

Market Profile

225 Brierhill Dr, Bel Air, Maryland, 21015 2
 225 Brierhill Dr, Bel Air, Maryland, 21015
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.54162
 Longitude: -76.32436

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	11,932	57,036	102,811
2020 Total Population	12,550	59,693	109,757
2020 Group Quarters	83	919	1,129
2024 Total Population	12,887	61,227	111,929
2024 Group Quarters	80	900	1,103
2029 Total Population	13,148	62,448	113,549
2024-2029 Annual Rate	0.40%	0.40%	0.29%
2024 Total Daytime Population	9,300	62,885	106,141
Workers	3,143	33,767	53,609
Residents	6,157	29,118	52,532
Household Summary			
2010 Households	4,409	21,143	37,674
2010 Average Household Size	2.69	2.65	2.70
2020 Total Households	4,760	22,481	40,807
2020 Average Household Size	2.62	2.61	2.66
2024 Households	4,959	23,328	42,103
2024 Average Household Size	2.58	2.59	2.63
2029 Households	5,144	24,151	43,387
2029 Average Household Size	2.54	2.55	2.59
2024-2029 Annual Rate	0.74%	0.70%	0.60%
2010 Families	3,064	15,331	27,968
2010 Average Family Size	3.24	3.14	3.16
2024 Families	3,351	16,458	30,227
2024 Average Family Size	3.20	3.12	3.14
2029 Families	3,465	16,969	31,016
2029 Average Family Size	3.15	3.08	3.09
2024-2029 Annual Rate	0.67%	0.61%	0.52%
Housing Unit Summary			
2000 Housing Units	3,834	18,623	32,809
Owner Occupied Housing Units	69.5%	79.8%	82.2%
Renter Occupied Housing Units	27.7%	17.2%	14.9%
Vacant Housing Units	2.8%	3.0%	2.8%
2010 Housing Units	4,701	22,103	39,231
Owner Occupied Housing Units	71.0%	78.2%	81.2%
Renter Occupied Housing Units	22.7%	17.5%	14.8%
Vacant Housing Units	6.2%	4.3%	4.0%
2020 Housing Units	4,928	23,213	42,150
Owner Occupied Housing Units	72.5%	78.4%	79.7%
Renter Occupied Housing Units	24.1%	18.4%	17.1%
Vacant Housing Units	3.4%	3.2%	3.2%
2024 Housing Units	5,109	23,959	43,251
Owner Occupied Housing Units	74.3%	80.4%	81.6%
Renter Occupied Housing Units	22.7%	16.9%	15.7%
Vacant Housing Units	2.9%	2.6%	2.7%
2029 Housing Units	5,287	24,729	44,449
Owner Occupied Housing Units	76.6%	81.8%	83.0%
Renter Occupied Housing Units	20.7%	15.9%	14.6%
Vacant Housing Units	2.7%	2.3%	2.4%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	4,959	23,328	42,103
<\$15,000	7.0%	6.0%	4.8%
\$15,000 - \$24,999	5.1%	3.9%	3.6%
\$25,000 - \$34,999	6.4%	4.1%	4.0%
\$35,000 - \$49,999	8.8%	7.7%	6.7%
\$50,000 - \$74,999	12.8%	10.9%	11.2%
\$75,000 - \$99,999	10.0%	9.5%	11.4%
\$100,000 - \$149,999	18.6%	19.2%	20.8%
\$150,000 - \$199,999	15.4%	15.9%	15.8%
\$200,000+	15.9%	22.8%	21.7%
Average Household Income	\$128,535	\$151,610	\$149,727
2029 Households by Income			
Household Income Base	5,144	24,151	43,387
<\$15,000	6.5%	5.5%	4.4%
\$15,000 - \$24,999	4.4%	3.2%	2.9%
\$25,000 - \$34,999	5.5%	3.4%	3.2%
\$35,000 - \$49,999	7.7%	6.4%	5.5%
\$50,000 - \$74,999	12.1%	9.6%	9.6%
\$75,000 - \$99,999	10.2%	9.3%	10.9%
\$100,000 - \$149,999	17.9%	18.6%	20.5%
\$150,000 - \$199,999	16.8%	17.1%	17.1%
\$200,000+	18.9%	26.9%	25.9%
Average Household Income	\$144,651	\$171,714	\$169,835
2024 Owner Occupied Housing Units by Value			
Total	3,798	19,270	35,301
<\$50,000	3.4%	1.3%	1.1%
\$50,000 - \$99,999	0.1%	0.6%	0.5%
\$100,000 - \$149,999	0.1%	0.4%	0.5%
\$150,000 - \$199,999	2.9%	1.8%	2.2%
\$200,000 - \$249,999	4.9%	4.8%	5.9%
\$250,000 - \$299,999	9.6%	7.6%	8.9%
\$300,000 - \$399,999	28.0%	22.2%	22.0%
\$400,000 - \$499,999	29.4%	26.8%	24.0%
\$500,000 - \$749,999	21.2%	29.8%	29.5%
\$750,000 - \$999,999	0.4%	3.3%	4.0%
\$1,000,000 - \$1,499,999	0.0%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.5%	0.6%
Average Home Value	\$410,279	\$470,932	\$470,852
2029 Owner Occupied Housing Units by Value			
Total	4,052	20,223	36,881
<\$50,000	1.6%	0.6%	0.5%
\$50,000 - \$99,999	0.0%	0.2%	0.1%
\$100,000 - \$149,999	0.0%	0.1%	0.1%
\$150,000 - \$199,999	0.8%	0.5%	0.9%
\$200,000 - \$249,999	1.7%	1.8%	2.9%
\$250,000 - \$299,999	4.6%	3.7%	5.3%
\$300,000 - \$399,999	22.3%	16.8%	17.7%
\$400,000 - \$499,999	33.7%	29.2%	25.6%
\$500,000 - \$749,999	34.5%	40.5%	39.0%
\$750,000 - \$999,999	0.8%	5.2%	6.1%
\$1,000,000 - \$1,499,999	0.0%	1.0%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.5%	0.6%
Average Home Value	\$470,922	\$527,886	\$525,475

