

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 |
|-------------------------------|---|----------------------|----------------|
| Population Summary | • | 5 10 111111 | 10 10 |
| 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 | to 4 000 | | +405 005 |
| 2022 | \$94,938 | \$150,510 | \$185,825 |
| 2027 | \$181,550 | \$205,755 | \$239,481 |
| Per Capita Income | #34.000 | ¢20.262 | #2E 022 |
| 2022 2027 | \$24,090 \$28,716 | \$29,263 \$34,534 | \$35,022 |
| | \$28,716 | \$34,524 | \$40,665 |
| Median Age 2010 | 35.5 | 26.0 | 26.6 |
| 2010 | 35.5 | 36.8 38.7 | 36.6 38.2 |
| 2022 | 37.3 | 39.7 | 38.2 |
| 2021 | 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.



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| | 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.



Market Profile

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| | 0 - 5 minute | 5 - 10 minute | 10 - 15 minute |
|------------------------|--------------|---------------|----------------|
| 2010 Population by Age | | 0 10 11111111 | 20 20 1111000 |
| 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 | 73.370 | 73.270 | 71.370 |
| 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 | | 11.6% | 13.4% |
| | 13.1% | | |
| 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 |
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Latitude: 35.50765 Longitude: -97.38283

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|---|--------------|---------------|----------------|
| 2010 Population by Race/Ethnicity | 0 - 5 minute | 5 - 10 minute | 10 - 15 minute |
| 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 | 03.4 | 05.2 | 04.4 |
| | 8 804 | 40.017 | 75,014 |
| Total | 8,804 | 49,017 | |
| 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 Typ | pe | | |
| 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% |
| Noninstructionalized i opulation | 0.070 | 0.1 /0 | 1.570 |

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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Latitude: 35.50765 Longitude: -97.38283

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|--|--------------|---------------|---------------------|
| 2022 Deputation 25 her Educational Attainment | 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% |
| | 7.9% | 6.9% | 7.4% |
| 9th - 12th Grade, No Diploma | 38.8% | 30.7% | 26.6% |
| High School Graduate GED/Alternative Credential | 5.8% | 5.1% | 5.0% |
| Some College, No Degree | 25.1% | 23.6% | 21.2% |
| | 5.9% | 9.4% | 8.4% |
| Associate Degree Bachelor's Degree | 9.7% | 15.5% | 17.1% |
| Graduate/Professional Degree | 5.4% | 6.9% | 11.6% |
| 2022 Population 15+ by Marital Status | 5:4% | 0.5% | 11.078 |
| 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% | 43.5% 6.5% |
| Divorced | 20.0% | 15.9% | 14.1% |
| 2022 Civilian Population 16+ in Labor Force | 20.0 % | 15.970 | 14.170 |
| 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 | 14.9% | 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 | 0.570 | 1.7 /0 | 1.0 % |
| 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 | | 101070 | 110 /0 |
| 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% |
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|---|--------------|---------------|---------------------|
| 2010 Households by Type | 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% |
| Nomaniny Households | 5.0% | 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% |
