






Brodhead  
Brodhead, WI

Latitude: 42.6163330002692  
Longitude: -89.3768229996807

Site Type: Ring

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
 2000 Total Population	283,654	900,297	1,163,346
2000 Group Quarters	5,578	24,735	32,440
2009 Total Population	311,821	985,919	1,287,028
2014 Total Population	326,122	1,031,322	1,350,588
2009 - 2014 Annual Rate	0.9%	0.9%	0.97%
 2000 Households	107,903	357,131	455,541
2000 Average Household Size	2.58	2.45	2.48
2009 Households	120,496	395,698	510,190
2009 Average Household Size	2.54	2.43	2.46
2014 Households	126,606	415,876	537,792
2014 Average Household Size	2.53	2.42	2.45
2009 - 2014 Annual Rate	0.99%	1%	1.06%
2000 Families	77,279	227,340	296,265
2000 Average Family Size	3.04	3.02	3.03
2009 Families	85,251	247,223	326,334
2009 Average Family Size	3.01	3	3.01
2014 Families	88,965	257,203	340,865
2014 Average Family Size	3	3	3.01
2009 - 2014 Annual Rate	0.86%	0.79%	0.88%
 <b>2000 Housing Units</b>	113,904	376,758	485,265
Owner Occupied Housing Units	71.0%	61.8%	62.2%
Renter Occupied Housing Units	23.7%	33.0%	31.7%
Vacant Housing Units	5.3%	5.2%	6.1%
<b>2009 Housing Units</b>	130,832	432,991	562,928
Owner Occupied Housing Units	68.7%	59.2%	59.7%
Renter Occupied Housing Units	23.4%	32.2%	31.0%
Vacant Housing Units	7.9%	8.6%	9.4%
<b>2014 Housing Units</b>	136,730	452,914	591,200
Owner Occupied Housing Units	69.0%	59.3%	59.8%
Renter Occupied Housing Units	23.6%	32.5%	31.2%
Vacant Housing Units	7.4%	8.2%	9.0%
<b>Median Household Income</b>			
2000	\$48,338	\$45,609	\$46,294
2009	\$62,389	\$59,942	\$60,538
2014	\$64,674	\$62,363	\$62,914
<b>Median Home Value</b>			
2000	\$108,281	\$113,246	\$116,817
2009	\$147,044	\$160,958	\$167,237
2014	\$162,029	\$182,436	\$190,754
<b>Per Capita Income</b>			
2000	\$21,754	\$22,589	\$22,395
2009	\$27,546	\$28,891	\$28,598
2014	\$28,481	\$30,099	\$29,780
<b>Median Age</b>			
2000	36.5	35.0	35.0
2009	38.7	36.5	36.7
2014	39.1	36.6	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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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	107,980	357,391	455,809
< \$15,000	10.1%	12.6%	12.0%
\$15,000 - \$24,999	11.0%	11.9%	11.6%
\$25,000 - \$34,999	12.7%	12.7%	12.7%
\$35,000 - \$49,999	17.9%	17.5%	17.7%
\$50,000 - \$74,999	25.4%	22.8%	23.4%
\$75,000 - \$99,999	12.8%	11.6%	11.8%
\$100,000 - \$149,999	7.3%	7.4%	7.4%
\$150,000 - \$199,999	1.5%	1.8%	1.7%
\$200,000+	1.3%	1.8%	1.7%
Average Household Income	\$56,345	\$56,079	\$56,326

**2009 Households by Income**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	120,496	395,698	510,190
< \$15,000	6.9%	9.0%	8.5%
\$15,000 - \$24,999	7.5%	8.1%	8.0%
\$25,000 - \$34,999	9.1%	9.5%	9.2%
\$35,000 - \$49,999	14.9%	14.7%	14.7%
\$50,000 - \$74,999	23.5%	22.4%	23.0%
\$75,000 - \$99,999	21.3%	17.6%	17.8%
\$100,000 - \$149,999	11.9%	12.7%	13.0%
\$150,000 - \$199,999	2.8%	3.1%	3.0%
\$200,000+	2.1%	2.9%	2.7%
Average Household Income	\$70,671	\$71,102	\$71,252

