

	30 minutes	60 minutes
Population		
2010 Population	512,461	794,987
2020 Population	611,168	908,560
2025 Population	657,631	960,844
2030 Population	696,463	1,006,455
2010-2020 Annual Rate	1.78%	1.34%
2020-2024 Annual Rate	1.41%	1.07%
2024-2029 Annual Rate	1.15%	0.93%
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 657,631. In 2020, the Census count in the area was 611,168. The rate of change since 2020 was 1.41% annually. The five-year projection for the population in the area is 696,463 representing a change of 1.15% 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	76.4%	79.4%
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%	3.5%
2025 Two or More Races	7.6%	7.0%
2025 Hispanic Origin (Any Race)	9.4%	8.6%

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

Households		
2025 Wealth Index	96	92
2010 Households	200,909	311,700
2020 Households	241,932	358,972
2025 Households	262,696	382,931
2030 Households	279,756	402,912
2010-2020 Annual Rate	1.88%	1.42%
2020-2024 Annual Rate	1.58%	1.24%
2024-2029 Annual Rate	1.27%	1.02%
2025 Average Household Size	2.46	2.43

The household count in this area has changed from 241,932 in 2020 to 262,696 in the current year, a change of 1.58% annually. The five-year projection of households is 279,756, a change of 1.27% 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 161,688 in the specified area.

	30 minutes	60 minutes
Mortgage Income		
2025 Percent of Income for Mortgage	22.6%	22.1%
Median Household Income		
2025 Median Household Income	\$86,465	\$82,658
2030 Median Household Income	\$97,838	\$92,796
2024-2029 Annual Rate	2.50%	2.34%
Average Household Income		
2025 Average Household Income	\$117,243	\$111,280
2030 Average Household Income	\$130,810	\$124,047
2024-2029 Annual Rate	2.21%	2.20%
Per Capita Income		
2025 Per Capita Income	\$46,912	\$44,434
2030 Per Capita Income	\$52,618	\$49,737
2024-2029 Annual Rate	2.32%	2.28%
GINI Index		
2025 Gini Index	44.7	44.5

Households by Income

Current median household income is \$86,465 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$97,838 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$117,243 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$130,810 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$46,912 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$52,618 in five years, compared to \$51,203 for all U.S. households.

Housing		
2025 Housing Affordability Index	93	95
2010 Total Housing Units	215,047	335,048
2010 Owner Occupied Housing Units	142,210	217,942
2010 Renter Occupied Housing Units	58,699	93,758
2010 Vacant Housing Units	14,138	23,348
2020 Total Housing Units	258,352	385,012
2020 Owner Occupied Housing Units	162,175	241,121
2020 Renter Occupied Housing Units	79,757	117,851
2020 Vacant Housing Units	16,378	26,101
2025 Total Housing Units	282,219	412,987
2025 Owner Occupied Housing Units	176,368	257,715
2025 Renter Occupied Housing Units	86,328	125,216
2025 Vacant Housing Units	19,523	30,056
2030 Total Housing Units	300,483	434,824
2030 Owner Occupied Housing Units	188,898	273,217
2030 Renter Occupied Housing Units	90,858	129,695
2030 Vacant Housing Units	20,727	31,912

Socioeconomic Status Index

2025 Socioeconomic Status Index	53.3	53.3
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Currently, 62.5% of the 282,219 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 258,352 housing units in the area and 6.3% vacant housing units. The annual rate of change in housing units since 2020 is 1.70%. Median home value in the area is \$312,722, 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 \$356,052.

	30 minutes	60 minutes
Population Summary		
2010 Total Population	512,461	794,987
2020 Total Population	611,168	908,560
2020 Group Quarters	10,903	29,827
2025 Total Population	657,631	960,844
2025 Group Quarters	10,963	28,544
2030 Total Population	696,463	1,006,455
2024-2029 Annual Rate	1.15%	0.93%
2025 Total Daytime Population	680,386	973,201
Workers	376,202	517,553
Residents	304,184	455,648
Household Summary		
2010 Households	200,909	311,700
2010 Average Household Size	2.49	2.46
2020 Total Households	241,932	358,972
2020 Average Household Size	2.48	2.45
2025 Households	262,696	382,931
2025 Average Household Size	2.46	2.43
2030 Households	279,756	402,912
2030 Average Household Size	2.45	2.43
2024-2029 Annual Rate	1.27%	1.02%
2010 Families	130,284	200,548
2010 Average Family Size	3.08	3.03
2025 Families	161,688	233,339
2025 Average Family Size	3.14	3.10
2030 Families	170,751	243,408
2030 Average Family Size	3.13	3.09
2024-2029 Annual Rate	1.10%	0.85%
Housing Unit Summary		
2000 Housing Units	176,819	285,166
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	215,047	335,048
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	258,352	385,012
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	282,219	412,987
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	300,483	434,824
Owner Occupied Housing Units	62.9%	62.8%
Renter Occupied Housing Units	30.2%	29.8%
Vacant Housing Units	6.9%	7.3%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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

