

1647-1669 5th Street Ext
 1647-1669 5th Street Ext, Charlottesville, Virginia, 22902
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.00653
 Longitude: -78.51913

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	8,147	49,500	77,175
2020 Total Population	9,988	53,550	85,368
2020 Group Quarters	167	7,836	8,953
2024 Total Population	10,322	53,507	85,895
2024 Group Quarters	169	7,874	8,994
2029 Total Population	10,628	53,582	86,709
2024-2029 Annual Rate	0.59%	0.03%	0.19%
2024 Total Daytime Population	6,037	71,342	122,123
Workers	1,871	46,004	82,906
Residents	4,166	25,338	39,217
Household Summary			
2010 Households	3,056	18,065	30,336
2010 Average Household Size	2.57	2.31	2.26
2020 Total Households	3,963	20,316	34,424
2020 Average Household Size	2.48	2.25	2.22
2024 Households	4,067	20,497	35,020
2024 Average Household Size	2.50	2.23	2.20
2029 Households	4,241	20,841	35,958
2029 Average Household Size	2.47	2.19	2.16
2024-2029 Annual Rate	0.84%	0.33%	0.53%
2010 Families	1,637	7,561	13,914
2010 Average Family Size	3.14	2.90	2.89
2024 Families	2,103	8,882	16,152
2024 Average Family Size	3.23	2.98	2.95
2029 Families	2,174	8,973	16,455
2029 Average Family Size	3.20	2.94	2.92
2024-2029 Annual Rate	0.67%	0.20%	0.37%
Housing Unit Summary			
2000 Housing Units	2,256	16,656	28,414
Owner Occupied Housing Units	60.0%	36.7%	40.6%
Renter Occupied Housing Units	34.9%	58.8%	54.8%
Vacant Housing Units	5.1%	4.5%	4.6%
2010 Housing Units	3,390	19,512	33,265
Owner Occupied Housing Units	48.4%	36.3%	39.0%
Renter Occupied Housing Units	41.7%	56.3%	52.2%
Vacant Housing Units	9.9%	7.4%	8.8%
2020 Housing Units	4,216	22,046	37,292
Owner Occupied Housing Units	43.7%	34.5%	37.7%
Renter Occupied Housing Units	50.3%	57.6%	54.6%
Vacant Housing Units	6.0%	8.0%	7.5%
2024 Housing Units	4,354	22,418	38,265
Owner Occupied Housing Units	45.7%	36.7%	39.3%
Renter Occupied Housing Units	47.7%	54.7%	52.2%
Vacant Housing Units	6.6%	8.6%	8.5%
2029 Housing Units	4,541	22,800	39,291
Owner Occupied Housing Units	45.8%	38.5%	40.8%
Renter Occupied Housing Units	47.6%	52.9%	50.7%
Vacant Housing Units	6.6%	8.6%	8.5%

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	4,067	20,496	35,019
<\$15,000	7.7%	15.6%	12.2%
\$15,000 - \$24,999	4.2%	6.5%	6.3%
\$25,000 - \$34,999	3.4%	6.0%	6.6%
\$35,000 - \$49,999	6.9%	8.8%	8.9%
\$50,000 - \$74,999	16.5%	14.6%	14.9%
\$75,000 - \$99,999	9.7%	9.2%	10.6%
\$100,000 - \$149,999	24.7%	16.1%	16.5%
\$150,000 - \$199,999	11.5%	8.3%	8.4%
\$200,000+	15.3%	14.8%	15.5%
Average Household Income	\$126,323	\$111,793	\$117,268
2029 Households by Income			
Household Income Base	4,241	20,840	35,957
<\$15,000	6.7%	14.5%	11.1%
\$15,000 - \$24,999	3.2%	5.2%	5.0%
\$25,000 - \$34,999	2.7%	5.1%	5.5%
\$35,000 - \$49,999	5.5%	7.6%	7.6%
\$50,000 - \$74,999	14.8%	13.5%	13.9%
\$75,000 - \$99,999	8.6%	8.8%	10.3%
\$100,000 - \$149,999	26.7%	17.4%	17.9%
\$150,000 - \$199,999	13.0%	9.8%	10.0%
\$200,000+	18.7%	18.1%	18.6%
Average Household Income	\$145,232	\$130,164	\$135,508
2024 Owner Occupied Housing Units by Value			
Total	1,991	8,204	15,018
<\$50,000	9.2%	2.7%	1.6%
\$50,000 - \$99,999	0.2%	0.1%	0.1%
\$100,000 - \$149,999	2.2%	1.7%	1.4%
\$150,000 - \$199,999	2.2%	2.0%	1.9%
\$200,000 - \$249,999	2.1%	3.5%	3.2%
\$250,000 - \$299,999	4.6%	5.0%	5.1%
\$300,000 - \$399,999	20.4%	22.8%	21.2%
\$400,000 - \$499,999	25.3%	22.4%	19.5%
\$500,000 - \$749,999	27.0%	22.2%	25.5%
\$750,000 - \$999,999	5.2%	10.5%	11.6%
\$1,000,000 - \$1,499,999	1.6%	3.8%	4.2%
\$1,500,000 - \$1,999,999	0.1%	1.5%	2.7%
\$2,000,000 +	0.1%	1.8%	2.1%
Average Home Value	\$447,364	\$553,833	\$594,613
2029 Owner Occupied Housing Units by Value			
Total	2,082	8,745	15,986
<\$50,000	7.3%	2.0%	1.2%
\$50,000 - \$99,999	0.8%	0.2%	0.1%
\$100,000 - \$149,999	0.3%	0.4%	0.4%
\$150,000 - \$199,999	0.7%	0.6%	0.6%
\$200,000 - \$249,999	0.6%	1.4%	1.3%
\$250,000 - \$299,999	1.7%	2.6%	2.8%
\$300,000 - \$399,999	16.4%	17.2%	15.8%
\$400,000 - \$499,999	26.5%	21.7%	18.1%
\$500,000 - \$749,999	34.0%	26.3%	29.1%
\$750,000 - \$999,999	8.6%	15.1%	16.5%
\$1,000,000 - \$1,499,999	2.8%	6.6%	6.5%
\$1,500,000 - \$1,999,999	0.1%	3.2%	4.7%
\$2,000,000 +	0.2%	2.7%	2.9%
Average Home Value	\$516,819	\$665,204	\$704,797

