



# NewMark Merrill

## COMPANIES

*When you love shopping centers it shows.*

# Del Amo Plaza

LOCATED ON THE NORTHEAST CORNER OF DEL AMO BLVD. AND PIONEER BLVD., CERRITOS, CALIFORNIA



## Project Size 58,126 Sq. Ft. of Retail Space

## Demographics



### Population\*

1 Mile.....30,964  
3 Miles.....228,607



### Traffic Count\*

40,313 Cars Daily



### Average Household Income\*

1 Mile.....\$103,441  
3 Miles.....\$114,993



- Conveniently located east of the San Gabriel (I-605) freeway and within close proximity to the 91 freeway.
- Parking: 272 spaces
- Newly Remodeled

- High profile central location on busy, signalized intersection.
- Anchors: Dollar Tree, Crunch Fitness

**For additional information, please contact:**

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**or**

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Suite 650  
Woodland Hills, CA 91367  
www.newmarkmerrill.com

\*Estimates are based on 2020 demographics for population and average income per household. Traffic count is based upon owner's calculations. The information contained herein is not guaranteed and should be independently verified.



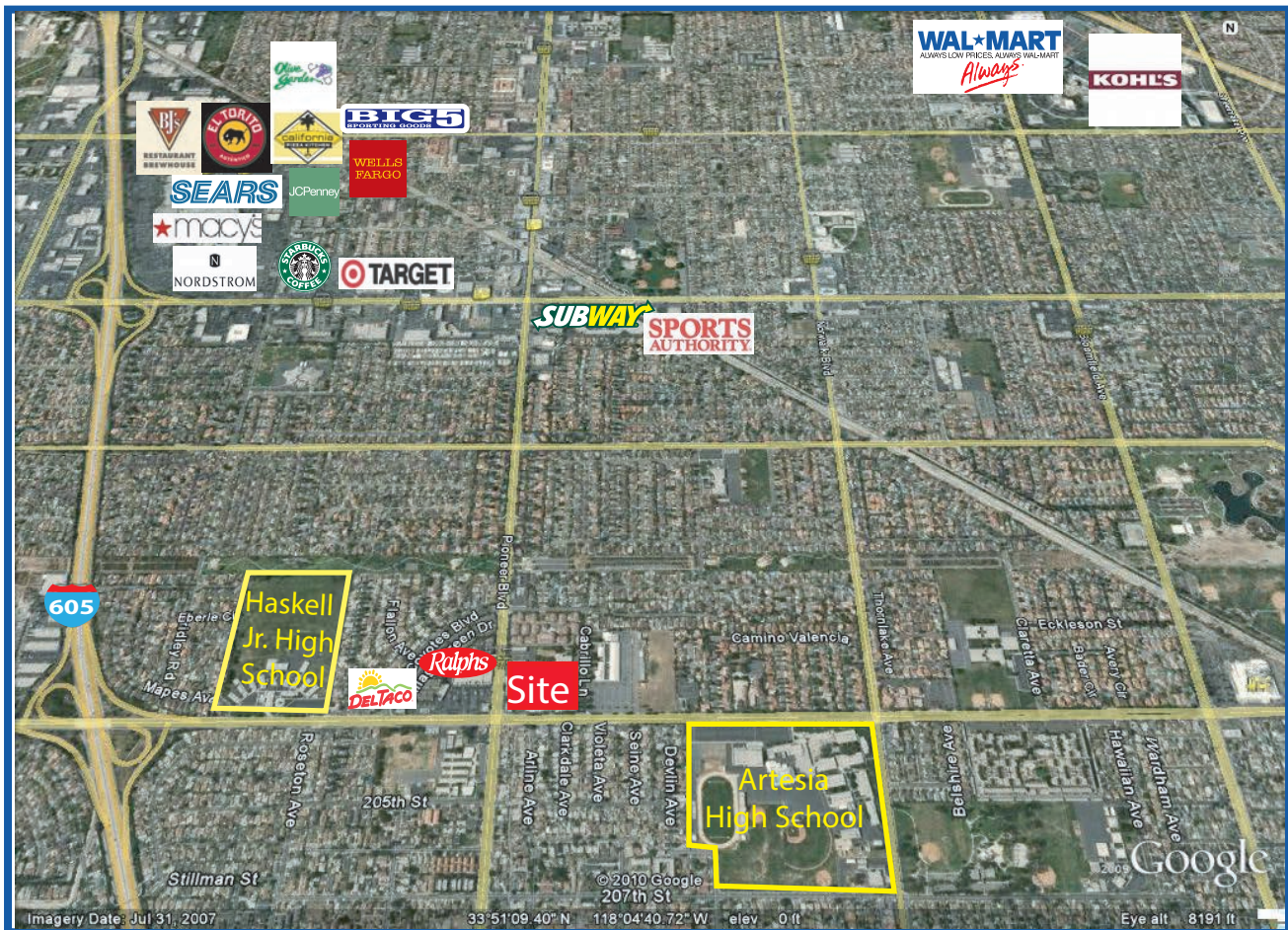


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11803	Caesars Mongolian BBQ	3,600	11877	Farmer's Insurance	490
11809	Independent Artists Academy	1,518	11879	Skin By Janny	630
11811	Available	1,000	11881	Crunch Fitness	23,205
11813	Mish Esthetics	1,250	11883	Cerritos Tailor	385
11815	Hair Craze	650	11889	Kumon Math Cerritos	1,172
11817	Napoli Shoe Repair	750	11891	The Flame Broiler	
11819	Boulevard Cleaners	1,000		The Rice Bowl King	1,518
11821	CW Acupuncture	1,000	11893-5	Caribbean Juice Bar	1,923
11823	California Medical Weight Loss	850	11897	Luxury Nails Bar	855
11825	Temps Inc.	1,500	11899	Del Amo Dental Care	1,068
11827	Available	1,179	20224	China Wok Inn	1,738
11855-59	Dollar Tree	9,350	20226	7 Leaves Cafe	1,495



**When you love  
shopping centers,  
it shows**

Dedicated to Our Communities,  
Our Tenants and Our Customers

For Information, Please Contact  
Darren Bovard (DRE#01362187)  
Greg Giacopuzzi (DRE#01906640)  
NewMark Merrill Companies  
Tel: 818.710.6100 Fax: 818.710.6116

Landlord makes no representation that any of the above tenants or building configurations will exist now or in the future. Tenants depicted may be proposed and may not actually occupy the proposed buildings. The dimensions and square footages shown are estimates only and not guaranteed.





