

Market Profile

10941 Highway 78, Lavon, Texas, 75166
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 33.02185
 Longitude: -96.46340

	5 minutes	10 minutes	15 minutes
Population Summary			
2010 Total Population	2,822	23,468	75,027
2020 Total Population	5,099	35,303	107,182
2020 Group Quarters	0	37	403
2024 Total Population	7,280	42,111	123,663
2024 Group Quarters	0	49	422
2029 Total Population	11,484	50,301	137,952
2024-2029 Annual Rate	9.54%	3.62%	2.21%
2024 Total Daytime Population	4,424	29,913	97,989
Workers	1,133	9,749	38,461
Residents	3,291	20,164	59,528
Household Summary			
2010 Households	912	7,803	25,344
2010 Average Household Size	3.09	3.01	2.95
2020 Total Households	1,577	11,283	34,986
2020 Average Household Size	3.23	3.13	3.05
2024 Households	2,351	13,576	40,449
2024 Average Household Size	3.10	3.10	3.05
2029 Households	3,825	16,396	45,485
2029 Average Household Size	3.00	3.06	3.02
2024-2029 Annual Rate	10.22%	3.85%	2.37%
2010 Families	775	6,495	20,416
2010 Average Family Size	3.36	3.29	3.30
2024 Families	1,967	11,233	32,424
2024 Average Family Size	3.36	3.42	3.41
2029 Families	3,153	13,438	36,232
2029 Average Family Size	3.28	3.40	3.40
2024-2029 Annual Rate	9.90%	3.65%	2.25%
Housing Unit Summary			
2000 Housing Units	325	4,483	13,989
Owner Occupied Housing Units	86.8%	80.8%	77.3%
Renter Occupied Housing Units	9.5%	14.8%	17.5%
Vacant Housing Units	3.7%	4.4%	5.3%
2010 Housing Units	950	8,194	26,757
Owner Occupied Housing Units	87.2%	81.5%	77.3%
Renter Occupied Housing Units	8.8%	13.7%	17.4%
Vacant Housing Units	4.0%	4.8%	5.3%
2020 Housing Units	1,618	11,755	36,430
Owner Occupied Housing Units	85.2%	82.2%	77.0%
Renter Occupied Housing Units	12.3%	13.8%	19.0%
Vacant Housing Units	3.5%	4.1%	4.0%
2024 Housing Units	2,424	14,076	41,856
Owner Occupied Housing Units	88.3%	85.1%	79.6%
Renter Occupied Housing Units	8.7%	11.4%	17.1%
Vacant Housing Units	3.0%	3.6%	3.4%
2029 Housing Units	4,009	17,010	47,082
Owner Occupied Housing Units	86.8%	85.8%	81.0%
Renter Occupied Housing Units	8.6%	10.6%	15.6%
Vacant Housing Units	4.6%	3.6%	3.4%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	2,351	13,576	40,449
<\$15,000	1.7%	1.4%	2.1%
\$15,000 - \$24,999	2.1%	2.0%	2.3%
\$25,000 - \$34,999	2.6%	2.3%	3.3%
\$35,000 - \$49,999	6.0%	6.2%	5.5%
\$50,000 - \$74,999	11.6%	10.8%	11.9%
\$75,000 - \$99,999	17.0%	13.6%	13.1%
\$100,000 - \$149,999	26.5%	24.4%	22.9%
\$150,000 - \$199,999	17.6%	17.9%	18.0%
\$200,000+	15.0%	21.3%	21.0%
Average Household Income	\$137,354	\$153,422	\$151,679
2029 Households by Income			
Household Income Base	3,825	16,396	45,485
<\$15,000	1.7%	1.2%	1.7%
\$15,000 - \$24,999	1.3%	1.3%	1.6%
\$25,000 - \$34,999	2.0%	1.8%	2.4%
\$35,000 - \$49,999	4.9%	4.7%	4.2%
\$50,000 - \$74,999	10.6%	9.3%	9.8%
\$75,000 - \$99,999	12.7%	11.5%	11.1%
\$100,000 - \$149,999	26.0%	24.1%	22.6%
\$150,000 - \$199,999	19.6%	21.4%	22.1%
\$200,000+	21.3%	24.8%	24.5%
Average Household Income	\$161,773	\$173,061	\$172,480
2024 Owner Occupied Housing Units by Value			
Total	2,140	11,974	33,302
<\$50,000	1.1%	2.3%	2.3%
\$50,000 - \$99,999	0.2%	0.3%	0.8%
\$100,000 - \$149,999	1.7%	1.8%	1.5%
\$150,000 - \$199,999	1.4%	1.7%	2.0%
\$200,000 - \$249,999	5.3%	5.3%	5.5%
\$250,000 - \$299,999	9.1%	9.6%	9.1%
\$300,000 - \$399,999	19.5%	22.1%	24.1%
\$400,000 - \$499,999	17.9%	21.1%	19.9%
\$500,000 - \$749,999	39.9%	24.6%	24.8%
\$750,000 - \$999,999	2.1%	5.9%	5.9%
\$1,000,000 - \$1,499,999	1.7%	4.7%	3.7%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.2%
\$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	\$484,353	\$490,942	\$478,619
2029 Owner Occupied Housing Units by Value			
Total	3,480	14,589	38,130
<\$50,000	0.1%	0.5%	0.5%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.1%	0.2%	0.2%
\$150,000 - \$199,999	0.2%	0.4%	0.5%
\$200,000 - \$249,999	1.5%	2.3%	2.6%
\$250,000 - \$299,999	4.0%	6.0%	6.1%
\$300,000 - \$399,999	13.1%	17.5%	20.3%
\$400,000 - \$499,999	18.7%	22.6%	21.7%
\$500,000 - \$749,999	50.3%	33.9%	33.3%
\$750,000 - \$999,999	7.6%	9.3%	8.9%
\$1,000,000 - \$1,499,999	3.5%	6.4%	5.2%
\$1,500,000 - \$1,999,999	0.5%	0.5%	0.4%
\$2,000,000 +	0.4%	0.4%	0.3%
Average Home Value	\$587,030	\$575,811	\$556,382

