

Downtown DSM 3 Census Tracts 191530027.00 (19153002700) et al. Geography: Census Tract Prepared by Greater Des Moines Partnership

	IA(1915300270
Population Summary	
2010 Total Population	8,074
2020 Total Population	12,22
2020 Group Quarters	33:
2022 Total Population	12,29
2022 Group Quarters	33
2027 Total Population	12,77
2022-2027 Annual Rate	0.77%
2022 Total Daytime Population	70,96
Workers	66,530
Residents	4,43
Household Summary	
2010 Households	4,53
2010 Average Household Size	1.6
2020 Total Households	7,77
2020 Average Household Size	1.5
2022 Households	7,99
2022 Average Household Size	1.5
2027 Households	8,30
2027 Average Household Size	1.5
2022-2027 Annual Rate	0.78%
2010 Families	1,15
2010 Average Family Size	2.9
2022 Families	1,71
2022 Average Family Size	2.5
2027 Families	1,76
2027 Average Family Size	2.5
2022-2027 Annual Rate	0.60%
Housing Unit Summary	
2000 Housing Units	4,350
Owner Occupied Housing Units	14.8%
Renter Occupied Housing Units	74.39
Vacant Housing Units	10.9%
2010 Housing Units	5,34
Owner Occupied Housing Units	14.79
Renter Occupied Housing Units	70.29
Vacant Housing Units	15.19
2020 Housing Units	8,99
Vacant Housing Units	13.5%
2022 Housing Units	9,40
Owner Occupied Housing Units	12.8%
Renter Occupied Housing Units	72.2%
Vacant Housing Units	15.0%
2027 Housing Units	9,87
Owner Occupied Housing Units	13.5%
Renter Occupied Housing Units	70.79
Vacant Housing Units	15.9%
Median Household Income	
2022	\$51,38
2027	\$57,47
Median Home Value	
2022	\$270,69
2027	\$360,98
Per Capita Income	1-2-/
2022	\$46,86
2027	\$53,93
Median Age	455/55
2010	32.
2022	34.
2027	34.
<b>Data Note:</b> Household population includes persons not residing in group quarters. Average Household Size is the	

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

all persons aged 15 years and over divided by the total population.

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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



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	IA(1915300270
2022 Households by Income	
Household Income Base	7,991
<\$15,000	15.9%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	14.0%
\$150,000 - \$199,999	4.9%
\$200,000+	3.1%
Average Household Income	\$71,979
2027 Households by Income	
Household Income Base	8,308
<\$15,000	13.5%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	7.3%
\$200,000+	3.5%
Average Household Income	\$82,805
2022 Owner Occupied Housing Units by Value	
Total	1,205
<\$50,000	2.0%
\$50,000 - \$99,999	12.0%
\$100,000 - \$149,999	15.4%
\$150,000 - \$199,999	8.9%
\$200,000 - \$249,999	6.6%
\$250,000 - \$299,999	12.5%
\$300,000 - \$399,999	17.0%
\$400,000 - \$499,999	18.1%
\$500,000 - \$749,999	6.6%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$287,158
2027 Owner Occupied Housing Units by Value	
Total	1,329
<\$50,000	1.1%
\$50,000 - \$99,999	1.4%
\$100,000 - \$149,999	4.2%
\$150,000 - \$199,999	6.0%
\$200,000 - \$249,999	9.7%
\$250,000 - \$299,999	16.0%
\$300,000 - \$399,999	19.2%
\$400,000 - \$499,999	25.9%
\$500,000 - \$749,999	15.3%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	IA(1915300270
2010 Population by Age	
Total	8,074
0 - 4	6.3%
5 - 9	4.4%
10 - 14	3.5%
15 - 24	14.9%
25 - 34	25.9%
35 - 44	12.9%
45 - 54	13.2%
55 - 64	10.9%
65 - 74	4.3%
75 - 84	2.5%
85 +	1.1%
18 +	83.8%
2022 Population by Age	
Total	12,299
0 - 4	4.9%
5 - 9	3.7%
10 - 14	3.0%
15 - 24	12.4%
25 - 34	28.5%
35 - 44	14.9%
45 - 54	10.0%
55 - 64	10.6%
65 - 74	6.9%
75 - 84	3.6%
85 +	1.4%
18 +	86.4%
2027 Population by Age	
Total	12,777
0 - 4	5.1%
5 - 9	3.5%
10 - 14	2.9%
15 - 24	13.3%
25 - 34	26.6%
35 - 44	16.5%
45 - 54	10.1%
55 - 64	9.3%
65 - 74	7.2%
75 - 84	3.9%
85 +	1.6%
18 +	86.7%
2010 Population by Sex	
Males	4,336
Females	3,738
2022 Population by Sex	5,755
Males	6,454
Females	5,845
2027 Population by Sex	3,013
Males	6,611
Females	6,166
	0,100

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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# Market Profile

Downtown DSM 3 Census Tracts 191530027.00 (19153002700) et al. Geography: Census Tract

Prepared by Greater Des Moines Partnership

	IA(1915300270
2010 Population by Race/Ethnicity	
Total	8,074
White Alone	64.1%
Black Alone	23.8%
American Indian Alone	0.6%
Asian Alone	4.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.9%
Two or More Races	3.6%
Hispanic Origin	6.2%
Diversity Index	58.3
2020 Population by Race/Ethnicity	
Total	12,228
White Alone	68.9%
Black Alone	17.1%
American Indian Alone	0.4%
Asian Alone	4.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	6.4%
Hispanic Origin	6.2%
Diversity Index	54.9
2022 Population by Race/Ethnicity	
Total	12,299
White Alone	69.9%
Black Alone	15.5%
American Indian Alone	0.4%
Asian Alone	4.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.5%
Two or More Races	6.8%
Hispanic Origin	6.4%
Diversity Index	54.3
2027 Population by Race/Ethnicity	31.3
Total	12,777
White Alone	68.2%
Black Alone	
American Indian Alone	16.2% 0.4%
Asian Alone	5.2%
Pacific Islander Alone	
	0.1%
Some Other Race Alone	2.6%
Two or More Races	7.3%
Hispanic Origin	6.5%
Diversity Index  2010 Population by Relationship and Household Type	56.0
