

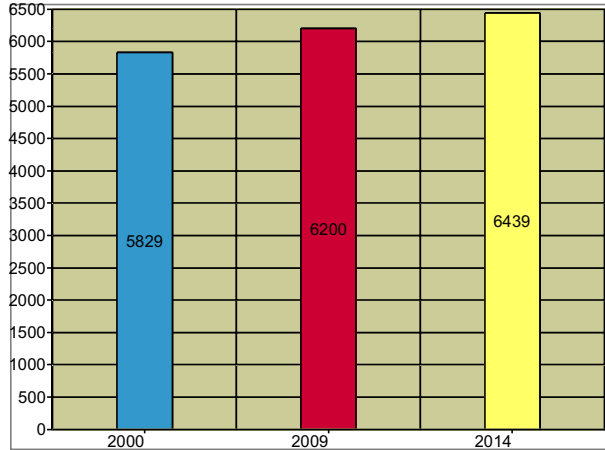


9220 SW Barbur Blvd  
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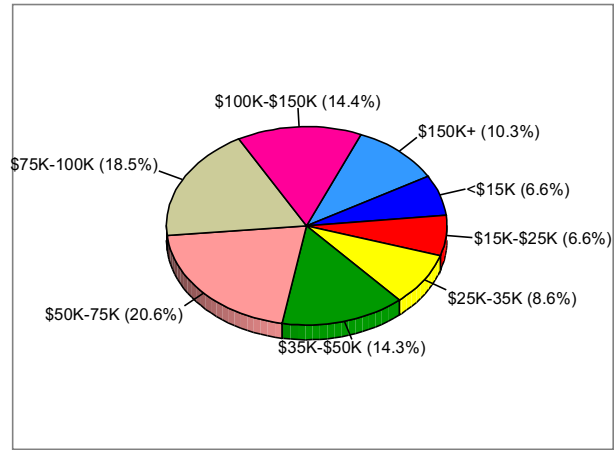
Site Type: Rings

