

Market Profile

2402 W Wall St, Midland, Texas, 79701 3
 2402 W Wall St, Midland, Texas, 79701
 Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
 Latitude: 31.99192
 Longitude: -102.10127

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	9,530	76,956	116,993
2020 Total Population	8,928	79,683	133,107
2020 Group Quarters	61	1,098	1,638
2024 Total Population	8,541	78,154	134,414
2024 Group Quarters	60	1,097	1,629
2029 Total Population	8,659	80,321	139,444
2024-2029 Annual Rate	0.27%	0.55%	0.74%
2024 Total Daytime Population	14,488	95,219	151,511
Workers	11,217	62,703	96,894
Residents	3,271	32,516	54,617
Household Summary			
2010 Households	3,392	27,504	43,685
2010 Average Household Size	2.80	2.75	2.64
2020 Total Households	3,191	27,999	48,369
2020 Average Household Size	2.78	2.81	2.72
2024 Households	3,113	28,143	49,565
2024 Average Household Size	2.72	2.74	2.68
2029 Households	3,224	29,604	52,545
2029 Average Household Size	2.67	2.68	2.62
2024-2029 Annual Rate	0.70%	1.02%	1.17%
2010 Families	2,361	19,461	30,196
2010 Average Family Size	3.40	3.31	3.21
2024 Families	2,084	19,062	33,529
2024 Average Family Size	3.40	3.35	3.29
2029 Families	2,139	19,883	35,324
2029 Average Family Size	3.35	3.30	3.24
2024-2029 Annual Rate	0.52%	0.85%	1.05%
Housing Unit Summary			
2000 Housing Units	3,743	28,178	42,297
Owner Occupied Housing Units	57.8%	62.4%	59.4%
Renter Occupied Housing Units	29.1%	27.4%	29.5%
Vacant Housing Units	13.1%	10.2%	11.1%
2010 Housing Units	3,705	29,313	46,776
Owner Occupied Housing Units	63.2%	64.8%	61.5%
Renter Occupied Housing Units	28.4%	29.0%	31.9%
Vacant Housing Units	8.4%	6.2%	6.6%
2020 Housing Units	3,716	31,835	55,979
Owner Occupied Housing Units	60.1%	59.2%	57.1%
Renter Occupied Housing Units	25.8%	28.7%	29.3%
Vacant Housing Units	14.3%	12.1%	13.2%
2024 Housing Units	3,689	32,665	58,196
Owner Occupied Housing Units	59.7%	57.3%	55.7%
Renter Occupied Housing Units	24.7%	28.8%	29.5%
Vacant Housing Units	15.6%	13.8%	14.8%
2029 Housing Units	3,848	34,449	61,847
Owner Occupied Housing Units	60.7%	58.2%	57.0%
Renter Occupied Housing Units	23.1%	27.8%	27.9%
Vacant Housing Units	16.2%	14.1%	15.0%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2024 Households by Income			
Household Income Base	3,113	28,143	49,565
<\$15,000	7.9%	7.8%	6.6%
\$15,000 - \$24,999	6.1%	5.3%	4.7%
\$25,000 - \$34,999	5.3%	7.2%	6.3%
\$35,000 - \$49,999	9.9%	8.9%	8.1%
\$50,000 - \$74,999	15.9%	16.0%	14.6%
\$75,000 - \$99,999	17.1%	13.7%	13.7%
\$100,000 - \$149,999	20.3%	20.7%	20.5%
\$150,000 - \$199,999	9.3%	10.5%	11.8%
\$200,000+	8.3%	10.0%	13.7%
Average Household Income	\$101,061	\$107,167	\$120,382
2029 Households by Income			
Household Income Base	3,224	29,604	52,545
<\$15,000	6.2%	6.4%	5.5%
\$15,000 - \$24,999	4.1%	3.8%	3.3%
\$25,000 - \$34,999	4.1%	5.9%	5.1%
\$35,000 - \$49,999	8.3%	7.7%	6.9%
\$50,000 - \$74,999	14.6%	15.2%	13.6%
\$75,000 - \$99,999	18.1%	14.3%	13.8%
\$100,000 - \$149,999	22.5%	22.3%	21.3%
\$150,000 - \$199,999	12.4%	13.1%	14.7%
\$200,000+	9.7%	11.3%	15.8%
Average Household Income	\$116,631	\$121,063	\$136,815
2024 Owner Occupied Housing Units by Value			
Total	2,201	18,729	32,391
<\$50,000	4.0%	3.6%	3.5%
\$50,000 - \$99,999	8.4%	5.2%	4.5%
\$100,000 - \$149,999	6.5%	4.8%	3.8%
\$150,000 - \$199,999	23.4%	14.6%	10.0%
\$200,000 - \$249,999	11.9%	20.0%	14.4%
\$250,000 - \$299,999	12.2%	17.0%	15.5%
\$300,000 - \$399,999	14.9%	20.3%	24.3%
\$400,000 - \$499,999	9.1%	6.3%	10.3%
\$500,000 - \$749,999	5.0%	4.3%	7.3%
\$750,000 - \$999,999	3.5%	2.5%	3.9%
\$1,000,000 - \$1,499,999	0.3%	1.2%	2.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.8%	0.2%	0.3%
Average Home Value	\$292,890	\$296,175	\$346,067
2029 Owner Occupied Housing Units by Value			
Total	2,337	20,043	35,261
<\$50,000	1.8%	1.5%	1.5%
\$50,000 - \$99,999	2.9%	1.3%	1.3%
\$100,000 - \$149,999	2.2%	1.3%	1.2%
\$150,000 - \$199,999	12.8%	6.9%	4.7%
\$200,000 - \$249,999	7.7%	15.5%	10.4%
\$250,000 - \$299,999	14.2%	19.3%	15.6%
\$300,000 - \$399,999	18.7%	27.2%	28.8%
\$400,000 - \$499,999	19.2%	11.0%	14.5%
\$500,000 - \$749,999	10.1%	8.4%	11.6%
\$750,000 - \$999,999	8.8%	4.9%	6.5%
\$1,000,000 - \$1,499,999	0.6%	2.4%	3.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	1.0%	0.4%	0.4%
Average Home Value	\$406,817	\$382,268	\$424,792