**2014 Households by Income**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	126,606	415,876	537,792
< \$15,000	6.8%	8.7%	8.2%
\$15,000 - \$24,999	7.0%	7.7%	7.6%
\$25,000 - \$34,999	8.2%	8.5%	8.3%
\$35,000 - \$49,999	13.5%	13.6%	13.6%
\$50,000 - \$74,999	24.2%	23.1%	23.6%
\$75,000 - \$99,999	23.3%	19.3%	19.6%
\$100,000 - \$149,999	11.9%	12.7%	13.1%
\$150,000 - \$199,999	3.0%	3.3%	3.2%
\$200,000+	2.2%	3.0%	2.8%
Average Household Income	\$72,705	\$73,692	\$73,832

**2000 Owner Occupied HUs by Value**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	80,888	232,933	301,851
<\$50,000	8.0%	8.3%	7.8%
\$50,000 - 99,999	35.9%	33.0%	30.8%
\$100,000 - 149,999	32.5%	31.5%	32.5%
\$150,000 - 199,999	14.0%	14.9%	15.8%
\$200,000 - \$299,999	7.1%	8.3%	9.0%
\$300,000 - 499,999	1.9%	3.1%	3.2%
\$500,000 - 999,999	0.5%	0.7%	0.8%
\$1,000,000+	0.1%	0.2%	0.2%
Average Home Value	\$124,332	\$132,462	\$135,767

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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	25,830	121,966	150,098
With Cash Rent	96.2%	97.1%	96.9%
No Cash Rent	3.8%	2.9%	3.1%
Median Rent	\$466	\$518	\$520
Average Rent	\$457	\$531	\$529

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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	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
<b>2000 Population by Age</b>			
 Total	283,654	900,297	1,163,346
Age 0 - 4	6.6%	6.4%	6.5%
Age 5 - 9	7.6%	6.9%	7.0%
Age 10 - 14	8.0%	7.1%	7.3%
Age 15 - 19	7.2%	7.4%	7.5%
Age 20 - 24	5.1%	7.8%	7.6%
Age 25 - 34	13.0%	14.4%	14.2%
Age 35 - 44	17.1%	16.2%	16.3%
Age 45 - 54	14.3%	13.9%	13.8%
Age 55 - 64	8.9%	8.2%	8.3%
Age 65 - 74	6.5%	6.0%	6.0%
Age 75 - 84	4.2%	4.2%	4.2%
Age 85+	1.5%	1.5%	1.6%
Age 18+	73.2%	75.4%	75.1%
<b>2009 Population by Age</b>			
Total	311,821	985,919	1,287,028
Age 0 - 4	6.6%	6.4%	6.5%
Age 5 - 9	6.7%	6.2%	6.3%
Age 10 - 14	6.9%	6.2%	6.4%
Age 15 - 19	7.1%	7.2%	7.2%
Age 20 - 24	5.9%	8.5%	8.1%
Age 25 - 34	11.8%	13.5%	13.2%
Age 35 - 44	14.0%	13.6%	13.7%
Age 45 - 54	16.1%	15.0%	15.0%
Age 55 - 64	12.2%	11.5%	11.5%
Age 65 - 74	6.7%	6.1%	6.2%
Age 75 - 84	4.2%	4.0%	4.0%
Age 85+	1.8%	1.9%	1.9%
Age 18+	75.4%	77.2%	76.8%
<b>2014 Population by Age</b>			
Total	326,122	1,031,322	1,350,588
Age 0 - 4	6.5%	6.3%	6.4%
Age 5 - 9	6.6%	6.2%	6.3%
Age 10 - 14	7.0%	6.2%	6.4%
Age 15 - 19	6.5%	6.6%	6.7%
Age 20 - 24	5.8%	8.4%	8.1%
Age 25 - 34	12.6%	14.3%	14.0%
Age 35 - 44	12.7%	12.5%	12.6%
Age 45 - 54	14.6%	13.6%	13.7%
Age 55 - 64	13.5%	12.5%	12.5%
Age 65 - 74	8.3%	7.6%	7.7%
Age 75 - 84	4.2%	3.8%	3.9%
Age 85+	1.8%	1.9%	1.9%
Age 18+	75.9%	77.7%	77.2%
<b>2000 Population by Sex</b>			
Males	49.5%	49.2%	49.3%
Females	50.5%	50.8%	50.7%
<b>2009 Population by Sex</b>			
Males	49.5%	49.3%	49.4%
Females	50.5%	50.7%	50.6%
<b>2014 Population by Sex</b>			
Males	49.5%	49.4%	49.4%
Females	50.5%	50.6%	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**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	283,654	900,297	1,163,346
White Alone	93.5%	87.7%	89.0%
Black Alone	3.2%	6.1%	5.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	0.7%	2.2%	1.9%
Some Other Race Alone	1.2%	1.9%	2.2%
Two or More Races	1.2%	1.7%	1.6%
Hispanic Origin	2.8%	4.4%	4.8%
Diversity Index	17.3	29.1	27.9

