

Community Profile

300 Highway 65 S, Mora, Minnesota, 55051 2
 300 Highway 65 S, Mora, Minnesota, 55051
 Rings: 3, 5, 10 mile radii

Prepared by Esri
 Latitude: 45.87442
 Longitude: -93.28835

	3 miles	5 miles	10 miles
Population Summary			
2010 Total Population	4,978	6,765	14,564
2020 Total Population	5,148	6,885	14,502
2020 Group Quarters	239	276	300
2024 Total Population	5,151	6,860	14,576
2024 Group Quarters	228	263	286
2029 Total Population	5,135	6,825	14,577
2024-2029 Annual Rate	-0.06%	-0.10%	0.00%
2024 Total Daytime Population	6,354	7,339	12,296
Workers	3,538	3,640	4,701
Residents	2,816	3,699	7,595
Household Summary			
2010 Households	2,009	2,687	5,687
2010 Average Household Size	2.38	2.43	2.52
2020 Total Households	2,066	2,756	5,807
2020 Average Household Size	2.38	2.40	2.45
2024 Households	2,098	2,793	5,937
2024 Average Household Size	2.35	2.36	2.41
2029 Households	2,130	2,832	6,045
2029 Average Household Size	2.30	2.32	2.36
2024-2029 Annual Rate	0.30%	0.28%	0.36%
2010 Families	1,240	1,748	3,922
2010 Average Family Size	2.99	2.96	2.97
2024 Families	1,207	1,691	3,809
2024 Average Family Size	2.93	2.91	2.89
2029 Families	1,219	1,706	3,864
2029 Average Family Size	2.87	2.85	2.83
2024-2029 Annual Rate	0.20%	0.18%	0.29%
Housing Unit Summary			
2000 Housing Units	2,018	2,671	5,955
Owner Occupied Housing Units	65.7%	69.3%	71.8%
Renter Occupied Housing Units	26.8%	22.8%	14.4%
Vacant Housing Units	7.5%	7.9%	13.8%
2010 Housing Units	2,260	3,030	6,806
Owner Occupied Housing Units	59.0%	63.4%	67.4%
Renter Occupied Housing Units	29.9%	25.3%	16.1%
Vacant Housing Units	11.1%	11.3%	16.4%
2020 Housing Units	2,260	3,034	6,778
Owner Occupied Housing Units	59.8%	64.0%	68.7%
Renter Occupied Housing Units	31.6%	26.8%	17.0%
Vacant Housing Units	8.4%	10.1%	13.8%
2024 Housing Units	2,294	3,070	6,893
Owner Occupied Housing Units	59.5%	63.8%	68.9%
Renter Occupied Housing Units	32.0%	27.2%	17.2%
Vacant Housing Units	8.5%	9.0%	13.9%
2029 Housing Units	2,329	3,110	6,990
Owner Occupied Housing Units	60.2%	64.5%	69.8%
Renter Occupied Housing Units	31.3%	26.6%	16.7%
Vacant Housing Units	8.5%	8.9%	13.5%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2024 Households by Income			
Household Income Base	2,098	2,793	5,937
<\$15,000	8.5%	7.9%	7.3%
\$15,000 - \$24,999	7.2%	7.5%	6.7%
\$25,000 - \$34,999	12.4%	11.1%	9.4%
\$35,000 - \$49,999	15.4%	14.4%	13.9%
\$50,000 - \$74,999	19.4%	18.7%	18.0%
\$75,000 - \$99,999	12.8%	13.9%	15.2%
\$100,000 - \$149,999	16.3%	17.1%	19.1%
\$150,000 - \$199,999	5.7%	6.4%	6.9%
\$200,000+	2.2%	2.9%	3.4%
Average Household Income	\$73,424	\$77,707	\$82,543
2029 Households by Income			
Household Income Base	2,130	2,832	6,045
<\$15,000	7.4%	6.9%	6.2%
\$15,000 - \$24,999	6.2%	6.5%	5.6%
\$25,000 - \$34,999	11.5%	10.4%	8.8%
\$35,000 - \$49,999	13.5%	12.5%	11.9%
\$50,000 - \$74,999	18.0%	17.0%	15.9%
\$75,000 - \$99,999	13.9%	14.8%	15.6%
\$100,000 - \$149,999	19.2%	20.0%	22.6%
\$150,000 - \$199,999	7.7%	8.7%	9.4%
\$200,000+	2.5%	3.3%	3.9%
Average Household Income	\$82,939	\$87,840	\$93,740
2024 Owner Occupied Housing Units by Value			
Total	1,364	1,959	4,752
<\$50,000	2.8%	2.7%	2.7%
\$50,000 - \$99,999	6.2%	5.1%	4.3%
\$100,000 - \$149,999	17.5%	14.1%	11.1%
\$150,000 - \$199,999	22.1%	19.9%	17.2%
\$200,000 - \$249,999	15.2%	14.9%	15.4%
\$250,000 - \$299,999	13.0%	13.4%	13.6%
\$300,000 - \$399,999	11.6%	16.6%	18.6%
\$400,000 - \$499,999	7.3%	8.4%	9.5%
\$500,000 - \$749,999	2.8%	3.7%	5.3%
\$750,000 - \$999,999	0.9%	0.8%	0.9%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.2%	0.8%
Average Home Value	\$242,412	\$260,497	\$294,045
2029 Owner Occupied Housing Units by Value			
Total	1,401	2,006	4,876
<\$50,000	2.6%	2.5%	2.4%
\$50,000 - \$99,999	5.8%	4.7%	3.9%
\$100,000 - \$149,999	16.3%	13.1%	10.0%
\$150,000 - \$199,999	20.9%	18.5%	15.7%
\$200,000 - \$249,999	14.2%	13.7%	14.0%
\$250,000 - \$299,999	14.1%	14.3%	14.4%
\$300,000 - \$399,999	12.3%	17.6%	19.6%
\$400,000 - \$499,999	8.6%	9.8%	11.1%
\$500,000 - \$749,999	3.4%	4.3%	6.2%
\$750,000 - \$999,999	1.0%	0.9%	1.1%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.9%
Average Home Value	\$253,485	\$272,009	\$309,895

