Spencer, Oklahoma

Prepared by Esri

Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Latitude: 35.50765

Longitude: -97.38283

| | 0 - 5 minute | 5 - 10 minute | 10 - 15 minute |
|---|---|---|---|
| **Population Summary** | | | |
| 2010 Total Population | 8,284 | 48,483 | 69,178 |
| 2020 Total Population | 8,804 | 49,017 | 75,014 |
| 2020 Group Quarters | 166 | 644 | 2,002 |
| 2022 Total Population | 9,107 | 50,058 | 77,167 |
| 2022 Group Quarters | 166 | 644 | 1,999 |
| 2027 Total Population | 9,255 | 51,216 | 79,695 |
| 2022-2027 Annual Rate | 0.32% | 0.46% | 0.65% |
| 2022 Total Daytime Population | 7,554 | 50,882 | 148,597 |
| Workers | 2,261 | 24,670 | 107,772 |
| Residents | 5,293 | 26,212 | 40,825 |
| **Household Summary** | | | |
| 2010 Households | 3,520 | 20,102 | 28,105 |
| 2010 Average Household Size | 2.32 | 2.38 | 2.40 |
| 2020 Total Households | 3,789 | 20,221 | 31,368 |
| 2020 Average Household Size | 2.28 | 2.39 | 2.33 |
| 2022 Households | 3,850 | 20,627 | 32,148 |
| 2022 Average Household Size | 2.32 | 2.40 | 2.34 |
| 2027 Households | 3,903 | 21,035 | 33,236 |
| 2027 Average Household Size | 2.33 | 2.40 | 2.34 |
| 2022-2027 Annual Rate | 0.27% | 0.39% | 0.67% |
| 2010 Families | 2,054 | 12,533 | 17,351 |
| 2010 Average Family Size | 3.03 | 3.01 | 3.07 |
| 2022 Families | 2,189 | 12,531 | 18,857 |
| 2022 Average Family Size | 3.05 | 3.05 | 3.03 |
| 2027 Families | 2,225 | 12,810 | 19,420 |
| 2027 Average Family Size | 3.04 | 3.04 | 3.03 |
| 2022-2027 Annual Rate | 0.33% | 0.44% | 0.59% |
| **Housing Unit Summary** | | | |
| 2000 Housing Units | 3,733 | 21,969 | 31,587 |
| Owner Occupied Housing Units | 49.5% | 58.9% | 54.5% |
| Renter Occupied Housing Units | 40.4% | 32.3% | 31.5% |
| Vacant Housing Units | 10.1% | 8.8% | 14.0% |
| 2010 Housing Units | 3,922 | 22,464 | 31,990 |
| Owner Occupied Housing Units | 47.9% | 54.8% | 54.0% |
| Renter Occupied Housing Units | 41.9% | 34.7% | 33.8% |
| Vacant Housing Units | 10.2% | 10.5% | 12.1% |
| 2020 Housing Units | 4,269 | 22,673 | 35,378 |
| Vacant Housing Units | 11.2% | 10.8% | 11.3% |
| 2022 Housing Units | 4,358 | 23,130 | 36,164 |
| Owner Occupied Housing Units | 43.7% | 53.8% | 50.7% |
| Renter Occupied Housing Units | 44.7% | 35.3% | 38.2% |
| Vacant Housing Units | 11.7% | 10.8% | 11.1% |
| 2027 Housing Units | 4,454 | 23,730 | 37,619 |
| Owner Occupied Housing Units | 44.0% | 54.6% | 50.7% |
| Renter Occupied Housing Units | 43.7% | 34.1% | 37.6% |
| Vacant Housing Units | 12.4% | 11.4% | 11.7% |
| **Median Household Income** | | | |
| 2022 | $38,492 | $53,204 | $55,350 |
| 2027 | $46,301 | $60,379 | $63,847 |
| **Median Home Value** | | | |
| 2022 | $94,938 | $150,510 | $185,825 |
| 2027 | $181,550 | $205,755 | $239,481 |
| **Per Capita Income** | | | |
| 2022 | $24,090 | $29,263 | $35,022 |
| 2027 | $28,716 | $34,524 | $40,665 |
| **Median Age** | | | |
| 2010 | 35.5 | 36.8 | 36.6 |
| 2022 | 37.3 | 38.7 | 38.2 |
| 2027 | 38.0 | 39.7 | 38.9 |

