






Monroe  
Monroe, WI

Latitude: 42.6001600002871  
Longitude: -89.6415869996968

Site Type: Ring

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
 2000 Total Population	119,651	549,468	1,035,620
2000 Group Quarters	1,778	17,005	29,424
2009 Total Population	123,760	599,292	1,134,043
2014 Total Population	125,388	624,527	1,185,216
2009 - 2014 Annual Rate	0.26%	0.83%	0.89%
 2000 Households	46,916	216,011	410,117
2000 Average Household Size	2.51	2.46	2.45
2009 Households	49,448	239,551	454,947
2009 Average Household Size	2.47	2.43	2.43
2014 Households	50,358	251,114	477,875
2014 Average Household Size	2.46	2.42	2.42
2009 - 2014 Annual Rate	0.37%	0.95%	0.99%
2000 Families	33,055	139,354	263,388
2000 Average Family Size	3.01	3.01	3.01
2009 Families	34,391	151,632	286,988
2009 Average Family Size	2.96	2.98	2.99
2014 Families	34,759	157,392	298,470
2014 Average Family Size	2.95	2.98	2.99
2009 - 2014 Annual Rate	0.21%	0.75%	0.79%
 <b>2000 Housing Units</b>	50,343	228,992	435,831
Owner Occupied Housing Units	71.1%	62.2%	62.2%
Renter Occupied Housing Units	22.1%	32.1%	31.9%
Vacant Housing Units	6.8%	5.7%	5.9%
<b>2009 Housing Units</b>	55,322	262,664	501,361
Owner Occupied Housing Units	67.8%	59.7%	59.5%
Renter Occupied Housing Units	21.6%	31.5%	31.2%
Vacant Housing Units	10.6%	8.8%	9.3%
<b>2014 Housing Units</b>	56,720	274,767	524,272
Owner Occupied Housing Units	67.3%	59.5%	59.7%
Renter Occupied Housing Units	21.5%	31.9%	31.5%
Vacant Housing Units	11.2%	8.6%	8.8%
<b>Median Household Income</b>			
2000	\$43,666	\$45,718	\$45,476
2009	\$54,932	\$60,116	\$59,573
2014	\$57,628	\$62,561	\$62,077
<b>Median Home Value</b>			
2000	\$95,702	\$115,487	\$112,855
2009	\$135,743	\$161,670	\$161,181
2014	\$143,113	\$180,362	\$182,921
<b>Per Capita Income</b>			
2000	\$20,584	\$22,468	\$22,431
2009	\$25,391	\$28,946	\$28,697
2014	\$26,318	\$30,284	\$29,922
<b>Median Age</b>			
2000	38.2	35.1	35.3
2009	41.1	36.7	36.9
2014	41.8	36.8	37.0

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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Monroe, WI

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Site Type: Ring

Radius: 25 Miles

Radius: 35 Miles

Radius: 45 Miles



**2000 Households by Income**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	46,954	216,089	410,352
< \$15,000	12.2%	12.3%	12.5%
\$15,000 - \$24,999	13.4%	11.9%	11.9%
\$25,000 - \$34,999	13.1%	12.8%	12.8%
\$35,000 - \$49,999	19.1%	17.6%	17.7%
\$50,000 - \$74,999	24.2%	23.1%	22.9%
\$75,000 - \$99,999	10.3%	11.5%	11.5%
\$100,000 - \$149,999	5.5%	7.3%	7.2%
\$150,000 - \$199,999	1.0%	1.7%	1.7%
\$200,000+	1.2%	1.8%	1.7%
Average Household Income	\$51,817	\$56,240	\$55,791

**2009 Households by Income**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	49,448	239,551	454,947
< \$15,000	8.5%	8.7%	8.9%
\$15,000 - \$24,999	9.8%	8.1%	8.2%
\$25,000 - \$34,999	10.6%	9.4%	9.4%
\$35,000 - \$49,999	15.9%	14.9%	14.9%
\$50,000 - \$74,999	25.0%	22.7%	22.9%
\$75,000 - \$99,999	18.2%	17.1%	17.2%
\$100,000 - \$149,999	8.6%	13.0%	12.7%
\$150,000 - \$199,999	1.8%	3.1%	3.0%
\$200,000+	1.6%	2.9%	2.8%
Average Household Income	\$63,009	\$71,439	\$70,613