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	\$101,866	\$71,289	\$76,994
2029	\$111,022	\$85,218	\$90,174
Median Home Value			
2024	\$436,111	\$454,684	\$479,497
2029	\$483,938	\$536,025	\$583,700
Per Capita Income			
2024	\$51,091	\$43,368	\$48,751
2029	\$59,433	\$51,119	\$57,130
Median Age			
2010	30.1	25.4	28.5
2020	31.3	27.0	30.1
2024	32.1	27.5	31.0
2029	32.7	28.0	31.9
2020 Population by Age			
Total	9,988	53,550	85,368
0 - 4	6.9%	4.9%	5.2%
5 - 9	5.9%	4.1%	4.6%
10 - 14	5.0%	3.7%	4.1%
15 - 24	14.9%	32.7%	25.0%
25 - 34	25.9%	20.2%	19.5%
35 - 44	14.0%	10.3%	11.2%
45 - 54	9.0%	7.3%	8.3%
55 - 64	8.3%	7.3%	8.6%
65 - 74	6.4%	5.9%	7.4%
75 - 84	2.8%	2.7%	4.0%
85 +	0.9%	0.9%	2.0%
18 +	79.7%	85.3%	83.7%
2024 Population by Age			
Total	10,321	53,509	85,894
0 - 4	6.6%	4.8%	5.1%
5 - 9	5.9%	4.3%	4.6%
10 - 14	5.0%	3.5%	4.0%
15 - 24	14.3%	32.2%	24.7%
25 - 34	25.4%	19.4%	19.0%
35 - 44	16.0%	11.7%	12.4%
45 - 54	8.9%	7.2%	8.2%
55 - 64	7.5%	6.7%	7.9%
65 - 74	6.2%	5.9%	7.4%
75 - 84	3.2%	3.2%	4.5%
85 +	0.9%	1.0%	2.1%
18 +	79.8%	85.3%	84.0%
2029 Population by Age			
Total	10,628	53,584	86,710
0 - 4	6.3%	4.6%	4.9%
5 - 9	5.6%	4.1%	4.4%
10 - 14	5.2%	3.9%	4.3%
15 - 24	14.4%	31.7%	24.3%
25 - 34	23.5%	17.0%	16.9%
35 - 44	16.2%	12.9%	13.2%
45 - 54	10.2%	8.0%	9.1%
55 - 64	7.3%	6.4%	7.4%
65 - 74	6.3%	6.1%	7.5%
75 - 84	4.0%	4.0%	5.6%
85 +	1.1%	1.2%	2.4%
18 +	80.2%	85.2%	84.0%

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2020 Population by Sex			
Males	4,896	25,730	40,630
Females	5,092	27,820	44,738
2024 Population by Sex			
Males	5,134	26,116	41,549
Females	5,188	27,391	44,346
2029 Population by Sex			
Males	5,240	26,047	41,780
Females	5,388	27,536	44,929
2010 Population by Race/Ethnicity			
Total	8,147	49,500	77,173
White Alone	69.2%	67.8%	70.2%
Black Alone	13.7%	17.7%	16.6%
American Indian Alone	0.4%	0.2%	0.3%
Asian Alone	5.1%	8.6%	7.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	8.7%	2.7%	2.7%
Two or More Races	2.7%	3.0%	2.9%
Hispanic Origin	15.3%	6.6%	6.6%
Diversity Index	62.3	56.2	53.7
2020 Population by Race/Ethnicity			
Total	9,988	53,550	85,368
White Alone	61.8%	59.9%	63.1%
Black Alone	11.7%	15.0%	14.2%
American Indian Alone	0.6%	0.3%	0.3%
Asian Alone	8.5%	13.4%	10.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.5%	3.9%	4.0%
Two or More Races	8.8%	7.4%	7.5%
Hispanic Origin	16.1%	8.5%	8.6%
Diversity Index	69.5	65.7	63.2
2024 Population by Race/Ethnicity			
Total	10,321	53,507	85,895
White Alone	60.4%	59.0%	62.2%
Black Alone	12.2%	14.8%	14.0%
American Indian Alone	0.6%	0.4%	0.3%
Asian Alone	9.1%	14.0%	11.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.7%	4.1%	4.3%
Two or More Races	8.8%	7.7%	7.8%
Hispanic Origin	16.5%	9.0%	9.1%
Diversity Index	70.8	66.8	64.4
2029 Population by Race/Ethnicity			
Total	10,627	53,583	86,710
White Alone	58.5%	57.2%	60.3%
Black Alone	12.5%	14.9%	14.2%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	10.1%	15.1%	12.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.0%	4.3%	4.6%
Two or More Races	9.2%	8.1%	8.2%
Hispanic Origin	17.1%	9.5%	9.7%
Diversity Index	72.5	68.5	66.4

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	9,988	53,550	85,368
In Households	98.3%	85.4%	89.5%
Householder	40.7%	37.8%	40.4%
Opposite-Sex Spouse	15.3%	11.3%	13.3%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	3.2%	2.6%	2.7%
Same-Sex Unmarried Partner	0.1%	0.1%	0.2%
Biological Child	22.6%	16.8%	18.8%
Adopted Child	0.3%	0.3%	0.4%
Stepchild	0.5%	0.3%	0.4%
Grandchild	1.3%	1.3%	1.2%
Brother or Sister	1.0%	0.9%	0.9%
Parent	0.9%	0.6%	0.7%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.1%	0.2%
Other Relatives	1.2%	0.8%	0.8%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	10.8%	12.0%	9.2%
In Group Quarters	1.7%	14.6%	10.5%
Institutionalized	1.7%	0.8%	1.4%
Noninstitutionalized	0.0%	13.8%	9.1%
2024 Population 25+ by Educational Attainment			
Total	7,035	29,488	52,879
Less than 9th Grade	3.6%	2.8%	2.5%
9th - 12th Grade, No Diploma	1.4%	3.4%	3.5%
High School Graduate	9.3%	12.7%	12.1%
GED/Alternative Credential	1.4%	3.3%	2.5%
Some College, No Degree	10.3%	10.0%	10.8%
Associate Degree	6.8%	5.5%	5.8%
Bachelor's Degree	31.2%	29.2%	30.3%
Graduate/Professional Degree	36.1%	33.1%	32.4%
2024 Population 15+ by Marital Status			
Total	8,511	46,742	74,093
Never Married	46.8%	56.7%	49.8%
Married	42.6%	31.3%	36.7%
Widowed	2.9%	3.0%	4.4%
Divorced	7.7%	9.0%	9.1%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,137	29,287	48,329
Population 16+ Employed	96.7%	97.0%	97.6%
Population 16+ Unemployment rate	3.3%	3.0%	2.4%
Population 16-24 Employed	12.2%	24.3%	19.2%
Population 16-24 Unemployment rate	5.7%	4.4%	3.9%
Population 25-54 Employed	74.7%	61.1%	62.4%
Population 25-54 Unemployment rate	3.1%	2.9%	2.4%
Population 55-64 Employed	9.7%	9.0%	10.7%
Population 55-64 Unemployment rate	3.0%	1.6%	1.5%
Population 65+ Employed	3.4%	5.5%	7.7%
Population 65+ Unemployment rate	0.0%	0.0%	0.2%

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2024 Employed Population 16+ by Industry			
Total	5,934	28,409	47,167
Agriculture/Mining	0.8%	0.5%	0.4%
Construction	7.5%	4.1%	4.5%
Manufacturing	3.2%	3.4%	3.6%
Wholesale Trade	0.9%	0.5%	0.6%
Retail Trade	8.9%	8.4%	8.8%
Transportation/Utilities	3.2%	1.9%	2.1%
Information	1.1%	1.6%	2.0%
Finance/Insurance/Real Estate	3.8%	4.4%	4.9%
Services	66.5%	71.6%	69.9%
Public Administration	4.1%	3.5%	3.4%
2024 Employed Population 16+ by Occupation			
Total	5,932	28,409	47,167
White Collar	68.9%	72.1%	73.7%
Management/Business/Financial	14.9%	16.3%	17.6%
Professional	39.3%	41.7%	41.9%
Sales	6.9%	6.6%	7.1%
Administrative Support	7.7%	7.5%	7.1%
Services	17.6%	17.8%	16.4%
Blue Collar	13.5%	10.1%	9.9%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	6.6%	3.4%	3.2%
Installation/Maintenance/Repair	1.4%	0.7%	0.9%
Production	2.1%	2.6%	2.3%
Transportation/Material Moving	3.4%	3.1%	3.4%
2020 Households by Type			
Total	3,963	20,316	34,424
Married Couple Households	37.9%	30.7%	33.6%
With Own Children <18	17.1%	12.5%	13.4%
Without Own Children <18	20.8%	18.2%	20.2%
Cohabiting Couple Households	8.5%	7.4%	7.2%
With Own Children <18	2.1%	1.4%	1.3%
Without Own Children <18	6.4%	6.1%	5.8%
Male Householder, No Spouse/Partner	21.3%	25.9%	23.6%
Living Alone	12.5%	16.1%	15.5%
65 Years and over	2.2%	2.8%	3.1%
With Own Children <18	1.1%	1.2%	1.2%
Without Own Children <18, With Relatives	2.2%	2.2%	2.0%
No Relatives Present	5.5%	6.4%	4.9%
Female Householder, No Spouse/Partner	32.3%	36.0%	35.7%
Living Alone	16.6%	19.6%	21.1%
65 Years and over	5.1%	5.4%	7.4%
With Own Children <18	4.4%	4.2%	4.4%
Without Own Children <18, With Relatives	5.3%	4.9%	5.0%
No Relatives Present	6.0%	7.2%	5.2%
2020 Households by Size			
Total	3,963	20,316	34,424
1 Person Household	29.1%	35.8%	36.6%
2 Person Household	33.8%	32.4%	32.9%
3 Person Household	16.4%	14.0%	13.3%
4 Person Household	13.3%	11.3%	10.6%
5 Person Household	4.9%	3.9%	4.1%
6 Person Household	1.4%	1.5%	1.5%
7 + Person Household	1.1%	1.1%	1.0%

