

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 30.3393/-95.6945

| Montgomery Retail Trade Area ONLY | | Trade Area |
|--|-----------|------------|
| Population | | |
| Estimated Population (2023) | 67,596 | |
| Projected Population (2028) | 76,926 | |
| Census Population (2020) | 62,267 | |
| Census Population (2010) | 40,713 | |
| Projected Annual Growth (2023-2028) | 9,330 | 2.8% |
| Historical Annual Growth (2020-2023) | 5,329 | 2.9% |
| Historical Annual Growth (2010-2020) | 21,553 | 5.3% |
| Estimated Population Density (2023) | 246 | psm |
| Trade Area Size | 274.9 | sq mi |
| Households | | |
| Estimated Households (2023) | 25,925 | |
| Projected Households (2028) | 30,045 | |
| Census Households (2020) | 23,592 | |
| Census Households (2010) | 15,772 | |
| Projected Annual Growth (2023-2028) | 4,119 | 3.2% |
| Historical Annual Change (2010-2023) | 10,153 | 5.0% |
| Average Household Income | | |
| Estimated Average Household Income (2023) | \$143,299 | |
| Projected Average Household Income (2028) | \$131,103 | |
| Census Average Household Income (2010) | \$91,258 | |
| Census Average Household Income (2000) | \$77,776 | |
| Projected Annual Change (2023-2028) | -\$12,196 | -1.7% |
| Historical Annual Change (2000-2023) | \$65,523 | 3.7% |
| Median Household Income | | |
| Estimated Median Household Income (2023) | \$117,746 | |
| Projected Median Household Income (2028) | \$120,204 | |
| Census Median Household Income (2010) | \$72,775 | |
| Census Median Household Income (2000) | \$57,001 | |
| Projected Annual Change (2023-2028) | \$2,458 | 0.4% |
| Historical Annual Change (2000-2023) | \$60,745 | 4.6% |
| Per Capita Income | | |
| Estimated Per Capita Income (2023) | \$54,965 | |
| Projected Per Capita Income (2028) | \$51,209 | |
| Census Per Capita Income (2010) | \$35,369 | |
| Census Per Capita Income (2000) | \$30,729 | |
| Projected Annual Change (2023-2028) | -\$3,756 | -1.4% |
| Historical Annual Change (2000-2023) | \$24,236 | 3.4% |
| Estimated Average Household Net Worth (2023) | \$890,115 | |

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| Montgomery Retail Trade Area ONLY | | Trade Area |
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| Race and Ethnicity | | |
| Total Population (2023) | 67,596 | |
| White (2023) | 56,260 | 83.2% |
| Black or African American (2023) | 2,418 | 3.6% |
| American Indian or Alaska Native (2023) | 351 | 0.5% |
| Asian (2023) | 1,020 | 1.5% |
| Hawaiian or Pacific Islander (2023) | 52 | - |
| Other Race (2023) | 1,917 | 2.8% |
| Two or More Races (2023) | 5,577 | 8.3% |
| Population < 18 (2023) | 15,263 | 22.6% |
| White Not Hispanic | 10,996 | 72.0% |
| Black or African American | 531 | 3.5% |
| Asian | 190 | 1.2% |
| Other Race Not Hispanic | 551 | 3.6% |
| Hispanic | 2,996 | 19.6% |
| Not Hispanic or Latino Population (2023) | 58,231 | 86.1% |
| Not Hispanic White | 53,452 | 91.8% |
| Not Hispanic Black or African American | 2,351 | 4.0% |
| Not Hispanic American Indian or Alaska Native | 123 | 0.2% |
| Not Hispanic Asian | 995 | 1.7% |
