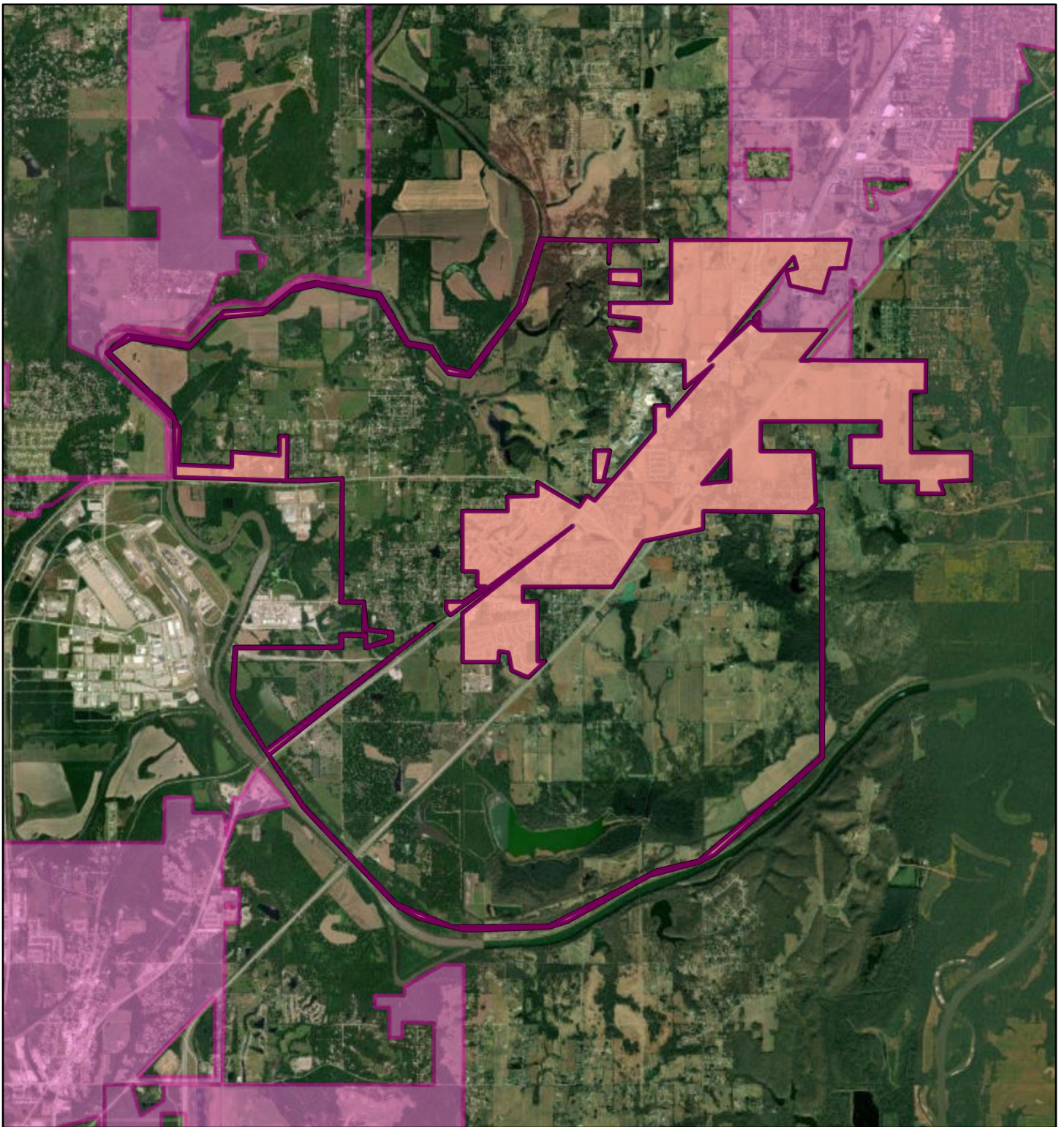


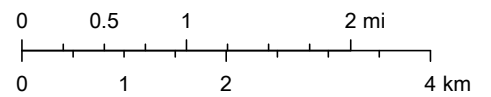
# Verdigris Map



12/17/2022

 EDO Boundary

1:91,691



Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



# Executive Summary

Verdigris town, OK (4077050)  
Verdigris town, OK (4077050)  
Geography: Place

Prepared by Esri

Verdigris tow...