| | 01070 | | 20.070 |

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parentchild 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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Prepared by Esri

Latitude: 35.50765 Longitude: -97.38283

| Top 3 Tapestry Segments Traditional Living (128) Modest Income Homes (127) Traditional Living (128) Modest Income Homes (127) 3. Modest Income Homes (127) Midlife Constants (SF) Traditional Living (128) 3. Modest Income Homes (127) Midlife Constants (SF) Traditional Living (128) 3. Modest Income Homes (127) Midlife Constants (SF) Traditional Living (128) 2022 Consumer Spending \$1,350,36 \$1,465,383 \$5,120,705 Average Spent \$1,350,36 \$1,665,89 \$1,963,44 Spending Potential Index \$49 \$2 76 Enterationmer/Kecreation: Total \$ \$7,989,070 \$52,557,143 \$95,557,049 Average Spent \$2,051,45 \$2,57,143 \$95,557,049 Average Spent \$2,051,45 \$2,57,143 \$95,557,049 Average Spent \$2,051,45 \$2,92,48 \$81,620,79 \$161,615,359 Average Spent \$2,051,45 \$2,92,28 \$34,62,60 \$81 Food at home: Total \$ \$9,239,288 \$60,400,440 \$111,321,982 \$16,053,180 \$10,9230,725 | | 0 - 5 minute | 5 - 10 minute | 10 - 15 minute |
|--|--|-----------------------------------|---------------------------|--------------------------------|
| Small Town Sincerity (12C) Middler Constants (SE) Traditional Living (22B) 3. Modest Income Homes (12D) Comfortable Empty Nesters (SA) Comfortable Empty Nesters (SA) Apparel & Services: Total \$ \$5,198,872 \$3,4,362,381 \$5,3120,705 Average Spent \$1,3530.36 \$1,665.89 \$1,665.89 \$1,665.89 \$1,665.89 \$1,8730.36 Average Spent \$3,676,232 \$2,4,961,963 \$47,654,457 \$4,71,210.16 \$1,482.35 Spending Potential Index \$96,487 \$1,210.16 \$1,482.35 \$557,049 Average Spent \$95,487 \$5,57,049 \$2,972.41 \$9557,049 \$2,972.41 \$9557,049 Average Spent \$2,051.45 \$2,547.98 \$2,972.41 \$959,079 \$161,615,359 Average Spent \$2,370.33 \$88,662,799 \$161,615,359 \$4489,39 \$5,027.33 Spending Potential Index \$58 \$69 \$81 \$60 a \$80 Food Average Spent \$2,399.82 \$2,928.29 \$3,462.80 \$5,027.33 \$5,513.31 \$4,288.39 \$5,027.33 | Top 3 Tapestry Segments | | | |
| Addest Income Homes (120) Comfortable Empty Nesters (SA) Comfortable Empty Nesters (SA) ZApparel & Services: Total \$ \$< \$< \$< \$< \$< \$< \$< \$< \$< \$< <td>1.</td> <td>Family Foundations (12A)</td> <td>Traditional Living (12B)</td> <td>Modest Income Homes (12D)</td> | 1. | Family Foundations (12A) | Traditional Living (12B) | Modest Income Homes (12D) |
| 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 \$47,654,57 Average Spent \$954.87 \$1,1210.16 \$1,482.35 Spending Potential Index 49 62 76 Entertainment/Recreation: Total \$ \$7,898,070 \$52,557,143 \$5,557,049 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 \$2,392,288 \$60,400,440 \$111,321,982 Average Spent \$2,399,82 \$60,400,440 \$111,321,982 Average Spent \$2,399,82 \$60,400,440 \$111,321,982 Average Spent \$2,399,82 \$50,202,255,33 \$66 80 Food Away from Home: Total \$ | 2. | Small Town Sincerity (12C) | Midlife Constants (5E) | Traditional Living (12B) |
