



# Site Map

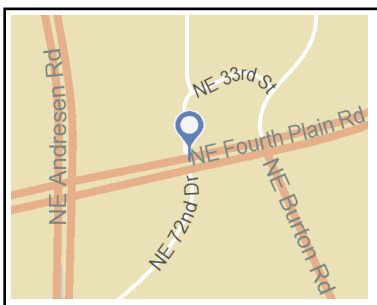
Prepared for Ashley Blackwell

Latitude: 45.64505

Longitude: -122.59915

NE 4th Plain Blvd, Vancouver, WA 98662

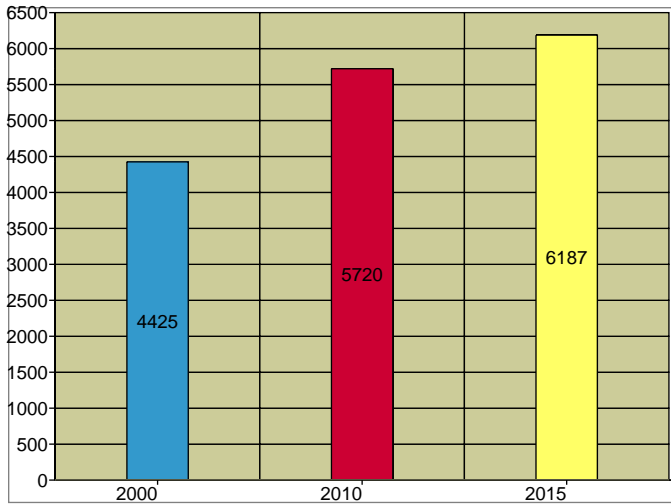
Ring: 1, 3, 5 Miles



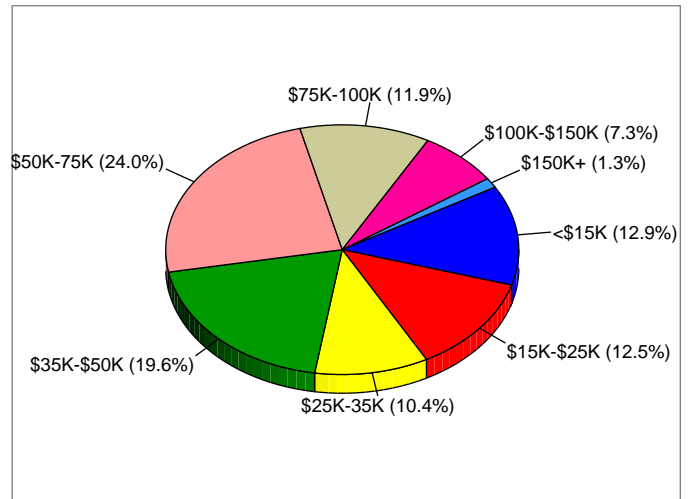
NE 4th Plain Blvd, Vancouver, WA 98662  
 Ring: 1 mile radius

