

	30 minutes	60 minutes
Population		
2010 Population	514,740	797,944
2020 Population	613,060	911,316
2025 Population	659,640	963,723
2030 Population	698,397	1,009,359
2010-2020 Annual Rate	1.76%	1.34%
2020-2024 Annual Rate	1.40%	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	36.1
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 659,640. In 2020, the Census count in the area was 613,060. The rate of change since 2020 was 1.40% annually. The five-year projection for the population in the area is 698,397 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	76.5%	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%	7.1%
2025 Hispanic Origin (Any Race)	9.3%	8.7%

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

Households

2025 Wealth Index	96	92
2010 Households	201,793	312,645
2020 Households	242,735	359,863
2025 Households	263,539	383,827
2030 Households	280,579	403,818
2010-2020 Annual Rate	1.86%	1.42%
2020-2024 Annual Rate	1.58%	1.24%
2024-2029 Annual Rate	1.26%	1.02%
2025 Average Household Size	2.46	2.44

The household count in this area has changed from 242,735 in 2020 to 263,539 in the current year, a change of 1.58% annually. The five-year projection of households is 280,579, a change of 1.26% annually from the current year total. Average household size is currently 2.46, compared to 2.48 in the year 2020. The number of families in the current year is 162,201 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	\$86,339	\$82,636
2030 Median Household Income	\$97,663	\$92,763
2024-2029 Annual Rate	2.50%	2.34%
Average Household Income		
2025 Average Household Income	\$117,039	\$111,235
2030 Average Household Income	\$130,572	\$123,996
2024-2029 Annual Rate	2.21%	2.20%
Per Capita Income		
2025 Per Capita Income	\$46,851	\$44,401
2030 Per Capita Income	\$52,548	\$49,700
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 \$86,339 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$97,663 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$117,039 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$130,572 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$46,851 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$52,548 in five years, compared to \$51,203 for all U.S. households.

Housing		
2025 Housing Affordability Index	93	96
2010 Total Housing Units	215,947	336,082
2010 Owner Occupied Housing Units	142,742	218,634
2010 Renter Occupied Housing Units	59,051	94,011
2010 Vacant Housing Units	14,154	23,437
2020 Total Housing Units	259,162	385,995
2020 Owner Occupied Housing Units	162,651	241,780
2020 Renter Occupied Housing Units	80,084	118,083
2020 Vacant Housing Units	16,448	26,198
2025 Total Housing Units	283,067	413,998
2025 Owner Occupied Housing Units	176,884	258,385
2025 Renter Occupied Housing Units	86,655	125,442
2025 Vacant Housing Units	19,528	30,171
2030 Total Housing Units	301,296	435,842
2030 Owner Occupied Housing Units	189,407	273,901
2030 Renter Occupied Housing Units	91,172	129,917
2030 Vacant Housing Units	20,717	32,024
Socioeconomic Status Index		
2025 Socioeconomic Status Index	53.3	53.3

Currently, 62.5% of the 283,067 housing units in the area are owner occupied; 30.6%, renter occupied; and 6.9% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 259,162 housing units in the area and 6.3% vacant housing units. The annual rate of change in housing units since 2020 is 1.69%. Median home value in the area is \$312,020, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 2.64% annually to \$355,414.

	30 minutes	60 minutes
Population Summary		
2010 Total Population	514,740	797,944
2020 Total Population	613,060	911,316
2020 Group Quarters	10,969	29,984
2025 Total Population	659,640	963,723
2025 Group Quarters	11,028	28,699
2030 Total Population	698,397	1,009,359
2024-2029 Annual Rate	1.15%	0.93%
2025 Total Daytime Population	681,194	974,444
Workers	376,021	517,233
Residents	305,173	457,211
Household Summary		
2010 Households	201,793	312,645
2010 Average Household Size	2.49	2.47
2020 Total Households	242,735	359,863
2020 Average Household Size	2.48	2.45
2025 Households	263,539	383,827
2025 Average Household Size	2.46	2.44
2030 Households	280,579	403,818
2030 Average Household Size	2.45	2.43
2024-2029 Annual Rate	1.26%	1.02%
2010 Families	130,852	201,189
2010 Average Family Size	3.08	3.03
2025 Families	162,201	233,932
2025 Average Family Size	3.14	3.10
2030 Families	171,239	244,002
2030 Average Family Size	3.13	3.10
2024-2029 Annual Rate	1.09%	0.85%
Housing Unit Summary		
2000 Housing Units	177,613	286,169
Owner Occupied Housing Units	66.8%	66.5%
Renter Occupied Housing Units	28.6%	28.5%
Vacant Housing Units	4.7%	5.0%
2010 Housing Units	215,947	336,082
Owner Occupied Housing Units	66.1%	65.1%
Renter Occupied Housing Units	27.3%	28.0%
Vacant Housing Units	6.6%	7.0%
2020 Housing Units	259,162	385,995
Owner Occupied Housing Units	62.8%	62.6%
Renter Occupied Housing Units	30.9%	30.6%
Vacant Housing Units	6.3%	6.8%
2025 Housing Units	283,067	413,998
Owner Occupied Housing Units	62.5%	62.4%
Renter Occupied Housing Units	30.6%	30.3%
Vacant Housing Units	6.9%	7.3%
2030 Housing Units	301,296	435,842
Owner Occupied Housing Units	62.9%	62.8%
Renter Occupied Housing Units	30.3%	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	263,539	383,827
<\$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	\$117,039	\$111,235
2030 Households by Income		
Household Income Base	280,579	403,818
<\$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	19.3%	19.6%
\$150,000 - \$199,999	14.6%	13.7%
\$200,000+	15.1%	13.6%
Average Household Income	\$130,572	\$123,996
2025 Owner Occupied Housing Units by Value		
Total	176,855	258,325
<\$50,000	2.3%	3.0%
\$50,000 - \$99,999	2.5%	4.3%
\$100,000 - \$149,999	5.3%	7.2%
\$150,000 - \$199,999	10.7%	12.1%
\$200,000 - \$249,999	13.3%	13.3%
\$250,000 - \$299,999	13.0%	12.1%
\$300,000 - \$399,999	24.6%	21.9%
\$400,000 - \$499,999	12.9%	12.0%
\$500,000 - \$749,999	11.1%	10.3%
\$750,000 - \$999,999	2.8%	2.5%
\$1,000,000 - \$1,499,999	0.8%	0.8%
\$1,500,000 - \$1,999,999	0.4%	0.4%
\$2,000,000 +	0.3%	0.3%
Average Home Value	\$355,578	\$336,249
2030 Owner Occupied Housing Units by Value		
Total	189,375	273,837
<\$50,000	1.4%	1.9%
\$50,000 - \$99,999	1.1%	2.2%
\$100,000 - \$149,999	2.6%	4.1%
\$150,000 - \$199,999	7.1%	8.6%
\$200,000 - \$249,999	10.6%	10.9%
\$250,000 - \$299,999	12.3%	11.6%
\$300,000 - \$399,999	27.1%	24.7%
\$400,000 - \$499,999	16.2%	15.3%
\$500,000 - \$749,999	15.1%	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	\$411,985	\$395,156

