

## Community Profile

Frederick MD Pad Site Opportunity  
 Monocacy Blvd, Frederick, Maryland, 21704  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.40433  
 Longitude: -77.39422

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	2,137	51,679	106,370
2020 Total Population	2,131	58,417	129,485
2020 Group Quarters	82	1,773	2,551
2024 Total Population	2,762	63,332	142,293
2024 Group Quarters	82	1,785	2,553
2029 Total Population	3,651	68,508	154,562
2024-2029 Annual Rate	5.74%	1.58%	1.67%
2024 Total Daytime Population	11,307	95,477	156,654
Workers	9,937	66,682	89,618
Residents	1,370	28,795	67,036
<b>Household Summary</b>			
2010 Households	904	20,893	40,500
2010 Average Household Size	2.25	2.39	2.57
2020 Total Households	929	23,394	48,620
2020 Average Household Size	2.21	2.42	2.61
2024 Households	1,132	25,506	53,867
2024 Average Household Size	2.37	2.41	2.59
2029 Households	1,505	27,824	59,103
2029 Average Household Size	2.37	2.40	2.57
2024-2029 Annual Rate	5.86%	1.75%	1.87%
2010 Families	431	12,066	26,286
2010 Average Family Size	3.13	3.09	3.16
2024 Families	533	14,664	34,678
2024 Average Family Size	3.16	3.14	3.22
2029 Families	714	15,914	37,876
2029 Average Family Size	3.16	3.12	3.20
2024-2029 Annual Rate	6.02%	1.65%	1.78%
<b>Housing Unit Summary</b>			
2000 Housing Units	936	20,155	35,102
Owner Occupied Housing Units	37.3%	54.3%	62.5%
Renter Occupied Housing Units	52.6%	40.4%	32.9%
Vacant Housing Units	10.1%	5.3%	4.7%
2010 Housing Units	1,062	22,637	43,455
Owner Occupied Housing Units	36.9%	53.2%	60.7%
Renter Occupied Housing Units	48.2%	39.1%	32.5%
Vacant Housing Units	14.9%	7.7%	6.8%
2020 Housing Units	1,038	24,811	51,465
Owner Occupied Housing Units	39.3%	53.2%	59.6%
Renter Occupied Housing Units	50.2%	41.1%	34.9%
Vacant Housing Units	9.4%	5.6%	5.6%
2024 Housing Units	1,243	26,799	56,610
Owner Occupied Housing Units	49.6%	57.1%	63.0%
Renter Occupied Housing Units	41.5%	38.1%	32.1%
Vacant Housing Units	8.9%	4.8%	4.8%
2029 Housing Units	1,625	29,092	61,806
Owner Occupied Housing Units	55.7%	58.7%	64.4%
Renter Occupied Housing Units	36.9%	36.9%	31.2%
Vacant Housing Units	7.4%	4.4%	4.4%