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income			
2024	\$56,187	\$59,732	\$65,644
2029	\$63,407	\$68,764	\$76,882
Median Home Value			
2024	\$204,327	\$227,568	\$247,808
2029	\$215,201	\$240,909	\$263,727
Per Capita Income			
2024	\$31,154	\$32,344	\$33,933
2029	\$35,859	\$37,283	\$39,241
Median Age			
2010	41.2	41.2	41.8
2020	43.4	44.1	45.0
2024	43.7	44.3	44.9
2029	45.2	45.5	45.9
2020 Population by Age			
Total	5,148	6,885	14,502
0 - 4	5.1%	4.9%	5.1%
5 - 9	6.1%	5.9%	5.7%
10 - 14	6.8%	6.9%	6.8%
15 - 24	10.8%	11.1%	10.7%
25 - 34	11.0%	10.4%	10.1%
35 - 44	11.9%	11.7%	11.6%
45 - 54	10.4%	11.1%	12.3%
55 - 64	14.3%	15.0%	16.5%
65 - 74	11.9%	12.3%	12.5%
75 - 84	7.9%	7.5%	6.7%
85 +	3.7%	3.1%	2.1%
18 +	77.8%	77.9%	78.2%
2024 Population by Age			
Total	5,150	6,862	14,574
0 - 4	5.1%	5.0%	5.1%
5 - 9	5.9%	5.8%	6.1%
10 - 14	6.0%	6.0%	5.9%
15 - 24	11.7%	11.9%	11.5%
25 - 34	11.1%	10.7%	9.8%
35 - 44	11.8%	11.5%	11.7%
45 - 54	10.5%	11.0%	11.8%
55 - 64	12.6%	13.2%	14.4%
65 - 74	13.1%	13.6%	14.0%
75 - 84	8.3%	8.0%	7.2%
85 +	3.9%	3.4%	2.4%
18 +	78.7%	78.9%	78.9%
2029 Population by Age			
Total	5,137	6,826	14,577
0 - 4	5.0%	4.9%	5.0%
5 - 9	5.4%	5.3%	5.6%
10 - 14	5.5%	5.6%	6.0%
15 - 24	11.0%	10.9%	10.3%
25 - 34	12.0%	11.9%	10.9%
35 - 44	10.8%	10.6%	11.1%
45 - 54	11.4%	11.6%	12.1%
55 - 64	11.3%	12.0%	12.8%
65 - 74	13.4%	13.7%	14.6%
75 - 84	9.6%	9.4%	8.7%
85 +	4.5%	4.0%	3.0%
18 +	80.4%	80.5%	80.0%
2020 Population by Sex			