**2009 Population by Race/Ethnicity**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	311,821	985,919	1,287,028
White Alone	91.6%	84.8%	86.2%
Black Alone	3.9%	7.0%	5.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.0%	3.2%	2.7%
Some Other Race Alone	1.7%	2.7%	3.0%
Two or More Races	1.5%	2.0%	1.9%
Hispanic Origin	4.0%	6.1%	6.8%
Diversity Index	22.4	35.8	34.7

**2014 Population by Race/Ethnicity**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	326,122	1,031,322	1,350,588
White Alone	90.5%	83.0%	84.5%
Black Alone	4.4%	7.6%	6.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.2%	3.7%	3.3%
Some Other Race Alone	2.0%	3.1%	3.6%
Two or More Races	1.6%	2.2%	2.1%
Hispanic Origin	4.9%	7.3%	8.0%
Diversity Index	25.6	39.7	38.7



**2000 Population 3+ by School Enrollment**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	272,268	866,300	1,119,187
Enrolled in Nursery/Preschool	1.9%	1.9%	1.9%
Enrolled in Kindergarten	1.5%	1.4%	1.4%
Enrolled in Grade 1-8	13.1%	11.9%	12.1%
Enrolled in Grade 9-12	6.5%	5.8%	5.9%
Enrolled in College	3.6%	6.7%	6.5%
Enrolled in Grad/Prof School	0.7%	1.8%	1.6%
Not Enrolled in School	72.8%	70.6%	70.7%

**2009 Population 25+ by Educational Attainment**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	208,432	645,650	842,973
Less than 9th Grade	3.3%	3.4%	3.7%
9th - 12th Grade, No Diploma	8.4%	7.4%	7.4%
High School Graduate	37.6%	30.6%	31.4%
Some College, No Degree	21.3%	20.4%	20.7%
Associate Degree	8.4%	8.2%	8.4%
Bachelor's Degree	14.0%	18.3%	17.9%
Graduate/Professional Degree	6.9%	11.7%	10.6%

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	248,821	800,815	1,040,979
Never Married	24.1%	30.9%	30.0%
Married	59.6%	53.2%	54.3%
Widowed	5.6%	5.2%	5.3%
Divorced	10.8%	10.7%	10.4%



**2000 Population 16+ by Employment Status**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	216,426	704,899	906,881
In Labor Force	70.6%	70.7%	71.1%
Civilian Employed	67.3%	67.3%	67.7%
Civilian Unemployed	3.3%	3.4%	3.4%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	29.4%	29.3%	28.9%

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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Civilian Employed	87.0%	88.6%	89.1%
Civilian Unemployed	13.0%	11.4%	10.9%

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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Civilian Employed	90.9%	92.1%	92.5%
Civilian Unemployed	9.1%	7.9%	7.5%

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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	110,505	362,237	464,642
Own Children < 6 Only	7.9%	7.4%	7.4%
Employed/in Armed Forces	5.7%	5.2%	5.2%
Unemployed	0.3%	0.3%	0.3%
Not in Labor Force	1.9%	1.9%	1.9%
Own Children < 6 and 6-17 Only	6.3%	5.6%	5.9%
Employed/in Armed Forces	4.3%	3.8%	4.0%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	1.8%	1.6%	1.7%
Own Children 6-17 Only	19.0%	16.8%	17.1%
Employed/in Armed Forces	15.5%	13.6%	14.1%
Unemployed	0.5%	0.4%	0.4%
Not in Labor Force	2.9%	2.7%	2.7%
No Own Children < 18	66.8%	70.2%	69.6%
Employed/in Armed Forces	36.7%	40.2%	40.0%
Unemployed	1.7%	1.8%	1.7%
Not in Labor Force	28.4%	28.2%	27.9%

