



Market Profile

Stonewood
2625 Stonewood Park Loop, Land O Lakes, Florida, 34638
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.19536
Longitude: -82.48295

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	3,498	29,787	73,619
2020 Total Population	6,011	40,824	95,852
2020 Group Quarters	14	42	383
2023 Total Population	7,242	43,339	106,177
2023 Group Quarters	14	41	383
2028 Total Population	7,385	43,760	115,985
2023-2028 Annual Rate	0.39%	0.19%	1.78%
2023 Total Daytime Population	5,478	34,331	85,550
Workers	2,194	13,778	35,020
Residents	3,284	20,553	50,530
Household Summary			
2010 Households	1,435	10,669	26,562
2010 Average Household Size	2.42	2.79	2.76
2020 Total Households	2,444	14,299	34,539
2020 Average Household Size	2.45	2.85	2.76
2023 Households	2,922	15,323	38,579
2023 Average Household Size	2.47	2.83	2.74
2028 Households	2,982	15,523	42,337
2028 Average Household Size	2.47	2.82	2.73
2023-2028 Annual Rate	0.41%	0.26%	1.88%
2010 Families	1,029	8,187	20,706
2010 Average Family Size	2.82	3.17	3.11
2023 Families	1,970	11,362	29,163
2023 Average Family Size	2.95	3.26	3.13
2028 Families	1,981	11,416	31,698
2028 Average Family Size	2.96	3.26	3.13
2023-2028 Annual Rate	0.11%	0.09%	1.68%
Housing Unit Summary			
2000 Housing Units	784	5,946	16,334
Owner Occupied Housing Units	63.5%	76.9%	76.8%
Renter Occupied Housing Units	14.5%	13.6%	16.0%
Vacant Housing Units	21.9%	9.5%	7.2%
2010 Housing Units	1,789	11,911	29,466
Owner Occupied Housing Units	69.0%	74.7%	76.6%
Renter Occupied Housing Units	11.3%	14.9%	13.5%
Vacant Housing Units	19.8%	10.4%	9.9%
2020 Housing Units	2,807	15,178	37,099
Owner Occupied Housing Units	78.4%	78.3%	74.9%
Renter Occupied Housing Units	8.6%	15.9%	18.2%
Vacant Housing Units	9.4%	6.0%	6.7%
2023 Housing Units	3,257	16,179	41,573
Owner Occupied Housing Units	76.3%	77.7%	75.4%
Renter Occupied Housing Units	13.4%	17.0%	17.4%
Vacant Housing Units	10.3%	5.3%	7.2%
2028 Housing Units	3,304	16,390	45,536
Owner Occupied Housing Units	77.4%	77.8%	75.8%
Renter Occupied Housing Units	12.9%	16.9%	17.1%
Vacant Housing Units	9.7%	5.3%	7.0%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	2,922	15,323	38,579
<\$15,000	5.1%	5.0%	5.1%
\$15,000 - \$24,999	4.2%	3.3%	3.0%
\$25,000 - \$34,999	4.2%	3.5%	4.1%
\$35,000 - \$49,999	4.6%	6.6%	7.2%
\$50,000 - \$74,999	13.0%	15.0%	14.2%
\$75,000 - \$99,999	10.2%	11.2%	11.9%
\$100,000 - \$149,999	20.7%	23.0%	22.8%
\$150,000 - \$199,999	12.9%	15.4%	14.4%
\$200,000+	25.3%	17.1%	17.2%
Average Household Income	\$159,588	\$139,758	\$139,746
2028 Households by Income			
Household Income Base	2,982	15,523	42,337
<\$15,000	3.8%	4.0%	4.1%
\$15,000 - \$24,999	2.7%	2.3%	2.2%
\$25,000 - \$34,999	2.7%	2.7%	3.2%
\$35,000 - \$49,999	3.0%	5.1%	5.9%
\$50,000 - \$74,999	11.3%	12.7%	12.8%
\$75,000 - \$99,999	10.2%	10.5%	11.4%
\$100,000 - \$149,999	21.5%	24.4%	23.8%
\$150,000 - \$199,999	17.7%	19.0%	17.4%
\$200,000+	27.1%	19.4%	19.1%
Average Household Income	\$179,726	\$158,339	\$155,806
2023 Owner Occupied Housing Units by Value			
Total	2,485	12,574	31,366
<\$50,000	0.2%	0.7%	0.6%
\$50,000 - \$99,999	0.4%	0.5%	0.3%
\$100,000 - \$149,999	0.5%	0.7%	0.5%
\$150,000 - \$199,999	1.3%	2.8%	2.6%
\$200,000 - \$249,999	3.3%	5.9%	6.3%
\$250,000 - \$299,999	7.4%	10.7%	11.6%
\$300,000 - \$399,999	30.7%	42.8%	36.8%
\$400,000 - \$499,999	26.8%	20.9%	18.7%
\$500,000 - \$749,999	26.1%	12.5%	17.6%
\$750,000 - \$999,999	2.8%	2.2%	3.6%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.6%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$451,942	\$394,863	\$426,999
2028 Owner Occupied Housing Units by Value			
Total	2,556	12,752	34,528
<\$50,000	0.5%	1.2%	1.1%
\$50,000 - \$99,999	2.3%	2.7%	1.6%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	1.2%	2.5%	2.4%
\$200,000 - \$249,999	1.9%	3.8%	4.2%
\$250,000 - \$299,999	6.0%	9.3%	10.3%
\$300,000 - \$399,999	26.9%	40.8%	34.7%
\$400,000 - \$499,999	28.1%	22.4%	20.3%
\$500,000 - \$749,999	28.8%	14.0%	19.4%
\$750,000 - \$999,999	3.6%	2.8%	4.4%
\$1,000,000 - \$1,499,999	0.5%	0.4%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.7%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$464,065	\$402,196	\$440,865

