



# Market Profile

31712 Casino Dr, Lake Elsinore, California, 92530 5  
 31712 Casino Dr, Lake Elsinore, California, 92530  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 33.65986  
 Longitude: -117.29785

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	4,487	38,716	96,503
2020 Total Population	6,231	47,135	118,930
2020 Group Quarters	27	84	261
2023 Total Population	6,373	48,163	123,409
2023 Group Quarters	26	84	261
2028 Total Population	6,645	49,147	125,780
2023-2028 Annual Rate	0.84%	0.41%	0.38%
2023 Total Daytime Population	8,095	39,837	94,943
Workers	4,700	14,175	27,294
Residents	3,395	25,662	67,649
<b>Household Summary</b>			
2010 Households	1,328	11,674	29,576
2010 Average Household Size	3.30	3.28	3.24
2020 Total Households	1,835	14,288	36,337
2020 Average Household Size	3.38	3.29	3.27
2023 Total Households	1,867	14,647	37,790
2023 Average Household Size	3.40	3.28	3.26
2028 Total Households	1,943	14,955	38,520
2028 Average Household Size	3.41	3.28	3.26
2023-2028 Annual Rate	0.80%	0.42%	0.38%
2010 Families	1,008	9,160	22,951
2010 Average Family Size	3.70	3.61	3.60
2023 Total Families	1,380	11,250	28,914
2023 Average Family Size	3.84	3.65	3.65
2028 Total Families	1,434	11,468	29,450
2028 Average Family Size	3.85	3.66	3.66
2023-2028 Annual Rate	0.77%	0.38%	0.37%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,004	8,981	22,825
Owner Occupied Housing Units	63.6%	66.5%	67.5%
Renter Occupied Housing Units	27.0%	24.1%	24.4%
Vacant Housing Units	9.4%	9.5%	8.1%
2010 Housing Units	1,437	12,983	32,846
Owner Occupied Housing Units	55.8%	62.7%	61.9%
Renter Occupied Housing Units	36.5%	27.2%	28.2%
Vacant Housing Units	7.6%	10.1%	10.0%
2020 Housing Units	1,877	14,999	38,142
Vacant Housing Units	2.2%	4.7%	4.7%
2023 Housing Units	1,913	15,377	39,648
Owner Occupied Housing Units	65.1%	66.5%	69.0%
Renter Occupied Housing Units	32.5%	28.7%	26.3%
Vacant Housing Units	2.4%	4.7%	4.7%
2028 Housing Units	1,967	15,593	40,167
Owner Occupied Housing Units	66.8%	67.9%	70.2%
Renter Occupied Housing Units	32.1%	28.1%	25.7%
Vacant Housing Units	1.2%	4.1%	4.1%
<b>Median Household Income</b>			
2023	\$82,351	\$85,404	\$88,495
2028	\$91,591	\$98,686	\$102,074
<b>Median Home Value</b>			
2023	\$459,629	\$498,197	\$518,180
2028	\$465,471	\$512,506	\$535,198
<b>Per Capita Income</b>			
2023	\$30,500	\$33,701	\$35,294
2028	\$34,647	\$38,749	\$40,544
<b>Median Age</b>			
2010	30.7	33.1	32.9
2023	33.2	34.7	34.4
2028	33.7	34.8	34.6

