



Market Profile

Epic Plaza
 12910 Factory Ln, Louisville, Kentucky, 40245
 Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
 Latitude: 38.28804
 Longitude: -85.51142

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	4,095	42,036	109,281
2020 Total Population	4,930	46,675	125,323
2020 Group Quarters	35	500	1,381
2023 Total Population	5,263	48,470	131,278
2023 Group Quarters	35	489	1,383
2028 Total Population	5,349	50,091	134,141
2023-2028 Annual Rate	0.32%	0.66%	0.43%
2023 Total Daytime Population	13,967	58,234	149,263
Workers	11,528	34,913	86,179
Residents	2,439	23,321	63,084
Household Summary			
2010 Households	1,602	15,761	43,423
2010 Average Household Size	2.55	2.63	2.48
2020 Total Households	2,056	17,816	50,670
2020 Average Household Size	2.38	2.59	2.45
2023 Households	2,250	18,658	53,299
2023 Average Household Size	2.32	2.57	2.44
2028 Households	2,292	19,457	54,787
2028 Average Household Size	2.32	2.55	2.42
2023-2028 Annual Rate	0.37%	0.84%	0.55%
2010 Families	1,040	11,433	29,976
2010 Average Family Size	3.22	3.12	3.01
2023 Families	1,337	12,912	35,624
2023 Average Family Size	3.06	3.13	3.02
2028 Families	1,330	13,375	36,478
2028 Average Family Size	3.09	3.12	3.01
2023-2028 Annual Rate	-0.10%	0.71%	0.47%
Housing Unit Summary			
2000 Housing Units	575	11,896	34,452
Owner Occupied Housing Units	83.1%	77.6%	73.7%
Renter Occupied Housing Units	7.3%	18.1%	21.0%
Vacant Housing Units	9.6%	4.3%	5.3%
2010 Housing Units	1,723	16,743	46,078
Owner Occupied Housing Units	51.3%	72.3%	71.1%
Renter Occupied Housing Units	41.4%	21.9%	23.2%
Vacant Housing Units	7.0%	5.9%	5.8%
2020 Housing Units	2,214	18,845	54,095
Owner Occupied Housing Units	44.0%	68.2%	67.2%
Renter Occupied Housing Units	48.8%	26.3%	26.5%
Vacant Housing Units	6.5%	5.8%	6.3%
2023 Housing Units	2,426	20,102	57,535
Owner Occupied Housing Units	47.0%	66.0%	67.0%
Renter Occupied Housing Units	45.7%	26.8%	25.6%
Vacant Housing Units	7.3%	7.2%	7.4%
2028 Housing Units	2,466	20,752	58,660
Owner Occupied Housing Units	47.2%	65.5%	67.5%
Renter Occupied Housing Units	45.7%	28.3%	25.9%
Vacant Housing Units	7.1%	6.2%	6.6%

