



NewMark Merrill COMPANIES

When you love shopping centers it shows.

WESTRIDGE SHOPPING CENTER

LOCATED ON THE SOUTHWEST CORNER OF ROSCOE BOULEVARD AND DE SOTO AVENUE, CANOGA PARK, CA



Project Size Approximately 63,529 Sq. Ft of Retail Space

Demographics



Population*

1 Mile.....41,716
3 Miles....212,312



Traffic Count*

72,859 Cars Daily



Household Income*

1 Mile.....\$81,298
3 Miles....\$96,837



For Lease • Prime Retail Space Available

- Located on one of the highest pedestrian trade areas in the San Fernando Valley, with strong daytime/nighttime population.
- Convenient access to the 405, 101 and 118 freeways.

- Situated in the heart of the Valley, at the intersection of two major retail thoroughfares, offering exposure to over 72,859 cars daily!

*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.

For additional information, please contact:

Darren Bovard

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(BRE#01362187)

or

Greg Giacomuzzi

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Tel: (818) 710-6100

Fax: (818) 710-6116

5850 Canoga Avenue

Suite 650

Woodland Hills, CA 91367

www.newmarkmerrill.com



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Westridge

Located at the Southwest corner of
De Soto Avenue and Roscoe Boulevard
Canoga Park, California



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COMPANIES

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Greg Giacomuzzi (BRE#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

8236 De Soto Ave, Los Angeles, California, 91304
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 34.21916
Longitude: -118.58914

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	39,104	197,329	410,004
2010 Total Population	40,509	212,312	439,093
2020 Total Population	41,716	224,234	460,215
2020 Group Quarters	385	2,889	7,444
2025 Total Population	41,859	230,981	470,849
2020-2025 Annual Rate	0.07%	0.59%	0.46%
2020 Total Daytime Population	36,182	238,678	478,494
Workers	13,230	116,408	227,797
Residents	22,952	122,270	250,697
Household Summary			
2000 Households	12,283	66,495	145,157
2000 Average Household Size	3.15	2.93	2.78
2010 Households	12,087	70,040	151,704
2010 Average Household Size	3.32	2.99	2.85
2020 Households	12,195	73,525	157,478
2020 Average Household Size	3.39	3.01	2.88
2025 Households	12,150	75,766	160,635
2025 Average Household Size	3.41	3.01	2.88
2020-2025 Annual Rate	-0.07%	0.60%	0.40%
2010 Families	8,891	48,988	104,970
2010 Average Family Size	3.75	3.49	3.35
2020 Families	8,994	51,212	108,910
2020 Average Family Size	3.83	3.52	3.39
2025 Families	8,989	52,668	111,195
2025 Average Family Size	3.85	3.53	3.40
2020-2025 Annual Rate	-0.01%	0.56%	0.42%
Housing Unit Summary			
2000 Housing Units	12,551	68,583	149,787
Owner Occupied Housing Units	38.8%	50.7%	56.7%
Renter Occupied Housing Units	59.0%	46.3%	40.2%
Vacant Housing Units	2.1%	3.0%	3.1%
2010 Housing Units	12,787	74,722	161,016
Owner Occupied Housing Units	38.2%	47.8%	54.2%
Renter Occupied Housing Units	56.3%	45.9%	40.0%
Vacant Housing Units	5.5%	6.3%	5.8%
2020 Housing Units	13,035	79,180	168,111
Owner Occupied Housing Units	35.2%	43.8%	51.0%
Renter Occupied Housing Units	58.4%	49.0%	42.6%
Vacant Housing Units	6.4%	7.1%	6.3%
2025 Housing Units	13,102	81,707	171,972
Owner Occupied Housing Units	35.2%	43.0%	50.5%
Renter Occupied Housing Units	57.6%	49.8%	42.9%
Vacant Housing Units	7.3%	7.3%	6.6%
Median Household Income			
2020	\$62,013	\$75,020	\$82,229
2025	\$68,081	\$82,059	\$91,168
Median Home Value			
2020	\$519,012	\$576,283	\$648,669
2025	\$572,401	\$629,372	\$703,746
Per Capita Income			
2020	\$24,148	\$31,824	\$38,370
2025	\$27,093	\$36,202	\$43,209
Median Age			
2010	32.2	35.7	37.5
2020	33.8	37.3	38.9
2025	35.2	38.4	39.9

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.