Latitude: 45.45865  
Longitude: -122.70908  
Radius: 1 Miles

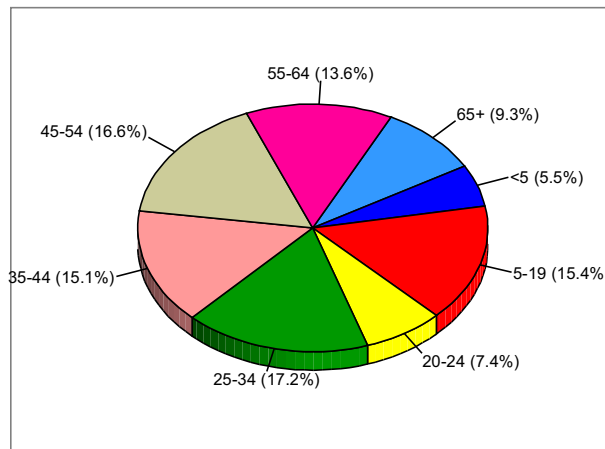
**Households**



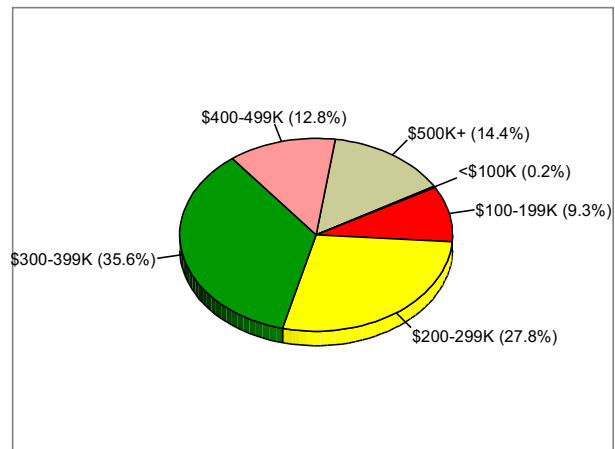
**2009 Households by Income**



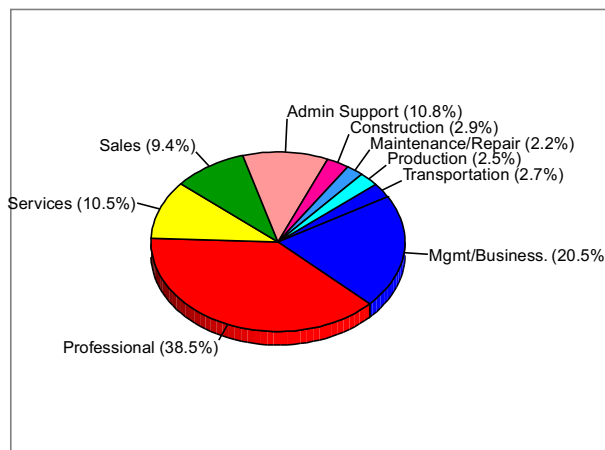
**2009 Population by Age**



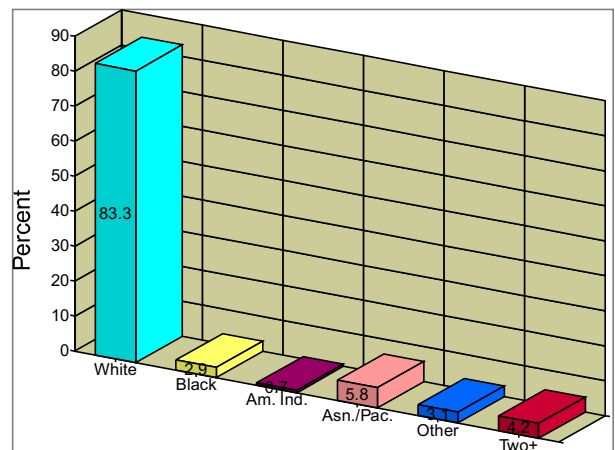
**2009 Owner Occupied HUs by Value**



**2009 Employed 16+ by Occupation**



**2009 Population by Race**



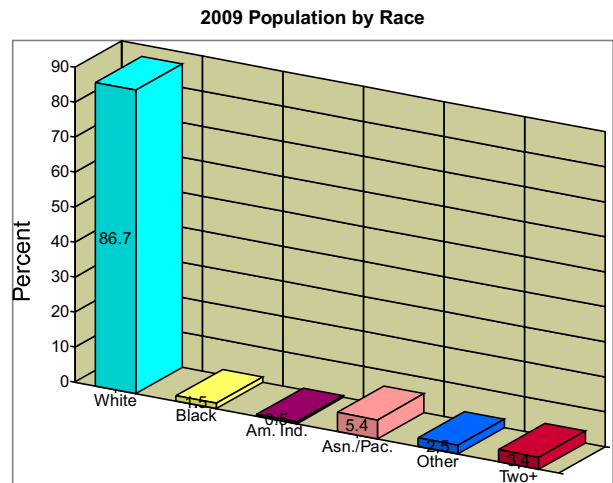
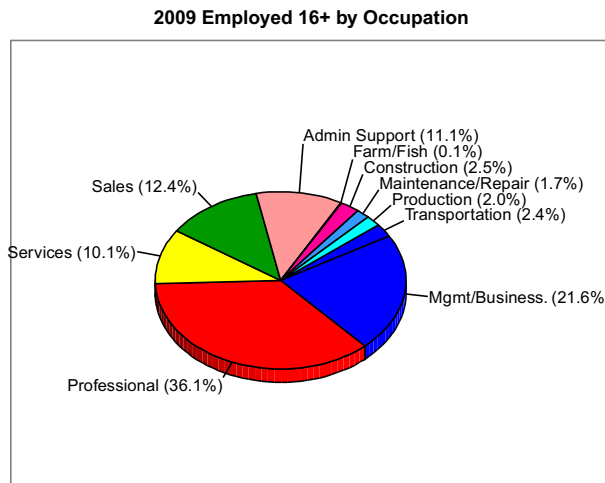
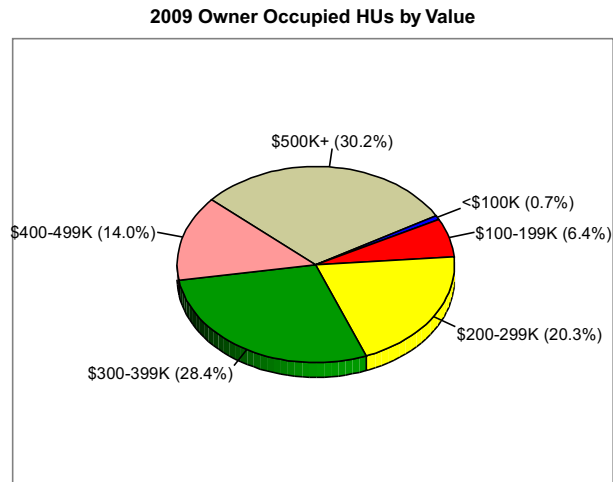
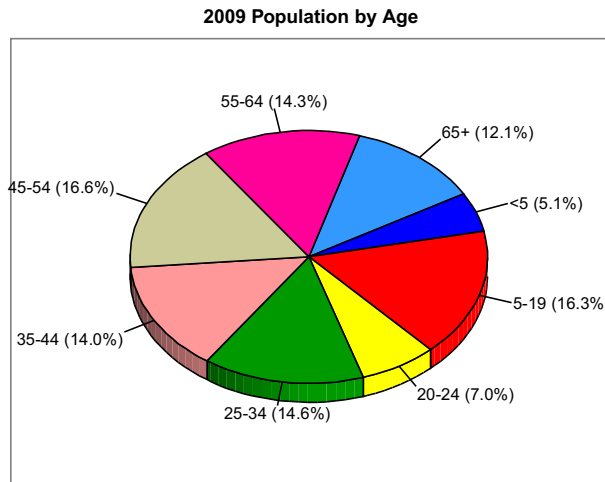
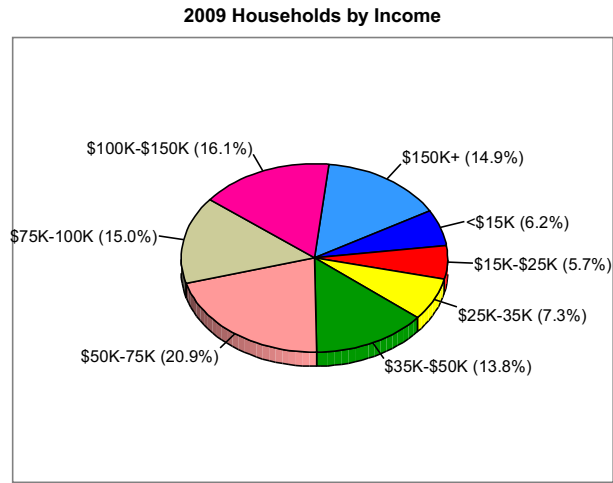
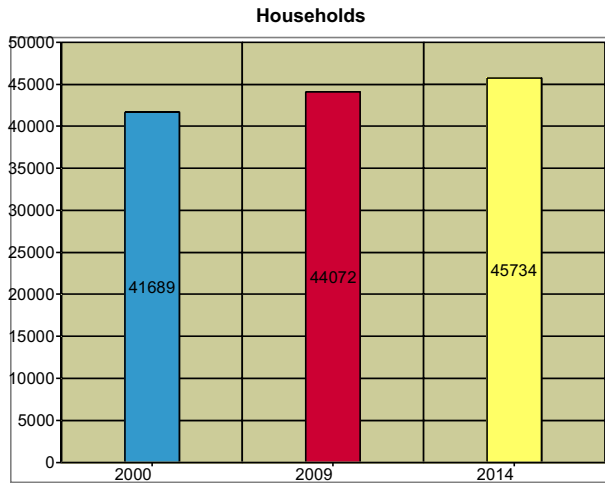
2009 Percent Hispanic Origin: 6.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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Site Type: Rings

