



Market Profile

Meadowbrook Business District: Wal-Mart Area
 Drive time: 10, 30, 45 minute radii

Prepared by Esri
 Latitude: 46.03319
 Longitude: -118.38416

	10 minutes	30 minutes	45 minutes
Population Summary			
2010 Total Population	36,169	65,033	74,403
2020 Total Population	38,551	68,317	77,616
2020 Group Quarters	2,378	5,440	5,551
2023 Total Population	39,448	68,385	77,701
2023 Group Quarters	2,222	4,893	5,003
2028 Total Population	39,872	68,779	78,017
2023-2028 Annual Rate	0.21%	0.11%	0.08%
2023 Total Daytime Population	41,972	67,745	76,292
Workers	19,935	30,825	34,437
Residents	22,037	36,920	41,855
Household Summary			
2010 Households	14,114	24,117	27,830
2010 Average Household Size	2.45	2.51	2.51
2020 Total Households	15,101	25,451	29,182
2020 Average Household Size	2.40	2.47	2.47
2023 Households	15,497	25,913	29,694
2023 Average Household Size	2.40	2.45	2.45
2028 Households	15,809	26,293	30,066
2028 Average Household Size	2.38	2.43	2.43
2023-2028 Annual Rate	0.40%	0.29%	0.25%
2010 Families	8,856	15,684	18,133
2010 Average Family Size	3.05	3.07	3.06
2023 Families	9,619	16,607	19,048
2023 Average Family Size	3.01	3.01	3.01
2028 Families	9,839	16,872	19,308
2028 Average Family Size	2.97	2.98	2.97
2023-2028 Annual Rate	0.45%	0.32%	0.27%
Housing Unit Summary			
2000 Housing Units	13,542	23,485	27,724
Owner Occupied Housing Units	57.7%	60.5%	60.0%
Renter Occupied Housing Units	35.0%	32.5%	32.1%
Vacant Housing Units	7.3%	7.0%	7.9%
2010 Housing Units	15,237	26,054	30,396
Owner Occupied Housing Units	55.2%	57.7%	57.6%
Renter Occupied Housing Units	37.4%	34.8%	33.9%
Vacant Housing Units	7.4%	7.4%	8.4%
2020 Housing Units	16,385	27,553	31,971
Owner Occupied Housing Units	56.3%	59.3%	58.8%
Renter Occupied Housing Units	35.8%	33.1%	32.4%
Vacant Housing Units	7.9%	7.9%	8.9%
2023 Housing Units	16,796	28,045	32,485
Owner Occupied Housing Units	58.7%	61.4%	60.8%
Renter Occupied Housing Units	33.6%	31.0%	30.7%
Vacant Housing Units	7.7%	7.6%	8.6%
2028 Housing Units	17,084	28,406	32,858
Owner Occupied Housing Units	60.4%	63.0%	62.2%
Renter Occupied Housing Units	32.2%	29.6%	29.3%
Vacant Housing Units	7.5%	7.4%	8.5%