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2020 Households by Income			
Household Income Base	12,195	73,524	157,473
<\$15,000	8.6%	8.6%	8.2%
\$15,000 - \$24,999	7.7%	6.6%	5.7%
\$25,000 - \$34,999	10.6%	7.7%	6.5%
\$35,000 - \$49,999	11.4%	10.2%	9.3%
\$50,000 - \$74,999	20.2%	16.9%	15.7%
\$75,000 - \$99,999	13.7%	13.7%	12.9%
\$100,000 - \$149,999	16.8%	18.9%	19.0%
\$150,000 - \$199,999	5.3%	8.8%	10.2%
\$200,000+	5.7%	8.5%	12.4%
Average Household Income	\$81,298	\$96,837	\$112,100
2025 Households by Income			
Household Income Base	12,150	75,765	160,630
<\$15,000	7.3%	7.6%	7.3%
\$15,000 - \$24,999	6.5%	5.6%	4.9%
\$25,000 - \$34,999	9.2%	6.6%	5.7%
\$35,000 - \$49,999	10.7%	9.4%	8.5%
\$50,000 - \$74,999	20.5%	16.1%	14.9%
\$75,000 - \$99,999	14.0%	13.7%	12.6%
\$100,000 - \$149,999	18.3%	20.1%	19.7%
\$150,000 - \$199,999	6.5%	10.3%	11.6%
\$200,000+	7.0%	10.6%	14.9%
Average Household Income	\$91,855	\$110,119	\$126,658
2020 Owner Occupied Housing Units by Value			
Total	4,582	34,709	85,790
<\$50,000	3.8%	1.6%	1.0%
\$50,000 - \$99,999	3.9%	1.0%	0.5%
\$100,000 - \$149,999	0.4%	0.3%	0.1%
\$150,000 - \$199,999	0.9%	0.5%	0.3%
\$200,000 - \$249,999	0.7%	0.8%	0.6%
\$250,000 - \$299,999	2.9%	2.1%	1.4%
\$300,000 - \$399,999	9.2%	8.9%	6.3%
\$400,000 - \$499,999	24.5%	20.1%	14.8%
\$500,000 - \$749,999	48.9%	48.7%	42.1%
\$750,000 - \$999,999	2.9%	11.3%	19.3%
\$1,000,000 - \$1,499,999	0.3%	2.7%	9.6%
\$1,500,000 - \$1,999,999	0.7%	0.7%	2.2%
\$2,000,000 +	0.9%	1.5%	1.9%
Average Home Value	\$525,485	\$613,744	\$726,770
2025 Owner Occupied Housing Units by Value			
Total	4,609	35,112	86,770
<\$50,000	3.0%	1.0%	0.6%
\$50,000 - \$99,999	3.2%	0.7%	0.3%
\$100,000 - \$149,999	0.5%	0.2%	0.1%
\$150,000 - \$199,999	0.8%	0.3%	0.1%
\$200,000 - \$249,999	0.3%	0.4%	0.3%
\$250,000 - \$299,999	2.2%	1.2%	0.8%
\$300,000 - \$399,999	4.8%	4.5%	3.2%
\$400,000 - \$499,999	18.5%	14.8%	10.6%
\$500,000 - \$749,999	57.4%	52.0%	41.7%
\$750,000 - \$999,999	5.2%	16.7%	24.5%
\$1,000,000 - \$1,499,999	0.6%	4.0%	12.0%
\$1,500,000 - \$1,999,999	1.4%	1.3%	2.8%
\$2,000,000 +	2.0%	3.0%	3.0%
Average Home Value	\$594,398	\$697,857	\$803,621

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.