**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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<b>2023 Households by Income</b>			
Household Income Base	1,867	14,647	37,790
<\$15,000	6.8%	6.5%	5.9%
\$15,000 - \$24,999	6.1%	6.0%	5.0%
\$25,000 - \$34,999	7.9%	6.8%	6.4%
\$35,000 - \$49,999	10.0%	8.2%	8.8%
\$50,000 - \$74,999	14.5%	16.1%	16.3%
\$75,000 - \$99,999	13.2%	13.1%	12.5%
\$100,000 - \$149,999	22.5%	21.7%	22.3%
\$150,000 - \$199,999	13.4%	12.8%	12.3%
\$200,000+	5.6%	8.7%	10.5%
Average Household Income	\$100,540	\$109,787	\$114,924
<b>2028 Households by Income</b>			
Household Income Base	1,943	14,955	38,520
<\$15,000	5.9%	5.8%	5.3%
\$15,000 - \$24,999	4.2%	4.2%	3.6%
\$25,000 - \$34,999	6.0%	5.5%	5.0%
\$35,000 - \$49,999	9.4%	7.0%	7.3%
\$50,000 - \$74,999	14.9%	15.1%	14.7%
\$75,000 - \$99,999	13.3%	13.0%	12.5%
\$100,000 - \$149,999	23.3%	23.2%	24.0%
\$150,000 - \$199,999	16.1%	15.3%	14.7%
\$200,000+	6.9%	10.9%	12.9%
Average Household Income	\$114,146	\$126,109	\$132,006
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,245	10,232	27,367
<\$50,000	2.0%	1.7%	1.3%
\$50,000 - \$99,999	4.9%	1.7%	1.4%
\$100,000 - \$149,999	1.8%	1.0%	1.0%
\$150,000 - \$199,999	0.4%	0.4%	0.6%
\$200,000 - \$249,999	1.2%	1.0%	1.5%
\$250,000 - \$299,999	2.8%	2.3%	2.3%
\$300,000 - \$399,999	16.2%	12.6%	12.5%
\$400,000 - \$499,999	34.6%	29.8%	26.4%
\$500,000 - \$749,999	34.2%	39.8%	42.2%
\$750,000 - \$999,999	1.5%	7.6%	7.4%
\$1,000,000 - \$1,499,999	0.1%	1.5%	2.4%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.5%
\$2,000,000 +	0.1%	0.4%	0.5%
Average Home Value	\$461,897	\$536,647	\$554,682
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	1,313	10,580	28,212
<\$50,000	1.9%	1.6%	1.2%
\$50,000 - \$99,999	5.1%	1.8%	1.5%
\$100,000 - \$149,999	1.6%	0.9%	0.8%
\$150,000 - \$199,999	0.6%	0.4%	0.4%
\$200,000 - \$249,999	1.1%	0.9%	1.3%
\$250,000 - \$299,999	2.5%	2.1%	2.0%
\$300,000 - \$399,999	15.0%	11.5%	11.3%
\$400,000 - \$499,999	34.0%	28.9%	25.4%
\$500,000 - \$749,999	35.8%	40.2%	42.5%
\$750,000 - \$999,999	2.1%	9.2%	9.1%
\$1,000,000 - \$1,499,999	0.2%	1.8%	3.0%
\$1,500,000 - \$1,999,999	0.2%	0.3%	0.7%
\$2,000,000 +	0.1%	0.6%	0.7%
Average Home Value	\$470,358	\$553,568	\$576,005

**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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<b>2010 Population by Age</b>			
Total	4,489	38,714	96,503
0 - 4	8.5%	7.8%	7.9%
5 - 9	8.4%	7.9%	8.0%
10 - 14	8.6%	8.5%	8.4%
15 - 24	16.0%	14.9%	15.1%
25 - 34	14.3%	13.5%	13.5%
35 - 44	14.0%	14.2%	13.9%
45 - 54	13.5%	14.7%	14.7%
55 - 64	9.2%	9.7%	9.6%
65 - 74	4.3%	5.1%	5.1%
75 - 84	2.2%	2.8%	2.9%
85 +	0.8%	1.0%	1.0%
18 +	69.0%	70.6%	70.7%
<b>2023 Population by Age</b>			
Total	6,373	48,164	123,410
0 - 4	7.8%	7.1%	7.2%
5 - 9	7.8%	7.4%	7.4%
10 - 14	7.3%	7.2%	7.3%
15 - 24	13.1%	12.8%	12.9%
25 - 34	17.1%	16.0%	16.1%
35 - 44	14.2%	13.7%	13.7%
45 - 54	11.2%	11.6%	11.5%
55 - 64	10.5%	11.7%	11.5%
65 - 74	7.2%	8.0%	7.9%
75 - 84	2.9%	3.5%	3.5%
85 +	1.0%	1.1%	1.0%
18 +	73.1%	74.4%	74.0%
<b>2028 Population by Age</b>			
Total	6,643	49,147	125,780
0 - 4	8.1%	7.5%	7.6%
5 - 9	7.7%	7.4%	7.4%
10 - 14	7.5%	7.4%	7.5%
15 - 24	12.5%	12.0%	12.2%
25 - 34	16.4%	16.0%	15.9%
35 - 44	15.8%	15.3%	15.3%
45 - 54	10.7%	10.8%	10.8%
55 - 64	9.3%	9.9%	9.8%
65 - 74	7.4%	8.5%	8.3%
75 - 84	3.5%	4.1%	4.0%
85 +	1.0%	1.2%	1.2%
18 +	72.7%	73.9%	73.6%
<b>2010 Population by Sex</b>			
Males	2,249	19,440	48,345
Females	2,238	19,277	48,158
<b>2023 Population by Sex</b>			
Males	3,154	23,993	61,585
Females	3,219	24,170	61,824
<b>2028 Population by Sex</b>			
Males	3,262	24,284	62,399
Females	3,383	24,863	63,382

