

Rings: 3, 5, 10 mile radii

2670 5th St Suite C, Alameda, CA 94501,

Latitude: 37.7871 ongitude: -122.2799

	Lo		Longitude: -122.2799	
	3 mile	5 mile	10 mile	
Population Summary				
2010 Total Population	185,447	390,830	1,332,129	
2020 Total Population	211,660	434,669	1,480,507	
2020 Group Quarters	12,387	17,572	66,389	
2024 Total Population	219,015	439,533	1,457,082	
2024 Group Quarters	11,810	16,772	62,503	
2029 Total Population	230,888	454,044	1,490,897	
2024-2029 Annual Rate	1.06%	0.65%	0.46%	
2024 Total Daytime Population	253,166	454,642	1,753,199	
Workers	155,515	254,037	1,139,406	
Residents	97,651	200,605	613,793	
Household Summary	,	,	520,.00	
2010 Households	81,674	162,997	561,085	
2010 Average Household Size	2.20	2.34	2.29	
2020 Total Households	90,333	176,566	605,486	
2020 Average Household Size	2.21	2.36	2.34	
2024 Households	93,239	178,164	603,124	
2024 Average Household Size	2.22	2.37	2.31	
2029 Households	97,570	182,633	614,877	
2029 Average Household Size	2.25	2.39	2.32	
2024-2029 Annual Rate	0.91%	0.50%	0.39%	
2010 Families	37,879	84,332	267,077	
2010 Average Family Size	3.10	3.14	3.12	
2024 Families	41,410	89,443	290,162	
2024 Average Family Size	3.15	3.20	3.15	
2029 Families	43,434	91,677	295,218	
2029 Average Family Size	3.17	3.22	3.16	
2024-2029 Annual Rate	0.96%	0.49%	0.35%	
Housing Unit Summary				
2000 Housing Units	82,951	165,795	565,860	
Owner Occupied Housing Units	22.9%	36.5%	37.5%	
Renter Occupied Housing Units	71.4%	58.9%	57.9%	
Vacant Housing Units	5.7%	4.6%	4.6%	
2010 Housing Units	91,002	179,009	612,468	
Owner Occupied Housing Units	23.5%	35.0%	36.1%	
Renter Occupied Housing Units	66.3%	56.0%	55.5%	
Vacant Housing Units	10.3%	8.9%	8.4%	
2020 Housing Units	97,623	188,698	654,888	
Owner Occupied Housing Units	23.3%	34.6%	34.9%	
Renter Occupied Housing Units	69.2%	58.9%	57.6%	
Vacant Housing Units	7.4%	6.4%	7.5%	
2024 Housing Units	103,780	195,360	669,787	
Owner Occupied Housing Units	22.5%	33.4%	34.2%	
Renter Occupied Housing Units	67.3%	57.8%	55.9%	
Vacant Housing Units	10.2%	8.8%	10.0%	
2029 Housing Units	108,459	201,254	687,190	
Owner Occupied Housing Units	21.6%	32.3%	33.3%	
Renter Occupied Housing Units	68.4%	58.5%	56.2%	
Vacant Housing Units	10.0%	9.3%	10.5%	
. addite floading office	10.070	3.3 /0	10.570	

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.

