

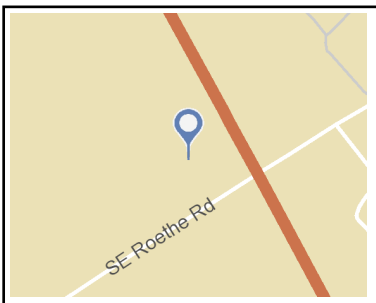
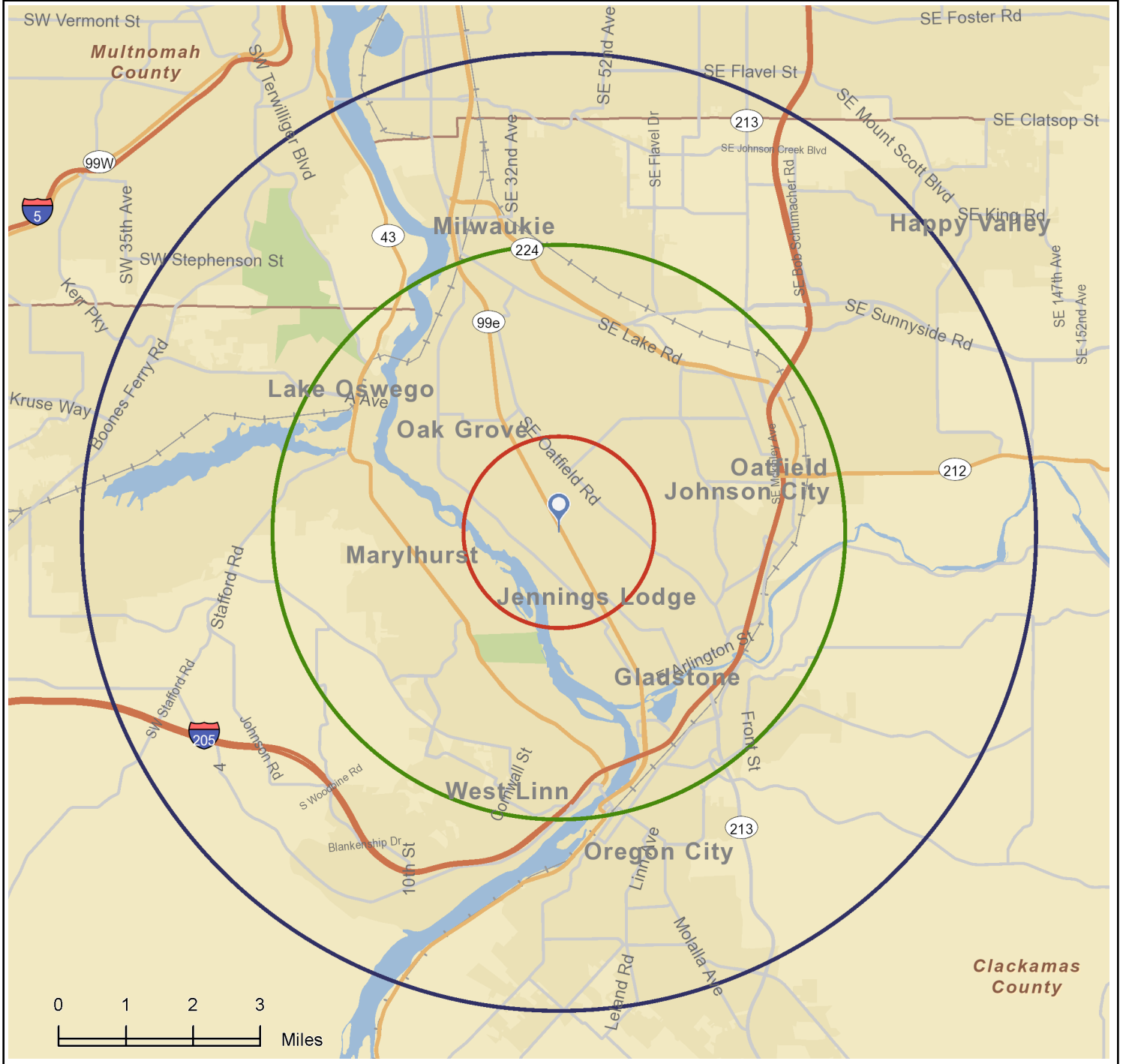


# Site Map

Prepared for Ashley Blackwell

17185 SE Mcloughlin Blvd, Milwaukie, OR 97267-4900  
Ring: 1, 3, 5 Miles

Latitude: 45.39888  
Longitude: -122.61953

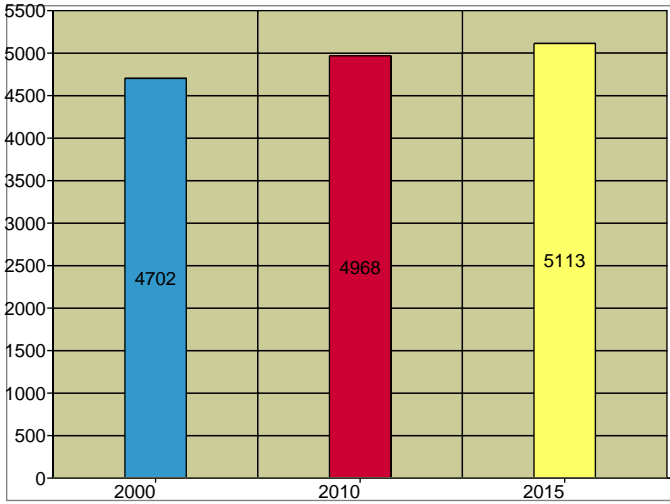




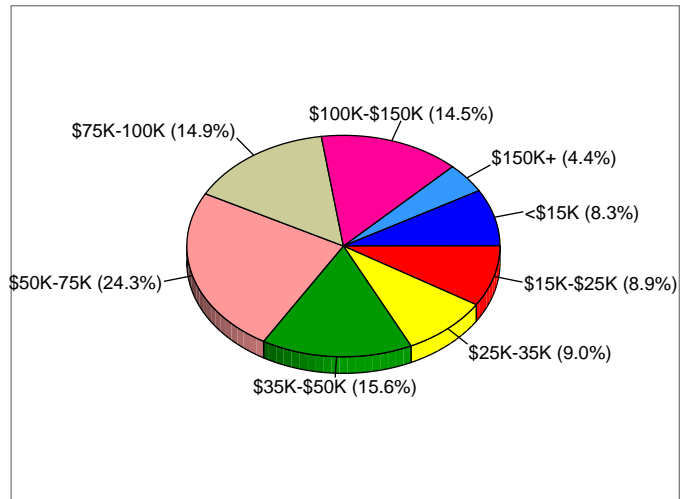
17185 SE Mcloughlin Blvd, Milwaukie, OR 97267-4900  
 Ring: 1 mile radius