## Population

2010 Population	4,115
2020 Population	5,256
2022 Population	5,246
2027 Population	5,216
2010-2020 Annual Rate	2.48%
2020-2022 Annual Rate	-0.08%
2022-2027 Annual Rate	-0.11%
2022 Male Population	49.7%
2022 Female Population	50.3%
2022 Median Age	41.3

In the identified area, the current year population is 5,246. In 2020, the Census count in the area was 5,256. The rate of change since 2020 was -0.08% annually. The five-year projection for the population in the area is 5,216 representing a change of -0.11% annually from 2022 to 2027. Currently, the population is 49.7% male and 50.3% female.

## Median Age

The median age in this area is 41.3, compared to U.S. median age of 38.9.

## Race and Ethnicity

2022 White Alone	66.1%
2022 Black Alone	0.7%
2022 American Indian/Alaska Native Alone	12.8%
2022 Asian Alone	1.0%
2022 Pacific Islander Alone	0.0%
2022 Other Race	2.6%
2022 Two or More Races	16.7%
2022 Hispanic Origin (Any Race)	7.1%

Persons of Hispanic origin represent 7.1% of the population in the identified area compared to 19.0% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 58.2 in the identified area, compared to 71.6 for the U.S. as a whole.

## Households

2022 Wealth Index	85
2010 Households	1,501
2020 Households	1,818
2022 Households	1,812
2027 Households	1,800
2010-2020 Annual Rate	1.93%
2020-2022 Annual Rate	-0.15%
2022-2027 Annual Rate	-0.13%
2022 Average Household Size	2.85

The household count in this area has changed from 1,818 in 2020 to 1,812 in the current year, a change of -0.15% annually. The five-year projection of households is 1,800, a change of -0.13% annually from the current year total. Average household size is currently 2.85, compared to 2.89 in the year 2020. The number of families in the current year is 1,413 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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



# Executive Summary

Verdigris town, OK (4077050)  
Verdigris town, OK (4077050)  
Geography: Place

Prepared by Esri

Verdigris tow...

## Mortgage Income

2022 Percent of Income for Mortgage 14.5%

## Median Household Income

2022 Median Household Income \$68,938

2027 Median Household Income \$84,595

2022-2027 Annual Rate 4.18%

## Average Household Income

2022 Average Household Income \$94,917

2027 Average Household Income \$110,028

2022-2027 Annual Rate 3.00%

## Per Capita Income

2022 Per Capita Income \$32,833

2027 Per Capita Income \$37,970

2022-2027 Annual Rate 2.95%

## Households by Income

Current median household income is \$68,938 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$84,595 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$94,917 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$110,028 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$32,833 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$37,970 in five years, compared to \$47,064 for all U.S. households

## Housing

2022 Housing Affordability Index 178

2010 Total Housing Units 1,634

2010 Owner Occupied Housing Units 1,320

2010 Renter Occupied Housing Units 182

2010 Vacant Housing Units 133

2020 Total Housing Units 1,919

2020 Vacant Housing Units 101

2022 Total Housing Units 1,921

2022 Owner Occupied Housing Units 1,584

2022 Renter Occupied Housing Units 228

2022 Vacant Housing Units 109

2027 Total Housing Units 1,921

2027 Owner Occupied Housing Units 1,582

2027 Renter Occupied Housing Units 218

2027 Vacant Housing Units 121

Currently, 82.5% of the 1,921 housing units in the area are owner occupied; 11.9%, renter occupied; and 5.7% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 1,919 housing units in the area and 5.3% vacant housing units. The annual rate of change in housing units since 2020 is 0.05%. Median home value in the area is \$189,789, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 2.10% annually to \$210,543.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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



# Retail Market Potential

Verdigris town, OK (4077050)  
 Verdigris town, OK (4077050)  
 Geography: Place

Prepared by Esri

<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>
Population		5,246	5,216
Population 18+		4,091	4,104
Households		1,812	1,800
Median Household Income		\$68,938	\$84,595

