



# Market Profile

Downtown College Place - College Avenue  
 Drive time: 10, 30, 45 minute radii

Prepared by Esri  
 Latitude: 46.04549  
 Longitude: -118.38901

	10 minutes	30 minutes	45 minutes
<b>Population Summary</b>			
2010 Total Population	34,840	66,010	73,460
2020 Total Population	37,023	69,335	76,705
2020 Group Quarters	2,896	5,461	5,554
2023 Total Population	37,871	69,383	76,754
2023 Group Quarters	2,781	4,915	5,006
2028 Total Population	38,316	69,775	77,098
2023-2028 Annual Rate	0.23%	0.11%	0.09%
2023 Total Daytime Population	42,231	68,659	74,974
Workers	21,020	31,211	33,595
Residents	21,211	37,448	41,379
<b>Household Summary</b>			
2010 Households	13,600	24,508	27,507
2010 Average Household Size	2.40	2.51	2.50
2020 Total Households	14,415	25,852	28,869
2020 Average Household Size	2.37	2.47	2.46
2023 Households	14,811	26,312	29,380
2023 Average Household Size	2.37	2.45	2.44
2028 Households	15,126	26,695	29,762
2028 Average Household Size	2.35	2.43	2.42
2023-2028 Annual Rate	0.42%	0.29%	0.26%
2010 Families	8,257	15,960	17,961
2010 Average Family Size	3.03	3.07	3.05
2023 Families	8,929	16,885	18,893
2023 Average Family Size	2.98	3.01	3.00
2028 Families	9,152	17,152	19,160
2028 Average Family Size	2.94	2.98	2.96
2023-2028 Annual Rate	0.49%	0.31%	0.28%
<b>Housing Unit Summary</b>			
2000 Housing Units	13,144	23,944	27,350
Owner Occupied Housing Units	55.7%	60.5%	60.3%
Renter Occupied Housing Units	37.3%	32.5%	31.9%
Vacant Housing Units	7.1%	7.0%	7.8%
2010 Housing Units	14,700	26,495	30,017
Owner Occupied Housing Units	53.0%	57.8%	57.9%
Renter Occupied Housing Units	39.5%	34.7%	33.8%
Vacant Housing Units	7.5%	7.5%	8.4%
2020 Housing Units	15,705	28,003	31,622
Owner Occupied Housing Units	54.2%	59.3%	59.1%
Renter Occupied Housing Units	37.6%	33.0%	32.2%
Vacant Housing Units	8.2%	8.0%	8.9%
2023 Housing Units	16,103	28,496	32,132
Owner Occupied Housing Units	56.4%	61.5%	61.1%
Renter Occupied Housing Units	35.6%	30.8%	30.4%
Vacant Housing Units	8.0%	7.7%	8.6%
2028 Housing Units	16,397	28,858	32,506
Owner Occupied Housing Units	58.2%	63.1%	62.6%
Renter Occupied Housing Units	34.1%	29.4%	29.0%
Vacant Housing Units	7.8%	7.5%	8.4%