October 09, 2020



Market Profile

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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 34.21916
Longitude: -118.58914

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	40,509	212,312	439,095
0 - 4	7.6%	6.4%	5.8%
5 - 9	7.3%	6.2%	5.8%
10 - 14	7.2%	6.5%	6.2%
15 - 24	15.6%	14.5%	14.6%
25 - 34	16.9%	15.4%	13.9%
35 - 44	15.2%	14.9%	14.4%
45 - 54	13.2%	14.3%	14.8%
55 - 64	8.8%	10.4%	11.5%
65 - 74	4.6%	5.8%	6.4%
75 - 84	2.6%	3.7%	4.3%
85 +	1.1%	1.8%	2.0%
18 +	73.4%	76.6%	77.9%
2020 Population by Age			
Total	41,716	224,236	460,216
0 - 4	7.0%	5.8%	5.3%
5 - 9	6.8%	5.9%	5.6%
10 - 14	6.7%	6.1%	5.9%
15 - 24	14.8%	12.8%	12.7%
25 - 34	16.7%	15.9%	15.1%
35 - 44	14.1%	13.9%	13.3%
45 - 54	12.7%	13.2%	13.3%
55 - 64	10.4%	12.0%	12.9%
65 - 74	6.6%	8.1%	9.0%
75 - 84	2.9%	4.1%	4.7%
85 +	1.3%	2.1%	2.3%
18 +	75.4%	78.5%	79.7%
2025 Population by Age			
Total	41,861	230,981	470,850
0 - 4	6.9%	5.8%	5.3%
5 - 9	6.3%	5.5%	5.2%
10 - 14	6.3%	5.7%	5.5%
15 - 24	13.5%	12.1%	11.9%
25 - 34	16.7%	15.7%	14.6%
35 - 44	14.6%	14.8%	14.6%
45 - 54	12.5%	12.5%	12.5%
55 - 64	10.7%	11.9%	12.6%
65 - 74	7.5%	9.0%	9.9%
75 - 84	3.7%	5.0%	5.6%
85 +	1.3%	2.1%	2.4%
18 +	76.8%	79.6%	80.6%
2010 Population by Sex			
Males	20,315	105,383	216,171
Females	20,194	106,929	222,922
2020 Population by Sex			
Males	20,982	111,390	227,077
Females	20,734	112,843	233,137
2025 Population by Sex			
Males	21,098	114,825	232,684
Females	20,761	116,156	238,165

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

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	40,510	212,311	439,092
White Alone	47.1%	54.7%	60.7%
Black Alone	5.7%	4.8%	4.6%
American Indian Alone	0.7%	0.6%	0.5%
Asian Alone	15.2%	15.0%	14.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	26.1%	19.8%	15.0%
Two or More Races	4.9%	5.0%	5.0%
Hispanic Origin	54.3%	42.5%	33.5%
Diversity Index	87.5	83.5	78.4
2020 Population by Race/Ethnicity			
Total	41,716	224,233	460,216
White Alone	44.9%	51.9%	57.5%
Black Alone	5.3%	4.6%	4.4%
American Indian Alone	0.7%	0.6%	0.5%
Asian Alone	16.6%	16.8%	16.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	27.0%	20.4%	15.6%
Two or More Races	5.3%	5.6%	5.7%
Hispanic Origin	56.1%	43.8%	35.1%
Diversity Index	88.2	84.8	80.5
2025 Population by Race/Ethnicity			
Total	41,859	230,982	470,849
White Alone	44.3%	50.9%	56.2%
Black Alone	5.1%	4.4%	4.3%
American Indian Alone	0.7%	0.5%	0.5%
Asian Alone	17.3%	17.8%	17.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	27.1%	20.5%	15.8%
Two or More Races	5.3%	5.7%	5.9%
Hispanic Origin	57.0%	44.6%	36.1%
Diversity Index	88.3	85.2	81.3
2010 Population by Relationship and Household Type			
Total	40,509	212,312	439,092
In Households	99.1%	98.7%	98.4%
In Family Households	87.4%	84.9%	83.7%
Householder	22.3%	23.1%	23.9%
Spouse	14.4%	16.0%	17.2%
Child	35.2%	32.4%	31.3%
Other relative	10.4%	9.0%	7.8%
Nonrelative	5.0%	4.3%	3.5%
In Nonfamily Households	11.7%	13.8%	14.7%
In Group Quarters	0.9%	1.3%	1.6%
Institutionalized Population	0.4%	0.7%	0.5%
Noninstitutionalized Population	0.5%	0.6%	1.1%

