

## Market Profile

2208 Pulaski Hwy, Havre De Grace, Maryland, 21078  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.52504  
 Longitude: -76.13632

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	2,162	30,253	40,592
2020 Total Population	2,706	33,414	45,367
2020 Group Quarters	42	281	611
2024 Total Population	2,854	34,590	47,915
2024 Group Quarters	40	279	605
2029 Total Population	2,934	35,748	49,235
2024-2029 Annual Rate	0.55%	0.66%	0.55%
2024 Total Daytime Population	2,497	36,225	50,008
Workers	1,136	19,855	27,310
Residents	1,361	16,370	22,698
<b>Household Summary</b>			
2010 Households	850	11,695	15,533
2010 Average Household Size	2.54	2.53	2.51
2020 Total Households	1,058	13,560	18,350
2020 Average Household Size	2.52	2.44	2.44
2024 Households	1,108	14,208	19,593
2024 Average Household Size	2.54	2.41	2.41
2029 Households	1,154	14,983	20,529
2029 Average Household Size	2.51	2.37	2.37
2024-2029 Annual Rate	0.82%	1.07%	0.94%
2010 Families	622	7,830	10,363
2010 Average Family Size	2.95	3.06	3.05
2024 Families	793	8,928	12,185
2024 Average Family Size	2.91	3.05	3.08
2029 Families	826	9,373	12,708
2029 Average Family Size	2.87	3.00	3.02
2024-2029 Annual Rate	0.82%	0.98%	0.84%
<b>Housing Unit Summary</b>			
2000 Housing Units	692	12,000	15,757
Owner Occupied Housing Units	74.3%	54.0%	55.3%
Renter Occupied Housing Units	14.3%	38.7%	37.7%
Vacant Housing Units	11.4%	7.3%	7.0%
2010 Housing Units	939	13,084	17,341
Owner Occupied Housing Units	76.6%	57.4%	57.1%
Renter Occupied Housing Units	14.0%	32.0%	32.5%
Vacant Housing Units	9.5%	10.6%	10.4%
2020 Housing Units	1,164	14,644	19,935
Owner Occupied Housing Units	78.6%	57.9%	57.0%
Renter Occupied Housing Units	12.3%	34.7%	35.1%
Vacant Housing Units	6.4%	7.4%	8.0%
2024 Housing Units	1,203	15,474	21,507
Owner Occupied Housing Units	81.0%	59.3%	58.7%
Renter Occupied Housing Units	11.1%	32.6%	32.4%
Vacant Housing Units	7.9%	8.2%	8.9%
2029 Housing Units	1,249	16,256	22,452
Owner Occupied Housing Units	82.5%	60.6%	59.9%
Renter Occupied Housing Units	9.8%	31.6%	31.5%
Vacant Housing Units	7.6%	7.8%	8.6%

