



## Market Profile

NHEDC/ HICC\_1  
250 N Sam Houston Pky E, Houston, TX, 77060  
Rings: 1, 5, 10 miles radii

Latitude: 29.94029  
Longitude: -95.40647

	1 mile	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	17,582	177,314	798,887
2000 Group Quarters	1	582	4,240
2010 Total Population	19,003	221,962	943,859
2015 Total Population	19,686	242,295	1,014,916
2010-2015 Annual Rate	0.71%	1.77%	1.46%
<b>Household Summary</b>			
2000 Households	6,048	56,748	269,500
2000 Average Household Size	2.91	3.11	2.95
2010 Households	6,250	70,002	314,449
2010 Average Household Size	3.04	3.16	2.99
2015 Households	6,441	76,380	337,310
2015 Average Household Size	3.06	3.16	2.99
2010-2015 Annual Rate	0.60%	1.76%	1.41%
2000 Families	4,118	41,867	195,802
2000 Average Family Size	3.46	3.65	3.48
2010 Families	4,116	49,646	222,825
2010 Average Family Size	3.70	3.79	3.58
2015 Families	4,177	53,277	236,252
2015 Average Family Size	3.75	3.83	3.62
2010-2015 Annual Rate	0.30%	1.42%	1.18%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,773	62,039	289,254
Owner Occupied Housing Units	9.7%	45.5%	53.6%
Renter Occupied Housing Units	68.9%	45.9%	39.6%
Vacant Housing Units	21.4%	8.7%	6.8%
2010 Housing Units	8,917	79,910	352,558
Owner Occupied Housing Units	8.1%	43.7%	51.2%
Renter Occupied Housing Units	62.0%	43.9%	38.0%
Vacant Housing Units	29.9%	12.4%	10.8%
2015 Housing Units	9,403	87,477	379,834
Owner Occupied Housing Units	7.6%	43.2%	50.9%
Renter Occupied Housing Units	60.9%	44.1%	38.0%
Vacant Housing Units	31.5%	12.7%	11.2%
<b>Median Household Income</b>			
2000	\$24,379	\$34,525	\$39,495
2010	\$31,151	\$46,858	\$52,640
2015	\$37,898	\$53,982	\$58,285
<b>Median Home Value</b>			
2000	\$64,625	\$61,864	\$73,755
2010	\$88,866	\$86,112	\$103,443
2015	\$104,730	\$103,445	\$121,983
<b>Per Capita Income</b>			
2000	\$10,580	\$13,537	\$17,718
2010	\$12,896	\$16,753	\$21,168
2015	\$14,608	\$19,027	\$23,764
<b>Median Age</b>			
2000	24.6	27.3	30.3
2010	25.3	28.4	31.6
2015	25.3	28.7	32.0

**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 the 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 2010 and 2015.

