



# NewMark Merrill COMPANIES

*When you love shopping centers it shows.*

## Moreno Beach Plaza

217,667 Sq. Ft. of Retail Space

12641-12831 Moreno Beach Drive, Moreno Valley, CA 92555



### Demographics



#### Population\*

1 Mile.....4,909

3 Miles.....67,095



#### Traffic Count Cars Daily\*

Moreno Beach Drive: 15,400

Highway 60: 74,000



#### Average Household Income\*

1 Mile.....\$99,501

3 Miles.....\$92,482



- Beautiful upscale Neighborhood Shopping Center visible from the 60 Freeway.
- Located near an upscale neighborhood and the gateway to Lake Perris Recreational Area.
- Just under 1 million Square Feet of Retail synergy.

\*Estimates are based on 2022 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.

**For additional information,  
please contact:**

**Darren Bovard**

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**or**

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24025 Park Sorrento

Suite 300

Calabasas, CA 91302

[www.newmarkmerrill.com](http://www.newmarkmerrill.com)





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## Retail Space Available

**12641-12831 Moreno Beach Drive, Moreno Valley, CA 92555**



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Suite	Tenant	SF
31101	Available	2,120
31102	Pizza Hut	1,300
31103	Juice It Up	1,080
31104	Sally Beauty	1,500
31105	WingStop	1,200
31106	Angel's Nail Spa	1,950
31107	Capriotti's Sandwich Shop	1,502
31108	Schools Credit Union	3,150
51101	Starbucks	1,700
51102	Ono Hawaiian	1,575
61101	Game Stop	1,510
61102	Verizon	1,200
61103	Brite Now Dental	2,882
Pad 1	El Pollo Loco	
Pad 2	Wendy's	
Pad 3	Del Taco	



NewMark Merrill  
COMPANIES

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

Landlord makes no representation that any of the above tenants, parking lot 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 estimated only and not guaranteed.





## Market Profile

12761 Moreno Beach Dr, Moreno Valley, California, 92555  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.93566  
Longitude: -117.17942

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,527	39,179	125,088
2010 Total Population	3,505	62,206	168,981
2021 Total Population	4,909	67,095	180,720
2021 Group Quarters	18	179	537
2026 Total Population	5,319	70,111	188,525
2021-2026 Annual Rate	1.62%	0.88%	0.85%
2021 Total Daytime Population	5,600	57,126	148,540
Workers	2,947	19,226	44,510
Residents	2,653	37,900	104,030
<b>Household Summary</b>			
2000 Households	447	10,799	34,416
2000 Average Household Size	3.38	3.60	3.62
2010 Households	1,151	16,737	44,872
2010 Average Household Size	3.03	3.70	3.75
2021 Households	1,549	18,014	47,694
2021 Average Household Size	3.16	3.71	3.78
2026 Households	1,671	18,714	49,440
2026 Average Household Size	3.17	3.74	3.80
2021-2026 Annual Rate	1.53%	0.77%	0.72%
2010 Families	912	13,973	37,598
2010 Average Family Size	3.35	3.98	4.01
2021 Families	1,235	14,966	39,793
2021 Average Family Size	3.49	4.00	4.05
2026 Families	1,329	15,532	41,224
2026 Average Family Size	3.51	4.03	4.07
2021-2026 Annual Rate	1.48%	0.75%	0.71%
<b>Housing Unit Summary</b>			
2000 Housing Units	461	11,421	36,464
Owner Occupied Housing Units	85.9%	74.0%	67.1%
Renter Occupied Housing Units	11.1%	20.5%	27.3%
Vacant Housing Units	3.0%	5.4%	5.6%
2010 Housing Units	1,262	17,956	48,376
Owner Occupied Housing Units	59.1%	65.4%	60.9%
Renter Occupied Housing Units	32.1%	27.8%	31.9%
Vacant Housing Units	8.8%	6.8%	7.2%
2021 Housing Units	1,624	19,018	50,612
Owner Occupied Housing Units	68.8%	66.8%	61.8%
Renter Occupied Housing Units	26.6%	27.9%	32.5%
Vacant Housing Units	4.6%	5.3%	5.8%
2026 Housing Units	1,762	19,878	52,753
Owner Occupied Housing Units	68.4%	66.9%	61.6%
Renter Occupied Housing Units	26.4%	27.3%	32.1%
Vacant Housing Units	5.2%	5.9%	6.3%
<b>Median Household Income</b>			
2021	\$84,755	\$78,506	\$71,652
2026	\$96,346	\$86,279	\$79,409
<b>Median Home Value</b>			
2021	\$385,675	\$369,468	\$354,253
2026	\$427,395	\$440,003	\$429,793
<b>Per Capita Income</b>			
2021	\$28,866	\$24,917	\$22,278
2026	\$33,053	\$28,141	\$25,098
<b>Median Age</b>			
2010	31.0	30.1	28.8
2021	33.7	32.5	31.4
2026	34.1	33.7	32.9

