,876,247	\$111,664,359
Footwear			\$146,768,723	\$174,371,944
Watches & Jewelry			\$54,051,945	\$64,182,615
Apparel Products and Services (1)			\$12,438,892	\$14,751,367
<b>Computer</b>				
Computers and Hardware for Home Use			\$61,948,083	\$73,546,416
Portable Memory			\$1,019,698	\$1,211,254
Computer Software			\$4,641,317	\$5,515,164
Computer Accessories			\$5,233,413	\$6,212,678
<b>Entertainment &amp; Recreation</b>			\$1,093,233,344	\$1,296,354,741
Fees and Admissions			\$251,825,685	\$299,093,013
Membership Fees for Clubs (2)			\$83,842,901	\$99,482,004
Fees for Participant Sports, excl. Trips			\$46,443,743	\$55,156,792
Tickets to Theatre/Operas/Concerts			\$29,722,296	\$35,282,200
Tickets to Movies			\$10,310,037	\$12,258,415
Tickets to Parks or Museums			\$10,908,325	\$12,988,357
Admission to Sporting Events, excl. Trips			\$26,672,510	\$31,634,012
Fees for Recreational Lessons			\$43,603,117	\$51,908,241
Dating Services			\$322,756	\$382,991
TV/Video/Audio			\$329,431,321	\$390,359,695
Cable and Satellite Television Services			\$169,252,454	\$200,165,180
Televisions			\$33,042,429	\$39,230,464
Satellite Dishes			\$341,783	\$405,858
VCRs, Video Cameras, and DVD Players			\$1,120,045	\$1,330,087
Miscellaneous Video Equipment			\$10,794,745	\$12,869,926
Video Cassettes and DVDs			\$1,191,950	\$1,413,325
Video Game Hardware/Accessories			\$13,498,302	\$16,027,825
Video Game Software			\$6,620,625	\$7,861,559
Rental/Streaming/Downloaded Video			\$55,075,770	\$65,382,737
Installation of Televisions			\$363,428	\$431,593
Audio (3)			\$37,513,634	\$44,510,992
Rental and Repair of TV/Radio/Sound Equipment			\$616,155	\$730,149
Pets			\$278,035,615	\$329,337,408
Toys/Games/Crafts/Hobbies (4)			\$48,969,779	\$58,068,851
Recreational Vehicles and Fees (5)			\$51,652,794	\$61,318,900
Sports/Recreation/Exercise Equipment (6)			\$70,055,590	\$83,173,215
Photo Equipment and Supplies (7)			\$18,742,816	\$22,225,046
Reading (8)			\$32,227,632	\$38,189,669
Catered Affairs (9)			\$12,292,112	\$14,588,943
<b>Food</b>			\$3,066,856,450	\$3,638,272,561
Food at Home			\$1,968,903,188	\$2,334,359,067
Bakery and Cereal Products			\$262,347,927	\$310,988,104
Meats, Poultry, Fish, and Eggs			\$403,636,119	\$478,554,347
Dairy Products			\$199,680,224	\$236,712,628
Fruits and Vegetables			\$333,141,068	\$395,107,873
Snacks and Other Food at Home (10)			\$770,097,850	\$912,996,114
Food Away from Home			\$1,097,953,262	\$1,303,913,494
Alcoholic Beverages			\$178,724,469	\$212,077,012

