



# NewMark Merrill COMPANIES

*When you love shopping centers it shows.*



*A Beautification Award Recipient*

LOCATED ON THE NORTHEAST CORNER OF UNIVERSITY AVENUE AND IOWA AVENUE IN THE CITY OF RIVERSIDE, CALIFORNIA



**Coming Soon!**



**JUICE IT UP!**



**T-Mobile**

**Sharetea**



**Home to 21,669 students  
and 3,576 Faculty & Staff**

**Project Size** 182,256 Sq.Ft. of Retail & Office Space

**Demographics**



**Population\***

1 Mile.....25,507  
3 Miles.....96,579



**Traffic Count\***

Corner of Iowa Ave. &  
University Ave: 45,900 CPD  
I-215 Freeway: 243,000 CPD



**Household  
Income\***

1 Mile.....\$44,091  
3 Miles.....\$83,317



## For Lease • Prime Retail Space Available

- Conveniently located off of the 215 Freeway with excellent exposure from the main traffic corridor of University Avenue.
- Digital pylon sign situated off of Interstate 215 with exposure to more than 157,000 cars daily.
- The population of UCR spends close to \$65.2 million in products and services per year.

- Located across from the University of California Riverside campus. UCR is the 2nd largest employer in the County of Riverside with over 6,469 employees and has a student staff population of 21,669.

- Adjacent to a multi-story University Housing structure that is under construction and will house approximately 525 students.

For additional information,  
please contact:

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24025 Park Sorrento  
Suite 300  
Calabasas, CA 91302  
www.newmarkmerrill.com

\*Estimates are based on 2021 demographics for population and average income per household. Traffic count is based upon ESRI forecasts. The information contained herein is not guaranteed and should be independently verified.



