

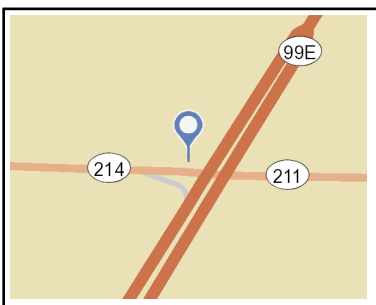


Site Map

Prepared for Ashley Blackwell

1755 Mount Hood Ave, Woodburn, OR 97071-9096
Ring: 1, 3, 5 Miles

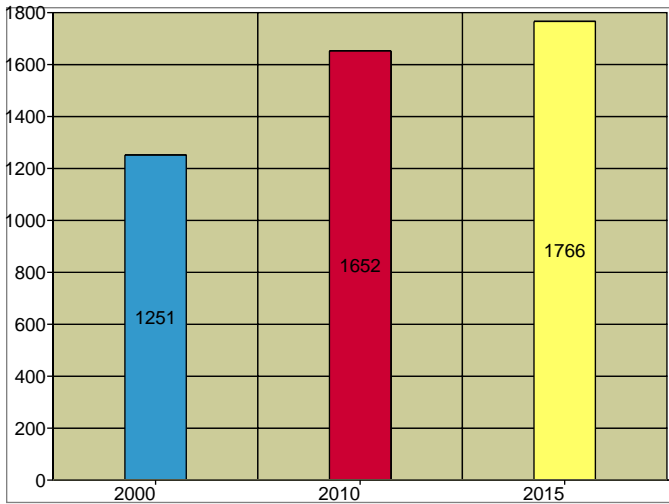
Latitude: 45.15141
Longitude: -122.83157



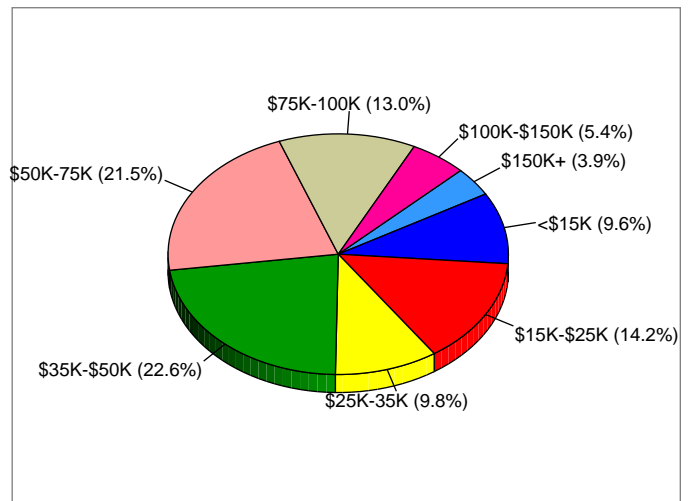
1755 Mount Hood Ave, Woodburn, OR 97071-9096
 Ring: 1 mile radius

