

10 Plymouth Ave, Fall River, MA 02721-4306
 Ring: 1, 3, 5 Miles

Latitude: 41.69835
 Longitude: -71.14637

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	36,532	95,005	129,491
2000 Group Quarters	645	1,957	2,278
2010 Total Population	36,601	95,106	130,044
2015 Total Population	36,400	94,495	129,335
2010 - 2015 Annual Rate	-0.11%	-0.13%	-0.11%
 2000 Households	15,728	39,839	53,550
2000 Average Household Size	2.28	2.34	2.38
2010 Households	15,861	40,012	53,987
2010 Average Household Size	2.26	2.32	2.36
2015 Households	15,813	39,828	53,790
2015 Average Household Size	2.25	2.31	2.35
2010 - 2015 Annual Rate	-0.06%	-0.09%	-0.07%
2000 Families	8,978	24,547	34,488
2000 Average Family Size	3.03	2.99	2.98
2010 Families	8,898	24,304	34,298
2010 Average Family Size	3.01	2.98	2.97
2015 Families	8,806	24,048	33,975
2015 Average Family Size	3.01	2.98	2.97
2010 - 2015 Annual Rate	-0.21%	-0.21%	-0.19%
 2000 Housing Units	17,227	42,945	57,197
Owner Occupied Housing Units	21.8%	35.3%	44.8%
Renter Occupied Housing Units	69.5%	57.5%	48.9%
Vacant Housing Units	8.7%	7.2%	6.3%
2010 Housing Units	17,844	44,257	59,051
Owner Occupied Housing Units	22.6%	35.4%	44.2%
Renter Occupied Housing Units	66.3%	55.0%	47.2%
Vacant Housing Units	11.1%	9.6%	8.6%
2015 Housing Units	17,996	44,541	59,413
Owner Occupied Housing Units	22.3%	35.0%	43.8%
Renter Occupied Housing Units	65.5%	54.4%	46.8%
Vacant Housing Units	12.1%	10.6%	9.5%
Median Household Income			
2000	\$24,319	\$29,784	\$34,067
2010	\$34,823	\$42,619	\$46,990
2015	\$40,807	\$48,983	\$54,417
Median Home Value			
2000	\$131,621	\$134,119	\$136,760
2010	\$216,230	\$220,313	\$225,215
2015	\$243,140	\$258,592	\$268,837
Per Capita Income			
2000	\$14,377	\$16,284	\$17,872
2010	\$19,017	\$21,447	\$23,240
2015	\$21,734	\$24,696	\$26,819
Median Age			
2000	34.0	36.4	37.8
2010	35.0	37.8	39.7
2015	35.0	37.9	39.8

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 2010 and 2015.



10 Plymouth Ave, Fall River, MA 02721-4306
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2000 Households by Income			
 Household Income Base	15,630	39,880	53,614
< \$15,000	32.1%	27.3%	24.2%
\$15,000 - \$24,999	18.9%	16.9%	15.1%
\$25,000 - \$34,999	13.2%	12.4%	11.8%
\$35,000 - \$49,999	14.3%	15.6%	15.5%
\$50,000 - \$74,999	14.4%	16.6%	18.5%
\$75,000 - \$99,999	4.8%	6.7%	8.6%
\$100,000 - \$149,999	1.7%	3.5%	4.8%
\$150,000 - \$199,999	0.4%	0.5%	0.9%
\$200,000+	0.3%	0.4%	0.6%
Average Household Income	\$32,707	\$38,330	\$42,958
2010 Households by Income			
Household Income Base	15,860	40,010	53,990
< \$15,000	22.5%	18.7%	16.4%
\$15,000 - \$24,999	16.1%	14.1%	12.4%
\$25,000 - \$34,999	11.6%	10.1%	9.3%
\$35,000 - \$49,999	16.6%	16.8%	15.9%
\$50,000 - \$74,999	16.9%	17.9%	19.4%
\$75,000 - \$99,999	11.3%	13.9%	15.3%
\$100,000 - \$149,999	3.9%	6.3%	8.0%
\$150,000 - \$199,999	0.7%	1.6%	2.4%
\$200,000+	0.5%	0.7%	1.0%
Average Household Income	\$43,111	\$50,259	\$55,483
2015 Households by Income			
Household Income Base	15,813	39,827	53,792
< \$15,000	20.7%	16.9%	14.5%
\$15,000 - \$24,999	14.1%	12.0%	10.3%
\$25,000 - \$34,999	10.7%	8.9%	8.0%
\$35,000 - \$49,999	13.1%	13.2%	12.3%
\$50,000 - \$74,999	20.2%	20.6%	21.6%
\$75,000 - \$99,999	12.2%	14.3%	15.3%
\$100,000 - \$149,999	6.8%	10.2%	12.5%
\$150,000 - \$199,999	1.4%	2.8%	3.8%
\$200,000+	0.8%	1.1%	1.5%
Average Household Income	\$49,142	\$57,767	\$63,921
2000 Owner Occupied HUs by Value			
Total	3,795	15,129	25,624
<\$50,000	1.2%	1.3%	1.2%
\$50,000 - 99,999	14.3%	12.1%	11.2%
\$100,000 - 149,999	58.7%	56.8%	53.8%
\$150,000 - 199,999	19.7%	22.8%	24.4%
\$200,000 - \$299,999	5.5%	5.8%	7.7%
\$300,000 - 499,999	0.1%	0.7%	1.2%
\$500,000 - 999,999	0.0%	0.2%	0.4%
\$1,000,000+	0.5%	0.1%	0.1%
Average Home Value	\$140,173	\$141,418	\$146,534
2000 Specified Renter Occupied HUs by Contract Rent			
Total	11,886	24,668	27,927
With Cash Rent	97.9%	97.1%	96.7%
No Cash Rent	2.1%	2.9%	3.3%
Median Rent	\$352	\$355	\$370
Average Rent	\$349	\$359	\$385