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$11,638,216,701	\$13,772,565,571	\$2,134,348,870
Value of Retirement Plans	\$39,773,041,132	\$47,035,075,479	\$7,262,034,347
Value of Other Financial Assets	\$3,548,605,822	\$4,202,564,801	\$653,958,979
Vehicle Loan Amount excluding Interest	\$988,636,951	\$1,174,089,927	\$185,452,976
Value of Credit Card Debt	\$818,399,597	\$970,756,251	\$152,356,654
<b>Health</b>			
Nonprescription Drugs	\$53,627,457	\$63,550,608	\$9,923,151
Prescription Drugs	\$118,258,289	\$139,432,451	\$21,174,162
Eyeglasses and Contact Lenses	\$34,950,427	\$41,368,353	\$6,417,926
<b>Home</b>			
Mortgage Payment and Basics (11)	\$3,483,881,732	\$4,132,128,345	\$648,246,613
Maintenance and Remodeling Services	\$1,180,776,607	\$1,398,883,565	\$218,106,958
Maintenance and Remodeling Materials (12)	\$213,581,192	\$252,947,444	\$39,366,252
Utilities, Fuel, and Public Services	\$1,577,287,822	\$1,868,676,987	\$291,389,165
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$31,563,491	\$37,439,739	\$5,876,248
Furniture	\$240,857,208	\$285,844,884	\$44,987,676
Rugs	\$10,444,759	\$12,385,643	\$1,940,884
Major Appliances (14)	\$134,309,510	\$159,239,632	\$24,930,122
Housewares (15)	\$25,479,212	\$30,221,933	\$4,742,721
Small Appliances	\$20,521,506	\$24,366,450	\$3,844,944
Luggage	\$6,574,954	\$7,805,088	\$1,230,134
Telephones and Accessories	\$22,985,843	\$27,169,445	\$4,183,602
<b>Household Operations</b>			
Child Care	\$162,768,210	\$193,581,191	\$30,812,981
Lawn and Garden (16)	\$174,066,288	\$205,969,186	\$31,902,898
Moving/Storage/Freight Express	\$32,600,771	\$38,736,497	\$6,135,726
Housekeeping Supplies (17)	\$230,316,666	\$272,972,199	\$42,655,533
<b>Insurance</b>			
Owners and Renters Insurance	\$228,651,287	\$270,738,155	\$42,086,868
Vehicle Insurance	\$592,109,554	\$702,534,924	\$110,425,370
Life/Other Insurance	\$181,149,677	\$214,736,846	\$33,587,169
Health Insurance	\$1,317,779,210	\$1,560,491,212	\$242,712,002
Personal Care Products (18)	\$162,007,036	\$192,308,433	\$30,301,397
School Books (19)			
Smoking Products	\$125,750,373	\$148,676,816	\$22,926,443
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$835,628,916	\$991,517,620	\$155,888,704
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$364,056,504	\$431,690,275	\$67,633,771
<b>Travel</b>			
Airline Fares	\$216,780,844	\$257,593,594	\$40,812,750
Lodging on Trips	\$285,765,008	\$338,931,165	\$53,166,157
Auto/Truck Rental on Trips	\$32,598,046	\$38,722,770	\$6,124,724
Food and Drink on Trips	\$221,719,554	\$263,176,961	\$41,457,407