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	145,611	480,605	629,588
Agriculture/Mining	2.5%	1.6%	1.9%
Construction	5.9%	4.8%	5.1%
Manufacturing	19.5%	14.4%	14.8%
Wholesale Trade	3.6%	3.0%	3.0%
Retail Trade	12.3%	11.3%	11.4%
Transportation/Utilities	4.1%	3.9%	4.0%
Information	1.7%	2.1%	2.0%
Finance/Insurance/Real Estate	6.0%	7.2%	7.5%
Services	41.1%	47.5%	46.2%
Public Administration	3.3%	4.2%	4.2%

**2009 Employed Population 16+ by Occupation**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	145,611	480,605	629,588
White Collar	56.6%	63.5%	62.4%
Management/Business/Financial	13.1%	13.6%	13.7%
Professional	19.5%	25.5%	24.3%
Sales	10.6%	11.0%	10.8%
Administrative Support	13.3%	13.4%	13.5%
Services	15.5%	15.1%	15.2%
Blue Collar	27.9%	21.4%	22.4%
Farming/Forestry/Fishing	0.8%	0.6%	0.7%
Construction/Extraction	4.9%	3.9%	4.1%
Installation/Maintenance/Repair	4.4%	3.4%	3.5%
Production	11.3%	8.2%	8.5%
Transportation/Material Moving	6.5%	5.4%	5.6%



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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	143,417	466,648	604,199
Drove Alone - Car, Truck, or Van	82.7%	78.2%	78.5%
Carpooled - Car, Truck, or Van	9.8%	10.0%	10.2%
Public Transportation	0.5%	2.5%	2.1%
Walked	2.5%	4.3%	4.1%
Other Means	0.6%	1.5%	1.3%
Worked at Home	3.8%	3.5%	3.7%

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

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	143,417	466,648	604,199
Did Not Work at Home	96.2%	96.5%	96.3%
Less than 5 minutes	4.7%	3.9%	4.3%
5 to 9 minutes	14.5%	13.9%	14.2%
10 to 19 minutes	31.8%	37.5%	35.0%
20 to 24 minutes	13.5%	15.6%	15.1%
25 to 34 minutes	17.7%	14.7%	15.4%
35 to 44 minutes	5.0%	3.5%	4.0%
45 to 59 minutes	4.8%	3.4%	3.8%
60 to 89 minutes	2.3%	2.3%	2.6%
90 or more minutes	1.9%	1.8%	1.9%
Worked at Home	3.8%	3.5%	3.7%
Average Travel Time to Work (in min)	21.6	20.3	20.9

**2000 Households by Vehicles Available**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	107,875	357,214	455,543
None	5.1%	7.7%	7.1%
1	28.6%	34.1%	33.0%
2	44.7%	41.2%	42.0%
3	15.8%	12.5%	13.1%
4	4.2%	3.3%	3.5%
5+	1.5%	1.2%	1.3%
Average Number of Vehicles Available	1.9	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	107,903	357,131	455,541
Family Households	71.6%	63.7%	65.0%
Married-couple Family	58.2%	50.5%	52.0%
With Related Children	27.1%	23.3%	24.2%
Other Family (No Spouse)	13.4%	13.2%	13.0%
With Related Children	9.5%	9.1%	9.0%
Nonfamily Households	28.4%	36.3%	35.0%
Householder Living Alone	23.0%	27.7%	26.8%
Householder Not Living Alone	5.4%	8.6%	8.2%
Households with Related Children	36.6%	32.4%	33.2%
Households with Persons 65+	22.0%	20.3%	20.5%

**2000 Households by Size**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	107,903	357,131	455,541
1 Person Household	23.0%	27.7%	26.8%
2 Person Household	35.3%	34.6%	34.7%
3 Person Household	16.5%	15.5%	15.6%
4 Person Household	15.6%	13.7%	14.1%
5 Person Household	6.7%	5.7%	6.0%
6 Person Household	2.0%	1.8%	1.9%
7+ Person Household	0.9%	1.0%	1.0%

**2000 Households by Year Householder Moved In**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	107,875	357,214	455,543
Moved in 1999 to March 2000	16.2%	21.3%	20.8%
Moved in 1995 to 1998	28.3%	28.8%	28.9%
Moved in 1990 to 1994	17.4%	16.2%	16.4%
Moved in 1980 to 1989	15.8%	14.8%	14.8%
Moved in 1970 to 1979	11.9%	9.7%	9.9%
Moved in 1969 or Earlier	10.4%	9.2%	9.2%
Median Year Householder Moved In	1993	1995	1995



