






Market Profile

Los Alamos MainStreet

Los Alamos, NM
 190 Central Park Sq
 Los Alamos, NM 87544-4001

Latitude: 35.88304
 Longitude: -106.30041
 Site Type: Rings

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
 2000 Total Population	12,275	18,343	191,950
2000 Group Quarters	80	92	2,812
2009 Total Population	13,038	19,510	215,631
2014 Total Population	13,309	19,899	227,413
2009 - 2014 Annual Rate	0.41%	0.4%	1.07%
 2000 Households	5,261	7,497	75,144
2000 Average Household Size	2.32	2.43	2.52
2009 Households	5,717	8,177	84,832
2009 Average Household Size	2.27	2.37	2.5
2014 Households	5,873	8,391	89,740
2014 Average Household Size	2.25	2.36	2.49
2009 - 2014 Annual Rate	0.54%	0.52%	1.13%
2000 Families	3,471	5,341	49,234
2000 Average Family Size	2.89	2.92	3.09
2009 Families	3,604	5,609	53,267
2009 Average Family Size	2.88	2.9	3.12
2014 Families	3,647	5,685	55,557
2014 Average Family Size	2.88	2.9	3.13
2009 - 2014 Annual Rate	0.24%	0.27%	0.85%
 2000 Housing Units	5,636	7,937	83,902
Owner Occupied Housing Units	67.1%	74.3%	65.0%
Renter Occupied Housing Units	26.2%	20.2%	24.5%
Vacant Housing Units	6.7%	5.5%	10.4%
2009 Housing Units	6,336	8,909	95,697
Owner Occupied Housing Units	65.3%	72.3%	64.5%
Renter Occupied Housing Units	24.9%	19.5%	24.2%
Vacant Housing Units	9.8%	8.2%	11.4%
2014 Housing Units	6,465	9,090	101,314
Owner Occupied Housing Units	65.3%	72.4%	63.9%
Renter Occupied Housing Units	25.5%	19.9%	24.7%
Vacant Housing Units	9.2%	7.7%	11.4%
Median Household Income			
2000	\$69,768	\$77,838	\$41,563
2009	\$92,783	\$104,813	\$55,110
2014	\$93,840	\$105,391	\$56,498
Median Home Value			
2000	\$198,412	\$213,046	\$158,099
2009	\$301,802	\$323,306	\$264,419
2014	\$333,309	\$363,061	\$315,350
Per Capita Income			
2000	\$33,871	\$34,646	\$22,285
2009	\$48,989	\$50,223	\$29,369
2014	\$49,480	\$50,672	\$30,131
Median Age			
2000	40.0	40.7	37.3
2009	43.3	44.2	39.2
2014	43.6	44.7	39.4

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: 10 Miles

Radius: 40 Miles



2000 Households by Income

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Household Income Base	5,251	7,495	75,087
< \$15,000	6.4%	5.3%	16.6%
\$15,000 - \$24,999	7.0%	5.4%	12.8%
\$25,000 - \$34,999	7.0%	5.7%	12.8%
\$35,000 - \$49,999	12.6%	11.0%	15.9%
\$50,000 - \$74,999	20.5%	19.7%	17.7%
\$75,000 - \$99,999	16.5%	18.8%	10.7%
\$100,000 - \$149,999	22.1%	25.1%	8.7%
\$150,000 - \$199,999	5.2%	6.4%	2.6%
\$200,000+	2.7%	2.6%	2.2%
Average Household Income	\$79,491	\$84,940	\$56,520

2009 Households by Income

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Household Income Base	5,718	8,177	84,831
< \$15,000	4.4%	3.7%	12.3%
\$15,000 - \$24,999	3.6%	2.9%	9.2%
\$25,000 - \$34,999	5.4%	4.2%	9.7%
\$35,000 - \$49,999	7.4%	6.0%	14.3%
\$50,000 - \$74,999	18.5%	19.7%	19.7%
\$75,000 - \$99,999	14.0%	14.4%	11.7%
\$100,000 - \$149,999	26.8%	28.7%	14.3%
\$150,000 - \$199,999	11.3%	14.6%	4.4%
\$200,000+	8.6%	9.8%	4.3%
Average Household Income	\$111,477	\$119,660	\$74,029

