





Executive Summary

3285 US-278, Covington, Georgia, 30014
Drive Time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 33.60262
Longitude: -83.86469

	5 minutes	10 minutes	15 minutes
Population			
2000 Population	8,112	28,202	80,432
2010 Population	9,026	40,608	118,399
2021 Population	10,381	48,315	135,639
2026 Population	11,072	52,330	144,783
2000-2010 Annual Rate	1.07%	3.71%	3.94%
2010-2021 Annual Rate	1.25%	1.56%	1.22%
2021-2026 Annual Rate	1.30%	1.61%	1.31%
2021 Male Population	46.3%	47.4%	47.5%
2021 Female Population	53.7%	52.6%	52.5%
2021 Median Age	34.3	35.8	36.2

In the identified area, the current year population is 135,639. In 2010, the Census count in the area was 118,399. The rate of change since 2010 was 1.22% annually. The five-year projection for the population in the area is 144,783 representing a change of 1.31% annually from 2021 to 2026. Currently, the population is 47.5% male and 52.5% female.

Median Age

The median age in this area is 34.3, compared to U.S. median age of 38.5.

Race and Ethnicity

2021 White Alone	35.6%	36.6%	36.2%
2021 Black Alone	53.3%	54.9%	55.6%
2021 American Indian/Alaska Native Alone	0.3%	0.3%	0.3%
2021 Asian Alone	3.3%	1.8%	1.6%
2021 Pacific Islander Alone	0.1%	0.1%	0.1%
2021 Other Race	4.7%	3.6%	3.5%
2021 Two or More Races	2.7%	2.7%	2.7%
2021 Hispanic Origin (Any Race)	8.2%	7.5%	7.5%

Persons of Hispanic origin represent 7.5% of the population in the identified area compared to 18.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 62.1 in the identified area, compared to 65.4 for the U.S. as a whole.

Households

2021 Wealth Index	46	62	67
2000 Households	2,867	10,000	28,566
2010 Households	3,307	14,099	41,547
2021 Total Households	3,885	16,833	47,629
2026 Total Households	4,164	18,233	50,818
2000-2010 Annual Rate	1.44%	3.49%	3.82%
2010-2021 Annual Rate	1.44%	1.59%	1.22%
2021-2026 Annual Rate	1.40%	1.61%	1.30%
2021 Average Household Size	2.46	2.79	2.81

The household count in this area has changed from 41,547 in 2010 to 47,629 in the current year, a change of 1.22% annually. The five-year projection of households is 50,818, a change of 1.30% annually from the current year total. Average household size is currently 2.81, compared to 2.80 in the year 2010. The number of families in the current year is 34,682 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.



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Mortgage Income			
2021 Percent of Income for Mortgage	18.7%	14.9%	14.6%
Median Household Income			
2021 Median Household Income	\$43,508	\$52,070	\$54,134
2026 Median Household Income	\$49,089	\$56,252	\$59,162
2021-2026 Annual Rate	2.44%	1.56%	1.79%
Average Household Income			
2021 Average Household Income	\$58,523	\$68,038	\$71,462
2026 Average Household Income	\$65,379	\$76,947	\$80,655
2021-2026 Annual Rate	2.24%	2.49%	2.45%
Per Capita Income			
2021 Per Capita Income	\$20,557	\$23,824	\$25,118
2026 Per Capita Income	\$22,969	\$26,928	\$28,334
2021-2026 Annual Rate	2.24%	2.48%	2.44%

Households by Income

Current median household income is \$54,134 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$59,162 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$71,462 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$80,655 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$25,118 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$28,334 in five years, compared to \$39,378 for all U.S. households