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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<b>2010 Population by Race/Ethnicity</b>			
Total	4,487	38,715	96,502
White Alone	61.0%	66.5%	68.0%
Black Alone	5.2%	4.1%	3.7%
American Indian Alone	0.9%	1.1%	1.0%
Asian Alone	5.9%	4.8%	4.0%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	20.2%	18.0%	17.7%
Two or More Races	6.3%	5.2%	5.2%
Hispanic Origin	47.1%	41.3%	41.1%
Diversity Index	78.8	75.2	74.2
<b>2020 Population by Race/Ethnicity</b>			
Total	6,231	47,135	118,930
White Alone	36.7%	45.2%	47.6%
Black Alone	6.6%	5.6%	4.9%
American Indian Alone	1.6%	1.5%	1.6%
Asian Alone	8.8%	6.3%	5.6%
Pacific Islander Alone	0.6%	0.4%	0.4%
Some Other Race Alone	26.6%	23.4%	22.4%
Two or More Races	19.1%	17.5%	17.4%
Hispanic Origin	50.8%	46.1%	45.3%
Diversity Index	87.3	85.0	84.2
<b>2023 Population by Race/Ethnicity</b>			
Total	6,373	48,162	123,410
White Alone	34.4%	43.1%	45.5%
Black Alone	6.5%	5.7%	4.9%
American Indian Alone	1.6%	1.6%	1.7%
Asian Alone	8.9%	6.6%	5.9%
Pacific Islander Alone	0.6%	0.4%	0.4%
Some Other Race Alone	28.3%	24.5%	23.5%
Two or More Races	19.6%	18.1%	18.1%
Hispanic Origin	53.3%	48.1%	47.4%
Diversity Index	87.5	85.7	84.9
<b>2028 Population by Race/Ethnicity</b>			
Total	6,644	49,148	125,780
White Alone	31.1%	39.6%	41.9%
Black Alone	6.6%	5.8%	5.0%
American Indian Alone	1.8%	1.7%	1.8%
Asian Alone	9.4%	7.1%	6.3%
Pacific Islander Alone	0.6%	0.4%	0.4%
Some Other Race Alone	30.2%	26.3%	25.4%
Two or More Races	20.3%	19.0%	19.1%
Hispanic Origin	55.5%	50.3%	49.8%
Diversity Index	87.7	86.4	85.8
<b>2010 Population by Relationship and Household Type</b>			
Total	4,486	38,717	96,503
In Households	97.8%	99.0%	99.3%
In Family Households	87.6%	89.5%	89.6%
Householder	22.1%	23.7%	23.8%
Spouse	15.2%	17.7%	17.7%
Child	38.2%	37.3%	37.4%
Other relative	7.5%	6.7%	6.8%
Nonrelative	4.5%	4.2%	4.0%
In Nonfamily Households	10.2%	9.4%	9.7%
In Group Quarters	2.2%	1.0%	0.7%
Institutionalized Population	1.4%	0.5%	0.4%
Noninstitutionalized Population	0.8%	0.6%	0.3%