Latitude: 45.39888  
 Longitude: -122.61953

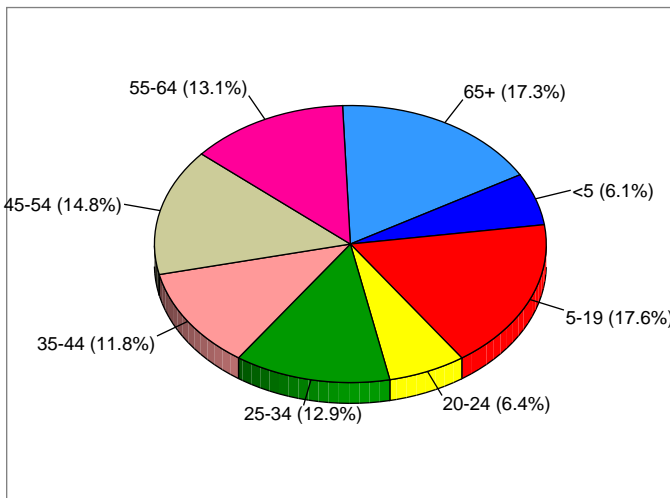
Households



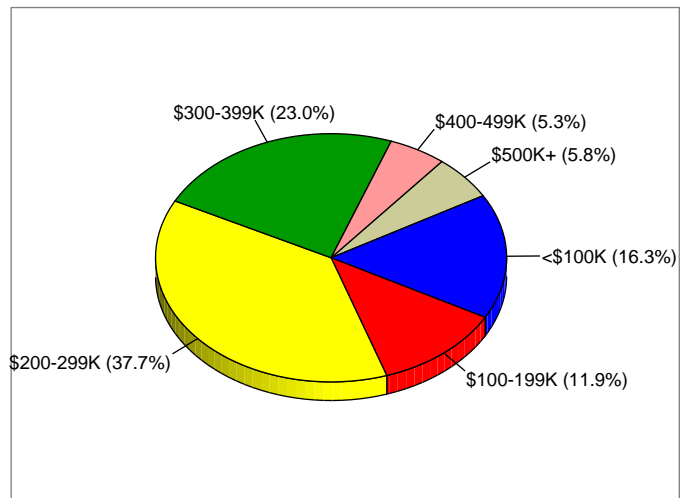
2010 Households by Income



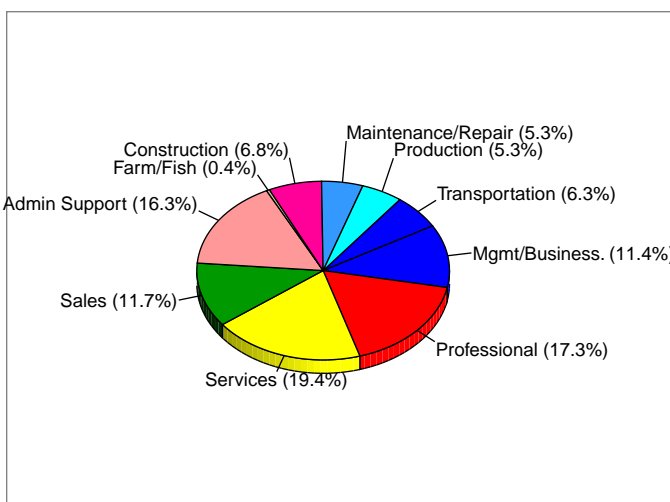
2010 Population by Age



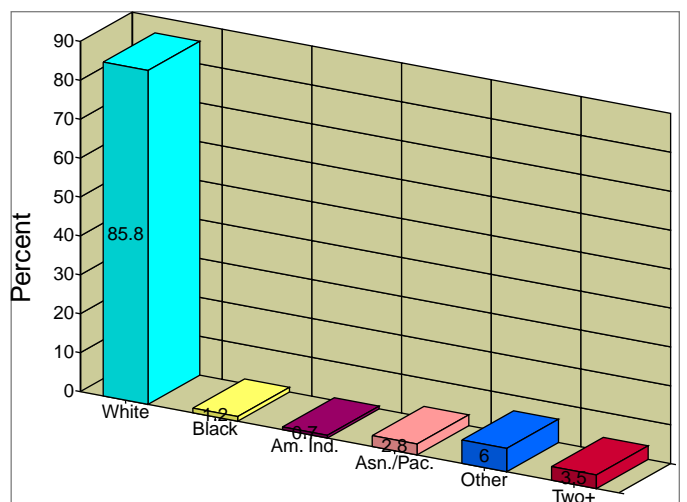
2010 Owner Occupied HUs by Value



2010 Employed 16+ by Occupation



2010 Population by Race



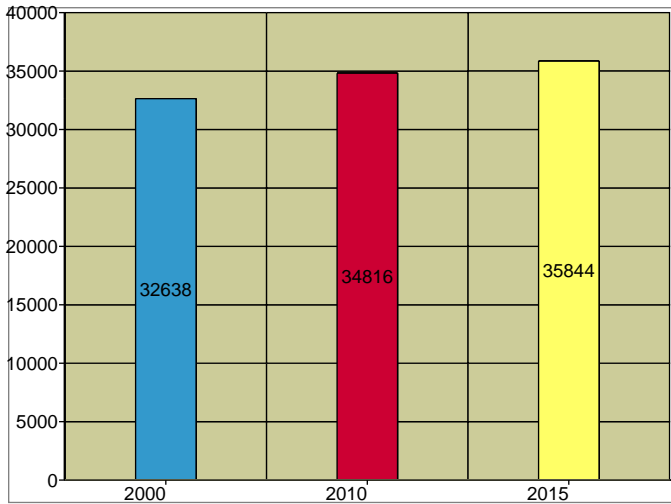
2010 Percent Hispanic Origin: 12.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

