



## Market Profile

800 N Wolfe St, Baltimore, Maryland, 21205  
Rings: 0.5, 1, 1.5 mile radii

Prepared by Esri  
Latitude: 39.30007  
Longitude: -76.59142

	0.5 miles	1 mile	1.5 miles
<b>Population Summary</b>			
2010 Total Population	8,563	53,582	96,429
2020 Total Population	8,891	46,020	92,295
2020 Group Quarters	29	2,293	3,186
2023 Total Population	8,656	45,138	90,190
2023 Group Quarters	29	2,295	3,186
2028 Total Population	8,498	44,617	90,063
2023-2028 Annual Rate	-0.37%	-0.23%	-0.03%
2023 Total Daytime Population	28,558	60,190	161,912
Workers	23,206	34,471	119,912
Residents	5,352	25,719	42,000
<b>Household Summary</b>			
2010 Households	3,309	18,426	38,317
2010 Average Household Size	2.51	2.60	2.30
2020 Total Households	3,921	18,540	43,047
2020 Average Household Size	2.26	2.36	2.07
2023 Households	3,862	18,399	42,620
2023 Average Household Size	2.23	2.33	2.04
2028 Households	3,846	18,459	43,357
2028 Average Household Size	2.20	2.29	2.00
2023-2028 Annual Rate	-0.08%	0.07%	0.34%
2010 Families	1,871	10,491	17,650
2010 Average Family Size	3.32	3.33	3.20
2023 Families	2,140	10,155	18,024
2023 Average Family Size	3.01	3.07	2.97
2028 Families	2,131	10,198	18,312
2028 Average Family Size	2.97	3.02	2.92
2023-2028 Annual Rate	-0.08%	0.08%	0.32%
<b>Housing Unit Summary</b>			
2000 Housing Units	6,045	27,930	49,975
Owner Occupied Housing Units	21.5%	29.7%	31.5%
Renter Occupied Housing Units	50.0%	46.6%	47.6%
Vacant Housing Units	28.5%	23.7%	20.9%
2010 Housing Units	4,524	24,130	48,866
Owner Occupied Housing Units	18.7%	27.8%	28.2%
Renter Occupied Housing Units	54.4%	48.5%	50.2%
Vacant Housing Units	26.9%	23.6%	21.6%
2020 Housing Units	4,601	22,810	51,919
Owner Occupied Housing Units	19.9%	26.7%	24.9%
Renter Occupied Housing Units	65.3%	54.6%	58.0%
Vacant Housing Units	15.2%	18.6%	17.1%
2023 Housing Units	4,592	22,677	51,930
Owner Occupied Housing Units	20.9%	31.7%	30.6%
Renter Occupied Housing Units	63.2%	49.4%	51.5%
Vacant Housing Units	15.9%	18.9%	17.9%
2028 Housing Units	4,614	22,809	52,338
Owner Occupied Housing Units	22.0%	32.7%	31.2%
Renter Occupied Housing Units	61.4%	48.3%	51.6%
Vacant Housing Units	16.6%	19.1%	17.2%