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.

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Median Household Income			
2024	\$99,650	\$115,850	\$115,196
2029	\$107,258	\$129,666	\$128,058
Median Home Value			
2024	\$403,363	\$441,828	\$436,887
2029	\$456,442	\$490,371	\$487,615
Per Capita Income			
2024	\$51,419	\$57,794	\$56,325
2029	\$58,825	\$66,411	\$64,893
Median Age			
2010	38.4	40.5	39.6
2020	40.1	41.6	40.7
2024	41.2	42.1	41.3
2029	42.3	42.9	42.2
2020 Population by Age			
Total	12,550	59,693	109,757
0 - 4	5.0%	5.0%	5.3%
5 - 9	6.2%	6.1%	6.3%
10 - 14	7.4%	7.1%	7.2%
15 - 24	12.6%	12.5%	12.3%
25 - 34	11.5%	10.7%	11.1%
35 - 44	13.3%	12.8%	13.1%
45 - 54	12.4%	13.2%	13.4%
55 - 64	13.9%	14.3%	14.2%
65 - 74	10.0%	10.2%	9.9%
75 - 84	5.7%	5.7%	5.1%
85 +	1.9%	2.4%	2.0%
18 +	77.2%	77.4%	76.9%
2024 Population by Age			
Total	12,887	61,225	111,928
0 - 4	5.1%	5.0%	5.2%
5 - 9	5.9%	6.0%	6.2%
10 - 14	6.3%	6.3%	6.5%
15 - 24	12.4%	12.1%	12.0%
25 - 34	12.0%	11.0%	11.2%
35 - 44	14.1%	13.7%	14.1%
45 - 54	12.3%	12.5%	12.7%
55 - 64	12.3%	13.3%	13.2%
65 - 74	10.9%	10.9%	10.5%
75 - 84	6.5%	6.6%	6.1%
85 +	2.2%	2.6%	2.1%
18 +	78.8%	78.7%	78.1%
2029 Population by Age			
Total	13,149	62,449	113,549
0 - 4	4.8%	4.9%	5.1%
5 - 9	5.4%	5.5%	5.6%
10 - 14	6.2%	6.3%	6.4%
15 - 24	11.3%	10.8%	11.0%
25 - 34	12.4%	12.2%	12.4%
35 - 44	13.5%	13.0%	13.3%
45 - 54	13.2%	12.9%	13.1%
55 - 64	11.3%	12.2%	12.1%
65 - 74	11.2%	11.6%	11.3%
75 - 84	7.7%	7.6%	7.1%
85 +	2.9%	3.0%	2.5%
18 +	80.1%	79.8%	79.2%
2020 Population by Sex			