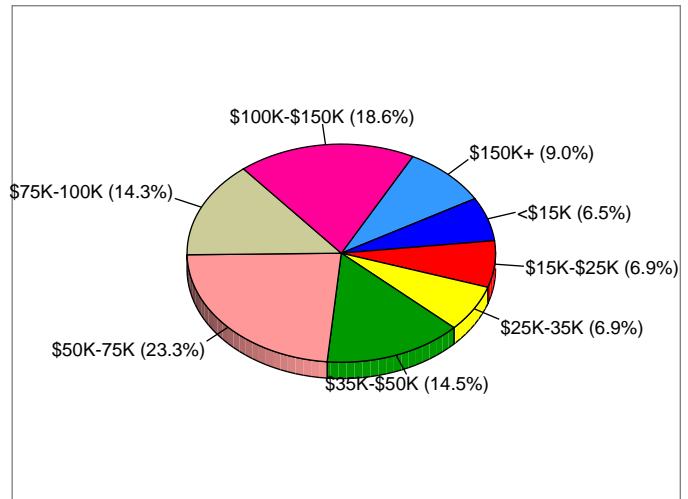
17185 SE Mcloughlin Blvd, Milwaukie, OR 97267-4900  
 Ring: 3 miles radius

Latitude: 45.39888  
 Longitude: -122.61953

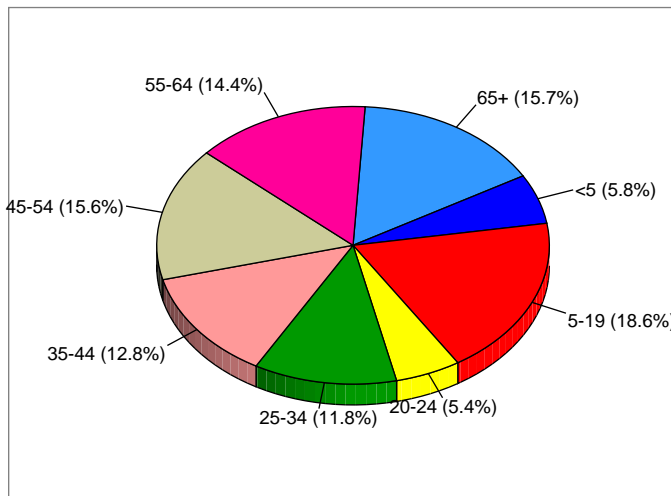
**Households**



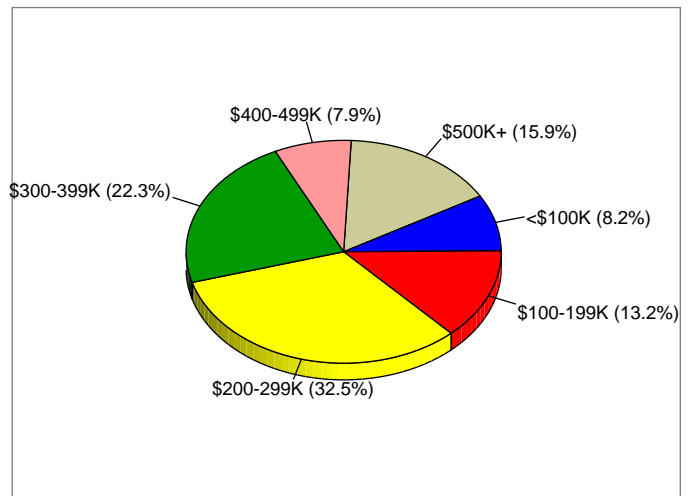
**2010 Households by Income**



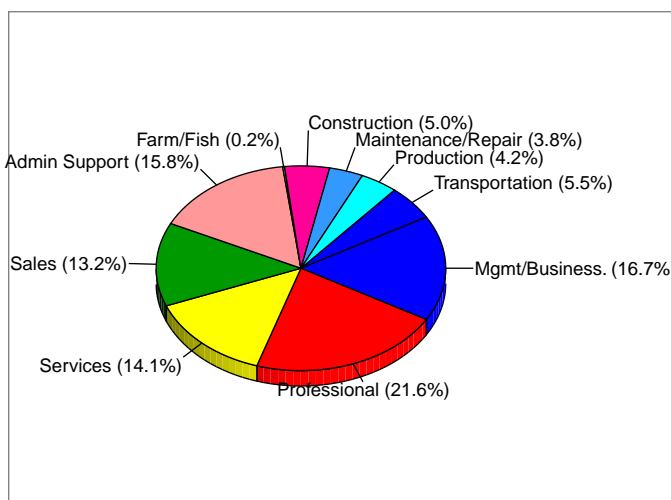
**2010 Population by Age**



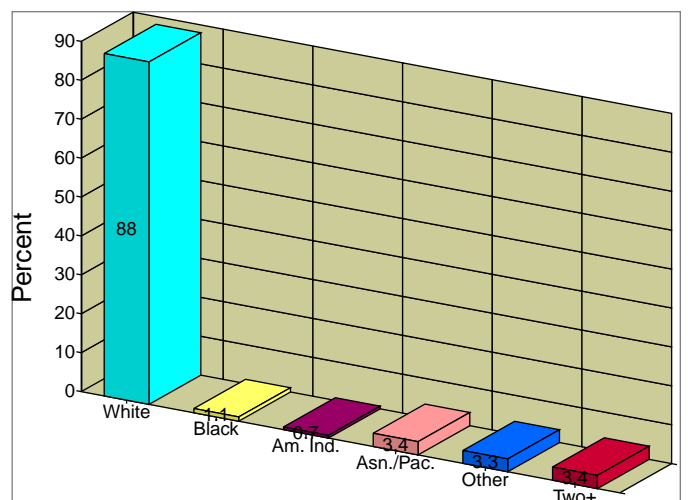
**2010 Owner Occupied HUs by Value**



**2010 Employed 16+ by Occupation**



**2010 Population by Race**



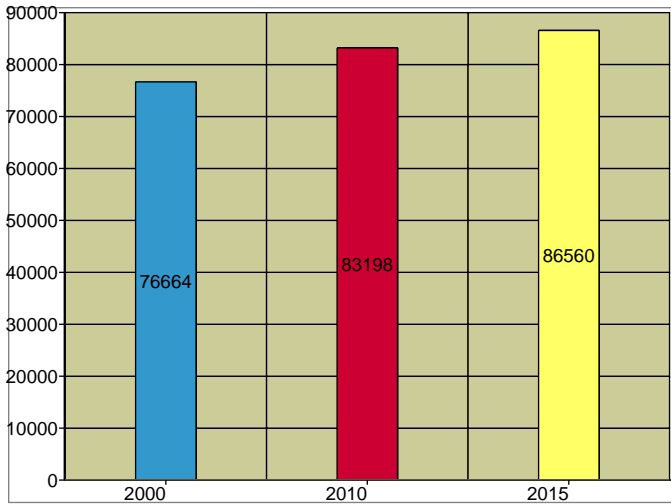
2010 Percent Hispanic Origin: 7.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

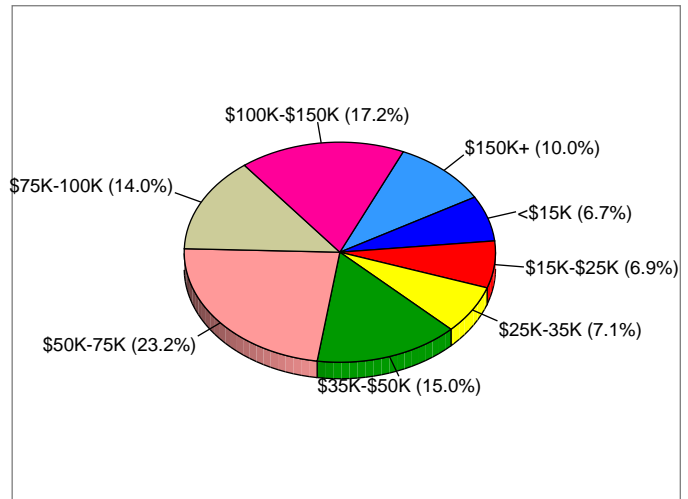
17185 SE Mcloughlin Blvd, Milwaukie, OR 97267-4900  
 Ring: 5 miles radius

