



Prescott Valley Civic Center
Latitude: 34.594608
Longitude: -112.336404

7501 E Civic Cir
Prescott Valley, AZ 863
Radius: 5 Miles

7501 E Civic Cir
Prescott Valley, AZ 863
Radius: 10 Miles

7501 E Civic Cir
Prescott Valley, AZ 863
Radius: 20 Miles



2000 Total Population	31,823	70,913	106,533
2000 Group Quarters	286	2,477	2,666
2009 Total Population	47,991	99,349	148,254
2014 Total Population	56,505	115,103	172,135
2009 - 2014 Annual Rate	3.32%	2.99%	3.03%



2000 Households	12,390	29,612	44,194
2000 Average Household Size	2.55	2.31	2.35
2009 Households	18,517	41,089	60,906
2009 Average Household Size	2.58	2.36	2.39
2014 Households	21,851	47,681	70,808
2014 Average Household Size	2.57	2.36	2.39
2009 - 2014 Annual Rate	3.37%	3.02%	3.06%
2000 Families	9,057	19,363	29,905
2000 Average Family Size	2.91	2.78	2.79
2009 Families	13,294	26,796	40,631
2009 Average Family Size	2.97	2.83	2.85
2014 Families	15,489	30,824	46,726
2014 Average Family Size	2.97	2.84	2.86
2009 - 2014 Annual Rate	3.1%	2.84%	2.83%



2000 Housing Units	13,331	33,710	50,726
Owner Occupied Housing Units	67.7%	60.9%	64.5%
Renter Occupied Housing Units	24.6%	26.9%	22.7%
Vacant Housing Units	7.7%	12.2%	12.9%
2009 Housing Units	20,468	47,386	70,738
Owner Occupied Housing Units	67.0%	61.5%	64.1%
Renter Occupied Housing Units	23.4%	25.2%	22.0%
Vacant Housing Units	9.5%	13.3%	13.9%
2014 Housing Units	24,129	54,821	81,930
Owner Occupied Housing Units	66.7%	61.7%	64.1%
Renter Occupied Housing Units	23.9%	25.3%	22.3%
Vacant Housing Units	9.4%	13.0%	13.6%

Median Household Income

2000	\$34,865	\$34,673	\$35,645
2009	\$47,395	\$46,756	\$47,585
2014	\$51,092	\$50,721	\$51,322

Median Home Value

2000	\$100,260	\$116,956	\$119,716
2009	\$138,051	\$155,803	\$158,538
2014	\$148,990	\$169,654	\$172,154

Per Capita Income

2000	\$17,334	\$19,694	\$20,062
2009	\$23,276	\$25,746	\$25,831
2014	\$24,474	\$27,114	\$27,117

Median Age

2000	39.6	43.4	44.1
2009	42.8	46.7	47.4
2014	44.1	48.3	49.1

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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2000 Households by Income

Household Income Base	7501 E Civic Cir (5 Miles)	7501 E Civic Cir (10 Miles)	7501 E Civic Cir (20 Miles)
< \$15,000	12,390 (14.6%)	29,680 (17.3%)	44,194 (16.4%)
\$15,000 - \$24,999	17.3%	16.9%	16.4%
\$25,000 - \$34,999	18.3%	16.2%	16.1%
\$35,000 - \$49,999	21.7%	19.1%	18.9%
\$50,000 - \$74,999	16.5%	16.2%	16.9%
\$75,000 - \$99,999	6.2%	6.7%	7.4%
\$100,000 - \$149,999	3.7%	4.9%	5.1%
\$150,000 - \$199,999	0.5%	1.0%	1.0%
\$200,000+	1.2%	1.7%	1.8%
Average Household Income	\$43,513	\$45,903	\$47,446

2009 Households by Income

Household Income Base	7501 E Civic Cir (5 Miles)	7501 E Civic Cir (10 Miles)	7501 E Civic Cir (20 Miles)
< \$15,000	18,518 (8.0%)	41,089 (10.0%)	60,906 (10.0%)
\$15,000 - \$24,999	12.6%	12.8%	12.1%
\$25,000 - \$34,999	12.6%	12.6%	12.6%
\$35,000 - \$49,999	20.3%	18.5%	18.2%
\$50,000 - \$74,999	23.8%	21.2%	21.5%
\$75,000 - \$99,999	11.1%	11.4%	11.6%
\$100,000 - \$149,999	7.9%	8.5%	9.1%
\$150,000 - \$199,999	2.1%	2.6%	2.6%
\$200,000+	1.7%	2.4%	2.4%
Average Household Income	\$59,154	\$61,227	\$62,134

