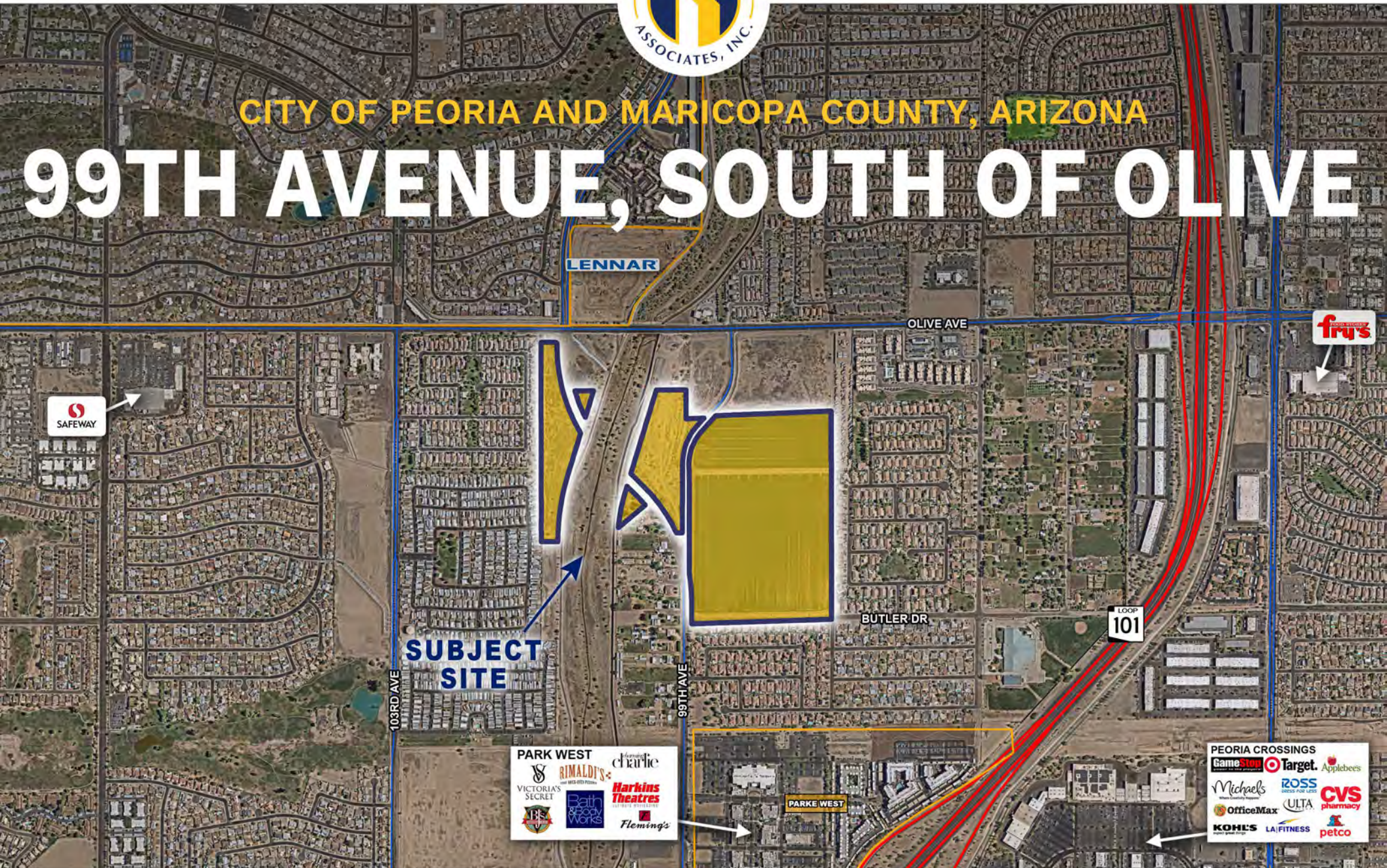




CITY OF PEORIA AND MARICOPA COUNTY, ARIZONA

99TH AVENUE, SOUTH OF OLIVE



PHONE 480.367.0700 / FAX 480.367.8341
www.NathanLandAZ.com

7600 East Doubletree Ranch Road, Suite 150
Scottsdale, AZ 85258



CITY OF PEORIA AND MARICOPA COUNTY

99TH AVENUE, SOUTH OF OLIVE

LOCATION

Property is south of Olive Avenue, at Butler Drive, and east and west of 99th Avenue. A portion of the site lies in Maricopa County, but within the City of Peoria Planning Area, Arizona.

SITE INFORMATION

Parcel Number	Jurisdiction	Acres	Current Zoning
142-55-006G	Maricopa County	16.48	RU-43
142-55-007D	Maricopa County	30.03	RU-43
142-55-007E	Maricopa County	8.76	RU-43
142-61-010H	City of Peoria	8.49	AG, C-2
142-61-012M	City of Peoria	9.39	AG, C-2
142-61-012N	City of Peoria	.089	AG
142-61-012P	City of Peoria	0.47	AG, C-2
Total		74.51	

MINIMUM SUGGESTED OFFERING PRICE

\$33,529,500 (\$450,000/Acre)

TERMS

Cash

BID DUE BY DATE

All offers are due on or before Wednesday, October 1, 2025 by 12:00pm (noon) MST.

