

EMERGING AREAS NOW**Cities of 100,000 to 200,000**

18 CITIES OF 100,000 TO 200,000 THAT GREW POPULATION AND NET INCOME FLOW SINCE MARCH 2020.

	ANNUALIZED POPULATION GROWTH	MONEY NET FLOW PER CAPITA	MONEY NET FLOW TOTAL
Wenatchee, WA	1.93%	\$3,196	\$374M
Traverse City, MI	1.25%	\$2,908	\$431M
Kingston, NY	0.54%	\$2,521	\$452M
Augusta-Waterville, ME	0.85%	\$2,295	\$279M
Johnstown, PA	1.44%	\$2,266	\$305M
Couer d'Alene, ID	1.11%	\$2,139	\$329M
Williamsport, PA	1.16%	\$1,881	\$216M
Cleveland, TN	0.67%	\$1,788	\$217M
Winchester, VA-WV	1.02%	\$1,766	\$241M
Roseburg, OR	1.41%	\$1,764	\$191M
Weirton-Steubenville, WV-OH	0.66%	\$1,735	\$207M
Missoula, MT	0.18%	\$1,574	\$103M
Longview, WA	0.73%	\$1,537	\$162M
Panama City, FL	0.60%	\$1,526	\$278M
Jackson, TN	1.24%	\$1,515	\$270M
Lumberton, NC	0.42%	\$1,363	\$182M
St. Cloud, MN	0.90%	\$1,305	\$257M
Madera, CA	0.93%	\$1,252	\$194M

They aren't big but they're growing fast.

These 18 cities of 100,000 to 200,000 all grew their population and net income flow since the start of the pandemic.

They are each up at least \$100 million with an increase in average income of between \$1,250 and \$2,150 since March 2020. Why?

Sometimes they are former getaway properties, or the quieter lifestyle that became someone's new WFH normal.

In other cases, they are in growing bordering counties of larger urban areas, flush with people and money moving a little further away from the big city.

In any event, foot traffic is rising around retail stores and restaurants, opportunities for investment are increasing, and public coffers are growing.

Ask Unacast how to use this information to Inform Investment, Detect Change and Measure Effects.

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