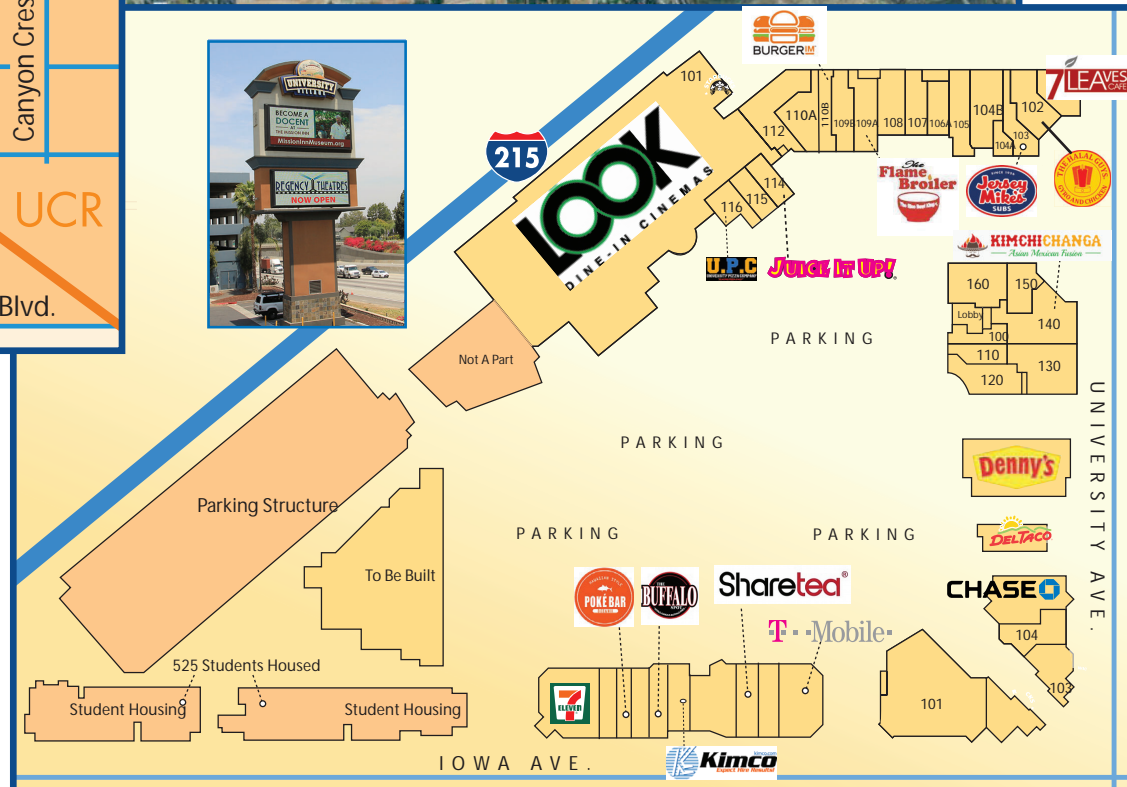
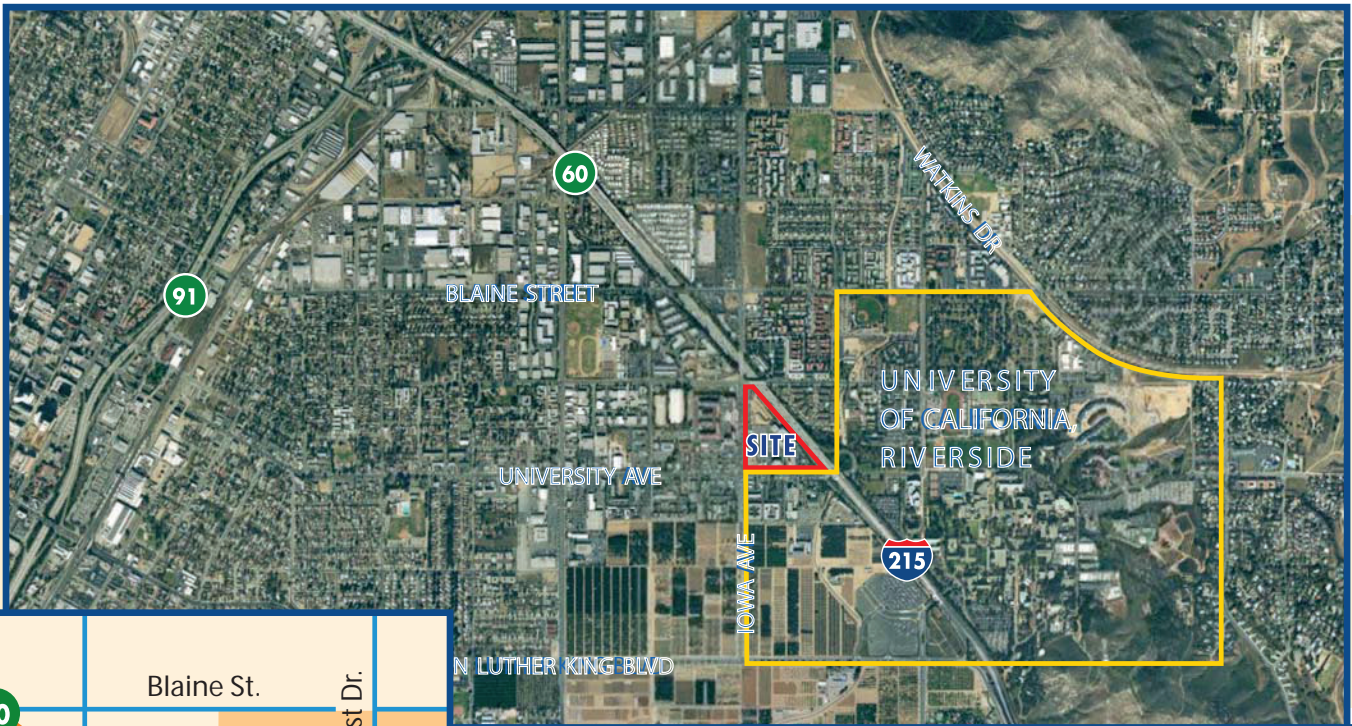


