




*Take your Business to the Next Level*

 Former Evan's Departmen...  
 1816 Washington St  
 Two Rivers, WI 54241-2642

 Latitude: 44.14991  
 Longitude: -87.56849  
 Site Type: Drive Time

	Drive Time: 15 Minutes	Drive Time: 30 Minutes	Drive Time: 45 Minutes
 2000 Total Population	41,085	67,531	199,248
2000 Group Quarters	712	1,415	5,292
2009 Total Population	39,619	67,035	210,241
2014 Total Population	38,909	66,660	214,483
2009 - 2014 Annual Rate	-0.36%	-0.11%	0.4%
 2000 Households	17,041	26,981	77,991
2000 Average Household Size	2.37	2.45	2.49
2009 Households	16,975	27,771	85,099
2009 Average Household Size	2.3	2.37	2.41
2014 Households	16,840	27,891	87,645
2014 Average Household Size	2.27	2.34	2.39
2009 - 2014 Annual Rate	-0.16%	0.09%	0.59%
2000 Families	10,807	18,099	52,177
2000 Average Family Size	2.98	3.01	3.05
2009 Families	10,584	18,413	56,260
2009 Average Family Size	2.9	2.91	2.96
2014 Families	10,417	18,387	57,608
2014 Average Family Size	2.88	2.89	2.94
2009 - 2014 Annual Rate	-0.32%	-0.03%	0.47%
 <b>2000 Housing Units</b>	18,041	28,424	81,462
Owner Occupied Housing Units	66.4%	70.6%	67.4%
Renter Occupied Housing Units	28.1%	24.3%	28.4%
Vacant Housing Units	5.5%	5.1%	4.3%
<b>2009 Housing Units</b>	18,510	29,956	90,601
Owner Occupied Housing Units	64.0%	68.7%	65.6%
Renter Occupied Housing Units	27.7%	24.0%	28.3%
Vacant Housing Units	8.3%	7.3%	6.1%
<b>2014 Housing Units</b>	18,580	30,251	93,484
Owner Occupied Housing Units	63.2%	68.2%	65.2%
Renter Occupied Housing Units	27.5%	24.0%	28.6%
Vacant Housing Units	9.4%	7.8%	6.2%
<b>Median Household Income</b>			
2000	\$39,613	\$42,062	\$44,934
2009	\$51,706	\$53,548	\$57,398
2014	\$53,977	\$55,719	\$60,255
<b>Median Home Value</b>			
2000	\$82,335	\$88,205	\$99,623
2009	\$114,620	\$122,775	\$136,779
2014	\$128,939	\$138,396	\$150,414
<b>Per Capita Income</b>			
2000	\$20,160	\$20,091	\$21,141
2009	\$25,925	\$25,571	\$26,923
2014	\$27,097	\$26,598	\$28,188
<b>Median Age</b>			
2000	38.2	38.5	36.4
2009	40.1	41.0	38.2
2014	40.3	41.4	38.5

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	15 Minutes	30 Minutes	45 Minutes
< \$15,000	17,033	26,963	77,898
\$15,000 - \$24,999	13.7%	12.7%	11.3%
\$25,000 - \$34,999	14.8%	13.8%	12.8%
\$35,000 - \$49,999	14.7%	13.9%	13.3%
\$50,000 - \$74,999	20.5%	19.6%	19.1%
\$75,000 - \$99,999	22.8%	24.6%	24.8%
\$100,000 - \$149,999	8.1%	9.5%	11.1%
\$150,000 - \$199,999	3.5%	4.0%	5.1%
\$200,000+	0.8%	1.0%	1.1%
Average Household Income	1.1%	1.0%	1.4%
	\$47,622	\$49,407	\$53,155

