

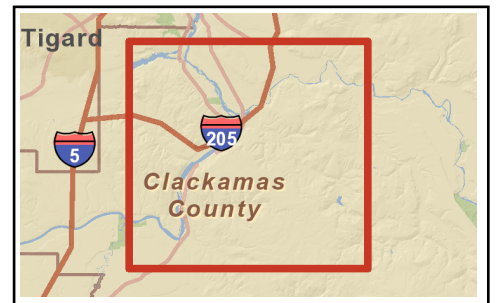
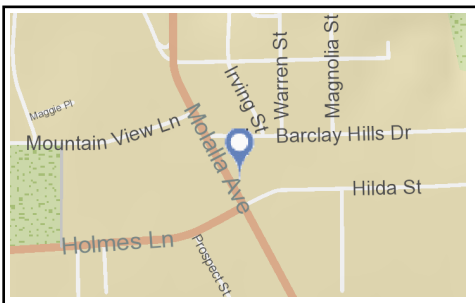
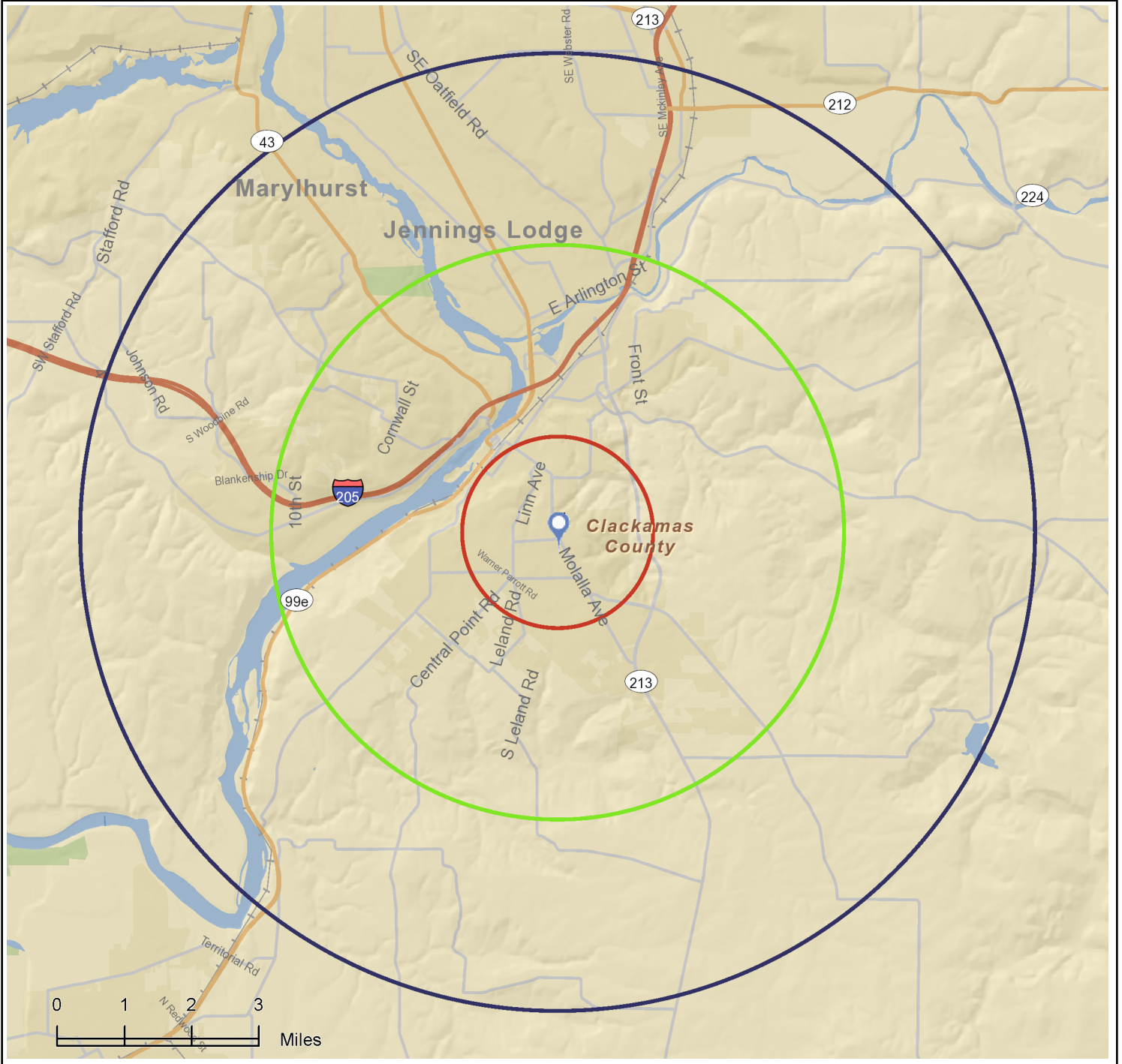


Site Map

prepared for Ashley Blackwell

875 Molalla Ave, Oregon City, OR 97045-3767
Ring: 1, 3, 5 Miles

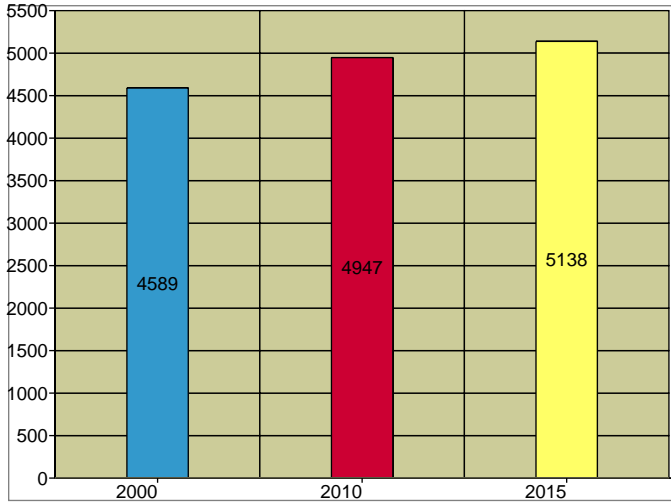
Latitude: 45.34341
Longitude: -122.59545



