2000 Eastman Dr, Milford, OH 45150, USA
Latitude: 39.1591
Longitude: -84.24609

| | 1 mile | 3 mile | 5 mile |
|---|---|---|---|
| **Population Summary** | | | |
| 2000 Total Population | 1,484 | 28,570 | 64,182 |
| 2010 Total Population | 1,596 | 29,535 | 69,884 |
| 2018 Total Population | 1,625 | 30,950 | 72,599 |
| 2018 Group Quarters | 0 | 541 | 680 |
| 2023 Total Population | 1,647 | 31,784 | 74,432 |
| 2018-2023 Annual Rate | 0.27% | 0.53% | 0.50% |
| 2018 Total Daytime Population | 4,342 | 31,110 | 67,390 |
| Workers | 3,617 | 15,723 | 31,446 |
| Residents | 725 | 15,387 | 35,944 |
| **Household Summary** | | | |
| 2000 Households | 565 | 11,072 | 24,045 |
| 2000 Average Household Size | 2.63 | 2.54 | 2.65 |
| 2010 Households | 622 | 11,608 | 26,591 |
| 2010 Average Household Size | 2.57 | 2.50 | 2.60 |
| 2018 Households | 636 | 12,180 | 27,741 |
| 2018 Average Household Size | 2.56 | 2.50 | 2.59 |
| 2023 Households | 645 | 12,499 | 28,485 |
| 2023 Average Household Size | 2.55 | 2.50 | 2.59 |
| 2018-2023 Annual Rate | 0.28% | 0.52% | 0.53% |
| 2010 Families | 512 | 8,013 | 19,086 |
| 2010 Average Family Size | 2.83 | 3.02 | 3.08 |
| 2018 Families | 519 | 8,302 | 19,647 |
| 2018 Average Family Size | 2.84 | 3.05 | 3.10 |
| 2023 Families | 524 | 8,490 | 20,074 |
| 2023 Average Family Size | 2.85 | 3.07 | 3.10 |
| 2018-2023 Annual Rate | 0.19% | 0.45% | 0.43% |
| **Housing Unit Summary** | | | |
| 2000 Housing Units | 581 | 11,469 | 24,943 |
| Owner Occupied Housing Units | 90.4% | 72.6% | 74.9% |
| Renter Occupied Housing Units | 7.1% | 24.0% | 21.5% |
| Vacant Housing Units | 2.6% | 3.5% | 3.6% |
| 2010 Housing Units | 653 | 12,474 | 28,475 |
| Owner Occupied Housing Units | 87.1% | 69.6% | 71.8% |
| Renter Occupied Housing Units | 8.1% | 23.5% | 21.6% |
| Vacant Housing Units | 4.7% | 6.9% | 6.6% |
| 2018 Housing Units | 668 | 13,134 | 29,566 |
| Owner Occupied Housing Units | 84.6% | 65.6% | 68.4% |
| Renter Occupied Housing Units | 10.6% | 27.1% | 25.4% |
| Vacant Housing Units | 4.8% | 7.3% | 6.2% |
| 2023 Housing Units | 679 | 13,521 | 30,429 |
| Owner Occupied Housing Units | 84.8% | 66.2% | 68.7% |
| Renter Occupied Housing Units | 10.2% | 26.3% | 24.9% |
| Vacant Housing Units | 5.0% | 7.6% | 6.4% |
| **Median Household Income** | | | |
| 2018 | $101,425 | $70,519 | $73,908 |
| 2023 | $104,030 | $78,423 | $81,234 |
| **Median Home Value** | | | |
| 2018 | $207,727 | $187,548 | $191,182 |
| 2023 | $220,238 | $216,436 | $222,585 |
| **Per Capita Income** | | | |
| 2018 | $38,875 | $35,755 | $36,805 |
| 2023 | $42,529 | $40,644 | $41,764 |
| **Median Age** | | | |
| 2010 | 42.0 | 40.8 | 38.8 |
| 2018 | 43.1 | 42.0 | 40.0 |
| 2023 | 43.1 | 42.3 | 40.5 |