**2014 Households by Income**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	50,358	251,114	477,875
< \$15,000	8.1%	8.5%	8.6%
\$15,000 - \$24,999	9.3%	7.7%	7.8%
\$25,000 - \$34,999	9.6%	8.4%	8.5%
\$35,000 - \$49,999	14.9%	13.7%	13.8%
\$50,000 - \$74,999	27.1%	23.2%	23.6%
\$75,000 - \$99,999	18.8%	19.0%	18.9%
\$100,000 - \$149,999	8.7%	13.1%	12.8%
\$150,000 - \$199,999	1.9%	3.3%	3.2%
\$200,000+	1.6%	3.1%	2.9%
Average Household Income	\$64,930	\$74,264	\$73,222

**2000 Owner Occupied HUs by Value**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	35,783	142,551	270,939
<\$50,000	13.7%	9.7%	8.7%
\$50,000 - 99,999	40.0%	31.4%	32.9%
\$100,000 - 149,999	24.3%	29.2%	30.9%
\$150,000 - 199,999	11.5%	15.9%	14.9%
\$200,000 - \$299,999	7.3%	9.3%	8.4%
\$300,000 - 499,999	2.2%	3.5%	3.1%
\$500,000 - 999,999	0.7%	0.8%	0.8%
\$1,000,000+	0.2%	0.2%	0.2%
Average Home Value	\$118,251	\$135,233	\$132,452

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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	10,013	71,329	135,846
With Cash Rent	93.8%	96.9%	96.7%
No Cash Rent	6.2%	3.1%	3.3%
Median Rent	\$361	\$520	\$514
Average Rent	\$372	\$537	\$525

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**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
<b>Total</b>	119,651	549,468	1,035,620
Age 0 - 4	6.2%	6.3%	6.3%
Age 5 - 9	7.3%	7.0%	6.9%
Age 10 - 14	7.9%	7.3%	7.2%
Age 15 - 19	7.3%	7.8%	7.4%
Age 20 - 24	4.4%	7.7%	7.6%
Age 25 - 34	11.6%	13.8%	14.1%
Age 35 - 44	16.8%	16.0%	16.2%
Age 45 - 54	14.1%	13.8%	13.9%
Age 55 - 64	9.3%	8.3%	8.4%
Age 65 - 74	7.6%	6.1%	6.1%
Age 75 - 84	5.3%	4.3%	4.3%
Age 85+	2.1%	1.7%	1.6%
Age 18+	73.8%	75.2%	75.4%

**2009 Population by Age**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
<b>Total</b>	123,760	599,292	1,134,043
Age 0 - 4	6.1%	6.3%	6.3%
Age 5 - 9	6.4%	6.1%	6.2%
Age 10 - 14	6.7%	6.2%	6.3%
Age 15 - 19	6.9%	7.6%	7.2%
Age 20 - 24	5.3%	8.7%	8.3%
Age 25 - 34	10.9%	12.9%	13.2%
Age 35 - 44	13.2%	13.3%	13.6%
Age 45 - 54	16.6%	15.0%	15.0%
Age 55 - 64	12.8%	11.6%	11.6%
Age 65 - 74	7.5%	6.2%	6.3%
Age 75 - 84	5.1%	4.1%	4.1%
Age 85+	2.5%	2.0%	1.9%
Age 18+	76.4%	77.3%	77.2%

**2014 Population by Age**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
<b>Total</b>	125,388	624,527	1,185,216
Age 0 - 4	5.9%	6.2%	6.2%
Age 5 - 9	6.3%	6.1%	6.2%
Age 10 - 14	6.8%	6.2%	6.3%
Age 15 - 19	6.3%	6.9%	6.7%
Age 20 - 24	5.3%	8.6%	8.2%
Age 25 - 34	11.6%	13.9%	13.9%
Age 35 - 44	11.9%	12.2%	12.5%
Age 45 - 54	14.9%	13.6%	13.7%
Age 55 - 64	14.7%	12.6%	12.6%
Age 65 - 74	9.1%	7.7%	7.8%
Age 75 - 84	5.0%	4.0%	3.9%
Age 85+	2.5%	2.0%	1.9%
Age 18+	77.0%	77.8%	77.6%

**2000 Population by Sex**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Males	49.0%	49.1%	49.3%
Females	51.0%	50.9%	50.7%

**2009 Population by Sex**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Males	49.1%	49.2%	49.4%
Females	50.9%	50.8%	50.6%