Housing			
2021 Housing Affordability Index	122	154	159
2000 Total Housing Units	3,055	10,482	29,934
2000 Owner Occupied Housing Units	1,659	6,690	20,101
2000 Renter Occupied Housing Units	1,208	3,309	8,465
2000 Vacant Housing Units	188	483	1,368
2010 Total Housing Units	3,843	15,937	46,584
2010 Owner Occupied Housing Units	1,637	9,068	28,183
2010 Renter Occupied Housing Units	1,670	5,031	13,364
2010 Vacant Housing Units	536	1,838	5,037
2021 Total Housing Units	4,346	18,493	52,032
2021 Owner Occupied Housing Units	1,906	10,743	32,016
2021 Renter Occupied Housing Units	1,978	6,089	15,613
2021 Vacant Housing Units	461	1,660	4,403
2026 Total Housing Units	4,692	20,133	55,636
2026 Owner Occupied Housing Units	2,119	11,903	34,795
2026 Renter Occupied Housing Units	2,046	6,330	16,022
2026 Vacant Housing Units	528	1,900	4,818

Currently, 61.5% of the 52,032 housing units in the area are owner occupied; 30.0%, renter occupied; and 8.5% are vacant. Currently, in the U.S., 57.3% of the housing units in the area are owner occupied; 31.2% are renter occupied; and 11.5% are vacant. In 2010, there were 46,584 housing units in the area - 60.5% owner occupied, 28.7% renter occupied, and 10.8% vacant. The annual rate of change in housing units since 2010 is 5.04%. Median home value in the area is \$188,721, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 3.40% annually to \$223,012.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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Population Summary			
2000 Total Population	8,112	28,202	80,432
2010 Total Population	9,026	40,608	118,399
2021 Total Population	10,381	48,315	135,639
2021 Group Quarters	826	1,435	2,021
2026 Total Population	11,072	52,330	144,783
2021-2026 Annual Rate	1.30%	1.61%	1.31%
2021 Total Daytime Population	16,003	52,111	138,954
Workers	10,079	25,368	64,816
Residents	5,924	26,743	74,138
Household Summary			
2000 Households	2,867	10,000	28,566
2000 Average Household Size	2.53	2.72	2.75
2010 Households	3,307	14,099	41,547
2010 Average Household Size	2.46	2.77	2.80
2021 Households	3,885	16,833	47,629
2021 Average Household Size	2.46	2.79	2.81
2026 Households	4,164	18,233	50,818
2026 Average Household Size	2.46	2.79	2.81
2021-2026 Annual Rate	1.40%	1.61%	1.30%
2010 Families	2,189	10,154	30,700
2010 Average Family Size	3.02	3.27	3.25
2021 Families	2,531	11,924	34,682
2021 Average Family Size	3.05	3.32	3.29
2026 Families	2,696	12,846	36,833
2026 Average Family Size	3.06	3.33	3.30
2021-2026 Annual Rate	1.27%	1.50%	1.21%
Housing Unit Summary			
2000 Housing Units	3,055	10,482	29,934
Owner Occupied Housing Units	54.3%	63.8%	67.2%
Renter Occupied Housing Units	39.5%	31.6%	28.3%
Vacant Housing Units	6.2%	4.6%	4.6%
2010 Housing Units	3,843	15,937	46,584
Owner Occupied Housing Units	42.6%	56.9%	60.5%
Renter Occupied Housing Units	43.5%	31.6%	28.7%
Vacant Housing Units	13.9%	11.5%	10.8%
2021 Housing Units	4,346	18,493	52,032
Owner Occupied Housing Units	43.9%	58.1%	61.5%
Renter Occupied Housing Units	45.5%	32.9%	30.0%
Vacant Housing Units	10.6%	9.0%	8.5%
2026 Housing Units	4,692	20,133	55,636
Owner Occupied Housing Units	45.2%	59.1%	62.5%
Renter Occupied Housing Units	43.6%	31.4%	28.8%
Vacant Housing Units	11.3%	9.4%	8.7%
Median Household Income			
2021	\$43,508	\$52,070	\$54,134
2026	\$49,089	\$56,252	\$59,162
Median Home Value			
2021	\$194,273	\$185,391	\$188,721
2026	\$231,510	\$220,112	\$223,012
Per Capita Income			
2021	\$20,557	\$23,824	\$25,118
2026	\$22,969	\$26,928	\$28,334
Median Age			
2010	32.4	34.3	34.8
2021	34.3	35.8	36.2
2026	34.7	35.8	36.3

