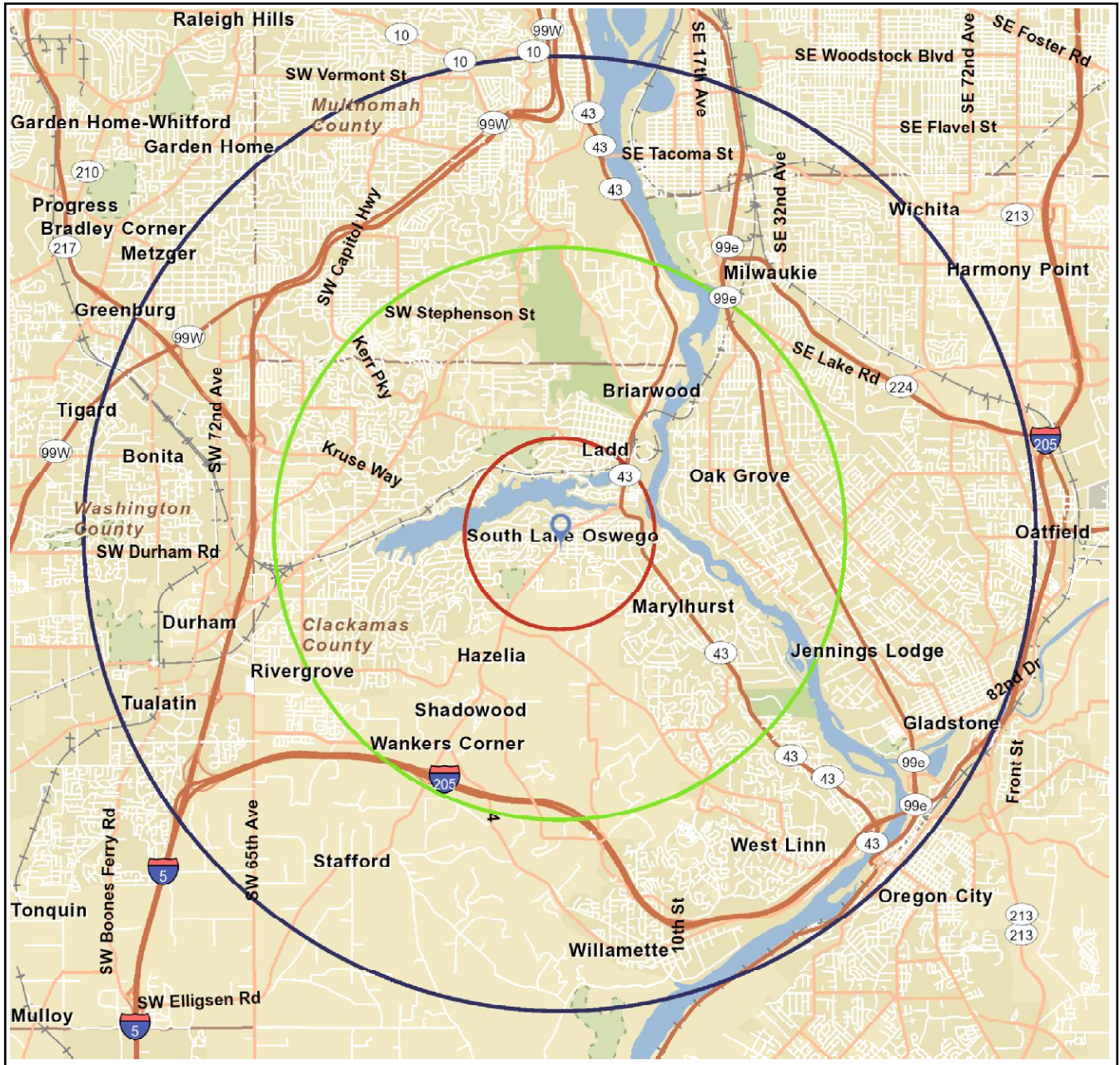


1675 Southshore Blvd, Lake Oswego, OR 97034-4723

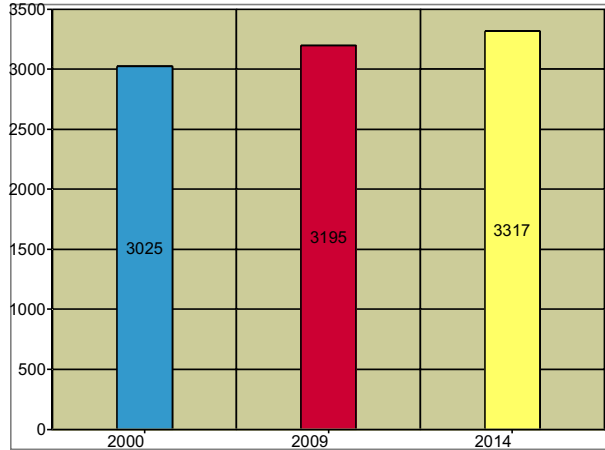
Ring: 1, 3, 5 Miles radii



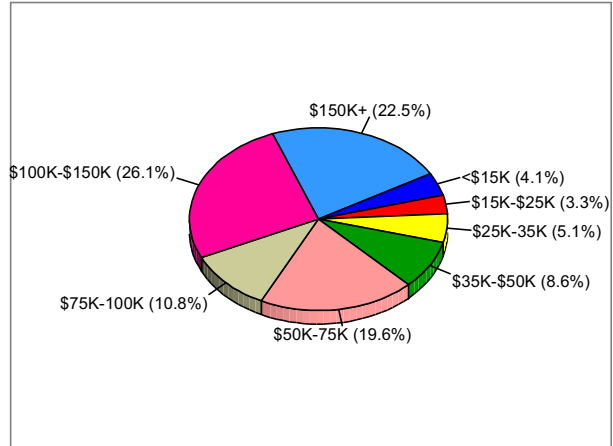
1675 Southshore Blvd, Lake Oswego, OR 97034-4723

