

	30 minutes	60 minutes
<b>Population</b>		
2010 Population	516,636	802,056
2020 Population	615,806	915,451
2025 Population	662,196	967,740
2030 Population	700,906	1,013,316
2010-2020 Annual Rate	1.77%	1.33%
2020-2024 Annual Rate	1.39%	1.06%
2024-2029 Annual Rate	1.14%	0.92%
2020 Male Population	49.1%	49.7%
2020 Female Population	50.9%	50.3%
2020 Median Age	36.0	36.0
2025 Male Population	49.7%	50.2%
2025 Female Population	50.3%	49.8%
2025 Median Age	36.8	36.9

In the identified area, the current year population is 662,196. In 2020, the Census count in the area was 615,806. The rate of change since 2020 was 1.39% annually. The five-year projection for the population in the area is 700,906 representing a change of 1.14% annually from 2025 to 2030. Currently, the population is 49.7% male and 50.3% female.

<b>Median Age</b>		
The median age in this area is 36.8, compared to U.S. median age of 39.3.		
<b>Race and Ethnicity</b>		
2025 White Alone	76.6%	79.3%
2025 Black Alone	6.8%	5.3%
2025 American Indian/Alaska Native Alone	0.4%	0.4%
2025 Asian Alone	4.9%	4.2%
2025 Pacific Islander Alone	0.1%	0.1%
2025 Other Race	3.6%	3.6%
2025 Two or More Races	7.6%	7.1%
2025 Hispanic Origin (Any Race)	9.3%	8.8%

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 50.1 in the identified area, compared to 72.5 for the U.S. as a whole.

<b>Households</b>		
2025 Wealth Index	96	92
2010 Households	202,473	314,220
2020 Households	243,674	361,371
2025 Households	264,436	385,301
2030 Households	281,463	405,279
2010-2020 Annual Rate	1.87%	1.41%
2020-2024 Annual Rate	1.57%	1.23%
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 243,674 in 2020 to 264,436 in the current year, a change of 1.57% annually. The five-year projection of households is 281,463, 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 162,880 in the specified area.

	30 minutes	60 minutes
<b>Mortgage Income</b>		
2025 Percent of Income for Mortgage	22.6%	22.1%
<b>Median Household Income</b>		
2025 Median Household Income	\$86,544	\$82,535
2030 Median Household Income	\$97,976	\$92,624
2024-2029 Annual Rate	2.51%	2.33%
<b>Average Household Income</b>		
2025 Average Household Income	\$117,335	\$111,128
2030 Average Household Income	\$130,935	\$123,872
2024-2029 Annual Rate	2.22%	2.20%
<b>Per Capita Income</b>		
2025 Per Capita Income	\$46,943	\$44,337
2030 Per Capita Income	\$52,665	\$49,629
2024-2029 Annual Rate	2.33%	2.28%
<b>GINI Index</b>		
2025 Gini Index	44.7	44.5

**Households by Income**

Current median household income is \$86,544 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$97,976 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$117,335 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$130,935 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$46,943 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$52,665 in five years, compared to \$51,203 for all U.S. households.

**Housing**

2025 Housing Affordability Index	93	96
2010 Total Housing Units	216,751	337,764
2010 Owner Occupied Housing Units	143,322	219,646
2010 Renter Occupied Housing Units	59,151	94,574
2010 Vacant Housing Units	14,278	23,544
2020 Total Housing Units	260,195	387,621
2020 Owner Occupied Housing Units	163,410	242,756
2020 Renter Occupied Housing Units	80,264	118,615
2020 Vacant Housing Units	16,481	26,343
2025 Total Housing Units	284,056	415,604
2025 Owner Occupied Housing Units	177,602	259,333
2025 Renter Occupied Housing Units	86,834	125,968
2025 Vacant Housing Units	19,620	30,303
2030 Total Housing Units	302,265	437,439
2030 Owner Occupied Housing Units	190,122	274,855
2030 Renter Occupied Housing Units	91,341	130,424
2030 Vacant Housing Units	20,802	32,160

**Socioeconomic Status Index**

2025 Socioeconomic Status Index	53.3	53.2
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Currently, 62.5% of the 284,056 housing units in the area are owner occupied; 30.6%, renter occupied; and 6.9% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 260,195 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 \$312,666, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 2.62% annually to \$355,894.

	30 minutes	60 minutes
<b>Population Summary</b>		
2010 Total Population	516,636	802,056
2020 Total Population	615,806	915,451
2020 Group Quarters	10,948	30,097
2025 Total Population	662,196	967,740
2025 Group Quarters	11,008	28,812
2030 Total Population	700,906	1,013,316
2024-2029 Annual Rate	1.14%	0.92%
2025 Total Daytime Population	683,147	978,936
Workers	376,805	519,751
Residents	306,342	459,185
<b>Household Summary</b>		
2010 Households	202,473	314,220
2010 Average Household Size	2.50	2.47
2020 Total Households	243,674	361,371
2020 Average Household Size	2.48	2.45
2025 Households	264,436	385,301
2025 Average Household Size	2.46	2.44
2030 Households	281,463	405,279
2030 Average Household Size	2.45	2.43
2024-2029 Annual Rate	1.26%	1.02%
2010 Families	131,408	202,170
2010 Average Family Size	3.08	3.03
2025 Families	162,880	234,821
2025 Average Family Size	3.14	3.10
2030 Families	171,909	244,872
2030 Average Family Size	3.13	3.10
2024-2029 Annual Rate	1.08%	0.84%
<b>Housing Unit Summary</b>		
2000 Housing Units	178,257	287,866
Owner Occupied Housing Units	66.8%	66.5%
Renter Occupied Housing Units	28.5%	28.5%
Vacant Housing Units	4.7%	5.0%
2010 Housing Units	216,751	337,764
Owner Occupied Housing Units	66.1%	65.0%
Renter Occupied Housing Units	27.3%	28.0%
Vacant Housing Units	6.6%	7.0%
2020 Housing Units	260,195	387,621
Owner Occupied Housing Units	62.8%	62.6%
Renter Occupied Housing Units	30.8%	30.6%
Vacant Housing Units	6.3%	6.8%
2025 Housing Units	284,056	415,604
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	302,265	437,439
Owner Occupied Housing Units	62.9%	62.8%
Renter Occupied Housing Units	30.2%	29.8%
Vacant Housing Units	6.9%	7.4%