**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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<b>2024 Households by Income</b>			
Household Income Base	1,108	14,208	19,593
<\$15,000	9.0%	8.8%	8.9%
\$15,000 - \$24,999	2.5%	5.9%	5.4%
\$25,000 - \$34,999	7.2%	7.5%	6.8%
\$35,000 - \$49,999	4.1%	8.1%	8.2%
\$50,000 - \$74,999	7.7%	12.3%	13.1%
\$75,000 - \$99,999	7.7%	12.6%	12.3%
\$100,000 - \$149,999	20.4%	20.1%	19.8%
\$150,000 - \$199,999	17.1%	11.5%	11.6%
\$200,000+	24.2%	13.2%	13.9%
Average Household Income	\$153,187	\$116,589	\$118,441
<b>2029 Households by Income</b>			
Household Income Base	1,154	14,983	20,529
<\$15,000	7.9%	8.0%	8.2%
\$15,000 - \$24,999	1.8%	4.9%	4.5%
\$25,000 - \$34,999	6.0%	6.6%	6.0%
\$35,000 - \$49,999	3.2%	6.9%	7.0%
\$50,000 - \$74,999	6.6%	10.9%	11.6%
\$75,000 - \$99,999	7.1%	12.7%	12.3%
\$100,000 - \$149,999	19.4%	20.8%	20.4%
\$150,000 - \$199,999	19.2%	13.3%	13.5%
\$200,000+	28.9%	16.1%	16.5%
Average Household Income	\$175,724	\$133,173	\$134,435
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	974	9,170	12,613
<\$50,000	11.0%	7.1%	5.6%
\$50,000 - \$99,999	2.8%	1.4%	1.1%
\$100,000 - \$149,999	0.2%	2.0%	1.5%
\$150,000 - \$199,999	0.7%	6.1%	5.5%
\$200,000 - \$249,999	5.1%	9.6%	9.5%
\$250,000 - \$299,999	10.7%	14.1%	14.3%
\$300,000 - \$399,999	25.8%	22.1%	21.4%
\$400,000 - \$499,999	15.3%	15.0%	16.2%
\$500,000 - \$749,999	25.8%	17.7%	20.4%
\$750,000 - \$999,999	2.0%	3.6%	3.2%
\$1,000,000 - \$1,499,999	0.7%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.3%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$394,795	\$381,989	\$398,242
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	1,031	9,849	13,446
<\$50,000	7.8%	5.4%	4.2%
\$50,000 - \$99,999	1.0%	0.5%	0.4%
\$100,000 - \$149,999	0.3%	0.7%	0.5%
\$150,000 - \$199,999	0.4%	2.9%	2.6%
\$200,000 - \$249,999	2.4%	5.1%	4.9%
\$250,000 - \$299,999	7.1%	10.0%	9.6%
\$300,000 - \$399,999	20.8%	20.5%	19.2%
\$400,000 - \$499,999	18.3%	19.6%	20.6%
\$500,000 - \$749,999	37.3%	26.6%	30.2%
\$750,000 - \$999,999	3.6%	6.6%	5.8%
\$1,000,000 - \$1,499,999	1.1%	1.3%	1.3%
\$1,500,000 - \$1,999,999	0.1%	0.4%	0.4%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$463,154	\$463,057	\$476,772

**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.

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<b>Median Household Income</b>			
2024	\$123,863	\$88,024	\$88,830
2029	\$143,038	\$100,111	\$100,626
<b>Median Home Value</b>			
2024	\$375,896	\$343,365	\$358,296
2029	\$456,614	\$424,974	\$442,336
<b>Per Capita Income</b>			
2024	\$59,174	\$47,790	\$48,566
2029	\$68,816	\$55,684	\$56,194
<b>Median Age</b>			
2010	43.7	39.0	39.8
2020	45.9	41.7	42.0
2024	45.4	42.2	42.3
2029	46.4	43.5	43.5
<b>2020 Population by Age</b>			
Total	2,706	33,414	45,367
0 - 4	5.2%	5.4%	5.4%
5 - 9	5.5%	6.2%	5.9%
10 - 14	6.2%	6.2%	6.2%
15 - 24	10.0%	11.2%	11.1%
25 - 34	9.7%	12.7%	12.6%
35 - 44	12.4%	12.0%	12.1%
45 - 54	13.5%	12.7%	12.8%
55 - 64	17.4%	15.5%	15.7%
65 - 74	12.3%	11.3%	11.2%
75 - 84	5.4%	4.8%	5.0%
85 +	2.6%	1.9%	2.0%
18 +	79.4%	78.7%	79.0%
<b>2024 Population by Age</b>			
Total	2,855	34,593	47,915
0 - 4	5.1%	5.4%	5.4%
5 - 9	6.0%	5.8%	5.7%
10 - 14	5.9%	6.0%	5.8%
15 - 24	9.9%	11.0%	11.1%
25 - 34	9.6%	12.4%	12.5%
35 - 44	13.1%	13.0%	13.1%
45 - 54	12.3%	12.0%	12.0%
55 - 64	15.7%	14.2%	14.4%
65 - 74	12.9%	12.0%	11.9%
75 - 84	7.1%	6.2%	6.1%
85 +	2.5%	2.1%	2.1%
18 +	79.5%	79.5%	79.8%
<b>2029 Population by Age</b>			
Total	2,934	35,747	49,235
0 - 4	4.7%	5.3%	5.3%
5 - 9	5.4%	5.3%	5.2%
10 - 14	6.4%	5.6%	5.5%
15 - 24	9.5%	10.8%	10.7%
25 - 34	9.5%	11.8%	11.9%
35 - 44	12.5%	13.2%	13.2%
45 - 54	12.7%	12.0%	12.1%
55 - 64	13.7%	12.5%	12.6%
65 - 74	13.7%	13.0%	13.0%
75 - 84	9.1%	8.1%	7.9%
85 +	2.7%	2.5%	2.5%
18 +	80.1%	80.5%	80.7%