Latitude: 45.39888  
 Longitude: -122.61953

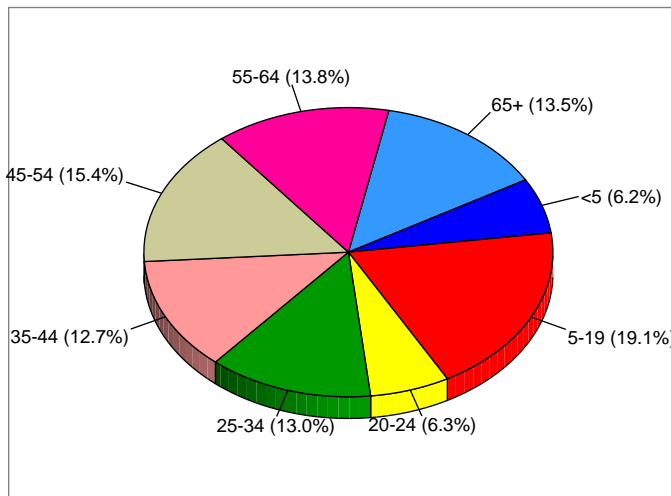
**Households**



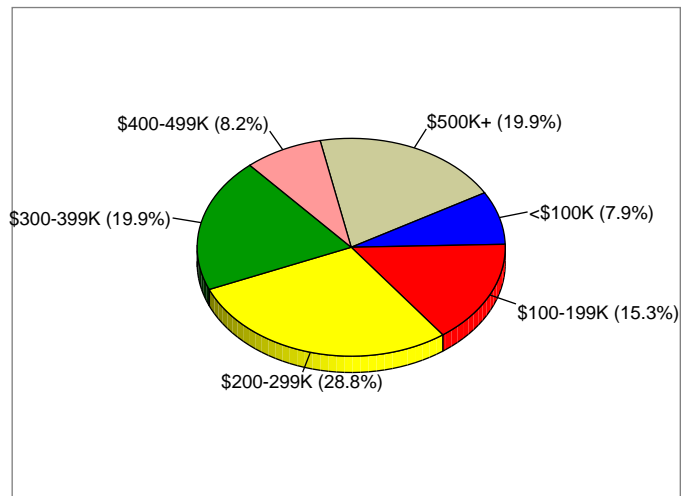
**2010 Households by Income**



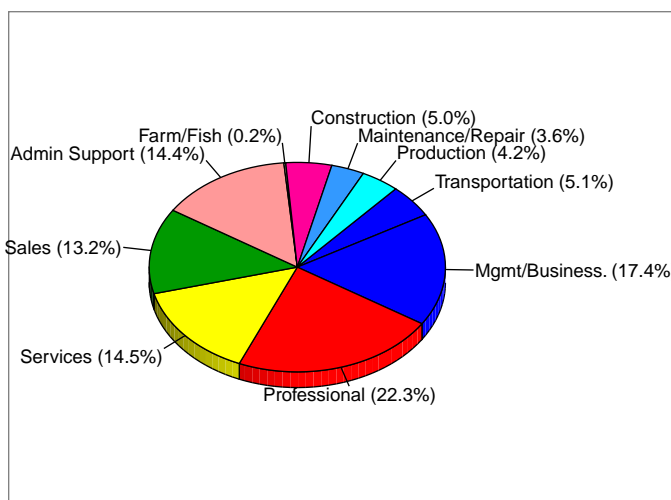
**2010 Population by Age**



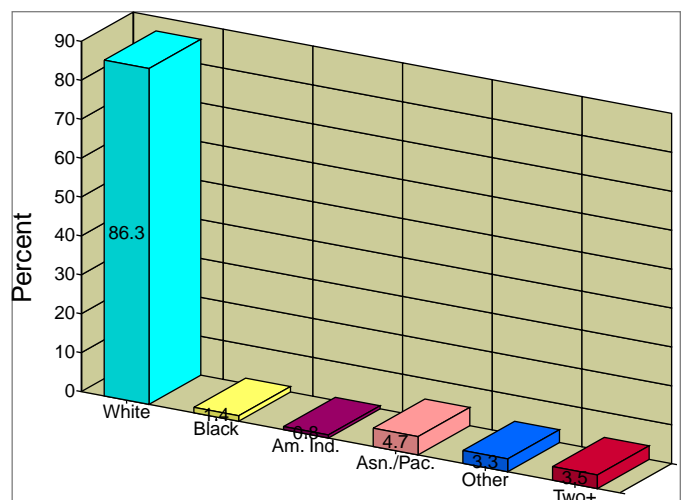
**2010 Owner Occupied HUs by Value**



**2010 Employed 16+ by Occupation**



**2010 Population by Race**






2010 Percent Hispanic Origin: 7.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



17185 SE Mcloughlin Blvd, Milwaukie, OR 97267-4900  
 Ring: 1, 3, 5 Miles

Latitude: 45.39888  
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	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	11,646	81,995	194,836
2000 Group Quarters	54	806	2,450
2010 Total Population	12,325	87,670	212,470
2015 Total Population	12,681	90,127	221,031
2010 - 2015 Annual Rate	0.57%	0.55%	0.79%
 2000 Households	4,702	32,638	76,664
2000 Average Household Size	2.47	2.49	2.51
2010 Households	4,968	34,816	83,198
2010 Average Household Size	2.47	2.48	2.51
2015 Households	5,113	35,844	86,560
2015 Average Household Size	2.47	2.48	2.52
2010 - 2015 Annual Rate	0.58%	0.58%	0.8%
2000 Families	3,056	22,301	51,656
2000 Average Family Size	3	2.98	3.01
2010 Families	3,156	23,323	55,117
2010 Average Family Size	3.02	2.99	3.03
2015 Families	3,210	23,756	56,806
2015 Average Family Size	3.03	3	3.04
2010 - 2015 Annual Rate	0.34%	0.37%	0.61%
 <b>2000 Housing Units</b>	4,939	34,466	80,909
Owner Occupied Housing Units	60.2%	65.1%	62.9%
Renter Occupied Housing Units	34.8%	29.7%	31.8%
Vacant Housing Units	5.0%	5.2%	5.3%
<b>2010 Housing Units</b>	5,310	37,460	89,391
Owner Occupied Housing Units	59.1%	63.6%	61.7%
Renter Occupied Housing Units	34.5%	29.3%	31.3%
Vacant Housing Units	6.4%	7.1%	6.9%
<b>2015 Housing Units</b>	5,495	38,821	93,553
Owner Occupied Housing Units	59.0%	63.2%	61.4%
Renter Occupied Housing Units	34.0%	29.1%	31.1%
Vacant Housing Units	7.0%	7.7%	7.5%
<b>Median Household Income</b>			
2000	\$45,170	\$51,051	\$50,035
2010	\$58,149	\$65,595	\$64,646
2015	\$66,413	\$74,978	\$73,721
<b>Median Home Value</b>			
2000	\$167,156	\$180,068	\$181,345
2010	\$264,275	\$289,318	\$293,608
2015	\$318,696	\$356,544	\$364,043
<b>Per Capita Income</b>			
2000	\$21,694	\$26,163	\$26,734
