

Portland Plaza 2

3601 NW 39th St, Oklahoma City, Oklahoma, 73112 Rings: 1, 3, 5 mile radii Prepared by Esri

Latitude: 35.51277 Longitude: -97.58120

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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,408	108,776	213,112
2010 Total Population	11,301	110,031	210,502
2020 Total Population	11,989	114,956	224,294
2020 Group Quarters	256	3,016	7,981
2025 Total Population	12,342	117,692	231,465
2020-2025 Annual Rate	0.58%	0.47%	0.63%
2020 Total Daytime Population	12,813	120,562	281,178
Workers	6,746	61,209	164,945
Residents	6,067	59,353	116,233
Household Summary			
2000 Households	5,587	48,667	92,010
2000 Average Household Size	1.99	2.18	2.24
2010 Households	5,284	47,296	88,892
2010 Average Household Size	2.09	2.26	2.28
2020 Households	5,519	48,631	94,163
2020 Average Household Size	2.13	2.30	2.30
2025 Households	5,665	49,571	97,118
2025 Average Household Size	2.13	2.31	2.30
2020-2025 Annual Rate	0.52%	0.38%	0.62%
2010 Families	2,585	25,162	48,541
2010 Average Family Size	2,385		3.03
		3.02	
2020 Families	2,624	25,304	49,934
2020 Average Family Size	2.94	3.08	3.07
2025 Families	2,668	25,635	50,957
2025 Average Family Size	2.96	3.10	3.09
2020-2025 Annual Rate	0.33%	0.26%	0.41%
Housing Unit Summary			
2000 Housing Units	6,076	54,280	103,822
Owner Occupied Housing Units	44.5%	49.5%	48.1%
Renter Occupied Housing Units	47.5%	40.1%	40.5%
Vacant Housing Units	8.0%	10.3%	11.4%
2010 Housing Units	5,918	53,307	101,999
Owner Occupied Housing Units	42.8%	47.8%	46.4%
Renter Occupied Housing Units	46.5%	40.9%	40.8%
Vacant Housing Units	10.7%	11.3%	12.9%
2020 Housing Units	6,166	55,024	108,415
Owner Occupied Housing Units	41.5%	46.7%	44.8%
Renter Occupied Housing Units	48.0%	41.6%	42.1%
Vacant Housing Units	10.5%	11.6%	13.1%
2025 Housing Units	6,305	56,003	111,544
Owner Occupied Housing Units	41.2%	46.6%	44.4%
Renter Occupied Housing Units	48.7%	41.9%	42.7%
Vacant Housing Units	10.2%	11.5%	12.9%
Median Household Income	10.2%	11.5%	12.9%
	\$42,103	\$47,639	\$48,182
2020	1 /		
2025	\$43,592	\$49,990	\$50,458
Median Home Value	1112 520	+100.440	
2020	\$113,528	\$132,448	\$141,612
2025	\$122,807	\$143,656	\$158,800
Per Capita Income			
2020	\$26,969	\$28,581	\$29,648
2025	\$28,051	\$30,218	\$31,623
Median Age			
2010	34.3	34.1	34.3
2020	36.6	36.4	36.4
2025	37.4	37.1	37.1

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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	1 mile	3 miles	5 miles
2020 Households by Income			
Household Income Base	5,519	48,631	94,163
<\$15,000	12.3%	12.2%	13.3%
\$15,000 - \$24,999	13.1%	11.3%	11.2%
\$25,000 - \$34,999	14.5%	12.1%	11.2%
\$35,000 - \$49,999	17.9%	16.3%	15.7%
\$50,000 - \$74,999	19.4%	20.1%	19.2%
\$75,000 - \$99,999	11.6%	11.5%	11.2%
\$100,000 - \$149,999	6.2%	9.3%	9.9%
\$150,000 - \$199,999	2.2%	3.2%	3.5%
\$200,000+	2.8%	4.0%	4.8%
Average Household Income	\$58,672	\$67,191	\$70,216
2025 Households by Income			
Household Income Base	5,665	49,571	97,118
<\$15,000	11.8%	11.5%	12.5%
\$15,000 - \$24,999	12.5%	10.8%	10.7%
\$25,000 - \$34,999	14.2%	11.7%	10.9%
\$35,000 - \$49,999	17.6%	16.0%	15.3%
\$50,000 - \$74,999	19.9%	20.4%	19.4%
\$75,000 - \$99,999	12.4%	12.1%	11.8%
\$100,000 - \$149,999	6.8%	10.0%	10.7%
\$150,000 - \$199,999	2.4%	3.5%	3.8%
\$200,000+	2.4%	3.9%	4.9%
Average Household Income	\$61,239	\$71,391	\$74,985
2020 Owner Occupied Housing Units by Value	\$01,239	\$71,391	\$74,903
· · ·	2 5 6 0	25 724	10 516
Total	2,560	25,721	48,516
<\$50,000	3.4%	3.9%	5.0%
\$50,000 - \$99,999	37.4%	25.2%	21.2%
\$100,000 - \$149,999	33.7%	32.2%	28.7%
\$150,000 - \$199,999	14.9%	16.9%	17.7%
\$200,000 - \$249,999	1.9%	7.2%	7.6%
\$250,000 - \$299,999	3.6%	4.4%	5.4%
\$300,000 - \$399,999	0.5%	3.6%	5.3%
\$400,000 - \$499,999	0.6%	1.7%	2.9%
\$500,000 - \$749,999	2.7%	2.2%	2.8%
\$750,000 - \$999,999	1.1%	1.1%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.9%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.0%	0.5%	0.6%
Average Home Value	\$142,819	\$188,200	\$209,666
2025 Owner Occupied Housing Units by Value			
Total	2,596	26,112	49,475
<\$50,000	2.6%	3.0%	3.9%
\$50,000 - \$99,999	31.8%	20.0%	16.5%
\$100,000 - \$149,999	34.2%	30.9%	26.4%
\$150,000 - \$199,999	15.0%	17.4%	17.9%
\$200,000 - \$249,999	2.6%	8.4%	8.5%
\$250,000 - \$299,999	6.2%	5.8%	6.9%