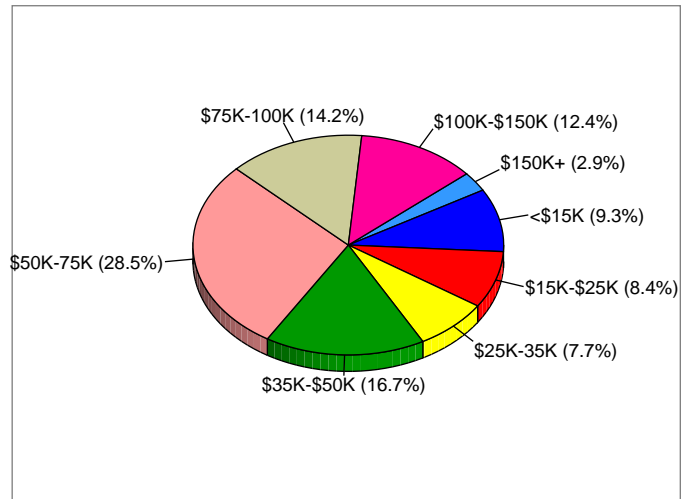
875 Molalla Ave, Oregon City, OR 97045-3767
 Ring: 1 mile radius

Latitude: 45.34341
 Longitude: -122.59545

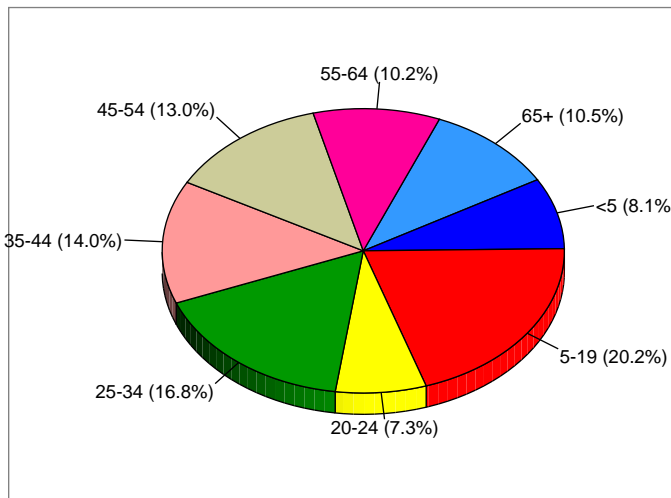
Households



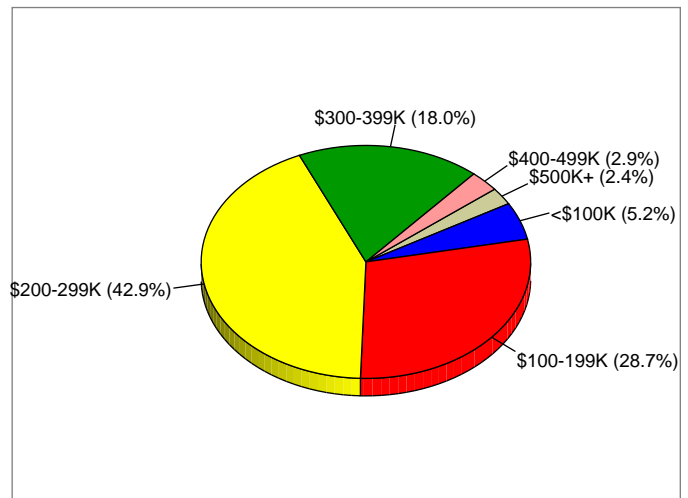
2010 Households by Income



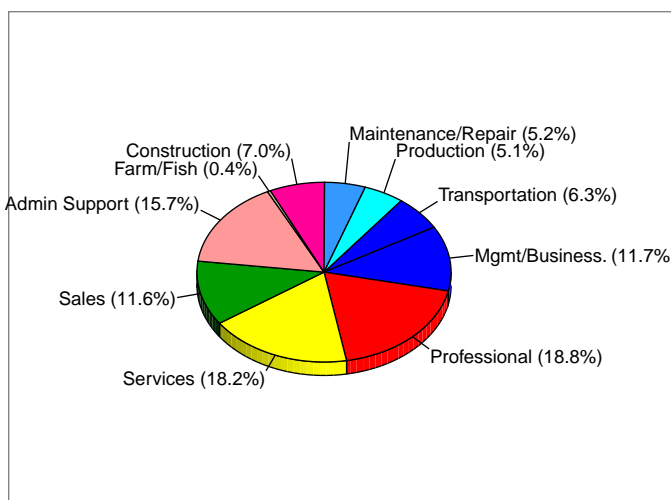
2010 Population by Age



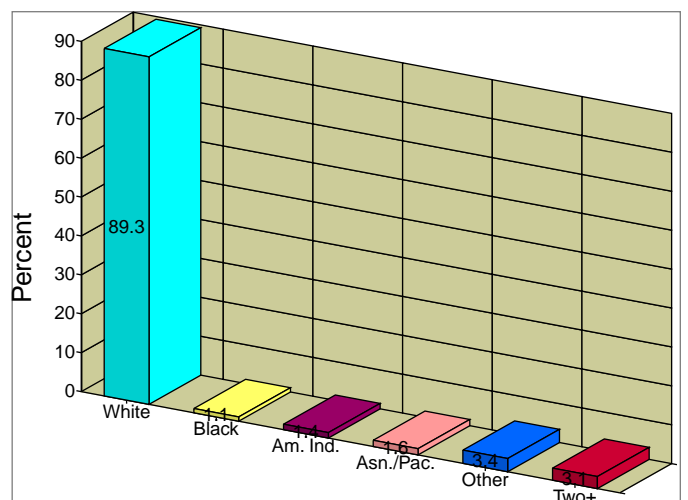
2010 Owner Occupied HUs by Value



2010 Employed 16+ by Occupation



2010 Population by Race



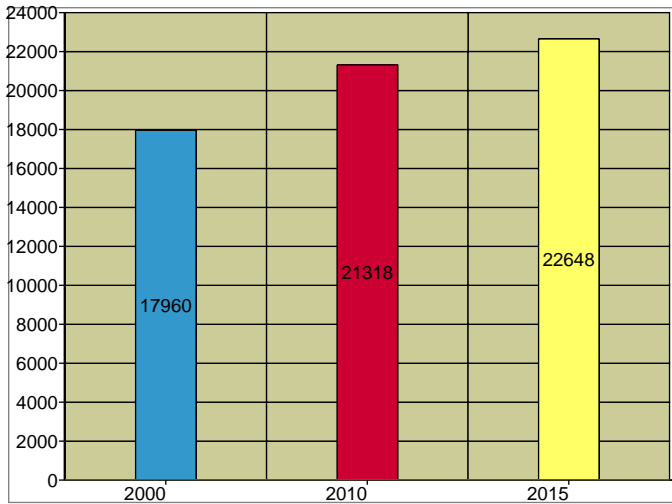
2010 Percent Hispanic Origin: 8.2%

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

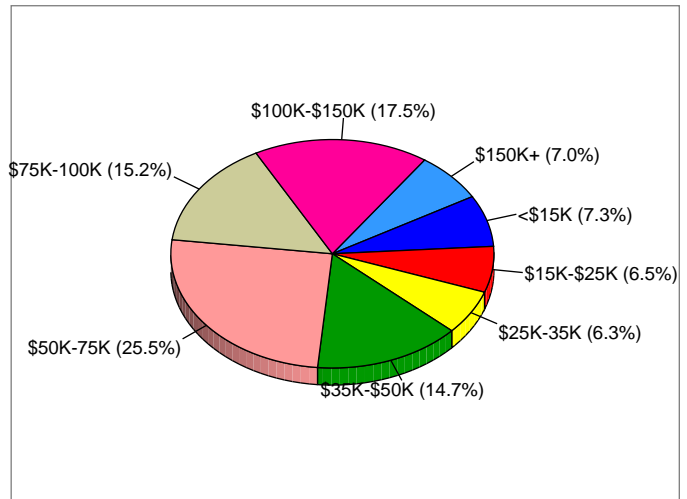
875 Molalla Ave, Oregon City, OR 97045-3767
 Ring: 3 miles radius