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	\$86,339	\$82,636
2030	\$97,663	\$92,763
Median Home Value		
2025	\$312,020	\$291,916
2030	\$355,414	\$342,901
Per Capita Income		
2025	\$46,851	\$44,401
2030	\$52,548	\$49,700
Median Age		
2010	34.7	34.9
2020	36.0	36.1
2025	36.8	36.9
2030	37.7	37.8
2020 Population by Age		
Total	613,060	911,316
0 - 4	6.6%	6.2%
5 - 9	7.1%	6.7%
10 - 14	7.2%	7.0%
15 - 24	13.0%	15.0%
25 - 34	14.6%	13.7%
35 - 44	14.0%	13.1%
45 - 54	12.0%	11.5%
55 - 64	11.5%	11.8%
65 - 74	8.4%	8.9%
75 - 84	3.9%	4.3%
85 +	1.6%	1.9%
18 +	74.9%	76.1%
2025 Population by Age		
Total	659,640	963,722
0 - 4	6.4%	6.0%
5 - 9	6.8%	6.4%
10 - 14	6.8%	6.5%
15 - 24	13.4%	15.2%
25 - 34	14.1%	13.4%
35 - 44	14.4%	13.5%
45 - 54	12.1%	11.6%
55 - 64	10.8%	10.9%
65 - 74	8.8%	9.4%
75 - 84	4.8%	5.2%
85 +	1.6%	1.9%
18 +	76.0%	77.1%
2030 Population by Age		
Total	698,396	1,009,358
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%	10.3%
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
2020 Population by Sex		
Males	301,052	452,619
Females	312,008	458,697
2025 Population by Sex		
Males	327,471	483,448
Females	332,169	480,275
2030 Population by Sex		
Males	345,266	504,118
Females	353,131	505,241
2010 Population by Race/Ethnicity		
Total	514,740	797,945
White Alone	86.4%	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%	6.0%
Diversity Index	34.3	29.9
2020 Population by Race/Ethnicity		
Total	613,060	911,316
White Alone	78.1%	80.9%
Black Alone	6.3%	4.8%
American Indian Alone	0.4%	0.4%
Asian Alone	4.8%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.3%	3.2%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.6%	7.9%
Diversity Index	47.6	43.3
2025 Population by Race/Ethnicity		
Total	659,640	963,723
White Alone	76.5%	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%	7.1%
Hispanic Origin	9.3%	8.7%
Diversity Index	50.2	46.1
2030 Population by Race/Ethnicity		
Total	698,398	1,009,360
White Alone	75.2%	78.1%
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%	3.8%
Two or More Races	8.1%	7.6%
Hispanic Origin	10.0%	9.3%
Diversity Index	52.3	48.3

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	613,060	911,316
In Households	98.2%	96.7%
Householder	39.6%	39.5%
Opposite-Sex Spouse	18.8%	18.9%
Same-Sex Spouse	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.8%	2.7%
Same-Sex Unmarried Partner	0.1%	0.1%
Biological Child	27.9%	26.4%
Adopted Child	0.8%	0.8%
Stepchild	1.1%	1.1%
Grandchild	1.3%	1.2%
Brother or Sister	0.9%	0.8%
Parent	0.8%	0.7%
Parent-in-law	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.2%
Other Relatives	0.8%	0.7%
Foster Child	0.1%	0.1%
Other Nonrelatives	2.7%	3.1%
In Group Quarters	1.8%	3.3%
Institutionalized	0.9%	1.2%
Noninstitutionalized	0.9%	2.1%
2025 Population 25+ by Educational Attainment		
Total	439,256	634,950
Less than 9th Grade	2.9%	2.6%
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	11.8%	12.3%
Bachelor's Degree	28.9%	26.8%
Graduate/Professional Degree	14.1%	13.7%
2025 Population 15+ by Marital Status		
Total	527,791	781,197
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+	368,401	525,977
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	2.5%	2.3%

