



# Market Profile

Downtown Ames 2  
 399 Main St, Ames, Iowa, 50010  
 Drive time: 5, 10, 20 minute radii

Prepared by Esri  
 Latitude: 42.02513  
 Longitude: -93.61528

	5 minutes	10 minutes	20 minutes
<b>Population Summary</b>			
2010 Total Population	9,548	50,505	82,422
2020 Total Population	10,303	56,610	91,505
2020 Group Quarters	1,817	11,513	11,830
2023 Total Population	10,391	57,978	93,665
2023 Group Quarters	1,818	11,509	11,831
2028 Total Population	10,672	59,134	95,562
2023-2028 Annual Rate	0.54%	0.40%	0.40%
2023 Total Daytime Population	16,000	68,714	101,382
Workers	10,995	37,932	53,430
Residents	5,005	30,782	47,952
<b>Household Summary</b>			
2010 Households	3,945	19,383	32,016
2010 Average Household Size	2.08	2.21	2.32
2020 Total Households	4,177	21,325	35,511
2020 Average Household Size	2.03	2.11	2.24
2023 Households	4,289	22,033	36,745
2023 Average Household Size	2.00	2.11	2.23
2028 Households	4,486	22,838	38,062
2028 Average Household Size	1.97	2.09	2.20
2023-2028 Annual Rate	0.90%	0.72%	0.71%
2010 Families	1,852	8,394	16,545
2010 Average Family Size	2.70	2.77	2.88
2023 Families	1,825	9,063	18,039
2023 Average Family Size	2.63	2.71	2.82
2028 Families	1,890	9,334	18,570
2028 Average Family Size	2.59	2.67	2.79
2023-2028 Annual Rate	0.70%	0.59%	0.58%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,331	16,956	27,843
Owner Occupied Housing Units	44.1%	45.4%	53.8%
Renter Occupied Housing Units	52.7%	51.3%	42.2%
Vacant Housing Units	3.2%	3.4%	4.0%
2010 Housing Units	4,206	20,311	33,858
Owner Occupied Housing Units	45.6%	41.0%	49.8%
Renter Occupied Housing Units	48.2%	54.5%	44.7%
Vacant Housing Units	6.2%	4.6%	5.4%
2020 Housing Units	4,556	23,199	38,428
Owner Occupied Housing Units	41.9%	37.3%	47.2%
Renter Occupied Housing Units	49.8%	54.6%	45.3%
Vacant Housing Units	8.6%	8.4%	7.6%
2023 Housing Units	4,701	24,136	39,962
Owner Occupied Housing Units	45.9%	40.3%	50.7%
Renter Occupied Housing Units	45.3%	51.0%	41.2%
Vacant Housing Units	8.8%	8.7%	8.1%
2028 Housing Units	4,918	24,997	41,369
Owner Occupied Housing Units	47.2%	41.7%	52.1%
Renter Occupied Housing Units	44.0%	49.7%	39.9%
Vacant Housing Units	8.8%	8.6%	8.0%