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.

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2000 Population by Age			
 Total	36,532	95,005	129,491
Age 0 - 4	6.9%	6.2%	5.8%
Age 5 - 9	7.5%	6.9%	6.7%
Age 10 - 14	7.0%	6.8%	6.7%
Age 15 - 19	6.6%	6.4%	6.3%
Age 20 - 24	7.2%	6.6%	6.0%
Age 25 - 34	16.4%	15.1%	14.4%
Age 35 - 44	13.8%	14.2%	14.6%
Age 45 - 54	10.9%	11.9%	12.8%
Age 55 - 64	7.5%	8.4%	9.1%
Age 65 - 74	7.3%	7.9%	8.2%
Age 75 - 84	6.8%	7.1%	7.0%
Age 85+	2.2%	2.5%	2.4%
Age 18+	74.6%	76.1%	76.9%
2010 Population by Age			
Total	36,602	95,107	130,044
Age 0 - 4	7.3%	6.5%	6.1%
Age 5 - 9	6.5%	6.0%	5.8%
Age 10 - 14	5.8%	5.6%	5.5%
Age 15 - 19	6.9%	6.6%	6.5%
Age 20 - 24	8.0%	7.3%	6.7%
Age 25 - 34	15.5%	14.3%	13.4%
Age 35 - 44	13.0%	13.2%	13.3%
Age 45 - 54	12.1%	13.1%	13.9%
Age 55 - 64	9.8%	10.9%	11.8%
Age 65 - 74	6.4%	7.0%	7.6%
Age 75 - 84	5.6%	6.0%	6.1%
Age 85+	3.1%	3.5%	3.4%
Age 18+	76.3%	77.8%	78.7%
2015 Population by Age			
Total	36,397	94,495	129,335
Age 0 - 4	7.3%	6.6%	6.2%
Age 5 - 9	6.6%	6.1%	5.9%
Age 10 - 14	6.0%	5.8%	5.7%
Age 15 - 19	5.6%	5.4%	5.4%
Age 20 - 24	7.9%	7.2%	6.7%
Age 25 - 34	16.6%	15.3%	14.4%
Age 35 - 44	12.2%	12.2%	12.2%
Age 45 - 54	11.3%	12.3%	13.2%
Age 55 - 64	10.6%	11.7%	12.4%
Age 65 - 74	7.8%	8.6%	9.3%
Age 75 - 84	5.1%	5.4%	5.6%
Age 85+	3.0%	3.4%	3.3%
Age 18+	76.7%	78.2%	79.0%
2000 Population by Sex			
Males	46.7%	46.7%	47.2%
Females	53.3%	53.3%	52.8%
2010 Population by Sex			
Males	47.4%	47.3%	47.6%
Females	52.6%	52.7%	52.4%
2015 Population by Sex			
Males	47.7%	47.6%	47.8%
Females	52.3%	52.4%	52.2%