Latitude: 45.64505  
 Longitude: -122.59915

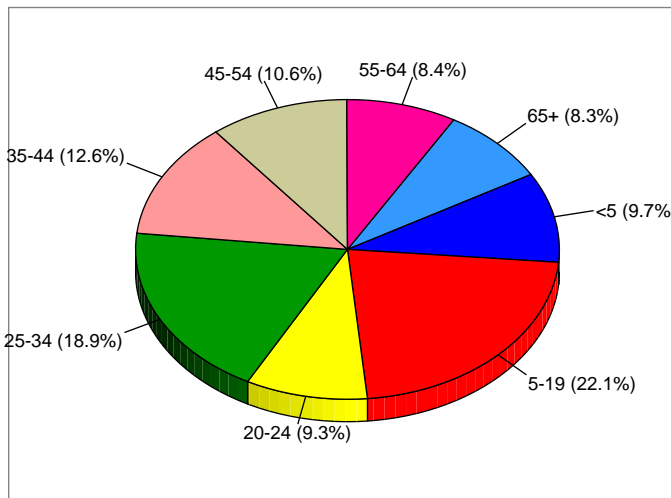
**Households**



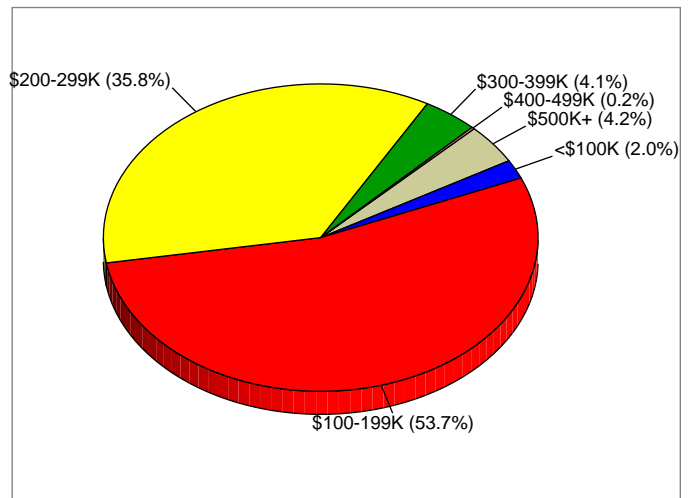
**2010 Households by Income**



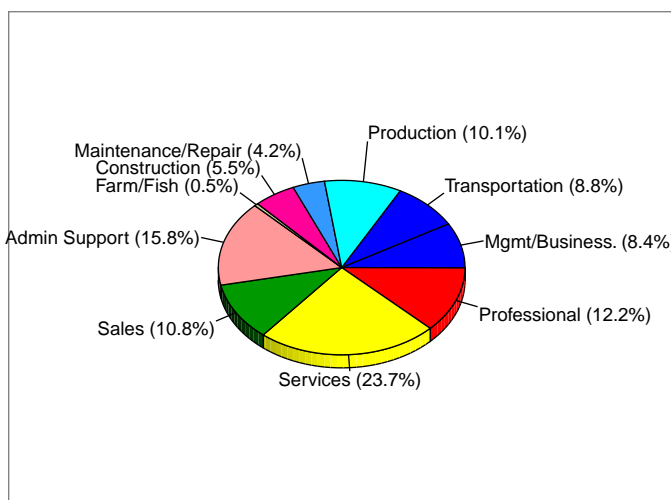
**2010 Population by Age**



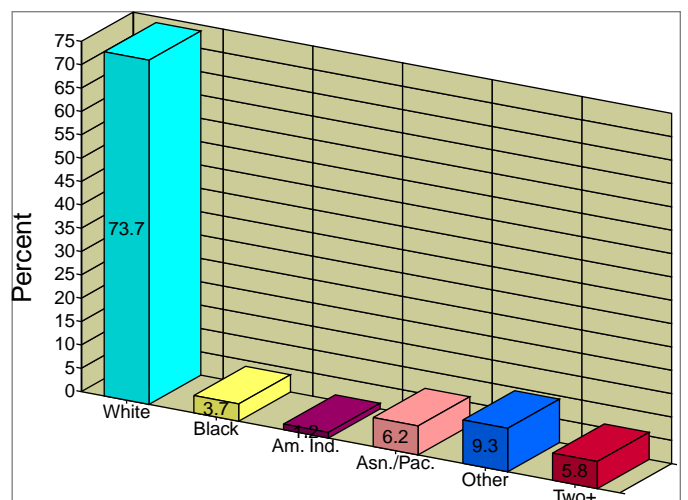
**2010 Owner Occupied HUs by Value**



**2010 Employed 16+ by Occupation**



**2010 Population by Race**



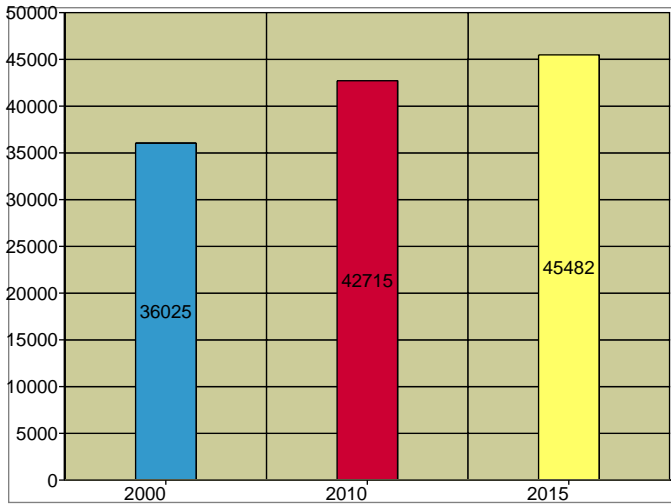
2010 Percent Hispanic Origin: 16.9%

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

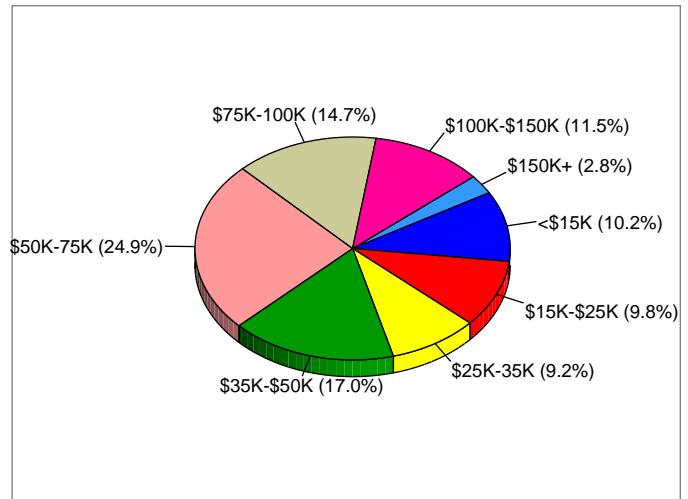
NE 4th Plain Blvd, Vancouver, WA 98662  
 Ring: 3 miles radius

