

Ponderay

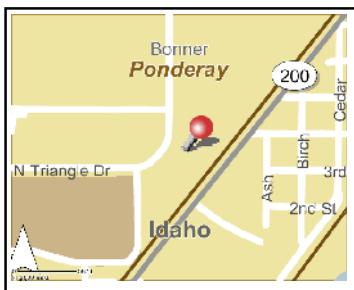
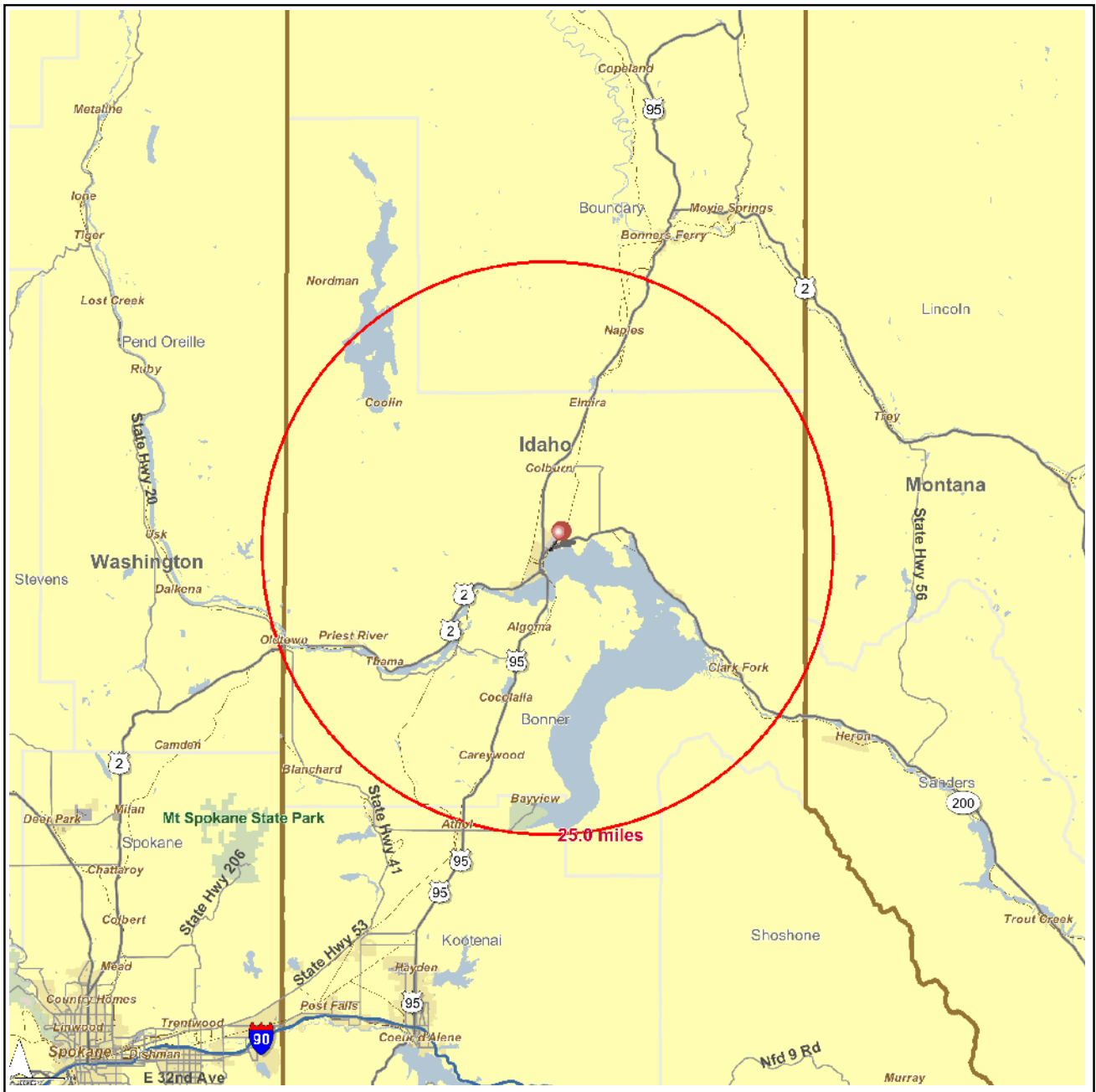
Enhanced Site Map