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

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2000 Population by Race/Ethnicity			
 Total	36,531	95,004	129,491
White Alone	88.6%	91.7%	93.2%
Black Alone	3.2%	2.3%	1.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	3.2%	2.1%	1.7%
Some Other Race Alone	2.0%	1.3%	1.1%
Two or More Races	2.8%	2.4%	2.1%
Hispanic Origin	4.3%	3.1%	2.5%
Diversity Index	27.8	20.9	17.4
2010 Population by Race/Ethnicity			
Total	36,602	95,107	130,044
White Alone	83.6%	87.9%	90.0%
Black Alone	4.8%	3.4%	2.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	4.4%	2.9%	2.4%
Some Other Race Alone	3.1%	2.1%	1.7%
Two or More Races	3.9%	3.5%	2.9%
Hispanic Origin	7.2%	5.3%	4.2%
Diversity Index	39.1	30.3	25.5
2015 Population by Race/Ethnicity			
Total	36,399	94,495	129,335
White Alone	80.8%	85.7%	88.2%
Black Alone	5.8%	4.2%	3.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	5.0%	3.4%	2.8%
Some Other Race Alone	3.6%	2.4%	1.9%
Two or More Races	4.5%	4.0%	3.4%
Hispanic Origin	8.8%	6.5%	5.2%
Diversity Index	44.7	35.2	29.8
2000 Population 3+ by School Enrollment			
 Total	34,856	91,482	125,280
Enrolled in Nursery/Preschool	1.7%	1.5%	1.6%
Enrolled in Kindergarten	1.6%	1.4%	1.4%
Enrolled in Grade 1-8	12.6%	11.7%	11.3%
Enrolled in Grade 9-12	5.9%	5.7%	5.6%
Enrolled in College	3.8%	3.7%	3.8%
Enrolled in Grad/Prof School	0.3%	0.5%	0.6%
Not Enrolled in School	74.1%	75.5%	75.7%
2010 Population 25+ by Educational Attainment			
Total	23,983	64,640	90,320
Less than 9th Grade	22.8%	18.7%	15.5%
9th - 12th Grade, No Diploma	16.1%	14.9%	13.4%
High School Graduate	29.4%	30.3%	31.1%
Some College, No Degree	13.4%	14.0%	14.4%
Associate Degree	6.9%	7.7%	8.4%
Bachelor's Degree	8.0%	10.0%	11.7%
Graduate/Professional Degree	3.5%	4.4%	5.7%

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.

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2010 Population 15+ by Marital Status			
 Total	29,443	77,833	107,502
Never Married	35.7%	32.4%	30.4%
Married	42.5%	47.1%	50.2%
Widowed	10.2%	9.7%	9.2%
Divorced	11.7%	10.8%	10.3%
2000 Population 16+ by Employment Status			
 Total	28,119	74,956	103,296
In Labor Force	57.0%	58.9%	60.5%
Civilian Employed	52.5%	54.8%	56.8%
Civilian Unemployed	4.5%	4.0%	3.7%
In Armed Forces	0.0%	0.0%	0.1%
Not in Labor Force	43.0%	41.1%	39.5%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	83.9%	85.1%	86.0%
Civilian Unemployed	16.1%	14.9%	14.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	88.0%	88.8%	89.5%
Civilian Unemployed	12.0%	11.2%	10.5%
2000 Females 16+ by Employment Status and Age of Children			
Total	15,273	40,782	55,637
Own Children < 6 Only	7.4%	6.8%	6.3%
Employed/in Armed Forces	4.3%	4.1%	3.8%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	2.7%	2.3%	2.1%
Own Children < 6 and 6-17 Only	6.1%	5.3%	5.2%
Employed/in Armed Forces	3.4%	3.2%	3.4%
Unemployed	0.3%	0.3%	0.2%
Not in Labor Force	2.5%	1.8%	1.6%
Own Children 6-17 Only	16.4%	16.4%	16.4%
Employed/in Armed Forces	11.2%	11.7%	12.0%
Unemployed	0.7%	0.5%	0.5%
Not in Labor Force	4.5%	4.2%	3.9%
No Own Children < 18	70.1%	71.5%	72.1%
Employed/in Armed Forces	29.0%	31.2%	32.7%
Unemployed	2.3%	2.0%	1.9%
Not in Labor Force	38.8%	38.3%	37.6%
2010 Employed Population 16+ by Industry			
 Total	14,106	39,023	56,111
Agriculture/Mining	0.2%	0.3%	0.3%
Construction	6.5%	6.2%	6.5%
Manufacturing	20.0%	17.3%	15.3%
Wholesale Trade	3.3%	3.7%	3.5%
Retail Trade	12.6%	12.9%	12.6%
Transportation/Utilities	3.2%	3.3%	3.6%
Information	1.8%	1.6%	1.9%
Finance/Insurance/Real Estate	4.6%	5.0%	5.2%
Services	44.6%	45.5%	46.5%
Public Administration	3.1%	4.3%	4.7%

