

10000 S Eastern Ave - Drive Time Study

Latitude: 36.007094

Longitude: -115.113199

5 10 & 15 Min Drive Tim

36.007094, -115.113199

Radius: 5 Minutes

5 10 & 15 Min Drive Tim

36.007094, -115.113199

Radius: 10 Minutes

5 10 & 15 Min Drive Tim

36.007094, -115.113199

Radius: 15 Minutes



2000 Total Population	26,580	157,629	363,770
2000 Group Quarters	123	554	2,732
2009 Total Population	51,477	257,012	549,390
2014 Total Population	64,173	310,506	650,539
2009 - 2014 Annual Rate	4.51%	3.85%	3.44%



2000 Households	10,110	60,804	145,191
2000 Average Household Size	2.62	2.58	2.49
2009 Households	19,611	100,656	219,724
2009 Average Household Size	2.62	2.55	2.49
2014 Households	24,459	121,680	259,904
2014 Average Household Size	2.62	2.55	2.49
2009 - 2014 Annual Rate	4.52%	3.87%	3.42%
2000 Families	7,145	42,215	90,793
2000 Average Family Size	3.02	3.02	3.04
2009 Families	13,494	68,557	138,038
2009 Average Family Size	3.06	3	3.03
2014 Families	16,657	82,217	162,818
2014 Average Family Size	3.07	3	3.03
2009 - 2014 Annual Rate	4.3%	3.7%	3.36%



<b>2000 Housing Units</b>	11,310	66,115	159,082
Owner Occupied Housing Units	68.2%	66.3%	50.7%
Renter Occupied Housing Units	21.2%	25.8%	40.6%
Vacant Housing Units	10.6%	7.9%	8.7%
<b>2009 Housing Units</b>	22,903	113,144	249,377
Owner Occupied Housing Units	57.0%	60.9%	49.7%
Renter Occupied Housing Units	28.6%	28.0%	38.4%
Vacant Housing Units	14.4%	11.0%	11.9%
<b>2014 Housing Units</b>	28,545	136,803	294,646
Owner Occupied Housing Units	55.5%	60.0%	49.7%
Renter Occupied Housing Units	30.2%	28.9%	38.5%
Vacant Housing Units	14.3%	11.1%	11.8%

**Median Household Income**

2000	\$65,223	\$59,121	\$46,455
2009	\$79,038	\$73,608	\$61,680
2014	\$80,400	\$76,107	\$64,407

**Median Home Value**

2000	\$170,469	\$161,980	\$144,892
2009	\$180,864	\$179,368	\$163,408
2014	\$184,683	\$183,664	\$167,577

**Per Capita Income**

2000	\$28,726	\$28,691	\$23,899
2009	\$34,774	\$35,351	\$30,303
2014	\$35,489	\$36,862	\$31,783

**Median Age**

2000	34.1	35.7	35.4
2009	34.7	38.1	37.8
2014	34.6	38.6	38.2

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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**2000 Households by Income**

Household Income Base	10,070	60,811	145,142
< \$15,000	4.8%	6.1%	11.2%
\$15,000 - \$24,999	6.8%	7.5%	11.8%
\$25,000 - \$34,999	7.6%	9.6%	12.6%
\$35,000 - \$49,999	14.6%	16.4%	18.0%
\$50,000 - \$74,999	25.5%	25.6%	21.9%
\$75,000 - \$99,999	19.2%	15.6%	11.8%
\$100,000 - \$149,999	14.9%	12.2%	8.2%
\$150,000 - \$199,999	3.9%	3.4%	2.2%
\$200,000+	2.7%	3.4%	2.2%
Average Household Income	\$75,274	\$73,491	\$59,253

**2009 Households by Income**

Household Income Base	19,611	100,656	219,720
< \$15,000	4.3%	4.9%	8.1%
\$15,000 - \$24,999	2.9%	4.5%	7.8%
\$25,000 - \$34,999	5.6%	7.3%	10.5%
\$35,000 - \$49,999	9.2%	11.2%	13.5%
\$50,000 - \$74,999	23.1%	23.3%	22.0%
\$75,000 - \$99,999	22.3%	20.0%	16.6%
\$100,000 - \$149,999	22.3%	18.3%	13.9%
\$150,000 - \$199,999	6.3%	5.4%	3.9%
\$200,000+	4.1%	5.1%	3.6%
Average Household Income	\$91,432	\$89,475	\$75,415