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 06, 2023

Spencer, Oklahoma

Prepared by Esri

Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Latitude: 35.50765

Longitude: -97.38283

| | 0 - 5 minute | 5 - 10 minute | 10 - 15 minute |
|---|---|---|---|
| **2022 Households by Income** | | | |
| Household Income Base | 3,850 | 20,625 | 32,132 |
| <$15,000 | 17.0% | 11.9% | 14.4% |
| $15,000 - $24,999 | 15.7% | 9.6% | 9.3% |
| $25,000 - $34,999 | 13.1% | 9.0% | 8.4% |
| $35,000 - $49,999 | 13.8% | 15.4% | 12.6% |
| $50,000 - $74,999 | 16.6% | 21.5% | 18.6% |
| $75,000 - $99,999 | 13.7% | 13.4% | 12.3% |
| $100,000 - $149,999 | 6.6% | 12.3% | 12.8% |
| $150,000 - $199,999 | 1.4% | 4.4% | 5.7% |
| $200,000+ | 2.0% | 2.3% | 6.0% |
| Average Household Income | $56,744 | $70,759 | $83,492 |
| **2027 Households by Income** | | | |
| Household Income Base | 3,903 | 21,033 | 33,227 |
| <$15,000 | 14.8% | 9.7% | 11.9% |
| $15,000 - $24,999 | 14.0% | 7.8% | 8.1% |
| $25,000 - $34,999 | 10.4% | 7.8% | 7.5% |
| $35,000 - $49,999 | 13.5% | 14.3% | 11.9% |
| $50,000 - $74,999 | 15.9% | 20.2% | 16.7% |
| $75,000 - $99,999 | 16.1% | 13.8% | 12.6% |
| $100,000 - $149,999 | 10.0% | 16.2% | 16.3% |
| $150,000 - $199,999 | 2.8% | 7.3% | 8.1% |
| $200,000+ | 2.5% | 2.9% | 6.9% |
| Average Household Income | $67,859 | $83,759 | $96,848 |
| **2022 Owner Occupied Housing Units by Value** | | | |
| Total | 1,903 | 12,446 | 18,302 |
| <$50,000 | 16.0% | 8.7% | 7.9% |
| $50,000 - $99,999 | 37.9% | 20.9% | 16.0% |
| $100,000 - $149,999 | 13.1% | 20.3% | 13.0% |
| $150,000 - $199,999 | 9.5% | 13.8% | 18.2% |
| $200,000 - $249,999 | 8.1% | 13.2% | 11.2% |
| $250,000 - $299,999 | 2.2% | 8.2% | 7.7% |
| $300,000 - $399,999 | 4.6% | 4.9% | 8.1% |
| $400,000 - $499,999 | 4.0% | 2.2% | 5.4% |
| $500,000 - $749,999 | 2.2% | 3.4% | 6.8% |
| $750,000 - $999,999 | 0.9% | 1.8% | 2.1% |
| $1,000,000 - $1,499,999 | 0.6% | 1.2% | 1.7% |
| $1,500,000 - $1,999,999 | 0.8% | 1.2% | 1.7% |
| $2,000,000 + | 0.2% | 0.3% | 0.2% |
| Average Home Value | $171,993 | $225,669 | $276,978 |
| **2027 Owner Occupied Housing Units by Value** | | | |
| Total | 1,958 | 12,938 | 19,058 |
| <$50,000 | 9.2% | 5.1% | 5.0% |
| $50,000 - $99,999 | 21.5% | 12.3% | 9.6% |
| $100,000 - $149,999 | 12.0% | 17.1% | 9.0% |
| $150,000 - $199,999 | 11.7% | 13.8% | 16.9% |
| $200,000 - $249,999 | 11.0% | 14.5% | 12.0% |
| $250,000 - $299,999 | 5.6% | 10.9% | 9.8% |
| $300,000 - $399,999 | 8.1% | 7.4% | 11.9% |
| $400,000 - $499,999 | 10.6% | 4.0% | 7.3% |
| $500,000 - $749,999 | 4.3% | 6.6% | 10.3% |
| $750,000 - $999,999 | 2.4% | 3.6% | 3.2% |
| $1,000,000 - $1,499,999 | 1.7% | 2.5% | 2.6% |
| $1,500,000 - $1,999,999 | 1.7% | 1.9% | 2.2% |
| $2,000,000 + | 0.2% | 0.3% | 0.1% |
| Average Home Value | $274,541 | $305,609 | $343,979 |