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

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2023 Households by Income			
Household Income Base	2,250	18,658	53,299
<\$15,000	7.9%	6.1%	4.4%
\$15,000 - \$24,999	3.9%	4.2%	4.0%
\$25,000 - \$34,999	4.4%	5.1%	5.5%
\$35,000 - \$49,999	9.1%	8.6%	8.8%
\$50,000 - \$74,999	15.2%	14.5%	15.2%
\$75,000 - \$99,999	15.0%	13.0%	12.7%
\$100,000 - \$149,999	14.2%	18.5%	19.1%
\$150,000 - \$199,999	13.3%	11.1%	11.9%
\$200,000+	17.1%	19.0%	18.3%
Average Household Income	\$131,420	\$145,956	\$141,944
2028 Households by Income			
Household Income Base	2,292	19,457	54,787
<\$15,000	6.4%	5.1%	3.6%
\$15,000 - \$24,999	2.9%	3.2%	3.1%
\$25,000 - \$34,999	3.5%	4.3%	4.5%
\$35,000 - \$49,999	7.5%	7.7%	7.9%
\$50,000 - \$74,999	14.6%	12.9%	13.5%
\$75,000 - \$99,999	15.8%	12.3%	11.9%
\$100,000 - \$149,999	13.7%	19.4%	20.0%
\$150,000 - \$199,999	14.6%	13.5%	14.9%
\$200,000+	21.0%	21.5%	20.7%
Average Household Income	\$151,442	\$164,182	\$159,923
2023 Owner Occupied Housing Units by Value			
Total	1,141	13,262	38,558
<\$50,000	0.1%	0.6%	0.4%
\$50,000 - \$99,999	0.0%	0.2%	0.1%
\$100,000 - \$149,999	0.2%	2.6%	2.4%
\$150,000 - \$199,999	0.4%	9.1%	7.0%
\$200,000 - \$249,999	4.4%	15.5%	12.5%
\$250,000 - \$299,999	16.7%	14.5%	16.3%
\$300,000 - \$399,999	54.9%	24.8%	29.2%
\$400,000 - \$499,999	14.0%	13.9%	18.2%
\$500,000 - \$749,999	7.8%	14.4%	10.8%
\$750,000 - \$999,999	1.4%	3.6%	2.3%
\$1,000,000 - \$1,499,999	0.3%	0.5%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.3%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$378,784	\$381,360	\$371,542
2028 Owner Occupied Housing Units by Value			
Total	1,165	13,589	39,581
<\$50,000	0.0%	0.2%	0.1%
\$50,000 - \$99,999	0.0%	0.1%	0.0%
\$100,000 - \$149,999	0.0%	1.0%	0.8%
\$150,000 - \$199,999	0.1%	5.1%	3.7%
\$200,000 - \$249,999	2.1%	12.5%	9.2%
\$250,000 - \$299,999	10.9%	14.1%	14.5%
\$300,000 - \$399,999	56.8%	26.5%	32.1%
\$400,000 - \$499,999	16.8%	16.0%	21.7%
\$500,000 - \$749,999	11.1%	18.8%	14.2%
\$750,000 - \$999,999	1.8%	5.2%	3.2%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$398,518	\$413,167	\$400,280

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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Median Household Income			
2023	\$89,252	\$96,454	\$98,306
2028	\$98,644	\$108,090	\$110,017
Median Home Value			
2023	\$351,837	\$331,109	\$338,414
2028	\$364,804	\$364,238	\$367,249
Per Capita Income			
2023	\$58,003	\$56,919	\$57,707
2028	\$67,262	\$64,561	\$65,406
Median Age			
2010	33.7	37.4	39.3
2020	38.6	39.7	41.0
2023	35.1	39.7	41.7
2028	36.4	40.5	42.6
2020 Population by Age			
Total	4,930	46,675	125,323
0 - 4	5.4%	5.6%	5.5%
5 - 9	5.9%	6.8%	6.3%
10 - 14	6.6%	7.5%	6.9%
15 - 24	13.0%	12.2%	11.5%
25 - 34	14.4%	11.7%	11.9%
35 - 44	13.3%	13.7%	13.3%
45 - 54	15.5%	13.9%	13.1%
55 - 64	10.9%	12.7%	13.0%
65 - 74	8.0%	9.9%	10.9%
75 - 84	4.6%	4.5%	5.5%
85 +	2.6%	1.6%	2.1%
18 +	77.8%	75.6%	77.1%
2023 Population by Age			
Total	5,261	48,470	131,278
0 - 4	7.5%	5.9%	5.5%
5 - 9	9.2%	7.1%	6.5%
10 - 14	7.5%	7.4%	7.0%
15 - 24	8.0%	10.8%	10.7%
25 - 34	17.7%	11.9%	11.1%
35 - 44	19.7%	14.9%	13.9%
45 - 54	11.5%	13.0%	13.0%
55 - 64	8.6%	12.6%	13.3%
65 - 74	6.7%	10.3%	11.4%
75 - 84	2.6%	4.7%	5.7%
85 +	1.0%	1.4%	2.0%
18 +	72.6%	75.6%	77.2%
2028 Population by Age			
Total	5,350	50,091	134,140
0 - 4	7.5%	5.9%	5.5%
5 - 9	8.9%	6.8%	6.2%
10 - 14	7.7%	7.0%	6.6%
15 - 24	8.1%	10.5%	10.3%
25 - 34	14.6%	11.9%	11.2%
35 - 44	21.4%	14.7%	13.6%
45 - 54	11.8%	12.9%	13.0%
55 - 64	8.4%	11.7%	12.2%
65 - 74	7.0%	10.5%	11.4%
75 - 84	3.3%	6.4%	7.5%
85 +	1.2%	1.8%	2.4%
18 +	72.8%	76.4%	77.9%
2020 Population by Sex			