	30 minutes	60 minutes
2025 Households by Income		
Household Income Base	262,696	382,931
<\$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	14.9%	15.8%
\$75,000 - \$99,999	13.6%	13.7%
\$100,000 - \$149,999	18.9%	19.0%
\$150,000 - \$199,999	12.1%	11.2%
\$200,000+	12.5%	11.1%
Average Household Income	\$117,243	\$111,280
2030 Households by Income		
Household Income Base	279,756	402,912
<\$15,000	4.4%	4.9%
\$15,000 - \$24,999	3.8%	4.2%
\$25,000 - \$34,999	5.6%	5.9%
\$35,000 - \$49,999	10.4%	10.3%
\$50,000 - \$74,999	13.7%	14.6%
\$75,000 - \$99,999	13.1%	13.3%
\$100,000 - \$149,999	19.3%	19.6%
\$150,000 - \$199,999	14.6%	13.7%
\$200,000+	15.2%	13.6%
Average Household Income	\$130,810	\$124,047
2025 Owner Occupied Housing Units by Value		
Total	176,339	257,655
<\$50,000	2.2%	2.9%
\$50,000 - \$99,999	2.5%	4.3%
\$100,000 - \$149,999	5.3%	7.2%
\$150,000 - \$199,999	10.6%	12.1%
\$200,000 - \$249,999	13.2%	13.3%
\$250,000 - \$299,999	13.0%	12.1%
\$300,000 - \$399,999	24.6%	21.9%
\$400,000 - \$499,999	13.0%	12.0%
\$500,000 - \$749,999	11.2%	10.3%
\$750,000 - \$999,999	2.9%	2.5%
\$1,000,000 - \$1,499,999	0.8%	0.8%
\$1,500,000 - \$1,999,999	0.4%	0.4%
\$2,000,000 +	0.3%	0.3%
Average Home Value	\$356,547	\$336,394
2030 Owner Occupied Housing Units by Value		
Total	188,866	273,153
<\$50,000	1.4%	1.9%
\$50,000 - \$99,999	1.0%	2.2%
\$100,000 - \$149,999	2.6%	4.1%
\$150,000 - \$199,999	7.0%	8.6%
\$200,000 - \$249,999	10.5%	11.0%
\$250,000 - \$299,999	12.2%	11.6%
\$300,000 - \$399,999	27.1%	24.7%
\$400,000 - \$499,999	16.2%	15.3%
\$500,000 - \$749,999	15.2%	14.3%
\$750,000 - \$999,999	4.1%	3.8%
\$1,000,000 - \$1,499,999	1.4%	1.4%
\$1,500,000 - \$1,999,999	0.8%	0.7%
\$2,000,000 +	0.4%	0.4%
Average Home Value	\$413,009	\$395,343

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	\$86,465	\$82,658
2030	\$97,838	\$92,796
Median Home Value		
2025	\$312,722	\$292,119
2030	\$356,052	\$343,077
Per Capita Income		
2025	\$46,912	\$44,434
2030	\$52,618	\$49,737
Median Age		
2010	34.7	34.9
2020	36.0	36.0
2025	36.8	36.9
2030	37.6	37.8
2020 Population by Age		
Total	611,168	908,560
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	3.8%	4.3%
85 +	1.6%	1.9%
18 +	74.9%	76.1%
2025 Population by Age		
Total	657,632	960,844
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	14.0%	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	696,464	1,006,454
0 - 4	6.3%	6.0%
5 - 9	6.3%	5.9%
10 - 14	6.6%	6.2%
15 - 24	13.3%	14.9%
25 - 34	13.8%	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%

	30 minutes	60 minutes
2020 Population by Sex		
Males	300,159	451,156
Females	311,009	457,404
2025 Population by Sex		
Males	326,509	481,918
Females	331,122	478,926
2030 Population by Sex		
Males	344,347	502,587
Females	352,117	503,868
2010 Population by Race/Ethnicity		
Total	512,461	794,988
White Alone	86.3%	88.7%
Black Alone	5.2%	3.9%
American Indian Alone	0.3%	0.3%
Asian Alone	3.3%	3.0%
Pacific Islander Alone	0.1%	0.0%
Some Other Race Alone	2.5%	2.2%
Two or More Races	2.2%	1.9%
Hispanic Origin	6.7%	5.9%
Diversity Index	34.4	29.8
2020 Population by Race/Ethnicity		
Total	611,168	908,560
White Alone	78.0%	80.9%
Black Alone	6.3%	4.8%
American Indian Alone	0.4%	0.4%
Asian Alone	4.9%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.4%	3.2%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.6%	7.9%
Diversity Index	47.7	43.2
2025 Population by Race/Ethnicity		
Total	657,630	960,844
White Alone	76.4%	79.4%
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%	3.5%
Two or More Races	7.6%	7.0%
Hispanic Origin	9.4%	8.6%
Diversity Index	50.3	46.0
2030 Population by Race/Ethnicity		
Total	696,463	1,006,455
White Alone	75.2%	78.2%
Black Alone	7.0%	5.5%
American Indian Alone	0.5%	0.4%
Asian Alone	5.3%	4.5%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.8%	3.7%
Two or More Races	8.1%	7.6%
Hispanic Origin	10.0%	9.3%
Diversity Index	52.4	48.2