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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2023 Households by Income			
Household Income Base	15,496	25,907	29,688
<\$15,000	9.7%	9.8%	9.8%
\$15,000 - \$24,999	9.4%	8.2%	8.1%
\$25,000 - \$34,999	8.7%	8.6%	8.2%
\$35,000 - \$49,999	14.3%	13.3%	13.3%
\$50,000 - \$74,999	17.4%	17.6%	17.5%
\$75,000 - \$99,999	13.4%	14.6%	14.6%
\$100,000 - \$149,999	15.1%	15.4%	15.5%
\$150,000 - \$199,999	6.2%	7.1%	7.0%
\$200,000+	5.7%	5.6%	5.8%
Average Household Income	\$86,055	\$87,631	\$88,636
2028 Households by Income			
Household Income Base	15,808	26,287	30,060
<\$15,000	9.0%	9.0%	9.0%
\$15,000 - \$24,999	7.5%	6.4%	6.3%
\$25,000 - \$34,999	7.4%	7.2%	6.9%
\$35,000 - \$49,999	12.5%	11.4%	11.5%
\$50,000 - \$74,999	16.6%	16.4%	16.3%
\$75,000 - \$99,999	13.6%	14.8%	14.8%
\$100,000 - \$149,999	17.4%	17.9%	18.1%
\$150,000 - \$199,999	8.4%	9.6%	9.6%
\$200,000+	7.5%	7.2%	7.5%
Average Household Income	\$100,964	\$102,837	\$103,876
2023 Owner Occupied Housing Units by Value			
Total	9,855	17,223	19,731
<\$50,000	6.4%	5.1%	5.1%
\$50,000 - \$99,999	5.6%	5.2%	5.4%
\$100,000 - \$149,999	6.5%	6.7%	6.9%
\$150,000 - \$199,999	9.0%	9.3%	9.9%
\$200,000 - \$249,999	9.9%	9.8%	9.6%
\$250,000 - \$299,999	10.4%	12.0%	12.2%
\$300,000 - \$399,999	23.9%	23.1%	22.6%
\$400,000 - \$499,999	11.1%	12.0%	12.0%
\$500,000 - \$749,999	13.8%	12.7%	12.1%
\$750,000 - \$999,999	2.7%	2.6%	2.5%
\$1,000,000 - \$1,499,999	0.5%	1.2%	1.3%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$2,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$335,205	\$344,475	\$343,059
2028 Owner Occupied Housing Units by Value			
Total	10,315	17,891	20,444
<\$50,000	4.0%	3.1%	3.2%
\$50,000 - \$99,999	3.1%	3.3%	3.5%
\$100,000 - \$149,999	2.8%	3.6%	4.0%
\$150,000 - \$199,999	2.6%	3.4%	4.4%
\$200,000 - \$249,999	3.7%	3.7%	4.1%
\$250,000 - \$299,999	5.4%	6.4%	7.1%
\$300,000 - \$399,999	21.6%	21.2%	21.0%
\$400,000 - \$499,999	16.3%	17.0%	16.7%
\$500,000 - \$749,999	27.6%	25.2%	23.4%
\$750,000 - \$999,999	9.0%	8.4%	7.7%
\$1,000,000 - \$1,499,999	3.1%	3.6%	3.6%
\$1,500,000 - \$1,999,999	0.4%	0.7%	0.7%
\$2,000,000 +	0.2%	0.4%	0.5%
Average Home Value	\$486,363	\$488,134	\$476,405

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			
2023	\$58,983	\$62,139	\$62,720
2028	\$68,944	\$74,093	\$74,968
Median Home Value			
2023	\$309,490	\$308,346	\$304,156
2028	\$440,914	\$431,184	\$415,960
Per Capita Income			
2023	\$34,030	\$33,641	\$34,300
2028	\$40,243	\$39,749	\$40,465
Median Age			
2010	36.7	36.5	37.2
2020	39.7	39.3	39.8
2023	39.4	38.8	39.5
2028	40.5	39.7	40.3
2020 Population by Age			
Total	38,551	68,317	77,616
0 - 4	5.2%	5.0%	5.1%
5 - 9	6.0%	5.9%	5.9%
10 - 14	6.3%	6.3%	6.3%
15 - 24	16.0%	15.2%	14.8%
25 - 34	11.2%	12.1%	11.9%
35 - 44	10.9%	11.8%	11.8%
45 - 54	10.3%	10.8%	10.9%
55 - 64	12.3%	12.6%	12.9%
65 - 74	11.8%	11.4%	11.6%
75 - 84	6.4%	5.8%	5.9%
85 +	3.6%	2.9%	2.8%
18 +	78.8%	79.0%	78.9%
2023 Population by Age			
Total	39,450	68,386	77,701
0 - 4	5.5%	5.5%	5.5%
5 - 9	5.7%	5.8%	5.7%
10 - 14	5.8%	5.8%	5.8%
15 - 24	15.3%	14.7%	14.2%
25 - 34	12.9%	13.7%	13.5%
35 - 44	10.7%	11.4%	11.4%
45 - 54	10.1%	10.5%	10.7%
55 - 64	11.8%	11.9%	12.3%
65 - 74	11.4%	11.1%	11.4%
75 - 84	7.0%	6.3%	6.4%
85 +	3.9%	3.2%	3.1%
18 +	79.5%	79.4%	79.5%
2028 Population by Age			
Total	39,873	68,777	78,018
0 - 4	5.6%	5.6%	5.5%
5 - 9	5.5%	5.7%	5.6%
10 - 14	5.8%	5.9%	5.9%
15 - 24	14.9%	14.3%	13.7%
25 - 34	11.5%	12.3%	12.3%
35 - 44	11.6%	12.4%	12.4%
45 - 54	10.1%	10.5%	10.6%
55 - 64	10.6%	10.7%	11.0%
65 - 74	11.6%	11.2%	11.6%
75 - 84	8.6%	7.9%	8.0%
85 +	4.2%	3.4%	3.4%
18 +	79.8%	79.6%	79.7%
2020 Population by Sex			