\$300,000 - \$399,999	1.0%	5.0%	7.4%
\$400,000 - \$499,999	0.3%	2.2%	3.8%
\$500,000 - \$749,999	4.1%	3.1%	3.6%
\$750,000 - \$999,999	2.0%	1.8%	2.7%
\$1,000,000 - \$1,499,999	0.0%	1.3%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.0%	0.8%	0.8%
Average Home Value	\$165,162	\$219,504	\$243,736
	4100,102	<i>q</i> 219,001	Ψ <u>2</u> 13,7 30

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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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	11,302	110,032	210,502
0 - 4	7.7%	7.5%	7.5%
5 - 9	5.6%	6.1%	6.3%
10 - 14	4.7%	5.3%	5.6%
15 - 24	14.1%	14.8%	14.4%
25 - 34	18.9%	17.6%	17.3%
35 - 44	12.1%	12.3%	12.3%
45 - 54	14.4%	13.2%	13.4%
55 - 64	10.5%	10.7%	10.9%
65 - 74	5.5%	5.9%	6.2%
75 - 84	4.5%	4.4%	4.2%
85 +	1.9%	2.1%	1.8%
18 +	78.9%	77.9%	77.2%
2020 Population by Age			
Total	11,990	114,956	224,293
0 - 4	6.7%	6.7%	6.7%
5 - 9	6.3%	6.3%	6.2%
10 - 14	5.9%	6.1%	6.0%
15 - 24	12.5%	13.4%	13.4%
25 - 34	16.1%	15.3%	15.7%
35 - 44	14.6%	14.2%	13.6%
45 - 54	11.7%	11.3%	11.4%
55 - 64	11.9%	11.5%	11.7%
65 - 74	8.4%	8.6%	8.7%
75 - 84	4.1%	4.4%	4.5%
85 +	2.0%	2.2%	2.1%
18 +	78.3%	77.7%	77.8%
2025 Population by Age			
Total	12,343	117,694	231,465
0 - 4	6.6%	6.7%	6.6%
5 - 9	6.1%	6.2%	6.1%
10 - 14	5.8%	6.0%	5.9%
15 - 24	13.6%	14.2%	13.8%
25 - 34	14.5%	14.2%	14.8%
35 - 44	14.6%	13.9%	13.6%
45 - 54	11.7%	11.6%	11.5%
55 - 64	11.0%	10.5%	10.7%
65 - 74	9.4%	9.4%	9.6%
75 - 84	5.0%	5.3%	5.4%
85 +	1.7%	2.1%	2.1%
18 +	78.0%	77.8%	78.0%
2010 Population by Sex	F 410	F4 100	104 (00
Males Females	5,419	54,182	104,609
	5,882	55,849	105,893
2020 Population by Sex	E 020	FC 020	111.000
Males	5,829	56,920	111,896
Females	6,160	58,036	112,398
2025 Population by Sex	6,049	E0 202	11E 461
Males		58,292	115,461
Females	6,294	59,400	116,003



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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	11,302	110,031	210,501
White Alone	67.5%	65.1%	62.9%
Black Alone	12.4%	10.1%	14.6%
American Indian Alone	3.4%	3.6%	3.5%
Asian Alone	4.4%	4.4%	3.5%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	6.4%	11.2%	10.1%
Two or More Races	5.7%	5.5%	5.3%
Hispanic Origin	15.6%	19.4%	17.6%
Diversity Index	65.1	69.9	70.3
2020 Population by Race/Ethnicity			
Total	11,989	114,956	224,294
White Alone	62.4%	59.5%	57.9%
Black Alone	12.9%	10.2%	14.9%
American Indian Alone	3.5%	3.6%	3.5%
Asian Alone	5.2%	5.2%	4.2%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	9.1%	15.0%	13.2%
Two or More Races	6.7%	6.3%	6.1%
Hispanic Origin	21.4%	25.8%	22.9%
Diversity Index	72.8	77.3	76.7
2025 Population by Race/Ethnicity			
Total	12,343	117,693	231,465
White Alone	62.1%	59.2%	57.7%
Black Alone	13.1%	10.2%	15.1%
American Indian Alone	3.5%	3.6%	3.5%
Asian Alone	5.2%	5.1%	4.2%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	9.3%	15.3%	13.4%
Two or More Races	6.7%	6.4%	6.1%
Hispanic Origin	21.8%	26.2%	23.1%
Diversity Index	73.2	77.6	76.9
2010 Population by Relationship and Household Type			
Total	11,301	110,031	210,502
In Households	97.7%	97.3%	96.2%
In Family Households	68.6%	71.9%	72.4%
Householder	22.6%	22.9%	23.0%
Spouse	13.9%	14.8%	14.8%
Child	25.4%	26.9%	27.7%
Other relative	4.0%	4.6%	4.3%
Nonrelative	2.8%	2.8%	2.6%
In Nonfamily Households	29.1%	25.3%	23.8%
In Group Quarters	2.3%	2.7%	3.8%
Institutionalized Population	1.7%	0.9%	2.0%
Noninstitutionalized Population	0.6%	1.8%	1.8%
	0.070	1.070	1.0%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment Total	8,237	77 644	151.057
		77,644 6.9%	151,957
Less than 9th Grade	5.0% 6.6%	6.9%	5.8% 7.2%
9th - 12th Grade, No Diploma	24.7%	22.0%	20.5%
High School Graduate GED/Alternative Credential	3.7%	4.6%	4.5%
Some College, No Degree	23.7%	22.0%	22.3%
Associate Degree	9.2%	7.0%	7.1%
Bachelor's Degree	19.4%	19.7%	20.6%
Graduate/Professional Degree	7.8%	10.9%	12.0%
2020 Population 15+ by Marital Status	7.870	10.970	12.0 /0
Total	9,730	92,992	181,953
Never Married	44.3%	39.3%	39.5%
Married	33.2%	40.1%	40.1%
Widowed	6.1%	5.7%	5.5%
Divorced	16.4%	14.9%	14.9%
2020 Civilian Population 16+ in Labor Force	10.470	14.570	14.570
Civilian Population 16+	6,640	62,770	119,172
Population 16+ Employed	89.1%	89.1%	89.2%
Population 16+ Unemployment rate	10.9%	10.9%	10.8%
Population 16-24 Employed	15.2%	14.1%	13.9%
Population 16-24 Unemployment rate	15.3%	17.0%	16.9%
