

# DEMOGRAPHIC SUMMARY

Honda Pkwy

Ring of 3 miles

## KEY FACTS

2,024

Population



759

Households

39.8

Median Age

\$38,454

Median Disposable Income

## EDUCATION

26%

No High School Diploma



37%

High School Graduate



24%

Some College



13%

Bachelor's/Grad/Prof Degree

## INCOME



\$45,691

Median Household Income



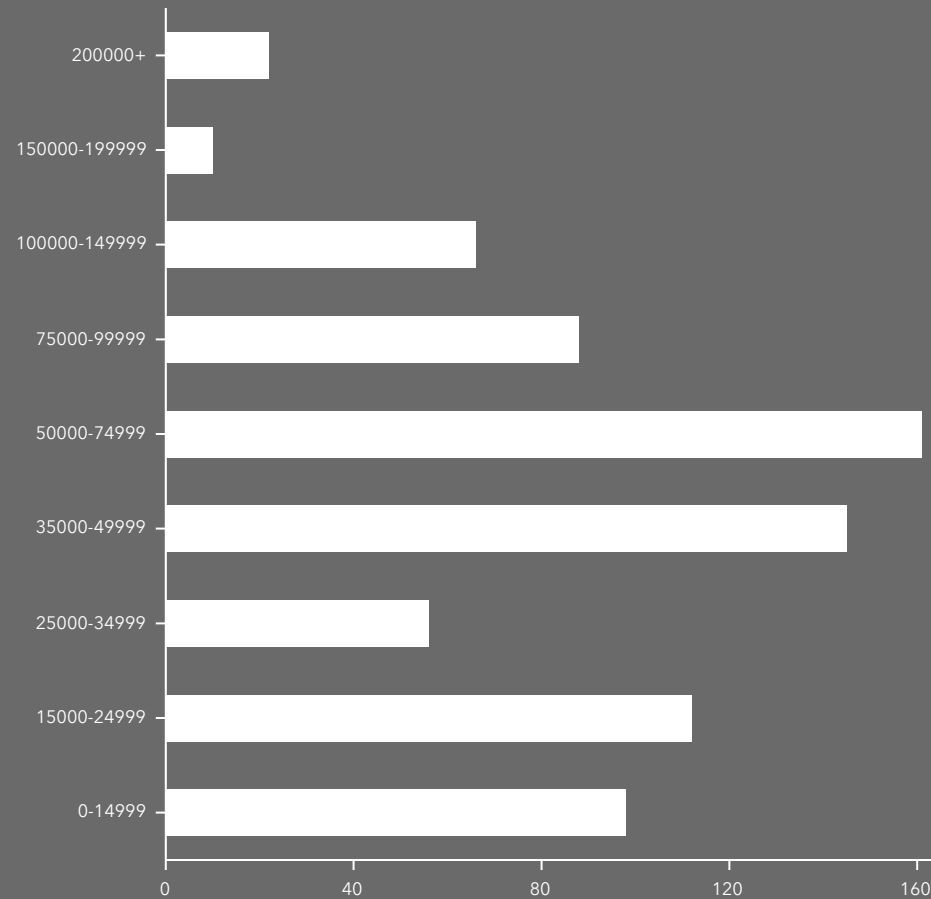
\$22,959

Per Capita Income

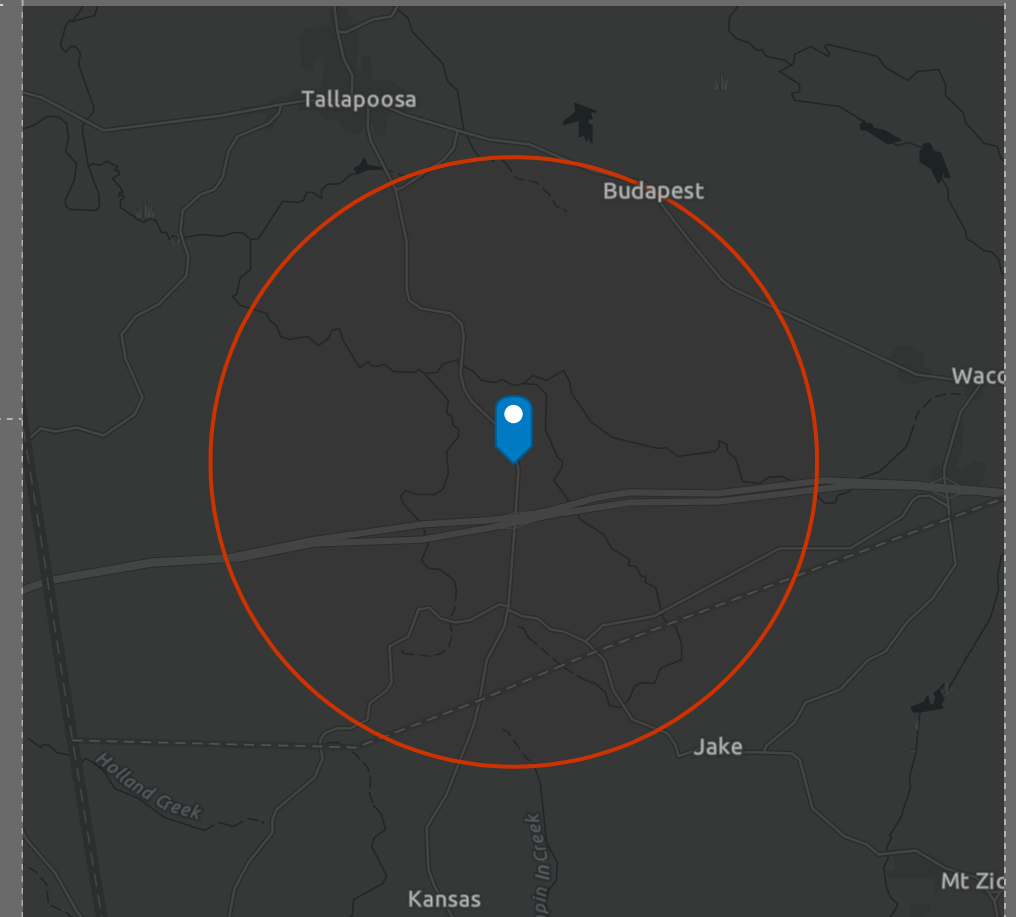


\$41,853

Median Net Worth



HOUSEHOLD INCOME