| 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 \$3,676,232 \$24,961,963 \$47,654,547 Average Spent \$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 \$22,557,143 \$95,557,049 Average Spent \$2,051.45 \$2,547,98 \$2,972.41 Spending Potential Index 56 69 81 Fod Average Spent \$3,561.13 \$4,298.93 \$50,272.33 Spending Potential Index 58 69 81 Fod Average Spent \$2,399,82 \$60,400,440 \$111,313,192 Average Spent \$2,399,82 \$60,400,440 \$111,31,982 Average Spent \$2,399,82 \$50,400,400 \$111,31,982 Average Spent \$2,399,82 \$2,928.22 \$3,462.80 Spe | 3. | Modest Income Homes (12D) Comfort | able Empty Nesters (5A) C | comfortable Empty Nesters (5A) |
| 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 \$7,888,070 \$52,557,143 \$95,557,049 Average Spent \$2,051.45 \$2,2557,143 \$95,557,049 Average Spent \$13,710,336 \$88,662,799 \$161,615,359 Average Spent \$3,661.13 \$4,298.39 \$5,027.23 Spending Potential Index \$5 69 81 Food At Home: Total \$ \$9,239,288 \$60,400,440 \$111,321,982 Average Spent \$2,399.82 \$2,282.22 \$3,462.80 Spending Potential Index \$5 68 80 Health Care: Total \$ \$14,00.55 \$1,754.25 \$2,057.33 Average Spent \$5,392,132 \$36,184.825 \$66,074,723 Average Spent \$5,392,132 \$36,184.825 \$66,074,733 Average Spent | 2022 Consumer Spending | | | |
| Spending Potential Index 55 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 \$ \$3,561.13 \$4,298.39 \$5,027.23 Spending Potential Index 58 69 81 Food Atwy from Home: Total \$ \$9,239,28 \$60,400,440 \$111,321,392 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 \$190,030,725 Average Spent \$4,160,65 \$1,754,25 \$2,057,33 Average Spent \$140,555 \$1,754,25 \$2,057,33 Average Spent \$1 | Apparel & Services: Total \$ | \$5,198,872 | \$34,362,38 | 1 \$63,120,705 |
| 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 \$955,557,049 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 \$42,98.39 \$5,027.23 Spending Potential Index 58 660,400,440 \$111,221,982 Average Spent \$2,39,288 \$60,400,440 \$111,221,982 Average Spent \$2,39,282 \$2,928.22 \$3,462.80 Spending Potential Index 56 68 80 Porod Average Spent \$16,053,180 \$105,526,151 \$190,230,725 Average Spent \$1,400.55 \$1,754.25 \$52,557.33 Spending Potential Index 55 \$5,392,132 \$36,184,825 \$66,074,723 Average Spent \$1,400.55 \$1,754.25 \$2,555.33 | Average Spent | \$1,350.36 | \$1,665.8 | 9 \$1,963.44 |
| 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 \$95,57,049 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 Atwy from Home: Total \$ \$9,239,288 \$60,400,440 \$111,321,982 Average Spent \$2,399.82 \$2,2928.22 \$3,462.80 Spending Potential Index 56 68 800 Healt Care: Total \$ \$16,053,180 \$105,526,151 \$190,230,723 Average Spent \$4,169.66 \$5,115.92 \$5,917.34 Spending Potential Index 55 68 800 Personal Care Products & Services: Total \$ \$1,400.55 \$1,754.25 \$2,055.33 Spen | Spending Potential Index | 56 | 6 | |
| Spending Potential Index 49 6.2 7.6 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 66 81 Food at Home: Total \$ \$13,710,336 \$88,662,799 \$161,615,359 Average Spent \$3,551.113 \$4,298.39 \$5,5027.23 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 \$3,3462.80 Spending Potential Index 55 66 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 55 \$66 80 HH Furnishings & Equipment: Total \$ \$1,400.55 \$1,754.25 \$2,2055.33 Spending Potential Index 55 \$66.80 80 Personal | Education: Total \$ | \$3,676,232 | \$24,961,96 | 3 \$47,654,547 |