Population 25-54 Employed	65.0%	63.2%	62.7%
Population 25-54 Unemployment rate	10.0%	10.1%	10.1%
Population 55-64 Employed	14.4%	15.2%	15.4%
Population 55-64 Unemployment rate	11.2%	9.4%	9.3%
Population 65+ Employed	5.4%	7.4%	8.0%
Population 65+ Unemployment rate	7.2%	7.8%	7.7%
2020 Employed Population 16+ by Industry			
Total	5,917	55,930	106,288
Agriculture/Mining	2.0%	2.9%	3.1%
Construction	9.8%	8.7%	8.1%
Manufacturing	5.5%	6.6%	7.0%
Wholesale Trade	1.9%	2.1%	2.3%
Retail Trade	11.2%	10.7%	11.0%
Transportation/Utilities	3.5%	3.6%	3.9%
Information	1.5%	1.2%	1.4%
Finance/Insurance/Real Estate	8.8%	7.4%	7.6%
Services	49.9%	51.5%	50.2%
Public Administration	5.9%	5.3%	5.4%
2020 Employed Population 16+ by Occupation			
Total	5,916	55,932	106,288
White Collar	59.4%	58.7%	59.7%
Management/Business/Financial	13.4%	13.2%	14.4%
Professional	20.1%	21.1%	21.7%
Sales	9.4%	9.8%	9.8%
Administrative Support	16.5%	14.6%	13.8%
Services	21.0%	20.8%	19.7%
Blue Collar	19.7%	20.5%	20.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	7.5%	7.3%	6.9%
Installation/Maintenance/Repair	2.3%	3.0%	3.1%
Production	4.5%	5.3%	5.2%
Transportation/Material Moving	5.4%	4.7%	5.3%



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2010 Households by Type			
Total	5,285	47,296	88,892
Households with 1 Person	41.1%	37.3%	36.7%
Households with 2+ People	58.9%	62.7%	63.3%
Family Households	48.9%	53.2%	54.6%
Husband-wife Families	30.0%	34.4%	35.1%
With Related Children	12.6%	15.0%	14.9%
Other Family (No Spouse Present)	18.9%	18.8%	19.5%
Other Family with Male Householder	5.4%	5.4%	5.3%
With Related Children	3.5%	3.1%	3.1%
Other Family with Female Householder	13.4%	13.4%	14.2%
With Related Children	8.9%	8.9%	9.7%
Nonfamily Households	10.0%	9.5%	8.7%
All Households with Children	25.3%	27.5%	28.1%
Multigenerational Households	2.4%	3.0%	3.2%
Unmarried Partner Households	8.7%	7.8%	7.4%
Male-female	7.5%	6.4%	6.2%
Same-sex	1.2%	1.5%	1.2%
2010 Households by Size	112,70	110 /0	112,70
Total	5,286	47,296	88,892
1 Person Household	41.1%	37.3%	36.7%
2 Person Household	31.7%	31.4%	31.6%
3 Person Household	13.0%	13.7%	13.7%
4 Person Household	7.8%	9.2%	9.4%
5 Person Household	3.7%	4.8%	5.0%
6 Person Household	1.7%	2.1%	2.2%
7 + Person Household	1.1%	1.4%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	5,284	47,296	88,892
Owner Occupied	47.9%	53.9%	53.2%
Owned with a Mortgage/Loan	31.7%	35.8%	34.8%
Owned Free and Clear	16.3%	18.1%	18.4%
Renter Occupied	52.1%	46.1%	46.8%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	195	193	184
Percent of Income for Mortgage	11.3%	11.6%	12.3%
Wealth Index	51	63	69
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,918	53,307	101,999
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status	010 / 0	01070	010 /0
Total Population	11,301	110,031	210,502
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%
	0.070	0.070	0.070

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parentchild 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 Set to Impress (11D) Rustbelt Traditions (5D) Rustbelt Traditions (5D) Rustbelt Traditions (5D) Rustbelt Traditions (5D) Set to Impress (11D) 3. Traditional Living (12B) Traditional Living (12B) Old and Newcomers (8F) Set to Impress (11D) 3. Traditional Living (12B) Traditional Living (12B) Old and Newcomers (8F) Set to Impress (11D) 4Apparel & Services: Total \$ \$\$8,158,261 \$\$0,906,055 \$\$163,918,325 Average Spent \$\$1,478.21 \$\$1,663.67 \$\$1,740.79 Spending Potential Index 69 78 \$\$128,350,891 Average Spent \$\$1,132.66 \$\$1,300.48 \$\$128,350,891 Average Spent \$\$2,135.00 \$\$2,438.67 \$\$2,240.28 Spending Potential Index 66 75 778 Food Athome: Total \$ \$\$19,963.356 \$\$198,815,541 \$\$402,079,640 Average Spent \$\$14,77,7265 \$\$140,358,354 \$\$424,714,628 Average Spent \$\$14,77,7265 \$\$140,358,354 \$\$428,714,628 Average Spent \$\$14,7			1 mile	3 miles	5 miles