**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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<b>2023 Population 25+ by Educational Attainment</b>			
Total	4,074	31,572	80,378
Less than 9th Grade	7.0%	8.0%	6.8%
9th - 12th Grade, No Diploma	8.3%	7.6%	6.6%
High School Graduate	27.5%	26.1%	27.5%
GED/Alternative Credential	2.8%	3.4%	3.7%
Some College, No Degree	23.4%	21.5%	22.4%
Associate Degree	7.9%	9.4%	9.5%
Bachelor's Degree	15.0%	15.8%	16.3%
Graduate/Professional Degree	8.0%	8.2%	7.2%
<b>2023 Population 15+ by Marital Status</b>			
Total	4,914	37,732	96,316
Never Married	37.9%	37.4%	34.8%
Married	48.3%	49.6%	52.9%
Widowed	2.7%	3.8%	3.9%
Divorced	11.2%	9.2%	8.3%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,247	24,158	59,383
Population 16+ Employed	92.6%	94.3%	95.1%
Population 16+ Unemployment rate	7.4%	5.7%	4.9%
Population 16-24 Employed	14.5%	13.0%	13.3%
Population 16-24 Unemployment rate	12.1%	9.7%	9.3%
Population 25-54 Employed	67.4%	66.2%	67.9%
Population 25-54 Unemployment rate	5.6%	4.5%	3.6%
Population 55-64 Employed	13.3%	15.1%	14.3%
Population 55-64 Unemployment rate	11.9%	7.8%	6.7%
Population 65+ Employed	4.8%	5.7%	4.5%
Population 65+ Unemployment rate	2.7%	4.0%	5.8%
<b>2023 Employed Population 16+ by Industry</b>			
Total	3,008	22,777	56,447
Agriculture/Mining	0.5%	0.6%	0.6%
Construction	13.4%	12.3%	13.3%
Manufacturing	10.0%	8.4%	8.6%
Wholesale Trade	1.9%	2.4%	2.4%
Retail Trade	12.6%	12.1%	12.1%
Transportation/Utilities	5.6%	5.7%	6.3%
Information	1.4%	1.5%	1.3%
Finance/Insurance/Real Estate	4.8%	6.1%	4.7%
Services	42.6%	45.1%	45.1%
Public Administration	7.3%	5.9%	5.5%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	3,009	22,776	56,445
White Collar	59.2%	57.7%	55.9%
Management/Business/Financial	17.4%	14.2%	14.6%
Professional	22.7%	22.3%	20.8%
Sales	9.3%	10.9%	10.2%
Administrative Support	9.9%	10.3%	10.3%
Services	18.6%	19.2%	19.0%
Blue Collar	22.2%	23.1%	25.2%
Farming/Forestry/Fishing	0.4%	0.4%	0.4%
Construction/Extraction	8.2%	8.1%	8.4%
Installation/Maintenance/Repair	1.6%	1.8%	2.8%
Production	4.0%	4.5%	5.3%
Transportation/Material Moving	7.9%	8.3%	8.3%