2014 Households by Income

Household Income Base	7501 E Civic Cir (5 Miles)	7501 E Civic Cir (10 Miles)	7501 E Civic Cir (20 Miles)
< \$15,000	21,850 (7.7%)	47,681 (9.6%)	70,808 (9.6%)
\$15,000 - \$24,999	11.6%	11.9%	11.2%
\$25,000 - \$34,999	10.8%	11.0%	10.9%
\$35,000 - \$49,999	17.8%	16.3%	16.1%
\$50,000 - \$74,999	28.1%	25.1%	25.2%
\$75,000 - \$99,999	11.6%	11.9%	12.1%
\$100,000 - \$149,999	8.1%	8.7%	9.2%
\$150,000 - \$199,999	2.4%	2.9%	2.9%
\$200,000+	1.9%	2.6%	2.6%
Average Household Income	\$62,059	\$64,455	\$65,199

2000 Owner Occupied HUs by Value

Total	7501 E Civic Cir (5 Miles)	7501 E Civic Cir (10 Miles)	7501 E Civic Cir (20 Miles)
<\$50,000	9,087 (7.3%)	20,628 (8.8%)	32,736 (9.6%)
\$50,000 - 99,999	42.5%	31.0%	29.0%
\$100,000 - 149,999	32.7%	27.8%	27.1%
\$150,000 - 199,999	11.4%	16.5%	16.1%
\$200,000 - \$299,999	4.1%	10.8%	11.6%
\$300,000 - 499,999	1.5%	4.2%	5.3%
\$500,000 - 999,999	0.3%	0.9%	1.2%
\$1,000,000+	0.1%	0.1%	0.1%
Average Home Value	\$115,116	\$139,627	\$145,011

2000 Specified Renter Occupied HUs by Contract Rent

Total	7501 E Civic Cir (5 Miles)	7501 E Civic Cir (10 Miles)	7501 E Civic Cir (20 Miles)
Total	3,293	8,989	11,385
With Cash Rent	96.4%	95.5%	93.4%
No Cash Rent	3.6%	4.5%	6.6%
Median Rent	\$557	\$522	\$519
Average Rent	\$557	\$562	\$552

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

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Total	31,825	70,913	106,533
0 - 4	7.0%	5.3%	5.2%
5 - 9	7.1%	5.7%	5.7%
10 - 14	7.0%	6.1%	6.4%
15 - 19	6.2%	6.5%	6.4%
20 - 24	4.8%	6.1%	5.2%
25 - 34	11.6%	9.8%	9.2%
35 - 44	14.1%	12.8%	13.0%
45 - 54	12.0%	13.4%	14.2%
55 - 64	10.5%	12.0%	12.6%
65 - 74	11.3%	12.1%	12.1%
75 - 84	6.8%	8.1%	7.9%
85+	1.5%	2.3%	2.0%
18+	74.7%	79.4%	78.7%

2009 Population by Age

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Total	47,991	99,349	148,254
0 - 4	6.5%	5.1%	5.0%
5 - 9	6.2%	5.0%	5.1%
10 - 14	6.3%	5.4%	5.5%
15 - 19	6.2%	6.0%	5.9%
20 - 24	5.4%	5.6%	5.2%
25 - 34	10.3%	9.8%	9.3%
35 - 44	11.8%	10.7%	10.5%
45 - 54	13.8%	14.2%	14.7%
55 - 64	13.4%	15.2%	16.2%
65 - 74	10.3%	11.5%	11.8%
75 - 84	7.4%	8.3%	7.9%
85+	2.4%	3.1%	2.9%
18+	76.9%	81.0%	80.7%

2014 Population by Age

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Total	56,505	115,103	172,135
0 - 4	6.3%	5.0%	4.9%
5 - 9	6.0%	4.9%	5.0%
10 - 14	6.1%	5.3%	5.4%
15 - 19	5.7%	5.4%	5.4%
20 - 24	5.5%	5.5%	5.0%
25 - 34	10.7%	9.7%	9.5%
35 - 44	10.8%	10.3%	10.0%
45 - 54	12.6%	12.6%	12.9%
55 - 64	14.9%	16.4%	17.1%
65 - 74	11.9%	13.6%	14.1%
75 - 84	6.9%	8.0%	7.6%
85+	2.6%	3.3%	3.0%
18+	77.8%	81.6%	81.4%

2000 Population by Sex

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Males	48.9%	49.4%	49.2%
Females	51.1%	50.6%	50.8%

2009 Population by Sex

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Males	48.8%	49.2%	49.1%
Females	51.2%	50.8%	50.9%

2014 Population by Sex

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Males	49.0%	49.3%	49.2%
Females	51.0%	50.7%	50.8%