	30 minutes	60 minutes
2025 Employed Population 16+ by Industry		
Total	357,349	509,549
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	45.6%	45.9%
Public Administration	3.9%	3.9%
2025 Employed Population 16+ by Occupation		
Total	357,350	509,549
White Collar	67.3%	65.1%
Management/Business/Financial	21.0%	19.6%
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	242,735	359,863
Married Couple Households	48.0%	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	2.0%	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	242,735	359,863
1 Person Household	29.0%	29.1%
2 Person Household	33.4%	34.5%
3 Person Household	14.5%	14.1%
4 Person Household	13.4%	12.9%
5 Person Household	6.2%	6.0%
6 Person Household	2.3%	2.3%
7 + Person Household	1.2%	1.1%

	30 minutes	60 minutes
2020 Households by Tenure and Mortgage Status		
Total	242,735	359,863
Owner Occupied	67.0%	67.2%
Owned with a Mortgage/Loan	50.0%	47.7%
Owned Free and Clear	17.0%	19.5%
Renter Occupied	33.0%	32.8%
2025 Affordability, Mortgage and Wealth		
Housing Affordability Index	93	96
Percent of Income for Mortgage	22.6%	22.1%
Wealth Index	96	92
2020 Housing Units By Urban/ Rural Status		
Total	259,162	385,995
Urban Housing Units	92.6%	81.6%
Rural Housing Units	7.4%	18.4%
2020 Population By Urban/ Rural Status		
Total	613,060	911,316
Urban Population	91.7%	80.7%
Rural Population	8.3%	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 \$	\$663,323,246	\$909,665,901
Average Spent	\$2,516.98	\$2,369.99
Spending Potential Index	103	97
Education: Total \$	\$471,608,456	\$659,751,093
Average Spent	\$1,789.52	\$1,718.88
Spending Potential Index	100	96
Entertainment/Recreation: Total \$	\$1,095,812,207	\$1,541,450,765
Average Spent	\$4,158.06	\$4,016.00
Spending Potential Index	101	98
Food at Home: Total \$	\$1,973,067,587	\$2,769,564,223
Average Spent	\$7,486.81	\$7,215.66
Spending Potential Index	101	97
Food Away from Home: Total \$	\$1,100,706,868	\$1,509,193,477
Average Spent	\$4,176.64	\$3,931.96
Spending Potential Index	101	95
Health Care: Total \$	\$2,056,016,811	\$2,932,550,518
Average Spent	\$7,801.57	\$7,640.29
Spending Potential Index	101	99
HH Furnishings & Equipment: Total \$	\$780,794,324	\$1,083,745,417
Average Spent	\$2,962.73	\$2,823.53
Spending Potential Index	102	97
Personal Care Products & Services: Total \$	\$282,626,348	\$386,694,812
Average Spent	\$1,072.43	\$1,007.47
Spending Potential Index	102	96
Shelter: Total \$	\$6,978,618,792	\$9,596,621,678
Average Spent	\$26,480.40	\$25,002.47
Spending Potential Index	99	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$885,668,240	\$1,224,964,713
Average Spent	\$3,360.67	\$3,191.45
Spending Potential Index	102	97
Travel: Total \$	\$943,409,003	\$1,302,142,633
Average Spent	\$3,579.77	\$3,392.52
Spending Potential Index	99	94
Vehicle Maintenance & Repairs: Total \$	\$364,865,545	\$512,275,784
Average Spent	\$1,384.48	\$1,334.65
Spending Potential Index	103	99

