



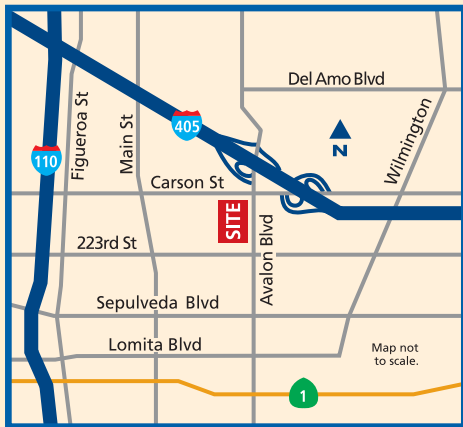
NewMark Merrill

COMPANIES

When you love shopping centers it shows.



LOCATED AT THE SOUTHWEST CORNER OF CARSON STREET & AVALON BOULEVARD, CITY OF CARSON, CA



Project Size 59,783 Sq. Ft. of Retail Space

Demographics



Population*
1 Mile.....26,157
3 Miles.....176,780



Traffic Count*
54,069 Cars Daily



Average Household Income*
1 Mile.....\$91,998
3 Miles.....\$87,991



Retail Space Available For Lease!

Less than 1 mile from the San Diego (405) Freeway with on and off ramps at both Carson Street and Avalon Boulevard, and less than 3 miles from the Harbor (110) Freeway.

Across the street from Carson City Hall, Police and Fire Stations.

Across the street from The Avalon, a mixed used development under construction featuring 357 unit apartments and 30,700 SF of ground floor retail space!

Adjacent to new 152 unit residential complex and 14,000 SF of ground floor retail space.

Across the street from The Gateway Center with 86 rental housing units and The Renaissance at City Center with 150 rental housing units, and 25,000 square feet of lifestyle-oriented shops and subterranean parking.

For additional information, please contact:

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5850 Canoga Avenue

Suite 650

Woodland Hills, CA 91367

www.newmarkmerrill.com

*Estimates are based on 2018 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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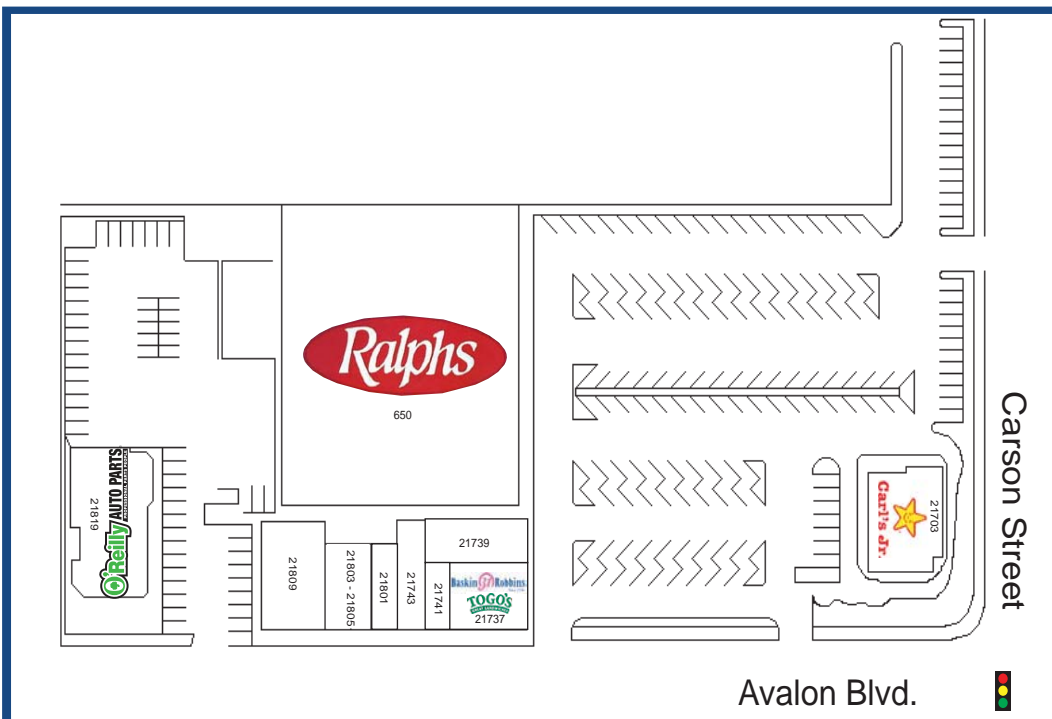
Carson Street & Avalon Boulevard