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2000 Population by Race/Ethnicity

Total	31,823	70,913	106,533
White Alone	91.4%	92.1%	92.6%
Black Alone	0.4%	0.5%	0.4%
American Indian Alone	0.9%	1.3%	1.4%
Asian or Pacific Islander Alone	0.6%	0.7%	0.6%
Some Other Race Alone	4.5%	3.5%	3.1%
Two or More Races	2.2%	1.9%	1.8%
Hispanic Origin	10.7%	9.3%	8.8%
Diversity Index	32.5	29.4	28.0

2009 Population by Race/Ethnicity

Total	47,992	99,349	148,254
White Alone	89.6%	90.6%	91.1%
Black Alone	0.5%	0.5%	0.4%
American Indian Alone	0.9%	1.2%	1.4%
Asian or Pacific Islander Alone	0.8%	1.0%	0.8%
Some Other Race Alone	5.7%	4.5%	4.1%
Two or More Races	2.5%	2.2%	2.2%
Hispanic Origin	13.4%	11.7%	11.5%
Diversity Index	38.2	34.9	33.9

2014 Population by Race/Ethnicity

Total	56,505	115,103	172,135
White Alone	88.8%	89.8%	90.4%
Black Alone	0.5%	0.5%	0.5%
American Indian Alone	0.9%	1.2%	1.4%
Asian or Pacific Islander Alone	0.9%	1.1%	0.9%
Some Other Race Alone	6.3%	5.0%	4.6%
Two or More Races	2.6%	2.4%	2.3%
Hispanic Origin	14.8%	12.9%	12.8%
Diversity Index	40.9	37.4	36.5



2000 Population 3+ by School Enrollment

Total	30,520	68,819	103,328
Enrolled in Nursery/Preschool	1.2%	1.1%	1.3%
Enrolled in Kindergarten	1.4%	1.0%	1.1%
Enrolled in Grade 1-8	11.8%	9.8%	10.3%
Enrolled in Grade 9-12	5.6%	5.0%	5.3%
Enrolled in College	3.3%	6.4%	5.6%
Enrolled in Grad/Prof School	0.5%	0.6%	0.6%
Not Enrolled in School	76.3%	76.0%	75.7%

2009 Population 25+ by Educational Attainment

Total	33,332	72,386	108,547
Less than 9th Grade	3.7%	3.4%	3.3%
9th - 12th Grade, No Diploma	8.6%	7.4%	7.6%
High School Graduate	33.2%	29.5%	29.8%
Some College, No Degree	28.4%	28.1%	27.6%
Associate Degree	8.0%	8.3%	8.4%
Bachelor's Degree	11.5%	14.5%	14.4%
Graduate/Professional Degree	6.6%	8.9%	9.1%

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

Total	38,891	83,883	125,038
Never Married	19.3%	21.7%	20.4%
Married	60.9%	56.8%	59.0%
Widowed	7.1%	8.2%	7.5%
Divorced	12.7%	13.3%	13.1%



2000 Population 16+ by Employment Status

Total	24,637	58,063	86,369
In Labor Force	53.9%	51.5%	51.8%
Civilian Employed	51.3%	49.0%	49.4%
Civilian Unemployed	2.5%	2.4%	2.4%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	46.1%	48.5%	48.2%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	92.7%	92.9%	92.9%
Civilian Unemployed	7.3%	7.1%	7.1%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	95.0%	95.2%	95.2%
Civilian Unemployed	5.0%	4.8%	4.8%

2000 Females 16+ by Employment Status and Age of Children

Total	12,853	29,960	44,728
Own Children < 6 Only	7.2%	5.3%	5.1%
Employed/in Armed Forces	3.8%	2.8%	2.7%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	3.3%	2.3%	2.2%
Own Children < 6 and 6-17 Only	6.2%	4.5%	4.6%
Employed/in Armed Forces	2.5%	2.3%	2.4%
Unemployed	0.3%	0.3%	0.3%
Not in Labor Force	3.4%	2.0%	1.9%
Own Children 6-17 Only	14.3%	13.2%	14.0%
Employed/in Armed Forces	10.0%	9.5%	9.9%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	4.0%	3.5%	3.8%
No Own Children < 18	72.4%	77.0%	76.3%
Employed/in Armed Forces	26.9%	28.6%	28.7%
Unemployed	1.9%	1.5%	1.5%
Not in Labor Force	43.6%	46.9%	46.1%