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
		Population	659,640	698,397
		Households	263,539	280,579
		Families	162,201	171,239
		Median Age	36.8	37.7
		Median Household Income	\$86,339	\$97,663
			2025	2030
		Consumer Spending		Projected Spending Growth
Apparel and Services			\$663,323,246	\$788,327,136
Men's			\$131,432,432	\$156,078,250
Women's			\$223,959,716	\$266,005,984
Children's			\$94,146,485	\$112,086,735
Footwear			\$147,141,772	\$174,969,038
Watches & Jewelry			\$54,180,081	\$64,394,072
Apparel Products and Services (1)			\$12,462,760	\$14,793,057
Computer				
Computers and Hardware for Home Use			\$62,099,819	\$73,793,062
Portable Memory			\$1,021,962	\$1,214,963
Computer Software			\$4,650,811	\$5,530,930
Computer Accessories			\$5,244,581	\$6,231,383
Entertainment & Recreation			\$1,095,812,207	\$1,300,647,049
Fees and Admissions			\$252,582,389	\$300,284,142
Membership Fees for Clubs (2)			\$84,061,566	\$99,838,023
Fees for Participant Sports, excl. Trips			\$46,595,095	\$55,393,522
Tickets to Theatre/Operas/Concerts			\$29,800,649	\$35,407,736
Tickets to Movies			\$10,337,682	\$12,301,915
Tickets to Parks or Museums			\$10,947,455	\$13,046,848
Admission to Sporting Events, excl. Trips			\$26,741,460	\$31,748,873
Fees for Recreational Lessons			\$43,775,296	\$52,163,456
Dating Services			\$323,185	\$383,767
TV/Video/Audio			\$330,089,270	\$391,500,833
Cable and Satellite Television Services			\$169,537,010	\$200,691,986
Televisions			\$33,125,260	\$39,365,068
Satellite Dishes			\$342,654	\$407,228
VCRs, Video Cameras, and DVD Players			\$1,122,867	\$1,334,655
Miscellaneous Video Equipment			\$10,829,728	\$12,922,610
Video Cassettes and DVDs			\$1,194,163	\$1,417,093
Video Game Hardware/Accessories			\$13,523,859	\$16,071,627
Video Game Software			\$6,631,311	\$7,880,125
Rental/Streaming/Downloaded Video			\$55,198,623	\$65,588,278
Installation of Televisions			\$364,856	\$433,721
Audio (3)			\$37,601,480	\$44,656,074
Rental and Repair of TV/Radio/Sound Equipment			\$617,460	\$732,369
Pets			\$278,606,291	\$330,327,503
Toys/Games/Crafts/Hobbies (4)			\$49,074,938	\$58,247,392
Recreational Vehicles and Fees (5)			\$51,819,116	\$61,581,265
Sports/Recreation/Exercise Equipment (6)			\$70,240,354	\$83,471,209
Photo Equipment and Supplies (7)			\$18,780,884	\$22,290,721
Reading (8)			\$32,298,431	\$38,307,802
Catered Affairs (9)			\$12,320,534	\$14,636,183
Food			\$3,073,774,455	\$3,649,792,559
Food at Home			\$1,973,067,587	\$2,341,421,752
Bakery and Cereal Products			\$262,902,894	\$311,931,747
Meats, Poultry, Fish, and Eggs			\$404,469,579	\$479,973,327
Dairy Products			\$200,101,728	\$237,428,085
Fruits and Vegetables			\$333,886,780	\$396,350,103
Snacks and Other Food at Home (10)			\$771,706,606	\$915,738,490
Food Away from Home			\$1,100,706,868	\$1,308,370,808
Alcoholic Beverages			\$179,172,191	\$212,809,027

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$11,670,999,347	\$13,825,712,632	\$2,154,713,285
Value of Retirement Plans	\$39,866,819,515	\$47,197,030,553	\$7,330,211,038
Value of Other Financial Assets	\$3,557,592,622	\$4,217,674,298	\$660,081,676
Vehicle Loan Amount excluding Interest	\$991,057,814	\$1,178,062,457	\$187,004,643
Value of Credit Card Debt	\$820,330,447	\$973,964,938	\$153,634,491
Health			
Nonprescription Drugs	\$53,745,364	\$63,751,182	\$10,005,818
Prescription Drugs	\$118,326,193	\$139,651,535	\$21,325,342
Eyeglasses and Contact Lenses	\$35,018,467	\$41,489,204	\$6,470,737
Home			
Mortgage Payment and Basics (11)	\$3,494,454,585	\$4,149,050,328	\$654,595,743
Maintenance and Remodeling Services	\$1,184,256,888	\$1,404,514,762	\$220,257,874
Maintenance and Remodeling Materials (12)	\$214,136,570	\$253,883,815	\$39,747,245
Utilities, Fuel, and Public Services	\$1,580,372,863	\$1,874,067,490	\$293,694,627
Household Furnishings and Equipment			
Household Textiles (13)	\$31,632,713	\$37,555,776	\$5,923,063
Furniture	\$241,472,373	\$286,849,319	\$45,376,946
Rugs	\$10,471,246	\$12,429,048	\$1,957,802
Major Appliances (14)	\$134,647,717	\$159,798,003	\$25,150,286
Housewares (15)	\$25,535,853	\$30,316,475	\$4,780,622
Small Appliances	\$20,565,166	\$24,438,852	\$3,873,686
Luggage	\$6,592,659	\$7,833,435	\$1,240,776
Telephones and Accessories	\$23,010,963	\$27,226,583	\$4,215,620
Household Operations			
Child Care	\$163,272,432	\$194,368,480	\$31,096,048
Lawn and Garden (16)	\$174,466,874	\$206,658,309	\$32,191,435
Moving/Storage/Freight Express	\$32,678,155	\$38,859,220	\$6,181,065
Housekeeping Supplies (17)	\$230,783,722	\$273,776,930	\$42,993,208
Insurance			
Owners and Renters Insurance	\$229,167,646	\$271,636,052	\$42,468,406
Vehicle Insurance	\$593,399,697	\$704,700,298	\$111,300,601
Life/Other Insurance	\$181,627,139	\$215,521,056	\$33,893,917
Health Insurance	\$1,320,438,735	\$1,565,153,807	\$244,715,072
Personal Care Products (18)	\$162,369,000	\$192,910,667	\$30,541,667
School Books (19)			
Smoking Products	\$125,868,473	\$148,944,014	\$23,075,541
Transportation			
Payments on Vehicles excluding Leases	\$837,536,707	\$994,720,665	\$157,183,958
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$364,865,545	\$433,047,258	\$68,181,713
Travel			
Airline Fares	\$217,448,301	\$258,628,506	\$41,180,205
Lodging on Trips	\$286,549,985	\$340,201,134	\$53,651,149
Auto/Truck Rental on Trips	\$32,690,249	\$38,868,704	\$6,178,455
Food and Drink on Trips	\$222,325,724	\$264,151,511	\$41,825,787