Prepared by Thomas P. Hix

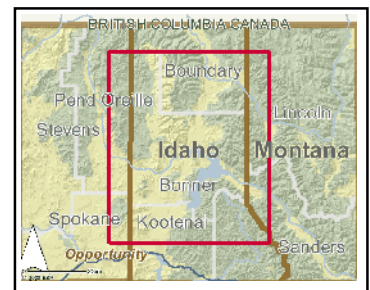
Latitude: 48.303961
Longitude: -116.538642

Ponderay, ID

February 25, 2009



NAI Black
Business Analyst Online



Ponderay
Site Type: Radius

Ponderay, ID
Radius: 25.0 mile

2008 Population

Total Population	42,291
Male Population	50.0%
Female Population	50.0%
Median Age	43.4

2008 Income

Median HH Income	\$41,404
Per Capita Income	\$20,767
Average HH Income	\$50,331

2008 Households

Total Households	17,374
Average Household Size	2.41
1990-2000 Annual Rate	3.54%

2008 Housing

Owner Occupied Housing Units	62.0%
Renter Occupied Housing Units	15.9%
Vacant Housing Units	22.1%

Population

1990 Population	28,103
2000 Population	38,281
2008 Population	42,291
2013 Population	45,036
1990-2000 Annual Rate	3.14%
2000-2008 Annual Rate	1.21%
2008-2013 Annual Rate	1.27%

In the identified market area, the current year population is 42,291. In 2000, the Census count in the market area was 38,281. The rate of change since 2000 was 1.21 percent annually. The five-year projection for the population in the market area is 45,036, representing a change of 1.27 percent annually from 2008 to 2013. Currently, the population is 50.0 percent male and 50.0 percent female.

Households

1990 Households	10,804
2000 Households	15,294
2008 Households	17,374
2013 Households	18,659
1990-2000 Annual Rate	3.54%
2000-2008 Annual Rate	1.56%
2008-2013 Annual Rate	1.44%

The household count in this market area has changed from 15,294 in 2000 to 17,374 in the current year, a change of 1.56 percent annually. The five-year projection of households is 18,659, a change of 1.44 percent annually from the current year total. Average household size is currently 2.41, compared to 2.48 in the year 2000. The number of families in the current year is 11,957 in the market area.

Housing

Currently, 62.0 percent of the 22,294 housing units in the market area are owner occupied; 15.9 percent, renter occupied; and 22.1 percent are vacant. In 2000, there were 19,739 housing units— 60.0 percent owner occupied, 17.7 percent renter occupied and 22.4 percent vacant. The rate of change in housing units since 2000 is 1.49 percent. Median home value in the market area is \$188,568, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 1.21 percent annually to \$200,246. From 2000 to the current year, median home value changed by 6.13 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

Ponderay

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Median Household Income

1990 Median HH Income	\$21,434
2000 Median HH Income	\$33,245
2008 Median HH Income	\$41,404
2013 Median HH Income	\$47,129
1990-2000 Annual Rate	4.49%
2000-2008 Annual Rate	2.7%
2008-2013 Annual Rate	2.62%

Per Capita Income

1990 Per Capita Income	\$10,470
2000 Per Capita Income	\$17,167
2008 Per Capita Income	\$20,767
2013 Per Capita Income	\$23,359
1990-2000 Annual Rate	5.07%
2000-2008 Annual Rate	2.33%
2008-2013 Annual Rate	2.38%

Average Household Income

1990 Average Household Income	\$26,988
2000 Average Household Income	\$41,769
2008 Average HH Income	\$50,331
2013 Average HH Income	\$56,173
1990-2000 Annual Rate	4.46%
2000-2008 Annual Rate	2.29%
2008-2013 Annual Rate	2.22%

Households by Income

Current median household income is \$41,404 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$47,129 in five years. In 2000, median household income was \$33,245, compared to \$21,434 in 1990.

Current average household income is \$50,331 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$56,173 in five years. In 2000, average household income was \$41,769, compared to \$26,988 in 1990.

Current per capita income is \$20,767 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$23,359 in five years. In 2000, the per capita income was \$17,167, compared to \$10,470 in 1990.