April 14, 2025

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Community Profile

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Latitude: 37.7871

			Longitude: -122.2799
	3 mile	5 mile	10 mile
2024 Households by Income			
Household Income Base	93,239	178,164	603,119
<\$15,000	11.4%	9.5%	9.0%
\$15,000 - \$24,999	6.3%	5.3%	5.0%
\$25,000 - \$34,999	4.9%	4.4%	4.0%
\$35,000 - \$49,999	6.3%	6.1%	5.4%
\$50,000 - \$74,999	12.3%	11.4%	9.7%
\$75,000 - \$99,999	10.7%	10.2%	9.8%
\$100,000 - \$149,999	14.5%	14.3%	13.4%
\$150,000 - \$199,999	10.8%	10.6%	10.5%
\$200,000+	22.9%	28.0%	33.1%
Average Household Income	\$145,042	\$165,747	\$183,841
2029 Households by Income			
Household Income Base	97,570	182,633	614,872
<\$15,000	9.9%	8.1%	7.7%
\$15,000 - \$24,999	4.7%	3.9%	3.6%
\$25,000 - \$34,999	3.8%	3.5%	3.1%
\$35,000 - \$49,999	5.0%	4.9%	4.2%
\$50,000 - \$74,999	10.5%	9.7%	8.3%
\$75,000 - \$99,999	10.4%	9.8%	9.2%
\$100,000 - \$149,999	15.6%	15.0%	13.7%
\$150,000 - \$199,999	12.9%	12.5%	12.0%
\$200,000+	27.1%	32.6%	38.1%
Average Household Income	\$169,014	\$191,376	\$210,976
2024 Owner Occupied Housing Units by Value	·		· ·
Total	23,355	65,247	228,637
<\$50,000	1.0%	0.8%	1.0%
\$50,000 - \$99,999	0.6%	0.5%	0.4%
\$100,000 - \$149,999	0.6%	0.5%	0.5%
\$150,000 - \$199,999	0.4%	0.4%	0.3%
\$200,000 - \$249,999	0.7%	0.7%	0.6%
\$250,000 - \$299,999	0.6%	0.5%	0.4%
\$300,000 - \$399,999	1.3%	1.1%	1.5%
\$400,000 - \$499,999	3.6%	3.1%	2.6%
\$500,000 - \$749,999	15.8%	12.0%	10.3%
\$750,000 - \$999,999	18.7%	15.9%	14.8%
\$1,000,000 - \$1,499,999	28.8%	26.9%	27.7%
\$1,500,000 - \$1,999,999	17.8%	20.9%	20.4%
\$2,000,000 +	10.0%	16.8%	19.5%
Average Home Value	\$1,185,962	\$1,315,479	\$1,356,278
2029 Owner Occupied Housing Units by Value	\$1,103,302	Ψ1,313,473	Ψ1,550,270
Total	23,401	64,909	228,642
<\$50,000	0.3%	0.3%	0.4%
\$50,000 - \$99,999	0.2%	0.1%	0.1%
	0.1%	0.1%	0.1%
\$100,000 - \$149,999 \$150,000 - \$199,999	0.1%	0.1%	0.1%
\$200,000 - \$249,999	0.1%	0.1%	0.1%
\$250,000 - \$299,999	0.2%	0.1%	0.0%
\$300,000 - \$399,999	0.2%	0.2%	0.3%
\$400,000 - \$499,999	0.7%	1.1%	1.0%
\$500,000 - \$749,999	8.4%	6.8%	6.2%
\$750,000 - \$999,999	16.3%	13.6%	12.6%
\$1,000,000 - \$1,499,999	34.5%	30.0%	29.9%
\$1,500,000 - \$1,999,999	25.2%	26.7%	25.1%
\$2,000,000 +	13.7%	20.9%	24.1%
Average Home Value	\$1,382,096	\$1,480,376	\$1,511,464

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.