## EMPLOYMENT



56%

White Collar



35%

Blue Collar



10%

Services

13.3%

Unemployment Rate

# DEMOGRAPHIC SUMMARY

Honda Pkwy

Ring of 5 miles

## KEY FACTS

7,994

Population



3,105

Households

39.9

Median Age

\$38,820

Median Disposable Income

## EDUCATION

19%

No High School Diploma



37%

High School Graduate



29%

Some College



16%

Bachelor's/Grad/Prof Degree

## INCOME



\$46,141

Median Household Income



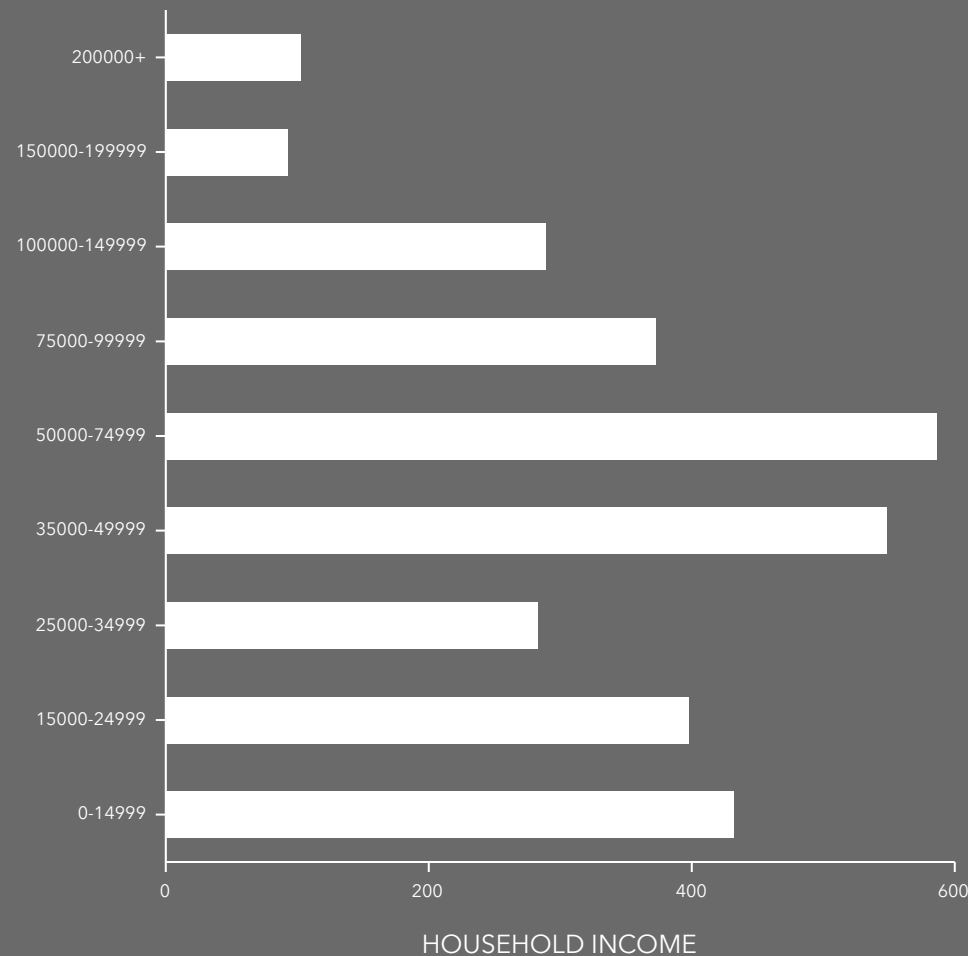