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.

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Median Household Income			
2024	\$112,081	\$122,380	\$120,561
2029	\$127,015	\$138,883	\$139,680
Median Home Value			
2024	\$466,099	\$432,365	\$423,521
2029	\$560,963	\$503,436	\$490,854
Per Capita Income			
2024	\$43,106	\$49,780	\$49,876
2029	\$51,866	\$56,732	\$57,116
Median Age			
2010	32.5	34.8	34.5
2020	33.9	36.4	36.5
2024	35.4	37.2	37.2
2029	37.2	37.9	37.5
2020 Population by Age			
Total	5,099	35,303	107,182
0 - 4	8.1%	7.0%	6.7%
5 - 9	8.8%	8.3%	8.1%
10 - 14	8.3%	8.5%	8.7%
15 - 24	12.2%	12.7%	13.1%
25 - 34	14.4%	11.3%	11.2%
35 - 44	16.2%	15.8%	15.6%
45 - 54	12.7%	14.1%	14.2%
55 - 64	10.7%	11.4%	11.3%
65 - 74	5.7%	7.1%	7.1%
75 - 84	2.0%	3.0%	3.1%
85 +	0.8%	0.9%	1.0%
18 +	69.8%	71.1%	71.4%
2024 Population by Age			
Total	7,280	42,112	123,663
0 - 4	7.6%	6.8%	6.5%
5 - 9	8.3%	7.8%	7.5%
10 - 14	8.3%	8.3%	8.3%
15 - 24	12.8%	13.4%	13.8%
25 - 34	12.3%	10.6%	10.8%
35 - 44	17.1%	15.7%	15.2%
45 - 54	12.8%	14.2%	14.5%
55 - 64	10.3%	11.1%	11.0%
65 - 74	6.9%	7.6%	7.5%
75 - 84	2.9%	3.7%	3.8%
85 +	0.7%	1.0%	1.1%
18 +	71.4%	72.5%	73.0%
2029 Population by Age			
Total	11,485	50,302	137,951
0 - 4	7.0%	6.6%	6.5%
5 - 9	7.3%	6.9%	6.7%
10 - 14	7.7%	7.5%	7.4%
15 - 24	12.5%	12.8%	13.1%
25 - 34	12.1%	12.2%	13.1%
35 - 44	15.7%	14.1%	13.5%
45 - 54	13.4%	14.1%	14.2%
55 - 64	10.6%	11.3%	11.4%
65 - 74	8.4%	8.7%	8.4%
75 - 84	4.2%	4.5%	4.5%
85 +	1.0%	1.2%	1.3%
18 +	73.8%	74.6%	75.2%