Latitude: 45.15141
 Longitude: -122.83157

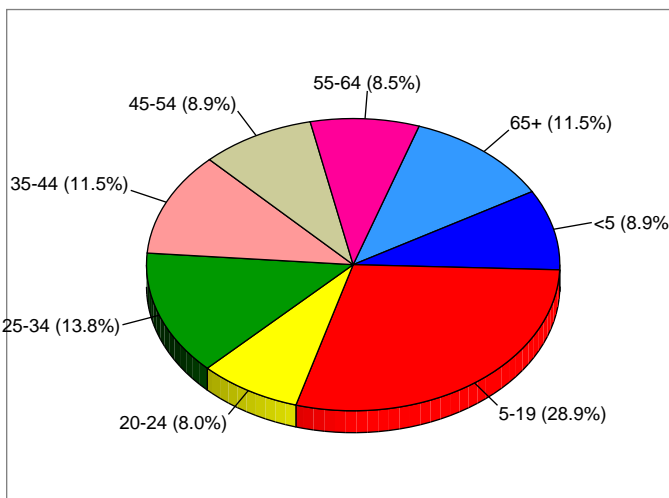
Households



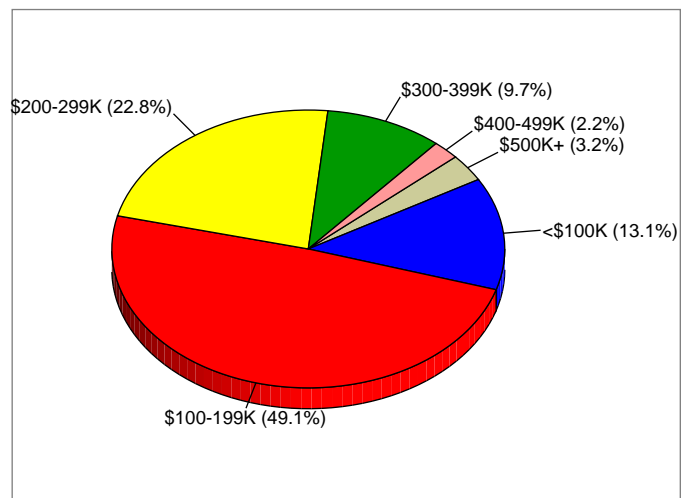
2010 Households by Income



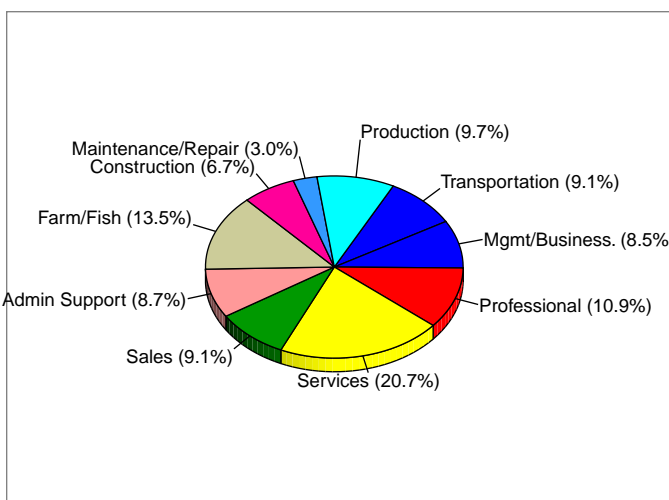
2010 Population by Age



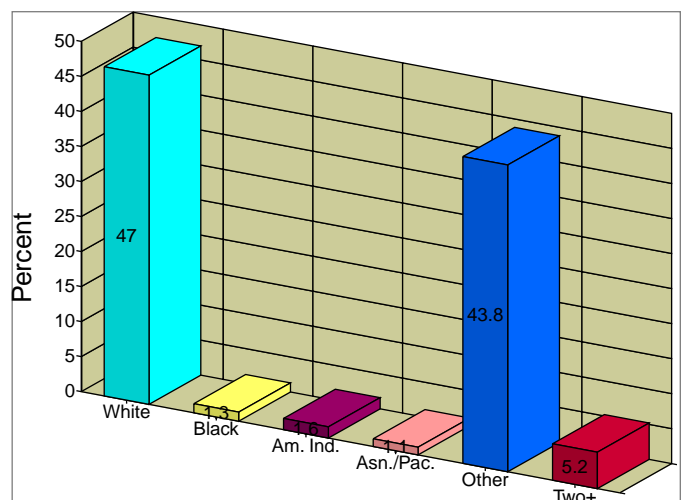
2010 Owner Occupied HUs by Value



2010 Employed 16+ by Occupation



2010 Population by Race



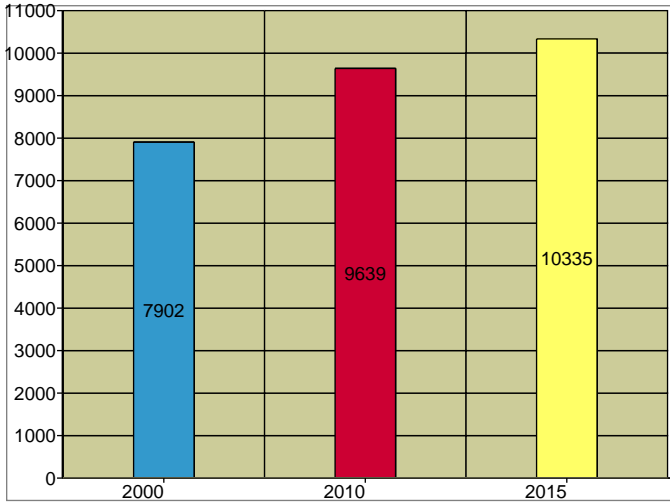
2010 Percent Hispanic Origin: 59.2%

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

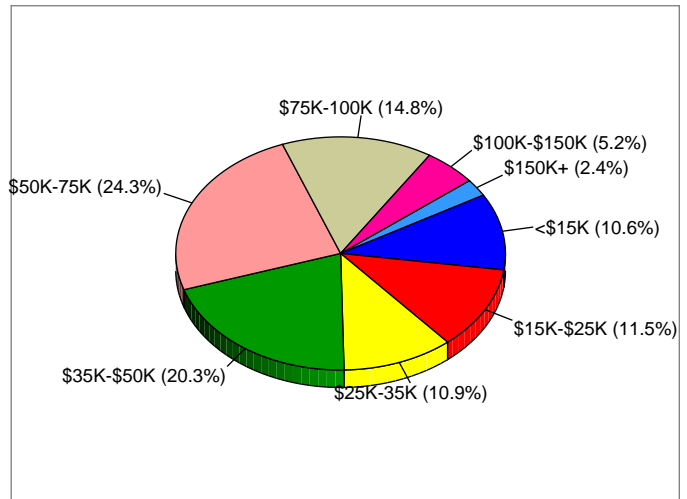
1755 Mount Hood Ave, Woodburn, OR 97071-9096
 Ring: 3 miles radius