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	611,168	908,560
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%	1.1%
Noninstitutionalized	0.9%	2.1%
2025 Population 25+ by Educational Attainment		
Total	437,748	632,964
Less than 9th Grade	2.9%	2.6%
9th - 12th Grade, No Diploma	2.9%	3.0%
High School Graduate	19.0%	21.0%
GED/Alternative Credential	4.1%	4.0%
Some College, No Degree	16.2%	16.5%
Associate Degree	11.8%	12.3%
Bachelor's Degree	29.0%	26.8%
Graduate/Professional Degree	14.2%	13.8%
2025 Population 15+ by Marital Status		
Total	526,088	778,843
Never Married	32.4%	33.0%
Married	52.8%	52.3%
Widowed	4.9%	5.1%
Divorced	9.9%	9.6%
2025 Civilian Population 16+ in Labor Force		
Civilian Population 16+	367,328	524,577
Population 16+ Employed	97.0%	96.9%
Population 16+ Unemployment rate	3.0%	3.1%
Population 16-24 Employed	15.7%	17.2%
Population 16-24 Unemployment rate	5.0%	5.8%
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	356,291	508,205
Agriculture/Mining	1.0%	1.8%
Construction	6.5%	6.7%
Manufacturing	8.5%	10.1%
Wholesale Trade	2.2%	2.1%
Retail Trade	10.7%	10.5%
Transportation/Utilities	4.9%	4.8%
Information	1.7%	1.6%
Finance/Insurance/Real Estate	15.0%	12.5%
Services	45.5%	45.9%
Public Administration	3.9%	3.9%
2025 Employed Population 16+ by Occupation		
Total	356,291	508,204
White Collar	67.3%	65.2%
Management/Business/Financial	21.1%	19.7%
Professional	27.1%	26.9%
Sales	8.9%	8.6%
Administrative Support	10.2%	10.0%
Services	14.4%	14.7%
Blue Collar	18.3%	20.1%
Farming/Forestry/Fishing	0.2%	0.4%
Construction/Extraction	4.4%	4.6%
Installation/Maintenance/Repair	2.6%	3.1%
Production	4.6%	5.4%
Transportation/Material Moving	6.5%	6.7%
2020 Households by Type		
Total	241,932	358,972
Married Couple Households	48.0%	48.4%
With Own Children <18	21.4%	20.3%
Without Own Children <18	26.6%	28.0%
Cohabiting Couple Households	7.5%	7.1%
With Own Children <18	2.3%	2.2%
Without Own Children <18	5.2%	5.0%
Male Householder, No Spouse/Partner	18.8%	19.3%
Living Alone	13.3%	13.5%
65 Years and over	3.1%	3.3%
With Own Children <18	1.7%	1.7%
Without Own Children <18, With Relatives	2.0%	2.0%
No Relatives Present	1.7%	2.1%
Female Householder, No Spouse/Partner	25.8%	25.2%
Living Alone	15.7%	15.6%
65 Years and over	6.8%	7.1%
With Own Children <18	4.9%	4.4%
Without Own Children <18, With Relatives	4.0%	3.7%
No Relatives Present	1.2%	1.4%
2020 Households by Size		
Total	241,932	358,972
1 Person Household	29.0%	29.1%
2 Person Household	33.4%	34.5%
3 Person Household	14.5%	14.1%
4 Person Household	13.5%	12.9%
5 Person Household	6.2%	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	241,932	358,972
Owner Occupied	67.0%	67.2%
Owned with a Mortgage/Loan	50.0%	47.7%
Owned Free and Clear	17.0%	19.4%
Renter Occupied	33.0%	32.8%
2025 Affordability, Mortgage and Wealth		
Housing Affordability Index	93	95
Percent of Income for Mortgage	22.6%	22.1%
Wealth Index	96	92
2020 Housing Units By Urban/ Rural Status		
Total	258,352	385,012
Urban Housing Units	92.7%	81.6%
Rural Housing Units	7.3%	18.4%
2020 Population By Urban/ Rural Status		
Total	611,168	908,560
Urban Population	91.8%	80.7%
Rural Population	8.2%	19.3%

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

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

	30 minutes	60 minutes
Top 3 Tapestry Segments		
1.		
2.		
3.		
2024 Consumer Spending		
Apparel & Services: Total \$	\$662,439,633	\$907,965,940
Average Spent	\$2,521.70	\$2,371.10
Spending Potential Index	103	97
Education: Total \$	\$471,001,587	\$658,575,622
Average Spent	\$1,792.95	\$1,719.83
Spending Potential Index	101	96
Entertainment/Recreation: Total \$	\$1,093,976,385	\$1,538,227,868
Average Spent	\$4,164.42	\$4,016.98
Spending Potential Index	101	98
Food at Home: Total \$	\$1,969,663,118	\$2,763,853,666
Average Spent	\$7,497.88	\$7,217.63
Spending Potential Index	101	97
Food Away from Home: Total \$	\$1,099,251,198	\$1,506,393,972
Average Spent	\$4,184.50	\$3,933.85
Spending Potential Index	101	95
Health Care: Total \$	\$2,051,831,858	\$2,926,012,528
Average Spent	\$7,810.67	\$7,641.10
Spending Potential Index	101	99
HH Furnishings & Equipment: Total \$	\$779,588,123	\$1,081,627,406
Average Spent	\$2,967.64	\$2,824.60
Spending Potential Index	102	97
Personal Care Products & Services: Total \$	\$282,238,323	\$386,000,647
Average Spent	\$1,074.39	\$1,008.02
Spending Potential Index	102	96
Shelter: Total \$	\$6,969,699,429	\$9,578,933,644
Average Spent	\$26,531.43	\$25,014.78
Spending Potential Index	100	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$884,368,144	\$1,222,576,548
Average Spent	\$3,366.51	\$3,192.68
Spending Potential Index	102	97
Travel: Total \$	\$942,139,127	\$1,299,700,846
Average Spent	\$3,586.42	\$3,394.09
Spending Potential Index	99	94
Vehicle Maintenance & Repairs: Total \$	\$364,250,452	\$511,202,751
Average Spent	\$1,386.59	\$1,334.97
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	657,631	696,463
		Households	262,696	279,756
		Families	161,688	170,751
		Median Age	36.8	37.6
		Median Household Income	\$86,465	\$97,838
			2025	2030
		Consumer Spending		Projected Spending Growth
Apparel and Services			\$662,439,633	\$787,524,787
Men's			\$131,239,817	\$155,898,608
Women's			\$223,649,113	\$265,720,691
Children's			\$94,045,080	\$112,001,066
Footwear			\$146,950,264	\$174,796,633
Watches & Jewelry			\$54,111,917	\$64,333,021
Apparel Products and Services (1)			\$12,443,441	\$14,774,768
Computer				
Computers and Hardware for Home Use			\$62,022,862	\$73,724,418
Portable Memory			\$1,020,469	\$1,213,574
Computer Software			\$4,644,478	\$5,525,133
Computer Accessories			\$5,236,427	\$6,223,688
Entertainment & Recreation			\$1,093,976,385	\$1,298,894,924
Fees and Admissions			\$252,302,690	\$300,046,827
Membership Fees for Clubs (2)			\$83,951,975	\$99,739,470
Fees for Participant Sports, excl. Trips			\$46,542,564	\$55,348,916
Tickets to Theatre/Operas/Concerts			\$29,767,071	\$35,378,898
Tickets to Movies			\$10,328,772	\$12,295,024
Tickets to Parks or Museums			\$10,936,608	\$13,038,160
Admission to Sporting Events, excl. Trips			\$26,698,911	\$31,708,886
Fees for Recreational Lessons			\$43,753,934	\$52,153,988
Dating Services			\$322,856	\$383,484
TV/Video/Audio			\$329,497,052	\$390,925,350
Cable and Satellite Television Services			\$169,153,404	\$200,304,807
Televisions			\$33,082,866	\$39,327,014
Satellite Dishes			\$342,109	\$406,708
VCRs, Video Cameras, and DVD Players			\$1,120,783	\$1,332,622
Miscellaneous Video Equipment			\$10,829,743	\$12,926,159
Video Cassettes and DVDs			\$1,191,833	\$1,414,786
Video Game Hardware/Accessories			\$13,503,822	\$16,052,822
Video Game Software			\$6,623,357	\$7,873,001
Rental/Streaming/Downloaded Video			\$55,121,009	\$65,516,818
Installation of Televisions			\$364,535	\$433,474
Audio (3)			\$37,547,208	\$44,605,818
Rental and Repair of TV/Radio/Sound Equipment			\$616,382	\$731,320
Pets			\$278,028,739	\$329,754,322
Toys/Games/Crafts/Hobbies (4)			\$48,990,991	\$58,166,813
Recreational Vehicles and Fees (5)			\$51,736,521	\$61,504,319
Sports/Recreation/Exercise Equipment (6)			\$70,117,503	\$83,353,433
Photo Equipment and Supplies (7)			\$18,752,826	\$22,264,488
Reading (8)			\$32,246,561	\$38,258,637
Catered Affairs (9)			\$12,303,504	\$14,620,735
Food			\$3,068,914,316	\$3,645,189,159
Food at Home			\$1,969,663,118	\$2,338,137,215
Bakery and Cereal Products			\$262,447,563	\$311,492,304
Meats, Poultry, Fish, and Eggs			\$403,777,989	\$479,306,543
Dairy Products			\$199,745,560	\$237,082,722
Fruits and Vegetables			\$333,355,229	\$395,845,924
Snacks and Other Food at Home (10)			\$770,336,776	\$914,409,721
Food Away from Home			\$1,099,251,198	\$1,307,051,944
Alcoholic Beverages			\$178,931,849	\$212,590,668

