



NewMark Merrill COMPANIES

When you love shopping centers it shows.

GELSON'S VILLAGE *Calabasas*

Project Size: 63,814 Sq. Ft.

SWC OF MULHOLLAND HWY AND MULHOLLAND DRIVE, CALABASAS, CALIFORNIA



CHASE

Gelson's



ENGEL & VÖLKERS



Demographics



Population

1 Mile. . . . 12,266
3 Miles. . . . 83,563
5 Miles. . . . 251,776



Traffic Count

Intersection . . . 22,265 ADT



Average Household Income

1 Mile. . . . \$214,415
3 Miles. . . . \$177,842
5 Miles. . . . \$152,975

Average Home Value

1 Mile. . . . \$1,023,361

FOR LEASE • SPACE AVAILABLE!

- 1,540 SF vacancy idea for restaurant conversion.
- Anchored by Gelson's premium grocery chain, high-quality product offerings, specialty departments.
- Close proximity to Interstate 101, less than 1.5 miles away.
- Twice the average household income than in LA county, the surrounding Calabasas area features top rated schools and upscale residential properties.
- Parking: 260 spaces per survey (4.00 per 1,000)
- 2 miles away from Warner Center which serves as a major economic driver of the region and the site of a future mixed-use and transit-oriented development.



* 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.

For additional information, please contact:

Darren Bovard

dbovard@newmarkmerrill.com
(DRE #01362187)

or **Greg Giacopuzzi**

ggiacopuzzi@newmarkmerrill.com
(DRE #01906640)