\$24,476

Per Capita Income

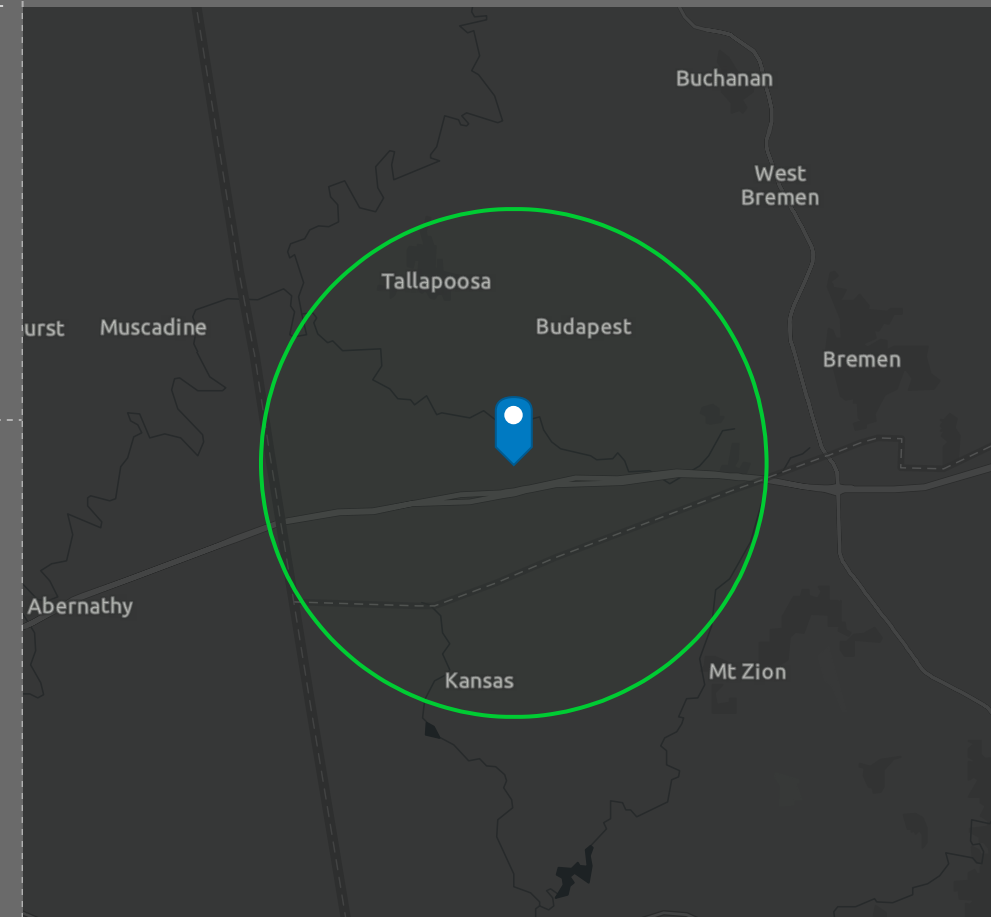


\$42,827

Median Net Worth



HOUSEHOLD INCOME



## EMPLOYMENT



55%

White Collar



33%

Blue Collar



12%

Services

14.0%

Unemployment Rate

# DEMOGRAPHIC SUMMARY

Honda Pkwy  
Ring of 10 miles

## KEY FACTS

34,310

Population



12,741

Households

39.6

Median Age

\$41,652

Median Disposable Income

## EDUCATION

16%

No High School Diploma



39%

High School Graduate



28%

Some College



17%