	0.074
Total	8,074
In Households	92.8%
In Family Households Householder	44.0%
	14.3%
Spouse	7.6%
Child	18.2%
Other relative	2.2%
Nonrelative	1.6%
In Nonfamily Households	48.9%
In Group Quarters	7.2%
Institutionalized Population	0.4%
Noninstitutionalized Population	6.7%

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.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Downtown DSM 3 Census Tracts 191530027.00 (19153002700) et al. Geography: Census Tract Prepared by Greater Des Moines Partnership

2022 Population 25+ by Educational Attainment	IA(1915300270
Total	9,34
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	3.0%
High School Graduate	12.7%
GED/Alternative Credential	2.4%
Some College, No Degree	16.6%
Associate Degree	7.3%
Bachelor's Degree	37.6%
Graduate/Professional Degree	18.0%
2022 Population 15+ by Marital Status	10.07
Total	10,86
Never Married	60.4%
Married	24.8%
Widowed	3.6%
Divorced	11.2%
2022 Civilian Population 16+ in Labor Force	11:27
Civilian Population 16+	8,19
Population 16+ Employed	97.3%
Population 16+ Unemployment rate	2.7%
Population 16-24 Employed	15.1%
Population 16-24 Unemployment rate	3.89
Population 25-54 Employed	70.9%
Population 25-54 Unemployment rate	2.6%
Population 55-64 Employed	10.2%
Population 55-64 Unemployment rate	1.7%
Population 65+ Employed	3.89
Population 65+ Unemployment rate	2.5%
2022 Employed Population 16+ by Industry	2.37
Total	7,98
Agriculture/Mining	0.7%
Construction	3.5%
Manufacturing	8.1%
Wholesale Trade	1.3%
Retail Trade	10.8%
Transportation/Utilities	4.2%
Information	4.3%
Finance/Insurance/Real Estate	15.9%
Services	46.0%
Public Administration	5.2%
2022 Employed Population 16+ by Occupation	5.27
Total	7,98
White Collar	75.5%
Management/Business/Financial	20.6%
Professional	32.4%
Sales	9.7%
Administrative Support	12.8%
Services	13.29
Blue Collar	11.39
	0.39
Farming/Forestry/Fishing Construction/Extraction	1.99
Construction/Extraction Installation/Maintenance/Popair	
Installation/Maintenance/Repair	1.19
Production	5.1%

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	IA(1915300270
2010 Households by Type	
Total	4,538
Households with 1 Person	62.8%
Households with 2+ People	37.2%
Family Households	25.5%
Husband-wife Families	13.5%
With Related Children	4.6%
Other Family (No Spouse Present)	12.0%
Other Family with Male Householder	2.5%
With Related Children	1.4%
Other Family with Female Householder	9.5%
With Related Children	7.4%
Nonfamily Households	11.7%
All Households with Children	13.5%
Multigenerational Households	0.8%
Unmarried Partner Households	8.5%
Male-female	6.9%
Same-sex	1.6%
2010 Households by Size	1.0 /0
Total	4,538
1 Person Household	62.8%
2 Person Household	23.7%
3 Person Household	6.3%
4 Person Household	3.7%
5 Person Household	1.7%
6 Person Household	0.7%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	4,538
Owner Occupied	17.3%
Owned with a Mortgage/Loan	14.3%
Owned Free and Clear	3.0%
Renter Occupied	82.7%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	80
Percent of Income for Mortgage	27.8%
Wealth Index	38
2010 Housing Units By Urban/ Rural Status	33
Total Housing Units	5,345
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
2010 Population By Urban/ Rural Status	0.070
Total Population	8,074
Population Inside Urbanized Area	100.0%
Population Inside Orbanized Area Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%
· ····································	0.0 /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.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Tog 3 Tapestry Segments         Metro Renters (38)           2.         Metro Renters (318)           3.         Set to Impress (118)           ADJA (32)           Appare & Services: Total \$         \$1,436,2433           Average Spent         \$1,797,33           Spending Potential Index         \$1,542,738           Education: Total \$         \$1,1542,738           Average Spent         \$1,1395,674           Average Spent (31,352,743)         \$1,395,674           Average Spent (32,427,19)         \$2,427,19           Spending Potential Index         6           Food at Home: Total \$         \$34,969,592           Average Spent (34,376,12)         \$3,27,276           Spending Potential Index         \$1,397,876           Food Away from Home: Total \$         \$25,787,261           Average Spent (35,307,527         \$3,227,47           Spending Potential Index         \$3,27,27           Spending Potential Index         \$3,27,27           Spending Potential Index         \$3,27,27           Average Spent (31,602,39)         \$4,418,41           Spending Potential Index         \$1,507,29           Average Spent (32,27,21)         \$3,276,55           Average Spent (32,27,21)         \$3,276,		IA(1915300270