**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.

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<b>2023 Households by Income</b>			
Household Income Base	4,289	22,033	36,745
<\$15,000	13.9%	18.0%	13.8%
\$15,000 - \$24,999	7.4%	7.9%	6.9%
\$25,000 - \$34,999	7.6%	7.4%	6.7%
\$35,000 - \$49,999	11.7%	11.8%	11.4%
\$50,000 - \$74,999	23.5%	20.1%	19.5%
\$75,000 - \$99,999	13.0%	9.3%	9.7%
\$100,000 - \$149,999	17.4%	15.3%	19.8%
\$150,000 - \$199,999	3.0%	5.3%	6.5%
\$200,000+	2.5%	4.8%	5.7%
Average Household Income	\$73,057	\$77,193	\$87,136
<b>2028 Households by Income</b>			
Household Income Base	4,486	22,838	38,062
<\$15,000	12.1%	15.7%	11.7%
\$15,000 - \$24,999	6.6%	7.2%	6.0%
\$25,000 - \$34,999	6.4%	6.6%	5.9%
\$35,000 - \$49,999	10.2%	11.2%	10.5%
\$50,000 - \$74,999	23.5%	20.2%	19.3%
\$75,000 - \$99,999	13.7%	9.4%	9.8%
\$100,000 - \$149,999	20.6%	17.2%	21.8%
\$150,000 - \$199,999	4.0%	6.9%	8.4%
\$200,000+	2.9%	5.5%	6.7%
Average Household Income	\$82,514	\$87,542	\$98,700
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,147	9,702	20,246
<\$50,000	0.9%	4.0%	3.5%
\$50,000 - \$99,999	1.2%	1.1%	1.9%
\$100,000 - \$149,999	9.4%	4.5%	5.5%
\$150,000 - \$199,999	36.9%	19.1%	17.4%
\$200,000 - \$249,999	34.2%	29.9%	29.9%
\$250,000 - \$299,999	6.1%	10.6%	9.0%
\$300,000 - \$399,999	8.1%	21.4%	22.9%
\$400,000 - \$499,999	2.7%	5.0%	4.1%
\$500,000 - \$749,999	0.1%	1.9%	2.9%
\$750,000 - \$999,999	0.4%	2.4%	2.7%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$215,688	\$267,819	\$274,213
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	2,307	10,396	21,511
<\$50,000	0.8%	3.5%	3.3%
\$50,000 - \$99,999	1.1%	1.0%	1.7%
\$100,000 - \$149,999	9.0%	4.3%	5.2%
\$150,000 - \$199,999	35.4%	18.2%	16.2%
\$200,000 - \$249,999	33.4%	27.9%	27.8%
\$250,000 - \$299,999	7.0%	11.4%	9.7%
\$300,000 - \$399,999	9.4%	22.7%	24.5%
\$400,000 - \$499,999	3.3%	5.8%	4.8%
\$500,000 - \$749,999	0.2%	2.2%	3.5%
\$750,000 - \$999,999	0.3%	2.9%	3.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$220,765	\$277,818	\$285,627

**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	\$57,478	\$54,234	\$62,078
2028	\$63,037	\$59,051	\$69,168
<b>Median Home Value</b>			
2023	\$202,347	\$235,499	\$236,191
2028	\$205,447	\$241,135	\$242,527
<b>Per Capita Income</b>			
2023	\$30,884	\$30,137	\$34,694
2028	\$35,353	\$34,589	\$39,799
<b>Median Age</b>			
2010	27.7	24.3	26.2
2020	25.8	24.1	26.3
2023	28.2	24.6	27.5
2028	28.2	24.7	27.8
<b>2020 Population by Age</b>			
Total	10,303	56,610	91,505
0 - 4	4.4%	3.6%	4.5%
5 - 9	3.5%	3.3%	4.4%
10 - 14	3.7%	3.1%	4.6%
15 - 24	36.8%	45.3%	34.5%
25 - 34	16.8%	13.4%	13.4%
35 - 44	9.8%	7.7%	9.5%
45 - 54	6.1%	5.6%	7.6%
55 - 64	8.0%	6.7%	8.8%
65 - 74	7.0%	6.2%	7.3%
75 - 84	2.9%	3.5%	3.7%
85 +	1.1%	1.6%	1.7%
18 +	86.6%	88.1%	83.9%
<b>2023 Population by Age</b>			
Total	10,391	57,979	93,663
0 - 4	4.2%	3.5%	4.5%
5 - 9	3.6%	3.1%	4.2%
10 - 14	3.5%	2.9%	4.1%
15 - 24	32.9%	42.8%	33.0%
25 - 34	17.8%	14.7%	14.8%
35 - 44	11.3%	8.0%	9.5%
45 - 54	6.5%	5.8%	7.6%
55 - 64	8.1%	7.5%	9.2%
65 - 74	7.2%	6.7%	7.7%
75 - 84	3.6%	3.6%	3.9%
85 +	1.3%	1.4%	1.5%
18 +	86.9%	87.9%	84.2%
<b>2028 Population by Age</b>			
Total	10,672	59,131	95,563
0 - 4	4.2%	3.7%	4.7%
5 - 9	3.5%	3.1%	4.1%
10 - 14	3.4%	2.8%	4.0%
15 - 24	32.9%	42.4%	32.7%
25 - 34	15.8%	13.7%	14.3%
35 - 44	12.3%	8.9%	10.0%
45 - 54	7.6%	5.9%	7.4%
55 - 64	6.7%	6.7%	8.0%
65 - 74	7.4%	6.9%	8.2%
75 - 84	4.6%	4.4%	4.8%
85 +	1.5%	1.5%	1.7%
18 +	86.8%	88.0%	84.4%
<b>2020 Population by Sex</b>			