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Median Household Income			
2024	\$80,601	\$82,387	\$91,185
2029	\$90,880	\$92,978	\$102,770
Median Home Value			
2024	\$232,347	\$255,259	\$294,436
2029	\$345,080	\$315,702	\$352,850
Per Capita Income			
2024	\$37,365	\$39,072	\$44,375
2029	\$44,056	\$45,168	\$51,536
Median Age			
2010	31.3	32.5	32.9
2020	34.3	33.5	33.5
2024	35.4	34.3	34.4
2029	36.3	35.3	35.6
2020 Population by Age			
Total	8,928	79,683	133,107
0 - 4	7.0%	7.7%	7.8%
5 - 9	7.8%	7.6%	7.7%
10 - 14	7.7%	7.6%	7.5%
15 - 24	12.9%	13.3%	12.8%
25 - 34	15.8%	16.3%	16.8%
35 - 44	14.2%	13.6%	14.1%
45 - 54	11.0%	10.7%	10.7%
55 - 64	12.5%	11.3%	11.2%
65 - 74	7.1%	7.2%	6.9%
75 - 84	2.9%	3.3%	3.1%
85 +	1.2%	1.5%	1.5%
18 +	73.4%	73.0%	73.1%
2024 Population by Age			
Total	8,540	78,154	134,412
0 - 4	6.9%	7.6%	7.7%
5 - 9	7.5%	7.5%	7.8%
10 - 14	7.4%	7.3%	7.3%
15 - 24	13.3%	13.6%	12.8%
25 - 34	14.3%	15.1%	15.5%
35 - 44	15.5%	15.0%	15.9%
45 - 54	10.9%	10.8%	10.9%
55 - 64	11.7%	10.3%	9.8%
65 - 74	8.1%	7.8%	7.6%
75 - 84	3.1%	3.5%	3.3%
85 +	1.2%	1.5%	1.5%
18 +	73.7%	73.5%	73.2%
2029 Population by Age			
Total	8,659	80,321	139,445
0 - 4	6.8%	7.5%	7.6%
5 - 9	7.1%	7.2%	7.4%
10 - 14	7.1%	7.1%	7.3%
15 - 24	13.5%	13.5%	12.8%
25 - 34	13.5%	14.3%	14.0%
35 - 44	15.4%	15.3%	16.3%
45 - 54	12.3%	11.7%	11.9%
55 - 64	9.8%	9.3%	8.9%
65 - 74	9.1%	8.4%	8.2%
75 - 84	4.3%	4.3%	4.1%
85 +	1.2%	1.5%	1.5%
18 +	74.7%	74.3%	73.8%

