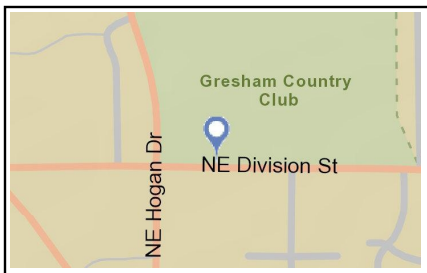


1835 NE Division St
Gresham, OR 97030-5801

Site Type: Rings

Latitude: 45.50518
Longitude: -122.41276
Rings 1, 3, 5 Miles

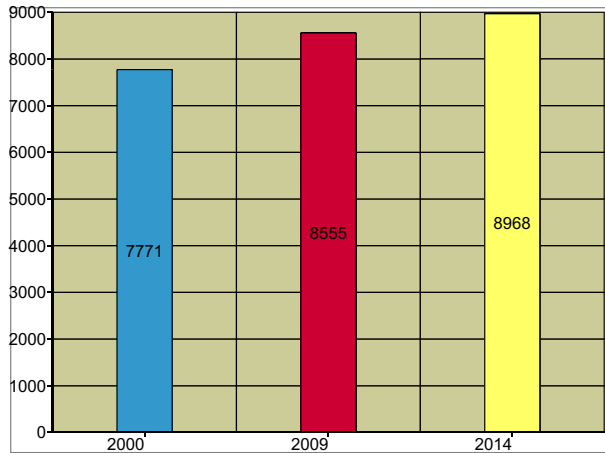


1835 NE Division St
Gresham, OR 97030-5801

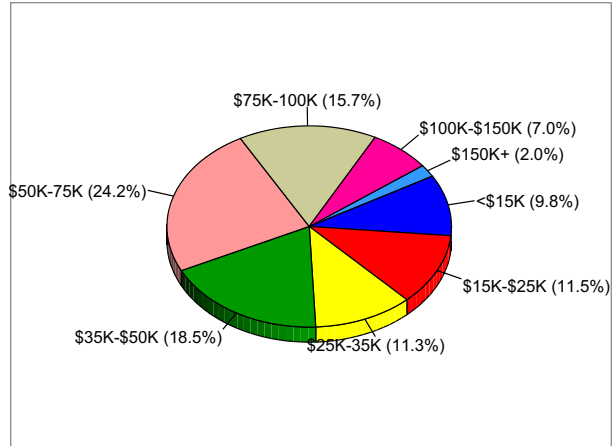
Site Type: Rings

Latitude: 45.50518
Longitude: -122.41276
Radius: 1 Miles

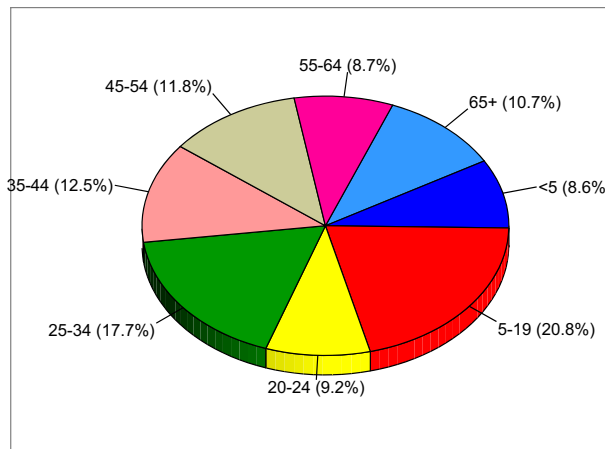
Households



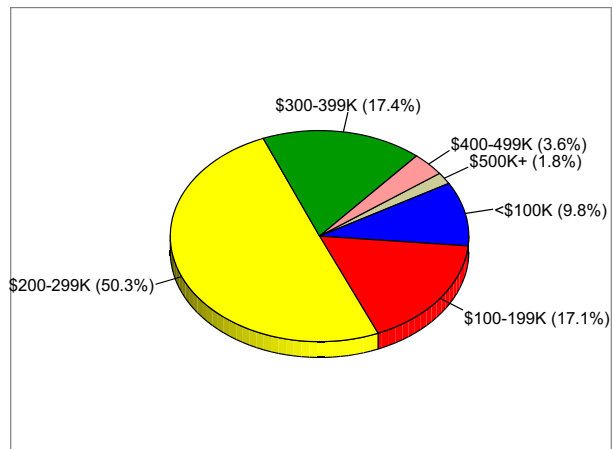
2009 Households by Income