Ring: 1 Mile radius

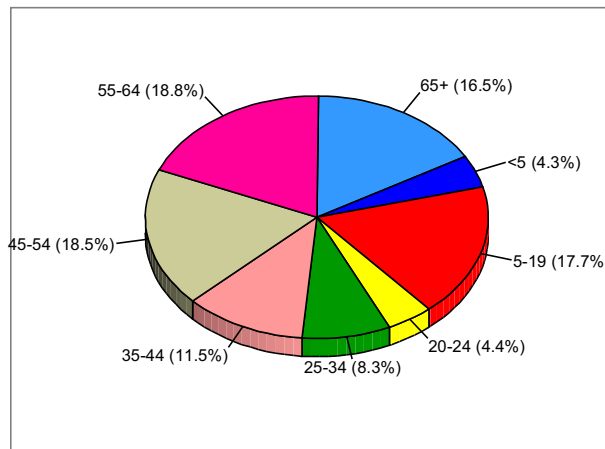
Households



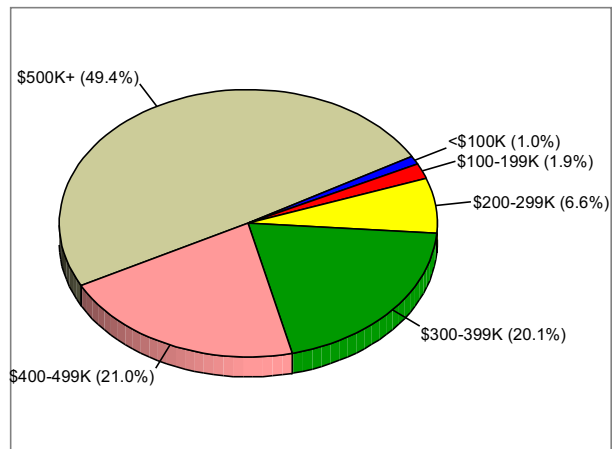
2009 Households by Income



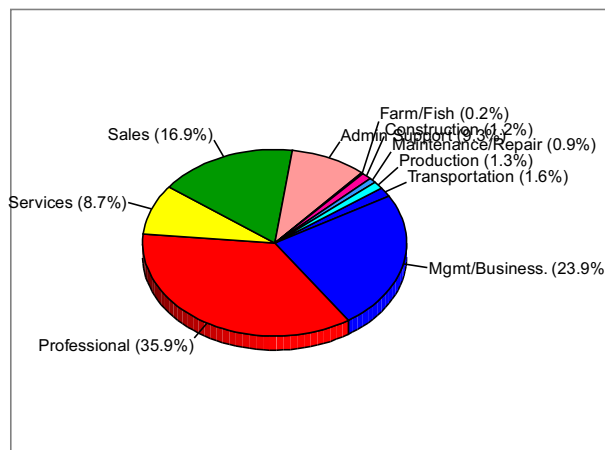
2009 Population by Age



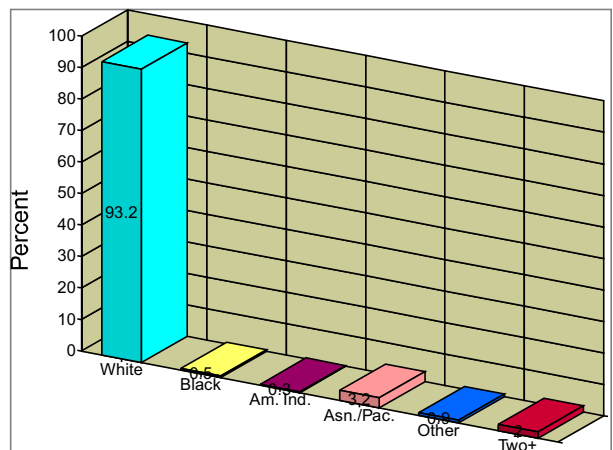
2009 Owner Occupied HUs by Value



2009 Employed 16+ by Occupation



2009 Population by Race

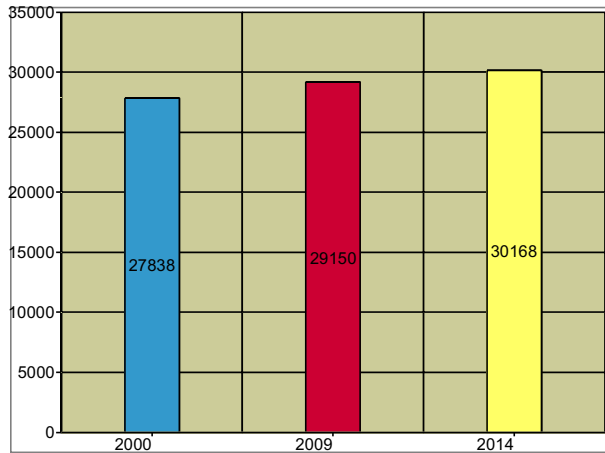


2009 Percent Hispanic Origin: 2.9%

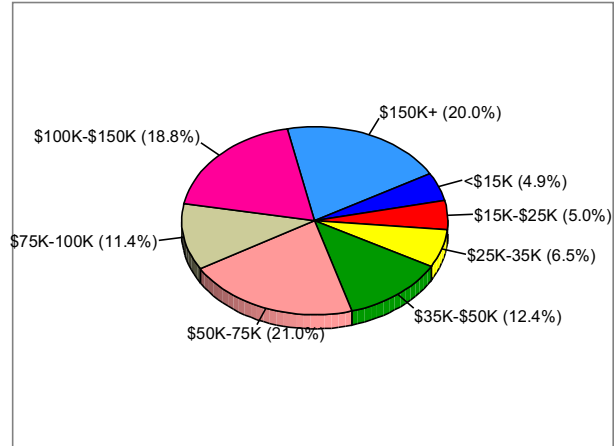
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