Latitude: 45.34341
 Longitude: -122.59545

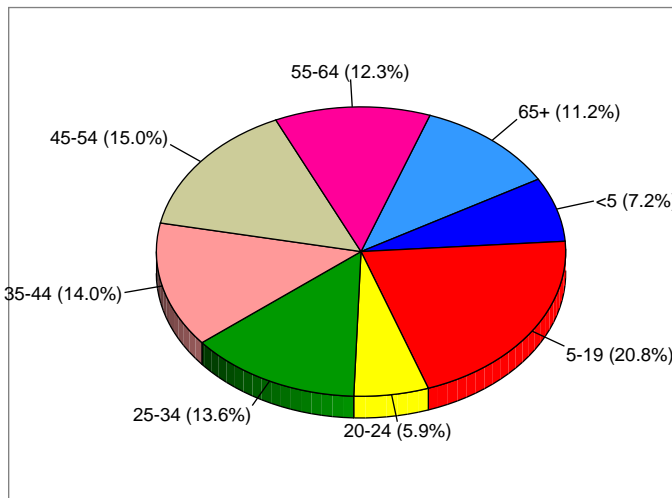
Households



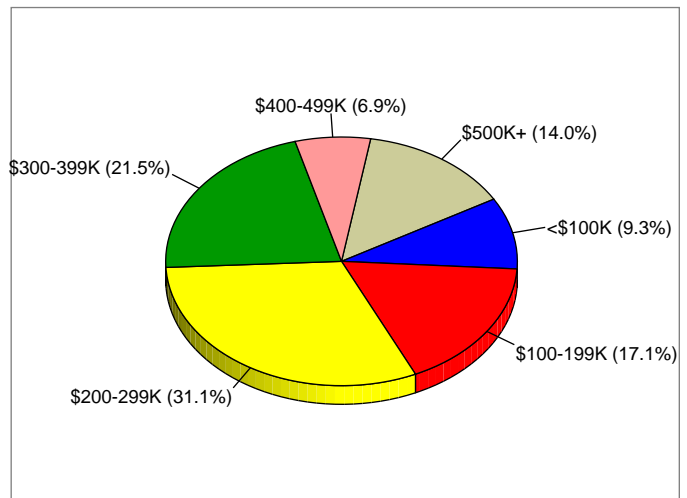
2010 Households by Income



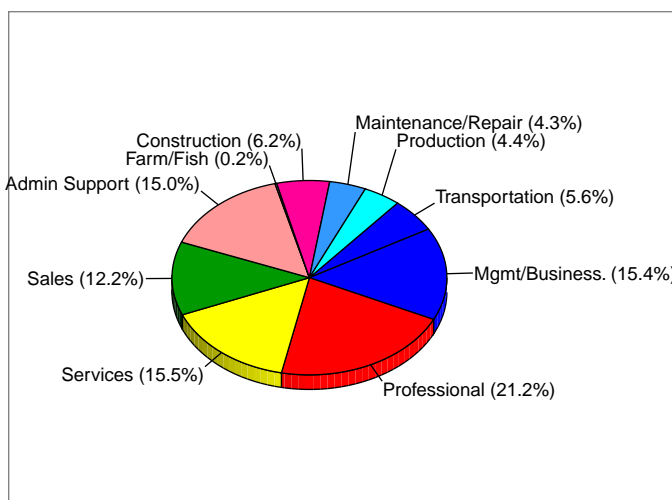
2010 Population by Age



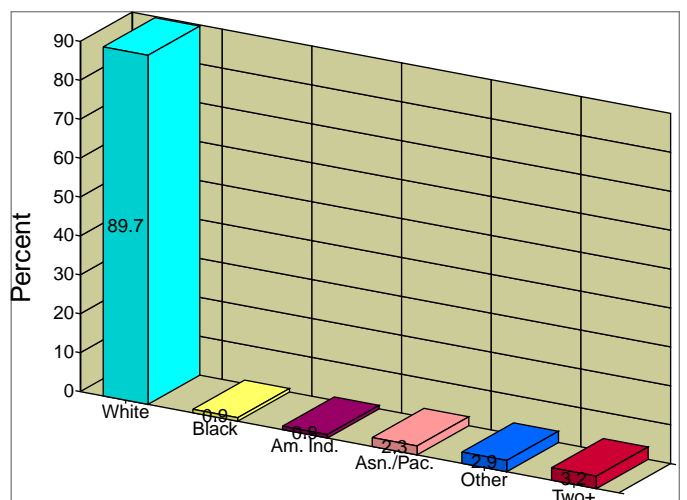
2010 Owner Occupied HUs by Value



2010 Employed 16+ by Occupation



2010 Population by Race



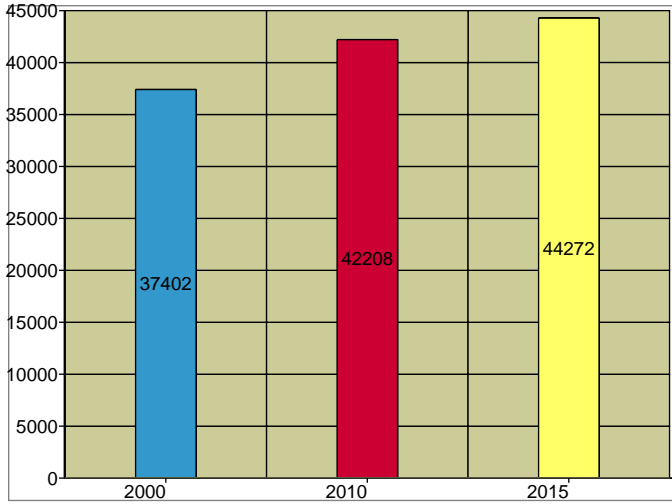
2010 Percent Hispanic Origin: 7.2%

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

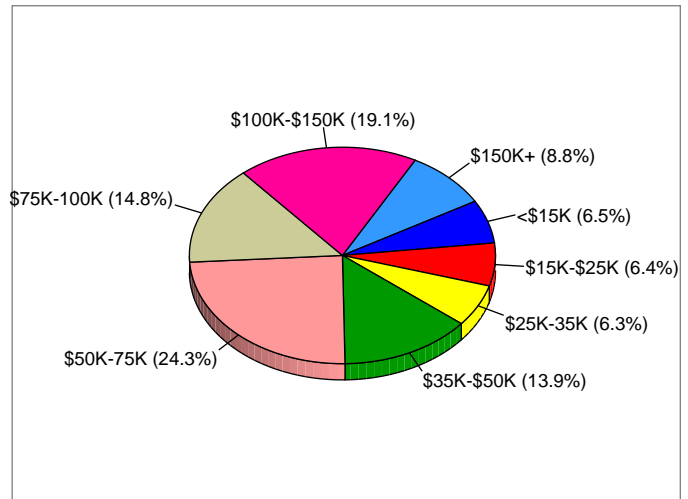
875 Molalla Ave, Oregon City, OR 97045-3767
 Ring: 5 miles radius