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 12, 2022





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<b>2021 Households by Income</b>			
Household Income Base	1,549	18,014	47,694
<\$15,000	5.2%	6.1%	6.5%
\$15,000 - \$24,999	2.4%	5.6%	6.3%
\$25,000 - \$34,999	6.4%	5.7%	6.6%
\$35,000 - \$49,999	10.4%	10.0%	11.9%
\$50,000 - \$74,999	16.7%	19.2%	20.6%
\$75,000 - \$99,999	19.0%	18.4%	17.7%
\$100,000 - \$149,999	21.6%	21.0%	19.9%
\$150,000 - \$199,999	12.0%	8.2%	6.1%
\$200,000+	6.4%	5.9%	4.3%
Average Household Income	\$99,501	\$92,482	\$84,177
<b>2026 Households by Income</b>			
Household Income Base	1,671	18,714	49,440
<\$15,000	4.3%	5.0%	5.4%
\$15,000 - \$24,999	1.8%	4.6%	5.0%
\$25,000 - \$34,999	4.4%	4.7%	5.5%
\$35,000 - \$49,999	7.7%	8.0%	10.3%
\$50,000 - \$74,999	14.8%	17.5%	19.5%
\$75,000 - \$99,999	19.1%	19.1%	18.4%
\$100,000 - \$149,999	24.4%	23.7%	22.9%
\$150,000 - \$199,999	15.6%	10.3%	7.8%
\$200,000+	7.8%	7.1%	5.2%
Average Household Income	\$114,638	\$105,072	\$95,434
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,117	12,709	31,264
<\$50,000	0.5%	1.2%	2.0%
\$50,000 - \$99,999	0.1%	0.5%	1.1%
\$100,000 - \$149,999	0.1%	0.7%	1.1%
\$150,000 - \$199,999	0.5%	1.7%	2.4%
\$200,000 - \$249,999	2.6%	5.8%	7.4%
\$250,000 - \$299,999	4.0%	11.4%	14.0%
\$300,000 - \$399,999	49.1%	41.3%	40.3%
\$400,000 - \$499,999	34.1%	19.8%	15.9%
\$500,000 - \$749,999	6.4%	10.3%	9.4%
\$750,000 - \$999,999	1.3%	3.3%	3.5%
\$1,000,000 - \$1,499,999	0.1%	1.8%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	1.0%	2.0%	1.1%
Average Home Value	\$418,655	\$446,001	\$411,504
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,206	13,290	32,521
<\$50,000	0.1%	0.4%	0.6%
\$50,000 - \$99,999	0.1%	0.2%	0.3%
\$100,000 - \$149,999	0.0%	0.1%	0.2%
\$150,000 - \$199,999	0.1%	0.3%	0.4%
\$200,000 - \$249,999	0.6%	2.2%	2.4%
\$250,000 - \$299,999	1.6%	6.5%	7.6%
\$300,000 - \$399,999	35.7%	30.7%	32.2%
\$400,000 - \$499,999	43.3%	24.1%	21.3%
\$500,000 - \$749,999	10.7%	17.8%	19.0%
\$750,000 - \$999,999	2.9%	8.6%	8.0%
\$1,000,000 - \$1,499,999	0.7%	4.2%	4.3%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.4%
\$2,000,000 +	4.1%	4.6%	3.4%
Average Home Value	\$522,036	\$588,071	\$561,752