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

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

	30 minutes	60 minutes
<b>2025 Households by Income</b>		
Household Income Base	264,436	385,301
<\$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	11.4%	11.3%
\$50,000 - \$74,999	14.9%	15.8%
\$75,000 - \$99,999	13.6%	13.7%
\$100,000 - \$149,999	18.9%	19.0%
\$150,000 - \$199,999	12.1%	11.2%
\$200,000+	12.6%	11.1%
Average Household Income	\$117,335	\$111,128
<b>2030 Households by Income</b>		
Household Income Base	281,463	405,279
<\$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	14.7%	13.6%
\$200,000+	15.2%	13.5%
Average Household Income	\$130,935	\$123,872
<b>2025 Owner Occupied Housing Units by Value</b>		
Total	177,573	259,273
<\$50,000	2.3%	3.0%
\$50,000 - \$99,999	2.5%	4.4%
\$100,000 - \$149,999	5.3%	7.3%
\$150,000 - \$199,999	10.6%	12.1%
\$200,000 - \$249,999	13.2%	13.2%
\$250,000 - \$299,999	13.0%	12.1%
\$300,000 - \$399,999	24.6%	21.8%
\$400,000 - \$499,999	13.0%	11.9%
\$500,000 - \$749,999	11.1%	10.2%
\$750,000 - \$999,999	2.9%	2.5%
\$1,000,000 - \$1,499,999	0.8%	0.8%
\$1,500,000 - \$1,999,999	0.4%	0.4%
\$2,000,000 +	0.3%	0.3%
Average Home Value	\$356,006	\$335,495
<b>2030 Owner Occupied Housing Units by Value</b>		
Total	190,090	274,791
<\$50,000	1.4%	1.9%
\$50,000 - \$99,999	1.1%	2.3%
\$100,000 - \$149,999	2.6%	4.1%
\$150,000 - \$199,999	7.0%	8.6%
\$200,000 - \$249,999	10.5%	10.9%
\$250,000 - \$299,999	12.2%	11.6%
\$300,000 - \$399,999	27.1%	24.6%
\$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%	1.3%
\$1,500,000 - \$1,999,999	0.8%	0.7%
\$2,000,000 +	0.4%	0.4%
Average Home Value	\$412,230	\$394,409

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

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

	30 minutes	60 minutes
<b>Median Household Income</b>		
2025	\$86,544	\$82,535
2030	\$97,976	\$92,624
<b>Median Home Value</b>		
2025	\$312,666	\$291,291
2030	\$355,894	\$342,398
<b>Per Capita Income</b>		
2025	\$46,943	\$44,337
2030	\$52,665	\$49,629
<b>Median Age</b>		
2010	34.7	34.9
2020	36.0	36.0
2025	36.8	36.9
2030	37.6	37.8
<b>2020 Population by Age</b>		
Total	615,806	915,451
0 - 4	6.6%	6.2%
5 - 9	7.1%	6.7%
10 - 14	7.3%	7.0%
15 - 24	13.0%	15.0%
25 - 34	14.6%	13.7%
35 - 44	14.0%	13.1%
45 - 54	12.0%	11.5%
55 - 64	11.5%	11.8%
65 - 74	8.4%	8.9%
75 - 84	3.9%	4.3%
85 +	1.6%	1.9%
18 +	74.9%	76.1%
<b>2025 Population by Age</b>		
Total	662,197	967,740
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 +	75.9%	77.1%
<b>2030 Population by Age</b>		
Total	700,905	1,013,316
0 - 4	6.3%	6.0%
5 - 9	6.3%	6.0%
10 - 14	6.6%	6.2%
15 - 24	13.3%	14.9%
25 - 34	13.8%	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
<b>2020 Population by Sex</b>		
Males	302,453	454,716
Females	313,353	460,735
<b>2025 Population by Sex</b>		
Males	328,796	485,512
Females	333,400	482,228
<b>2030 Population by Sex</b>		
Males	346,565	506,150
Females	354,341	507,166
<b>2010 Population by Race/Ethnicity</b>		
Total	516,637	802,056
White Alone	86.4%	88.6%
Black Alone	5.2%	3.9%
American Indian Alone	0.3%	0.3%
Asian Alone	3.3%	3.0%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	2.5%	2.2%
Two or More Races	2.2%	1.9%
Hispanic Origin	6.7%	6.1%
Diversity Index	34.2	30.1
<b>2020 Population by Race/Ethnicity</b>		
Total	615,806	915,451
White Alone	78.1%	80.8%
Black Alone	6.2%	4.8%
American Indian Alone	0.4%	0.4%
Asian Alone	4.8%	4.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.3%	3.3%
Two or More Races	7.0%	6.5%
Hispanic Origin	8.6%	8.1%
Diversity Index	47.5	43.6
<b>2025 Population by Race/Ethnicity</b>		
Total	662,195	967,739
White Alone	76.6%	79.3%
Black Alone	6.8%	5.3%
American Indian Alone	0.4%	0.4%
Asian Alone	4.9%	4.2%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.6%	3.6%
Two or More Races	7.6%	7.1%
Hispanic Origin	9.3%	8.8%
Diversity Index	50.1	46.4
<b>2030 Population by Race/Ethnicity</b>		
Total	700,906	1,013,316
White Alone	75.3%	78.0%
Black Alone	6.9%	5.5%
American Indian Alone	0.5%	0.5%
Asian Alone	5.3%	4.5%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.8%	3.8%
Two or More Races	8.1%	7.6%
Hispanic Origin	9.9%	9.5%
Diversity Index	52.2	48.6

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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

	30 minutes	60 minutes
<b>2020 Population by Relationship and Household Type</b>		
Total	615,806	915,451
In Households	98.2%	96.7%
Householder	39.6%	39.5%
Opposite-Sex Spouse	18.8%	18.9%
Same-Sex Spouse	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.8%	2.7%
Same-Sex Unmarried Partner	0.1%	0.1%
Biological Child	27.9%	26.4%
Adopted Child	0.8%	0.8%
Stepchild	1.1%	1.1%
Grandchild	1.3%	1.2%
Brother or Sister	0.9%	0.8%
Parent	0.8%	0.7%
Parent-in-law	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.2%
Other Relatives	0.8%	0.7%
Foster Child	0.1%	0.1%
Other Nonrelatives	2.7%	3.1%
In Group Quarters	1.8%	3.3%
Institutionalized	0.9%	1.2%
Noninstitutionalized	0.9%	2.1%
<b>2025 Population 25+ by Educational Attainment</b>		
Total	440,756	637,423
Less than 9th Grade	2.9%	2.7%
9th - 12th Grade, No Diploma	2.9%	3.0%
High School Graduate	19.1%	21.1%
GED/Alternative Credential	4.1%	4.0%
Some College, No Degree	16.2%	16.5%
Associate Degree	11.7%	12.3%
Bachelor's Degree	29.0%	26.7%
Graduate/Professional Degree	14.2%	13.7%
<b>2025 Population 15+ by Marital Status</b>		
Total	529,688	784,344
Never Married	32.4%	33.0%
Married	52.9%	52.3%
Widowed	4.9%	5.1%
Divorced	9.8%	9.6%
<b>2025 Civilian Population 16+ in Labor Force</b>		
Civilian Population 16+	369,830	528,209
Population 16+ Employed	97.0%	96.9%
Population 16+ Unemployment rate	3.0%	3.1%
Population 16-24 Employed	15.7%	17.2%
Population 16-24 Unemployment rate	4.9%	5.8%
Population 25-54 Employed	64.4%	62.2%
Population 25-54 Unemployment rate	2.7%	2.7%
Population 55-64 Employed	13.9%	14.4%
Population 55-64 Unemployment rate	2.4%	2.2%
Population 65+ Employed	5.9%	6.2%
Population 65+ Unemployment rate	2.4%	2.3%

