






Parker Square \_2  
 2988 GARNETT AVE  
 WICHITA FALLS, TX 76308

Latitude: 33.88272  
 Longitude: -98.52687  
 Site Type: Rings

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
 2000 Total Population	8,818	58,084	86,592
2000 Group Quarters	699	1,906	2,678
2009 Total Population	8,428	57,109	85,124
2014 Total Population	8,208	56,063	83,677
2009 - 2014 Annual Rate	-0.53%	-0.37%	-0.34%
 2000 Households	3,531	24,037	34,952
2000 Average Household Size	2.3	2.34	2.4
2009 Households	3,383	23,986	34,962
2009 Average Household Size	2.28	2.3	2.36
2014 Households	3,290	23,630	34,508
2014 Average Household Size	2.28	2.29	2.35
2009 - 2014 Annual Rate	-0.56%	-0.3%	-0.26%
2000 Families	2,117	14,997	22,614
2000 Average Family Size	2.93	2.95	2.99
2009 Families	1,978	14,713	22,263
2009 Average Family Size	2.94	2.93	2.96
2014 Families	1,892	14,310	21,713
2014 Average Family Size	2.95	2.93	2.96
2009 - 2014 Annual Rate	-0.89%	-0.55%	-0.5%
 <b>2000 Housing Units</b>	3,951	26,581	38,700
Owner Occupied Housing Units	52.4%	53.6%	54.8%
Renter Occupied Housing Units	37.6%	36.8%	35.6%
Vacant Housing Units	10.0%	9.6%	9.6%
<b>2009 Housing Units</b>	4,009	27,839	40,609
Owner Occupied Housing Units	48.6%	50.1%	51.3%
Renter Occupied Housing Units	35.8%	36.1%	34.8%
Vacant Housing Units	15.6%	13.8%	13.9%
<b>2014 Housing Units</b>	4,009	27,956	40,841
Owner Occupied Housing Units	49.8%	50.7%	51.9%
Renter Occupied Housing Units	32.3%	33.8%	32.6%
Vacant Housing Units	17.9%	15.5%	15.5%
<b>Median Household Income</b>			
2000	\$33,063	\$33,396	\$32,701
2009	\$43,999	\$43,156	\$42,283
2014	\$47,248	\$46,637	\$46,179
<b>Median Home Value</b>			
2000	\$54,557	\$67,691	\$61,560
2009	\$63,241	\$78,478	\$72,789
2014	\$67,609	\$85,235	\$79,469
<b>Per Capita Income</b>			
2000	\$19,761	\$19,292	\$17,927
2009	\$26,225	\$24,230	\$22,615
2014	\$27,062	\$24,845	\$23,214
<b>Median Age</b>			
2000	31.7	35.7	35.3
2009	33.0	36.7	36.2
2014	34.0	37.2	36.6

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: 3 Miles

Radius: 5 Miles



**2000 Households by Income**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Household Income Base	3,522	24,118	35,033
< \$15,000	18.3%	19.6%	20.5%
\$15,000 - \$24,999	15.6%	16.1%	16.2%
\$25,000 - \$34,999	19.3%	16.4%	16.5%
\$35,000 - \$49,999	19.4%	18.0%	17.8%
\$50,000 - \$74,999	13.8%	16.1%	16.6%
\$75,000 - \$99,999	3.9%	6.3%	6.2%
\$100,000 - \$149,999	4.5%	4.3%	3.6%
\$150,000 - \$199,999	2.3%	1.4%	1.0%
\$200,000+	2.8%	1.8%	1.5%
Average Household Income	\$48,159	\$45,697	\$43,685

**2009 Households by Income**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Household Income Base	3,383	23,986	34,961
< \$15,000	12.7%	14.0%	14.9%
\$15,000 - \$24,999	10.9%	11.2%	11.3%
\$25,000 - \$34,999	13.3%	13.9%	13.8%
\$35,000 - \$49,999	21.8%	19.6%	19.5%
\$50,000 - \$74,999	19.5%	19.1%	19.4%
\$75,000 - \$99,999	9.8%	11.0%	11.2%
\$100,000 - \$149,999	4.3%	6.5%	6.1%
\$150,000 - \$199,999	3.7%	2.3%	1.8%
\$200,000+	4.0%	2.3%	1.8%
Average Household Income	\$61,638	\$56,701	\$54,243

