






Monticello Industrial Park-T...
 County Hwy. C/Coates Ave.
 Monticello, Village of , WI ...

Latitude: 42.73295
 Longitude: -89.547458
 Site Type: Ring

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
 2000 Total Population	303,297	683,038	1,080,817
2000 Group Quarters	13,166	21,208	31,260
2009 Total Population	340,200	754,565	1,184,559
2014 Total Population	358,407	790,621	1,239,022
2009 - 2014 Annual Rate	1.05%	0.94%	0.9%
 2000 Households	120,738	273,898	425,480
2000 Average Household Size	2.4	2.42	2.47
2009 Households	138,310	308,367	473,697
2009 Average Household Size	2.37	2.38	2.44
2014 Households	146,817	325,209	498,082
2014 Average Household Size	2.35	2.37	2.43
2009 - 2014 Annual Rate	1.2%	1.07%	1.01%
2000 Families	72,552	170,006	274,347
2000 Average Family Size	2.99	2.99	3.02
2009 Families	81,681	188,167	300,201
2009 Average Family Size	2.95	2.95	3
2014 Families	85,969	196,715	312,728
2014 Average Family Size	2.94	2.94	2.99
2009 - 2014 Annual Rate	1.03%	0.89%	0.82%
 2000 Housing Units	126,405	288,371	449,806
Owner Occupied Housing Units	57.0%	60.2%	62.4%
Renter Occupied Housing Units	38.5%	34.8%	32.2%
Vacant Housing Units	4.5%	5.0%	5.4%
2009 Housing Units	149,549	335,113	518,520
Owner Occupied Housing Units	55.1%	58.0%	59.9%
Renter Occupied Housing Units	37.4%	34.0%	31.5%
Vacant Housing Units	7.5%	8.0%	8.6%
2014 Housing Units	158,695	353,183	543,159
Owner Occupied Housing Units	54.7%	57.7%	59.9%
Renter Occupied Housing Units	37.8%	34.4%	31.8%
Vacant Housing Units	7.5%	7.9%	8.3%
Median Household Income			
2000	\$48,092	\$46,843	\$46,020
2009	\$62,157	\$61,224	\$60,336
2014	\$65,178	\$63,998	\$62,691
Median Home Value			
2000	\$144,625	\$126,528	\$116,192
2009	\$207,173	\$177,630	\$165,120
2014	\$232,196	\$200,269	\$187,151
Per Capita Income			
2000	\$24,306	\$23,290	\$22,391
2009	\$31,533	\$30,127	\$28,728
2014	\$33,166	\$31,579	\$29,952
Median Age			
2000	33.4	34.7	35.0
2009	34.8	36.3	36.7
2014	34.6	36.3	36.8

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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Radius: 35 Miles

Radius: 45 Miles



2000 Households by Income

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	120,645	274,207	425,751
< \$15,000	11.9%	11.7%	12.1%
\$15,000 - \$24,999	11.3%	11.5%	11.7%
\$25,000 - \$34,999	11.8%	12.6%	12.7%
\$35,000 - \$49,999	16.8%	17.5%	17.8%
\$50,000 - \$74,999	23.0%	23.4%	23.4%
\$75,000 - \$99,999	12.1%	12.0%	11.7%
\$100,000 - \$149,999	8.6%	7.6%	7.3%
\$150,000 - \$199,999	2.2%	1.8%	1.7%
\$200,000+	2.3%	1.8%	1.7%
Average Household Income	\$59,930	\$57,168	\$56,006

2009 Households by Income

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	138,310	308,367	473,697
< \$15,000	8.6%	8.3%	8.6%
\$15,000 - \$24,999	7.8%	7.9%	8.1%
\$25,000 - \$34,999	8.8%	9.0%	9.2%
\$35,000 - \$49,999	13.9%	14.8%	14.8%
\$50,000 - \$74,999	22.4%	23.0%	23.1%
\$75,000 - \$99,999	15.3%	16.4%	17.4%
\$100,000 - \$149,999	15.8%	14.5%	13.1%
\$150,000 - \$199,999	3.7%	3.2%	3.0%
\$200,000+	3.8%	3.0%	2.7%
Average Household Income	\$76,284	\$72,792	\$70,964