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 12, 2022





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	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	3,504	62,203	168,981
0 - 4	7.4%	7.8%	8.3%
5 - 9	6.9%	8.0%	8.4%
10 - 14	8.6%	9.1%	9.4%
15 - 24	16.8%	17.8%	18.2%
25 - 34	16.1%	14.0%	14.3%
35 - 44	13.4%	13.4%	13.3%
45 - 54	14.1%	13.6%	12.9%
55 - 64	10.2%	9.2%	8.5%
65 - 74	4.1%	4.4%	4.0%
75 - 84	1.7%	2.0%	1.9%
85 +	0.6%	0.7%	0.7%
18 +	71.7%	69.0%	67.7%
<b>2021 Population by Age</b>			
Total	4,907	67,097	180,719
0 - 4	7.2%	7.5%	7.9%
5 - 9	7.2%	7.5%	7.9%
10 - 14	6.7%	7.1%	7.3%
15 - 24	11.3%	13.2%	14.2%
25 - 34	20.3%	19.4%	19.4%
35 - 44	15.1%	13.2%	12.8%
45 - 54	10.8%	10.8%	10.6%
55 - 64	10.7%	10.7%	10.1%
65 - 74	7.4%	7.0%	6.5%
75 - 84	2.5%	2.7%	2.5%
85 +	0.7%	0.8%	0.8%
18 +	75.5%	73.9%	72.7%
<b>2026 Population by Age</b>			
Total	5,317	70,111	188,525
0 - 4	7.7%	7.6%	8.0%
5 - 9	7.4%	7.5%	7.7%
10 - 14	7.2%	7.6%	7.8%
15 - 24	10.2%	11.9%	12.7%
25 - 34	19.7%	17.9%	18.0%
35 - 44	19.3%	16.6%	15.9%
45 - 54	9.8%	10.1%	9.9%
55 - 64	8.1%	9.2%	8.9%
65 - 74	7.1%	7.3%	7.0%
75 - 84	2.8%	3.2%	3.1%
85 +	0.8%	0.9%	0.9%
18 +	74.2%	73.2%	72.4%
<b>2010 Population by Sex</b>			
Males	1,737	30,420	82,291
Females	1,768	31,786	86,690
<b>2021 Population by Sex</b>			
Males	2,422	32,778	88,079
Females	2,487	34,316	92,641
<b>2026 Population by Sex</b>			
Males	2,631	34,366	92,207
Females	2,687	35,744	96,318