Population by Employment

Total Businesses	2,330
Total Employees	10,991

Currently, 97.8 percent of the civilian labor force in the identified market area is employed and 2.2 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 97.8 percent of the civilian labor force, and unemployment will be 2.2 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 59.7 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 54.0 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 16.9 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 29.1 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 72.9 percent of the market area population drove alone to work, and 6.5 percent worked at home. The average travel time to work in 2000 was 25.1 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 12.4 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 35.0 percent were high school graduates only (29.6 percent in the U.S.)
- 7.8 percent had completed an Associate degree (7.2 percent in the U.S.)
- 12.2 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 5.8 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

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Ponderay, ID Site Type: Radius Radius: 25.0 mile

Summary	2000	2008	2013
Population	38,281	42,291	45,036
Households	15,294	17,374	18,659
Families	10,653	11,957	12,739
Average Household Size	2.48	2.41	2.39
Owner Occupied HUs	11,812	13,823	14,659
Renter Occupied HUs	3,482	3,551	3,999
Median Age	40.6	43.4	45.0

Trends: 2008-2013 Annual Rate	Area	State	National
Population	1.27%	2.41%	1.23%
Households	1.44%	2.51%	1.26%
Families	1.28%	2.36%	1.05%
Owner HHs	1.18%	2.25%	1.07%
Median Household Income	2.62%	3.77%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	3,199	20.8%	2,678	15.4%	2,508	13.4%
\$15,000 - \$24,999	2,561	16.7%	2,537	14.6%	2,301	12.3%