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<b>2020 Population by Sex</b>			
Males	1,327	16,060	22,087
Females	1,379	17,354	23,280
<b>2024 Population by Sex</b>			
Males	1,423	16,869	23,677
Females	1,431	17,721	24,238
<b>2029 Population by Sex</b>			
Males	1,448	17,285	24,124
Females	1,486	18,462	25,111
<b>2010 Population by Race/Ethnicity</b>			
Total	2,163	30,253	40,592
White Alone	71.8%	68.5%	70.6%
Black Alone	19.6%	22.6%	21.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	3.0%	2.4%	2.3%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	1.1%	1.3%	1.3%
Two or More Races	3.9%	4.5%	4.1%
Hispanic Origin	3.1%	5.1%	5.0%
Diversity Index	47.7	52.8	50.6
<b>2020 Population by Race/Ethnicity</b>			
Total	2,706	33,414	45,367
White Alone	65.2%	61.7%	62.6%
Black Alone	21.3%	22.9%	22.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.4%	2.8%	2.7%
Pacific Islander Alone	0.4%	0.2%	0.2%
Some Other Race Alone	2.6%	3.1%	2.8%
Two or More Races	7.6%	8.9%	8.8%
Hispanic Origin	6.4%	7.6%	7.2%
Diversity Index	58.0	61.9	60.8
<b>2024 Population by Race/Ethnicity</b>			
Total	2,856	34,589	47,915
White Alone	62.6%	59.5%	60.1%
Black Alone	22.9%	24.3%	24.1%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	2.6%	3.0%	3.0%
Pacific Islander Alone	0.5%	0.2%	0.2%
Some Other Race Alone	2.9%	3.3%	3.0%
Two or More Races	8.0%	9.2%	9.1%
Hispanic Origin	7.3%	8.3%	7.9%
Diversity Index	60.8	64.1	63.2
<b>2029 Population by Race/Ethnicity</b>			
Total	2,933	35,747	49,236
White Alone	60.4%	57.6%	58.2%
Black Alone	24.1%	25.1%	25.0%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	2.8%	3.3%	3.2%
Pacific Islander Alone	0.5%	0.2%	0.2%
Some Other Race Alone	3.1%	3.5%	3.2%
Two or More Races	8.6%	9.7%	9.7%
Hispanic Origin	7.9%	9.0%	8.5%
Diversity Index	63.1	66.0	65.1