**2014 Households by Income**

Household Income Base	24,460	121,681	259,900
< \$15,000	4.1%	4.7%	7.8%
\$15,000 - \$24,999	2.8%	4.4%	7.7%
\$25,000 - \$34,999	4.8%	6.3%	9.2%
\$35,000 - \$49,999	9.2%	11.1%	13.5%
\$50,000 - \$74,999	22.0%	22.0%	21.0%
\$75,000 - \$99,999	24.0%	21.7%	18.3%
\$100,000 - \$149,999	22.5%	18.7%	14.5%
\$150,000 - \$199,999	6.5%	5.6%	4.2%
\$200,000+	4.1%	5.4%	3.9%
Average Household Income	\$93,368	\$93,169	\$79,213

**2000 Owner Occupied HUs by Value**

Total	7,791	43,699	80,546
<\$50,000	0.7%	1.2%	3.0%
\$50,000 - 99,999	2.5%	5.1%	14.4%
\$100,000 - 149,999	30.9%	34.2%	37.1%
\$150,000 - 199,999	34.5%	32.5%	25.1%
\$200,000 - \$299,999	25.4%	19.5%	14.6%
\$300,000 - 499,999	5.3%	5.4%	4.2%
\$500,000 - 999,999	0.8%	1.7%	1.3%
\$1,000,000+	0.0%	0.3%	0.3%
Average Home Value	\$188,885	\$188,564	\$166,602

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	2,373	17,053	64,538
With Cash Rent	97.8%	98.1%	98.4%
No Cash Rent	2.2%	1.9%	1.6%
Median Rent	\$879	\$822	\$671
Average Rent	\$913	\$844	\$694

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.

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**2000 Population by Age**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	26,578	157,628	363,770
0 - 4	7.6%	6.7%	6.7%
5 - 9	7.2%	6.9%	6.7%
10 - 14	6.4%	6.7%	6.2%
15 - 19	5.3%	5.6%	5.9%
20 - 24	5.8%	5.9%	7.1%
25 - 34	19.7%	17.0%	16.8%
35 - 44	18.1%	17.5%	16.6%
45 - 54	13.7%	14.4%	14.1%
55 - 64	8.9%	9.8%	9.8%
65 - 74	4.8%	6.2%	6.3%
75 - 84	2.1%	2.8%	3.2%
85+	0.5%	0.6%	0.7%
18+	75.6%	76.2%	77.0%

**2009 Population by Age**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	51,475	257,010	549,390
0 - 4	8.2%	6.8%	6.6%
5 - 9	7.5%	6.4%	6.2%
10 - 14	6.9%	6.2%	5.9%
15 - 19	5.9%	5.8%	5.9%
20 - 24	5.4%	5.5%	6.5%
25 - 34	16.5%	14.4%	14.8%
35 - 44	18.1%	15.8%	14.7%
45 - 54	14.2%	14.9%	14.7%
55 - 64	9.3%	11.8%	12.0%
65 - 74	4.9%	7.4%	7.3%
75 - 84	2.3%	3.9%	4.1%
85+	0.7%	1.1%	1.3%
18+	73.6%	77.1%	77.8%

**2014 Population by Age**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	64,173	310,507	650,539
0 - 4	8.3%	6.7%	6.6%
5 - 9	7.7%	6.5%	6.2%
10 - 14	7.1%	6.2%	5.9%
15 - 19	5.8%	5.4%	5.5%
20 - 24	5.6%	5.6%	6.5%
25 - 34	16.1%	14.3%	14.9%
35 - 44	17.2%	14.8%	13.7%
45 - 54	14.0%	14.2%	13.8%
55 - 64	9.4%	12.1%	12.4%
65 - 74	5.6%	8.8%	8.9%
75 - 84	2.4%	4.2%	4.2%
85+	0.7%	1.3%	1.4%
18+	73.3%	77.2%	78.0%

**2000 Population by Sex**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Males	49.5%	49.7%	51.1%
Females	50.5%	50.3%	48.9%

**2009 Population by Sex**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Males	49.4%	49.1%	50.1%
Females	50.6%	50.9%	49.9%

**2014 Population by Sex**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Males	49.3%	49.0%	49.9%
Females	50.7%	51.0%	50.1%

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**2000 Population by Race/Ethnicity**

Total	26,580	157,629	363,770
White Alone	81.9%	82.4%	77.7%
Black Alone	3.8%	3.7%	5.1%
American Indian Alone	0.5%	0.5%	0.7%
Asian or Pacific Islander Alone	7.4%	6.6%	6.3%
Some Other Race Alone	2.8%	3.0%	5.9%
Two or More Races	3.5%	3.8%	4.2%
Hispanic Origin	10.4%	10.6%	17.2%
Diversity Index	44.8	44.6	56.4