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<b>2000 Households by Income</b>			
Household Income Base	5,931	56,721	269,985
<\$15,000	24.2%	16.9%	16.1%
\$15,000 - \$24,999	27.3%	16.8%	14.1%
\$25,000 - \$34,999	16.5%	16.9%	14.1%
\$35,000 - \$49,999	15.9%	19.2%	16.7%
\$50,000 - \$74,999	10.8%	18.2%	18.6%
\$75,000 - \$99,999	3.5%	7.3%	9.4%
\$100,000 - \$149,999	1.0%	3.3%	7.2%
\$150,000 - \$199,999	0.3%	0.6%	2.0%
\$200,000+	0.7%	0.7%	1.6%
Average Household Income	\$31,765	\$41,953	\$52,043
<b>2010 Households by Income</b>			
Household Income Base	6,249	70,003	314,450
<\$15,000	18.9%	12.7%	12.2%
\$15,000 - \$24,999	17.8%	10.2%	9.1%
\$25,000 - \$34,999	18.0%	12.3%	10.3%
\$35,000 - \$49,999	13.7%	16.7%	13.9%
\$50,000 - \$74,999	22.4%	28.4%	26.2%
\$75,000 - \$99,999	6.1%	12.1%	13.7%
\$100,000 - \$149,999	2.2%	5.7%	9.4%
\$150,000 - \$199,999	0.3%	1.0%	2.9%
\$200,000+	0.7%	1.0%	2.2%
Average Household Income	\$39,811	\$52,960	\$63,208
<b>2015 Households by Income</b>			
Household Income Base	6,440	76,381	337,311
<\$15,000	16.4%	10.4%	9.9%
\$15,000 - \$24,999	16.3%	8.7%	7.7%
\$25,000 - \$34,999	14.6%	9.3%	8.0%
\$35,000 - \$49,999	11.0%	12.4%	9.9%
\$50,000 - \$74,999	28.3%	32.3%	28.7%
\$75,000 - \$99,999	8.3%	15.5%	16.6%
\$100,000 - \$149,999	3.6%	8.6%	12.9%
\$150,000 - \$199,999	0.5%	1.4%	3.6%
\$200,000+	0.9%	1.3%	2.7%
Average Household Income	\$45,307	\$60,192	\$71,134
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	699	28,216	154,920
<\$50,000	20.3%	29.8%	23.1%
\$50,000 - \$99,999	75.1%	62.3%	49.0%
\$100,000 - \$149,999	1.6%	6.0%	16.4%
\$150,000 - \$199,999	0.0%	1.3%	6.6%
\$200,000 - \$299,999	0.0%	0.3%	3.2%
\$300,000 - \$499,999	0.0%	0.1%	1.2%
\$500,000 - \$999,999	1.7%	0.1%	0.3%
\$1,000,000 +	1.3%	0.0%	0.1%
Average Home Value	\$91,164	\$64,791	\$90,405
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	5,308	28,515	114,379
With Cash Rent	98.9%	97.7%	96.5%
No Cash Rent	1.1%	2.3%	3.5%
Median Rent	\$424	\$474	\$486
Average Rent	\$440	\$482	\$502

**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.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Population by Age</b>			
Total	17,581	177,316	798,887
0 - 4	12.8%	9.9%	8.6%
5 - 9	9.9%	9.6%	8.7%
10 - 14	7.4%	8.5%	8.2%
15 - 24	21.1%	17.5%	15.7%
25 - 34	22.4%	18.6%	16.4%
35 - 44	13.7%	15.4%	16.0%
45 - 54	7.2%	10.5%	12.5%
55 - 64	3.5%	5.5%	7.1%
65 - 74	1.5%	3.0%	4.1%
75 - 84	0.4%	1.3%	2.1%
85 +	0.1%	0.3%	0.6%
18 +	66.0%	67.0%	69.6%
<b>2010 Population by Age</b>			
Total	19,004	221,963	943,860
0 - 4	12.4%	9.9%	8.6%
5 - 9	10.6%	8.9%	8.1%
10 - 14	8.1%	7.6%	7.4%
15 - 24	18.4%	17.0%	15.3%
25 - 34	20.0%	17.7%	15.7%
35 - 44	14.0%	13.5%	13.6%
45 - 54	9.0%	11.7%	13.4%
55 - 64	4.7%	7.9%	9.9%
65 - 74	2.0%	3.6%	4.9%
75 - 84	0.7%	1.6%	2.4%
85 +	0.1%	0.5%	0.9%
18 +	64.2%	68.9%	71.4%
<b>2015 Population by Age</b>			
Total	19,688	242,295	1,014,922
0 - 4	12.3%	9.9%	8.6%
5 - 9	10.4%	8.9%	8.0%
10 - 14	8.3%	7.8%	7.6%
15 - 24	18.4%	16.2%	14.6%
25 - 34	18.9%	18.0%	15.8%
35 - 44	13.9%	12.9%	13.2%
45 - 54	8.8%	10.7%	12.1%
55 - 64	5.6%	8.7%	10.5%
65 - 74	2.6%	4.7%	6.2%
75 - 84	0.8%	1.7%	2.5%
85 +	0.2%	0.5%	0.9%
18 +	64.7%	69.3%	71.6%
<b>2000 Population by Sex</b>			
Males	52.1%	49.8%	49.7%
Females	47.9%	50.2%	50.3%
<b>2010 Population by Sex</b>			
Males	52.0%	49.8%	49.7%
Females	48.0%	50.2%	50.3%
<b>2015 Population by Sex</b>			
Males	52.1%	49.8%	49.7%
Females	47.9%	50.2%	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Population by Race/Ethnicity</b>			
Total	17,581	177,314	798,887
White Alone	33.6%	40.4%	53.3%
Black Alone	27.8%	30.2%	23.2%
American Indian Alone	0.6%	0.5%	0.5%
Asian or Pacific Islander Alone	1.8%	5.0%	4.0%
Some Other Race Alone	31.8%	20.5%	16.1%
Two or More Races	4.4%	3.4%	2.9%
Hispanic Origin	60.1%	44.5%	37.1%
Diversity Index	90.1	87.0	81.9
<b>2010 Population by Race/Ethnicity</b>			
Total	19,003	221,961	943,860
White Alone	31.5%	37.2%	48.8%
Black Alone	23.5%	28.6%	22.2%
American Indian Alone	0.7%	0.5%	0.6%
Asian or Pacific Islander Alone	1.5%	5.1%	4.4%
Some Other Race Alone	38.0%	24.7%	20.4%
Two or More Races	4.8%	3.9%	3.6%
Hispanic Origin	69.5%	52.9%	45.9%
Diversity Index	91.1	88.8	85.4
<b>2015 Population by Race/Ethnicity</b>			
Total	19,686	242,295	1,014,916
White Alone	31.4%	36.5%	47.5%
Black Alone	21.6%	27.6%	21.5%
American Indian Alone	0.6%	0.5%	0.6%
Asian or Pacific Islander Alone	1.4%	5.1%	4.6%
Some Other Race Alone	40.0%	26.2%	22.0%
Two or More Races	4.9%	4.1%	3.8%
Hispanic Origin	72.8%	56.2%	49.6%
Diversity Index	91.2	89.2	86.3
<b>2000 Population 3+ by School Enrollment</b>			
Total	16,040	166,785	759,064
Enrolled in Nursery/Preschool	1.2%	1.9%	2.0%
Enrolled in Kindergarten	2.5%	2.2%	1.9%
Enrolled in Grade 1-8	15.4%	15.9%	14.8%
Enrolled in Grade 9-12	5.9%	7.1%	6.8%
Enrolled in College	2.8%	4.2%	3.9%
Enrolled in Grad/Prof School	0.6%	0.6%	0.7%
Not Enrolled in School	71.6%	68.1%	69.9%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	9,615	125,553	572,900
Less Than 9th Grade	27.0%	17.3%	14.2%
9th to 12th Grade, No Diploma	20.4%	15.6%	12.9%
High School Graduate	30.5%	29.7%	28.0%
Some College, No Degree	13.7%	19.3%	19.8%
Associate Degree	3.0%	5.8%	5.5%
Bachelor's Degree	3.5%	9.0%	13.9%
Graduate/Professional Degree	1.8%	3.3%	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 2010 and 2015.