2. (Summer Spending)         Young and Restles (118)           2. (Summer Spending)         Separal & Services: Total \$         \$1,4,362,433           A Ayerage Spent         \$1,797,333           Spending Potential Index         \$1,542,738           Education: Total \$         \$1,144,447           Spending Potential Index         \$1,395,674           Spending Potential Index         \$1,395,674           Average Spent         \$13,395,674           Entertainment/Recreation: Total \$         \$1,395,674           Average Spent         \$13,395,674           Food at Home: Total \$         \$34,905,502           Average Spent         \$1,307,502           Spending Potential Index         \$1,307,502           Average Spent         \$1,307,502           Spending Potential Index         \$3,327,04           Average Spent         \$3,327,04           Average Spent         \$3,5307,527           Hellt Care: Total \$         \$3,5307,527           Average Spent         \$1,697,86           Spending Potential Index         \$1,697,86           Spending Potential Index         \$1,697,86           Spending Potential Index         \$1,697,86           Spending Potential Index         \$1,697,86           Spending Potentia		
3.         Set to Impress (110)           2022 Consumer Spending         ***           Apparel & Services: Total \$         \$14,362,433           Average Spent         \$1,797.33           Spending Potential Index         \$1,1542,738           Education: Total \$         \$1,444.47           Spending Potential Index         \$1,444.47           Spending Potential Index         \$19,395,674           Average Spent         \$19,395,674           Spending Potential Index         \$4,66           Food at Home: Total \$         \$34,909,592           Average Spent         \$4,361,11           Spending Potential Index         \$1           Spending Potential Index         \$1           Spending Potential Index         \$1           Spending Potential Index         \$1           Average Spent         \$3,257,40           Average Spent         \$3,307,527           Average Spent         \$3,307,527           Average Spent         \$1           Spending Potential Index         \$2           Personal Care Products & Services: Total \$         \$5,806,565           Average Spent         \$5,806,565           Spending Potential Index         \$1,807,80           Spending Potential Index		
2022 Consumer Spending         \$14,362,433           Aparel & Services: Total \$         \$1,362,433           Average Spent         \$1,797,33           Education: Total \$         \$1,154,738           Average Spent         \$1,444,47           Spending Potential Index         \$1,444,47           Spending Potential Index         \$1,93,85,644           Entertainment/Recreation: Total \$         \$2,427,19           Spending Potential Index         66           Food at Home: Total \$         \$34,969,592           Average Spent         \$4,376,12           Spending Potential Index         71           Food Away from Home: Total \$         \$3,270,40           Spending Potential Index         \$3,227,40           Average Spent         \$3,227,40           Spending Potential Index         \$3,277,57           Health Care: Total \$         \$5,307,527           Average Spent         \$1,697,69           Spending Potential Index         \$1,602,69           Average Spent		
Apparel & Services: Total \$         \$14,362,433           Average Spent         \$1,797,33           Spending Potential Index         \$11,542,738           Average Spent         \$11,542,738           Average Spent         \$1,444,47           Spending Potential Index         74           Entertainment/Recreation: Total \$         \$19,395,674           Average Spent         \$2,427,19           Spending Potential Index         66           Food at Home: Total \$         \$4,360,15           Average Spent         \$4,376,12           Spending Potential Index         71           Food Awary from Home: Total \$         \$2,578,261           Average Spent         \$3,227,04           Spending Potential Index         75           Health Care: Total \$         \$3,307,527           Average Spent         \$1,607,80           Spending Potential Index         66           Personal Care Products & Services: Total \$         \$1,607,80           Spending Potential Index         \$1,607,80           Spending Potential Index         \$1,607,80           Spending Potential Index         \$1,607,80           Spending Potential Index         \$1,607,90           Spending Potential Index         \$1,607,90 <t< td=""><td>3.</td><td>Set to Impress (11D)</td></t<>	3.	Set to Impress (11D)
Average Spent         \$1,797.33           Spending Potential Index         75           Education: Total \$         \$11,542,738           Average Spent         \$1,444.47           Spending Potential Index         \$19,395,674           Entertainment/Recreation: Total \$         \$19,395,674           Average Spent         \$2,427.19           Spending Potential Index         66           Food at Home: Total \$         \$34,969,592           Average Spent         \$4,376.12           Spending Potential Index         71           Food Away from Home: Total \$         \$25,787,261           Average Spent         \$33,227.04           Spending Potential Index         57           Health Care: Total \$         \$35,307,527           Average Spent         \$14,18.41           Spending Potential Index         62           HH Furnishings & Equipment: Total \$         \$1,67.86           Spending Potential Index         62           HH Furnishings & Services: Total \$         \$3,806,656           Spending Potential Index         71           Shelter: Total \$         \$3,806,656           Spending Potential Index         71           Shelter: Total \$         \$1,602,99           Average Spent<	· · · · · · · · · · · · · · · · · · ·	
