



NewMark Merrill COMPANIES

When you love shopping centers it shows.



Project Size: 30,050 Sq. Ft.

SWC OF BEACH BOULEVARD & TALBERT AVENUE, HUNTINGTON BEACH, CALIFORNIA

Demographics



Population

1 Mile. . . .27,347
2 Miles. . . .98,732
3 Miles. . . .205,867



Traffic Count

Intersection . . .81,370 ADT

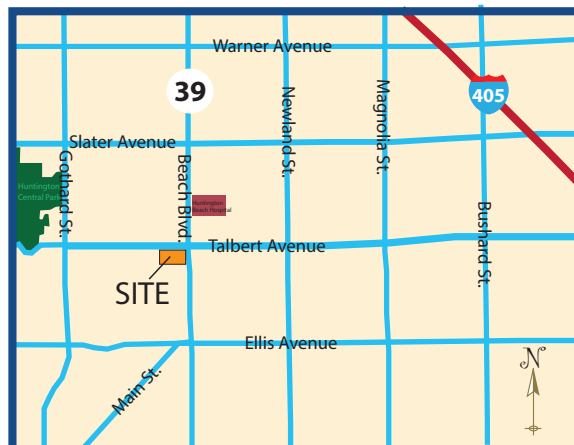


Average Household Income

1 Mile. . . .\$116,207
2 Miles. . . .\$136,381
3 Miles. . . .\$147,219

FOR LEASE * SPACE AVAILABLE!

- Major intersection with 80,000 cars per day.
- Located along Beach Blvd major thoroughfare with easy access to the 405 fwy.
- Nestled in the beach community of Huntington Beach.
- High income and population demographics.



For additional information, please contact:

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24025 Park Sorrento

Suite 300

Calabasas, CA 91302

www.newmarkmerrill.com

* Estimates are based on 2022 demographics for population and average income per household. Traffic count is based upon Owner's research and calculations. The information herein is not guaranteed and should be independently verified.



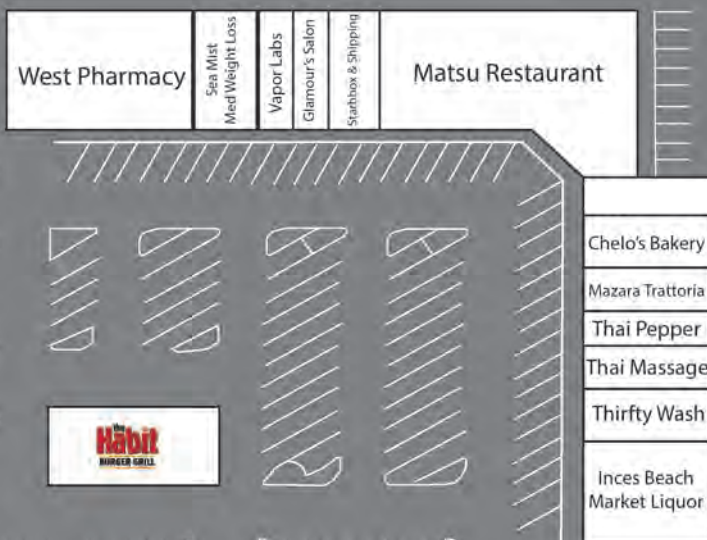
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Beach Boulevard