Tel: (818) 710-6100

Fax: (818) 710-6116

**24025 Park Sorrento
Suite 300**

Calabasas, CA 91302

www.newmarkmerrill.com



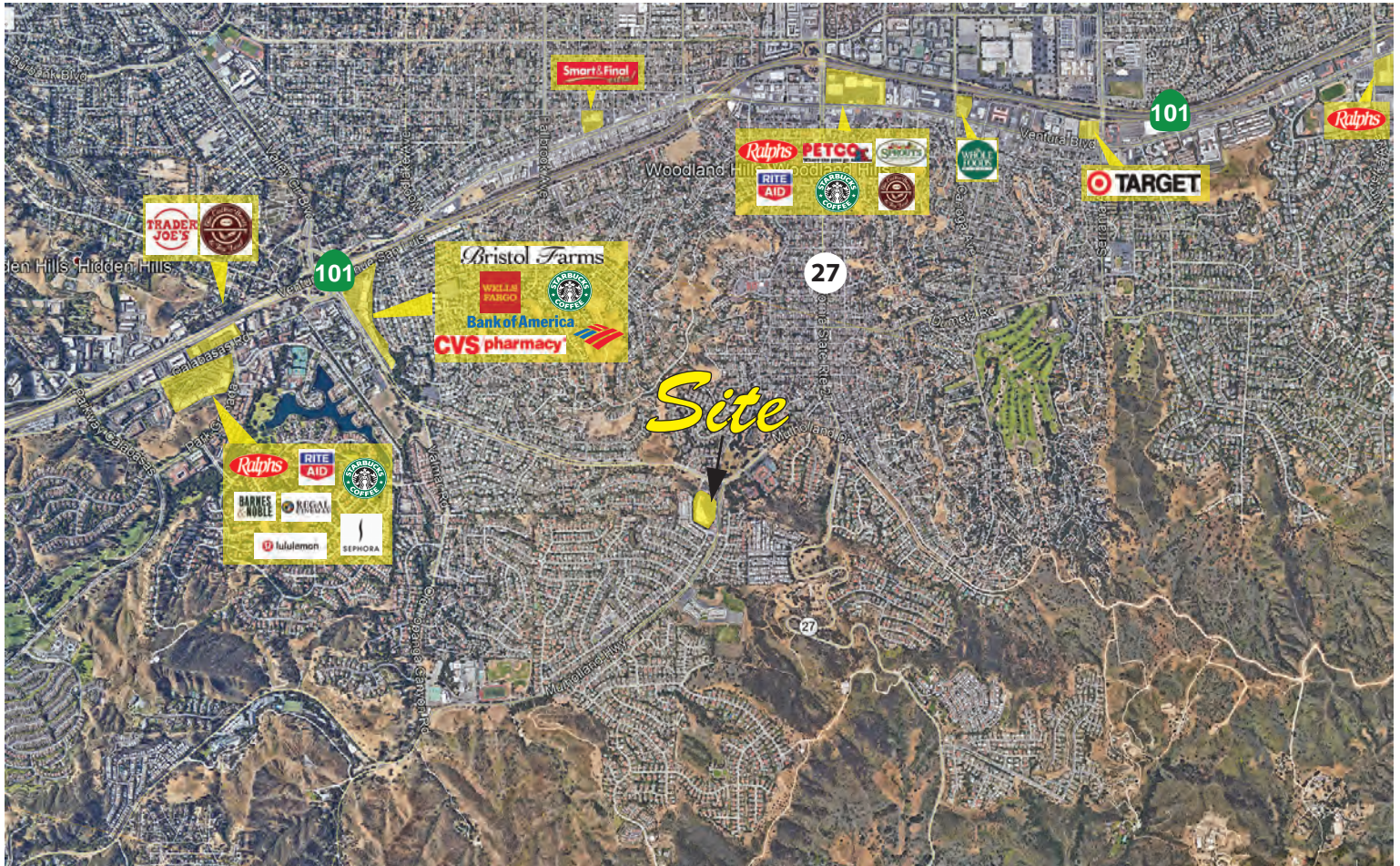
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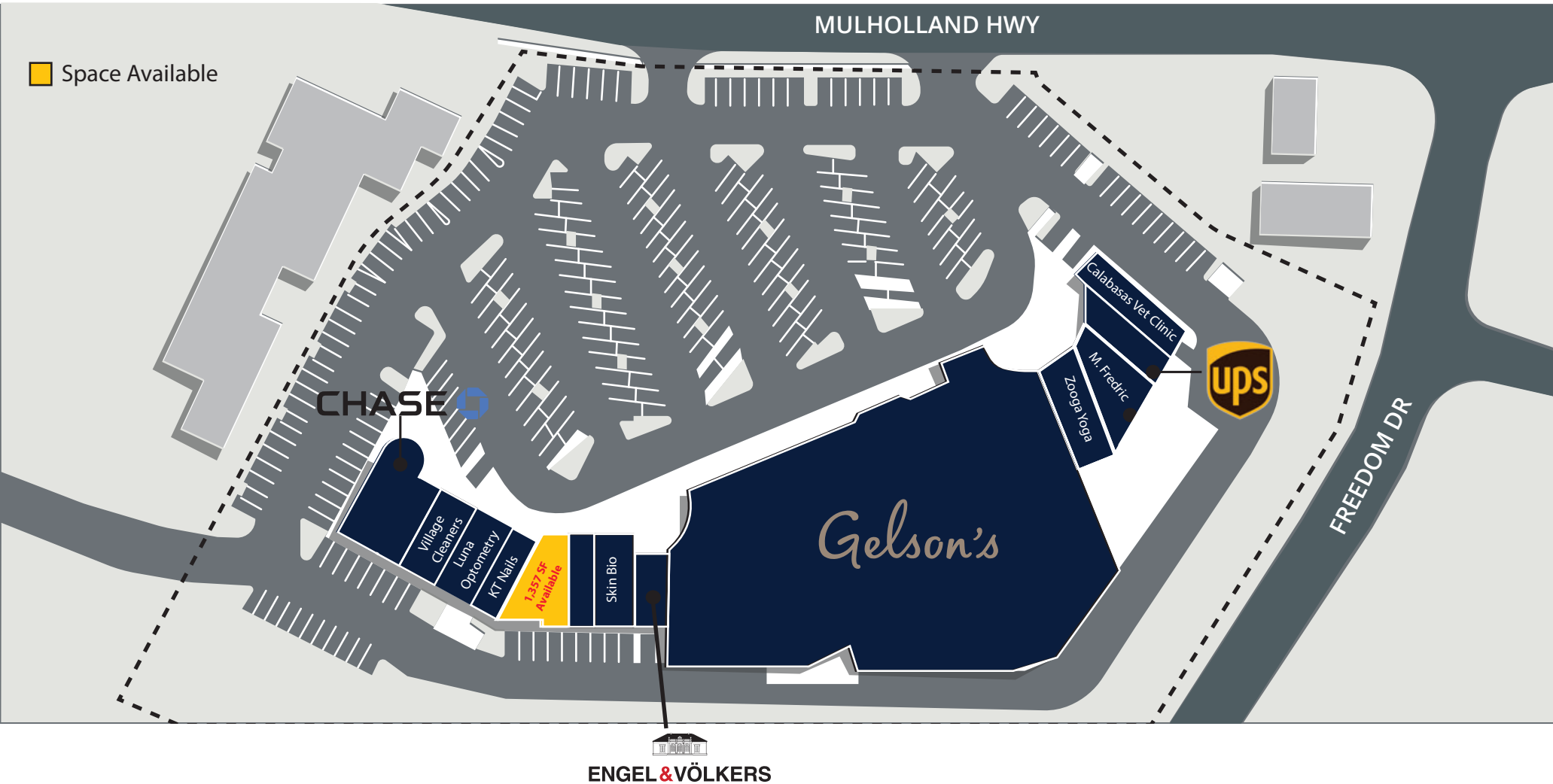
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GELSON'S VILLAGE *Calabasas*