	30 minutes	60 minutes
<b>2025 Employed Population 16+ by Industry</b>		
Total	358,744	511,628
Agriculture/Mining	1.0%	1.8%
Construction	6.5%	6.7%
Manufacturing	8.6%	10.2%
Wholesale Trade	2.2%	2.1%
Retail Trade	10.7%	10.5%
Transportation/Utilities	4.9%	4.8%
Information	1.7%	1.6%
Finance/Insurance/Real Estate	15.0%	12.5%
Services	45.6%	45.9%
Public Administration	3.9%	3.9%
<b>2025 Employed Population 16+ by Occupation</b>		
Total	358,746	511,629
White Collar	67.4%	65.0%
Management/Business/Financial	21.1%	19.6%
Professional	27.1%	26.9%
Sales	8.9%	8.5%
Administrative Support	10.2%	10.0%
Services	14.4%	14.7%
Blue Collar	18.3%	20.2%
Farming/Forestry/Fishing	0.2%	0.4%
Construction/Extraction	4.4%	4.6%
Installation/Maintenance/Repair	2.6%	3.1%
Production	4.6%	5.5%
Transportation/Material Moving	6.5%	6.7%
<b>2020 Households by Type</b>		
Total	243,674	361,371
Married Couple Households	48.0%	48.4%
With Own Children <18	21.4%	20.4%
Without Own Children <18	26.6%	28.0%
Cohabiting Couple Households	7.5%	7.1%
With Own Children <18	2.3%	2.2%
Without Own Children <18	5.2%	5.0%
Male Householder, No Spouse/Partner	18.8%	19.3%
Living Alone	13.3%	13.5%
65 Years and over	3.1%	3.3%
With Own Children <18	1.7%	1.7%
Without Own Children <18, With Relatives	2.0%	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%
<b>2020 Households by Size</b>		
Total	243,674	361,371
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	6.3%	6.0%
6 Person Household	2.3%	2.3%
7 + Person Household	1.2%	1.1%

	30 minutes	60 minutes
<b>2020 Households by Tenure and Mortgage Status</b>		
Total	243,674	361,371
Owner Occupied	67.1%	67.2%
Owned with a Mortgage/Loan	50.0%	47.7%
Owned Free and Clear	17.0%	19.5%
Renter Occupied	32.9%	32.8%
<b>2025 Affordability, Mortgage and Wealth</b>		
Housing Affordability Index	93	96
Percent of Income for Mortgage	22.6%	22.1%
Wealth Index	96	92
<b>2020 Housing Units By Urban/ Rural Status</b>		
Total	260,195	387,621
Urban Housing Units	92.2%	81.7%
Rural Housing Units	7.8%	18.3%
<b>2020 Population By Urban/ Rural Status</b>		
Total	615,806	915,451
Urban Population	91.3%	80.8%
Rural Population	8.7%	19.2%