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Males	5,460	30,224	47,786
Females	4,843	26,386	43,719
<b>2023 Population by Sex</b>			
Males	5,308	29,885	47,927
Females	5,083	28,093	45,738
<b>2028 Population by Sex</b>			
Males	5,445	30,380	48,627
Females	5,227	28,754	46,935
<b>2010 Population by Race/Ethnicity</b>			
Total	9,547	50,505	82,423
White Alone	86.3%	84.9%	87.7%
Black Alone	3.7%	3.2%	2.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	6.7%	8.7%	6.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.9%	1.0%	1.1%
Two or More Races	2.1%	2.0%	1.8%
Hispanic Origin	3.0%	3.3%	3.2%
Diversity Index	29.3	31.7	27.3
<b>2020 Population by Race/Ethnicity</b>			
Total	10,303	56,610	91,505
White Alone	79.8%	77.7%	81.3%
Black Alone	3.9%	4.1%	3.3%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	5.3%	7.4%	5.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.9%	3.4%	2.8%
Two or More Races	6.7%	7.0%	6.3%
Hispanic Origin	6.5%	6.0%	5.3%
Diversity Index	43.1	45.3	39.7
<b>2023 Population by Race/Ethnicity</b>			
Total	10,391	57,979	93,666
White Alone	78.6%	76.4%	80.2%
Black Alone	4.3%	4.6%	3.7%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	5.4%	7.5%	6.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.2%	3.6%	3.0%
Two or More Races	7.1%	7.4%	6.6%
Hispanic Origin	7.0%	6.5%	5.8%
Diversity Index	45.3	47.5	41.7
<b>2028 Population by Race/Ethnicity</b>			
Total	10,672	59,134	95,561
White Alone	76.8%	74.6%	78.6%
Black Alone	5.0%	5.3%	4.2%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	5.5%	7.6%	6.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.6%	4.0%	3.3%
Two or More Races	7.7%	8.0%	7.3%
Hispanic Origin	7.7%	7.2%	6.5%
Diversity Index	48.3	50.4	44.6