**2009 Households by Income**

Household Income Base	15 Minutes	30 Minutes	45 Minutes
< \$15,000	16,974	27,771	85,099
\$15,000 - \$24,999	9.2%	8.3%	7.4%
\$25,000 - \$34,999	11.0%	10.8%	9.5%
\$35,000 - \$49,999	11.3%	10.5%	10.0%
\$50,000 - \$74,999	16.4%	16.4%	15.7%
\$75,000 - \$99,999	24.4%	24.7%	24.5%
\$100,000 - \$149,999	17.4%	18.7%	19.4%
\$150,000 - \$199,999	7.3%	7.8%	9.6%
\$200,000+	1.5%	1.4%	2.0%
Average Household Income	1.5%	1.4%	1.8%
	\$60,012	\$61,091	\$65,694

**2014 Households by Income**

Household Income Base	15 Minutes	30 Minutes	45 Minutes
< \$15,000	16,842	27,891	87,645
\$15,000 - \$24,999	9.4%	8.6%	7.5%
\$25,000 - \$34,999	10.4%	10.2%	9.0%
\$35,000 - \$49,999	10.3%	9.5%	8.9%
\$50,000 - \$74,999	14.4%	14.3%	13.8%
\$75,000 - \$99,999	27.0%	27.3%	25.5%
\$100,000 - \$149,999	18.0%	19.3%	21.5%
\$150,000 - \$199,999	7.3%	7.8%	9.7%
\$200,000+	1.6%	1.5%	2.2%
Average Household Income	1.6%	1.5%	1.9%
	\$62,022	\$62,853	\$68,078

**2000 Owner Occupied HUs by Value**

Total	15 Minutes	30 Minutes	45 Minutes
<\$50,000	11,943	20,077	55,026
\$50,000 - 99,999	11.4%	10.9%	8.6%
\$100,000 - 149,999	58.1%	51.3%	41.8%
\$150,000 - 199,999	20.1%	23.0%	29.8%
\$200,000 - \$299,999	6.1%	8.6%	11.6%
\$300,000 - 499,999	2.9%	4.4%	6.0%
\$500,000 - 999,999	0.9%	1.3%	1.7%
\$1,000,000+	0.3%	0.3%	0.4%
Average Home Value	0.1%	0.1%	0.1%
	\$96,429	\$105,142	\$117,646

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

Total	15 Minutes	30 Minutes	45 Minutes
With Cash Rent	5,078	6,791	22,614
No Cash Rent	95.6%	95.4%	96.4%
Median Rent	4.4%	4.6%	3.6%
Average Rent	\$368	\$377	\$428
	\$379	\$395	\$441


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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	Drive Time: 15 Minutes	Drive Time: 30 Minutes	Drive Time: 45 Minutes
<b>2000 Population by Age</b>			
 Total	41,085	67,531	199,248
Age 0 - 4	5.8%	5.8%	6.3%
Age 5 - 9	6.9%	6.9%	7.1%
Age 10 - 14	7.5%	7.6%	7.5%
Age 15 - 19	7.3%	7.5%	7.3%
Age 20 - 24	5.4%	5.1%	6.2%
Age 25 - 34	12.2%	11.6%	13.4%
Age 35 - 44	16.0%	16.3%	16.5%
Age 45 - 54	13.3%	13.9%	13.5%
Age 55 - 64	8.9%	9.1%	8.4%
Age 65 - 74	8.0%	7.9%	6.7%
Age 75 - 84	6.3%	6.1%	5.2%
Age 85+	2.4%	2.4%	2.1%
Age 18+	75.2%	75.0%	74.5%
<b>2009 Population by Age</b>			
Total	39,619	67,035	210,241
Age 0 - 4	6.0%	5.9%	6.4%
Age 5 - 9	5.8%	6.0%	6.3%
Age 10 - 14	6.0%	6.2%	6.4%
Age 15 - 19	6.7%	6.8%	6.8%
Age 20 - 24	6.5%	5.8%	6.5%
Age 25 - 34	12.8%	12.0%	13.5%
Age 35 - 44	12.6%	12.8%	13.5%
Age 45 - 54	15.4%	16.0%	15.3%
Age 55 - 64	12.1%	12.6%	11.7%
Age 65 - 74	7.2%	7.4%	6.5%
Age 75 - 84	5.8%	5.6%	4.7%
Age 85+	2.9%	2.8%	2.4%
Age 18+	77.9%	77.7%	76.8%
<b>2014 Population by Age</b>			
Total	38,910	66,660	214,483
Age 0 - 4	6.0%	5.8%	6.3%
Age 5 - 9	5.9%	6.0%	6.3%
Age 10 - 14	6.0%	6.3%	6.4%
Age 15 - 19	5.8%	6.0%	6.1%
Age 20 - 24	6.2%	5.6%	6.3%
Age 25 - 34	13.9%	12.8%	13.9%
Age 35 - 44	11.6%	11.8%	12.8%
Age 45 - 54	13.7%	14.3%	13.8%
Age 55 - 64	13.8%	14.3%	13.1%
Age 65 - 74	8.8%	9.1%	8.0%
Age 75 - 84	5.3%	5.2%	4.4%
Age 85+	2.9%	2.9%	2.4%
Age 18+	78.5%	78.2%	77.2%
<b>2000 Population by Sex</b>			
Males	49.1%	49.3%	49.9%
Females	50.9%	50.7%	50.1%
<b>2009 Population by Sex</b>			
Males	49.4%	49.7%	50.0%
Females	50.6%	50.3%	50.0%
<b>2014 Population by Sex</b>			
Males	49.6%	49.9%	50.1%
Females	50.4%	50.1%	49.9%