PROPERTY TAXES

2024 Assessment: \$10,019.30

CITY OF PEORIA LAND USE PLAN

Traditional Residential: 2-5 Du/Ac

COMMENTS

Seller will sell subject to annexation, zoning and final plat approval within the City of Peoria.

Seller is requesting all potential buyers provide a conceptual site plan with proposed densities at offer submittal



PEORIA QUICK FACTS



POPULATION

2023 population: **203,652**
Population growth annually: **1.31%**
Median age of **39**



GROWTH

Population estimate 2025: **204,023**
Number of households: **71,733**



PEORIA OPPORTUNITY TRIANGLE

is a **rapidly developing area** that is ideal for future-ready industries and companies. **Growing and expanding** technology-focused firms are reshaping multiple existing industries and creating new ones with **constant innovation**. Employers will find a **solid workforce** within a 30-minute commute shed near Loop 303 and Lake Pleasant Parkway.

Source: peoriaed.com



EMPLOYMENT STATS

Number of employers: **2,755**
Number of jobs: **45,950**
Largest Industry Cluster: **Retail (18% of jobs)**



EDUCATION

Colleges and Universities that serve Peoria:

Arizona State University (Public)
Grand Canyon University (Private)
Glendale Community College (Public)
Estrella Mountain Community College (Public)

Peoria Unified School District:

Public district, Grade levels K-12

Source: peoriaed.com



PEORIA'S LARGE EMPLOYERS

Fry's Food Stores **870 employees**
Walmart **840 employees**
Freedom Plaza Peoria **530 employees**
Target **470 employees**
Safeway **380 employees**
Home Depot **370 employees**
McDonald's **360 employees**
Banner Health **320 employees**
OakCraft Inc **310 employees**