LOCATED AT THE SOUTHWEST CORNER OF CARSON STREET & AVALON BOULEVARD, CITY OF CARSON, CA



SouthBay Pavilion

- OLD NAVY
- TARGET
- IKEA
- JCPenney
- Payless



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CARSON TOWN SQUARE

Carson Street & Avalon Boulevard



VEO Community
152 residential unit complex
& 14,000 square feet of retail

#	Tenant	SF
21737	Potential	2,600
21739	Dr. Kristin Lee OD	1,600
21741	Altima Insurance	1,200
21743	Industry Cutz	1,840
21801	Professional	1,050
21803	Potential	2,000
21809	Island Fishing Tackle	3,650
21819	O'Reilly Auto Parts	6,040
Bldg-1	Ralph's	35,000
Bldg-2	Carl's Jr.	4,803



650



21739	Potential	2,600 SF	21737
21741			
21743			
21801			
21803-21805			

Potential
2,000 SF



NewMark Merrill
COMPANIES

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



Carson Street

Avalon Blvd.

The Avalon



Under construction and located on a 5.5 acre site across the street from Carson City Hall, with two mid-rise structures with 357 apartment units & 30,700 SF of ground floor retail space and a 10,000 SF Public Plaza.



Carson City Hall



The Gateway
86 Units



The Renaissance
at Carson City Center
150 rental housing units
& 25,900 square feet retail

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

Carson Town Square
 21737 Avalon Blvd, Carson, California, 90745
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.83099
 Longitude: -118.26379

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	23,679	165,431	495,664
2010 Total Population	24,407	169,771	508,092
2018 Total Population	26,157	176,780	527,807
2018 Group Quarters	141	2,809	6,478
2023 Total Population	28,038	182,665	540,578
2018-2023 Annual Rate	1.40%	0.66%	0.48%
2018 Total Daytime Population	27,850	199,002	611,788
Workers	13,944	104,485	324,736
Residents	13,906	94,517	287,052
Household Summary			
2000 Households	6,382	47,847	153,498
2000 Average Household Size	3.67	3.41	3.19
2010 Households	6,634	49,160	156,751
2010 Average Household Size	3.66	3.40	3.20
2018 Households	7,092	50,769	161,134
2018 Average Household Size	3.67	3.43	3.24
2023 Households	7,604	52,192	164,073
2023 Average Household Size	3.67	3.45	3.26
2018-2023 Annual Rate	1.40%	0.55%	0.36%
2010 Families	5,311	38,424	116,247
2010 Average Family Size	4.05	3.82	3.71
2018 Families	5,691	39,784	119,909
2018 Average Family Size	4.07	3.86	3.76
2023 Families	6,107	40,990	122,455
2023 Average Family Size	4.07	3.89	3.78
2018-2023 Annual Rate	1.42%	0.60%	0.42%
Housing Unit Summary			
2000 Housing Units	6,614	49,363	159,835
Owner Occupied Housing Units	70.8%	64.1%	52.3%
Renter Occupied Housing Units	25.6%	32.8%	43.7%
Vacant Housing Units	3.5%	3.1%	4.0%
2010 Housing Units	6,838	51,000	164,414
Owner Occupied Housing Units	68.5%	64.1%	52.3%
Renter Occupied Housing Units	28.5%	32.3%	43.1%
Vacant Housing Units	3.0%	3.6%	4.7%
2018 Housing Units	7,281	52,537	169,559
Owner Occupied Housing Units	66.0%	62.1%	50.1%
Renter Occupied Housing Units	31.4%	34.5%	44.9%
Vacant Housing Units	2.6%	3.4%	5.0%
2023 Housing Units	7,797	53,982	172,829
Owner Occupied Housing Units	65.9%	64.2%	52.9%
Renter Occupied Housing Units	31.6%	32.5%	42.0%
Vacant Housing Units	2.5%	3.3%	5.1%
Median Household Income			
2018	\$75,888	\$70,200	\$60,974
2023	\$83,951	\$80,519	\$71,343
Median Home Value			
2018	\$426,095	\$448,308	\$476,390
2023	\$491,019	\$503,916	\$538,577
Per Capita Income			
2018	\$25,235	\$25,980	\$25,626
2023	\$29,117	\$30,098	\$29,883
Median Age			
2010	38.1	36.2	35.0
2018	39.5	37.3	35.7
2023	40.5	38.4	36.9

