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## Community Profile

Fair Lakes Center 12997 Fair Lakes Shopping Ctr, Fairfax, Virginia, 22033

Rings: 1, 3, 5 mile radii Longitude: -77.39118

:go: 1, 0, 0 :e :			
	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	13,123	107,851	221,654
2020 Total Population	13,809	115,018	235,132
2020 Group Quarters	16	401	4,775
2022 Total Population	13,950	115,865	236,883
2022 Group Quarters	16	401	4,775
2027 Total Population	13,930	114,740	235,055
2022-2027 Annual Rate	-0.03%	-0.19%	-0.15%
2022 Total Daytime Population	15,631	120,821	266,249
Workers	10,067	71,065	162,476
Residents	5,564	49,756	103,773
Household Summary			
2010 Households	5,358	40,617	77,790
2010 Average Household Size	2.44	2.65	2.79
2020 Total Households	5,605	42,713	81,737
2020 Average Household Size	2.46	2.68	2.82
2022 Households	5,651	42,827	82,034
2022 Average Household Size	2.47	2.70	2.83
2027 Households	5,626	42,305	81,144
2027 Average Household Size	2.47	2.70	2.84
2022-2027 Annual Rate	-0.09%	-0.24%	-0.22%
2010 Families	3,178	27,324	56,505
2010 Average Family Size	3.11	3.21	3.25
2022 Families	3,325	28,488	59,186
2022 Average Family Size	3.14	3.27	3.29
2027 Families	3,300	28,015	58,349
2027 Average Family Size	3.15	3.28	3.30
2022-2027 Annual Rate	-0.15%	-0.33%	-0.28%
Housing Unit Summary	-0.13 //	-0.55 //	-0.20 /0
	4,230	31,024	66 443
2000 Housing Units Owner Occupied Housing Units	60.6%	65.3%	66,442 72.6%
Renter Occupied Housing Units	35.8%	32.1%	25.4%
Vacant Housing Units	3.6%	2.6%	2.0%
2010 Housing Units	5,566	42,140	80,489
Owner Occupied Housing Units	59.3%	63.4%	70.1%
Renter Occupied Housing Units	36.9%	33.0%	26.5%
Vacant Housing Units	3.7%	3.6%	3.4%
2020 Housing Units	5,809	44,284	84,184
Vacant Housing Units	3.5%	3.5%	2.9%
2022 Housing Units	5,849	44,382	84,418
Owner Occupied Housing Units	56.1%	61.9%	68.7%
Renter Occupied Housing Units	40.6%	34.6%	28.5%
Vacant Housing Units	3.4%	3.5%	2.8%
2027 Housing Units	5,876	44,158	84,489
Owner Occupied Housing Units	56.8%	62.5%	68.4%
Renter Occupied Housing Units	39.0%	33.3%	27.6%
Vacant Housing Units	4.3%	4.2%	4.0%
Median Household Income			
2022	\$125,219	\$134,397	\$144,046
2027	\$154,739	\$155,041	\$161,709
Median Home Value			
2022	\$563,320	\$601,620	\$611,867
2027	\$605,318	\$647,836	\$650,413
Per Capita Income			
2022	\$69,731	\$67,770	\$67,728
2027	\$82,354	\$76,872	\$76,358
Median Age			
2010	33.3	34.7	35.3
2022	36.3	37.3	37.7
2027	36.7	37.9	38.5
			30.3

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Page 1 of 7

Prepared by Esri

Latitude: 38.85833



Fair Lakes Center 12997 Fair Lakes Shopping Ctr, Fairfax, Virginia, 22033 Rings: 1, 3, 5 mile radii

