

Market Profile

2120 Ivy Rd, Charlottesville, Virginia, 22903
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.04303
Longitude: -78.51288

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	16,165	69,639	90,656
2020 Total Population	15,938	75,990	101,375
2020 Group Quarters	7,061	8,967	9,450
2025 Total Population	15,778	75,325	101,432
2025 Group Quarters	7,082	9,003	9,486
2030 Total Population	15,549	75,237	102,305
2025-2030 Annual Rate	-0.29%	-0.02%	0.17%
2025 Total Daytime Population	23,677	107,802	141,940
Workers	13,819	73,168	95,202
Residents	9,858	34,634	46,738
Household Summary			
2010 Households	4,090	26,990	35,835
2010 Average Household Size	2.26	2.26	2.28
2020 Total Households	4,123	30,158	40,939
2020 Average Household Size	2.15	2.22	2.25
2025 Households	4,052	30,324	41,715
2025 Average Household Size	2.15	2.19	2.20
2030 Households	3,999	30,605	42,527
2030 Average Household Size	2.12	2.16	2.18
2025-2030 Annual Rate	-0.26%	0.18%	0.39%
2010 Families	881	12,032	17,450
2010 Average Family Size	2.70	2.89	2.91
2025 Families	1,095	13,499	20,248
2025 Average Family Size	2.79	2.98	2.96
2030 Families	1,065	13,496	20,494
2030 Average Family Size	2.77	2.97	2.95
2025-2030 Annual Rate	-0.55%	0.00%	0.24%
Housing Unit Summary			
2000 Housing Units	4,651	26,737	33,633
Owner Occupied Housing Units	14.1%	38.2%	43.7%
Renter Occupied Housing Units	81.5%	57.1%	51.9%
Vacant Housing Units	4.4%	4.6%	4.4%
2010 Housing Units	4,361	29,468	39,121
Owner Occupied Housing Units	14.6%	37.8%	42.1%
Renter Occupied Housing Units	79.2%	53.8%	49.5%
Vacant Housing Units	6.2%	8.4%	8.4%
2020 Housing Units	4,656	32,639	44,194
Owner Occupied Housing Units	13.7%	35.6%	40.7%
Renter Occupied Housing Units	74.8%	56.8%	51.9%
Vacant Housing Units	11.5%	7.6%	7.3%
2025 Housing Units	4,598	33,156	45,300
Owner Occupied Housing Units	15.4%	37.5%	42.7%
Renter Occupied Housing Units	72.7%	54.0%	49.4%
Vacant Housing Units	11.9%	8.5%	7.9%
2030 Housing Units	4,622	33,792	46,527
Owner Occupied Housing Units	16.1%	38.3%	43.6%
Renter Occupied Housing Units	70.4%	52.3%	47.8%
Vacant Housing Units	13.5%	9.4%	8.6%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2025 Households by Income			
Household Income Base	4,051	30,323	41,714
<\$15,000	23.1%	13.5%	11.3%
\$15,000 - \$24,999	10.8%	7.0%	6.0%
\$25,000 - \$34,999	7.4%	5.6%	5.2%
\$35,000 - \$49,999	10.6%	9.6%	9.6%
\$50,000 - \$74,999	11.8%	14.4%	13.9%
\$75,000 - \$99,999	6.9%	9.9%	10.0%
\$100,000 - \$149,999	8.6%	16.1%	17.2%
\$150,000 - \$199,999	8.2%	8.9%	10.0%
\$200,000+	12.6%	15.1%	16.7%
Average Household Income	\$89,562	\$111,942	\$121,974
2030 Households by Income			
Household Income Base	3,998	30,604	42,526
<\$15,000	21.5%	12.3%	10.2%
\$15,000 - \$24,999	9.6%	5.7%	4.8%
\$25,000 - \$34,999	7.0%	4.9%	4.5%
\$35,000 - \$49,999	10.2%	8.4%	8.3%
\$50,000 - \$74,999	12.2%	13.5%	13.0%
\$75,000 - \$99,999	7.5%	9.9%	10.0%
\$100,000 - \$149,999	8.7%	16.8%	17.6%
\$150,000 - \$199,999	8.7%	10.0%	11.0%
\$200,000+	14.7%	18.6%	20.6%
Average Household Income	\$96,981	\$125,193	\$135,647
2025 Owner Occupied Housing Units by Value			
Total	677	12,401	19,293
<\$50,000	0.1%	1.2%	1.4%
\$50,000 - \$99,999	0.1%	0.3%	0.3%
\$100,000 - \$149,999	0.6%	1.2%	1.0%
\$150,000 - \$199,999	0.0%	2.4%	1.9%
\$200,000 - \$249,999	0.0%	3.3%	2.7%
\$250,000 - \$299,999	2.1%	5.0%	4.6%
\$300,000 - \$399,999	9.5%	19.5%	18.0%
\$400,000 - \$499,999	8.0%	17.8%	18.6%
\$500,000 - \$749,999	17.9%	26.6%	28.6%
\$750,000 - \$999,999	33.1%	12.1%	13.6%
\$1,000,000 - \$1,499,999	19.9%	5.5%	5.3%
\$1,500,000 - \$1,999,999	2.7%	2.6%	2.2%
\$2,000,000 +	6.2%	2.4%	1.8%
Average Home Value	\$910,675	\$614,915	\$613,028
2030 Owner Occupied Housing Units by Value			
Total	713	12,897	20,272
<\$50,000	0.1%	1.0%	1.2%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.3%	0.3%	0.2%
\$150,000 - \$199,999	0.0%	0.8%	0.6%
\$200,000 - \$249,999	0.0%	1.7%	1.3%
\$250,000 - \$299,999	1.3%	3.3%	3.0%
\$300,000 - \$399,999	9.3%	15.5%	13.7%
\$400,000 - \$499,999	7.7%	15.7%	16.1%
\$500,000 - \$749,999	12.6%	28.7%	29.9%
\$750,000 - \$999,999	31.8%	16.2%	19.0%
\$1,000,000 - \$1,499,999	26.1%	9.0%	8.6%
\$1,500,000 - \$1,999,999	4.1%	4.6%	3.8%
\$2,000,000 +	6.6%	3.2%	2.4%
Average Home Value	\$975,390	\$725,178	\$713,764