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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 Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2018 Households by Income			
Household Income Base	7,092	50,769	161,129
<\$15,000	7.7%	7.9%	10.3%
\$15,000 - \$24,999	7.6%	8.4%	9.6%
\$25,000 - \$34,999	7.3%	8.1%	8.7%
\$35,000 - \$49,999	9.4%	10.6%	11.8%
\$50,000 - \$74,999	17.2%	17.4%	17.9%
\$75,000 - \$99,999	15.7%	14.1%	12.9%
\$100,000 - \$149,999	20.1%	19.2%	15.7%
\$150,000 - \$199,999	8.0%	8.2%	7.2%
\$200,000+	6.9%	6.0%	5.8%
Average Household Income	\$91,998	\$87,991	\$82,256
2023 Households by Income			
Household Income Base	7,604	52,192	164,068
<\$15,000	6.4%	6.4%	8.5%
\$15,000 - \$24,999	6.2%	6.8%	7.9%
\$25,000 - \$34,999	6.1%	6.8%	7.5%
\$35,000 - \$49,999	8.3%	9.6%	10.7%
\$50,000 - \$74,999	16.2%	16.5%	17.2%
\$75,000 - \$99,999	15.7%	14.0%	13.2%
\$100,000 - \$149,999	22.5%	21.5%	18.0%
\$150,000 - \$199,999	9.4%	9.9%	8.8%
\$200,000+	9.3%	8.5%	8.1%
Average Household Income	\$106,312	\$102,923	\$96,797
2018 Owner Occupied Housing Units by Value			
Total	4,808	32,633	84,892
<\$50,000	4.7%	2.6%	2.3%
\$50,000 - \$99,999	2.2%	1.9%	1.5%
\$100,000 - \$149,999	2.0%	2.0%	1.3%
\$150,000 - \$199,999	0.8%	1.7%	1.5%
\$200,000 - \$249,999	2.7%	4.1%	4.4%
\$250,000 - \$299,999	5.1%	4.7%	5.8%
\$300,000 - \$399,999	26.7%	22.3%	18.5%
\$400,000 - \$499,999	22.3%	21.9%	19.2%
\$500,000 - \$749,999	24.1%	30.6%	30.8%
\$750,000 - \$999,999	4.7%	5.3%	9.7%
\$1,000,000 - \$1,499,999	4.7%	2.4%	3.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.4%	0.9%
Average Home Value	\$471,284	\$483,009	\$533,238
2023 Owner Occupied Housing Units by Value			
Total	5,139	34,636	91,386
<\$50,000	1.8%	1.2%	1.2%
\$50,000 - \$99,999	0.5%	1.0%	0.8%
\$100,000 - \$149,999	0.4%	1.0%	0.6%
\$150,000 - \$199,999	0.3%	0.9%	0.7%
\$200,000 - \$249,999	5.5%	3.1%	2.5%
\$250,000 - \$299,999	2.8%	3.4%	4.2%
\$300,000 - \$399,999	18.2%	16.7%	14.8%
\$400,000 - \$499,999	22.5%	22.0%	19.6%
\$500,000 - \$749,999	32.7%	38.4%	36.4%
\$750,000 - \$999,999	7.9%	8.1%	13.0%
\$1,000,000 - \$1,499,999	7.4%	3.6%	4.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	0.0%	0.5%	1.1%
Average Home Value	\$552,783	\$545,320	\$592,132