Latitude: 45.45865  
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Radius: 3 Miles



2009 Percent Hispanic Origin: 5.9%

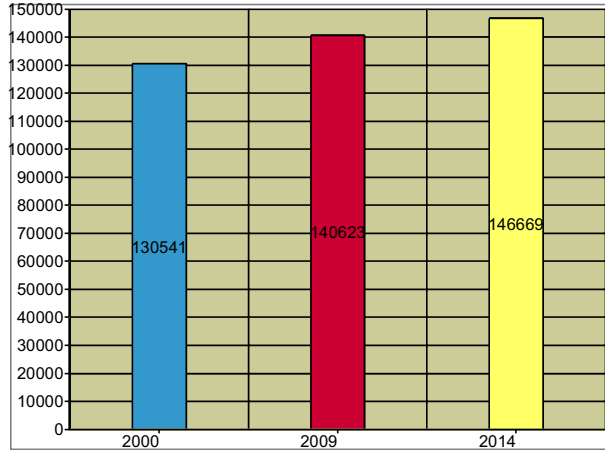
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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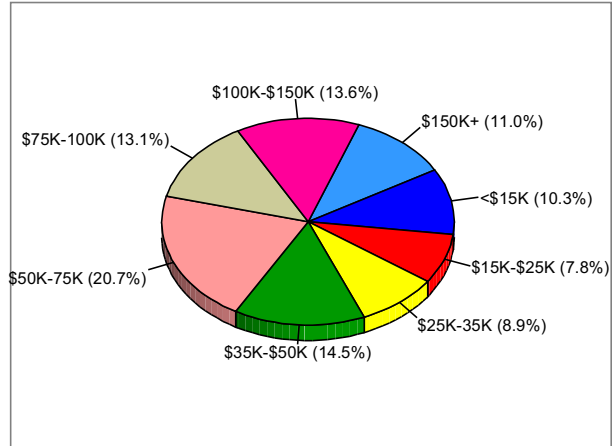
Site Type: Rings