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$11,652,029,866	\$13,807,799,556	\$2,155,769,690
Value of Retirement Plans	\$39,789,229,408	\$47,121,123,770	\$7,331,894,362
Value of Other Financial Assets	\$3,551,409,684	\$4,211,740,127	\$660,330,443
Vehicle Loan Amount excluding Interest	\$989,611,299	\$1,176,723,008	\$187,111,709
Value of Credit Card Debt	\$819,129,609	\$972,849,683	\$153,720,074
Health			
Nonprescription Drugs	\$53,642,945	\$63,650,744	\$10,007,799
Prescription Drugs	\$117,976,397	\$139,285,897	\$21,309,500
Eyeglasses and Contact Lenses	\$34,946,814	\$41,418,296	\$6,471,482
Home			
Mortgage Payment and Basics (11)	\$3,489,457,302	\$4,144,496,958	\$655,039,656
Maintenance and Remodeling Services	\$1,182,194,904	\$1,402,552,764	\$220,357,860
Maintenance and Remodeling Materials (12)	\$213,651,807	\$253,401,003	\$39,749,196
Utilities, Fuel, and Public Services	\$1,577,415,390	\$1,871,171,897	\$293,756,507
Household Furnishings and Equipment			
Household Textiles (13)	\$31,585,315	\$37,511,376	\$5,926,061
Furniture	\$241,126,984	\$286,530,994	\$45,404,010
Rugs	\$10,456,444	\$12,415,445	\$1,959,001
Major Appliances (14)	\$134,426,295	\$159,587,749	\$25,161,454
Housewares (15)	\$25,494,580	\$30,277,200	\$4,782,620
Small Appliances	\$20,535,561	\$24,411,323	\$3,875,762
Luggage	\$6,584,890	\$7,826,641	\$1,241,751
Telephones and Accessories	\$22,953,955	\$27,168,176	\$4,214,221
Household Operations			
Child Care	\$163,124,951	\$194,253,624	\$31,128,673
Lawn and Garden (16)	\$174,087,064	\$206,279,881	\$32,192,817
Moving/Storage/Freight Express	\$32,644,517	\$38,830,745	\$6,186,228
Housekeeping Supplies (17)	\$230,362,107	\$273,365,434	\$43,003,327
Insurance			
Owners and Renters Insurance	\$228,698,835	\$271,173,395	\$42,474,560
Vehicle Insurance	\$592,459,341	\$703,808,426	\$111,349,085
Life/Other Insurance	\$181,316,588	\$215,224,212	\$33,907,624
Health Insurance	\$1,317,831,448	\$1,562,583,166	\$244,751,718
Personal Care Products (18)	\$162,134,653	\$192,692,752	\$30,558,099
School Books (19)			
Smoking Products	\$125,530,465	\$148,592,962	\$23,062,497
Transportation			
Payments on Vehicles excluding Leases	\$836,137,665	\$993,384,418	\$157,246,753
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$364,250,452	\$432,457,678	\$68,207,226
Travel			
Airline Fares	\$217,239,870	\$258,460,971	\$41,221,101
Lodging on Trips	\$286,113,931	\$339,795,199	\$53,681,268
Auto/Truck Rental on Trips	\$32,651,717	\$38,835,210	\$6,183,493
Food and Drink on Trips	\$222,010,438	\$263,862,705	\$41,852,267

