



# Community Profile

Rings: 1, 3, 5 mile radii

1380 N Litchfield Rd K4, Goodyear, AZ

Latitude: 33.462

Longitude: -112.3601

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	4,760	69,787	162,012
2020 Total Population	5,465	84,046	200,157
2020 Group Quarters	85	629	4,030
2023 Total Population	6,365	91,278	214,271
2023 Group Quarters	85	626	4,014
2028 Total Population	6,687	97,249	230,803
2023-2028 Annual Rate	0.99%	1.28%	1.50%
2023 Total Daytime Population	12,624	82,816	170,300
Workers	9,561	34,354	58,846
Residents	3,063	48,462	111,454
<b>Household Summary</b>			
2010 Households	1,748	23,878	51,131
2010 Average Household Size	2.65	2.91	3.09
2020 Total Households	1,994	29,475	63,831
2020 Average Household Size	2.70	2.83	3.07
2023 Households	2,317	32,394	69,114
2023 Average Household Size	2.71	2.80	3.04
2028 Households	2,462	34,710	75,067
2028 Average Household Size	2.68	2.78	3.02
2023-2028 Annual Rate	1.22%	1.39%	1.67%
2010 Families	1,272	17,886	39,786
2010 Average Family Size	3.09	3.32	3.46
2023 Families	1,663	23,631	52,676
2023 Average Family Size	3.20	3.24	3.43
2028 Families	1,775	25,399	57,380
2028 Average Family Size	3.15	3.21	3.40
2023-2028 Annual Rate	1.31%	1.45%	1.73%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,017	12,404	21,120
Owner Occupied Housing Units	67.2%	68.0%	74.1%
Renter Occupied Housing Units	28.0%	23.2%	19.1%
Vacant Housing Units	4.8%	8.7%	6.8%
2010 Housing Units	2,066	28,220	58,994
Owner Occupied Housing Units	48.2%	53.7%	59.2%
Renter Occupied Housing Units	36.4%	30.9%	27.5%
Vacant Housing Units	15.4%	15.4%	13.3%
2020 Housing Units	2,185	32,590	68,858
Owner Occupied Housing Units	50.9%	55.8%	62.6%
Renter Occupied Housing Units	40.4%	34.7%	30.1%
Vacant Housing Units	8.3%	9.3%	7.4%
2023 Housing Units	2,495	35,427	74,300
Owner Occupied Housing Units	54.8%	56.2%	62.5%
Renter Occupied Housing Units	38.1%	35.2%	30.5%
Vacant Housing Units	7.1%	8.6%	7.0%
2028 Housing Units	2,605	37,420	79,711
Owner Occupied Housing Units	58.4%	55.1%	60.6%
Renter Occupied Housing Units	36.1%	37.6%	33.5%
Vacant Housing Units	5.5%	7.2%	5.8%