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Males	2,467	3,344	7,293
Females	2,681	3,541	7,209
2024 Population by Sex			
Males	2,494	3,368	7,394
Females	2,657	3,492	7,182
2029 Population by Sex			
Males	2,464	3,322	7,312
Females	2,671	3,503	7,265
2010 Population by Race/Ethnicity			
Total	4,979	6,765	14,563
White Alone	96.4%	96.6%	97.0%
Black Alone	0.6%	0.5%	0.4%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	0.3%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	1.9%	1.8%	1.6%
Hispanic Origin	1.8%	1.6%	1.4%
Diversity Index	10.4	9.6	8.4
2020 Population by Race/Ethnicity			
Total	5,148	6,885	14,502
White Alone	93.5%	93.6%	93.9%
Black Alone	0.6%	0.6%	0.4%
American Indian Alone	0.9%	0.9%	0.8%
Asian Alone	0.5%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	4.3%	4.1%	4.0%
Hispanic Origin	1.7%	1.7%	1.5%
Diversity Index	15.3	15.1	14.2
2024 Population by Race/Ethnicity			
Total	5,152	6,861	14,575
White Alone	93.0%	93.0%	93.4%
Black Alone	0.7%	0.7%	0.5%
American Indian Alone	0.9%	0.9%	0.8%
Asian Alone	0.7%	0.8%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.2%	0.3%
Two or More Races	4.5%	4.3%	4.3%
Hispanic Origin	2.1%	2.0%	1.8%
Diversity Index	16.9	16.7	15.7
2029 Population by Race/Ethnicity			
Total	5,137	6,826	14,576
White Alone	92.4%	92.5%	92.8%
Black Alone	0.7%	0.8%	0.5%
American Indian Alone	0.9%	0.9%	0.8%
Asian Alone	0.8%	0.9%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.3%
Two or More Races	4.9%	4.7%	4.7%
Hispanic Origin	2.3%	2.3%	2.0%
Diversity Index	18.2	18.1	17.0