2014 Households by Income

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	146,817	325,209	498,082
< \$15,000	8.5%	8.2%	8.3%
\$15,000 - \$24,999	7.3%	7.4%	7.6%
\$25,000 - \$34,999	7.8%	8.1%	8.3%
\$35,000 - \$49,999	12.2%	13.1%	13.6%
\$50,000 - \$74,999	22.3%	23.0%	23.8%
\$75,000 - \$99,999	18.0%	19.0%	19.2%
\$100,000 - \$149,999	15.9%	14.6%	13.1%
\$150,000 - \$199,999	3.9%	3.5%	3.2%
\$200,000+	4.0%	3.1%	2.8%
Average Household Income	\$79,602	\$75,776	\$73,566

2000 Owner Occupied HUs by Value

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	72,040	173,596	280,850
<\$50,000	4.1%	6.7%	8.0%
\$50,000 - 99,999	16.9%	25.6%	31.1%
\$100,000 - 149,999	33.2%	34.0%	32.4%
\$150,000 - 199,999	23.9%	18.4%	15.7%
\$200,000 - \$299,999	14.6%	10.4%	8.8%
\$300,000 - 499,999	5.7%	3.8%	3.1%
\$500,000 - 999,999	1.3%	0.9%	0.7%
\$1,000,000+	0.3%	0.2%	0.2%
Average Home Value	\$167,196	\$145,044	\$134,487

2000 Specified Renter Occupied HUs by Contract Rent

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	47,396	98,168	141,268
With Cash Rent	97.6%	97.5%	96.9%
No Cash Rent	2.4%	2.5%	3.1%
Median Rent	\$581	\$555	\$523
Average Rent	\$605	\$563	\$532

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
Total	303,297	683,038	1,080,817
Age 0 - 4	6.0%	6.2%	6.4%
Age 5 - 9	6.4%	6.6%	6.9%
Age 10 - 14	6.6%	7.0%	7.2%
Age 15 - 19	8.4%	7.6%	7.5%
Age 20 - 24	10.1%	8.4%	7.7%
Age 25 - 34	14.9%	14.7%	14.2%
Age 35 - 44	15.9%	16.4%	16.3%
Age 45 - 54	13.9%	14.0%	13.8%
Age 55 - 64	7.5%	8.0%	8.2%
Age 65 - 74	5.1%	5.7%	6.0%
Age 75 - 84	3.7%	4.0%	4.2%
Age 85+	1.5%	1.5%	1.6%
Age 18+	77.1%	76.2%	75.2%

2009 Population by Age

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	340,200	754,565	1,184,559
Age 0 - 4	5.9%	6.1%	6.4%
Age 5 - 9	5.6%	5.9%	6.3%
Age 10 - 14	5.8%	6.0%	6.3%
Age 15 - 19	8.1%	7.3%	7.2%
Age 20 - 24	11.0%	9.2%	8.3%
Age 25 - 34	13.9%	13.7%	13.2%
Age 35 - 44	13.2%	13.7%	13.7%
Age 45 - 54	14.6%	15.1%	15.0%
Age 55 - 64	11.2%	11.4%	11.5%
Age 65 - 74	5.4%	5.9%	6.1%
Age 75 - 84	3.5%	3.8%	4.0%
Age 85+	1.8%	1.8%	1.9%
Age 18+	78.9%	78.0%	77.0%

2014 Population by Age

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	358,407	790,621	1,239,022
Age 0 - 4	5.8%	6.0%	6.3%
Age 5 - 9	5.6%	5.9%	6.3%
Age 10 - 14	5.7%	6.0%	6.3%
Age 15 - 19	7.4%	6.7%	6.6%
Age 20 - 24	10.9%	9.1%	8.2%
Age 25 - 34	15.0%	14.6%	14.0%
Age 35 - 44	12.0%	12.5%	12.6%
Age 45 - 54	13.3%	13.7%	13.7%
Age 55 - 64	12.0%	12.4%	12.5%
Age 65 - 74	6.9%	7.4%	7.6%
Age 75 - 84	3.4%	3.7%	3.9%
Age 85+	1.8%	1.8%	1.9%
Age 18+	79.4%	78.5%	77.4%

2000 Population by Sex

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Males	49.6%	49.4%	49.2%
Females	50.4%	50.6%	50.8%

2009 Population by Sex

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Males	49.7%	49.4%	49.3%
Females	50.3%	50.6%	50.7%

2014 Population by Sex

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Males	49.7%	49.5%	49.4%
Females	50.3%	50.5%	50.6%