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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2021 Households by Income			
Household Income Base	3,885	16,833	47,629
<\$15,000	16.7%	12.1%	10.3%
\$15,000 - \$24,999	12.7%	11.0%	10.0%
\$25,000 - \$34,999	10.2%	9.6%	9.1%
\$35,000 - \$49,999	16.1%	14.5%	15.6%
\$50,000 - \$74,999	21.0%	22.6%	21.4%
\$75,000 - \$99,999	6.2%	9.4%	11.1%
\$100,000 - \$149,999	12.1%	13.4%	14.9%
\$150,000 - \$199,999	2.9%	4.3%	3.9%
\$200,000+	2.1%	3.2%	3.7%
Average Household Income	\$58,523	\$68,038	\$71,462
2026 Households by Income			
Household Income Base	4,164	18,233	50,818
<\$15,000	14.2%	10.1%	8.6%
\$15,000 - \$24,999	11.0%	9.4%	8.5%
\$25,000 - \$34,999	9.6%	8.8%	8.3%
\$35,000 - \$49,999	16.0%	13.7%	14.3%
\$50,000 - \$74,999	22.9%	23.3%	21.9%
\$75,000 - \$99,999	6.7%	10.0%	11.8%
\$100,000 - \$149,999	13.7%	15.6%	17.4%
\$150,000 - \$199,999	3.7%	5.4%	4.9%
\$200,000+	2.3%	3.8%	4.3%
Average Household Income	\$65,379	\$76,947	\$80,655
2021 Owner Occupied Housing Units by Value			
Total	1,906	10,743	32,016
<\$50,000	8.3%	6.0%	4.3%
\$50,000 - \$99,999	8.4%	7.2%	7.0%
\$100,000 - \$149,999	14.4%	16.0%	15.3%
\$150,000 - \$199,999	21.3%	29.4%	30.3%
\$200,000 - \$249,999	15.1%	11.6%	12.9%
\$250,000 - \$299,999	9.3%	9.5%	9.8%
\$300,000 - \$399,999	8.6%	7.5%	10.1%
\$400,000 - \$499,999	8.0%	5.8%	4.7%
\$500,000 - \$749,999	4.6%	4.1%	3.7%
\$750,000 - \$999,999	0.2%	0.3%	0.4%
\$1,000,000 - \$1,499,999	0.5%	0.6%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	1.4%	1.8%	0.9%
Average Home Value	\$256,325	\$262,530	\$246,989
2026 Owner Occupied Housing Units by Value			
Total	2,119	11,903	34,795
<\$50,000	5.0%	3.8%	2.6%
\$50,000 - \$99,999	4.6%	3.8%	3.6%
\$100,000 - \$149,999	9.9%	10.3%	9.4%
\$150,000 - \$199,999	19.8%	26.7%	27.6%
\$200,000 - \$249,999	17.0%	13.5%	14.9%
\$250,000 - \$299,999	11.2%	12.0%	12.4%
\$300,000 - \$399,999	11.7%	10.4%	13.9%
\$400,000 - \$499,999	11.4%	9.0%	7.1%
\$500,000 - \$749,999	6.2%	6.3%	5.7%
\$750,000 - \$999,999	0.3%	0.5%	0.6%
\$1,000,000 - \$1,499,999	0.8%	0.9%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	2.1%	2.7%	1.4%
Average Home Value	\$311,538	\$322,929	\$295,647