## Market Profile

Del Amo Plaza  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.84625  
Longitude: -118.08064

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	31,508	224,635	567,525
2010 Total Population	30,586	223,974	573,812
2020 Total Population	30,964	228,607	587,908
2020 Group Quarters	66	1,534	7,526
2025 Total Population	30,995	229,672	591,311
2020-2025 Annual Rate	0.02%	0.09%	0.12%
2020 Total Daytime Population	27,889	215,245	579,635
Workers	9,935	84,854	239,395
Residents	17,954	130,391	340,240
<b>Household Summary</b>			
2000 Households	8,995	70,862	178,973
2000 Average Household Size	3.49	3.15	3.12
2010 Households	9,021	70,955	179,233
2010 Average Household Size	3.38	3.14	3.16
2020 Households	9,081	71,651	181,099
2020 Average Household Size	3.40	3.17	3.20
2025 Households	9,047	71,590	181,092
2025 Average Household Size	3.42	3.19	3.22
2020-2025 Annual Rate	-0.07%	-0.02%	0.00%
2010 Families	7,496	56,732	139,509
2010 Average Family Size	3.64	3.48	3.54
2020 Families	7,560	57,469	141,425
2020 Average Family Size	3.66	3.51	3.58
2025 Families	7,550	57,559	141,761
2025 Average Family Size	3.67	3.52	3.60
2020-2025 Annual Rate	-0.03%	0.03%	0.05%
<b>Housing Unit Summary</b>			
2000 Housing Units	9,203	72,265	183,284
Owner Occupied Housing Units	60.5%	70.3%	62.2%
Renter Occupied Housing Units	37.2%	27.7%	35.5%
Vacant Housing Units	2.2%	1.9%	2.4%
2010 Housing Units	9,392	73,095	185,833
Owner Occupied Housing Units	60.5%	69.3%	60.9%
Renter Occupied Housing Units	35.6%	27.8%	35.6%
Vacant Housing Units	4.0%	2.9%	3.6%
2020 Housing Units	9,545	74,146	188,679
Owner Occupied Housing Units	57.1%	66.3%	58.3%
Renter Occupied Housing Units	38.1%	30.4%	37.7%
Vacant Housing Units	4.9%	3.4%	4.0%
2025 Housing Units	9,575	74,516	189,688
Owner Occupied Housing Units	57.3%	66.5%	58.5%
Renter Occupied Housing Units	37.2%	29.6%	37.0%
Vacant Housing Units	5.5%	3.9%	4.5%
<b>Median Household Income</b>			
2020	\$82,030	\$93,463	\$82,779
2025	\$91,942	\$103,673	\$91,632
<b>Median Home Value</b>			
2020	\$620,154	\$631,368	\$605,124
2025	\$678,674	\$674,953	\$651,684
<b>Per Capita Income</b>			
2020	\$30,352	\$36,073	\$32,550
2025	\$34,804	\$41,006	\$36,787
<b>Median Age</b>			
2010	36.3	38.9	36.4
2020	38.0	40.4	37.7
2025	39.3	41.3	38.9