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	303,297	683,038	1,080,817
White Alone	89.4%	90.2%	89.0%
Black Alone	3.5%	4.1%	5.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	3.8%	2.4%	2.0%
Some Other Race Alone	1.4%	1.4%	1.8%
Two or More Races	1.6%	1.6%	1.6%
Hispanic Origin	3.2%	3.2%	4.1%
Diversity Index	24.7	23.4	26.7

2009 Population by Race/Ethnicity

Total	340,200	754,565	1,184,559
White Alone	86.5%	87.5%	86.3%
Black Alone	4.3%	5.0%	6.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	5.3%	3.4%	2.9%
Some Other Race Alone	1.9%	1.9%	2.4%
Two or More Races	1.8%	1.9%	1.9%
Hispanic Origin	4.4%	4.4%	5.7%
Diversity Index	31.0	29.5	33.1

2014 Population by Race/Ethnicity

Total	358,407	790,621	1,239,022
White Alone	84.7%	85.8%	84.6%
Black Alone	4.7%	5.5%	6.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	6.2%	4.1%	3.4%
Some Other Race Alone	2.2%	2.2%	2.9%
Two or More Races	2.0%	2.0%	2.1%
Hispanic Origin	5.1%	5.3%	6.8%
Diversity Index	34.7	33.3	36.9



2000 Population 3+ by School Enrollment

Total	292,421	658,260	1,040,036
Enrolled in Nursery/Preschool	1.7%	1.8%	1.9%
Enrolled in Kindergarten	1.2%	1.3%	1.4%
Enrolled in Grade 1-8	11.0%	11.5%	12.0%
Enrolled in Grade 9-12	5.6%	5.7%	5.8%
Enrolled in College	10.3%	7.6%	6.7%
Enrolled in Grad/Prof School	3.2%	2.2%	1.6%
Not Enrolled in School	67.0%	69.9%	70.6%

2009 Population 25+ by Educational Attainment

Total	216,490	493,582	775,574
Less than 9th Grade	2.5%	2.8%	3.5%
9th - 12th Grade, No Diploma	4.5%	5.9%	7.1%
High School Graduate	24.3%	28.7%	31.0%
Some College, No Degree	18.2%	20.0%	20.5%
Associate Degree	8.7%	8.9%	8.6%
Bachelor's Degree	23.9%	20.5%	18.4%
Graduate/Professional Degree	17.9%	13.1%	10.9%

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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	281,402	618,154	959,483
Never Married	35.0%	32.2%	30.3%
Married	51.4%	52.8%	54.0%
Widowed	4.2%	4.7%	5.2%
Divorced	9.4%	10.3%	10.5%



2000 Population 16+ by Employment Status

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	241,975	539,509	844,112
In Labor Force	73.1%	72.6%	71.3%
Civilian Employed	70.1%	69.3%	67.9%
Civilian Unemployed	2.9%	3.2%	3.4%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	26.9%	27.4%	28.7%

2009 Civilian Population 16+ in Labor Force

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Civilian Employed	92.2%	90.6%	89.4%
Civilian Unemployed	7.8%	9.4%	10.6%

2014 Civilian Population 16+ in Labor Force

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Civilian Employed	94.6%	93.5%	92.7%
Civilian Unemployed	5.4%	6.5%	7.3%

2000 Females 16+ by Employment Status and Age of Children

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	123,449	276,244	433,432
Own Children < 6 Only	7.3%	7.4%	7.4%
Employed/in Armed Forces	5.3%	5.3%	5.3%
Unemployed	0.2%	0.3%	0.3%
Not in Labor Force	1.9%	1.8%	1.8%
Own Children < 6 and 6-17 Only	5.2%	5.4%	5.8%
Employed/in Armed Forces	3.7%	3.8%	3.9%
Unemployed	0.1%	0.2%	0.2%
Not in Labor Force	1.5%	1.5%	1.6%
Own Children 6-17 Only	16.2%	16.6%	17.0%
Employed/in Armed Forces	13.7%	14.1%	14.1%
Unemployed	0.3%	0.3%	0.4%
Not in Labor Force	2.3%	2.2%	2.6%
No Own Children < 18	71.2%	70.6%	69.8%
Employed/in Armed Forces	43.9%	42.3%	40.3%
Unemployed	1.7%	1.7%	1.8%
Not in Labor Force	25.7%	26.5%	27.8%