\$25,000 - \$34,999	2,254	14.7%	2,213	12.7%	2,148	11.5%
\$35,000 - \$49,999	2,916	19.0%	2,943	16.9%	2,905	15.6%
\$50,000 - \$74,999	2,769	18.0%	4,072	23.4%	4,973	26.7%
\$75,000 - \$99,999	896	5.8%	1,660	9.6%	2,065	11.1%
\$100,000 - \$149,999	543	3.5%	826	4.8%	1,183	6.3%
\$150,000 - \$199,000	95	0.6%	236	1.4%	252	1.4%
\$200,000+	111	0.7%	206	1.2%	322	1.7%
Median Household Income	\$33,245		\$41,404		\$47,129	
Average Household Income	\$41,769		\$50,331		\$56,173	
Per Capita Income	\$17,167		\$20,767		\$23,359	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,222	5.8%	2,390	5.7%	2,491	5.5%
5 - 9	2,517	6.6%	2,446	5.8%	2,490	5.5%
10 - 14	3,164	8.3%	2,816	6.7%	2,921	6.5%
15 - 19	2,887	7.5%	2,825	6.7%	2,803	6.2%
20 - 24	1,606	4.2%	2,247	5.3%	2,180	4.8%
25 - 34	3,706	9.7%	4,082	9.7%	4,541	10.1%
35 - 44	5,992	15.7%	5,248	12.4%	5,071	11.3%
45 - 54	6,798	17.8%	7,703	18.2%	7,550	16.8%
55 - 64	4,332	11.3%	6,690	15.8%	8,059	17.9%
65 - 74	2,926	7.6%	3,349	7.9%	4,141	9.2%
75 - 84	1,625	4.2%	1,796	4.2%	1,948	4.3%
85+	507	1.3%	701	1.7%	841	1.9%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	36,897	96.4%	40,637	96.1%	43,177	95.9%
Black Alone	43	0.1%	61	0.1%	77	0.2%
American Indian Alone	348	0.9%	407	1.0%	451	1.0%
Asian Alone	115	0.3%	154	0.4%	186	0.4%
Pacific Islander Alone	25	0.1%	30	0.1%	34	0.1%
Some Other Race Alone	193	0.5%	252	0.6%	298	0.7%
Two or More Races	660	1.7%	750	1.8%	813	1.8%
Hispanic Origin (Any Race)	756	2.0%	973	2.3%	1,136	2.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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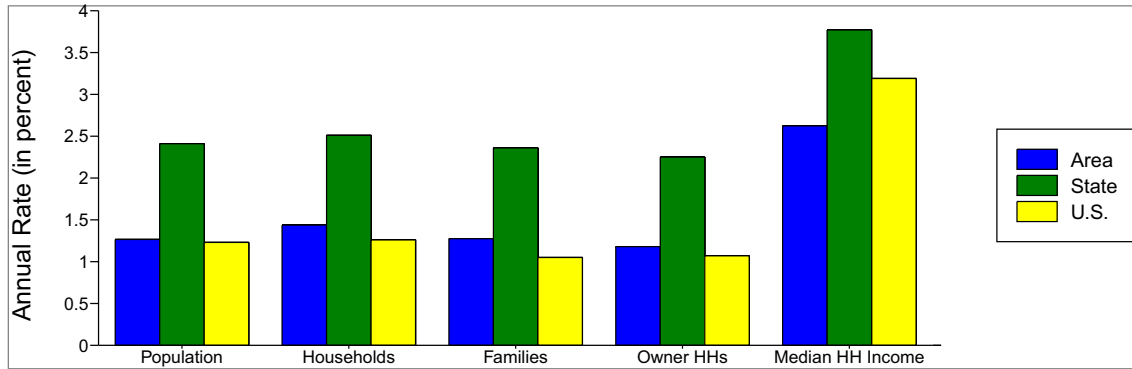
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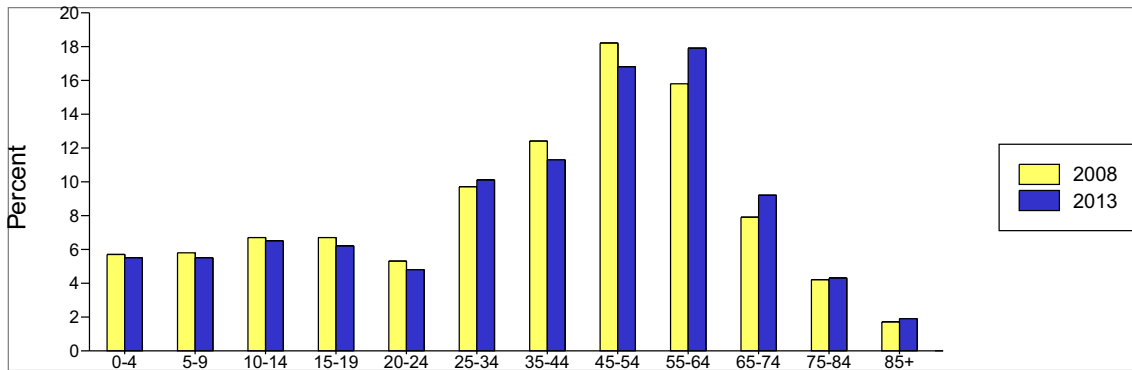
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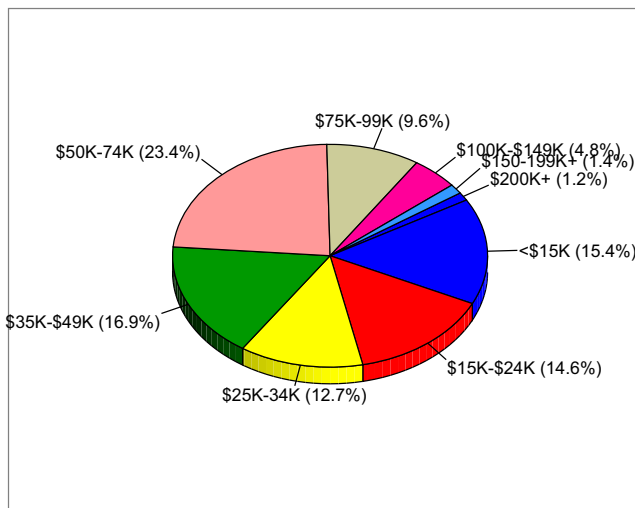
Trends 2008-2013