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	968,531	1,014,127
		Households	385,431	405,414
		Families	234,977	245,031
		Median Age	36.9	37.8
		Median Household Income	\$82,548	\$92,639
			<b>2025</b>	<b>2030</b>
		<b>Consumer Spending</b>		<b>Projected Spending Growth</b>
<b>Apparel and Services</b>			\$912,696,528	\$1,070,964,870
Men's			\$182,019,208	\$213,420,590
Women's			\$308,356,651	\$361,686,491
Children's			\$127,591,722	\$149,965,007
Footwear			\$203,462,410	\$238,795,574
Watches & Jewelry			\$73,920,723	\$86,769,474
Apparel Products and Services (1)			\$17,345,815	\$20,327,733
<b>Computer</b>				
Computers and Hardware for Home Use			\$85,090,344	\$99,865,997
Portable Memory			\$1,458,299	\$1,710,326
Computer Software			\$6,555,797	\$7,691,698
Computer Accessories			\$7,390,143	\$8,663,656
<b>Entertainment &amp; Recreation</b>			\$1,546,501,679	\$1,811,315,297
Fees and Admissions			\$343,879,542	\$403,704,718
Membership Fees for Clubs (2)			\$115,408,633	\$135,352,047
Fees for Participant Sports, excl. Trips			\$63,012,386	\$73,989,835
Tickets to Theatre/Operas/Concerts			\$40,969,349	\$48,065,664
Tickets to Movies			\$13,969,133	\$16,420,004
Tickets to Parks or Museums			\$15,107,824	\$17,757,759
Admission to Sporting Events, excl. Trips			\$37,290,175	\$43,699,529
Fees for Recreational Lessons			\$57,681,860	\$67,903,122
Dating Services			\$440,182	\$516,757
TV/Video/Audio			\$466,766,991	\$546,406,819
Cable and Satellite Television Services			\$245,108,306	\$286,307,439
Televisions			\$45,370,228	\$53,247,240
Satellite Dishes			\$478,736	\$561,621
VCRs, Video Cameras, and DVD Players			\$1,586,334	\$1,859,960
Miscellaneous Video Equipment			\$13,739,989	\$16,221,088
Video Cassettes and DVDs			\$1,713,509	\$2,006,141
Video Game Hardware/Accessories			\$19,061,228	\$22,354,534
Video Game Software			\$9,300,644	\$10,913,260
Rental/Streaming/Downloaded Video			\$76,523,543	\$89,767,292
Installation of Televisions			\$485,473	\$570,364
Audio (3)			\$52,543,232	\$61,595,129
Rental and Repair of TV/Radio/Sound Equipment			\$855,769	\$1,002,752
Pets			\$403,283,995	\$471,593,924
Toys/Games/Crafts/Hobbies (4)			\$69,531,830	\$81,432,973
Recreational Vehicles and Fees (5)			\$73,009,329	\$85,569,490
Sports/Recreation/Exercise Equipment (6)			\$100,444,256	\$117,692,542
Photo Equipment and Supplies (7)			\$26,156,816	\$30,651,166
Reading (8)			\$46,006,162	\$53,847,674
Catered Affairs (9)			\$17,422,759	\$20,415,991
<b>Food</b>			\$4,293,348,254	\$5,031,989,082
Food at Home			\$2,779,038,329	\$3,254,820,414
Bakery and Cereal Products			\$370,458,553	\$433,819,949
Meats, Poultry, Fish, and Eggs			\$568,331,920	\$665,666,845
Dairy Products			\$283,400,628	\$331,828,425
Fruits and Vegetables			\$467,670,451	\$547,961,066
Snacks and Other Food at Home (10)			\$1,089,176,776	\$1,275,544,130
Food Away from Home			\$1,514,309,925	\$1,777,168,668
Alcoholic Beverages			\$245,765,200	\$288,276,936