1675 Southshore Blvd, Lake Oswego, OR 97034-4723
 Ring: 3 Miles radius

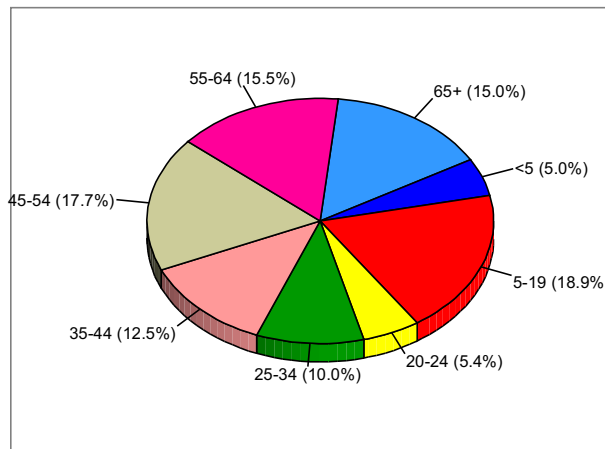
Households



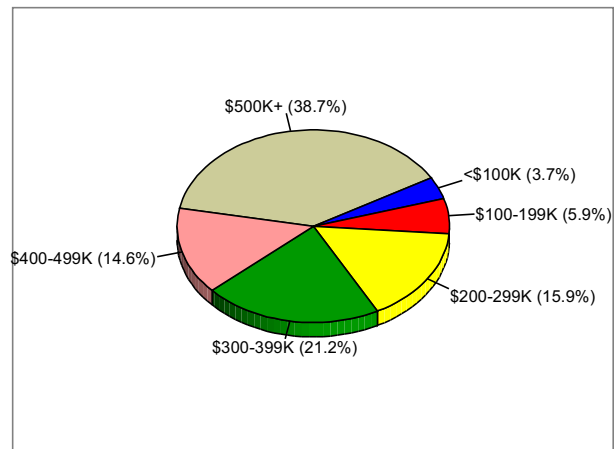
2009 Households by Income



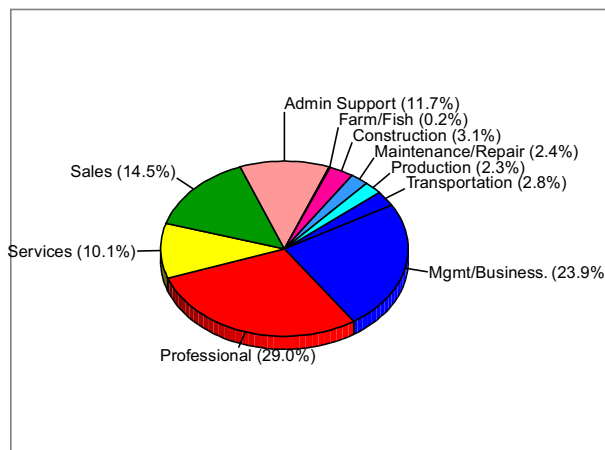
2009 Population by Age



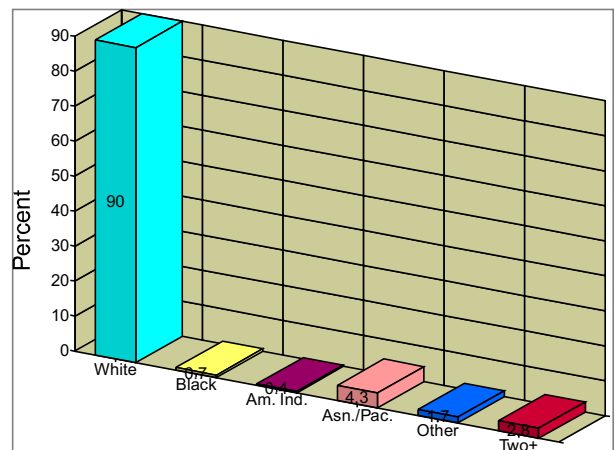
2009 Owner Occupied HUs by Value



2009 Employed 16+ by Occupation



2009 Population by Race

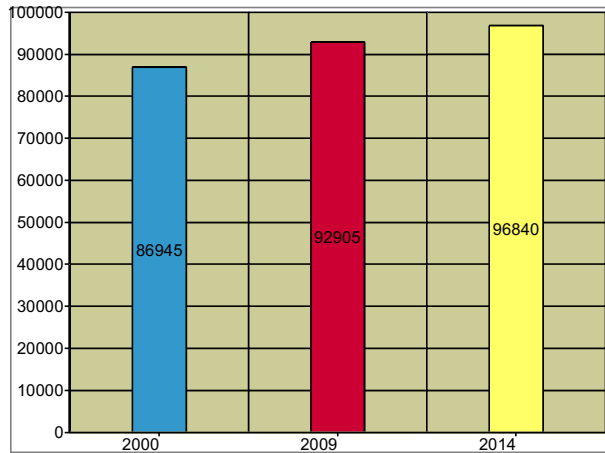


2009 Percent Hispanic Origin: 4.7%

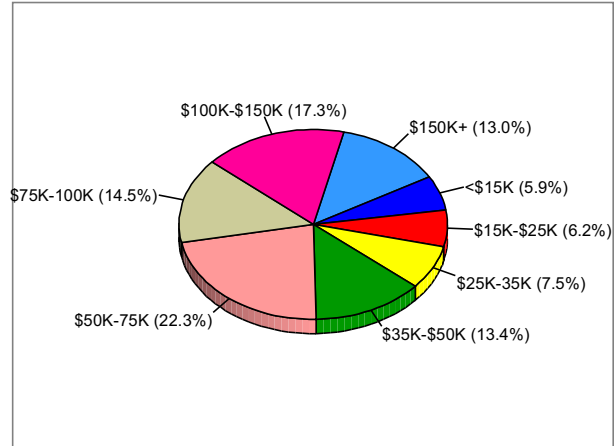
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