April 14, 2025



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Latitude: 37.7871

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3 mile	5 mile	10 mile
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		\$122,105 \$150,530
\$114,105	\$129,943	\$130,330
¢1 11E EO2	¢1 270 021	¢1 217 2E1
		\$1,317,351 \$1,487,397
\$1,540,004	\$1,439,931	\$1,407,397
¢62.350	¢67 500	\$76,441
		\$87,344
\$71,570	\$77,362	307,344
37 1	37 /	37.5
		37.3
		38.3
		40.0
+0.5	40.7	40.0
211.660	434 669	1,480,507
		4.5%
		4.3%
		4.4%
		11.6%
		20.5%
		15.7%
		12.6%
10.7%		11.2%
8.4%		9.0%
		4.3%
2.0%	1.8%	2.0%
84.4%	82.3%	84.3%
219,014	439,533	1,457,080
4.5%	4.9%	4.4%
4.1%	4.7%	4.3%
3.8%	4.5%	4.0%
9.6%	10.1%	11.4%
20.7%	18.5%	19.9%
19.1%	18.0%	17.0%
		12.6%
		10.7%
		8.8%
		5.0%
		2.0%
85.3%	83.3%	84.9%
		1,490,900
		4.2%
		4.1%
		4.2%
		11.2%
		16.6%
		18.0%
		13.3%
		10.8% 9.2%
5.7%	6.0%	6.1%
	D U70	0.1%
2.3%	2.2%	2.3%
	8.4% 3.9% 2.0% 84.4% 219,014 4.5% 4.1% 3.8% 9.6% 20.7% 19.1% 13.0% 10.3% 8.2% 4.5% 2.0% 85.3% 230,886 4.3% 4.0% 4.0% 9.5% 16.7% 19.9% 14.3% 10.7% 8.6%	\$94,792 \$107,678 \$114,185 \$129,943 \$ \$1,115,593 \$1,270,021 \$1,340,004 \$1,459,931 \$ \$62,350 \$67,599 \$71,976 \$77,382 \$ 37.1 37.4 37.6 38.0 38.4 38.8 40.5 40.7 \$ 211,660 434,669 4.5% 5.0% 4.9% 4.9% 4.9% 4.9% 9.1% 9.8% 22.6% 19.7% 17.4% 16.8% 12.8% 13.19% 10.7% 10.9% 8.4% 82.3% \$ 219,014 439,533 4.5% 82.3% \$2.9% 4.1% 4.9% 4.9% 4.1% 2.0% 1.8% 84.4% 82.3% \$2.9% 10.1% 20.7% 10.5% 8.2% 8.7% 4.5% 4.9% 4.5% 4.9% 4.5% 4.5% 4.9% 4.5% 4.5% 4.5% 4.5% 4.5% 4.5% 4.5% 4.5

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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Latitude: 37.7871

	Longitude:		
	3 mile	5 mile	10 mile
2020 Population by Sex			
Males	103,991	210,983	740,452
Females	107,669	223,686	740,055
2024 Population by Sex			
Males	109,022	216,616	738,939
Females		222,917	
	109,993	222,917	718,143
2029 Population by Sex			
Males	114,066	222,391	749,967
Females	116,821	231,653	740,930
2010 Population by Race/Ethnicity			
Total	185,447	390,831	1,332,128
White Alone	35.0%	40.9%	47.3%
Black Alone	21.7%	20.3%	14.0%
American Indian Alone	0.7%	0.7%	0.6%
Asian Alone	28.2%	22.4%	23.3%
Pacific Islander Alone	0.4%	0.4%	0.5%
Some Other Race Alone	7.9%	9.3%	9.0%
Two or More Races	6.1%	6.1%	5.4%
Hispanic Origin	16.2%	18.7%	18.9%
Diversity Index	81.1	81.2	78.6
2020 Population by Race/Ethnicity			
Total	211,660	434,669	1,480,507
White Alone	34.1%	37.2%	39.7%
Black Alone	17.2%	15.7%	11.2%
American Indian Alone	1.2%	1.4%	1.1%
Asian Alone	26.1%	21.7%	24.6%
Pacific Islander Alone	0.6%	0.5%	0.5%
Some Other Race Alone	9.7%	11.6%	11.7%
Two or More Races	11.2%	11.9%	11.1%
Hispanic Origin	18.0%	20.6%	20.4%
Diversity Index	83.4	84.0	82.6
2024 Population by Race/Ethnicity			
Total	219,014	439,533	1,457,082
White Alone	32.1%	35.1%	37.4%
Black Alone	16.7%	15.3%	11.0%
American Indian Alone	1.2%	1.5%	1.2%
Asian Alone	28.1%	23.5%	26.2%
Pacific Islander Alone	0.6%	0.5%	0.5%
Some Other Race Alone	9.8%	11.8%	12.1%
Two or More Races	11.5%	12.3%	11.6%
Hispanic Origin	18.3%	21.0%	21.2%
Diversity Index	83.7	84.5	83.4
2029 Population by Race/Ethnicity			
Total	230,889	454,043	1,490,897
White Alone	30.1%	33.1%	35.3%
Black Alone	16.2%	14.9%	10.7%
American Indian Alone	1.1%	1.4%	1.2%
Asian Alone	29.8%	25.2%	27.9%
Pacific Islander Alone	0.7%	0.5%	0.5%
Some Other Race Alone	10.2%	12.1%	12.5%
Two or More Races	11.8%	12.7%	12.0%
Hispanic Origin	19.0%	21.6%	21.9%
Diversity Index	84.0	85.0	84.0