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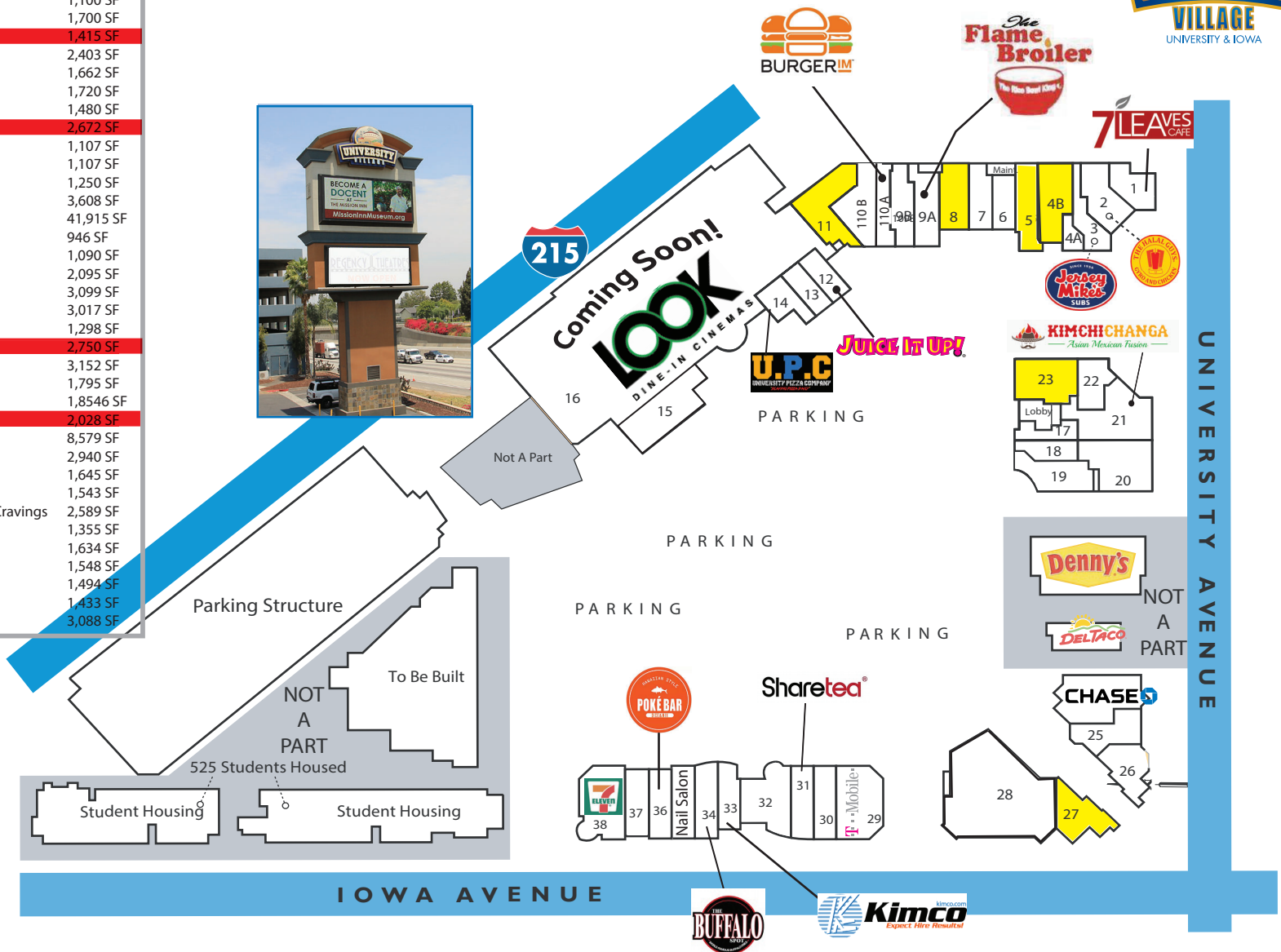
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#	Tenants	SF
1.	7 Leaves Cafe	1,400 SF
2.	The Halal Guys	2,000 SF
3.	Jersey Mike's	1,355 SF
4A.	Cocoa Goddess Collection	500 SF
4B.	Available Retail	2,272 SF
5.	Available Salon	1,866 SF
6.	Afters Ice Cream	1,100 SF
7.	Pho Vinnam Rest.	1,700 SF
8.	Available Retail	1,415 SF
9A.	Flame Broiler	2,403 SF
9B.	Durango Taco Shop	1,662 SF
10A.	Bugerim	1,720 SF
10B.	Manna Grill	1,480 SF
11.	Available Retail	2,672 SF
12.	Juice It Up	1,107 SF
13.	Veg & Go	1,107 SF
14.	U.P.C. Pizza	1,250 SF
15.	Cravin' Crab Haus	3,608 SF
16.	Look Cinemas	41,915 SF
17.	Vero's Coffee	946 SF
18.	Boba Cafe	1,090 SF
19.	Bao Culture	2,095 SF
20.	Hotties Nashville Hot Ckn.	3,099 SF
21.	Kimchichanga	3,017 SF
22.	Masala Mischief	1,298 SF
23.	Available Retail	2,750 SF
24.	Chase Bank	3,152 SF
25.	Frice	1,795 SF
26.	Eye C You	1,8546 SF
27.	Available Retail	2,028 SF
28.	Regents of UCR	8,579 SF
29.	T-Mobile	2,940 SF
30.	HK BBQ House	1,645 SF
31.	Sharetea	1,543 SF
32.	Ramen Okawari & Ohana Cravings	2,589 SF
33.	Kimco Staffing Services	1,355 SF
34.	The Buffalo Spot	1,634 SF
35.	Signature Nails & Salon	1,548 SF
36.	Poke Bar	1,494 SF
37.	UC Bakery	1,433 SF
38.	7-Eleven	3,088 SF