Latitude: 45.45865  
Longitude: -122.70908  
Radius: 5 Miles

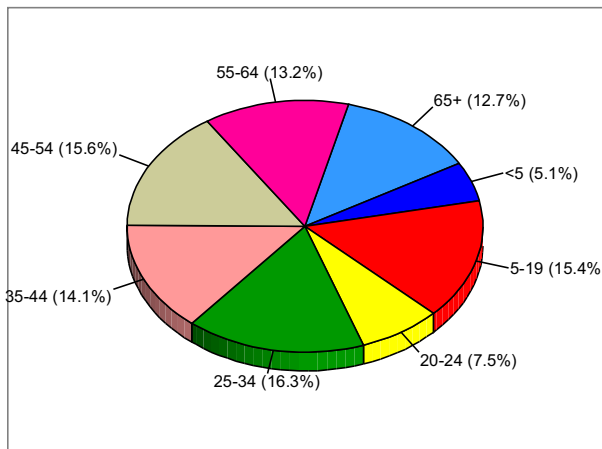
**Households**



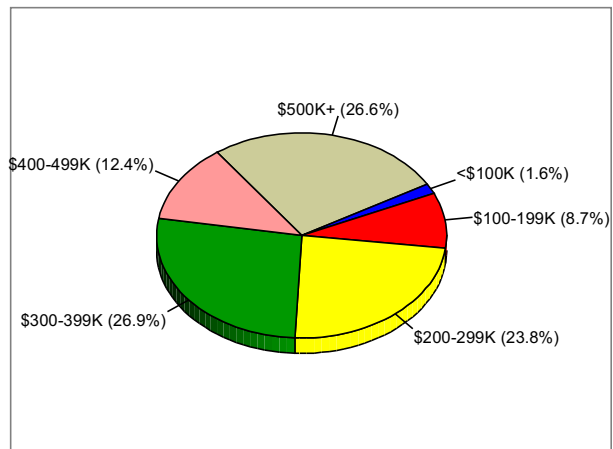
**2009 Households by Income**



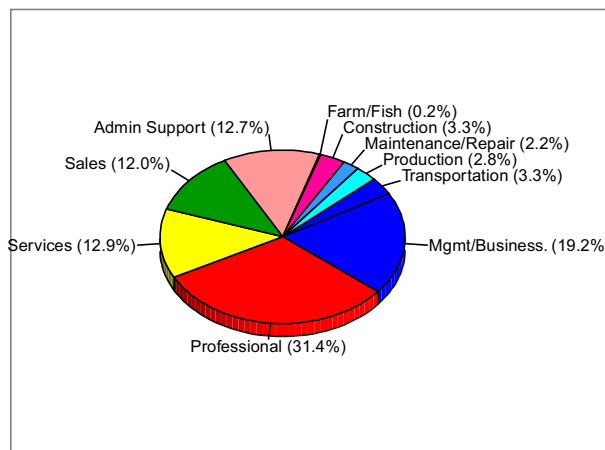
**2009 Population by Age**



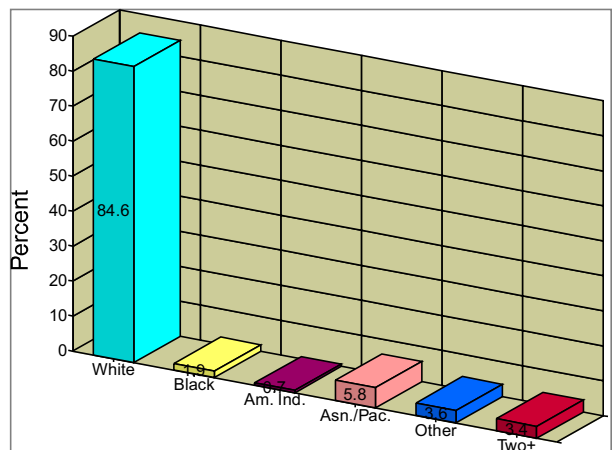
**2009 Owner Occupied HUs by Value**



**2009 Employed 16+ by Occupation**



**2009 Population by Race**






2009 Percent Hispanic Origin: 8.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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Portland, OR 97219-5428

Latitude: 45.45865  
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Site Type: Rings


	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
 2000 Total Population	13,136	95,522	288,186
2000 Group Quarters	24	1,567	7,466
2009 Total Population	13,817	100,530	308,625
2014 Total Population	14,321	104,083	320,807
2009 - 2014 Annual Rate	0.72%	0.7%	0.78%
 2000 Households	5,829	41,689	130,541
2000 Average Household Size	2.25	2.25	2.15
2009 Households	6,200	44,072	140,623
2009 Average Household Size	2.22	2.24	2.14
2014 Households	6,439	45,734	146,669
2014 Average Household Size	2.22	2.24	2.13
2009 - 2014 Annual Rate	0.76%	0.74%	0.85%
2000 Families	3,187	23,990	67,784
2000 Average Family Size	2.88	2.87	2.86
2009 Families	3,334	24,849	70,761
2009 Average Family Size	2.85	2.87	2.88
2014 Families	3,415	25,400	72,461
2014 Average Family Size	2.85	2.88	2.89
2009 - 2014 Annual Rate	0.48%	0.44%	0.48%
 <b>2000 Housing Units</b>	6,142	43,843	138,335
Owner Occupied Housing Units	57.7%	60.8%	50.5%
Renter Occupied Housing Units	37.4%	34.2%	43.9%
Vacant Housing Units	4.8%	5.0%	5.6%
<b>2009 Housing Units</b>	6,598	46,865	150,897
Owner Occupied Housing Units	56.1%	59.1%	48.9%
Renter Occupied Housing Units	37.8%	34.9%	44.3%
Vacant Housing Units	6.0%	6.0%	6.8%
<b>2014 Housing Units</b>	6,853	48,639	157,433
Owner Occupied Housing Units	55.3%	58.8%	48.3%
Renter Occupied Housing Units	38.6%	35.3%	44.9%
Vacant Housing Units	6.0%	6.0%	6.8%
<b>Median Household Income</b>			
2000	\$51,430	\$56,309	\$46,490
2009	\$65,811	\$69,663	\$60,352
2014	\$67,176	\$71,557	\$62,068
<b>Median Home Value</b>			
2000	\$186,216	\$215,648	\$198,275
2009	\$335,936	\$379,818	\$359,061
2014	\$408,900	\$469,709	\$440,523
<b>Per Capita Income</b>			
2000	\$29,616	\$34,203	\$30,052
2009	\$37,010	\$41,754	\$37,260
2014	\$38,767	\$43,977	\$39,210
<b>Median Age</b>			
2000	35.8	38.1	37.0
2009	37.8	40.0	38.9
2014	38.6	40.4	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 2009 and 2014.