**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	1,132	25,506	53,867
<\$15,000	8.2%	6.7%	5.5%
\$15,000 - \$24,999	9.7%	4.3%	3.5%
\$25,000 - \$34,999	6.8%	5.4%	4.8%
\$35,000 - \$49,999	12.7%	8.0%	7.4%
\$50,000 - \$74,999	21.2%	16.3%	14.0%
\$75,000 - \$99,999	12.1%	13.9%	12.7%
\$100,000 - \$149,999	8.9%	20.1%	22.0%
\$150,000 - \$199,999	9.6%	11.3%	14.1%
\$200,000+	10.6%	13.8%	16.1%
Average Household Income	\$100,383	\$120,397	\$131,440
<b>2029 Households by Income</b>			
Household Income Base	1,505	27,824	59,103
<\$15,000	7.6%	6.0%	4.9%
\$15,000 - \$24,999	7.8%	3.5%	2.8%
\$25,000 - \$34,999	7.0%	4.7%	4.0%
\$35,000 - \$49,999	12.6%	6.8%	6.1%
\$50,000 - \$74,999	16.4%	14.4%	12.4%
\$75,000 - \$99,999	11.2%	14.2%	12.6%
\$100,000 - \$149,999	11.8%	21.0%	22.4%
\$150,000 - \$199,999	12.0%	13.1%	15.7%
\$200,000+	13.6%	16.4%	19.2%
Average Household Income	\$118,455	\$136,227	\$148,774
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	616	15,303	35,683
<\$50,000	2.4%	1.5%	1.7%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.7%	0.6%
\$150,000 - \$199,999	4.7%	2.1%	1.6%
\$200,000 - \$249,999	7.6%	7.6%	5.6%
\$250,000 - \$299,999	6.3%	8.0%	6.5%
\$300,000 - \$399,999	12.8%	22.1%	20.7%
\$400,000 - \$499,999	13.1%	22.3%	23.4%
\$500,000 - \$749,999	32.0%	22.5%	28.2%
\$750,000 - \$999,999	16.1%	8.3%	7.8%
\$1,000,000 - \$1,499,999	2.1%	3.5%	2.1%
\$1,500,000 - \$1,999,999	0.8%	0.7%	1.0%
\$2,000,000 +	1.8%	0.6%	0.7%
Average Home Value	\$569,675	\$504,821	\$517,301
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	905	17,089	39,819
<\$50,000	1.0%	0.9%	1.1%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.2%	0.2%
\$150,000 - \$199,999	0.8%	0.6%	0.5%
\$200,000 - \$249,999	1.5%	3.6%	2.6%
\$250,000 - \$299,999	2.0%	4.8%	3.6%
\$300,000 - \$399,999	7.6%	18.9%	16.0%
\$400,000 - \$499,999	13.8%	23.8%	23.6%
\$500,000 - \$749,999	42.9%	28.1%	35.6%
\$750,000 - \$999,999	23.4%	12.0%	11.5%
\$1,000,000 - \$1,499,999	4.1%	5.1%	3.1%
\$1,500,000 - \$1,999,999	1.3%	1.2%	1.4%
\$2,000,000 +	1.4%	0.8%	0.8%
Average Home Value	\$679,701	\$578,416	\$583,564

**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	\$62,201	\$89,958	\$103,069
2029	\$72,233	\$100,730	\$111,718
<b>Median Home Value</b>			
2024	\$522,208	\$435,318	\$456,819
2029	\$635,309	\$488,034	\$516,734
<b>Per Capita Income</b>			
2024	\$43,647	\$48,726	\$49,697
2029	\$51,148	\$55,582	\$56,788
<b>Median Age</b>			
2010	38.9	35.8	35.5
2020	40.2	36.7	36.5
2024	39.8	37.3	37.2
2029	39.9	38.6	38.4
<b>2020 Population by Age</b>			
Total	2,131	58,417	129,485
0 - 4	3.5%	5.8%	6.3%
5 - 9	5.0%	6.0%	6.5%
10 - 14	5.4%	6.1%	7.0%
15 - 24	9.7%	12.6%	12.6%
25 - 34	19.7%	16.8%	15.3%
35 - 44	12.4%	14.0%	14.3%
45 - 54	11.9%	12.6%	12.7%
55 - 64	13.9%	12.5%	11.9%
65 - 74	10.2%	8.1%	7.9%
75 - 84	4.6%	3.8%	3.7%
85 +	3.8%	1.8%	1.7%
18 +	84.1%	78.6%	76.3%
<b>2024 Population by Age</b>			
Total	2,762	63,333	142,292
0 - 4	4.0%	5.8%	6.3%
5 - 9	4.6%	5.9%	6.4%
10 - 14	5.3%	5.5%	6.3%
15 - 24	10.6%	12.8%	12.8%
25 - 34	17.8%	16.4%	14.8%
35 - 44	14.5%	14.9%	15.2%
45 - 54	11.5%	11.9%	12.2%
55 - 64	13.2%	11.9%	11.4%
65 - 74	9.7%	8.7%	8.4%
75 - 84	5.1%	4.4%	4.3%
85 +	3.6%	1.9%	1.7%
18 +	83.6%	79.5%	77.3%
<b>2029 Population by Age</b>			
Total	3,652	68,507	154,562
0 - 4	4.7%	5.6%	6.1%
5 - 9	4.8%	5.6%	6.0%
10 - 14	5.2%	5.6%	6.2%
15 - 24	11.7%	12.3%	12.3%
25 - 34	15.7%	15.0%	14.2%
35 - 44	15.4%	15.5%	15.1%
45 - 54	11.8%	12.2%	12.6%
55 - 64	11.5%	10.9%	10.8%
65 - 74	10.2%	9.7%	9.4%
75 - 84	5.7%	5.5%	5.4%
85 +	3.4%	2.1%	2.0%
18 +	82.6%	80.1%	78.3%