**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	10,303	56,610	91,505
In Households	82.4%	79.7%	87.1%
Householder	40.0%	37.5%	38.8%
Opposite-Sex Spouse	12.2%	11.8%	15.3%
Same-Sex Spouse	0.2%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.9%	2.3%	2.4%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	13.9%	13.2%	17.9%
Adopted Child	0.5%	0.4%	0.5%
Stepchild	0.4%	0.3%	0.6%
Grandchild	0.6%	0.3%	0.5%
Brother or Sister	0.8%	0.7%	0.6%
Parent	0.4%	0.4%	0.4%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.0%	0.1%	0.1%
Other Relatives	0.3%	0.3%	0.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	9.8%	11.9%	9.2%
In Group Quarters	17.6%	20.3%	12.9%
Institutionalized	0.3%	0.4%	0.5%
Noninstitutionalized	17.3%	20.0%	12.4%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	5,802	27,585	50,708
Less than 9th Grade	0.1%	0.6%	0.5%
9th - 12th Grade, No Diploma	4.8%	2.4%	1.9%
High School Graduate	13.1%	11.0%	13.6%
GED/Alternative Credential	2.8%	1.5%	1.7%
Some College, No Degree	18.9%	16.0%	15.8%
Associate Degree	8.5%	8.4%	11.2%
Bachelor's Degree	29.1%	32.7%	32.8%
Graduate/Professional Degree	22.7%	27.4%	22.4%
<b>2023 Population 15+ by Marital Status</b>			
Total	9,221	52,421	81,637
Never Married	59.4%	64.6%	53.3%
Married	32.6%	29.4%	37.9%
Widowed	1.7%	2.2%	3.1%
Divorced	6.2%	3.8%	5.6%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,680	29,216	48,308
Population 16+ Employed	97.0%	95.4%	96.6%
Population 16+ Unemployment rate	3.0%	4.6%	3.4%
Population 16-24 Employed	31.5%	40.4%	32.6%
Population 16-24 Unemployment rate	7.5%	8.5%	6.7%
Population 25-54 Employed	53.1%	45.5%	51.1%
Population 25-54 Unemployment rate	0.9%	1.8%	1.7%
Population 55-64 Employed	11.0%	10.6%	12.6%
Population 55-64 Unemployment rate	0.2%	1.7%	1.2%
Population 65+ Employed	4.4%	3.5%	3.7%
Population 65+ Unemployment rate	0.0%	0.8%	4.5%

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<b>2023 Employed Population 16+ by Industry</b>			
Total	5,512	27,877	46,655
Agriculture/Mining	1.6%	2.6%	2.9%
Construction	3.9%	3.0%	3.7%
Manufacturing	8.7%	8.2%	9.8%
Wholesale Trade	0.8%	1.1%	1.4%
Retail Trade	13.9%	9.3%	9.0%
Transportation/Utilities	3.9%	3.1%	3.7%
Information	2.5%	1.6%	1.7%
Finance/Insurance/Real Estate	3.8%	4.4%	5.6%
Services	57.9%	62.6%	57.9%
Public Administration	3.1%	4.1%	4.3%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	5,513	27,875	46,653
White Collar	59.5%	68.2%	68.7%
Management/Business/Financial	9.1%	12.2%	15.1%
Professional	32.7%	39.1%	36.0%
Sales	10.9%	8.1%	8.2%
Administrative Support	6.8%	8.8%	9.4%
Services	21.8%	19.5%	17.2%
Blue Collar	18.7%	12.3%	14.1%
Farming/Forestry/Fishing	1.1%	0.8%	0.6%
Construction/Extraction	3.1%	1.9%	2.4%
Installation/Maintenance/Repair	3.4%	1.6%	2.3%
Production	5.9%	3.5%	3.8%
Transportation/Material Moving	5.2%	4.5%	5.0%
<b>2020 Households by Type</b>			
Total	4,177	21,325	35,511
Married Couple Households	30.6%	31.8%	39.9%
With Own Children <18	10.5%	11.1%	15.2%
Without Own Children <18	20.1%	20.8%	24.7%
Cohabiting Couple Households	7.8%	6.5%	6.5%
With Own Children <18	1.2%	0.7%	1.0%
Without Own Children <18	6.5%	5.7%	5.5%
Male Householder, No Spouse/Partner	31.1%	31.9%	27.0%
Living Alone	20.2%	18.6%	16.3%
65 Years and over	4.1%	2.9%	2.9%
With Own Children <18	1.4%	1.4%	1.4%
Without Own Children <18, With Relatives	2.1%	1.7%	1.7%
No Relatives Present	7.5%	10.3%	7.6%
Female Householder, No Spouse/Partner	30.5%	29.7%	26.6%
Living Alone	20.0%	18.3%	16.5%
65 Years and over	6.2%	5.9%	5.9%
With Own Children <18	3.4%	2.6%	2.8%
Without Own Children <18, With Relatives	2.6%	2.6%	2.6%
No Relatives Present	4.5%	6.3%	4.7%
<b>2020 Households by Size</b>			
Total	4,177	21,325	35,511
1 Person Household	40.2%	36.8%	32.8%
2 Person Household	35.2%	35.8%	36.4%
3 Person Household	12.7%	13.6%	13.7%
4 Person Household	7.9%	9.4%	10.9%
5 Person Household	2.7%	3.1%	4.1%
6 Person Household	1.0%	0.9%	1.4%
7 + Person Household	0.3%	0.3%	0.6%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	4,177	21,325	35,511
Owner Occupied	45.7%	40.6%	51.0%
Owned with a Mortgage/Loan	29.0%	24.2%	32.1%
Owned Free and Clear	16.6%	16.4%	18.9%
Renter Occupied	54.3%	59.4%	49.0%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	112	88	99
Percent of Income for Mortgage	21.2%	26.1%	22.9%
Wealth Index	52	61	72
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	4,556	23,199	38,428
Urban Housing Units	100.0%	97.6%	80.6%
Rural Housing Units	0.0%	2.4%	19.4%
<b>2020 Population By Urban/ Rural Status</b>			
Total	10,303	56,610	91,505
Urban Population	100.0%	97.5%	80.0%
Rural Population	0.0%	2.5%	20.0%