2010	\$27,495	\$32,973	\$33,392
2015	\$31,433	\$37,302	\$37,764
<b>Median Age</b>			
2000	38.4	38.9	37.3
2010	41.1	41.7	39.3
2015	41.4	41.9	39.3


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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



17185 SE Mcloughlin Blvd, Milwaukie, OR 97267-4900  
 Ring: 1, 3, 5 Miles

Latitude: 45.39888  
 Longitude: -122.61953

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	4,738	32,684	76,726
< \$15,000	12.1%	9.2%	9.8%
\$15,000 - \$24,999	13.1%	10.3%	10.7%
\$25,000 - \$34,999	13.3%	11.9%	12.4%
\$35,000 - \$49,999	17.9%	17.4%	17.2%
\$50,000 - \$74,999	22.4%	21.5%	20.9%
\$75,000 - \$99,999	11.6%	13.0%	12.0%
\$100,000 - \$149,999	7.6%	11.1%	10.4%
\$150,000 - \$199,999	0.8%	2.7%	3.0%
\$200,000+	1.2%	3.0%	3.8%
Average Household Income	\$53,356	\$65,881	\$67,391
<b>2010 Households by Income</b>			
Household Income Base	4,966	34,814	83,199
< \$15,000	8.3%	6.5%	6.7%
\$15,000 - \$24,999	8.9%	6.9%	6.9%
\$25,000 - \$34,999	9.0%	6.9%	7.1%
\$35,000 - \$49,999	15.6%	14.5%	15.0%
\$50,000 - \$74,999	24.3%	23.3%	23.2%
\$75,000 - \$99,999	14.9%	14.3%	14.0%
\$100,000 - \$149,999	14.5%	18.6%	17.2%
\$150,000 - \$199,999	2.9%	4.7%	4.5%
\$200,000+	1.5%	4.3%	5.5%
Average Household Income	\$67,828	\$83,208	\$84,590
<b>2015 Households by Income</b>			
Household Income Base	5,112	35,842	86,560
< \$15,000	6.2%	4.8%	5.0%
\$15,000 - \$24,999	6.9%	5.2%	5.2%
\$25,000 - \$34,999	6.5%	4.9%	5.1%
\$35,000 - \$49,999	10.5%	9.8%	10.1%
\$50,000 - \$74,999	27.8%	25.3%	25.6%
\$75,000 - \$99,999	15.3%	14.3%	13.9%
\$100,000 - \$149,999	20.8%	24.5%	22.8%
\$150,000 - \$199,999	3.9%	5.9%	5.7%
\$200,000+	2.1%	5.4%	6.7%
Average Household Income	\$77,493	\$94,086	\$95,682
<b>2000 Owner Occupied HUs by Value</b>			
Total	2,971	22,338	50,959
<\$50,000	12.8%	5.0%	5.1%
\$50,000 - 99,999	1.9%	3.7%	5.3%
\$100,000 - 149,999	20.6%	20.0%	20.5%
\$150,000 - 199,999	40.6%	33.6%	28.1%
\$200,000 - \$299,999	19.2%	23.6%	22.8%
\$300,000 - 499,999	4.0%	10.0%	12.2%
\$500,000 - 999,999	1.0%	3.4%	4.8%
\$1,000,000+	0.0%	0.7%	1.1%
Average Home Value	\$169,841	\$215,599	\$229,413
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	1,730	10,295	25,674
With Cash Rent	97.2%	96.7%	97.1%
No Cash Rent	2.8%	3.3%	2.9%
Median Rent	\$601	\$615	\$622
Average Rent	\$673	\$680	\$678