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Rings: 1, 3, 5 mile radii

1380 N Litchfield Rd K4, Goodyear, AZ

Latitude: 33.462

Longitude: -112.3601

	1 mile	3 mile	5 mile
<b>2023 Households by Income</b>			
Household Income Base	2,317	32,394	69,114
<\$15,000	2.9%	5.4%	4.5%
\$15,000 - \$24,999	4.3%	4.4%	3.8%
\$25,000 - \$34,999	7.7%	6.6%	5.7%
\$35,000 - \$49,999	5.6%	10.7%	9.5%
\$50,000 - \$74,999	22.3%	18.2%	17.7%
\$75,000 - \$99,999	14.6%	13.8%	15.7%
\$100,000 - \$149,999	16.2%	20.0%	22.6%
\$150,000 - \$199,999	10.6%	10.2%	10.8%
\$200,000+	15.8%	10.7%	9.7%
Average Household Income	\$127,170	\$113,509	\$113,891
<b>2028 Households by Income</b>			
Household Income Base	2,462	34,710	75,067
<\$15,000	2.1%	3.8%	3.1%
\$15,000 - \$24,999	3.0%	3.0%	2.5%
\$25,000 - \$34,999	5.1%	4.8%	4.0%
\$35,000 - \$49,999	4.3%	9.1%	7.8%
\$50,000 - \$74,999	21.6%	16.9%	16.0%
\$75,000 - \$99,999	17.4%	14.1%	15.4%
\$100,000 - \$149,999	14.9%	21.9%	24.6%
\$150,000 - \$199,999	11.8%	13.6%	14.3%
\$200,000+	19.7%	12.8%	12.2%
Average Household Income	\$147,007	\$131,624	\$133,010
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,367	19,918	46,469
<\$50,000	0.1%	2.9%	2.0%
\$50,000 - \$99,999	0.1%	0.6%	0.5%
\$100,000 - \$149,999	0.2%	1.1%	1.0%
\$150,000 - \$199,999	0.7%	3.3%	3.4%
\$200,000 - \$249,999	2.9%	6.3%	7.4%
\$250,000 - \$299,999	4.8%	13.3%	14.1%
\$300,000 - \$399,999	26.0%	28.5%	32.7%
\$400,000 - \$499,999	40.7%	21.4%	19.5%
\$500,000 - \$749,999	22.0%	16.4%	13.9%
\$750,000 - \$999,999	0.3%	4.6%	3.9%
\$1,000,000 - \$1,499,999	1.9%	0.5%	0.8%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.3%
\$2,000,000 +	0.1%	0.9%	0.5%
Average Home Value	\$463,560	\$428,570	\$413,660
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	1,522	20,630	48,334
<\$50,000	0.1%	2.6%	1.8%
\$50,000 - \$99,999	0.2%	1.1%	1.0%
\$100,000 - \$149,999	0.1%	0.3%	0.3%
\$150,000 - \$199,999	0.5%	2.8%	2.8%
\$200,000 - \$249,999	2.2%	5.4%	6.4%
\$250,000 - \$299,999	3.7%	11.9%	12.8%
\$300,000 - \$399,999	21.6%	25.5%	30.5%
\$400,000 - \$499,999	44.9%	23.6%	21.5%
\$500,000 - \$749,999	24.1%	18.4%	15.7%
\$750,000 - \$999,999	0.4%	6.1%	5.2%
\$1,000,000 - \$1,499,999	2.2%	0.6%	1.0%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.4%
\$2,000,000 +	0.1%	1.3%	0.7%
Average Home Value	\$478,267	\$458,766	\$439,560

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 25, 2024



# Community Profile

Rings: 1, 3, 5 mile radii

1380 N Litchfield Rd K4, Goodyear, AZ

Latitude: 33.462

Longitude: -112.3601

	1 mile	3 mile	5 mile
<b>Median Household Income</b>			
2023	\$85,513	\$82,046	\$87,208
2028	\$93,558	\$96,290	\$101,413
<b>Median Home Value</b>			
2023	\$437,163	\$379,024	\$366,075
2028	\$448,389	\$401,358	\$382,146
<b>Per Capita Income</b>			
2023	\$44,976	\$40,080	\$36,794
2028	\$52,411	\$46,761	\$43,298
<b>Median Age</b>			
2010	35.1	32.6	30.9
2020	36.0	35.6	34.2
2023	35.8	35.1	33.7
2028	36.4	35.1	33.6
<b>2020 Population by Age</b>			
Total	5,465	84,046	200,157
0 - 4	6.1%	6.2%	6.4%
5 - 9	7.5%	7.2%	7.4%
10 - 14	8.0%	8.0%	8.5%
15 - 24	13.5%	14.4%	14.7%
25 - 34	13.7%	13.5%	14.1%
35 - 44	12.4%	12.5%	13.6%
45 - 54	12.4%	12.1%	12.3%
55 - 64	12.7%	10.8%	10.2%
65 - 74	9.1%	9.2%	8.0%
75 - 84	3.6%	4.8%	3.8%
85 +	1.0%	1.3%	1.0%
18 +	74.3%	74.1%	72.8%
<b>2023 Population by Age</b>			
Total	6,365	91,277	214,272
0 - 4	6.4%	7.2%	7.6%
5 - 9	7.0%	7.5%	7.8%
10 - 14	7.1%	7.1%	7.4%
15 - 24	12.6%	12.5%	12.9%
25 - 34	15.6%	15.6%	16.4%
35 - 44	14.0%	13.6%	14.7%
45 - 54	13.1%	11.2%	11.4%
55 - 64	11.5%	10.3%	9.4%
65 - 74	8.2%	9.8%	8.2%
75 - 84	3.4%	4.3%	3.4%
85 +	1.1%	1.0%	0.8%
18 +	75.5%	74.3%	73.1%
<b>2028 Population by Age</b>			
Total	6,686	97,249	230,803
0 - 4	6.7%	7.6%	8.0%
5 - 9	7.1%	7.5%	7.8%
10 - 14	7.0%	7.3%	7.7%
15 - 24	11.1%	11.7%	12.2%
25 - 34	15.3%	15.7%	16.8%
35 - 44	17.1%	15.4%	15.9%
45 - 54	11.7%	10.4%	10.7%
55 - 64	10.5%	9.0%	8.3%
65 - 74	7.7%	8.9%	7.4%
75 - 84	4.4%	5.2%	4.1%
85 +	1.2%	1.2%	0.9%
18 +	75.6%	73.8%	72.5%
<b>2020 Population by Sex</b>			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 25, 2024