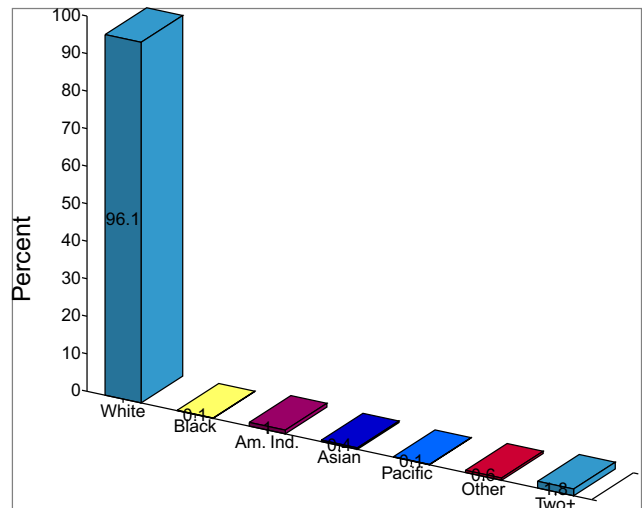
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 2.3%

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2000 Total Population	38,281
2000 Group Quarters	408
2008 Total Population	42,291
2013 Total Population	45,036
2008 - 2013 Annual Rate	1.27%



2000 Households	15,294
2000 Average Household Size	2.48
2008 Households	17,374
2008 Average Household Size	2.41
2013 Households	18,659
2013 Average Household Size	2.39
2008 - 2013 Annual Rate	1.44%
2000 Families	10,653
2000 Average Family Size	2.94
2008 Families	11,957
2008 Average Family Size	2.89
2013 Families	12,739
2013 Average Family Size	2.87
2008 - 2013 Annual Rate	1.28%



2000 Housing Units	19,739
Owner Occupied Housing Units	60.0%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	22.4%
2008 Housing Units	22,294
Owner Occupied Housing Units	62.0%
Renter Occupied Housing Units	15.9%
Vacant Housing Units	22.1%
2013 Housing Units	23,768
Owner Occupied Housing Units	61.7%
Renter Occupied Housing Units	16.8%
Vacant Housing Units	21.5%

Median Household Income

2000	\$33,245
2008	\$41,404
2013	\$47,129

Median Home Value

2000	\$115,397
2008	\$188,568
2013	\$200,246

Per Capita Income

2000	\$17,167
2008	\$20,767
2013	\$23,359

Median Age

2000	40.6
2008	43.4
2013	45.0

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 2008 and 2013.

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2000 Households by Income

Household Income Base	15,344
< \$15,000	20.8%
\$15,000 - \$24,999	16.7%
\$25,000 - \$34,999	14.7%
\$35,000 - \$49,999	19.0%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	5.8%
\$100,000 - \$149,999	3.5%
\$150,000 - \$199,999	0.6%
\$200,000+	0.7%
Average Household Income	\$41,769

2008 Households by Income

Household Income Base	17,371
< \$15,000	15.4%
\$15,000 - \$24,999	14.6%
\$25,000 - \$34,999	12.7%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	23.4%
\$75,000 - \$99,999	9.6%
\$100,000 - \$149,999	4.8%
\$150,000 - \$199,999	1.4%
\$200,000+	1.2%
Average Household Income	\$50,331

2013 Households by Income

Household Income Base	18,657
< \$15,000	13.4%
\$15,000 - \$24,999	12.3%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	26.7%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	6.3%
\$150,000 - \$199,999	1.4%
\$200,000+	1.7%
Average Household Income	\$56,173

2000 Owner Occupied HUs by Value

Total	11,819
<\$50,000	11.8%
\$50,000 - 99,999	30.2%
\$100,000 - 149,999	24.1%
\$150,000 - 199,999	16.0%
\$200,000 - \$299,999	11.1%
\$300,000 - 499,999	4.6%
\$500,000 - 999,999	1.4%
\$1,000,000+	0.8%
Average Home Value	\$148,208

2000 Specified Renter Occupied HUs by Contract Rent

Total	3,211
With Cash Rent	90.8%
No Cash Rent	9.2%
Median Rent	\$432
Average Rent	\$436

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 HUs 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 2008 and 2013.