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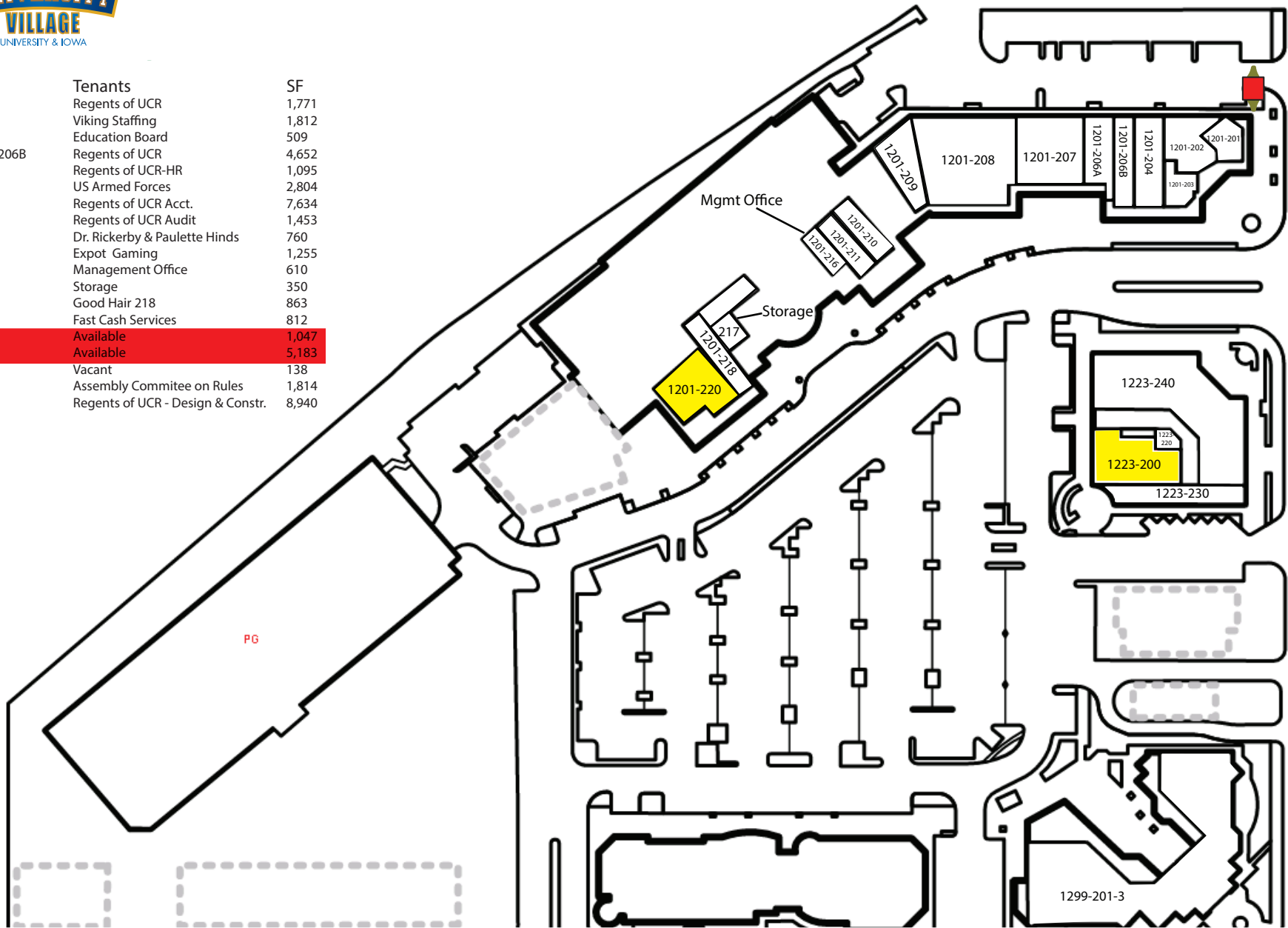
Landlord makes no representation that any of the above tenants, parking lot or building configurations will exist now or in the future. Tenants depicted may be proposed and may not actually occupy the proposed buildings. The dimensions and square footages shown are estimated only and not guaranteed.





# Second Floor Spaces

#	Tenants	SF
1201-201	Regents of UCR	1,771
1201-202	Viking Staffing	1,812
1201-203	Education Board	509
1201-204A-206B	Regents of UCR	4,652
1201-206A	Regents of UCR-HR	1,095
1201-207	US Armed Forces	2,804
1201-208	Regents of UCR Acct.	7,634
1201-209	Regents of UCR Audit	1,453
1201-210	Dr. Rickerby & Paulette Hinds	760
1201-211	Expot Gaming	1,255
1201-216	Management Office	610
1201-217	Storage	350
1201-218	Good Hair 218	863
1201-219	Fast Cash Services	812
1201-220	Available	1,047
1223-200	Available	5,183
1223-220	Vacant	138
1223-230	Assembly Committee on Rules	1,814
1223-240	Regents of UCR - Design & Constr.	8,940





## Market Profile

1299 University Ave, Riverside, California, 92507  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.97597  
Longitude: -117.33929