| 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 \$6 69 81 Food at Home: Total \$ \$13,710,336 \$88,662,799 \$161,615,359 Average Spent \$3,551,11 \$4,298,39 \$5,027,23 Spending Potential Index \$8 69 81 Food Away from Home: Total \$ \$9,239,288 \$60,400,440 \$111,321,982 Average Spent \$2,399.82 \$2,928.22 \$3,3462.80 Spending Potential Index \$6 68 80 Health Care: Total \$ \$16,053,180 \$105,526,151 \$190,230,725 Average Spent \$41,690.66 \$5,115.92 \$5,917.34 Spending Potential Index \$5 \$6,074,723 \$4,0230,725 Average Spent \$16,053,180 \$105,526,151 \$190,230,725 Average Spent \$14,00.55 \$1,754.25 \$2,053.33 Spending Potential Index \$5 66 \$6 Perso | Average Spent | \$954.87 | \$1,210.1 | 6 \$1,482.35 |
| Average Spent\$2,051.45\$2,547.98\$2,972.41Spending Potential Index566981Food at Home: Total \$\$13,710.336\$88,662.799\$161,615,359Average Spent\$3,551.13\$4,298.39\$5,027.23Spending Potential Index5866,9081Food Away from Home: Total \$\$9,239,288\$60,400,440\$111,321,982Average Spent\$2,399.82\$2,292.8.22\$3,462.80Average Spent\$16,053,180\$105,526,151\$190,230,725Average Spent\$4,169.66\$5,115.92\$5,17.34Spending Potential Index556680Heath Care: Total \$\$5,392,132\$36,184,825\$66,074,723Average Spent\$5,392,132\$36,184,825\$66,074,723Average Spent\$5,392,132\$36,184,825\$66,074,723Average Spent\$5,392,132\$36,184,825\$66,074,723Average Spent\$5,392,132\$36,184,825\$66,074,723Average Spent\$5,392,132\$36,184,825\$66,074,723Average Spent\$5,392,132\$36,184,825\$66,074,723Average Spent\$5,392,132\$36,184,825\$66,074,723Average Spent\$5,392,132\$36,184,825\$66,074,723Spending Potential Index\$5\$669Average Spent\$1,400.15\$11,410,110\$578,314,244Average Spent\$1,801.99\$14,751,798\$22,710,669Spending Potential Index\$5\$1,810.19\$2,103.77Spe | Spending Potential Index | 49 | 6. | 2 76 |
| Spending Potential Index 56 69 81 Food at Home: Total \$ \$13,710,336 \$88,662,799 \$15,15,359 Average Spent \$3,561.13 \$4,298.39 \$5,027.23 Spending Potential Index 58 69 81 Food Away from Home: Total \$ \$2,399.82 \$60,400,440 \$111,321,982 Average Spent \$2,399.82 \$2,292.22 \$3,462.80 Spending Potential Index 56 68 80 Health Care: Total \$ \$16,053,180 \$105,526,151 \$190,230,725 Average Spent \$14,065.66 \$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 \$5,392,132 \$36,184,825 \$66,074,723 Av | Entertainment/Recreation: Total \$ | \$7,898,070 | \$52,557,14 | 3 \$95,557,049 |
| 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 \$41,66.66 \$5,115.92 \$5,917.34 Spending Potential Index 59 72 84 HH Furnishings & Equipment: Total \$ \$14,00.55 \$1,754.25 \$2,055.33 Spending Potential Index 55 56 68 80 Personal Care Products & Services: Total \$ \$14,00.55 \$11,751.798 \$26,710,669 Average Spent \$16,613,157 \$311,440,710 \$578,314,244 Average Spent \$14,21,380.07 \$15,098.69 \$17,989,12 Spending Potential In | Average Spent | \$2,051.45 | \$2,547.9 | 8 \$2,972.41 |
| 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 \$2,292.22 \$3,462.80 Spending Potential Index 56 68 80 Health Care: Total \$ \$16,053,180 \$105,526,151 \$190,230,725 Average Spent \$16,053,180 \$105,526,151 \$190,230,725 Average Spent \$5,392,132 \$36,184,825 \$5,6074,723 Average Spent \$14,00.55 \$1,754.25 \$2,205.33 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 \$576,314,244 Average Spent \$12,138,07 \$130,847 \$79 Support Payments | Spending Potential Index | 56 | 6 | 9 81 |