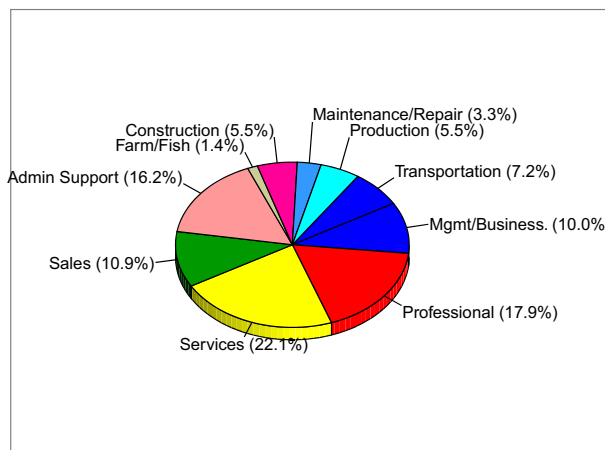
2009 Population by Age



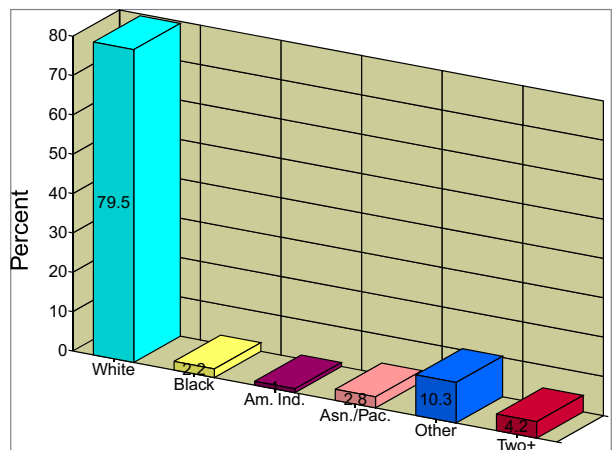
2009 Owner Occupied HUs by Value



2009 Employed 16+ by Occupation



2009 Population by Race



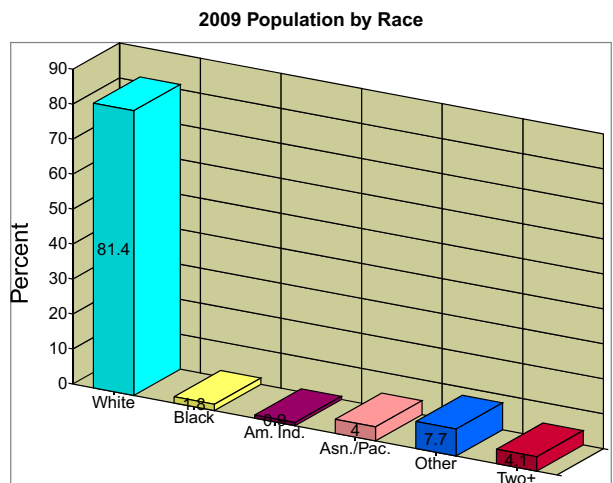
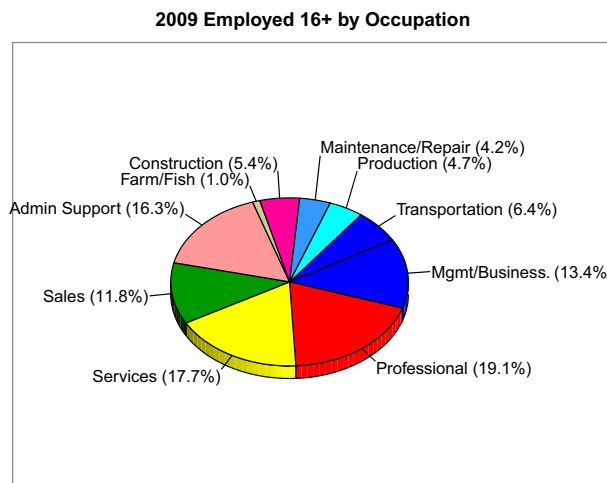
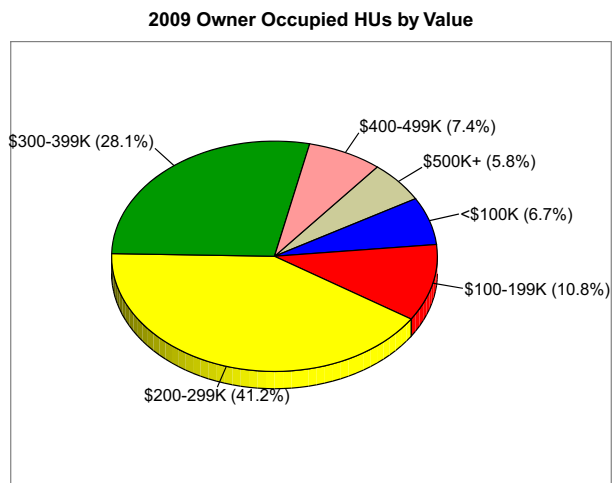
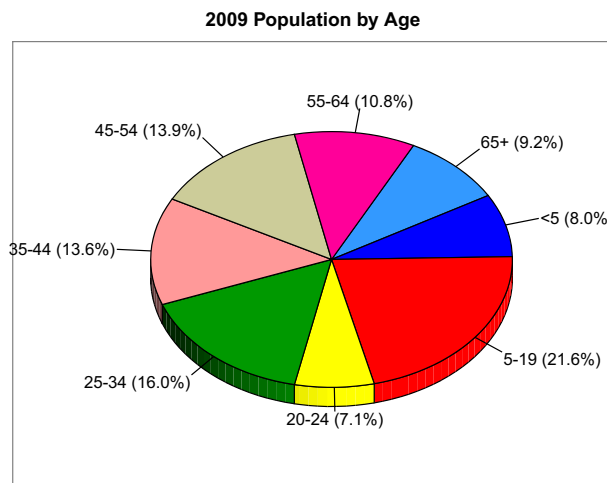
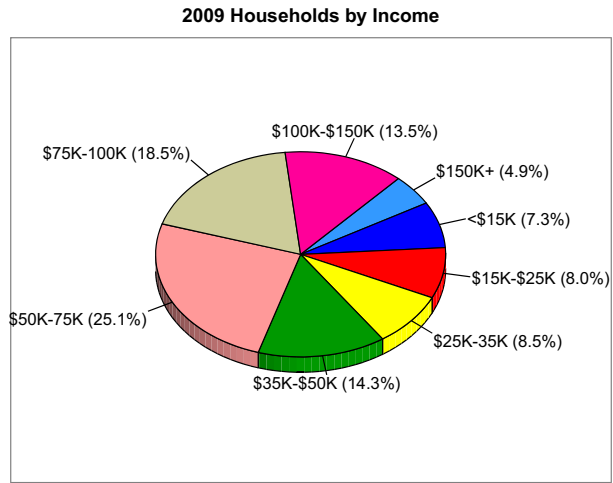
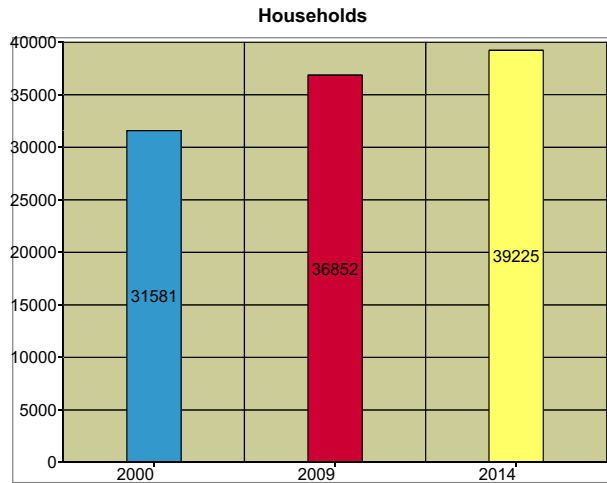
2009 Percent Hispanic Origin: 18.3%