| Not Hispanic Hawaiian or Pacific Islander | 30 | - |
| Not Hispanic Other Race | 58 | - |
| Not Hispanic Two or More Races | 1,222 | 2.1% |
| Hispanic or Latino Population (2023) | 9,365 | 13.9% |
| Hispanic White | 2,808 | 30.0% |
| Hispanic Black or African American | 67 | 0.7% |
| Hispanic American Indian or Alaska Native | 229 | 2.4% |
| Hispanic Asian | 25 | 0.3% |
| Hispanic Hawaiian or Pacific Islander | 22 | 0.2% |
| Hispanic Other Race | 1,859 | 19.8% |
| Hispanic Two or More Races | 4,356 | 46.5% |
| Not Hispanic or Latino Population (2020) | 54,916 | 88.2% |
| Hispanic or Latino Population (2020) | 7,351 | 11.8% |
| Not Hispanic or Latino Population (2010) | 37,282 | 91.6% |
| Hispanic or Latino Population (2010) | 3,432 | 8.4% |
| Not Hispanic or Latino Population (2028) | 66,202 | 86.1% |
| Hispanic or Latino Population (2028) | 10,724 | 13.9% |
| Projected Annual Growth (2023-2028) | 1,359 | 2.9% |
| Historical Annual Growth (2010-2020) | 3,919 | 11.4% |

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| Montgomery Retail Trade Area ONLY | | Trade Area | |
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| Total Age Distribution (2023) | | | |
| Total Population | 67,596 | | |
| Age Under 5 Years | 3,036 | 4.5% | |
| Age 5 to 9 Years | 4,330 | 6.4% | |
| Age 10 to 14 Years | 4,913 | 7.3% | |
| Age 15 to 19 Years | 4,236 | 6.3% | |
| Age 20 to 24 Years | 2,583 | 3.8% | |
| Age 25 to 29 Years | 2,673 | 4.0% | |
| Age 30 to 34 Years | 3,459 | 5.1% | |
| Age 35 to 39 Years | 4,327 | 6.4% | |
| Age 40 to 44 Years | 4,331 | 6.4% | |
| Age 45 to 49 Years | 4,447 | 6.6% | |
| Age 50 to 54 Years | 4,673 | 6.9% | |
| Age 55 to 59 Years | 4,875 | 7.2% | |
| Age 60 to 64 Years | 5,822 | 8.6% | |
| Age 65 to 69 Years | 5,203 | 7.7% | |
| Age 70 to 74 Years | 4,304 | 6.4% | |
| Age 75 to 79 Years | 2,363 | 3.5% | |
| Age 80 to 84 Years | 1,206 | 1.8% | |
| Age 85 Years or Over | 814 | 1.2% | |
| Median Age | 44.0 | | |
| Age 19 Years or Less | 16,515 | 24.4% | |
| Age 20 to 64 Years | 37,190 | 55.0% | |
| Age 65 Years or Over | 13,890 | 20.5% | |
| Female Age Distribution (2023) | | | |
| Female Population | 33,754 | 49.9% | |
| Age Under 5 Years | 1,481 | 4.4% | |
| Age 5 to 9 Years | 2,134 | 6.3% | |
| Age 10 to 14 Years | 2,357 | 7.0% | |
| Age 15 to 19 Years | 2,037 | 6.0% | |
| Age 20 to 24 Years | 1,271 | 3.8% | |
| Age 25 to 29 Years | 1,365 | 4.0% | |
| Age 30 to 34 Years | 1,709 | 5.1% | |
| Age 35 to 39 Years | 2,263 | 6.7% | |
| Age 40 to 44 Years | 2,263 | 6.7% | |
| Age 45 to 49 Years | 2,281 | 6.8% | |
| Age 50 to 54 Years | 2,265 | 6.7% | |
| Age 55 to 59 Years | 2,551 | 7.6% | |
| Age 60 to 64 Years | 2,899 | 8.6% | |
| Age 65 to 69 Years | 2,701 | 8.0% | |
| Age 70 to 74 Years | 2,006 | 5.9% | |
| Age 75 to 79 Years | 1,119 | 3.3% | |
| Age 80 to 84 Years | 584 | 1.7% | |
| Age 85 Years or Over | 468 | 1.4% | |
| Female Median Age | 44.2 | | |
| Age 19 Years or Less | 8,009 | 23.7% | |
| Age 20 to 64 Years | 18,866 | 55.9% | |
| Age 65 Years or Over | 6,878 | 20.4% | |

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| Male Age Distribution (2023) | | | | |