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2020 Households by Tenure and Mortgage Status			
Total	3,963	20,316	34,424
Owner Occupied	46.5%	37.5%	40.8%
Owned with a Mortgage/Loan	31.4%	25.6%	27.2%
Owned Free and Clear	15.1%	11.9%	13.6%
Renter Occupied	53.5%	62.5%	59.2%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	94	62	64
Percent of Income for Mortgage	26.8%	39.9%	39.0%
Wealth Index	105	86	97
2020 Housing Units By Urban/ Rural Status			
Total	4,216	22,046	37,292
Urban Housing Units	99.1%	97.4%	94.7%
Rural Housing Units	0.9%	2.6%	5.3%
2020 Population By Urban/ Rural Status			
Total	9,988	53,550	85,368
Urban Population	99.1%	97.7%	94.7%
Rural Population	0.9%	2.3%	5.3%

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.	College Towns (14B)	Emerald City (8B)	Emerald City (8B)
2.	Emerald City (8B)	College Towns (14B)	Dorms to Diplomas (14C)
3.	Exurbanites (1E)	Dorms to Diplomas (14C)	College Towns (14B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$11,357,568	\$51,907,413	\$91,997,993
Average Spent	\$2,792.62	\$2,532.44	\$2,627.01
Spending Potential Index	117	106	110
Education: Total \$	\$8,240,582	\$40,291,887	\$69,931,102
Average Spent	\$2,026.21	\$1,965.75	\$1,996.89
Spending Potential Index	117	114	116
Entertainment/Recreation: Total \$	\$18,527,796	\$81,821,949	\$146,587,515
Average Spent	\$4,555.64	\$3,991.90	\$4,185.82
Spending Potential Index	111	98	102
Food at Home: Total \$	\$33,505,621	\$151,405,501	\$270,513,286
Average Spent	\$8,238.41	\$7,386.72	\$7,724.54
Spending Potential Index	113	101	106
Food Away from Home: Total \$	\$18,556,222	\$84,910,335	\$150,527,589
Average Spent	\$4,562.63	\$4,142.57	\$4,298.33
Spending Potential Index	117	106	110
Health Care: Total \$	\$33,842,100	\$145,566,731	\$262,826,957
Average Spent	\$8,321.15	\$7,101.86	\$7,505.05
Spending Potential Index	108	92	98
HH Furnishings & Equipment: Total \$	\$14,527,064	\$64,806,873	\$115,421,059
Average Spent	\$3,571.94	\$3,161.77	\$3,295.86
Spending Potential Index	113	100	104
Personal Care Products & Services: Total \$	\$4,689,471	\$21,345,775	\$38,060,445
Average Spent	\$1,153.05	\$1,041.41	\$1,086.82
Spending Potential Index	116	105	109
Shelter: Total \$	\$121,971,618	\$558,926,339	\$998,093,329
Average Spent	\$29,990.56	\$27,268.69	\$28,500.67
Spending Potential Index	112	102	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,340,265	\$64,154,071	\$116,412,273
Average Spent	\$3,771.89	\$3,129.92	\$3,324.17
Spending Potential Index	108	89	95
Travel: Total \$	\$13,609,960	\$60,274,978	\$108,347,298
Average Spent	\$3,346.44	\$2,940.67	\$3,093.87
Spending Potential Index	110	97	102
Vehicle Maintenance & Repairs: Total \$	\$6,905,673	\$31,102,710	\$55,180,317
Average Spent	\$1,697.98	\$1,517.43	\$1,575.68
Spending Potential Index	115	102	106

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.

1647-1669 5th Street Ext
 1647-1669 5th Street Ext, Charlottesville, Virginia, 22902
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.00653
 Longitude: -78.51913

Demographic Summary		2024	2029
Population		10,322	10,628
Households		4,067	4,241
Families		2,103	2,174
Median Household Income		\$101,866	\$111,022
Males per 100 Females		99.0	97.3
Population by Age			
Population <5 Years		6.6%	6.3%
Population 65+ Years		10.4%	11.3%
Median Age		32.1	32.7
	Spending Potential Index	Average Amount Spent	Total
Health Care	108	\$8,321.15	\$33,842,100
Medical Care	109	\$2,930.96	\$11,920,225
Physician Services	114	\$374.48	\$1,523,023
Dental Services	107	\$535.60	\$2,178,287
Eyecare Services	108	\$101.78	\$413,950
Lab Tests, X-rays	110	\$96.00	\$390,424
Hospital Room and Hospital Services	114	\$320.71	\$1,304,338
Convalescent or Nursing Home Care	89	\$39.60	\$161,050
Other Medical Services (1)	110	\$226.87	\$922,694
Nonprescription Drugs	112	\$199.54	\$811,516
Prescription Drugs	110	\$454.45	\$1,848,240
Nonprescription Vitamins	100	\$161.02	\$654,851
Medicare Prescription Drug Premium	101	\$133.20	\$541,741
Eyeglasses and Contact Lenses	110	\$138.83	\$564,611
Hearing Aids	100	\$35.42	\$144,070
Medical Equipment for General Use	113	\$11.28	\$45,863
Other Medical Supplies/Equipment (2)	110	\$102.18	\$415,567
Health Insurance	108	\$5,390.18	\$21,921,875
Blue Cross/Blue Shield	108	\$1,459.30	\$5,934,967
Fee for Service Health Plan	116	\$1,148.48	\$4,670,852
HMO	106	\$802.30	\$3,262,947
Medicare Payments	103	\$1,175.87	\$4,782,264
Long Term Care Insurance	103	\$69.81	\$283,927
Dental Care Insurance	113	\$203.68	\$828,377
Vision Care Insurance	117	\$52.04	\$211,635
Prescription Drug Insurance	111	\$8.39	\$34,137
Other Single Service Insurance (3)	116	\$17.94	\$72,961
Medicaid Premiums	118	\$13.34	\$54,261
Tricare/Military Premiums	113	\$13.18	\$53,619
Children's Health Ins Program Premiums	128	\$1.31	\$5,319

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Outpatient Hospital Care, Blood Donation, and Ambulance, Dialysis, Emergency Room, Oxygen or Rescue Services.

