



# NewMark Merrill

COMPANIES

*When you love shopping centers it shows.*

# Del Amo Plaza

LOCATED ON THE NORTHEAST CORNER OF DEL AMO BLVD. AND PIONEER BLVD., CERRITOS, CALIFORNIA



**Project Size** 58,126 Sq. Ft. of Retail Space  
**Demographics**



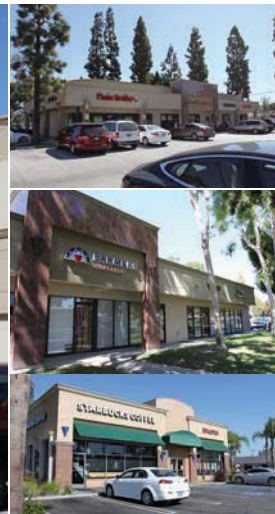
**Population\***  
1 Mile.....31,580  
3 Miles.....232,261



**Traffic Count\***  
40,313 Cars Daily



**Household Income\***  
1 Mile.....\$100,667  
3 Miles.....\$109,127



- Conveniently located east of the San Gabriel (I-605) freeway and within close proximity to the 91 freeway.
- Parking: 272 spaces
- Newly Remodeled

- High profile central location on busy, signalized intersection.
- Anchors: Dollar Tree, Crunch Fitness

**For additional information, please contact:**

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OR

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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.