**2014 Households by Income**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Household Income Base	3,289	23,629	34,506
< \$15,000	11.0%	12.5%	13.3%
\$15,000 - \$24,999	10.5%	11.0%	11.1%
\$25,000 - \$34,999	12.0%	12.5%	12.4%
\$35,000 - \$49,999	21.7%	20.0%	19.8%
\$50,000 - \$74,999	25.0%	23.6%	24.0%
\$75,000 - \$99,999	8.5%	9.9%	10.1%
\$100,000 - \$149,999	3.8%	5.9%	5.5%
\$150,000 - \$199,999	3.6%	2.3%	1.9%
\$200,000+	4.0%	2.3%	1.8%
Average Household Income	\$63,319	\$57,790	\$55,316

**2000 Owner Occupied HUs by Value**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	2,001	14,175	21,152
<\$50,000	45.6%	33.9%	37.6%
\$50,000 - 99,999	27.6%	41.1%	41.9%
\$100,000 - 149,999	10.8%	13.7%	12.0%
\$150,000 - 199,999	6.2%	5.8%	4.2%
\$200,000 - \$299,999	5.2%	3.4%	2.6%
\$300,000 - 499,999	3.8%	1.9%	1.4%
\$500,000 - 999,999	0.7%	0.3%	0.2%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$91,505	\$85,513	\$77,863

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

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	1,531	9,818	13,746
With Cash Rent	92.9%	92.9%	93.0%
No Cash Rent	7.1%	7.1%	7.0%
Median Rent	\$452	\$409	\$398
Average Rent	\$467	\$457	\$435

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: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2000 Population by Age</b>			
Total	8,820	58,083	86,593
Age 0 - 4	6.7%	6.9%	7.2%
Age 5 - 9	5.9%	6.5%	7.0%
Age 10 - 14	5.6%	6.5%	7.0%
Age 15 - 19	9.7%	7.6%	7.5%
Age 20 - 24	12.2%	8.6%	7.8%
Age 25 - 34	14.2%	13.0%	13.0%
Age 35 - 44	12.8%	14.6%	15.2%
Age 45 - 54	11.4%	13.0%	12.8%
Age 55 - 64	7.5%	8.1%	8.2%
Age 65 - 74	7.0%	7.6%	7.5%
Age 75 - 84	5.3%	5.6%	5.0%
Age 85+	1.8%	2.1%	1.8%
Age 18+	78.3%	76.0%	74.4%
<b>2009 Population by Age</b>			
Total	8,428	57,107	85,127
Age 0 - 4	6.6%	6.9%	7.2%
Age 5 - 9	6.0%	6.1%	6.6%
Age 10 - 14	5.7%	6.0%	6.4%
Age 15 - 19	9.4%	7.0%	7.1%
Age 20 - 24	10.5%	8.3%	7.8%
Age 25 - 34	14.7%	13.7%	13.3%
Age 35 - 44	12.0%	11.8%	12.2%
Age 45 - 54	12.7%	14.0%	14.2%
Age 55 - 64	9.6%	11.1%	11.0%
Age 65 - 74	6.2%	7.0%	6.8%
Age 75 - 84	4.7%	5.4%	5.0%
Age 85+	2.0%	2.6%	2.3%
Age 18+	78.5%	77.3%	75.9%
<b>2014 Population by Age</b>			
Total	8,210	56,061	83,676
Age 0 - 4	6.4%	6.8%	7.1%
Age 5 - 9	5.9%	6.1%	6.6%
Age 10 - 14	5.9%	6.0%	6.5%
Age 15 - 19	9.5%	6.7%	6.8%
Age 20 - 24	10.6%	8.3%	7.8%
Age 25 - 34	13.0%	13.4%	13.3%
Age 35 - 44	12.6%	11.8%	12.0%
Age 45 - 54	11.6%	12.3%	12.5%
Age 55 - 64	10.9%	12.4%	12.3%
Age 65 - 74	7.3%	8.5%	8.2%
Age 75 - 84	4.3%	5.0%	4.7%
Age 85+	1.9%	2.7%	2.3%
Age 18+	78.4%	77.6%	76.1%
<b>2000 Population by Sex</b>			
Males	48.0%	48.1%	48.2%
Females	52.0%	51.9%	51.8%
<b>2009 Population by Sex</b>			
Males	48.3%	48.4%	48.5%
Females	51.7%	51.6%	51.5%
<b>2014 Population by Sex</b>			
Males	48.5%	48.5%	48.5%
Females	51.5%	51.5%	51.5%