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	960,844	1,006,455
		Households	382,931	402,912
		Families	233,339	243,408
		Median Age	36.9	37.8
		Median Household Income	\$82,658	\$92,796
			2025	2030
		Consumer Spending		Projected Spending Growth
Apparel and Services			\$907,965,940	\$1,065,787,965
Men's			\$181,059,031	\$212,369,356
Women's			\$306,795,362	\$359,979,320
Children's			\$126,904,889	\$149,213,109
Footwear			\$202,401,524	\$237,633,136
Watches & Jewelry			\$73,552,689	\$86,367,573
Apparel Products and Services (1)			\$17,252,446	\$20,225,471
Computer				
Computers and Hardware for Home Use			\$84,658,963	\$99,394,579
Portable Memory			\$1,451,233	\$1,702,581
Computer Software			\$6,522,781	\$7,655,483
Computer Accessories			\$7,351,165	\$8,620,902
Entertainment & Recreation			\$1,538,227,868	\$1,802,234,505
Fees and Admissions			\$342,255,565	\$401,931,162
Membership Fees for Clubs (2)			\$114,845,781	\$134,736,879
Fees for Participant Sports, excl. Trips			\$62,717,141	\$73,667,621
Tickets to Theatre/Operas/Concerts			\$40,777,423	\$47,855,962
Tickets to Movies			\$13,900,464	\$16,345,046
Tickets to Parks or Museums			\$15,037,949	\$17,681,227
Admission to Sporting Events, excl. Trips			\$37,096,122	\$43,486,825
Fees for Recreational Lessons			\$57,442,426	\$67,642,936
Dating Services			\$438,261	\$514,667
TV/Video/Audio			\$464,168,955	\$543,555,296
Cable and Satellite Television Services			\$243,683,330	\$284,740,006
Televisions			\$45,136,063	\$52,991,206
Satellite Dishes			\$475,343	\$557,894
VCRs, Video Cameras, and DVD Players			\$1,577,686	\$1,850,474
Miscellaneous Video Equipment			\$13,664,625	\$16,139,046
Video Cassettes and DVDs			\$1,704,416	\$1,996,159
Video Game Hardware/Accessories			\$18,956,277	\$22,239,413
Video Game Software			\$9,254,438	\$10,862,726
Rental/Streaming/Downloaded Video			\$76,109,406	\$89,313,518
Installation of Televisions			\$483,766	\$568,518
Audio (3)			\$52,273,085	\$61,299,332
Rental and Repair of TV/Radio/Sound Equipment			\$850,522	\$997,004
Pets			\$400,999,847	\$469,079,930
Toys/Games/Crafts/Hobbies (4)			\$69,158,843	\$81,023,476
Recreational Vehicles and Fees (5)			\$72,626,926	\$85,149,391
Sports/Recreation/Exercise Equipment (6)			\$99,893,357	\$117,086,666
Photo Equipment and Supplies (7)			\$26,019,581	\$30,500,819
Reading (8)			\$45,774,720	\$53,593,704
Catered Affairs (9)			\$17,330,073	\$20,314,061
Food			\$4,270,247,637	\$5,006,665,321
Food at Home			\$2,763,853,666	\$3,238,158,322
Bakery and Cereal Products			\$368,468,816	\$431,637,055
Meats, Poultry, Fish, and Eggs			\$565,159,795	\$662,185,843
Dairy Products			\$281,851,211	\$330,127,255
Fruits and Vegetables			\$465,179,395	\$545,229,489
Snacks and Other Food at Home (10)			\$1,083,194,448	\$1,268,978,681
Food Away from Home			\$1,506,393,972	\$1,768,506,999
Alcoholic Beverages			\$244,553,923	\$286,953,178

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$16,275,921,259	\$19,045,078,111	\$2,769,156,852
Value of Retirement Plans	\$56,250,923,044	\$65,760,097,499	\$9,509,174,455
Value of Other Financial Assets	\$4,922,089,004	\$5,763,604,566	\$841,515,562
Vehicle Loan Amount excluding Interest	\$1,372,755,504	\$1,610,940,594	\$238,185,090
Value of Credit Card Debt	\$1,126,260,846	\$1,320,839,128	\$194,578,282
Health			
Nonprescription Drugs	\$75,455,582	\$88,365,036	\$12,909,454
Prescription Drugs	\$174,395,335	\$203,205,873	\$28,810,538
Eyeglasses and Contact Lenses	\$50,344,824	\$58,863,881	\$8,519,057
Home			
Mortgage Payment and Basics (11)	\$4,793,227,654	\$5,619,924,726	\$826,697,072
Maintenance and Remodeling Services	\$1,670,121,431	\$1,954,804,942	\$284,683,511
Maintenance and Remodeling Materials (12)	\$310,659,579	\$363,177,545	\$52,517,966
Utilities, Fuel, and Public Services	\$2,230,689,014	\$2,611,488,501	\$380,799,487
Household Furnishings and Equipment			
Household Textiles (13)	\$43,792,799	\$51,349,567	\$7,556,768
Furniture	\$332,519,680	\$390,099,985	\$57,580,305
Rugs	\$14,364,112	\$16,843,250	\$2,479,138
Major Appliances (14)	\$187,104,591	\$219,252,721	\$32,148,130
Housewares (15)	\$35,646,499	\$41,785,444	\$6,138,945
Small Appliances	\$28,531,317	\$33,478,100	\$4,946,783
Luggage	\$8,929,188	\$10,484,106	\$1,554,918
Telephones and Accessories	\$32,894,779	\$38,437,983	\$5,543,204
Household Operations			
Child Care	\$217,943,492	\$256,317,432	\$38,373,940
Lawn and Garden (16)	\$251,016,396	\$293,387,531	\$42,371,135
Moving/Storage/Freight Express	\$44,369,418	\$52,130,952	\$7,761,534
Housekeeping Supplies (17)	\$323,421,018	\$378,823,748	\$55,402,730
Insurance			
Owners and Renters Insurance	\$324,128,110	\$379,227,286	\$55,099,176
Vehicle Insurance	\$823,595,890	\$965,811,903	\$142,216,013
Life/Other Insurance	\$252,822,770	\$296,195,925	\$43,373,155
Health Insurance	\$1,868,980,234	\$2,186,942,303	\$317,962,069
Personal Care Products (18)	\$223,257,354	\$261,991,572	\$38,734,218
School Books (19)			
Smoking Products	\$184,100,842	\$215,028,405	\$30,927,563
Transportation			
Payments on Vehicles excluding Leases	\$1,167,800,144	\$1,369,186,385	\$201,386,241
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$511,202,751	\$599,016,843	\$87,814,092
Travel			
Airline Fares	\$293,126,594	\$344,427,507	\$51,300,913
Lodging on Trips	\$397,588,019	\$466,040,318	\$68,452,299
Auto/Truck Rental on Trips	\$44,620,122	\$52,394,994	\$7,774,872
Food and Drink on Trips	\$307,480,722	\$360,684,239	\$53,203,517

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.