2014 Households by Income

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Household Income Base	5,874	8,391	89,739
< \$15,000	4.1%	3.4%	11.8%
\$15,000 - \$24,999	3.3%	2.7%	8.9%
\$25,000 - \$34,999	5.0%	3.8%	9.1%
\$35,000 - \$49,999	7.7%	6.5%	14.4%
\$50,000 - \$74,999	19.3%	16.6%	19.1%
\$75,000 - \$99,999	13.3%	13.2%	13.1%
\$100,000 - \$149,999	27.5%	29.1%	14.8%
\$150,000 - \$199,999	11.2%	14.6%	4.4%
\$200,000+	8.7%	10.0%	4.5%
Average Household Income	\$111,861	\$119,981	\$75,690

2000 Owner Occupied HUs by Value

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	3,787	5,895	54,481
<\$50,000	6.4%	4.3%	14.1%
\$50,000 - 99,999	10.3%	7.4%	14.8%
\$100,000 - 149,999	14.4%	12.7%	17.9%
\$150,000 - 199,999	19.5%	20.6%	17.2%
\$200,000 - \$299,999	28.3%	32.9%	17.9%
\$300,000 - 499,999	18.8%	19.8%	12.2%
\$500,000 - 999,999	2.3%	2.3%	4.4%
\$1,000,000+	0.0%	0.0%	1.5%
Average Home Value	\$216,507	\$229,228	\$206,943

2000 Specified Renter Occupied HUs by Contract Rent

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	1,477	1,602	20,328
With Cash Rent	97.2%	97.4%	92.6%
No Cash Rent	2.8%	2.6%	7.4%
Median Rent	\$594	\$615	\$597
Average Rent	\$620	\$639	\$606

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

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	12,280	18,343	191,950
Age 0 - 4	5.6%	5.6%	6.4%
Age 5 - 9	6.8%	7.1%	7.0%
Age 10 - 14	7.9%	8.4%	7.5%
Age 15 - 19	6.6%	6.6%	6.9%
Age 20 - 24	2.9%	2.5%	5.6%
Age 25 - 34	11.7%	10.2%	12.9%
Age 35 - 44	17.8%	17.5%	16.2%
Age 45 - 54	17.0%	17.6%	16.5%
Age 55 - 64	11.0%	12.4%	10.1%
Age 65 - 74	6.6%	6.7%	6.3%
Age 75 - 84	5.0%	4.5%	3.6%
Age 85+	1.1%	0.9%	1.2%
Age 18+	75.0%	74.2%	74.7%

2009 Population by Age

Total	13,043	19,510	215,631
Age 0 - 4	5.4%	5.4%	6.3%
Age 5 - 9	5.7%	5.9%	6.3%
Age 10 - 14	6.3%	6.8%	6.4%
Age 15 - 19	6.5%	6.8%	6.7%
Age 20 - 24	5.5%	4.9%	6.5%
Age 25 - 34	9.6%	8.3%	12.5%
Age 35 - 44	13.5%	13.2%	13.0%
Age 45 - 54	17.6%	17.9%	15.9%
Age 55 - 64	14.8%	15.9%	13.8%
Age 65 - 74	8.1%	8.5%	7.2%
Age 75 - 84	4.9%	4.7%	3.9%
Age 85+	2.0%	1.8%	1.5%
Age 18+	78.5%	77.6%	76.9%

2014 Population by Age

Total	13,315	19,899	227,413
Age 0 - 4	5.5%	5.4%	6.3%
Age 5 - 9	5.7%	5.9%	6.4%
Age 10 - 14	6.2%	6.6%	6.4%
Age 15 - 19	5.8%	6.1%	6.2%
Age 20 - 24	5.2%	4.8%	6.3%
Age 25 - 34	12.2%	10.7%	13.3%
Age 35 - 44	11.1%	10.8%	12.1%
Age 45 - 54	15.9%	16.2%	14.1%
Age 55 - 64	15.3%	16.3%	14.1%
Age 65 - 74	10.2%	10.6%	9.2%
Age 75 - 84	4.6%	4.7%	4.0%
Age 85+	2.1%	1.9%	1.6%
Age 18+	79.0%	78.2%	77.2%

2000 Population by Sex

Males	50.3%	50.4%	49.2%
Females	49.7%	49.6%	50.8%

2009 Population by Sex

Males	49.5%	49.6%	49.1%
Females	50.5%	50.4%	50.9%

2014 Population by Sex

Males	49.2%	49.3%	49.2%
Females	50.8%	50.7%	50.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Race/Ethnicity