22231-22291 Mulholland Hwy
Calabasas, CA

 Space Available



**NewMark Merrill
COMPANIES**

For Information, Please Contact
Darren Bovard (DRE#01362187)
Greg Giacomuzzi (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 and not guaranteed.



Market Profile

22277 Mulholland Hwy, Calabasas, California, 91302
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 34.14725
Longitude: -118.61249

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	12,150	77,479	237,180
2020 Total Population	12,385	85,784	250,355
2020 Group Quarters	93	700	2,824
2022 Total Population	12,266	86,563	251,776
2022 Group Quarters	93	700	2,824
2027 Total Population	11,864	85,077	247,187
2022-2027 Annual Rate	-0.66%	-0.35%	-0.37%
2022 Total Daytime Population	10,170	112,702	268,376
Workers	3,702	69,019	140,468
Residents	6,468	43,683	127,908
Household Summary			
2010 Households	4,617	31,576	84,881
2010 Average Household Size	2.61	2.44	2.77
2020 Total Households	4,601	34,925	90,883
2020 Average Household Size	2.67	2.44	2.72
2022 Households	4,546	35,269	91,604
2022 Average Household Size	2.68	2.43	2.72
2027 Households	4,401	34,835	90,331
2027 Average Household Size	2.67	2.42	2.71
2022-2027 Annual Rate	-0.65%	-0.25%	-0.28%
2010 Families	3,352	20,634	59,041
2010 Average Family Size	3.05	2.98	3.27
2022 Families	3,314	22,385	62,491
2022 Average Family Size	3.12	3.02	3.24
2027 Families	3,214	22,050	61,546
2027 Average Family Size	3.12	3.01	3.23
2022-2027 Annual Rate	-0.61%	-0.30%	-0.30%
Housing Unit Summary			
2000 Housing Units	4,598	31,081	83,201
Owner Occupied Housing Units	87.3%	64.2%	60.9%
Renter Occupied Housing Units	10.2%	31.1%	35.9%
Vacant Housing Units	2.4%	4.6%	3.2%
2010 Housing Units	4,768	33,909	90,301
Owner Occupied Housing Units	82.4%	60.8%	57.7%
Renter Occupied Housing Units	14.4%	32.3%	36.3%
Vacant Housing Units	3.2%	6.9%	6.0%
2020 Housing Units	4,724	36,975	95,101
Vacant Housing Units	2.6%	5.5%	4.4%
2022 Housing Units	4,673	38,037	96,939
Owner Occupied Housing Units	81.6%	53.9%	53.4%
Renter Occupied Housing Units	15.7%	38.8%	41.1%
Vacant Housing Units	2.7%	7.3%	5.5%
2027 Housing Units	4,629	37,944	96,970
Owner Occupied Housing Units	79.9%	52.9%	52.4%
Renter Occupied Housing Units	15.2%	38.9%	40.7%
Vacant Housing Units	4.9%	8.2%	6.8%
Median Household Income			
2022	\$146,047	\$120,464	\$104,846
2027	\$159,422	\$147,895	\$123,672
Median Home Value			
2022	\$942,216	\$924,740	\$788,408
2027	\$981,025	\$972,226	\$862,576
Per Capita Income			
2022	\$79,907	\$72,258	\$55,798
2027	\$88,611	\$85,766	\$66,543
Median Age			
2010	46.4	42.9	39.3
2022	49.6	44.2	40.8
2027	49.9	44.2	41.5