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	8,818	58,084	86,591
White Alone	81.7%	82.0%	77.1%
Black Alone	4.0%	5.1%	10.2%
American Indian Alone	1.2%	0.9%	0.9%
Asian or Pacific Islander Alone	2.5%	2.1%	2.1%
Some Other Race Alone	7.7%	7.0%	6.9%
Two or More Races	2.9%	2.8%	2.8%
Hispanic Origin	14.1%	13.9%	13.9%
Diversity Index	49.3	48.6	53.9

**2009 Population by Race/Ethnicity**

Total	8,428	57,107	85,125
White Alone	76.4%	77.4%	73.1%
Black Alone	4.6%	5.8%	10.5%
American Indian Alone	1.4%	1.0%	1.0%
Asian or Pacific Islander Alone	3.3%	2.8%	2.7%
Some Other Race Alone	10.7%	9.5%	9.2%
Two or More Races	3.6%	3.5%	3.5%
Hispanic Origin	19.4%	18.7%	18.4%
Diversity Index	59.7	58.0	61.7

**2014 Population by Race/Ethnicity**

Total	8,208	56,062	83,677
White Alone	73.3%	74.7%	70.7%
Black Alone	4.8%	6.1%	10.7%
American Indian Alone	1.5%	1.1%	1.1%
Asian or Pacific Islander Alone	3.8%	3.2%	3.1%
Some Other Race Alone	12.6%	11.1%	10.6%
Two or More Races	4.0%	3.9%	3.9%
Hispanic Origin	22.7%	21.6%	21.1%
Diversity Index	64.9	62.8	65.9



**2000 Population 3+ by School Enrollment**

Total	8,508	55,756	82,979
Enrolled in Nursery/Preschool	2.7%	1.8%	1.9%
Enrolled in Kindergarten	1.5%	1.6%	1.6%
Enrolled in Grade 1-8	9.7%	10.9%	11.8%
Enrolled in Grade 9-12	5.4%	5.7%	6.0%
Enrolled in College	14.3%	7.5%	6.5%
Enrolled in Grad/Prof School	1.2%	1.1%	0.9%
Not Enrolled in School	65.3%	71.4%	71.2%

**2009 Population 25+ by Educational Attainment**

Total	5,210	37,491	55,218
Less than 9th Grade	5.1%	6.2%	6.6%
9th - 12th Grade, No Diploma	10.8%	9.6%	11.0%
High School Graduate	24.9%	28.7%	30.4%
Some College, No Degree	26.1%	24.0%	23.1%
Associate Degree	5.8%	5.6%	5.7%
Bachelor's Degree	18.0%	17.8%	16.4%
Graduate/Professional Degree	9.3%	8.1%	6.7%



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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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2009 Population 15+ by Marital Status</b>			
 Total	6,885	46,239	67,925
Never Married	26.2%	25.1%	24.6%
Married	53.7%	54.6%	55.3%
Widowed	7.6%	7.7%	7.2%
Divorced	12.6%	12.6%	12.9%
<b>2000 Population 16+ by Employment Status</b>			
 Total	7,117	45,782	67,224
In Labor Force	64.1%	64.0%	63.7%
Civilian Employed	53.1%	57.5%	57.5%
Civilian Unemployed	8.4%	4.3%	4.1%
In Armed Forces	2.6%	2.2%	2.2%
Not in Labor Force	35.9%	36.0%	36.3%
<b>2009 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.6%	92.0%	91.9%
Civilian Unemployed	6.4%	8.0%	8.1%
<b>2014 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.6%	94.5%	94.4%
Civilian Unemployed	4.4%	5.5%	5.6%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	3,835	24,310	35,429
Own Children < 6 Only	8.0%	8.0%	8.1%
Employed/in Armed Forces	4.6%	4.8%	4.8%
Unemployed	0.2%	0.4%	0.4%
Not in Labor Force	3.2%	2.8%	2.9%
Own Children < 6 and 6-17 Only	4.3%	5.0%	5.6%
Employed/in Armed Forces	2.7%	3.3%	3.8%
Unemployed	0.2%	0.2%	0.3%
Not in Labor Force	1.4%	1.4%	1.6%
Own Children 6-17 Only	13.7%	16.3%	17.4%
Employed/in Armed Forces	9.6%	11.7%	12.7%
Unemployed	0.2%	0.6%	0.7%
Not in Labor Force	4.0%	4.0%	4.0%
No Own Children < 18	74.0%	70.7%	68.9%
Employed/in Armed Forces	30.0%	32.2%	31.8%
Unemployed	7.6%	2.4%	2.4%
Not in Labor Force	36.3%	36.1%	34.7%