P. Rustbelt Traditions (SD) Old and Nexcomers (RF) Set to Impress (110) 3. Traditional Living (128) Traditional Living (128) Old and Nexcomers (RF) 2020 Consumer Spending * \$\$1,920; Consumer Spending \$\$1,930; Consumer Spending Potential Index \$\$1,930; Consumer Spending Potential Index \$\$1,740,79 Spending Potential Index 69 78 \$\$1,128,250 Average Spent \$\$1,132,66 \$\$1,300,48 \$\$1,326,732 Spending Potential Index 63 73 76 Entertainment/Recreation: Total \$ \$\$1,1783,083 \$\$118,594,748 \$\$2,39,200,022 Average Spent \$\$2,135,00 \$\$2,438,67 \$\$2,500,280 Spending Potential Index 66 75 78 Food At Home: Total \$ \$\$11,783,083 \$\$118,594,748 \$\$239,200,022 Average Spent \$\$2,136,712 \$\$4,080,04 \$\$4,270,356 Spending Potential Index 66 75 78 Food At Home: Total \$ \$\$1,172,7626 \$\$140,033,554 \$\$248,4714,628 Average Spent \$\$2,1074,334 \$\$21,22	Top 3 Tapestry Segments				
3. Traditional Living (12B) Traditional Living (12B) Old and Newcomers (8F) 2020 Consumer Spending Apparel & Services: Total \$ \$8,158,261 \$80,906,055 \$163,918,325 Average Spent \$1,478.21 \$1,663.67 \$1,740.79 Spending Potential Index 69 78 81 Education: Total \$ \$6,751,162 \$53,243,728 \$128,550,891 Average Spent \$1,132,66 \$1,300.48 \$128,550,891 Average Spent \$2,135.00 \$2,438.67 \$229,200,022 Average Spent \$2,135.00 \$2,438.67 \$229,200,022 Average Spent \$2,135.00 \$2,438.67 \$229,200,022 Average Spent \$2,135.00 \$2,438.67 \$239,200,022 Average Spent \$2,135.00 \$2,438.67 \$239,200,022 Average Spent \$2,135.00 \$2,438.67 \$239,200,022 Average Spent \$3,617.21 \$4,002,109,640 \$42,270.35 Average Spent \$3,617.21 \$4,080.04 \$\$24,270.35 <td>1.</td> <td>Set to Impress (11D)</td> <td>Rustbelt Tr</td> <td>aditions (5D)</td> <td>Rustbelt Traditions (5D)</td>	1.	Set to Impress (11D)	Rustbelt Tr	aditions (5D)	Rustbelt Traditions (5D)
2020 Consumer Spending 1 1 1 1 Apparel & Services: Total \$ \$\$8,158,261 \$\$0,906,055 \$\$163,918,325 Average Spent \$\$1,478.21 \$\$1,663.67 \$\$1,740.79 Spending Potential Index 69 78 \$\$11 Average Spent \$\$1,122.66 \$\$1,30.48 \$\$13,83.07 Spending Potential Index 63 73 76 Entertainment/Recreation: Total \$ \$\$11,783,083 \$\$118,594,748 \$\$239,200,022 Average Spent \$\$21,150.0 \$\$2,4438.67 \$\$22,540.28 Spending Potential Index 66 75 78 Food at Home: Total \$ \$\$19,963,355 \$\$198,416,541 \$402,109,640 Average Spent \$\$3,617.21 \$\$4,080.04 \$\$4,270.36 Spending Potential Index 66 76 80 Food Away from Home: Total \$ \$\$141,427,626 \$\$140,383,354 \$\$24,124,628 Average Spent \$\$2,59,82 \$\$2,886.19 \$\$3,023.64 Spending Potential Index 66 76 79	2.	Rustbelt Traditions (5D)	Old and Nev	wcomers (8F)	Set to Impress (11D)
Apparel & Services: Total \$ \$8,158,261 \$80,906,055 \$163,918,325 Average Spent \$1,478,121 \$1,663,67 \$1,740,79 Spending Potential Index 69 78 81 Education: Total \$ \$6,251,162 \$63,243,728 \$128,350,891 Average Spent \$1,172,66 \$1,300,48 \$1,363,07 Spending Potential Index 63 73 76 Entertainment/Recreation: Total \$ \$11,783,083 \$118,594,748 \$2239,200,022 Average Spent \$2,135.00 \$2,438.67 \$2,540,28 Spending Potential Index 66 75 78 Food at Home: Total \$ \$19,963,356 \$198,416,541 \$402,109,640 Average Spent \$3,617,21 \$4,080.04 \$4,270.36 Spending Potential Index 66 76 80 Food Away from Home: Total \$ \$14,127,626 \$140,358,354 \$2284,714,628 Average Spent \$2,1074,334 \$212,26,249 \$428,146,687 Spending Potential Index 66 77 80	3.	Traditional Living (12B)	Traditional	l Living (12B)	Old and Newcomers (8F)
Average Spent \$1,478.21 \$1,663.67 \$1,740.79 Spending Potential Index 69 78 81 Education: Total \$ \$6,251,162 \$63,243,728 \$128,350,891 Average Spent \$1,132.66 \$1,300.48 \$1,363.07 Spending Potential Index 63 73 76 Entertaimment/Recreation: Total \$ \$1,783,083 \$118,594,748 \$239,00,022 Average Spent \$2,135.00 \$2,438.67 \$2,540.28 Spending Potential Index 66 75 78 Food at Home: Total \$ \$10,963.356 \$198,416,541 \$40,200,640 Average Spent \$2,135.00 \$2,438.67 \$2,540.28 Spending Potential Index 66 76 80 Food Away from Home: Total \$ \$14,127,626 \$140,358,354 \$244,270.36 Spending Potential Index 66 76 80 Food Away from Home: Total \$ \$3,818.51 \$4,364.83 \$4,546.87 Average Spent \$21,074,334 \$212,266,249 \$243,073.93 Healt Care:	2020 Consumer Spending				
Spending Potential Index 69 78 81 Education: Total \$ \$6,251,162 \$63,243,728 \$128,350,891 Average Spent \$1,132.66 \$1,300.48 \$1,133.07 Spending Potential Index 63 7.73 7.66 Entertainment/Recreation: Total \$ \$11,783,083 \$118,594,748 \$22,540.28 Spending Potential Index 66 7.75 7.78 Flood at Home: Total \$ \$19,963,355 \$198,416,541 \$402,109,640 Average Spent \$3,617.21 \$4402,109,640 \$44,270.36 Average Spent \$3,617.21 \$4402,109,640 \$44,270.36 Average Spent \$3,617.21 \$4402,109,640 \$42,270.36 Average Spent \$3,617.21 \$4402,109,640 \$42,270.36 Average Spent \$3,817.51 \$44,270.36 \$3,023.64 Average Spent \$3,818.51 \$44,80.08 \$3,023.64 Average Spent \$21,074,334 \$212,266,249 \$428,146,685 Average Spent \$3,818.51 \$44,546.81 \$1,67.03 \$1,738.52	Apparel & Services: Total \$	\$8,	158,261	\$80,906,055	\$163,918,325