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Males	5,968	28,878	53,286
Females	6,582	30,815	56,471
2024 Population by Sex			
Males	6,251	30,145	55,333
Females	6,636	31,082	56,596
2029 Population by Sex			
Males	6,353	30,636	55,862
Females	6,795	31,812	57,687
2010 Population by Race/Ethnicity			
Total	11,932	57,036	102,811
White Alone	87.4%	90.1%	89.4%
Black Alone	5.9%	4.4%	5.0%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	3.4%	2.9%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.8%	0.7%
Two or More Races	2.1%	1.7%	1.8%
Hispanic Origin	3.3%	3.0%	2.9%
Diversity Index	28.0	23.2	24.1
2020 Population by Race/Ethnicity			
Total	12,550	59,693	109,757
White Alone	80.3%	82.5%	81.5%
Black Alone	6.4%	5.1%	5.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.8%	4.3%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.6%	1.5%
Two or More Races	6.4%	6.3%	6.5%
Hispanic Origin	4.6%	4.6%	4.5%
Diversity Index	40.2	37.1	38.4
2024 Population by Race/Ethnicity			
Total	12,886	61,228	111,928
White Alone	78.9%	81.1%	80.1%
Black Alone	6.9%	5.5%	6.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.2%	4.7%	4.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.0%	1.7%	1.6%
Two or More Races	6.8%	6.8%	6.9%
Hispanic Origin	5.2%	5.2%	5.1%
Diversity Index	42.7	39.7	41.1
2029 Population by Race/Ethnicity			
Total	13,147	62,448	113,550
White Alone	77.4%	79.6%	78.5%
Black Alone	7.3%	5.8%	6.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.6%	5.1%	5.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.1%	1.9%	1.8%
Two or More Races	7.4%	7.3%	7.5%
Hispanic Origin	5.7%	5.7%	5.6%
Diversity Index	45.3	42.4	43.7