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: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,911	27,085	39,719
Agriculture/Mining	3.9%	2.3%	2.1%
Construction	5.7%	6.2%	6.6%
Manufacturing	7.2%	7.8%	8.0%
Wholesale Trade	2.7%	2.3%	2.4%
Retail Trade	12.8%	13.2%	13.0%
Transportation/Utilities	3.3%	3.0%	3.3%
Information	1.8%	1.4%	1.4%
Finance/Insurance/Real Estate	8.5%	6.8%	6.5%
Services	49.2%	50.5%	49.8%
Public Administration	5.0%	6.4%	6.9%

**2009 Employed Population 16+ by Occupation**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,913	27,088	39,720
White Collar	56.7%	57.6%	55.6%
Management/Business/Financial	11.7%	12.2%	11.3%
Professional	21.3%	21.7%	20.5%
Sales	12.8%	12.6%	12.5%
Administrative Support	10.9%	11.1%	11.3%
Services	22.3%	21.8%	22.4%
Blue Collar	21.0%	20.6%	22.0%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	6.1%	5.6%	5.9%
Installation/Maintenance/Repair	4.3%	3.2%	3.6%
Production	6.7%	7.1%	7.7%
Transportation/Material Moving	3.8%	4.4%	4.6%



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

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,890	26,832	39,318
Drove Alone - Car, Truck, or Van	83.3%	83.7%	83.7%
Carpooled - Car, Truck, or Van	12.9%	11.0%	11.4%
Public Transportation	0.1%	0.3%	0.4%
Walked	1.4%	1.9%	1.7%
Other Means	1.0%	0.8%	0.7%
Worked at Home	1.4%	2.3%	2.1%

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

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,891	26,831	39,319
Did Not Work at Home	98.6%	97.7%	97.9%
Less than 5 minutes	3.9%	3.6%	3.4%
5 to 9 minutes	23.3%	19.7%	17.1%
10 to 19 minutes	49.1%	51.3%	52.6%
20 to 24 minutes	10.6%	11.4%	12.7%
25 to 34 minutes	6.9%	6.6%	7.0%
35 to 44 minutes	0.4%	0.7%	0.7%
45 to 59 minutes	1.2%	1.2%	1.3%
60 to 89 minutes	1.1%	1.5%	1.6%
90 or more minutes	2.1%	1.6%	1.6%
Worked at Home	1.4%	2.3%	2.1%
Average Travel Time to Work (in min)	16.3	16.2	16.6

**2000 Households by Vehicles Available**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,527	24,005	34,937
None	6.1%	7.6%	7.8%
1	41.9%	39.0%	38.4%
2	38.5%	39.1%	38.8%
3	11.1%	11.0%	11.6%
4	1.2%	2.6%	2.6%
5+	1.3%	0.7%	0.8%
Average Number of Vehicles Available	1.6	1.6	1.7

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: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,531	24,038	34,951
Family Households	60.0%	62.4%	64.7%
Married-couple Family	44.9%	47.7%	48.4%
With Related Children	19.4%	21.5%	22.5%
Other Family (No Spouse)	15.0%	14.7%	16.3%
With Related Children	10.4%	10.2%	11.5%
Nonfamily Households	40.0%	37.6%	35.3%
Householder Living Alone	33.0%	31.4%	29.7%
Householder Not Living Alone	7.1%	6.2%	5.6%
Households with Related Children	29.7%	31.7%	34.0%
Households with Persons 65+	26.3%	26.4%	25.2%

**2000 Households by Size**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,531	24,037	34,952
1 Person Household	33.0%	31.4%	29.7%
2 Person Household	34.6%	33.8%	33.0%
3 Person Household	14.3%	15.3%	16.1%
4 Person Household	11.3%	12.1%	12.8%
5 Person Household	4.4%	4.9%	5.4%
6 Person Household	1.6%	1.7%	1.9%
7+ Person Household	0.7%	0.8%	1.0%

**2000 Households by Year Householder Moved In**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,529	24,004	34,936
Moved in 1999 to March 2000	30.4%	27.1%	26.5%
Moved in 1995 to 1998	26.0%	27.0%	26.9%
Moved in 1990 to 1994	9.7%	13.1%	13.4%
Moved in 1980 to 1989	13.2%	13.9%	14.0%
Moved in 1970 to 1979	7.0%	9.1%	9.7%
Moved in 1969 or Earlier	13.7%	9.8%	9.5%
Median Year Householder Moved In	1996	1996	1996