99TH AVENUE, SOUTH OF OLIVE / LOOP 101 SUBMARKET

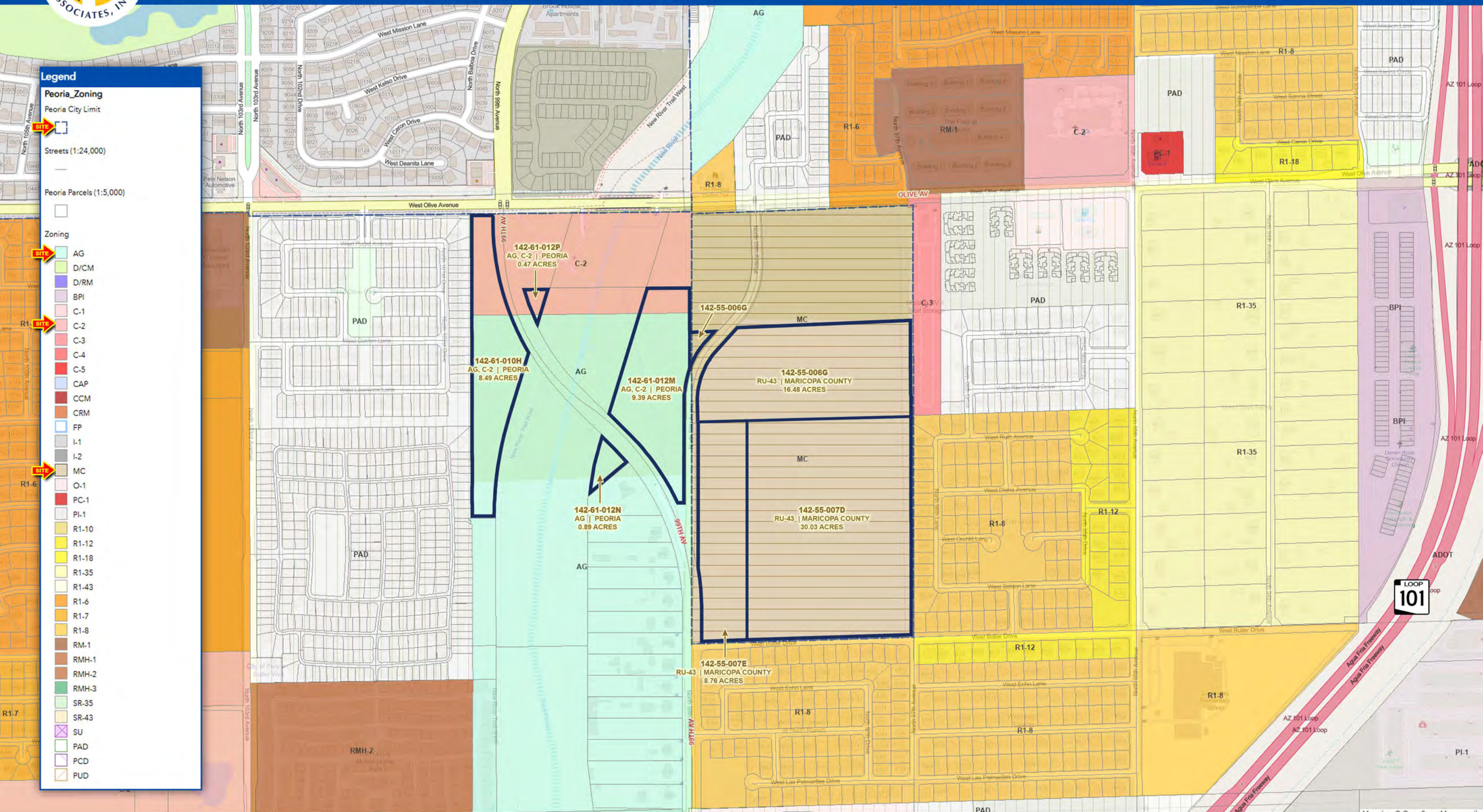








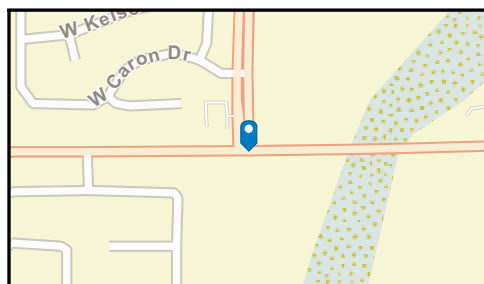
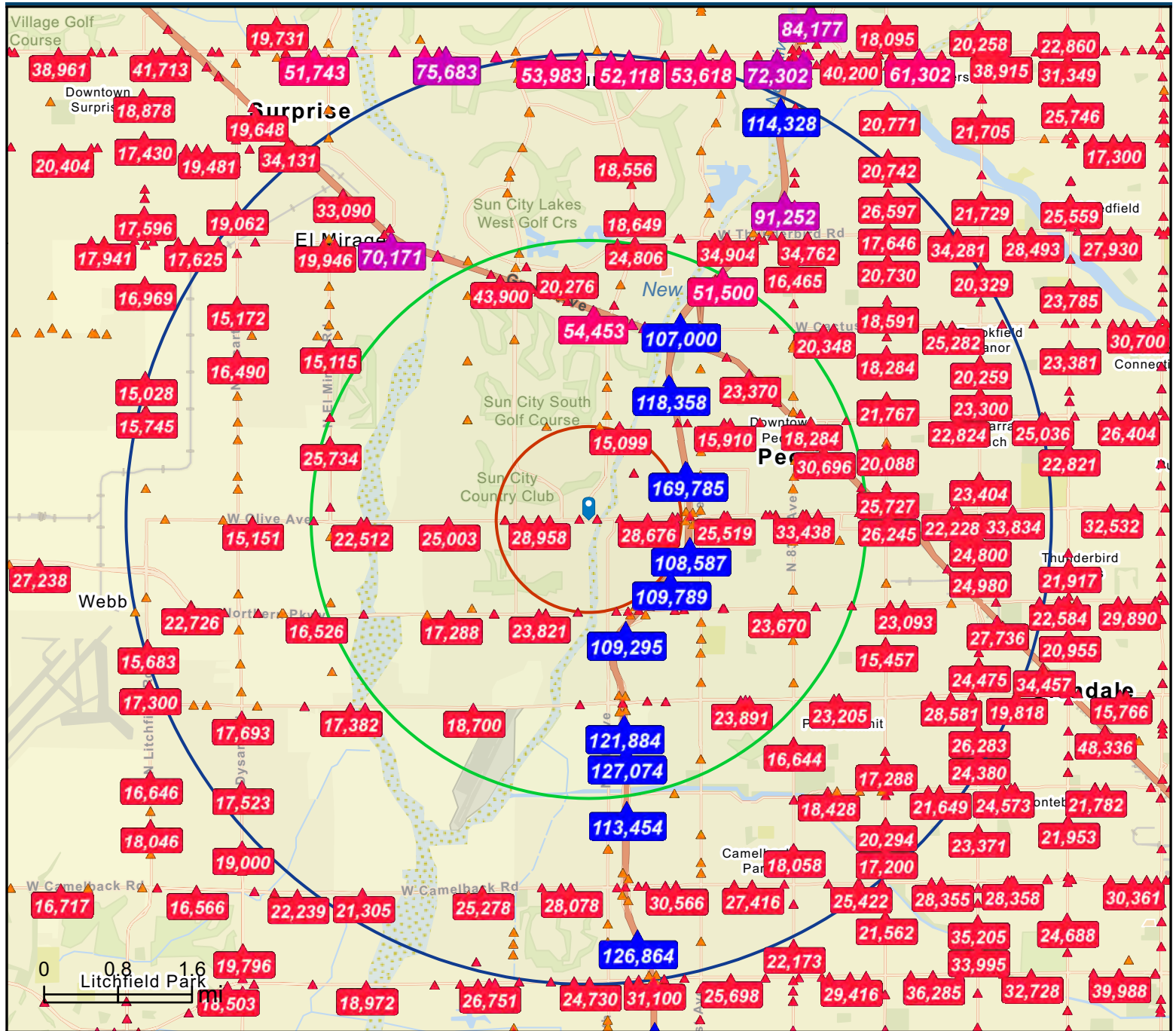
MARICOPA COUNTY & CITY OF PEORIA



Traffic Count Map

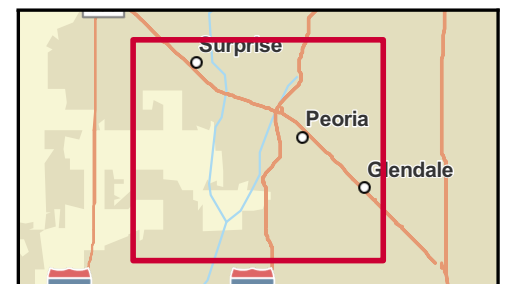
Olive Avenue & 99th Avenue
W Olive Ave & N 99th Ave, Peoria, Arizona, 85345
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.
Latitude: 33.56574
Longitude: -112.27607



Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



Source: ©2025 Kalibrate Technologies (Q1 2025).