# Community Profile

Rings: 1, 3, 5 mile radii

1380 N Litchfield Rd K4, Goodyear, AZ

Latitude: 33.462

Longitude: -112.3601

	1 mile	3 mile	5 mile
Males	2,674	40,820	96,345
Females	2,791	43,226	103,812
<b>2023 Population by Sex</b>			
Males	3,199	45,024	107,442
Females	3,166	46,254	106,829
<b>2028 Population by Sex</b>			
Males	3,355	47,730	115,015
Females	3,332	49,520	115,789
<b>2010 Population by Race/Ethnicity</b>			
Total	4,760	69,787	162,012
White Alone	69.6%	65.3%	63.7%
Black Alone	6.1%	7.6%	8.3%
American Indian Alone	1.0%	1.3%	1.4%
Asian Alone	6.6%	3.9%	4.1%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	12.6%	17.3%	17.9%
Two or More Races	3.9%	4.3%	4.3%
Hispanic Origin	28.4%	38.5%	40.4%
Diversity Index	69.7	75.5	76.7
<b>2020 Population by Race/Ethnicity</b>			
Total	5,465	84,046	200,157
White Alone	54.3%	49.5%	46.7%
Black Alone	8.1%	8.4%	8.9%
American Indian Alone	1.5%	1.8%	1.8%
Asian Alone	5.8%	4.4%	4.4%
Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	14.3%	18.4%	19.6%
Two or More Races	15.6%	17.0%	18.1%
Hispanic Origin	34.6%	42.2%	44.8%
Diversity Index	80.9	83.7	84.8
<b>2023 Population by Race/Ethnicity</b>			
Total	6,365	91,278	214,270
White Alone	53.1%	48.1%	45.5%
Black Alone	8.3%	9.0%	9.4%
American Indian Alone	1.3%	1.8%	1.7%
Asian Alone	6.5%	4.6%	4.6%
Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	14.2%	18.8%	20.1%
Two or More Races	16.0%	17.4%	18.3%
Hispanic Origin	34.4%	42.7%	45.4%
Diversity Index	81.4	84.3	85.3
<b>2028 Population by Race/Ethnicity</b>			
Total	6,686	97,249	230,802
White Alone	50.8%	45.6%	43.3%
Black Alone	8.9%	9.8%	10.0%
American Indian Alone	1.3%	1.7%	1.7%
Asian Alone	7.2%	5.0%	4.8%
Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	14.7%	19.6%	20.9%
Two or More Races	16.5%	18.0%	18.8%
Hispanic Origin	34.6%	43.4%	45.9%
Diversity Index	82.5	85.2	85.9