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	12,275	18,343	191,950
White Alone	89.0%	90.3%	67.4%
Black Alone	0.4%	0.4%	0.5%
American Indian Alone	0.6%	0.6%	8.7%
Asian or Pacific Islander Alone	4.4%	3.8%	1.0%
Some Other Race Alone	3.1%	2.7%	18.7%
Two or More Races	2.5%	2.3%	3.6%
Hispanic Origin	12.3%	11.7%	50.2%
Diversity Index	37.7	35.3	76.9

2009 Population by Race/Ethnicity

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	13,038	19,510	215,631
White Alone	87.1%	88.6%	65.1%
Black Alone	0.5%	0.4%	0.6%
American Indian Alone	0.7%	0.7%	10.4%
Asian or Pacific Islander Alone	5.6%	4.9%	1.3%
Some Other Race Alone	3.4%	2.9%	18.9%
Two or More Races	2.7%	2.5%	3.7%
Hispanic Origin	13.6%	13.1%	51.2%
Diversity Index	41.6	39.2	78.2

2014 Population by Race/Ethnicity

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	13,310	19,899	227,413
White Alone	86.0%	87.5%	64.0%
Black Alone	0.5%	0.4%	0.6%
American Indian Alone	0.7%	0.7%	11.3%
Asian or Pacific Islander Alone	6.4%	5.6%	1.4%
Some Other Race Alone	3.5%	3.1%	19.0%
Two or More Races	2.8%	2.6%	3.8%
Hispanic Origin	14.3%	13.8%	51.7%
Diversity Index	43.9	41.4	78.9



2000 Population 3+ by School Enrollment

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	11,839	17,749	184,903
Enrolled in Nursery/Preschool	2.4%	2.3%	1.6%
Enrolled in Kindergarten	1.3%	1.4%	1.4%
Enrolled in Grade 1-8	12.2%	12.9%	12.6%
Enrolled in Grade 9-12	6.3%	6.3%	5.8%
Enrolled in College	4.9%	4.2%	4.7%
Enrolled in Grad/Prof School	1.7%	1.4%	1.4%
Not Enrolled in School	71.2%	71.5%	72.6%

2009 Population 25+ by Educational Attainment

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	9,199	13,700	146,139
Less than 9th Grade	1.2%	1.1%	6.5%
9th - 12th Grade, No Diploma	1.9%	1.9%	8.6%
High School Graduate	13.1%	12.3%	23.4%
Some College, No Degree	14.4%	15.7%	19.2%
Associate Degree	7.5%	7.4%	6.6%
Bachelor's Degree	24.7%	24.5%	18.6%
Graduate/Professional Degree	37.1%	37.1%	17.1%

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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	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
2009 Population 15+ by Marital Status			
 Total	10,768	15,987	174,523
Never Married	23.7%	21.1%	32.6%
Married	60.3%	65.5%	48.6%
Widowed	3.6%	3.5%	5.3%
Divorced	12.5%	9.8%	13.6%
2000 Population 16+ by Employment Status			
 Total	9,590	14,191	149,126
In Labor Force	69.6%	69.4%	64.4%
Civilian Employed	68.1%	68.0%	60.9%
Civilian Unemployed	1.5%	1.4%	3.5%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	30.4%	30.6%	35.6%
2009 Civilian Population 16+ in Labor Force			
Civilian Employed	98.9%	99.0%	94.1%
Civilian Unemployed	1.1%	1.0%	5.9%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	99.1%	99.2%	94.9%
Civilian Unemployed	0.9%	0.8%	5.1%
2000 Females 16+ by Employment Status and Age of Children			
Total	4,759	7,067	76,818
Own Children < 6 Only	7.8%	7.5%	6.5%
Employed/in Armed Forces	3.5%	3.8%	3.8%
Unemployed	0.2%	0.3%	0.3%
Not in Labor Force	4.1%	3.4%	2.5%
Own Children < 6 and 6-17 Only	5.8%	5.6%	5.5%
Employed/in Armed Forces	3.1%	2.9%	3.1%
Unemployed	0.0%	0.0%	0.2%
Not in Labor Force	2.8%	2.7%	2.2%
Own Children 6-17 Only	19.4%	20.8%	18.3%
Employed/in Armed Forces	14.5%	14.9%	13.0%
Unemployed	0.6%	0.4%	0.4%
Not in Labor Force	4.3%	5.5%	4.9%
No Own Children < 18	67.0%	66.1%	69.8%
Employed/in Armed Forces	36.9%	36.0%	36.3%
Unemployed	0.6%	0.6%	2.0%
Not in Labor Force	29.4%	29.5%	31.4%