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

1835 NE Division St
Gresham, OR 97030-5801

Site Type: Rings

Latitude: 45.50518
Longitude: -122.41276
Radius: 3 Miles



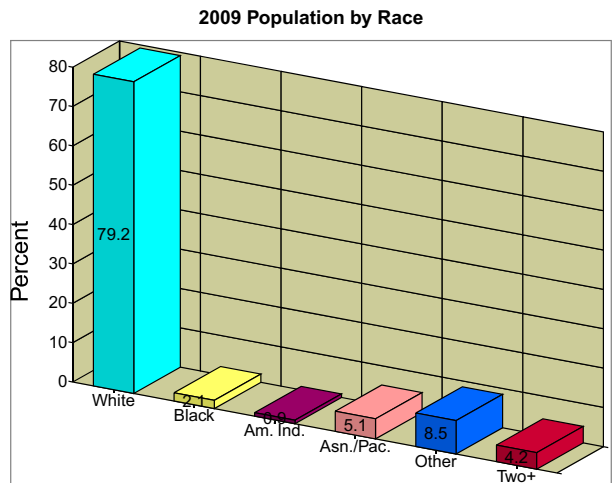
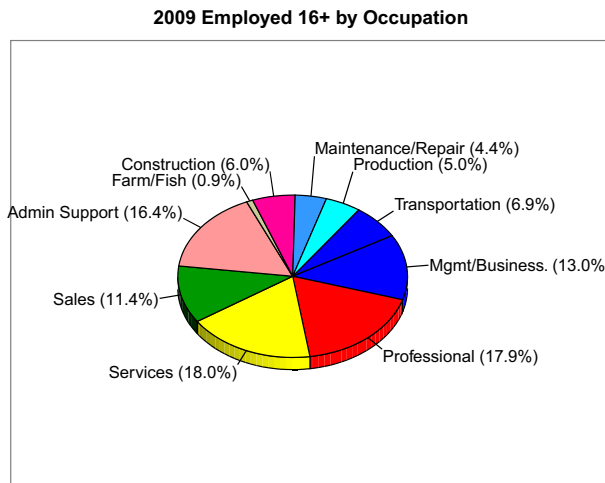
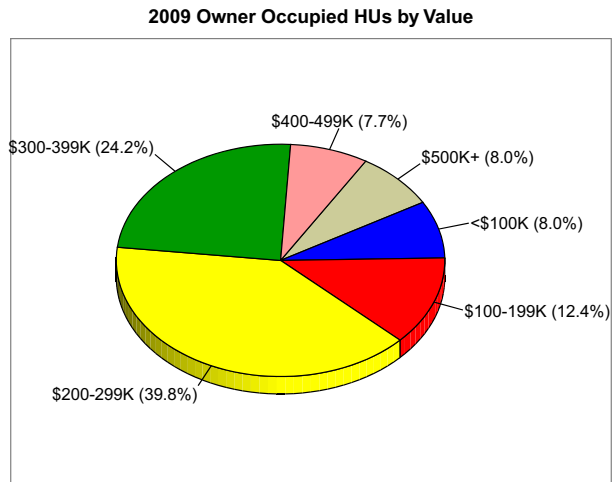
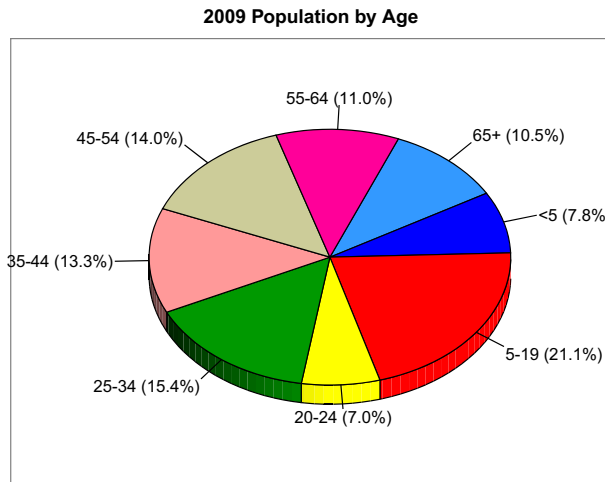
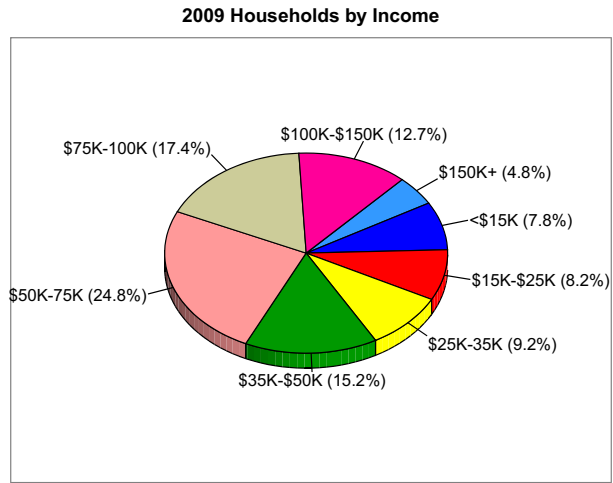
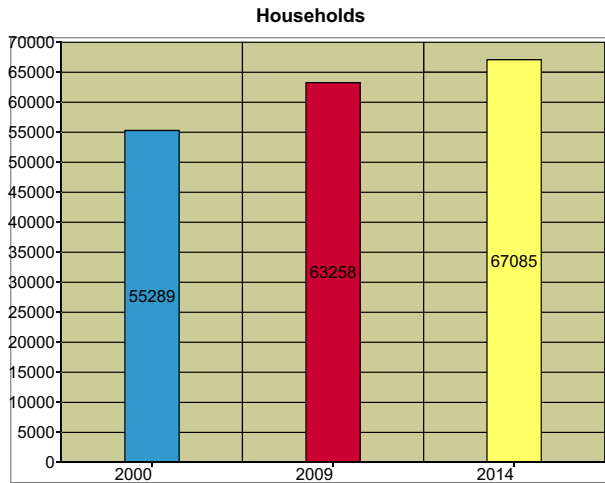
2009 Percent Hispanic Origin: 14.0%