August 21, 2025

Traffic Count Profile

Olive Avenue & 99th Avenue
 W Olive Ave & N 99th Ave, Peoria, Arizona, 85345
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.56574
 Longitude: -112.27607

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.05	N 99th Ave	W Caron Dr (0.03 miles N)	2015	5689
0.09	W Olive Ave	N 99th Ave (0.1 miles W)	2016	30571
0.10	W Olive Ave	N 99th Ave (0.1 miles E)	2009	34040
0.23	N 99th Ave	W Mission Ln (0.03 miles SW)	2005	5443
0.29	North 99th Avenue	W Olive Ave (0.13 miles N)	2019	3610
0.29	N 99th Ave	W Olive Ave (0.13 miles N)	2015	2540
0.30	N 103rd Ave	W Olive Ave (0.05 miles S)	2015	2989
0.34	W Olive Ave	N 99th Ave (0.06 miles W)	2016	29649
0.34	N 103rd Ave	W Olive Ave (0.18 miles N)	2014	3579
0.42	W Olive Ave	N Apartment (0.02 miles W)	2016	30008
0.47	North 104th Avenue	W Puget Ave (0.04 miles S)	2019	962
0.48	N 103rd Ave	W Salem Dr (0.02 miles NE)	2015	1951
0.52	99th Ave	W Butler Dr (0.02 miles S)	2022	3315
0.54	West Olive Avenue	N 105th Ave (0.04 miles N)	2018	28958
0.64	West Olive Avenue	N Apartment (0.06 miles W)	2018	28676
0.64	W Olive Ave	N Apartment (0.06 miles W)	2009	32608
0.70	W Mountain View Rd	N 95th Ave (0.22 miles E)	2006	19309
0.70	N 99th Ave	W el Caminto Dr (0.07 miles N)	2015	2358
0.71	W Olive Ave	N 107th Ave (0.08 miles W)	2010	31288
0.72	N 95th Ave	Baxter Way (0.02 miles S)	2015	1762
0.72	W Butler Dr	N 96th Ave (0.04 miles E)	2016	809
0.73	N 95th Ave	W Mission Ln (0.0 miles)	2015	3588
0.74	95th Ave	Baxter Way (0.06 miles N)	2022	1270
0.76	W Butler Dr	N 105th Ave (0.05 miles E)	2016	775
0.79	North 107th Avenue	W Kelso Dr (0.02 miles N)	2018	3434
0.81	N 103rd Ave	W Clair Dr (0.02 miles N)	2015	2156
0.81	N 107th Ave	W Mission Ln (0.04 miles S)	2015	3868
0.83	N 107th Ave	Alice Ave (0.03 miles S)	2014	6646
0.83	North 107th Avenue	Alice Ave (0.03 miles S)	2018	5994
0.85	W Mountain View Rd	N 105th Dr (0.04 miles E)	2015	2162