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: 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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Rings: 3, 5, 10 mile radii

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		I	Longitude: -122.2799
	3 mile	5 mile	10 mile
2020 Population by Relationship and Household T	уре		
Total	211,660	434,669	1,480,50
In Households	94.1%	96.0%	95.5°
Householder	42.6%	40.6%	40.99
Opposite-Sex Spouse	12.2%	13.8%	13.6°
Same-Sex Spouse	0.6%	0.7%	0.80
Opposite-Sex Unmarried Partner	3.7%	3.3%	3.20
Same-Sex Unmarried Partner	0.5%	0.5%	0.50
Biological Child	19.1%	21.5%	19.69
Adopted Child	0.3%	0.5%	0.49
Stepchild	0.4%	0.5%	0.49
Grandchild	1.4%	1.6%	1.60
Brother or Sister	1.8%	1.7%	1.79
Parent	1.8%	1.6%	1.79
Parent-in-law	0.3%	0.3%	0.39
Son-in-law or Daughter-in-law	0.4%	0.4%	0.4
Other Relatives	1.9%	2.0%	2.1
Foster Child	0.0%	0.1%	0.0
Other Nonrelatives	7.1%	6.9%	8.4
In Group Quarters	5.9%	4.0%	4.5
Institutionalized	1.0%	0.7%	0.5
Noninstitutionalized	4.8%	3.3%	4.0
2024 Population 25+ by Educational Attainment			
Total	170,616	333,125	1,106,34
Less than 9th Grade	6.3%	5.7%	5.7
9th - 12th Grade, No Diploma	4.2%	4.0%	3.9
High School Graduate	12.2%	11.5%	11.5
GED/Alternative Credential	1.5%	1.5%	1.6
Some College, No Degree	13.6%	12.9%	11.6
Associate Degree	5.8%	5.7%	5.4
Bachelor's Degree	33.9%	33.2%	33.9
Graduate/Professional Degree	22.4%	25.5%	26.5
2024 Population 15+ by Marital Status	22.470	23.370	20.3
	101 679	277 571	1 272 00
Total Never Married	191,678 48.3%	377,571 44.5%	1,272,00 46.1
	38.1%	44.5%	41.7
Married Widowed			
	4.8% 8.8%	4.5%	4.3
Divorced	8.8%	8.4%	7.9
2024 Civilian Population 16+ in Labor Force	122.255	256 422	004.00
Civilian Population 16+	129,955	256,423	904,00
Population 16+ Employed	94.2%	94.4%	94.8
Population 16+ Unemployment rate	5.8%	5.6%	5.2
Population 16-24 Employed	7.9%	8.0%	9.1
Population 16-24 Unemployment rate	11.7%	14.4%	11.6
Population 25-54 Employed	76.1%	73.6%	71.1
Population 25-54 Unemployment rate	4.8%	4.6%	4.2
Population 55-64 Employed	11.1%	12.4%	12.7
Population 55-64 Unemployment rate	5.7%	4.4%	5.2
Population 65+ Employed	4.9%	6.0%	7.19
Population 65+ Unemployment rate	10.0%	7.8%	6.29