**2009 Population by Race/Ethnicity**

Total	51,477	257,011	549,390
White Alone	74.8%	78.0%	74.6%
Black Alone	5.0%	4.5%	5.5%
American Indian Alone	0.5%	0.6%	0.7%
Asian or Pacific Islander Alone	9.5%	7.3%	6.6%
Some Other Race Alone	5.7%	5.1%	7.8%
Two or More Races	4.5%	4.5%	4.8%
Hispanic Origin	19.0%	16.8%	22.5%
Diversity Index	60.5	55.7	63.4

**2014 Population by Race/Ethnicity**

Total	64,174	310,505	650,539
White Alone	72.9%	76.5%	73.4%
Black Alone	5.2%	4.7%	5.6%
American Indian Alone	0.5%	0.5%	0.7%
Asian or Pacific Islander Alone	9.6%	7.4%	6.5%
Some Other Race Alone	6.9%	6.1%	8.7%
Two or More Races	4.9%	4.9%	5.1%
Hispanic Origin	22.5%	19.8%	25.1%
Diversity Index	64.7	59.6	66.0



**2000 Population 3+ by School Enrollment**

Total	25,250	150,826	348,652
Enrolled in Nursery/Preschool	2.0%	1.7%	1.3%
Enrolled in Kindergarten	1.4%	1.3%	1.3%
Enrolled in Grade 1-8	11.4%	11.3%	10.8%
Enrolled in Grade 9-12	4.6%	4.9%	4.8%
Enrolled in College	5.3%	5.1%	5.2%
Enrolled in Grad/Prof School	1.3%	1.3%	1.1%
Not Enrolled in School	74.1%	74.3%	75.6%

**2009 Population 25+ by Educational Attainment**

Total	33,985	178,216	378,261
Less than 9th Grade	2.6%	2.7%	4.7%
9th - 12th Grade, No Diploma	5.8%	6.5%	9.1%
High School Graduate	27.0%	28.6%	31.3%
Some College, No Degree	27.5%	27.5%	25.8%
Associate Degree	8.2%	7.4%	6.7%
Bachelor's Degree	19.1%	18.1%	14.9%
Graduate/Professional Degree	9.8%	9.3%	7.4%

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.

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**2009 Population 15+ by Marital Status**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	39,826	207,231	446,542
Never Married	25.7%	26.3%	29.5%
Married	58.2%	56.6%	52.0%
Widowed	3.9%	4.3%	4.9%
Divorced	12.2%	12.8%	13.6%



**2000 Population 16+ by Employment Status**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	20,699	123,705	288,675
In Labor Force	72.7%	70.4%	69.0%
Civilian Employed	69.5%	67.2%	64.9%
Civilian Unemployed	2.9%	2.9%	3.9%
In Armed Forces	0.3%	0.3%	0.2%
Not in Labor Force	27.3%	29.6%	31.0%

**2009 Civilian Population 16+ in Labor Force**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Civilian Employed	88.2%	88.3%	87.0%
Civilian Unemployed	11.8%	11.7%	13.0%

**2014 Civilian Population 16+ in Labor Force**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Civilian Employed	90.8%	91.3%	90.6%
Civilian Unemployed	9.2%	8.7%	9.4%

**2000 Females 16+ by Employment Status and Age of Children**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	10,600	62,669	141,531
Own Children < 6 Only	10.1%	8.3%	7.7%
Employed/in Armed Forces	5.8%	5.1%	4.6%
Unemployed	0.4%	0.3%	0.4%
Not in Labor Force	3.9%	2.9%	2.7%
Own Children < 6 and 6-17 Only	6.4%	5.9%	5.8%
Employed/in Armed Forces	3.6%	3.4%	3.2%
Unemployed	0.2%	0.1%	0.2%
Not in Labor Force	2.5%	2.4%	2.3%
Own Children 6-17 Only	16.0%	17.0%	15.3%
Employed/in Armed Forces	11.5%	12.4%	11.0%
Unemployed	0.6%	0.4%	0.5%
Not in Labor Force	4.0%	4.1%	3.8%
No Own Children < 18	67.5%	68.8%	71.1%
Employed/in Armed Forces	43.8%	40.7%	39.8%
Unemployed	1.7%	1.8%	2.6%
Not in Labor Force	22.0%	26.3%	28.7%