| Male Population | | | 33,842 | 50.1% |
| Age Under 5 Years | | | 1,555 | 4.6% |
| Age 5 to 9 Years | | | 2,196 | 6.5% |
| Age 10 to 14 Years | | | 2,556 | 7.6% |
| Age 15 to 19 Years | | | 2,199 | 6.5% |
| Age 20 to 24 Years | | | 1,312 | 3.9% |
| Age 25 to 29 Years | | | 1,308 | 3.9% |
| Age 30 to 34 Years | | | 1,750 | 5.2% |
| Age 35 to 39 Years | | | 2,063 | 6.1% |
| Age 40 to 44 Years | | | 2,069 | 6.1% |
| Age 45 to 49 Years | | | 2,166 | 6.4% |
| Age 50 to 54 Years | | | 2,408 | 7.1% |
| Age 55 to 59 Years | | | 2,324 | 6.9% |
| Age 60 to 64 Years | | | 2,923 | 8.6% |
| Age 65 to 69 Years | | | 2,502 | 7.4% |
| Age 70 to 74 Years | | | 2,298 | 6.8% |
| Age 75 to 79 Years | | | 1,244 | 3.7% |
| Age 80 to 84 Years | | | 622 | 1.8% |
| Age 85 Years or Over | | | 346 | 1.0% |
| Male Median Age | | | 43.9 | |
| Age 19 Years or Less | | | 8,506 | 25.1% |
| Age 20 to 64 Years | | | 18,324 | 54.1% |
| Age 65 Years or Over | | | 7,012 | 20.7% |
| Males per 100 Females (2023) | | | | |
| Overall Comparison | | | 100 | |
| Age Under 5 Years | | | 105 | 51.2% |
| Age 5 to 9 Years | | | 103 | 50.7% |
| Age 10 to 14 Years | | | 108 | 52.0% |
| Age 15 to 19 Years | | | 108 | 51.9% |
| Age 20 to 24 Years | | | 103 | 50.8% |
| Age 25 to 29 Years | | | 96 | 48.9% |
| Age 30 to 34 Years | | | 102 | 50.6% |
| Age 35 to 39 Years | | | 91 | 47.7% |
| Age 40 to 44 Years | | | 91 | 47.8% |
| Age 45 to 49 Years | | | 95 | 48.7% |
| Age 50 to 54 Years | | | 106 | 51.5% |
| Age 55 to 59 Years | | | 91 | 47.7% |
| Age 60 to 64 Years | | | 101 | 50.2% |
| Age 65 to 69 Years | | | 93 | 48.1% |
| Age 70 to 74 Years | | | 115 | 53.4% |
| Age 75 to 79 Years | | | 111 | 52.6% |
| Age 80 to 84 Years | | | 106 | 51.6% |
| Age 85 Years or Over | | | 74 | 42.5% |
| Age 19 Years or Less | | | 106 | 51.5% |
| Age 20 to 39 Years | | | 97 | 49.3% |
| Age 40 to 64 Years | | | 97 | 49.2% |
| Age 65 Years or Over | | | 102 | 50.5% |

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| Montgomery Retail Trade Area ONLY | | Trade Area | |
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| Household Type (2023) | | | |
| Total Households | 25,925 | | |
| Households with Children | 8,080 | 31.2% | |
| Average Household Size | 2.6 | | |
| Household Density per Square Mile | 94 | | |
| Population Family | 60,759 | 89.9% | |
| Population Non-Family | 6,783 | 10.0% | |
| Population Group Quarters | 54 | - | |
| Family Households | 20,309 | 78.3% | |
| Married Couple Households | 17,370 | 85.5% | |
| Other Family Households with Children | 2,939 | 14.5% | |
| Family Households with Children | 8,067 | 39.7% | |
| Married Couple with Children | 6,216 | 77.1% | |
| Other Family Households with Children | 1,851 | 22.9% | |
| Family Households No Children | 12,241 | 60.3% | |
| Married Couple No Children | 11,154 | 91.1% | |
| Other Family Households No Children | 1,088 | 8.9% | |
| Non-Family Households | 5,617 | 21.7% | |
| Non-Family Households with Children | 13 | 0.2% | |
| Non-Family Households No Children | 5,604 | 99.8% | |
| Average Family Household Size | 3.0 | | |