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Males	18,698	34,499	39,154
Females	19,853	33,818	38,462
2023 Population by Sex			
Males	19,326	34,417	39,102
Females	20,122	33,968	38,599
2028 Population by Sex			
Males	19,455	34,506	39,156
Females	20,418	34,273	38,862
2010 Population by Race/Ethnicity			
Total	36,171	65,032	74,402
White Alone	83.0%	83.3%	83.3%
Black Alone	1.1%	1.7%	1.5%
American Indian Alone	0.9%	1.0%	2.0%
Asian Alone	1.3%	1.3%	1.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	10.3%	9.4%	8.7%
Two or More Races	3.2%	3.1%	3.1%
Hispanic Origin	24.0%	21.4%	19.8%
Diversity Index	55.5	53.3	52.0
2020 Population by Race/Ethnicity			
Total	38,551	68,317	77,616
White Alone	71.6%	72.1%	72.5%
Black Alone	1.1%	1.6%	1.4%
American Indian Alone	1.0%	1.2%	2.1%
Asian Alone	1.6%	1.4%	1.3%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	13.0%	12.2%	11.4%
Two or More Races	11.5%	11.3%	11.0%
Hispanic Origin	25.2%	23.7%	22.2%
Diversity Index	66.2	65.0	63.9
2023 Population by Race/Ethnicity			
Total	39,446	68,385	77,702
White Alone	69.9%	70.6%	71.1%
Black Alone	1.3%	1.6%	1.5%
American Indian Alone	1.1%	1.2%	2.1%
Asian Alone	1.8%	1.6%	1.5%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	13.6%	12.9%	12.1%
Two or More Races	12.0%	11.8%	11.5%
Hispanic Origin	26.6%	25.1%	23.5%
Diversity Index	68.1	67.0	65.8
2028 Population by Race/Ethnicity			
Total	39,873	68,779	78,018
White Alone	66.9%	67.7%	68.3%
Black Alone	1.4%	1.7%	1.6%
American Indian Alone	1.1%	1.2%	2.1%
Asian Alone	2.0%	1.9%	1.7%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	15.1%	14.3%	13.4%
Two or More Races	13.2%	13.1%	12.7%
Hispanic Origin	28.5%	27.0%	25.3%
Diversity Index	71.1	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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2020 Population by Relationship and Household Type			
Total	38,551	68,317	77,616
In Households	93.8%	92.0%	92.8%
Householder	39.0%	37.3%	37.7%
Opposite-Sex Spouse	17.3%	17.3%	17.5%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.4%	2.5%	2.6%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	24.1%	24.1%	24.1%
Adopted Child	0.7%	0.7%	0.7%
Stepchild	0.9%	1.0%	1.1%
Grandchild	2.0%	2.0%	2.1%
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	3.4%	3.3%	3.3%
In Group Quarters	6.2%	8.0%	7.2%
Institutionalized	1.7%	4.6%	4.1%
Noninstitutionalized	4.5%	3.4%	3.1%
2023 Population 25+ by Educational Attainment			
Total	26,702	46,585	53,395
Less than 9th Grade	5.3%	4.6%	4.6%
9th - 12th Grade, No Diploma	6.4%	6.2%	6.2%
High School Graduate	16.0%	17.8%	18.7%
GED/Alternative Credential	4.0%	4.7%	4.9%
Some College, No Degree	23.3%	23.7%	23.8%
Associate Degree	12.3%	13.3%	13.4%
Bachelor's Degree	19.4%	17.3%	16.9%
Graduate/Professional Degree	13.3%	12.3%	11.6%
2023 Population 15+ by Marital Status			
Total	32,736	56,629	64,446
Never Married	33.7%	34.4%	33.8%
Married	49.4%	49.0%	49.3%
Widowed	5.9%	5.4%	5.5%
Divorced	10.9%	11.2%	11.4%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	18,849	31,565	36,239
Population 16+ Employed	93.6%	94.6%	94.6%
Population 16+ Unemployment rate	6.4%	5.4%	5.4%
Population 16-24 Employed	18.9%	17.8%	17.2%
Population 16-24 Unemployment rate	11.6%	10.7%	11.1%
Population 25-54 Employed	56.1%	57.4%	57.5%
Population 25-54 Unemployment rate	5.3%	4.2%	4.2%
Population 55-64 Employed	16.3%	16.5%	16.9%
Population 55-64 Unemployment rate	3.6%	3.1%	3.3%
Population 65+ Employed	8.6%	8.3%	8.4%
Population 65+ Unemployment rate	7.0%	5.5%	5.4%