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Carson Town Square
 21737 Avalon Blvd, Carson, California, 90745
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.83099
 Longitude: -118.26379

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	24,408	169,772	508,089
0 - 4	5.7%	6.3%	7.0%
5 - 9	6.0%	6.4%	6.9%
10 - 14	7.2%	7.2%	7.4%
15 - 24	14.9%	15.4%	15.2%
25 - 34	12.5%	13.0%	13.5%
35 - 44	12.8%	13.7%	14.0%
45 - 54	14.0%	13.9%	13.9%
55 - 64	12.5%	11.2%	10.4%
65 - 74	8.1%	7.3%	6.2%
75 - 84	4.8%	4.2%	3.9%
85 +	1.7%	1.4%	1.5%
18 +	76.5%	75.3%	73.8%
2018 Population by Age			
Total	26,157	176,780	527,806
0 - 4	5.4%	6.1%	6.7%
5 - 9	5.5%	6.1%	6.6%
10 - 14	6.2%	6.4%	6.8%
15 - 24	13.2%	13.7%	14.2%
25 - 34	13.9%	14.7%	14.9%
35 - 44	12.4%	12.6%	12.7%
45 - 54	12.3%	12.6%	12.6%
55 - 64	12.9%	12.0%	11.7%
65 - 74	10.4%	9.1%	8.0%
75 - 84	5.6%	4.9%	4.1%
85 +	2.1%	1.8%	1.8%
18 +	79.0%	77.5%	75.9%
2023 Population by Age			
Total	28,037	182,663	540,580
0 - 4	5.5%	6.1%	6.7%
5 - 9	5.4%	5.9%	6.3%
10 - 14	6.0%	6.3%	6.5%
15 - 24	12.1%	12.6%	12.9%
25 - 34	13.3%	14.3%	15.0%
35 - 44	13.7%	13.8%	13.5%
45 - 54	12.0%	12.1%	12.0%
55 - 64	12.3%	11.8%	11.5%
65 - 74	11.0%	9.7%	8.9%
75 - 84	6.4%	5.5%	4.8%
85 +	2.3%	2.0%	1.9%
18 +	79.4%	78.1%	76.7%
2010 Population by Sex			
Males	11,749	82,430	247,561
Females	12,658	87,341	260,531
2018 Population by Sex			
Males	12,595	85,929	257,835
Females	13,562	90,851	269,971
2023 Population by Sex			
Males	13,592	89,315	265,166
Females	14,446	93,350	275,412

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Carson Town Square
 21737 Avalon Blvd, Carson, California, 90745
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.83099
 Longitude: -118.26379

