



## Market Profile

10608 Watterson Center Ct, Louisville, Kentucky, 40299  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.21072  
Longitude: -85.55724

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	2,393	64,303	163,381
2020 Total Population	2,538	68,451	175,583
2020 Group Quarters	57	287	1,806
2023 Total Population	2,496	70,111	178,718
2023 Group Quarters	56	288	1,806
2028 Total Population	2,488	70,227	178,779
2023-2028 Annual Rate	-0.06%	0.03%	0.01%
2023 Total Daytime Population	19,907	94,060	210,624
Workers	18,616	60,949	125,883
Residents	1,291	33,111	84,741
<b>Household Summary</b>			
2010 Households	1,103	27,321	69,435
2010 Average Household Size	2.12	2.34	2.33
2020 Total Households	1,171	29,375	75,144
2020 Average Household Size	2.12	2.32	2.31
2023 Households	1,171	30,298	76,708
2023 Average Household Size	2.08	2.30	2.31
2028 Households	1,175	30,529	77,220
2028 Average Household Size	2.07	2.29	2.29
2023-2028 Annual Rate	0.07%	0.15%	0.13%
2010 Families	650	17,508	43,373
2010 Average Family Size	2.74	2.93	2.93
2023 Families	660	18,506	46,101
2023 Average Family Size	2.78	2.96	2.97
2028 Families	655	18,540	46,208
2028 Average Family Size	2.78	2.95	2.96
2023-2028 Annual Rate	-0.15%	0.04%	0.05%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,028	25,278	65,084
Owner Occupied Housing Units	73.0%	66.7%	64.8%
Renter Occupied Housing Units	22.0%	27.3%	29.5%
Vacant Housing Units	5.1%	6.0%	5.7%
2010 Housing Units	1,192	29,077	73,744
Owner Occupied Housing Units	61.4%	65.4%	63.4%
Renter Occupied Housing Units	31.1%	28.6%	30.8%
Vacant Housing Units	7.5%	6.0%	5.8%
2020 Housing Units	1,231	31,182	79,652
Owner Occupied Housing Units	62.2%	63.2%	61.2%
Renter Occupied Housing Units	32.9%	31.0%	33.2%
Vacant Housing Units	3.7%	5.7%	5.7%
2023 Housing Units	1,233	32,422	82,058
Owner Occupied Housing Units	67.0%	63.5%	62.1%
Renter Occupied Housing Units	28.0%	29.9%	31.3%
Vacant Housing Units	5.0%	6.6%	6.5%
2028 Housing Units	1,244	32,723	82,743
Owner Occupied Housing Units	66.8%	63.9%	62.5%
Renter Occupied Housing Units	27.7%	29.4%	30.8%
Vacant Housing Units	5.5%	6.7%	6.7%

**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.

November 02, 2023



## Market Profile

10608 Watterson Center Ct, Louisville, Kentucky, 40299  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.21072  
Longitude: -85.55724