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

March 11, 2021



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<b>2020 Households by Income</b>			
Household Income Base	9,081	71,651	181,090
<\$15,000	6.4%	5.1%	6.6%
\$15,000 - \$24,999	5.0%	4.7%	5.6%
\$25,000 - \$34,999	6.6%	5.1%	5.9%
\$35,000 - \$49,999	10.5%	9.0%	10.0%
\$50,000 - \$74,999	16.2%	14.7%	16.3%
\$75,000 - \$99,999	15.3%	14.5%	14.4%
\$100,000 - \$149,999	19.7%	22.5%	20.6%
\$150,000 - \$199,999	10.8%	12.5%	10.4%
\$200,000+	9.4%	12.0%	10.0%
Average Household Income	\$103,441	\$114,993	\$105,508
<b>2025 Households by Income</b>			
Household Income Base	9,047	71,590	181,083
<\$15,000	5.5%	4.4%	5.7%
\$15,000 - \$24,999	4.2%	4.0%	4.8%
\$25,000 - \$34,999	5.5%	4.3%	5.1%
\$35,000 - \$49,999	9.1%	7.9%	9.0%
\$50,000 - \$74,999	14.7%	13.3%	15.3%
\$75,000 - \$99,999	15.1%	13.6%	13.9%
\$100,000 - \$149,999	20.9%	22.8%	21.4%
\$150,000 - \$199,999	12.9%	14.6%	12.3%
\$200,000+	12.2%	15.2%	12.5%
Average Household Income	\$119,181	\$131,447	\$119,952
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	5,448	49,144	109,890
<\$50,000	0.9%	0.9%	1.2%
\$50,000 - \$99,999	0.3%	0.2%	0.3%
\$100,000 - \$149,999	0.1%	0.1%	0.1%
\$150,000 - \$199,999	0.2%	0.1%	0.2%
\$200,000 - \$249,999	0.6%	0.5%	0.5%
\$250,000 - \$299,999	1.3%	1.0%	1.2%
\$300,000 - \$399,999	6.2%	5.9%	8.3%
\$400,000 - \$499,999	16.2%	13.3%	17.9%
\$500,000 - \$749,999	50.2%	53.5%	48.3%
\$750,000 - \$999,999	18.9%	19.5%	16.6%
\$1,000,000 - \$1,499,999	2.7%	3.4%	3.7%
\$1,500,000 - \$1,999,999	1.1%	0.5%	0.7%
\$2,000,000 +	1.2%	1.2%	1.1%
Average Home Value	\$660,518	\$668,365	\$644,358
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	5,482	49,519	110,961
<\$50,000	0.3%	0.4%	0.6%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.1%	0.1%
\$200,000 - \$249,999	0.3%	0.2%	0.3%
\$250,000 - \$299,999	0.6%	0.5%	0.7%
\$300,000 - \$399,999	3.0%	3.1%	4.5%
\$400,000 - \$499,999	11.6%	9.4%	13.9%
\$500,000 - \$749,999	47.8%	51.7%	49.2%
\$750,000 - \$999,999	26.7%	26.3%	22.5%
\$1,000,000 - \$1,499,999	5.0%	5.2%	5.3%
\$1,500,000 - \$1,999,999	2.4%	0.9%	1.0%
\$2,000,000 +	2.3%	2.1%	1.8%
Average Home Value	\$753,352	\$736,592	\$710,989