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

1835 NE Division St
Gresham, OR 97030-5801

Site Type: Rings

Latitude: 45.50518
Longitude: -122.41276
Radius: 5 Miles






2009 Percent Hispanic Origin: 14.5%

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

**1835 NE Division St
Gresham, OR 97030-5801**

**Latitude: 45.50518
Longitude: -122.41276
Site Type: Rings**


	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
 2000 Total Population	19,763	86,959	151,429
2000 Group Quarters	356	1,177	1,666
2009 Total Population	21,800	101,180	173,548
2014 Total Population	22,902	107,656	184,209
2009 - 2014 Annual Rate	0.99%	1.25%	1.2%
 2000 Households	7,771	31,581	55,289
2000 Average Household Size	2.5	2.72	2.71
2009 Households	8,555	36,852	63,258
2009 Average Household Size	2.51	2.71	2.72
2014 Households	8,968	39,225	67,085
2014 Average Household Size	2.51	2.71	2.72
2009 - 2014 Annual Rate	0.95%	1.26%	1.18%
2000 Families	4,683	22,161	38,556
2000 Average Family Size	3.1	3.18	3.17
2009 Families	5,088	25,675	43,827
2009 Average Family Size	3.12	3.18	3.18
2014 Families	5,269	27,108	46,121
2014 Average Family Size	3.14	3.19	3.19
2009 - 2014 Annual Rate	0.7%	1.09%	1.03%
 2000 Housing Units	8,221	33,280	58,478
Owner Occupied Housing Units	37.7%	56.6%	57.0%
Renter Occupied Housing Units	56.5%	38.3%	37.4%
Vacant Housing Units	5.8%	5.1%	5.5%
2009 Housing Units	9,149	39,244	67,591
Owner Occupied Housing Units	37.6%	55.6%	56.2%
Renter Occupied Housing Units	55.9%	38.3%	37.4%
Vacant Housing Units	6.5%	6.1%	6.4%
2014 Housing Units	9,592	41,767	71,678
Owner Occupied Housing Units	36.7%	55.3%	56.0%
Renter Occupied Housing Units	56.8%	38.6%	37.6%
Vacant Housing Units	6.5%	6.1%	6.4%
Median Household Income			
2000	\$37,352	\$46,971	\$44,435
2009	\$49,002	\$61,952	\$60,087
2014	\$53,025	\$63,439	\$61,722
Median Home Value			
2000	\$141,770	\$159,339	\$156,226
2009	\$238,285	\$278,102	\$271,319
2014	\$298,425	\$348,675	\$343,507
Per Capita Income			
2000	\$17,887	\$20,302	\$19,778
2009	\$22,428	\$25,721	\$25,209
2014	\$23,305	\$26,618	\$26,127
Median Age			
2000	30.6	32.2	33.3
2009	31.0	33.3	34.2
2014	31.4	33.8	34.6

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.