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2023 Employed Population 16+ by Industry			
Total	17,639	29,876	34,272
Agriculture/Mining	4.5%	5.1%	5.6%
Construction	6.0%	6.1%	6.4%
Manufacturing	7.2%	8.2%	8.4%
Wholesale Trade	1.5%	1.4%	1.4%
Retail Trade	10.9%	10.9%	10.8%
Transportation/Utilities	3.7%	3.8%	4.2%
Information	1.7%	1.7%	1.7%
Finance/Insurance/Real Estate	3.5%	3.6%	3.4%
Services	55.0%	52.2%	50.7%
Public Administration	6.1%	6.9%	7.5%
2023 Employed Population 16+ by Occupation			
Total	17,641	29,876	34,272
White Collar	53.7%	54.9%	54.7%
Management/Business/Financial	13.1%	14.0%	13.8%
Professional	23.3%	23.2%	23.3%
Sales	8.5%	8.3%	8.3%
Administrative Support	8.7%	9.3%	9.3%
Services	26.0%	23.6%	22.7%
Blue Collar	20.4%	21.5%	22.7%
Farming/Forestry/Fishing	2.4%	2.6%	2.8%
Construction/Extraction	4.1%	4.1%	4.3%
Installation/Maintenance/Repair	1.8%	2.2%	2.5%
Production	5.1%	5.2%	5.4%
Transportation/Material Moving	6.9%	7.4%	7.8%
2020 Households by Type			
Total	15,101	25,451	29,182
Married Couple Households	44.9%	47.0%	46.9%
With Own Children <18	15.2%	16.2%	16.0%
Without Own Children <18	29.6%	30.8%	30.9%
Cohabiting Couple Households	6.5%	6.9%	7.1%
With Own Children <18	2.3%	2.6%	2.7%
Without Own Children <18	4.1%	4.3%	4.4%
Male Householder, No Spouse/Partner	19.2%	18.7%	19.0%
Living Alone	13.7%	13.0%	13.2%
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	2.3%	2.4%	2.5%
No Relatives Present	1.8%	1.8%	1.8%
Female Householder, No Spouse/Partner	29.4%	27.4%	27.1%
Living Alone	18.5%	16.5%	16.2%
65 Years and over	10.6%	9.2%	9.1%
With Own Children <18	5.0%	4.8%	4.7%
Without Own Children <18, With	4.9%	4.9%	4.9%
No Relatives Present	1.1%	1.2%	1.2%
2020 Households by Size			
Total	15,101	25,451	29,182
1 Person Household	32.2%	29.5%	29.3%
2 Person Household	34.1%	34.8%	34.9%
3 Person Household	12.7%	13.4%	13.6%
4 Person Household	10.5%	11.0%	11.0%
5 Person Household	5.7%	6.0%	6.0%
6 Person Household	2.8%	3.0%	3.1%
7 + Person Household	2.0%	2.1%	2.2%