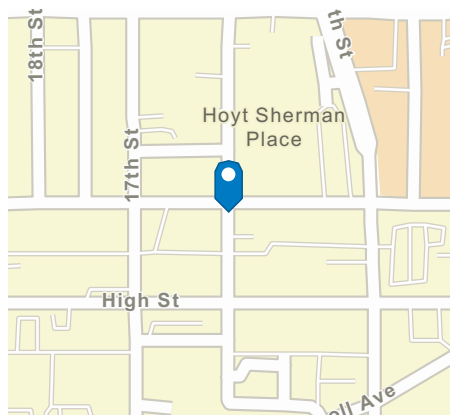
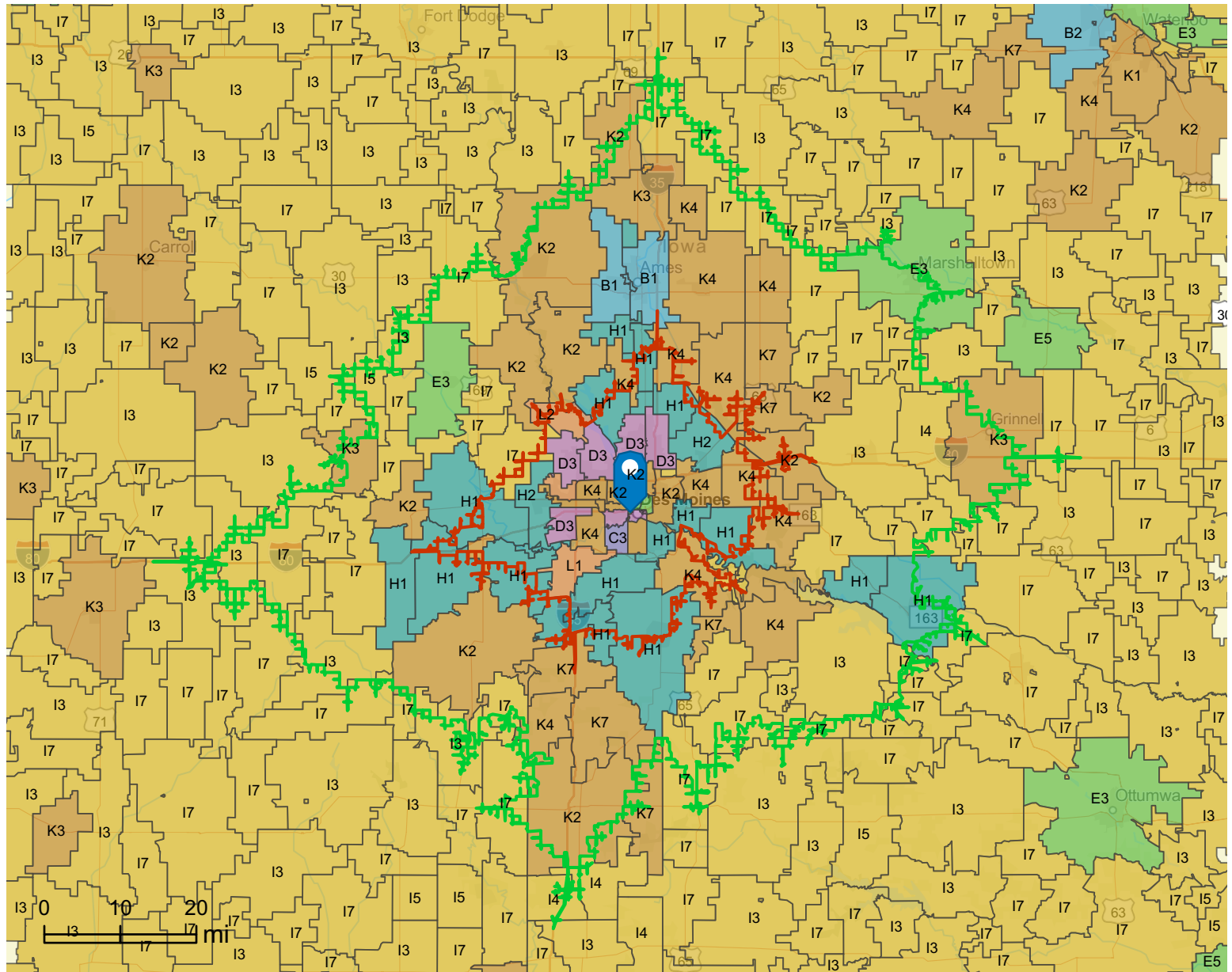
Source: Esri, Esri-U.S. BLS

Dominant Tapestry Map

Sherman Hill

Woodland Ave & 16th St, Des Moines, Iowa, 50309

Drive time: 30, 60 minute radii



LifeMode Groups

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



Source: ArcGIS Tapestry (2025)

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 40 years ago. The 60-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

[Segment A1 \(Independent Cityscapes\)](#)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