1835 NE Division St
Gresham, OR 97030-5801

Latitude: 45.50518
Longitude: -122.41276
Site Type: Rings


	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2000 Households by Income			
 Household Income Base	7,732	31,655	55,410
< \$15,000	15.6%	11.1%	12.0%
\$15,000 - \$24,999	14.9%	11.5%	12.2%
\$25,000 - \$34,999	15.6%	12.4%	13.4%
\$35,000 - \$49,999	20.1%	18.4%	18.7%
\$50,000 - \$74,999	21.5%	23.4%	22.2%
\$75,000 - \$99,999	7.5%	13.4%	12.4%
\$100,000 - \$149,999	3.9%	7.5%	6.9%
\$150,000 - \$199,999	0.2%	1.3%	1.2%
\$200,000+	0.5%	0.9%	1.1%
Average Household Income	\$44,925	\$55,107	\$53,418
2009 Households by Income			
Household Income Base	8,555	36,851	63,259
< \$15,000	9.8%	7.3%	7.8%
\$15,000 - \$24,999	11.5%	8.0%	8.2%
\$25,000 - \$34,999	11.3%	8.5%	9.2%
\$35,000 - \$49,999	18.5%	14.3%	15.2%
\$50,000 - \$74,999	24.2%	25.1%	24.8%
\$75,000 - \$99,999	15.7%	18.5%	17.4%
\$100,000 - \$149,999	7.0%	13.5%	12.7%
\$150,000 - \$199,999	1.5%	3.1%	3.0%
\$200,000+	0.5%	1.8%	1.8%
Average Household Income	\$56,345	\$69,990	\$68,461
2014 Households by Income			
Household Income Base	8,966	39,225	67,086
< \$15,000	9.4%	6.9%	7.4%
\$15,000 - \$24,999	10.6%	7.3%	7.5%
\$25,000 - \$34,999	10.3%	7.6%	8.2%
\$35,000 - \$49,999	15.2%	11.6%	12.3%
\$50,000 - \$74,999	29.3%	29.0%	29.0%
\$75,000 - \$99,999	15.5%	18.2%	17.1%
\$100,000 - \$149,999	7.6%	14.3%	13.5%
\$150,000 - \$199,999	1.6%	3.3%	3.2%
\$200,000+	0.6%	1.8%	1.9%
Average Household Income	\$58,662	\$72,383	\$71,005
2000 Owner Occupied HUs by Value			
Total	3,145	18,864	33,460
<\$50,000	8.3%	5.6%	6.7%
\$50,000 - 99,999	9.9%	6.1%	7.0%
\$100,000 - 149,999	41.5%	29.3%	31.0%
\$150,000 - 199,999	31.3%	39.5%	33.7%
\$200,000 - \$299,999	7.9%	15.9%	16.1%
\$300,000 - 499,999	0.9%	2.9%	4.2%
\$500,000 - 999,999	0.2%	0.7%	0.9%
\$1,000,000+	0.1%	0.1%	0.2%
Average Home Value	\$141,645	\$167,015	\$168,883
2000 Specified Renter Occupied HUs by Contract Rent			
Total	4,636	12,689	21,778
With Cash Rent	98.4%	98.5%	98.2%
No Cash Rent	1.6%	1.5%	1.8%
Median Rent	\$619	\$620	\$603
Average Rent	\$626	\$629	\$614

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.