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2020 Population by Sex			
Males	4,458	39,755	66,925
Females	4,470	39,928	66,182
2024 Population by Sex			
Males	4,323	39,553	68,559
Females	4,218	38,601	65,855
2029 Population by Sex			
Males	4,337	40,366	70,613
Females	4,322	39,955	68,831
2010 Population by Race/Ethnicity			
Total	9,530	76,956	116,992
White Alone	69.8%	72.9%	75.1%
Black Alone	5.4%	8.0%	7.6%
American Indian Alone	0.9%	0.7%	0.7%
Asian Alone	0.5%	0.9%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.9%	14.7%	12.8%
Two or More Races	3.5%	2.7%	2.5%
Hispanic Origin	49.9%	44.4%	39.6%
Diversity Index	73.4	71.7	69.4
2020 Population by Race/Ethnicity			
Total	8,928	79,683	133,107
White Alone	54.8%	52.4%	56.0%
Black Alone	5.7%	8.2%	7.6%
American Indian Alone	1.1%	1.0%	0.9%
Asian Alone	1.1%	2.3%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	19.0%	15.2%	13.4%
Two or More Races	18.2%	20.7%	19.5%
Hispanic Origin	53.1%	49.2%	44.4%
Diversity Index	81.3	82.6	81.0
2024 Population by Race/Ethnicity			
Total	8,542	78,152	134,415
White Alone	52.3%	49.9%	53.7%
Black Alone	5.7%	8.4%	7.7%
American Indian Alone	1.2%	1.1%	1.0%
Asian Alone	1.0%	2.3%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	20.3%	16.2%	14.3%
Two or More Races	19.4%	22.0%	20.8%
Hispanic Origin	56.8%	52.6%	47.4%
Diversity Index	81.9	83.4	82.0
2029 Population by Race/Ethnicity			
Total	8,658	80,321	139,444
White Alone	50.2%	47.8%	51.7%
Black Alone	5.6%	8.4%	7.7%
American Indian Alone	1.2%	1.1%	1.0%
Asian Alone	1.0%	2.3%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	21.4%	17.1%	15.1%
Two or More Races	20.6%	23.2%	21.9%
Hispanic Origin	59.9%	55.4%	50.1%
Diversity Index	82.2	83.9	82.8