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 Race/Ethnicity**

	15 Minutes	30 Minutes	45 Minutes
Total	41,087	67,531	199,248
White Alone	94.7%	95.3%	93.5%
Black Alone	0.4%	0.4%	0.8%
American Indian Alone	0.5%	0.5%	0.6%
Asian or Pacific Islander Alone	2.9%	2.4%	2.7%
Some Other Race Alone	0.7%	0.6%	1.5%
Two or More Races	0.9%	0.8%	0.9%
Hispanic Origin	2.0%	1.8%	3.1%
Diversity Index	13.8	12.2	17.8

**2009 Population by Race/Ethnicity**

	15 Minutes	30 Minutes	45 Minutes
Total	39,618	67,035	210,241
White Alone	92.8%	93.7%	91.3%
Black Alone	0.5%	0.4%	1.0%
American Indian Alone	0.5%	0.5%	0.6%
Asian or Pacific Islander Alone	4.2%	3.5%	3.8%
Some Other Race Alone	0.9%	0.9%	2.1%
Two or More Races	1.0%	0.9%	1.1%
Hispanic Origin	2.8%	2.5%	4.5%
Diversity Index	18.4	16.2	23.6

**2014 Population by Race/Ethnicity**

	15 Minutes	30 Minutes	45 Minutes
Total	38,909	66,660	214,483
White Alone	92.7%	93.7%	90.2%
Black Alone	0.5%	0.5%	1.1%
American Indian Alone	0.5%	0.5%	0.7%
Asian or Pacific Islander Alone	4.2%	3.5%	4.4%
Some Other Race Alone	0.9%	0.9%	2.5%
Two or More Races	1.1%	0.9%	1.1%
Hispanic Origin	2.8%	2.5%	5.2%
Diversity Index	18.6	16.3	26.5


**2000 Population 3+ by School Enrollment**

	15 Minutes	30 Minutes	45 Minutes
Total	39,592	65,168	191,818
Enrolled in Nursery/Preschool	1.5%	1.5%	1.7%
Enrolled in Kindergarten	1.4%	1.4%	1.5%
Enrolled in Grade 1-8	12.1%	12.4%	12.3%
Enrolled in Grade 9-12	6.5%	6.7%	6.5%
Enrolled in College	3.4%	3.3%	3.9%
Enrolled in Grad/Prof School	0.5%	0.5%	0.6%
Not Enrolled in School	74.6%	74.2%	73.4%

**2009 Population 25+ by Educational Attainment**

	15 Minutes	30 Minutes	45 Minutes
Total	27,289	46,410	142,185
Less than 9th Grade	4.6%	5.0%	5.1%
9th - 12th Grade, No Diploma	8.0%	7.5%	7.1%
High School Graduate	41.6%	42.9%	39.4%
Some College, No Degree	20.0%	18.6%	18.8%
Associate Degree	8.1%	8.4%	8.8%
Bachelor's Degree	12.5%	12.6%	14.9%
Graduate/Professional Degree	5.2%	5.0%	5.9%

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.