Latitude: 45.64505  
 Longitude: -122.59915

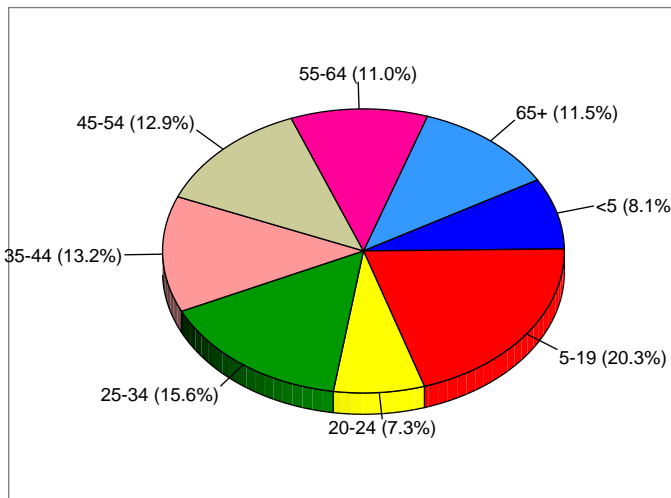
**Households**



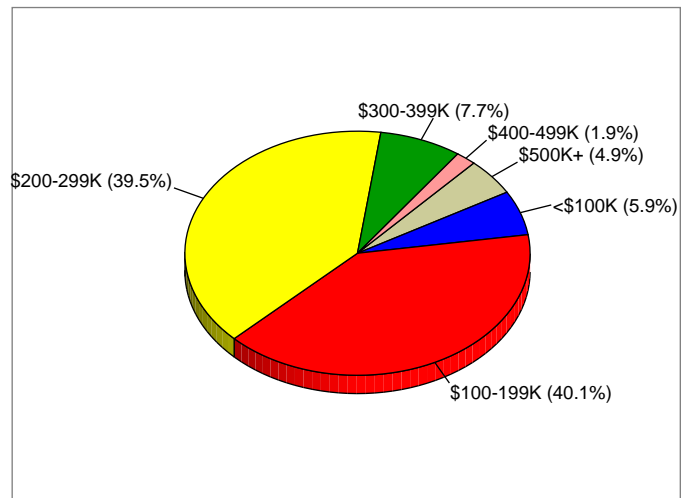
**2010 Households by Income**



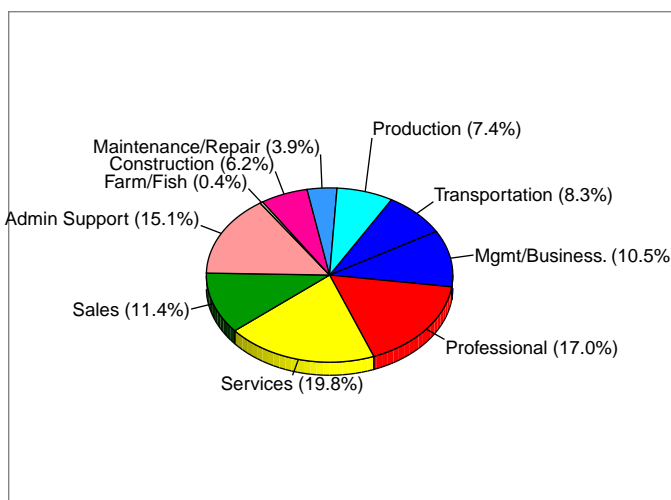
**2010 Population by Age**



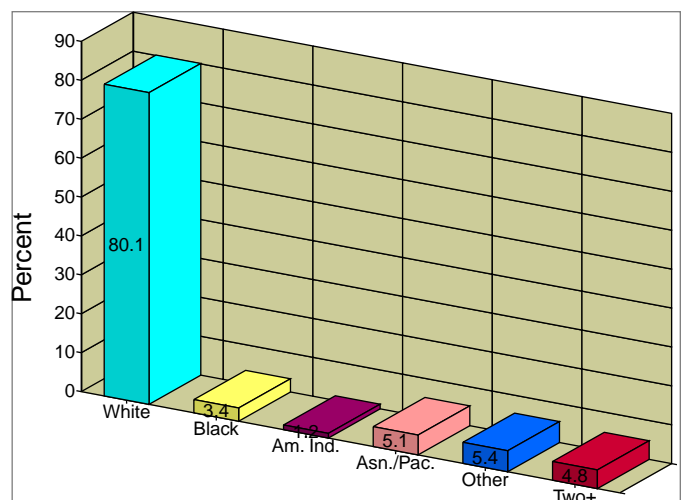
**2010 Owner Occupied HUs by Value**



**2010 Employed 16+ by Occupation**



**2010 Population by Race**



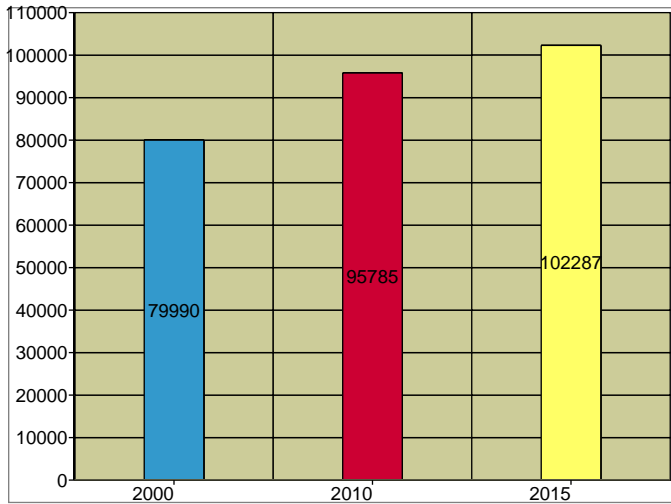
2010 Percent Hispanic Origin: 11.1%

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

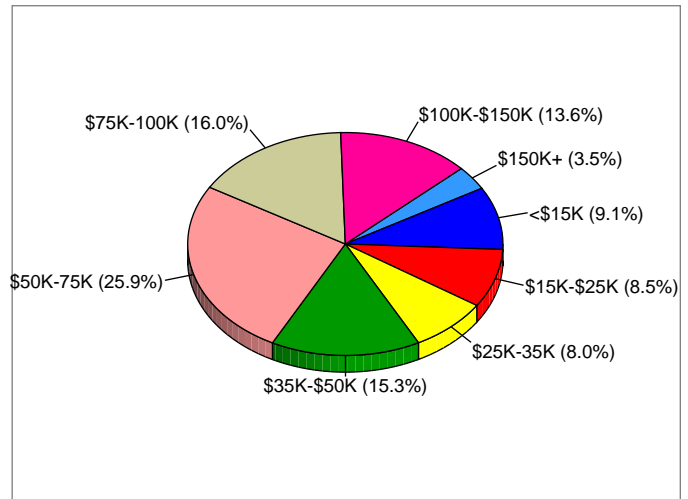
NE 4th Plain Blvd, Vancouver, WA 98662  
 Ring: 5 miles radius