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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



17185 SE Mcloughlin Blvd, Milwaukie, OR 97267-4900  
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Age</b>			
 Total	11,644	81,995	194,837
Age 0 - 4	6.3%	6.1%	6.5%
Age 5 - 9	6.4%	6.8%	7.0%
Age 10 - 14	7.1%	7.4%	7.2%
Age 15 - 19	6.9%	6.8%	6.9%
Age 20 - 24	6.2%	5.2%	6.0%
Age 25 - 34	12.2%	11.8%	12.9%
Age 35 - 44	14.9%	15.9%	16.2%
Age 45 - 54	14.9%	16.8%	16.5%
Age 55 - 64	9.8%	9.9%	9.0%
Age 65 - 74	7.0%	6.2%	5.7%
Age 75 - 84	6.1%	5.0%	4.5%
Age 85+	2.2%	2.0%	1.7%
Age 18+	76.3%	75.3%	75.0%
<b>2010 Population by Age</b>			
Total	12,325	87,671	212,470
Age 0 - 4	6.1%	5.8%	6.2%
Age 5 - 9	5.8%	5.9%	6.1%
Age 10 - 14	5.8%	6.4%	6.3%
Age 15 - 19	6.0%	6.3%	6.6%
Age 20 - 24	6.4%	5.4%	6.3%
Age 25 - 34	12.9%	11.8%	13.0%
Age 35 - 44	11.8%	12.8%	12.7%
Age 45 - 54	14.8%	15.6%	15.4%
Age 55 - 64	13.1%	14.4%	13.8%
Age 65 - 74	8.0%	7.8%	6.9%
Age 75 - 84	6.0%	5.0%	4.2%
Age 85+	3.3%	2.9%	2.4%
Age 18+	78.8%	78.0%	77.4%
<b>2015 Population by Age</b>			
Total	12,682	90,124	221,030
Age 0 - 4	6.0%	5.8%	6.3%
Age 5 - 9	5.8%	5.9%	6.1%
Age 10 - 14	5.8%	6.2%	6.2%
Age 15 - 19	5.7%	5.9%	6.1%
Age 20 - 24	5.9%	5.3%	6.2%
Age 25 - 34	13.0%	12.1%	13.7%
Age 35 - 44	11.9%	12.7%	12.5%
Age 45 - 54	13.2%	13.9%	13.5%
Age 55 - 64	13.4%	14.3%	13.7%
Age 65 - 74	9.9%	10.0%	9.1%
Age 75 - 84	5.9%	5.1%	4.3%
Age 85+	3.4%	2.9%	2.3%
Age 18+	79.0%	78.4%	77.8%
<b>2000 Population by Sex</b>			
Males	48.4%	48.5%	48.8%
Females	51.6%	51.5%	51.2%
<b>2010 Population by Sex</b>			
Males	48.6%	48.6%	48.8%
Females	51.4%	51.4%	51.2%
<b>2015 Population by Sex</b>			
Males	48.7%	48.7%	48.8%
Females	51.3%	51.3%	51.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



17185 SE Mcloughlin Blvd, Milwaukie, OR 97267-4900  
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	11,646	81,996	194,835
White Alone	90.3%	91.8%	90.4%
Black Alone	0.7%	0.7%	0.9%
American Indian Alone	0.6%	0.6%	0.7%
Asian or Pacific Islander Alone	1.9%	2.3%	3.2%
Some Other Race Alone	3.7%	2.1%	2.1%
Two or More Races	2.7%	2.6%	2.7%
Hispanic Origin	7.8%	4.8%	4.7%
Diversity Index	30.1	23.3	25.6
<b>2010 Population by Race/Ethnicity</b>			
Total	12,324	87,671	212,471
White Alone	85.8%	88.0%	86.3%
Black Alone	1.2%	1.1%	1.4%
American Indian Alone	0.7%	0.7%	0.8%
Asian or Pacific Islander Alone	2.8%	3.4%	4.7%
Some Other Race Alone	6.0%	3.3%	3.3%
Two or More Races	3.5%	3.4%	3.5%
Hispanic Origin	12.4%	7.8%	7.6%
Diversity Index	42.4	33.6	35.8
<b>2015 Population by Race/Ethnicity</b>			
Total	12,682	90,127	221,031
White Alone	84.0%	86.4%	84.6%
Black Alone	1.3%	1.3%	1.6%
American Indian Alone	0.8%	0.8%	0.9%
Asian or Pacific Islander Alone	3.2%	3.9%	5.4%
Some Other Race Alone	6.7%	3.8%	3.7%
Two or More Races	3.9%	3.8%	3.9%
Hispanic Origin	14.5%	9.2%	8.9%
Diversity Index	46.8	37.7	39.8
<b>2000 Population 3+ by School Enrollment</b>			
 Total	11,236	79,157	187,299
Enrolled in Nursery/Preschool	1.3%	1.7%	1.7%
Enrolled in Kindergarten	1.4%	1.4%	1.5%
Enrolled in Grade 1-8	11.8%	12.0%	11.8%
Enrolled in Grade 9-12	4.7%	5.8%	5.8%
Enrolled in College	5.0%	4.2%	4.7%
Enrolled in Grad/Prof School	0.5%	0.7%	0.9%
Not Enrolled in School	75.3%	74.1%	73.7%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	8,610	61,574	145,278
Less than 9th Grade	3.3%	2.2%	2.4%
9th - 12th Grade, No Diploma	7.5%	5.5%	5.6%
High School Graduate	30.3%	25.0%	23.9%
Some College, No Degree	29.9%	26.8%	25.9%
Associate Degree	8.2%	7.9%	7.8%
Bachelor's Degree	14.0%	21.2%	22.0%
Graduate/Professional Degree	6.8%	11.4%	12.4%