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 11, 2022



Market Profile

22277 Mulholland Hwy, Calabasas, California, 91302
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 34.14725
Longitude: -118.61249

	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	4,546	35,269	91,604
<\$15,000	3.7%	5.5%	6.1%
\$15,000 - \$24,999	2.3%	3.4%	3.9%
\$25,000 - \$34,999	3.1%	3.4%	5.3%
\$35,000 - \$49,999	4.0%	5.1%	7.0%
\$50,000 - \$74,999	7.9%	12.3%	13.5%
\$75,000 - \$99,999	7.9%	10.8%	11.3%
\$100,000 - \$149,999	22.5%	18.7%	19.4%
\$150,000 - \$199,999	13.7%	13.9%	12.5%
\$200,000+	35.0%	26.8%	20.9%
Average Household Income	\$214,415	\$177,842	\$152,975
2027 Households by Income			
Household Income Base	4,401	34,835	90,331
<\$15,000	2.2%	3.6%	4.1%
\$15,000 - \$24,999	1.2%	1.9%	2.6%
\$25,000 - \$34,999	1.3%	1.8%	3.5%
\$35,000 - \$49,999	2.5%	3.3%	5.3%
\$50,000 - \$74,999	5.6%	10.9%	11.9%
\$75,000 - \$99,999	8.0%	11.7%	11.2%
\$100,000 - \$149,999	25.0%	17.4%	20.0%
\$150,000 - \$199,999	17.0%	16.6%	15.5%
\$200,000+	37.1%	32.9%	26.0%
Average Household Income	\$237,498	\$210,042	\$181,645
2022 Owner Occupied Housing Units by Value			
Total	3,811	20,513	51,786
<\$50,000	0.1%	0.2%	0.3%
\$50,000 - \$99,999	0.1%	0.0%	0.1%
\$100,000 - \$149,999	0.1%	0.0%	0.1%
\$150,000 - \$199,999	0.2%	0.1%	0.2%
\$200,000 - \$249,999	0.5%	0.3%	0.4%
\$250,000 - \$299,999	0.0%	0.1%	0.5%
\$300,000 - \$399,999	0.1%	0.9%	2.1%
\$400,000 - \$499,999	0.6%	2.6%	5.9%
\$500,000 - \$749,999	16.6%	24.4%	36.8%
\$750,000 - \$999,999	41.4%	30.4%	22.3%
\$1,000,000 - \$1,499,999	33.3%	24.6%	17.4%
\$1,500,000 - \$1,999,999	4.8%	7.4%	5.9%
\$2,000,000 +	2.4%	8.8%	7.8%
Average Home Value	\$1,023,361	\$1,070,654	\$958,893
2027 Owner Occupied Housing Units by Value			
Total	3,698	20,071	50,813
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.0%	0.0%
\$250,000 - \$299,999	0.0%	0.0%	0.0%
\$300,000 - \$399,999	0.0%	0.3%	0.6%
\$400,000 - \$499,999	0.1%	1.5%	3.8%
\$500,000 - \$749,999	9.5%	18.3%	33.7%
\$750,000 - \$999,999	43.6%	33.6%	26.1%
\$1,000,000 - \$1,499,999	38.0%	27.8%	19.5%
\$1,500,000 - \$1,999,999	6.0%	8.8%	7.4%
\$2,000,000 +	2.7%	9.7%	8.8%
Average Home Value	\$1,082,826	\$1,135,633	\$1,028,873

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 11, 2022



Market Profile

22277 Mulholland Hwy, Calabasas, California, 91302
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 34.14725
Longitude: -118.61249