	1 mile	3 miles	5 miles
<b>2023 Households by Income</b>			
Household Income Base	1,171	30,298	76,708
<\$15,000	7.7%	3.9%	4.9%
\$15,000 - \$24,999	1.5%	4.0%	5.1%
\$25,000 - \$34,999	4.7%	7.3%	8.0%
\$35,000 - \$49,999	15.1%	11.5%	11.9%
\$50,000 - \$74,999	19.4%	18.5%	17.8%
\$75,000 - \$99,999	23.6%	14.9%	14.6%
\$100,000 - \$149,999	19.5%	21.1%	19.0%
\$150,000 - \$199,999	2.8%	9.4%	8.9%
\$200,000+	5.8%	9.4%	9.6%
Average Household Income	\$93,543	\$110,907	\$109,150
<b>2028 Households by Income</b>			
Household Income Base	1,175	30,529	77,220
<\$15,000	6.0%	3.2%	4.1%
\$15,000 - \$24,999	1.1%	3.1%	4.1%
\$25,000 - \$34,999	3.8%	5.9%	6.6%
\$35,000 - \$49,999	12.4%	10.3%	10.7%
\$50,000 - \$74,999	18.0%	17.1%	16.3%
\$75,000 - \$99,999	24.0%	14.4%	14.2%
\$100,000 - \$149,999	23.4%	22.8%	20.9%
\$150,000 - \$199,999	4.0%	12.0%	11.6%
\$200,000+	7.1%	11.2%	11.5%
Average Household Income	\$106,728	\$126,330	\$124,680
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	826	20,590	50,995
<\$50,000	0.1%	0.5%	0.6%
\$50,000 - \$99,999	0.2%	0.5%	0.9%
\$100,000 - \$149,999	18.9%	4.7%	5.6%
\$150,000 - \$199,999	36.1%	13.3%	15.5%
\$200,000 - \$249,999	18.3%	19.0%	20.0%
\$250,000 - \$299,999	3.4%	18.9%	16.8%
\$300,000 - \$399,999	14.2%	27.7%	23.8%
\$400,000 - \$499,999	6.1%	9.2%	10.1%
\$500,000 - \$749,999	1.8%	5.2%	5.3%
\$750,000 - \$999,999	0.6%	0.6%	1.0%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.2%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$236,017	\$307,376	\$304,488
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	831	20,903	51,719
<\$50,000	0.0%	0.1%	0.1%
\$50,000 - \$99,999	0.1%	0.1%	0.2%
\$100,000 - \$149,999	6.3%	1.6%	2.3%
\$150,000 - \$199,999	25.6%	8.3%	10.1%
\$200,000 - \$249,999	20.7%	16.5%	17.9%
\$250,000 - \$299,999	4.1%	17.7%	16.5%
\$300,000 - \$399,999	25.6%	34.7%	29.9%
\$400,000 - \$499,999	13.8%	12.8%	13.5%
\$500,000 - \$749,999	2.5%	7.1%	7.6%
\$750,000 - \$999,999	0.8%	0.9%	1.5%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$289,096	\$337,383	\$337,332

**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.

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

November 02, 2023



## Market Profile

10608 Watterson Center Ct, Louisville, Kentucky, 40299  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.21072  
Longitude: -85.55724

	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2023	\$76,169	\$81,356	\$77,871
2028	\$81,706	\$91,514	\$87,526
<b>Median Home Value</b>			
2023	\$192,617	\$281,734	\$272,090
2028	\$243,314	\$316,446	\$309,537
<b>Per Capita Income</b>			
2023	\$41,245	\$47,841	\$46,846
2028	\$47,331	\$54,819	\$53,849
<b>Median Age</b>			
2010	40.7	39.7	39.0
2020	40.3	40.7	39.8
2023	43.5	42.6	41.7
2028	44.4	43.7	42.8
<b>2020 Population by Age</b>			
Total	2,538	68,451	175,583
0 - 4	6.0%	5.7%	5.8%
5 - 9	5.9%	5.8%	5.8%
10 - 14	4.9%	5.9%	5.9%
15 - 24	9.8%	10.9%	11.2%
25 - 34	16.5%	14.0%	14.9%
35 - 44	13.2%	12.9%	12.8%
45 - 54	10.6%	11.8%	11.6%
55 - 64	13.7%	13.2%	13.2%
65 - 74	10.6%	11.4%	11.0%
75 - 84	5.9%	6.0%	5.5%
85 +	3.0%	2.4%	2.4%
18 +	80.5%	79.0%	79.1%
<b>2023 Population by Age</b>			
Total	2,496	70,110	178,719
0 - 4	4.9%	5.0%	5.2%
5 - 9	5.0%	5.5%	5.7%
10 - 14	5.4%	5.8%	6.1%
15 - 24	10.9%	11.0%	11.0%
25 - 34	11.6%	12.5%	12.7%
35 - 44	14.3%	13.3%	13.8%
45 - 54	11.3%	12.1%	12.0%
55 - 64	14.1%	13.3%	13.2%
65 - 74	12.2%	12.2%	11.5%
75 - 84	7.1%	6.8%	6.2%
85 +	3.3%	2.5%	2.6%
18 +	81.3%	80.2%	79.4%
<b>2028 Population by Age</b>			
Total	2,488	70,225	178,778
0 - 4	4.9%	5.0%	5.2%
5 - 9	5.1%	5.3%	5.5%
10 - 14	5.1%	5.6%	5.9%
15 - 24	11.0%	10.6%	10.9%
25 - 34	11.8%	12.1%	12.1%
35 - 44	12.9%	13.0%	13.5%
45 - 54	12.1%	12.5%	12.6%
55 - 64	12.2%	12.0%	11.8%
65 - 74	12.4%	12.3%	11.7%
75 - 84	8.8%	8.6%	7.8%
85 +	3.6%	3.0%	2.9%
18 +	81.7%	80.9%	80.0%
<b>2020 Population by Sex</b>			