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<b>2020 Population by Sex</b>			
Males	1,014	28,064	62,254
Females	1,117	30,353	67,231
<b>2024 Population by Sex</b>			
Males	1,312	30,979	69,646
Females	1,450	32,353	72,647
<b>2029 Population by Sex</b>			
Males	1,702	33,366	75,292
Females	1,949	35,142	79,270
<b>2010 Population by Race/Ethnicity</b>			
Total	2,138	51,679	106,372
White Alone	73.4%	70.7%	69.9%
Black Alone	20.3%	16.0%	15.3%
American Indian Alone	0.7%	0.4%	0.4%
Asian Alone	1.4%	4.8%	5.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.3%	4.4%	5.2%
Two or More Races	2.9%	3.7%	3.8%
Hispanic Origin	4.1%	10.3%	11.6%
Diversity Index	46.4	56.7	58.8
<b>2020 Population by Race/Ethnicity</b>			
Total	2,131	58,417	129,485
White Alone	66.4%	59.5%	56.9%
Black Alone	15.2%	16.6%	16.6%
American Indian Alone	1.3%	0.6%	0.6%
Asian Alone	1.6%	5.2%	6.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.9%	7.7%	8.7%
Two or More Races	11.5%	10.4%	11.0%
Hispanic Origin	11.7%	15.8%	17.6%
Diversity Index	62.0	70.6	73.4
<b>2024 Population by Race/Ethnicity</b>			
Total	2,762	63,333	142,292
White Alone	61.9%	56.0%	53.3%
Black Alone	17.7%	17.9%	17.6%
American Indian Alone	1.4%	0.6%	0.6%
Asian Alone	1.9%	6.1%	7.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.3%	8.3%	9.3%
Two or More Races	12.7%	11.0%	11.6%
Hispanic Origin	13.4%	17.2%	18.9%
Diversity Index	66.7	73.7	76.2
<b>2029 Population by Race/Ethnicity</b>			
Total	3,651	68,509	154,562
White Alone	57.0%	53.7%	51.1%
Black Alone	20.2%	18.3%	17.9%
American Indian Alone	1.6%	0.6%	0.6%
Asian Alone	2.1%	6.6%	8.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.7%	8.9%	9.8%
Two or More Races	14.3%	11.7%	12.2%
Hispanic Origin	15.1%	18.3%	19.9%
Diversity Index	71.1	75.6	77.9