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

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2020 Population by Relationship and Household Type			
Total	12,550	59,693	109,757
In Households	99.3%	98.5%	99.0%
Householder	39.2%	37.6%	37.1%
Opposite-Sex Spouse	20.1%	21.6%	21.7%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.1%	1.8%	1.8%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	29.2%	29.3%	29.8%
Adopted Child	0.7%	0.7%	0.7%
Stepchild	1.5%	1.2%	1.2%
Grandchild	1.3%	1.4%	1.5%
Brother or Sister	0.6%	0.5%	0.6%
Parent	1.0%	0.9%	1.0%
Parent-in-law	0.3%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	0.6%	0.6%	0.7%
Foster Child	0.1%	0.1%	0.0%
Other Nonrelatives	2.1%	1.8%	1.8%
In Group Quarters	0.7%	1.5%	1.0%
Institutionalized	0.6%	1.2%	0.8%
Noninstitutionalized	0.1%	0.3%	0.3%
2024 Population 25+ by Educational Attainment			
Total	9,068	43,215	78,379
Less than 9th Grade	1.8%	1.7%	1.5%
9th - 12th Grade, No Diploma	2.0%	2.4%	2.3%
High School Graduate	19.1%	20.0%	20.6%
GED/Alternative Credential	3.8%	2.9%	2.8%
Some College, No Degree	21.8%	15.4%	15.8%
Associate Degree	9.3%	8.9%	8.8%
Bachelor's Degree	26.3%	28.4%	28.0%
Graduate/Professional Degree	15.9%	20.4%	20.2%
2024 Population 15+ by Marital Status			
Total	10,662	50,601	91,842
Never Married	29.5%	26.7%	27.1%
Married	54.4%	59.3%	59.1%
Widowed	7.0%	6.4%	5.8%
Divorced	9.1%	7.7%	8.1%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,030	33,069	61,076
Population 16+ Employed	96.1%	97.6%	97.9%
Population 16+ Unemployment rate	3.9%	2.4%	2.1%
Population 16-24 Employed	11.2%	11.9%	12.1%
Population 16-24 Unemployment rate	21.9%	11.9%	9.2%
Population 25-54 Employed	64.7%	61.6%	62.5%
Population 25-54 Unemployment rate	0.8%	0.9%	1.0%
Population 55-64 Employed	17.6%	19.1%	18.0%
Population 55-64 Unemployment rate	1.9%	1.2%	1.1%
Population 65+ Employed	6.4%	7.4%	7.4%
Population 65+ Unemployment rate	0.2%	0.8%	1.0%

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2024 Employed Population 16+ by Industry			
Total	6,757	32,266	59,796
Agriculture/Mining	0.0%	0.1%	0.3%
Construction	2.8%	5.1%	5.6%
Manufacturing	10.6%	8.2%	7.1%
Wholesale Trade	1.2%	1.6%	1.7%
Retail Trade	13.5%	10.1%	10.0%
Transportation/Utilities	5.0%	5.2%	5.4%
Information	0.8%	1.1%	1.3%
Finance/Insurance/Real Estate	7.4%	7.0%	7.5%
Services	45.7%	49.9%	49.0%
Public Administration	13.1%	11.7%	12.1%
2024 Employed Population 16+ by Occupation			
Total	6,760	32,266	59,795
White Collar	70.5%	74.8%	74.7%
Management/Business/Financial	19.8%	25.2%	24.5%
Professional	30.7%	31.4%	32.5%
Sales	12.4%	9.5%	9.0%
Administrative Support	7.6%	8.7%	8.7%
Services	16.4%	13.2%	12.1%
Blue Collar	13.1%	12.0%	13.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.6%	2.6%	3.0%
Installation/Maintenance/Repair	1.1%	2.0%	2.5%
Production	4.7%	2.7%	2.7%
Transportation/Material Moving	5.7%	4.7%	4.9%
2020 Households by Type			
Total	4,760	22,481	40,807
Married Couple Households	52.0%	57.6%	58.8%
With Own Children <18	22.0%	23.6%	24.6%
Without Own Children <18	30.0%	34.0%	34.2%
Cohabiting Couple Households	5.8%	5.0%	5.2%
With Own Children <18	2.1%	1.6%	1.7%
Without Own Children <18	3.7%	3.5%	3.5%
Male Householder, No Spouse/Partner	14.0%	13.0%	12.8%
Living Alone	9.4%	8.5%	8.4%
65 Years and over	2.7%	3.1%	2.8%
With Own Children <18	1.4%	1.5%	1.5%
Without Own Children <18, With Relatives	2.2%	2.1%	2.1%
No Relatives Present	1.1%	0.9%	0.8%
Female Householder, No Spouse/Partner	28.2%	24.3%	23.3%
Living Alone	16.7%	14.9%	13.8%
65 Years and over	9.6%	9.3%	8.2%
With Own Children <18	5.0%	3.8%	3.9%
Without Own Children <18, With Relatives	5.7%	5.0%	4.9%
No Relatives Present	0.7%	0.6%	0.6%
2020 Households by Size			
Total	4,760	22,481	40,807
1 Person Household	26.1%	23.5%	22.2%
2 Person Household	31.5%	32.2%	32.0%
3 Person Household	16.3%	17.4%	17.7%
4 Person Household	15.7%	16.4%	17.2%
5 Person Household	6.8%	6.9%	7.1%
6 Person Household	2.4%	2.5%	2.5%
7 + Person Household	1.2%	1.2%	1.2%