Talbert Avenue

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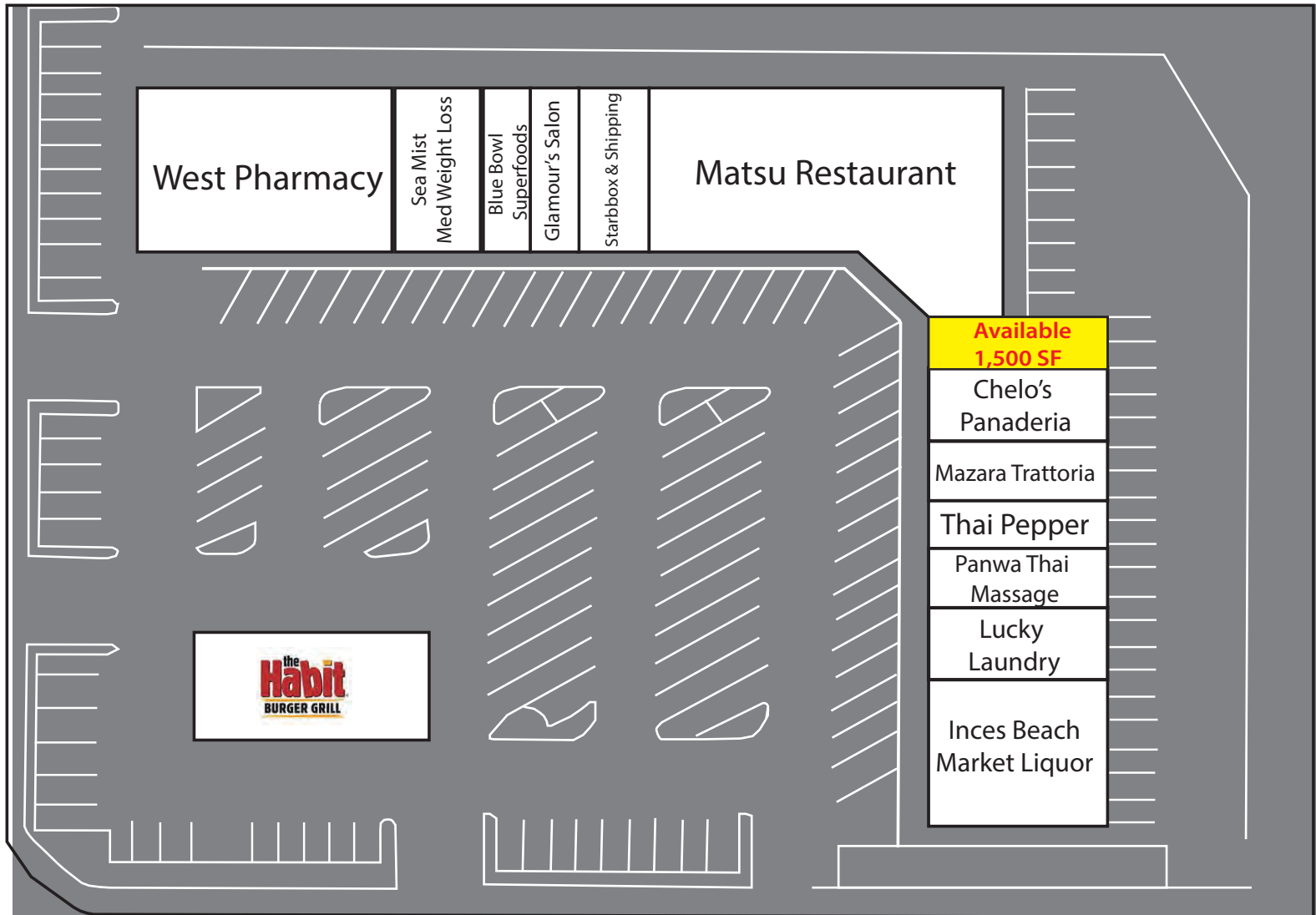
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Beach Boulevard



Talbert Avenue



For Information, Please Contact
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Greg Giacomuzzi (DRE#01906640)
NewMark Merrill Companies
Tel: 818.710.6100 Fax: 818.710.6116



Market Profile

7958-7998 Talbert Ave, Huntington Beach, California, 92648
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 33.70101
Longitude: -117.98949