**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.	College Towns (14B)	College Towns (14B)	Dorms to Diplomas (14C)
2.	In Style (5B)	Dorms to Diplomas (14C)	College Towns (14B)
3.	Emerald City (8B)	In Style (5B)	In Style (5B)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,663,010	\$37,102,988	\$68,642,942
Average Spent	\$1,553.51	\$1,683.97	\$1,868.09
Spending Potential Index	71	77	85
Education: Total \$	\$5,469,454	\$32,104,980	\$58,061,518
Average Spent	\$1,275.23	\$1,457.13	\$1,580.12
Spending Potential Index	71	81	88
Entertainment/Recreation: Total \$	\$11,030,369	\$59,136,583	\$111,974,729
Average Spent	\$2,571.78	\$2,684.00	\$3,047.35
Spending Potential Index	68	71	81
Food at Home: Total \$	\$19,822,304	\$108,193,168	\$202,706,073
Average Spent	\$4,621.66	\$4,910.51	\$5,516.56
Spending Potential Index	68	72	81
Food Away from Home: Total \$	\$11,281,089	\$63,000,990	\$116,691,850
Average Spent	\$2,630.24	\$2,859.39	\$3,175.72
Spending Potential Index	71	77	85
Health Care: Total \$	\$21,313,735	\$111,522,500	\$213,961,572
Average Spent	\$4,969.39	\$5,061.61	\$5,822.88
Spending Potential Index	68	69	79
HH Furnishings & Equipment: Total \$	\$8,759,815	\$47,630,898	\$89,505,798
Average Spent	\$2,042.39	\$2,161.80	\$2,435.86
Spending Potential Index	69	73	82
Personal Care Products & Services: Total \$	\$2,894,821	\$15,835,433	\$29,494,573
Average Spent	\$674.94	\$718.71	\$802.68
Spending Potential Index	71	75	84
Shelter: Total \$	\$73,706,337	\$407,457,796	\$755,473,188
Average Spent	\$17,184.97	\$18,493.07	\$20,559.89
Spending Potential Index	69	75	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,148,193	\$47,160,729	\$90,551,250
Average Spent	\$2,132.94	\$2,140.46	\$2,464.31
Spending Potential Index	68	68	79
Travel: Total \$	\$6,581,428	\$35,536,006	\$67,247,927
Average Spent	\$1,534.49	\$1,612.85	\$1,830.12
Spending Potential Index	68	72	81
Vehicle Maintenance & Repairs: Total \$	\$4,000,646	\$21,760,167	\$40,570,314
Average Spent	\$932.77	\$987.62	\$1,104.10
Spending Potential Index	71	75	84

**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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