Latitude: 45.64505  
 Longitude: -122.59915

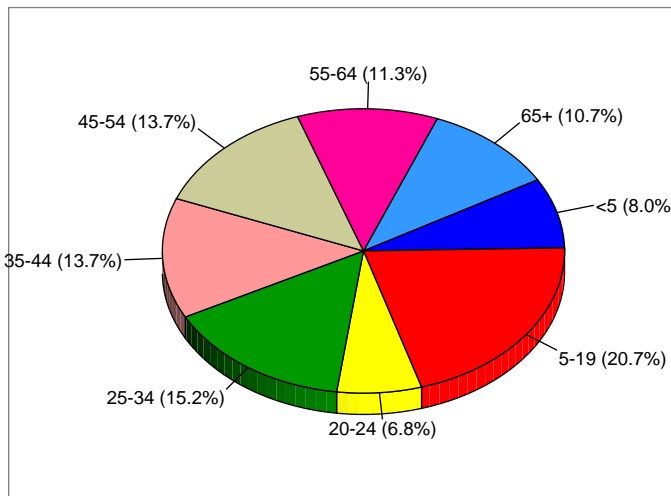
**Households**



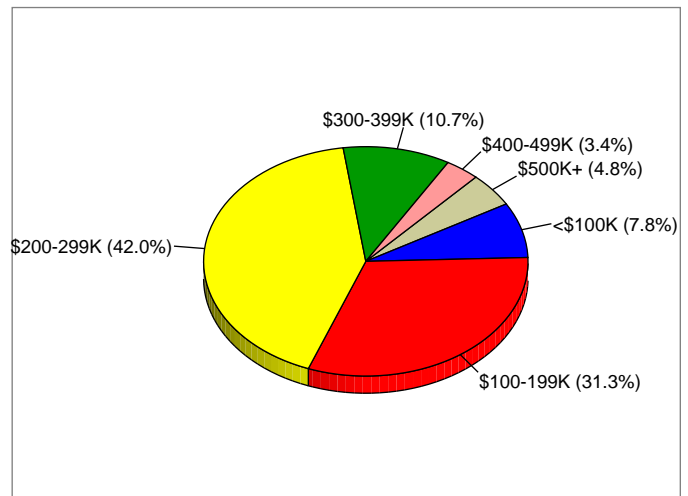
**2010 Households by Income**



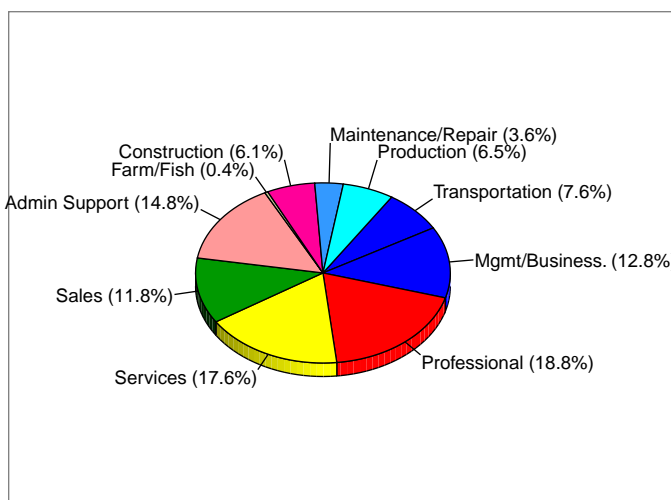
**2010 Population by Age**



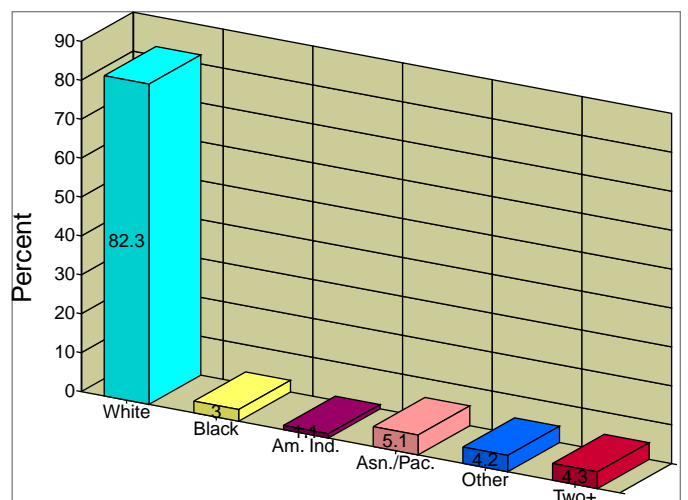
**2010 Owner Occupied HUs by Value**



**2010 Employed 16+ by Occupation**



**2010 Population by Race**



2010 Percent Hispanic Origin: 9.5%

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






# Market Profile

Prepared for Ashley Blackwell

NE 4th Plain Blvd, Vancouver, WA 98662  
Ring: 1, 3, 5 Miles

Latitude: 45.64505  
Longitude: -122.59915

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	11,335	91,512	209,025
2000 Group Quarters	11	736	2,719
2010 Total Population	15,021	109,418	250,878
2015 Total Population	16,286	116,630	267,972
2010 - 2015 Annual Rate	1.63%	1.28%	1.33%
 2000 Households	4,425	36,025	79,990
2000 Average Household Size	2.56	2.52	2.58
2010 Households	5,720	42,715	95,785
2010 Average Household Size	2.61	2.55	2.59
2015 Households	6,187	45,482	102,287
2015 Average Household Size	2.62	2.55	2.59
2010 - 2015 Annual Rate	1.58%	1.26%	1.32%
2000 Families	2,772	23,013	53,234
2000 Average Family Size	3.14	3.08	3.11
2010 Families	3,531	26,783	62,600
2010 Average Family Size	3.21	3.13	3.14
2015 Families	3,802	28,348	66,469
2015 Average Family Size	3.22	3.14	3.15
2010 - 2015 Annual Rate	1.49%	1.14%	1.21%
 <b>2000 Housing Units</b>	4,701	38,018	84,912
Owner Occupied Housing Units	31.0%	48.2%	54.8%
Renter Occupied Housing Units	63.5%	46.3%	39.4%
Vacant Housing Units	5.4%	5.5%	5.9%
<b>2010 Housing Units</b>	6,142	45,647	102,920
Owner Occupied Housing Units	30.3%	46.9%	53.5%
Renter Occupied Housing Units	62.8%	46.7%	39.5%
Vacant Housing Units	6.9%	6.4%	6.9%
<b>2015 Housing Units</b>	6,672	48,837	110,429
Owner Occupied Housing Units	31.0%	46.7%	53.3%
Renter Occupied Housing Units	61.7%	46.4%	39.4%
Vacant Housing Units	7.3%	6.9%	7.4%
<b>Median Household Income</b>			
2000	\$34,897	\$38,698	\$43,274
2010	\$45,852	\$53,432	\$58,277
2015	\$53,095	\$61,830	\$66,025
<b>Median Home Value</b>			
2000	\$122,458	\$132,658	\$138,647
2010	\$193,660	\$207,105	\$219,589
2015	\$236,549	\$249,911	\$264,705
<b>Per Capita Income</b>			
2000	\$15,522	\$19,011	\$19,980