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults or HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	2,374	58.0%	106
Bought any women's clothing in last 12 months	2,015	49.3%	101
Bought any shoes in last 12 months	2,975	72.7%	101
Bought any fine jewelry in last 12 months	799	19.5%	102
Bought a watch in last 12 months	567	13.9%	97
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,721	95.0%	106
HH bought/leased new vehicle last 12 months	193	10.7%	111
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	3,833	93.7%	106
Bought/changed motor oil in last 12 months	2,209	54.0%	113
Had tune-up in last 12 months	1,035	25.3%	103
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	1,591	38.9%	99
Drank beer/ale in last 6 months	1,694	41.4%	102
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	430	10.5%	107
Own digital SLR camera/camcorder	405	9.9%	101
Printed digital photos in last 12 months	1,098	26.8%	106
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,220	29.8%	91
Have a smartphone	3,767	92.1%	100
Have a smartphone: Android phone (any brand)	1,716	41.9%	105
Have a smartphone: Apple iPhone	2,100	51.3%	97
Number of cell phones in household: 1	472	26.0%	85
Number of cell phones in household: 2	751	41.4%	108
Number of cell phones in household: 3+	559	30.8%	106
HH has cell phone only (no landline telephone)	1,202	66.3%	99
<b>Computers (Households)</b>			
HH owns a computer	1,457	80.4%	99
HH owns desktop computer	698	38.5%	102
HH owns laptop/notebook	1,180	65.1%	99
HH owns any Apple/Mac brand computer	328	18.1%	81
HH owns any PC/non-Apple brand computer	1,249	68.9%	104
HH purchased most recent computer in a store	710	39.2%	106
HH purchased most recent computer online	388	21.4%	95
HH spent \$1-\$499 on most recent home computer	305	16.8%	109
HH spent \$500-\$999 on most recent home computer	361	19.9%	105
HH spent \$1,000-\$1,499 on most recent home computer	208	11.5%	96
HH spent \$1,500-\$1,999 on most recent home computer	86	4.7%	91
HH spent \$2,000+ on most recent home computer	70	3.9%	82

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



# Retail Market Potential

Verdigris town, OK (4077050)  
 Verdigris town, OK (4077050)  
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	2,735	66.9%	107
Bought brewed coffee at convenience store in last 30 days	533	13.0%	105
Bought cigarettes at convenience store in last 30 days	335	8.2%	114
Bought gas at convenience store in last 30 days	1,858	45.4%	120
Spent at convenience store in last 30 days: \$1-19	314	7.7%	101
Spent at convenience store in last 30 days: \$20-\$39	467	11.4%	111
Spent at convenience store in last 30 days: \$40-\$50	374	9.1%	107
Spent at convenience store in last 30 days: \$51-\$99	245	6.0%	99
Spent at convenience store in last 30 days: \$100+	977	23.9%	117
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,939	47.4%	99
Went to live theater in last 12 months	401	9.8%	97
Went to a bar/night club in last 12 months	699	17.1%	101
Dined out in last 12 months	2,215	54.1%	107
Gambled at a casino in last 12 months	444	10.9%	95
Visited a theme park in last 12 months	559	13.7%	95
Viewed movie (video-on-demand) in last 30 days	516	12.6%	98
Viewed TV show (video-on-demand) in last 30 days	329	8.0%	95
Watched any pay-per-view TV in last 12 months	272	6.6%	103
Downloaded a movie over the Internet in last 30 days	272	6.6%	87
Downloaded any individual song in last 6 months	797	19.5%	99
Used internet to watch a movie online in the last 30 days	1,143	27.9%	82
Used internet to watch a TV program online in last 30 days	771	18.8%	86
Played a video/electronic game (console) in last 12 months	434	10.6%	90
Played a video/electronic game (portable) in last 12 months	187	4.6%	77
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,743	42.6%	118
Used ATM/cash machine in last 12 months	2,425	59.3%	98
Own any stock	532	13.0%	108
Own U.S. savings bond	273	6.7%	108
Own shares in mutual fund (stock)	513	12.5%	112
Own shares in mutual fund (bonds)	330	8.1%	115
Have interest checking account	1,627	39.8%	113
Have non-interest checking account	1,548	37.8%	107
Have savings account	2,946	72.0%	105
Have 401K retirement savings plan	957	23.4%	107
Own/used any credit/debit card in last 12 months	3,733	91.2%	103
Avg monthly credit card expenditures: \$1-110	467	11.4%	95
Avg monthly credit card expenditures: \$111-\$225	313	7.7%	97
Avg monthly credit card expenditures: \$226-\$450	300	7.3%	83
Avg monthly credit card expenditures: \$451-\$700	372	9.1%	113
Avg monthly credit card expenditures: \$701-\$1,000	334	8.2%	109
Avg monthly credit card expenditures: \$1001-2000	433	10.6%	106
Avg monthly credit card expenditures: \$2001+	386	9.4%	106
Did banking online in last 12 months	2,251	55.0%	104
Did banking on mobile device in last 12 months	1,662	40.6%	97