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<b>2010 Population 15+ by Marital Status</b>			
Total	13,103	163,340	717,094
Never Married	46.7%	37.7%	33.7%
Married	43.5%	48.6%	51.4%
Widowed	2.2%	3.6%	4.7%
Divorced	7.6%	10.1%	10.3%
<b>2000 Population 16+ by Employment Status</b>			
Total	11,987	124,305	582,428
In Labor Force	63.0%	64.0%	64.9%
Civilian Employed	57.3%	59.2%	60.5%
Civilian Unemployed	5.7%	4.8%	4.3%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	37.0%	36.0%	35.1%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	86.3%	88.9%	89.6%
Civilian Unemployed	13.7%	11.1%	10.4%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	88.5%	90.8%	91.4%
Civilian Unemployed	11.5%	9.2%	8.6%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	5,793	63,221	297,082
Own Children < 6 Only	17.1%	11.2%	9.7%
Employed/in Armed Forces	5.9%	5.1%	4.7%
Unemployed	1.8%	0.8%	0.6%
Not in Labor Force	9.4%	5.2%	4.4%
Own Children <6 and 6-17 Only	11.6%	10.4%	8.8%
Employed/in Armed Forces	4.7%	4.9%	4.1%
Unemployed	1.6%	0.5%	0.5%
Not in Labor Force	5.3%	5.0%	4.2%
Own Children 6-17 Only	17.3%	20.3%	19.8%
Employed/in Armed Forces	10.2%	12.8%	12.7%
Unemployed	1.2%	0.8%	0.8%
Not in Labor Force	5.9%	6.6%	6.3%
No Own Children < 18	54.0%	58.2%	61.8%
Employed/in Armed Forces	28.3%	29.2%	31.4%
Unemployed	2.0%	2.7%	2.4%
Not in Labor Force	23.6%	26.2%	27.9%
<b>2010 Employed Population 16+ by Industry</b>			
Total	6,503	86,921	387,699
Agriculture/Mining	1.2%	1.7%	2.5%
Construction	16.9%	10.8%	10.2%
Manufacturing	8.7%	8.1%	8.3%
Wholesale Trade	1.7%	3.7%	4.4%
Retail Trade	11.8%	11.9%	11.5%
Transportation/Utilities	6.8%	9.4%	8.1%
Information	1.2%	1.5%	1.6%
Finance/Insurance/Real Estate	4.0%	6.1%	6.9%
Services	45.3%	43.5%	43.3%
Public Administration	2.2%	3.2%	3.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	6,499	86,924	387,700
White Collar	32.0%	49.3%	56.6%
Management/Business/Financial	3.8%	9.2%	12.5%
Professional	5.5%	13.5%	16.6%
Sales	9.0%	11.2%	12.1%
Administrative Support	13.6%	15.4%	15.4%
Services	28.3%	20.6%	17.6%
Blue Collar	39.7%	30.1%	25.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	16.9%	9.5%	8.7%
Installation/Maintenance/Repair	4.0%	4.2%	3.8%
Production	9.4%	7.8%	6.6%
Transportation/Material Moving	9.3%	8.5%	6.7%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	6,646	71,392	344,811
Drove Alone - Car, Truck, or Van	57.0%	72.2%	74.8%
Carpooled - Car, Truck, or Van	27.4%	19.4%	16.3%
Public Transportation	8.1%	4.3%	3.9%
Walked	5.7%	1.5%	1.6%
Other Means	1.5%	1.3%	1.3%
Worked at Home	0.3%	1.4%	2.1%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	6,646	71,392	344,813
Did not Work at Home	99.7%	98.6%	97.9%
Less than 5 minutes	2.4%	1.4%	1.5%
5 to 9 minutes	8.6%	6.0%	6.2%
10 to 19 minutes	27.1%	24.0%	23.9%
20 to 24 minutes	12.3%	14.2%	14.8%
25 to 34 minutes	22.8%	26.5%	25.1%
35 to 44 minutes	7.5%	8.4%	7.6%
45 to 59 minutes	8.9%	10.0%	10.4%
60 to 89 minutes	7.8%	5.8%	5.8%
90 or more minutes	2.3%	2.4%	2.5%
Worked at Home	0.3%	1.4%	2.1%
Average Travel Time to Work (in min)	28.1	29.2	29.2
<b>2000 Households by Vehicles Available</b>			
Total	6,012	56,799	269,531
None	17.8%	9.3%	9.0%
1	53.4%	41.3%	37.9%
2	23.6%	35.2%	38.6%
3	3.7%	10.5%	11.0%
4	1.2%	2.9%	2.8%
5+	0.3%	0.8%	0.8%
Average Number of Vehicles Available	1.2	1.6	1.6