Latitude: 45.15141
 Longitude: -122.83157

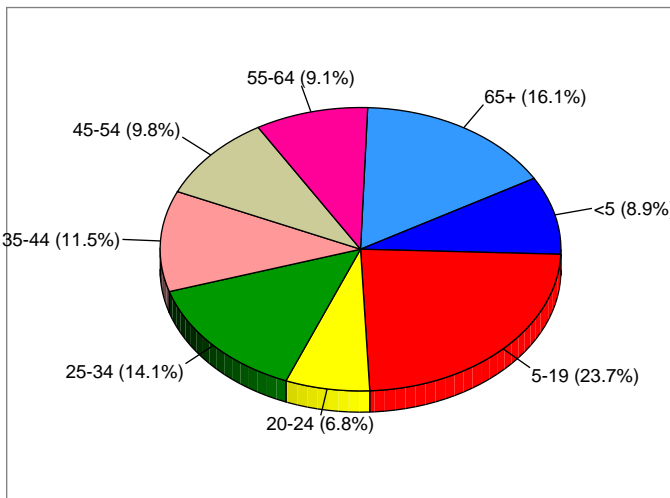
Households



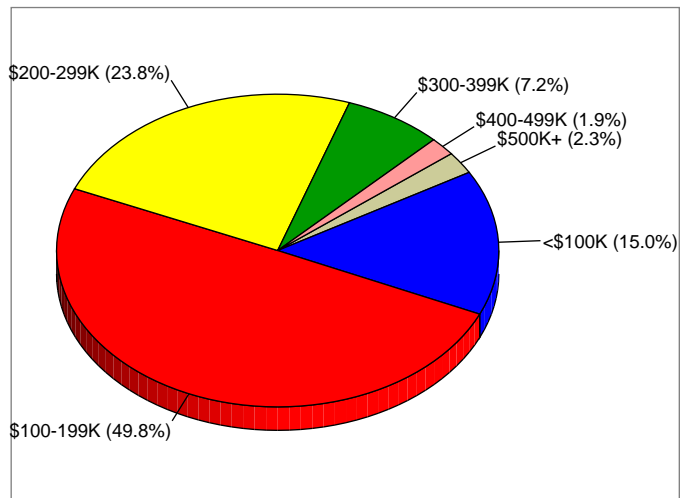
2010 Households by Income



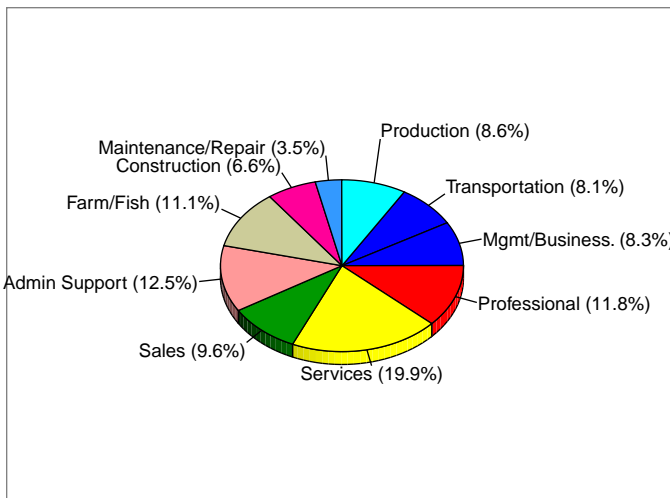
2010 Population by Age



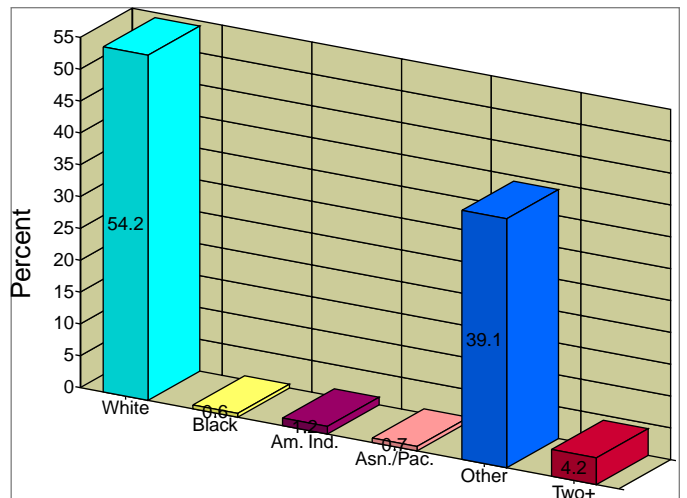
2010 Owner Occupied HUs by Value



2010 Employed 16+ by Occupation



2010 Population by Race



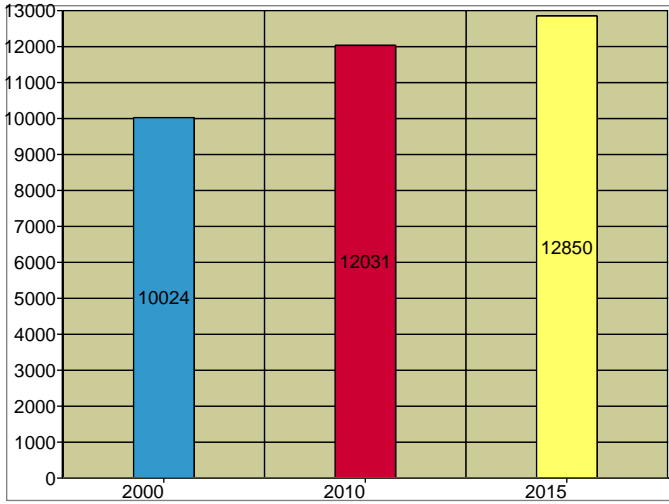
2010 Percent Hispanic Origin: 54.4%

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

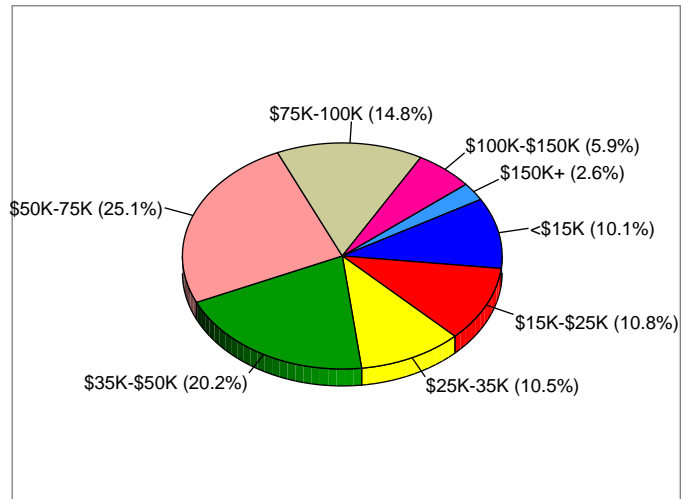
1755 Mount Hood Ave, Woodburn, OR 97071-9096
 Ring: 5 miles radius