**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 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	14,810	26,306	29,374
<\$15,000	10.7%	9.7%	9.7%
\$15,000 - \$24,999	9.4%	8.2%	8.2%
\$25,000 - \$34,999	8.6%	8.5%	8.2%
\$35,000 - \$49,999	15.4%	13.2%	13.1%
\$50,000 - \$74,999	17.1%	17.7%	17.6%
\$75,000 - \$99,999	13.8%	14.6%	14.6%
\$100,000 - \$149,999	14.0%	15.4%	15.6%
\$150,000 - \$199,999	6.0%	7.0%	7.0%
\$200,000+	5.0%	5.6%	5.9%
Average Household Income	\$82,545	\$87,832	\$89,124
<b>2028 Households by Income</b>			
Household Income Base	15,125	26,689	29,756
<\$15,000	9.9%	8.9%	8.9%
\$15,000 - \$24,999	7.5%	6.4%	6.4%
\$25,000 - \$34,999	7.4%	7.1%	6.9%
\$35,000 - \$49,999	13.3%	11.4%	11.3%
\$50,000 - \$74,999	16.4%	16.5%	16.4%
\$75,000 - \$99,999	14.3%	14.9%	14.8%
\$100,000 - \$149,999	16.3%	17.9%	18.2%
\$150,000 - \$199,999	8.4%	9.6%	9.6%
\$200,000+	6.6%	7.3%	7.6%
Average Household Income	\$97,069	\$103,161	\$104,439
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	9,076	17,516	19,621
<\$50,000	6.3%	5.2%	5.2%
\$50,000 - \$99,999	4.7%	5.1%	5.3%
\$100,000 - \$149,999	6.2%	6.6%	6.7%
\$150,000 - \$199,999	9.6%	9.3%	9.8%
\$200,000 - \$249,999	10.9%	9.8%	9.6%
\$250,000 - \$299,999	13.0%	12.1%	12.3%
\$300,000 - \$399,999	22.3%	23.1%	22.6%
\$400,000 - \$499,999	11.1%	12.1%	12.2%
\$500,000 - \$749,999	12.8%	12.5%	12.1%
\$750,000 - \$999,999	2.5%	2.6%	2.5%
\$1,000,000 - \$1,499,999	0.5%	1.1%	1.3%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$2,000,000 +	0.1%	0.3%	0.3%
Average Home Value	\$328,959	\$345,007	\$343,603
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	9,538	18,194	20,336
<\$50,000	3.7%	3.1%	3.3%
\$50,000 - \$99,999	1.7%	3.2%	3.5%
\$100,000 - \$149,999	1.5%	3.5%	3.9%
\$150,000 - \$199,999	2.3%	3.3%	4.3%
\$200,000 - \$249,999	3.8%	3.7%	4.1%
\$250,000 - \$299,999	7.2%	6.5%	7.2%
\$300,000 - \$399,999	23.4%	21.5%	21.0%
\$400,000 - \$499,999	17.5%	17.2%	16.9%
\$500,000 - \$749,999	27.1%	24.9%	23.5%
\$750,000 - \$999,999	8.1%	8.3%	7.7%
\$1,000,000 - \$1,499,999	3.0%	3.6%	3.6%
\$1,500,000 - \$1,999,999	0.5%	0.7%	0.7%
\$2,000,000 +	0.3%	0.5%	0.5%
Average Home Value	\$488,955	\$488,921	\$477,770

**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	\$56,632	\$62,282	\$63,104
2028	\$66,288	\$74,309	\$75,260
<b>Median Home Value</b>			
2023	\$297,328	\$308,547	\$304,667
2028	\$436,975	\$430,269	\$417,337
<b>Per Capita Income</b>			
2023	\$32,493	\$33,708	\$34,467
2028	\$38,494	\$39,864	\$40,666
<b>Median Age</b>			
2010	35.5	36.6	37.3
2020	38.6	39.3	39.9
2023	38.6	38.8	39.5
2028	39.9	39.7	40.4
<b>2020 Population by Age</b>			
Total	37,023	69,335	76,705
0 - 4	5.0%	5.1%	5.1%
5 - 9	5.8%	5.9%	5.9%
10 - 14	6.0%	6.3%	6.3%
15 - 24	17.7%	15.2%	14.8%
25 - 34	11.4%	12.1%	11.9%
35 - 44	10.7%	11.8%	11.8%
45 - 54	10.0%	10.8%	10.9%
55 - 64	11.9%	12.6%	12.9%
65 - 74	11.3%	11.4%	11.6%
75 - 84	6.3%	5.9%	6.0%
85 +	3.8%	2.9%	2.9%
18 +	79.6%	78.9%	79.0%
<b>2023 Population by Age</b>			
Total	37,873	69,385	76,755
0 - 4	5.4%	5.5%	5.5%
5 - 9	5.5%	5.8%	5.7%
10 - 14	5.5%	5.8%	5.8%
15 - 24	16.7%	14.6%	14.2%
25 - 34	13.0%	13.7%	13.5%
35 - 44	10.6%	11.4%	11.4%
45 - 54	9.7%	10.5%	10.6%
55 - 64	11.4%	11.9%	12.3%
65 - 74	11.1%	11.1%	11.4%
75 - 84	6.9%	6.3%	6.4%
85 +	4.1%	3.1%	3.1%
18 +	80.3%	79.4%	79.5%
<b>2028 Population by Age</b>			
Total	38,316	69,775	77,098
0 - 4	5.4%	5.6%	5.5%
5 - 9	5.3%	5.7%	5.6%
10 - 14	5.5%	5.9%	5.9%
15 - 24	16.3%	14.2%	13.8%
25 - 34	11.4%	12.3%	12.2%
35 - 44	11.5%	12.4%	12.4%
45 - 54	9.9%	10.6%	10.6%
55 - 64	10.3%	10.8%	11.0%
65 - 74	11.4%	11.3%	11.6%
75 - 84	8.6%	7.9%	8.0%
85 +	4.4%	3.4%	3.4%
18 +	80.6%	79.6%	79.7%
<b>2020 Population by Sex</b>			