**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.

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| | 1 mile | 3 mile | 5 mile |
|---|---|---|---|
| **2018 Households by Income** | | | |
| Household Income Base | 636 | 12,180 | 27,741 |
| <$15,000 | 3.1% | 7.2% | 6.8% |
| $15,000 - $24,999 | 2.5% | 7.0% | 6.9% |
| $25,000 - $34,999 | 7.9% | 8.7% | 8.3% |
| $35,000 - $49,999 | 11.5% | 12.8% | 11.6% |
| $50,000 - $74,999 | 10.5% | 16.6% | 16.9% |
| $75,000 - $99,999 | 13.1% | 13.5% | 13.6% |
| $100,000 - $149,999 | 28.3% | 19.4% | 19.4% |
| $150,000 - $199,999 | 16.0% | 8.4% | 8.5% |
| $200,000+ | 7.1% | 6.5% | 8.0% |
| Average Household Income | $109,238 | $90,435 | $96,115 |
| **2023 Households by Income** | | | |
| Household Income Base | 645 | 12,499 | 28,485 |
| <$15,000 | 2.8% | 6.0% | 5.6% |
| $15,000 - $24,999 | 2.2% | 5.8% | 5.6% |
| $25,000 - $34,999 | 7.0% | 7.3% | 6.9% |
| $35,000 - $49,999 | 11.0% | 11.9% | 10.7% |
| $50,000 - $74,999 | 10.2% | 16.6% | 16.8% |
| $75,000 - $99,999 | 12.9% | 13.9% | 14.1% |
| $100,000 - $149,999 | 30.1% | 21.6% | 21.7% |
| $150,000 - $199,999 | 16.1% | 9.0% | 9.1% |
| $200,000+ | 8.1% | 8.0% | 9.5% |
| Average Household Income | $119,328 | $102,985 | $109,027 |
| **2018 Owner Occupied Housing Units by Value** | | | |
| Total | 565 | 8,613 | 20,222 |
| <$50,000 | 3.7% | 4.6% | 4.5% |
| $50,000 - $99,999 | 2.1% | 7.5% | 8.4% |
| $100,000 - $149,999 | 10.8% | 22.0% | 22.5% |
| $150,000 - $199,999 | 28.8% | 21.1% | 17.8% |
| $200,000 - $249,999 | 29.2% | 14.6% | 14.4% |
| $250,000 - $299,999 | 15.2% | 11.4% | 10.6% |
| $300,000 - $399,999 | 8.8% | 13.1% | 11.8% |
| $400,000 - $499,999 | 0.7% | 2.8% | 3.0% |
| $500,000 - $749,999 | 0.0% | 1.6% | 3.6% |
| $750,000 - $999,999 | 0.0% | 0.5% | 1.2% |
| $1,000,000 - $1,499,999 | 0.5% | 0.7% | 1.6% |
| $1,500,000 - $1,999,999 | 0.0% | 0.0% | 0.5% |
| $2,000,000 + | 0.0% | 0.0% | 0.1% |
| Average Home Value | $214,867 | $217,297 | $247,409 |
| **2023 Owner Occupied Housing Units by Value** | | | |
| Total | 576 | 8,935 | 20,893 |
| <$50,000 | 2.3% | 2.9% | 2.8% |
| $50,000 - $99,999 | 1.0% | 4.5% | 5.0% |
| $100,000 - $149,999 | 7.6% | 17.0% | 17.6% |
| $150,000 - $199,999 | 27.1% | 20.3% | 17.1% |
| $200,000 - $249,999 | 29.2% | 16.2% | 16.5% |
| $250,000 - $299,999 | 18.2% | 13.5% | 12.6% |
| $300,000 - $399,999 | 12.5% | 17.6% | 15.5% |
| $400,000 - $499,999 | 1.0% | 4.0% | 4.1% |
| $500,000 - $749,999 | 0.0% | 2.4% | 4.7% |
| $750,000 - $999,999 | 0.0% | 0.7% | 1.5% |
| $1,000,000 - $1,499,999 | 0.7% | 0.9% | 1.9% |
| $1,500,000 - $1,999,999 | 0.0% | 0.0% | 0.5% |
| $2,000,000 + | 0.0% | 0.0% | 0.1% |
| Average Home Value | $231,969 | $246,439 | $278,873 |

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| | 1 mile | 3 mile | 5 mile |