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$16,352,509,178	\$19,128,861,554	\$2,776,352,376
Value of Retirement Plans	\$56,549,678,788	\$66,087,988,773	\$9,538,309,985
Value of Other Financial Assets	\$4,948,395,366	\$5,792,426,488	\$844,031,122
Vehicle Loan Amount excluding Interest	\$1,380,515,114	\$1,619,451,572	\$238,936,458
Value of Credit Card Debt	\$1,132,232,275	\$1,327,376,506	\$195,144,231
<b>Health</b>			
Nonprescription Drugs	\$75,868,627	\$88,818,269	\$12,949,642
Prescription Drugs	\$175,553,823	\$204,483,216	\$28,929,393
Eyeglasses and Contact Lenses	\$50,630,160	\$59,177,907	\$8,547,747
<b>Home</b>			
Mortgage Payment and Basics (11)	\$4,818,081,784	\$5,647,143,980	\$829,062,196
Maintenance and Remodeling Services	\$1,678,953,105	\$1,964,507,256	\$285,554,151
Maintenance and Remodeling Materials (12)	\$312,504,458	\$365,211,992	\$52,707,534
Utilities, Fuel, and Public Services	\$2,243,678,137	\$2,625,757,524	\$382,079,387
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$44,032,696	\$51,612,475	\$7,579,779
Furniture	\$334,268,195	\$392,014,301	\$57,746,106
Rugs	\$14,437,066	\$16,923,055	\$2,485,989
Major Appliances (14)	\$188,142,580	\$220,391,225	\$32,248,645
Housewares (15)	\$35,836,472	\$41,993,637	\$6,157,165
Small Appliances	\$28,687,839	\$33,649,674	\$4,961,835
Luggage	\$8,972,338	\$10,531,192	\$1,558,854