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 06, 2023

# Community Profile

Spencer, Oklahoma
Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri
Latitude: 35.50765
Longitude: -97.38283

| | 0 - 5 minute | 5 - 10 minute | 10 - 15 minute |
|---|---|---|---|
| **2010 Population by Age** | | | |
| Total | 8,285 | 48,484 | 69,180 |
| 0 - 4 | 7.5% | 7.6% | 7.4% |
| 5 - 9 | 7.3% | 6.7% | 7.0% |
| 10 - 14 | 7.1% | 6.5% | 6.6% |
| 15 - 24 | 14.7% | 13.7% | 13.5% |
| 25 - 34 | 12.8% | 13.5% | 13.6% |
| 35 - 44 | 11.0% | 11.2% | 11.6% |
| 45 - 54 | 13.8% | 14.3% | 14.2% |
| 55 - 64 | 12.5% | 11.9% | 12.2% |
| 65 - 74 | 7.7% | 7.2% | 7.5% |
| 75 - 84 | 4.3% | 5.4% | 4.7% |
| 85 + | 1.3% | 2.1% | 1.7% |
| 18 + | 73.5% | 75.2% | 74.9% |
| **2022 Population by Age** | | | |
| Total | 9,108 | 50,058 | 77,168 |
| 0 - 4 | 6.6% | 6.6% | 6.3% |
| 5 - 9 | 6.5% | 6.5% | 6.3% |
| 10 - 14 | 6.5% | 6.3% | 6.1% |
| 15 - 24 | 13.1% | 11.6% | 13.4% |
| 25 - 34 | 14.6% | 13.9% | 13.8% |
| 35 - 44 | 10.9% | 12.5% | 11.9% |
| 45 - 54 | 10.6% | 10.8% | 10.8% |
| 55 - 64 | 12.7% | 12.9% | 12.6% |
| 65 - 74 | 11.2% | 10.5% | 10.7% |
| 75 - 84 | 5.5% | 5.8% | 5.7% |
| 85 + | 1.7% | 2.6% | 2.2% |
| 18 + | 76.5% | 77.2% | 77.5% |
| **2027 Population by Age** | | | |
| Total | 9,256 | 51,218 | 79,695 |
| 0 - 4 | 6.7% | 6.6% | 6.3% |
| 5 - 9 | 6.3% | 6.4% | 6.1% |
| 10 - 14 | 6.3% | 6.4% | 6.1% |
| 15 - 24 | 13.5% | 11.6% | 13.4% |
| 25 - 34 | 13.5% | 12.5% | 13.3% |
| 35 - 44 | 11.6% | 13.4% | 12.2% |
| 45 - 54 | 10.5% | 11.1% | 10.8% |
| 55 - 64 | 11.3% | 11.3% | 11.2% |
| 65 - 74 | 11.7% | 11.3% | 11.5% |
| 75 - 84 | 6.7% | 6.7% | 6.7% |
| 85 + | 1.8% | 2.6% | 2.4% |
| 18 + | 76.7% | 77.0% | 77.8% |
| **2010 Population by Sex** | | | |
| Males | 3,953 | 22,758 | 33,594 |
| Females | 4,330 | 25,725 | 35,584 |
| **2022 Population by Sex** | | | |
| Males | 4,335 | 23,889 | 37,595 |
| Females | 4,773 | 26,169 | 39,572 |
| **2027 Population by Sex** | | | |
| Males | 4,397 | 24,563 | 38,973 |
| Females | 4,858 | 26,653 | 40,722 |