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Males	17,895	35,033	38,704
Females	19,128	34,302	38,001
<b>2023 Population by Sex</b>			
Males	18,413	34,930	38,635
Females	19,458	34,453	38,119
<b>2028 Population by Sex</b>			
Males	18,545	35,020	38,703
Females	19,770	34,755	38,395
<b>2010 Population by Race/Ethnicity</b>			
Total	34,840	66,010	73,459
White Alone	83.3%	83.4%	83.5%
Black Alone	1.1%	1.6%	1.5%
American Indian Alone	0.9%	1.0%	1.8%
Asian Alone	1.5%	1.2%	1.2%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	9.6%	9.4%	8.7%
Two or More Races	3.3%	3.1%	3.1%
Hispanic Origin	23.0%	21.3%	20.0%
Diversity Index	54.5	53.1	52.0
<b>2020 Population by Race/Ethnicity</b>			
Total	37,023	69,335	76,705
White Alone	71.7%	72.1%	72.6%
Black Alone	1.3%	1.5%	1.4%
American Indian Alone	1.1%	1.1%	1.8%
Asian Alone	1.8%	1.4%	1.3%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	12.3%	12.3%	11.5%
Two or More Races	11.6%	11.3%	11.0%
Hispanic Origin	24.5%	23.7%	22.4%
Diversity Index	65.8	65.0	63.9
<b>2023 Population by Race/Ethnicity</b>			
Total	37,873	69,383	76,754
White Alone	70.0%	70.6%	71.1%
Black Alone	1.5%	1.6%	1.5%
American Indian Alone	1.1%	1.2%	1.9%
Asian Alone	2.0%	1.6%	1.5%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	12.9%	13.0%	12.3%
Two or More Races	12.2%	11.8%	11.5%
Hispanic Origin	25.9%	25.1%	23.7%
Diversity Index	67.8	67.0	65.8
<b>2028 Population by Race/Ethnicity</b>			
Total	38,315	69,775	77,098
White Alone	67.0%	67.7%	68.4%
Black Alone	1.6%	1.7%	1.6%
American Indian Alone	1.1%	1.2%	1.9%
Asian Alone	2.3%	1.8%	1.7%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	14.3%	14.3%	13.5%
Two or More Races	13.4%	13.0%	12.7%
Hispanic Origin	27.8%	27.0%	25.5%
Diversity Index	70.8	69.9	68.8