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	19,396	81,502	178,777
2010 Total Population	25,479	92,872	205,550
2021 Total Population	25,507	96,579	218,013
2021 Group Quarters	5,511	7,273	8,218
2026 Total Population	26,041	100,387	226,488
2021-2026 Annual Rate	0.42%	0.78%	0.77%
2021 Total Daytime Population	24,605	108,249	230,735
Workers	8,681	55,133	111,268
Residents	15,924	53,116	119,467
<b>Household Summary</b>			
2000 Households	6,808	28,103	59,185
2000 Average Household Size	2.70	2.75	2.93
2010 Households	6,997	29,815	64,847
2010 Average Household Size	2.78	2.85	3.03
2021 Households	7,113	31,310	68,893
2021 Average Household Size	2.81	2.85	3.05
2026 Households	7,249	32,466	71,302
2026 Average Household Size	2.83	2.87	3.06
2021-2026 Annual Rate	0.38%	0.73%	0.69%
2010 Families	3,331	18,242	44,712
2010 Average Family Size	3.58	3.45	3.55
2021 Families	3,354	19,043	47,270
2021 Average Family Size	3.62	3.47	3.57
2026 Families	3,417	19,718	48,857
2026 Average Family Size	3.65	3.49	3.59
2021-2026 Annual Rate	0.37%	0.70%	0.66%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,382	29,880	62,735
Owner Occupied Housing Units	15.7%	43.2%	54.0%
Renter Occupied Housing Units	76.5%	50.9%	40.3%
Vacant Housing Units	7.8%	6.0%	5.7%
2010 Housing Units	7,862	32,674	70,044
Owner Occupied Housing Units	14.3%	40.5%	50.4%
Renter Occupied Housing Units	74.7%	50.8%	42.2%
Vacant Housing Units	11.0%	8.8%	7.4%
2021 Housing Units	8,029	34,213	73,840
Owner Occupied Housing Units	14.0%	39.8%	50.1%
Renter Occupied Housing Units	74.6%	51.7%	43.2%
Vacant Housing Units	11.4%	8.5%	6.7%
2026 Housing Units	8,255	35,688	76,852
Owner Occupied Housing Units	14.0%	39.4%	49.8%
Renter Occupied Housing Units	73.9%	51.5%	43.0%
Vacant Housing Units	12.2%	9.0%	7.2%
<b>Median Household Income</b>			
2021	\$33,661	\$62,343	\$71,001
2026	\$37,369	\$69,319	\$78,088
<b>Median Home Value</b>			
2021	\$274,773	\$447,722	\$426,558
2026	\$346,078	\$584,420	\$554,468
<b>Per Capita Income</b>			
2021	\$12,994	\$27,092	\$28,829
2026	\$14,494	\$29,916	\$31,888
<b>Median Age</b>			
2010	22.0	27.6	30.0
2021	22.6	29.8	32.6
2026	22.8	31.0	34.1

**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 11, 2022



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<b>2021 Households by Income</b>			
Household Income Base	7,110	31,306	68,885
<\$15,000	29.9%	13.9%	10.0%
\$15,000 - \$24,999	11.7%	7.3%	6.8%
\$25,000 - \$34,999	9.4%	6.9%	6.5%
\$35,000 - \$49,999	14.7%	11.7%	10.9%
\$50,000 - \$74,999	15.6%	17.4%	17.9%
\$75,000 - \$99,999	9.3%	14.3%	15.3%
\$100,000 - \$149,999	7.4%	16.2%	18.2%
\$150,000 - \$199,999	1.5%	6.0%	7.6%
\$200,000+	0.6%	6.3%	6.9%
Average Household Income	\$44,091	\$83,317	\$91,039
<b>2026 Households by Income</b>			
Household Income Base	7,246	32,462	71,294
<\$15,000	27.0%	12.2%	8.8%
\$15,000 - \$24,999	11.0%	6.3%	5.9%
\$25,000 - \$34,999	9.0%	6.0%	5.5%
\$35,000 - \$49,999	14.2%	11.0%	9.7%
\$50,000 - \$74,999	16.8%	17.4%	17.5%
\$75,000 - \$99,999	10.7%	15.2%	16.0%
\$100,000 - \$149,999	8.9%	18.0%	20.1%
\$150,000 - \$199,999	1.8%	6.9%	8.8%
\$200,000+	0.6%	6.9%	7.7%
Average Household Income	\$49,574	\$92,367	\$101,147
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,114	13,613	36,969
<\$50,000	18.9%	2.5%	3.2%
\$50,000 - \$99,999	4.9%	0.6%	0.7%
\$100,000 - \$149,999	4.2%	0.7%	0.6%
\$150,000 - \$199,999	10.6%	2.2%	1.7%
\$200,000 - \$249,999	6.5%	3.8%	3.7%
\$250,000 - \$299,999	9.9%	6.2%	6.6%
\$300,000 - \$399,999	25.2%	24.5%	28.0%
\$400,000 - \$499,999	7.1%	19.8%	21.1%
\$500,000 - \$749,999	9.7%	26.1%	21.8%
\$750,000 - \$999,999	1.6%	9.0%	6.8%
\$1,000,000 - \$1,499,999	1.2%	3.1%	4.1%
\$1,500,000 - \$1,999,999	0.0%	0.4%	1.0%
\$2,000,000 +	0.2%	1.0%	0.8%
Average Home Value	\$287,736	\$516,356	\$507,010
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,140	14,064	38,221
<\$50,000	15.6%	1.5%	1.6%
\$50,000 - \$99,999	3.0%	0.3%	0.2%
\$100,000 - \$149,999	3.6%	0.3%	0.2%
\$150,000 - \$199,999	5.1%	0.6%	0.3%
\$200,000 - \$249,999	3.2%	1.1%	1.2%
\$250,000 - \$299,999	7.1%	2.7%	2.6%
\$300,000 - \$399,999	26.8%	15.3%	16.9%
\$400,000 - \$499,999	7.3%	16.0%	19.8%
\$500,000 - \$749,999	15.4%	36.2%	32.7%
\$750,000 - \$999,999	4.4%	15.0%	12.3%
\$1,000,000 - \$1,499,999	7.8%	7.1%	8.6%
\$1,500,000 - \$1,999,999	0.0%	1.1%	1.5%
\$2,000,000 +	0.7%	2.8%	2.1%
Average Home Value	\$420,789	\$666,488	\$652,375