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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2020 Population 25+ by Educational Attainment			
Total	27,018	155,517	324,645
Less than 9th Grade	13.6%	10.1%	7.3%
9th - 12th Grade, No Diploma	9.2%	7.3%	5.9%
High School Graduate	23.8%	20.0%	17.8%
GED/Alternative Credential	2.3%	1.8%	1.7%
Some College, No Degree	21.1%	19.8%	20.1%
Associate Degree	7.2%	8.1%	8.0%
Bachelor's Degree	16.7%	22.6%	25.6%
Graduate/Professional Degree	6.1%	10.2%	13.6%
2020 Population 15+ by Marital Status			
Total	33,171	184,241	383,043
Never Married	41.4%	40.3%	37.9%
Married	44.4%	45.6%	47.9%
Widowed	4.7%	5.1%	5.2%
Divorced	9.4%	9.1%	9.0%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	23,019	123,234	250,930
Population 16+ Employed	83.0%	83.9%	84.5%
Population 16+ Unemployment rate	17.0%	16.1%	15.5%
Population 16-24 Employed	13.5%	11.0%	10.2%
Population 16-24 Unemployment rate	27.2%	26.0%	26.3%
Population 25-54 Employed	69.9%	67.8%	65.8%
Population 25-54 Unemployment rate	15.2%	14.8%	14.2%
Population 55-64 Employed	13.5%	16.0%	17.3%
Population 55-64 Unemployment rate	14.5%	14.1%	13.7%
Population 65+ Employed	3.1%	5.2%	6.8%
Population 65+ Unemployment rate	16.8%	14.7%	13.4%
2020 Employed Population 16+ by Industry			
Total	19,107	103,416	212,099
Agriculture/Mining	0.9%	0.5%	0.4%
Construction	10.8%	9.1%	7.6%
Manufacturing	10.8%	8.6%	7.9%
Wholesale Trade	1.5%	2.2%	2.3%
Retail Trade	11.3%	9.4%	9.0%
Transportation/Utilities	4.1%	3.7%	3.8%
Information	2.8%	3.3%	4.4%
Finance/Insurance/Real Estate	5.1%	8.5%	9.0%
Services	51.5%	53.0%	53.6%
Public Administration	1.2%	1.7%	2.0%
2020 Employed Population 16+ by Occupation			
Total	19,105	103,419	212,096
White Collar	52.5%	61.3%	67.3%
Management/Business/Financial	10.9%	15.5%	18.0%
Professional	16.5%	21.8%	25.2%
Sales	11.3%	10.5%	10.6%
Administrative Support	13.8%	13.5%	13.5%
Services	22.9%	19.9%	17.0%
Blue Collar	24.6%	18.8%	15.7%
Farming/Forestry/Fishing	0.6%	0.4%	0.3%
Construction/Extraction	9.3%	6.7%	5.2%
Installation/Maintenance/Repair	2.8%	2.7%	2.5%
Production	5.9%	4.3%	3.6%
Transportation/Material Moving	6.1%	4.6%	4.0%