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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	181,355	391,149	586,259
Agriculture/Mining	2.3%	1.9%	2.0%
Construction	4.3%	4.7%	5.1%
Manufacturing	8.8%	11.9%	13.9%
Wholesale Trade	2.5%	2.8%	3.0%
Retail Trade	11.3%	11.7%	11.6%
Transportation/Utilities	2.7%	3.3%	3.8%
Information	2.6%	2.3%	2.1%
Finance/Insurance/Real Estate	8.2%	8.0%	7.6%
Services	51.8%	48.3%	46.6%
Public Administration	5.4%	5.0%	4.4%

2009 Employed Population 16+ by Occupation

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	181,355	391,149	586,259
White Collar	70.2%	65.9%	63.2%
Management/Business/Financial	15.2%	14.3%	14.0%
Professional	31.4%	27.2%	24.8%
Sales	10.7%	10.8%	10.8%
Administrative Support	12.9%	13.6%	13.6%
Services	14.2%	14.8%	15.1%
Blue Collar	15.7%	19.3%	21.6%
Farming/Forestry/Fishing	0.9%	0.7%	0.7%
Construction/Extraction	3.3%	3.8%	4.1%
Installation/Maintenance/Repair	2.7%	3.1%	3.4%
Production	5.0%	6.9%	8.0%
Transportation/Material Moving	3.9%	4.8%	5.5%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	166,934	368,556	564,111
Drove Alone - Car, Truck, or Van	73.0%	76.5%	78.3%
Carpooled - Car, Truck, or Van	9.4%	9.9%	10.0%
Public Transportation	3.7%	2.9%	2.2%
Walked	7.0%	5.1%	4.2%
Other Means	2.2%	1.7%	1.4%
Worked at Home	4.6%	3.9%	3.8%

2000 Workers 16+ by Travel Time to Work

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	166,934	368,556	564,111
Did Not Work at Home	95.4%	96.1%	96.2%
Less than 5 minutes	4.4%	4.4%	4.4%
5 to 9 minutes	13.6%	14.3%	14.3%
10 to 19 minutes	34.8%	35.5%	35.1%
20 to 24 minutes	15.6%	14.9%	15.0%
25 to 34 minutes	16.1%	15.8%	15.4%
35 to 44 minutes	4.2%	4.1%	4.0%
45 to 59 minutes	3.4%	3.7%	3.8%
60 to 89 minutes	1.9%	2.0%	2.4%
90 or more minutes	1.4%	1.5%	1.8%
Worked at Home	4.6%	3.9%	3.8%
Average Travel Time to Work (in min)	20.2	20.2	20.7

2000 Households by Vehicles Available

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	120,673	273,909	425,482
None	7.5%	7.4%	7.3%
1	34.6%	34.0%	33.2%
2	41.4%	41.8%	41.9%
3	12.0%	12.4%	13.0%
4	3.3%	3.2%	3.4%
5+	1.2%	1.1%	1.3%
Average Number of Vehicles Available	1.7	1.7	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	120,738	273,898	425,480
Family Households	60.1%	62.1%	64.5%
Married-couple Family	49.6%	50.0%	51.5%
With Related Children	23.4%	23.1%	23.9%
Other Family (No Spouse)	10.5%	12.1%	13.0%
With Related Children	7.1%	8.3%	9.0%
Nonfamily Households	39.9%	37.9%	35.5%
Householder Living Alone	28.7%	28.1%	27.1%
Householder Not Living Alone	11.2%	9.8%	8.4%
Households with Related Children	30.6%	31.4%	32.9%
Households with Persons 65+	17.5%	19.1%	20.5%

2000 Households by Size

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	120,738	273,898	425,480
1 Person Household	28.7%	28.1%	27.1%
2 Person Household	35.0%	35.3%	34.8%
3 Person Household	14.9%	15.2%	15.5%
4 Person Household	13.6%	13.6%	14.0%
5 Person Household	5.4%	5.5%	5.9%
6 Person Household	1.6%	1.6%	1.8%
7+ Person Household	0.8%	0.8%	0.9%

2000 Households by Year Householder Moved In

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	120,673	273,909	425,482
Moved in 1999 to March 2000	24.2%	22.4%	20.9%
Moved in 1995 to 1998	29.6%	29.1%	28.8%
Moved in 1990 to 1994	15.9%	15.9%	16.4%
Moved in 1980 to 1989	14.1%	14.5%	14.8%
Moved in 1970 to 1979	8.6%	9.4%	9.9%
Moved in 1969 or Earlier	7.5%	8.6%	9.3%
Median Year Householder Moved In	1996	1995	1995