Spending Potential Index         75           Education: Total \$         \$11,542,738           Average Spent         \$1,444.47           Spending Potential Index         74           Entertainment/Recreation: Total \$         \$19,395,674           Average Spent         \$2,427.19           Spending Potential Index         66           Food at Home: Total \$         \$34,969,592           Average Spent         \$4,376.12           Spending Potential Index         71           Food Away from Home: Total \$         \$7,720           Average Spent         \$1,578,720           Average Spent         \$3,227.04           Spending Potential Index         \$35,307,527           Health Care: Total \$         \$35,307,527           Average Spent         \$4,418.41           Spending Potential Index         62           HH Furnishings & Equipment: Total \$         \$1,697.86           Spending Potential Index         \$1,697.86           Spending Potential Index         \$1,697.86           Average Spent         \$1,697.86           Spending Potential Index         \$1,697.86           Average Spent         \$1,697.86           Spending Potential Index         \$1,697.86           Spending Potent	Apparel & Services: Total \$	
Education: Total \$         \$11,542,738           Average Spent         \$1,444.47           Entertainment/Recreation: Total \$         \$19,395,674           Average Spent         \$2,427.19           Spending Potential Index         66           Food at Home: Total \$         \$34,969,592           Average Spent         \$43,76.12           Spending Potential Index         71           Food Away from Home: Total \$         71           Average Spent         \$1,227.04           Spending Potential Index         75           Health Care: Total \$         \$32,307,527           Health Care: Total \$         \$35,307,527           Average Spent         \$41,841           Spending Potential Index         62           HH Furnishings & Equipment: Total \$         62           HH Furnishings & Equipment: Total \$         66           Spending Potential Index         66           Personal Care Products & Services: Total \$         \$5,806,656           Average Spent         \$1,807,859           Spending Potential Index         71           Shelter: Total \$         \$13,484,441           Average Spent         \$13,849,431           Spending Potential Index         \$16,874,54           Support	Average Spent	\$1,797.33
Average Spent         \$1,444.47           Spending Potential Index         17.44           Entertainment/Recreation: Total \$         \$19,395,674           Average Spent         \$2,427.19           Spending Potential Index         66           Food at Home: Total \$         \$34,969,592           Average Spent         \$4,376.12           Spending Potential Index         71           Food Away from Home: Total \$         \$5,787,261           Average Spent         \$5,878,261           Average Spent \$5,800,527         \$5,800,527           Health Care: Total \$         \$35,307,527           Average Spent \$5,800,655         \$13,567,579           Average Spent \$1,697.86         \$13,567,579           Average Spent \$2,600,656         \$13,567,579           Average Spent \$1,697.86         \$1,697.86           Spending Potential Index         \$1,697.86           Average Spent \$5,806,656         \$5,806,656           Average Spent \$5,806,656         \$1,44,44,43           Average Spent \$1,602,809         \$1,44,43           Average Spent \$1,602,809         \$1,44,43           Average Spent \$1,602,909         \$1,602,909           Spending Potential Index         \$1,602,909           Spending Potential Index         <	Spending Potential Index	75
Spending Potential Index         7.4           Entertainment/Recreation: Total \$         \$19,395,674           Average Spent         \$2,427.19           Spending Potential Index         66           Food at Home: Total \$         \$34,969,592           Average Spent         \$4,376.12           Spending Potential Index         71           Food Away from Home: Total \$         \$25,787,261           Average Spent         \$3,227.04           Spending Potential Index         75           Health Care: Total \$         \$35,307,527           Average Spent         \$4,418.41           Spending Potential Index         62           HH Furnishings & Equipment: Total \$         \$13,567,579           Average Spent         \$1,507,579           Average Spent         \$5,806,656           Spending Potential Index         \$5,806,656           Average Spent         \$5,806,656           Spending Potential Index         \$71           Shelter: Total \$         \$13,484,431           Average Spent         \$13,484,431           Average Spent         \$1,602,99           Spending Potential Index         \$9           Spending Potential Index         \$9           Spending Potential Index	Education: Total \$	