Latitude: 45.15141
 Longitude: -122.83157

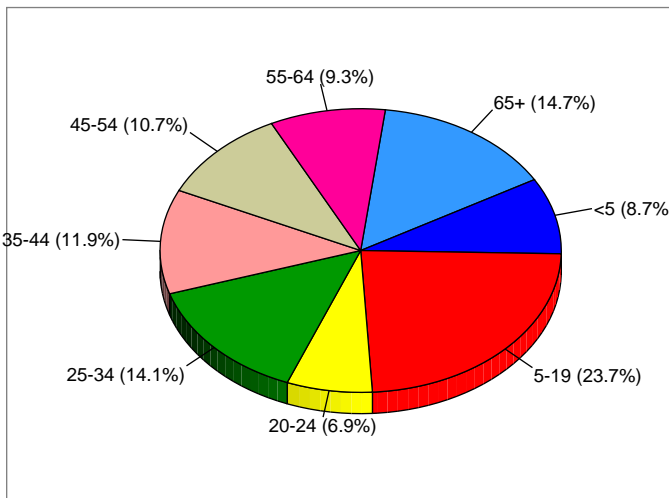
Households



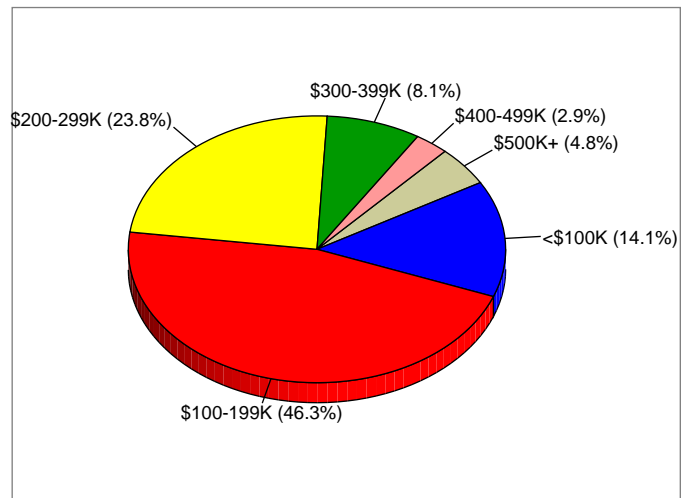
2010 Households by Income



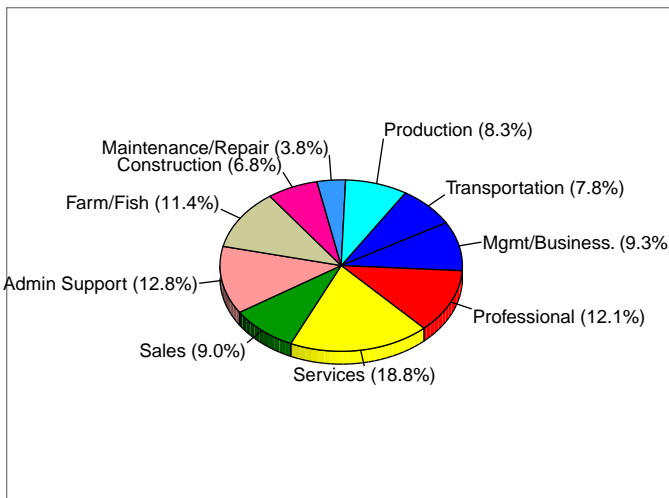
2010 Population by Age



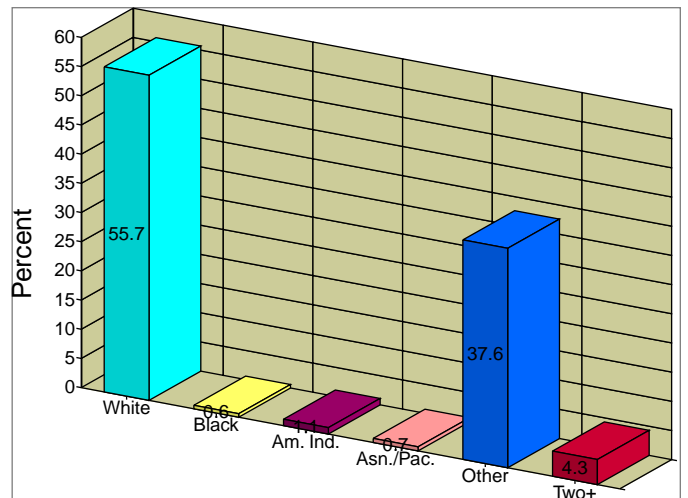
2010 Owner Occupied HUs by Value



2010 Employed 16+ by Occupation



2010 Population by Race



2010 Percent Hispanic Origin: 51.6%

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

1755 Mount Hood Ave, Woodburn, OR 97071-9096
 Ring: 1, 3, 5 Miles

Latitude: 45.15141
 Longitude: -122.83157

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	5,159	25,388	32,873
2000 Group Quarters	415	597	727
2010 Total Population	6,645	31,550	40,073
2015 Total Population	7,089	33,826	42,802
2010 - 2015 Annual Rate	1.3%	1.4%	1.33%
 2000 Households	1,251	7,902	10,024
2000 Average Household Size	3.79	3.14	3.21
2010 Households	1,652	9,639	12,031
2010 Average Household Size	3.76	3.21	3.27
2015 Households	1,766	10,335	12,850
2015 Average Household Size	3.77	3.21	3.27
2010 - 2015 Annual Rate	1.34%	1.4%	1.33%
2000 Families	986	5,767	7,488
2000 Average Family Size	4.1	3.62	3.66
2010 Families	1,248	6,932	8,851
2010 Average Family Size	4.15	3.72	3.75
2015 Families	1,323	7,371	9,375
2015 Average Family Size	4.17	3.74	3.76
2010 - 2015 Annual Rate	1.17%	1.24%	1.16%
 2000 Housing Units	1,356	8,561	10,800
Owner Occupied Housing Units	53.2%	63.6%	65.6%
Renter Occupied Housing Units	39.9%	28.9%	27.2%
Vacant Housing Units	6.9%	7.5%	7.2%
2010 Housing Units	1,847	10,645	13,200
Owner Occupied Housing Units	55.0%	62.4%	64.3%
Renter Occupied Housing Units	34.4%	28.1%	26.9%
Vacant Housing Units	10.6%	9.5%	8.9%
2015 Housing Units	1,992	11,512	14,213
Owner Occupied Housing Units	54.0%	61.7%	63.6%
Renter Occupied Housing Units	34.7%	28.1%	26.8%
Vacant Housing Units	11.3%	10.2%	9.6%
Median Household Income			
2000	\$33,641	\$34,918	\$36,859
2010	\$44,944	\$47,014	\$48,563
2015	\$53,840	\$54,248	\$55,471
Median Home Value			
2000	\$119,662	\$113,906	\$119,581
2010	\$183,704	\$178,336	\$184,225
2015	\$214,953	\$209,263	\$216,486
Per Capita Income			
2000	\$12,035	\$13,886	\$14,224
2010	\$16,034	\$17,040	\$17,272
2015	\$18,287	\$19,134	\$19,402