**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	37,023	69,335	76,705
In Households	92.2%	92.1%	92.8%
Householder	38.7%	37.3%	37.6%
Opposite-Sex Spouse	16.4%	17.4%	17.5%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.6%	2.5%	2.5%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	23.2%	24.1%	24.1%
Adopted Child	0.6%	0.7%	0.7%
Stepchild	0.9%	1.0%	1.1%
Grandchild	2.0%	2.0%	2.0%
Brother or Sister	1.0%	0.9%	0.9%
Parent	0.9%	0.9%	0.9%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.4%
Other Relatives	1.1%	1.0%	1.0%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.7%	3.4%	3.3%
In Group Quarters	7.8%	7.9%	7.2%
Institutionalized	2.0%	4.5%	4.1%
Noninstitutionalized	5.8%	3.3%	3.1%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	25,338	47,304	52,731
Less than 9th Grade	5.1%	4.7%	4.6%
9th - 12th Grade, No Diploma	6.5%	6.3%	6.2%
High School Graduate	15.9%	17.8%	18.4%
GED/Alternative Credential	4.1%	4.7%	4.9%
Some College, No Degree	23.3%	23.8%	23.8%
Associate Degree	12.7%	13.3%	13.4%
Bachelor's Degree	19.3%	17.2%	16.9%
Graduate/Professional Degree	13.2%	12.2%	11.7%
<b>2023 Population 15+ by Marital Status</b>			
Total	31,668	57,459	63,655
Never Married	37.1%	34.3%	33.6%
Married	47.4%	49.1%	49.5%
Widowed	5.5%	5.4%	5.5%
Divorced	10.0%	11.2%	11.3%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	18,045	32,065	35,709
Population 16+ Employed	93.6%	94.7%	94.7%
Population 16+ Unemployment rate	6.4%	5.3%	5.3%
Population 16-24 Employed	20.3%	17.7%	17.2%
Population 16-24 Unemployment rate	12.1%	10.7%	10.9%
Population 25-54 Employed	55.8%	57.5%	57.4%
Population 25-54 Unemployment rate	4.9%	4.2%	4.1%
Population 55-64 Employed	15.9%	16.5%	17.0%
Population 55-64 Unemployment rate	3.4%	3.1%	3.4%
Population 65+ Employed	8.0%	8.3%	8.4%
Population 65+ Unemployment rate	6.9%	5.5%	5.5%

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<b>2023 Employed Population 16+ by Industry</b>			
Total	16,894	30,357	33,799
Agriculture/Mining	4.4%	5.4%	5.8%
Construction	5.7%	6.0%	6.3%
Manufacturing	7.0%	8.3%	8.3%
Wholesale Trade	1.5%	1.4%	1.4%
Retail Trade	10.6%	10.8%	10.8%
Transportation/Utilities	3.8%	3.9%	4.3%
Information	1.7%	1.7%	1.7%
Finance/Insurance/Real Estate	3.8%	3.5%	3.5%
Services	54.9%	51.9%	50.7%
Public Administration	6.5%	7.0%	7.3%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	16,891	30,356	33,799
White Collar	53.0%	54.8%	54.7%
Management/Business/Financial	12.5%	14.0%	13.8%
Professional	23.1%	23.2%	23.3%
Sales	8.8%	8.2%	8.3%
Administrative Support	8.6%	9.3%	9.3%
Services	26.4%	23.4%	22.7%
Blue Collar	20.5%	21.8%	22.6%
Farming/Forestry/Fishing	2.6%	2.7%	2.8%
Construction/Extraction	4.1%	4.1%	4.2%
Installation/Maintenance/Repair	2.0%	2.2%	2.5%
Production	5.4%	5.3%	5.3%
Transportation/Material Moving	6.4%	7.5%	7.7%
<b>2020 Households by Type</b>			
Total	14,415	25,852	28,869
Married Couple Households	43.0%	47.1%	47.1%
With Own Children <18	14.6%	16.2%	16.0%
Without Own Children <18	28.4%	30.8%	31.1%
Cohabiting Couple Households	6.7%	7.0%	7.0%
With Own Children <18	2.4%	2.6%	2.7%
Without Own Children <18	4.3%	4.3%	4.3%
Male Householder, No Spouse/Partner	20.0%	18.7%	18.9%
Living Alone	14.2%	13.0%	13.1%
65 Years and over	5.1%	4.7%	4.8%
With Own Children <18	1.4%	1.5%	1.5%
Without Own Children <18, With	2.4%	2.4%	2.5%
No Relatives Present	1.9%	1.8%	1.8%
Female Householder, No Spouse/Partner	30.3%	27.3%	27.0%
Living Alone	19.0%	16.4%	16.2%
65 Years and over	10.7%	9.2%	9.1%
With Own Children <18	5.0%	4.8%	4.7%
Without Own Children <18, With	5.0%	4.9%	4.9%
No Relatives Present	1.3%	1.2%	1.2%
<b>2020 Households by Size</b>			
Total	14,415	25,852	28,869
1 Person Household	33.2%	29.4%	29.3%
2 Person Household	33.6%	34.8%	34.9%
3 Person Household	12.6%	13.5%	13.5%
4 Person Household	10.2%	11.1%	11.0%
5 Person Household	5.8%	6.1%	6.0%
6 Person Household	2.7%	3.1%	3.1%
7 + Person Household	1.9%	2.1%	2.2%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	14,415	25,852	28,869
Owner Occupied	59.0%	64.2%	64.7%
Owned with a Mortgage/Loan	36.2%	40.0%	39.8%
Owned Free and Clear	22.8%	24.2%	24.9%
Renter Occupied	41.0%	35.8%	35.3%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	75	81	83
Percent of Income for Mortgage	31.6%	29.8%	29.0%
Wealth Index	74	82	84
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	15,705	28,003	31,622
Urban Housing Units	93.0%	83.1%	75.2%
Rural Housing Units	7.0%	16.9%	24.8%
<b>2020 Population By Urban/ Rural Status</b>			
Total	37,023	69,335	76,705
Urban Population	92.8%	83.8%	77.0%
Rural Population	7.2%	16.2%	23.0%