Entertainment/Recreation: Total \$         \$19,395,674           Average Spent         \$2,427.19           Spending Potential Index         66           Food at Home: Total \$         \$34,969,592           Average Spent         \$4,376.12           Spending Potential Index         71           Food Away from Home: Total \$         \$25,787,261           Average Spent         \$3,227.04           Spending Potential Index         75           Health Care: Total \$         \$35,307,527           Average Spent         \$4,418.41           Spending Potential Index         62           HH Furnishings & Equipment: Total \$         \$13,567,579           Average Spent         \$1,697.86           Spending Potential Index         66           Personal Care Products & Services: Total \$         \$5,806,656           Average Spent         \$726.65           Spending Potential Index         71           Shelter: Total \$         \$134,844,431           Average Spent         \$134,844,431           Average Spent         \$1,6874,54           Spending Potential Index         74           Support Payments/Cash Contributions/Gifts in Kind: Total \$         \$1,602.99           Travel: Total \$         \$1,602.99	Average Spent	\$1,444.47
Average Spent         \$2,427.19           Spending Potential Index         66           Food at Home: Total \$         \$34,969,592           Average Spent         \$4,376.12           Spending Potential Index         71           Food Away from Home: Total \$         \$2,5787,261           Average Spent         \$3,227.04           Spending Potential Index         75           Health Care: Total \$         \$35,307,527           Average Spent         \$4,418.41           Spending Potential Index         62           HH Furnishings & Equipment: Total \$         \$13,567,579           Average Spent         \$1,697.86           Spending Potential Index         66           Personal Care Products & Services: Total \$         \$5,806,656           Average Spent         \$1,697.86           Spending Potential Index         71           Shelter: Total \$         \$134,844,431           Average Spent         \$1,843,33           Spending Potential Index         74           Support Payments/Cash Contributions/Gifts in Kind: Total \$         \$12,809,504           Average Spent         \$1,602.99           Spending Potential Index         \$1           Forest Total \$         \$1,602.99 <td< td=""><td>Spending Potential Index</td><td>74</td></td<>	Spending Potential Index	74
Spending Potential Index         66           Food at Home: Total \$         \$34,966,756.12           Average Spent         \$4,376.12           Spending Potential Index         71           Food Away from Home: Total \$         \$25,787,261           Average Spent         \$32,27.04           Spending Potential Index         75           Health Care: Total \$         \$35,307,527           Average Spent         \$44,18.41           Spending Potential Index         62           HH Furnishings & Equipment: Total \$         \$13,567,579           Average Spent         \$1,697.86           Spending Potential Index         66           Personal Care Products & Services: Total \$         \$5,806,656           Average Spent         \$726,655           Spending Potential Index         71           Shelter: Total \$         \$13,4844,431           Average Spent         \$13,844,431           Spending Potential Index         74           Support Payments/Cash Contributions/Gifts in Kind: Total \$         \$1,602.99           Spending Potential Index         \$1,602.99           Spending Potential Index         \$1,602.99           Travel: Total \$         \$1,403.06           Average Spent         \$1,403.06	Entertainment/Recreation: Total \$	\$19,395,674
Food at Home: Total \$         \$34,969,592           Average Spent         \$4,376.12           Spending Potential Index         7.7           Food Away from Home: Total \$         \$25,787,261           Average Spent         \$25,787,261           Fleath Care: Total \$         35,307,527           Average Spent         \$35,307,527           Average Spent         \$4,418.41           Spending Potential Index         6           HH Furnishings & Equipment: Total \$         \$13,567,579           Average Spent         \$1,697.86           Spending Potential Index         66           Personal Care Products & Services: Total \$         \$5,806,565           Average Spent         \$726.65           Spending Potential Index         71           Shelter: Total \$         \$13,484,431           Average Spent         \$16,874,54           Spending Potential Index         74           Support Payments/Cash Contributions/Gifts in Kind: Total \$         \$1,602.99           Spending Potential Index         59	Average Spent	\$2,427.19