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	24,407	169,771	508,093
White Alone	24.3%	30.1%	34.0%
Black Alone	7.7%	16.3%	15.6%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	40.0%	23.2%	20.0%
Pacific Islander Alone	3.4%	2.1%	1.4%
Some Other Race Alone	19.1%	22.7%	23.3%
Two or More Races	4.9%	4.9%	5.0%
Hispanic Origin	38.9%	45.7%	46.4%
Diversity Index	88.1	91.4	90.9
2018 Population by Race/Ethnicity			
Total	26,157	176,779	527,808
White Alone	23.2%	29.1%	32.8%
Black Alone	7.1%	15.3%	14.6%
American Indian Alone	0.6%	0.7%	0.7%
Asian Alone	41.6%	24.7%	21.3%
Pacific Islander Alone	3.2%	2.0%	1.4%
Some Other Race Alone	19.1%	23.1%	23.9%
Two or More Races	5.1%	5.2%	5.3%
Hispanic Origin	39.1%	46.4%	47.5%
Diversity Index	87.8	91.5	91.3
2023 Population by Race/Ethnicity			
Total	28,038	182,664	540,578
White Alone	22.8%	28.7%	32.4%
Black Alone	6.6%	14.6%	13.9%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	42.8%	25.7%	22.2%
Pacific Islander Alone	3.2%	2.0%	1.4%
Some Other Race Alone	18.9%	23.2%	24.1%
Two or More Races	5.2%	5.2%	5.4%
Hispanic Origin	39.2%	47.1%	48.4%
Diversity Index	87.4	91.5	91.3
2010 Population by Relationship and Household Type			
Total	24,407	169,771	508,092
In Households	99.4%	98.4%	98.8%
In Family Households	92.2%	90.1%	88.5%
Householder	21.8%	22.6%	22.9%
Spouse	15.3%	15.4%	15.0%
Child	38.5%	37.9%	37.6%
Other relative	12.5%	10.5%	9.4%
Nonrelative	4.2%	3.6%	3.6%
In Nonfamily Households	7.3%	8.3%	10.3%
In Group Quarters	0.6%	1.6%	1.2%
Institutionalized Population	0.0%	0.7%	0.6%
Noninstitutionalized Population	0.6%	0.9%	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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	1 mile	3 miles	5 miles
2018 Population 25+ by Educational Attainment			
Total	18,217	119,707	347,116
Less than 9th Grade	12.7%	11.9%	12.7%
9th - 12th Grade, No Diploma	7.0%	8.9%	9.1%
High School Graduate	20.3%	20.8%	21.2%
GED/Alternative Credential	2.8%	2.4%	2.1%
Some College, No Degree	21.8%	22.3%	21.7%
Associate Degree	9.9%	8.3%	7.8%
Bachelor's Degree	20.6%	18.7%	18.0%
Graduate/Professional Degree	5.0%	6.7%	7.4%
2018 Population 15+ by Marital Status			
Total	21,673	143,907	421,915
Never Married	40.0%	40.5%	40.4%
Married	44.2%	45.3%	45.2%
Widowed	6.9%	5.7%	5.8%
Divorced	8.9%	8.4%	8.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.5%	94.3%	94.6%
Civilian Unemployed (Unemployment Rate)	5.5%	5.7%	5.4%
2018 Employed Population 16+ by Industry			
Total	12,643	84,529	247,004
Agriculture/Mining	0.1%	0.5%	0.4%
Construction	3.7%	4.6%	5.1%
Manufacturing	12.7%	12.4%	12.1%
Wholesale Trade	3.5%	3.2%	3.5%
Retail Trade	11.9%	10.4%	10.0%
Transportation/Utilities	9.1%	9.7%	9.2%
Information	2.4%	2.1%	2.0%
Finance/Insurance/Real Estate	2.7%	4.5%	4.7%
Services	51.1%	49.4%	49.9%
Public Administration	2.7%	3.2%	3.2%
2018 Employed Population 16+ by Occupation			
Total	12,642	84,528	247,002
White Collar	58.0%	55.7%	55.4%
Management/Business/Financial	10.0%	11.0%	11.5%
Professional	19.7%	19.0%	18.6%
Sales	8.5%	8.6%	9.3%
Administrative Support	19.8%	17.1%	16.0%
Services	20.3%	19.7%	20.4%
Blue Collar	21.7%	24.6%	24.2%
Farming/Forestry/Fishing	0.0%	0.3%	0.3%
Construction/Extraction	3.6%	4.1%	4.3%
Installation/Maintenance/Repair	3.4%	3.6%	3.4%
Production	8.5%	7.9%	7.0%
Transportation/Material Moving	6.3%	8.8%	9.1%
2010 Population By Urban/ Rural Status			
Total Population	24,407	169,771	508,092
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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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 21737 Avalon Blvd, Carson, California, 90745
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Prepared by Esri
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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	6,634	49,160	156,752
Households with 1 Person	15.7%	17.3%	20.5%
Households with 2+ People	84.3%	82.7%	79.5%
Family Households	80.1%	78.2%	74.2%
Husband-wife Families	56.3%	53.0%	48.5%
With Related Children	30.8%	28.2%	26.6%
Other Family (No Spouse Present)	23.8%	25.1%	25.7%
Other Family with Male Householder	6.3%	7.4%	7.4%
With Related Children	2.9%	3.9%	4.0%
Other Family with Female Householder	17.4%	17.8%	18.3%
With Related Children	9.1%	9.8%	10.9%
Nonfamily Households	4.2%	4.6%	5.3%
All Households with Children	43.6%	42.4%	42.1%
Multigenerational Households	15.9%	12.8%	10.3%
Unmarried Partner Households	4.5%	5.5%	6.5%
Male-female	3.9%	4.8%	5.7%
Same-sex	0.6%	0.6%	0.8%
2010 Households by Size			
Total	6,633	49,161	156,750
1 Person Household	15.7%	17.3%	20.5%
2 Person Household	20.1%	23.1%	24.3%
3 Person Household	16.9%	17.8%	17.3%
4 Person Household	16.7%	16.5%	15.9%
5 Person Household	12.3%	11.4%	10.2%
6 Person Household	8.4%	6.6%	5.6%
7 + Person Household	9.8%	7.4%	6.2%
2010 Households by Tenure and Mortgage Status			
Total	6,634	49,160	156,751
Owner Occupied	70.6%	66.5%	54.8%
Owned with a Mortgage/Loan	53.0%	51.7%	42.2%
Owned Free and Clear	17.7%	14.7%	12.6%
Renter Occupied	29.4%	33.5%	45.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,838	51,000	164,414
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%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.83099
 Longitude: -118.26379