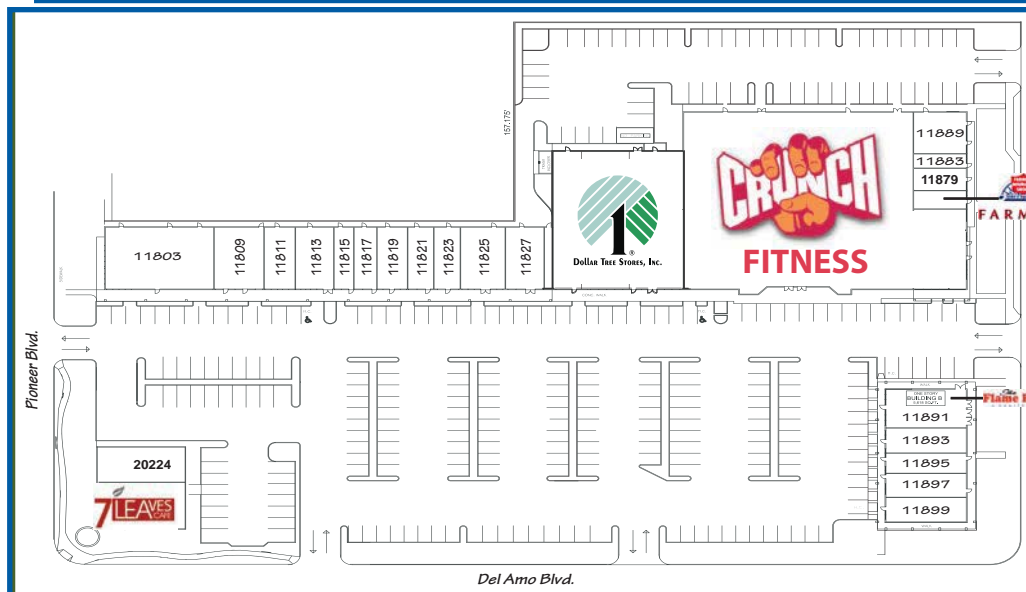
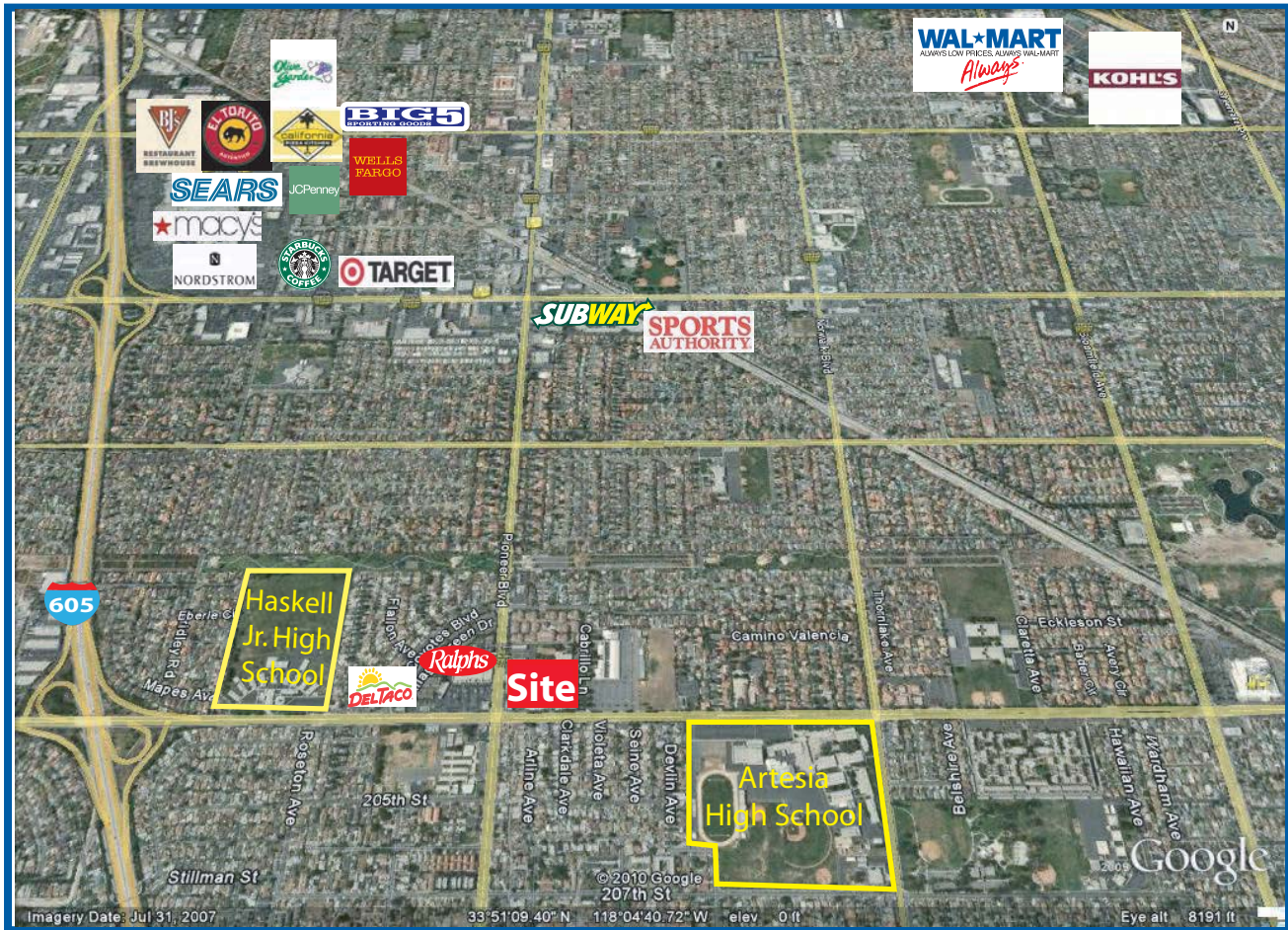
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Landlord makes no representation that any of the above tenants or building configurations will exist now or in the future. Tenants depicted may be proposed and may not actually occupy the proposed buildings. The dimensions and square footages shown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





# Market Profile

Del Amo Plaza  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.84625  
Longitude: -118.08064