**2014 Population by Sex**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Males	49.1%	49.3%	49.5%
Females	50.9%	50.7%	50.5%

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**

Total	119,651	549,468	1,035,620
White Alone	94.6%	88.7%	88.8%
Black Alone	3.3%	5.8%	5.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	0.4%	2.1%	2.1%
Some Other Race Alone	0.4%	1.6%	1.8%
Two or More Races	1.0%	1.6%	1.6%
Hispanic Origin	1.2%	3.5%	4.0%
Diversity Index	12.4	26.2	27.0

**2009 Population by Race/Ethnicity**

Total	123,760	599,292	1,134,043
White Alone	93.8%	86.0%	86.0%
Black Alone	3.5%	6.6%	6.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	0.6%	3.1%	3.0%
Some Other Race Alone	0.6%	2.1%	2.4%
Two or More Races	1.3%	1.9%	1.9%
Hispanic Origin	1.7%	4.8%	5.6%
Diversity Index	14.8	32.4	33.4

**2014 Population by Race/Ethnicity**

Total	125,388	624,527	1,185,216
White Alone	93.2%	84.3%	84.4%
Black Alone	3.7%	7.1%	6.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	0.7%	3.7%	3.5%
Some Other Race Alone	0.7%	2.5%	2.8%
Two or More Races	1.4%	2.0%	2.1%
Hispanic Origin	2.0%	5.7%	6.7%
Diversity Index	16.3	36.0	37.2



**2000 Population 3+ by School Enrollment**

Total	115,309	528,884	996,817
Enrolled in Nursery/Preschool	1.7%	1.8%	1.9%
Enrolled in Kindergarten	1.6%	1.4%	1.4%
Enrolled in Grade 1-8	12.9%	12.0%	11.9%
Enrolled in Grade 9-12	6.6%	6.0%	5.8%
Enrolled in College	3.3%	6.9%	6.6%
Enrolled in Grad/Prof School	0.6%	1.8%	1.7%
Not Enrolled in School	73.3%	70.1%	70.7%

**2009 Population 25+ by Educational Attainment**

Total	84,879	390,251	745,123
Less than 9th Grade	4.3%	3.3%	3.5%
9th - 12th Grade, No Diploma	7.5%	7.1%	7.2%
High School Graduate	40.6%	31.3%	31.2%
Some College, No Degree	20.8%	19.7%	20.5%
Associate Degree	8.4%	8.2%	8.3%
Bachelor's Degree	12.3%	18.4%	18.1%
Graduate/Professional Degree	6.2%	12.1%	11.2%

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**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	100,022	487,699	921,224
Never Married	23.2%	30.7%	30.4%
Married	60.3%	53.7%	53.9%
Widowed	6.6%	5.3%	5.3%
Divorced	9.8%	10.3%	10.5%



**2000 Population 16+ by Employment Status**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	92,184	429,371	811,047
In Labor Force	69.9%	70.8%	70.7%
Civilian Employed	66.7%	67.3%	67.3%
Civilian Unemployed	3.2%	3.5%	3.4%
In Armed Forces	0.1%	0.0%	0.1%
Not in Labor Force	30.1%	29.2%	29.3%

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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Civilian Employed	88.1%	89.1%	89.0%
Civilian Unemployed	11.9%	10.9%	11.0%

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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Civilian Employed	91.9%	92.5%	92.4%
Civilian Unemployed	8.1%	7.5%	7.6%

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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	47,507	221,514	415,869
Own Children < 6 Only	6.9%	7.3%	7.3%
Employed/in Armed Forces	5.2%	5.2%	5.2%
Unemployed	0.3%	0.3%	0.3%
Not in Labor Force	1.3%	1.8%	1.8%
Own Children < 6 and 6-17 Only	6.5%	5.7%	5.6%
Employed/in Armed Forces	5.0%	3.9%	3.8%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	1.4%	1.6%	1.6%
Own Children 6-17 Only	18.7%	17.0%	16.9%
Employed/in Armed Forces	15.9%	14.0%	13.8%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	2.4%	2.6%	2.6%
No Own Children < 18	67.9%	70.0%	70.2%
Employed/in Armed Forces	35.9%	39.8%	40.1%
Unemployed	1.6%	1.8%	1.7%
Not in Labor Force	30.5%	28.3%	28.3%