Latitude: 45.34341
 Longitude: -122.59545

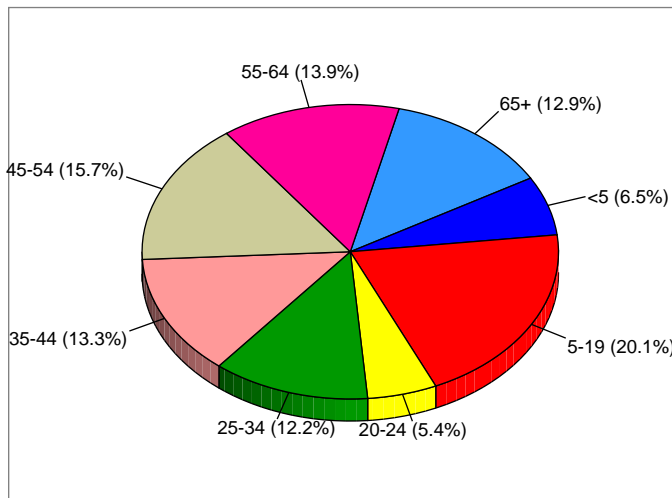
Households



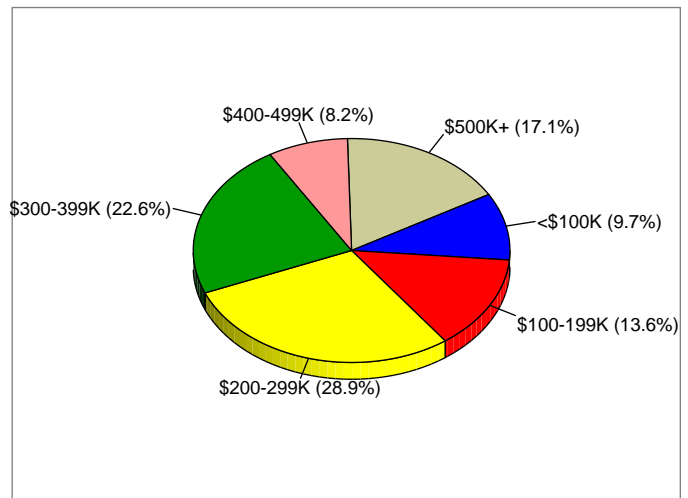
2010 Households by Income



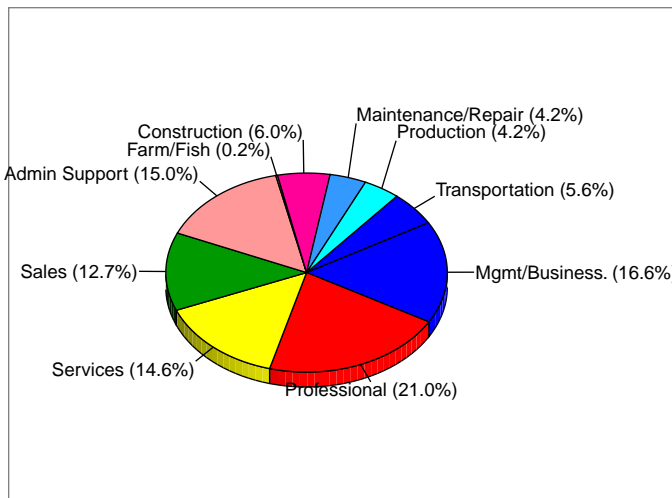
2010 Population by Age



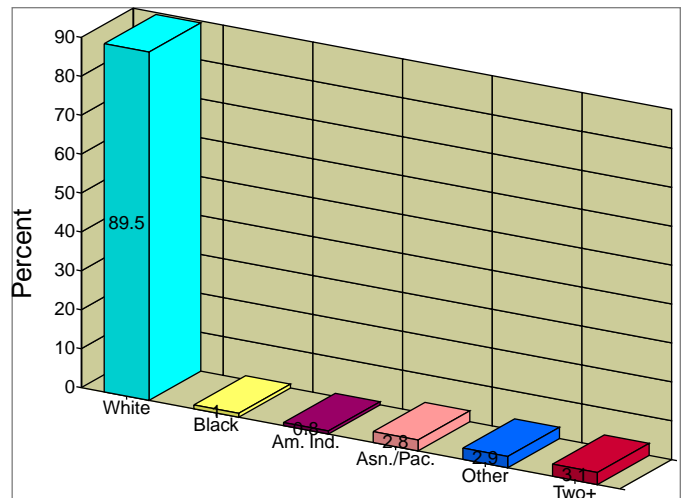
2010 Owner Occupied HUs by Value



2010 Employed 16+ by Occupation



2010 Population by Race



2010 Percent Hispanic Origin: 7.1%

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

875 Molalla Ave, Oregon City, OR 97045-3767
 Ring: 1, 3, 5 Miles

Latitude: 45.34341
 Longitude: -122.59545

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	12,452	48,205	100,358
2000 Group Quarters	355	934	1,331
2010 Total Population	13,750	57,659	113,638
2015 Total Population	14,316	61,198	119,086
2010 - 2015 Annual Rate	0.81%	1.2%	0.94%
 2000 Households	4,589	17,960	37,402
2000 Average Household Size	2.64	2.63	2.65
2010 Households	4,947	21,318	42,208
2010 Average Household Size	2.67	2.64	2.64
2015 Households	5,138	22,648	44,272
2015 Average Household Size	2.69	2.64	2.64
2010 - 2015 Annual Rate	0.76%	1.22%	0.96%
2000 Families	3,101	12,921	27,342
2000 Average Family Size	3.13	3.06	3.07
2010 Families	3,285	15,163	30,423
2010 Average Family Size	3.19	3.08	3.07
2015 Families	3,381	15,986	31,653
2015 Average Family Size	3.21	3.09	3.08
2010 - 2015 Annual Rate	0.58%	1.06%	0.8%
 2000 Housing Units	4,852	19,019	39,351
Owner Occupied Housing Units	52.1%	63.5%	68.6%
Renter Occupied Housing Units	42.0%	30.9%	26.3%
Vacant Housing Units	5.9%	5.7%	5.1%
2010 Housing Units	5,317	23,053	45,255
Owner Occupied Housing Units	51.9%	62.6%	67.1%
Renter Occupied Housing Units	41.1%	29.9%	26.2%
Vacant Housing Units	7.0%	7.5%	6.7%
2015 Housing Units	5,562	24,658	47,780
Owner Occupied Housing Units	52.2%	62.3%	66.7%
Renter Occupied Housing Units	40.2%	29.5%	26.0%
Vacant Housing Units	7.6%	8.2%	7.3%
Median Household Income			
2000	\$43,288	\$49,922	\$52,239
2010	\$56,476	\$64,094	\$66,679
2015	\$62,789	\$72,382	\$75,940
Median Home Value			
2000	\$155,726	\$172,395	\$182,529
2010	\$239,732	\$278,008	\$293,600
2015	\$289,011	\$340,259	\$361,650
Per Capita Income			
2000	\$19,531	\$22,879	\$24,773
2010	\$24,642	\$29,159	\$31,356