**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.	Midlife Constants (5E)	Old and Newcomers (8F)	Midlife Constants (5E)
2.	Old and Newcomers (8F)	Midlife Constants (5E)	Old and Newcomers (8F)
3.	Retirement Communities (9E)	Exurbanites (1E)	The Great Outdoors (6C)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$25,365,828	\$47,038,741	\$53,057,656
Average Spent	\$1,712.63	\$1,787.73	\$1,805.91
Spending Potential Index	78	81	82
Education: Total \$	\$20,114,788	\$37,143,105	\$41,775,849
Average Spent	\$1,358.10	\$1,411.64	\$1,421.91
Spending Potential Index	76	79	79
Entertainment/Recreation: Total \$	\$43,808,930	\$84,238,019	\$95,742,851
Average Spent	\$2,957.86	\$3,201.51	\$3,258.78
Spending Potential Index	78	85	86
Food at Home: Total \$	\$79,712,441	\$149,466,208	\$169,293,396
Average Spent	\$5,381.98	\$5,680.53	\$5,762.20
Spending Potential Index	79	84	85
Food Away from Home: Total \$	\$42,772,825	\$80,045,280	\$90,386,418
Average Spent	\$2,887.91	\$3,042.16	\$3,076.46
Spending Potential Index	78	82	83
Health Care: Total \$	\$87,396,165	\$167,345,254	\$190,591,110
Average Spent	\$5,900.76	\$6,360.04	\$6,487.10
Spending Potential Index	80	86	88
HH Furnishings & Equipment: Total \$	\$33,856,842	\$64,120,904	\$72,665,150
Average Spent	\$2,285.93	\$2,436.95	\$2,473.29
Spending Potential Index	77	82	84
Personal Care Products & Services: Total \$	\$11,110,722	\$20,712,306	\$23,392,170
Average Spent	\$750.17	\$787.18	\$796.19
Spending Potential Index	78	82	83
Shelter: Total \$	\$285,604,072	\$531,482,212	\$600,856,660
Average Spent	\$19,283.24	\$20,199.23	\$20,451.21
Spending Potential Index	78	82	83
Support Payments/Cash Contributions/Gifts in Kind: Total	\$36,445,573	\$70,035,062	\$79,599,538
Average Spent	\$2,460.71	\$2,661.72	\$2,709.31
Spending Potential Index	79	85	87
Travel: Total \$	\$25,350,061	\$48,380,734	\$54,857,843
Average Spent	\$1,711.57	\$1,838.73	\$1,867.18
Spending Potential Index	76	82	83
Vehicle Maintenance & Repairs: Total \$	\$15,541,092	\$29,498,674	\$33,457,033
Average Spent	\$1,049.29	\$1,121.11	\$1,138.77
Spending Potential Index	80	86	87

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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