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



# Retail Market Potential

Verdigris town, OK (4077050)  
 Verdigris town, OK (4077050)  
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	1,740	96.0%	102
HH used chicken (fresh or frozen) in last 6 months	1,319	72.8%	106
HH used turkey (fresh or frozen) in last 6 months	297	16.4%	113
HH used fish/seafood (fresh or frozen) in last 6 months	1,033	57.0%	98
HH used fresh fruit/vegetables in last 6 months	1,585	87.5%	100
HH used fresh milk in last 6 months	1,575	86.9%	105
HH used organic food in last 6 months	354	19.5%	78
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,581	38.6%	95
Exercise at club 2+ times per week	521	12.7%	93
Visited a doctor in last 12 months	3,386	82.8%	104
Used vitamin/dietary supplement in last 6 months	2,529	61.8%	102
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	747	41.2%	120
HH used any maid/professional cleaning service in last 12 months	353	19.5%	95
HH purchased low ticket HH furnishings in last 12 months	424	23.4%	108
HH purchased big ticket HH furnishings in last 12 months	464	25.6%	98
HH bought any small kitchen appliance in last 12 months	462	25.5%	100
HH bought any large kitchen appliance in last 12 months	307	16.9%	109
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,238	54.7%	113
Carry medical/hospital/accident insurance	3,494	85.4%	105
Carry homeowner/personal property insurance	2,848	69.6%	123
Carry renter's insurance	306	7.5%	70
HH has auto insurance: 1 vehicle in household covered	431	23.8%	81
HH has auto insurance: 2 vehicles in household covered	616	34.0%	110
HH has auto insurance: 3+ vehicles in household covered	603	33.3%	134
<b>Pets (Households)</b>			
Household owns any pet	1,195	65.9%	126
Household owns any cat	579	32.0%	139
Household owns any dog	954	52.6%	133
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	1,734	42.4%	120
Buy based on quality not price	666	16.3%	95
Buy on credit rather than wait	465	11.4%	86
Only use coupons brands: usually buy	564	13.8%	101
Will pay more for environmentally safe products	455	11.1%	81
Buy based on price not brands	1,209	29.6%	103
Am interested in how to help the environment	690	16.9%	82
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	705	17.2%	99
Bought hardcover book in last 12 months	1,024	25.0%	103
Bought paperback book in last 12 month	1,336	32.7%	105
Read any daily newspaper (paper version)	550	13.4%	87
Read any digital newspaper in last 30 days	1,765	43.1%	87
Read any magazine (paper/electronic version) in last 6 months	3,586	87.7%	99

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



# Retail Market Potential

Verdigris town, OK (4077050)  
 Verdigris town, OK (4077050)  
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	2,856	69.8%	104
Went to family restaurant/steak house: 4+ times a month	903	22.1%	106
Went to fast food/drive-in restaurant in last 6 months	3,789	92.6%	102
Went to fast food/drive-in restaurant 9+ times/month	1,582	38.7%	102
Fast food restaurant last 6 months: eat in	1,028	25.1%	111
Fast food restaurant last 6 months: home delivery	376	9.2%	79
Fast food restaurant last 6 months: take-out/drive-thru	2,563	62.6%	112
Fast food restaurant last 6 months: take-out/walk-in	745	18.2%	85
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	2,361	57.7%	103
Own any e-reader	462	11.3%	92
Own e-reader/tablet: iPad	1,379	33.7%	97
HH has Internet connectable TV	815	45.0%	105
Own any portable MP3 player	573	14.0%	102
HH owns 1 TV	275	15.2%	77
HH owns 2 TVs	474	26.2%	95
HH owns 3 TVs	444	24.5%	111
HH owns 4+ TVs	469	25.9%	125
HH subscribes to cable TV	519	28.6%	77
HH subscribes to fiber optic	50	2.8%	51
HH owns portable GPS navigation device	467	25.8%	125
HH purchased video game system in last 12 months	101	5.6%	72
HH owns any Internet video device for TV	808	44.6%	98
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	2,356	57.6%	108
Took 3+ domestic non-business trips in last 12 months	634	15.5%	123
Spent on domestic vacations in last 12 months: \$1-999	591	14.4%	115
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	236	5.8%	93
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	151	3.7%	98
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	165	4.0%	107
Spent on domestic vacations in last 12 months: \$3,000+	313	7.7%	120
Domestic travel in last 12 months: used general travel website	228	5.6%	94
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,188	29.0%	87
Took 3+ foreign trips by plane in last 3 years	215	5.3%	66
Spent on foreign vacations in last 12 months: \$1-999	273	6.7%	92
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	130	3.2%	82
Spent on foreign vacations in last 12 months: \$3,000+	217	5.3%	88
Foreign travel in last 3 years: used general travel website	221	5.4%	83
Nights spent in hotel/motel in last 12 months: any	1,999	48.9%	108
Took cruise of more than one day in last 3 years	497	12.1%	113
Member of any frequent flyer program	911	22.3%	90
Member of any hotel rewards program	1,155	28.2%	109