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	26,825	95,761	198,980
2020 Total Population	27,339	98,816	205,949
2020 Group Quarters	442	932	1,606
2022 Total Population	27,347	98,732	205,867
2022 Group Quarters	442	932	1,606
2027 Total Population	27,137	98,086	203,758
2022-2027 Annual Rate	-0.15%	-0.13%	-0.21%
2022 Total Daytime Population	27,940	90,903	179,867
Workers	14,159	42,425	78,868
Residents	13,781	48,478	100,999
Household Summary			
2010 Households	9,136	34,401	72,662
2010 Average Household Size	2.89	2.76	2.72
2020 Total Households	9,837	36,521	76,360
2020 Average Household Size	2.73	2.68	2.68
2022 Total Households	9,834	36,565	76,258
2022 Average Household Size	2.74	2.67	2.68
2027 Total Households	9,782	36,449	75,696
2027 Average Household Size	2.73	2.67	2.67
2022-2027 Annual Rate	-0.11%	-0.06%	-0.15%
2010 Families	5,985	23,698	49,946
2010 Average Family Size	3.46	3.24	3.21
2022 Families	6,449	25,124	52,578
2022 Average Family Size	3.29	3.15	3.16
2027 Families	6,422	25,034	52,191
2027 Average Family Size	3.28	3.14	3.15
2022-2027 Annual Rate	-0.08%	-0.07%	-0.15%
Housing Unit Summary			
2000 Housing Units	9,238	34,196	73,542
Owner Occupied Housing Units	43.8%	55.5%	61.3%
Renter Occupied Housing Units	53.8%	42.4%	36.6%
Vacant Housing Units	2.4%	2.2%	2.1%
2010 Housing Units	9,555	35,667	75,593
Owner Occupied Housing Units	43.2%	54.1%	60.0%
Renter Occupied Housing Units	52.4%	42.3%	36.1%
Vacant Housing Units	4.4%	3.5%	3.9%
2020 Housing Units	10,125	37,572	79,068
Vacant Housing Units	2.8%	2.8%	3.4%
2022 Housing Units	10,125	37,643	79,042
Owner Occupied Housing Units	46.5%	53.2%	57.9%
Renter Occupied Housing Units	50.6%	43.9%	38.6%
Vacant Housing Units	2.9%	2.9%	3.5%
2027 Housing Units	10,161	37,927	79,532
Owner Occupied Housing Units	46.6%	53.0%	57.4%
Renter Occupied Housing Units	49.6%	43.1%	37.8%
Vacant Housing Units	3.7%	3.9%	4.8%
Median Household Income			
2022	\$81,881	\$99,921	\$106,837
2027	\$100,569	\$112,244	\$120,574
Median Home Value			
2022	\$731,900	\$814,978	\$828,541
2027	\$803,987	\$857,878	\$867,553
Per Capita Income			
2022	\$41,932	\$50,553	\$54,586
2027	\$50,173	\$59,356	\$63,676
Median Age			
2010	36.1	38.5	40.1
2022	38.3	40.9	42.6
2027	39.0	41.9	43.2

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.