Average Spent         \$4,376.12           Spending Potential Index         71           Food Away from Home: Total \$         \$25,787,261           Average Spent         \$3,227.04           Spending Potential Index         75           Health Care: Total \$         \$35,307,527           Average Spent         \$4,418.41           Spending Potential Index         62           HH Furnishings & Equipment: Total \$         \$1,597.86           Spending Potential Index         65           Personal Care Products & Services: Total \$         \$5,806,656           Average Spent         \$5,806,656           Spending Potential Index         71           Shelter: Total \$         \$13,4844,431           Average Spent         \$13,4844,431           Average Spent         \$15,874.54           Spending Potential Index         74           Support Payments/Cash Contributions/Gifts in Kind: Total \$         \$1,602.99           Spending Potential Index         59           Travel: Total \$         \$1,602.99           Travel: Total \$         \$1,4730,066           Average Spent         \$1,843.33           Spending Potential Index         \$9           Travel: Total \$         \$1,843.33           S	Spending Potential Index	66
Spending Potential Index         71           Food Away from Home: Total \$         \$25,787,261           Average Spent         \$3,227.04           Spending Potential Index         75           Health Care: Total \$         \$35,307,527           Average Spent         \$4,418.41           Spending Potential Index         66           HH Furnishings & Equipment: Total \$         \$13,567,579           Average Spent         \$1,697.86           Spending Potential Index         66           Personal Care Products & Services: Total \$         \$5,806,656           Average Spent         \$726.65           Spending Potential Index         71           Shelter: Total \$         \$134,844,431           Average Spent         \$13,4844,431           Average Spent         \$16,874.54           Spending Potential Index         74           Support Payments/Cash Contributions/Gifts in Kind: Total \$         \$1,809.504           Average Spent         \$1,602.99           Spending Potential Index         59           Travel: Total \$         \$14,730,066           Average Spent         \$1,843.33           Spending Potential Index         \$1,843.33           Spending Potential Index         \$1,843.33	Food at Home: Total \$	\$34,969,592
Food Away from Home: Total \$         \$25,787,261           Average Spent         \$3,227.04           Spending Potential Index         75           Health Care: Total \$         \$35,307,527           Average Spent         \$4,418.41           Spending Potential Index         62           HH Furnishings & Equipment: Total \$         \$13,567,579           Average Spent         \$1,697.86           Spending Potential Index         66           Personal Care Products & Services: Total \$         \$5,806,656           Average Spent         \$726.655           Spending Potential Index         71           Shelter: Total \$         \$134,844,431           Average Spent         \$16,874.54           Spending Potential Index         74           Support Payments/Cash Contributions/Gifts in Kind: Total \$         \$12,809,504           Average Spent         \$1,602.99           Spending Potential Index         59           Travel: Total \$         \$14,730,066           Average Spent         \$1,843.33           Spending Potential Index         59           Travel: Total \$         \$1,843.33           Spending Potential Index         \$6           Vehicle Maintenance & Repairs: Total \$         \$6,891,810	Average Spent	\$4,376.12
Average Spent       \$3,227.04         Spending Potential Index       75         Health Care: Total \$       \$35,307,527         Average Spent       \$4,418.41         Spending Potential Index       62         HH Furnishings & Equipment: Total \$       \$13,567,579         Average Spent       \$1,697.86         Spending Potential Index       66         Personal Care Products & Services: Total \$       \$5,806,656         Average Spent       \$726.65         Spending Potential Index       71         Shelter: Total \$       \$134,844,431         Average Spent       \$16,874.54         Spending Potential Index       74         Support Payments/Cash Contributions/Gifts in Kind: Total \$       \$12,809,504         Average Spent       \$1,602.99         Spending Potential Index       59         Travel: Total \$       \$14,730,066         Average Spent       \$1,843.33         Spending Potential Index       59         Travel: Total \$       \$1,843.33         Spending Potential Index       59         Travel: Total \$       \$6,891,810         Average Spent       \$6,891,810         Spending Potential Index       \$6,891,810         Average Spent	Spending Potential Index	71