June 06, 2023

# Community Profile

Spencer, Oklahoma                                           Prepared by Esri
Drive Time Bands: 0-5, 5-10, 10-15 minute radii            Latitude: 35.50765
                                                            Longitude: -97.38283

| | 0 - 5 minute | 5 - 10 minute | 10 - 15 minute |
|---|---|---|---|
| **2010 Population by Race/Ethnicity** | | | |
| Total | 8,282 | 48,484 | 69,178 |
| White Alone | 36.4% | 53.7% | 56.5% |
| Black Alone | 51.6% | 33.7% | 29.5% |
| American Indian Alone | 2.6% | 3.4% | 3.3% |
| Asian Alone | 0.7% | 1.3% | 1.7% |
| Pacific Islander Alone | 0.0% | 0.1% | 0.1% |
| Some Other Race Alone | 1.6% | 1.5% | 3.1% |
| Two or More Races | 7.1% | 6.4% | 5.8% |
| Hispanic Origin | 4.9% | 5.1% | 7.3% |
| Diversity Index | 63.4 | 63.2 | 64.4 |
| **2020 Population by Race/Ethnicity** | | | |
| Total | 8,804 | 49,017 | 75,014 |
| White Alone | 30.9% | 47.3% | 51.3% |
| Black Alone | 49.8% | 32.1% | 26.5% |
| American Indian Alone | 3.7% | 3.6% | 3.5% |
| Asian Alone | 0.6% | 1.4% | 2.4% |
| Pacific Islander Alone | 0.2% | 0.2% | 0.1% |
| Some Other Race Alone | 5.2% | 2.9% | 4.3% |
| Two or More Races | 9.7% | 12.5% | 11.9% |
| Hispanic Origin | 9.5% | 7.9% | 10.2% |
| Diversity Index | 70.5 | 70.5 | 71.3 |
| **2022 Population by Race/Ethnicity** | | | |
| Total | 9,107 | 50,058 | 77,167 |
| White Alone | 30.6% | 47.0% | 50.9% |
| Black Alone | 49.7% | 32.0% | 26.3% |
| American Indian Alone | 3.7% | 3.6% | 3.5% |
| Asian Alone | 0.6% | 1.4% | 2.5% |
| Pacific Islander Alone | 0.2% | 0.2% | 0.1% |
| Some Other Race Alone | 5.2% | 3.0% | 4.4% |
| Two or More Races | 10.1% | 12.9% | 12.3% |
| Hispanic Origin | 9.5% | 7.9% | 10.1% |
| Diversity Index | 70.6 | 70.8 | 71.6 |
| **2027 Population by Race/Ethnicity** | | | |
| Total | 9,256 | 51,217 | 79,695 |
| White Alone | 29.5% | 45.5% | 49.3% |
| Black Alone | 49.4% | 31.8% | 26.2% |
| American Indian Alone | 3.7% | 3.6% | 3.5% |
| Asian Alone | 0.6% | 1.4% | 2.6% |
| Pacific Islander Alone | 0.2% | 0.2% | 0.2% |
| Some Other Race Alone | 5.5% | 3.1% | 4.6% |
| Two or More Races | 11.1% | 14.4% | 13.7% |
| Hispanic Origin | 9.7% | 7.9% | 10.1% |
| Diversity Index | 71.3 | 71.7 | 72.7 |
| **2010 Population by Relationship and Household Type** | | | |
| Total | 8,284 | 48,483 | 69,178 |
| In Households | 98.5% | 98.8% | 97.5% |
| In Family Households | 78.0% | 80.4% | 79.3% |
| Householder | 24.8% | 26.0% | 25.3% |
| Spouse | 13.0% | 15.5% | 15.9% |
| Child | 32.7% | 32.4% | 31.9% |
| Other relative | 4.7% | 3.9% | 3.9% |
| Nonrelative | 2.8% | 2.7% | 2.3% |
| In Nonfamily Households | 20.5% | 18.5% | 18.2% |
| In Group Quarters | 1.5% | 1.2% | 2.5% |
| Institutionalized Population | 1.4% | 1.1% | 1.2% |
| Noninstitutionalized Population | 0.0% | 0.1% | 1.3% |