Education: Total \$ \$6,251,162 \$63,243,728 \$128,350,891 Average Spent \$1,132.66 \$1,30.048 \$1,33.07 Spending Potential Index 63 73 76 Entertainment/Recreation: Total \$ \$11,783,083 \$118,594,748 \$2239,200,022 Average Spent \$2,135.00 \$2,438.67 \$22,500,282 Average Spent \$2,135.00 \$2,438.67 \$22,500,282 Food at Home: Total \$ \$19,963,356 \$198,416,541 \$402,109,640 Average Spent \$3,617.21 \$4,080.04 \$4,270.36 Spending Potential Index 68 76 80 Food Away from Home: Total \$ \$14,127,626 \$140,358,354 \$284,714,628 Average Spent \$2,559.82 \$2,886.19 \$3,023.64 \$3,023.64 Spending Potential Index 68 77 80 Healt Care: Total \$ \$3,023.64 \$3,023.64 Spending Potential Index 66 76 79 Healt Care: \$3,013.51	Average Spent	\$1	,478.21	\$1,663.67	\$1,740.79
Average Spent \$1,132.66 \$1,300.48 \$1,363.07 Spending Potential Index 63 73 76 Entertainment/Recreation: Total \$ \$117,83,083 \$118,594,748 \$239,200,022 Average Spent \$2,135.00 \$22,438.67 \$2,540.28 Spending Potential Index 66 75 778 Food at Home: Total \$ \$19,963,356 \$198,416,541 \$402,109,640 Average Spent \$3,617.21 \$4,080.04 \$4,270.36 Spending Potential Index 68 76 80 Food At Home: Total \$ \$14,127,626 \$140,358,354 \$284,714,628 Average Spent \$2,559.82 \$2,886.19 \$3,023.64 Spending Potential Index 68 77 80 Health Care: Total \$ \$21,074,334 \$212,266,249 \$428,146,685 Average Spent \$3,818.51 \$4,364.83 \$4,546.87 Spending Potential Index 66 76 79 HH Furnishings & Equipment: Total \$ \$3,478,170 \$34,722,540 \$70,217,163 Aver	Spending Potential Index				
Spending Potential Index 63 73 76 Entertainment/Recreation: Total \$ \$11,783,083 \$118,594,748 \$229,200,022 Average Spent \$2,135.00 \$2,438.67 \$2,540.28 Spending Potential Index 66 75 78 Food at Home: Total \$ \$19,963,356 \$198,416,541 \$402,109,640 Average Spent \$13,617.21 \$4,080.04 \$4,270.36 Spending Potential Index 68 76 80 Food Away from Home: Total \$ \$141,127,626 \$140,358,354 \$284,714,628 Average Spent \$21,074,334 \$212,266,249 \$428,146,685 Average Spent \$21,074,334 \$212,266,249 \$428,146,685 Average Spent \$3,818.51 \$4,4364.83 \$4,546.87 Spending Potential Index 66 76 79 Spending Potential Index 66 76 70,59 Spending Potential Index 66 76 80 Personal Care Products & Services: Total \$ \$3,478,170 \$43,722,540 \$70,217,163	Education: Total \$	\$6,3	251,162	\$63,243,728	
Entertainment/Recreation: Total \$ \$11,783,083 \$118,594,748 \$239,200,022 Average Spent \$2,135.00 \$2,438.67 \$2,540.28 Spending Potential Index 66 75 78 Food at Home: Total \$ \$19,963,356 \$198,416,541 \$402,109,640 Average Spent \$3,617.21 \$4,080.04 \$4,270.36 Spending Potential Index 68 76 80 Average Spent \$2,559.82 \$2,886.19 \$3,023.64 Spending Potential Index 68 77 80 Health Care: Total \$ \$21,074,334 \$212,266,249 \$428,146,685 Average Spent \$3,818.51 \$4,364.83 \$4,566.87 Spending Potential Index 66 76 79 HH Furnishings & Equipment: Total \$ \$8,062,202 \$81,069,392 \$133,73,93 Average Spent \$1,460.81 \$1,667.03 \$1,73,52 Spending Potential Index 67 76 80 Personal Care Products & Services: Total \$ \$3,478,170 \$34,722,540 \$70,217,163	Average Spent	\$1	,132.66	\$1,300.48	\$1,363.07
Average Spent \$2,135.00 \$2,2438.67 \$2,540.28 Spending Potential Index 66 75 778 Food at Home: Total \$ \$19,963,356 \$198,416,541 \$402,109,640 Average Spent \$3,617.21 \$4,080.04 \$4,270.36 Spending Potential Index 68 76 80 Food Away from Home: Total \$ \$14,127,626 \$140,358,354 \$284,714,628 Average Spent \$2,559.82 \$2,886.19 \$3,032.64 Spending Potential Index 68 77 80 Health Care: Total \$ \$21,074,334 \$212,266,249 \$428,146,685 Average Spent \$3,818.51 \$4,364.83 \$4,546.87 Spending Potential Index 66 76 79 HH Furnishings & Equipment: Total \$ \$8,062,202 \$81,069,392 \$163,703,939 Average Spent \$1,460.81 \$1,67.03 \$1,738.52 Spending Potential Index 67 76 80 Personal Care Products & Services: Total \$ \$3,478,170 \$34,722,540 \$70,217,163 Average Spent \$1,667.03 \$1,738.52 \$714.00 \$	Spending Potential Index				