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2023 Households by Income</b>			
Household Income Base	3,862	18,397	42,614
<\$15,000	29.8%	25.5%	18.7%
\$15,000 - \$24,999	11.7%	10.1%	8.3%
\$25,000 - \$34,999	8.6%	8.0%	6.8%
\$35,000 - \$49,999	10.4%	10.4%	9.3%
\$50,000 - \$74,999	15.8%	16.3%	17.9%
\$75,000 - \$99,999	9.5%	9.6%	11.0%
\$100,000 - \$149,999	7.7%	9.4%	11.6%
\$150,000 - \$199,999	3.8%	5.2%	7.4%
\$200,000+	2.6%	5.5%	9.1%
Average Household Income	\$57,152	\$72,230	\$92,943
<b>2028 Households by Income</b>			
Household Income Base	3,846	18,457	43,351
<\$15,000	29.0%	24.9%	17.9%
\$15,000 - \$24,999	10.9%	9.4%	7.5%
\$25,000 - \$34,999	8.2%	7.3%	6.1%
\$35,000 - \$49,999	10.1%	9.8%	8.5%
\$50,000 - \$74,999	15.7%	16.0%	17.0%
\$75,000 - \$99,999	9.6%	9.5%	10.8%
\$100,000 - \$149,999	8.5%	9.8%	12.2%
\$150,000 - \$199,999	4.6%	6.3%	8.9%
\$200,000+	3.5%	6.9%	11.1%
Average Household Income	\$64,272	\$81,898	\$106,039
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	961	7,196	15,870
<\$50,000	14.7%	14.2%	11.7%
\$50,000 - \$99,999	10.9%	16.4%	11.0%
\$100,000 - \$149,999	4.8%	5.6%	4.4%
\$150,000 - \$199,999	19.1%	9.0%	7.3%
\$200,000 - \$249,999	18.4%	13.1%	12.0%
\$250,000 - \$299,999	6.1%	7.6%	8.9%
\$300,000 - \$399,999	22.7%	19.6%	25.3%
\$400,000 - \$499,999	1.7%	5.4%	7.0%
\$500,000 - \$749,999	0.9%	6.6%	8.3%
\$750,000 - \$999,999	0.5%	1.3%	3.0%
\$1,000,000 - \$1,499,999	0.1%	0.9%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$208,273	\$249,632	\$294,446
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	1,015	7,452	16,349
<\$50,000	15.0%	15.1%	12.1%
\$50,000 - \$99,999	7.3%	13.5%	9.0%
\$100,000 - \$149,999	3.3%	4.2%	3.3%
\$150,000 - \$199,999	12.6%	6.4%	5.0%
\$200,000 - \$249,999	14.6%	9.4%	8.1%
\$250,000 - \$299,999	6.4%	7.2%	7.7%
\$300,000 - \$399,999	34.7%	23.5%	28.3%
\$400,000 - \$499,999	2.9%	7.2%	9.4%
\$500,000 - \$749,999	1.9%	10.0%	12.1%
\$750,000 - \$999,999	1.2%	1.8%	3.7%
\$1,000,000 - \$1,499,999	0.3%	1.5%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$245,739	\$286,368	\$330,714

**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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<b>Median Household Income</b>			
2023	\$34,809	\$43,303	\$57,495
2028	\$37,155	\$47,135	\$62,363
<b>Median Home Value</b>			
2023	\$201,271	\$218,182	\$270,046
2028	\$240,709	\$259,601	\$317,513
<b>Per Capita Income</b>			
2023	\$25,769	\$29,768	\$44,074
2028	\$29,368	\$34,218	\$51,197
<b>Median Age</b>			
2010	31.8	32.2	32.2
2020	32.6	33.6	33.1
2023	36.0	34.9	34.3
2028	37.0	36.0	35.4
<b>2020 Population by Age</b>			
Total	8,891	46,020	92,295
0 - 4	6.7%	6.1%	5.3%
5 - 9	6.7%	6.0%	4.7%
10 - 14	6.4%	6.0%	4.6%
15 - 24	13.2%	12.8%	12.3%
25 - 34	21.7%	22.1%	28.1%
35 - 44	11.9%	13.7%	14.6%
45 - 54	9.1%	10.0%	9.5%
55 - 64	11.3%	11.5%	10.2%
65 - 74	8.2%	7.7%	6.8%
75 - 84	3.7%	3.1%	2.8%
85 +	1.1%	1.1%	0.9%
18 +	77.0%	78.6%	82.8%
<b>2023 Population by Age</b>			
Total	8,655	45,136	90,190
0 - 4	7.4%	6.7%	5.5%
5 - 9	7.3%	6.4%	5.0%
10 - 14	6.8%	6.2%	4.7%
15 - 24	13.0%	13.4%	12.8%
25 - 34	14.3%	17.6%	23.6%
35 - 44	11.0%	13.8%	14.7%
45 - 54	10.2%	11.1%	10.4%
55 - 64	12.2%	11.3%	10.4%
65 - 74	10.0%	8.1%	7.8%
75 - 84	5.9%	4.2%	3.8%
85 +	1.8%	1.3%	1.3%
18 +	75.0%	77.3%	82.2%
<b>2028 Population by Age</b>			
Total	8,498	44,615	90,062
0 - 4	7.7%	6.8%	5.5%
5 - 9	6.8%	6.0%	4.7%
10 - 14	6.4%	5.9%	4.6%
15 - 24	12.6%	13.3%	13.0%
25 - 34	13.9%	16.5%	21.5%
35 - 44	11.8%	14.4%	15.7%
45 - 54	9.8%	11.2%	10.8%
55 - 64	11.4%	10.6%	9.7%
65 - 74	10.5%	8.9%	8.5%
75 - 84	6.9%	4.9%	4.6%
85 +	2.1%	1.5%	1.5%
18 +	75.9%	78.0%	82.7%
<b>2020 Population by Sex</b>			