Median Age			
2000	24.6	30.6	30.5
2010	28.0	32.5	32.5
2015	28.3	33.1	33.1


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.



1755 Mount Hood Ave, Woodburn, OR 97071-9096
 Ring: 1, 3, 5 Miles

Latitude: 45.15141
 Longitude: -122.83157

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	1,221	7,921	10,028
< \$15,000	16.5%	16.3%	15.3%
\$15,000 - \$24,999	16.5%	15.6%	14.3%
\$25,000 - \$34,999	19.6%	18.2%	17.7%
\$35,000 - \$49,999	18.2%	18.5%	19.1%
\$50,000 - \$74,999	16.1%	19.6%	20.4%
\$75,000 - \$99,999	4.2%	6.4%	7.2%
\$100,000 - \$149,999	6.7%	4.0%	4.5%
\$150,000 - \$199,999	1.8%	0.8%	1.0%
\$200,000+	0.6%	0.5%	0.6%
Average Household Income	\$44,673	\$43,081	\$45,085
2010 Households by Income			
Household Income Base	1,653	9,637	12,030
< \$15,000	9.6%	10.6%	10.1%
\$15,000 - \$24,999	14.2%	11.5%	10.8%
\$25,000 - \$34,999	9.8%	10.9%	10.5%
\$35,000 - \$49,999	22.6%	20.3%	20.2%
\$50,000 - \$74,999	21.5%	24.3%	25.1%
\$75,000 - \$99,999	13.0%	14.8%	14.8%
\$100,000 - \$149,999	5.4%	5.2%	5.9%
\$150,000 - \$199,999	2.8%	1.6%	1.6%
\$200,000+	1.0%	0.7%	0.9%
Average Household Income	\$55,323	\$54,462	\$55,948
2015 Households by Income			
Household Income Base	1,764	10,337	12,850
< \$15,000	7.5%	8.4%	7.9%
\$15,000 - \$24,999	12.0%	9.7%	9.1%
\$25,000 - \$34,999	7.7%	8.4%	8.1%
\$35,000 - \$49,999	16.7%	16.3%	15.8%
\$50,000 - \$74,999	27.4%	29.6%	30.5%
\$75,000 - \$99,999	15.2%	16.4%	16.3%
\$100,000 - \$149,999	8.0%	7.9%	8.8%
\$150,000 - \$199,999	4.1%	2.4%	2.4%
\$200,000+	1.2%	1.0%	1.3%
Average Household Income	\$63,320	\$61,200	\$62,924
2000 Owner Occupied HUs by Value			
Total	709	5,440	7,091
<\$50,000	7.6%	9.2%	8.7%
\$50,000 - 99,999	21.9%	29.3%	25.9%
\$100,000 - 149,999	51.3%	40.2%	38.2%
\$150,000 - 199,999	5.5%	10.7%	11.7%
\$200,000 - \$299,999	10.0%	8.3%	10.5%
\$300,000 - 499,999	3.7%	1.8%	3.8%
\$500,000 - 999,999	0.0%	0.4%	1.0%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$128,856	\$123,447	\$137,982
2000 Specified Renter Occupied HUs by Contract Rent			
Total	481	2,372	2,760
With Cash Rent	98.3%	95.6%	94.2%
No Cash Rent	1.7%	4.4%	5.8%
Median Rent	\$591	\$537	\$534
Average Rent	\$567	\$599	\$587


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.