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

November 02, 2023



## Market Profile

10608 Watterson Center Ct, Louisville, Kentucky, 40299  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.21072  
Longitude: -85.55724

	1 mile	3 miles	5 miles
Males	1,238	32,893	84,517
Females	1,300	35,558	91,066
<b>2023 Population by Sex</b>			
Males	1,220	33,936	86,600
Females	1,276	36,175	92,118
<b>2028 Population by Sex</b>			
Males	1,220	33,952	86,529
Females	1,268	36,275	92,250
<b>2010 Population by Race/Ethnicity</b>			
Total	2,394	64,302	163,380
White Alone	88.7%	83.2%	81.9%
Black Alone	5.3%	9.3%	11.1%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.8%	3.4%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.9%	1.9%	1.9%
Two or More Races	2.8%	1.9%	2.1%
Hispanic Origin	4.7%	4.5%	4.7%
Diversity Index	27.9	35.7	37.7
<b>2020 Population by Race/Ethnicity</b>			
Total	2,538	68,451	175,583
White Alone	77.9%	73.4%	72.5%
Black Alone	8.9%	10.6%	12.4%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	1.7%	6.2%	5.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.9%	2.7%	2.9%
Two or More Races	8.0%	6.8%	6.9%
Hispanic Origin	7.8%	6.2%	6.5%
Diversity Index	46.7	50.6	51.8
<b>2023 Population by Race/Ethnicity</b>			
Total	2,496	70,111	178,719
White Alone	76.5%	71.9%	70.9%
Black Alone	9.3%	10.9%	12.9%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	1.8%	6.7%	5.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.2%	2.9%	3.1%
Two or More Races	8.5%	7.3%	7.4%
Hispanic Origin	8.7%	6.8%	7.1%
Diversity Index	49.3	52.9	54.1
<b>2028 Population by Race/Ethnicity</b>			
Total	2,488	70,227	178,780
White Alone	73.5%	68.8%	68.0%
Black Alone	10.0%	11.5%	13.5%
American Indian Alone	0.6%	0.3%	0.3%
Asian Alone	2.0%	7.6%	5.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.8%	3.4%	3.6%
Two or More Races	9.9%	8.4%	8.6%
Hispanic Origin	10.0%	7.8%	8.1%
Diversity Index	53.9	57.1	58.1

**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.

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

November 02, 2023



## Market Profile

10608 Watterson Center Ct, Louisville, Kentucky, 40299  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.21072  
Longitude: -85.55724