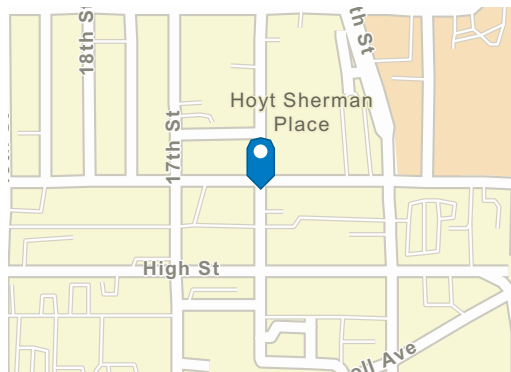
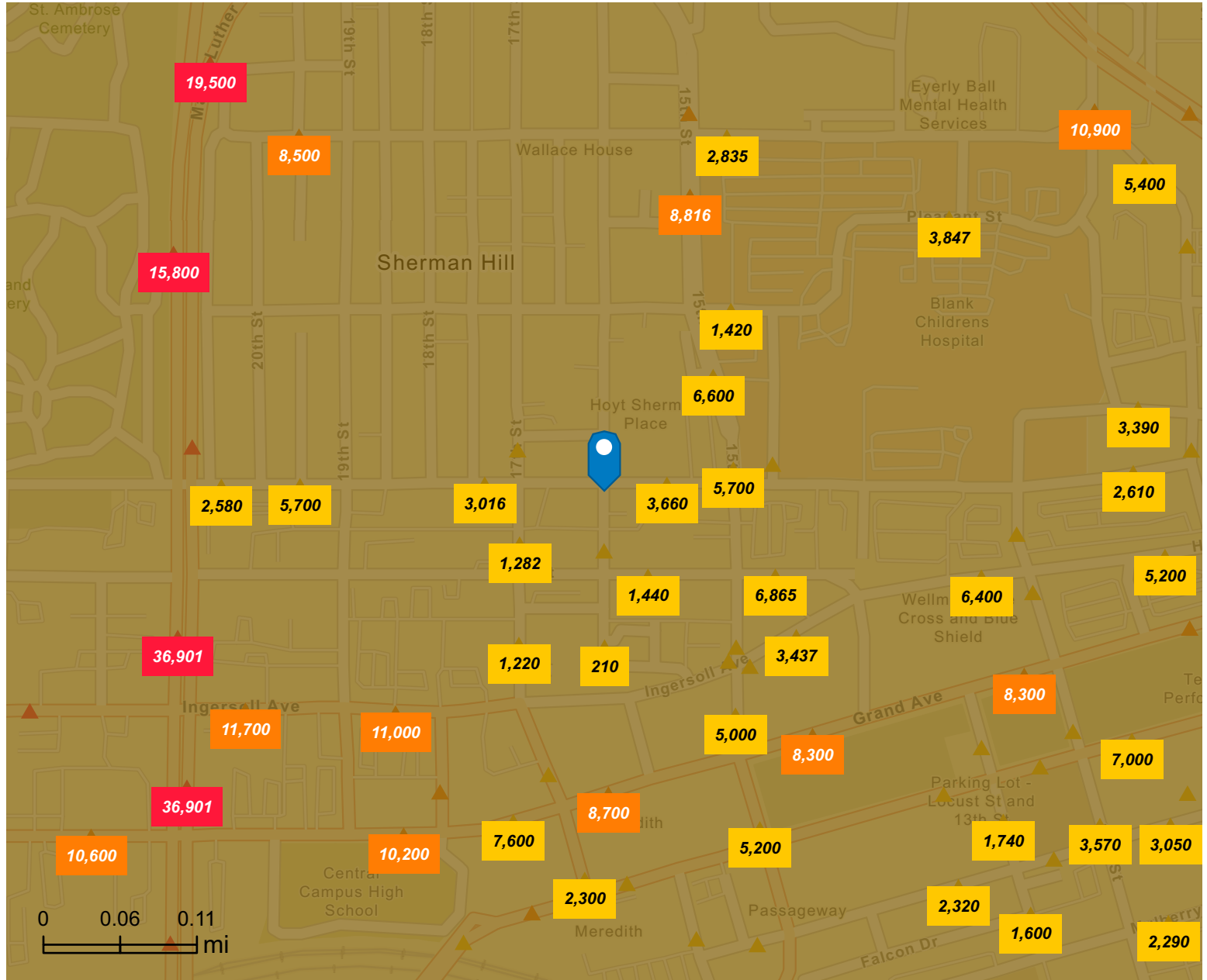


Traffic Count Map - Close Up

Sherman Hill

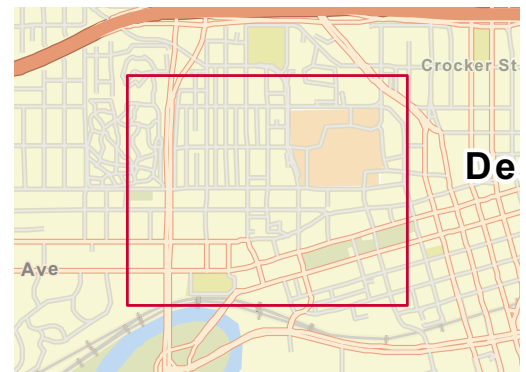
Woodland Ave & 16th St, Des Moines, Iowa, 50309