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	963,723	1,009,359
		Households	383,827	403,818
		Families	233,932	244,002
		Median Age	36.9	37.8
		Median Household Income	\$82,636	\$92,763
			2025	2030
		Consumer Spending		Projected Spending Growth
Apparel and Services			\$909,665,901	\$1,067,682,245
Men's			\$181,402,296	\$212,751,825
Women's			\$307,355,384	\$360,602,385
Children's			\$127,145,666	\$149,481,551
Footwear			\$202,797,103	\$238,075,561
Watches & Jewelry			\$73,680,008	\$86,508,695
Apparel Products and Services (1)			\$17,285,443	\$20,262,229
Computer				
Computers and Hardware for Home Use			\$84,809,348	\$99,561,656
Portable Memory			\$1,454,118	\$1,705,818
Computer Software			\$6,535,918	\$7,670,228
Computer Accessories			\$7,366,029	\$8,637,553
Entertainment & Recreation			\$1,541,450,765	\$1,805,846,759
Fees and Admissions			\$342,850,702	\$402,593,052
Membership Fees for Clubs (2)			\$115,050,516	\$134,964,567
Fees for Participant Sports, excl. Trips			\$62,825,309	\$73,787,762
Tickets to Theatre/Operas/Concerts			\$40,848,661	\$47,935,288
Tickets to Movies			\$13,923,951	\$16,371,107
Tickets to Parks or Museums			\$15,066,671	\$17,713,495
Admission to Sporting Events, excl. Trips			\$37,170,520	\$43,569,954
Fees for Recreational Lessons			\$57,526,176	\$67,735,510
Dating Services			\$438,897	\$515,369
TV/Video/Audio			\$465,139,175	\$544,641,303
Cable and Satellite Television Services			\$244,238,826	\$285,363,734
Televisions			\$45,217,885	\$53,082,191
Satellite Dishes			\$476,478	\$559,161
VCRs, Video Cameras, and DVD Players			\$1,580,909	\$1,854,083
Miscellaneous Video Equipment			\$13,682,686	\$16,158,801
Video Cassettes and DVDs			\$1,708,000	\$2,000,185
Video Game Hardware/Accessories			\$18,994,471	\$22,282,136
Video Game Software			\$9,270,947	\$10,881,121
Rental/Streaming/Downloaded Video			\$76,260,000	\$89,481,643
Installation of Televisions			\$484,348	\$569,157
Audio (3)			\$52,372,353	\$61,410,144
Rental and Repair of TV/Radio/Sound Equipment			\$852,272	\$998,948
Pets			\$401,935,986	\$470,133,721
Toys/Games/Crafts/Hobbies (4)			\$69,304,770	\$81,187,118
Recreational Vehicles and Fees (5)			\$72,788,517	\$85,331,063
Sports/Recreation/Exercise Equipment (6)			\$100,123,393	\$117,345,743
Photo Equipment and Supplies (7)			\$26,070,715	\$30,557,872
Reading (8)			\$45,868,660	\$53,699,155
Catered Affairs (9)			\$17,368,846	\$20,357,731
Food			\$4,278,757,700	\$5,016,175,774
Food at Home			\$2,769,564,223	\$3,244,550,874
Bakery and Cereal Products			\$369,222,527	\$432,480,659
Meats, Poultry, Fish, and Eggs			\$566,330,297	\$663,495,492
Dairy Products			\$282,448,333	\$330,796,681
Fruits and Vegetables			\$466,112,605	\$546,273,412
Snacks and Other Food at Home (10)			\$1,085,450,461	\$1,271,504,630
Food Away from Home			\$1,509,193,477	\$1,771,624,900
Alcoholic Beverages			\$244,990,780	\$287,438,995

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$16,306,717,225	\$19,079,446,332	\$2,772,729,107
Value of Retirement Plans	\$56,370,793,200	\$65,894,265,947	\$9,523,472,747
Value of Other Financial Assets	\$4,931,730,070	\$5,774,349,929	\$842,619,859
Vehicle Loan Amount excluding Interest	\$1,375,595,866	\$1,614,116,137	\$238,520,271
Value of Credit Card Debt	\$1,128,411,454	\$1,323,235,666	\$194,824,212
Health			
Nonprescription Drugs	\$75,612,429	\$88,540,636	\$12,928,207
Prescription Drugs	\$174,847,559	\$203,713,972	\$28,866,413
Eyeglasses and Contact Lenses	\$50,462,477	\$58,996,257	\$8,533,780
Home			
Mortgage Payment and Basics (11)	\$4,802,538,705	\$5,630,317,683	\$827,778,978
Maintenance and Remodeling Services	\$1,673,774,748	\$1,958,908,907	\$285,134,159
Maintenance and Remodeling Materials (12)	\$311,458,315	\$364,079,584	\$52,621,269
Utilities, Fuel, and Public Services	\$2,235,543,883	\$2,616,927,430	\$381,383,547
Household Furnishings and Equipment			
Household Textiles (13)	\$43,879,213	\$51,446,029	\$7,566,816
Furniture	\$333,154,340	\$390,807,521	\$57,653,181
Rugs	\$14,390,836	\$16,872,999	\$2,482,163
Major Appliances (14)	\$187,488,258	\$219,681,649	\$32,193,391
Housewares (15)	\$35,716,610	\$41,863,793	\$6,147,183
Small Appliances	\$28,587,924	\$33,541,379	\$4,953,455
Luggage	\$8,944,284	\$10,500,842	\$1,556,558
Telephones and Accessories	\$32,967,394	\$38,519,046	\$5,551,652
Household Operations			
Child Care	\$218,301,452	\$256,714,722	\$38,413,270
Lawn and Garden (16)	\$251,597,596	\$294,041,401	\$42,443,805
Moving/Storage/Freight Express	\$44,443,944	\$52,213,784	\$7,769,840
Housekeeping Supplies (17)	\$324,088,895	\$379,570,715	\$55,481,820
Insurance			
Owners and Renters Insurance	\$324,860,319	\$380,048,426	\$55,188,107
Vehicle Insurance	\$825,258,535	\$967,669,113	\$142,410,578
Life/Other Insurance	\$253,332,375	\$296,765,694	\$43,433,319
Health Insurance	\$1,873,076,130	\$2,191,534,362	\$318,458,232
Personal Care Products (18)	\$223,676,181	\$262,457,948	\$38,781,767
School Books (19)			
Smoking Products	\$184,552,931	\$215,536,097	\$30,983,166
Transportation			
Payments on Vehicles excluding Leases	\$1,170,269,390	\$1,371,949,643	\$201,680,253
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$512,275,784	\$600,218,409	\$87,942,625
Travel			
Airline Fares	\$293,610,826	\$344,965,176	\$51,354,350
Lodging on Trips	\$398,360,636	\$466,903,940	\$68,543,304
Auto/Truck Rental on Trips	\$44,700,201	\$52,484,227	\$7,784,026
Food and Drink on Trips	\$308,068,808	\$361,341,434	\$53,272,626