	1 mile	3 miles	5 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	2,538	68,451	175,583
In Households	97.8%	99.6%	99.0%
Householder	44.1%	42.8%	42.7%
Opposite-Sex Spouse	17.8%	20.6%	19.2%
Same-Sex Spouse	0.3%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.0%	2.4%	2.8%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	23.3%	24.8%	24.7%
Adopted Child	0.5%	0.7%	0.7%
Stepchild	1.1%	1.0%	1.0%
Grandchild	1.6%	1.6%	1.6%
Brother or Sister	0.9%	0.9%	1.0%
Parent	0.7%	0.8%	1.0%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.2%	0.2%
Other Relatives	0.9%	0.8%	0.9%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	2.8%	2.2%	2.4%
In Group Quaters	2.2%	0.4%	1.0%
Institutionalized	2.1%	0.4%	0.9%
Noninstitutionalized	0.1%	0.0%	0.1%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	1,844	50,914	128,616
Less than 9th Grade	3.1%	1.1%	1.2%
9th - 12th Grade, No Diploma	5.0%	2.0%	2.6%
High School Graduate	26.0%	15.8%	17.1%
GED/Alternative Credential	3.6%	2.9%	2.9%
Some College, No Degree	19.8%	18.1%	18.3%
Associate Degree	9.2%	9.7%	9.4%
Bachelor's Degree	24.4%	30.3%	29.2%
Graduate/Professional Degree	8.9%	20.1%	19.3%
<b>2023 Population 15+ by Marital Status</b>			
Total	2,115	58,651	148,231
Never Married	23.3%	25.9%	29.2%
Married	58.7%	56.6%	53.1%
Widowed	8.5%	6.6%	6.2%
Divorced	9.6%	10.9%	11.4%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,286	38,859	98,752
Population 16+ Employed	95.6%	96.6%	96.6%
Population 16+ Unemployment rate	4.4%	3.4%	3.4%
Population 16-24 Employed	11.3%	12.9%	12.8%
Population 16-24 Unemployment rate	1.4%	7.6%	6.8%
Population 25-54 Employed	60.8%	60.3%	61.5%
Population 25-54 Unemployment rate	3.0%	2.6%	2.6%
Population 55-64 Employed	17.4%	17.4%	17.3%
Population 55-64 Unemployment rate	10.5%	3.0%	3.6%
Population 65+ Employed	10.5%	9.4%	8.5%
Population 65+ Unemployment rate	5.8%	3.9%	3.6%

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

November 02, 2023



## Market Profile

10608 Watterson Center Ct, Louisville, Kentucky, 40299  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.21072  
Longitude: -85.55724

	1 mile	3 miles	5 miles
<b>2023 Employed Population 16+ by Industry</b>			
Total	1,229	37,519	95,391
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	4.3%	5.5%	4.9%
Manufacturing	8.5%	10.3%	10.4%
Wholesale Trade	1.3%	1.6%	1.6%
Retail Trade	14.3%	9.9%	10.5%
Transportation/Utilities	7.7%	7.1%	8.5%
Information	2.6%	2.4%	2.1%
Finance/Insurance/Real Estate	9.3%	12.0%	9.9%
Services	49.6%	48.9%	49.4%
Public Administration	2.4%	2.2%	2.4%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	1,228	37,518	95,390
White Collar	63.9%	71.1%	69.6%
Management/Business/Financial	15.4%	23.1%	22.3%
Professional	23.2%	28.7%	27.6%
Sales	12.2%	8.6%	8.9%
Administrative Support	13.1%	10.7%	10.8%
Services	14.3%	11.3%	11.2%
Blue Collar	21.7%	17.6%	19.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.7%	2.1%	2.3%
Installation/Maintenance/Repair	1.2%	2.2%	2.3%
Production	8.9%	6.1%	6.5%
Transportation/Material Moving	9.9%	7.3%	8.1%
<b>2020 Households by Type</b>			
Total	1,171	29,375	75,144
Married Couple Households	41.5%	48.4%	45.5%
With Own Children <18	14.6%	17.9%	16.8%
Without Own Children <18	26.9%	30.4%	28.7%
Cohabiting Couple Households	7.0%	6.1%	6.9%
With Own Children <18	1.9%	1.7%	1.9%
Without Own Children <18	5.1%	4.4%	5.0%
Male Householder, No Spouse/Partner	22.6%	17.2%	18.4%
Living Alone	17.3%	12.3%	13.2%
65 Years and over	4.4%	3.7%	3.5%
With Own Children <18	1.7%	1.6%	1.6%
Without Own Children <18, With Relatives	2.2%	2.0%	2.2%
No Relatives Present	1.4%	1.4%	1.5%
Female Householder, No Spouse/Partner	28.9%	28.3%	29.2%
Living Alone	18.7%	18.3%	18.3%
65 Years and over	8.2%	9.6%	9.1%
With Own Children <18	4.3%	4.0%	4.4%
Without Own Children <18, With Relatives	5.1%	5.2%	5.4%
No Relatives Present	0.8%	0.9%	1.1%
<b>2020 Households by Size</b>			
Total	1,171	29,375	75,144
1 Person Household	36.0%	30.6%	31.5%
2 Person Household	33.8%	35.3%	34.9%
3 Person Household	13.5%	15.0%	14.7%
4 Person Household	9.9%	11.5%	11.3%
5 Person Household	3.9%	4.9%	4.8%
6 Person Household	1.5%	1.9%	1.8%
7 + Person Household	1.3%	0.9%	1.0%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 02, 2023