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	9,026	40,608	118,399
0 - 4	7.9%	7.7%	7.6%
5 - 9	7.0%	7.7%	7.8%
10 - 14	6.6%	7.6%	8.0%
15 - 24	19.2%	15.2%	14.2%
25 - 34	12.4%	12.8%	12.7%
35 - 44	11.6%	14.3%	15.3%
45 - 54	12.2%	13.3%	13.8%
55 - 64	9.9%	10.4%	10.4%
65 - 74	6.7%	6.4%	6.0%
75 - 84	4.3%	3.3%	3.0%
85 +	2.2%	1.3%	1.1%
18 +	74.0%	72.1%	71.6%
2021 Population by Age			
Total	10,382	48,313	135,639
0 - 4	7.1%	6.8%	6.7%
5 - 9	7.0%	7.0%	7.0%
10 - 14	6.5%	6.8%	6.9%
15 - 24	17.0%	13.8%	13.3%
25 - 34	13.3%	14.6%	14.7%
35 - 44	11.1%	12.3%	12.5%
45 - 54	10.8%	12.7%	13.2%
55 - 64	11.1%	11.5%	11.8%
65 - 74	8.9%	8.8%	8.7%
75 - 84	5.0%	4.3%	4.0%
85 +	2.2%	1.4%	1.2%
18 +	75.8%	75.4%	75.4%
2026 Population by Age			
Total	11,072	52,334	144,785
0 - 4	7.1%	6.9%	6.7%
5 - 9	6.8%	6.9%	6.8%
10 - 14	6.7%	7.1%	7.1%
15 - 24	16.8%	13.2%	12.5%
25 - 34	13.1%	14.9%	15.0%
35 - 44	11.2%	12.6%	13.0%
45 - 54	10.5%	11.7%	12.1%
55 - 64	10.7%	11.3%	11.7%
65 - 74	9.0%	8.7%	8.8%
75 - 84	5.8%	5.2%	5.0%
85 +	2.2%	1.5%	1.4%
18 +	75.5%	75.2%	75.4%
2010 Population by Sex			
Males	4,124	19,061	55,825
Females	4,902	21,547	62,574
2021 Population by Sex			
Males	4,802	22,920	64,454
Females	5,579	25,395	71,184
2026 Population by Sex			
Males	5,149	25,004	69,191
Females	5,923	27,327	75,592

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	9,025	40,608	118,400
White Alone	46.0%	46.4%	45.8%
Black Alone	45.5%	47.3%	47.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.6%	1.3%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.5%	2.7%	2.9%
Two or More Races	2.2%	2.1%	2.1%
Hispanic Origin	6.0%	5.5%	6.0%
Diversity Index	62.8	60.6	61.3
2021 Population by Race/Ethnicity			
Total	10,381	48,314	135,639
White Alone	35.6%	36.6%	36.2%
Black Alone	53.3%	54.9%	55.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.3%	1.8%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.7%	3.6%	3.5%
Two or More Races	2.7%	2.7%	2.7%
Hispanic Origin	8.2%	7.5%	7.5%
Diversity Index	65.0	62.5	62.1
2026 Population by Race/Ethnicity			
Total	11,072	52,330	144,783
White Alone	32.0%	33.2%	32.9%
Black Alone	55.8%	57.4%	58.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.7%	2.1%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.2%	4.0%	3.8%
Two or More Races	3.0%	3.0%	3.0%
Hispanic Origin	9.3%	8.6%	8.3%
Diversity Index	65.5	63.0	62.2
2010 Population by Relationship and Household Type			
Total	9,026	40,608	118,399
In Households	90.1%	96.2%	98.1%
In Family Households	75.9%	84.4%	87.0%
Householder	22.7%	25.1%	25.9%
Spouse	12.2%	15.3%	16.6%
Child	32.8%	35.3%	36.0%
Other relative	5.4%	6.0%	5.7%
Nonrelative	2.7%	2.7%	2.7%
In Nonfamily Households	14.1%	11.8%	11.1%
In Group Quarters	9.9%	3.8%	1.9%
Institutionalized Population	3.4%	2.0%	1.2%
Noninstitutionalized Population	6.5%	1.8%	0.7%