**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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<b>2020 Population by Relationship and Household Type</b>			
Total	2,706	33,414	45,367
In Households	98.4%	99.2%	98.7%
Householder	38.2%	40.5%	40.5%
Opposite-Sex Spouse	21.5%	17.5%	17.4%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.3%	2.9%	2.9%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	24.8%	25.7%	25.3%
Adopted Child	0.5%	0.6%	0.6%
Stepchild	1.4%	1.6%	1.5%
Grandchild	3.1%	3.0%	3.0%
Brother or Sister	0.9%	1.0%	1.0%
Parent	1.3%	1.2%	1.3%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.4%
Other Relatives	1.5%	1.3%	1.3%
Foster Child	0.3%	0.1%	0.1%
Other Nonrelatives	1.8%	2.7%	2.7%
In Group Quarters	1.6%	0.8%	1.3%
Institutionalized	1.6%	0.5%	0.9%
Noninstitutionalized	0.0%	0.3%	0.4%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	2,087	24,848	34,529
Less than 9th Grade	2.1%	2.1%	2.0%
9th - 12th Grade, No Diploma	4.5%	6.1%	5.8%
High School Graduate	16.1%	21.4%	23.2%
GED/Alternative Credential	3.4%	4.9%	4.7%
Some College, No Degree	16.0%	18.2%	18.1%
Associate Degree	9.5%	10.3%	9.9%
Bachelor's Degree	20.2%	19.1%	19.4%
Graduate/Professional Degree	28.1%	18.0%	16.9%
<b>2024 Population 15+ by Marital Status</b>			
Total	2,369	28,669	39,839
Never Married	28.9%	31.7%	32.1%
Married	55.7%	50.5%	50.0%
Widowed	5.3%	6.6%	6.6%
Divorced	10.1%	11.1%	11.4%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,556	18,501	25,693
Population 16+ Employed	97.6%	97.8%	97.4%
Population 16+ Unemployment rate	2.4%	2.2%	2.6%
Population 16-24 Employed	8.4%	11.5%	11.7%
Population 16-24 Unemployment rate	16.3%	9.3%	9.4%
Population 25-54 Employed	59.2%	59.9%	59.9%
Population 25-54 Unemployment rate	0.7%	0.9%	1.3%
Population 55-64 Employed	22.4%	19.0%	19.0%
Population 55-64 Unemployment rate	0.9%	1.5%	2.1%
Population 65+ Employed	10.0%	9.6%	9.5%
Population 65+ Unemployment rate	2.6%	1.9%	2.1%

