



Market Profile

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	4,095	41,954	110,534
2020 Total Population	4,930	46,322	126,600
2020 Group Quarters	35	271	1,381
2023 Total Population	5,263	48,548	132,511
2023 Group Quarters	35	274	1,383
2028 Total Population	5,349	50,116	135,386
2023-2028 Annual Rate	0.32%	0.64%	0.43%
2023 Total Daytime Population	13,967	58,397	150,198
Workers	11,528	34,943	86,545
Residents	2,439	23,454	63,653
Household Summary			
2010 Households	1,602	16,023	43,959
2010 Average Household Size	2.55	2.60	2.48
2020 Total Households	2,056	18,047	51,208
2020 Average Household Size	2.38	2.55	2.45
2023 Households	2,250	19,114	53,821
2023 Average Household Size	2.32	2.53	2.44
2028 Households	2,292	19,911	55,318
2028 Average Household Size	2.32	2.50	2.42
2023-2028 Annual Rate	0.37%	0.82%	0.55%
2010 Families	1,040	11,620	30,398
2010 Average Family Size	3.22	3.08	3.01
2023 Families	1,337	13,241	36,025
2023 Average Family Size	3.06	3.07	3.01
2028 Families	1,330	13,703	36,881
2028 Average Family Size	3.09	3.06	3.00
2023-2028 Annual Rate	-0.10%	0.69%	0.47%
Housing Unit Summary			
2000 Housing Units	575	12,019	34,967
Owner Occupied Housing Units	83.1%	78.0%	73.8%
Renter Occupied Housing Units	7.3%	18.1%	20.8%
Vacant Housing Units	9.6%	4.0%	5.4%
2010 Housing Units	1,723	16,889	46,634
Owner Occupied Housing Units	51.3%	73.1%	71.2%
Renter Occupied Housing Units	41.4%	21.8%	23.1%
Vacant Housing Units	7.0%	5.1%	5.7%
2020 Housing Units	2,214	19,049	54,650
Owner Occupied Housing Units	44.0%	68.7%	67.3%
Renter Occupied Housing Units	48.8%	26.0%	26.4%
Vacant Housing Units	6.5%	6.1%	6.3%
2023 Housing Units	2,426	20,545	58,089
Owner Occupied Housing Units	47.0%	65.5%	67.1%
Renter Occupied Housing Units	45.7%	27.5%	25.5%
Vacant Housing Units	7.3%	7.0%	7.3%
2028 Housing Units	2,466	21,190	59,224
Owner Occupied Housing Units	47.2%	65.1%	67.6%
Renter Occupied Housing Units	45.7%	28.9%	25.8%
Vacant Housing Units	7.1%	6.0%	6.6%

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 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	2,250	19,114	53,821
<\$15,000	7.9%	6.0%	4.4%
\$15,000 - \$24,999	3.9%	4.1%	4.0%
\$25,000 - \$34,999	4.4%	5.1%	5.5%
\$35,000 - \$49,999	9.1%	8.6%	8.8%
\$50,000 - \$74,999	15.2%	14.4%	15.2%
\$75,000 - \$99,999	15.0%	12.9%	12.7%
\$100,000 - \$149,999	14.2%	18.3%	19.1%
\$150,000 - \$199,999	13.3%	11.2%	12.1%
\$200,000+	17.1%	19.2%	18.4%
Average Household Income	\$131,420	\$146,675	\$142,287
2028 Households by Income			
Household Income Base	2,292	19,911	55,318
<\$15,000	6.4%	5.0%	3.6%
\$15,000 - \$24,999	2.9%	3.2%	3.1%
\$25,000 - \$34,999	3.5%	4.3%	4.5%
\$35,000 - \$49,999	7.5%	7.7%	7.8%
\$50,000 - \$74,999	14.6%	12.8%	13.4%
\$75,000 - \$99,999	15.8%	12.3%	11.9%
\$100,000 - \$149,999	13.7%	19.3%	19.9%
\$150,000 - \$199,999	14.6%	13.7%	15.0%
\$200,000+	21.0%	21.7%	20.8%
Average Household Income	\$151,442	\$165,069	\$160,275
2023 Owner Occupied Housing Units by Value			
Total	1,141	13,456	39,005
<\$50,000	0.1%	0.5%	0.4%
\$50,000 - \$99,999	0.0%	0.2%	0.1%
\$100,000 - \$149,999	0.2%	2.5%	2.4%
\$150,000 - \$199,999	0.4%	8.9%	6.9%
\$200,000 - \$249,999	4.4%	15.3%	12.5%
\$250,000 - \$299,999	16.7%	14.5%	16.3%
\$300,000 - \$399,999	54.9%	24.8%	29.2%
\$400,000 - \$499,999	14.0%	14.5%	18.3%
\$500,000 - \$749,999	7.8%	14.1%	10.8%
\$750,000 - \$999,999	1.4%	3.4%	2.3%
\$1,000,000 - \$1,499,999	0.3%	0.5%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.5%	0.3%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$378,784	\$380,931	\$371,577
2028 Owner Occupied Housing Units by Value			
Total	1,165	13,786	40,026
<\$50,000	0.0%	0.2%	0.1%
\$50,000 - \$99,999	0.0%	0.1%	0.0%
\$100,000 - \$149,999	0.0%	1.0%	0.8%
\$150,000 - \$199,999	0.1%	5.0%	3.7%
\$200,000 - \$249,999	2.1%	12.4%	9.1%
\$250,000 - \$299,999	10.9%	14.1%	14.5%
\$300,000 - \$399,999	56.8%	26.5%	32.2%
\$400,000 - \$499,999	16.8%	16.7%	21.8%
\$500,000 - \$749,999	11.1%	18.4%	14.2%
\$750,000 - \$999,999	1.8%	5.1%	3.1%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$398,518	\$412,602	\$400,233