2010	\$19,604	\$24,430	\$25,580
2015	\$22,557	\$28,244	\$29,548
<b>Median Age</b>			
2000	28.4	33.0	33.4
2010	29.2	34.1	34.6
2015	29.4	34.3	34.7


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.



NE 4th Plain Blvd, Vancouver, WA 98662  
 Ring: 1, 3, 5 Miles

Latitude: 45.64505  
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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	4,401	35,938	80,062
< \$15,000	16.3%	14.8%	13.0%
\$15,000 - \$24,999	17.5%	14.1%	12.1%
\$25,000 - \$34,999	16.3%	15.7%	13.6%
\$35,000 - \$49,999	21.8%	19.3%	19.6%
\$50,000 - \$74,999	17.9%	20.6%	22.5%
\$75,000 - \$99,999	6.5%	8.7%	10.6%
\$100,000 - \$149,999	2.5%	4.9%	6.3%
\$150,000 - \$199,999	0.6%	1.0%	1.2%
\$200,000+	0.6%	1.0%	1.1%
Average Household Income	\$41,156	\$47,850	\$51,674
<b>2010 Households by Income</b>			
Household Income Base	5,720	42,715	95,785
< \$15,000	12.9%	10.2%	9.1%
\$15,000 - \$24,999	12.5%	9.8%	8.5%
\$25,000 - \$34,999	10.4%	9.2%	8.0%
\$35,000 - \$49,999	19.6%	17.0%	15.3%
\$50,000 - \$74,999	24.0%	24.9%	25.8%
\$75,000 - \$99,999	11.9%	14.7%	16.0%
\$100,000 - \$149,999	7.3%	11.5%	13.6%
\$150,000 - \$199,999	0.5%	1.4%	1.9%
\$200,000+	0.8%	1.3%	1.6%
Average Household Income	\$52,800	\$62,088	\$66,357
<b>2015 Households by Income</b>			
Household Income Base	6,188	45,483	102,285
< \$15,000	10.9%	8.1%	7.1%
\$15,000 - \$24,999	10.3%	7.8%	6.7%
\$25,000 - \$34,999	8.9%	7.5%	6.5%
\$35,000 - \$49,999	15.4%	12.9%	11.4%
\$50,000 - \$74,999	26.2%	25.8%	25.9%
\$75,000 - \$99,999	12.9%	14.9%	15.7%
\$100,000 - \$149,999	12.9%	18.3%	21.0%
\$150,000 - \$199,999	1.3%	2.9%	3.4%
\$200,000+	1.2%	1.8%	2.2%
Average Household Income	\$60,997	\$71,868	\$76,708
<b>2000 Owner Occupied HUs by Value</b>			
Total	1,456	18,354	46,615
<\$50,000	1.9%	4.1%	5.6%
\$50,000 - 99,999	15.4%	14.7%	11.1%
\$100,000 - 149,999	65.3%	49.9%	45.1%
\$150,000 - 199,999	10.9%	20.2%	24.5%
\$200,000 - \$299,999	2.3%	6.5%	9.6%
\$300,000 - 499,999	1.9%	3.5%	3.2%
\$500,000 - 999,999	2.3%	0.9%	0.7%
\$1,000,000+	0.0%	0.2%	0.2%
Average Home Value	\$145,582	\$149,663	\$152,618
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	3,006	17,669	33,292
With Cash Rent	99.3%	98.2%	97.8%
No Cash Rent	0.7%	1.8%	2.2%
Median Rent	\$608	\$582	\$598
Average Rent	\$613	\$602	\$624


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.