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2020 Households by Tenure and Mortgage Status			
Total	15,101	25,451	29,182
Owner Occupied	61.1%	64.2%	64.5%
Owned with a Mortgage/Loan	37.2%	40.0%	39.6%
Owned Free and Clear	23.9%	24.1%	24.9%
Renter Occupied	38.9%	35.8%	35.5%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	76	80	82
Percent of Income for Mortgage	31.5%	29.8%	29.1%
Wealth Index	81	82	83
2020 Housing Units By Urban/ Rural Status			
Total	16,385	27,553	31,971
Urban Housing Units	92.4%	84.5%	75.5%
Rural Housing Units	7.6%	15.5%	24.5%
2020 Population By Urban/ Rural Status			
Total	38,551	68,317	77,616
Urban Population	92.1%	85.0%	77.2%
Rural Population	7.9%	15.0%	22.8%

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.	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)
2023 Consumer Spending			
Apparel & Services: Total \$	\$27,526,036	\$46,285,452	\$53,341,534
Average Spent	\$1,776.22	\$1,786.19	\$1,796.37
Spending Potential Index	81	81	82
Education: Total \$	\$21,962,212	\$36,533,612	\$41,990,992
Average Spent	\$1,417.19	\$1,409.86	\$1,414.12
Spending Potential Index	79	79	79
Entertainment/Recreation: Total \$	\$47,842,929	\$82,787,600	\$96,206,821
Average Spent	\$3,087.24	\$3,194.83	\$3,239.94
Spending Potential Index	82	84	86
Food at Home: Total \$	\$86,638,494	\$146,883,618	\$170,167,698
Average Spent	\$5,590.66	\$5,668.34	\$5,730.71
Spending Potential Index	82	83	84
Food Away from Home: Total \$	\$46,462,774	\$78,692,823	\$90,876,278
Average Spent	\$2,998.18	\$3,036.81	\$3,060.43
Spending Potential Index	81	82	82
Health Care: Total \$	\$95,507,074	\$164,587,202	\$191,492,229
Average Spent	\$6,162.94	\$6,351.53	\$6,448.85
Spending Potential Index	84	86	88
HH Furnishings & Equipment: Total \$	\$36,916,643	\$63,029,357	\$73,043,023
Average Spent	\$2,382.18	\$2,432.35	\$2,459.86
Spending Potential Index	81	82	83
Personal Care Products & Services: Total \$	\$12,077,829	\$20,366,495	\$23,522,297
Average Spent	\$779.37	\$785.96	\$792.16
Spending Potential Index	82	82	83
Shelter: Total \$	\$309,910,194	\$521,709,727	\$604,240,212
Average Spent	\$19,998.08	\$20,133.13	\$20,348.90
Spending Potential Index	81	81	82
Support Payments/Cash Contributions/Gifts in Kind: Total	\$40,004,896	\$68,851,964	\$79,998,766
Average Spent	\$2,581.46	\$2,657.04	\$2,694.11
Spending Potential Index	83	85	86
Travel: Total \$	\$27,690,875	\$47,522,267	\$55,143,551
Average Spent	\$1,786.85	\$1,833.92	\$1,857.06
Spending Potential Index	79	82	83
Vehicle Maintenance & Repairs: Total \$	\$16,885,407	\$28,987,711	\$33,637,164
Average Spent	\$1,089.59	\$1,118.66	\$1,132.79
Spending Potential Index	83	85	86

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.

December 22, 2023