1675 Southshore Blvd, Lake Oswego, OR 97034-4723
 Ring: 5 Miles radius

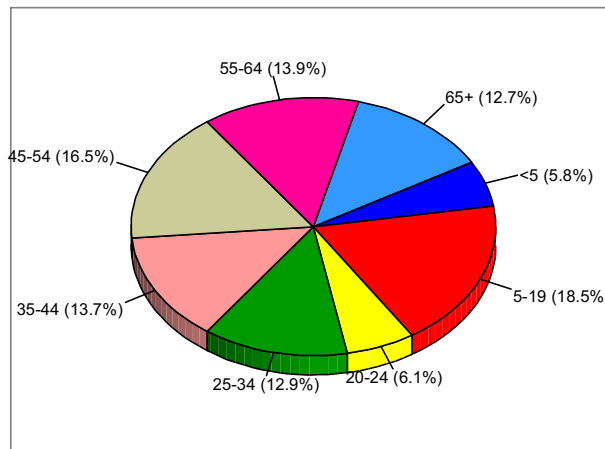
Households



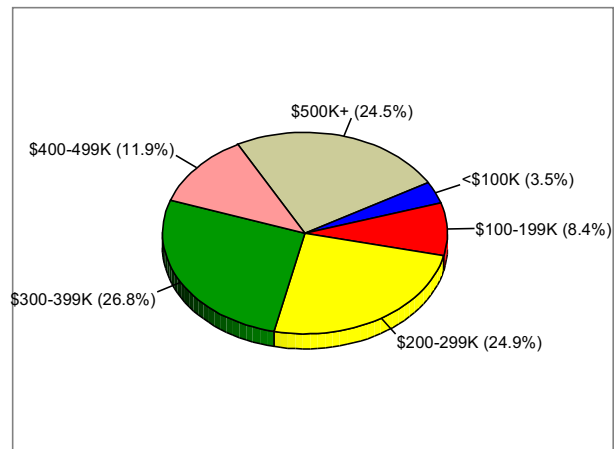
2009 Households by Income



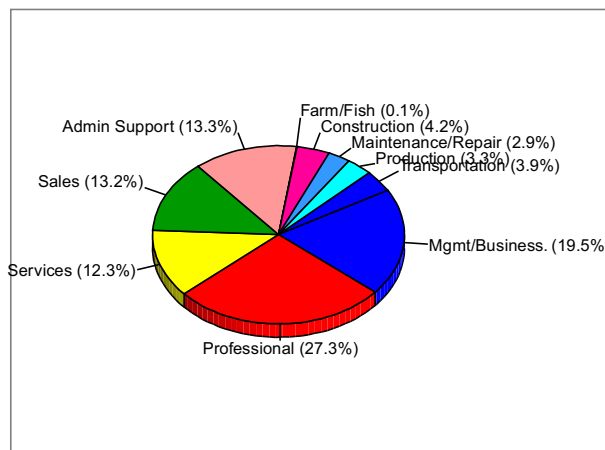
2009 Population by Age



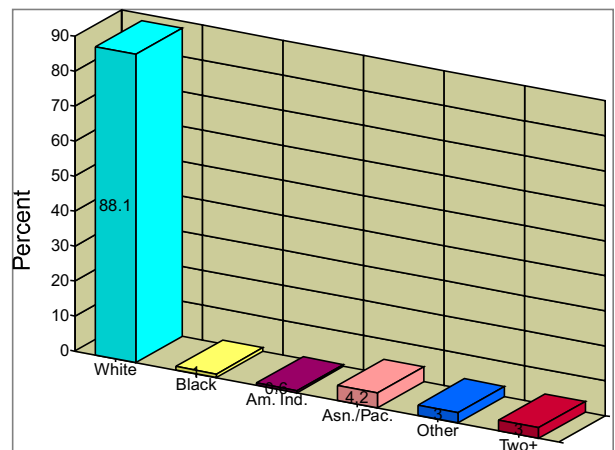
2009 Owner Occupied HUs by Value



2009 Employed 16+ by Occupation



2009 Population by Race






2009 Percent Hispanic Origin: 7.4%

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

1675 Southshore Blvd, Lake Oswego, OR 97034-4723
 Ring: 1, 3, 5 Miles radii

Latitude: 45.40696
 Longitude: -122.67785


	1 Mile radius	3 Miles radius	5 Miles radius
			
2000 Total Population	7,431	67,849	213,870
2000 Group Quarters	2	902	2,187
2009 Total Population	7,893	71,911	230,474
2014 Total Population	8,167	74,242	239,821
2009 - 2014 Annual Rate	0.68%	0.64%	0.8%
			
2000 Households	3,025	27,838	86,945
2000 Average Household Size	2.46	2.4	2.43
2009 Households	3,195	29,150	92,905
2009 Average Household Size	2.47	2.43	2.45
2014 Households	3,317	30,168	96,840
2014 Average Household Size	2.46	2.42	2.45
2009 - 2014 Annual Rate	0.75%	0.69%	0.83%
2000 Families	2,095	18,456	56,354
2000 Average Family Size	2.95	2.95	2.97
2009 Families	2,166	18,982	59,228
2009 Average Family Size	2.99	3	3.01
2014 Families	2,217	19,406	60,986
2014 Average Family Size	3	3.01	3.02
2009 - 2014 Annual Rate	0.47%	0.44%	0.59%
			