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Males	2,336	22,431	59,709
Females	2,594	24,244	65,614
2023 Population by Sex			
Males	2,571	23,629	63,889
Females	2,692	24,841	67,389
2028 Population by Sex			
Males	2,607	24,382	65,178
Females	2,743	25,709	68,964
2010 Population by Race/Ethnicity			
Total	4,095	42,036	109,282
White Alone	83.5%	80.4%	83.6%
Black Alone	8.0%	11.3%	8.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	5.5%	4.5%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	1.3%	1.4%
Two or More Races	1.8%	2.2%	1.9%
Hispanic Origin	3.5%	3.6%	3.6%
Diversity Index	34.1	38.4	34.0
2020 Population by Race/Ethnicity			
Total	4,930	46,675	125,323
White Alone	74.8%	73.3%	76.7%
Black Alone	10.2%	11.4%	8.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.0%	5.8%	5.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	2.1%	1.8%
Two or More Races	6.9%	7.2%	6.4%
Hispanic Origin	5.4%	5.3%	4.8%
Diversity Index	48.1	49.6	45.1
2023 Population by Race/Ethnicity			
Total	5,263	48,469	131,277
White Alone	72.8%	71.6%	75.0%
Black Alone	11.1%	12.1%	9.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.3%	6.1%	6.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	2.2%	2.0%
Two or More Races	7.5%	7.7%	6.9%
Hispanic Origin	6.2%	5.9%	5.3%
Diversity Index	51.2	52.2	47.7
2028 Population by Race/Ethnicity			
Total	5,350	50,091	134,142
White Alone	69.5%	69.0%	72.3%
Black Alone	11.8%	12.5%	9.8%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	7.3%	6.9%	7.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.5%	2.3%
Two or More Races	8.7%	8.8%	8.0%
Hispanic Origin	7.2%	6.7%	6.1%
Diversity Index	55.7	55.8	51.7