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	31,508	224,635	567,251
2010 Total Population	30,586	223,974	573,736
2018 Total Population	31,580	232,261	596,013
2018 Group Quarters	66	1,506	7,311
2023 Total Population	32,166	237,110	608,949
2018-2023 Annual Rate	0.37%	0.41%	0.43%
2018 Total Daytime Population	26,083	197,293	575,746
Workers	9,207	77,906	260,546
Residents	16,876	119,387	315,200
<b>Household Summary</b>			
2000 Households	8,995	70,862	178,971
2000 Average Household Size	3.49	3.15	3.12
2010 Households	9,021	70,955	179,231
2010 Average Household Size	3.38	3.14	3.16
2018 Households	9,229	72,680	183,576
2018 Average Household Size	3.41	3.17	3.21
2023 Households	9,343	73,718	186,319
2023 Average Household Size	3.44	3.20	3.23
2018-2023 Annual Rate	0.25%	0.28%	0.30%
2010 Families	7,496	56,732	139,507
2010 Average Family Size	3.64	3.48	3.54
2018 Families	7,688	58,322	143,428
2018 Average Family Size	3.69	3.53	3.60
2023 Families	7,797	59,294	145,919
2023 Average Family Size	3.71	3.55	3.63
2018-2023 Annual Rate	0.28%	0.33%	0.34%
<b>Housing Unit Summary</b>			
2000 Housing Units	9,203	72,265	183,282
Owner Occupied Housing Units	60.5%	70.3%	62.2%
Renter Occupied Housing Units	37.2%	27.7%	35.5%
Vacant Housing Units	2.2%	1.9%	2.4%
2010 Housing Units	9,392	73,095	185,830
Owner Occupied Housing Units	60.5%	69.3%	60.9%
Renter Occupied Housing Units	35.6%	27.8%	35.6%
Vacant Housing Units	4.0%	2.9%	3.6%
2018 Housing Units	9,598	74,780	190,008
Owner Occupied Housing Units	58.3%	67.2%	59.0%
Renter Occupied Housing Units	37.8%	30.0%	37.6%
Vacant Housing Units	3.8%	2.8%	3.4%
2023 Housing Units	9,695	75,835	192,758
Owner Occupied Housing Units	61.2%	69.9%	61.7%
Renter Occupied Housing Units	35.2%	27.3%	34.9%
Vacant Housing Units	3.6%	2.8%	3.3%
<b>Median Household Income</b>			
2018	\$80,152	\$87,585	\$76,496
2023	\$92,635	\$100,882	\$86,975
<b>Median Home Value</b>			
2018	\$542,833	\$589,140	\$553,145
2023	\$587,056	\$626,465	\$597,678
<b>Per Capita Income</b>			
2018	\$29,515	\$34,433	\$30,726
2023	\$34,439	\$39,762	\$35,606
<b>Median Age</b>			
2010	36.3	38.9	36.4
2018	37.6	40.1	37.4
2023	38.8	40.9	38.5

**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:** 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

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Rings: 1, 3, 5 mile radii

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<b>2018 Households by Income</b>			
Household Income Base	9,229	72,680	183,569
<\$15,000	6.0%	5.4%	7.1%
\$15,000 - \$24,999	5.2%	5.1%	6.7%
\$25,000 - \$34,999	6.8%	5.7%	6.8%
\$35,000 - \$49,999	11.5%	9.2%	10.6%
\$50,000 - \$74,999	16.7%	16.2%	17.6%
\$75,000 - \$99,999	14.8%	14.4%	14.0%
\$100,000 - \$149,999	19.4%	21.5%	19.3%
\$150,000 - \$199,999	10.9%	11.6%	9.2%
\$200,000+	8.8%	10.8%	8.6%
Average Household Income	\$100,667	\$109,127	\$98,362
<b>2023 Households by Income</b>			
Household Income Base	9,343	73,718	186,312
<\$15,000	4.5%	4.2%	5.6%
\$15,000 - \$24,999	4.0%	4.0%	5.4%
\$25,000 - \$34,999	5.4%	4.6%	5.6%
\$35,000 - \$49,999	9.6%	7.8%	9.2%
\$50,000 - \$74,999	15.3%	14.7%	16.5%
\$75,000 - \$99,999	14.7%	13.9%	14.0%
\$100,000 - \$149,999	21.8%	23.1%	21.3%
\$150,000 - \$199,999	12.7%	13.3%	10.8%
\$200,000+	12.0%	14.3%	11.6%
Average Household Income	\$118,226	\$126,988	\$114,990
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	5,598	50,247	112,154
<\$50,000	0.8%	0.7%	1.1%
\$50,000 - \$99,999	0.5%	0.3%	0.5%
\$100,000 - \$149,999	0.3%	0.2%	0.4%
\$150,000 - \$199,999	0.7%	0.4%	0.5%
\$200,000 - \$249,999	1.1%	0.9%	1.4%
\$250,000 - \$299,999	2.9%	1.9%	3.0%
\$300,000 - \$399,999	14.8%	10.6%	14.4%
\$400,000 - \$499,999	21.8%	19.6%	20.6%
\$500,000 - \$749,999	41.5%	43.4%	38.8%
\$750,000 - \$999,999	13.4%	16.5%	13.2%
\$1,000,000 - \$1,499,999	1.0%	4.7%	4.8%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.6%
\$2,000,000 +	1.2%	0.6%	0.7%
Average Home Value	\$578,457	\$626,550	\$602,348
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	5,933	53,031	118,973
<\$50,000	0.3%	0.3%	0.6%
\$50,000 - \$99,999	0.1%	0.1%	0.2%
\$100,000 - \$149,999	0.1%	0.1%	0.1%
\$150,000 - \$199,999	0.2%	0.1%	0.2%
\$200,000 - \$249,999	0.4%	0.4%	0.7%
\$250,000 - \$299,999	1.4%	1.0%	1.7%
\$300,000 - \$399,999	10.8%	7.6%	10.7%
\$400,000 - \$499,999	21.0%	17.6%	19.2%
\$500,000 - \$749,999	45.1%	45.4%	42.5%
\$750,000 - \$999,999	17.6%	21.0%	16.8%
\$1,000,000 - \$1,499,999	1.3%	5.5%	5.7%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.7%
\$2,000,000 +	1.7%	0.8%	0.9%
Average Home Value	\$628,336	\$669,018	\$647,715