2000 Housing Units	3,218	29,553	91,592
Owner Occupied Housing Units	70.3%	66.2%	63.1%
Renter Occupied Housing Units	23.9%	27.9%	31.8%
Vacant Housing Units	5.8%	5.8%	5.1%
2009 Housing Units	3,439	31,329	98,999
Owner Occupied Housing Units	68.1%	64.7%	61.7%
Renter Occupied Housing Units	24.8%	28.3%	32.1%
Vacant Housing Units	7.1%	7.0%	6.2%
2014 Housing Units	3,569	32,400	103,158
Owner Occupied Housing Units	67.6%	64.5%	61.3%
Renter Occupied Housing Units	25.3%	28.6%	32.6%
Vacant Housing Units	7.1%	6.9%	6.1%
Median Household Income			
2000	\$76,570	\$61,571	\$54,385
2009	\$95,933	\$75,305	\$68,636
2014	\$98,756	\$79,642	\$71,586
Median Home Value			
2000	\$278,634	\$242,898	\$193,432
2009	\$497,059	\$422,641	\$349,089
2014	\$638,213	\$525,634	\$427,034
Per Capita Income			
2000	\$43,527	\$36,537	\$29,743
2009	\$52,170	\$44,212	\$36,939
2014	\$55,622	\$46,763	\$38,732
Median Age			
2000	43.6	40.7	37.7
2009	47.3	43.7	40.0
2014	48.1	44.1	40.4

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.

1675 Southshore Blvd, Lake Oswego, OR 97034-4723
 Ring: 1, 3, 5 Miles radii

Latitude: 45.40696
 Longitude: -122.67785

	1 Mile radius	3 Miles radius	5 Miles radius
2000 Households by Income			
 Household Income Base	3,063	28,042	86,887
< \$15,000	4.8%	6.7%	8.6%
\$15,000 - \$24,999	6.5%	8.0%	9.5%
\$25,000 - \$34,999	7.1%	10.6%	11.5%
\$35,000 - \$49,999	13.5%	14.8%	15.7%
\$50,000 - \$74,999	16.8%	18.5%	21.3%
\$75,000 - \$99,999	15.3%	12.8%	13.0%
\$100,000 - \$149,999	19.5%	15.4%	12.2%
\$150,000 - \$199,999	5.1%	5.3%	3.6%
\$200,000+	11.4%	8.0%	4.5%
Average Household Income	\$105,389	\$88,173	\$72,626
2009 Households by Income			
Household Income Base	3,197	29,150	92,903
< \$15,000	4.1%	4.9%	5.9%
\$15,000 - \$24,999	3.3%	5.0%	6.2%
\$25,000 - \$34,999	5.1%	6.5%	7.5%
\$35,000 - \$49,999	8.6%	12.4%	13.4%
\$50,000 - \$74,999	19.6%	21.0%	22.3%
\$75,000 - \$99,999	10.8%	11.4%	14.5%
\$100,000 - \$149,999	26.1%	18.8%	17.3%
\$150,000 - \$199,999	9.3%	8.6%	6.2%
\$200,000+	13.2%	11.5%	6.8%
Average Household Income	\$126,756	\$108,785	\$91,123
2014 Households by Income			
Household Income Base	3,318	30,170	96,840
< \$15,000	3.9%	4.7%	5.6%
\$15,000 - \$24,999	3.1%	4.7%	5.8%
\$25,000 - \$34,999	4.5%	5.9%	6.7%
\$35,000 - \$49,999	7.4%	10.7%	11.4%
\$50,000 - \$74,999	19.3%	21.0%	23.0%
\$75,000 - \$99,999	12.4%	13.0%	16.1%
\$100,000 - \$149,999	26.1%	19.2%	17.9%
\$150,000 - \$199,999	9.3%	8.8%	6.4%
\$200,000+	14.1%	12.0%	7.1%
Average Household Income	\$134,685	\$114,743	\$95,355
2000 Owner Occupied HUs by Value			
Total	2,307	19,659	57,801
<\$50,000	0.6%	2.2%	2.3%
\$50,000 - 99,999	0.0%	2.6%	3.5%
\$100,000 - 149,999	3.9%	10.9%	17.5%
\$150,000 - 199,999	12.2%	20.2%	30.4%
\$200,000 - \$299,999	42.9%	31.4%	26.3%
\$300,000 - 499,999	20.7%	21.8%	14.4%
\$500,000 - 999,999	15.7%	9.2%	4.5%
\$1,000,000+	4.0%	1.8%	1.1%
Average Home Value	\$372,582	\$300,244	\$243,069
2000 Specified Renter Occupied HUs by Contract Rent			
Total	745	8,182	29,048
With Cash Rent	97.4%	96.6%	97.2%
No Cash Rent	2.6%	3.4%	2.8%
Median Rent	\$791	\$701	\$644
Average Rent	\$850	\$782	\$703

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.