Latitude: 38.85833 Longitude: -77.39118

Prepared by Esri

Rings: 1, 3, 5 mile radii		L	Longitude: -77.3911	
	1 mile	3 miles	5 mile	
2022 Households by Income				
Household Income Base	5,651	42,827	82,03	
<\$15,000	2.3%	2.6%	2.6%	
\$15,000 - \$24,999	1.6%	1.7%	1.99	
\$25,000 - \$34,999	1.9%	2.3%	2.39	
\$35,000 - \$49,999	4.8%	5.7%	5.39	
\$50,000 - \$74,999	14.4%	10.5%	9.49	
\$75,000 - \$99,999	13.1%	11.6%	10.30	
\$100,000 - \$149,999	20.0%	20.4%	19.99	
\$150,000 - \$199,999	15.5%	16.2%	16.29	
\$200,000+	26.5%	29.0%	32.19	
Average Household Income	\$171,067	\$182,919	\$195,45	
2027 Households by Income				
Household Income Base	5,626	42,305	81,14	
<\$15,000	1.5%	1.8%	1.89	
\$15,000 - \$24,999	1.1%	1.2%	1.49	
\$25,000 - \$34,999	1.2%	1.7%	1.7	
\$35,000 - \$49,999	3.5%	4.2%	4.2	
\$50,000 - \$74,999	11.1%	8.7%	7.5	
\$75,000 - \$99,999	11.7%	10.3%	8.9	
\$100,000 - \$149,999	17.5%	19.4%	18.8	
\$150,000 - \$149,999	18.4%	19.2%	18.9	
\$200,000+	34.0%	33.5%	36.8	
Average Household Income	\$202,735	\$208,006	\$221,08	
2022 Owner Occupied Housing Units by Value	\$202,733	\$200,000	\$221,00	
,	2 200	27.406	F7.0-	
Total	3,280	27,486	57,97	
<\$50,000	0.1%	0.3%	0.7	
\$50,000 - \$99,999	0.0%	0.0%	0.2	
\$100,000 - \$149,999	0.0%	0.0%	0.0	
\$150,000 - \$199,999	0.9%	0.6%	0.7	
\$200,000 - \$249,999	3.1%	2.1%	1.5	
\$250,000 - \$299,999	3.7%	3.8%	2.7	
\$300,000 - \$399,999	7.5%	8.8%	9.2	
\$400,000 - \$499,999	23.4%	17.9%	15.9	
\$500,000 - \$749,999	44.2%	40.3%	42.7	
\$750,000 - \$999,999	14.3%	20.2%	19.6	
\$1,000,000 - \$1,499,999	1.8%	4.5%	5.2	
\$1,500,000 - \$1,999,999	0.8%	0.9%	1.0	
\$2,000,000 +	0.1%	0.5%	0.6	
Average Home Value	\$590,587	\$639,202	\$650,74	
2027 Owner Occupied Housing Units by Value				
Total	3,336	27,620	57,80	
<\$50,000	0.0%	0.0%	0.39	
\$50,000 - \$99,999	0.0%	0.0%	0.0	
\$100,000 - \$149,999	0.0%	0.0%	0.1	
\$150,000 - \$199,999	0.2%	0.2%	0.2	
\$200,000 - \$249,999	1.2%	1.1%	0.7	
\$250,000 - \$299,999	2.2%	1.6%	1.2	
\$300,000 - \$399,999	4.8%	5.7%	6.3	
\$300,000 - \$399,999 \$400,000 - \$499,999	20.3%	15.4%	14.0	
\$500,000 - \$749,999 \$750,000 - \$000,000	50.4%	44.2%	45.2	
\$750,000 - \$999,999 \$1,000,000 - \$1,400,000	17.0%	24.3%	23.5	
\$1,000,000 - \$1,499,999	2.3%	5.4%	6.2	
\$1,500,000 - \$1,999,999	1.3%	1.3%	1.4	
\$2,000,000 +	0.2%	1.0%	1.00	
Average Home Value	\$636,938	\$696,616	\$701,11	

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 16, 2022



Fair Lakes Center 12997 Fair Lakes Shopping Ctr, Fairfax, Virginia, 22033 Rings: 1, 3, 5 mile radii