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Portland, OR 97219-5428

Latitude: 45.45865  
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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2000 Households by Income</b>			
 Household Income Base	5,807	41,718	130,612
< \$15,000	10.2%	8.7%	13.5%
\$15,000 - \$24,999	10.9%	9.0%	11.5%
\$25,000 - \$34,999	12.5%	11.6%	12.6%
\$35,000 - \$49,999	15.0%	14.9%	15.5%
\$50,000 - \$74,999	22.0%	20.0%	18.8%
\$75,000 - \$99,999	12.6%	12.7%	10.9%
\$100,000 - \$149,999	10.8%	13.0%	9.9%
\$150,000 - \$199,999	2.6%	4.3%	3.2%
\$200,000+	3.5%	5.8%	4.2%
Average Household Income	\$66,406	\$77,394	\$65,730
<b>2009 Households by Income</b>			
Household Income Base	6,200	44,070	140,624
< \$15,000	6.6%	6.2%	10.3%
\$15,000 - \$24,999	6.6%	5.7%	7.8%
\$25,000 - \$34,999	8.6%	7.3%	8.9%
\$35,000 - \$49,999	14.3%	13.8%	14.5%
\$50,000 - \$74,999	20.6%	20.9%	20.7%
\$75,000 - \$99,999	18.5%	15.0%	13.1%
\$100,000 - \$149,999	14.4%	16.1%	13.6%
\$150,000 - \$199,999	5.6%	7.1%	5.2%
\$200,000+	4.7%	7.8%	5.9%
Average Household Income	\$82,793	\$94,532	\$81,143
<b>2014 Households by Income</b>			
Household Income Base	6,438	45,732	146,666
< \$15,000	6.2%	5.8%	10.0%
\$15,000 - \$24,999	6.0%	5.3%	7.4%
\$25,000 - \$34,999	7.7%	6.6%	8.1%
\$35,000 - \$49,999	11.6%	11.4%	12.2%
\$50,000 - \$74,999	24.7%	23.5%	22.7%
\$75,000 - \$99,999	17.7%	15.2%	13.9%
\$100,000 - \$149,999	15.1%	16.7%	14.1%
\$150,000 - \$199,999	5.8%	7.3%	5.3%
\$200,000+	5.0%	8.2%	6.2%
Average Household Income	\$86,587	\$99,328	\$85,084
<b>2000 Owner Occupied HUs by Value</b>			
Total	3,517	26,691	69,794
<\$50,000	0.1%	0.5%	1.0%
\$50,000 - 99,999	5.5%	3.0%	3.9%
\$100,000 - 149,999	18.7%	13.8%	17.0%
\$150,000 - 199,999	35.5%	26.9%	29.0%
\$200,000 - \$299,999	29.2%	30.6%	26.9%
\$300,000 - 499,999	10.7%	19.5%	15.7%
\$500,000 - 999,999	0.4%	4.8%	5.4%
\$1,000,000+	0.0%	0.9%	1.0%
Average Home Value	\$202,537	\$261,694	\$252,728
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	2,296	14,972	60,728
With Cash Rent	97.5%	97.3%	97.7%
No Cash Rent	2.5%	2.7%	2.3%
Median Rent	\$601	\$645	\$592
Average Rent	\$676	\$712	\$639

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 2009 and 2014.