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**2009 Employed Population 16+ by Industry**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	23,535	117,956	248,692
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	9.0%	9.2%	9.3%
Manufacturing	2.6%	2.8%	3.1%
Wholesale Trade	2.3%	2.3%	2.2%
Retail Trade	10.0%	10.2%	10.0%
Transportation/Utilities	4.2%	4.5%	4.4%
Information	1.7%	1.8%	1.8%
Finance/Insurance/Real Estate	8.6%	8.3%	7.7%
Services	57.3%	56.9%	57.8%
Public Administration	4.2%	3.8%	3.4%

**2009 Employed Population 16+ by Occupation**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	23,535	117,958	248,692
White Collar	60.9%	60.9%	55.5%
Management/Business/Financial	15.5%	15.2%	12.9%
Professional	18.2%	18.0%	15.9%
Sales	14.6%	14.7%	13.7%
Administrative Support	12.6%	13.0%	13.0%
Services	24.6%	23.9%	27.2%
Blue Collar	14.5%	15.2%	17.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	6.0%	6.0%	6.9%
Installation/Maintenance/Repair	2.9%	2.8%	3.0%
Production	1.6%	1.9%	2.4%
Transportation/Material Moving	3.9%	4.5%	5.0%



**2000 Workers 16+ by Means of Transportation to Work**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	14,291	82,153	184,240
Drove Alone - Car, Truck, or Van	84.4%	83.3%	76.5%
Carpooled - Car, Truck, or Van	9.7%	10.8%	12.4%
Public Transportation	0.9%	1.0%	4.2%
Walked	0.8%	0.9%	2.9%
Other Means	0.9%	1.2%	1.7%
Worked at Home	3.4%	2.7%	2.4%

**2000 Workers 16+ by Travel Time to Work**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	14,289	82,153	184,240
Did Not Work at Home	96.6%	97.3%	97.6%
Less than 5 minutes	1.5%	1.6%	1.8%
5 to 9 minutes	5.0%	7.4%	8.2%
10 to 19 minutes	34.5%	34.5%	34.7%
20 to 24 minutes	24.0%	23.9%	21.2%
25 to 34 minutes	22.8%	21.2%	21.5%
35 to 44 minutes	3.4%	3.4%	3.4%
45 to 59 minutes	2.0%	2.4%	2.9%
60 to 89 minutes	1.3%	1.2%	2.0%
90 or more minutes	2.0%	1.7%	1.8%
Worked at Home	3.4%	2.7%	2.4%
Average Travel Time to Work (in min)	22.8	21.9	22.3

**2000 Households by Vehicles Available**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	10,162	60,766	145,134
None	2.0%	2.7%	9.5%
1	30.1%	34.4%	40.3%
2	51.6%	47.7%	37.4%
3	12.5%	11.8%	9.7%
4	3.3%	2.7%	2.3%
5+	0.6%	0.7%	0.8%
Average Number of Vehicles Available	1.9	1.8	1.6

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**2000 Households by Type**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	10,111	60,803	145,191
Family Households	70.7%	69.4%	62.5%
Married-couple Family	57.3%	56.1%	47.1%
With Related Children	27.0%	25.6%	21.1%
Other Family (No Spouse)	13.4%	13.3%	15.5%
With Related Children	8.7%	8.4%	9.7%
Nonfamily Households	29.3%	30.6%	37.5%
Householder Living Alone	19.0%	20.8%	26.8%
Householder Not Living Alone	10.4%	9.8%	10.7%
Households with Related Children	35.7%	34.0%	30.8%
Households with Persons 65+	13.6%	17.8%	18.9%

**2000 Households by Size**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	10,110	60,804	145,191
1 Person Household	19.0%	20.8%	26.8%
2 Person Household	38.1%	38.0%	35.5%
3 Person Household	19.1%	18.0%	16.2%
4 Person Household	14.7%	13.9%	12.0%
5 Person Household	6.0%	6.1%	5.7%
6 Person Household	2.2%	2.1%	2.3%
7+ Person Household	0.9%	1.0%	1.5%

**2000 Households by Year Householder Moved In**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	10,163	60,768	145,134
Moved in 1999 to March 2000	43.6%	37.0%	35.8%
Moved in 1995 to 1998	43.2%	41.3%	37.7%
Moved in 1990 to 1994	9.5%	15.2%	15.0%
Moved in 1980 to 1989	3.1%	5.3%	7.7%
Moved in 1970 to 1979	0.5%	0.9%	2.9%
Moved in 1969 or Earlier	0.1%	0.3%	0.9%
Median Year Householder Moved In	1998	1998	1997