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2020 Population by Relationship and Household Type			
Total	8,928	79,683	133,107
In Households	99.3%	98.6%	98.8%
Householder	36.1%	35.6%	36.2%
Opposite-Sex Spouse	16.4%	16.8%	18.0%
Same-Sex Spouse	0.2%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.1%	2.1%	2.1%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	29.6%	29.8%	29.5%
Adopted Child	0.6%	0.6%	0.6%
Stepchild	1.4%	1.6%	1.6%
Grandchild	4.6%	4.2%	3.4%
Brother or Sister	1.2%	1.2%	1.1%
Parent	1.1%	1.1%	1.0%
Parent-in-law	0.4%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.8%	0.7%	0.6%
Other Relatives	1.8%	1.6%	1.4%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.9%	2.7%	2.6%
In Group Quarters	0.7%	1.4%	1.2%
Institutionalized	0.1%	0.4%	0.5%
Noninstitutionalized	0.6%	1.0%	0.7%
2024 Population 25+ by Educational Attainment			
Total	5,543	50,026	86,611
Less than 9th Grade	7.2%	8.7%	6.5%
9th - 12th Grade, No Diploma	8.7%	8.5%	7.1%
High School Graduate	15.2%	19.3%	17.3%
GED/Alternative Credential	6.5%	6.5%	6.1%
Some College, No Degree	27.3%	22.6%	21.3%
Associate Degree	9.6%	10.1%	9.5%
Bachelor's Degree	17.6%	17.9%	23.1%
Graduate/Professional Degree	8.0%	6.4%	9.1%
2024 Population 15+ by Marital Status			
Total	6,679	60,689	103,819
Never Married	36.9%	34.0%	31.1%
Married	49.0%	49.3%	53.8%
Widowed	3.3%	5.6%	5.0%
Divorced	10.8%	11.1%	10.0%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,428	47,221	82,477
Population 16+ Employed	98.8%	98.2%	98.3%
Population 16+ Unemployment rate	1.2%	1.8%	1.7%
Population 16-24 Employed	14.7%	16.2%	14.7%
Population 16-24 Unemployment rate	2.7%	3.8%	4.0%
Population 25-54 Employed	60.3%	61.0%	63.4%
Population 25-54 Unemployment rate	1.2%	1.6%	1.1%
Population 55-64 Employed	16.2%	14.0%	13.4%
Population 55-64 Unemployment rate	0.3%	1.3%	1.8%
Population 65+ Employed	8.8%	8.9%	8.5%
Population 65+ Unemployment rate	0.2%	0.3%	1.0%

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2024 Employed Population 16+ by Industry			
Total	5,363	46,363	81,111
Agriculture/Mining	10.2%	10.7%	14.0%
Construction	8.1%	8.6%	7.8%
Manufacturing	4.6%	5.4%	5.5%
Wholesale Trade	3.2%	2.8%	2.5%
Retail Trade	13.5%	13.0%	12.2%
Transportation/Utilities	10.0%	7.0%	7.3%
Information	0.5%	0.9%	1.0%
Finance/Insurance/Real Estate	4.9%	5.9%	5.3%
Services	44.5%	43.1%	41.3%
Public Administration	0.6%	2.5%	3.1%
2024 Employed Population 16+ by Occupation			
Total	5,365	46,363	81,112
White Collar	53.3%	55.4%	61.2%
Management/Business/Financial	12.7%	16.0%	18.8%
Professional	19.9%	18.2%	21.6%
Sales	12.0%	10.7%	10.6%
Administrative Support	8.7%	10.5%	10.2%
Services	15.7%	17.0%	13.6%
Blue Collar	31.0%	27.7%	25.2%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	13.1%	9.5%	8.7%
Installation/Maintenance/Repair	3.0%	3.7%	4.2%
Production	4.7%	5.4%	4.3%
Transportation/Material Moving	10.1%	8.8%	7.7%
2020 Households by Type			
Total	3,191	27,999	48,369
Married Couple Households	46.0%	47.4%	50.0%
With Own Children <18	20.3%	21.5%	23.0%
Without Own Children <18	25.7%	25.9%	27.0%
Cohabiting Couple Households	5.8%	6.2%	6.1%
With Own Children <18	2.4%	2.6%	2.4%
Without Own Children <18	3.4%	3.6%	3.7%
Male Householder, No Spouse/Partner	21.7%	19.7%	19.8%
Living Alone	13.4%	12.1%	12.9%
65 Years and over	3.7%	2.8%	2.5%
With Own Children <18	2.8%	2.3%	2.1%
Without Own Children <18, With Relatives	3.7%	3.5%	3.1%
No Relatives Present	1.8%	1.8%	1.8%
Female Householder, No Spouse/Partner	26.5%	26.7%	24.1%
Living Alone	12.3%	12.5%	11.9%
65 Years and over	5.5%	5.9%	5.4%
With Own Children <18	5.6%	6.4%	5.5%
Without Own Children <18, With Relatives	8.0%	7.1%	5.9%
No Relatives Present	0.7%	0.8%	0.7%
2020 Households by Size			
Total	3,191	27,999	48,369
1 Person Household	25.7%	24.6%	24.8%
2 Person Household	30.1%	29.8%	30.1%
3 Person Household	17.8%	17.0%	16.6%
4 Person Household	13.4%	14.8%	15.2%
5 Person Household	8.1%	8.4%	8.0%
6 Person Household	2.9%	3.4%	3.3%
7 + Person Household	2.0%	2.1%	1.9%