Spending Potential Index 66 75 78 Food at Home: Total \$ \$19,963,356 \$198,416,541 \$402,109,640 Average Spent \$3,617.21 \$4,080.04 \$42,70.36 Spending Potential Index 68 76 80 Food Away from Home: Total \$ \$14,127,626 \$140,358,354 \$284,714,628 Average Spent \$2,559.82 \$2,286.19 \$3,023.64 Spending Potential Index 68 77 80 Health Care: Total \$ \$21,074,334 \$212,266,249 \$428,146,685 Average Spent \$3,818.51 \$4,364.83 \$4,546.87 Spending Potential Index 66 76 79 HH Furnishings & Equipment: Total \$ \$8,062,202 \$81,069,392 \$163,703,939 Average Spent \$1,460.81 \$1,667.03 \$1,738.52 Spending Potential Index 67 76 80 Personal Care Products & Services: Total \$ \$3,478,170 \$44,722,540 \$70,217,163 Average Spent \$12,837.88 \$14,607.61 \$11,530.520	Entertainment/Recreation: Total \$	\$11,	783,083	\$118,594,748	\$239,200,022
Food at Home:: Total \$ \$19,963,356 \$198,416,541 \$402,109,640 Average Spent \$3,617.21 \$4,080.04 \$4,270.36 Spending Potential Index 68 76 80 Food Away from Home: Total \$ \$14,127,626 \$140,358,354 \$284,714,628 Average Spent \$2,559.82 \$28.86.19 \$3,023.64 Spending Potential Index 68 77 80 Health Care: Total \$ \$21,074,334 \$212,266,249 \$428,146,685 Average Spent \$3,818.51 \$4,4364.83 \$4,546,875 Spending Potential Index 66 76 79 HH Furnishings & Equipment: Total \$ \$8,062,202 \$81,069,392 \$163,703,939 Average Spent \$1,460.81 \$1,667.03 \$1,738.52 Spending Potential Index 67 6 80 Personal Care Products & Services: Total \$ \$3,478,170 \$34,722,540 \$7,017,163 Average Spent \$630.22 \$714.00 \$745.70 Spending Potential Index 66 75 79 <		\$2	2,135.00	\$2,438.67	\$2,540.28
Average Spent \$3,617.21 \$4,080.04 \$4,270.36 Spending Potential Index 68 76 80 Food Away from Home: Total \$ \$14,127,626 \$140,358,354 \$284,714,628 Average Spent \$2,559.82 \$2,886.19 \$3,023.64 Spending Potential Index 68 77 80 Health Care: Total \$ \$21,074,334 \$212,266,249 \$428,146,685 Average Spent \$3,818.51 \$4,364.83 \$4,546.87 Spending Potential Index 66 76 79 HH Furnishings & Equipment: Total \$ \$8,062,202 \$81,069,392 \$163,703,939 Average Spent \$1,460.81 \$1,667.03 \$1,738.52 Spending Potential Index 67 76 80 Personal Care Products & Services: Total \$ \$3,478,170 \$34,722,540 \$70,217,163 Average Spent \$630.22 \$714.00 \$745.70 Spending Potential Index 67 79 \$1,441,183,090 Average Spent \$12,837.88 \$14,607.61 \$15,350.20 <td< td=""><td>Spending Potential Index</td><td></td><td>66</td><td>75</td><td>78</td></td<>	Spending Potential Index		66	75	78
Spending Potential Index 68 76 80 Food Away from Home: Total \$ \$14,127,626 \$140,358,354 \$284,714,628 Average Spent \$2,559.82 \$2,886.19 \$3,023.64 Spending Potential Index 68 77 80 Health Care: Total \$ \$210,74,334 \$212,266,249 \$428,146,685 Average Spent \$3,818.51 \$4,364.83 \$4,546,877 Spending Potential Index 66 76 79 HH Furnishings & Equipment: Total \$ \$8,062,202 \$81,069,392 \$163,703,939 Average Spent \$1,460.81 \$1,667.03 \$1,738.52 Spending Potential Index 67 76 80 Personal Care Products & Services: Total \$ \$3,478,170 \$34,722,540 \$70,217,163 Average Spent \$630.22 \$714.00 \$745.70 Spending Potential Index 69 78 81 Shelter: Total \$ \$70,852,257 \$710,382,724 \$1,441,183,090 Average Spent \$12,837.88 \$14,607.61 \$15,305.20 <	Food at Home: Total \$	\$19,9	963,356		
Food Away from Home: Total \$ \$14,127,626 \$140,358,354 \$284,714,628 Average Spent \$2,559.82 \$2,886.19 \$3,023.64 Spending Potential Index 68 77 80 Health Care: Total \$ \$21,074,334 \$212,266,249 \$428,146,685 Average Spent \$3,818.51 \$4,364.83 \$4428,146,685 Average Spent \$3,818.51 \$4,364.83 \$4428,146,685 Spending Potential Index 66 76 79 HH Furnishings & Equipment: Total \$ \$8,062,202 \$81,069,392 \$163,703,939 Average Spent \$1,460.81 \$1,667.03 \$1,738.52 Spending Potential Index 67 76 80 Personal Care Products & Services: Total \$ \$3,478,170 \$34,722,540 \$70,217,163 Average Spent \$630.22 \$714.00 \$745.70 Spending Potential Index 69 78 81 Average Spent \$12,837.88 \$14,607.61 \$15,305.20 Spending Potential Index 66 75 79 Sup	Average Spent	\$3	8,617.21	\$4,080.04	\$4,270.36