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	12,152	77,479	237,177
0 - 4	5.1%	5.1%	5.8%
5 - 9	6.1%	5.5%	6.1%
10 - 14	6.2%	5.7%	6.4%
15 - 24	9.4%	10.7%	12.7%
25 - 34	7.0%	12.3%	13.1%
35 - 44	14.0%	13.9%	14.4%
45 - 54	17.5%	16.2%	15.5%
55 - 64	16.5%	14.3%	12.2%
65 - 74	9.2%	8.3%	6.9%
75 - 84	6.2%	5.7%	4.7%
85 +	3.0%	2.4%	2.2%
18 +	78.8%	79.9%	77.5%
2022 Population by Age			
Total	12,265	86,565	251,776
0 - 4	4.2%	4.4%	5.1%
5 - 9	5.5%	5.1%	5.6%
10 - 14	6.4%	5.8%	6.1%
15 - 24	9.3%	9.7%	11.6%
25 - 34	7.8%	12.3%	13.6%
35 - 44	10.7%	13.7%	13.4%
45 - 54	14.2%	13.1%	13.2%
55 - 64	17.0%	14.5%	13.5%
65 - 74	14.4%	11.9%	10.1%
75 - 84	7.4%	6.5%	5.4%
85 +	3.1%	2.9%	2.5%
18 +	80.1%	81.3%	79.6%
2027 Population by Age			
Total	11,867	85,079	247,185
0 - 4	4.4%	4.6%	5.2%
5 - 9	5.4%	5.1%	5.4%
10 - 14	5.9%	5.2%	5.6%
15 - 24	8.9%	9.1%	10.9%
25 - 34	7.7%	12.1%	13.4%
35 - 44	12.1%	15.0%	14.5%
45 - 54	12.5%	12.6%	12.6%
55 - 64	15.7%	13.2%	12.7%
65 - 74	14.9%	12.3%	10.7%
75 - 84	9.4%	7.7%	6.4%
85 +	3.3%	3.0%	2.6%
18 +	80.7%	82.0%	80.5%
2010 Population by Sex			
Males	5,960	37,886	116,929
Females	6,190	39,593	120,251
2022 Population by Sex			
Males	6,054	42,248	124,448
Females	6,212	44,315	127,327
2027 Population by Sex			
Males	5,844	41,473	122,209
Females	6,020	43,604	124,977

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

August 11, 2022



Market Profile

22277 Mulholland Hwy, Calabasas, California, 91302
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 34.14725
Longitude: -118.61249

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	12,152	77,480	237,179
White Alone	86.2%	78.6%	68.2%
Black Alone	1.9%	3.8%	3.8%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.5%	9.3%	10.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	3.0%	11.7%
Two or More Races	4.5%	4.8%	5.0%
Hispanic Origin	6.8%	9.6%	26.4%
Diversity Index	34.6	47.8	69.8
2020 Population by Race/Ethnicity			
Total	12,385	85,784	250,355
White Alone	77.8%	68.2%	54.3%
Black Alone	2.2%	4.8%	4.4%
American Indian Alone	0.3%	0.4%	1.0%
Asian Alone	6.5%	11.4%	12.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	4.5%	15.7%
Two or More Races	10.6%	10.7%	12.3%
Hispanic Origin	9.8%	12.0%	27.9%
Diversity Index	48.9	61.1	79.0
2022 Population by Race/Ethnicity			
Total	12,267	86,562	251,776
White Alone	77.1%	67.2%	53.3%
Black Alone	2.2%	4.8%	4.4%
American Indian Alone	0.3%	0.4%	1.0%
Asian Alone	6.8%	11.9%	12.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.7%	4.6%	16.0%
Two or More Races	10.9%	11.0%	12.5%
Hispanic Origin	10.0%	12.2%	28.1%
Diversity Index	49.8	62.1	79.5
2027 Population by Race/Ethnicity			
Total	11,864	85,077	247,186
White Alone	75.2%	64.8%	51.0%
Black Alone	2.1%	4.8%	4.3%
American Indian Alone	0.3%	0.4%	1.1%
Asian Alone	7.5%	13.0%	13.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.0%	5.1%	16.6%
Two or More Races	11.8%	11.8%	13.1%
Hispanic Origin	10.3%	12.5%	28.6%
Diversity Index	52.1	64.4	80.7
2010 Population by Relationship and Household Type			
Total	12,150	77,479	237,180
In Households	99.2%	99.5%	99.1%
In Family Households	85.8%	81.3%	84.5%
Householder	27.8%	26.6%	24.9%
Spouse	23.2%	20.7%	18.6%
Child	29.4%	27.9%	31.2%
Other relative	3.7%	4.2%	6.6%
Nonrelative	1.7%	1.9%	3.2%
In Nonfamily Households	13.4%	18.2%	14.6%
In Group Quarters	0.8%	0.5%	0.9%
Institutionalized Population	0.6%	0.2%	0.5%
Noninstitutionalized Population	0.2%	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.