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	\$89,252	\$96,942	\$98,762
2028	\$98,644	\$108,729	\$110,397
Median Home Value			
2023	\$351,837	\$332,020	\$338,646
2028	\$364,804	\$365,186	\$367,406
Per Capita Income			
2023	\$58,003	\$57,442	\$57,810
2028	\$67,262	\$65,224	\$65,511
Median Age			
2010	33.7	37.4	39.3
2020	38.6	39.8	41.0
2023	35.1	39.8	41.7
2028	36.4	40.6	42.6
2020 Population by Age			
Total	4,930	46,322	126,600
0 - 4	5.4%	5.6%	5.6%
5 - 9	5.9%	6.7%	6.3%
10 - 14	6.6%	7.4%	6.9%
15 - 24	13.0%	12.2%	11.4%
25 - 34	14.4%	11.6%	11.9%
35 - 44	13.3%	13.5%	13.3%
45 - 54	15.5%	13.9%	13.1%
55 - 64	10.9%	12.7%	13.0%
65 - 74	8.0%	10.0%	10.9%
75 - 84	4.6%	4.6%	5.5%
85 +	2.6%	1.7%	2.1%
18 +	77.8%	75.6%	77.1%
2023 Population by Age			
Total	5,261	48,548	132,510
0 - 4	7.5%	5.9%	5.5%
5 - 9	9.2%	7.1%	6.5%
10 - 14	7.5%	7.4%	7.0%
15 - 24	8.0%	10.7%	10.7%
25 - 34	17.7%	11.8%	11.1%
35 - 44	19.7%	14.8%	13.9%
45 - 54	11.5%	13.0%	13.0%
55 - 64	8.6%	12.7%	13.3%
65 - 74	6.7%	10.3%	11.4%
75 - 84	2.6%	4.7%	5.7%
85 +	1.0%	1.5%	2.0%
18 +	72.6%	75.6%	77.2%
2028 Population by Age			
Total	5,350	50,118	135,386
0 - 4	7.5%	5.9%	5.5%
5 - 9	8.9%	6.8%	6.2%
10 - 14	7.7%	7.1%	6.6%
15 - 24	8.1%	10.5%	10.3%
25 - 34	14.6%	11.8%	11.2%
35 - 44	21.4%	14.6%	13.6%
45 - 54	11.8%	12.9%	13.0%
55 - 64	8.4%	11.8%	12.3%
65 - 74	7.0%	10.5%	11.5%
75 - 84	3.3%	6.4%	7.5%
85 +	1.2%	1.9%	2.4%
18 +	72.8%	76.4%	77.9%
2020 Population by Sex			

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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Males	2,336	22,350	60,322
Females	2,594	23,972	66,278
2023 Population by Sex			
Males	2,571	23,569	64,494
Females	2,692	24,979	68,017
2028 Population by Sex			
Males	2,607	24,295	65,783
Females	2,743	25,821	69,603
2010 Population by Race/Ethnicity			
Total	4,095	41,954	110,535
White Alone	83.5%	80.1%	83.7%
Black Alone	8.0%	11.3%	8.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	5.5%	4.7%	4.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	1.3%	1.4%
Two or More Races	1.8%	2.2%	1.9%
Hispanic Origin	3.5%	3.7%	3.6%
Diversity Index	34.1	38.8	33.9
2020 Population by Race/Ethnicity			
Total	4,930	46,322	126,600
White Alone	74.8%	72.9%	76.7%
Black Alone	10.2%	11.6%	8.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.0%	6.0%	6.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	2.1%	1.8%
Two or More Races	6.9%	7.2%	6.4%
Hispanic Origin	5.4%	5.3%	4.8%
Diversity Index	48.1	50.1	45.1
2023 Population by Race/Ethnicity			
Total	5,263	48,549	132,512
White Alone	72.8%	71.3%	75.1%
Black Alone	11.1%	12.2%	9.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.3%	6.4%	6.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	2.2%	2.0%
Two or More Races	7.5%	7.7%	6.9%
Hispanic Origin	6.2%	5.9%	5.3%
Diversity Index	51.2	52.6	47.7
2028 Population by Race/Ethnicity			
Total	5,350	50,115	135,386
White Alone	69.5%	68.6%	72.4%
Black Alone	11.8%	12.6%	9.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	7.3%	7.2%	7.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.5%	2.3%
Two or More Races	8.7%	8.8%	8.0%
Hispanic Origin	7.2%	6.7%	6.1%
Diversity Index	55.7	56.3	51.7