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**2009 Population 15+ by Marital Status**

	15 Minutes	30 Minutes	45 Minutes
<b>Total</b>	32,527	54,858	170,156
Never Married	25.5%	25.5%	26.4%
Married	55.8%	57.7%	57.9%
Widowed	7.9%	7.4%	6.6%
Divorced	10.9%	9.4%	9.2%


**2000 Population 16+ by Employment Status**

	15 Minutes	30 Minutes	45 Minutes
<b>Total</b>	32,087	52,666	154,604
In Labor Force	67.3%	68.2%	69.8%
Civilian Employed	64.5%	65.5%	67.4%
Civilian Unemployed	2.8%	2.7%	2.3%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	32.7%	31.8%	30.2%

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

	15 Minutes	30 Minutes	45 Minutes
Civilian Employed	91.3%	91.8%	91.6%
Civilian Unemployed	8.7%	8.2%	8.4%

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

	15 Minutes	30 Minutes	45 Minutes
Civilian Employed	94.0%	94.3%	94.1%
Civilian Unemployed	6.0%	5.7%	5.9%

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

	15 Minutes	30 Minutes	45 Minutes
<b>Total</b>	16,601	27,089	77,904
Own Children < 6 Only	5.8%	6.0%	7.0%
Employed/in Armed Forces	4.4%	4.5%	5.3%
Unemployed	0.2%	0.2%	0.1%
Not in Labor Force	1.3%	1.3%	1.5%
Own Children < 6 and 6-17 Only	5.8%	5.4%	6.1%
Employed/in Armed Forces	4.1%	3.9%	4.4%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	1.5%	1.4%	1.5%
Own Children 6-17 Only	17.8%	18.0%	18.0%
Employed/in Armed Forces	14.7%	15.0%	14.9%
Unemployed	0.5%	0.5%	0.4%
Not in Labor Force	2.6%	2.6%	2.7%
No Own Children < 18	70.6%	70.6%	68.9%
Employed/in Armed Forces	36.5%	37.0%	37.9%
Unemployed	1.7%	1.7%	1.4%
Not in Labor Force	32.4%	31.9%	29.6%

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

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**2009 Employed Population 16+ by Industry**

	15 Minutes	30 Minutes	45 Minutes
Total	19,381	33,274	105,621
Agriculture/Mining	1.6%	3.3%	2.9%
Construction	4.6%	5.4%	5.1%
Manufacturing	27.8%	26.0%	23.6%
Wholesale Trade	2.1%	2.4%	3.1%
Retail Trade	11.4%	11.3%	11.9%
Transportation/Utilities	5.0%	4.6%	4.5%
Information	1.6%	1.4%	1.5%
Finance/Insurance/Real Estate	3.1%	3.5%	5.5%
Services	39.8%	39.2%	39.2%
Public Administration	3.0%	2.8%	2.6%

**2009 Employed Population 16+ by Occupation**

	15 Minutes	30 Minutes	45 Minutes
Total	19,383	33,274	105,621
White Collar	48.4%	49.0%	54.1%
Management/Business/Financial	10.0%	11.0%	12.3%
Professional	17.6%	16.9%	18.5%
Sales	8.9%	8.9%	10.3%
Administrative Support	11.9%	12.1%	13.0%
Services	17.6%	16.8%	15.4%
Blue Collar	34.0%	34.2%	30.5%
Farming/Forestry/Fishing	1.1%	2.0%	1.5%
Construction/Extraction	4.5%	5.1%	4.3%
Installation/Maintenance/Repair	4.0%	4.1%	3.9%
Production	17.1%	15.9%	13.3%
Transportation/Material Moving	7.4%	7.2%	7.5%