(2) Other Medical Supplies/Equipment includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Single Service Insurance Other Single Service Insurance includes health insurance coverage that provides for only one type of service, other than dental care, vision care, prescriptions, and long-term care.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Demographic Summary		2024	2029
Population		53,507	53,582
Households		20,497	20,841
Families		8,882	8,973
Median Household Income		\$71,289	\$85,218
Males per 100 Females		95.3	94.6
Population by Age			
Population <5 Years		4.8%	4.6%
Population 65+ Years		10.0%	11.3%
Median Age		27.5	28.0
	Spending Potential Index	Average Amount Spent	Total
Health Care	92	\$7,101.86	\$145,566,731
Medical Care	93	\$2,504.42	\$51,333,102
Physician Services	96	\$316.86	\$6,494,762
Dental Services	92	\$461.51	\$9,459,507
Eyecare Services	91	\$85.47	\$1,751,822
Lab Tests, X-rays	94	\$81.50	\$1,670,469
Hospital Room and Hospital Services	97	\$272.31	\$5,581,588
Convalescent or Nursing Home Care	75	\$33.34	\$683,291
Other Medical Services (1)	96	\$197.58	\$4,049,733
Nonprescription Drugs	96	\$170.67	\$3,498,285
Prescription Drugs	93	\$384.23	\$7,875,531
Nonprescription Vitamins	87	\$139.47	\$2,858,795
Medicare Prescription Drug Premium	85	\$112.16	\$2,298,906
Eyeglasses and Contact Lenses	96	\$121.04	\$2,480,992
Hearing Aids	87	\$30.78	\$630,997
Medical Equipment for General Use	104	\$10.32	\$211,494
Other Medical Supplies/Equipment (2)	94	\$87.18	\$1,786,931
Health Insurance	92	\$4,597.44	\$94,233,629
Blue Cross/Blue Shield	91	\$1,227.18	\$25,153,549
Fee for Service Health Plan	99	\$974.74	\$19,979,309
HMO	93	\$702.31	\$14,395,202
Medicare Payments	89	\$1,013.40	\$20,771,740
Long Term Care Insurance	87	\$58.62	\$1,201,443
Dental Care Insurance	96	\$173.37	\$3,553,486
Vision Care Insurance	102	\$45.36	\$929,757
Prescription Drug Insurance	93	\$7.08	\$145,202
Other Single Service Insurance (3)	101	\$15.61	\$320,041
Medicaid Premiums	118	\$13.37	\$274,138
Tricare/Military Premiums	109	\$12.70	\$260,300
Children's Health Ins Program Premiums	110	\$1.12	\$22,963

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Outpatient Hospital Care, Blood Donation, and Ambulance, Dialysis, Emergency Room, Oxygen or Rescue Services.

(2) Other Medical Supplies/Equipment includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Single Service Insurance Other Single Service Insurance includes health insurance coverage that provides for only one type of service, other than dental care, vision care, prescriptions, and long-term care.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1647-1669 5th Street Ext
 1647-1669 5th Street Ext, Charlottesville, Virginia, 22902
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.00653
 Longitude: -78.51913

Demographic Summary		2024	2029
Population		85,895	86,709
Households		35,020	35,958
Families		16,152	16,455
Median Household Income		\$76,994	\$90,174
Males per 100 Females		93.7	93.0
Population by Age			
Population <5 Years		5.1%	4.9%
Population 65+ Years		14.0%	15.5%
Median Age		31.0	31.9
	Spending Potential Index	Average Amount Spent	Total
Health Care	98	\$7,505.05	\$262,826,957
Medical Care	98	\$2,644.36	\$92,605,455
Physician Services	101	\$332.56	\$11,646,237
Dental Services	98	\$491.08	\$17,197,574
Eyecare Services	97	\$90.60	\$3,172,677
Lab Tests, X-rays	98	\$85.43	\$2,991,897
Hospital Room and Hospital Services	102	\$286.39	\$10,029,333
Convalescent or Nursing Home Care	84	\$37.07	\$1,298,199
Other Medical Services (1)	101	\$209.00	\$7,319,316
Nonprescription Drugs	101	\$179.61	\$6,289,987
Prescription Drugs	97	\$401.49	\$14,060,347
Nonprescription Vitamins	93	\$149.10	\$5,221,524
Medicare Prescription Drug Premium	91	\$119.51	\$4,185,092
Eyeglasses and Contact Lenses	100	\$127.04	\$4,449,103
Hearing Aids	92	\$32.55	\$1,139,870
Medical Equipment for General Use	108	\$10.73	\$375,723
Other Medical Supplies/Equipment (2)	99	\$92.19	\$3,228,575
Health Insurance	97	\$4,860.69	\$170,221,503
Blue Cross/Blue Shield	96	\$1,293.81	\$45,309,302
Fee for Service Health Plan	104	\$1,024.15	\$35,865,890
HMO	99	\$747.83	\$26,188,902
Medicare Payments	94	\$1,072.82	\$37,570,082
Long Term Care Insurance	93	\$63.03	\$2,207,390
Dental Care Insurance	102	\$183.41	\$6,423,144
Vision Care Insurance	106	\$47.32	\$1,657,033
Prescription Drug Insurance	98	\$7.46	\$261,349
Other Single Service Insurance (3)	104	\$16.10	\$563,920
Medicaid Premiums	121	\$13.66	\$478,487
Tricare/Military Premiums	109	\$12.74	\$446,239
Children's Health Ins Program Premiums	116	\$1.18	\$41,174

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Outpatient Hospital Care, Blood Donation, and Ambulance, Dialysis, Emergency Room, Oxygen or Rescue Services.

(2) Other Medical Supplies/Equipment includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Single Service Insurance Other Single Service Insurance includes health insurance coverage that provides for only one type of service, other than dental care, vision care, prescriptions, and long-term care.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

1647-1669 5th Street Ext
 1647-1669 5th Street Ext, Charlottesville, Virginia, 22902
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.00653
 Longitude: -78.51913