**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.

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<b>2020 Population by Relationship and Household Type</b>			
Total	2,131	58,417	129,485
In Households	96.2%	97.0%	98.0%
Householder	47.1%	40.2%	37.5%
Opposite-Sex Spouse	12.8%	15.9%	17.4%
Same-Sex Spouse	0.3%	0.3%	0.2%
Opposite-Sex Unmarried Partner	4.1%	3.0%	2.6%
Same-Sex Unmarried Partner	0.1%	0.2%	0.2%
Biological Child	21.1%	25.9%	28.3%
Adopted Child	0.4%	0.4%	0.5%
Stepchild	1.0%	1.0%	1.2%
Grandchild	1.3%	1.6%	1.6%
Brother or Sister	0.8%	1.3%	1.3%
Parent	0.8%	1.3%	1.4%
Parent-in-law	0.3%	0.4%	0.5%
Son-in-law or Daughter-in-law	0.0%	0.3%	0.3%
Other Relatives	1.4%	1.4%	1.6%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	4.8%	3.9%	3.5%
In Group Quarters	3.8%	3.0%	2.0%
Institutionalized	0.4%	1.5%	1.0%
Noninstitutionalized	3.5%	1.6%	1.0%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	2,085	44,338	97,052
Less than 9th Grade	1.6%	3.3%	3.9%
9th - 12th Grade, No Diploma	5.4%	3.5%	2.9%
High School Graduate	31.5%	21.2%	19.4%
GED/Alternative Credential	2.8%	2.9%	2.8%
Some College, No Degree	14.9%	14.9%	15.0%
Associate Degree	5.4%	8.4%	9.0%
Bachelor's Degree	20.0%	26.5%	26.8%
Graduate/Professional Degree	18.4%	19.3%	20.3%
<b>2024 Population 15+ by Marital Status</b>			
Total	2,378	52,448	115,311
Never Married	51.9%	37.5%	33.8%
Married	29.5%	45.1%	50.7%
Widowed	3.2%	4.6%	4.5%
Divorced	15.4%	12.7%	11.0%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,449	35,585	77,426
Population 16+ Employed	97.8%	97.7%	97.6%
Population 16+ Unemployment rate	2.2%	2.3%	2.4%
Population 16-24 Employed	14.8%	12.5%	12.3%
Population 16-24 Unemployment rate	0.0%	5.1%	7.1%
Population 25-54 Employed	65.8%	66.1%	66.5%
Population 25-54 Unemployment rate	2.4%	2.2%	2.1%
Population 55-64 Employed	13.7%	14.7%	14.5%
Population 55-64 Unemployment rate	4.4%	1.2%	0.9%
Population 65+ Employed	5.7%	6.8%	6.7%
Population 65+ Unemployment rate	0.0%	0.1%	0.0%

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<b>2024 Employed Population 16+ by Industry</b>			
Total	1,417	34,777	75,545
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	16.4%	7.8%	8.1%
Manufacturing	4.9%	5.9%	5.8%
Wholesale Trade	1.3%	0.5%	1.1%
Retail Trade	13.1%	10.6%	9.7%
Transportation/Utilities	1.9%	3.5%	3.7%
Information	2.3%	1.6%	2.0%
Finance/Insurance/Real Estate	8.8%	6.2%	6.2%
Services	45.4%	55.2%	53.9%
Public Administration	6.1%	8.4%	9.3%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	1,418	34,776	75,544
White Collar	57.7%	67.5%	68.2%
Management/Business/Financial	16.6%	19.6%	20.6%
Professional	23.6%	30.0%	31.2%
Sales	9.5%	8.1%	7.7%
Administrative Support	8.0%	9.8%	8.7%
Services	19.5%	17.6%	16.3%
Blue Collar	22.9%	14.9%	15.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	15.7%	5.3%	5.0%
Installation/Maintenance/Repair	0.1%	2.2%	2.5%
Production	2.3%	2.8%	2.9%
Transportation/Material Moving	4.8%	4.4%	5.0%
<b>2020 Households by Type</b>			
Total	929	23,394	48,620
Married Couple Households	28.4%	40.2%	47.1%
With Own Children <18	6.9%	17.0%	21.1%
Without Own Children <18	21.5%	23.3%	26.0%
Cohabiting Couple Households	9.9%	8.0%	7.2%
With Own Children <18	2.0%	2.3%	2.4%
Without Own Children <18	8.0%	5.8%	4.8%
Male Householder, No Spouse/Partner	24.9%	19.9%	17.0%
Living Alone	18.4%	13.7%	11.3%
65 Years and over	3.4%	3.3%	2.7%
With Own Children <18	1.9%	1.6%	1.7%
Without Own Children <18, With Relatives	2.2%	2.6%	2.5%
No Relatives Present	2.4%	1.9%	1.5%
Female Householder, No Spouse/Partner	36.8%	31.9%	28.7%
Living Alone	21.6%	18.5%	15.9%
65 Years and over	8.7%	8.3%	7.2%
With Own Children <18	7.1%	5.7%	5.6%
Without Own Children <18, With Relatives	6.4%	6.3%	6.0%
No Relatives Present	1.6%	1.4%	1.1%
<b>2020 Households by Size</b>			
Total	929	23,394	48,620
1 Person Household	40.0%	32.2%	27.2%
2 Person Household	34.7%	31.4%	30.8%
3 Person Household	11.5%	15.5%	16.6%
4 Person Household	7.2%	11.4%	14.1%
5 Person Household	4.3%	5.6%	6.7%
6 Person Household	1.2%	2.4%	2.8%
7 + Person Household	1.1%	1.5%	1.8%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	929	23,394	48,620
Owner Occupied	43.9%	56.4%	63.0%
Owned with a Mortgage/Loan	33.8%	46.6%	52.7%
Owned Free and Clear	10.2%	9.8%	10.4%
Renter Occupied	56.1%	43.6%	37.0%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	46	80	87
Percent of Income for Mortgage	52.5%	30.3%	27.7%
Wealth Index	82	99	115
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	1,038	24,811	51,465
Urban Housing Units	100.0%	99.2%	97.7%
Rural Housing Units	0.0%	0.8%	2.3%
<b>2020 Population By Urban/ Rural Status</b>			
Total	2,131	58,417	129,485
Urban Population	100.0%	98.9%	97.5%
Rural Population	0.0%	1.1%	2.5%