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2020 Households by Tenure and Mortgage Status			
Total	4,760	22,481	40,807
Owner Occupied	75.0%	81.0%	82.3%
Owned with a Mortgage/Loan	55.7%	61.0%	63.2%
Owned Free and Clear	19.4%	19.9%	19.2%
Renter Occupied	25.0%	19.0%	17.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	96	102	103
Percent of Income for Mortgage	25.3%	23.9%	23.7%
Wealth Index	127	155	151
2020 Housing Units By Urban/ Rural Status			
Total	4,928	23,213	42,150
Urban Housing Units	100.0%	97.7%	92.2%
Rural Housing Units	0.0%	2.3%	7.8%
2020 Population By Urban/ Rural Status			
Total	12,550	59,693	109,757
Urban Population	100.0%	97.8%	91.9%
Rural Population	0.0%	2.2%	8.1%

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

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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Old and Newcomers (8F)	Savvy Suburbanites (1D)
2.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Professional Pride (1B)
3.	Workday Drive (4A)	Professional Pride (1B)	Workday Drive (4A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$13,131,726	\$71,398,815	\$128,273,907
Average Spent	\$2,648.06	\$3,060.65	\$3,046.67
Spending Potential Index	111	129	128
Education: Total \$	\$10,551,442	\$57,952,125	\$101,858,254
Average Spent	\$2,127.74	\$2,484.23	\$2,419.26
Spending Potential Index	123	144	140
Entertainment/Recreation: Total \$	\$22,948,733	\$127,760,749	\$228,014,000
Average Spent	\$4,627.69	\$5,476.71	\$5,415.62
Spending Potential Index	113	134	132
Food at Home: Total \$	\$40,033,763	\$217,887,467	\$387,668,660
Average Spent	\$8,072.95	\$9,340.17	\$9,207.63
Spending Potential Index	111	128	126
Food Away from Home: Total \$	\$21,800,547	\$119,948,291	\$215,407,214
Average Spent	\$4,396.16	\$5,141.82	\$5,116.20
Spending Potential Index	113	132	131
Health Care: Total \$	\$42,823,512	\$235,885,738	\$419,595,272
Average Spent	\$8,635.51	\$10,111.70	\$9,965.92
Spending Potential Index	112	131	130
HH Furnishings & Equipment: Total \$	\$17,546,893	\$97,504,025	\$174,945,481
Average Spent	\$3,538.39	\$4,179.70	\$4,155.18
Spending Potential Index	112	132	131
Personal Care Products & Services: Total \$	\$5,610,651	\$30,693,240	\$54,487,524
Average Spent	\$1,131.41	\$1,315.73	\$1,294.15
Spending Potential Index	114	132	130
Shelter: Total \$	\$148,177,476	\$817,941,598	\$1,453,143,231
Average Spent	\$29,880.52	\$35,062.65	\$34,514.01
Spending Potential Index	112	132	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,855,088	\$111,882,438	\$200,202,077
Average Spent	\$4,003.85	\$4,796.06	\$4,755.05
Spending Potential Index	114	137	136
Travel: Total \$	\$17,167,506	\$96,461,753	\$171,930,047
Average Spent	\$3,461.89	\$4,135.02	\$4,083.56
Spending Potential Index	114	136	135
Vehicle Maintenance & Repairs: Total \$	\$8,101,543	\$44,452,892	\$79,709,420
Average Spent	\$1,633.70	\$1,905.56	\$1,893.20
Spending Potential Index	110	129	128

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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