1835 NE Division St
Gresham, OR 97030-5801



Latitude: 45.50518
Longitude: -122.41276
Site Type: Rings

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2000 Population by Age			
 Total	19,762	86,960	151,427
Age 0 - 4	8.4%	8.0%	7.8%
Age 5 - 9	7.6%	8.1%	7.7%
Age 10 - 14	6.6%	7.6%	7.4%
Age 15 - 19	7.5%	7.7%	7.5%
Age 20 - 24	9.9%	7.7%	7.4%
Age 25 - 34	16.8%	15.1%	14.7%
Age 35 - 44	14.1%	16.1%	15.9%
Age 45 - 54	11.1%	14.0%	13.9%
Age 55 - 64	6.9%	7.2%	7.7%
Age 65 - 74	4.4%	4.2%	5.1%
Age 75 - 84	4.4%	3.2%	3.6%
Age 85+	2.3%	1.2%	1.3%
Age 18+	73.7%	71.8%	72.5%
2009 Population by Age			
Total	21,802	101,178	173,549
Age 0 - 4	8.6%	8.0%	7.8%
Age 5 - 9	7.3%	7.4%	7.3%
Age 10 - 14	6.4%	7.0%	6.9%
Age 15 - 19	7.1%	7.1%	6.9%
Age 20 - 24	9.2%	7.1%	7.0%
Age 25 - 34	17.7%	16.0%	15.4%
Age 35 - 44	12.5%	13.6%	13.3%
Age 45 - 54	11.8%	13.9%	14.0%
Age 55 - 64	8.7%	10.8%	11.0%
Age 65 - 74	4.6%	4.9%	5.4%
Age 75 - 84	3.6%	2.9%	3.5%
Age 85+	2.5%	1.4%	1.6%
Age 18+	74.1%	73.4%	74.0%
2014 Population by Age			
Total	22,902	107,655	184,208
Age 0 - 4	8.7%	8.0%	7.8%
Age 5 - 9	7.5%	7.5%	7.3%
Age 10 - 14	6.4%	7.0%	6.9%
Age 15 - 19	6.6%	6.5%	6.5%
Age 20 - 24	9.2%	7.1%	7.0%
Age 25 - 34	17.7%	15.8%	15.3%
Age 35 - 44	12.6%	13.9%	13.5%
Age 45 - 54	10.6%	12.4%	12.5%
Age 55 - 64	9.2%	11.1%	11.5%
Age 65 - 74	5.7%	6.5%	6.9%
Age 75 - 84	3.4%	2.8%	3.3%
Age 85+	2.4%	1.4%	1.6%
Age 18+	74.1%	73.7%	74.2%
2000 Population by Sex			
Males	48.6%	49.6%	49.6%
Females	51.4%	50.4%	50.4%
2009 Population by Sex			
Males	49.0%	49.7%	49.6%
Females	51.0%	50.3%	50.4%
2014 Population by Sex			
Males	49.1%	49.7%	49.6%
Females	50.9%	50.3%	50.4%

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

1835 NE Division St
Gresham, OR 97030-5801

Latitude: 45.50518
Longitude: -122.41276
Site Type: Rings



	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2000 Population by Race/Ethnicity			
 Total	19,764	86,959	151,428
White Alone	83.8%	84.9%	83.1%
Black Alone	1.9%	1.7%	1.9%
American Indian Alone	1.0%	0.9%	0.9%
Asian or Pacific Islander Alone	2.2%	3.2%	4.1%
Some Other Race Alone	7.2%	5.6%	6.2%
Two or More Races	3.8%	3.7%	3.8%
Hispanic Origin	12.9%	10.1%	10.5%
Diversity Index	45.4	40.9	43.9
2009 Population by Race/Ethnicity			
Total	21,800	101,181	173,548
White Alone	79.5%	81.4%	79.2%
Black Alone	2.2%	1.8%	2.1%
American Indian Alone	1.0%	0.9%	0.9%
Asian or Pacific Islander Alone	2.8%	4.0%	5.1%
Some Other Race Alone	10.3%	7.7%	8.5%
Two or More Races	4.2%	4.1%	4.2%
Hispanic Origin	18.3%	14.0%	14.5%
Diversity Index	55.6	49.5	52.6
2014 Population by Race/Ethnicity			
Total	22,902	107,657	184,209
White Alone	77.0%	79.2%	76.8%
Black Alone	2.3%	1.9%	2.2%
American Indian Alone	1.0%	0.9%	0.9%
Asian or Pacific Islander Alone	3.1%	4.6%	5.8%
Some Other Race Alone	12.2%	9.1%	9.9%
Two or More Races	4.5%	4.3%	4.4%
Hispanic Origin	21.7%	16.4%	16.9%
Diversity Index	60.8	54.3	57.3
2000 Population 3+ by School Enrollment			
 Total	18,754	82,768	144,464
Enrolled in Nursery/Preschool	1.3%	1.4%	1.4%
Enrolled in Kindergarten	1.7%	1.8%	1.7%
Enrolled in Grade 1-8	12.0%	13.1%	12.7%
Enrolled in Grade 9-12	4.8%	6.1%	6.1%
Enrolled in College	6.0%	4.9%	4.4%
Enrolled in Grad/Prof School	0.7%	0.6%	0.6%
Not Enrolled in School	73.5%	72.1%	73.1%
2009 Population 25+ by Educational Attainment			
Total	13,374	64,147	111,305
Less than 9th Grade	6.0%	4.4%	5.1%
9th - 12th Grade, No Diploma	9.6%	7.4%	8.3%
High School Graduate	29.9%	27.8%	28.9%
Some College, No Degree	27.2%	29.2%	28.1%
Associate Degree	8.5%	9.2%	8.9%
Bachelor's Degree	12.9%	15.3%	14.2%
Graduate/Professional Degree	5.9%	6.7%	6.4%

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.