|---|---|---|---|
| **2010 Population by Age** | | | |
| Total | 1,597 | 29,534 | 69,884 |
| 0 - 4 | 5.3% | 6.4% | 6.9% |
| 5 - 9 | 8.0% | 7.3% | 7.5% |
| 10 - 14 | 9.0% | 7.2% | 7.5% |
| 15 - 24 | 9.6% | 10.9% | 11.7% |
| 25 - 34 | 7.8% | 10.4% | 11.4% |
| 35 - 44 | 15.5% | 14.1% | 14.2% |
| 45 - 54 | 17.6% | 15.6% | 15.9% |
| 55 - 64 | 14.2% | 12.7% | 12.6% |
| 65 - 74 | 7.6% | 7.5% | 6.7% |
| 75 - 84 | 4.4% | 5.2% | 4.0% |
| 85 + | 0.8% | 2.5% | 1.7% |
| 18 + | 73.3% | 74.9% | 73.8% |
| **2018 Population by Age** | | | |
| Total | 1,624 | 30,951 | 72,600 |
| 0 - 4 | 5.0% | 6.0% | 6.4% |
| 5 - 9 | 7.5% | 6.9% | 7.0% |
| 10 - 14 | 8.6% | 6.9% | 7.1% |
| 15 - 24 | 9.1% | 10.5% | 11.0% |
| 25 - 34 | 8.5% | 10.7% | 12.0% |
| 35 - 44 | 14.3% | 13.0% | 13.0% |
| 45 - 54 | 15.8% | 13.7% | 13.8% |
| 55 - 64 | 15.1% | 13.8% | 13.8% |
| 65 - 74 | 9.7% | 10.2% | 9.5% |
| 75 - 84 | 5.0% | 5.4% | 4.4% |
| 85 + | 1.5% | 3.0% | 2.0% |
| 18 + | 75.0% | 76.5% | 75.6% |
| **2023 Population by Age** | | | |
| Total | 1,646 | 31,782 | 74,431 |
| 0 - 4 | 5.0% | 5.9% | 6.3% |
| 5 - 9 | 7.4% | 6.7% | 6.9% |
| 10 - 14 | 8.4% | 6.9% | 7.0% |
| 15 - 24 | 8.7% | 10.1% | 10.6% |
| 25 - 34 | 8.4% | 10.7% | 11.8% |
| 35 - 44 | 15.2% | 13.4% | 13.5% |
| 45 - 54 | 14.5% | 12.5% | 12.5% |
| 55 - 64 | 14.9% | 13.2% | 13.2% |
| 65 - 74 | 9.9% | 11.2% | 10.7% |
| 75 - 84 | 6.1% | 6.5% | 5.5% |
| 85 + | 1.5% | 3.0% | 2.1% |
| 18 + | 75.3% | 76.7% | 76.0% |
| **2010 Population by Sex** | | | |
| Males | 786 | 14,244 | 34,106 |
| Females | 810 | 15,291 | 35,778 |
| **2018 Population by Sex** | | | |
| Males | 803 | 15,024 | 35,520 |
| Females | 822 | 15,926 | 37,080 |
| **2023 Population by Sex** | | | |
| Males | 817 | 15,513 | 36,527 |
| Females | 830 | 16,271 | 37,905 |

**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 mile | 5 mile |
|---|---|---|---|
| **2010 Population by Race/Ethnicity** | | | |
| Total | 1,596 | 29,535 | 69,885 |
| White Alone | 96.4% | 95.0% | 95.0% |
| Black Alone | 1.5% | 1.8% | 1.5% |
| American Indian Alone | 0.1% | 0.1% | 0.2% |
| Asian Alone | 1.0% | 1.2% | 1.3% |
| Pacific Islander Alone | 0.0% | 0.0% | 0.0% |
| Some Other Race Alone | 0.1% | 0.5% | 0.5% |
| Two or More Races | 0.9% | 1.3% | 1.4% |
| Hispanic Origin | 0.9% | 1.5% | 1.7% |
| Diversity Index | 8.8 | 12.3 | 12.7 |
| **2018 Population by Race/Ethnicity** | | | |
| Total | 1,625 | 30,950 | 72,601 |
| White Alone | 95.0% | 93.4% | 93.4% |
| Black Alone | 2.2% | 2.5% | 2.1% |
| American Indian Alone | 0.1% | 0.2% | 0.2% |
| Asian Alone | 1.4% | 1.6% | 1.7% |
| Pacific Islander Alone | 0.0% | 0.0% | 0.0% |
| Some Other Race Alone | 0.2% | 0.6% | 0.7% |
| Two or More Races | 1.1% | 1.7% | 1.9% |
| Hispanic Origin | 1.3% | 2.0% | 2.3% |