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			
2025	\$46,754	\$74,927	\$83,540
2030	\$52,836	\$86,872	\$97,403
Median Home Value			
2025	\$839,286	\$495,113	\$513,096
2030	\$896,476	\$601,655	\$614,156
Per Capita Income			
2025	\$23,671	\$45,419	\$50,483
2030	\$25,637	\$51,289	\$56,717
Median Age			
2010	22.3	27.8	29.6
2020	22.3	29.1	31.5
2025	22.3	29.6	32.2
2030	22.3	29.7	32.7
2020 Population by Age			
Total	15,938	75,990	101,375
0 - 4	2.3%	5.1%	5.2%
5 - 9	1.2%	4.5%	4.9%
10 - 14	1.1%	4.0%	4.5%
15 - 24	65.1%	27.1%	22.8%
25 - 34	17.5%	19.8%	18.5%
35 - 44	3.3%	10.9%	11.4%
45 - 54	2.4%	8.0%	8.7%
55 - 64	2.6%	8.1%	9.2%
65 - 74	2.1%	6.9%	8.1%
75 - 84	1.3%	3.7%	4.5%
85 +	1.1%	1.9%	2.3%
18 +	94.5%	84.1%	82.9%
2025 Population by Age			
Total	15,778	75,324	101,431
0 - 4	2.2%	4.8%	5.0%
5 - 9	1.2%	4.4%	4.8%
10 - 14	1.0%	4.1%	4.6%
15 - 24	64.9%	27.4%	23.1%
25 - 34	17.8%	18.4%	17.0%
35 - 44	3.5%	11.9%	12.4%
45 - 54	2.3%	7.9%	8.7%
55 - 64	2.4%	7.5%	8.3%
65 - 74	2.2%	7.0%	8.1%
75 - 84	1.5%	4.6%	5.6%
85 +	1.1%	2.0%	2.5%
18 +	94.8%	84.3%	83.1%
2030 Population by Age			
Total	15,551	75,235	102,305
0 - 4	2.1%	4.7%	4.9%
5 - 9	1.1%	4.1%	4.4%
10 - 14	0.9%	4.1%	4.5%
15 - 24	64.8%	27.6%	23.3%
25 - 34	17.6%	17.2%	16.0%
35 - 44	3.5%	11.8%	12.1%
45 - 54	2.3%	8.7%	9.6%
55 - 64	2.3%	7.2%	7.9%
65 - 74	2.3%	6.8%	7.8%
75 - 84	1.8%	5.4%	6.6%
85 +	1.3%	2.4%	2.9%
18 +	94.9%	84.8%	83.6%