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: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	6,244	9,300	103,135
Agriculture/Mining	0.1%	0.1%	1.1%
Construction	3.9%	3.0%	9.1%
Manufacturing	0.5%	0.7%	2.2%
Wholesale Trade	1.3%	1.2%	1.6%
Retail Trade	4.1%	3.6%	9.4%
Transportation/Utilities	0.8%	0.7%	2.0%
Information	1.6%	1.6%	1.8%
Finance/Insurance/Real Estate	3.1%	3.1%	4.9%
Services	45.8%	45.5%	52.1%
Public Administration	38.8%	40.6%	15.8%

2009 Employed Population 16+ by Occupation

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	6,245	9,300	103,135
White Collar	81.0%	83.2%	65.9%
Management/Business/Financial	14.4%	16.3%	13.5%
Professional	53.1%	53.6%	30.3%
Sales	5.0%	4.5%	9.7%
Administrative Support	8.5%	8.8%	12.4%
Services	11.2%	10.3%	18.7%
Blue Collar	7.8%	6.5%	15.3%
Farming/Forestry/Fishing	0.1%	0.0%	0.4%
Construction/Extraction	3.2%	2.3%	7.3%
Installation/Maintenance/Repair	1.8%	1.7%	2.4%
Production	1.8%	1.7%	2.6%
Transportation/Material Moving	0.9%	0.8%	2.6%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	6,372	9,476	89,006
Drove Alone - Car, Truck, or Van	81.8%	81.6%	71.6%
Carpooled - Car, Truck, or Van	8.1%	9.3%	16.3%
Public Transportation	0.2%	0.2%	0.7%
Walked	3.4%	2.6%	3.1%
Other Means	2.8%	2.3%	1.6%
Worked at Home	3.7%	4.0%	6.6%

2000 Workers 16+ by Travel Time to Work

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	6,371	9,476	89,006
Did Not Work at Home	96.3%	96.0%	93.4%
Less than 5 minutes	3.9%	3.5%	4.0%
5 to 9 minutes	19.2%	15.7%	12.2%
10 to 19 minutes	57.5%	55.7%	33.2%
20 to 24 minutes	6.1%	11.4%	12.0%
25 to 34 minutes	4.9%	5.8%	14.6%
35 to 44 minutes	1.6%	1.2%	4.6%
45 to 59 minutes	1.3%	1.2%	6.9%
60 to 89 minutes	0.9%	0.8%	4.1%
90 or more minutes	0.8%	0.7%	1.6%
Worked at Home	3.7%	4.0%	6.6%
Average Travel Time to Work (in min)	14.5	15.2	22.9

2000 Households by Vehicles Available

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	5,261	7,497	75,125
None	3.0%	2.4%	5.7%
1	31.8%	27.1%	33.5%
2	42.0%	41.5%	37.9%
3	15.9%	19.7%	15.8%
4	5.4%	6.9%	5.0%
5+	2.0%	2.4%	2.1%
Average Number of Vehicles Available	2.0	2.1	1.9

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: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	5,261	7,497	75,144
Family Households	66.0%	71.2%	65.5%
Married-couple Family	56.2%	62.7%	47.4%
With Related Children	24.6%	27.7%	22.2%
Other Family (No Spouse)	9.8%	8.5%	18.1%
With Related Children	7.6%	6.5%	12.6%
Nonfamily Households	34.0%	28.8%	34.5%
Householder Living Alone	29.6%	24.9%	27.6%
Householder Not Living Alone	4.4%	3.8%	6.9%
Households with Related Children	32.2%	34.2%	34.8%
Households with Persons 65+	19.9%	20.0%	20.6%

2000 Households by Size

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	5,261	7,497	75,144
1 Person Household	29.6%	24.9%	27.6%
2 Person Household	36.8%	38.4%	33.5%
3 Person Household	14.4%	15.2%	16.0%
4 Person Household	13.0%	14.5%	13.2%
5 Person Household	4.3%	4.9%	5.9%
6 Person Household	1.2%	1.5%	2.1%
7+ Person Household	0.6%	0.6%	1.7%

2000 Households by Year Householder Moved In

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	5,262	7,497	75,125
Moved in 1999 to March 2000	20.9%	17.3%	19.3%
Moved in 1995 to 1998	30.9%	28.0%	27.9%
Moved in 1990 to 1994	15.7%	16.2%	17.1%
Moved in 1980 to 1989	16.0%	18.5%	16.0%
Moved in 1970 to 1979	7.0%	10.9%	9.6%
Moved in 1969 or Earlier	9.6%	9.1%	10.1%
Median Year Householder Moved In	1995	1994	1994