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



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Radius: 25 Miles

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**2009 Employed Population 16+ by Industry**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	60,650	296,684	557,005
Agriculture/Mining	6.4%	2.3%	2.0%
Construction	6.3%	4.8%	5.1%
Manufacturing	17.6%	13.7%	13.9%
Wholesale Trade	3.0%	2.9%	2.9%
Retail Trade	12.3%	11.6%	11.6%
Transportation/Utilities	4.1%	3.4%	3.9%
Information	1.4%	2.2%	2.0%
Finance/Insurance/Real Estate	7.3%	7.3%	7.4%
Services	38.5%	47.5%	47.0%
Public Administration	3.2%	4.3%	4.3%

**2009 Employed Population 16+ by Occupation**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	60,650	296,684	557,005
White Collar	55.8%	63.3%	63.2%
Management/Business/Financial	14.3%	13.9%	13.9%
Professional	18.4%	25.8%	25.0%
Sales	9.6%	10.5%	10.8%
Administrative Support	13.5%	13.0%	13.4%
Services	15.1%	15.2%	15.2%
Blue Collar	29.2%	21.5%	21.6%
Farming/Forestry/Fishing	2.3%	0.8%	0.7%
Construction/Extraction	5.3%	3.9%	4.1%
Installation/Maintenance/Repair	4.4%	3.4%	3.4%
Production	10.7%	8.1%	8.0%
Transportation/Material Moving	6.4%	5.3%	5.4%



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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	60,660	284,511	537,147
Drove Alone - Car, Truck, or Van	78.6%	77.4%	78.1%
Carpooled - Car, Truck, or Van	10.7%	10.1%	10.1%
Public Transportation	0.4%	2.3%	2.3%
Walked	3.5%	4.7%	4.3%
Other Means	0.7%	1.5%	1.4%
Worked at Home	6.2%	4.1%	3.8%

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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	60,660	284,511	537,147
Did Not Work at Home	93.8%	95.9%	96.2%
Less than 5 minutes	7.3%	4.6%	4.4%
5 to 9 minutes	17.6%	14.8%	14.0%
10 to 19 minutes	25.3%	35.0%	35.9%
20 to 24 minutes	9.8%	14.5%	15.3%
25 to 34 minutes	15.9%	15.3%	15.1%
35 to 44 minutes	6.6%	4.1%	3.8%
45 to 59 minutes	6.4%	3.9%	3.6%
60 to 89 minutes	2.7%	2.1%	2.4%
90 or more minutes	2.3%	1.6%	1.8%
Worked at Home	6.2%	4.1%	3.8%
Average Travel Time to Work (in min)	22.6	20.3	20.6

**2000 Households by Vehicles Available**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	46,933	215,956	410,117
None	6.1%	7.1%	7.4%
1	28.8%	33.5%	33.5%
2	42.6%	41.8%	41.6%
3	16.2%	13.0%	12.8%
4	4.5%	3.4%	3.4%
5+	1.7%	1.3%	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.



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**2000 Households by Type**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	46,916	216,011	410,117
Family Households	70.5%	64.5%	64.2%
Married-couple Family	58.6%	51.4%	51.3%
With Related Children	26.2%	23.7%	23.5%
Other Family (No Spouse)	11.8%	13.1%	13.0%
With Related Children	8.2%	9.1%	8.9%
Nonfamily Households	29.5%	35.5%	35.8%
Householder Living Alone	24.9%	27.1%	27.4%
Householder Not Living Alone	4.6%	8.3%	8.3%
Households with Related Children	34.4%	32.8%	32.4%
Households with Persons 65+	26.0%	20.8%	20.8%

**2000 Households by Size**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	46,916	216,011	410,117
1 Person Household	24.9%	27.1%	27.4%
2 Person Household	36.0%	34.8%	34.9%
3 Person Household	15.3%	15.4%	15.4%
4 Person Household	14.7%	14.0%	13.8%
5 Person Household	6.5%	5.9%	5.8%
6 Person Household	1.8%	1.8%	1.8%
7+ Person Household	0.8%	0.9%	0.9%

**2000 Households by Year Householder Moved In**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	46,933	215,956	410,117
Moved in 1999 to March 2000	14.4%	20.2%	20.7%
Moved in 1995 to 1998	26.3%	28.6%	28.7%
Moved in 1990 to 1994	17.2%	16.4%	16.3%
Moved in 1980 to 1989	17.6%	15.0%	14.9%
Moved in 1970 to 1979	12.5%	10.0%	10.0%
Moved in 1969 or Earlier	12.1%	9.7%	9.4%
Median Year Householder Moved In	1992	1995	1995