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 25, 2024



# Community Profile

Rings: 1, 3, 5 mile radii

1380 N Litchfield Rd K4, Goodyear, AZ

Latitude: 33.462

Longitude: -112.3601

	1 mile	3 mile	5 mile
<b>2020 Population by Relationship and Household Type</b>			
Total	5,465	84,046	200,157
In Households	98.4%	99.3%	98.0%
Householder	34.7%	35.0%	31.9%
Opposite-Sex Spouse	18.4%	17.4%	17.0%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.6%	2.8%	2.5%
Same-Sex Unmarried Partner	0.1%	0.2%	0.1%
Biological Child	30.4%	29.6%	30.7%
Adopted Child	0.6%	0.9%	0.8%
Stepchild	1.3%	1.6%	1.8%
Grandchild	2.2%	2.8%	3.1%
Brother or Sister	1.3%	1.5%	1.7%
Parent	1.5%	1.7%	1.9%
Parent-in-law	0.5%	0.5%	0.5%
Son-in-law or Daughter-in-law	0.4%	0.5%	0.6%
Other Relatives	1.6%	1.6%	2.0%
Foster Child	0.1%	0.1%	0.2%
Other Nonrelatives	2.7%	3.0%	3.0%
In Group Quarters	1.6%	0.7%	2.0%
Institutionalized	1.4%	0.4%	1.8%
Noninstitutionalized	0.1%	0.3%	0.2%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	4,251	60,063	137,591
Less than 9th Grade	2.2%	4.3%	4.7%
9th - 12th Grade, No Diploma	6.0%	5.9%	6.5%
High School Graduate	19.6%	19.9%	20.7%
GED/Alternative Credential	2.5%	2.9%	4.0%
Some College, No Degree	22.1%	23.7%	22.8%
Associate Degree	11.8%	12.2%	12.2%
Bachelor's Degree	20.1%	19.4%	18.2%
Graduate/Professional Degree	15.7%	11.7%	10.9%
<b>2023 Population 15+ by Marital Status</b>			
Total	5,055	71,427	165,257
Never Married	31.0%	31.3%	32.6%
Married	58.7%	54.6%	54.0%
Widowed	2.7%	4.6%	3.9%
Divorced	7.6%	9.5%	9.5%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,249	44,877	104,692
Population 16+ Employed	97.7%	95.6%	95.9%
Population 16+ Unemployment rate	2.3%	4.4%	4.1%
Population 16-24 Employed	12.4%	13.2%	13.3%
Population 16-24 Unemployment rate	5.3%	8.2%	9.0%
Population 25-54 Employed	67.0%	67.7%	69.5%
Population 25-54 Unemployment rate	1.4%	4.1%	3.5%
Population 55-64 Employed	17.1%	14.0%	13.0%
Population 55-64 Unemployment rate	0.0%	1.5%	1.7%
Population 65+ Employed	3.6%	5.1%	4.2%
Population 65+ Unemployment rate	17.5%	6.3%	5.6%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 25, 2024



# Community Profile

Rings: 1, 3, 5 mile radii

1380 N Litchfield Rd K4, Goodyear, AZ

Latitude: 33.462

Longitude: -112.3601

	1 mile	3 mile	5 mile
<b>2023 Employed Population 16+ by Industry</b>			
Total	3,173	42,885	100,374
Agriculture/Mining	0.3%	0.7%	0.6%
Construction	5.5%	7.4%	7.1%
Manufacturing	3.7%	6.3%	6.8%
Wholesale Trade	1.4%	1.8%	1.8%
Retail Trade	12.6%	13.9%	13.0%
Transportation/Utilities	9.8%	9.7%	10.2%
Information	1.4%	1.0%	1.2%
Finance/Insurance/Real Estate	5.3%	7.3%	8.8%
Services	52.4%	46.4%	44.6%
Public Administration	7.8%	5.5%	5.8%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	3,170	42,885	100,377
White Collar	66.2%	63.5%	61.5%
Management/Business/Financial	19.2%	18.7%	16.0%
Professional	27.4%	23.1%	22.0%
Sales	12.1%	10.0%	10.2%
Administrative Support	7.5%	11.7%	13.2%
Services	17.1%	14.5%	15.8%
Blue Collar	16.7%	22.0%	22.8%
Farming/Forestry/Fishing	0.3%	0.5%	0.3%
Construction/Extraction	1.3%	4.2%	4.1%
Installation/Maintenance/Repair	3.2%	3.5%	3.9%
Production	2.2%	3.3%	4.6%
Transportation/Material Moving	9.7%	10.5%	9.8%
<b>2020 Households by Type</b>			
Total	1,994	29,475	63,831
Married Couple Households	53.3%	50.6%	53.8%
With Own Children <18	22.1%	20.3%	23.7%
Without Own Children <18	31.1%	30.3%	30.2%
Cohabiting Couple Households	7.6%	8.2%	8.3%
With Own Children <18	3.0%	3.4%	3.7%
Without Own Children <18	4.7%	4.8%	4.6%
Male Householder, No Spouse/Partner	16.5%	16.6%	15.3%
Living Alone	9.9%	9.5%	8.1%
65 Years and over	2.4%	2.6%	2.1%
With Own Children <18	2.2%	2.4%	2.5%
Without Own Children <18, With Relatives	3.5%	3.2%	3.3%
No Relatives Present	1.0%	1.5%	1.4%
Female Householder, No Spouse/Partner	22.6%	24.5%	22.5%
Living Alone	9.1%	10.8%	8.8%
65 Years and over	3.6%	5.1%	4.1%
With Own Children <18	6.7%	6.6%	6.4%
Without Own Children <18, With Relatives	5.5%	6.2%	6.4%
No Relatives Present	1.4%	1.0%	0.9%
<b>2020 Households by Size</b>			
Total	1,994	29,475	63,831
1 Person Household	19.0%	20.3%	16.9%
2 Person Household	31.4%	32.9%	30.8%
3 Person Household	17.4%	15.9%	16.7%
4 Person Household	15.9%	15.0%	16.5%
5 Person Household	10.5%	8.6%	10.1%
6 Person Household	3.6%	4.1%	5.2%
7 + Person Household	2.2%	3.2%	3.8%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 25, 2024