Latitude: 38.85833 Longitude: -77.39118

Prepared by Esri

August 16, 2022

Kings. 1, 3, 3 mile radi	•		Longitude. 77.55110
	1 mile	3 miles	5 miles
2010 Population by Age Total	13,123	107,851	221,651
0 - 4	6.9%	6.9%	6.5%
5 - 9	6.4%	6.7%	6.9%
10 - 14	5.2%	6.6%	7.2%
15 - 24	11.5%	11.9%	13.5%
25 - 34	23.5%	18.5%	15.4%
35 - 44	17.1%	16.7%	15.6%
45 - 54	13.9%	15.8%	16.7%
55 - 64	8.6%	10.2%	11.0%
65 - 74	4.5%	4.2%	4.6%
75 - 84	1.9%	1.8%	1.9%
85 +	0.5%	0.7%	0.7%
18 +	78.4%	75.9%	75.0%
2022 Population by Age	70.470	73.370	7 3.0 70
Total	13,947	115,867	236,884
0 - 4	5.6%	5.7%	5.5%
5 - 9	5.8%	6.3%	6.2%
10 - 14	5.9%	6.9%	7.0%
15 - 24	11.8%	11.9%	13.4%
25 - 34	18.3%	15.3%	13.9%
35 - 44	17.7%	16.1%	14.8%
45 - 54	13.3%	14.2%	14.1%
45 - 54 55 - 64			
	10.9%	12.3%	13.2%
65 - 74	6.7% 3.2%	7.4%	8.0%
75 - 84 85 +	0.8%	3.0% 0.9%	3.1% 0.9%
18 +	79.0%		
	79.0%	77.2%	77.3%
2027 Population by Age Total	13,930	114,741	225 055
0 - 4	5.6%	5.8%	235,055 5.6%
5 - 9	5.3%	5.8%	5.9%
10 - 14	5.3%	6.0%	6.1%
15 - 24	12.5%	11.9%	12.8%
25 - 34			
25 - 34 35 - 44	18.3%	15.9%	14.3%
	16.6%	15.7%	15.1% 13.6%
45 - 54 55 - 64	13.4%	13.8%	
	10.6%	11.8% 8.3%	12.5%
65 - 74	7.4%		9.0%
75 - 84 85 +	3.9% 1.0%	4.0%	4.2%
18 +	80.4%	1.1% 78.6%	1.1% 78.6%
	80.4%	78.6%	78.0%
2010 Population by Sex	6 204	F2 007	100 001
Males	6,394	52,987	109,981
Females	6,729	54,864	111,673
2022 Population by Sex	6.007	F7 444	117.510
Males	6,837	57,141	117,542
Females	7,113	58,723	119,341
2027 Population by Sex	5.004	EC 205	
Males	6,821	56,395	116,407
Females	7,109	58,345	118,648

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Fair Lakes Center 12997 Fair Lakes Shopping Ctr, Fairfax, Virginia, 22033 Rings: 1, 3, 5 mile radii

Latitude: 38.85833 Longitude: -77.39118

Prepared by Esri

Kings: 1, 5, 5 mile radii			Longitude: 77.55110
	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			22.45
Total	13,123	107,852	221,653
White Alone	58.2%	58.7%	63.3%
Black Alone	7.9%	6.8%	6.5%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	26.8%	26.8%	22.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	3.4%	3.9%
Two or More Races	4.1%	4.1%	3.9%
Hispanic Origin	8.8%	9.9%	11.1%
Diversity Index	64.8	65.2	63.4
2020 Population by Race/Ethnicity			
Total	13,809	115,018	235,132
White Alone	45.8%	45.0%	48.5%
Black Alone	9.2%	7.5%	7.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	31.0%	32.8%	27.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.6%	4.5%	6.0%
Two or More Races	10.0%	9.8%	10.2%
Hispanic Origin	10.2%	11.1%	13.1%
Diversity Index	73.4	73.7	74.4
2022 Population by Race/Ethnicity			
Total	13,950	115,864	236,883
White Alone	45.0%	44.4%	47.8%
Black Alone	9.3%	7.6%	7.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	31.4%	33.1%	28.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.7%	4.6%	6.1%
Two or More Races	10.3%	10.1%	10.5%
Hispanic Origin	10.2%	11.1%	13.3%
Diversity Index	73.7	74.0	74.8
2027 Population by Race/Ethnicity	75.7	74.0	74.0
	12.020	114 740	225.055
Total	13,930	114,740	235,055
White Alone	42.9%	42.3%	45.8%
Black Alone	9.3%	7.6%	7.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	32.6%	34.2%	29.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.9%	4.8%	6.4%
Two or More Races	10.9%	10.7%	11.1%
Hispanic Origin	10.2%	11.3%	13.5%
Diversity Index	74.5	74.8	75.8
2010 Population by Relationship and Household Type			
Total	13,123	107,851	221,654
In Households	99.6%	99.8%	97.9%
In Family Households	77.1%	83.2%	84.8%
Householder	24.4%	25.4%	25.5%
Spouse	19.8%	20.9%	21.2%
Spouse Child			
	26.3%	29.9%	31.3%
Other relative	4.9%	5.0%	4.7%
Nonrelative	1.7%	2.0%	2.0%
In Nonfamily Households	22.5%	16.5%	13.1%
In Group Quarters	0.4%	0.2%	2.1%
Institutionalized Population	0.0%	0.1%	0.8%
Noninstitutionalized Population	0.3%	0.1%	1.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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# Community Profile