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.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population 15+ by Marital Status</b>			
 Total	10,133	71,821	172,847
Never Married	25.7%	25.9%	27.6%
Married	52.5%	54.9%	53.6%
Widowed	7.9%	6.4%	5.7%
Divorced	13.9%	12.7%	13.0%
<b>2000 Population 16+ by Employment Status</b>			
 Total	9,176	64,199	152,138
In Labor Force	66.4%	68.3%	68.5%
Civilian Employed	62.6%	64.7%	64.9%
Civilian Unemployed	3.6%	3.6%	3.5%
In Armed Forces	0.2%	0.1%	0.1%
Not in Labor Force	33.6%	31.7%	31.5%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	88.1%	88.4%	88.6%
Civilian Unemployed	11.9%	11.6%	11.4%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.6%	90.8%	91.0%
Civilian Unemployed	9.4%	9.2%	9.0%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	4,830	33,549	78,992
Own Children < 6 Only	7.4%	6.8%	7.5%
Employed/in Armed Forces	4.2%	4.1%	4.4%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	2.8%	2.4%	2.7%
Own Children < 6 and 6-17 Only	4.9%	5.5%	5.8%
Employed/in Armed Forces	3.1%	3.4%	3.2%
Unemployed	0.4%	0.2%	0.2%
Not in Labor Force	1.4%	1.9%	2.5%
Own Children 6-17 Only	14.7%	17.5%	17.3%
Employed/in Armed Forces	11.5%	13.2%	12.7%
Unemployed	0.5%	0.5%	0.5%
Not in Labor Force	2.7%	3.9%	4.1%
No Own Children < 18	73.0%	70.1%	69.3%
Employed/in Armed Forces	37.9%	37.7%	37.6%
Unemployed	1.3%	1.9%	2.0%
Not in Labor Force	33.8%	30.6%	29.7%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	5,430	39,464	95,974
Agriculture/Mining	0.3%	0.5%	0.4%
Construction	7.1%	6.5%	6.3%
Manufacturing	8.6%	8.2%	8.6%
Wholesale Trade	4.6%	4.9%	4.8%
Retail Trade	13.0%	13.4%	13.0%
Transportation/Utilities	5.4%	4.9%	4.8%
Information	2.7%	2.9%	2.7%
Finance/Insurance/Real Estate	7.0%	9.0%	8.4%
Services	47.4%	45.3%	46.8%
Public Administration	3.9%	4.5%	4.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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 Ring: 1, 3, 5 Miles

Latitude: 45.39888  
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	1 mile radius	3 miles radius	5 miles radius
<b>2010 Employed Population 16+ by Occupation</b>			
Total	5,428	39,464	95,976
White Collar	56.6%	67.2%	67.4%
Management/Business/Financial	11.4%	16.7%	17.4%
Professional	17.3%	21.6%	22.3%
Sales	11.7%	13.2%	13.2%
Administrative Support	16.3%	15.8%	14.4%
Services	19.4%	14.1%	14.5%
Blue Collar	24.0%	18.7%	18.1%
Farming/Forestry/Fishing	0.4%	0.2%	0.2%
Construction/Extraction	6.8%	5.0%	5.0%
Installation/Maintenance/Repair	5.3%	3.8%	3.6%
Production	5.3%	4.2%	4.2%
Transportation/Material Moving	6.3%	5.5%	5.1%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	5,639	40,987	97,108
Drove Alone - Car, Truck, or Van	76.0%	77.0%	76.2%
Carpooled - Car, Truck, or Van	12.0%	10.5%	10.5%
Public Transportation	4.9%	4.4%	4.8%
Walked	2.8%	2.0%	2.2%
Other Means	0.7%	0.9%	1.0%
Worked at Home	3.6%	5.1%	5.3%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	5,638	40,985	97,105
Did Not Work at Home	96.4%	94.9%	94.7%
Less than 5 minutes	2.1%	2.4%	2.6%
5 to 9 minutes	9.6%	9.5%	8.8%
10 to 19 minutes	27.8%	26.4%	26.5%
20 to 24 minutes	14.4%	17.4%	17.1%
25 to 34 minutes	26.6%	24.6%	24.4%
35 to 44 minutes	6.0%	6.4%	6.0%
45 to 59 minutes	5.4%	4.5%	5.2%
60 to 89 minutes	3.7%	2.4%	2.6%
90 or more minutes	0.8%	1.3%	1.4%
Worked at Home	3.6%	5.1%	5.3%
Average Travel Time to Work (in min)	23.6	23.5	24.0
<b>2000 Households by Vehicles Available</b>			
Total	4,702	32,670	76,714
None	8.7%	5.9%	6.4%
1	34.3%	30.8%	31.3%
2	37.2%	42.2%	42.2%
3	15.0%	15.7%	14.7%
4	4.0%	4.2%	3.9%
5+	0.9%	1.3%	1.3%
Average Number of Vehicles Available	1.7	1.9	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