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2020 Population by Sex			
Males	7,569	36,157	48,045
Females	8,369	39,833	53,330
2025 Population by Sex			
Males	7,542	36,307	48,710
Females	8,236	39,018	52,722
2030 Population by Sex			
Males	7,432	36,256	49,097
Females	8,117	38,980	53,208
2020 Population by Race/Ethnicity			
Total	16,165	69,638	90,656
White Alone	72.5%	68.6%	71.1%
Black Alone	6.7%	17.6%	16.0%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	16.1%	7.7%	6.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.0%	2.7%	2.9%
Two or More Races	3.5%	3.1%	2.9%
Hispanic Origin	5.0%	6.7%	6.8%
Diversity Index	49.5	55.5	53.1
2020 Population by Race/Ethnicity			
Total	15,938	75,990	101,375
White Alone	55.5%	61.1%	64.1%
Black Alone	8.5%	15.1%	13.7%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	26.9%	11.8%	10.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.0%	4.0%	4.0%
Two or More Races	5.9%	7.6%	7.6%
Hispanic Origin	6.8%	8.7%	8.7%
Diversity Index	65.8	64.9	62.3
2025 Population by Race/Ethnicity			
Total	15,777	75,324	101,433
White Alone	54.0%	59.9%	63.1%
Black Alone	8.3%	14.8%	13.5%
American Indian Alone	0.2%	0.4%	0.3%
Asian Alone	28.3%	12.5%	10.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.0%	4.2%	4.2%
Two or More Races	6.2%	8.1%	8.1%
Hispanic Origin	6.8%	9.0%	8.9%
Diversity Index	66.5	66.1	63.5
2030 Population by Race/Ethnicity			
Total	15,549	75,236	102,305
White Alone	51.5%	57.9%	61.3%
Black Alone	8.1%	15.0%	13.7%
American Indian Alone	0.2%	0.4%	0.3%
Asian Alone	30.5%	13.6%	11.6%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	3.1%	4.5%	4.5%
Two or More Races	6.5%	8.6%	8.6%
Hispanic Origin	7.1%	9.6%	9.5%
Diversity Index	67.8	68.1	65.5