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

March 11, 2021



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Del Amo Plaza  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.84625  
Longitude: -118.08064

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	30,588	223,974	573,813
0 - 4	5.9%	5.5%	6.2%
5 - 9	6.5%	6.0%	6.5%
10 - 14	7.5%	7.2%	7.4%
15 - 24	14.6%	14.5%	15.3%
25 - 34	13.7%	11.7%	12.6%
35 - 44	14.2%	14.0%	14.1%
45 - 54	13.6%	15.6%	14.9%
55 - 64	12.0%	12.2%	11.1%
65 - 74	7.6%	7.4%	6.4%
75 - 84	3.3%	4.3%	3.9%
85 +	1.0%	1.6%	1.6%
18 +	75.3%	76.4%	74.9%
<b>2020 Population by Age</b>			
Total	30,963	228,609	587,909
0 - 4	5.6%	5.1%	5.7%
5 - 9	5.8%	5.5%	6.0%
10 - 14	5.9%	5.9%	6.3%
15 - 24	13.1%	12.2%	13.5%
25 - 34	15.4%	14.6%	15.1%
35 - 44	13.4%	12.2%	12.4%
45 - 54	12.8%	13.4%	13.0%
55 - 64	11.7%	13.7%	12.7%
65 - 74	9.5%	9.9%	8.8%
75 - 84	5.4%	5.5%	4.6%
85 +	1.5%	2.1%	1.9%
18 +	79.0%	79.9%	78.1%
<b>2025 Population by Age</b>			
Total	30,996	229,672	591,312
0 - 4	5.5%	5.1%	5.7%
5 - 9	5.5%	5.1%	5.6%
10 - 14	5.9%	5.7%	6.1%
15 - 24	11.5%	10.9%	12.2%
25 - 34	15.3%	14.0%	14.6%
35 - 44	14.6%	14.0%	14.1%
45 - 54	12.3%	12.4%	12.1%
55 - 64	11.8%	13.3%	12.4%
65 - 74	9.5%	10.8%	9.8%
75 - 84	6.3%	6.4%	5.5%
85 +	1.9%	2.3%	2.0%
18 +	79.8%	80.7%	79.1%
<b>2010 Population by Sex</b>			
Males	14,896	108,785	279,027
Females	15,690	115,189	294,785
<b>2020 Population by Sex</b>			
Males	15,009	110,922	286,188
Females	15,955	117,686	301,720
<b>2025 Population by Sex</b>			
Males	15,061	111,712	288,713
Females	15,934	117,961	302,599