1755 Mount Hood Ave, Woodburn, OR 97071-9096
 Ring: 1, 3, 5 Miles

Latitude: 45.15141
 Longitude: -122.83157



	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	5,157	25,386	32,872
Age 0 - 4	9.0%	8.8%	8.6%
Age 5 - 9	9.3%	8.5%	8.7%
Age 10 - 14	8.3%	7.7%	8.1%
Age 15 - 19	14.8%	9.0%	8.9%
Age 20 - 24	9.4%	7.7%	7.5%
Age 25 - 34	15.2%	14.6%	14.6%
Age 35 - 44	11.1%	11.6%	12.5%
Age 45 - 54	9.1%	9.0%	9.6%
Age 55 - 64	5.3%	6.9%	7.0%
Age 65 - 74	4.0%	7.1%	6.5%
Age 75 - 84	3.2%	6.5%	5.7%
Age 85+	1.3%	2.7%	2.3%
Age 18+	64.7%	69.7%	69.2%
2010 Population by Age			
Total	6,644	31,552	40,072
Age 0 - 4	8.9%	8.9%	8.7%
Age 5 - 9	8.3%	8.1%	8.1%
Age 10 - 14	7.4%	7.2%	7.3%
Age 15 - 19	13.2%	8.4%	8.4%
Age 20 - 24	8.0%	6.8%	6.9%
Age 25 - 34	13.8%	14.1%	14.1%
Age 35 - 44	11.5%	11.5%	11.9%
Age 45 - 54	8.9%	9.8%	10.7%
Age 55 - 64	8.5%	9.1%	9.3%
Age 65 - 74	5.4%	7.1%	6.8%
Age 75 - 84	4.1%	5.6%	5.0%
Age 85+	2.0%	3.4%	2.9%
Age 18+	67.4%	70.8%	70.9%
2015 Population by Age			
Total	7,089	33,826	42,804
Age 0 - 4	9.2%	8.9%	8.8%
Age 5 - 9	8.3%	8.1%	8.1%
Age 10 - 14	7.7%	7.5%	7.6%
Age 15 - 19	11.7%	7.6%	7.6%
Age 20 - 24	8.5%	7.0%	7.0%
Age 25 - 34	13.1%	13.3%	13.4%
Age 35 - 44	11.1%	11.4%	11.8%
Age 45 - 54	8.7%	9.4%	10.1%
Age 55 - 64	9.1%	9.8%	10.1%
Age 65 - 74	6.9%	8.3%	8.0%
Age 75 - 84	3.8%	5.3%	4.7%
Age 85+	1.9%	3.2%	2.7%
Age 18+	67.8%	70.8%	70.9%
2000 Population by Sex			
Males	55.9%	51.7%	52.1%
Females	44.1%	48.3%	47.9%
2010 Population by Sex			
Males	54.0%	51.0%	51.4%
Females	46.0%	49.0%	48.6%
2015 Population by Sex			
Males	53.5%	50.7%	51.1%
Females	46.5%	49.3%	48.9%

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



1755 Mount Hood Ave, Woodburn, OR 97071-9096
 Ring: 1, 3, 5 Miles

Latitude: 45.15141
 Longitude: -122.83157

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	5,158	25,387	32,873
White Alone	52.8%	61.9%	63.9%
Black Alone	1.0%	0.4%	0.4%
American Indian Alone	1.8%	1.2%	1.2%
Asian or Pacific Islander Alone	1.0%	0.7%	0.7%
Some Other Race Alone	38.1%	31.9%	29.9%
Two or More Races	5.4%	3.9%	3.9%
Hispanic Origin	51.6%	44.6%	41.2%
Diversity Index	86.1	80.6	78.9
2010 Population by Race/Ethnicity			
Total	6,644	31,551	40,073
White Alone	47.0%	54.2%	55.7%
Black Alone	1.3%	0.6%	0.6%
American Indian Alone	1.6%	1.2%	1.1%
Asian or Pacific Islander Alone	1.1%	0.7%	0.7%
Some Other Race Alone	43.8%	39.1%	37.6%
Two or More Races	5.2%	4.2%	4.3%
Hispanic Origin	59.2%	54.4%	51.6%
Diversity Index	88.6	85.2	84.5
2015 Population by Race/Ethnicity			
Total	7,088	33,826	42,802
White Alone	45.2%	52.4%	53.7%
Black Alone	1.3%	0.6%	0.6%
American Indian Alone	1.5%	1.1%	1.1%
Asian or Pacific Islander Alone	1.1%	0.7%	0.7%
Some Other Race Alone	45.8%	40.9%	39.6%
Two or More Races	5.2%	4.3%	4.3%
Hispanic Origin	62.1%	57.3%	54.7%
Diversity Index	89.2	86.0	85.5
2000 Population 3+ by School Enrollment			
 Total	4,742	23,927	31,050
Enrolled in Nursery/Preschool	0.5%	1.1%	1.1%
Enrolled in Kindergarten	0.6%	1.4%	1.5%
Enrolled in Grade 1-8	15.7%	14.4%	15.0%
Enrolled in Grade 9-12	12.0%	7.3%	7.2%
Enrolled in College	2.8%	2.7%	2.9%
Enrolled in Grad/Prof School	0.1%	0.4%	0.4%
Not Enrolled in School	68.4%	72.7%	71.9%
2010 Population 25+ by Educational Attainment			
Total	3,609	19,139	24,321
Less than 9th Grade	26.7%	21.6%	21.2%
9th - 12th Grade, No Diploma	14.5%	12.1%	11.6%
High School Graduate	22.9%	27.6%	27.5%
Some College, No Degree	15.7%	19.1%	19.5%
Associate Degree	7.4%	6.4%	6.9%
Bachelor's Degree	7.9%	8.4%	8.5%
Graduate/Professional Degree	5.1%	4.7%	5.0%




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.