**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.	Front Porches (8E)	Enterprising Professionals	Enterprising Professionals (2D)
2.	Emerald City (8B)	Bright Young Professionals	Boomburbs (1C)
3.	Metro Renters (3B)	Emerald City (8B)	Bright Young Professionals
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,559,041	\$67,237,788	\$153,304,649
Average Spent	\$2,260.64	\$2,636.16	\$2,845.98
Spending Potential Index	95	111	119
Education: Total \$	\$1,724,148	\$46,435,929	\$105,940,085
Average Spent	\$1,523.10	\$1,820.59	\$1,966.70
Spending Potential Index	88	105	114
Entertainment/Recreation: Total \$	\$4,052,307	\$110,608,632	\$254,968,173
Average Spent	\$3,579.78	\$4,336.57	\$4,733.29
Spending Potential Index	88	106	116
Food at Home: Total \$	\$7,709,627	\$199,484,567	\$453,261,790
Average Spent	\$6,810.62	\$7,821.08	\$8,414.46
Spending Potential Index	93	107	115
Food Away from Home: Total \$	\$4,050,560	\$110,436,962	\$254,147,136
Average Spent	\$3,578.23	\$4,329.84	\$4,718.05
Spending Potential Index	92	111	121
Health Care: Total \$	\$7,784,097	\$202,731,837	\$465,114,340
Average Spent	\$6,876.41	\$7,948.40	\$8,634.49
Spending Potential Index	89	103	112
HH Furnishings & Equipment: Total \$	\$3,181,739	\$86,668,302	\$199,464,188
Average Spent	\$2,810.72	\$3,397.96	\$3,702.90
Spending Potential Index	89	107	117
Personal Care Products & Services: Total \$	\$1,043,661	\$27,763,309	\$63,363,253
Average Spent	\$921.96	\$1,088.50	\$1,176.29
Spending Potential Index	93	109	118
Shelter: Total \$	\$27,497,000	\$733,092,571	\$1,682,083,114
Average Spent	\$24,290.64	\$28,741.97	\$31,226.60
Spending Potential Index	91	108	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,361,700	\$93,627,581	\$220,379,513
Average Spent	\$2,969.70	\$3,670.81	\$4,091.18
Spending Potential Index	85	105	117
Travel: Total \$	\$2,971,954	\$81,819,385	\$189,631,688
Average Spent	\$2,625.40	\$3,207.85	\$3,520.37
Spending Potential Index	87	106	116
Vehicle Maintenance & Repairs: Total \$	\$1,525,960	\$41,054,220	\$93,659,429
Average Spent	\$1,348.02	\$1,609.59	\$1,738.72
Spending Potential Index	91	109	117

**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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