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

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

	30 minutes	60 minutes
<b>Top 3 Tapestry Segments</b>		
1.		
2.		
3.		
<b>2024 Consumer Spending</b>		
Apparel & Services: Total \$	\$667,229,977	\$912,297,202
Average Spent	\$2,523.22	\$2,367.75
Spending Potential Index	103	97
Education: Total \$	\$474,422,153	\$661,496,967
Average Spent	\$1,794.09	\$1,716.83
Spending Potential Index	101	96
Entertainment/Recreation: Total \$	\$1,102,274,059	\$1,546,081,651
Average Spent	\$4,168.40	\$4,012.66
Spending Potential Index	101	98
Food at Home: Total \$	\$1,984,330,268	\$2,778,245,967
Average Spent	\$7,504.01	\$7,210.59
Spending Potential Index	101	97
Food Away from Home: Total \$	\$1,107,200,344	\$1,513,550,715
Average Spent	\$4,187.03	\$3,928.23
Spending Potential Index	101	95
Health Care: Total \$	\$2,067,955,903	\$2,942,095,142
Average Spent	\$7,820.25	\$7,635.84
Spending Potential Index	101	99
HH Furnishings & Equipment: Total \$	\$785,469,859	\$1,086,907,124
Average Spent	\$2,970.36	\$2,820.93
Spending Potential Index	102	97
Personal Care Products & Services: Total \$	\$284,307,396	\$387,798,207
Average Spent	\$1,075.15	\$1,006.48
Spending Potential Index	103	96
Shelter: Total \$	\$7,019,646,578	\$9,623,446,315
Average Spent	\$26,545.73	\$24,976.44
Spending Potential Index	100	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$891,130,638	\$1,228,405,157
Average Spent	\$3,369.93	\$3,188.17
Spending Potential Index	102	97
Travel: Total \$	\$949,167,937	\$1,305,590,440
Average Spent	\$3,589.41	\$3,388.49
Spending Potential Index	99	94
Vehicle Maintenance & Repairs: Total \$	\$366,974,517	\$513,868,753
Average Spent	\$1,387.76	\$1,333.68
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	662,196	700,906
		Households	264,436	281,463
		Families	162,880	171,909
		Median Age	36.8	37.6
		Median Household Income	\$86,544	\$97,976
			<b>2025</b>	<b>2030</b>
		<b>Consumer Spending</b>		<b>Projected Spending Growth</b>
<b>Apparel and Services</b>			\$667,229,977	\$792,952,731
Men's			\$132,201,623	\$156,988,837
Women's			\$225,278,246	\$267,565,873
Children's			\$94,713,746	\$112,758,447
Footwear			\$147,995,525	\$175,981,849
Watches & Jewelry			\$54,505,448	\$64,778,695
Apparel Products and Services (1)			\$12,535,390	\$14,879,031
<b>Computer</b>				
Computers and Hardware for Home Use			\$62,468,617	\$74,229,541
Portable Memory			\$1,027,618	\$1,221,693
Computer Software			\$4,676,560	\$5,561,608
Computer Accessories			\$5,274,336	\$6,266,702
<b>Entertainment &amp; Recreation</b>			\$1,102,274,059	\$1,308,289,438
Fees and Admissions			\$254,165,286	\$302,151,270
Membership Fees for Clubs (2)			\$84,577,309	\$100,446,539
Fees for Participant Sports, excl. Trips			\$46,897,225	\$55,749,012
Tickets to Theatre/Operas/Concerts			\$29,980,719	\$35,620,734
Tickets to Movies			\$10,399,934	\$12,375,703
Tickets to Parks or Museums			\$11,013,647	\$13,125,275
Admission to Sporting Events, excl. Trips			\$26,910,845	\$31,948,209
Fees for Recreational Lessons			\$44,060,731	\$52,500,008
Dating Services			\$324,876	\$385,791
TV/Video/Audio			\$331,991,097	\$393,752,760
Cable and Satellite Television Services			\$170,488,698	\$201,818,439
Televisions			\$33,324,741	\$39,600,992
Satellite Dishes			\$344,553	\$409,485
VCRs, Video Cameras, and DVD Players			\$1,129,224	\$1,342,192
Miscellaneous Video Equipment			\$10,899,020	\$13,004,706
Video Cassettes and DVDs			\$1,200,402	\$1,424,534
Video Game Hardware/Accessories			\$13,599,846	\$16,161,955
Video Game Software			\$6,667,159	\$7,922,927
Rental/Streaming/Downloaded Video			\$55,526,024	\$65,975,919
Installation of Televisions			\$367,150	\$436,421
Audio (3)			\$37,823,262	\$44,918,613
Rental and Repair of TV/Radio/Sound Equipment			\$621,018	\$736,577
Pets			\$280,193,082	\$332,206,234
Toys/Games/Crafts/Hobbies (4)			\$49,360,401	\$58,585,472
Recreational Vehicles and Fees (5)			\$52,145,967	\$61,966,140
Sports/Recreation/Exercise Equipment (6)			\$70,649,864	\$83,956,199
Photo Equipment and Supplies (7)			\$18,892,325	\$22,422,560
Reading (8)			\$32,482,384	\$38,525,986
Catered Affairs (9)			\$12,393,654	\$14,722,819
<b>Food</b>			\$3,091,530,613	\$3,670,826,516
Food at Home			\$1,984,330,268	\$2,354,767,881
Bakery and Cereal Products			\$264,411,514	\$313,718,579
Meats, Poultry, Fish, and Eggs			\$406,766,500	\$482,696,356
Dairy Products			\$201,238,873	\$238,775,942
Fruits and Vegetables			\$335,804,482	\$398,622,507
Snacks and Other Food at Home (10)			\$776,108,899	\$920,954,496
Food Away from Home			\$1,107,200,344	\$1,316,058,635
Alcoholic Beverages			\$180,251,063	\$214,083,647

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$11,742,834,741	\$13,910,262,939	\$2,167,428,198
Value of Retirement Plans	\$40,115,789,313	\$47,489,611,294	\$7,373,821,981
Value of Other Financial Assets	\$3,580,004,206	\$4,244,020,764	\$664,016,558
Vehicle Loan Amount excluding Interest	\$996,962,003	\$1,185,049,533	\$188,087,530
Value of Credit Card Debt	\$825,252,643	\$979,782,385	\$154,529,742
<b>Health</b>			
Nonprescription Drugs	\$54,057,651	\$64,120,480	\$10,062,829
Prescription Drugs	\$118,991,205	\$140,436,573	\$21,445,368
Eyeglasses and Contact Lenses	\$35,222,104	\$41,729,978	\$6,507,874
<b>Home</b>			
Mortgage Payment and Basics (11)	\$3,516,901,878	\$4,175,452,664	\$658,550,786
Maintenance and Remodeling Services	\$1,191,713,814	\$1,413,288,759	\$221,574,945
Maintenance and Remodeling Materials (12)	\$215,460,100	\$255,441,794	\$39,981,694
Utilities, Fuel, and Public Services	\$1,589,422,163	\$1,884,784,553	\$295,362,390
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$31,816,737	\$37,773,743	\$5,957,006
Furniture	\$242,932,000	\$288,573,472	\$45,641,472
Rugs	\$10,534,984	\$12,504,278	\$1,969,294
Major Appliances (14)	\$135,462,801	\$160,760,055	\$25,297,254
Housewares (15)	\$25,682,335	\$30,490,085	\$4,807,750
Small Appliances	\$20,680,468	\$24,575,916	\$3,895,448
Luggage	\$6,632,719	\$7,880,761	\$1,248,042
Telephones and Accessories	\$23,144,939	\$27,384,492	\$4,239,553
<b>Household Operations</b>			
Child Care	\$164,310,716	\$195,593,452	\$31,282,736
Lawn and Garden (16)	\$175,506,017	\$207,883,422	\$32,377,405
Moving/Storage/Freight Express	\$32,860,442	\$39,076,195	\$6,215,753
Housekeeping Supplies (17)	\$232,101,045	\$275,337,171	\$43,236,126
<b>Insurance</b>			
Owners and Renters Insurance	\$230,577,716	\$273,296,487	\$42,718,771
Vehicle Insurance	\$596,820,857	\$708,755,160	\$111,934,303
Life/Other Insurance	\$182,735,985	\$216,828,169	\$34,092,184
Health Insurance	\$1,328,145,292	\$1,574,263,394	\$246,118,102
Personal Care Products (18)	\$163,313,489	\$194,029,623	\$30,716,134
School Books (19)			
Smoking Products	\$126,511,238	\$149,709,011	\$23,197,773
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$842,482,408	\$1,000,571,633	\$158,089,225
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$366,974,517	\$435,545,244	\$68,570,727
<b>Travel</b>			
Airline Fares	\$218,786,541	\$260,209,625	\$41,423,084
Lodging on Trips	\$288,301,023	\$342,266,501	\$53,965,478
Auto/Truck Rental on Trips	\$32,889,169	\$39,103,851	\$6,214,682
Food and Drink on Trips	\$223,672,956	\$265,742,708	\$42,069,752