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			
2023	\$116,377	\$108,186	\$106,503
2028	\$133,943	\$120,660	\$116,259
Median Home Value			
2023	\$422,789	\$367,174	\$376,242
2028	\$439,499	\$374,606	\$387,834
Per Capita Income			
2023	\$61,110	\$49,917	\$50,978
2028	\$68,781	\$56,840	\$57,181
Median Age			
2010	42.0	38.3	39.3
2020	43.1	40.1	41.1
2023	45.6	40.6	41.4
2028	46.6	40.7	40.4
2020 Population by Age			
Total	6,011	40,824	95,852
0 - 4	5.5%	5.6%	5.2%
5 - 9	6.9%	7.3%	6.7%
10 - 14	7.5%	8.1%	7.6%
15 - 24	9.0%	12.1%	12.2%
25 - 34	8.8%	9.6%	10.0%
35 - 44	15.4%	15.2%	14.1%
45 - 54	14.7%	15.1%	15.1%
55 - 64	13.5%	12.5%	13.4%
65 - 74	12.1%	9.4%	10.0%
75 - 84	5.3%	4.1%	4.5%
85 +	1.2%	1.1%	1.3%
18 +	76.2%	74.3%	75.8%
2023 Population by Age			
Total	7,241	43,340	106,177
0 - 4	5.1%	5.9%	5.5%
5 - 9	6.1%	6.9%	6.3%
10 - 14	6.9%	7.4%	6.8%
15 - 24	9.9%	11.0%	10.9%
25 - 34	9.3%	11.2%	12.0%
35 - 44	12.0%	14.3%	13.4%
45 - 54	14.7%	14.3%	14.0%
55 - 64	15.5%	13.2%	14.0%
65 - 74	13.6%	10.3%	11.1%
75 - 84	5.7%	4.4%	4.6%
85 +	1.3%	1.0%	1.2%
18 +	78.1%	75.7%	77.4%
2028 Population by Age			
Total	7,386	43,761	115,984
0 - 4	5.0%	5.9%	5.9%
5 - 9	5.8%	6.6%	6.3%
10 - 14	6.5%	7.2%	6.7%
15 - 24	9.5%	10.6%	10.3%
25 - 34	8.7%	11.6%	12.7%
35 - 44	12.1%	14.1%	14.0%
45 - 54	14.0%	13.6%	12.8%
55 - 64	14.2%	12.4%	12.6%
65 - 74	14.6%	10.8%	11.1%
75 - 84	7.8%	5.8%	6.0%
85 +	1.7%	1.4%	1.5%
18 +	78.9%	76.2%	77.3%
2020 Population by Sex			