| Diversity Index | 12.0 | 16.2 | 16.7 |
| **2023 Population by Race/Ethnicity** | | | |
| Total | 1,647 | 31,786 | 74,432 |
| White Alone | 94.0% | 92.1% | 92.1% |
| Black Alone | 2.7% | 3.0% | 2.6% |
| American Indian Alone | 0.1% | 0.2% | 0.3% |
| Asian Alone | 1.6% | 1.9% | 2.0% |
| Pacific Islander Alone | 0.0% | 0.0% | 0.0% |
| Some Other Race Alone | 0.2% | 0.8% | 0.8% |
| Two or More Races | 1.3% | 2.1% | 2.2% |
| Hispanic Origin | 1.5% | 2.4% | 2.8% |
| Diversity Index | 14.1 | 19.2 | 19.8 |
| **2010 Population by Relationship and Household Type** | | | |
| Total | 1,596 | 29,535 | 69,884 |
| In Households | 100.0% | 98.2% | 99.0% |
| In Family Households | 92.1% | 83.8% | 85.9% |
| Householder | 29.3% | 26.9% | 27.3% |
| Spouse | 25.9% | 21.3% | 21.6% |
| Child | 33.8% | 31.6% | 33.0% |
| Other relative | 1.8% | 2.2% | 2.2% |
| Nonrelative | 1.2% | 1.7% | 1.9% |
| In Nonfamily Households | 7.9% | 14.4% | 13.1% |
| In Group Quarters | 0.0% | 1.8% | 1.0% |
| Institutionalized Population | 0.0% | 0.7% | 0.5% |
| Noninstitutionalized Population | 0.0% | 1.1% | 0.5% |

**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.
**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 mile | 5 mile |
|---|---|---|---|
| **2018 Population 25+ by Educational Attainment** | | | |
| Total | 1,136 | 21,585 | 49,699 |
| Less than 9th Grade | 0.7% | 2.1% | 1.7% |
| 9th - 12th Grade, No Diploma | 2.6% | 4.7% | 5.3% |
| High School Graduate | 22.4% | 25.0% | 23.8% |
| GED/Alternative Credential | 1.7% | 2.8% | 3.8% |
| Some College, No Degree | 23.1% | 20.4% | 19.4% |
| Associate Degree | 8.4% | 9.5% | 9.2% |
| Bachelor's Degree | 21.0% | 21.7% | 23.5% |
| Graduate/Professional Degree | 20.2% | 13.8% | 13.4% |
| **2018 Population 15+ by Marital Status** | | | |
| Total | 1,284 | 24,824 | 57,704 |
| Never Married | 20.1% | 24.7% | 25.7% |
| Married | 71.2% | 57.5% | 58.2% |
| Widowed | 2.7% | 7.1% | 5.7% |
| Divorced | 6.0% | 10.7% | 10.5% |
| **2018 Civilian Population 16+ in Labor Force** | | | |
| Civilian Employed | 96.7% | 97.2% | 97.2% |
| Civilian Unemployed (Unemployment Rate) | 3.3% | 2.8% | 2.8% |
| **2018 Employed Population 16+ by Industry** | | | |
| Total | 917 | 15,848 | 37,293 |
| Agriculture/Mining | 0.1% | 0.2% | 0.2% |
| Construction | 5.2% | 4.7% | 4.5% |
| Manufacturing | 11.3% | 13.3% | 13.9% |
| Wholesale Trade | 4.3% | 3.5% | 3.0% |
| Retail Trade | 11.6% | 11.8% | 12.2% |
| Transportation/Utilities | 6.1% | 3.6% | 3.8% |
| Information | 0.7% | 1.5% | 1.6% |
| Finance/Insurance/Real Estate | 10.5% | 8.9% | 10.3% |
| Services | 46.6% | 49.6% | 47.9% |
| Public Administration | 3.8% | 3.1% | 2.6% |
| **2018 Employed Population 16+ by Occupation** | | | |
| Total | 917 | 15,848 | 37,295 |