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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2021 Population 25+ by Educational Attainment			
Total	6,482	31,671	89,782
Less than 9th Grade	4.3%	3.8%	4.0%
9th - 12th Grade, No Diploma	10.3%	9.4%	7.9%
High School Graduate	28.3%	27.0%	27.8%
GED/Alternative Credential	6.0%	5.2%	4.8%
Some College, No Degree	23.9%	25.6%	23.7%
Associate Degree	6.3%	7.3%	8.3%
Bachelor's Degree	11.9%	13.7%	14.6%
Graduate/Professional Degree	9.1%	8.0%	8.9%
2021 Population 15+ by Marital Status			
Total	8,245	38,322	107,775
Never Married	43.6%	38.6%	36.5%
Married	33.9%	41.5%	45.0%
Widowed	6.8%	5.7%	5.1%
Divorced	15.7%	14.1%	13.4%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,741	22,592	65,209
Population 16+ Employed	94.1%	94.5%	94.1%
Population 16+ Unemployment rate	5.9%	5.5%	5.9%
Population 16-24 Employed	16.8%	14.2%	12.8%
Population 16-24 Unemployment rate	11.3%	8.7%	12.1%
Population 25-54 Employed	63.6%	66.4%	67.5%
Population 25-54 Unemployment rate	4.8%	5.1%	4.9%
Population 55-64 Employed	13.9%	14.5%	15.1%
Population 55-64 Unemployment rate	4.9%	4.5%	4.3%
Population 65+ Employed	5.7%	4.9%	4.7%
Population 65+ Unemployment rate	3.0%	5.4%	7.4%
2021 Employed Population 16+ by Industry			
Total	4,463	21,342	61,347
Agriculture/Mining	0.0%	0.1%	0.4%
Construction	10.6%	8.0%	7.7%
Manufacturing	14.0%	14.4%	14.2%
Wholesale Trade	2.2%	2.8%	2.4%
Retail Trade	11.4%	13.3%	11.2%
Transportation/Utilities	2.6%	6.4%	8.1%
Information	2.2%	2.0%	2.1%
Finance/Insurance/Real Estate	4.1%	4.6%	5.2%
Services	49.3%	42.1%	42.7%
Public Administration	3.5%	6.3%	6.0%
2021 Employed Population 16+ by Occupation			
Total	4,462	21,343	61,346
White Collar	48.8%	55.0%	56.1%
Management/Business/Financial	11.5%	12.1%	13.8%
Professional	17.6%	18.9%	20.2%
Sales	10.6%	10.9%	9.2%
Administrative Support	9.1%	13.2%	12.9%
Services	20.1%	16.4%	15.3%
Blue Collar	31.2%	28.6%	28.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.7%	4.8%	5.0%
Installation/Maintenance/Repair	2.9%	3.2%	3.5%
Production	8.9%	7.4%	8.4%
Transportation/Material Moving	13.6%	13.1%	11.6%