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Males	2,977	19,940	46,805
Females	3,034	20,884	49,047
2023 Population by Sex			
Males	3,676	21,522	52,411
Females	3,566	21,817	53,766
2028 Population by Sex			
Males	3,745	21,690	56,987
Females	3,641	22,070	58,997
2010 Population by Race/Ethnicity			
Total	3,498	29,785	73,619
White Alone	86.5%	85.0%	85.9%
Black Alone	4.5%	5.8%	5.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	4.7%	3.9%	3.9%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.5%	2.3%	2.1%
Two or More Races	2.4%	2.6%	2.5%
Hispanic Origin	10.8%	16.0%	15.5%
Diversity Index	39.2	46.7	45.2
2020 Population by Race/Ethnicity			
Total	6,011	40,824	95,852
White Alone	72.6%	69.5%	69.7%
Black Alone	4.3%	5.3%	5.3%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	8.2%	6.1%	5.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.2%	4.5%	4.2%
Two or More Races	11.2%	14.3%	14.5%
Hispanic Origin	14.3%	19.4%	19.3%
Diversity Index	58.6	64.8	64.6
2023 Population by Race/Ethnicity			
Total	7,242	43,339	106,176
White Alone	71.9%	69.0%	69.2%
Black Alone	4.2%	5.2%	5.2%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	8.4%	6.3%	6.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.3%	4.6%	4.4%
Two or More Races	11.6%	14.5%	14.7%
Hispanic Origin	14.9%	19.8%	19.7%
Diversity Index	59.6	65.5	65.2
2028 Population by Race/Ethnicity			
Total	7,386	43,759	115,986
White Alone	70.7%	67.6%	67.9%
Black Alone	4.3%	5.2%	5.2%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	8.8%	6.7%	6.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	4.9%	4.7%
Two or More Races	12.1%	15.1%	15.3%
Hispanic Origin	15.5%	20.4%	20.3%
Diversity Index	61.1	66.9	66.6