| White Collar | 71.3% | 65.8% | 66.9% |
| Management/Business/Financial | 19.5% | 17.4% | 17.1% |
| Professional | 26.0% | 22.3% | 22.8% |
| Sales | 18.6% | 12.5% | 12.5% |
| Administrative Support | 7.2% | 13.6% | 14.5% |
| Services | 10.6% | 16.6% | 15.3% |
| Blue Collar | 18.1% | 17.6% | 17.8% |
| Farming/Forestry/Fishing | 0.0% | 0.0% | 0.0% |
| Construction/Extraction | 2.3% | 3.8% | 3.4% |
| Installation/Maintenance/Repair | 0.7% | 2.1% | 2.6% |
| Production | 10.0% | 6.7% | 6.4% |
| Transportation/Material Moving | 5.1% | 5.0% | 5.3% |
| **2010 Population By Urban/ Rural Status** | | | |
| Total Population | 1,596 | 29,535 | 69,884 |
| Population Inside Urbanized Area | 98.1% | 97.5% | 94.6% |
| Population Inside Urbanized Cluster | 0.0% | 0.0% | 0.0% |
| Rural Population | 1.9% | 2.5% | 5.4% |

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| | 1 mile | 3 mile | 5 mile |
|---|---|---|---|
| **2010 Households by Type** | | | |
| Total | 623 | 11,608 | 26,590 |
| Households with 1 Person | 14.3% | 26.1% | 23.0% |
| Households with 2+ People | 85.7% | 73.9% | 77.0% |
| Family Households | 82.2% | 69.0% | 71.8% |
| Husband-wife Families | 72.6% | 54.6% | 56.9% |
| With Related Children | 32.4% | 24.2% | 26.6% |
| Other Family (No Spouse Present) | 9.5% | 14.4% | 14.9% |
| Other Family with Male Householder | 3.0% | 4.1% | 4.3% |
| With Related Children | 1.8% | 2.5% | 2.7% |
| Other Family with Female Householder | 6.4% | 10.4% | 10.6% |
| With Related Children | 3.9% | 6.7% | 6.8% |
| Nonfamily Households | 3.5% | 4.9% | 5.2% |
| | | | |
| All Households with Children | 38.4% | 33.9% | 36.6% |
| | | | |
| Multigenerational Households | 3.5% | 2.9% | 3.1% |
| Unmarried Partner Households | 4.3% | 5.9% | 6.4% |
| Male-female | 3.9% | 5.3% | 5.8% |
| Same-sex | 0.5% | 0.5% | 0.6% |
| **2010 Households by Size** | | | |
| Total | 621 | 11,607 | 26,591 |
| 1 Person Household | 14.3% | 26.1% | 23.0% |
| 2 Person Household | 38.8% | 34.1% | 34.0% |
| 3 Person Household | 17.1% | 15.7% | 16.9% |
| 4 Person Household | 17.6% | 14.6% | 15.9% |
| 5 Person Household | 8.7% | 6.6% | 7.0% |
| 6 Person Household | 2.4% | 2.0% | 2.3% |
| 7 + Person Household | 1.1% | 0.9% | 0.9% |
| **2010 Households by Tenure and Mortgage Status** | | | |
| Total | 622 | 11,608 | 26,591 |
| Owner Occupied | 91.5% | 74.8% | 76.8% |
| Owned with a Mortgage/Loan | 70.4% | 57.4% | 60.2% |
| Owned Free and Clear | 20.9% | 17.4% | 16.6% |
| Renter Occupied | 8.5% | 25.2% | 23.2% |
| **2010 Housing Units By Urban/ Rural Status** | | | |
| Total Housing Units | 653 | 12,474 | 28,475 |
| Housing Units Inside Urbanized Area | 97.4% | 97.6% | 94.5% |
| Housing Units Inside Urbanized Cluster | 0.0% | 0.0% | 0.0% |