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2020 Population by Sex			
Males	2,488	17,295	52,302
Females	2,611	18,008	54,880
2024 Population by Sex			
Males	3,620	20,992	61,403
Females	3,660	21,119	62,260
2029 Population by Sex			
Males	5,677	24,920	68,029
Females	5,807	25,381	69,924
2010 Population by Race/Ethnicity			
Total	2,821	23,469	75,028
White Alone	81.2%	84.3%	80.3%
Black Alone	9.2%	5.5%	7.7%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	1.6%	2.0%	3.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	4.7%	5.0%	5.0%
Two or More Races	2.3%	2.3%	2.5%
Hispanic Origin	15.1%	13.9%	14.4%
Diversity Index	50.1	45.5	50.5
2020 Population by Race/Ethnicity			
Total	5,099	35,303	107,182
White Alone	60.3%	68.3%	64.6%
Black Alone	12.8%	8.6%	9.9%
American Indian Alone	1.1%	0.9%	0.9%
Asian Alone	4.9%	4.7%	6.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.2%	6.0%	6.2%
Two or More Races	12.6%	11.4%	11.8%
Hispanic Origin	21.0%	17.0%	17.7%
Diversity Index	72.9	64.6	68.2
2024 Population by Race/Ethnicity			
Total	7,280	42,111	123,663
White Alone	58.1%	65.0%	61.0%
Black Alone	12.8%	9.3%	10.8%
American Indian Alone	1.0%	0.9%	0.9%
Asian Alone	5.4%	5.5%	7.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.2%	6.8%	6.6%
Two or More Races	13.5%	12.4%	12.7%
Hispanic Origin	22.9%	18.9%	19.1%
Diversity Index	75.2	68.5	71.6
2029 Population by Race/Ethnicity			
Total	11,485	50,302	137,954
White Alone	56.3%	61.8%	58.0%
Black Alone	11.9%	9.6%	11.1%
American Indian Alone	0.9%	0.9%	0.9%
Asian Alone	5.7%	6.0%	8.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.7%	8.0%	7.4%
Two or More Races	14.5%	13.5%	13.7%
Hispanic Origin	25.5%	21.5%	21.0%
Diversity Index	77.2	72.2	74.5

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.