| Spending Potential Index586981Food Away from Home: Total \$\$9,239,288\$60,400,440\$111,321,982Average Spent\$2,399.82\$2,2928.22\$3,462.80Spending Potential Index566880Health Care: Total \$\$16,053,180\$105,526,151\$190,230,725Average Spent\$4,169.66\$5,115.92\$5,917.34Spending Potential Index597284Spending Potential Index597284HH Furnishings & Equipment: Total \$\$5,392,132\$36,184,825\$2,055.33Spending Potential Index556880Personal Care Products & Services: Total \$\$2,190,104\$14,571,798\$2,6710,669Average Spent\$568.86\$706.44\$830.87Spending Potential Index566981Shelter: Total \$\$2,190,104\$14,571,798\$2,6710,669Average Spent\$12,138.07\$15,098.69\$17,314,244Shelter: Total \$\$568.86\$706.44\$830.87Spending Potential Index536679Support Payments/Cash Contributions/Gifts in Kind: Total \$\$5,506,095\$37,338,783\$47,631,847Average Spent\$1,430.15\$1,810.19\$2,103.77Spending Potential Index536777Travel: Total \$\$5,595,781\$38,736,184\$71,332,619Average Spent\$1,453.45\$1,877.94\$2,218.88Spending Potential Index516577Vehicke M | Food at Home: Total \$ | \$13,710,336 | \$88,662,79 | 9 \$161,615,359 |
| 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 \$2,05.33 Spending Potential Index 55 68 80 Personal Care Products & Services: Total \$ \$2,190,104 \$14,571,798 \$26,710,669 Average Spent \$56,86 \$706.44 \$830.87 Spending Potential Index 56 68 80 Personal Care Products & Services: 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 | Average Spent | \$3,561.13 | \$4,298.3 | 9 \$5,027.23 |
| Average Spent\$2,399.82\$2,928.22\$3,462.80Spending Potential Index566880Health Care: Total \$\$16,053,180\$105,526,151\$190,230,725Average Spent\$4,169.66\$5,115.92\$5,917.34Spending Potential Index597284Average Spent\$5,392,132\$36,184,825\$66,074,723Average Spent\$1,400.55\$1,754.25\$2,053.33Spending Potential Index556680Personal Care Products & Services: Total \$\$2,190,104\$14,571,798\$26,710,669Average Spent\$568.86\$706.44\$830.87Spending Potential Index566981Shelter: Total \$\$12,138.07\$15,098.69\$17,989.12Spending Potential Index536679Spending Potential Index536679Spending Potential Index536679Spending Potential Index536679Spending Potential Index536679Spending Potential Index536677Spending Potential Index536777Spending Potential Index536777Spending Potential Index536777Spending Potential Index516777Spending Potential Index516777Spending Potential Index516577Spending Potential Index516577Spending Potential In | Spending Potential Index | 58 | 6 | 9 81 |
| Spending Potential Index 56 68 80 Health Care: Total \$ \$16,053,180 \$1105,526,151 \$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 \$2,2055.33 Spending Potential Index 55 6.68 800 Personal Care Products & Services: Total \$ \$2,190,104 \$14,571,798 \$26,710,669 Average Spent \$56.86 \$706.44 \$830.87 Average Spent \$568.86 \$706.44 \$830.87 Average Spent \$568.86 \$706.44 \$830.87 Average Spent \$12,138.07 \$311,440,710 \$578,314,244 Average Spent \$12,138.07 \$11,430,710 \$578,314,244 Average Spent \$11,430.15 \$1,810.19 \$77,338,783 Support Payments/Cash Contributions/Gifts in Kind: Total \$ \$5,505,0695 \$37,338,783,184 \$71 | Food Away from Home: Total \$ | \$9,239,288 | \$60,400,44 | |
| 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 7.72 84 HH Furnishings & Equipment: Total \$ \$5,932,132 \$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 \$26,671,669 Average Spent \$568.86 \$706.44 \$830.87 Spending Potential Index \$568.86 \$706.44 \$830.87 Spending Potential Index \$66 69 81 Average Spent \$46,731,557 \$311,440,710 \$57,831,4,244 Average Spent \$46,731,557 \$15,098.69 \$17,989.12 Spending Potential Index 53 66 799 Average Spent \$15,098.69 \$37,338,783 \$67,631,847 Average Spent \$1,430.15 \$1,810.19 \$2,2103.77 Spending Potential Index \$5,595,781 \$38,73,6184 \$71,332,619 | 5 1 | \$2,399.82 | \$2,928.2 | 2 \$3,462.80 |