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	967,740	1,013,316
		Households	385,301	405,279
		Families	234,821	244,872
		Median Age	36.9	37.8
		Median Household Income	\$82,535	\$92,624
			<b>2025</b>	<b>2030</b>
		<b>Consumer Spending</b>		<b>Projected Spending Growth</b>
<b>Apparel and Services</b>			\$912,297,202	\$1,070,485,431
Men's			\$181,943,469	\$213,329,381
Women's			\$308,228,577	\$361,532,906
Children's			\$127,523,151	\$149,883,573
Footwear			\$203,380,483	\$238,695,533
Watches & Jewelry			\$73,883,437	\$86,725,556
Apparel Products and Services (1)			\$17,338,085	\$20,318,482
<b>Computer</b>				
Computers and Hardware for Home Use			\$85,047,593	\$99,815,468
Portable Memory			\$1,457,953	\$1,709,871
Computer Software			\$6,554,665	\$7,690,112
Computer Accessories			\$7,388,180	\$8,661,138
<b>Entertainment &amp; Recreation</b>			\$1,546,081,651	\$1,810,777,399
Fees and Admissions			\$343,721,524	\$403,516,438
Membership Fees for Clubs (2)			\$115,356,900	\$135,290,387
Fees for Participant Sports, excl. Trips			\$62,980,729	\$73,952,412
Tickets to Theatre/Operas/Concerts			\$40,952,758	\$48,045,670
Tickets to Movies			\$13,960,869	\$16,410,322
Tickets to Parks or Museums			\$15,104,149	\$17,752,925
Admission to Sporting Events, excl. Trips			\$37,276,375	\$43,682,579
Fees for Recreational Lessons			\$57,649,740	\$67,865,597
Dating Services			\$440,004	\$516,546
TV/Video/Audio			\$466,625,524	\$546,229,297
Cable and Satellite Television Services			\$245,074,205	\$286,257,940
Televisions			\$45,348,799	\$53,221,781
Satellite Dishes			\$478,426	\$561,258
VCRs, Video Cameras, and DVD Players			\$1,586,039	\$1,859,562
Miscellaneous Video Equipment			\$13,718,362	\$16,196,741
Video Cassettes and DVDs			\$1,713,392	\$2,005,931
Video Game Hardware/Accessories			\$19,055,542	\$22,347,352
Video Game Software			\$9,297,313	\$10,909,178
Rental/Streaming/Downloaded Video			\$76,488,485	\$89,725,120
Installation of Televisions			\$485,300	\$570,160
Audio (3)			\$52,524,394	\$61,572,107
Rental and Repair of TV/Radio/Sound Equipment			\$855,267	\$1,002,166
Pets			\$403,236,512	\$471,519,741
Toys/Games/Crafts/Hobbies (4)			\$69,517,407	\$81,413,642
Recreational Vehicles and Fees (5)			\$72,990,435	\$85,544,722
Sports/Recreation/Exercise Equipment (6)			\$100,430,544	\$117,671,856
Photo Equipment and Supplies (7)			\$26,146,652	\$30,638,796
Reading (8)			\$45,997,336	\$53,835,714
Catered Affairs (9)			\$17,415,717	\$20,407,193
<b>Food</b>			\$4,291,796,682	\$5,030,084,287
Food at Home			\$2,778,245,967	\$3,253,817,103
Bakery and Cereal Products			\$370,361,696	\$433,696,042
Meats, Poultry, Fish, and Eggs			\$568,146,669	\$665,436,273
Dairy Products			\$283,331,123	\$331,738,088
Fruits and Vegetables			\$467,523,229	\$547,777,308
Snacks and Other Food at Home (10)			\$1,088,883,251	\$1,275,169,391
Food Away from Home			\$1,513,550,715	\$1,776,267,184
Alcoholic Beverages			\$245,648,218	\$288,138,124

Source: Esri, Esri-U.S. BLS

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$16,347,255,971	\$19,122,420,947	\$2,775,164,976
Value of Retirement Plans	\$56,531,247,015	\$66,065,096,669	\$9,533,849,654
Value of Other Financial Assets	\$4,946,451,595	\$5,790,079,349	\$843,627,754
Vehicle Loan Amount excluding Interest	\$1,379,892,696	\$1,618,699,454	\$238,806,758
Value of Credit Card Debt	\$1,131,740,244	\$1,326,786,654	\$195,046,410
<b>Health</b>			
Nonprescription Drugs	\$75,849,751	\$88,793,991	\$12,944,240
Prescription Drugs	\$175,537,420	\$204,456,117	\$28,918,697
Eyeglasses and Contact Lenses	\$50,620,092	\$59,164,054	\$8,543,962
<b>Home</b>			
Mortgage Payment and Basics (11)	\$4,815,853,680	\$5,644,478,650	\$828,624,970
Maintenance and Remodeling Services	\$1,678,481,895	\$1,963,902,565	\$285,420,670
Maintenance and Remodeling Materials (12)	\$312,457,988	\$365,141,937	\$52,683,949
Utilities, Fuel, and Public Services	\$2,242,988,855	\$2,624,890,110	\$381,901,255
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$44,013,048	\$51,588,855	\$7,575,807
Furniture	\$334,125,335	\$391,842,468	\$57,717,133
Rugs	\$14,430,600	\$16,915,331	\$2,484,731
Major Appliances (14)	\$188,067,170	\$220,299,559	\$32,232,389
Housewares (15)	\$35,824,599	\$41,978,974	\$6,154,375
Small Appliances	\$28,675,318	\$33,634,538	\$4,959,220
Luggage	\$8,967,915	\$10,525,980	\$1,558,065
Telephones and Accessories	\$33,077,593	\$38,637,233	\$5,559,640
<b>Household Operations</b>			
Child Care	\$218,842,858	\$257,288,142	\$38,445,284
Lawn and Garden (16)	\$252,377,083	\$294,871,480	\$42,494,397
Moving/Storage/Freight Express	\$44,565,095	\$52,342,618	\$7,777,523
Housekeeping Supplies (17)	\$325,127,560	\$380,680,888	\$55,553,328
<b>Insurance</b>			
Owners and Renters Insurance	\$325,920,720	\$381,181,312	\$55,260,592
Vehicle Insurance	\$827,893,611	\$970,484,941	\$142,591,330
Life/Other Insurance	\$254,072,447	\$297,554,073	\$43,481,626
Health Insurance	\$1,879,157,363	\$2,198,031,902	\$318,874,539
Personal Care Products (18)	\$224,350,684	\$263,178,054	\$38,827,370
School Books (19)			
Smoking Products	\$185,290,504	\$216,329,299	\$31,038,795
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$1,174,014,631	\$1,375,948,370	\$201,933,739
Gasoline and Motor Oil			
Vehicle Maintenance and Repairs	\$513,868,753	\$601,917,271	\$88,048,518
<b>Travel</b>			
Airline Fares	\$294,324,171	\$345,720,373	\$51,396,202
Lodging on Trips	\$399,441,957	\$468,052,156	\$68,610,199
Auto/Truck Rental on Trips	\$44,816,900	\$52,607,998	\$7,791,098
Food and Drink on Trips	\$308,904,173	\$362,228,112	\$53,323,939

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.