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
College Towns (14B)	44.4%	Population	10,322	10,628
Emerald City (8B)	22.6%	Households	4,067	4,241
Exurbanites (1E)	15.2%	Families	2,103	2,174
Down the Road (10D)	10.8%	Median Age	32.1	32.7
Workday Drive (4A)	7.0%	Median Household Income	\$101,866	\$111,022
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		117	\$2,792.62	\$11,357,568
Men's		118	\$520.44	\$2,116,646
Women's		117	\$932.68	\$3,793,200
Children's		118	\$433.64	\$1,763,606
Footwear		118	\$588.33	\$2,392,755
Watches & Jewelry		115	\$260.98	\$1,061,415
Apparel Products and Services (1)		116	\$56.54	\$229,947
Computer				
Computers and Hardware for Home Use		120	\$325.91	\$1,325,461
Portable Memory		129	\$5.23	\$21,277
Computer Software		121	\$18.93	\$76,991
Computer Accessories		112	\$26.74	\$108,747
Entertainment & Recreation		111	\$4,555.64	\$18,527,796
Fees and Admissions		113	\$931.19	\$3,787,133
Membership Fees for Clubs (2)		113	\$342.78	\$1,394,102
Fees for Participant Sports, excl. Trips		111	\$148.01	\$601,962
Tickets to Theatre/Operas/Concerts		115	\$87.46	\$355,702
Tickets to Movies		125	\$30.81	\$125,285
Tickets to Parks or Museums		114	\$42.87	\$174,365
Admission to Sporting Events, excl. Trips		119	\$94.09	\$382,649
Fees for Recreational Lessons		107	\$184.10	\$748,735
Dating Services		135	\$1.07	\$4,332
TV/Video/Audio		112	\$1,486.49	\$6,045,558
Cable and Satellite Television Services		106	\$797.61	\$3,243,878
Televisions		117	\$178.86	\$727,435
Satellite Dishes		110	\$1.37	\$5,558
VCRs, Video Cameras, and DVD Players		113	\$5.64	\$22,950
Miscellaneous Video Equipment		114	\$25.78	\$104,832
Video Cassettes and DVDs		117	\$6.74	\$27,419
Video Game Hardware/Accessories		133	\$61.50	\$250,120
Video Game Software		143	\$28.93	\$117,671
Rental/Streaming/Downloaded Video		122	\$209.53	\$852,155
Installation of Televisions		115	\$1.95	\$7,911
Audio (3)		117	\$166.87	\$678,672
Rental and Repair of TV/Radio/Sound Equipment		108	\$1.71	\$6,957
Pets		108	\$1,096.39	\$4,459,017
Toys/Games/Crafts/Hobbies (4)		116	\$210.52	\$856,188
Recreational Vehicles and Fees (5)		101	\$198.72	\$808,206
Sports/Recreation/Exercise Equipment (6)		117	\$355.90	\$1,447,445
Photo Equipment and Supplies (7)		118	\$72.38	\$294,367
Reading (8)		112	\$156.53	\$636,611
Catered Affairs (9)		120	\$47.52	\$193,270
Food		114	\$12,801.04	\$52,061,843
Food at Home		113	\$8,238.41	\$33,505,621
Bakery and Cereal Products		113	\$1,054.60	\$4,289,053
Meats, Poultry, Fish, and Eggs		112	\$1,769.68	\$7,197,302
Dairy Products		112	\$775.66	\$3,154,602
Fruits and Vegetables		112	\$1,619.62	\$6,586,977
Snacks and Other Food at Home (10)		114	\$3,018.86	\$12,277,686
Food Away from Home		117	\$4,562.63	\$18,556,222
Alcoholic Beverages		116	\$758.18	\$3,083,526

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1647-1669 5th Street Ext
 1647-1669 5th Street Ext, Charlottesville, Virginia, 22902
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.00653
 Longitude: -78.51913

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	102	\$47,402.38	\$192,785,490
Value of Retirement Plans	104	\$168,369.35	\$684,758,150
Value of Other Financial Assets	102	\$9,315.35	\$37,885,529
Vehicle Loan Amount excluding Interest	114	\$4,020.38	\$16,350,867
Value of Credit Card Debt	112	\$3,241.26	\$13,182,207
Health			
Nonprescription Drugs	112	\$199.54	\$811,516
Prescription Drugs	110	\$454.45	\$1,848,240
Eyeglasses and Contact Lenses	110	\$138.83	\$564,611
Home			
Mortgage Payment and Basics (11)	101	\$13,705.29	\$55,739,405
Maintenance and Remodeling Services	99	\$4,624.07	\$18,806,081
Maintenance and Remodeling Materials (12)	102	\$884.40	\$3,596,846
Utilities, Fuel, and Public Services	110	\$6,580.51	\$26,762,950
Household Furnishings and Equipment			
Household Textiles (13)	115	\$151.25	\$615,153
Furniture	113	\$1,122.12	\$4,563,675
Rugs	109	\$49.52	\$201,397
Major Appliances (14)	106	\$626.23	\$2,546,886
Housewares (15)	113	\$120.65	\$490,685
Small Appliances	118	\$94.83	\$385,675
Luggage	115	\$23.87	\$97,069
Telephones and Accessories	122	\$123.53	\$502,408
Household Operations			
Child Care	113	\$627.24	\$2,550,967
Lawn and Garden (16)	102	\$712.71	\$2,898,587
Moving/Storage/Freight Express	118	\$143.61	\$584,060
Housekeeping Supplies (17)	112	\$1,015.96	\$4,131,917
Insurance			
Owners and Renters Insurance	104	\$861.60	\$3,504,113
Vehicle Insurance	114	\$2,422.40	\$9,851,890
Life/Other Insurance	107	\$720.86	\$2,931,727
Health Insurance	108	\$5,390.18	\$21,921,875
Personal Care Products (18)	116	\$649.34	\$2,640,884
School Books (19)	126	\$53.74	\$218,548
Smoking Products	119	\$554.50	\$2,255,169
Transportation			
Payments on Vehicles excluding Leases	113	\$3,452.46	\$14,041,164
Gasoline and Motor Oil	111	\$3,705.12	\$15,068,727
Vehicle Maintenance and Repairs	115	\$1,697.98	\$6,905,673
Travel			
Airline Fares	111	\$705.12	\$2,867,716
Lodging on Trips	108	\$1,056.71	\$4,297,648
Auto/Truck Rental on Trips	117	\$135.47	\$550,938
Food and Drink on Trips	112	\$830.95	\$3,379,477

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

1647-1669 5th Street Ext
 1647-1669 5th Street Ext, Charlottesville, Virginia, 22902
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.00653
 Longitude: -78.51913

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Emerald City (8B)	18.1%	Population	53,507	53,582
College Towns (14B)	16.8%	Households	20,497	20,841
Dorms to Diplomas (14C)	14.9%	Families	8,882	8,973
Metro Renters (3B)	9.6%	Median Age	27.5	28.0
Set to Impress (11D)	6.6%	Median Household Income	\$71,289	\$85,218
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		106	\$2,532.44	\$51,907,413
Men's		107	\$472.08	\$9,676,141
Women's		106	\$848.41	\$17,389,770
Children's		105	\$385.28	\$7,897,014
Footwear		107	\$533.73	\$10,939,890
Watches & Jewelry		106	\$241.38	\$4,947,589
Apparel Products and Services (1)		106	\$51.57	\$1,057,008
Computer				
Computers and Hardware for Home Use		114	\$309.71	\$6,348,060
Portable Memory		130	\$5.31	\$108,763
Computer Software		119	\$18.59	\$381,098
Computer Accessories		105	\$24.97	\$511,714
Entertainment & Recreation		98	\$3,991.90	\$81,821,949
Fees and Admissions		97	\$798.95	\$16,376,176
Membership Fees for Clubs (2)		98	\$295.04	\$6,047,510
Fees for Participant Sports, excl. Trips		91	\$121.64	\$2,493,294
Tickets to Theatre/Operas/Concerts		102	\$77.44	\$1,587,345
Tickets to Movies		117	\$28.88	\$592,045
Tickets to Parks or Museums		103	\$38.51	\$789,284
Admission to Sporting Events, excl. Trips		104	\$82.11	\$1,682,990
Fees for Recreational Lessons		89	\$154.30	\$3,162,690
Dating Services		130	\$1.03	\$21,018
TV/Video/Audio		100	\$1,328.76	\$27,235,625
Cable and Satellite Television Services		91	\$685.66	\$14,053,992
Televisions		106	\$161.56	\$3,311,404
Satellite Dishes		107	\$1.34	\$27,549
VCRs, Video Cameras, and DVD Players		108	\$5.37	\$110,086
Miscellaneous Video Equipment		94	\$21.24	\$435,316
Video Cassettes and DVDs		107	\$6.20	\$127,167
Video Game Hardware/Accessories		133	\$61.80	\$1,266,659
Video Game Software		149	\$30.28	\$620,685
Rental/Streaming/Downloaded Video		113	\$194.54	\$3,987,460
Installation of Televisions		89	\$1.52	\$31,069
Audio (3)		111	\$157.81	\$3,234,708
Rental and Repair of TV/Radio/Sound Equipment		91	\$1.44	\$29,529
Pets		94	\$952.26	\$19,518,524
Toys/Games/Crafts/Hobbies (4)		105	\$190.67	\$3,908,073
Recreational Vehicles and Fees (5)		82	\$161.19	\$3,303,942
Sports/Recreation/Exercise Equipment (6)		102	\$311.58	\$6,386,429
Photo Equipment and Supplies (7)		106	\$64.69	\$1,325,931
Reading (8)		102	\$142.31	\$2,916,876
Catered Affairs (9)		105	\$41.49	\$850,374
Food		103	\$11,529.29	\$236,315,836
Food at Home		101	\$7,386.72	\$151,405,501
Bakery and Cereal Products		100	\$940.34	\$19,274,182
Meats, Poultry, Fish, and Eggs		102	\$1,598.60	\$32,766,551
Dairy Products		100	\$692.51	\$14,194,284
Fruits and Vegetables		101	\$1,456.64	\$29,856,678
Snacks and Other Food at Home (10)		102	\$2,698.63	\$55,313,806
Food Away from Home		106	\$4,142.57	\$84,910,335
Alcoholic Beverages		108	\$706.91	\$14,489,623