| Average Family Income | \$163,925 | | |
| Median Family Income | \$139,685 | | |
| Average Non-Family Household Size | 1.2 | | |
| Marital Status (2023) | | | |
| Population Age 15 Years or Over | 55,316 | | |
| Never Married | 10,956 | 19.8% | |
| Currently Married | 35,492 | 64.2% | |
| Previously Married | 8,869 | 16.0% | |
| Separated | 1,531 | 17.3% | |
| Widowed | 2,648 | 29.9% | |
| Divorced | 4,689 | 52.9% | |
| Educational Attainment (2023) | | | |
| Adult Population Age 25 Years or Over | 48,498 | | |
| Elementary (Grade Level 0 to 8) | 883 | 1.8% | |
| Some High School (Grade Level 9 to 11) | 1,735 | 3.6% | |
| High School Graduate | 11,008 | 22.7% | |
| Some College | 10,818 | 22.3% | |
| Associate Degree Only | 3,430 | 7.1% | |
| Bachelor Degree Only | 14,947 | 30.8% | |
| Graduate Degree | 5,677 | 11.7% | |
| Any College (Some College or Higher) | 34,872 | 71.9% | |
| College Degree + (Bachelor Degree or Higher) | 20,624 | 42.5% | |

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| Montgomery Retail Trade Area ONLY | | Trade Area | |
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| Housing | | | |
| Total Housing Units (2023) | 29,888 | | |
| Total Housing Units (2020) | 26,978 | | |
| Historical Annual Growth (2020-2023) | 2,910 | - | |
| Housing Units Occupied (2023) | 25,925 | 86.7% | |
| Housing Units Owner-Occupied | 22,345 | 86.2% | |
| Housing Units Renter-Occupied | 3,580 | 13.8% | |
| Housing Units Vacant (2023) | 3,963 | 13.3% | |
| Household Size (2023) | | | |
| Total Households | 25,925 | | |
| 1 Person Households | 4,728 | 18.2% | |
| 2 Person Households | 11,202 | 43.2% | |
| 3 Person Households | 3,987 | 15.4% | |
| 4 Person Households | 3,701 | 14.3% | |
| 5 Person Households | 1,583 | 6.1% | |
| 6 Person Households | 498 | 1.9% | |
| 7 or More Person Households | 226 | 0.9% | |
| Household Income Distribution (2023) | | | |
| HH Income \$200,000 or More | 6,045 | 23.3% | |
| HH Income \$150,000 to \$199,999 | 3,514 | 13.6% | |
| HH Income \$125,000 to \$149,999 | 2,165 | 8.4% | |
| HH Income \$100,000 to \$124,999 | 2,740 | 10.6% | |
| HH Income \$75,000 to \$99,999 | 2,672 | 10.3% | |
| HH Income \$50,000 to \$74,999 | 3,246 | 12.5% | |
| HH Income \$35,000 to \$49,999 | 1,699 | 6.6% | |
| HH Income \$25,000 to \$34,999 | 1,270 | 4.9% | |
| HH Income \$15,000 to \$24,999 | 794 | 3.1% | |
| HH Income \$10,000 to \$14,999 | 626 | 2.4% | |
| HH Income Under \$10,000 | 1,155 | 4.5% | |
| Household Vehicles (2023) | | | |
| Households 0 Vehicles Available | 1,299 | 5.0% | |
| Households 1 Vehicle Available | 6,186 | 23.9% | |
| Households 2 Vehicles Available | 11,556 | 44.6% | |
| Households 3 or More Vehicles Available | 6,883 | 26.6% | |
| Total Vehicles Available | 52,893 | | |
| Average Vehicles per Household | 2.0 | | |
| Owner-Occupied Household Vehicles | 47,351 | 89.5% | |
| Average Vehicles per Owner-Occupied Household | 2.1 | | |
| Renter-Occupied Household Vehicles | 5,541 | 10.5% | |
| Average Vehicles per Renter-Occupied Household | 1.5 | | |
| Travel Time (2023) | | | |