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

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2010 Employed Population 16+ by Occupation			
Total	14,102	39,022	56,109
White Collar	43.3%	49.6%	53.2%
Management/Business/Financial	5.7%	8.1%	9.0%
Professional	15.7%	17.7%	19.7%
Sales	9.7%	10.6%	10.9%
Administrative Support	12.2%	13.3%	13.6%
Services	25.0%	22.7%	21.0%
Blue Collar	31.7%	27.7%	25.7%
Farming/Forestry/Fishing	0.2%	0.3%	0.2%
Construction/Extraction	6.8%	6.2%	6.2%
Installation/Maintenance/Repair	3.5%	3.2%	3.5%
Production	15.0%	12.6%	10.8%
Transportation/Material Moving	6.1%	5.5%	5.1%
2000 Workers 16+ by Means of Transportation to Work			
 Total	14,431	40,232	57,545
Drove Alone - Car, Truck, or Van	76.0%	79.2%	81.4%
Carpooled - Car, Truck, or Van	16.0%	14.6%	13.2%
Public Transportation	1.2%	1.4%	1.1%
Walked	4.9%	3.0%	2.2%
Other Means	1.1%	0.7%	0.6%
Worked at Home	0.9%	1.2%	1.4%
2000 Workers 16+ by Travel Time to Work			
Total	14,430	40,232	57,545
Did Not Work at Home	99.1%	98.8%	98.6%
Less than 5 minutes	4.1%	3.0%	2.6%
5 to 9 minutes	17.3%	14.6%	13.0%
10 to 19 minutes	39.4%	39.3%	38.0%
20 to 24 minutes	10.9%	12.0%	12.7%
25 to 34 minutes	12.8%	13.9%	15.4%
35 to 44 minutes	3.3%	4.0%	4.4%
45 to 59 minutes	5.0%	5.0%	5.1%
60 to 89 minutes	4.6%	4.5%	4.5%
90 or more minutes	1.9%	2.6%	2.8%
Worked at Home	0.9%	1.2%	1.4%
Average Travel Time to Work (in min)	20.7	22.4	23.3
2000 Households by Vehicles Available			
Total	15,688	39,810	53,575
None	25.1%	20.0%	16.7%
1	47.0%	43.9%	40.6%
2	22.8%	27.7%	31.8%
3	4.0%	6.5%	8.2%
4	0.8%	1.4%	2.0%
5+	0.3%	0.4%	0.6%
Average Number of Vehicles Available	1.1	1.3	1.4