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2020 Population by Relationship and Household Type			
Total	5,099	35,303	107,182
In Households	100.0%	99.9%	99.6%
Householder	31.1%	32.2%	32.8%
Opposite-Sex Spouse	21.3%	22.3%	21.5%
Same-Sex Spouse	0.2%	0.1%	0.2%
Opposite-Sex Unmarried Partner	1.4%	1.3%	1.3%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	33.6%	33.1%	33.0%
Adopted Child	0.8%	0.9%	0.8%
Stepchild	2.0%	1.8%	1.7%
Grandchild	2.5%	2.3%	2.1%
Brother or Sister	0.9%	0.8%	0.9%
Parent	1.6%	1.3%	1.5%
Parent-in-law	0.5%	0.5%	0.5%
Son-in-law or Daughter-in-law	0.6%	0.5%	0.5%
Other Relatives	1.4%	1.1%	1.2%
Foster Child	0.2%	0.1%	0.1%
Other Nonrelatives	1.6%	1.5%	1.5%
In Group Quarters	0.0%	0.1%	0.4%
Institutionalized	0.0%	0.1%	0.4%
Noninstitutionalized	0.0%	0.0%	0.0%
2024 Population 25+ by Educational Attainment			
Total	4,591	26,868	79,063
Less than 9th Grade	1.7%	1.7%	2.4%
9th - 12th Grade, No Diploma	2.8%	2.2%	2.6%
High School Graduate	16.9%	14.6%	15.1%
GED/Alternative Credential	5.3%	3.3%	3.0%
Some College, No Degree	20.4%	18.4%	19.9%
Associate Degree	11.2%	10.7%	10.0%
Bachelor's Degree	30.1%	33.8%	31.9%
Graduate/Professional Degree	11.6%	15.5%	15.1%
2024 Population 15+ by Marital Status			
Total	5,522	32,499	96,089
Never Married	27.7%	27.7%	27.0%
Married	59.7%	60.2%	61.5%
Widowed	4.2%	3.5%	3.4%
Divorced	8.4%	8.6%	8.1%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,119	22,748	66,946
Population 16+ Employed	98.4%	97.8%	96.9%
Population 16+ Unemployment rate	1.6%	2.2%	3.1%
Population 16-24 Employed	12.9%	12.9%	13.0%
Population 16-24 Unemployment rate	4.0%	5.4%	9.7%
Population 25-54 Employed	68.3%	66.1%	65.8%
Population 25-54 Unemployment rate	1.1%	1.4%	2.0%
Population 55-64 Employed	13.8%	15.5%	15.3%
Population 55-64 Unemployment rate	1.2%	1.9%	2.3%
Population 65+ Employed	5.0%	5.5%	5.9%
Population 65+ Unemployment rate	2.9%	4.3%	2.6%

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2024 Employed Population 16+ by Industry			
Total	4,054	22,252	64,855
Agriculture/Mining	0.5%	0.7%	0.5%
Construction	8.8%	8.3%	7.2%
Manufacturing	6.1%	9.0%	9.7%
Wholesale Trade	1.8%	1.9%	1.6%
Retail Trade	10.8%	12.8%	11.6%
Transportation/Utilities	3.3%	3.4%	5.2%
Information	2.8%	3.6%	3.6%
Finance/Insurance/Real Estate	10.5%	8.7%	9.7%
Services	50.9%	48.2%	47.3%
Public Administration	4.5%	3.4%	3.7%
2024 Employed Population 16+ by Occupation			
Total	4,053	22,253	64,857
White Collar	65.5%	67.7%	71.3%
Management/Business/Financial	18.6%	19.0%	21.3%
Professional	26.6%	28.5%	29.2%
Sales	9.2%	9.4%	9.2%
Administrative Support	11.1%	10.8%	11.6%
Services	16.2%	15.5%	12.8%
Blue Collar	18.3%	16.9%	15.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	5.8%	4.8%	4.0%
Installation/Maintenance/Repair	4.7%	3.0%	3.2%
Production	3.9%	3.5%	2.9%
Transportation/Material Moving	3.9%	5.6%	5.8%
2020 Households by Type			
Total	1,577	11,283	34,986
Married Couple Households	68.2%	69.2%	66.0%
With Own Children <18	36.0%	34.8%	33.7%
Without Own Children <18	32.2%	34.3%	32.3%
Cohabiting Couple Households	5.3%	4.4%	4.4%
With Own Children <18	2.8%	2.0%	1.9%
Without Own Children <18	2.5%	2.4%	2.5%
Male Householder, No Spouse/Partner	10.0%	9.7%	10.7%
Living Alone	4.4%	5.3%	6.4%
65 Years and over	1.3%	1.7%	1.8%
With Own Children <18	2.2%	1.6%	1.6%
Without Own Children <18, With Relatives	2.5%	2.1%	2.0%
No Relatives Present	0.9%	0.7%	0.7%
Female Householder, No Spouse/Partner	16.5%	16.7%	18.9%
Living Alone	6.6%	7.2%	8.7%
65 Years and over	2.6%	3.5%	4.3%
With Own Children <18	4.8%	4.3%	4.8%
Without Own Children <18, With Relatives	4.4%	4.7%	4.8%
No Relatives Present	0.7%	0.6%	0.6%
2020 Households by Size			
Total	1,577	11,283	34,986
1 Person Household	11.0%	12.5%	15.0%
2 Person Household	28.0%	30.2%	29.1%
3 Person Household	20.7%	19.5%	18.7%
4 Person Household	22.1%	21.3%	20.4%
5 Person Household	10.4%	10.1%	10.1%
6 Person Household	4.7%	4.4%	4.3%
7 + Person Household	3.1%	2.1%	2.3%