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2000 Population by Age

Total	38,282
0 - 4	5.8%
5 - 9	6.6%
10 - 14	8.3%
15 - 19	7.5%
20 - 24	4.2%
25 - 34	9.7%
35 - 44	15.7%
45 - 54	17.8%
55 - 64	11.3%
65 - 74	7.6%
75 - 84	4.2%
85+	1.3%
18+	74.3%

2008 Population by Age

Total	42,293
0 - 4	5.7%
5 - 9	5.8%
10 - 14	6.7%
15 - 19	6.7%
20 - 24	5.3%
25 - 34	9.7%
35 - 44	12.4%
45 - 54	18.2%
55 - 64	15.8%
65 - 74	7.9%
75 - 84	4.2%
85+	1.7%
18+	77.5%

2013 Population by Age

Total	45,036
0 - 4	5.5%
5 - 9	5.5%
10 - 14	6.5%
15 - 19	6.2%
20 - 24	4.8%
25 - 34	10.1%
35 - 44	11.3%
45 - 54	16.8%
55 - 64	17.9%
65 - 74	9.2%
75 - 84	4.3%
85+	1.9%
18+	78.3%

2000 Population by Sex

Males	50.1%
Females	49.9%

2008 Population by Sex

Males	50.0%
Females	50.0%

2013 Population by Sex

Males	49.9%
Females	50.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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2000 Population by Race/Ethnicity

Total	38,281
White Alone	96.4%
Black Alone	0.1%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.5%
Two or More Races	1.7%
Hispanic Origin	2.0%
Diversity Index	10.7

2008 Population by Race/Ethnicity

Total	42,291
White Alone	96.1%
Black Alone	0.1%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.6%
Two or More Races	1.8%
Hispanic Origin	2.3%
Diversity Index	11.8

2013 Population by Race/Ethnicity

Total	45,036
White Alone	95.9%
Black Alone	0.2%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.7%
Two or More Races	1.8%
Hispanic Origin	2.5%
Diversity Index	12.6



2000 Population 3+ by School Enrollment

Total	36,871
Enrolled in Nursery/Preschool	1.3%
Enrolled in Kindergarten	1.0%
Enrolled in Grade 1-8	12.6%
Enrolled in Grade 9-12	6.7%
Enrolled in College	1.7%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	76.3%

2008 Population 25+ by Educational Attainment

Total	29,566
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	9.4%
High School Graduate	35.0%
Some College, No Degree	26.8%
Associate Degree	7.8%
Bachelor's Degree	12.2%
Graduate/Professional Degree	5.8%

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 2008 and 2013.

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2008 Population 15+ by Marital Status

Total	34,638
Never Married	19.4%
Married	60.9%
Widowed	5.9%
Divorced	13.7%



2000 Population 16+ by Employment Status

Total	29,776
In Labor Force	59.7%
Civilian Employed	55.1%
Civilian Unemployed	4.6%
In Armed Forces	0.0%
Not in Labor Force	40.3%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	97.8%
Civilian Unemployed	2.2%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	97.8%
Civilian Unemployed	2.2%

2000 Females 16+ by Employment Status and Age of Children

Total	14,983
Own Children < 6 Only	5.9%
Employed/in Armed Forces	3.1%
Unemployed	0.2%
Not in Labor Force	2.6%
Own Children < 6 and 6-17 Only	5.6%
Employed/in Armed Forces	3.0%
Unemployed	0.2%
Not in Labor Force	2.4%
Own Children 6-17 Only	18.6%
Employed/in Armed Forces	13.2%
Unemployed	0.3%
Not in Labor Force	5.1%
No Own Children < 18	69.8%
Employed/in Armed Forces	31.0%
Unemployed	2.5%
Not in Labor Force	36.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.

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2008 Employed Population 16+ by Industry

Total	22,118
Agriculture/Mining	4.7%
Construction	11.2%
Manufacturing	10.1%
Wholesale Trade	1.4%
Retail Trade	15.7%
Transportation/Utilities	4.3%
Information	2.0%
Finance/Insurance/Real Estate	4.7%
Services	42.5%
Public Administration	3.4%

2008 Employed Population 16+ by Occupation

Total	22,119
White Collar	54.0%
Management/Business/Financial	11.1%
Professional	19.7%
Sales	11.1%
Administrative Support	12.0%
Services	16.9%
Blue Collar	29.1%
Farming/Forestry/Fishing	2.5%
Construction/Extraction	9.1%
Installation/Maintenance/Repair	4.6%
Production	6.8%
Transportation/Material Moving	6.1%



2000 Workers 16+ by Means of Transportation to Work

Total	16,094
Drove Alone - Car, Truck, or Van	72.9%
Carpooled - Car, Truck, or Van	14.6%
Public Transportation	0.4%
Walked	3.7%
Other Means	1.9%
Worked at Home	6.5%