**2000 Housing Units by Units in Structure**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	11,382	66,010	158,899
1, Detached	70.1%	68.4%	49.2%
1, Attached	7.2%	5.6%	5.7%
2	0.5%	0.4%	0.8%
3 or 4	4.3%	5.2%	7.9%
5 to 9	6.5%	9.4%	10.7%
10 to 19	7.1%	5.2%	8.2%
20+	4.1%	4.6%	15.4%
Mobile Home	0.2%	1.1%	2.0%
Other	0.0%	0.1%	0.2%

**2000 Housing Units by Year Structure Built**

	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim	5 10 & 15 Min Drive Tim
Total	11,385	66,095	158,899
1999 to March 2000	27.9%	17.3%	9.2%
1995 to 1998	47.2%	38.5%	23.8%
1990 to 1994	15.1%	23.2%	18.4%
1980 to 1989	8.1%	15.4%	21.0%
1970 to 1979	1.1%	3.4%	18.0%
1969 or Earlier	0.5%	2.2%	9.6%
Median Year Structure Built	1997	1996	1990

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

10000 S Eastern Ave - Drive Time Stdy  
 Latitude: 36.007094  
 Longitude: -115.113199


5 10 & 15 Min Drive Tim  
 36.007094, -115.113199  
 Radius: 5 Minutes

5 10 & 15 Min Drive Tim  
 36.007094, -115.113199  
 Radius: 10 Minutes

5 10 & 15 Min Drive Tim  
 36.007094, -115.113199  
 Radius: 15 Minutes

**Top 3 Tapestry Segments**

1.	Up and Coming Families	Enterprising Professio	Enterprising Professio
2.	In Style	Up and Coming Families	Up and Coming Families
3.	Enterprising Professio	In Style	In Style

 **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 \$	\$44,803,786	\$224,165,122	\$419,662,122
Average Spent	\$2,284.63	\$2,227.04	\$1,909.95
Spending Potential Index	91	89	76
Computers & Accessories: Total \$	\$5,965,782	\$29,553,811	\$54,829,338
Average Spent	\$304.21	\$293.61	\$249.54
Spending Potential Index	133	129	109
Education: Total \$	\$32,229,945	\$161,654,595	\$297,688,614
Average Spent	\$1,643.46	\$1,606.01	\$1,354.83
Spending Potential Index	131	128	108
Entertainment/Recreation: Total \$	\$82,247,787	\$412,933,263	\$752,631,799
Average Spent	\$4,193.96	\$4,102.42	\$3,425.35
Spending Potential Index	129	127	106
Food at Home: Total \$	\$109,429,773	\$556,488,110	\$1,054,389,958
Average Spent	\$5,580.02	\$5,528.61	\$4,798.70
Spending Potential Index	122	121	105
Food Away from Home: Total \$	\$84,012,099	\$420,767,055	\$788,693,400
Average Spent	\$4,283.93	\$4,180.25	\$3,589.47
Spending Potential Index	129	126	108
Health Care: Total \$	\$86,401,213	\$454,692,016	\$838,496,746
Average Spent	\$4,405.75	\$4,517.29	\$3,816.14
Spending Potential Index	117	120	101
HH Furnishings & Equipment: Total \$	\$51,151,930	\$253,847,554	\$458,695,836
Average Spent	\$2,608.33	\$2,521.93	\$2,087.60
Spending Potential Index	120	116	96
Investments: Total \$	\$34,855,786	\$185,604,656	\$318,400,772
Average Spent	\$1,777.36	\$1,843.95	\$1,449.09
Spending Potential Index	124	128	101
Retail Goods: Total \$	\$617,728,903	\$3,109,218,454	\$5,718,796,806
Average Spent	\$31,499.10	\$30,889.55	\$26,027.18
Spending Potential Index	123	120	101
Shelter: Total \$	\$407,528,872	\$2,040,033,066	\$3,773,910,949
Average Spent	\$20,780.63	\$20,267.38	\$17,175.69
Spending Potential Index	133	130	110
TV/Video/Sound Equipment: Total \$	\$30,132,627	\$151,633,535	\$284,950,317
Average Spent	\$1,536.52	\$1,506.45	\$1,296.86
Spending Potential Index	126	124	107
Travel: Total \$	\$47,676,652	\$241,920,874	\$432,484,973
Average Spent	\$2,431.12	\$2,403.44	\$1,968.31
Spending Potential Index	132	130	107
Vehicle Maintenance & Repairs: Total \$	\$23,120,098	\$117,578,071	\$218,387,515
Average Spent	\$1,178.94	\$1,168.12	\$993.92
Spending Potential Index	126	125	106

**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.