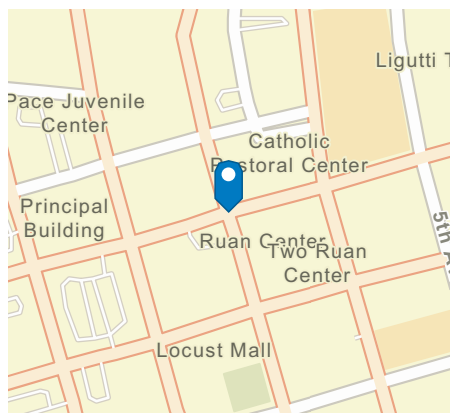
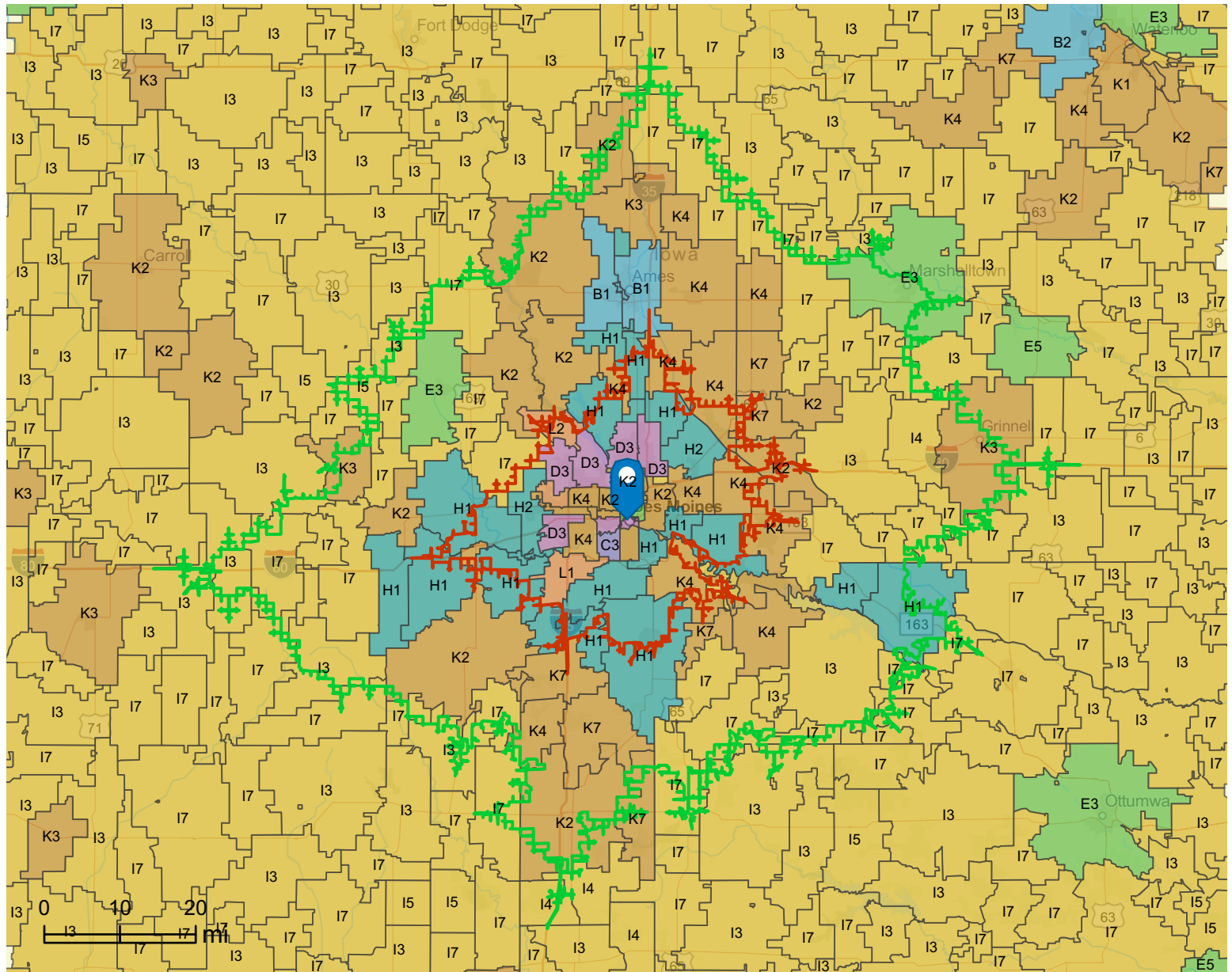
Source: Esri, Esri-U.S. BLS

# Dominant Tapestry Map

Western Gateway Park

7th St & Grand Ave, 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 \(Top Tier\)](#)