**2000 Housing Units by Units in Structure**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	113,866	376,896	485,267
1, Detached	76.5%	64.4%	65.4%
1, Attached	2.7%	3.3%	3.4%
2	6.1%	6.5%	6.2%
3 or 4	2.9%	5.4%	5.2%
5 to 9	3.4%	5.3%	5.4%
10 to 19	1.9%	4.1%	3.9%
20+	3.1%	8.6%	7.6%
Mobile Home	3.3%	2.3%	2.7%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	113,866	376,896	485,267
1999 to March 2000	2.2%	2.0%	2.2%
1995 to 1998	8.9%	7.5%	8.0%
1990 to 1994	8.3%	7.4%	8.0%
1980 to 1989	10.1%	10.6%	10.8%
1970 to 1979	17.0%	17.1%	17.2%
1969 or Earlier	53.4%	55.3%	53.7%
Median Year Structure Built	1967	1966	1967

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



Brodhead  
Brodhead, WI

Latitude: 42.6163330002692  
Longitude: -89.3768229996807  
Site Type: Ring


Radius: 25 Miles

Radius: 35 Miles

Radius: 45 Miles

Top 3 Tapestry Segments

1.	Green Acres	Rustbelt Traditions	Green Acres
2.	Rustbelt Traditions	Green Acres	Rustbelt Traditions
3.	Cozy and Comfortable	Up and Coming Families	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.

Apparel & Services: Total \$	\$209,972,351	\$711,139,041	\$915,060,610
Average Spent	\$1,742.57	\$1,797.18	\$1,793.57
Spending Potential Index	70	72	72
Computers & Accessories: Total \$	\$27,401,822	\$93,268,796	\$120,084,116
Average Spent	\$227.41	\$235.71	\$235.37
Spending Potential Index	100	103	103
Education: Total \$	\$154,505,153	\$532,878,134	\$681,328,841
Average Spent	\$1,282.24	\$1,346.68	\$1,335.44
Spending Potential Index	102	107	106
Entertainment/Recreation: Total \$	\$398,899,635	\$1,301,002,281	\$1,684,817,695
Average Spent	\$3,310.48	\$3,287.87	\$3,302.33
Spending Potential Index	102	101	102
Food at Home: Total \$	\$550,869,851	\$1,823,964,946	\$2,353,486,780
Average Spent	\$4,571.69	\$4,609.49	\$4,612.96
Spending Potential Index	100	101	101
Food Away from Home: Total \$	\$401,756,431	\$1,349,562,558	\$1,738,244,790
Average Spent	\$3,334.19	\$3,410.59	\$3,407.05
Spending Potential Index	100	102	102
Health Care: Total \$	\$472,041,405	\$1,494,384,780	\$1,937,681,750
Average Spent	\$3,917.49	\$3,776.58	\$3,797.96
Spending Potential Index	104	100	101
HH Furnishings & Equipment: Total \$	\$231,368,850	\$764,593,679	\$989,823,146
Average Spent	\$1,920.14	\$1,932.27	\$1,940.11
Spending Potential Index	88	89	89
Investments: Total \$	\$163,906,611	\$518,938,432	\$680,029,916
Average Spent	\$1,360.27	\$1,311.45	\$1,332.90
Spending Potential Index	95	91	93
Retail Goods: Total \$	\$2,983,444,236	\$9,791,052,817	\$12,675,276,061
Average Spent	\$24,759.70	\$24,743.75	\$24,844.23
Spending Potential Index	96	96	97
Shelter: Total \$	\$1,833,734,078	\$6,193,168,421	\$7,985,164,540
Average Spent	\$15,218.22	\$15,651.25	\$15,651.35
Spending Potential Index	97	100	100
TV/Video/Sound Equipment: Total \$	\$146,391,380	\$490,648,350	\$631,704,180
Average Spent	\$1,214.91	\$1,239.96	\$1,238.17
Spending Potential Index	100	102	102
Travel: Total \$	\$223,606,049	\$725,912,673	\$941,928,479
Average Spent	\$1,855.71	\$1,834.51	\$1,846.23
Spending Potential Index	100	99	100
Vehicle Maintenance & Repairs: Total \$	\$112,828,608	\$372,630,971	\$481,929,906
Average Spent	\$936.37	\$941.71	\$944.61
Spending Potential Index	100	101	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.