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	6,011	40,824	95,852
In Households	99.8%	99.9%	99.6%
Householder	37.7%	35.5%	36.2%
Opposite-Sex Spouse	23.5%	21.9%	22.0%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.2%	1.9%	2.1%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	27.6%	30.9%	29.5%
Adopted Child	0.6%	0.8%	0.8%
Stepchild	1.2%	1.4%	1.4%
Grandchild	1.0%	1.4%	1.5%
Brother or Sister	0.5%	0.7%	0.7%
Parent	1.6%	1.5%	1.5%
Parent-in-law	0.5%	0.5%	0.5%
Son-in-law or Daughter-in-law	0.3%	0.4%	0.4%
Other Relatives	0.8%	1.0%	0.9%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	1.7%	1.7%	1.8%
In Group Quarters	0.2%	0.1%	0.4%
Institutionalized	0.2%	0.1%	0.4%
Noninstitutionalized	0.0%	0.0%	0.0%
2023 Population 25+ by Educational Attainment			
Total	5,214	29,810	74,748
Less than 9th Grade	0.6%	0.9%	1.1%
9th - 12th Grade, No Diploma	0.2%	2.2%	2.4%
High School Graduate	18.5%	20.8%	19.0%
GED/Alternative Credential	4.8%	3.6%	3.3%
Some College, No Degree	15.6%	16.0%	15.6%
Associate Degree	10.7%	10.5%	11.0%
Bachelor's Degree	33.5%	28.8%	29.4%
Graduate/Professional Degree	16.1%	17.2%	18.1%
2023 Population 15+ by Marital Status			
Total	5,934	34,585	86,361
Never Married	18.9%	23.4%	24.7%
Married	67.2%	62.8%	61.9%
Widowed	6.7%	5.3%	4.4%
Divorced	7.2%	8.5%	9.0%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,058	23,594	57,832
Population 16+ Employed	97.9%	97.3%	97.3%
Population 16+ Unemployment rate	2.1%	2.7%	2.7%
Population 16-24 Employed	11.1%	11.3%	11.4%
Population 16-24 Unemployment rate	5.2%	6.1%	6.2%
Population 25-54 Employed	59.4%	65.2%	63.3%
Population 25-54 Unemployment rate	1.5%	1.8%	1.9%
Population 55-64 Employed	20.3%	17.6%	18.4%
Population 55-64 Unemployment rate	1.9%	3.6%	3.3%
Population 65+ Employed	9.3%	5.8%	6.9%
Population 65+ Unemployment rate	2.9%	3.3%	3.5%

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2023 Employed Population 16+ by Industry			
Total	3,971	22,952	56,247
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	6.8%	8.0%	7.6%
Manufacturing	4.3%	5.5%	5.3%
Wholesale Trade	2.1%	2.0%	2.2%
Retail Trade	8.4%	9.2%	9.9%
Transportation/Utilities	7.6%	5.5%	4.4%
Information	6.2%	4.2%	3.0%
Finance/Insurance/Real Estate	13.8%	12.2%	12.1%
Services	47.8%	50.0%	51.8%
Public Administration	2.9%	3.3%	3.6%
2023 Employed Population 16+ by Occupation			
Total	3,972	22,954	56,246
White Collar	78.2%	77.0%	75.7%
Management/Business/Financial	27.8%	25.0%	25.1%
Professional	30.6%	30.5%	29.8%
Sales	9.9%	10.7%	10.5%
Administrative Support	9.9%	10.8%	10.4%
Services	7.7%	9.8%	11.5%
Blue Collar	14.1%	13.2%	12.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.6%	3.5%	3.8%
Installation/Maintenance/Repair	4.1%	3.0%	2.4%
Production	2.3%	2.0%	1.9%
Transportation/Material Moving	4.9%	4.5%	4.7%
2020 Households by Type			
Total	2,444	14,299	34,539
Married Couple Households	62.4%	62.3%	61.4%
With Own Children <18	26.4%	29.2%	27.1%
Without Own Children <18	36.1%	33.0%	34.4%
Cohabiting Couple Households	6.1%	5.7%	6.0%
With Own Children <18	1.6%	1.9%	1.9%
Without Own Children <18	4.6%	3.8%	4.1%
Male Householder, No Spouse/Partner	13.1%	12.3%	12.7%
Living Alone	8.7%	7.4%	7.8%
65 Years and over	4.1%	2.6%	2.5%
With Own Children <18	1.3%	1.8%	1.8%
Without Own Children <18, With Relatives	2.3%	2.2%	2.2%
No Relatives Present	0.8%	0.8%	0.9%
Female Householder, No Spouse/Partner	18.4%	19.7%	19.9%
Living Alone	11.4%	10.0%	9.9%
65 Years and over	6.5%	5.2%	4.9%
With Own Children <18	2.7%	4.4%	4.2%
Without Own Children <18, With Relatives	3.9%	4.6%	5.1%
No Relatives Present	0.4%	0.6%	0.7%
2020 Households by Size			
Total	2,444	14,299	34,539
1 Person Household	20.1%	17.5%	17.7%
2 Person Household	36.7%	32.1%	34.0%
3 Person Household	17.4%	19.6%	19.2%
4 Person Household	16.9%	19.7%	18.6%
5 Person Household	6.0%	7.4%	6.9%
6 Person Household	1.9%	2.5%	2.3%
7 + Person Household	1.1%	1.3%	1.2%