## Market Profile

10608 Watterson Center Ct, Louisville, Kentucky, 40299  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.21072  
Longitude: -85.55724

	1 mile	3 miles	5 miles
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	1,171	29,375	75,144
Owner Occupied	65.4%	67.0%	64.8%
Owned with a Mortgage/Loan	45.2%	46.2%	45.0%
Owned Free and Clear	20.2%	20.9%	19.8%
Renter Occupied	34.6%	33.0%	35.2%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	162	117	116
Percent of Income for Mortgage	15.2%	20.8%	21.0%
Wealth Index	73	112	109
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	1,231	31,182	79,652
Urban Housing Units	99.8%	99.9%	99.4%
Rural Housing Units	0.2%	0.1%	0.6%
<b>2020 Population By Urban/ Rural Status</b>			
Total	2,538	68,451	175,583
Urban Population	99.5%	99.8%	99.3%
Rural Population	0.5%	0.2%	0.7%

**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.

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

November 02, 2023



## Market Profile

10608 Watterson Center Ct, Louisville, Kentucky, 40299  
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp  
Latitude: 38.21072  
Longitude: -85.55724

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Rustbelt Traditions (5D)	In Style (5B)	Comfortable Empty Nesters
2.	Old and Newcomers (8F)	Comfortable Empty Nesters	In Style (5B)
3.	In Style (5B)	Emerald City (8B)	Bright Young Professionals
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,259,510	\$68,359,578	\$171,339,556
Average Spent	\$1,929.56	\$2,256.24	\$2,233.66
Spending Potential Index	88	103	102
Education: Total \$	\$1,727,209	\$57,141,516	\$142,151,354
Average Spent	\$1,474.99	\$1,885.98	\$1,853.15
Spending Potential Index	82	105	103
Entertainment/Recreation: Total \$	\$3,920,775	\$118,115,839	\$294,028,400
Average Spent	\$3,348.23	\$3,898.47	\$3,833.09
Spending Potential Index	89	103	101
Food at Home: Total \$	\$6,924,609	\$208,793,768	\$522,758,292
Average Spent	\$5,913.42	\$6,891.34	\$6,814.91
Spending Potential Index	87	101	100
Food Away from Home: Total \$	\$3,794,867	\$115,707,979	\$289,974,974
Average Spent	\$3,240.71	\$3,819.00	\$3,780.24
Spending Potential Index	87	103	102
Health Care: Total \$	\$7,898,776	\$231,268,477	\$575,201,629
Average Spent	\$6,745.33	\$7,633.13	\$7,498.59
Spending Potential Index	92	104	102
HH Furnishings & Equipment: Total \$	\$3,054,958	\$92,978,397	\$231,761,521
Average Spent	\$2,608.85	\$3,068.80	\$3,021.35
Spending Potential Index	88	104	102
Personal Care Products & Services: Total \$	\$1,002,720	\$30,438,723	\$76,039,731
Average Spent	\$856.29	\$1,004.64	\$991.29
Spending Potential Index	90	105	104
Shelter: Total \$	\$25,120,772	\$773,483,658	\$1,933,652,808
Average Spent	\$21,452.41	\$25,529.20	\$25,207.97
Spending Potential Index	87	103	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,339,363	\$102,387,696	\$252,589,859
Average Spent	\$2,851.72	\$3,379.35	\$3,292.88
Spending Potential Index	91	108	105
Travel: Total \$	\$2,311,453	\$71,623,519	\$177,999,718
Average Spent	\$1,973.91	\$2,363.97	\$2,320.48
Spending Potential Index	88	105	103
Vehicle Maintenance & Repairs: Total \$	\$1,387,131	\$40,950,813	\$102,427,945
Average Spent	\$1,184.57	\$1,351.60	\$1,335.30
Spending Potential Index	90	103	102

**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.

November 02, 2023