Bachelor's/Grad/Prof Degree

## INCOME



\$50,879

Median Household Income



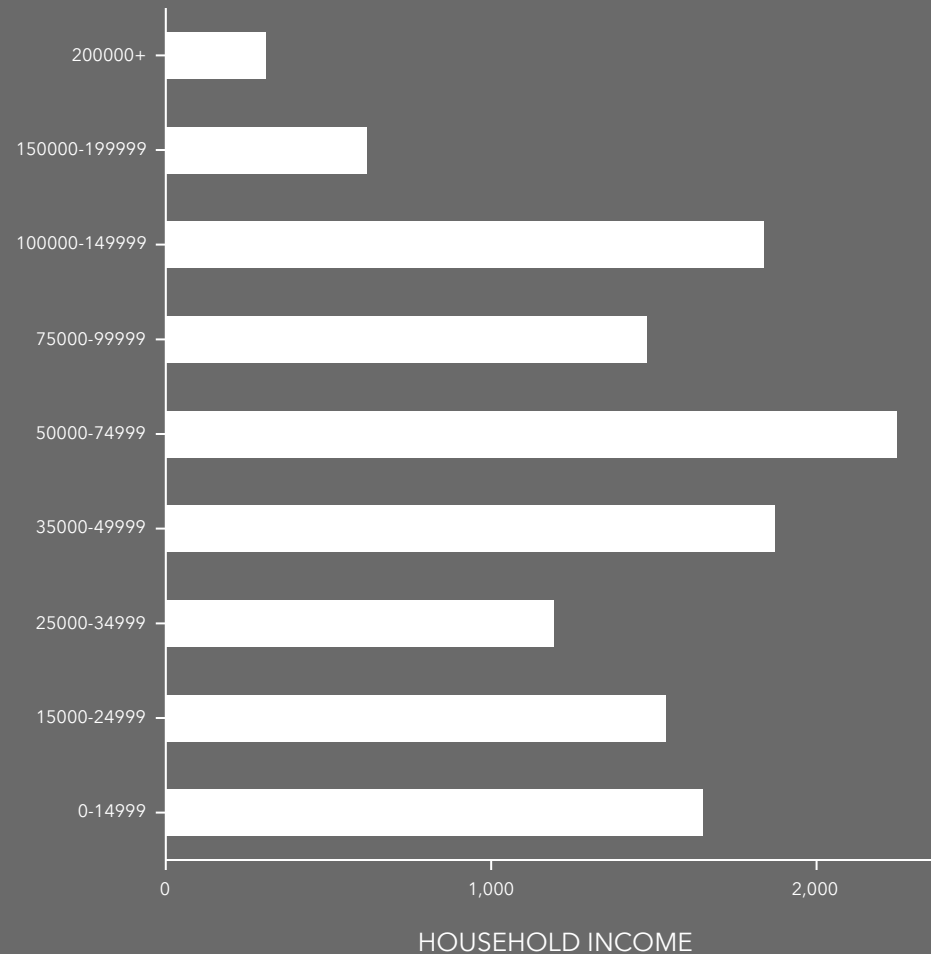
\$25,026

Per Capita Income

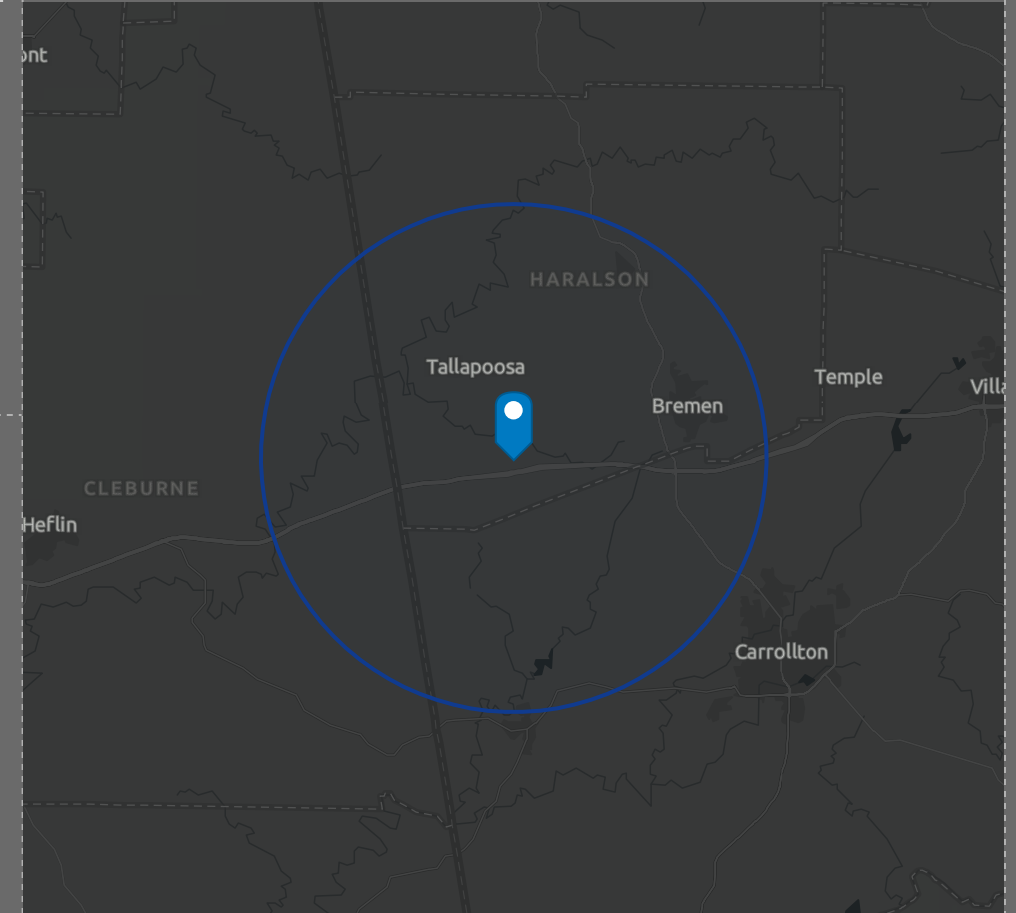


\$58,912

Median Net Worth



HOUSEHOLD INCOME



## EMPLOYMENT



54%

White Collar



34%

Blue Collar



12%

Services

13.5%

Unemployment Rate



# Community Profile

Honda Pkwy  
 Honda Pkwy, Tallapoosa, Georgia, 30176  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 33.69284  
 Longitude: -85.26245