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1647-1669 5th Street Ext
 1647-1669 5th Street Ext, Charlottesville, Virginia, 22902
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.00653
 Longitude: -78.51913

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	84	\$39,073.15	\$800,882,381
Value of Retirement Plans	83	\$134,397.26	\$2,754,740,728
Value of Other Financial Assets	84	\$7,638.02	\$156,556,570
Vehicle Loan Amount excluding Interest	101	\$3,585.42	\$73,490,275
Value of Credit Card Debt	97	\$2,815.31	\$57,705,417
Health			
Nonprescription Drugs	96	\$170.67	\$3,498,285
Prescription Drugs	93	\$384.23	\$7,875,531
Eyeglasses and Contact Lenses	96	\$121.04	\$2,480,992
Home			
Mortgage Payment and Basics (11)	80	\$10,865.20	\$222,704,094
Maintenance and Remodeling Services	78	\$3,629.45	\$74,392,911
Maintenance and Remodeling Materials (12)	78	\$672.32	\$13,780,520
Utilities, Fuel, and Public Services	98	\$5,827.39	\$119,444,000
Household Furnishings and Equipment			
Household Textiles (13)	104	\$137.08	\$2,809,736
Furniture	100	\$992.29	\$20,338,948
Rugs	94	\$42.75	\$876,252
Major Appliances (14)	90	\$527.35	\$10,809,090
Housewares (15)	100	\$107.37	\$2,200,765
Small Appliances	112	\$89.93	\$1,843,276
Luggage	104	\$21.59	\$442,629
Telephones and Accessories	118	\$119.43	\$2,447,932
Household Operations			
Child Care	97	\$535.74	\$10,981,069
Lawn and Garden (16)	83	\$580.18	\$11,892,050
Moving/Storage/Freight Express	111	\$134.91	\$2,765,195
Housekeeping Supplies (17)	99	\$895.84	\$18,361,991
Insurance			
Owners and Renters Insurance	84	\$696.10	\$14,268,002
Vehicle Insurance	104	\$2,198.84	\$45,069,578
Life/Other Insurance	88	\$594.44	\$12,184,326
Health Insurance	92	\$4,597.44	\$94,233,629
Personal Care Products (18)	105	\$589.17	\$12,076,237
School Books (19)	131	\$55.84	\$1,144,628
Smoking Products	111	\$520.67	\$10,672,196
Transportation			
Payments on Vehicles excluding Leases	100	\$3,032.01	\$62,147,183
Gasoline and Motor Oil	101	\$3,365.91	\$68,991,140
Vehicle Maintenance and Repairs	102	\$1,517.43	\$31,102,710
Travel			
Airline Fares	99	\$626.81	\$12,847,766
Lodging on Trips	93	\$909.67	\$18,645,516
Auto/Truck Rental on Trips	105	\$121.49	\$2,490,247
Food and Drink on Trips	99	\$739.27	\$15,152,756

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

1647-1669 5th Street Ext
 1647-1669 5th Street Ext, Charlottesville, Virginia, 22902
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.00653
 Longitude: -78.51913

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Emerald City (8B)	18.3%	Population	85,895	86,709
Dorms to Diplomas (14C)	10.1%	Households	35,020	35,958
College Towns (14B)	9.9%	Families	16,152	16,455
Metro Renters (3B)	8.4%	Median Age	31.0	31.9
Young and Restless (11B)	7.7%	Median Household Income	\$76,994	\$90,174
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		110	\$2,627.01	\$91,997,993
Men's		111	\$487.80	\$17,082,747
Women's		110	\$879.38	\$30,796,054
Children's		109	\$400.28	\$14,017,935
Footwear		111	\$554.70	\$19,425,702
Watches & Jewelry		110	\$251.50	\$8,807,530
Apparel Products and Services (1)		110	\$53.34	\$1,868,026
Computer				
Computers and Hardware for Home Use		117	\$316.97	\$11,100,171
Portable Memory		130	\$5.31	\$186,116
Computer Software		121	\$18.97	\$664,351
Computer Accessories		109	\$25.89	\$906,584
Entertainment & Recreation		102	\$4,185.82	\$146,587,515
Fees and Admissions		102	\$846.06	\$29,629,141
Membership Fees for Clubs (2)		103	\$311.59	\$10,912,046
Fees for Participant Sports, excl. Trips		98	\$130.28	\$4,562,407
Tickets to Theatre/Operas/Concerts		107	\$81.41	\$2,851,130
Tickets to Movies		120	\$29.54	\$1,034,571
Tickets to Parks or Museums		107	\$40.04	\$1,402,273
Admission to Sporting Events, excl. Trips		108	\$85.10	\$2,980,154
Fees for Recreational Lessons		97	\$167.04	\$5,849,752
Dating Services		133	\$1.05	\$36,808
TV/Video/Audio		104	\$1,383.16	\$48,438,346
Cable and Satellite Television Services		96	\$725.56	\$25,408,986
Televisions		110	\$167.46	\$5,864,367
Satellite Dishes		107	\$1.34	\$47,033
VCRs, Video Cameras, and DVD Players		111	\$5.51	\$192,930
Miscellaneous Video Equipment		97	\$21.98	\$769,658
Video Cassettes and DVDs		112	\$6.45	\$226,011
Video Game Hardware/Accessories		133	\$61.57	\$2,156,314
Video Game Software		147	\$29.84	\$1,044,904
Rental/Streaming/Downloaded Video		116	\$199.10	\$6,972,486
Installation of Televisions		98	\$1.66	\$58,120
Audio (3)		113	\$161.16	\$5,643,896
Rental and Repair of TV/Radio/Sound Equipment		96	\$1.53	\$53,641
Pets		99	\$1,003.47	\$35,141,457
Toys/Games/Crafts/Hobbies (4)		108	\$196.92	\$6,896,188
Recreational Vehicles and Fees (5)		88	\$173.57	\$6,078,396
Sports/Recreation/Exercise Equipment (6)		106	\$322.67	\$11,299,814
Photo Equipment and Supplies (7)		110	\$67.49	\$2,363,333
Reading (8)		107	\$149.42	\$5,232,728
Catered Affairs (9)		109	\$43.06	\$1,508,110
Food		107	\$12,022.87	\$421,040,876
Food at Home		106	\$7,724.54	\$270,513,286
Bakery and Cereal Products		105	\$984.88	\$34,490,638
Meats, Poultry, Fish, and Eggs		106	\$1,670.37	\$58,496,409
Dairy Products		105	\$725.34	\$25,401,435
Fruits and Vegetables		106	\$1,526.58	\$53,460,919
Snacks and Other Food at Home (10)		106	\$2,817.36	\$98,663,885
Food Away from Home		110	\$4,298.33	\$150,527,589
Alcoholic Beverages		112	\$731.32	\$25,610,773