2000 Housing Units by Units in Structure

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	126,367	288,362	449,808
1, Detached	57.9%	61.9%	65.1%
1, Attached	4.1%	3.9%	3.5%
2	4.8%	6.0%	6.4%
3 or 4	5.2%	5.2%	5.3%
5 to 9	6.4%	6.1%	5.3%
10 to 19	6.2%	4.8%	4.0%
20+	13.5%	9.7%	7.8%
Mobile Home	1.9%	2.4%	2.5%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	126,367	288,362	449,808
1999 to March 2000	2.3%	2.3%	2.2%
1995 to 1998	8.9%	8.0%	8.0%
1990 to 1994	9.1%	8.2%	7.9%
1980 to 1989	12.7%	11.4%	10.8%
1970 to 1979	19.5%	18.0%	17.2%
1969 or Earlier	47.3%	52.0%	53.9%
Median Year Structure Built	1971	1969	1967

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



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Radius: 45 Miles

Top 3 Tapestry Segments

1.	Enterprising Professio	Green Acres	Green Acres
2.	Green Acres	Enterprising Professio	Rustbelt Traditions
3.	Sophisticated Squires	Rustbelt Traditions	Up and Coming Families

 **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 \$	\$268,890,614	\$567,823,200	\$846,638,677
Average Spent	\$1,944.12	\$1,841.39	\$1,787.30
Spending Potential Index	78	74	71
Computers & Accessories: Total \$	\$35,724,899	\$74,969,028	\$111,171,691
Average Spent	\$258.30	\$243.12	\$234.69
Spending Potential Index	113	107	103
Education: Total \$	\$204,274,784	\$427,356,652	\$631,149,372
Average Spent	\$1,476.93	\$1,385.87	\$1,332.39
Spending Potential Index	118	110	106
Entertainment/Recreation: Total \$	\$487,839,992	\$1,039,290,193	\$1,558,896,414
Average Spent	\$3,527.15	\$3,370.30	\$3,290.91
Spending Potential Index	109	104	102
Food at Home: Total \$	\$677,467,828	\$1,448,593,866	\$2,178,738,447
Average Spent	\$4,898.18	\$4,697.63	\$4,599.43
Spending Potential Index	107	103	101
Food Away from Home: Total \$	\$508,224,919	\$1,077,038,875	\$1,608,759,261
Average Spent	\$3,674.53	\$3,492.72	\$3,396.18
Spending Potential Index	110	105	102
Health Care: Total \$	\$541,224,030	\$1,179,766,598	\$1,793,726,103
Average Spent	\$3,913.12	\$3,825.85	\$3,786.65
Spending Potential Index	104	102	100
HH Furnishings & Equipment: Total \$	\$289,132,667	\$612,603,047	\$914,436,487
Average Spent	\$2,090.47	\$1,986.60	\$1,930.42
Spending Potential Index	96	91	89
Investments: Total \$	\$197,989,452	\$418,759,624	\$629,394,345
Average Spent	\$1,431.49	\$1,357.99	\$1,328.69
Spending Potential Index	100	94	92
Retail Goods: Total \$	\$3,668,807,354	\$7,814,804,082	\$11,724,873,650
Average Spent	\$26,525.97	\$25,342.54	\$24,751.84
Spending Potential Index	103	99	96
Shelter: Total \$	\$2,345,656,650	\$4,953,333,490	\$7,380,340,254
Average Spent	\$16,959.41	\$16,063.11	\$15,580.30
Spending Potential Index	109	103	100
TV/Video/Sound Equipment: Total \$	\$183,597,617	\$390,517,453	\$584,757,501
Average Spent	\$1,327.44	\$1,266.40	\$1,234.45
Spending Potential Index	109	104	102
Travel: Total \$	\$273,708,003	\$581,896,708	\$870,030,926
Average Spent	\$1,978.95	\$1,887.03	\$1,836.68
Spending Potential Index	107	102	99
Vehicle Maintenance & Repairs: Total \$	\$139,932,305	\$297,656,721	\$445,951,219
Average Spent	\$1,011.73	\$965.27	\$941.43
Spending Potential Index	108	103	101

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.