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	4,930	46,322	126,600
In Households	99.3%	99.4%	98.9%
Householder	43.1%	38.9%	40.4%
Opposite-Sex Spouse	20.3%	21.5%	21.8%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.4%	2.1%	2.1%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	26.6%	28.8%	26.9%
Adopted Child	1.2%	1.0%	0.9%
Stepchild	1.1%	1.1%	1.0%
Grandchild	0.9%	1.4%	1.2%
Brother or Sister	0.4%	0.7%	0.7%
Parent	0.7%	0.8%	0.8%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	0.4%	0.7%	0.7%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	1.5%	1.5%	1.6%
In Group Quaters	0.7%	0.6%	1.1%
Institutionalized	0.7%	0.6%	1.0%
Noninstitutionalized	0.0%	0.0%	0.0%
2023 Population 25+ by Educational Attainment			
Total	3,567	33,420	93,275
Less than 9th Grade	1.2%	1.3%	1.3%
9th - 12th Grade, No Diploma	1.3%	1.9%	1.7%
High School Graduate	6.7%	12.5%	11.9%
GED/Alternative Credential	0.3%	2.5%	2.2%
Some College, No Degree	21.0%	16.5%	15.7%
Associate Degree	7.5%	8.2%	8.6%
Bachelor's Degree	39.9%	33.1%	33.7%
Graduate/Professional Degree	22.1%	24.0%	25.0%
2023 Population 15+ by Marital Status			
Total	3,989	38,632	107,449
Never Married	28.2%	27.9%	26.4%
Married	53.7%	57.9%	58.5%
Widowed	6.1%	5.4%	5.7%
Divorced	11.9%	8.8%	9.4%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,004	26,440	72,097
Population 16+ Employed	95.3%	96.4%	96.3%
Population 16+ Unemployment rate	4.7%	3.6%	3.7%
Population 16-24 Employed	7.1%	11.0%	11.4%
Population 16-24 Unemployment rate	15.8%	10.8%	10.5%
Population 25-54 Employed	76.5%	64.0%	61.6%
Population 25-54 Unemployment rate	3.2%	2.4%	2.4%
Population 55-64 Employed	12.9%	18.2%	18.7%
Population 55-64 Unemployment rate	2.1%	2.0%	3.2%
Population 65+ Employed	3.6%	6.8%	8.3%
Population 65+ Unemployment rate	18.3%	5.7%	3.9%

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2023 Employed Population 16+ by Industry			
Total	2,863	25,499	69,453
Agriculture/Mining	0.0%	0.3%	0.4%
Construction	3.8%	5.1%	4.2%
Manufacturing	14.6%	13.1%	11.1%
Wholesale Trade	0.8%	1.7%	1.6%
Retail Trade	10.4%	10.5%	10.1%
Transportation/Utilities	6.8%	7.0%	6.8%
Information	0.9%	2.4%	2.1%
Finance/Insurance/Real Estate	16.2%	10.5%	11.1%
Services	44.6%	47.4%	50.4%
Public Administration	1.7%	2.1%	2.2%
2023 Employed Population 16+ by Occupation			
Total	2,864	25,498	69,453
White Collar	77.1%	72.4%	76.2%
Management/Business/Financial	28.7%	24.0%	25.1%
Professional	33.4%	30.4%	32.3%
Sales	8.2%	9.5%	9.8%
Administrative Support	6.7%	8.6%	9.0%
Services	8.4%	9.6%	9.2%
Blue Collar	14.6%	17.9%	14.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.6%	2.7%	1.9%
Installation/Maintenance/Repair	1.6%	0.9%	1.2%
Production	4.8%	6.7%	5.1%
Transportation/Material Moving	7.5%	7.5%	6.4%
2020 Households by Type			
Total	2,056	18,047	51,208
Married Couple Households	47.4%	55.9%	54.3%
With Own Children <18	21.3%	24.2%	22.1%
Without Own Children <18	26.1%	31.6%	32.2%
Cohabiting Couple Households	5.9%	5.5%	5.4%
With Own Children <18	0.8%	1.5%	1.4%
Without Own Children <18	5.1%	4.0%	4.0%
Male Householder, No Spouse/Partner	17.8%	14.1%	14.4%
Living Alone	13.9%	9.7%	10.2%
65 Years and over	3.2%	2.5%	3.0%
With Own Children <18	1.5%	1.5%	1.5%
Without Own Children <18, With Relatives	1.4%	1.8%	1.7%
No Relatives Present	1.0%	1.1%	1.0%
Female Householder, No Spouse/Partner	28.9%	24.5%	25.8%
Living Alone	19.3%	14.8%	16.6%
65 Years and over	8.7%	7.6%	8.7%
With Own Children <18	4.6%	4.5%	3.9%
Without Own Children <18, With Relatives	4.2%	4.4%	4.5%
No Relatives Present	0.8%	0.7%	0.8%
2020 Households by Size			
Total	2,056	18,047	51,208
1 Person Household	33.2%	24.6%	26.8%
2 Person Household	31.6%	33.7%	34.9%
3 Person Household	16.8%	17.0%	15.4%
4 Person Household	11.7%	15.1%	14.0%
5 Person Household	4.5%	6.4%	5.8%
6 Person Household	1.3%	2.2%	2.0%
7 + Person Household	0.9%	1.0%	1.0%