Spending Potential Index         75           Health Care: Total \$         \$35,307,527           Average Spent         \$4,418.41           Spending Potential Index         62           HH Furnishings & Equipment: Total \$         \$1,697.86           Average Spent         \$1,697.86           Spending Potential Index         66           Personal Care Products & Services: Total \$         \$5,806,656           Average Spent         \$726,655           Spending Potential Index         71           Shelter: Total \$         \$134,844,431           Average Spent         \$16,874.54           Spending Potential Index         74           Support Payments/Cash Contributions/Gifts in Kind: Total \$         \$12,809,504           Average Spent         \$1,602.99           Spending Potential Index         59           Travel: Total \$         \$1,4730,066           AverageSpent         \$1,4730,066           AverageSpent         \$1,843.33           Spending Potential Index         \$6,81,810           Average Spent         \$6,891,810           Average Spent         \$6,891,810           Average Spent         \$6,891,810           Spending Potential Index         \$6,891,810	Food Away from Home: Total \$	\$25,787,261
Health Care: Total \$       \$35,307,527         Average Spent       \$4,418.41         Spending Potential Index       62         HH Furnishings & Equipment: Total \$       \$13,567,579         Average Spent       \$1,697.86         Spending Potential Index       66         Personal Care Products & Services: Total \$       \$5,806,656         Average Spent       \$726.65         Spending Potential Index       71         Shelter: Total \$       \$134,844,431         Average Spent       \$16,874.54         Spending Potential Index       74         Support Payments/Cash Contributions/Gifts in Kind: Total \$       \$12,809,504         Average Spent       \$1,602.99         Spending Potential Index       59         Travel: Total \$       \$14,730,066         Average Spent       \$14,730,066         Average Spent       \$14,730,066         Average Spent       \$6,891,810         Vehicle Maintenance & Repairs: Total \$       \$6,891,810         Average Spent       \$6,891,810	Average Spent	\$3,227.04
Average Spent       \$4,418.41         Spending Potential Index       62         HH Furnishings & Equipment: Total \$       \$13,567,579         Average Spent       \$1,697.86         Spending Potential Index       66         Personal Care Products & Services: Total \$       \$5,806,656         Average Spent       \$726.65         Spending Potential Index       71         Shelter: Total \$       \$134,844,431         Average Spent       \$16,874.54         Spending Potential Index       74         Support Payments/Cash Contributions/Gifts in Kind: Total \$       \$12,809,504         Average Spent       \$12,809,504         Average Spent       \$14,730,066         Average Spent       \$14,730,066         Average Spent       \$1,843.33         Spending Potential Index       59         Travel: Total \$       \$1,843.33         Spending Potential Index       64         Vehicle Maintenance & Repairs: Total \$       64         Vehicle Maintenance & Repairs: Total \$       \$6,891,810         Average Spent       \$6,891,810	Spending Potential Index	75
Spending Potential Index       62         HH Furnishings & Equipment: Total \$       \$13,567,579         Average Spent       \$1,697.86         Spending Potential Index       66         Personal Care Products & Services: Total \$       \$5,806,656         Average Spent       \$726.655         Spending Potential Index       71         Shelter: Total \$       \$134,844,431         Average Spent       \$16,874.54         Support Payments/Cash Contributions/Gifts in Kind: Total \$       \$12,809,504         Average Spent       \$1,602.99         Spending Potential Index       59         Travel: Total \$       \$14,730,066         Average Spent       \$14,730,066         Average Spent       \$14,730,066         Average Spent       \$6,891,810         Vehicle Maintenance & Repairs: Total \$       \$6,891,810         Average Spent       \$6,891,810	Health Care: Total \$	\$35,307,527
HH Furnishings & Equipment: Total \$       \$13,567,579         Average Spent       \$1,697.86         Spending Potential Index       66         Personal Care Products & Services: Total \$       \$5,806,656         Average Spent       \$726.65         Spending Potential Index       71         Shelter: Total \$       \$134,844,431         Average Spent       \$16,874.54         Spending Potential Index       74         Support Payments/Cash Contributions/Gifts in Kind: Total \$       \$12,809,504         Average Spent       \$1,602.99         Spending Potential Index       \$9         Travel: Total \$       \$14,730,066         Average Spent       \$1,843.33         Spending Potential Index       64         Vehicle Maintenance & Repairs: Total \$       \$6,891,810         Average Spent       \$862,450	Average Spent	\$4,418.41
Average Spent       \$1,697.86         Spending Potential Index       66         Personal Care Products & Services: Total \$       \$5,806,656         Average Spent       \$726.65         Spending Potential Index       71         Shelter: Total \$       \$134,844,431         Average Spent       \$16,874.54         Spending Potential Index       74         Support Payments/Cash Contributions/Gifts in Kind: Total \$       \$12,809,504         Average Spent       \$1,602.99         Spending Potential Index       59         Travel: Total \$       \$14,730,066         Average Spent       \$1,843.33         Spending Potential Index       64         Vehicle Maintenance & Repairs: Total \$       \$6,891,810         Average Spent       \$862.45	Spending Potential Index	62