1675 Southshore Blvd, Lake Oswego, OR 97034-4723
 Ring: 1, 3, 5 Miles radii



Latitude: 45.40696
 Longitude: -122.67785

	1 Mile radius	3 Miles radius	5 Miles radius
2000 Population by Age			
Total	7,431	67,845	213,871
Age 0 - 4	4.7%	5.3%	6.0%
Age 5 - 9	6.7%	6.7%	6.8%
Age 10 - 14	8.1%	7.7%	7.1%
Age 15 - 19	6.7%	7.0%	6.6%
Age 20 - 24	3.3%	4.5%	5.7%
Age 25 - 34	7.6%	10.3%	13.6%
Age 35 - 44	15.6%	16.3%	16.8%
Age 45 - 54	21.3%	19.1%	17.3%
Age 55 - 64	11.9%	10.1%	8.9%
Age 65 - 74	7.3%	5.9%	5.4%
Age 75 - 84	5.7%	4.9%	4.2%
Age 85+	1.1%	2.0%	1.5%
Age 18+	75.8%	75.5%	75.9%
2009 Population by Age			
Total	7,895	71,914	230,473
Age 0 - 4	4.3%	5.0%	5.8%
Age 5 - 9	5.0%	5.5%	5.8%
Age 10 - 14	6.1%	6.5%	6.2%
Age 15 - 19	6.6%	6.9%	6.5%
Age 20 - 24	4.4%	5.4%	6.1%
Age 25 - 34	8.3%	10.0%	12.9%
Age 35 - 44	11.5%	12.5%	13.7%
Age 45 - 54	18.5%	17.7%	16.5%
Age 55 - 64	18.8%	15.5%	13.9%
Age 65 - 74	8.9%	7.3%	6.5%
Age 75 - 84	5.4%	4.9%	4.1%
Age 85+	2.2%	2.8%	2.1%
Age 18+	80.5%	78.8%	78.3%
2014 Population by Age			
Total	8,168	74,244	239,820
Age 0 - 4	4.4%	5.0%	5.8%
Age 5 - 9	4.9%	5.5%	5.8%
Age 10 - 14	5.7%	6.2%	6.0%
Age 15 - 19	5.6%	6.2%	5.9%
Age 20 - 24	4.2%	5.3%	6.1%
Age 25 - 34	9.6%	11.1%	13.6%
Age 35 - 44	11.3%	12.0%	13.2%
Age 45 - 54	15.9%	15.4%	14.6%
Age 55 - 64	18.6%	15.9%	14.2%
Age 65 - 74	12.3%	9.8%	8.7%
Age 75 - 84	5.3%	4.8%	4.1%
Age 85+	2.3%	2.8%	2.1%
Age 18+	81.5%	79.5%	78.9%
2000 Population by Sex			
Males	47.9%	48.2%	48.8%
Females	52.1%	51.8%	51.2%
2009 Population by Sex			
Males	47.6%	48.2%	48.8%
Females	52.4%	51.8%	51.2%
2014 Population by Sex			
Males	47.6%	48.3%	48.9%
Females	52.4%	51.7%	51.1%

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

1675 Southshore Blvd, Lake Oswego, OR 97034-4723
 Ring: 1, 3, 5 Miles radii

Latitude: 45.40696
 Longitude: -122.67785




	1 Mile radius	3 Miles radius	5 Miles radius
2000 Population by Race/Ethnicity			
 Total	7,430	67,848	213,870
White Alone	94.4%	91.8%	90.3%
Black Alone	0.4%	0.7%	0.9%
American Indian Alone	0.3%	0.4%	0.6%
Asian or Pacific Islander Alone	2.5%	3.4%	3.4%
Some Other Race Alone	0.7%	1.2%	2.1%
Two or More Races	1.8%	2.5%	2.7%
Hispanic Origin	1.9%	3.2%	5.1%
Diversity Index	14.2	20.7	26.2
2009 Population by Race/Ethnicity			
Total	7,894	71,911	230,474
White Alone	93.2%	90.0%	88.1%
Black Alone	0.5%	0.7%	1.0%
American Indian Alone	0.3%	0.4%	0.6%
Asian or Pacific Islander Alone	3.2%	4.3%	4.2%
Some Other Race Alone	0.9%	1.7%	3.0%
Two or More Races	2.0%	2.8%	3.0%
Hispanic Origin	2.9%	4.7%	7.4%
Diversity Index	17.8	26.0	32.9
2014 Population by Race/Ethnicity			
Total	8,168	74,241	239,820
White Alone	92.5%	88.9%	86.7%
Black Alone	0.5%	0.8%	1.1%
American Indian Alone	0.2%	0.4%	0.6%
Asian or Pacific Islander Alone	3.6%	4.9%	4.8%
Some Other Race Alone	1.0%	2.1%	3.6%
Two or More Races	2.1%	3.0%	3.2%
Hispanic Origin	3.5%	5.7%	9.0%
Diversity Index	20.0	29.2	37.0
2000 Population 3+ by School Enrollment			
 Total	7,313	65,938	206,417
Enrolled in Nursery/Preschool	2.0%	2.1%	1.9%
Enrolled in Kindergarten	1.0%	1.2%	1.4%
Enrolled in Grade 1-8	12.5%	11.8%	11.5%
Enrolled in Grade 9-12	7.2%	6.3%	5.7%
Enrolled in College	2.6%	4.7%	5.1%
Enrolled in Grad/Prof School	0.5%	1.5%	1.5%
Not Enrolled in School	74.3%	72.4%	72.9%
2009 Population 25+ by Educational Attainment			
Total	5,813	50,880	160,555
Less than 9th Grade	0.6%	1.3%	1.8%
9th - 12th Grade, No Diploma	1.8%	3.2%	4.3%
High School Graduate	9.5%	13.8%	18.6%
Some College, No Degree	20.2%	21.9%	24.6%
Associate Degree	5.3%	6.3%	7.1%
Bachelor's Degree	37.3%	32.1%	27.2%
Graduate/Professional Degree	25.4%	21.3%	16.5%

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.