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.84625  
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	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	30,588	223,973	573,812
White Alone	34.1%	47.6%	50.6%
Black Alone	9.4%	5.4%	6.8%
American Indian Alone	0.7%	0.6%	0.8%
Asian Alone	35.6%	30.3%	21.1%
Pacific Islander Alone	0.8%	0.5%	0.6%
Some Other Race Alone	14.7%	10.9%	15.1%
Two or More Races	4.7%	4.7%	4.9%
Hispanic Origin	35.0%	28.3%	37.2%
Diversity Index	86.3	80.9	83.7
<b>2020 Population by Race/Ethnicity</b>			
Total	30,965	228,608	587,908
White Alone	32.0%	44.0%	47.4%
Black Alone	8.5%	5.1%	6.4%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	37.9%	33.3%	23.6%
Pacific Islander Alone	0.8%	0.5%	0.6%
Some Other Race Alone	15.1%	11.2%	15.7%
Two or More Races	5.0%	5.2%	5.4%
Hispanic Origin	35.8%	29.1%	38.5%
Diversity Index	86.3	81.9	85.0
<b>2025 Population by Race/Ethnicity</b>			
Total	30,996	229,672	591,310
White Alone	31.4%	42.5%	46.1%
Black Alone	8.1%	4.9%	6.2%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	39.0%	34.9%	25.0%
Pacific Islander Alone	0.8%	0.5%	0.6%
Some Other Race Alone	15.1%	11.2%	15.8%
Two or More Races	5.1%	5.3%	5.6%
Hispanic Origin	36.3%	29.6%	39.1%
Diversity Index	86.2	82.2	85.4
<b>2010 Population by Relationship and Household Type</b>			
Total	30,586	223,975	573,812
In Households	99.8%	99.4%	98.8%
In Family Households	92.7%	90.9%	89.4%
Householder	24.5%	25.3%	24.3%
Spouse	17.1%	19.0%	17.3%
Child	37.2%	36.1%	36.6%
Other relative	10.4%	7.7%	8.0%
Nonrelative	3.4%	2.8%	3.3%
In Nonfamily Households	7.1%	8.4%	9.4%
In Group Quarters	0.2%	0.6%	1.2%
Institutionalized Population	0.0%	0.3%	0.6%
Noninstitutionalized Population	0.2%	0.3%	0.7%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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<b>2020 Population 25+ by Educational Attainment</b>			
Total	21,567	163,225	402,655
Less than 9th Grade	7.8%	5.8%	7.5%
9th - 12th Grade, No Diploma	6.4%	5.2%	6.2%
High School Graduate	19.1%	17.3%	19.3%
GED/Alternative Credential	2.7%	1.8%	2.0%
Some College, No Degree	20.0%	21.2%	22.2%
Associate Degree	8.7%	9.2%	9.0%
Bachelor's Degree	24.4%	26.0%	22.6%
Graduate/Professional Degree	10.9%	13.5%	11.1%
<b>2020 Population 15+ by Marital Status</b>			
Total	25,617	191,036	481,886
Never Married	35.6%	33.3%	35.8%
Married	51.3%	53.6%	50.6%
Widowed	4.8%	5.6%	5.4%
Divorced	8.3%	7.5%	8.2%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	15,856	116,640	296,021
Population 16+ Employed	83.5%	85.2%	84.7%
Population 16+ Unemployment rate	16.5%	14.8%	15.3%
Population 16-24 Employed	11.1%	9.0%	10.2%
Population 16-24 Unemployment rate	26.8%	25.7%	27.0%
Population 25-54 Employed	67.1%	66.7%	67.6%
Population 25-54 Unemployment rate	15.6%	13.9%	13.9%
Population 55-64 Employed	15.2%	18.7%	17.2%
Population 55-64 Unemployment rate	12.1%	12.3%	12.9%
Population 65+ Employed	6.5%	5.6%	5.0%
Population 65+ Unemployment rate	15.9%	13.0%	12.7%
<b>2020 Employed Population 16+ by Industry</b>			
Total	13,234	99,395	250,861
Agriculture/Mining	0.3%	0.4%	0.4%
Construction	5.3%	5.9%	6.3%
Manufacturing	10.3%	11.2%	11.6%
Wholesale Trade	3.4%	3.8%	4.2%
Retail Trade	10.9%	9.2%	9.5%
Transportation/Utilities	6.4%	7.0%	7.5%
Information	1.7%	1.5%	1.7%
Finance/Insurance/Real Estate	6.2%	6.7%	6.2%
Services	51.1%	49.8%	48.3%
Public Administration	4.4%	4.6%	4.3%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	13,233	99,396	250,860
White Collar	67.7%	69.3%	64.9%
Management/Business/Financial	13.9%	17.0%	15.1%
Professional	26.5%	27.0%	23.8%
Sales	12.6%	10.5%	10.3%
Administrative Support	14.7%	14.8%	15.8%
Services	17.3%	13.8%	15.0%
Blue Collar	15.0%	16.9%	20.1%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	3.6%	3.9%	4.6%
Installation/Maintenance/Repair	2.4%	2.7%	2.9%
Production	4.9%	5.0%	6.0%
Transportation/Material Moving	3.9%	5.0%	6.4%