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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2022 Population 25+ by Educational Attainment			
Total	9,151	64,892	180,324
Less than 9th Grade	0.8%	1.5%	5.3%
9th - 12th Grade, No Diploma	2.8%	2.3%	4.4%
High School Graduate	11.1%	10.5%	15.2%
GED/Alternative Credential	1.0%	1.3%	1.5%
Some College, No Degree	15.4%	15.9%	16.9%
Associate Degree	7.9%	7.5%	8.3%
Bachelor's Degree	35.1%	36.5%	30.6%
Graduate/Professional Degree	26.0%	24.5%	17.8%
2022 Population 15+ by Marital Status			
Total	10,294	73,306	209,598
Never Married	24.2%	30.6%	34.9%
Married	60.7%	54.1%	50.8%
Widowed	4.8%	4.8%	5.0%
Divorced	10.2%	10.6%	9.4%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,286	46,531	134,267
Population 16+ Employed	93.4%	93.5%	93.9%
Population 16+ Unemployment rate	6.6%	6.5%	6.1%
Population 16-24 Employed	8.0%	8.2%	10.4%
Population 16-24 Unemployment rate	18.2%	13.8%	12.6%
Population 25-54 Employed	54.8%	62.1%	63.8%
Population 25-54 Unemployment rate	4.5%	5.3%	5.1%
Population 55-64 Employed	24.4%	19.3%	18.0%
Population 55-64 Unemployment rate	6.0%	6.3%	5.5%
Population 65+ Employed	12.8%	10.4%	7.9%
Population 65+ Unemployment rate	8.0%	8.0%	6.4%
2022 Employed Population 16+ by Industry			
Total	5,872	43,501	126,067
Agriculture/Mining	0.9%	0.4%	0.4%
Construction	5.3%	4.2%	6.8%
Manufacturing	4.7%	4.8%	6.0%
Wholesale Trade	3.6%	2.5%	2.4%
Retail Trade	6.9%	8.5%	9.5%
Transportation/Utilities	3.9%	3.4%	3.7%
Information	8.1%	7.1%	5.4%
Finance/Insurance/Real Estate	11.1%	12.1%	9.9%
Services	54.6%	55.4%	54.3%
Public Administration	1.0%	1.5%	1.6%
2022 Employed Population 16+ by Occupation			
Total	5,873	43,500	126,065
White Collar	87.4%	85.0%	72.9%
Management/Business/Financial	29.8%	28.3%	22.6%
Professional	38.9%	35.9%	28.9%
Sales	10.9%	11.0%	10.5%
Administrative Support	7.8%	9.7%	10.8%
Services	7.0%	7.7%	13.2%
Blue Collar	5.6%	7.4%	13.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	1.7%	1.7%	4.6%
Installation/Maintenance/Repair	0.4%	1.5%	1.8%
Production	1.7%	1.4%	2.7%
Transportation/Material Moving	1.8%	2.7%	4.5%