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	15,938	75,990	101,375
In Households	55.7%	88.2%	90.7%
Householder	26.2%	39.8%	40.4%
Opposite-Sex Spouse	5.0%	12.2%	14.3%
Same-Sex Spouse	0.1%	0.3%	0.2%
Opposite-Sex Unmarried Partner	1.4%	2.7%	2.6%
Same-Sex Unmarried Partner	0.1%	0.2%	0.2%
Biological Child	6.0%	18.4%	20.0%
Adopted Child	0.1%	0.4%	0.4%
Stepchild	0.1%	0.4%	0.4%
Grandchild	0.4%	1.2%	1.1%
Brother or Sister	0.6%	0.9%	0.9%
Parent	0.2%	0.7%	0.7%
Parent-in-law	0.0%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.0%	0.2%	0.2%
Other Relatives	0.3%	0.9%	0.8%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	15.1%	10.0%	8.2%
In Group Quarters	44.3%	11.8%	9.3%
Institutionalized	0.6%	1.5%	1.6%
Noninstitutionalized	43.7%	10.3%	7.7%
2025 Population 25+ by Educational Attainment			
Total	4,852	44,645	63,501
Less than 9th Grade	1.5%	2.5%	2.5%
9th - 12th Grade, No Diploma	1.9%	3.8%	3.4%
High School Graduate	11.0%	12.7%	12.2%
GED/Alternative Credential	0.5%	2.6%	2.2%
Some College, No Degree	7.0%	10.2%	10.2%
Associate Degree	4.5%	6.6%	6.3%
Bachelor's Degree	33.0%	29.3%	30.2%
Graduate/Professional Degree	40.6%	32.4%	33.0%
2025 Population 15+ by Marital Status			
Total	15,098	65,284	86,917
Never Married	82.9%	51.2%	46.0%
Married	11.3%	35.4%	40.0%
Widowed	2.0%	4.1%	4.7%
Divorced	3.8%	9.3%	9.2%
2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,426	42,282	56,720
Population 16+ Employed	95.6%	97.2%	97.4%
Population 16+ Unemployment rate	4.4%	2.8%	2.6%
Population 16-24 Employed	53.1%	22.2%	19.1%
Population 16-24 Unemployment rate	5.8%	3.8%	3.5%
Population 25-54 Employed	40.0%	60.2%	60.7%
Population 25-54 Unemployment rate	2.9%	2.8%	2.7%
Population 55-64 Employed	4.2%	10.5%	11.8%
Population 55-64 Unemployment rate	2.7%	1.8%	1.5%
Population 65+ Employed	2.7%	7.1%	8.5%
Population 65+ Unemployment rate	0.0%	1.1%	1.2%

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2025 Employed Population 16+ by Industry			
Total	6,146	41,095	55,241
Agriculture/Mining	0.1%	0.3%	0.3%
Construction	2.5%	4.6%	4.4%
Manufacturing	3.3%	3.5%	3.7%
Wholesale Trade	0.0%	0.5%	0.7%
Retail Trade	6.9%	8.3%	8.3%
Transportation/Utilities	0.8%	2.3%	2.3%
Information	1.5%	1.6%	1.7%
Finance/Insurance/Real Estate	3.6%	4.6%	4.9%
Services	80.1%	71.3%	70.0%
Public Administration	1.1%	3.1%	3.6%
2025 Employed Population 16+ by Occupation			
Total	6,147	41,097	55,241
White Collar	71.2%	71.6%	73.4%
Management/Business/Financial	10.3%	16.8%	18.6%
Professional	50.2%	41.2%	41.1%
Sales	5.2%	6.2%	6.9%
Administrative Support	5.5%	7.4%	6.9%
Services	22.1%	17.6%	16.2%
Blue Collar	6.7%	10.8%	10.3%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	2.1%	3.1%	2.9%
Installation/Maintenance/Repair	0.2%	1.0%	0.8%
Production	0.9%	2.6%	2.4%
Transportation/Material Moving	3.2%	4.1%	4.0%
2020 Households by Type			
Total	4,123	30,158	40,939
Married Couple Households	19.7%	31.4%	35.9%
With Own Children <18	7.3%	12.8%	14.3%
Without Own Children <18	12.4%	18.6%	21.6%
Cohabiting Couple Households	5.8%	7.3%	6.9%
With Own Children <18	0.5%	1.3%	1.3%
Without Own Children <18	5.3%	6.0%	5.6%
Male Householder, No Spouse/Partner	34.3%	25.0%	22.2%
Living Alone	19.4%	16.0%	14.7%
65 Years and over	1.9%	2.9%	3.1%
With Own Children <18	1.1%	1.4%	1.2%
Without Own Children <18, With Relatives	2.3%	2.1%	1.9%
No Relatives Present	11.6%	5.5%	4.3%
Female Householder, No Spouse/Partner	40.2%	36.3%	35.0%
Living Alone	21.5%	20.8%	20.9%
65 Years and over	4.0%	7.0%	8.0%
With Own Children <18	1.7%	4.5%	4.4%
Without Own Children <18, With Relatives	3.0%	5.1%	5.0%
No Relatives Present	13.9%	5.8%	4.6%
2020 Households by Size			
Total	4,123	30,158	40,939
1 Person Household	40.9%	36.8%	35.6%
2 Person Household	32.7%	32.5%	33.3%
3 Person Household	11.3%	13.5%	13.5%
4 Person Household	9.5%	10.7%	10.8%
5 Person Household	3.0%	4.1%	4.3%
6 Person Household	1.3%	1.5%	1.5%
7 + Person Household	1.2%	1.0%	1.0%