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	1,823	7,208	28,597
2010 Total Population	1,959	7,766	31,889
2020 Total Population	2,024	7,994	34,310
2020 Group Quarters	0	18	389
2025 Total Population	2,065	8,141	35,485
2020-2025 Annual Rate	0.40%	0.37%	0.68%
2020 Total Daytime Population	1,897	7,565	32,678
Workers	618	2,594	11,569
Residents	1,279	4,971	21,109
<b>Household Summary</b>			
2000 Households	682	2,835	10,893
2000 Average Household Size	2.67	2.54	2.59
2010 Households	729	3,004	11,826
2010 Average Household Size	2.69	2.58	2.66
2020 Households	759	3,105	12,741
2020 Average Household Size	2.67	2.57	2.66
2025 Households	775	3,165	13,183
2025 Average Household Size	2.66	2.57	2.66
2020-2025 Annual Rate	0.42%	0.38%	0.68%
2010 Families	526	2,131	8,559
2010 Average Family Size	3.15	3.06	3.12
2020 Families	539	2,169	9,080
2020 Average Family Size	3.15	3.07	3.15
2025 Families	548	2,199	9,344
2025 Average Family Size	3.16	3.08	3.16
2020-2025 Annual Rate	0.33%	0.28%	0.57%
<b>Housing Unit Summary</b>			
2000 Housing Units	732	3,132	11,873
Owner Occupied Housing Units	68.2%	65.8%	69.2%
Renter Occupied Housing Units	25.0%	24.7%	22.5%
Vacant Housing Units	6.8%	9.5%	8.3%
2010 Housing Units	874	3,557	13,532
Owner Occupied Housing Units	57.1%	56.1%	61.6%
Renter Occupied Housing Units	26.3%	28.3%	25.8%
Vacant Housing Units	16.6%	15.5%	12.6%
2020 Housing Units	903	3,676	14,426
Owner Occupied Housing Units	52.3%	51.2%	58.6%
Renter Occupied Housing Units	31.8%	33.3%	29.7%
Vacant Housing Units	15.9%	15.5%	11.7%
2025 Housing Units	920	3,746	14,916
Owner Occupied Housing Units	53.0%	51.2%	58.3%
Renter Occupied Housing Units	31.2%	33.3%	30.0%
Vacant Housing Units	15.8%	15.5%	11.6%
<b>Median Household Income</b>			
2020	\$45,691	\$46,141	\$50,879
2025	\$49,717	\$50,609	\$54,996
<b>Median Home Value</b>			
2020	\$150,463	\$153,140	\$152,982
2025	\$161,927	\$165,012	\$165,571
<b>Per Capita Income</b>			
2020	\$22,959	\$24,476	\$25,026
2025	\$25,521	\$27,499	\$27,857
<b>Median Age</b>			
2010	36.6	37.6	37.6
2020	39.8	39.9	39.6
2025	42.3	42.0	41.4