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

	15 Minutes	30 Minutes	45 Minutes
Total	20,425	34,022	102,855
Drove Alone - Car, Truck, or Van	81.3%	81.7%	82.1%
Carpooled - Car, Truck, or Van	10.9%	10.1%	9.9%
Public Transportation	0.6%	0.5%	0.7%
Walked	3.8%	3.4%	3.0%
Other Means	1.2%	1.1%	1.0%
Worked at Home	2.2%	3.3%	3.3%

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

	15 Minutes	30 Minutes	45 Minutes
Total	20,423	34,022	102,855
Did Not Work at Home	97.8%	96.7%	96.7%
Less than 5 minutes	6.0%	5.5%	5.4%
5 to 9 minutes	25.5%	22.2%	18.5%
10 to 19 minutes	41.1%	39.7%	42.7%
20 to 24 minutes	9.3%	10.8%	12.1%
25 to 34 minutes	7.4%	9.6%	9.4%
35 to 44 minutes	2.3%	2.8%	2.9%
45 to 59 minutes	2.7%	2.8%	2.7%
60 to 89 minutes	1.8%	1.7%	1.7%
90 or more minutes	1.7%	1.7%	1.3%
Worked at Home	2.2%	3.3%	3.3%
Average Travel Time to Work (in min)	16.6	17.5	17.4

**2000 Households by Vehicles Available**

	15 Minutes	30 Minutes	45 Minutes
Total	17,046	26,978	77,994
None	8.4%	7.5%	6.8%
1	38.3%	34.0%	33.2%
2	39.7%	41.3%	42.7%
3	10.0%	12.3%	12.8%
4	2.7%	3.4%	3.2%
5+	1.0%	1.5%	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.

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**2000 Households by Type**

	15 Minutes	30 Minutes	45 Minutes
<b>Total</b>	17,041	26,981	77,991
Family Households	63.4%	67.1%	66.9%
Married-couple Family	51.3%	55.3%	55.5%
With Related Children	22.2%	23.9%	25.5%
Other Family (No Spouse)	12.1%	11.7%	11.4%
With Related Children	8.2%	7.7%	7.6%
Nonfamily Households	36.6%	32.9%	33.1%
Householder Living Alone	31.1%	27.9%	27.0%
Householder Not Living Alone	5.5%	5.0%	6.1%
Households with Related Children	30.4%	31.6%	33.0%
Households with Persons 65+	27.9%	27.2%	23.7%

**2000 Households by Size**

	15 Minutes	30 Minutes	45 Minutes
<b>Total</b>	17,041	26,981	77,991
1 Person Household	31.1%	27.9%	27.0%
2 Person Household	34.3%	35.2%	34.8%
3 Person Household	14.3%	14.7%	15.1%
4 Person Household	12.4%	13.5%	14.1%
5 Person Household	5.1%	5.6%	5.9%
6 Person Household	1.6%	1.8%	1.9%
7+ Person Household	1.2%	1.2%	1.2%

**2000 Households by Year Householder Moved In**

	15 Minutes	30 Minutes	45 Minutes
<b>Total</b>	17,047	26,978	77,994
Moved in 1999 to March 2000	16.7%	15.1%	17.2%
Moved in 1995 to 1998	23.2%	23.0%	26.1%
Moved in 1990 to 1994	15.6%	16.0%	16.5%
Moved in 1980 to 1989	15.1%	15.9%	15.7%
Moved in 1970 to 1979	12.9%	13.4%	11.6%
Moved in 1969 or Earlier	16.4%	16.5%	12.9%
Median Year Householder Moved In	1992	1991	1993