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<b>2010 Households by Type</b>			
Total	1,327	11,673	29,577
Households with 1 Person	17.1%	15.0%	16.0%
Households with 2+ People	82.9%	85.0%	84.0%
Family Households	76.0%	78.5%	77.6%
Husband-wife Families	52.8%	58.5%	57.4%
With Related Children	33.0%	33.4%	32.2%
Other Family (No Spouse Present)	23.1%	20.0%	20.2%
Other Family with Male Householder	8.4%	7.4%	7.2%
With Related Children	5.4%	4.5%	4.5%
Other Family with Female Householder	14.8%	12.6%	12.9%
With Related Children	9.5%	8.1%	8.5%
Nonfamily Households	6.9%	6.5%	6.4%
All Households with Children	49.5%	46.9%	46.0%
Multigenerational Households	8.1%	8.1%	8.2%
Unmarried Partner Households	9.5%	8.5%	8.4%
Male-female	8.4%	7.5%	7.6%
Same-sex	1.1%	1.0%	0.8%
<b>2010 Households by Size</b>			
Total	1,329	11,674	29,574
1 Person Household	17.2%	15.0%	16.0%
2 Person Household	25.1%	27.8%	27.5%
3 Person Household	15.7%	17.3%	17.3%
4 Person Household	16.9%	17.3%	17.4%
5 Person Household	11.3%	11.2%	11.0%
6 Person Household	7.1%	6.0%	5.7%
7 + Person Household	6.8%	5.3%	5.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,326	11,674	29,574
Owner Occupied	60.5%	69.7%	68.7%
Owned with a Mortgage/Loan	49.5%	58.6%	57.1%
Owned Free and Clear	11.2%	11.1%	11.6%
Renter Occupied	39.5%	30.3%	31.3%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	70	69	68
Percent of Income for Mortgage	33.5%	35.1%	35.2%
Wealth Index	71	97	105
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,437	12,983	32,846
Housing Units Inside Urbanized Area	90.0%	96.7%	95.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	10.0%	3.3%	4.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,487	38,716	96,503
Population Inside Urbanized Area	91.5%	97.0%	95.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	8.5%	3.0%	4.4%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Front Porches (8E)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Up and Coming Families (7A)	Front Porches (8E)	Urban Edge Families (7C)
3.	Forging Opportunity (7D)	Urban Edge Families (7C)	Front Porches (8E)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,933,673	\$33,269,087	\$89,692,668
Average Spent	\$2,106.95	\$2,271.39	\$2,373.45
Spending Potential Index	96	103	108
Education: Total \$	\$3,089,663	\$25,964,853	\$69,226,848
Average Spent	\$1,654.88	\$1,772.71	\$1,831.88
Spending Potential Index	92	99	102
Entertainment/Recreation: Total \$	\$6,569,822	\$56,276,611	\$151,866,052
Average Spent	\$3,518.92	\$3,842.19	\$4,018.68
Spending Potential Index	93	102	106
Food at Home: Total \$	\$11,902,798	\$100,451,549	\$272,001,795
Average Spent	\$6,375.36	\$6,858.17	\$7,197.72
Spending Potential Index	94	101	106
Food Away from Home: Total \$	\$6,788,047	\$57,722,305	\$155,564,674
Average Spent	\$3,635.80	\$3,940.90	\$4,116.56
Spending Potential Index	98	106	111
Health Care: Total \$	\$12,526,166	\$107,598,947	\$289,961,208
Average Spent	\$6,709.25	\$7,346.14	\$7,672.96
Spending Potential Index	91	100	104
HH Furnishings & Equipment: Total \$	\$5,183,278	\$44,677,073	\$120,779,674
Average Spent	\$2,776.26	\$3,050.25	\$3,196.07
Spending Potential Index	94	103	108
Personal Care Products & Services: Total \$	\$1,710,268	\$14,572,868	\$39,254,748
Average Spent	\$916.05	\$994.94	\$1,038.76
Spending Potential Index	96	104	109
Shelter: Total \$	\$44,340,910	\$375,395,422	\$1,016,368,518
Average Spent	\$23,749.82	\$25,629.51	\$26,895.17
Spending Potential Index	96	103	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,460,499	\$47,896,494	\$127,710,653
Average Spent	\$2,924.75	\$3,270.05	\$3,379.48
Spending Potential Index	93	105	108
Travel: Total \$	\$3,952,738	\$34,261,119	\$92,507,464
Average Spent	\$2,117.16	\$2,339.12	\$2,447.94
Spending Potential Index	94	104	109
Vehicle Maintenance & Repairs: Total \$	\$2,361,137	\$20,084,381	\$54,060,046
Average Spent	\$1,264.67	\$1,371.23	\$1,430.54
Spending Potential Index	97	105	109

**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.