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2020 Households by Tenure and Mortgage Status			
Total	2,056	18,047	51,208
Owner Occupied	47.4%	72.5%	71.9%
Owned with a Mortgage/Loan	36.6%	53.7%	51.0%
Owned Free and Clear	10.8%	18.9%	20.8%
Renter Occupied	52.6%	27.5%	28.1%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	103	118	118
Percent of Income for Mortgage	23.7%	20.6%	20.6%
Wealth Index	115	158	160
2020 Housing Units By Urban/ Rural Status			
Total	2,214	19,049	54,650
Urban Housing Units	100.0%	98.9%	97.3%
Rural Housing Units	0.0%	1.1%	2.7%
2020 Population By Urban/ Rural Status			
Total	4,930	46,322	126,600
Urban Population	100.0%	98.8%	96.3%
Rural Population	0.0%	1.2%	3.7%

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.

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Top 3 Tapestry Segments			
1.	Boomburbs (1C)	In Style (5B)	Exurbanites (1E)
2.	Bright Young Professionals	Top Tier (1A)	In Style (5B)
3.	In Style (5B)	Bright Young Professionals	Workday Drive (4A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$6,096,497	\$56,349,877	\$152,966,596
Average Spent	\$2,709.55	\$2,948.09	\$2,842.14
Spending Potential Index	123	134	129
Education: Total \$	\$4,721,711	\$47,864,042	\$133,187,348
Average Spent	\$2,098.54	\$2,504.14	\$2,474.64
Spending Potential Index	117	140	138
Entertainment/Recreation: Total \$	\$10,361,815	\$98,175,819	\$267,766,956
Average Spent	\$4,605.25	\$5,136.33	\$4,975.14
Spending Potential Index	122	136	132
Food at Home: Total \$	\$17,890,242	\$169,743,749	\$464,487,154
Average Spent	\$7,951.22	\$8,880.60	\$8,630.22
Spending Potential Index	117	131	127
Food Away from Home: Total \$	\$10,605,153	\$96,456,299	\$260,102,576
Average Spent	\$4,713.40	\$5,046.37	\$4,832.73
Spending Potential Index	127	136	130
Health Care: Total \$	\$19,139,616	\$186,663,153	\$514,214,242
Average Spent	\$8,506.50	\$9,765.78	\$9,554.16
Spending Potential Index	116	133	130
HH Furnishings & Equipment: Total \$	\$8,187,204	\$77,396,834	\$210,844,456
Average Spent	\$3,638.76	\$4,049.22	\$3,917.51
Spending Potential Index	123	137	133
Personal Care Products & Services: Total \$	\$2,678,494	\$25,048,480	\$68,302,124
Average Spent	\$1,190.44	\$1,310.48	\$1,269.06
Spending Potential Index	124	137	133
Shelter: Total \$	\$68,243,956	\$641,745,042	\$1,750,019,963
Average Spent	\$30,330.65	\$33,574.61	\$32,515.56
Spending Potential Index	122	136	131
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,669,249	\$85,101,937	\$234,454,898
Average Spent	\$3,853.00	\$4,452.34	\$4,356.20
Spending Potential Index	123	142	139
Travel: Total \$	\$6,477,126	\$60,766,918	\$165,502,210
Average Spent	\$2,878.72	\$3,179.18	\$3,075.05
Spending Potential Index	128	141	137
Vehicle Maintenance & Repairs: Total \$	\$3,608,267	\$33,443,910	\$90,689,537
Average Spent	\$1,603.67	\$1,749.71	\$1,685.02
Spending Potential Index	122	134	129

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 22, 2023