**2000 Housing Units by Units in Structure**

	15 Minutes	30 Minutes	45 Minutes
<b>Total</b>	18,040	28,417	81,486
1, Detached	65.7%	70.2%	65.7%
1, Attached	1.9%	2.1%	2.8%
2	15.0%	12.0%	10.9%
3 or 4	4.2%	3.2%	3.2%
5 to 9	2.5%	2.5%	4.6%
10 to 19	2.8%	2.2%	4.0%
20+	5.1%	4.2%	4.8%
Mobile Home	2.7%	3.6%	4.1%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	15 Minutes	30 Minutes	45 Minutes
<b>Total</b>	18,049	28,417	81,486
1999 to March 2000	0.8%	1.4%	2.0%
1995 to 1998	4.1%	5.7%	7.5%
1990 to 1994	3.9%	5.5%	7.6%
1980 to 1989	5.6%	7.2%	11.4%
1970 to 1979	13.3%	14.2%	16.5%
1969 or Earlier	72.3%	66.0%	55.0%
Median Year Structure Built	1952	1956	1965

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

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 Former Evan's Departmen...  
 1816 Washington St  
 Two Rivers, WI 54241-2642

 Latitude: 44.14991  
 Longitude: -87.56849  
 Site Type: Drive Time

Drive Time: 15 Minutes

Drive Time: 30 Minutes

Drive Time: 45 Minutes

**Top 3 Tapestry Segments**

1.	Rustbelt Traditions	Salt of the Earth	Green Acres
2.	Rustbelt Retirees	Rustbelt Traditions	Salt of the Earth
3.	Great Expectations	Green Acres	Rustbelt Traditions



**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 \$	\$25,308,293	\$41,858,060	\$139,086,847
Average Spent	\$1,490.92	\$1,507.26	\$1,634.41
Spending Potential Index	60	60	65
Computers & Accessories: Total \$	\$3,263,824	\$5,411,806	\$18,074,766
Average Spent	\$192.27	\$194.87	\$212.40
Spending Potential Index	84	85	93
Education: Total \$	\$18,687,267	\$30,630,227	\$100,791,140
Average Spent	\$1,100.87	\$1,102.96	\$1,184.40
Spending Potential Index	88	88	94
Entertainment/Recreation: Total \$	\$47,579,878	\$79,780,622	\$260,779,286
Average Spent	\$2,802.94	\$2,872.80	\$3,064.42
Spending Potential Index	87	89	95
Food at Home: Total \$	\$67,543,811	\$112,186,802	\$366,183,607
Average Spent	\$3,979.02	\$4,039.71	\$4,303.03
Spending Potential Index	87	89	94
Food Away from Home: Total \$	\$48,693,899	\$80,663,872	\$266,354,643
Average Spent	\$2,868.57	\$2,904.61	\$3,129.94
Spending Potential Index	86	87	94
Health Care: Total \$	\$58,864,706	\$98,539,981	\$310,696,085
Average Spent	\$3,467.73	\$3,548.31	\$3,651.00
Spending Potential Index	92	94	97
HH Furnishings & Equipment: Total \$	\$27,022,268	\$45,169,243	\$150,569,038
Average Spent	\$1,591.89	\$1,626.49	\$1,769.34
Spending Potential Index	73	75	81
Investments: Total \$	\$18,251,548	\$31,403,835	\$103,596,535
Average Spent	\$1,075.20	\$1,130.81	\$1,217.36
Spending Potential Index	75	79	85
Retail Goods: Total \$	\$357,315,963	\$598,718,800	\$1,961,837,802
Average Spent	\$21,049.54	\$21,559.14	\$23,053.59
Spending Potential Index	82	84	90
Shelter: Total \$	\$216,302,962	\$357,394,554	\$1,204,207,625
Average Spent	\$12,742.44	\$12,869.34	\$14,150.67
Spending Potential Index	82	82	91
TV/Video/Sound Equipment: Total \$	\$17,939,803	\$29,708,568	\$97,360,880
Average Spent	\$1,056.84	\$1,069.77	\$1,144.09
Spending Potential Index	87	88	94
Travel: Total \$	\$25,961,168	\$43,550,579	\$144,037,968
Average Spent	\$1,529.38	\$1,568.20	\$1,692.59
Spending Potential Index	83	85	92
Vehicle Maintenance & Repairs: Total \$	\$13,569,633	\$22,645,797	\$74,388,790
Average Spent	\$799.39	\$815.45	\$874.14
Spending Potential Index	85	87	93

**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.