Fair Lakes Center 12997 Fair Lakes Shopping Ctr, Fairfax, Virginia, 22033

Rings: 1, 3, 5 mile radii

Prepared by Esri Latitude: 38.85833 Longitude: -77.39118

Rings: 1, 3, 5 mile radii	Longitude: -//.3911		
2022 Population 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	9,886	80,153	160,981
Less than 9th Grade	1.4%	1.4%	1.8%
9th - 12th Grade, No Diploma	1.7%	1.9%	2.3%
High School Graduate	8.6%	11.1%	11.0%
GED/Alternative Credential	0.4%	0.8%	1.1%
Some College, No Degree	12.0%	11.1%	11.2%
Associate Degree	7.0%	6.2%	6.0%
Bachelor's Degree	37.2%	35.9%	35.2%
Graduate/Professional Degree	31.7%	31.5%	31.4%
2022 Population 15+ by Marital Status	3117 70	31.370	3117
Total	11,538	93,968	192,649
Never Married	36.8%	32.6%	33.0%
Married	52.2%	57.0%	57.5%
Widowed	3.4%	3.4%	3.3%
Divorced	7.6%	7.0%	6.2%
2022 Civilian Population 16+ in Labor Force	, , .	7.57.5	0.2 /
Civilian Population 16+	8,607	68,498	137,681
Population 16+ Employed	98.0%	97.4%	97.1%
Population 16+ Unemployment rate	2.0%	2.6%	2.9%
Population 16-24 Employed	10.8%	10.5%	11.7%
Population 16-24 Unemployment rate	6.3%	5.7%	7.9%
Population 25-54 Employed	71.5%	68.1%	64.9%
Population 25-54 Unemployment rate	1.6%	2.4%	2.3%
Population 55-64 Employed	13.7%	16.4%	17.8%
Population 55-64 Unemployment rate	1.4%	1.7%	1.8%
Population 65+ Employed	4.0%	5.0%	5.6%
Population 65+ Unemployment rate	0.0%	1.7%	2.2%
2022 Employed Population 16+ by Industry	0.0 /0	=17.73	2.2 /
Total	8,435	66,698	133,668
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	3.9%	5.1%	5.5%
Manufacturing	2.6%	2.6%	2.9%
Wholesale Trade	1.1%	0.8%	1.0%
Retail Trade	6.3%	8.2%	8.2%
Transportation/Utilities	3.4%	3.7%	3.7%
Information	2.5%	2.9%	2.6%
Finance/Insurance/Real Estate	7.7%	7.7%	7.5%
Services	62.6%	59.2%	59.5%
Public Administration	9.8%	9.7%	9.0%
2022 Employed Population 16+ by Occupation	3.0 %	3.7 70	5.0 %
Total	8,435	66,698	133,670
White Collar	85.7%	83.2%	81.4%
Management/Business/Financial	29.0%	27.9%	27.7%
Professional	43.2%	39.7%	37.3%
Sales	6.0%	7.5%	7.8%
Administrative Support	7.6%	8.1%	8.5%
Services	7.7%	8.8%	9.8%
Blue Collar	6.6%	8.0%	8.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.4%	2.3%	2.7%
Installation/Maintenance/Repair	0.9%	1.1%	1.2%
Production	1.7%	1.6%	1.6%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Fair Lakes Center 12997 Fair Lakes Shopping Ctr, Fairfax, Virginia, 22033 Rings: 1, 3, 5 mile radii Prepared by Esri Latitude: 38.85833 Longitude: -77.39118