**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.
**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 06, 2023

# Community Profile

Spencer, Oklahoma
Drive Time Bands: 0-5, 5-10, 10-15 minute radii

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Longitude: -97.38283

| | 0 - 5 minute | 5 - 10 minute | 10 - 15 minute |
|---|---|---|---|
| **2022 Population 25+ by Educational Attainment** | | | |
| Total | 6,132 | 34,551 | 52,362 |
| Less than 9th Grade | 1.5% | 2.0% | 2.8% |
| 9th - 12th Grade, No Diploma | 7.9% | 6.9% | 7.4% |
| High School Graduate | 38.8% | 30.7% | 26.6% |
| GED/Alternative Credential | 5.8% | 5.1% | 5.0% |
| Some College, No Degree | 25.1% | 23.6% | 21.2% |
| Associate Degree | 5.9% | 9.4% | 8.4% |
| Bachelor's Degree | 9.7% | 15.5% | 17.1% |
| Graduate/Professional Degree | 5.4% | 6.9% | 11.6% |
| **2022 Population 15+ by Marital Status** | | | |
| Total | 7,327 | 40,367 | 62,720 |
| Never Married | 38.5% | 34.5% | 35.9% |
| Married | 33.9% | 42.3% | 43.5% |
| Widowed | 7.6% | 7.3% | 6.5% |
| Divorced | 20.0% | 15.9% | 14.1% |
| **2022 Civilian Population 16+ in Labor Force** | | | |
| Civilian Population 16+ | 4,113 | 24,317 | 36,781 |
| Population 16+ Employed | 93.8% | 97.0% | 96.8% |
| Population 16+ Unemployment rate | 6.2% | 3.0% | 3.2% |
| Population 16-24 Employed | 14.9% | 13.7% | 13.2% |
| Population 16-24 Unemployment rate | 12.1% | 7.3% | 5.9% |
| Population 25-54 Employed | 61.6% | 61.4% | 61.8% |
| Population 25-54 Unemployment rate | 5.4% | 2.7% | 3.3% |
| Population 55-64 Employed | 14.5% | 15.9% | 16.1% |
| Population 55-64 Unemployment rate | 6.8% | 1.2% | 1.4% |
| Population 65+ Employed | 9.0% | 9.0% | 8.9% |
| Population 65+ Unemployment rate | 0.3% | 1.7% | 1.6% |
| **2022 Employed Population 16+ by Industry** | | | |
| Total | 3,857 | 23,579 | 35,594 |
| Agriculture/Mining | 0.7% | 1.5% | 2.1% |
| Construction | 6.0% | 6.0% | 6.6% |
| Manufacturing | 6.0% | 5.6% | 6.3% |
| Wholesale Trade | 2.9% | 2.2% | 2.4% |
| Retail Trade | 14.3% | 12.4% | 10.6% |
| Transportation/Utilities | 6.5% | 5.8% | 6.2% |
| Information | 1.6% | 1.2% | 1.1% |
| Finance/Insurance/Real Estate | 5.1% | 6.1% | 6.0% |
| Services | 43.7% | 45.8% | 47.5% |
| Public Administration | 13.3% | 13.3% | 11.3% |
| **2022 Employed Population 16+ by Occupation** | | | |
| Total | 3,859 | 23,581 | 35,593 |
| White Collar | 50.0% | 55.4% | 61.2% |
| Management/Business/Financial | 9.9% | 12.7% | 15.8% |
| Professional | 14.1% | 20.3% | 23.3% |
| Sales | 10.5% | 9.0% | 8.1% |
| Administrative Support | 15.5% | 13.4% | 14.0% |
| Services | 23.8% | 18.5% | 15.6% |
| Blue Collar | 26.3% | 26.1% | 23.2% |
| Farming/Forestry/Fishing | 0.0% | 0.1% | 0.1% |
| Construction/Extraction | 5.6% | 5.5% | 5.5% |
| Installation/Maintenance/Repair | 5.3% | 5.3% | 4.3% |
| Production | 4.4% | 4.7% | 4.2% |
| Transportation/Material Moving | 11.0% | 10.6% | 9.0% |