9220 SW Barbur Blvd  
Portland, OR 97219-5428



Latitude: 45.45865  
Longitude: -122.70908  
Site Type: Rings

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2000 Population by Age</b>			
Total	13,134	95,522	288,188
Age 0 - 4	5.8%	5.3%	5.3%
Age 5 - 9	5.8%	5.9%	5.5%
Age 10 - 14	6.0%	6.2%	5.6%
Age 15 - 19	5.3%	6.0%	5.8%
Age 20 - 24	7.5%	6.4%	7.4%
Age 25 - 34	18.2%	15.4%	17.3%
Age 35 - 44	17.7%	16.7%	16.2%
Age 45 - 54	17.7%	18.2%	16.5%
Age 55 - 64	7.1%	8.6%	8.6%
Age 65 - 74	4.3%	5.3%	5.5%
Age 75 - 84	3.3%	4.3%	4.5%
Age 85+	1.2%	1.7%	1.8%
Age 18+	78.9%	79.0%	80.3%
<b>2009 Population by Age</b>			
Total	13,819	100,530	308,625
Age 0 - 4	5.5%	5.1%	5.1%
Age 5 - 9	5.0%	5.0%	4.8%
Age 10 - 14	5.1%	5.3%	5.0%
Age 15 - 19	5.3%	6.0%	5.7%
Age 20 - 24	7.4%	7.0%	7.5%
Age 25 - 34	17.2%	14.6%	16.3%
Age 35 - 44	15.1%	14.0%	14.1%
Age 45 - 54	16.6%	16.6%	15.6%
Age 55 - 64	13.6%	14.3%	13.2%
Age 65 - 74	5.0%	6.1%	6.2%
Age 75 - 84	2.8%	3.9%	4.2%
Age 85+	1.4%	2.1%	2.3%
Age 18+	81.2%	81.2%	82.0%
<b>2014 Population by Age</b>			
Total	14,319	104,083	320,806
Age 0 - 4	5.5%	5.1%	5.2%
Age 5 - 9	5.0%	5.0%	4.8%
Age 10 - 14	4.8%	5.0%	4.8%
Age 15 - 19	4.8%	5.4%	5.2%
Age 20 - 24	6.9%	6.7%	7.4%
Age 25 - 34	17.7%	15.7%	16.9%
Age 35 - 44	15.0%	13.5%	13.4%
Age 45 - 54	14.3%	14.7%	14.1%
Age 55 - 64	14.2%	14.4%	13.4%
Age 65 - 74	7.7%	8.6%	8.4%
Age 75 - 84	2.8%	3.8%	4.1%
Age 85+	1.4%	2.0%	2.3%
Age 18+	81.8%	81.7%	82.4%
<b>2000 Population by Sex</b>			
Males	49.5%	48.7%	49.7%
Females	50.5%	51.3%	50.3%
<b>2009 Population by Sex</b>			
Males	49.5%	48.7%	49.6%
Females	50.5%	51.3%	50.4%
<b>2014 Population by Sex</b>			
Males	49.6%	48.8%	49.7%
Females	50.4%	51.2%	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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Portland, OR 97219-5428

Latitude: 45.45865  
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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2000 Population by Race/Ethnicity</b>			
 Total	13,136	95,522	288,187
White Alone	86.3%	89.2%	87.5%
Black Alone	2.5%	1.3%	1.6%
American Indian Alone	0.7%	0.5%	0.7%
Asian or Pacific Islander Alone	4.5%	4.2%	4.6%
Some Other Race Alone	2.2%	1.7%	2.5%
Two or More Races	3.8%	3.0%	3.1%
Hispanic Origin	4.8%	4.0%	5.7%
Diversity Index	32.1	26.3	31.4
<b>2009 Population by Race/Ethnicity</b>			
Total	13,817	100,531	308,625
White Alone	83.3%	86.7%	84.6%
Black Alone	2.9%	1.5%	1.9%
American Indian Alone	0.7%	0.5%	0.7%
Asian or Pacific Islander Alone	5.8%	5.4%	5.8%
Some Other Race Alone	3.1%	2.5%	3.6%
Two or More Races	4.2%	3.4%	3.4%
Hispanic Origin	6.9%	5.9%	8.3%
Diversity Index	39.2	32.9	39.1
<b>2014 Population by Race/Ethnicity</b>			
Total	14,321	104,082	320,807
White Alone	81.5%	85.1%	82.8%
Black Alone	3.1%	1.6%	2.0%
American Indian Alone	0.7%	0.5%	0.7%
Asian or Pacific Islander Alone	6.5%	6.1%	6.5%
Some Other Race Alone	3.8%	3.0%	4.4%
Two or More Races	4.4%	3.6%	3.7%
Hispanic Origin	8.4%	7.2%	10.0%
Diversity Index	43.4	36.9	43.5
<b>2000 Population 3+ by School Enrollment</b>			
 Total	12,623	92,736	279,294
Enrolled in Nursery/Preschool	2.5%	2.1%	1.6%
Enrolled in Kindergarten	1.0%	1.0%	1.1%
Enrolled in Grade 1-8	9.9%	10.1%	9.3%
Enrolled in Grade 9-12	4.4%	5.0%	4.4%
Enrolled in College	6.1%	6.1%	6.4%
Enrolled in Grad/Prof School	3.2%	3.0%	2.2%
Not Enrolled in School	72.7%	72.7%	74.9%
<b>2009 Population 25+ by Educational Attainment</b>			
Total	9,911	72,090	221,869
Less than 9th Grade	1.6%	1.3%	2.4%
9th - 12th Grade, No Diploma	2.5%	2.6%	4.2%
High School Graduate	11.7%	11.8%	16.2%
Some College, No Degree	19.6%	19.4%	21.9%
Associate Degree	6.7%	6.5%	6.7%
Bachelor's Degree	34.6%	34.2%	29.7%
Graduate/Professional Degree	23.2%	24.3%	18.9%

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 2009 and 2014.