**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

Del Amo Plaza  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.84625  
Longitude: -118.08064

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	30,588	223,974	573,735
0 - 4	5.9%	5.5%	6.2%
5 - 9	6.5%	6.0%	6.5%
10 - 14	7.5%	7.2%	7.4%
15 - 24	14.6%	14.5%	15.4%
25 - 34	13.7%	11.7%	12.6%
35 - 44	14.2%	14.0%	14.1%
45 - 54	13.6%	15.6%	14.9%
55 - 64	12.0%	12.2%	11.1%
65 - 74	7.6%	7.4%	6.4%
75 - 84	3.3%	4.3%	3.9%
85 +	1.0%	1.6%	1.6%
18 +	75.3%	76.4%	74.9%
<b>2018 Population by Age</b>			
Total	31,580	232,262	596,016
0 - 4	5.7%	5.2%	5.9%
5 - 9	5.8%	5.5%	6.0%
10 - 14	6.1%	6.0%	6.5%
15 - 24	13.6%	12.8%	13.9%
25 - 34	15.1%	14.1%	14.6%
35 - 44	13.2%	12.2%	12.5%
45 - 54	12.9%	13.8%	13.2%
55 - 64	11.9%	13.6%	12.6%
65 - 74	9.4%	9.7%	8.5%
75 - 84	4.9%	5.1%	4.3%
85 +	1.4%	2.0%	1.9%
18 +	78.5%	79.4%	77.6%
<b>2023 Population by Age</b>			
Total	32,167	237,108	608,946
0 - 4	5.7%	5.2%	5.8%
5 - 9	5.5%	5.2%	5.7%
10 - 14	5.8%	5.7%	6.1%
15 - 24	11.9%	11.3%	12.5%
25 - 34	15.3%	14.3%	14.8%
35 - 44	14.4%	13.4%	13.7%
45 - 54	12.5%	12.6%	12.3%
55 - 64	11.7%	13.5%	12.5%
65 - 74	9.5%	10.6%	9.5%
75 - 84	5.9%	6.0%	5.1%
85 +	1.7%	2.2%	1.9%
18 +	79.4%	80.4%	78.6%
<b>2010 Population by Sex</b>			
Males	14,896	108,785	278,956
Females	15,690	115,189	294,780
<b>2018 Population by Sex</b>			
Males	15,327	112,730	290,065
Females	16,254	119,531	305,948
<b>2023 Population by Sex</b>			
Males	15,682	115,619	297,912
Females	16,484	121,491	311,037