2015	\$27,841	\$33,000	\$35,385
Median Age			
2000	32.5	34.9	37.0
2010	33.5	36.8	39.5
2015	33.7	36.9	39.7


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.



875 Molalla Ave, Oregon City, OR 97045-3767
 Ring: 1, 3, 5 Miles

Latitude: 45.34341
 Longitude: -122.59545

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	4,564	17,862	37,417
< \$15,000	11.9%	10.1%	9.1%
\$15,000 - \$24,999	12.0%	9.9%	9.8%
\$25,000 - \$34,999	15.6%	12.2%	11.4%
\$35,000 - \$49,999	18.4%	17.9%	17.1%
\$50,000 - \$74,999	25.2%	22.9%	22.3%
\$75,000 - \$99,999	10.5%	13.7%	14.0%
\$100,000 - \$149,999	4.8%	8.7%	10.7%
\$150,000 - \$199,999	1.0%	2.6%	2.9%
\$200,000+	0.7%	1.9%	2.7%
Average Household Income	\$50,589	\$61,071	\$65,811
2010 Households by Income			
Household Income Base	4,948	21,319	42,209
< \$15,000	9.3%	7.3%	6.5%
\$15,000 - \$24,999	8.4%	6.5%	6.4%
\$25,000 - \$34,999	7.7%	6.3%	6.3%
\$35,000 - \$49,999	16.7%	14.7%	13.9%
\$50,000 - \$74,999	28.5%	25.5%	24.3%
\$75,000 - \$99,999	14.2%	15.2%	14.8%
\$100,000 - \$149,999	12.4%	17.5%	19.1%
\$150,000 - \$199,999	1.7%	3.7%	4.6%
\$200,000+	1.2%	3.3%	4.3%
Average Household Income	\$63,783	\$77,615	\$83,415
2015 Households by Income			
Household Income Base	5,138	22,648	44,271
< \$15,000	7.0%	5.3%	4.7%
\$15,000 - \$24,999	6.5%	4.8%	4.7%
\$25,000 - \$34,999	5.6%	4.4%	4.4%
\$35,000 - \$49,999	11.4%	9.6%	9.2%
\$50,000 - \$74,999	33.1%	28.1%	26.3%
\$75,000 - \$99,999	14.3%	15.0%	14.5%
\$100,000 - \$149,999	17.9%	23.9%	25.2%
\$150,000 - \$199,999	2.3%	4.7%	5.7%
\$200,000+	1.6%	4.2%	5.3%
Average Household Income	\$72,086	\$87,801	\$94,088
2000 Owner Occupied HUs by Value			
Total	2,537	12,032	26,980
<\$50,000	2.4%	5.6%	6.7%
\$50,000 - 99,999	7.6%	6.6%	4.6%
\$100,000 - 149,999	34.2%	21.8%	17.6%
\$150,000 - 199,999	39.5%	30.9%	30.5%
\$200,000 - \$299,999	14.0%	22.3%	25.2%
\$300,000 - 499,999	1.5%	9.6%	11.3%
\$500,000 - 999,999	0.6%	2.7%	3.3%
\$1,000,000+	0.2%	0.4%	0.6%
Average Home Value	\$164,220	\$203,452	\$216,326
2000 Specified Renter Occupied HUs by Contract Rent			
Total	2,047	5,873	10,307
With Cash Rent	97.1%	97.1%	96.7%
No Cash Rent	2.9%	2.9%	3.3%
Median Rent	\$614	\$631	\$622
Average Rent	\$644	\$669	\$670