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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2009 Population 15+ by Marital Status</b>			
 Total	11,661	85,086	262,637
Never Married	37.3%	32.2%	34.7%
Married	44.8%	50.1%	46.4%
Widowed	3.8%	4.9%	5.1%
Divorced	14.0%	12.8%	13.8%
<b>2000 Population 16+ by Employment Status</b>			
 Total	10,558	77,768	237,984
In Labor Force	75.9%	71.7%	70.4%
Civilian Employed	73.1%	68.9%	66.7%
Civilian Unemployed	2.7%	2.7%	3.7%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	24.1%	28.3%	29.6%
<b>2009 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	88.8%	88.6%	87.6%
Civilian Unemployed	11.2%	11.4%	12.4%
<b>2014 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.9%	92.8%	92.1%
Civilian Unemployed	7.1%	7.2%	7.9%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	5,379	40,693	120,649
Own Children < 6 Only	7.5%	6.7%	6.6%
Employed/in Armed Forces	4.6%	4.2%	4.0%
Unemployed	0.4%	0.2%	0.2%
Not in Labor Force	2.5%	2.4%	2.4%
Own Children < 6 and 6-17 Only	4.1%	4.3%	4.1%
Employed/in Armed Forces	2.5%	2.6%	2.4%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	1.6%	1.7%	1.7%
Own Children 6-17 Only	15.6%	16.2%	14.3%
Employed/in Armed Forces	12.0%	12.1%	10.6%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	3.3%	3.7%	3.3%
No Own Children < 18	72.9%	72.8%	75.0%
Employed/in Armed Forces	48.8%	43.9%	44.0%
Unemployed	1.5%	1.7%	2.3%
Not in Labor Force	22.6%	27.2%	28.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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Portland, OR 97219-5428



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Site Type: Rings

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2009 Employed Population 16+ by Industry</b>			
 Total	7,245	49,688	148,598
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	4.5%	4.1%	4.7%
Manufacturing	5.8%	6.4%	7.2%
Wholesale Trade	3.0%	3.5%	3.7%
Retail Trade	7.3%	9.2%	10.3%
Transportation/Utilities	4.0%	3.4%	3.7%
Information	4.1%	3.6%	3.4%
Finance/Insurance/Real Estate	8.4%	9.6%	9.2%
Services	59.3%	56.6%	54.2%
Public Administration	3.6%	3.4%	3.2%
<b>2009 Employed Population 16+ by Occupation</b>			
Total	7,245	49,688	148,600
White Collar	79.2%	81.2%	75.3%
Management/Business/Financial	20.5%	21.6%	19.2%
Professional	38.5%	36.1%	31.4%
Sales	9.4%	12.4%	12.0%
Administrative Support	10.8%	11.1%	12.7%
Services	10.5%	10.1%	12.9%
Blue Collar	10.3%	8.8%	11.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	2.9%	2.5%	3.3%
Installation/Maintenance/Repair	2.2%	1.7%	2.2%
Production	2.5%	2.0%	2.8%
Transportation/Material Moving	2.7%	2.4%	3.3%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	7,640	52,806	155,978
Drove Alone - Car, Truck, or Van	72.3%	73.8%	67.9%
Carpooled - Car, Truck, or Van	8.5%	8.8%	9.5%
Public Transportation	9.3%	7.1%	9.6%
Walked	2.9%	2.8%	5.7%
Other Means	1.3%	1.4%	1.9%
Worked at Home	5.7%	6.1%	5.4%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	7,642	52,805	155,976
Did Not Work at Home	94.3%	93.9%	94.6%
Less than 5 minutes	2.0%	2.4%	2.4%
5 to 9 minutes	7.2%	8.8%	9.4%
10 to 19 minutes	37.9%	35.8%	33.3%
20 to 24 minutes	19.1%	18.8%	18.2%
25 to 34 minutes	18.6%	18.6%	19.4%
35 to 44 minutes	3.5%	4.0%	4.4%
45 to 59 minutes	3.1%	2.9%	3.9%
60 to 89 minutes	1.6%	1.7%	2.3%
90 or more minutes	1.2%	0.8%	1.2%
Worked at Home	5.7%	6.1%	5.4%
Average Travel Time to Work (in min)	21.4	20.6	21.8
<b>2000 Households by Vehicles Available</b>			
Total	5,813	41,675	130,552
None	7.8%	5.9%	12.5%
1	37.1%	36.6%	38.7%
2	40.4%	42.5%	36.1%
3	11.6%	11.8%	9.9%
4	2.4%	2.2%	2.1%
5+	0.7%	0.9%	0.7%
Average Number of Vehicles Available	1.7	1.7	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