17185 SE Mcloughlin Blvd, Milwaukie, OR 97267-4900  
 Ring: 1, 3, 5 Miles

Latitude: 45.39888  
 Longitude: -122.61953

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Type</b>			
 Total	4,701	32,637	76,663
Family Households	65.0%	68.3%	67.4%
Married-couple Family	49.7%	54.7%	53.4%
With Related Children	20.4%	24.4%	24.9%
Other Family (No Spouse)	15.3%	13.7%	14.0%
With Related Children	10.5%	9.1%	9.3%
Nonfamily Households	35.0%	31.7%	32.6%
Householder Living Alone	27.5%	25.0%	25.1%
Householder Not Living Alone	7.5%	6.7%	7.5%
Households with Related Children	30.9%	33.5%	34.1%
Households with Persons 65+	28.1%	23.3%	21.3%
<b>2000 Households by Size</b>			
Total	4,702	32,638	76,664
1 Person Household	27.5%	25.0%	25.1%
2 Person Household	35.5%	36.1%	35.4%
3 Person Household	15.1%	16.1%	16.4%
4 Person Household	13.0%	14.3%	14.5%
5 Person Household	5.6%	5.6%	5.7%
6 Person Household	2.1%	1.9%	1.9%
7+ Person Household	1.2%	1.0%	1.0%
<b>2000 Households by Year Householder Moved In</b>			
Total	4,702	32,668	76,715
Moved in 1999 to March 2000	21.1%	19.2%	21.5%
Moved in 1995 to 1998	28.7%	29.1%	31.1%
Moved in 1990 to 1994	16.3%	18.0%	16.9%
Moved in 1980 to 1989	13.2%	15.8%	14.7%
Moved in 1970 to 1979	14.0%	11.0%	9.1%
Moved in 1969 or Earlier	6.7%	6.9%	6.6%
Median Year Householder Moved In	1995	1995	1995
<b>2000 Housing Units by Units in Structure</b>			
 Total	4,945	34,475	81,016
1, Detached	59.2%	67.9%	66.1%
1, Attached	1.2%	2.3%	2.5%
2	1.4%	2.3%	2.6%
3 or 4	3.6%	4.8%	4.1%
5 to 9	6.0%	4.3%	4.9%
10 to 19	5.1%	4.8%	5.1%
20+	13.4%	8.9%	9.6%
Mobile Home	9.7%	4.6%	4.9%
Other	0.3%	0.2%	0.2%
<b>2000 Housing Units by Year Structure Built</b>			
Total	4,936	34,502	80,962
1999 to March 2000	1.3%	1.3%	1.9%
1995 to 1998	4.4%	6.3%	8.3%
1990 to 1994	9.9%	8.7%	10.1%
1980 to 1989	12.0%	12.9%	14.4%
1970 to 1979	34.1%	26.4%	22.3%
1969 or Earlier	38.3%	44.2%	43.1%
Median Year Structure Built	1973	1972	1973


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



17185 SE Mcloughlin Blvd, Milwaukie, OR 97267-4900  
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	Old and Newcomers	Main Street, USA	Main Street, USA
2.	Main Street, USA	Exurbanites	In Style
3.	Midlife Junction	Old and Newcomers	Suburban Splendor

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$8,199,093	\$69,760,967	\$170,921,925
Average Spent	\$1,650.38	\$2,003.70	\$2,054.40
Spending Potential Index	69	84	86
Computers & Accessories: Total \$	\$1,083,469	\$9,196,895	\$22,584,360
Average Spent	\$218.09	\$264.16	\$271.45
Spending Potential Index	99	120	123
Education: Total \$	\$6,124,425	\$53,364,463	\$129,544,191
Average Spent	\$1,232.77	\$1,532.76	\$1,557.06
Spending Potential Index	101	126	128
Entertainment/Recreation: Total \$	\$15,854,251	\$137,049,548	\$332,442,745
Average Spent	\$3,191.27	\$3,936.40	\$3,995.80
Spending Potential Index	99	122	124
Food at Home: Total \$	\$21,793,155	\$181,102,274	\$440,938,870
Average Spent	\$4,386.71	\$5,201.70	\$5,299.87
Spending Potential Index	98	116	118
Food Away from Home: Total \$	\$15,724,968	\$132,549,884	\$324,250,946
Average Spent	\$3,165.25	\$3,807.15	\$3,897.34
Spending Potential Index	98	118	121
Health Care: Total \$	\$18,133,978	\$151,200,573	\$360,133,174
Average Spent	\$3,650.16	\$4,342.85	\$4,328.63
Spending Potential Index	98	117	116
HH Furnishings & Equipment: Total \$	\$8,742,094	\$76,318,869	\$185,413,048
Average Spent	\$1,759.68	\$2,192.06	\$2,228.58
Spending Potential Index	85	106	108
Investments: Total \$	\$8,381,889	\$75,391,083	\$179,992,166
Average Spent	\$1,687.18	\$2,165.41	\$2,163.42
Spending Potential Index	97	124	124
Retail Goods: Total \$	\$114,691,838	\$976,312,321	\$2,373,078,203
Average Spent	\$23,086.12	\$28,042.06	\$28,523.26
Spending Potential Index	93	113	115
Shelter: Total \$	\$78,151,250	\$679,063,538	\$1,654,759,753
Average Spent	\$15,730.93	\$19,504.35	\$19,889.42
Spending Potential Index	100	124	126
TV/Video/Audio: Total \$	\$6,019,893	\$50,197,513	\$122,670,247
Average Spent	\$1,211.73	\$1,441.79	\$1,474.44
Spending Potential Index	98	116	119
Travel: Total \$	\$9,314,021	\$83,815,996	\$201,570,547
Average Spent	\$1,874.80	\$2,407.40	\$2,422.78
Spending Potential Index	99	127	128
Vehicle Maintenance & Repairs: Total \$	\$4,581,678	\$38,837,859	\$94,515,188
Average Spent	\$922.24	\$1,115.52	\$1,136.03
Spending Potential Index	98	118	121

**Data Note:** 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.