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 Radius: 20 Miles



2009 Employed Population 16+ by Industry

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Total	18,755	38,895	58,533
Agriculture/Mining	2.2%	2.1%	2.5%
Construction	14.2%	12.9%	12.8%
Manufacturing	6.1%	5.1%	5.0%
Wholesale Trade	2.7%	2.1%	2.2%
Retail Trade	14.5%	13.0%	13.1%
Transportation/Utilities	3.2%	3.1%	3.5%
Information	1.7%	1.8%	1.7%
Finance/Insurance/Real Estate	5.2%	5.2%	5.7%
Services	44.5%	48.9%	48.1%
Public Administration	5.7%	5.7%	5.4%

2009 Employed Population 16+ by Occupation

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Total	18,756	38,895	58,533
White Collar	54.2%	57.4%	57.6%
Management/Business/Financial	11.0%	12.0%	12.5%
Professional	16.0%	20.2%	19.7%
Sales	14.1%	12.9%	13.0%
Administrative Support	13.2%	12.3%	12.3%
Services	20.8%	20.9%	20.6%
Blue Collar	25.0%	21.7%	21.8%
Farming/Forestry/Fishing	0.4%	0.4%	0.4%
Construction/Extraction	10.1%	8.9%	8.8%
Installation/Maintenance/Repair	3.5%	3.2%	3.4%
Production	5.6%	4.5%	4.2%
Transportation/Material Moving	5.4%	4.8%	4.9%



2000 Workers 16+ by Means of Transportation to Work

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Total	12,454	28,034	42,098
Drove Alone - Car, Truck, or Van	79.4%	77.4%	77.1%
Carpooled - Car, Truck, or Van	14.1%	12.2%	12.7%
Public Transportation	0.2%	0.4%	0.3%
Walked	1.1%	3.5%	3.2%
Other Means	1.4%	1.8%	1.5%
Worked at Home	3.8%	4.7%	5.3%

2000 Workers 16+ by Travel Time to Work

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Total	12,454	28,034	42,098
Did Not Work at Home	96.2%	95.3%	94.7%
Less than 5 minutes	2.7%	4.4%	4.7%
5 to 9 minutes	14.4%	17.5%	16.6%
10 to 19 minutes	31.9%	36.8%	33.4%
20 to 24 minutes	17.1%	13.7%	13.1%
25 to 34 minutes	21.6%	14.7%	16.2%
35 to 44 minutes	1.3%	1.1%	2.5%
45 to 59 minutes	1.8%	1.9%	2.8%
60 to 89 minutes	2.0%	1.6%	1.7%
90 or more minutes	3.3%	3.4%	3.7%
Worked at Home	3.8%	4.7%	5.3%
Average Travel Time to Work (in min)	21.8	20.4	21.8

2000 Households by Vehicles Available

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Total	12,386	29,625	44,202
None	3.6%	5.2%	4.6%
1	35.9%	38.3%	36.1%
2	43.1%	40.4%	41.8%
3	12.6%	11.6%	12.6%
4	3.7%	3.2%	3.4%
5+	1.1%	1.3%	1.5%
Average Number of Vehicles Available	1.8	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

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Total	12,391	29,612	44,194
Family Households	73.1%	65.4%	67.7%
Married-couple Family	59.5%	53.4%	56.2%
With Related Children	22.9%	17.4%	18.5%
Other Family (No Spouse)	13.6%	12.0%	11.5%
With Related Children	9.5%	8.1%	7.7%
Nonfamily Households	26.9%	34.6%	32.3%
Householder Living Alone	21.0%	27.2%	25.6%
Householder Not Living Alone	5.9%	7.4%	6.7%
Households with Related Children	32.4%	25.5%	26.2%
Households with Persons 65+	33.1%	35.4%	35.6%

2000 Households by Size

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Total	12,390	29,612	44,194
1 Person Household	21.0%	27.2%	25.6%
2 Person Household	42.4%	43.0%	43.8%
3 Person Household	14.6%	12.9%	12.9%
4 Person Household	12.3%	9.7%	10.0%
5 Person Household	6.0%	4.3%	4.7%
6 Person Household	2.3%	1.7%	1.8%
7+ Person Household	1.4%	1.0%	1.1%

2000 Households by Year Householder Moved In

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Total	12,385	29,625	44,202
Moved in 1999 to March 2000	26.8%	25.6%	24.0%
Moved in 1995 to 1998	37.8%	34.9%	35.4%
Moved in 1990 to 1994	18.9%	17.8%	18.4%
Moved in 1980 to 1989	13.5%	14.0%	15.0%
Moved in 1970 to 1979	2.9%	5.4%	5.1%
Moved in 1969 or Earlier	0.1%	2.4%	2.2%
Median Year Householder Moved In	1997	1996	1996