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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2020 Population by Relationship and Household Type			
Total	5,148	6,885	14,502
In Households	95.4%	96.0%	97.9%
Householder	41.3%	40.8%	40.4%
Opposite-Sex Spouse	17.1%	18.3%	20.0%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	4.0%	3.8%	3.8%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	23.6%	23.5%	23.5%
Adopted Child	0.7%	0.8%	0.8%
Stepchild	1.6%	1.6%	1.6%
Grandchild	1.9%	2.0%	2.1%
Brother or Sister	0.6%	0.6%	0.6%
Parent	0.7%	0.7%	0.7%
Parent-in-law	0.1%	0.1%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	0.6%	0.6%	0.7%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.6%	2.7%	2.7%
In Group Quarters	4.6%	4.0%	2.1%
Institutionalized	2.8%	2.1%	1.0%
Noninstitutionalized	1.9%	1.9%	1.1%
2024 Population 25+ by Educational Attainment			
Total	3,672	4,892	10,418
Less than 9th Grade	3.5%	2.9%	2.3%
9th - 12th Grade, No Diploma	3.0%	3.6%	5.2%
High School Graduate	32.6%	33.5%	34.6%
GED/Alternative Credential	9.2%	8.0%	6.8%
Some College, No Degree	23.9%	23.6%	23.6%
Associate Degree	9.6%	10.3%	11.7%
Bachelor's Degree	10.7%	10.8%	9.9%
Graduate/Professional Degree	7.5%	7.4%	5.9%
2024 Population 15+ by Marital Status			
Total	4,277	5,710	12,090
Never Married	27.0%	25.5%	26.2%
Married	50.2%	53.3%	54.6%
Widowed	10.1%	9.1%	7.1%
Divorced	12.7%	12.1%	12.0%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,402	3,251	7,194
Population 16+ Employed	98.2%	97.9%	97.7%
Population 16+ Unemployment rate	1.8%	2.1%	2.3%
Population 16-24 Employed	17.0%	16.6%	14.8%
Population 16-24 Unemployment rate	5.2%	5.4%	5.0%
Population 25-54 Employed	58.7%	58.5%	58.4%
Population 25-54 Unemployment rate	1.2%	1.5%	2.0%
Population 55-64 Employed	15.8%	16.4%	18.0%
Population 55-64 Unemployment rate	1.3%	1.5%	1.8%
Population 65+ Employed	8.4%	8.4%	8.7%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%

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2024 Employed Population 16+ by Industry			
Total	2,358	3,184	7,032
Agriculture/Mining	1.2%	1.4%	2.1%
Construction	9.4%	11.1%	14.2%
Manufacturing	12.0%	12.2%	12.1%
Wholesale Trade	0.4%	0.7%	1.5%
Retail Trade	10.1%	10.3%	9.7%
Transportation/Utilities	4.6%	4.8%	5.8%
Information	1.7%	1.5%	1.1%
Finance/Insurance/Real Estate	2.9%	3.4%	3.4%
Services	53.1%	50.2%	45.3%
Public Administration	4.5%	4.5%	4.8%
2024 Employed Population 16+ by Occupation			
Total	2,359	3,185	7,031
White Collar	45.6%	47.9%	46.2%
Management/Business/Financial	10.0%	10.9%	11.6%
Professional	22.4%	22.9%	19.2%
Sales	7.2%	7.4%	6.9%
Administrative Support	6.1%	6.7%	8.5%
Services	24.6%	22.0%	19.5%
Blue Collar	29.8%	30.1%	34.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.3%
Construction/Extraction	9.7%	10.8%	12.4%
Installation/Maintenance/Repair	2.7%	3.0%	3.9%
Production	10.1%	9.4%	9.2%
Transportation/Material Moving	7.3%	6.9%	8.5%
2020 Households by Type			
Total	2,066	2,756	5,807
Married Couple Households	41.4%	45.1%	49.6%
With Own Children <18	14.0%	14.6%	15.5%
Without Own Children <18	27.3%	30.5%	34.1%
Cohabiting Couple Households	9.9%	9.7%	9.7%
With Own Children <18	3.7%	3.6%	3.4%
Without Own Children <18	6.1%	6.1%	6.3%
Male Householder, No Spouse/Partner	18.8%	19.0%	20.4%
Living Alone	14.4%	14.4%	15.2%
65 Years and over	5.6%	5.5%	5.5%
With Own Children <18	1.1%	1.2%	1.3%
Without Own Children <18, With Relatives	2.6%	2.6%	2.8%
No Relatives Present	0.8%	0.8%	1.1%
Female Householder, No Spouse/Partner	30.0%	26.2%	20.2%
Living Alone	20.4%	17.5%	12.7%
65 Years and over	12.3%	10.4%	7.4%
With Own Children <18	5.0%	4.3%	3.3%
Without Own Children <18, With Relatives	4.3%	4.0%	3.7%
No Relatives Present	0.3%	0.4%	0.5%
2020 Households by Size			
Total	2,066	2,756	5,807
1 Person Household	34.7%	31.9%	28.0%
2 Person Household	35.3%	37.0%	38.8%
3 Person Household	11.8%	12.5%	13.5%
4 Person Household	9.9%	10.0%	10.2%
5 Person Household	5.2%	5.4%	5.9%
6 Person Household	2.1%	2.1%	2.5%
7 + Person Household	1.0%	1.1%	1.3%