# Community Profile

Rings: 1, 3, 5 mile radii

1380 N Litchfield Rd K4, Goodyear, AZ

Latitude: 33.462

Longitude: -112.3601

	1 mile	3 mile	5 mile
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	1,994	29,475	63,831
Owner Occupied	55.8%	61.6%	67.5%
Owned with a Mortgage/Loan	45.3%	47.9%	55.2%
Owned Free and Clear	10.4%	13.7%	12.3%
Renter Occupied	44.2%	38.4%	32.5%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	81	91	101
Percent of Income for Mortgage	30.7%	27.8%	25.2%
Wealth Index	118	104	99
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	2,185	32,590	68,858
Urban Housing Units	100.0%	99.9%	99.4%
Rural Housing Units	0.0%	0.1%	0.6%
<b>2020 Population By Urban/ Rural Status</b>			
Total	5,465	84,046	200,157
Urban Population	100.0%	99.9%	99.3%
Rural Population	0.0%	0.1%	0.7%

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 25, 2024



# Community Profile

Rings: 1, 3, 5 mile radii

1380 N Litchfield Rd K4, Goodyear, AZ

Latitude: 33.462

Longitude: -112.3601

	1 mile	3 mile	5 mile
<b>Top 3 Tapestry Segments</b>			
1.	Boomburbs (1C)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Middleburg (4C)	Boomburbs (1C)	Boomburbs (1C)
3.	Metro Fusion (11C)	Workday Drive (4A)	Silver & Gold (9A)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,077,790	\$76,061,480	\$162,776,047
Average Spent	\$2,623.13	\$2,348.01	\$2,355.18
Spending Potential Index	119	107	107
Education: Total \$	\$4,663,388	\$56,689,407	\$119,550,648
Average Spent	\$2,012.68	\$1,750.00	\$1,729.76
Spending Potential Index	112	98	96
Entertainment/Recreation: Total \$	\$10,336,798	\$129,817,107	\$278,069,769
Average Spent	\$4,461.29	\$4,007.44	\$4,023.35
Spending Potential Index	118	106	106
Food at Home: Total \$	\$18,074,665	\$229,528,702	\$488,283,280
Average Spent	\$7,800.89	\$7,085.53	\$7,064.90
Spending Potential Index	115	104	104
Food Away from Home: Total \$	\$10,553,447	\$133,012,382	\$285,692,415
Average Spent	\$4,554.79	\$4,106.08	\$4,133.64
Spending Potential Index	122	110	111
Health Care: Total \$	\$19,525,627	\$250,772,471	\$533,389,456
Average Spent	\$8,427.12	\$7,741.32	\$7,717.53
Spending Potential Index	115	105	105
HH Furnishings & Equipment: Total \$	\$8,146,455	\$102,915,337	\$220,837,594
Average Spent	\$3,515.95	\$3,176.99	\$3,195.27
Spending Potential Index	119	107	108
Personal Care Products & Services: Total \$	\$2,653,364	\$33,743,993	\$71,910,470
Average Spent	\$1,145.17	\$1,041.67	\$1,040.46
Spending Potential Index	120	109	109
Shelter: Total \$	\$67,774,027	\$854,047,562	\$1,823,686,557
Average Spent	\$29,250.77	\$26,364.37	\$26,386.64
Spending Potential Index	118	106	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,626,729	\$112,166,036	\$239,758,918
Average Spent	\$3,723.23	\$3,462.56	\$3,469.04
Spending Potential Index	119	111	111
Travel: Total \$	\$6,389,904	\$78,766,878	\$169,456,664
Average Spent	\$2,757.84	\$2,431.53	\$2,451.84
Spending Potential Index	123	108	109
Vehicle Maintenance & Repairs: Total \$	\$3,623,124	\$46,401,709	\$99,552,040
Average Spent	\$1,563.71	\$1,432.42	\$1,440.40
Spending Potential Index	119	109	110

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 25, 2024