NE 4th Plain Blvd, Vancouver, WA 98662  
 Ring: 1, 3, 5 Miles

Latitude: 45.64505  
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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Age</b>			
 Total	11,336	91,512	209,023
Age 0 - 4	9.8%	8.1%	7.9%
Age 5 - 9	8.4%	7.7%	7.9%
Age 10 - 14	6.9%	7.0%	7.4%
Age 15 - 19	7.2%	6.7%	6.9%
Age 20 - 24	10.5%	7.6%	6.8%
Age 25 - 34	19.0%	16.0%	15.6%
Age 35 - 44	13.5%	15.2%	16.1%
Age 45 - 54	10.5%	13.0%	13.8%
Age 55 - 64	6.5%	7.9%	7.9%
Age 65 - 74	4.1%	5.4%	4.9%
Age 75 - 84	2.8%	4.1%	3.6%
Age 85+	0.8%	1.4%	1.2%
Age 18+	71.0%	73.3%	72.5%
<b>2010 Population by Age</b>			
Total	15,021	109,418	250,878
Age 0 - 4	9.7%	8.1%	8.0%
Age 5 - 9	8.4%	7.2%	7.2%
Age 10 - 14	6.9%	6.5%	6.8%
Age 15 - 19	6.8%	6.6%	6.7%
Age 20 - 24	9.3%	7.3%	6.8%
Age 25 - 34	18.9%	15.6%	15.2%
Age 35 - 44	12.6%	13.2%	13.7%
Age 45 - 54	10.6%	12.9%	13.7%
Age 55 - 64	8.4%	11.0%	11.3%
Age 65 - 74	4.6%	6.1%	5.9%
Age 75 - 84	2.7%	3.6%	3.3%
Age 85+	1.1%	1.8%	1.5%
Age 18+	71.4%	74.3%	74.1%
<b>2015 Population by Age</b>			
Total	16,285	116,629	267,973
Age 0 - 4	9.7%	8.1%	8.0%
Age 5 - 9	8.3%	7.2%	7.3%
Age 10 - 14	7.1%	6.7%	6.9%
Age 15 - 19	6.4%	6.1%	6.2%
Age 20 - 24	9.6%	7.4%	6.8%
Age 25 - 34	18.5%	15.5%	15.4%
Age 35 - 44	12.5%	12.9%	13.4%
Age 45 - 54	9.9%	11.9%	12.5%
Age 55 - 64	8.6%	11.1%	11.3%
Age 65 - 74	5.6%	7.7%	7.5%
Age 75 - 84	2.6%	3.7%	3.3%
Age 85+	1.0%	1.7%	1.5%
Age 18+	71.5%	74.4%	74.1%
<b>2000 Population by Sex</b>			
Males	48.9%	48.9%	49.5%
Females	51.1%	51.1%	50.5%
<b>2010 Population by Sex</b>			
Males	49.9%	48.9%	49.4%
Females	50.1%	51.1%	50.6%
<b>2015 Population by Sex</b>			
Males	50.2%	48.9%	49.3%
Females	49.8%	51.1%	50.7%

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



NE 4th Plain Blvd, Vancouver, WA 98662  
 Ring: 1, 3, 5 Miles

Latitude: 45.64505  
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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	11,335	91,512	209,026
White Alone	79.8%	84.7%	86.2%
Black Alone	3.0%	2.7%	2.4%
American Indian Alone	1.1%	1.1%	1.0%
Asian or Pacific Islander Alone	5.2%	4.1%	4.2%
Some Other Race Alone	5.9%	3.5%	2.7%
Two or More Races	5.0%	3.9%	3.6%
Hispanic Origin	11.0%	7.1%	6.0%
Diversity Index	48.6	37.5	34.0
<b>2010 Population by Race/Ethnicity</b>			
Total	15,022	109,416	250,877
White Alone	73.7%	80.1%	82.3%
Black Alone	3.7%	3.4%	3.0%
American Indian Alone	1.2%	1.2%	1.1%
Asian or Pacific Islander Alone	6.2%	5.1%	5.1%
Some Other Race Alone	9.3%	5.4%	4.2%
Two or More Races	5.8%	4.8%	4.3%
Hispanic Origin	16.9%	11.1%	9.5%
Diversity Index	60.6	48.2	43.7
<b>2015 Population by Race/Ethnicity</b>			
Total	16,285	116,630	267,972
White Alone	72.1%	78.8%	81.1%
Black Alone	4.1%	3.8%	3.3%
American Indian Alone	1.2%	1.2%	1.1%
Asian or Pacific Islander Alone	6.6%	5.4%	5.4%
Some Other Race Alone	10.1%	5.8%	4.6%
Two or More Races	6.0%	5.0%	4.5%
Hispanic Origin	18.8%	12.3%	10.6%
Diversity Index	63.6	51.0	46.4
<b>2000 Population 3+ by School Enrollment</b>			
 Total	10,898	86,651	198,893
Enrolled in Nursery/Preschool	1.4%	1.4%	1.6%
Enrolled in Kindergarten	1.8%	1.7%	1.6%
Enrolled in Grade 1-8	14.9%	12.1%	12.9%
Enrolled in Grade 9-12	4.9%	5.5%	5.6%
Enrolled in College	5.1%	4.7%	4.3%
Enrolled in Grad/Prof School	0.5%	0.6%	0.7%
Not Enrolled in School	71.4%	74.2%	73.3%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	8,843	70,286	161,955
Less than 9th Grade	5.9%	4.1%	3.4%
9th - 12th Grade, No Diploma	11.8%	8.9%	8.1%
High School Graduate	30.6%	29.4%	27.6%
Some College, No Degree	25.6%	27.7%	28.3%
Associate Degree	8.9%	9.5%	9.4%
Bachelor's Degree	12.3%	13.5%	15.5%
Graduate/Professional Degree	4.9%	6.8%	7.7%