**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:** 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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 Honda Pkwy, Tallapoosa, Georgia, 30176  
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	3 miles	5 miles	10 miles
<b>2020 Households by Income</b>			
Household Income Base	759	3,105	12,741
<\$15,000	12.9%	13.9%	13.0%
\$15,000 - \$24,999	14.8%	12.8%	12.1%
\$25,000 - \$34,999	7.4%	9.1%	9.4%
\$35,000 - \$49,999	19.1%	17.6%	14.7%
\$50,000 - \$74,999	21.2%	18.9%	17.6%
\$75,000 - \$99,999	11.6%	12.0%	11.6%
\$100,000 - \$149,999	8.7%	9.3%	14.4%
\$150,000 - \$199,999	1.3%	3.0%	4.8%
\$200,000+	2.9%	3.3%	2.4%
Average Household Income	\$60,608	\$63,745	\$67,300
<b>2025 Households by Income</b>			
Household Income Base	775	3,165	13,183
<\$15,000	11.0%	12.0%	11.3%
\$15,000 - \$24,999	13.3%	11.6%	11.0%
\$25,000 - \$34,999	6.8%	8.4%	8.7%
\$35,000 - \$49,999	19.1%	17.3%	14.2%
\$50,000 - \$74,999	22.1%	19.4%	17.8%
\$75,000 - \$99,999	12.5%	12.9%	12.3%
\$100,000 - \$149,999	10.1%	10.8%	16.2%
\$150,000 - \$199,999	1.8%	3.7%	5.7%
\$200,000+	3.2%	3.9%	2.8%
Average Household Income	\$67,251	\$71,544	\$74,871
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	472	1,882	8,456
<\$50,000	10.0%	8.4%	10.7%
\$50,000 - \$99,999	22.5%	22.1%	20.0%
\$100,000 - \$149,999	17.2%	18.0%	18.0%
\$150,000 - \$199,999	22.9%	22.8%	21.5%
\$200,000 - \$249,999	11.2%	10.9%	11.0%
\$250,000 - \$299,999	13.1%	10.4%	7.0%
\$300,000 - \$399,999	1.7%	4.1%	7.2%
\$400,000 - \$499,999	0.2%	2.2%	2.1%
\$500,000 - \$749,999	0.8%	0.7%	0.7%
\$750,000 - \$999,999	0.0%	0.3%	1.5%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$155,053	\$165,585	\$177,377
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	488	1,917	8,701
<\$50,000	8.8%	7.3%	9.5%
\$50,000 - \$99,999	20.1%	19.6%	17.8%
\$100,000 - \$149,999	15.8%	16.5%	16.3%
\$150,000 - \$199,999	22.3%	22.1%	20.5%
\$200,000 - \$249,999	12.7%	12.3%	12.2%
\$250,000 - \$299,999	16.4%	12.7%	8.4%
\$300,000 - \$399,999	2.3%	5.3%	9.2%
\$400,000 - \$499,999	0.4%	2.9%	2.9%
\$500,000 - \$749,999	1.2%	1.0%	0.9%
\$750,000 - \$999,999	0.0%	0.4%	2.1%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$167,162	\$179,684	\$195,476

**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.



# Community Profile

Honda Pkwy  
 Honda Pkwy, Tallapoosa, Georgia, 30176  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 33.69284  
 Longitude: -85.26245

	3 miles	5 miles	10 miles
<b>2010 Population by Age</b>			
Total	1,957	7,765	31,890
0 - 4	6.8%	6.7%	6.7%
5 - 9	7.7%	7.4%	7.3%
10 - 14	7.3%	7.3%	7.4%
15 - 24	13.4%	13.1%	13.4%
25 - 34	12.5%	11.9%	11.9%
35 - 44	13.9%	13.7%	13.8%
45 - 54	15.4%	14.6%	14.3%
55 - 64	11.0%	11.5%	11.8%
65 - 74	7.7%	8.2%	8.1%
75 - 84	3.1%	4.0%	4.0%
85 +	1.2%	1.5%	1.4%
18 +	74.2%	74.3%	74.3%
<b>2020 Population by Age</b>			
Total	2,027	7,994	34,311
0 - 4	6.0%	6.0%	6.1%
5 - 9	6.4%	6.3%	6.5%
10 - 14	6.5%	6.4%	6.5%
15 - 24	11.2%	11.4%	11.8%
25 - 34	13.5%	13.4%	13.2%
35 - 44	12.9%	12.4%	12.5%
45 - 54	13.9%	13.7%	13.5%
55 - 64	14.5%	13.9%	13.4%
65 - 74	9.4%	9.9%	10.3%
75 - 84	4.5%	4.9%	4.8%
85 +	1.2%	1.5%	1.5%
18 +	77.3%	77.5%	77.2%
<b>2025 Population by Age</b>			
Total	2,066	8,141	35,484
0 - 4	5.7%	5.8%	5.9%
5 - 9	6.1%	6.1%	6.2%
10 - 14	6.5%	6.5%	6.8%
15 - 24	11.4%	11.3%	11.7%
25 - 34	10.2%	11.0%	11.1%
35 - 44	13.7%	13.2%	13.0%
45 - 54	13.5%	12.8%	12.6%
55 - 64	14.4%	14.2%	13.7%
65 - 74	11.3%	11.4%	11.3%
75 - 84	5.8%	6.1%	6.1%
85 +	1.5%	1.7%	1.6%
18 +	77.9%	77.8%	77.3%
<b>2010 Population by Sex</b>			
Males	978	3,798	15,601
Females	981	3,968	16,288
<b>2020 Population by Sex</b>			
Males	1,015	3,957	16,952
Females	1,009	4,037	17,358
<b>2025 Population by Sex</b>			
Males	1,035	4,045	17,603
Females	1,031	4,096	17,882