| 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 66 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 56 669 81 Shelter: Total \$ \$46,731,557 \$311,440,710 \$578,314,244 Average Spent \$12,138.07 \$311,440,710 \$578,314,244 Average Spent \$12,138.07 \$15,098.69 \$17,981.94 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 \$5,595,781 \$38,736,184 \$71,332,619 Average Spent \$1,453.45 \$18,614,876 | Spending Potential Index | 56 | 6 | 8 80 |
| 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 Spending Potential Index \$66 69 81 Spending Potential Index \$66 69 81 Spending Potential Index \$66 69 81 Spending Potential Index \$12,138.07 \$131,440,710 \$578,314,244 Average Spent \$12,138.07 \$15,098.69 \$17,989.12 Spending Potential Index \$5,506,095 \$337,338,783 \$67,631,847 Average Spent \$1,430.15 \$1,810.19 \$2,103.77 Spending Potential Index \$5,595,781 \$38,736,184 \$71,332,619 Ave | Health Care: Total \$ | \$16,053,180 | | |
| HH Furnishings & Equipment: Total \$\$5,392,132\$36,184,825\$66,074,723Average Spent\$1,400.55\$1,754.25\$2,055.33Spending Potential Index556880Personal Care Products & Services: Total \$\$2,190,104\$14,571,798\$26,710,669Average Spent\$568.86\$706.44\$830.87Spending Potential Index56666981Shelter: Total \$\$46,731,557\$311,440,710\$578,314,244Average Spent\$12,138.07\$15,098.69\$17,989.12Spending Potential Index536679Support Payments/Cash Contributions/Gifts in Kind: Total \$\$5,506,095\$37,338,783\$67,631,847Average Spent\$1,430.15\$1,810.19\$2,103.77Spending Potential Index5367777Travel: Total \$\$5,595,781\$38,736,184\$71,332,619Average Spent\$1,430.15\$1,810.19\$2,218.88Spending Potential Index516577Travel: Total \$\$2,854,745\$18,614,876\$33,664,398Average Spent\$1,453.45\$18,614,876\$33,664,398Average Spent\$2,854,745\$18,614,876\$33,664,398Average Spent\$741.49\$902.45\$1,047.17 | Average Spent | \$4,169.66 | \$5,115.9 | 2 \$5,917.34 |
| Average Spent\$1,400.55\$1,754.25\$2,055.33Spending Potential Index556.6880Personal Care Products & Services: Total \$\$2,190,104\$14,571,798\$26,710,669Average Spent\$568.86\$706.44\$830.87Spending Potential Index566.6981Shelter: Total \$\$46,731,557\$311,440,710\$578,314,244Average Spent\$12,138.07\$15,098.69\$17,989.12Spending Potential Index536.6679Support Payments/Cash Contributions/Gifts in Kind: Total \$\$5,506,095\$37,338,783\$67,631,847Average Spent\$5,506,095\$37,338,783\$67,631,847Average Spent\$5,506,095\$37,338,783\$67,631,847Average Spent\$5,506,095\$37,338,783\$67,631,847Average Spent\$5,506,095\$37,338,783\$67,631,847Average Spent\$5,506,095\$37,338,783\$67,631,847Average Spent\$5,505,781\$38,736,184\$71,332,619Average Spent\$5,595,781\$38,736,184\$71,332,619Average Spent\$1,453.45\$1,861,48,76\$77Vehicle Maintenance & Repairs: Total \$\$2,854,745\$18,614,876\$33,664,398Average Spent\$741.49\$902.45\$1,047.17 | Spending Potential Index | 59 | | |
| 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 \$14,30.15 \$1,810.19 \$2,103.77 Spending Potential Index 53 66 79 Support Payments/Cash Contributions/Gifts in Kind: Total \$ \$5,595,781 \$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 | HH Furnishings & Equipment: Total \$ | \$5,392,132 | \$36,184,82 | 5 \$66,074,723 |