Telephones and Accessories	\$33,090,885	\$38,653,346	\$5,562,461
<b>Household Operations</b>			
Child Care	\$218,949,972	\$257,415,133	\$38,465,161
Lawn and Garden (16)	\$252,410,778	\$294,921,611	\$42,510,833
Moving/Storage/Freight Express	\$44,585,940	\$52,367,369	\$7,781,429
Housekeeping Supplies (17)	\$325,227,188	\$380,805,426	\$55,578,238
<b>Insurance</b>			
Owners and Renters Insurance	\$326,028,606	\$381,316,341	\$55,287,735
Vehicle Insurance	\$828,240,415	\$970,904,759	\$142,664,344
Life/Other Insurance	\$254,154,856	\$297,656,309	\$43,501,453
Health Insurance	\$1,879,630,728	\$2,198,644,003	\$319,013,275
Personal Care Products (18)	\$224,454,767	\$263,302,205	\$38,847,438
School Books (19)			
Smoking Products	\$185,299,792	\$216,348,805	\$31,049,013
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$1,174,465,586	\$1,376,502,027	\$202,036,441
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$514,035,441	\$602,125,377	\$88,089,936
<b>Travel</b>			
Airline Fares	\$294,475,366	\$345,898,563	\$51,423,197
Lodging on Trips	\$399,574,474	\$468,216,056	\$68,641,582
Auto/Truck Rental on Trips	\$44,835,014	\$52,629,864	\$7,794,850
Food and Drink on Trips	\$309,010,652	\$362,359,329	\$53,348,677

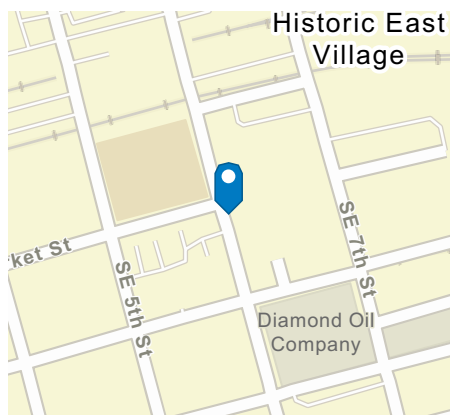
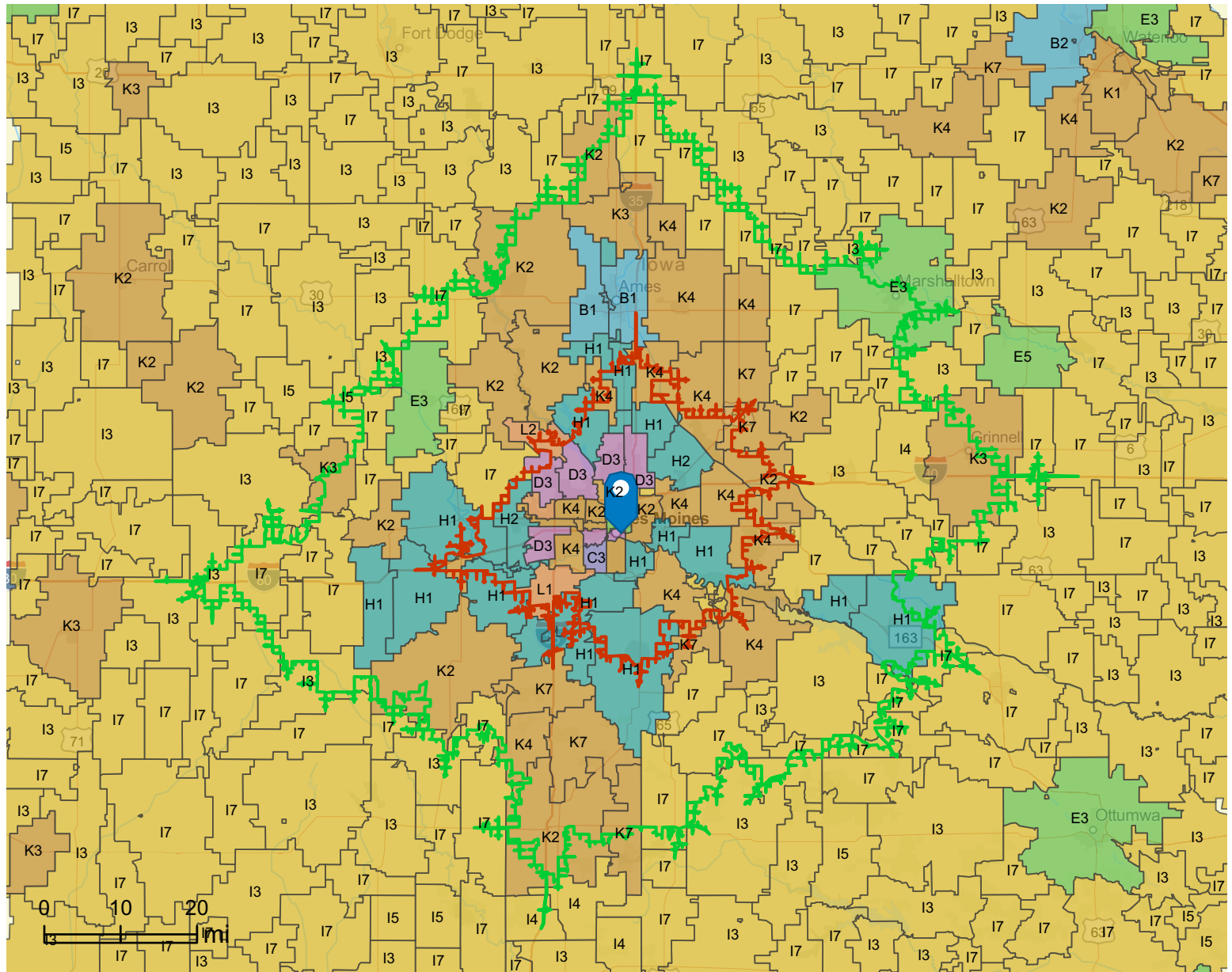
Source: Esri, Esri-U.S. BLS