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	3,505	62,206	168,980
White Alone	44.6%	43.7%	41.9%
Black Alone	15.6%	17.6%	18.1%
American Indian Alone	0.9%	0.9%	0.9%
Asian Alone	12.0%	7.3%	5.9%
Pacific Islander Alone	0.3%	0.5%	0.6%
Some Other Race Alone	21.1%	24.4%	26.9%
Two or More Races	5.6%	5.5%	5.7%
Hispanic Origin	43.4%	51.3%	54.5%
Diversity Index	87.9	88.6	89.3
<b>2021 Population by Race/Ethnicity</b>			
Total	4,909	67,095	180,720
White Alone	39.0%	40.3%	38.9%
Black Alone	15.9%	17.5%	17.9%
American Indian Alone	0.9%	0.9%	0.9%
Asian Alone	12.9%	7.7%	6.1%
Pacific Islander Alone	0.3%	0.5%	0.6%
Some Other Race Alone	25.0%	27.2%	29.6%
Two or More Races	6.0%	5.9%	6.0%
Hispanic Origin	50.6%	56.4%	59.3%
Diversity Index	90.3	89.9	90.3
<b>2026 Population by Race/Ethnicity</b>			
Total	5,319	70,111	188,527
White Alone	37.6%	39.3%	38.0%
Black Alone	15.7%	17.1%	17.6%
American Indian Alone	0.9%	0.9%	0.9%
Asian Alone	13.5%	8.1%	6.5%
Pacific Islander Alone	0.3%	0.5%	0.6%
Some Other Race Alone	25.9%	28.0%	30.3%
Two or More Races	6.1%	6.0%	6.1%
Hispanic Origin	52.8%	58.6%	61.4%
Diversity Index	90.8	90.2	90.5
<b>2010 Population by Relationship and Household Type</b>			
Total	3,505	62,206	168,981
In Households	99.4%	99.7%	99.7%
In Family Households	90.7%	93.3%	93.5%
Householder	23.4%	22.5%	22.3%
Spouse	17.7%	15.9%	15.0%
Child	38.1%	41.6%	42.5%
Other relative	8.0%	9.4%	9.5%
Nonrelative	3.5%	3.9%	4.2%
In Nonfamily Households	8.7%	6.4%	6.2%
In Group Quarters	0.6%	0.3%	0.3%
Institutionalized Population	0.3%	0.0%	0.1%
Noninstitutionalized Population	0.3%	0.3%	0.3%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2021 Population 25+ by Educational Attainment</b>			
Total	3,314	43,373	113,386
Less than 9th Grade	5.6%	9.5%	10.8%
9th - 12th Grade, No Diploma	9.0%	11.6%	11.7%
High School Graduate	25.4%	25.3%	26.4%
GED/Alternative Credential	2.8%	2.5%	2.8%
Some College, No Degree	22.4%	22.5%	22.7%
Associate Degree	9.3%	8.9%	8.4%
Bachelor's Degree	15.6%	12.6%	11.4%
Graduate/Professional Degree	9.9%	7.1%	5.8%
<b>2021 Population 15+ by Marital Status</b>			
Total	3,868	52,221	138,957
Never Married	43.8%	41.7%	41.6%
Married	47.7%	47.0%	46.6%
Widowed	3.1%	3.9%	4.0%
Divorced	5.5%	7.4%	7.9%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,454	32,452	86,685
Population 16+ Employed	93.0%	91.0%	89.5%
Population 16+ Unemployment rate	7.0%	9.0%	10.5%
Population 16-24 Employed	7.9%	10.8%	12.3%
Population 16-24 Unemployment rate	18.6%	19.6%	21.0%
Population 25-54 Employed	77.9%	72.9%	71.7%
Population 25-54 Unemployment rate	5.2%	7.2%	8.8%
Population 55-64 Employed	10.0%	12.4%	12.7%
Population 55-64 Unemployment rate	6.6%	9.9%	8.2%
Population 65+ Employed	4.2%	3.9%	3.3%
Population 65+ Unemployment rate	15.0%	5.7%	9.5%
<b>2021 Employed Population 16+ by Industry</b>			
Total	2,282	29,527	77,604
Agriculture/Mining	0.7%	0.6%	0.7%
Construction	5.2%	8.1%	9.2%
Manufacturing	6.5%	7.1%	7.4%
Wholesale Trade	3.4%	2.8%	3.1%
Retail Trade	16.2%	13.2%	13.9%
Transportation/Utilities	10.0%	13.4%	13.3%
Information	0.3%	1.1%	1.3%
Finance/Insurance/Real Estate	3.2%	4.3%	4.4%
Services	44.5%	42.4%	41.2%
Public Administration	10.0%	6.9%	5.5%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	2,281	29,528	77,604
White Collar	58.4%	52.5%	49.1%
Management/Business/Financial	10.7%	11.7%	10.7%
Professional	22.5%	18.2%	15.5%
Sales	11.3%	8.9%	9.3%
Administrative Support	13.9%	13.8%	13.5%
Services	16.9%	15.7%	17.6%
Blue Collar	24.7%	31.9%	33.4%
Farming/Forestry/Fishing	0.0%	0.3%	0.4%
Construction/Extraction	3.9%	6.6%	7.6%
Installation/Maintenance/Repair	2.7%	2.6%	3.3%
Production	4.7%	5.3%	5.4%
Transportation/Material Moving	13.4%	17.0%	16.6%