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	11,257	85,517	195,781
Never Married	32.2%	29.2%	28.0%
Married	47.0%	49.1%	51.6%
Widowed	4.8%	5.6%	5.0%
Divorced	16.0%	16.1%	15.4%
<b>2000 Population 16+ by Employment Status</b>			
 Total	8,382	69,221	157,252
In Labor Force	69.1%	66.1%	67.9%
Civilian Employed	62.9%	61.4%	63.2%
Civilian Unemployed	6.1%	4.4%	4.5%
In Armed Forces	0.2%	0.3%	0.3%
Not in Labor Force	30.9%	33.9%	32.1%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	79.4%	82.2%	82.6%
Civilian Unemployed	20.6%	17.8%	17.4%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	82.2%	84.7%	85.2%
Civilian Unemployed	17.8%	15.3%	14.8%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	4,484	35,959	80,760
Own Children < 6 Only	11.0%	9.1%	9.1%
Employed/in Armed Forces	5.5%	5.0%	5.1%
Unemployed	0.2%	0.4%	0.5%
Not in Labor Force	5.4%	3.6%	3.6%
Own Children < 6 and 6-17 Only	8.4%	6.6%	7.1%
Employed/in Armed Forces	4.3%	3.7%	4.0%
Unemployed	0.1%	0.2%	0.3%
Not in Labor Force	4.0%	2.6%	2.8%
Own Children 6-17 Only	15.5%	15.4%	16.8%
Employed/in Armed Forces	10.8%	10.7%	12.1%
Unemployed	1.5%	0.9%	0.7%
Not in Labor Force	3.3%	3.8%	4.0%
No Own Children < 18	65.0%	68.9%	67.0%
Employed/in Armed Forces	36.3%	34.8%	35.3%
Unemployed	3.4%	2.4%	2.5%
Not in Labor Force	25.3%	31.7%	29.2%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	5,704	42,647	100,654
Agriculture/Mining	0.8%	0.8%	0.7%
Construction	5.4%	7.0%	7.4%
Manufacturing	13.3%	12.7%	12.0%
Wholesale Trade	3.8%	3.6%	4.0%
Retail Trade	11.2%	11.3%	11.1%
Transportation/Utilities	7.4%	7.1%	7.3%
Information	3.2%	2.8%	2.4%
Finance/Insurance/Real Estate	5.0%	5.3%	6.1%
Services	48.4%	46.2%	45.5%
Public Administration	1.6%	3.1%	3.6%

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



NE 4th Plain Blvd, Vancouver, WA 98662  
 Ring: 1, 3, 5 Miles

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	1 mile radius	3 miles radius	5 miles radius
<b>2010 Employed Population 16+ by Occupation</b>			
Total	5,703	42,648	100,653
White Collar	47.2%	54.0%	58.3%
Management/Business/Financial	8.4%	10.5%	12.8%
Professional	12.2%	17.0%	18.8%
Sales	10.8%	11.4%	11.8%
Administrative Support	15.8%	15.1%	14.8%
Services	23.7%	19.8%	17.6%
Blue Collar	29.1%	26.2%	24.2%
Farming/Forestry/Fishing	0.5%	0.4%	0.4%
Construction/Extraction	5.5%	6.2%	6.1%
Installation/Maintenance/Repair	4.2%	3.9%	3.6%
Production	10.1%	7.4%	6.5%
Transportation/Material Moving	8.8%	8.3%	7.6%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	5,178	41,769	97,989
Drove Alone - Car, Truck, or Van	72.6%	76.3%	77.5%
Carpooled - Car, Truck, or Van	16.8%	13.9%	12.6%
Public Transportation	4.3%	3.8%	3.3%
Walked	2.6%	1.6%	1.6%
Other Means	0.8%	1.2%	1.2%
Worked at Home	2.8%	3.1%	3.8%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	5,178	41,767	97,990
Did Not Work at Home	97.2%	96.9%	96.2%
Less than 5 minutes	3.6%	2.7%	2.3%
5 to 9 minutes	10.9%	10.0%	9.3%
10 to 19 minutes	36.1%	38.0%	34.4%
20 to 24 minutes	19.2%	16.4%	17.6%
25 to 34 minutes	15.9%	16.5%	18.3%
35 to 44 minutes	3.0%	4.0%	4.6%
45 to 59 minutes	3.3%	4.7%	5.2%
60 to 89 minutes	3.0%	2.5%	2.6%
90 or more minutes	2.2%	2.1%	1.9%
Worked at Home	2.8%	3.1%	3.8%
Average Travel Time to Work (in min)	22.0	22.6	23.0
<b>2000 Households by Vehicles Available</b>			
Total	4,460	36,032	79,993
None	6.9%	8.6%	7.2%
1	50.0%	38.6%	34.8%
2	33.9%	37.0%	40.1%
3	7.4%	11.2%	13.1%
4	1.0%	3.1%	3.3%
5+	0.8%	1.4%	1.4%
Average Number of Vehicles Available	1.5	1.7	1.8