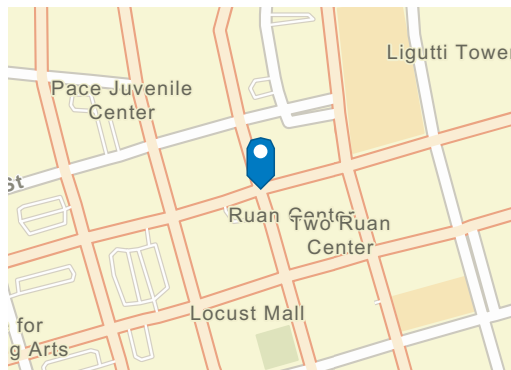
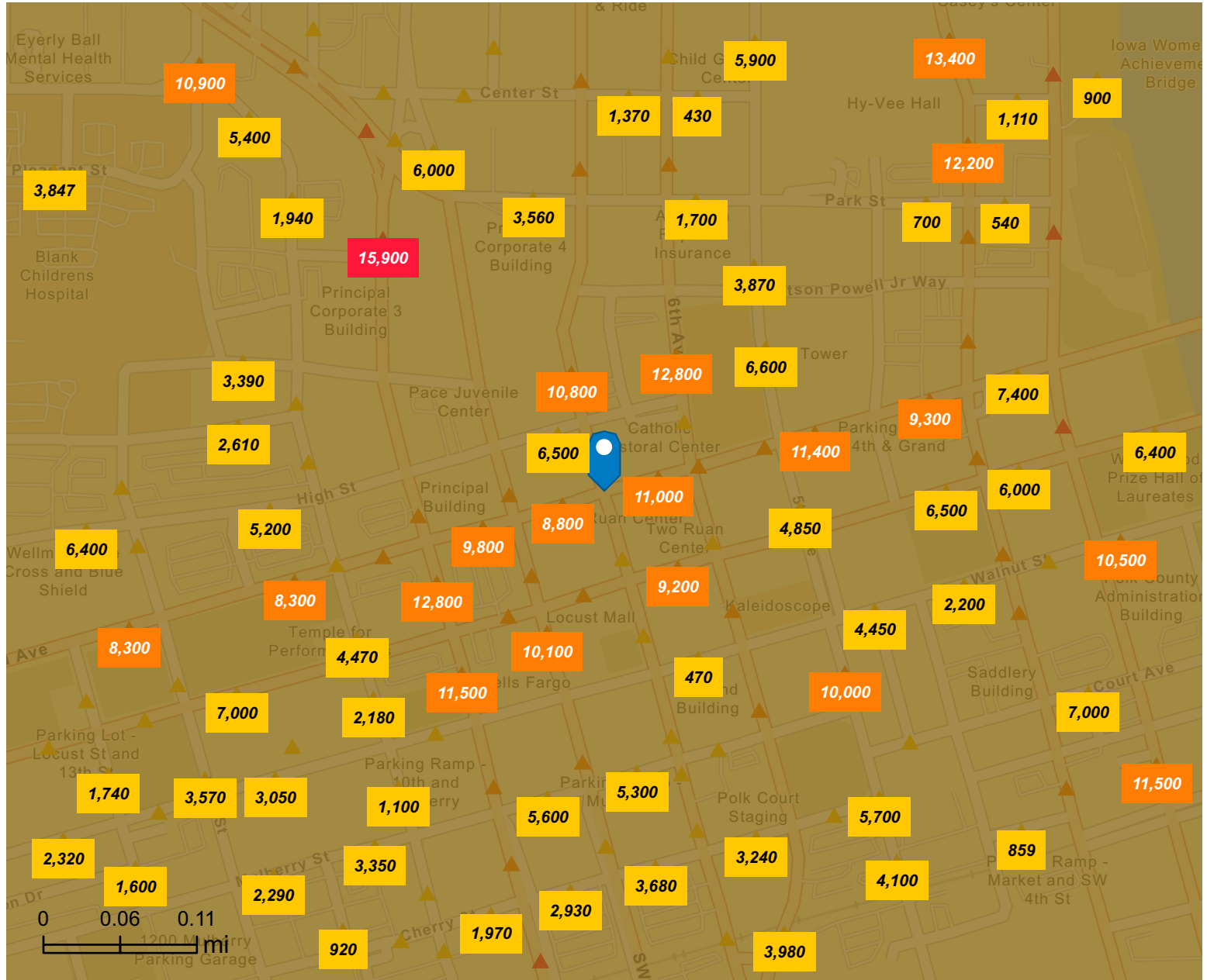


# Traffic Count Map - Close Up

Western Gateway Park

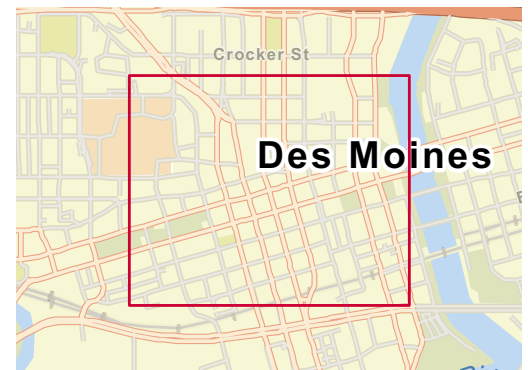
7th St & Grand Ave, Des Moines, Iowa, 50309

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)

Western Gateway Park

Prepared by Greater Des Moines Partnership



<b>Data for all businesses in area</b>	<b>30 minutes</b>				<b>60 minutes</b>			
Total Businesses:	23,667				34,805			
Total Employees:	360,600				498,198			
Total Population:	662,196				967,740			
Employee/Population Ratio (per 100 Residents)	54				51			
<b>by SIC Codes</b>	<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	536	2.3%	6,672	1.9%	1,034	3.0%	9,583	1.9%
Construction	1,732	7.3%	15,984	4.4%	2,532	7.3%	21,689	4.4%
Manufacturing	628	2.7%	22,570	6.3%	1,015	2.9%	32,919	6.6%
Transportation	550	2.3%	6,874	1.9%	921	2.6%	10,190	2.0%
Communication	170	0.7%	1,959	0.5%	282	0.8%	2,859	0.6%
Utility	83	0.4%	1,135	0.3%	145	0.4%	1,884	0.4%
Wholesale Trade	755	3.2%	12,573	3.5%	1,103	3.2%	19,457	3.9%
<b>Retail Trade Summary</b>	<b>4,296</b>	<b>18.2%</b>	<b>71,894</b>	<b>19.9%</b>	<b>6,243</b>	<b>17.9%</b>	<b>100,670</b>	<b>20.2%</b>
Home Improvement	254	1.1%	4,944	1.4%	402	1.2%	11,301	2.3%
General Merchandise Stores	165	0.7%	6,947	1.9%	252	0.7%	9,437	1.9%
Food Stores	558	2.4%	13,022	3.6%	835	2.4%	18,373	3.7%
Auto Dealers & Gas Stations	404	1.7%	8,817	2.4%	659	1.9%	11,477	2.3%
Apparel & Accessory Stores	261	1.1%	2,204	0.6%	334	1.0%	2,585	0.5%
Furniture & Home Furnishings	233	1.0%	1,874	0.5%	335	1.0%	2,359	0.5%
Eating & Drinking Places	1,444	6.1%	22,746	6.3%	2,009	5.8%	31,253	6.3%
Miscellaneous Retail	978	4.1%	11,340	3.1%	1,416	4.1%	13,885	2.8%
<b>Finance, Insurance, Real Estate Summary</b>	<b>2,776</b>	<b>11.7%</b>	<b>50,270</b>	<b>13.9%</b>	<b>3,798</b>	<b>10.9%</b>	<b>59,842</b>	<b>12.0%</b>
Banks, Savings & Lending Institutions	501	2.1%	6,485	1.8%	716	2.1%	8,369	1.7%
Securities Brokers	501	2.1%	15,610	4.3%	650	1.9%	16,169	3.2%
Insurance Carriers & Agents	560	2.4%	16,105	4.5%	770	2.2%	20,755	4.2%
Real Estate, Holding, Other Investment Offices	1,214	5.1%	12,070	3.3%	1,662	4.8%	14,549	2.9%
<b>Services Summary</b>	<b>10,310</b>	<b>43.6%</b>	<b>146,112</b>	<b>40.5%</b>	<b>14,763</b>	<b>42.4%</b>	<b>204,281</b>	<b>41.0%</b>
Hotels & Lodging	208	0.9%	4,103	1.1%	346	1.0%	5,895	1.2%
Automotive Services	582	2.5%	3,820	1.1%	884	2.5%	5,057	1.0%
Movies & Amusements	637	2.7%	8,074	2.2%	933	2.7%	11,538	2.3%
Health Services	2,069	8.7%	48,799	13.5%	2,691	7.7%	61,940	12.4%
Legal Services	528	2.2%	3,635	1.0%	684	2.0%	4,285	0.9%
Education Institutions & Libraries	524	2.2%	21,921	6.1%	924	2.7%	37,729	7.6%
Other Services	5,762	24.3%	55,759	15.5%	8,301	23.9%	77,837	15.6%
<b>Government</b>	<b>722</b>	<b>3.1%</b>	<b>24,329</b>	<b>6.7%</b>	<b>1,351</b>	<b>3.9%</b>	<b>34,336</b>	<b>6.9%</b>
<b>Unclassified Establishments</b>	<b>1,108</b>	<b>4.7%</b>	<b>229</b>	<b>0.1%</b>	<b>1,617</b>	<b>4.6%</b>	<b>489</b>	<b>0.1%</b>
<b>Totals</b>	<b>23,667</b>	<b>100.0%</b>	<b>360,600</b>	<b>100.0%</b>	<b>34,805</b>	<b>100.0%</b>	<b>498,198</b>	<b>100.0%</b>