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2020 Households by Tenure and Mortgage Status			
Total	3,191	27,999	48,369
Owner Occupied	70.0%	67.4%	66.1%
Owned with a Mortgage/Loan	40.1%	39.3%	40.7%
Owned Free and Clear	29.9%	28.0%	25.3%
Renter Occupied	30.0%	32.6%	33.9%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	129	120	115
Percent of Income for Mortgage	18.0%	19.4%	20.2%
Wealth Index	84	86	97
2020 Housing Units By Urban/ Rural Status			
Total	3,716	31,835	55,979
Urban Housing Units	100.0%	99.9%	97.8%
Rural Housing Units	0.0%	0.1%	2.2%
2020 Population By Urban/ Rural Status			
Total	8,928	79,683	133,107
Urban Population	100.0%	99.9%	97.6%
Rural Population	0.0%	0.1%	2.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Forging Opportunity (7D)	Southwestern Families (7F)	Southwestern Families (7F)
2.	Front Porches (8E)	Forging Opportunity (7D)	Bright Young Professionals
3.	Traditional Living (12B)	Middleburg (4C)	Forging Opportunity (7D)
2024 Consumer Spending			
Apparel & Services: Total \$	\$6,914,530	\$66,810,007	\$130,559,078
Average Spent	\$2,221.18	\$2,373.95	\$2,634.10
Spending Potential Index	93	100	111
Education: Total \$	\$4,344,920	\$42,195,575	\$85,384,235
Average Spent	\$1,395.73	\$1,499.33	\$1,722.67
Spending Potential Index	81	87	100
Entertainment/Recreation: Total \$	\$11,198,340	\$107,511,091	\$213,735,208
Average Spent	\$3,597.28	\$3,820.17	\$4,312.22
Spending Potential Index	88	93	105
Food at Home: Total \$	\$20,497,253	\$196,492,474	\$383,064,630
Average Spent	\$6,584.41	\$6,981.93	\$7,728.53
Spending Potential Index	90	96	106
Food Away from Home: Total \$	\$11,635,076	\$111,527,016	\$217,917,439
Average Spent	\$3,737.58	\$3,962.87	\$4,396.60
Spending Potential Index	96	102	113
Health Care: Total \$	\$21,092,109	\$202,841,274	\$396,914,692
Average Spent	\$6,775.49	\$7,207.52	\$8,007.96
Spending Potential Index	88	94	104
HH Furnishings & Equipment: Total \$	\$8,887,430	\$85,641,194	\$168,999,787
Average Spent	\$2,854.94	\$3,043.07	\$3,409.66
Spending Potential Index	90	96	108
Personal Care Products & Services: Total \$	\$2,838,568	\$27,102,699	\$53,139,867
Average Spent	\$911.84	\$963.04	\$1,072.12
Spending Potential Index	92	97	108
Shelter: Total \$	\$75,873,505	\$721,040,979	\$1,415,234,606
Average Spent	\$24,373.11	\$25,620.62	\$28,553.10
Spending Potential Index	91	96	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,902,108	\$95,388,391	\$189,303,440
Average Spent	\$3,180.89	\$3,389.42	\$3,819.30
Spending Potential Index	91	97	109
Travel: Total \$	\$8,157,239	\$78,176,093	\$157,139,178
Average Spent	\$2,620.38	\$2,777.82	\$3,170.37
Spending Potential Index	86	92	105
Vehicle Maintenance & Repairs: Total \$	\$4,245,339	\$40,807,051	\$79,663,460
Average Spent	\$1,363.75	\$1,449.99	\$1,607.25
Spending Potential Index	92	98	108

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.