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<b>2000 Households by Type</b>			
Total	6,048	56,748	269,499
Family Households	68.1%	73.8%	72.7%
Married-couple Family	38.2%	49.0%	51.2%
With Related Children	26.5%	31.9%	29.9%
Other Family (No Spouse)	29.9%	24.8%	21.4%
With Related Children	22.9%	17.9%	14.7%
Nonfamily Households	31.9%	26.2%	27.3%
Householder Living Alone	24.1%	21.0%	22.1%
Householder Not Living Alone	7.9%	5.2%	5.3%
Households with Related Children	49.4%	49.8%	44.6%
Households with Persons 65+	5.0%	11.1%	15.4%
<b>2000 Households by Size</b>			
Total	6,048	56,748	269,500
1 Person Household	24.1%	21.0%	22.1%
2 Person Household	23.0%	23.5%	26.9%
3 Person Household	19.0%	18.3%	17.8%
4 Person Household	16.5%	16.8%	16.0%
5 Person Household	9.2%	10.7%	9.2%
6 Person Household	4.5%	5.2%	4.3%
7 + Person Household	3.7%	4.5%	3.7%
<b>2000 Households by Year Householder Moved In</b>			
Total	6,012	56,801	269,530
Moved in 1999 to March 2000	49.3%	30.0%	25.4%
Moved in 1995 to 1998	34.8%	32.9%	30.4%
Moved in 1990 to 1994	7.9%	13.0%	14.9%
Moved in 1980 to 1989	4.1%	12.3%	13.4%
Moved in 1970 to 1979	3.0%	7.7%	9.4%
Moved in 1969 or Earlier	0.9%	4.2%	6.6%
Median Year Householder Moved In	1998	1996	1996
<b>2000 Housing Units by Units in Structure</b>			
Total	7,737	62,095	289,254
1, Detached	10.2%	47.9%	61.4%
1, Attached	1.6%	3.1%	2.8%
2	1.1%	1.1%	1.1%
3 or 4	7.0%	3.4%	3.2%
5 to 9	13.2%	5.5%	4.8%
10 to 19	21.0%	9.3%	6.7%
20 +	45.7%	21.8%	15.8%
Mobile Home	0.3%	7.8%	4.1%
Other	0.0%	0.2%	0.1%
<b>2000 Housing Units by Year Structure Built</b>			
Total	7,737	62,095	289,256
1999 to March 2000	2.7%	2.3%	2.3%
1995 to 1998	3.9%	6.7%	5.9%
1990 to 1994	3.9%	6.8%	5.8%
1980 to 1989	21.2%	31.8%	24.0%
1970 to 1979	54.8%	32.1%	31.2%
1969 or Earlier	13.5%	20.4%	30.8%
Median Year Structure Built	1977	1979	1976