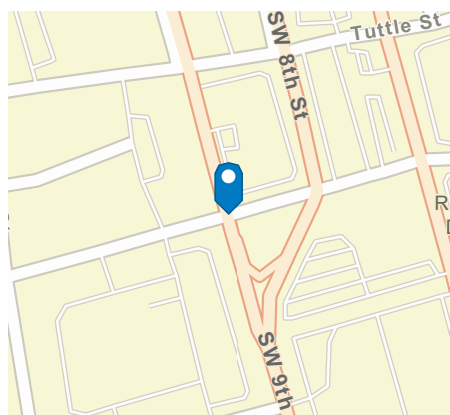
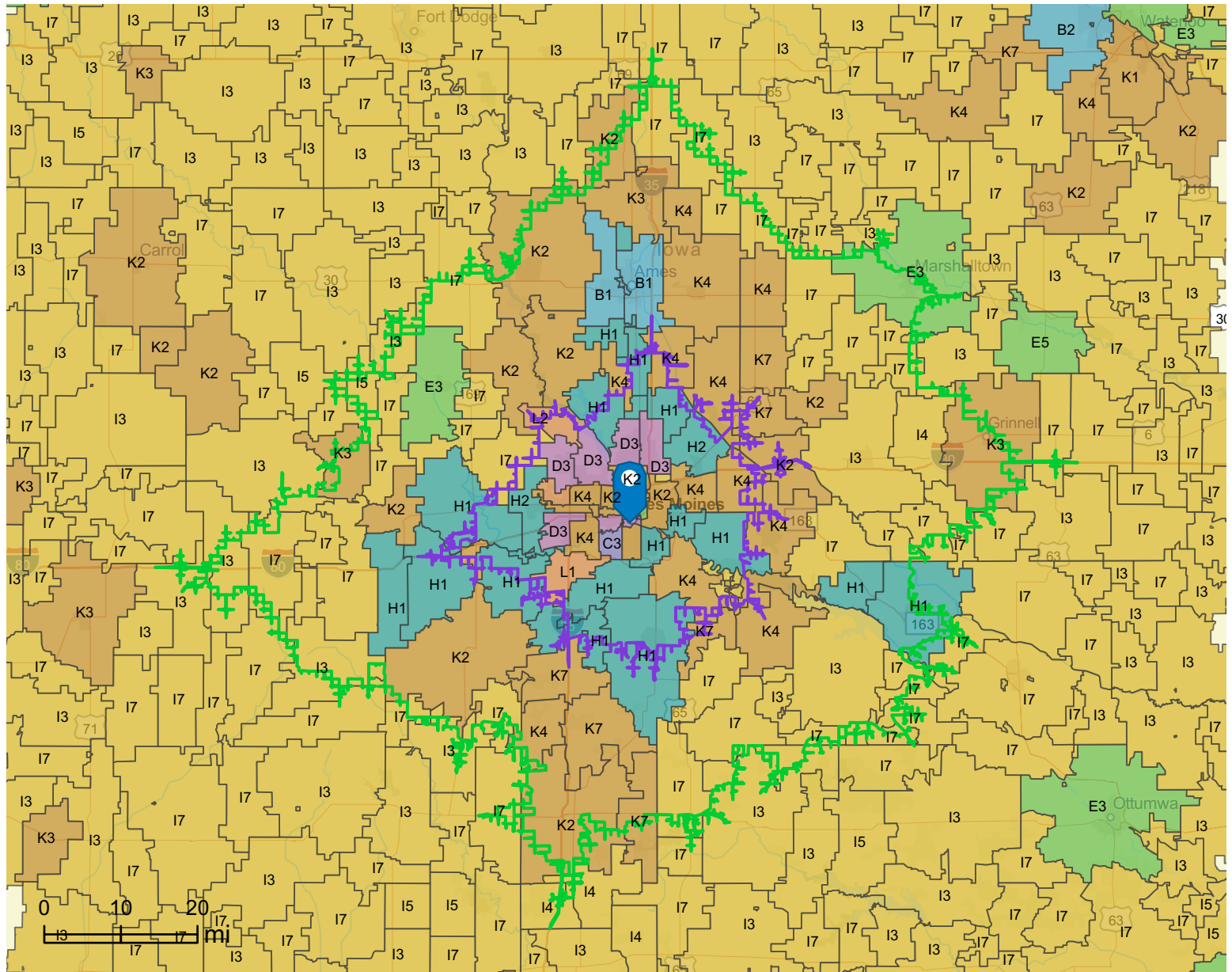
Source: Esri, Esri-U.S. BLS