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:	23,609				34,757			
Total Employees:	360,151				494,122			
Total Population:	657,631				960,844			
Employee/Population Ratio (per 100 Residents)	55				51			
by SIC Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	530	2.2%	6,647	1.8%	1,026	3.0%	9,556	1.9%
Construction	1,725	7.3%	15,967	4.4%	2,520	7.3%	21,586	4.4%
Manufacturing	625	2.6%	22,531	6.3%	1,009	2.9%	32,783	6.6%
Transportation	547	2.3%	6,823	1.9%	914	2.6%	10,052	2.0%
Communication	170	0.7%	1,952	0.5%	282	0.8%	2,859	0.6%
Utility	83	0.4%	1,131	0.3%	146	0.4%	1,884	0.4%
Wholesale Trade	753	3.2%	12,556	3.5%	1,098	3.2%	18,814	3.8%
Retail Trade Summary	4,288	18.2%	71,818	19.9%	6,237	17.9%	100,599	20.4%
Home Improvement	253	1.1%	4,941	1.4%	401	1.2%	11,294	2.3%
General Merchandise Stores	164	0.7%	6,937	1.9%	253	0.7%	9,442	1.9%
Food Stores	555	2.4%	12,970	3.6%	831	2.4%	18,306	3.7%
Auto Dealers & Gas Stations	404	1.7%	8,822	2.4%	658	1.9%	11,478	2.3%
Apparel & Accessory Stores	261	1.1%	2,205	0.6%	334	1.0%	2,586	0.5%
Furniture & Home Furnishings	234	1.0%	1,881	0.5%	335	1.0%	2,358	0.5%
Eating & Drinking Places	1,443	6.1%	22,734	6.3%	2,011	5.8%	31,278	6.3%
Miscellaneous Retail	975	4.1%	11,328	3.1%	1,413	4.1%	13,859	2.8%
Finance, Insurance, Real Estate Summary	2,772	11.7%	50,269	14.0%	3,803	10.9%	59,814	12.1%
Banks, Savings & Lending Institutions	500	2.1%	6,468	1.8%	717	2.1%	8,367	1.7%
Securities Brokers	501	2.1%	15,610	4.3%	647	1.9%	16,163	3.3%
Insurance Carriers & Agents	559	2.4%	16,125	4.5%	774	2.2%	20,724	4.2%
Real Estate, Holding, Other Investment Offices	1,212	5.1%	12,066	3.4%	1,665	4.8%	14,561	2.9%
Services Summary	10,286	43.6%	145,917	40.5%	14,748	42.4%	201,313	40.7%
Hotels & Lodging	207	0.9%	4,103	1.1%	347	1.0%	5,896	1.2%
Automotive Services	578	2.4%	3,812	1.1%	880	2.5%	5,008	1.0%
Movies & Amusements	636	2.7%	8,069	2.2%	932	2.7%	11,144	2.3%
Health Services	2,068	8.8%	48,783	13.5%	2,690	7.7%	61,559	12.5%
Legal Services	528	2.2%	3,643	1.0%	684	2.0%	4,283	0.9%
Education Institutions & Libraries	522	2.2%	21,841	6.1%	921	2.6%	37,575	7.6%
Other Services	5,747	24.3%	55,666	15.5%	8,294	23.9%	75,849	15.4%
Government	721	3.1%	24,313	6.8%	1,366	3.9%	34,375	7.0%
Unclassified Establishments	1,109	4.7%	227	0.1%	1,607	4.6%	488	0.1%
Totals	23,609	100.0%	360,151	100.0%	34,757	100.0%	494,122	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%	4,129	1.1%	416	1.2%	5,801	1.2%
Mining	12	0.1%	76	0.0%	18	0.1%	198	0.0%
Utilities	27	0.1%	436	0.1%	51	0.1%	786	0.2%
Construction	1,840	7.8%	17,213	4.8%	2,663	7.7%	23,003	4.7%
Manufacturing	669	2.8%	18,544	5.1%	1,067	3.1%	28,447	5.8%
Wholesale Trade	744	3.2%	12,455	3.5%	1,086	3.1%	18,654	3.8%
Retail Trade	2,711	11.5%	48,095	13.4%	4,031	11.6%	67,963	13.8%
Motor Vehicle & Parts Dealers	370	1.6%	8,421	2.3%	582	1.7%	10,661	2.2%
Furniture & Home Furnishings Stores	117	0.5%	956	0.3%	170	0.5%	1,224	0.2%
Electronics & Appliance Stores	62	0.3%	635	0.2%	88	0.3%	754	0.2%
Building Material & Garden Equipment & Supplies Dealers	249	1.1%	4,928	1.4%	397	1.1%	11,281	2.3%
Food & Beverage Stores	509	2.2%	13,904	3.9%	762	2.2%	19,051	3.9%
Health & Personal Care Stores	315	1.3%	3,385	0.9%	447	1.3%	4,425	0.9%
Gasoline Stations & Fuel Dealers	46	0.2%	513	0.1%	96	0.3%	959	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	307	1.3%	2,490	0.7%	394	1.1%	2,919	0.6%
Sporting Goods, Hobby, Book, & Music Stores	443	1.9%	4,821	1.3%	674	1.9%	5,989	1.2%
General Merchandise Stores	291	1.2%	8,043	2.2%	420	1.2%	10,701	2.2%
Transportation & Warehousing	444	1.9%	5,838	1.6%	748	2.2%	8,855	1.8%
Information	446	1.9%	8,925	2.5%	729	2.1%	11,481	2.3%
Finance & Insurance	1,598	6.8%	38,731	10.8%	2,168	6.2%	45,767	9.3%
Central Bank/Credit Intermediation & Related Activities	492	2.1%	6,423	1.8%	701	2.0%	8,301	1.7%
Securities & Commodity Contracts	538	2.3%	15,794	4.4%	685	2.0%	16,353	3.3%
Funds, Trusts & Other Financial Vehicles	568	2.4%	16,514	4.6%	783	2.3%	21,113	4.3%
Real Estate, Rental & Leasing	1,222	5.2%	8,569	2.4%	1,680	4.8%	10,767	2.2%
Professional, Scientific & Tech Services	2,279	9.7%	24,517	6.8%	3,112	9.0%	32,018	6.5%
Legal Services	553	2.3%	3,848	1.1%	728	2.1%	4,562	0.9%
Management of Companies & Enterprises	87	0.4%	3,534	1.0%	122	0.4%	3,944	0.8%
Administrative, Support & Waste Management Services	824	3.5%	8,975	2.5%	1,128	3.2%	11,287	2.3%
Educational Services	614	2.6%	21,806	6.1%	1,002	2.9%	37,289	7.5%
Health Care & Social Assistance	2,735	11.6%	60,841	16.9%	3,658	10.5%	79,119	16.0%
Arts, Entertainment & Recreation	560	2.4%	7,923	2.2%	869	2.5%	11,075	2.2%
Accommodation & Food Services	1,699	7.2%	27,273	7.6%	2,418	7.0%	37,714	7.6%
Accommodation	207	0.9%	4,103	1.1%	347	1.0%	5,896	1.2%
Food Services & Drinking Places	1,492	6.3%	23,170	6.4%	2,071	6.0%	31,819	6.4%
Other Services (except Public Administration)	3,132	13.3%	17,724	4.9%	4,819	13.9%	25,074	5.1%
Automotive Repair & Maintenance	451	1.9%	2,956	0.8%	707	2.0%	3,957	0.8%
Public Administration	721	3.1%	24,328	6.8%	1,362	3.9%	34,397	7.0%
Unclassified Establishments	1,109	4.7%	220	0.1%	1,609	4.6%	481	0.1%
Total	23,609	100.0%	360,151	100.0%	34,757	100.0%	494,122	100.0%

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