2000 Workers 16+ by Travel Time to Work

Total	16,093
Did Not Work at Home	93.5%
Less than 5 minutes	5.5%
5 to 9 minutes	13.9%
10 to 19 minutes	28.2%
20 to 24 minutes	10.7%
25 to 34 minutes	14.5%
35 to 44 minutes	4.3%
45 to 59 minutes	7.5%
60 to 89 minutes	5.2%
90 or more minutes	3.6%
Worked at Home	6.5%
Average Travel Time to Work (in min)	25.1

2000 Households by Vehicles Available

Total	15,283
None	5.0%
1	26.5%
2	41.5%
3	18.8%
4	5.9%
5+	2.2%
Average Number of Vehicles Available	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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2000 Households by Type

Total	15,294
Family Households	69.7%
Married-couple Family	58.0%
With Related Children	23.7%
Other Family (No Spouse)	11.7%
With Related Children	8.8%
Nonfamily Households	30.3%
Householder Living Alone	24.2%
Householder Not Living Alone	6.1%
Households with Related Children	32.5%
Households with Persons 65+	23.5%

2000 Households by Size

Total	15,294
1 Person Household	24.2%
2 Person Household	39.8%
3 Person Household	14.1%
4 Person Household	12.6%
5 Person Household	6.0%
6 Person Household	2.1%
7+ Person Household	1.2%

2000 Households by Year Householder Moved In

Total	15,283
Moved in 1999 to March 2000	19.3%
Moved in 1995 to 1998	29.8%
Moved in 1990 to 1994	21.3%
Moved in 1980 to 1989	15.6%
Moved in 1970 to 1979	8.5%
Moved in 1969 or Earlier	5.5%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	19,686
1, Detached	69.2%
1, Attached	1.1%
2	2.2%
3 or 4	2.2%
5 to 9	1.8%
10 to 19	1.4%
20+	2.0%
Mobile Home	18.7%
Other	1.3%

2000 Housing Units by Year Structure Built

Total	19,721
1999 to March 2000	3.9%
1995 to 1998	12.6%
1990 to 1994	12.1%
1980 to 1989	17.2%
1970 to 1979	24.5%
1969 or Earlier	29.8%
Median Year Structure Built	1978

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

Ponderay

Latitude: 48.303961

Longitude: -116.538642

Ponderay, ID

Radius: 25.0 mile

Top 3 Tapestry Segments

- | | | |
|-----------|--|-----------------------|
| 1. | | Rural Resort Dwellers |
| 2. | | Rooted Rural |
| 3. | | Midland Crowd |



2008 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 \$	\$25,425,216
Average Spent	\$1,463.41
Spending Potential Index	55
Computers & Accessories: Total \$	\$2,652,837
Average Spent	\$152.69
Spending Potential Index	64
Education: Total \$	\$13,922,386
Average Spent	\$801.33
Spending Potential Index	58
Entertainment/Recreation: Total \$	\$46,959,546
Average Spent	\$2,702.86
Spending Potential Index	73
Food at Home: Total \$	\$60,416,701
Average Spent	\$3,477.42
Spending Potential Index	71
Food Away from Home: Total \$	\$40,270,996
Average Spent	\$2,317.89
Spending Potential Index	68
Health Care: Total \$	\$56,778,102
Average Spent	\$3,267.99
Spending Potential Index	80
HH Furnishings & Equipment: Total \$	\$25,044,450
Average Spent	\$1,441.49
Spending Potential Index	63
Investments: Total \$	\$8,923,530
Average Spent	\$513.61
Spending Potential Index	51
Retail Goods: Total \$	\$338,113,614
Average Spent	\$19,460.90
Spending Potential Index	72
Shelter: Total \$	\$164,634,133
Average Spent	\$9,475.89
Spending Potential Index	61
TV/Video/Sound Equipment: Total \$	\$16,784,301
Average Spent	\$966.06
Spending Potential Index	67
Travel: Total \$	\$21,901,933
Average Spent	\$1,260.62
Spending Potential Index	67
Vehicle Maintenance & Repairs: Total \$	\$12,581,937
Average Spent	\$724.18
Spending Potential Index	73

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.