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Honda Pkwy  
 Honda Pkwy, Tallapoosa, Georgia, 30176  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 33.69284  
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	3 miles	5 miles	10 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	1,958	7,765	31,890
White Alone	90.9%	91.7%	91.2%
Black Alone	5.6%	5.1%	5.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.1%	0.8%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.6%	0.6%
Two or More Races	1.6%	1.6%	1.5%
Hispanic Origin	1.5%	1.3%	1.6%
Diversity Index	19.7	17.8	19.1
<b>2020 Population by Race/Ethnicity</b>			
Total	2,025	7,995	34,310
White Alone	88.6%	89.8%	89.4%
Black Alone	5.8%	5.4%	6.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.3%	1.7%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.9%	0.9%
Two or More Races	2.0%	2.0%	2.0%
Hispanic Origin	2.6%	2.2%	2.4%
Diversity Index	25.1	22.5	23.5
<b>2025 Population by Race/Ethnicity</b>			
Total	2,065	8,142	35,485
White Alone	87.6%	88.9%	88.5%
Black Alone	5.8%	5.5%	6.4%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	2.8%	2.0%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.0%	1.1%
Two or More Races	2.3%	2.3%	2.3%
Hispanic Origin	3.1%	2.6%	2.8%
Diversity Index	27.4	24.7	25.6
<b>2010 Population by Relationship and Household Type</b>			
Total	1,959	7,766	31,889
In Households	100.0%	99.8%	98.7%
In Family Households	87.2%	86.7%	86.5%
Householder	27.2%	27.1%	26.9%
Spouse	19.9%	19.5%	20.0%
Child	33.3%	33.3%	33.2%
Other relative	4.4%	4.1%	3.9%
Nonrelative	2.6%	2.6%	2.6%
In Nonfamily Households	12.8%	13.1%	12.2%
In Group Quarters	0.0%	0.2%	1.3%
Institutionalized Population	0.0%	0.1%	0.9%
Noninstitutionalized Population	0.0%	0.2%	0.4%

**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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 Honda Pkwy, Tallapoosa, Georgia, 30176  
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	3 miles	5 miles	10 miles
<b>2020 Population 25+ by Educational Attainment</b>			
Total	1,416	5,584	23,689
Less than 9th Grade	6.1%	4.2%	4.0%
9th - 12th Grade, No Diploma	19.9%	14.3%	11.8%
High School Graduate	23.3%	26.5%	31.3%
GED/Alternative Credential	13.6%	10.0%	7.7%
Some College, No Degree	15.3%	20.7%	20.9%
Associate Degree	9.0%	8.0%	7.1%
Bachelor's Degree	7.0%	8.0%	10.1%
Graduate/Professional Degree	5.8%	8.3%	7.0%
<b>2020 Population 15+ by Marital Status</b>			
Total	1,643	6,496	27,752
Never Married	24.0%	22.7%	24.0%
Married	49.1%	51.6%	54.8%
Widowed	7.3%	8.1%	7.4%
Divorced	19.6%	17.7%	13.8%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	863	3,519	15,298
Population 16+ Employed	86.7%	86.0%	86.5%
Population 16+ Unemployment rate	13.3%	14.0%	13.5%
Population 16-24 Employed	10.2%	10.9%	11.7%
Population 16-24 Unemployment rate	23.3%	26.8%	23.0%
Population 25-54 Employed	70.7%	69.1%	67.9%
Population 25-54 Unemployment rate	12.9%	12.8%	12.7%
Population 55-64 Employed	13.0%	14.5%	15.4%
Population 55-64 Unemployment rate	8.5%	9.3%	9.8%
Population 65+ Employed	6.1%	5.4%	5.0%
Population 65+ Unemployment rate	9.8%	9.4%	9.6%
<b>2020 Employed Population 16+ by Industry</b>			
Total	748	3,027	13,232
Agriculture/Mining	0.7%	0.6%	1.3%
Construction	14.3%	11.3%	11.6%
Manufacturing	14.4%	16.5%	19.8%
Wholesale Trade	4.5%	3.0%	2.8%
Retail Trade	16.2%	12.4%	9.5%
Transportation/Utilities	5.9%	6.0%	5.9%
Information	4.0%	3.1%	1.8%
Finance/Insurance/Real Estate	1.9%	2.2%	2.1%
Services	33.3%	40.9%	41.6%
Public Administration	4.7%	4.0%	3.7%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	752	3,031	13,232
White Collar	54.3%	53.3%	50.7%
Management/Business/Financial	11.1%	12.0%	12.6%
Professional	20.6%	20.2%	17.7%
Sales	13.9%	9.4%	7.9%
Administrative Support	8.7%	11.6%	12.5%
Services	11.5%	13.9%	15.0%
Blue Collar	34.8%	33.0%	34.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	6.8%	6.3%	7.8%
Installation/Maintenance/Repair	4.8%	5.8%	5.6%
Production	9.6%	9.0%	12.1%
Transportation/Material Moving	13.5%	11.8%	8.6%