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



NE 4th Plain Blvd, Vancouver, WA 98662  
 Ring: 1, 3, 5 Miles

Latitude: 45.64505  
 Longitude: -122.59915

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Type</b>			
 Total	4,427	36,026	79,988
Family Households	62.6%	63.9%	66.6%
Married-couple Family	42.2%	45.7%	49.8%
With Related Children	22.8%	22.0%	24.7%
Other Family (No Spouse)	20.4%	18.2%	16.8%
With Related Children	14.9%	12.8%	12.0%
Nonfamily Households	37.4%	36.1%	33.4%
Householder Living Alone	26.4%	27.5%	25.5%
Householder Not Living Alone	11.0%	8.6%	8.0%
Households with Related Children	37.7%	34.8%	36.7%
Households with Persons 65+	14.7%	19.5%	18.0%
<b>2000 Households by Size</b>			
Total	4,425	36,025	79,990
1 Person Household	26.4%	27.6%	25.5%
2 Person Household	31.3%	33.2%	33.3%
3 Person Household	17.6%	16.5%	16.8%
4 Person Household	13.4%	12.8%	14.1%
5 Person Household	6.2%	5.8%	6.3%
6 Person Household	2.8%	2.3%	2.3%
7+ Person Household	2.4%	1.7%	1.7%
<b>2000 Households by Year Householder Moved In</b>			
Total	4,460	36,033	79,993
Moved in 1999 to March 2000	42.2%	30.3%	28.0%
Moved in 1995 to 1998	34.6%	32.2%	33.1%
Moved in 1990 to 1994	8.9%	13.2%	16.0%
Moved in 1980 to 1989	7.4%	11.0%	11.3%
Moved in 1970 to 1979	3.5%	7.8%	7.2%
Moved in 1969 or Earlier	3.5%	5.6%	4.3%
Median Year Householder Moved In	1998	1997	1996
<b>2000 Housing Units by Units in Structure</b>			
 Total	4,718	38,119	84,965
1, Detached	29.4%	53.7%	59.6%
1, Attached	10.0%	5.2%	4.2%
2	4.7%	6.2%	4.8%
3 or 4	9.6%	6.2%	4.5%
5 to 9	16.0%	7.0%	6.1%
10 to 19	7.7%	6.0%	4.6%
20+	21.8%	12.6%	10.6%
Mobile Home	0.8%	3.0%	5.0%
Other	0.0%	0.1%	0.5%
<b>2000 Housing Units by Year Structure Built</b>			
Total	4,740	38,014	84,914
1999 to March 2000	1.7%	2.1%	3.3%
1995 to 1998	17.0%	11.3%	12.8%
1990 to 1994	17.4%	10.2%	13.0%
1980 to 1989	19.0%	13.8%	15.2%
1970 to 1979	23.4%	25.5%	25.9%
1969 or Earlier	21.5%	37.1%	29.8%
Median Year Structure Built	1983	1975	1978

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



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	1 mile radius	3 miles radius	5 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	Aspiring Young Familie	Main Street, USA	Aspiring Young Familie
2.	NeWest Residents	Aspiring Young Familie	Main Street, USA
3.	Old and Newcomers	Old and Newcomers	Up and Coming Families



**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 \$	\$7,709,390	\$65,603,307	\$155,531,554
Average Spent	\$1,347.80	\$1,535.84	\$1,623.76
Spending Potential Index	56	64	68
Computers & Accessories: Total \$	\$1,027,472	\$8,669,137	\$20,681,166
Average Spent	\$179.63	\$202.95	\$215.91
Spending Potential Index	82	92	98
Education: Total \$	\$5,337,129	\$47,846,787	\$114,095,936
Average Spent	\$933.06	\$1,120.14	\$1,191.17
Spending Potential Index	76	92	98
Entertainment/Recreation: Total \$	\$13,825,304	\$123,559,302	\$297,747,006
Average Spent	\$2,417.01	\$2,892.64	\$3,108.49
Spending Potential Index	75	90	96
Food at Home: Total \$	\$20,420,067	\$172,965,297	\$408,697,777
Average Spent	\$3,569.94	\$4,049.29	\$4,266.82
Spending Potential Index	80	90	95
Food Away from Home: Total \$	\$14,778,231	\$125,796,750	\$299,026,057
Average Spent	\$2,583.61	\$2,945.03	\$3,121.85
Spending Potential Index	80	91	97
Health Care: Total \$	\$14,740,816	\$136,549,091	\$327,993,095
Average Spent	\$2,577.07	\$3,196.75	\$3,424.26
Spending Potential Index	69	86	92
HH Furnishings & Equipment: Total \$	\$7,724,978	\$68,539,088	\$165,377,847
Average Spent	\$1,350.52	\$1,604.57	\$1,726.55
Spending Potential Index	66	78	84
Investments: Total \$	\$6,148,271	\$59,660,694	\$144,344,317
Average Spent	\$1,074.87	\$1,396.72	\$1,506.96
Spending Potential Index	62	80	87
Retail Goods: Total \$	\$102,641,482	\$900,391,611	\$2,162,278,947
Average Spent	\$17,944.32	\$21,079.05	\$22,574.30
Spending Potential Index	72	85	91
Shelter: Total \$	\$72,365,189	\$623,660,130	\$1,484,379,643
Average Spent	\$12,651.26	\$14,600.49	\$15,496.99
Spending Potential Index	80	92	98
TV/Video/Audio: Total \$	\$5,505,457	\$47,770,027	\$113,679,986
Average Spent	\$962.49	\$1,118.34	\$1,186.82
Spending Potential Index	78	90	96
Travel: Total \$	\$7,848,060	\$71,489,098	\$172,859,648
Average Spent	\$1,372.04	\$1,673.63	\$1,804.66
Spending Potential Index	72	88	95
Vehicle Maintenance & Repairs: Total \$	\$4,140,897	\$36,031,356	\$86,246,453
Average Spent	\$723.93	\$843.53	\$900.42
Spending Potential Index	77	89	96

**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.