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.



875 Molalla Ave, Oregon City, OR 97045-3767
 Ring: 1, 3, 5 Miles

Latitude: 45.34341
 Longitude: -122.59545



	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	12,453	48,209	100,357
Age 0 - 4	8.1%	7.5%	6.8%
Age 5 - 9	7.6%	7.8%	7.4%
Age 10 - 14	6.9%	7.4%	7.7%
Age 15 - 19	7.0%	7.0%	7.1%
Age 20 - 24	7.9%	6.2%	5.5%
Age 25 - 34	16.8%	14.2%	12.3%
Age 35 - 44	15.7%	16.8%	16.6%
Age 45 - 54	12.9%	15.1%	16.5%
Age 55 - 64	6.8%	8.0%	9.4%
Age 65 - 74	4.2%	4.9%	5.5%
Age 75 - 84	3.9%	3.7%	3.9%
Age 85+	1.9%	1.4%	1.3%
Age 18+	73.2%	73.0%	73.6%
2010 Population by Age			
Total	13,753	57,661	113,639
Age 0 - 4	8.1%	7.2%	6.5%
Age 5 - 9	7.2%	7.0%	6.5%
Age 10 - 14	6.6%	7.0%	6.9%
Age 15 - 19	6.4%	6.7%	6.7%
Age 20 - 24	7.3%	5.9%	5.4%
Age 25 - 34	16.8%	13.6%	12.2%
Age 35 - 44	14.0%	14.0%	13.3%
Age 45 - 54	13.0%	15.0%	15.7%
Age 55 - 64	10.2%	12.3%	13.9%
Age 65 - 74	5.1%	6.0%	7.1%
Age 75 - 84	3.3%	3.4%	3.9%
Age 85+	2.2%	1.8%	1.9%
Age 18+	74.4%	74.7%	76.1%
2015 Population by Age			
Total	14,318	61,197	119,086
Age 0 - 4	8.0%	7.2%	6.4%
Age 5 - 9	7.4%	7.1%	6.5%
Age 10 - 14	6.9%	7.1%	6.8%
Age 15 - 19	6.1%	6.4%	6.3%
Age 20 - 24	7.2%	6.1%	5.5%
Age 25 - 34	16.5%	13.4%	12.2%
Age 35 - 44	13.7%	13.8%	13.3%
Age 45 - 54	12.4%	13.8%	14.2%
Age 55 - 64	10.3%	12.1%	13.7%
Age 65 - 74	6.4%	7.9%	9.3%
Age 75 - 84	3.1%	3.4%	4.1%
Age 85+	1.9%	1.6%	1.8%
Age 18+	74.1%	74.8%	76.4%
2000 Population by Sex			
Males	48.9%	49.3%	49.3%
Females	51.1%	50.7%	50.7%
2010 Population by Sex			
Males	48.8%	49.3%	49.3%
Females	51.2%	50.7%	50.7%
2015 Population by Sex			
Males	48.7%	49.2%	49.3%
Females	51.3%	50.8%	50.7%

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



875 Molalla Ave, Oregon City, OR 97045-3767
 Ring: 1, 3, 5 Miles

Latitude: 45.34341
 Longitude: -122.59545

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	12,453	48,206	100,360
White Alone	92.7%	93.0%	92.8%
Black Alone	0.7%	0.5%	0.6%
American Indian Alone	1.2%	0.8%	0.7%
Asian or Pacific Islander Alone	1.0%	1.5%	1.8%
Some Other Race Alone	2.1%	1.8%	1.8%
Two or More Races	2.4%	2.4%	2.3%
Hispanic Origin	5.0%	4.4%	4.4%
Diversity Index	22.2	20.8	21.1
2010 Population by Race/Ethnicity			
Total	13,750	57,659	113,636
White Alone	89.3%	89.7%	89.5%
Black Alone	1.1%	0.9%	1.0%
American Indian Alone	1.4%	0.9%	0.8%
Asian or Pacific Islander Alone	1.6%	2.3%	2.8%
Some Other Race Alone	3.4%	2.9%	2.9%
Two or More Races	3.1%	3.2%	3.1%
Hispanic Origin	8.2%	7.2%	7.1%
Diversity Index	32.2	30.2	30.5
2015 Population by Race/Ethnicity			
Total	14,315	61,197	119,084
White Alone	87.9%	88.3%	88.0%
Black Alone	1.3%	1.0%	1.1%
American Indian Alone	1.5%	1.0%	0.8%
Asian or Pacific Islander Alone	1.8%	2.7%	3.2%
Some Other Race Alone	3.9%	3.3%	3.3%
Two or More Races	3.5%	3.6%	3.5%
Hispanic Origin	9.8%	8.6%	8.5%
Diversity Index	36.3	34.2	34.4
2000 Population 3+ by School Enrollment			
 Total	11,741	45,992	96,250
Enrolled in Nursery/Preschool	1.0%	1.9%	1.8%
Enrolled in Kindergarten	1.6%	1.6%	1.5%
Enrolled in Grade 1-8	12.3%	13.0%	12.8%
Enrolled in Grade 9-12	5.0%	5.7%	6.1%
Enrolled in College	5.6%	4.8%	4.5%
Enrolled in Grad/Prof School	0.7%	0.8%	0.7%
Not Enrolled in School	73.9%	72.2%	72.6%
2010 Population 25+ by Educational Attainment			
Total	8,855	38,124	77,321
Less than 9th Grade	3.3%	2.5%	2.3%
9th - 12th Grade, No Diploma	7.8%	6.3%	5.8%
High School Graduate	31.7%	26.8%	26.0%
Some College, No Degree	29.0%	29.3%	28.5%
Associate Degree	7.6%	8.4%	8.2%
Bachelor's Degree	13.8%	17.8%	19.5%
Graduate/Professional Degree	6.8%	8.9%	9.7%