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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<b>2010 Households by Type</b>			
Total	729	3,004	11,826
Households with 1 Person	23.0%	25.0%	23.2%
Households with 2+ People	77.0%	75.0%	76.8%
Family Households	72.2%	70.9%	72.4%
Husband-wife Families	52.8%	51.0%	53.9%
With Related Children	23.3%	22.8%	24.7%
Other Family (No Spouse Present)	19.3%	19.9%	18.5%
Other Family with Male Householder	6.4%	5.6%	5.5%
With Related Children	4.0%	3.4%	3.4%
Other Family with Female Householder	12.9%	14.3%	13.0%
With Related Children	8.4%	9.2%	8.5%
Nonfamily Households	4.8%	4.1%	4.4%
All Households with Children	36.6%	36.3%	37.3%
Multigenerational Households	5.5%	5.4%	5.4%
Unmarried Partner Households	6.0%	6.0%	6.1%
Male-female	5.5%	5.5%	5.4%
Same-sex	0.5%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	730	3,004	11,827
1 Person Household	23.0%	25.0%	23.2%
2 Person Household	32.6%	32.0%	32.2%
3 Person Household	18.5%	17.7%	18.3%
4 Person Household	14.7%	14.3%	14.9%
5 Person Household	6.6%	6.3%	7.0%
6 Person Household	2.9%	3.0%	2.8%
7 + Person Household	1.8%	1.6%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	729	3,004	11,826
Owner Occupied	68.4%	66.5%	70.5%
Owned with a Mortgage/Loan	42.0%	40.6%	43.5%
Owned Free and Clear	26.5%	25.9%	27.0%
Renter Occupied	31.6%	33.5%	29.5%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	162	163	182
Percent of Income for Mortgage	13.8%	13.9%	12.6%
Wealth Index	53	58	60
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	874	3,557	13,532
Housing Units Inside Urbanized Area	0.0%	0.0%	0.1%
Housing Units Inside Urbanized Cluster	10.5%	12.0%	20.1%
Rural Housing Units	89.5%	88.0%	79.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,959	7,766	31,889
Population Inside Urbanized Area	0.0%	0.0%	0.1%
Population Inside Urbanized Cluster	12.1%	13.1%	20.3%
Rural Population	87.9%	86.9%	79.6%

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Honda Pkwy  
 Honda Pkwy, Tallapoosa, Georgia, 30176  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 33.69284  
 Longitude: -85.26245

	3 miles	5 miles	10 miles
<b>Top 3 Tapestry Segments</b>			
1.	Rural Bypasses (10E)	Rural Bypasses (10E)	Southern Satellites (10A)
2.	Heartland Communities (6F)	Heartland Communities (6F)	Rural Bypasses (10E)
3.	Southern Satellites (10A)	Southern Satellites (10A)	Rooted Rural (10B)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,045,005	\$4,525,266	\$19,800,524
Average Spent	\$1,376.82	\$1,457.41	\$1,554.08
Spending Potential Index	64	68	72
Education: Total \$	\$719,620	\$3,183,011	\$14,120,711
Average Spent	\$948.12	\$1,025.12	\$1,108.29
Spending Potential Index	53	57	62
Entertainment/Recreation: Total \$	\$1,892,846	\$8,040,704	\$34,157,838
Average Spent	\$2,493.87	\$2,589.60	\$2,680.94
Spending Potential Index	77	80	83
Food at Home: Total \$	\$3,176,935	\$13,342,438	\$56,474,924
Average Spent	\$4,185.69	\$4,297.08	\$4,432.53
Spending Potential Index	78	80	83
Food Away from Home: Total \$	\$1,984,788	\$8,458,664	\$36,755,125
Average Spent	\$2,615.00	\$2,724.21	\$2,884.79
Spending Potential Index	69	72	77
Health Care: Total \$	\$3,500,865	\$14,899,949	\$63,566,417
Average Spent	\$4,612.47	\$4,798.70	\$4,989.12
Spending Potential Index	80	83	87
HH Furnishings & Equipment: Total \$	\$1,171,768	\$5,012,055	\$21,641,867
Average Spent	\$1,543.83	\$1,614.19	\$1,698.60
Spending Potential Index	71	74	78
Personal Care Products & Services: Total \$	\$432,495	\$1,906,724	\$8,446,425
Average Spent	\$569.82	\$614.08	\$662.93
Spending Potential Index	62	67	72
Shelter: Total \$	\$8,310,593	\$36,584,387	\$160,937,773
Average Spent	\$10,949.40	\$11,782.41	\$12,631.49
Spending Potential Index	57	61	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,410,022	\$5,892,253	\$25,457,262
Average Spent	\$1,857.74	\$1,897.67	\$1,998.06
Spending Potential Index	79	81	85
Travel: Total \$	\$1,060,228	\$4,676,714	\$20,733,947
Average Spent	\$1,396.87	\$1,506.19	\$1,627.34
Spending Potential Index	58	62	68
Vehicle Maintenance & Repairs: Total \$	\$709,194	\$2,975,731	\$12,489,282
Average Spent	\$934.38	\$958.37	\$980.24
Spending Potential Index	81	83	85

**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.