Average Spent \$2,559.82 \$2,886.19 \$3,023.64 Spending Potential Index 68 77 80 Health Care: Total \$ \$21,074,334 \$212,266,249 \$428,146,685 Average Spent \$3,818.51 \$4,364.83 \$4,456.87 Spending Potential Index 66 76 79 HH Hurnishings & Equipment: Total \$ \$8,062,202 \$81,069,392 \$163,703,939 Average Spent \$1,460.81 \$1,667.03 \$1,738.52 Spending Potential Index 67 67 80 Personal Care Products & Services: Total \$ \$3,478,170 \$34,722,540 \$70,217,163 Average Spent \$63.022 \$714.00 \$745.70 Spending Potential Index 66 75 \$75 Spending Potential Index 66 75 \$79 Support Payments/Cash Contributions/Gifts in Kind: Total \$ \$8,297,736 \$85,196,433 \$171,970,786	Spending Potential Index		68	76	80
Spending Potential Index 68 77 80 Health Care: Total \$ \$21,074,334 \$212,266,249 \$428,146,685 Average Spent \$3,818.51 \$4,364.83 \$4,546.87 Spending Potential Index 66 76 79 HH Furnishings & Equipment: Total \$ \$8,062,202 \$81,069,392 \$163,703,939 Average Spent \$1,460.81 \$1,67.03 \$1,738.52 Spending Potential Index 67 76 80 Personal Care Products & Services: Total \$ \$3,478,170 \$34,722,540 \$70,217,163 Average Spent \$630.22 \$714.00 \$745.70 Spending Potential Index 69 78 81 Shelter: Total \$ \$70,852,257 \$710,382,724 \$1,441,183,090 Average Spent \$12,837.88 \$14,607.61 \$15,305.20 Spending Potential Index 66 75 79 Support Payments/Cash Contributions/Gifts in Kind: Total \$ \$8,297,736 \$85,196,433 \$171,970,786 Average Spent \$1,503.49 \$1,751.90 \$1,866.31	Food Away from Home: Total \$	\$14,3	127,626	\$140,358,354	\$284,714,628
Health Care:Total \$\$21,074,334\$212,266,249\$428,146,685Average Spent\$3,818.51\$4,364.83\$4,546.87Spending Potential Index667679HH Furnishings & Equipment:Total \$\$8,062,202\$81,069,392\$163,703,939Average Spent\$1,460.81\$1,667.03\$1,738.52Spending Potential Index677680Personal Care Products & Services:\$3,478,170\$34,722,540\$70,217,163Average Spent\$630.22\$714.00\$745.70Spending Potential Index697881Shelter:Total \$\$70,852,257\$710,382,724\$1,441,183,090Average Spent\$12,837.88\$14,607.61\$15,305.20Spending Potential Index667579Support Payments/Cash Contributions/Gifts in Kind:\$8,297,736\$85,196,433\$171,970,786Average Spent\$1,503.49\$1,751.90\$1,826.31Spending Potential Index647578Travel:Total \$\$8,192,721\$84,489,337\$170,554,688Average Spent\$1,484.46\$1,737.36\$1,811.27	Average Spent	\$2	2,559.82	\$2,886.19	\$3,023.64
Average Spent \$3,818.51 \$4,364.83 \$4,546.87 Spending Potential Index 66 76 79 HH Furnishings & Equipment: Total \$ \$8,062,202 \$81,069,392 \$163,703,939 Average Spent \$1,460.81 \$1,667.03 \$1,738.52 Spending Potential Index 67 76 80 Personal Care Products & Services: Total \$ \$3,478,170 \$34,722,540 \$70,217,163 Average Spent \$630.22 \$714.00 \$745.70 Spending Potential Index 69 78 \$81 Shelter: Total \$ \$70,852,257 \$710,382,724 \$1,441,183,090 Average Spent \$12,837.88 \$14,607.61 \$15,305.20 Spending Potential Index 66 75 79 Support Payments/Cash Contributions/Gifts in Kind: Total \$ \$8,297,736 \$85,196,433 \$171,970,786 Average Spent \$1,503.49 \$1,751.90 \$1,826.31 \$78 Spending Potential Index 64 75 78 Gravel Spent \$1,503.49 \$1,751.90 \$1,826.31<	Spending Potential Index			77	80
Spending Potential Index 66 76 79 HH Furnishings & Equipment: Total \$ \$8,062,202 \$81,069,392 \$163,703,939 Average Spent \$1,460.81 \$1,667.03 \$1,738.52 Spending Potential Index 67 76 80 Personal Care Products & Services: Total \$ \$3,478,170 \$34,722,540 \$70,217,163 Average Spent \$630.22 \$714.00 \$745.70 Spending Potential Index 69 78 81 Shelter: Total \$ \$70,852,257 \$710,382,724 \$1,441,183,090 Average Spent \$12,837.88 \$14,607.61 \$15,305.20 Spending Potential Index 66 75 79 Support Payments/Cash Contributions/Gifts in Kind: Total \$ \$8,297,736 \$85,196,433 \$171,970,786 Average Spent \$1,503.49 \$1,751.90 \$1,826.31 Spending Potential Index 64 75 78 Mareage Spent \$1,503.49 \$1,751.90 \$1,826.31 Spending Potential Index 64 75 78	Health Care: Total \$	\$21,	074,334	\$212,266,249	\$428,146,685
HH Furnishings & Equipment: Total \$\$8,062,202\$81,069,392\$163,703,939Average Spent\$1,460.81\$1,667.03\$1,738.52Spending Potential Index677680Personal Care Products & Services: Total \$\$3,478,170\$34,722,540\$70,217,163Average Spent\$630.22\$714.00\$745.70Spending Potential Index697881Shelter: Total \$\$70,852,257\$710,382,724\$1,441,183,090Average Spent\$12,837.88\$14,607.61\$15,305.20Spending Potential Index667579Support Payments/Cash Contributions/Gifts in Kind: Total \$\$8,297,736\$85,196,433\$171,970,786Average Spent\$1,503.49\$1,751.90\$1,826.31Spending Potential Index647578Travel: Total \$\$8,192,721\$84,489,337\$170,554,688Average Spent\$1,484.46\$1,737.36\$1,811.27	Average Spent	\$3	8,818.51	\$4,364.83	\$4,546.87