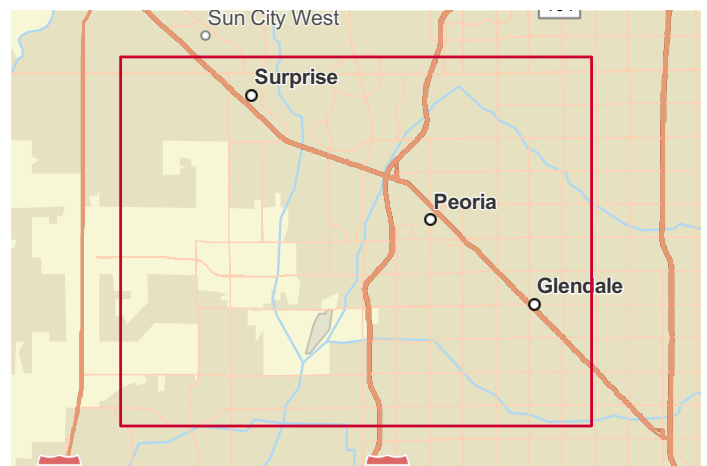
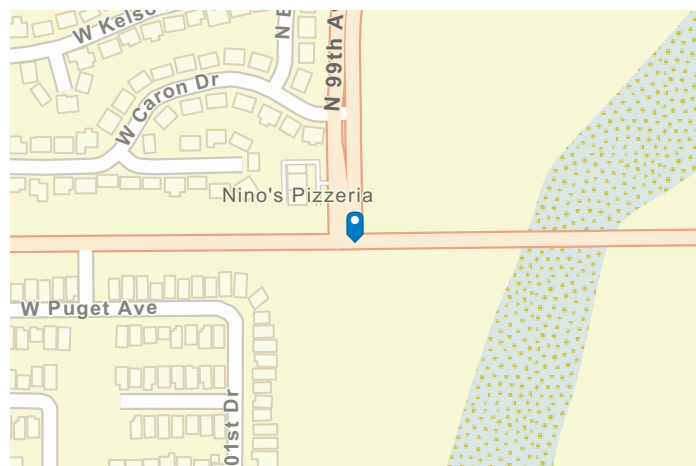
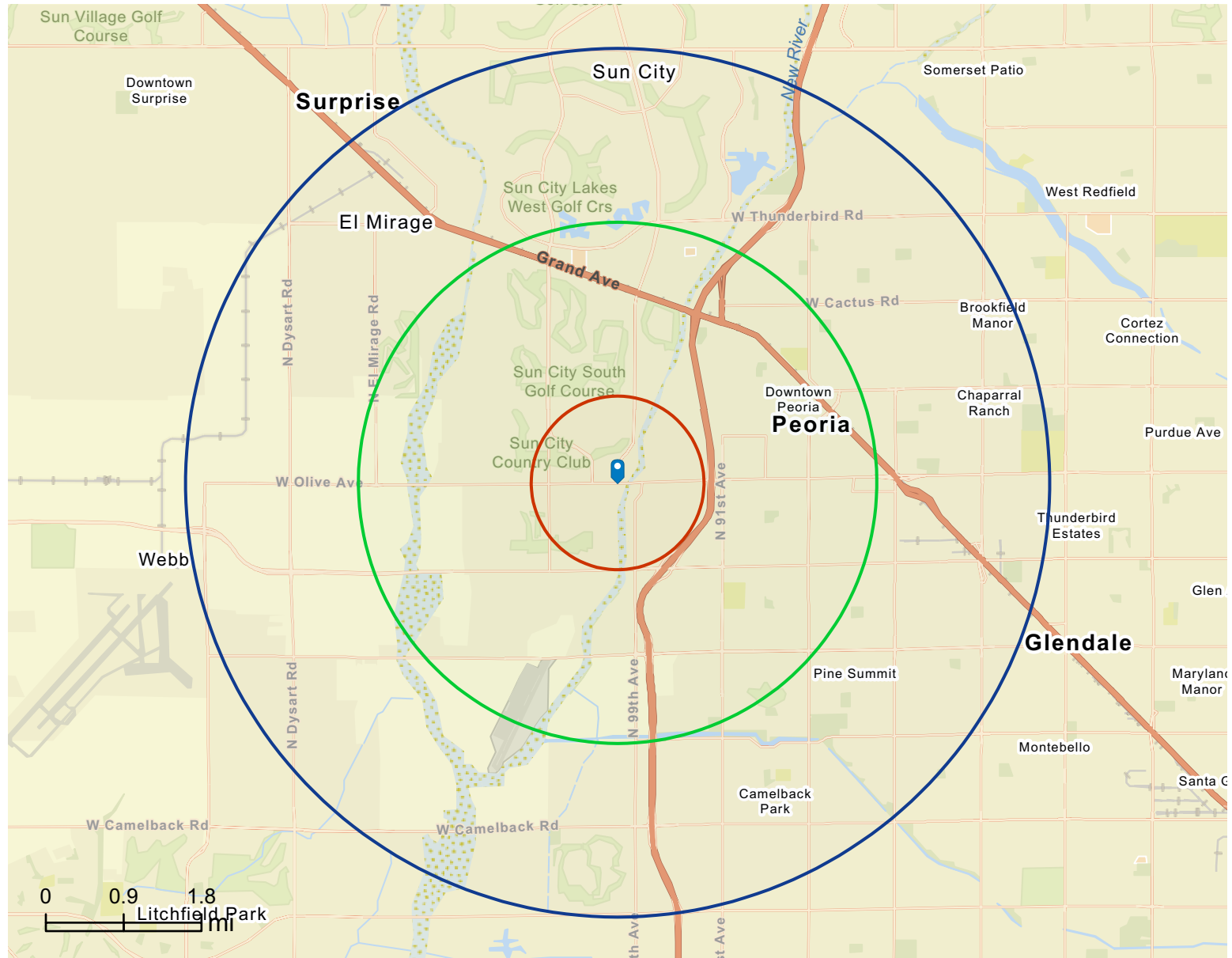
Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2024 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2025 Kalibrate Technologies (Q1 2025).

Site Map

Olive Avenue & 99th Avenue
W Olive Ave & N 99th Ave, Peoria, Arizona, 85345
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates,



Executive Summary

Olive Avenue & 99th Avenue
W Olive Ave & N 99th Ave, Peoria, Arizona, 85345
Rings: 1, 3, 5 mile radii



Population	1 mile	3 miles	5 miles
2010 Population	11,353	70,754	242,822
2020 Population	13,065	79,579	272,966
2025 Population	13,468	86,280	297,792
2030 Population	13,971	95,209	314,752
2010-2020 Annual Rate	1.41%	1.18%	1.18%
2020-2025 Annual Rate	0.58%	1.55%	1.67%
2025-2030 Annual Rate	0.74%	1.99%	1.11%

Age			
2025 Median Age	53.7	43.7	38.1
U.S. median age is 39.1			

Race and Ethnicity			
White Alone	65.5%	59.2%	51.1%
Black Alone	5.4%	6.3%	7.5%
American Indian Alone	1.8%	1.9%	2.0%
Asian Alone	2.7%	4.0%	4.2%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	9.7%	13.0%	17.9%
Two or More Races	14.8%	15.6%	17.2%
Hispanic Origin	26.7%	32.8%	40.8%
Diversity Index	71.7	77.8	82.9