**2000 Housing Units by Units in Structure**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,963	26,540	38,652
1, Detached	77.1%	71.7%	72.7%
1, Attached	2.4%	2.6%	2.1%
2	4.8%	3.8%	3.7%
3 or 4	3.2%	3.9%	3.8%
5 to 9	3.2%	6.1%	6.2%
10 to 19	2.8%	2.9%	2.5%
20+	6.2%	7.8%	6.5%
Mobile Home	0.3%	1.1%	2.2%
Other	0.0%	0.2%	0.2%

**2000 Housing Units by Year Structure Built**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,987	26,545	38,696
1999 to March 2000	0.5%	0.8%	0.8%
1995 to 1998	3.8%	4.4%	4.3%
1990 to 1994	1.1%	2.1%	2.7%
1980 to 1989	8.9%	14.8%	15.1%
1970 to 1979	7.4%	18.4%	19.9%
1969 or Earlier	78.2%	59.5%	57.2%
Median Year Structure Built	1954	1963	1965

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



Parker Square \_2  
 2988 GARNETT AVE  
 WICHITA FALLS, TX 76308

Latitude: 33.88272  
 Longitude: -98.52687  
 Site Type: Rings


Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

Top 3 Tapestry Segments

1.	Home Town	Home Town	Home Town
2.	Metropolitans	Rustbelt Retirees	Rustbelt Traditions
3.	Rustbelt Retirees	Rustbelt Traditions	Milk and Cookies

 **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: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Apparel & Services: Total \$	\$5,314,519	\$34,565,111	\$48,051,144
Average Spent	\$1,570.95	\$1,441.05	\$1,374.38
Spending Potential Index	63	58	55
Computers & Accessories: Total \$	\$694,172	\$4,461,946	\$6,187,284
Average Spent	\$205.19	\$186.02	\$176.97
Spending Potential Index	90	82	78
Education: Total \$	\$3,963,249	\$25,076,548	\$34,368,062
Average Spent	\$1,171.52	\$1,045.47	\$983.01
Spending Potential Index	93	83	78
Entertainment/Recreation: Total \$	\$9,675,405	\$62,511,908	\$87,160,437
Average Spent	\$2,860.01	\$2,606.18	\$2,493.00
Spending Potential Index	88	80	77
Food at Home: Total \$	\$13,956,866	\$90,818,410	\$126,462,369
Average Spent	\$4,125.59	\$3,786.31	\$3,617.14
Spending Potential Index	90	83	79
Food Away from Home: Total \$	\$10,146,295	\$65,816,427	\$91,608,721
Average Spent	\$2,999.20	\$2,743.95	\$2,620.24
Spending Potential Index	90	82	79
Health Care: Total \$	\$11,706,683	\$75,395,658	\$105,022,765
Average Spent	\$3,460.44	\$3,143.32	\$3,003.91
Spending Potential Index	92	83	80
HH Furnishings & Equipment: Total \$	\$5,554,224	\$36,258,616	\$50,732,038
Average Spent	\$1,641.80	\$1,511.66	\$1,451.06
Spending Potential Index	76	70	67
Investments: Total \$	\$3,679,061	\$24,199,627	\$33,621,653
Average Spent	\$1,087.51	\$1,008.91	\$961.66
Spending Potential Index	76	70	67
Retail Goods: Total \$	\$73,638,141	\$476,518,132	\$666,259,597
Average Spent	\$21,767.11	\$19,866.51	\$19,056.68
Spending Potential Index	85	77	74
Shelter: Total \$	\$44,531,147	\$296,287,627	\$411,194,150
Average Spent	\$13,163.21	\$12,352.52	\$11,761.17
Spending Potential Index	84	79	75
TV/Video/Sound Equipment: Total \$	\$3,763,384	\$24,233,112	\$33,748,512
Average Spent	\$1,112.44	\$1,010.30	\$965.29
Spending Potential Index	92	83	79
Travel: Total \$	\$5,135,832	\$33,959,521	\$47,088,193
Average Spent	\$1,518.13	\$1,415.81	\$1,346.84
Spending Potential Index	82	77	73
Vehicle Maintenance & Repairs: Total \$	\$2,811,789	\$18,236,911	\$25,401,716
Average Spent	\$831.15	\$760.31	\$726.55
Spending Potential Index	89	81	78

**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.