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<b>2010 Households by Type</b>			
Total	9,020	70,955	179,233
Households with 1 Person	12.5%	15.6%	16.9%
Households with 2+ People	87.5%	84.4%	83.1%
Family Households	83.1%	80.0%	77.8%
Husband-wife Families	58.1%	59.9%	55.4%
With Related Children	28.9%	29.5%	29.0%
Other Family (No Spouse Present)	25.0%	20.0%	22.4%
Other Family with Male Householder	7.5%	5.8%	6.6%
With Related Children	3.9%	2.8%	3.5%
Other Family with Female Householder	17.6%	14.2%	15.8%
With Related Children	9.9%	7.4%	9.0%
Nonfamily Households	4.4%	4.4%	5.2%
All Households with Children	43.3%	40.1%	42.0%
Multigenerational Households	11.9%	8.9%	9.1%
Unmarried Partner Households	4.9%	4.5%	5.7%
Male-female	4.2%	3.7%	4.8%
Same-sex	0.7%	0.9%	0.9%
<b>2010 Households by Size</b>			
Total	9,021	70,953	179,233
1 Person Household	12.5%	15.6%	16.9%
2 Person Household	26.0%	27.6%	26.6%
3 Person Household	19.3%	19.3%	18.6%
4 Person Household	19.4%	19.5%	18.5%
5 Person Household	11.4%	9.7%	10.1%
6 Person Household	5.6%	4.4%	4.8%
7 + Person Household	6.0%	3.9%	4.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	9,021	70,955	179,233
Owner Occupied	63.0%	71.4%	63.1%
Owned with a Mortgage/Loan	49.8%	55.0%	49.2%
Owned Free and Clear	13.2%	16.3%	13.9%
Renter Occupied	37.0%	28.6%	36.9%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	76	86	79
Percent of Income for Mortgage	31.6%	28.2%	30.5%
Wealth Index	119	141	121
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	9,392	73,095	185,833
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	30,586	223,974	573,812
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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

March 11, 2021



# Market Profile

Del Amo Plaza  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.84625  
Longitude: -118.08064

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Pacific Heights (2C)	Pacific Heights (2C)	Pleasantville (2B)
2.	Urban Villages (7B)	Pleasantville (2B)	Pacific Heights (2C)
3.	International Marketplace (13A)	City Lights (8A)	Urban Villages (7B)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$21,977,012	\$188,399,188	\$447,123,705
Average Spent	\$2,420.11	\$2,629.40	\$2,468.95
Spending Potential Index	113	123	115
Education: Total \$	\$20,546,225	\$188,294,861	\$427,621,309
Average Spent	\$2,262.55	\$2,627.94	\$2,361.26
Spending Potential Index	126	147	132
Entertainment/Recreation: Total \$	\$31,844,687	\$281,960,567	\$653,074,308
Average Spent	\$3,506.74	\$3,935.19	\$3,606.17
Spending Potential Index	108	121	111
Food at Home: Total \$	\$53,855,965	\$461,625,865	\$1,096,944,814
Average Spent	\$5,930.62	\$6,442.70	\$6,057.16
Spending Potential Index	111	121	113
Food Away from Home: Total \$	\$39,416,586	\$335,063,286	\$793,258,542
Average Spent	\$4,340.56	\$4,676.32	\$4,380.25
Spending Potential Index	115	124	116
Health Care: Total \$	\$51,782,877	\$457,775,200	\$1,069,398,981
Average Spent	\$5,702.33	\$6,388.96	\$5,905.05
Spending Potential Index	99	111	103
HH Furnishings & Equipment: Total \$	\$20,996,762	\$183,821,958	\$430,105,374
Average Spent	\$2,312.16	\$2,565.52	\$2,374.97
Spending Potential Index	106	117	109
Personal Care Products & Services: Total \$	\$8,924,747	\$77,257,975	\$182,504,234
Average Spent	\$982.79	\$1,078.25	\$1,007.76
Spending Potential Index	107	117	110
Shelter: Total \$	\$222,318,734	\$1,917,415,814	\$4,468,477,514
Average Spent	\$24,481.75	\$26,760.49	\$24,674.23
Spending Potential Index	126	138	127
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,239,668	\$177,769,893	\$411,928,233
Average Spent	\$2,228.79	\$2,481.05	\$2,274.60
Spending Potential Index	95	106	97
Travel: Total \$	\$26,230,832	\$233,548,745	\$530,903,936
Average Spent	\$2,888.54	\$3,259.53	\$2,931.57
Spending Potential Index	120	135	122
Vehicle Maintenance & Repairs: Total \$	\$10,406,274	\$90,544,139	\$214,443,142
Average Spent	\$1,145.94	\$1,263.68	\$1,184.12
Spending Potential Index	99	109	102

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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