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Spencer, Oklahoma

Drive Time Bands: 0-5, 5-10, 10-15 minute radii

| | 0 - 5 minute | 5 - 10 minute | 10 - 15 minute |
|---|---|---|---|
| **2010 Households by Type** | | | |
| Total | 3,519 | 20,102 | 28,104 |
| Households with 1 Person | 36.0% | 32.2% | 32.7% |
| Households with 2+ People | 64.0% | 67.8% | 67.3% |
| Family Households | 58.4% | 62.3% | 61.7% |
| Husband-wife Families | 30.7% | 37.1% | 38.7% |
| With Related Children | 11.7% | 14.7% | 16.3% |
| Other Family (No Spouse Present) | 27.7% | 25.2% | 23.0% |
| Other Family with Male Householder | 5.8% | 5.7% | 5.4% |
| With Related Children | 3.4% | 3.3% | 3.1% |
| Other Family with Female Householder | 21.9% | 19.6% | 17.6% |
| With Related Children | 15.5% | 12.9% | 11.6% |
| Nonfamily Households | 5.6% | 5.5% | 5.5% |
| | | | |
| All Households with Children | 31.2% | 31.4% | 31.5% |
| | | | |
| Multigenerational Households | 4.6% | 4.7% | 4.6% |
| Unmarried Partner Households | 6.6% | 6.4% | 5.8% |
| Male-female | 6.1% | 5.8% | 5.2% |
| Same-sex | 0.5% | 0.6% | 0.6% |
| **2010 Households by Size** | | | |
| Total | 3,517 | 20,103 | 28,104 |
| 1 Person Household | 36.0% | 32.2% | 32.7% |
| 2 Person Household | 30.0% | 32.7% | 31.7% |
| 3 Person Household | 15.6% | 15.5% | 15.3% |
| 4 Person Household | 9.1% | 10.7% | 11.2% |
| 5 Person Household | 5.3% | 5.3% | 5.4% |
| 6 Person Household | 2.6% | 2.3% | 2.2% |
| 7 + Person Household | 1.4% | 1.4% | 1.5% |
| **2010 Households by Tenure and Mortgage Status** | | | |
| Total | 3,520 | 20,104 | 28,103 |
| Owner Occupied | 53.4% | 61.2% | 61.5% |
| Owned with a Mortgage/Loan | 34.8% | 38.1% | 39.1% |
| Owned Free and Clear | 18.6% | 23.1% | 22.4% |
| Renter Occupied | 46.6% | 38.8% | 38.5% |
| **2022 Affordability, Mortgage and Wealth** | | | |
| Housing Affordability Index | 182 | 159 | 134 |
| Percent of Income for Mortgage | 13.0% | 14.9% | 17.7% |
| Wealth Index | 40 | 56 | 73 |
| **2010 Housing Units By Urban/ Rural Status** | | | |
| Total Housing Units | 3,922 | 22,464 | 31,990 |
| Housing Units Inside Urbanized Area | 93.5% | 92.7% | 90.7% |
| Housing Units Inside Urbanized Cluster | 0.0% | 0.0% | 0.0% |
| Rural Housing Units | 6.5% | 7.3% | 9.3% |
| **2010 Population By Urban/ Rural Status** | | | |
| Total Population | 8,284 | 48,483 | 69,178 |
| Population Inside Urbanized Area | 93.5% | 93.0% | 89.4% |
| Population Inside Urbanized Cluster | 0.0% | 0.0% | 0.0% |
| Rural Population | 6.5% | 7.0% | 10.6% |