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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	Lo		Longitude: -122.2799
	3 mile	5 mile	10 mile
2024 Employed Population 16+ by Industry			
Total	122,478	241,971	856,697
Agriculture/Mining	0.3%	0.3%	0.2%
Construction	4.3%	4.8%	4.2%
Manufacturing	6.2%	6.2%	5.7%
Wholesale Trade	1.4%	1.4%	1.4%
Retail Trade	7.5%	7.5%	7.9%
Transportation/Utilities	6.4%	5.8%	5.0%
Information	4.5%	4.6%	5.7%
Finance/Insurance/Real Estate	5.7%	5.8%	6.8%
Services	59.6%	59.5%	59.4%
Public Administration	3.9%	4.1%	3.6%
2024 Employed Population 16+ by Occupation			
Total	122,476	241,972	856,698
White Collar	72.4%	73.9%	75.9%
Management/Business/Financial	22.7%	23.4%	25.4%
Professional	35.5%	36.3%	36.3%
Sales	6.4%	6.6%	7.0%
Administrative Support	7.7%	7.6%	7.29
Services	15.5%	14.0%	13.79
Blue Collar	12.0%	12.1%	10.49
Farming/Forestry/Fishing	0.1%	0.2%	0.19
Construction/Extraction	2.5%	2.9%	2.6%
Installation/Maintenance/Repair	1.0%	1.0%	0.99
Production	2.6%	2.7%	2.4%
Transportation/Material Moving	5.8%	5.3%	4.4%
2020 Households by Type	3.0 70	3.3 /0	7.77
Total	90,333	176,566	605,486
Married Couple Households	30.1%	35.5%	35.1%
With Own Children <18	11.7%	14.8%	13.5%
Without Own Children <18	18.4%	20.7%	21.6%
Cohabitating Couple Households	10.0%	9.4%	9.0%
With Own Children <18	1.3%	1.5%	
Without Own Children <18	8.6%		1.3%
		7.8%	7.7%
Male Householder, No Spouse/Partner	25.6% 18.0%	22.4%	25.0%
Living Alone		15.2%	16.9%
65 Years and over	4.2%	4.0%	4.3%
With Own Children <18	1.3%	1.4%	1.29
Without Own Children <18, With Relatives	2.7%	2.7%	2.79
No Relatives Present	3.5%	3.2%	4.3%
Female Householder, No Spouse/Partner	34.3%	32.7%	30.8%
Living Alone	20.8%	19.0%	18.0%
65 Years and over	7.0%	7.2%	7.0%
With Own Children <18	4.1%	4.2%	3.49
Without Own Children <18, With Relatives			
No Relatives Present	6.1%	6.3%	
	6.1% 3.4%	6.3% 3.2%	
2020 Households by Size	3.4%	3.2%	3.7%
Total	3.4% 90,333	3.2% 176,566	3.7% 605,486
Total 1 Person Household	3.4% 90,333 38.7%	3.2% 176,566 34.1%	3.79 605,480 34.89
Total 1 Person Household 2 Person Household	3.4% 90,333 38.7% 31.9%	3.2% 176,566 34.1% 31.7%	3.79 605,480 34.89 32.29
Total 1 Person Household	3.4% 90,333 38.7%	3.2% 176,566 34.1%	3.79 605,480 34.89 32.29
Total 1 Person Household 2 Person Household	3.4% 90,333 38.7% 31.9%	3.2% 176,566 34.1% 31.7%	3.7% 605,486 34.8% 32.2% 14.2%
Total 1 Person Household 2 Person Household 3 Person Household	3.4% 90,333 38.7% 31.9% 13.0%	3.2% 176,566 34.1% 31.7% 14.4%	3.7% 605,486 34.8% 32.2% 14.2% 10.6%
Total 1 Person Household 2 Person Household 3 Person Household 4 Person Household	3.4% 90,333 38.7% 31.9% 13.0% 9.1%	3.2% 176,566 34.1% 31.7% 14.4% 11.2%	5.8% 3.7% 605,486 34.8% 32.2% 14.2% 10.6% 4.4% 2.0%