Households			
2010 Total Households	5,349	29,882	89,870
2020 Total Households	5,911	32,933	100,015
2025 Total Households	6,178	35,861	109,994
2030 Total Households	6,391	39,311	116,713
2010-2020 Annual Rate	1.00%	0.98%	1.08%
2020-2025 Annual Rate	0.85%	1.64%	1.83%
2025-2030 Annual Rate	0.68%	1.85%	1.19%
2025 Average Household Size	2.16	2.37	2.68
Wealth Index	57	68	75

Mortgage Income	1 mile	3 miles	5 miles
2025 Percent of Income for Mortgage	36.6%	31.0%	31.2%
Median Household Income			
2025 Median Household Income	\$57,371	\$67,041	\$75,392
2030 Median Household Income	\$64,962	\$79,577	\$86,494
2025-2030 Annual Rate	2.52%	3.49%	2.79%
Average Household Income			
2025 Average Household Income	\$73,870	\$85,985	\$93,816
2030 Average Household Income	\$85,100	\$99,671	\$106,873
Per Capita Income			
2025 Per Capita Income	\$34,178	\$35,566	\$34,703
2030 Per Capita Income	\$39,270	\$40,917	\$39,676
2025-2030 Annual Rate	2.82%	2.84%	2.71%
Income Equality			
2025 Gini Index	43.4	42.4	41.3
Socioeconomic Status			
2025 Socioeconomic Status Index	47.9	47.2	45.5
Housing Unit Summary			
Housing Affordability Index	68	80	80
2010 Total Housing Units	6,220	35,529	104,554
2010 Owner Occupied Hus (%)	71.4%	68.0%	67.2%
2010 Renter Occupied Hus (%)	28.6%	32.0%	32.8%
2010 Vacant Housing Units (%)	14.0%	15.9%	14.0%
2020 Housing Units	6,554	36,795	108,929
2020 Owner Occupied HUs (%)	70.1%	66.6%	65.0%
2020 Renter Occupied HUs (%)	29.9%	33.4%	35.0%
Vacant Housing Units	8.9%	10.6%	8.1%
2025 Housing Units	6,899	39,783	119,665
Owner Occupied Housing Units	69.9%	66.1%	66.4%
Renter Occupied Housing Units	30.1%	33.9%	33.6%
Vacant Housing Units	10.4%	9.9%	8.1%
2030 Total Housing Units	7,088	42,833	126,305
2030 Owner Occupied Housing Units	4,509	25,308	77,475
2030 Renter Occupied Housing Units	1,882	14,003	39,238
2030 Vacant Housing Units	697	3,522	9,592

Market Profile

Olive Avenue & 99th Avenue
W Olive Ave & N 99th Ave, Peoria, Arizona, 85345
Rings: 1, 3, 5 mile radii



Population Summary	1 mile	3 miles	5 miles
2010 Total Population	11,353	70,754	242,822
2020 Total Population	13,065	79,579	272,966
2020 Group Quarters	113	1,187	2,525
2025 Total Population	13,468	86,280	297,792
2025 Group Quarters	127	1,319	2,784
2030 Total Population	13,971	95,209	314,752
2025-2030 Annual Rate	0.74%	1.99%	1.11%
2025 Total Daytime Population	11,457	90,080	253,650
Workers	3,493	41,090	93,523
Residents	7,964	48,990	160,127

Household Summary			
2010 Total Households	5,349	29,882	89,870
2010 Average Household Size	2.11	2.33	2.68
2020 Total Households	5,911	32,933	100,015
2020 Average Household Size	2.19	2.38	2.70
2025 Total Households	6,178	35,861	109,994
2025 Average Household Size	2.16	2.37	2.68
2030 Total Households	6,391	39,311	116,713
2030 Average Household Size	2.17	2.39	2.67
2025-2030 Annual Rate	0.68%	1.85%	1.19%
2025 Families	3,429	20,937	71,964
2025 Average Family Size	2.87	3.02	3.27
2030 Families	3,564	23,177	76,313
2030 Average Family Size	2.86	3.03	3.25
2025-2030 Growth Rate	0.8%	2.0%	1.2%

Housing Unit Summary			
2010 Total Housing Units	6,220	35,529	104,554
Owner Occupied Housing Units	71.4%	68.0%	67.2%
Renter Occupied Housing Units	28.6%	32.0%	32.8%
Vacant Housing Units	14.0%	15.9%	14.0%
2020 Housing Units	6,554	36,795	108,929
Owner Occupied Housing Units	70.1%	66.6%	65.0%
Renter Occupied Housing Units	29.9%	33.4%	35.0%
Vacant Housing Units	8.9%	10.5%	8.2%
2025 Housing Units	6,899	39,783	119,665
Owner Occupied Housing Units	69.9%	66.1%	66.4%
Renter Occupied Housing Units	30.1%	33.9%	33.6%
Vacant Housing Units	10.4%	9.9%	8.1%
2030 Total Housing Units	7,088	42,833	126,305
Owner Occupied Housing Units	70.5%	64.4%	66.4%
Renter Occupied Housing Units	29.4%	35.6%	33.6%
Vacant Housing Units	9.8%	8.2%	7.6%