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1647-1669 5th Street Ext
 1647-1669 5th Street Ext, Charlottesville, Virginia, 22902
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.00653
 Longitude: -78.51913

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	92	\$42,580.91	\$1,491,183,449
Value of Retirement Plans	90	\$146,097.08	\$5,116,319,803
Value of Other Financial Assets	91	\$8,231.75	\$288,275,766
Vehicle Loan Amount excluding Interest	105	\$3,708.61	\$129,875,454
Value of Credit Card Debt	103	\$2,971.11	\$104,048,408
Health			
Nonprescription Drugs	101	\$179.61	\$6,289,987
Prescription Drugs	97	\$401.49	\$14,060,347
Eyeglasses and Contact Lenses	100	\$127.04	\$4,449,103
Home			
Mortgage Payment and Basics (11)	87	\$11,803.55	\$413,360,180
Maintenance and Remodeling Services	85	\$3,956.76	\$138,565,874
Maintenance and Remodeling Materials (12)	83	\$722.56	\$25,304,071
Utilities, Fuel, and Public Services	102	\$6,078.63	\$212,873,493
Household Furnishings and Equipment			
Household Textiles (13)	108	\$142.44	\$4,988,252
Furniture	105	\$1,034.40	\$36,224,729
Rugs	100	\$45.41	\$1,590,355
Major Appliances (14)	95	\$556.87	\$19,501,477
Housewares (15)	105	\$112.45	\$3,937,995
Small Appliances	114	\$92.13	\$3,226,557
Luggage	109	\$22.54	\$789,217
Telephones and Accessories	117	\$118.80	\$4,160,541
Household Operations			
Child Care	103	\$568.10	\$19,895,008
Lawn and Garden (16)	89	\$623.67	\$21,840,943
Moving/Storage/Freight Express	116	\$140.42	\$4,917,551
Housekeeping Supplies (17)	104	\$938.51	\$32,866,496
Insurance			
Owners and Renters Insurance	90	\$741.30	\$25,960,179
Vehicle Insurance	107	\$2,276.02	\$79,706,344
Life/Other Insurance	94	\$636.02	\$22,273,571
Health Insurance	97	\$4,860.69	\$170,221,503
Personal Care Products (18)	109	\$611.89	\$21,428,390
School Books (19)	129	\$55.02	\$1,926,895
Smoking Products	113	\$526.38	\$18,433,979
Transportation			
Payments on Vehicles excluding Leases	103	\$3,146.13	\$110,177,378
Gasoline and Motor Oil	104	\$3,473.90	\$121,656,079
Vehicle Maintenance and Repairs	106	\$1,575.68	\$55,180,317
Travel			
Airline Fares	104	\$660.91	\$23,145,110
Lodging on Trips	98	\$964.32	\$33,770,353
Auto/Truck Rental on Trips	109	\$126.43	\$4,427,499
Food and Drink on Trips	104	\$773.72	\$27,095,567

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

1647-1669 5th Street Ext
 1647-1669 5th Street Ext, Charlottesville, Virginia, 22902
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.00653
 Longitude: -78.51913

Data for all businesses in area	1 mile		3 miles		5 miles	
Total Businesses:	154		3,630		5,734	
Total Employees:	1,759		97,916		129,227	
Total Population:	10,322		53,507		85,895	
Employee/Population Ratio (per 100 Residents)	17		183		150	

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.1%	9	0.3%	113	0.1%	16	0.3%	160	0.1%
Mining	0	0.0%	0	0.0%	3	0.1%	20	0.0%	6	0.1%	48	0.0%
Utilities	0	0.0%	0	0.0%	6	0.2%	32	0.0%	8	0.1%	169	0.1%
Construction	9	5.8%	30	1.7%	137	3.8%	1,446	1.5%	255	4.5%	2,865	2.2%
Building Construction	5	3.3%	16	0.9%	54	1.5%	613	0.6%	103	1.8%	1,403	1.1%
Heavy/Civil Eng Construction	0	0.0%	1	0.1%	10	0.3%	55	0.1%	19	0.3%	134	0.1%
Specialty Trade Contractor	4	2.6%	14	0.8%	74	2.0%	777	0.8%	133	2.3%	1,328	1.0%
Manufacturing	3	1.9%	41	2.3%	72	2.0%	1,089	1.1%	127	2.2%	2,525	1.9%
Wholesale Trade	4	2.6%	26	1.5%	61	1.7%	635	0.7%	110	1.9%	1,031	0.8%
Durable Goods	4	2.6%	24	1.4%	40	1.1%	378	0.4%	71	1.2%	636	0.5%
Nondurable Goods	0	0.0%	0	0.0%	18	0.5%	239	0.2%	35	0.6%	370	0.3%
Trade Broker	0	0.0%	1	0.1%	2	0.1%	18	0.0%	4	0.1%	26	0.0%
Retail Trade	12	7.8%	244	13.9%	237	6.5%	30,356	31.0%	504	8.8%	34,544	26.7%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	7	0.2%	43	0.0%	36	0.6%	866	0.7%
Furniture & Home Furnishings Stores	0	0.0%	7	0.4%	11	0.3%	69	0.1%	27	0.5%	198	0.1%
Electronics & Appliance Stores	0	0.0%	0	0.0%	14	0.4%	193	0.2%	26	0.5%	366	0.3%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	5	0.3%	7	0.2%	79	0.1%	18	0.3%	218	0.2%
Food & Beverage Stores	3	1.9%	133	7.6%	47	1.3%	28,745	29.4%	86	1.5%	29,839	23.1%
Health & Personal Care Stores	2	1.3%	20	1.1%	22	0.6%	185	0.2%	59	1.0%	457	0.3%
Gasoline Stations & Fuel Dealers	2	1.3%	14	0.8%	6	0.2%	43	0.0%	16	0.3%	127	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%	19	0.5%	89	0.1%	69	1.2%	609	0.5%
Sporting Goods, Hobby, Book, & Music Stores	2	1.3%	33	1.9%	86	2.4%	748	0.8%	130	2.3%	1,415	1.1%
General Merchandise Stores	3	1.9%	32	1.8%	18	0.5%	162	0.2%	37	0.7%	448	0.3%
Transportation & Warehousing	3	1.9%	9	0.5%	30	0.8%	271	0.3%	57	1.0%	563	0.4%
Truck Transportation	1	0.7%	6	0.3%	9	0.3%	103	0.1%	11	0.2%	118	0.1%
Information	3	1.9%	28	1.6%	80	2.2%	1,423	1.4%	135	2.4%	2,358	1.8%
Finance & Insurance	2	1.3%	16	0.9%	117	3.2%	1,631	1.7%	236	4.1%	2,643	2.0%
Central Bank/Credit Intermediation & Related Activities	1	0.7%	6	0.3%	28	0.8%	185	0.2%	69	1.2%	497	0.4%
Securities & Commodity Contracts	0	0.0%	9	0.5%	69	1.9%	1,327	1.4%	112	1.9%	1,803	1.4%
Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%	21	0.6%	119	0.1%	55	1.0%	343	0.3%
Real Estate, Rental & Leasing	13	8.4%	58	3.3%	144	4.0%	2,283	2.3%	260	4.5%	4,348	3.4%
Professional, Scientific & Tech Services	12	7.8%	73	4.2%	411	11.3%	3,137	3.2%	638	11.1%	5,598	4.3%
Legal Services	0	0.0%	3	0.2%	84	2.3%	816	0.8%	133	2.3%	1,102	0.8%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	20	0.0%	5	0.1%	38	0.0%
Administrative, Support & Waste Management Services	3	1.9%	19	1.1%	76	2.1%	808	0.8%	150	2.6%	2,194	1.7%
Educational Services	6	3.9%	225	12.8%	130	3.6%	9,186	9.4%	196	3.4%	11,369	8.8%