- (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

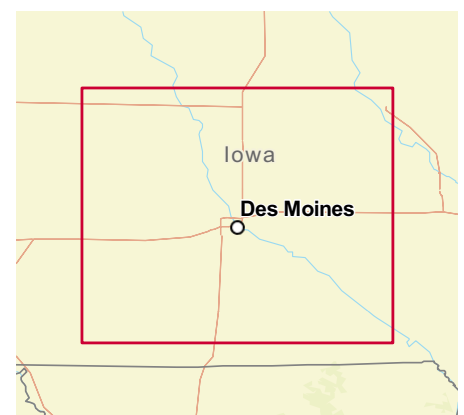
# Dominant Tapestry Map

Market District  
 205 SE 6th 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 \(Top Tier\)](#)

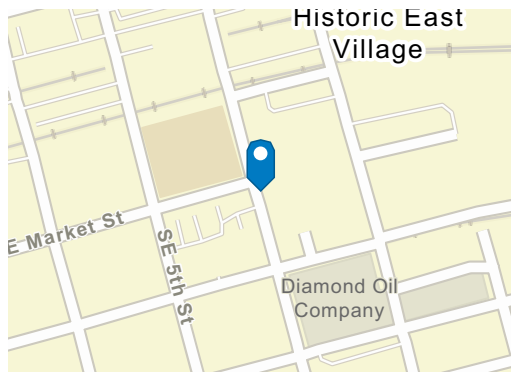
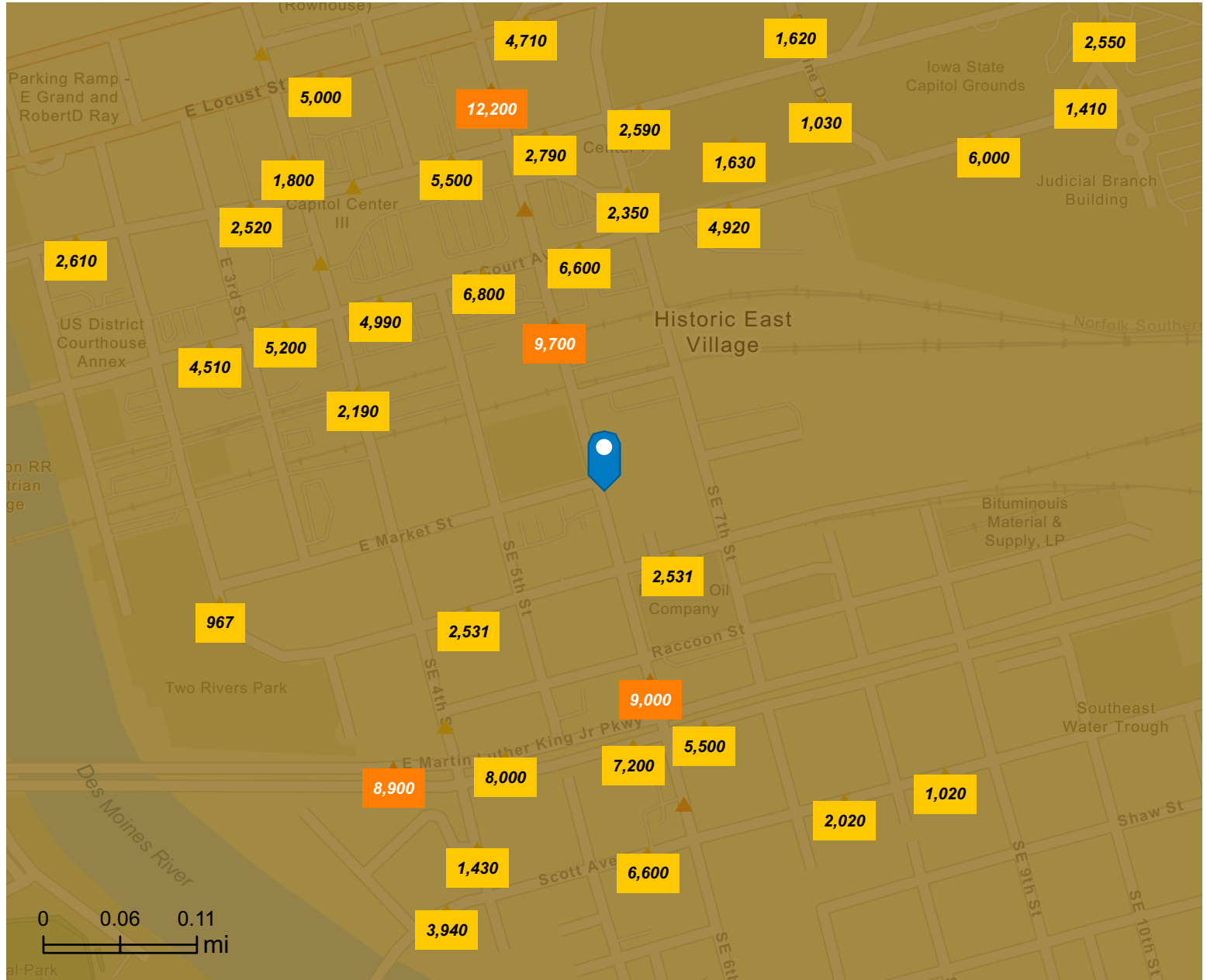