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Males	4,007	22,107	45,120
Females	4,884	23,913	47,175
<b>2023 Population by Sex</b>			
Males	3,838	21,861	44,853
Females	4,818	23,277	45,337
<b>2028 Population by Sex</b>			
Males	3,760	21,604	44,767
Females	4,737	23,013	45,296
<b>2010 Population by Race/Ethnicity</b>			
Total	8,563	53,581	96,429
White Alone	5.6%	16.7%	29.8%
Black Alone	90.2%	76.8%	61.0%
American Indian Alone	0.2%	0.5%	0.5%
Asian Alone	1.8%	1.6%	2.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.9%	2.6%	3.6%
Two or More Races	1.3%	1.8%	2.2%
Hispanic Origin	2.5%	6.2%	7.8%
Diversity Index	22.3	45.3	60.4
<b>2020 Population by Race/Ethnicity</b>			
Total	8,891	46,020	92,295
White Alone	10.1%	18.5%	31.7%
Black Alone	75.5%	66.1%	49.1%
American Indian Alone	0.4%	0.6%	0.6%
Asian Alone	5.3%	2.9%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	6.2%	7.0%
Two or More Races	5.1%	5.6%	6.6%
Hispanic Origin	6.2%	10.1%	11.8%
Diversity Index	48.1	60.8	72.0
<b>2023 Population by Race/Ethnicity</b>			
Total	8,656	45,138	90,191
White Alone	9.6%	17.8%	30.4%
Black Alone	75.3%	66.3%	49.8%
American Indian Alone	0.4%	0.6%	0.6%
Asian Alone	5.8%	3.0%	5.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.7%	6.5%	7.2%
Two or More Races	5.2%	5.8%	6.8%
Hispanic Origin	6.4%	10.6%	12.2%
Diversity Index	48.6	61.1	72.2
<b>2028 Population by Race/Ethnicity</b>			
Total	8,497	44,617	90,062
White Alone	8.6%	16.3%	28.6%
Black Alone	75.2%	66.1%	49.6%
American Indian Alone	0.5%	0.6%	0.7%
Asian Alone	6.0%	3.2%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.2%	7.6%	8.2%
Two or More Races	5.5%	6.2%	7.4%
Hispanic Origin	7.2%	12.1%	13.6%
Diversity Index	49.7	62.7	73.7