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

1835 NE Division St
Gresham, OR 97030-5801



Latitude: 45.50518
Longitude: -122.41276
Site Type: Rings

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2009 Population 15+ by Marital Status			
 Total	16,939	78,505	135,397
Never Married	31.8%	28.5%	28.5%
Married	46.7%	54.6%	53.8%
Widowed	6.8%	5.0%	5.3%
Divorced	14.7%	12.0%	12.4%
2000 Population 16+ by Employment Status			
 Total	15,036	65,168	114,540
In Labor Force	69.2%	70.8%	69.1%
Civilian Employed	64.4%	66.7%	64.9%
Civilian Unemployed	4.7%	4.1%	4.1%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	30.8%	29.2%	30.9%
2009 Civilian Population 16+ in Labor Force			
Civilian Employed	85.6%	86.7%	86.5%
Civilian Unemployed	14.4%	13.3%	13.5%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	90.7%	91.5%	91.3%
Civilian Unemployed	9.3%	8.5%	8.7%
2000 Females 16+ by Employment Status and Age of Children			
Total	7,887	33,357	58,641
Own Children < 6 Only	9.4%	8.7%	8.5%
Employed/in Armed Forces	5.1%	5.4%	5.3%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	3.9%	2.9%	2.8%
Own Children < 6 and 6-17 Only	6.5%	6.7%	6.9%
Employed/in Armed Forces	3.3%	3.8%	4.1%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	2.9%	2.7%	2.6%
Own Children 6-17 Only	14.6%	18.9%	18.0%
Employed/in Armed Forces	11.1%	14.0%	13.2%
Unemployed	0.6%	0.5%	0.5%
Not in Labor Force	3.0%	4.4%	4.2%
No Own Children < 18	69.5%	65.7%	66.7%
Employed/in Armed Forces	37.0%	36.1%	35.2%
Unemployed	2.3%	2.1%	2.1%
Not in Labor Force	30.2%	27.5%	29.4%

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

1835 NE Division St
Gresham, OR 97030-5801



Latitude: 45.50518
Longitude: -122.41276
Site Type: Rings

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2009 Employed Population 16+ by Industry			
 Total	9,435	45,264	75,991
Agriculture/Mining	1.7%	1.2%	1.3%
Construction	5.9%	6.3%	6.9%
Manufacturing	8.4%	9.0%	9.3%
Wholesale Trade	3.0%	4.2%	4.4%
Retail Trade	13.3%	12.3%	12.5%
Transportation/Utilities	6.0%	6.4%	6.5%
Information	2.2%	2.2%	2.1%
Finance/Insurance/Real Estate	7.9%	8.3%	8.1%
Services	47.6%	45.6%	45.1%
Public Administration	4.1%	4.5%	3.9%
2009 Employed Population 16+ by Occupation			
Total	9,435	45,262	75,992
White Collar	55.0%	60.5%	58.7%
Management/Business/Financial	10.0%	13.4%	13.0%
Professional	17.9%	19.1%	17.9%
Sales	10.9%	11.8%	11.4%
Administrative Support	16.2%	16.3%	16.4%
Services	22.1%	17.7%	18.0%
Blue Collar	22.9%	21.8%	23.3%
Farming/Forestry/Fishing	1.4%	1.0%	0.9%
Construction/Extraction	5.5%	5.4%	6.0%
Installation/Maintenance/Repair	3.3%	4.2%	4.4%
Production	5.5%	4.7%	5.0%
Transportation/Material Moving	7.2%	6.4%	6.9%
2000 Workers 16+ by Means of Transportation to Work			
 Total	9,478	42,614	72,905
Drove Alone - Car, Truck, or Van	70.0%	74.7%	73.3%
Carpooled - Car, Truck, or Van	14.3%	12.6%	12.8%
Public Transportation	7.5%	5.9%	6.8%
Walked	3.2%	1.7%	1.7%
Other Means	1.7%	1.5%	1.6%
Worked at Home	3.3%	3.5%	3.7%
2000 Workers 16+ by Travel Time to Work			
Total	9,478	42,613	72,904
Did Not Work at Home	96.7%	96.5%	96.3%
Less than 5 minutes	3.4%	2.3%	2.1%
5 to 9 minutes	13.2%	10.5%	9.0%
10 to 19 minutes	24.3%	25.6%	25.2%
20 to 24 minutes	12.7%	12.4%	14.1%
25 to 34 minutes	20.3%	22.6%	23.2%
35 to 44 minutes	7.0%	8.0%	7.6%
45 to 59 minutes	8.2%	8.2%	8.2%
60 to 89 minutes	5.7%	4.8%	4.8%
90 or more minutes	1.8%	2.0%	2.2%
Worked at Home	3.3%	3.5%	3.7%
Average Travel Time to Work (in min)	25.6	26.2	26.7
2000 Households by Vehicles Available			
Total	7,799	31,583	55,294
None	8.7%	5.9%	7.2%
1	41.9%	32.4%	33.3%
2	37.1%	43.0%	41.2%
3	10.0%	14.1%	13.2%
4	1.5%	3.3%	3.6%
5+	0.7%	1.3%	1.4%
Average Number of Vehicles Available	1.6	1.8	1.8