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<b>2010 Households by Type</b>			
Total	1,151	16,738	44,873
Households with 1 Person	14.5%	12.2%	12.0%
Households with 2+ People	85.5%	87.8%	88.0%
Family Households	79.2%	83.5%	83.8%
Husband-wife Families	59.6%	59.1%	56.4%
With Related Children	33.7%	35.5%	35.4%
Other Family (No Spouse Present)	19.6%	24.4%	27.4%
Other Family with Male Householder	6.3%	7.5%	8.1%
With Related Children	4.5%	5.0%	5.4%
Other Family with Female Householder	13.4%	16.9%	19.3%
With Related Children	9.1%	11.7%	13.8%
Nonfamily Households	6.3%	4.3%	4.3%
All Households with Children	48.5%	53.2%	55.5%
Multigenerational Households	11.2%	13.3%	13.5%
Unmarried Partner Households	7.3%	7.2%	7.7%
Male-female	6.3%	6.5%	7.0%
Same-sex	1.0%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	1,150	16,737	44,872
1 Person Household	14.5%	12.2%	12.0%
2 Person Household	24.8%	21.5%	20.5%
3 Person Household	18.1%	16.9%	17.2%
4 Person Household	17.6%	18.6%	18.4%
5 Person Household	12.3%	14.0%	14.4%
6 Person Household	7.0%	8.4%	8.5%
7 + Person Household	5.7%	8.5%	9.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,151	16,737	44,872
Owner Occupied	64.8%	70.2%	65.6%
Owned with a Mortgage/Loan	59.4%	63.2%	58.8%
Owned Free and Clear	5.4%	7.0%	6.8%
Renter Occupied	35.2%	29.8%	34.4%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	111	115	112
Percent of Income for Mortgage	19.1%	19.7%	20.7%
Wealth Index	96	88	75
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,262	17,956	48,376
Housing Units Inside Urbanized Area	96.0%	96.8%	98.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	4.0%	3.2%	1.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,505	62,206	168,981
Population Inside Urbanized Area	94.9%	97.3%	98.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	5.1%	2.7%	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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 12, 2022



## Market Profile

12761 Moreno Beach Dr, Moreno Valley, California, 92555  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.93566  
Longitude: -117.17942

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Up and Coming Families (7A)	Up and Coming Families (7A)	Urban Edge Families (7C)
2.	Pleasantville (2B)	Urban Edge Families (7C)	Urban Villages (7B)
3.	Urban Villages (7B)	Urban Villages (7B)	Up and Coming Families (7A)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,519,230	\$37,573,635	\$91,427,314
Average Spent	\$2,271.94	\$2,085.80	\$1,916.96
Spending Potential Index	107	98	90
Education: Total \$	\$2,674,427	\$28,994,083	\$70,845,679
Average Spent	\$1,726.55	\$1,609.53	\$1,485.42
Spending Potential Index	100	93	86
Entertainment/Recreation: Total \$	\$5,261,485	\$56,286,218	\$135,249,055
Average Spent	\$3,396.70	\$3,124.58	\$2,835.77
Spending Potential Index	105	97	88
Food at Home: Total \$	\$8,790,440	\$96,048,901	\$234,283,898
Average Spent	\$5,674.91	\$5,331.90	\$4,912.23
Spending Potential Index	104	98	90
Food Away from Home: Total \$	\$6,349,905	\$69,625,332	\$169,640,533
Average Spent	\$4,099.36	\$3,865.07	\$3,556.85
Spending Potential Index	108	102	94
Health Care: Total \$	\$10,031,179	\$107,470,258	\$256,739,682
Average Spent	\$6,475.91	\$5,965.93	\$5,383.06
Spending Potential Index	104	96	86
HH Furnishings & Equipment: Total \$	\$3,895,686	\$41,108,192	\$98,266,650
Average Spent	\$2,514.97	\$2,282.01	\$2,060.36
Spending Potential Index	112	101	91
Personal Care Products & Services: Total \$	\$1,491,776	\$15,969,088	\$38,558,282
Average Spent	\$963.06	\$886.48	\$808.45
Spending Potential Index	107	99	90
Shelter: Total \$	\$33,286,271	\$370,206,188	\$904,521,616
Average Spent	\$21,488.88	\$20,551.03	\$18,965.10
Spending Potential Index	107	102	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,289,112	\$44,228,599	\$103,962,901
Average Spent	\$2,768.96	\$2,455.23	\$2,179.79
Spending Potential Index	116	103	91
Travel: Total \$	\$4,298,309	\$46,622,324	\$111,504,909
Average Spent	\$2,774.89	\$2,588.12	\$2,337.92
Spending Potential Index	110	102	92
Vehicle Maintenance & Repairs: Total \$	\$1,861,262	\$19,839,764	\$47,766,802
Average Spent	\$1,201.59	\$1,101.35	\$1,001.53
Spending Potential Index	108	99	90

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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