# Traffic Count Map - Close Up

Market District

205 SE 6th 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)

<b>Data for all businesses in area</b>	<b>30 minutes</b>				<b>60 minutes</b>			
Total Businesses:	23,497				34,795			
Total Employees:	359,377				499,634			
Total Population:	657,896				968,531			
Employee/Population Ratio (per 100 Residents)	55				52			
<b>by SIC Codes</b>	<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	525	2.2%	6,625	1.8%	1,039	3.0%	9,617	1.9%
Construction	1,714	7.3%	15,901	4.4%	2,537	7.3%	21,754	4.4%
Manufacturing	624	2.7%	22,460	6.2%	1,017	2.9%	32,505	6.5%
Transportation	547	2.3%	6,870	1.9%	922	2.6%	10,179	2.0%
Communication	169	0.7%	1,954	0.5%	281	0.8%	2,843	0.6%
Utility	81	0.3%	1,125	0.3%	144	0.4%	1,872	0.4%
Wholesale Trade	748	3.2%	12,494	3.5%	1,104	3.2%	19,508	3.9%
<b>Retail Trade Summary</b>	<b>4,268</b>	<b>18.2%</b>	<b>71,708</b>	<b>20.0%</b>	<b>6,241</b>	<b>17.9%</b>	<b>100,641</b>	<b>20.1%</b>
Home Improvement	253	1.1%	4,934	1.4%	401	1.2%	11,304	2.3%
General Merchandise Stores	164	0.7%	6,945	1.9%	252	0.7%	9,435	1.9%
Food Stores	554	2.4%	12,986	3.6%	835	2.4%	18,355	3.7%
Auto Dealers & Gas Stations	397	1.7%	8,780	2.4%	659	1.9%	11,481	2.3%
Apparel & Accessory Stores	259	1.1%	2,196	0.6%	335	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	1,437	6.1%	22,681	6.3%	2,008	5.8%	31,244	6.3%
Miscellaneous Retail	975	4.1%	11,333	3.2%	1,416	4.1%	13,876	2.8%
<b>Finance, Insurance, Real Estate Summary</b>	<b>2,762</b>	<b>11.8%</b>	<b>50,164</b>	<b>14.0%</b>	<b>3,795</b>	<b>10.9%</b>	<b>59,895</b>	<b>12.0%</b>
Banks, Savings & Lending Institutions	497	2.1%	6,463	1.8%	716	2.1%	8,374	1.7%
Securities Brokers	498	2.1%	15,603	4.3%	650	1.9%	16,168	3.2%
Insurance Carriers & Agents	557	2.4%	16,045	4.5%	768	2.2%	20,807	4.2%
Real Estate, Holding, Other Investment Offices	1,210	5.1%	12,053	3.4%	1,661	4.8%	14,547	2.9%
<b>Services Summary</b>	<b>10,264</b>	<b>43.7%</b>	<b>145,715</b>	<b>40.5%</b>	<b>14,754</b>	<b>42.4%</b>	<b>206,104</b>	<b>41.3%</b>
Hotels & Lodging	206	0.9%	4,093	1.1%	346	1.0%	5,896	1.2%
Automotive Services	583	2.5%	3,818	1.1%	884	2.5%	5,074	1.0%
Movies & Amusements	632	2.7%	8,037	2.2%	931	2.7%	11,529	2.3%
Health Services	2,060	8.8%	48,664	13.5%	2,689	7.7%	61,889	12.4%
Legal Services	526	2.2%	3,607	1.0%	684	2.0%	4,290	0.9%
Education Institutions & Libraries	519	2.2%	21,847	6.1%	921	2.6%	37,574	7.5%
Other Services	5,739	24.4%	55,648	15.5%	8,299	23.9%	79,852	16.0%
<b>Government</b>	<b>709</b>	<b>3.0%</b>	<b>24,134</b>	<b>6.7%</b>	<b>1,342</b>	<b>3.9%</b>	<b>34,227</b>	<b>6.9%</b>
<b>Unclassified Establishments</b>	<b>1,085</b>	<b>4.6%</b>	<b>228</b>	<b>0.1%</b>	<b>1,619</b>	<b>4.7%</b>	<b>490</b>	<b>0.1%</b>
<b>Totals</b>	<b>23,497</b>	<b>100.0%</b>	<b>359,377</b>	<b>100.0%</b>	<b>34,795</b>	<b>100.0%</b>	<b>499,634</b>	<b>100.0%</b>