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2020 Households by Tenure and Mortgage Status			
Total	2,444	14,299	34,539
Owner Occupied	90.1%	83.1%	80.5%
Owned with a Mortgage/Loan	66.1%	63.8%	61.2%
Owned Free and Clear	24.0%	19.3%	19.3%
Renter Occupied	9.9%	16.9%	19.5%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	109	116	112
Percent of Income for Mortgage	21.8%	20.4%	21.2%
Wealth Index	189	148	156
2020 Housing Units By Urban/ Rural Status			
Total	2,807	15,178	37,099
Urban Housing Units	100.0%	98.7%	97.5%
Rural Housing Units	0.0%	1.3%	2.5%
2020 Population By Urban/ Rural Status			
Total	6,011	40,824	95,852
Urban Population	99.9%	98.9%	97.5%
Rural Population	0.1%	1.1%	2.5%

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.	The Great Outdoors (6C)	The Great Outdoors (6C)	Up and Coming Families (7A)
2.	Boomburbs (1C)	Boomburbs (1C)	Workday Drive (4A)
3.	Middleburg (4C)	Up and Coming Families (7A)	The Great Outdoors (6C)
2023 Consumer Spending			
Apparel & Services: Total \$	\$8,812,020	\$42,063,285	\$106,609,204
Average Spent	\$3,015.75	\$2,745.11	\$2,763.40
Spending Potential Index	137	125	126
Education: Total \$	\$7,258,674	\$34,403,415	\$87,661,908
Average Spent	\$2,484.15	\$2,245.21	\$2,272.27
Spending Potential Index	139	125	127
Entertainment/Recreation: Total \$	\$16,698,618	\$76,065,431	\$190,784,560
Average Spent	\$5,714.79	\$4,964.13	\$4,945.30
Spending Potential Index	151	131	131
Food at Home: Total \$	\$28,461,703	\$129,892,997	\$326,243,004
Average Spent	\$9,740.49	\$8,477.00	\$8,456.49
Spending Potential Index	143	125	124
Food Away from Home: Total \$	\$15,724,524	\$73,355,156	\$185,097,998
Average Spent	\$5,381.43	\$4,787.26	\$4,797.90
Spending Potential Index	145	129	129
Health Care: Total \$	\$31,900,116	\$146,060,334	\$366,537,750
Average Spent	\$10,917.22	\$9,532.10	\$9,500.97
Spending Potential Index	148	130	129
HH Furnishings & Equipment: Total \$	\$12,758,095	\$59,184,911	\$149,406,778
Average Spent	\$4,366.22	\$3,862.49	\$3,872.75
Spending Potential Index	148	131	131
Personal Care Products & Services: Total \$	\$4,007,533	\$18,798,474	\$47,620,790
Average Spent	\$1,371.50	\$1,226.81	\$1,234.37
Spending Potential Index	143	128	129
Shelter: Total \$	\$107,854,774	\$487,429,149	\$1,225,062,838
Average Spent	\$36,911.28	\$31,810.29	\$31,754.66
Spending Potential Index	149	128	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,269,326	\$65,817,057	\$166,463,969
Average Spent	\$4,883.41	\$4,295.31	\$4,314.89
Spending Potential Index	156	137	138
Travel: Total \$	\$10,159,671	\$46,584,994	\$117,310,967
Average Spent	\$3,476.96	\$3,040.20	\$3,040.80
Spending Potential Index	155	135	135
Vehicle Maintenance & Repairs: Total \$	\$5,734,705	\$26,110,091	\$65,517,226
Average Spent	\$1,962.60	\$1,703.98	\$1,698.26
Spending Potential Index	150	130	130

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 22, 2024