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2020 Households by Tenure and Mortgage Status			
Total	2,066	2,756	5,807
Owner Occupied	65.4%	70.5%	80.1%
Owned with a Mortgage/Loan	43.5%	46.9%	52.7%
Owned Free and Clear	21.9%	23.6%	27.4%
Renter Occupied	34.6%	29.5%	19.9%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	106	101	102
Percent of Income for Mortgage	22.8%	23.8%	23.6%
Wealth Index	54	61	68
2020 Housing Units By Urban/ Rural Status			
Total	2,260	3,034	6,778
Urban Housing Units	0.0%	0.0%	0.0%
Rural Housing Units	100.0%	100.0%	100.0%
2020 Population By Urban/ Rural Status			
Total	5,148	6,885	14,502
Urban Population	0.0%	0.0%	0.0%
Rural Population	100.0%	100.0%	100.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Heartland Communities (6F)	Heartland Communities (6F)	Salt of the Earth (6B)
2.	Down the Road (10D)	Salt of the Earth (6B)	The Great Outdoors (6C)
3.	Salt of the Earth (6B)	Down the Road (10D)	Heartland Communities (6F)
2024 Consumer Spending			
Apparel & Services: Total \$	\$3,173,652	\$4,435,025	\$9,768,431
Average Spent	\$1,512.70	\$1,587.91	\$1,645.35
Spending Potential Index	64	67	69
Education: Total \$	\$2,233,097	\$3,198,850	\$7,083,467
Average Spent	\$1,064.39	\$1,145.31	\$1,193.11
Spending Potential Index	62	66	69
Entertainment/Recreation: Total \$	\$5,751,950	\$8,101,365	\$18,788,228
Average Spent	\$2,741.63	\$2,900.60	\$3,164.60
Spending Potential Index	67	71	77
Food at Home: Total \$	\$10,225,530	\$14,226,624	\$32,137,503
Average Spent	\$4,873.94	\$5,093.67	\$5,413.09
Spending Potential Index	67	70	74
Food Away from Home: Total \$	\$5,211,659	\$7,296,490	\$16,092,104
Average Spent	\$2,484.11	\$2,612.42	\$2,710.48
Spending Potential Index	64	67	70
Health Care: Total \$	\$11,778,644	\$16,520,000	\$38,930,171
Average Spent	\$5,614.22	\$5,914.79	\$6,557.21
Spending Potential Index	73	77	85
HH Furnishings & Equipment: Total \$	\$4,416,689	\$6,214,345	\$14,123,104
Average Spent	\$2,105.19	\$2,224.97	\$2,378.83
Spending Potential Index	67	70	75
Personal Care Products & Services: Total \$	\$1,309,561	\$1,834,646	\$3,988,806
Average Spent	\$624.19	\$656.87	\$671.86
Spending Potential Index	63	66	67
Shelter: Total \$	\$34,759,965	\$48,815,901	\$108,057,999
Average Spent	\$16,568.14	\$17,477.95	\$18,200.77
Spending Potential Index	62	66	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,131,636	\$7,234,371	\$16,598,506
Average Spent	\$2,445.97	\$2,590.18	\$2,795.77
Spending Potential Index	70	74	80
Travel: Total \$	\$4,057,240	\$5,760,768	\$13,211,538
Average Spent	\$1,933.86	\$2,062.57	\$2,225.29
Spending Potential Index	64	68	73
Vehicle Maintenance & Repairs: Total \$	\$2,132,122	\$2,972,734	\$6,843,297
Average Spent	\$1,016.26	\$1,064.35	\$1,152.65
Spending Potential Index	69	72	78

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.