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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		L	.origitude: -122.2799
	3 mile	5 mile	10 mile
2020 Households by Tenure and Mortgage Status			
Total	90,333	176,566	605,486
Owner Occupied	25.2%	37.0%	37.7%
Owned with a Mortgage/Loan	18.8%	27.8%	27.8%
Owned Free and Clear	6.4%	9.3%	9.9%
Renter Occupied	74.8%	63.0%	62.3%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	34	34	37
Percent of Income for Mortgage	73.7%	73.8%	67.5%
Wealth Index	93	123	136
2020 Housing Units By Urban/ Rural Status			
Total	97,623	188,698	654,888
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	211,660	434,669	1,480,507
Urban Population	100.0%	100.0%	99.9%
Rural Population	0.0%	0.0%	0.1%

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

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Rings: 3, 5, 10 mile radii

2670 5th St Suite C, Alameda, CA 94501,

Latitude: 37.7871 Longitude: -122.2799

	3 mile	5 mile	10 mile
Top 3 Tapestry Segments			
1.	Trendsetters (3C)	Trendsetters (3C)	Laptops and Lattes (3A)
2.	City Lights (8A)	City Lights (8A)	Trendsetters (3C)
3.	Metro Renters (3B)	Urban Chic (2A)	Urban Chic (2A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$304,640,238	\$648,335,743	\$2,425,069,448
Average Spent	\$3,267.30	\$3,638.98	\$4,020.85
Spending Potential Index	137	153	169
Education: Total \$	\$223,534,130	\$492,433,838	\$1,864,313,965
Average Spent	\$2,397.43	\$2,763.94	\$3,091.10
Spending Potential Index	139	160	179
Entertainment/Recreation: Total \$	\$469,218,894	\$1,025,473,993	\$3,847,471,156
Average Spent	\$5,032.43	\$5,755.79	\$6,379.24
Spending Potential Index	123	141	156
Food at Home: Total \$	\$905,887,875	\$1,936,333,601	\$7,196,941,389
Average Spent	\$9,715.76	\$10,868.27	\$11,932.77
Spending Potential Index	133	149	163
Food Away from Home: Total \$	\$496,402,359	\$1,066,494,113	\$3,991,177,780
Average Spent	\$5,323.98	\$5,986.02	\$6,617.51
Spending Potential Index	137	154	170
Health Care: Total \$	\$796,439,156	\$1,735,688,624	\$6,501,151,639
Average Spent	\$8,541.91	\$9,742.08	\$10,779.13
Spending Potential Index	111	127	140
HH Furnishings & Equipment: Total \$	\$357,075,670	\$778,366,896	\$2,925,128,629
Average Spent	\$3,829.68	\$4,368.82	\$4,849.96
Spending Potential Index	121	138	153
Personal Care Products & Services: Total \$	\$127,054,790	\$273,077,687	\$1,020,234,333
Average Spent	\$1,362.68	\$1,532.73	\$1,691.58
Spending Potential Index	137	154	170
Shelter: Total \$	\$3,417,982,723	\$7,392,287,662	\$27,635,358,481
Average Spent	\$36,658.29	\$41,491.48	\$45,820.36
Spending Potential Index	137	156	172
Support Payments/Cash Contributions/Gifts in Kind: Total	\$ \$335,918,759	\$750,506,798	\$2,835,703,911
Average Spent	\$3,602.77	\$4,212.45	\$4,701.69
Spending Potential Index	103	120	134
Travel: Total \$	\$365,681,503	\$804,062,564	\$3,026,269,308
Average Spent	\$3,921.98	\$4,513.05	\$5,017.66
Spending Potential Index	129	149	165
Vehicle Maintenance & Repairs: Total \$	\$164,835,070	\$355,459,944	\$1,329,489,042
Average Spent	\$1,767.88	\$1,995.13	\$2,204.34
Spending Potential Index	119	135	149

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.

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