1755 Mount Hood Ave, Woodburn, OR 97071-9096
 Ring: 1, 3, 5 Miles

Latitude: 45.15141
 Longitude: -122.83157


	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	5,014	23,924	30,425
Never Married	34.4%	28.4%	29.0%
Married	54.5%	55.7%	56.1%
Widowed	4.3%	7.9%	7.1%
Divorced	6.7%	8.0%	7.9%
2000 Population 16+ by Employment Status			
 Total	3,617	18,515	23,847
In Labor Force	56.4%	58.0%	60.0%
Civilian Employed	51.9%	52.8%	55.2%
Civilian Unemployed	4.5%	5.1%	4.8%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	43.6%	42.0%	40.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	87.1%	86.5%	87.0%
Civilian Unemployed	12.9%	13.5%	13.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.8%	89.2%	89.6%
Civilian Unemployed	10.2%	10.8%	10.4%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,512	8,879	11,352
Own Children < 6 Only	9.9%	8.7%	8.5%
Employed/in Armed Forces	5.2%	5.1%	4.9%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	4.6%	3.4%	3.4%
Own Children < 6 and 6-17 Only	12.7%	10.2%	10.2%
Employed/in Armed Forces	5.0%	5.1%	5.1%
Unemployed	1.1%	1.0%	0.8%
Not in Labor Force	6.6%	4.2%	4.3%
Own Children 6-17 Only	13.1%	14.1%	15.8%
Employed/in Armed Forces	8.7%	8.8%	10.5%
Unemployed	0.7%	1.7%	1.4%
Not in Labor Force	3.8%	3.6%	3.9%
No Own Children < 18	64.4%	67.0%	65.5%
Employed/in Armed Forces	24.6%	24.0%	24.9%
Unemployed	4.6%	2.4%	2.2%
Not in Labor Force	35.1%	40.7%	38.3%
2010 Employed Population 16+ by Industry			
 Total	2,332	11,795	15,575
Agriculture/Mining	8.4%	8.2%	10.0%
Construction	7.6%	6.5%	6.7%
Manufacturing	17.3%	14.3%	13.9%
Wholesale Trade	7.2%	7.6%	7.5%
Retail Trade	8.4%	10.9%	10.5%
Transportation/Utilities	4.2%	4.3%	4.0%
Information	1.2%	1.3%	1.4%
Finance/Insurance/Real Estate	2.8%	4.3%	4.2%
Services	40.4%	39.1%	38.2%
Public Administration	2.4%	3.5%	3.7%

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



1755 Mount Hood Ave, Woodburn, OR 97071-9096
 Ring: 1, 3, 5 Miles

Latitude: 45.15141
 Longitude: -122.83157



	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	2,334	11,797	15,576
White Collar	37.2%	42.2%	43.2%
Management/Business/Financial	8.5%	8.3%	9.3%
Professional	10.9%	11.8%	12.1%
Sales	9.1%	9.6%	9.0%
Administrative Support	8.7%	12.5%	12.8%
Services	20.7%	19.9%	18.8%
Blue Collar	42.0%	37.9%	38.0%
Farming/Forestry/Fishing	13.5%	11.1%	11.4%
Construction/Extraction	6.7%	6.6%	6.8%
Installation/Maintenance/Repair	3.0%	3.5%	3.8%
Production	9.7%	8.6%	8.3%
Transportation/Material Moving	9.1%	8.1%	7.8%
2000 Workers 16+ by Means of Transportation to Work			
 Total	1,861	9,658	12,966
Drove Alone - Car, Truck, or Van	55.6%	63.9%	65.2%
Carpooled - Car, Truck, or Van	36.9%	26.8%	24.2%
Public Transportation	0.3%	0.2%	0.2%
Walked	2.6%	3.3%	3.5%
Other Means	1.9%	1.9%	1.6%
Worked at Home	2.8%	4.0%	5.3%
2000 Workers 16+ by Travel Time to Work			
Total	1,862	9,659	12,965
Did Not Work at Home	97.2%	96.0%	94.7%
Less than 5 minutes	2.7%	4.2%	4.0%
5 to 9 minutes	11.2%	13.2%	12.1%
10 to 19 minutes	23.6%	23.1%	23.6%
20 to 24 minutes	12.2%	13.5%	13.2%
25 to 34 minutes	28.1%	23.1%	22.3%
35 to 44 minutes	5.4%	5.8%	5.9%
45 to 59 minutes	7.6%	7.6%	7.9%
60 to 89 minutes	2.6%	3.0%	3.5%
90 or more minutes	3.8%	2.6%	2.3%
Worked at Home	2.8%	4.0%	5.3%
Average Travel Time to Work (in min)	28.2	25.7	25.9
2000 Households by Vehicles Available			
Total	1,221	7,899	10,013
None	5.9%	8.3%	7.3%
1	32.5%	37.7%	34.1%
2	33.8%	34.7%	36.3%
3	19.9%	13.4%	15.4%
4	6.9%	3.9%	4.8%
5+	1.0%	1.9%	2.2%
Average Number of Vehicles Available	1.9	1.7	1.8