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2010 Households by Type			
Total	12,088	70,040	151,704
Households with 1 Person	18.6%	22.2%	22.8%
Households with 2+ People	81.4%	77.8%	77.2%
Family Households	73.6%	69.9%	69.2%
Husband-wife Families	47.5%	48.4%	49.9%
With Related Children	28.5%	25.5%	24.5%
Other Family (No Spouse Present)	26.1%	21.5%	19.3%
Other Family with Male Householder	8.6%	7.0%	6.2%
With Related Children	4.7%	3.6%	3.0%
Other Family with Female Householder	17.5%	14.5%	13.1%
With Related Children	11.3%	8.2%	7.1%
Nonfamily Households	7.9%	7.9%	8.1%
All Households with Children	45.1%	37.9%	35.1%
Multigenerational Households	9.3%	7.5%	6.4%
Unmarried Partner Households	8.1%	7.1%	6.4%
Male-female	7.4%	6.4%	5.6%
Same-sex	0.7%	0.7%	0.8%
2010 Households by Size			
Total	12,089	70,039	151,705
1 Person Household	18.6%	22.2%	22.8%
2 Person Household	23.4%	26.8%	28.9%
3 Person Household	17.6%	17.5%	17.7%
4 Person Household	17.8%	15.9%	15.8%
5 Person Household	11.1%	8.8%	7.9%
6 Person Household	5.8%	4.3%	3.5%
7 + Person Household	5.8%	4.5%	3.3%
2010 Households by Tenure and Mortgage Status			
Total	12,087	70,040	151,704
Owner Occupied	40.4%	51.0%	57.5%
Owned with a Mortgage/Loan	32.0%	41.3%	46.8%
Owned Free and Clear	8.4%	9.8%	10.8%
Renter Occupied	59.6%	49.0%	42.5%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	68	74	72
Percent of Income for Mortgage	35.0%	32.1%	33.0%
Wealth Index	69	96	129
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	12,787	74,722	161,016
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%
2010 Population By Urban/ Rural Status			
Total Population	40,509	212,312	439,093
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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.

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Top 3 Tapestry Segments			
1.	International Marketplace (13A)	Pleasantville (2B)	Pleasantville (2B)
2.	Urban Villages (7B)	International Marketplace	City Lights (8A)
3.	Pleasantville (2B)	Urban Villages (7B)	International Marketplace (13A)
2020 Consumer Spending			
Apparel & Services: Total \$	\$24,712,958	\$171,623,439	\$418,244,252
Average Spent	\$2,026.48	\$2,334.22	\$2,655.89
Spending Potential Index	94	109	124
Education: Total \$	\$21,317,819	\$156,661,559	\$392,303,819
Average Spent	\$1,748.08	\$2,130.73	\$2,491.17
Spending Potential Index	98	119	139
Entertainment/Recreation: Total \$	\$33,687,915	\$244,011,661	\$607,026,975
Average Spent	\$2,762.44	\$3,318.76	\$3,854.68
Spending Potential Index	85	102	119
Food at Home: Total \$	\$60,562,133	\$419,163,286	\$1,020,132,546
Average Spent	\$4,966.14	\$5,700.96	\$6,477.94
Spending Potential Index	93	107	121
Food Away from Home: Total \$	\$43,547,925	\$302,246,274	\$736,996,064
Average Spent	\$3,570.97	\$4,110.80	\$4,679.99
Spending Potential Index	95	109	124
Health Care: Total \$	\$54,999,857	\$401,278,098	\$1,002,956,014
Average Spent	\$4,510.03	\$5,457.71	\$6,368.86
Spending Potential Index	78	95	111
HH Furnishings & Equipment: Total \$	\$22,373,976	\$161,536,178	\$402,143,678
Average Spent	\$1,834.68	\$2,197.02	\$2,553.65
Spending Potential Index	84	101	117
Personal Care Products & Services: Total \$	\$9,846,283	\$69,744,121	\$172,061,865
Average Spent	\$807.40	\$948.58	\$1,092.61
Spending Potential Index	88	103	119
Shelter: Total \$	\$239,029,365	\$1,668,719,544	\$4,076,070,173
Average Spent	\$19,600.60	\$22,695.95	\$25,883.43
Spending Potential Index	101	117	134
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,653,445	\$152,806,634	\$391,211,787
Average Spent	\$1,693.60	\$2,078.29	\$2,484.23
Spending Potential Index	72	89	106
Travel: Total \$	\$26,064,170	\$192,221,153	\$483,587,687
Average Spent	\$2,137.28	\$2,614.36	\$3,070.83
Spending Potential Index	89	108	127
Vehicle Maintenance & Repairs: Total \$	\$11,470,071	\$81,810,629	\$203,443,632
Average Spent	\$940.56	\$1,112.69	\$1,291.89
Spending Potential Index	81	96	111

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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