| 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 Travel: Total \$ \$2,854,745 \$18,614,876 \$33,664,398 Average Spent \$2,854,745 \$18,614,876 \$33,664,398 Spending Potential Index \$2,854,745 \$18,614,876 \$33,664,398 | Average Spent | \$1,400.55 | \$1,754.2 | 5 \$2,055.33 |
| Average Spent\$568.86\$706.44\$830.87Spending Potential Index566981Shelter: Total \$\$46,731,557\$311,440,710\$578,314,244Average Spent\$12,138.07\$15,098.69\$17,989.12Spending Potential Index536679Support Payments/Cash Contributions/Gifts in Kind: Total \$\$5,506,095\$337,338,783\$67,631,847Average Spent\$1,430.15\$1,810.19\$2,103.77Spending Potential Index536777Spending Potential Index\$5,595,781\$38,736,184\$71,332,619Average Spent\$1,453.45\$1,877.94\$2,218.88Spending Potential Index516577Vehicle Maintenance & Repairs: Total \$\$2,854,745\$18,614,876\$33,664,398Average Spent\$741.49\$902.45\$1,047.17 | | | | |
| 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 | Personal Care Products & Services: Total \$ | | | |
| Shelter: Total \$\$46,731,557\$311,440,710\$578,314,244Average Spent\$12,138.07\$15,098.69\$17,989.12Spending Potential Index536679Support Payments/Cash Contributions/Gifts in Kind: Total \$\$5,506,095\$37,338,783\$67,631,847Average Spent\$1,430.15\$1,810.19\$2,103.77Spending Potential Index536777Travel: Total \$\$5,595,781\$38,736,184\$71,332,619Average Spent\$1,453.45\$1,877.94\$2,218.88Spending Potential Index516577Vehicle Maintenance & Repairs: Total \$\$2,854,745\$18,614,876\$33,664,398Average Spent\$741.49\$902.45\$1,047.17 | Average Spent | \$568.86 | | |
| Average Spent\$12,138.07\$15,098.69\$17,989.12Spending Potential Index536679Support Payments/Cash Contributions/Gifts in Kind: Total \$\$5,506,095\$37,338,783\$67,631,847Average Spent\$1,430.15\$1,810.19\$2,103.77Spending Potential Index536777Travel: Total \$\$5,595,781\$38,736,184\$71,332,619Average Spent\$1,453.45\$1,877.94\$2,218.88Spending Potential Index516577Vehicle Maintenance & Repairs: Total \$\$2,854,745\$18,614,876\$33,664,398Average Spent\$741.49\$902.45\$1,047.17 | | | | |
| 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 | Shelter: Total \$ | | | |
| 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 | | | | |
| Average Spent\$1,430.15\$1,810.19\$2,103.77Spending Potential Index536777Travel: Total \$\$5,595,781\$38,736,184\$71,332,619Average Spent\$1,453.45\$1,877.94\$2,218.88Spending Potential Index516577Vehicle Maintenance & Repairs: Total \$\$2,854,745\$18,614,876\$33,664,398Average Spent\$741.49\$902.45\$1,047.17 | | | | |
| 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 | Support Payments/Cash Contributions/Gifts in Kind: 1 | | \$37,338,78 | |
| Travel: Total \$ \$5,595,781 \$38,736,184 \$71,332,619 Average Spent \$1,453.45 \$18,77.94 \$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 | Average Spent | | | |
| 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 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 | Travel: Total \$ | | | |
| Vehicle Maintenance & Repairs: Total \$ \$2,854,745 \$18,614,876 \$33,664,398 Average Spent \$741.49 \$902.45 \$1,047.17 | Average Spent | | | |
| Average Spent \$741.49 \$902.45 \$1,047.17 | Spending Potential Index | 51 | 6 | 5 77 |
| | Vehicle Maintenance & Repairs: Total \$ | \$2,854,745 | | |
| Spending Potential Index597283 | Average Spent | \$741.49 | \$902.4 | 5 \$1,047.17 |
| | Spending Potential Index | 59 | 7. | 2 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.