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.



875 Molalla Ave, Oregon City, OR 97045-3767
 Ring: 1, 3, 5 Miles

Latitude: 45.34341
 Longitude: -122.59545


	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	10,737	45,385	91,110
Never Married	31.3%	27.3%	26.0%
Married	48.3%	54.1%	56.4%
Widowed	6.0%	5.1%	5.3%
Divorced	14.3%	13.5%	12.3%
2000 Population 16+ by Employment Status			
 Total	9,466	36,511	76,939
In Labor Force	70.3%	70.2%	69.0%
Civilian Employed	65.9%	66.7%	65.6%
Civilian Unemployed	4.4%	3.4%	3.4%
In Armed Forces	0.0%	0.0%	0.1%
Not in Labor Force	29.7%	29.8%	31.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	87.5%	89.0%	88.9%
Civilian Unemployed	12.5%	11.0%	11.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	90.1%	91.3%	91.2%
Civilian Unemployed	9.9%	8.7%	8.8%
2000 Females 16+ by Employment Status and Age of Children			
Total	4,886	18,682	39,446
Own Children < 6 Only	9.6%	8.6%	7.9%
Employed/in Armed Forces	5.4%	5.3%	4.7%
Unemployed	0.6%	0.4%	0.5%
Not in Labor Force	3.6%	2.9%	2.8%
Own Children < 6 and 6-17 Only	5.5%	6.7%	6.1%
Employed/in Armed Forces	2.5%	3.6%	3.3%
Unemployed	0.2%	0.1%	0.2%
Not in Labor Force	2.8%	3.0%	2.6%
Own Children 6-17 Only	17.4%	19.0%	18.9%
Employed/in Armed Forces	13.2%	14.1%	13.9%
Unemployed	1.2%	0.7%	0.5%
Not in Labor Force	3.0%	4.2%	4.4%
No Own Children < 18	67.5%	65.6%	67.1%
Employed/in Armed Forces	37.7%	37.5%	37.2%
Unemployed	2.5%	1.8%	1.7%
Not in Labor Force	27.3%	26.3%	28.2%
2010 Employed Population 16+ by Industry			
 Total	6,030	26,084	51,374
Agriculture/Mining	0.8%	0.8%	0.7%
Construction	8.2%	8.0%	7.8%
Manufacturing	9.3%	8.9%	8.7%
Wholesale Trade	4.2%	4.5%	4.7%
Retail Trade	13.0%	12.1%	12.4%
Transportation/Utilities	5.4%	5.0%	5.1%
Information	1.5%	2.1%	2.4%
Finance/Insurance/Real Estate	6.2%	7.0%	7.8%
Services	45.2%	46.1%	45.5%
Public Administration	6.2%	5.6%	5.0%

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



875 Molalla Ave, Oregon City, OR 97045-3767
 Ring: 1, 3, 5 Miles

Latitude: 45.34341
 Longitude: -122.59545



	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	6,030	26,082	51,376
White Collar	57.8%	63.9%	65.2%
Management/Business/Financial	11.7%	15.4%	16.6%
Professional	18.8%	21.2%	21.0%
Sales	11.6%	12.2%	12.7%
Administrative Support	15.7%	15.0%	15.0%
Services	18.2%	15.5%	14.6%
Blue Collar	24.1%	20.7%	20.2%
Farming/Forestry/Fishing	0.4%	0.2%	0.2%
Construction/Extraction	7.0%	6.2%	6.0%
Installation/Maintenance/Repair	5.2%	4.3%	4.2%
Production	5.1%	4.4%	4.2%
Transportation/Material Moving	6.3%	5.6%	5.6%
2000 Workers 16+ by Means of Transportation to Work			
 Total	6,163	23,946	49,678
Drove Alone - Car, Truck, or Van	75.2%	78.8%	78.8%
Carpooled - Car, Truck, or Van	13.6%	11.1%	10.5%
Public Transportation	3.6%	2.9%	3.2%
Walked	3.0%	1.9%	1.8%
Other Means	0.3%	0.4%	0.6%
Worked at Home	4.3%	4.9%	5.1%
2000 Workers 16+ by Travel Time to Work			
Total	6,163	23,943	49,680
Did Not Work at Home	95.7%	95.1%	94.9%
Less than 5 minutes	4.9%	3.5%	2.9%
5 to 9 minutes	10.9%	8.7%	8.0%
10 to 19 minutes	24.9%	24.5%	25.8%
20 to 24 minutes	11.6%	14.7%	15.1%
25 to 34 minutes	24.1%	24.6%	24.6%
35 to 44 minutes	5.8%	7.5%	7.7%
45 to 59 minutes	8.7%	7.2%	6.6%
60 to 89 minutes	3.2%	3.2%	3.1%
90 or more minutes	1.6%	1.2%	1.1%
Worked at Home	4.3%	4.9%	5.1%
Average Travel Time to Work (in min)	24.4	24.8	24.6
2000 Households by Vehicles Available			
Total	4,583	17,946	37,400
None	9.2%	6.4%	5.3%
1	30.5%	26.7%	25.9%
2	39.7%	42.9%	43.3%
3	14.2%	17.0%	18.0%
4	4.3%	4.9%	5.1%
5+	2.0%	2.1%	2.3%
Average Number of Vehicles Available	1.8	1.9	2.0