**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 11, 2022



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Latitude: 33.97597  
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	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	25,476	92,871	205,549
0 - 4	6.0%	6.6%	7.0%
5 - 9	4.9%	6.0%	6.7%
10 - 14	4.4%	6.1%	7.2%
15 - 24	50.1%	26.8%	21.1%
25 - 34	13.8%	15.2%	14.5%
35 - 44	7.8%	11.2%	12.1%
45 - 54	6.1%	11.5%	12.9%
55 - 64	3.8%	8.5%	9.4%
65 - 74	1.8%	4.4%	4.7%
75 - 84	1.1%	2.7%	2.9%
85 +	0.3%	1.1%	1.2%
18 +	81.9%	77.4%	74.4%
<b>2021 Population by Age</b>			
Total	25,507	96,578	218,015
0 - 4	5.5%	6.1%	6.5%
5 - 9	4.6%	5.8%	6.4%
10 - 14	4.1%	5.5%	6.3%
15 - 24	47.8%	23.3%	17.7%
25 - 34	15.6%	17.6%	17.1%
35 - 44	7.3%	11.3%	12.3%
45 - 54	5.7%	9.4%	10.4%
55 - 64	4.9%	9.7%	11.0%
65 - 74	2.8%	6.8%	7.6%
75 - 84	1.3%	3.3%	3.4%
85 +	0.4%	1.2%	1.4%
18 +	83.2%	79.3%	77.2%
<b>2026 Population by Age</b>			
Total	26,041	100,387	226,488
0 - 4	5.6%	6.2%	6.5%
5 - 9	4.5%	5.7%	6.2%
10 - 14	4.1%	5.6%	6.3%
15 - 24	46.7%	22.3%	16.7%
25 - 34	15.2%	16.3%	15.6%
35 - 44	8.2%	12.8%	14.3%
45 - 54	5.6%	9.3%	10.2%
55 - 64	4.8%	8.8%	10.0%
65 - 74	3.3%	7.4%	8.4%
75 - 84	1.6%	4.2%	4.3%
85 +	0.4%	1.3%	1.4%
18 +	83.4%	79.3%	77.4%
<b>2010 Population by Sex</b>			
Males	12,320	46,238	101,572
Females	13,159	46,634	103,978
<b>2021 Population by Sex</b>			
Males	12,379	48,148	107,969
Females	13,128	48,431	110,045
<b>2026 Population by Sex</b>			
Males	12,608	49,934	112,227
Females	13,433	50,453	114,261