August 09, 2022



Market Profile

7958-7998 Talbert Ave, Huntington Beach, California, 92648
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 33.70101
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	1 mile	2 miles	3 miles
2022 Households by Income			
Household Income Base	9,834	36,565	76,258
<\$15,000	8.2%	5.3%	4.9%
\$15,000 - \$24,999	6.1%	4.8%	4.2%
\$25,000 - \$34,999	7.5%	4.9%	4.3%
\$35,000 - \$49,999	8.9%	7.8%	6.8%
\$50,000 - \$74,999	15.0%	13.1%	12.2%
\$75,000 - \$99,999	12.8%	14.0%	13.2%
\$100,000 - \$149,999	18.8%	21.1%	22.0%
\$150,000 - \$199,999	9.6%	12.2%	13.0%
\$200,000+	13.1%	16.6%	19.4%
Average Household Income	\$116,207	\$136,381	\$147,219
2027 Households by Income			
Household Income Base	9,782	36,449	75,696
<\$15,000	6.5%	3.8%	3.3%
\$15,000 - \$24,999	4.3%	3.1%	2.6%
\$25,000 - \$34,999	5.4%	3.3%	2.8%
\$35,000 - \$49,999	6.4%	5.5%	4.8%
\$50,000 - \$74,999	13.8%	12.3%	11.0%
\$75,000 - \$99,999	13.2%	14.5%	13.4%
\$100,000 - \$149,999	21.4%	22.6%	23.3%
\$150,000 - \$199,999	12.5%	14.7%	15.5%
\$200,000+	16.4%	20.3%	23.4%
Average Household Income	\$138,677	\$159,652	\$171,256
2022 Owner Occupied Housing Units by Value			
Total	4,710	20,030	45,724
<\$50,000	1.8%	1.2%	1.3%
\$50,000 - \$99,999	3.2%	1.2%	1.3%
\$100,000 - \$149,999	2.2%	0.7%	0.6%
\$150,000 - \$199,999	1.0%	0.3%	0.3%
\$200,000 - \$249,999	0.2%	0.4%	0.3%
\$250,000 - \$299,999	1.2%	0.7%	0.4%
\$300,000 - \$399,999	1.9%	1.0%	0.9%
\$400,000 - \$499,999	5.2%	2.2%	2.5%
\$500,000 - \$749,999	35.9%	30.8%	28.2%
\$750,000 - \$999,999	35.8%	44.6%	44.9%
\$1,000,000 - \$1,499,999	9.4%	12.7%	13.6%
\$1,500,000 - \$1,999,999	1.2%	2.1%	3.0%
\$2,000,000 +	1.0%	2.3%	2.6%
Average Home Value	\$739,726	\$846,956	\$869,296
2027 Owner Occupied Housing Units by Value			
Total	4,739	20,095	45,632
<\$50,000	0.7%	0.2%	0.6%
\$50,000 - \$99,999	0.6%	0.2%	0.5%
\$100,000 - \$149,999	0.1%	0.0%	0.1%
\$150,000 - \$199,999	0.6%	0.2%	0.1%
\$200,000 - \$249,999	0.1%	0.1%	0.2%
\$250,000 - \$299,999	0.1%	0.0%	0.1%
\$300,000 - \$399,999	0.4%	0.2%	0.5%
\$400,000 - \$499,999	4.1%	1.8%	1.7%
\$500,000 - \$749,999	33.6%	24.4%	21.4%
\$750,000 - \$999,999	44.5%	52.7%	52.7%
\$1,000,000 - \$1,499,999	12.0%	15.1%	15.6%
\$1,500,000 - \$1,999,999	1.6%	2.3%	3.2%
\$2,000,000 +	1.5%	2.7%	3.2%
Average Home Value	\$833,929	\$912,244	\$930,416

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 09, 2022



Market Profile

7958-7998 Talbert Ave, Huntington Beach, California, 92648
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 33.70101
Longitude: -117.98949

	1 mile	2 miles	3 miles
2010 Population by Age			
Total	26,827	95,760	198,978
0 - 4	6.5%	5.5%	5.1%
5 - 9	6.5%	6.0%	5.6%
10 - 14	7.0%	6.6%	6.4%
15 - 24	13.6%	13.5%	12.8%
25 - 34	14.8%	13.6%	13.0%
35 - 44	14.8%	14.5%	14.6%
45 - 54	13.9%	15.1%	15.6%
55 - 64	9.7%	11.6%	12.4%
65 - 74	6.8%	7.8%	8.3%
75 - 84	4.2%	4.2%	4.4%
85 +	2.2%	1.7%	1.8%
18 +	75.5%	77.6%	78.6%
2022 Population by Age			
Total	27,347	98,731	205,868
0 - 4	5.8%	4.8%	4.5%
5 - 9	5.7%	5.2%	4.9%
10 - 14	5.8%	5.6%	5.4%
15 - 24	12.9%	12.1%	11.4%
25 - 34	15.2%	14.1%	13.8%
35 - 44	13.2%	13.3%	12.9%
45 - 54	12.4%	13.2%	13.3%
55 - 64	11.9%	13.2%	13.8%
65 - 74	9.1%	10.2%	11.0%
75 - 84	5.5%	6.1%	6.5%
85 +	2.5%	2.1%	2.4%
18 +	79.2%	80.9%	81.8%
2027 Population by Age			
Total	27,136	98,085	203,755
0 - 4	5.8%	4.9%	4.6%
5 - 9	5.4%	4.9%	4.7%
10 - 14	5.4%	5.2%	5.0%
15 - 24	11.1%	10.7%	10.1%
25 - 34	16.7%	14.5%	14.1%
35 - 44	13.3%	14.0%	13.8%
45 - 54	11.7%	12.4%	12.3%
55 - 64	11.8%	12.9%	13.3%
65 - 74	9.7%	10.7%	11.5%
75 - 84	6.5%	7.2%	7.6%
85 +	2.6%	2.5%	2.8%
18 +	80.4%	81.9%	82.7%
2010 Population by Sex			
Males	13,160	47,198	98,190
Females	13,666	48,563	100,791
2022 Population by Sex			
Males	13,364	48,691	101,576
Females	13,984	50,041	104,291
2027 Population by Sex			
Males	13,251	48,347	100,534
Females	13,885	49,740	103,224