Median Household Income	1 mile	3 miles	5 miles
2025	\$57,371	\$67,041	\$75,392
2030	\$64,962	\$79,577	\$86,494

Per Capita Income			
2025	\$34,178	\$35,566	\$34,703
2030	\$39,270	\$40,917	\$39,676

2025 Households by Income			
Household Income Base	6,178	35,861	109,994
<\$15,000	9.7%	8.4%	7.2%
\$15,000 - \$24,999	8.8%	6.7%	5.5%
\$25,000 - \$34,999	9.9%	8.1%	6.4%
\$35,000 - \$49,999	15.2%	13.4%	12.1%
\$50,000 - \$74,999	21.1%	18.4%	18.5%
\$75,000 - \$99,999	13.1%	13.6%	14.7%
\$100,000 - \$149,999	13.1%	17.8%	18.9%
\$150,000 - \$199,999	4.6%	7.1%	9.1%
\$200,000+	4.7%	6.6%	7.7%
Average Household Income	\$73,870	\$85,985	\$93,816

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	68	80	80
Percent of Income for Mortgage	36.6%	31.0%	31.2%
Wealth Index	57	68	75
Median Home Value			
2025	\$335,673	\$332,327	\$375,232
2030	\$431,953	\$456,401	\$472,203

2025 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	4,320	23,704	73,046
<\$50,000	8.8%	6.4%	5.7%
\$50,000 - \$99,999	3.5%	3.5%	2.4%
\$100,000 - \$149,999	4.8%	6.1%	3.2%
\$150,000 - \$199,999	10.1%	9.0%	5.7%
\$200,000 - \$249,999	8.2%	8.8%	7.5%
\$250,000 - \$299,999	7.4%	9.6%	7.3%
\$300,000 - \$399,999	19.8%	20.5%	24.2%
\$400,000 - \$499,999	20.1%	16.6%	20.7%
\$500,000 - \$749,999	11.3%	12.3%	14.7%
\$750,000 - \$999,999	2.0%	4.0%	4.6%
\$1,000,000 - \$1,499,999	0.5%	1.8%	1.7%
\$1,500,000 - \$1,999,999	0.4%	0.7%	0.8%
\$2,000,000 +	2.9%	0.8%	1.5%
Average Home Value	\$394,931	\$384,231	\$432,839

2025 Population by Sex			
Males	6,401	41,505	145,414
Females	7,067	44,775	152,378

Median Age			
2010	52.3	43.0	35.5
2020	53.7	44.5	37.7
2025	53.7	43.7	38.1
2030	53.5	43.6	39.0

2025 Population by Age	1 mile	3 miles	5 miles
Total	13,466	86,281	297,792
0 - 4	4.2%	5.0%	6.0%
5 - 9	4.3%	5.3%	6.2%
10 - 14	4.1%	5.3%	6.3%
15 - 24	8.5%	11.1%	12.8%
25 - 34	11.1%	13.1%	14.7%
35 - 44	10.2%	11.6%	12.4%
45 - 54	8.3%	9.8%	10.5%
55 - 64	14.0%	12.0%	10.9%
65 - 74	17.2%	13.4%	10.5%
75 - 84	13.1%	9.6%	7.1%
85 +	4.4%	3.8%	2.6%
18 +	84.9%	81.0%	77.6%

2025 Pop 25+ by Educational Attainment			
Total	10,631	63,241	204,574
Less than 9th Grade	2.9%	3.8%	5.0%
9th - 12th Grade, No Diploma	8.7%	6.9%	7.1%
High School Graduate	24.6%	24.8%	25.6%
GED/Alternative Credential	7.3%	6.9%	5.7%
Some College, No Degree	25.1%	23.8%	23.6%
Associate Degree	12.1%	11.3%	11.0%
Bachelor's Degree	12.6%	13.1%	13.9%
Graduate/Professional Degree	6.6%	9.4%	8.2%

2025 Population 15+ by Marital Status			
Total	11,777	72,789	242,777
Never Married	24.2%	31.0%	34.3%
Married	47.0%	44.7%	46.6%
Widowed	10.4%	9.2%	6.7%
Divorced	18.4%	15.0%	12.4%

2020 Population by Race/Ethnicity	1 mile	3 miles	5 miles
Total	13,065	79,579	272,966
White Alone	68.1%	62.3%	54.4%
Black Alone	5.1%	5.9%	7.0%
American Indian Alone	1.6%	1.7%	1.9%
Asian Alone	2.5%	3.5%	3.7%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	8.8%	11.8%	16.5%
Two or More Races	8.8%	11.8%	16.5%
Hispanic Origin	24.9%	30.4%	38.5%
Diversity Index	69.1	75.3	81.3

2025 Population by Race/Ethnicity			
Total	13,468	86,279	297,792
White Alone	65.5%	59.2%	51.1%
Black Alone	5.4%	6.3%	7.5%
American Indian Alone	1.8%	1.9%	2.0%
Asian Alone	2.7%	4.0%	4.2%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	9.7%	13.0%	17.9%
Two or More Races	14.8%	15.6%	17.2%
Hispanic Origin	26.7%	32.8%	40.8%
Diversity Index	71.7	77.8	82.9