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<b>Top 3 Tapestry Segments</b>			
1. NeWest Residents	Industrious Urban Fringe	Milk and Cookies	
2. Inner City Tenants	Inner City Tenants	Industrious Urban Fringe	
3. Industrious Urban Fringe	NeWest Residents	Southwestern Families	
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,697,223	\$93,920,443	\$493,137,370
Average Spent	\$1,071.56	\$1,341.69	\$1,568.26
Spending Potential Index	45	56	65
Computers & Accessories: Total \$	\$893,184	\$12,638,031	\$65,034,248
Average Spent	\$142.91	\$180.54	\$206.82
Spending Potential Index	65	82	94
Education: Total \$	\$4,155,414	\$62,017,192	\$339,382,172
Average Spent	\$664.87	\$885.94	\$1,079.29
Spending Potential Index	55	73	88
Entertainment/Recreation: Total \$	\$10,988,048	\$169,687,569	\$915,592,401
Average Spent	\$1,758.10	\$2,424.06	\$2,911.74
Spending Potential Index	55	75	90
Food at Home: Total \$	\$18,070,110	\$251,085,174	\$1,315,278,823
Average Spent	\$2,891.24	\$3,586.85	\$4,182.81
Spending Potential Index	65	80	93
Food Away from Home: Total \$	\$12,751,253	\$180,994,238	\$952,615,938
Average Spent	\$2,040.21	\$2,585.58	\$3,029.48
Spending Potential Index	63	80	94
Health Care: Total \$	\$11,086,757	\$178,928,934	\$1,001,236,386
Average Spent	\$1,773.89	\$2,556.07	\$3,184.10
Spending Potential Index	48	69	85
HH Furnishings & Equipment: Total \$	\$6,248,899	\$95,662,790	\$514,509,097
Average Spent	\$999.83	\$1,366.58	\$1,636.23
Spending Potential Index	49	66	79
Investments: Total \$	\$4,399,456	\$73,218,220	\$404,052,786
Average Spent	\$703.92	\$1,045.95	\$1,284.96
Spending Potential Index	40	60	74
Retail Goods: Total \$	\$84,933,962	\$1,275,289,681	\$6,839,955,187
Average Spent	\$13,589.52	\$18,218.03	\$21,752.20
Spending Potential Index	55	73	87
Shelter: Total \$	\$61,885,932	\$885,294,640	\$4,638,180,589
Average Spent	\$9,901.81	\$12,646.79	\$14,750.19
Spending Potential Index	63	80	93
TV/Video/Audio: Total \$	\$4,593,786	\$67,630,156	\$360,064,393
Average Spent	\$735.01	\$966.12	\$1,145.07
Spending Potential Index	59	78	92
Travel: Total \$	\$6,050,427	\$94,854,646	\$515,212,962
Average Spent	\$968.07	\$1,355.04	\$1,638.46
Spending Potential Index	51	72	87
Vehicle Maintenance & Repairs: Total \$	\$3,454,650	\$51,360,941	\$273,434,877
Average Spent	\$552.75	\$733.71	\$869.57
Spending Potential Index	59	78	92

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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