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

August 09, 2022



Market Profile

7958-7998 Talbert Ave, Huntington Beach, California, 92648
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 33.70101
Longitude: -117.98949

	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	26,825	95,762	198,980
White Alone	62.3%	67.9%	68.5%
Black Alone	0.9%	1.1%	1.0%
American Indian Alone	0.8%	0.6%	0.5%
Asian Alone	13.8%	16.4%	19.0%
Pacific Islander Alone	0.3%	0.4%	0.3%
Some Other Race Alone	17.5%	8.9%	6.2%
Two or More Races	4.5%	4.7%	4.4%
Hispanic Origin	33.9%	21.6%	17.1%
Diversity Index	75.7	67.1	63.3
2020 Population by Race/Ethnicity			
Total	27,339	98,816	205,949
White Alone	47.8%	53.7%	54.5%
Black Alone	1.1%	1.2%	1.1%
American Indian Alone	1.1%	0.8%	0.7%
Asian Alone	16.4%	19.7%	22.9%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	20.0%	11.3%	8.3%
Two or More Races	13.3%	12.9%	12.2%
Hispanic Origin	34.4%	23.9%	19.5%
Diversity Index	82.8	77.3	74.5
2022 Population by Race/Ethnicity			
Total	27,349	98,732	205,868
White Alone	46.7%	52.5%	53.4%
Black Alone	1.1%	1.2%	1.1%
American Indian Alone	1.1%	0.8%	0.7%
Asian Alone	17.0%	20.3%	23.5%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	20.1%	11.5%	8.4%
Two or More Races	13.6%	13.3%	12.5%
Hispanic Origin	34.6%	24.2%	19.7%
Diversity Index	83.2	78.0	75.1
2027 Population by Race/Ethnicity			
Total	27,136	98,086	203,758
White Alone	43.9%	49.5%	50.5%
Black Alone	1.2%	1.3%	1.2%
American Indian Alone	1.2%	0.9%	0.7%
Asian Alone	18.7%	22.1%	25.4%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	20.5%	11.9%	8.7%
Two or More Races	14.3%	14.1%	13.2%
Hispanic Origin	34.7%	24.3%	19.8%
Diversity Index	84.1	79.3	76.5
2010 Population by Relationship and Household Type			
Total	26,826	95,760	198,981
In Households	98.4%	99.2%	99.4%
In Family Households	82.2%	83.5%	83.4%
Householder	22.3%	24.7%	25.1%
Spouse	15.8%	18.4%	19.2%
Child	31.8%	31.2%	30.4%
Other relative	7.3%	5.9%	5.8%
Nonrelative	5.0%	3.3%	2.9%
In Nonfamily Households	16.1%	15.8%	16.0%
In Group Quarters	1.6%	0.8%	0.6%
Institutionalized Population	1.4%	0.4%	0.2%
Noninstitutionalized Population	0.3%	0.3%	0.4%

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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August 09, 2022