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

January 29, 2019



# Market Profile

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Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.84625  
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	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	30,588	223,973	573,736
White Alone	34.1%	47.6%	50.6%
Black Alone	9.4%	5.4%	6.8%
American Indian Alone	0.7%	0.6%	0.8%
Asian Alone	35.6%	30.3%	21.1%
Pacific Islander Alone	0.8%	0.5%	0.6%
Some Other Race Alone	14.7%	10.9%	15.1%
Two or More Races	4.7%	4.7%	4.9%
Hispanic Origin	35.0%	28.3%	37.2%
Diversity Index	86.3	80.9	83.7
<b>2018 Population by Race/Ethnicity</b>			
Total	31,581	232,261	596,012
White Alone	32.4%	44.7%	48.0%
Black Alone	8.7%	5.2%	6.5%
American Indian Alone	0.7%	0.6%	0.8%
Asian Alone	37.2%	32.6%	23.0%
Pacific Islander Alone	0.8%	0.5%	0.6%
Some Other Race Alone	15.2%	11.3%	15.8%
Two or More Races	5.0%	5.2%	5.4%
Hispanic Origin	36.1%	29.3%	38.6%
Diversity Index	86.5	81.9	84.9
<b>2023 Population by Race/Ethnicity</b>			
Total	32,165	237,109	608,949
White Alone	31.6%	43.0%	46.6%
Black Alone	8.2%	5.0%	6.2%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	38.4%	34.3%	24.4%
Pacific Islander Alone	0.8%	0.5%	0.6%
Some Other Race Alone	15.3%	11.4%	15.9%
Two or More Races	5.0%	5.3%	5.5%
Hispanic Origin	36.8%	30.1%	39.6%
Diversity Index	86.4	82.4	85.4
<b>2010 Population by Relationship and Household Type</b>			
Total	30,586	223,975	573,736
In Households	99.8%	99.4%	98.8%
In Family Households	92.7%	90.9%	89.4%
Householder	24.5%	25.3%	24.3%
Spouse	17.1%	19.0%	17.3%
Child	37.2%	36.1%	36.6%
Other relative	10.4%	7.7%	8.0%
Nonrelative	3.4%	2.8%	3.3%
In Nonfamily Households	7.1%	8.4%	9.4%
In Group Quarters	0.2%	0.6%	1.2%
Institutionalized Population	0.0%	0.3%	0.6%
Noninstitutionalized Population	0.2%	0.3%	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
<b>2018 Population 25+ by Educational Attainment</b>			
Total	21,720	163,636	403,296
Less than 9th Grade	8.3%	6.3%	7.9%
9th - 12th Grade, No Diploma	6.8%	5.8%	6.9%
High School Graduate	19.3%	17.5%	19.8%
GED/Alternative Credential	2.8%	1.7%	1.9%
Some College, No Degree	21.1%	22.4%	22.9%
Associate Degree	8.0%	8.9%	8.8%
Bachelor's Degree	23.2%	24.5%	21.4%
Graduate/Professional Degree	10.5%	12.9%	10.4%
<b>2018 Population 15+ by Marital Status</b>			
Total	26,014	193,427	486,433
Never Married	34.8%	33.2%	35.9%
Married	52.3%	53.4%	50.2%
Widowed	4.8%	5.6%	5.5%
Divorced	8.2%	7.8%	8.3%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.5%	96.8%	96.2%
Civilian Unemployed (Unemployment Rate)	4.5%	3.2%	3.8%
<b>2018 Employed Population 16+ by Industry</b>			
Total	15,134	115,758	287,766
Agriculture/Mining	0.1%	0.3%	0.5%
Construction	4.9%	5.1%	5.6%
Manufacturing	11.3%	11.1%	11.8%
Wholesale Trade	3.5%	4.0%	4.0%
Retail Trade	11.4%	10.5%	10.4%
Transportation/Utilities	7.6%	7.3%	7.2%
Information	1.8%	1.8%	1.9%
Finance/Insurance/Real Estate	5.1%	6.3%	6.1%
Services	50.6%	49.1%	48.6%
Public Administration	3.7%	4.3%	4.1%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	15,136	115,757	287,765
White Collar	63.1%	68.1%	63.6%
Management/Business/Financial	14.6%	16.2%	14.5%
Professional	23.7%	25.2%	22.3%
Sales	10.9%	11.7%	10.9%
Administrative Support	13.8%	15.0%	15.8%
Services	18.9%	15.0%	16.5%
Blue Collar	18.0%	16.9%	19.9%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	3.2%	3.3%	4.0%
Installation/Maintenance/Repair	2.8%	2.6%	2.9%
Production	5.6%	5.3%	6.1%
Transportation/Material Moving	6.1%	5.5%	6.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	30,586	223,974	573,736
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.