1675 Southshore Blvd, Lake Oswego, OR 97034-4723
 Ring: 1, 3, 5 Miles radii


Latitude: 45.40696
 Longitude: -122.67785

	1 Mile radius	3 Miles radius	5 Miles radius
 2009 Population 15+ by Marital Status			
Total	6,680	59,682	189,592
Never Married	21.0%	25.0%	28.1%
Married	60.1%	57.4%	54.2%
Widowed	5.4%	5.9%	5.1%
Divorced	13.5%	11.7%	12.6%
 2000 Population 16+ by Employment Status			
Total	5,910	53,625	168,384
In Labor Force	66.7%	67.9%	70.5%
Civilian Employed	64.0%	65.0%	67.4%
Civilian Unemployed	2.7%	2.9%	3.0%
In Armed Forces	0.0%	0.1%	0.0%
Not in Labor Force	33.3%	32.1%	29.5%
2009 Civilian Population 16+ in Labor Force			
Civilian Employed	88.0%	87.9%	88.1%
Civilian Unemployed	12.0%	12.1%	11.9%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	92.4%	92.4%	92.5%
Civilian Unemployed	7.6%	7.6%	7.5%
2000 Females 16+ by Employment Status and Age of Children			
Total	3,155	28,191	87,421
Own Children < 6 Only	4.3%	5.7%	7.3%
Employed/in Armed Forces	1.7%	3.6%	4.4%
Unemployed	0.0%	0.1%	0.3%
Not in Labor Force	2.5%	2.1%	2.6%
Own Children < 6 and 6-17 Only	6.0%	5.2%	5.4%
Employed/in Armed Forces	3.4%	2.7%	3.1%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	2.6%	2.4%	2.2%
Own Children 6-17 Only	18.8%	19.1%	17.7%
Employed/in Armed Forces	14.7%	13.5%	13.1%
Unemployed	0.3%	0.4%	0.4%
Not in Labor Force	3.9%	5.2%	4.3%
No Own Children < 18	70.9%	69.9%	69.5%
Employed/in Armed Forces	36.8%	37.0%	39.9%
Unemployed	2.2%	2.0%	1.8%
Not in Labor Force	31.9%	30.9%	27.9%
 2009 Employed Population 16+ by Industry			
Total	3,491	32,369	107,617
Agriculture/Mining	0.0%	0.4%	0.4%
Construction	3.7%	4.9%	6.0%
Manufacturing	5.0%	7.2%	7.9%
Wholesale Trade	5.4%	4.3%	4.2%
Retail Trade	12.3%	11.7%	11.2%
Transportation/Utilities	3.1%	3.7%	4.3%
Information	3.3%	3.5%	3.2%
Finance/Insurance/Real Estate	10.1%	10.9%	9.5%
Services	53.1%	49.7%	49.5%
Public Administration	4.1%	3.7%	3.8%

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

1675 Southshore Blvd, Lake Oswego, OR 97034-4723
 Ring: 1, 3, 5 Miles radii



Latitude: 45.40696
 Longitude: -122.67785

	1 Mile radius	3 Miles radius	5 Miles radius
2009 Employed Population 16+ by Occupation			
Total	3,495	32,368	107,616
White Collar	86.0%	79.1%	73.3%
Management/Business/Financial	23.9%	23.9%	19.5%
Professional	35.9%	29.0%	27.3%
Sales	16.9%	14.5%	13.2%
Administrative Support	9.3%	11.7%	13.3%
Services	8.7%	10.1%	12.3%
Blue Collar	5.3%	10.8%	14.4%
Farming/Forestry/Fishing	0.2%	0.2%	0.1%
Construction/Extraction	1.2%	3.1%	4.2%
Installation/Maintenance/Repair	0.9%	2.4%	2.9%
Production	1.3%	2.3%	3.3%
Transportation/Material Moving	1.6%	2.8%	3.9%
2000 Workers 16+ by Means of Transportation to Work			
 Total	3,716	34,310	111,877
Drove Alone - Car, Truck, or Van	78.2%	76.9%	75.7%
Carpooled - Car, Truck, or Van	7.8%	9.0%	9.9%
Public Transportation	4.0%	4.1%	5.3%
Walked	2.6%	2.5%	2.3%
Other Means	0.3%	0.8%	1.1%
Worked at Home	7.0%	6.6%	5.7%
2000 Workers 16+ by Travel Time to Work			
Total	3,718	34,312	111,875
Did Not Work at Home	93.0%	93.4%	94.3%
Less than 5 minutes	3.2%	2.4%	2.5%
5 to 9 minutes	6.9%	8.6%	9.4%
10 to 19 minutes	26.4%	27.4%	29.5%
20 to 24 minutes	19.0%	18.4%	17.8%
25 to 34 minutes	25.9%	23.9%	22.2%
35 to 44 minutes	4.7%	5.6%	5.4%
45 to 59 minutes	4.3%	3.9%	4.1%
60 to 89 minutes	1.4%	2.1%	2.2%
90 or more minutes	1.1%	1.1%	1.2%
Worked at Home	7.0%	6.6%	5.7%
Average Travel Time to Work (in min)	23.1	22.9	22.5
2000 Households by Vehicles Available			
Total	3,050	27,872	86,901
None	2.3%	4.8%	5.5%
1	29.2%	31.5%	32.7%
2	49.3%	44.4%	43.1%
3	15.6%	14.7%	14.1%
4	3.3%	3.5%	3.5%
5+	0.2%	1.0%	1.2%
Average Number of Vehicles Available	1.9	1.8	1.8