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	1 mile	2 miles	3 miles
2022 Population 25+ by Educational Attainment			
Total	19,077	71,338	151,810
Less than 9th Grade	8.2%	4.4%	3.6%
9th - 12th Grade, No Diploma	5.2%	3.8%	3.6%
High School Graduate	16.9%	16.1%	15.3%
GED/Alternative Credential	1.8%	2.2%	1.9%
Some College, No Degree	22.7%	21.3%	20.3%
Associate Degree	7.1%	9.2%	9.7%
Bachelor's Degree	22.6%	27.3%	29.6%
Graduate/Professional Degree	15.5%	15.6%	16.0%
2022 Population 15+ by Marital Status			
Total	22,617	83,283	175,318
Never Married	34.5%	34.6%	33.0%
Married	49.1%	50.5%	52.2%
Widowed	5.3%	4.9%	5.0%
Divorced	11.1%	10.0%	9.8%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,393	53,368	111,412
Population 16+ Employed	96.3%	95.9%	95.9%
Population 16+ Unemployment rate	3.7%	4.1%	4.1%
Population 16-24 Employed	13.6%	12.2%	11.1%
Population 16-24 Unemployment rate	4.3%	7.1%	8.4%
Population 25-54 Employed	65.3%	64.8%	64.2%
Population 25-54 Unemployment rate	3.3%	3.5%	3.4%
Population 55-64 Employed	15.0%	16.8%	17.8%
Population 55-64 Unemployment rate	3.7%	3.5%	3.1%
Population 65+ Employed	6.1%	6.2%	6.9%
Population 65+ Unemployment rate	6.5%	5.7%	5.3%
2022 Employed Population 16+ by Industry			
Total	13,860	51,185	106,854
Agriculture/Mining	1.1%	0.5%	0.4%
Construction	7.3%	6.8%	6.0%
Manufacturing	10.6%	10.5%	11.4%
Wholesale Trade	2.4%	2.2%	2.5%
Retail Trade	11.7%	11.0%	10.7%
Transportation/Utilities	5.8%	5.0%	5.0%
Information	2.1%	2.1%	2.0%
Finance/Insurance/Real Estate	6.5%	8.7%	8.8%
Services	48.2%	49.4%	49.6%
Public Administration	4.1%	3.8%	3.6%
2022 Employed Population 16+ by Occupation			
Total	13,861	51,188	106,854
White Collar	60.3%	68.0%	71.6%
Management/Business/Financial	19.9%	21.9%	22.7%
Professional	20.7%	24.7%	26.5%
Sales	9.9%	10.5%	11.0%
Administrative Support	9.8%	10.9%	11.3%
Services	16.5%	14.3%	13.0%
Blue Collar	23.2%	17.7%	15.4%
Farming/Forestry/Fishing	1.0%	0.4%	0.3%
Construction/Extraction	6.2%	4.8%	4.1%
Installation/Maintenance/Repair	2.9%	2.8%	2.3%
Production	5.0%	4.1%	4.0%
Transportation/Material Moving	8.0%	5.5%	4.7%