January 29, 2019





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	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	9,020	70,955	179,231
Households with 1 Person	12.5%	15.6%	16.9%
Households with 2+ People	87.5%	84.4%	83.1%
Family Households	83.1%	80.0%	77.8%
Husband-wife Families	58.1%	59.9%	55.4%
With Related Children	28.9%	29.5%	29.0%
Other Family (No Spouse Present)	25.0%	20.0%	22.4%
Other Family with Male Householder	7.5%	5.8%	6.6%
With Related Children	3.9%	2.8%	3.5%
Other Family with Female Householder	17.6%	14.2%	15.8%
With Related Children	9.9%	7.4%	9.0%
Nonfamily Households	4.4%	4.4%	5.2%
All Households with Children	43.3%	40.1%	42.0%
Multigenerational Households	11.9%	8.9%	9.1%
Unmarried Partner Households	4.9%	4.5%	5.7%
Male-female	4.2%	3.7%	4.8%
Same-sex	0.7%	0.9%	0.9%
<b>2010 Households by Size</b>			
Total	9,021	70,953	179,231
1 Person Household	12.5%	15.6%	16.9%
2 Person Household	26.0%	27.6%	26.6%
3 Person Household	19.3%	19.3%	18.6%
4 Person Household	19.4%	19.5%	18.5%
5 Person Household	11.4%	9.7%	10.1%
6 Person Household	5.6%	4.4%	4.8%
7 + Person Household	6.0%	3.9%	4.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	9,021	70,955	179,231
Owner Occupied	63.0%	71.4%	63.1%
Owned with a Mortgage/Loan	49.8%	55.0%	49.2%
Owned Free and Clear	13.2%	16.3%	13.9%
Renter Occupied	37.0%	28.6%	36.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	9,392	73,095	185,830
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.



# Market Profile

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Latitude: 33.84625  
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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Pacific Heights (2C)	Pacific Heights (2C)	Pleasantville (2B)
<b>2.</b>	Urban Villages (7B)	Pleasantville (2B)	Pacific Heights (2C)
<b>3.</b>	International Marketplace	City Lights (8A)	Urban Villages (7B)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$24,223,091	\$200,958,298	\$467,802,315
Average Spent	\$2,624.67	\$2,764.97	\$2,548.28
Spending Potential Index	121	127	117
Education: Total \$	\$16,580,607	\$148,249,788	\$333,234,210
Average Spent	\$1,796.58	\$2,039.76	\$1,815.24
Spending Potential Index	124	141	125
Entertainment/Recreation: Total \$	\$34,695,173	\$294,805,441	\$671,792,305
Average Spent	\$3,759.36	\$4,056.21	\$3,659.48
Spending Potential Index	117	126	114
Food at Home: Total \$	\$53,393,614	\$442,278,822	\$1,037,255,965
Average Spent	\$5,785.42	\$6,085.29	\$5,650.28
Spending Potential Index	115	121	113
Food Away from Home: Total \$	\$38,271,266	\$317,297,683	\$737,684,292
Average Spent	\$4,146.85	\$4,365.68	\$4,018.41
Spending Potential Index	118	124	114
Health Care: Total \$	\$58,726,340	\$503,583,656	\$1,144,940,412
Average Spent	\$6,363.24	\$6,928.78	\$6,236.87
Spending Potential Index	111	121	109
HH Furnishings & Equipment: Total \$	\$23,028,592	\$193,235,518	\$441,291,295
Average Spent	\$2,495.24	\$2,658.72	\$2,403.86
Spending Potential Index	119	127	115
Personal Care Products & Services: Total \$	\$9,165,791	\$76,810,428	\$175,950,081
Average Spent	\$993.15	\$1,056.83	\$958.46
Spending Potential Index	120	128	116
Shelter: Total \$	\$194,787,533	\$1,637,039,181	\$3,776,361,028
Average Spent	\$21,106.03	\$22,523.93	\$20,571.10
Spending Potential Index	126	134	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$27,315,936	\$238,725,990	\$533,517,737
Average Spent	\$2,959.79	\$3,284.62	\$2,906.25
Spending Potential Index	119	132	117
Travel: Total \$	\$25,965,861	\$223,922,856	\$496,841,236
Average Spent	\$2,813.51	\$3,080.94	\$2,706.46
Spending Potential Index	131	143	126
Vehicle Maintenance & Repairs: Total \$	\$11,639,119	\$97,198,370	\$224,273,907
Average Spent	\$1,261.15	\$1,337.35	\$1,221.70
Spending Potential Index	117	124	114

**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.