Spending Potential Index       66         Personal Care Products & Services: Total \$       \$5,806,656         Average Spent       \$726.65         Spending Potential Index       71         Shelter: Total \$       \$134,844,431         Average Spent       \$16,874.54         Spending Potential Index       74         Support Payments/Cash Contributions/Gifts in Kind: Total \$       \$12,809,504         Average Spent       \$1,602.99         Spending Potential Index       59         Travel: Total \$       \$14,730,066         Average Spent       \$1,843.33         Spending Potential Index       64         Vehicle Maintenance & Repairs: Total \$       \$6,891,810         Average Spent       \$6,891,810         Average Spent       \$62,450	HH Furnishings & Equipment: Total \$	\$13,567,579
Personal Care Products & Services: Total \$\$5,806,656Average Spent\$726.65Spending Potential Index71Shelter: Total \$\$134,844,431Average Spent\$16,874.54Spending Potential Index74Support Payments/Cash Contributions/Gifts in Kind: Total \$\$12,809,504Average Spent\$1,602.99Spending Potential Index59Travel: Total \$\$14,730,066Average Spent\$1,843.33Spending Potential Index64Vehicle Maintenance & Repairs: Total \$\$6,891,810Average Spent\$862.45	Average Spent	\$1,697.86
Average Spent       \$726.65         Spending Potential Index       71         Shelter: Total \$       \$134,844,431         Average Spent       \$16,874.54         Spending Potential Index       74         Support Payments/Cash Contributions/Gifts in Kind: Total \$       \$12,809,504         Average Spent       \$1,602.99         Spending Potential Index       59         Travel: Total \$       \$14,730,066         Average Spent       \$1,843.33         Spending Potential Index       64         Vehicle Maintenance & Repairs: Total \$       \$6,891,810         Average Spent       \$862.45	Spending Potential Index	66
Spending Potential Index71Shelter: Total \$\$134,844,431Average Spent\$16,874.54Spending Potential Index74Support Payments/Cash Contributions/Gifts in Kind: Total \$\$12,809,504Average Spent\$1,602.99Spending Potential Index59Travel: Total \$\$14,730,066Average Spent\$1,843.33Spending Potential Index64Vehicle Maintenance & Repairs: Total \$\$6,891,810Average Spent\$862.45	Personal Care Products & Services: Total \$	\$5,806,656
Shelter: Total \$\$134,844,431Average Spent\$16,874.54Spending Potential Index74Support Payments/Cash Contributions/Gifts in Kind: Total \$\$12,809,504Average Spent\$1,602.99Spending Potential Index59Travel: Total \$\$14,730,066Average Spent\$1,843.33Spending Potential Index\$64Vehicle Maintenance & Repairs: Total \$\$6,891,810Average Spent\$862.45	Average Spent	\$726.65
Average Spent Spending Potential Index Support Payments/Cash Contributions/Gifts in Kind: Total \$ Average Spent Average Spent Spending Potential Index Spending Potential I	Spending Potential Index	71
Spending Potential Index74Support Payments/Cash Contributions/Gifts in Kind: Total \$\$12,809,504Average Spent\$1,602.99Spending Potential Index59Travel: Total \$\$14,730,066Average Spent\$1,843.33Spending Potential Index64Vehicle Maintenance & Repairs: Total \$\$6,891,810Average Spent\$862.45	Shelter: Total \$	\$134,844,431
Support Payments/Cash Contributions/Gifts in Kind: Total \$ \$12,809,504 Average Spent \$1,602.99 Spending Potential Index \$59 Travel: Total \$ \$14,730,066 Average Spent \$1,843.33 Spending Potential Index \$6,891,810 Average Spent \$6,891,810 Average Spent \$862.45	Average Spent	\$16,874.54
Average Spent \$1,602.99 Spending Potential Index 59 Travel: Total \$ \$14,730,066 Average Spent \$1,843.33 Spending Potential Index 64 Vehicle Maintenance & Repairs: Total \$ \$6,891,810 Average Spent \$862.45	Spending Potential Index	74
Average Spent \$1,602.99 Spending Potential Index 59 Travel: Total \$ \$14,730,066 Average Spent \$1,843.33 Spending Potential Index 64 Vehicle Maintenance & Repairs: Total \$ \$6,891,810 Average Spent \$862.45	Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,809,504
Travel: Total \$ \$14,730,066 Average Spent \$1,843.33 Spending Potential Index 64 Vehicle Maintenance & Repairs: Total \$ Average Spent \$862.45		\$1,602.99
Average Spent \$1,843.33 Spending Potential Index 64 Vehicle Maintenance & Repairs: Total \$ Average Spent \$862.45	Spending Potential Index	59
Spending Potential Index64Vehicle Maintenance & Repairs: Total \$\$6,891,810Average Spent\$862.45	Travel: Total \$	\$14,730,066
Vehicle Maintenance & Repairs: Total \$\$6,891,810Average Spent\$862.45	Average Spent	\$1,843.33
Vehicle Maintenance & Repairs: Total \$\$6,891,810Average Spent\$862.45	Spending Potential Index	
Average Spent \$862.45		\$6,891,810
		68

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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