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

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



# Business Summary For Downtown Retail (Esri 2025)

Western Gateway Park

Prepared by Greater Des Moines Partnership



by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	140	0.6%	4,138	1.1%	422	1.2%	5,820	1.2%
Mining	12	0.1%	76	0.0%	19	0.1%	201	0.0%
Utilities	27	0.1%	441	0.1%	51	0.1%	779	0.2%
Construction	1,847	7.8%	17,230	4.8%	2,676	7.7%	23,108	4.6%
Manufacturing	671	2.8%	18,582	5.2%	1,074	3.1%	28,585	5.7%
Wholesale Trade	746	3.2%	12,472	3.5%	1,091	3.1%	19,297	3.9%
Retail Trade	2,717	11.5%	48,159	13.4%	4,038	11.6%	68,057	13.7%
Motor Vehicle & Parts Dealers	370	1.6%	8,413	2.3%	584	1.7%	10,670	2.1%
Furniture & Home Furnishings Stores	117	0.5%	950	0.3%	170	0.5%	1,225	0.2%
Electronics & Appliance Stores	62	0.3%	634	0.2%	88	0.3%	754	0.2%
Building Material & Garden Equipment & Supplies Dealers	250	1.1%	4,932	1.4%	398	1.1%	11,288	2.3%
Food & Beverage Stores	512	2.2%	13,956	3.9%	765	2.2%	19,118	3.8%
Health & Personal Care Stores	316	1.3%	3,390	0.9%	447	1.3%	4,432	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	307	1.3%	2,489	0.7%	394	1.1%	2,918	0.6%
Sporting Goods, Hobby, Book, & Music Stores	445	1.9%	4,828	1.3%	676	1.9%	6,002	1.2%
General Merchandise Stores	292	1.2%	8,054	2.2%	420	1.2%	10,701	2.1%
Transportation & Warehousing	447	1.9%	5,890	1.6%	752	2.2%	8,988	1.8%
Information	447	1.9%	8,934	2.5%	727	2.1%	11,475	2.3%
Finance & Insurance	1,600	6.8%	38,729	10.7%	2,166	6.2%	45,806	9.2%
Central Bank/Credit Intermediation & Related Activities	493	2.1%	6,441	1.8%	699	2.0%	8,303	1.7%
Securities & Commodity Contracts	538	2.3%	15,794	4.4%	688	2.0%	16,359	3.3%
Funds, Trusts & Other Financial Vehicles	569	2.4%	16,494	4.6%	779	2.2%	21,144	4.2%
Real Estate, Rental & Leasing	1,225	5.2%	8,574	2.4%	1,683	4.8%	10,775	2.2%
Professional, Scientific & Tech Services	2,282	9.6%	24,531	6.8%	3,109	8.9%	32,700	6.6%
Legal Services	553	2.3%	3,840	1.1%	726	2.1%	4,557	0.9%
Management of Companies & Enterprises	88	0.4%	3,535	1.0%	122	0.4%	3,934	0.8%
Administrative, Support & Waste Management Services	826	3.5%	8,985	2.5%	1,131	3.2%	12,609	2.5%
Educational Services	615	2.6%	21,874	6.1%	1,005	2.9%	37,438	7.5%
Health Care & Social Assistance	2,739	11.6%	60,894	16.9%	3,660	10.5%	79,479	16.0%
Arts, Entertainment & Recreation	561	2.4%	7,927	2.2%	871	2.5%	11,473	2.3%
Accommodation & Food Services	1,701	7.2%	27,285	7.6%	2,415	6.9%	37,689	7.6%
Accommodation	208	0.9%	4,103	1.1%	346	1.0%	5,895	1.2%
Food Services & Drinking Places	1,493	6.3%	23,182	6.4%	2,069	5.9%	31,794	6.4%
Other Services (except Public Administration)	3,145	13.3%	17,780	4.9%	4,827	13.9%	25,145	5.0%
Automotive Repair & Maintenance	454	1.9%	2,964	0.8%	711	2.0%	4,006	0.8%
Public Administration	722	3.1%	24,342	6.8%	1,347	3.9%	34,359	6.9%
Unclassified Establishments	1,108	4.7%	222	0.1%	1,619	4.7%	482	0.1%
<b>Total</b>	<b>23,667</b>	<b>100.0%</b>	<b>360,600</b>	<b>100.0%</b>	<b>34,805</b>	<b>100.0%</b>	<b>498,198</b>	<b>100.0%</b>

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