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



# Business Summary

Verdigris town, OK (4077050)  
 Verdigris town, OK (4077050)  
 Geography: Place

Prepared by Esri

Data for all businesses in area		Verdigris tow...			
Total Businesses:		79			
Total Employees:		648			
Total Residential Population:		5,246			
Employee/Residential Population Ratio (per 100 Residents)		12			
by SIC Codes	Businesses		Employees		
	Number	Percent	Number	Percent	
Agriculture & Mining	4	5.1%	6	0.9%	
Construction	10	12.7%	26	4.0%	
Manufacturing	0	0.0%	0	0.0%	
Transportation	1	1.3%	4	0.6%	
Communication	0	0.0%	0	0.0%	
Utility	1	1.3%	7	1.1%	
Wholesale Trade	4	5.1%	47	7.3%	
Retail Trade Summary	15	19.0%	83	12.8%	
Home Improvement	2	2.5%	8	1.2%	
General Merchandise Stores	1	1.3%	7	1.1%	
Food Stores	3	3.8%	24	3.7%	
Auto Dealers, Gas Stations, Auto Aftermarket	2	2.5%	5	0.8%	
Apparel & Accessory Stores	1	1.3%	1	0.2%	
Furniture & Home Furnishings	2	2.5%	5	0.8%	
Eating & Drinking Places	2	2.5%	33	5.1%	
Miscellaneous Retail	2	2.5%	0	0.0%	
Finance, Insurance, Real Estate Summary	8	10.1%	95	14.7%	
Banks, Savings & Lending Institutions	3	3.8%	12	1.9%	
Securities Brokers	0	0.0%	0	0.0%	
Insurance Carriers & Agents	0	0.0%	0	0.0%	
Real Estate, Holding, Other Investment Offices	5	6.3%	83	12.8%	
Services Summary	22	27.8%	357	55.1%	
Hotels & Lodging	1	1.3%	10	1.5%	
Automotive Services	4	5.1%	72	11.1%	
Motion Pictures & Amusements	1	1.3%	3	0.5%	
Health Services	3	3.8%	7	1.1%	
Legal Services	0	0.0%	0	0.0%	
Education Institutions & Libraries	3	3.8%	189	29.2%	
Other Services	10	12.7%	76	11.7%	
Government	3	3.8%	20	3.1%	
Unclassified Establishments	11	13.9%	3	0.5%	
Totals	79	100.0%	648	100.0%	

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

December 18, 2022





# Business Summary

Verdigris town, OK (4077050)  
 Verdigris town, OK (4077050)  
 Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	1.3%	2	0.3%
Mining	0	0.0%	0	0.0%
Utilities	1	1.3%	7	1.1%
Construction	10	12.7%	26	4.0%
Manufacturing	1	1.3%	10	1.5%
Wholesale Trade	3	3.8%	37	5.7%
Retail Trade	12	15.2%	47	7.3%
Motor Vehicle & Parts Dealers	2	2.5%	5	0.8%
Furniture & Home Furnishings Stores	1	1.3%	1	0.2%
Electronics & Appliance Stores	1	1.3%	4	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	2	2.5%	8	1.2%
Food & Beverage Stores	2	2.5%	21	3.2%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	1	1.3%	1	0.2%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	1.3%	7	1.1%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	2	2.5%	0	0.0%
Transportation & Warehousing	0	0.0%	0	0.0%
Information	1	1.3%	1	0.2%
Finance & Insurance	4	5.1%	14	2.2%
Central Bank/Credit Intermediation & Related Activities	3	3.8%	12	1.9%
Securities, Commodity Contracts & Other Financial	1	1.3%	2	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	6	7.6%	88	13.6%
Professional, Scientific & Tech Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	4	5.1%	10	1.5%
Educational Services	3	3.8%	189	29.2%
Health Care & Social Assistance	6	7.6%	64	9.9%
Arts, Entertainment & Recreation	1	1.3%	3	0.5%
Accommodation & Food Services	4	5.1%	46	7.1%
Accommodation	1	1.3%	10	1.5%
Food Services & Drinking Places	3	3.8%	36	5.6%
Other Services (except Public Administration)	8	10.1%	81	12.5%
Automotive Repair & Maintenance	3	3.8%	69	10.6%
Public Administration	3	3.8%	20	3.1%
Unclassified Establishments	11	13.9%	3	0.5%
<b>Total</b>	<b>79</b>	<b>100.0%</b>	<b>648</b>	<b>100.0%</b>

**Source:** Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

December 18, 2022