3- /-/-			5
	1 mile	3 miles	5 miles
2010 Households by Type			
Total	5,358	40,616	77,789
Households with 1 Person	29.3%	24.1%	20.0%
Households with 2+ People	70.7%	75.9%	80.0%
Family Households	59.3%	67.3%	72.6%
Husband-wife Families	48.0%	55.4%	60.4%
With Related Children	24.1%	29.6%	32.5%
Other Family (No Spouse Present)	11.3%	11.9%	12.3%
Other Family with Male Householder	3.3%	3.5%	3.5%
With Related Children	1.5%	1.6%	1.7%
Other Family with Female Householder	7.9%	8.4%	8.7%
With Related Children	4.1%	4.8%	5.1%
Nonfamily Households	11.4%	8.6%	7.4%
All Households with Children	29.9%	36.3%	39.6%
Multigenerational Households	3.2%	3.5%	3.8%
Unmarried Partner Households	6.1%	5.2%	4.6%
Male-female	5.5%	4.6%	4.0%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	5,358	40,617	77,790
1 Person Household	29.3%	24.1%	20.0%
2 Person Household	33.5%	30.9%	30.6%
3 Person Household	15.6%	18.0%	19.0%
4 Person Household	13.5%	16.9%	18.5%
5 Person Household	5.3%	6.4%	7.6%
6 Person Household	1.7%	2.3%	2.7%
7 + Person Household	1.0%	1.4%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	5,357	40,617	77,790
Owner Occupied	61.6%	65.8%	72.6%
Owned with a Mortgage/Loan	55.8%	60.0%	65.1%
Owned Free and Clear	5.9%	5.7%	7.5%
Renter Occupied	38.4%	34.2%	27.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	100	99	105
Percent of Income for Mortgage	23.7%	23.6%	22.4%
Wealth Index	169	197	224
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,566	42,140	80,489
Housing Units Inside Urbanized Area	100.0%	99.8%	99.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.9%
2010 Population By Urban/ Rural Status			
Total Population	13,123	107,851	221,65
Population Inside Urbanized Area	100.0%	99.8%	99.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.9%
	0.070	0.270	3.3 /

**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.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 16, 2022

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Spending Potential Index

## Community Profile

Fair Lakes Center 12997 Fair Lakes Shopping Ctr, Fairfax, Virginia, 22033 Rings: 1, 3, 5 mile radii

Latitude: 38.85833 Longitude: -77.39118

Prepared by Esri

1 mile 3 miles 5 miles **Top 3 Tapestry Segments** Enterprising Professionals (2D) Enterprising Professionals (2D) Enterprising Professionals (2D) 1. 2. Metro Renters (3B) Metro Renters (3B) Professional Pride (1B) 3. Savvy Suburbanites (1D) Professional Pride (1B) Top Tier (1A) 2022 Consumer Spending \$22,532,374 \$179,895,438 \$362,837,629 Apparel & Services: Total \$ \$3,987.33 \$4,200.51 \$4,423.02 Average Spent Spending Potential Index 166 174 184 Education: Total \$ \$19,868,398 \$161,380,394 \$335,185,360 \$4,085.93 Average Spent \$3,515.91 \$3,768.19 Spending Potential Index 179 192 208 \$260,860,391 Entertainment/Recreation: Total \$ \$32,150,390 \$534,514,327 Average Spent \$5,689.33 \$6,091.03 \$6,515.77 Spending Potential Index 155 166 177 \$888,041,628 Food at Home: Total \$ \$54,571,913 \$438,433,255 Average Spent \$9,657.04 \$10,237.31 \$10,825.29 Spending Potential Index 156 Food Away from Home: Total \$ \$40,571,602 \$323,868,340 \$650,364,382 \$7,179.54 \$7,562.25 \$7,927.99 Average Spent Spending Potential Index 166 175 184 \$57,172,688 \$466,926,447 \$962,506,904 Health Care: Total \$ \$10,117.27 \$10,902.62 \$11,733.02 Average Spent Spending Potential Index 143 154 166 \$185,058,195 HH Furnishings & Equipment: Total \$ \$22,709,711 \$380,466,816 Average Spent \$4,018.71 \$4,637.92 \$4,321.06 Spending Potential Index 157 169 181 Personal Care Products & Services: Total \$ \$9,276,279 \$74,665,305 \$151,687,077 Average Spent \$1,641.53 \$1,849.08 \$1,743.42 Spending Potential Index 161 171 181 \$218,051,903 \$1,748,826,254 \$3,544,960,231 Shelter: Total \$ \$38,586.43 \$43,213.30 Average Spent \$40,834.67 Spending Potential Index 168 178 Support Payments/Cash Contributions/Gifts in Kind: Total \$ \$22,075,008 \$183,431,219 \$382,548,577 Average Spent \$3,906.39 \$4,283.07 \$4,663.29 Spending Potential Index 144 172 158 \$26,727,983 \$219,480,806 \$453,952,368 Travel: Total \$ Average Spent \$4,729.78 \$5,124.82 \$5,533.71 Spending Potential Index 165 178 193 Vehicle Maintenance & Repairs: Total \$ \$10,530,087 \$85,408,435 \$173,477,220 \$1,863.40 \$1,994.27 \$2,114.70 Average Spent

**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.

148

158

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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