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	4,617	31,575	84,874
Households with 1 Person	21.3%	26.8%	23.1%
Households with 2+ People	78.7%	73.2%	76.9%
Family Households	72.6%	65.3%	69.6%
Husband-wife Families	60.6%	51.0%	51.9%
With Related Children	26.1%	22.0%	25.1%
Other Family (No Spouse Present)	12.0%	14.3%	17.7%
Other Family with Male Householder	3.8%	4.6%	5.8%
With Related Children	1.8%	2.2%	2.8%
Other Family with Female Householder	8.2%	9.7%	11.9%
With Related Children	4.1%	4.9%	6.5%
Nonfamily Households	6.1%	7.9%	7.4%
All Households with Children	32.3%	29.4%	34.9%
Multigenerational Households	3.1%	2.9%	5.1%
Unmarried Partner Households	4.7%	5.7%	6.1%
Male-female	3.9%	4.8%	5.3%
Same-sex	0.8%	0.8%	0.8%
2010 Households by Size			
Total	4,616	31,575	84,882
1 Person Household	21.3%	26.8%	23.1%
2 Person Household	34.6%	34.1%	30.1%
3 Person Household	18.8%	17.5%	17.8%
4 Person Household	17.4%	14.4%	16.1%
5 Person Household	5.7%	5.0%	7.4%
6 Person Household	1.6%	1.5%	3.0%
7 + Person Household	0.6%	0.7%	2.5%
2010 Households by Tenure and Mortgage Status			
Total	4,617	31,576	84,881
Owner Occupied	85.1%	65.3%	61.4%
Owned with a Mortgage/Loan	68.7%	52.7%	50.1%
Owned Free and Clear	16.5%	12.6%	11.3%
Renter Occupied	14.9%	34.7%	38.6%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	72	60	62
Percent of Income for Mortgage	34.0%	40.5%	39.6%
Wealth Index	286	200	165
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,768	33,909	90,301
Housing Units Inside Urbanized Area	97.9%	98.4%	98.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.1%	1.6%	1.5%
2010 Population By Urban/ Rural Status			
Total Population	12,150	77,479	237,180
Population Inside Urbanized Area	97.7%	98.3%	98.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.3%	1.7%	1.4%

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

22277 Mulholland Hwy, Calabasas, California, 91302
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 34.14725
Longitude: -118.61249

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Top Tier (1A)	Urban Chic (2A)	Pleasantville (2B)
2.	Urban Chic (2A)	Top Tier (1A)	Top Tier (1A)
3.	Exurbanites (1E)	Enterprising Professionals (2D)	Urban Chic (2A)
2022 Consumer Spending			
Apparel & Services: Total \$	\$20,721,532	\$138,820,219	\$317,856,935
Average Spent	\$4,558.19	\$3,936.04	\$3,469.90
Spending Potential Index	189	163	144
Education: Total \$	\$21,566,583	\$136,321,568	\$302,110,622
Average Spent	\$4,744.08	\$3,865.20	\$3,298.01
Spending Potential Index	242	197	168
Entertainment/Recreation: Total \$	\$32,534,912	\$208,582,202	\$465,541,781
Average Spent	\$7,156.82	\$5,914.04	\$5,082.11
Spending Potential Index	195	161	138
Food at Home: Total \$	\$51,602,430	\$344,605,102	\$794,705,050
Average Spent	\$11,351.17	\$9,770.76	\$8,675.44
Spending Potential Index	183	158	140
Food Away from Home: Total \$	\$37,050,583	\$248,636,454	\$570,157,628
Average Spent	\$8,150.15	\$7,049.72	\$6,224.16
Spending Potential Index	189	163	144
Health Care: Total \$	\$59,510,917	\$376,060,339	\$839,711,074
Average Spent	\$13,090.83	\$10,662.63	\$9,166.75
Spending Potential Index	185	150	129
HH Furnishings & Equipment: Total \$	\$23,189,959	\$147,327,527	\$329,054,023
Average Spent	\$5,101.18	\$4,177.25	\$3,592.14
Spending Potential Index	199	163	140
Personal Care Products & Services: Total \$	\$8,967,556	\$58,805,292	\$132,465,195
Average Spent	\$1,972.63	\$1,667.34	\$1,446.06
Spending Potential Index	193	164	142
Shelter: Total \$	\$213,475,465	\$1,411,272,618	\$3,213,394,859
Average Spent	\$46,958.97	\$40,014.53	\$35,079.20
Spending Potential Index	205	175	153
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,233,136	\$150,805,652	\$325,733,804
Average Spent	\$5,550.62	\$4,275.87	\$3,555.89
Spending Potential Index	204	157	131
Travel: Total \$	\$28,751,020	\$179,140,827	\$390,928,844
Average Spent	\$6,324.47	\$5,079.27	\$4,267.60
Spending Potential Index	220	177	149
Vehicle Maintenance & Repairs: Total \$	\$10,236,185	\$65,934,961	\$150,231,286
Average Spent	\$2,251.69	\$1,869.49	\$1,640.01
Spending Potential Index	179	148	130

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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