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2000 Households by Type			
 Total	15,728	39,838	53,549
Family Households	57.1%	61.6%	64.4%
Married-couple Family	34.9%	41.5%	45.9%
With Related Children	16.1%	18.2%	19.5%
Other Family (No Spouse)	22.2%	20.1%	18.5%
With Related Children	15.5%	13.4%	11.8%
Nonfamily Households	42.9%	38.4%	35.6%
Householder Living Alone	37.4%	33.5%	30.9%
Householder Not Living Alone	5.5%	4.8%	4.7%
Households with Related Children	31.6%	31.6%	31.3%
Households with Persons 65+	27.7%	29.2%	29.9%
2000 Households by Size			
Total	15,728	39,839	53,550
1 Person Household	37.4%	33.5%	30.9%
2 Person Household	28.2%	30.1%	31.5%
3 Person Household	15.5%	16.6%	17.0%
4 Person Household	11.4%	12.4%	13.1%
5 Person Household	4.9%	5.0%	5.1%
6 Person Household	1.6%	1.6%	1.6%
7+ Person Household	1.0%	0.8%	0.8%
2000 Households by Year Householder Moved In			
Total	15,689	39,808	53,575
Moved in 1999 to March 2000	21.7%	17.7%	16.2%
Moved in 1995 to 1998	30.2%	27.2%	25.8%
Moved in 1990 to 1994	14.8%	15.6%	14.9%
Moved in 1980 to 1989	14.6%	14.5%	14.8%
Moved in 1970 to 1979	8.5%	10.2%	11.6%
Moved in 1969 or Earlier	10.2%	14.8%	16.7%
Median Year Householder Moved In	1995	1993	1992
2000 Housing Units by Units in Structure			
 Total	17,182	42,910	57,199
1, Detached	9.5%	23.8%	36.5%
1, Attached	0.7%	1.3%	1.4%
2	10.7%	12.2%	10.8%
3 or 4	44.2%	35.3%	27.5%
5 to 9	20.8%	15.8%	12.5%
10 to 19	3.5%	3.3%	3.4%
20+	10.6%	8.2%	7.7%
Mobile Home	0.0%	0.1%	0.2%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	17,187	42,916	57,218
1999 to March 2000	0.4%	0.5%	0.6%
1995 to 1998	1.2%	1.6%	2.3%
1990 to 1994	1.6%	2.7%	3.0%
1980 to 1989	5.6%	5.9%	7.0%
1970 to 1979	6.2%	7.6%	9.8%
1969 or Earlier	85.0%	81.7%	77.3%
Median Year Structure Built	1932	1938	1945

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

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Top 3 Tapestry Segments			
1.	International Marketpl	International Marketpl	International Marketpl
2.	City Dimensions	City Dimensions	Pleasant-Ville
3.	Social Security Set	Simple Living	City Dimensions

 **2010 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 \$	\$17,715,213	\$51,129,658	\$75,020,077
Average Spent	\$1,116.90	\$1,277.86	\$1,389.60
Spending Potential Index	47	53	58
Computers & Accessories: Total \$	\$2,242,842	\$6,448,632	\$9,470,327
Average Spent	\$141.41	\$161.17	\$175.42
Spending Potential Index	64	73	80
Education: Total \$	\$12,675,008	\$37,372,139	\$55,619,182
Average Spent	\$799.13	\$934.02	\$1,030.23
Spending Potential Index	66	77	84
Entertainment/Recreation: Total \$	\$31,241,808	\$92,640,360	\$138,689,219
Average Spent	\$1,969.72	\$2,315.31	\$2,568.94
Spending Potential Index	61	72	80
Food at Home: Total \$	\$47,263,816	\$135,681,573	\$198,161,786
Average Spent	\$2,979.88	\$3,391.02	\$3,670.55
Spending Potential Index	67	76	82
Food Away from Home: Total \$	\$33,141,271	\$95,861,339	\$141,050,843
Average Spent	\$2,089.48	\$2,395.81	\$2,612.68
Spending Potential Index	65	74	81
Health Care: Total \$	\$34,731,178	\$103,869,251	\$156,303,651
Average Spent	\$2,189.72	\$2,595.95	\$2,895.21
Spending Potential Index	59	70	78
HH Furnishings & Equipment: Total \$	\$17,182,328	\$51,095,182	\$76,715,680
Average Spent	\$1,083.31	\$1,277.00	\$1,421.00
Spending Potential Index	53	62	69
Investments: Total \$	\$15,202,102	\$47,529,656	\$73,452,654
Average Spent	\$958.46	\$1,187.89	\$1,360.56
Spending Potential Index	55	68	78
Retail Goods: Total \$	\$228,638,685	\$674,163,465	\$1,004,600,537
Average Spent	\$14,415.15	\$16,849.03	\$18,608.19
Spending Potential Index	58	68	75
Shelter: Total \$	\$167,462,425	\$486,660,354	\$720,084,413
Average Spent	\$10,558.13	\$12,162.86	\$13,338.11
Spending Potential Index	67	77	84
TV/Video/Audio: Total \$	\$12,652,080	\$36,605,094	\$53,773,118
Average Spent	\$797.68	\$914.85	\$996.04
Spending Potential Index	64	74	80
Travel: Total \$	\$17,896,814	\$54,068,262	\$82,294,116
Average Spent	\$1,128.35	\$1,351.30	\$1,524.33
Spending Potential Index	60	71	81
Vehicle Maintenance & Repairs: Total \$	\$9,190,867	\$26,917,348	\$40,018,441
Average Spent	\$579.46	\$672.73	\$741.26
Spending Potential Index	61	71	79

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.