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



1755 Mount Hood Ave, Woodburn, OR 97071-9096
 Ring: 1, 3, 5 Miles

Latitude: 45.15141
 Longitude: -122.83157

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	1,251	7,902	10,023
Family Households	78.8%	73.0%	74.7%
Married-couple Family	59.0%	59.1%	60.6%
With Related Children	37.1%	29.7%	31.3%
Other Family (No Spouse)	19.8%	13.9%	14.1%
With Related Children	14.0%	8.8%	8.9%
Nonfamily Households	21.2%	27.0%	25.3%
Householder Living Alone	16.0%	22.3%	20.6%
Householder Not Living Alone	5.2%	4.7%	4.7%
Households with Related Children	51.1%	38.5%	40.2%
Households with Persons 65+	22.2%	35.9%	32.7%
2000 Households by Size			
Total	1,251	7,902	10,024
1 Person Household	16.0%	22.4%	20.6%
2 Person Household	26.1%	31.9%	31.5%
3 Person Household	12.9%	11.7%	12.6%
4 Person Household	14.1%	12.0%	12.9%
5 Person Household	11.5%	8.9%	9.1%
6 Person Household	7.8%	5.3%	5.4%
7+ Person Household	11.7%	7.9%	7.9%
2000 Households by Year Householder Moved In			
Total	1,221	7,897	10,015
Moved in 1999 to March 2000	20.9%	19.2%	18.3%
Moved in 1995 to 1998	32.8%	34.2%	33.4%
Moved in 1990 to 1994	22.4%	17.2%	17.4%
Moved in 1980 to 1989	11.3%	16.4%	16.6%
Moved in 1970 to 1979	8.1%	8.8%	9.6%
Moved in 1969 or Earlier	4.4%	4.2%	4.8%
Median Year Householder Moved In	1995	1995	1995
2000 Housing Units by Units in Structure			
 Total	1,316	8,517	10,781
1, Detached	64.4%	65.7%	66.8%
1, Attached	3.6%	2.4%	2.3%
2	4.3%	2.0%	1.8%
3 or 4	4.8%	4.7%	4.0%
5 to 9	4.1%	3.0%	2.4%
10 to 19	3.3%	2.0%	1.6%
20+	5.1%	7.2%	5.7%
Mobile Home	9.8%	12.6%	15.1%
Other	0.6%	0.5%	0.4%
2000 Housing Units by Year Structure Built			
Total	1,329	8,534	10,777
1999 to March 2000	1.7%	5.4%	5.1%
1995 to 1998	4.1%	9.2%	10.5%
1990 to 1994	6.9%	8.5%	8.3%
1980 to 1989	9.9%	10.1%	10.2%
1970 to 1979	31.0%	25.4%	25.6%
1969 or Earlier	46.5%	41.3%	40.3%
Median Year Structure Built	1971	1973	1974

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



1755 Mount Hood Ave, Woodburn, OR 97071-9096
 Ring: 1, 3, 5 Miles

Latitude: 45.15141
 Longitude: -122.83157

	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Las Casas	Industrious Urban Frin	Industrious Urban Frin
2.	Crossroads	The Elders	The Elders
3.	Industrious Urban Frin	Midland Crowd	Midland Crowd



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 \$	\$2,227,101	\$12,438,667	\$15,908,398
Average Spent	\$1,348.12	\$1,290.45	\$1,322.28
Spending Potential Index	56	54	55
Computers & Accessories: Total \$	\$307,988	\$1,674,137	\$2,145,183
Average Spent	\$186.43	\$173.68	\$178.30
Spending Potential Index	85	79	81
Education: Total \$	\$1,370,411	\$7,987,340	\$10,344,256
Average Spent	\$829.55	\$828.65	\$859.80
Spending Potential Index	68	68	70
Entertainment/Recreation: Total \$	\$4,226,370	\$24,699,514	\$31,814,902
Average Spent	\$2,558.34	\$2,562.46	\$2,644.41
Spending Potential Index	79	79	82
Food at Home: Total \$	\$6,197,424	\$35,130,473	\$44,902,567
Average Spent	\$3,751.47	\$3,644.62	\$3,732.24
Spending Potential Index	84	81	83
Food Away from Home: Total \$	\$4,326,341	\$24,418,056	\$31,278,572
Average Spent	\$2,618.85	\$2,533.26	\$2,599.83
Spending Potential Index	81	79	81
Health Care: Total \$	\$4,756,009	\$30,215,047	\$38,700,031
Average Spent	\$2,878.94	\$3,134.67	\$3,216.69
Spending Potential Index	77	84	86
HH Furnishings & Equipment: Total \$	\$2,392,425	\$13,677,463	\$17,573,485
Average Spent	\$1,448.20	\$1,418.97	\$1,460.68
Spending Potential Index	70	69	71
Investments: Total \$	\$2,154,520	\$13,285,311	\$17,112,519
Average Spent	\$1,304.19	\$1,378.29	\$1,422.37
Spending Potential Index	75	79	82
Retail Goods: Total \$	\$31,656,767	\$184,472,533	\$237,389,739
Average Spent	\$19,162.69	\$19,138.14	\$19,731.51
Spending Potential Index	77	77	79
Shelter: Total \$	\$22,081,548	\$119,702,882	\$151,910,886
Average Spent	\$13,366.55	\$12,418.60	\$12,626.62
Spending Potential Index	85	79	80
TV/Video/Audio: Total \$	\$1,590,558	\$9,374,649	\$12,024,389
Average Spent	\$962.81	\$972.57	\$999.45
Spending Potential Index	78	78	80
Travel: Total \$	\$2,540,162	\$14,160,031	\$18,070,305
Average Spent	\$1,537.63	\$1,469.04	\$1,501.98
Spending Potential Index	81	78	79
Vehicle Maintenance & Repairs: Total \$	\$1,269,769	\$7,351,028	\$9,425,198
Average Spent	\$768.63	\$762.63	\$783.41
Spending Potential Index	82	81	83

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.