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Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Business Summary

1647-1669 5th Street Ext
 1647-1669 5th Street Ext, Charlottesville, Virginia, 22902
 Rings: 1, 3, 5 mile radii

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 Latitude: 38.00653
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	16	10.4%	192	10.9%	1,127	31.1%	32,533	33.2%	1,512	26.4%	39,770	30.8%
Ambulatory Health Care	10	6.5%	120	6.8%	996	27.4%	18,158	18.5%	1,300	22.7%	21,577	16.7%
Hospital	0	0.0%	14	0.8%	39	1.1%	12,749	13.0%	53	0.9%	14,600	11.3%
Nursing/Residential Care	0	0.0%	4	0.2%	14	0.4%	362	0.4%	32	0.6%	1,623	1.3%
Social Assistance	6	3.9%	54	3.1%	79	2.2%	1,264	1.3%	127	2.2%	1,969	1.5%
Arts, Entertainment & Recreation	0	0.0%	6	0.3%	88	2.4%	1,279	1.3%	134	2.3%	1,854	1.4%
Accommodation & Food Services	16	10.4%	232	13.2%	260	7.2%	4,198	4.3%	403	7.0%	7,012	5.4%
Accommodation	3	1.9%	82	4.7%	27	0.7%	778	0.8%	53	0.9%	1,452	1.1%
Food Services & Drinking Places	12	7.8%	150	8.5%	233	6.4%	3,421	3.5%	349	6.1%	5,559	4.3%
Other Services (except Public Administration)	31	20.1%	127	7.2%	375	10.3%	2,176	2.2%	626	10.9%	3,853	3.0%
Repair & Maintenance	2	1.3%	10	0.6%	54	1.5%	261	0.3%	100	1.7%	654	0.5%
Automotive Repair & Maintenance	2	1.3%	8	0.5%	36	1.0%	185	0.2%	69	1.2%	525	0.4%
Personal & Laundry Service	6	3.9%	29	1.6%	85	2.3%	527	0.5%	166	2.9%	1,033	0.8%
Civic and Other Orgs	23	14.9%	89	5.1%	236	6.5%	1,389	1.4%	360	6.3%	2,166	1.7%
Public Administration	15	9.7%	429	24.4%	149	4.1%	5,073	5.2%	181	3.2%	6,056	4.7%
Unclassified Establishments	7	4.5%	5	0.3%	114	3.1%	206	0.2%	177	3.1%	229	0.2%
Total	154	100.0%	1,759	100.0%	3,630	100.0%	97,916	100.0%	5,734	100.0%	129,227	100.0%

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Business Summary

1647-1669 5th Street Ext
 1647-1669 5th Street Ext, Charlottesville, Virginia, 22902
 Rings: 1, 3, 5 mile radii

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by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	2.6%	28	1.6%	49	1.4%	499	0.5%	88	1.5%	840	0.7%
Construction	9	5.8%	26	1.5%	122	3.4%	1,340	1.4%	224	3.9%	2,644	2.0%
Manufacturing	3	1.9%	41	2.3%	71	2.0%	1,144	1.2%	122	2.1%	2,670	2.1%
Transportation	3	1.9%	12	0.7%	33	0.9%	596	0.6%	71	1.2%	1,569	1.2%
Communication	2	1.3%	8	0.5%	26	0.7%	358	0.4%	47	0.8%	667	0.5%
Utility	0	0.0%	0	0.0%	9	0.3%	58	0.1%	12	0.2%	218	0.2%
Wholesale Trade	4	2.6%	26	1.5%	61	1.7%	635	0.7%	111	1.9%	1,036	0.8%
Retail Trade Summary	25	16.2%	396	22.5%	481	13.3%	33,834	34.5%	874	15.2%	40,212	31.1%
Home Improvement	0	0.0%	5	0.3%	7	0.2%	79	0.1%	17	0.3%	214	0.2%
General Merchandise Stores	2	1.3%	30	1.7%	13	0.4%	144	0.1%	24	0.4%	387	0.3%
Food Stores	3	1.9%	144	8.2%	56	1.5%	28,881	29.5%	102	1.8%	30,061	23.3%
Auto Dealers & Gas Stations	2	1.3%	14	0.8%	13	0.4%	86	0.1%	51	0.9%	987	0.8%
Apparel & Accessory Stores	0	0.0%	0	0.0%	13	0.4%	75	0.1%	55	1.0%	541	0.4%
Furniture & Home Furnishings	1	0.7%	8	0.5%	29	0.8%	242	0.3%	61	1.1%	556	0.4%
Eating & Drinking Places	12	7.8%	138	7.8%	226	6.2%	3,289	3.4%	339	5.9%	5,366	4.2%
Miscellaneous Retail	5	3.3%	57	3.2%	125	3.4%	1,038	1.1%	225	3.9%	2,099	1.6%
Finance, Insurance, Real Estate Summary	15	9.7%	73	4.2%	264	7.3%	3,916	4.0%	496	8.7%	6,987	5.4%
Banks, Savings & Lending Institutions	2	1.3%	7	0.4%	29	0.8%	188	0.2%	72	1.3%	511	0.4%
Securities Brokers	0	0.0%	9	0.5%	66	1.8%	1,301	1.3%	108	1.9%	1,769	1.4%
Insurance Carriers & Agents	0	0.0%	0	0.0%	21	0.6%	119	0.1%	55	1.0%	343	0.3%
Real Estate, Holding, Other Investment Offices	12	7.8%	57	3.2%	148	4.1%	2,308	2.4%	261	4.5%	4,364	3.4%
Services Summary	68	44.2%	716	40.7%	2,254	62.1%	50,289	51.4%	3,334	58.1%	66,141	51.2%
Hotels & Lodging	3	1.9%	82	4.7%	27	0.7%	778	0.8%	53	0.9%	1,452	1.1%
Automotive Services	2	1.3%	8	0.5%	52	1.4%	244	0.3%	94	1.6%	743	0.6%
Movies & Amusements	1	0.7%	22	1.3%	80	2.2%	1,257	1.3%	129	2.3%	1,830	1.4%
Health Services	10	6.5%	133	7.6%	1,039	28.6%	31,102	31.8%	1,363	23.8%	37,446	29.0%
Legal Services	0	0.0%	3	0.2%	79	2.2%	804	0.8%	123	2.1%	1,056	0.8%
Education Institutions & Libraries	5	3.3%	224	12.7%	125	3.4%	9,426	9.6%	178	3.1%	11,661	9.0%
Other Services	47	30.5%	244	13.9%	852	23.5%	6,679	6.8%	1,393	24.3%	11,952	9.3%
Government	15	9.7%	429	24.4%	147	4.0%	5,041	5.2%	178	3.1%	6,014	4.7%
Unclassified Establishments	7	4.5%	5	24.4%	114	3.1%	206	5.2%	177	3.1%	229	4.7%
Totals	154	100.0%	1,759	100.0%	3,630	100.0%	97,916	100.0%	5,734	100.0%	129,227	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.