- (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

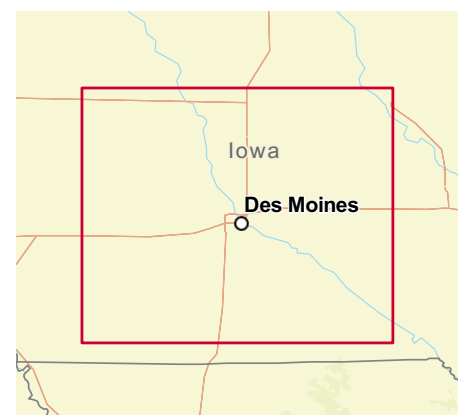
Dominant Tapestry Map

Stadium District
 SW 9th St & Murphy 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 \(Top Tier\)](#)

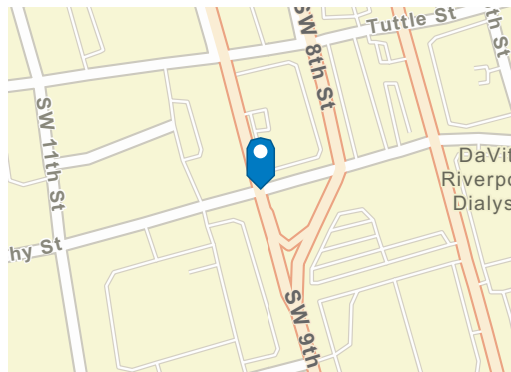


Traffic Count Map - Close Up

Stadium District

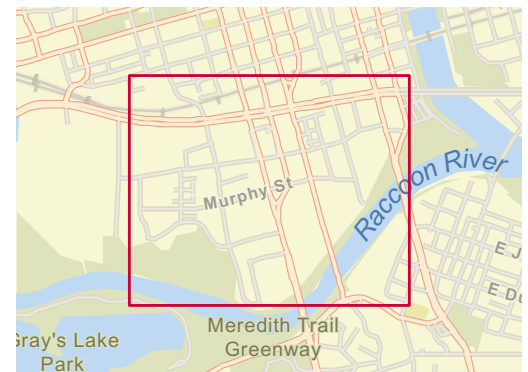
SW 9th St & Murphy St, Des Moines, Iowa, 50309

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





Business Summary For Downtown Retail (Esri 2025)