| Worker Base Age 16 years or Over | 33,076 | | |
| Travel to Work in 14 Minutes or Less | 3,842 | 11.6% | |
| Travel to Work in 15 to 29 Minutes | 8,710 | 26.3% | |
| Travel to Work in 30 to 59 Minutes | 8,769 | 26.5% | |
| Travel to Work in 60 Minutes or More | 5,821 | 17.6% | |
| Work at Home | 5,933 | 17.9% | |
| Average Minutes Travel to Work | 30.6 | | |

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| Transportation To Work (2023) | | | |
| Worker Base Age 16 years or Over | 33,076 | | |
| Drive to Work Alone | 24,221 | 73.2% | |
| Drive to Work in Carpool | 1,903 | 5.8% | |
| Travel to Work by Public Transportation | 470 | 1.4% | |
| Drive to Work on Motorcycle | 10 | - | |
| Bicycle to Work | 7 | - | |
| Walk to Work | 137 | 0.4% | |
| Other Means | 394 | 1.2% | |
| Work at Home | 5,933 | 17.9% | |
| Daytime Demographics (2023) | | | |
| Total Businesses | 2,430 | | |
| Total Employees | 13,397 | | |
| Company Headquarter Businesses | 40 | 1.6% | |
| Company Headquarter Employees | 1,532 | 11.4% | |
| Employee Population per Business | 5.5 | to 1 | |
| Residential Population per Business | 27.8 | to 1 | |
| Adj. Daytime Demographics Age 16 Years or Over | 34,570 | | |
| Labor Force | | | |
| Labor Population Age 16 Years or Over (2023) | 54,308 | | |
| Labor Force Total Males (2023) | 27,019 | 49.8% | |
| Male Civilian Employed | 18,359 | 67.9% | |
| Male Civilian Unemployed | 648 | 2.4% | |
| Males in Armed Forces | 59 | 0.2% | |
| Males Not in Labor Force | 7,953 | 29.4% | |
| Labor Force Total Females (2023) | 27,288 | 50.2% | |
| Female Civilian Employed | 14,717 | 53.9% | |
| Female Civilian Unemployed | 628 | 2.3% | |
| Females in Armed Forces | - | - | |
| Females Not in Labor Force | 11,943 | 43.8% | |
| Unemployment Rate | 1,276 | 2.4% | |
| Occupation (2023) | | | |
| Occupation Population Age 16 Years or Over | 33,076 | | |
| Occupation Total Males | 18,359 | 55.5% | |
| Occupation Total Females | 14,717 | 44.5% | |
| Management, Business, Financial Operations | 7,743 | 23.4% | |
| Professional, Related | 8,216 | 24.8% | |
| Service | 3,852 | 11.6% | |
| Sales, Office | 7,275 | 22.0% | |
| Farming, Fishing, Forestry | 49 | 0.1% | |
| Construction, Extraction, Maintenance | 2,799 | 8.5% | |
| Production, Transport, Material Moving | 3,142 | 9.5% | |
| White Collar Workers | 23,234 | 70.2% | |
| Blue Collar Workers | 9,842 | 29.8% | |

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| Montgomery Retail Trade Area ONLY | | Trade Area |
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| Units In Structure (2023) | | |
| Total Units | 25,925 | |
| 1 Detached Unit | 20,931 | 80.7% |
| 1 Attached Unit | 668 | 2.6% |
| 2 Units | 31 | 0.1% |
| 3 to 4 Units | 95 | 0.4% |
| 5 to 9 Units | 331 | 1.3% |
| 10 to 19 Units | 477 | 1.8% |
| 20 to 49 Units | 382 | 1.5% |
| 50 or More Units | 468 | 1.8% |
| Mobile Home or Trailer | 2,323 | 9.0% |
| Other Structure | 219 | 0.8% |
| Homes Built By Year (2023) | | |
| Homes Built 2020 or later | 517 | 1.7% |
| Homes Built 2010 to 2019 | 9,049 | 30.3% |