2000 Housing Units by Units in Structure

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	5,639	7,937	83,852
1, Detached	47.9%	60.1%	61.2%
1, Attached	11.8%	10.2%	7.0%
2	4.9%	3.5%	2.0%
3 or 4	8.9%	6.8%	3.0%
5 to 9	5.5%	4.0%	2.4%
10 to 19	4.5%	3.3%	2.5%
20+	8.9%	6.3%	3.7%
Mobile Home	7.3%	5.5%	18.1%
Other	0.2%	0.2%	0.2%

2000 Housing Units by Year Structure Built

	Radius: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Total	5,638	7,937	83,852
1999 to March 2000	1.5%	1.2%	2.9%
1995 to 1998	5.4%	4.2%	11.5%
1990 to 1994	3.8%	4.0%	11.9%
1980 to 1989	14.2%	13.2%	20.7%
1970 to 1979	12.5%	20.0%	19.0%
1969 or Earlier	62.6%	57.5%	33.9%
Median Year Structure Built	1961	1967	1978

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



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Top 3 Tapestry Segments

1.	In Style	Sophisticated Squires	Crossroads
2.	Sophisticated Squires	In Style	Midland Crowd
3.	Wealthy Seaboard Subur	Wealthy Seaboard Subur	Industrious Urban Frin

 **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: 3 Miles	Radius: 10 Miles	Radius: 40 Miles
Apparel & Services: Total \$	\$15,783,075	\$24,081,451	\$155,739,520
Average Spent	\$2,760.73	\$2,945.02	\$1,835.86
Spending Potential Index	110	118	73
Computers & Accessories: Total \$	\$2,069,769	\$3,159,731	\$20,387,821
Average Spent	\$362.04	\$386.42	\$240.33
Spending Potential Index	159	169	105
Education: Total \$	\$12,287,497	\$18,950,284	\$108,235,394
Average Spent	\$2,149.29	\$2,317.51	\$1,275.88
Spending Potential Index	171	185	102
Entertainment/Recreation: Total \$	\$29,416,450	\$45,257,101	\$290,558,646
Average Spent	\$5,145.43	\$5,534.68	\$3,425.11
Spending Potential Index	159	171	106
Food at Home: Total \$	\$39,057,384	\$59,511,199	\$401,531,739
Average Spent	\$6,831.80	\$7,277.88	\$4,733.26
Spending Potential Index	150	160	104
Food Away from Home: Total \$	\$29,286,080	\$44,647,702	\$293,862,762
Average Spent	\$5,122.63	\$5,460.16	\$3,464.06
Spending Potential Index	154	164	104
Health Care: Total \$	\$32,105,003	\$49,466,338	\$333,641,220
Average Spent	\$5,615.71	\$6,049.45	\$3,932.96
Spending Potential Index	149	161	104
HH Furnishings & Equipment: Total \$	\$17,857,987	\$27,536,780	\$175,071,408
Average Spent	\$3,123.66	\$3,367.59	\$2,063.74
Spending Potential Index	144	155	95
Investments: Total \$	\$14,398,745	\$22,746,427	\$133,368,139
Average Spent	\$2,518.58	\$2,781.76	\$1,572.14
Spending Potential Index	175	193	109
Retail Goods: Total \$	\$217,860,818	\$334,594,719	\$2,209,296,548
Average Spent	\$38,107.54	\$40,919.01	\$26,043.20
Spending Potential Index	148	159	101
Shelter: Total \$	\$146,487,131	\$224,451,336	\$1,396,435,404
Average Spent	\$25,623.08	\$27,449.11	\$16,461.19
Spending Potential Index	164	176	105
TV/Video/Sound Equipment: Total \$	\$10,458,578	\$15,936,900	\$106,608,798
Average Spent	\$1,829.38	\$1,948.99	\$1,256.70
Spending Potential Index	151	160	103
Travel: Total \$	\$17,991,565	\$27,913,486	\$167,072,666
Average Spent	\$3,147.03	\$3,413.66	\$1,969.45
Spending Potential Index	170	185	107
Vehicle Maintenance & Repairs: Total \$	\$8,268,927	\$12,676,547	\$83,965,846
Average Spent	\$1,446.38	\$1,550.27	\$989.79
Spending Potential Index	155	166	106

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.