Stadium District

Prepared by Greater Des Moines Partnership



Data for all businesses in area	30 minutes				60 minutes			
Total Businesses:	23,514				34,693			
Total Employees:	359,527				494,327			
Total Population:	659,640				963,723			
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	527	2.2%	6,637	1.8%	1,028	3.0%	9,573	1.9%
Construction	1,721	7.3%	15,934	4.4%	2,522	7.3%	21,609	4.4%
Manufacturing	625	2.7%	22,400	6.2%	1,010	2.9%	32,809	6.6%
Transportation	546	2.3%	6,817	1.9%	915	2.6%	10,069	2.0%
Communication	169	0.7%	1,947	0.5%	282	0.8%	2,856	0.6%
Utility	82	0.3%	1,131	0.3%	145	0.4%	1,886	0.4%
Wholesale Trade	751	3.2%	12,549	3.5%	1,098	3.2%	18,897	3.8%
Retail Trade Summary	4,274	18.2%	71,767	20.0%	6,229	18.0%	100,586	20.3%
Home Improvement	253	1.1%	4,942	1.4%	401	1.2%	11,304	2.3%
General Merchandise Stores	164	0.7%	6,941	1.9%	252	0.7%	9,433	1.9%
Food Stores	554	2.4%	12,981	3.6%	831	2.4%	18,345	3.7%
Auto Dealers & Gas Stations	403	1.7%	8,836	2.5%	658	1.9%	11,473	2.3%
Apparel & Accessory Stores	259	1.1%	2,198	0.6%	334	1.0%	2,584	0.5%
Furniture & Home Furnishings	230	1.0%	1,858	0.5%	335	1.0%	2,358	0.5%
Eating & Drinking Places	1,437	6.1%	22,691	6.3%	2,005	5.8%	31,226	6.3%
Miscellaneous Retail	974	4.1%	11,320	3.1%	1,413	4.1%	13,863	2.8%
Finance, Insurance, Real Estate Summary	2,761	11.7%	50,166	14.0%	3,788	10.9%	59,757	12.1%
Banks, Savings & Lending Institutions	497	2.1%	6,451	1.8%	715	2.1%	8,346	1.7%
Securities Brokers	498	2.1%	15,603	4.3%	648	1.9%	16,164	3.3%
Insurance Carriers & Agents	555	2.4%	16,053	4.5%	768	2.2%	20,712	4.2%
Real Estate, Holding, Other Investment Offices	1,211	5.2%	12,059	3.4%	1,658	4.8%	14,535	2.9%
Services Summary	10,257	43.6%	145,829	40.6%	14,718	42.4%	201,479	40.8%
Hotels & Lodging	207	0.9%	4,100	1.1%	346	1.0%	5,888	1.2%
Automotive Services	580	2.5%	3,815	1.1%	878	2.5%	5,011	1.0%
Movies & Amusements	633	2.7%	8,053	2.2%	929	2.7%	11,124	2.3%
Health Services	2,063	8.8%	48,809	13.6%	2,685	7.7%	61,835	12.5%
Legal Services	525	2.2%	3,613	1.0%	683	2.0%	4,283	0.9%
Education Institutions & Libraries	518	2.2%	21,856	6.1%	919	2.6%	37,507	7.6%
Other Services	5,731	24.4%	55,584	15.5%	8,278	23.9%	75,831	15.3%
Government	707	3.0%	24,126	6.7%	1,348	3.9%	34,316	6.9%
Unclassified Establishments	1,094	4.7%	224	0.1%	1,610	4.6%	489	0.1%
Totals	23,514	100.0%	359,527	100.0%	34,693	100.0%	494,327	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	133	0.6%	4,100	1.1%	418	1.2%	5,811	1.2%
Mining	11	0.0%	74	0.0%	19	0.1%	200	0.0%
Utilities	27	0.1%	441	0.1%	51	0.1%	778	0.2%
Construction	1,836	7.8%	17,177	4.8%	2,665	7.7%	23,032	4.7%
Manufacturing	667	2.8%	18,409	5.1%	1,067	3.1%	28,473	5.8%
Wholesale Trade	742	3.2%	12,448	3.5%	1,086	3.1%	18,737	3.8%
Retail Trade	2,703	11.5%	48,089	13.4%	4,029	11.6%	68,002	13.8%
Motor Vehicle & Parts Dealers	369	1.6%	8,431	2.3%	581	1.7%	10,666	2.2%
Furniture & Home Furnishings Stores	116	0.5%	937	0.3%	170	0.5%	1,225	0.2%
Electronics & Appliance Stores	61	0.3%	632	0.2%	88	0.3%	754	0.2%
Building Material & Garden Equipment & Supplies Dealers	249	1.1%	4,929	1.4%	397	1.1%	11,291	2.3%
Food & Beverage Stores	509	2.2%	13,919	3.9%	762	2.2%	19,090	3.9%
Health & Personal Care Stores	315	1.3%	3,381	0.9%	447	1.3%	4,431	0.9%
Gasoline Stations & Fuel Dealers	46	0.2%	514	0.1%	96	0.3%	949	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	305	1.3%	2,483	0.7%	394	1.1%	2,917	0.6%
Sporting Goods, Hobby, Book, & Music Stores	441	1.9%	4,817	1.3%	674	1.9%	5,985	1.2%
General Merchandise Stores	291	1.2%	8,047	2.2%	420	1.2%	10,693	2.2%
Transportation & Warehousing	445	1.9%	5,837	1.6%	749	2.2%	8,871	1.8%
Information	444	1.9%	8,907	2.5%	727	2.1%	11,473	2.3%
Finance & Insurance	1,589	6.8%	38,639	10.7%	2,161	6.2%	45,735	9.3%
Central Bank/Credit Intermediation & Related Activities	490	2.1%	6,409	1.8%	698	2.0%	8,280	1.7%
Securities & Commodity Contracts	535	2.3%	15,787	4.4%	686	2.0%	16,354	3.3%
Funds, Trusts & Other Financial Vehicles	564	2.4%	16,442	4.6%	777	2.2%	21,101	4.3%
Real Estate, Rental & Leasing	1,220	5.2%	8,559	2.4%	1,677	4.8%	10,760	2.2%
Professional, Scientific & Tech Services	2,274	9.7%	24,496	6.8%	3,105	8.9%	32,067	6.5%
Legal Services	549	2.3%	3,815	1.1%	725	2.1%	4,555	0.9%
Management of Companies & Enterprises	87	0.4%	3,533	1.0%	121	0.3%	3,932	0.8%
Administrative, Support & Waste Management Services	821	3.5%	8,959	2.5%	1,129	3.3%	11,316	2.3%
Educational Services	609	2.6%	21,796	6.1%	1,000	2.9%	37,216	7.5%
Health Care & Social Assistance	2,730	11.6%	60,866	16.9%	3,650	10.5%	79,338	16.0%
Arts, Entertainment & Recreation	557	2.4%	7,910	2.2%	867	2.5%	11,059	2.2%
Accommodation & Food Services	1,693	7.2%	27,225	7.6%	2,411	6.9%	37,655	7.6%
Accommodation	207	0.9%	4,100	1.1%	346	1.0%	5,888	1.2%
Food Services & Drinking Places	1,486	6.3%	23,125	6.4%	2,065	6.0%	31,767	6.4%
Other Services (except Public Administration)	3,125	13.3%	17,708	4.9%	4,807	13.9%	25,052	5.1%
Automotive Repair & Maintenance	453	1.9%	2,963	0.8%	704	2.0%	3,960	0.8%
Public Administration	706	3.0%	24,135	6.7%	1,344	3.9%	34,338	6.9%
Unclassified Establishments	1,094	4.7%	217	0.1%	1,612	4.6%	482	0.1%
Total	23,514	100.0%	359,527	100.0%	34,693	100.0%	494,327	100.0%

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