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

1835 NE Division St
Gresham, OR 97030-5801

Latitude: 45.50518
Longitude: -122.41276
Site Type: Rings

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles	
2000 Households by Type				
	Total	7,771	31,580	55,288
	Family Households	60.3%	70.2%	69.7%
	Married-couple Family	41.1%	53.6%	53.0%
	With Related Children	21.0%	28.2%	26.6%
	Other Family (No Spouse)	19.2%	16.6%	16.8%
	With Related Children	13.7%	11.8%	11.7%
	Nonfamily Households	39.7%	29.8%	30.3%
	Householder Living Alone	30.2%	22.3%	22.8%
	Householder Not Living Alone	9.5%	7.5%	7.4%
	Households with Related Children	34.8%	40.0%	38.4%
	Households with Persons 65+	19.3%	16.3%	18.9%
2000 Households by Size				
	Total	7,771	31,581	55,289
	1 Person Household	30.2%	22.3%	22.8%
	2 Person Household	31.0%	32.3%	32.9%
	3 Person Household	16.1%	17.9%	17.4%
	4 Person Household	12.6%	15.7%	14.9%
	5 Person Household	5.8%	7.0%	6.9%
	6 Person Household	2.5%	2.7%	2.7%
	7+ Person Household	1.7%	2.1%	2.3%
2000 Households by Year Householder Moved In				
	Total	7,799	31,582	55,293
	Moved in 1999 to March 2000	34.1%	27.0%	25.7%
	Moved in 1995 to 1998	35.9%	34.7%	33.5%
	Moved in 1990 to 1994	13.2%	16.1%	16.4%
	Moved in 1980 to 1989	9.1%	11.9%	11.8%
	Moved in 1970 to 1979	5.8%	7.8%	8.4%
	Moved in 1969 or Earlier	1.8%	2.4%	4.2%
	Median Year Householder Moved In	1997	1996	1996
2000 Housing Units by Units in Structure				
	Total	8,283	33,265	58,549
	1, Detached	34.0%	55.8%	56.2%
	1, Attached	7.5%	5.2%	4.3%
	2	5.6%	3.9%	3.3%
	3 or 4	9.1%	4.9%	6.0%
	5 to 9	9.8%	6.1%	6.0%
	10 to 19	9.8%	6.8%	5.8%
	20+	20.3%	12.5%	12.3%
	Mobile Home	3.7%	4.7%	5.5%
	Other	0.4%	0.2%	0.7%
2000 Housing Units by Year Structure Built				
	Total	8,250	33,261	58,497
	1999 to March 2000	3.4%	3.2%	3.3%
	1995 to 1998	9.3%	14.4%	12.8%
	1990 to 1994	11.6%	13.0%	11.4%
	1980 to 1989	14.2%	15.5%	14.4%
	1970 to 1979	40.6%	33.0%	28.6%
	1969 or Earlier	20.9%	20.9%	29.5%
	Median Year Structure Built	1977	1979	1977

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

1835 NE Division St
Gresham, OR 97030-5801

Latitude: 45.50518
Longitude: -122.41276
Site Type: Rings

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Top 3 Tapestry Segments			
1.	Aspiring Young Familie	Sophisticated Squires	Main Street, USA
2.	Inner City Tenants	Aspiring Young Familie	Aspiring Young Familie
3.	Old and Newcomers	Main Street, USA	Sophisticated Squires



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 \$	\$12,460,225	\$65,211,080	\$109,446,005
Average Spent	\$1,456.48	\$1,769.54	\$1,730.15
Spending Potential Index	58	71	69
Computers & Accessories: Total \$	\$1,630,796	\$8,569,653	\$14,338,124
Average Spent	\$190.62	\$232.54	\$226.66
Spending Potential Index	84	102	99
Education: Total \$	\$8,712,716	\$47,131,524	\$79,270,565
Average Spent	\$1,018.44	\$1,278.94	\$1,253.13
Spending Potential Index	81	102	100
Entertainment/Recreation: Total \$	\$21,773,008	\$117,812,163	\$197,997,234
Average Spent	\$2,545.06	\$3,196.90	\$3,130.00
Spending Potential Index	79	99	97
Food at Home: Total \$	\$31,845,431	\$165,086,189	\$278,245,070
Average Spent	\$3,722.43	\$4,479.71	\$4,398.58
Spending Potential Index	82	98	96
Food Away from Home: Total \$	\$23,531,191	\$122,738,660	\$205,947,238
Average Spent	\$2,750.58	\$3,330.58	\$3,255.67
Spending Potential Index	83	100	98
Health Care: Total \$	\$24,364,101	\$129,399,951	\$219,538,292
Average Spent	\$2,847.94	\$3,511.34	\$3,470.52
Spending Potential Index	76	93	92
HH Furnishings & Equipment: Total \$	\$13,068,308	\$71,360,807	\$119,350,145
Average Spent	\$1,527.56	\$1,936.42	\$1,886.72
Spending Potential Index	70	89	87
Investments: Total \$	\$8,129,930	\$47,950,977	\$81,573,579
Average Spent	\$950.31	\$1,301.18	\$1,289.54
Spending Potential Index	66	90	90
Retail Goods: Total \$	\$166,917,035	\$891,654,623	\$1,496,898,987
Average Spent	\$19,511.05	\$24,195.56	\$23,663.39
Spending Potential Index	76	94	92
Shelter: Total \$	\$110,067,966	\$586,976,370	\$986,124,705
Average Spent	\$12,865.92	\$15,927.94	\$15,588.93
Spending Potential Index	82	102	100
TV/Video/Sound Equipment: Total \$	\$8,530,989	\$44,125,917	\$74,109,663
Average Spent	\$997.19	\$1,197.38	\$1,171.55
Spending Potential Index	82	99	96
Travel: Total \$	\$12,110,491	\$67,779,146	\$114,221,142
Average Spent	\$1,415.60	\$1,839.23	\$1,805.64
Spending Potential Index	77	100	98
Vehicle Maintenance & Repairs: Total \$	\$6,452,435	\$34,011,866	\$57,196,670
Average Spent	\$754.23	\$922.93	\$904.18
Spending Potential Index	81	99	97

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.