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<b>2024 Employed Population 16+ by Industry</b>			
Total	1,518	18,102	25,035
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	1.8%	5.5%	5.3%
Manufacturing	3.8%	6.4%	6.8%
Wholesale Trade	0.9%	0.9%	1.0%
Retail Trade	11.3%	12.5%	12.1%
Transportation/Utilities	9.4%	6.3%	6.4%
Information	0.3%	0.7%	0.6%
Finance/Insurance/Real Estate	2.6%	3.0%	3.2%
Services	54.9%	48.8%	49.3%
Public Administration	15.0%	15.9%	15.1%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	1,519	18,103	25,035
White Collar	60.6%	64.7%	63.3%
Management/Business/Financial	25.4%	18.4%	18.8%
Professional	23.1%	27.7%	26.7%
Sales	5.3%	6.5%	6.1%
Administrative Support	6.8%	12.1%	11.6%
Services	16.4%	15.6%	15.5%
Blue Collar	23.1%	19.8%	21.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.1%	3.8%	3.6%
Installation/Maintenance/Repair	4.7%	3.5%	3.8%
Production	4.6%	3.9%	4.3%
Transportation/Material Moving	12.6%	8.6%	9.5%
<b>2020 Households by Type</b>			
Total	1,058	13,560	18,350
Married Couple Households	55.7%	44.0%	43.7%
With Own Children <18	17.4%	14.3%	14.3%
Without Own Children <18	38.3%	29.6%	29.4%
Cohabiting Couple Households	6.0%	7.6%	7.6%
With Own Children <18	2.3%	2.8%	2.7%
Without Own Children <18	3.7%	4.8%	4.9%
Male Householder, No Spouse/Partner	15.7%	18.8%	20.0%
Living Alone	10.1%	13.3%	14.4%
65 Years and over	3.5%	4.1%	4.4%
With Own Children <18	1.3%	1.4%	1.5%
Without Own Children <18, With Relatives	3.0%	2.9%	3.0%
No Relatives Present	1.1%	1.1%	1.1%
Female Householder, No Spouse/Partner	22.8%	29.7%	28.8%
Living Alone	11.5%	16.0%	15.5%
65 Years and over	6.2%	8.3%	8.1%
With Own Children <18	4.4%	5.8%	5.5%
Without Own Children <18, With Relatives	5.9%	6.9%	6.7%
No Relatives Present	0.9%	1.1%	1.0%
<b>2020 Households by Size</b>			
Total	1,058	13,560	18,350
1 Person Household	21.6%	29.3%	29.9%
2 Person Household	37.2%	32.5%	32.5%
3 Person Household	15.8%	16.3%	15.7%
4 Person Household	13.3%	11.6%	11.6%
5 Person Household	6.8%	5.5%	5.5%
6 Person Household	3.2%	2.7%	2.6%
7 + Person Household	2.0%	2.0%	2.0%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	1,058	13,560	18,350
Owner Occupied	86.5%	62.5%	61.9%
Owned with a Mortgage/Loan	63.2%	46.4%	46.1%
Owned Free and Clear	23.3%	16.1%	15.8%
Renter Occupied	13.5%	37.5%	38.1%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	129	100	97
Percent of Income for Mortgage	19.0%	24.4%	25.2%
Wealth Index	165	109	109
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	1,164	14,644	19,935
Urban Housing Units	79.0%	94.0%	90.5%
Rural Housing Units	21.0%	6.0%	9.5%
<b>2020 Population By Urban/ Rural Status</b>			
Total	2,706	33,414	45,367
Urban Population	79.9%	93.8%	89.8%
Rural Population	20.1%	6.2%	10.2%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Pleasantville (2B)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Comfortable Empty Nesters	Workday Drive (4A)	Comfortable Empty Nesters
3.	Senior Escapes (9D)	Comfortable Empty Nesters	Workday Drive (4A)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,463,417	\$35,372,955	\$49,427,787
Average Spent	\$3,125.83	\$2,489.65	\$2,522.73
Spending Potential Index	131	105	106
Education: Total \$	\$2,769,850	\$25,669,200	\$35,601,010
Average Spent	\$2,499.86	\$1,806.67	\$1,817.03
Spending Potential Index	145	105	105
Entertainment/Recreation: Total \$	\$6,196,076	\$60,022,444	\$84,244,925
Average Spent	\$5,592.13	\$4,224.55	\$4,299.75
Spending Potential Index	137	103	105
Food at Home: Total \$	\$10,666,487	\$107,437,120	\$150,581,597
Average Spent	\$9,626.79	\$7,561.73	\$7,685.48
Spending Potential Index	132	104	105
Food Away from Home: Total \$	\$5,702,816	\$57,497,209	\$80,765,357
Average Spent	\$5,146.95	\$4,046.82	\$4,122.15
Spending Potential Index	132	104	106
Health Care: Total \$	\$11,982,350	\$115,243,513	\$160,669,739
Average Spent	\$10,814.40	\$8,111.17	\$8,200.36
Spending Potential Index	141	105	107
HH Furnishings & Equipment: Total \$	\$4,757,682	\$46,604,352	\$65,285,711
Average Spent	\$4,293.94	\$3,280.15	\$3,332.09
Spending Potential Index	136	104	105
Personal Care Products & Services: Total \$	\$1,440,166	\$14,608,336	\$20,510,887
Average Spent	\$1,299.79	\$1,028.18	\$1,046.85
Spending Potential Index	131	103	105
Shelter: Total \$	\$38,151,127	\$387,128,109	\$544,745,056
Average Spent	\$34,432.43	\$27,247.19	\$27,803.04
Spending Potential Index	129	102	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,465,762	\$51,555,360	\$72,416,073
Average Spent	\$4,933.00	\$3,628.61	\$3,696.02
Spending Potential Index	141	104	105
Travel: Total \$	\$4,560,624	\$43,862,331	\$61,599,037
Average Spent	\$4,116.09	\$3,087.16	\$3,143.93
Spending Potential Index	136	102	104
Vehicle Maintenance & Repairs: Total \$	\$2,184,983	\$21,997,024	\$30,872,738
Average Spent	\$1,972.01	\$1,548.21	\$1,575.70
Spending Potential Index	133	105	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.

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