| Homes Built 2000 to 2009 | 7,749 | 25.9% |
| Homes Built 1990 to 1999 | 3,422 | 11.5% |
| Homes Built 1980 to 1989 | 2,552 | 8.5% |
| Homes Built 1970 to 1979 | 1,642 | 5.5% |
| Homes Built 1960 to 1969 | 441 | 1.5% |
| Homes Built 1950 to 1959 | 153 | 0.5% |
| Homes Built 1940 to 1949 | 137 | 0.5% |
| Homes Built Before 1939 | 264 | 0.9% |
| Median Age of Homes | 23.3 | yrs |
| Home Values (2023) | | |
| Owner Specified Housing Units | 22,345 | |
| Home Values \$1,000,000 or More | 933 | 4.2% |
| Home Values \$750,000 to \$999,999 | 885 | 4.0% |
| Home Values \$500,000 to \$749,999 | 3,898 | 17.4% |
| Home Values \$400,000 to \$499,999 | 3,108 | 13.9% |
| Home Values \$300,000 to \$399,999 | 4,816 | 21.6% |
| Home Values \$250,000 to \$299,999 | 2,136 | 9.6% |
| Home Values \$200,000 to \$249,999 | 2,444 | 10.9% |
| Home Values \$175,000 to \$199,999 | 734 | 3.3% |
| Home Values \$150,000 to \$174,999 | 712 | 3.2% |
| Home Values \$125,000 to \$149,999 | 251 | 1.1% |
| Home Values \$100,000 to \$124,999 | 618 | 2.8% |
| Home Values \$90,000 to \$99,999 | 359 | 1.6% |
| Home Values \$80,000 to \$89,999 | 208 | 0.9% |
| Home Values \$70,000 to \$79,999 | 125 | 0.6% |
| Home Values \$60,000 to \$69,999 | 183 | 0.8% |
| Home Values \$50,000 to \$59,999 | 58 | 0.3% |
| Home Values \$35,000 to \$49,999 | 123 | 0.5% |
| Home Values \$25,000 to \$34,999 | 98 | 0.4% |
| Home Values \$10,000 to \$24,999 | 161 | 0.7% |
| Home Values Under \$10,000 | 492 | 2.2% |
| Owner-Occupied Median Home Value | \$352,448 | |
| Renter-Occupied Median Rent | \$1,136 | |

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| Total Annual Consumer Expenditure (2023) | | |
| Total Household Expenditure | \$2.38 B | |
| Total Non-Retail Expenditure | \$1.26 B | |
| Total Retail Expenditure | \$1.11 B | |
| Apparel | \$85.63 M | |
| Contributions | \$85.88 M | |
| Education | \$84.22 M | |
| Entertainment | \$139.56 M | |
| Food and Beverages | \$341.1 M | |
| Furnishings and Equipment | \$86.14 M | |
| Gifts | \$65.73 M | |
| Health Care | \$193.42 M | |
| Household Operations | \$96.62 M | |
| Miscellaneous Expenses | \$45.51 M | |
| Personal Care | \$31.82 M | |
| Personal Insurance | \$18.53 M | |
| Reading | \$5.31 M | |
| Shelter | \$496 M | |
| Tobacco | \$11.71 M | |
| Transportation | \$426.1 M | |
| Utilities | \$162.31 M | |
| Monthly Household Consumer Expenditure (2023) | | |
| Total Household Expenditure | \$7,636 | |
| Total Non-Retail Expenditure | \$4,061 | 53.2% |
| Total Retail Expenditures | \$3,575 | 46.8% |
| Apparel | \$275 | 3.6% |
| Contributions | \$276 | 3.6% |
| Education | \$271 | 3.5% |
| Entertainment | \$449 | 5.9% |
| Food and Beverages | \$1,096 | 14.4% |
| Furnishings and Equipment | \$277 | 3.6% |
| Gifts | \$211 | 2.8% |
| Health Care | \$622 | 8.1% |
| Household Operations | \$311 | 4.1% |
| Miscellaneous Expenses | \$146 | 1.9% |
| Personal Care | \$102 | 1.3% |
| Personal Insurance | \$60 | 0.8% |
| Reading | \$17 | 0.2% |
| Shelter | \$1,594 | 20.9% |
| Tobacco | \$38 | 0.5% |
| Transportation | \$1,370 | 17.9% |
| Utilities | \$522 | 6.8% |