**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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<b>2020 Population by Relationship and Household Type</b>			
Total	8,891	46,020	92,295
In Households	99.7%	95.0%	96.5%
Householder	44.5%	40.4%	46.6%
Opposite-Sex Spouse	5.2%	6.5%	7.9%
Same-Sex Spouse	0.3%	0.3%	0.4%
Opposite-Sex Unmarried Partner	3.0%	3.6%	4.3%
Same-Sex Unmarried Partner	0.4%	0.3%	0.5%
Biological Child	26.7%	24.7%	19.7%
Adopted Child	0.5%	0.4%	0.3%
Stepchild	0.6%	0.6%	0.6%
Grandchild	4.5%	4.2%	3.0%
Brother or Sister	2.4%	2.3%	2.0%
Parent	1.5%	1.3%	1.0%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	2.7%	2.6%	2.1%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	6.6%	7.3%	7.9%
In Group Quarters	0.3%	5.0%	3.5%
Institutionalized	0.0%	4.1%	2.8%
Noninstitutionalized	0.3%	0.9%	0.7%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	5,668	30,390	64,945
Less than 9th Grade	2.2%	4.4%	3.4%
9th - 12th Grade, No Diploma	11.6%	12.2%	9.3%
High School Graduate	31.2%	27.0%	19.3%
GED/Alternative Credential	8.3%	7.6%	5.1%
Some College, No Degree	14.2%	13.9%	12.8%
Associate Degree	5.2%	4.0%	4.5%
Bachelor's Degree	16.3%	17.2%	23.6%
Graduate/Professional Degree	10.9%	13.6%	21.9%
<b>2023 Population 15+ by Marital Status</b>			
Total	6,789	36,417	76,472
Never Married	61.9%	58.6%	58.9%
Married	23.2%	26.9%	27.9%
Widowed	6.1%	5.9%	4.3%
Divorced	8.8%	8.6%	8.3%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,714	19,502	48,864
Population 16+ Employed	90.9%	91.9%	94.8%
Population 16+ Unemployment rate	9.1%	8.1%	5.2%
Population 16-24 Employed	16.2%	13.9%	13.1%
Population 16-24 Unemployment rate	13.5%	14.7%	10.9%
Population 25-54 Employed	58.4%	66.0%	70.2%
Population 25-54 Unemployment rate	7.1%	5.7%	3.3%
Population 55-64 Employed	19.3%	14.9%	11.5%
Population 55-64 Unemployment rate	4.8%	9.5%	7.0%
Population 65+ Employed	6.2%	5.2%	5.2%
Population 65+ Unemployment rate	25.4%	14.1%	11.0%

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<b>2023 Employed Population 16+ by Industry</b>			
Total	3,375	17,930	46,325
Agriculture/Mining	1.7%	0.4%	0.3%
Construction	3.2%	5.2%	4.9%
Manufacturing	2.9%	5.0%	5.0%
Wholesale Trade	1.6%	1.0%	1.1%
Retail Trade	7.1%	7.1%	6.6%
Transportation/Utilities	8.5%	7.3%	5.0%
Information	3.1%	2.1%	2.3%
Finance/Insurance/Real Estate	3.9%	5.1%	6.9%
Services	62.7%	60.0%	60.4%
Public Administration	5.3%	6.9%	7.4%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	3,374	17,930	46,324
White Collar	60.7%	66.7%	74.5%
Management/Business/Financial	13.8%	18.0%	21.3%
Professional	31.7%	33.8%	39.9%
Sales	5.6%	5.8%	5.4%
Administrative Support	9.6%	9.1%	7.9%
Services	21.9%	17.7%	13.9%
Blue Collar	17.4%	15.6%	11.7%
Farming/Forestry/Fishing	1.4%	0.3%	0.1%
Construction/Extraction	2.2%	3.0%	2.5%
Installation/Maintenance/Repair	1.1%	0.9%	1.0%
Production	2.6%	3.2%	2.3%
Transportation/Material Moving	10.1%	8.2%	5.6%
<b>2020 Households by Type</b>			
Total	3,921	18,540	43,047
Married Couple Households	12.3%	16.8%	17.8%
With Own Children <18	4.5%	6.1%	5.8%
Without Own Children <18	7.8%	10.7%	12.0%
Cohabiting Couple Households	7.7%	9.6%	10.3%
With Own Children <18	2.4%	2.6%	1.8%
Without Own Children <18	5.3%	6.9%	8.4%
Male Householder, No Spouse/Partner	26.9%	26.0%	29.5%
Living Alone	18.0%	16.9%	21.6%
65 Years and over	5.1%	4.4%	4.1%
With Own Children <18	2.0%	1.6%	1.3%
Without Own Children <18, With Relatives	3.9%	3.9%	2.9%
No Relatives Present	2.9%	3.5%	3.8%
Female Householder, No Spouse/Partner	53.2%	47.6%	42.5%
Living Alone	23.1%	20.0%	23.1%
65 Years and over	8.0%	7.0%	5.2%
With Own Children <18	13.8%	11.5%	7.2%
Without Own Children <18, With Relatives	12.7%	12.4%	8.2%
No Relatives Present	3.6%	3.7%	3.9%
<b>2020 Households by Size</b>			
Total	3,921	18,540	43,047
1 Person Household	41.1%	37.0%	44.7%
2 Person Household	25.5%	28.5%	29.3%
3 Person Household	15.7%	15.9%	12.4%
4 Person Household	9.0%	9.4%	6.9%
5 Person Household	4.7%	4.7%	3.5%
6 Person Household	2.4%	2.7%	1.9%
7 + Person Household	1.7%	1.9%	1.4%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	3,921	18,540	43,047
Owner Occupied	23.4%	32.9%	30.1%
Owned with a Mortgage/Loan	16.7%	23.5%	22.3%
Owned Free and Clear	6.7%	9.4%	7.8%
Renter Occupied	76.6%	67.1%	69.9%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	68	74	79
Percent of Income for Mortgage	34.7%	30.3%	28.2%
Wealth Index	32	47	59
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	4,601	22,810	51,919
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2020 Population By Urban/ Rural Status</b>			
Total	8,891	46,020	92,295
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