**2000 Housing Units by Units in Structure**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	50,320	228,976	435,831
1, Detached	77.6%	66.4%	65.5%
1, Attached	1.7%	3.2%	3.3%
2	5.4%	5.6%	6.1%
3 or 4	3.6%	4.3%	5.2%
5 to 9	3.0%	5.0%	5.2%
10 to 19	1.4%	4.0%	4.0%
20+	2.2%	8.8%	8.0%
Mobile Home	5.1%	2.7%	2.6%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	50,320	228,976	435,831
1999 to March 2000	1.7%	2.0%	2.1%
1995 to 1998	6.8%	7.7%	7.6%
1990 to 1994	6.0%	7.7%	7.7%
1980 to 1989	8.5%	10.8%	10.9%
1970 to 1979	15.0%	17.7%	17.0%
1969 or Earlier	62.0%	54.1%	54.7%
Median Year Structure Built	1957	1967	1967

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



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Radius: 25 Miles

Radius: 35 Miles

Radius: 45 Miles

Top 3 Tapestry Segments

1.	Green Acres	Rustbelt Traditions	Green Acres
2.	Salt of the Earth	Green Acres	Rustbelt Traditions
3.	Prairie Living	Enterprising Professio	Salt of the Earth

 **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.

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Apparel & Services: Total \$	\$75,871,878	\$430,137,426	\$808,555,617
Average Spent	\$1,534.38	\$1,795.60	\$1,777.25
Spending Potential Index	61	72	71
Computers & Accessories: Total \$	\$9,902,809	\$56,466,367	\$106,103,225
Average Spent	\$200.27	\$235.72	\$233.22
Spending Potential Index	88	103	102
Education: Total \$	\$53,760,084	\$319,585,451	\$600,527,836
Average Spent	\$1,087.20	\$1,334.10	\$1,320.00
Spending Potential Index	87	106	105
Entertainment/Recreation: Total \$	\$149,140,778	\$796,509,612	\$1,492,047,414
Average Spent	\$3,016.11	\$3,325.01	\$3,279.61
Spending Potential Index	93	103	101
Food at Home: Total \$	\$206,312,674	\$1,110,659,280	\$2,087,059,345
Average Spent	\$4,172.32	\$4,636.42	\$4,587.48
Spending Potential Index	91	102	101
Food Away from Home: Total \$	\$147,026,677	\$818,667,052	\$1,538,197,490
Average Spent	\$2,973.36	\$3,417.51	\$3,381.05
Spending Potential Index	89	103	102
Health Care: Total \$	\$183,430,404	\$920,634,462	\$1,725,051,387
Average Spent	\$3,709.56	\$3,843.17	\$3,791.76
Spending Potential Index	98	102	101
HH Furnishings & Equipment: Total \$	\$83,301,672	\$464,738,517	\$872,400,923
Average Spent	\$1,684.63	\$1,940.04	\$1,917.59
Spending Potential Index	78	89	88
Investments: Total \$	\$63,357,454	\$323,322,518	\$602,871,650
Average Spent	\$1,281.29	\$1,349.70	\$1,325.15
Spending Potential Index	89	94	92
Retail Goods: Total \$	\$1,115,180,243	\$5,987,336,498	\$11,228,074,478
Average Spent	\$22,552.59	\$24,994.00	\$24,679.96
Spending Potential Index	88	97	96
Shelter: Total \$	\$645,635,821	\$3,729,212,714	\$7,021,904,527
Average Spent	\$13,056.86	\$15,567.51	\$15,434.56
Spending Potential Index	84	100	99
TV/Video/Sound Equipment: Total \$	\$53,960,214	\$297,877,658	\$559,795,144
Average Spent	\$1,091.25	\$1,243.48	\$1,230.46
Spending Potential Index	90	102	101
Travel: Total \$	\$80,774,282	\$442,177,970	\$828,842,875
Average Spent	\$1,633.52	\$1,845.86	\$1,821.84
Spending Potential Index	88	100	99
Vehicle Maintenance & Repairs: Total \$	\$42,130,020	\$227,572,920	\$426,950,640
Average Spent	\$852.01	\$950.00	\$938.46
Spending Potential Index	91	102	100

**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.