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>2010 Population by Race/Ethnicity</b>			
Total	25,479	92,872	205,551
White Alone	35.9%	51.9%	55.1%
Black Alone	11.1%	9.5%	8.9%
American Indian Alone	1.0%	1.0%	1.0%
Asian Alone	23.4%	10.9%	7.9%
Pacific Islander Alone	0.5%	0.4%	0.3%
Some Other Race Alone	22.5%	21.2%	21.7%
Two or More Races	5.7%	5.1%	5.1%
Hispanic Origin	44.6%	44.3%	46.8%
Diversity Index	90.1	85.3	84.0
<b>2021 Population by Race/Ethnicity</b>			
Total	25,508	96,578	218,014
White Alone	32.6%	47.9%	50.9%
Black Alone	11.1%	9.8%	9.2%
American Indian Alone	1.0%	1.0%	1.0%
Asian Alone	24.0%	11.4%	8.4%
Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	24.9%	23.9%	24.4%
Two or More Races	6.0%	5.7%	5.7%
Hispanic Origin	48.6%	49.7%	52.4%
Diversity Index	91.2	87.4	86.2
<b>2026 Population by Race/Ethnicity</b>			
Total	26,040	100,387	226,487
White Alone	31.5%	46.3%	49.3%
Black Alone	10.9%	9.8%	9.2%
American Indian Alone	1.0%	1.0%	1.0%
Asian Alone	24.7%	11.9%	8.9%
Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	25.4%	24.7%	25.3%
Two or More Races	6.0%	5.8%	5.9%
Hispanic Origin	50.0%	52.1%	55.0%
Diversity Index	91.4	88.1	86.9
<b>2010 Population by Relationship and Household Type</b>			
Total	25,479	92,872	205,550
In Households	76.4%	91.5%	95.6%
In Family Households	49.7%	71.4%	80.9%
Householder	13.1%	19.6%	21.7%
Spouse	7.1%	12.7%	14.7%
Child	21.5%	29.5%	34.1%
Other relative	5.0%	6.0%	6.7%
Nonrelative	2.9%	3.6%	3.8%
In Nonfamily Households	26.8%	20.1%	14.8%
In Group Quarters	23.6%	8.5%	4.4%
Institutionalized Population	0.0%	1.3%	0.9%
Noninstitutionalized Population	23.6%	7.2%	3.4%

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

May 11, 2022





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	1 mile	3 miles	5 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	9,680	57,242	137,632
Less than 9th Grade	10.3%	7.7%	8.6%
9th - 12th Grade, No Diploma	10.2%	8.2%	8.4%
High School Graduate	22.9%	19.9%	22.2%
GED/Alternative Credential	2.5%	2.8%	2.9%
Some College, No Degree	22.3%	22.5%	22.3%
Associate Degree	5.1%	7.8%	8.2%
Bachelor's Degree	15.5%	16.3%	15.0%
Graduate/Professional Degree	11.2%	14.8%	12.4%
<b>2021 Population 15+ by Marital Status</b>			
Total	21,878	79,712	176,183
Never Married	70.6%	51.9%	44.5%
Married	21.6%	35.2%	41.8%
Widowed	1.7%	3.8%	4.5%
Divorced	6.1%	9.1%	9.2%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	11,049	47,896	108,669
Population 16+ Employed	88.6%	90.1%	90.8%
Population 16+ Unemployment rate	11.4%	9.9%	9.2%
Population 16-24 Employed	41.3%	18.5%	14.7%
Population 16-24 Unemployment rate	15.0%	18.4%	17.3%
Population 25-54 Employed	51.8%	62.7%	65.2%
Population 25-54 Unemployment rate	8.9%	8.5%	8.2%
Population 55-64 Employed	5.6%	13.2%	14.8%
Population 55-64 Unemployment rate	6.5%	5.4%	5.8%
Population 65+ Employed	1.3%	5.6%	5.4%
Population 65+ Unemployment rate	12.1%	4.8%	4.8%
<b>2021 Employed Population 16+ by Industry</b>			
Total	9,784	43,144	98,723
Agriculture/Mining	0.6%	0.4%	0.6%
Construction	5.1%	6.7%	7.8%
Manufacturing	6.2%	7.9%	8.3%
Wholesale Trade	4.0%	3.4%	3.0%
Retail Trade	12.5%	11.4%	11.9%
Transportation/Utilities	4.2%	6.5%	7.7%
Information	0.9%	1.5%	1.4%
Finance/Insurance/Real Estate	4.1%	5.2%	4.5%
Services	60.4%	51.8%	49.6%
Public Administration	2.1%	5.2%	5.3%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	9,781	43,145	98,722
White Collar	59.8%	60.1%	57.5%
Management/Business/Financial	9.5%	12.3%	12.1%
Professional	25.8%	27.1%	24.8%
Sales	9.8%	8.9%	8.9%
Administrative Support	14.8%	11.8%	11.8%
Services	18.9%	16.0%	16.1%
Blue Collar	21.3%	23.9%	26.4%
Farming/Forestry/Fishing	0.6%	0.3%	0.5%
Construction/Extraction	4.1%	5.5%	6.2%
Installation/Maintenance/Repair	1.9%	2.2%	3.3%
Production	4.5%	5.3%	5.4%
Transportation/Material Moving	10.3%	10.6%	11.1%

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 11, 2022



## Market Profile

1299 University Ave, Riverside, California, 92507  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.97597  
Longitude: -117.33929