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Pacific Heights (2C)	Urban Villages (7B)	Pacific Heights (2C)
2.	Urban Villages (7B)	Pacific Heights (2C)	Urban Villages (7B)
3.	Pleasantville (2B)	Pleasantville (2B)	Las Casas (13B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$16,765,791	\$116,769,372	\$351,074,904
Average Spent	\$2,364.04	\$2,300.01	\$2,178.78
Spending Potential Index	109	106	100
Education: Total \$	\$11,343,744	\$78,234,487	\$235,130,267
Average Spent	\$1,599.51	\$1,540.99	\$1,459.22
Spending Potential Index	111	106	101
Entertainment/Recreation: Total \$	\$24,519,843	\$167,839,027	\$495,981,378
Average Spent	\$3,457.39	\$3,305.94	\$3,078.07
Spending Potential Index	107	103	96
Food at Home: Total \$	\$36,563,267	\$260,385,130	\$787,248,817
Average Spent	\$5,155.57	\$5,128.82	\$4,885.68
Spending Potential Index	103	102	97
Food Away from Home: Total \$	\$26,676,491	\$185,965,664	\$556,302,951
Average Spent	\$3,761.49	\$3,662.98	\$3,452.42
Spending Potential Index	107	104	98
Health Care: Total \$	\$41,429,122	\$287,081,290	\$842,485,504
Average Spent	\$5,841.67	\$5,654.66	\$5,228.48
Spending Potential Index	102	99	91
HH Furnishings & Equipment: Total \$	\$16,563,021	\$111,986,022	\$328,300,991
Average Spent	\$2,335.45	\$2,205.80	\$2,037.44
Spending Potential Index	112	106	98
Personal Care Products & Services: Total \$	\$6,535,636	\$44,568,855	\$131,593,160
Average Spent	\$921.55	\$877.88	\$816.67
Spending Potential Index	111	106	99
Shelter: Total \$	\$134,595,870	\$931,036,099	\$2,811,579,581
Average Spent	\$18,978.55	\$18,338.67	\$17,448.70
Spending Potential Index	113	109	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,374,006	\$130,640,135	\$384,156,861
Average Spent	\$2,731.81	\$2,573.23	\$2,384.08
Spending Potential Index	110	104	96
Travel: Total \$	\$19,072,698	\$123,607,211	\$359,117,686
Average Spent	\$2,689.33	\$2,434.70	\$2,228.69
Spending Potential Index	125	113	103
Vehicle Maintenance & Repairs: Total \$	\$8,251,551	\$56,946,065	\$168,326,093
Average Spent	\$1,163.50	\$1,121.67	\$1,044.63
Spending Potential Index	108	104	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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.