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	4,930	46,675	125,323
In Households	99.3%	98.9%	98.9%
Householder	43.1%	38.6%	40.4%
Opposite-Sex Spouse	20.3%	21.5%	21.7%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.4%	2.1%	2.1%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	26.6%	28.8%	26.9%
Adopted Child	1.2%	1.0%	0.9%
Stepchild	1.1%	1.1%	1.0%
Grandchild	0.9%	1.4%	1.2%
Brother or Sister	0.4%	0.7%	0.7%
Parent	0.7%	0.8%	0.8%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	0.4%	0.7%	0.7%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	1.5%	1.5%	1.6%
In Group Quaters	0.7%	1.1%	1.1%
Institutionalized	0.7%	1.1%	1.1%
Noninstitutionalized	0.0%	0.0%	0.0%
2023 Population 25+ by Educational Attainment			
Total	3,567	33,354	92,362
Less than 9th Grade	1.2%	1.4%	1.3%
9th - 12th Grade, No Diploma	1.3%	2.0%	1.7%
High School Graduate	6.7%	12.6%	11.9%
GED/Alternative Credential	0.3%	2.6%	2.2%
Some College, No Degree	21.0%	16.7%	15.7%
Associate Degree	7.5%	8.2%	8.6%
Bachelor's Degree	39.9%	33.0%	33.6%
Graduate/Professional Degree	22.1%	23.5%	24.9%
2023 Population 15+ by Marital Status			
Total	3,989	38,587	106,411
Never Married	28.2%	28.1%	26.4%
Married	53.7%	57.6%	58.4%
Widowed	6.1%	5.5%	5.7%
Divorced	11.9%	8.9%	9.5%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,004	26,098	71,373
Population 16+ Employed	95.3%	96.3%	96.4%
Population 16+ Unemployment rate	4.7%	3.7%	3.6%
Population 16-24 Employed	7.1%	11.0%	11.4%
Population 16-24 Unemployment rate	15.8%	11.3%	10.4%
Population 25-54 Employed	76.5%	64.2%	61.7%
Population 25-54 Unemployment rate	3.2%	2.5%	2.4%
Population 55-64 Employed	12.9%	18.2%	18.7%
Population 55-64 Unemployment rate	2.1%	2.0%	3.2%
Population 65+ Employed	3.6%	6.7%	8.2%
Population 65+ Unemployment rate	18.3%	5.9%	4.0%

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2023 Employed Population 16+ by Industry			
Total	2,863	25,139	68,776
Agriculture/Mining	0.0%	0.3%	0.4%
Construction	3.8%	5.1%	4.2%
Manufacturing	14.6%	13.1%	11.1%
Wholesale Trade	0.8%	1.7%	1.7%
Retail Trade	10.4%	10.4%	10.1%
Transportation/Utilities	6.8%	7.1%	6.8%
Information	0.9%	2.4%	2.1%
Finance/Insurance/Real Estate	16.2%	10.6%	11.2%
Services	44.6%	47.3%	50.3%
Public Administration	1.7%	2.1%	2.2%
2023 Employed Population 16+ by Occupation			
Total	2,864	25,140	68,774
White Collar	77.1%	72.3%	76.2%
Management/Business/Financial	28.7%	24.1%	25.1%
Professional	33.4%	30.1%	32.3%
Sales	8.2%	9.4%	9.8%
Administrative Support	6.7%	8.6%	9.0%
Services	8.4%	9.8%	9.2%
Blue Collar	14.6%	18.0%	14.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.6%	2.7%	1.9%
Installation/Maintenance/Repair	1.6%	1.0%	1.2%
Production	4.8%	6.8%	5.1%
Transportation/Material Moving	7.5%	7.4%	6.4%
2020 Households by Type			
Total	2,056	17,816	50,670
Married Couple Households	47.4%	55.8%	54.2%
With Own Children <18	21.3%	24.5%	22.1%
Without Own Children <18	26.1%	31.3%	32.1%
Cohabiting Couple Households	5.9%	5.6%	5.5%
With Own Children <18	0.8%	1.5%	1.4%
Without Own Children <18	5.1%	4.0%	4.0%
Male Householder, No Spouse/Partner	17.8%	14.2%	14.5%
Living Alone	13.9%	9.8%	10.3%
65 Years and over	3.2%	2.5%	3.0%
With Own Children <18	1.5%	1.6%	1.5%
Without Own Children <18, With Relatives	1.4%	1.8%	1.7%
No Relatives Present	1.0%	1.1%	1.0%
Female Householder, No Spouse/Partner	28.9%	24.4%	25.9%
Living Alone	19.3%	14.7%	16.6%
65 Years and over	8.7%	7.4%	8.7%
With Own Children <18	4.6%	4.6%	3.9%
Without Own Children <18, With Relatives	4.2%	4.4%	4.5%
No Relatives Present	0.8%	0.7%	0.8%
2020 Households by Size			
Total	2,056	17,816	50,670
1 Person Household	33.2%	24.5%	26.9%
2 Person Household	31.6%	33.5%	34.9%
3 Person Household	16.8%	17.0%	15.4%
4 Person Household	11.7%	15.2%	14.0%
5 Person Household	4.5%	6.5%	5.8%
6 Person Household	1.3%	2.3%	2.0%
7 + Person Household	0.9%	1.0%	1.0%