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December 08, 2021



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2010 Households by Type			
Total	3,308	14,099	41,547
Households with 1 Person	28.0%	23.3%	21.8%
Households with 2+ People	72.0%	76.7%	78.2%
Family Households	66.2%	72.0%	73.9%
Husband-wife Families	35.7%	44.0%	47.4%
With Related Children	16.6%	21.4%	23.7%
Other Family (No Spouse Present)	30.5%	28.0%	26.5%
Other Family with Male Householder	6.1%	6.0%	5.6%
With Related Children	3.5%	3.4%	3.3%
Other Family with Female Householder	24.4%	22.0%	20.9%
With Related Children	17.4%	15.9%	15.0%
Nonfamily Households	5.8%	4.7%	4.3%
All Households with Children	38.1%	41.3%	42.5%
Multigenerational Households	7.0%	7.5%	7.0%
Unmarried Partner Households	7.4%	6.8%	6.3%
Male-female	6.6%	6.1%	5.6%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	3,308	14,099	41,547
1 Person Household	28.0%	23.3%	21.8%
2 Person Household	29.4%	30.1%	30.2%
3 Person Household	17.0%	17.9%	18.6%
4 Person Household	13.4%	14.8%	15.5%
5 Person Household	6.7%	8.1%	8.2%
6 Person Household	3.3%	3.5%	3.4%
7 + Person Household	2.3%	2.4%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	3,307	14,099	41,547
Owner Occupied	49.5%	64.3%	67.8%
Owned with a Mortgage/Loan	33.7%	50.4%	55.1%
Owned Free and Clear	15.8%	13.9%	12.7%
Renter Occupied	50.5%	35.7%	32.2%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	122	154	159
Percent of Income for Mortgage	18.7%	14.9%	14.6%
Wealth Index	46	62	67
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,843	15,937	46,584
Housing Units Inside Urbanized Area	94.5%	83.2%	77.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	1.3%
Rural Housing Units	5.5%	16.8%	21.5%
2010 Population By Urban/ Rural Status			
Total Population	9,026	40,608	118,399
Population Inside Urbanized Area	94.6%	82.9%	76.8%
Population Inside Urbanized Cluster	0.0%	0.0%	1.2%
Rural Population	5.4%	17.1%	22.0%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

3285 US-278, Covington, Georgia, 30014
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 33.60262
 Longitude: -83.86469

	5 minutes	10 minutes	15 minutes
Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Middleburg (4C)	Middleburg (4C)
2.	City Commons (11E)	Small Town Simplicity (12C)	Green Acres (6A)
3.	Middleburg (4C)	Up and Coming Families (7A)	Urban Edge Families (7C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$5,413,947	\$26,721,337	\$79,068,967
Average Spent	\$1,393.55	\$1,587.44	\$1,660.10
Spending Potential Index	66	75	78
Education: Total \$	\$3,917,975	\$19,296,259	\$58,216,868
Average Spent	\$1,008.49	\$1,146.34	\$1,222.30
Spending Potential Index	58	66	71
Entertainment/Recreation: Total \$	\$8,321,692	\$41,149,993	\$120,680,213
Average Spent	\$2,142.01	\$2,444.60	\$2,533.75
Spending Potential Index	66	76	78
Food at Home: Total \$	\$14,354,240	\$69,404,910	\$203,604,565
Average Spent	\$3,694.79	\$4,123.15	\$4,274.80
Spending Potential Index	68	76	78
Food Away from Home: Total \$	\$9,594,792	\$47,663,204	\$141,523,758
Average Spent	\$2,469.70	\$2,831.53	\$2,971.38
Spending Potential Index	65	75	78
Health Care: Total \$	\$16,536,273	\$81,621,270	\$237,989,452
Average Spent	\$4,256.44	\$4,848.88	\$4,996.73
Spending Potential Index	68	78	80
HH Furnishings & Equipment: Total \$	\$5,603,456	\$28,595,385	\$84,982,837
Average Spent	\$1,442.33	\$1,698.77	\$1,784.27
Spending Potential Index	64	75	79
Personal Care Products & Services: Total \$	\$2,266,194	\$11,280,500	\$33,427,810
Average Spent	\$583.32	\$670.14	\$701.84
Spending Potential Index	65	75	78
Shelter: Total \$	\$48,856,786	\$242,336,839	\$723,628,765
Average Spent	\$12,575.75	\$14,396.53	\$15,193.03
Spending Potential Index	62	71	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,860,844	\$30,442,005	\$90,295,384
Average Spent	\$1,508.58	\$1,808.47	\$1,895.81
Spending Potential Index	63	76	79
Travel: Total \$	\$5,830,985	\$30,551,317	\$92,078,840
Average Spent	\$1,500.90	\$1,814.97	\$1,933.25
Spending Potential Index	59	72	76
Vehicle Maintenance & Repairs: Total \$	\$2,969,459	\$14,568,751	\$42,762,684
Average Spent	\$764.34	\$865.49	\$897.83
Spending Potential Index	69	78	81

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.