9220 SW Barbur Blvd  
Portland, OR 97219-5428

Latitude: 45.45865  
Longitude: -122.70908  
Site Type: Rings

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2000 Households by Type</b>			
 Total	5,830	41,691	130,543
Family Households	54.7%	57.5%	51.9%
Married-couple Family	42.3%	46.9%	41.1%
With Related Children	19.7%	20.8%	17.8%
Other Family (No Spouse)	12.4%	10.6%	10.9%
With Related Children	7.8%	6.6%	6.7%
Nonfamily Households	45.3%	42.5%	48.1%
Householder Living Alone	32.0%	31.5%	36.9%
Householder Not Living Alone	13.3%	11.0%	11.2%
Households with Related Children	27.5%	27.4%	24.5%
Households with Persons 65+	14.7%	18.1%	18.8%
<b>2000 Households by Size</b>			
Total	5,829	41,689	130,541
1 Person Household	32.1%	31.5%	36.9%
2 Person Household	35.9%	36.9%	34.3%
3 Person Household	15.3%	14.6%	13.0%
4 Person Household	11.2%	11.5%	10.2%
5 Person Household	3.6%	3.9%	3.7%
6 Person Household	1.3%	1.1%	1.1%
7+ Person Household	0.7%	0.5%	0.6%
<b>2000 Households by Year Householder Moved In</b>			
Total	5,814	41,676	130,553
Moved in 1999 to March 2000	24.6%	23.1%	27.1%
Moved in 1995 to 1998	31.3%	29.6%	30.0%
Moved in 1990 to 1994	17.6%	16.8%	15.7%
Moved in 1980 to 1989	14.2%	15.1%	13.5%
Moved in 1970 to 1979	6.5%	7.8%	7.2%
Moved in 1969 or Earlier	5.8%	7.5%	6.5%
Median Year Householder Moved In	1996	1995	1996
<b>2000 Housing Units by Units in Structure</b>			
 Total	6,102	43,867	138,314
1, Detached	64.9%	64.5%	53.3%
1, Attached	3.0%	4.8%	3.7%
2	3.4%	2.4%	2.9%
3 or 4	4.5%	4.8%	5.6%
5 to 9	6.0%	6.5%	6.3%
10 to 19	8.0%	6.7%	7.1%
20+	10.1%	10.1%	20.6%
Mobile Home	0.0%	0.2%	0.6%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	6,123	43,816	138,331
1999 to March 2000	0.5%	1.0%	1.2%
1995 to 1998	4.3%	5.2%	4.1%
1990 to 1994	7.8%	8.2%	6.2%
1980 to 1989	12.0%	15.2%	12.2%
1970 to 1979	27.5%	22.4%	20.0%
1969 or Earlier	47.9%	47.9%	56.2%
Median Year Structure Built	1971	1971	1966

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

9220 SW Barbur Blvd  
Portland, OR 97219-5428

Latitude: 45.45865  
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Site Type: Rings

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>Top 3 Tapestry Segments</b>			
1.	Metropolitans	In Style	In Style
2.	Old and Newcomers	Metropolitans	Metro Renters
3.	Enterprising Professio	Enterprising Professio	Metropolitans



**2009 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 \$	\$13,031,164	\$105,184,380	\$292,557,593
Average Spent	\$2,101.80	\$2,386.65	\$2,080.44
Spending Potential Index	84	95	83
Computers & Accessories: Total \$	\$1,709,246	\$13,816,124	\$38,203,503
Average Spent	\$275.68	\$313.49	\$271.67
Spending Potential Index	121	137	119
Education: Total \$	\$9,487,992	\$78,180,119	\$215,715,749
Average Spent	\$1,530.32	\$1,773.92	\$1,534.00
Spending Potential Index	122	141	122
Entertainment/Recreation: Total \$	\$23,397,559	\$190,973,002	\$519,538,770
Average Spent	\$3,773.80	\$4,333.20	\$3,694.55
Spending Potential Index	117	134	114
Food at Home: Total \$	\$32,602,653	\$260,340,281	\$728,847,193
Average Spent	\$5,258.49	\$5,907.16	\$5,182.99
Spending Potential Index	115	130	114
Food Away from Home: Total \$	\$24,455,052	\$195,693,845	\$544,868,725
Average Spent	\$3,944.36	\$4,440.32	\$3,874.68
Spending Potential Index	119	133	116
Health Care: Total \$	\$25,904,093	\$207,871,656	\$572,102,287
Average Spent	\$4,178.08	\$4,716.64	\$4,068.34
Spending Potential Index	111	125	108
HH Furnishings & Equipment: Total \$	\$14,145,934	\$115,980,600	\$312,664,382
Average Spent	\$2,281.60	\$2,631.62	\$2,223.42
Spending Potential Index	105	121	102
Investments: Total \$	\$9,885,239	\$86,387,128	\$223,292,354
Average Spent	\$1,594.39	\$1,960.14	\$1,587.88
Spending Potential Index	111	136	110
Retail Goods: Total \$	\$176,077,640	\$1,426,868,518	\$3,898,690,576
Average Spent	\$28,399.62	\$32,375.85	\$27,724.42
Spending Potential Index	110	126	108
Shelter: Total \$	\$117,049,143	\$957,789,195	\$2,641,818,204
Average Spent	\$18,878.89	\$21,732.37	\$18,786.53
Spending Potential Index	121	139	120
TV/Video/Sound Equipment: Total \$	\$8,817,810	\$70,432,941	\$196,467,886
Average Spent	\$1,422.23	\$1,598.13	\$1,397.12
Spending Potential Index	117	132	115
Travel: Total \$	\$13,547,469	\$113,006,780	\$302,479,303
Average Spent	\$2,185.08	\$2,564.14	\$2,150.99
Spending Potential Index	118	139	116
Vehicle Maintenance & Repairs: Total \$	\$6,748,193	\$54,479,259	\$149,765,040
Average Spent	\$1,088.42	\$1,236.14	\$1,065.01
Spending Potential Index	116	132	114

**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.