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August 09, 2022



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Rings: 1, 2, 3 mile radii

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Latitude: 33.70101
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	1 mile	2 miles	3 miles
2010 Households by Type			
Total	9,136	34,402	72,662
Households with 1 Person	25.2%	22.1%	22.3%
Households with 2+ People	74.8%	77.9%	77.7%
Family Households	65.5%	68.9%	68.7%
Husband-wife Families	46.4%	51.3%	52.5%
With Related Children	24.4%	24.0%	23.4%
Other Family (No Spouse Present)	19.1%	17.6%	16.2%
Other Family with Male Householder	6.3%	5.7%	5.3%
With Related Children	3.4%	2.8%	2.6%
Other Family with Female Householder	12.8%	11.9%	10.9%
With Related Children	7.3%	6.5%	5.7%
Nonfamily Households	9.2%	9.0%	9.0%
All Households with Children	35.7%	33.7%	32.1%
Multigenerational Households	5.7%	4.8%	4.8%
Unmarried Partner Households	6.7%	6.3%	6.0%
Male-female	6.0%	5.6%	5.3%
Same-sex	0.7%	0.6%	0.7%
2010 Households by Size			
Total	9,136	34,402	72,664
1 Person Household	25.2%	22.1%	22.3%
2 Person Household	28.5%	32.1%	33.1%
3 Person Household	15.8%	17.4%	17.0%
4 Person Household	13.9%	15.5%	15.5%
5 Person Household	7.4%	7.3%	6.9%
6 Person Household	4.0%	3.0%	2.8%
7 + Person Household	5.1%	2.7%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	9,136	34,401	72,662
Owner Occupied	45.2%	56.1%	62.4%
Owned with a Mortgage/Loan	35.0%	43.1%	47.4%
Owned Free and Clear	10.1%	13.0%	15.0%
Renter Occupied	54.8%	43.9%	37.6%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	53	58	61
Percent of Income for Mortgage	47.1%	43.0%	40.9%
Wealth Index	109	144	161
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,555	35,667	75,593
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	26,825	95,761	198,980
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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.

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Market Profile

7958-7998 Talbert Ave, Huntington Beach, California, 92648
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 33.70101
Longitude: -117.98949

	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
1.	City Lights (8A)	City Lights (8A)	Pacific Heights (2C)
2.	Golden Years (9B)	Pacific Heights (2C)	Pleasantville (2B)
3.	Enterprising Professionals (2D)	Exurbanites (1E)	Exurbanites (1E)
2022 Consumer Spending			
Apparel & Services: Total \$	\$26,920,615	\$114,059,946	\$251,880,424
Average Spent	\$2,737.50	\$3,119.37	\$3,303.00
Spending Potential Index	114	129	137
Education: Total \$	\$23,655,217	\$105,205,249	\$237,716,663
Average Spent	\$2,405.45	\$2,877.21	\$3,117.27
Spending Potential Index	123	147	159
Entertainment/Recreation: Total \$	\$38,010,450	\$166,755,057	\$374,728,462
Average Spent	\$3,865.21	\$4,560.51	\$4,913.96
Spending Potential Index	105	124	134
Food at Home: Total \$	\$67,812,630	\$286,840,706	\$633,652,414
Average Spent	\$6,895.73	\$7,844.68	\$8,309.32
Spending Potential Index	111	127	134
Food Away from Home: Total \$	\$48,611,363	\$205,248,721	\$454,983,197
Average Spent	\$4,943.19	\$5,613.26	\$5,966.37
Spending Potential Index	115	130	138
Health Care: Total \$	\$68,747,315	\$303,160,663	\$678,063,115
Average Spent	\$6,990.78	\$8,291.01	\$8,891.70
Spending Potential Index	99	117	125
HH Furnishings & Equipment: Total \$	\$26,448,470	\$116,960,087	\$262,909,115
Average Spent	\$2,689.49	\$3,198.69	\$3,447.63
Spending Potential Index	105	125	135
Personal Care Products & Services: Total \$	\$11,107,880	\$47,772,094	\$106,499,715
Average Spent	\$1,129.54	\$1,306.50	\$1,396.57
Spending Potential Index	111	128	137
Shelter: Total \$	\$271,666,740	\$1,153,292,625	\$2,581,641,799
Average Spent	\$27,625.25	\$31,540.89	\$33,854.05
Spending Potential Index	121	138	148
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,543,041	\$116,414,955	\$264,797,676
Average Spent	\$2,597.42	\$3,183.78	\$3,472.39
Spending Potential Index	96	117	128
Travel: Total \$	\$30,818,326	\$138,264,688	\$316,734,169
Average Spent	\$3,133.85	\$3,781.34	\$4,153.45
Spending Potential Index	109	132	145
Vehicle Maintenance & Repairs: Total \$	\$12,454,256	\$54,248,079	\$119,924,708
Average Spent	\$1,266.45	\$1,483.61	\$1,572.62
Spending Potential Index	101	118	125

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 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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