| Rural Housing Units | 2.6% | 2.4% | 5.5% |

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| | | 1 mile | 3 mile | 5 mile |
|---|---|---|---|---|
| **Top 3 Tapestry Segments** | | | | |
| | 1. | Savvy Suburbanites (1D) | Comfortable Empty Nesters | Middleburg (4C) |
| | 2. | Comfortable Empty Nesters | Soccer Moms (4A) | Comfortable Empty Nesters |
| | 3. | Parks and Rec (5C) | Old and Newcomers (8F) | Old and Newcomers (8F) |
| **2018 Consumer Spending** | | | | |
| Apparel & Services:  Total $ | | $1,705,038 | $28,187,779 | $68,733,296 |
| Average Spent | | $2,680.88 | $2,314.27 | $2,477.68 |
| Spending Potential Index | | 123 | 106 | 114 |
| Education:  Total $ | | $1,316,772 | $19,243,320 | $46,444,151 |
| Average Spent | | $2,070.40 | $1,579.91 | $1,674.21 |
| Spending Potential Index | | 143 | 109 | 116 |
| Entertainment/Recreation:  Total $ | | $2,618,748 | $42,316,642 | $102,433,010 |
| Average Spent | | $4,117.53 | $3,474.27 | $3,692.48 |
| Spending Potential Index | | 128 | 108 | 115 |
| Food at Home:  Total $ | | $3,834,373 | $64,877,030 | $157,303,697 |
| Average Spent | | $6,028.89 | $5,326.52 | $5,670.44 |
| Spending Potential Index | | 120 | 106 | 113 |
| Food Away from Home:  Total $ | | $2,746,115 | $45,770,244 | $111,422,115 |
| Average Spent | | $4,317.79 | $3,757.82 | $4,016.51 |
| Spending Potential Index | | 123 | 107 | 114 |
| Health Care:  Total $ | | $4,728,303 | $76,418,409 | $183,578,182 |
| Average Spent | | $7,434.44 | $6,274.09 | $6,617.58 |
| Spending Potential Index | | 130 | 110 | 116 |
| HH Furnishings & Equipment:  Total $ | | $1,706,597 | $27,627,411 | $66,995,293 |
| Average Spent | | $2,683.33 | $2,268.26 | $2,415.03 |
| Spending Potential Index | | 128 | 109 | 116 |
| Personal Care Products & Services: Total $ | | $673,827 | $10,964,318 | $26,563,960 |
| Average Spent | | $1,059.48 | $900.19 | $957.57 |
| Spending Potential Index | | 128 | 109 | 116 |
| Shelter:  Total $ | | $13,327,251 | $217,601,021 | $524,891,045 |
| Average Spent | | $20,954.80 | $17,865.44 | $18,921.13 |
| Spending Potential Index | | 125 | 106 | 113 |
| Support Payments/Cash Contributions/Gifts in Kind: Total $ | | $2,128,712 | $32,967,245 | $79,255,795 |
| Average Spent | | $3,347.03 | $2,706.67 | $2,856.99 |
| Spending Potential Index | | 135 | 109 | 115 |
| Travel:  Total $ | | $1,895,553 | $28,667,766 | $69,241,280 |
| Average Spent | | $2,980.43 | $2,353.68 | $2,495.99 |
| Spending Potential Index | | 138 | 109 | 116 |
| Vehicle Maintenance & Repairs: Total $ | | $850,437 | $14,075,509 | $34,119,741 |
| Average Spent | | $1,337.17 | $1,155.62 | $1,229.94 |
| Spending Potential Index | | 124 | 107 | 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.

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