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



875 Molalla Ave, Oregon City, OR 97045-3767
 Ring: 1, 3, 5 Miles

Latitude: 45.34341
 Longitude: -122.59545

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	4,588	17,962	37,402
Family Households	67.6%	71.9%	73.1%
Married-couple Family	49.2%	56.6%	59.1%
With Related Children	25.0%	27.9%	28.0%
Other Family (No Spouse)	18.4%	15.4%	14.0%
With Related Children	12.9%	10.6%	9.4%
Nonfamily Households	32.4%	28.1%	26.9%
Householder Living Alone	24.4%	21.3%	20.8%
Householder Not Living Alone	8.0%	6.8%	6.1%
Households with Related Children	37.9%	38.5%	37.4%
Households with Persons 65+	18.1%	18.7%	20.1%
2000 Households by Size			
Total	4,589	17,960	37,402
1 Person Household	24.4%	21.3%	20.8%
2 Person Household	33.1%	35.0%	35.8%
3 Person Household	17.9%	17.4%	17.2%
4 Person Household	15.3%	16.6%	16.5%
5 Person Household	5.9%	6.3%	6.4%
6 Person Household	2.0%	2.1%	2.1%
7+ Person Household	1.4%	1.2%	1.2%
2000 Households by Year Householder Moved In			
Total	4,582	17,946	37,401
Moved in 1999 to March 2000	26.1%	23.9%	20.5%
Moved in 1995 to 1998	37.6%	33.8%	30.8%
Moved in 1990 to 1994	13.3%	15.7%	17.1%
Moved in 1980 to 1989	10.2%	12.8%	15.3%
Moved in 1970 to 1979	7.4%	8.4%	10.9%
Moved in 1969 or Earlier	5.5%	5.2%	5.4%
Median Year Householder Moved In	1996	1996	1995
2000 Housing Units by Units in Structure			
 Total	4,868	19,062	39,425
1, Detached	61.9%	66.7%	69.2%
1, Attached	2.5%	2.4%	2.2%
2	6.0%	4.2%	2.7%
3 or 4	7.5%	4.4%	3.4%
5 to 9	7.6%	5.8%	4.4%
10 to 19	3.7%	3.5%	3.7%
20+	8.9%	6.7%	6.7%
Mobile Home	1.8%	6.2%	7.7%
Other	0.0%	0.1%	0.1%
2000 Housing Units by Year Structure Built			
Total	4,845	19,036	39,359
1999 to March 2000	3.1%	4.3%	3.2%
1995 to 1998	12.8%	14.8%	11.7%
1990 to 1994	6.1%	10.8%	10.4%
1980 to 1989	8.2%	10.3%	13.1%
1970 to 1979	24.2%	24.2%	29.1%
1969 or Earlier	45.7%	35.7%	32.5%
Median Year Structure Built	1972	1976	1976

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



875 Molalla Ave, Oregon City, OR 97045-3767
 Ring: 1, 3, 5 Miles

Latitude: 45.34341
 Longitude: -122.59545

	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Aspiring Young Familie	In Style	Exurbanites
2.	In Style	Main Street, USA	In Style
3.	Main Street, USA	Sophisticated Squires	Main Street, USA



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 \$	\$7,753,274	\$39,956,646	\$84,497,626
Average Spent	\$1,567.27	\$1,874.31	\$2,001.93
Spending Potential Index	65	78	84
Computers & Accessories: Total \$	\$1,027,933	\$5,307,666	\$11,207,012
Average Spent	\$207.79	\$248.98	\$265.52
Spending Potential Index	94	113	121
Education: Total \$	\$5,767,494	\$30,380,642	\$64,879,534
Average Spent	\$1,165.86	\$1,425.12	\$1,537.14
Spending Potential Index	96	117	126
Entertainment/Recreation: Total \$	\$14,770,936	\$78,258,825	\$166,898,098
Average Spent	\$2,985.84	\$3,671.02	\$3,954.18
Spending Potential Index	93	114	123
Food at Home: Total \$	\$20,203,871	\$103,453,529	\$218,870,008
Average Spent	\$4,084.07	\$4,852.87	\$5,185.51
Spending Potential Index	91	108	116
Food Away from Home: Total \$	\$14,870,535	\$76,221,445	\$161,050,025
Average Spent	\$3,005.97	\$3,575.45	\$3,815.63
Spending Potential Index	93	111	119
Health Care: Total \$	\$16,082,157	\$84,928,782	\$182,636,382
Average Spent	\$3,250.89	\$3,983.90	\$4,327.06
Spending Potential Index	87	107	116
HH Furnishings & Equipment: Total \$	\$8,208,823	\$43,629,688	\$93,046,109
Average Spent	\$1,659.35	\$2,046.61	\$2,204.47
Spending Potential Index	81	99	107
Investments: Total \$	\$7,191,328	\$41,211,461	\$90,529,873
Average Spent	\$1,453.67	\$1,933.18	\$2,144.85
Spending Potential Index	84	111	123
Retail Goods: Total \$	\$106,792,673	\$559,457,875	\$1,190,613,702
Average Spent	\$21,587.36	\$26,243.45	\$28,208.25
Spending Potential Index	87	106	113
Shelter: Total \$	\$74,009,291	\$386,604,619	\$819,263,013
Average Spent	\$14,960.44	\$18,135.13	\$19,410.14
Spending Potential Index	95	115	123
TV/Video/Audio: Total \$	\$5,626,466	\$28,814,164	\$60,907,553
Average Spent	\$1,137.35	\$1,351.64	\$1,443.03
Spending Potential Index	92	109	116
Travel: Total \$	\$8,674,975	\$47,244,106	\$101,638,578
Average Spent	\$1,753.58	\$2,216.16	\$2,408.04
Spending Potential Index	93	117	127
Vehicle Maintenance & Repairs: Total \$	\$4,270,651	\$22,250,969	\$47,306,615
Average Spent	\$863.28	\$1,043.76	\$1,120.80
Spending Potential Index	92	111	119

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.