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	6,997	29,815	64,847
Households with 1 Person	25.7%	24.3%	21.2%
Households with 2+ People	74.3%	75.7%	78.8%
Family Households	47.6%	61.2%	68.9%
Husband-wife Families	25.8%	39.8%	46.7%
With Related Children	15.5%	20.3%	24.7%
Other Family (No Spouse Present)	21.8%	21.4%	22.2%
Other Family with Male Householder	6.3%	6.5%	6.8%
With Related Children	3.6%	3.8%	4.1%
Other Family with Female Householder	15.5%	14.8%	15.4%
With Related Children	11.4%	9.8%	9.9%
Nonfamily Households	26.7%	14.5%	9.8%
All Households with Children	31.3%	34.5%	39.4%
Multigenerational Households	4.7%	6.3%	7.7%
Unmarried Partner Households	8.6%	8.5%	7.9%
Male-female	8.2%	7.6%	7.0%
Same-sex	0.4%	0.9%	0.8%
<b>2010 Households by Size</b>			
Total	6,997	29,814	64,848
1 Person Household	25.7%	24.3%	21.2%
2 Person Household	29.9%	29.3%	27.7%
3 Person Household	16.7%	16.7%	17.0%
4 Person Household	13.4%	13.6%	15.1%
5 Person Household	6.9%	7.6%	9.2%
6 Person Household	3.3%	4.1%	4.8%
7 + Person Household	4.0%	4.3%	5.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,997	29,815	64,847
Owner Occupied	16.0%	44.4%	54.4%
Owned with a Mortgage/Loan	11.5%	34.0%	43.3%
Owned Free and Clear	4.5%	10.3%	11.2%
Renter Occupied	84.0%	55.6%	45.6%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	75	81	96
Percent of Income for Mortgage	34.2%	30.1%	25.2%
Wealth Index	27	82	94
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,862	32,674	70,044
Housing Units Inside Urbanized Area	100.0%	99.9%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	25,479	92,872	205,550
Population Inside Urbanized Area	100.0%	99.9%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.3%

**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:** 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>Top 3 Tapestry Segments</b>			
1.	College Towns (14B)	College Towns (14B)	Urban Edge Families (7C)
2.	Dorms to Diplomas (14C)	Urban Edge Families (7C)	Home Improvement (4B)
3.	NeWest Residents (13C)	Exurbanites (1E)	Urban Villages (7B)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,929,512	\$62,043,641	\$145,446,753
Average Spent	\$1,114.79	\$1,981.59	\$2,111.20
Spending Potential Index	53	93	100
Education: Total \$	\$7,566,429	\$52,579,385	\$122,670,540
Average Spent	\$1,063.75	\$1,679.32	\$1,780.60
Spending Potential Index	62	97	103
Entertainment/Recreation: Total \$	\$10,733,198	\$88,940,051	\$213,021,250
Average Spent	\$1,508.96	\$2,840.63	\$3,092.06
Spending Potential Index	47	88	96
Food at Home: Total \$	\$19,113,635	\$155,488,891	\$368,102,194
Average Spent	\$2,687.14	\$4,966.11	\$5,343.10
Spending Potential Index	49	91	98
Food Away from Home: Total \$	\$14,346,791	\$112,453,197	\$264,478,803
Average Spent	\$2,016.98	\$3,591.61	\$3,838.98
Spending Potential Index	53	95	101
Health Care: Total \$	\$19,225,197	\$167,116,362	\$402,133,624
Average Spent	\$2,702.83	\$5,337.48	\$5,837.08
Spending Potential Index	43	86	94
HH Furnishings & Equipment: Total \$	\$7,390,825	\$62,825,894	\$151,507,543
Average Spent	\$1,039.06	\$2,006.58	\$2,199.17
Spending Potential Index	46	89	98
Personal Care Products & Services: Total \$	\$3,121,466	\$25,612,577	\$60,854,875
Average Spent	\$438.84	\$818.03	\$883.32
Spending Potential Index	49	91	98
Shelter: Total \$	\$74,713,268	\$597,229,336	\$1,421,780,404
Average Spent	\$10,503.76	\$19,074.72	\$20,637.52
Spending Potential Index	52	95	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,973,974	\$64,032,381	\$156,093,787
Average Spent	\$980.45	\$2,045.11	\$2,265.74
Spending Potential Index	41	86	95
Travel: Total \$	\$7,947,376	\$69,863,788	\$171,466,966
Average Spent	\$1,117.30	\$2,231.36	\$2,488.89
Spending Potential Index	44	88	98
Vehicle Maintenance & Repairs: Total \$	\$3,956,900	\$31,627,523	\$74,390,197
Average Spent	\$556.29	\$1,010.14	\$1,079.79
Spending Potential Index	50	91	97

**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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