2025 Employed Pop 16+ by Occupation			
Total	5,739	39,065	143,911
White Collar	57.3%	57.5%	55.6%
Management/Business/Financial	14.2%	14.9%	13.7%
Professional	18.3%	19.3%	18.8%
Sales	8.7%	8.4%	9.5%
Administrative Support	16.1%	14.8%	13.5%
Services	20.7%	19.0%	18.6%

2025 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	5,739	39,065	143,911
Blue Collar	22.1%	23.5%	25.9%
Farming/Forestry/Fishing	0.0%	0.3%	0.3%
Construction/Extraction	3.8%	4.8%	6.1%
Installation/Maintenance/Repair	3.6%	4.7%	4.7%
Production	5.7%	5.3%	5.5%
Transportation/Material Moving	9.0%	8.4%	9.3%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,739	39,065	143,911
Population 16+ Employed	96.5%	96.7%	96.7%
Population 16+ Unemployment rate	3.5%	3.3%	3.3%
Population 16-24 Employed	10.6%	13.4%	14.0%
Population 16-24 Unemployment rate	3.6%	6.4%	7.6%
Population 25-54 Employed	54.8%	60.9%	62.8%
Population 25-54 Unemployment rate	2.6%	2.5%	2.6%
Population 55-64 Employed	20%	15%	14%
Population 55-64 Unemployment rate	2.7%	2.9%	2.4%
Population 65+ Employed	11%	7%	6%
Population 65+ Unemployment rate	9.4%	4.3%	2.9%

2025 Employed Population 16+ by Industry			
Total	5,537	37,790	139,127
Agriculture/Mining	0.7%	0.4%	0.6%
Construction	8.2%	8.0%	9.4%
Manufacturing	5.6%	6.8%	7.4%
Wholesale Trade	1.2%	1.7%	1.6%
Retail Trade	12.0%	11.9%	12.9%
Transportation/Utilities	7.0%	7.5%	8.5%
Information	1%	2%	2%
Finance/Insurance/Real Estate	9.8%	8.2%	8.1%
Services	49.2%	49.1%	45.4%
Public Administration	5.1%	4.6%	4.6%

2025 Consumer Spending	1 mile	3 miles	5 miles
Apparel & Services: Total \$	\$9,377,285	\$64,584,108	\$219,158,720
Average Spent	\$1,517.85	\$1,800.96	\$1,992.46
Spending Potential Index	62	74	81
Education: Total \$	\$6,141,516	\$41,362,514	\$140,188,102
Average Spent	\$994.09	\$1,153.41	\$1,274.51
Spending Potential Index	56	65	71
Entertainment/Recreation: Total \$	\$16,261,021	\$108,314,236	\$359,829,943
Average Spent	\$2,632.08	\$3,020.39	\$3,271.36
Spending Potential Index	64	74	80
Food at Home: Total \$	\$28,980,615	\$195,461,671	\$656,068,357
Average Spent	\$4,690.94	\$5,450.54	\$5,964.58
Spending Potential Index	63	73	80
Food Away from Home: Total \$	\$15,738,764	\$109,390,731	\$372,752,740
Average Spent	\$2,547.55	\$3,050.41	\$3,388.85
Spending Potential Index	62	74	82
Health Care: Total \$	\$32,557,771	\$213,013,100	\$695,663,860
Average Spent	\$5,269.95	\$5,939.97	\$6,324.56
Spending Potential Index	68	77	82
HH Furnishings & Equipment: Total \$	\$11,638,897	\$78,286,261	\$261,276,219
Average Spent	\$1,883.93	\$2,183.05	\$2,375.37
Spending Potential Index	65	75	82
Personal Care Products & Services: Total \$	\$4,319,892	\$29,122,775	\$96,874,696
Average Spent	\$699.24	\$812.10	\$880.73
Spending Potential Index	67	77	84
Shelter: Total \$	\$107,641,984	\$726,524,241	\$2,416,057,065
Average Spent	\$17,423.44	\$20,259.45	\$21,965.35
Spending Potential Index	65	76	83
Support Payments/Gifts in Kind: Total \$	\$15,713,877	\$101,591,168	\$326,573,861
Average Spent	\$2,543.52	\$2,832.92	\$2,969.02
Spending Potential Index	77	86	90

2025 Consumer Spending	1 mile	3 miles	5 miles
Travel: Total \$	\$14,596,424	\$96,323,378	\$316,763,612
Average Spent	\$2,362.65	\$2,686.02	\$2,879.83
Spending Potential Index	65	74	80
Vehicle Maintenance & Repairs: Total \$	\$5,529,923	\$37,032,154	\$123,542,664
Average Spent	\$895.10	\$1,032.66	\$1,123.18
Spending Potential Index	66	77	83

Top Tapestry Segment		
1 mile	3 miles	5 miles
The Elders (J2): This segment is characterized by retired suburban seniors in warm climates who travel seasonally. Learn more about this segment...	The Elders (J2): This segment is characterized by retired suburban seniors in warm climates who travel seasonally. Learn more about this segment...	The Elders (J2): This segment is characterized by retired suburban seniors in warm climates who travel seasonally. Learn more about this segment...

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.

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.

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.

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.