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2020 Households by Tenure and Mortgage Status			
Total	4,123	30,158	40,939
Owner Occupied	15.5%	38.5%	44.0%
Owned with a Mortgage/Loan	8.0%	25.4%	29.4%
Owned Free and Clear	7.5%	13.1%	14.6%
Renter Occupied	84.5%	61.5%	56.0%
2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	22	58	63
Percent of Income for Mortgage	100.0%	41.4%	38.4%
Wealth Index	56	88	103
2020 Housing Units By Urban/ Rural Status			
Total	4,656	32,639	44,194
Urban Housing Units	99.8%	97.0%	93.3%
Rural Housing Units	0.2%	3.0%	6.7%
2020 Population By Urban/ Rural Status			
Total	15,938	75,990	101,375
Urban Population	99.9%	97.0%	92.9%
Rural Population	0.1%	3.0%	7.1%

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.	Dorms to Diplomas (B1)	City Greens (K6)	City Greens (K6)
2.	Metro Renters (D4)	Emerging Hub (D1)	Emerging Hub (D1)
3.	College Towns (B2)	Dorms to Diplomas (B1)	Dorms to Diplomas (B1)
2025 Consumer Spending			
Apparel & Services: Total \$	\$8,403,167	\$75,259,576	\$111,572,693
Average Spent	\$2,073.83	\$2,481.85	\$2,674.64
Spending Potential Index	85	101	109
Education: Total \$	\$8,414,912	\$60,690,663	\$89,354,394
Average Spent	\$2,076.73	\$2,001.41	\$2,142.02
Spending Potential Index	116	112	120
Entertainment/Recreation: Total \$	\$12,465,783	\$118,317,435	\$177,337,017
Average Spent	\$3,076.45	\$3,901.78	\$4,251.16
Spending Potential Index	75	95	103
Food at Home: Total \$	\$24,192,599	\$220,692,705	\$328,060,415
Average Spent	\$5,970.53	\$7,277.82	\$7,864.33
Spending Potential Index	80	98	106
Food Away from Home: Total \$	\$14,385,618	\$125,990,552	\$186,601,656
Average Spent	\$3,550.25	\$4,154.81	\$4,473.25
Spending Potential Index	86	101	108
Health Care: Total \$	\$20,837,849	\$211,230,537	\$317,905,102
Average Spent	\$5,142.61	\$6,965.79	\$7,620.88
Spending Potential Index	66	90	99
HH Furnishings & Equipment: Total \$	\$8,972,951	\$84,421,202	\$126,299,256
Average Spent	\$2,214.45	\$2,783.97	\$3,027.67
Spending Potential Index	76	96	104
Personal Care Products & Services: Total \$	\$3,577,398	\$32,017,411	\$47,528,199
Average Spent	\$882.87	\$1,055.84	\$1,139.36
Spending Potential Index	84	101	109
Shelter: Total \$	\$91,978,678	\$811,154,667	\$1,207,614,344
Average Spent	\$22,699.58	\$26,749.59	\$28,949.16
Spending Potential Index	85	100	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,859,178	\$87,761,595	\$133,945,269
Average Spent	\$1,939.58	\$2,894.13	\$3,210.96
Spending Potential Index	59	88	97
Travel: Total \$	\$10,081,976	\$101,209,986	\$153,928,772
Average Spent	\$2,488.15	\$3,337.62	\$3,690.01
Spending Potential Index	69	92	102
Vehicle Maintenance & Repairs: Total \$	\$4,533,004	\$40,578,145	\$59,907,567
Average Spent	\$1,118.71	\$1,338.15	\$1,436.12
Spending Potential Index	83	99	106

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 19, 2025