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2020 Households by Tenure and Mortgage Status			
Total	1,577	11,283	34,986
Owner Occupied	87.4%	85.7%	80.2%
Owned with a Mortgage/Loan	75.5%	68.8%	64.2%
Owned Free and Clear	11.9%	16.9%	16.0%
Renter Occupied	12.6%	14.3%	19.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	85	100	101
Percent of Income for Mortgage	26.0%	22.1%	22.0%
Wealth Index	121	144	139
2020 Housing Units By Urban/ Rural Status			
Total	1,618	11,755	36,430
Urban Housing Units	85.8%	88.6%	88.6%
Rural Housing Units	14.2%	11.4%	11.4%
2020 Population By Urban/ Rural Status			
Total	5,099	35,303	107,182
Urban Population	85.7%	88.9%	88.8%
Rural Population	14.3%	11.1%	11.2%

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.	Up and Coming Families (7A)		
2.	Middleburg (4C)		
3.	Home Improvement (4B)	Savvy Suburbanites (1D)	Workday Drive (4A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$6,829,574	\$43,770,308	\$129,616,250
Average Spent	\$2,904.97	\$3,224.09	\$3,204.44
Spending Potential Index	122	135	135
Education: Total \$	\$4,537,524	\$29,952,467	\$88,367,148
Average Spent	\$1,930.04	\$2,206.28	\$2,184.66
Spending Potential Index	112	128	126
Entertainment/Recreation: Total \$	\$11,834,616	\$76,093,122	\$223,692,756
Average Spent	\$5,033.86	\$5,604.97	\$5,530.24
Spending Potential Index	123	137	135
Food at Home: Total \$	\$19,751,469	\$127,077,304	\$375,912,883
Average Spent	\$8,401.31	\$9,360.44	\$9,293.50
Spending Potential Index	115	128	127
Food Away from Home: Total \$	\$11,536,050	\$74,010,876	\$218,767,619
Average Spent	\$4,906.87	\$5,451.60	\$5,408.48
Spending Potential Index	126	140	139
Health Care: Total \$	\$21,470,612	\$138,149,678	\$403,958,762
Average Spent	\$9,132.54	\$10,176.02	\$9,986.87
Spending Potential Index	119	132	130
HH Furnishings & Equipment: Total \$	\$9,285,556	\$59,495,890	\$174,736,459
Average Spent	\$3,949.62	\$4,382.43	\$4,319.92
Spending Potential Index	125	138	137
Personal Care Products & Services: Total \$	\$2,750,196	\$17,744,459	\$52,464,004
Average Spent	\$1,169.80	\$1,307.05	\$1,297.04
Spending Potential Index	117	131	130
Shelter: Total \$	\$74,205,330	\$478,169,694	\$1,415,262,838
Average Spent	\$31,563.30	\$35,221.69	\$34,988.82
Spending Potential Index	118	132	131
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,938,988	\$70,058,648	\$204,381,216
Average Spent	\$4,652.91	\$5,160.48	\$5,052.81
Spending Potential Index	133	147	144
Travel: Total \$	\$8,824,935	\$56,888,742	\$167,377,468
Average Spent	\$3,753.69	\$4,190.39	\$4,137.99
Spending Potential Index	124	138	136
Vehicle Maintenance & Repairs: Total \$	\$4,241,149	\$27,113,448	\$79,872,706
Average Spent	\$1,803.98	\$1,997.16	\$1,974.65
Spending Potential Index	122	135	133

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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