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

1675 Southshore Blvd, Lake Oswego, OR 97034-4723
 Ring: 1, 3, 5 Miles radii

Latitude: 45.40696
 Longitude: -122.67785

	1 Mile radius	3 Miles radius	5 Miles radius
2000 Households by Type			
 Total	3,025	27,838	86,946
Family Households	69.3%	66.3%	64.8%
Married-couple Family	60.2%	55.8%	52.3%
With Related Children	26.2%	25.8%	24.3%
Other Family (No Spouse)	9.0%	10.5%	12.5%
With Related Children	5.5%	6.7%	8.2%
Nonfamily Households	30.7%	33.7%	35.2%
Householder Living Alone	24.7%	27.1%	26.8%
Householder Not Living Alone	6.1%	6.6%	8.4%
Households with Related Children	31.7%	32.5%	32.4%
Households with Persons 65+	24.0%	22.2%	19.5%
2000 Households by Size			
Total	3,025	27,838	86,945
1 Person Household	24.7%	27.1%	26.8%
2 Person Household	39.5%	36.0%	35.8%
3 Person Household	14.8%	15.4%	15.8%
4 Person Household	13.8%	14.3%	13.9%
5 Person Household	5.4%	5.2%	5.2%
6 Person Household	1.3%	1.4%	1.6%
7+ Person Household	0.4%	0.6%	0.8%
2000 Households by Year Householder Moved In			
Total	3,050	27,871	86,901
Moved in 1999 to March 2000	17.8%	20.0%	22.1%
Moved in 1995 to 1998	28.5%	29.8%	30.2%
Moved in 1990 to 1994	18.3%	18.3%	17.7%
Moved in 1980 to 1989	20.6%	17.0%	15.0%
Moved in 1970 to 1979	8.8%	8.8%	8.6%
Moved in 1969 or Earlier	6.0%	6.1%	6.4%
Median Year Householder Moved In	1994	1995	1995
2000 Housing Units by Units in Structure			
 Total	3,230	29,582	91,611
1, Detached	77.2%	67.5%	66.9%
1, Attached	2.3%	4.4%	3.8%
2	1.3%	1.2%	2.5%
3 or 4	2.5%	4.8%	4.6%
5 to 9	6.4%	5.9%	5.5%
10 to 19	3.7%	5.1%	5.5%
20+	6.2%	8.8%	9.0%
Mobile Home	0.3%	2.1%	2.0%
Other	0.0%	0.1%	0.1%
2000 Housing Units by Year Structure Built			
Total	3,236	29,574	91,556
1999 to March 2000	1.1%	1.4%	1.5%
1995 to 1998	2.5%	5.7%	7.0%
1990 to 1994	7.9%	9.3%	9.3%
1980 to 1989	14.7%	19.6%	15.6%
1970 to 1979	19.9%	23.7%	24.0%
1969 or Earlier	53.9%	40.3%	42.6%
Median Year Structure Built	1968	1974	1973

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

1675 Southshore Blvd, Lake Oswego, OR 97034-4723
 Ring: 1, 3, 5 Miles radii

Latitude: 45.40696
 Longitude: -122.67785

	1 Mile radius	3 Miles radius	5 Miles radius
Top 3 Tapestry Segments			
1.	Urban Chic	Suburban Splendor	In Style
2.	Connoisseurs	In Style	Main Street, USA
3.	Exurbanites	Exurbanites	Suburban Splendor



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 \$	\$9,745,217	\$78,570,769	\$211,828,696
Average Spent	\$3,050.15	\$2,695.40	\$2,280.06
Spending Potential Index	122	108	91
Computers & Accessories: Total \$	\$1,316,551	\$10,293,407	\$27,765,695
Average Spent	\$412.07	\$353.12	\$298.86
Spending Potential Index	181	155	131
Education: Total \$	\$7,366,014	\$60,248,508	\$159,372,349
Average Spent	\$2,305.48	\$2,066.84	\$1,715.43
Spending Potential Index	184	165	137
Entertainment/Recreation: Total \$	\$18,938,462	\$146,583,740	\$389,260,870
Average Spent	\$5,927.53	\$5,028.60	\$4,189.88
Spending Potential Index	183	155	129
Food at Home: Total \$	\$23,990,553	\$194,304,165	\$528,622,224
Average Spent	\$7,508.78	\$6,665.67	\$5,689.92
Spending Potential Index	165	146	125
Food Away from Home: Total \$	\$17,829,584	\$145,299,296	\$394,888,950
Average Spent	\$5,580.46	\$4,984.54	\$4,250.46
Spending Potential Index	168	150	128
Health Care: Total \$	\$20,786,039	\$161,159,322	\$428,788,212
Average Spent	\$6,505.80	\$5,528.62	\$4,615.34
Spending Potential Index	173	147	122
HH Furnishings & Equipment: Total \$	\$11,858,353	\$89,233,281	\$235,685,359
Average Spent	\$3,711.53	\$3,061.18	\$2,536.84
Spending Potential Index	171	141	117
Investments: Total \$	\$10,776,338	\$72,385,464	\$177,828,707
Average Spent	\$3,372.88	\$2,483.21	\$1,914.09
Spending Potential Index	234	173	133
Retail Goods: Total \$	\$139,800,594	\$1,087,383,759	\$2,903,536,847
Average Spent	\$43,756.05	\$37,303.04	\$31,252.75
Spending Potential Index	170	145	122
Shelter: Total \$	\$93,510,529	\$725,751,502	\$1,936,576,695
Average Spent	\$29,267.77	\$24,897.14	\$20,844.70
Spending Potential Index	187	159	133
TV/Video/Sound Equipment: Total \$	\$6,452,937	\$52,309,278	\$142,037,578
Average Spent	\$2,019.70	\$1,794.49	\$1,528.85
Spending Potential Index	166	148	126
Travel: Total \$	\$12,080,799	\$88,991,857	\$231,898,932
Average Spent	\$3,781.16	\$3,052.89	\$2,496.09
Spending Potential Index	205	165	135
Vehicle Maintenance & Repairs: Total \$	\$5,312,648	\$41,226,095	\$110,620,031
Average Spent	\$1,662.80	\$1,414.27	\$1,190.68
Spending Potential Index	178	151	127

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.