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2020 Households by Tenure and Mortgage Status			
Total	2,056	17,816	50,670
Owner Occupied	47.4%	72.2%	71.7%
Owned with a Mortgage/Loan	36.6%	53.7%	51.0%
Owned Free and Clear	10.8%	18.5%	20.7%
Renter Occupied	52.6%	27.8%	28.3%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	103	118	118
Percent of Income for Mortgage	23.7%	20.6%	20.7%
Wealth Index	115	157	159
2020 Housing Units By Urban/ Rural Status			
Total	2,214	18,845	54,095
Urban Housing Units	100.0%	98.9%	97.3%
Rural Housing Units	0.0%	1.1%	2.7%
2020 Population By Urban/ Rural Status			
Total	4,930	46,675	125,323
Urban Population	100.0%	97.3%	96.2%
Rural Population	0.0%	2.7%	3.8%

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.	Boomburbs (1C)	In Style (5B)	Exurbanites (1E)
2.	Bright Young Professionals	Top Tier (1A)	In Style (5B)
3.	In Style (5B)	Bright Young Professionals	Workday Drive (4A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$6,096,497	\$54,815,896	\$151,153,733
Average Spent	\$2,709.55	\$2,937.93	\$2,835.96
Spending Potential Index	123	134	129
Education: Total \$	\$4,721,711	\$46,481,695	\$131,408,778
Average Spent	\$2,098.54	\$2,491.25	\$2,465.50
Spending Potential Index	117	139	137
Entertainment/Recreation: Total \$	\$10,361,815	\$95,393,607	\$264,577,794
Average Spent	\$4,605.25	\$5,112.75	\$4,964.03
Spending Potential Index	122	135	131
Food at Home: Total \$	\$17,890,242	\$164,924,010	\$458,944,518
Average Spent	\$7,951.22	\$8,839.32	\$8,610.75
Spending Potential Index	117	130	127
Food Away from Home: Total \$	\$10,605,153	\$93,794,351	\$257,061,397
Average Spent	\$4,713.40	\$5,027.03	\$4,823.01
Spending Potential Index	127	135	130
Health Care: Total \$	\$19,139,616	\$181,306,765	\$508,116,813
Average Spent	\$8,506.50	\$9,717.37	\$9,533.33
Spending Potential Index	116	132	130
HH Furnishings & Equipment: Total \$	\$8,187,204	\$75,196,793	\$208,331,604
Average Spent	\$3,638.76	\$4,030.27	\$3,908.73
Spending Potential Index	123	136	132
Personal Care Products & Services: Total \$	\$2,678,494	\$24,322,668	\$67,490,946
Average Spent	\$1,190.44	\$1,303.61	\$1,266.27
Spending Potential Index	124	136	132
Shelter: Total \$	\$68,243,956	\$622,820,208	\$1,729,020,412
Average Spent	\$30,330.65	\$33,380.87	\$32,440.02
Spending Potential Index	122	135	131
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,669,249	\$82,499,509	\$231,628,420
Average Spent	\$3,853.00	\$4,421.67	\$4,345.83
Spending Potential Index	123	141	139
Travel: Total \$	\$6,477,126	\$58,986,724	\$163,518,533
Average Spent	\$2,878.72	\$3,161.47	\$3,067.95
Spending Potential Index	128	141	136
Vehicle Maintenance & Repairs: Total \$	\$3,608,267	\$32,505,634	\$89,646,705
Average Spent	\$1,603.67	\$1,742.18	\$1,681.96
Spending Potential Index	122	133	128

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.

November 22, 2023