June 06, 2023

Spencer, Oklahoma

Prepared by Esri

Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Latitude: 35.50765
Longitude: -97.38283

| | 0 - 5 minute | 5 - 10 minute | 10 - 15 minute |
|---|---|---|---|
| **Top 3 Tapestry Segments** | | | |
| 1. | Family Foundations (12A) | Traditional Living (12B) | Modest Income Homes (12D) |
| 2. | Small Town Sincerity (12C) | Midlife Constants (5E) | Traditional Living (12B) |
| 3. | Modest Income Homes (12D) | Comfortable Empty Nesters (5A) | Comfortable Empty Nesters (5A) |
| **2022 Consumer Spending** | | | |
| Apparel & Services:  Total $ | $5,198,872 | $34,362,381 | $63,120,705 |
| Average Spent | $1,350.36 | $1,665.89 | $1,963.44 |
| Spending Potential Index | 56 | 69 | 82 |
| Education:  Total $ | $3,676,232 | $24,961,963 | $47,654,547 |
| Average Spent | $954.87 | $1,210.16 | $1,482.35 |
| Spending Potential Index | 49 | 62 | 76 |
| Entertainment/Recreation:  Total $ | $7,898,070 | $52,557,143 | $95,557,049 |
| Average Spent | $2,051.45 | $2,547.98 | $2,972.41 |
| Spending Potential Index | 56 | 69 | 81 |
| Food at Home:  Total $ | $13,710,336 | $88,662,799 | $161,615,359 |
| Average Spent | $3,561.13 | $4,298.39 | $5,027.23 |
| Spending Potential Index | 58 | 69 | 81 |
| Food Away from Home:  Total $ | $9,239,288 | $60,400,440 | $111,321,982 |
| Average Spent | $2,399.82 | $2,928.22 | $3,462.80 |
| Spending Potential Index | 56 | 68 | 80 |
| Health Care:  Total $ | $16,053,180 | $105,526,151 | $190,230,725 |
| Average Spent | $4,169.66 | $5,115.92 | $5,917.34 |
| Spending Potential Index | 59 | 72 | 84 |
| HH Furnishings & Equipment:  Total $ | $5,392,132 | $36,184,825 | $66,074,723 |
| Average Spent | $1,400.55 | $1,754.25 | $2,055.33 |
| Spending Potential Index | 55 | 68 | 80 |
| Personal Care Products & Services: Total $ | $2,190,104 | $14,571,798 | $26,710,669 |
| Average Spent | $568.86 | $706.44 | $830.87 |
| Spending Potential Index | 56 | 69 | 81 |
| Shelter:  Total $ | $46,731,557 | $311,440,710 | $578,314,244 |
| Average Spent | $12,138.07 | $15,098.69 | $17,989.12 |
| Spending Potential Index | 53 | 66 | 79 |
| Support Payments/Cash Contributions/Gifts in Kind: Total $ | $5,506,095 | $37,338,783 | $67,631,847 |
| Average Spent | $1,430.15 | $1,810.19 | $2,103.77 |
| Spending Potential Index | 53 | 67 | 77 |
| Travel:  Total $ | $5,595,781 | $38,736,184 | $71,332,619 |
| Average Spent | $1,453.45 | $1,877.94 | $2,218.88 |
| Spending Potential Index | 51 | 65 | 77 |
| Vehicle Maintenance & Repairs: Total $ | $2,854,745 | $18,614,876 | $33,664,398 |
| Average Spent | $741.49 | $902.45 | $1,047.17 |
| Spending Potential Index | 59 | 72 | 83 |

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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