Average Spent\$1,460.81\$1,667.03\$1,738.52Spending Potential Index67680Personal Care Products & Services: Total \$\$3,478,170\$34,722,540\$70,217,163Average Spent\$630.22\$714.00\$70,857,055Spending Potential Index6678\$81Shelter: Total \$\$70,852,257\$710,382,724\$1,441,183,090Average Spent\$12,837.88\$14,607.61\$15,305.20Spending Potential Index667579Support Payments/Cash Contributions/Gifts in Kind: Total \$\$8,297,736\$85,196,433\$171,970,786Average Spent\$1,503.49\$1,751.90\$1,826.31Spending Potential Index667578Average Spent\$8,192,721\$84,489,337\$170,554,688Travel: Total \$\$8,192,721\$84,489,337\$170,554,688Average Spent\$1,484.46\$1,737.36\$1,811.27	Spending Potential Index		66	76	
Spending Potential Index 67 76 80 Personal Care Products & Services: Total \$ \$3,478,170 \$34,722,540 \$70,217,163 Average Spent \$630.22 \$714.00 \$745.70 Spending Potential Index 69 78 \$81 Shelter: Total \$ \$70,852,257 \$710,382,724 \$1,441,183,090 Average Spent \$12,837.88 \$14,607.61 \$15,305.20 Spending Potential Index 66 75 79 Support Payments/Cash Contributions/Gifts in Kind: Total \$ \$8,297,736 \$85,196,433 \$171,970,786 Average Spent \$1,503.49 \$1,751.90 \$1,826.31 \$1,826.31 Spending Potential Index 64 75 78 Average Spent \$1,503.49 \$1,751.90 \$1,826.31 Spending Potential Index 64 75 78 Travel: Total \$ \$8,192,721 \$84,489,337 \$170,554,688 Average Spent \$1,484.46 \$1,737.36 \$1,811.27	HH Furnishings & Equipment: Total \$	\$8,	062,202	\$81,069,392	\$163,703,939
Personal Care Products & Services: Total \$\$3,478,170\$34,722,540\$70,217,163Average Spent\$630.22\$714.00\$745.70Spending Potential Index697881Shelter: Total \$\$70,852,257\$710,382,724\$1,441,183,090Average Spent\$12,837.88\$14,607.61\$15,305.20Spending Potential Index667579Support Payments/Cash Contributions/Gifts in Kind: Total \$\$8,297,736\$85,196,433\$171,970,786Average Spent\$1,503.49\$1,751.90\$1,826.31Spending Potential Index647578Travel: Total \$\$8,192,721\$84,489,337\$170,554,688Average Spent\$1,484.46\$1,737.36\$1,811.27	5 1	\$1	,460.81	\$1,667.03	\$1,738.52
Average Spent\$630.22\$714.00\$745.70Spending Potential Index697881Shelter: Total \$\$70,852,257\$710,382,724\$1,441,183,090Average Spent\$12,837.88\$14,607.61\$15,305.20Spending Potential Index667579Support Payments/Cash Contributions/Gifts in Kind: Total \$\$8,297,736\$85,196,433\$171,970,786Average Spent\$1,503.49\$1,751.90\$1,826.31Spending Potential Index647578Travel: Total \$\$8,192,721\$84,489,337\$170,554,688Average Spent\$1,484.46\$1,737.36\$1,811.27	Spending Potential Index				
Spending Potential Index 69 78 81 Shelter: Total \$ \$70,852,257 \$710,382,724 \$1,441,183,090 Average Spent \$12,837.88 \$14,607.61 \$15,305.20 Spending Potential Index 66 75 79 Support Payments/Cash Contributions/Gifts in Kind: Total \$ \$8,297,736 \$85,196,433 \$171,970,786 Average Spent \$1,503.49 \$1,751.90 \$1,826.31 Spending Potential Index 64 75 78 Travel: Total \$ \$8,192,721 \$84,489,337 \$170,554,688 Average Spent \$1,484.46 \$1,737.36 \$1,811.27	Personal Care Products & Services: Total \$	\$3,4	478,170	\$34,722,540	
Shelter: Total \$ \$70,852,257 \$710,382,724 \$1,441,183,090 Average Spent \$12,837.88 \$14,607.61 \$15,305.20 Spending Potential Index 66 75 79 Support Payments/Cash Contributions/Gifts in Kind: Total \$ \$8,297,736 \$85,196,433 \$171,970,786 Average Spent \$1,503.49 \$1,751.90 \$1,826.31 Spending Potential Index 64 75 78 Travel: Total \$ \$8,192,721 \$84,489,337 \$170,554,688 Average Spent \$1,484.46 \$1,737.36 \$1,811.27		:			
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Average Spent \$1,484.46 \$1,737.36 \$1,811.27					
Spending Potential Index 62 72 75		\$1			
	Spending Potential Index		62	72	75
Vehicle Maintenance & Repairs: Total \$ \$4,549,970 \$45,227,773 \$91,120,818	•				
Average Spent \$824.42 \$930.02 \$967.69		:			
Spending Potential Index718083	Spending Potential Index		71	80	83

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.