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

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

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	136	0.6%	4,117	1.1%	427	1.2%	5,846	1.2%
Mining	11	0.0%	75	0.0%	20	0.1%	204	0.0%
Utilities	26	0.1%	434	0.1%	50	0.1%	756	0.2%
Construction	1,829	7.8%	17,144	4.8%	2,681	7.7%	23,178	4.6%
Manufacturing	664	2.8%	18,466	5.1%	1,075	3.1%	28,172	5.6%
Wholesale Trade	739	3.1%	12,393	3.4%	1,092	3.1%	19,348	3.9%
Retail Trade	2,699	11.5%	48,043	13.4%	4,036	11.6%	68,036	13.6%
Motor Vehicle & Parts Dealers	364	1.5%	8,379	2.3%	583	1.7%	10,673	2.1%
Furniture & Home Furnishings Stores	115	0.5%	934	0.3%	170	0.5%	1,225	0.2%
Electronics & Appliance Stores	62	0.3%	631	0.2%	88	0.3%	754	0.2%
Building Material & Garden Equipment & Supplies Dealers	249	1.1%	4,921	1.4%	397	1.1%	11,291	2.3%
Food & Beverage Stores	510	2.2%	13,925	3.9%	765	2.2%	19,097	3.8%
Health & Personal Care Stores	316	1.3%	3,399	0.9%	447	1.3%	4,431	0.9%
Gasoline Stations & Fuel Dealers	45	0.2%	503	0.1%	96	0.3%	949	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	305	1.3%	2,481	0.7%	395	1.1%	2,918	0.6%
Sporting Goods, Hobby, Book, & Music Stores	443	1.9%	4,825	1.3%	677	1.9%	5,998	1.2%
General Merchandise Stores	291	1.2%	8,046	2.2%	419	1.2%	10,699	2.1%
Transportation & Warehousing	447	1.9%	5,909	1.6%	753	2.2%	8,976	1.8%
Information	445	1.9%	8,916	2.5%	725	2.1%	11,459	2.3%
Finance & Insurance	1,592	6.8%	38,650	10.8%	2,164	6.2%	45,861	9.2%
Central Bank/Credit Intermediation & Related Activities	491	2.1%	6,429	1.8%	699	2.0%	8,308	1.7%
Securities & Commodity Contracts	535	2.3%	15,787	4.4%	688	2.0%	16,358	3.3%
Funds, Trusts & Other Financial Vehicles	566	2.4%	16,434	4.6%	777	2.2%	21,196	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	2,272	9.7%	24,486	6.8%	3,109	8.9%	32,617	6.5%
Legal Services	550	2.3%	3,809	1.1%	726	2.1%	4,563	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	817	3.5%	8,949	2.5%	1,131	3.3%	14,760	3.0%
Educational Services	608	2.6%	21,780	6.1%	1,003	2.9%	37,283	7.5%
Health Care & Social Assistance	2,728	11.6%	60,715	16.9%	3,659	10.5%	79,403	15.9%
Arts, Entertainment & Recreation	556	2.4%	7,889	2.2%	870	2.5%	11,469	2.3%
Accommodation & Food Services	1,691	7.2%	27,209	7.6%	2,415	6.9%	37,681	7.5%
Accommodation	206	0.9%	4,093	1.1%	346	1.0%	5,896	1.2%
Food Services & Drinking Places	1,485	6.3%	23,115	6.4%	2,068	5.9%	31,785	6.4%
Other Services (except Public Administration)	3,136	13.3%	17,750	4.9%	4,823	13.9%	25,151	5.0%
Automotive Repair & Maintenance	456	1.9%	2,967	0.8%	711	2.0%	4,026	0.8%
Public Administration	708	3.0%	24,144	6.7%	1,338	3.8%	34,249	6.9%
Unclassified Establishments	1,085	4.6%	221	0.1%	1,621	4.7%	483	0.1%
<b>Total</b>	<b>23,497</b>	<b>100.0%</b>	<b>359,377</b>	<b>100.0%</b>	<b>34,795</b>	<b>100.0%</b>	<b>499,634</b>	<b>100.0%</b>

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