**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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<b>Top 3 Tapestry Segments</b>			
1.	City Commons (11E) Modest Income Homes (12D)		Metro Renters (3B)
2.	Social Security Set (9F)	City Commons (11E)	Modest Income Homes (12D)
3.	Fresh Ambitions (13D)	Social Security Set (9F)	City Commons (11E)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,254,882	\$30,326,765	\$89,625,776
Average Spent	\$1,360.66	\$1,648.28	\$2,102.90
Spending Potential Index	62	75	96
Education: Total \$	\$3,807,373	\$22,141,469	\$68,501,614
Average Spent	\$985.86	\$1,203.41	\$1,607.26
Spending Potential Index	55	67	90
Entertainment/Recreation: Total \$	\$7,554,654	\$45,624,442	\$134,766,578
Average Spent	\$1,956.15	\$2,479.72	\$3,162.05
Spending Potential Index	52	66	84
Food at Home: Total \$	\$15,769,354	\$91,426,711	\$264,298,856
Average Spent	\$4,083.21	\$4,969.11	\$6,201.29
Spending Potential Index	60	73	91
Food Away from Home: Total \$	\$8,207,702	\$48,882,640	\$147,944,701
Average Spent	\$2,125.25	\$2,656.81	\$3,471.25
Spending Potential Index	57	71	93
Health Care: Total \$	\$14,953,015	\$90,383,495	\$256,584,436
Average Spent	\$3,871.83	\$4,912.41	\$6,020.28
Spending Potential Index	53	67	82
HH Furnishings & Equipment: Total \$	\$6,091,670	\$36,677,496	\$109,311,420
Average Spent	\$1,577.34	\$1,993.45	\$2,564.79
Spending Potential Index	53	67	87
Personal Care Products & Services: Total \$	\$2,091,029	\$12,412,018	\$37,092,501
Average Spent	\$541.44	\$674.60	\$870.31
Spending Potential Index	57	71	91
Shelter: Total \$	\$55,053,299	\$323,416,921	\$965,956,128
Average Spent	\$14,255.13	\$17,577.96	\$22,664.39
Spending Potential Index	58	71	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,543,703	\$34,401,600	\$99,562,556
Average Spent	\$1,435.45	\$1,869.75	\$2,336.05
Spending Potential Index	46	60	75
Travel: Total \$	\$4,257,749	\$26,259,521	\$79,928,474
Average Spent	\$1,102.47	\$1,427.23	\$1,875.37
Spending Potential Index	49	63	83
Vehicle Maintenance & Repairs: Total \$	\$2,776,107	\$16,687,590	\$49,022,462
Average Spent	\$718.83	\$906.98	\$1,150.22
Spending Potential Index	55	69	88

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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