2000 Housing Units by Units in Structure

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Total	13,420	33,722	50,750
1, Detached	64.1%	63.1%	63.9%
1, Attached	2.3%	2.5%	2.2%
2	6.8%	3.8%	2.8%
3 or 4	4.6%	5.2%	3.8%
5 to 9	0.5%	2.4%	2.0%
10 to 19	0.1%	0.8%	0.7%
20+	0.3%	3.6%	2.6%
Mobile Home	21.1%	18.0%	21.3%
Other	0.1%	0.6%	0.7%

2000 Housing Units by Year Structure Built

	7501 E Civic Cir Radius: 5 Miles	7501 E Civic Cir Radius: 10 Miles	7501 E Civic Cir Radius: 20 Miles
Total	13,327	33,722	50,750
1999 to March 2000	5.2%	4.2%	5.0%
1995 to 1998	24.3%	17.1%	18.0%
1990 to 1994	20.6%	15.6%	15.2%
1980 to 1989	32.8%	26.7%	26.3%
1970 to 1979	15.2%	18.3%	18.6%
1969 or Earlier	1.9%	18.1%	17.0%
Median Year Structure Built	1990	1985	1985

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



Prescott Valley Civic Center
 Latitude: 34.594608
 Longitude: -112.336404


7501 E Civic Cir
 Prescott Valley, AZ 863
 Radius: 5 Miles

7501 E Civic Cir
 Prescott Valley, AZ 863
 Radius: 10 Miles

7501 E Civic Cir
 Prescott Valley, AZ 863
 Radius: 20 Miles

Top 3 Tapestry Segments

1.	Midlife Junction	Silver and Gold	Silver and Gold
2.	Silver and Gold	Senior Sun Seekers	Rural Resort Dwellers
3.	Midland Crowd	Midlife Junction	Senior Sun Seekers

 **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 \$	\$26,557,117	\$60,664,111	\$90,772,169
Average Spent	\$1,434.20	\$1,476.41	\$1,490.36
Spending Potential Index	57	59	60
Computers & Accessories: Total \$	\$3,472,764	\$7,905,730	\$11,834,722
Average Spent	\$187.54	\$192.41	\$194.31
Spending Potential Index	82	84	85
Education: Total \$	\$17,551,909	\$39,945,069	\$59,051,140
Average Spent	\$947.88	\$972.16	\$969.55
Spending Potential Index	76	77	77
Entertainment/Recreation: Total \$	\$51,362,961	\$117,750,408	\$177,893,330
Average Spent	\$2,773.83	\$2,865.74	\$2,920.78
Spending Potential Index	86	88	90
Food at Home: Total \$	\$71,071,612	\$163,694,361	\$245,661,539
Average Spent	\$3,838.18	\$3,983.90	\$4,033.45
Spending Potential Index	84	87	88
Food Away from Home: Total \$	\$51,378,012	\$117,201,857	\$175,788,724
Average Spent	\$2,774.64	\$2,852.39	\$2,886.23
Spending Potential Index	83	86	87
Health Care: Total \$	\$64,238,566	\$150,742,274	\$227,974,564
Average Spent	\$3,469.17	\$3,668.68	\$3,743.06
Spending Potential Index	92	97	99
HH Furnishings & Equipment: Total \$	\$30,198,404	\$69,164,380	\$104,378,484
Average Spent	\$1,630.85	\$1,683.28	\$1,713.76
Spending Potential Index	75	77	79
Investments: Total \$	\$24,152,117	\$58,044,601	\$89,541,025
Average Spent	\$1,304.32	\$1,412.66	\$1,470.15
Spending Potential Index	91	98	102
Retail Goods: Total \$	\$394,498,949	\$902,320,882	\$1,363,924,417
Average Spent	\$21,304.69	\$21,960.16	\$22,393.93
Spending Potential Index	83	85	87
Shelter: Total \$	\$229,940,837	\$533,827,866	\$796,705,095
Average Spent	\$12,417.82	\$12,991.99	\$13,080.90
Spending Potential Index	79	83	84
TV/Video/Sound Equipment: Total \$	\$19,022,702	\$43,457,757	\$65,202,008
Average Spent	\$1,027.31	\$1,057.65	\$1,070.54
Spending Potential Index	85	87	88
Travel: Total \$	\$28,183,562	\$65,928,125	\$99,291,604
Average Spent	\$1,522.04	\$1,604.52	\$1,630.24
Spending Potential Index	82	87	88
Vehicle Maintenance & Repairs: Total \$	\$14,996,837	\$34,526,928	\$52,091,018
Average Spent	\$809.90	\$840.30	\$855.27
Spending Potential Index	87	90	91

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.